



Grant Agreement 270939

ENUMERATE

Website and Social Media

Deliverable number	<i>D1.4</i>
Dissemination level	<i>Public</i>
Delivery date	<i>August 2011 [Revised April 2012]</i>
Status	<i>Final [Revised after review]</i>
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This project is funded under the
ICT Policy Support Programme part of the
Competitiveness and Innovation Framework Programme.

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1 Introduction

This deliverable (D1.5) has a ‘Public’ (PU) audience. The website is implemented in the open source TYPO3 content management system. The content of the website has two sources:

- All general information including those on methodology will be on one server, hosted and administered by SPK in Germany;
- Statistics will be hosted and administered by Digibis in Spain.

Both parts have the same “look and feel”, and so will be indistinguishable to the users of the website.

What is presented here is a basic concept for the structure of the website and social media presence. Many parts of it, but not all, have been implemented at the time of authoring this report. As soon as content is available the website navigation will be changed to make it visible.

The website is available at:

<http://www.enumerate.eu>.

2 Website

2.1 Design

The design of the website follows the general identity guidelines for the project (see deliverable D1.3). Especially the idea that the appearance of ENUMERATE should resemble, but not too closely, that of NUMERIC was taken into consideration. The website uses basically the same colours as the NUMERIC website did.

The CSS definition, partly mentioned in D1.3, for the website is:

- `body {margin:0px;padding:0px;background-color:#ffffff;}`
i.e. The background should be white and there should be principally no border
- `p {font-family:Verdana,Arial,Helvetica;font-size:9pt;line-height:18px;}`
i.e. A regular paragraph is in Verdana or Arial with font-size 9pt and line-height double the font-size
- `p.headline {font-weight:bold;}`
i.e. A headline should be in bold letters
- `a {text-decoration:none;font-family:Verdana,Arial,Helvetica;font-size:9pt;line-height:18px;}`
i.e. A regular link should be without text-decorations like colours for visited links or underlining. Letter-size and spacing like regular paragraphs.
- `a.menu_entry_level1 {font-weight:bold;}`
i.e. An entry in the navigation section at level 1 should be bold
- `a.menu_entry_level2 {font-weight:normal;}`
i.e. An entry in the navigation section at level 2 should not be bold
- `a.topmenu_entry {color:#ffffff;}`
i.e. Entries in the top-line-menu should be in white
- `td {margin:0px;padding:0px;}`
i.e. Table cells generally without margins etc.
- `td.headline_top {width:100%;text-align:left;background-color:#ffffff;height:72px;}`
i.e. Table cells in the top section with text aligned to the left side. And with a fixed height of 72 pixel.
- `td.headline_nav {width:100%;text-align:left;background-color:#155795;height:28px;padding-right:5px;padding-left:5px;text-align:right;}`
i.e. Table cells in the headline-navigation section should be 28 pixel high ...
- `td.navigation {width:300px;padding-left:5px;padding-right:5px;background-color:#eeeeee;vertical-align:top;color:#000000;}`
i.e. Table cells in the general navigation menu should have a fixed width of 300 pixel and they should have a light grey as a background colour with text written in black

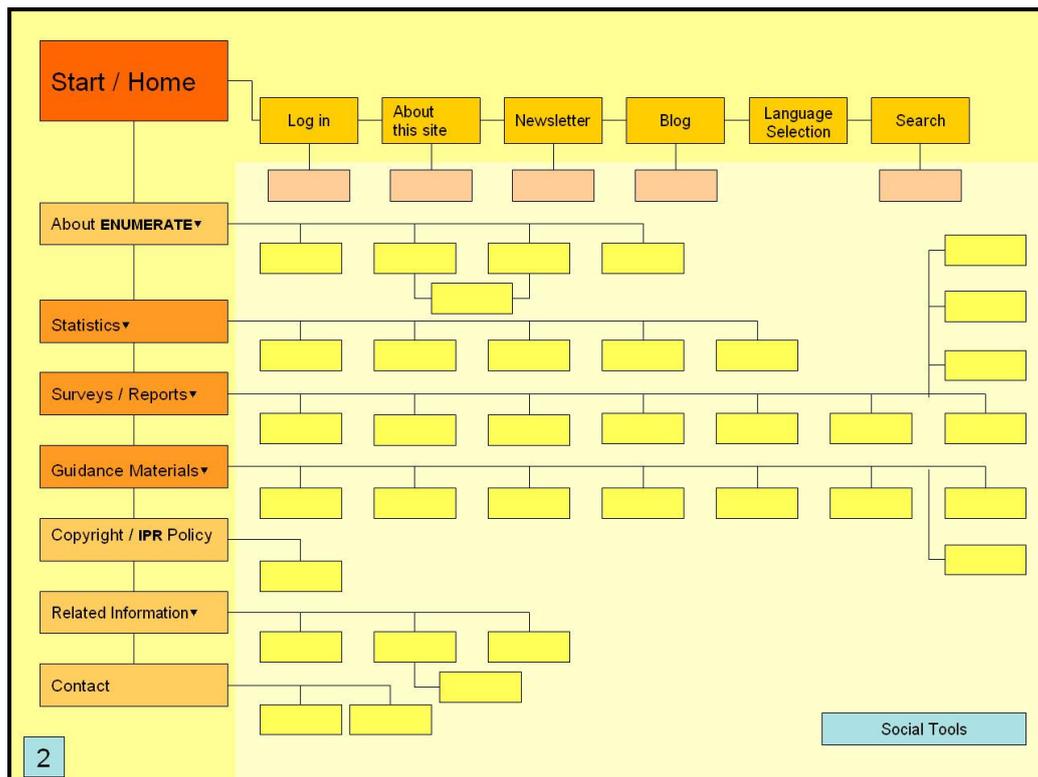
2.2 Concept

The concept for the ENUMERATE website was originally developed by SPK in April and May 2011. It was discussed with the Core Group partners in May 2011, and was by all partners at the Kick Off Event in Birmingham in June.

