PNC 2016 Annual Conference at the Getty Center in Los Angeles:

Does Data Construct Reality?

The PNC 2016 Annual Conference and Joint Meetings will take place at the Getty Center, Los Angeles from August 16 to 18. The theme of the conference this year is "Does Data Construct Reality?" The conference will explore how people construct meaning from data and our understanding of reality in the digital environment. The three-day gathering will comprise 23 sessions and is expected to attract approximately 150 experts and scholars from 10 countries throughout the Pacific Rim region. The conference will be chaired by Fan-Sen Wang, Vice President of Academia Sinica. Dr. James Cuno, President and CEO of the Getty Trust, will deliver the welcoming remarks in the opening ceremony.

The validity of the interpretation of data has become very important in our daily lives and will be explored in detail by the sub-topics of the conference: digital documentation, data reconstruction and recontextualizing, accessibility, representation, stewardship, and usability.

Five distinguished speakers will deliver keynote speeches at the conference. The first keynote speech, entitled "Data and Construction of Reality" will be delivered by Professor Michael Buckland, Emeritus Professor of School of Information at University of California, Berkeley and Co-Director of the Electronic Cultural Atlas Initiative. In his talk, Professor Buckland will directly address the main theme of the conference and elucidate how people understand digital data through visualization. Professor Buckland has published a series of studies of book usage, book availability and library management games.

The second keynote speaker, Dr. Murtha Baca, leads the Digital Art History Program at the Getty Research Institute. Dr. Baca's talk will focus on the role of search engines, the concepts of the "Deep Web" and the "Visible Web", and the importance of authoritative descriptive metadata and multilingual vocabulary tools. Dr. Baca is the author of numerous publications in the field of descriptive metadata and controlled vocabularies for art, architecture, and material culture. She is also an adjunct faculty member in the Department of Information Studies at the University of California, Los Angeles (UCLA).

The third keynote speaker, Prof. Johanna Drucker, the Bernard and Martin Breslauer Professor of Bibliography in the Department of Information Studies also at UCLA, will share the foundation of an approach to visualization of data that includes an interpretative dimension from work of the 3DH (three-dimensional dynamic data visualization in the humanities) group at the University of Hamburg. Professor Drucker is internationally known for her work in the history of graphic design, typography, experimental poetry, fine art and digital humanities.

The fourth keynote speaker, Dr. Clifford Lynch, the Executive Director of the Coalition for Networked Information (CNI), will discuss opportunities and challenges in knowledge structures and new forms of scholarly communication after the data revolution. Today, challenges remain in stewardship, preservation, the interdisciplinary integration, and sharing and reuse of data over time. Founded in 1990, CNI is a joint initiative of the Association of Research Libraries and EDUCAUSE, concerned with the intelligent use of information technology and network information to advance scholarship and intellectual life.

The fifth keynote speaker, Professor Yi-Ping Hung of the Graduate Institute of Networking and Multimedia, Department of Computer Science and Information Engineering at National Taiwan University and Joint Faculty Research Fellow of Institute of Information Science at Academia Sinica, will share the immersive experience of a virtual tour of the Mogao Caves by using mobile devices and head-mounted displays. This is the result of a joint research project of digital technology conducted by National Taiwan University and Academia Sinica. The Mogao Caves are one of the most famous ancient Buddhist sculptural sites in China.

Among other topics to be explored in this year's 23 conference sessions are: the Getty's recent productions and projects in Linked Open Data, social media, metrics, and open content. Topics in the concurrent session include digital humanities, digital documentation, usability, digital libraries, smart living, and biodiversity. The workshops arranged by the Electronic Cultural Atlas Initiative (ECAI) will highlight areas including, cultural heritage visualization, historical mapping, and maritime Buddhism. In addition, the conference coincides with the exhibition *Cave Temples of Dunhuang* at the Getty Center. The participants will have the extraordinary opportunity to see rare objects found at the famous Mogao caves site, along with three full-scale cave replicas.

The Pacific Neighborhood Consortium (PNC) was founded in 1993 with the support of the University of California, Berkeley's late Chancellor Chang-Lin Tien. In 1997, the administrative operation was transferred to the Academia Sinica in Taiwan. The PNC has become an essential platform for the sharing of information technologies with their applications in humanities among Pacific Rim countries. In the past, the PNC has hosted conferences throughout the Pacific Rim region, including events in San Francisco, Hong Kong, Kyoto, Bangkok, Taipei, Hawaii, and Seoul.

Related Websites:

http://www.PNCLink.org

http://www.pnclink.org/pnc2016/index.html