

# Disseminating ADS Research and Data



Thursday 14th November 2024

# Communication Strategies at the ADS: A Case Study



## Communications review (internal)

Nov 2021–Nov 2022

## Annual Report

Aug 2021–Aug 2022

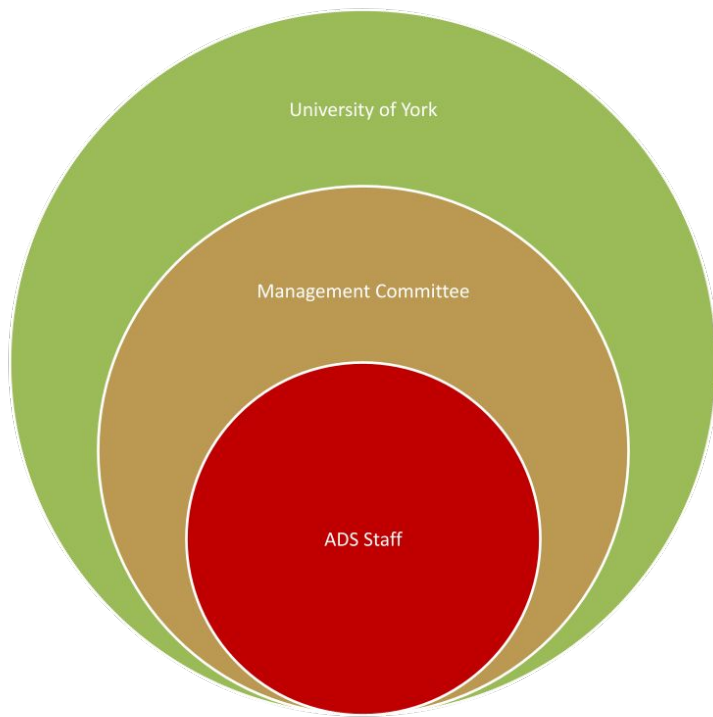
## User experience and interface analysis (focus on website)

Nov 2020–Nov 2021

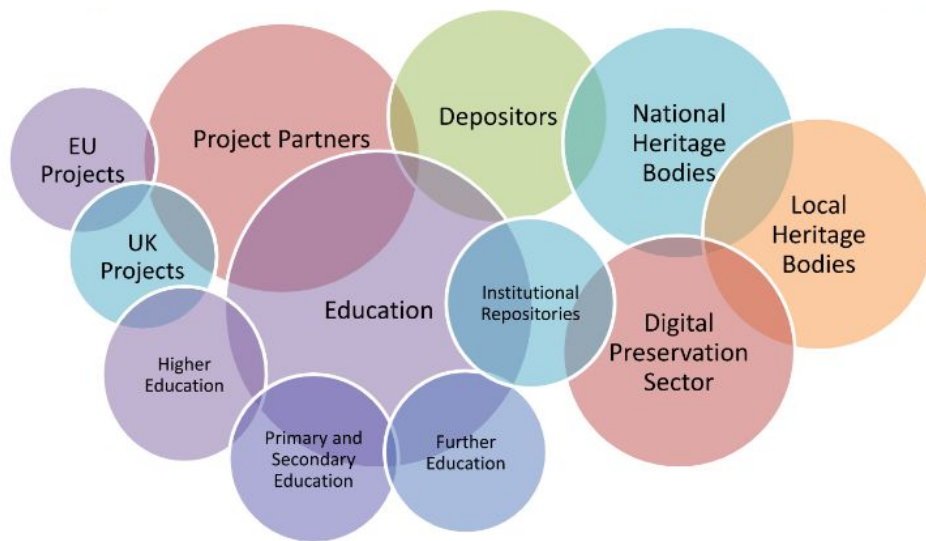


Error Agency

# Audience diversity



Internal audiences



External audiences

## ADS Audiences in real terms....

- ADS Staff
- ADS Management Committee
- University of York Senior Management
- UK Project Partners
- European and International Project Partners
- University of York staff, incl Dept of Archaeology & Centre for Digital Heritage
- ADS Depositors and Users
- UK Higher Education Staff
- UK Higher Education Students
- UK Further Education and Lifelong Learning Staff and Students
- UK Secondary Education Staff and Students
- UK Higher Education Institutional Repositories
- International Education Staff and Students
- UK National Heritage Agencies
- Local Heritage Agencies
- International Heritage Agencies
- Digital Preservation Sector
- UK Museum Staff
- UK Contract Archaeologists
- Heritage Membership Organisations and Community Archaeology Groups
- General public