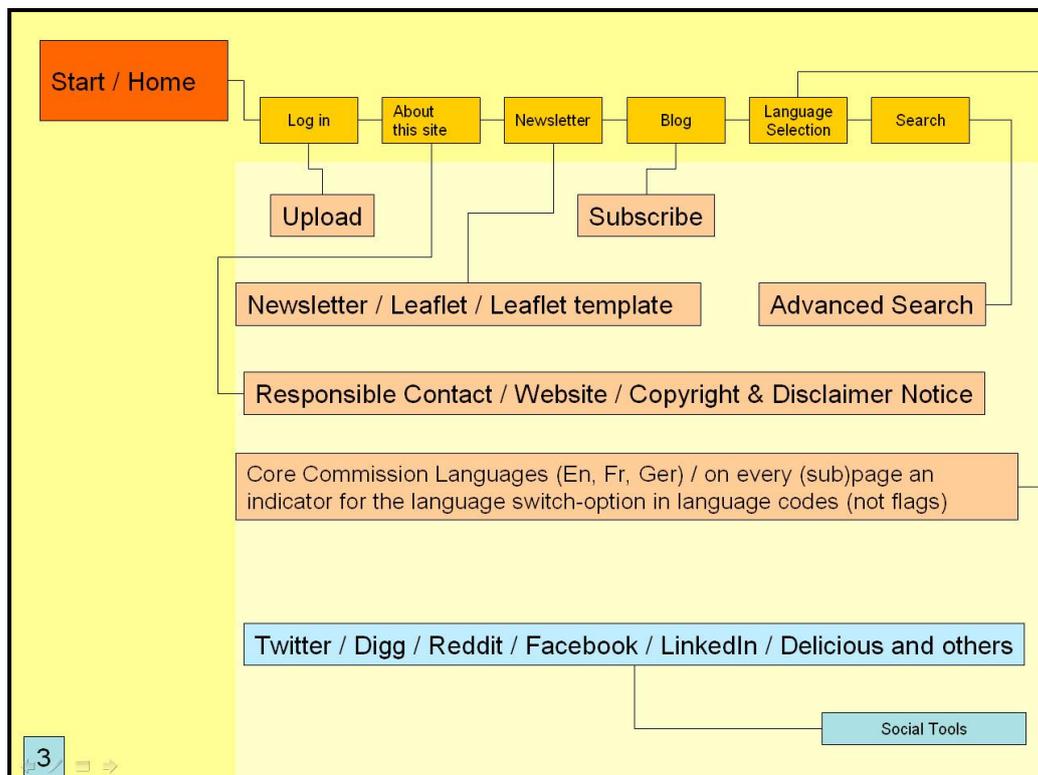
The basic structure is shown below. This, like all of the following diagrams, does not necessarily represent the look or structure of the website as implemented. Rather it is a representation of the ideas behind the website.

There is a public part and a part accessible only for authorised users. Once logged in to the private part, authorised users will be able to upload files, which are being worked on, and make them available to others for review before publication. This area will also be used as the entry point for the communication between the National Coordinators and the project.

Overview of the logic behind the website:



Basic functionalities and communication tools of the website:



Using the “language selection” button will change the language of the website navigation. It was agreed by partners that navigation will be available in English, French and German. The content itself will be in these and, perhaps, in other languages. Multilingual pages will be indicated by language code options.

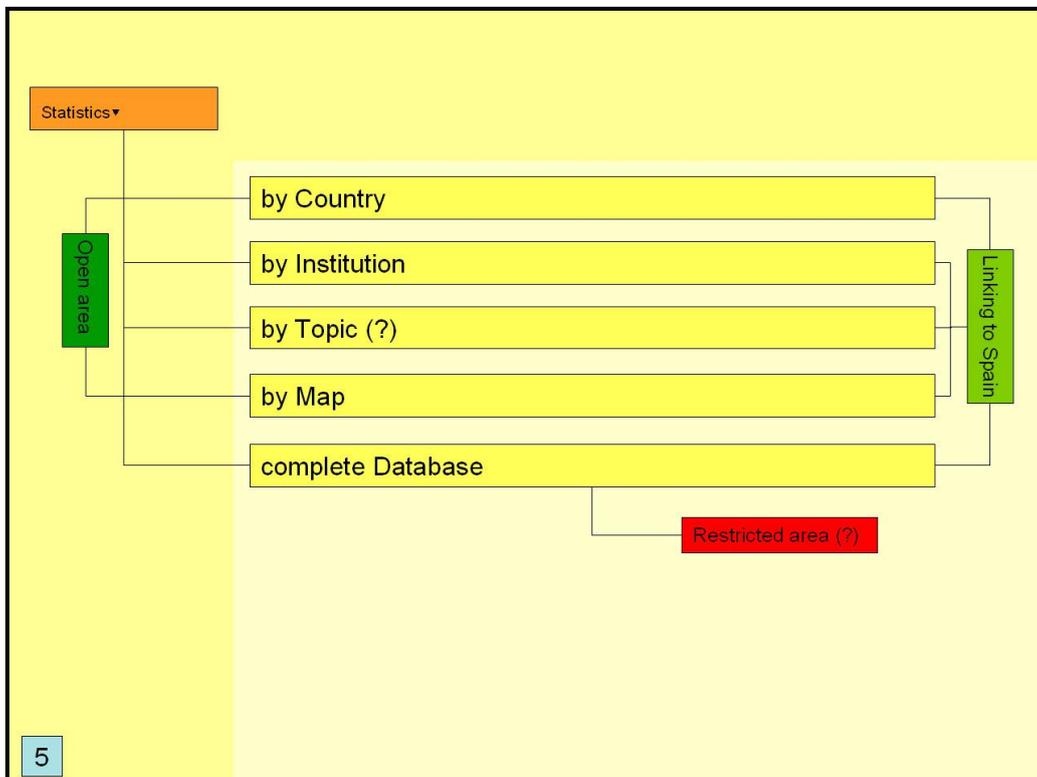
About ENUMERATE:



