Meaningful Personalization of Hybrid Virtual Museum Experiences Through Gifting and Appropriation

Results

<table>
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<tr>
<th>Project Information</th>
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<tr>
<td><strong>GIFT</strong></td>
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<td>Grant agreement ID: 727040</td>
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Project website

<table>
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<td>H2020-EU.3.6.3.1.</td>
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<th>Overall budget</th>
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<tr>
<td>IT-UNIVERSITETET I KOBENHAVN Denmark</td>
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This project is featured in...

RESULTS PACK

How digital technologies can play a vital role for the preservation of Europe’s cultural heritage

26 February 2020
Deliverables

Documents, reports (18)

Framework Evaluation Report
A document summarising the results of the application and evaluation of the Framework.

Design of the Beta Toolbox
A report giving the overall design, requirements and specification of the Beta Toolbox.

Report on Framework for Processes and Guidelines
Report on Framework for Processes and Guidelines

Report on Study of Public Gifting Experiences
Report on Study of Public Gifting Experiences

Anthology on Meaningful Personalization
Anthology on Meaningful Personalization

Report on Study of Intimate Gifting Experiences
Report on Study of Intimate Gifting Experiences

Europeana Dissemination Report
Europeana Dissemination Report

Final Report on the Gifting Platform
Report from the study of populating the platform with example templates and experiences that demonstrate the value of gifting as an approach for meaningful engagement. The report will show the marketing and communications plan with examples of how this can be applied by museums across the EU.

Communication Strategy
The communication strategy outlines a plan for communicating the project activities and outcomes to the public.

Evaluation Report on Lead User Change Process
Final report summarising results of evaluation, including observations, interview results, re-use of cultural asset including lessons learned and recommendations including organisational model and culture, skill requirements, management styles, the best environment for supporting knowledge flows, etc.
The GIFT Framework
A website containing all relevant guidelines, tools, templates, other relevant knowledge developed in the project, formatted in a way to be practical and applicable for lead users in the museum sector and CCI.

Report on Open Beta

Final report: Lifecycle Analysis

Design of the Final Toolbox
A report giving the overall design, requirements and specification of the final Toolbox.

Evaluation Strategy and Change Process Report
A report describing the evaluation strategy, summarising key factors that will be measured against, identifying members of the core evaluation group (beneficiaries) and the Lead User Panel, and detailing the process to be followed to capture data.

Final Conference Report

Interim Evaluation Report
Interim results of evaluation after conclusion of first iterations of prototypes focusing on museum evaluation and prototype evaluation, with suggestion for improvements and changes for second iterations.

Report on Closed Beta

Open Research Data Pilot (1)

Data Management Plan

Websites, patent fillings, videos etc. (1)

Project Website
The GIFT website will host all relevant information about the project, the consortium as well as all major developments and outputs resulting from the project. Project reports and research articles will also be made publicly available on the website.

**Demonstrators, pilots, prototypes (5)**

- **Gifting Platform**
  - Gifting Platform

- **Release of the Final Toolbox**
  - Documented software release of the Beta Toolbox.

- **Release of the Beta Toolbox**
  - Documented software release of the Beta Toolbox.

- **Prototype: Intimate Gifting Experiences**
  - Prototype: Intimate Gifting Experiences

- **Prototype: Public Gifting Experiences**
  - Prototype: Public Gifting Experiences

**Publications**

**Conference proceedings (12)**

- **Customizing Hybrid Products**
  - **Author(s):** Steve Benford, Boriana Koleva, William Westwood Preston, Alice Angus, Emily-Clare Thorn, Kevin Glover
  - **Published in:** ACM CHI Conference on Human Factors in Computing Systems, Issue 2018, 2018
  - **DOI:** 10.1145/3173574.3173604

- **Monuments For A Departed Future: Designing For Critical Engagement With An Ideologically Contested Museum Collection**
  - **Author(s):** Karin Ryding, Anders Sundnes Løvlie
  - **Published in:** MW18, 2018
Word by Word: A mobile game to encourage collaborative storytelling within the museum

