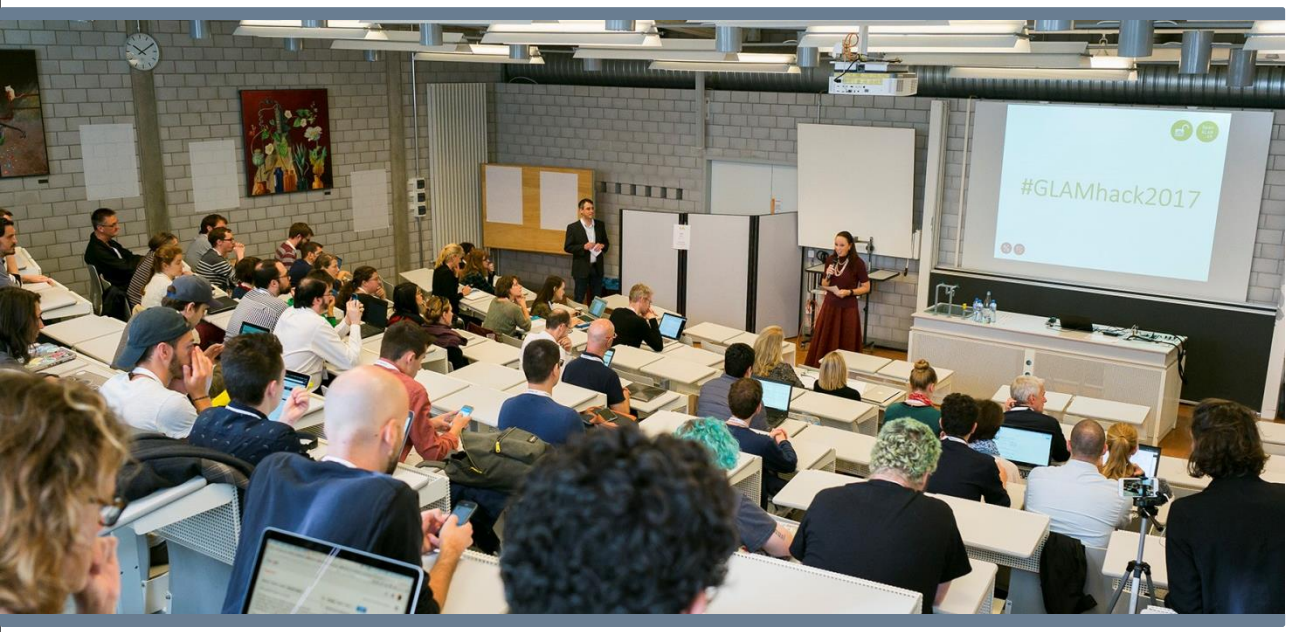
Berner Fachhochschule
Haute école spécialisée bernoise
Bern University of Applied Sciences



Swiss Open Cultural Data Hackathon 2017 at the University of Lausanne, image: Laurent Dubois, BCU Lausanne, CC BY-SA 4.0

Swiss Open Cultural Data Hackathon 2017 Results of the Participants' Survey

Beat Estermann, 8 April 2018

Response Rates

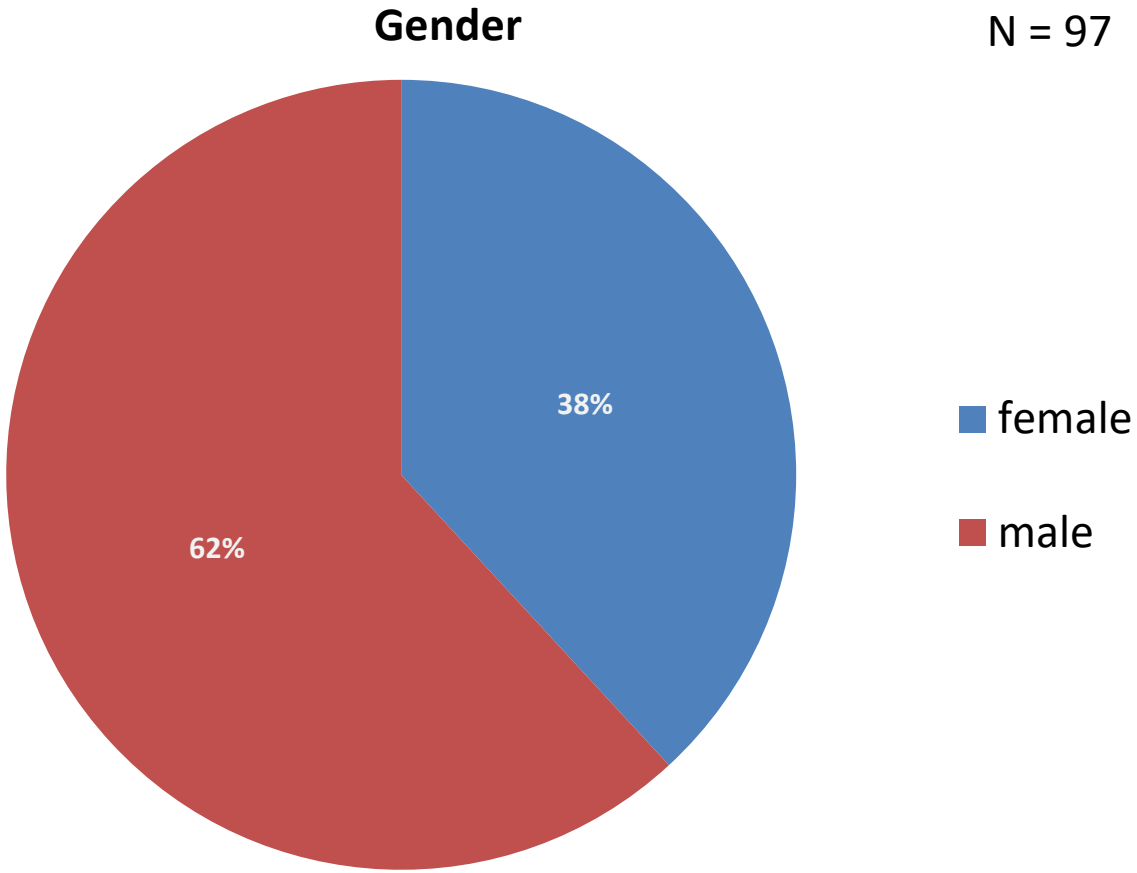
	Hackathon Participants	Survey Sample	Response Rate
N	97	43	44%
Gender			
male	60	27	45%
female	37	16	43%

