

Doing Public Archaeology in a Digital Age

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Arts & Humanities
Research Council



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My definition of public archaeology

Public archaeology as a disciplinary practice can be enacted in the democratisation of communication, activity or administration; through communication with the public; involvement of the public, or the preservation and administration of archaeological resources for public benefit by voluntary or statutory organisations.



Models for Public Archaeology

More
practice-oriented

More
theory-oriented

| Four approaches to public archaeology | Educational approach | Public relations approach | Critical approach | Multivocal Approach |
|--|----------------------|---------------------------|----------------------------|---------------------|
| Corresponding models suggested by Merriman (2004a) | Deficit model | | Multiple perspective model | |
| Corresponding models suggested by Holtorf (2007) | Education model | Public relations model | Democratic model | |



“...unless archaeologists find ways to make their research increasingly relevant to the modern world, the modern world will find itself increasingly capable of getting along without archaeologists”

Fritz & Plog 1970, 412





Rescue

English (US) [Search]

[+ SUBMIT A REPORT](#)

HOME | REPORTS | SUBMIT A REPORT | CONTACT US | BIG MAP

FILTERS + ALL | NEWS | PICTURES | VIDEO | [VIEW FULL MAP](#) | [FULL SCREEN MAP](#)

Map showing red markers across the United Kingdom and Ireland.

CATEGORY FILTER [HIDE]

- ALL CATEGORIES
- ARCHAEOLOGICAL UNITS
- MUSEUM CLOSURES
- MUSEUM CUTS
- TRUSTED REPORTS
- LOCAL AUTHORITY CUTS
- UNIVERSITY CUTS

How to Report

By using an app:
 iPhone
 Android

By sending an email:
gillescarey@gmail.com

By sending a tweet with the hashtag/s:
 #rescuecuts

By filling this form on our website.



**“The Internet is an important constituent
in the fight against marginalisation”**

Ian Hodder/Minkoo Kim



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Subordinate groups who wish to be involved in archaeological interpretation need to be provided with the means and mechanisms for interacting with the archaeological past in different ways. This is not a matter of popularising the past, but of transforming the relations of production of archaeological knowledge into more democratic structures



