

Community Insights for The People's Archive (Survey Feedback)

We gathered feedback from 33 community members to better understand how people wish to engage with The People's Archive and what would make a digital archive more accessible, meaningful, and easy to contribute to.

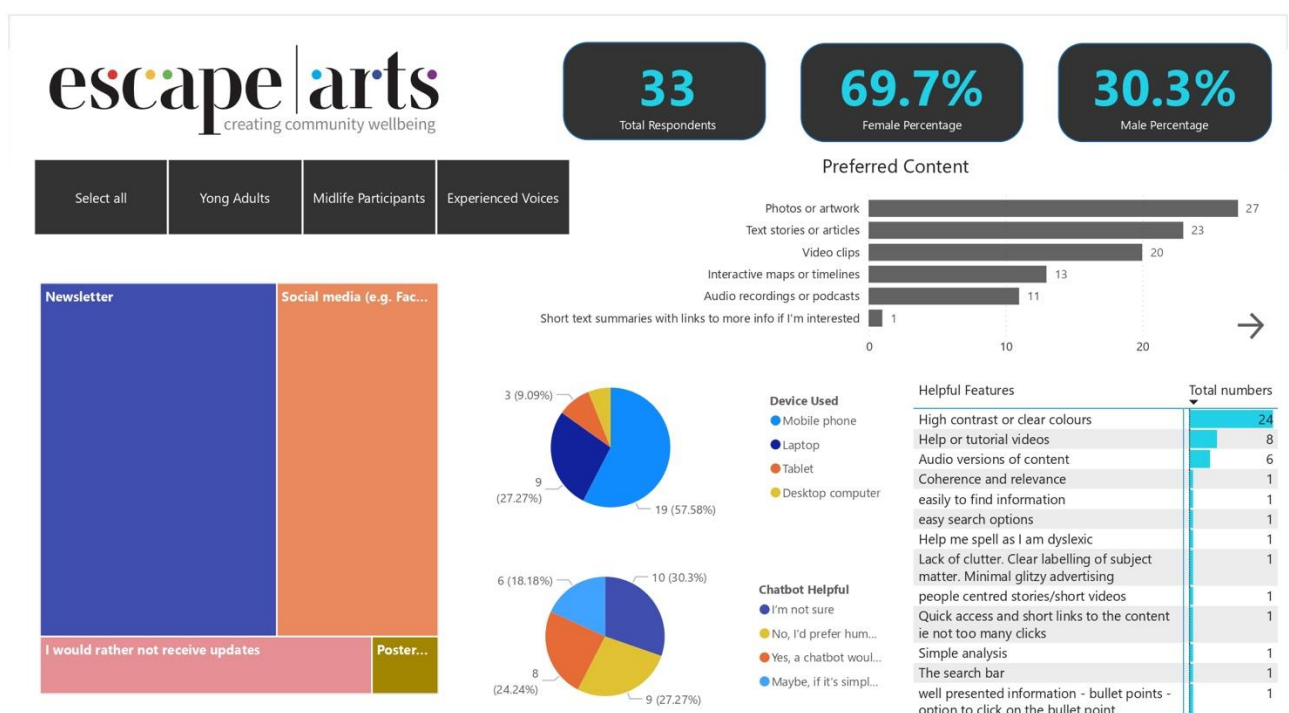
The responses revealed a rich mix of voices, with:

- 70% female and 30% male participants
- All respondents being native English speakers
- A broad age representation:
 - Young Adults (18–29) – 2 responses (6%)
 - Midlife Participants (30–59) – 13 responses (39%)
 - Experienced Voices (60+) – 18 responses (55%)

Interestingly, the findings highlight that older participants are the most active contributors, with experienced voices (60+) leading in engagement and idea sharing. Women also emerged as more proactive than men in shaping the future of a community-driven digital archive.

This insight underlines the importance of designing an archive that resonates strongly with older community members, while still being inclusive and accessible for all age groups.

Dashboard 1: Web Features & Accessibility



Purpose

This dashboard explores what types of content and features people value most when engaging with a digital archive, how they prefer to access it, and the best ways to keep them updated.

