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Reports can be viewed and accessed online in the document section on the Europeana DSI-4 project page¹.

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¹ <https://pro.europeana.eu/project/europeana-dsi-4>

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1. Executive summary

In comparing usage from 2019/2020 and 2020/2021, the Europeana website and the platforms themselves underwent substantial changes from a tracking perspective and the global context for online behaviour changed as well.

Since we introduced the new cookie consent banner in September 2021, we are no longer able to accurately record the user return rate. This results in a significant drop in returning user numbers starting from September 2021. However, up until September 2021, when comparing 2019/2020 and 2020/2021, we can see that the user return rate increased over time.

On the social media platforms themselves, the implementation of GDPR and the Apple iOS 14 update, protecting users' privacy, had an impact on our activities and reporting. With more limited options for data collection, we observed a drop in *reporting of* impressions and engagement. Comparing Europeana posts on various social media platforms with the median engagement per post for all industries and non-profits showed that Europeana performs very well with a high average engagement rate per post.

Given the simultaneous substantial changes, we are working to establish new benchmarks and trends with currently limited data. Some of our initial solutions are mentioned in the paragraphs below about specific networks, and we will continue to report on solutions to tracking as we identify them, and as platforms themselves adjust to the changes, and relay those in the next report.

Further, traffic to the website, our key success metric, decreased by 5.2% in the past year (5.9 million visits in total). The exceptionally high traffic during the initial wave of the COVID-19 pandemic in 2020 resulted in a perceived decrease for the 2020/2021 period while traffic stabilised again to common patterns.

The website received a good average satisfaction rate of 72%.

We saw that editorials remain relevant for a longer period of time. Topical editorial (e.g. Olympic Games) were popular in this period, as was in-depth content on popular subjects (such as Europeana's Art Nouveau exhibition), and editorial which was extensively marketed by partners (like the Sakharov Prize exhibition by the European Parliament Archives).

In 2020/2021 we saw new partnerships reaching cultural enthusiasts across the world. Partnerships remain an important part of our public-facing activities.

API usage decreased slightly in the past year while the number of users increased (+ 8.6%) and more users were interested in our APIs (+ 15.8% API sign-ups).

We saw good usage of educational offers on partner websites European Schoolnet and Historiana. New integrations of Europeana educational offers into external learning environments will further foster the use of Europeana digital cultural heritage in education.

2. Introduction

The Europeana core service platform (CSP) provides access to over 51 million digital cultural objects from thousands of cultural heritage institutions across Europe intending to create value for users of digital cultural content.

This deliverable informs the reader about users and usage patterns of Europeana content and services. Users engage with Europeana content mainly via the Europeana website, Transcribathon.eu, Europeana APIs, and on external platforms (Europeana social media channels, partner websites). Europeana key audiences encompass a variety of professional audiences (researchers and cultural heritage professionals), education audiences (teachers and students), cultural enthusiasts/casual users, and API users.

The assessment aims to learn whether current efforts are sufficient, very good or in need of improvement, and through which actions.

The report focuses on the past year (Dec 2020 - Nov 2021), while other reporting periods may also be used (for example for metrics that are tracked cumulatively as part of the Europeana DSI-4 metrics framework).

The C.2/C.3 Users and usage report is an iteration of previously submitted reports².

Note: For our professional audiences in the cultural heritage sector we also offer the Europeana Pro³ website. More information specifically on professional audiences and usage of Europeana Pro can be found in D.1 Communication and dissemination deliverables.⁴

² Available on the Europeana DSI-4 project page in the document section.
<https://pro.europeana.eu/project/europeana-dsi-4>

³ <https://pro.europeana.eu/>

⁴ Available on the Europeana DSI-4 project page in the document section.
<https://pro.europeana.eu/project/europeana-dsi-4>

3. Europeana services

This chapter assesses users and usage patterns of the Europeana platform and includes our main user-facing products: the Europeana website, Europeana APIs and Transcribathon.eu.

3.1. Data collection methods

For the evaluation of users and usage data for the Europeana website this report draws from data available via Google Analytics⁵ and Matomo⁶. For Transcribathon.eu we use Google Analytics as well as a site specific system that monitors the metrics of the site. For the API usage metrics, we rely on our logging service which aggregates the logging from all APIs.

Data collection methods are in line with our privacy policy⁷ that describes what and how we collect data from users.

3.2. Europeana website

We have several mechanisms in place to evaluate the usage of the Europeana website and to understand who our users are. This chapter investigates what we can learn from usage patterns and user satisfaction, with two specific objectives - we aim to:

1. increase the traffic to the Europeana website, and
2. increase the user return rate to the Europeana website.

3.2.1. Audiences

The Europeana website has several target audiences, for example professional audiences (researchers and cultural heritage professionals), education audiences (teachers and students), cultural enthusiasts/casual users, and API users.

Personas of some of these audiences (teachers, researchers, culture enthusiasts, and API users) are documented in the form of 'Personas'⁸ which can be found in the [Annex](#).

⁵ <https://analytics.google.com/analytics/web/>

⁶ Note: in the reporting period we switched from the tool Google Analytics to Matomo Analytics. <https://matomo.org/>.

⁷ <https://www.europeana.eu/en/rights/privacy-policy>

⁸ 'Personas' are a tool designed to help product teams to empathise with their users and consider their needs when designing the interface and developing the functionalities that determine the user experience of the Europeana website. The personas were last updated in January 2019.

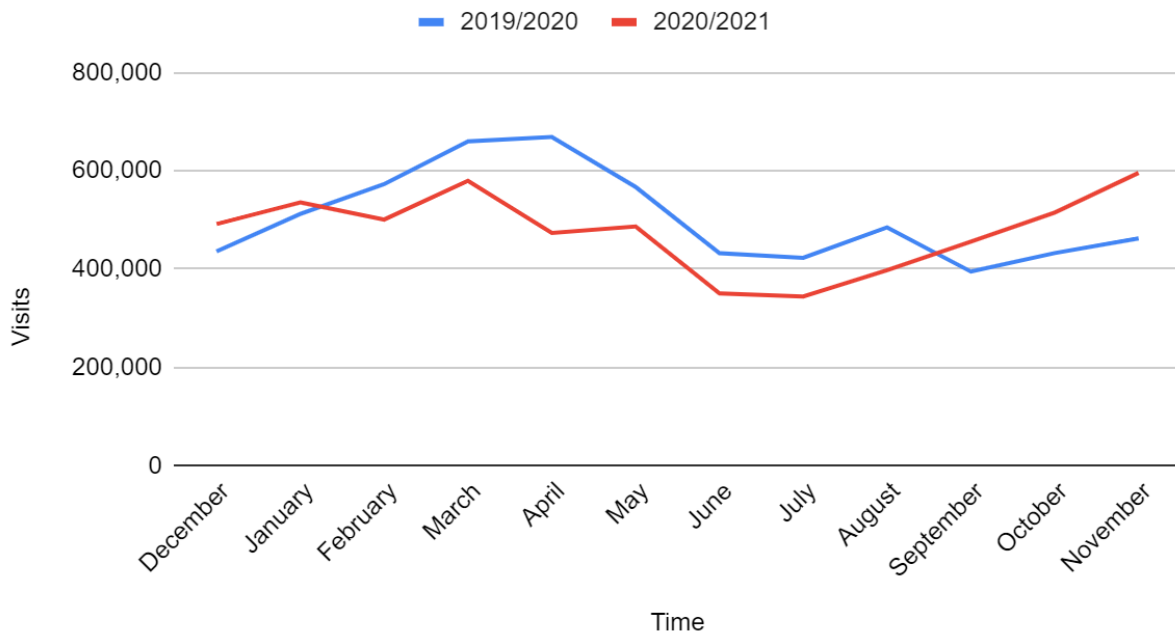
3.2.2 Traffic to the Europeana website

Europeana Foundation (EF) aims to reach 500,000 monthly visits to the Europeana website. In the following section we compare two periods (Dec 2019 - Nov 2020 and Dec 2020 - Nov 2021) to see trends over time.⁹

To report, we currently pull the data from multiple sources, including several Google Analytics environments and Matomo via a manual process. Thus, while errors can occur during this process, resulting in discrepancies in values presented in different dimensions, we make a great effort to ensure these discrepancies are minimal and do not alter the overall picture shown in the report.

