Europeana DSI 2– Access to Digital Resources of European Heritage

MILESTONE

MS4.1: ENUMERATE survey launch

Revision	Final version 1.0
Date of submission	
Author(s)	DEN Foundation
Dissemination Level	PU

Co-financed by the European Union
Connecting Europe Facility

REVISION HISTORY AND STATEMENT OF ORIGINALITY

Revision History

Revision No.	Date	Author	Organisation	Description
1	21-06-2017	Wietske van den Heuvel	DEN Foundation	Writing and compiling the texts
2	30-06-2017	Gerhard Jan Nauta	DEN Foundation	Additions
3	30-06-2017	Marco de Niet	DEN Foundation	Additions
4	30-06-2017	Gerhard Jan Nauta	DEN Foundation	Final edits

Statement of originality:

This milestone contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both.

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Introduction

This milestone report describes the route towards the ENUMERATE Core Survey 4, which is/has been running in the months of May and June 2017. The launch of the survey was carefully prepared: the survey methodology was fine-tuned particularly in the second half of 2016, whereas the months of January to April 2017 were dedicated to the practical work of on the one hand maintaining contact with, advising and supporting the national coordinators in the different EU members states; on the other hand taking care of translations, programming the online questionnaire, promoting the survey and responding to questions. This report describes the details of the survey launch, D4.2, the *Report on ENUMERATE Core Survey,* will present the outcomes of the survey.

Survey Methodology

Survey goals

Core Survey 4 is the fifth pan-European survey (first was NUMERIC) on the status of digital heritage collections in the EU. The ambition is to expand the statistical series built up so far with up-to-date data that is useful both for individual heritage institutions, national and European governments, and umbrella organisations. These are the objectives:

- to gather general statistical information and build a baseline of data on the state of digitisation in museums, archives and libraries in the EU.
- to understand the progress that has been made in the EU since the former ENUMERATE Core Surveys and the NUMERIC survey.
- to achieve a situation where informed decisions about national and EU policies are possible.
- to help memory institutions in measuring their progress in the field of digitising heritage materials and in making decisions of a practical nature.

Design of the survey

The design of the survey is based on Core Survey 3 to maintain a solid baseline and to be able to compare results with previous editions. The final list with questions is based on feedback from:

- responses on the previous surveys
- MSEG group
- EGMUS
- national coordinators
- Europeana

This resulted in a list of 37 questions grouped into 7 sections:

- Organisational Information
- Digital Collections (Supply)
- Digital Access
- Participation
- Digital Preservation
- Digitisation Expenditures
- Comments

There are some slight deviations from Core Survey 3. We have included new questions about:

- coverage of the digital strategy
- the use of website statistics
- the licenses that are used for publishing content

We've decided to include the question with a more detailed list of costs again. It was in Core Survey 2 but not in Core Survey 3. Annex I includes the full list of questions in English.

Network of national coordinators

The national coordinators are vital for establishing contacts with the cultural heritage institutions in Europe. A national coordinator is responsible for distributing and promoting the survey in their country. They do not receive any compensation for the work and support from their institution is essential. During the survey, together with the DEN Foundation, national coordinators provide help and feedback to the participating institutions.

Recruiting national coordinators

Renewing the contacts with the national coordinators where possible and finding new coordinators in countries where the former coordinator was no longer available proved to be challenging. We've used multiple channels to recruit the national coordinators. First, we approached the coordinators of Core Survey 3 and many of them were able to cooperate again. Others provided us with alternative names. We've completed the list as much as possible through the MSEG/DCHE network and the Europeana network. The list below shows the coordinator for every country and the countries without a national coordinator.