Remarks

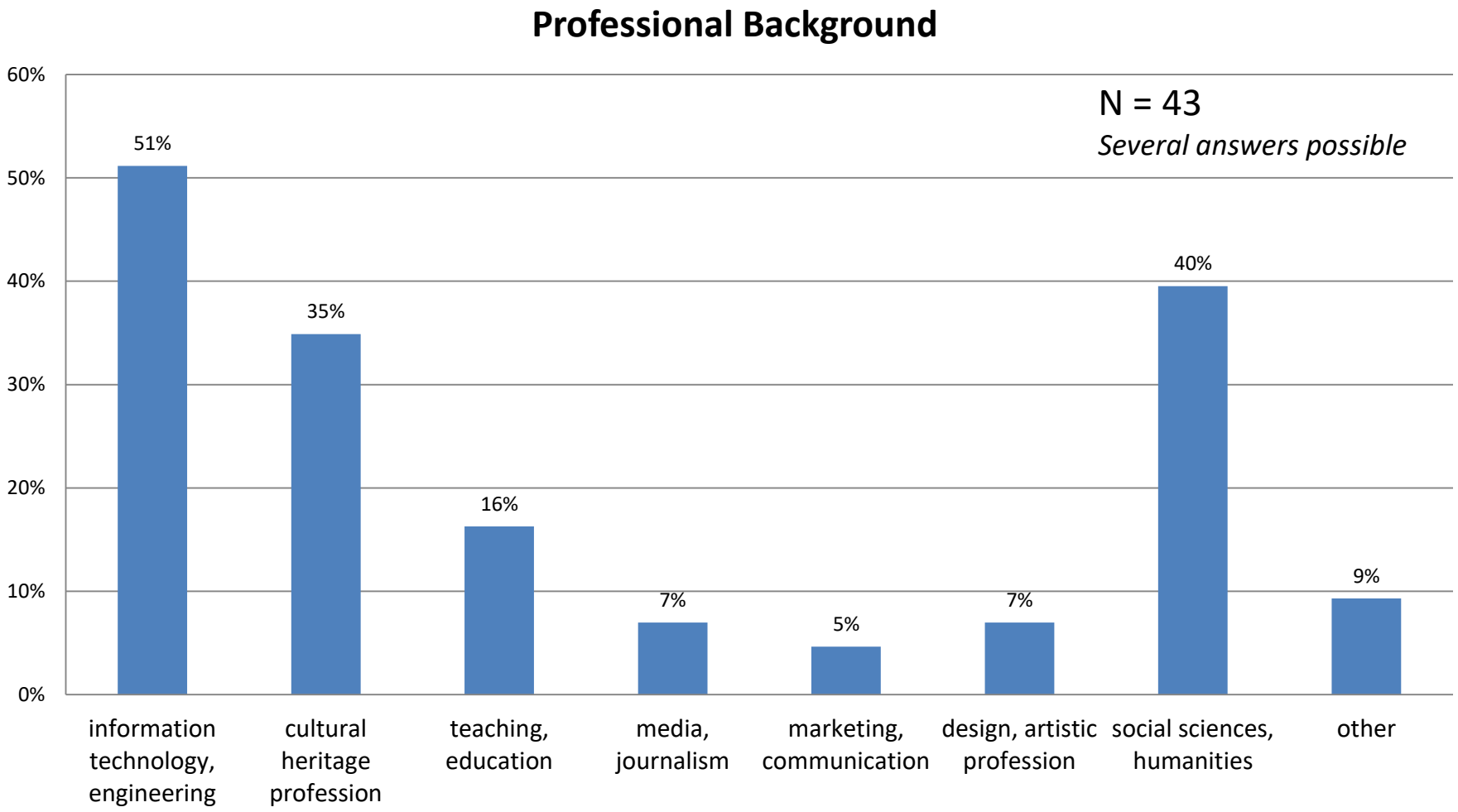
- The data was collected by means of an online survey between 5 and 23 March 2018, i.e. ca. 6 months after the event; one invitation mail and two reminders were sent out.
- The response rate of 44% is slightly lower than the previous years (46-50%).

Composition of the Participants

Gender Distribution
(based on registration data)

