

Social network in the Museum of Medical University of Gdańsk

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„The Times They Are a-Changin’“

- Originally it was an protest-song that Bob Dylan recorded in 1964 to illustrate an atmosphere of early 60' in America.
- Yet the final verse:

"The order is rapidly fadin’

And the first one now

Will later be last

For the times they are a-changin’“



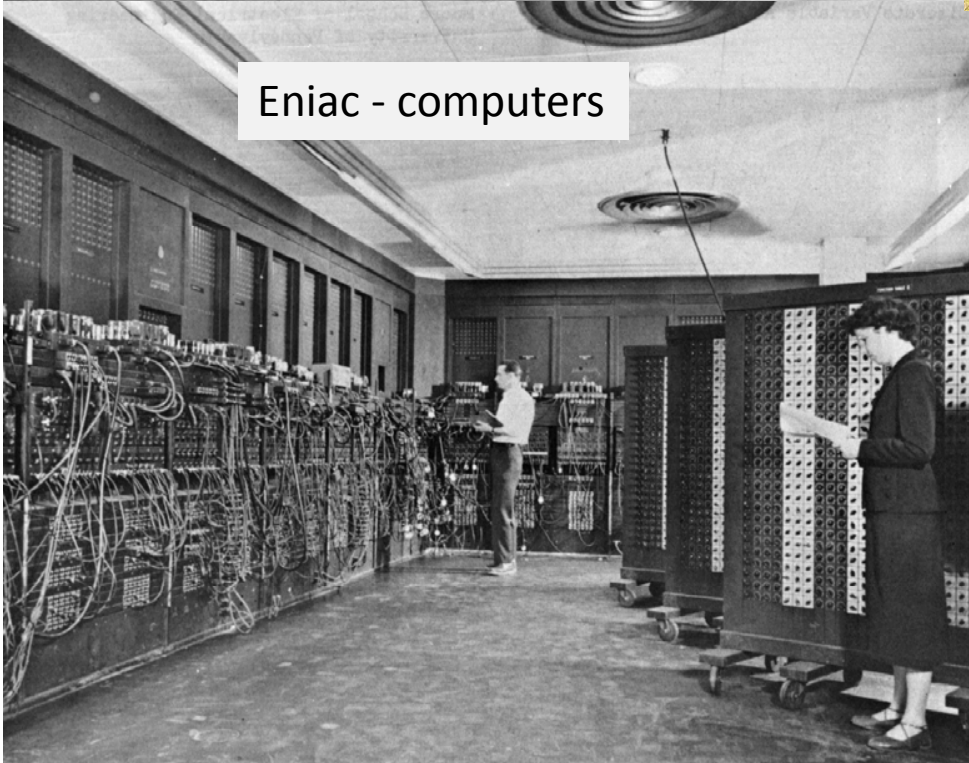
Student riots in 1968



Rock'n'roll



Eniac - computers



Factors responsible for changes in the world

- Repeated economical problems resulting in unemployment,
- Mass media: radio, television and Internet,
- Industrialization,
- Digital revolution,
- War in Cambodia, Vietnam, Yugoslavia ...,
- Terrorism,
- Jazz, rock'n'roll, art.,
- Globalism & antiglobalism,
- And others ...lisms...



The world has changed

- Changing world has forced us to change our thinking, adapt new technologies for our purposes.
- The stillness is death - especially when knowledge obsolete within weeks, days, and soon, hours.
- Our imagination is not always able to predict the direction and extent of our reality.
- In addition, for some time with us virtual reality, without which it becomes increasingly difficult to function in society understood broadly.



Modern University

- Universities have to adapt to functioning in the modern world.
- Necessary changes include university structure, scope and methods of research and, above all, to all aspects of teaching [learning content, teaching methods, etc..]



