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# Who has the power over cultural heritage?

A case study of digitization selection criteria used at Kungl. Biblioteket

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Swedish title: Vem har makten över kulturarvet? En fallstudie av urvalskriterier vid digitalisering på Kungl. Biblioteket.

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Abstract: This thesis is performed as a case study, and has had the aim to study who has the power over cultural heritage, by studying the digitization selection criteria at KB and what influences there can be on the digitization selection process. The theory of the arm's length principle, (Mangset, Kunst og makt, 2013) the professional model, (Rothstein, 2010), that digitization re-shape and re-contextualize cultural heritage material, (Dahlström et al. 2013), and different concepts will influence the digitization selection process has been used in this study. A qualitative research with document study and informant interview and e-mail interview has been conducted. The documents that were studied are related to legislation documents from the responsible authorities of KB; Ministry of Culture and Ministry of Education and Research as well as the present and former internal digitization strategies at KB. Informant interviews and e-mail interviews has been performed with management and staff at KB to examine influences in the digitization selection process at KB. The empirical material was analyzed using a qualitative content analysis method. The study concluded that the digitization selection criteria is build around the commission for KB and that access and preservation are key factors to consider for KB. The study also concludes that government, KB management and KB staff all have got influence and power over cultural heritage as has the different criteria as; the material itself and copyright issues. Another conclusion was that the government rules over cultural heritage held at KB on an arm's length distance.

Key-words: Digitalisering, Kulturarv, Kungl. Biblioteket, Urvalskriterier, Makt, Digitaliserings-urvalsprocess

<b>1. Introduction</b>	<b>5</b>
<i>1.1 Problem description and theoretical background</i>	<b>6</b>
<i>1.2 Aim</i>	<b>8</b>
<i>1.2.1 Research questions</i>	<b>8</b>
<i>1.3 Delimitation</i>	<b>8</b>
<i>1.4 Relevance of Research Problem</i>	<b>9</b>
<i>1.5 Background</i>	<b>9</b>
<i>1.5.1 Digitization</i>	<b>9</b>
<i>1.5.2 KB</i>	<b>11</b>
<i>1.5.3 Handwritten, printed and audiovisual material as media</i>	<b>13</b>
<i>1.6 Disposition</i>	<b>14</b>
<b>2. Literature review</b>	<b>15</b>
<i>2.1 Earlier research</i>	<b>15</b>
<i>2.2 Literature</i>	<b>18</b>
<i>2.2.1 Type of institutions that digitize</i>	<b>18</b>
<i>2.2.2 Restrictions, copyright and legislation</i>	<b>19</b>
<i>2.2.3 Digitization professionals and management</i>	<b>19</b>
<i>2.2.4 Accessibility to material</i>	<b>20</b>
<i>2.2.5 The material and its selection criteria</i>	<b>22</b>
<i>2.2.6 Usage of literature in study</i>	<b>23</b>
<b>3. Theoretical framework</b>	<b>24</b>
<i>3.1 The arms length principle</i>	<b>24</b>
<i>3.1.1 The arms length principle in Sweden</i>	<b>25</b>
<i>3.1.2 Theory applied at KB</i>	<b>25</b>
<i>3.2 Concepts</i>	<b>26</b>
<i>3.2.1 Type of institution; national library</i>	<b>26</b>
<i>3.2.2 Restrictions, copyright and legislation</i>	<b>27</b>
<i>3.2.3 Management, directors of digitization operation at KB</i>	<b>27</b>
<i>3.2.4 Experience, the digitization professionals at KB</i>	<b>28</b>
<i>3.2.5 Accessibility and the material itself</i>	<b>28</b>
<i>3.3 Theory implemented in this study</i>	<b>28</b>
<b>4. Method</b>	<b>30</b>
<i>4.1 Case study</i>	<b>30</b>
<i>4.1.1 Document study</i>	<b>31</b>
<i>4.1.2 Semi structured interview</i>	<b>32</b>
<i>4.2 Reasons for choice of method</i>	<b>33</b>
<i>4.2.1 Critical examination of method and alternative methods</i>	<b>33</b>
<i>4.3 Selection</i>	<b>34</b>
<i>4.3.1 Interview occasions</i>	<b>34</b>
<i>4.4 Ethical aspects</i>	<b>35</b>
<i>4.5 Analysis method</i>	<b>36</b>
<i>4.5.1 Reliability, validity and generality</i>	<b>36</b>
<b>5. Result and analysis</b>	<b>38</b>
<i>5.1 Summary of document study result – legislation documents</i>	<b>38</b>
<i>5.1.1 Ku11.015-report</i>	<b>38</b>
<i>5.1.2 Analysis</i>	<b>39</b>

