



DIGITAL CULTURAL DESIGNER– DCD COUNTRY

NATIONAL REPORT SLOVENIA



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EXECUTIVE SUMMARY

This report analyses the results gathered in a survey addressed to Slovenians in the context of the Digital Cultural Designer project. The survey aimed at evaluating the level of digital culture in Slovenia. 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. Društvo za razvijanje prostovoljnega dela Novo mesto (DRPDNM) 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 52 people were asked to fill in the questionnaire. More specifically, 10 people responded to each survey and the survey for museums, archives and libraries directors was done by 12 respondents. The results of the field research process are presented in detail in this national report.

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 Chapter1:

- The majority of the responders were male 80% and the target group was ranging from 15-29 years old.
- Largest percentage in preferences goes to video devices and immersive devices (90% respectively, while also 70% goes to Wiki networks as well. Following are the Internal databases with 50%.
- Among digital resources provided by museums, libraries and archives most often is the use of Wiki networks, sometimes also they use Internal databases while virtual reality is rarely or never used.
- It's easier for the youth to learn something new by using digital resources rather than reading a book on the subject and they prefer digital databases due their accessibility from their home laptop or smartphone.
- Thinking about improvement of the digital resources provided by mentioned instiutions they suggest data between these institution should be more connected. None of the responents anyhow isn't familiar with the concept of LOD.

Characteristics

1. Age

The majority of the participants is between 15 and 18 years old.

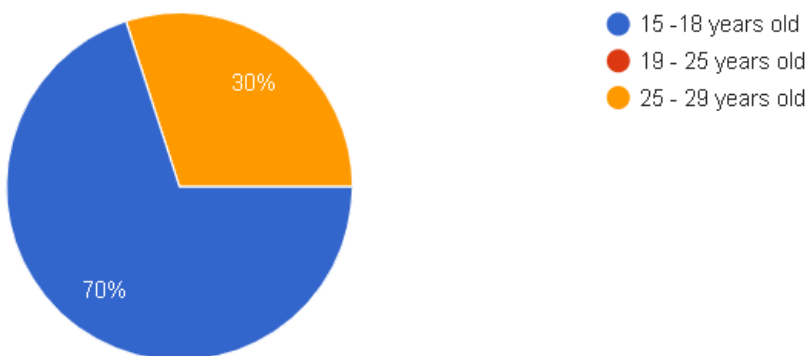


Image1: Age of participants

2. Gender

The majority of the participants was male.

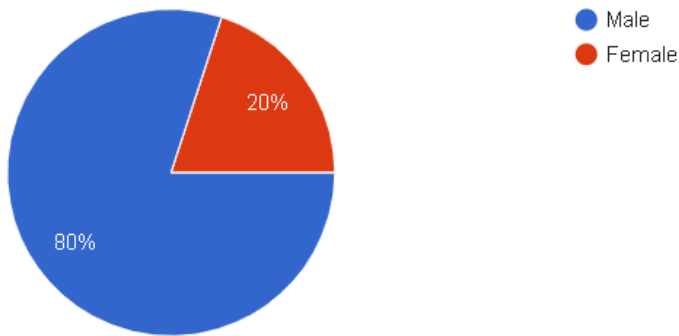


Image2: Gender of participants

Awareness on Digital Culture

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

Most often youngsters access Wiki networks.

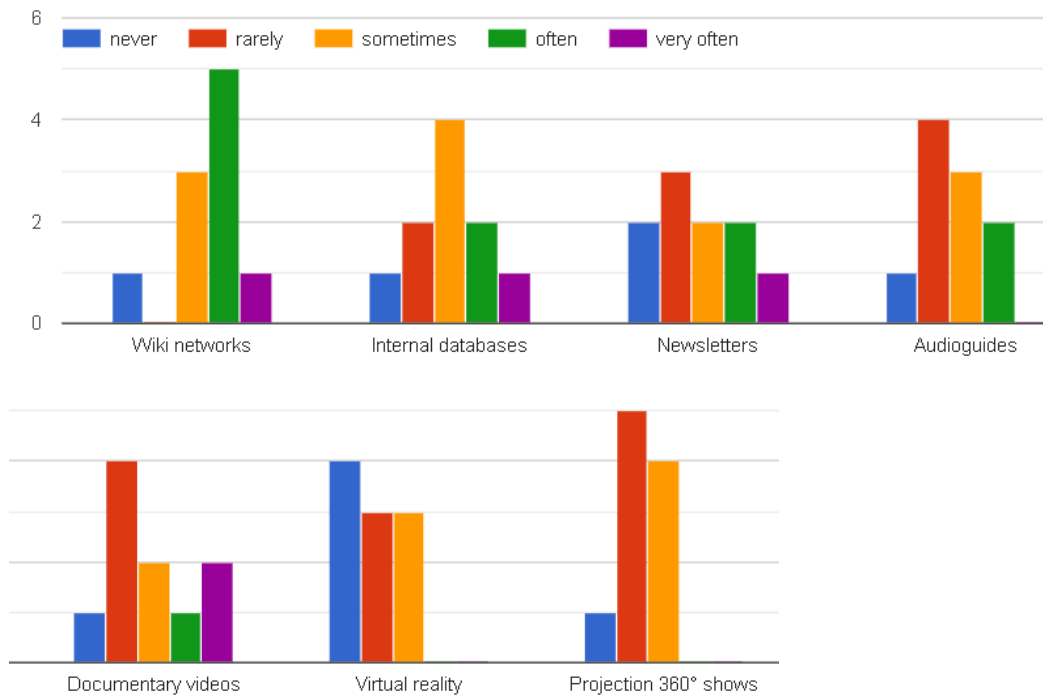


Image3: Access to digital resources

4. Which of them have you found useful?

Video devices were implied as the most useful digital resource.

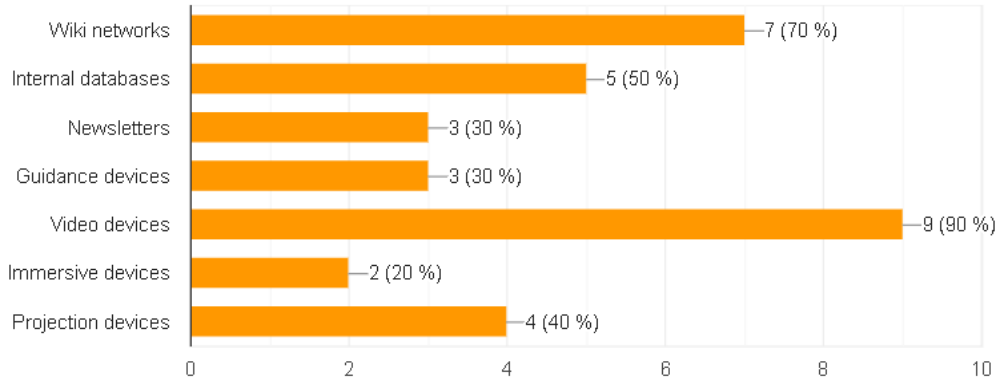


Image4: Usefulness

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

Most agreeable was hypothesis they prefer to learn something new by using digital resources rather than reading a book on the same topic. Equally they agreed that visited institutions provide plenty of digital resources they can access.