We are also in the process of automating our approach to gathering and analysing usage data. In the changeover from Google Analytics to Matomo, which doesn't offer integrations with other data visualisation tools such as Databox, we have encountered a setback. We will continue to explore solutions.

Traffic for Europeana website (Dec 2019 - Nov 2020 and Dec 2020 - Nov 2021)



The traffic to the Europeana website decreased by 321,303 (-5.2%), from 6,175,178 million visits in 2019/2020 to 5,853,875 million visits in 2020/2021.

⁹ The analysis shows data from three sources, the current production website (including blog) and the old classic version.

In April/May 2020 we saw an unusual spike due to the pandemic, which flattened in 2021. Some months traditionally drive less traffic to the website (such as holiday seasons during winter and summer). We can also assume that promotional campaigns (e.g. Women's history month in March) or big events (e.g. Europeana 2021) drive more traffic to the website, contributing to spikes in March and November.

3.2.2.1. Traffic channels

Traffic to the Europeana website comes from five primary channels: organic search (via search engines), direct (people directly typing the url in the browser or using bookmarks), social media, referral (visits coming via links on other websites), and email (from newsletters). Please note that the substantial changes in tracking cited earlier are reflected in the numbers in the chart. More detailed information is provided in the sections below.

Channels of traffic in visits (Dec 2019 - Nov 2020 and Dec 2020 - Nov 2021)

	2019/2020	2020/2021	Change
Organic search	3,540,000	3,533,254	- 0.19 %
Direct	1,040,000	1,046,433	+ 0.61 %
Referral	500,800	262,400	- 47 %
Social	784,200	438,675	- 44 %
Email	32,743	20,803	- 36 %
Other	274,900	444,200	+ 61 %

Organic search

A visit is considered to come from organic search if a user arrives at our website via a search engine with keywords. Google Analytics automatically recognises the most popular search engines, and attributes traffic to these sources.

Organic search continues to be our biggest traffic channel. It contributes to 60% of total traffic. In this period it decreased by 0.19%.

Direct traffic

A visit is considered to be direct traffic if a user directly typed an Europeana website-related URL, or if the user bookmarked the site.

Direct traffic continues to be our second largest traffic source, contributing 17% of total traffic in this period. It increased by 0.61%. While it is encouraging to see this very small increase in traffic, unfortunately, looking further into the origin of traffic and landing pages, we conclude that this could be due to bot traffic. We will investigate if it is possible to

exclude bot traffic by default in our tracking system, Matomo, to allow for the traffic to show access by real users only.

Ultimately, the aim is to further increase the percent of traffic coming from this channel because these people are loyal to Europeana, they like the offer, and return to the website. Increasing the traffic that comes directly to the Europeana website may be a good metric of retention—perhaps even more useful than that of returning visitors, which, as we'll discuss later, is a less relevant metric when visitors can opt out of tracking cookies.

Referral traffic

A visit is considered a referral when a user is referred from another site to the Europeana website. The third biggest traffic channel is referral websites which make up 4% of the total traffic. In this period, referral traffic decreased by 47%. Instead of reflecting an *actual* precipitous drop, the drop reflects our inability to track visits and their sources (thus, substantially fewer because we simply are unable to track them, not because they didn't happen). Further, we have limited influence on the numbers we see, e.g., for our own channels, we can experiment with manual UTM tags in links. However, we have no control over links published on external GDPR-compliant websites.

The biggest source of referral traffic in this period is Omnia.ie.¹⁰ The platform allows a user to explore repositories such as Europeana or the Digital Public Library of America through one interface¹¹. This source contributed 40,698 visits in this time period.

Social

Social is a type of referral traffic that originates on a social media platform. Social platforms like Facebook, Twitter and Pinterest generated 7% of our overall traffic in this period. In this period, similarly to referral traffic, the further implementation of GDPR across social networks and the Apple iOS 14 update, protecting users' privacy, had an impact on our social media activities and reporting. With more limited data collection and sharing, we are not able to see the full picture of our social media performance. This means that in this report, we observed a drop in impressions and engagement across our social media accounts. Comparing Europeana posts on various social media platforms with the median engagement per post for all industries and non-profits showed that Europeana performs very well with high average engagement rates per post.

Previously, on social media with a targeting component, we were able to work very precisely to target audiences. Now, we must work with less precise audiences. Our ability to match with specific interests is less precise and the competition is greater, so our content is less frequently shown as the best match. Further, as we are not tracking visitors, it's currently not possible to identify people who previously interacted with our content or visited the site.

¹⁰ <http://omnia.ie/>

¹¹ <https://eadh.org/projects/omnia>

More detailed information on traffic from social media platforms and interaction with content on the Europeana social media channels is provided in section [4.2. Europeana social media channels](#).

Email

Email traffic makes up 0.3% of total traffic in the past year. The main source of traffic for this channel is the newsletter which contributes 19,531 visits. Traffic coming via this channel decreased by 36% over the past year. Relative to referral and social traffic, this decrease is smaller. This reflects our discovery over the past several months that Google Analytics and Matomo register email traffic differently. While we have captured part of the traffic, some of the traffic is still missing. As a solution, and since the issue was identified in December 2021, we are manually adding the Matomo tracking parameters to the link in emails. In future, we should see a return to closer to previous email traffic numbers as our tracking regains its accuracy.

Other

The traffic grouped under this channel is traffic that has an acquisition source or medium that is not recognized within the Google Analytics/Matomo default system-defined channel rules like 'Email' or 'Social.'

Other traffic made up 7% of total traffic in the past year. The 61% increase in traffic from undefined sources, classified as 'Other', is likely due to greater online user privacy and GDPR legislation, which prevents us from tracking users in as much detail as before—this is the opposite phenomenon from what we see with social and referral traffic: visits that can not be tracked automatically instead show up in this category. Increased integrations with our API on third party platforms *may* also be a contributing factor.

3.2.2.2. Geographic distribution of users

To gain a better understanding of traffic to the Europeana website we also looked at the geographic distribution of users. The table below illustrates the top 10 countries from which users visited the website.

Top 10 countries with most visits (Dec 2019 - Nov 2020 and Dec 2020 - Nov 2021)

Top 10	Dec 2020 - Nov 2021	% change compared to the same period last year
1.	Germany (557,744)	+ 24 %
2.	Spain (398,914)	- 15 %
3.	Netherlands (348,048)	- 23 %
4.	United States (410,857)	- 0.3 %
5.	Italy (311,074)	- 22 %
6.	India (299,330)	+ 422 %
7.	Sweden (287,744)	+ 10 %
8.	France (261,526)	- 7 %
9.	United Kingdom (224,953)	- 3 %
10.	Poland (182,235)	+ 24 %

The biggest increase + 422% in traffic comes from India. Unfortunately, all of this traffic lands on one item page '[Contenant les titres XX, XXI, XXII, XXIII, XXIV, XXV, XXVI, XXVII, XXVIII, XXIX, XXX, XXXI, XXXII et XXXIII du livre XLIII; les livres XLIV et XLV](#)' which suggests that this is bot traffic. The increase in traffic from Germany + 24% lands on the German homepage and also on the same landing page as traffic from India. The increase in traffic from Sweden + 10% lands on the Swedish homepage and 4 different items. One item has a broken media link so that is probably bot traffic. The second item is '[Sail tensioner](#)', third is '[Identity badge](#)' and fourth is '[Bulletproof suit with helmet, the police in Eskilstuna](#).'

3.2.2.3. Top landing pages

The most popular landing pages are the homepages in various languages which is what one would expect considering that direct traffic is our second highest source of traffic (for example, when people go to the website directly by typing in the url, they arrive at the homepage).

There is some correlation between the countries with the most visits and the top landing pages in the language of those countries. We also see that the Collections hub page and the art collection are popular pages. We assume that the collections hub page is popular because people are curious to see what topics our collection covers. The art collection is probably popular because it is our most visually appealing collection.

