Discovery, re-use, engagement – major online trends in Finnish museums

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Trends covered in this presentation

**Discovery**: cooperation between museums, libraries and archives

**Re-use**: publishing collections as re-usable open data

**Engagement**: engaging visitors through social media.
Finnish museums

150 museums run on a full-time basis with at least one professional employee.

5,6 million visits in 2015

Plus hundreds of local and specialised museums.

Museum Card was launched 2015: Access to 200 museums, 60 000 sold cards & 334 000 visits in one year.

Finnish Museum statistics 2015
The National Digital Library (2008-) aims to ensure that electronic materials of Finnish culture and science are managed with a high standard, easily accessed and securely preserved well into the future.

Finna portal (www.finna.fi) gives access to the collections and services of Finnish museums, libraries and archives.
Hampuri

"...Hampuri. Muistomitali 1798 – pysty, mustavalkoinen..."

opostauolu; Aihe: Hampuri, satama, kaupunkikuva

Physical object

1892

Subjects: "...Hampuri..."

m/s Polaris, kotipaikka Hampuri

Physical object

1892

Subjects: "...Hampuri..."

Ompelukone; Käsikäyttöinen ompelukone

Physical object

Guth & Harbeck Nähmaschinenfabrik, Hampuri.
Talking about discovery...

Metadata of Finna is available via API and licensed under CC-0

Some of the content is also licensed under open licenses – allowing this kind of things:
Reuse

CC-BY AvoinGLAM
## Challenges related to open content

<table>
<thead>
<tr>
<th></th>
<th>No</th>
<th>Undecided</th>
<th>Yes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Time effort and expense related to the digitization of holdings</td>
<td>2 %</td>
<td>0 %</td>
<td>98 %</td>
</tr>
<tr>
<td>Time effort and expense related to proper documentation of the content</td>
<td>2 %</td>
<td>2 %</td>
<td>96 %</td>
</tr>
<tr>
<td>Technical challenges</td>
<td>17 %</td>
<td>14 %</td>
<td>69 %</td>
</tr>
<tr>
<td>Time effort and expense related to rights clearance</td>
<td>17 %</td>
<td>21 %</td>
<td>62 %</td>
</tr>
<tr>
<td>Unknown copyright holders</td>
<td>26 %</td>
<td>24 %</td>
<td>50 %</td>
</tr>
<tr>
<td>Third party copyright holders unwilling to release content under a &quot;free&quot; license</td>
<td>35 %</td>
<td>17 %</td>
<td>48 %</td>
</tr>
<tr>
<td>Challenges related to staff skills</td>
<td>25 %</td>
<td>29 %</td>
<td>46 %</td>
</tr>
<tr>
<td>Difficulties to track the use of the content</td>
<td>34 %</td>
<td>34 %</td>
<td>32 %</td>
</tr>
</tbody>
</table>

*OpenGLAM Benchmark Survey 2015; Sainio, Riikka 2015*  
*N=44-48 museums*
## Benefits and opportunities of open content

<table>
<thead>
<tr>
<th>Description</th>
<th>No</th>
<th>Undecided</th>
<th>Yes</th>
</tr>
</thead>
<tbody>
<tr>
<td>to improve the visibility or perceived relevance of the institution</td>
<td>2 %</td>
<td>8 %</td>
<td>90 %</td>
</tr>
<tr>
<td>to improve the discoverability of the institutions holdings</td>
<td>2 %</td>
<td>10 %</td>
<td>88 %</td>
</tr>
<tr>
<td>to attract new users</td>
<td>10 %</td>
<td>4 %</td>
<td>86 %</td>
</tr>
<tr>
<td>for the institution to better fulfill its core mission</td>
<td>6 %</td>
<td>12 %</td>
<td>82 %</td>
</tr>
<tr>
<td>To make content more easily available to existing users</td>
<td>6 %</td>
<td>14 %</td>
<td>80 %</td>
</tr>
<tr>
<td>to improve interactions with users</td>
<td>6 %</td>
<td>14 %</td>
<td>80 %</td>
</tr>
<tr>
<td>to facilitate networking among heritage institutions</td>
<td>2 %</td>
<td>21 %</td>
<td>77 %</td>
</tr>
<tr>
<td>to enhance transparency and accountability</td>
<td>6 %</td>
<td>20 %</td>
<td>74 %</td>
</tr>
<tr>
<td>to reduce legal complexity</td>
<td>19 %</td>
<td>30 %</td>
<td>51 %</td>
</tr>
</tbody>
</table>

*OpenGLAM Benchmark Survey 2015; Sainio, Riikka 2015*  
*N=47-49 museums*
Strong community supporting reuse

Hack4fi - Hack your heritage hackathons

Women's Day Editathon
"One Hundred Women to Wikipedia"

CC-BY Teemu Perhiö

CC-BY AvoinGLAM
Engagement: social media
Dimensions of Social Media

Outreach / widening the audience
- Connecting people with museum and raising interest
- Being easily approachable
- Bringing heritage and art where people are

Engagement / deepening the relationship
- Aiming at interaction, encouraging to participation
- Turning people into enthusiasts
- e.g. crowdsourcing

Heinonen Janne, Hirvonen Sanna 2016
Visser, Jasper 2012
Social Media Tools in Finnish Museums

- Facebook: 78
- Twitter: 34
- YouTube: 35
- Instagram: 37
- Flickr: 8
- VKontakte: 6
- LinkedIn: 4
- WhatsApp: 1
- Foursquare: 4
- Blogi: 23
- Pinterest: 10
- Snapchat: 1
- Periscope: 0
- Muu: 14

N=94

Toivonen, Jari 2016
"When I’m following a museum on social media, I consider myself as a visitor like visiting a physical exhibition"

Toivonen, Jari 2016

N=303
“Museum’s content on social media increases my interest in visiting that museum”

Results from online customer survey 2/2

Toivonen, Jari 2016  
N=303
How to build strong online presence by combining these practices?

Well here’s an example from Helsinki City Museum:
Finna as the primary channel for publishing the museum’s collections...
...all content licensed under CC-BY allowing re-use, in apps such as Sift.pics...
...and widely used by museum itself and its community in commenting topical issues.
Project “Finland eats and drinks” collected photos related to the everyday food culture of everyday people through their webpage.
Some of that material became part of the image collections of the National Board of Antiquities
The closest gallery may be in your pocket
“Pocket gallery” by Finnish Museum of Photography: Invited artists took over museums Instagram account and posted their artworks into the gallery.
To conclude...

We need sustainable infrastructures: repositories, guidelines, standards, preservation solutions.

The best strategy to really make use of heritage’s potential is to license the content as openly as possible.

Social media allows us to move from one-way communication to interaction – let’s use this opportunity!
References

• Finnish Museum statistics 2015: https://www.museotilasto.fi/
• Heinonen Janne, Hirvonen Sanna 2016: Museotyö somessa http://www.slideshare.net/SannaHirvonen/museoty-somessa-59410191 (FI)
• OpenGLAM Benchmark Survey 2015: https://outreach.wikimedia.org/wiki/GLAM/OpenGLAM_Benchmark_Survey
• Sainio, Riikka 2015: Museot ja avoin data - näkökulmia kulttuuriperintöaineiston avaamiseen: https://www.theseus.fi/handle/10024/102037 (FI)
• Toivonen, Jari 2016: Sosiaalinen media suomalaisessa museokentässä (FI)
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This presentation is available at http://www.slideshare.net/TapaniSainio


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