Survey Data Report

Surfacing the National Collections: *adapting image cataloguing standards to transform access to National Museums Scotland's online collections.*

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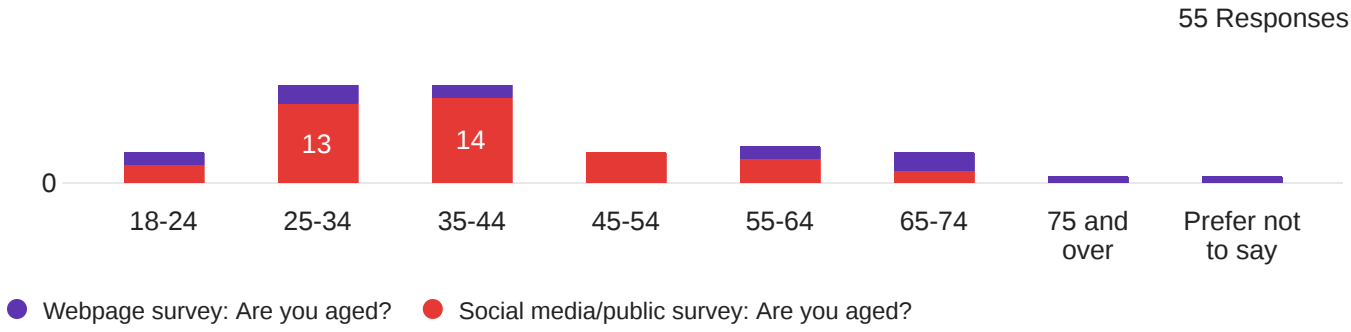
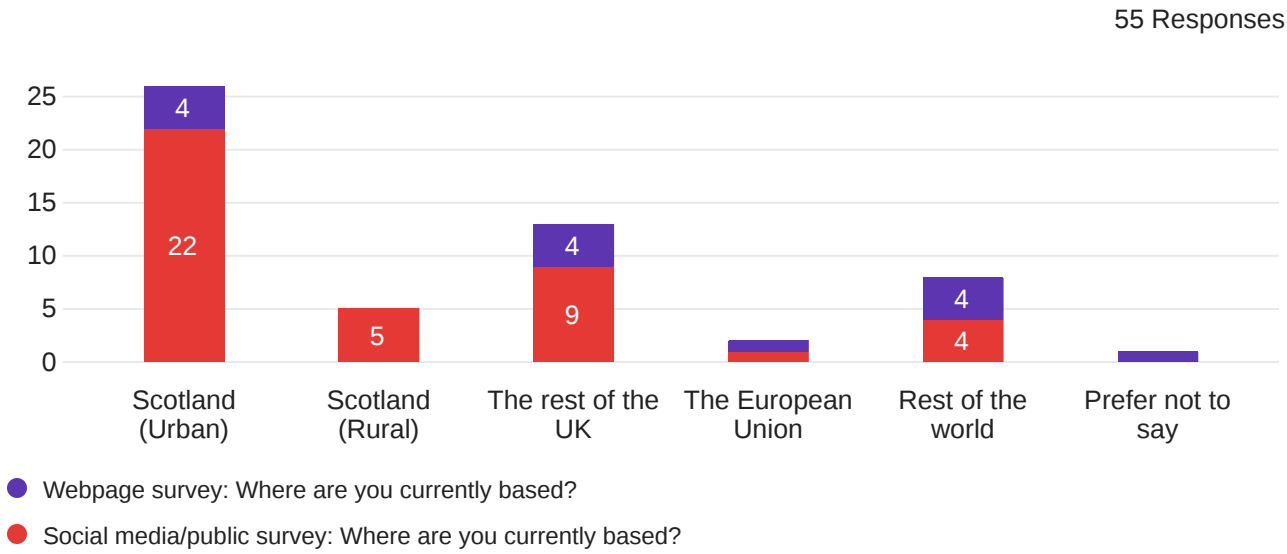
Demographics and knowledge of users and non-users

Age (users of the collections portal)

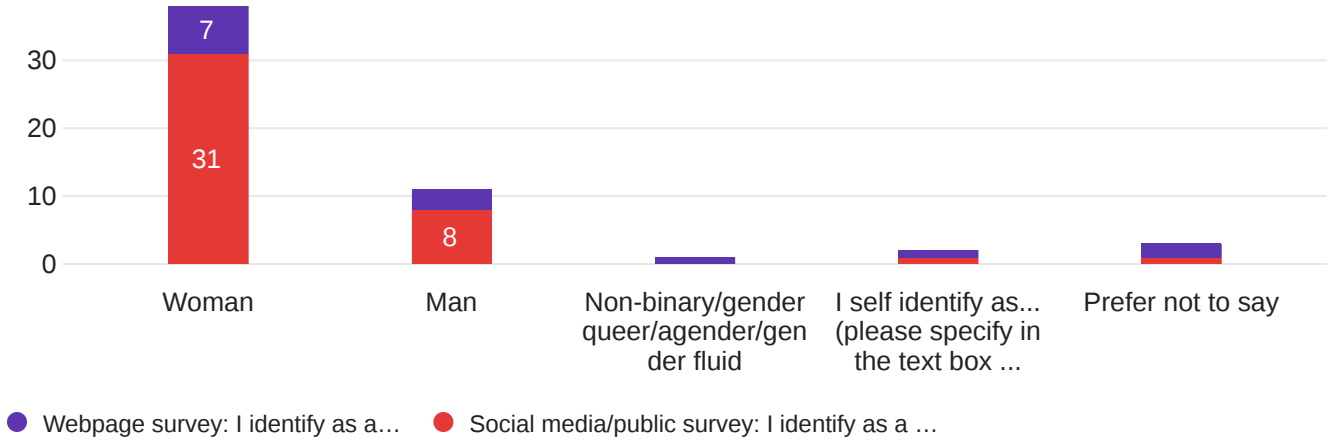


Location (users of the collections portal)



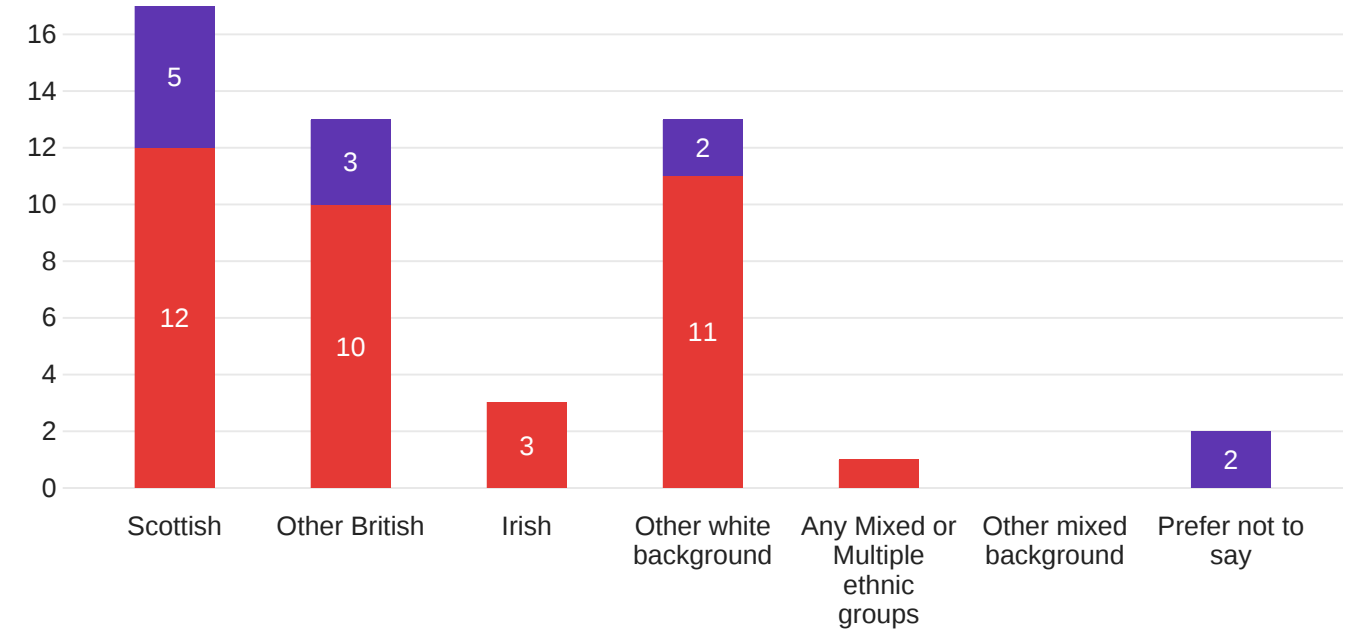
Gender (users of the collections portal)

55 Responses

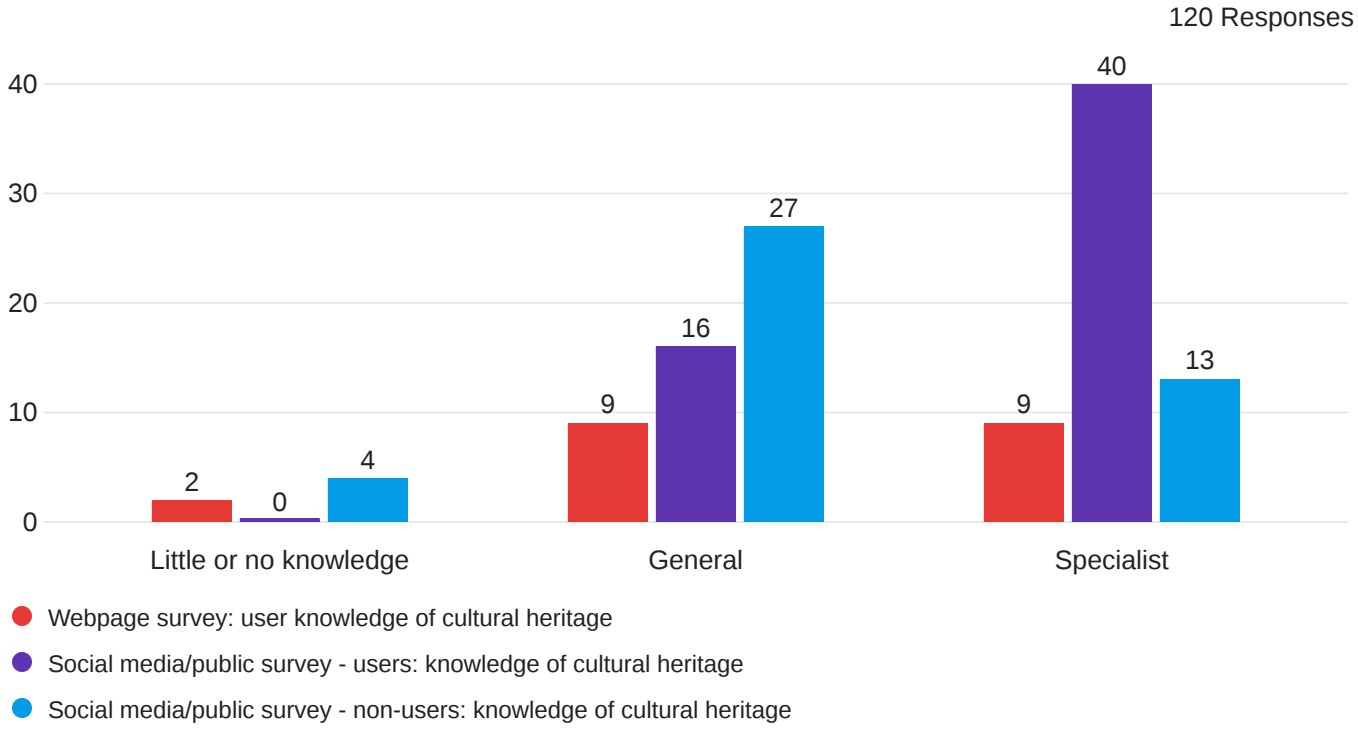


Ethnic group/identity (users of the collections portal)

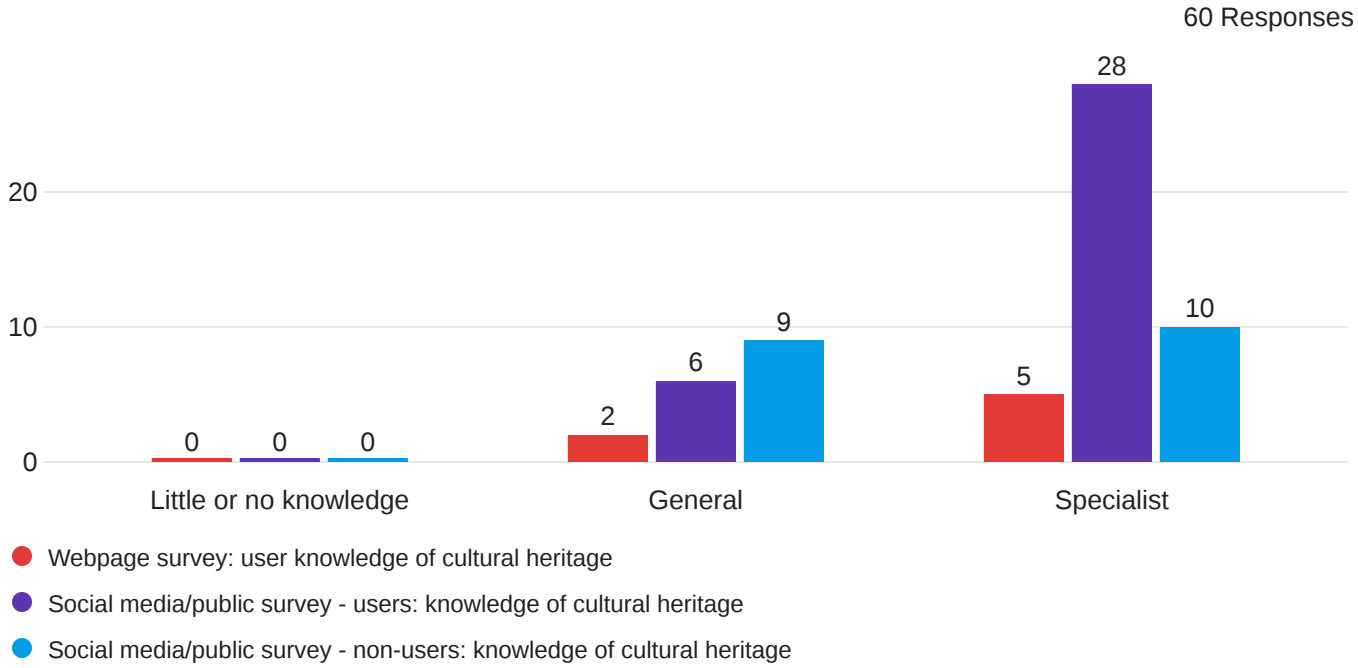
49 Responses



User and non-user knowledge of cultural heritage

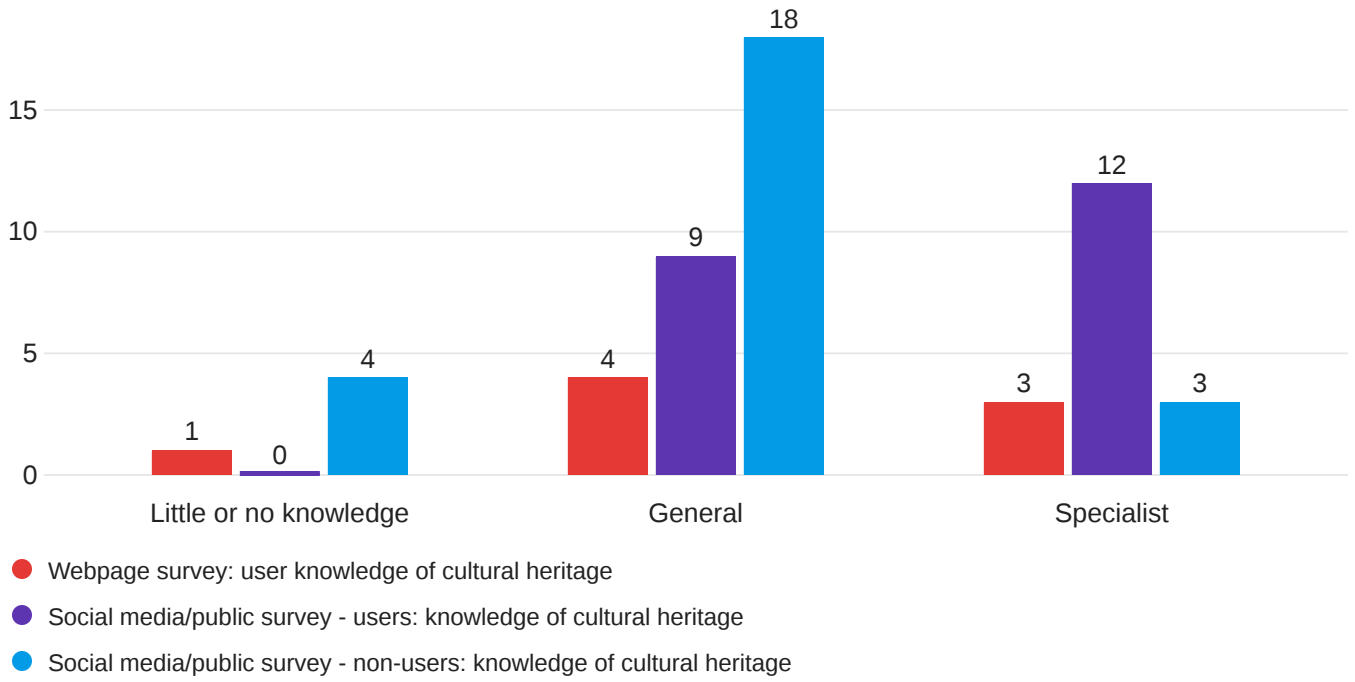


User and non-user knowledge of cultural heritage (museum professionals)



