

ENUMERATE WP 2

Next Steps: Survey and Dissemination

Marco de Niet & Gordon McKenna



Collections
Trust



Co-funded by the



Thematic Survey

Preparations for the Thematic Survey

“The thematic survey is more in-depth and designed to assess digitization, digital preservation, usage and cost in greater detail, in order to build up a more granular picture of overall activity and best practices.”

Deliverables

- 2.6 Thematic survey schedule (incl. 4 specialist meetings)
- 2.7 Revised documentation and guidance materials
- 2.8 Thematic survey methodology

High Level Objectives Thematic Survey

- The further development of a methodology for monitoring on a large scale.
- Strengthening the thematic network...
 - *...which may be successful if we succeed in developing survey techniques that have a clear benefit for the institutions involved.*
- Creating awareness among memory institutions...
 - *...but the number of respondents will be moderate, so the impact will only be substantial with careful public relations.*
- Determining aggregated results, for the EU as a whole...
 - *...but keep in mind that the representativeness of the samples in the TS will be low.*

Building Blocks for ENUMERATE Thematic Survey Methodology

- Recommendations by Numeric & SIG-STATS
- Results from the 1st Core Survey
- Review by Panteia of 1st Core Survey
- Feedback from National Coordinators received
- Comments from Specialists at the Specialist Meetings
- Methodology from national activities (e.g. born digital in NL)

Four specialist meetings

- Measuring digital heritage collections ('supply'). The Hague, January 2012
- Measuring costs of digitisation ('economics'). London, March 2012
- Measuring the use and impact of digital cultural heritage ('demand'). Madrid, June 2012
- Measuring Digital Preservation practices ('sustainability'). The Hague, October 2012



Topics addressed at specialist meetings

- Usefulness of this type of research
- Feasibility of a cross-domain methodology
- Available methodologies and tools
- Recommendations for the ENUMERATE Conceptual Framework

Feasibility of a heritage wide methodology on measuring cost:

Variable cost factors that were considered to be decisive for the quality and thus the cost of digital collections:

- Experience
- (Available) infrastructure
- Material types (old/new, fragile)
- Planned outcome of digitisation (image, 3D, OCR, enriched text etc.)
- Intended use (incl. rights management; long term / short term availability; level of quality)

For defining these, two perspectives can be considered:

the organisational-centric perspective, and the object-centric perspective.

The **object-centric approach** is thought to provide more specific information about the costs

Feasibility of a heritage wide methodology on measuring cost:

Four models were considered as starting point:

- Total Cost of Ownership
- Digital Content Life Cycle
- Workflow Analysis
- Supply-Chain Model for Digital Cultural Content

The majority of the group favoured **Workflow Analysis**.

But serious reflection should be given to defining how broad or how narrow the concept of 'workflow' is taken. It would be **a mistake to stick to the traditional digitisation workflow**, only mapping out the conversion process. It remains to be seen how **born digital content** relates to existing workflows. Again: object driven approach is preferred.

Thematic Survey Methodology

Focus on specific information we want to obtain within four main topics

Decide on research methodology per topic (e.g survey, telephone interviews, case studies)

Determine target audience (institutions, National Coordinators, other surveys)

Select institutions: how many from what countries?

Determine the actual survey questions

Recommendations for reporting on the outcomes

Thematic Survey: approach per theme

- Theme Size and Growth:
 - Conventional questionnaire
 - Object types table à la NUMERIC (& Core Survey); focus on *digital collections*
 - Metadata records count
 - ...
- Theme Cost:
 - Conventional questionnaire
 - Workflow; to be tested on a limited number of institutions
 - ...
- Theme Use and Impact
 - Conventional questionnaire
 - Analytics test
 - ...
- Theme Digital Preservation
 - Conventional questionnaire
 - ...

Role of the National Coordinators:

Is it feasible to build a distributed European address database of cultural heritage institutions for future surveys that allows random sampling?

Who wants to contribute to one or more of the four topics of the Thematic Survey?
(e.g. by selecting institutions to participate)

How useful is it to translate the Thematic Survey tools in all EU-languages?

How do we organise quality assurance of the translations?

Dissemination & Networking

- Clear and effective **communication** about the aims of ENUMERATE to the Thematic Network members, and to external stakeholders;
- **Participation and engagement** in the network by a representative sample of European cultural institutions, to be engaged through the National Coordinators;
- **Commitment** of cultural heritage institutions, intermediate **stakeholders and national governments to participate**;
- **Alignment** with other data collection actions (e.g. EGMUS, TEL) in order to share data and expertise and build upon each others' experience;
- **Liaising** with standard organisations and other networks active in the field of digital cultural heritage;
- Establishment of a **community of practice** committed to sharing knowledge about digitisation and related activities across EU Member States

1. **Dissemination for awareness:**

- What the ENUMERATE Thematic Network is;
- Who is involved;
- What is the work being carried;
- Where to find information about the results of the work;
- How the Network is funded.

2. **Dissemination for understanding:**

- Why ENUMERATE is important;
- Which of its objectives are relevant for the a stakeholder;
- How the project's surveys were created (methodology used);
- How to interpret the results of the surveys, in the context of the stakeholder's environment;
- How to get involved in the Network and its work

3. **Dissemination for action**

- Users change their practice as a result of ENUMERATE

- **European Commission** – The aim is to enable and evidence actions which:
 - **Inform** the development of evidence-based policy;
 - **Prioritise** future funding initiatives and support programmes.
- **Individual cultural heritage institutions** – The aim is to enable and evidence actions which can:
 - **Support** internal and external **advocacy**;
 - **Benchmark** their digitisation **activity**;
 - **Forecast** costs and benefits **in support of fundraising**.
- **National cultural heritage agencies** – The aim is to enable and evidence actions which:
 - **Develop** evidence-based **policy**;
 - **Benchmark** national digitisation **programmes**;
 - **Assess** performance and impact.

- **Identification** – Who:
 - **Self** – target contacts ENUMERATE;
 - **Project** – target is contacted by ENUMERATE (e.g. survey).
- **Knowledge gathering** – How:
 - **Which tools** – target asked by ENUMERATE.
- **Action enabling** – What:
 - **Two way communication** with target.

Questions / Discussion