

Collaboration to Clarify the Cost of Curation



D2.6—Report on Communications Activities (Addendum)

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Participant organisation name	Short Name	Country
Jisc	JISC	UK
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Statens Arkiver	DNA	DK
Deutsche Nationalbibliothek	DNB	DE
University of Glasgow	HATII-DCC	UK
University of Essex	UESSEX	UK
Keep Solutions LDA	KEEPS	PT
Digital Preservation Coalition Limited by Guarantee	DPC	UK
Verein Zur Forderung Der It-Sicherheit In Osterreich	SBA	AT
The University of Edinburgh	UEDIN-DCC	UK
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Executive Summary

This document is an addendum to the report of communications activities, incorporating activities from month 12, January 2014.

The structure of this addendum is the same as in the main report, with the exception that the tactical look ahead is excluded, as this has been covered in full previously.

A summary of activities for month 12 is provided as follows, with a full detailed register of activities at Section 10—Summary of activities:

Description	Activity
Communication and information exchange with EC-funded and other projects and organisations	1
Stakeholder focus groups and workshops	1
Advisory Board Meetings	1
Social Media	33 tweets
Conferences and Events	1
Reports	1

Table 1—Summary of activities

1 Introduction

The 4C Project objectives are being achieved by a coordinated programme of outreach and engagement that are identifying existing and emerging research and analysing user requirements. This has informed an assessment of where there are gaps in the current provision of tools, frameworks and models. The project is supporting stakeholders to better understand and articulate their requirements and is clarifying some of the complexity of the relationships between cost and other factors. The outputs of this project include various stakeholder engagement and dissemination events (focus groups, workshops, and a conference), a series of reports, the creation of models and specifications, and the establishment of an international Curation Costs Exchange framework. All of this activity enables the definition of a research and development agenda and a business engagement strategy which will be delivered in the form of a roadmap.

4C is classified by the European Commission as a ‘Coordination Action’. As such it is different from many of the large collaborative initiatives which have come before. ‘Coordination Actions’ are not funded to undertake primary research, but to assist the coordination and networking of existing projects, programmes and policies. This has two implications for 4C. Firstly it is a relatively small and relatively short-lived project that makes the most of existing research and adds to it, allowing partners to share and compare know-how rather than inventing new ways to consider the problem. Secondly, 4C is by its nature an outward-looking project that seeks to engage a large and diverse number of stakeholders. Consultation and participation—and thus communication—is a repeated theme.

As a ‘Coordination Action,’ with an emphasis on this critical theme of communication, the fulfilment of the project objectives are, therefore, the responsibility of all project partners.

This document reports activities in month 12 (January 2014) against all the channels, audiences, information and content disseminated by the project, as well as the engagement and input it has received from its stakeholder groups. It reports the number and type of activities taken and aims to provide an analysis of their success.

Month 12 is being submitted as a separate document because the original deadline for the submission of the deliverable D2.6—Report on Communications Activities (31st January 2014) did not allow sufficient time to collate the activities of the final month in the period.

2 Communication and information exchange with EC-funded and other projects and organisations

2.1 Conferences and Webinars

CERN

- DPHEP Workshop—discussion of the full "costs of curation" of High Energy Physics (HEP) data, for example that from the Large Hadron Collider (LHC), over a period of several decades. Geneva, Switzerland, 13th and 14th January 2014.

<https://indico.cern.ch/conferenceOtherViews.py?view=standard&confId=276820>

3 Stakeholder focus groups and workshops

3.1 Focus Group #3

4C hosted a Curation Costs Exchange (CCEx) specific Focus Group on the 14th of January 2014 as part of the programme of events at CERN's DPHEP Workshop in Geneva (13th and 14th January 2014).

In this break-out group a draft version of the 'Curation Costs Exchange' (CCEx) was presented and opinions and input were solicited.

The aim of this session was to gather information on the needs and requirements of stakeholders as well as test the viability of a tool like the CCEx. Furthermore, participants were given the opportunity to be involved in how this platform will look and function, the 4C team soliciting their opinion and suggestions. These can be incorporated in the CCEx relatively easily as it's still in the early stages of its development. Slides from the session may be found on the DPHEP website:

<https://indico.cern.ch/getFile.py/access?contribId=23&sessionId=3&resId=1&materialId=slides&confId=276820>

Outcomes from the session will be reported in the next period.

