



Measuring the impact of digitising collections

8th March 2018

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1. **Why are we doing anything?**
2. What is impact?
3. Inward measures – programme/project
4. Inward measures – impact
5. Outward measures – impact

Questions

1.1 Why does NHM have a Digital Collections Programme?

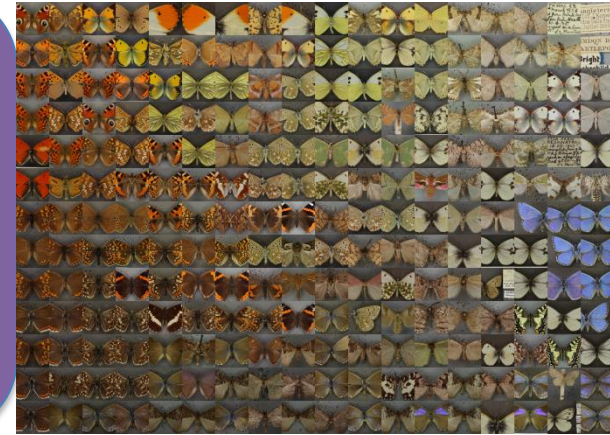
1. Deliver critical mass of digitised open data (including workflow development, infrastructure and automation)

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2. Collections management inventory; moves; conservation etc



3. Science challenges / research use of data - both internal and external, includes new paradigm(s) from big data



4. Access & Public engagement with collections - includes citizen science



p.7 Our Impact

‘We will use technology to deepen engagement with the collection, including mass digitisation of specimens...’

p.9 Key Projects

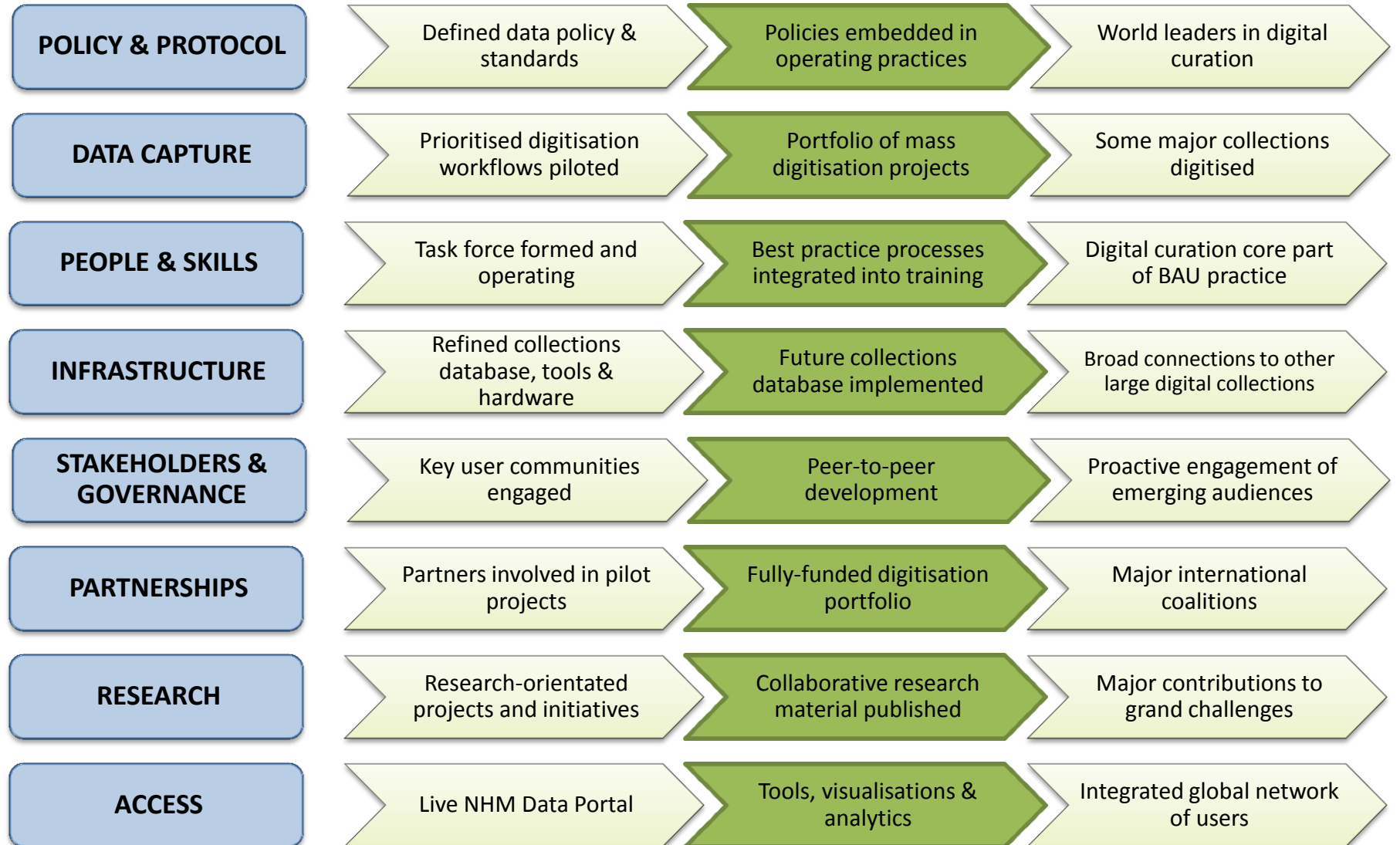
‘Digitise major parts of our collection and make it openly available to public and scientific audiences worldwide’



