

The Digital Landscape of the Conservation Profession



Survey Summary





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Survey Goals:

- How do conservation, preservation, collections care professionals create, share, use digital resources?
- What are the needs and wishes for the future?

Sent in early May 2014 to AIC members, ConsDistList, on websites, to allied organizations. Data collected as of June 30.

1,026 accessed the survey; 751 substantially completed (73%).

Full results at: www.conservation-us.org/surveys



Respondent Profile

87% from U.S.

68% practicing conservators

33% in for-profit practice

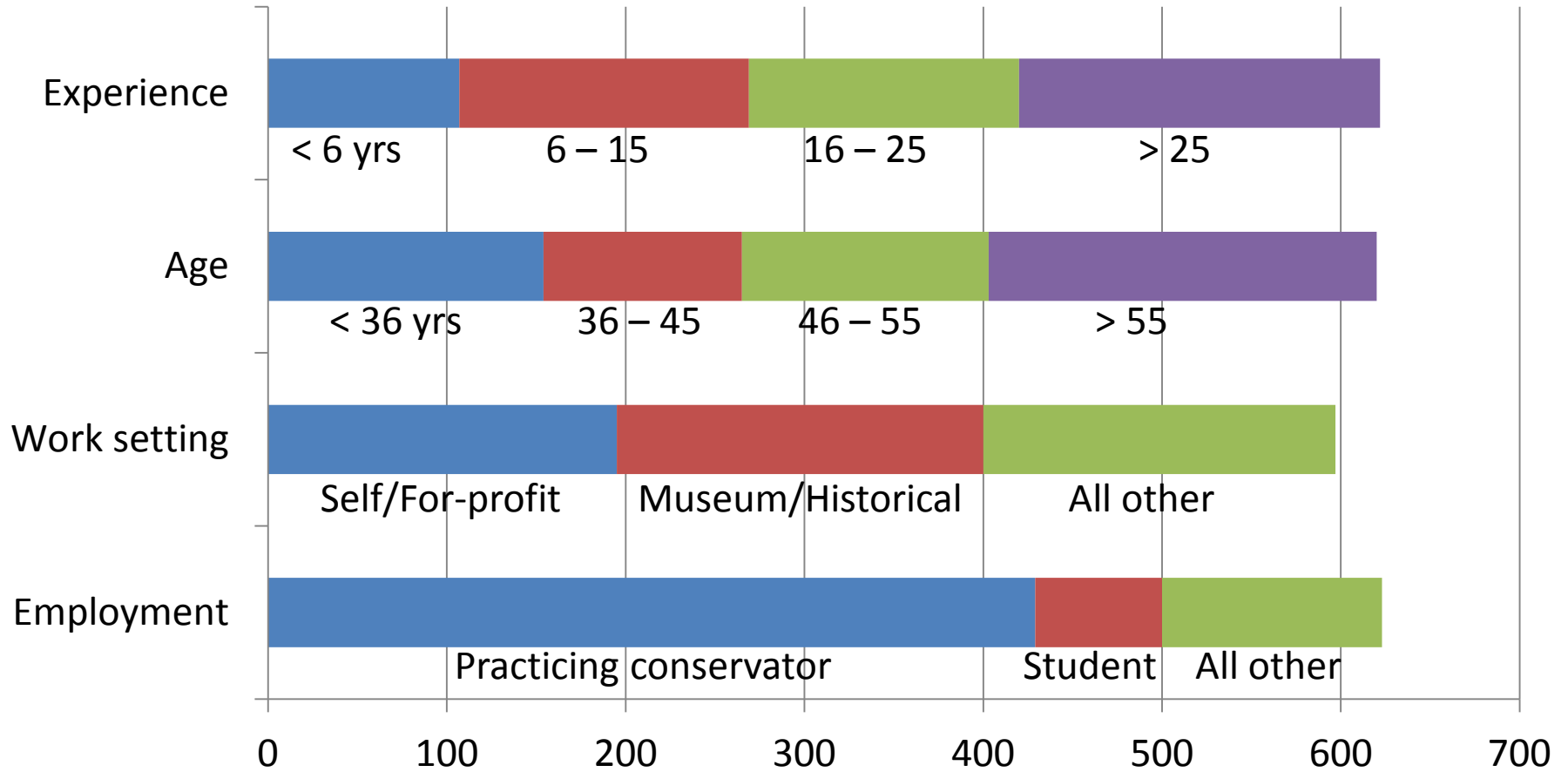
34% in museum setting

40% have over 20 years of professional experience

Good distribution of experience and age ranges



Segmentation for Analysis



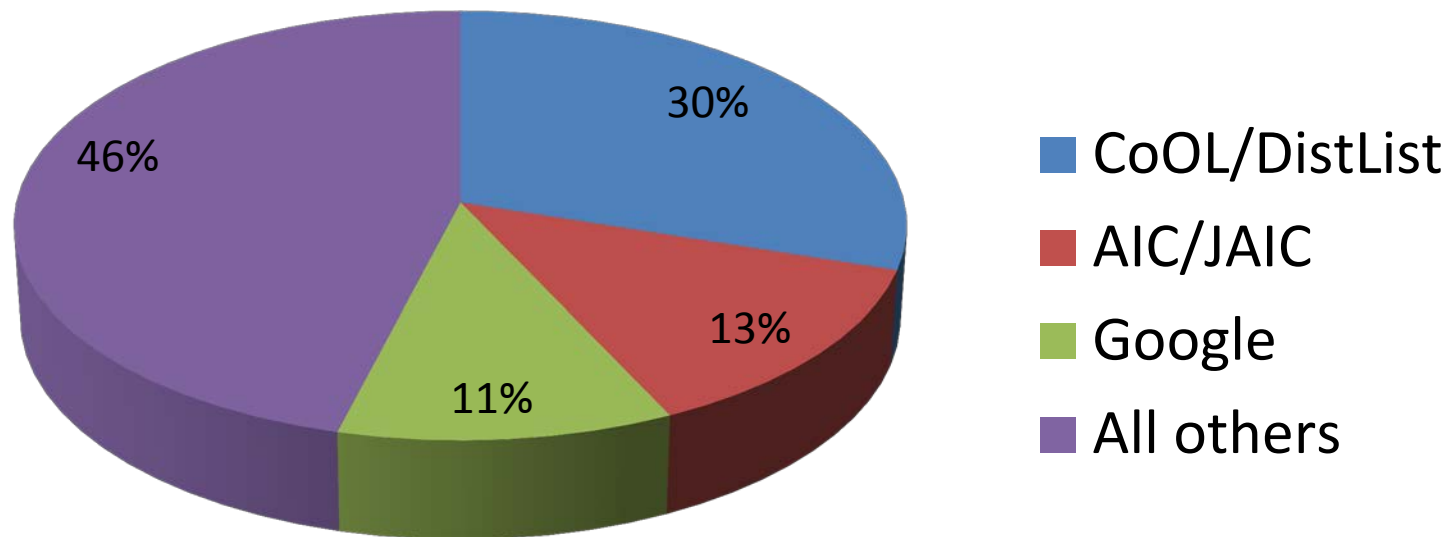
Online Searches



- 70% of respondents search online for conservation/preservation/collections care information at least once a week
- 34% search online daily
- Only 11% search less than once a month (or never)

