

Europeana AGM – Presentation by Luiz Bouabci (Brazil)

Slide 1 - I would like to thank Europeana for the opportunity of sharing our experience with Tainacan. Thank you for having me over and for the interest.

Slide 2 - Tainacan is an initiative developed by L3P, which stands for Participatory Public Policy Laboratory. L3P is part of the Faculty of Information and Communication of the Federal University of Goiás. The initiative is part of the National Policy for Digital Archives of the Ministry of Culture of Brazil, which fully sponsors it. I'm representing the L3P team here.

Slide 3 - I'll start talking about the macro-objectives of Tainacan, the assumptions behind its development. It is important to say that my speech here is the vision of the project team, and not necessarily the official views of the Ministry of Culture or the University.

Slide 4 - The development of a local digital repository of culture is part of a larger strategy of MINC, focused on the preservation of traditional Brazilian cultures, which are losing ground and relevance in the face of pop culture. The african and Indian cultures, for example, are part of the construction of the Brazilian cultural repertoire and have influences on language, habits and traditions of the population in general. In 2003, for example, the Brazilian Government enforced by law the teaching of elements of these cultures at schools.

In the case of indigenous cultures, for example, Brazilian Portuguese includes many words of Tupi, a language family that gave rise to hundreds of other indigenous languages. These words help you understand the origin of things and in many cases are important even for important decision making processes. There is one known case, the Guarulhos International Airport in Sao Paulo, the country's largest. The area was originally named Cumbica, a Tupi word that means low clouds.

Slide 5 – So, this is the airport on a regular winter day. Before instrument landing system, the airport used to close at least once a week on winter.

Slide 6 - Pop culture is not a problem per se. The problem is the cultural homogenization that characterizes the loss of diversity. One of the most beautiful things about cultural diversity is a culture's ability to create a completely different reality. Socially we can nurture our children and shape them to have a vast variety of different beliefs. These different beliefs make up our global "ethnosphere." As we destroy culture we lose diversity, and are limited to a more narrow range of thought. If cultures continued to be ignored, unappreciated, and patronized, generations down the line may wake up one day having no variety of knowledge, only the sole global belief.

Slide 7 - From the perspective of both systems and network sciences, hyperconnection caused mainly by the speed provided by communication through social media tends to accelerate this process of cultural

homogenization. Let me explain this: Cognitive theory says that the ability of a person to seek different approaches to solving problems depends on the repertoire of experience and knowledge.

Slide 8 - This pattern is repeated in the social setting. Similarly a person, if a group has a limited repertoire of experience and knowledge, it will have less ability to propose different approaches to problem solving. See this network graph here? It can help us to understand this. If all of its nodes were connected to each other, it would be a system that tends to stability and homogenization. The existence of disconnected clusters guarantees cultural diversity, and the creative capacity of the system.

To create tools that mean the possibility of small clusters to maintain their identity, means to maintain the system diverse. Tainacan emerges as a tool that contributes to this end.

Slide 9 - Now I will talk a little about the tool itself, using European working principles.

Slide 10 – About being usable, specifically towards having culture as a catalyst for social and economic change, we believe that the desired ability of maintaining cultural diversity is key to the country's innovation capacity, for the reasons we've seen before and innovation in turn is vital both for social and economic development.

Slide 11 – About being readily usable and easily accessible. The platform is being developed on wordpress due to its wide adoption. Here are some impressive numbers about wordpress. Read the screen.

Slide 12 - Our idea is to enable the ability to create collections in a distributed manner. That would mean a major breakthrough in the sense of ownership and interaction with cultural objects by users, important for maintaining cultural diversity. An obstacle to this, however, is the issue of copyright.

Slide 13 – The idea of the adoption plan is:

1. Identify partner organizations that are influential in their networks, for example the Brazilian institute of museums, which can help us to connect several other institutions.
2. Empower, through a training program, these organizations to implement and operate Tainacan independently in their networks.
3. Monitor the efficiency through data collection focused on user experience and improve the system.

Slide 14 - Still talking about data, now specifically about metadata. What we have thought and worked to implement a scheme is composed of three layers of metadata:

1. standardized metadata sets such as Dublin Core, which will contribute to system interoperability.
2. How the system will be operated by different kinds of organizations and even by individuals, we understand the importance of creating other sets of metadata that meet this heterogeneity. For example, the language used by a museum is very different from the language of a collective of artists who practice urban interventions. For this, we have recently established a partnership with specialists in ontology of another Brazilian university that will help us create these sets of metadata that we are calling specific.
3. Last but not least, we believe that an important element to enable the social features we are creating for the platform is the possibility of free categorization, especially in personal collections. Through this, we will be able to identify, by analyzing language patterns, information for the formulation of regional culture policies.

15 - Features that we believe make Tainacan a different tool are:

1. Read slide. It means make life easier for anyone who scans cultural objects, when allowing the application of rules and sorting for multiple objects at the same time.
2. Read slide. Enables on one hand the ability to disseminate collections in social media in a simple manner (this is not new), but on the other hand, what I believe is fairly new, inserts the relational layer in the analysis when extracting such data.
3. Read slide. Users do not need to manually configure through a spreadsheet. When installing, all metadata configuration options are configurable by buttons in the process.
4. Read slide. Users can also choose what types of data they want to monitor and customize their analysis dashboards.

16 - Well, I would like to thank once again the opportunity and also you for having listened to me. Tainacan is already being tested in his first pilot, focused on african-Brazilian culture and we are already planning the second one, focused on indigenous culture. I'll be around these two days and will gladly talk more and show what we have so far.

Thank you!!