



EnrichEuropeana+ Impact Monitoring report

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Author	Ad Pollé
Contributors	
Reviewer	Sergiu Gordea
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Introduction

EnrichEuropeana+ (fully titled 'Enriching Europeana through citizen science and artificial intelligence - unlocking the 19th century') aims to enhance Europeana Transcribe (www.transcribathon.eu) as a service for cultural heritage institutions. It creates new tools based on innovative artificial intelligence (AI) solutions to automate transcription and enrichment activities. The project develops and integrates services based on Handwritten Text Recognition technology built within the scope of the H2020 Project READ (2016-2019). It uses natural language processing and big data technology to analyse transcriptions and their translations, providing support for semantic metadata enrichment, clustering and classification.

[Europeana Transcribe](#) is a citizen science initiative run through the Transcribathon platform. It aims to engage the public in transcribing, annotating and georeferencing

Europeana's vast collection of digitised items - particularly handwritten materials - amassed from libraries, archives and museums from all across Europe. The tool offers another way for users to engage with the material shared through Europeana while also using crowdsourcing to enrich and enhance the accessibility to this material. The engagement with the platform is stimulated through targeted events known as transcribathon runs.

Scope

This Report provides an overview of the work carried out until 31 December 2022 as described under Task 4.4 of the DoA of the EnrichEuropeana+ project. This mainly concerns the implementation of an impact assessment model, including use cases and end user profiles, a data collection plan and identifying the value proposition for different stakeholders including Cultural Heritage Institutions, researchers, existing communities of practice and public society.

This Report focuses on the impact assessment of the main activities that have been carried out under Task 4.2 (Transcribathons events and online runs). This concerns four topical runs related to newly aggregated and existing handwritten collections from the 19th century: three hybrid events (both in-person and online) that took place in Dublin, Ireland (March 2022), Wroclaw, Poland (June 2022) and Zagreb, Croatia (November 2022). It includes an online only event, the 19th Century Run that took place from 15 December 2022 until 31 January 2023.

For the assessing the impact of transcription and semantic enrichment activities, based on the learnings from the previous Action, an updated data collection model was developed to consider new use cases and end user profiles. In addition, value propositions for different stakeholders, such as Cultural Heritage Institutions, researchers, existing communities of practice and public society have been identified. From each of the organised events user feedback has been collected through surveys.

Once all activities are completed an analysis of stakeholder's feedback will be performed and published as part of the EnrichEuropeana+ Business case for long term sustainability (MS10). The main focus will be on the perspectives of students (Dublin, Wroclaw and Zagreb events), CHI professionals (Dublin and Zagreb) and the general public (online), relating to skills development and connection with cultural heritage as well as the use of the Transcribathon platform and tool.

Objectives

The main objectives of EnrichEuropeana+ are:

- To engage public users and professionals in enhancing the semantic and multilingual description of Cultural Heritage objects by continuing the development of Europeana Transcribe.

- To increase accessibility of manuscripts related to historical events and societal transformations in Europe within the 19th Century through a new Citizen Science crowdsourcing campaign to stimulate user engagement for transcribing, translating, and adding semantic enrichments.
- To transform Europeana Transcribe into a service used by Cultural Heritage Institutions to crowdsource the enrichment of cultural object descriptions and improve the multilingualism of metadata.

The main objectives of Activity 4: Dissemination and citizen science crowdsourcing campaigns are:

- To reach out to CHIs and users alike and undertake a number of outreach activities
- To enable CHIs to use Transcribathon for enrichment of their holdings making them more accessible and re-usable
- To organise a transcription and enrichment campaign on newly aggregated and existing handwritten collections from the 19th century
- To further develop the impact assessment model by taking into account the new use cases and user profiles
- To monitor the impact generated for different stakeholders and provide insight for the development of a Business Case for long term sustainability of the platform

Impact assessment plan

The work for task 4.4 started with a workshop for all project partners in December 2021. The main goals of the workshop were to agree on the priority stakeholders, the indicators for change path and the approach for data collection. Based on the outcomes of this workshop the Impact Assessment plan for the Action was formulated. The plan describes the methodology used for evaluating the impact generated by the crowdsourcing campaign. It uses the Generic Learning Outcomes (GLOs) and takes in account the main groups of Transcribathon stakeholders for collecting explicit feedback in form of surveys. The impact assessment is concluded through the verification of the hypothesis formulated within the change pathways. The individual stages of the impact assessment plan are presented in the following sections.

