International Benchmark Survey: Heritage Institutions in the Internet Era

Dear Sir/Madam, Dear colleague,

For heritage institutions, the Internet era is ripe with new opportunities, but also with new challenges. By means of this survey we would like to get an overview of how heritage institutions approach various new trends.

Which institutions are asked to participate in the survey?

The survey is meant for all types of institutions the mission of which is to preserve collections for future generations. This includes galleries, libraries, archives, museums, audio-visual and film institutes, as well as institutions with curatorial care for archaeological sites or historical monuments.

Notes on completing the questionnaire

- Many of the questions relate to "**your institution**". If you are unsure as to which organisation you should refer to in your answers, please choose the one that seems most appropriate to you. You can always add explanatory notes at the end of the survey if necessary.
- In many of the questions you are asked to state to what extent something applies with regard to your institution. Please try to respond to these questions from the perspective of the people who play a key role in taking decisions and implementing them within your institution. If you feel that you cannot provide a meaningful answer, tick the option "no answer possible".

Data protection policy

The research team under the lead of Bern University of Applied Sciences will treat your answers in confidence. Your responses will be linked neither to your person nor to your institution. Provision of your contact details at the end of the survey is not mandatory. Neither project members nor third parties will contact you as a consequence of your participation in the survey unless you explicitly invite us to do so.

Thank you for your cooperation!

A – Characteristics of your institution

A-1: What type of heritage institution describes your institution best?

□ Archive / records office

□ Museum / gallery

- □ Library
- □ A combination of archive, museum, or library
- Other (*please specify*):

A-2: Is it part of your institution's mission to preserve collections for future generations?

□ Yes

□ No (If you ticked no, the survey is not meant for you; please read the explanatory remarks below.)

Explanatory remarks: The survey is meant for all types of institutions the mission of which is to preserve collections for future generations. This includes galleries, libraries, archives, museums, audiovisual and film institutes, as well as institutions with curatorial care for archaeological sites or historical monuments. The survey is not meant for public libraries, school libraries, or documentation centres which are not responsible for the preservation of their collections. Neither is it meant for institutions providing exhibition space which do not have the responsibility over a collection of their own. **A-3:** What types of heritage objects are **characteristic** for your institution? *Several answers possible*

| | Text based resources (books, manuscripts, autographs, periodicals, newspapers, including electronic versions and copies on microfilm) |
|-----------|--|
| | Two-dimensional visual resources (drawings, paintings, engravings, prints, photographs, posters, sheet music, maps) |
| | Archival resources (official documents, archival records) |
| | Three-dimensional man-made movable objects (three-dimensional works of art, furnishings and equipment, craft artefacts, coins and medals, toys, objects of daily use, including archeological objects) |
| C | ◯ Natural resources |
| | (natural inert specimens, natural living specimens) |
| C | Geography based resources (monuments and buildings, landscapes, archeological sites) |
| C | Time based resources (audio documents, film documents, video recordings; but excluding audio-books) |
| C | Digital interactive resources (databases, digital three-dimensional designs or reconstructions of objects and buildings, born-digital art objects, digital research files, GIS-files, games, software, websites or parts thereof) |
| | 4: Who are the main users of your institution according to its mission? everal answers possible. Please check all that apply. |
| C | Private individuals (general public) |
| \square | Educational institutions (school classes, students, teachers, lecturers) |
| C | Public authorities |
| C | Cultural institutions |
| | Private enterprises |
| _ | Research institutions / specialists |
| C | Journalists / the media |
| | |

A-5: What is the **geographical reach** of your institution according to its mission? *Please select the geographical reach that fits your institution best.*

- □ Local / regional
- C Regional / national
- National / international
- Global

A-6: How many people work for your institution*? *In full-time equivalents (FTE). Approximate figures are sufficient.*

When stating full-time equivalents, please indicate the number of full-time positions made up by parttime positions (e.g. two 60% positions = 1.2 FTE). Please state the approximate long-term average if figures vary significantly.