1.2 What if we weren't doing it?

- (arguably) non compliant with core collections obligation/mission to 'make available', in order to inspire love of nature and unlock answers to big issues
- Non-compliant with collections management standards/ best practice
- Science, and science funding, move on without us
- Collections access limited to our existing audience, and space
- Cumulative reputational harm – less relevant, less visible, visibly failing to live up to our brand (and others taking that 'soft capital' from us)
- Not aligned with Government priorities
- Continue to waste resource e.g. searching for the type of x

1.3 Outcomes?



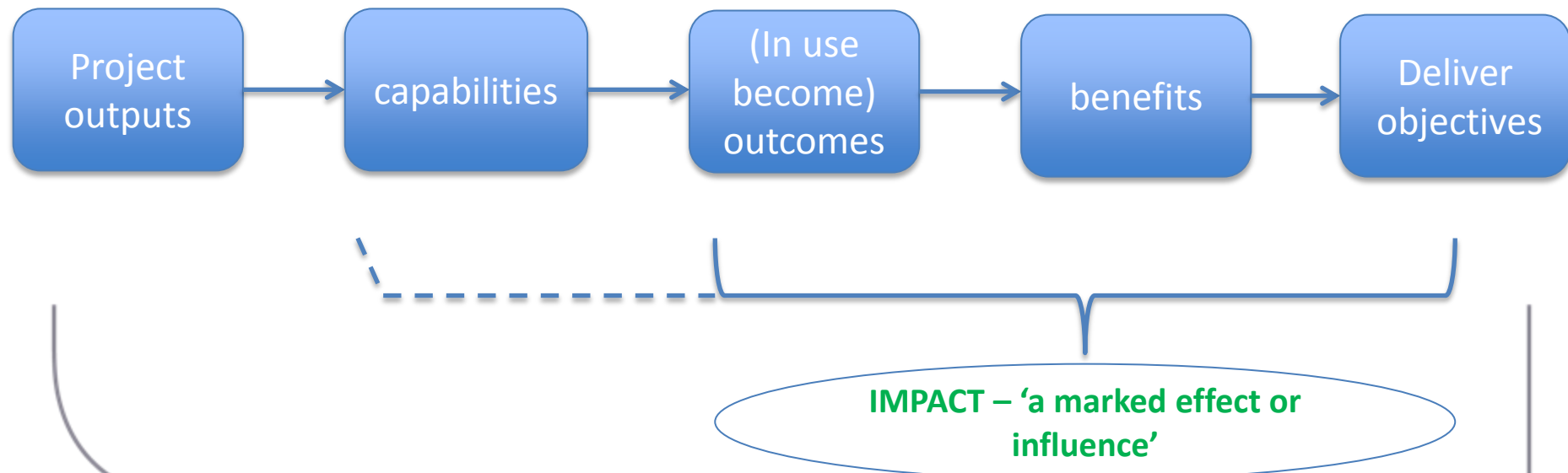
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2. What is impact?

