



# **DIGITAL CULTURAL DESIGNER– DCD COUNTRY**

## **NATIONAL REPORT CYPRUS**



Funded by the  
Erasmus+ Programme  
of the European Union

The Digital Cultural Designer project 2020-2-UK01-KA205-079461, has been funded with support from the European Commission. This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

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## EXECUTIVE SUMMARY

This report analyses the results gathered in a survey addressed to Cypriots in the context of the Digital Cultural Designer project. The survey aimed at evaluating the level of digital culture in Cyprus. A digital culture is a concept that describes how technology and the internet are shaping the way that we interact as humans. It's the way that we behave, think and communicate within society. The survey managed to examine the experiences of local people, determine what resources and tools would help them more effectively empower young people get involved with digital culture. The surveys also explored the diffusion of digital cultural fruition experiences and the level of awareness and required skills on Digital Culture, improving the focus of the handbook and the user-centred values of the outlined strategies and methods. Enoros Consulting Ltd managed to carry out a context survey, with desk research and interviews with the project target groups. For the survey activity, Enoros collected data and information through questionnaires and interviews. Five different types of questionnaires have been shared in order to cover a larger crowd and guaranteeing the validation of results in a bigger extent. The structure of the survey went as follows:

**1) Survey for cultural institutions staff, LOD experts and Institution Staff**

**2) Survey for digital cultural providers and IT professionals**

**3) Survey for ICT& LOD experts**

**4) Survey for Museums, Archives Libraries Directors**

**5) Survey for Youngsters**

In total 55 people were asked to fill in the questionnaire. More specifically, 10 responders for each one of the above categories provided his insight on the issue. However, Enoros has gathered 15 questions in the Survey for digital cultural providers and IT professionals. The results of the field research process are presented in detail in this national report.

## EXECUTIVE SUMMARY IN GREEK

Η παρούσα μελέτη αναλύει τα αποτελέσματα που συγκεντρώθηκαν σε έρευνα που απευθύνθηκε σε Κύπριους στο πλαίσιο του έργου Digital Cultural Designer. Η έρευνα αποσκοπούσε στην αξιολόγηση του επιπέδου της ψηφιακής κουλτούρας στην Κύπρο. Η ψηφιακή κουλτούρα είναι μια έννοια που περιγράφει πώς η τεχνολογία και το διαδίκτυο διαμορφώνουν τον τρόπο που αλληλοεπιδρούμε ως άνθρωποι. Είναι ο τρόπος με τον οποίο συμπεριφερόμαστε, σκεφτόμαστε και επικοινωνούμε μέσα στην κοινωνία. Η έρευνα κατάφερε να εξετάσει τις εμπειρίες των κατοίκων της περιοχής, να προσδιορίσει τους πόρους και τα εργαλεία που θα τους βοηθούσαν να ενδυναμώσουν αποτελεσματικότερα τους νέους για την ψηφιακή κουλτούρα. Η έρευνα διερεύνησε τη διάδοση εμπειριών ψηφιακής πολιτιστικής καλλιέργειας και το επίπεδο ευαισθητοποίησης και απαιτούμενων δεξιοτήτων στον ψηφιακό πολιτισμό, βελτιώνοντας το επίκεντρο των πνευματικών

παραδοτέων του έργου. Η Enoros Consulting Ltd πραγματοποίησε την έρευνα με τις ομάδες στόχους του έργου. Για τη δραστηριότητα της έρευνας, η Enoros συνέλεξε δεδομένα και πληροφορίες μέσω ερωτηματολογίων και συνεντεύξεων. Δημιουργήθηκαν και κατανεμήθηκαν πέντε διαφορετικοί τύποι ερωτηματολογίων προκειμένου να καλυφθεί ένα μεγαλύτερο πλήθος συμμετεχόντων και να διασφαλιστεί η επικύρωση των αποτελεσμάτων σε μεγαλύτερο βαθμό. Η δομή της έρευνας είχε ως εξής:

- 1) Έρευνα για το προσωπικό πολιτιστικών ιδρυμάτων, εμπειρογνώμονες LOD και προσωπικό του Ιδρύματος
- 2) Έρευνα για ψηφιακούς πολιτιστικούς παρόχους και επαγγελματίες πληροφορικής
- 3) Έρευνα για εμπειρογνώμονες ICT & LOD
- 4) Έρευνα για διευθυντές μουσείων και βιβλιοθηκών
- 5) Έρευνα για νέους

Συνολικά ζητήθηκε από 50 άτομα να συμπληρώσουν το ερωτηματολόγιο. Πιο συγκεκριμένα, 10 ερωτηθέντες για καθεμία από τις παραπάνω κατηγορίες κλήθηκαν να απαντήσουν το ερωτηματολόγιο. Ωστόσο, συγκεντρώσαμε 15 ερωτήσεις στην έρευνα για παρόχους ψηφιακού πολιτισμού και επαγγελματίες πληροφορικής. Τα αποτελέσματα της ερευνητικής διαδικασίας παρουσιάζονται λεπτομερώς σε αυτήν την εθνική μελέτη.

## INTRODUCTION

The Digital Cultural Designer (DCD) Project consists of extending and developing the digital skills and competences of young people especially in the field of culture aiming to improve cultural education through innovative online tools and methods. The project aims also to introduce young adults to the concept of open data allowing them to learn and experiment with open data, corresponding to their own needs. By making the open data topic understandable for youth, young people can easily experiment through interactive video series, animated clips, expert interviews and then more and more young people might try to cross the open data bridge. They can point out problems, select data based on their needs and give creative input on how to transform all this into an application. It's important that open data become truly open to young people, as this will lead towards more and better use of it. Addressing young adults in a visual, interactive and non-linear manner, is a good way to make open data easy approachable. So, it is a must to transform digital natives into open data literates.

## 1. YOUNG PEOPLE INVOLVED IN RESEARCH ON DIGITAL CULTURE DEVELOPED IN CYPRUS

### Key findings of Chapter 1:

- The majority of the responders were female 60% and the target group was ranging from 19-25 years old.
- Largest percentage in preferences goes to video devices and immersive devices (90% respectively, while also 80% goes to projection devices as well. Following are the guidance devices with 50%.
- Cultural Institutions could digitalize even more the data, information, and documents they keep and it is even better if they could access these data from one's laptop or smartphone.
- Digital resources are extremely important due to the connection of society with technology, and a new culture is being slowly developed inside the digital world.

### Characteristics

#### 1. Age

The majority of the participants, namely 70% who took part in the research were 19-25 years old while the rest 30% were youngsters ranging from 15-18 to 25-19 years old.

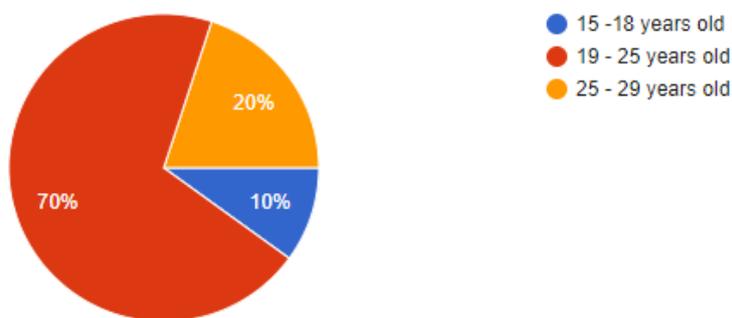


Image 1: Age of participants

## 2. Sex

The questionnaire was answered mainly by women; the 40% of the participants were men.