# User Profiles

representative characters detailing the traits and requirements of each user type

outlined by the project stakeholder group, and further embellished by observations from the user focus groups for each user type (based on each profile)

Profile include user traits, viewpoint and requirements of user

## Primary user personas

1. Academic archaeologist
2. Commercial archaeologist
3. Public bodies officer/curator
4. Postgraduate archaeology student

## Secondary user personas

1. Undergraduate archaeology student
2. Community group or society member
3. Funders

### Additional user types

1. School teachers
2. Member of the public with interest in local history
3. Media journalist

### Primary Focus

- **Academia - research**
- **Academic - teaching**
- **Commercial archaeology**

# Ongoing Communication Management





## Regular Comms Update

Explore statistics every quarter to examine comms activities and make changes if required: (links into reporting for funders)

- Website statistics (visitors, downloads, bounce rate, specific pages - Matomo)
- Social media analytics (followers and engagement of specific posts - Hootsuite)
- Video analytics (visitors, downloads - Youtube and Vimeo)

## Communications Group

A formal group of ADS staff who discuss issues related to communications at the ADS, chaired by the Training and Communications Manager

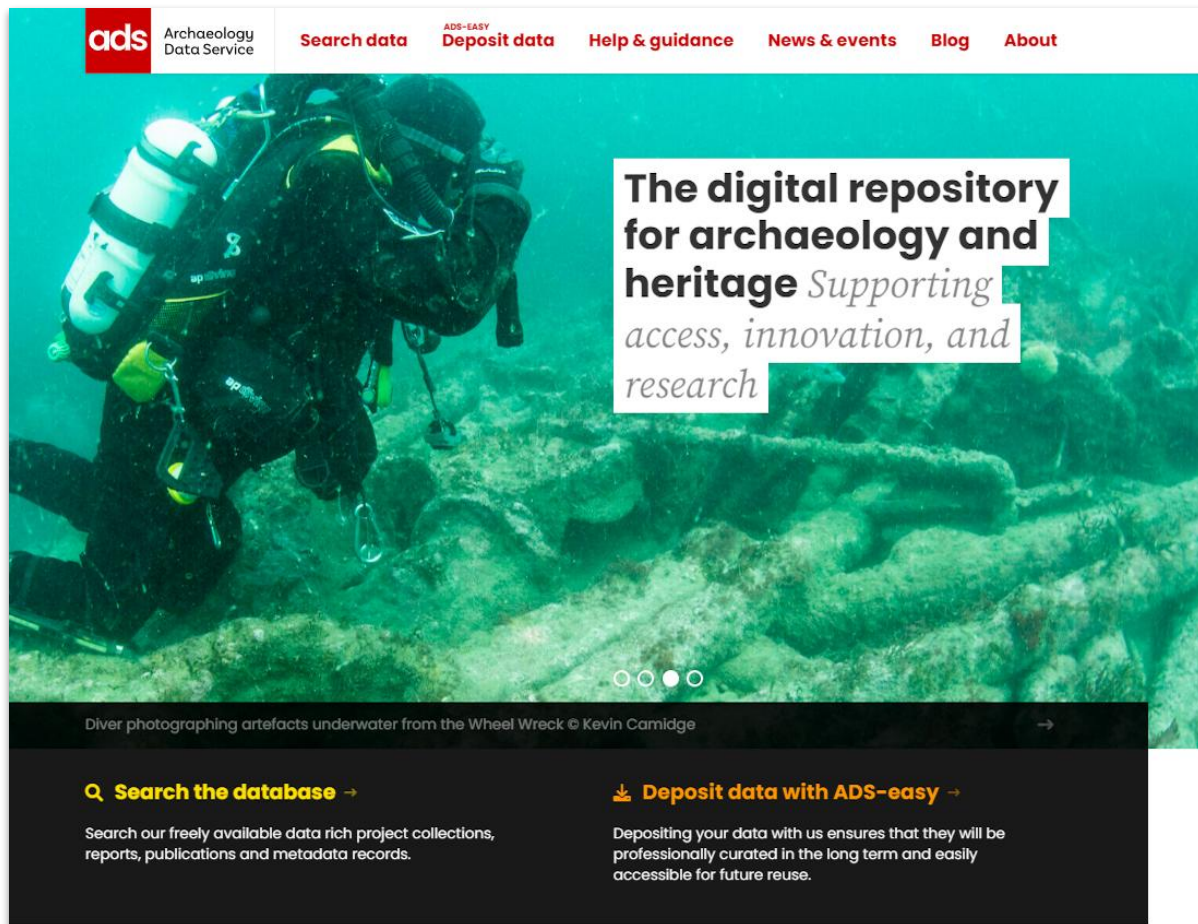
- Held every two months
- Open membership (currently 12)
- Chair shares recent comms related campaigns and issues
- Participants can comment and present their own ideas for improvement

