

## TROVE REFERENCE GROUP REPORT

TROVE USER ENGAGEMENT SUMMARY, JANUARY – JUNE 2015

TIM SHERRATT

TROVE MANAGEMENT TEAM

17 JULY 2015

**Chinese Newspapers**

The Library celebrated Chinese New Year by [telling the world](#) about the fascinating collection of early Chinese newspapers available through Trove. Background information about the newspapers was provided in [a guest post on the Trove blog](#) by historian Kate Bagnall. As Kate described, access to newspapers like these provides 'fresh insights into many aspects of the day-to-day lives of the early Chinese residents of Australia'.

The availability of the newspapers was publicised through the [Asian Australian Studies Research Network](#), the [East Asian Library Resources Group of Australia](#) and reported in the [PSNews online](#). The addition of the newspapers was also described in an article by Tim Sherratt, '[New perspectives on Trove newspapers](#)', published in the June 'Digital Futures' themed edition of *Incite*.

**Open Access Agenda**

The Trove team continues to promote the possibilities of Open Access. In February, Tim Sherratt published '[Untangling access](#)' on the Trove blog. This post explains some of the complexities Trove faces in determining the access and licensing status of the resources it aggregates. The release of the final version of NISO's [Recommended Practice for Access and Licence Indicators](#) was publicised through Trove's content partners and institutional repository contacts. Similarly, the team circulated information about the work of DPLA and Europeana in developing a set [of interoperable right statements](#) for cultural collections. Both these initiatives promise greater consistency and confidence.

The team has also been exploring ways of doing more with our existing metadata. Last year Trove started harvesting grant identifiers that link research outputs from institutional repositories to



grants from the ARC and NHMRC. Julia Hickie [described this work](#) at the CAUL Research Repositories Community Day in November and it has continued to generate interest and enquiries. One report of the event from University of Wollongong participants noted 'Julia Hickie of TROVE deserves an award for her IT innovation'. The value of this work in supporting access to Australian research was further demonstrated this year when the NHMRC created [a new portal](#) to highlight research funded through their programs. The portal uses the Trove API to return resources tagged with NHMRC grant identifiers.

More recently, Julia developed a process for harvesting ORCID identifiers into the Trove people zone. ORCIDs provide an international system for identifying researchers, and their use is now being promoted by Australian research and funding agencies. Julia described the integration of ORCID and Trove in '[Spot the blue square](#)'. This post received the most visits on the Trove blog from January to June. Trove's use of ORCIDs has generated much interest within the research community.

Some of the copyright issues confronting Trove were also canvassed in a chapter by Tim Sherratt for the book *Copyright*, '[Asking better questions: History, Trove and the risks that count](#)'. The book was promoted by a public symposium at the State Library of NSW in which Tim participated.

### **Family history congress**

The 14th Australasian Congress on Genealogy and Heraldry was held in Canberra from 26 to 30 March. The Trove Support Team staffed the combined National Library and Trove trade table at the Congress on Friday 26 March, with Division 2 staffing it on the other days. Congress attendees were overwhelmingly positive with staff receiving countless compliments regarding Trove. Sarah Schindeler compiled information from questions and comments received at the congress into a blog post, '[Fan tales from the congress](#)'. Tim Sherratt gave a well-attended presentation on '[The many meanings of Trove](#)' at the Congress on Monday 30 March. Tim's talk was also reported on the [Test Patterns blog](#).

### **New information sheets**

Seven information sheets relating to various aspects of Trove were finalised and printed in time for the family history congress. Topics include: Getting started in Trove, Power search tips, Getting started in Trove's digitised newspapers, Tips for searching digitised newspapers, Become a Trove content partner, Engage with Trove and How do I organise my research in Trove? These sheets will be distributed at events and made available for training sessions. Online versions are [available in the Trove forum](#) and will be added to the Trove Help Centre shortly.

### **Trove on the world stage**

Tim Sherratt contributed to a joint [keynote presentation](#) at EuropeanaTech 2015, held on 12-13 February at the Bibliothèque Nationale de France. The conference was organised by Europeana to foster discussion around new and innovative uses of cultural heritage data in Europe and beyond. The joint keynote brought together perspectives from Europeana's sibling aggregators -- the Digital Public Library of America, DigitalNZ and Trove. While Tim was unable to attend in person, he prepared a [short video](#) that was very well received, and participated through social media. This was an important opportunity to emphasise Trove's international significance and to strengthen relationships with similar projects around the world. Bill Thompson, a British technology

critic and commentator, was the event's MC. He is also a Trove fan, describing it as a service 'we love, know and respect'.

