Joatan Preis Dutra

PhD Candidate in Media
Bauhaus-University Weimar
Faculty of Media
Interface Design / Usability

Profile

Art Work

Academic

PhD Project

Profile

Art Work

Academic

PhD Project

Name: Joatan Preis Dutra

Name: Joatan Preis Dutra

= Johnny

Name: Joatan Preis Dutra

= Johnny

From:
Florianópolis,
Santa Catarina,
Brazil

Name: Joatan Preis Dutra

= Johnny

From:
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Santa Catarina,
Brazil

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Icons, Posters, Logos, Websites, etc

Comics

CARRY THE DUCK!
www.CarryTheDuck.org (EN) | www.PagandoOPato.com.br (PT-BR)

DILDO & BUNNY
dildo-bunny.blogspot.com (PT-BR)

ROBOCINIO
TIRAS ANIMADAS
robocinio.blogspot.com (PT-BR)

Profile

Art Work

Academic

PhD Project

Bachelor in History

- 1995-2002
- UFSC - Universidade Federal de Santa Catarina
- www.ufsc.br
- Florianópolis / Brazil

- Thesis:
  History and Cartoon - the use of American comics as a source of historical-political-social research
  (História & História em Quadrinhos - A utilização das HQs como fonte histórica político-social)

MSc in Multimedia Production

- 2003-2006
- Kiel University of Applied Sciences
- http://www.fh-kiel.de/index.php?id=39&L=1
- Kiel / Germany

- Thesis:
  Ergonomic Design of User Interface to Support Navigation in Distributed Learning Object Repositories
  (UbiLearn - University of Ottawa's project)

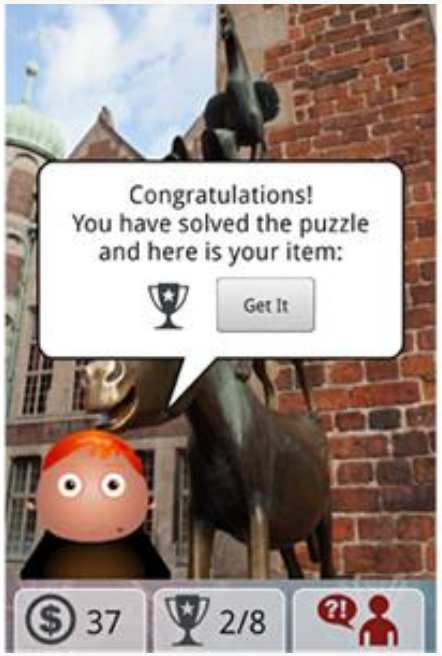
MSc in Digital Media

- 2008-2011
- Bremen University of Applied Sciences
  An inter-university program from: University of Bremen, University of Applied Sciences Bremen, University of Applied Sciences Bremerhaven, University of the Arts Bremen

- http://www.digitale-medien-bremen.de/en/study/master/master-program.html
- Bremem / Germany

MSc in Digital Media

- Master Project (Collective)
  StreetDroids: a context-aware mobile game



- Functions:
  Project Management / Game Mechanics / Game Design and Navigation

MSc in Digital Media

- Master Project (Collective)
  StreetDroids: a context-aware mobile game

- The StreetDroids was an open mobile game where the users/players can contribute to its expansion by an available web-editor, being able also to apply the created missions on different games scenarios, taking place in the real environment, following the concept of pervasive gaming or real world mission games.

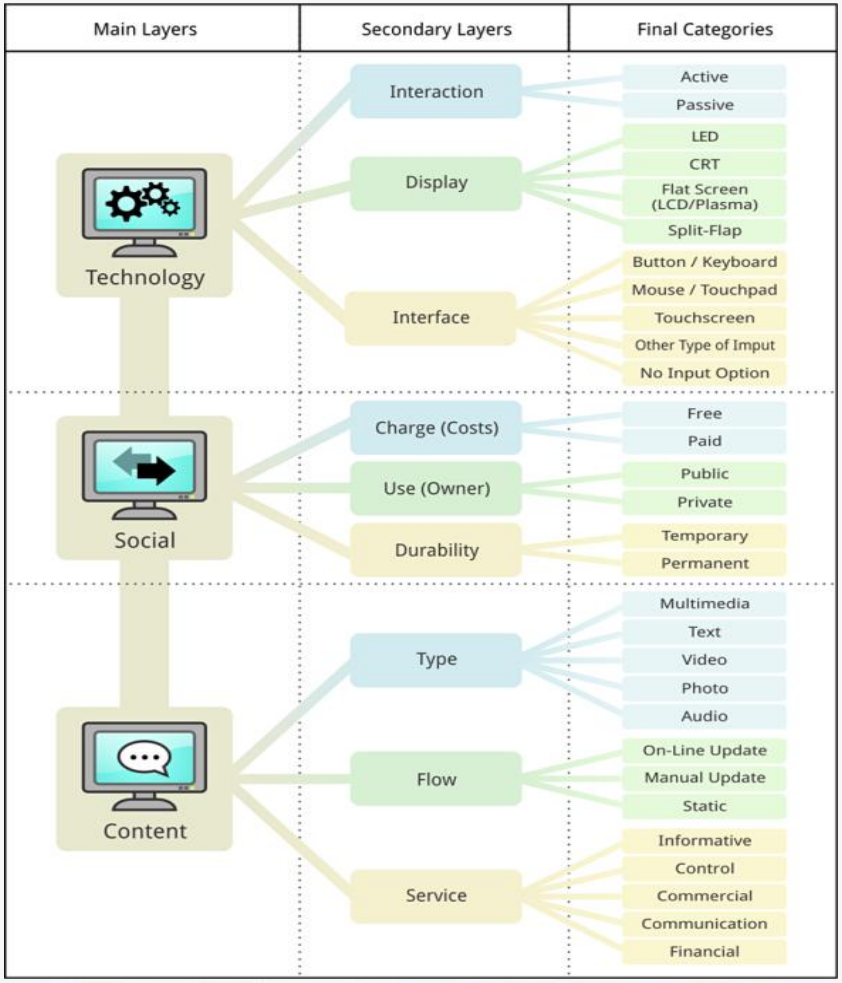
MSc in Digital Media

- Thesis:
  Digital Media in Urban Spaces: a case study in Hamburg, Bremen and Rotenburg (Wümme)
  - How the digital media is present in contemporary public urban spaces, and how it is possible to identify and categorize them.

