



# DIGITAL CULTURAL DESIGNER– DCD ITALY

## NATIONAL REPORT



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## EXECUTIVE SUMMARY

This report analyses the results gathered in a survey addressed to Italians in the context of the Digital Cultural Designer project. The survey aimed at evaluating the level of digital culture in Italy. 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. Tatics Consulting Ltd managed to carry out a context survey, with desk research and interviews with the project target groups. For the survey activity, TATICS collected data and information through questionnaires. 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**
- 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 the analysis gathers 55 responses. More specifically:

- 5 from cultural institutions staff
- 7 of digital cultural providers and IT professionals
- 4 of ICT& LOD experts
- 7 Museums, Archives Libraries Directors
- 29+3 Youngsters

The results of the field research process are presented in detail in this national report for each category.



## EXECUTIVE SUMMARY IN ITALIAN

Questa ricerca analizza i risultati raccolti in un sondaggio effettuato nell'ambito del progetto Digital Cultural Designer. L'indagine mira a valutare il livello di Cultura Digitale in Italia. **La cultura digitale** è un concetto che descrive **come la tecnologia e Internet stanno plasmando il modo in cui interagiamo come esseri umani**. È il modo in cui ci comportiamo, pensiamo e comunichiamo all'interno della società. L'indagine è riuscita a esaminare le esperienze delle persone locali, determinare quali risorse e strumenti li avrebbero aiutati a potenziare in modo più efficace i giovani coinvolti nella cultura digitale. Le indagini hanno anche esplorato la diffusione delle esperienze di fruizione della culturale digitale e il livello di consapevolezza e competenze richieste sulla Cultura Digitale, migliorando la focalizzazione del manuale e i valori centrati sull'utente delle strategie e dei metodi delineati. TATICS srl è riuscita a svolgere un'indagine di contesto, con ricerche a tavolino e interviste ai gruppi target del progetto. Per l'attività di indagine, TATICS srl ha raccolto dati e informazioni attraverso questionari e interviste. Sono stati condivisi cinque diversi tipi di questionari per coprire un campione ampio e garantire in misura maggiore la validazione dei risultati. La struttura del sondaggio è stata la seguente:

- 1) Indagine per il personale delle istituzioni culturali**
- 2) Indagine per fornitori di cultura digitale e professionisti IT**
- 3) Indagine per esperti ICT& LOD**
- 4) Indagine per Direttori Musei, Archivi Biblioteche**
- 5) Indagine per i giovani**

In totale l'analisi ha raccolto 55 risposte. Più specificamente:

- 5 dal personale delle istituzioni culturali
- 7 da fornitori di cultura digitale e professionisti IT
- 4 da esperti ICT e LOD
- 7 da Direttori Musei, Archivi Biblioteche
- 32 giovani.

I risultati del processo di ricerca sul campo sono presentati in dettaglio in questo rapporto nazionale per ciascuna categoria



## 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 (ITALY)

After the partners had defined a first version of questionnaires it was submitted by TATICS to the Italian youngsters whose results are reported as follows.

### Characteristics

#### 1. Age

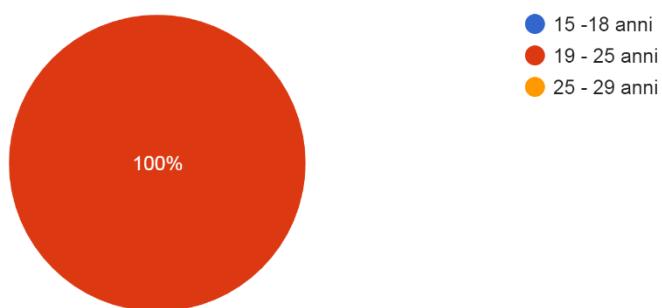
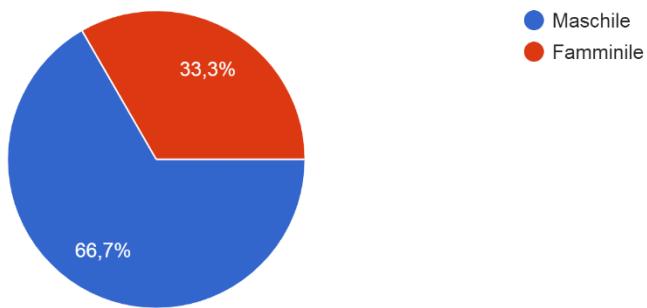


Image 1: Age of participants

## 2. Sex



**Image 2: Gender of participants**

The following table provide an overview on the main findings:

### ***Key findings of Chapter 1:***

- The youngsters have a wide perception of the term Digital Culture (from the use of technology and of Internet).
- However, the 31% declares to be not familiar with the Digital Culture.
- They provide then only few examples of application/website even if the 62% declares that uses Digital Culture daily.
- The 62% declare that they never attended a course at school/ university.
- Digital Culture could be used in different fields: tourism, marketing, online courses, to business improvement, etc.
- A Handbook on Digital Culture should include examples, simple instructions, case studies, easy- user friendly information.
- The majority of youngsters is not familiar with the term LOD.

While the specific answers are provided in the following section:

### **1.What is the Digital Cultural**

10 out 29 answers stated that Digital culture “*is the culture that has developed thanks to new technologies in particular thanks to the Internet and new technologies and that involve their lives during the day as they live in a digitalised world*”. Or: “*The digital culture exploits the technological infrastructure: internet allows the dissemination of information in a capillary way to all users of the network. It is a powerful tool in the field of training, information, marketing that if used properly can improve the user experience*”.

7 out of 29 (the 24%), declared not to have knowledge of the Digital Culture.

4 out of 29 instead put the attention on the Culture part, declared: “*it is the culture that has developed thanks to new technologies and thanks to the internet*”.

The following answers: “*I believe it is used in "replacement" of the Classical encyclopaedia, or of the classics and various textbooks*” and “*I know it can also be a collective intelligence*” provides an insight on the wide understanding the youngsters have regarding the Digital Culture.

## **2. Could you describe the first experience with Digital Cultural?**

20 out of 29 reported the first experience either with technological devices or with Internet: the first time they used “a smart phone, a computer at school, msn or the emails, an online course or with a digital library access”.

4 out of 24 answered that they never had experience with Digital Culture while 5 out of 29 didn't respond (31% of total answers).

## **3. How often do you use it?**

The 62% declares that they use it daily/very often one of them added that “its use has increased with the spread of Covid-19”.

3 out them did not answer and 5 declared that they never used digital culture (equal to 27% of the total).

## **4. Have you ever attended a course in your school/ university?**

The 62% answered no, while the 28% said yes and the 10% did not answered.

If yes, did you find them interesting? Were they useful?

They found all very interesting and useful.

## **Do you think that it is necessary to introduce the Digital Culture in the Schools/Universities?**

The majority answered “yes”, highlighting also that the course should make aware the people on the risks of internet and on the use of Social.

