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# DIGITAL PROGRAMMING SERIES

## Preliminary Impact Assessment Report

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## Executive Summary

Digital programming, or Europeana's webinar and events programming, increased dramatically as a result of the 'new normal' of Covid-19. This was a new area of priority, and one in which many colleagues within the Europeana initiative have been involved. We took the opportunity to understand the impact that Europeana's digital programming, mainly webinars and online participatory meetings, would have for participants.

### Methodology

A standard data collection protocol has been developed for digital (and other) events, in which data is collected at the registration stage (demographic information, confidence in the topic), and via a post-event survey sent to participants of all events. This protocol further embeds evaluation in Europeana by standardising its approach to data collection. It also reflects a reflective and learning approach, through which improvements can be made on an iterative basis as recommendations are shared.

We set in place a confidence rating in the topic that could be assessed before the event and then again afterwards. Unlike previous pre- and post-event surveys, we also trialled a way to capture some identifying information (first name and country) that would help us understand impact on an individual level.

This report presents preliminary insights into the knowledge outcomes experienced by attendees at Europeana's digital events, namely webinars. This is a very light touch report. Only two webinars were surveyed due to the need at the time to understand if the methodology was appropriate to use and to feed into the summary report on 10 impact assessment reports, due in June 2020 as a milestone under the DSI-4 project. This is acknowledged as a limitation to the perspectives presented below, but it also sets in place a mechanism for further assessment of participant experiences going forward.

### Summary of the findings

This was the first programme of events for which Europeana has been able to track audience demographics. There were more non-ENA members than ENA members registered for the events, suggesting that the opportunities reached an audience beyond only our network. The largest group of attendees were those aged between 35-44 followed by those aged 45-54. Least represented were young people (18-24) and those over 65+ (retired). The digital events are largely female-dominated. The majority of the audience did not consider themselves to have a disability. When respondents suggested that they did have a disability, there were no concrete suggestions given about how Europeana could better facilitate access to its services.



A wide geographic range of attendees were attracted to events, including those outside of the EU, from regions such as Canada, the US, Russia, the Western Balkans, Saudi Arabia and Mexico.

We were able to track confidence levels on an individual level before and after the webinar. The data show us that the majority of participants found that their confidence levels in the topic increased after the webinar.

## **Recommendations**

The digital programming series has just begun and the cross-team delivering it are ambitious - see, for example, the [events pages](#) that illustrate the number of events that have been programmed from a relatively low baseline. The results that emerge after each webinar should be regularly reviewed to assess the outcomes that are emerging. Furthermore, further insights could be captured through interviews or focus groups with members.

## **Validation and use of these findings**

These results were shared with the Members' Council of the Europeana Network Association and organisers of events, for example, the Communicators' Community. Feedback was assessed and incorporated where appropriate. The findings have informed future programming (content and audience needs). They have also informed broader conversations on how we measure the impact of our digital events and how we set targets and KPIs to continue to grow the audience engaged in our activities.

This report was designed to be a first and light-touch attempt to evaluate how our impact assessment procedures at digital events were operating. Data are being collected on an ongoing basis and a more in-depth assessment is due in mid- to late-2021.



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## Methodology

This was a light-touch approach to understanding the outcomes generated by the digital programming series. The plan was generated in a short period of time and for only a few initial events for the purposes of this report. However, data is now being collected on an ongoing basis. A protocol for surveying events is in development as a direct outcome of this work. This will be used within the Europeana Foundation as well as being made available as an update to Europeana's already-published [guide](#) to running online events.

### **A light-touch approach to creating an impact assessment framework**

At the time, with a need to respond quickly to the need for and an opportunity to deliver responsive, valuable, sector-facing events, there was little opportunity to run online workshops to develop a change pathway for this programme. It was clear that one of the key outcomes of the webinars, particularly topic-focussed webinars, would result in learning outcomes. Therefore, the data collection focussed on this.

Further work on a change pathway will be required, however, to set in place a framework in which to measure other shorter-term outcomes, such as creating a sense of connection between Europe's heritage professionals, and longer-term change. With this in mind, this might be a good case study in which to explore the outcomes (beyond an increase in knowledge and an increased sense of connection) which follow as a result of a relatively short engagement with one of Europeana's services.

