

D-1 Appendix D – Online Survey Analysis

This appendix gives a selection of graphs that were generated from the online survey responses and some more detailed responses to selected questions. The questions asked in the online survey are available in Appendix B – Online Survey.

A total of 79 responses to the online survey were received, of which 32 completed only questions 2.1, 2.2 and 2.3 relating to role, organisation and stakeholder type. These 32 responses were excluded from the analysis as they did not complete any other question. The remaining 47 responses form the basis of the online survey analysis. As this sample is only sufficient as an indicator of some people's views it should be viewed as supplementing the qualitative work as described in the methodology.

D-1.1 Approximately how many of the following types of digital resources do you currently hold? (Q3.1)

Eight of the respondents gave approximate figures for the numbers of digital resources that they hold. The figure below shows the totals for each of images, films and sounds:

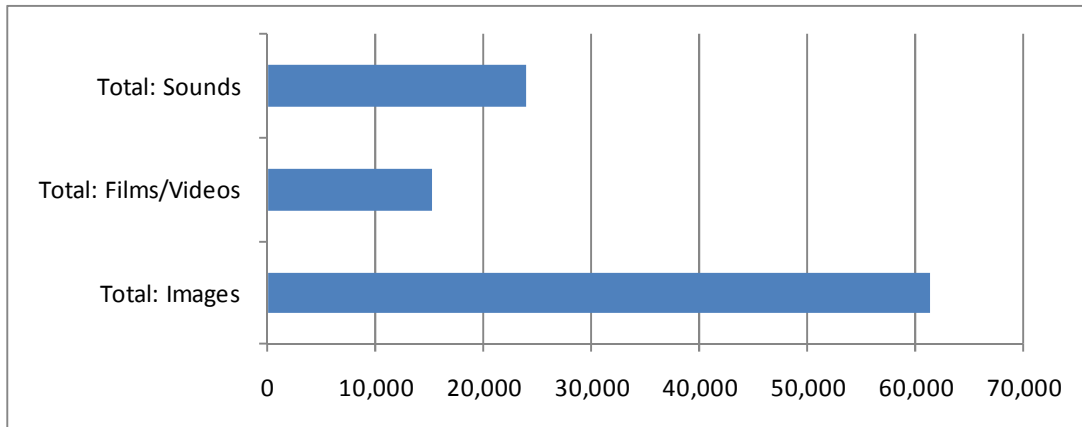


Figure D1: Total number of digital resources held by collection owners

D-1.2 Is the metadata for the digital resources you hold also digitised? (Q3.2)

The following chart shows the online survey responses from 9 respondents, identifying themselves solely as collection owners:

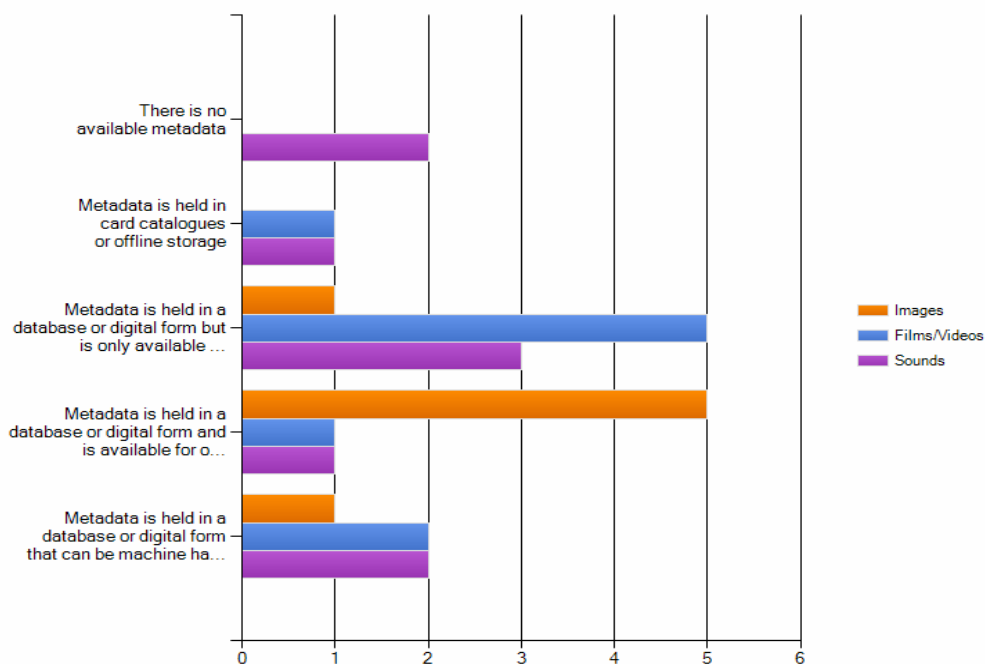


Figure D2: Is the metadata for the digital resources you hold also digitised?

