



UNIVERSITÄT
MANNHEIM

HISTORISCHES INSTITUT



MARQIE

Mannheim Research Group in Culture, Innovation & Entrepreneurship

Outreach as a Strategic Concept in Open Science?

Citizen Science and Transfer of Knowledge à la Mammelsdorf

Prof. Dr. Hiram Kümper
Historisches Institut, Universität Mannheim

! The photographs of students and outreach activities used in the presentation may not be used without prior consent !





Einrichtungen des Research and Study Centre

Graduiertenschule

Hier finden sie weitere Informationen zur Graduiertenschule und zum aktuellen Kursprogramm.

[mehr lesen](#)

Julius-Mammelsdorf-Institut

Erfahren Sie mehr zu den Tätigkeiten und Projekten des JMI und zu den außeruniversitären Kooperationspartnern der Philosophischen Fakultät.

[mehr lesen](#)



Dekanat der Philosophischen Fakultät

Universität Mannheim
Philosophische Fakultät
Schloss EO
68161 Mannheim

Web: www.phil.uni-mannheim.de

Öffnungszeiten:

Derzeit nur telefonisch oder per E-Mail zu erreichen.





Who was Julius Mammelsdorf?

- born 1839, died 1902, both in Mannheim
- worked virtually around the globe
 - Deutsche Bank (Paris, Okinawa, Osaka)
 - Heinrich Schliemann & Co. (St. Petersburg)
 - ...
 - CEO of the Bank of Mexico
- passionate collector
 - books and prints > now in the University Library
 - ethnographical objects > Reiss(-Engelhorn) Museum



Mammelsdorf was a global player with strong ties to his local roots. He had a sense for business – and a passion for culture.

WHAT IS
OUTREACH?



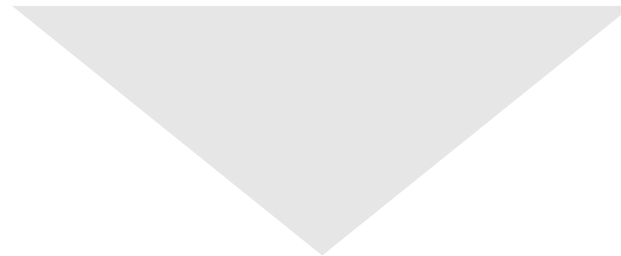


Outreach as a concept borrowed from marketing



presentation@slideshare.net

<https://www.slideshare.net/GroupHigh/marketingoutreach-2>



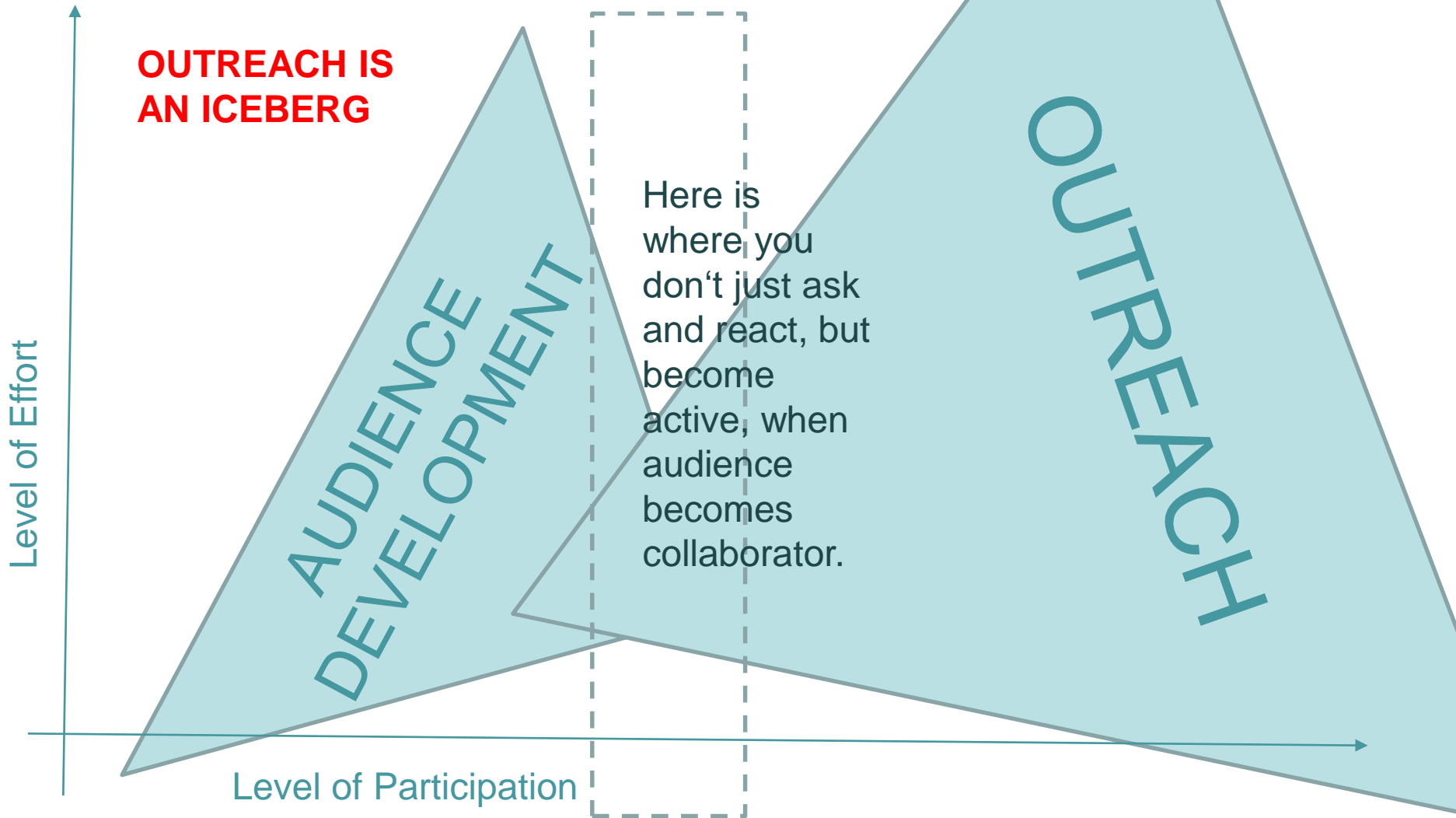
After all, it's all about
CONNECTING
AND STAYING CONNECTED.
It's building and upholding
relationships.



