



# **DIGITAL CULTURAL DESIGNER– DCD COUNTRY**

## **NATIONAL REPORT OF LITHUANIA**



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## EXECUTIVE SUMMARY

This report analyses the results gathered in a survey addressed to Lithuanians in the context of the Digital Cultural Designer project. The survey aimed at evaluating the level of digital culture in Lithuania. 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-centered values of the outlined strategies and methods. Asociacija "Tavo Europa" managed to carry out a context survey, with desk research and interviews with the project target groups. For the survey activity, we 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, 111 people were asked to fill in the questionnaire, 66 of them responded. More specifically, 43 people responded to the youngster survey, 7 people responded to the cultural institution staff survey, 7 people responded to the survey for cultural institution directors, 9 people responded to the survey for the IT professionals, 2 people for the survey of ICT & LOD experts. The results of the field research process are presented in detail in this national report.

## EXECUTIVE SUMMARY IN LITHUANIAN

Šioje ataskaitoje analizuojami rezultatai, surinkti lietuviams skirtose apklausose, „Skaitmeninio kultūros dizainerio“ projekto kontekste. Apklausa buvo skirta įvertinti skaitmeninės kultūros lygį Lietuvoje. Skaitmeninė kultūra yra sąvoka, apibūdinanti, kaip technologijos ir internetas formuoja mūsų, kaip žmonių, sąveiką. Kaip elgiamės, mąstome ir bendraujame visuomenėje. Apklausoje metu pavyko išnagrinėti vietas žmonių patirtį, nustatyti, kokie ištekliai ir priemonės padėtų jiems veiksmingiau įgalinti jaunas žmones įsitraukti į skaitmeninę kultūrą. Apklausoje taip pat buvo tiriama skaitmeninės kultūros vaisių patirties sklaida, sąmoningumo ir reikalingų įgūdžių apie skaitmeninę kultūrą lygis, leidiny sutelkiant dėmesį ir į vartotoją orientuotas apibrėžtų strategijų ir metodų vertybes. Asociacija „Tavo Europa“ atliko konteksto tyrimą, vykdydama informacijos paiešką ir interviu su projekto tikslinėmis grupėmis. Tyrimo veiklai duomenis ir informaciją rinkome anketose ir interviu. Siekiant apimti didesnį žmonių kiekį ir užtikrinti didesnį rezultatų patikimumą, buvo dalijamasi penkių skirtingų tipų klausimynais. Tyrimo struktūra tokia:

- 1) Apklausa kultūros įstaigų darbuotojams, LOD ekspertams ir įstaigos darbuotojams
- 2) Apklausa skaitmeninės kultūros tiekėjams ir IT specialistams
- 3) IKT ir LOD ekspertų apklausa

4) Muziejų, archyvų, bibliotekų direktorių apklausa

5) Apklausa jaunimui

Iš viso klausimyną buvo paprašyta užpildyti 111 žmonių, 66 iš jų užpildė. Konkrečiau, į jaunuolių apklausą atsakė 43 žmonės, į kultūros įstaigos darbuotojų apklausą atsakė 7 žmonės, į kultūros įstaigų direktorių apklausą - 7, į IT specialistų apklausą - 9 žmonės, į ICT ir LOD ekspertų apklausą atsakė 2 žmonės. Srities tyrimų proceso rezultatai išsamiai pristatomi šioje nacionalinėje ataskaitoje.

## 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

## Key findings of Chapter 1:

- 62, 8 % of youngsters who participated in this survey were not familiar with the concept of LOD at all.
- Most youngsters believe the data and information the cultural institutions possess should be more open, also, more connected.
- The largest percentage of the participants enjoy and find usage in video devices (76,7 %).
- Youngsters totally agree it was easier for them to learn something new by using mentioned resources than by reading a book on the same topic.
- Young people strongly believe mentioned digital resources can be very helpful for other people to learn and be more informed about a certain topic.

## Characteristics

### 1. Age

The majority of the participants, namely 72, 1 % who took part in the research were 19-25 years old while the rest 27,9 % were youngsters ranging from 15-18 to 25-19 years old.

1. Please state your age  
43 atsakymai

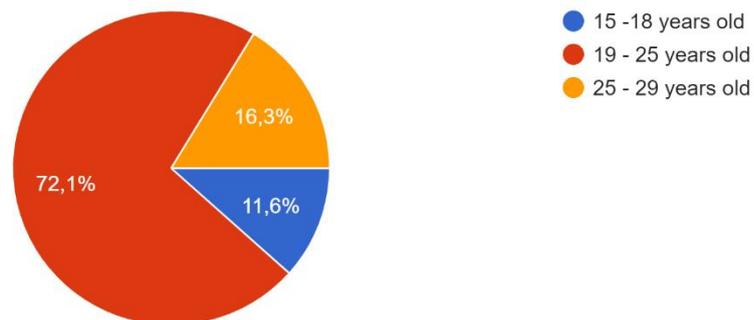


Image 1: Age of participants

### 2. Gender

2. Please state your sex

43 atsakymai

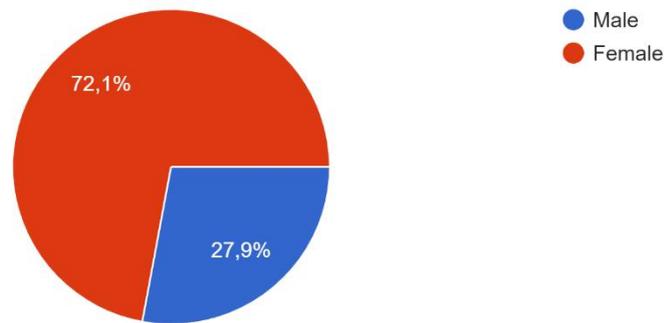


Image 2: Gender of participants

## 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, museums or archives. They rarely make use of immersive devices (such as virtual reality or 360° shows).

