DIGITAL CULTURAL DESIGNER– DCD COUNTRY

NATIONAL REPORT UNITED KINGDOM (UK)

Funded by the Erasmus+ Programme of the European Union

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

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EXECUTIVE SUMMARY

This report analyses the results gathered in a survey addressed to the UK in the context of the Digital Cultural Designer project. The survey aimed at evaluating the level of digital culture in the UK. 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. Eurospeak 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 typesof 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 102 people were asked to fill in the questionnaire. More specifically, we received 14 responses to the questionnaire of youngsters, 10 from the Cultural Institution Staff, 12 from the digital cultural providers and IT professionals, 11 from the ICT & LOD experts and 5 from Museums, Archives and Libraries Directors. 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 IN THE UK

Key findings of Chapter 1:

- **78,6% of the responders were aged from 25 to 29 and 21,4% were aged from 19-25. The majority of them were female (78,6%) and the rest male (21,4%).**
- **Half of them (50%) were to some extend familiar with the concept of Linked Open Data, 7,1% were indeed familiar and 42,9% were not at all familiar with it.**
- **11 out of the 14 responses agree with the statement that digital resources in general are changing the way we interact with each other.**
- **The largest percentage of the participants (71,4%) have found video devices useful. Guidance devices follow with a percentage of 57,1%.**

Characteristics

1. Age

The majority of the participants, namely 78, 6 % who took part in the research were 25-29 years old while the rest 21,4 % were youngsters ranging from 19-25 years old.

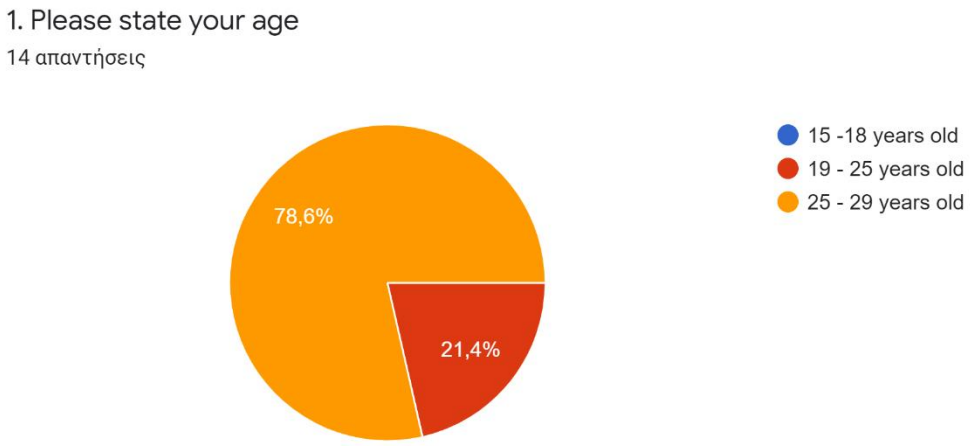

Image 1: Age of participants

2. Gender

The questionnaire was answered mostly by women (78,6%) and only the 21,4% of the participants were men.

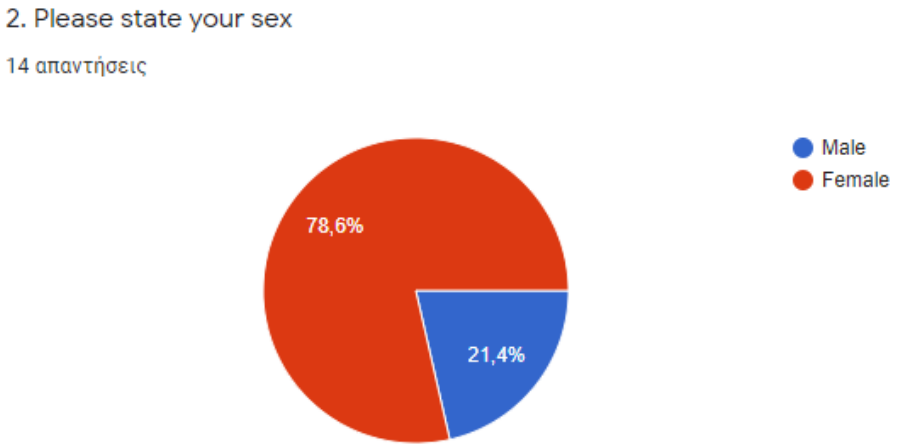

Image 2: Gender of participants

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 video devices and in guidance devices that are provided freely by libraries or museums. They rarely make use of projection devices.

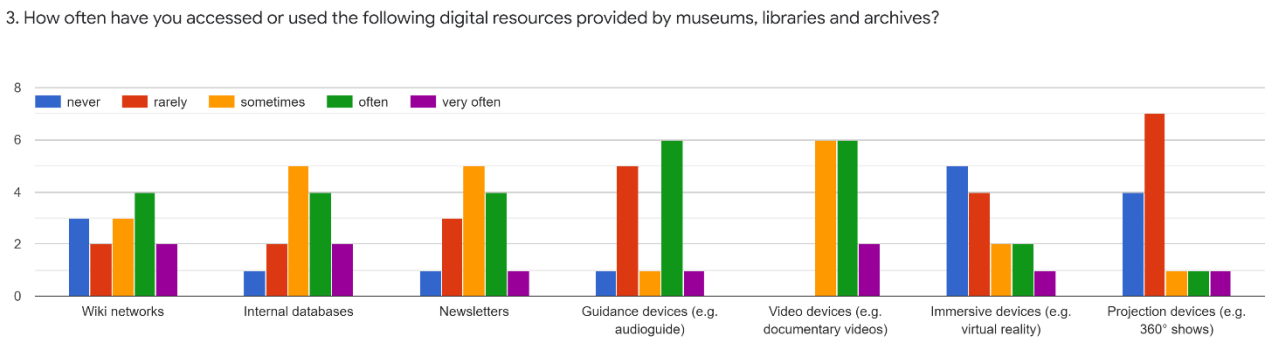

Image 3: Access to digital resources

4. Which of them have you found useful?

As it can be seen from the chart, the largest percentage goes to video devices (71,4%) and guidance devices (57,1%). Immersive devices follow with a percentage of 50%. Respondents found internal databases less useful with a percentage of 21,4%.

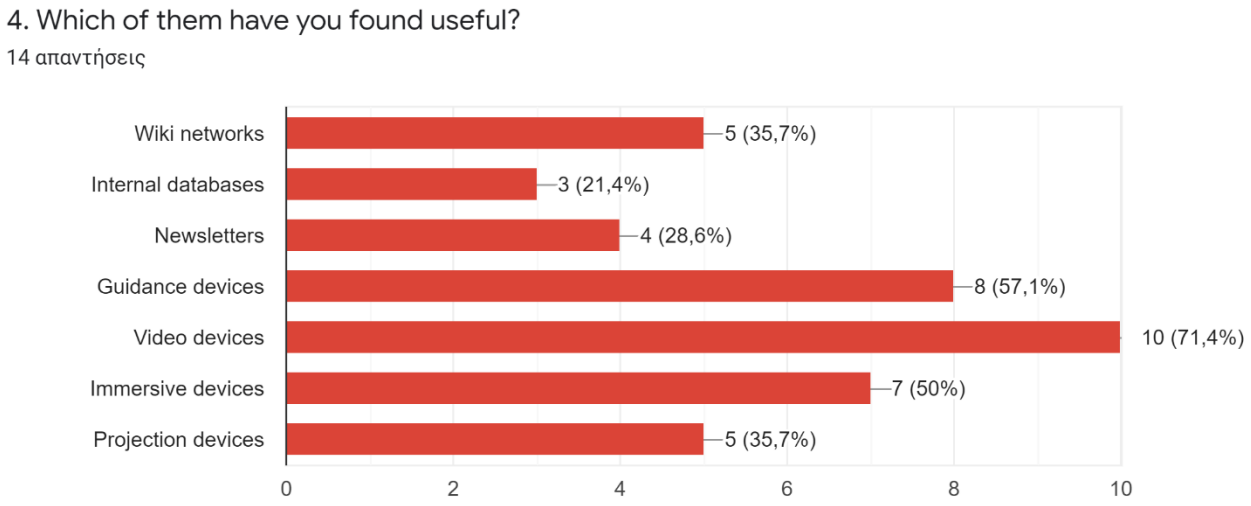

Image 4: Usefulness

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

   The young participants in the questionnaire rated all the statements below with the same highest number (5) stating that they mostly or totally agree with all 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 think these digital resources can be very helpful for other people to learn and be more informed about a certain topic."
   - "I can access them from home with my laptop or from my smartphone."
   - "I can access data from other institutions abroad (like others museums/archives/libraries)."
   - "Data and information are well presented and organized in the digital resources they provide."

What was striking was that respondents mostly disagreed with this statement: "I can send feedback to museums/archives/libraries through their search engines/databases".

