

# Social Media Patrons - Instagram Use Survey

---

Page 1: Page 1

## CONSENT TO THE USE OF DATA

University of Glasgow, College of Arts Research Ethics Committee

I understand that **Ravana Eagleheart** is collecting data in the form of completed questionnaires for use in an academic research project at the University of Glasgow.

This dissertation intends to look at the feasibility of using social media to explore the textual elements of medieval manuscripts, from the view of the curator—in this case, the archivist. While social media is already being used to encourage engagement with these manuscripts via Dr Erik Kwakkel (Twitter) Dr Johanna Green (Twitter/Instagram); Discarding Images (Facebook/Instagram/Twitter); Medieval Memes (Facebook), the focus has been primarily on the aesthetics of the page, rather than the contents of the text. The aim of this dissertation is to propose an applicable methodology to not only engage the public with manuscript texts, but also to share valuable methodologies regarding the practice of palaeography which can be used for a multitude of users, regardless of their source materials.

While not a widespread skill, palaeography offers a hefty reward—the ability to parse the document and interact with it in ways similar to those who wrote it or interacted with it in the past offers the reader an emotional connection to a document which can be lost otherwise. Through the abovementioned individuals and their successes, it is clear that there is a space within the scholarship for digital dissemination in this way—through the level of access that Web 2.0 demands, there is a growing push towards digital access and interaction with Archives and Special Collections' materials, and the public is able to engage with these materials in a new way. The scope of this dissertation explores the feasibility of Archives and Special Collections social media initiatives focused on the text of medieval manuscripts, rather than the images. Additionally, the effectiveness of social media as a means of community building will be examined. Methodologies include questionnaires regarding social media use; a series of social media posts on the Instagram platform, supported by supplemental information available on the project WordPress website ([transcribingalys.wordpress.com](http://transcribingalys.wordpress.com)); recording the time and resources needed to complete the project, as well as monitoring project post performances (in opposition to other Instagram posts of a similar nature which may be focused on the aesthetics of the page).

**By proceeding, I give my consent to the use of data for this purpose on the understanding that:**

- I have the choice to leave any question unanswered.
- All names and other material likely to identify individuals will be anonymised, unless express permission is granted.
- Project materials in both physical and electronic form will be treated as confidential and kept in secure storage (locked physical storage; password-protected devices and University user accounts) at all times.
- Anonymised materials will be retained for up to ten years and cited/ discussed in future publications, both print and online. Consent forms will be retained for record purposes.

**Ethical clearance for this project has been granted by the College of Arts Research Ethics committee, 11 July 2018**

- **Researcher's name and email contact:** Ravana Eagleheart, 2339066e@student.gla.ac.uk
- **Supervisor's name and email contact:** Adele Redhead, adele.redhead@glasgow.ac.uk
- **Department address:** Information Studies, 11 University Gardens, George Service House

I confirm that I am aged 18 or above. \* *Required*

- Yes
- No

## Page 2: Social Media Patrons - Survey

What is your nationality?

- Prefer not to say
- Other

If you selected Other, please specify:

What is your age category?

- 18-25
- 26-35
- 36-45
- 46-55
- 55-65
- 65+

How would you best describe your gender identity?

- Female
- Male
- Non-Binary
- Two-Spirit
- Queer
- Prefer to self-describe, please specify below
- Prefer not to say

Please specify:

What is your highest completed level of education?

- High School / Secondary age of leaving / GCSE / National 5's (age 16)
- High School / Secondary age of graduation / A Levels / Highers (age 18)
- Vocational Qualification (HND / Trades)
- Undergraduate Degree
- Master's Degree
- PhD

Are you currently involved in the heritage sector in a volunteer, paid, or community position?

- Yes
- No

What social media accounts do you use?

- Facebook
- Instagram
- Twitter
- Blogs
- Tumblr
- Other

If you selected Other, please specify:

Where do you currently follow library / archives / special collections social media accounts?

- Facebook
- Instagram
- Twitter
- Blogs
- Tumblr
- I don't follow any library / archives / special collections social media accounts
- Other

If you selected Other, please specify:

## Page 3: Social Media Patrons - Survey - Instagram Specific Questions

How did you find these library / archive / special collections Instagram accounts?

- Through hashtags
- Through the 'search' function
- Through the 'explore' page
- Through the Instagram algorithm (e.g. it popped up on my feed)
- Through their institutional / personal websites
- Word of mouth
- Following outreach events hosted by the institution, I followed their accounts
- Other

If you selected Other, please specify:

Why are you interested in this type of Instagram accounts?

- The content is interesting
- The narrative is compelling
- I like the 'behind-the-scenes' look at archives and special collections holdings
- I like being able to communicate with the curator of the account
- Other

If you selected Other, please specify:

What types of Instagram content do you enjoy most? Please check all that apply.

- Event announcements
- New acquisitions
- Local history
- Establishment history
- Featured researchers
- Digitized items / collections
- In-depth item / collection highlights
- Well known items from the collection
- Other

If you selected Other, please specify:

Do you look forward to the library / archive / special collections Instagram posts, or do they just 'appear' on your feed?

- I look forward to them, and make sure to catch up on posts I may have missed
- I like them, but do not go out of my way to find them
- I do not mind either way - they appear on my feed sometimes and that's okay

Do you ever interact with these Instagram posts?

- Yes, I comment / 'like' posts regularly, and share them with friends
- Yes, I comment / 'like' posts regularly, but don't share them
- I occasionally comment and 'like' posts, but not often
- I 'like' posts, but don't comment
- No, I just look at them and continue scrolling

## Page 4: Social Media Patrons - Survey

What else would you like to know, that these Instagram accounts aren't sharing?

Do Instagram accounts like these make you want to explore your local archive or special collections?

- Yes
- No
- Other

If you selected Other, please specify:

If you could talk to the curator, what else would you want this type of Instagram post to do / what would you want to see?

# Page 5: Thank you!

Thank you so much for taking the time to complete this survey, I greatly appreciate it!

Should you have any further questions, please feel free to contact:

- **Researcher's name and email contact:** Ravana Eagleheart,  
2339066e@student.gla.ac.uk
  - **Supervisor's name and email contact:** Adele Redhead,  
adele.redhead@glasgow.ac.uk
  - **Department address:** Information Studies, 11 University Gardens, George Service House
-