



V-MUST DEVELOPMENT CAMP: CALL FOR MOBILITY (C4)

Cultural Informatics Research Group, University of Brighton (UK)

Title: Virtual Museum: economic impact assessment and business modeling

1. Name of the hosting institution	Cultural Informatics Research Group, University of Brighton
2. Brief description of the unit hosting the internship	The Cultural Informatics Research Group based at the University of Brighton undertakes research across a spectrum of interdisciplinary areas to support the development and use of digital collections. Research focuses on technical areas, including 3D virtual environments, archives and collections management systems, web and museum based interactive applications and language technologies; and non-technical areas, including testing, economic and social impact evaluation in support of the development of the cultural heritage sector and its opportunities in tourism, entertainment and education.
3. Max number of internships/year	2
4. Areas of host institution's expertise for internship proposals	Impact and sustainability of virtual museums and the exploitation of digital assets.
5. Project description <i>Brief description of any specific programme of work that the host wishes the intern to carry out (optional)</i>	Projects will be dependent on the experience and background of the interns, but could involve economic impact assessment, or business modeling.
6. Benefit to host <i>Areas in which the host wishes to develop expertise through collaboration with an intern (optional)</i>	Provides an opportunity to test impact models developed by the project. Provide more case studies for the project. Areas to be developed: cultural economics, sustainability, impact.
7. Internship profile <i>Please indicate the "essential" and "preferred" skills and/or qualifications that applicants should have</i>	Some combination of the following skills would be desirable: <ul style="list-style-type: none">• Heritage and/or business background• Understanding of virtual environments
8. Preferred period <i>Please give the earliest possible start date, and the latest possible end date for hosting interns</i>	From May 2012
9. Min/max duration (usually between 12 and 24 weeks)	12 - 52 weeks
10. Accommodation support (where applicable)	None.
11. Facilities and Supervision <i>Please describe the workspace, equipment, training, supervision hours per week etc. that the host will</i>	Access to facilities including provision of serviced working space within the group and support with potential access to contacts and travel funds.

<i>provide</i>	
12. Contact Details of Supervisor.	
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