Top landing pages (Dec 2020 - Nov 2021)

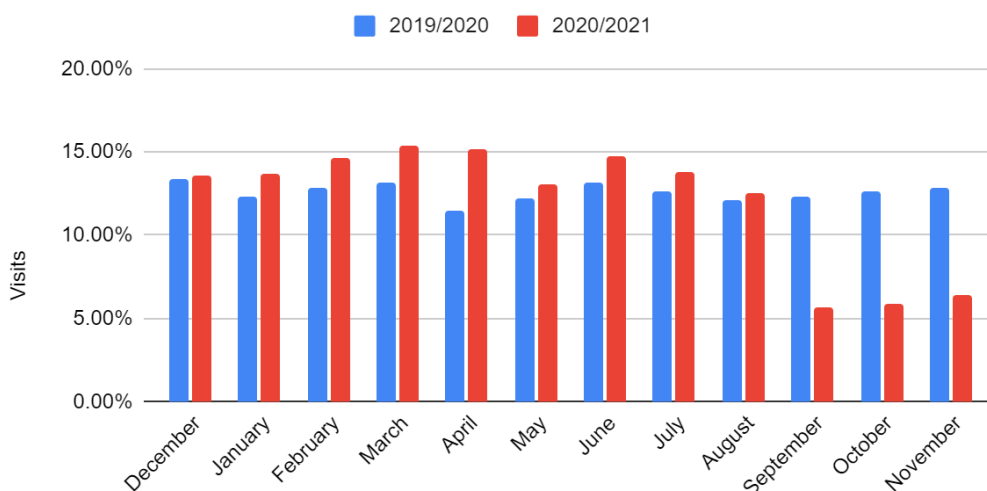
Landing page	URL	Visits
Homepage in English	https://www.europeana.eu/en	129,639
Homepage in Spanish	https://www.europeana.eu/es	72,411
Collections hub page in English	https://www.europeana.eu/en/collections	24,801
Art collection in English	https://www.europeana.eu/en/collections/topic/190-art	24,373
Homepage in French	https://www.europeana.eu/fr	20,705
Homepage in German	https://www.europeana.eu/de	20,648
Homepage in Italian	https://www.europeana.eu/it	18,013
Homepage in Portuguese	https://www.europeana.eu/pt	13,344
Exhibition 'European sport heritage/ the olympic and paralympic games'	/es/exhibitions/european-sport-heritage/the-olympic-and-paralympic-games	12,055
Homepage in Polish	https://www.europeana.eu/pl	11,586

3.2.3. User return rate to Europeana website

EF aims to reach a user return rate of 15% on the Europeana website. Happy users return and become loyal users of the service (website). Since we introduced the new cookie consent banner in September whereby people can choose not to be tracked using cookies, we are no longer able to accurately record the user return rate, which results in a significant drop in the recorded number of returning user numbers starting from September 2021. Before September 2021, when comparing 2019/2020 and 2020/2021 we

can see that the user return rate increased over time. Due to this change in process, we believe we should explore alternative metrics to measure user satisfaction in future.

User return rate to Europeana website (Dec 2019 - Nov 2020 and Dec 2020 - Nov 2021)



3.2.4. User satisfaction with the Europeana website

EF regularly measures user satisfaction on the Europeana website through surveys. In Europeana DSI-4 Y3 we changed the method of measuring user satisfaction from Net Promoter Score (NPS)¹² to a Likert scale¹³. Therefore a direct comparison of survey results to the previous year is not possible.

We aim for an average user satisfaction rate of 75%. In July 2021, we received a good average satisfaction rate of 72% based on 1,207 responses. 527 of the respondents (43.7%) were completely satisfied and 219 (18.1%) were satisfied with the website. 141 (11.7%) of the respondents were not satisfied at all and 177 (14.7%) were not satisfied. The remaining 143 (11.8%) were neutral.

We also look at direct user feedback to find out what users like or where users are experiencing difficulties with the Europeana website, with the aim of improving the platform over time. The majority of people are happy when they find a rare item or one that is significant to them. People are dissatisfied with media resolution, inaccurate metadata and broken links. We are resolving the issue with the media resolution and broken links. Issues with the accuracy of the metadata are communicated to the data provider. More information on user feedback is provided in the A.1 Platform report.¹⁴

¹² An NPS is calculated based on responses to a single question: ‘How likely is it that you would recommend our company/product/service to a friend or colleague?’ NPS rating is on a scale of -100 to +100, with a score of +50 considered excellent. https://en.wikipedia.org/wiki/Net_Promoter

¹³ The average satisfaction on a 5-point Likert scale is translated into % (e.g. an average of 3.6 stars equals to a satisfaction rate of 72%).

¹⁴ Available on request.

3.2.5. User behaviour on the Europeana website

To see how our users are behaving on the Europeana website we monitor the following engagement metrics.

User behaviour on the Europeana website (Dec 2019 - Nov 2020 and Dec 2020 - Nov 2021)

	2019/2020	2020/2021	Change
Downloads (cumulative per DSI year)	369,059	124,006	- 66%
Total number of click-throughs to partner websites (cumulative per DSI year)	136,938	182,842	+ 34%
Average visit duration	1:44	01:34	- 0.10 sec
Average number of pages viewed per visit	3.04	2.96	- 0.8 pages

There are various factors that affect the numbers for downloads. Not all our items can be downloaded. We experience that more providers ask us to restrict the download option, for example, because of a restrictive copyright statement (almost 11 million items on the website), which might have impacted the number of downloads.

In this period, the number of click-throughs to the provider website increased by 34%. We believe the user experience is optimised when s/he can find everything sought in one location. Thus, it is our aim to display the high-resolution media file with all its metadata on the Europeana website. One reason for users to click-through to the providing institution is that many archives and libraries share text documents that don't supply a direct media link but only a click-through link that leads people to their website. We want to offer the user the ability to go to the provider website to view the media in detail. When these data providers also supply a direct media link, users have a comprehensive experience on the Europeana website.

3.2.6. Content usage on the Europeana website

On the Europeana website users can search for digital objects and entity collections¹⁵, and browse editorial content and educational resources.

In the past year, we published a high volume of editorial content which, combined with social media promotion, drew visitors to the website. We worked closely with partners creating editorial within the DSI, Generic Services projects and external contributors to maximise the quality, reach and engagement of editorial on the Europeana website. Below

¹⁵ For example: <https://www.europeana.eu/en/collections/topic/221-watercolor-painting>

we highlight the content that users most engaged with in the given period, measured by number of visits.

Exhibitions¹⁶

Exhibitions are long-form narratives that aim to engage readers with interesting stories and high-quality imagery. Exhibitions have SEO (Search Engine Optimization) value and have the potential to remain relevant to audiences, and drive website traffic over a longer period. Exhibitions offered in multiple languages also attract more visitors.

We measure the satisfaction for exhibitions by calculating the average satisfaction on a 5-point Likert scale.¹⁷ From September 2020 to January 2021, we measured every new exhibition separately. Since February 2021, every month (from 1st to the last day) a satisfaction survey is run on all the exhibitions collectively giving a better overview to already published material. We aim for an average satisfaction of 75% every month and for the period the average satisfaction level is 86%. In the past year, the traffic to exhibitions increased by 1.18%. The top three exhibitions based on numbers of visits are listed below.

Traffic to exhibitions (Dec 2019 - Nov 2020 and Dec 2020 - Nov 2021)

	2019/2020	2020/2021	Change
Total visits to exhibitions	499,688	505,605	+ 1.18%

Top three exhibitions (Dec 2020 - Nov 2021)

Title	Language versions	Date of publication	Visits
Art Nouveau - A Universal Style ¹⁸	English, French, Italian, German, Polish, Spanish	March 2017	66,138
The Sakharov Prize ¹⁹	All 24 supported languages	May 2021	61,889
Magical, Mystical and Medicinal ²⁰	English, German, Spanish	September 2020	24,008

Galleries²¹

Galleries are curated sets of items based on a theme, created by partners, EF staff members, or, more recently, website users using the Europeana account functionality introduced earlier this year. There are over 10,000 registered website users and almost 1,500 user galleries have been created to date, some of which are featured on the website.

