

# Archives in Web 2.0: new contexts, new opportunities

Marta Nogueira  
(Universidade de Lisboa/University of Lisbon)  
mnogueira@reitoria.ul.pt

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Enthusiasm ! archives using Web 2.0 applications

Motivations and goals

Online strategy

Global vision of their presence on Web 2.0

Facebook (online social network)

Flickr (online image-sharing community)

YouTube (online video sharing community)

## Archives and Web 2.0

New types of interaction  
New opportunities regarding institutional promotion

New ways of providing their services  
New opportunities to making their heritage known

**New impacts - New challenges**

## Users' expectations on the Web

Quick and simple access to information

Google rules - “one-stop shop”

Digital content - fit work and study *flexibly* into busy lifestyle

More time on *navigating content*

Can navigate *thousand* of resources in *minutes*

Used to *online services*

**What?!**



They don't have a web page?!  
(Do they exist?)

What, they are not on Facebook?!  
They don't use YouTube?!  
Don't they know Flickr?!  
(Where have they been?)

“Natural expectations” of users

In common with the trend in  
general use of Web 2.0 applications,  
their use by archives is also on the increase

There are impacts and benefits resulting from the use of Web  
2.0 applications together with some goals and strategies of  
such use



Each application represents an **individual context of use** and allows a set of **specific functionalities**

**flickr**  
Home You Organize & Create Contacts Groups Explore Upload

Favorite Index Share this

This photo

This photo also appears in

- 1930s 40s in Iowa (1)
- Women Working Forward 1910s (1)
- Clinton Iowa (1)
- Work (1)

People in this photo (see names)

Tags (see tags)

Women workers employed as wipers in the roundhouse having lunch in their rest room, C. & N.W. R.R., Clinton, Iowa (LOC)

**YouTube**

Palmer and general

Channel (10)

Videos (10)

**facebook**

Old Ironsides National Historic Site

Home Public Timeline

Old Ironsides National Historic Site

Public



## Web 2.0: Resistance to Use and Disadvantages

Resistance arising from the lack of knowledge  
Non-recognition of Web 2.0  
Apathy of archive staff and lack of engagement

Lack of knowledge / Not 'official' or valid / Informal nature of Web 2.0

Not sufficient added value to justify the necessary allocation of resources and effort to implement them, and point to the pressing nature of other priorities

Hierarchy that may not always recognize the value of the organization's presence on Web 2.0 / organizacional culture

## Web 2.0: Resistance to Use and Disadvantages

### Negative aspects

Data protection of social network users. True ☹️

The possibility of anonymous users interacting in an abusive fashion with these institutions as well as unwelcome associations with certain religious and / or political groups or symbols

You can define a policy !  
(Comment Policy and Privacy Notice)

**Example:** [http://www.facebook.com/archivalrecoveryteam?v=app\\_4949752878](http://www.facebook.com/archivalrecoveryteam?v=app_4949752878)