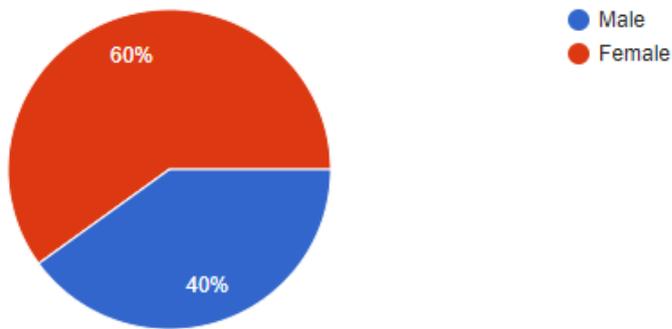


Image 2: Sex of participants

## Awareness on Digital Culture

3. How often have you accessed or used the following digital resources provided by museums, libraries and archives?

The participants in most cases stated that they sometimes or often look for access in digital means that are provided freely by libraries or museums. They rarely make use of wiki networks or internal databases.

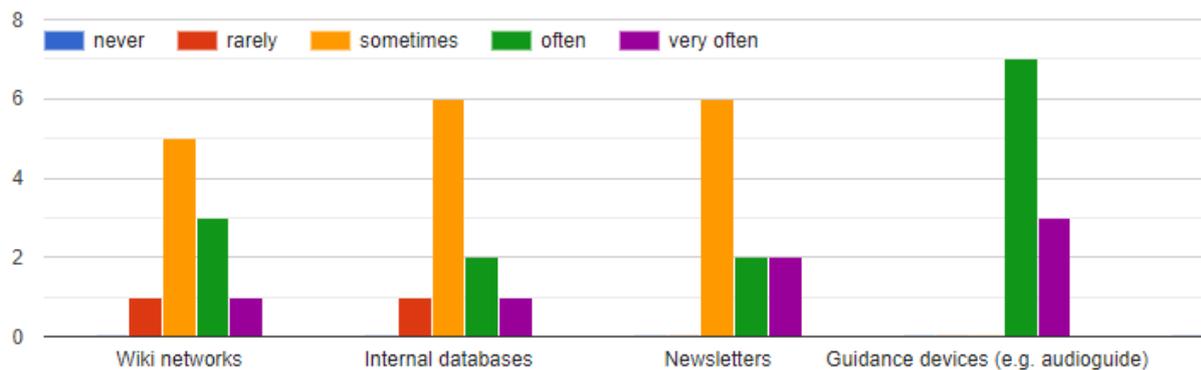


Image 3: Access to digital resources

#### 4. Which of them have you found useful?

It can be seen from the chart that the largest percentage goes to video devices and immersive devices (90% respectively, while also 80% goes to projection devices as well. Following are the guidance devices with 50%.

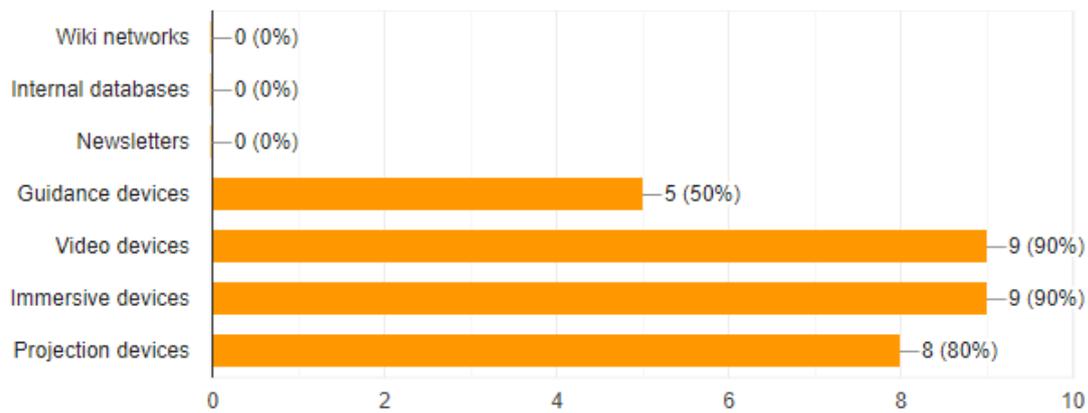


Image 4: Usefulness

#### 5. How much do you agree with the following statements in relations to digital resources you used provided by museums, libraries and archives?

The young participants in the questionnaire rated all the statements below with the same highest number (5) stating that they highly agree with all the following:

- I can access them from home with my laptop or from my smartphone
- It was easier for me to learn something new by using these resources than by reading a book on the same topic
- I did not need any help from library/museum/archive staff while accessing them
- I can access data from other institutions abroad (like others museums/archives/libraries)
- The museums/archives/libraries I visit regularly provide plenty of digital resources I can access

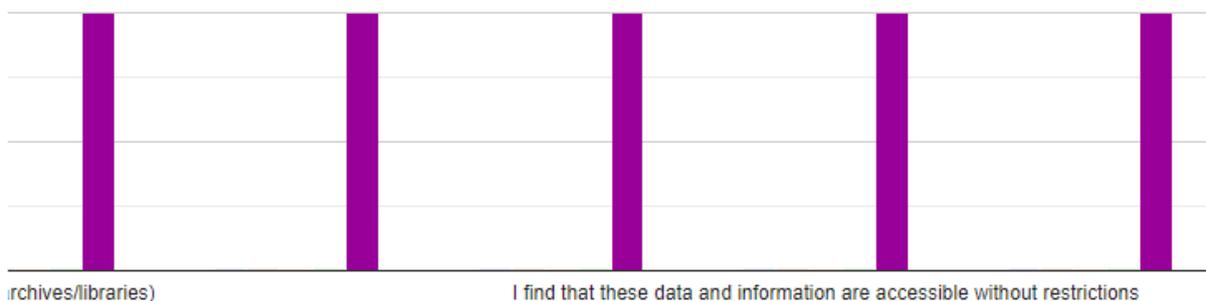


Image 5: Level of Agreement

## Practical and Theoretical Experience with Digital Culture

### 6. What do you think should improve in the digital resources provided by these institutions?

In this question the answers were ranging and there were different preferences, however most youngsters believe that it would be better if the Cultural Institutions could digitalize even more the data, information, and documents they keep and it is even better if they could access these data from one's laptop or smartphone.



Image 6: What should be improve in the digital resources

### 7. How much do you agree with the following statements?

When asked to rate the extent in which they agree or disagree with the following statements the replies went as follows:

- There were no neutral, mostly disagree or totally disagree answers which proves that all the answers were positive
- Main outcomes prove that digital resources are extremely important due to the connection of society with technology, and a new culture is been slowly developed inside the digital work.