¹⁶ <https://www.europeana.eu/portal/exhibitions/foyer>

¹⁷ After collecting all the responses, we apply the formula $[(1 \times N) + (2 \times N) + (3 \times N) + (4 \times N) + (5 \times N)] / \text{total number of participants} = \text{XX stars on average which equals to XX\% average user satisfaction}$.

¹⁸ <https://www.europeana.eu/exhibitions/art-nouveau-a-universal-style>

¹⁹ <https://www.europeana.eu/exhibitions/sakharov-prize>

²⁰ <https://www.europeana.eu/exhibitions/magical-mystical-and-medicinal>

²¹ <https://www.europeana.eu/galleries>

In the past year, the traffic to galleries decreased by 52%, as the focus shifted to user galleries which we are promoting actively and featuring on the website. Notably, these specific participation efforts are not reflected in the KPIs. We will consider how to report performance in that area, along with that of “traditional” galleries. Top three galleries based on numbers of visits are listed below.

Traffic to galleries (comparing Dec 2019 - Nov 2020 and Dec 2020 - Nov 2021)

	2019/2020	2020/2021	Change
Total number of visits to galleries	213,621	111,500	- 52%

Top three galleries (Dec 2020 - Nov 2021)

Title	Date of publication	Visits
Art by female artists ²²	October 2020	1,325
Newsreels and TV news about vaccines ²³	January 2021	1,215
Female authors ²⁴	January 2021	769

Blogs

Blogs are short editorial pieces that illuminate a particular topic - they can tell a story of individual artists, artworks or institutions. In the past year, the traffic to blogs decreased by 51.4%. Again, this may reflect a difference in tracking rather than an actual decrease. In 2019/2020 the blog was a separate website on a different platform (Wordpress). We will continue to determine how to improve tracking and statistics on this measure. The top three blogs are listed below.

Traffic to blogs (Dec 2019 - Nov 2020 and Dec 2020 - Nov 2021)

	2019/2020	2020/2021	Change
Total number of visits to blogs	657,585	338,086	- 51.4%

Top three blogs (Dec 2020 - Nov 2021)

Title	Date of publication	Visits
The Olympic Games that didn't happen ²⁵	July 2021	10,622

²² <https://www.europeana.eu/galleries/art-by-female-artists>

²³ <https://www.europeana.eu/en/galleries/newsreels-and-tv-news-about-vaccines>

²⁴ <https://www.europeana.eu/galleries/female-authors>

²⁵ <https://www.europeana.eu/blog/the-olympic-games-that-didnt-happen>

Traveling for pleasure: a brief history of tourism ²⁶	June 2020	8,769
Progress in war making: the industrialisation of World War 1 ²⁷	November 2019	5,973

3.3. Europeana APIs

EF provides and develops multiple API endpoints for software clients to interact with the platform. Europeana APIs allow users to build applications that use the wealth of cultural heritage objects available on the Europeana website, supporting the development of new products, services and creations.

3.3.1. Audiences

The Europeana API user is documented in the form of a 'Persona' (see [Annex](#)). Ongoing work during DSI-4 Y4 is aimed at directly contacting our API users to offer 1:1 support, as was identified as an important user need by surveying the API users in DSI-4 Y3. Part of this 1:1 support will involve asking our responsive API users about the projects they're working on and the sector they are in, with the goal of learning more about the representation of different user segments. In this way, we will gain more insight into our API audiences. We will report on the initial outcomes of this work in the next C.2/C.3 Users and usage report (due May 2022).

3.3.2. Usage

In the past year (Dec 2020 - Nov 2021), the Europeana REST API²⁸ received on average about 18.3 million external API requests per month. API usage was a bit lower in the past year while the number of users increased (+ 8.6%) and users were interested in our APIs (+ 15.8% API sign-ups). We will focus our efforts on visibility of our API suite and to keep the developer community up to date with changes, as well as providing personalised support to developers that want to use our APIs, and on maintaining and updating our documentation. We will also promote Europeana API services at relevant outreach events to increase awareness and usage.

Usage statistics for APIs (Dec 2019 - Nov 2020 and Dec 2020 - Nov 2021)

Metric	2019/2020	2020/2021	Change
Number of API users that exceeded the average of 5 calls a day (REST API) (average per month)	57	56	- 1.8%

²⁶ <https://www.europeana.eu/blog/travelling-for-pleasure-a-brief-history-of-tourism>

²⁷ <https://www.europeana.eu/blog/progress-in-war-making-the-industrialisation-of-world-war-1>

²⁸ <https://pro.europeana.eu/page/intro>

Number of API users that were active for more than 5 days in each month (REST API) (average per month)	55	52	- 5.5%
Average number of API users per month (REST API)	175	190	+ 8.6%
Total number of API sign-ups (REST API)	779	902	+ 15.8%
Average number of external requests per month (REST API)	~ ²⁹	18.3 million	-

3.4. Transcribathon.eu

Transcribathon.eu is a crowdsourcing platform allowing users to add transcriptions, tags and georeferences to historical material (historical letters, diaries and pictures). Transcriptions of documents are sent back to the providing cultural heritage institution, to help make their content more accessible. The following section reports on efforts made since the previously submitted C.2/C.3 Users and usage report (July 2021). It states activities and metrics for the period between Jul - Nov 2021.

In June 2021 the continuous online Stories of the Month Run³⁰ began. Each month, Europeana Transcribe highlighted several stories in various languages, selected around a certain theme, ranging from war diaries, family correspondence to love letters and theatre play manuscripts. By transcribing a story of their choice, people are automatically taking part in the Stories of the Month Run. Participants can also make their own choice and work on other documents that are related to the theme. Participants are encouraged to work on documents that people have begun work on, but have not yet been completed. All contributions count. Themes were: family (July 2021), Fall of the Iron Curtain (August 2021), travel (September 2021), food (October 2021), 19th Century documents (November 2021); and upcoming: Welcoming Winter (December 2021 - January 2022).

In preparation for a major crowdsourcing campaign in Dublin in 2022 (as part of the Enrich European Plus project), an online training run³¹ was held in November 2021. The event was organised in cooperation with project partners Dublin City Council and the Digital Repository of Ireland. In the first session participants, staff and other CHI professionals, were introduced to the Transcribathon tool and platform, working with content from DCC.

All events contributed to an increased number of users, characters transcribed, and documents in progress as shown in the table below.

²⁹ This metric was only introduced in January 2020 therefore a comparison is not possible.

³⁰ <https://europeana.transcribathon.eu/stories-of-the-month/>

³¹ <https://europeana.transcribathon.eu/runs/dublin-run/>

Metrics from Transcribathon.eu comparing Jul 2021 with Nov 2021

Type	Jul 2021	Nov 2021	Change (%)
Documents in progress	40,000	40,500	+ 1.25
Characters transcribed	37,965,792	40,847,223	+ 7.6
Documents uploaded	335,089	335,938	+ 0.3
Registered users	3,300	3,337	+ 1.1

4. External platforms

This chapter assesses usage patterns of Europeana content on external platforms such as social media and educational platforms.

4.1. Data collection methods

For the evaluation of the usage of Europeana content on Europeana social media channels this report draws from data available via Google Analytics³²/Matomo³³ and social networks' insights.

For the analysis of usage on third party platforms we rely on information requested from our partners.

4.2. Europeana social media channels

We make strategic use of social media as a means of sharing cultural heritage content with European Citizens in the promotion of the Europeana website and seasonal campaigns. Social media enables us to place culture right where people are most likely to make use of it, reaching them in their online activities and via their communities of interest.

Social media and GDPR and Mac iOS 14

The implementation of GDPR across social networks and the Apple iOS 14³⁴ update, protecting users' privacy, had an impact on our social media activities and reporting. With more limited data collection and sharing, we are not able to see the full picture of our

³² <https://matomo.org/>. Note: in the reporting period we switched from the tool Google Analytics to Matomo Analytics.

