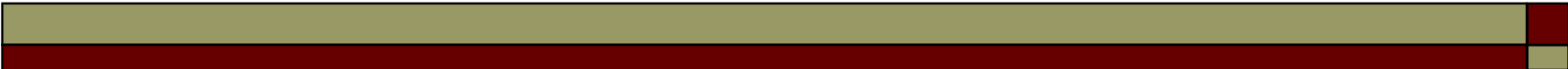


Heritage methodologies

What to do how?

HPHE7002 Unravelling Heritage
Session 3

Dr Katharina Zinn (Associate Professor in Egyptian
Archaeology and Heritage)
University of Wales Trinity Saint David



Methodology - Method

- ❑ methodology is the study of research methods forming a system used in a particular area of study or activity
- ❑ can also refer to methods themselves
 - method as structured procedure towards a certain goal (new knowledge, verify assumption)
 - study of methods needs detailed description, comparing + analysis of processes
- ❑ Achieved in various steps (samples, data collection, interpretation)
- ❑ research methodology discusses and explains the data collection and analysis methods used.
 - what and how something is done
 - allows evaluation of reliability and validity of research

Heritage as interdisciplinary field

- ❑ Anthropology
- ❑ Archaeology
- ❑ Museum Studies
- ❑ Architecture
- ❑ History
- ❑ Archival Studies
- ❑ Library Studies
- ❑ Art History
- ❑ Sociology
- ❑ Psychology
- ❑ ...



- ❑ Different methodologies!

NEED for methodologies

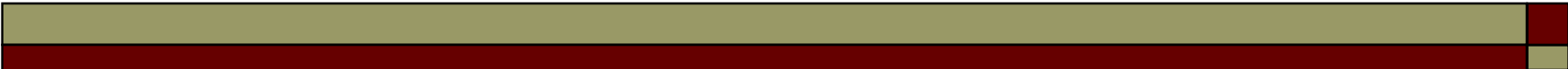
- ❑ Heritage developed as in-between subject driven by academic institutions, governments and ‘in the field’
- ❑ methods borrowed from many disciplines, imported with assumed relevance instead of critical assessment → Same in every emerging field – needs specialized research aim before developing purposeful methods
- ❑ Critical awareness of methods first within market research with regard to heritage (attitudes among public)
- ❑ recently: investigations aimed at understanding qualities of heritage

Heritage as field of significant societal importance

- ❑ heritage in its many forms is an influential force in society
- ❑ Expressed in
 - strong links between identity formation and heritage
 - changing importance of tangible as well as intangible heritage
 - increased links between heritage and the leisure society

Heritage as investigation of pasts as important in present

- different types of past
 - a monumental, national or global
 - more personalised, family/ social group related and genealogical
- Assumption: one not more valuable than another
→ different overlapping interpretations
- Global dimensions
 - Questions of ownership, changing ethics, development ideas, sustainability
 - Different identities connected with tangible heritage



Heritage as combined interdisciplinary research methods

- ❑ Borrowed from each of these influencing disciplines (merged together)
- ❑ Little methodological reflection (came late)
- ❑ BUT also need to develop methodological approaches to meet the distinct needs of the discipline as relatively new field of significant societal importance (heritage as cultural resource)
- ❑ methodologies used influence aims, direction of research, shape understanding of heritage
- ❑ methodological tool kit available needs to be seeks to be critically reflected on, developed and expanded
- ❑ investigate practices

Investigative practices

□ Textual



MERTHYR and Art Gallery. OF EXHIBITS.					Conditions	Insura £
Date	Cost if any £ s. d.					
Aug. 1928	unfit for exhibition as badly deteriorated. Burned by order of Committee. June 1947.					h. S. Taylor.

Investigative practices

- Textual
- Oral

□ Example:

□ American University in Cairo:

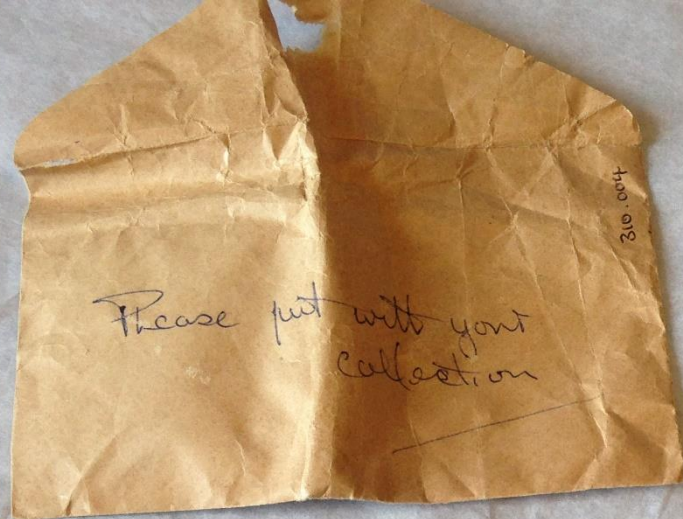
- Documenting Egypt's History and Heritage
- University on the Square: Documenting Egypt's 21st Century Revolution