Generic Learning Outcomes

The Generic Learning Outcomes¹ framework was developed in the UK for educational projects or activities in the museum/heritage context. Its five sections - enjoyment, inspiration, creativity; behaviour and progression; skills; attitudes and values;

¹ https://www.artscouncil.org.uk/sites/default/files/S2D12_Detailed_framework.pdf

knowledge and understanding - offer a template through which to consider the changes experienced by users of the Transcribathon tool.

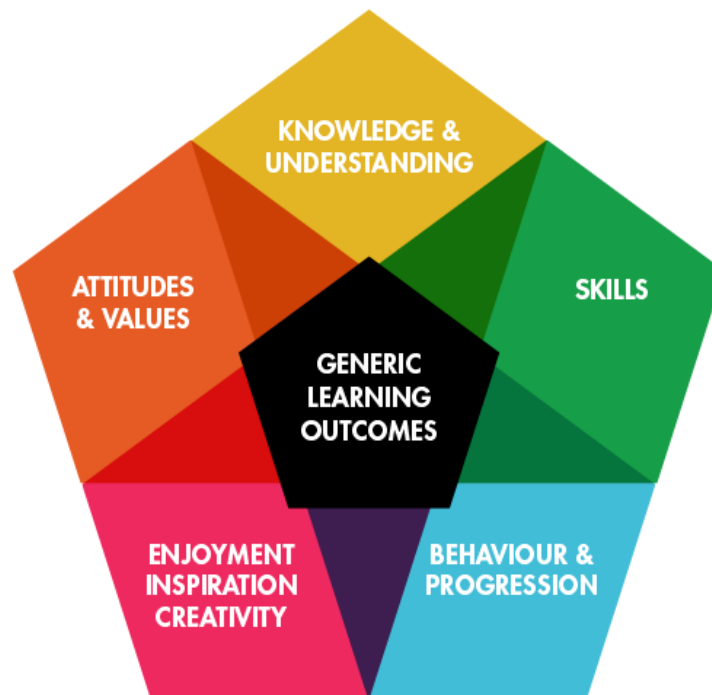


Figure 1: Dimensions of Generic Learning Outcomes Framework

For that reason, GLOs were used to help identify the diversity of possible outcomes for Transcribathon participants in the Enrich Europeana + project.

Transcribathon stakeholder groups

Six groups of stakeholders were identified by the participants of the first impact workshop, which are listed in the following. This includes a categorization for different types of stakeholders taking in account their roles and interests when using the Transcribathon tool.

1. People using the transcribathon tool, in person or online:

- a. Secondary school pupils
- b. University students
- c. Hobbyists
- d. Library users
- e. Citizen scientists
- f. Local citizens involved in local runs
- g. Language students
- h. Reading room members
- i. General public (European citizens, global)

2. CHIs - directly involved as an event host and/or getting transcribed data back
3. Educators (teachers, professors)
 - a. The individuals
 - b. The educational partner organisation e.g. University
4. CHIs - indirectly involved when their content is being transcribed
5. Technology partners
6. Users of the transcribed data
 - a. Archivists
 - b. Researchers
 - c. Historians
 - d. Students
 - e. CHI audiences

Two of these stakeholder groups were identified to be the most relevant for being included in the impact assessment activities (i.e. the level of engagement with the Transcribathon is the highest; feasibility for systematically collecting feedback is provided):

- **CHI institutions providing content and/or getting transcribed data back**
- **Transcribathon tool users (online or in person)**

A screenshot of the stakeholder mapping and prioritisation exercise from the impact workshop is presented in Figure 2. The post-it notes in yellow present the categorization of the main stakeholder groups.

