Thematic Survey Questionnaire –

ACCESS AND USE of Digital Collections

by

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ACCESS / USE

In this small scale survey the aim is to get a grasp of the <u>access and use</u> of digital collections. In more detail, the questionnaire we developed focuses on:

- Online access: which part of your collection is available online and what are the platforms where content is presented to the public?
- The development of online user services: has your institution developed any websites, apps, etc.?
- The measurement of online user activities: what methods and tools does your institution use for collecting usage metrics?
- Licensing and legal issues regarding the online collection: how much does your institution spend on clearing copyright?

The survey consists of 22 questions. Since the questionnaire aims to improve the methodology of monitoring the access and use of digital heritage collections, some questions have an accompanying field for evaluative remarks. Please help us with any comments that may be useful.

The time needed to fill in the questionnaire will depend highly on the availability of management information about your digital collections. If this information is in place, we estimate that answering the questions will take about 30 minutes of your time.

We hope you will be able to complete the questionnaire by March 15th. The questionnaire is designed in such a way that you can pause and return at any time to continue.

If you have any further questions, please contact your national coordinator, or:

Natasha Stroeker: enumerate@panteia.nl

Best Regards, the ENUMERATE Team

SECTION 1/6 - ORGANISATIONAL INFORMATION

[1] Name of institution / organisation *:

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(Please provide the full, legal name of the company or institution about which you are answering the questions in this survey.)

[2] Type / Domain of institution / organisation *

Please specify the primary heading under which your company or institution classifies itself:

- National archive
- Other archive/Records office
- Audio-visual or broadcasting institute
- Film institute
- Museum of art
- Museum of archaeology, history
- Museum of natural history and natural science
- Museum of science and technology
- Museum of ethnography and anthropology
- Other type of museum
- National library
- Higher education library
- Special or other type of library
- Institution for Monument Care

[3] Your name:

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(The full name and title of the person completing this survey.)

[4] Your telephone number and/or Skype contact details:

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(The primary phone number (e.g. +44 0123456789) and/or the Skype details of the person completing this survey.)

[5] Your role in the institution:

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(The position (job title) of the person completing this survey.)

[6] Your e-mail address:

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(The primary e-mail address of the person completing this survey.)

[7] What is your institution's annual revenue budget?

Please choose only one of the following:

- < 10,000 €
- 10,000-50,000 €
- 50,000-100,000 €
- 100,000-500,000 €
- 500,000-1,000,000 €
- 1,000,000-10,000,000 €
- >10,000,000 €

(Provide the annual budget for the *entire* institution, for instance as indicated in the last set of published accounts. The budget may include government funding, project funding, revenues from the organisation's primary or commercial activities, etc. If choosing between two of the options is difficult (like when the budget is exactly 50,000 €), please choose the option with the lower estimate.)

SECTION 2/6 - POLICY

[8] Does your organisation have an explicit (written) policy regarding the use of your digital heritage collections?

- Yes
- No
- Do not know

(Answer this question with "yes" if your organisation has a formal document detailing which digital materials are accessible to whom and what the terms and conditions of this accessibility are.)

[9] If it is available online, what is the URL for this policy document?

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(Please specify the URL for the above mentioned policy document if it is publicly available online.)

O not available online

[10] If you answered Yes to question #8, does this written policy document mention *and* elaborate upon specific types of use of your digital heritage collections? (Refer to question #11 for an overview of examples of types of use.) (Specific types of use could be: Creative re-use/Remix, Personal (cultural) development, Educational use, etc.)

- Yes
- No
- Do not know

Evaluative remarks to this question:

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(Please include any comments that would help us improve the question.)

[11] Collections are made accessible to the public for various types of use. How important is each of the following types of use for your institution's motivation to make digital heritage collections publicly available online?

types of use	1	2	3	4	5	6	7	8	9	10
Creative reuse/Remix										
Commercial trading										
Personal (cultural) development										
Educational purposes										
Enjoyment										
Religious and commemorative use										
Other types of use (please specify)										

(Using a 10-points scale - where 1 equals "not at all important" to 10 "very important" - please select only one number per row.)

Other types of use are:

Evaluative remarks to this question:

(Please include any comments that would help us improve the question.)

SECTION 3/6 ACCESS TO ONLINE DIGITAL COLLECTIONS

[12] What object types in the digital heritage collections of your institution are accessible online as digitally reproduced or born digital objects?