<b>5.2 Summary of document study result – internal strategies</b>	<b>40</b>
5.2.1 KB-report	40
5.2.2 Digsam-report	40
5.2.3 KBs present internal digitization strategy	41
5.2.4 Analysis	43
<b>5.3 Summary informant interview result</b>	<b>43</b>
5.3.1 Type of institution and culture at institution	43
5.3.2 Legal restrictions	43
5.3.3 Financial actors, outsourcing and digitization operation	44
5.3.4 The material itself	45
5.3.5 Experience, digitization professionals and management	45
5.3.6 Analysis	46
<b>5.4 Summary e-mail interview result</b>	<b>47</b>
5.4.1 Analysis	49
<b>5.5 Conclusions</b>	<b>49</b>
<b>6. Discussion</b>	<b>52</b>
<b>6.1 Answering of research questions</b>	<b>52</b>
6.1.1 Research question 1	52
6.1.2 Research question 2	52
6.1.3 Research question 3	53
6.1.4 Research question 4	54
<b>6.2 Analysis and discussion</b>	<b>55</b>
6.2.1 The government	55
6.2.2 KB	56
6.2.3 The material	57
<b>7. Further research</b>	<b>58</b>
<b>Summary</b>	<b>59</b>
<b>References</b>	<b>61</b>
<b>Appendixes</b>	
<b>Appendix 1</b>	
<b>Appendix 2</b>	
<b>Appendix 3</b>	
<b>Appendix 4</b>	

## 1. Introduction

Digitization is increasingly an everyday task at many libraries and memory institutions. Users of today have, thanks to many digitization projects and many digital libraries available on the web, accessibility to a vast amount of information to enjoy in the comfort of their own home. It does not matter if you sit by your computer in Borås or Bermuda. Both large corporate companies like Google as well as the European Union have been taking initiative to digitize our cultural heritage. The European Union has encouraged the member states to digitize cultural heritage in purpose of preservation and accessibility. Sweden's national library as well as many other national libraries in Europe cooperates with the Europeana digital library. Digitizing has therefore high priority in the field of Library and Information Science (LIS).<sup>1</sup> (KB-report, 2004, p. 209.)

I have chosen to write about digitization selection criteria at Sweden's national library, Kungliga Biblioteket (the Royal Library), here after referred to as KB. KB has the commission to be Sweden's national archive and they collect all print published according to Pliktlagen, (the legal deposit law).<sup>2</sup> There are two responsible authorities to KB, the Ministry of Education and Research and the Ministry of Culture. KB has been an important part of Sweden's cultural world and society for a long time and their collections includes two copies of the first book printed in Sweden in 1483. What they select to digitize and what their digitization selection criteria consists of is important because their position in the society can give them the privilege to display Sweden's cultural heritage. Digitization is an interesting and an important part of the field of library and information science. Because our cultural heritage tells us about the world then and now and helps us understand each other and our selves. By digitizing material, the original source is put through less wear and tear and it is easier to keep for the future. An important task for all libraries is to help users to get hold of sought and adequate information and by digitizing information there is a greater availability for that information to reach the users. Visiting a digitized project within a digital library may very well be the first encounter with digital libraries for some users, and users that normally would not visit a library will be reached. There will also be enhanced possibilities for the researchers that work a lot with cultural heritage material to access material in an additional way. It will also enhance the possibility for any user to access material regardless of physical ability. Before material became available to users through digitization's placed on the web, most cultural heritage material were only available to a small number of users. Often only researchers could get access as much handling of fragile original could destroy the material for ever. What material that gets selected for digitization and the digitization selection criteria is therefore of great importance.

