Developing best practices and ethical guidelines for assessing reuse of digital content

Caroline Muglia (she/hers), University of Southern California
Joyce Chapman (she/hers), Duke University

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I. Overview of grant, project team, and deliverables

II. Ethical guidelines

III. Best practices

IV. Next steps

V. Questions!

- Digital Content Reuse Assessment Framework Toolkit (D-CRAFT)
- Developed by the DLF AIG Content Reuse Working Group (starting in 2015)
- IMLS National Leadership Grants for Libraries - **LG-36-19-0036-19**
- July 1, 2019 - December 31, 2021
- Ethical guidelines, recommended practices, and assessment training for GLAMRD* institutions

*Galleries, Libraries, Archives, Museums, Repositories, and Data

PROJECT TEAM

- **Elizabeth Joan Kelly**, Loyola University, New Orleans
- **Ayla Stein Kenfield**, University of Illinois at Urbana-Champaign
- **Kinza Masood**, Mountain West Digital Library
- **Caroline Muglia**, University of Southern California
- **Ali Shiri**, University of Alberta
- **Santi Thompson** (PI), University of Houston

- **Liz Woolcott**, Utah State University
- **Joyce Chapman**, Assessment Consultant, Duke University
- **Derrick Jefferson**, Diversity Consultant, American University
- **Myrna E. Morales**, Consultant, Massachusetts Coalition of Domestic Workers; PhD LIS candidate, University of Illinois iSchool
- *Accessibility Consultant, Future Hire*
- *Instructional Design Consultant, Future Hire*

- **Paige Dansinger**, Better World Museum
- **LaToya Devezin**, Jimmy Carter Presidential Library and Museum
- **Genya O' Gara**, Virtual Library of Virginia (VIVA)
- **Anna Naruta-Moya**, Indigenous Digital Archive
- **Kelly Riddle**, LA County Library
- **Betty Rozum**, Utah State University
- **Kayla Siddell**, Xavier University of Louisiana
- **Holly Smith**, Spelman College

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ETHICAL GUIDELINES

FOR ASSESSING REUSE OF DIGITAL CONTENT

- Set of **principles to guide an ethical assessment of reuse**
- **Use case developed from 2017-2019** grant (Measuring Reuse)
- **Reviewed professional GLAMRD** codes, policies, guidelines
- **Consulted privacy and ethics working groups** focused on GLAMRD institutions, leveraged Privacy and DEIA consultants
- Goal: **Utility!** High level goal, scope, terminology **and** core values with descriptions, examples, practical applications

- Developed a gauge
- Collected codes via Zotero
- 2 groups to read collected documents against the gauge. Every document had multiple readers.
- Voyant to conduct word/phrase frequency analysis
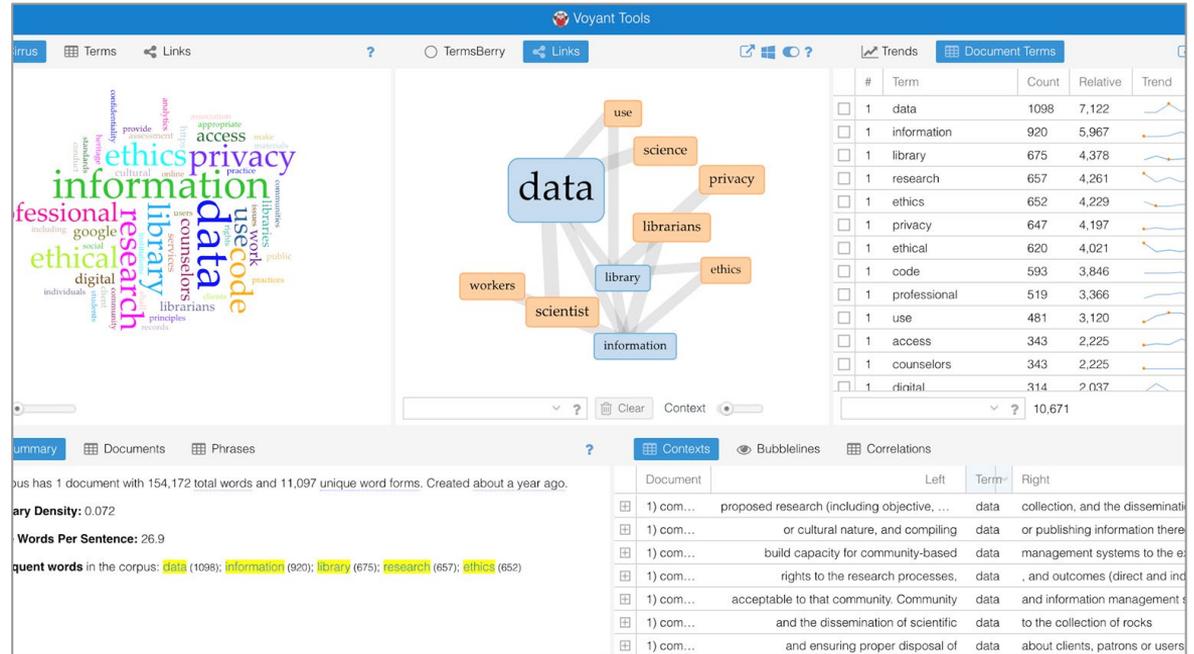
- ⊡ 44 codes reviewed
- ⊡ 4,283 terms reviewed for frequency
- ⊡ 30 phrases reviewed for frequency
- ⊡ Using this information, we began to develop Ethical Guidelines