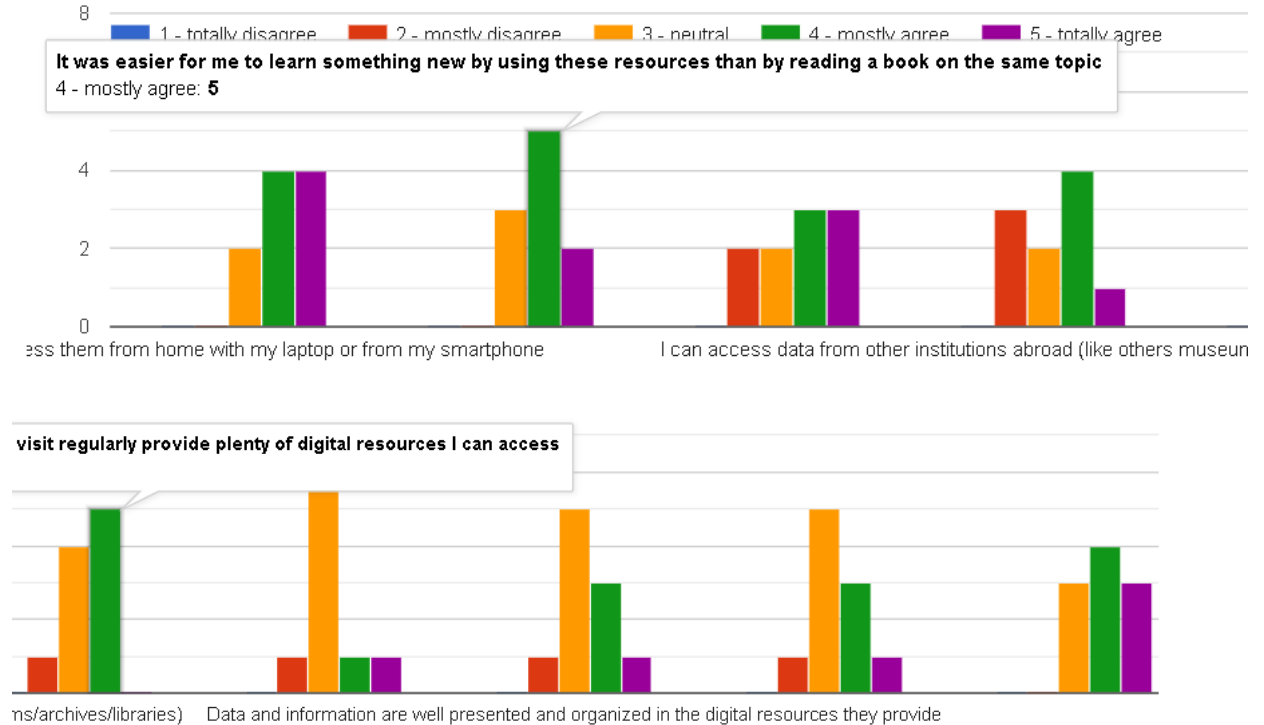


Image5: Level of Agreement

Practical and Theoretical Experience with Digital Culture

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

Among possible improvements they mostly imply the data should be more connected between different institutions should be more connected.

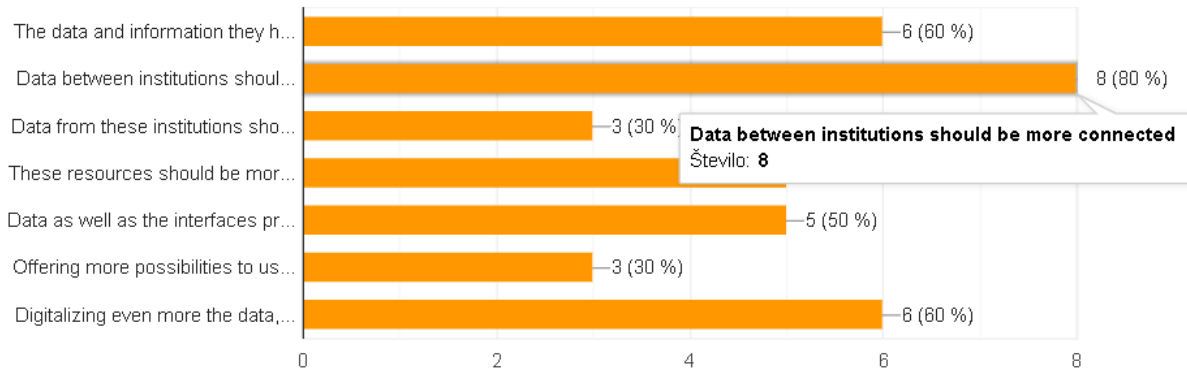


Image6: What should be improved in the digital resources

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

The participants most totally agree digital resources in general are changing the way we interact with each other.

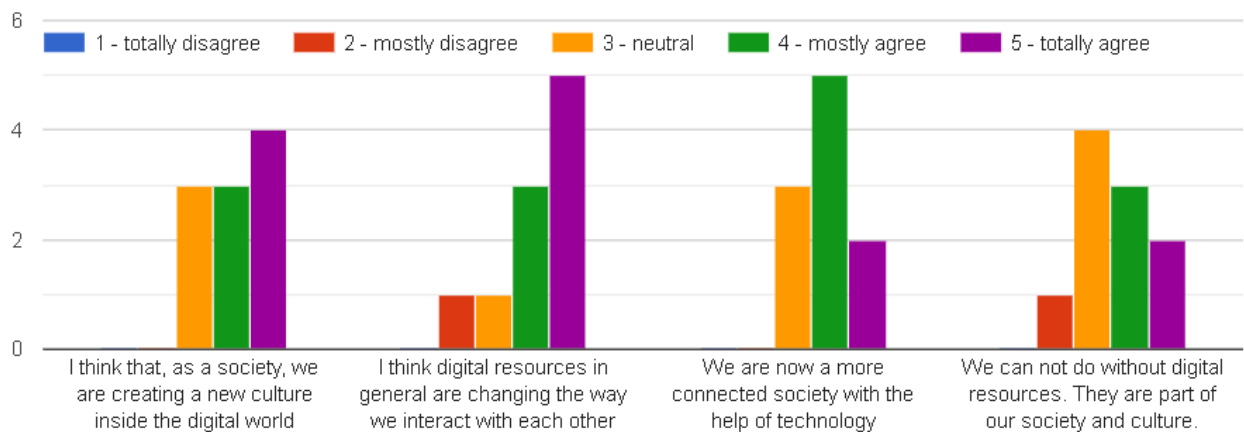


Image7: Level of Agreement

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

Mostly the participants are not familiar with the concept of LOD.

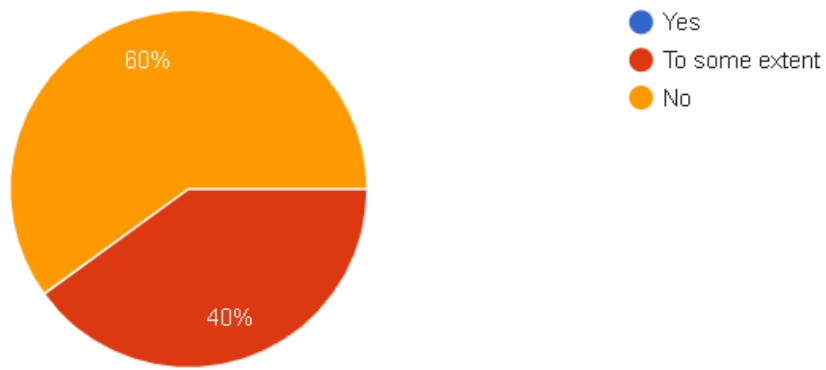


Image8: Familiarity with Linked Open Data

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

We received no answers here as nobody declared themselves as being familiar with the concept.

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

Key findings of Chapter 2:

- The main challenges that responders in this section had to overcome were linked to educating the personnel or finding experienced personnel who is already familiar with these issues. Technical issues and a lack of IT equipment were also obstacles that they had to overcome.
- The digital resources or services that are not well covered yet are audioguides, virtual reality and projection shows. So this could be the next step in improving their digital resources offer.

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 Slovenia tend to examine which of the digital resources do the museums or libraries prefer to work with. Video devices and internal databases seem to attract their interest as well as Newsletters. Other resources are much lower on the list.