4 Advisory Board Meetings

The second Advisory Board Meeting was held in The Hague on Wednesday 22nd January and Thursday 23rd January, 2014. This meeting followed the third face to face project meeting which was held on Tuesday 21st January and Wednesday 22nd January 2014.

The Agenda for the Advisory Board Meeting ran as follows:

Wednesday 22 nd January			
#	Time	Activity	Led by
	12:30 – 13:30	LUNCH	
16 ¹	13:30 – 14:00	Do you two know each other? Project Team & Advisory Board get to know each other	Neil Grindley
17	14:00 – 15:30	Project presentation Project presents what it has done and what we expect to achieve (good practice for the Review meeting in March!)	WP2
	15:30 – 15:45	BREAK	
18	15:45 – 16:30	Breakouts with the advisors Advisory Board members invited to sit down with Task Leaders and small groups to have more detailed discussions about anything they feel needs clarifying or challenging	All
19	16:30 – 17:00	Reporting and wrapping up, planning for next meeting, calendar	
	17:00 – 18:00	RECEPTION	
	19:30	ADVISORY BOARD DINNER	

Table 2—Advisory Board agenda—Day 1

Thursday 23 rd January			
#	Time	Activity	Led by
20	09:30 – 10:15	So what did you think? Each AB member invited to share thoughts and reactions to previous day's information	Neil Grindley
21	10:15 – 11:00	Hands on session Using some of the resources (ESRM, IED's, Gap Analysis, CCEX template, terminology list, website, forum, etc.) Advisors to work one-to-one/in small groups with 4C Team members	All
	11:00 – 11:30	BREAK	
22	11:30 – 13:00	If I was in charge ... Everyone gets a chance to re-write the work plan, change the budget and devise new deliverables	Neil Grindley /All
	13:00 – 14:00	LUNCH	
23	14:00 – 15:00	A Roadmap to Where Exactly? Defining what strategic elements and directions should feature in the Roadmap document with reference to H2020 and other relevant initiatives	Paul Stokes

¹ As part of the event was a joint Project Meeting and Advisory Board Meeting the numbering of the items continued from the preceding Project Meeting agenda.

24	15:00 – 15:30	That's more than enough about 4C! Board members (and 4C partners) to report about work in the broader curation domain: new projects, new research, funding and other emerging opportunities.	All
	15:30	Close the meeting	

Table 3—Advisory Board agenda—Day 2

Holding the Project Team meeting prior to the Advisory Board meeting meant that the project team was able to engage with the Advisory Board and seek input on critical issues. Outcomes of discussions with the Advisory Board resulted in the following key outcomes:

- CCEx
 - Use cases generated from each stakeholder group represented on the Advisory Board
 - CCEx to be an infrastructure/service/community with low barriers to access
 - Sustainability is based on community buy-in
 - Coalition of research councils Science Europe has it in their strategy or it should get there
 - Funding agencies should really take this on board, but there is little evidence so far of it
 - Agreement to focus on a couple of stakeholder groups to finish CCEx
- Engagement
 - 3 main targets—funding agencies, memory institutions, researchers
 - Identification of a need to clarify messages and develop interest leading up to CCEx using other channels apart from web. For example digital preservation mailing lists, research data management lists
 - Promotion of resources and engagement
- Co-ordination
 - Need for ESRM, IED, CCM and CCEx to be co-ordinated and integrated
- Roadmap
 - Vision is for 5-10 year perspective and measure of success involving stakeholders, provide framework and tools for organisations to take better control over their curation activities and permitting them to make more informed decisions around their internal activities and with/for external service provider
 - Outcomes of the project to be:
 - more awareness of costs and benefits of digital curation (that will lead to more data becoming available)
 - more and better data about digital curation
 - that lead to better models
 - that lead to more efficiency (understanding where the costs are going and how processes work)
 - once you are more effective, you can raise more funding in support of your activity
 - In 5 years we want to see the CCEx still working as a platform, in 10 years' time want to see the widespread understanding that we must tackle the data explosion. In addition stake holders must be able to work at scale and understand that doing nothing is not an option

A highlights report has been published on the 4C Project website and may be found at Appendix A.