MSP definition:

'A benefit is the measurable improvement resulting from an outcome perceived as an advantage by one or more stakeholders, which contributes towards one or more organizational objectives'



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3.1 We started with 3 questions:

Are we doing what we do as well as we can?

= Programme performance

Are we engaging everyone we need to in what we do?

= Programme reach

Is what we do demonstrably worth doing?

= Programme outcomes

3.2 Which generated KPIs:

Are we doing what we do as well as we can?

= Programme performance

Are we engaging everyone we need to in what we do?

= Programme reach

Is what we do demonstrably worth doing?

= Programme outcomes

Short-medium term measures:

- Spend against profile
- Income generation
- Delivery (e.g. project RAG)
- Data quality?

- Comms quantity and quality – internal & external

- Number & % specimens digitised
- Portal users/downloads
- Citations?
- Audiences, communities & partnerships?
- Adoption of tools & policies?

3.3 Dashboard

Data Portal

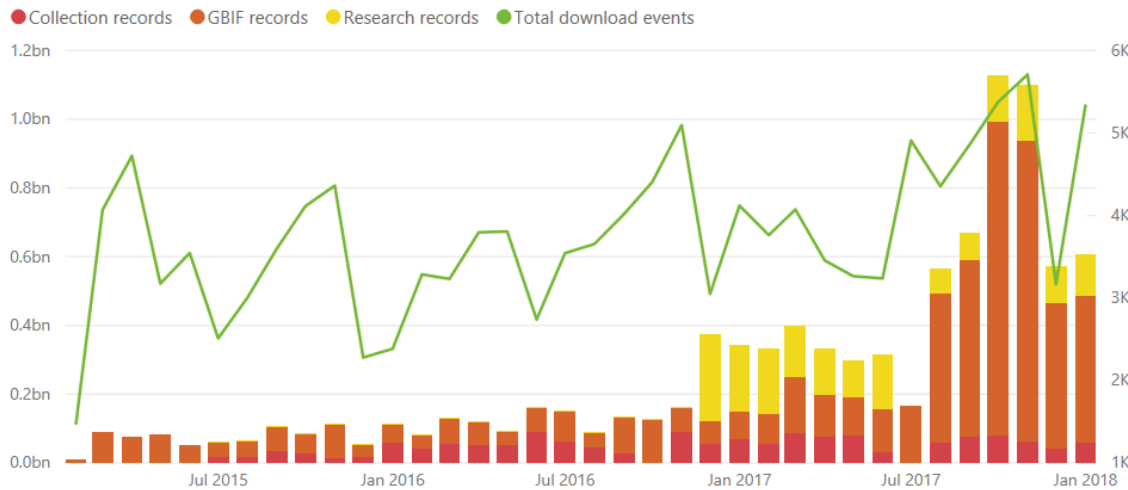
14/15

15/16

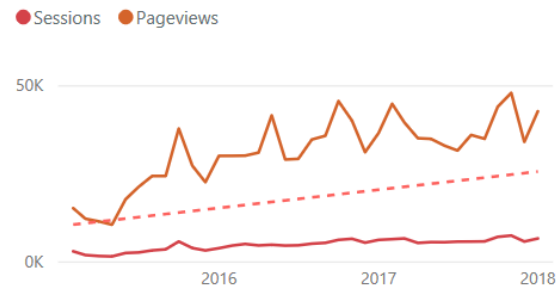
16/17

17/18

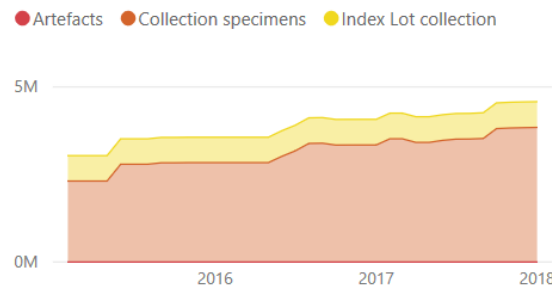
Record downloads (hover for detail, click bars to filter by month)



