

Cultural and scientific heritage production, archiving and sharing.

**Example: The Program "Audiovisual Research Archive in
Social Sciences and Humanities" (ARA)**

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- The general context -

1st topic

The general context

□ Launched in 2001/02, the Audiovisual Research Archive (ARA) program intends to:

1. to “capture” two main facets in scientific and cultural heritage:
 - ✓ **the (scientific, social, ...) “discourse”, the “speaking about”** the world in form of interviews, conferences, workshops, etc.
 - ✓ **“extracts”, examples, “illustrations”** of the “object” of this discourse in form of audiovisual corpora dedicated to specific domains, themes,
2. to make this heritage **available to any interested** person or community ;
3. to investigate and to develop the **scientific, methodological and technical means** enabling any institution, even any individual, to create and diffuse his/her own audiovisual resources in form of online libraries or archives;
4. to investigate the **uses and exploitations/appropriations** of AV data in given social contexts;
5. to investigate also **new, “future” forms** of knowledge capturing and appropriation.

1st topic

The general context

- ❑ The ARA programme actually is:
 - ❑ a monthly growing **corpus** of digital audiovisual resources of actually some 5500 hours of online videos;
 - ❑ a set of **online video portals** composed of thematically restricted online media **libraries**, specialised **collections** or republished videos (in form of thematic folders, bilingual folders, etc.);
 - ❑ a complete **digital working environment** for the building, management and diffusion of online digital audiovisual archives (“ESCoM Suite 2009”);
 - ❑ a digital **video production and publishing** service;
 - ❑ a **computer service** focussed on digital video management and processing;
 - ❑ a **R&D programme** implied since 1996 in a variety of EC and French R&D projects (cultural heritage, digital libraries, e-learning, etc.);
 - ❑ an **interdisciplinary team** of 12 to 20 persons in Paris and “abroad” and a small **network of partner institutions**.

1st topic

The general context

❑ **General context** motivating an initiative such as the ARA program:

- ✓ the “knowledge turn” in world economy
- ✓ the “semiotic turn” in digital archives and libraries
- ✓ i.e. the collection, constitution, diffusion, preservation and exploitation of knowledge through digital means

❑ Example: **Europe** and **Lisbon 2000 policy** – the “European knowledge space” viewed and intended as:

- ✓ on the horizon of 2010, to become a world leading space in knowledge economy
- ✓ a **common learning space** appropriate to fulfil this objective (Bologna, Lisbon, Nice, Barcelona)

1st topic

The general context

□ “Common European knowledge & learning space”

✓ **8 specific areas of development** (skills for knowledge society, teaching teachers, foreign languages, learning environment, learning attractiveness, mobility, ...)

✓ central perspective = **LLL** (Life Long Learning):

- **special issues**: adult education, vocational training, “secondary alphabetisation”, science/society, (intercultural, artistic, ...) sensitisation, ...

- **challenge**: promote employability

✓ specific European-wide **programmes** and **projects**: framework programme, Leonardo, Socrates, Comenius, e-Culture, ...

✓ Principal requirements:

- **digital libraries**,

- **learning spaces** (broadly speaking)

1st topic

The general context

❑ Requirements for a European Learning space:

1/ **Multimedia digital libraries**: from digital objects to learning objects.

❑ Challenges:

- ✓ interconnecting digital libraries, archives, information spaces, ...
- ✓ “subjective authoring” of digital objects (texts, films, ...) as pedagogical ones
- ✓ interoperability and standards : DC; LOM; MPEG7, ...
- ✓ implementation of (multilingual) thesauri, terminologies, ontologies, ...

❑ Projects & Initiatives:

- ✓ The **i2010 Digital Libraries Initiative** (“Europe’s cultural and scientific heritage at a click of a mouse”) : **Europeana** portal
- ✓ **Delos** Network of Excellence on digital libraries;
- ✓ **Minerva** a Thematic Network on Digitising Content.

