What barriers are there for your audiences in using ADS resources?

Barrier types are grouped together below

NICKY GARLAND   DEC 13, 2022 04:03PM UTC

Knowledge gap

e.g. Digital literacy

Language - e.g., specialist terminologies, which make communicating between sub-specialist groups challenging let alone communicating outside and beyond these groups.

Digital literacy - can be low for these types of audiences, i.e. simplifying ArcSearch to make easier to use. Making ADS website more accesible via regular Google searches.

visibility

We aren't signposting to ADS with our own projects; this may be either because we're not thinking to or it's not appropriate (it depends on the project).

Incorporating a digital meda strategy (beyond social media and websites) into what the ADS do.

Financial

e.g. access to internet

Cost (perceived or real) of depositing community generated archives with ADS.

Organisational

e.g. understanding of the ADS

There are lots of repositories for physical archives but one main repository for digital archives. These different structures may be confusing. Are physical repositories signposting to and advising on depositing with ADS?

Support

e.g. knowing where to go for support and training

Providing groups support / information that their data does matter in the wider scope of archaeological research and should be archived.

Tailored support/training for community groups. Physical repositories don't usually have separate guidelines for community projects. OASIS ran training and produced guidance specifically for community users which was well received.

this chimes with some of the other work that we're doing through AAN. The mentoring project has shown that rather than help developing inclusive projects, users need help developing projects more generally. I can see ADS sessions being part of a larger capacity-building scheme (maybe spearheaded by CBA) for community groups who want to get started with archaeology projects...
— **ANONYMOUS**

Agreed! ISGAP is really out of date and it's very problematic not to have best practice guidance aimed at community practitioners. I think we're all doing this on our own terms - Clem
— **ANONYMOUS**

Motivation

e.g. understanding why the ADS is necessary

Given issues with depositing physical archives (cost, capacity), some groups see digital archiving as an extra hurdle and possibly less of a priority than trying to work out what to do with finds/paperwork.

Time / expediency are critical here - if users are searching for information about a site or location, etc., in our experience they tend to go straight to google or wikipedia where they may be more familiar and trusting of the process for finding information in a form that is usable for them.

Agreed! Trust and familiarity with organisations is very important. — **ANONYMOUS**

Do you think that linking into these resources (i.e. wikipedia) would buld trust with users?
— **NICKY GARLAND**

I think it would build visibility, and a sense that the ADS (presuming it wants it) is connected to the wider world beyond archaeology alone — **ANONYMOUS**

Yes, signposting from other trusted sources would help - existing resources and other archaeological/heritage organisations. — **ANONYMOUS**

Seeing the bigger picture? Helping community groups feel that there is value in them contributing to the bigger data set - what does it contribute to archaeology and what's the value back for them

I think the use and reuse of archives needs a bigger spotlight! I think Archaeology on Furlough was a great initiative which helped with this. — **ANONYMOUS**

Yes! I was just thinking about the opportunities for groups to use ADS data as part of desk based projects. A great way to get people who can't or don't want to get out in the field involved in a project. — **ANONYMOUS**

Agreed! :-) - Clem — **ANONYMOUS**

Other

visibility!

ADS has an interesting challenge. It's a repository for complex academic data (for the most part), but it sounds like you're aiming to reach more than people who look at complex academic data. So it strikes me that it's a matter of comms and engagement. How do you package your content in a way that appeals to people who might not come across it in their ordinary lives - or even know that they might be interested in it. But also is that an actual operational priority for you?

I can think of half a dozen case studies you could construct to demonstrate the value of your data services to a range of users/audiences. — **ANONYMOUS**

(and that's a point - there's a big difference between your users and your audiences...) — **ANONYMOUS**

Breaking beyond barriers / silos between different aspects of the archaeological profession

User perception (e.g. do people want to interact with 'data' - what are the preconceptions using terms such as these)

Flagging up actual sites/information that the data represents would be more digestible.
— **NICKY GARLAND**

Visibility - some archives are not very approachable when contacted regarding access to collections for research. The ADS could be very helpful here.

Trust - Core Trust Seal provides the greatest level of data security - does anyone know what that means and its importance?

Interaction with wider community groups - re-do this workshop with other groups

IA online repository - interact with community groups in this manner (also podcasts, other media)

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