Austria	Martin Ure	martin.ure@bka.gv.at
Belgium	Anna Calderone	anna.calderone@belspo.be
Bulgaria	Axenia Boneva	axenia.boneva@mc.government.bg
Cyprus		
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Denmark	Ole Olesen-Bagneux	oob@slks.dk
Estonia	Ülle Talihärm	ulle.taliharm@kul.ee
Finland	Minna Karvonen	minna.karvonen@minedu.fi
France	Marie-Véronique Leroi	marie-veronique.leroi@culture.gouv.fr
Germany	Monika Hagedorn-Saupe	m.hagedorn@smb.spk-berlin.de
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Hungary	Mate Toth	toth.mate@oszk.hu
Ireland	Joan Ward	jward@lgma.ie
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Lithuania	Laimis Mikelevičius	laimis.mikelevicius@lrkm.lt
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Portugal	Margarida Lopes	mmlopes@bnportugal.pt
Romania		
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Slovenia	Gorazd Vodeb	gorazd.vodeb@nuk.uni-lj.si
Spain		
Sweden	Moa Ranung	moa.ranung@riksarkivet.se
Switzerland	Genevieve Clavel-Merrin	genevieve.clavel@nb.admin.ch
UK	Gordon McKenna	gordon@collectionstrust.org.uk

Cooperation with MSEG/DCHE

On 13 June 2016 there has been an information session with the Member States Expert group on Digitisation and Digital Preservation (MSEG) group in Luxembourg. This consisted about both an

update of achievements and plans, and a brainstorming session to fine-tune the Core Survey (3) questionnaire. Developing the methodology was continued in the second half of 2016 and was also on the agenda of the EGMUS group (24-25 October 2016, Berlin). Early 2017 an extra working sessions was organized in The Hague with Monika Hagedorn-Saupe and Axel Ermert from SPK, one of the project partners in the former ENUMERATE Thematic Network (2010-2014). Individual MSEG members were contacted on several occasions in search for country representatives that could take up the role of national coordinator.

In 2017, the MSEG was renamed to Commission Expert Group on Digital Cultural Heritage and Europeana (DCHE). The ENUMERATE Survey was briefly discussed during the first meeting of DCHE on 10 & 11 May 2017 in Luxembourg, as several national coordinators for ENUMERATE were also members of this Expert Group. During the meeting it was agreed that a subgroup on digital heritage statistics would be added of the Yammer social platform meant for internal communication among the DCHE group. During the month of June 2017 several messages were posted in this subgroup to provide an update on the responses per country to the ENUMERATE survey and to ask the DCHE to promote the survey in their country as well.

Translation process

National coordinators were asked to provide a translation if necessary. This resulted in the following languages:

- Bulgarian
- Czech
- Dutch
- English
- German
- Greek
- Hungarian
- Latvian
- Lithuanian
- Polish
- Portuguese
- Slovenian

In order to support the translation process, the DEN foundation prepared a translation package for each language. This included a list of the questions, accompanying texts and cover letter in English and a list of translations that were already available from the previous surveys.

All language variants of recycled and new questions have been collected systematically in one large parent file. This can be easily reused in follow-up

Coordinators only had to adjust and complement the existing translations. Since they do not receive any compensation for their work, we've tried to minimize their work load as much as possible with these packages. Some countries, like Sweden or Finland, use the English version and coordinators have offered to help respondents with translations if necessary.

Unfortunately, we did not succeed in acquiring translations into French, Spanish and other EU languages of the new survey.

Publication of guidelines

The DEN foundation created a guideline for the national coordinators to help them conduct the survey and to support them with pre-composed invitations and press releases. They received this guideline in April and it covers the following topics:

- General information about the Core Survey: objectives and deviations from previous editions
- Organisation: The ENUMERATE Team and your role as a National Coordinator
- How to define the cultural heritage domain
- Practical information on the procedure
- Translation process
- Target sizes for the participating states
- Announcing the survey, collecting responses, scenarios and boosting response rates
- Examples of press releases and invitations
- Planning

Scenarios

Experience has shown that to identify possible respondents (*memory institutions*) is an easy job in certain countries and a hard one in others. Although the aim is getting a good response in *all* European countries we've discern three different scenarios for the coordinators:

1. **GOLD** - Contact details for the whole population of (all types of) memory institutions are available and all institutions are invited to participate by the national coordinator.
2. **SILVER** - At best contact details for only some types of institutions (e.g. archives) are available. For the other types representative samples will be constructed. The ENUMERATE team will offer guidance to the national coordinators in constructing lists of contact details.
3. **BRONZE** - A fully open call to participate is made on various different platforms. (In this scenario the National Coordinator is still essential in announcing the survey and collecting the contact details of institutes that sign up.)