This is basic information about the project, the thematic network (Who-is-who), and about the activities of project or network. Deliverables will be made available as soon as possible.

Some information on the earlier projects and initiatives, needed to understand ENUMERATE, e.g. NUMERIC, are be presented.

Statistics:



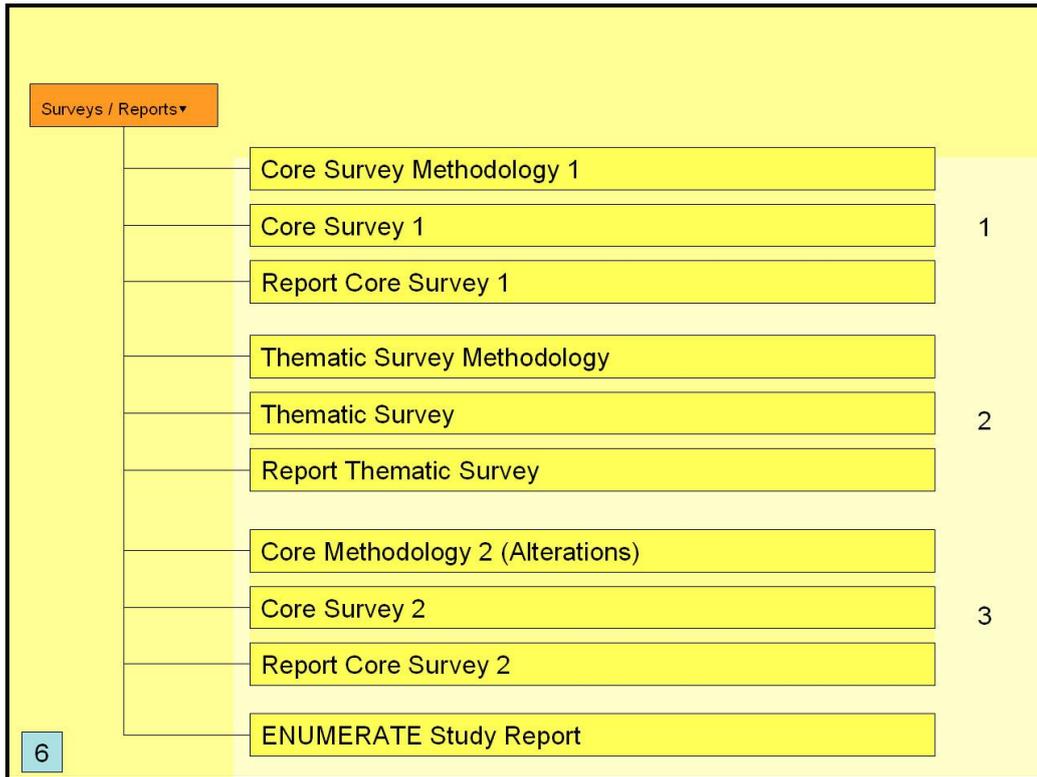
The statistics page will be created and administered by the project partner Digibis in Spain. However it will follow the general appearance of the website.

It will include:

- A general overview of the collected data;
- Data filtered by country, institution and possibly topic;
- Data plotted on maps.

