



This project has received funding from the European Union's Seventh Framework Programme for research, technological development and demonstration under grant agreement no 632694



UNIVERSITY OF MALTA  
L-Università ta' Malta

# The Workshop on User Requirements and Plenary Meeting, Malta, 25-27 November 2014

## Workshop report

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### Summary

The main aim of this workshop was to bring together project partners and local stakeholders and to discuss the emerging requirements combining relevant experience from work undertaken outside the Civic Epistemologies project with expert input and user studies performed within the project.

The event was attended by representatives of almost all project partners and local representatives from the Cultural Policy Committee, National Archives, Friends of the National Archives, Notarial Archives, St James Cavallier Centre for Creativity, and University of Malta. In addition to these participants, the workshop had four external speakers who discussed in depth citizen science experiences outside of the project from the domains of music, libraries, historical research and general e-Infrastructure issues with speakers from the Netherlands, Wales, Luxembourg and Spain.

The event combined presentations with discussions and brainstorming sessions and visits to some local cultural heritage institutions. It helped to:

- Identify the key groups of users addressed by the project (CH professionals, academics, citizens, cultural industries) as well as key stakeholders (CH institutions, funders, media, academic institutions, citizens activist organisations);
- Arrive to a better understanding on some overlapping and some specific requirements of those groups;
- Discuss how to best document the requirements for future use within the work on the roadmap.

### Methodology of gathering requirements

Civic Epistemologies adopted a mixed method methodology for gathering user requirements (see Fig. 1).

- **Existing body of knowledge** (the project team studied existing **publications** and **examples of projects** from the domains of Humanities and Arts – which could later be adopted as best practice examples);
- **User studies** conducted within the project. The methodology adopted was mixed methods combining **expert consultations** within the project consortium with **focus groups** aiming to capture the opinions of different stakeholders/users (policy makers, citizen activist

organisations and citizen scholars) and planning for conducting a **web questionnaire study** across CH institution professionals.

The role of the workshop on user requirements was to start consolidating the various observations and findings.

In order to discuss emerging trends, the workshop on requirements was held on 25-27 November 2014 in Malta. It attracted representatives of all but one project partners as well as some key representatives of the Maltese policy makers and cultural heritage and arts sectors. The workshop followed a structure of alternating presentations of existing experiences with brain storming sessions.

