



NATIONAL CHENCHI UNIVERSITY

Research Center for Chinese Cultural Metaverse in Taiwan





ABOUT US

Our center is built upon the research results of the **"Research Center for Chinese Cultural Subjectivity in Taiwan"** – a Featured Area Research Center in the first phase (2018-2022) of the Higher Education SPROUT Project **sponsored by the Taiwanese Ministry of Education**. Using this as basis for further development, our center will further deepen and explore new ideas in the research of aspects and patterns of Chinese cultures in the forward-looking **"Research Center for Chinese Cultural Metaverse in Taiwan"**.

We **aim to develop an innovative and effective digital humanities research of Chinese cultures and to couple it with cultural dissemination** in order to increase the global influence of Chinese cultures innovated by Taiwan's society.

Chinese Culture

We focus on the behaviors, experiences, and perspectives of **"common people"**. We explore the developing integration of diverse ethnic groups simultaneously governed by continued cultural inheritance and localization of cultural roots under the subjects of ***ethnic diversity*** and ***cultural contexts*** in Taiwan, as well as the localization experienced by Chinese groups who migrated to different parts of the world.

We are interested in aspects of **"new Chinese cultures"** that have emerged through interaction, exchange, and competition within the frameworks of **interactivity**, **cross-regionality**, and **transformation**.

Core Features



We will **convert these aspects of Chinese culture into digital narratives and digitally curate them on the "Chinese Cultural Metaverse Ecosystem"** platform we are developing. Through **digital governance norms** and the driving force of **digital economy**, a cycle of positive reinforcement will be developed between metaverse digital curation and visitor interactions. Through this continued improvement it will become the primary cyber-physical integrated metaverse ecosystem for Chinese cultural studies worldwide. Based on this, **innovative Chinese culture digital humanities research and cultural dissemination models** can be developed that may break through the bottleneck of traditional humanities disciplines and deepen the influence of Chinese cultures around the globe.

Chinese Cultural Metaverse

Core Features

Development Goals

Developing innovative digital humanities research methods for investigating Chinese Culture issues

Bringing the research field of Chinese culture studies into a new area of virtual and real world integration, and developing innovative digital humanities research methods through interpersonal interaction within the Chinese cultural metaverse ecosystem.



Developing a Chinese cultural metaverse ecosystem to support digital humanities research

Developing a Chinese cultural metaverse ecosystem with digital governance and virtual digital economy based on blockchain technology that stimulates creation of digital curation, cultural dissemination, and research discourse.

Breaking through the boundaries of Chinese cultural dissemination and connecting with the international community

Bringing academic research of Chinese culture to domestic and international audiences through the combination of physical and virtual means offered by the Chinese cultural metaverse ecosystem and innovating Chinese cultural dissemination models.