D-1.3 What formats of digital resources do you need for your work? For example, jpeg, high-resolution 3D viewers, mp3, etc. (Q5.2)

For images the main format sought was jpeg (17 of 19 respondents in the online survey). Other image formats sought by multiple respondents were: tiff, gif, png, bmp, DICOM and raw. Other image formats noted once each were: files that can be delivered online, most, panoramas, dng, ai, psd, photo shop, pdf, analyze, mhd (metalImage) and high resolution 3D (ideally with something like Zoomify) for manuscripts and some printed books.

For films there was no strong majority with regard to format needed from the 15 respondents in the online survey. Film formats sought by multiple respondents were: avi, flv, wmv, flash, mpeg4, mov, html5 and quicktime. Other film formats noted once each were: vob, aiff, dv-avi, mpeg, mpeg2, theora/ogg, divx, 'files that can be delivered online', 'most', 'anything cross-platform' and 'high-resolution video'.

For sounds the main format sought was mp3 (10 of the 15 respondents in the online survey). Film formats sought by multiple respondents were: avi, flv, wmv, flash, mpeg4, mov and quicktime. Other film formats noted once each were: vob, aiff, dv-avi, mpeg, mpeg2, theora/ogg, divx, 'files that can be delivered online', 'most', 'anything cross-platform' and 'high-resolution video'.

Four respondents to the online survey shared other formats that they looked for in their work. These were: 'pdf', 'swf', 'mp3 for dissemination purposes' and 'f', 'word', 'txt', 'plain script' and 'postscript'. One specialised HE museum focussed on research is concerned that sending specimens damages them, particularly for entomology specimens, and so is exploring new ways to make its collection available. It would like to make ultrasound images of palaeontology specimens available in future, as well as images of parts of specimens that can normally only be seen through a microscope.

D-1.4 Who do you think the principal users of an aggregation of metadata would be? (Q6.1)

The response from the online survey, of 37 respondents, is summarised in the following figure:

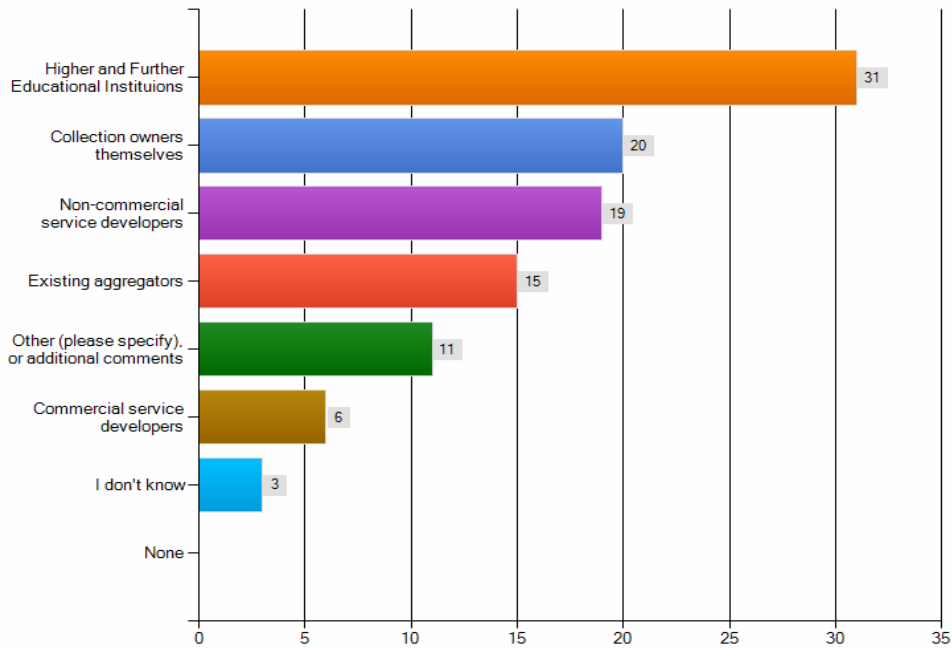


Figure D3: Number of online survey responses to "Who do you think the principal users of an aggregation of metadata would be?"

