Archives in Web 2.0: new contexts, new opportunities

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Enthusiasm! archives using Web 2.0 applications

Motivations and goals
Online strategy
Global vision of their presence on Web 2.0

Facebook (online social network)
Flickr (online image-sharing community)
YouTube (online video sharing community)
Archives and Web 2.0

New types of interaction
New opportunities regarding institutional promotion

New ways of providing their services
New opportunities to making their heritage known

New impacts - New challenges
Users' expectations on the Web

Quick and simple access to information
Google rules - “one-stop shop”

Digital content - fit work and study flexibly into busy lifestyle

More time on navigating content
Can navigate thousand of resources in minutes

Used to online services
They don't have a web page?!
(Do they exist?)

What, they are not on Facebook?!
They don’t use YouTube?!
Don’t they know Flickr?!
(Where have they been?)

“Natural expectations” of users
In common with the trend in general use of Web 2.0 applications, their use by archives is also on the increase.

There are impacts and benefits resulting from the use of Web 2.0 applications together with some goals and strategies of such use.
Each application represents an individual context of use and allows a set of specific functionalities.
Women workers employed as wipers in the roundhouse having lunch in their rest room. C. & N.W. R.R., Clinton, Iowa (LOC)
Web 2.0: Resistance to Use and Disadvantages

Resistance arising from the lack of knowledge
Non-recognition of Web 2.0
Apathy of archive staff and lack of engagement

Lack of knowledge / Not ‘official’ or valid / Informal nature of Web 2.0

Not sufficient added value to justify the necessary allocation of resources and effort to implement them, and point to the pressing nature of other priorities

Hierarchy that may not always recognize the value of the organization's presence on Web 2.0 / organizacional culture
Web 2.0: Resistance to Use and Disadvantages

Negative aspects

Data protection of social network users. True 😞

The possibility of anonymous users interacting in an abusive fashion with these institutions as well as unwelcome associations with certain religious and / or political groups or symbols

You can define a policy!
(Comment Policy and Privacy Notice)

Example: http://www.facebook.com/archivalrecoveryteam?v=app_4949752878
Web 2.0: Resistance to Use and Disadvantages

Negative aspects

Time-consuming
True... So, let's get some of that time

May be used under the name of an organization (the registration on Facebook of an archive by an individual user without the sanction of the Archive).
Take the initiative of such use (i.e. be the first to use these applications before enthusiastic users do so in your place)
Be alert and define a policy
Web 2.0: Impacts and Benefits

- increased importance of the archive to the user
- improved communication among archivists
- diversification of users
- potential of new interactive services to raise the level and quality of the service provided
- free of charge
- varied access of its collections
- additional information about collections
- greater ability to find quick solutions to meet the needs of users
- increased awareness of its collections
- new dynamic ways to engage
- improved communication of the archive with such users
- contribution to improved information literacy of users and the general public
- visibility and presence on the Internet
- varied access of its collections
- improvement in the archive’s image
- increased awareness of its collections
- new dynamic ways to engage
- improvement in communication among archivists
- contribution to improved information literacy of users and the general public
- visibility and presence on the Internet

ICARUS – Archives on the Web - Experiences, Challenges, Visions.
Vienna, Austria, 23rd-25th November 2010
Web 2.0: Impacts and Benefits

Beside all the benefits of the use of Web 2.0 applications, there is also the impact of the use of these applications among institutions, as the use of these applications by high-profile organizations seems to be a factor in encouraging other institutions to join and use such tools.

Library of Congress on Flickr (Commons Project)
http://www.flickr.com/commons?GXHC_gx_session_id_=6afecb2055a3c52c
“Whether through Flickr, wikis, blogs or allowing users to comment on descriptions in their online catalogs, many archives are starting to harness the power of their regular researchers as well as experts around the world to help augment or create descriptions for their collections. This award will recognize crowdsourcing efforts that have resulted in a significant exchange of information for the institution”.

(Definition of the category - Best Archives on the Web awards in the category “Best Use of Crowdsourcing for Description”. The winner was the Nederlands Instituut voor Beeld en Geluid / Netherlands Institute for Sound and Vision) http://www.archivesnext.com/?cat=25
Web 2.0 Applications: Strategies and Goals

Deliberately diversified use of applications, as a means of enlarging the presence of the archive on the Internet, creating a wider range of points of access to the public

Gaining experience participating in Web 2.0 communities

Be aware of good practices and of good examples
Web 2.0: one great opportunity

Be flexible and open
Organizational culture change
The “Archivist” on the Web 2.0: perceptions from the public

“daylife of an image editor inside a television box (media slave). Remixed stop motion animation experience”

“The archivist” (2007, “legohist”, Eurico Coelho, Portugal
http://www.youtube.com/user/legohist#p/u/37/4fkok6qwoms
Thank you

See more in Ariadne Magazine

Marta Nogueira – Archives in Web 2.0: New Opportunities
http://www.ariadne.ac.uk/issue63/nogueira/