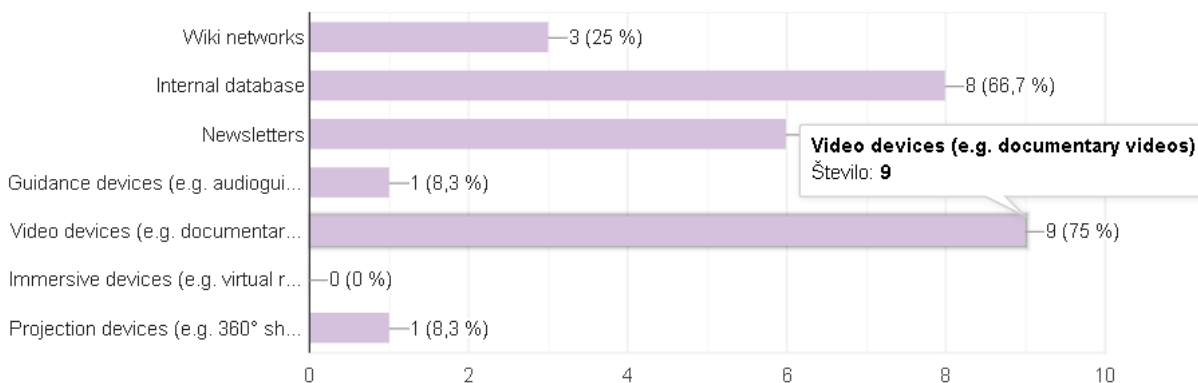


Image 9: Use of Digital Resources

Practical and Theoretical Experience with Digital Culture

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

75% of the responders stated that it's been around 10 years since they first have been introduced Digital Culture in their institution, 17 % stated it was 2 years and 8 % it was 5 years ago.

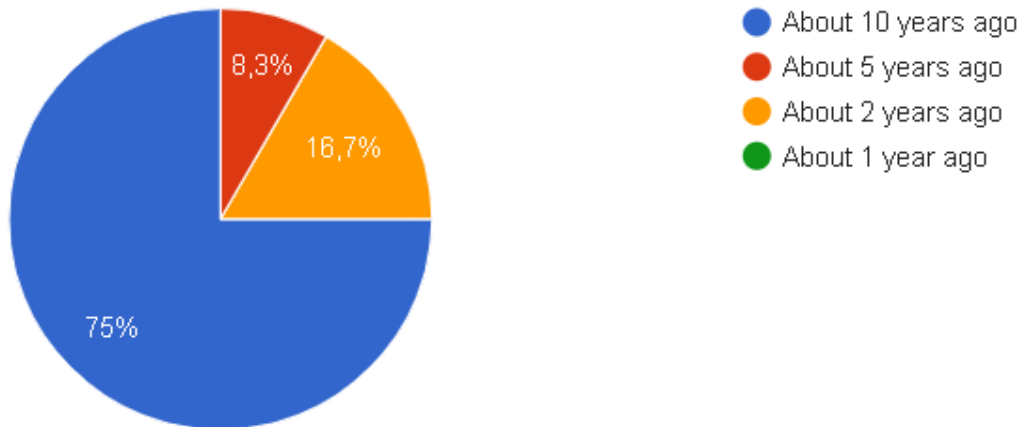


Image10: Introduction of Digital Culture in the Institution

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

The main challenges that they had to deal with was educating the personnel or finding experienced personnel who is already familiar with these issues. Technical issues and a lack of IT equipment were also obstacles that they had to overcome.

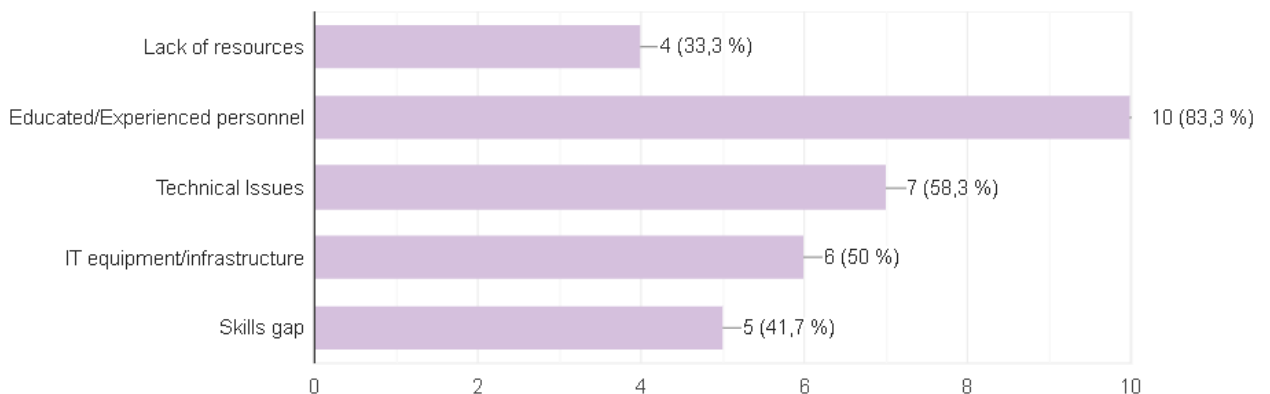


Image11: Obstacles

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

While audio guides, Wiki networks, virtual reality and projection shows are mostly not provided, responders believe that the visitors most often use the newsletters and documentary videos.

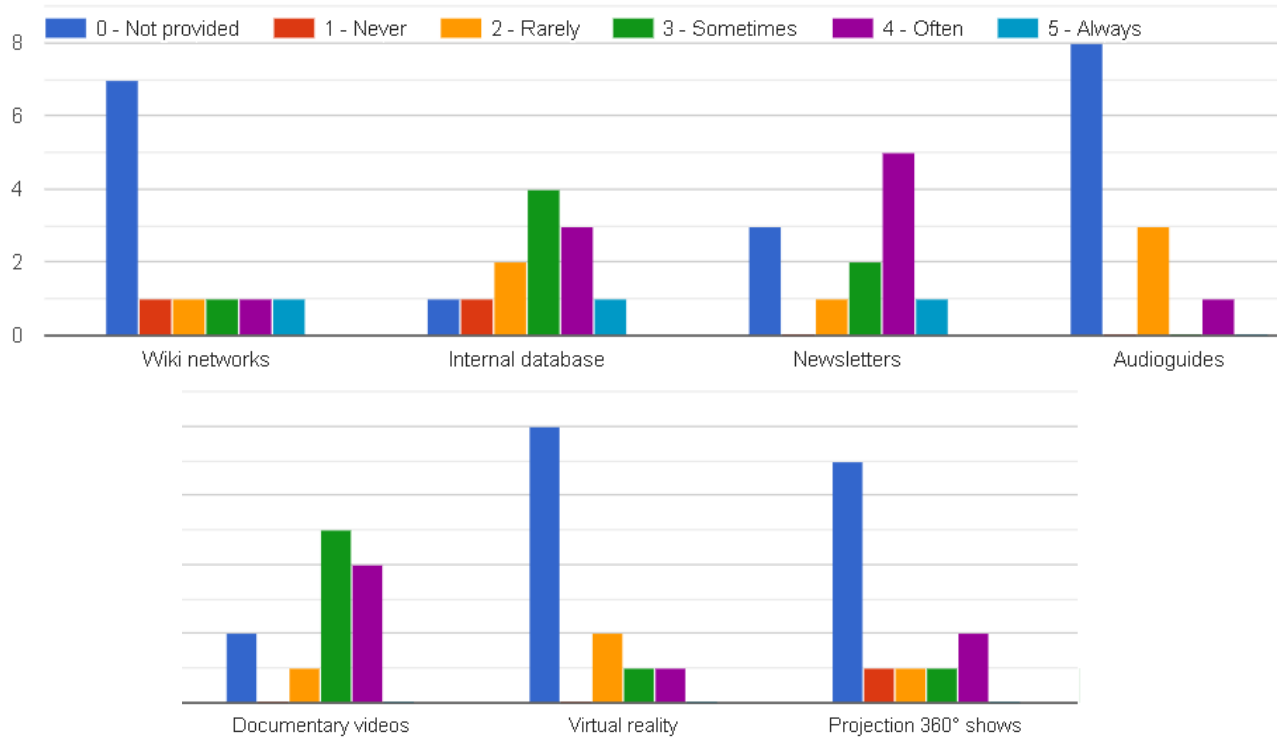
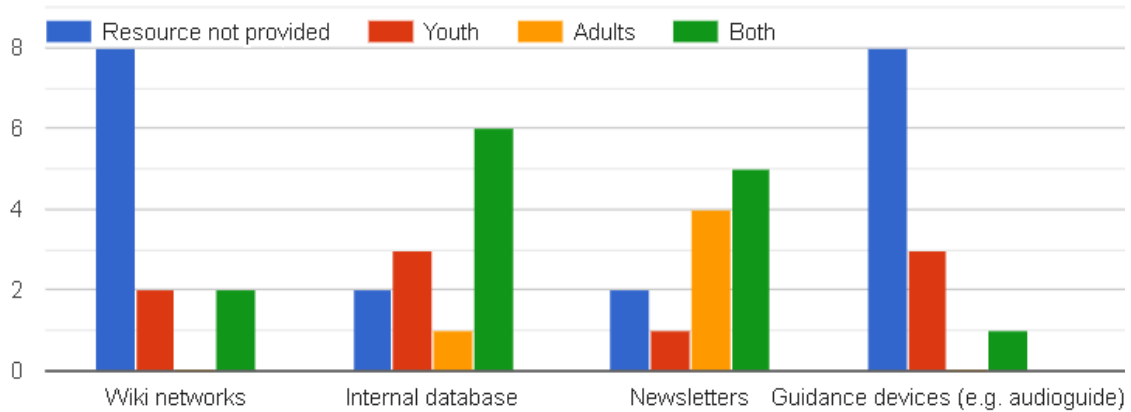


