

# Team Australasia May 2015

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Trust



# Institutional Partners

- Victoria University of Wellington
- Queensland University of Technology





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# Individuals

- **Professor Peter Bruza**, Queensland University of Technology
- **Professor Helen Partridge**, University of Southern Queensland
- **Lauren Fell**, Graduate Research Assistant, Queensland University of Technology
- **Morgan Gradwell**, Graduate Research Assistant, Victoria University of Wellington
- **Adrian Cunningham**, Independent Consultant, Queensland State Archives



# Projects

- Digital Preservation in the Cloud  
(policy x-domain)
- User Perspectives of Trust  
(social issues x-domain)



Project One

# DIGITAL PRESERVATION IN THE CLOUD

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# Digital Preservation in the Cloud

## Background

2008 - NDHA launched “the nation's storehouse for digital materials, websites, CDs, DVDs, images and digitised copies of print and audiovisual assets that make up our digital heritage collection”



2010: \$12.6 million approved to develop a Government Digital Archive Programme (GDAP), to be created by extending the National Library's NDHA system so it can be used by Archives New Zealand for public sector records



2011: Archives New Zealand and the National Library subsumed into the Department of Internal Affairs



2012: NZ Government moved towards the cloud in the form of approved data centres (currently 3)

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# The research

- 7 semi-structured interviews in May - June 2014 of representatives of the parties involved: Government Technology Services, NDHA and vendor
- All interviewees were at a senior level, which ensured a focus on strategic issues
- Discussed benefits, challenges and outcomes of co-ordinating the different professions and the specifics of the cultural heritage sector





# Findings

- To successfully implement the project, NDHA had to balance the tension between moving towards external service, and ensuring that all the digital collections are still appropriately preserved, protected and accessible
- Unique service requirements for digital archives
- Need for information managers to understand strategic dimensions of storage decisions
- Need for 'honest broker' – intermediary between IM and IT



# Outputs and Outcome

- Conference paper presented at ICA, Girona, Oct 2014
- Presentation at Second International Symposium in Victoria, BC October 17 2014
- Paper published in D-Lib Magazine in March 2015 by Gillian Oliver and Steve Knight
- Interest from colleagues in working on 2<sup>nd</sup> phase – developing risk matrix specific to cultural heritage sector



Project Two

# USER PERSPECTIVES OF TRUST

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# QUT Research

- 2 experiments covering the trust of digital images
- Focus on the visual as these are most likely to elicit responses from experiment participants
- Used Amazon's Mechanical Turk (AMT) platform - an effective research tool for collecting the participant reactions and interpretations of items and multimedia in both quantitative and qualitative data.



# Experiment One: Trust in Images

- 2 groups of participants viewing images – one with metadata and one without.
- The participants were asked whether they found the images trustworthy or not, and to identify what elements of the image prompted them to make this choice.
- Hypothesis: people would be more trusting of an image with metadata than without. Within this, it was also expected that a “museum” source would be more trustworthy than a social media source.
- Hypothesis: differing interpretations of trust, and that the content of some images may have an effect on how trustworthiness was rated.



# Experiment One, cont.

- Personality variables explored to see how this would affect a participant's willingness to trust (Ben-Ner, A., & Halldorsson, F. (2010). Trusting and trustworthiness: what are they, how to measure them, and what affects them. *Journal of Economic Psychology*, 31(1), 64-79):
  - **Agreeableness** and **Extraversion** and **Emotional Stability** *positively* correlated with tendency to be trusting
  - **Conscientiousness** *negatively* correlated
  - Nothing found for **Openness to Experiences**
- Some images were unaltered, and some were photoshopped





# Experiment Two: Would You Use this Image?

- Participants assigned a particular role (e.g. blogger, journalist) and asked whether they would use an image or not even if it wasn't of the actual event.
- Hypothesis: people assigned to the role of Journalist would be more conservative than people assigned to be a Blogger. We also expected that trustworthiness was dependent on the severity of disclosed deception



# Recent discussions

- First research workshop held at QUT, Brisbane, April 29-30, 2015
- Attracted a range of participants from universities and industry stakeholders, to generate new project ideas



# Potential new project 1

- Regimes of trust for indigenous peoples when archiving and disseminating indigenous cultural heritage over the Web
  - Managing regimes of access and reuse
  - Alexander Turnbull Library, National Library of New Zealand
  - Potential links to indigenous protocols for libraries and archives in Australia and North America





# Other potential new projects

- As-a-service 'dark' digital repositories – realistic option or oxymoron?
- Encouraging creating agencies to use and trust digital archiving services for records in their custody
- Implementing trusted and sustainable regimes of access to distributed digital holdings, including creating agencies
- Business models for memory institutions needing to accommodate both analog and digital holdings



**THANK YOU!**

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