Of course the benefits of opting for Gold are potentially more advantageous than opting for one of the other scenarios: it will be easier to draw statistically valid conclusions at the level of the broad heritage domains: archives, AV institutes, film institutes, libraries, museums, institutes for monument care.

In countries where the Bronze scenario is chosen, data collected may help in establishing an overall picture of digital heritage collections in the EU, but it will be improbable that one can do reliable statements about the national state of affairs.

These scenarios were chosen in the countries that were actively involved in rolling out the survey:

Country	Scenario	Language
Austria	SILVER	German
Belgium	BRONZE	English/Dutch
Bulgaria	BRONZE	Bulgarian
Czech Republic	SILVER	Czech
Denmark	SILVER/BRONZE	English
Estonia	SILVER/BRONZE	English
Finland	GOLD	English

Germany	BRONZE	German
Greece	SILVER/BRONZE	Greek
Hungary	BRONZE	Hungarian
Ireland	SILVER/BRONZE	English
Italy	BRONZE	English
Latvia	SILVER	Latvian
Lithuania	GOLD	Lithuanian
Luxembourg	SILVER/BRONZE	English/German
Netherlands	GOLD	Dutch
Poland	SILVER/GOLD	Polish
Portugal	SILVER/BRONZE	Portuguese
Slovenia	SILVER	Slovenian
Sweden	SILVER	English
Switzerland	BRONZE	English/French/German
UK	BRONZE	English

Online data collection

The English version of the questionnaire has been online starting April 4th 2017. However, the official "launch" of the survey was on Monday, May 8th, 12:00 hrs. Data collection is still going on and will be finished by July 3rd.

Subcontracting

For the development of the language versions of the questionnaire the expertise of a subcontractor was used:

Bureau Lahaut
Balistraat 105 A
1094 JG Amsterdam

The work consisted of programming the questionnaire structure, and developing the different language versions. Feedback in the testing phase was also processed by Bureau Lahaut.

SurveyMonkey

The survey is made with SurveyMonkey. There is a language selection page with links to the 12 different languages:

https://nl.surveymonkey.com/r/enumerate__core_survey_4_language_selection.