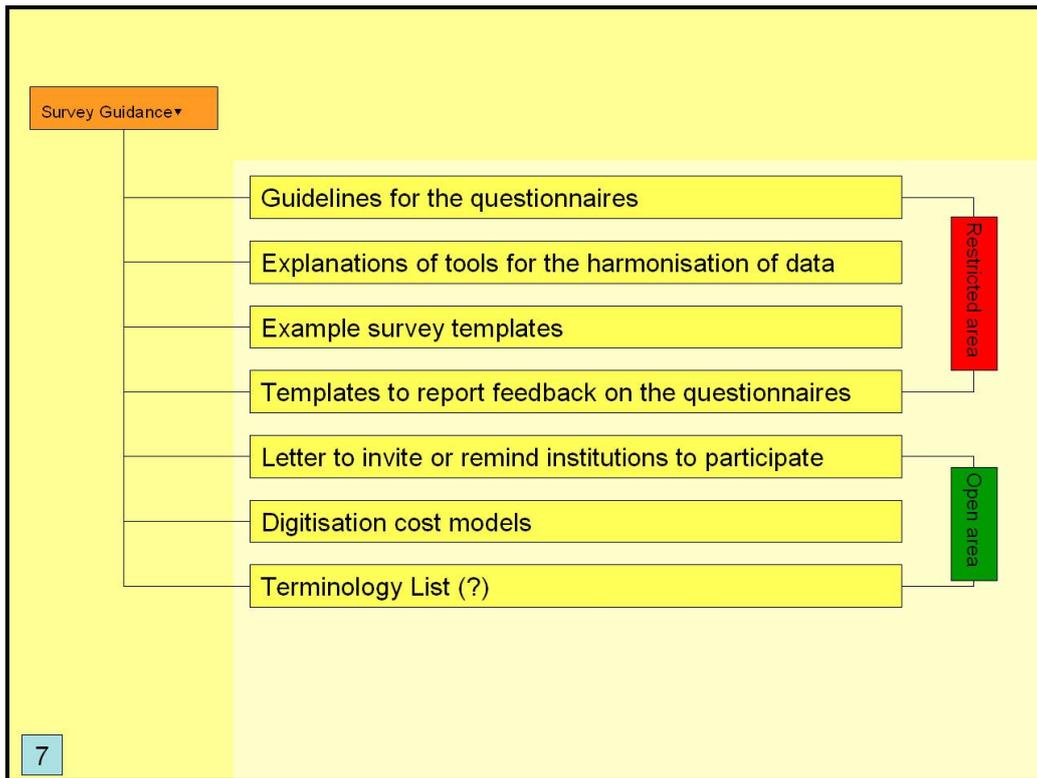
There will be some interactivity in this section which will enable users to ask questions of the data, and to create the diagrams or tables from the answers.

Surveys and Reports:



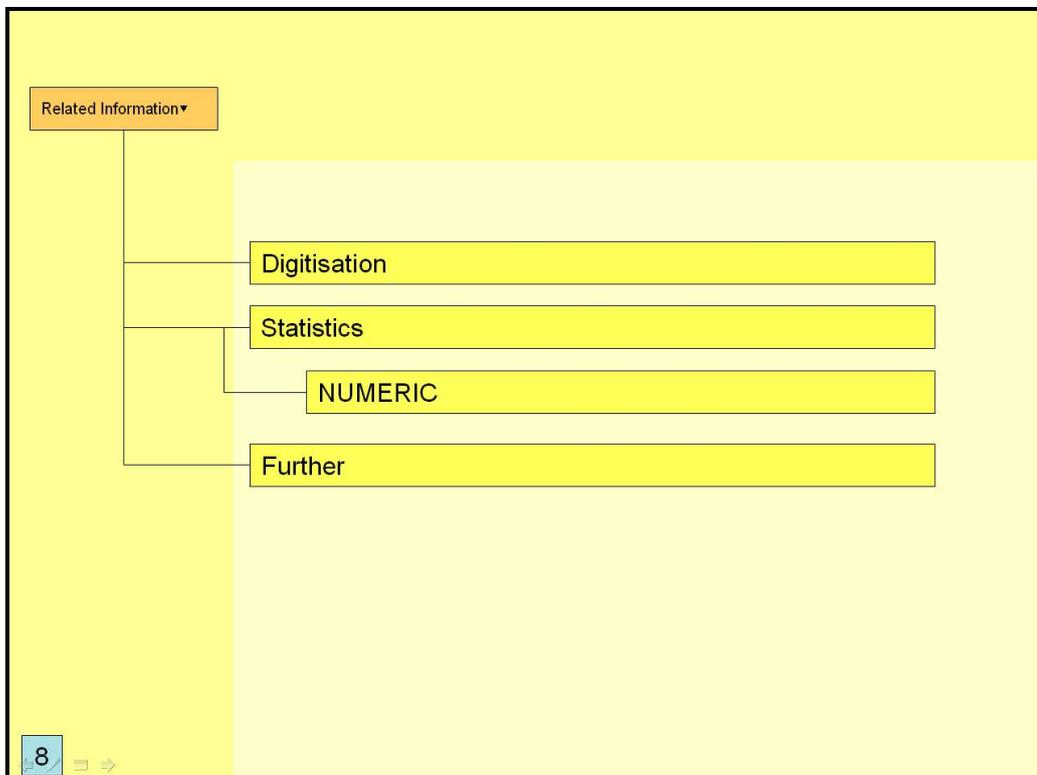
This section will be devoted to methodology. The different surveys will be described (e.g. motivation, structure, and conduct), the questionnaires published, and the results made available in the form of a report.

Guidance:



The section will have a restricted section to hold the material that ENUMERATE creates to the support of the work of the National Coordinators.