# ADS Communication Methods

The bottom of the slide features a decorative graphic consisting of several overlapping, wavy lines in shades of red and orange, creating a layered, mountain-like effect against the dark red background.

## ADS Website

- Launched in Feb 2023
- Main conduit for all activities and communications
- Analytics through Matomo
- Main communications features
  - News & Events
  - Soundbytes Blog



The screenshot shows the ADS website homepage. At the top left is the ADS logo and name. A navigation bar contains links for Search data, Deposit data (with ADS-EASY), Help & guidance, News & events, Blog, and About. The main visual is a large underwater photograph of a diver. A white text box on the right contains the headline: "The digital repository for archaeology and heritage" followed by the tagline "Supporting access, innovation, and research" in italics. Below the photo is a dark banner with a caption: "Diver photographing artefacts underwater from the Wheel Wreck © Kevin Camidge" and a right-pointing arrow. The footer is dark with two columns: "Search the database" with a magnifying glass icon and a description of the freely available data; and "Deposit data with ADS-easy" with a download icon and a description of professional curation for future reuse.

**ads** Archaeology Data Service

[Search data](#) [Deposit data](#) ADS-EASY [Help & guidance](#) [News & events](#) [Blog](#) [About](#)

**The digital repository for archaeology and heritage** *Supporting access, innovation, and research*

Diver photographing artefacts underwater from the Wheel Wreck © Kevin Camidge →

**Q Search the database** →  
Search our freely available data rich project collections, reports, publications and metadata records.

**📄 Deposit data with ADS-easy** →  
Depositing your data with us ensures that they will be professionally curated in the long term and easily accessible for future reuse.

# ADS Website

## News & Events


- Short form articles (200–300 words)
- Written by ADS Comms team
- Split between News and Events
- Launched when new website was published (Feb 23)
- Approx 93 posts so far
- Linked to other website pages

<https://archaeologydataservice.ac.uk/news-events/>

**ads** Archaeology Data Service | [Search data](#) | [Deposit data](#) | [Help & guidance](#) | [News & events](#) | [Blog](#) | [About](#)

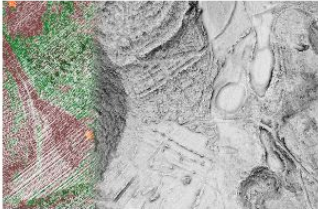
### News & events

SHOWING: ● ALL NEWS EVENTS




NEWS  
**Job opportunity – Postdoctoral Research Associate** →

The ADS are excited to announce a new job opportunity, a Postdoctoral Research Associate. This role has come about at a particularly exciting time for the...




NEWS  
**Introducing MAIA** →

ADS Research Projects Manager Dr Holly Wright, has recently announced her position as Vice chair of a new COST Action. Typically made up of academics, public...




EVENT  
**TETRACHS Seminar- The Sensational Museum** →

We are excited to announce the next seminar of the Transforming data re-use in Archaeology (TetraArch) project. Dr Sophie Vohra from the University of Leicester will...




NEWS  
**Launch of the Heritage Science Data Service** →

We are excited to announce the launch of the Heritage Science Data Service (HSDS). The Heritage Science Data Service will provide core Digital Research Services as...




NEWS  
**#DOIsWithADS** →


In the digital age of archaeology, the integrity and accessibility of research are crucial. Have you ever clicked on a link to an important archaeological resource...