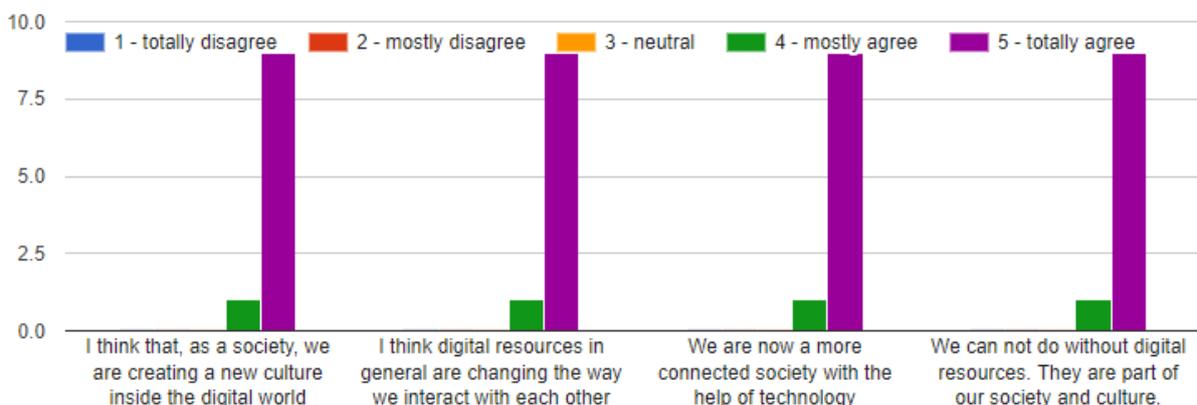
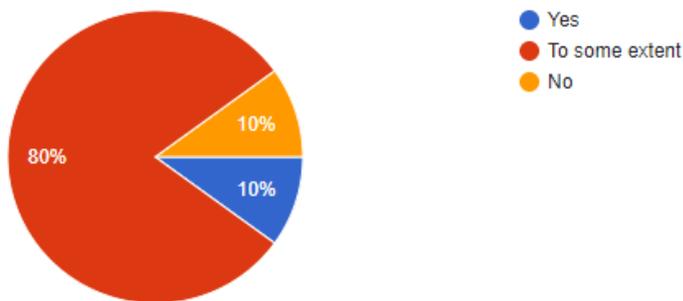


Image 7: Level of Agreement

8. Are you familiar with the concept of Linked Open Data?

8 answerers stated that they are somehow familiar with Linked Open Data, 1 answerer stated No and 1 stated Yes.



**Image 8: Familiarity with Linked Open Data**

9. If you answered "Yes" to Question 8, can you briefly describe your experience with LOD?

Based on this open question the youngsters replied the following regarding their experience with LOD:

-“More accessible data from other museums. Due to covid 19, many cultural organisations updated their services in a mode digital way.”

-“Use Linked Open Data is more convenient to connect with more cultural institutions and to get the experience from their services.”

-“Technology is in everyday lives so it is a good way to use Linked Open Data in Cultural Institutions.”

-“It is good opportunity to learn more about Linked Open Data. We know the technology but we need more information about how we can use Linked Open Data.”

## 2. MUSEUMS, ARCHIVES AND LIBRARIES DIRECTORS/ REPRESENTATIVES INVOLVED IN RESEARCH ON DIGITAL CULTURE DEVELOPED IN CYPRUS

### Key findings of Chapter 2:

- The main challenges that responders in this section had to overcome were linked to IT equipment and infrastructure, educating the personnel or finding experienced personnel who is already familiar with these issues as well as lack of resources and technical issues.
- The digital resources or services that are planned to be used in the upcoming period is the tool of digital storytelling and audio and video streaming.

### Awareness on Digital Culture

1. Which of the following digital resources do you provide in your museum/library/archive?

In the first question that is directed to museums archives and libraries representatives and directors in Cyprus tends to examine which of the digital resources do the museums or libraries they work with prefers. Video and Guidance devices seem to attract their interest as well as Wiki Networks and Internal Databases, Newsletters also are highly in the list.

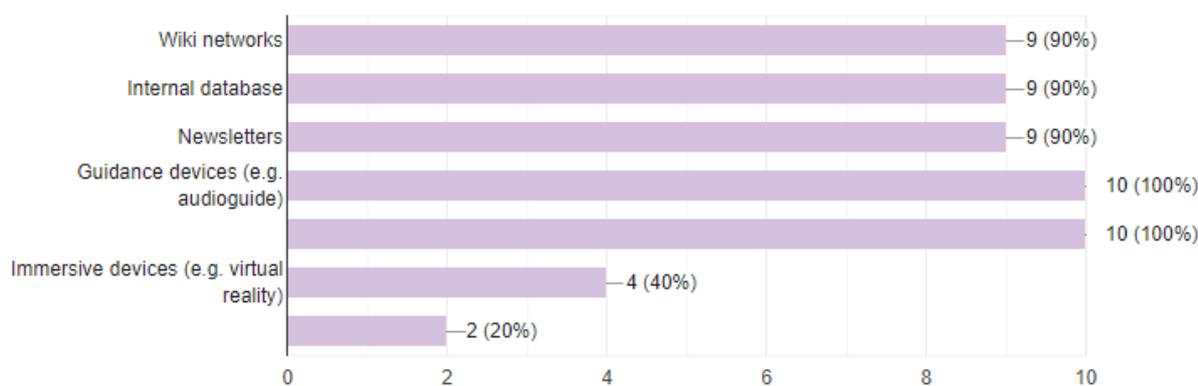


Image 9: Use of Digital Resources

## Practical and Theoretical Experience with Digital Culture

2. When did you first introduce Digital Culture in your museum/library/cultural institution?

70% of the responders stated that it's been around 5 years since they first introduce Digital Culture in their institution, while the rest 30% only about 2 years ago.

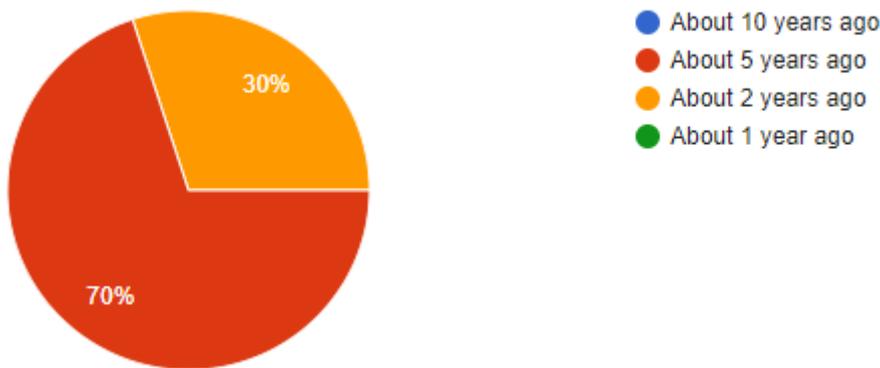


Image 10: Introduction of Digital Culture in the Institution

3. What challenges did you face when you introduced them?

The main challenges that they had to deal with were IT equipment and infrastructure as expected and educating the personnel or finding experienced personnel who is already familiar with these issues. Lack of resources and technical issues were also obstacles that they had to overcome.