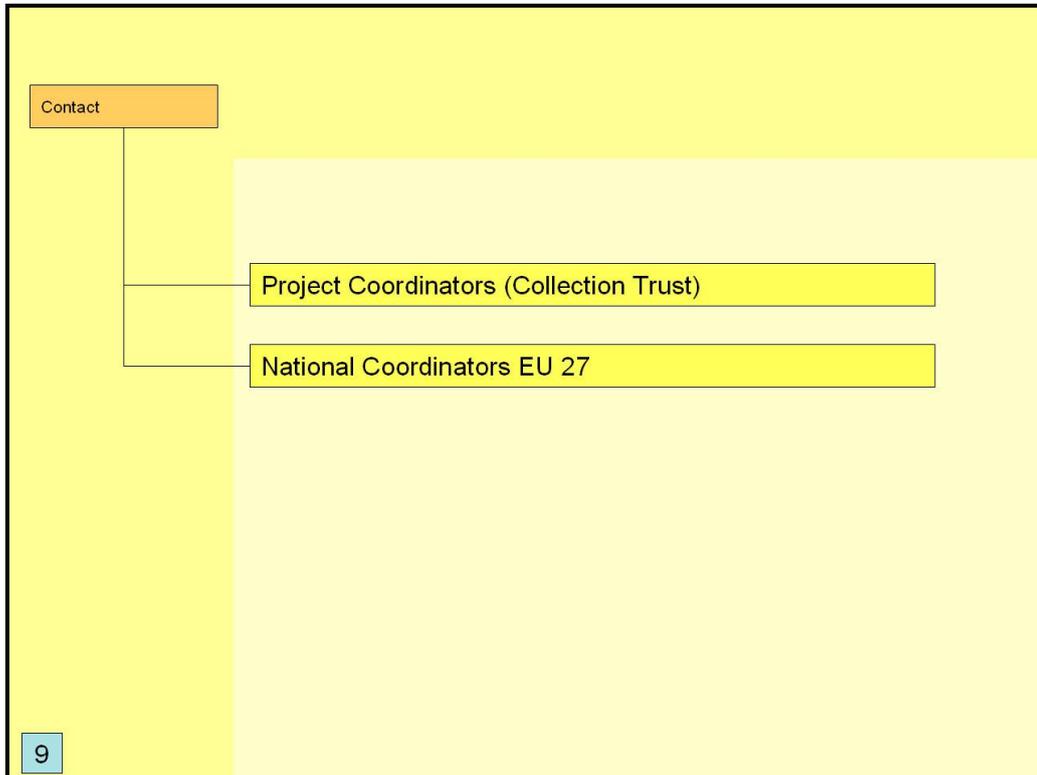
Related Information:



This points to:

- Information about digitisation statistics in general;
- Statistics from sources other than ENUMERATE;
- Methodology;
- Other information related in one way or another to the work and the aims of ENUMERATE;
- Links to and information about relevant institutions, projects and activities.

Contact(s):



It was decided to provide contact details the project coordinator and National Coordinators, in order to aid with communication.

3 Social Media

3.1 Social Tools

The ENUMERATE network makes use of several social tools for sharing relevant information between project members.

Delicious:

The screenshot shows the Delicious website interface for the user 'enumeratesources'. The main content area displays a list of bookmarked items with their titles, URLs, and associated tags. The right sidebar features a 'Tags' section with a 'Top 10 Tags' list and an 'All Tags' list.

Bookmark Date	Title	URL	Tags	Count
15 AUG 11	Fondazione Rinascimento Digitale	www.rinascimento-digitale.it/home-en.phtml	digitization italy	2
	Digicoord [Accueil / Home]	www.digicoord.ch/index.php/Accueil	digitization switzerland enumerate monitoring	29
02 AUG 11	The Survey of Library and Museum Digitization Projects, 2011 Edition	www.primaryresearch.com/view_product.php?report_id=282	surveys reports museums libraries metrics digitization enumerate 2011	
19 JUL 11	How to Evaluate Online Success? A New Piece of Action Research	conference.archimuse.com/nw2011/papers/how_to_evaluate_online_success_a_new_piec...	projects evaluation enumerate web research metrics	10
12 JUL 11	EGMUS: Standard Questionnaire	www.egmus.eu/index.php?id=137&L=0&STIL=0	tools statistics enumerate metrics digitization museumstudies europe	
08 JUL 11	About Arrow Arrow Project	www.arrow-net.eu/	projects rights europeana digitization copyright europe web	45
	Study on Digitisation of Cultural Heritage Arrow Project	www.arrow-net.eu/news/study-digitisation-cultural-heritage.html	news digitization europe metrics	4
05 JUL 11	Digital Libraries Initiative - Member States Expert Group ...	ec.europa.eu/information_society/activities/digital_libraries/other_groups/msegr/...	enumerate digitization libraries technology europe reports metrics monitoring	2
29 MAY 11	Lehmann & Werder - Museumsmedien (Unsere Leistungen)			

Top 10 Tags:

enumerate	39
metrics	24
statistics	24
digitization	20
digital heritage	14
numeric	12
reports	11
costs digitization	10
europe	10
museums	10

All Tags:

2011	1
analysis	1
archives	4
articles	2
blogposts	1
blogs	1
books	3
collaboration	3
collaboratories	2
companies	2
comparative studies	1
copyright	1
costs digitization	10
culture	5
curation	1
dashboards	2
data	7
data mining	1
digital heritage	14
digital humanities	1
digital preservation	1
digitisation	1
digitization	20

Delicious is a social bookmarking tool that enables people to quickly create bookmarks for interesting websites and supply these with descriptions and tags. The tags are especially useful as they allow the user to order the bookmarked pages according to topic. The links that are bookmarked in Delicious are presented as a list, which makes it accessible and easy to share with people outside the network.

Delicious is primarily suited for bookmarking websites and only provides the option to tag and describe a link. This makes bookmarking literature less efficient, as there are no fields to enter relevant bibliographical information. Because Delicious does not offer the possibility to work in groups it is necessary that all members of the network share one account.