Sessions and pageviews by month



Collection records



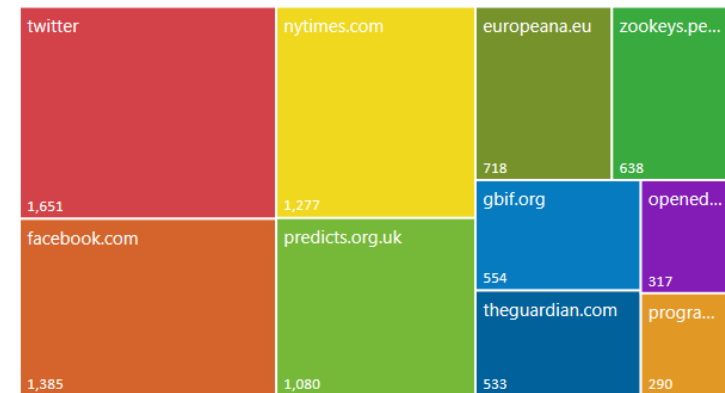
Between February 15 and January 18, 9.35bn of the Museum's records were downloaded during 135.46K separate download events.

Collection records made up 80.06% of the total.

36.32% were downloaded from the Data Portal and 63.68% were via GBIF.

1.13M Data Portal pages were viewed during 177K sessions. 73% of sessions originated outside of the UK.

Top 10 referral sources by session count (excluding search engines)



Communications

14/15

15/16

16/17

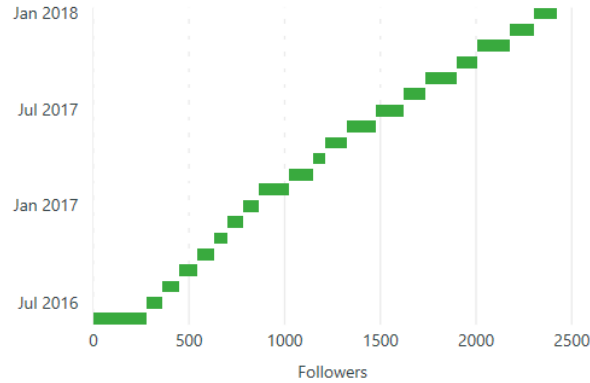
17/18

Sharing our collection data with the world is only possible through digitisation. @Michael_Ellis1 @DCMS taking a look at our bees as they are being imaged by our digitiser team. #digitalmuseum
<https://t.co/ODjCpnjChh> January 2018

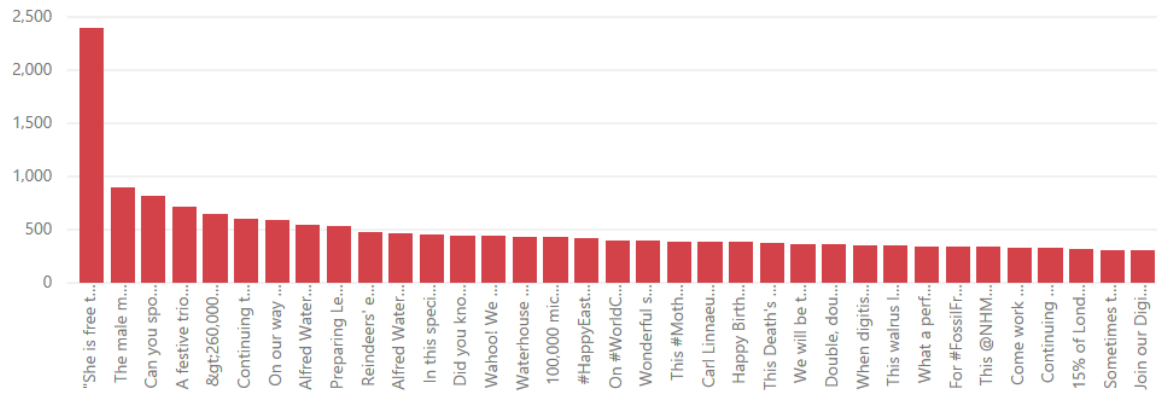
Blog traffic



New followers by month



Top tweets by engagements



2421

Followers

120

New followers

-2%

Monthly change



58.97K

Engagements (total)