* If your institution is part of a larger organisation (e.g. a higher education library that is part of a higher education institution) only provide the number of staff and volunteers of the cultural heritage related unit.

| Number of paid staff (permanent or temporary) | FTE |
|---|---------|
| Number of on-site volunteers (volunteers working on the premises of your institution or at events, etc.) | FTE |
| Number of online volunteers (volunteers working most of the time remotely, for example on your institution's online platform or on a social media site) | FTE FTE |
| Total | FTE |

If there are no volunteers working for your institution, continue with question A-8.

A-7: How important are the following types of volunteers for your institution?

| | Not impor- tant at all 1 | 2 | 3 | 4 | Very important 5 | No answer possible |
|--------------------|--------------------------------|---|---|---|------------------------|-----------------------|
| On-site volunteers | | | | | | |
| Online volunteers | | | | | | |

A-8: What are your institution's total annual revenues*?

The total annual revenues may include government funding, project funding, revenues from commercial activities, etc. If the volume of your revenues falls into two categories (e.g. 50'000 €), please select the lower category.

* Provide the annual revenues for the entire cultural heritage institution as indicated in the last published annual report. If your institution is part of a larger organisation (e.g. a higher education library that is part of a higher education institution) only provide the budget of the cultural heritage related unit.

□ up to 10'000 €

□ 10'000 to 50'000 €

□ 50'000 to 100'000 €

□ 100'000 to 500'000 €

□ 500'000 to 1 million €

□ 1 to 10 million €

□ over 10 million €

A-9: What are the sources of your institution's revenue? *Approximate figures are sufficient*

Figures in % of total revenue. Please report the average of the last 2 years if figures vary significantly from year to year.

| Institutional funding from public funds | <u>%</u> |
|---|----------|
| Institutional funding from private funds (non-profit foundations, private companies, et | c.)% |
| Sponsorship / donations | % |
| Revenue from entrance fees | <u> </u> |
| Revenue from lending fees | % |
| Sale of image rights | <u>%</u> |
| Other revenue from commercial operations (events, cafeteria, book sales, merchandising, venue rentals, courses, digitisation assignments and similar) | <u>%</u> |
| Project funding (public or private funds) | <u>%</u> |
| Other: | <u>%</u> |
| Total | <u> </u> |

Please make sure that the numbers add up to 100%.

A-10: What is your institution's form of organization?

- □ Public institution
- □ Private nonprofit
- \Box Commercial organization
- □ Mixed form (e.g. premises provided by a public institution; exploitation taken care of by a private nonprofit)

B – Assessment of various practices related to the Internet

B-1: Please indicate how important the following practices are for your institution.

Your answer should reflect the present situation at your institution. If some of the concepts mentioned have never been a concrete issue for your institution, please report that they are "not important at all".

| | Not impor- tant at all 1 | 2 | 3 | 4 | Very important 5 | No answer possible |
|--|--------------------------------------|---|---|---|------------------------|--------------------------|
| Exchanging data related to heritage objects with other institutions | | | | | | |
| Open data - making data related to heritage objects available on the Internet to be freely used, modified and shared by anyone for any purpose | | | | | | |
| Linked data / semantic web - creating semantic links between databases and content from various institutions | | | | | | |
| Digitization of heritage objects | | | | | | |
| Open content - making digital copies/images of heritage objects available on the Internet to be freely used, modified, and shared by anyone for any purpose | | | | | | |
| Engaging audiences on the Internet, e.g. through social networks or interactive elements on the institution's website | | | | | | |
| Collaborative content creation , enhancement, or curation involving volunteers on the Internet (e.g. Wikipedia, social tagging, etc.) | | | | | | |

B-2: How do you evaluate the opportunities and risks of the following practices from the point of view of your institution?

| | Risks clearly prevail | | | | Opportunities clearly prevail | No answer |
|--|-----------------------------|---|---|---|-------------------------------------|--------------|
| | 1 | 2 | 3 | 4 | 5 | possible |
| Exchanging data related to heritage objects with other institutions | | | | | | |
| Open data - making data related to heritage objects available on the Internet to be freely used, modified and shared by anyone for any purpose | | | | | | |
| Linked data / semantic web - creating semantic links between databases and content from various institutions | | | | | | |
| Digitization of heritage objects | | | | | | |
| Open content - making digital copies/images of heritage objects available on the Internet to be freely used, modified, and shared by anyone for any purpose | | | | | | |
| Engaging audiences on the Internet, e.g. through social networks or interactive elements on the institution's website | | | | | | |
| Collaborative content creation , enhancement, or curation involving volunteers on the Internet (e.g. Wikipedia, social tagging, etc.) | | | | | | |

C – Metadata

Note: By "metadata" we refer to the data used to describe the heritage objects held by your institution.

