



Being there and then:

Introducing Cultural Presence in Virtual Archaeology

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1. We don't know if audio / visual realism is necessary...
2. Do you know of studies that have looked into...

WELL, WE SHOULD KNOW!



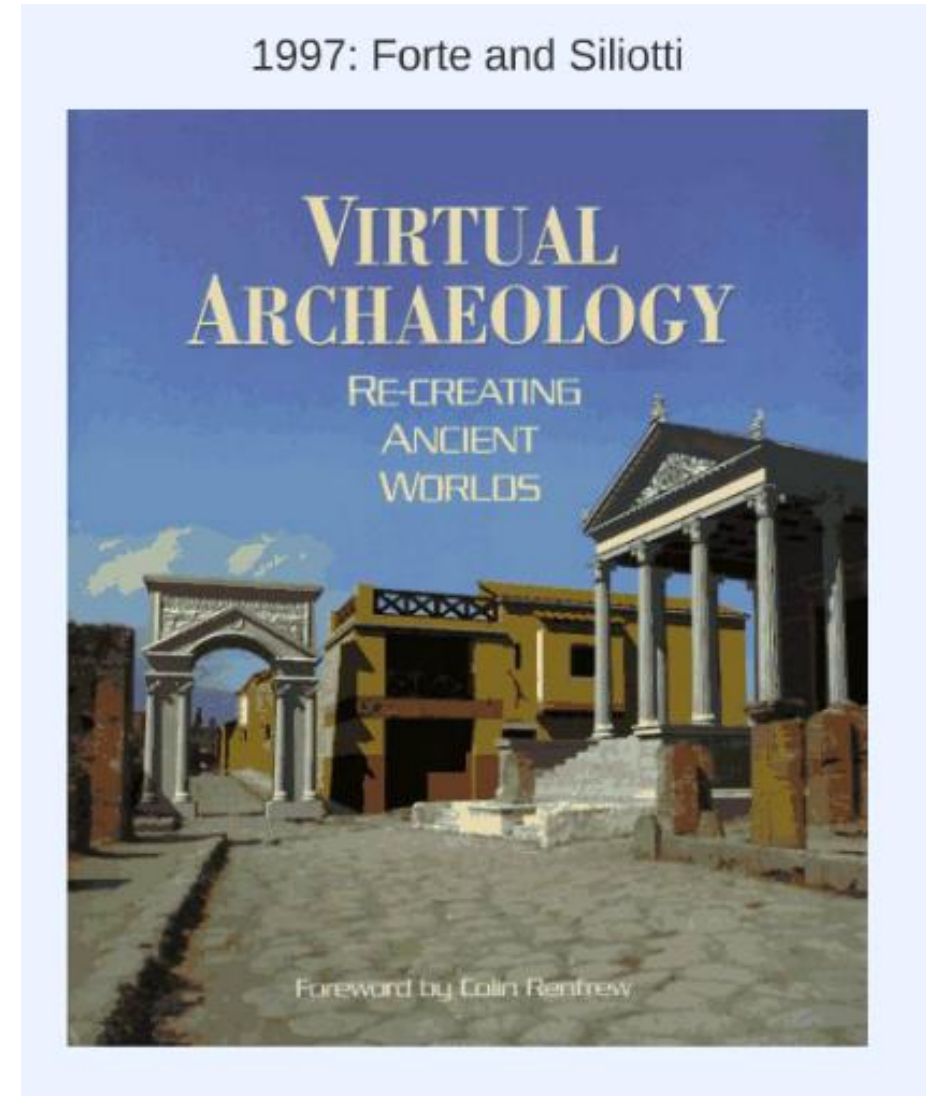
VR applications for archaeological dissemination

1. Aimed at showing the past / Empty
2. Lack of evaluation

Lack of explicit pedagogical goal / theoretical archaeological framework


	Culture History	Processualism	Critical Theory
Content	Architecture	Environment/Landscape	Lived spaces (objects and people)
Focus	Monuments	Economy	Symbolism, daily life
Aim	Visualization	Analysis	Comprehension
Goal	Description of record	Explanation of record	Interpretation of record
User	Sight / awe	Intellect	Multi-sensoriality, empathy
Interaction	Navigation	Navigation / manipulation	Manipulation / alteration
Format	Closed model	Metadata	Game

(Implicit belief: objective, better for learning because immersive and “interactive” / evaluations show otherwise – e.g. Pujol & Economou, 2009)