Image 11: Obstacles

4. How often do you think your visitors use these resources?

There is no information provided on guidance devices, immersive or projection devices, while the responders believe that often and always the visitors make use of the wiki networks newsletters and internal databases.

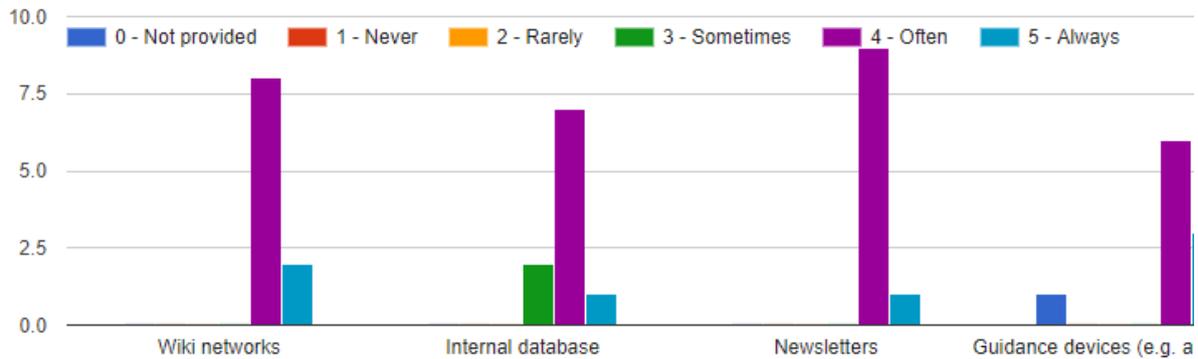


Image 12: Frequency of visitors

4. Which age groups tend to use these resources the most?

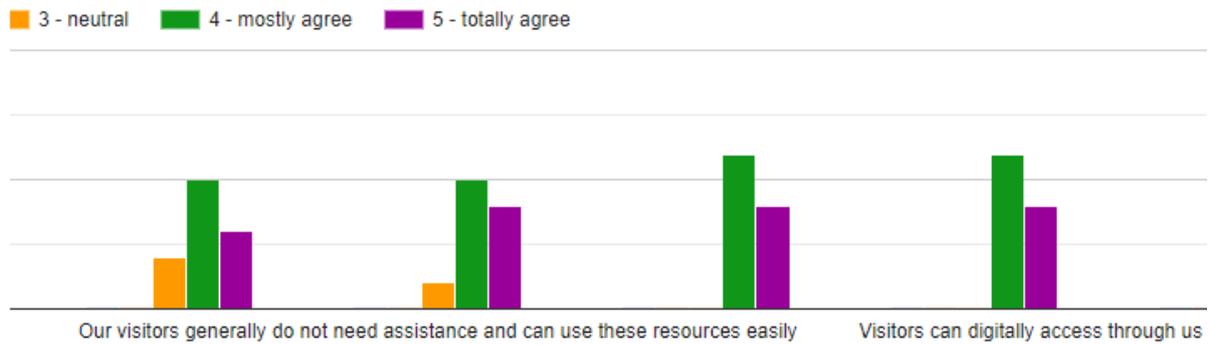
The same material is being used by all the visitors in a library or a museum. Age does not make obvious difference in the resources used.



Image 13: Age Group

6. How much do you agree with the following statements?

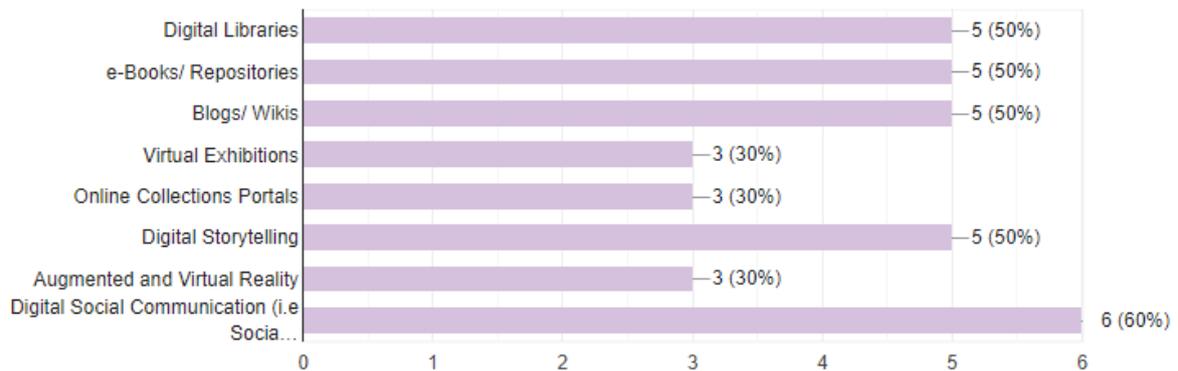
Everyone agrees with the statement that digital tools are shaping a new form of culture in our society. But this is the only statement that had everyone’s approval since the rest of the statements received the scores mostly agree and totally agree.



**Image 14: level of Agreement**

**7. Which of these data and service are openly shared by you with other institutions?**

The data and services that are openly shared by the libraries or museums in which the responders work are mainly Digital Social Communication, Digital Storytelling, e-books/repositories and digital libraries.



**Image 15: Data and service are openly shared**

**8. What are the digital resources or services you are planning to provide in your institution?**

The digital resources or services that are planned to be used in the upcoming period is the tool of digital storytelling and audio and video streaming.

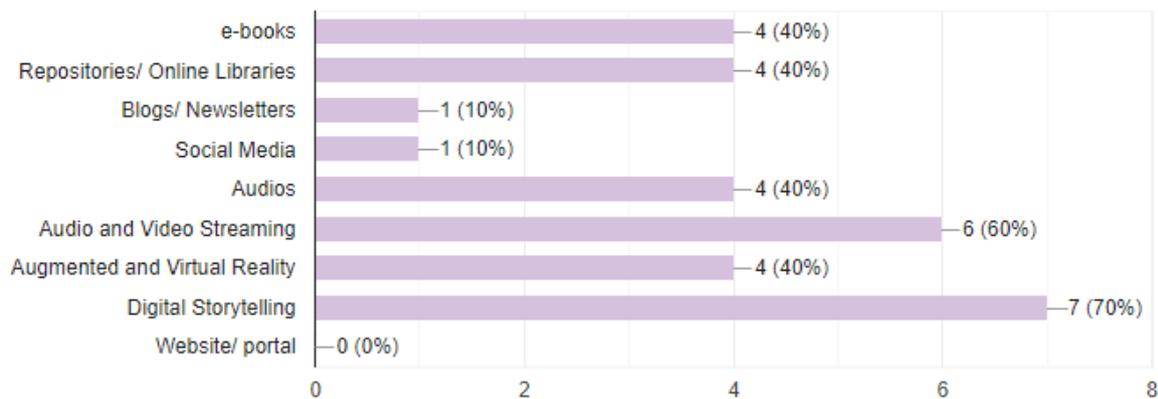


Image 16: Digital resources & services

### 3. CULTURAL INSTITUTION STAFF, INVOLVED IN RESEARCH ON DIGITAL CULTURE DEVELOPED IN CYPRUS

#### Key findings of Chapter 3:

- The data that can help the audiences of museums or libraries engage with content are: linked with social media accounts, innovative and fascinating display content as well as using live videos.
- For all the responders the most significant impact of these shared open data for the institutions staff is to create applications based on real time data with less replication

