

Table of Contents

- Pille Pruulmann-Vengerfeldt, Pille Runnel, Marin Laak, Piret Viires**
The Challenge of the Digital Turn

7

I User's practices

- Pille Pruulmann-Vengerfeldt, Pille Runnel, Agnes Aljas**
Orienting the Heritage Institution towards Participatory Users in the Internet 13
- Marju Lauristin** New Media and Changes in the Forms of Cultural
Transmission: The Estonian Experience 27
- Tobias Olsson, Anders Svensson** Reaching and Including
Digital Visitors: Swedish Museums and Social Demand 45
- Krista Lepik** Changing users of Memory Institutions 61
- Lien Mostmans, Eva Van Passel** Audiovisual Collections in
a Digital Culture: Reflections on Providers and Users of Digital
Audiovisual Heritage in Flanders 71
- Marin Laak** Heritage, User and the Digital Environment:
Rewriting the Narrative of the Literary Past 85
- Katrine Damkjær, Lea Schick** Can You Be Friends with an Art Museum?
Rethinking the Art Museum with Facebook 105
- Stijn Bannier, Chris Vleugels** Recommended Friends, Artists, Events
and Books: The Opportunities and Risks of Web 3.0 119
- Joke Beyl** Blogging Writers: (De)Mystification of Authority? 133
- Sari Östman** Life-Publishing on the Internet – a Playful Field of Life-Narrating 147
- Stacey M. Koosel** Exploring Digital Identity: Beyond the Private
Public Paradox 161
- David Casado-Neira** From Landscape to Multi-layer Landscape:
Landscape as a Tourism Resource on Web 2.0 175
- Marcus Weisen** Accessible Digital Culture for Disabled People 191

II Cultural transformations

- Nico Carpentier** A Short History of Participation in the Cultural Realm 207
- Anne Kaun** Playful Public Connectivity and Heritage Institutions 223

Table of Contents

Piret Viires, Virve Sarapik Solitude in Cyberspace	237
Janne Andresoo, Mihkel Volt Digital Memory, Risks and Common Sense: Dilemmas in the Context of National Libraries	251
Markku Eskelinen Cybertextuality Meets Transtextuality	261
Raine Koskima From the Gutenberg Galaxy to the Internet Galaxy. Digital Textuality and the Change of the Cultural Landscape	271
Farouk Y. Seif Between Technology and Teleology: Can the Digital Age Embrace the Analogue Experience of Culture?	285