

# Digital Heritage in Transition

Marco de Niet The DEN Foundation

Heritage collections in the digital future Barcelona, 28 June 2011



- 1. Transition in progress
- 2. Comfort zone no more
- 3. Opportunities
- 4. Recommendations



# 1. Transition in progress

## Evolution of digital heritage





#### Information plans vs. budget





[The first two figures in brackets indicate the number of institutions respectively responding to the question about their (1) BUDGET and their possession of a (2) PLAN; the third figure is the total number of (3) survey respondents. Some will not have indicated that they possess a budget or a plan; the proportion that did is indicated by the bars in the chart.]

## Evolution of digital heritage







#### Collections Trust



The Cost of Digitising Europe's Cultural Heritage

A Report for the Comité des Sages of the European Commission

Prepared by Nick Poole, the Collections Trust

November 2010



## Evolution of digital heritage







#### Renewing the framework (or logic) used by an organisation for creating or increasing social and economic value

#### New value propositions







- Proven workflows Acknowledge new trends
  - Strong identities Collaborate
  - Standardisation Diversify with new media
  - Factual services Stimulate creativity
    - Authoritative Service oriented
- Long term preservation Short term flexibility
  - Authenticity User generated content
  - Free / Public domain New business models
    - Enable full access Respect copyright
      - Be an expert Be media literate

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## Organisation in transition







## 2. Comfort zone no more

#### From chain to cycle





Unesco Culture Cycle (2009)

New media bring "a culture of mass self-communication in which people increasingly communicate to and through one another, rather than through formal media organisations like broadcasters and publishers".

"All research is becoming more interconnected, collaborative and networked. Science is increasingly driven by the analysis of large overlapping clouds of data."

Charles Leadbeater, *Cloud culture.* 

#### Our biggest fear: no control





#### ICT-infrastructures







Providing continuity: This is what we are really good at!

But are we able to provide continuity for

- our digital assets
- born digital heritage
- creation metadata
- the digital services that we are building?

Esp. in times of economic downtimes and severe government budget cuts?



In 2009, only 1 in 6 heritage institutions in Europe had digital preservation explicitly addressed in policy

#### Table 12 Digitisation plans

Total that:	Possess plans	% of all institutions	Plan covers long-term preservation	% of those with plans
	N°	%	N°	%
Type:	[1]	[2]	[3]	[3]/[1]
Archive/records office	50	38	37	74
Audio-visual or film institute	9	29	4	44
Broadcasting institute	7	70	4	57
Art museum (archæo/hist)	75	33	42	56
Science tech museum	6	24	4	67
Other type of museum	19	23	3	16
National library	16	53	10	63
Higher education library	17	27	10	59
Public library	19	29	11	58
Special or other library	23	35	12	52
Other organisations	21	35	13	62
All types	262	33	150	57

#### Born digital heritage





Source: DEN, 2010



The Social Web (Web 2.0): the creation of metadata and subject descriptions is shifting from professionals to the users

The Semantic Web (Web 3.0): the creation of metadata and subject descriptions is shifting from professionals to computers

## Europeana cloud sustainable?



den

Foundation



# 3. Opportunities

#### Trust as an asset



Average Ratings of Trustworthiness of Sources of Information



Rating Scale

Source: IMLS, InterConnections, 2008

#### Profile of a web user





Business Model Innovatie Cultureel Erfgoed, Kennisland/DEN, 2009

#### For succesful transition...





...it is imperative that we find the right ways to harmonise the needs of the users with what we have on offer...

How do we do that?

### Understanding the user



#### The Web Is Dead. Long Live the Internet

By Chris Anderson and Michael Wolff 🖾 🛛 August 17, 2010 | 9:00 am | Wired September 2010



#### Understanding the user



#### 5.2

ikmaken van nieuwe vormen van media, informatie en gemedieerde communicatie, bevolking 5-80 jaar, 2008 ('Hoe vaak houdt u zich bezig met…'; in procenten)



## arn from succesful services



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# Why are they successful?



e social web, some very successful services emerged quickly:

- utube: movies
- ckr: photo's
- cebook: shared interests
- nkedIn: business network
- ikipedia: general information
- elicious: bookmarks
- ay: second hand trade
- IDB: movies
- yspace: music
- prarything: cataloguing
- *Europeana: European culture ??*

#### ed characteristics:

# ord about mass digitisation



"Libraries were never warehouses of books. They have always been and always will be centers of learning."

(Robert Darnton, The case for books)

# ferent digital perspectives





#### Seek collaboration...



#### 1: The Collaboration Continuum



# the Business Model Canvas





#### Conclusions



essful transition depends on:

- wledge of the composition of networks. nd there are more hubs than spiders in a network)
- wledge of user groups and their media behaviour
- itent, access and preservation strategies
- of open technology for services and knowledge systems
- ategic alliances (no one can do it on his own anymore)
- manent innovation'



#### hare your knowledge on digitisation!