Key Findings

1. Preferred Content

- **Photos or artwork** (27) and **text stories or articles** (23) were the most popular content types, followed closely by video clips (20).
- **Interactive maps/timelines** (13) and **audio/podcasts** (11) were less popular.
- One respondent suggested **short text summaries with links for quick browsing**.
- These preferences were consistent across all age groups, showing universal appeal for visual and text-based content.

2. Helpful Features for Accessibility

- **High contrast or clear colours** was the most valued feature overall, highlighting the importance of readability and accessibility.
- **Help/tutorial videos** and **audio versions of content** were the next most requested, reflecting a need for multi-modal support.

Age differences:

- Young adults (18–29) wanted **basic navigation** tools (like a search bar), alongside clear colours and audio.
- Midlife participants (30–59) valued **contrast, tutorial videos, and storytelling guidance**.
- Older participants (60+) emphasized **contrast, audio, and simplicity—requesting less clutter, clearer labels, and fewer clicks for easier access**.

3. Device Usage

- **Mobile phones** were the most common device (57%), followed by **laptops** (27%).
- Tablets and desktops were only used by a small minority.

Age differences:

- Young adults' split usage evenly between **mobile** and **laptop**.
- Midlife participants overwhelmingly preferred **mobile phones** (90%+).
- Older participants leaned toward **laptops** (39%) but also used **mobiles** (33%) and some desktops.

4. Chatbot Helpfulness

- Opinions were mixed: many were **unsure** or **preferred human help**, while a smaller group supported a chatbot if it was simple and easy to use.

- Younger participants were more **open to chatbots**, while older respondents **preferred human help**.

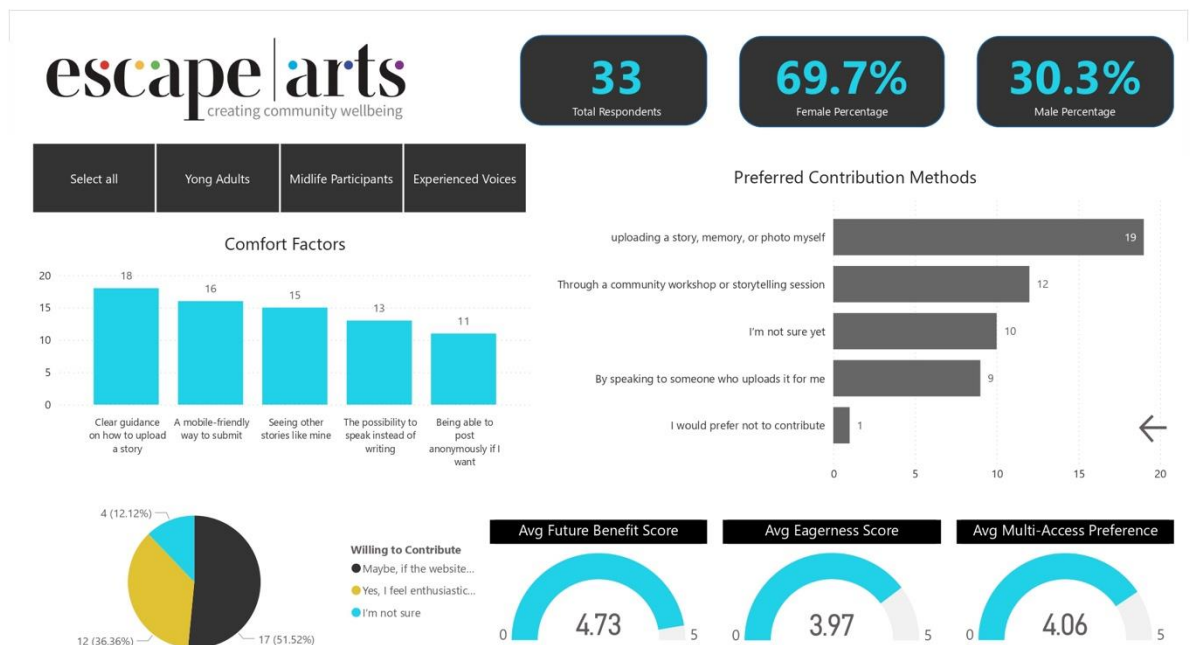
5. Update Preferences

- **Newsletters** (22) were the preferred way to receive updates, followed by **social media** (15).
- Older respondents (Experienced Voices) were more likely to choose “**I would rather not receive updates.**”

Conclusion of dashboard 1

- Visual and text-based content should be prioritized—especially photos, artwork, and short stories.
- Accessibility is critical—high contrast, clear navigation, and simple layouts improve engagement for all, especially older users.
- Multi-device optimization is needed—mobile-first design but still laptop-friendly for older audiences.
- Communication channels should focus on newsletters, with social media as a secondary option.
- Chatbots should remain optional and extremely simple, as trust in automation is mixed.

