



# Questionnaire Report

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## Introduction

At the second semester of the CD-ETA project small survey was arranged to get better understanding where everybody is in term on digitisation activities and more importantly, do partners' countries already have or planning to introduce national policies to help and speed up the digitisation processes in cultural and natural heritage.

Questionnaire was based on surveys conducted by ENUMERATE 2012-2014 project in collaboration with Europeana. Idea was to compare the result, but as several stakeholders do not have collections or run digitisation activities our numbers are shown lower in our results.

## Overview

In general we can say that the conducted survey does not tell us the full story as the participation was very low. We can see some general trends tho, and comparing to ENUMERATE results are able to draw some conclusions. We can also see from results that people are not well informed about the situation - people do not know answers, or we get contradicting answers.

Total participants per country (institutions):

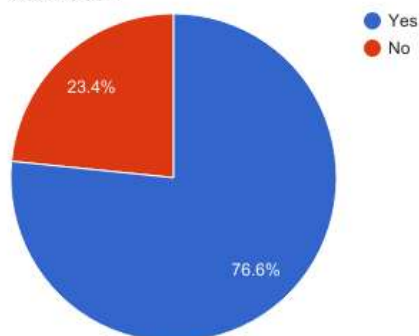
- Slovenia: 9 (9)
- Bulgaria: 9 (9)
- Greece: 6 (6)
- Italy: 5 (4)
- Estonia: 3 (3)
- Spain: 1 (1)
- Romania: 18 (11)
- **Total: 51**

## Digitisation activities

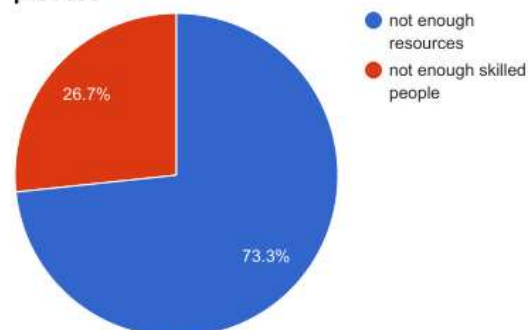
Digitisation activities are going on in all the participating institutions. People who answered "No" were working in municipality offices or in general were not working with collections. In ENUMERATE (2012:10) report *83% of institutions reported to have a digital collection, or are currently involved in digitisation activities. In the case of national libraries 100% have a digital collection.*

Most of the collections have been digitally catalogued - in many cases 100%, in fewer cases less than 5%. In two institutions 100% of collections are digitised, in most of the cases it was less than 50%. Main obstacle for slowing down the process is the lack of skilled people (26.7%) and lack of resources (73.3%).

Does your institution have digital collections or is it currently involved in collection digitisation activities?



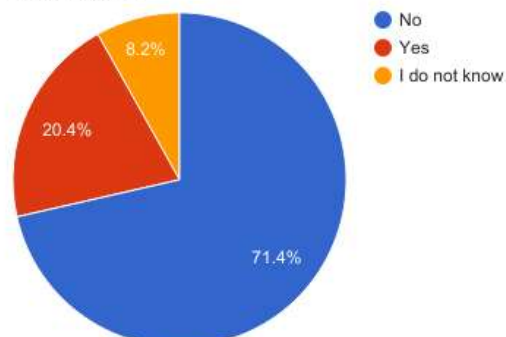
If you have already started digitisation, can you tell the main obstacles what slows down the process



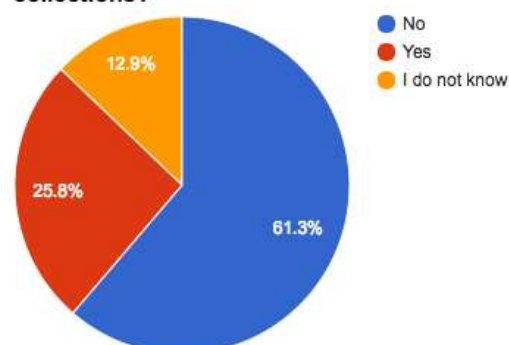
## Digital access

One third of of the participants who were involved with digitisation activities, have made their collection metadata and digitised assets fully accessible online. Several cases content has been made accessible without having a written policy about the data usage and licensing.