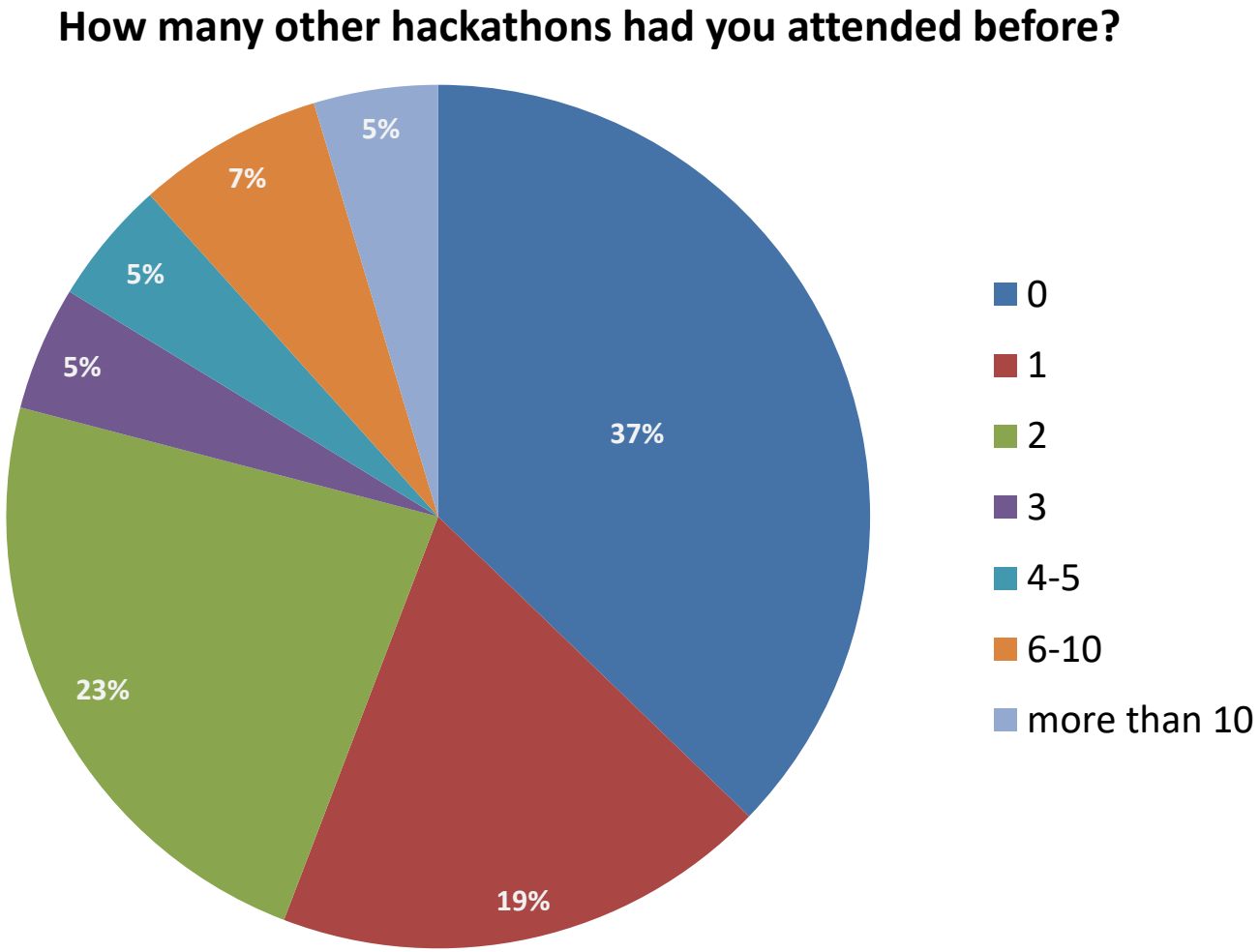


Participants' Professional Background

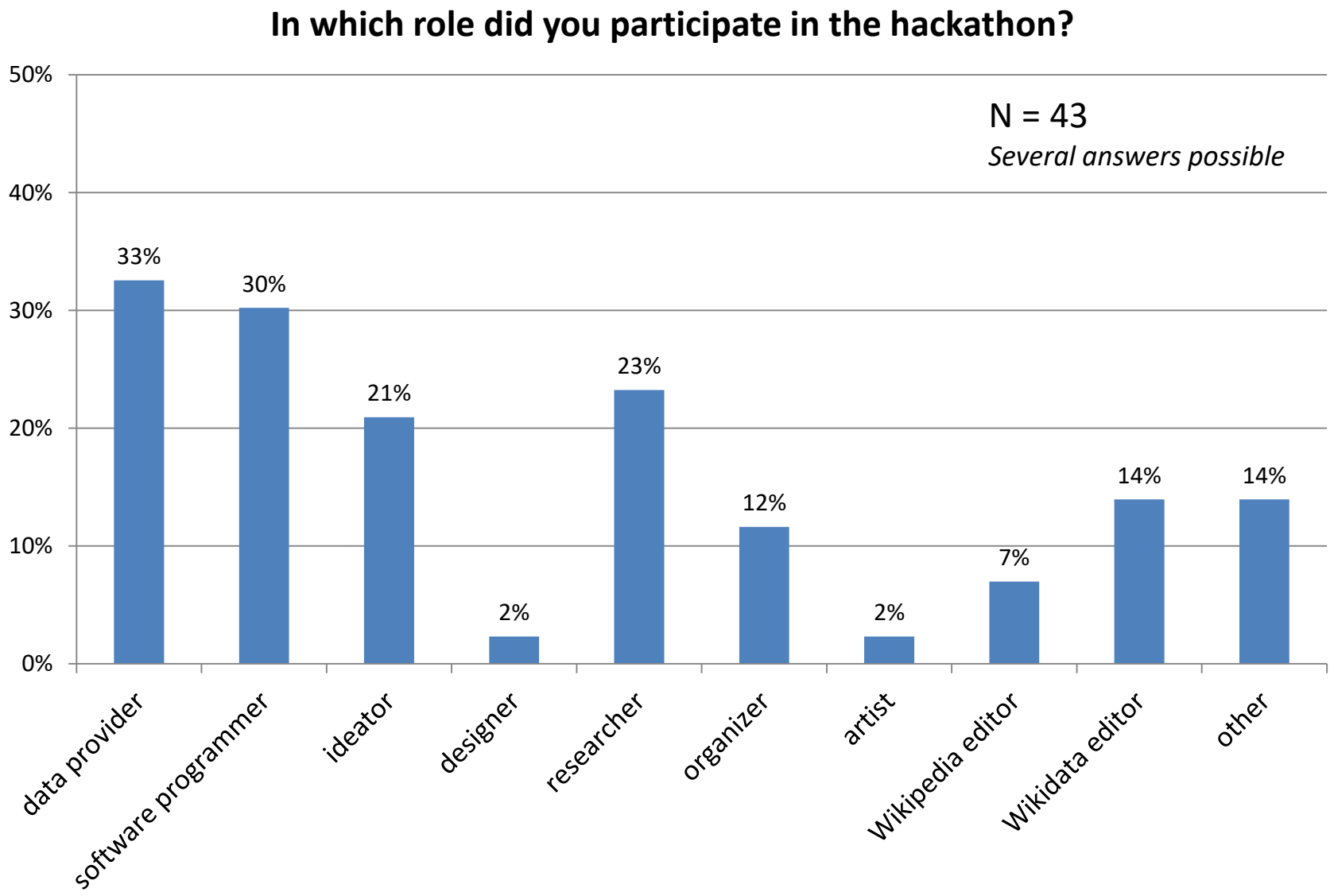


Participants' Previous Hackathon Experience

N = 43



Participants' Role(s) During the Hackathon

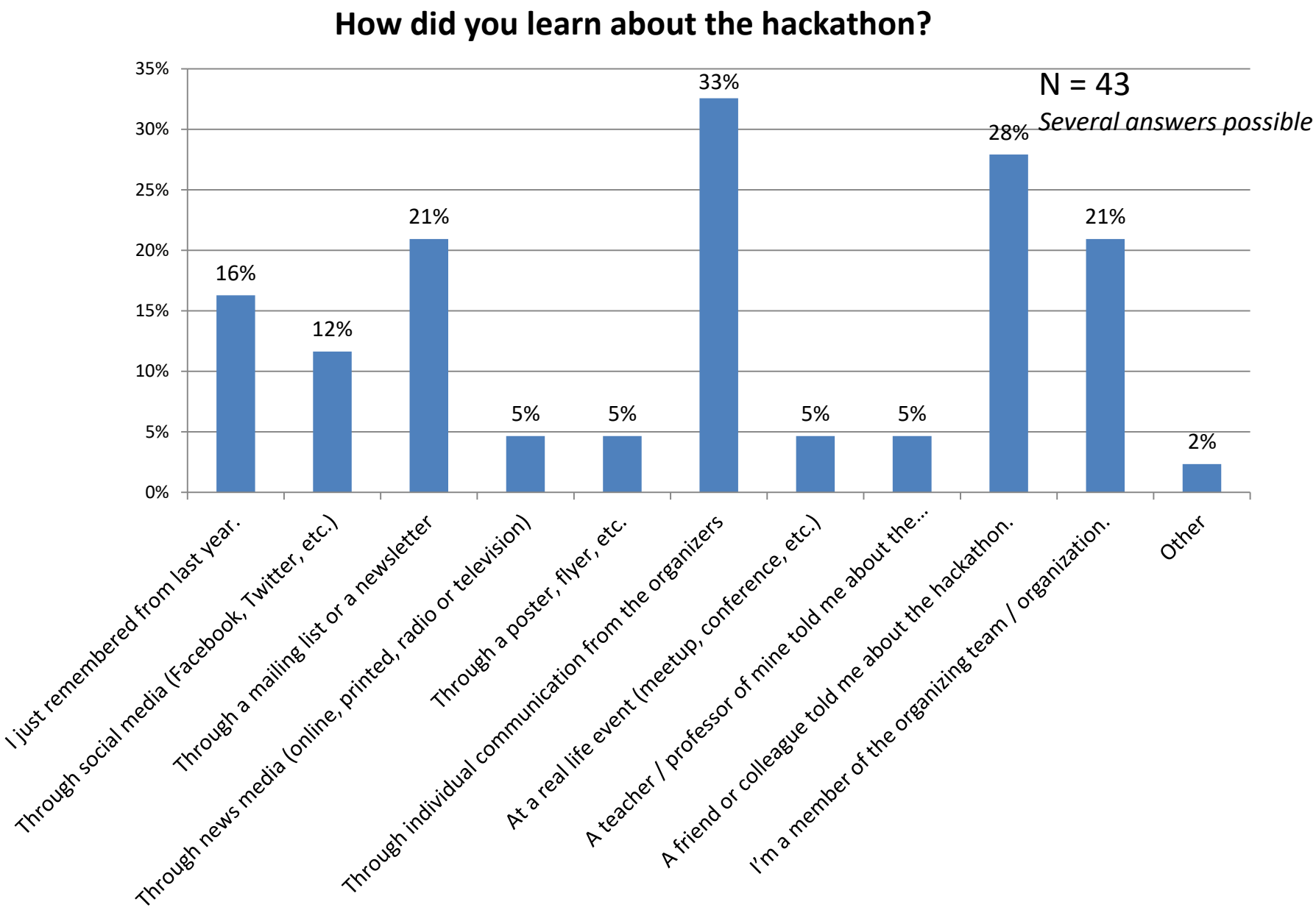


Remarks / Insights

- **Women were still under-represented** at the hackathon, but with 38% their ratio was again significantly higher than in the previous year (2015: 19%; 2016: 33%).
- The hackathon **attracted a substantial share of new hackathon-goers** (37%); this number is decreasing from year to year (2015: 61%; 2016: 53%).
- **Data providers** (33%) and **software programmers** (30%) made up the largest participant groups, followed by **researchers** (23%) and **ideators** (21%). Compared to the previous year, the ratio of data providers slightly decreased and settled around the 2015 level (2015: 35%; 2016: 43%), while the ratio of the other categories roughly remained the same.
- Approx. half of the participants had an **IT or engineering background**. The other two professional groups that were most strongly represented were people with a **background in the social sciences or in the humanities** (40%) as well as **cultural heritage professionals** (35%).