A further breakdown of the result was performed, based on the stakeholder types that had been selected in Q2.3 to determine whether there was a correlation between the stakeholder type and their view of who the principal users of an aggregation of metadata would be. For example whether those who are existing aggregators thought the principal users would be existing aggregators. As respondents could select more than one stakeholder type in Q2.3 this is a complex picture.

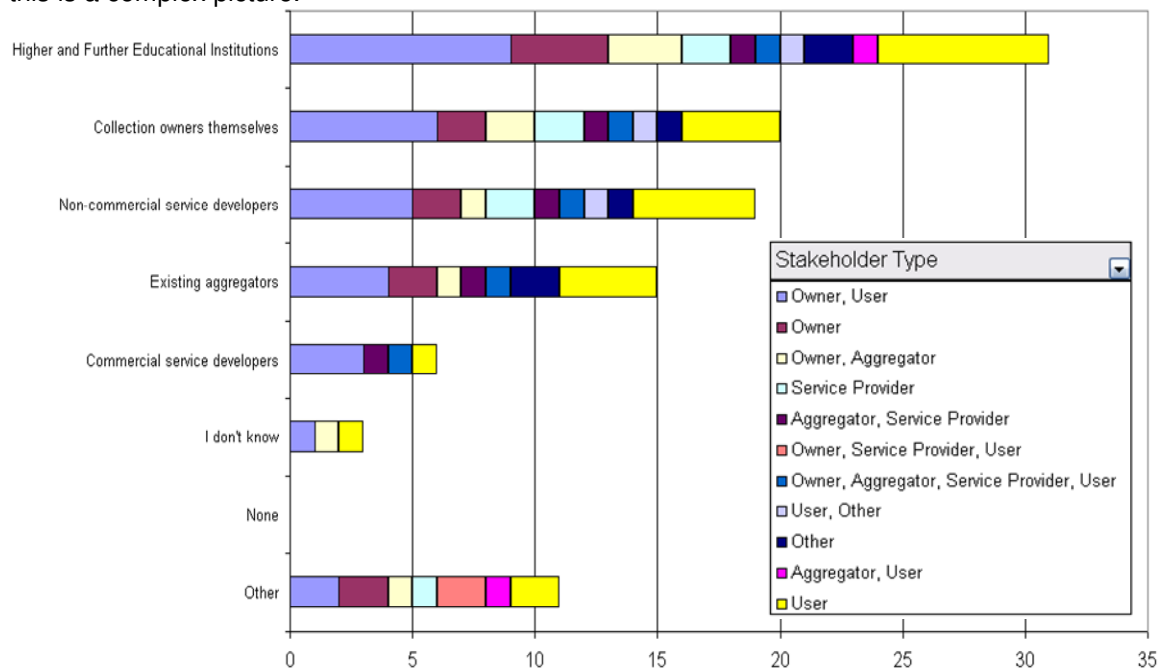


Figure D4: Analysis of principal users of aggregation of metadata by stakeholder type (count of responses selected)

There does not appear to be a correlation between the stakeholder type and their view of the principal users of an aggregation of metadata, that is, each of the stakeholder types appears to follow the pattern indicated in the chart above.

D-1.5 What benefits do you see in developing aggregation(s) of metadata for images, films/videos and sounds, or services based on such an aggregation? (Q6.3)

Further benefits for teachers, related to the metadata and the resources themselves, are that an aggregation can:

- Be used to show students how to search for information as well as use it.
- Make it easier to bring moving image content into the classroom.
- Help teachers to develop new ways to think about moving image analysis.
- Facilitate annotation of images and review of annotated images produced by students.
- Support a change from text to image-based learning tools.
- Enable easy download for use in study, research, teaching materials, classroom or virtual learning environment presentations.
- Facilitate sharing of images and search for images that can be used in class as examples.

One interviewee from an HE institution wants academics to be challenged by what they find, and so question it in novel ways, and thus be stimulated to create more interesting courses that differs from the content currently available.

Specific research-related benefits identified were:

- To search for images with specific characteristics.
- To generate new knowledge by reconfiguring or reusing or closely analysing moving image media.
- To compare results between different solutions.
 - An example of a particular benefit was, in medical research, to be able to identify collections of images that had been used with a particular image analysis algorithm, so that others could repeat the analysis, or use the same images with an improved algorithm. This would require that the images and the associated algorithm be linked.
- Improved access to research presentations.
- Providing a link from any visualisations such as charts to the underlying data sets would be important for researchers.
- Higher visibility of researchers' work.