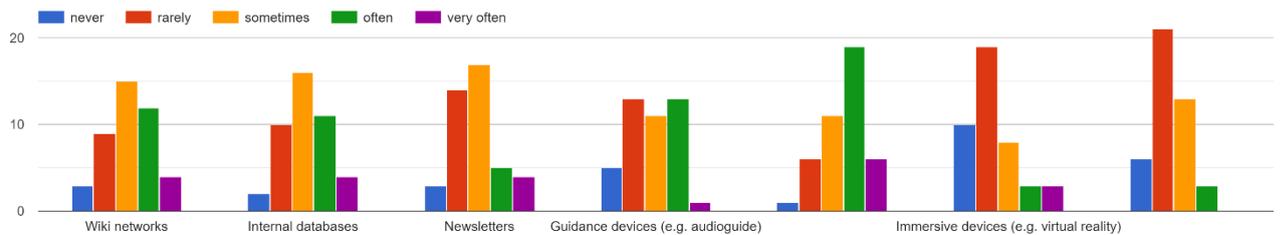
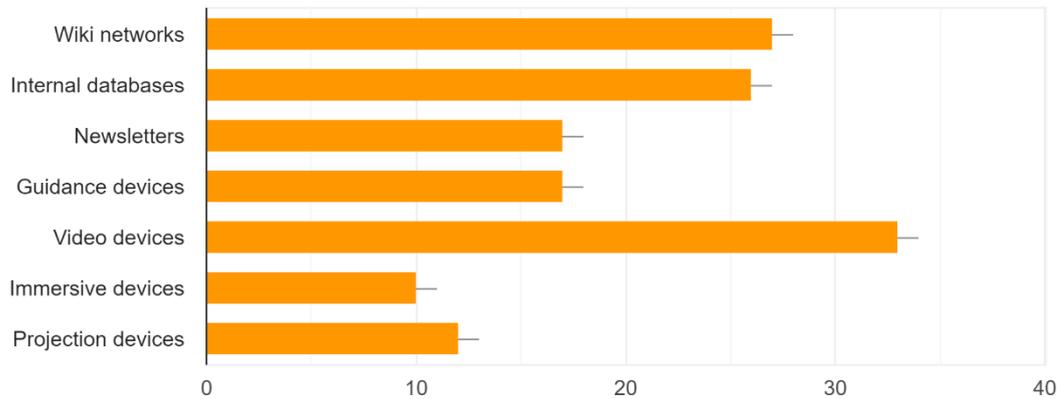


Image 3: Access to digital resources

4. Which of them have you found useful?

It can be seen from the chart that the largest percentage of the participants enjoy and find usage in video devices (76,7 %), while wiki networks and internal databases are fancied by 62,8 % and 60,5 % respectfully. The least useful, according to the participants, are the immersive devices (23,3 %).

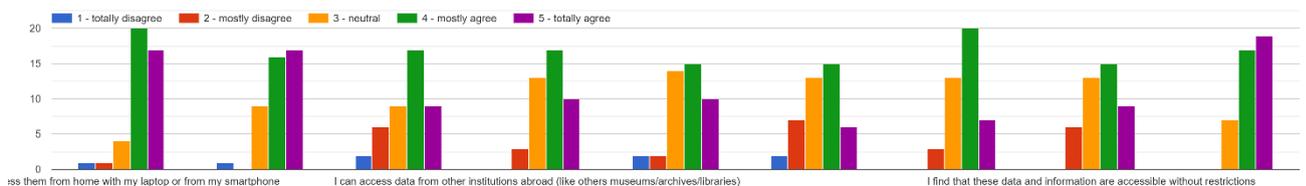


**Image 4: Usefulness**

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

The participants mostly or totally agree with all statements provided:

- “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.”
- “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.”
- “I find that these data and information are accessible without restrictions.”
- “I think these digital resources can be very helpful for other people to learn and be more informed about a certain topic.”

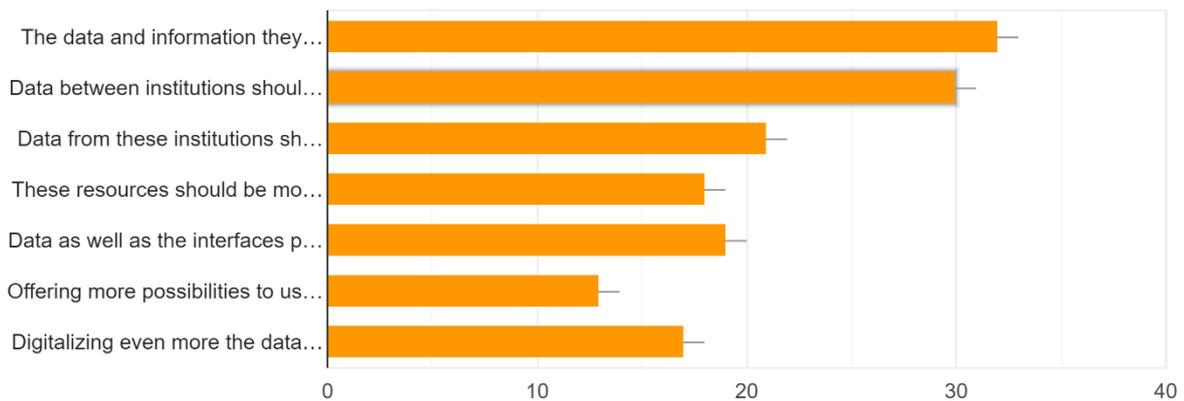


**Image 5: Level of Agreement**

## Practical and Theoretical Experience with Digital Culture

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

Most youngsters believe the data and information the cultural institutions possess should be more open, also, more connected. The ability to give feedback does not need improvement, as only 30,2 % of the participants believe offering more possibilities for users to give feedback is necessary.