Image12: Frequency of visitors

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

Both, the young and the adults, tend to use internal databases and video devices mostly.



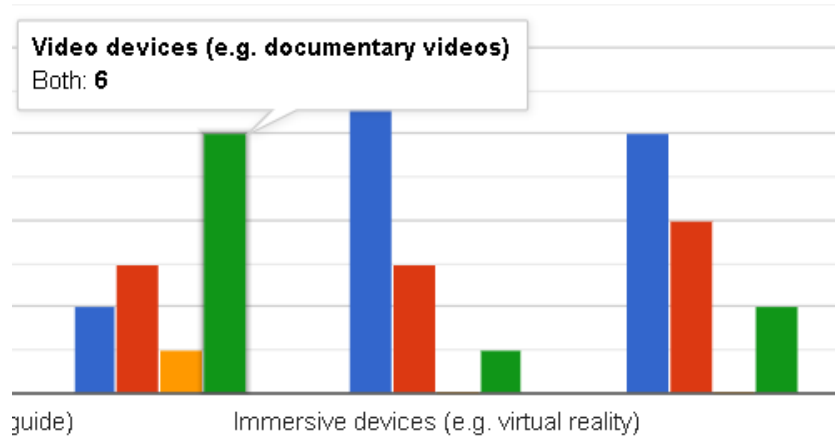
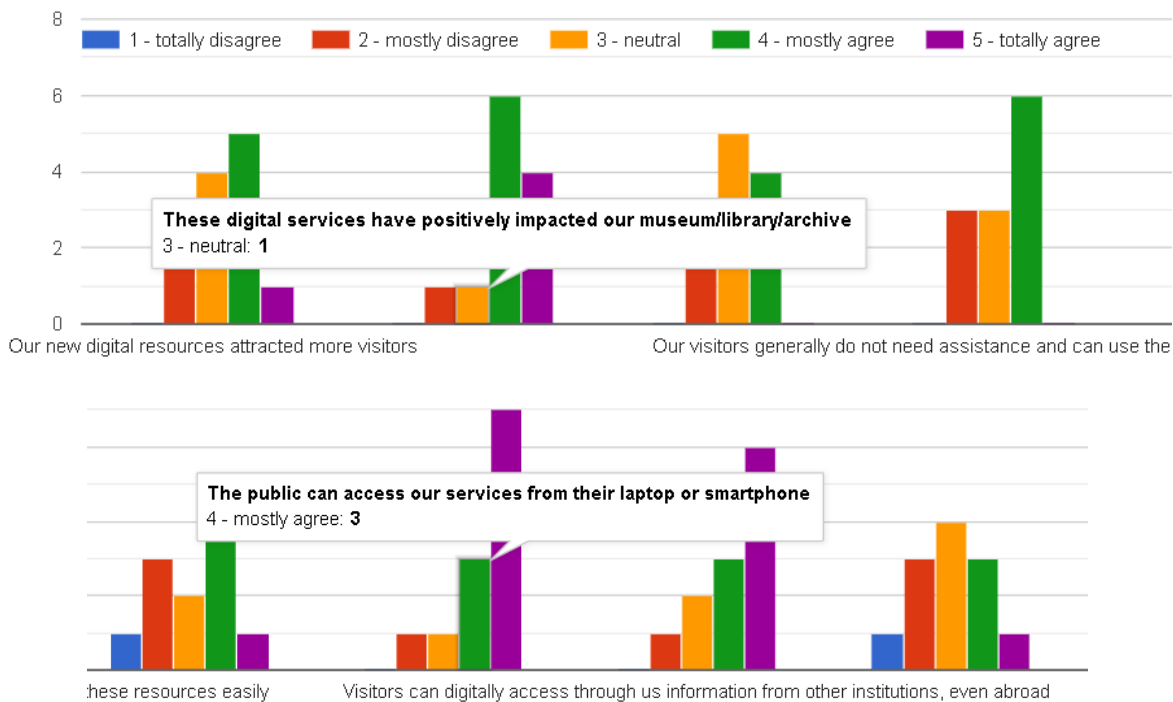


Image 13: Age Group

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

Everyone totally agrees with the statement that the public can access their services from their laptop or smartphone. The big majority also totally agrees digital tools are shaping a new form of culture and the visitors can digitally access information from other institutions through them.



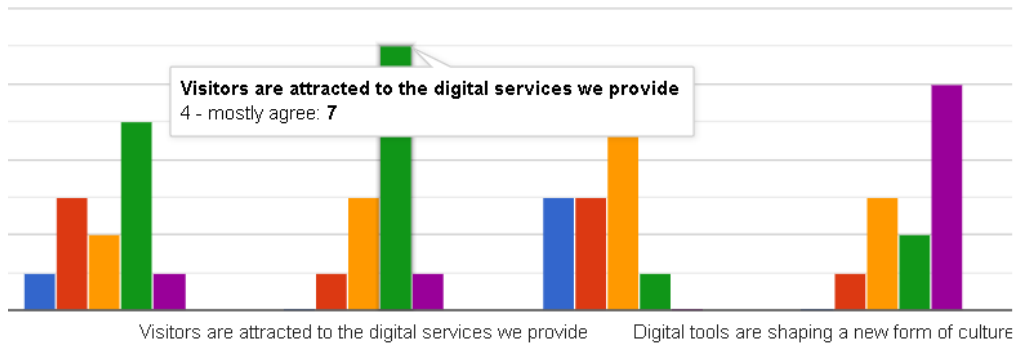


Image14: Level of Agreement

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 Libraries, E-books/repositories and Digital social communication.