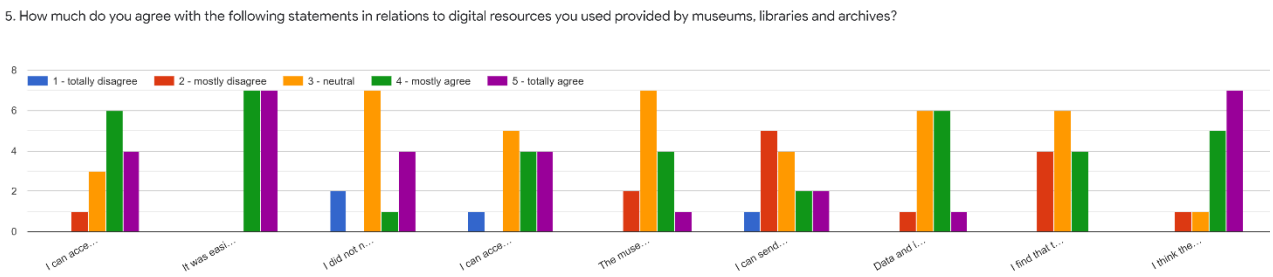

Image 5: Level of Agreement

Practical and Theoretical Experience with Digital Culture

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

In this question the majority of the respondents (64,3%) replied that what should be improved is "Digitalizing even more the data, information and documents which these institutions keep.". After that 3 answers received the same percentage from respondents, namely 57,1%. These 3 answers are the one below:

- "The data and information they have should be more open."
- "Data from these institutions should be accessible from one's laptop/smartphone."
- "Data as well as the interfaces provided should be available in more languages."

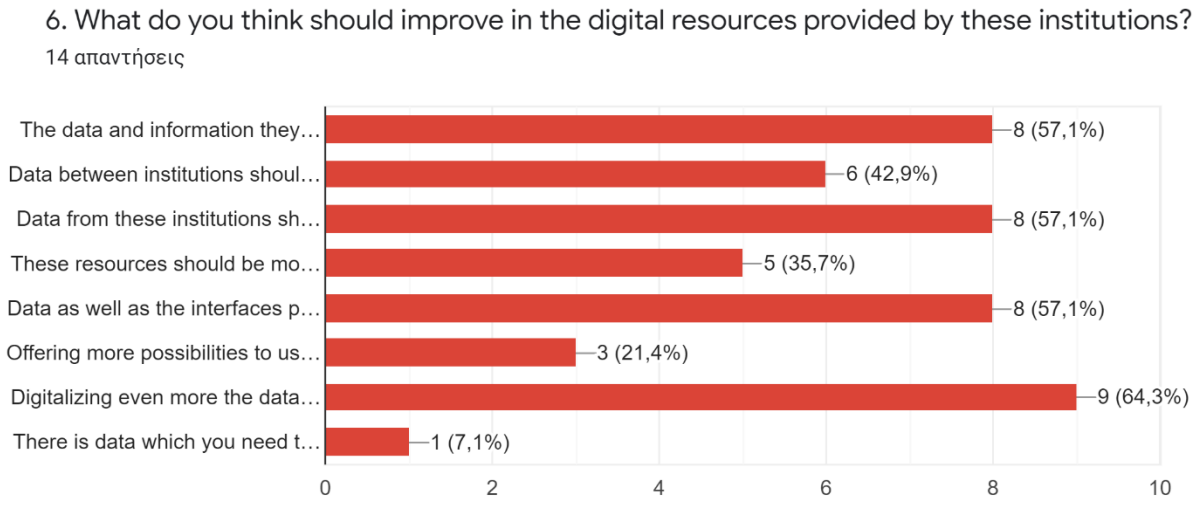

Image 6: What should be improve in the digital resources

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

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

- 10 out of the 14 totally agree that digital resources in general are changing the way we interact with each other.
- 8 out of the 14 totally agree that as a society, we are creating a new culture inside the digital world.
- Finally, 12 out of the 14 respondents mostly and totally agree that we cannot do without digital resources. They are part of our society and culture.

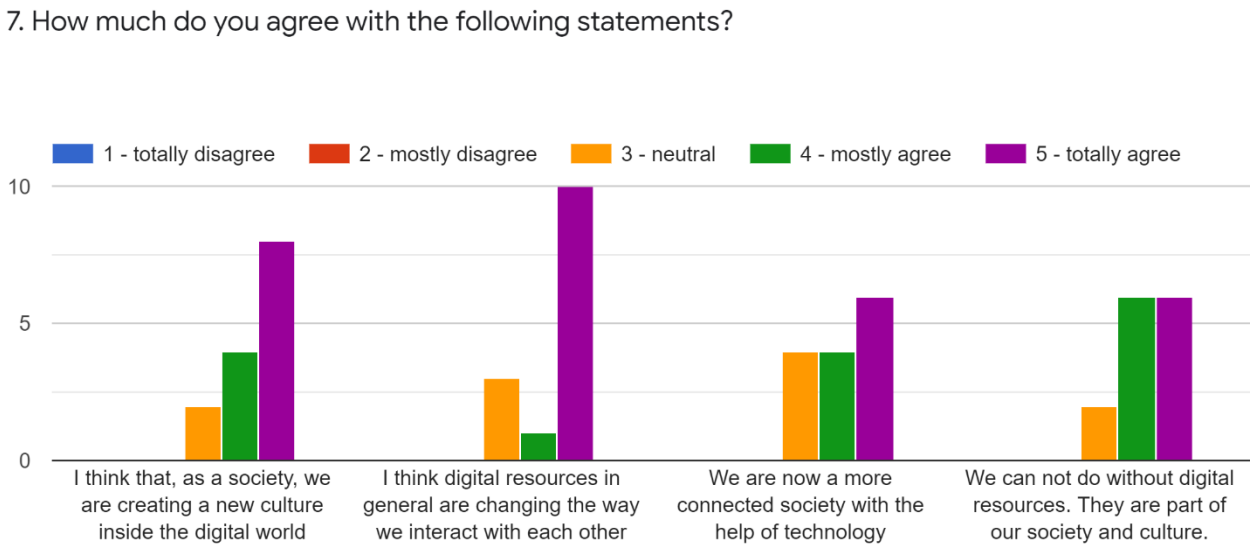

Image 7: Level of Agreement

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

To this question, half of the respondents (50%) said that they are to some extend familiar with the concept of Linked Open Data and only 1 was familiar with it. On the contrary, 42,9% were not familiar with it.

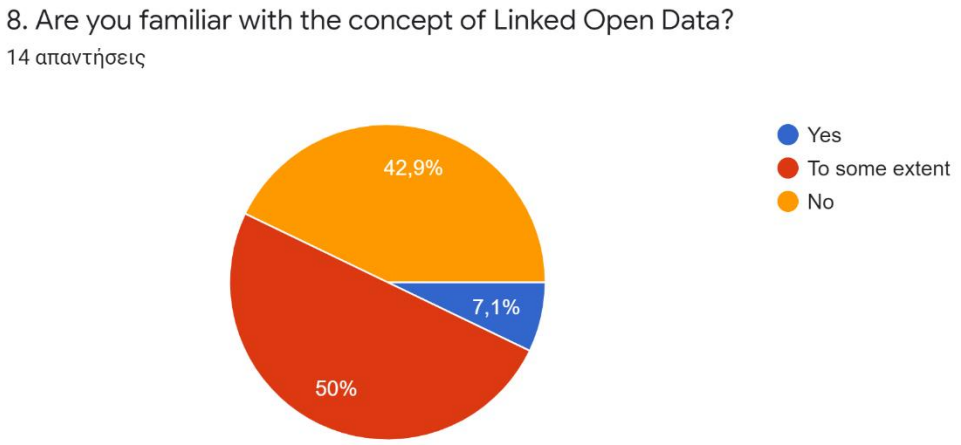

Image 8: Familiarity with Linked Open Data

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

To this question we did not receive any response.

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

Key findings of Chapter 2:

- **60% of the respondents said that they first introduced these digital resources in their museum/library and cultural institution about 5 years ago.**
- **The challenges they faced when they introduced them were equally distributed among Lack of resources, Educated/Experienced personnel and IT equipment/infrastructure.**
- **The digital resources or services that are planned to be used in the upcoming period are Audio and Video Streaming and Augmented and Virtual Reality.**

Awareness on Digital Culture

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

This first question that is directed to museums archives and libraries representatives and directors in the UK examines which of the digital resources do the museums or libraries they work with provide. In this list, as it is seen in the graph below, 4 digital resources with the same percentage, 80%, are in the 1st place. These are the following:

- Newsletters
- Guidance devices such as an audioguide
- Video devices such as documentary films
- Projection devices such as those showing 360 degrees.

The least provided resource has to do with Internal database.

