



Archaeology
Data Service

Archives and Audiences: Engaging Public
and Community Archaeology with the ADS

Who are the audiences for the ADS?

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UNIVERSITY
of York

Archaeology Data Service

Our mission:

The digital repository for archaeology and heritage: Supporting access, innovation and research.

Who are we?

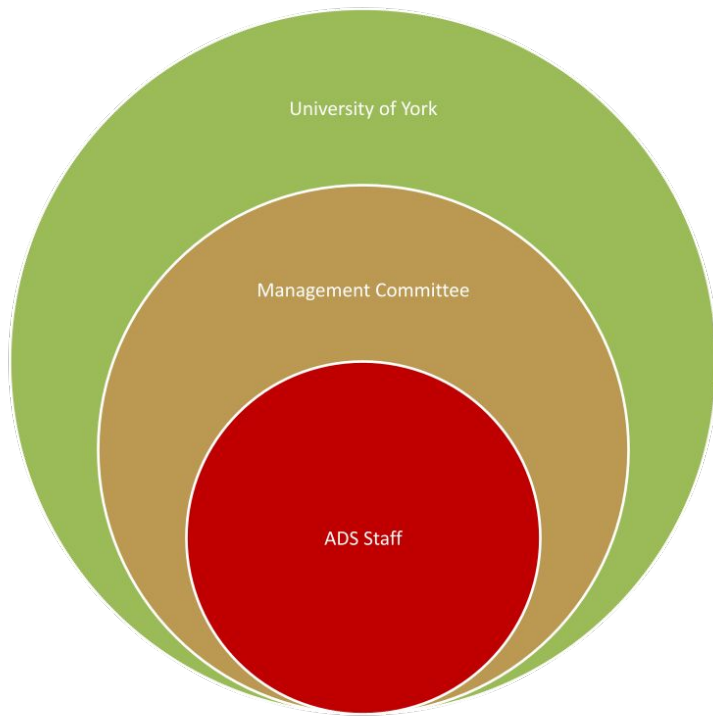
- Founded in 1996 – 27 years of experience
- Initially funded by the Arts and Humanities Data Service (AHDS)
- Initial focus on academic / university sector, quickly expanded to archive national datasets and developer funded data

Today

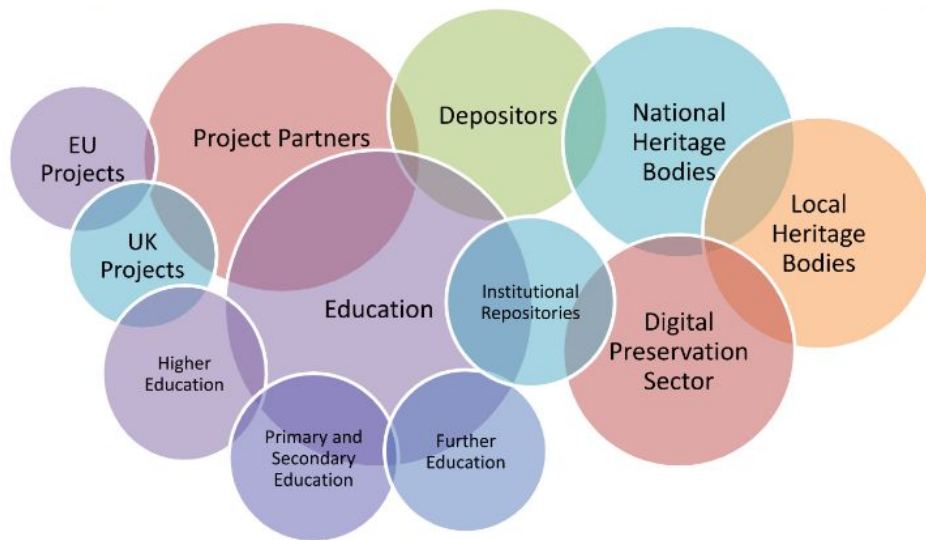
- 19 members of staff
- Based within the Department of Archaeology, University of York
- Accredited digital repository for heritage data (Core Trust Seal certified, Member of the Digital Preservation Coalition and World Data System)



Audience diversity



Internal audiences



External audiences

ADS Audiences in real terms....