³³ <https://stats.europeana.eu>

³⁴ <https://www.facebook.com/business/help/331612538028890?id=428636648170202>

social media performance. This means that in this report, we'll observe a drop in impressions and engagement across our social media accounts. In future, once all the incoming data will come from the post-GDPR period, we'll be able to better understand again the impact and progress of our activities on social media.

Since GDPR is a way to build trust and create a safe online environment, we embrace the change and concentrate on the data we receive from citizens who opted in and wish to engage with us. That's why, from this report onwards, we'll put more emphasis on the engagement rate: a number of (tracked) actions out of a (tracked) number of views. In this way, we're still able to resurface the content that resonated with users. We also use benchmarks³⁵ (for non-profit and across industry categories) to assess the quality of our social media posts.

In the following section we compare two periods (Dec 2019 - Nov 2020 and Dec 2020 - Nov 2021) to see trends over time.

Visits to the Europeana website from social media (Dec 2019 - Nov 2020 and Dec 2020 - Nov 2021)

Metric	2019/2020	2020/2021	Change
Visits	784,200	438,675	- 44%

The trackable traffic from social media makes up 7% of the total traffic. The traffic from social media has dropped by 44% between 2019/2020 and 2020/2021.

Most traffic came from Facebook (71.4%), followed by Pinterest (14.2%), Twitter (13.3%), and Instagram (1%). Besides our own social media channels we received traffic from YouTube, a video sharing service, Reddit - a discussion forum hub and VKontakte, a social media platform popular mainly in Russia, Belarus and Ukraine as well as traffic from Asian social networks such as Sina Weibo and Naver. This shows that the Europeana website increases its recognition outside of the European Union. More details on our individual social media channels can be found below.

4.2.1. Facebook³⁶

We publish new posts on Facebook daily. At the end of November, Europeana had over 121,000 Facebook fans. During last year, we gained 1,373 new fans (1.14% increase).

The campaign management and execution on Facebook have been affected by GDPR regulation and the introduction of iOS14³⁷ in 2020-2021. This is visible in the drop of

³⁵ <https://www.rivaliq.com/blog/social-media-industry-benchmark-report/>

³⁶ <https://www.facebook.com/Europeana/>

³⁷ <https://www.facebook.com/business/help/331612538028890?id=428636648170202>

impressions and engagement since fewer people were tracked. Reaching niche communities of interest with the content relevant to them became challenging because of the limited targeting options and audience information. This means we have to work with broader audiences and use more general themes, which decreases a chance of conversion.

The trackable traffic from Facebook has dropped by 51.5%. During the reporting period, Facebook insights registered 935,883 outbound clicks to Europeana. The link clicks show the number of clicks posts received whether the page was loaded or not. It's affected by various factors such as multiple clicks when impatient, slow internet connection, or browsing on a mobile device, therefore it's higher than the actual amount of visits which are tracked on the website itself. Over time, this metric, together with the number of registered visits (253,861 for this reporting period), we hope will give us a better view of actual performance, and help us assess the reporting gap created by privacy regulations.

Traffic from Facebook to Europeana website (Dec 2019 - Nov 2020 and Dec 2020 - Nov 2021)

Metric	2019/2020	2020/2021	Change
Visits	523,933	253,861	- 51.5%

Engagement on Facebook (Dec 2019 - Nov 2020 and Dec 2020 - Nov 2021)

Metric	2019/2020	2020/2021	Change
Impressions	84,117,093	36,207,519	- 56.9%
Engagements (shares, likes, comments)	3,047,677	899,804	- 70.5%

Best performing Facebook posts in the reporting period based on engagement are listed below.

Top three posts on Facebook based on the number of engagement (Dec 2020 - Nov 2021)

Title	Type	Date of publication	Engagement	Engagement rate
Women's History Month	Feature page	01/03/2021	24,100	1.8%
Exhibitions	Landing page	12/01/2021	5,521	0.5%
Benfica	Blog post	09/12/2020	5,738	5.7%

Comparing Europeana posts with the median engagement per Facebook post for all industries (0.08%) and non-profit (0.13%)³⁸, Europeana performs very well with an average Facebook engagement per post of 1.3%.

The best performing content was part of two of our campaigns, Women’s History Month (Women’s History Feature Page) and Europeana Sport (a blog about Benfica created in partnership with the club’s museum). We also tested promoting the exhibitions landing page with a broader audience. While we were able to generate a high number of total engagements, the proportion of people taking action (engagement rate) was much lower compared to more specific topics. Finding the optimal level of granularity to generate engagement will be further tested and explored.

4.2.2. Twitter³⁹

We tweet from our account at least once per day, usually multiple times per day. We use Twitter both to engage the users with content, as well as keep in touch with the partners and stakeholders and encourage the audiences to participate in the online events organised by Europeana. At the end of November 2021, the Europeana Twitter account counted 42,055 followers. In the past year, we gained 2,257 new fans (a 5.7% increase).

Traffic from Twitter to Europeana website (Dec 2019 - Nov 2020 and Dec 2020 - Nov 2021)

Metric	2019/2020	2020/2021	Change
Visits	33,698	47,290	+ 40.3%

Engagement on Twitter (Dec 2019 - Nov 2020 and Dec 2020 - Nov 2021)

Metric	2019/2020	2020/2021	Change
Impressions	4,806,500	5,669,200	+ 17.9%
Engagement (shares, likes, comments)	45,646	41,418	- 9.3%

We observed an increase of 17.9% in impressions and a decrease of 9.3% in engagement on Twitter. Traffic coming from Twitter to the Europeana website increased by over 40%. Yet, part of the traffic is possibly bot traffic which slipped through the website.

Best performing tweets based on engagement are listed below.

³⁸ <https://www.rivaliq.com/blog/social-media-industry-benchmark-report/>

³⁹ <https://twitter.com/Europeanaeu>

Top three posts with the highest engagement (Dec 2020 - Nov 2021)

Title	Type	Date of publication	Engagements	Engagement rate
Benfica	Blog post	9/12/2020	1,484	1.8%
Power Suits	Gallery Of The Week	15/03/2021	1,187	2.9%
Advent Calendar	Advent Calendar	1/12/2020	970	1.5%

Comparing Europeana engagement per tweet with the median engagement per tweet for all industries (0.045%) and non-profit (0.055%)⁴⁰, the average engagement rate for a tweet from Europeana is 1.2%.

As, contrary to other social networks, Twitter feed is largely chronological, it's possible to optimise our performance using trending and popular hashtags, explaining longer ideas and providing more links with threads and easily interacting with our partners and community by tagging the relevant accounts. The top performing tweet, promoting a post created in collaboration with the Benfica club's museum, performed well thanks to the club's account retweeting it to over a million of its followers. The performance of the Power Suit tweet is related to a discussion about the meaning of the suit within LGBTQ+ community. Our annual cultural heritage Advent Calendar remains popular among culture lovers interested in sharing joy and exploring new content.

4.2.3. Pinterest⁴¹

Boards on Pinterest showcase content related to themes such as time periods, artists, art and design movements, types of objects, and animals. A user can access more than 10.5 thousand pins organised in more than 270 boards.

At the end of November 2021, the Europeana Pinterest channel counted 28,417 followers. In the past year, we saw an 18.4% increase in followers.

Traffic from Pinterest to Europeana website (Dec 2019 - Nov 2020 and Dec 2020 - Nov 2021)

Metric	2019/2020	2020/2021	Change
Visits	64,895	50,563	- 22%

⁴⁰ <https://www.rivaliq.com/blog/social-media-industry-benchmark-report/>

⁴¹ <https://www.pinterest.de/europeana/boards/>

Engagement on Pinterest (Dec 2019 - Nov 2020 and Dec 2020 - Nov 2021)

Metric	2019/2020	2020/2021	Change
Impressions	70,168,257	69,310,069	- 1.2%
Engagement (close-ups, saves, clicks, comments)	3,134,460	2,751,924	- 12.2%

In the past year, both traffic from Pinterest to the Europeana website as well as engagement on the platform itself decreased. In 2021, Pinterest focused on its e-commerce functionalities and as a result, updated the algorithm to favour shoppable content.⁴² While previously, well-performing pins had to be visually attractive, currently a rich description and a title are needed for the pins to score high. With the pins being more informative, Pinterest invites users to stay longer on the platform, instead of clicking through to the source website.