## Practical and Theoretical Experience with Digital Culture

### 1. How much do you agree with the following statements?

- Our databases are shared with other institutions and are accessible from them as well 4/10 mostly agree
- Sharing data openly across institutions has many advantages 8/10 completely agree
- Users can access information faster if all databases are shared and accessible 8/10 completely agree
- Users can access our data from their laptop or smartphone 6/10 completely agree
- I have been trained to work with data that have been shared between cultural institutions 7/10 mostly agree
- Staff in cultural institutions should be trained to work with this kind of data 9/10 completely agree
- These data connections across institutions have attracted new audiences 9/10 completely agree

- A user who is not familiar with shared data across institutions can have difficulties in finding the information he is looking for 4/10 neutral
- Our cultural institution has expanded since we started sharing data openly 6/10 mostly agree

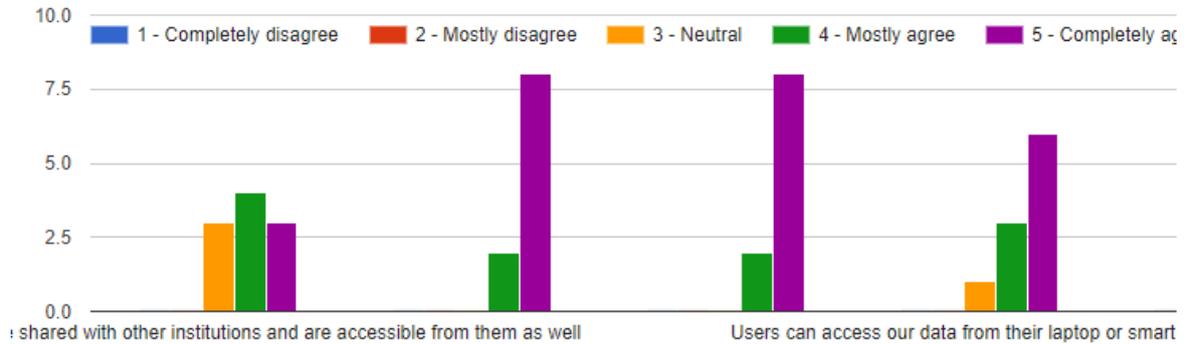


Image 17: Level of Agreement

1. What do you think is the most significant impact of these shared and open data for your institution's staff?

For all the responders the most significant impact of these shared open data for the institutions staff is to create applications based on real time data with less replication. Equally high percentage 80% has received the reprising data easier, data archiving, facilitate collaboration among others team members, improve easily analyzing, finding patterns, comparing, reproducing and finding inconsistencies and lastly, allow bringing similar resources together and distinguishing dissimilar resources.

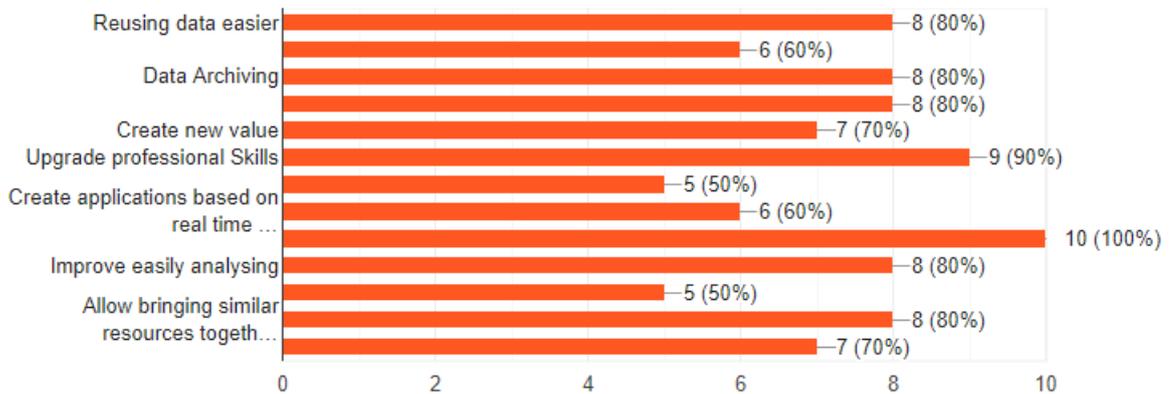


Image 18: Most significant impact

2. In what ways do these shared data help audiences to engage with content?

The shared data that can effectively help the audiences of museums or libraries engage with content are linked with social media accounts, innovative and fascinating display content as well as using live videos.

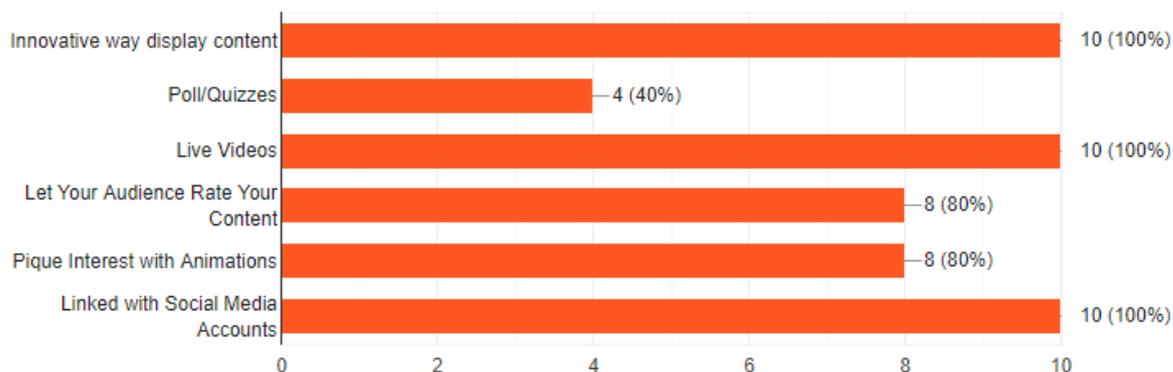


Image 19: How can shared data help audiences to engage with content

## 4. ICT EXPERTS AND LOD EXPERTS, INVOLVED IN RESEARCH ON DIGITAL CULTURE DEVELOPED IN CYPRUS

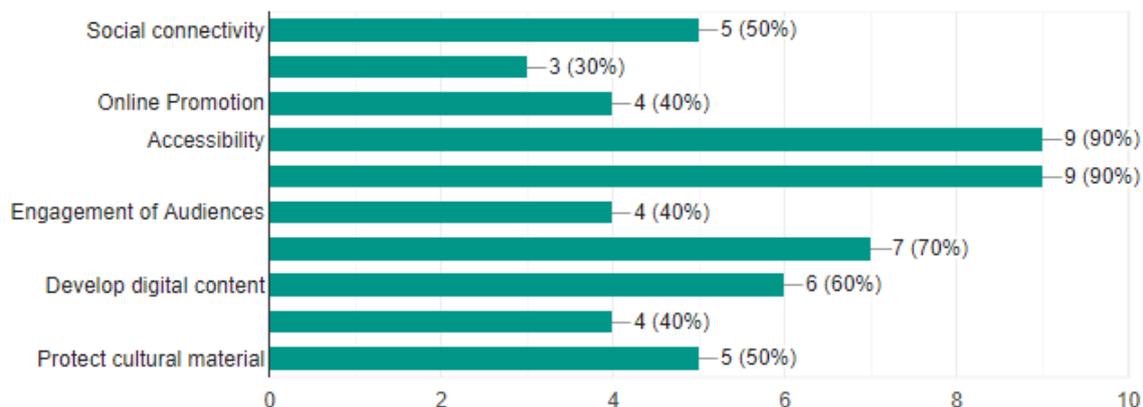
### Key findings of Chapter 4:

