

## TROVE REFERENCE GROUP PAPER

## USER ENGAGEMENT SUMMARY

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**Trovember**

Trovember, a month of celebrations for Trove's 5th birthday, ran throughout November. Trovember featured two major public events – THATCamp Canberra and Troveia – as well as focused social media activities.

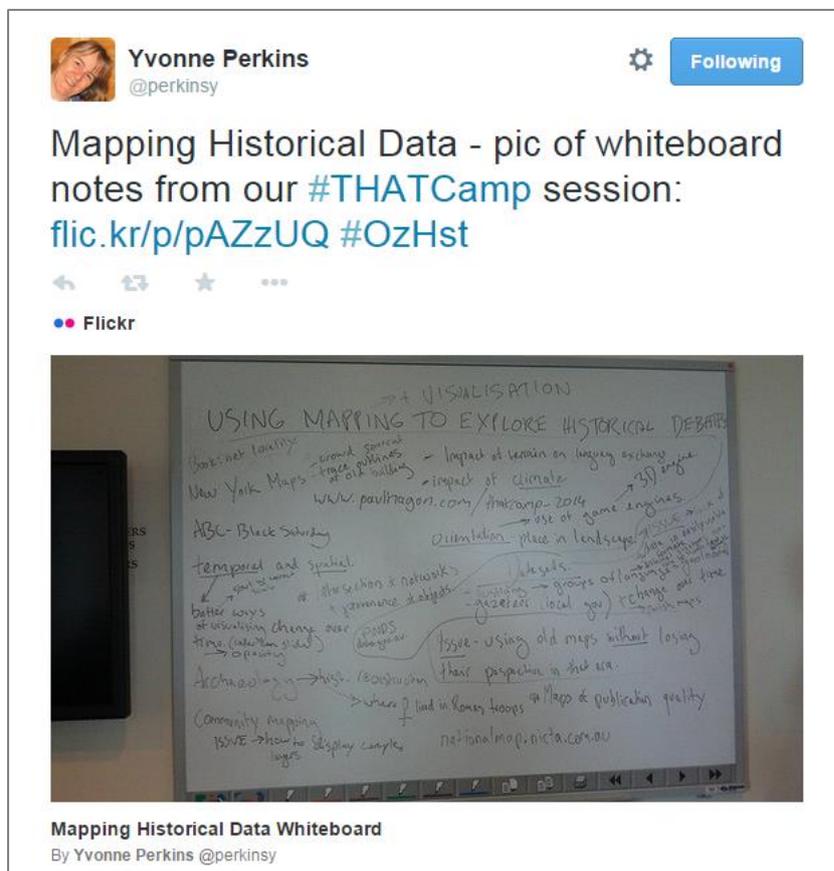
[THATCamp Canberra 2014](#) was held from 31 October to 2 November and attracted around 80 participants from Canberra and beyond. Campers came from as far afield as Western Australia and Queensland and represented a diverse array of disciplines and organisations including local government, sport, museums, history, archives, family history, IT, creative arts, and environmental science.

[THATCamps](#) are digital humanities unconferences aimed at sharing knowledge, developing skills, and exploring the intersections between the humanities and technology. On the first day campers participated in their choice of [10 introductory workshops](#) on topics ranging from the practicalities of regular expressions to the poetics of digital collections.



A full house at the 'Rich representations of digital collections' workshop.

The rest of the weekend was organised as an unconference, where participants designed the program around their interests and questions. [Fifteen unconference sessions](#) were proposed and run, covering everything from Twitter bots to conceptual searching.



For the Trove team, THATCamp Canberra represented an excellent opportunity to discuss opportunities for innovative digital research using Trove data and to consider ways in which the service might be developed in the future. [Notes from several sessions](#) as well as a [Twitter archive](#) and a collection of [follow-up blog posts](#) are available online.

[Troveia](#) was an online trivia competition where all the answers could be found in Trove. It was held on Friday 21 November from 7.00pm. Eight teams registered in advance from Victoria, NSW, South Australia and Queensland. Five of the teams, together with a number of unregistered players, battled it out on the night, testing their knowledge of all things Trove.

The [questions](#) were designed by the Trove team's trivia master, Jess Drake, and ranged across most Trove zones. Between rounds extra questions and challenges were tweeted to an enthusiastic home audience, eager to win Trove posters, badges and mugs.