„Students make this world go round”



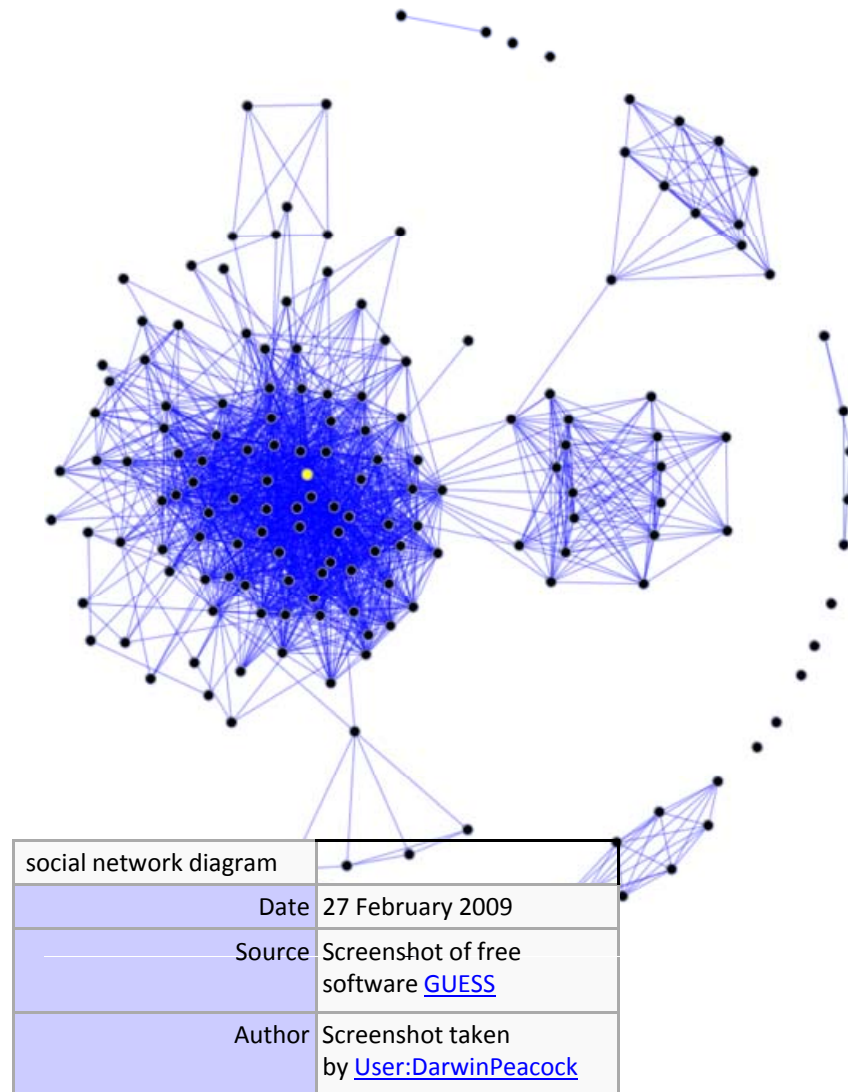
Modern University

- The introduction of computers into everyday use - not only as a research tool but part of daily activities of the general public resulted in an almost complete change of our culture.
- Statement: "if something is not Google - it does not exist" is the most prominent such as dependency on computers and technology.