	Term	RawFrequency
1		
2	ethic/ethics/ethical/ethically	1314
3	data('s)	1101
4	library/libraries	974
5	information	920
6	research	657
7	privacy	647
8	code	593
9	professional	519
10	use	481
11	practice(s)	424
12	community(ies)	393
13	access	343
14	counselors	343

☐ Inclusion, Diversity, Equity, Accessibility and Social Justice (IDEAS)

☐ Privacy

☐ Impartiality

☐ Professional Development/ Training

☐ Transparency

☐ Traditional Knowledge, Cultural Heritage, and Intellectual Property

the assessment of use and reuse of digital content

Drafted by the Digital Content Reuse Assessment Framework Toolkit (D-CRAFT) Project Team and Consultants

Finalized on November 30, 2020

Here is a refresher on the Commenting feature on the Google Document platform.
Here is a short Qualtrics survey for those who prefer to comment on this platform.

Introduction

The work of Galleries, Libraries, Archives, Museums, Repositories, and Data (GLAMR) institutions in 2020, perhaps more than ever before, must be informed by a critical awareness identity, socio-economic and racial privilege, access, and privacy, among other important criteria. Ethical considerations should govern exchanges between practitioners, users, and communities that may create or donate digital content. These considerations can signal an investment in meaningful collaborations that empower all stakeholders.

The Digital Content Reuse Assessment Framework Toolkit (D-CRAFT) Project Team ("Project Team") developed the Ethical Considerations and Guidelines for the Assessment of Use Reuse of Digital Content ("Guidelines"). D-CRAFT is a 2.5-year Institute of Museum and Library Sciences (IMLS) federal grant with goals of developing resources, recommended practices, use cases for sustainably measuring and evaluating the reuse of digital assets held by cultural heritage knowledge organizations.[1] D-CRAFT is informed by the Project Team's initial 2017-2018 IMLS grant, "Developing a Framework for Measuring Reuse of Digital Objects," which succeeded in creating a toolkit with resources, best practices, and use cases for study the reuse of digital assets held by libraries.[2]

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collections.

- **Responsibility of the Practitioner**: Pragmatic approaches for practitioners to realize the guidelines when planning and engaging in use and reuse assessment, including analysis and distribution of results.
- **Transparency**: An ongoing, iterative method to maintain responsible, inclusive, and accessible forms of communication to community stakeholders including creators, individuals and communities who may be depicted in collection materials, patrons, and curators.

Core Values

The Core Values suggested and presented in this document are informed by the professional codes of ethics put forward by the discrete yet complementary communities of practice that form the GLAMR-sphere: library,[6] archival,[7] and museum[8] workers, information and data curators/maintainers.[9]

The Core Values govern the ways in which practitioners collect, use, and reuse data, and the privacy and confidentiality of collection users when assessing use and reuse of digital objects.

