



# **Cultural Information Systems – The Canadian Experience**

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Seminar on MERCOSUR

Cultural Information Systems

September 26-28, 2007

# Cultural Content Online

- CIS definition?
- Aggregation of digital cultural information and services
- Provide access and visibility of culture online to citizens, specialists and visitors

# Clases de portales

- Portales multidisciplinarios nacionales o regionales – Publico: adultos, jovenes, profesionales
- Portales tematicos – Publico: adultos, docentes, profesionales
- Politica cultural / observatorios – Publico: investigadores, profesionales, elaboradores de politicas

# Canadian Cultural Observatory

**Mission:** To support cultural development in Canada by:

- Informing the cultural policy and research community
- Encouraging evidence-based policy and planning
- Stimulating community debates and improved knowledge exchange

# Sources of Information

- Culture Statistics Program of Statistics Canada
- Partners in the Department, the federal cultural agencies and the provincial cultural ministries
- Contractors (e.g. Hill Strategies for analysis of statistics, academics and practitioners for ``In Focus`` articles and workshops)
- Observatory staff (e.g. Canadian Cultural Policy Timelines)
- Daily scans of the cultural media and websites

# Canadian Cultural Observatory

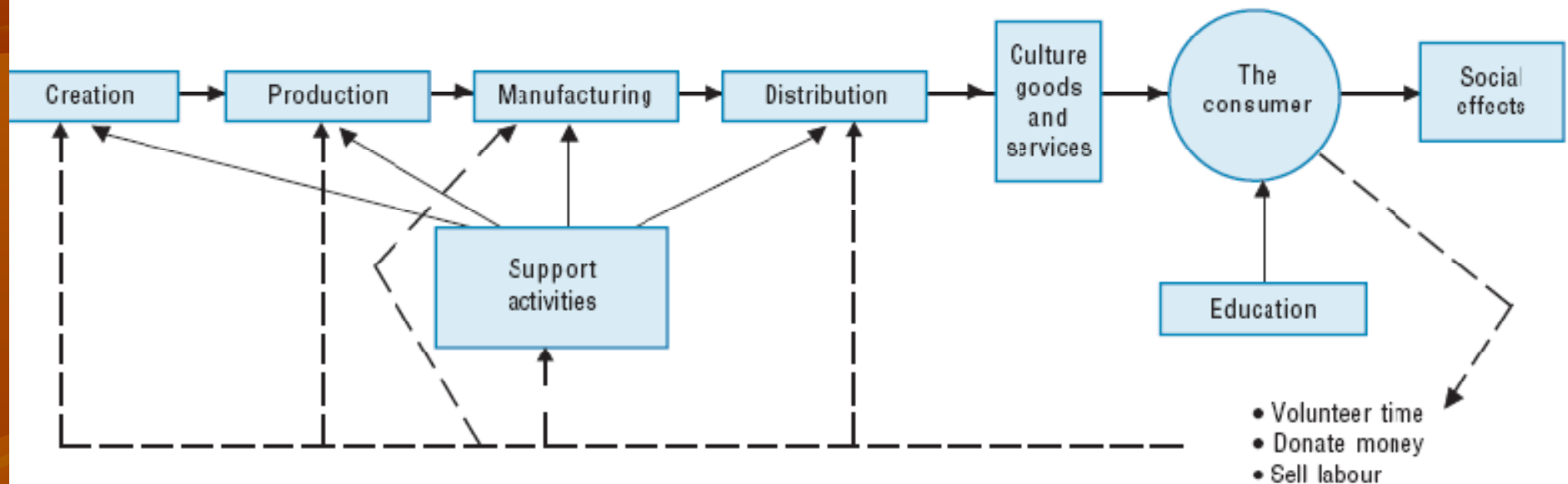
## Key Issues

- Content enhancement
- Governance and partnerships
- Audience engagement and user satisfaction
- Outreach and visibility
- Development of accountability structures and success measures

# Framework for Culture Information

(Source: Statistics Canada)

## The link between production and consumption



# Observatory Content Development Challenges

- Translation of “cultural value chain” logic into disciplinary categories
- Creating data or linkages to data
- Finding partners to analyze data and develop appropriate cultural indicators
- Diffusing to key partners (decision makers, policy analysts, researchers)

# Observatory Responses to Content and Analytical Challenges

- Development of partnership and outreach strategies
- Increased collaborations with internal and external partners (31 in 2006-07)
- Establishment of Advisory Council to provide strategic direction on content
- Strengthening of Editorial Working Group to oversee material published on Observatory's website, [Culturescope.ca](http://Culturescope.ca)

# Cultural Content Enhancement

- Is existing content well organized?
- Who needs it? General public or specialized audience
- How can existing cultural content get digitized?
- Does it all have to be official and authoritative?
- What about the increasing importance of user-generated content through Web 2.0?

# Performance Measures

- Structured within the accountability framework of the Government of Canada
- Developed to ensure that Observatory is meeting needs of policy and research community
- Examples:
  - Measures of new content output (quantitative and qualitative)
  - Web metrics (numbers of visits, number of repeat visits)
  - User satisfaction surveys, focus group testing
  - Attendance at Observatory events (e.g. workshops, round tables)
  - Subscribers to Observatory newsletter

# Future Challenges for Cultural Information Systems

- Social technologies
- User-generated content vs. authoritative content
- Virtual communities
- Context vs. content
- Low barriers to entry
- Popular vs. elite