

Overcoming the resistance bar camp

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Minutes

Note: CI = Cultural Institution

Introduction

- Cultural institutions are the PSI holders. They want to use the IP rights to get some money (some of them are at least partially self-financed).
- Cultural institutions in general require large amount of money to run. We need to create economy around them

Highlights of the discussion

- Not every CI is the same. E.g. In the library sector they have been sharing data and metadata for a very long time. Archives are different but still open to sharing. Museums – curators do not want to publish data because they are afraid that someone identify errors in the data.
- “Thank you for using our data” – it is all we want from the users but the users usually do not inform the providers about the reuse of the data.
- It is difficult to actually track the usage of the data. However tracking of usage is applied in the music industry. This might server a source of inspiration.
- By selling data CIs usually do not earn enough money even to recover the costs.
- In general business model does not have to be based on selling data. E.g. data might represent an added value in a service.
- There are legal obstacles in sharing cultural heritage data (e.g. special right to faithful reproduction of masterpieces in Austria or Italy). Legal regimes are different in different countries.
- Private partner involved in digitization of the cultural heritage might represent a risk. E.g. in situation when the CI has limited access to copies of the data and is obliged to pay for additional copies.
- Initiative of one organization might attract followers. In Italy digitization and making data available (even though not for free reuse) in one organization inspired other organizations to do the same thing.
- The following factors facilitation PSI/Open Data publication and reuse were resulted from the discussion (description of these factors is included in the Conclusions section):
 - Success stories and good examples
 - Full cost calculations

Conclusions

Success stories and good examples

What X is the thing that should be done to publish or reuse PSI?

- Success stories and good examples showing that publishing data can help the IC to fulfil its mission, e.g. it might lead to increased number of visitors. Putting data on the web is a kind of marketing – publishing data means Google can find you.

Why does X facilitate the publication or reuse of PSI?

- Publishing data makes CI more discoverable on the web.

How can one achieve X and how can you measure or test it?

- Measure, how the CI fulfils its mission and correlate to indicators of the usage of the published data (e.g. visits to the website).

[Full cost calculations](#)

What X is the thing that should be done to publish or reuse PSI?

- Making cultural heritage institutions to calculate the full cost of selling data – in many cases they cannot make enough money by selling data to cover the costs. Costs of selling the data should be compared to the costs and benefits of sharing the data.

Why does X facilitate the publication or reuse of PSI?

- People will realize that it is in their interest to actually share the data.

How can one achieve X and how can you measure or test it?

- Analyse data published, logs in order to get data about the visits of the data and correlate with the visits to the institution. Positive correlation should show that publish data helps the CI.