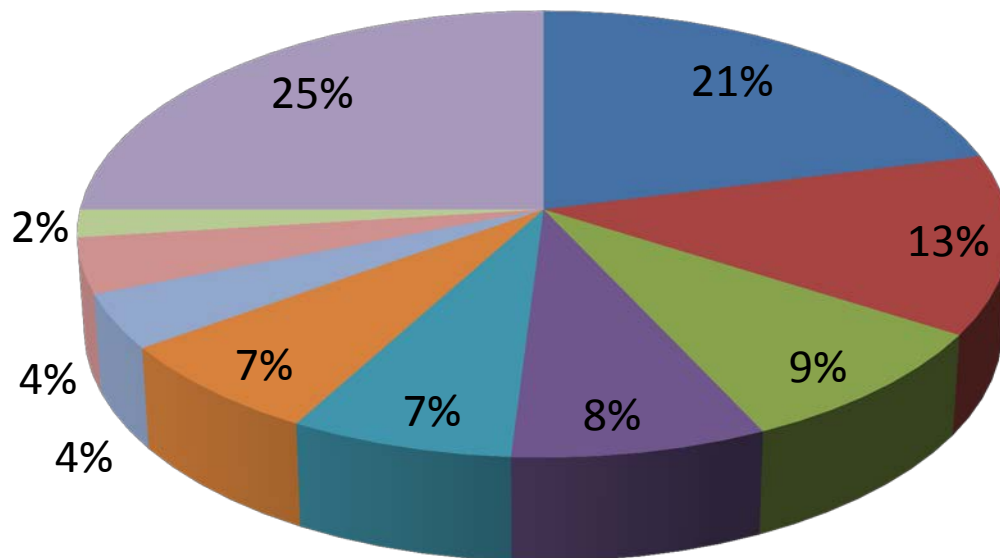


Top Online Resource Used (approximate figures)





Top 3 Online Resources (approximate figures)