- Supervisors:
  Prof. Dr. Andreas Breiter (University of Bremen)
  Prof. Dr. Charlie Gere (Lancaster University)

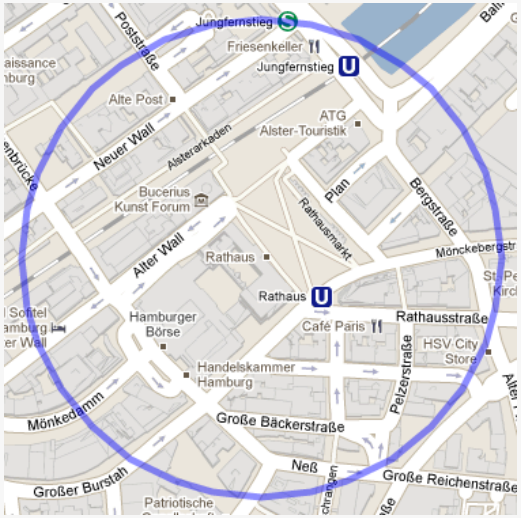
MSc in Digital Media

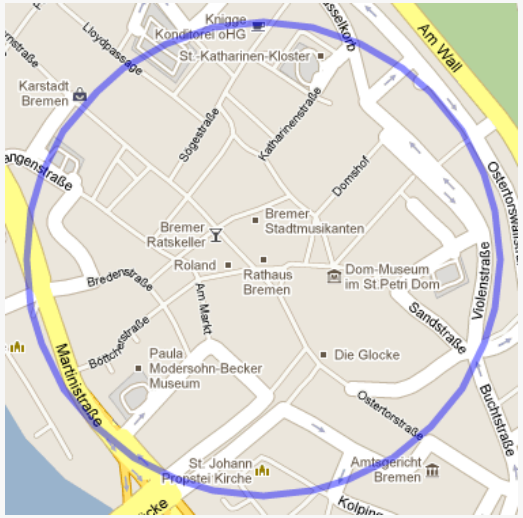
- Thesis: Digital Media in Urban Spaces: a case study in Hamburg, Bremen and Rotenburg
- Categorizations



MSc in Digital Media

- Thesis: Digital Media in Urban Spaces: a case study in Hamburg, Bremen and Rotenburg
- Map Areas