Ian Hodder





Norfolk Heritage Explorer

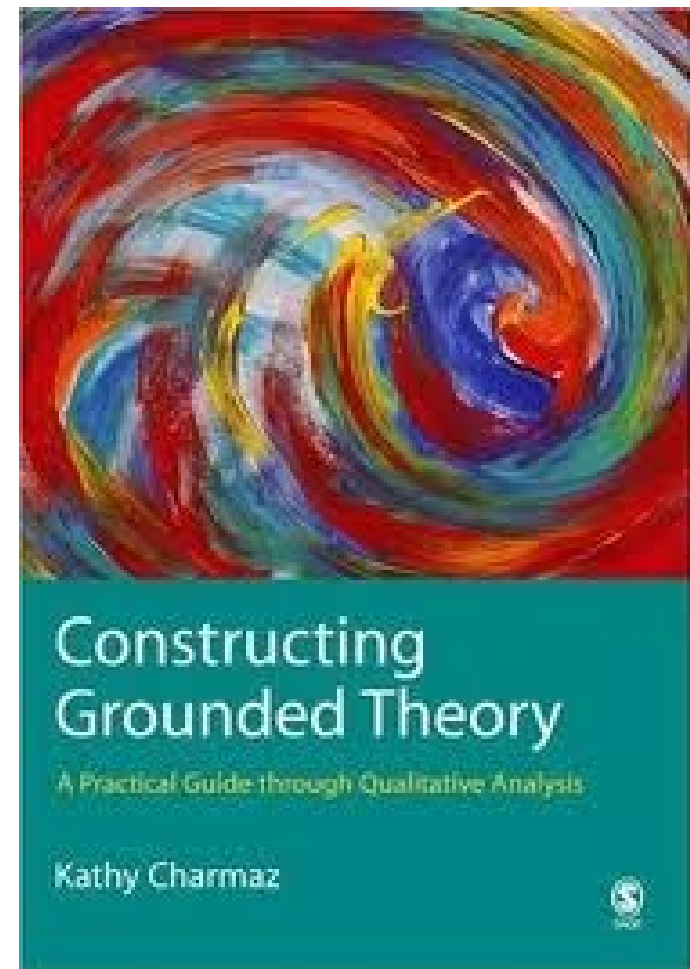
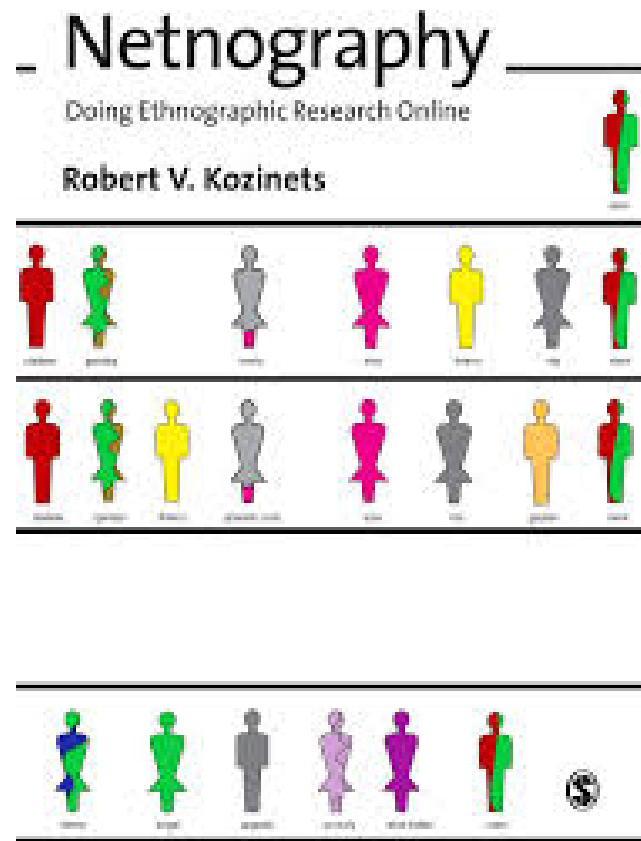
| | |
|-------------------|--|
| Home | Welcome to the Norfolk Heritage Explorer |
| News | This website offers a unique opportunity to access the Norfolk Historic Environment Record database online. |
| Search Records | The Norfolk HER is the definitive database of the county's archaeological sites and historic buildings. It contains over 60,000 records describing the archaeology of Norfolk from the earliest evidence for human occupation from 750,000 BC up to the present day. |
| Parish Summaries | |
| Thematic Articles | New information is being added to the website all the time, so add us to your favourites and follow us on Twitter . |
| Exploring More | |
| Out & About | |
| Recent Projects | |
| Heritage Glossary | |

