Delivering Impact with Digital Resources: Planning your strategy in the attention economy

Simon Tanner

List price £145.00
Product Details

Format: Hardback
ISBN: 9781783302512
Published: 13th Jan 2020
Publisher: Facet Publishing
Dimensions: 234mm x 156mmmm

Description

Companion website https://www.bvimodel.org/ featuring additional content, BVI model implementations, adaptions and templates and much more.

This book provides practical guidance for delivering and sustaining value and impact from digital content.

Our digital presence has the power to change lives and life opportunities. We must understand digital values to consider how organizational presence within digital cultures can create change. Impact assessment is the tool to foster understanding of how strategic decisions about digital resources may be fostering change within our communities. Delivering Impact with Digital Resources focuses on introducing both a mechanism and a way to thinking about strategies and evidence of benefits that extend to impact. Such that, the existence of a digital resource shows measurable outcomes that demonstrate a change in the life or life opportunities of the community. The book proposes an updated Balanced Value Impact Model (BVIM) to enable each memory organization to convincingly argue they are an efficient and effective operation, working in innovative modes with digital resources for the positive social and economic benefit of their communities.

Coverage includes:

- a guide to using the Balanced Value Impact Model and a wide range of data gathering and evidence based methods
- exploration of strategy in the context of digital ecosystems, an attention economy and cultural economics
- working with communities and stakeholders to deliver on promises implicit in digital resources/activities
- major case studies about Europeana, the Wellcome Trust and the National Gallery of Denmark, amongst others
- an exploration of the difference between the attitudes expressed by groups within

digital cultures versus the actual behaviours they exhibit using impact exemplars from many sectors and geographies to show how they are explored and applied.

Readership: This book will be especially useful for those managing digital presences in libraries, archives, galleries and museums including MA and PhD students studying subjects such as librarianship, information science, museums studies, archival studies, publishing, cultural studies and media studies.

Companion website https://www.bvimodel.org/ featuring additional content, BVI model implementations, adaptions and templates and much more.

Contents

Contents

List of figures and tables List of case studies About the author Acknowledgements List of abbreviations

Introduction Life writes its own stories The premise of this book The audiences for this book Structure of the book How to use this book Key definitions and concepts

1 The context of measuring impact to deliver strategic value The demand for evidence-based strategies in the digital domain Origins of impact assessment and variations on the impact theme The importance of impact to memory institutions Development of the Balanced Value Impact Model (BVI Model)

2 The Balanced Value Impact Model Introduction Introducing the BVI Model The assumptions driving the BVI Model A five-stage process Prerequisites for application of the BVI Model

3 Impact in libraries, archives, museums and other memory institutions Framing thinking Examples of impact in the GLAM sector

4 Finding value and impact in an attention economy The challenge of creating digital resources in an attention economy Defining the attention economy Examples of the attention economy The significance of the attention economy to memory institutions Finding value in an attention economy

5 Strategic Perspectives and Value Lenses Introduction Strategy and values in memory institutions Strategic Perspectives in the BVI Model Value Lenses in the BVI Model

6 Planning to plan with the BVI Model BVI Model Stage 1: Set the context Assigning Value Lenses to Perspectives in the BVI Framework Using Stage 1 for strategic goals not associated with impact assessment Moving from plan to implementation

7 Implementing the BVI Framework Introducing the BVI Framework BVI Model Stage 2: Design the Framework BVI Model Stage 3: Implement the Framework

8 Europeana case study implementing the BVI Model Introduction

9 Using the outcomes of the BVI Model Transitioning from outputs to outcomes to impact BVI Model Stage 4: Narrate the outcomes and results Communicating the results

10 Impact as a call to action BVI Model Stage 5: Review and respond Bringing the threads together Concluding thoughts

Author

Simon Tanner is Professor of Digital Cultural Heritage in the Department of Digital Humanities
at King's College London. He is a digital humanities scholar with a wide-ranging interest in cross-disciplinary thinking and collaborative approaches that reflect a fascination with interactions between memory institution collections (libraries, museum, archives, media and publishing) and the digital domain. He is a member of the Europeana Impact Taskforce that developed the Impact Playbook. He teaches on the Masters in Digital Asset and Media Management and the BA in Digital Culture.