

# Programme line: Public 2.0

Lorena Zevedei

Janneke Kamp

- Public 2.0
- Public 2.0 – follow up research on curators
- Blog:  
<http://networkcultures.org/wpmu/culturevortex/>

# Research

Desk research

Interviews with artists

Online questionnaire

Usability tests

Expert meeting

Statistics

# Desk research

Interesting models of online initiatives

e.g.: Vimeo, ArtConnectEd, Ubuweb



# Interviews



Frederieke Jochems



Madelon Hooykaas



Lilia Perez Romero



Constant Dullaart



Martijn Veldhoen

# Online questionnaire

- Facebook
- Target groups: artists, curators, non-professionals
- 166 respondents

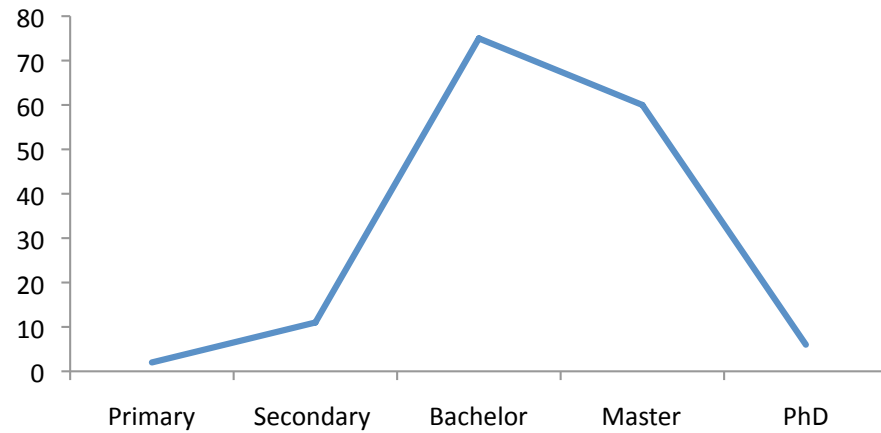


**vortex**

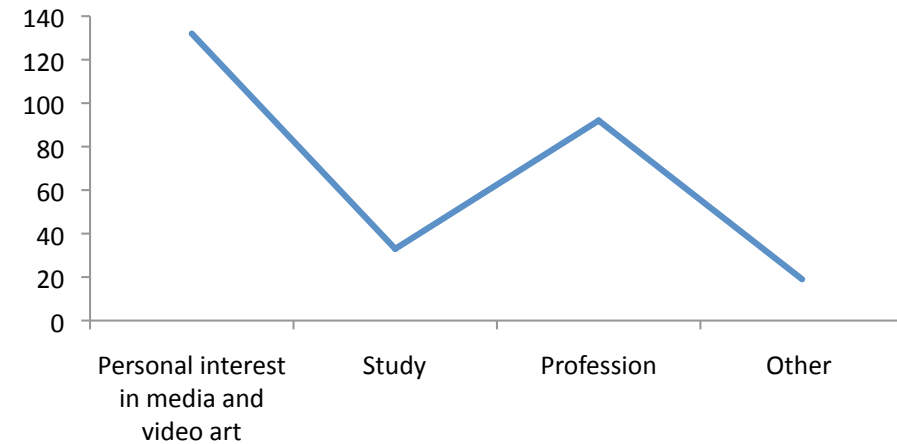


public participation  
in online collections

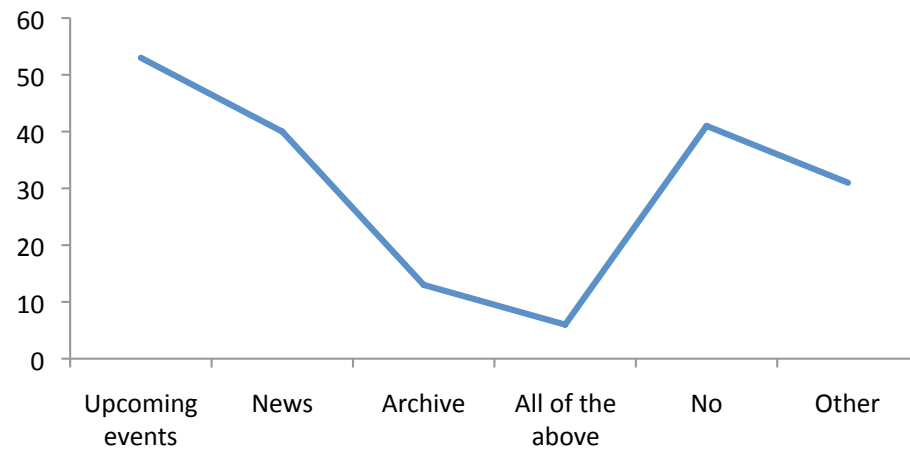
### Education Level



### Contact NIMk



### Online visit





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# Usability Testing





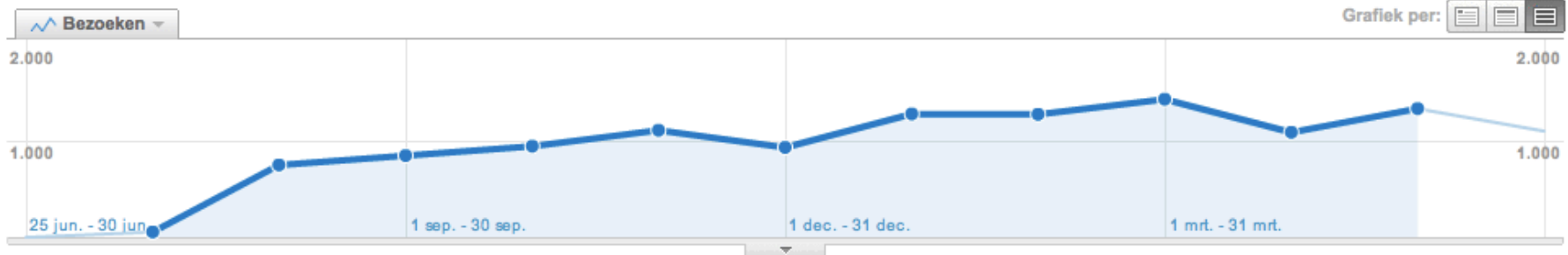
# Expert Meeting

- Consortium and (external) invitees
- Four discussion groups -> target group oriented

# Statistics

## Dashboard

25 jun. 2009 - 25 jun. 2010





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Alle verkeersbronnen hebben in totaal 12.254 bezoeken gegenereerd.



**99,56% Direct verkeer**



**0,29% Verwijzende sites**



**0,16% Zoekmachines**



■ **Direct verkeer**  
12.200,00 (99,56%)

■ **Verwijzende sites**  
35,00 (0,29%)

■ **Zoekmachines**  
19,00 (0,16%)

## Beste verkeersbronnen

Bronnen	Bezoeken	% bezoeken
<a href="#">(direct) ((none))</a>	12.200	99,56%
<a href="#">google (organic)</a>	19	0,16%
<a href="#">nimk.nl (referral)</a>	10	0,08%
<a href="#">photography-now.com (referral)</a>	5	0,04%
<a href="#">kunstbus.nl (referral)</a>	3	0,02%

Zoekwoorden	Bezoeker	% bezoeken
<a href="#">montevideo amsterdam</a>	7	36,84%
<a href="#">montevideo.nl</a>	3	15,79%
<a href="#">montevideo</a>	2	10,53%
<a href="#">netherlands media arts institute</a>	2	10,53%
<a href="#">montevideo nl</a>	1	5,26%