1st topic

The general context

□2/ **Virtual Campuses and (personal) learning spaces**

- ✓ Learners or groups of learners should have the opportunity to create and manage their own learning spaces provided with personalised e-content, web services, tools, communication possibilities, ... and also counselling and guidance facilities.


- ✓ Learning spaces are considered to be closely connected with digital libraries

1st topic

The general context

□ Some related on-line references:

- ✓ Peter Stockinger. Digital audiovisual archives in humanities. Problems and challenges. *Workshop on Multimedia in Digital Libraries.*, Jun 2003, Chania, Greece. [<hal-00130295>](#)
- ✓ Peter Stockinger. The repurposing (re-authoring) of digital audiovisual resources in cultural heritage.: A concrete example: The Huarpe Civilization and Culture. *Digital preservation and valorisation of cultural heritage. Leonardo da Vinci JASON Seminar*, Oct 2006, Funchal, Portugal. 2016, [<10.13140/RG.2.1.1264.6800>](#). [<hal-01304462>](#)
- ✓ Peter Stockinger. La réalisation d'un entretien avec un chercheur invité dans le cadre du Programme des Archives Audiovisuelles de la Recherche (AAR). 2002. [<hal-01304808>](#)
- ✓ Peter Stockinger. Le Programme « Archives Audiovisuelles de la Recherche » : La génération d'archives audiovisuelles en ligne de la recherche.. [Rapport de recherche] ESCoM-AAR (Equipe Sémiotique Cognitive et Nouveaux Médias - Archives Audiovisuelles de la Recherche); INALCO. 2004, pp.63. [<hal-01303666>](#)



- A short presentation of the ARA digital data and web portal -

2nd topic

The ARA corpus and web portal

- ❑ **ARA corpus** : actually more than 5500 hours of videos and other digital resources.
- ❑ **Examples**: corpora in social history (900 hours); social and cultural anthropology (500 hours); language studies and linguistics (500 hours), archaeology (350 hours), urbanism (250 hours), ...
- ❑ **Genres of online videos**: scientific events (interviews, conferences, seminars, workshops, ...), cultural manifestations (exhibitions, concerts, performances, ...), “terrain” (specific practices and metiers, “road movies, ...), reportages, documentaries and audiovisual documentations
- ❑ **Languages**: videos available in 16 languages, French principal language
- ❑ **Authors**: International community of about 2100 people from 85 countries: scholars, writers, artists, politicians, people working in NGO, field workers, students, “ordinary witness”, ...
- ❑ **Visitors**: 125 000 visitors from 170 countries since beginning of January 2009 (45% from France)

2nd topic

The ARA corpus and web portal

- ❑ Specific points concerning the ARA corpus

- ❑ it is an **open corpus**: every month new contents produced by ESCoM and/or consigned by partner institutions or individuals to ESCoM;

- ❑ the selection of AV resources and production activities is decided cooperatively by a **steering committee**;
 - ✓ a significant part of filming of scientific events is determined through the **general policies of FMSH**;

 - ✓ ESCoM itself has an own production activity dedicated to **specific knowledge domains** and financed through special budget lines coming from EC and French projects, sponsoring , etc.

 - ✓ a more and more important part of the production is the **result of individual or group initiatives**, i.e. of people wanting to use the ARA publishing and diffusion environment for their own productions

2nd topic

The ARA corpus and web portal

- ❑ Specific points concerning the ARA corpus
- ❑ all videos can be **freely** accessed and used in non-commercial contexts; ARA videos are licensed through “**Creative Commons**”;
- ❑ the authors of the videos keep their whole rights on the content, every author and every participant sign a **contract** permitting ESCoM/ARA to diffuse on their servers the audiovisual content;
- ❑ each participant (author, filmed person, ...) is **informed about the uses** of the filmic material diffused on the ARA servers (especially about the republishing/reuse of their content);
- ❑ **before the definitive publishing** of a video, the author and – as far as possible – the concerned participants (filmed persons, ...) are asked for to **verify** online the production and to give the final “green light” for diffusion.

2nd topic

The ARA corpus and web portal

□ Figure 1 shows the home page of the web site hosting the ARA audiovisual and multimedia resources.