HP 85 - 1983



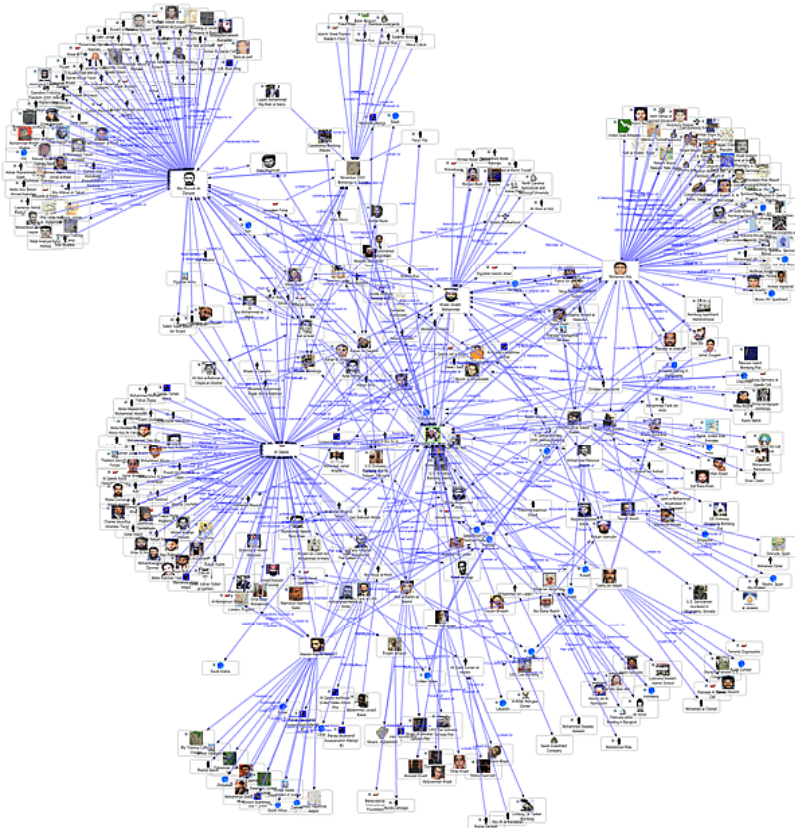
Modern University and Social Network



- The principles of the contemporary university, requires the use of latest information technology to ensure the free access to all resources of the University.
- Extremely important is the possibility of the communication feedback between all involved in the university website



Social Network



- This term was used for the first time in 1954, by J. A. Barnes to *denote patterns of ties, encompassing concepts traditionally used by the public and those used by social scientists: bounded groups (e.g., tribes, families) and social categories (e.g., gender, ethnicity).*



Social Network

- In recent years, "Social Network" has taken on new importance designated by the enormous popularity of social networking among whom, Facebook and Twitter are the most popular.
- David Fincher's film was just added ...