Outreach in the Culture and Creativity Sector

- approaching new audiences and collaborators (inclusion; diversity; democratization of culture; ...)
- identifying the audience's and collaborators' interests, needs, and values (transforming them into a focal group)
- making cultural available and accessible (as basically a human right); sharing heritage;
- researching and producing cultural and cultural knowledge together (*crowd curating*; citizen science; ...)

Outreach as a mode of embracing society, raising awareness for and activating responsibility for culture and heritage.



**OUTREACH IS
AN ICEBERG**

AUDIENCE
DEVELOPMENT

Here is
where you
don't just ask
and react, but
become
active, when
audience
becomes
collaborator.

OUTREACH

Level of Participation

WHERE
DOES
UNIVERSITY
COME IN?



Student's Research for Society

Research Teaching **Societal outreach** How to Why use student research? About us

Research

Teaching

Societal outreach

Products for Patient Groups

Pauw Academy Talkshow

Final product Human Geography and Planning

Practicum Adviseren Waterrecht

Historical Background of Street Names

Practical Research for Literary Institutions

Cities of Refuge Research

Legal Aid Clinic for Prisoners

Onderzoeksrapportage voor externe partners

Transdisciplinary case study for a real world client

How to

Societal outreach

“The university brings together various partners in knowledge ecosystems in which knowledge users and knowledge providers create new ideas by sharing their expertise and perspectives.”

([Utrecht University Strategic plan 2016–2020](#))

Good students' research contributes to the societal work of the University. Connecting the work of students to societal challenges moreover contributes to academic citizenry.

Students could be asked to advise external partners, such as businesses and NGOs, who may lack research support. They could

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the so
addre

Radboud Institute for Culture & History

Tourism, Travel and Text



- Full mission statement
- Members
- Current and upcoming projects
- Publications of our group
- Societal outreach**

Societal outreach

Next to teaching we share our knowledge, insights and opinions to wider audiences in various ways.

History of travelling (general)

- Anna Geurts. Historian at Large: dozens of short articles about the history of travel and tourism.
- Sintobin, T.M.J. (2018). 'Maar Gaston toch' Week-ends van DW&B aan zee. *Dietsche Warand Belfort*, 163 (2), 21-25.
- Sintobin, T.M.J. (2019). Reizen tegen de tijd. Vlaamse Italië reizigers in het interbellum. *Tijdschrift voor Letteren*, 37 (4), 56-60.