The address of the ENUMERATE Delicious profile is:

<http://www.delicious.com/enumeratesources>

Citeulike:

The screenshot shows the Citeulike website interface. At the top left is the Citeulike logo. A navigation bar includes 'CiteULike', 'Group: enumerate', and links for 'Search', 'Register', and 'Log in'. The main content area is titled 'Group: enumerate - library 4 articles' and contains a list of four articles:

- Understanding the costs of digitisation. Detail Report** (27 October 2009) by Max Hammond, Claire Davies. Posted to reports, metrics, enumerate, digitization, costs by GJNauta on 2011-08-11 14:24:20. 2 people liked it.
- Monitoring digitisation: lessons from previous experiences** (Journal of Documentation, Vol. 65, No. 5, (2009), pp. 768-796.) by Zinaida Manzuch. Posted to statistics, quantitative, preservation, museumstudies, metrics, methods, enumerate, digitization, digitalheritage, data, costs, benchmarking, articles, analysis by GJNauta on 2011-08-11 14:19:43.
- NUMERIC Study Report: Developing a statistical framework for measuring progress made in the digitisation of cultural materials and content** (May 2009) by Philip Ramsdale. Posted to statistics, reports, numeric, museums, metrics, libraries, enumerate, digitization, digitalheritage, archives by GJNauta on 2011-08-11 14:17:49.
- Defining "Born Digital"** (November 2010) by Ricky Erway. Posted to reports, papers, classification, borndigital, articles by GJNauta on 2011-07-01 15:37:04.

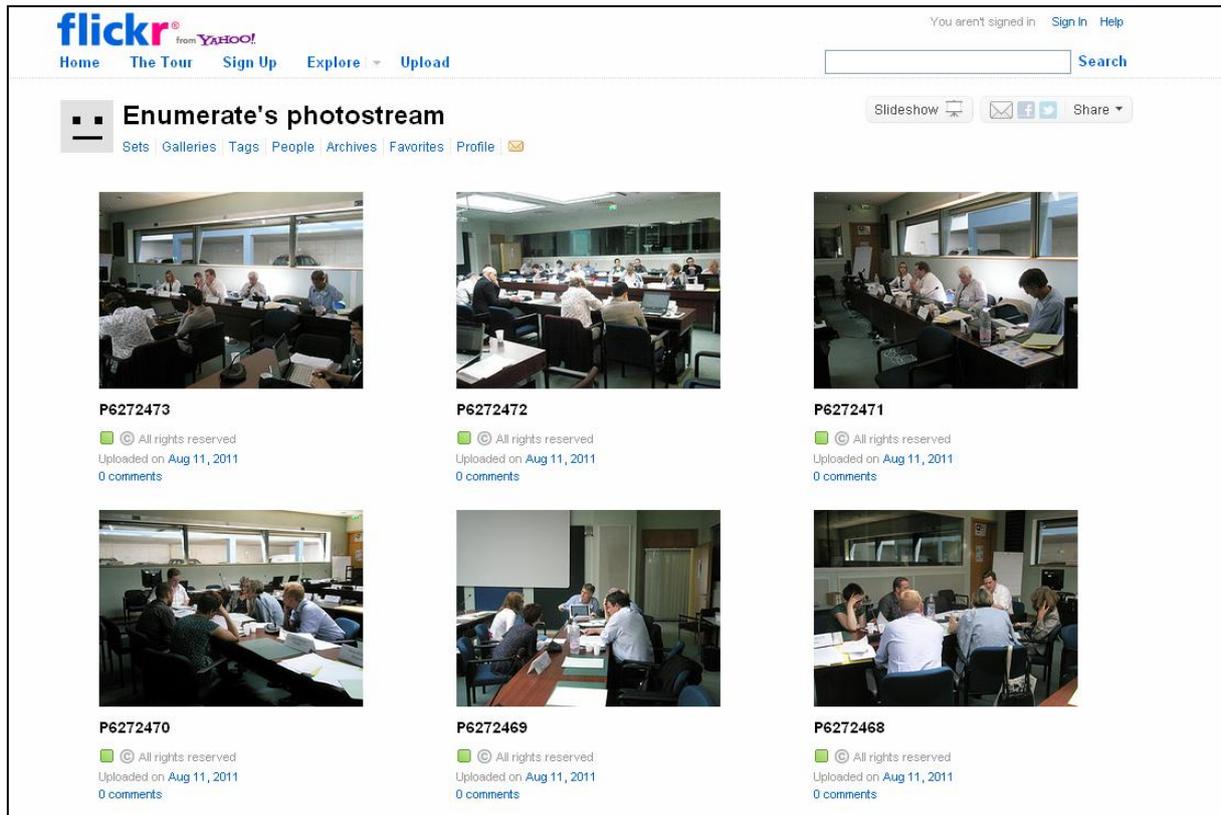
Each article entry includes a 'Copy' button. A note at the bottom of the article list states: 'Note: You may cite this page as: http://www.citeulike.org/group/15379'. The page also features a '50 per page' dropdown menu and links for 'Privacy Statement' and 'Terms & Conditions'. On the left sidebar, there are promotional banners for 'citeulike gold', 'Watch Method Videos', and 'ANNUAL REVIEWS'.