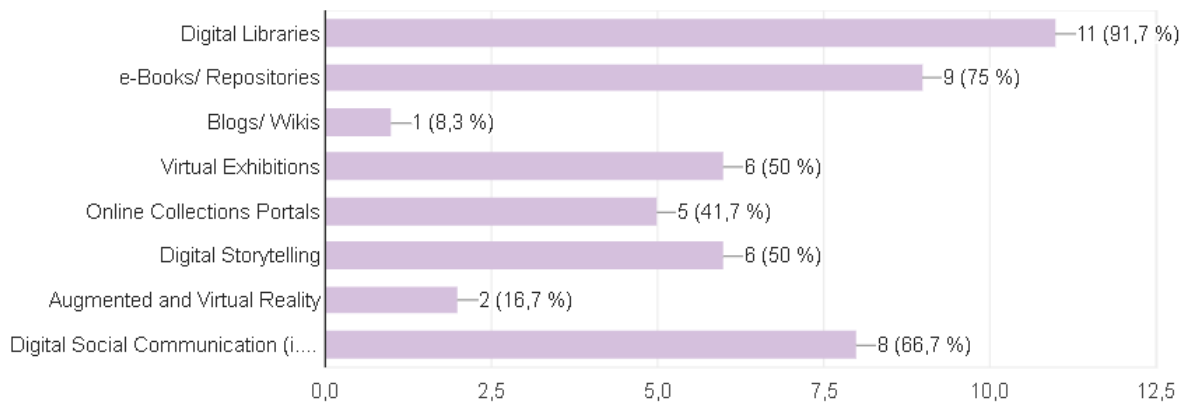


Image15: Data and service are openly shared

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

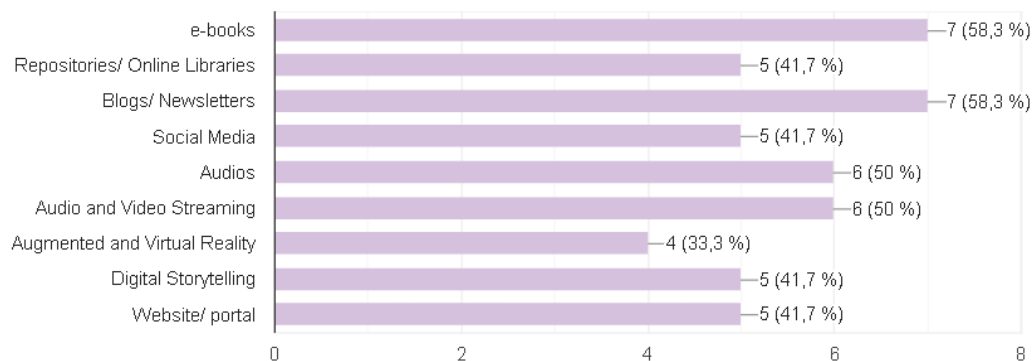


Image16: Digital resources & servic

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

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 and innovative display content.
- For all the responders the most significant impact of these shared open data for the institutions staff is the data archiving but also bringing similar resources together and distinguishing dissimilar resources.

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: 5/10 mostly agree.
- Sharing data openly across institutions has many advantages: 7/10 completely agree
- Users can access information faster if all databases are shared and accessible: 6/10 completely agree.
- Users can access our data from their laptop or smartphone: 6/10 completely agree.

Those hypotheses were stated to be the most agreeable.

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

Most significant impact of these shared open data for the institutions staff is the data archiving. Also bringing similar resources together and distinguishing dissimilar resources.

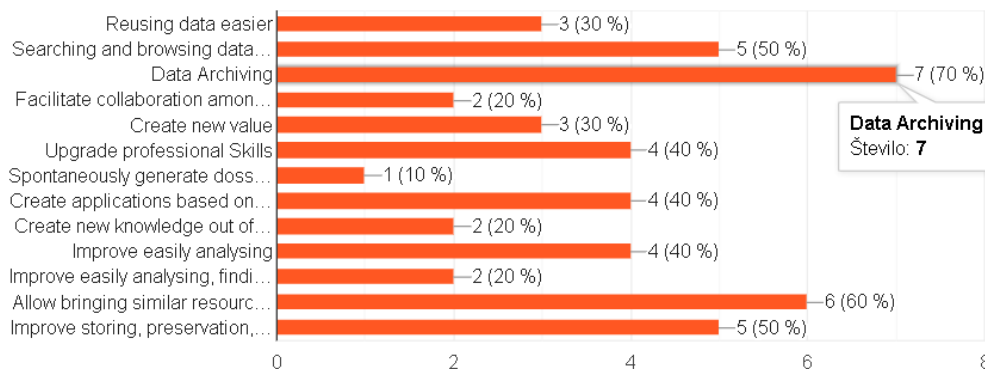


Image18: Most significant impact

3. 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 and innovative way of displaying content.

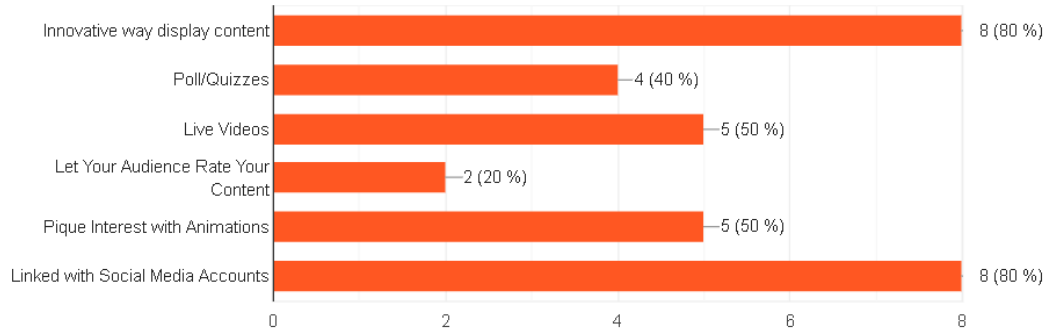


Image19: How can shared data help audiences to engage with content

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

Key findings of Chapter 4:

- Next steps to take with LOD in the cultural field according to the experts are creating more awareness about LOD in the public, informing cultural institutions about its usefulness and expanding the data connection between institutions at a global level.
- Informing people 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, On-the-job trainings can play a major role.

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 Slovenia it is important for Accessibility (90%). It should also be used for developing digital content (80 %) as well as for social connectivity (80 %).

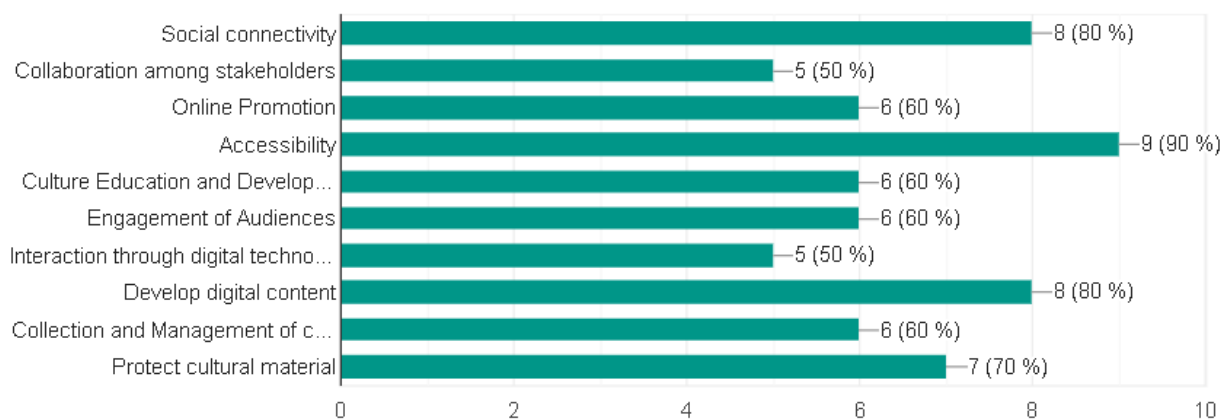


Image20: Usage of Linked Open Data

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 due to the answers of the responders is in most sections:

- Internet: very useful 9/10
- Digital Content and Publishing: very useful 8/10
- Data Protection and Open Licences: very useful 5/10
- Digital Curation: very useful 6/10