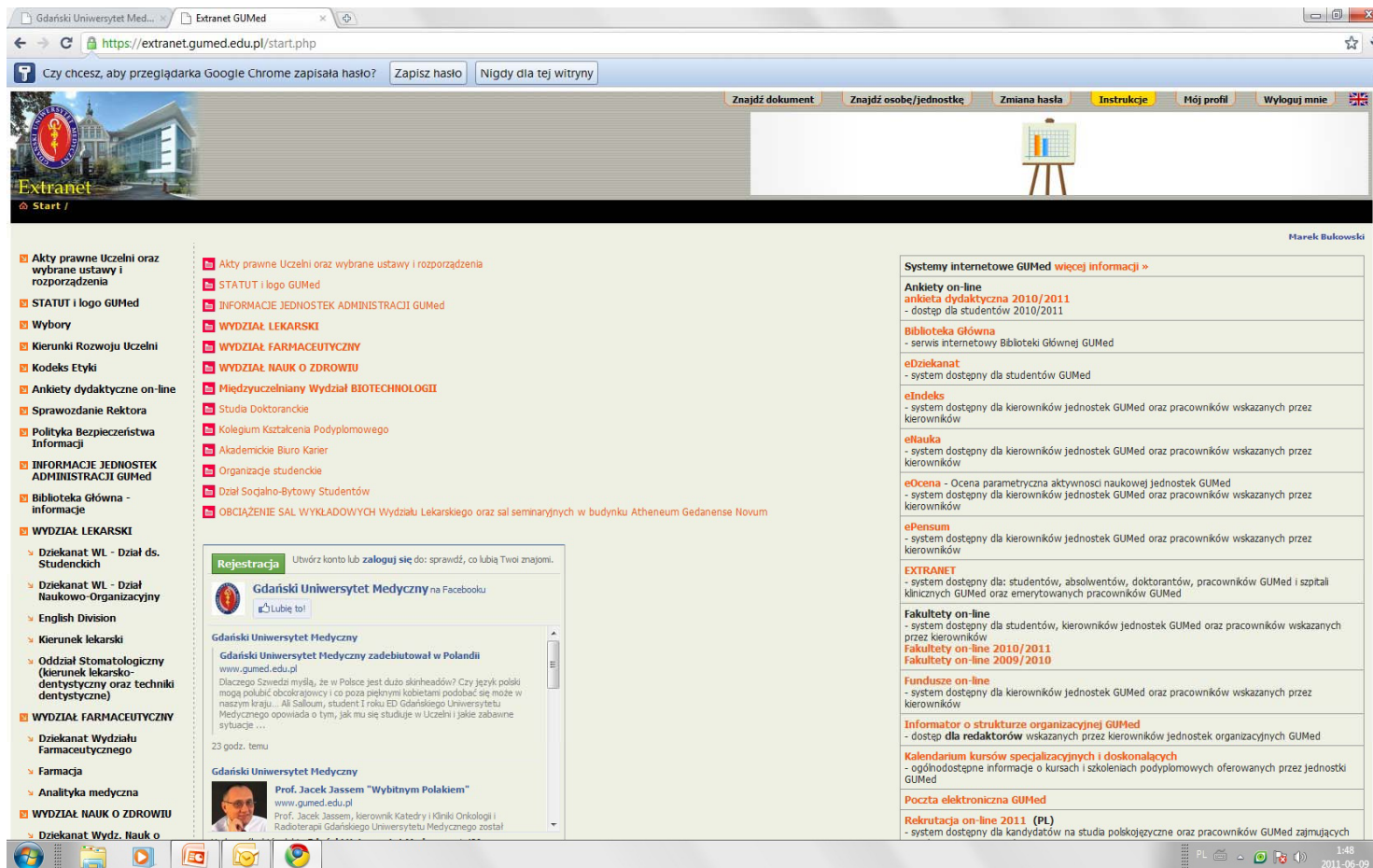
Medical University of Gdask



www.gumed.edu.pl is widely available for those interested in the life of the University



Medical University of Gdańsk



Access to *Extranet* is restricted for students and employees of Medical University of Gdańsk



Medical University of Gdańsk



Medical University of Gdańsk on Facebook - requirement of the present



Tasks of the Museum of Medical University of Gdansk



- Collection:
- old medical books, textbooks and others,
- historical medical, pharmaceutical instruments,
- documents,
- photographs,
- medical congresses materials
- Main fields of interest:
- History of



- Established 2006/
273 m² exhibition
area

- Temporary
exhibitions:

2006 *Medical University
of Gdansk through
the Lens of Prof.
Jack Adams-Ray*

2007 *Fragments of the
whole - new
Medical University
Museum's arrivals*

2008 *Under the Sign of
the Cross*

2008 *Meeting at the
Poster – Gdansk
School of Anatomy
after 1945*



www.amg.gda.pl

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- Collecting of exhibits connected with the University and history of medicine.
- Preparing of the exhibitions.
- Participation in creating the image of the university based on its tradition and heritage.

Unifished poster for Universeum
Kraków 2008



Bulletin of Museum of Medical University of Gdańsk

- The Bulletin is published twice a year, for a friends of Museum and for all person interested in history of medicine, University and Museum.
- It is distributed as attachment to e-mail in PDF format.
- A small amount – about 50 pieces are printed for traditional readers.



Bulletin of Museum of Medical University of Gdańsk - content

- Information about past, present and future exhibition in Museum.
- History of medical equipment, specialization, therapeutic method etc...
- Biography.
- Important events in the history of University.
- Tradition and Heritage.
- Other medical Museums and Collection.
- And...



Museum Homepage



- Virtual Museum tour.
- Access to Museum archives.
- News from the Museum [exhibition, lectures, discussions, etc.].
- Easy source of information about the Museum.

Spring 2007 – at the beggining ...



Benefits of Social Network in Museum



- Unlimited time of "explore" of the Museum.
- Possibility of look outside the Museum - the other site.
- Possibility of easy collaboration between universities / researchers.

Spring 2009



Disadvantages of Social Network in Museum



- Addiction on computer and Internet.
- No direct contact with the individual exhibits.
- Inability to feel emotions accompanying tour the Museum.

June 2009



Remarks



European Academic Heritage Day 2010

- Only location creates the *genius loci*.
- Students claim the need of discussion on medicine.
- The same about older people for whom Museum is important because of opportunity to talk.



Thing to remember



November 2010

- It is very easy to lose yourself totally in pursuit of for innovations.
- Social Network should be tool not a target.
- You can not imagine a modern museum without being able to comfortably explore their virtual form.



Something like conclusion



November 2010

- We are still looking for the best solutions for the Museum → check new ideas → one is a hundred percent certain, → people with vision and ready to work and cooperation are essential to ..