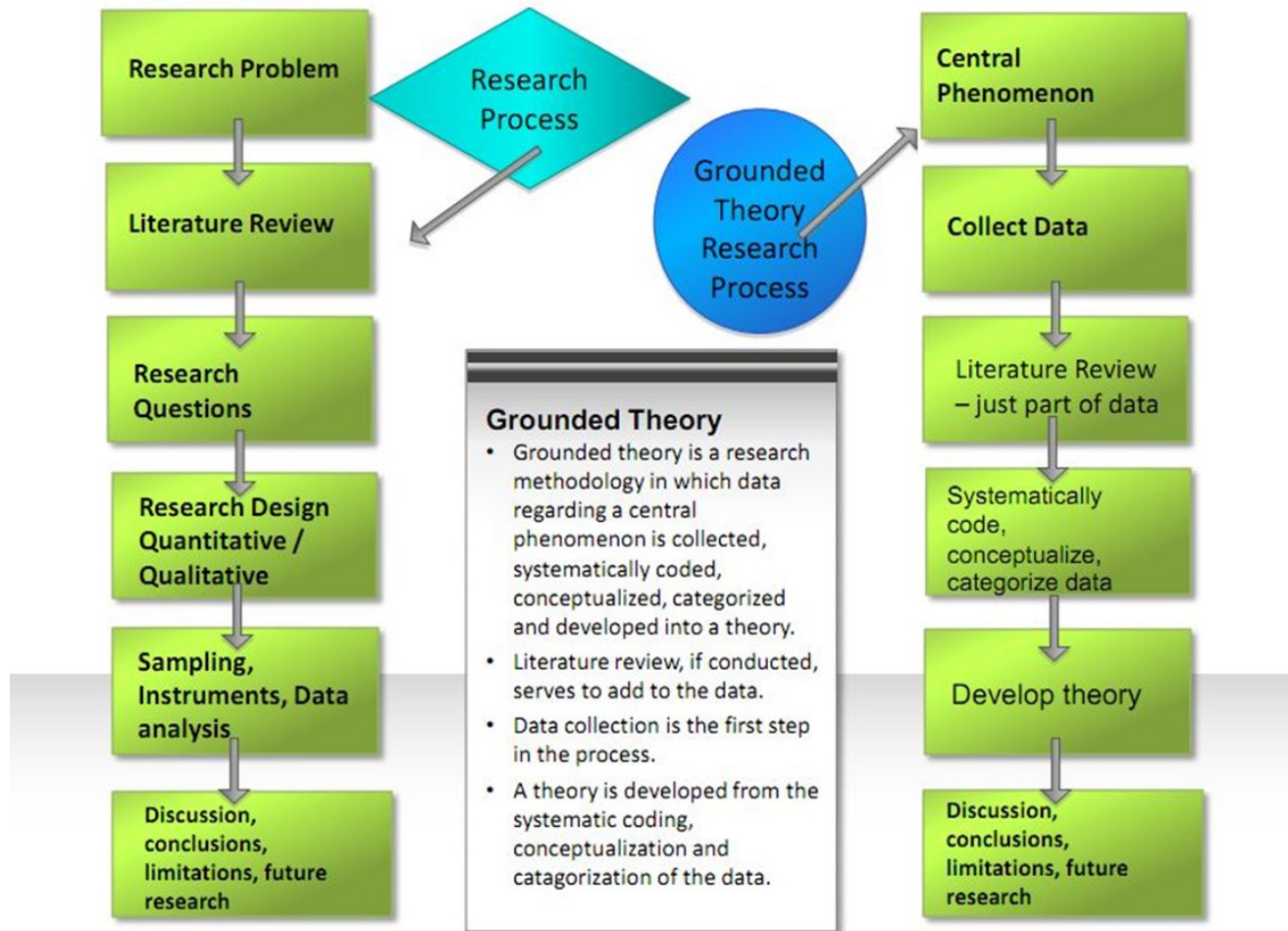






| | Website | Blog | Facebook | Twitter | Flickr | Film | Other |
|---------------------------|---------|------|----------|---------|--------|------|-------|
| Crown Dependencies | 7 | 1 | 2 | 0 | 1 | 0 | 0 |
| England | 452 | 42 | 70 | 25 | 12 | 16 | 1 |
| Northern Ireland | 7 | 0 | 4 | 1 | 0 | 0 | 0 |
| Scotland | 58 | 0 | 14 | 8 | 3 | 1 | 1 |
| Wales | 38 | 6 | 9 | 6 | 1 | 2 | 1 |









Lorna Richardson @lornarichardson

Archaeological colleagues: Please could you fill in my short 2012 Archaeology & Twitter survey: opinio.ucl.ac.uk/s?s=17667
#archaeology Please RT!

38

RETWEETS

3

FAVORITES



10:58 AM - 1 Feb 12 via web · Details

← Reply  Delete  Favorited

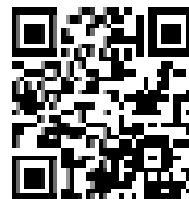


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DAY OF ARCHAEOLOGY 2012

a day in the life of
archaeologists

DAY OF ARCHAEOLOGY



July 26th 2013 - Share your day!

Join at: dayofarchaeology@gmail.com


More info: www.dayofarchaeology.com



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[...]It is clear from both the professional and public concerns raised in relation to the excavation of this site, that a review is needed to assess the archaeological mitigation procedures for the A32 Cherrymount link road. While this will focus on the Drumclay crannog site it should consider the current process for the conduct and regulation of such work on road schemes in Northern Ireland."





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The Megalith Map UK and Ireland



Megaliths and Prehistory in Europe



Rest of the World



Prehistoric sites

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Books/Products

The Telegraph

Home News World Sport Finance Comment Culture Travel Life Women Fashion

Politics Investigations Obits Education Earth Science Defence Health Scotland

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First homosexual caveman found

Archaeologists have unearthed the 5,000-year-old remains of what they believe may have been the world's oldest known gay caveman.



Print this article

Share 23K

Facebook 22K

Twitter 1K

Email

LinkedIn 0

How about that?