Citeulike offers many of the options Delicious also offers. It is possible to bookmark websites, describe them and add tags, but this does not work as well as in Delicious. The benefit of Citeulike is that, besides these possibilities, it also allows users to do the same for (hardcopy) books, papers, journals etc. It is also possible to work together in groups and communicate on a group forum. Together with Delicious, Citeulike offers most of ENUMERATE's bookmarking needs. There are some social bookmarking websites, like Bibsonomy, that combine the possibilities of Citeulike and Delicious, but these are often not as user friendly.

The address of the ENUMERATE Citeulike profile is:

<http://www.citeulike.org/groupfunc/15379/home>

Flickr:



Flickr is a photograph sharing website that allows users to upload pictures to their photostream. The ENUMERATE Flickr account can be used to share pictures of meetings, but other uses may arise as time goes on.

The address of the ENUMERATE Flickr photostream is:

<http://www.flickr.com/photos/60897329@N06>

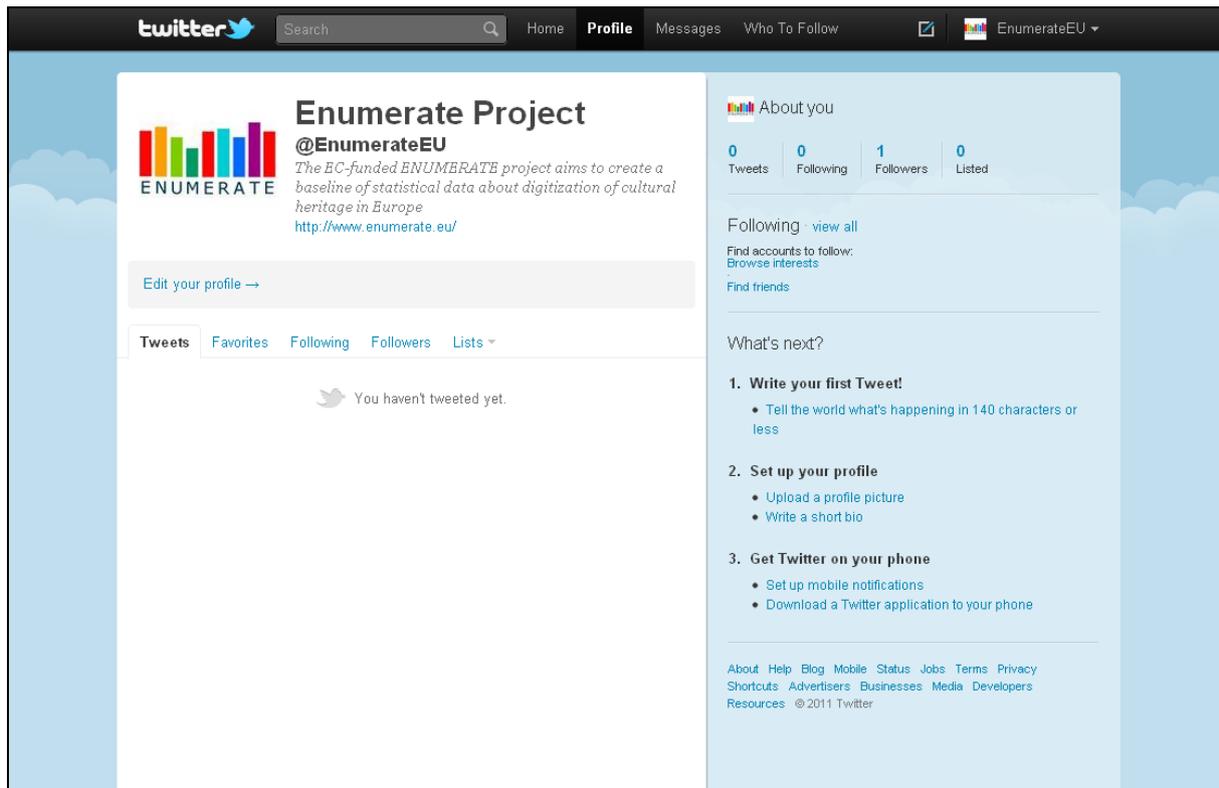
3.2 Social Networks

To increase the social presence of the ENUMERATE project, two social networks have been selected: Twitter and LinkedIn. Both media are used heavily in the professional networks that ENUMERATE addresses. It was considered to set up a Facebook account, but Facebook does not support Project-accounts. It would have been possible to create an institutional account, but the added value compared to LinkedIn was considered low. Limited resources in the ENUMERATE project also resulted in the decision not to set up and maintain a Facebook account, as the success of these social initiatives depends largely on the effort that is put into maintaining them.

In addition to the global social networks, there may be national social networks that are suited for use in individual countries. It is up to the national coordinators to set up such accounts, they will not be maintained under the responsibility of the ENUMERATE project.

The two selected networks discussed below are considered to be the most important at the start of the ENUMERATE project. More may follow as new social networks arise, or some may fail. It is also the case that there will be an overlap between the various social networks (i.e. a LinkedIn discussion being announced on Twitter), but it is often possible to do this automatically.