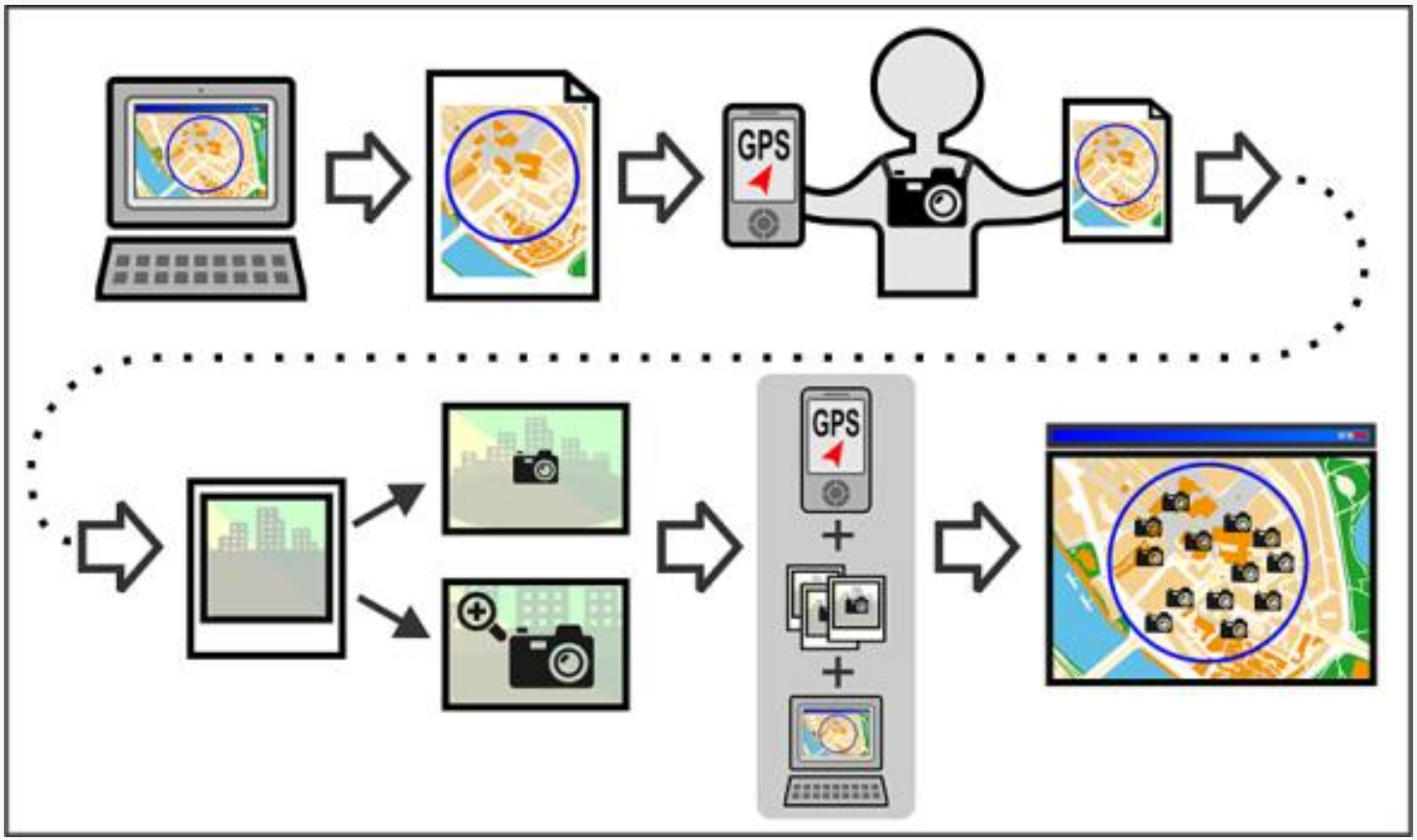




City	Population	Population Density	Mapped Digital Media
Hamburg	1.770.000	2.344,37 /km²	71
Bremen	547.769	1.685,44 /km²	58
Rotenburg (Wümme)	22.093	223,13 /km²	7
		Total of items:	136

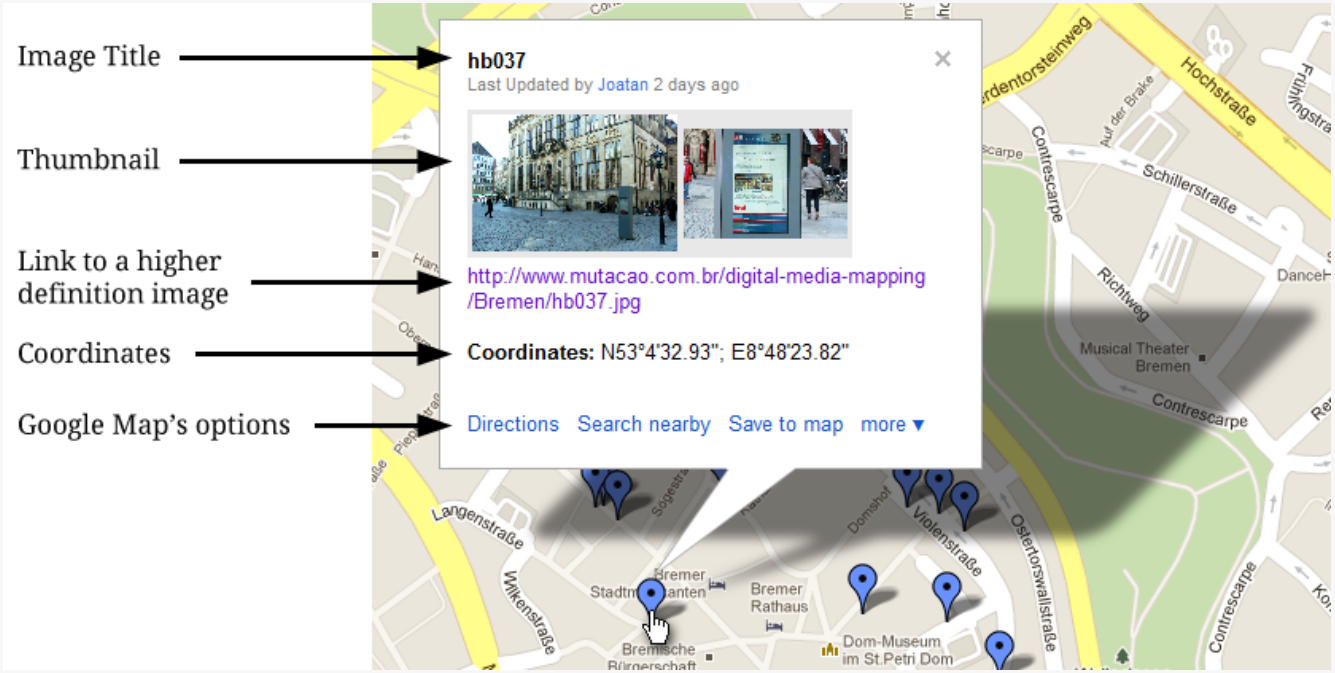
MSc in Digital Media

- Thesis: Digital Media in Urban Spaces: a case study in Hamburg, Bremen and Rotenburg
- Mapping



MSc in Digital Media

- Thesis: Digital Media in Urban Spaces: a case study in Hamburg, Bremen and Rotenburg
- Mapping Result – available at GoogleMaps



Hamburg : http://maps.google.com/maps/ms?msid=218005543139613051182.0004a939e3357e8367c1f&msa=0
Bremen: http://maps.google.com/maps/ms?msid=218005543139613051182.0004a9386cd40fcdf4bce&msa=0
Rotenburg (Wümme) : http://maps.google.com/maps/ms?msid=218005543139613051182.0004a93b436dbd236e39a&msa=0

Profile

Art Work

Academic

PhD Project

- Project Title:
  Cultural Heritage on Mobile Devices: an analysis about the collaborative relations and dynamics between the content promoters and users

- Supervisors:
  Prof. Dr. Jens Geelhaar – Interaction Design
  Prof. Dr. Sven Bertel – Usability

- Funding:
  CNPq (National Council for Scientific and Technological Development, from Brazil)
  in collaboration with the DAAD

CNPq
Conselho Nacional de Desenvolvimento Científico e Tecnológico

DAAD
Deutscher Akademischer Austausch Dienst
Serviço Alemão de Intercâmbio Acadêmico

1 - Introduction

The spread and importance of **mobile** devices on every-day activities is well known, but its use for **cultural preservation** it is still not clear, from the effectiveness perspective.

The **tangible** and **intangible** elements of cultural heritage can be explored on two ways: from the **heritage-source (as a museum) to the user**, and from the **user providing content for the heritage-source**.

This research aims to investigate the collaborative relations and dynamics between the content promoters and users, applied on mobile devices.

There are, in essence, two aspects of the cultural heritage to be preserved: the **tangible** and the **intangible elements**.