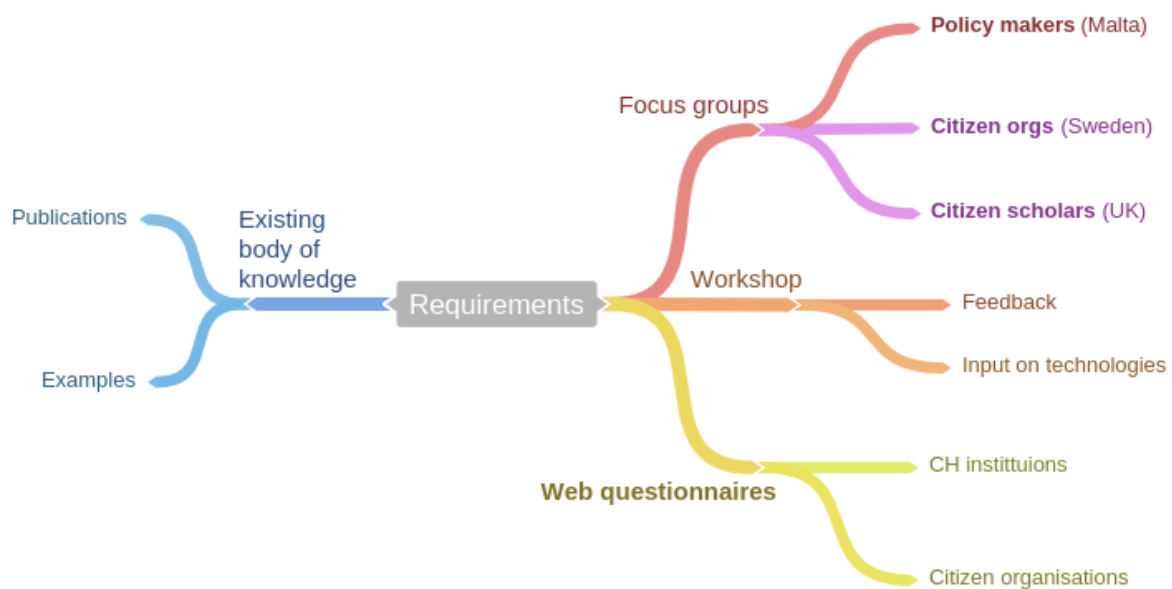


Fig. 1. Summary of requirements sources in the Civic Epistemologies project

## Main discussion, themes, and outcomes

The workshop started with a presentation which emphasized the role of citizen science and creativity in modern economic development; it was delivered by Mauro Fazio from the Italian Ministry of the Economic Development, coordinator of the project. The aims of the workshop within the overall context of the project were addressed in the presentation of Antonella Fresa from PROMOTER, technical coordinator of Civic Epistemologies.

These introductions were followed by two case studies from invited participants. **Fermín Serrano Sanz** (University of Zaragoza, Spain) addressed the issues around **a holistic view of Citizen Science infrastructures**. It was impressive how many different tools are being used to create such infrastructures. It was also interesting to see that the main users according to him within citizen

science are researchers and the e-Infrastructures were discussed from the point of view of facilitating researchers to set up and implement citizen science projects.

The next case study addressed **the engagement of the crowd in historical research** and presented a case study from the CVCE (Centre Virtuel de la Connaissance de l'Europe – CVCE, Luxembourg); it was prepared by **Catherine Jones and Ghislain Sillaume**. They emphasized that there are four different communities relevant to their efforts:

- Society at large
- Scientific communities
- Teaching and lifelong learning communities
- CVCE European Integration research

The use of crowdsourcing allows the involvement of users in distributed problem solving, which contributes to better mining of knowledge gathered. One example which was considered included contextualising photographs (adding information on persons appearing on them, places they were taken, any information on the events which had been documents). One interesting aspect was that both computers and citizens were used to verify this data. This process includes six steps, throughout which different sources are used to assist in categorization (starting with computer methods, then involving the crowd contribution and finally - experts).

### Breaking into smaller groups to discuss scenarios from the museum, archives and library domain

In order to explore to what extent the views on requirements of different users are coherent according to the experts present, the workshop continued with a brainstorming exercise where four groups had to summarise the requirements related to citizen science of management of a cultural heritage institution; of the general public; of researchers and of funding bodies.

The results are summarised in Table 1. The exercise helped to observe that:

- Even experts from the same project who work on the citizen science context for several months together have a good range of differing views on aspects of citizen science which are most relevant to the same type of user.
- There are also some overlaps; for example the topics of sustainability and of motivation of citizens were quite prominent.
- Infrastructures are definitely a key issue mentioned frequently.



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	<i>Group 1. (Archives)</i>	<i>Group 2. (Audio-visual collections)</i>	<i>Group 3. (Libraries)</i>	<i>Group 4. (Museums)</i>
<b>Management</b>	<ul style="list-style-type: none"> <li>Archives directly – human resources, infrastructure, political appeal, public funding, sustainability</li> <li>Project management – definition of data (including levels of openness)</li> <li>Archivists</li> <li>IT staff</li> </ul>	<ul style="list-style-type: none"> <li>Value for money</li> <li>In line with their mission</li> <li>Realistic scale</li> <li>Clear how info can be used (IPR)</li> <li>Sustainability</li> </ul>	<ul style="list-style-type: none"> <li>Sustainability</li> <li>Accountability of resources (IT, funding, personnel)</li> <li>Visibility (more funding, visitors...) – institutional image</li> </ul>	<ul style="list-style-type: none"> <li>A clear definition of the project</li> <li>Ownership</li> <li>The last word</li> <li>Control of the collection</li> <li>The latest resources (up-to-date infrastructure)</li> </ul>
<b>General public</b>	<ul style="list-style-type: none"> <li>Infrastructure – access, authentication and authorisation</li> <li>Motivation</li> <li>Time</li> <li>Skills and training</li> <li>Ownership of the results</li> </ul>	<ul style="list-style-type: none"> <li>Robust and user friendly infrastructures</li> <li>ROI – recognition</li> <li>Clear IPR</li> <li>FUN!</li> </ul>	<ul style="list-style-type: none"> <li>Full accessibility and usability</li> <li>Opportunity to contribute (wiki style)</li> <li>Motivation/encouragement/reward (not financial!)</li> <li>Improvement of the CH institution relationship</li> <li>Multilanguage data</li> </ul>	<ul style="list-style-type: none"> <li>Training and motivation</li> <li>Reward and recognition</li> <li>Easy and direct communication</li> <li>Support</li> <li>Feeling of being accepted</li> <li>Attachment and ownership</li> </ul>
<b>Researchers</b>	<ul style="list-style-type: none"> <li>Infrastructure</li> <li>Awareness of public skills</li> <li>Access to data</li> </ul>	<ul style="list-style-type: none"> <li>Clear benefits</li> <li>Recognition for results</li> <li>Quality control procedures and tools in place when project starts</li> <li>Output (open for reuse)</li> </ul>	<ul style="list-style-type: none"> <li>Greater sharing opportunity (data etc.)</li> <li>Cross language research</li> </ul>	<ul style="list-style-type: none"> <li>Cooperation without hassles</li> <li>Good reception</li> <li>Easy access to resources</li> </ul>
<b>Funding bodies</b>	<ul style="list-style-type: none"> <li>Foundations</li> <li>Public funding</li> <li>Crowd funding</li> <li>Auditors</li> </ul>	<ul style="list-style-type: none"> <li>Spotlight</li> <li>Credit</li> <li>Value for money</li> </ul>	<ul style="list-style-type: none"> <li>PR</li> <li>Value of the results</li> <li>Usage of end results (variety of users)</li> </ul>	<ul style="list-style-type: none"> <li>Exposure and recognition</li> <li>Feel part of the project</li> <li>Attachment/significance to the material</li> </ul>