A variety of further benefits were identified for aggregators including:

- Improving metadata globally and refining the schema.
- Enabling the creation of tools for learners, teachers and researchers.
- Providing a focus on use of audiovisual resources in learning, teaching and research as they are currently 'undervalued' for many courses.
- Fewer silos and more cohesion through increasing the comprehensiveness and visibility of collections.
- To spur the creation of more content.
- Providing an enhanced profile for aggregators.

For service providers further benefits identified included:

- Provision of richer services and tools, for example applications for image processing and viewers, and through incorporating metadata from large, well-known collections and end-user tagging.
- Cost saving (staff and time): service developers can focus on service development without concerning themselves with aggregation of metadata.
- Provision of real set(s) of metadata for test purposes.
- Consistency of language or terminology.
- Provision of a platform on which to build niche services.
- Refinement of database services and applications based on cumulative information gathering.
- The opportunity to work as part of a community developing services and tools around the aggregation.

Further benefits identified for collection owners included:

- To enhance their collection with user-generated metadata (expert and other).
- To enable cross-linking to other collections through a 'find more like these' capability (requiring access to the full metadata aggregation): this may also enhance brand recognition for smaller collection owners if a well-known large collection owner provided links from their site to a smaller site.
- Allowing collection owners to focus on their core capabilities and services yet benefiting from an aggregation.

Additional beneficiaries and benefits were identified by respondents, though it is not clear how these relate directly to an aggregation of metadata about images and time-based media:

- To pressure legislators and holders to ease copyright restrictions.
- Institutions – to enhance links between the institution and the community.
- Artists and filmmakers – to generate new works.
- Curators/coordinators/librarians – to make our job easier.

D-1.6 Should metadata be enriched? If so, who should do this? (Q6.4)

The responses from the 32 respondents from the online survey are summarised below:

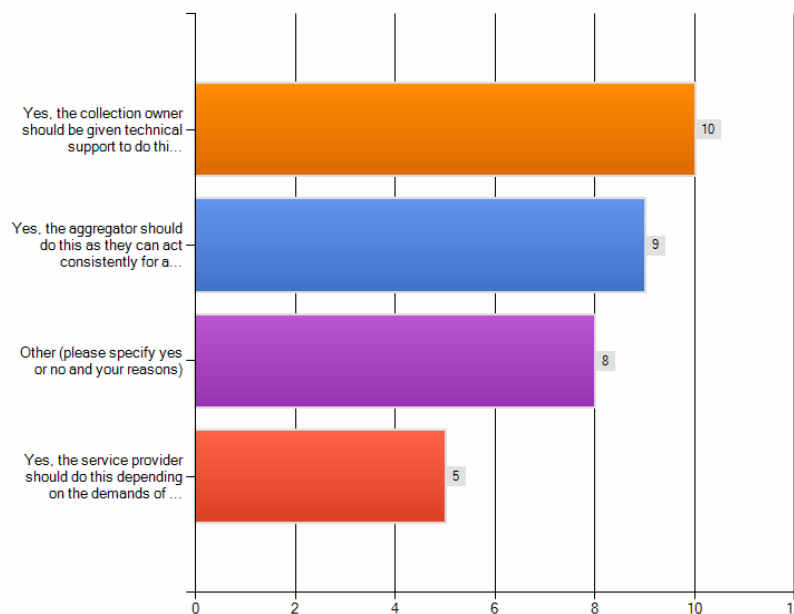


Figure 5: Should metadata be enriched? If so, who should do this?

D-1.7 What barriers exist for you or your organisation sharing or using metadata or an aggregation of metadata for images and time-based media? (Q6.5)

Thirty-one online survey respondents responded to this question. The online survey responses are described in descending order in the following diagram; multiple choices were possible.

