ARTS2U

ARTS2U is a feed of arts & culture events listings.

- Information about arts events is gathered by automation into a structured database
- Information is fed to media for display on their websites, and directly to arts audiences
- This saves producers time and bypasses marketing intermediaries

ARTS2U

Mandate at IETF

- Improve the discovery and circulation of arts events on the internet
- Utilize events, arts genres, event types and associated media to inform the decision making
- “Making the arts machine readable”

ARTS2U

The Problem

1. The arts sector publishes events in fragmented and disconnected ways

2. The possibility of using data to the sector's advantage is not maximized

3. Data and metadata are silo-ed and not open across producer systems

4. Regrettably, intermediaries are the authorities of compiled arts data

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@IETF:

Step 1.

- Preliminary Data organization

Step 2.

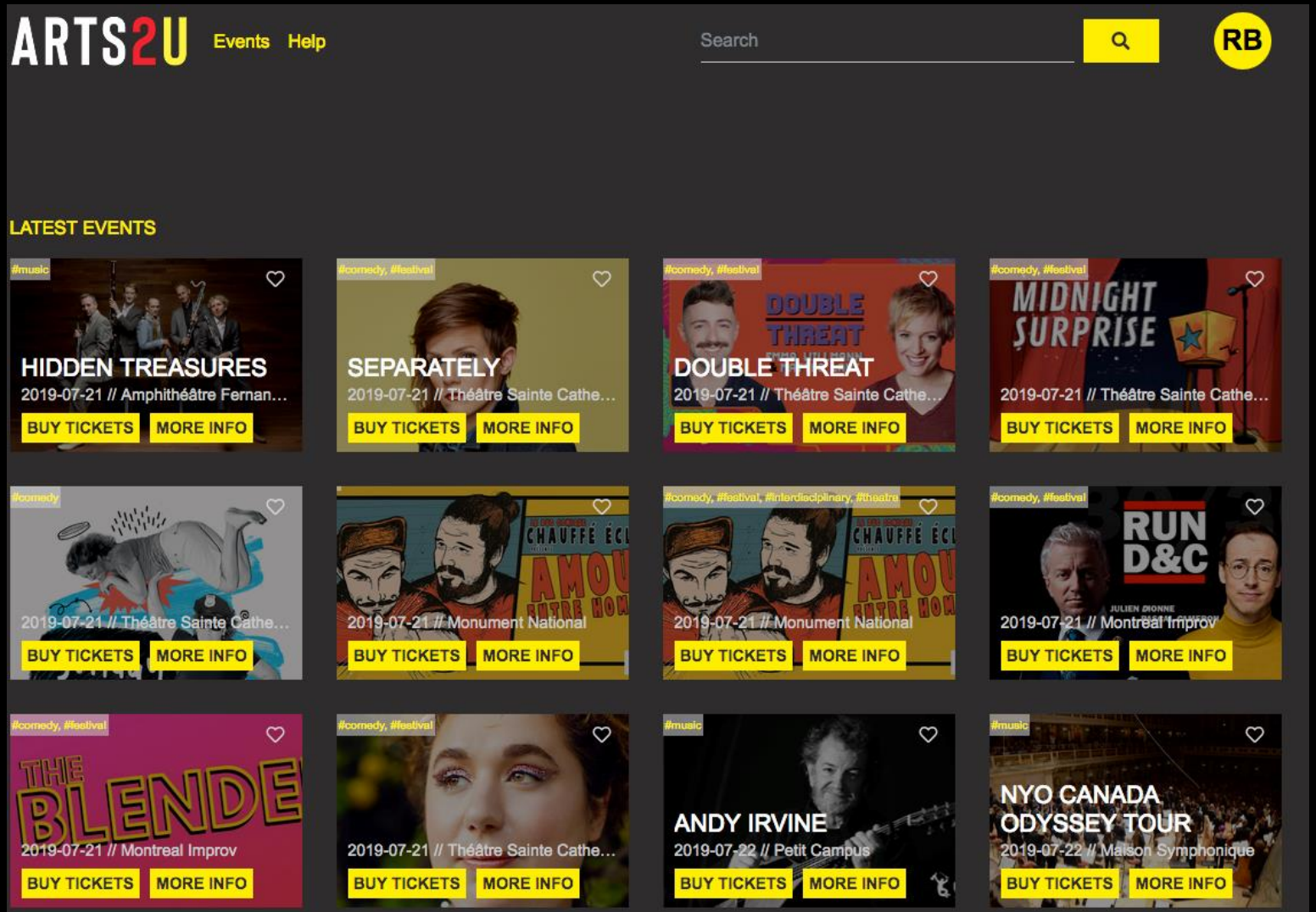
- Construct widgets for user to indicate their interest in artists

Step 3.