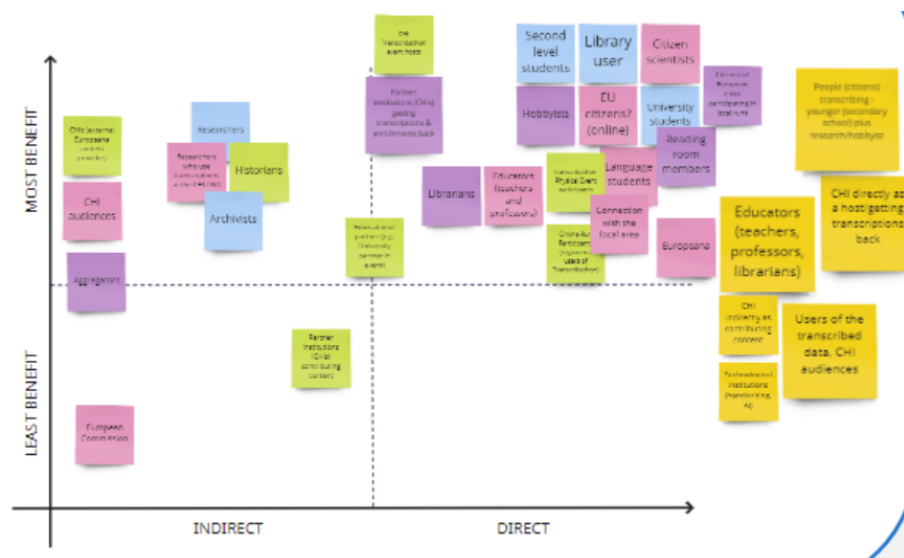


Figure 2. Stakeholder analysis and categorization

Change pathways

To formulate and develop the change pathways two workshops with project partners were held. The first workshop took place in December 2021 and focused on stakeholder mapping and prioritisation for two priority stakeholder groups

In the second workshop - in January 2022 the change pathways were validated through agreeing on indicators, a data collection plan and the workflow for in person and online events.

In the first impact workshop, a brainstorming exercise for creation of two change pathways was performed (see Figure 3). The exercise was targeting the audiences selected through the stakeholder analysis step.