## **5. Do you know an app on Digital Culture that you would suggest?**

Babbel, Matterport and Zoom, Tedx, have been mentioned only as app. The rest of respondents did not reply.

## **6. From your point of view, what the Digital Culture could be used for?**

The answers provide a large field of application of it: “tourism; to teach music; to access information in an even more interactive way, for scientific, sports and information contexts, study and share news, to expand and share knowledge, to warn about the risks that the network introduces, to distinguish the authenticity of information; for distance learning at university level; to accompany businesses into the world of the Internet, marketing, to bring youngsters close to the world of art and culture; to make the art more accessible to today's young people”.



## 7.What do you think an Handbook on Digital Culture should contain?

The 30% did not answered to the questions however it is worth mentioning few youngsters' suggestions:

"personal experiences of others, the basis for learning that particular topic with many application examples, the list of the most reliable and accredited sites that can be consulted, basic notions on the use of PCs / phones and how to find information on the internet; practical approach and possible evolutions; how to use all its potential, Explanations on the potential of the technologies; information on how it is organized and the techniques to better use it; Information and concept about digital Culture; concise and easily interpretable explanations so as not to bore and frighten young people when using them; the basis for adapting to the digital world".

However, the partners in order to limit the field of action and collect focused answers had designed a second questionnaires with restricted answers. Then the second version was submitted to the youngsters, only 3 of them answered.

## 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 as Wiki networks, newsletters, and rarely freely by libraries, museums or archives. And they never use immersive devices (such as virtual reality or 360 shows) and video devices.

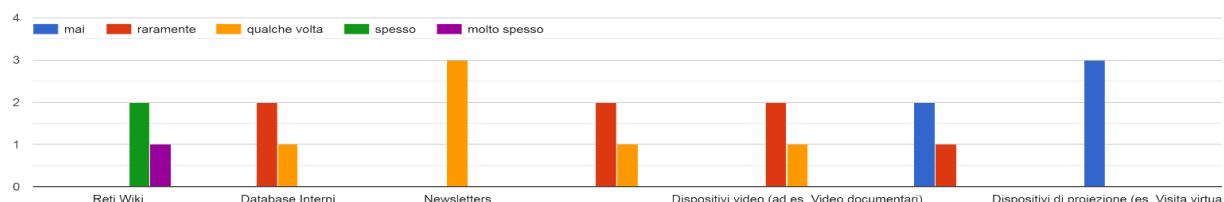
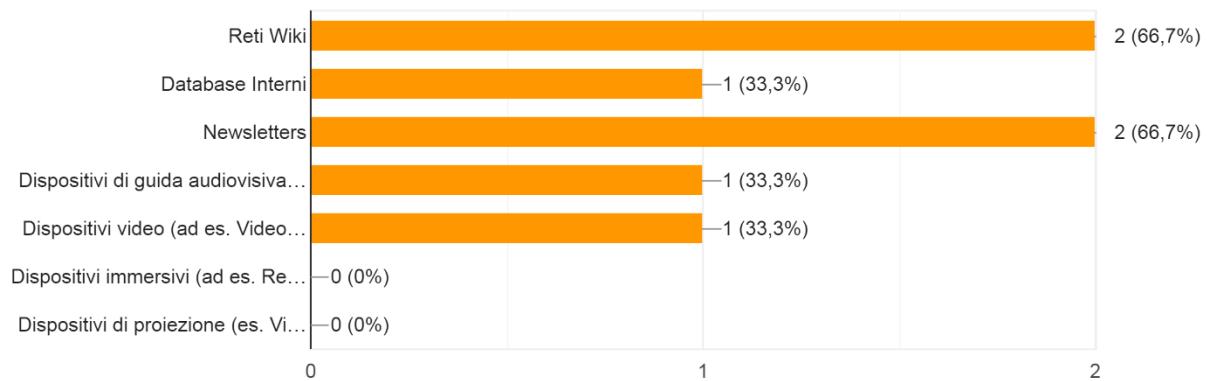


Image 3: Access to digital resources

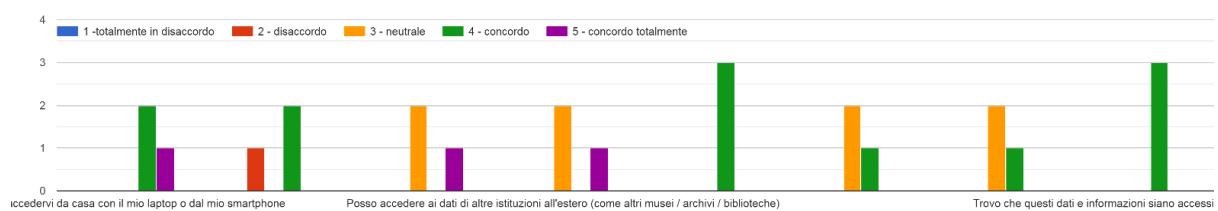
### 4. Which of them have you found useful?

The chart shows that the largest percentage of the participants enjoy and find usage in Wiki Network and Newsletter (66,7 %), while internal databases are used by 33,3% as video and audio devices. The least useful, according to the participants, are the immersive devices and Augmented and Virtual reality (0 %).



**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?



**Image 5: Level of Agreement**

The participants mostly or totally agree with all statements provided:

- “I can access them from home with my laptop or from my smartphone.”
- “I find that these data and information are accessible without restrictions.”
- “The museums/archives/libraries I visit regularly provide plenty of digital resources I can access.”
- “I can send feedback to museums/archives/libraries through their search engines/databases.”
- “Data and information are well presented and organized in the digital resources they provide.”

Then followed by the following:

- “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).”
- “I think these digital resources can be very helpful for other people to learn and be more informed about a certain topic.”

## Practical and Theoretical Experience with Digital Culture

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

Most youngsters believe the data and information the cultural institutions possess should be first more user-friendly then more open. Their data should be more digitalised.

