LEVERAGING VOLUNTEERS & CROWDSOURCING FOR DIGITIZATION

— Survey Results 2017 —

This infographic identifies the current and future strategies of museums and archives using volunteers and crowdsourcing to support their digitisation plans. The survey was undertaken by Axiell & MCN

– HOW HIGH A PRIORITY IS – DIGITISATION FOR YOUR INSTITUTION?

32% Medium priority

13% Low priority

45% High priority

1% Bottom priority

8% Top priority

– TODAY, APPROXIMATELY WHATPERCENTAGE – OF YOUR COLLECTION IS DIGITIZED?
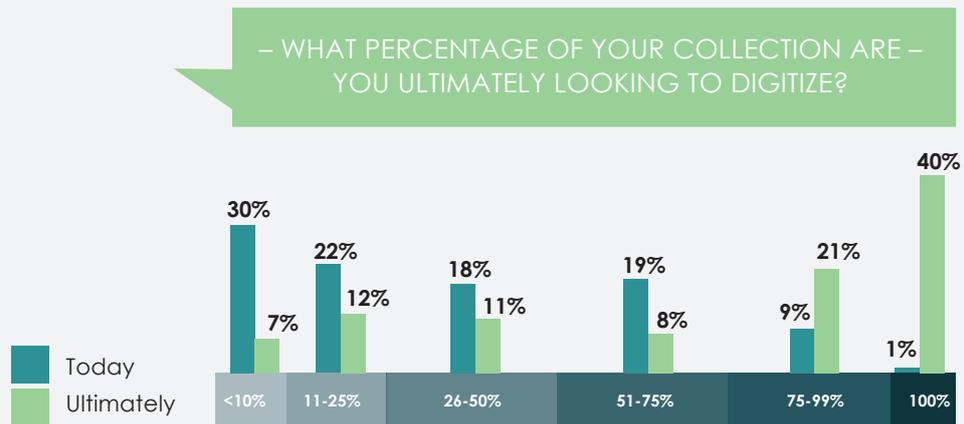
– WHAT PERCENTAGE OF YOUR COLLECTION ARE – YOU ULTIMATELY LOOKING TO DIGITIZE?

	<10%	11-25%	26-50%	51-75%	75-99%	100%
Today	30%	22%	18%	19%	9%	1%
Ultimately	7%	12%	11%	8%	21%	40%

– AT THE CURRENT RATE, HOW MANY YEARS WOULD IT TAKE YOU TO MEET YOUR DIGITIZATION GOAL? –

1-5 years	5-10 years	10-20 years	20-50 years	50-100 years	100-200 years	200+ years
16%	27%	28%	12%	8%	4%	4%

– WHAT TACTICS ARE YOU USING / CONSIDERING USING TO INCREASE YOUR RATE OF DIGITISATION? –

	Leveraging volunteers for data entry	Crowdsourcing data	Conveyer belt rapid digitisation	Hiring additional staff for digitisation
Already doing this	70%	23%	10%	24%
Seriously considering this option	4%	15%	3%	11%
Considering this among other options	10%	22%	15%	21%
We have not yet considered this	9%	31%	51%	12%
We have decided against this	6%	10%	21%	33%

– OUR STRATEGY FOR LEVERAGING VOLUNTEERS AT MY INSTITUTION IS... –
Respondents were able to select more than one answer

