
ENUMERATE Thematic Survey Methodology (EGMUS Meeting)

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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.”

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.*
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Time frame

ENUMERATE Thematic Survey Methodology

- January – October: Specialist meetings,
 - September – October: Preparations of methodology
 - November – December: Preparing implementation of surveys
 - January – February: Implementation of the survey incl. helpdesk
 - February & March: Analysis
 - April: reporting & reviewing
 - May: submitting data to data platform
 - Desk research throughout the TS
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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)
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Four specialist meetings

- Measuring **the size of digital heritage collections** ('supply'). The Hague, Jan '12
- Measuring **the cost of digitisation** ('economics'). London, March '12
- Measuring **the use/impact of digital cultural heritage** ('demand'). Madrid, June '12
- Measuring **digital preservation practices** ('sustainability'). The Hague, Oct '12



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
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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, etc.)

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

Role of the National Coordinators:

Contribute to a European address database of cultural heritage institutions for future surveys that allows random sampling

Supply information about national digitisation and digital preservation policies

Contributing to one or more of the four topics of the Thematic Survey (e.g. by selecting institutions to participate)

Supporting with the translation of the Thematic Survey tools

(N.B. Quality assessment of translations)

<i>Sub-study 1</i>	<i>Size of digital heritage collections (7 countries needed)</i>
Subject	Improving the problematic 'optional table' in Core Survey 1
Method	Comparing three ways of measuring the size of collections by means of a survey (online)
Needed	7 countries to provide 10-15 heritage institutions
Period	January 2013

Measuring the size of digital heritage collections

Measuring collection size and composition based on the records in Collection Registration Systems.

Goal: achieve better definitions

Detailed measuring in the three most important digital sub-collections of institutions

Goal: improve classification digital collections and measuring units

High level, estimate-based measuring, using an improved version of the questions in the ENUMERATE Core Survey.

Goal: validating approach from Core Survey #1

Sub-study 2	Costs of digital heritage collections (10 countries needed)
Subject	Testing the workflow approach (Activity Based Costing) in a small group of cultural heritage institutions (A), followed by a test among a larger sample of institutions (B)
Method	A. Qualitative in depth test on a small group of institutions (personal involvement, by email, telephone, etc.) B. Larger test on a larger group of institutions (online survey)
Needed	A. 3 countries, providing 5 institutions in their country (n=15) B. 7 countries, providing 10-15 institutions in their country (n=105)
Period	A. December 2012 B. January 2013

<i>Sub-study 3</i>	<i>Use of digital heritage collections (5 countries needed)</i>
Subject	Improving and specifying the questions related to accessing digital collections in Core Survey 1
Method	A. Thorough a review of the Core Survey 1 on usefulness (online survey) B. Monitor a particular stream of digital collection information (by means of web analytics software) in close collaboration with other initiatives in the field
Needed	A. . 3 to 5 countries, 30 institutions in total (selected from the ENUMERATE and NUMERIC surveys) B. the same 30 institutions
Period	A. January 2013 B. December 2012 - January 2013

Sub-study 4	<i>Digital preservation (no countries needed, experts / specialists)</i>
Subject	Consultation with specialists, since this is a relatively new topic
Method	Focus Group
Needed	No involvement of National Coordinators needed
Period	January 2013

Thematic Survey: Digital Preservation

Focus group on digital preservation

Bring together specialists that have already set up surveys in projects or programmes on digital preservation in Europe

The purpose of this focus group will be to:

- *Establish an overall picture of the state of affairs in digital preservation practice and policies*
 - *Explore the options of building up intelligence on the topic*
 - *Help initiate the beginnings of a longitudinal dataset on digital preservation to support evidence based policy development*
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Thematic Survey: additional activities

- Additional desk research on other, similar surveys
 - Updating of documentation (e.g. definitions) and guidelines for sampling
 - Translations
 - Improve social bookmarking
 - Online survey implementation (Panteia)
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Questions / Discussion

Discussion

- “Old school” extensive questionnaires vs. “self-interest driven” (online) data sharing?
 - How feasible or is building a *European address database of cultural heritage institutions for future surveys*?
 - Granularity: how to take differences in the size of cultural heritage institutions into account?
 - Collection complexity: how to deal with institutions having several sub-collections of various object types, sometimes mixed, sometimes of a hybrid nature?
 - And finally: ...any suggestions to consider specific other survey initiatives?
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