Note: By "open data" we refer to data that is made available on the Internet in a machine readable format to be freely used, modified, and shared by anyone for any purpose (including commercial use).

C-1: Which percentage of your metadata is **presently available** as "open data"? And which percentage of your metadata are you **expecting to make available** as "open data" in the future? (within the next 5 years)

| | Approxim | | |
|---|------------|------------|--|
| | at present | in 5 years | my institution doesn't have this type of metadata |
| Catalogues, inventories, finding aids | | | |
| Glossaries, vocabularies, ontologies | | | |
| Name authority files | | | |

Note: By "linked data" we refer to structured data that is interlinked with data from other data sources based on standard web technologies such as HTTP, RDF, and URIs. Thereby, data is typically represented in form of RDF triples, and various datasets are interlinked among each other by using the same unique identifiers (URIs) to point to shared definitions of concepts.

C-2: Which percentage of your metadata is **presently available** in form of linked data? And which percentage are you **expecting to make available** on the Internet in form of linked data in the future? (within the next 5 years)

| | Approxir | | |
|---------------------------------------|------------|------------|-----------------------|
| | at present | in 5 years | no answer possible |
| Catalogues, inventories, finding aids | | | |
| Glossaries, vocabularies, ontologies | | | |
| Name authority files | | | |

Instructions regarding questions D-1, D-4, and D-5: Please fill in the rows that refer to heritage objects which are characteristic for your institution (as indicated in your response to question A-3).

D – Digital content

D-1: Which percentage of objects in your collections has **already been digitized?** And which percentage are you **expecting to be digitized** in the future (within the next 5 years)?

In the case of three-dimensional objects, for the purpose of this survey, digitization refers to documentation by digital photography or digitization of older photographs of the objects.

| | Approximative % | | |
|---|-----------------|------------|--|
| | at present | in 5 years | |
| Text based resources (books, manuscripts, autographs, periodicals, newspapers, including electronic versions and copies on microfilm) | | | |
| Two-dimensional visual resources (drawings, paintings, engravings, prints, photographs, posters, sheet music, maps) | | | |
| Archival resources (official documents, archival records) | | | |
| Three-dimensional man-made movable objects (three-dimensional works of art, furnishings and equipment, craft artefacts, coins and medals, toys, objects of daily use, including archeological objects) | | | |
| Natural resources (natural inert specimens, natural living specimens) | | | |
| Geography based resources (monuments and buildings, landscapes, archeological sites) | | | |
| Time based resources (audio documents, film documents, video recordings; but excluding audio-books) | | | |

If your institution will most likely digitize all its holdings almost in full (at least 80%) within the next 5 years, continue with question D-3.

D-2: You indicated that your institution will most likely not digitize all its holdings in full within the next 5 years. What are the **main reasons not to digitize** substantial parts of your holdings?

For my institution, these are important reasons not to digitize substantial parts of the holdings:

| | No, not at all 1 | 2 | 3 | 4 | Yes, absolutely 5 | no answer possible |
|--|---------------------------|--------|---|---|-------------------------|--------------------------|
| Lack of funding | | | | | | |
| Lack of qualified staff | | | | | | |
| Lack of volunteers | | | | | | |
| Low demand for particular digitized objects | | | | | | |
| Other institutions holding copies of the same heritage objects take care of digitization | | | | | | |
| Third party rights would strongly restrict the use of digitized objects | | | | | | |
| Insufficient metadata quality would strongly restrict the use of digitized objects | | | | | | |
| The long-term preservation of digitized materials cannot be ensured | | | | | | |
| It is not part of our mission | | \Box | | | | |
| It is not permitted by law and/or contract | | | | | | |

If your institution hasn't digitized any of its collections (as indicated in your response to question D-1), please continue with question D-4.

