Doing Public Archaeology in a Digital Age

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@LornaRichardson
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

<table>
<thead>
<tr>
<th>Four approaches to public archaeology</th>
<th>Educational approach</th>
<th>Public relations approach</th>
<th>Critical approach</th>
<th>Multivocal Approach</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corresponding models suggested by Merriman (2004a)</td>
<td>Deficit model</td>
<td></td>
<td>Multiple perspective model</td>
<td></td>
</tr>
<tr>
<td>Corresponding models suggested by Holtorf (2007)</td>
<td>Education model</td>
<td>Public relations model</td>
<td></td>
<td>Democratic model</td>
</tr>
</tbody>
</table>
“...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
“The Internet is an important constituent in the fight against marginalisation”

Ian Hodder/Minkoo Kim
“Will This Revolution Be Tweeted?”
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
Welcome to the Norfolk Heritage Explorer

This website offers a unique opportunity to access the Norfolk Historic Environment Record database online.

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.

New information is being added to the website all the time, so add us to your favourites and follow us on Twitter.
<table>
<thead>
<tr>
<th>Region</th>
<th>Website</th>
<th>Blog</th>
<th>Facebook</th>
<th>Twitter</th>
<th>Flickr</th>
<th>Film</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Crown Dependencies</td>
<td>7</td>
<td>1</td>
<td>2</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>England</td>
<td>452</td>
<td>42</td>
<td>70</td>
<td>25</td>
<td>12</td>
<td>16</td>
<td>1</td>
</tr>
<tr>
<td>Northern Ireland</td>
<td>7</td>
<td>0</td>
<td>4</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Scotland</td>
<td>58</td>
<td>0</td>
<td>14</td>
<td>8</td>
<td>3</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Wales</td>
<td>38</td>
<td>6</td>
<td>9</td>
<td>6</td>
<td>1</td>
<td>2</td>
<td>1</td>
</tr>
</tbody>
</table>
**Grounded Theory**

- Grounded theory is a research methodology in which data regarding a central phenomenon is collected, systematically coded, conceptualized, categorized and developed into a theory.
- Literature review, if conducted, serves to add to the data.
- Data collection is the first step in the process.
- A theory is developed from the systematic coding, conceptualization and categorization of the data.
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!
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
[...]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.”
The Megalithic Portal

Archaeological Services
www.le.ac.uk/utas
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The Megalith Map
UK and Ireland
Megaliths and Prehistory in Europe
Rest of the World

Prehistoric sites

The Telegraph

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

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

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

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

Anonymity and the pedigree problem

Absence of gatekeepers

Pseudo-sites and propaganda

Use of imagery

Echo chambers

‘Skittering’ and ‘bouncing’
Funding Issues

![Bar Graph]

- Yes: 27
- No: 117
- Don't Know: 18

Arts & Humanities Research Council
Did you do any audience research?
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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