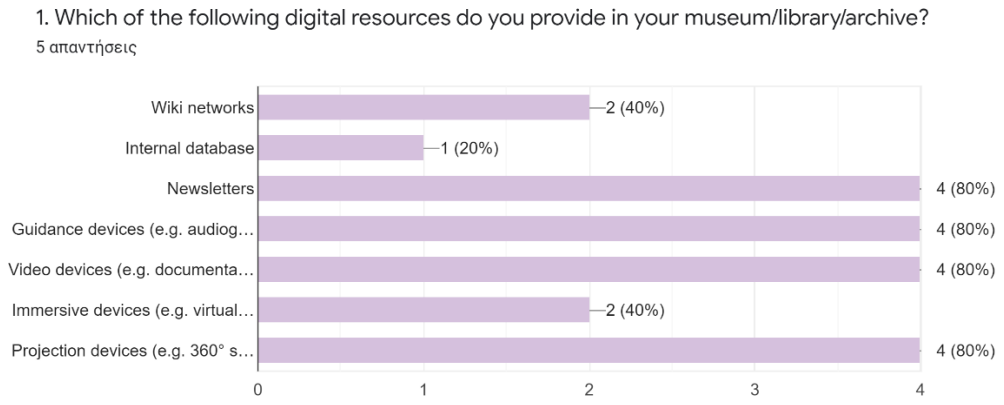

Image 9: Use of Digital Resources

Practical and Theoretical Experience with Digital Culture

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

60% of the responders stated that it's been around 5 years since they first introduced Digital Culture in their institution, while the rest 20% only about a year ago and the last 20% some over 10 years ago, others in the last 2 years.

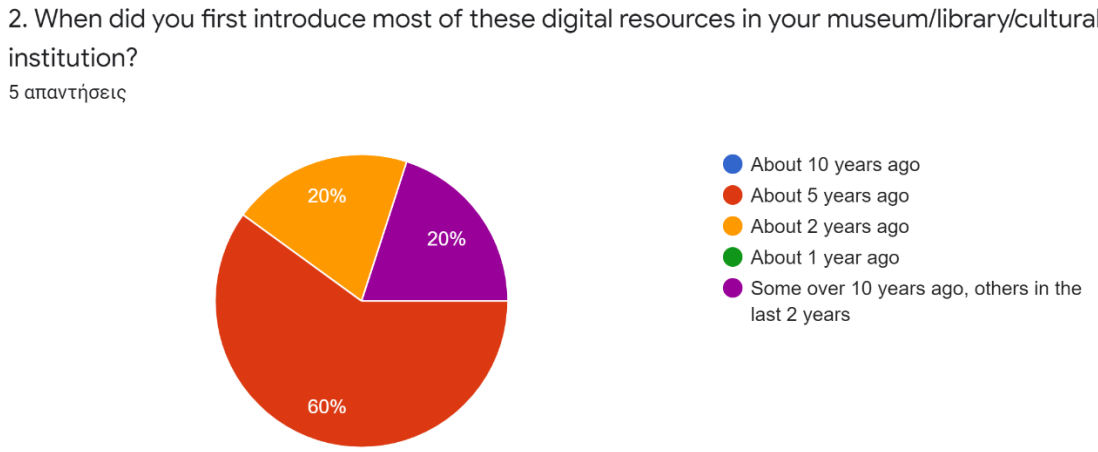

Image 10: Introduction of Digital Culture in the Institution

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

Regarding the challenges they faced when they introduced them, these had to do with the Lack of resources, with Educated and Experienced personnel and with IT equipment and infrastructure.

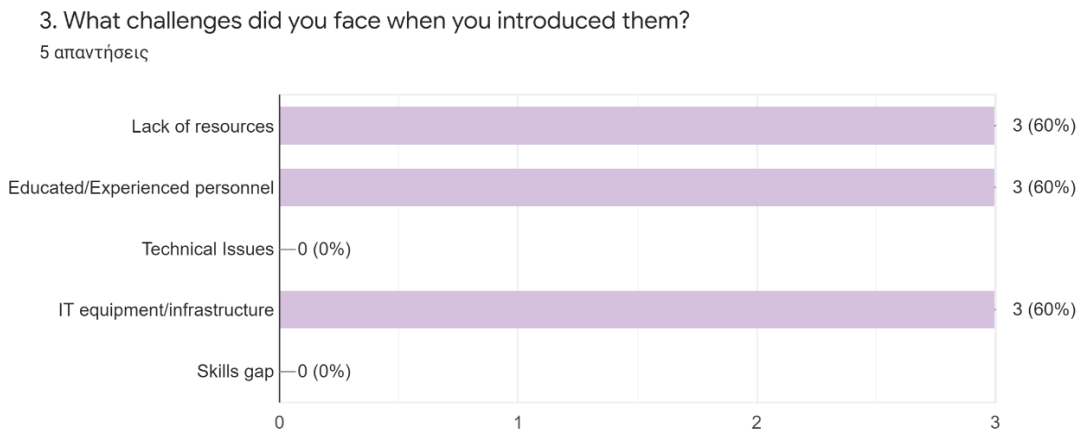

Image 11: Obstacles

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

Visitors always video devices, such as documentary videos. They often use Newsletters and sometimes Guidance devices, such as an audioguide. Wiki networks and internal database are not provided.

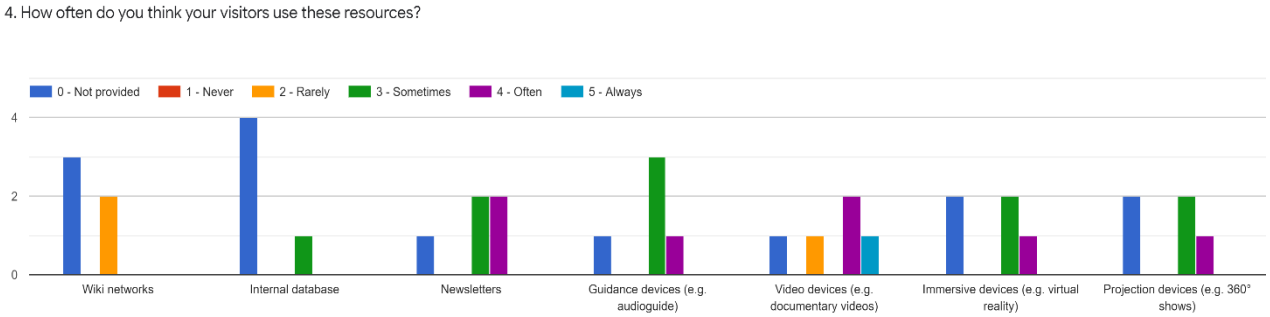

Image 12: Frequency of visitors

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

Both youth and adults tend to use the Guidance devices. However, Adults use more the Newsletters. At the same extend they use the Video devices.

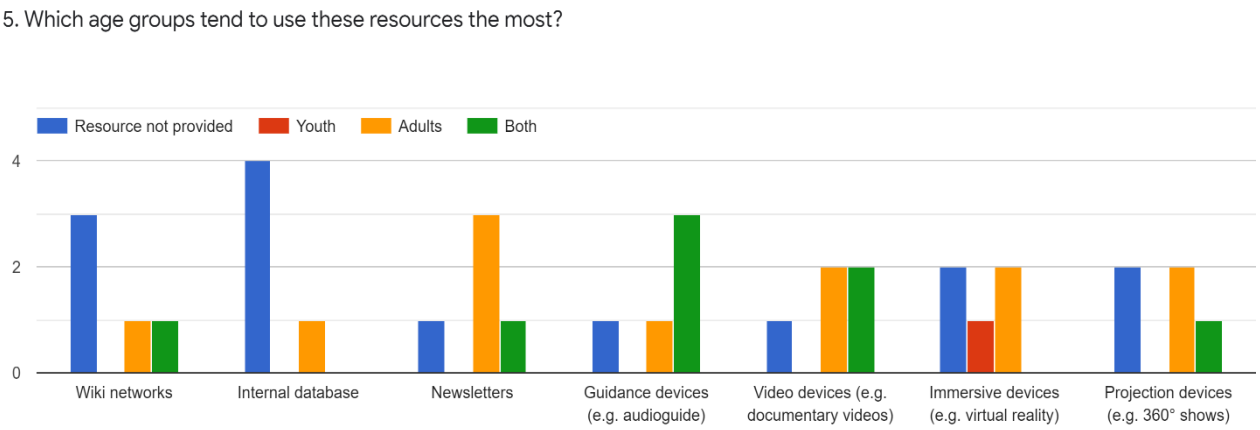

Image 13: Age Group

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

The majority of the respondents totally agree that visitors can digitally access through them information from other institutions even abroad. They mostly agree that their visitors generally do not need assistance and can use these resources easily and that these digital services have positively impact on their museum/library/archive. They also mostly agree with the statement that digital tools are shaping a new form of culture in their society. On the other hand, they mostly disagree that the great majority of data is digitalised.

