

CA COST Action CA15201
Archaeological practices and knowledge
work in the digital environment

**WP3 Archaeological knowledge
production and global communities**

Highlights of the work

WG3 objective [by MoU]

- **To bring together and develop the current state-of-the-art on the global communities** (including indigenous communities, amateurs, neo-paganism movement, geographical and ideological identity networks, teachers, school children, tourists and etc.) as producers and users in archaeological knowledge production e.g. in terms of **highlighting community needs, approaches to communication of archaeological heritage, crowdsourcing and volunteer participation.**

WG3 tasks / deliverables [by MoU] / results

TASK	DELIVERABLE	RESULT
Organise one exploratory workshop together with WG1, WG2, WG4 on producing an inventory of the convergence of archaeological knowledge in the context of global communities.	D3.6 Exploratory workshop	In Vilnius, 2017
Organise two web-focus groups for benchmarking the opportunities and problems relating to the archaeological knowledge reusing by global communities.		4 FG are organised (2018-2019)
Develop one case studies based report on the interfaces of archaeological practices and global communities to illustrate state-of-the-art in archaeological knowledge reusing and production by and for global communities.	D3.2 One case studies based report	Is prepared
Produce a series of position papers to address the major problems, opportunities and new research questions relevant for the wider community	D3.3-4 Two international peer reviewed articles (position papers)	1 published, 4 submitted
	D3.1 An OA special issue on global communities in archaeology.	Special issue of the „Journal of Community Archaeology and Heritage“
	D3.5 Summer school	Will be organized online (April 2021)

The realisation of the objective

1. To bring together...

Thank you, All team members of WG3:

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2. ... develop the current state-of-the-art on the global communities...

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Original Study

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Archaeological Knowledge Production and Global Communities: Boundaries and Structure of the Field

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Abstract: Archaeology and material cultural heritage enjoys a particular status as a form of heritage that, capturing the public imagination, has become the locus for the expression and negotiation of regional, national, and intra-national cultural identities. One important question is: why and how do contemporary people engage with archaeological heritage objects, artefacts, information or knowledge outside the realm of an professional, academically-based archaeology? This question is investigated here from the perspective of theoretical considerations based on Yuri Lotman's semiosphere theory, which helps to describe the connections between the centre and peripheries of professional archaeology as sign structures. The centre may be defined according to prevalent scientific paradigms, while periphery in the space of creolisation in which, through interactions with other culturally more distant sign structures, archaeology-related non-professional communities emerge. On the basis of these considerations, we use collocation analysis on representative English language corpora to outline the structure of the field of archaeology-related non-professional communities, identify salient creolised peripheral spaces and archaeology-related practices, and develop a framework for further investigation of archaeological knowledge production and reuse in the context of global archaeology.

Keywords: archaeology-related communities; semiosphere theory; Yuri Lotman; digital heritage; non-professional archaeology.

Table 2: Knowledge creolisation at the periphery of professional archaeology.

Creolised peripheral space	External domain connected to archaeology	Themes and points of interest	Examples	Key studies
Archaeology in arts and design	Arts, design, architecture, literature, comics, video games, films and other creative industries	Inspirations and/or (dis) advantages of making reference to archaeology in contemporary creative production	Fiction, <i>belles lettres</i> (Christie, 1936); cinema (Vikings, 2013); arts (Van Eyck, 2017); architecture (Souza, 2010)	Holtorf, 2005; Clack & Brittain, 2007
Archaeology in travel and tourism	Travel industry and tourism	Using archaeology for leisure and recreation; impact of archaeology and heritage management on tourism (e.g. World Heritage tourism, archaeological sites as added value to hospitality and tourism marketing; challenges between thematisation and cultural enhancement).	Archaeological monuments as tourist attractions (Lisbon..., 2018; Acropolis..., 2018; Cave..., 2018)	Ross et al., 2017; Barranha et al., 2017
Archaeology in branding	Business and marketing	Using references of archaeology in building brand identity and marketing communication, including advertising; impact of archaeology on building business sector, brand statements, destination brands.	Supermarket (Akropolis..., 2018); business company (StoneAge..., 2018)	Holtorf, 2007; Hayward & Kuwahara, 2014; Foxell & Trafford, 2010; Poor & Snowball, 2010; White et al., 2016; Adie et al., 2017; Hosany et al., 2006
Archaeology and crime	Organised crime	Illegal trade of archaeological artefacts, looting, unauthorised excavations, including underwater 'treasure hunting', illegal metal detecting, falsifications, fakes and forgeries, academic complicity in supporting the illicit trade in antiquities, deliberate destruction of archaeological heritage.	Illegal trade of archaeological artefacts by ISIS (Pauwels, 2015); Purchase of unprovenanced antiquities by museums (Brodie et al., 2009)	Grove & Thomas, 2014; Kerr, 2017; Raja, 2017; Brodie, 2011
Archaeology and identity work	Indigenous cultures, postcolonial discourses, religious communities, ethnic communities, contemporary subcultures related to nationalist/romantic ideologies and ideas, and new spiritual movements	Role of archaeological remains (as "identity building blocks") in the construction and support of cultural, national, regional or local self-awareness, identity and alterity negotiation and contestation, and impact on identity-related cultural policies	Indigenous archaeology (Bruchac et al., 2016); neo-paganism and archaeology (Rountree, 2014); punk archaeology (Richardson, 2017)	Matten, 2012; Castells, 2009; González, 2008; Pezzini, 2013