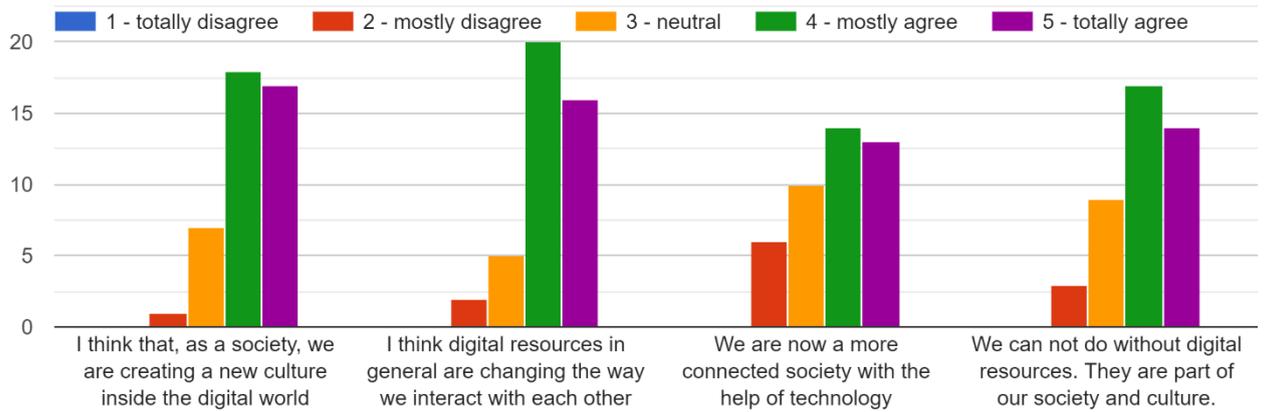


**Image 6: What should be improve in the digital resources**

### 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. This outcome proves that digital resources are extremely important.

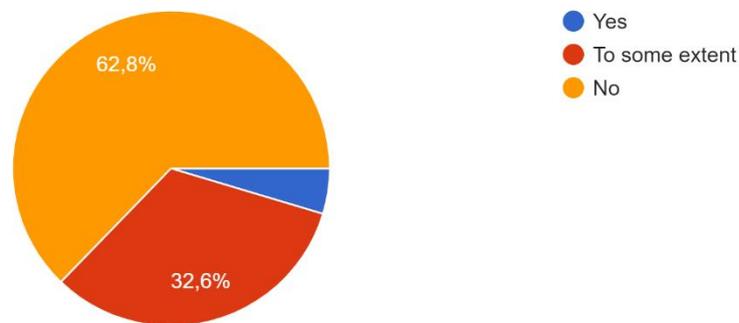
7. How much do you agree with the following statements?



**Image 7: Level of Agreement**

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

27 out of 43 participants stated they were unfamiliar with the concept of LOD, 2 participants said they knew what it was, the other 14 said they were somewhat familiar.



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

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

Youngsters replied to this open question based on their experience with LOD:

“-I don't know if it counts, but I'm using Wikipedia pretty often.”

“-It is related to data that is widely available.”

“-When data is linked it's easier to search and use it. I think, there are too many different systems, pages and other places where information is placed but a lot of people who need that information, don't use it because it's not easy to find it - too many sources. So, the more data is linked, the better for users and potentially, the more work places for IT employees.”

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

### Key findings of Chapter 2:

- Internal database is a tool which seems to be used by all. Wiki networks is the least preferred digital resource between Lithuanian cultural institutions.
- All survey participants state they share digital social communication (i. e. social media) with other institutions.
- Most of the respondents state they introduced Digital Culture to their institution about 10 years ago.
- The digital resources or services that are planned to be used in the upcoming period is social media, audio and video streaming and website/portal.

### Awareness on Digital Culture

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

This question is directed to the directors and representatives of Lithuanian museums, archives and libraries. The question examines what digital resources are preferred by the respondents. Internal database seems to be used by all. Wiki networks is the least preferred digital resource between Lithuanian cultural institutions (only 2 out of 7 cultural institution directors state they use it).

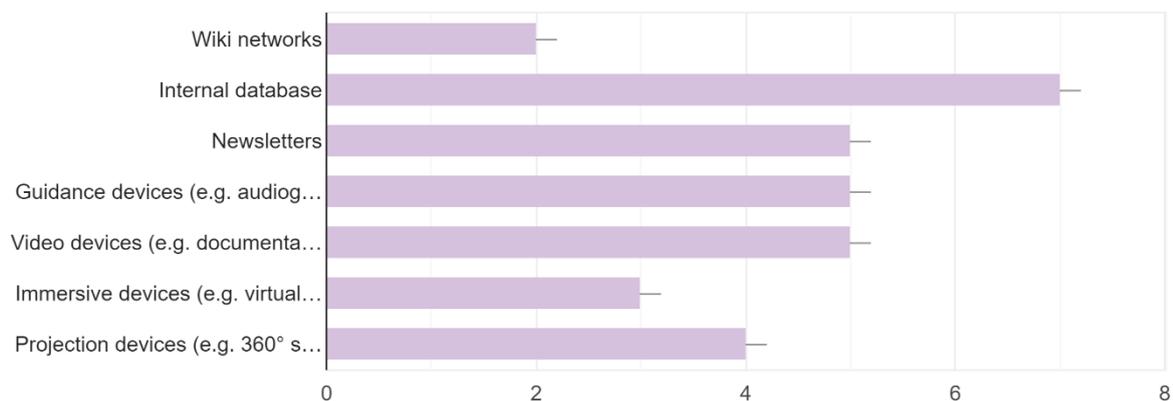
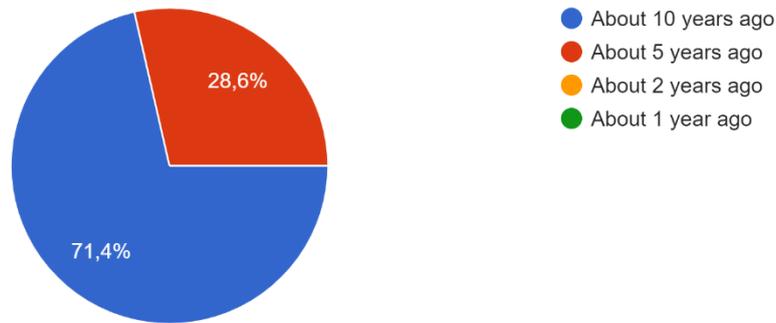