Winner of the Troveia acronym challenge

Troveia made use of a [custom-built web application](#) that automated registration and scoring. Each team was required to create a Trove list in advance. At the end of each round the scoring bot inspected their lists and a point was scored for each correct link. The web app is reusable, and new sets of questions can be added. The Trove team will explore possibilities for using it as a training tool.

The [full list of Troveia winners](#) was posted in the Trove forum, and an [archive of the night's tweets](#) was created in Storify.

Catrina Bryce designed a detailed Trovember social media program that included weekly blog posts and themed Twitter weeks. The blog posts were aimed at providing background information about Trove, and featured contributions from other divisions within the Library:

- [Trovember](#)
- [Trove – a brief history](#)
- [Growing together – Trove and Victorian Collections](#)
- [The teams behind Trove – part 1](#)
- [The teams behind Trove – part 2](#)

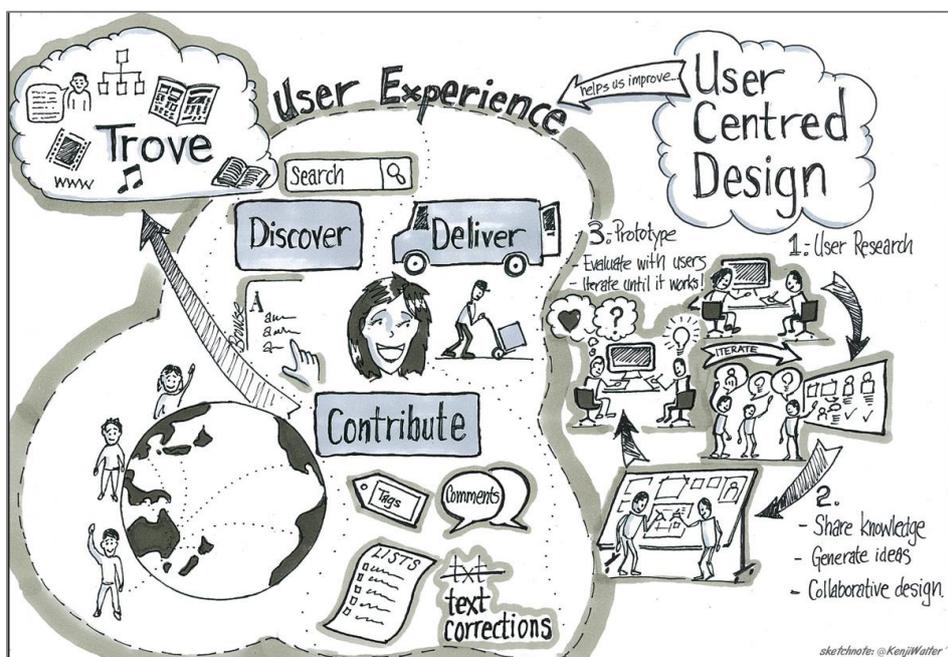
The posts prompted many comments, including this [from Neil Radford](#), formerly University Librarian at the University of Sydney:

'I think Trove is the best thing the National Library has ever done. I date from the ABN era, which everyone then thought was the best and most important initiative ever, but Trove wins hands down. Thank you, National Library and its staff.'

[Gianni di Gravio](#) at the University of Newcastle remarked:

'Congratulations, and sincere thanks for all your work, from the Hunter Region of Eastern Australia. We love what you have done for us so far, and deeply appreciate the work that

has gone into making our historic newspapers freely accessible to everyone. Keep up this great work, it is an important National project to ensure that we grow intelligent, creative, humane and (hopefully) wise communities across Australia.'



Kenji Walter's sketch note illustrating his contribution to 'The teams behind Trove'

The themed Twitter weeks gathered contributions from the Trove team around particular topics. The tweets for each week were preserved in Storify:

- [Trove team members' favourite Trove record or collection](#)
- [A featured zone per day](#)
- [Unique or unusual collections](#)

There was also a Twitter-based [countdown and competition](#), suggested by Peter Collins, to see how close the Trove newspapers zone would get to 15 million pages by the end of the month.

As well as the social media coverage, Trove's 5<sup>th</sup> birthday was the subject of an [ABC Online news report](#). The report was broadcast on ABC Radio 666 (Canberra) and ABC Radio 720 (Perth), and [reposted](#) on the Yahoo! Australia news site. Peter Noone, a family historian who previously featured in a Trove blog post, was quoted on its impact:

'Instead of having to visit museums and libraries to plough through films hoping to find something, suddenly with Trove you could search online using a single word or name. In terms of information it was like a parched man in a desert coming across a lush oasis, at the touch of a button. It was an amazing breakthrough.'

