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Imprint of action : the sociocultural impact of public activities in archaeology

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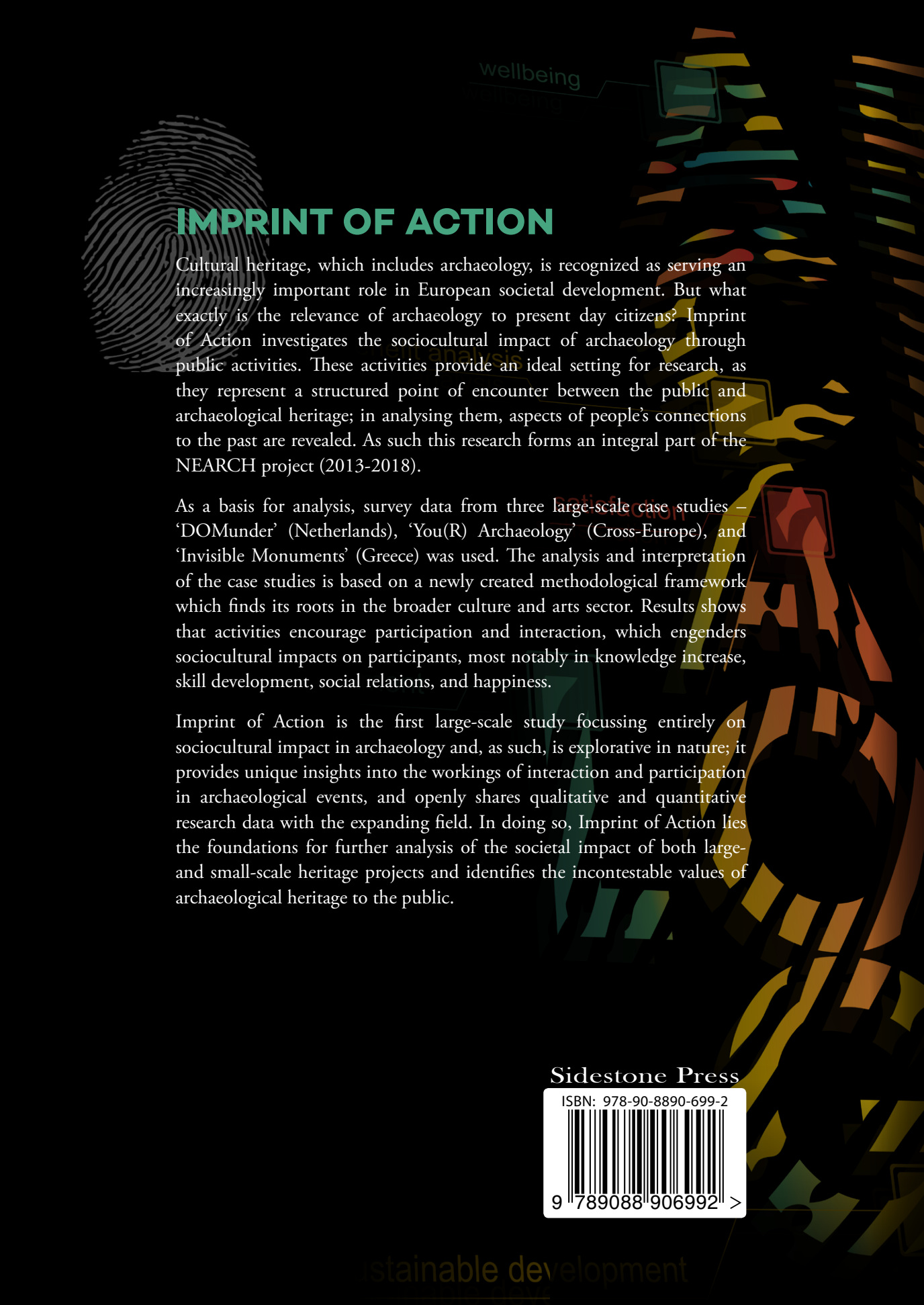
Curriculum Vitae