5 Project Website

5.1 Blog posts

No blogs were posted in month 12.

5.2 Website analytics

Google Analytics was used to provide an overview of the new website activity in Month 12. During this period, the website saw another 544 hits, with a breakdown as follows:

	Visits
Returning Visitors	299
New Visitors	245

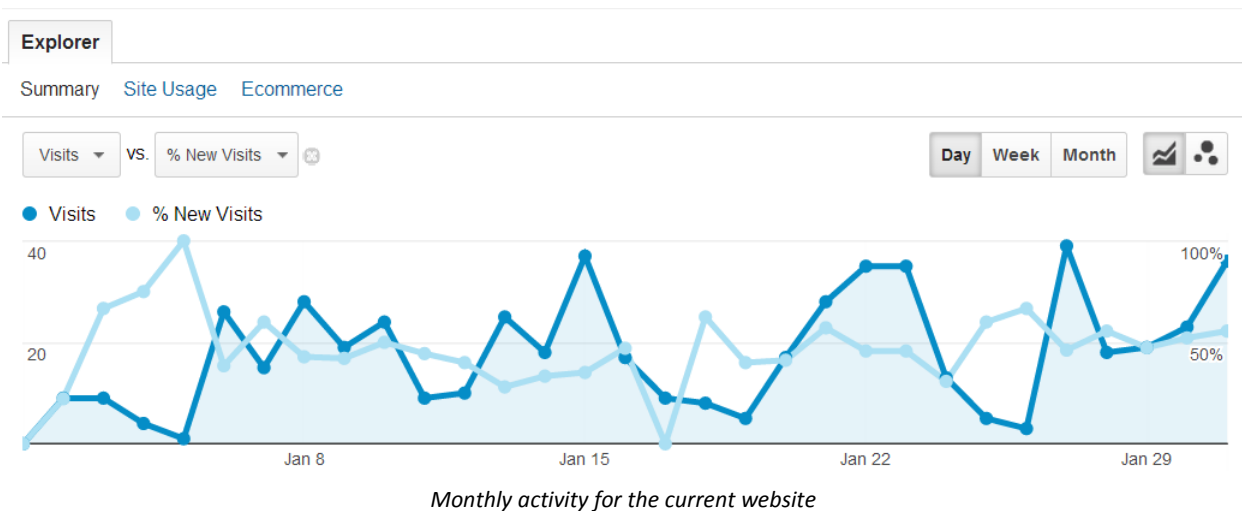
Table 4—Website visits

Based on 558 hits per month, as an indicator for a small enterprise², the 4C Project website is generating traffic commensurate with the average for an organisation of its type.

A breakdown of visitor acquisition and behaviour is shown below:

	Acquisition			Behaviour		
	Visits	% New visits	New visits	Bounce rate	Pages/visit	Average visit duration
	544	45.04%	245	52.39%	3.56	00:03:45
Direct	208			51.92%		
Referral	170			52.94%		
Social	136			49.26%		
Organic Search	29			68.97%		
Email	1			0		