News » World News » Europe » Czech Republic »

Archeologists believe they have discovered a 'transsexual' or 'third gender grave' in the Czech



Archaeological Authority Online

TABLE 8.1. ISSUES FOR CASE-STUDY ORGANIZATIONS WITH SHARING NEWS ITEMS FROM THIRD-PARTY SOURCES

| <i>How to Determine the Authority of 3rd Party News Items?</i> | <i>What is the Importance of Transmitting Correct Information via Internet?</i> | <i>What are Mitigation Strategies for Accidental Presentation of Incorrect Information?</i> |
|--|---|---|
| Filter information using organisations' expert understanding of material | Reputation of organisation very important | Use professional judgement before transmission |
| Carefully check news sources | Reliant on public interpretation of data | Take time to consider material before publishing |
| Check institutional affiliation of news source | Aware that the speed of the Internet allows for fast retractions/addendums | Editorial guidelines are in place |
| Use common sense | | Be prepared for retraction/addendum |

TABLE 8.2. ISSUES FOR CASE-STUDY ORGANIZATIONS WITH SHARING NEWS ITEMS FROM THIRD-PARTY SOURCES

| <i>How Organisational Authority is Presented through Internet & Social Media Platforms</i> | <i>Presentation of Organisational Expertise Online</i> | <i>Digital Communications as Commitment to Public Archaeology</i> |
|--|--|---|
| Representation of authoritative affiliation (logos, branding) | Accentuate embodied knowledge & experience of organisation (staff, data) | Vital for public impact & dissemination |
| Content of information shared is professional, authoritative & trustworthy | Professional writing style | Embedded in organisational communications |
| Robust editorial policies in place | Branding | Perception of cost efficiency |
| Element of formality in presentation & discussion of information | Organisational values made clear & performed | Perception of wide public audience for archaeology online |