NEWS



NEWS



NEWS

# ADS Website

## Soundsbytes Blog

- Long form articles
- Written by a number of ADS staff members
- Posts are Taggable (reused as much as possible)
- Long standing resource - requires maintenance for migration and broken links


<https://archaeologydataservice.ac.uk/blog/>

**ads** Archaeology Data Service

Search data **ADS-EASY** Deposit data Help & guidance News & events Blog About


### Sound Bytes

SHOWING: ● ALL ADS BLOG ADS-EASY BLOG OASIS BLOG



**ADS BLOG**  
**Common Helpdesk Queries: Insights from My Time on the Archaeology Data Service Helpdesk** →

During my time on the Online Access to the Index of archaeological investigations (OASIS) helpdesk, I encountered a wide range of queries from users across the...




**ADS BLOG**  
**How do DOIs benefit the ADS and other repositories?** →

All resources archived with the ADS are Open Access and delivered through our website to facilitate re-use by the heritage sector and wider community. But how...


POPULAR TAGS

ADS-easy ADS Library ADS Procedures ADS Projects ADS Team Archives Archiving Awards Competitions Conferences Data Reuse Development Digital Access Digital Archaeology Digital Preservation Internet Archaeology Internship OASIS Open Access Placements




**ADS BLOG**  
**URLs and Persistent Identifiers - What's the Difference? Why DOIs should be cited more than URLs** →

Uniform Resource Locators (URLs), also commonly known as web addresses, are like house addresses in that they will direct you to a specific location in space...



**ADS BLOG**  
**Digital Object Identifiers: Linking Effectively** →

One of our top priorities at the ADS is to make our collections findable, accessible, interoperable, and reusable. This includes utilising sustainable referencing methods such as...



**ADS BLOG**  
**Market analysis and new stakeholder relationships** →

Following on from our announcement of receiving funding from the University of York's Partnership for Academic and Commercial Engagement initiative, the ADS has been pleased to...



## ADS Newsletter

- This iteration launched in Oct 2023
- Published every 3 months
- Subscriptions from 181 to 376
- Content is related to that posted on News & Events and Soundbytes Blog
- One main story each issue
- Utilise Mailjet software (University mandated - GDPR)
- Copies posted on [ADS website](#) to drive readership and subscription



### Welcome to the ADS Newsletter

🌟 Dive into a summer of archaeological discoveries with the latest ADS Newsletter! 🌟

Unearth a number of exciting updates in this action-packed issue:

- 🏆 Celebrate our second CoreTrustSeal Accreditation
- 📺 Discover a new addition to our ever-growing digital collections from CITIZAN
- 📺 Watch a recent seminar exploring the re-use of ADS collections
- 🔍 Read a recent blog post about how the ADS ingests data

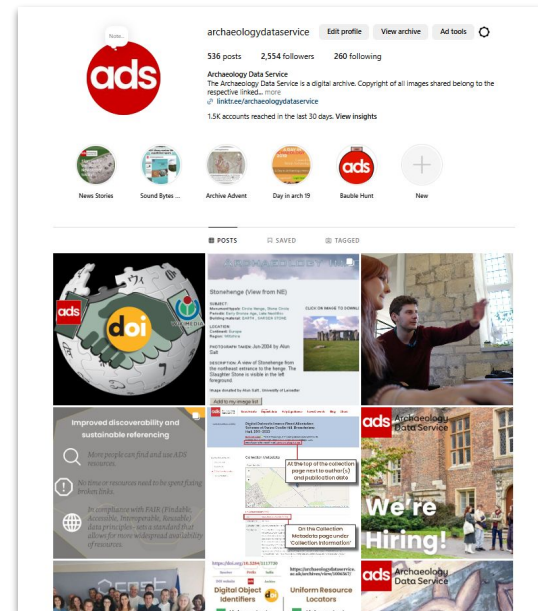
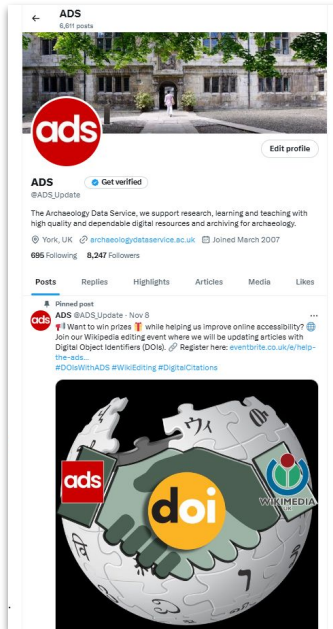
Don't let your colleagues miss out on this treasure trove of information! Share the [sign-up link](#) and follow our social channels for real-time updates on the world of digital preservation and archaeology. Let's dig in!