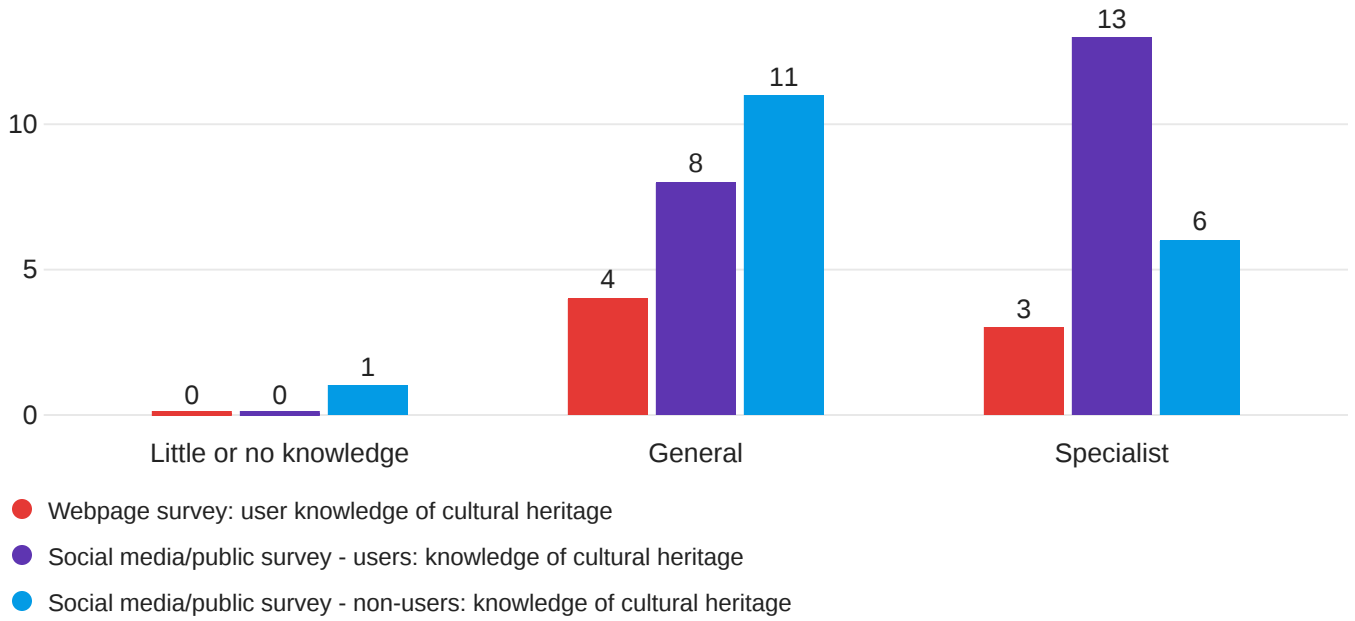
User and non-user knowledge of cultural heritage (curious individuals)

54 Responses

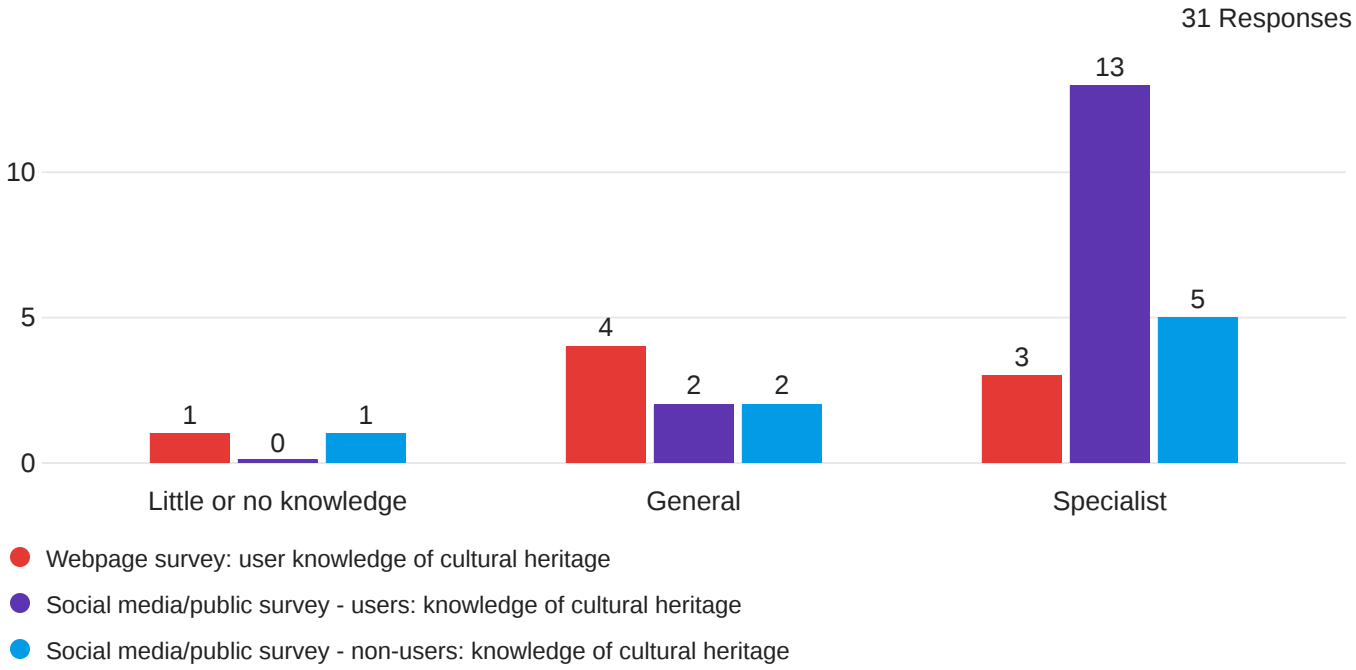


User and non-user knowledge of cultural heritage (cultural heritage enthusiasts)

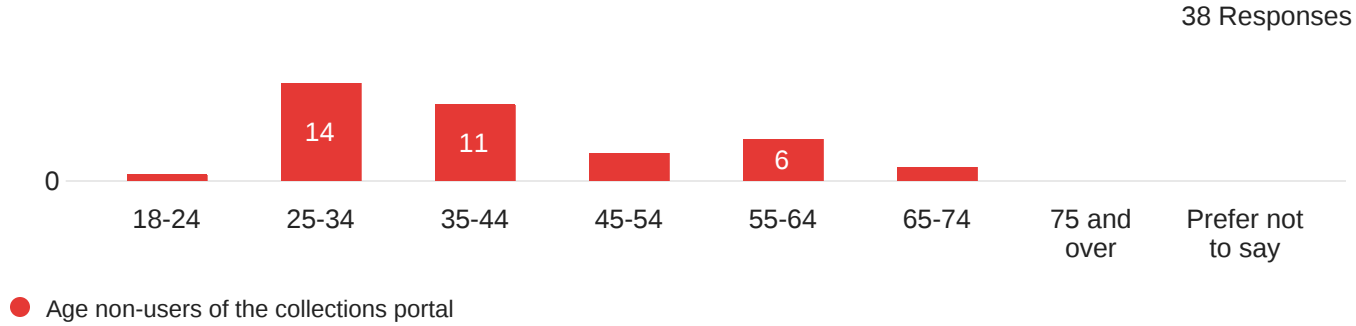
46 Responses



User and non-user knowledge of cultural heritage (students and academics)

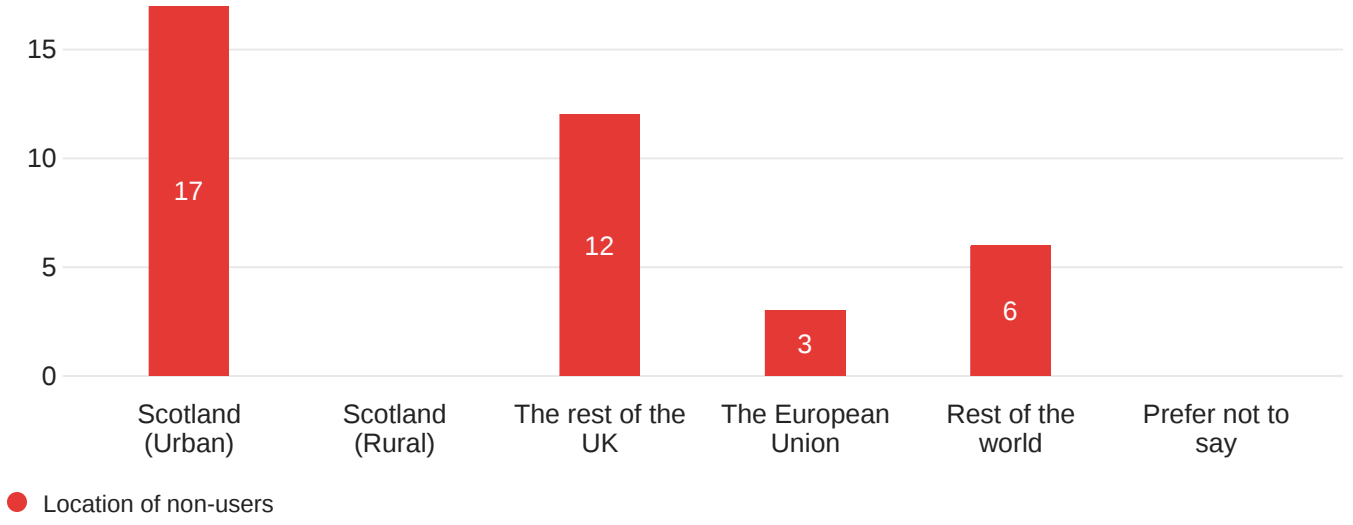


Age (non-users of collections)

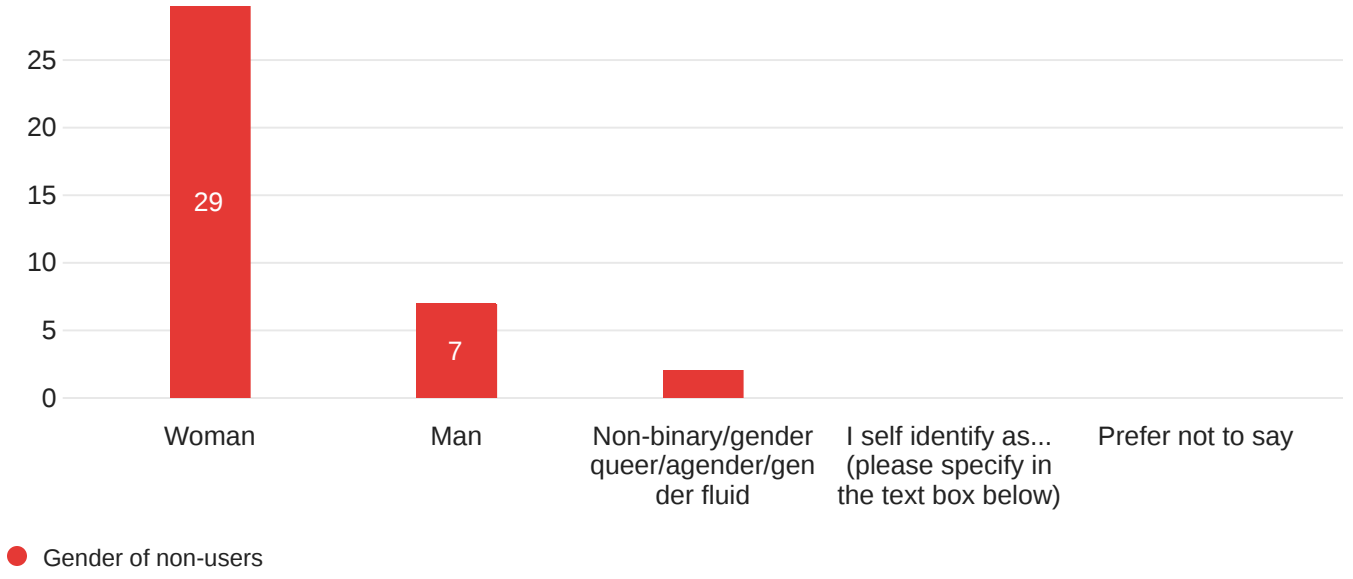


Location (non-users)

38 Responses

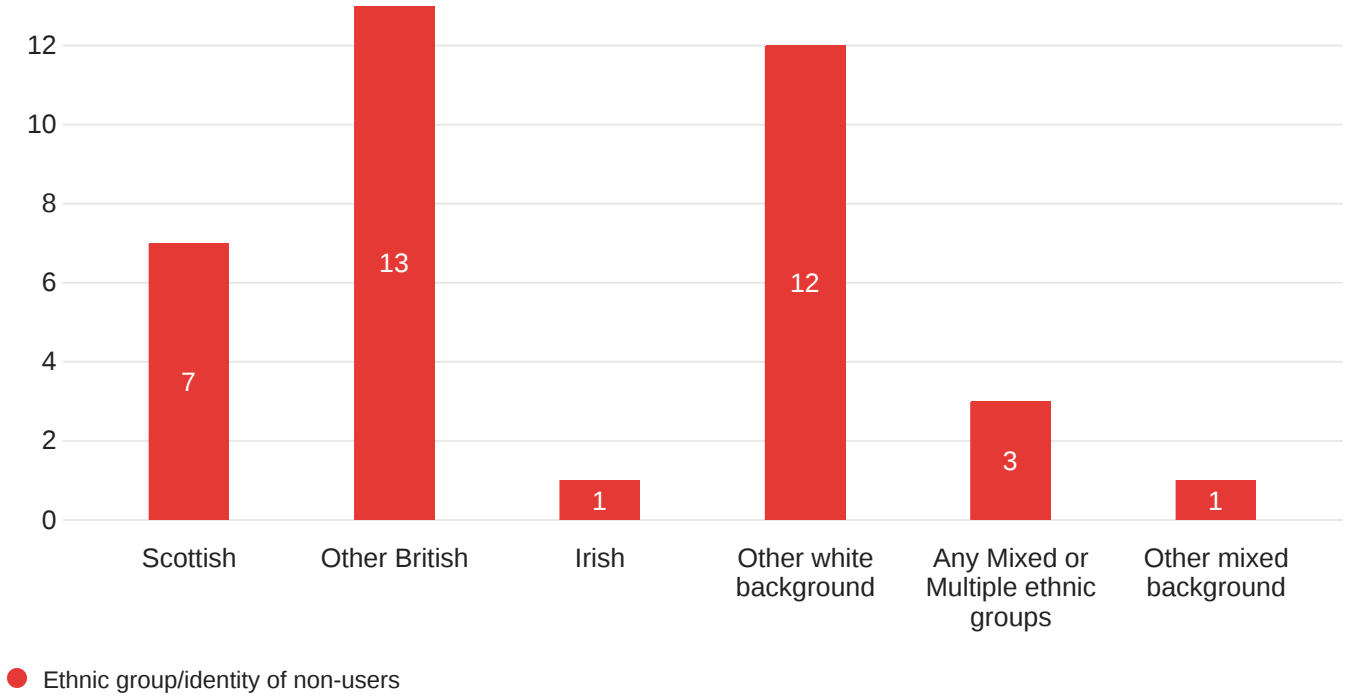


Gender (non-users of collections)



Ethnic group/identity (non-users of the collections portal)

