

A Study on the Online Service Strategy for Kimchi Culture Archive

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1. Introduction

Kimchi, a representative dish of Korea, features its taste and health benefits. Researchers have studied hard kimchi for expending world-wide. In particular, while, in 2013, the kimjang culture which is a series of process to produce kimchi was listed as the UNESCO Intangible Cultural Heritage, there is an increasing demand for information about the kimchi culture. Accordingly, there is a need for providing the archive service for cultural resource record produced with a focus on kimchi. However, there is no institution to provide the service for the cultural resource record in relation to kimchi. Therefore, this study aims to enable the Kimchi Culture Archive to accept the request to preserve and provide the records in the past. This is implemented by analyzing well-established cases with sustainable to establish online service and then to provide customized contents.

2. Study design

2.1. Method of study

In this study, overseas and Korea's cases are first selected to analyze the archive service from the perspective of users who visit the websites. In the process of this study, the homepage category is analyzed, which provides online archive service, to compare them in terms of provided contents classification and service.

2.2. Objects and collection of data

As the first overseas case, the UNESCO is analyzed, which preserves world natural heritages and cultural heritages with universal values for mankind to provide them as an archive of records produced in the preservation process. The second case analysis is made of the official archive portal PARES of the Spanish Ministry of Culture which has 46 UNESCO Cultural Heritages as a single nation. For Korea's case, an analysis is made of the online archive of the National Archives of Korea which is a central authority for Korea's record management. Each site has been frequently visited for approximately one month from April 1 to May 6, 2014. There was no change found in terms of service contents or homepage layout, during the period of homepage analysis.

3. Result of analysis and study

The UNESCO Archive compiles and provides organization histories, preserves and allows all visitors to access all official letters, documents, books, multimedia and e-records. The PARES is an online archive developed by the Spanish Ministry of Culture, and allows visitors to download all posted original data for free. The National Archives of Korea (NAK) owns records produced by and transferred from public institutions, collected overseas records, records collected or donated by private owners, and records of publications by the Korean government. The NAK allows visitors to view the open records it has through online application. The categories of each homepage are illustrated in Table 1, and Table 2 illustrates the contents services composed of each record information type.

[Table 1] Analysis of online service category

Institution	Category	Sub-category
UNESCO Archives	What, how, where	Holdings/Research strategies/Visiting the Archives
	History project	UNESCO past to present/Scientific committee/Conferences/Oral archives/Research on UNESCO
	About us	Mission/Contacts
PARES	Presentation	Introduction/related news
	Simple Search	Keyword search
	Advanced Search	Keyword search + directory search (for each archive/classification symbol /related term (thesaurus))
	Dynamic Inventory	New update data/data classified by means of document classification
	Monographs	Provides database access for each subject.
National Archives of Korea	Resources	Provides database access for each archive.
	Search	Provides data search in possession/search for each data producer /search for each technology tier/search for each subject/related terms (thesaurus) search.
	What is record management?	Guide to record management/law/standard/e-record management/status of records in possession/records owned by private owners/records from other countries/institutions involved in record management.
	Record info	Each contents type/each user group/presidential exhibition hall/contents of exhibits.

	contents	
	Open info-participation	Info publication/visit, exhibition/application to get copies/people's grievance report/free legal consultation/customer satisfaction/questionnaire survey.
	News	Public notice/media report data/e-magazine/recently collected record/ Employment news /published data/record-related news.
	Guide to NAK	Introduction to NAK/footprint/associate institution/map/PR video.

[Table 2] Contents service for each record information type shown in 3 institution

Service category	Description
Search support service	Simple keyword search/detailed search through condition setup/browsing with lists/ Directory search /thesaurus search/provides original text on and offline.
Contents service	Record contents that deal with specific subject/record contents about the ages and living/ record contents for students and teachers/online record exhibition/contents built and provided as a database.

Although the online archives of the aforementioned 3 institutions are slightly different in terms of category composition, tier setup and sub-category items, their common point is that they provide their introduction page for describing their identity, essential search support service and the original text of searched data. However, the method of providing the search support service of each institution is different. Because it has a lot of multimedia data, the UNESCO enables natural word search for them, but does not enable keyword search for the documentary data and verbal record data. On the contrary, the NAK enables keyword search of documentary record, and does not enable multimedia data search. This is because keyword search is useful, provided that the data owned by each institution is more than a given volume. Another common point is that they own data related to collections for the contents subject to use them for the service. They make the collections for each subject, not by typical source-based record layout, for each collection composed of diversified contents. This is intended to enable users to be accustomed to using the records.

4. Conclusion

For setting up the online service of the Kimchi Culture Archive, first, establish an archive vision and then develop strategic objectives for its implementation to notify users of the identity of the kimchi culture archive. Second, it is necessary to implement search in detail through condition setup as well as simple keyword search for the search support service of the data in possession. Third, it is expected that users with diverse backgrounds including the natural science and the humanities would visit the Kimchi Culture Archive. Therefore, develop a thesaurus of related terms to support comprehensive search of relations between synonyms, hyponyms, and related terms to enhance search reproductive and accuracy. Fourth, use browsing by means of record lists to display a lot of related data. This will maximize exposure of users to various resources, who want to know the kimchi culture, and expand knowledge about the kimchi culture.

For providing customized contents, first, classify and provide record contents about specific subject from record contents about the ages and living. Second, analyze users to subdivide data for students, teachers, the public, and researchers and thus to provide contents service adapted to their level of needs. In addition, lay the focus of spreading the kimchi culture on industrialization to add people involved in the kimchi industry to the user category. Third, because the contents provided as such are provided on line on 24/7 basis, special exhibition reproduced on line in the supplementary contents can be conceived. Fourth, the data about provided contents should be provided to allow original documents or related context information to be downloaded or copied in a database format. To this end, a service policy should be established. This is for establishing solutions for privacy protection, security and fees that may occur in providing the information service, and for providing a user guide to staff in change of record information service. It is expected that the kimchi culture archive can be a path to connect the past with the present and the future in addition to providing the knowledge about the kimchi culture to users if the aforementioned matters are employed and the kimchi culture archive is provided.

5. References

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