Happy exploring,

The ADS Team 🌟

## Social Media

- Post to four social media channels (for diff audiences)
- Posts direct users to ADS website content (rather than just on social media channels)
- Use Hootsuite software to post and track analytics





# Publications & Presentations

- ADS regularly travel to present and attend conferences and publish research.
- Both aspects have a dedicated page on the ADS website for greater dissemination
  - Copies of many presentations available
- Our comms also link to Internet Archaeology publications and social media

The screenshot shows the 'About' page of the Archaeology Data Service (ADS). The navigation bar includes 'Search data', 'Deposit data', 'Help & guidance', 'News & events', 'Blog', and 'About'. The main heading is 'About'. Below it, there is a section for 'ADS publications' with a list of years: 2020-onwards, 2010-2019, 2000-2009, and 1996-1999. The text explains that ADS is a world leader in promoting good practice in the use of digital data in archaeology and providing technical advice to the research community. It also mentions that ADS publishes an 'Annual Report' every year in October and a 'Newsletter' from 1996 to 2020. A bar chart shows the number of ADS staff publications per year from 1997 to 2020.

**ADS publications**

ADS is a world leader in promoting good practice in the use of digital data in archaeology and providing technical advice to the research community. As such ADS staff are encouraged to contribute to a wide variety of publications to publicise ADS activities and share our experience.

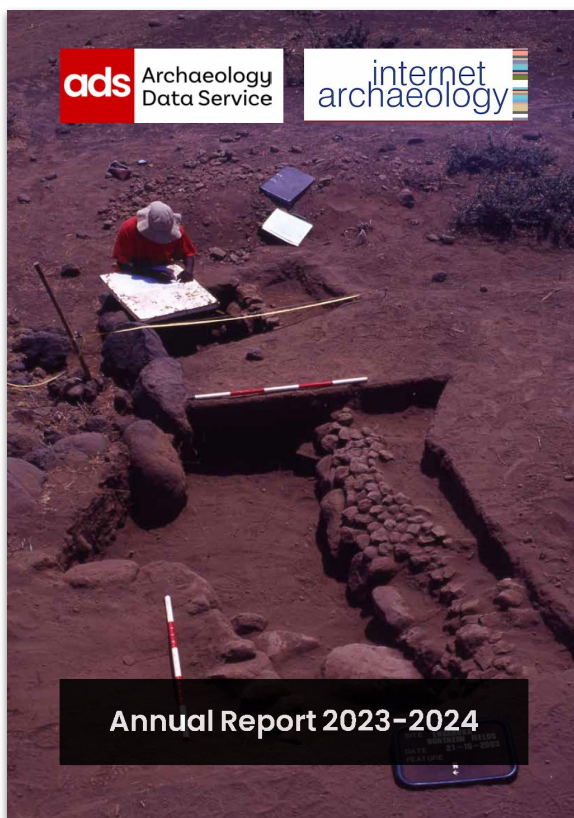
A list of all publications produced by ADS staff can be found through the menu on the left. More informal pieces on our work can be found in our [Sound Bytes](#) blog.

The ADS also publishes an [Annual Report](#) every year in October, which details the activities carried out by ADS and *Internet Archaeology* during the preceding year. ADS also published a [Newsletter](#) from 1996 to 2020 after which the newsletter and annual report were combined into a single publication.

ADS staff publications per year.

Year	Publications
1997	10
1998	12
1999	15
2000	18
2001	22
2002	25
2003	20
2004	18
2005	15
2006	12
2007	10
2008	8
2009	6
2010	5
2011	4
2012	3
2013	2
2014	1
2015	1
2016	1
2017	1
2018	1
2019	1
2020	1





# Annual Report

- Report on ADS and Internet Archaeology activities for proceedings reporting year
- Collection Highlights
- Utilised to report to ADS Management Committee on this years objectives
- Created in house using Adobe InDesign

