



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

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List price £69.95

Product Details

Format: Paperback

ISBN: 9781856049320

Published: 13th Jan 2020

Publisher: Facet Publishing

Dimensions: 234mm x 156mmmm

## Description

Companion website <https://www.bvimodel.org/> featuring additional content, BVI model implementations, adaptations 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.

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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.