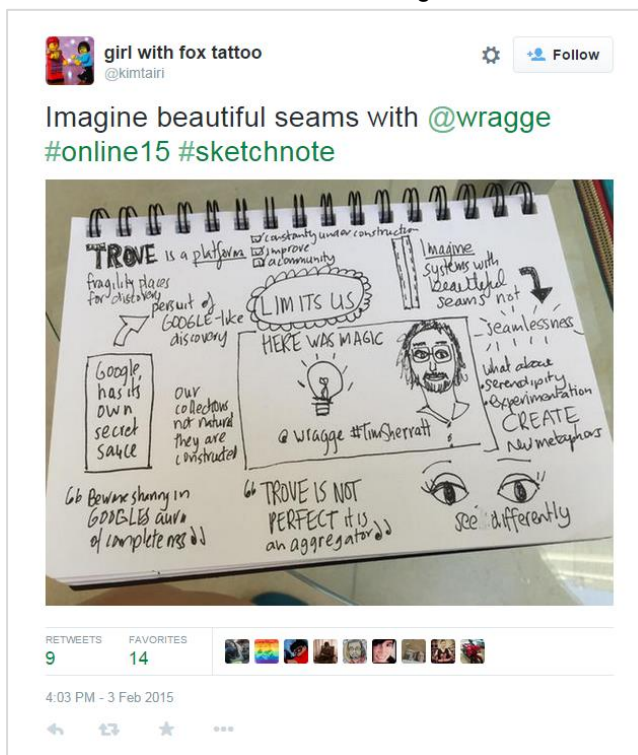
### ALIA Information Online

Staff of the Resource Sharing Division presented three papers at ALIA Information Online in February. Marie-Louise Ayres examined Trove in the context of its international siblings in her

paper '[Trove and the world: cultural collections in a global environment](#)'.

Tim Sherratt's presentation, '[Seams and edges: Dreams of aggregation, access & discovery in a broken world](#)', explored some of the intellectual challenges facing services like Trove in a Google dominated world. Julia Hickie and Mark Raadgever explained how and why Trove harvested over 200,000 records from Radio National in their paper '[Easy as ABC - A triumph of re-usable metadata](#)'. Tim's paper was selected as an [Editors' Choice](#) for *Digital Humanities Now*, while Julia and Mark were asked to [repeat their performance](#) for the ALIA University and Research Libraries ACT Group.

As well as presentations by Library staff, Trove was mentioned in a number of talks and widely-referenced on social media. In his opening keynote, Siva Vaidhyanathan praised Trove as 'the perfect example of what we should be doing around the world'. Twitter discussions relating to Trove were [collected using Storify](#).



### Engaging with museums and beyond

Deirdre Kiorgaard presented a workshop on the theme of 'Rising above the cacophony - the role of Trove in exposing museum collections', at the Regional, Remote and Community Museums day held on 21 May as part of the Museums Australia National Conference. Most workshop attendees were already Trove users, primarily using the newspapers zone for research, including research related to their collections. Despite this, many had not really looked at the rest of Trove and were surprised by the number of museum contributors and the range of museum content. A number indicated interest in becoming Trove content partners.

Marie-Louise Ayres attended and represented the Library at a GLAM Digital Summit, convened by ALIA and Museums Australia, in Brisbane on 7 June. She presented on Trove, alongside presentations about the Atlas of Living Australia, and Victorian Collections – all examples of collaborative digital infrastructure – focusing on where Trove is now, and where it might be by 2020. The group discussed a range of issues in the digital space, with an emphasis on Trove as the likely vehicle for sector wide aggregation of digital content.

### **Crowdfunding newspaper digitisation**

A crowdfunding campaign was launched on Pozible to help fund the digitisation of the *Hamilton Spectator* newspaper. The campaign was the result of an ongoing collaboration between the Library and *Inside History* magazine, which began last year when the *Spectator* was selected by popular vote. The campaign successfully reached its target of \$10,000, which will allow a portion of the newspaper (from 1860 to 1913) to be digitised.

### **Trove's remarkable volunteers**

In January John Warren, Trove's top text corrector, passed another milestone – he has now corrected more than 3 million lines of text.

While researching a blog post last year on our top text correctors, Jess Drake came across the remarkable story of the husband and wife team, Maurie and Lyn. In May Jess wrote [a follow up post](#) that describes Maurie and Lyn's efforts in more detail. Not only do they correct serialised novels and short stories published in newspapers, they copy and reformat the texts and upload the completed works to Project Gutenberg Australia.

### **Big data research**

In April, a full dump of the newspapers corpus was provided to the [Alveo](#) project at Macquarie University. Alveo is a virtual laboratory for language and communication studies. In the first instance, Alveo will apply named entity recognition tools to the corpus to see if names of people and organisations can be reliably extracted from newspaper articles. They will also collaborate with the [HuNI](#) virtual laboratory to see if the names data can be usefully added to the HuNI database. Further research uses may follow from these initial experiments.

