National coordination and development of the Swedish digital cultural heritage

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The cultural heritage is digitized, accessible and usable for everybody.

- The vision of DIGISAM
What is digitalization?
When a new media is introduced, we imitate those we already know.

It takes decades to reach full potential in a new media.
What is the current state of the digitalization?
A common way to understand digitalization today
Is information a product, or a stream?
Digital information is raw material, not products
Information needs to be joined, not collected
The S-curve

Product Performance vs. Time and effort

- Research and development phase
- Growth phase
- Maturity phase
What can we do with digitized information?
INFOBOX – Linked data

subject → predicate → object

RDF
W3C
Semantic Web
Creative Commons
Human readable --> PDF

Machine readable --> LOD
"Strindberg wrote Hemsöborna."

Authority db: Strindberg

Role: author

Work: version etc
"Return all works written by a person who has been married to August Strindberg"
Within history science:

"Return all parishes where Sten Sture has made an economical transaction during the period 1465-1471"
"...together with 17th century maps"
Digitized newspapers?
Why is there no progress?
- Structures are slow to change
- Incitement to change is missing
- Weak understanding of the usability
- High costs and double missions
What can I do as a cultural heritage employee?
- Publish your data on the internet
- Assign unique ID:s for all your objects
- Explore the possibilities of social media
- Link you information to others
- Make all employees work with public relations
- Find the good examples
What do the public inquiries say?

Cross domain problems
Standards problems
Management knowledge shortage
DIGISAM’s guiding principles

- Support for the direction of decision-making
- Govern, produce, use, preserve
- TOGAF-model: Description, Rationale, Implications
The future?
Converging institutional goals and missions

= Future Cultural Heritage Organisations

= GLAMs
12 digital trends according to Kevin Kelly
The society change in the directions of sharing, accessing and remixing. How can we meet our new users?
GLAMs on the internet as cognified filters and query-helpers.
GLAMs as physical institutions maximize engagement through interaction.
- Things interact
- All surfaces are screens
- Real time streams
Challenges for the GLAMs

- Total convergence between institutions and domains
- Shortage of strategic understanding for the digital
- Rules and laws are outdated, and constructed for a mass media society
- Low or no crisis awareness
- The digital, global, ”memory” has no natural residence
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Becoming: Moving from fixed products to always upgrading services and subscriptions
Cognifying: Making everything much smarter using cheap powerful AI that we get from the cloud
Flowing: Depending on unstoppable streams in real-time for everything
Screening: Turning all surfaces into screens
Accessing: Shifting society from one where we own assets, to one where instead we will have access to services at all times.
Sharing: Collaboration at mass-scale. Kelly writes, “On my imaginary Sharing Meter Index we are still at 2 out of 10.”
Filtering: Harnessing intense personalization in order to anticipate our desires
Remixing: Unbundling existing products into their most primitive parts and then recombine in all possible ways
Interacting: Immersing ourselves inside our computers to maximize their engagement. Every "thing" is communicating.
Tracking: Employing total surveillance for the benefit of citizens and consumers
Questioning: Promoting good questions are far more valuable than good answers
Beginning: Constructing a planetary system connecting all humans and machines into a global matrix