25% Distinct and related to the institutional strategy

51% Integrated into our institutional strategy

20% Still in development/ to come

4% Not a priority for the institution

12% Referenced regularly by management and other practitioners on staff

8% I don't know

– WE ARE GOOD AT LEVERAGING VOLUNTEERS TO HELP US ACHIEVE OUR INSTITUTIONAL GOALS –

34% Strongly agree

44% Somewhat agree

11% Neither agree nor disagree

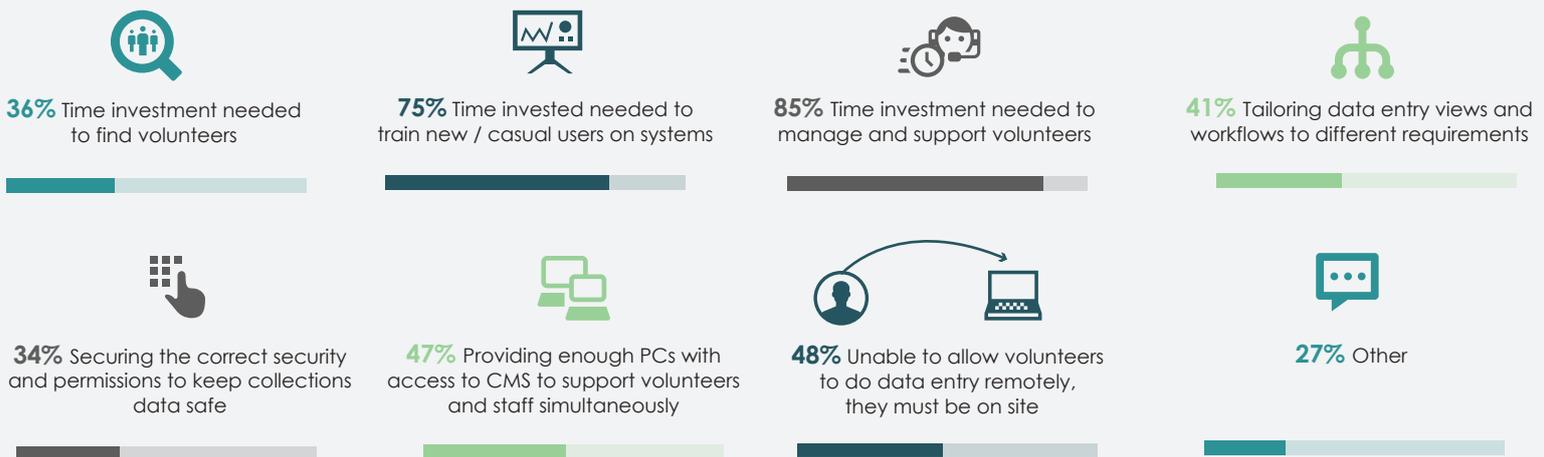**3%** Somewhat disagree

2% Strongly disagree

5% I don't know
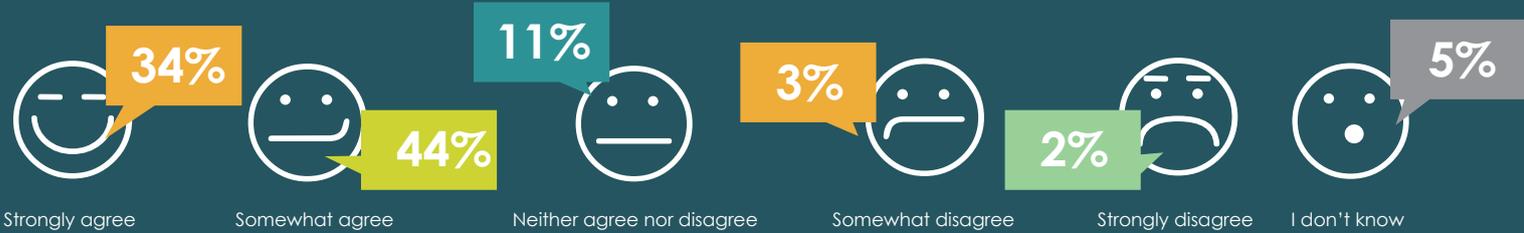
TO WHAT EXTENT DO YOU AGREE WITH THE FOLLOWING:
– VOLUNTEERS REPRESENT A SIGNIFICANT OPPORTUNITY TO SUPPORT OUR DIGITISATION EFFORTS –

52% Strongly agree

31% Somewhat agree

9% Neither agree nor disagree

5% Somewhat disagree

2% Strongly disagree

– WHAT CHALLENGES DO YOU FACE WHEN USING VOLUNTEERS FOR DATA ENTRY? –
Respondents were able to select more than one answer