Image 9: Use of Digital Resources

## 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 Digital Culture to their institution about 10 years ago (that constitutes 5 out of 7 respondents), the others (2) introduced it 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 and skills gap. Educated/experienced personnel and technical issues were the least of their problems.

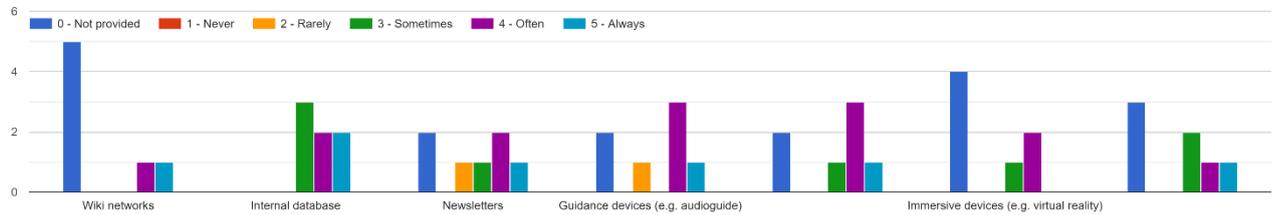


**Image 11: Obstacles**

### 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), however, documentary videos, newsletters and guidance devices are used often, internal databases only sometimes. None of the digital resources are used always.

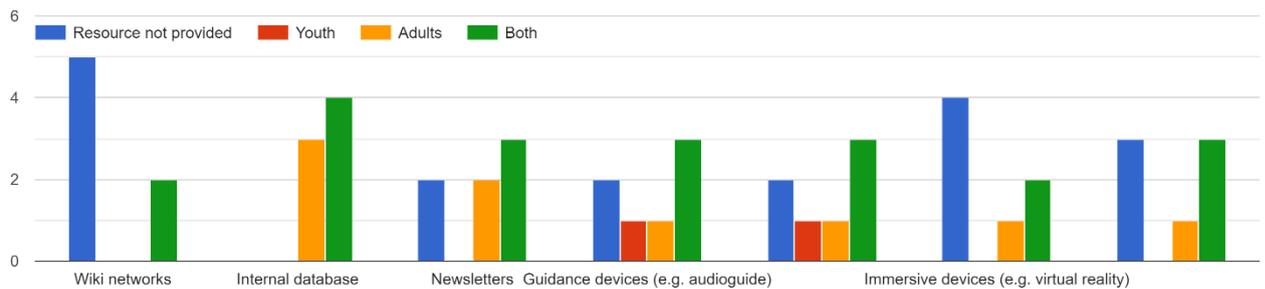
4. How often do you think your visitors use these resources?



**Image 12: Frequency of visitors**

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

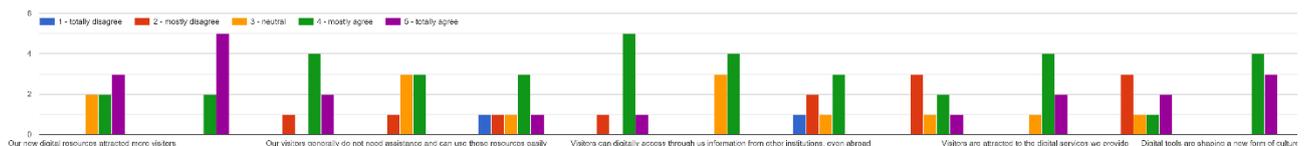
According to the directors and representatives of Lithuanian cultural institutions, most of the resources are used both by adults and the youth. Information on wiki networks and immersive devices is most usually not provided.



**Image 13: Age Group**

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

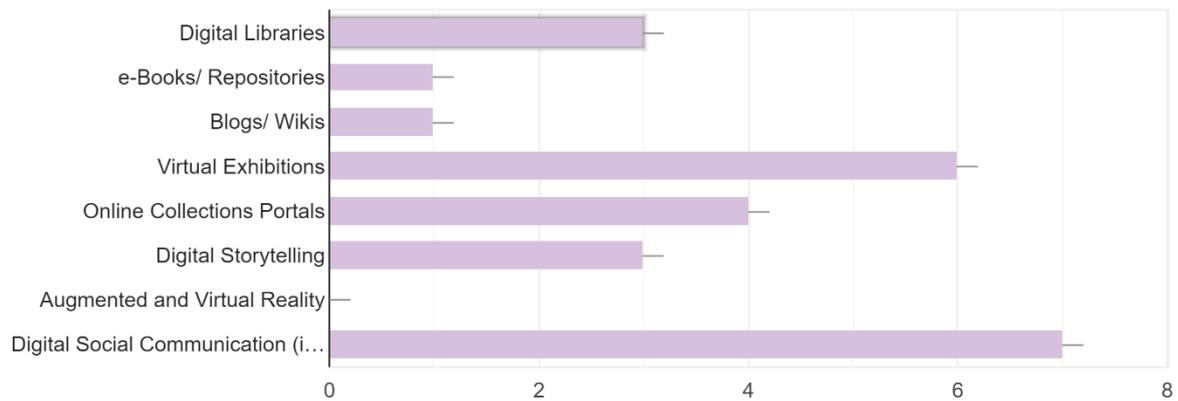
The participants totally agree with the statement that digital resources mentioned before positively impacted their museum/library/archive and attracted more visitors. The respondents mostly agree with all other statements. The directors and representatives of the Lithuanian cultural institutions mostly disagree that all the data they keep is 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?

