

# 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, audio-visual 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)
- 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)

**A-4:** Who are the **main users** of your institution according to its mission?

*Several answers possible. Please check all that apply.*

- Private individuals (general public)
- Educational institutions (school classes, students, teachers, lecturers)
- Public authorities
- Cultural institutions
- Private enterprises
- Research institutions / specialists
- Journalists / the media



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

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

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

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





## 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)

	Approximative %		my institution doesn't have this type of metadata
	at present	in 5 years	
Catalogues, inventories, finding aids	<input type="text"/>	<input type="text"/>	<input type="checkbox"/>
Glossaries, vocabularies, ontologies	<input type="text"/>	<input type="text"/>	<input type="checkbox"/>
Name authority files	<input type="text"/>	<input type="text"/>	<input type="checkbox"/>

**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)

	Approximative %		no answer possible
	at present	in 5 years	
Catalogues, inventories, finding aids	<input type="text"/>	<input type="text"/>	<input type="checkbox"/>
Glossaries, vocabularies, ontologies	<input type="text"/>	<input type="text"/>	<input type="checkbox"/>
Name authority files	<input type="text"/>	<input type="text"/>	<input type="checkbox"/>

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

*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.*





**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)

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

**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%.*

	Approximative %				No answer possible
	Public domain	Under copyright, controlled by the institution	Under copyright, controlled by third parties	Copyright status unknown	
<b>Text based resources</b> (books, manuscripts, autographs, periodicals, newspapers, including electronic versions and copies on microfilm)	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="checkbox"/>
<b>Two-dimensional visual resources</b> (drawings, paintings, engravings, prints, photographs, posters, sheet music, maps)	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="checkbox"/>
<b>Archival resources</b> (official documents, archival records)	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="checkbox"/>
<b>Three-dimensional man-made movable objects</b> (three-dimensional works of art, furnishings and equipment, craft artefacts, coins and medals, toys, objects of daily use, including archeological objects)	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="checkbox"/>
<b>Natural resources</b> (natural inert specimens, natural living specimens)	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="checkbox"/>
<b>Geography based resources</b> (monuments and buildings, landscapes, archeological sites)	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="checkbox"/>
<b>Time based resources</b> (audio documents, film documents, video recordings; but excluding audio-books)	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="checkbox"/>
<b>Digital interactive resources</b> (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)	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="checkbox"/>







## 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+)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Professional networking sites (e.g. LinkedIn, Xing)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Microblogging services (e.g. Twitter, Tumblr)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Video sharing sites (e.g. Youtube)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Photo sharing sites (e.g. Flickr)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Social (visual) bookmarking sites (e.g. Pinterest, del.icio.us)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Social cataloguing services (e.g. LibraryThing)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Blogs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Collaborative online communities (e.g. Wikipedia, MusicBrainz)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Social media functionalities built into our institutional website (e.g. comment function, social tagging, embedded Facebook widgets)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other (please specify): <input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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



## 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	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Wikimedia Commons	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Wikidata	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
MusicBrainz	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
freeDB	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Internet Movie Database (IMDb)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
International Music Score Library Project (IMSLP)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other (please specify): <input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**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	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Contextualisation (presenting heritage objects in new contexts; providing background information)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Supplementation of collections (contributing additional objects or facilitating their acquisition)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Classification / supplementation of metadata	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Co-curation (selecting, organizing and displaying)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Crowdfunding (financing)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other (please specify): <input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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







## 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	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Digitization	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Open content	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Social media	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cooperation with Wikipedia / Wikimedia	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**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	<input type="text"/>
Surname	<input type="text"/>
First name	<input type="text"/>
Street	<input type="text"/>
Postal code	<input type="text"/>
City	<input type="text"/>
Country	<input type="text"/>
Telephone number	<input type="text"/>
Email	<input type="text"/>

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.