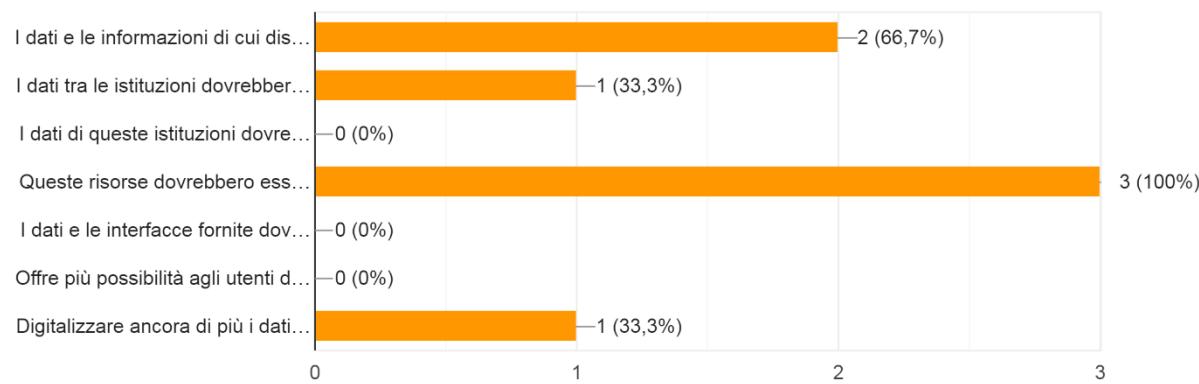


Image 6: What should be improve in the digital resources

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

When asked to rate the extent in which the participants agree or disagree with the following statements, youngsters mostly or totally agree with all of them:

- “I believe that as society we are creating a new Digital culture in a Digital world”
- “I believe that the digital resources are changing the ways”
- “I believe we are a more connected society”
- “I believe that the digital resources belong to our culture, society”

This outcome proves that digital the youngsters are aware of the importance of the digital resources for their improvement.

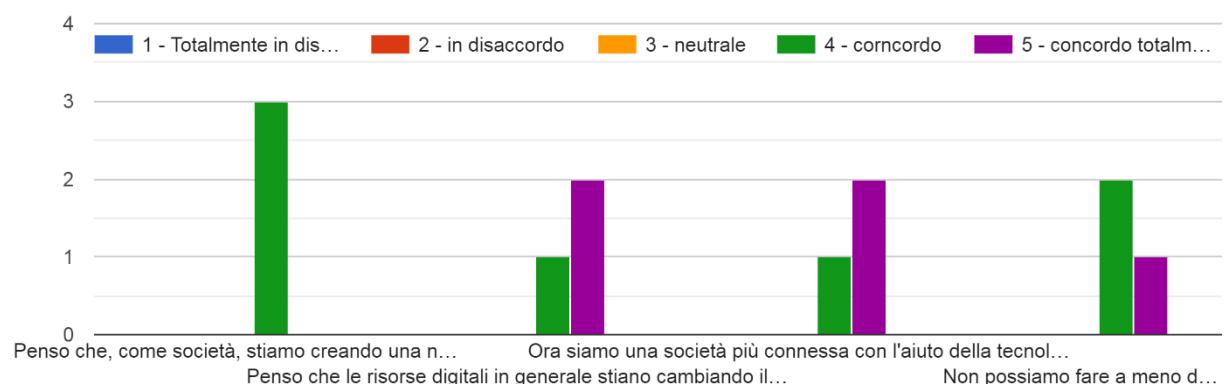


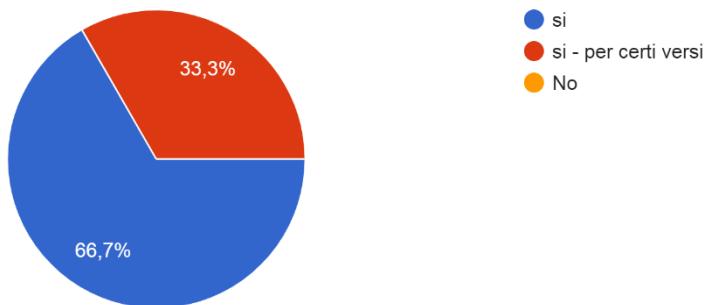
Image 7: Level of Agreement

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

It is important to integrate this answer with the answers provided to the first questionnaire that to the question “8. In which ways the use of LOD could be more effective as source of information?”

The 60% did not answered, showing that they were not acquainted with the term while the rest provided the following answers:

“as an application for the phone definitely, statistics, using it for study, Illustrating its potential. They could allow information to be disseminated; it could be more engaging by comparing it with 3D video games, with ever more precise indexing and detailed and relevant cataloguing of information, if it is more publicized it would be more exploited”.



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

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

This confirms the results collected with the first questionnaire, where the 60% declared not to have experience with the LOD.

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

### *Key findings of Chapter 2:*

- The most used digital resources are Newsletter and video- documentary followed by audio guides which were introduced at least 5 years ago.
- Lack of resources, educated/experienced personnel then ICT problems are considered the main challenges.
- Wiki networks, immersive devices and augmented reality are not used. Newsletters, guidance devices are often used.
- Digital resources positively impacted museum/library/archive and attracted more visitors. The institutions' data are not accessible to the public and accessible in many languages.
- Digital collections are shared with other institutions. Virtual exhibitions Augmented and virtual reality are not shared at all.
- Augmented reality and virtual reality are planned to be used in the upcoming period. Blogs /newsletter audio-devices and website are not needed.

### Awareness on Digital Culture

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

This question is directed to 7 directors and representatives of Italian museums, archives and libraries. The question examines what digital resources are preferred by the respondents. Newsletter and video- documentary are the most used tool, followed by audio guides. Wiki networks is the least preferred digital resource among the Italian cultural institutions and the immersive and video projection are not used at all.

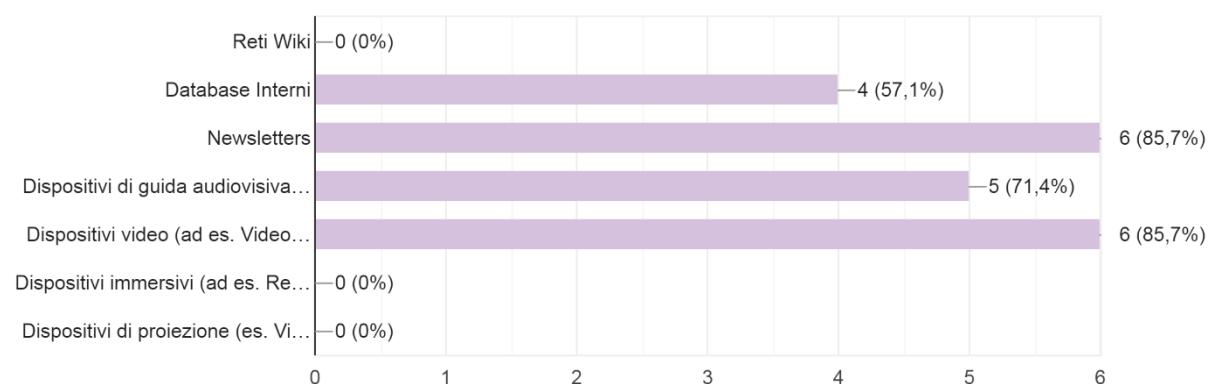


Image 9: Use of Digital Resources

## Practical and Theoretical Experience with Digital Culture

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

Most of the respondents state they introduced above Digital Culture to their institution about 5 years ago.