Cultural heritage material can be defined as the acquired, registered, inventoried objects and carriers of information that are collected at libraries, museums and archives. Besides the cultural heritage environment that is responsible by the Swedish Riksantikvarieämbetet, (the Swedish national heritage board). (KB-report, 2003, p. 179) Cultural heritage material and digitization of the same are topics that concern a memory institution like KB as well as the workday for most librarians and therefore make them so interesting. It is fascinating that one can through the cultural heritage meet our ancestors and take part of their thoughts and what they have created and in that way attempt to see the world through their eyes. Generations now growing up have the opportunity to take part of different long gone worlds reachable via

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<sup>1</sup> Additional information at; <http://www.kb.se/about-us/international-cooperation/>

<sup>2</sup> Pliktlagen – the Swedish legal deposit law from 1661 that commends that a copy of all printed material should be handed in to KB. See more at <http://www.kb.se/plikt/>

the digitized material published on the memory institutions webpage's. Through the ability to digitize material there is a possibility for memory institutions to rescue versions of very fragile material for the future. The world lies before us now more than ever.

### ***1.1 Problem description and theoretical background***

The historical material found at a library tells us about values and societies growth in different times in history. The material represents a truly important information source for us today but equally for generations to come. The book as a media has not as other cultural objects been placed at museums but it is a living part of our living libraries. The book is regarded as an everyday object that has stayed the same regarding areas for use and its appearance. (KB-report, 2003, p. 239 ff.)

There is not enough money or time for institutions to preserve in physical form all the printed materials, films sound recordings etc as well as other handwritten material. A significant and delicate decision for librarians and information professionals is to decide what to select, preserve and conserve. Due to lack of funds librarians and information professionals are faced with difficult choices between saving the content of a large number of objects through inexpensive scanning and saving much smaller number of objects through physical preservation. (Borgman, 2000. p. 201 ff.) KB has the task to manage Sweden's cultural heritage. Among the vast holdings at KB you can find handwritten material, artifacts, audiovisual material and images, many items of this collection can come into question for digitization. Selection needs to be done, is selection for digitization operation different than selection in other departments in a library? Perhaps not, when a library acquire books for its collection they think of having some material from a lot of areas as they wish to have a broad collection that covers many areas, and then there is some items that should be incorporated in a collection as classics or the latest published items or popular titles. It may be the same for the digitization selection that one wants to cover a broad area of prints and audio recordings for a rich collection of researchable material and then some special items that have a specific place in the collection due to its age, rarity, place in history etc. will also be selected. So it may be so that the digitization selection itself may not be that different from traditional library collection selection where a number of factors will influence the selection. The action to select something means that you choose something over another, different factors will influence that choice, as to select something is to weigh in different factors in the choice.

Digitized material becomes easier to disseminate to users and is likely to bring more attention and interest to the original source, due to making people more aware of its existence, which is positive for cultural institutions. The digitized material at KB will be at display as a representative of our cultural heritage. Who decides what is important for people to access and what material that is important enough to get digitized? Digitization may even function as a tool on its own and be used for marketing of libraries and their holdings, to attract people to visit it. The library setting itself has had an effect on digitizing and how digitization is being used and developed to suit library purposes. Authors Dahlström et al. (Dahlström et al. 2012) write that in the beginning of the digitization era digitization projects were aimed at developing local tools to facilitate in-house managements of collections, along with the emerge of the web, the tool that digitization is, was a means of giving users access to cultural heritage material online. But the library has a long tradition of harvesting, bringing together and presenting material in a neutral way and not emphasizing particular views at the expense of others for example has descriptive cataloguing been done equally to every material. Therefore the library that digitizes selections of its collections actively shapes, re-shapes and

creates cultural heritage besides just making existing cultural heritage accessible. (Dahlström et al. 2012) The role of the library changes with time and the technological change.

