



InnoRenew CoE

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Citizens engagement – gamification of bronze monitoring

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The project

The protection of bronze monuments in the changing environment (J7-9494)

Leading partner: ICPHS

Project leader: dr. Polonca Ropret

Financing: Slovenian Research Agency



WP5 Social mechanisms to include the interested public in the CH care (1 – 36 Month)

WP leader InnoRenew

Task 5.1 Focus groups with target groups

Task 5.2 Workshops for rising the awareness, gamification concepts development

Task 5.3 Narrative for social media campaign and social engagement measures development



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Selection of focus group participants

- **Screening questionnaire** in November 2019
- Invitation posted to 13 Slovenian Facebook groups (on the topic of travel or cities or Geolocation games) and further distributed by personal contacts;
- Response:
 - 1421 clicks on invite;
 - 403 completed questionnaire;
 - 83 provided contact information;
 - 23 actual focus group participants.



Ana Slavec

November 20, 2019 · 🌐

Pozdravljeni, sem raziskovalka na inštitutu InnoRenew CoE v Izoli, kjer izvajamo raziskavo o uporabi aplikacij na mobilnih telefonih na izletih in potovanjih. Ena izmed ciljnih skupin ste uporabniki lokacijskih iger, kot je na primer Pokemon Go, zato vas kot člane te skupine lepo vabim, da si vzamete 3 minute in izpolnite kratek vprašalnik, na podlagi katerega bomo ocenili, ali ustrezate pogojem za sodelovanje v fokusni skupini. <https://www.1ka.si/bron>





Four focus groups

	Ljubljana (Dec 2019)	Koper (Jan 2020)
Users of geolocation games	7 participants	5 participants
Non-users of geol. games	6 participants	5 participants

Topic(s): Use of mobile apps on excursions and trips
(divided into three subtopics)

Duration: Between 67 and 95 minutes

Ethics: Voluntary participation; informed consent form.

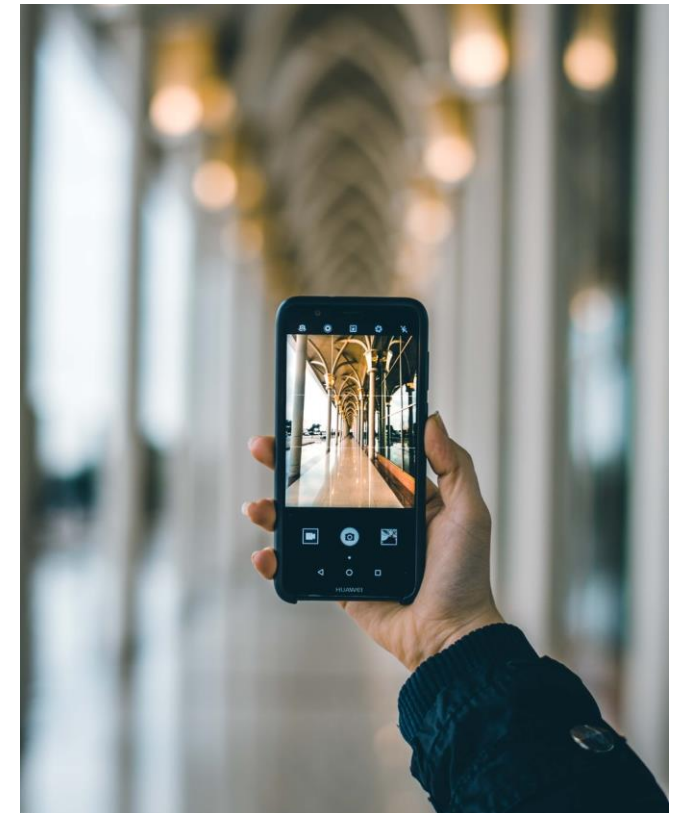
Incentive: They received a practical gift (USB key)