Organizational Structure

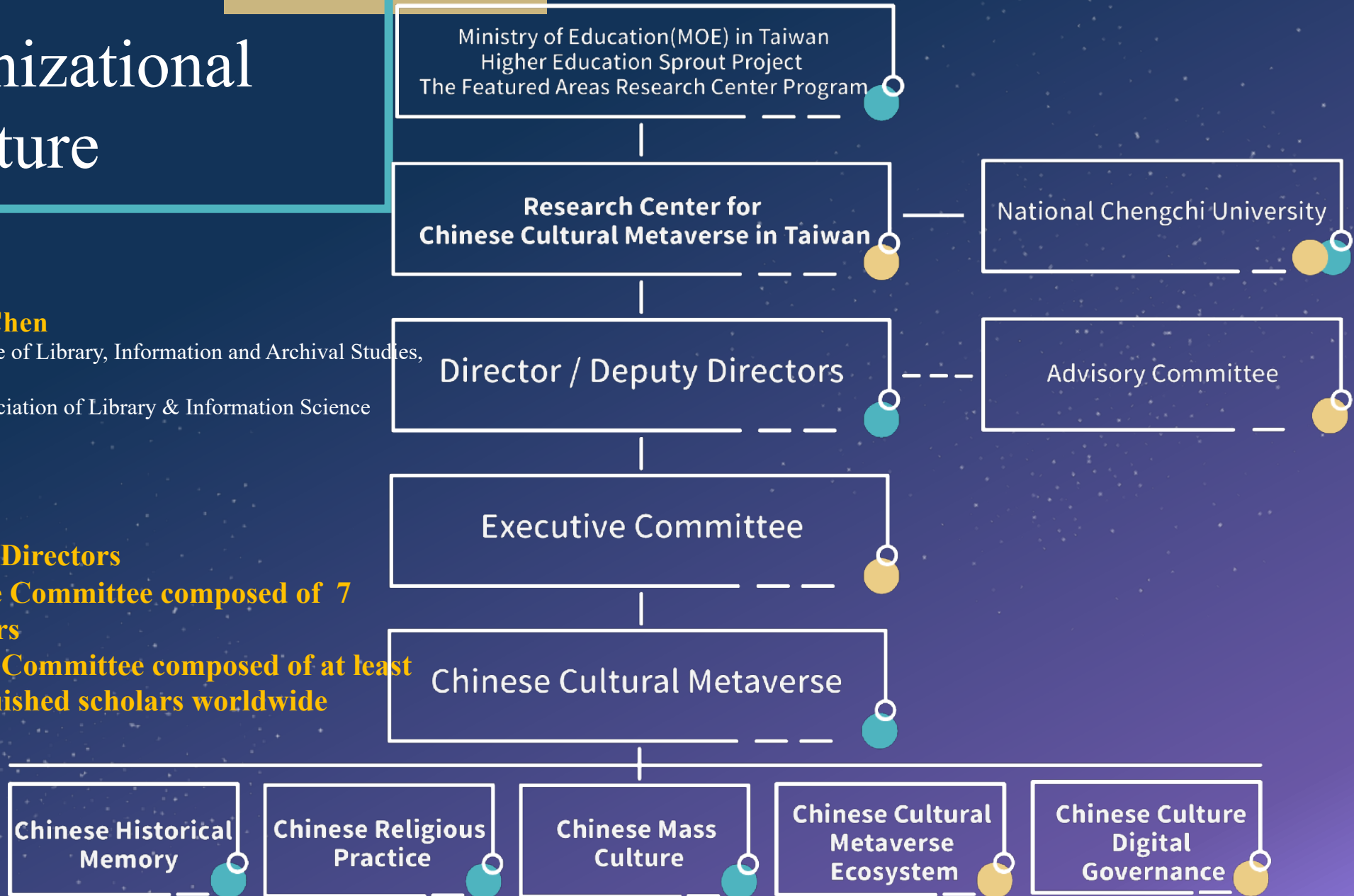
Director

Prof. Chih-Ming Chen

Prof. of Graduate Institute of Library, Information and Archival Studies,
NCCU

Director of Chinese Association of Library & Information Science
Education

- 4 Deputy Directors
- Executive Committee composed of 7 researchers
- Advisory Committee composed of at least 3 distinguished scholars worldwide



The center consists of five major research groups with a total of 31 researchers

23 Researchers from 11 departments across 5 colleges at NCCU

College of Liberal Arts, School of Information, College of Communication, College of Social Sciences, College of Commerce

Expertise in History, Humanities, Religion, Digital Content, Communication, Information Technology, Blockchain, Digital Governance, Intellectual Property, and Technology Law

3 researchers from 3 departments at other institutions in Taiwan

5 researchers from 5 departments at universities in Hong Kong, the United States, the United Kingdom, and Australia

