Presenting Web-Extracted Contemporary Audiovisual Arts Events with a Focus on User Experience (UX)

Andreas Giannakoulopoulos
Department of Audio and Visual Arts, Ionian University, agiannak@ionio.gr
Minas Pergantis
Department of Audio and Visual Arts, Ionian University, mperg@ionio.gr
Laida Limniati
BrilliantPR Digital Agency, laida.limniati@brilliantpr.gr
Aristeidis Lamprogeorgos
Department of Audio and Visual Arts, Ionian University, a18labr@ionio.gr
Stella Lampoura
Department of Audio and Visual Arts, Ionian University, stella@ionio.gr

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User Experience, Audiovisual Art, Digital Repository, User Interface, World Wide Web

Thematic line

Section III: Reflections on the public and public communication
Table 6: Public Opinion and Media Scenarios: the latest mutations.

Extended summary

This article aims to discuss the challenges of presenting aggregated Web content related to audiovisual art events, in a manner that ensures not only the proper representation and validity of the provided information, but also a streamlined user experience (UX), that allows extended functionality, while avoiding information overload and over-complication.

In the past decades the World Wide Web has became the most important avenue of communication and information dissemination, leading to rapid changes on how individuals perceive the process of information consumption (Berners-Lee et al, 2023). In this new era, information regarding works of art and objects of cultural heritage has also transitioned into the digital world through the process of digitization (Brennen &

Kreiss, 2016). In order to offer users an engaging experience when they are interacting with art and culture related content, it is important to understand their behavioral habits (Pergantis et al, 2023) and to apply that knowledge to creating a user experience (UX) that is tailored to the specific needs of both the users (Bafriah et al, 2020) and the content itself. Especially in repositories that present information on a large scale, this need is even more pronounced, since the user interface (UI) becomes a necessary tool used to avoid user confusion (Gaona-Garcia et al, 2017) and increase engagement, through simplicity and familiarity.

In this study, in order to investigate UX challenges in platforms providing large amounts of data, the ArtData repository (available at repo.artdata.gr) is presented in detail and discussed. This repository, which is part of the ArtData project, publishes audiovisual art event information collected from media outlet publications through automated Web data-extraction techniques. The ArtData project is a wider research project aiming to study the cultural impact of audiovisual art projects in Greece, as measured through their Web media outreach. Within the framework of this project, information is collected from a vast array of websites using state-of-the-art data-extraction techniques. Through the use of Semantic Web Technologies and Generative Artificial Intelligence, the content published in these websites is collected, structured, aggregated, organized and presented in a comprehensive digital repository openly available on the Web. Through this repository, users may gain meaningful insight concerning the landscape of audiovisual events in Greece in terms of the events' types, methods and techniques, subjects, temporal and spatial characteristics and as the project evolves, also in terms of their outreach and perceived social impact. In this specific article, focus is placed on how the digital repository provides its users with a streamlined UX offering a wide array of interactive functionality.

The ArtData repository's interface implements a variety of features that allow a large depth of interactions between users and the provided content. These include but are not limited to:

➢ An advanced keyword based and semantic search interface which allows users to discover events based on their classification or on specific important keywords.

➢ An interactive calendar interface, which allows users to discover events based on their temporal characteristics such as the event date and study the variance between different seasons and years.

- ➢ An interactive map interface, which allows users to discover events based on their spatial characteristics such as the venue and study the differences between different geographical regions or rural and central areas.

- ➢ A creator directory interface, which allows users to discover events based on the various contributors and their role in various productions.

Through the case study of the ArtData repository a series of concerns and challenges for presenting structured and valid data about audiovisual art projects, collected from the Web on a large scale, in a comprehensive and user friendly manner are discussed. The various UX elements and their goals form the basis of establishing a series of best practices in the field of data visualization, information flow and UX design, specifically regarding audiovisual art events. These best practices can help forge a robust framework for individuals or organizations looking to publish similar content related to contemporary art and culture, as well as act as a means to allow expert analysis of the landscape of audiovisual art events in specific chronological and geographical contexts.

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