## Collections Development

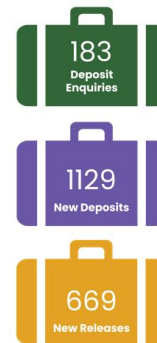
### Collection Report

This year we received an impressive 1129 new archives. 979 of these deposits were facilitated by our ADS-easy system, which continues to gain popularity. In addition to this remarkable achievement, we successfully released 669 collections, reflecting a 21% growth compared to last year. This year we received 183 enquiries for quotations for archives that cannot be processed through ADS-easy and responded to over 350 emails via the [ads@internet-archaeology.org.uk](mailto:ads@internet-archaeology.org.uk) email account. To further improve our services, we are diligently working on a new and improved ADS ingest system, poised to replace ADS-easy in the coming year, promising even more efficient and user-friendly deposition and costing solutions.

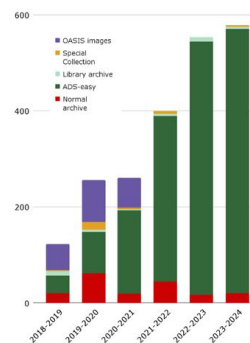
### PACE Funding

Despite impressive deposition figures, the ADS still receives only a small percentage of digital archives created by England's commercial archaeology sector. As the sole accredited digital heritage repository in England, the ADS aims to increase these figures to safeguard the future of this data. To achieve this aim, the ADS has secured funding through the University of York's PACE (Partnership for Academic and Commercial Engagement) initiative, which supports projects designed to drive long-term income generation and positive commercial relationships. As part of this project we will undertake market research and cost model analysis with the aim of improving our existing services. This will begin this year with the release of an online survey in August 2024.

### Collection Statistics



### Deposits by Year



# Case Study: DOI Campaign

The background features a red-to-pink gradient. A yellow line graphic, resembling a stylized mountain range or a fluctuating data line, runs horizontally across the lower half of the image. The text 'Case Study: DOI Campaign' is centered in the upper half in a white, bold, sans-serif font.

## **Purpose – A strategy to promote better citation of DOIs for ADS collections**

All ADS Collections are citable unique Persistent Identifiers (PID), specifically DOIs (Digital Object Identifiers).

However, users often cite URLs when linking to these collections both in publications and via other mediums (e.g. social media). This is problematic as it leads to broken links when changes are made to ADS Collections and it is more difficult for the ADS to track reuse of these resources.

This strategy is designed to educate and encourage users to better cite the ADS Collections (using a DOI).

# Aims and Objectives

## Aim(s):

1. Educate ADS users of the importance and usefulness of DOIs for citing collections.
2. Persuade ADS users to use DOIs when citing or linking to ADS collections.
3. Make it as easy and straightforward as possible for users to cite ADS collections using DOIs.

## Objective(s):

1. Create a series of new resources on the ADS website to inform users about the benefits of DOIs,
2. Implement changes to DOI citation within collections to improve user experience.
3. Undertake a communications campaign to promote importance and usefulness of utilising DOIs.

## Audience

This strategy is targeted towards a wide section of ADS users and depositors with a particular focus on those groups who most often access our collections; namely commercial archaeologists, researchers (both academics and university students) and community members with an interest in UK archaeology.

## Timeframe

Communications Campaign to take place over a 8 to 12 week period, with content being produced every week or fortnight.

Preliminary start date – September 2024 (to avoid Summer break).

Campaign could be organised to coincide with World Digital Preservation Day (7th November 2024).

## Structure

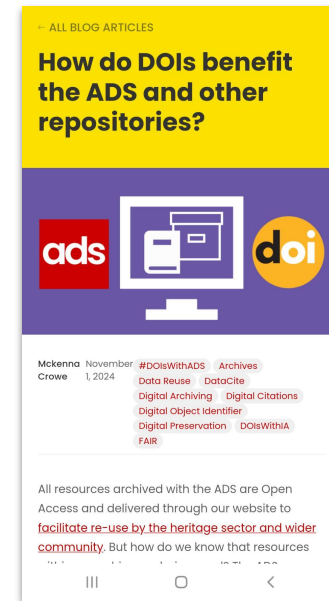
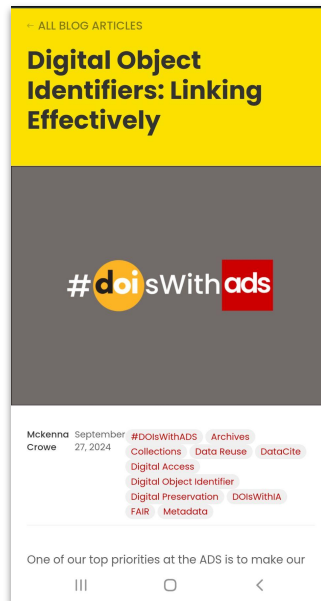
Start with engaging content to get users interested (e.g. video) and methods for keeping track of content over the campaign (e.g. hashtag, link to ADS websites).