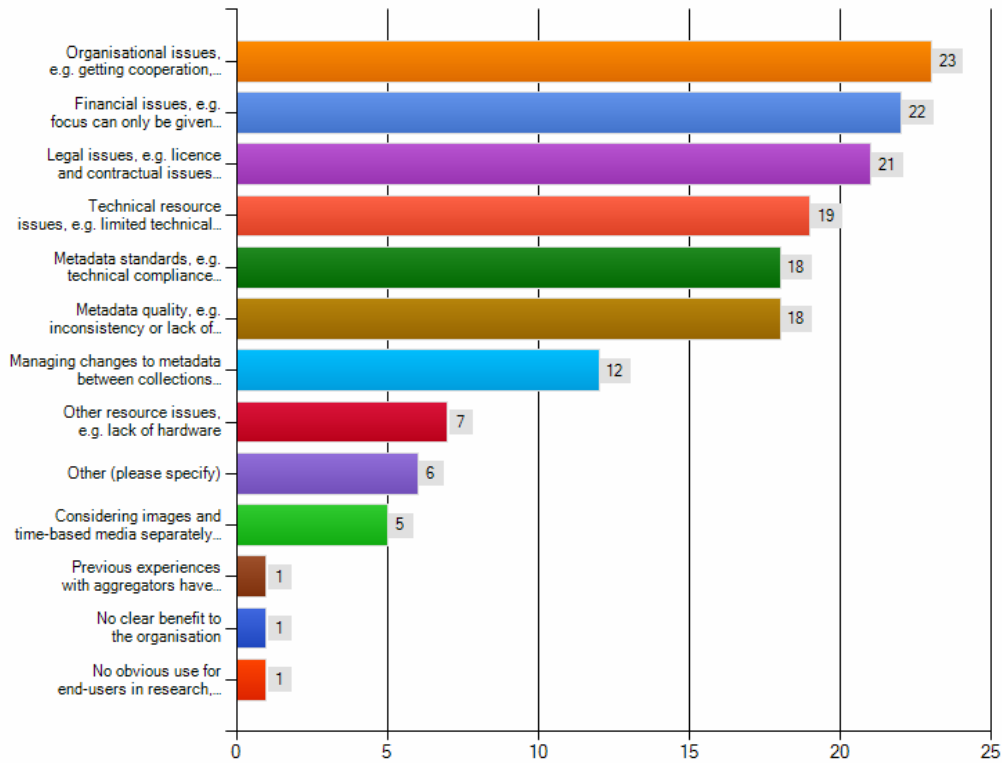


Figure D6: What barriers exist for you or your organisation sharing or using metadata or an aggregation of metadata for images and time-based media?

D-1.8 Should metadata be normalised into a common standard? If so, who should do this? (Q7.2)

The range of responses is illustrated by the following chart of the 33 online survey responses.

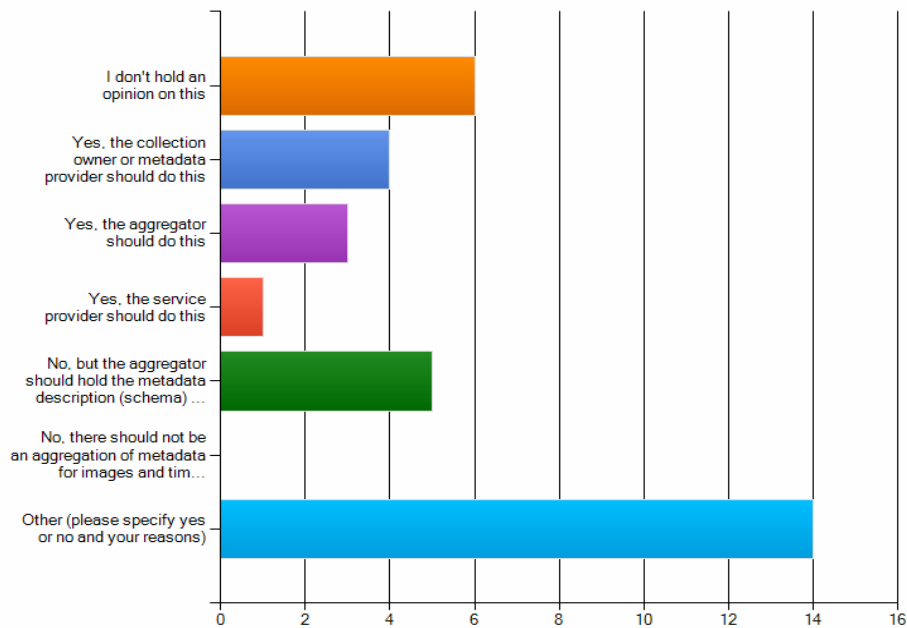


Figure D7: Number of online responses to “Should metadata be normalised into a common standard? If so, who should do this?”