

# META#DAYOFARCH RELOADED

July 31, 2011 Lorna Richardson Community Archaeology, Day of Archaeology, Day of Archaeology 2011 Anthropology, Archaeology, Computing, Facebook, Facebook Inc, Google, Google Inc., Human-computer interaction, Lorna Richardson, Mike Ellis, online archaeological community, online projects, red-head, social media platforms, Twitter, World Wide Web

As you may have gathered, I am one of founders of the Day of Archaeology, and one of the team behind the manic moderation on the day itself.. My Day of Archaeology started at 6.30am, when I began to read and moderate posts. I was still there at 10pm, hovering over the site like a worried mother, fretting about our baby. But what a resounding success.. we made 1000 likes on Facebook in just 18 hours, and I haven't even seen the Google Analytics data yet – we had problems earlier with the server, as the memory was reaching capacity (or something, I'm a bit vague about that sort of thing).. so I think that means thousands of people are looking at this.. But actually getting people to use the site as well as contribute to it is very important to me. What is the use of 'a day in the life' if no one uses the site?

As [Mike Ellis](#) memorably said at a conference I attended in 2009 (and I paraphrase slightly) "saying that your information is available online does not mean it's useful and accessible".. This really affected me at the time, and although I have been involved in various online projects that haven't quite yet grasped this concept fully, I really hope that this website is both accessible, useful, and a demonstration of the future of public, community, participatory archaeology – call it what you will.

The DoA team of 7 people worked as smoothly together as if we had been sprayed with WD40. The 400+ archaeologists that contributed to the site were enthusiastic and fearless. No posts were written that were difficult to understand if you were a member of the public. As a team of 407 we done good.

The important thing is what happens next – OK, so we can do this again next year, and aim for 500 archaeologists from every continent... But the potential of this site as a source for campaigning, education, career guidance, dissertation material and so forth is immense. I want to know what you plan to use it for.. You can always find me on Twitter ([@LornaRichardson](#)), or Google+ (search for Lorna Richardson, I'm the red-head). You can even email me at the Day of Archaeology [email address](#) if 140 characters are not enough... but please get in touch.

## **My Day of Archaeology...**

How meta am I? I think I win any meta competition. My day was not only spent moderating and uploading blogs to the Day of Archaeology site, whilst Tweeting and Facebooking about it (and sending emails and texts), holding hangouts on Google+, Tweeting about holding hangouts on Google+ and Facebooking about Tweeting about holding hangouts on Google+, but I have also kept detailed notes about my experiences of the Day of Archaeology for my PhD research. I am re-using a [Netnographic](#) approach (online ethnography of sorts) to the days participation and discussion on the various social media platforms as far as possible. So your interactions with me and the website have been considered ethnographically (all anonymously of course). And these thoughts and notes are now stuck on virtual Post-Its on my laptop, ready to be written up into a chapter for my research that discusses the creation of an archaeological community online. I think the day clearly demonstrates the existence of an online archaeological community, willing and able to cross social media platforms. It's not just about being found on Twitter, Flickr or Facebook – it's about using all of these technologies to create a supportive and cooperative environment on the Internet where archaeologists can come together to network, share, support and laugh about the wonderful world of archaeology.

We done more than good.

Thank you all from the bottom of my heart for making the first Day of Archaeology amazing. So, July 2012 anyone?