- Getting informed about Linked Open Data can be achieved mainly through E-learning/ webinars/ online courses as well as Self-learning based on the outcomes of the survey. University Education or Vocational and Educational Training can play a major role too.
- According to the experts the upcoming step in LOD is expanding the data connection between institutions at a global level, 90% and then Informing cultural institutions more about the usefulness of LOD and Creating more awareness in the public about LOD respectively with 70%.

## Practical and Theoretical Experience with Linked Open Data in Creative and Culture Industry

### 1. What should Linked Open Data be used for in the cultural field?

In the cultural field according to ICT and LOD experts located in Cyprus it is important for culture education and development and accessibility 90%. Protect cultural material should also be included as well as social connectivity 50%.



**Image 20: Usage of Linked Open Data**

2. To what extent do you think the following tools are useful in cultural Institutions?

The tools are very useful in cultural institutions according to ICT and LOD experts since the preference of the responders is in all sections very useful:

Internet-> very useful 7/10

Digital Content and Publishing -> very useful 7/10

Data Protection and Open Licences -> very useful 6/10

Digital Curation -> very useful 7/10

Digital Safety -> very useful 5/10

Digital Storytelling -> very useful 6/10

Social Media for Culture (Social Media for museums, promotion and culture education development) -> very useful 5/10

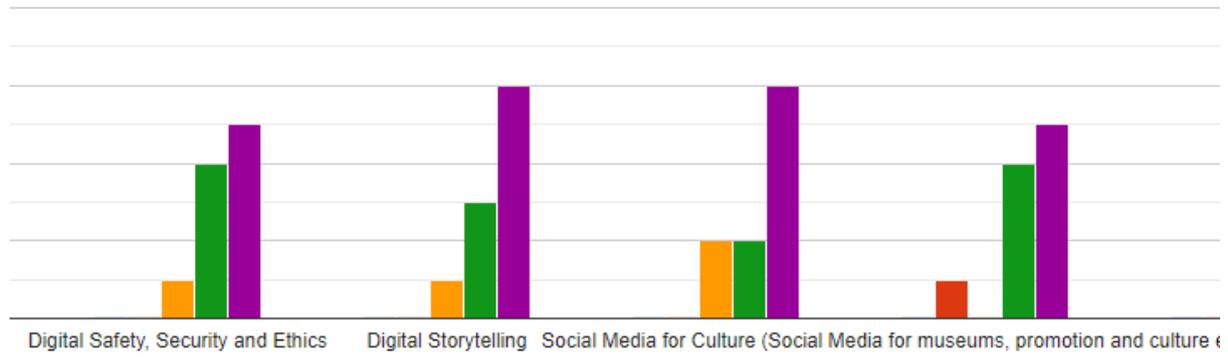
Augmented and Virtual Reality-> very useful 6/10

Mobile Apps-> very useful 5/10

Digital Management in Culture (Digital Asset Management, website management, Customer Relations Management) -> very useful 5/10

Digital Communication and Presentations (Digital Strategy, Marketing Strategy, Strategic Communication) -> very useful 5/10

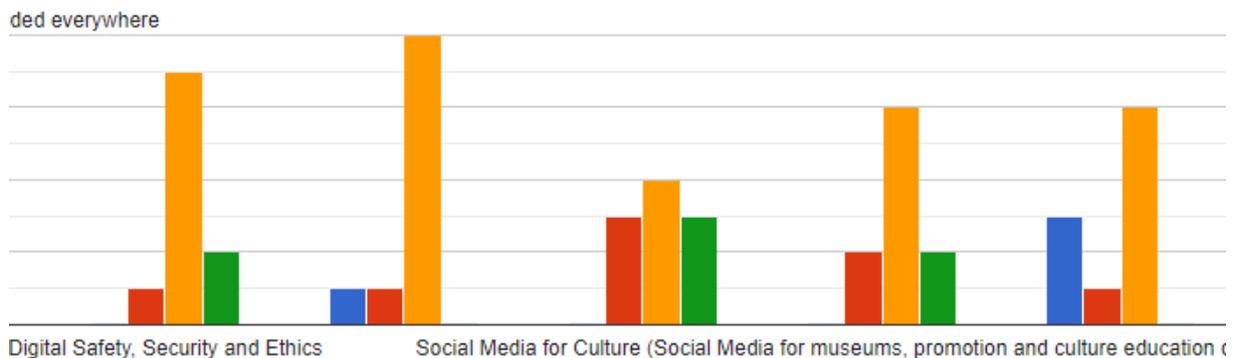
Online and Mobile Digital Media Tools (Images, Video, Audio Editing Tools, Audio and Video Streaming) -> very useful 5/10



**Image 21: Usage of Tools**

3. To what extent do you think these tools are provided in cultural Institutions?

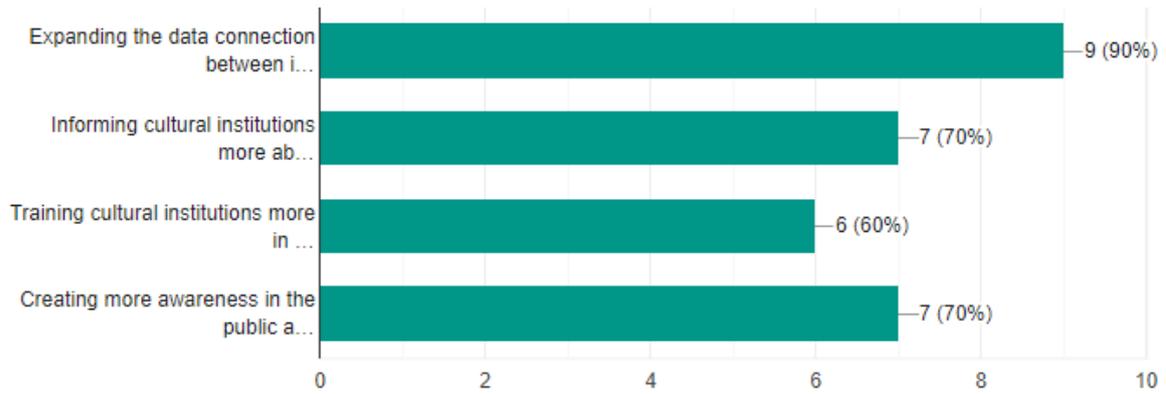
It can be seen from the replies of the experts that these tools can be extremely important and useful in promoting cultural institutions. Only a few of the responders were negative and believed that the digital suggested tools could not help adequately.