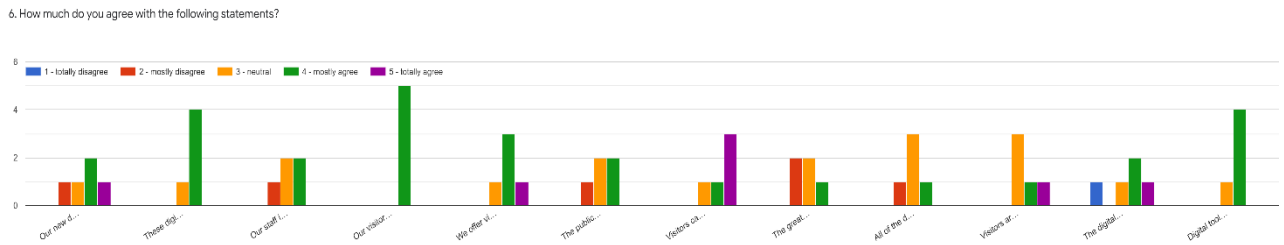

Image 14: level of Agreement

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

Digital Social Communication such as Social Media, Digital Storytelling and e-Books/Repositories are openly shared (60%) by them with other institutions. On the contrary, Blogs/Wikis and Online Collection Portals are least shared.

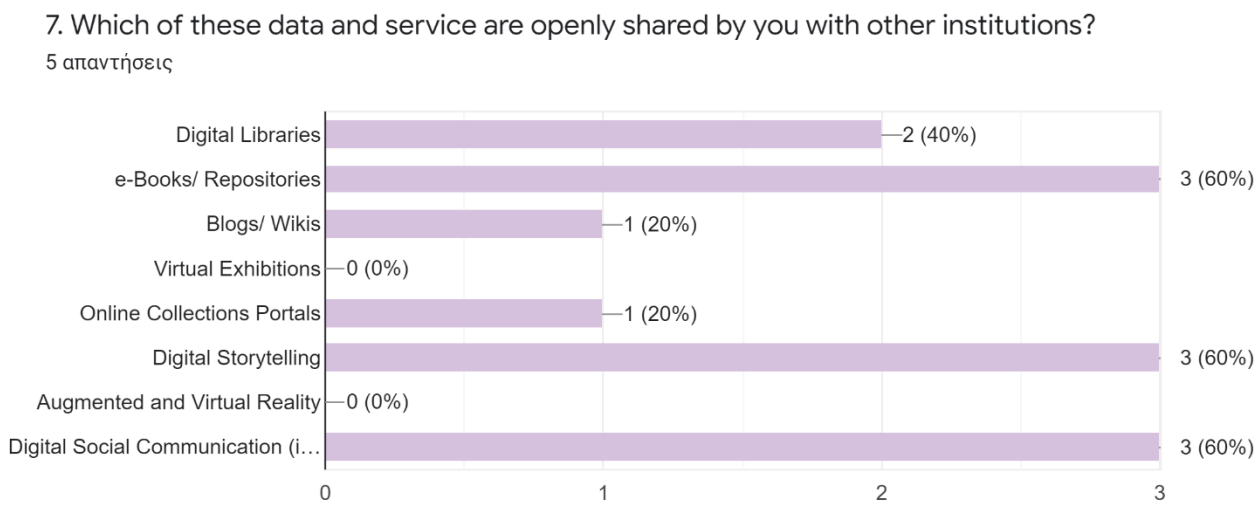

Image 15: Data and service are openly shared

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 Audio and Video Streaming and Augmented and Virtual Reality, both at 80%. What they least plan to provide is Audios at 20%.

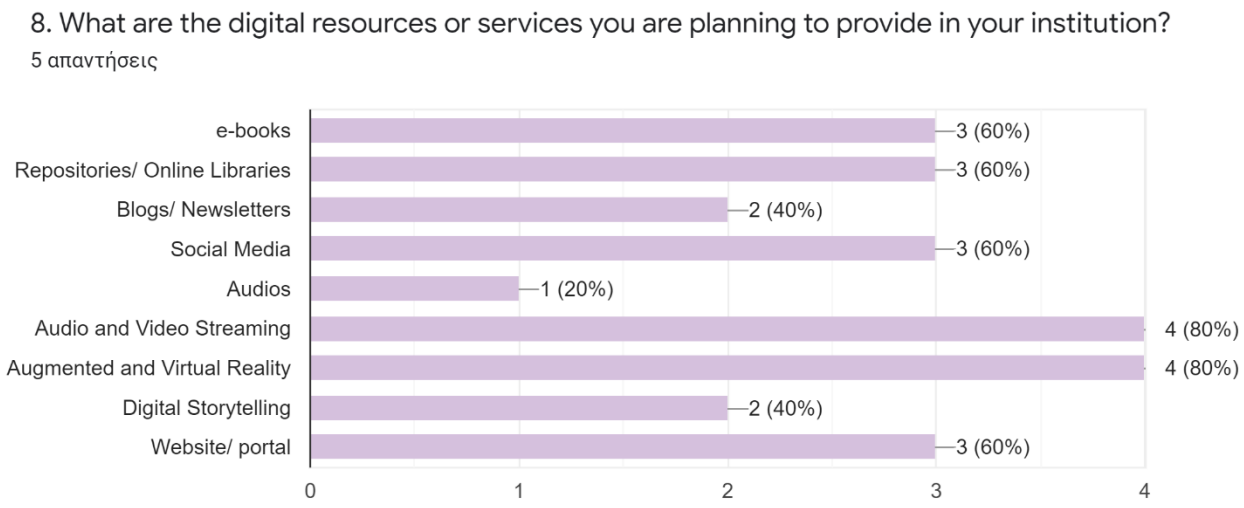

Image 16: Digital resources & service

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

Key findings of Chapter 3:

- **8 out of 10 responders think that the most significant impact of shared and open data for their institutions staff is to create new value and to upgrade professional skills.**
- **The data that can help the audiences of museums or libraries engage with content at the first place are Live videos and at the second place come innovative ways of displaying content with poll or quizzes.**
- **Almost all of them mostly agree that these data connections across institutions**

Practical and Theoretical Experience with Digital Culture

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

The answers received in the statements below are these:

- Our databases are shared with other institutions and are accessible from them as well. 5/10 mostly disagree. Only 1/10 completely agrees and 2/10 are neutral and mostly agree.
- Sharing data openly across institutions has many advantages. 7/10 mostly agree, 2/10 are neutral and 1/10 mostly disagrees.
- Users can access information faster if all databases are shared and accessible. 7/10 mostly agree, 2/10 are neutral and 1/10 mostly disagrees.
- Users can access our data from their laptop or smartphone. 2/10 completely agree, 6/10 mostly agree, 1/10 is neutral and another 1/10 mostly disagrees.
- I have been trained to work with data that have been shared between cultural institutions 6/10 mostly agree, 3/10 are neutral and only 1/10 completely agrees.
- Staff in cultural institutions should be trained to work with this kind of data. 3/10 completely agree and 6/10 mostly agree. Only 1/10 is neutral.
- These data connections across institutions have attracted new audiences. 9/10 mostly agree. Only 1/10 is neutral.
- A user who is not familiar with shared data across institutions can have difficulties in finding the information he is looking for. 1/10 completely agrees and 3/10 mostly agree, mostly disagree and are neutral.
- Our cultural institution has expanded since we started sharing data openly. 8/10 mostly agree, while 1/10 completely agrees and another 1/10 is neutral.

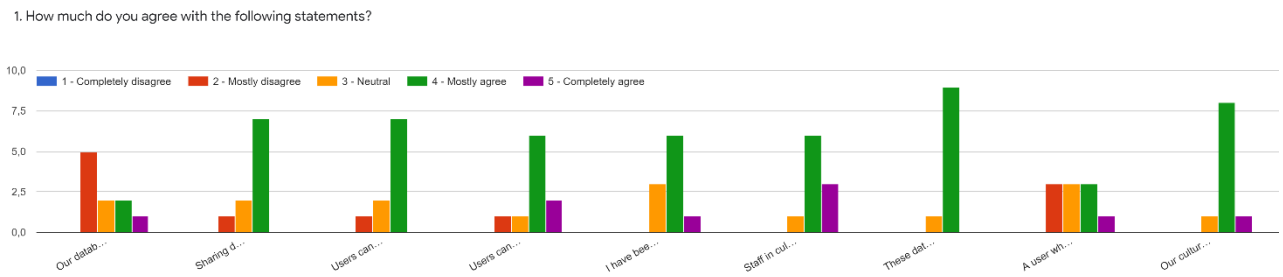

Image 17: Level of Agreement

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

   For the majority of the respondents (80%) the most significant impact is to create new value and to upgrade professional skills. The next higher percentage, namely 70% has received Data Archiving and Spontaneously generate dossiers and information mash ups from distributed inform resources. The least significant impact has to do with improve storing, preservation and accessibility of interlinked data.