Krijn Hendrikus Johannes Boom was born in de Bilt on 5 December 1985. He achieved two bachelor degrees (Graphic Design -2006- at the Grafisch Lyceum Utrecht, and Communication Science -2009- at the Hogeschool Utrecht) before he started his archaeological career in 2009 at the Faculty of Archaeology, Leiden University. There, he obtained his BA degree in 2012 with his thesis *Tussen Maas en Rijn: De oudste vuurs-tenen artefacten uit Woerden?*, and his MA degree in 2013 with his thesis *Rebuilding Identities: The difficulties and opportunities of rehabilitation through the reconstruction of cultural heritage in post-war Yugoslavia*.

In 2013, he obtained a four-year PhD position as an independent researcher within the European NEARCH (*New ways of Engaging audiences, Activating societal relations, and Renewing practices in Cultural Heritage*) project. Research and this publication forms one of the main deliverables. Next to his PhD position, Krijn was Track Leader of two other projects within the same project; *a field atelier for community involvement in archaeology and heritage management – Tell Balata*, and *Assessing archaeological relevance and community involvement in UNESCO World Heritage Sites*. In 2015-2016 he was both Project Manager for CommonSites, a start-up company in the Heritage sector, where he was responsible for the management of several small to medium scale projects, and Teaching Assistant for the Massive Online Open Course (MOOC) *Heritage under Threat*, which is available on the Coursera platform. For the latter project, he was responsible for the set-up and management of the MOOC and acted as a liaison between the Department of Archaeological Heritage and Society, the Center for Global Heritage and Development, and the Leiden University Centre for Innovation. In that year, he also became an affiliated researcher at the Centre for Global Heritage and Development, and co-founded the VALUE project – for research and outreach on the past, heritage, and video games, which was later formalized as the VALUE foundation, opening up to other academic sectors.

Some of his key publications reveal his love for videogames and the past; *The Interactive Past: Archaeology, Heritage, and Video Games* (2017), and *Video Games in Archaeology: Enjoyable but Trivial?* (2017). Other publications, such as *Archaeology, Heritage, and Social Value: Public Perspectives on European Archaeology*, and *The image of archaeology, consistencies and deflections through time among the Dutch, concurrencies and deviations across Europe* (2018), are all thanks to his involvement in the NEARCH project.

Since 2017 Krijn obtained a position as Project Manager Blended Learning at the University of Amsterdam, Faculty of Sciences, combining his love for media and science in order to innovate teaching and provide students with a meaningful, yet fun way of learning.



IMPRINT OF ACTION

Cultural heritage, which includes archaeology, is recognized as serving an increasingly important role in European societal development. But what exactly is the relevance of archaeology to present day citizens? Imprint of Action investigates the sociocultural impact of archaeology through public activities. These activities provide an ideal setting for research, as they represent a structured point of encounter between the public and archaeological heritage; in analysing them, aspects of people's connections to the past are revealed. As such this research forms an integral part of the NEARCH project (2013-2018).

As a basis for analysis, survey data from three large-scale case studies – 'DOMunder' (Netherlands), 'You(R) Archaeology' (Cross-Europe), and 'Invisible Monuments' (Greece) was used. The analysis and interpretation of the case studies is based on a newly created methodological framework which finds its roots in the broader culture and arts sector. Results shows that activities encourage participation and interaction, which engenders sociocultural impacts on participants, most notably in knowledge increase, skill development, social relations, and happiness.

Imprint of Action is the first large-scale study focussing entirely on sociocultural impact in archaeology and, as such, is explorative in nature; it provides unique insights into the workings of interaction and participation in archaeological events, and openly shares qualitative and quantitative research data with the expanding field. In doing so, Imprint of Action lies the foundations for further analysis of the societal impact of both large- and small-scale heritage projects and identifies the incontestable values of archaeological heritage to the public.

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