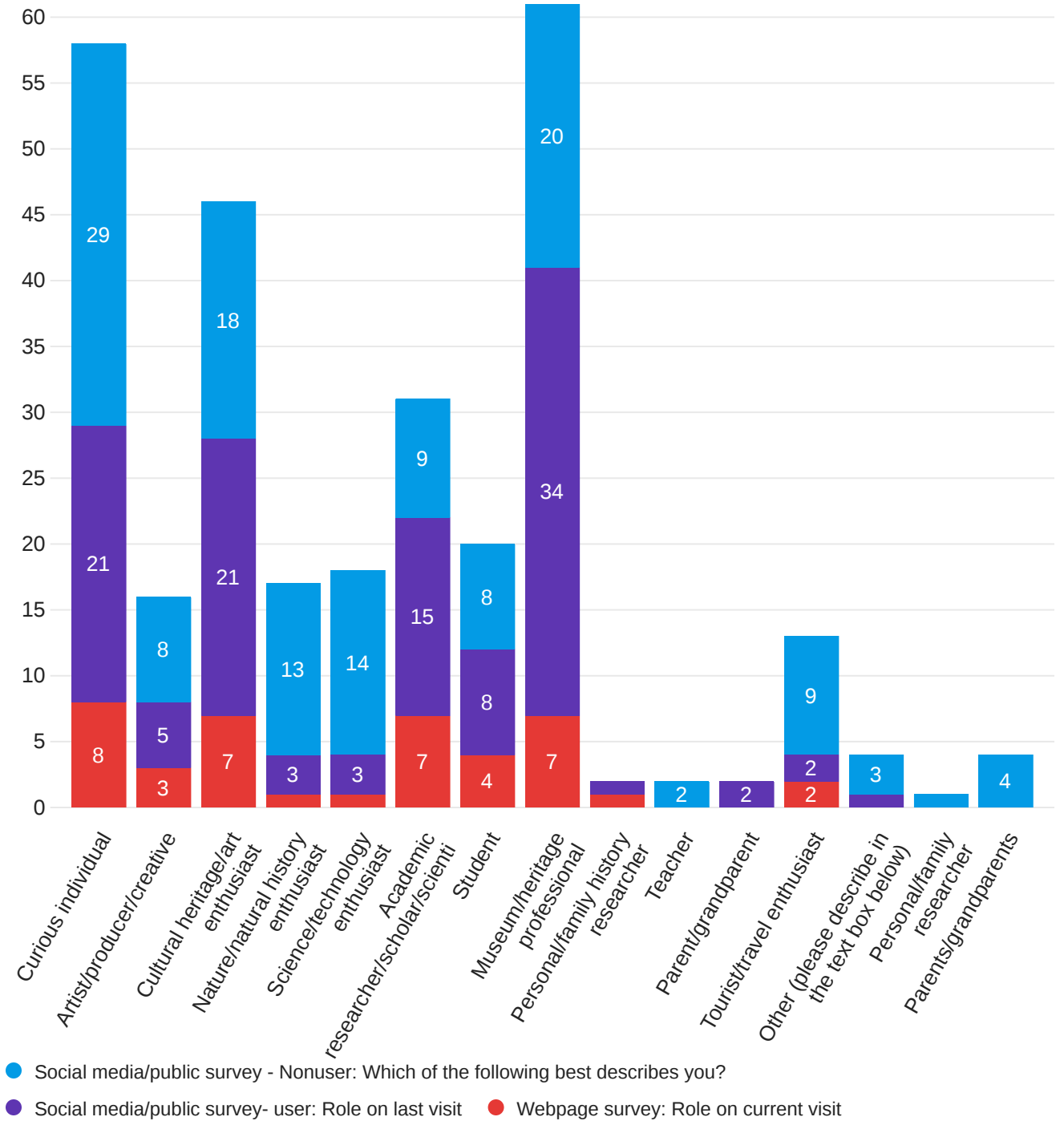
38 Responses



User and non-user roles

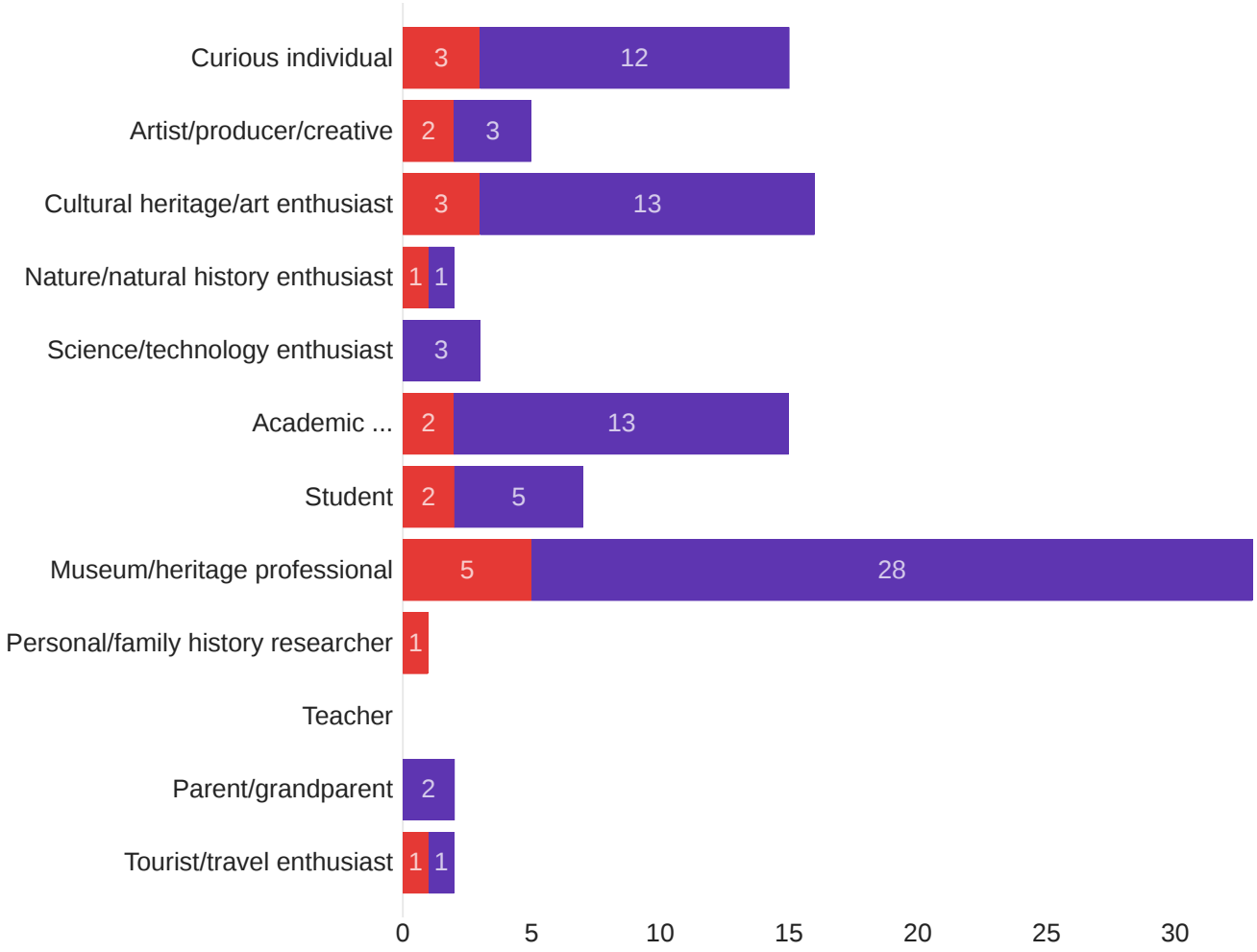
User/non-user role(s)

127 Responses



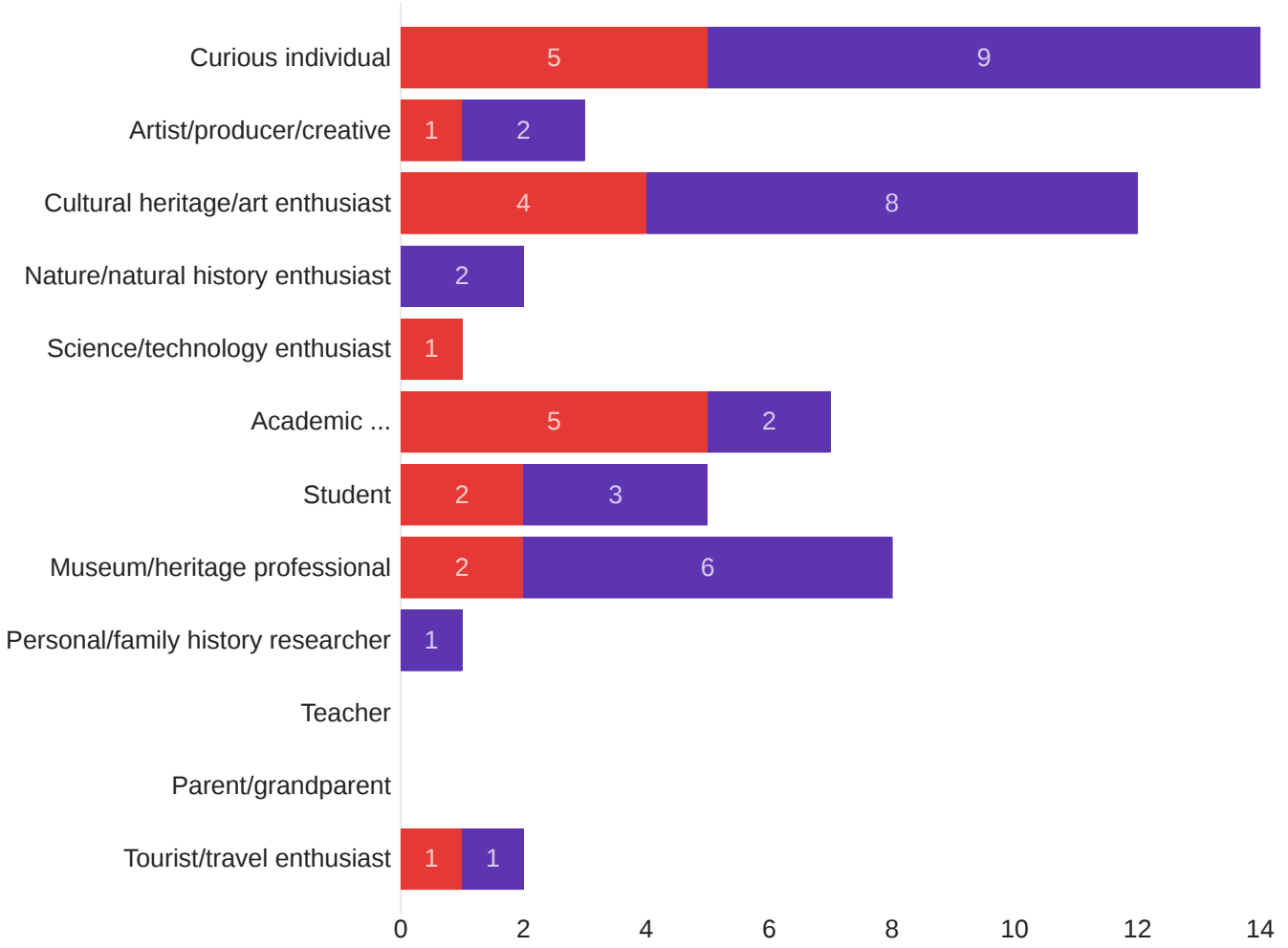
User roles with specialist knowledge

49 Responses



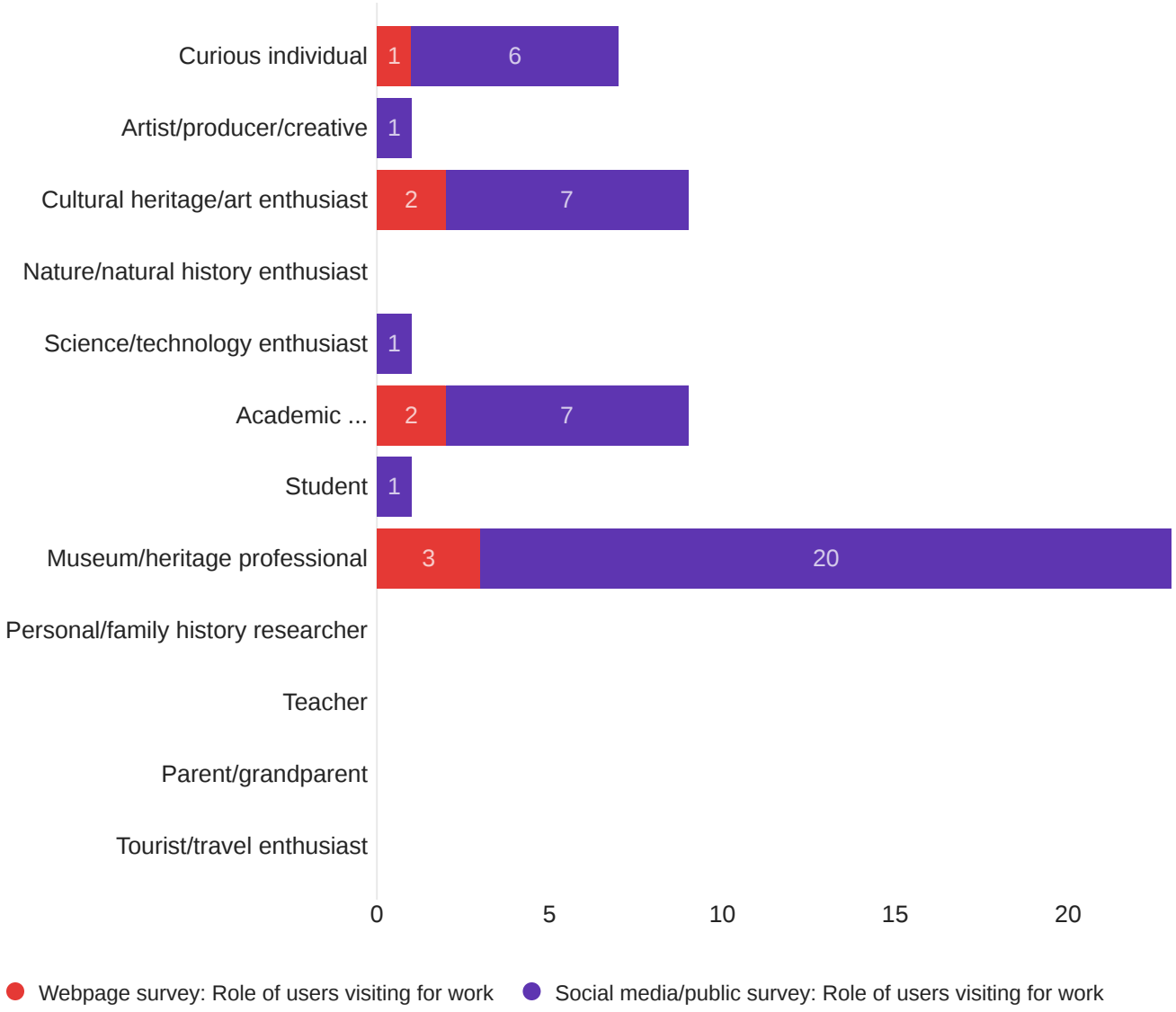
User roles with general to little knowledge

27 Responses



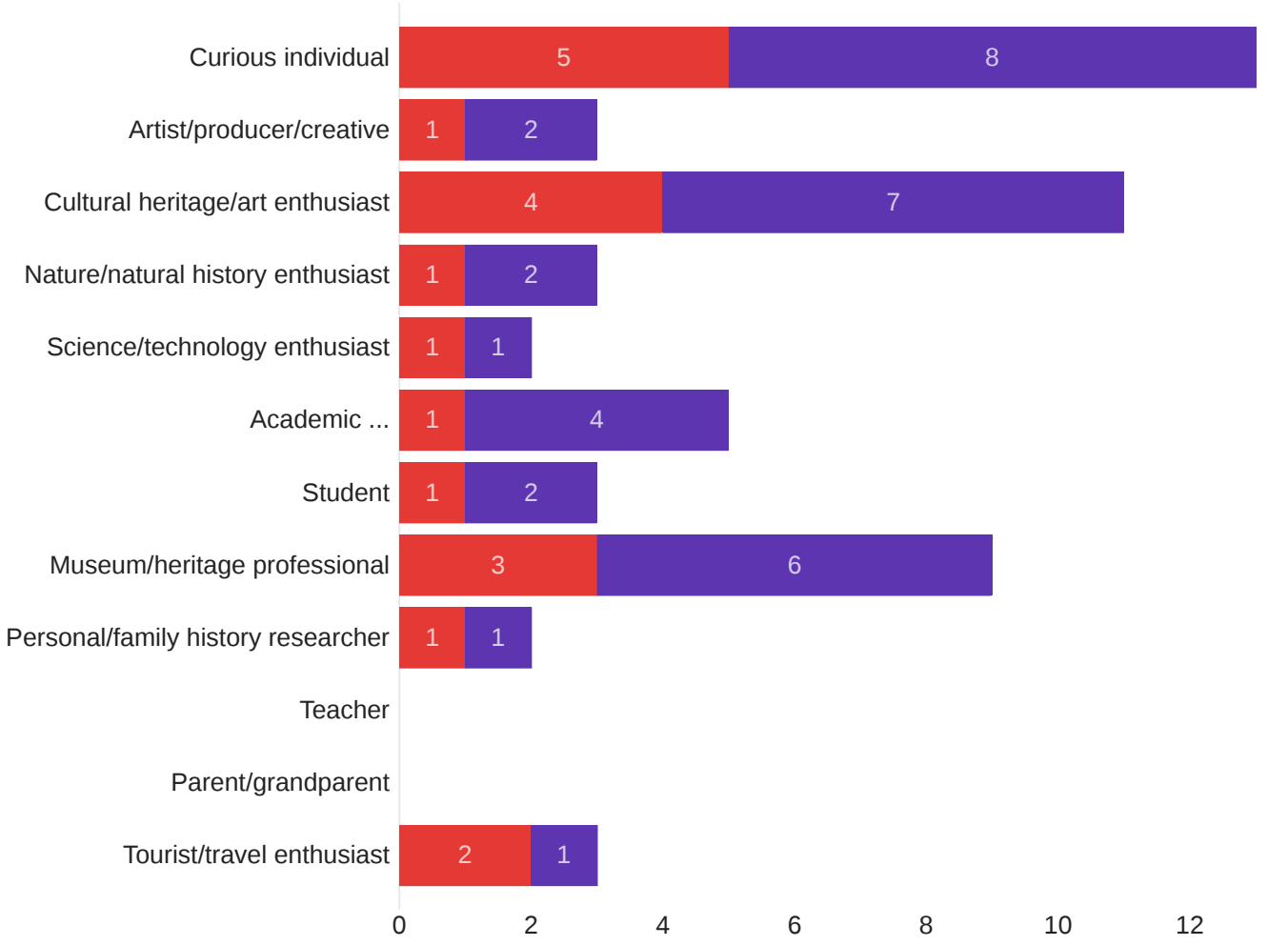
Role of users visiting for work

28 Responses



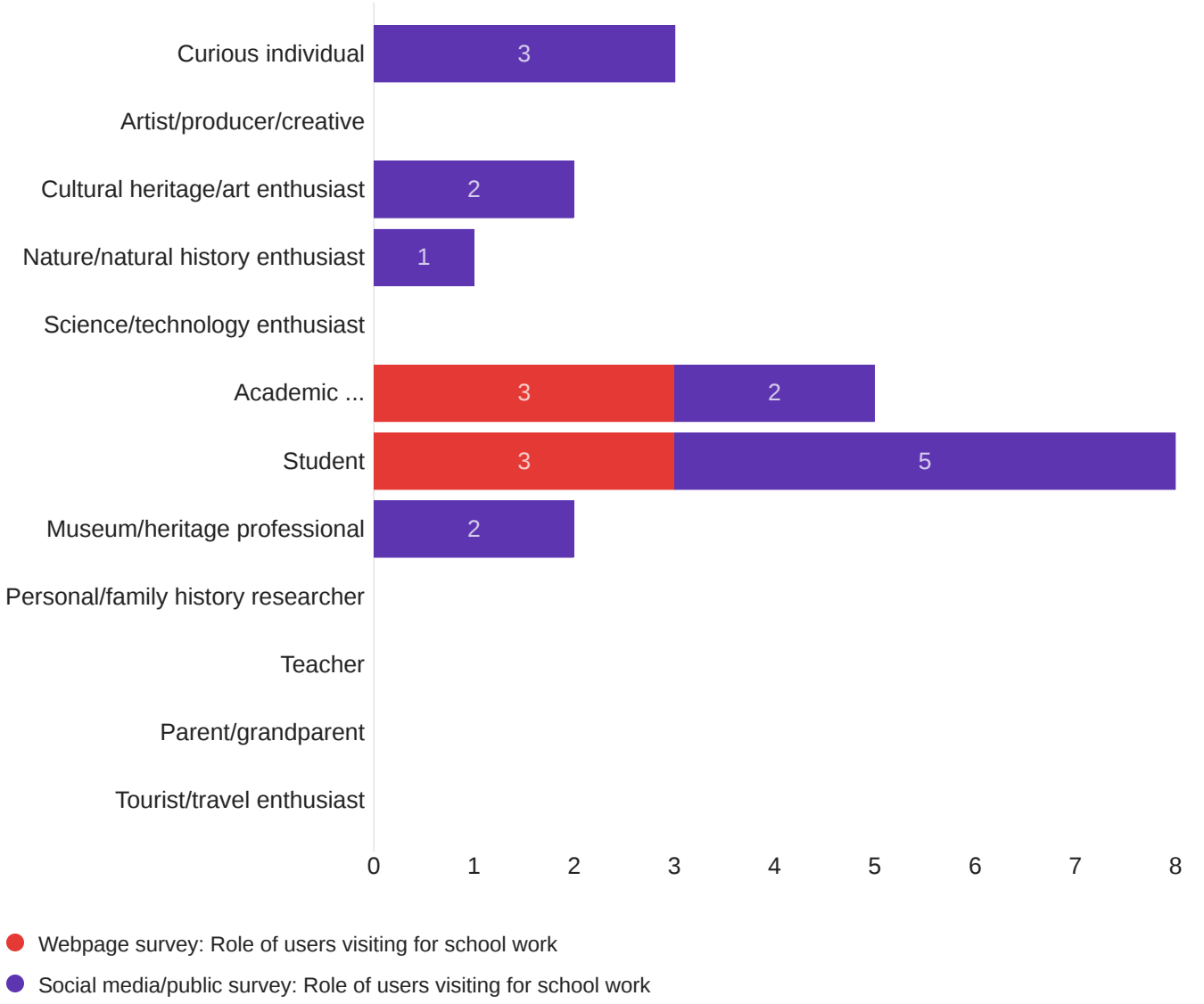
Role of users visiting for general interest