# vortex



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## 12.25493landen/gebieden

Detailniveau: [Plaats](#) | [Land/gebied](#) | [Subcontinentregio](#) | [Continent](#) Dimensie: [Geen](#)

Sitegebruik **Doelset 1**

Weergaves:

Bezoeken <b>12.254</b> % van sitetotaal: 100,00%	Pagina's/bezoek <b>17,80</b> Sitegem: 17,80 (0,00%)	Gem. tijd op site <b>00:10:11</b> Sitegem: 00:10:11 (0,00%)	% nieuwe bezoeken <b>58,43%</b> Sitegem: 58,14% (0,51%)	Bouncepercentage <b>11,46%</b> Sitegem: 11,46% (0,00%)
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Detailniveau: <a href="#">Land/gebied</a>	Bezoeken	Bezoeken	bijdrage van Land/gebied aan totaal: <a href="#">Bezoeken</a>				
1.  Netherlands	6.273	51,19%	<table><tr><td>6,14%</td></tr><tr><td>8,16%</td></tr><tr><td>51,19%</td></tr><tr><td>16,52%</td></tr></table>	6,14%	8,16%	51,19%	16,52%
6,14%							
8,16%							
51,19%							
16,52%							
2.  Germany	1.000	8,16%					
3.  United States	753	6,14%					
4.  United Kingdom	447	3,65%					
5.  Italy	386	3,15%					
6.  France	323	2,64%					
7.  Spain	314	2,56%					
8.  Belgium	303	2,47%					
9.  South Korea	277	2,26%					
10.  Switzerland	155	1,26%					

Public 21020gramme

Thank you for listening

# Programme line: Public 2.0

(follow-up research on curators )

Lorena Zevedei

- Public 2.0 – follow up research on curators
- Published online at:  
<http://networkcultures.org/wpmu/culturevortex/program-line-2-public-2-0/nimk-follow-up-research-on-curators//>

# Presentation

- Methods used
- Results
- Recommendations

# Methods

- Online survey
- Hot100 event

## Survey - questions

- scouting and research
- online and offline presence
- distribution
- drawing back attention to collections and distributors
- improving services

## Survey - results

- specialisations
- offline scouting
- direct contact with artists
- interest in online collections (e.g. UbuWeb) &
- access to full-length works online
- interest in social media platforms

## Hot100 - questions

- new media art @ NIMk?
- promotion by NIMk?