**Image 22: Tools in cultural Institutions**

4. What do you think are the next steps to take with Linked Open Data in the cultural field?

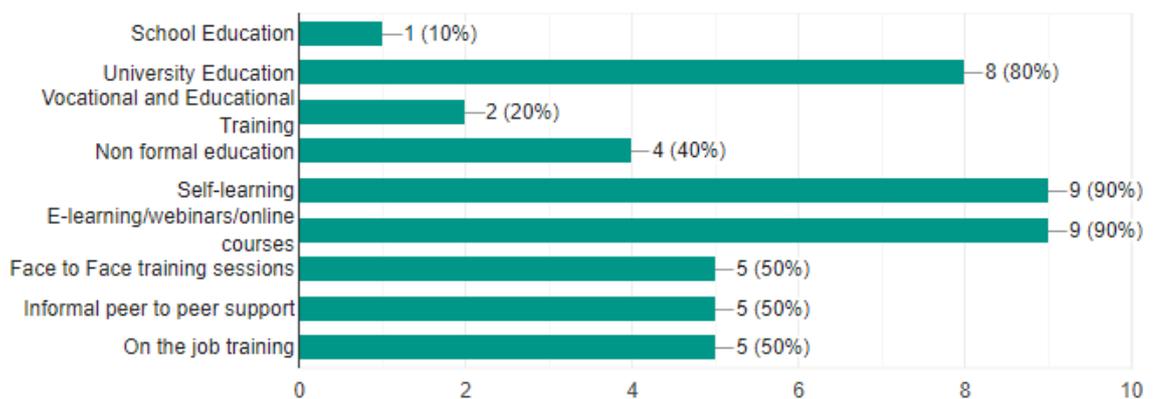
According to the experts the upcoming step in LOD is expanding the data connection between institutions at a global level, 90% and then informing cultural institutions more about the usefulness of LOD and creating more awareness in the public about LOD respectively with 70%.



**Image 23: Next Steps in LOD**

5. So far, how can someone learn about Linked Open Data?

Getting informed about Linked Open Data can be achieved mainly through E-learning/ webinars/ online courses as well as Self-learning based on the outcomes of the survey. Also, University Education or Vocational and Educational Training can play a major role.



**Image 24: Ways of Learning**

6. Where do you think we should put more effort in promoting Linked Open Data?

More effort in should be put in University Education 80%, Non-Formal Education and in organizing E-Learning webinars or online courses, 70%.

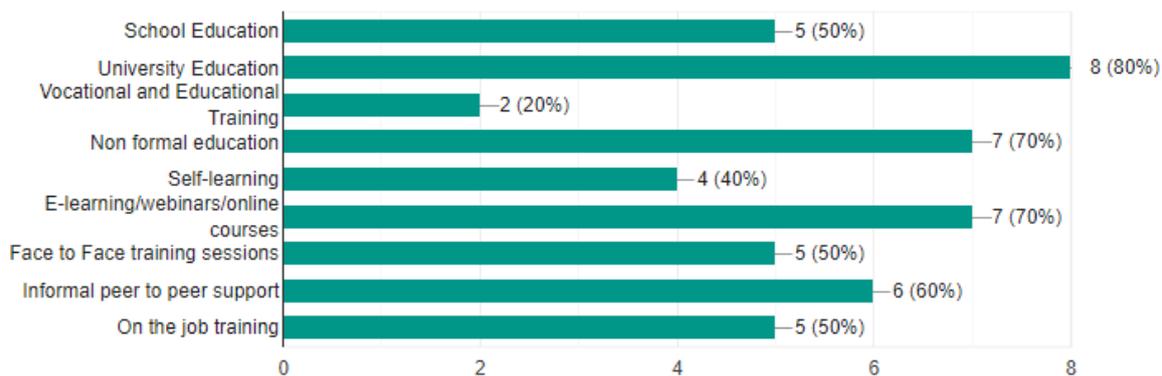


Image 25: Effort in promoting LOD

## 5. DIGITAL CULTURAL PROVIDERS AND IT PROFESSIONALS, INVOLVED IN RESEARCH ON DIGITAL CULTURE DEVELOPED IN CYPRUS

### Key findings of Chapter 5:

- Digital tools and resources cannot help adult learners to learn faster. 10/15 completely disagree with the statement.
- For sure, offer digital training is needed at all levels as agreed by the 93,3% of the responders. To add up on, embrace transparency in the field and encourage collaboration is also needed.

### Awareness on Digital Culture

1. To what extent do you think digital resources and tools have been implemented in the following institutions/cultural fields?

In the first question examining the extent in which digital resources and tools are been implemented in the cultural fields are some and much are: in Art Sector, tourism industry, archives libraries and museums, for the rest of the options the most preferred answer is none or some.

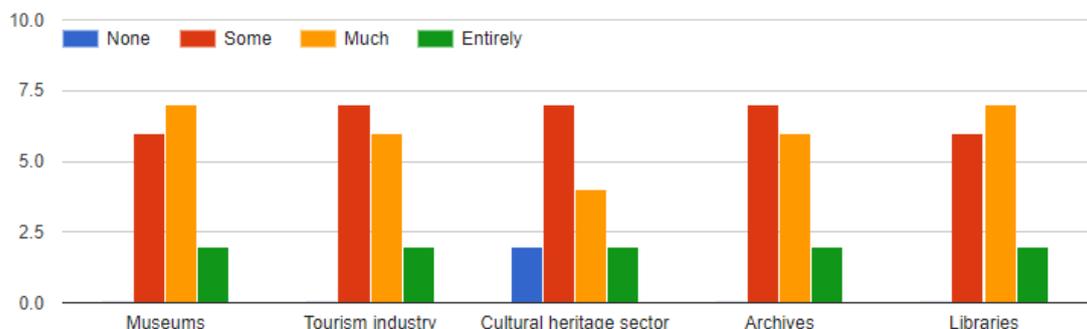


Image 26: Implementation of Tools

2. In which institutions/cultural fields do you think one should absolutely intervene and extend the use of digital tools and resources?

Intervene and extend the use of digital tools and resources could be achieved through universities stated all the responders. This proves that universities play a key role in the LOD and it’s expansion. Moreover, other fields with high preference is the museums, cultural heritage sectors and libraries too, 86,7%.