Table 1. Suggested criteria during workshop brainstorming exercise



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The second day of the workshop started with two further case studies. **“Hooked On Music: Driving Public Engagement with Citizen Science”** was the contribution which drew strongly as well the theme of creativity and artistic applications into the workshop. It was presented by **John Ashley Burgoyne** (University of Amsterdam and Netherlands Institute for Sound and Vision, The Netherlands). Ashley Burgoyne presented a case study where citizen science was used within a gamification context which aimed to explore the process of recognising a song – the project was interested in seeing how much of a song a person should hear in order to recognise it. The project had two implementations on different technological platforms – in the Netherlands it attracted 1,500 participants but in the UK it had over 65,000 people who took part in playing the game. This is an excellent illustration of a case where citizen contribution is used to study human-related phenomena which would be absolutely impossible on this scale in lab conditions behind the inhibitions of bringing people to a lab for a study. Ashley Burgoyne discussed as well the possible uses of such technology for personalising music choices for the elderly whose preferences are unknown. This could be of great help for people with dementia, Alzheimer disease and other age-related conditions because tapping into favourite music from young years is proven to have a positive effect in such cases.

The next presentation included several case studies presenting **Crowdsourcing experiences in the National Library of Wales**; it was delivered by Prof. Lorna Hughes, National Library of Wales, UK. For example **“The snows of yesteryear”** is a project which uses a website showcasing stories and data on past storms which affected communities, particularly ones involving extreme weather. This project expanded using community generated content. Another project aimed editing historical wills' full texts but it did not have great uptake due to the complexity of the task. The experiences of the National Library of Wales show that some crowd sourcing projects could lead to issues complicating the metadata, like the issue of who has the rights to the data submitted: the citizen or the institution leading the project, or trust issues with the quality of data produced this way. Prof. Hughes emphasized that citizen science is not money-saving research method, but it helps to engage specific groups of people.

The workshop continued with a **discussion on the technological infrastructure issues**, where several aspects were highlighted:

- Basic framework which can be adapted depending on the nature of the citizen science project needs to be produced (as a software or application)
- Support to this software must be constantly available.
- Some examples include **“Discovery”** – the platform of archives in the UK, and Zooniverse.
- Authenticating users is a serious issue - simply using Facebook might not be enough but generally people do not like to create additional logins.