36% Time investment needed to find volunteers

75% Time invested needed to train new / casual users on systems

85% Time investment needed to manage and support volunteers

41% Tailoring data entry views and workflows to different requirements

34% Securing the correct security and permissions to keep collections data safe

47% Providing enough PCs with access to CMS to support volunteers and staff simultaneously

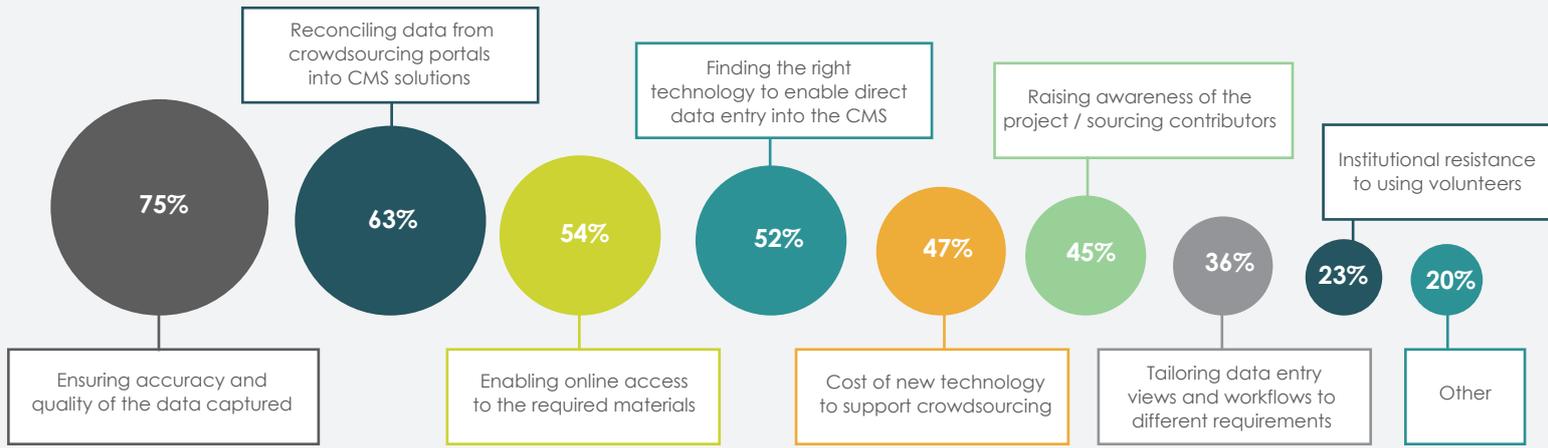**48%** Unable to allow volunteers to do data entry remotely, they must be on site

27% Other

TO WHAT EXTENT DO YOU AGREE WITH THE FOLLOWING:
– "CROWDSOURCING REPRESENTS A SIGNIFICANT OPPORTUNITY TO SUPPORT OUR DIGITISATION EFFORTS" –