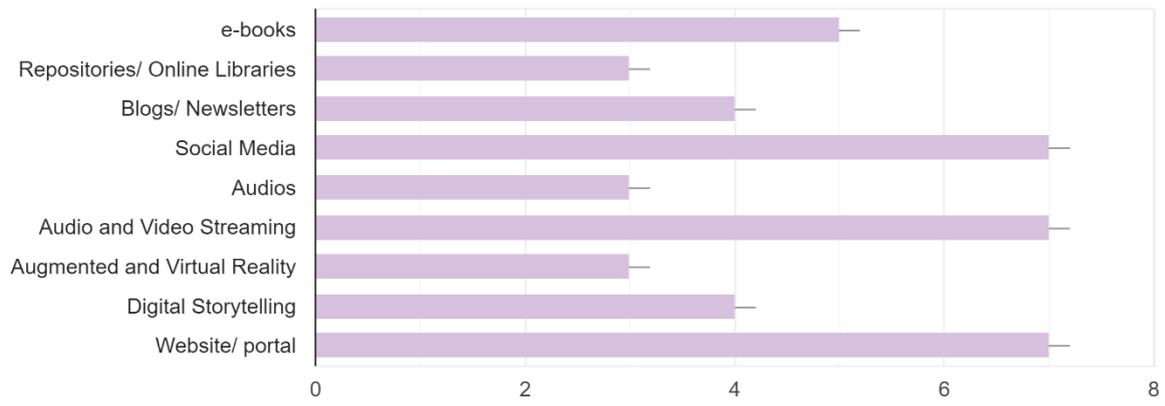
All survey participants state they share digital social communication (i. e. social media) with other institutions. Virtual exhibitions answer is a close second. Augmented and virtual reality is not shared at all.



**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 is social media, audio and video streaming and website/portal.



**Image 16: Digital resources & service**

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

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

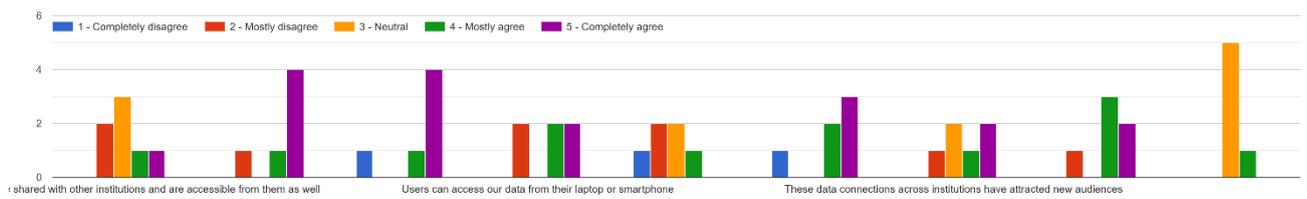
- For 6 out of 7 responders the most significant impact of shared and open data for their institutions staff is searching and browsing data easier and improved easily analysing, finding patterns, comparing, reproducing and finding inconsistencies.
- The ways that shared data can effectively help the audiences of cultural institutions engage with content are innovative way display content and linking with social media accounts.

#### 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 3/7 answers are neutral
- Sharing data openly across institutions has many advantages 4/7 completely agree
- Users can access information faster if all databases are shared and accessible 4/7 completely agree
- Users can access our data from their laptop or smartphone 2/7 completely agree
- I have been trained to work with data that have been shared between cultural institutions 2/7 mostly disagree
- Staff in cultural institutions should be trained to work with this kind of data 3/7 completely agree
- These data connections across institutions have attracted new audiences 2/7 completely agree
- 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
- Our cultural institution has expanded since we started sharing data openly 5/7 neutral

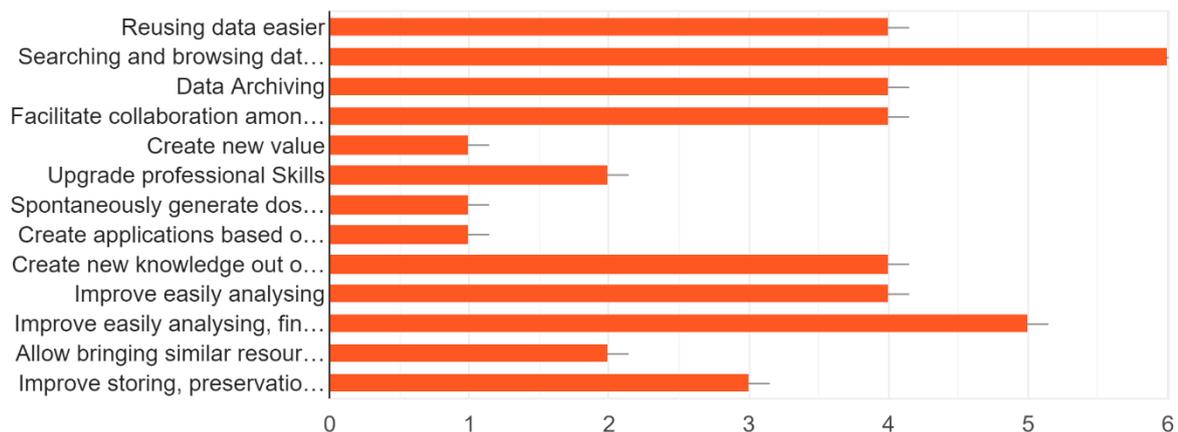
1. How much do you agree with the following statements?