Moreover, following other social platforms, it increased the importance of the video. This is a challenge for Europeana, as many of our records, while visually interesting, do not offer exhaustive information about the item. Yet, Europeana's own account functionality answers the need for saving and curating content from Europeana. Therefore our efforts will go mainly towards promoting our own functionality, while testing the rich content and video pins with high-potential content from our campaigns such as Women's History Month.

Pinterest users engaging with Europeana content are mostly interested in fashion followed by design, crafts and art. Most popular Pinterest pins in the reporting period based on impressions are listed below, and are fashion catwalk images.

Top three most popular pins on Pinterest (Dec 2020 - Nov 2021)

Title	Type	Impressions
Thierry Mugler, Spring-Summer 1998	Fashion (catwalk photo)	679,302
Yves Saint Laurent, Spring-Summer 1995, Couture	Fashion (catwalk photo)	289,863
Thierry Mugler, Autumn-Winter 1998, Couture	Fashion (catwalk photo)	236,574

4.2.4. GIPHY

Since 2015, we organise annual GIF IT UP competitions with the aim to increase our reach to new and wider audiences and to promote engagement with Europeana content. We collaborated with international partners including DPLA (Digital Public Library of America),

⁴² <https://newsroom.pinterest.com/>

DigitalNZ (New Zealand), Trove (National Library of Australia), DAG Museums in India and Japan Search and the leading online GIF site GIPHY to run and promote the competitions. In 2021, we welcomed a new partner, the Art Institute of Chicago⁴³.

Our activities were very successful with over 900 GIFs created with cultural heritage content as part of the yearly GIF IT UP competitions. Additionally, we have a Europeana GIPHY account⁴⁴ with over 120 GIFs created by Europeana staff to illustrate blogs and for use on social media.

Note: GIFs are embedded in different places, channels and websites and those do not link back to the Europeana website. Therefore the traffic analysis was excluded in this section.

Engagement on GIPHY (Dec 2019 - Nov 2020 and Dec 2020 - Nov 2021)

Metric	2019/2020	2020/2021	Change
Impressions	419,296,173	475,100,000	+ 13.3%

In the past year, impressions for our GIFs increased by 13.3%. Given that many GIFs are being used on social media and in messaging applications (such as WhatsApp, Telegram, Facebook Messenger) to express emotions, the majority of the most popular GIFs are the ones representing facial expressions such as smile, wink or eyeroll. Additionally, Europeana's GIFs appear high in the search results for keywords such as love, moustache, art, ski, dance on the GIPHY page. Adding relevant and trending tags to GIFs is a way to have them appear high in the search results.

At the end of 2021, GIPHY has introduced a new format—clips. These are short animations with sound. We will explore this format by creating a number of clips using openly licensed video, audio and animated images from Europeana.

4.2.5. Instagram⁴⁵

On Instagram, we share visually appealing artworks and photographs accompanied by a short description and a number of relevant hashtags encouraging findability. At the end of November 2021, the Europeana Instagram channel counted 7,393 followers. In the past year, we saw an increase of followers with 37.8%.

The platform offers very limited opportunities to link, or generate traffic back to the Europeana website. To make a better use of the 'link in bio' section, we created a landing page⁴⁶ listing the content related to the recent posts. In this way, we can showcase more

⁴³ <https://www.artic.edu/>

⁴⁴ <https://giphy.com/europeana>

⁴⁵ https://www.instagram.com/europeana_eu/

⁴⁶ https://linkin.bio/europeana_eu

content under the single link and give the users the opportunity to click-through and discover records and editorial pieces on the Europeana website. Instagram generated 3,629 visits to the Europeana website, 22.2% less than in the previous reporting period. Part of the visits from Instagram might be classified as 'Other' due to the GDPR regulations.

Traffic from Instagram to Europeana website (Dec 2019 - Nov 2020 and Dec 2020 - Nov 2021)

Metric	2019/2020	2020/2021	Change
Visits	4,664	3,629	- 22.2%

Engagement on Instagram (Dec 2019 - Nov 2020 and Dec 2020 - Nov 2021)

Metric	2019/2020	2020/2021	Change
Impressions	518,071	737,262	+ 42%
Engagement (close-ups, saves, clicks, comments)	17,254	12,513	- 24%

In the past year, impressions on Instagram increased, mainly through an active use of Stories. At the end of 2021, a new feature - the link sticker has been added as a functionality to Stories. Since its introduction, we use it to promote timely content (like #OnThisDay events) and send the users to relevant stories on Europeana. The results of this should be visible in the next reporting period.

This year, we launched a dedicated Instagram account for GIF IT UP⁴⁷. In this way, we are able to address creatives and inform them about resources, and share inspiring GIFs and content without overwhelming the Europeana account. At the same time, cross promotion is possible, in both directions. Between mid-September and December 2021, this account gained 130 followers, generated 7,227 impressions and 683 engagements.

Comparing the Europeana engagement rate with all industries (0.98%) and non-profit (1.41%)⁴⁸, Europeana's average engagement rate is above the norm at 2.01%.

Top three posts with the highest engagement (Dec 2020 - Nov 2021)

Title	Type	Date of publication	Engagements	Engagement rate
Miniature of a garden	Image/Medieval Manuscript	12/04/2021	366	9.4%
Christmas trees	Gallery	24/12/2021	339	11.6%

⁴⁷ https://www.instagram.com/gifitup_competition/?hl=en

⁴⁸ <https://www.rivaliq.com/blog/social-media-industry-benchmark-report/>

Julia Margaret Cameron	Photo	11/06/2021	303	8.4%
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4.3. Third party platforms

We continued to collaborate with third party platforms and apps to bring cultural heritage to new and wider audiences. We mainly reach the general public (European citizens) as well as educational audiences with Europeana digital cultural content.

4.3.1. European citizens and creatives

The following section reports on efforts done since the previously submitted C.2/C.3 Users and usage report (July 2021). It states activities for the period between Jul - Nov 2021.

GIF IT UP

This years' GIF IT UP contest saw a total of 186 entries, of which 158 were eligible for public and jury competition.⁴⁹ The contest was presented to the makers at the "Heritage meets makers"⁵⁰ event during the Month of Digital Heritage in November 2021.

Digital Storytelling Festival

In July, we organised the festival's closing event⁵¹ for the Digital Storytelling Festival⁵² (May - June 2021) during which the winners shared their experience of working with open collections and creating stories. In October 2021, we presented the Festival at the MCN conference⁵³, discussing the growth of creator-led spaces, and what it could mean for open collections. The next edition of the festival is planned for Spring 2022.

The Future is Heritage

The campaign 'Discovering Europe' was featured and explored during the workshop about heritage and tourism during Heritage Field School⁵⁴ in October 2021 organised by The Future is Heritage, a platform for young culture professionals.

DailyArt & Daily Art Magazine

Through a partnership with DailyArt we bring curated content to over 1 million art lovers across the world. Due to time needed for translations because of the new language versions of the app, the artworks have to be prepared a couple of months in advance. This

⁴⁹ <https://gifitup.net/>

⁵⁰

<https://netwerkdigitaalervoed.nl/agenda/makers-programma/?campaign=maand-van-het-digitaal-erfgoed-2021>

⁵¹ <https://pro.europeana.eu/event/digital-storytelling-festival-closing-online-event>

⁵² <https://medium.com/digital-storytelling-festival>

⁵³ <https://mcn2021virtual.sched.com/event/lwtw>

⁵⁴ <https://www.thefutureisheritage.com/heritagefieldschoolprogramme>

means that at the moment, we are working on the pieces to be featured during Spring 2022. In the meantime, the social media accounts of DailyArt and DailyArt Magazine have repromoted earlier written Europeana guest pieces (e.g. Spinning in Art⁵⁵).

Chemnitz2025 (European Capital of Culture Academy)

During the Academy Camp for Chemnitz 2025 on 'Digital approaches to European Capitals of Culture (ECOCs)' during the summer 2021, we invited the participants to dive into the archival content about Chemnitz available on Europeana and to explore the animated GIF as a medium for storytelling and a way of showcasing cultural heritage collections.