D-3: Under what conditions is your institution ready to make its content available on the Internet without receiving payment in exchange?

Assuming that your holdings are already available in a digitised format and publication would not violate copyright or confidentiality regulations.

My institution is ready to make its content available for the following scope of use:

| | No, not at all 1 | 2 | 3 | 4 | Yes, absolutely 5 | no answer possible |
|---|------------------------|--------|---|---|-------------------------|-----------------------|
| For private use | | | | | | |
| For education and research | | \Box | | | | |
| For non-profit projects | | \Box | | | | |
| For non-profit projects, such as Wikipedia, which permit their users commercial use of the content | | | | | | |
| For commercial users | | | | | | |

When making content available, how important are the following conditions to your institution?

| | Not impor- tant at all 1 | 2 | 3 | 4 | Very important 5 | no answer possible |
|--|-----------------------------------|---|---|---|------------------------|--------------------------|
| The content needs to be linked to the name of the institution | | | | | | |
| The content needs to be linked to the respective entry in our online catalogue | | | | | | |
| The works can only be used without modification | | | | | | |

Note: By "open content", we refer to making digital copies/images of heritage objects available on the Internet to be freely used, modified, and shared by anyone for any purpose (including commercial use).

D-4: Which percentage of your holdings is **presently available** as "open content"? And which percentage are you **expecting to make available** as "open content" in the future? (within the next 5 years)

| | Approxii | mative % |
|---|------------|------------|
| | at present | in 5 years |
| Text based resources (books, manuscripts, autographs, periodicals, newspapers, including electronic versions and copies on microfilm) | | |
| Two-dimensional visual resources (drawings, paintings, engravings, prints, photographs, posters, sheet music, maps) | | |
| Archival resources (official documents, archival records) | | |
| Three-dimensional man-made movable objects (three-dimensional works of art, furnishings and equipment, craft artefacts, coins and medals, toys, objects of daily use, including archeological objects) | | |
| Natural resources (natural inert specimens, natural living specimens) | | |
| Geography based resources (monuments and buildings, landscapes, archeological sites) | | |
| Time based resources (audio documents, film documents, video recordings; but excluding audio-books) | | |
| Digital interactive resources (databases, digital three-dimensional designs or reconstructions of objects and buildings, born- digital art objects, digital research files, GIS-files, games, software, websites or parts thereof) | | |

D-5: What is the copyright situation of the objects in your collections?

Please indicate which percentage of holdings are in the public domain (i.e. without copyright protection); of those which are not in the public domain, please indicate whether your institution or third parties hold the necessary rights to release content as open content.

Please make sure that the numbers in each row add up to 100%.

| | Public domain | Under | mative % Under copyright, controlled by third parties | Copyright status unknown | No answer possible |
|---|------------------|-------|--|--------------------------------|--------------------------|
| Text based resources (books, manuscripts, autographs, periodicals, newspapers, including electronic versions and copies on microfilm) | | | | | |
| Two-dimensional visual resources (drawings, paintings, engravings, prints, photographs, posters, sheet music, maps) | | | | | |
| Archival resources (official documents, archival records) | | | | | |
| Three-dimensional man-made movable objects (three-dimensional works of art, furnishings and equipment, craft artefacts, coins and medals, toys, objects of daily use, including archeological objects) | | | | | |
| Natural resources (natural inert specimens, natural living specimens) | | | | | |
| Geography based resources (monuments and buildings, landscapes, archeological sites) | | | | | |
| Time based resources (audio documents, film documents, video recordings; but excluding audio-books) | | | | | |
| Digital interactive resources (databases, digital three-dimensional designs or reconstructions of objects and buildings, born-digital art objects, digital research files, GIS-files, games, software, websites or parts thereof) | | | | | |
| | | | | | |

If you are presently making none of your collections available as "open content" (as indicated in your response to question D-4), please continue with question D-7.