- Stage 1 - **Educate**. Provide baseline information about DOIs and their importance that would be relevant to all ADS users.
- Stage 2 - **Persuade**. Provide evidence as to the usefulness of DOIs to different users and the ADS.
- Stage 3 - **Enhance**. Provide more advanced knowledge to allow users to integrate ideas into their own work and begin to make a difference.

Finish with an event to demonstrate impact that users could have on the ADS by more readily adopting DOIs (Wikipedia editing event).

# Methods

- Blog posts
- Social media - specific hashtag (#DOIsWithADS; #DOIsWithIA)
- Infographics
- Videos (short and long form)





# Methods

- Events
  - Lunchtime seminar: “Everything you want to know about DOIs and were afraid to ask”
  - Wikipedia editing event with Wikimedia UK

**ads** Archaeology  
Data Service

**All you wanted to know about DOIs but were afraid to ask!**

**DOI IDENTIFIERS**

**DATA SETS**

**PERSISTENT UNIQUE TRUSTED**

The Turing Way Community, & Scriberia. (2023). Illustrations from The Turing Way; shared under CC-BY 4.0 for reuse. Zenodo. <https://doi.org/10.5281/zenodo.7507376>

*ADS Lunchtime Seminar - 11th October 2024*

eventbrite Search events Browse Events Create an event Organize Help nicky.gerford@york.ac.uk

Need to make some updates? Edit event

# #doisWithads

Wednesday, 20 November

## Help the ADS improve DOIs on Wikipedia

Join the ADS and Wikimedia UK online to assist in enhancing DOIs on Wikipedia and making research more accessible to all

General Admission 1

Free

Reserve a spot

**ads** By Archaeology Data Service Follow

Advertise your event across Eventbrite  
Let more people discover your event by giving it prominent placement across Eventbrite.

Start your campaign

# Methods – Coming up!

- Cheatsheet
- Update DOI page on the ADS website with new materials

## Digital Object Identifier Cheat Sheet **ads** Archaeology Data Service

**Definition:** A DOI is a unique identifier assigned to digital content, making it easy to find and reference online.

<https://doi.org/10.5284/1117730>

Resolver
Prefix
Suffix

DOI website
ads
Archive

**Full Citation:** Benedetti, Dyan, York Archaeology, Archaeological Research Services Ltd, Full Heritage, May 2015, doi:10.5284/1117730, York Archaeology (2024) Digital Datasets From a Flood Excavation Site (10.5284/1117730). In: Digital Heritage, Part 2019-2022 [data-see], York Archaeology Data Service [data-see] [https://doi.org/10.5284/1117730]

**How to cite ADS Resources**

Each ADS Archive contains a useful widget to easily provide a Sample Citation. This citation contains the authors, name of archive, data type and DOI for that archive.

To access a Sample Citation click on the How to cite using this DOI link at the top of the archive.

This link will launch a pop up to provide some general information about DOIs and a Sample citation for that specific archive. Copy and paste this text to your computer for a straightforward way to properly cite an ADS archive.

**Difference between DOIs and URLs**

Both DOIs and URLs link to content, however DOIs include incredibly detailed metadata, ensuring you will always find exactly what you're looking for.

- DOIs are persistent; URLs may change
- DOIs facilitate a network of related resources; URLs alone do not
- All DOIs follow the same standardised format; URLs can vary
- Usage and reuse can be tracked using DOIs; this is not possible with URLs

Visit [archaeologydataservice.ac.uk/help-guidance/data-reuse/digital-object-identifiers-doi/](https://archaeologydataservice.ac.uk/help-guidance/data-reuse/digital-object-identifiers-doi/)

**ads** Archaeology Data Service
Search data ads user Deposit data
Help & guidance
News & events
Blog
About

## Help & guidance Data access and reuse

**Data access and reuse**

- FAIR data
- Usage Statistics
- Identifying copyright
- Digital Object Identifiers (DOI)
- Data reuse case studies

## Digital Object Identifiers (DOI)

A DOI, or Digital Object Identifier, is a type of persistent identifier (PID), which can be used to consistently and accurately reference a digital object. DOIs provide a way for ADS resources to be cited in a similar fashion to traditional scholarly materials such as a journal article or monograph. A DOI is a unique identifier that can be connected to an ADS archive.