AAR archives audiovisuelles de la recherche

ESCoM FMSH fondation maison des sciences de l'homme

Search [OK] > Recherche avancée

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La médiathèque

- Catalogue des thèmes
- Les collections
- Vidéos en version originale
- Les auteurs
- Tout le fonds audiovisuel

L'Encyclopédie Hypermédia

- Les sujets de connaissance
- Le vidéo-glossaire
- Les auteurs
- L'équipe de réalisation

Les dossiers hypermédias

- Tous les dossiers
- Dossiers par discipline
- Dossiers pédagogiques
- Profil et niveau de connaissance

Les dossiers bilingues

- Dossiers pour francophones
- Dossiers pour anglophones

Newsletter

Votre email

***** [OK]

Mot de passe oublié?

Inscription

La FMSH et l'ESCoM vous souhaitent la bienvenue sur le portail des Archives Audiovisuelles de la Recherche.

Ce portail se compose actuellement de 4152 heures de vidéos en ligne issues de 300 entretiens, de 105 colloques, de 54 séminaires de recherche et de 28 reportages.

|| Dernières mises en ligne ||

Le "Printemps de la MSHA": Constructions identitaires et dynamiques transnationales : dialogues disciplinaires

Colloque -- Français

Jeu 20 Mars 2008 - Vendredi 21 Mars 2008

Epistémologie, histoire des sciences et des techniques -- Histoire des mondes anciens, médiévaux -- Anthropologie, ethnologie -- Géographie physique, humaine, économique et territoriale

Penser le développement au XXI^e siècle. Chapitre 6 : Quelle politique pour quel développement ?

Ignacy SACHS (EHESS - Ecole des Hautes Etudes en Sciences Sociales, FMSH - Fondation Maison des Sciences de l'Homme, France)

Entretien enregistré le Lundi 10 Mars 2008 -- Français

Homme et environnement, écologie, éthologie

La nostalgie, le retour, la quête des racines. Discussion autour du documentaire « Saudade » (« Nostalgie ») de Bela Bianco-Feldman, 1991

Issu du séminaire "Migrations internationales : études de cas et débats historiographiques (diasporas et sociétés d'accueil, XIX^e-XX^e siècles)"

Lundi 18 Février 2008

Culture et société -- Histoire sociale et culturelle

La théorie des courbes et des équations dans la géométrie cartésienne

Issu du séminaire "Histoires de géométries 2008"

Lundi 31 Mars 2008

Epistémologie, histoire des sciences et des techniques

Des productions artisanales aux biens mondialisés (Pologne)

Issu du séminaire "Anthropologie de la perception : l'expression du désastre entre

|| Sélection de vidéos ||

|| Sélection de dossiers hypermédias ||

|| A la une ||

Coopération avec le Musée chilien des arts précolombiens

MUSEO CHILENO DE ARTE PRECOLOMBINO

(figure 1)



3rd topic

- The production and publishing activities -

3rd topic

The production and publishing activity


- ❑ Three different types of sectors of activities, each one corresponds to a specific workflow:
 1. The building and maintaining of an archive and a corresponding web portal
 2. The “standard” production and publishing process of audiovisual resources documenting a knowledge domain, a scientific event, etc
 3. The **republishing process** of already existing audiovisual resources

3rd topic

The production and publishing activity

□ Production/publishing process of audiovisual resources: Complex process of which the “standard production/publishing workflow is the following one

1. **Definition and preparation** of a “terrain” (scenario for filming, management of all resources, participants included, technical and legal aspects, ...)
2. **Filming of the terrain** (production of rushes, “real time” scripting, information & resources gathering, ...)
3. **Constitution of the corpus** (selection of gathered/produced material, preparation, registration, ...)
4. **Basic processing of the corpus** (technical processing; montage, postproduction, thematic indexing, translation/adaptation)
5. **Publishing of the corpus** (via standard publishing models)
6. **Physical, digital, legal archiving and other related activities.**