Table 5—Website visitor acquisition and behaviour

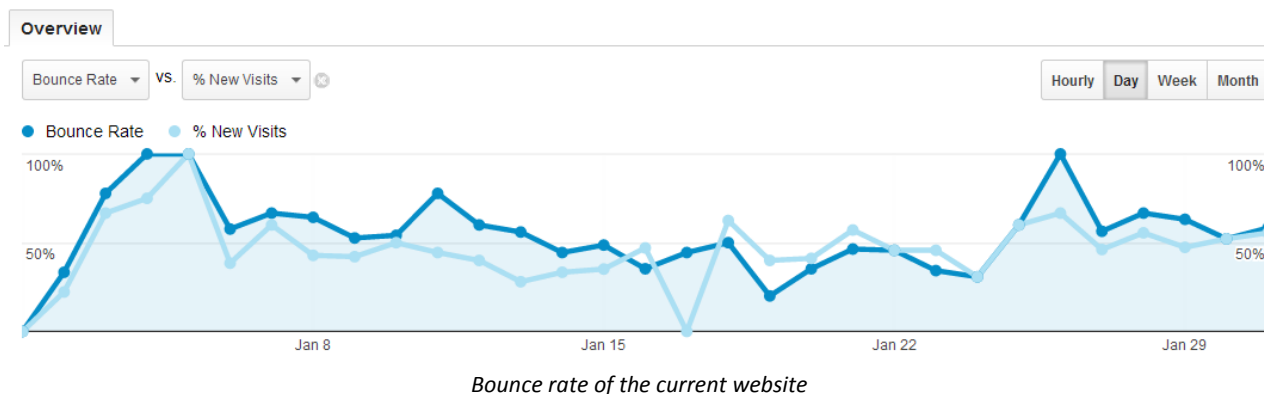


² Jones, M, 'How many visitors should your site get?' <http://blog.hubspot.com/blog/tabid/6307/bid/5092/How-Many-Visitors-Should-Your-Site-Get.aspx>, 2009

Month by month activity is demonstrated in the chart above, showing the following spikes in activity:

- 15th January 2014—tweets re: 4C Workshop at CERN’s DPHEP event directing traffic to website.
- 22nd January 2014—tweets re: 4C Project Meeting in The Hague, Netherlands directing traffic to website.
- 23rd January 2014—tweets re: 4C Advisory Board Meeting in The Hague, Netherlands directing traffic to website.
- 27th January 2014—tweet re: registry of work on digital curation directing traffic to website.

‘Bounce rate’ is expressed as a percentage and represents the proportion of visits that end on the first page of the website that the visitor sees.



High bounce rates typically indicate that the website is not doing a good job of attracting the continued interest of visitors. Between 40 to 60%³ bounce rate is average; anything in excess of 80 per cent represents a major problem. The site’s average bounce rate for January 2014 is 52.4%, which is average for this type of website.

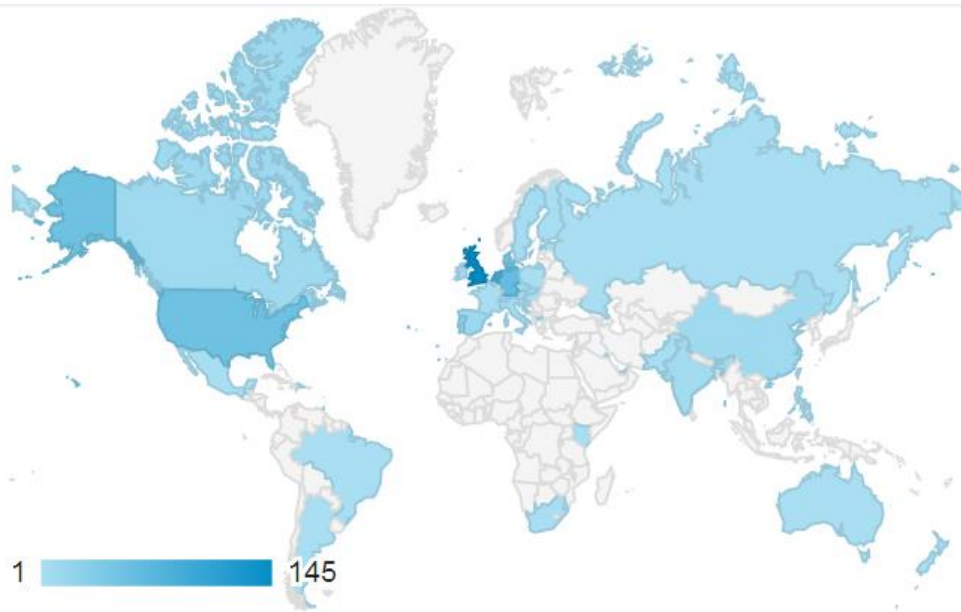
Pages on the site were viewed a total of 1,938 times in January 2014. The top ten highest page-views are as follows:

Page Title	Page views	% Page views
1. Home	439	22.11
2. Community resources	137	6.95
3. D3.1—Evaluation of Cost models and Needs & Gap Analysis	106	5.36
4. About 4C	105	4.64
5. Home—Project 3.2	101	3.70
6. Outputs and Deliverables	95	3.69
7. Work Packages	86	3.12
8. News and Comments	55	2.10
9. 4C Blog	44	1.91
10. Related Projects	39	1.79

Table 6—Top website page views

The majority of visitors in month 12 came from the UK, with the top ten visitor origins shown below.

³ Anders Analytics, ‘What is an average bounce rate,’ <http://www.andersanalytics.com/blog/153-what-is-an-average-bounce-rate>, 2010



Visitor geographic distribution of the current website

The majority of top ten countries are those represented by the 4C Project team. United States, Spain, Belgium, Canada and China represent visitors independent of the 4C Project.

	Acquisition		
	Visits	% New Visits	New Visits
	544 % of Total: 100.00% (544)	45.04% Site Avg: 45.04% (0.00%)	245 % of Total: 100.00% (245)
United Kingdom	145	36.55%	53
Netherlands	83	37.35%	31
Germany	62	27.42%	17
United States	52	71.15%	37
Denmark	40	20.00%	8
Portugal	25	36.00%	9
Spain	13	7.69%	1
Belgium	12	58.33%	7
Canada	10	70.00%	7
China	10	50.00%	5

Table 7—Geographical visitor distribution

5.2.1 Website statistical analysis

The statistics show suggest the visitors are predominantly driven by the addition of new content to the website, as publicised through twitter and digital preservation email discussion lists. This is particularly evidenced by the interest following the tweet relating to the registry of cost information for digital curation within the ‘Community Resources’ section of the website, which demonstrates a definite appetite for information in this area.

The demographic report also highlights the potential to expand stakeholder engagement by targeting contacts within the United States, Spain, Belgium, Canada and China.

6 Social Media and Analytics

As previously reported, the project has established a twitter account; '@4c_project' and a hashtag; '#4ceu.'



4C Twitter account

In month 12 of the project, the 4C Project made 33 tweets (on average, just over 1 tweet per day) and gained a further 10 followers. A geographical breakdown of followers is:

Country of Origin	Number
USA	5
UK	2
Ireland	2
Unknown	1


Table 8—Geographic breakdown of Twitter followers




This social media presence has been used to promote website content and project activity, and is represented in the following breakdown of hashtag uses, retweets, mentions and favourites:




Total tweets	33
Tweets per day	1.06
User mentions	18 (0.55% per tweet)
Links	9 (0.27% per tweet)
Tweets retweeted	12 tweets retweeted (36.36% of tweets), a total of 23 times (1.92 per retweeted tweet)
Tweets favourited	12 tweets favourited (36.36% of tweets), a total of 14 times (1.17 per favourite tweet)
Hashtag uses	38 (1.15 per tweet)




Table 9—Twitter statistics




The most ‘retweeted tweets’ were those shown below:

- 

4C Project @4c_project January 21, 2014, 1:57 pm via Twitter for iPhone  4  1
[#4ceu](#) has collected 10 sets of cost data. We need more! Are you able to share curation cost data to inform future investments? Get in touch.
- 

4C Project @4c_project January 10, 2014, 11:02 am via TweetDeck  3  1
 Happy [#FF](#) [#4ceu](#) tweeks! This week follow CERN's [#DPHEP](#) for live tweets next week as that's where we'll be 13-14 Jan: indico.cern.ch/conferenceOthe...
- 

4C Project @4c_project January 20, 2014, 11:03 am via TweetDeck  3  0
 We're in The Hague for our 3rd [#4ceu](#) face2face Project Meeting & 2nd Advisory Board Meeting this week. Stay tuned for updates & outcomes...
- 

4C Project @4c_project January 27, 2014, 12:15 pm via TweetDeck  3  3
 More good stuff added to [#4ceu](#) 'Community Resources.' Take a look at our registry of work on digital curation costs: 4cproject.eu/community-reso...
- 