20 Responses



Role of users visiting for school work/higher education

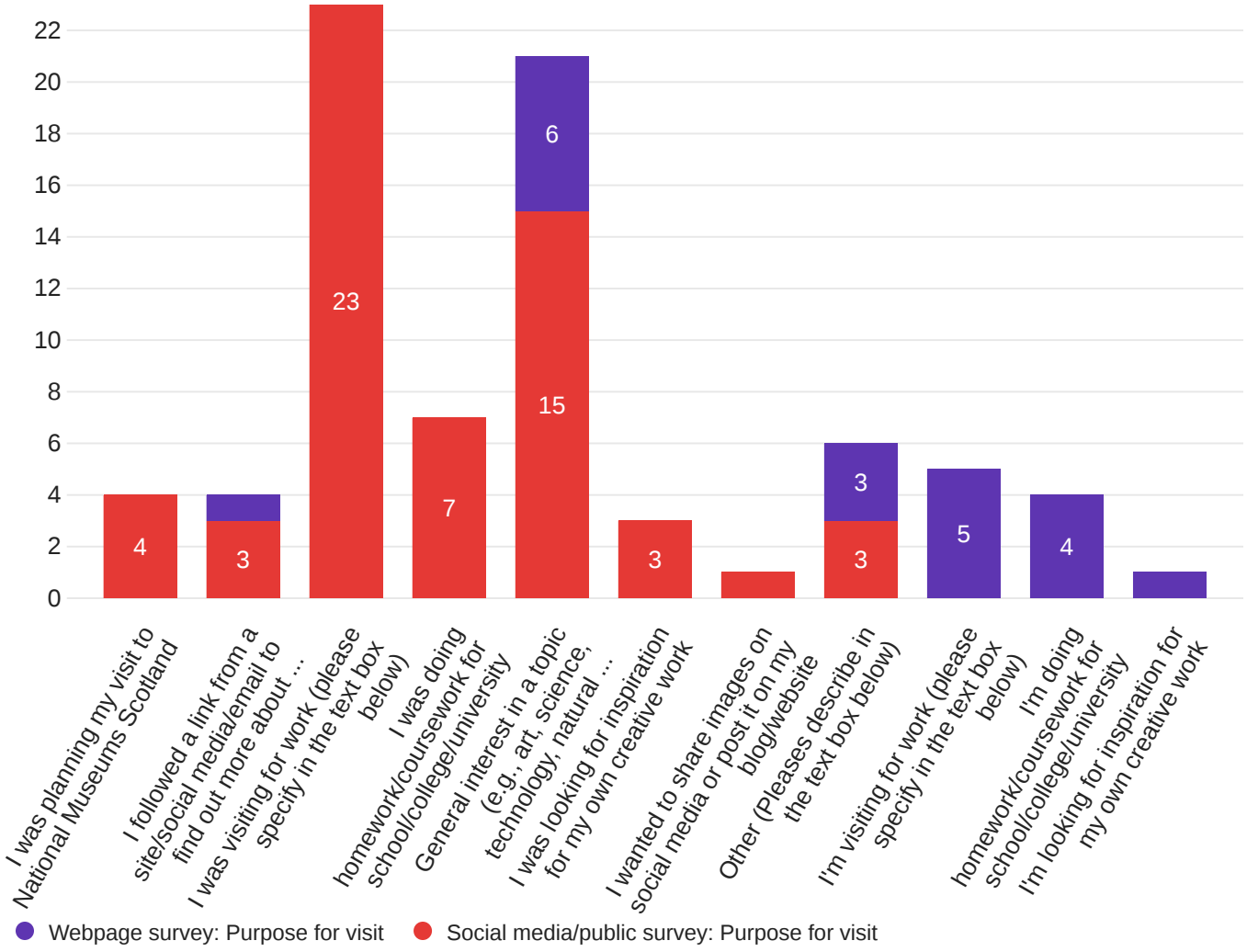
10 Responses



Motivations for visiting the Museums' collections

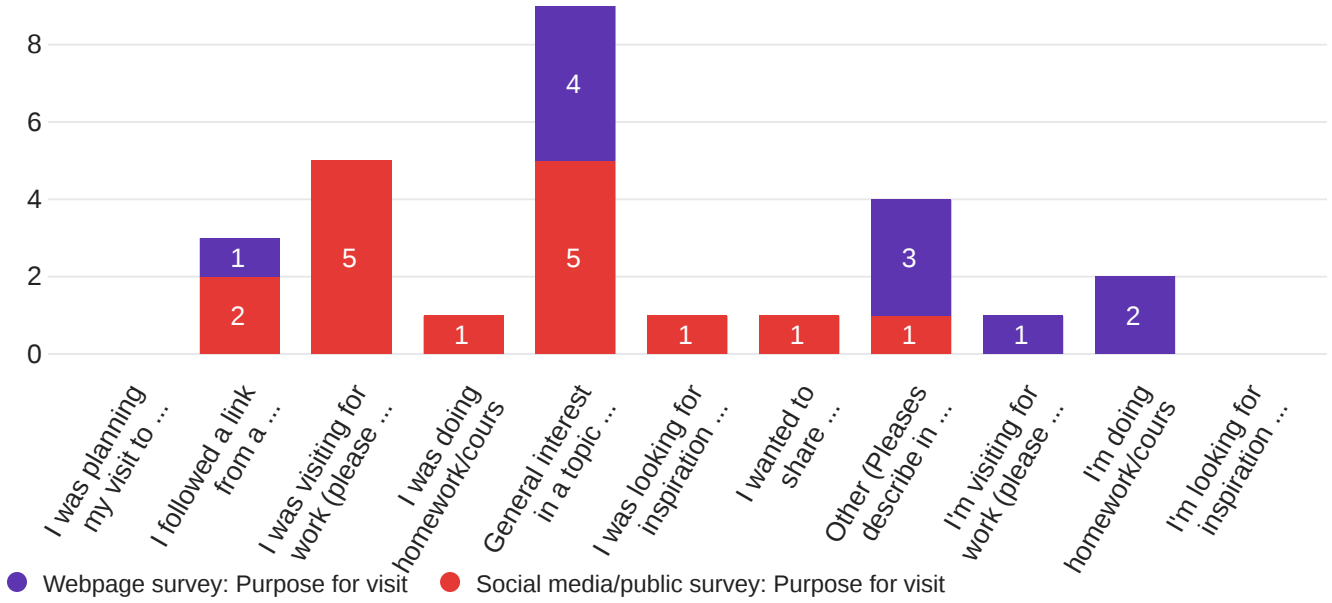
Main purpose of visit to the Museums' collections (all users)

79 Responses



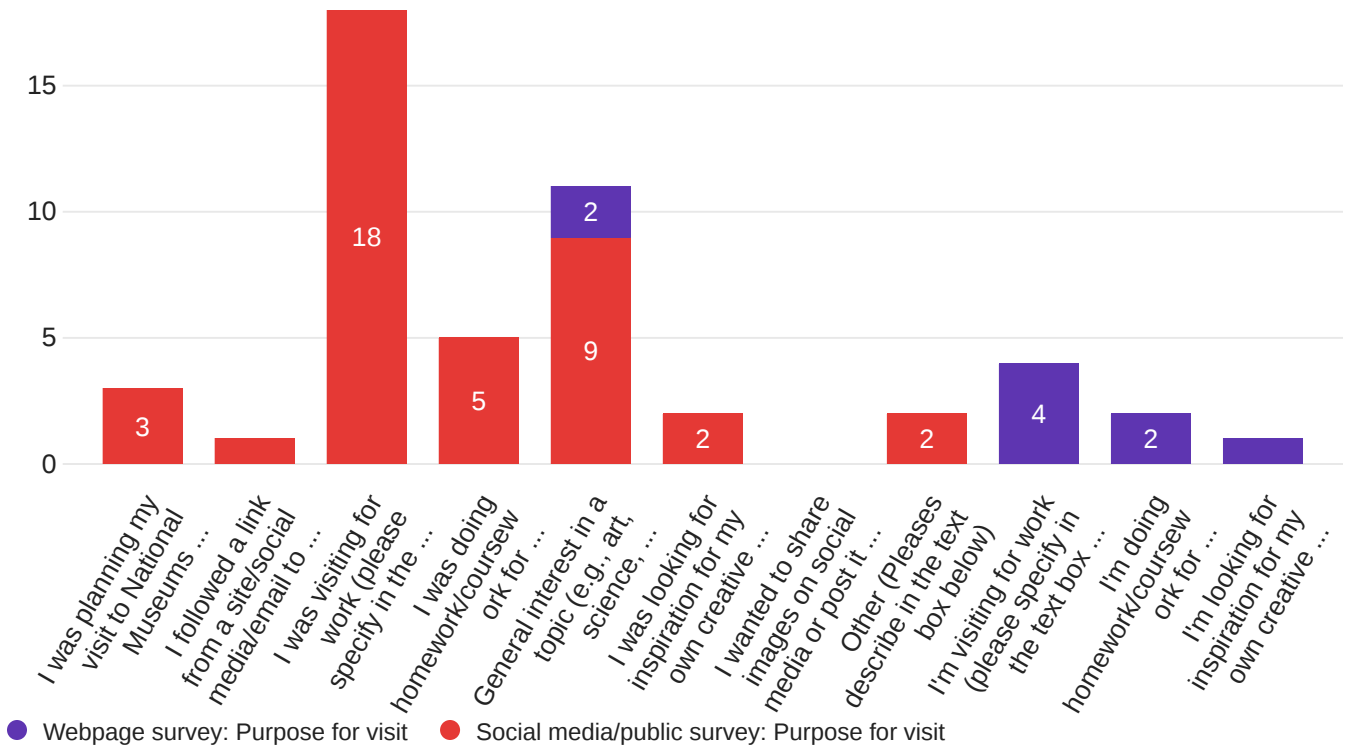
Main purpose of visit to the Museums' collections (general knowledge)

27 Responses



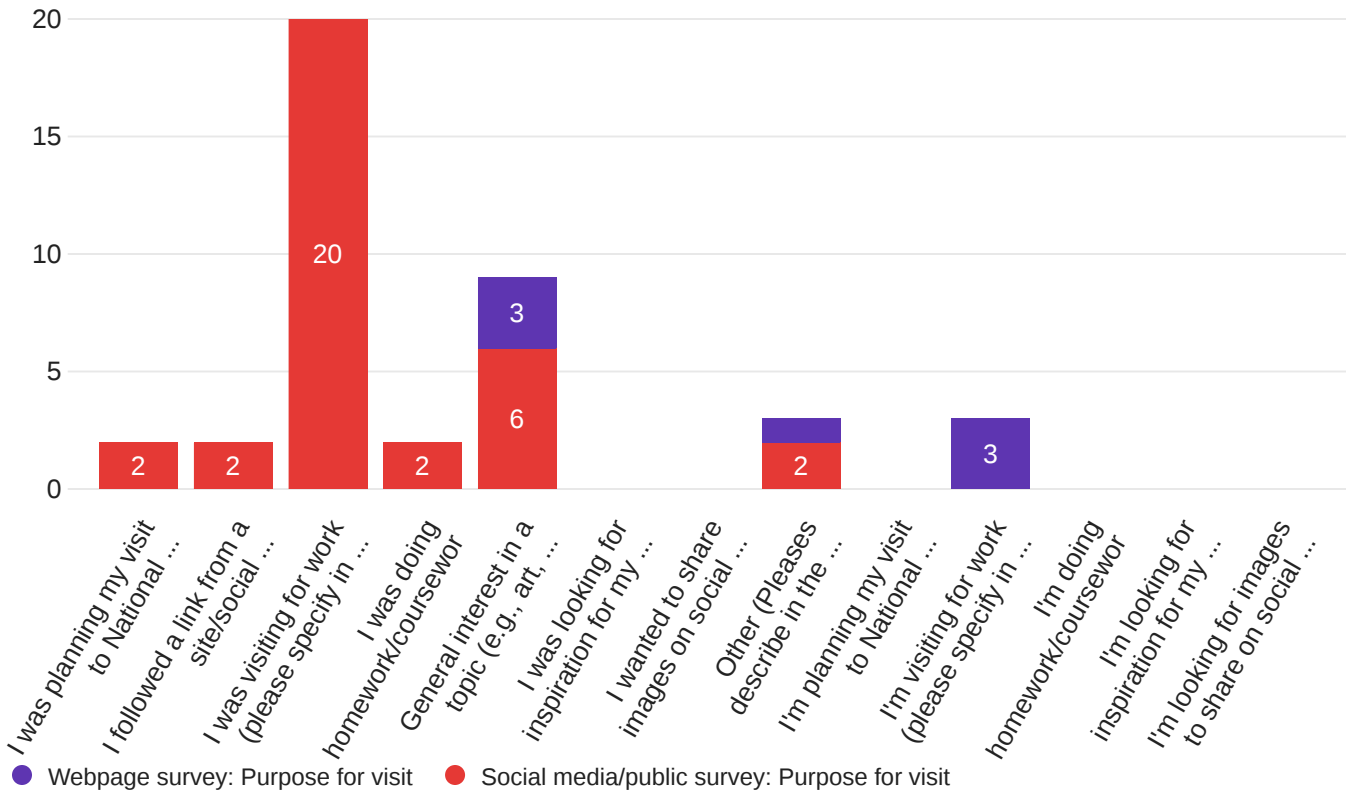
Main purpose of visit to the Museums' collections (specialist knowledge)

49 Responses



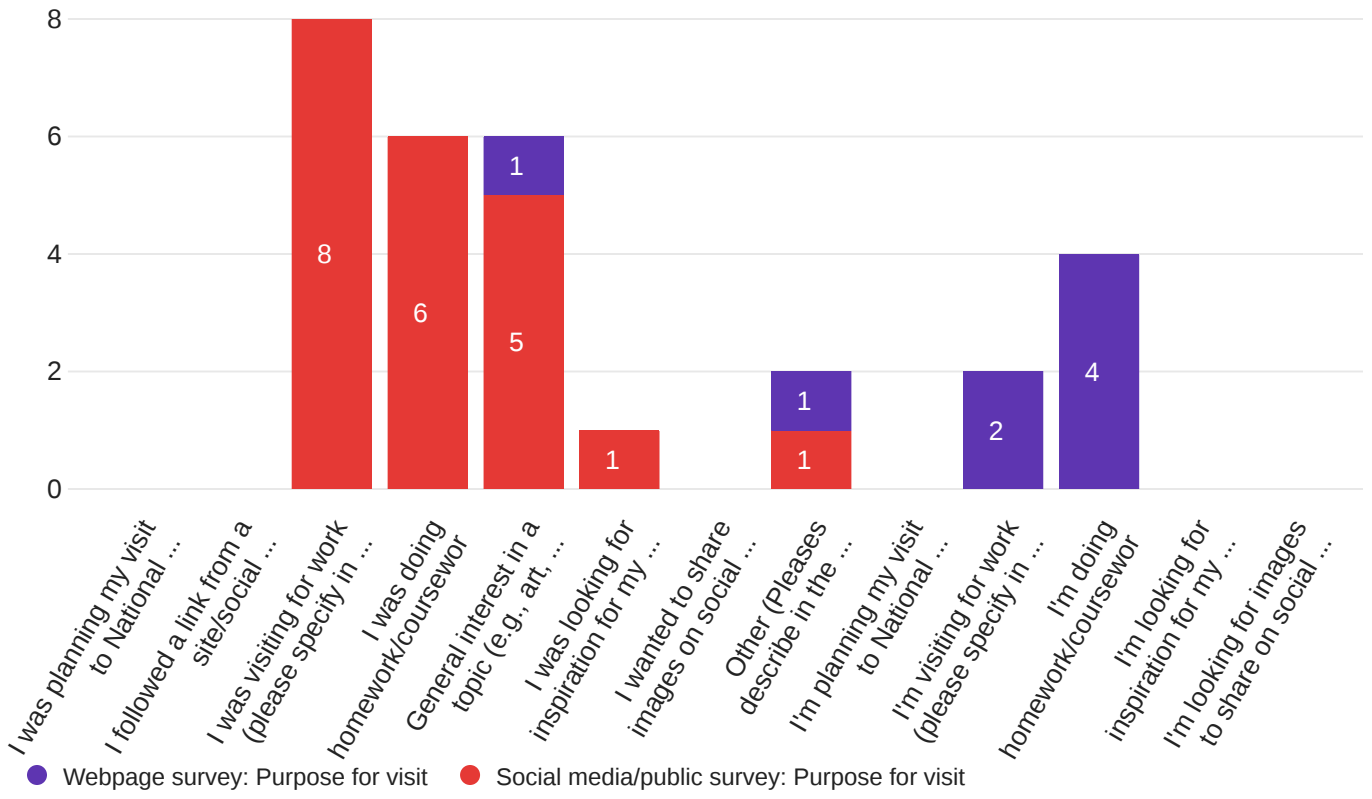
Main purpose for visit to the Museums' collections (museum professionals)