The tangible one could be divided in "Immovable heritage" – being land or land-based resources, such as building –; and "Movable heritage", touchable resources that can be detachable and transported from one place to another, as objects, documents, etc.

The intangible heritage is the non-material elements, such as culture, stories, language, dance, etc.

2 - Objectives

Testing the **effectiveness** of the experiences on using the **mobile** devices in comparison of **traditional** media (books, audio guides, etc).

To **investigate** the **dynamic**s and the relations among the cultural heritage **promoters** and the **users** through the mobile devices, the present research proposal aims to analyze the process as a **two ways avenue** were the information is floating.

A) First, how the museums (or any other source of heritage content) are using mobile devices to achieve the public and content production, and how effectively is its use.

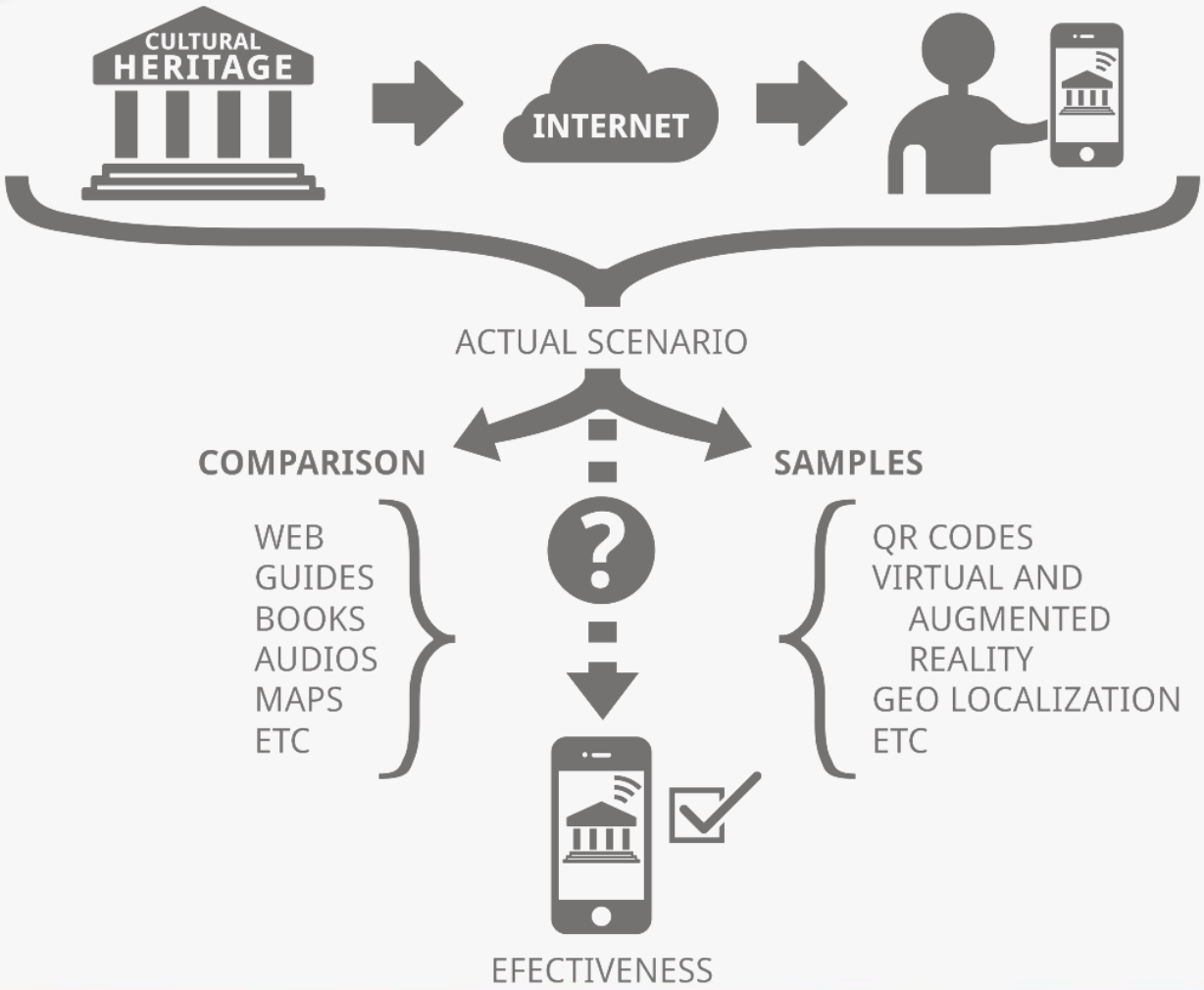
B) Second, how the public can use their mobiles devices to collaborate with the preservation of the intangible cultural values

Considering this scenario, there are some questions already formulated to guide the research:

- From a theoretical perspective, are the mobile devices **being helpful** on the **cultural preservation** of tangible and intangible elements? If yes, how?
- Which are the already developed **successful cases** in the cultural heritage scenario and **how effective** they are?
- Which **technologies** can be traced as **common sense** on the already adopted applications and which other resources are available to deal with the user experience with the cultural heritage information?
- In which ways, the use of **collaborative** technologies can magnify the content **production**, preserving the intangible elements of culture, from the **user** perspective?