The last session for the day invited **feedback from guest policy makers and CH professionals**. Some of the suggestions made were:

- Real accessibility, not theoretical, is needed. In the roadmap, there should be an element of how this does not stop at the theory phase, but becomes shared with the people in the community which you should be connecting with.
- Don't be too technical, specific or academically snobbish.
- Cultural heritage is people's heritage which we guard and preserve but also present back to the people.
- As academics, we tend to remain in our own boundaries. We need to connect to the outside.
- FUN – makes an activity a good experience. Enjoyment and fulfilment; that is how the user will appreciate the project.
- There are too many things/projects done in archives which never end up seeing the light of the day. Or never get to the point that was intended in the beginning.
- Put institutions on the spot/map.
- If we do not acknowledge that the perception needs to be changed, nothing will happen. Institutions might not always find this easy.
- We are eager to see this project happening.
- Commitment from the governments for these projects would be appreciated.
- There is a need in improving the reliability of infrastructures. Science is now based on the use of digital technologies. We need to give citizens access to these infrastructures to aid them in the research.
- In addition to software services, we need to make sure that the user interface is simplified and made accessible to citizens.
- We also need to *connect the civic infrastructure with the research structure*.
  - Research – Institution – Citizens. These need to be connected.
  - Services need to adapt to this connection.
- Financial issues are also important!
- We have to realize there is a need for further digitization of the cultural data.
- The scale and magnitude of citizen involvement differs depending on the project.
- Mentalities can be a problem. People in charge of certain collections think of these as their own. How can this be shared if they are so possessive of something they do not own?
- There might not even be an opportunity to get close to this heritage which should belong to everyone.
- It has to be accessible to everyone. Otherwise they remain hidden.
- The courage to implement these policies is needed.
- You effect a change in habit when you effect a change in perspective.
- We need an infrastructure to communicate about citizen science.
- We need to think of the citizen not as a subject or a source of data, but as an active participant in research.
- Researcher integrity is an important notion.
- We need to think of a set of protocols for the citizens as active participants.

The last workshop day included a presentation by Milena Dobrova, WP2 leader, on the outcomes of the focus group in Malta held in the end of October 2015. She presented the protocol of the study and the data gathered via questionnaires which will be presented in detail in D2.1.

She also introduced a persona which summarises the role of the policy maker in the cultural heritage sector built as an outcome of the focus group study.

### *Persona: Mark*

*Mark is a 40-year old CH professional from Malta with a role in defining the policies of his institution.*

*Mark regularly uses CH collections not only for professional reasons but also because he has strong personal interest in the area. Mark is not quite sure how to use the digital collections of his institution for artistic purposes.*

*He is not that familiar with citizen science and has not played an active role in such projects but could be interested to try it in the future.*

*Mark sees a range of benefits from using citizen science – mostly related to an improved relation and services offered to the general public but also to the visibility of his institution.*

*Mark is convinced that the main benefit from citizen science is not cutting any costs but better engagement with the general public.*



The progress with the preparation of two further focus groups (one involving citizen researchers organised by University of Coventry and one focusing on activists' organisations organised by the Swedish Royal Archives) was discussed. Since these groups are planned for mid-December, the project team decided to request a delayed submission of D2.1 by the end of December.

## Conclusion

The workshop served as a very active discussion point which brought together for the first time the view of the project team and additionally invited experts. The discussions held during the event addressed a range of issues, including types of users and their requirements; technological infrastructures; case studies which show how citizen science projects develop in real life. The consolidation of all these contributions within D2.1 will be by no doubt a helpful contribution towards the future project tasks.

## Annex. List of workshop participants

### Project Participants:

1. Anders Nordström
2. Antonella Fresa
3. Árpád Maczelka
4. Börje Justrell
5. Daniela Azzopardi
6. Edel Jennings
7. István Moldovan
8. Manuele Buono
9. Mauro Fazio
10. Micheal Jankowski
11. Milena Dobрева
12. Neil Forbes
13. Roxanne Wyns
14. Stefan Rohde-Enslin (apologies last minute)
15. Sy Holsinger
16. Tomi Illijas
17. Alexander Grum

### Non-Project Participants:

1. Andrew Alamango (Lost Voices project)
2. George Cassar (Friends of NA)
3. Georgina Portelli (Cultural Policy Committee)
4. Ivan Ellul (National Archives)
5. John Ashley Burgoyne (University of Amsterdam, The Netherlands)
6. Leonard Callus (National Archives)
7. Theresa Zammit Lupi (Notarial Archives)
8. Toni Sant (St James Cavallier Centre for Creativity)
9. William Zammit (University of Malta)

### Remote Participants:

1. Catherine Jones (Luxembourg)
2. Fermin Serrano Sanz (Spain)
3. Lorna Hughes (Wales)