- Choice games are made to gauge user intent
- User plays game 1 - Match game
- User plays game 2 - Thumbs up Thumbs down
- Results are logged in table identified by user

ARTS2U

Before:



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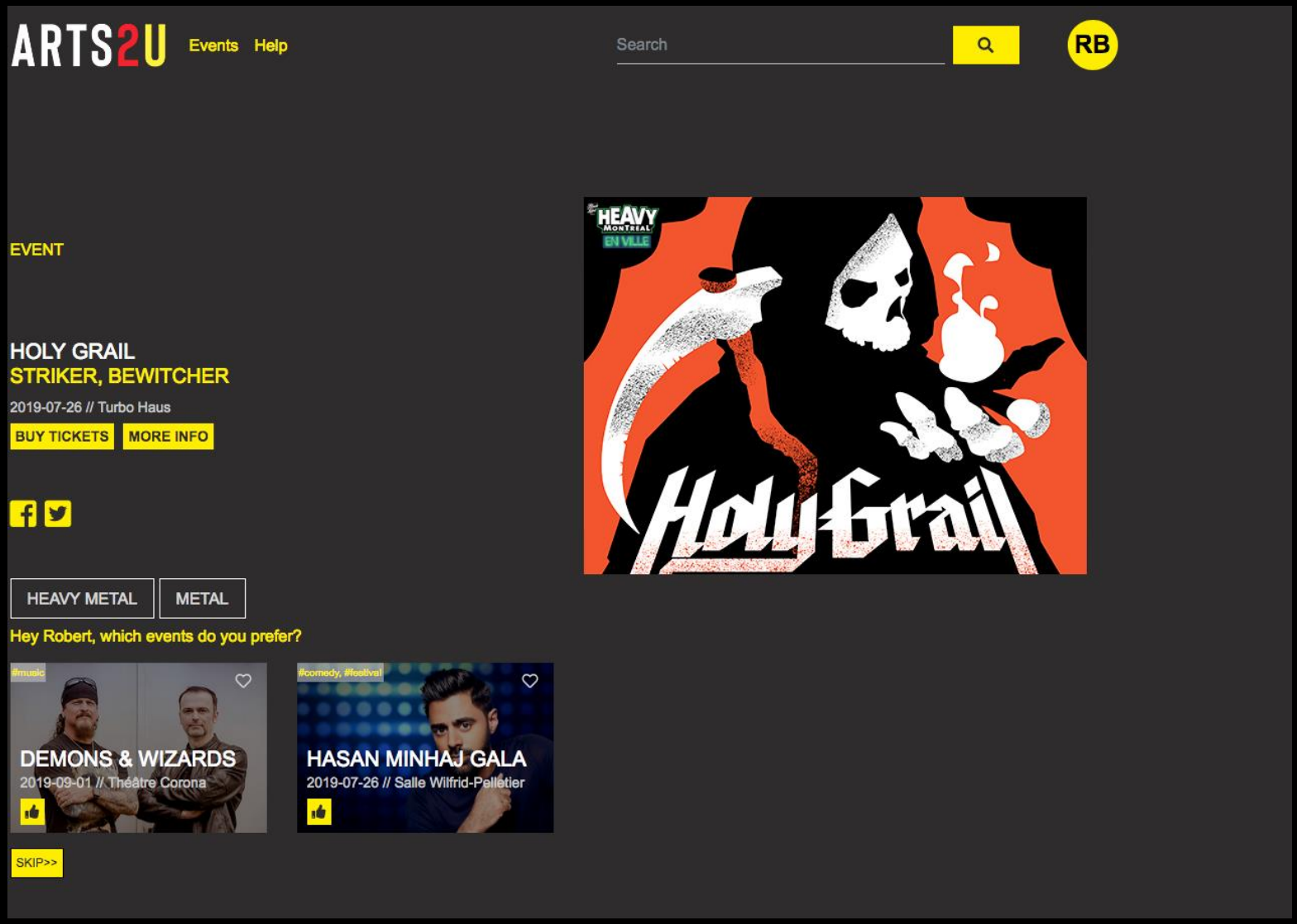
Gameplay:



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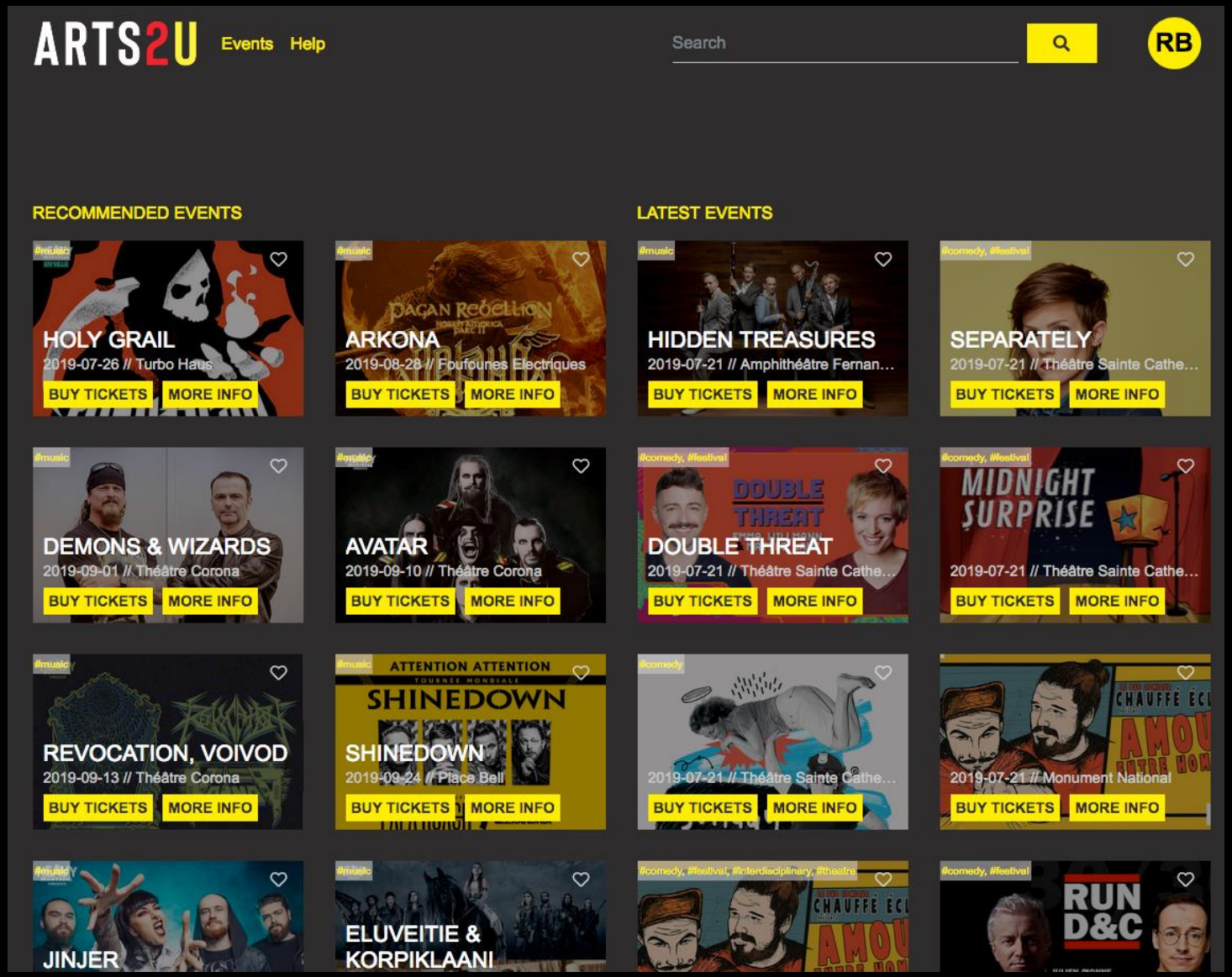
After:



ARTS2U

Outcomes

We have begun organizing the system to tally user behavior based on gaming strategies. Much more organization needs to be complete before things can be modeled. Clearly the games can impact accuracy and show intent to further understanding of user interests. With ARTS2U's continued focus on user behaviour, data structuring and events URI development, the visibility of arts events can be increased.

Forward Discussions

- Much more data needs to be generated before any impactful modeling and testing can be done
- Weighting has to be done based on user test results
- Testing of user reactions to the game

Further Questions

- How to implement secondary descriptive tags / keywords / descriptors and their value?
- What about Event Types vs Master Genres?