### **Surveying event attendees**

Event attendees were initially surveyed for a confidence rating and demographic data on the Eventbrite platform when they registered for the event. Post-event surveys were then shared with registered attendees alongside a thank you or follow-up email.

### **Collecting demographic data**

We followed the format created for the [Presidency events impact assessment](#) and began to collect demographic for attendees at the event registration stage. We have also started to track whether or not attendees of our events are existing ENA members. Demographic data consists of age, gender, and what country the attendee is based in. Initially we asked whether event attendees reported having a disability. Based on feedback, we have removed this question, instead asking whether adjustments could be made to the event to make it more accessible. It is possible that this question could also elicit responses relating to language accessibility.



This shows how we have learned in the process of collecting demographic data. We were aware of the sensitivity of collecting such data, and implemented changes in response to feedback from colleagues and others externally.

## **Collecting a pre- and post-event confidence rating**

We asked webinar respondents to assess their confidence in the webinar topic at the event registration stage. Then, at the post-event survey stage, we asked participants to rate their 'after' confidence level. We did so on an individual level rather than a group level, by asking for an identifying piece of data that could link the individual's pre- and post-event responses. We asked for their name and country. This worked in all cases apart from two, where multiple people with the same name from one country were in attendance.

## **Limitations**

- Some webinars are not clearly one-topic based. A confidence rating is therefore less useful.
- This is a small, illustrative sample. The findings will be strengthened with the analysis of a bigger dataset.
- The Europeana Aggregators' Forum was included for an overview of the background of attendees. Future analysis should concentrate on webinars and consider other digital events separately.



# Who was the registered<sup>1</sup> audience?

## ENA membership

More non-ENA members than ENA members registered for the events, suggesting that the opportunities reached an audience beyond Europeana's normal network.

## Digital programming audiences - webinars May 2020

Proportion of attendees who are members of the Europeana Network Association (ENA)



Source: Europeana, 2020 • Created with Datawrapper

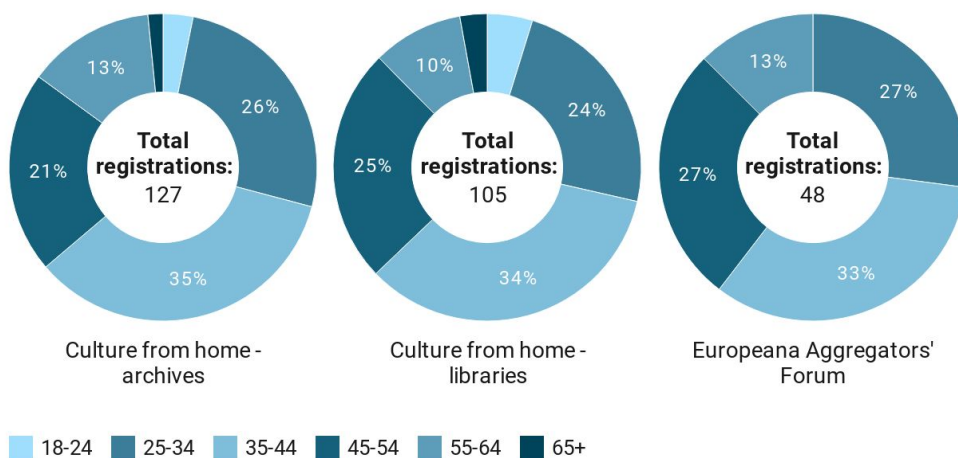
**Figure 1.** Chart showing the split of registered attendees who were Network members for each of the webinars.

## Age

The largest group of attendees were those aged between 35-44 followed by those aged 45-54.

## Digital programming audiences - webinars May 2020

Age of registered attendees



This data includes the Europeana Aggregators' Forum

Source: Europeana, 2020 • Created with Datawrapper

**Figure 2.** Pie-charts showing the age of registered attendees for the two surveyed webinars and the Europeana Aggregators' Forum for comparison.