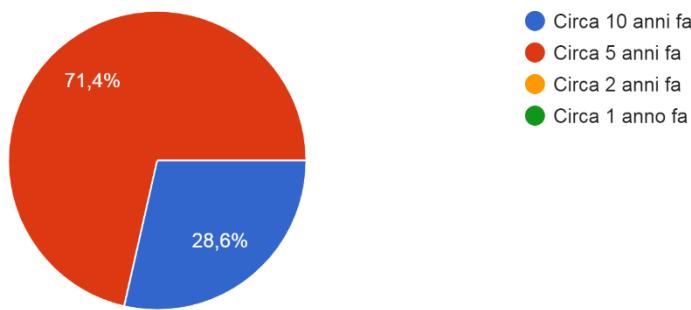


Image 10: Introduction of Digital Culture in the Institution

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

The main challenges the respondents had to deal with when Digital Culture was introduced in their institutions was lack of resources, followed by Educated/experienced personnel then ICT problems. Technical issues and skill gaps were the least of their problems.

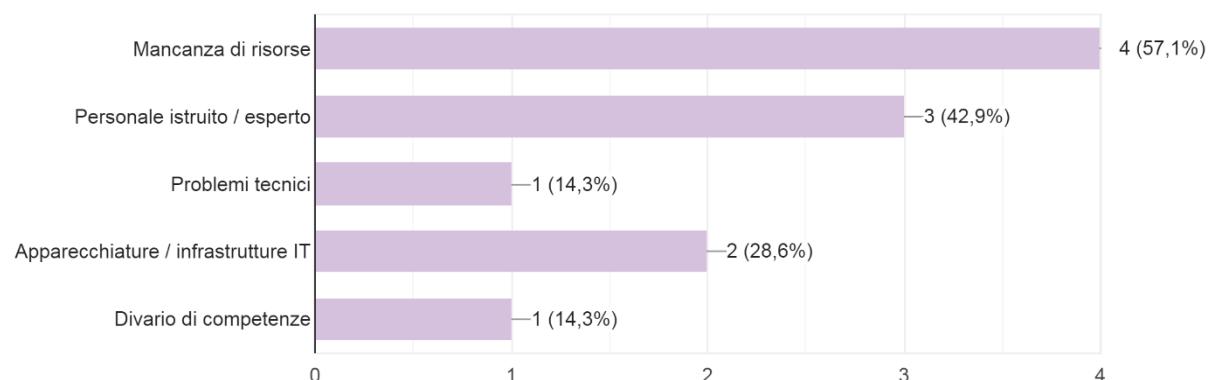


Image 11: Obstacles

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

The usage of the wiki networks as well as some of the immersive devices (such as virtual reality and 360 shows) and augmented reality are not available. Newsletters and guidance devices are often used, followed by documentary videos, internal databases only sometimes. None of the digital resources are used always.

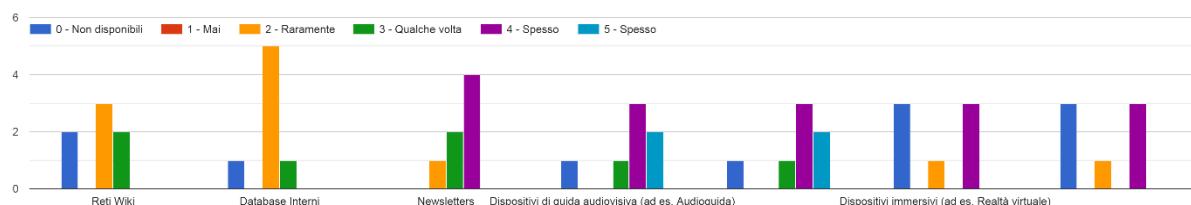


Image 12: Frequency of visitors

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

According to the directors and representatives of Italian cultural institutions, most of the resources are used both by adults and the youth. Newsletters are used more by adults as well as internal database once available. Video devices are used by both as immersive devices if provided in general.

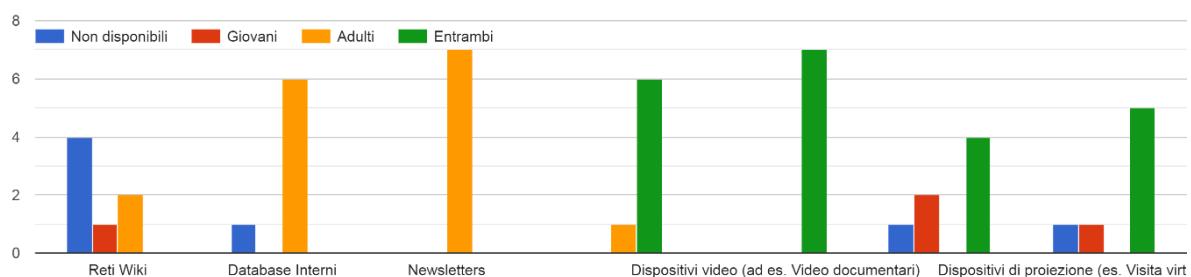


Image 13: Age Group

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

The participants totally agreed with the statement that those digital resources mentioned before positively impacted their museum/library/archive and attracted more visitors. The directors and representatives of the Italian cultural institutions mostly disagree that all the data they keep are accessible to the public and accessible in many languages.

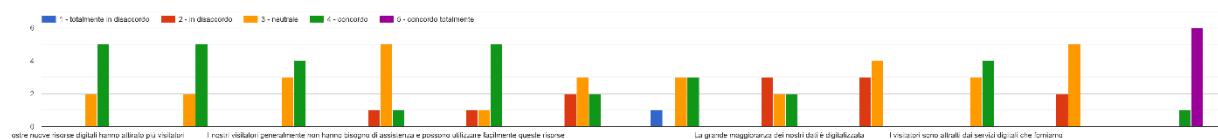
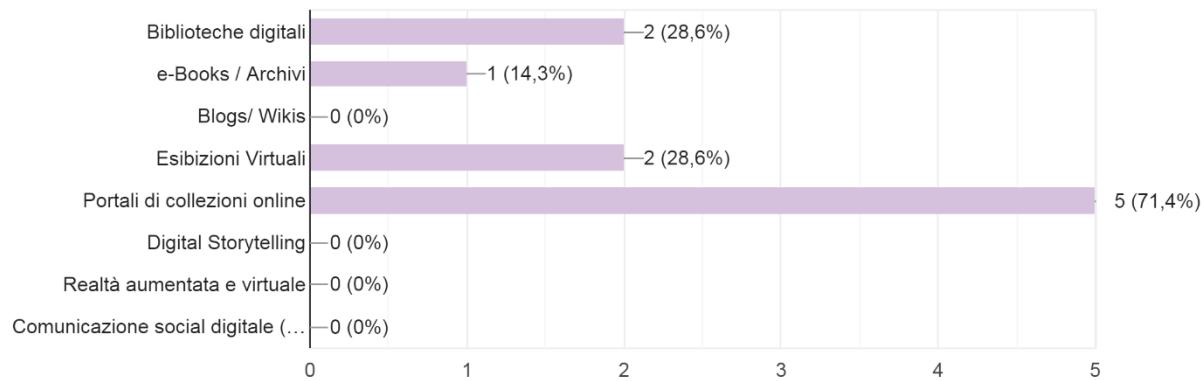