3 - Methodology

3.1 - From the perspective of “heritage to mobile”



3.1.1 - Identification and Selection

- Possible guideline: ICOMOS Charter

ICOMOS International Council on Monuments and Sites

- Principle 1- Access and Understanding
- Principle 2 - Information Sources
- Principle 3 - Context and setting
- Principle 4 - Authenticity
- Principle 5 - Sustainability
- Principle 6 - Inclusiveness
- Principle 7 - Research, Evaluation and Training

3.1.1 - Identification and Selection

- Possible guideline: ICOMOS Charter
- **Literature** regarding how the mobile devices can be used to help on the cultural preservation
- How the cultural heritage has been **developed** using up-to-date **technologies**

3.1.2 - Mapping and Analysis

- Available **projects** regarding the **virtual museums** – inside and outside experiences
- **Projects** that are focus on the cultural heritage aspects, especially on public area (**context-aware**)
- **categorizations** based on user evaluation, and compare several aspects as: satisfaction, enjoyability, effectiveness, usability and playability

Examples:

Examples: Timewarp (Germany)

TIMEWARP

game design and development by

Fraunhofer FIT

3D-modelling by

imagination

http://www.izb.fraunhofer.de/news/article/timewarp-einladung-zur-virtuellen-zeitreise-durch-koeln.html

Examples: Berlin Wall 3D (Germany)

HOPPALA Augmentation

http://www.hoppala-agency.com/article/berlin-wall-3d/

Examples: Streetmuseum (United Kingdom)

MUSEUM OF LONDON STREETMUSEUM

http://www.museumoflondon.org.uk/Explore-online/mobile-apps/

Examples: Streetmuseum – Londinium (United Kingdom)

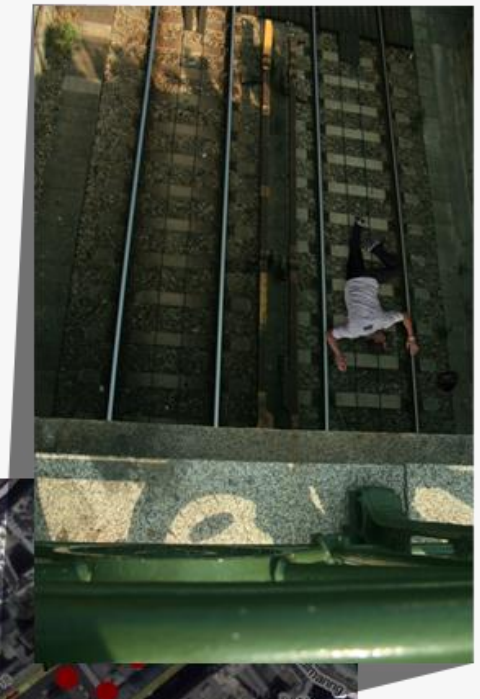
STREETMUSEUM™

MUSEUM OF LONDON

HISTORY

http://itunes.apple.com/us/app/streetmuseum-londinium/id449426452?mt=8

Examples: City Tales II (Austria)



http://www.ipcity-ist.eu/wp-content/uploads/2010/03/D9.4 - Final Demonstrator of City Tales II application 'Second City'.pdf

Examples: Hasle Iteractive (Denmark)

http://www.interactivespaces.net/news/news.php?Opening+of+Hasle+Interactive

UrbanWeb - A Mobile Social Context-Aware Web Infrastructure

UrbanWeb is a research project that looks into an infrastructure approach to Urban Computing and mobile context-awareness.

http://www.interactivespaces.net/projects/project.php?projectId=49

This analysis (cultural heritage → user) will cover:

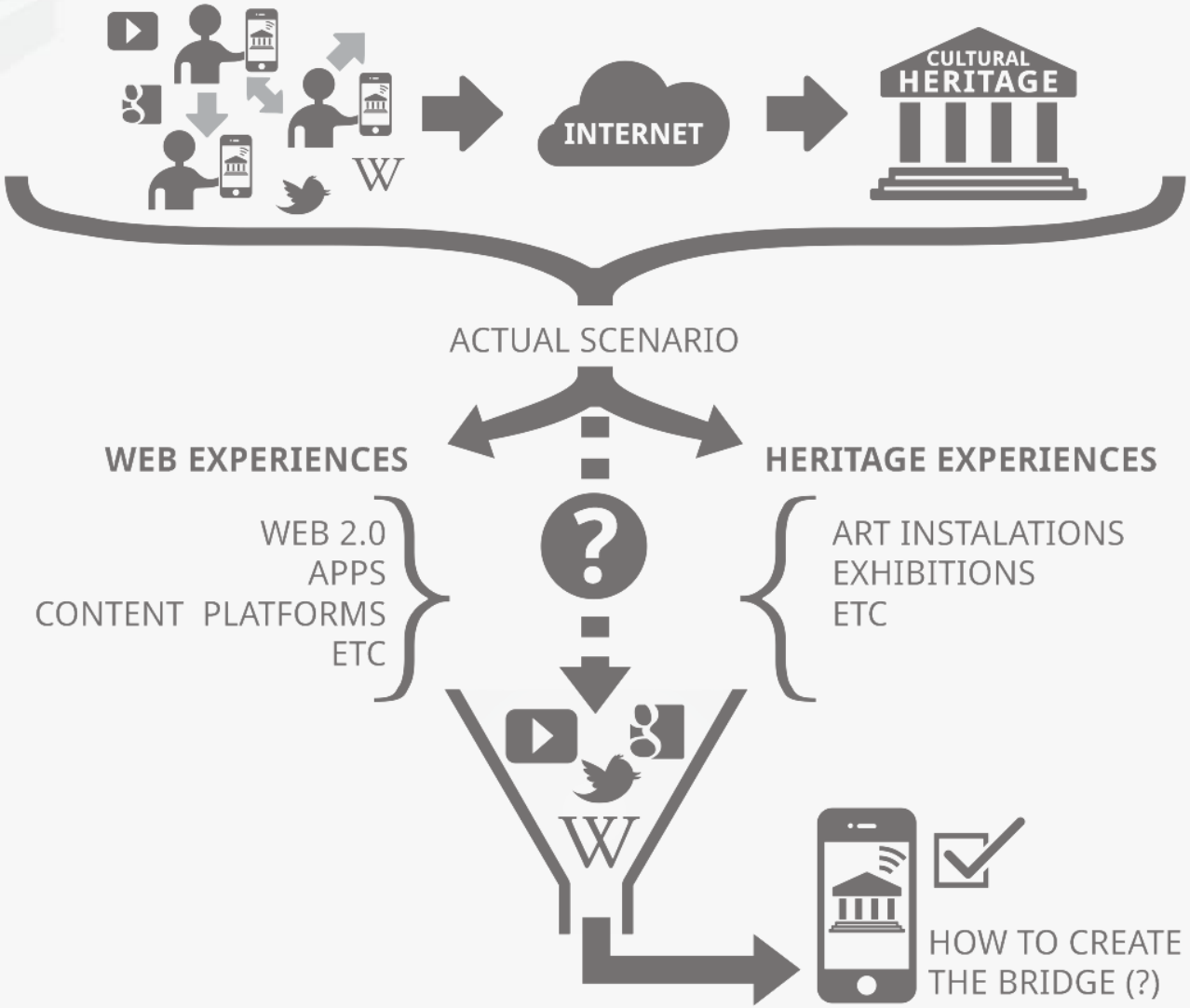
A) Identification of the **technologies** behind the analyzed services.