26% Strongly agree

27% Somewhat agree

31% Neither agree nor disagree

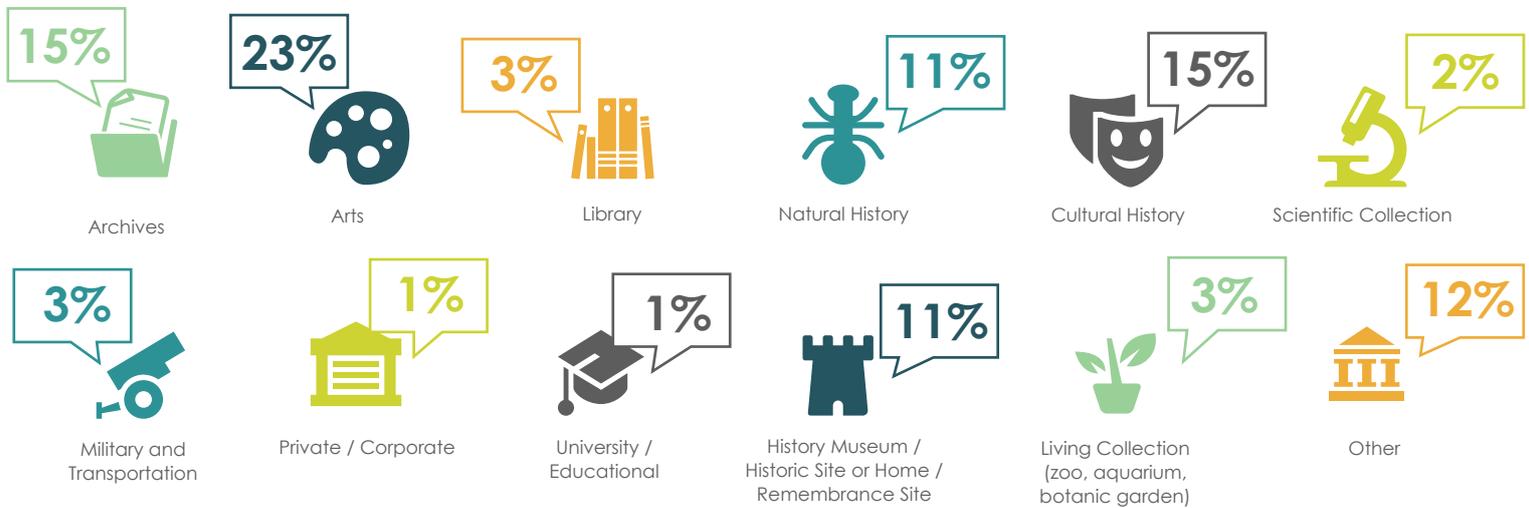**11%** Somewhat disagree

6% Strongly disagree

WHAT CHALLENGES DO YOU FACE / FORESEE WHEN – EVALUATING CROWDSOURCING AS A SOLUTION FOR DATA CAPTURE? –

Respondents were able to select more than one answer

Reconciling data from crowdsourcing portals into CMS solutions

Finding the right technology to enable direct data entry into the CMS

Raising awareness of the project / sourcing contributors

Institutional resistance to using volunteers

- **75%**
- **63%**
- **54%**
- **52%**
- **47%**
- **45%**
- **36%**
- **23%**
- **20%**

Ensuring accuracy and quality of the data captured

Enabling online access to the required materials

Cost of new technology to support crowdsourcing

Tailoring data entry views and workflows to different requirements

Other

– WHAT IS THE MAIN COLLECTION TYPE AT YOUR INSTITUTION? –

Respondents were asked to select the closest match

15%	**23%**	**3%**	**11%**	**15%**	**2%**
Archives	Arts	Library	Natural History	Cultural History	Scientific Collection

3%	**1%**	**1%**	**11%**	**3%**	**12%**
Military and Transportation	Private / Corporate	University / Educational	History Museum / Historic Site or Home / Remembrance Site	Living Collection (zoo, aquarium, botanic garden)	Other

– HOW WOULD YOU IDENTIFY YOURSELF PROFESSIONALLY? –

Respondents were able to select more than one answer

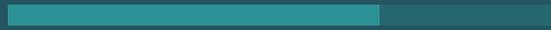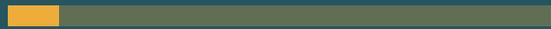5% Executive Level (CIO, CTO, CDO. Director, Deputy)

9% Web / Mobile / App Developer

17% Department Head / Department Director

8% Interpretation / Education

68% Collections Management / Archiving
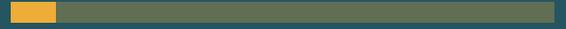
6% Evaluator / Research / Data Analyst

9% Communications / Marketing / Social Media

12% Researcher

19% IT / Systems / Architecture / Infrastructure / Networks / Database

1% Professor

15% Digital Imaging / Reproduction / IP

13% Other