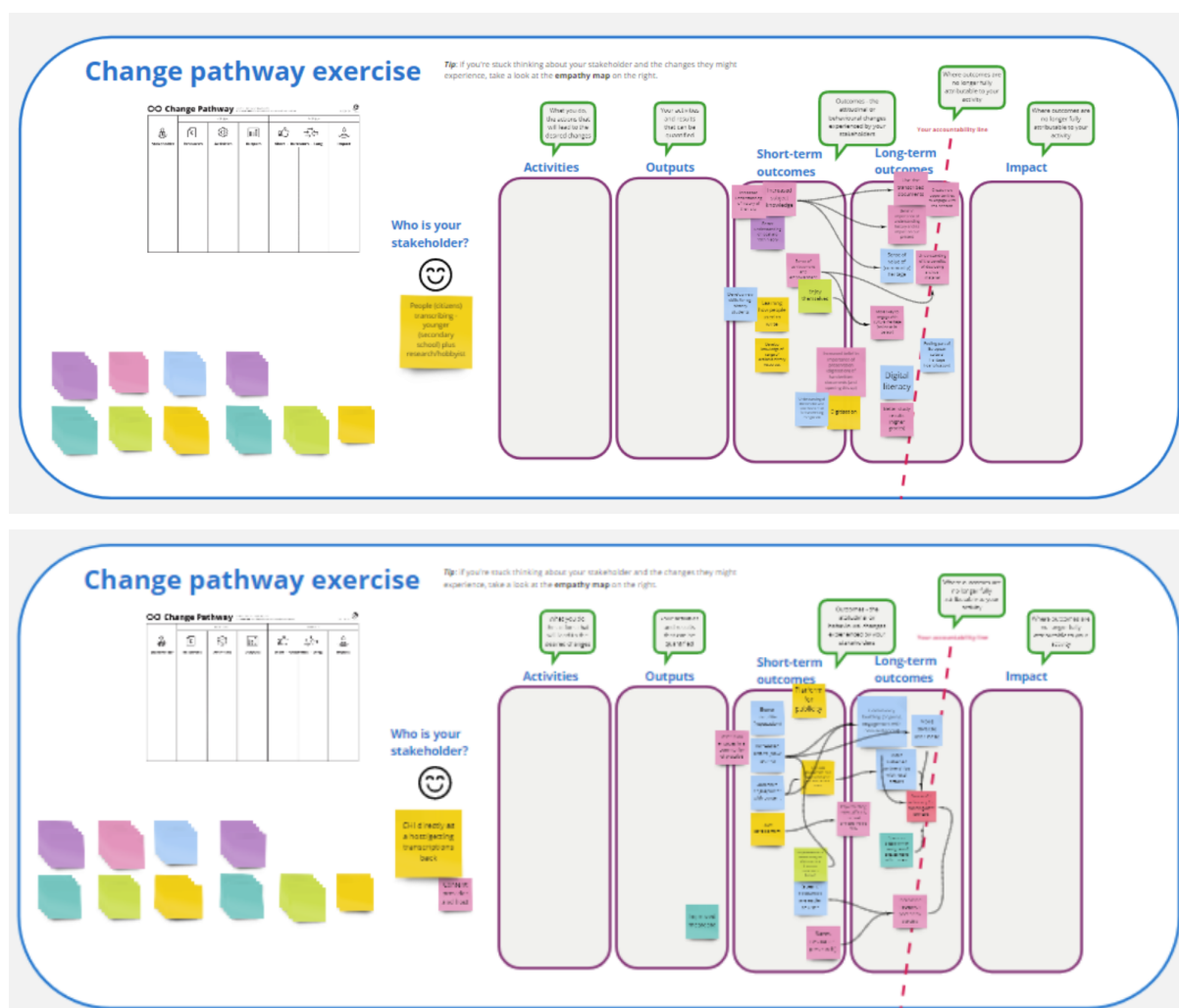


Figure 3 Inception of change pathways

Change pathway - Transcribathon user

For the Transcribathon user change pathway, the five GLO categories were used as outcomes and intended to evaluate the impact by measuring relevant indicators as identified in the change pathway exercise. This pathway takes in account the impact for the users participating in the Transcribathon runs, either online or in person.

This change pathway is relevant to all of the categories listed above:

- Secondary school pupils
- University students
- Hobbyists
- Library users
- Citizen scientists
- Local citizens involved in local runs
- Language students
- Reading room members
- General public (European citizens, global)

Outputs	Short-term outcomes (drawn from GLO framework)	Short-term outcome indicators	Long-term outcome	Long-term outcome indicators
# of items transcribed	Deepened knowledge	<ul style="list-style-type: none"> • Subject knowledge 	More likely to engage with	<ul style="list-style-type: none"> • Use the transcribed documents (create

# quantity of characters # of transcribers registered (per run, event, total growth) # of returning transcribers # number of CHIs whose content has been transcribed # of events # of CHIs hosting events	and understanding	<ul style="list-style-type: none"> Knowledge of local area/city/region / personal heritage 	cultural heritage in future	new opportunities to engage with the content) <ul style="list-style-type: none"> Wants to find out more about the subject matter Higher grades
	Enjoyed themselves, felt inspired, encouraged to do something with heritage	<ul style="list-style-type: none"> Would repeat the experience Would recommend to others Likely to do or make something afterwards related to the content or to heritage more broadly Met or exceeded expectations (about enjoyment) 		<ul style="list-style-type: none"> Use the transcribed documents (create new opportunities to engage with the content) Wants to visit/engage with heritage organisations in person or online more often
	Develop new skills	<ul style="list-style-type: none"> Digital/media skills (IT) Transcription (handwriting 	Improved digital literacy	<ul style="list-style-type: none"> Use skills gained in other settings Continue to use Transcribathon tool