41 Responses



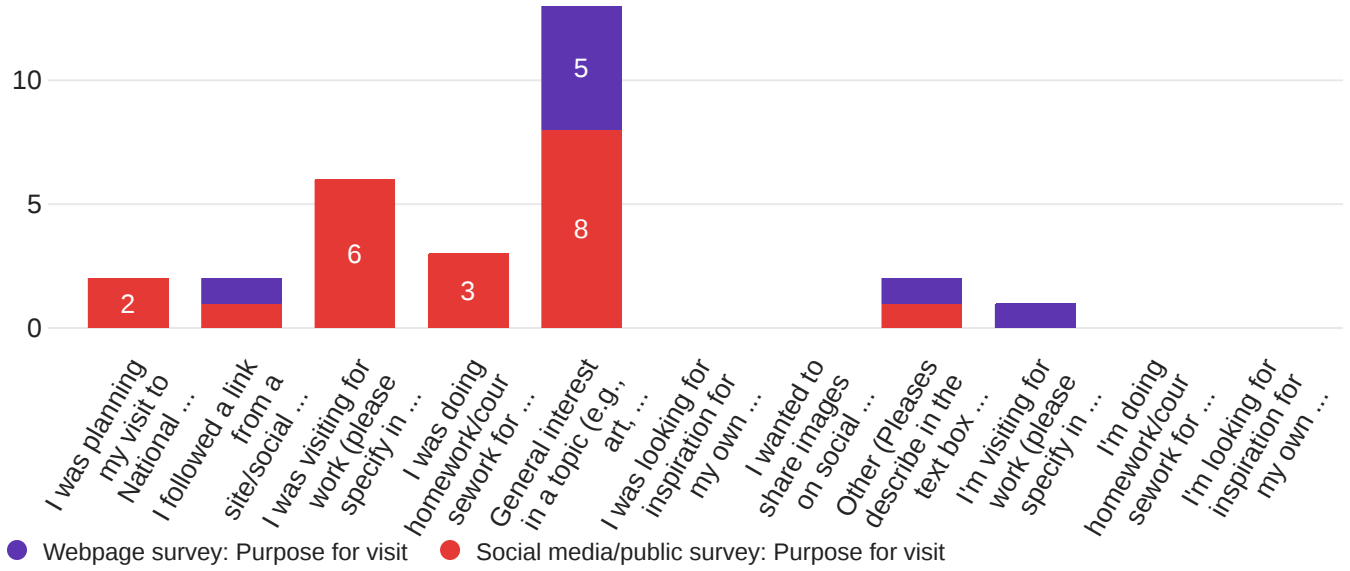
Main purpose for visit to the Museums' collections (students and academics)

29 Responses

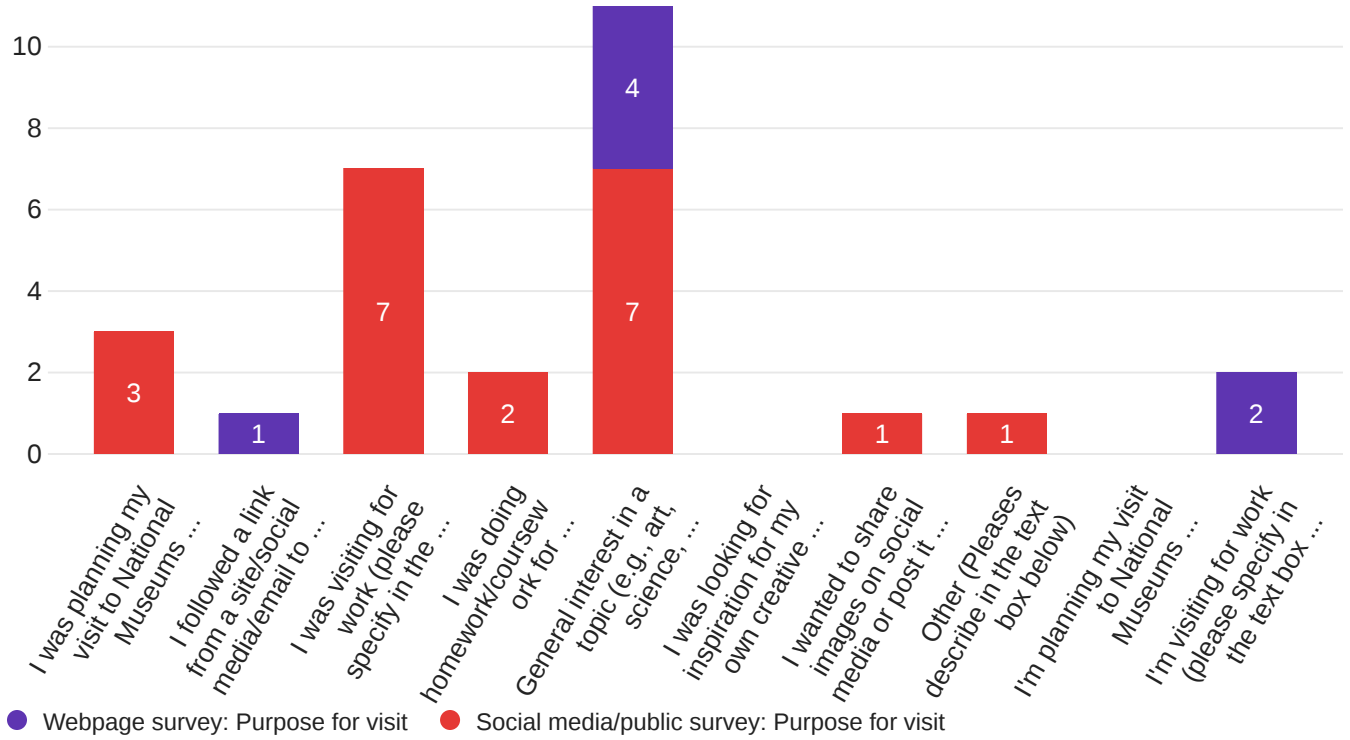


Main purpose of visit to the Museums' collections (curious Individuals)

29 Responses



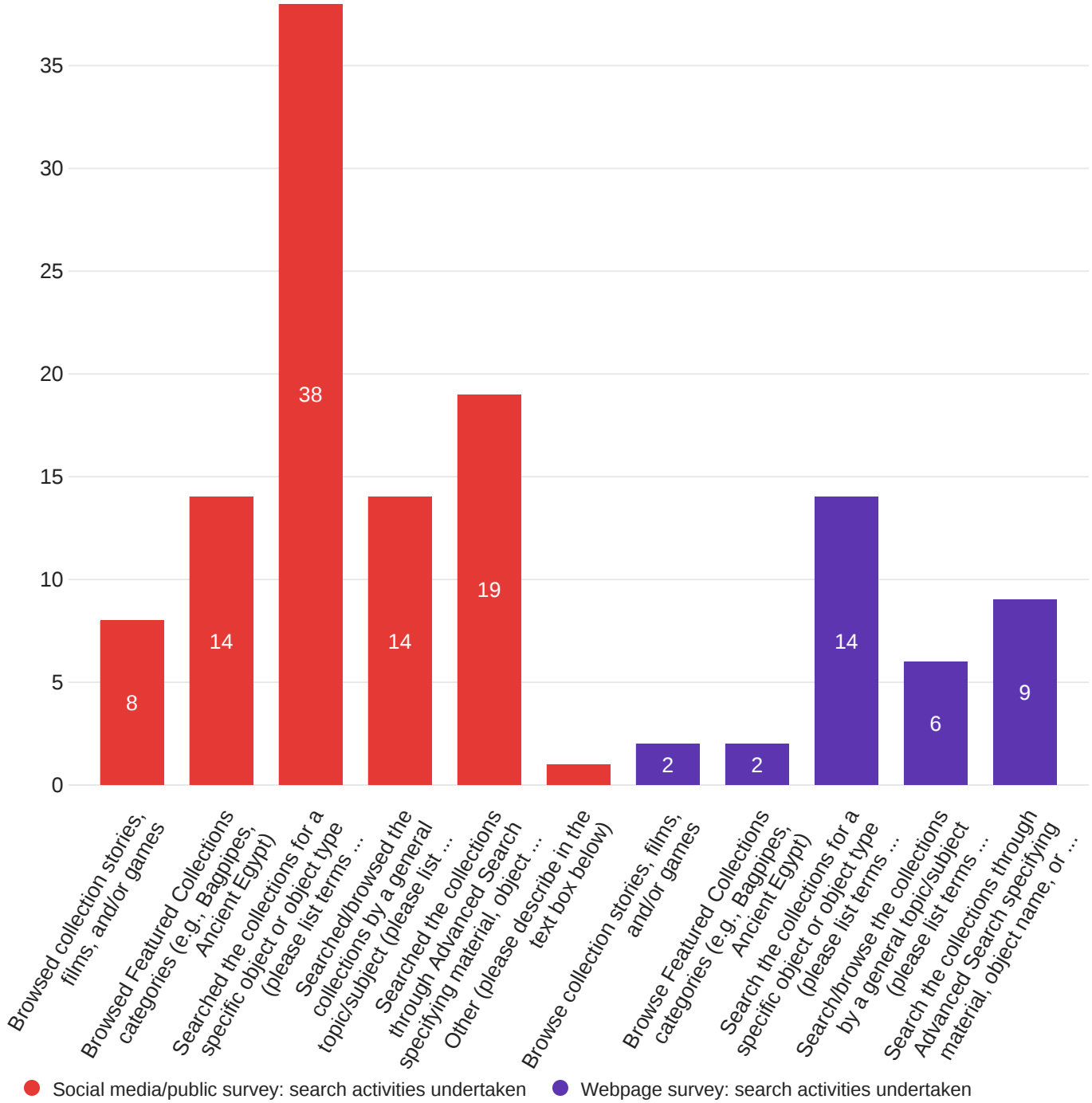
Main Purpose of visit to the Museums' collections (cultural heritage/art enthusiasts)



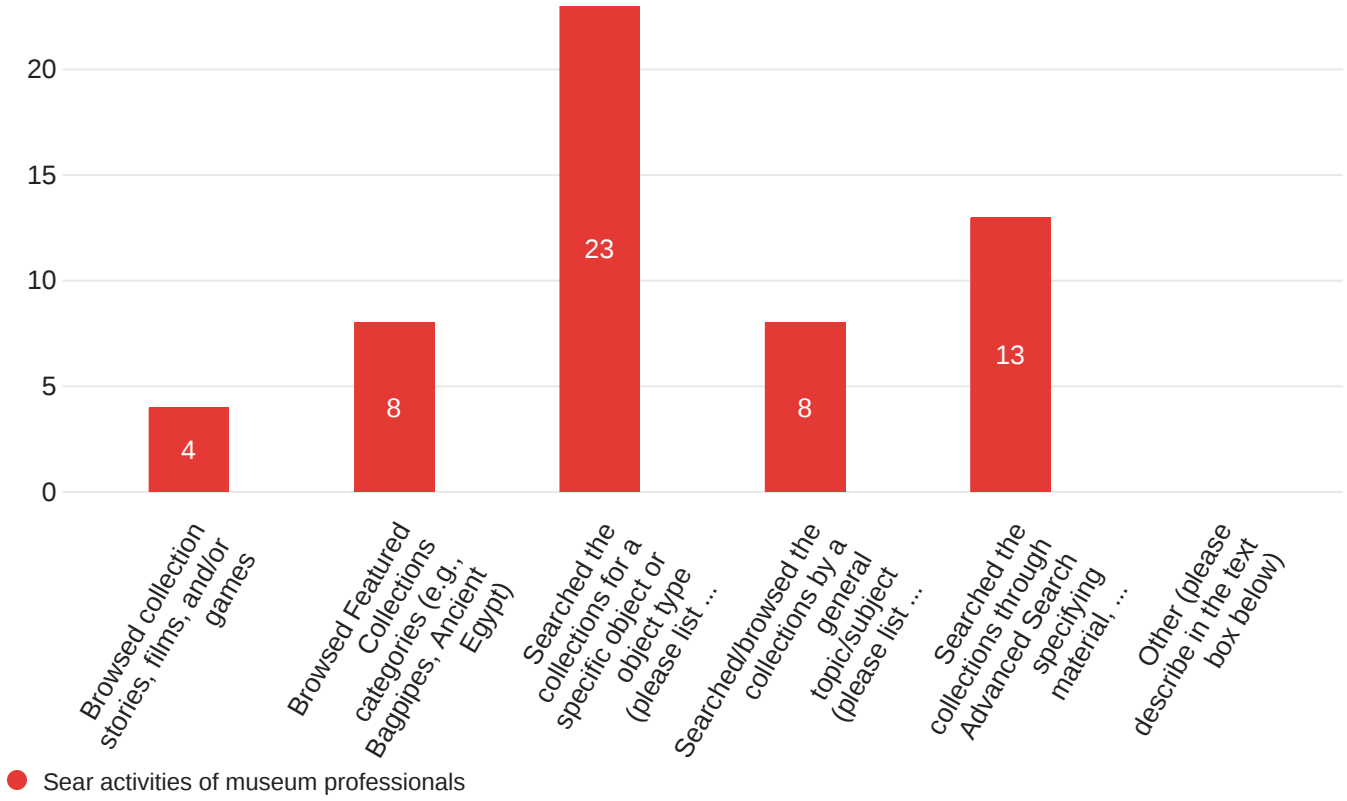
Search activities

Search activities (all users)