Investigative practices

- Textual
- Oral
- Material





Ancient Egyptian
Necklace
of cylindrical Beads
No. 900
Excavated at Gurob by
Prof. Hinders Petrie
From a quantity of beads
taken from each of a
series of

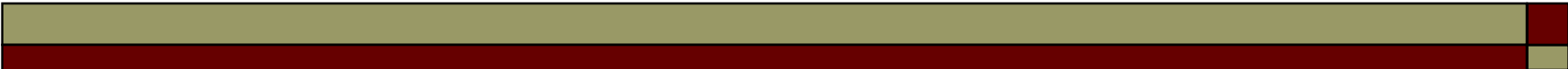


Ancient Egyptian
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Investigative practices

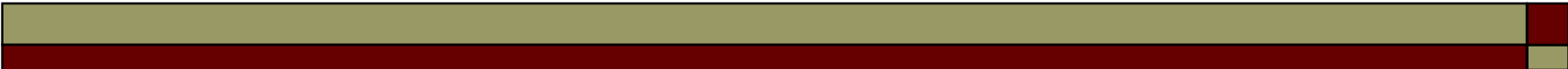
- Textual
- Oral
- Material
- Performative





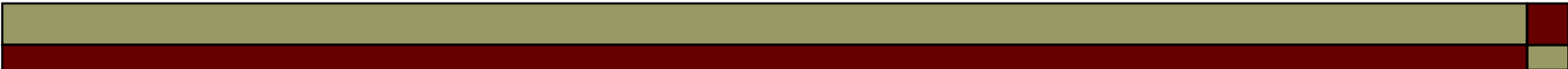
Investigating texts

- ❑ historical dimension of heritage – highlights past production of knowledge AND context of changing meanings
- ❑ Written records and textual documents encapsulate creation of knowledge in past within specific values of that time
- ❑ text as historical resource – presented today often as archival document (primary historical source, direct record)



Investigating people (and attitudes)

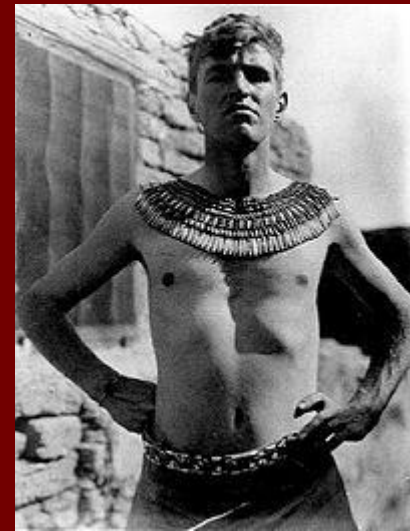
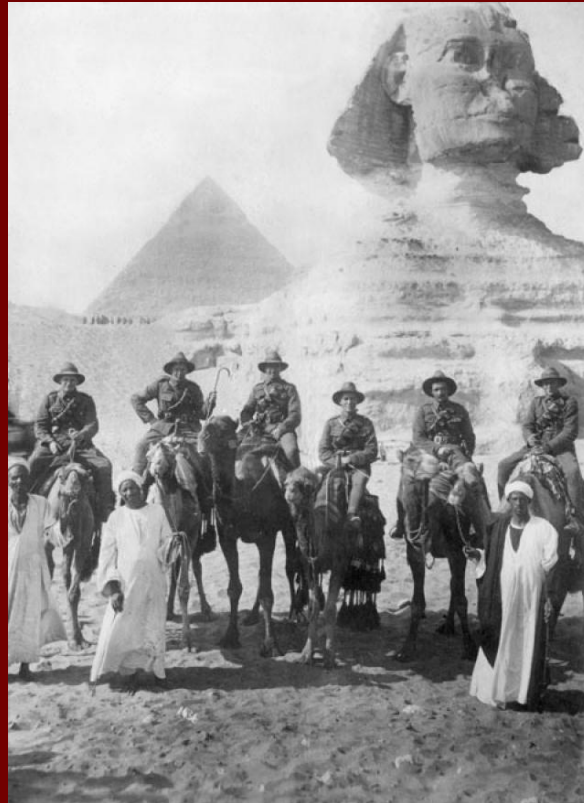
- ❑ Most exposure in heritage studies
- ❑ Seminal works – Merriman 1991 on questionnaires, Jones 2004 on observation
- ❑ Very close to anthropological methodology, needs further “translation “ into heritage study regarding
 - people’s attitudes towards,
 - recognition of and expressions about heritage in its different forms are
 - considered



“People methods”