<sup>1</sup> Registration does not necessarily mean that they attended the webinar

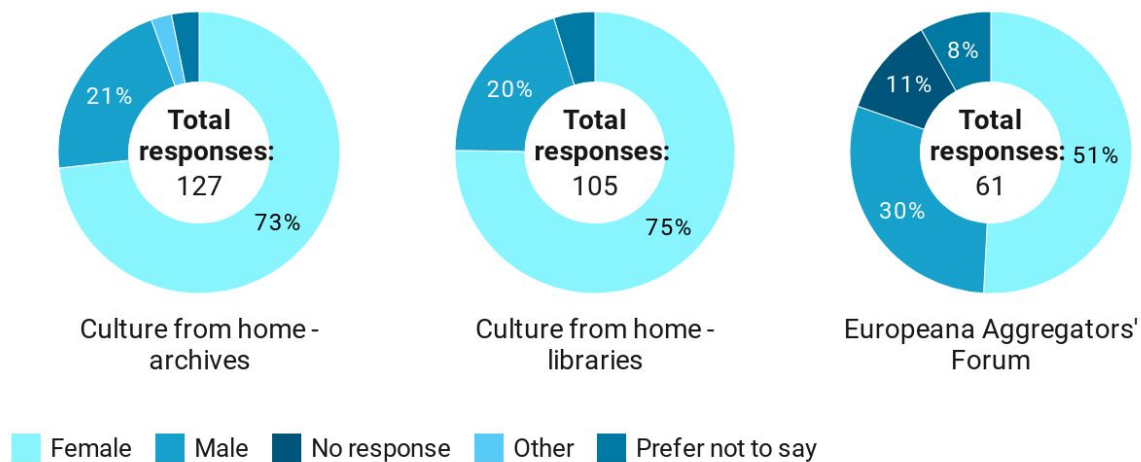


Least represented were young people (18-24) and those over 65+ (retired). The participation of young people in Europeana’s activities has been noted as an area in need of further work, leading to the formation of the [New Professionals](#) task force after Europeana 2019.

## Gender

### Digital programming audiences - webinars May 2020

Gender of registered participants



Source: Europeana, 2020 • Created with Datawrapper

**Figure 3.** Pie-charts showing the gender breakdown of registered attendees at the two surveyed webinars and the Europeana Aggregators’ Forum for comparison.

The Europeana Aggregators’ Forum has a more equal audience in terms of gender than the two digital events surveyed, which are largely female-dominated (which is replicated across the heritage sector<sup>2</sup>).

## Disability

The vast majority of the audience did not consider themselves to have a disability, as shown below.

<sup>2</sup> See for example the European Expert Network on Culture and Audiovisual (EENCA) on gender gaps in the cultural and creative sectors. <http://www.eenca.com/eenca/assets/File/EENCA%20publications/Final%20Report%20-%20Gender%20in%20CCS%20EAC.pdf>





## Digital programming audiences - webinars May 2020

Disability amongst digital programming audiences

	No	No response	Prefer not to say	Yes
Culture from home - archives	119	0	4	4
Culture from home - libraries	101	0	1	3
Europeana Aggregators' Forum	47	7	5	0

Source: Europeana, 2020 • Created with Datawrapper

**Figure 4.** Chart showing the incidence of reports of disability among the two surveyed webinars and the Europeana Aggregators' Forum for comparison.

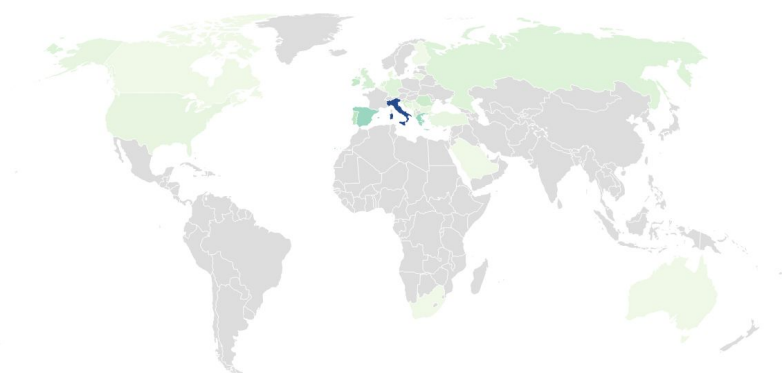
Furthermore, where respondents suggested that they did have a disability, no concrete suggestions were given about how Europeana could better facilitate access to its services.

## Geographic location

There was a very wide geographic spread of registrations, including a number of registrations that came from outside Europe (e.g. from the Western Balkans, the US, Canada, Russia, South Africa and Australia). The two attendee registration list for each of the two webinars was analysed and the data are presented in the maps below.