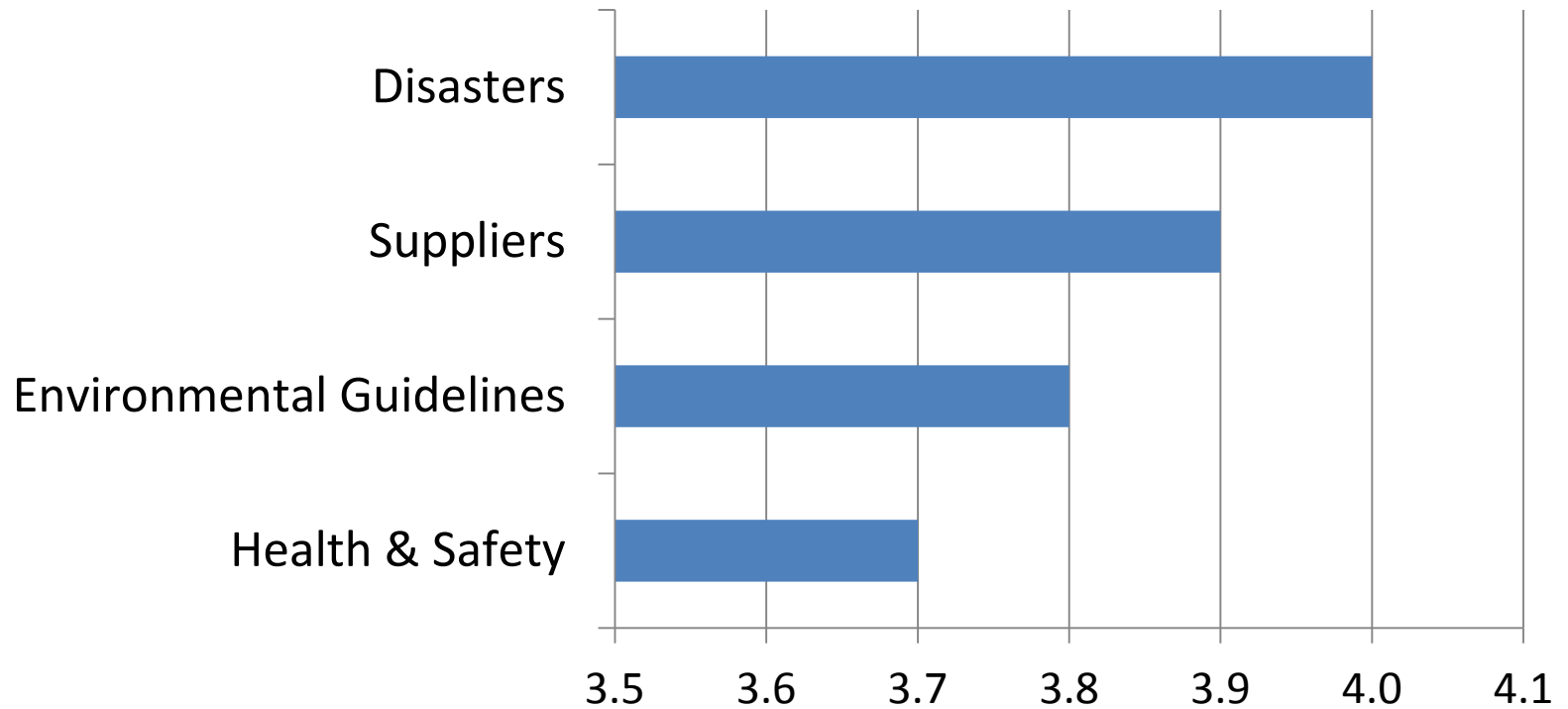


- CoOL/DistList
- AIC/JAIC
- Google
- AATA/Getty
- CAMEO
- CCI
- JSTOR