1. Use of the mobile phone camera on excursions and trips

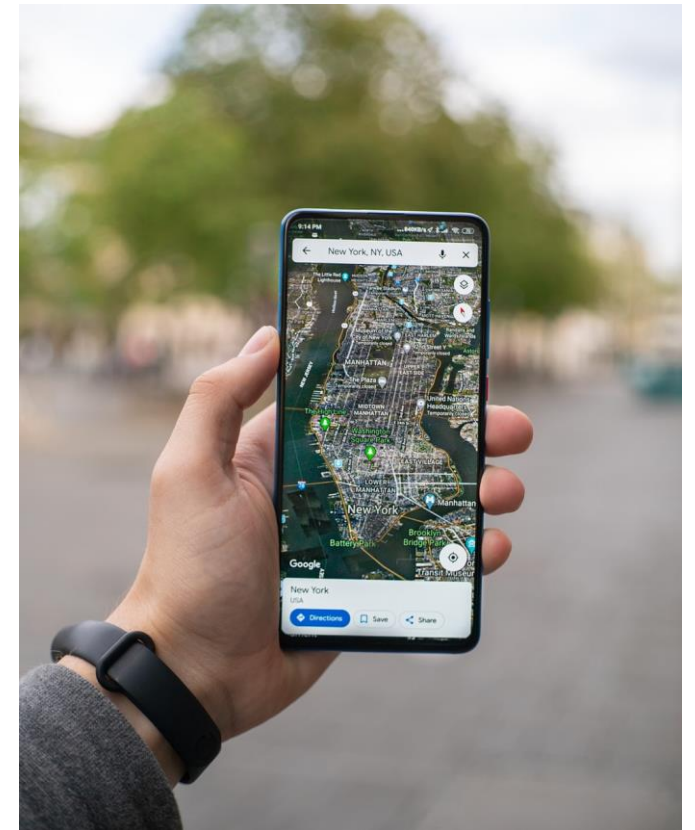
- Statues are usually only photographed if there is an interaction with nature or people;
- Some people like to take pictures of information boards next to monuments in order to be able to read about them later;
- Material from which the statue is made is rarely noticed by visitors but flaws and wear of the statue can be an interesting photographic motif;
- What matters is the story of what the statue symbolises and what it expresses;
- Some people used to post photos on social media but it is becoming more common to share photos with closed groups of friends.





2. Use of other mobile apps on excursions and trips

- Travel maps are the most popular type of app for travel;
- (Speed of) internet access is an issue for some users;
- Apps that are limited to just a few attractions are not likely to be downloaded – universally useful apps are preferred;
- App should be easy to use and not take too much space;
- Content should be in form of interesting and witty stories and offer suggestions for additional sightseeing;
- Games should be interactive and fun but not too complex;
- Augmented/virtual reality technology could be used;
- It is important to explain how the photos will help heritage protection and science as this is a key motivation for participation;





3. Use of geolocation apps on excursions and trips

- Many have not heard of Geocaching, while Pokemon Go is more popular but those who have not used it have negative attitudes towards it;
- Geolocation game players enjoy solving puzzles, finding treasures and learning about new places and stories;
- Socializing and interacting with others, cooperation and sense of belonging are important motives for playing;
- Geolocation apps offer ideas for excursions and act as a tour guide that takes players around the city and provides them with interesting information about the sights;
- There is a possibility of cooperation between tourist associations and Geocaching to develop city tours.





Game concept

Information table next to the statue that contains the basic instructions of the game:

1. First, the visitor has to take a photo about defects on the monument
2. Open a web application with a QR code (or by typing a short URL)
3. Upload the photo(s)
4. Accessing bonus multimedia content
5. Possibility to join our mailing list to be informed about project results