(You can select more than one of the broad object classes presented here below. Please note: in the next screen(s) more detailed information about accessibility will be asked per object type.)

(Please use the table below to characterize the digital heritage collections of your institution. More than one object type may be selected.)

[12a] In what quantities are the following objects - as digitally reproduced or born digital objects - accessible online?

(the estimated number of units in the entire digital collection; please fill in "0" if for certain object types, for whatever reason, there are no objects accessible online)

	Term ([digital] objects)	Estimated # of units in entire digital collection	Units (#=Number of)
ARCHIVAL RESOURCES			
	Archives : Government documents		# Records
	Archives : Government archives		# Archives
	Archives : Other archival records		# Records
	Archives : Other archives		# Archives
TEXT BASED RESOURCES			
	Books		
	Rare printed books		# Records
	Other printed books		# Records
	Electronic books (eBooks)		# Records
	Serials		
	Newspapers		# Issues
	Journals		# Issues
	Articles		# Records
	Other serials		# Issues
	Other text based resources		
	Medieval Manuscripts		# Records
	Other Manuscripts		# Records

	Microforms / Microfilms		# Records
	Other text based		# Records
VISUAL (2D) RESOURCES			
	Drawings		# Records
	Engravings / Prints		# Records
	Maps and ground plans		# Records
	Paintings		# Records
	Photographs		# Records
	Posters		# Records
	Sheet music		# Records
	Other visual resources		# Records
3D MOVABLE OBJECTS			
	3 Dimensional works of art		# Records
	Archaeological man-made objects		# Records
	Coins and medals		# Records
	Other 3 dimensional man-made objects		# Records
GEOGRAPHY BASED RESOURCES			
	Landscapes		# Records
	Archaeological sites		# Sites
	Monuments and buildings		# Records
	Other geography based resources		# Records
NATURAL RESOURCES			
	Natural inert specimens		# Records
	Natural living specimens		# Records
TIME BASED RESOURCES			
	Audio files: Music		# Records

	Audio files: Speech & other (excl. digital audio books; incl. oral history files)		# Records
	Digital audio books		# Records
	Film (Cinematic)		# Records
	Video recordings		# Records
	Other time based resources		# Records
DIGITAL INTERACTIVE RESOURCES [EXCLUSIVELY DIGITAL]			
	Databases (containing cultural heritage metadata)		# Databases
	Digital (3D) designs or reconstructions of objects and buildings		# Records
	Digital art objects		# Records
	Digital research files (incl. GIS files)		# Records
	Games		# Records
	Software (customized)		# Records
	Websites (and parts of websites)		# Records
	Other digital interactive resources		# Records

Evaluative remarks to this question:

(Please include any comments that would help us improve the question.)

[13] What kind of descriptive metadata/cataloguing data are you providing online?

(Please check all the options that apply to your institution.)

- No metadata at all
- Metadata about items in online accessible digital collections
- Metadata about items in all digital collections, including offline digital collections
- Metadata about items that are not digitally available
- Other metadata (please specify below)

Other kinds of metadata are:

(Free text description of metadata that are provided online.)

Evaluative remarks to this question:

(Please include any comments that would help us improve the question.)

[14] Please indicate the estimated percentage of all the digital objects you have (digitally reproduced and/or born digital) that are and/or will be accessible through mentioned access options:

	% of digital objects currently accessible	% of digital objects accessible 2 years from now
Offline		
Institutional website		
National aggregator		
Thematic aggregator		
Europeana		
Memory of the World		
Wikipedia		
Institutional API		
3rd party API		
Social media platforms like Flickr or Facebook		
Other access options (please specify)		

Other access options are:

Evaluative remarks to this question:

(Please include any comments that would help us improve the question.)

SECTION 4/6 - CONDITIONS OF USE

[15] Under what conditions do you provide access to/allow usage of your digital collections? (Please, check everything that is applicable for at least a part of your online digital collection on one or more platforms.)

	Objects	Metadata
Free restricted access (for instance with a login)		
Paid restricted access (for instance with a login)		
Restricted access for certain countries (geo-blocking)		
Non-restricted access for viewing		
Paid access for downloads, sharing & reuse		
Free non-commercial downloads, sharing & reuse		
Free commercial downloads, sharing & reuse		

Evaluative remarks to this question:

(Please include any comments that would help us improve the question.)

