Personal Tours at the British Museum

ESWC Summer School 2014

Kim Schouten, Suad Sejdovic, Yassine Mrabet, Olga Kovalenko
What is important for the Visitor?

• Main question: Where to go?

• Decision factors
  – How much time I have?
  – Which rooms are overcrowded?
  – Particular topic of interest?
  – Logistics
  – And more...
“Visiting” Process

Select starting point

Observing

Select the next one

Current location
Specific interest (if any)

What (the hell) is that?
Do I like it or not?

Do I want to know more about the subject?
Do I want something different?

How can we help the visitor to navigate through the huge collection?
This gold chariot comes from a hoard found near the Oxus river in Central Asia. It depicts a driver and probably a satrap - a governor of the Persian Empire. …

• 3 different objects to start
• W.r.t. current location

• Artifact description (also audio)
• Like or Dislike

• Suggestions based on ranking algorithm
  – Similarity
  – Physical distance
  – Already seen artifacts
  – History of “Like”s and “Dislike”s
Mummy of Hornedjitef

Base and lid of the anthropoid wooden inner coffin of Hornedjitef, son of Nekhthorheb, who held a large number of priestly offices, polychrome painted and gilded face, wig, collar and pectoral, winged scarab across breast, body inscribed with vertical registers of painted hieroglyphs, flanked by deities, the rest of the surface is unelaborated, interior of base also decorated.
Challenges and Lessons Learned

• Data incompleteness and heterogeneity
  – In room 33, all objects lack titles
  – There are rooms that are not in the current floor plan

• Using SPARQL on Android is not trivial

• Not all your data have to be put in an ontology
  – Sometimes, simple text files may serve better

• Software development is a messy process
  – Changing requirements and refining ideas
  – Data issues
  – Platform issues
  – Endpoint reliability

• Be flexible and expect the unexpected
Ideas for FW and Extension

• **Enrich** artifact textual description with external data
  – E.g. from DBPedia, etc.

• **Digital souvenir** from the museum (personal story)

• **Knowledge base** to collect
  – Visitor profiles
  – Their “Like”s and “Dislike”s
  – Statistics about visits (typical routes, crowdedness, etc.)

• **Game aspects**
  – E.g. Collecting points for the visited artifacts
    • Like Foursquare
Thank you!

Questions?