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Website

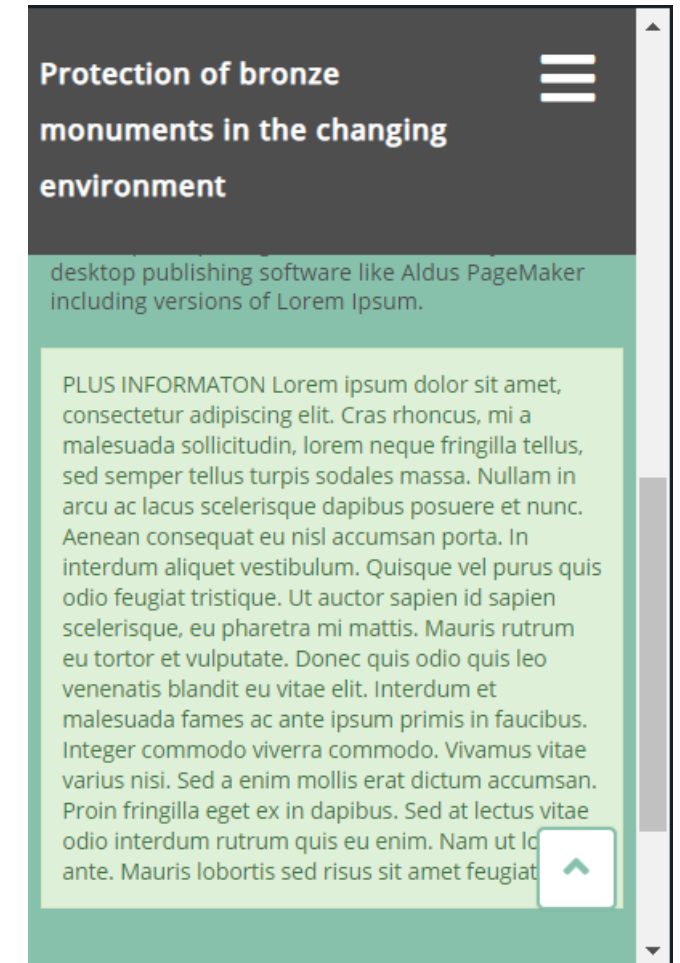
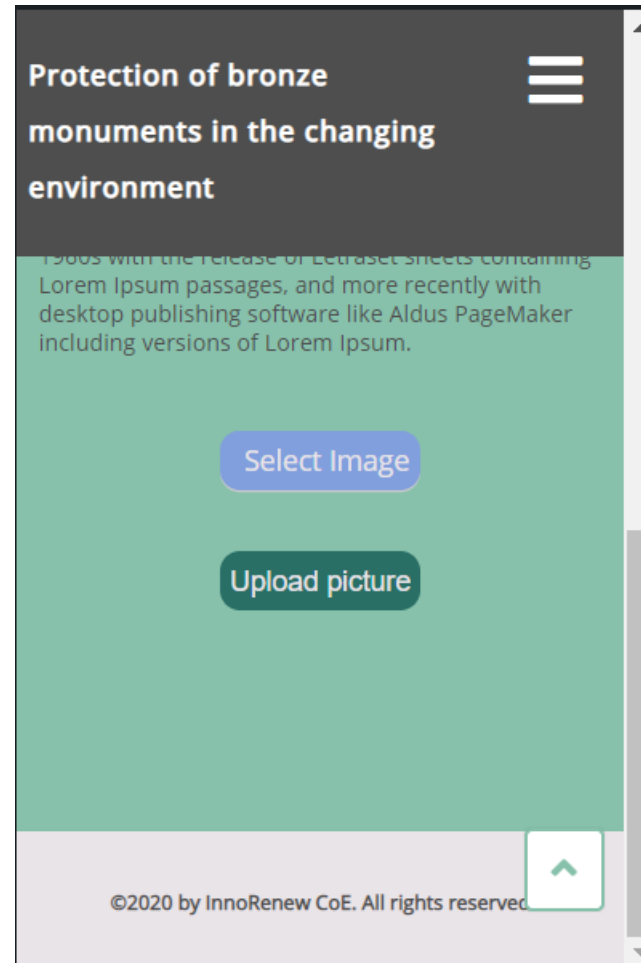
Opening the QR code or entering the URL will direct the visitor to a website with a short introduction of the project. The following example shows the first prototype of the website.





Reward for participants

After uploading the picture(s) the visitors will get access to **bonus media content about the statue** (i.e. interesting story about the depicted person and/or its creator) and recommendations for further activities.





Use of collected images and data



- Analysis and tagging of images by curators
- Data analysis to identify what is considered as defect by the public
- Inappropriate images will be removed
- The database of images will be publicly available to allow other researchers to analyse it
- *Crowdsensing* ...
- Development of a project proposal for further use of the database and other project results



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Thank you for your attention!