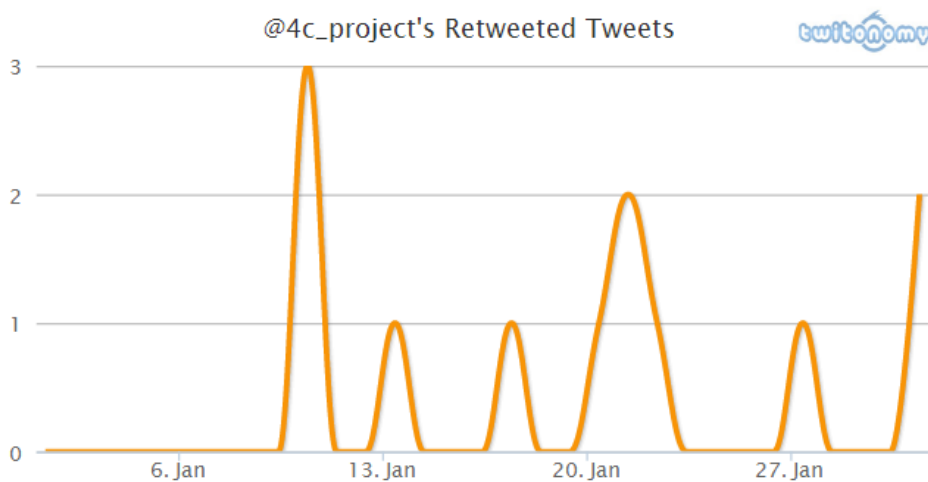
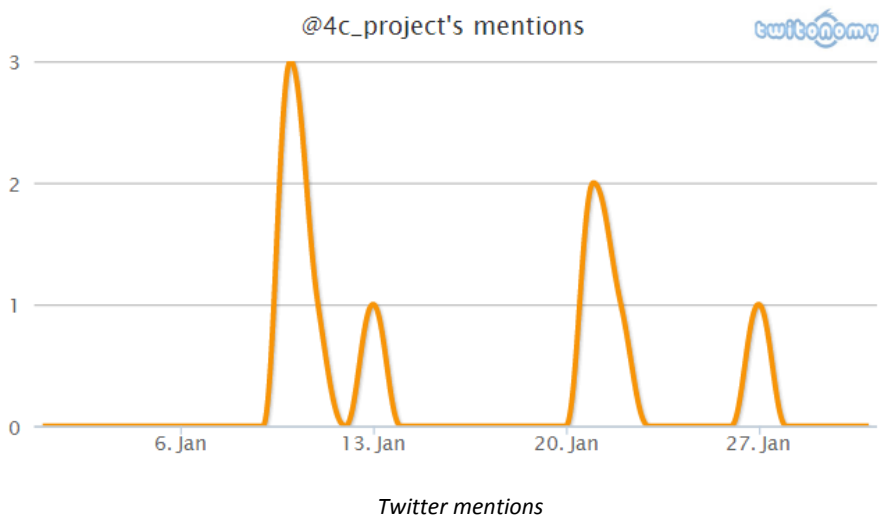
4C Project @4c_project January 13, 2014, 2:09 pm via Twitter for Android  2  0
[@neilgrindley](#) is opening the afternoon session of [#DPHEP](#) [@with](#) an introduction of [#4ceu](#) <http://t.co/AaNjV03BwK>

Table 10—The most ‘retweeted tweets’

