Digital transformation and the archive

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Archives need to be visible to be valuable

“[people] prefer to watch their news (46%) than to read it (35%) or listen to it (17%)”

“In the past 30 days, more online video content has been uploaded to the web than the past 30 years of TV content. “

“One-third of online activity is spent watching video.”

“Half of 18- to 34-year old YouTube subscribers would drop what they’re doing to watch a new video by their favorite creator”

Sources:
https://www.bluecorona.com/blog/video-marketing-statistics-must-see/
https://www.wordstream.com/blog/ws/2017/03/08/video-marketing-statistics
Digital transformation

1. Managing born-digital content
2. Authenticity and misinformation
3. Sharing the same information space
4. Mind of the Universe
Managing born-digital content
Over one million hours
200,000 uur moving image material
Added per year: 7,500 hrs TV, 52,560 hrs radio
ZOEKEN IN BEELD EN GELUID CATALOGUS

INTERNETVIDEO

Zorgtijd: NIET VAN TOEPASSING;
Uitzenddatum: 09-01-2015;

Titel: Amin Mousaoui #JesusAhmed

Type: internetvideo
Uitzenddatum: 09-01-2015
Tijdsduur: 1'57"
Annotatie publicatie: Uploader: Documentus
Distributiekanaal: internet
Zorgcategorie: NIET VAN TOEPASSING

Prenotaattijds: Niet aanwezig

Downloaden door: Geen download beschikbaar

Beschrijving:
De Rotterdamse Amin Mousaoui valt in dit filmpje uit tegen de extreemisten die in Paris (Frankrijk) een bloedige aanslag hebben gepleegd op de redactie van het satirische tijdschrift Charlie Hebdo. In zijn betoog zegt hij onder meer: "Ik accepteer niet dat bepaalde extremisten hulpmiddelen mijn religie als podium misbruiken". Hij pleit voor verbanning: "schouder aan schouder, ongetwijfeld de god waar je in gelooft". Mousaoui plaatst zijn betoog op Facebook, waar het massaal is gedeeld.

Genre: internetvideo, weblog
Trefwoorden: aardappelen, extremisten, moslims
Geografische namen: Frankrijk, Paris
Beoogd medium: internet
Rechten: Herkomst: YouTube
Taak ID: 5172889
Links: https://www.youtube.com/watch?v=ElAb6-Af724
websites
The Digital City (1994-2001)
game archiving
Metadata

- From production
- From media managers
- Crowdsourcing
- Artificial intelligence

Speech-to-text
Speaker labeling
Automatic labeling of visual concepts
Face recognition
Recommendation Technology
Conversational search
Multimedia Data Analytics/Viz
Linked Data
Topic Modelling
Emotion Labeling
Business intelligence
Social Media Analytics
Authenticity and misinformation
How Archivists Could Stop Deepfakes From Rewriting History

Melanie Ehrenkranz  
Tuesday 2:30pm  •  Filed to: DEEPFAKES

Gizmodo
Smartphone Notch, Deepfakes, and Facebook's War Room: Best Gizmodo Stories of the Week
Catie Keck  Yesterday 8:00pm

Authenticity

- Administer provenance, the origin and chain of custody of information
- Support researchers, journalists and others using f.i.:
  - Track usage (video fingerprinting)
  - Specialised search interfaces
  - Multimedia forensics (InVID project)
  - Detect AI bias (IBM)
  - ...
Video Fingerprinting

Analise three dimensions: color, shape, temporal

Create a unique “hash”:

A3a1c25d9b71a19d412188fa9ee0949a
Four news broadcasts
(15.00, 17.00, 17.40, 20.00)
Fact checking
https://www.youtube.com/watch?v=nvXA5_cjxAM&feature=youtu.be
Multimedia Forensics
Sharing the same information space
Institutional websites

Third party platforms

Wikipedia

Creative research

brand visibility <=

=> engagement
The Idzerda collection at Sound and Vision

The centrepiece of his legacy would follow in 1945. After Idzerda’s tragic death at the tail end of the Second World War, his widow donated his PCGG transmitter to the Postal museum, followed by more associated attributes.
Welcome to Sound and Vision LABS
Giphy channel: Sound and Vision (Beeld en Geluid) is a large audiovisual archive in the Netherlands. The GIFs in this channel are made with the openly licensed archive material that can be found at www.openbeelden.nl.

labs.beeldengeluid.nl

Beeld en Geluid Labs
@benglabs
This Saturday!!
https://vimeo.com/210616907
Mind of the Universe
Open

- Al het materiaal is beschikbaar voor hergebruik
- Creative Commons licenties
  - Interviews (30 wetenschappers, 1-2 uur)
  - Extra B-roll materiaal (laboratoria)
  - Foto’s
- Annotaties door gebruik te maken van spraakherkenning
- Beschikbaar op Wikipedia
● https://www.youtube.com/watch?list=PLuECoz9_QThSLhAJJzxlscxb_puO0xafP&time_continue=3&v=LuuErBPKwrE
http://www.themindoftheuniverse.org/
Nicola Clayton

Nicola Susan Clayton PhD, FRE, FSB, FAPS, C (born 22 November 1962) is a British psychologist. She is Professor of Comparative Cognition at the University of Cambridge, Scientist in Residence at Rambert Dance Company, co-founder of 'The Captured Thought', a Fellow of Clare College, Cambridge, where she is Director of Studies in Psychology and a Fellow of the Royal Society since 2015. Clayton was made Honorary Director of Studies and advisor to the China UK Development Centre (CUIDC) in 2018.

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1 Early life and education
2 Career
   2.1 University of Cambridge
   2.2 Rambert Dance Company
   2.3 The Captured Thought
3 Published works
4 Awards
5 References
6 External links

Early life and education
Clayton graduated with a Bachelor of Arts with Honours in zoology from the University of Oxford in 1984, before gaining a PhD from the University of St Andrews in 1987.

Career
Wikipedia
Online learning

choose your challenge

- genetic privacy: should we be concerned?
- robots in society: blessing or curse?
- science in progress: what is your scientific question?
Mind of the Universe: Science in Progress

**About this course:** From William Harvey discovering the circulation of blood to Albert Einstein developing the theory of relativity: almost all scientific research starts from something odd and unexpected that hasn’t been explained yet, and, subsequently, the scientist creatively imagining possible explanations for it, formulating hypotheses.

**Who is this class for:** This course is for researchers of all ages, who are off to a good start by asking inspired and inspirational questions.

**Created by:** Erasmus University Rotterdam

**Taught by:** Tim De Mey, Dr.
Faculty of Philosophy
Joint challenges

www.beeldengeluid.nl/avthinktank
Thank you!

Johan Oomen
@johanoomen

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