SI 580 Understanding Records and Archives: Principles and Practices

Week 11 – Users and Uses
Themes of this presentation

Themes

- Digital context
- Uses of archives (revisited)
- Users of archives
- “Facts and frameworks”
- What to study
- Lingering doubts
Relentlessly Digital

- Near collapse of microfilm and loss of AV media
- Overwhelming demands for online access
- Archives / museums bid for relevance

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Picture removed
Kentucky, 1955
William Gedney Photographs and Writings
Duke University Rare Book, Manuscript, and Special Collections Library
http://library.duke.edu/digitalcollections/gedney/
Digital Archives

Archives in the digital world equals digital archives.
- from digitization to managing digital assets
- applying tried and true archival principles
- both transformation and throw-back

Dramatic decline in the proportion of people who care about, seek out, and use original artifacts
Digital Preservation and Use

Digital preservation begins with the creation of digital products worth maintaining over time.

- value to a host of end users
- inaccessibility equals non-existence
- low use or no use could be fatal

For now, preserving digital archives for prospective use is unsustainable.
Archives and IT

Technology in archives plays competing roles...

- ... as museum exhibition
- ... as publishing and outreach tool
- ... as access system
- ... as guarantor of authenticity (integrity)

Only the latter role is distinctively archival.
Uses of Archives

Themes
Digital context

Uses of archives
Users of archives
“Facts and frameworks”
What to study
Lingering doubts

- Evidential
- Informational
- Symbolic
Evidential value

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– accountability -- internal / external
– protection of legal rights
– administrative continuity -- organizational memory
– operational utility -- coping with current issues, needs, problems
Informational value

- history
- scholarship
- social memory
- social identity
- personal identity / genealogy
- education
- enrichment

Themes
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Symbolic value

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- ceremonial
- artifactual
Research Purposes

Figure 1: Research Purposes

<table>
<thead>
<tr>
<th>MOTIVATION</th>
<th>Group</th>
<th>Self</th>
</tr>
</thead>
<tbody>
<tr>
<td><em>Narrow</em></td>
<td>Occupational</td>
<td>Personal</td>
</tr>
<tr>
<td><em>Broad</em></td>
<td>Academic</td>
<td>Avocational</td>
</tr>
</tbody>
</table>

SCHOOL OF INFORMATION
UNIVERSITY OF MICHIGAN
Users of archives

Themes
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- **Direct User**
  - individual examiner of archival records (archives user)

- **Indirect User**
  - potential beneficiary of labors of direct user (consumer of user output: reader; tv viewer; movie goer; web surfer...)
What Do Online Users Do?

- Discover relevant information anyplace
- Capture to their personal workspace
- Consult experts or engage scholarly communities
- Organize content (by concept, time, space, format)
- Cite works to track origins
- Manipulate found content (text and image)
- Distribute or publish to Web/paper
Origins

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- Followed a study of presidential libraries
- Bentley Library Mellon Fellowship
- No overt focus on standardization
- Establish a broad context for further study

Facts and Frameworks: An Approach to Studying the Users of Archives

PAUL CONWAY
Key Ideas

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… better understanding of users …
“seems less a problem of will than a problem of method.”

– archival reference is both a service and a fertile ground for evaluation
– fit appropriate methodology to stages of interaction with users
# User Study Framework

## Methodology

<table>
<thead>
<tr>
<th>Stage</th>
<th>Registration</th>
<th>Orientation</th>
<th>Follow Up</th>
<th>Survey</th>
<th>Experiments</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>all users/always</td>
<td>all users at selected times</td>
<td>(sample users/selected times)</td>
<td>(random sample)</td>
<td>(special groups)</td>
</tr>
</tbody>
</table>

