

# Risks, Benefits and Motivations— Preservation Outreach New Approaches

3<sup>rd</sup> Annual WePreserve Conference: A New  
Generation of Preservation Tools and Services

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## *The Issue*

How do we engage multi-disciplinary communities, encourage investment in preservation research and solution delivery and how do we advance curatorial best practice.

## What do we know -- ERPANET

- Perceptions of risk: risk awareness varied markedly within organisations and communities
- Value of information depends upon recognition of business/organisational dependency, potential of re-use, or risk associated with information (not necessarily cost)
- Researchers and Organisations waiting for external solutions
- Preservation/curation processes poorly understood
- Lack of policies and procedures and their take-up

## An Agitating Buzz about Things Digital

- We have successfully socially amplified the perception of risks associated with digital materials within narrow communities
- While there are ‘risk amplifiers’ and ‘risk attenuators’, preceptions of risk arise from complex social and cultural processes
- Have we socially constructed our preceptions of preservation risk within a vacuum

## We need to make a radical change

- We need to stop ‘building that agitating buzz’
- We need to deliver actual solutions that work. -- this Conference shows solutions
- We need solutions that scale.

# What is *DPE*?

- *Digital Preservation Europe (DPE)* fosters collaboration & synergies between existing national initiatives across the European Research Area.
- *DPE* addresses the need to improve coordination, cooperation, and consistency in current activities to secure the longevity digital materials.

# What have we been up too Our Website

- DPE Website
- DPE Challenge
- DPE Position Papers
- DPE Unique Identifier Service
- Research Roadmap
- Community Building
- DRAMBORA Online Interactive
- PLATTER (Planning Tool for Trusted Electronic Repositories)
- DPEX Exchange Programme
- CeBIT 2008
- WePreserve
- Collaborative Training Programme

# Briefing Papers – Traditional Channel to Market

- Introductions to key topics for core sectors
- Multi-lingual materials
- Quite coverage





## Change the Channel

- The Preservation Community needs to change how it is getting its message across and its channels to market...
- Workshops and conferences need new focus – how we market and how we disseminate.

## *Focus on Sectoral Awareness Raising*

- Work with trade associations and professional societies within our core sectors to disseminate the preservation message.
- Focus on communities direct vested interest in how digital materials are handled, have legacy potential,
- Reach large horizontal and cascading communities (that is professionals as well as users of the professional services),
- Focus on communities that could easily provide exemplar status, have strong trade and academic journals, have professional meetings.
- Refine the matrix of of benefits derived from investing in preservation within the context of these communities
- Use a benefits rather than risks.
- Work with message mediums who are likely to be key players in our core sectors to improve the community that is ‘spreading the word’

## *Develop and Deliver Online Training Module*

- DPE will release a self-administered Records Management and Long Term Access Module
- Modelled on ECDL style training
- Aim: Raise awareness at the point of creation of information of the processes for handling and creating it.
- Integration of Records Management Module into ECDL and other Information Management Platforms

# Preservation Animated Video

- DPE will release a 5-6 minute animation video on Digital Preservation on YouTube (and other such sites) for a general audience.
- Extensible ‘character set’ initially ‘digbit’ the animated digital preservation guide-dog (e.g. collie), her friend ‘digisalvage’ the animated digital forensics search and rescue raccoon, and their arch-enemy ‘blizzard’ the giant digital object eating coachroach.
- As a computing science colleague commented ‘If used correctly, such an effort may create something aesthetically wonderful and cognitively very effective.’ (D1.3)
- Domains: Airplane databases (following air accident), large building complex/nuclear reactor, sufferings of digital preservation researchers, images, and genealogy.

## *Platter Online Training Presentation*

- DPE design, develop and release a short online training video to support users of Platter with coming to grips with the methodology
- Suite of slides with voice over rather than talking heads....
- Available through DPE, WePreserve, and YouTube websites

## *DRAMBORA Online Tool Walkthrough*

- Design, develop, and release a short online training DRAMBORA Walkthrough to support users of DRAMBORA with coming to grips with the process of using the toolkit to be released on the DPE, WePreserve, DRAMBORA and YouTube websites.

## *Training for DRAMBORA Auditors*

- Courses to 'Accredit' DRAMBORA Auditors
- Multi-staged programme

## *Extended Online Viral Dissemination*

- *Change the methods for approaching the markets*
- Focus on using Search Engine Optimisation (SEO) and Search Engine Marketing (SEM) Techniques to get the digital preservation message out to our communities of practice.
- Focus on such social networking tools as AuthorSTREAM, Delicious, Facebook, Flickr, XING, YouTube to reach our communities.
- Exploit more effectively the information resources such as Wikipedia, by ensuring information represented in them (multiple languages as well)



## Lessons Across the Board

- Projects need to exploit viral marketing
- We need to capitalise on web 2.0 and web 3.0 technologies
- We need to produce more online materials that are dynamic, visual, interactive
- We need to embed in information programmes