History of holiday making

- Furnée, W.J.H. (2019) 'Op vakantie. Van grote luxe tot maatschappelijke norm', *Radboud Recharge* (24 juni 2019).
- Furnée, W.J.H. (2020). Interview about Thomas Cook. *OVT Radio 1* (29 September 2020)





Universität Mannheim ■ Infos für ... ■ Forschende und Lehrende ■ Lehren ■ Digitale Lehrformate ■ Service Learning

Service Learning

Service Learning verknüpft Lehre und gesellschaftliches Engagement. Die Kurse bestehen deshalb – anders als traditionelle Vorlesungen – aus einem theoretischen und einem praktischen Teil: In Übungen oder Seminaren beschäftigen sich Studierende zunächst mit Theorien und Methoden. In sozialen Projekten, die sie mit gemeinnützigen



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Julia Derkau

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bildungsinnovation



HOW DID WE
DO THIS?



Start with science communication.

(»audience development«)

- be short (also for your own sake)
 - be empathic
 - build connections
 - by serial reporting
 - by addressing values
 - by personification
 - ...
 - choose the right (media) channel
 - don't shy away from fun – but with serious intentions
-



The surficial learnig

„Historic archival wrapper have a similarity to the toilet paper used in the UMA’s Historical Institute.“

is certainly none. But:

- Who would initially care for the science of binding-research?
- Who would ever have heard of the DFG/GRF’s CRS 1288 in Bielefeld?
- Who would have recognized that Lampertheim hosts an archive?

#gruesseausdemlesesaal



Geschichte des Spätmittelalters und der frühen Neuzeit, ...

Mannheim

Gepostet von Hiram Kümper (?) · 21. April um 10:12 · 🌐

FROHE OSTERN mit einem ganz österlichen Motiv. Das eine stammt aus dem schönen Lampertheim – das hat aber sprachhistorisch wohl weder mit Meister Lampe noch mit dem Lamm Gottes zu tun; auch wenn's gut zum Tagesdatum passen würde. Über deren großartige Archivbestände gib'ts dieser Tage noch einen Gruß aus dem Lesesaal; versprochen. Bis dahin nur der Blick auf das wunderschöne Einschlagpapier, mit dem im frühen 19. Jh. viele städtische Akten und auch einige großformatige Urkunden eingeschlagen wurden. Daneben dann ... na, ratet mal! Der Vergleich ist ja, wie ich vom SFB 1288 (Bielefeld) gelernt habe, ein Grundmodus historischen Arbeits.

#gruesseausdemlesesaal









Proceed with empowerment.

(iow. what's in for them?)

- talk a lot
 - be open to the interests, values, and needs of your partners
 - try to learn as much as possible about their tempi, their schedules, ... and possibly their implicitnesses
 - identify your strenghts ... **and show 'em what you got!**
-

Mannheim siebzehneinhalb

SEIT 1463 UNTERSTÜTZT DIE AKTIONEN
VON DR. ZWERNER



Erkunde eigenständig die Quadrate

Oder lass Dich führen...



Wikipedia: Informationen zu
den Mannheimer Quadraten



Wie ist das aktuelle Wetter
in Mannheim?



Anreise zu den Mannheimer
Quadraten über Google Maps



Impressum, Kontakt und
Nutzungsbedingungen







Enter into collaboration.

(listen, talk, create, stay in touch)

- focus on deepening concrete relations
- stay focussed in terms of your project
- reflect why you are doing things
- open your partners sites of display





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**Aus der Geschichte
des Erkefener Landes**



Schriften des Hauptstaates
der Erkefener Lande N. V.

die Reformirte Kirch 8
• Runde auf Aerm in dem obern
Theil der Stadt 109
▷ Dreyeckigte auf Aerm im
untern Theil 393
Summa 900
• Die in alhieriger Stadt
Bronnen