### Culture from home - archives

The geographic location of registered attendees



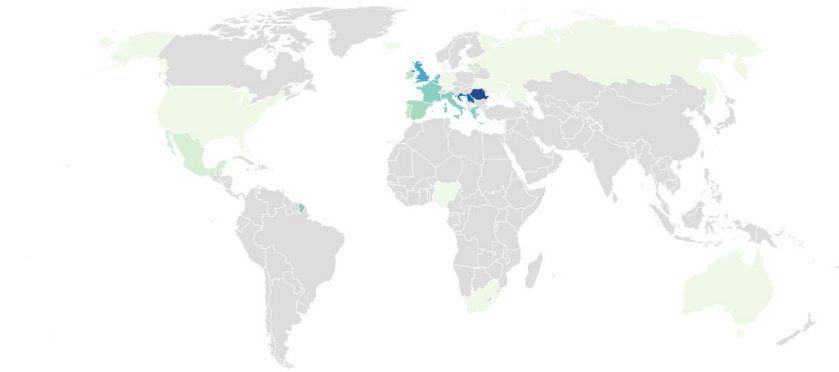
Created with Datawrapper

**Figure 5.** A map showing registered attendees for the webinar 'Culture from home - archives'



## Culture from home - libraries

The geographic location of registered attendees



Created with Datawrapper

**Figure 6.** A map showing registered attendees for the webinar 'Culture from home - libraries'

Digital events, then, seem to be effective ways in which to increase the geographic diversity of beneficiaries from Europeana's services.



## Insight into knowledge gain

*Good job with the webinars. I really hope they will become a permanent thing in this community.*

Feedback from a respondent to the Culture from home - archives webinar

### Change in confidence level about the topic discussed

We were able to track confidence levels on an individual level<sup>3</sup> before and after the webinar. The data show us that the majority of participants found that their confidence levels in the topic increased after the webinar.

### Digital programming audiences - webinars May 2020

Change in individual confidence levels as a result of the webinar attended



Source: Europeana, 2020 • Created with Datawrapper

**Figure 7.** Chart showing change in confidence levels as a result of the webinar attended.

<sup>3</sup> In one case for each webinar, we were unable to attribute the change in the confidence level, because there was more than one person with the same name per country. This was therefore left out.



## Conclusions and recommendations

This is a light-touch impact assessment in which we trialled a new approach in the midst of an uncertain and constantly changing time. We focussed on the question of whether the webinars led to an increase in knowledge for attendees, noting that future assessments would benefit from a wider approach and consider, for example, a sense of connection created between participating professionals.

Over 50% of those registered for the events surveyed were not Europeana Network Association Members, suggesting that the opportunities reached an audience beyond Europeana's normal network. A wide geographic range of attendees were attracted to events, including those outside of the EU and in regions such as Canada, the US, Russia, the Western Balkans, Saudi Arabia and Mexico.

The data show us that the majority of participants found that their confidence levels in the topic increased after the webinar. This indicates that participants increase their knowledge as a result of Europeana's digital programming series. This is a preliminary finding, and should be analysed within a larger data set.

We learnt a great deal in the process of developing this impact assessment, even by taking such a light-touch approach. The following recommendations should therefore be taken forward:

- Develop a protocol for surveying digital (and physical) events participants. Combine this with a light-touch introduction or training for those creating online events.
- Continue to measure who attends events, but be aware of the sensitivities of asking demographic data from participants.
- Some webinars are created as part of a series. Consider whether the registration confidence rating and the post-event survey is necessary in this case, and set in place a more appropriate mechanism to collect the required data.



## About the Europeana Impact Playbook

The European Impact Playbook is being developed for and with cultural heritage institutions around the world to help them design, measure and narrate the impact of their activities. It helps guide professionals through the process of identifying the impact that their cultural heritage institutions have, or aim to have, as the sector works towards creating a shared narrative about the value of digital cultural heritage.

Two phases of the Impact Playbook have been published alongside tools and a growing library of case studies. Phase one introduces professionals to the language of impact assessment and helps them make strategic choices to guide the design of their impact. Phase two builds on the design brief in the first phase and focuses on data collection techniques. Phases three and four are in development and will focus on how to narrate impact findings and evaluate the process taken.


Find out and join the Europeana Impact Community by going to [impkt.tools](https://impkt.tools)!



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