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[6] See the ALA Code of Ethics http://www.ala.org/tools/ethics and the IFLA Code of Ethics for Librarians and other Information Workers https://www.ifla.org/faife/professional-codes-of-ethics-for-librarians.
[7] See the SAA Core Values Statement and Code of Ethics https://www.ifla.org/faife/professional-codes-of-ethics-for-librarians and the ICA Code of Ethics https://www.ica.org/en/ica-code-of-ethics
[8] See the AAM Code of Ethics https://www.aam-us.org/programs/ethics-standards-and-professional-practices/code-of-ethics-for-museums/ and ICOM Code of Ethics: https://icom.museum/en/resources/standards-guidelines/code-of-ethics/
[9] See the ASIS&T Professional Guidelines and the ACM Code of Ethics https://www.acm.org/code-of-ethics

- Advisory Board Members reviewed in 2020; Team implemented comments

- Open commenting period: January 4 - February 12, 2021

- Sent to 20 lists/ email of groups or organizations led by or including underrepresented groups

- Sent to 35 lists/ email of groups or organizations focused on GLAMR

- Google comments: 37 individual commenters

- Qualtrics: 8 responses

- "There is a massive gap… about GLAMR's responsibility to use/ reuse digital content that meet the needs of **people with functional impairments or disabilities**."

- "The privacy section is focused on individual privacy which makes sense if the scope of this is web analytics. If the scope is also assessment for the ethics of sharing content online, then this **section should include cultural and community privacy**."

- "This is the biggest weak spot of this document: **there are many words and phrases in this document that are relatively new in academic writing, which are poorly defined here**. I had several moments of frustration as I read, wondering what certain words and phrases mean to the authors, while knowing these words and phrases may mean something different (often something fraught) to the communities with which I work."

- ⊡ Asked for and received **thoughtful, insightful, meaningful engagement** with community practitioners. Now we have to do something with it!

- ⊡ **Developed a Summary Document** to capture the initial feedback.

- ⊡ **Identifying experts in areas** of Privacy, Traditional Knowledge, Accessibility, and others for a more substantive contribution to the Guidelines.

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BEST PRACTICES
FOR ASSESSING REUSE OF DIGITAL CONTENT

Data collection methods

Alert services	Altmetrics	Citation analysis
Focus groups	Interviews	Link analysis
Point of use surveys	Reverse image lookup	Surveys
	Web analytics	

INFO ON EACH METHOD

DEFINITION

1-2 sentences explaining what this method is used for and how it applies to use/reuse assessment.

USES

Several paragraphs explaining the insights this method can provide for assessing digital object use or reuse in particular.

TOOLS

Up to five common tools that can be used to collect data or perform this assessment method (linked to Tool pages).

RESPONSIBLE PRACTICE

Explain how the Ethical Guidelines applies to this method and whether there are any special concerns.

STRENGTHS & WEAKNESSES

What is this method particularly good at / bad at telling practitioners about the use/reuse of digital content?

HIGHLIGHTED EXAMPLES

Annotated links to relevant articles, case studies, blog posts, etc., that demonstrate use of this method.

TOOLS FOR EACH METHOD

METHOD → Reverse Image Lookup

TOOLS

Bing Image Match | Google Image Search | TinEye MatchEngine | Yandex

TinEye MatchEngine

Data Collection Tool

Basic information

- **URL:** https://services.tineye.com/MatchEngine
- **Cost:** Fee/Subscription
- **Open Source:** No

Used for the following methods

- Reverse Image Lookup

How to use this tool for use/reuse assessm

TinEye is an image search and recognition company. Its MatchEng
used for its Reverse Image Search by allowing practitioners to conc
images placed on other websites. MatchEngine goes beyond Rever
practitioners the ability to do multiple or batch queries at one time,
search. As a fee-based service, MatchEngine will generate an index
wishes to search, stores this index on its servers, and queries the i
depending on the service package purchased by the practitioner.

- Webpage: https://services.tineye.com/developers/matcheng
- FAQ: https://services.tineye.com/developers/matchengine/fa

Ethical guidelines

Practitioners should follow the practices laid out in the "Ethical con
the assessment of use and reuse of digital content." The Guidelines
practitioners in their decision-making, and to model for users what t
who steward digital collections.