Research Fellows

Collaborations



數位人文研究中心

University-Level
Research Centers in
NCCU



National & International Institutions



Research Focus

Two main research orientations
Five research groups

Chinese Culture

Chinese Historical Memory

Chinese Religious Practice

Chinese Mass Culture

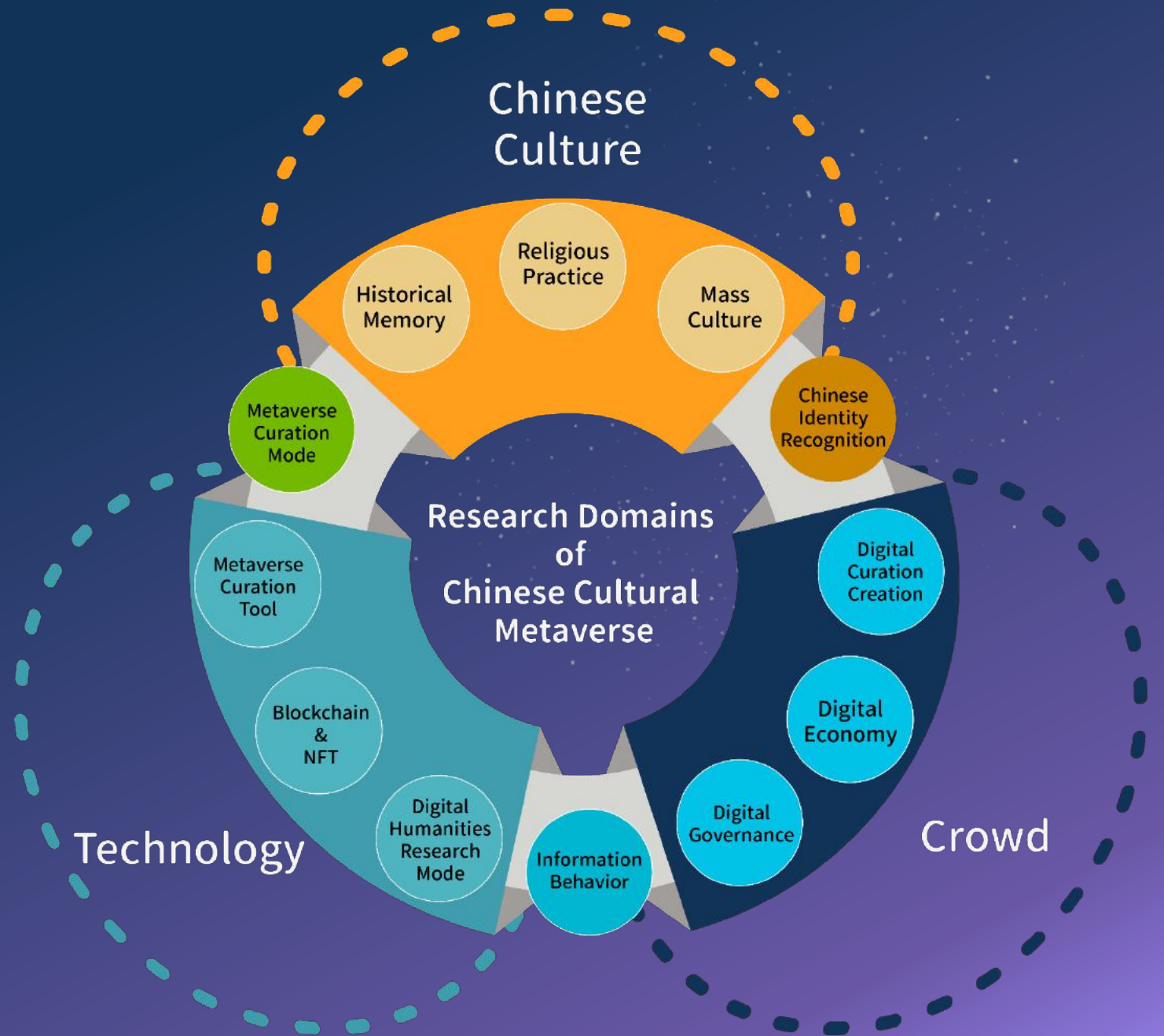
Chinese Cultural Metaverse Ecosystem

Chinese Culture Digital Governance

Chinese Cultural Metaverse

Research Focus

Three research components
Twelve research domains



Projects

Cyber-Physical Mixed Reality Guided Tour System for the Fong Ho Special Exhibition



The Legacy of Performance of Taiwanese Gezixi in Singapore in the 1960s