Guidelines...

londoncharter
for the computer-based visualisation of cultural heritage



Enhancing heritage interpretation

OBJECTIVES

The London Charter seeks to establish principles for the use of computer-based visualisation methods and outcomes in the research and communication of cultural heritage in order to:

- Provide a benchmark having widespread recognition among stakeholders.
- Promote intellectual and technical rigor in such uses.
- Ensure that computer-based visualisation processes and outcomes can be properly understood and evaluated by users.
- Enable computer-based visualisation authoritatively to contribute to the study, interpretation and management of cultural heritage assets.
- Ensure access and sustainability strategies are determined and applied.
- Offer a robust foundation upon which communities of practice can build detailed London Charter Implementation Guidelines.

Introduction

Foundations

Objective

Principles

Glossary

History


Stakeholders

Towards

Links

People

PARTNERS



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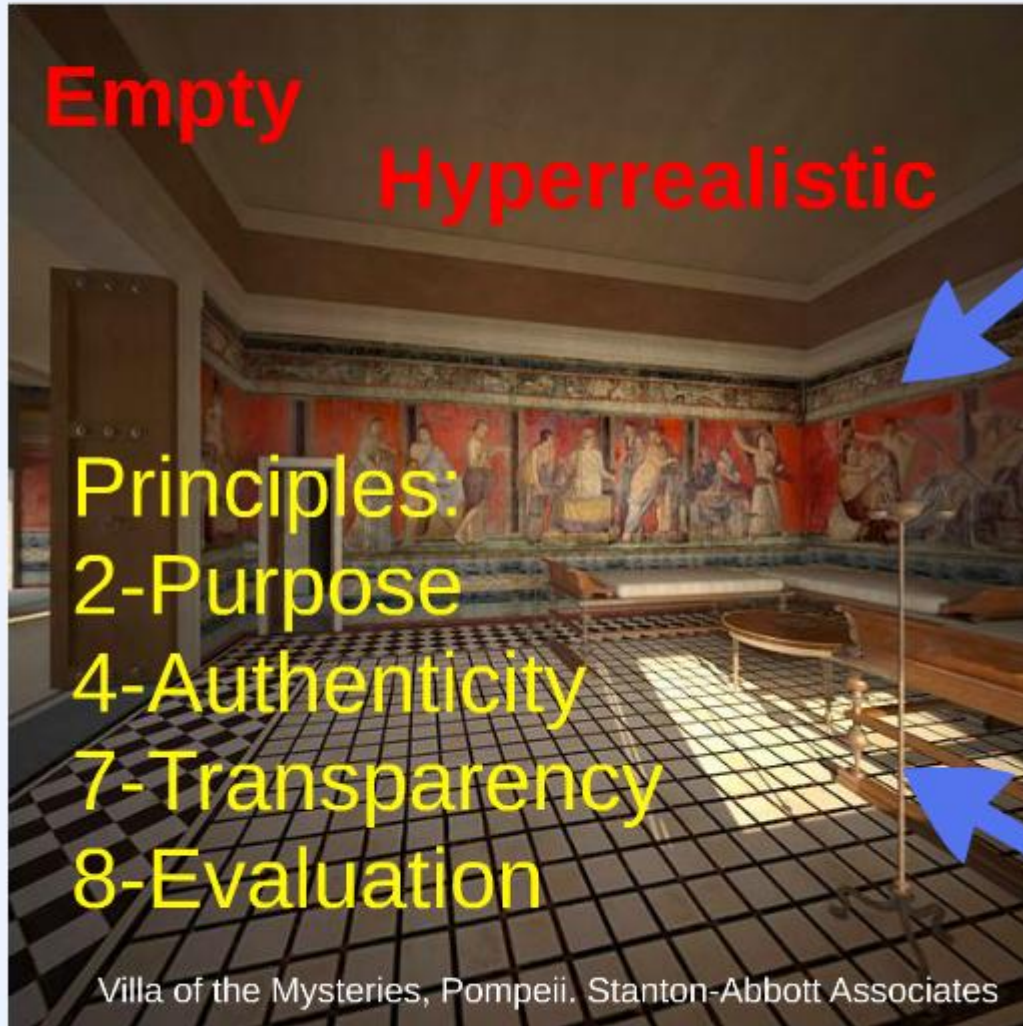
PRINCIPLES OF SEVILLE
International Principles of Virtual Archaeology

Principios Internacionales de la Arqueología Virtual
Principios Sevilla



www.arqueologiavirtual.com/carta/

...that are not followed!