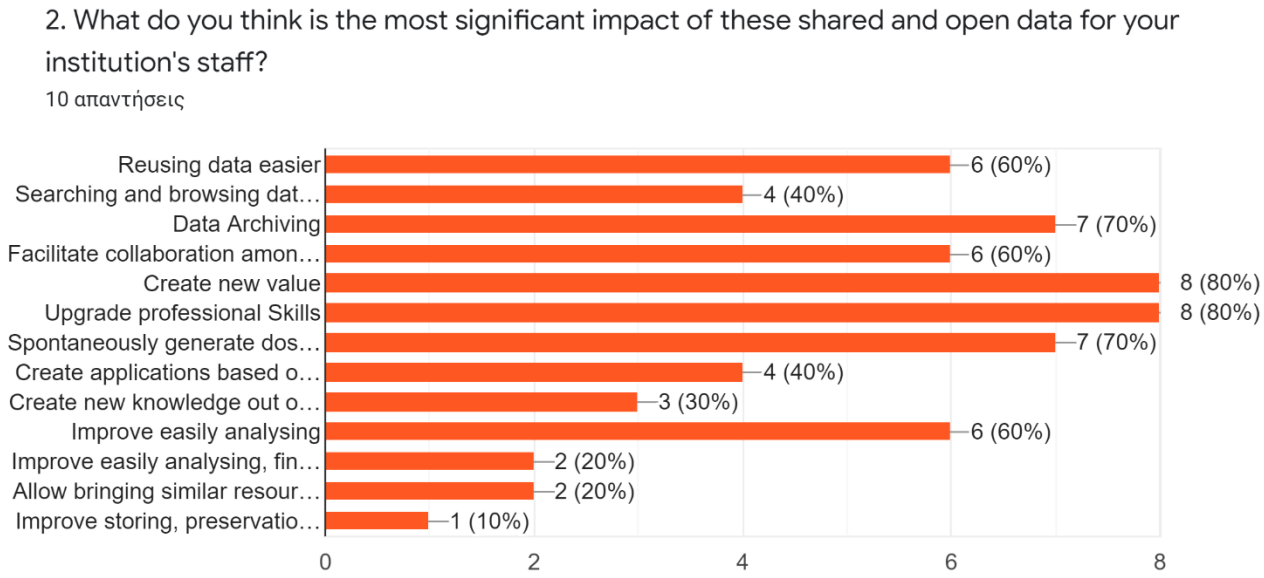

Image 18: Most significant impact

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 the use of Live videos at 80%. Innovative way of displaying content and Poll and Quizzes follow with the same percentage, namely 60%.

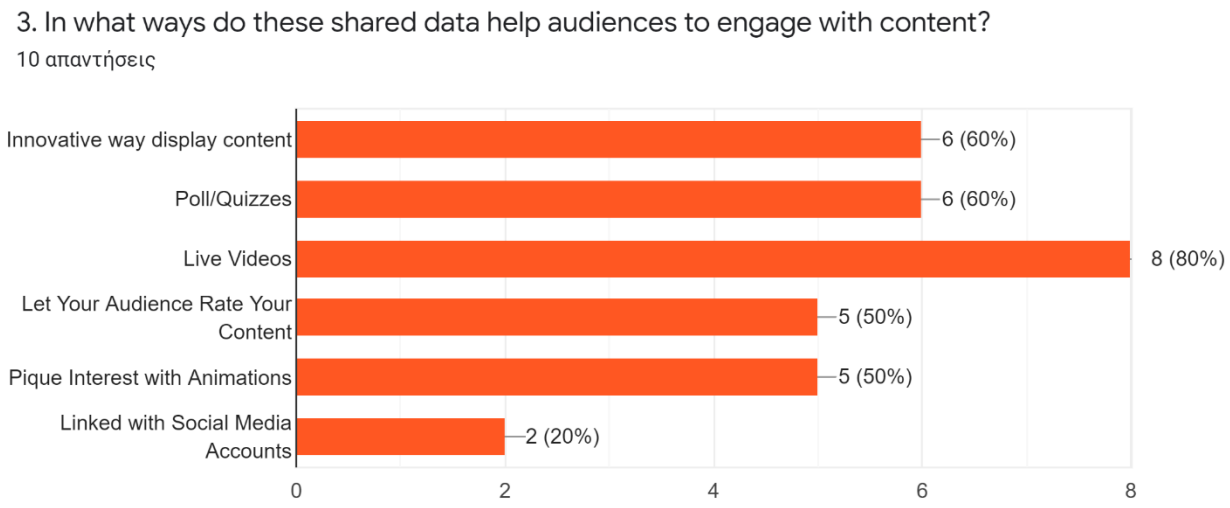

Image 19: How can shared data help audiences to engage with content

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

Key findings of Chapter 4:

- **LOD should be mainly used for culture education, social creativity and accessibility and led for collection of management of cultural materials.**
- **Internet, data protection and license, and digital communication are the most useful tools cultural institutes, and they usually provide internet, online and mobile digital media tools, and digital audience and digital analytics.**
- **Training of cultural institutes is the major step to promote and make use of LOD tools.**
- **Self-learning and non-formal education are the most usual ways for someone who is willing to learn about LOD, thus a valuable effort must be carried out.**

Practical and Theoretical Experience with Linked Open Data inCreative and Culture Industry

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

The majority of LOD and ICT experts commonly expressed that Linked Open Data should be mainly used for a) culture education and development (73%), b) social creativity (45%), c) accessibility (45%), and d) protect cultural material (45%) in the cultural field. Collaboration among stakeholders, interaction through digital technologies (36%) are also important however not as much as the above-mentioned. Less important to be used is the collection and management of cultural materials (9%).

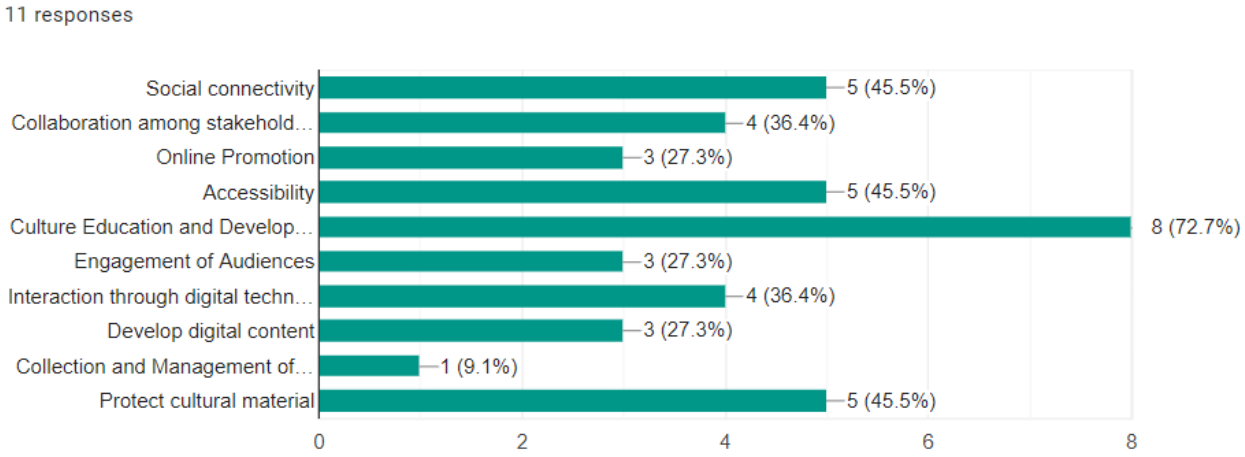

Image 20: Usage of Linked Open Data

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

The top three tools that are more useful for cultural institutes are a) internet (4.7), b) data protection and licenses (4.6), and c) digital communication and presentations (4.6). In any case, the differences of usefulness of tools are small as LOD and ICT experts believes that most of materials are important to be used in cultural institutes. The less useful tool appears to be digital audience, analytics and digital storytelling (4.0). (Indicator: 1-not useful to 5-very useful)