Digitization of cultural heritage material is an important field for research within LIS, support for that opinion can be found in the libraries tradition to attend to the material, always provide the users with accurate material, follow the technical development and use technical aids to enhance the use of their material and facilitate for users to take part of the material. As authors Dahlström et al. (Dahlström, et al., 2012) write; long before microfilming document began libraries have brought document forward by transcribing. So the practice to transfer document from one material to another is not a new thing, however the ways of doing it are different and changing with technical development. As microfilming was a common task for many libraries some time ago, digitizing material is now the way it is done. Terras, (Terras, 2008) means that users' expectation to what they should be able to find on the web is much greater now due to the amount of material available and how the users use technologies. This imply a higher demand for high quality material by the users, the more that presents in the digital output the more have users expectations been raised and they demand high quality. It has also been more common for users to re-use digital images for exhibitions, publications or in educational objects. The user that often spend their web time on professionally produced commercial environments, have the expectation that digitized material produced and displayed at information institutions have a high quality on infrastructure and displays and are modern and up to date. What users want must be considered along with how the institution chose to present their digitization and how they will chose to contextualize their digitized material. (Terras, 2008, p.123-124) As also Dahlström at al. (Dahlström et al., 2012, p. 465) describes in their article that digitized selections of a library collection not only give the user access to existing cultural heritage but actively create, shape and re-shapes that cultural heritage. The users meet material that already is encoded and interpreted, and have been re-contextualized through digitization.

What is power in a field like cultural heritage and who has got that power? Power can be understood as a positive and necessary community resource, not only as something that is demonstrated as a forcing act or under resistance. Power is a requirement for members of a community to act for a common goal together, and the distribution of power will then be a definite democratic challenge. Power can occur in different shapes; political power, normative power, ideological power and economical power. Symbolic power and charismatic dominance and language has been seen as sources to power within the cultural-sociology and cultural-political research. The general discussion about power concept and power theory in social sciences can view power as intentional, relational or causal. All relations of power will need to be justified before the power will be legitimate. If it is not accepted that all power relations have to be justified it is also unreasonable to demand that they should be legitimate. However the idea of a non-intentional and a non-acknowledge structural power have had a great impact on cultural sociology studies. Differences in power between high and low culture and between central and periphery cultural institutions has often got a non-acknowledge and non-intentional character. (Mangset, 2013b. p. 7 ff.) Power in this setting should be seen in the light of who is obliged to make decisions and on what grounds, who should interpret legislation to fit a specific set of material, management leading operations at KB or staff working with the material at KB. The government gives the power of cultural heritage intentional to KB and it is legitimate, the government relay on KB to perform the task, but what if KB staffs professional baggage or other influential have a non-intentional effect on the power? Does it then mean that KB management and staff have power over cultural heritage?

It is the professionals at KB who are responsible to interpret the legislation on the selection criteria and perform the selection for digitization. What does that mean for what is presented as Swedish cultural heritage? Cultural heritage can refer to all from special landscapes, rare images, sound, text and images created by us and our ancestors. The decisions concerning what should happen to the cultural heritage lie however not with KB but with the elected government. The government has the power over the cultural heritage in that they decide goals, guidelines and regulations how and what should happen to our cultural heritage. However that power is distributed to be implemented and interpret to become a reality by employees and staff at cultural institutions as KB, which gives even them power referring prioritizing and selection material to digitize. One could then say that KB is the governments' prolonged arm in implementing regulations.

## ***1.2 Aim***

The overall aim of this study is to understand *what* controls the digitization selection at KB and who interprets the digitization selection criteria, and examine what factors can be an influence in the digitization selection process at KB.

I want to examine the internal digitization guidelines at KB and the regulation documents from the government for digitization selection criteria in order to study how power is manifested within the digitization operation at KB. Is there expression of power in the digitizing process? By studying digitization selection criteria at KB one can discover who has got power over cultural heritage, is it the government or management or staff at KB, and what factors can be an influence in the digitization selection process. Do management and staff at KB have power over cultural heritage when they interpret regulation guidelines and select cultural heritage material for their digitization operation or do the governmental ministries have all the power over cultural heritage? I will also examine how management and staff at KB think of the digitization selection process and their involvement in it. What does it mean for the cultural heritage that the power/influence of the same is in fact transferred from the government to the staff at KB?

### ***1.2.1 Research questions***

- How are the digitization selection criteria described in the regulation documents?
- How are the regulation documents interpreted by management and staff at KB?
- Are the professional experience and opinions of the staff at KB something that influences the digitization selection decision?
- What other factors, such as preservation and accessibility, influence the digitization selection decision at KB?

## ***1.3 Delimitation***

The aim in this study is to refer to all digitization operations at KB in its entirety. I have restricted my study geographically to Sweden and its national library, KB, in order to be able to go a bit deeper than I would be able to do if I were to compare a number of national libraries. In this study I will not study the technical aspects of the digitizing process or the planning of the whole digitizing process. Nor will I study material born digital and how that is stored and kept.