Communication Channels

How Participants Learned About the Hackathon



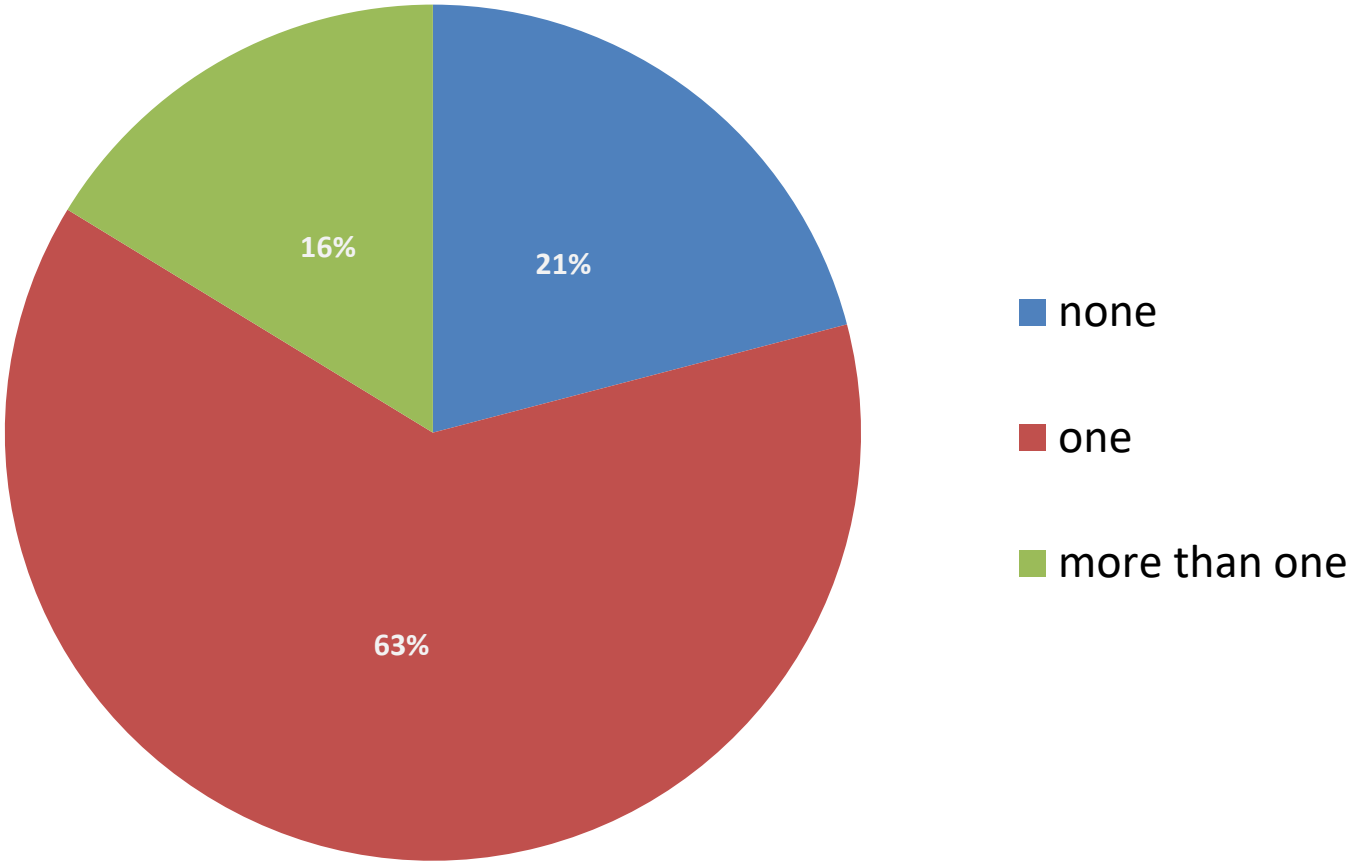
Remarks / Insights

- The communication channels that worked best to attract participants were word of mouth, either directly from the members of the organizing team (33%) or through friends or colleagues (28%).
- Mailing lists / newsletters ranked third (21%) but were mentioned significantly less often than in the previous year (43%).
- The share of participants who just remembered from the previous year (16%) doubled from 8% in 2016, and the share of people who knew about the hackathon because they were a member of the organizing team or organization (21%) also saw a significant increase compared to the previous year (14%).
- The hackathon thus seems to have acquired a base of regular participants and organizers who attract more participants from their immediate environment.