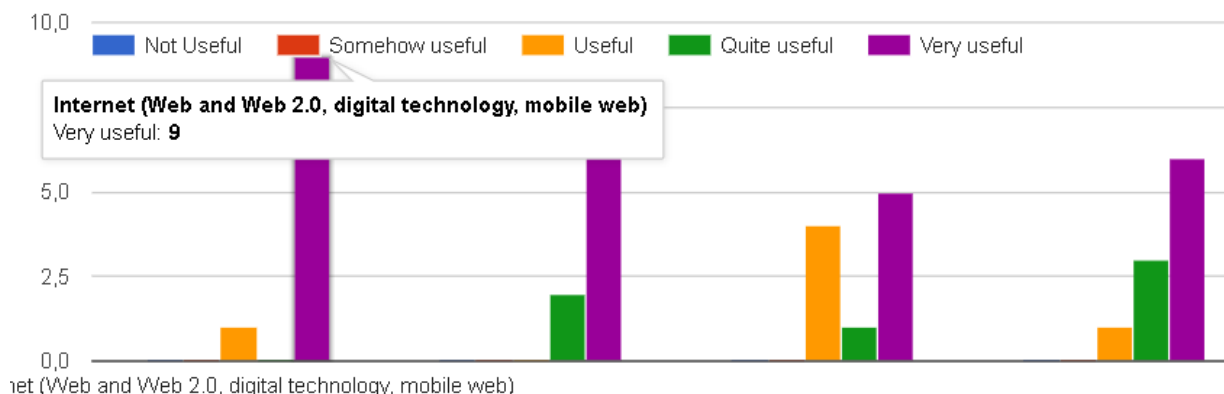


Image21a: Usage of Tools 1

- Digital Safety: very useful 6/10
- Digital Storytelling: very useful 5/10
- Social Media for Culture (Social Media for museums, promotion and culture education development) -> very useful 6/10
- Augmented and Virtual Reality: very useful 6/10

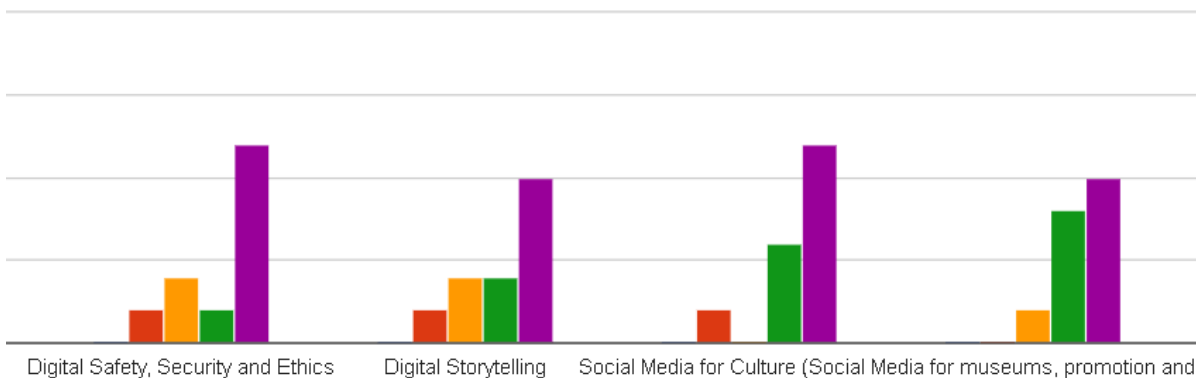


Image21b: Usage of Tools 2

- Mobile Apps: very useful 7/10
- Digital Management in Culture (Digital Asset Management, website management, Customer Relations Management): very useful 6/10
- Digital Communication and Presentations (Digital Strategy, Marketing Strategy, Strategic Communication): very useful 6/10
- Online and Mobile Digital Media Tools (Images, Video, Audio Editing Tools, Audio and Video Streaming): very useful 6/10

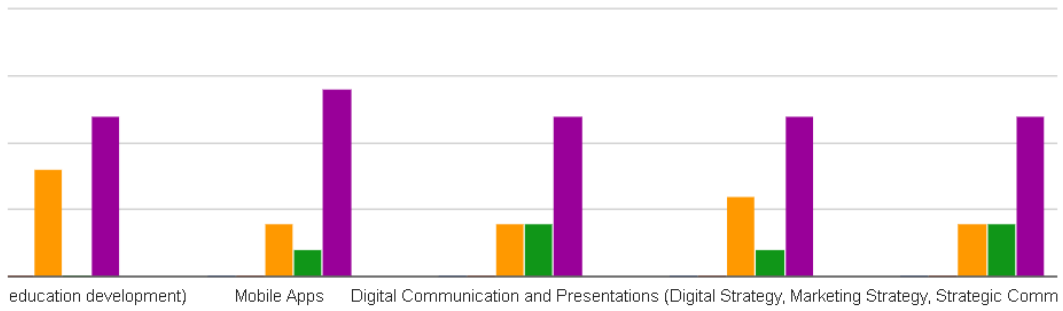


Image21c: Usage of Tools 3

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

The replies of the experts show that all of these tools are not so well provided in Slovenian cultural institutions. While digital content and publishing, internet and digital curation (librarians and museums) seem to be provided to great extent, much of the suggested options aren't provided very little or not at all (e. g. digital storytelling, augmented and virtual reality, digital safety and security).

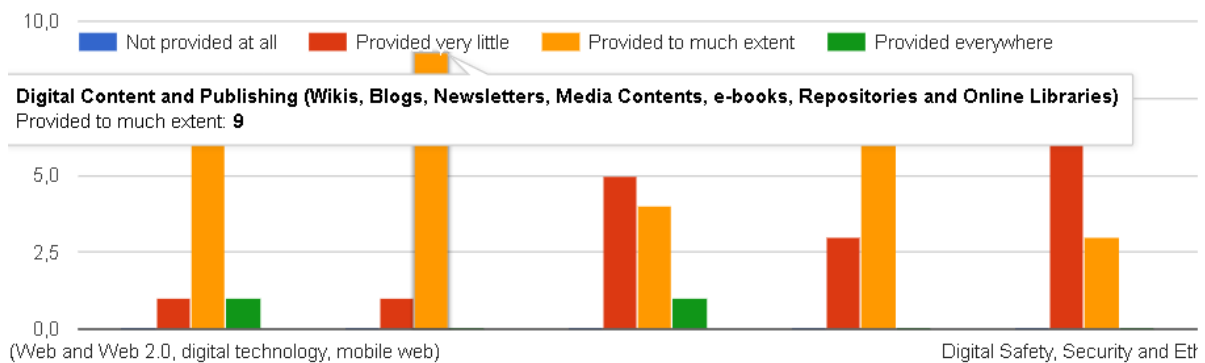


Image 22a: Tools in cultural Institutions - provided

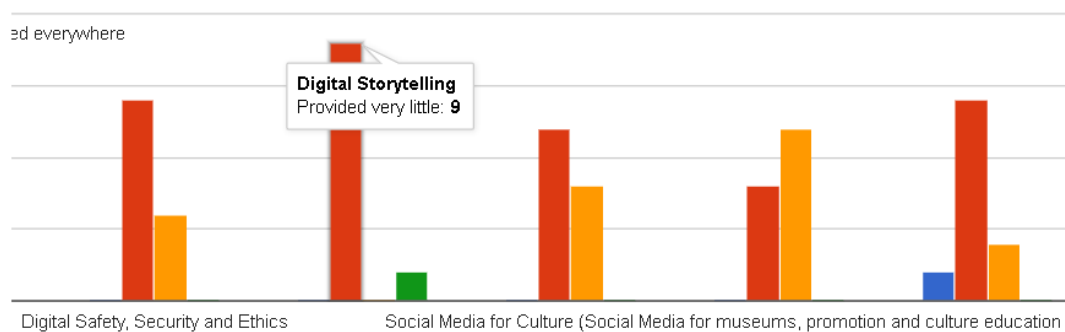


Image 22b: Tools in cultural Institutions - not provided

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 creating more awareness in the public about LOD respectively with 90%, informing cultural institutions more about the usefulness of LOD with 80 % and expanding the data connection between institutions at a global level stated by 70 % of the respondents.