Information literacy

Anonymity and the pedigree problem

Absence of gatekeepers

Pseudo-sites and propaganda

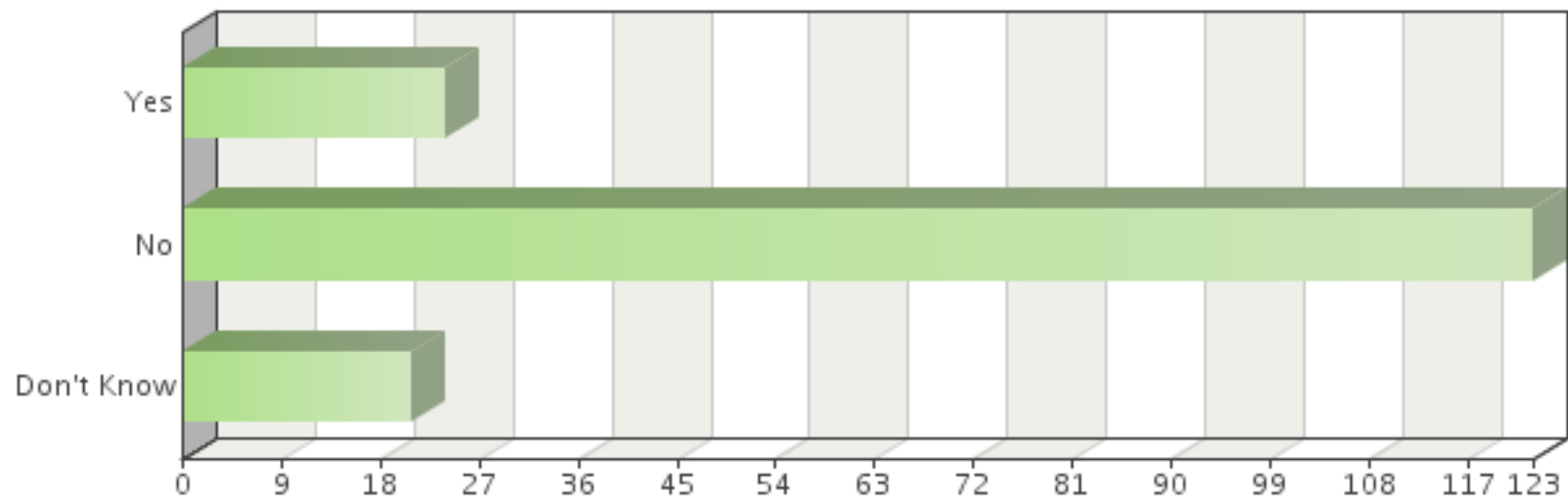
Use of imagery

Echo chambers

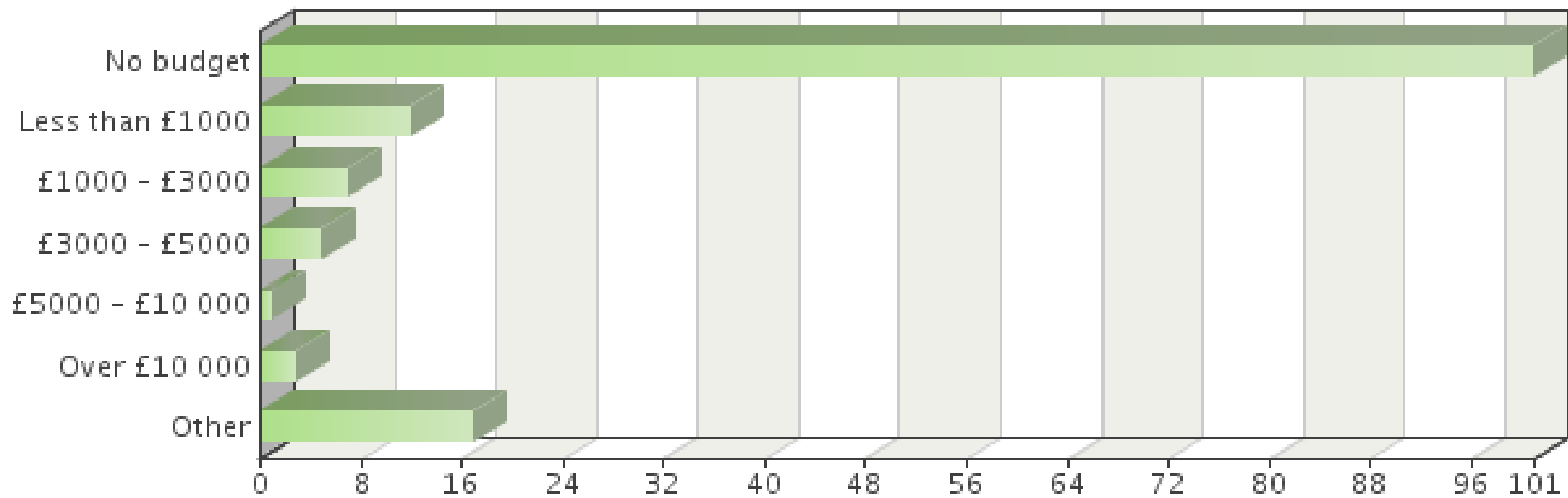
'Skittering' and 'bouncing'