- ADS Staff
- ADS Management Committee
- University of York Senior Management
- UK Project Partners
- European and International Project Partners
- University of York staff, incl Dept of Archaeology & Centre for Digital Heritage
- ADS Depositors and Users
- UK Higher Education Staff
- UK Higher Education Students
- UK Further Education and Lifelong Learning Staff and Students
- UK Secondary Education Staff and Students
- UK Higher Education Institutional Repositories
- International Education Staff and Students
- UK National Heritage Agencies
- Local Heritage Agencies
- International Heritage Agencies
- Digital Preservation Sector
- UK Museum Staff
- UK Contract Archaeologists
- Heritage Membership Organisations and Community Archaeology Groups
- General public

Communications review (internal)

Nov 2021–Nov 2022

Annual Report

Aug 2021–Aug 2022

User experience and interface analysis (focus on website)

Nov 2020–Nov 2021



Error Agency

User Profiles

representative characters detailing the traits and requirements of each user type

outlined by the project stakeholder group, and further embellished by observations from the user focus groups for each user type (based on each profile)

Profile include user traits, viewpoint and requirements of user

Primary user personas

1. Academic archaeologist
2. Commercial archaeologist
3. Public bodies officer/curator
4. Postgraduate archaeology student

Secondary user personas

1. Undergraduate archaeology student
2. Community group or society member
3. Funders

Additional user types

1. School teachers
2. Member of the public with interest in local history
3. Media journalist

Focus

- **Academia -research**
- **Academic - teaching**
- **Commercial archaeology**

How do we interact with our audiences?

- The ADS website (<https://archaeologydataservice.ac.uk/>)
- Social media (Twitter, Facebook, LinkedIn)
- Wordpress Blog ('Sound Bytes from the ADS', ADS-easy, OASIS)
- Public presentations (archaeological conferences – European Association of Archaeologists, Computer Applications and Quantitative Methods in Archaeology, Chartered Institute for Archaeologists, Archives and Records Association)
- Publications (academic journals and other volumes, archive related publications , i.e Getty Conservation Institute Newsletter)