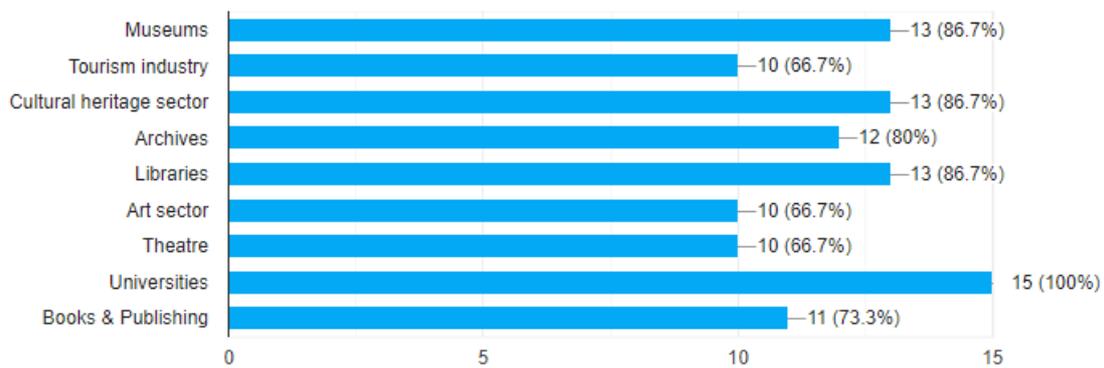


Image 27: Extension of digital tools

2. How much do you agree with the following statements?

Participants completely agree with the following statements:

- Digital resources and tools are helping us to develop new skills.
- Digital resources and tools are helping us to develop knowledge.
- It is easy to train people to interact with digital tools.
- It is very easy to adapt to new digital resources and interact with them.

While there was one statement in which all the participants completely disagreed with: “Digital tools and resources cannot help adult learners to learn faster.” 10/15 completely disagreed.



Image 28: Level of Agreement

### Practical and Theoretical Experience with Digital Culture

3. What do you think are the main obstacles to promoting digital tools and resources in the cultural field?

According to Digital Cultural Providers and IT Professionals the main obstacles in promoting digital tools and resources in the cultural field is the digital skills gap that does not enable people get more involved in digital culture. Other problems could cause potentially the lack of infrastructures and the lack of senior support.

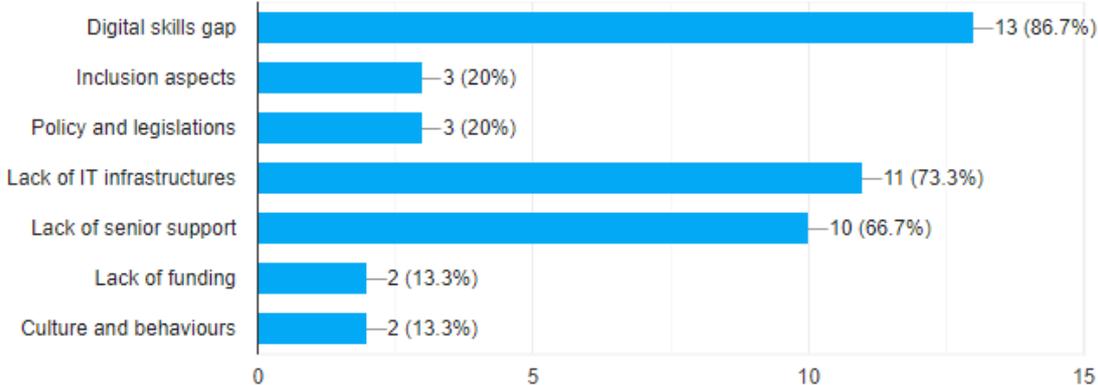


Image 29: Obstacles

5. Which new habits and methodologies should be promoted in order to accelerate the development and implementation of digital resources and tools?

For sure, offer digital training is needed at all levels as agreed by the 93,3% of the responders. To add up on, embrace transparency in the field and encourage collaboration is also needed.

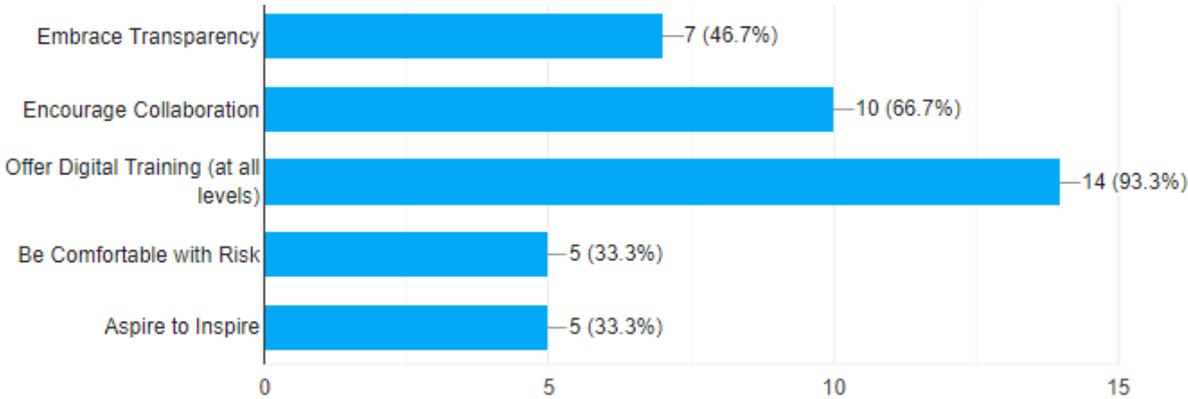


Image 30: New habits and methodologies

## CONCLUDING REMARKS

The outcome of the Digital Cultural Designer research in Cyprus has proved that the topic of digital culture is an extremely important topic that should not be underestimated but further work must be done in order to explore the topic fully. We have seen that the results of the research that Enoros Consulting undertook proved that experts in the field are somehow satisfied with the overall development of digital culture but there is still a lot of ground for improvement. This can be achieved through online e-learning methods and promotion of digital culture in universities.

The youngsters have the basic knowledge of digital culture literacy and the findings confirm that they are partially aware of the importance of getting more involved with libraries museums or other centres- institutions but still need more guidance. The important thing that we have to take into consideration is that the cultural Institutions could digitalize even more the data, information, and documents they keep and it is even better if they could access these Data from their personal laptop or smartphone. The world is changing so their connection with culture has to adapt accordingly. Moreover, digital resources are extremely important due to the connection of society with technology, and a new culture is been slowly developed inside the digital world.

Based on the outcomes of the research conducted for interviewing Cypriot museums archives and libraries representatives and directors, the main challenges that responders had to get over with were closely connected to IT equipment and infrastructure and educating the personnel or finding experienced personnel who is already familiar and the lack of resources and technical issues. Experts believe that the digital resources or services that are planned to be used in the upcoming period is the tool of digital storytelling and audio and video streaming.

On the other hand, the survey conducted addressed to cultural Institution Staff, involved in Research on Digital Culture developed in Cyprus has shown that the data that can help the audiences of museums or libraries engage with content are: linked with social media accounts, innovative and fascinating display content as well as using live videos.

To continue with, ICT Experts and LOD Experts, involved in Research on Digital Culture strongly support that getting information on Linked Open Data can occur mainly through E-learning/ webinars/ online courses as well as Self-learning based on the outcomes of the survey. It is equally important to highlight that the upcoming step in LOD is expanding the data connection between institutions at a global level.

Exploring the beliefs of Digital Cultural Providers and IT Professionals in Cyprus, it can be seen that almost everyone disagrees that digital tools and resources cannot help adult learners to learn faster but instead, offer digital training is needed at all levels.

Consequently, digital culture goes beyond the day-to-day acts of doing digital work since it combines the exploration and the shared enjoyment of the various digital tools, environments and artefacts which inform and facilitate today's world. A flourishing digital culture is a tremendous asset to any library or museum and can help facilitate in various fields.