		<ul style="list-style-type: none"> from the past) • Working with original sources • Communication/ teamwork/ presentation skills (where relevant) • Language (extended/ historic vocabulary) 		
	More positive attitudes and values towards heritage	<ul style="list-style-type: none"> • Importance of (digital) preservation and making heritage openly available • Role of heritage organisations • Awareness of technological innovation in opening heritage • Feel like they are part of the local/ national/European heritage context 	Become a life-long heritage institution visitor and supporter	<ul style="list-style-type: none"> • Wants to visit/engage with heritage organisations in person or online more often • Increased tolerance towards other histories and cultures

Change pathway - Cultural Heritage Institution

The second change pathway doesn't use the GLO framework. The short- and long-term outcomes were brainstormed together with the consortium partners. CHIs are interested in organising and hosting Transcribathon runs for enrichment of their own content. They should be providing feedback and assessing the impact generated for their organization. The focus of the impact assessment would align with the anticipated audience for the event. Who is the audience of the events? The impact assessment is a good way to understand if we have met expectations and if they have met their expectations/targets in participation.

Outputs	Short-term outcome	Indicators	Long-term outcome	Indicators
# of items transcribed # quantity of characters # of transcribers registered (per run, event, total growth) # of returning transcribers # number of CHIs whose content has been transcribed # of events # of CHIs hosting events CHI specific # new audiences # audiences who are	Heightened positive local reputation	<ul style="list-style-type: none"> New partnerships with local (educational or other) actors New audiences (#) 	More embedded in local community	<ul style="list-style-type: none"> Continued partnerships with some/all of new actors More school visits to the CHI (#) New collaborations with educational or other actors More diverse online and physical user base
	Staff gain skills	<ul style="list-style-type: none"> Report that it was a professional development opportunity Desire to develop or run similar activities 	Staff use participatory heritage projects in future	<ul style="list-style-type: none"> New or similar or repeat projects are devised or delivered Future training for staff organised on similar themes
	Improved quality of metadata (where relevant)	<ul style="list-style-type: none"> Content is used in new and different ways by Transcribathon 	Improved search and visibility for heritage content. Resources are	<ul style="list-style-type: none"> Increased use of transcribed heritage content compared to before Transcribathon.

likely to return after the Transcribathon activity # press/media coverage #content views before and after metadata improvements (or other meaningful measures related to reuse/access of the data)		participants and others.	easier to find and use.	<ul style="list-style-type: none">○ Use by researchers
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Evaluation of generated impact

The generated impact is evaluated with the feedback collected in the context of each individual Transcribathon event, which will provide additional insight through the comparison of the results.

The partners will include the collection of user feedback when organising the events. A first aggregation of the user feedback is shared instantly with the participants thanks to Mentimeter's builtin functionality. This raw data (see [References: Impact Assessment - User Feedback](#)) is also saved for analysis

During the interpretation stage, a draft analysis will be presented to the project partners, who are asked for their feedback, namely:

- Do the results appear consistent?
- Was the wording and interpretation of the data correct?
- Did this match their understanding of the impact assessment process?
- Did they draw any additional or contradictory conclusions from the data?

A full analysis of the findings will take place after all planned events have taken place and will be shared in the Business Plan (MS10). It should be considered to publish this in the annual impact report 2023, on Europeana Pro and to submit to the European Commission.

Feedback acquisition plan

There is a significant distinction between the audience of in person events organised by the partner institutions and the audience of online runs. While in the first type of events the audience is a local one, which is in general known in advance, the online runs are targeting a Europe wide audience with a large variance in the user's background. Consequently there are a few differences in the plan for data acquisition, as indicated in the following.