SECTION 5/6 - MONITORING

[16] Does your organisation measure the number of times digital metadata and/or digital objects are being accessed by your users?

Please choose only one of the following:

- Yes

- No

- Do not know

(In order to be able to answer this question with Yes any manner of measurement will suffice.)

Evaluative remarks to this question:

(Please include any comments that would help us improve the question.)

[17] If Yes, which of the following methods does your organisation use to measure the number of times digital metadata and/or digital objects are being accessed?

[Only answer this question if the following conditions are met: Answer was 'Yes' at question #16 ("Does your organisation measure the number of times digital metadata and/or digital objects are being accessed by your users?")]

Please choose all that apply:

- Web statistics

- Database statistics (if not included in Web statistics)

- User studies

- Other (please specify):

Other methods of measuring the number of times the digital heritage collections of our institution are being accessed are:

(Please indicate all other ways in which the accessing of digital metadata and objects is measured. Do not mention specific software tools here. You can give the details about these in the next question.)

Evaluative remarks to this question:

(Please include any comments that would help us improve the question.)

[18] What tool(s) is/are being used in your organisation for measuring the number of times digital metadata and/or digital heritage objects are being accessed?

[Only answer this question if the following conditions are met: Answer was 'Yes' at question #16 ("Does your organisation measure the number of times digital metadata and/or digital objects are being accessed by your users?")]

Monitoring tools are:

(Please name all tools being used in your organisation for measuring the number of times digital metadata and/or digital objects are being accessed. If possible add any remarks that would help us better understand the practice within your institution.)

Evaluative remarks to this question:

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(Please include any comments that would help us improve the question.)

[19] How often do you analyse the results of your access/use monitoring activities? Please give an explanation of your answer:

[Only answer this question if the following conditions are met: Answer was 'Yes' at question #16 ("Does your organisation measure the number of times digital metadata and/or digital objects are being accessed by your users?")]

- On a weekly basis
- On a monthly basis
- On a yearly basis
- Other (please specify):

Evaluative remarks to this question:

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(Please include any comments that would help us improve the question.)

[20] In what way does your organisation make use of the outcomes of access/use data analysis?

[Only answer this question if the following conditions are met: Answer was 'Yes' at question #16 ("Does your organisation measure the number of times digital metadata and/or digital objects are being accessed by your users?")]

The analysis of access/use data is used for:

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(Please explain how your organisation valorises the collected data.)

Key Performance Indicators (KPIs) are "commonly used by an organisation to evaluate its success or the success of a particular activity in which it is engaged." [Wikipedia] In this context we are interested in how the monitoring of access and use in various cultural heritage institutions is related to assessing the successfulness of the organisation in fulfilling its mission.

[21a] Does your organisation apply Key Performance Indicators based on your monitoring [access/use] data?

- Yes
- No
- Do not know

[21b] If Yes, what KPI's does your organisation apply?

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(Please briefly mention the KPIs that are used within your organisation.)

[21c] If Yes, *how* does your organisation report on these KPIs?

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(Please describe the way in which KPIs are actually being used in showing the successfulness of your organisation in fulfilling its mission. Are KPIs mentioned in the institution's annual report? Are KPIs published on the institutional website? Etc.)

Evaluative remarks to this question:

(Please include any comments that would help us improve the question.)

[22] Please include any information that was not asked for above and that you think is relevant for understanding the nature of the access/use monitoring activities of your organisation:

SECTION 6/6 - FOLLOW-UP SURVEY

[23] The ENUMERATE Team plans to do additional research into monitoring web traffic for cultural heritage institutions (data analytics). Would your institution be interested in participating in follow-up research on data analytics?

- Yes

- No

If Yes, please provide us with a name and email address of the person in your institution who will be ENUMERATE's contact in analysing user statistics (if not yourself).

[24] Please provide us with a name and email address of the person in your institution who may be contacted in follow-up research on data analytics/user statistics (if not yourself).

(The full name and title of the person that can be approached for the user statistics research.)

[25] E-mail address:

(The primary e-mail address of the person to be approached for the user statistics research.)

E001 How long did it take to fill out the questionnaire?

E002 Did you have to look up things before filling out certain questions?

Thank you for collaborating with us in this Survey!

More information on the ENUMERATE Thematic Network is available on: www.enumerate.eu.