Diversity – Social media

Twitter: (@ADS_Update) 9k followers, 2.83% engagement rate

Facebook: (Archaeology Data Service), 4.8k followers, 7.61% engagement rate

Instagram: (@archaeologydataservice), 1935 followers, 1.72% engagement rate

LinkedIn: (Archaeology Data Service), 1918 followers, 1.72% engagement rate

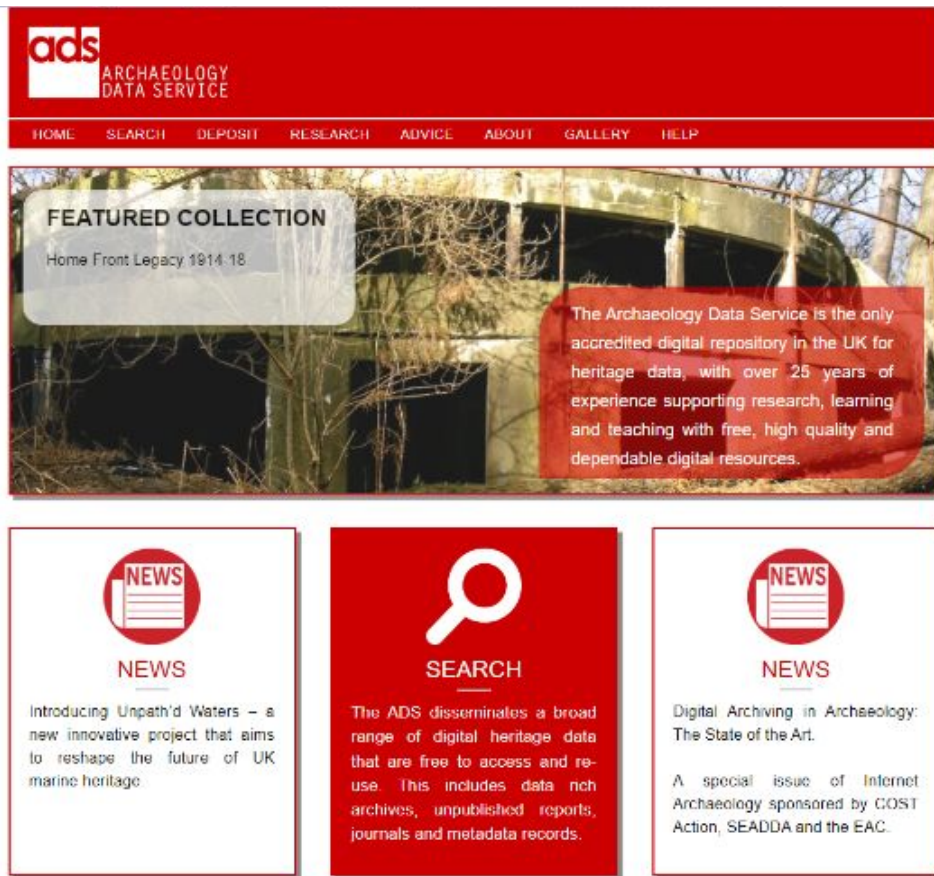


Engagement rate is a social media metric that measures the amount of interaction an account gets compared to reach or followers or audience size. Source: Hootsuite Blog post <https://blog.hootsuite.com/calculate-engagement-rate/>

The ADS Website



- Open source web analytics tool (better alternative to Google analytics)
- Data control = user privacy
- Track user activity rather than personal data
- Useful statistics – page visits, 'entry' location, bounce rate, engagement, downloads, transitions (movement around website)



The ADS Website – Most popular webpages.....

Web Pages	Unique pageviews [2021]	Unique pageviews [2022]
Archives	747,909	645,320
Library	601,781	597,500
Homepage	56,346	60,857
About	9,982	9550
ArchSearch	52,645	51,005

Bounce rate

Pages	Unique Pageviews	Pageviews	Avg time on page (sec)	Bounce Rate
archives	645,320 (46%)	1,012,333	45	49%
library	597,500 (42%)	911,721	52	53%
/index (homepage)	60,857 (4.3%)	81,205	37	49%
archsearch	51,005 (3.6%)	184,757	48	55%

Bounce rate = percentage of all sessions on your site in which users viewed only a single page

Entry point

Access point	Unique visits	Avg. time per visit (sec)	Avg. action per visit	Bounce rate
Search Engines	275,051 (55%)	191	5	56%
Direct Entry	166,524 (35%)	280	7	54%
Websites	37,008 (7%)	308	7	42%
Social Networks	13,235 (3%)	32	3	75%
Campaigns	249 (>1%)	21	2	54%