**Author(s):** Timothy Wray, Elin Ingimundardottir, Greta Stanciauskaite, Anders Sundnes Løvlie

**Published in:** MW18, 2018

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GIFT: Hybrid Museum Experiences through Gifting and Play 31-40

**Author(s):** Jon Back, Benjamin Bedwell, Steve Benford, Lina Eklund, Anders Løvlie, William Preston, Paulina Rajkowska, Karin Ryding, Jocelyn Spence, Emily Thorn, Annika Waern, Tim Wray

**Published in:** Proceedings of the Workshop on Cultural Informatics co-located with the EUROMED International Conference on Digital Heritage 2018 (EUROMED 2018), 2018, Page(s) 31-40

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Deepening Visitor Engagement with Museum Exhibits through Hand-crafted Visual Markers

**Author(s):** Susan Ali, Boriana Koleva, Ben Bedwell, Steve Benford

**Published in:** Proceedings of the 2018 on Designing Interactive Systems Conference 2018 - DIS '18, 2018, Page(s) 523-534

**DOI:** 10.1145/3196709.3196786

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Inalienability - Understanding Digital Gifts

**Author(s):** Jocelyn Spence

**Published in:** Proceedings of the 2019 CHI Conference on Human Factors in Computing Systems - CHI ’19, 2019, Page(s) 1-12

**DOI:** 10.1145/3290605.3300887

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Seeing with New Eyes - Designing for In-the-Wild Museum Gifting

**Author(s):** Jocelyn Spence, Benjamin Bedwell, Michelle Coleman, Steve Benford, Boriana N. Koleva, Matt Adams, Ju Row Farr, Nick Tandavanitj, Anders Sundnes Løvlie

**Published in:** Proceedings of the 2019 CHI Conference on Human Factors in Computing Systems - CHI ’19, 2019, Page(s) 1-13

**DOI:** 10.1145/3290605.3300235

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Designing a “No Interface” Audio Walk

**Author(s):** Tilde Pedersen, Edith Terte, Anders Sundnes Løvlie

**Published in:** MW19, 2019

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The GIFT Framework: Give Visitors the Tools to Tell Their Own Stories

**Author(s):** Anders Sundnes Løvlie, Steve Benford, Jocelyn Spence, Timothy Wray, Christian Hviid Mortensen, Anne Olesen, Linda Rogberg, Ben Bedwell, Dimitrios Darzentas, Annika Waern,
Card Mapper - Enabling Data-Driven Reflections on Ideation Cards

Author(s): Dimitrios Darzentas, Raphael Velt, Richard Wetzel, Peter J. Craigon, Hanne G. Wagner, Lachlan D. Urquhart, Steve Benford
Published in: Proceedings of the 2019 CHI Conference on Human Factors in Computing Systems - CHI ’19, 2019, Page(s) 1-15
DOI: 10.1145/3290605.3300801

Object-focused mixed reality storytelling - technology-driven content creation and dissemination for engaging user experiences

Author(s): Dimitrios Darzentas, Martin Flintham, Steve Benford
Published in: Proceedings of the 22nd Pan-Hellenic Conference on Informatics - PCI ’18, 2018, Page(s) 278-281
DOI: 10.1145/3291533.3291588

Affective Critical Play

Author(s): Karin Ryding
Published in: CHI PLAY ’19 Extended Abstracts, 2019, Page(s) 63-67
DOI: 10.1145/3341215.3356337

Book chapters (2)

Complexities of collaborating: Understanding and managing differences in collaborative design of museum communication
Author(s): Line Vestergaard Knudsen, Anne Rørbaek Olesen
Published in: The Routledge Handbook of Museums, Media and Communication, 2019

Design Methods for Museum Media Innovation. Enhancing Museum User Negotiations by Discursive and Material Explorations of Controversies
Author(s): Anne Olesen, Line Vestergaard Knudsen
Published in: Media innovations and design in cultural institutions, 2018, Page(s) 33-51

Peer reviewed articles (1)

Challenges of practicing digital imaginaires in collaborative museum design