**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?

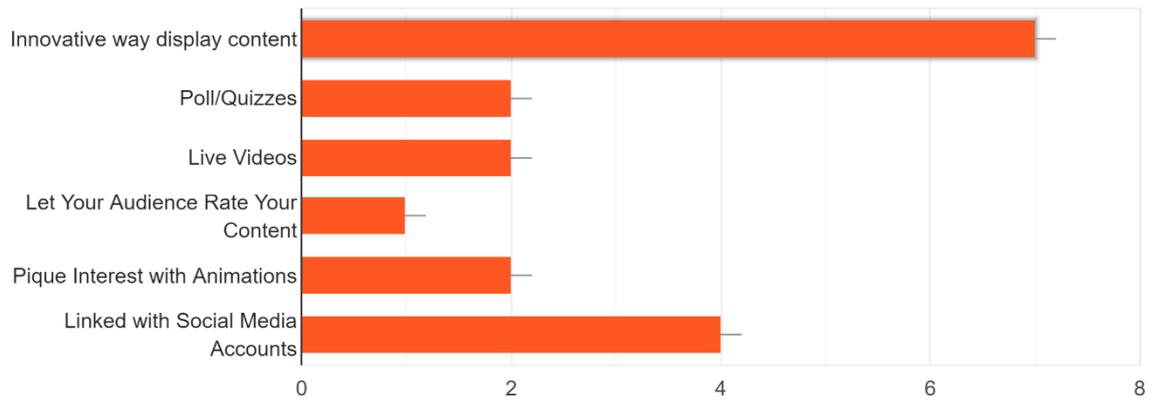
For 6 out of 7 responders the most significant impact of shared and open data for their institutions staff is searching and browsing data easier and improved easily analysing, finding patterns, comparing, reproducing and finding inconsistencies. The most insignificant impact is the creation of new value, spontaneously generating dossiers and information mash ups from distributed information sources and creating applications based on real time data with less replication.



**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 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 DIGITALCULTURE

### Key findings of Chapter 4:

- According to respondents, the most useful tools in cultural institutions are digital curation, data protection and open licenses, online and mobile digital media tools.
- The most important steps that need to be taken in terms of LOD in the cultural field are informing cultural institutions more about the usefulness of LOD and creating more awareness in the general public about Linked Open Data.
- The most effort in terms of promoting LOD should be put in vocational and educational training.

### 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. At a glance, accessibility, collection management and protection of cultural material is preferred the most by all of the survey participants. Social connectivity and collaboration among stakeholders are neglected, all other spheres are seen as equally important by ICT & LOD experts.

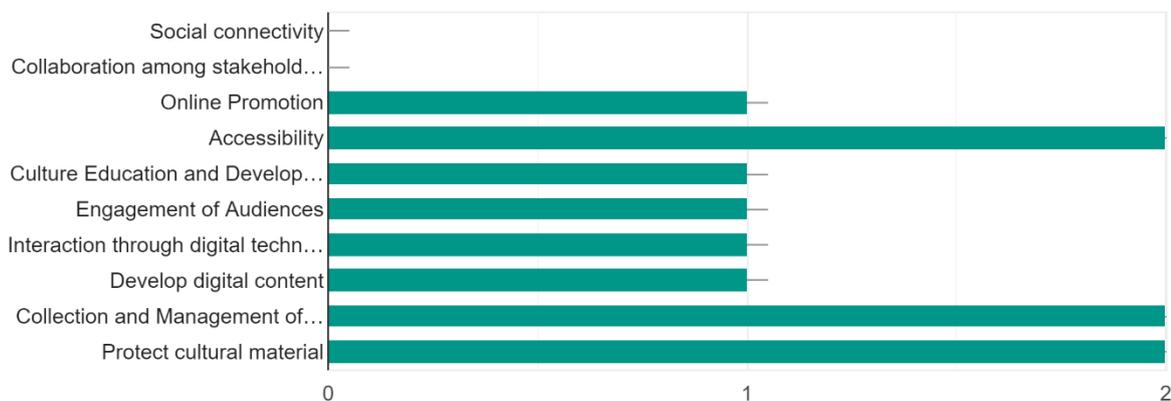
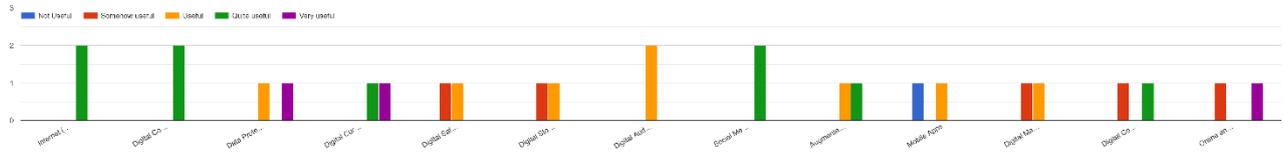


Image 20: Usage of Linked Open Data

#### 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

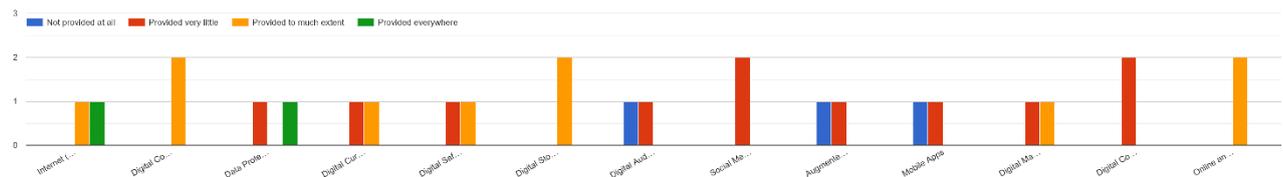
protection and open licenses, online and mobile digital media tools. Considered quite useful are the Internet as well as digital content and publishing. On the other end of the spectrum, mobile apps are considered not useful at all by one of the experts.