## ***1.4 Relevance of Research Problem***

It is a good idea to agree upon common standards for a field within a country, in Europe or even in the world. One example of that is the Minerva Good Practice Handbook,<sup>3</sup> these standards are to be interpreted by managers and staff at different institutions where a digitization project has to take form. There will always be differences between how cultural institutions take on a digitization, differences in the performance, process and presentation, why the material is digitized can reflect the need for preservation or accessibility. Whatever the reason for digitization is, there are a need for decisive selection criteria in the digitization process. Often, national libraries, as KB, have the responsibility and commission to collect and maintain the nation's collections of printed material as newspapers, periodicals and other prints besides audio and digital media. I think it would be interesting to see how the decisive selection criteria are interpreted by KB in the digitizing process, and what and how different aspects affect the digitization selection criteria and the process. It is also relevant to investigate who or what actually have power and influence in digitization of cultural heritage. Cultural heritage belongs and concerns all of us and it is therefore important that we all have a chance to access it, and that cultural heritage will be free for access without reservation for any of us.

## ***1.5 Background***

### ***1.5.1 Digitization***

There are a lot of purposes for digitization to take place, amongst them to improve access. A digitized facsimile can be used for education purposes as well as for commercial applications. And they can be very useful to enable access to content in valuable or rare document that cannot be widely available otherwise. A digitized facsimile can also yield information that no longer is apparent to the naked eye, for example images or writing that has faded. However sometimes only the original artifacts are adequate for users. When the interest lies in the physical characteristics of the material, digitized objects come a bit short. New technologies can bring gains and loss, digitizing turn sounds and images into discrete bits that must be reconstructed before the user can view or play it. Digital formats has still not a very long life span, digitization is not preservation just yet. Digitization is expensive, every scan items must be handled, and handling and costs of digitization depends on condition, value and complexity of the documents and the intended user. Digitization of material can only be done if the copyright owner gives permission to it. Many libraries and archives have very large collections of material, not all of it can be digitized and the material needs to be carefully selected. (Borgman, 2000. p. 64 ff.)

Technology development in the field of LIS has gone from storing material of different media in physical archives and on microfilms to be stored as digitized facsimiles kept in a digital repository. If the condition of the cultural heritage material is good enough and can endure handling by the digitization equipment, then the digitization creates a digitized facsimile that is available to users. Material stored in a digital manner has the possibility to reach even more users if it is disseminated on the web, without users having to travel to a library, archive or museum and make an appointment to view the material. The digitization process involves photographing or scanning a material and transferring it to a computer. Digitizing material lessens the wear and tear on the original material, because it gives you a digital facsimile to

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<sup>3</sup> Minerva, 2004, an EU-project for standardization within digitization.

distribute. It is possible to replicate the photographed or scanned facsimile unlimited times without changing it unlike when transferring analog material for example from one cassette to another where there will always be some background noise. The facsimile is not always automatically readable to a computer and may need to be run through an OCR (optical character recognition) program and often be manually treated. This relates especially to hand written material and material printed with an old typeface, in order for the computer to recognize the document. Digitizing is important and it is a new means of transferring material to new carriers when the old carriers start to fail.

Research within the area of LIS concerns both information professionals such as librarians, publishers and other forms of information providers, as well as computer science researchers and internet developers. The collaboration between these two communities grew quickly after the introduction of the web and since digital libraries became a recognized field for research, and has a greater involvement of users. More affordable software and equipment made electronic information directly available to everybody. (Arms, 2000, p. 2-3) The term *digital library* started to appear in the 1990's and the beginning of 2000. The appearance of the digital library made it possible to build a large-scale service where collections of information were stored in digital formats and retrieved over networks. There is also a need for the information to be managed and organized systematically in order to be called a digital library. Even though new technology is invented, people still need to find information to use it for their entertainment, reference or study. The form which information in a digital library is expressed and the methods which are used to manage it are influenced by technology, which creates change. The development of the digital library created great enthusiasm for digitizing libraries collections of printed material and other physical artifacts. One reason for digitizing is the often poor physical condition of older material, which preserves the content of the material and makes them available to the world. Many digital library projects has scanned and converted existing documents into bit-mapped images. High-resolution scanning generates many dots per inch and different methods are used to compress the images for storage and files to be transmitted across networks. (Arms, 2000, p 1 ff, p. 53)