Every language is designed as a separate survey, but with the same look and feel and logos. SurveyMonkey supports different alphabets and symbols, including Greek and Bulgarian. The survey includes question skip logic based on the answers, so respondents do not have to browse through questions that are not applicable to them. This also avoids noise in the data. National coordinators received a special test link to check the logic and the translations before the survey was officially launched.
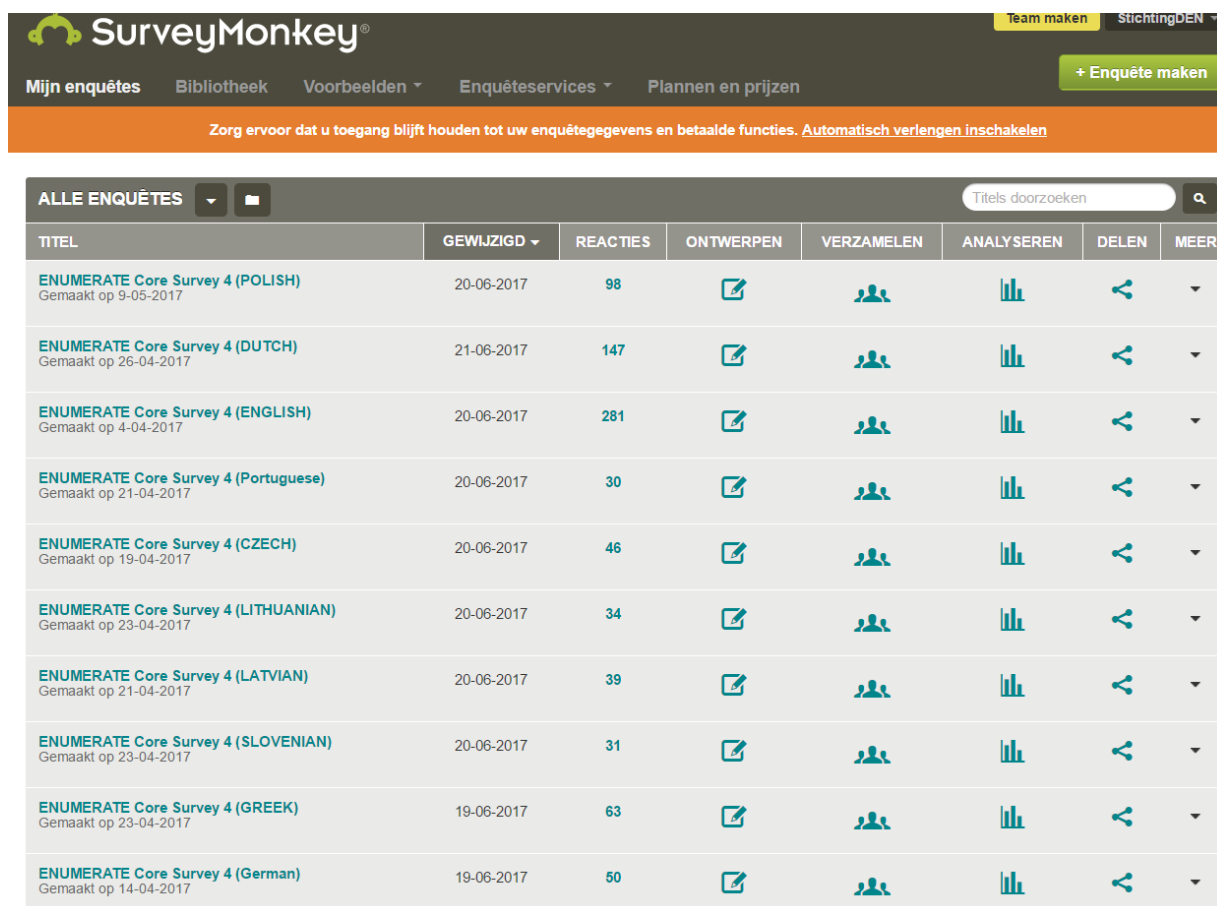
MS4.1: ENUMERATE survey launch
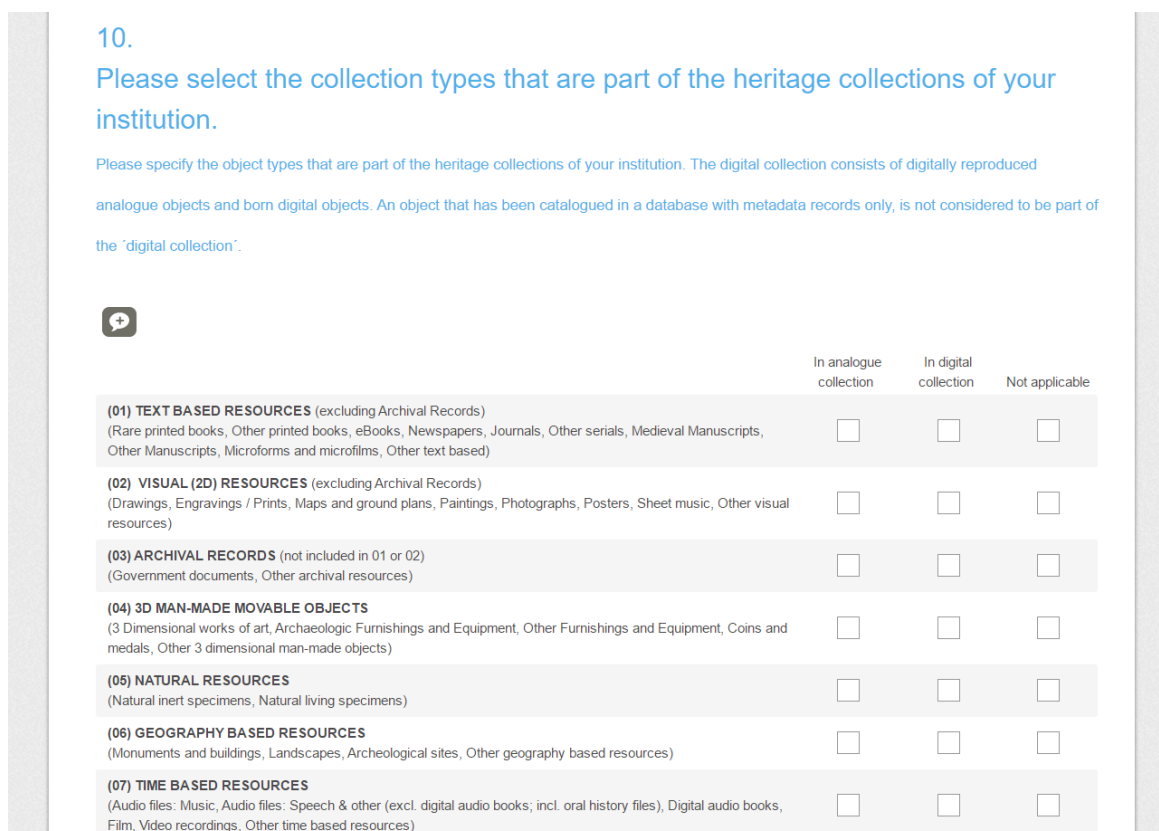