Does your institution have an explicit (written) policy regarding the use of your digital collections?



Does your institution have an explicit (written) policy regarding licensing of your digital collections?



## Digitisation strategy

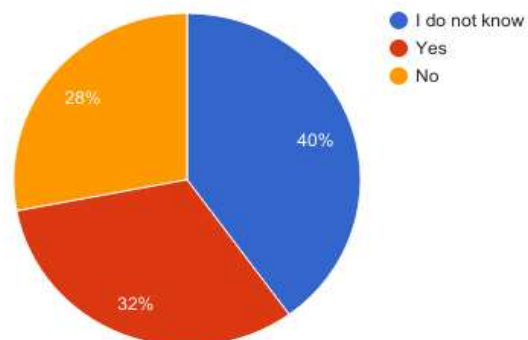
All the countries except Bulgaria have their national digitisation strategy in place even tho in some cases the answers spread evenly to three options.

In institutional level the situation is different. In most institutions digitisation policy does not exist. Situation is very different than in 2012 as 34% institutions had their digitisation policies in place. If we look only museums, that our result were even worse, in 2012 the number was 47%.

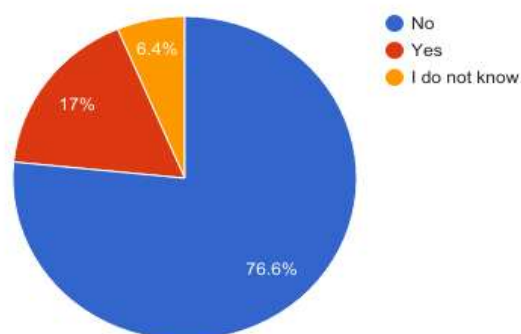
What this tell us? That our survey did not have enough participants or that people really are not aware what is going on even in their own institution? If the latter one is true, methods to communicate betters and make people aware of decisions taken and policies implemented, needs to be introduced.

Our action plan should be built to support (extend) national digitisation policy if one exist. Other thing to focus is the means of communication in national level as well as institutional level.

**Does your country have a national digitisation strategy?**



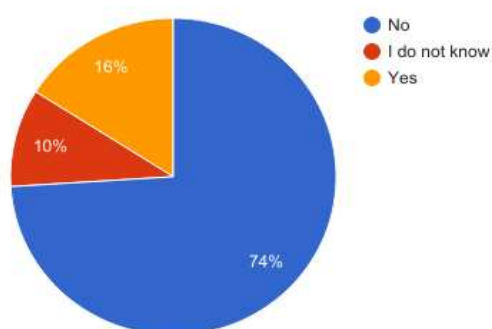
**Does your institution have a written digitisation strategy?**



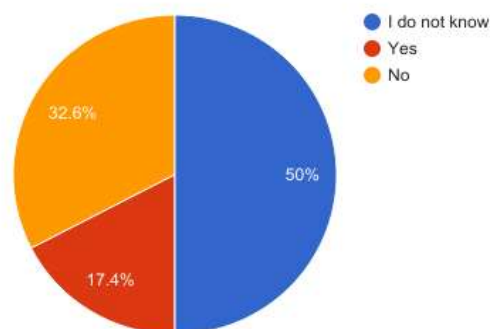
## Digital preservation

16% of institutions have their digital preservation policy in place. Overall number for previous survey was 23% (44% for national libraries, 12-25% for museums).

**Does your institution have a written Digital Preservation Strategy?**



**Does your country have a national Digital Preservation Strategy?**



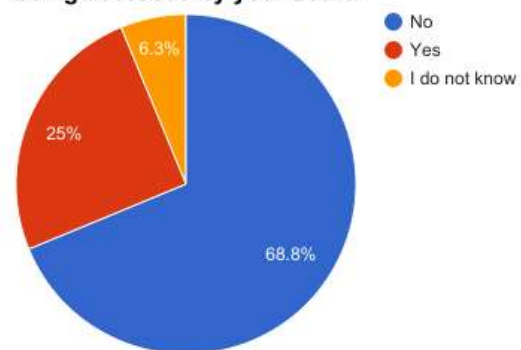
## Measuring usage

In our survey 25% of participants mentioned that their institution uses some sort of a measurement tools to monitor the usage of their digital assets. ENUMERATE survey gives us similar numbers when we look only museums - it's about third of museums. When libraries are included, the number is 42%.