D-6: Which license(s) have you chosen to publish the content that you are making available as "open content"?

Several answers possible. Please check all that apply.

- □ Creative Commons Copyright Waiver (CC-0)
- □ Creative Commons Attribution (CC-by)
- Creative Commons Attribution-ShareAlike (CC-by-sa)
- GNU General Public License (GPL)
- □ Free Art License
- □ Creative Commons Public Domain Mark
- □ Another license (please specify):
- □ No license; it is clear from the metadata that the content is not protected by copyright.
- □ No answer possible

D-7: What are the benefits and opportunities of "open content" from the point of view of your institution?

In the case of my institution, "open content" is an important means...

| | No, not at all 1 | 2 | 3 | 4 | Yes, absolutely 5 | no answer possible |
|---|---------------------------|---|---|---|-------------------------|--------------------------|
| to make content more easily available to existing users | | | | | | |
| to attract new users | | | | | | |
| to improve interactions with users | | | | | | |
| to facilitate networking among heritage institutions | | | | | \Box | |
| to reduce legal complexity | | | | | | |
| to improve the discoverability of the institution's holdings | | | | | | |
| to improve the visibility or perceived relevance of the institution | | | | | | |
| to enhance transparency and accountability | | | | | | |
| for the institution to better fulfill its core mission | | | | | | |

D-8: What are the main challenges related to "open content" from the point of view of your institution?

For my institution, these are important challenges related to "open content":

| | No, not at all 1 | 2 | 3 | 4 | Yes, absolutely 5 | no answer possible |
|--|---------------------------|---|---|---|-------------------------|--------------------------|
| Time effort and expense related to the digitization of holdings | | | | | | |
| Time effort and expense related to rights clearance (e.g. investigating copyright status) | | | | | | |
| Time effort and expense related to proper documentation of the content (e.g. improvement of metadata) | | | | | | |
| Technical challenges (e.g. new software solutions needed) | | | | | | |
| Challenges related to staff skills (e.g. new skills required) | | | | | | |
| Unknown copyright holders (orphan works) | | | | | | |
| Third party copyright holders unwilling to release content under a "free" copyright license | | | | | | |
| Difficulties to track the use of the content (for usage statistics) | | | | | | |
| Other (please specify): | | | | | | |

D-9: What are the main risks related to "open content" from the point of view of your institution?

For my institution, these are important risks related to "open content":

| | No, not at all | | | | Yes, absolutely | no answer |
|---|----------------------|--------|---|---|--------------------|-----------|
| | 1 | 2 | 3 | 4 | 5 | possible |
| Re-use without proper attribution to the institution | | \Box | | | | |
| Re-use without proper attribution to the author / creator | | | | | | |
| Mis-use / mis-representation of content | | | | | | |
| Desecration of places, rites, objects | | | | | | |
| Destruction / robbery / disturbance of endangered or valuable objects or living organisms | | | | | | |
| Risks due to infringements of data protection regulations / divulgence of classified information | | | | | | |
| Legal risks related to copyright infringements committed by my own institution | | | | | | |
| Copyright infringements by third parties | | | | | | |
| Increased time effort in order to respond to enquiries | | | | | | |
| Loss of revenues | | | | | | |
| Loss of brand value | | | | | | |

E – Engaging audiences via social media

E-1: Which types of social media are you **presently using** to reach out to your audiences? And which types are you **going to use** within the next year?

| | at present | within the next year | maybe later | never |
|---|------------|-------------------------|-------------|-------|
| Social networking sites (e.g. Facebook, MySpace, Google+) | | | | |
| Professional networking sites (e.g. LinkedIn, Xing) | | | | |
| Microblogging services (e.g. Twitter, Tumblr) | | | | |
| Video sharing sites (e.g. Youtube) | | | | |
| Photo sharing sites (e.g. Flickr) | | | | |
| Social (visual) bookmarking sites (e.g. Pinterest, del.icio.us) | | | | |
| Social cataloguing services (e.g. LibraryThing) | | | | |
| Blogs | | | | |
| Collaborative online communities (e.g. Wikipedia, MusicBrainz) | | | | |
| Social media functionalities built into our institutional website (e.g. comment function, social tagging, embedded Facebook widgets) | | | | |
| Other (please specify): | | | | |

If you are presently not using social media to reach out to your audiences, please continue with question F-1.