4.3.2. Education platforms

We embedded relevant Europeana resources in various educational systems to increase awareness about the educational value of digital cultural data. Most of the metrics for educational audiences are tracked cumulatively per DSI year. Therefore, the analysis in this section focuses on usage of educational resources for Europeana DSI-4 Y4 (Sep 2021 - Nov 2021).

The creation of new learning resources using Europeana data is still in progress. We measure the satisfaction rate of educational communities at events (e.g. webinars, workshops, MOOCs). The first events for DSI-4 Y4 are expected in December 2021. We will report on completed work in the next C.2/C.3 Users and usage report (due May 2022).

In DSI-Y Y4 so far, we saw one new integration of Europeana educational offers in an external learning environment. In September 2021, EUScreen started to promote a new educational space⁵⁶ in their portal, which integrates Europeana resources for education. This space targets mainly teachers and CHI professionals working in education that aim to use AV content in their practice.

4.3.2.1. European Schoolnet (EUN)⁵⁷

The creation of new learning resources using Europeana data is still in progress. We will report on completed work in the next C.2/C.3 Users and usage report (due May 2022).

Learning scenarios, stories of implementation and other educational resources are published on the Teaching with Europeana blog⁵⁸, the Future Classroom Lab (FCL)⁵⁹ and the

⁵⁵ <https://www.dailyartmagazine.com/from-spindle-and-distaff-to-mass-production-spinning-in-art/>

⁵⁶ https://blog.euscreen.eu/euscreen_education/

⁵⁷ <http://www.eun.org/>

⁵⁸ <https://teachwitheuropeana.eun.org/>

⁵⁹ <http://fcl.eun.org/directory>

EUN YouTube channels⁶⁰. All Europeana content ever produced on European Schoolnet received 114,934⁶¹ visits and 36,623 users in the past year (Dec 2020 - Nov 2021).

Most visited content on Teaching with Europeana blog (EUN) (Dec 2020 - Nov 2021)

Type	Date of publication	Visits
LEARNING SCENARIOS		
Women in history colouring book (LS RS 113) ⁶²	12/08/2019	1,326
Emotional intelligence and teenagers (LS BG 506) ⁶³	30/08/2020	1,186
Why are fossils important (LS MK 289) ⁶⁴	08/04/2020	978
Stories of implementation⁶⁵		
Implementation of Letters and postcards from war times (SOI HU 03) ⁶⁶	07/03/2019	233
Implementation of Symmetrical ART (SOI IT 192) ⁶⁷	13/10/2020	111
Implementation of Epidemias en Europa (Sol ES 200) ⁶⁸	08/04/2021	105

Top 5 countries on Teaching with Europeana blog (EUN) (Dec 2020 - Nov 2021)

Country	Users	% Users
United States	3,914	10.7%
Greece	3,274	9%
Italy	2,430	6.7%
Portugal	2,289	6.3%
Spain	1,967	5.4%

⁶⁰ <https://www.youtube.com/c/EuropeanSchoolnet59>

⁶¹ Does not include the number of visits on the Future Classroom Lab Portal nor EUN YouTube.

⁶² <https://teachwittheuropeana.eun.org/learning-scenarios/women-in-history-colouring-book-ls-rs-113/>

⁶³ <https://teachwittheuropeana.eun.org/learning-scenarios/emotional-intelligence-and-teenagers-ls-bg-506/>

⁶⁴ <https://teachwittheuropeana.eun.org/learning-scenarios/why-are-fossils-important-ls-mk-289/>

⁶⁵ Stories of Implementation are only published on the Teaching with Europeana blog.

⁶⁶

<https://teachwittheuropeana.eun.org/stories-of-implementation/story-of-implementation-letters-and-postcards-from-war-times-soi-hu-03/>

⁶⁷

<https://teachwittheuropeana.eun.org/stories-of-implementation/implementation-of-symmetrical-art-soi-it-192/>

⁶⁸

<https://teachwittheuropeana.eun.org/stories-of-implementation/implementation-of-epidemias-en-europa-soi-es-200/>

4.3.2.2. Historiana⁶⁹

EuroClio publishes on its platform Historiana source collections and eLearning activities with Europeana content for history teachers across Europe. All Europeana content ever published on Historiana received 80,252 visits within the past year (Dec 2020 - Nov 2021) and the Teacher Training Kit was downloaded 776 times on the Euroclio platform⁷⁰.

Most visited content on Historiana (Dec 2020 - Nov 2021)

Type	Date of publication	Visits
SOURCE COLLECTION		
Bologna and the rise of medieval universities	DSI4 (Y2) - December 2019	420
Ludwig van Beethoven	December 2020	378
Precursors to the Reformation	DSI4 (Y2) - December 2019	351
ELEARNING ACTIVITIES⁷¹		
Iconic Images	April 2021	214
A Guerra Fria e a Corrida ao Armamento	April 2021	194
Písemné prameny k tématu KOLONIALISMUS	January 2021	129

4.3.2.3. Ministries of Education

Currently, Europeana content is integrated in the portals supported by seven Ministries of Education (France⁷², Spain⁷³, Portugal⁷⁴, Flanders-Belgium⁷⁵, Greece⁷⁶, Poland⁷⁷, Netherlands⁷⁸). We will ask these partners for usage data for the next C.2/C.3 Users and usage report (due May 2022).

⁶⁹ <https://historiana.eu/#/>

⁷⁰ <https://www.euroclio.eu/wp-content/uploads/2020/02/Teacher-Training-Guide-v3.pdf>

⁷¹ The visits are a conservative estimate. Most schools all over Europe cannot provide children emails to a platform for privacy reasons when using digital tools. Thus we got just the number of visits of the teachers, but most probably the content is accessed by more users/children when the teachers share the link of an eLearning activity.

⁷² <https://www.edutheque.fr/utiliser/partenaire/europeana.html>

⁷³ <http://procomun.educalab.es/es/comunidades/europeana-patrimonio-digital-de-la-cultura-europea>

⁷⁴ <https://erte.dge.mec.pt/europeana>

⁷⁵ <https://www.klascement.net/organisatie/22122/>

⁷⁶ <http://iep.edu.gr/el/deltia-typou-genika/europeana>

⁷⁷ <https://epodreczniki.pl/a/materialy-partnerow/D1DDYDP5e>

⁷⁸ <https://www.wikiwijs.nl/>

4.3.2.3. Other platforms

Other integrations of Europeana data in virtual learning environments are CHI portal projects, online European and international campaigns pages (for example All Digital week⁷⁹) and other platforms widely considered as EdTechs. Currently, we count 12 integrations: itslearning⁸⁰, DiCultHer⁸¹, OE Global⁸², All Digital⁸³, Photoconsortium⁸⁴, Lucian Blaga Central University⁸⁵, The Moldavian National Digital Library⁸⁶, OER commons⁸⁷, Football makes history⁸⁸, Unsplash⁸⁹, Canva⁹⁰, EUScreen⁹¹.

We will reach out to our partners to ask for usage data for the next C.2/C.3 Users and usage report (due May 2022).

5. Conclusion

The traffic to the Europeana website decreased by 5.2% in the past year (when comparing 2019/2020 and 2020/2021). In 2019/2020 we saw an uncommon increase in traffic from all channels. Therefore, we attribute this spike primarily to the increased use during the initial wave of the COVID-19 pandemic. The exceptionally high traffic in the 2019/2020 period resulted in the perceived decrease for the 2020/2021 period while traffic stabilised again to common patterns.

The channel with the highest increase in traffic was the channel 'Other' (+ 61%). The increase in traffic from undefined sources, classified as 'Other', is likely due to greater online user privacy and GDPR legislation, which prevents us from tracking users in as much detail as before. Visits that cannot be tracked automatically show up in this category. This development might also have contributed to the decrease in traffic that could be attributed to other channels previously.