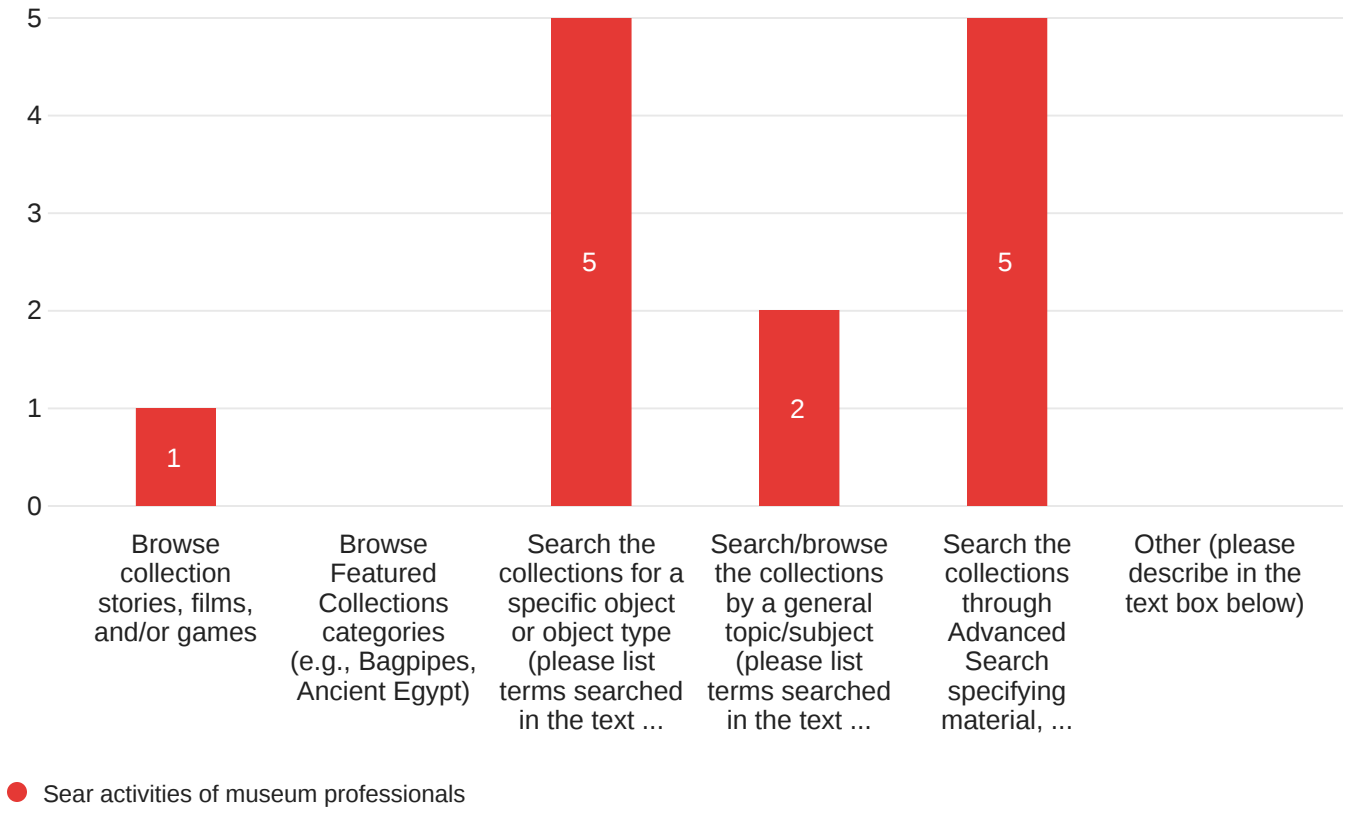
66 Responses



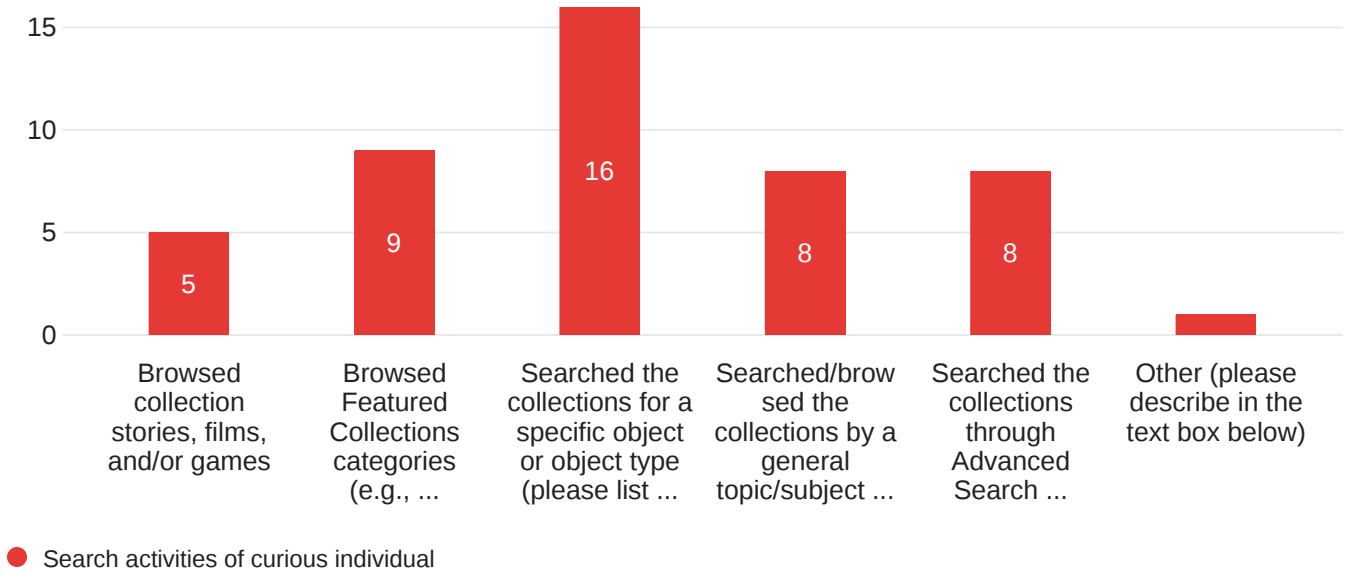
Search activities (social media survey - museum professionals)



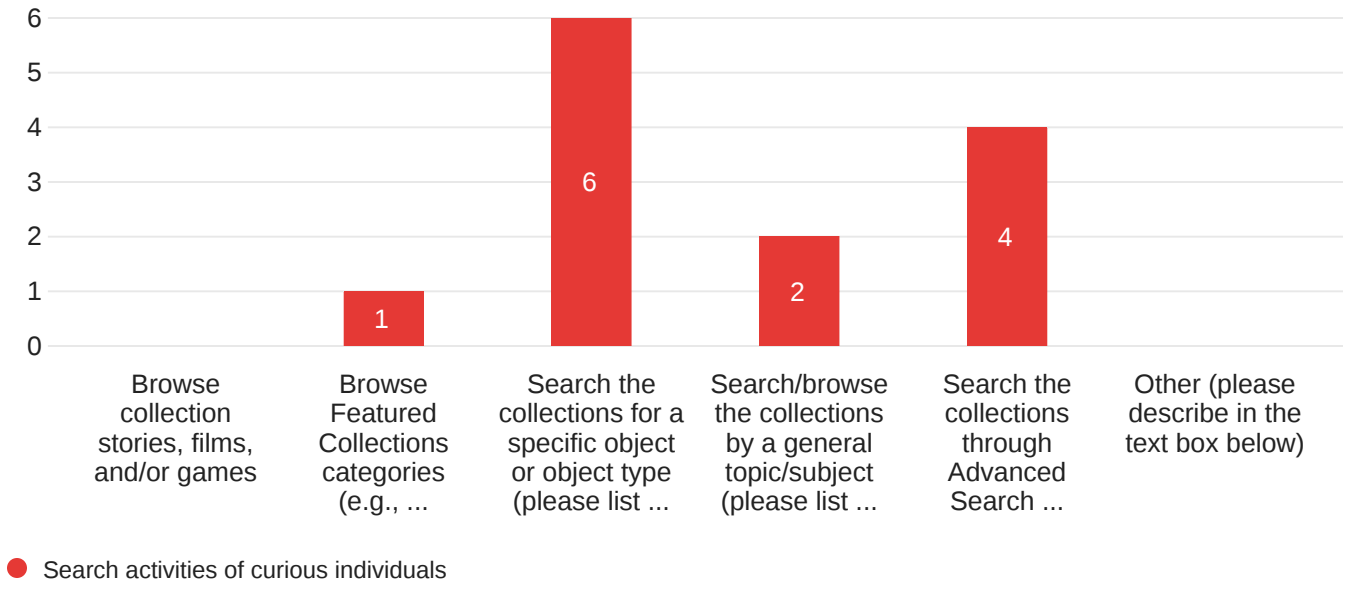
Search activities (webpage survey - museum professionals)



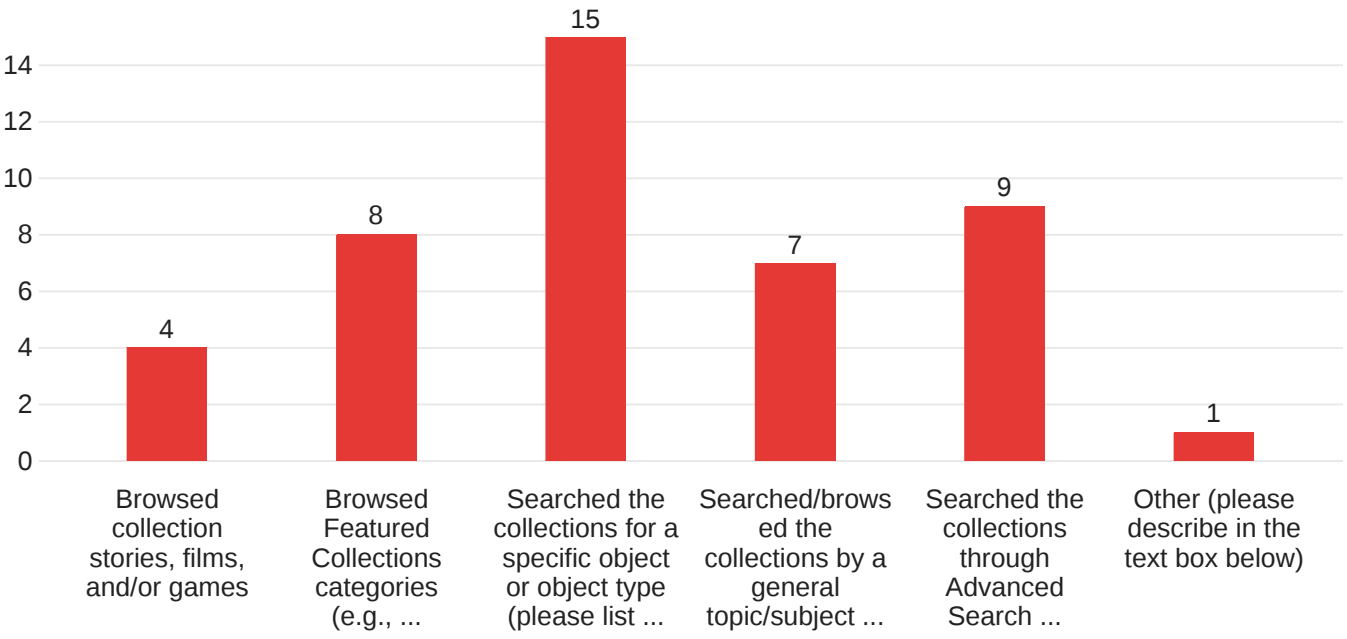
Search activities (social media survey - curious individuals)



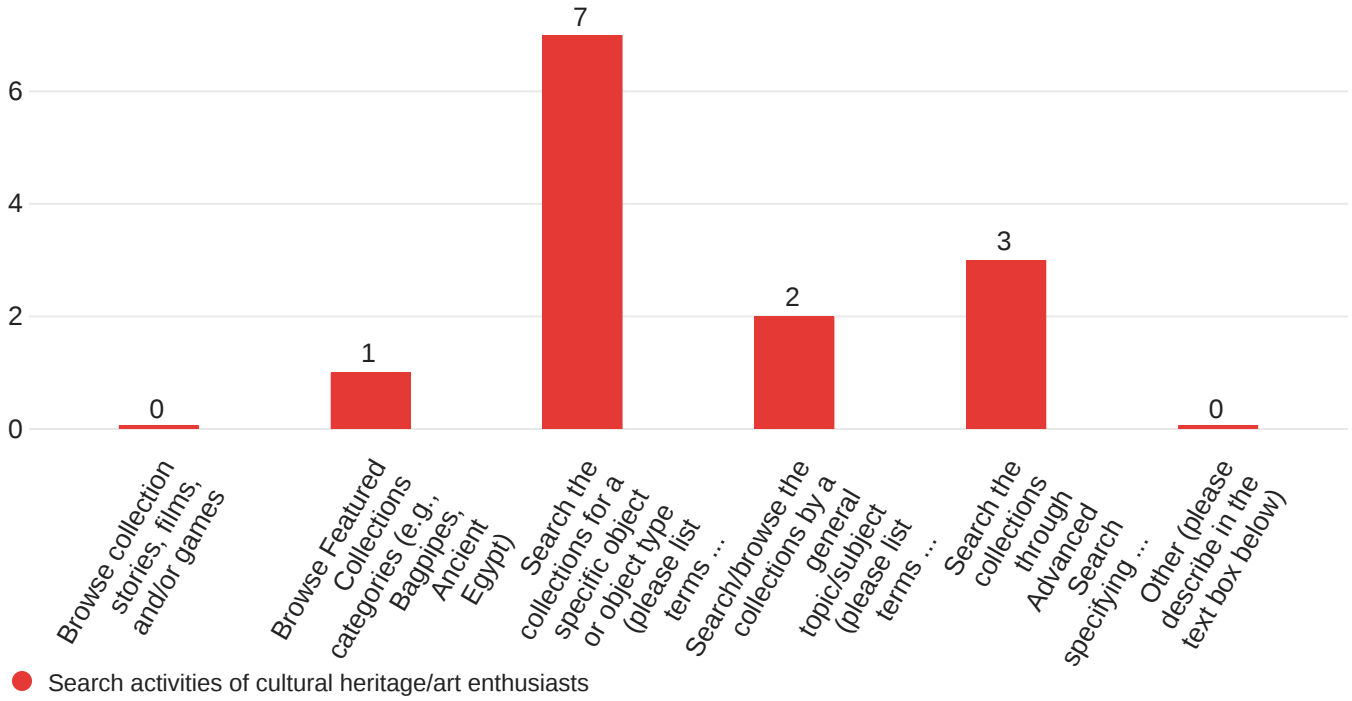
Search activities (webpage survey - curious individuals)



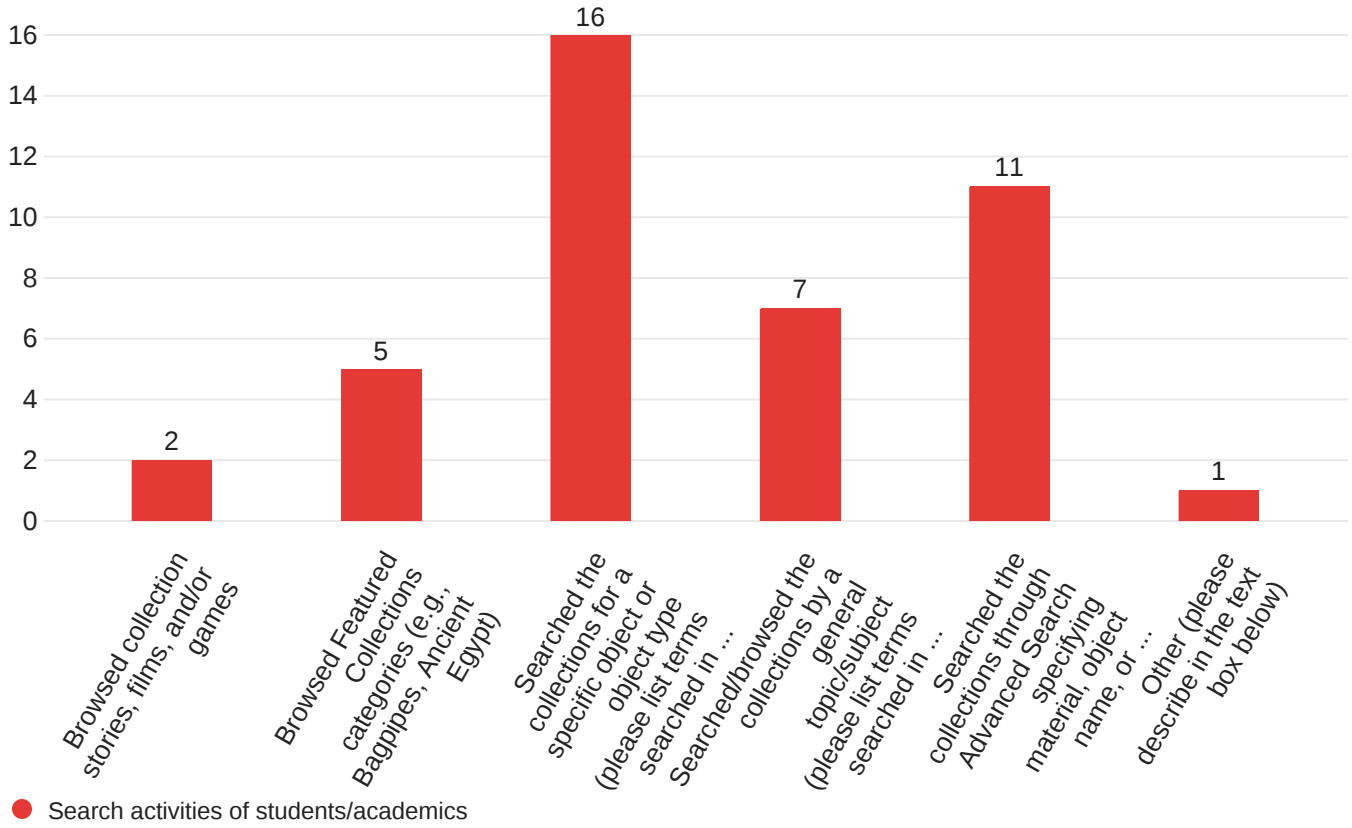
Search activities (social media survey - cultural heritage/art enthusiasts)



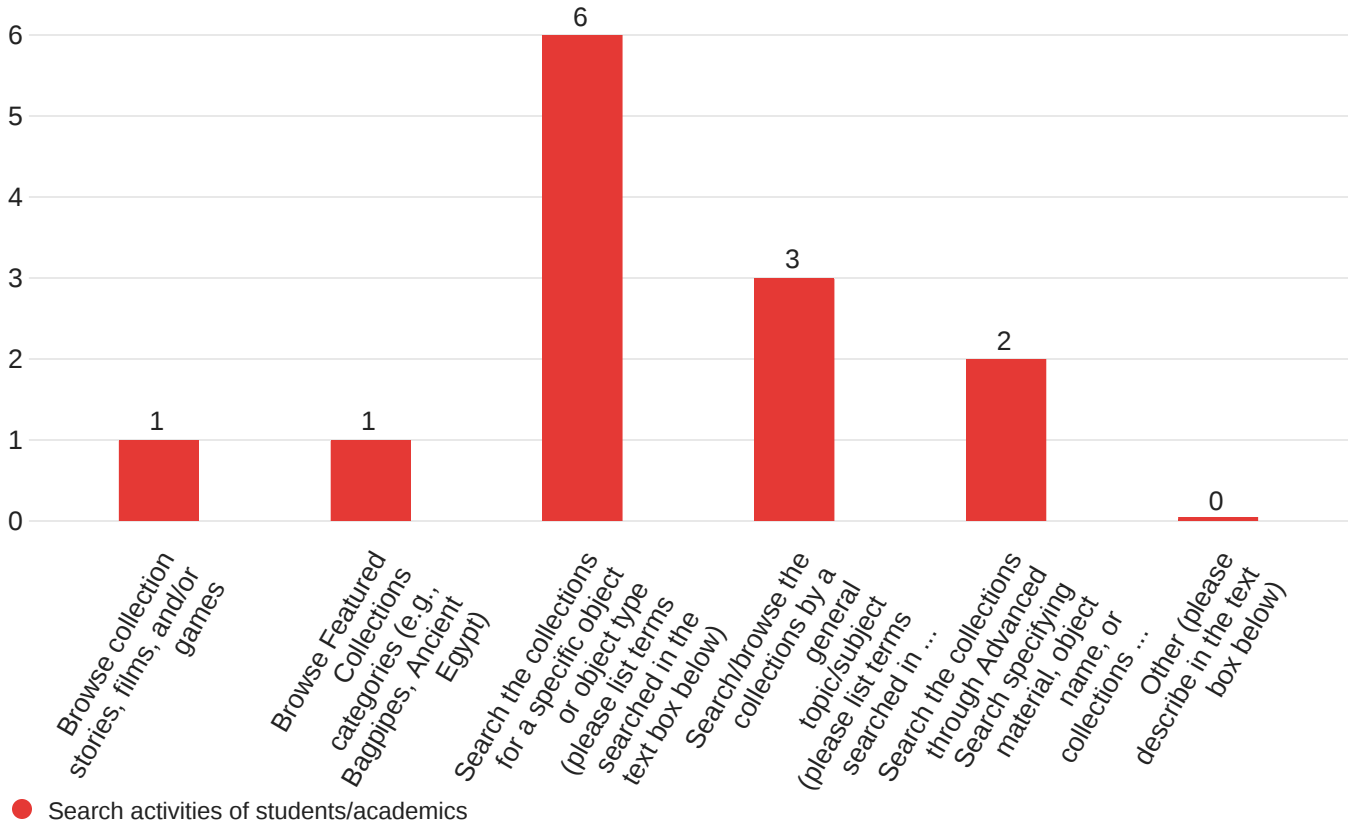
Search activities (webpage survey - cultural heritage/art enthusiasts)