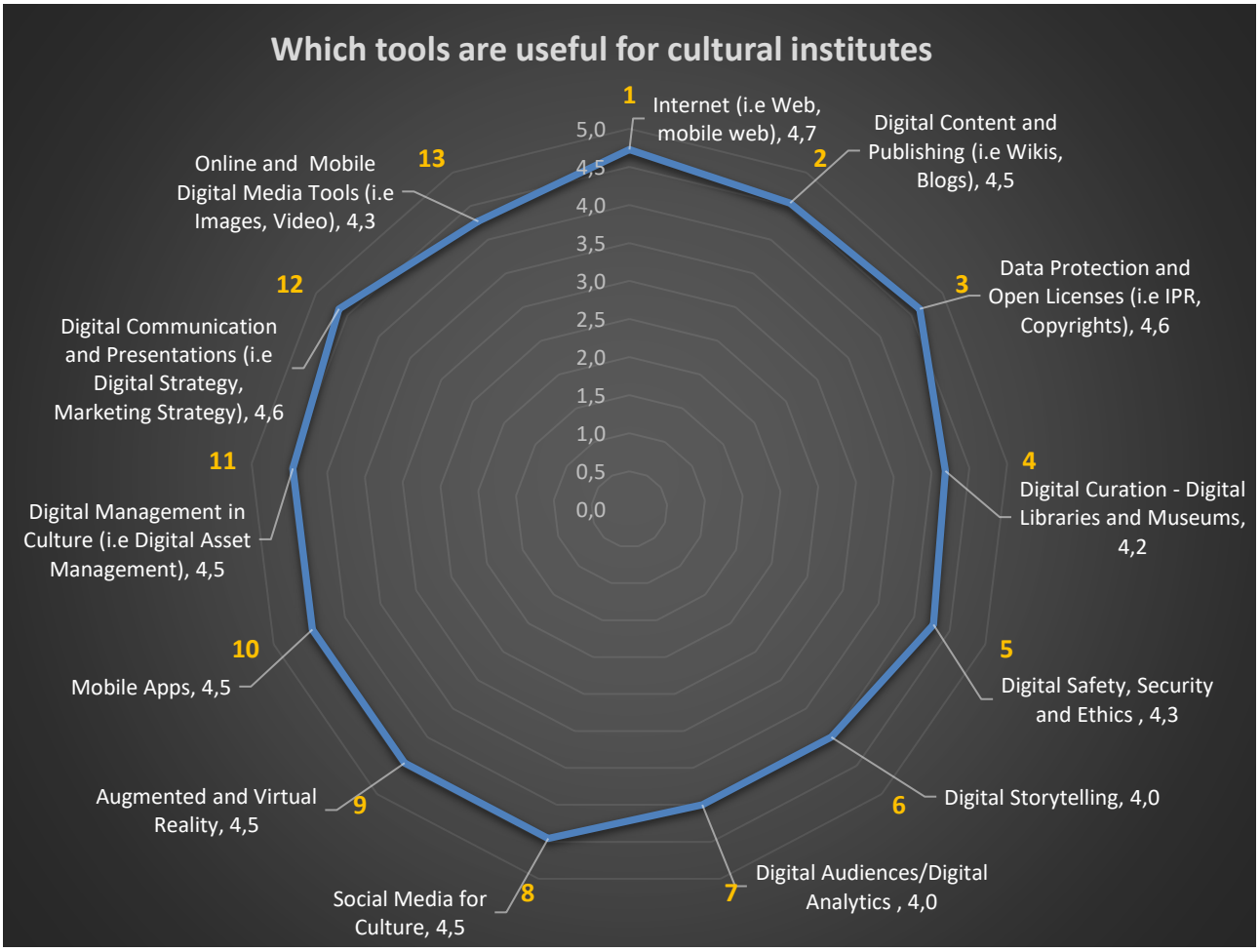

Image 21: Usage of Tools

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

Aside the usefulness of the tools, it is also researched the percentage of provision of the tools in the cultural institutes. Particularly, the most provided tools are a) internet (3.5), b) online and mobile digital media tools (3.3), and c) digital audience and digital analytics (3.1). Compared to the previous graph, we understand that the tools which are most useful are also provided in the cultural institutes. The less provided ones are augmented and virtual reality (1.8). (Indicator: 1-not provided all to 4-provided everywhere)

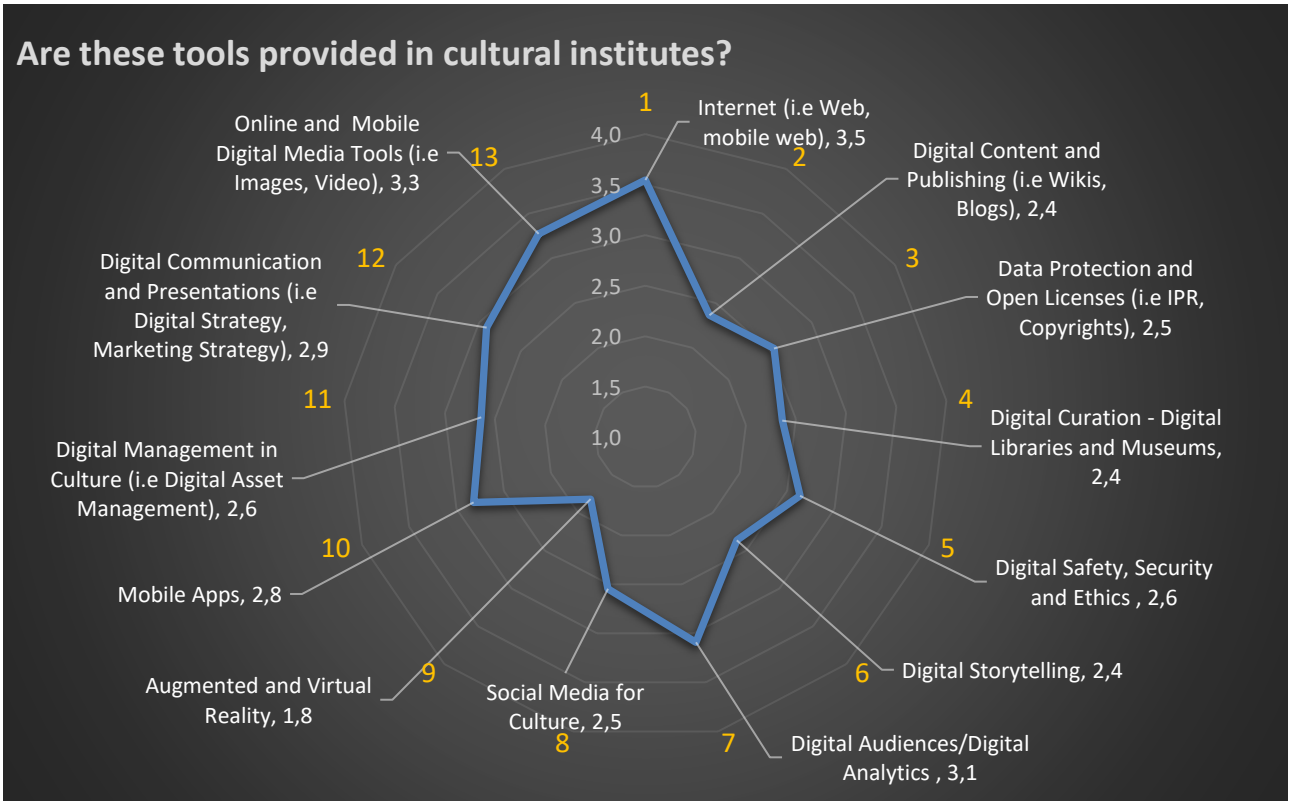

Image 22: Tools in cultural Institutions

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

In order to proceed with Linked Open Data in the cultural field, a) training of cultural institutes, and b) expanding the data protection between institutes at a globe level are required. Information of cultural institutes about usefulness of LOD appears less impacted as an upcoming step.

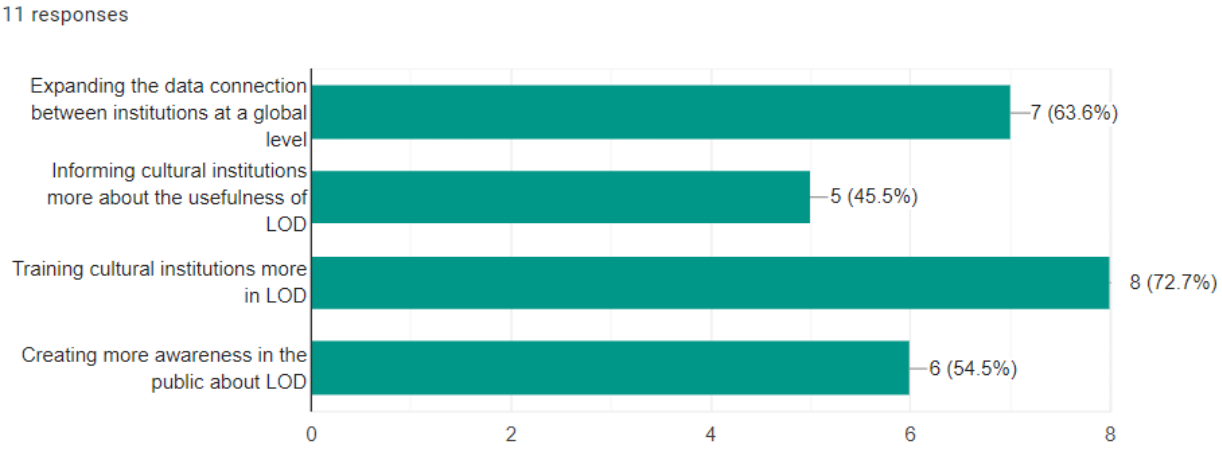

Image 23: Next Steps in LOD

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

Nowadays, if someone is willing to learn about Linked Open Data, he/she can achieve it through a) self-learning (64%), b) non-formal education (64%), and c) vocational and education training (55%). Unexpectedly, LOD and ICT experts stated that school and university education (0%) is not helping at all to LOD knowledge acquirement and skills development.