Entry point = method by which user accesses the ADS website

Visitor characteristics

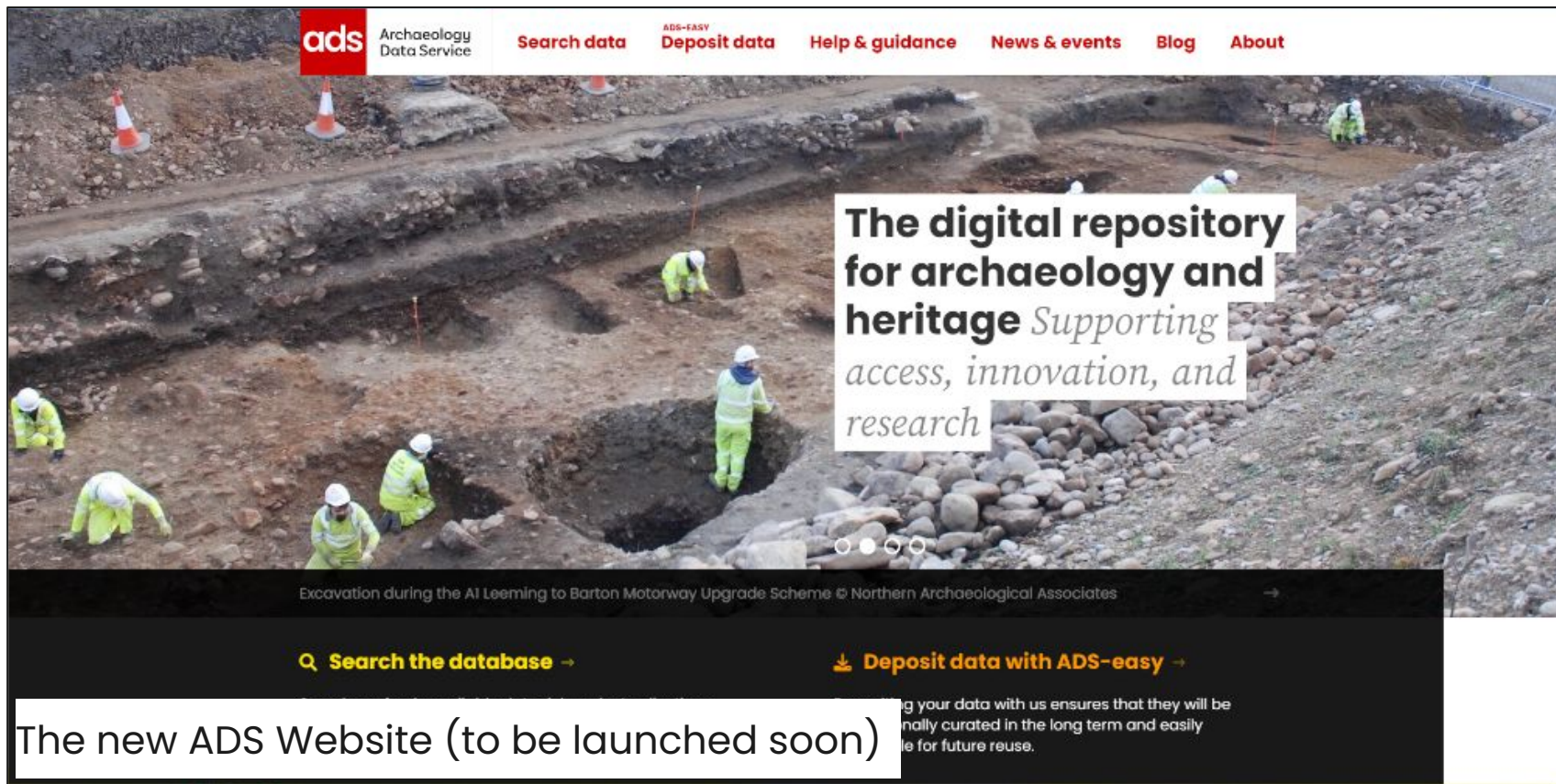
1. Direct entry to website via search engines
2. Accessed using a desktop or laptop computer (74.4%)
3. UK based (68% of total users)
4. Resources such as Archives and Library are accessed directly (bookmarked pages?)
5. Average of 5 'actions per visit' (i.e. page movement, downloads)
6. Bounce rate (40-50% - average in comparison to other webpages) suggests most users are directly accessing resources they require.

Professional user base....? (research and commercial archaeologists?)

What we've learnt – considerations for audience development

- ADS resources and tools were developed for specific users in mind – they were not designed for all users.
- Previous focus for ADS has been on commercial archaeologists (through OASIS) and academic (research archives and teaching resources).
- Need to focus on underrepresented groups
- Communication strategies cannot appeal to all user groups all of the time.

Audience development in progress....



The screenshot displays a proposed website layout for the Archaeology Data Service (ADS). The header includes the ADS logo and navigation links: Search data, Deposit data (with ADS-EASY), Help & guidance, News & events, Blog, and About. The main visual is a large photograph of an archaeological excavation site with workers in high-visibility gear. Overlaid on this image is the text: "The digital repository for archaeology and heritage" in a bold sans-serif font, followed by "Supporting access, innovation, and research" in a smaller, italicized serif font. Below the image, a dark banner contains the text "Excavation during the A1 Leeming to Barton Motorway Upgrade Scheme © Northern Archaeological Associates". At the bottom, two call-to-action buttons are visible: "Search the database" with a magnifying glass icon, and "Deposit data with ADS-easy" with a download icon. A white text box at the bottom left of the slide reads: "The new ADS Website (to be launched soon)".

ads Archaeology Data Service

[Search data](#) [Deposit data](#) ADS-EASY [Help & guidance](#) [News & events](#) [Blog](#) [About](#)

The digital repository for archaeology and heritage *Supporting access, innovation, and research*

Excavation during the A1 Leeming to Barton Motorway Upgrade Scheme © Northern Archaeological Associates

[Search the database](#) [Deposit data with ADS-easy](#)

The new ADS Website (to be launched soon)

Audience development for the future...

1. Identify and target underrepresented groups, i.e. community archaeology, archaeological societies.
2. Communicate our services and resources in diverse ways to target different groups.
3. Create training resources for targeted groups.
4. Improve our public facing infrastructure (i.e website structure) to allow a wider range of users.



Archaeology
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**Thank you for
listening!**



"C-3PO vs. Data (137/365)" by [JD Hancock](#) is licensed under [CC BY 2.0](#).



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