In June, Ryan Cordell, Assistant Professor of English at Northeastern University, visited Trove on his way to the Digital Humanities conference in Sydney. Ryan's [Viral Texts](#) project is a fascinating example of the new types of research made possible by access to digitised newspapers. Ryan presented an outline of the Viral Texts project to the Trove and DAP teams, and introduced to the digitisation process and upcoming changes to the newspapers zone. It was an exciting opportunity to contemplate the research potential of Trove's digitised newspapers. Ryan has recently received funding to extend his team's analysis across non-US newspapers. He has also been supplied with a copy of the Trove newspaper corpus for further investigation.

### **Other presentations**

- Tim Sherratt attended the final session of the 'Reinventing university publishing' symposium at ANU on 18 March, where he presented on possibilities for better integrating scholarly publishing with cultural collections using Linked Open Data.
- Tim Sherratt gave an introduction to Trove for students from the ANU history course 'How the Camera Changed History' on 24 March. The visit was organised by staff from the Pictures and Manuscripts Branch. Students were keen to learn more about what Trove has to offer, and to consider new research uses.
- Tim Sherratt delivered a presentation via video to the Melbourne meetup of the Open Knowledge Foundation on 8 April. Tim gave a brief introduction to Trove before exploring the workings of the API. A [report on the session](#) was posted to the group's website.

- On 15 April, Tim Sherratt was an invited ‘thought leader’ at the ‘Your Library in 2020’ forum, held at Deakin University. The forum was aimed at developing discussion around the future role of the Deakin University library. Tim introduced a discussion on the future of research by describing the success and significance of Trove.
- Julia Hickie presented to Department of Finance ICT graduate program participants on 1 June, showcasing Trove's role in surfacing collections to users. Her presentation received an enthusiastic response, particularly her slide on the many coding languages of Trove, which gave the 30-odd participants the opportunity to identify and call out one of the languages.
- On the 25 June Sarah Schindeler delivered a presentation at the June Petherick Readers’ meeting, providing an update on new content in Trove and a brief overview of DLIR.

### Blog posts

Ten posts were added to the Trove blog between January and June. The most widely-read post described the addition of Chinese language newspapers.

Blog post	Views (January-June)
<a href="#">Early Chinese newspapers Trove presents a new perspective on Australian history</a>	860
<a href="#">The top 25 of 2014 What were people reading in Trove's digitised newspapers in 2014?</a>	601
<a href="#">Spot the blue square Helping you find Australian researchers</a>	553
<a href="#">New collections in Trove A look back at the last six months</a>	490
<a href="#">Untangling access Helping you find freely available content online</a>	323
<a href="#">The hunt for J.J. Graves: a Trove detective story Team member Mark investigates to find just who is in this photo</a>	315
<a href="#">From Trove's newspapers to free e-Books</a>	196
<a href="#">The world is waiting, just follow the link</a>	174
<a href="#">Fan tales from the Congress Lessons learned from Trove users in the wild</a>	109
<a href="#">When man attacks! Stories of man biting back.</a>	80

## Twitter

Trove's Twitter following continues to grow. The achievement of 9000 total followers in March was soon overtaken and by the end of June the total was more than 10,000.

	April- June 2015	January - March 2015	October- December 2014	July- September 2014	April- June 2014
<b>Tweets published</b>	207	212	300	219	262
<b>Impressions</b> (number of times users saw a Trove tweet)	448,721	404,508	407,358	386,232	395,992
<b>Engagements</b> (number of times users interacted with a Trove tweet – clicks, retweets, replies, follows, and favourites)	8,854	9,382	6,917	7,030	8,974

Top Tweets – Impressions (number of times users saw a Trove tweet)	Number of impressions
<a href="#">In 1923 #onthisday Vegemite was launched: a defining moment in the life of the nation.</a>	11970
<a href="#">The NSW flag was adopted #onthisday 1876.</a>	9500
<a href="#">Love Trove?Help us reach our fundraising target donate before 28 Feb.Trove will love you back.</a>	8555

Top Tweets – Engagement (number of times users interacted with a Trove tweet)	Number of clicks, retweets
<a href="#">In 1923 #onthisday Vegemite was launched: a defining moment in the life of the nation.</a>	707
<a href="#">Charles Kingsford Smith in the mood to party.</a>	618
<a href="#">State flags contain a state badge. Here's a postcard showing them from the early 20thC</a>	420

Top Tweets – Url clicks	Number of clicks
<a href="#">In 1923 #onthistday Vegemite was launched: a defining moment in the life of the nation</a>	89
<a href="#">We welcome 2015 with some new newspapers for Trove</a>	79
<a href="#">Charles Kingsford Smith in the mood to party</a>	73

Trove continued to be well-represented amongst the daily list of top Tweets from Australian government agencies.

