

Humanities beyond digitisation

Strategic approaches to digitisation

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Features of a successful digitisation project

- **Clear vision and focus**
- **Addresses information goals and audience needs**
- **Adds value to the digitised content**
- **A good strategic fit to the institutions mission**
- **Understands and respects its audience**
- **Provides more than one mode of access and use**
- **Critical mass of content**
- **Sustainable**

Building critical mass - selection criteria

policy and information goals



identify collections of value to goals



plan most effective route to create resource



seek funding

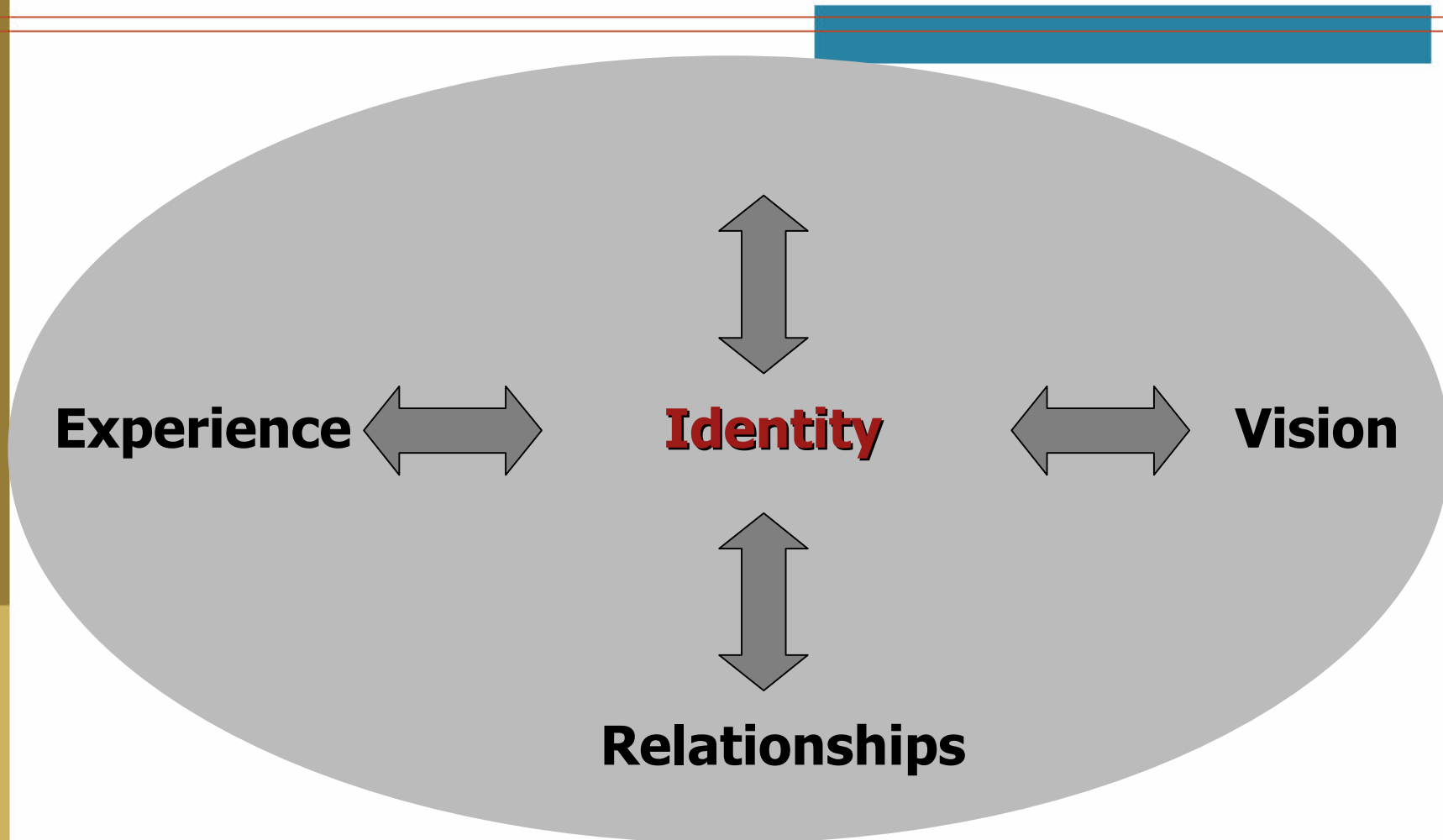
Sustainability: strategic planning

- **A product or process that can be maintained over a long period of time, especially after grant monies disappear, that is beneficial to stakeholders & the host institution.**
- **What to sustain?**
 - **Products**
 - **Services**
 - **Processes**
 - **Expertise and knowledge**
 - **People**
- **To sustain any of these requires focus and clear objectives – and you may need to decide what to **not** sustain!**

Understanding the audience

- **If you do not understand the audience then you cannot plan for sustainability**
- **Audience and other stakeholders define the market potential and value of your digital assets**
- **Audience/stakeholder research**
 - **Build evidence base for decision making**
 - **Explore your relationship with the audience**
 - **Understand audience expectations**
 - **Address actual information needs and goals**
 - **Understand size and nature of market**
 - **Identify areas to add value**

Building your identity, builds opportunity



Information versus attention economies

- **“The claim that the Internet will replace libraries often is based on questionable assumptions. Three common misconceptions are that all useful information exists somewhere on the Internet, that information is available without cost, and that it can be found by anyone willing to spend enough time searching for it.”**
Borgman, C. L. (2001) From Gutenberg to the global information infrastructure: access to information in the networked world, The MIT Press
- **“iPod therefore iAm”**
Cover headline, Newsweek July 26, 2004 issue

Beyond digitisation – a way forward

- **Clear vision = clear goals = clear success criteria**
- **Stakeholder studies: defining the value of the asset base according to users/policy makers**
- **Understand the audience**
- **Selection criteria and added value**
- **Infrastructure survey & matrix of requirements**
- **Risk assessment: spinning the moment's scenarios**
- **Sustainability planning**