Data collection - In person events

Depending on the specific goals and the different nature, the actual data collection workflow may differ for individual events. However, the data collection planning includes feedback collected before and at the end of the event. When appropriate, additional information may be collected in a certain period after the end of the event.

Pre-activity. Ideally a [survey](#) (e.g. in a welcome email) is sent to participants registered for Transcribathon runs. As an alternative, a Mentimeter session is held at the opening of the event. This was particularly useful for in person or hybrid events.

Post-activity. Ideally a survey (e.g. in a Thank you email) is sent to participants registered for Transcribathon runs. This has the goal to capture the user's feedback on the learning achieved through the involvement in Transcribathon competitions.

Longitudinal follow-up. Ideally a follow-up with organisers and participants should be organised one month after the event. This was only possible where we have contact information and where we are allowed to contact them for the purpose of evaluation (i.e. the Dublin campaign).

Data collection - Online runs

Survey for all registered Transcribathon users. A survey was shared via email with (all or active) participants, as this was considered to result in a higher response than the alternative pop-up survey on the platform that focuses on active users only. Findings will preferably be divided by user group (e.g. student, teacher, citizen scientist) and draw out learnings for longer term sustainability.

Basic survey questions. During the workshops the following basic questions for the surveys have been defined. In some cases these have been slightly altered or added to by partners according to the nature and specifics of their event and audience.

Questions asked before the start of a Transcribathon run

Tell us about yourself!

Do you have experience in transcribing handwritten text? [Multiple choice]

- ☐ Yes
- ☐ No
- ☐ Unsure

[open text - you can use this space to explain your answer]

How would you rate your skills in the following areas? [scale 1 (low) - 5 (very high)]

- Transcription skills
- Reading handwriting from the past
- Adding new information to digital heritage data
- Working with original historical sources
- Digital skills

What is your age? [Multiple choice]

- ☐ 17 or younger
- ☐ 18-24
- ☐ 25-34

- ☐ 35-49
- ☐ 50-69
- ☐ 70+

In what country do you live?

Open text (or drop-down of relevant country or region options if available)

Are you:

- ☐ Employed in cultural heritage
- ☐ Employed in education and/or research
- ☐ Employed in another sector
- ☐ Out of work
- ☐ A homemaker
- ☐ A student
- ☐ Retired
- ☐ Unable to work
- ☐ Other (open text)

During the last 12 months, have you visited an online museum collection or exhibition?

[Multiple choice]

- ☐ Yes, more than ten times
- ☐ Yes, between four and ten times
- ☐ Yes, between one and three times
- ☐ Yes, once
- ☐ No

Questions for after the Transcribathon run

1. How satisfied were you with this event? [scale]
2. How much do you know now about the topic? [scale]
3. How would you rate your skills after today's event? [scale]
 - a. Transcription skills
 - b. Reading handwriting from the past
 - c. Adding new information to digital heritage data
 - d. Working with original historical sources
 - e. Digital skills
4. In your own words, what did you learn today? [open text]
5. Will you do any of these things after this event?: [can choose multiple options]
 - a. Use the skills I have learned somehow
 - b. Use what I have transcribed today somehow (in a project, education)
 - c. Visit an online exhibition or archive

- d. Go to a museum
- e. Learn more about the topic
6. Did this event make you think about how cultural heritage is preserved and used? [open text]
7. Would you take part in a Transcribathon again? [scale]
8. Would you recommend Transcribathon to a friend? [scale]
9. Do you have any feedback for us? [open text]

Mentimeter surveys with event participants

Europeana has used Mentimeter to collect instant data from events for several years. There is value to using this tool:

- It is interactive and a large sample of the participating audience can be engaged at the event itself.
- Results are instantly analysed.
- Respondents can be guided through the questions.
- It can inform not only impact assessment and evaluation but the delivery of activity as well (e.g. by collecting user expectations and levels of knowledge, confidence and engagement live at the event).
- It is designed to be accessed by mobile and it is visually attractive, which is good for young audiences and to keep other audiences engaged.