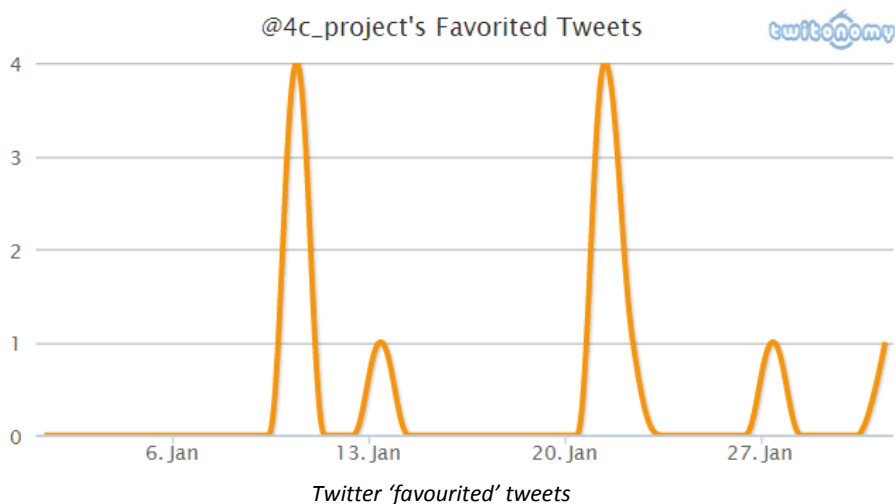


Re-tweet statistics


Month by month ‘mention’ activity is shown in the chart below:





Month by month favourite activity is shown in the chart below:





Tweets most favoured:

- 

4C Project @4c_project January 27, 2014, 12:15 pm via TweetDeck ↻ ★ 3
 More good stuff added to [#4ceu](#) 'Community Resources.' Take a look at our registry of work on digital curation costs: 4cproject.eu/community-reso...
- 

4C Project @4c_project January 10, 2014, 11:22 am via TweetDeck ↻ ★ 1
 Thanks for the RT [@annettestr](#)!
- 

4C Project @4c_project January 10, 2014, 11:12 am via TweetDeck ↻ ★ 1
 More info on our [#4ceu](#) Curation Costs Exchange [#CCEX](#) here: 4cproject.eu/community-reso... Help us develop & shape this resource to meet your needs
- 

4C Project @4c_project January 10, 2014, 11:02 am via TweetDeck ↻ ★ 1
 Happy [#FF](#) [#4ceu](#) tweeps! This week follow CERN's [#DPHEP](#) for live tweets next week as that's where we'll be 13-14 Jan: indico.cern.ch/conferenceOthe...
- 

4C Project @4c_project January 13, 2014, 10:05 am via TweetDeck ↻ ★ 1
 Today we're talking 'Activities & approaches to cost modeling,' and seeing who would like to test our [#CCEX](#) tomorrow! Hands up?! [#DPHEP](#)

Table 11—Tweets most 'favourited'

6.1 Twitter statistical analysis

The twitter statistics corroborate those from the website which suggests the greatest interest is in content driven tweets, directing followers to useable resources and information.

The demographic report for twitter also shows that there is a wide audience and appetite for the 4C Project and the information it disseminates, as well as a potential to expand stakeholder engagement by targeting contacts within the identified regions.

7 Conferences and Events

The 4C project has been represented at the following conferences and events:

Conference/ Event	Location	Date	4C Partner & Affiliation	Activity
DPHEP costs and cost model workshop at CERN	Geneva, Switzerland	13 th —14 th January 2014	Jisc, DNA, DNB	Focus Group #3 with 'Big Data Science' as target stakeholder group.

Table 12—Conferences and events

8 Publications

No publications were made in month 12 of the project.

9 Reports

The report from the meeting with the Advisory Board, is provided in the Appendix. The report from the DPHEP Focus Group, on the 14th January 2014, CERN, Geneva, Switzerland will be published at a later date.

10 Summary of activities

Date	Location/ Country	Title	Audience	Partner
1 Communication and information exchange with EC-funded and other projects and organisations				
13 th and 14 th January 2014	Geneva, Switzerland	CERN DPHEP Workshop – discussion of the full "costs of curation" of HEP data, e.g. that from the LHC, over a period of several decades: https://indico.cern.ch/conferenceOtherViews.py?view=standard&confId=276820	Big Data Science Stakeholder Group	DNB, DNA, Jisc
2 Stakeholder focus groups and workshops				
14 th January 2014	Geneva, Switzerland	CERN DPHEP CCEX Breakout session (Focus Group)	Big Data Science Stakeholder Group	DNB, DNA, Jisc
3 Advisory Board Meetings				
23 rd January 2014	The Hague	4C Advisory Board Meeting (2)—(See Appendix A)	Advisory Board	All
5 Social Media				
1 st January to 31 st January 2014	International	Posts made using the @4c_Project may be found at: https://twitter.com/4c_project	Public	DPC
6 Conferences and Events				
13 th and 14 th January 2014	Geneva, Switzerland	CERN DPHEP Workshop and Focus Group	Big Data Science Stakeholder Group	DNB, DNA, Jisc
8 Reports				
23 rd January 2014	The Hague	Highlights of the second Advisory Board Meeting— Appendix A	Project team and stakeholders	All