Strengths

Alert Services

- Unlike some other alert services, like Google Alerts and G
searches social media, forums, and reviews.
- Unlike Google Alerts or Google Scholar, Mention includes
reach, influencers, sentiment, and more, whereas other ale
individually and the practitioner must perform their own agg
- Very customizable and has dedicated tech support.

Altmetrics

- Unlike PlumX or Altmetric, does not require the use of perm
mentions

Weaknesses

Alert Services

- Functionality varies depending on which plan the institution
export is only available starting at the Company plan.
- The number of alerts that can be setup is very small compa
- Mention is targeted at brands and agencies, so the interfac
be at odds with the assessment priorities of GLAMR institu
- Some users reported that not as many sources were searc

Altmetrics

- Functionality varies depending on which plan the institution pays for; for example, data
export is only available starting at the Company plan.

SocSciBot

Data Collection Tool

Basic information

- **URL:** http://socscibot.wlv.ac.uk/index.html
- **Cost:** Free
- **Open source:** No

Used for the following methods

- Link Analysis

How to use this tool for use/reuse assessment

SocSciBot is a free Windows application that crawls a website specified by a practitioner and extracts hyperlinks from it. The program outputs the results in a variety of ways, such as a list of page and link counts, a list of all external links, and a list of directory, domain, and file interlinking. The program allows a practitioner to review output data in a text file, in an Excel spreadsheet, or in a network visualization. This tool can help practitioners identify and quantify the variety of hyperlinks contained on websites, including links to digital objects.

- SocSciBot 4's Tutorial: http://socscibot.wlv.ac.uk/socscibot4help/tutorial1.htm

Ethical guidelines

Practitioners should follow the practices laid out in the "Ethical considerations and guidelines for the assessment of use and reuse of digital content." The Guidelines are meant both to inform practitioners in their decision-making, and to model for users what they can expect from those who steward digital collections.

Additional guidelines for responsible practice

It is the responsibility of the practitioner not to overload the target web servers by crawling them too frequently. SocSciBot asks practitioners not to crawl web sites of organizations that may not be able to afford the additional bandwidth, taking into particular account the

OPEN COMMENTING

We need the suggestions and opinions of experts like you! Please take time to respond to the call for feedback that will be coming later this spring.

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LOOKING AHEAD
TO FUTURE GRANT ACTIVITIES

Ethical guidelines

Data collection methods & tools

Educational tools & training

- ☐ Hire Instructional Designer Consultant
- ☐ Hire Accessibility Consultant
- ☐ Toolkit development on DLF dashboard
- ☐ Populate D-CRAFT Toolkit with Project Deliverables

Questions?