Image 14: level of Agreement

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

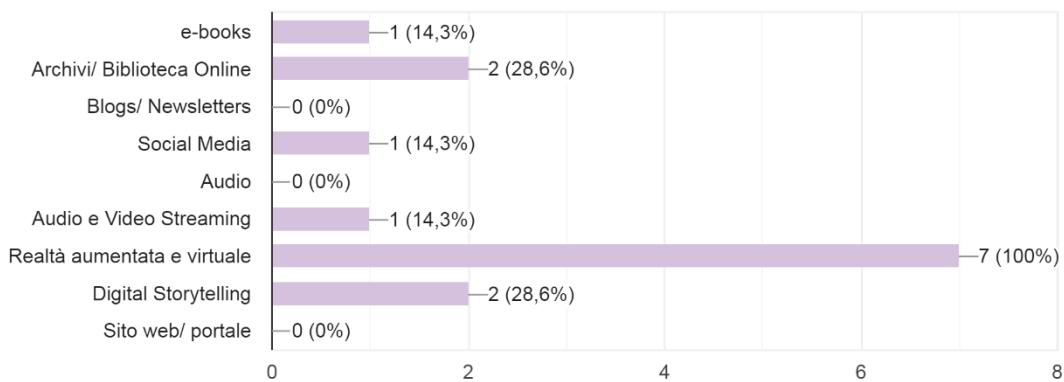
All survey participants stated they share digital collection with other institutions. Virtual exhibitions Augmented and virtual reality are not shared at all.



**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 are augmented reality and virtual reality, followed by e-books, social media and Audio-video streaming. Blogs /newsletter audio-devices and website are not needed.



**Image 16: Digital resources & service**

### 3. CULTURAL INSTITUTION STAFF, INVOLVED IN RESEARCH ON DIGITAL CULTURE DEVELOPED IN (ITALY )

#### *Key findings of Chapter 3:*

- Cultural institutions staff should be trained to work with this kind of data.
- LODs are believed to create an added value and to improve the connection among the internal staff/teams.
- Shared data can effectively help the visitors engaging them with content, allowing them to evaluate the contents and easily linking them with social media accounts.

## Practical and Theoretical Experience with Digital Culture

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

The respondents have very different opinion, they mostly agree on the following:

- Staff in cultural institutions should be trained to work with this kind of data 3/7 completely agree
- Our databases are shared with other institutions and are accessible from them as well 3/7 answers are neutral
- A user who is not familiar with shared data across institutions can have difficulties in finding the information he is looking for 3/7 mostly agree
- These data connections across institutions have attracted new audiences 3/7 completely agree
- Sharing data openly across institutions has many advantages 2/7 completely agree

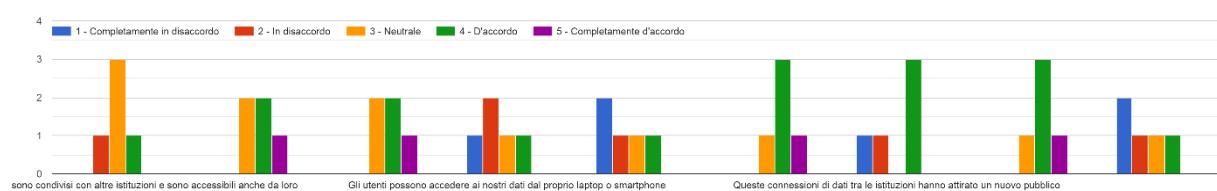


Image 17: Level of Agreement

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

The 60% of respondents declared that the most significant impact of shared and open data for their institutions staff is the creation of new value and the connection among the internal team.

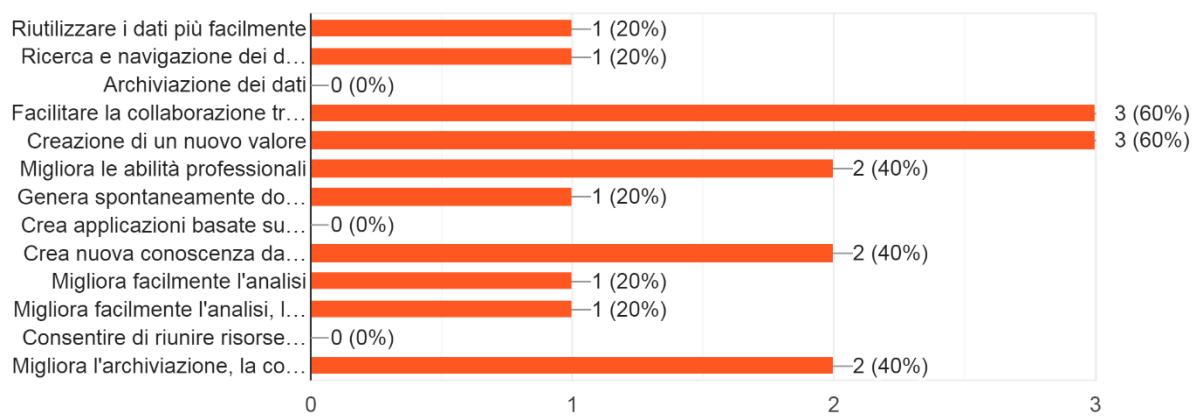


Image 18: Most significant impact

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

The ways that shared data can effectively help the audiences of museums, archives or libraries engage with content are innovative way of displaying the content and allowing the visitors to evaluate the contents and easily linking with social media accounts.