Computer Visualization:
visual accuracy +
entertainment



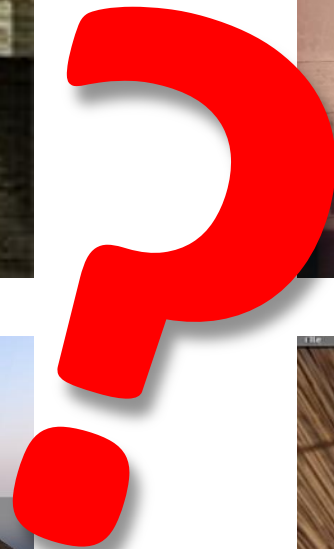
Dualistic concept of reality:

- objective/subjective,
- mind/body,
- description/interpretation



Archaeology:
description of finds

Reproduction of spaces vs cultural understanding



Cultural Presence

Presence



The screenshot shows the homepage of the International Society for Presence Research. At the top, there is a navigation menu with links for 'About ISPR', 'About presence', 'Collections', 'Membership', and 'ISPR Presence Series'. Below the menu, there is a header image featuring a globe and a hand. The main content area is titled 'Membership' and contains text explaining the society's purpose and membership benefits. A list of membership benefits is provided, including access to the ISPR membership application form, the opportunity to become an ISPR member, and the chance to contribute to the ISPR Journal of Experience.

International Society for Presence Research

About ISPR | About presence | Collections | Membership | ISPR Presence Series

Membership

become a member of the international society for presence research, join us and support the ISPR presence community. The society helps us pay for the administration of the ISPR conferences, for content and production of the ISPR Journal of Experience, for ISPR Presence Series and supported events in various disciplines. ISPR web site

Members receive the following benefits:

- Access to ISPR membership application form
- The opportunity to become an ISPR member
- The opportunity to contribute to the ISPR Journal of Experience
- The opportunity to contribute to the ISPR Presence Series
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International Society



The screenshot shows the MIT Press Journals website. The main focus is on the 'PRESENCE' journal page. The page features the journal's title in large, bold letters, along with a cover image. There is a search bar and navigation options. The page also includes a list of articles or featured content.

MIT Press Journals

PRESENCE

Search: All journals | Home

Journal



The image shows the cover of the ISPR 2014 conference proceedings. The cover features a photograph of a large, classical-style statue in an outdoor setting. The text on the cover includes the title 'ISPR 2014' and the location 'Vienna, Austria'. Below the photograph, there is a small text box with the date 'March 17-19, 2014'.

ISPR 2014

Thanks to everyone who made ISPR 2014 at the University of Vienna a great success, especially Conference Chairs Anna Lehner and Oswald D. Kothgassner.

