Team Australasia
May 2015

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Institutional Partners

- Victoria University of Wellington
- Queensland University of Technology
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
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)
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\textsuperscript{nd} phase – developing risk matrix specific to cultural heritage sector
Project Two

USER PERSPECTIVES OF TRUST
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!