Twitter:



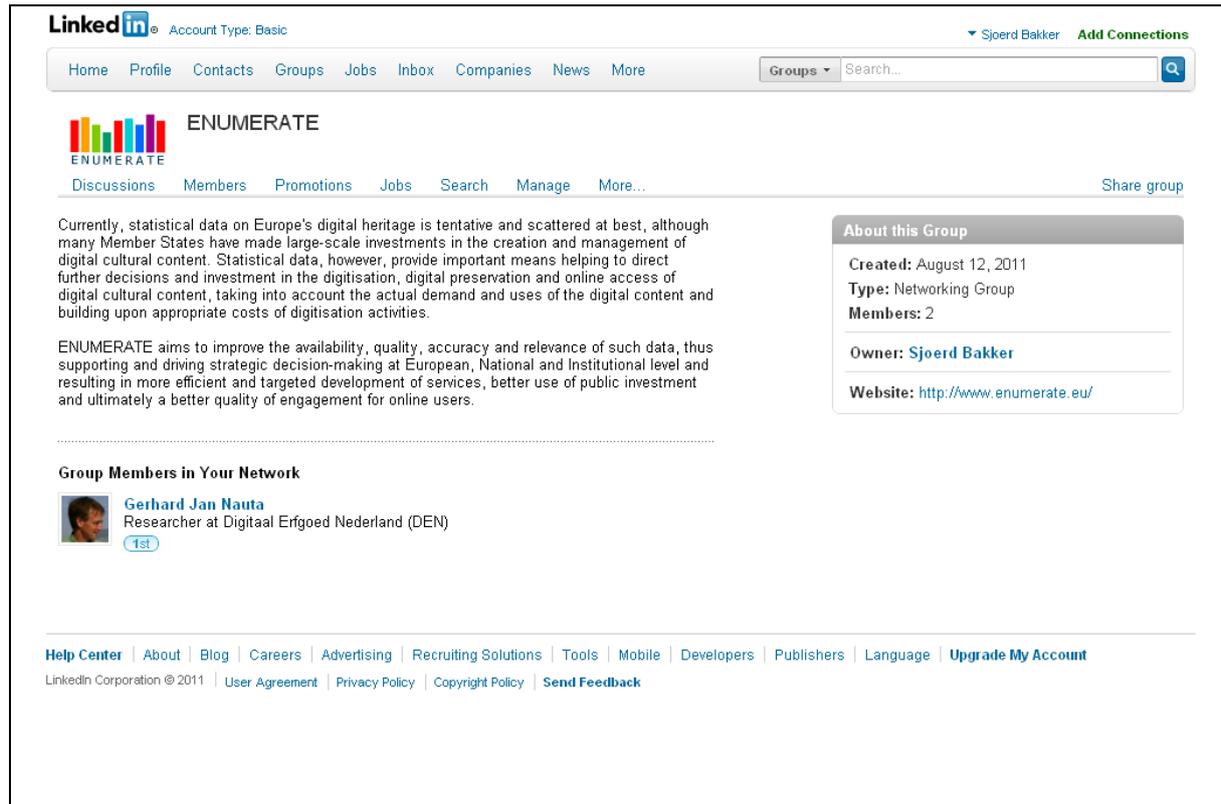
Twitter offers the possibility to share information, thoughts, links and (recently) images with everyone. If they deem EnumerateEU's tweets interesting enough users can decide to follow the account or re-tweet some of its tweets.

Twitter, at its best, can be an accessible means of communication with other Twitter users (over 200 million), spark discussions and inspire people to share interesting/relevant information with the ENUMERATE network that may not have been discovered otherwise. Fostering such an active community does require continuous attention. Maintaining a lively Twitter account is not a fulltime job, but it is a fulltime responsibility. Frequent tweets need to be send out and @mentions need to be answered quickly (within a day). A possible use for Twitter, at least to get the ball rolling and gather a following, is to tweet all links that are posted on Delicious (including a short description and using a link shortening service like bit.ly).

The address of the ENUMERATE Twitter profile is:

<https://twitter.com/#!/EnumerateEU>

LinkedIn:



The screenshot shows the LinkedIn profile for the ENUMERATE group. At the top, the LinkedIn logo and navigation menu are visible. The group name 'ENUMERATE' is prominently displayed with its logo. Below the name, there are tabs for 'Discussions', 'Members', 'Promotions', 'Jobs', 'Search', 'Manage', and 'More...'. A 'Share group' link is also present. The main content area contains a paragraph describing the group's focus on digital heritage data and another paragraph stating the group's mission to improve data availability and accuracy. To the right, an 'About this Group' box provides details: 'Created: August 12, 2011', 'Type: Networking Group', 'Members: 2', 'Owner: Sjoerd Bakker', and 'Website: http://www.enumerate.eu/'. Below this, a section titled 'Group Members in Your Network' shows a member profile for Gerhard Jan Nauta, a researcher at Digitaal Erfgoed Nederland (DEN). The footer contains various utility links like 'Help Center', 'About', 'Blog', 'Careers', etc., and copyright information for LinkedIn Corporation.

A LinkedIn group has been created to bring together people who are part of, or are interested in the ENUMERATE network. LinkedIn is ideally suited to for communication between professionals working in the field, and it is probably the most fruitful place for in depth discussion. The group is an open group, which means that anyone can read its discussions, but people will have to request permission to join. This means that the threshold to join is higher than those of Facebook and Twitter, but also that connections on LinkedIn have more potential to be lasting connections, because members have already expressed the interest in ENUMERATE by requesting to join the group.

The address for the ENUMERATE LinkedIn groups is:

<http://www.linkedin.com/groups/ENUMERATE-4042570>