3,907

Engagements this month

-9%

Monthly change



6,272

URL clicks (total)

287

Clicks this month

-28%

Monthly change



6,358

MonthlyViews

314

MonthlyViews

-11%

Monthly change

Pinned Insect Digitisation



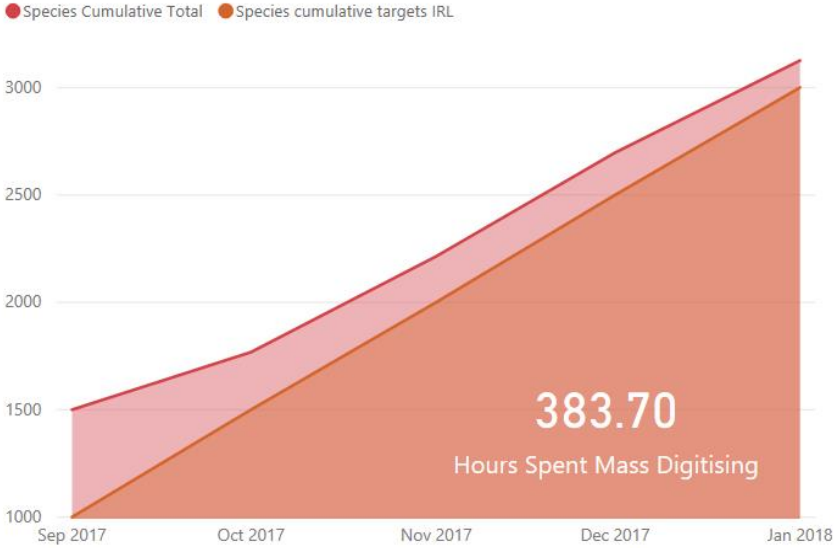
3126
Species digitised (est)

429
Species digitised (month)

-11.18%
Monthly change



No. of species representatives digitised per month (estimate)



Digitiser imaging cost per specimen (£)



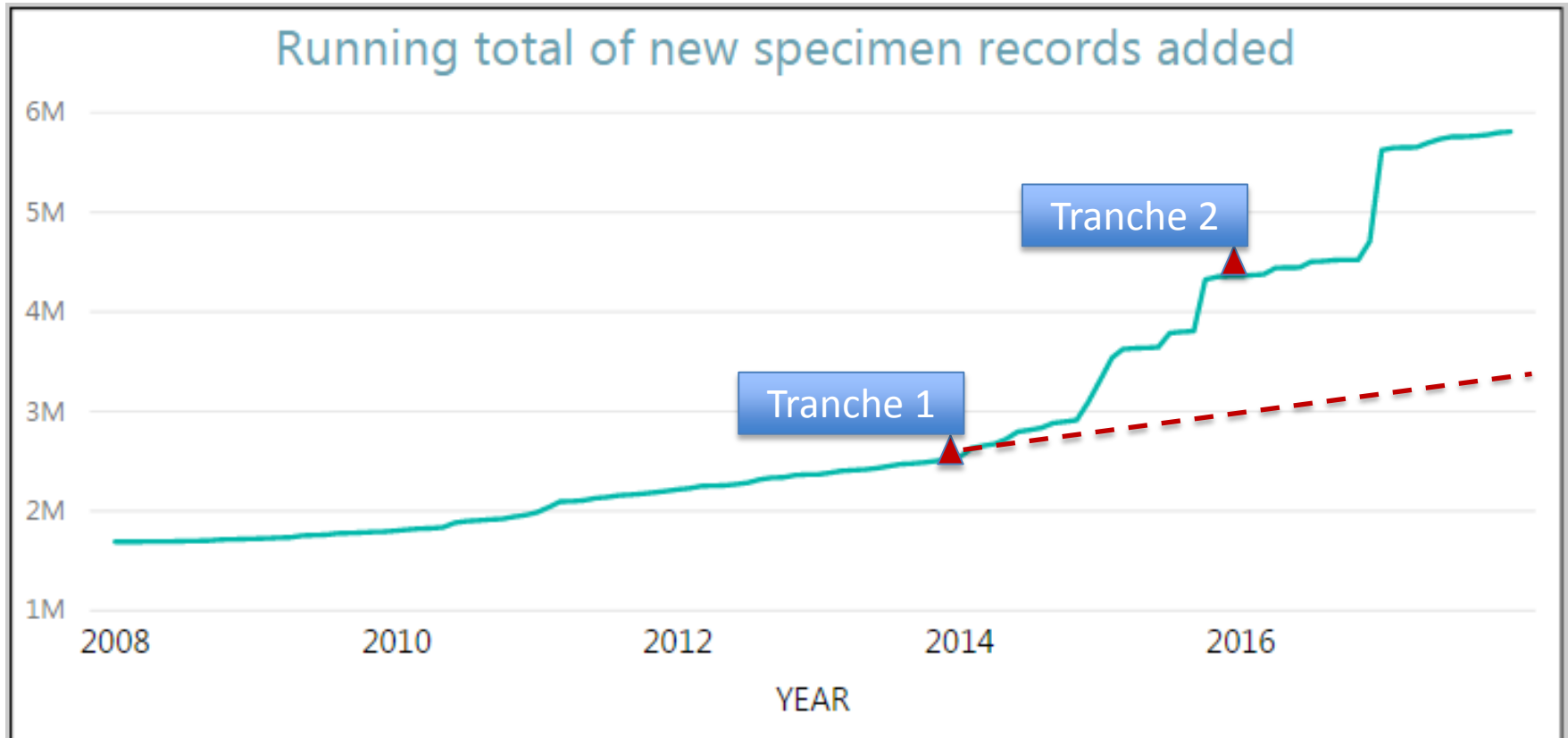
Mean imaging time per slide (secs)