E-2: What is the purpose of your institution's use of social media?

For my institution, social media are an important means...

| | No, not at all 1 | 2 | 3 | 4 | Yes, absolutely 5 | no answer possible |
|---|---------------------------|---|---|---|-------------------------|-----------------------|
| to improve interactions with users | | | | | | |
| to attract new users | | | | | | |
| to gather subjective opinions (e.g. ratings, reviews) | | | | | | |
| to share and facilitate research | | | | | | |
| to promote offline activities | \Box | | | | | |
| to facilitate networking among heritage institutions | | | | | | |
| to promote networking and community building among the target audiences | | | | | | |
| to improve the discoverability of the institution's holdings | | | | | | |
| to improve the visibility and perceived relevance of the institution | | | | | | |
| to enhance transparency and accountability | | | | | | |
| to give users/citizens a say with regard to important decisions of the institution | | | | | | |
| to get users to help each other with information requests | | | | | | |
| to gather ideas from users | | | | | | |
| to support the institution's fundraising efforts | | | | | | |
| to have users carry out tasks that may also be carried out by staff members (e.g. improvement of metadata) | | | | | | |
| Other (please specify): | | | | | | |

F – Collaborative content creation

F-1: Are members of your staff involved in activities that involve collaborative content creation by online communities?

Please indicate which projects they are involved in.

| | Involvement as part of professional activities | Involvement during leisure time | No involvement / not known |
|--|---|------------------------------------|-------------------------------|
| Wikipedia | | | |
| Wikimedia Commons | | | |
| Wikidata | | | |
| MusicBrainz | | | |
| freeDB | | | |
| Internet Movie Database (IMDb) | | | |
| International Music Score Library Project (IMSLP) | | | |
| Other (please specify): | | | |

Note: By "crowdsourcing" we refer to situations where an institution proposes to a group of individuals of varying knowledge, heterogeneity, and number, via a flexible open call, the voluntary undertaking of a task, that usually would be performed by staff members. Examples comprise the use of social media to gather user contributions (such as the enhancement of metadata), or cooperations with the Wikipedia community where Wikipedians are encouraged to insert images of heritage objects in Wikipedia articles, thereby contributing to the heritage institution's dissemination activities.

F-2: In which areas are you **presently using** crowdsourcing approaches? And in which areas are you **going to use** crowdsourcing approaches within the next year?

| | at present | within the next year | maybe later | never |
|--|------------|-------------------------|-------------|-------|
| Correction and transcription tasks | | | | |
| Contextualisation (presenting heritage objects in new contexts; providing background information) | | | | |
| Supplementation of collections (contributing additional objects or facilitating their acquisition) | | | | |
| Classification / supplementation of metadata | | \Box | | |
| Co-curation (selecting, organizing and displaying) | | \Box | | |
| Crowdfunding (financing) | | | | |
| Other (please specify): | | | | |

If you are presently neither using nor planning to use any crowdsourcing approaches, please continue with question G-1.

F-3: What is the purpose of your institution's use of crowdsourcing?

For my institution, crowdsourcing is an important means...

| | No, not at all 1 | 2 | 3 | 4 | o answer ossible |
|--|---------------------------|--------|---|---|---------------------|
| to have certain tasks carried out in spite of resource constraints | | | | | |
| to gain access to external expertise | | | | | |
| to experiment with new ways of relating to our users/visitors | | \Box | | | |
| to give our users/visitors a sense of public ownership and responsibility | | | | | |
| to increase trust and loyalty of the users/visitors with regard to our institution | | | | | |

F-4: What are the main risks and challenges of crowdsourcing from the point of view of your institution?