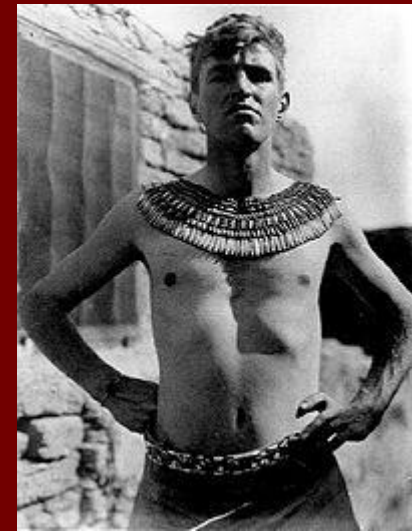
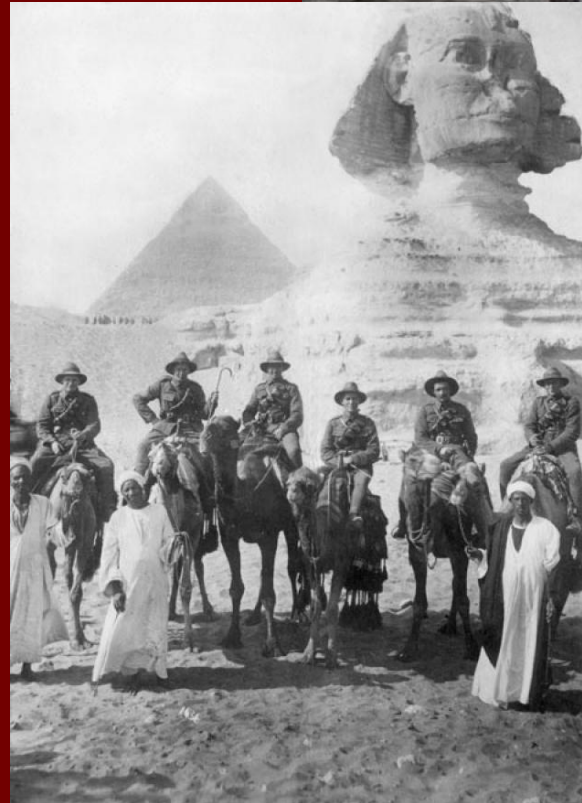
- ❑ Heritage ethnographies – heritage tourism, tracing (shifting, different) identity, indigenous crafts
- ❑ Interview / observation
- ❑ Ethical aspects of working with people and heritage (including heritage crime, looting, illegal trade)
- ❑ Say goodbye to colonial attitudes

Colonial attitudes



Colonial attitudes

■ Need to decolonizing heritage!!!!

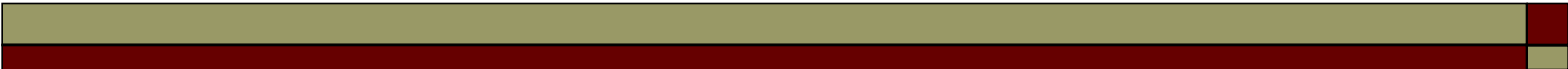


Investigating things – objects of heritage

- ❑ methods for looking at things, monuments, landscapes
- ❑ Frameworks to track things come from
 - Thompson's Rubbish Theory (1979): objects undergo cycle of value-devaluation and revaluation
 - Appadurai's (1986) 'social life of things' – biography of objects
- ❑ applied to heritage by Carman (1996) – categories of objects

Performance as investigation of the past and its modern interpretation

- ❑ Heritage performance = ‘the use of theatre and theatrical techniques as a means of mediating knowledge and understanding’ (Jackson and Rees-Leahy, 2005: 304)
- ❑ Often applied in museum studies / museum education, but also fairs (Medieval Days), historical enactments, large-scale heritage events, Christmas markets at historic houses
- ❑ includes first / third person live (costumed) interpretation, gallery performance, scripted monologues
 - Often with educational intent
 - facilitate engagement between sites, visitors and the various heritages

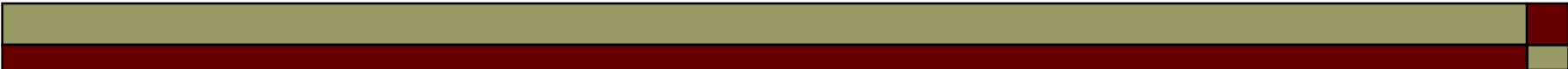


Performativity at heritage sites

- how sites + their experiences are "performed" through live interpretations, reenactments, act of visiting
- → shapes visitor's understanding + connection to site in particular and past in general
- beyond static exhibitions: performance makes heritage more dynamic, engaging, emotionally resonant
- transforming visitors from passive observers into active participants
- Also: "performative turn" in conservation, where conservation practices are viewed as ongoing, dynamic performances of values rather than simply maintaining a fixed object.

Key aspects of performativity at heritage sites

1. Live interpretation / reenactment: costumed guides, scripted monologues, historical reenactments, theatre, storytelling
2. Transforming the visitor role into active participant → directly involved in space/object + story – "spect-actor".
3. Making intangible heritage tangible and vice versa: brings to life rituals, social practices, emotions
4. The performance of authenticity: what does "authentic" means – the sense of real vs. real – blending historical fidelity + creative adaptation
5. performative visiting: "cognitive mapping" as active construction of meaning based on personal / emotional relationship with the past
6. Performativity in conservation: not just about preserving physical object but also processes that perform values, questions of sustainability, social justice



Performance and performativity

- performance and performativity are key social practices at heritage sites
- relationship between visitors and the sites is based as much on emotion and imagination as it is on cognition
- emotional and imaginary relationship is engendered by the physicality of the process of consumption