### Objectives

<table>
<thead>
<tr>
<th>Quality</th>
<th>Nature of Task</th>
<th>Preparation of Researcher</th>
<th>Search Strategies and Mechanics</th>
<th>Expectations and Satisfaction</th>
<th>Access and Non-use</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>definition in terms of subject, format, scope</td>
<td>experience</td>
<td>search order</td>
<td>styles of research</td>
<td>frustration indexes</td>
</tr>
<tr>
<td></td>
<td></td>
<td>stage of defined problem</td>
<td>pcs/neg search</td>
<td>approaches to searching</td>
<td>perceptions of use</td>
</tr>
<tr>
<td></td>
<td></td>
<td>basic/applied</td>
<td>who recommended</td>
<td>levels of service</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Anticipated Service</td>
<td>time spent searching</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>time spent talking</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Integrity</th>
<th>Identification</th>
<th>Knowledge of Holdings and Services</th>
<th>Intensity and Frequency of Use</th>
<th>Alternative to Physical Use</th>
<th>Format Independence</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>name</td>
<td>written sources</td>
<td>value and use of microforms</td>
<td>linkages with information creation</td>
<td></td>
</tr>
<tr>
<td></td>
<td>address</td>
<td>verbal sources</td>
<td>value and use of databases</td>
<td>technology and information</td>
<td></td>
</tr>
<tr>
<td></td>
<td>telephone</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Value</th>
<th>Membership in Networks</th>
<th>Intended Use</th>
<th>Significant Use</th>
<th>Impact of Use</th>
<th>Role of Historical Information in Society</th>
</tr>
</thead>
<tbody>
<tr>
<td>Can We Contact You?</td>
<td>group affiliation</td>
<td>purpose in terms of function and product</td>
<td>significant info</td>
<td>increased use</td>
<td>total potential demand</td>
</tr>
<tr>
<td>Can We Tell Others?</td>
<td></td>
<td></td>
<td>importance of archives</td>
<td>citation patterns</td>
<td>community network analysis</td>
</tr>
</tbody>
</table>

### Figure 1: Framework for Studying the Users of Archives
What Still Resonates

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What to study
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- Quality, Integrity, Value
- Stages of developing deeper understanding
- Fit methodology to stages
  - concrete to theoretical
  - comprehensive to selective
  - quantitative to qualitative
  - narrow to broad
What I Missed the First Time

- Limits of linear model
- Overly tied to reference processes rather than user behaviors
- Not conducive to program evaluation
- Not sensitive to time

NARA study “Partners in Research” was effort to address these issues – little traction either.
What Has Happened Since 1986

- SGML (ISO 8879) approved in 1986
- EAD finding aids
- Ubiquitous digitization
- WWW
- Digital libraries and digital preservation
- Tangible socio-technical transformations

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Quality of Access

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What to study
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- Usability testing of websites, finding aids, and interfaces
- Fundamental critique of EAD as an appropriate access mechanism
- Connection between use of artifacts and use of digital surrogates
Integrity of Assets

- Credibility and trust
- Effectiveness of navigation and juxtaposition
- Context and its value for access
- Impact of transformed functionality
- End-user assembled collections
Value of Archives

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- “What’s the use?”
- Impact locally
- Value added (cost/benefit analysis)
- Impact of IP restrictions on scholarship and creativity, generally
User Collaboration

Since users are rarely autonomous actors …

- … motivation based on group norms
- … dynamics of collaboration

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Managing Archival Functions

If delivering context to end users is fundamental…
If users rarely care about our organizational boundaries…
If collaborative digital library development is our only hope over the long term…

- “connecting the dots”
- “clairvoyance enhancement”
Measuring & researching use: what’s wrong?

- Archivists do not keep enough data on users
- Archivists do not study their users
- Archives do not receive sufficient use to justify their expense
- Archivists do not advertise their services, rarely engage in efforts to build and nurture a constituency, and do not aggressively support their primary clientele
- Absence of “common reference points”
Measuring & researching use: why is it wrong?

- Misperceptions?
  - archivists are oriented towards users
  - archivists know who their users are
  - archivists understand the nature of research
  - archivists provide adequate help to those conducting research
Lingering Doubts

- Is standardization possible or worth the effort?
  - field consistency
  - content consistency
- Is quantitative data useful locally or beyond?
- Do metrics really contribute to justifying archives?
- Are research agendas for academics only?
Thank you!

Paul Conway
Associate Professor
School of Information
University of Michigan
www.si.umich.edu