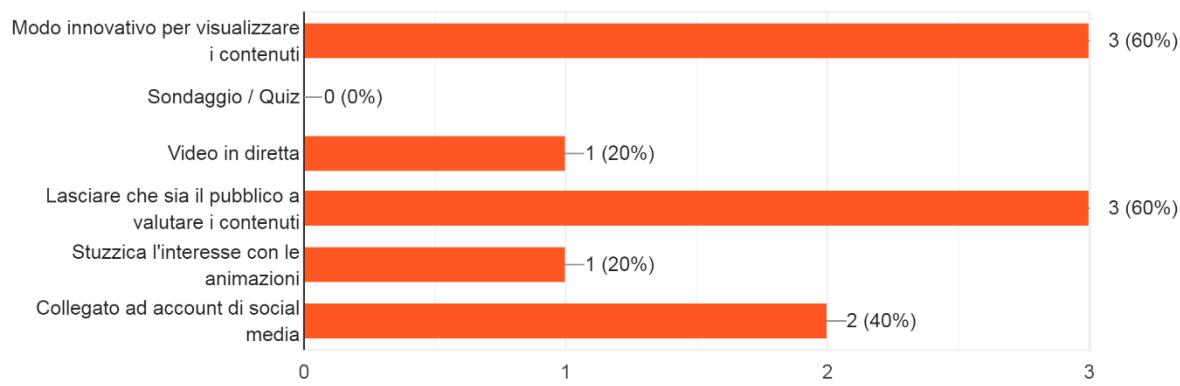


Image 19: How can shared data help audiences to engage with content

## 4. ICT EXPERTS AND LOD EXPERTS, INVOLVED IN RESEARCH ON DIGITAL CULTURE DEVELOPED IN (ITALY)

### *Key findings of Chapter 4:*

- LOD serves to develop the Digital Culture first then for the public involvement, collection management and protection of cultural material.
- The most useful tools in cultural institutions are digital curation, data protection and open licenses (4 out of 4 respondents).
- Most digital tools are provided very little in mentioned cultural institutions, showing LOD-ICT professional common idea that cultural institution should improve their Digital Culture.
- Cultural institutions should be made aware on LOD usefulness through Training of staff, as well as the general public.
- LOD usefulness should be promoted through online-webinars e-learning, vocational and educational training and face to face courses.

### 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?

The question explores spheres in which LOD should be used in terms of the culture industry. It serves to develop the Digital Culture first for the ICT & LOD experts. Then for the public involvement and then collection management and protection of cultural material. Followed by the interaction among the different technologies seen as equally important by ICT & LOD experts.

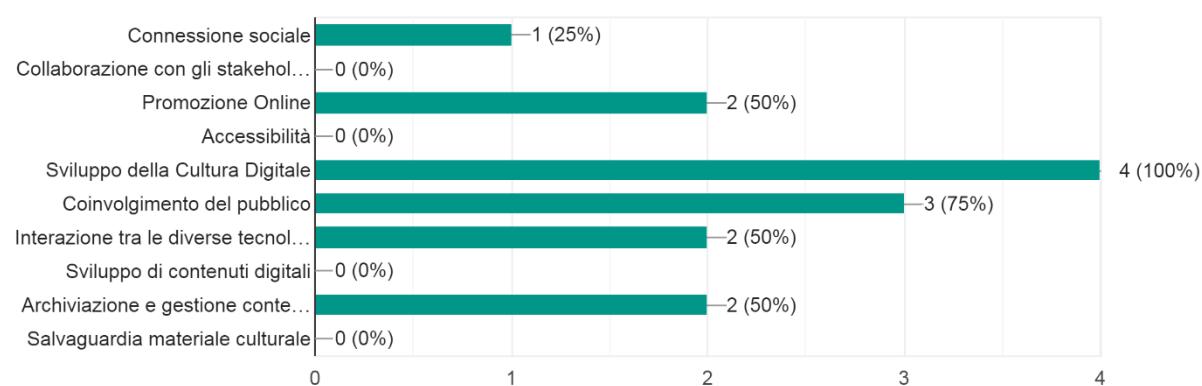


Image 20: Usage of Linked Open Data

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

According to respondents, the most useful tools in cultural institutions are digital curation, data protection and open licenses (4 out of 4 respondents), online and mobile digital media tools. Considered useful are mobile apps by all of the experts.

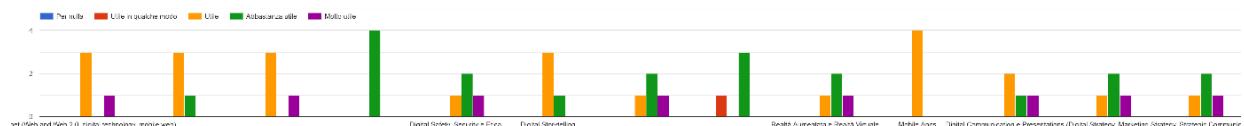


Image 21: Usage of Tools

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

The following graphic shows that responders believe that most digital tools are provided very little in mentioned cultural institutions. Only the Internet web 2.0 and are provided Digital Audiences/Digital Analytics, augmented and virtual reality are thought to be absent in all cultural institutions of Italy. This shows the LOD-ICT professional common idea that the Digital Culture on the cultural institution is very poor and should be improved.

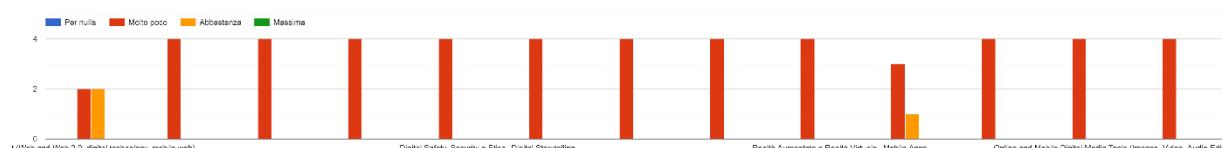


Image 22: Tools in cultural Institutions

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

The most important steps that need to be taken in terms of LOD in the cultural field, according to the survey participants, are informing cultural institutions more about the usefulness of LOD and occasion of Training of Cultural Institution staff then creating more awareness in the general public about Linked Open Data.

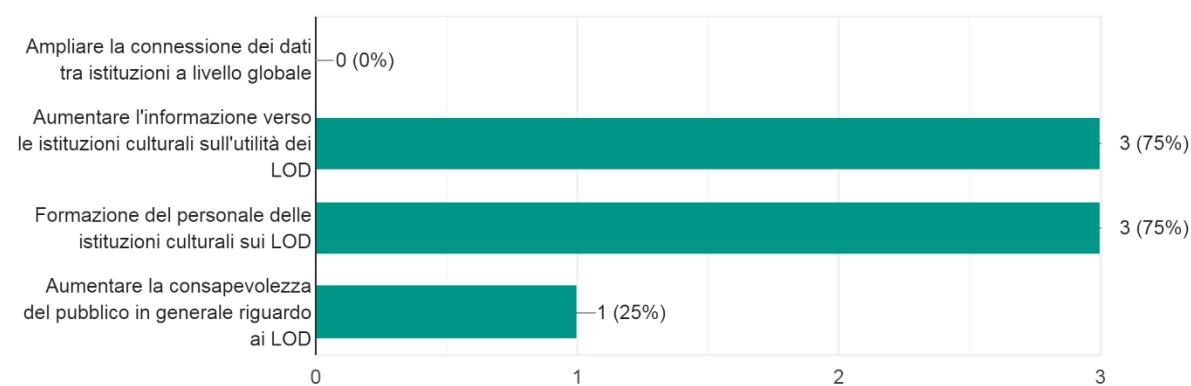


Image 23: Next Steps in LOD

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

If one wishes to broaden their horizons and learn about LOD, they should attend either University classes or vocational and educational training, and training on the job.