Fig. 1 Screenshot backend SurveyMonkey, June 21.
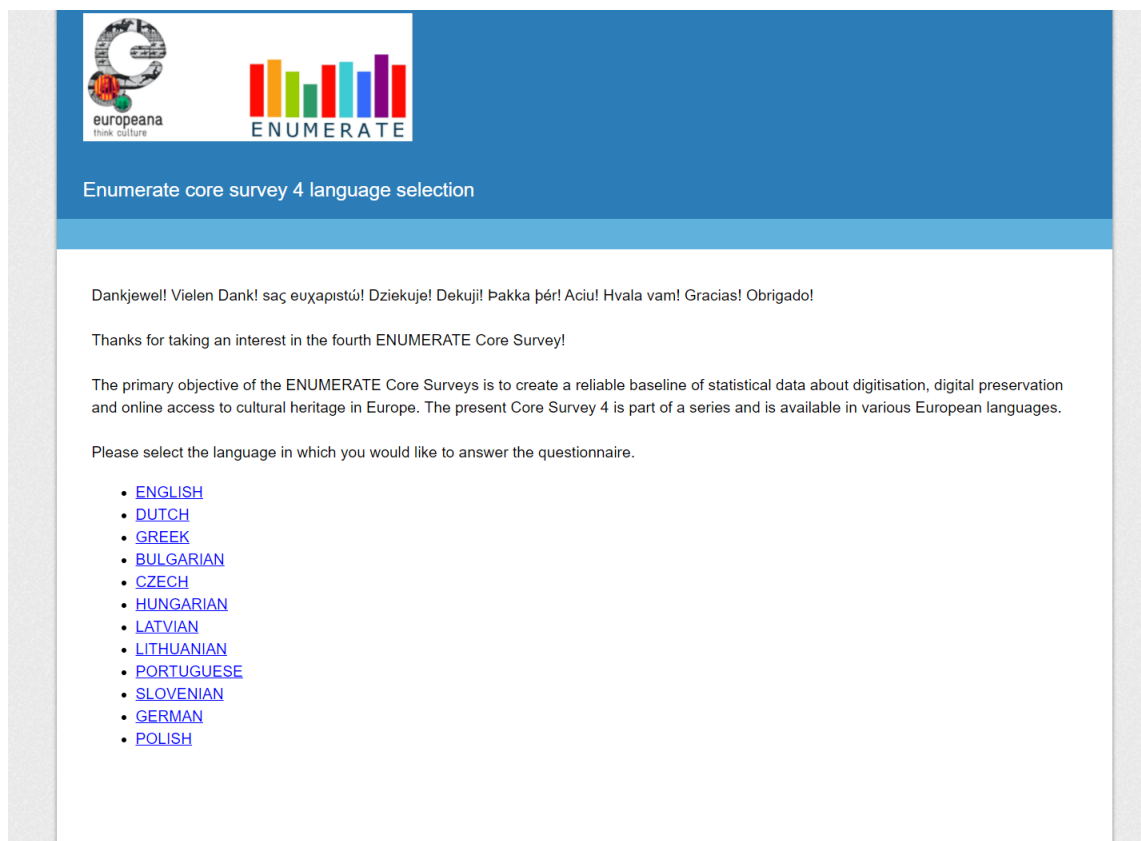