Project website: https://reuse.diglib.org/

#digreuse

Caroline: muglia@usc.edu

Joyce: joyce.chapman@duke.edu
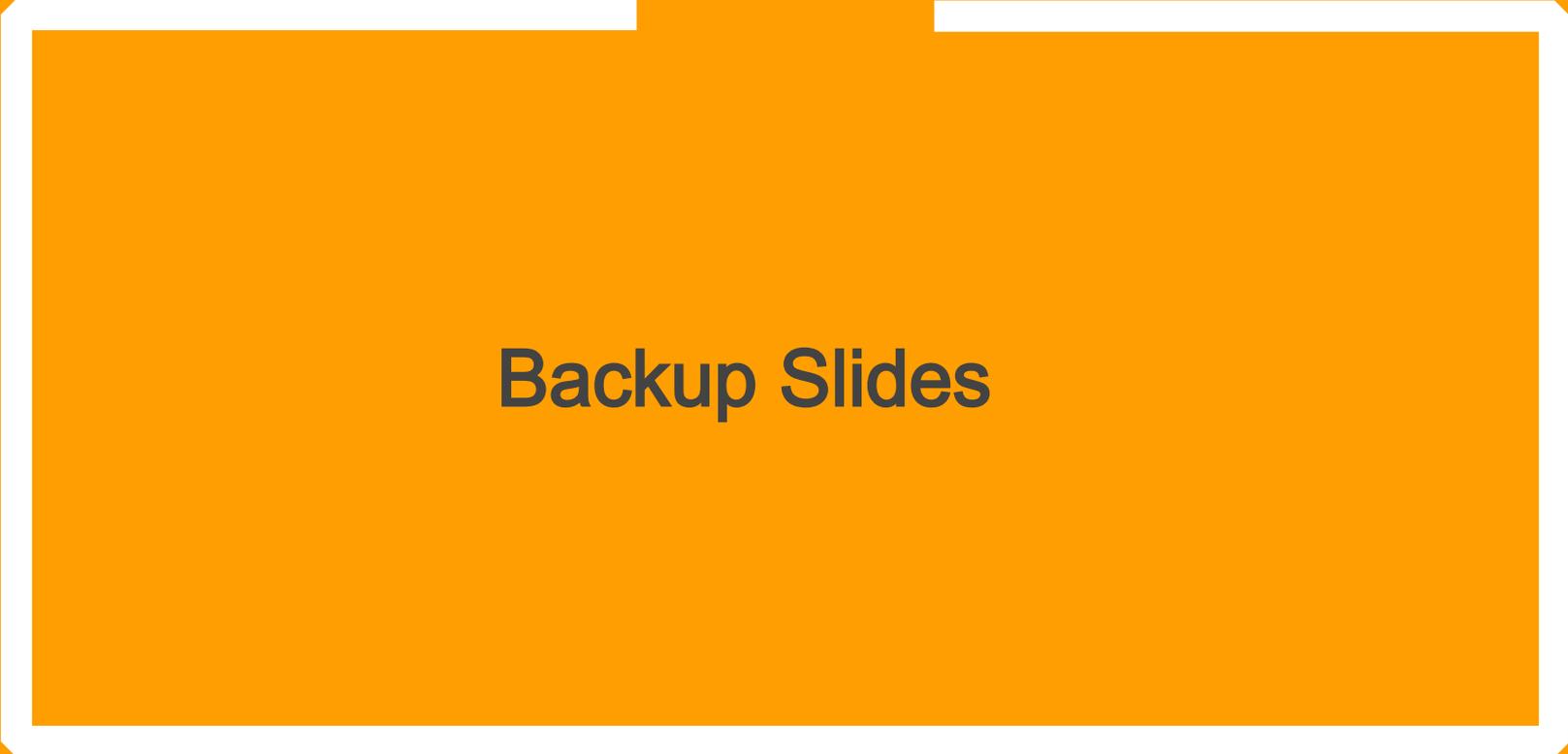
Backup Slides

⊡ Initial definitions devised and debated during the Measuring Reuse IMLS-funded project (LG-73-17-0002-17)

⊡ Reuse as…
   - Indicator of impact
   - An action occurring outside the repository
   - Transformative act

Use -Reuse Matrix: Use and Reuse Distinctions

USE

REUSE

Access

Consumption

Reformatting

Sharing

Reproducibility

Enhancement

Recontextualizatio
n

Transformation

Use -Reuse Matrix: Use and Reuse Instances

	Use *Passive interaction* *with a digital object that indicates* ***potential interest and/or value*** *to an external user*	Reuse *Active interaction* *with a digital object(s) that demonstrates* ***an interest or value*** *to an external user*
Access *To come into contact with a digital object*	● Browsing digital repositories for content ● Clicking a link for a digital object ● Downloading digital objects ● Accessing a web archive	
Consumption *To view, read, listen, or expose oneself to the intellectual content of a digital object*	● Watching a video online ● Reading an article ● Viewing a photograph ● Listening to a song	

	Use **Passive interaction** *with a digital object that indicates* **potential interest and/or value** *to an external user*	Reuse **Active interaction** *with a digital object(s) that demonstrates* **an interest or value** *to an external user*
Recontextualization *To alter the surroundings or space that affect the meaning, purpose, or intent of a digital object.*	● Aggregating metadata in a discovery tool	● Curating sets of digital material, such as People of Color in Medieval European Art History https://medievalpoc.tumblr.com/ ● Curriculum planning K-12 education, e.g. DocsTeach, LOC Teaching with Primary Sources, etc. ● Creating a Pinterest board of digital objects ● Citing a digital object in a scholarly article and adding interpretation *… among others*