Participants' Activity During and After the Hackathon

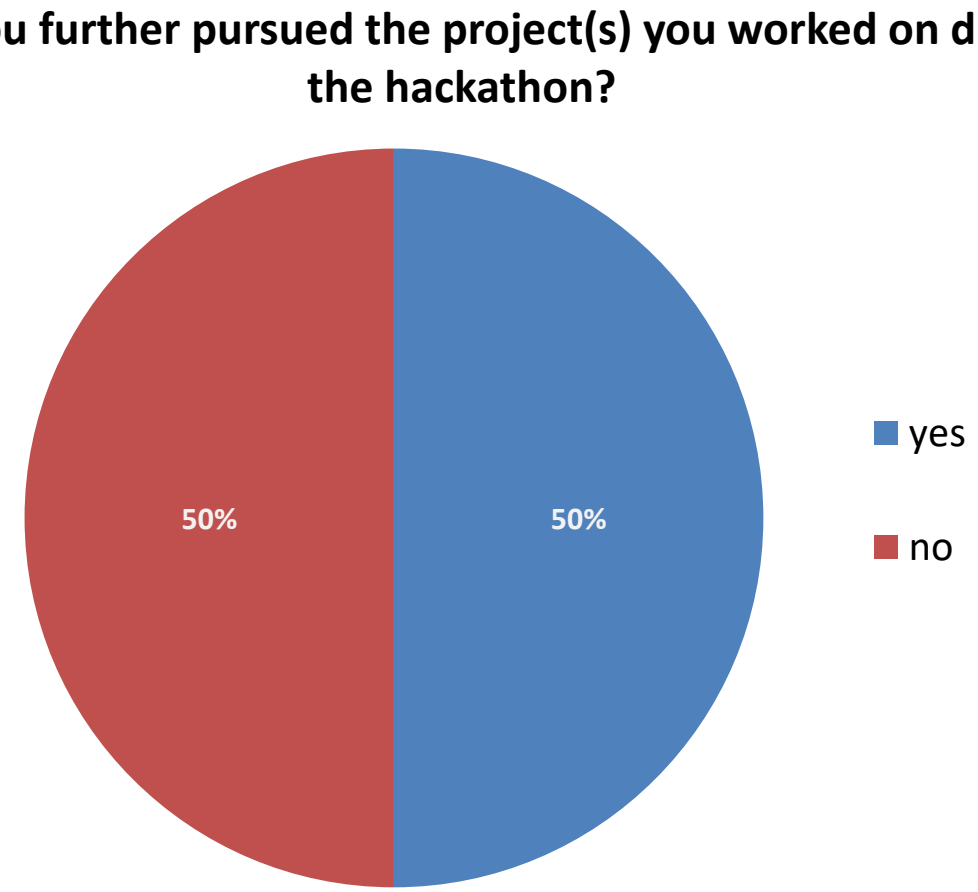
Involvement in Hackathon Projects

N = 43



Activity around Hackathon Projects after the Event

N = 34

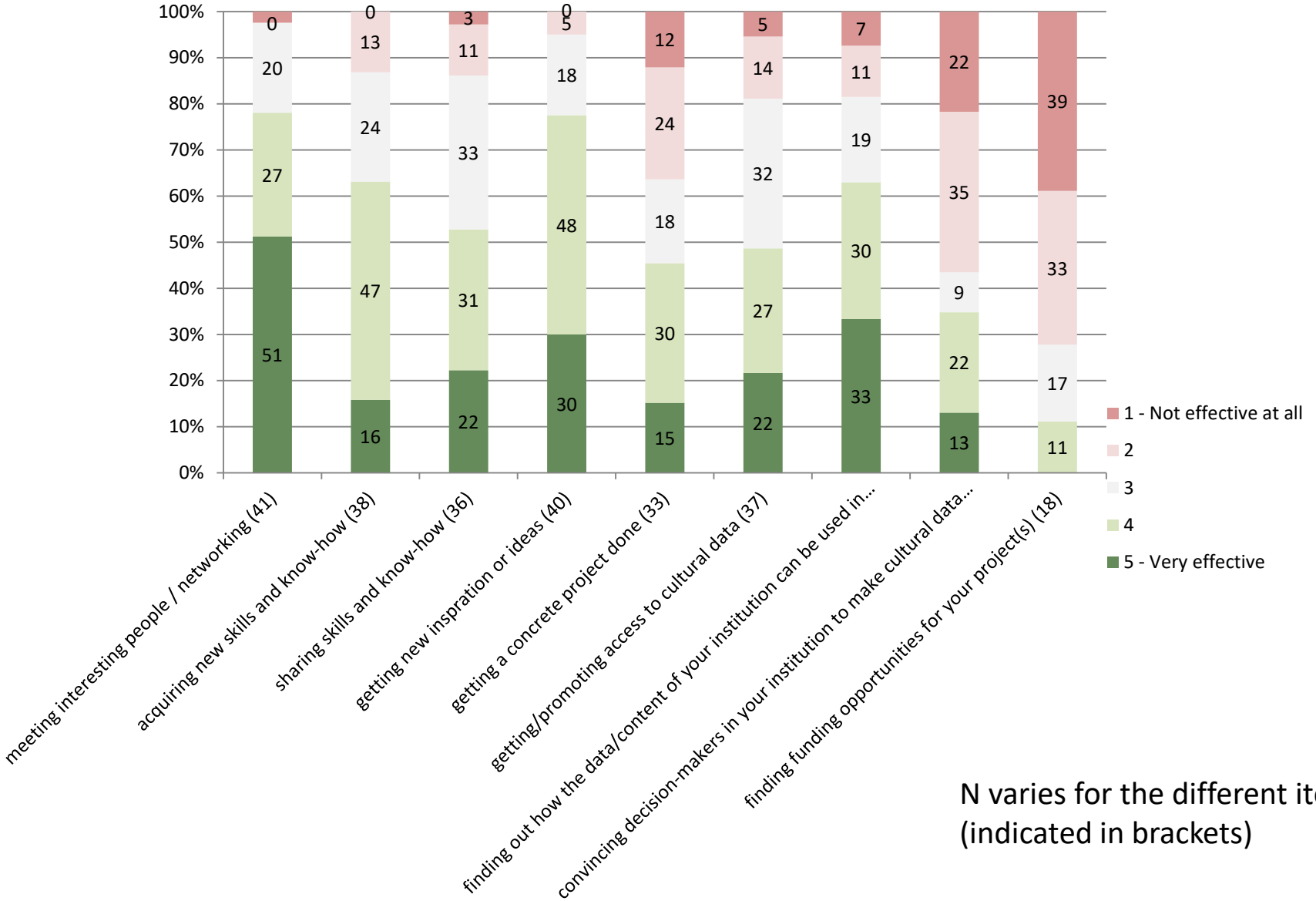


Remarks / Insights

- **80% of hackathon participants took an active part** in at least one of the 11 hackathon projects. Some of the remaining 20% acted as organizers or participated as "observers" or data providers.
- **50% of the participants** who had taken an active part in at least one of the hackathon projects **further pursued their project(s)** after the event. This number is a bit higher than in the previous year and similar to the one two years ago (2015: 50%; 2016: 40%). Note the varying time lag between the event and the survey (2015: 9 months; 2016: 5 months; 2017: 6 months).
- About **a third** of those who have not further pursued their project(s) have not done so due to a **lack of time. 20%** mentioned that their **project had already been completed**, and **20%** indicated that there was a **lack of feedback / involvement** after the event.

Effectiveness of the Hackathon

Effectiveness of the Hackathon



N varies for the different items (indicated in brackets)

Strategies to Improve the Sustainability of the Hackathon's Impact

Measure	Score (scale: 1-5)
offer hands-on workshops and introductory courses before the hackathon	4.21
offer coaching to assist hackathon teams to further pursue their project	4.10
present the outcome of hackathon projects at conferences and events for a specialized audience	4.06
improve the quality and/or completeness of open datasets	3.94
present the outcome of hackathon projects at events for a broader public	3.87
systematically involve students (e.g. by integrating hackathon-related activities into their curriculum)	3.87
improve the media coverage of the hackathon and the resulting projects	3.70
offer hands-on workshops and introductory courses during the hackathon	3.65
create hackathon teams in advance of the event	3.30
apply structured creativity methods	3.23
increase the number of open datasets	3.21
hold smaller-scale hackdays several weeks before the larger hackathon	3.20
narrow down the thematic scope of the hackathon by formulating specific goals	3.00
hold a competition among hackathon teams	2.67
limit the number of datasets to be used during the hackathon	2.38