This is a typical example of a DOI found on the ADS Archives – <https://doi.org/10.5284/1042733>

Each DOI has metadata associated with it, such as subject, location (URL), publisher and creator and while this metadata can change the actual DOI will never change. This persistence allows for a digital object's DOI to be permanent while the actual location of the archive can change.

### Citing DOI

Citing a DOI is much more robust and permanent than citing a URL. This is because while the web address (or URL) to the archive can change, the DOI will never change.

The [Crossref DOI Display guidelines](#) recommend that DOIs should be displayed in

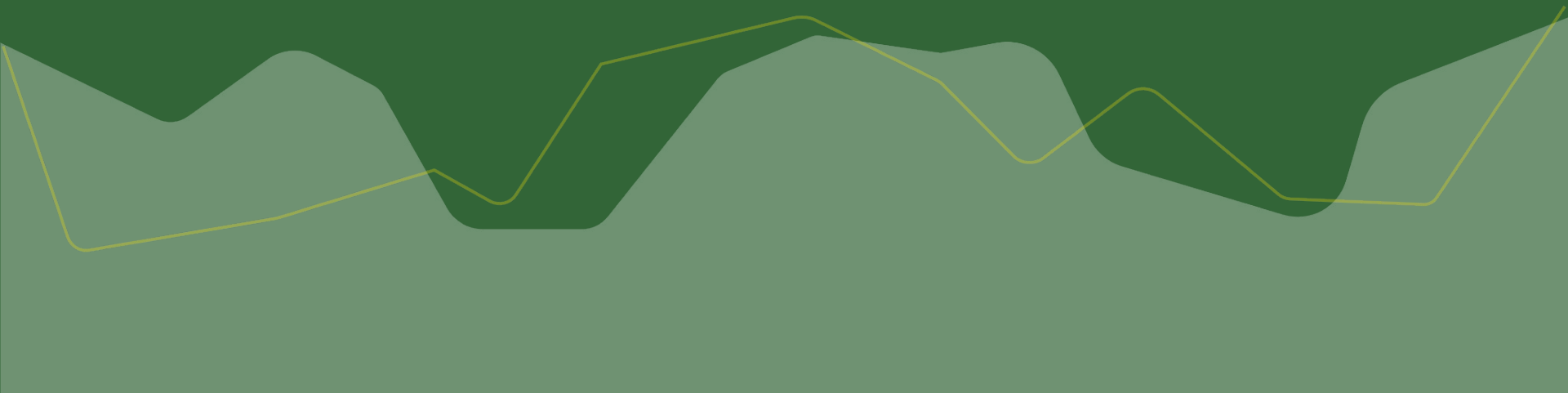
DataCite is a non-profit organisation that provides DOIs for research data and other outputs.

[DataCite Commons](#) is a portal where anyone can search the metadata catalogue associated with DOIs created by DataCite (including those created for objects held by the ADS).

You can search for DOIs associated with Works, People, Organisations and Repositories:

- Works - keyword search by title, creator, description, subject and by exact DOI (e.g. <https://doi.org/10.5284/1025453>)
- People - keyword search by name or using ORCID (e.g. <https://orcid.org/0000-0003-2032-3010>)
- Organisations - keyword search by name or using ROR id (e.g. <https://ror.org/02ykhst42>)
- Repositories - keyword search by name including all repositories found in [DSpace](#).

# Exercise



## **Exercise: Using our template create your own dissemination plan**

1. Work as individuals or in pairs
2. Using your own example consider the following:
  - a. Purpose of strategy
  - b. Aims and Objectives
  - c. Methods and Schedule
3. Come back together as a group and discuss

# Feedback



# Q & A Session

A decorative white line graphic runs horizontally across the bottom of the slide. It consists of several connected, irregular shapes that resemble a stylized wave or a series of peaks and valleys. The line is thin and white, contrasting with the dark purple background.