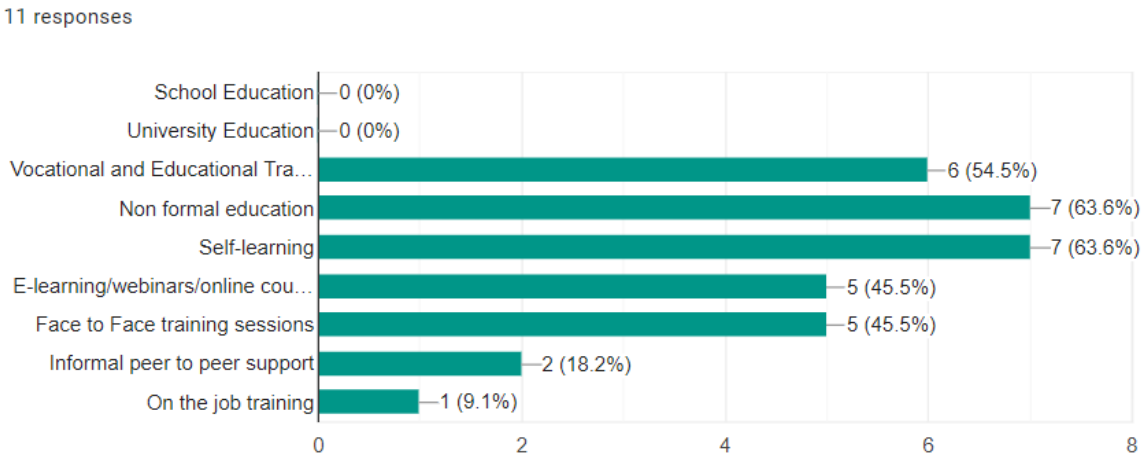

Image 24: Ways of Learning

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

A valuable effort must be made in a) non-formal education (82%), b) vocational and educational training (73%), and c) in eLearning/webinars/online courses.

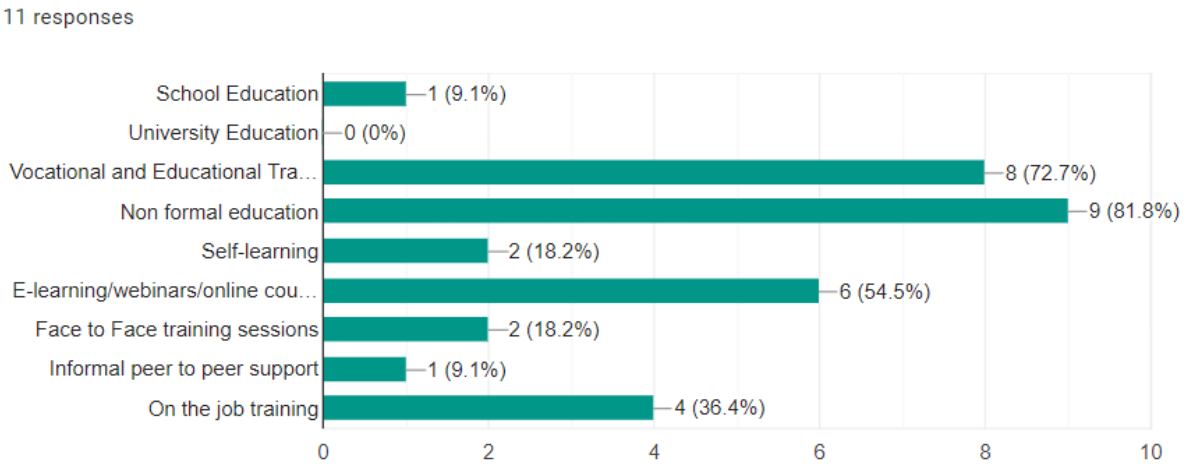

Image 25: Effort in promoting LOD

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

Key findings of Chapter 5:

- **The digital tools have been used mainly in universities, books & publishing and less in theatre.**
- **A need to extend the use of digital tools in tourism industry and cultural heritage has been pointed out.**
- **Even if digital tools help people to gain new skills and acquire new knowledge, it cannot, however, help them learn faster.**
- **The main obstacles faced during the promotion of the digital tools in the cultural field are digital skills gap and lack of funding opportunities.**
- **Encouraging collaboration and providing digital training of all levels are recommended as habits and methodologies that can boost and accelerate the development and implementation process of digital tools.**

Awareness on Digital Culture

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

Acceding to the graph chart, digital resources and tools have been implemented more in a) tourism industry, b) universities, c) books & publishing and d) art sector, up to 3.3-3.5 out of 4, and less in archives, cultural heritage, libraries, cultural heritage, theatre and museums, less than 2.2-2.7 out of 4. (Indicator:1-none to 4-entrilery)

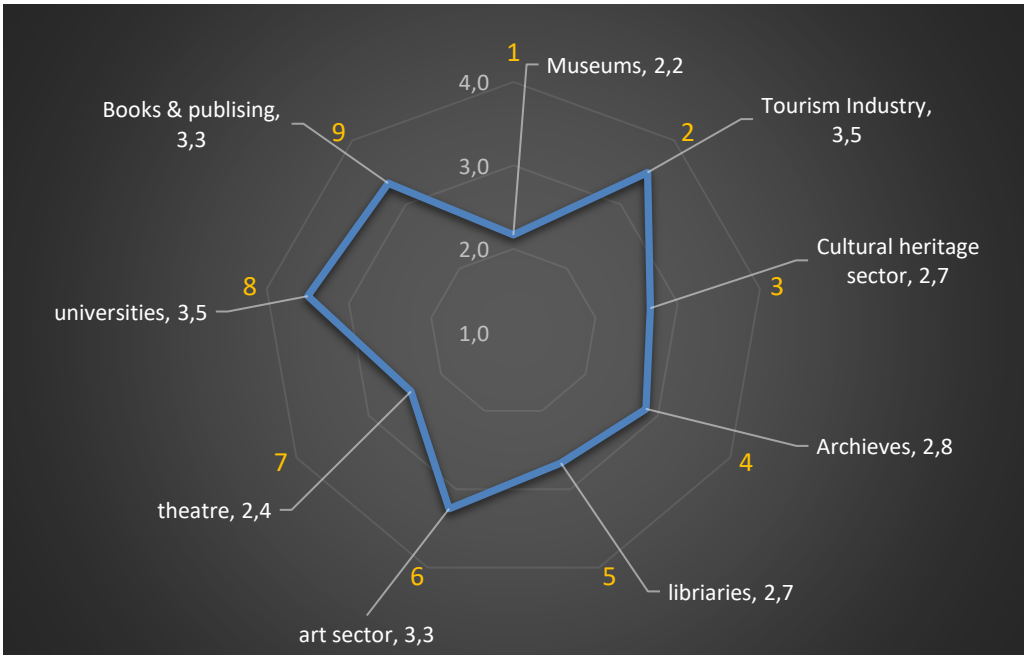

Image 26: Implementation of Tools

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

Tourism Industry (75%), Cultural heritage sector (67%), art sector and museums (58%) have been stated that should be intervened and extended mostly to the use of digital tools, based on digital cultural providers' beliefs. Archives (42%), libraries, universities, books and publishing (33%) seem to have less need to be extended to the use of digital tools, and even lesser the theater which appears the lowest percentage (17%).

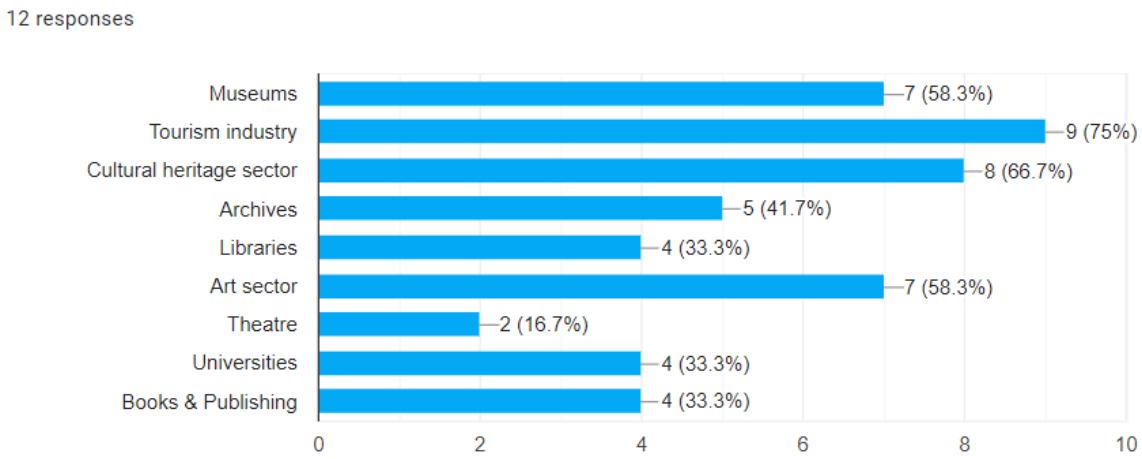

Image 27: Extension of digital tools

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

Following the graph chart, digital resources and tools help to a) develop knowledge, b) skills and c) it can train people easily, along with d) providing many funding opportunities to the digital culture field. However, a lower percentage appears to the way people interact with them and how they actually help them to learn faster. (Indicator:1-completely disagree to 5-completely agree)