## Trove and Keepsakes

The Trove Support Team collaborated with Exhibitions in the development of content for [Keepsakes: Australians and the Great War](#). Aided by volunteer Paul Kells, the Trove team created [15 Trove lists](#) that expand upon the exhibition's content by drawing together a range of resources, including newspapers and photos. An additional list includes [124 items](#) featured within the exhibition itself. These lists provide exhibition visitors with the opportunity to follow up their interests at home, while those unable to visit the Library can gain a broader understanding of our rich World War I collections.

To create a link between the physical event and the digital resources and encourage visitors to continue their journey on Trove, the Trove team selected highlights from the lists and created PDF versions that have been loaded onto iPads within the exhibition. The Trove team will also tweet links to the lists throughout the exhibition's run.

## 15 million pages

While the 15 millionth digitised newspaper page did not appear during Trovember, the milestone was reached shortly after, on 8 December. Division 5 issued a [media release](#) that was reported in a number of places including [PSnews](#) and [ITWire](#). The Trove team tweeted about the achievement and the collaborations that helped make it possible.

## Support Trove

Two Trove-related fundraising initiatives were launched in November.

The Development Office made Trove the focus of the Library's End of Year Appeal – [Change Lives, Support Trove](#). The Trove Support team helped the Development Office in the preparation of text for the website and brochure, and worked with the Development Office and the Collections Access Branch to add a 'Donate' menu option and button to the Trove home page. An [explanatory post](#) was added to the Trove forum and information was shared through Twitter and the Trove mailing list.

*Inside History* magazine [launched a project](#) to support the newspaper digitisation program. The first phase of this project allowed the public to vote for the title they would like to see digitised, selecting from a list created in consultation with the Library. The process proved very popular and 31,658 votes were cast. A number of articles appeared in the press urging readers to support their local papers. The *Hamilton Spectator* attracted the most votes with 18,836, or 59% of the total. The next phase of the project will begin in February where funding for the digitisation of the selected newspaper will be crowdsourced using [Pozible](#).

### Help save the GT

THE National Library of Australia is teaming up with *Inside History* magazine to let readers pick a newspaper to be digitised on Trove so that you can research your family history online.

The *Gympie Times* is in the running and editor Craig Warhurst is asking readers to go online and vote for the paper.

"Having *The Gympie Times* digitised on line will be an enormous benefit to the community," Mr Warhurst said.

## New digibooks

The Trove Support Team has created a new series of Trove lists supporting the ABC Splash digibooks created by the Community Outreach Branch. The lists provide easy access to many of the resources cited in the online publications, and include links to the digibooks themselves:

- [Mapping the Australian coast](#)

- [The Home Front](#)
- [Headlines through history](#)

A link to 'The Home Front' list has been added to the Library's Treasure Explorer site.

### Showing your sources

The Prime Minister's Literary Awards stirred some controversy which spilled over into Trove space. After Miranda Devine published a column in the *Daily Telegraph* supporting the selection of Hal G.P. Colebatch's book *Australia's Secret War: How unionists sabotaged our troops in World War II*, Mike Carlton [challenged her on Twitter](#) to provide evidence of a wharfies' strike that Colebatch claims to have delayed the return of POWs in 1945. [Carlton's tweets](#) included a link to a Trove article [describing the POWs' homecoming](#) and were retweeted many times. The award to Colebatch was also [critically reviewed](#) on *The Drum*, where historian Peter Stanley noted:

'He fails to test any of his examples against available primary sources, either public - such as newspapers which are available thanks to the National Library's "Trove" data base - or government or union archives.'

### Other Trove appearances

- Tim Sherratt was interviewed for an article on family history that appeared in the August-September edition of *Capital* magazine.
- An [article about Trove](#) was recently created on Wikipedia. Trove Support Team staff assisted Liam Wyatt to improve the article by adding more details and citations. The article was featured in the 'Did you know' section of the Wikipedia home page on 21 December, resulting in over 1,000 page views.

### Presentations

- Tim Sherratt participated in the 'Newspapers in Europe and the Digital Agenda for Europe' workshop at the British Library organised by the Europeana Newspapers project which was held on 29-30 September 2014. Tim presented a paper on the [value of digitised newspapers](#) and facilitated during the break-out sessions. The workshop was focused on identifying the value of digitised newspapers and charting possibilities for improved access. Participants came from all over Europe and engaged in far-reaching discussions around the future agenda for digitised newspapers. The discussions were [beautifully summarised](#) by a team of graphic recorders.