B) Identification of the up-to-date technologies and the possibility to **replicate** its use in a **generic** cultural heritage preservation **scenario**.

C) Identification of the **effectiveness** of the available medium for the cultural heritage diffusion in open-air scenarios, considering the city as a museum.

D) Identification of **good practices**, to verify the cultural heritage diffusion and preservation, in order to build an **app prototype** and a set of **guidelines** for future mobile applications.

3.2 - From the perspective of “user to heritage”



This analysis (user → cultural heritage) will cover:

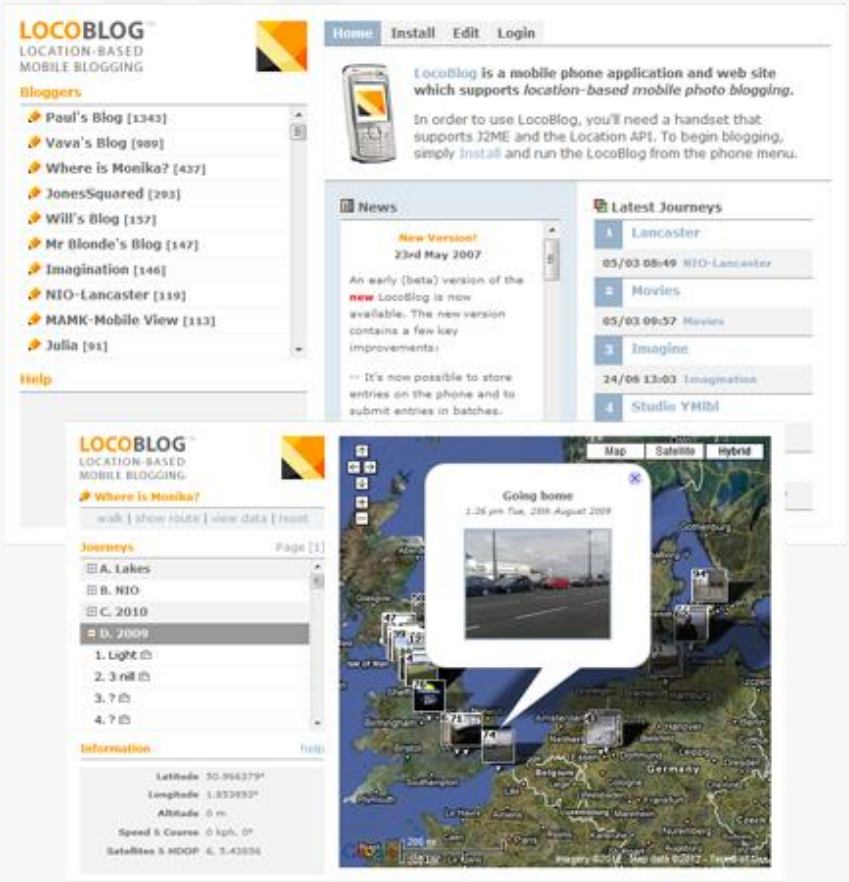
A) Identification of the **actual scenario**, from the users to the cultural heritage preservation agents.

B) Identification about cases where the **web** can be used **as promoter** of intangible cultural heritage, based on users' information.

C) Study the possibility to **apply** the (filtered) **users' information** as promoter tool of intangible cultural heritage.
(Is it possible? Then, how?)

Examples:

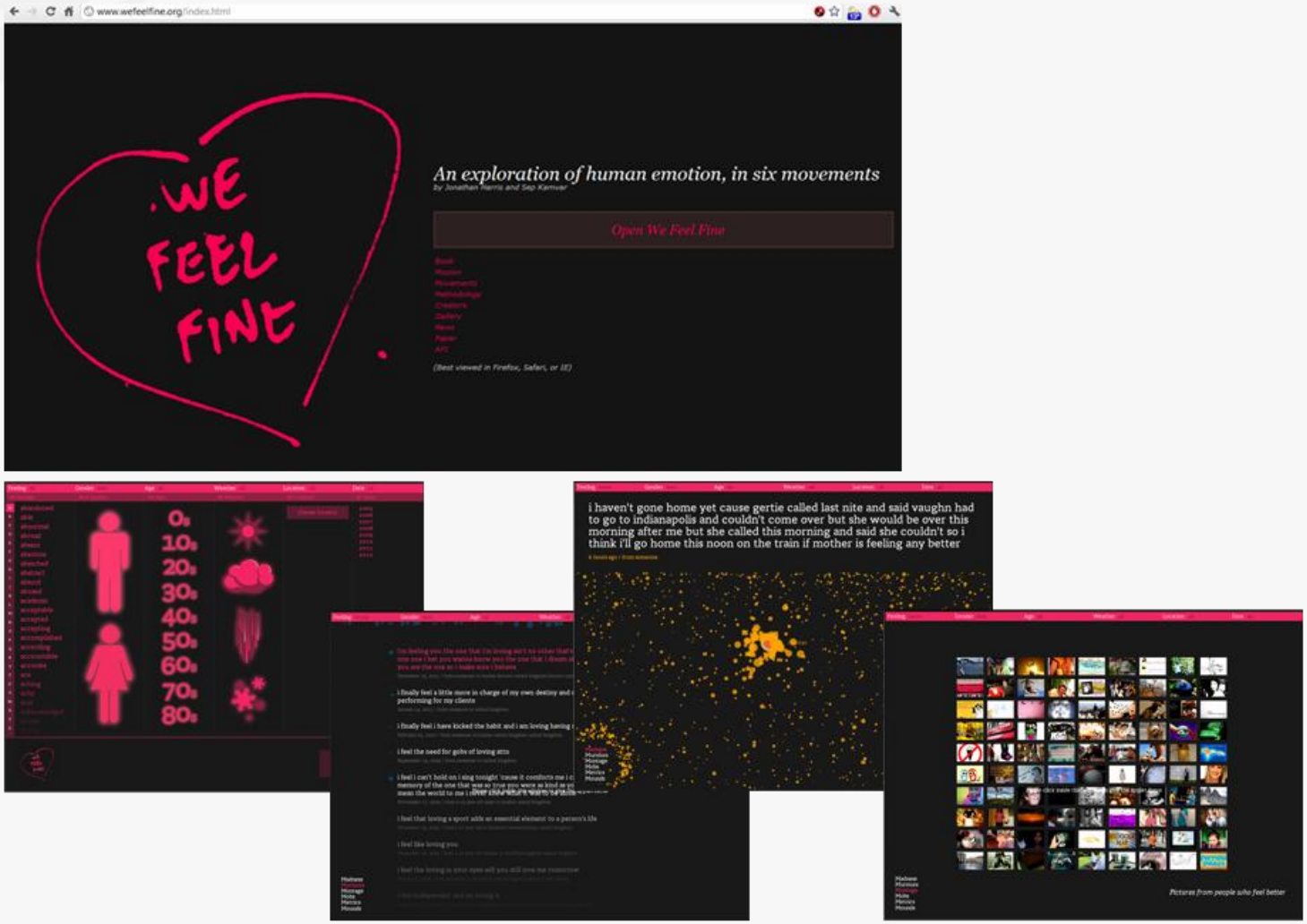
Examples: Location-based Mobile Blogging (UK – DK)



http://www.locoblog.com/

http://www.interactivespaces.net/projects/project.php?projectId=49&mode=prototypes