Creolised peripheral space	External domain connected to archaeology	Themes and points of interest	Examples	Key studies
Alternative archaeologies	Astrology, parapsychology, alien influence on Earth movements, religious text accounts of archaeology	Statements, interpretations of the past and/or practices from outside of the discipline of archaeology that lay claim to truth but do not adhere to disciplinary norms of reliance on empirical evidence, prior scholarly knowledge, use of research methods, and rational argumentation	Bosnian pyramids (The Archaeological..., 2018; Harding 2006); Latter Day Saints (Mormon) archaeology (Nutscolts, 2008)	Hanson, 2008; Holtorf, 2005; Fagan & Feder, 2006; Williams, 1987
Archaeological museums and heritage agencies	Museums and galleries, heritage attractions, museology, heritage studies, communication and information studies, heritage conservation	Institutions, processes and methods of appraisal, acquisition, collections care and management, documentation, study, communication and public interpretation of the archaeological heritage	ICOM ICMAH (ICOM-ICMAH, 2018); ICOMOS ICAHM (ICOMOS, 2018)	Pearce, 1990; Skeates, 2017; Sebastian & Lipe, 2010
Amateur archaeology	Personal leisure, personal hobbies, volunteering, history hobbyists, metal detectorists	Unpaid, often untrained, communities of interest engaged working with culturally significant tangible and intangible archaeological objects in a long-term perspective; registered archaeological artifact collectors and metal detectorists.	The British Numismatic Society (The British..., 2018); Great Excavations: Volunteering on Archaeological Sites Worldwide (Great..., 2018); ICOM COMCOL (ICOM-COMCOL, 2018)	Roued-Cunliffe, 2017; Koskinen-Koivisto & Thomas, 2016
Archaeology in education	Formal and informal education and training	Non academic ("outside of Universities") learning of knowledge, skills and competencies in archaeology, including training programmes for touristic workers (guides), amateurs, lifelong education and school pupils' education.	Scotland's Rural Past project (Scotland's..., 2018); Adopt-a-Monument (Adopt..., 2018)	Soininen, 2017
Archaeology and public policy	Government, public administration and management	Forms and debates of public policy, public administration and management, based on or connected to archaeological heritage, artefacts or knowledge, including policies, procedures and decisions on Intellectual Property Rights, archaeological heritage protection, administration and Cultural Resource Management, museum archaeology, and archaeological tourism.	The National Planning Policy Framework (Cowell, 2013)	Brown, 2005; Lowenthal, 2005

3. ... highlighting community needs, approaches to communication of archaeological heritage...

- Common conceptual framework, methodology and research process.
- Common coding schema for qualitative research.
- 4 case studies:
 - archaeology-related Facebook site administrators;
 - archaeology informing national identity practices;
 - archaeology and metal detecting enthusiasts;
 - archaeology for country branding by policy makers and tourist professionals.

The COVID lessons...

**... Never leave that till tomorrow which you can
do today...**

[B. Franklin]

Thank You for your attention