There are of course limitations. These relate mostly to the timeframe in which participants are surveyed. Sending a survey one or several days after an event gives respondents more chances to reflect on their experiences. Surveying *at* an event gives less opportunity for reflection and it might positively bias the responses.

Instead of surveys sent by email, Mentimeter pre-surveys and post-surveys may have a higher response rate to track short term outcomes immediately after the event.

Quantitative data will be analysed in excel or may automatically be presented in the data collection software. Qualitative data is analysed according to the indicators and outcomes identified.

EnrichEuropeana+ crowdsourcing campaign

The project organises a crowdsourcing campaign to engage the public in enhancing the semantic and multilingual description of manuscripts related to historical events and societal transformations in Europe in the 19th century. In order to achieve this, the project aggregated new records to Europeana using existing national aggregation infrastructures. The crowdsourced enrichments are submitted back to the original collections and to Europeana (after the validation process is completed).

The campaign consisted of the following events, for each of which an impact assessment has been developed:

Dublin

- 28 March - 1 April, 2022 & ongoing
- Hybrid event
- Runpage: <https://europeana.transcribathon.eu/runs/dublin-transcription-week/>
- Organised by project partners DRI and DCC
- [Blog post](#) on Europeana Pro
- First (opening) survey (email) 28 March 2022: 37 responses
- Second (community) survey: to be completed in February

Wroclaw

- 30 May - 3 June, 2022; completed
- Hybrid event
- Runpage: <https://europeana.transcribathon.eu/runs/wroclaw-2022/>
- Organised by project partners PSNC and UoW
- Opening Menti 30 May 2022: 26 responses
- Closing Menti 3 June 2022: 24 responses

Zagreb

- 7- 11 November. 2022; completed
- Hybrid event
- Run page: <https://europeana.transcribathon.eu/runs/zagreb-2022/>
- Organised by SAZ and UoZ
- Blog on Europeana Pro - not yet published
- Conference Menti 7 November 2022 : 34
- Opening Menti 8 & 9 November: 26
- Closing Menti 11 & 16 November: 14

19th Century Run

- International, online only; ongoing
- 15 December 2022 - 31 January 2023
- Runpage: <https://europeana.transcribathon.eu/runs/19th-century/>
- Organised by Facts & Files, Europeana and project partners
- Survey shared with Transcribathon subscribers via email

Conclusions and next steps

A full analysis of the data collected will be completed as soon as the last data collection activities are completed. An interpretation meeting with all project partners involved in

the assessment task will be held to discuss and interpret the outcomes. The analysis will contain the following elements:

- Outputs
 - Description of events and participants
 - Survey results
- Change pathway interpretation
- Comparison with previous Transcribathon impact assessment data
- Reflection and learning about our approach
- Recommendations for future impact assessment
- Areas for future research

The analysis will be included in the Business Plan (MS10).

References

Impact playbook

<https://pro.europeana.eu/page/europeana-impact-playbook>

Generic Learning Outcomes framework:

- From the CHI perspective:

https://www.artscouncil.org.uk/sites/default/files/S2D12_Detailed_framework.pdf

- From the educational perspective:

<https://www.schoolsobservatory.org/about/eval-framework>

Transcribathon case study:

<https://pro.europeana.eu/post/impact-assessment-report-enrich-europeana-transcribathon>

Impact Assessment Workshop:

https://docs.google.com/presentation/d/11iDMh-dQ69AuFmwEvV-MvuEDvXGS0B6UUaAovq6I3M/edit?usp=share_link

Business case workshop

<https://docs.google.com/presentation/d/17Uw2EH3cvb10rSaf3FrsAc1zmrmiWoCHgwrX57gmf8>

Impact Assessment - User Feedback

<https://drive.google.com/drive/folders/1sGtI9xfb0vRUNqNTyPIDEW5kzI5fuUgX>