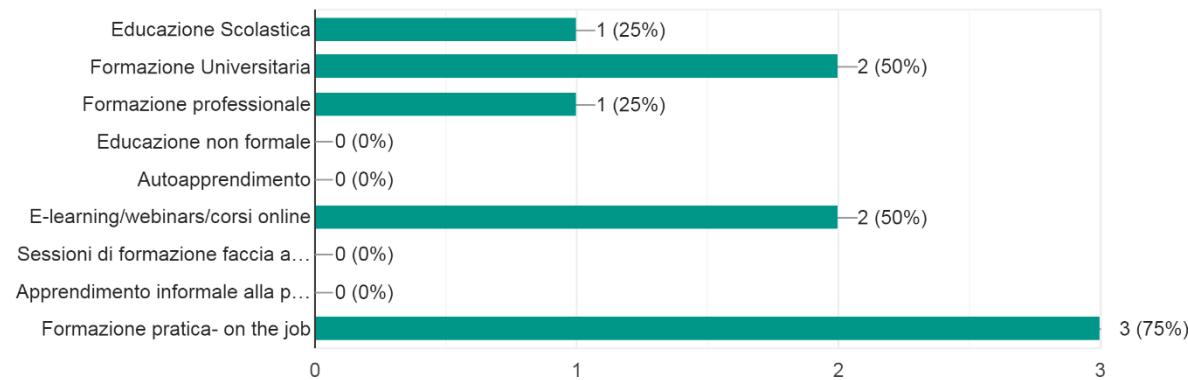


Image 24: Ways of Learning

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

The most effort in terms of promoting LOD should be put in online-webinars e-learning, then on vocational and educational training and face to face courses according to ICT & LOD experts.

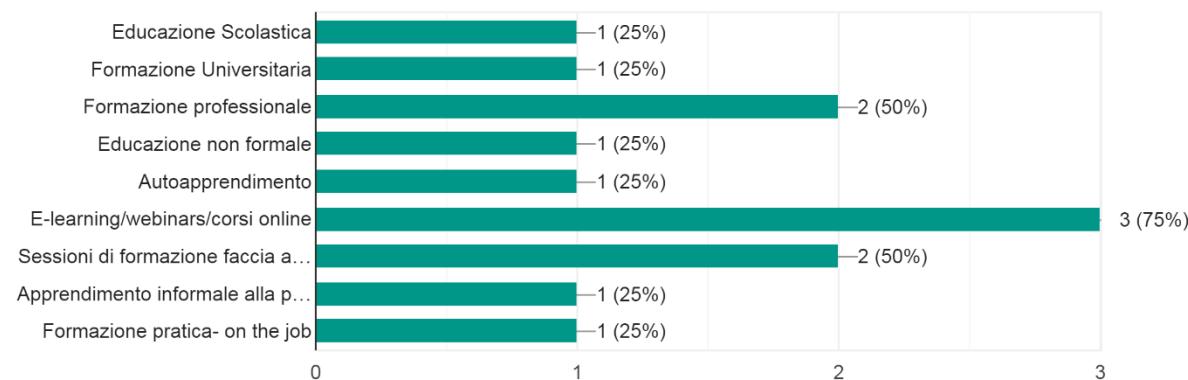


Image 25: Effort in promoting LOD

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

### *Key findings of Chapter 5:*

- IT specialists believe digital resources and tools have been implemented in Tourism sector, University, Books and publishing.
- Archives, museum and theatre need intervention in terms of extending the use of digital tools and resources. Books and publishing are the only sectors that don't need support.
- IT specialist declared that Digital resources and tools help adults to learn quicker and to develop new skills and new knowledge. However, for them it is not easy to teach on digital tools and for adults to adapt to them.
- The main obstacle to promote the use of digital tools and resources in the cultural field is a digital skills gap and the lack of senior support.
- In order to start/speed up the development and implementing digital resources and tools, digital trainings (at all levels) should be promoted and collaboration should be encouraged.

### Awareness on Digital Culture

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

The question explores the level the IT specialists believe digital resources and tools have been implemented in the mentioned cultural spheres. Tourism sector, University, Books and publishing is recognised to have digital tools and resources, however museums, archives art sector, for someone don't have these tools at all. Opinions are quite different for the respondents.

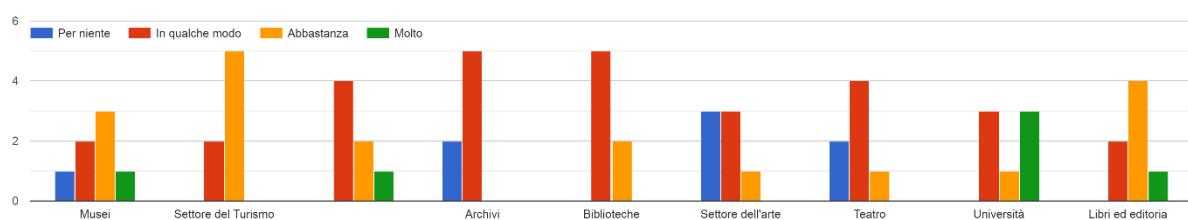
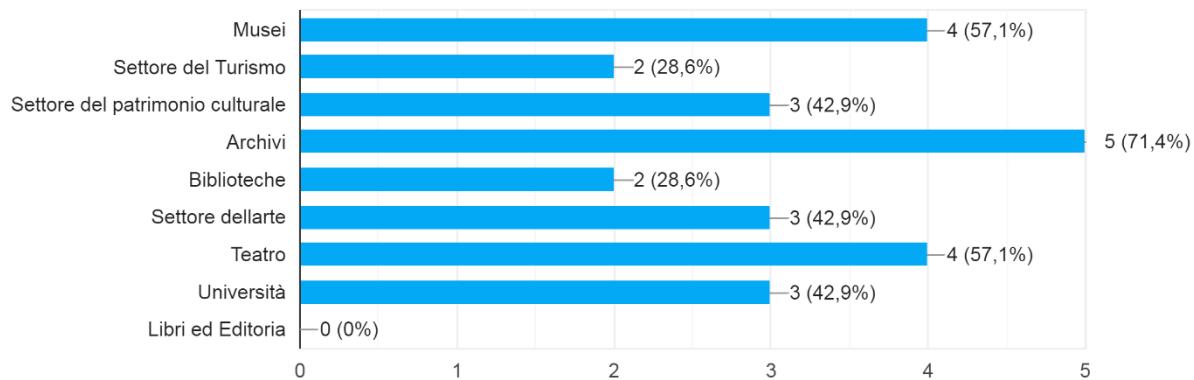


Image 26: Implementation of Tools

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

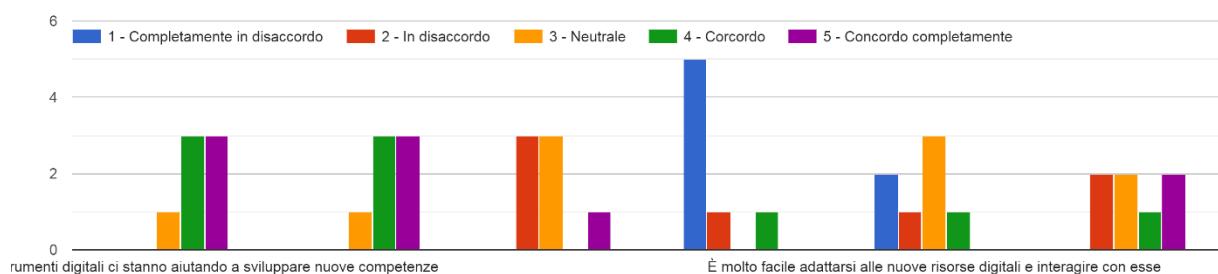
The question explores IT professionals' opinions on which cultural fields or institutions need intervention in terms of extending the use of digital tools and resources. Archives, followed by museum and theatre are the main ones. Books and publishing are the only sectors that don't need support, according to IT specialists and digital culture providers.