Dashboard 2: User Engagement & Contribution



Purpose

This dashboard explores how willing people are to contribute to The People's Archive, what would make them feel more comfortable, and which contribution methods they prefer. It also measures perceived future benefit, eagerness to engage, and access flexibility.

Key Findings

1. Comfort Factors for Contribution

- **Clear guidance on how to upload a story** (18) is the top comfort factor.
- **A mobile-friendly way to submit** (16) and **seeing other similar stories** (15) also encourage contributions.
- Speaking instead of writing (13) and posting anonymously (11) are valued but less critical.

Age differences:

- Midlife participants (30–59) strongly preferred **mobile-friendly submission** (10), with moderate interest in guidance, similar stories, and speaking options.
- Older participants (60+) prioritized **clear guidance** (11) and **seeing similar stories** (9) more than **mobile friendliness**.

2. Preferred Contribution Methods

- **Uploading a story, memory, or photo personally** (19) is the most popular method.
- **Community workshops or storytelling sessions** (12) come next.

Age differences:

- Young adults preferred **self-uploading** and community **workshops** equally (2 each).
- Midlife participants leaned toward **self-uploading** (9) but were also open to **workshops** (7) and **some assistance** (4).
- Older participants still preferred **self-uploading** (8) but were more hesitant, with more being **unsure** (7) or preferring **someone else's help** (5).

3. Willingness to Contribute

- 51.5% said "Maybe" if the process is simple, showing conditional willingness.
- 36.4% feel enthusiastic and ready to contribute.
- 12.1% are unsure.

4. Future Benefit, Eagerness, and Multi-Access Scores

- Future Benefit Score: **4.73** → very high perceived long-term value.
- Eagerness Score: **3.97** → moderate excitement to engage.
- Multi-Access Preference: **4.06** → strong preference for multiple ways to access content.

Age differences:

- Young adults saw **maximum** future benefit & flexibility.
- Midlife participants were still highly positive, slightly more eager than young adults but slightly less multi-access focused.
- Older participants still saw high value (4.56) but preferred **less complexity and fewer access options**.

Conclusion of dashboard 2

- Clear, simple guidance and easy submission methods are key to making people comfortable contributing.
- Self-uploading is the preferred contribution method, but community workshops and assisted uploads are important secondary options, especially for older participants.
- Younger audiences are the most enthusiastic, while older participants need more reassurance and simpler engagement paths.
- Future benefit is seen as very high across all ages, but older groups prefer less complex access while younger groups welcome flexibility.

To complement the dashboards, we included three open-ended questions to better understand people's deeper perspectives. The word clouds below show the most common ideas expressed in their own words, revealing what truly matters to them.

1. *What would make you feel personally represented?*



People want local and personal stories that reflect their community, history, and shared experiences, making the archive feel relevant and inclusive.

2. *What might discourage you from contributing?*



Concerns about negative comments, politics, or being misunderstood may hold people back, highlighting the need for a safe and respectful space.

3. Ideas to make the archive welcoming & fun



Suggestions focus on local art, interactive stories, galleries, and vibrant elements like music, creating a more engaging and lively experience.

Conclusion

This community feedback reveals that people value local, personal stories and artwork that reflect shared history and identity. Accessibility and simplicity are critical—high contrast, clear layouts, and mobile-friendly design make the archive easier to use, especially for older participants. While self-uploading stories is the preferred way to contribute, workshops and assisted uploads remain important for those less confident with technology.

Open-ended responses highlighted three key needs:

- Representation: Content should feel inclusive and authentic to the community.
- Trust & safety: Negative comments, and politics discourage contributions, so a respectful, supportive space is essential.
- Engagement & fun: Adding interactive elements, local art, and music would make the archive more welcoming and vibrant.