Table 13—Summary of activities

A Public report of the 2nd 4C Advisory Board Meeting

The second Advisory Board Meeting was held on 22nd and 23rd January 2014 at Data Archiving and Networked Services (DANS) and the Netherlands Organisation for Scientific Research (NWO) in The Hague, Netherlands. On the first day of the meeting, the Advisory Board members met and got to know the project team. On the second day, the Advisory Board met with the Project Coordinator and Work Package leaders exclusively for some more in depth discussions. On this second day, in attendance were:

- | | |
|---|--|
| 1. Stephan Abrams, California Digital Library | 7. Eefke Smit, STM Association |
| 2. Rachel Bruce, Jisc | 8. Neil Grindley, Jisc |
| 3. Ron Dekker, Netherlands Organisation for Scientific Research | 9. Raivo Ruusalepp, National Library of Estonia |
| 4. Charles Farrugia, National Archives of Malta | 10. Sabine Schrimpf, Deutsche Nationalbibliothek |
| 5. David Rosenthal, LOCKSS | 11. Paul Stokes, Jisc |
| 6. Barbara Siermann, Koninklijke Bibliotheek | 12. Alex Thirifays, Danish National Archive |
| | 13. Heiko Tjalsma, DANS |

The purpose of the meeting was to:

- review progress made on the project;
- address any problems or challenges that may have arisen;
- reach a shared understanding about the work that needs doing;
- discuss and agree changes that may need to be introduced into the work plan;
- effect introductions between the Project Team and the Advisory Board members

The meeting started with an update on the status of the project. During the first year of the project, six reports were published, all of which are available from the project website⁴:

- Project Communication Plan
- Baseline Study of Stakeholders & Stakeholder Initiatives
- Prioritised Assessment of Indirect Economic Determinants
- Draft Sustainability & Benefits Realisation Plan
- Report on Communications Activities
- Evaluation of Cost Models & Needs & Gap Analysis

In addition, a series of events and engagement activities took place:

- Two Focus Group meetings with representative 4C stakeholders
- The first project workshop at iPres 2013 in Lisbon
- Engagement with 10 EU projects and/or other organisations
- 4C representation at 10 conferences

The Advisory Board members expressed their satisfaction with the project's progress. They emphasized the requirement for good inter-operability between the individual work packages.

Particular discussion points between the Advisory Board and the project team included:

- The Curation Costs Exchange (CCEX)
- Trust and the cost of auditing digital archives
- The 4C Roadmap

⁴ <http://4cproject.eu/community-resources/outputs-and-deliverables>

Recommendations of the Advisory Board

- Do some more marketing and awareness raising, use other channels for communication apart from the web. For example, digital preservation and research data management lists.
- Focus on developing interest leading up to the CCEx and try to develop a community around it. Early users of the CCEx will likely be found among memory institutions, research groups and funding agencies.
- Focus on the most important stakeholders and refine the key messages to them.
- Define use cases for the CCEx and focus on real user stories.
- Design more activity on the benefits (in addition to the costs), emphasize the costs or the negative outcomes from not investing in digital curation at all.
- Engage stakeholders into the Roadmap decision, but make sure specific questions are asked.
- Outline of a vision for the Roadmap: The Roadmap, and the 4C project results in general, will lead to more awareness of costs and benefits of digital curation. That will lead to more cost data becoming available. More and better cost data will lead to better cost models, which will ultimately lead to more efficient digital curation (as it helps when identifying and understanding the cost drivers).