⁷⁹ <https://alldigitalweek.eu/resources/>

⁸⁰

<https://pro.europeana.eu/post/european-cultural-heritage-in-educational-activities-on-the-itslearning-learning-platform>

⁸¹

<https://www.google.com/url?q=https://www.diculther.it/europeana-iccu/europeana-diculther-education/&sa=D&source=editors&ust=1639997836060000&usg=AOvVaw22fGPXcuutLnklwxFDiqv3>

⁸²

<https://alldigitalweek.eu/partners/>

<https://www.photoconsortium.net/educationalportal/europeana-for-education/>

<https://www.bcuculj.ro/en/library-resources/access-to-web-resources>

<http://www.moldavica.bnrm.md/>

<https://www.oercommons.org/search?f.search=europeana>

<https://footballmakeshistory.eu/explore-europeanas-football-heritage-mini-exhibition/>

<https://unsplash.com/@europeana>

<https://www.canva.com/p/europeanaimages/>

https://blog.euscreen.eu/euscreen_education/

We saw some occurrences of bot traffic. We will investigate if it is possible to exclude bot traffic by default in our tracking system, Matomo, to allow for the traffic to show access by real users only.

Since we introduced the new cookie consent banner in September 2021, in which people can choose not to be tracked using cookies, we are no longer able to accurately record the user return rate. This results in a significant drop in returning user numbers starting from September 2021. Before September 2021, when comparing 2019/2020 and 2020/2021 we can see that the user return rate increased over time.

In July 2021, we received a good average satisfaction rate of 72% (1,207 responses). 61.8% of the respondents were completely satisfied or satisfied with the website.

Trackable traffic from social media made up 7% of the total traffic. The traffic from social media dropped by 44% between 2019/2020 and 2020/2021. We assume that two factors contributed to this: the higher numbers in the pandemic year compared to this year and less traffic was attributable to this channel because of privacy settings.

On the social media platforms themselves, the further implementation of GDPR across social networks and the Apple iOS 14 update, protecting users' privacy, had an impact on our social media activities and reporting. With more limited data collection and sharing, we are not able to see the full picture of our social media performance. This means that in this report, we observed a drop in impressions and engagement across our social media accounts. Comparing Europeana posts on various social media platforms with the median engagement per post for all industries and non-profits showed that Europeana performs very well with high average engagement rates per post. We also saw that all platforms recorded an increase in fans/followers in the past year.

Whilst traffic to exhibitions grew modestly, traffic to blogs and galleries fell markedly so we will investigate this in the coming months. The exceptional high traffic in the 2019/2020 period might also have resulted here in a perceived decrease for the 2020/2021 period.

Topical editorial on vaccines and the Olympic Games were popular in this period, as was in-depth content on popular subjects (such as Europeana's Art Nouveau exhibition), and editorial which is extensively marketed by partners (like the Sakharov Prize exhibition by the European Parliament Archives).

In 2020/2021, we saw new partnerships reaching cultural enthusiasts across the world. Partnerships remain an important part of our public-facing activities. Partners appreciate the richness and diversity of the content available on Europeana and gladly join activities related to important, relevant, and current themes such as women's history. Partners featuring content prefer their material curated and adjusted to the needs of their platform rather than using the Europeana website itself.

We encouraged the transcription of historical material via Transcribathon.eu by organising events and (online) runs. This contributed to an increased number of users (+ 1.1%), characters transcribed (+ 7.6%), and documents in progress (+ 1.3%).

The Europeana REST API⁹² received on average about 18.3 million external API requests per month. API usage decreased slightly in the past year while the number of users increased (+ 8.6%) and users were interested in our APIs (+ 15.8% API sign-ups).

All Europeana content ever published on the educational platforms European Schoolnet and Historiana (DSI-4 Consortium partners) received about 195,000 visits in the past year (Dec 2020 - Nov 2021). One new integration into an external learning environment for education took place in DSI-4 Y4 (EUScreen started to promote a new educational space⁹³ in their portal).


Throughout DSI-4 Y4, we will continue to amplify user engagement by improving our website experiences, growing editorial and marketing activities, and including experimentation with new forms, formats, and partners.

⁹² <https://pro.europeana.eu/page/intro>


⁹³ https://blog.euscreen.eu/euscreen_education/

Annex: Europeana Personas


Persona: the teacher

 <p>The teacher</p>	<p>Jenny 46 yrs</p> <p>Teacher</p>	<p>Tasks</p> <p>What tasks are carried out by the user?</p> <ul style="list-style-type: none"> - I use the search feature over thematic collections - I use similar items feature to find other items - I make sure the items I use are free to re-use - I read the description of the items
	<p>Goals</p> <p>What changes do we want to help the user make?</p> <p>My goal is to motivate my young students to learn by creating connections with real life</p>	<p>About Jenny</p> <p>What does the user believe in?</p> <ul style="list-style-type: none"> - I am a secondary school teacher of physics, chemistry, mathematics - I am very passionate about teaching my student - I make sure my lessons are fun and interesting for the students - I believe students are the future
		<p>Context of use</p> <p>What does the user need from us?</p> <ul style="list-style-type: none"> - I require high resolution public domain content - I need to have Science Thematic Collection - I need to know the information on the rights of use - I have found out about Europeana through social media posts

Persona: the researcher

 <p>The Researcher</p>	<p>Lisa 37 yrs</p> <p>Post doctorate</p>	<p>Tasks</p> <p>What tasks are carried out by the user?</p> <ul style="list-style-type: none"> - I use the search feature over thematic collections - I download and zoom in to images - I use filters to refine my search - I read the metadata and use images - I use art, maps, manuscripts collections
	<p>Goals</p> <p>What changes do we want to help the user make?</p> <p>Become a published author by finding and reusing specific items for my research</p>	<p>About Lisa</p> <p>What does the user believe in?</p> <ul style="list-style-type: none"> - I am writing a research paper on the specific topic she is passionate about. With a lot of care, she chooses the content for her research paper. - In my free times she enjoys reading antique books online - Sometimes I feel researching alone is a lonely job.
		<p>Context of Use</p> <p>What does the user need from us?</p> <ul style="list-style-type: none"> - I need to be able to cite the records correctly - More access to items licensed for reuse - I need to know the provider, creator of the item - I found out about Europeana from friends or colleagues - I visit Europeana once/month

Persona: the culture enthusiasts



The Culture enthusiasts

Sam 32 yrs Blogger

Goals
What changes do we want to help the user make?

To gain a wider perspective on the cultural heritage of Europe

Tasks
What tasks are carried out by the user?

- I use the grid and list view
- I copy the link to paste on social media such as Twitter
- I watch videos and search for items based on location
- I visit art, photography, music

About Adam
What does the user believe in?

- I look into Europeana to find an inspiration for my work
- I like to gain followers by sharing Europeana content on social media
- I want to gain a deeper understanding of European cultural heritage


Frustrations
Whats keeping the user from achieving their goal?

- I feel neutral about the trustworthiness of items
- To clear filters, I have to go back a page to start a search
- The search results are either too long or too little

Context of use
What does the user need from us?

- I require openly licensed items for reuse
- I search for specific contents
- I found out about Europeana via social media posts
- I visit Europeana once/month

Persona: API users



The API users

Sam 35 yrs Developer

Goals
What changes do we want to help the user make?

Become a creator of a meaningful app by using the records and APIs.

Tasks
What tasks are carried out by the user?

- Read the documentation
- Compare the results against collections
- Find ways to get help from the forum, customer support
- Use the console, examples, and requesting API key

About Sam
What does the user believe in?

- I like the challenge of creating something new. I work on my project side by side my full-time job
- I heavily depend on the documentation to guide me
- My API calls Europeana several times a day
- I use the Search and Record API

Frustrations
Whats keeping the user from achieving their goal?

- I feel the documentation is unclear and less detail-oriented
- I feel not having enough examples in the documentation makes things difficult
- I find continuously scrolling the long documentation tiresome
- No range search (eg 1800-1850) is possible for the historical time

Context of use
What does the user need from us?

- A simplified version of API would be useful, as the metadata are rather lengthy
- Avoid redundant depth of API (e.g. many arrays have only one data in [0])
- Order data in terms of guide, title, date to be understandable