- BCIN
- NPS
- All Other



Successful Searches

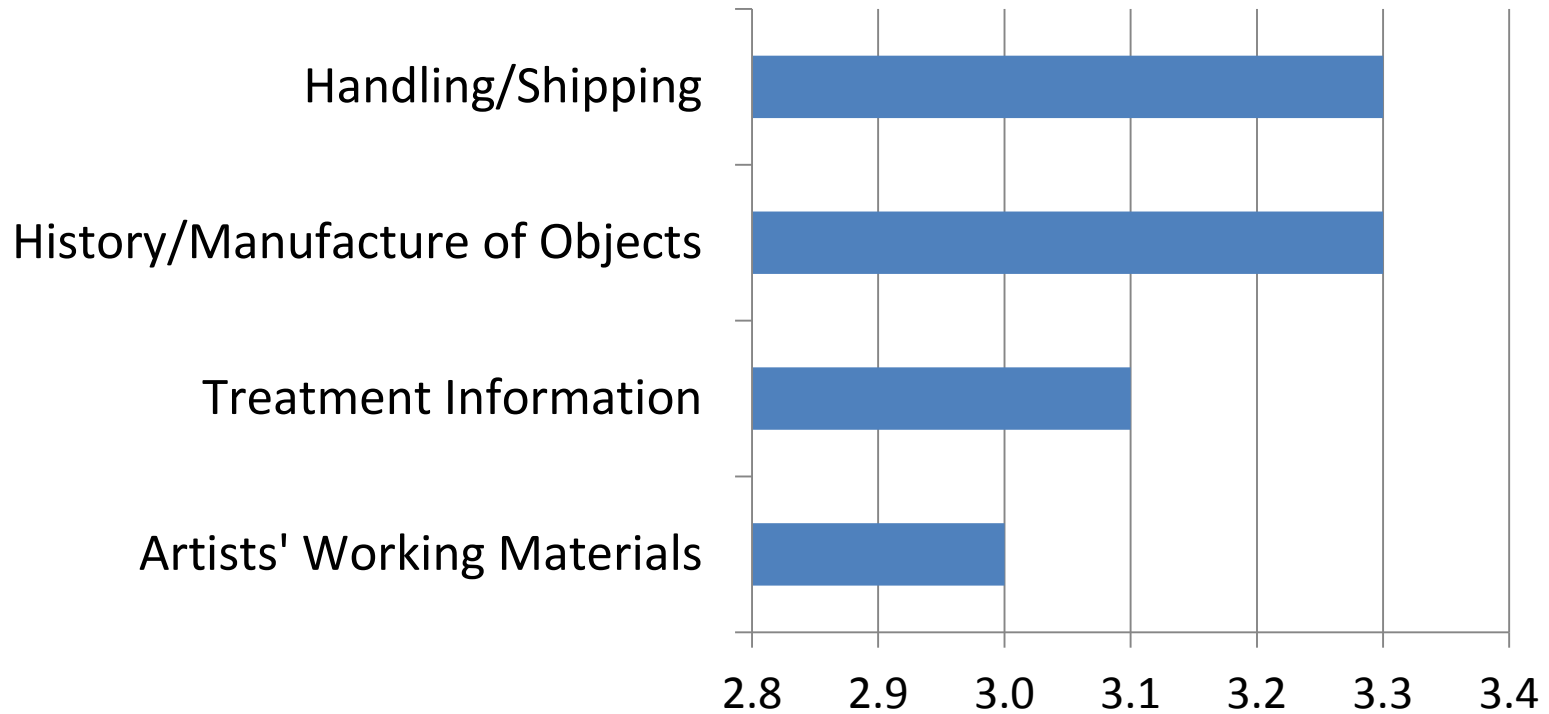
Success Score (1 – 5)