Date	Subject	Ranking	Retweets	Favourites	Reach
<a href="#">15 February</a>	NSW flag	2	34	15	83021
<a href="#">14 April</a>	Cat kills stingray	6	21	9	67928
<a href="#">9 February</a>	Kingsford Smith	20	12	6	67221
<a href="#">17 February</a>	Fundraising campaign	7	21	8	65185
<a href="#">28 May</a>	Title no. 930: The All British	48	12	3	58933
<a href="#">20 March</a>	Malcolm Fraser	40	7	7	56527
<a href="#">17 March</a>	St Patrick's Day	15	15	10	52726
<a href="#">18 May</a>	International Museum Day	34	12	5	52081
<a href="#">3 June</a>	Mabo decision	35	15	2	51267
<a href="#">8 May</a>	David Attenborough	3	15	16	50700
<a href="#">25 June</a>	Asleep in the Sydney Domain	7	15	13	48853
<a href="#">13 February</a>	Top 25 newspaper articles of 2014	42	14	4	48610
<a href="#">1 June</a>	Sleds on Mt	47	9	4	47879



	Buffalo				
<a href="#">13 June</a>	Vegemite	1	32	16	45948
<a href="#">23 June</a>	Cow with wooden leg	41	9	5	45921
<a href="#">2 June</a>	Italian National Day	27	14	3	45816
<a href="#">1 April</a>	April Fools' Day	39	13	3	45606
<a href="#">3 February</a>	Storify of Trove at ALIA Online	11	14	12	45354
<a href="#">27 April</a>	Laser guided robots	24	11	7	44315
<a href="#">2 March</a>	Dr Seuss	8	20	13	43436
<a href="#">19 March</a>	Sydney harbour Bridge opening	9	21	16	42717
<a href="#">22 June</a>	10,000 followers	22	5	10	40443
<a href="#">23 April</a>	Shakespeare's death	41	9	9	40069
<a href="#">13 January</a>	New newspapers	36	9	6	39900
<a href="#">25 March</a>	Grey nomads in 1948	38	9	7	39376
<a href="#">26 March</a>	Steam engine for Harbour Bridge	43	8	8	39120
<a href="#">27 February</a>	Polar bear escape	40	8	6	37792
<a href="#">27 March</a>	Visiting Trove in your pjs	37	5	8	37577
<a href="#">6 January</a>	Trove bugs	48	6	5	34597
<a href="#">5 January</a>	Shearers' strike 1891	41	11	5	33386
<a href="#">9 June</a>	Crossing of the Pacific by	21	13	5	28084



	Southern Cross				
<a href="#">8 April</a>	Big Things	16	17	6	26783
<a href="#">5 February</a>	Welcome Stranger	22	12	9	26461
<a href="#">27 May</a>	1967 Referendum	49	12	4	25234
<a href="#">10 February</a>	Teams behind Trove	17	12	11	24044
<a href="#">2 February</a>	Superb owl	4	22	18	23024
<a href="#">25 May</a>	Creative commons licensed images	20	14	11	21836
<a href="#">12 June</a>	Christopher Lee	47	10	3	20446
<a href="#">26 May</a>	Public libraries in Trove	22	11	9	20130
<a href="#">27 June</a>	Queenslander covers	12	8	6	19503
<a href="#">10 March</a>	Cake for Twitter followers	9	15	11	18999
<a href="#">1 May</a>	National Wool Museum	28	10	8	18643
<a href="#">2 April</a>	Tram conductors	45	6	6	18486
<a href="#">21 February</a>	State flags	43	11	7	16918
<a href="#">21 June</a>	Text correction tips	29	5	8	14266
<a href="#">5 May</a>	Kitten and camera	36	6	8	13987
<a href="#">13 April</a>	Title no. 874: Melbourne Punch	38	8	6	13746
<a href="#">6 May</a>	Meteorological	38	9	5	13434

	observatory on Kosciuszko				
<a href="#">15 January</a>	Ladies tennis	47	7	4	13304
<a href="#">20 June</a>	\$2 coin	36	6	7	13255
<a href="#">19 June</a>	Latest newspapers	50	5	6	12746
<a href="#">8 March</a>	International Women's Day	41	10	4	12106
<a href="#">27 January</a>	Jackie French	29	8	13	11697
<a href="#">10 June</a>	Houdini in Melbourne	44	6	5	11544
<a href="#">30 January</a>	Colleen McCullough	21	7	8	11213
<a href="#">16 March</a>	9000 followers	13	5	15	10841
<a href="#">12 February</a>	Book Lovers' Library	48	9	5	10545
<a href="#">17 April</a>	Trove article in bus shelter	45	2	9	10285
<a href="#">10 May</a>	Mothers' Day	42	3	7	10263
<a href="#">14 February</a>	A valentine	50	4	4	9652