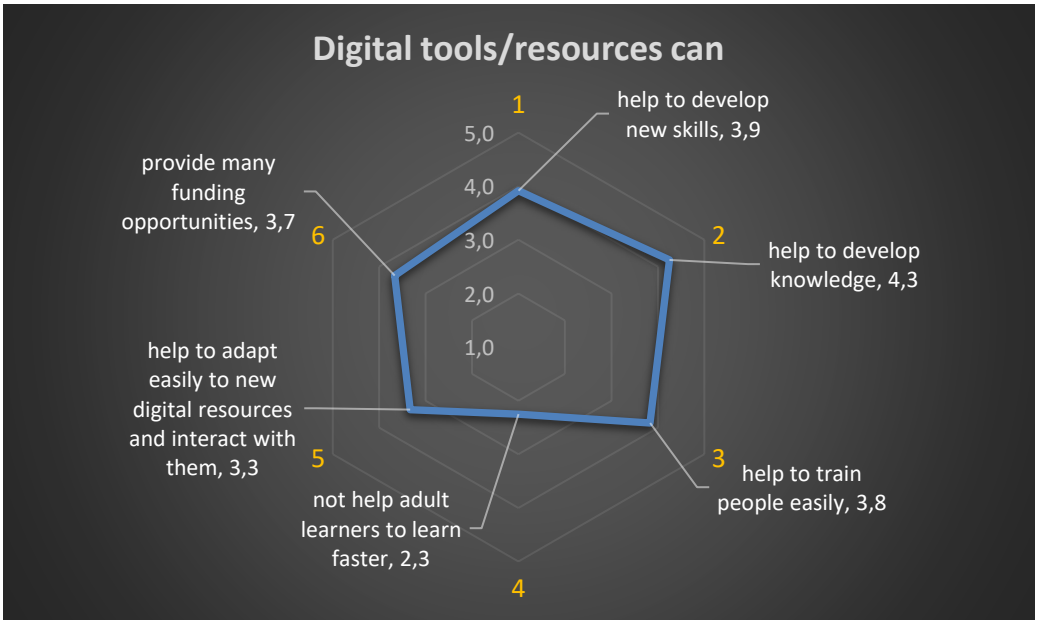

Image 28: Level of Agreement

Practical and Theoretical Experience with Digital Culture

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

The majority of IT professionals (58 to 67%) stated that a) digital skills gap, b) lack of funding and c) lack of senior support are the three major obstacles to digital tools promotion in the cultural field, and less the inclusion aspects, culture & behaviors or lack of IT infrastructures. Regarding Policy and registration, it seems to be an opportunity than an obstacle.

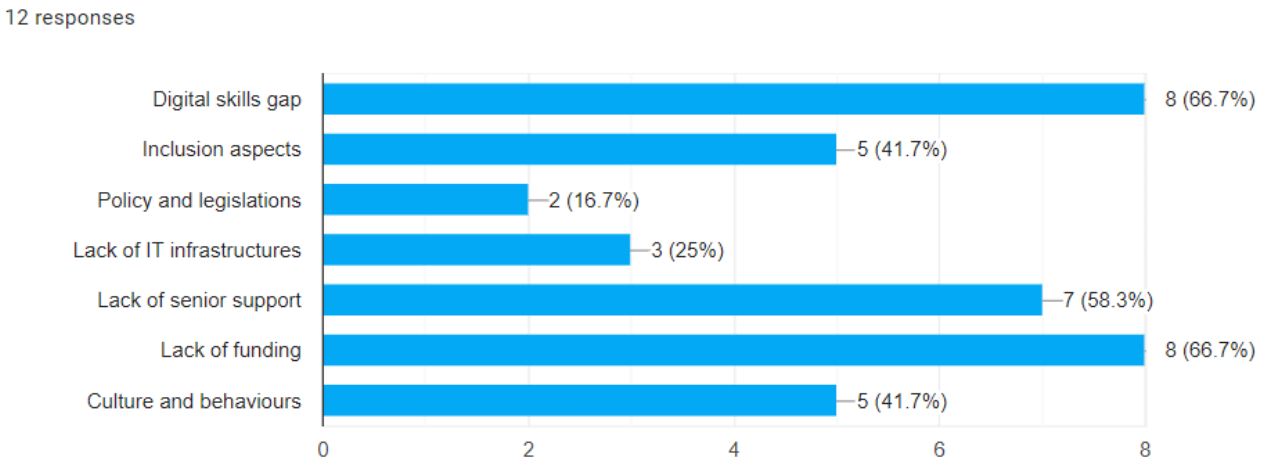

Image 29: Obstacles

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

According to IT professionals' opinion, encouraging collaboration (83%) and offering all levels of digital training (67%) are the main new habits and methodologies that should be primarily promoted to accelerate the development/implementation of digital tools. Although, 33% believes that embracing transparency, becoming comfortable with risk or aspiring to inspire can be also considered as valuable new habits, more than the exchanging of real practices between countries.

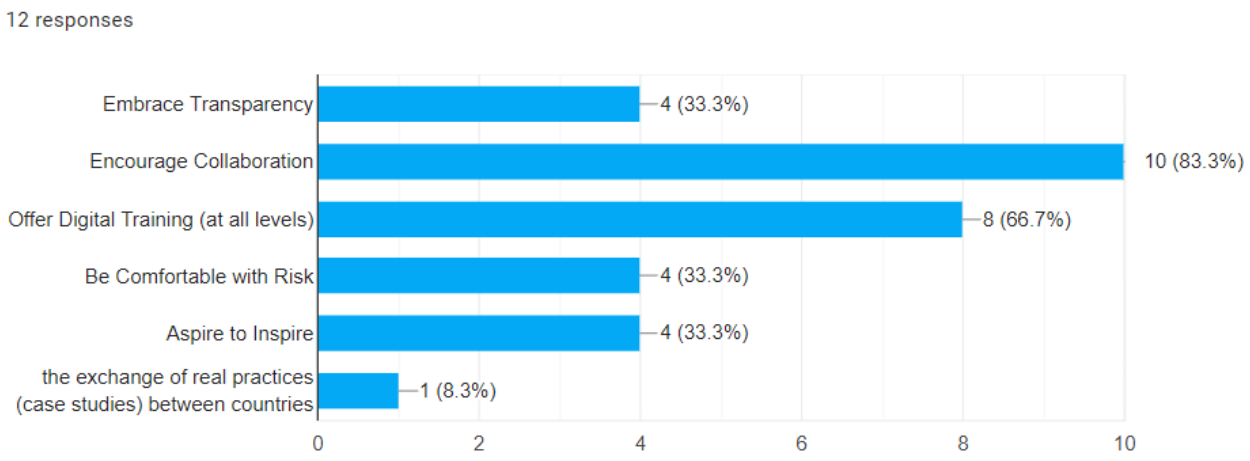

Image 30: New habits and methodologies

CONCLUDING REMARKS

The outcome of the Digital Cultural Designer research in the UK has proved that the topic of digital culture is an extremely important topic. It should not be underestimated but further work must be done in order to explore that topic fully. We have seen that the results of the research that Eurospeak Language Schools undertook proved that experts in the field are somehow satisfied with the overall development of digital culture but there is still space for improvement. This can be achieved through online training and vocational and educational training.

Regarding the young people involved in the survey, it can be stated that in general they have the basic knowledge of digital culture literacy. 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. What should be taken into consideration is that the cultural Institutions could digitalize even more the data, information and documents they keep. All in all, the majority of youngsters believe that digital resources in general are changing the way we interact with each other.

As far as the outcomes of the research conducted for interviewing British museums archives and libraries representatives and directors is concerned, the main challenges that responders had to get over with were closely connected to the Lack of resources, the Educated and Experienced personnel and the IT equipment and infrastructure. Experts believe that the digital resources or services that are planned to be used in the upcoming period are the Audio and Video Streaming and the Augmented and Virtual Reality.

The survey conducted addressed to cultural institutions staff, involved in Research on Digital Culture developed in the UK has shown that the data that can help the audiences of museums and/or libraries engage with content are linked mostly with the use of Live videos and then with Innovative ways of displaying content and Poll or Quizzes. The most significant impact for them is to create new value and to upgrade professional skills. Almost all of them agree that these data connections across institutions have attracted new audiences.

From ICT and LOD experts' point of view, non-formal education and vocational and educational training, and e-learning/online courses are the most effective ways for someone who is willing to learn and gain knowledge on Linked Open Data, thus a valuable effort must be carried out relevant to these activities. Cultural Institutes use and provide tools such as internet, online and mobile digital tools, and digital analytics, although, data protection and license must be taken into consideration of usage. In order to do so, and in order for LOD to be promoted properly training of cultural institutes along with expanding the data protection between institutes at a globe level are required.

From IT professional point of view, digital tools have been used mainly in universities, books & publishing and less in theatre, however there is a need for boosting digital tools promotion in tourism industry and cultural heritage. Normally digital tools help people to gain new skills set and acquire new knowledge, however, it not helping them to learn faster. As main obstacles appear to be the digital skills gap and lack of funding opportunities, hence its slower the possibility of tools promotion in cultural field. Nevertheless, encouraging collaboration and providing digital training of all levels are

recommended as habits and methodologies that can boost and accelerate the development and implementation process of digital tools.