Search activities (social media survey - students and academics)



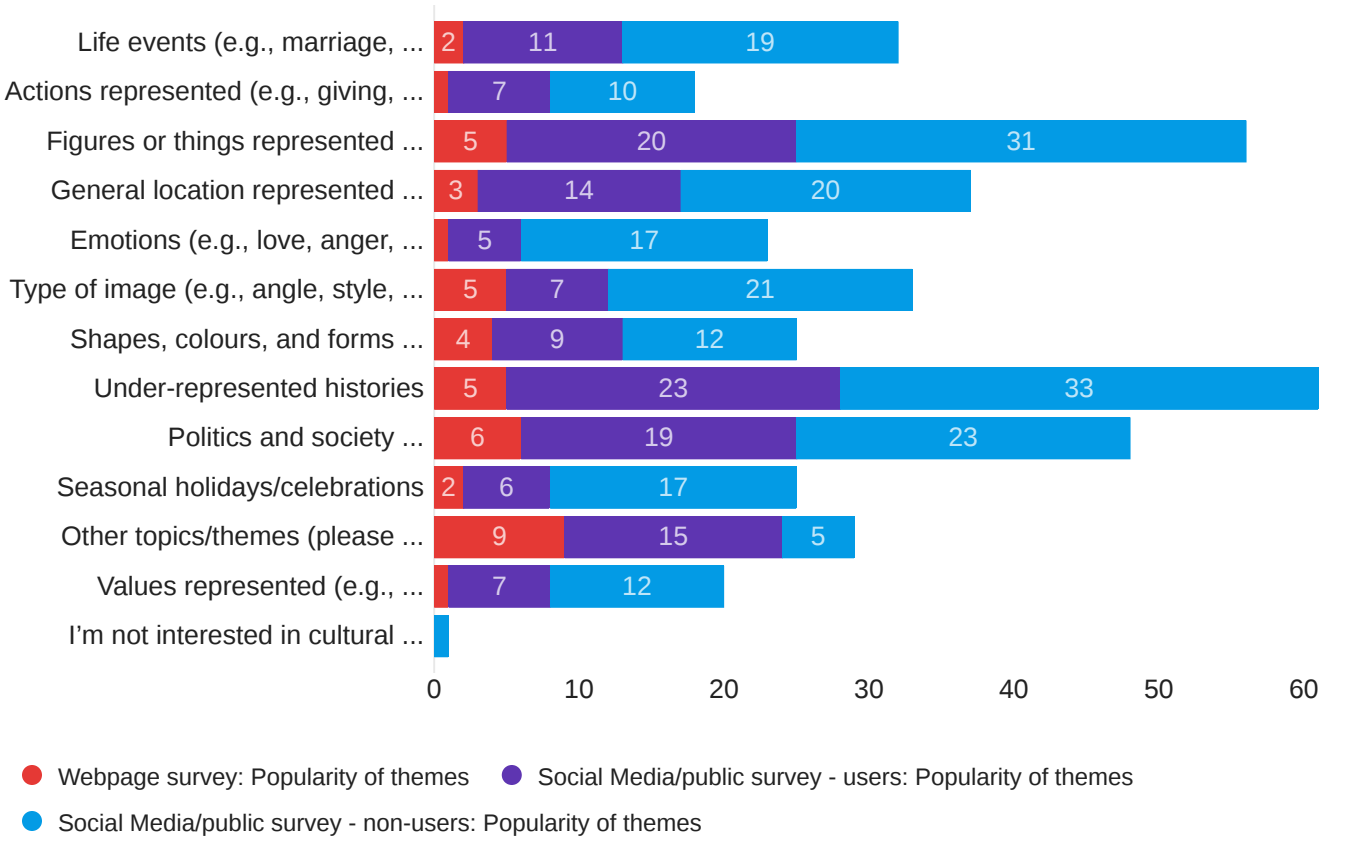
Search activities (webpage survey - students and academics)



User and non-user interests in themes

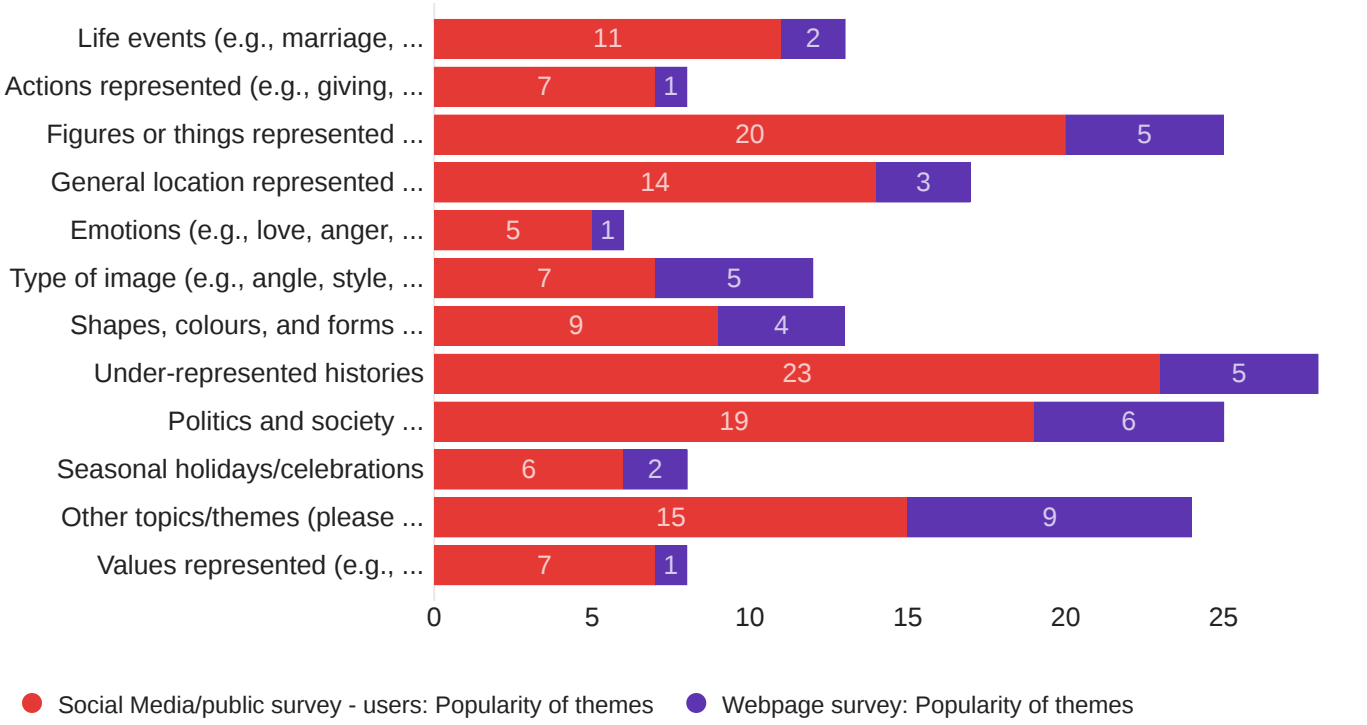
Popularity of themes to explore the collections images by (all survey participants)

107 Responses



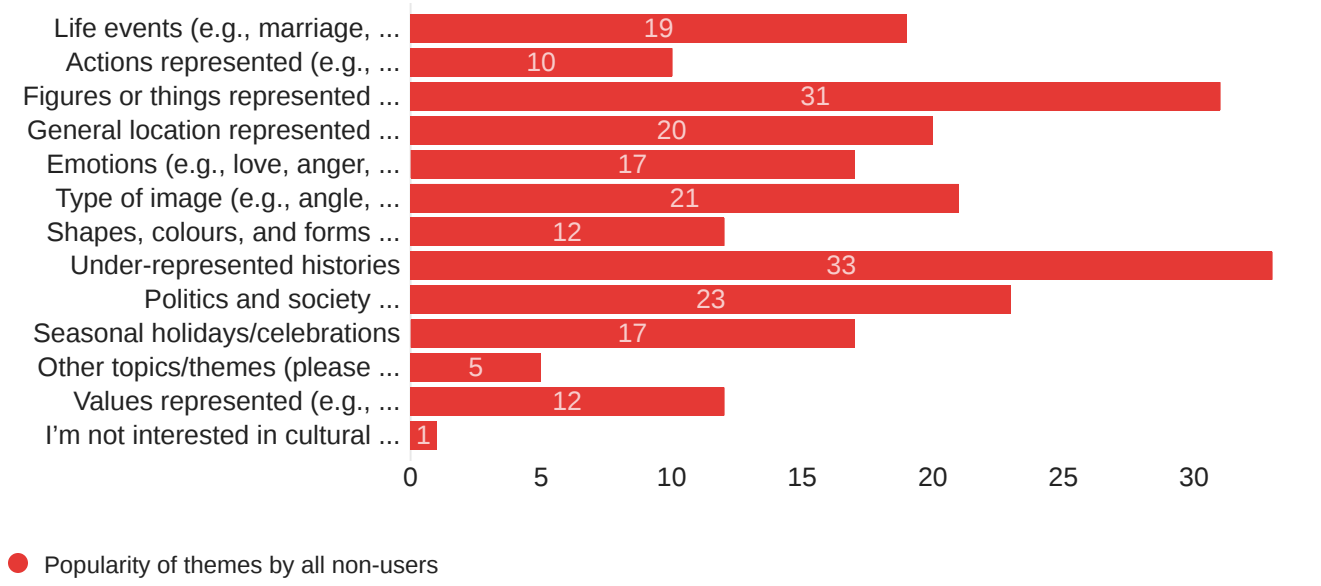
Popularity of themes to explore the collections images by (all users)

61 Responses



Popularity of themes to explore the collections images by (all non-users)

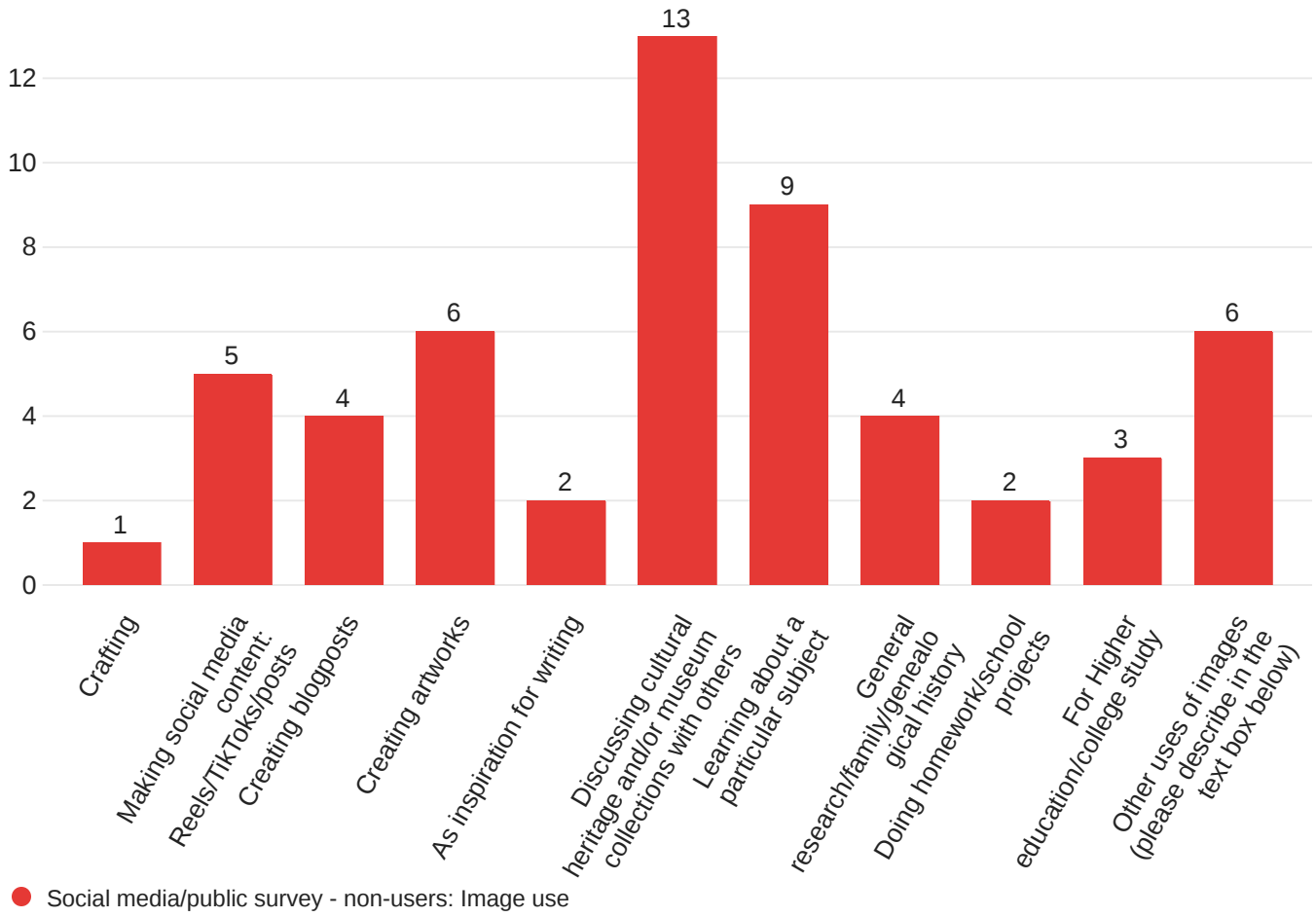
46 Responses



Use of cultural heritage images by non-users

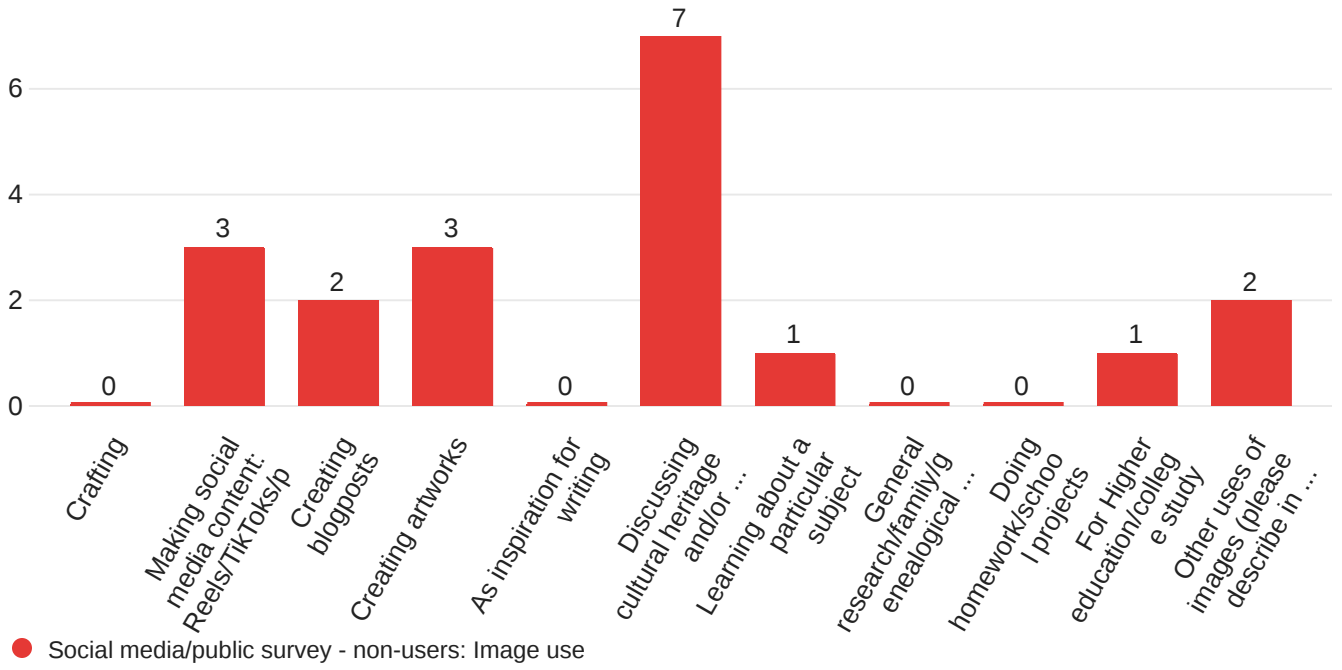
Use of images of cultural heritage and/or museum collections in everyday activities (all non-users)