Examples: We Feel Fine



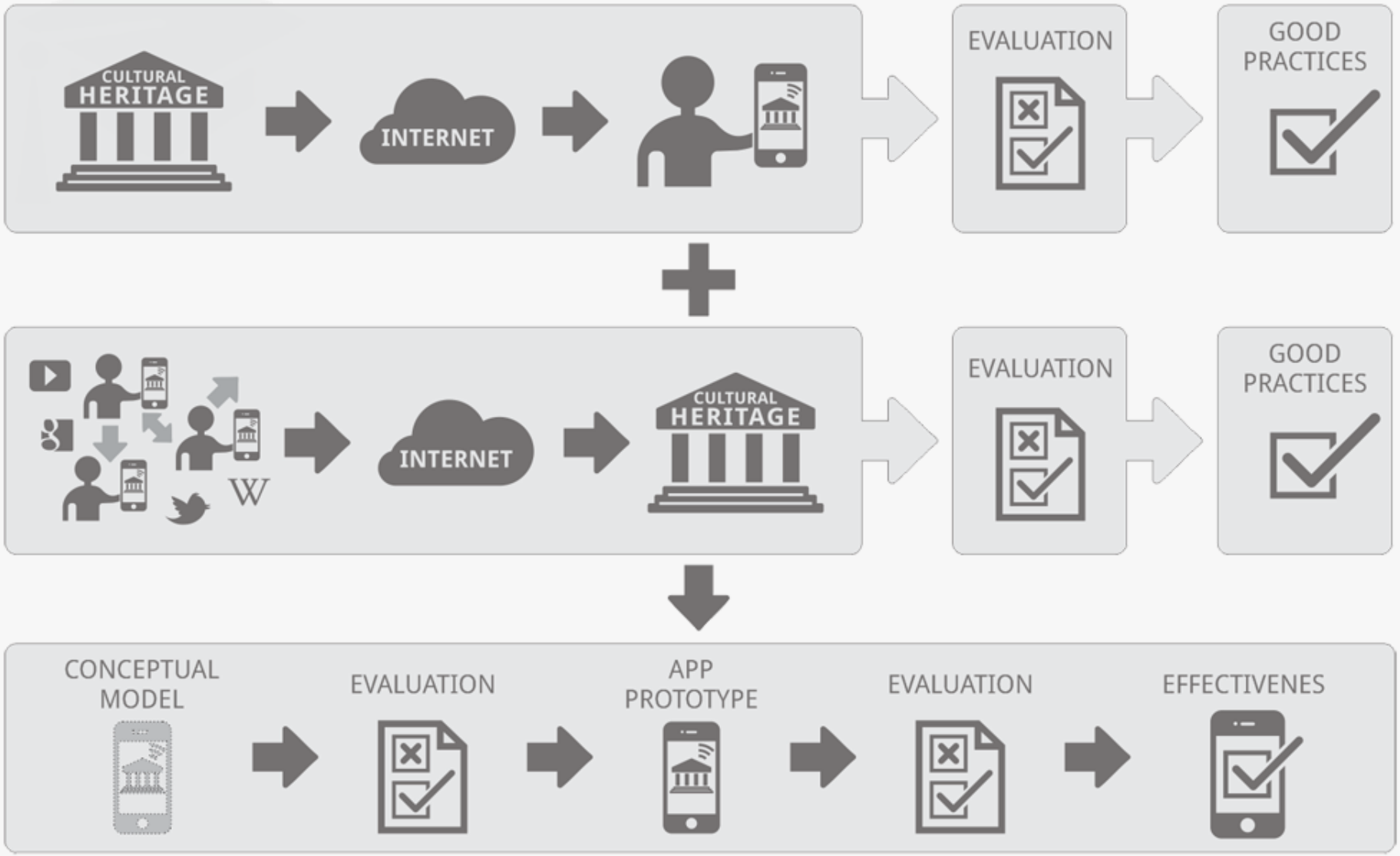
http://www.wefeelfine.org/index.html

4 - Development

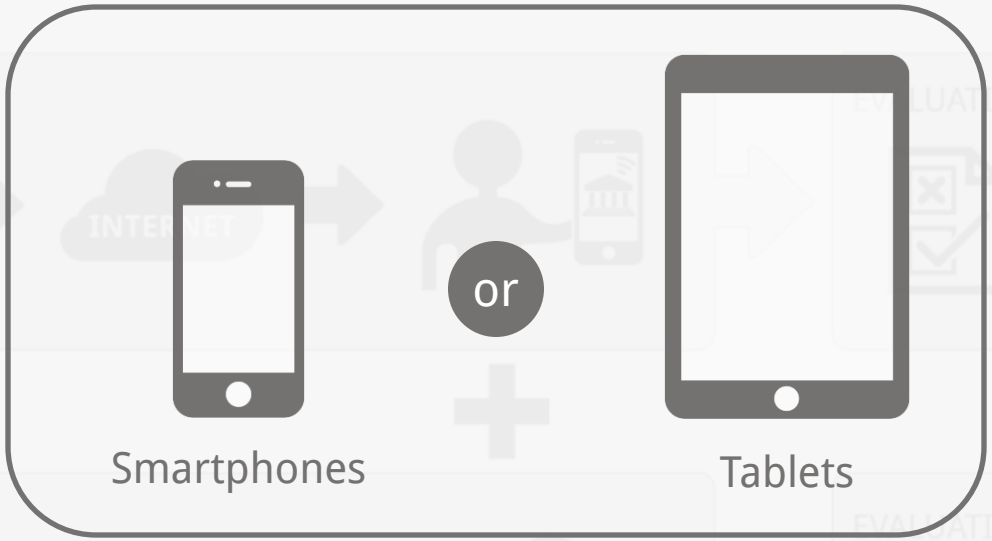
App prototype

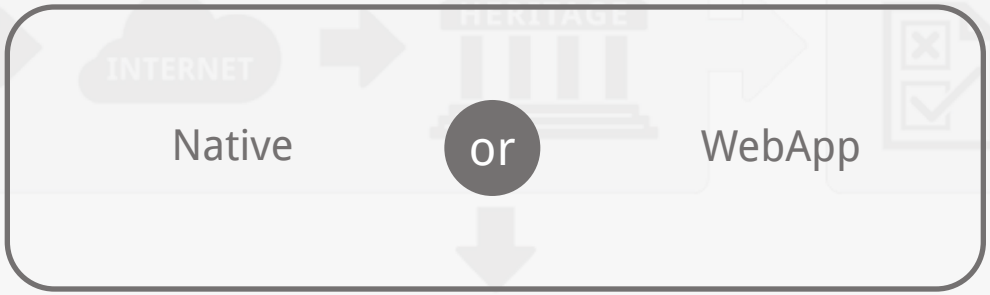
&

Guidelines for mobile app applied for cultural heritage purposes


CULTURAL HERITAGE
INTERNET
EVALUATION
GOOD PRACTICES
INTERNET
CULTURAL HERITAGE
EVALUATION
GOOD PRACTICES
CONCEPTUAL MODEL
EVALUATION
APP PROTOTYPE
EVALUATION
EFFECTIVENES

Development





5 - Chronogram

	1st Semester	2nd Semester
1st year	• Courses according to my supervisor's suggestion. • Work as a research assistant. • Identification and Selection • Project improvement and calibration to the department goals • Theoretical revision in order to establish the concepts agreements and to recognize the state-of-arts mobile samples in relation to the promotion and preservation of the cultural heritage. MILESTONE: Project adjustments and alignments	• Courses according to my supervisor's suggestion. • Work as a research assistant. • Theoretical development. • Mapping and Analysis • Identifying the practical samples regarding the use of mobile devices to enhance the cultural heritage preservation. • research on similar projects and works • Test and evaluation. MILESTONE: Finishing of the conceptual / theoretical writing

	1st Semester	2nd Semester
2nd year	• Courses according to my supervisor's suggestion. • Advanced research seminaries according to my supervisor suggestion. • Mapping and Analysis • Identifying the practical samples regarding the use of mobile devices to enhance the cultural heritage preservation. • research on similar projects and works • Test and evaluation. • Collecting data. MILESTONE: Finishing of the test groups	• Mapping and Analysis • Collecting and analyzing data. • Empirical studies results. • Theoretical and practical research abroad (if necessary). • Technical Aspects • Identification of the technologies behind the analyzed services. • Analysis the up-to-date technologies and the possibility to apply them to the outsides scenarios in a cultural heritage preservation scenario • Mapping the successful features. • Thesis writing. MILESTONE: Starting of the data analysis

	1st Semester	2nd Semester
3rd year	• Technical Aspects • Collecting and analyzing data. • Empirical studies results. • Theoretical and practical research abroad (if necessary). • Identification /Analysis / Mapping • Practical results and the outcomes based on the previous research segments • Determination of the conceptual App model. • Practical implementation • Result analysis. • Production of scientific publication for conferences. • Thesis writing. MILESTONE: Finishing of the data analysis	• Empirical Application • Practical results and the outcomes based on the previous three research segments • Practical implementation • Testing • Result analysis. • Production of scientific publication for conferences. • Thesis writing. • Thesis Defense MILESTONE: Thesis defense and graduation

Thank You

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99423 Weimar