Not So Successful Searches

Success Score (1-5)





Top Problems with Online Resources



71% - Lack of information specific to exact needs

49% - Lack of up-to-date information

42% - Concern about the reliability of information

32% - The time it takes to find/obtain the information

31% - Finding the right question/search term

2.4% - “Typically have no problem”



Searches for Professional Information (training, jobs, etc.)



TOP 3 SOURCES (approximate figures):

30% - AIC (First choice of 44% of respondents)

18% - ConsDist/CoOL (First choice of 30%)

3 to 4% each - Google, Facebook, Linked-in

2 to 4% each - IIC, ICON, ICOM/ICOM-CC



Creating and Maintaining Digital Resources

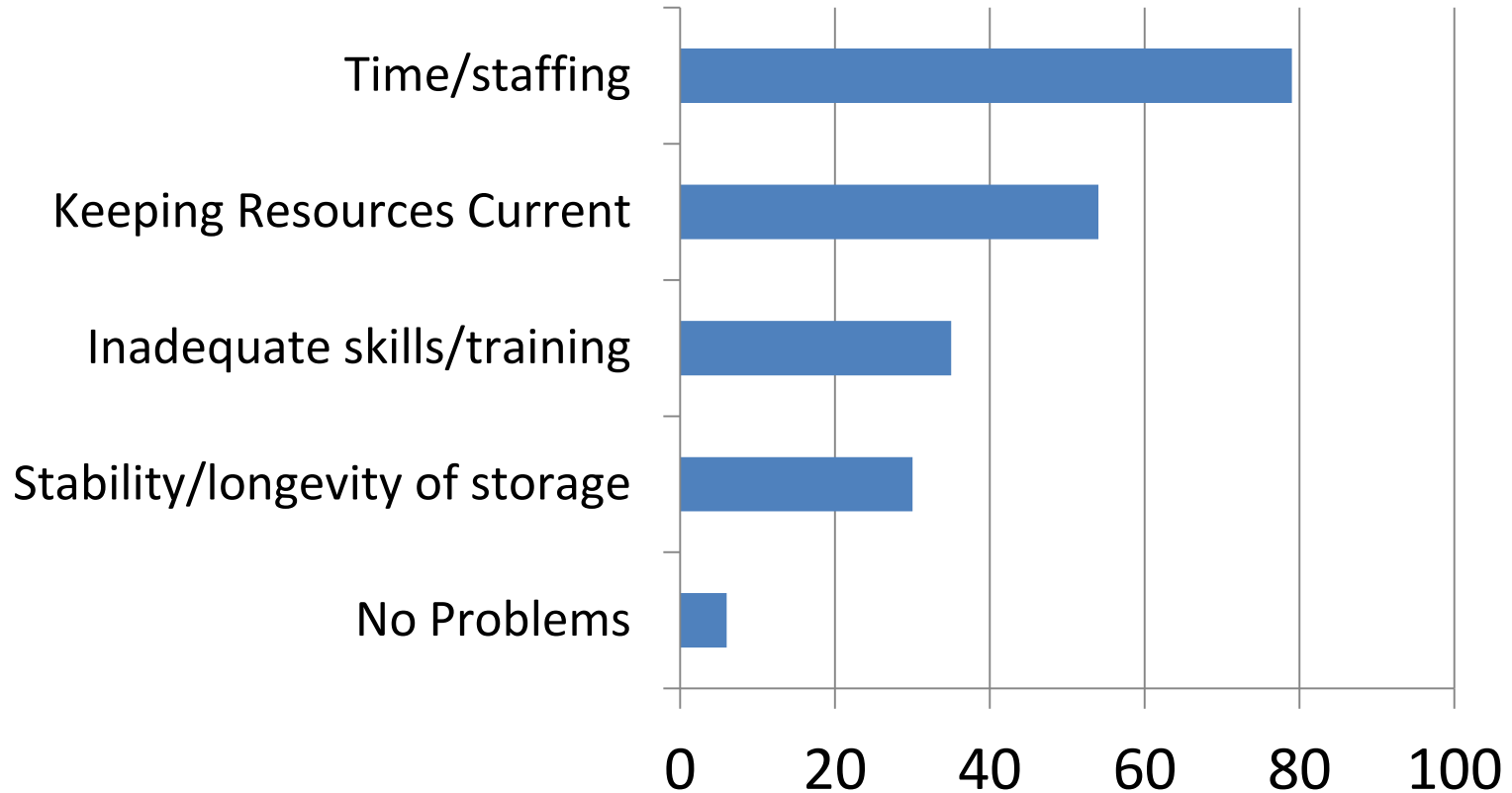


70% are involved in creating or maintaining...

- Documents (93%)
- Images (visible light) (84%)
- Other images (56%)
- Social media platforms (56%)
- Websites (55%)
- Datasets (48%)



Problems in Creating and Maintaining Digital Resources



Top Enhancements Desired



75% or more expressed “high interest” in....

- Better indexing of/search for information
- A repository for research findings
- Archive of past conservation practices

65% or more expressed “high interest” in...

- A repository for conservation treatment records
- Clearer identification of trustworthy information
- A repository for data sets from research projects



Digital Tools Used



- Image Management
- Document Management

(Less use of online collaborative workspaces)



Digital Skills Desired

MOST OFTEN CITED:

- Digital Asset Management
- Digital Imaging

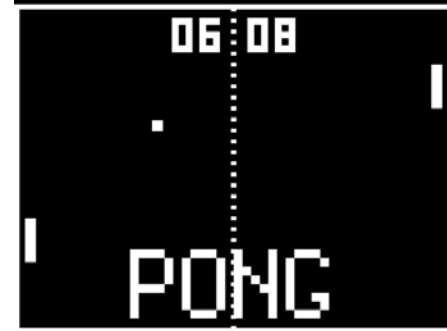
FREQUENTLY CITED:

- Database creation and design
- Photoshop
- “Programming Skills”
- Website development

Policy Issues



- Copyright/intellectual property issues
- Institutional/repository policies
- Lack of time and resources
- Lack of technical support
- Standards/terminology needed



Age and Responses

- Online search frequency for collections information about the same across ages. Ages under 36 and 45-65 more likely to go on line for this info.
- Younger respondents are more likely to look for, and more interested in, professional information on line (jobs and training?)
- More young people share resources, but older respondents do so more frequently.

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