Remarks / Insights

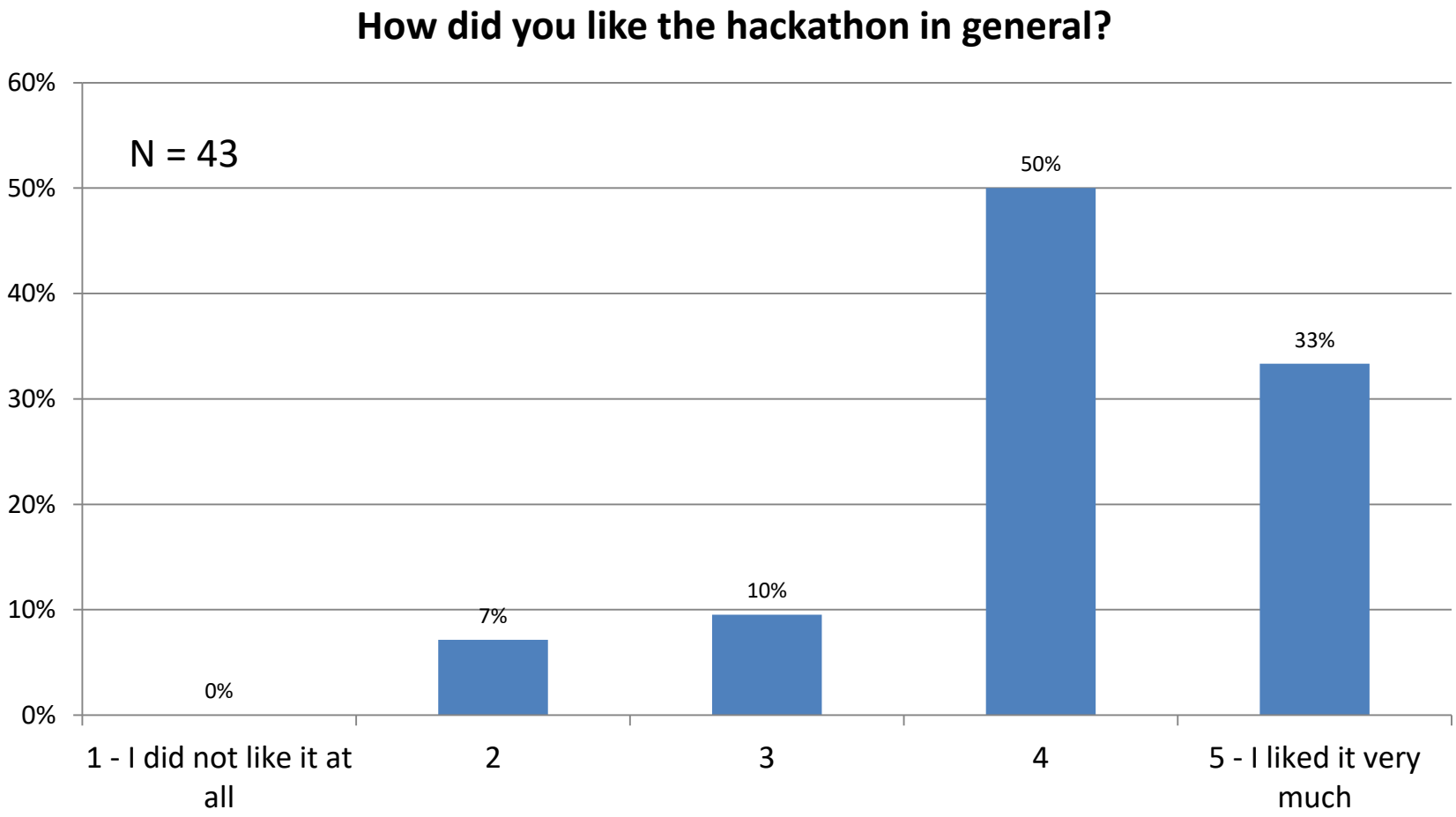
- The hackathon has been **most effective** in terms of “meeting interesting people / networking” and “getting new inspiration or ideas” (both rated positively at 78%), followed by finding out how data of one's institution can be used in new contexts (63%), and by acquiring or sharing skills and know-how (63% and 53% respectively).
- The hackathon has been **somewhat effective** in getting/promoting access to cultural data (49%), in terms of getting a concrete project done (45%) and in convincing decision-makers to make cultural data/content openly available for re-use (35%).
- The hackathon has been **rather ineffective** in terms of finding funding opportunities for hackathon projects (11%).

Remarks / Insights (continued)

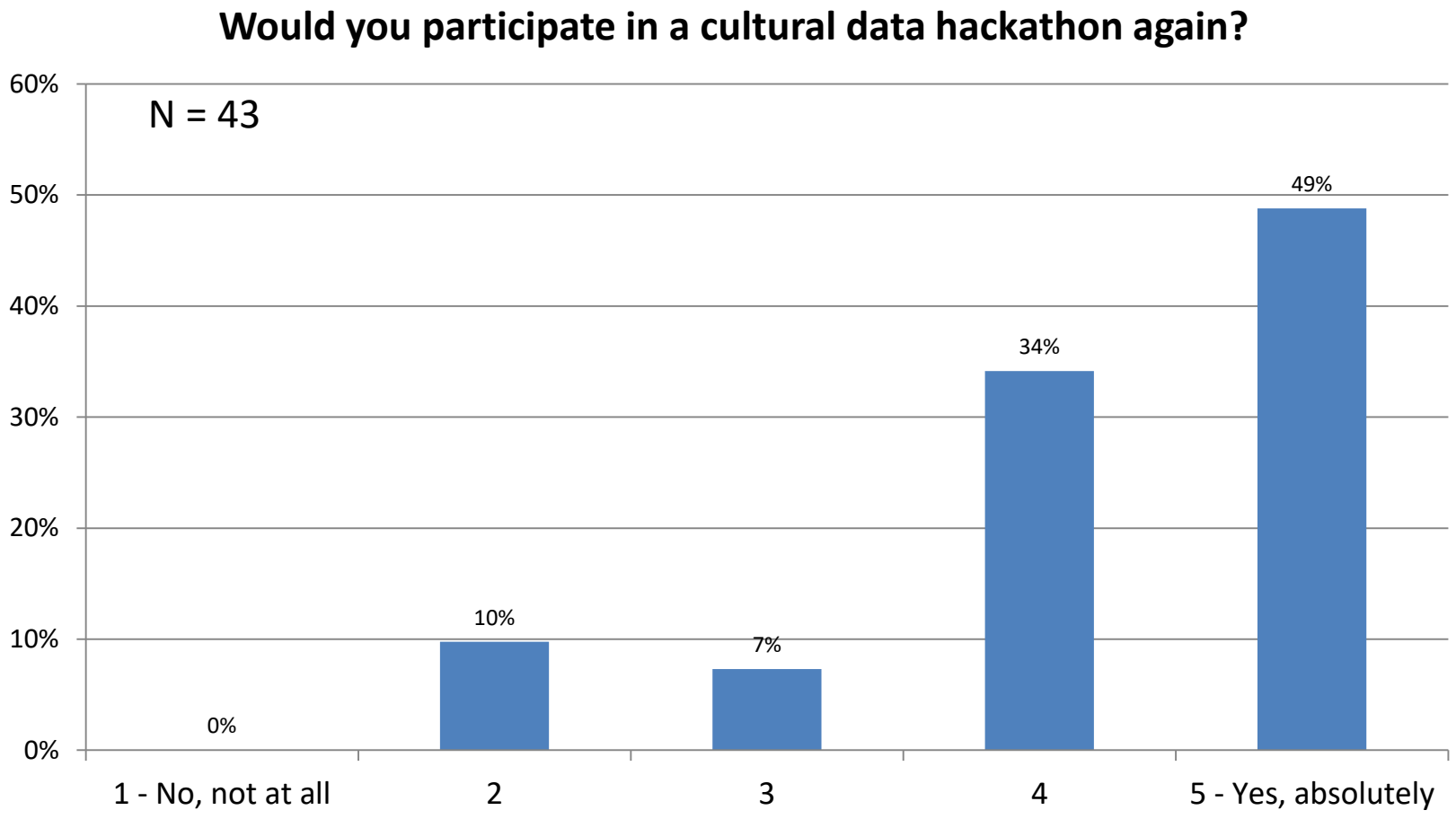
- The six top-ranked measures to improve the long-term impact of the hackathon include:
  - **offering hands-on workshops and introductory courses between hackathons**
  - **offering coaching to assist hackathon teams to further pursue their project**
  - **presenting the outcome of hackathon projects to specialized audiences or to a broader public**
  - **Improving the quality and/or completeness of open datasets**
  - **systematically involving students**