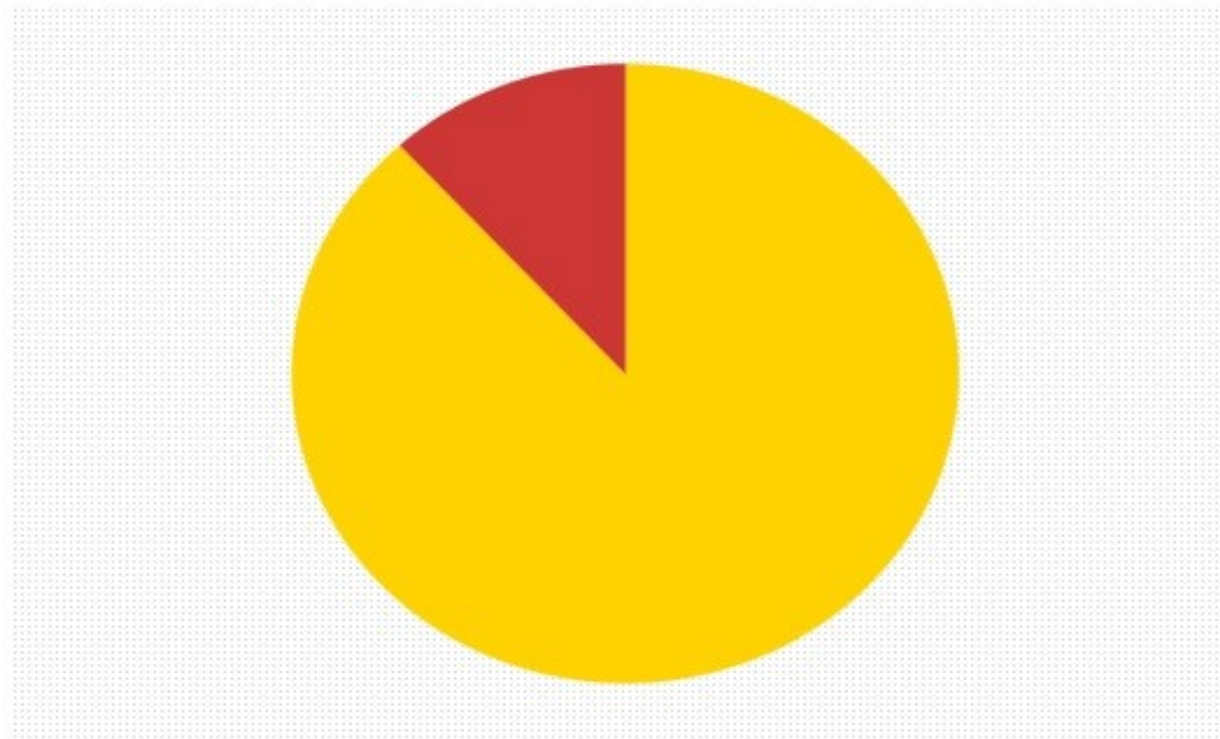
Funding Issues



Budget Limitations



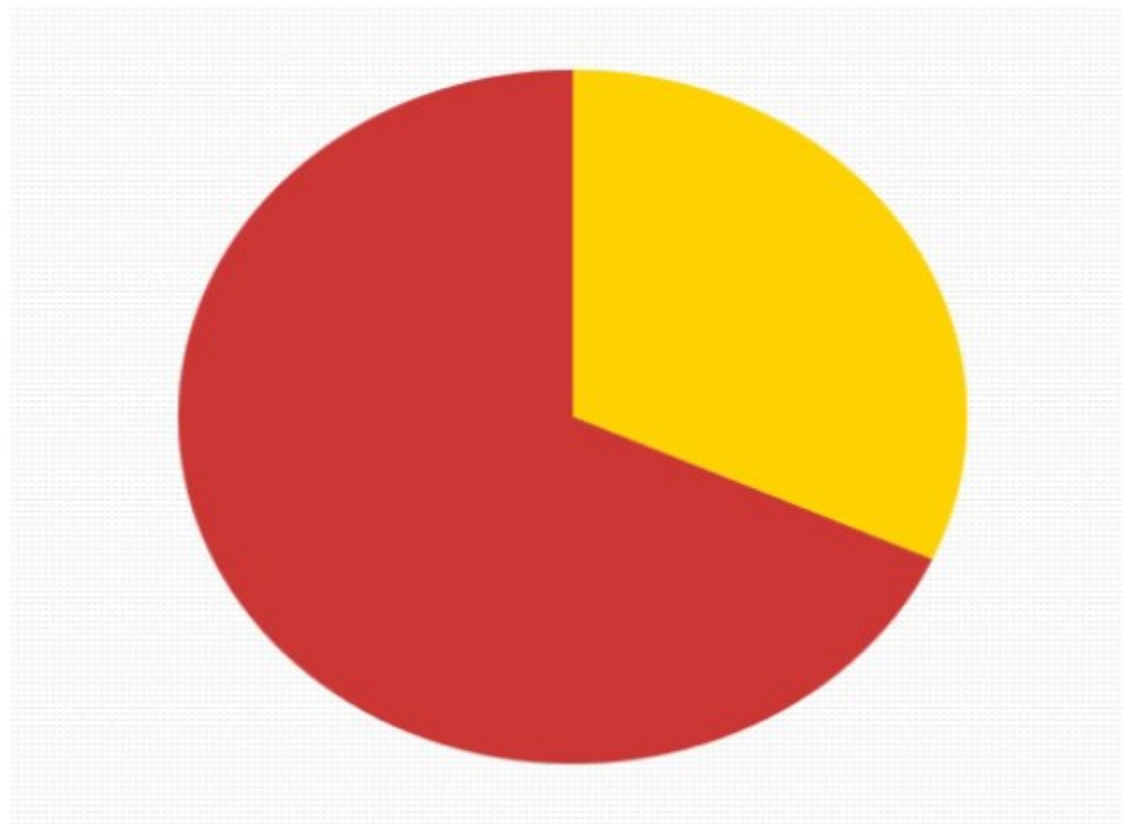
Did you do any audience research?



No Yes



Do you provide user-guidelines?



Yes No





Reducing barriers to participation in public archaeology online

- Financial resources
- Time for audience research
- Changing organisational attitudes to public engagement through digital means
- Access to better broadband connections
- Training for staff & participants
- Better publicity & marketing strategies
- Policies for social media use in organisations
- National focus for archaeology online



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