**Image 27: Extension of digital tools**

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

Participants mostly agree that digital resources and tools help adults to learn quicker and to develop new skills and new knowledge. However, they don't agree on the fact that it is easy to teach on digital tools and for adults to adapt to them.

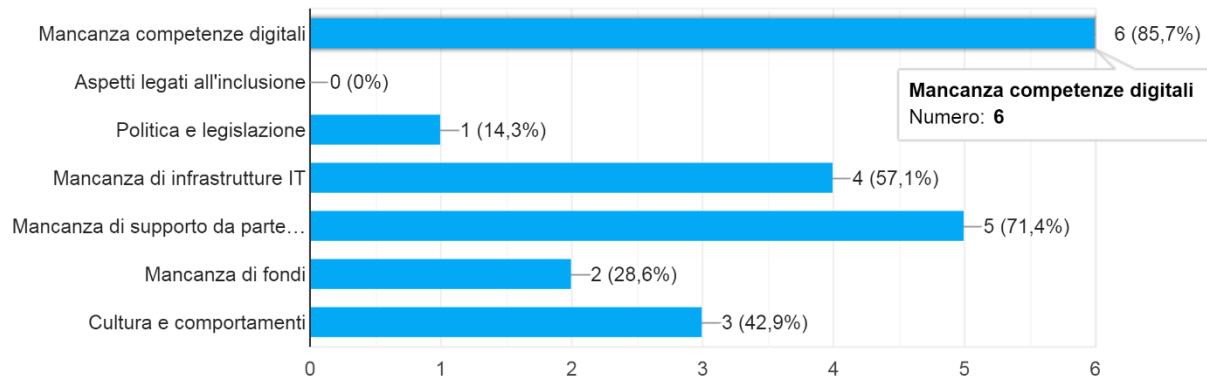


**Image 28: Level of Agreement**

## Practical and Theoretical Experience with Digital Culture

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

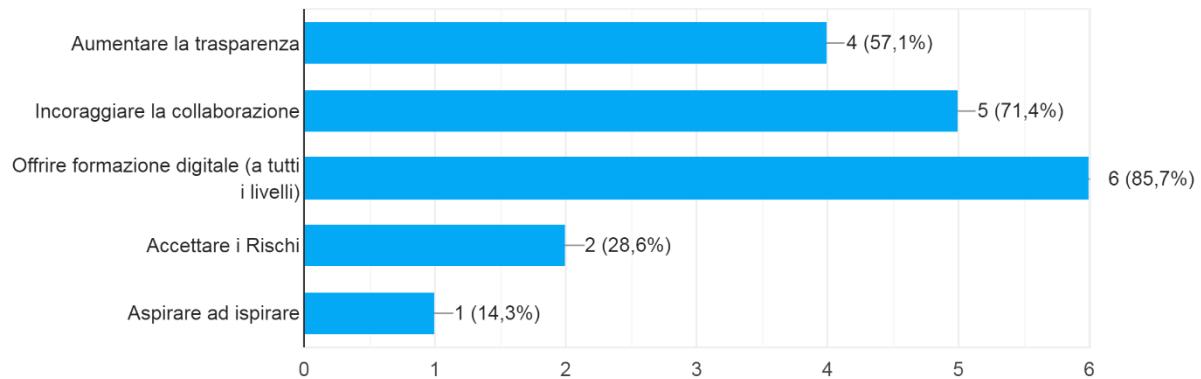
It is believed that the main obstacle to promote the use of digital tools and resources in the cultural field is a digital skills gap, followed by the lack of senior support. Inclusion aspects are not seen as a problem at all.



**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?

In order to start/speed up the development and implementing digital resources and tools, digital trainings (at all levels) should be promoted and collaboration should be encouraged.



**Image 30: New habits and methodologies**

## CONCLUDING REMARKS

The result of the Digital Cultural Designer research in Italy shows that the topic of digital culture covers a wide range of fields of application and expectations for the different target groups that have been interviewed.

The results obtained by TATICS proved that **the youngsters, as digital native**, confirm to use the Digital Culture daily, even if they aren't able to define clearly what Digital Culture is. They admit to haven't participated to specific **training courses on Digital Culture** which could be useful in order to improve their competences in a very digitalised world. They expect the course to have **basic information on Digital Culture, best practices, practical information and easy and user-friendly instructions**. The majority of the youngsters participating to the research **don't know what LODs are** and their field of application.

The main challenges **Italian museums, archives and libraries representatives and directors**, have to deal with are closely connected to the **lack of skills, lack of educated/experienced personnel then ICT problems**. However, the digital resources or services that are planned to be used in the upcoming period are **Augmented reality and virtual reality** that could attract more visitors. Newsletter and video- documentary and audio guides don't need to be introduced in their institutions, as already existing.

The Cultural institutions staff then admitted that the necessity of being trained on this kind of data, as **LODs are believed to create an added value and to improve the connection among the internal staff/teams** as well as to help visitors engaging them with content, allowing them to evaluate the contents and easily linking them with social media accounts.

Digital Cultural Providers and IT Professionals in, agreed that **digital resources and tools could help them to develop new skills and new knowledge** but it is important to offer **digital training at all levels**, even if making adults to adapt to them it won't be an easy task. The main obstacles in the cultural field promotion are: a strong digital skills gap and the lack of senior support which requires collaboration. Archives, museum and theatre are the main sectors that need intervention in terms of extending the use of digital tools and resources.

Based on the outcomes of the survey, **ICT Experts and LOD Experts**, involved in Research on Digital Culture strongly agree that **getting information on Linked Open Data can occur mainly through attending vocational and educational training and online training**.

It is also significant to highlight that the upcoming step in LOD is informing cultural institutions more about the usefulness of LOD and creating more awareness in the general public about Linked Open Data.

In conclusion, the research confirms the need of training to both youngsters and cultural institutional staff that could work together in order to improve the development of a digital culture in the cultural field.