19 Responses



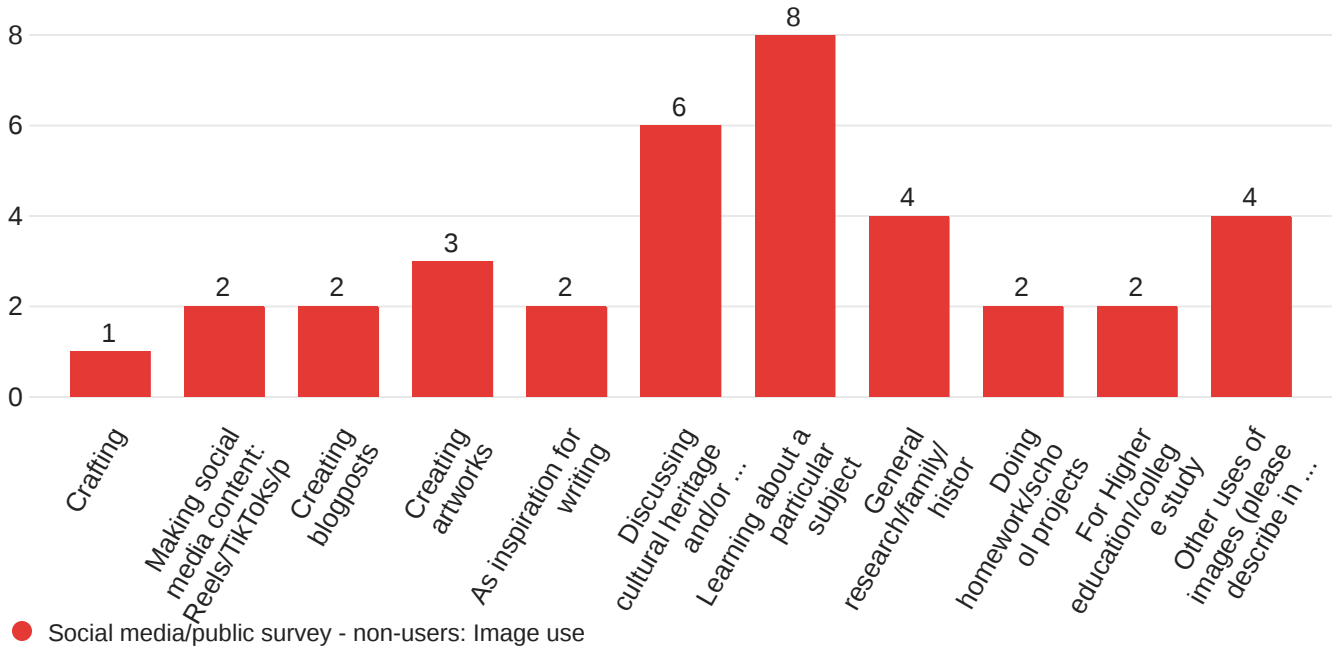
Use of images of cultural heritage and/or museum collections in everyday activities (all non-user specialist knowledge)

8 Responses



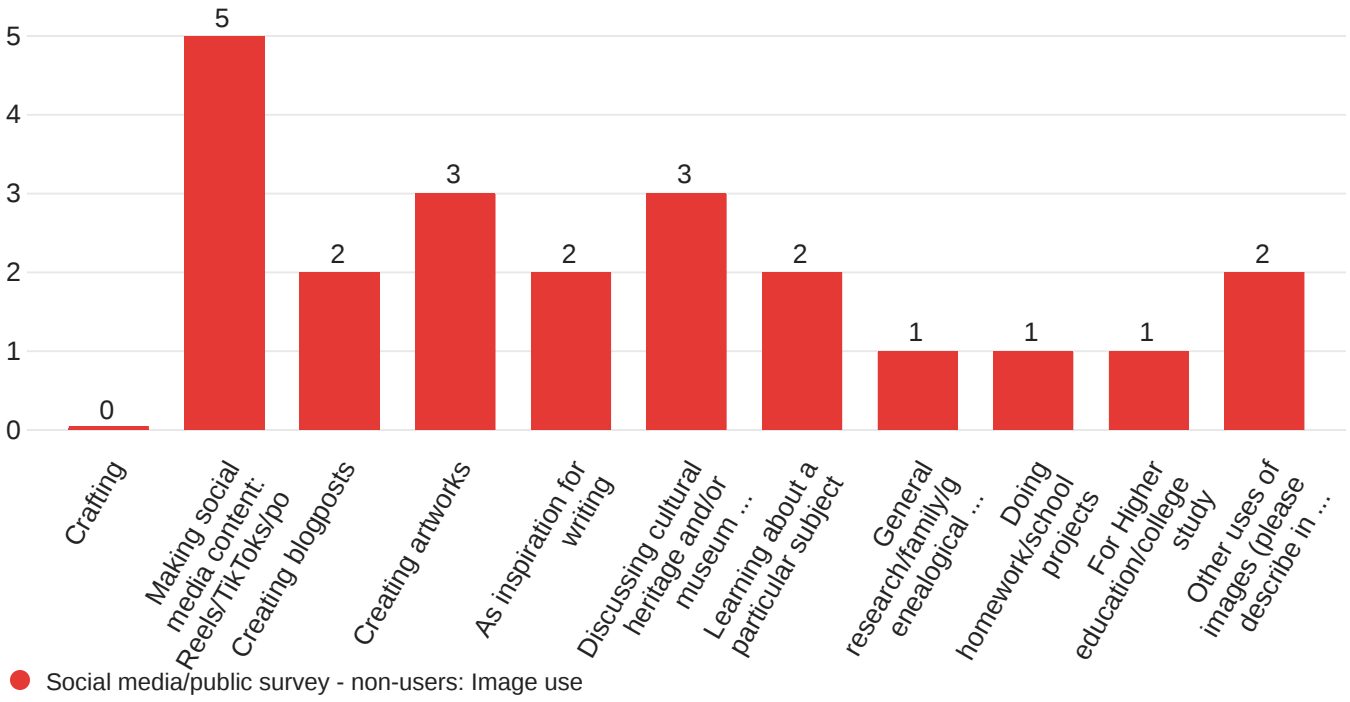
Use of images of cultural heritage and/or museum collections in everyday activities (All non-user general knowledge)

11 Responses



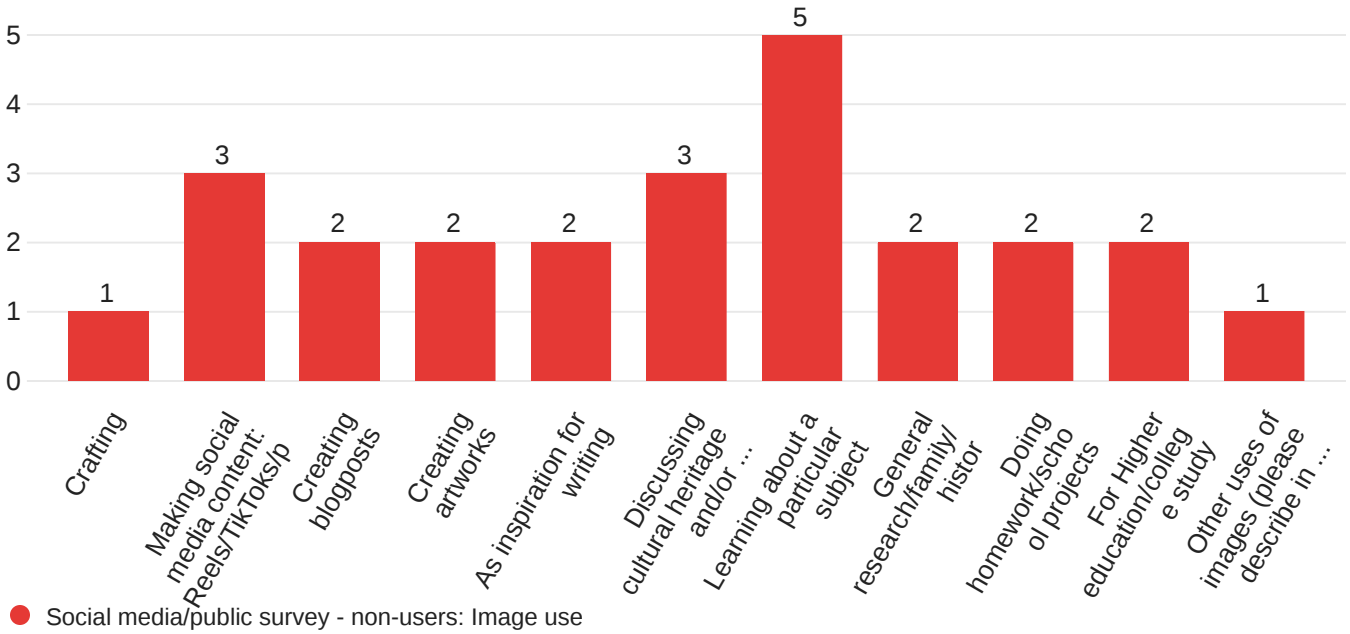
Use of images of cultural heritage and/or museum collections in everyday activities (non-users - cultural heritage and art enthusiasts)

6 Responses



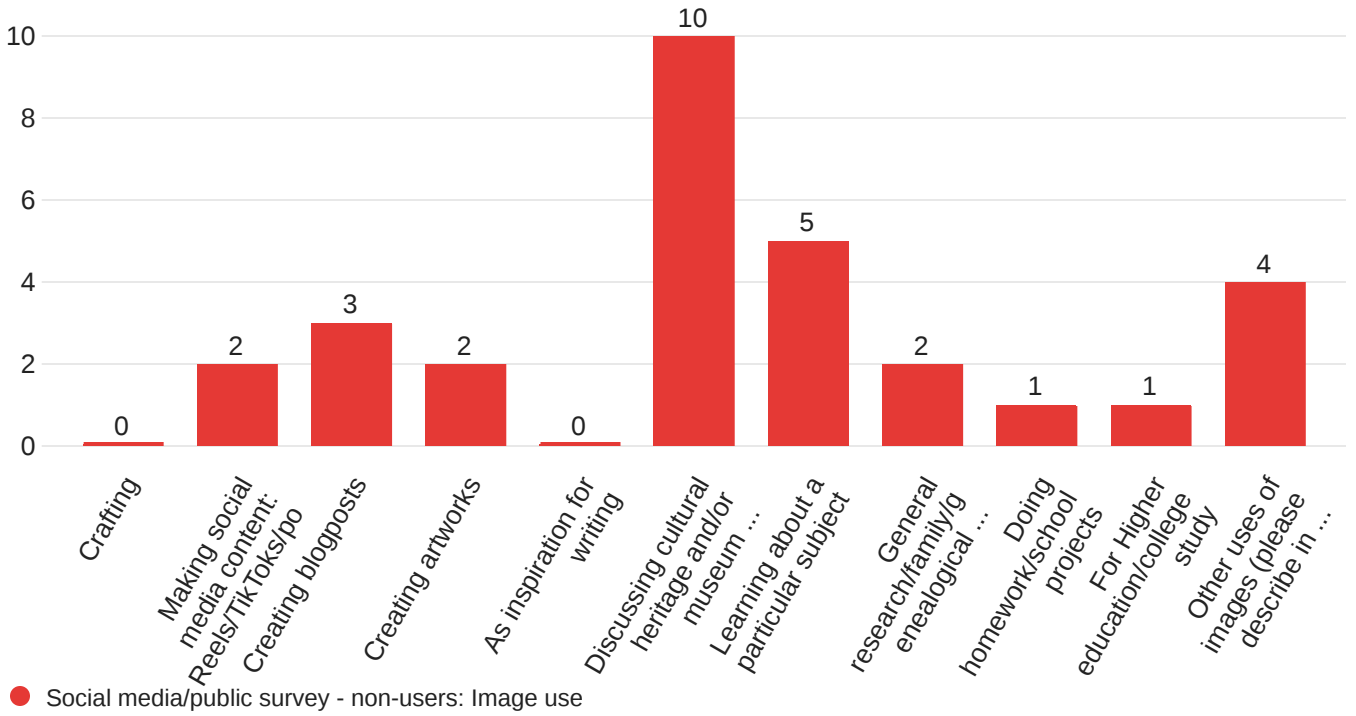
Use of images of cultural heritage and/or museum collections in everyday activities (non-users - curious individuals)

6 Responses



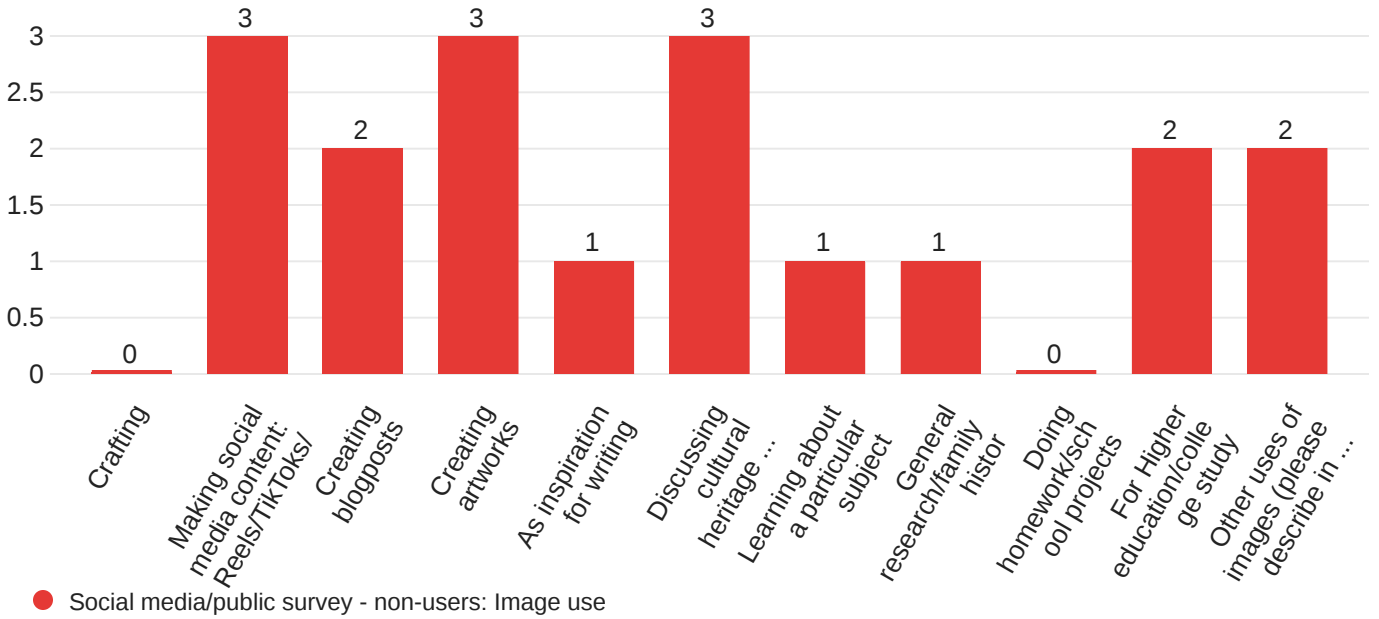
Use of images of cultural heritage and/or museum collections in everyday activities (non-users - museum professionals)

12 Responses



Use of images of cultural heritage and/or museum collections in everyday activities (non-users - students/academics)

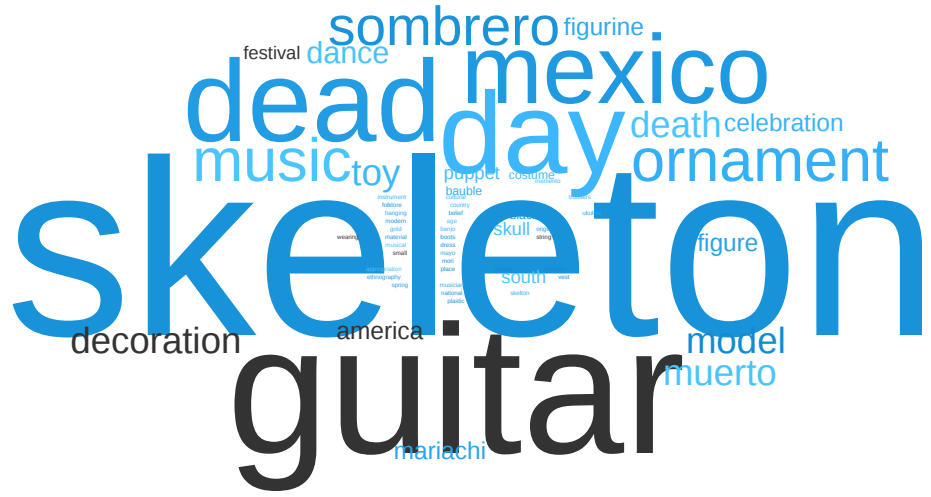
5 Responses



Keywords applied to collections images

Labelling task 1 - general knowledge

Labelling task 1 specialist knowledge



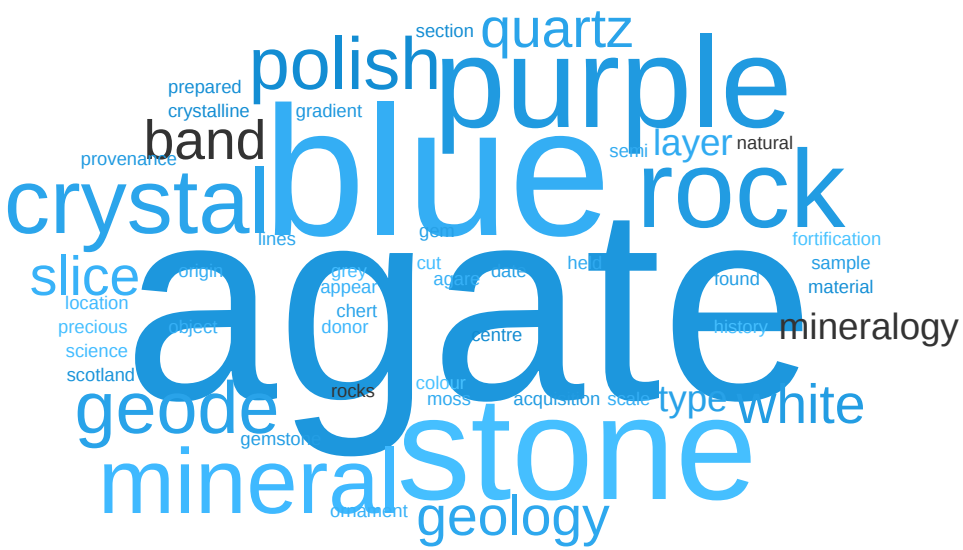
Search our Collections Queries

Labelling task 2 - general knowledge

Labelling task 2 - specialist knowledge

Labelling task 3 - general knowledge

Labelling task 3 - specialist knowledge

Labelling task 4 - general knowledge

Labelling task 4 - specialist knowledge