**Image 21: Usage of Tools**

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

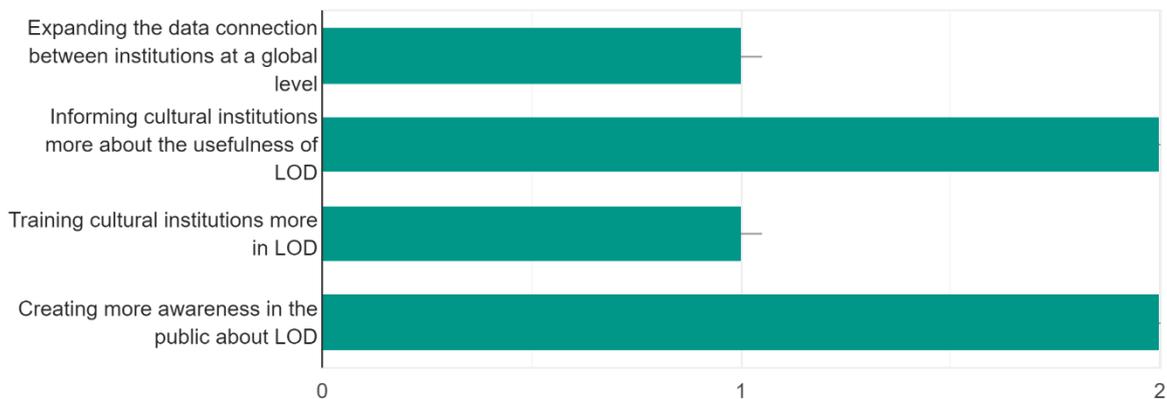
The following bar chart illustrates different choices of answers to the question about the expected level of mentioned tools being provided in Lithuanian museums, archives and libraries. At a glance, responders believe that most digital tools are provided very little in mentioned cultural institutions. Only the Internet and data protection and open licenses are thought to be provided everywhere around the country by one of the experts. Digital Audiences/Digital Analytics, augmented and virtual reality as well as mobile apps are thought to be absent in all cultural institutions of Lithuania.



**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 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 vocational and educational training, non-formal education activities and search for information themselves.



**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 vocational and educational training. School education, face to face and peer to peer communication doesn't seem to have much impact, according to ICT & LOD experts.



**Image 25: Effort in promoting LOD**

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

### Key findings of Chapter 5:

- Participants mostly agree that digital resources and tools help us to develop new skills and new knowledge.
- The main obstacle to promoting digital tools and resources in the cultural field is a digital skills gap.
- In order to accelerate the development and implementing digital resources and tools, habits and methodologies, such as offerings for digital trainings and encouraged collaboration, should be promoted.

### 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. Museums, cultural heritage sector and theatre is thought to have some digital tools and resources, whereas tourism industry and universities are thought to have even more. Opinions seem to be unclear in terms of the art sector and books & publishing.

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

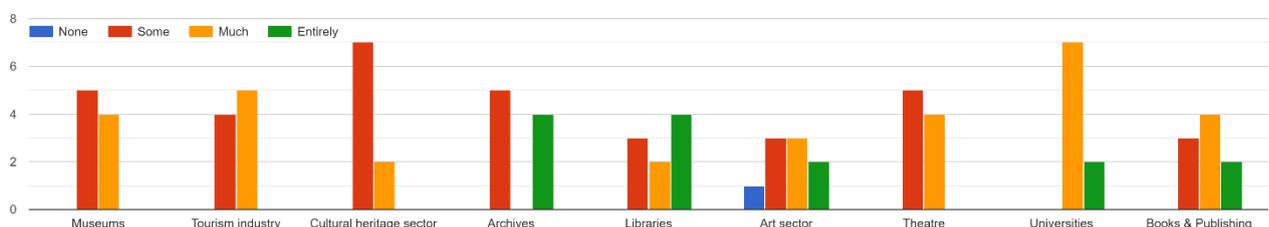
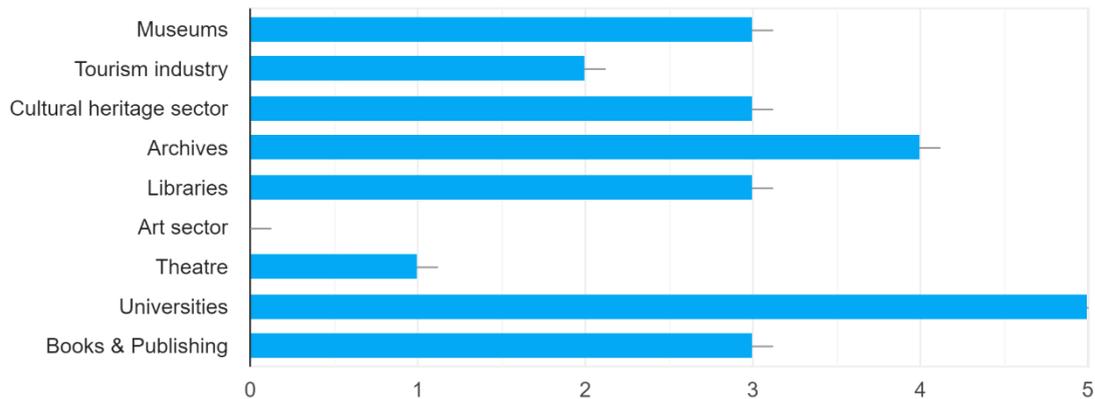