CROWDSOURCING MANNHEIMER STADTGESCHICHTE

Kick-Off am 2. März 2020
im Fuchs-Petrolub-Saal



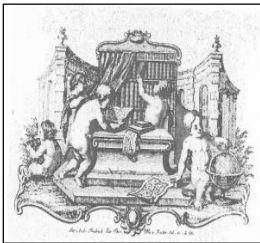
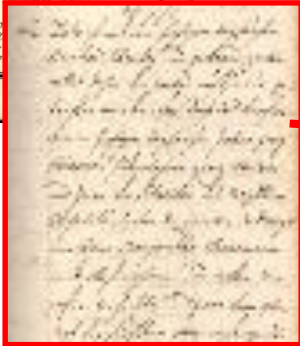
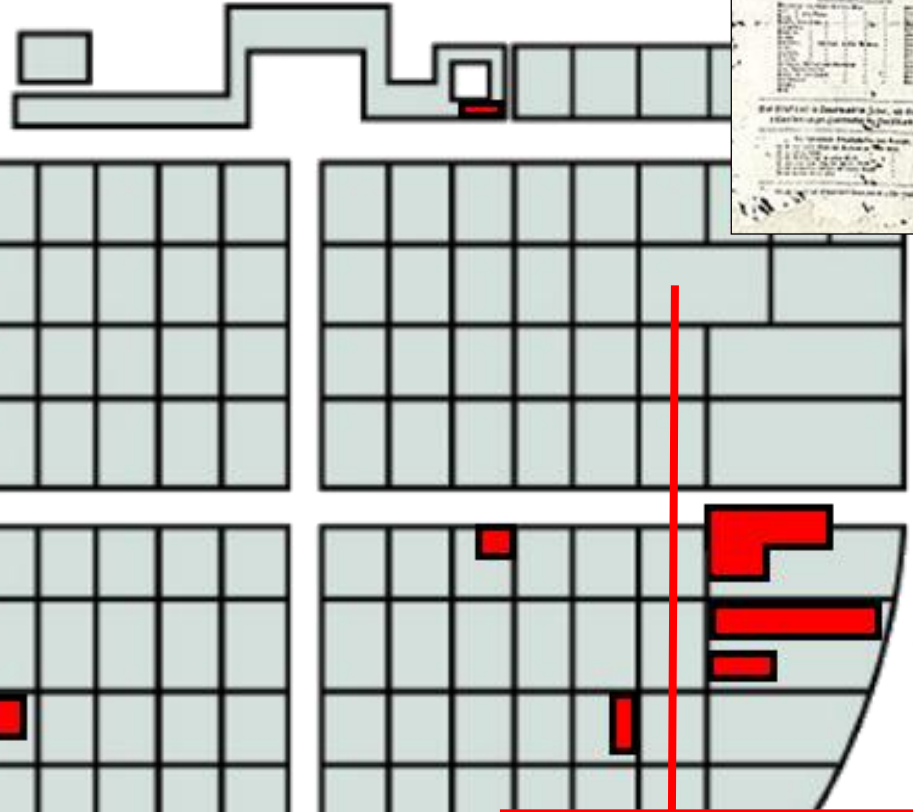
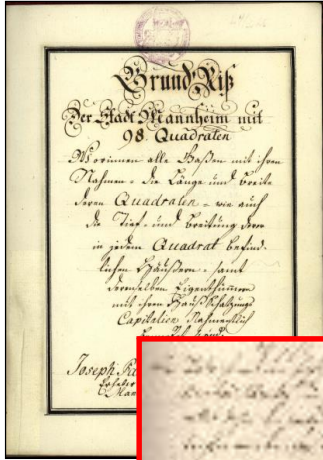
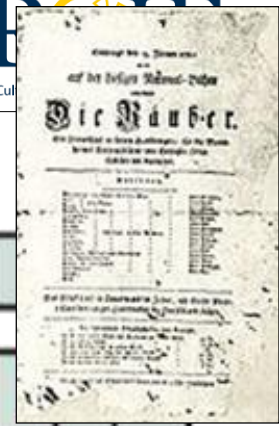


Why should I engage in this project?

**If there is something we all
want, we all should do
something to make it happen!**

(and not just wait for a big institution to do it for us)

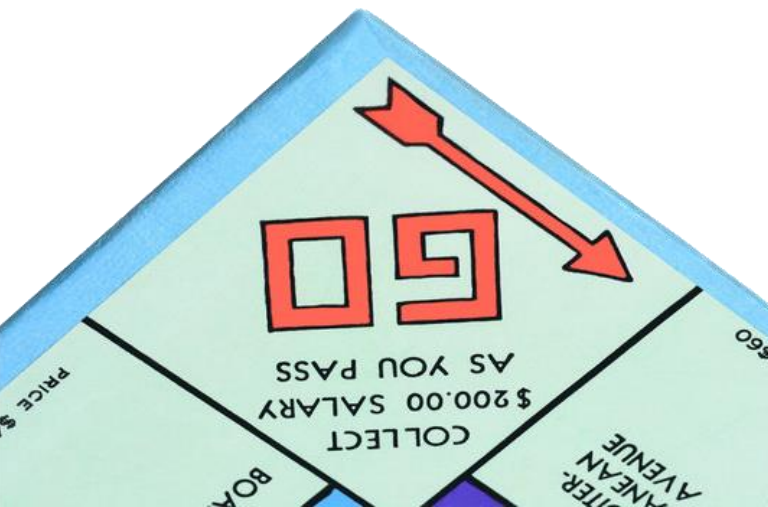
→ everyone is contributing his or her little
piece; it won't work without you





Embrace the outskirts.