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4. Impact – collections management



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Questions

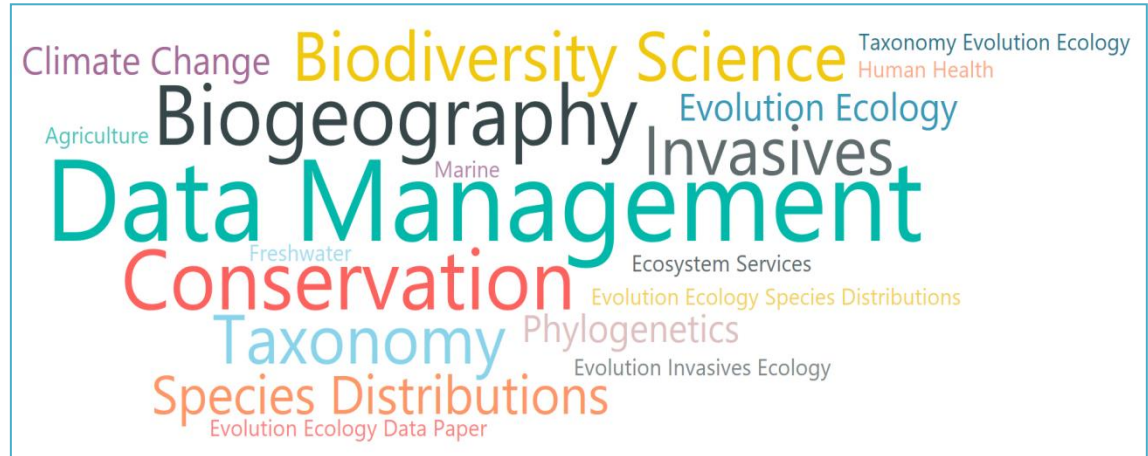
5. Impact - Science

www.gbif.org/resource/search

GBIF topic tags by frequency

59

Scientific papers published
since 2015 citing NHM digital
specimens (via GBIF)
31 in 2017 = >2 per month



Report of the NHM Science Review, 2017:

'9. New Technology creates scientific opportunity and releases latent value from the collections to meet new needs...The Museum's Data Portal and Digital Collections Programme have been very significant successes during the strategy period.'

'Recommendation 4. The Trustees and the Director of Science need to lead an effort to find ways to accelerate the large scale digitization of collections...'