Web statistics is bases for most of the web business and development. It could be bases for digitisation processes as well, providing some information, what actually people are interested about. Last year Reilly & Thompson (2016) did a survey about digital image usage based on reverse image lookup. It came out that most of the images from Library of Congress digital study collection were used for sharing in social media.

Knowing better how our current data is used helps us to plan and prioritise our digitisation.

**Does your institution measure the number of times digital metadata and/or digital objects are being accessed by your users?**

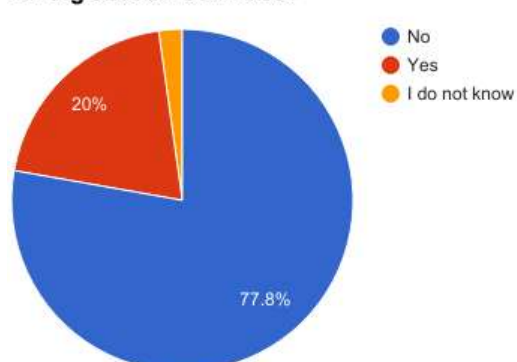


## Funding

As often, there is not enough funds available for digitisation. Very view institutions have a separate budget for that, in many cases, digitisation is project based (funded by EU, national or local governments).

The total number of paid staff engaged in the digitisation activities is 2.3 (from 1 to 15) compared to previous survey where the number was 5.5. In several participating institution there is no separate staff for digitisation.

**Does your institution have an separate budget for digitisation activities?**



Volunteers are used rarely. In 2012 report tells that almost in each institution volunteers were used.

There are different experiences with volunteers, but this is definitely one way to go especially if we extend it to crowd-sourcing. Volunteering and crowd-sourcing should be considered in our action plan as possible means for sharing the pressure of digitisation and enriching assets with metadata.

## Project related

### What are your expectations from the project?

A selection of answers (in random order):

- Provide resources for creative industries and economy
- Brings more people to museum
- To influence tourism
- Helps to set up clear national digitisation policy
- To get some more funds
- Get started/more objects digitised
- Collaboration
- Learning new things, best practices
- Avoid mistakes

### What are your overall goals through the digitisation process?

A selection of answers (in random order):

- Increase availability of digital content
- To save a physical visit and time of users
- Heritage conservation
- Make everyday work, cataloguing, data processing easier
- Support the work of museum experts
- Rising social awareness about our cultural and natural heritage
- Increased number of museum visits
- Transfer of knowledge to the wider public
- The tourism and economic development
- Protection and preservation of heritage
- Elaboration of a strategy plan

### How project activities can help you to achieve your goals regarding to digitisation process?

A selection of answers (in random order):

- I do not know what are the project activities yet
- Bringing new ideas
- To adopt good practices
- To avoid mistakes made in previous digitization attempts
- Project provides bases for developing regional policies
- To involve more people in the activities
- Offers solutions
- Find contacts

## Any other thoughts, ideas, request?

A selection of answers (in random order):

- We want to have a specific/common digitization strategy only for museums. In the digitization itself we want to minimize technical and financial obstacles
- We hope that digitization will not decrease the number of real visits
- To establish concrete realizations, to involve partners instead of meetings

## References

- Survey Report on Digitisation in European Cultural Heritage Institutions 2012.  
<http://www.enumerate.eu/fileadmin/ENUMERATE/documents/ENUMERATE-Digitisation-Survey-2012.pdf>
- Michele Reilly & Santi Thompson (2016): Reverse Image Lookup: Assessing Digital Library Users and Reuses, Journal of Web Librarianship, DOI: 10.1080/19322909.2016.1223573