(back to square one → science communication)





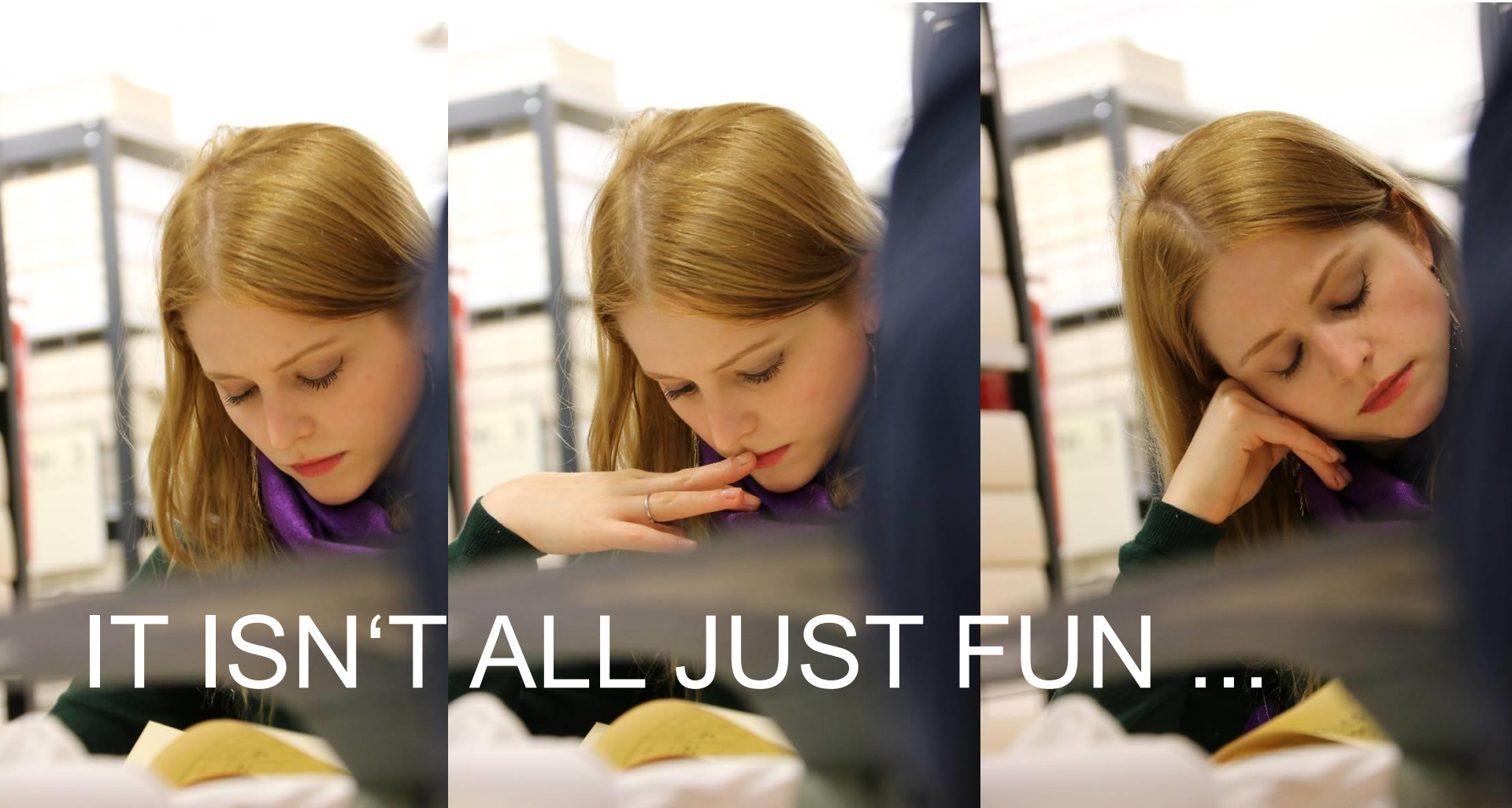
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1. Transfer **takes an awful lot of time.**
2. Transfer **needs stability** and lasting **personal relations.**

hence

3. Transfer **needs structures** to
 - guarantee for the organizational time needed,
 - transplant ideas and networks (beyond individuals),
 - and therefore secure stability;

and also (but actually not so much) to

- initiate ideas,
 - connect people,
 - provide professional sites of display
-