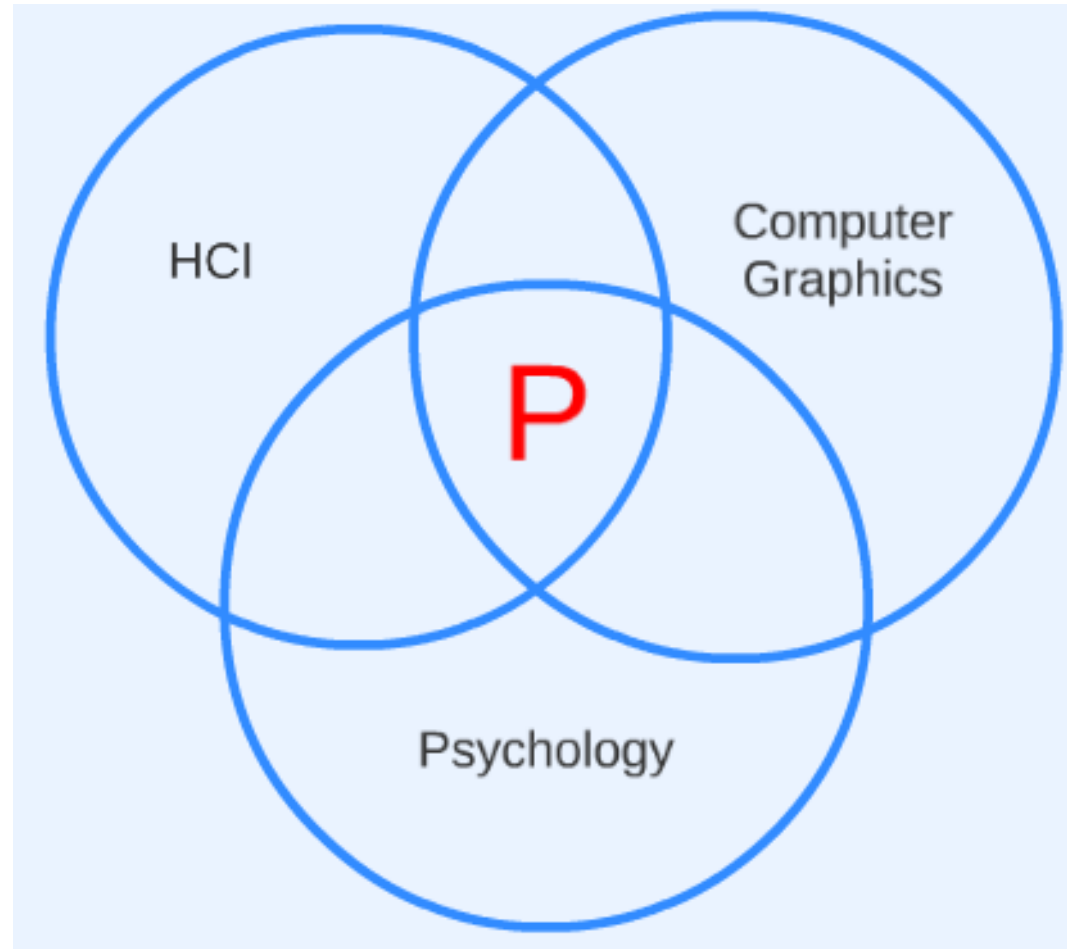
The official Proceedings are available now from Amazon and Facufile.