Fig. 2 Impression of the English test version
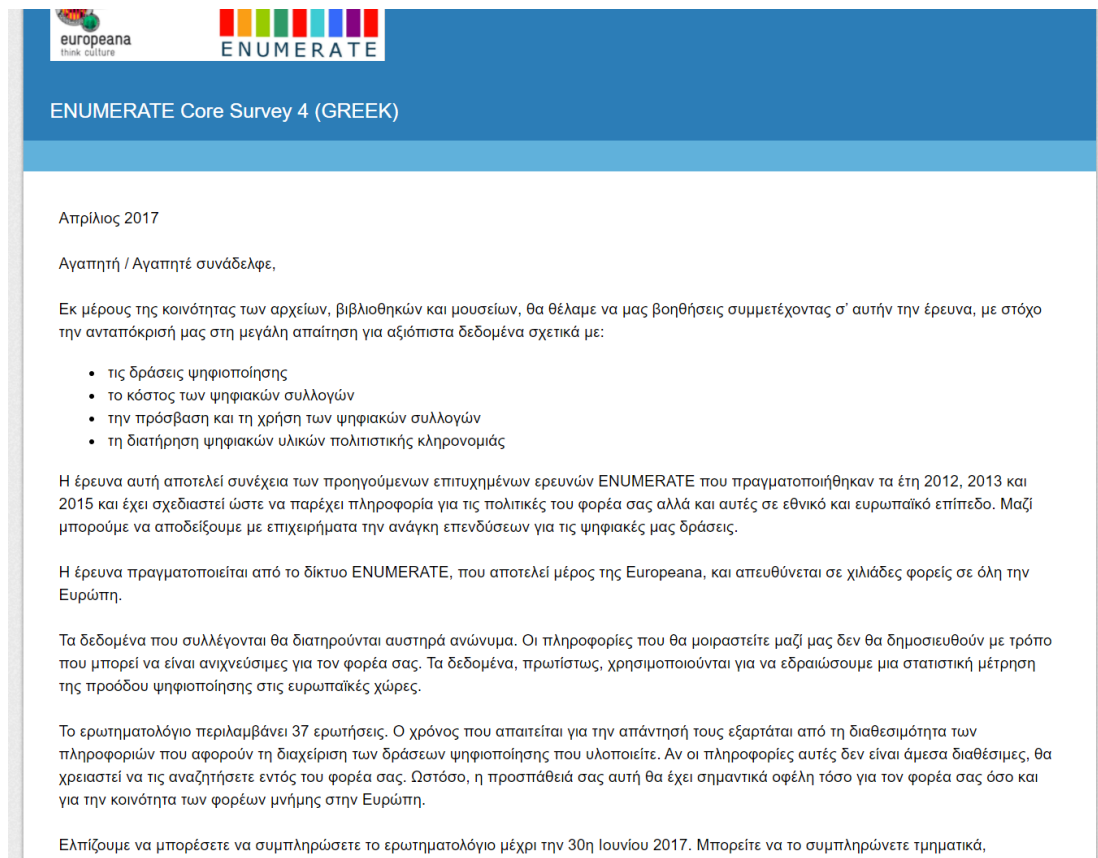
Fig. 3 Screenshot language selection page