For my institution, these are important risks or challenges when it comes to crowdsourcing:

| | No, not at all 1 | 2 | 3 | 4 | Yes, absolutely 5 | no answer possible |
|---|---------------------------|---|---|--------|-------------------------|-----------------------|
| Little influence on results | | | | \Box | | |
| Extensive preparation and follow-up required | | | | | | |
| Difficulties to estimate the time scope | | | | | | |
| The continuity of data maintenance is not guaranteed over the longer term | | | | | | |
| Limited planning security | | | | | | |
| Anxiety among employees (loss of job, changes to roles and tasks, etc.) | | | | | | |

G – Skills and know-how

G-1: Are the skills and know-how of your institution's staff sufficient in the areas listed below? *Please indicate to what extent skills and know-how are sufficient compared to your institution's goals and requirements.*

Skills and know-how in these areas are...

| | clearly insufficient 1 | 2 | 3 | 4 | clearly sufficient 5 | no answer possible |
|--|------------------------------|---|--------|---|----------------------------|--------------------------|
| Metadata (including metadata standards) | | | | | | |
| Linked data | | | | | | |
| Technical aspects of digitization | | | | | | |
| Copyright status of heritage objects and rights clearing | | | | | | |
| Copyright licensing and making works available | | | \Box | | | |
| Laws and rules regarding access and reuse of public sector information | | | | | | |
| Use of social media for outreach and promotion | | | | | | |
| Online collaboration and community management | | | | | | |

G-2: There are different ways to acquire skills and know-how in the areas covered by this survey. Among the ways used by your institution's staff **during the last year**, please indicate which ones have been the most effective for your institution.

The following ways of acquiring skills and know-how have been...

| | not effective at all 1 | 2 | 3 | 4 | very effective 5 | not used in the last year | no answer possible |
|---|---------------------------------|---|---|---|------------------------|---------------------------------------|--------------------------|
| Guidelines from public authorities responsible for culture and/or cultural heritage | | | | | | | |
| Guidelines from a designated center of competence | | | | | | | |
| Guidelines from professional organizations | | | | | | | |
| Training offered by public institutions | | | | | | | |
| Training offered by professional organizations | | | | | | | |
| Training offered by private companies | | | | | | | |
| Conferences / workshops | | | | | | | |
| Desk research (books, articles, online information) | | | | | | | |
| Advice from peers | | | | | | | |
| Other (please specify): | | | | | | | |

H – Further information / training / consulting

H-1: In which areas would your institution require further information, training, or external consulting?

Please note that this information will be treated confidentially. If you would like to be contacted by one of our partners based on this information, please indicate your contact details in the following section. Please check all that apply.

| | Information | Training | Consulting |
|---|-------------|----------|------------|
| Open data / linked data | | | |
| Digitization | | | |
| Open content | | | |
| Social media | | | |
| Cooperation with Wikipedia / Wikimedia | | | |

H-2: If you would like to receive an information brochure, request a consultation without obligation or are interested in information or training events, please give your contact details below and let us know what aspects most interest you.

We will use your responses to the preceding question along with your contact details to get in touch with you if you wish so. The responses to the other questions will be treated independently from your contact details in order to ensure the anonymity of the survey. You don't have to indicate your contact details if you don't want to be contacted.

| Institution | |
|------------------|---|
| | |
| Surname | |
| | |
| First name | |
| | • |
| Street | |
| | • |
| Postal code | |
| | |
| City | |
| | • |
| Country | |
| | • |
| Telephone number | |
| | |
| Email | |
| | |

Please describe the aspects that most interest you:

J-1: Please indicate the professional role(s) of the people who have responded to this questionnaire. Several answers possible. Please include the people who have provided you with information regarding particular questions.

- Director or member of the executive board
- Responsible for facilitating access to collections
- □ Responsible for communication
- □ Responsible for preservation
- □ Responsible for digitization
- □ Responsible for information systems
- □ Responsible for innovation and/or change management
- □ Responsible for the coordination of volunteers and/or community management
- □ Other (please specify):

Please leave any remarks or comments on the survey in the space provided below:

Thank you for participating in our survey!

If you don't want to fill in the online questionnaire, you can send us your completed questionnaire by e-mail to: xxx@xyz.org

or by ordinary mail to: organization, person address, postal code, city.