Image 26: Implementation of Tools

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

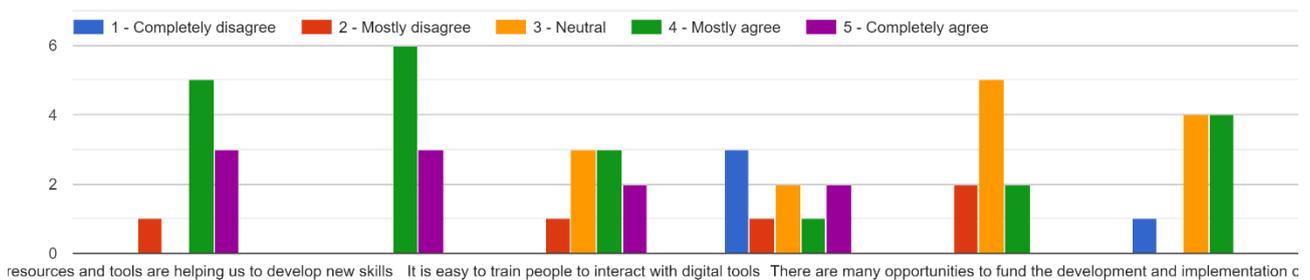
terms of extending the use of digital tools and resources. At a glance, universities seem to be the most popular choice for the respondents, closely followed by archives. Art sector, theatre and tourism industry seem to need no help, according to IT specialists and digital culture providers.



**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 us to develop new skills and new knowledge. The answers differ the most when the statement says digital resources and tools can not help adult learners learn faster.

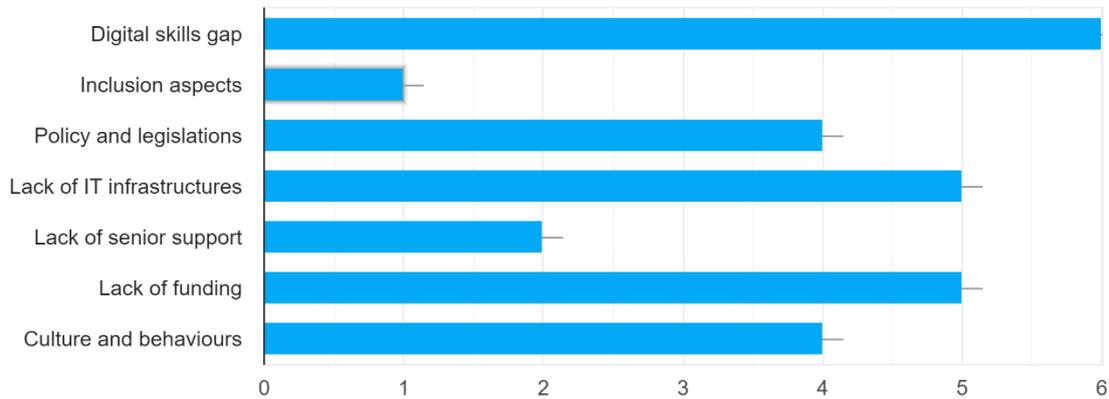


**Image 28: Level of Agreement**

**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?

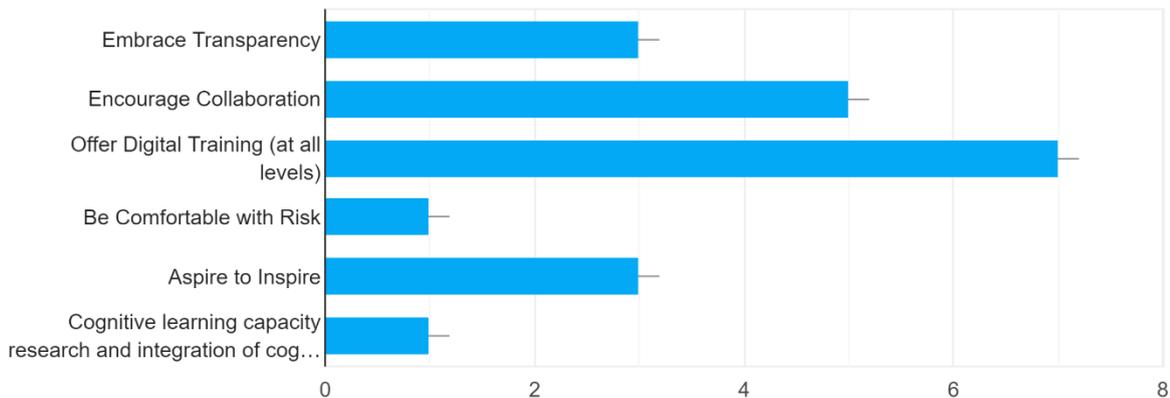
It is believed that the main obstacle to spreading the word about digital tools and resources in the cultural field is a digital skills gap. Inclusion aspects and lack of senior support is the least concerning factor in terms of promoting digital culture.



**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, habits and methodologies, such as offerings for digital trainings (at all levels) and encouraged collaboration, should be promoted.



**Image 30: New habits and methodologies**

## CONCLUDING REMARKS

The outcome of the Digital Cultural Designer research in Lithuania 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 Asociacija "Tavo Europa" 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 vocational and educational training.

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 centers – 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.

Based on the outcomes of the research conducted for interviewing Lithuanian museums, archives and libraries representatives and directors, the main challenges that responders had to get over with were closely connected to the lack of resources and skills gap. The digital resources or services that are planned to be used in the upcoming period is social media, audio and video streaming and website/portal.

The survey conducted addressed to cultural institutions staff, involved in Research on Digital Culture developed in Lithuania has shown that the data that can help the audiences of museums and/or libraries engage with content are: innovative ways of displaying the content and linking with social media accounts.

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, non-formal education activities as well as Self-learning. It is equally important 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.

Exploring the beliefs of Digital Cultural Providers and IT Professionals in Lithuania, it can be seen it is mostly agreed that digital resources and tools help us to develop new skills and new knowledge. 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.