Fig. 4 Impression of the Greek survey introduction

Collecting responses

The survey is available on Survey Monkey from May 8 until June 30 2017 (initial deadline June 15). The following activities were pursued to increase the number of responses:

- National coordinators sent invitations to their network of institutions and/or made an open call according to their choice of scenario.
- Press releases announcing the survey were distributed through social media channels (relevant LinkedIn groups, Twitter, Europeana Facebook) and newsletters.
- Invitations through the SurveyMonkey email collection system.
- Announcement on the Europeana Pro website.
- Press releases and reminders with extended deadlines were sent out.

The table below shows the number of responses for the first 3 core surveys:

Core Survey 1 (2012)	1950
Core Survey 2 (2014)	1373
Core Survey 3 (2015)	1030

The number of responses shows a downward trend, and the Enumerate Team has set the target of matching the number of Core Survey 3. The results up to now look promising. We will get back to this topic during the evaluation of the survey.

Data analysis

The survey closes on June 30, 2017 and we will start with the analysis immediately after that. The results will be published in *D4.2 Report on ENUMERATE Core Survey*.

Planning

We used the planning below for the launch of the survey and it was also distributed to the national coordinators.

Activity	Start date	Due date	Actor
Survey Preparation			
Determining the size and composition of the heritage domain in each country	15/4/2017	30/4/2017	National Coordinators
Translating (parts of) the questionnaire	10/3/2017	21/4/2017	National Coordinators, *ENUMERATE* Team
Preparing the Invitations			
Drawing up lists of institutions per EU member state	15/4/2017	30/4/2017	National Coordinators
Managing the Survey			
Announcing the Core Survey, send invitations and refer to the online questionnaire	1/5/2017	31/5/2017	National Coordinators *ENUMERATE* Team
Reaching institutions through alternative channels	1/5/2017	16/6/2017	National Coordinators, *ENUMERATE* Team
Responding to queries from the institutions and other communications	1/5/2017	16/6/2017	National Coordinators, *ENUMERATE* Team
Boosting response rate / urging institutions to respond	20/5/2017	16/6/2017	National Coordinators, *ENUMERATE* Team
Expiration of time to respond	-	30/6/2017	(Respondents)
Analysis and Reporting			
Collecting and checking returned questionnaires	01/07/2017	01/08/2017	*ENUMERATE* Team
Reporting on results of Core Survey 4	01/08/2017	15/8/2017	*ENUMERATE* Team

Annex 1 Survey questions

The final list of questions is available as a separate pdf file or can be downloaded here:

- [Full text questionnaire English](#)
- [Full text questionnaire Dutch](#)
- [Full text questionnaire Greek](#)
- [Full text questionnaire Bulgarian](#)
- [Full text questionnaire Czech](#)
- [Full text questionnaire Hungarian](#)
- [Full text questionnaire Latvian](#)
- [Full text questionnaire Lithuanian](#)
- [Full text questionnaire Portuguese](#)
- [Full text questionnaire Slovenian](#)
- [Full text questionnaire German](#)