## Web 2.0: Resistance to Use and Disadvantages

### Negative aspects

Time-consuming

True... So, let's get some of that time

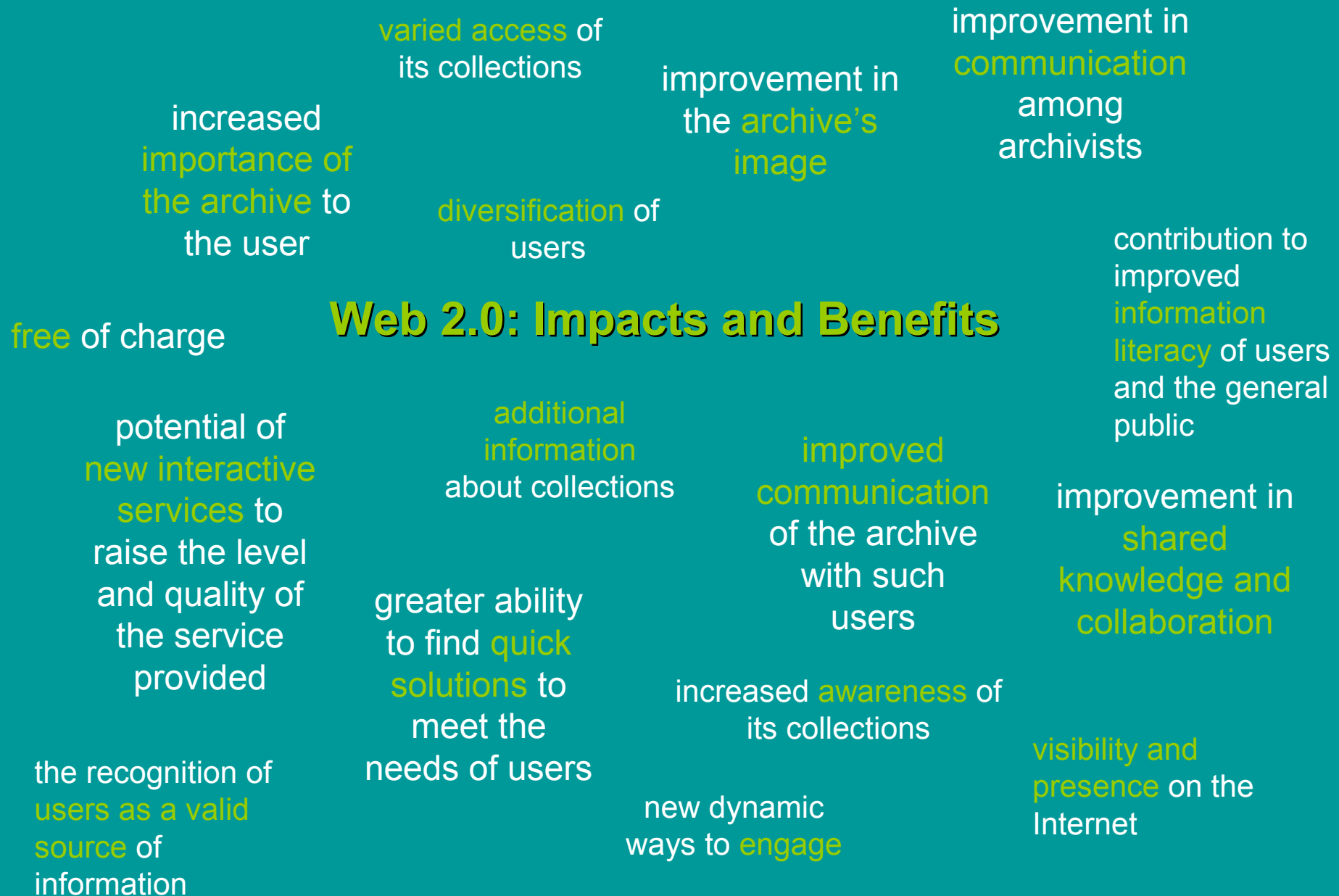


May be used under the name of an organization (the registration on Facebook of an archive by an individual user without the sanction of the Archive).

Take the initiative of such use (i.e. be the first to use these applications before enthusiastic users do so in your place)

Be alert and define a policy

## Web 2.0: Impacts and Benefits



## Web 2.0: Impacts and Benefits

Beside all the benefits of the use of Web 2.0 applications, there is also the **impact of the use of these applications among institutions**, as the use of these applications by **high-profile organizations** seems to be a factor in encouraging other institutions to join and use such tools.

Library of Congress on Flickr (Commons Project)

[http://www.flickr.com/commons?GXHC\\_gx\\_session\\_id\\_=6afecb2055a3c52c](http://www.flickr.com/commons?GXHC_gx_session_id_=6afecb2055a3c52c)

## Web 2.0: Opportunities

“Whether through Flickr, wikis, blogs or allowing users to comment on descriptions in their online catalogs, many archives are starting to harness the power of their regular researchers as well as experts around the world to help augment or create descriptions for their collections. This award will recognize crowdsourcing efforts that have resulted in a significant exchange of information for the institution”.

(Definition of the category - Best Archives on the Web awards in the category “Best Use of Crowdsourcing for Description”. The winner was the Nederlands Instituut voor Beeld en Geluid / Netherlands Institute for Sound and Vision)

<http://www.archivesnext.com/?cat=25>

## Web 2.0 Applications: Strategies and Goals

Deliberately diversified use of applications, as a means of enlarging the presence of the archive on the Internet, creating a wider range of points of access to the public

Gaining experience participating in Web 2.0 communities

Be aware of good practices  
and of good examples

## Web 2.0: one great opportunity

Be flexible and open  
Organizational culture **change**





## The “Archivist” on the Web 2.0: perceptions from the public



“daylife of an image editor inside a television box (media slave).  
Remixed stop motion animation experience”

“The archivist” ( 2007, “legohist”,  
Eurico Coelho, Portugal  
<http://www.youtube.com/user/legohist#p/u/37/4fkok6qwoms>

Thank you

See more in [Ariadne Magazine](#)

Marta Nogueira – Archives in Web 2.0: New Opportunities  
<http://www.ariadne.ac.uk/issue63/nogueira/>