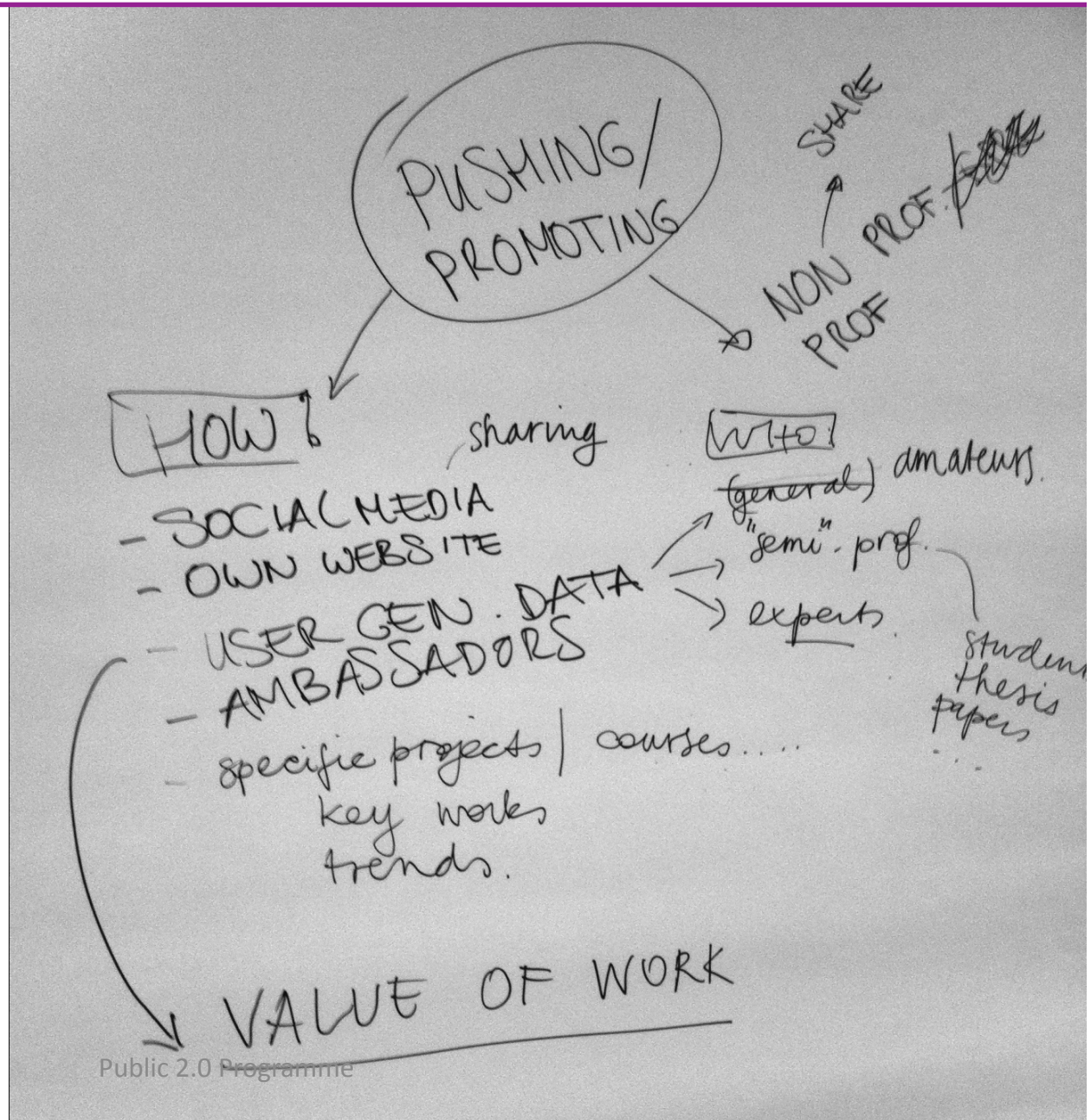


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# Hot100 – results



## Recommendations - general

- special newsletter for professionals
- connect artists & curators
- provide specialised courses
- encourage curators to write and publish their articles

## Recommendations – new catalogue

- visibility & searchability
- new features & services
- more context to art works
- better classification system

Thank you for listening

Any questions?