Participants’ Satisfaction

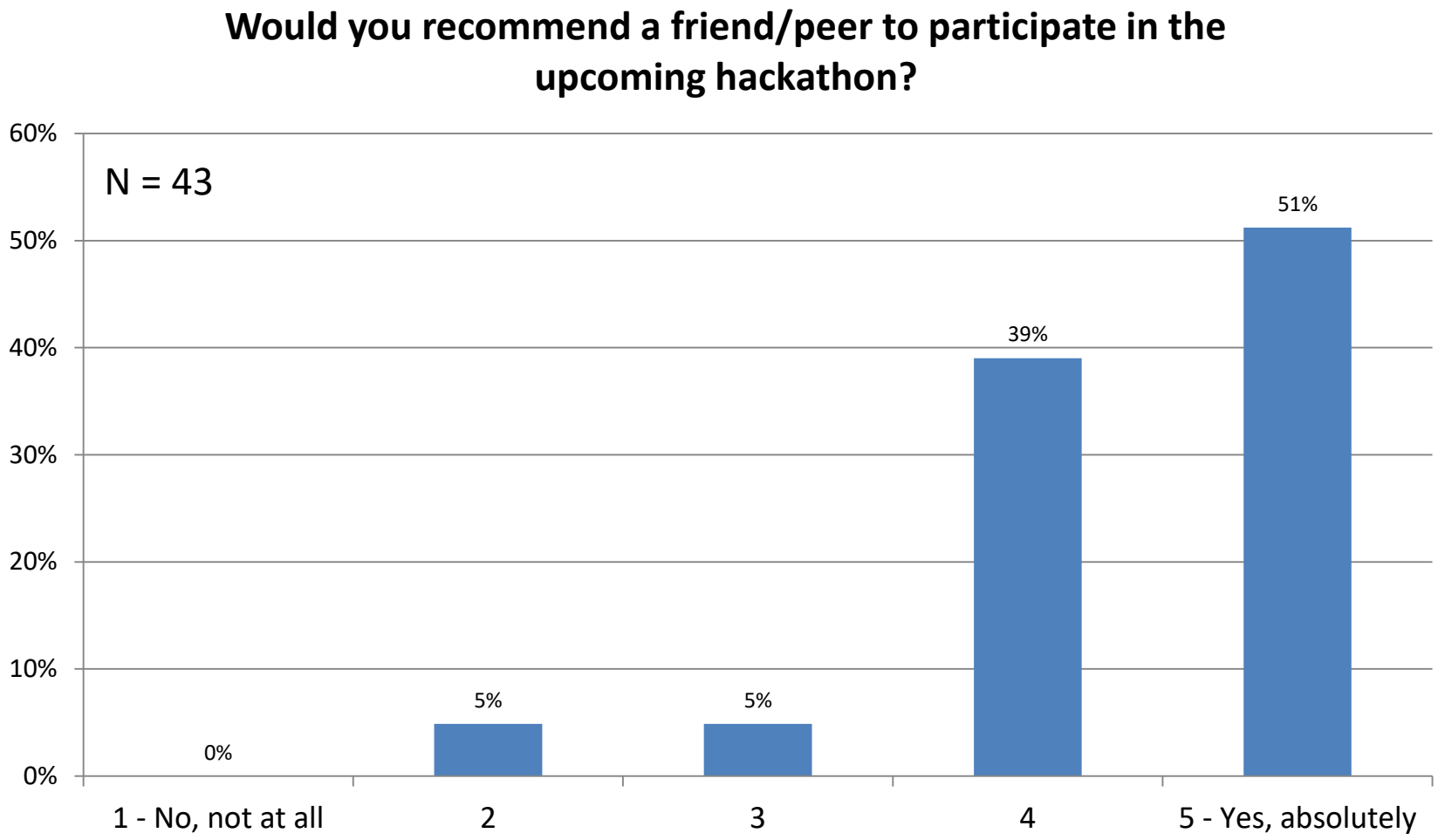
General Satisfaction



Readiness to Participate in Another Cultural Hackathon



Readiness to Recommend the Hackathon



Conclusions

Conclusions

- From a participants' perspective, **the hackathon has been a large success**, satisfaction rates range from 80% to 83% (2016: 88% to 92%).
- The hackathon has again **attracted many participants who hadn't been involved in hackathons before**, but also **remains attractive to earlier participants**.
- The hackathon has been most effective in terms of **networking**, **spurring and exchanging ideas**, **finding out how data can be used in new contexts, exchanging skills and know how,** as well as **promoting access to cultural data**.
- From a sustainability point of view, the survey results paint a mixed picture: **Half of the participants actively involved in at least one of the projects had further pursued their project(s)** 6 months after the event. As expected, the hackathon hardly improved the participants' chances to get funding for their projects.
- The most promising measures to improve the hackathon's long-term impact are:
  - workshops and introductory courses in-between hackathons;
  - coaching for hackathon teams;
  - presentation of hackathon projects at various occasions;
  - improving the quality and/or completeness of open datasets;
  - systematically involving students.