**- The video repurposing challenge or how to make « useful »
stored digital data -**

4th topic

Video repurposing

□ List of challenges that the audiovisual and multimedia resources of the ARA are facing:

- ✓ transform the AV material in a useful tool for **formal** (secondary, higher) **education**
- ✓ transform the AV material in a useful tool for **informal learning** (life long learning, u-learning, vocational training, ...)
- ✓ open the AV material to a **multilingual and multicultural knowledge market**
- ✓ use the AV material for other **objective bounded purposes**: political communication, social communication, ...
- ✓ re-use the material in order to contribute to issues in **social learning, LLL** (adult learning, community training, vocational training, secondary alphabetisation, intercultural sensitisation, etc.)
- ✓ prepare the material for its critical use in the construction of **new knowledge**.

4th topic

Video repurposing

□ This means especially :

- ✓ the **re-authoring** or again the **repurposing** of a given source corpus
- ✓ with respect to given **communication objectives, user groups** and **exploitation contexts**
- ✓ as well as with respect to chosen **genres, publishing genres** that are more or less well attuned to the just quoted constraints.

4th topic

Video repurposing

□ **Examples** for video repurposing:

✓ from a single video registering a conference on public policy, extract the relevant sequences (i.e. relevant for a user), comment, enrich, ... them in order to use them for your university course and publish them as a **thematic folder**;

✓ from a corpus of videos documenting French immigration in Mexico, identify and extract the segments you want to have in order to produce a **virtual narrative** (a “virtual documentary”);

✓ from a set of documentaries, extract a corpus of sequences **exemplifying documentarist scenario writing**,

✓ from a French spoken conference video, extract some 20 minutes and **comment them for English, German, ... speaking users**;

✓ from a bigger corpus of audiovisual resources dedicated to a given domain, extract a corpus of segments, organise them thematically and publish them as a kind of **online hypermedia encyclopaedia**.

4th topic

Video repurposing

- ❑ Typical barriers between what we call the « **source corpus** » profile and a **target user profile** are, for instance:
 - ✓ linguistic barriers,
 - ✓ cognitive barriers,
 - ✓ axiological barriers (i.e. barriers referring to diverging value systems),
 - ✓ emotional barriers,
 - ✓ barriers concerning the organisation and presentation of an information,
 - ✓ barriers belonging to the lecture and appropriation routines (traditions) of the user community.

4th topic

Video repurposing

□ General picture of “repurposing”:

- ✓ 1/ a given (open) corpus of audiovisual (visual, textual, ...) resources;
- ✓ 2/ a set of (static or dynamic) publishing models;
- ✓ 3/ the processing activity itself (extracting, categorising, indexing, commenting, versioning,);
- ✓ 4/ resources:
 - technical resources (working and publishing environment),
 - semiotic resources (ontologies, description schemas, ...),
 - practical resources (guidelines, ...).



6th topic

- Ongoing – an future - R&D challenges -

6th topic

R&D challenges

❑ Key domains in R&D:

❑ 1/ the **semiotics of audiovisual text and data**

✓ semantic rich access to audiovisual data

✓ delinearized access

✓ ontologies for description and indexing: themes, terminologies, description schemas, ...

✓ multilingual access

❑ 2/ the **repurposing** process as a “**cultural translation**” process

✓ the deeper understanding of the semiotic but also **historical** nature of (audiovisual) texts and discourse in order to “simulate new and richer forms of “aggregating” delinearized videos

✓ the “**dynamic**” aggregation of content with respect to specific profiles of user or user communities

6th topic

R&D challenges

- ❑ 3/ the **archive for everyone**: individual + institution (“**ARA as a AV knowledge production, sharing and exploitation cooperative**”)

- ❑ 4/ the **archive everywhere** – u-archive

- ❑ 5/ the exploitation of an archive, the multiple uses of a video (“**user scenarios**”)

- ❑ 6/ new **forms in dealing** with digital content:
 - ✓ immersive environments,
 - ✓ 3D videos,
 - ✓ the “ubiquitous capture”,
 - ✓ the “multiple worlds scenarios”.