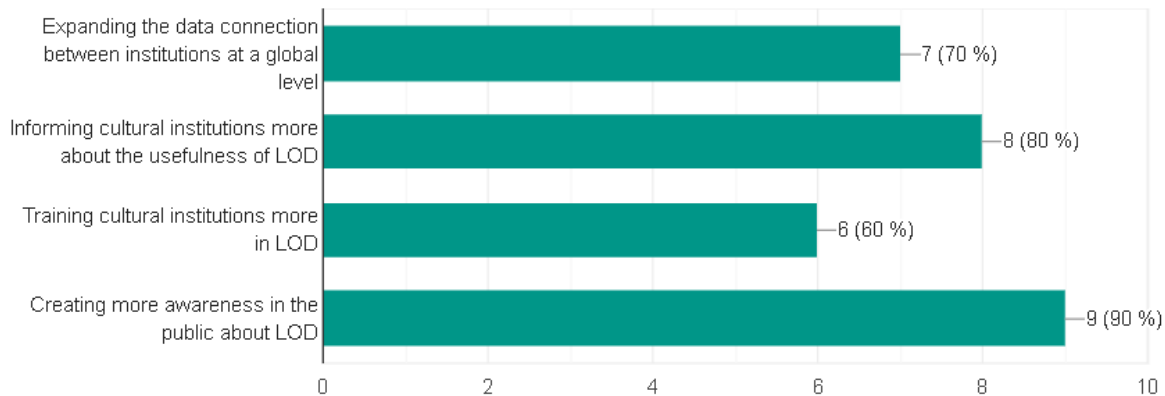


Image 23: Next Steps in LOD

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, On-the-job trainings can play a major role.

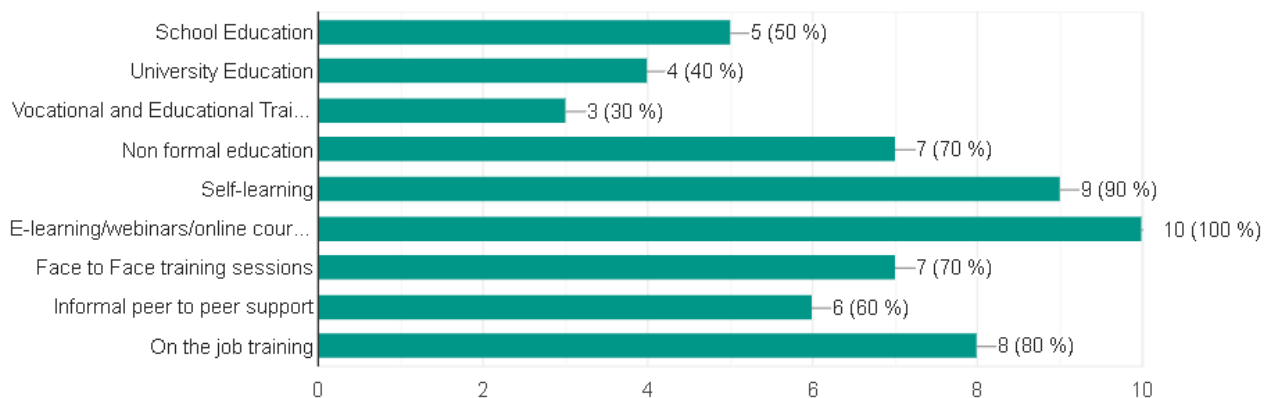


Image 24: Ways of Learning

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

More effort in should be put in School Education (90%) and University Education (70 %).

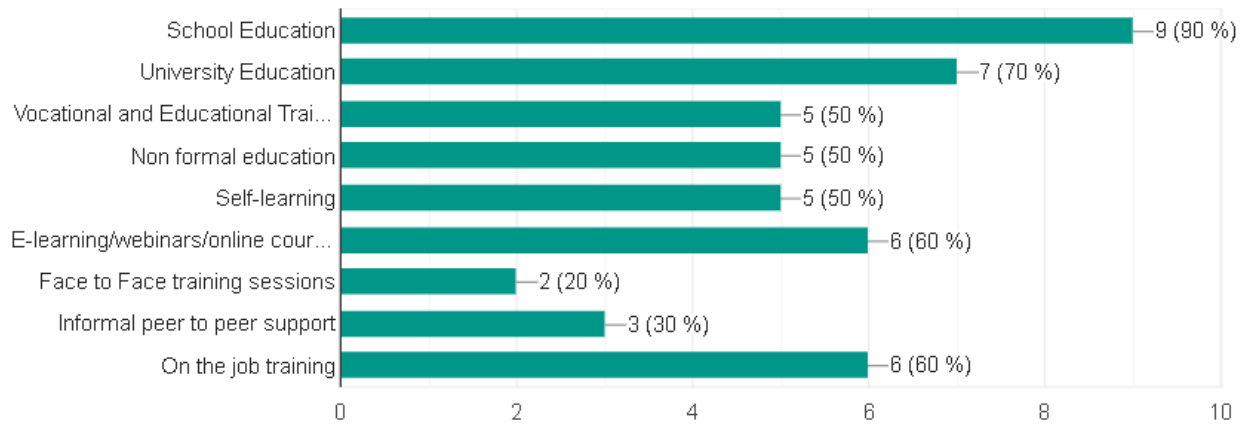


Image 25: Effort in promoting LOD

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

Key findings of Chapter 5:

- According to Digital Cultural Providers and IT Professionals the main obstacles in promoting digital tools and resources in the cultural field are culture and behaviours and digital skills gap. Other problems could cause potentially the lack of funding and inclusion aspects.
- For sure the digital trainings offer is needed at all levels as agreed by 80% of the respondents.

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 to which digital resources and tools have been implemented into cultural institutions much implemented are stated to be Tourism industry, Universities, sometimes Archives, Art sector, Books and Publishing.

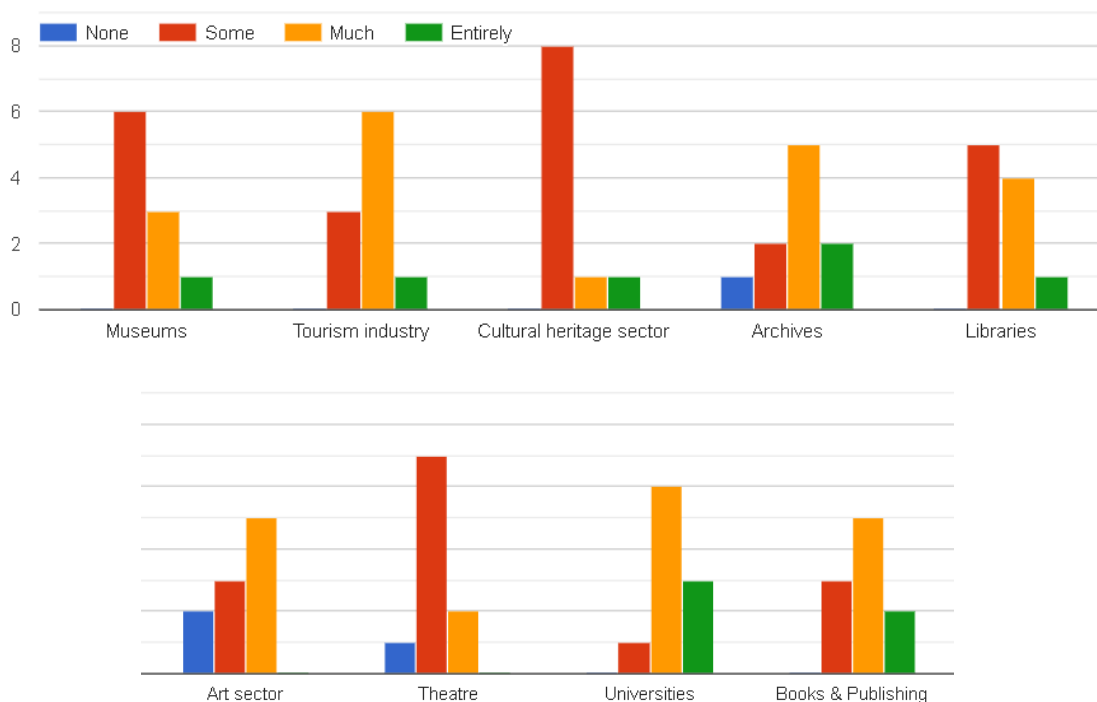


Image 26: Implementation of Tools

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, museums and tourism industry. Moreover, other fields with high preference are archives, libraries and cultural heritage sector.