- Mark Raadgever and Catriona Bryce gave a presentation on Trove to the Community Heritage Grant participants on 28 October. Catriona highlighted the richness of Trove by illustrating the stories of [Peter the kelpie](#) and the [Kenniff brothers](#). Mark then talked about what organisations should consider if they want their collections online. The best feedback was from a representative of the Ballarat Gold Museum who noted that enquiries to the Museum had more than doubled since their 60,000 records became discoverable through Trove. He also observed that the type of enquiries had changed, with more people asking to come and see objects and offering up new collection material.
- Julia Hickie gave a presentation on Trove’s collaboration with institutional repositories at the CAUL Research Repositories Community Event on 6 November. The Twitter coverage of her talk is [available on Storify](#).

### Blog statistics

Six blog posts have been published during the October - December quarter. The Trove blog received 4,141 pageviews across this period; the most popular posts were:

Blog post	Views (October-December)
<a href="#">Trovever</a>	896
<a href="#">Trove - a brief history</a>	632
<a href="#">The teams behind Trove - part 1</a>	578
<a href="#">The teams behind Trove - part 2</a>	360
<a href="#">Growing together – Trove and Victorian Collections</a>	173

### Twitter statistics

	October-December	July-September	April-June
<b>Tweets published</b>	300	219	262
<b>Impressions (number of times users saw a Trove tweet)</b>	407,358	386,232	395,992
<b>Engagements (number of times users interacted with a Trove tweet – clicks, retweets, replies, follows, and favourites)</b>	6,917	7,030	8,974

The top tweets based on Twitter’s own analytics again show interesting variations across the different measures. The Trove Support Team will continue to monitor Twitter statistics to better understand the impact of tweets and develop the communication strategy for Trove.

Top Tweets – Impressions (number of times users saw a Trove tweet)	Number of impressions
<a href="#">We just don't celebrate Trafalgar Day like we used to. Bring back mock naval manoeuvres!</a>	6,288
<a href="#">Happy birthday Lake Burley Griffin. 50 years old #onthistday</a>	5,823
<a href="#">Feeling unfit at your desk job? Try the workout routine of these 19th century footballers</a>	5,221

Top Tweets – Engagement (number of times users interacted with a Trove tweet)	Number of clicks, retweets
<a href="#">150 yrs ago today some women were sewing a flag. This beautiful childrens book tells the story</a>	156
<a href="#">We talk about spending time with friends &amp; family at Christmas. But drunk and in the bathtub?</a>	155
<a href="#">We just don't celebrate Trafalgar Day like we used to. Bring back mock naval manoeuvres!</a>	153

Top Tweets – Url clicks	Number of clicks
<a href="#">We talk about spending time with friends &amp; family at Christmas. But drunk and in the bathtub?</a>	82
<a href="#">"The ordinarily masculine man" vs "The girly man", from the Adelaide Herald in 1908</a>	78
<a href="#">Ever wanted to know how Trove came to be? Read all about us. #Trovember</a>	46

Trove continues to be well-represented in Measured Voice's list of [top government tweets](#).

Date	Subject	Ranking	Retweet	Favourite	Reach
<a href="#">22 October</a>	Trafalgar Day	19	17	8	73,908
<a href="#">17 October</a>	Lake Burley Griffin's 50 <sup>th</sup> birthday	2	30	14	58,134
<a href="#">8 December</a>	15 millionth newspaper page	15	11	10	43,661

<a href="#">6 November 2014</a>	History of Trove blog post	18	13	7	41,516
<a href="#">20 November 2014</a>	Choose next newspaper to be digitised	17	13	6	39,907
<a href="#">30 October</a>	War of the Worlds	40	13	2	38,464
<a href="#">2 October</a>	Post on writers and historians using Trove	17	14	7	36,403
<a href="#">5 November</a>	Countdown to 15 million newspaper pages	35	12	5	33,857
<a href="#">18 December</a>	Women's vote in SA	9	25	12	27,400
<a href="#">20 October</a>	'The girly man'	25	15	3	23,090
<a href="#">7 October</a>	New digitised newspapers	25	13	3	18,241
<a href="#">10 October</a>	Friday afternoon snoozing geologists	35	9	5	13,292
<a href="#">2 November</a>	THATCamp Tweet archive	28	3	6	12,431
<a href="#">28 November</a>	The Eureka flag	44	10	6	12,207