ISPR 2014

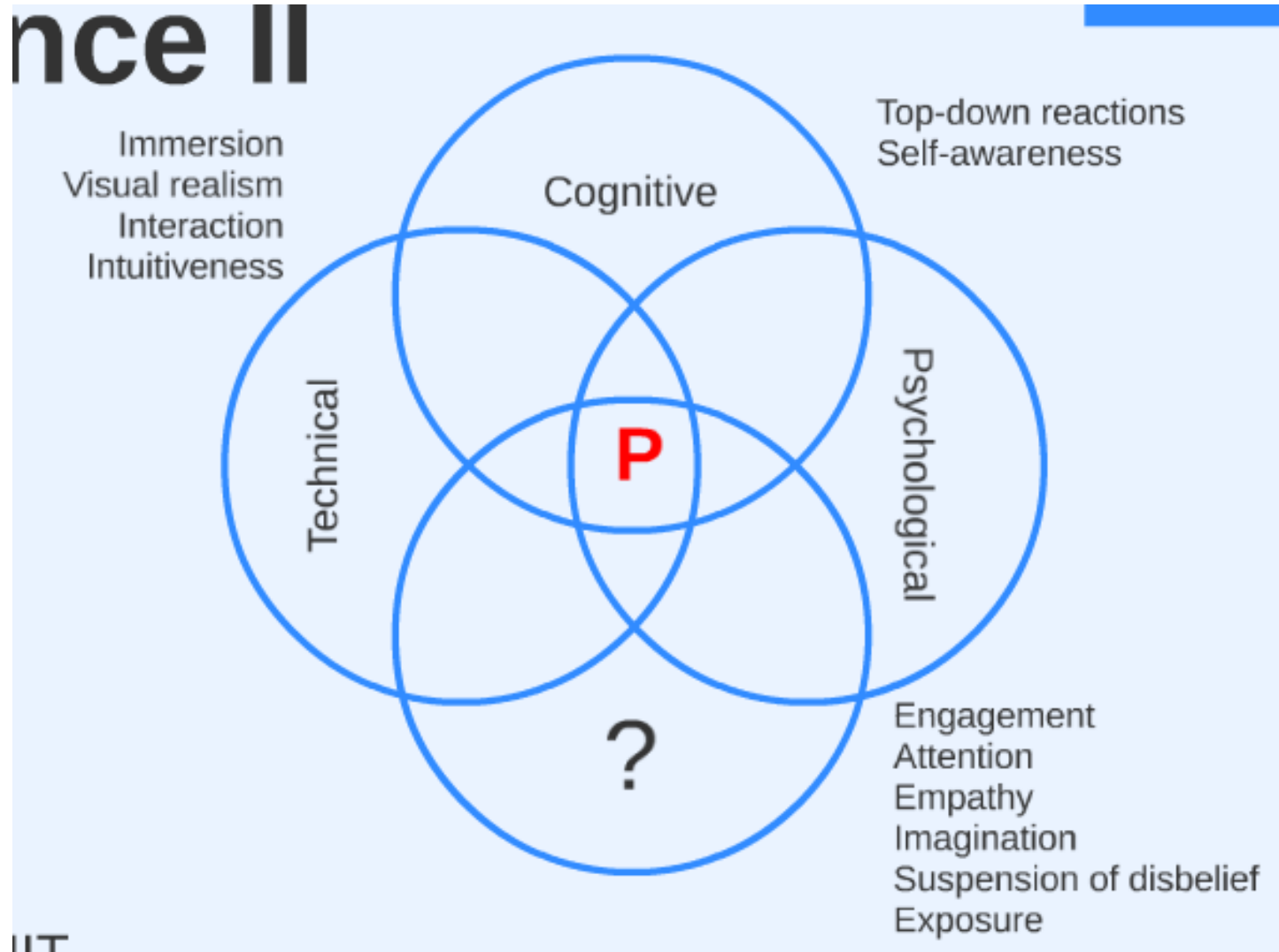
Vienna, Austria
March 17-19, 2014

Conference

Presence



Presence



Presence

- 1980s: Telepresence.
- 1990s: Technical simulation capacity (immersion, visual realism, non-mediation) – Sheridan, Steuer, Lombard & Ditton.
- 2000s: Psychological state (attention, feeling, skills) – Slater, Witmer & Singer.
- 2000s: Cultural/social dimension (interaction, relevance) – Zahorik & Jenison, Mantovani & Riva.

Why is Presence relevant?

- Established theoretical & methodological framework(s) for design and evaluation.
- Investigated suitability for learning (constructivism, embodied interaction).
- Investigated underlying factors (interaction, immersion, realness, attention, emotional involvement...).

In one {LEAP}...



{LEAP}
{LEarning of Archaeology through Presence}



Call: FP7-PEOPLE-2013-IEF
Grant Agreement n.: PIEF-GA-2013-625537
Scientific Panel: Social Sciences and Humanities
Duration: 2014-2016



The {LEAP} forward...

General aim:

To research, implement and evaluate a new conceptual and technological **framework**, *Cultural Presence*, aimed at enhancing the **understanding** of past societies by experts and audiences through the **experiencing** of immersive, populated, interactive reconstructions of sites.

By {LEAP}s and bounds...

Development

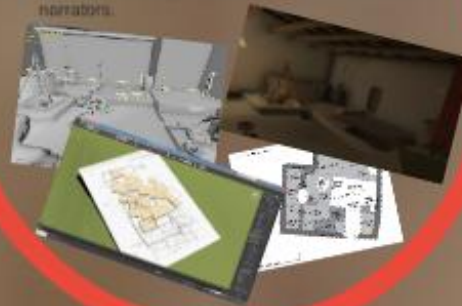
1. Research

- Import and expand the concept of CP:
 - Research on classical concept of P,
 - Theory of (Material) Culture,
 - What defines archaeological cultures (2 consultations with {LEAP} User Group),
 - How to depict it (defining "Çatalhöyükness").



2. Implementation

- Build a VR mediated experience of Çatalhöyük (B48)
 - 5 POIs
 - 5 versions: empty, objects, people, scenes, text/narrators.



3. Evaluation

Operational definition of CP: Term for evaluating the subjective experience of feeling one is aware of, appreciative of, learning more about or feeling thematically immersed in past believe systems (Pujo & Champion 2007)

P is a means and a measure



- Focus on outcomes of current models.
- More CP = More learning
- Compare learning, engagement, understanding across different versions and correlate with P.

4. Dissemination

A {LEAP} in the dark...

Do learning and transparency requisites hinder Presence?



E.g.: Interaction and multisensoriality are not intrinsically positive (Salzman, Dede, Loftman & Chen, 1999)

Reproduction vs. enhanced simulation

VE as a playground

Cultural Presence: makes the rational experiential (advantages of visualization, role playing and embodied interaction).



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