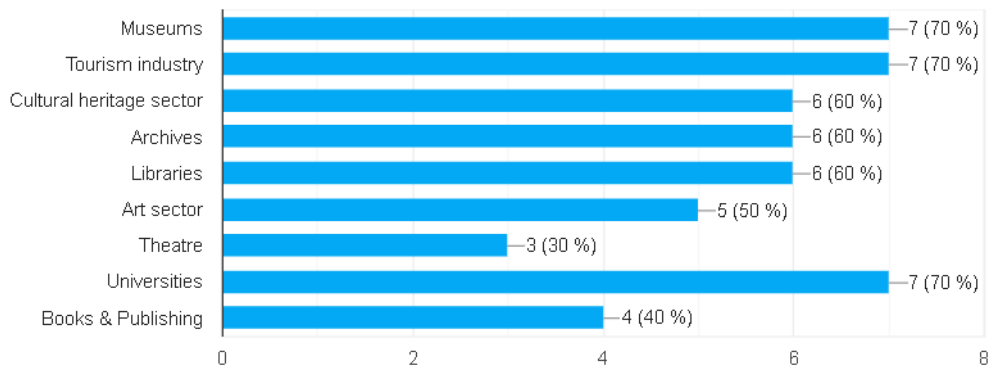


Image 27: Extension of digital tools

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

Majority of participants completely agrees with the following statements:

- Digital resources and tools are helping us to develop new skills (60 %).
- Digital resources and tools are helping us to develop knowledge (50 %).

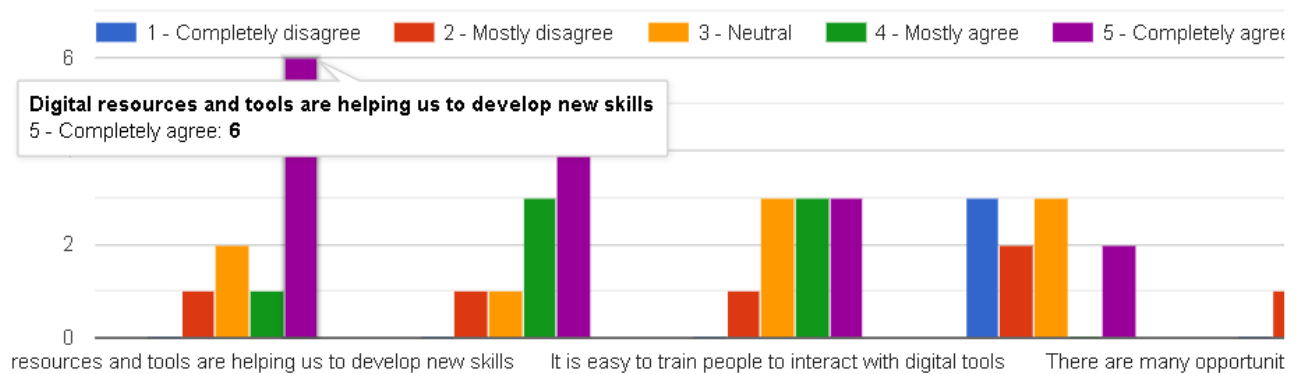


Image 28: Level of Agreement

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?

According to Digital Cultural Providers and IT Professionals the main obstacles in promoting digital tools and resources in the cultural field are culture and behaviours and digital skills gap. Other problems could cause potentially the lack of funding and inclusion aspects.

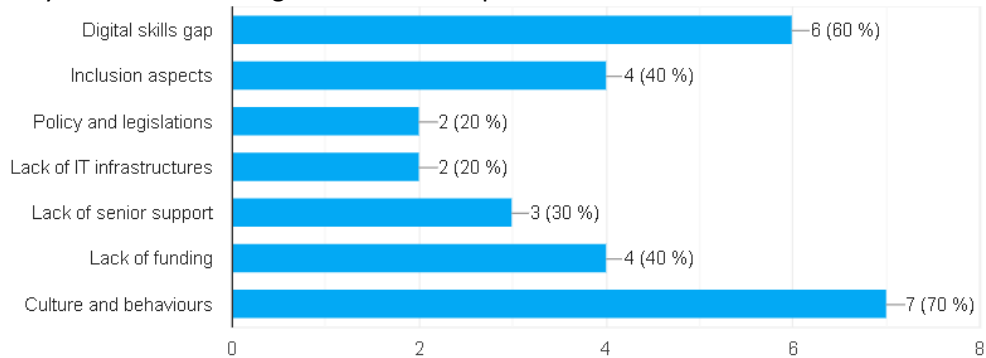


Image 29: Obstacles

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

For sure the digital training offer is needed at all levels as agreed by 80% of the respondents. Besides that to embrace transparency could also be helpful (60 %).

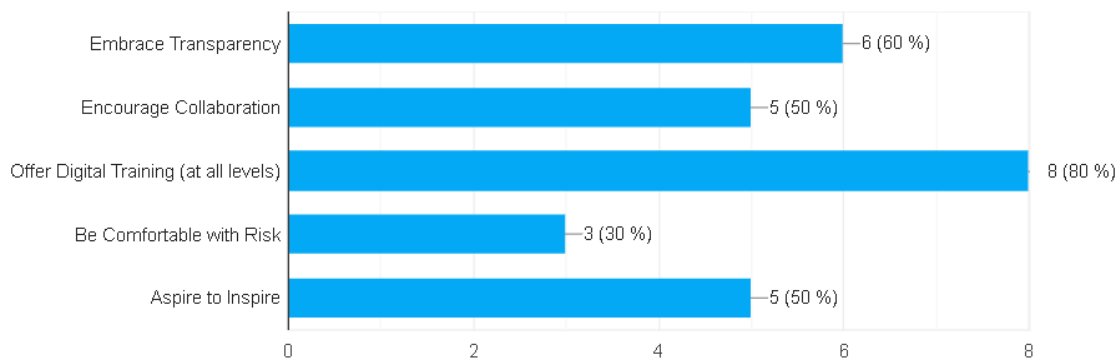


Image 30: New habits and methodologies

CONCLUDING REMARKS

The outcome of the Digital Cultural Designer research in Slovenia has proved that the topic of digital culture is an important topic. We have seen that the results of the research that DRPDNM 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.

Among digital resources youngsters most often access Wiki networks while video devices were implied as the most useful digital resource. Anyhow they prefer to learn something new by using digital resources rather than reading a book on the same topic. Equally they agreed that visited institutions provide plenty of digital resources they can access. As possible improvements in the field they mostly imply the data should be more connected between different institutions. The participants agree digital resources in general are changing the way we interact with each other while they are not familiar with the concept of LOD.

Survey among museums archives and libraries representatives and directors in Slovenia tend to examine which of the digital resources do the museums or libraries prefer to work with. Video devices and internal databases seem to attract their interest as well as Newsletters. Other resources are much lower on the list. The main challenges that they had to deal with was educating the personnel or finding experienced personnel who is already familiar with these issues. Technical issues and a lack of IT equipment were also obstacles that they had to overcome. While audio guides, Wiki networks, virtual reality and projection shows are mostly not provided, responders believe that the visitors most often use the newsletters and documentary videos. Most significant impact of these shared open data for the institutions staff is the data archiving. The shared data that can effectively help the audiences of museums or libraries engage with content are linked with social media accounts and innovative way of displaying content.

According to ICT and LOD experts located in Slovenia the digital tools are very useful but not so well provided in Slovenian cultural institutions. While digital content and publishing, internet and digital curation (librarians and museums) seem to be provided to great extent, much of the suggested options aren't provided very little or not at all (e. g. digital storytelling, augmented and virtual reality, digital safety and security). According to the experts the upcoming step in LOD is creating more awareness in the public about, informing cultural institutions more about the usefulness of LOD and expanding the data connection between institutions at a global level. 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. More effort in should be put in Schools and University Education.

According to Digital Cultural Providers and IT Professionals the main obstacles in promoting digital tools and resources in the cultural field are culture, behaviours and digital skills gap. Anyhow digital culture is to some level implemented in sectors such as tourism industry, universities, sometimes archives, art sector, books and publishing. The extend the use of digital tools and resources could be achieved through universities, museums and tourism industry. For sure the digital training offer is needed at all levels.