Nowadays many institutions around the world digitize their collections whether it is for preservation, dissemination or accessibility purposes, or a mix of them all. Interest for application of digitization and image processing started to appear amongst cultural institutions in the 1980s. It began with in-house and small-scale projects of limited scope and interest was performed by individual institutions that were experimenting with the application of the newly available technologies although, the technologies were still very expensive. And towards the end of the 1980s large-scale projects were launched by different institutions, even pilot projects with the aim to examine how appropriate the digital technologies were to handle large volumes of information. Some of the first digitization projects took place at The National Archives and Records Administration in Washington, USA and at the Archivo General de Indias in Spain. Library of Congress in Washington, USA was a pioneer library and experimented with digitizing their printed library material. (Terras, 2008, p.104-105)

In the search for material and information concerning this study I have found that the term digitizing is used in many ways and that how professionals use the term can differ from the more general use in the society. I will here give a definition to different terms that is used in the study. Terms frequently used referring to documents found at digital libraries and repositories are *digital* and *digitized*, where digital material is material that are created originally in digital form such as electronic text or video. Borgman, (Borgman, 2000) writes that digital material is sometimes referred to as born digital to indicate that they are originated

in electronic form. Much of the online material today is born digital such as images capture with digital camera or mobile phone and texts written in word processors. Other materials like animation can be computer-generated to then be transferred to film for distribution. Digitized material are copied or translated into digital form from some other medium like paper, film or audio. (Borgman, 2000, p.64) The term *digitization* refers to an original source (text, image, audio etc.) that are scanned or photographed to be stored as a digital source in a database or digital repository. (Wiki-Rötter, 2013) The purpose of digitizing can be to improve access because the material can be distributed online to multiple users. Digitized material is easy to manipulate, deteriorated sound or images can be enhanced, and graphical images can be zoomed or panned and enlarged. You can change, merge or edit documents that are not possible in a physical way. (Borgman, 2000, p.64-65)

The term *Digital preservation* implies a formal endeavor to ensure that digital information of continuing value remains accessible and usable. Digital preservation involves planning, resource allocation and application of preservation methods and technologies. This is combined with actions, strategies and policies to ensure access to both born-digital and reformatted content, without regard to the challenges of media failure and technological change. The accurate rendering of authenticated content over time represents the goal of digital preservation (Wikipedia, 2014). Barateiro (Barateiro, 2010) writes in his article about Designing Digital Preservation Solutions that requirements applicable to digital preservation needs depend on type size and amount of data, and the goals and what reuse of data is intended. However if someone in the future would like to require information that is stored today there are some generic requirements. Firstly, reliability; that preserved digital object survives over the systems' lifetime. It is also important that a future user can decide if the information is sufficiently trustworthy, that is that the digital object is authenticity assurance. It is also important to require provenance and to be able to assure the integrity of the digital object. To avoid the threat of obsolescence the technological context will be defined by specific software and specific hardware. At last Barateiro writes that dynamic collections and environments for digital preservation require technical scalability to face technology evolution, with the requirement for supporting heterogeneity. (Barateiro, 2010)

According to the Swedish national heritage board *cultural heritage* refers to immaterial and material expressions. Cultural heritage includes many aspects as language, traditions, historical survivals, art work, archive and artifacts collections and cultural settings and cultural landscapes transmitted from generation to generation. What we see as cultural heritage is changeable through time; it is an expression for changing values in society. (Swedish national heritage board, 2014) Hence much material such as handwritten material, old newspapers and images in libraries collections are considered to be cultural heritage.

### 1.5.2 KB

1661 was a legislation passed on legal deposits in Sweden. This required all printers to submit a copy of all works reproduced to the royal book collections. Already in the 16<sup>th</sup> century the Vasa kings' book collection was stored at the royal castle Three Crowns in Stockholm. In 1697 three quarters of the holdings was lost in the big castle fire. The castle was rebuilt and 1768 the royal book collection became reinstalled. In 1877 KB was appointed to be an independent agency and became Sweden's national library. The following years the current library at Humlegården in Stockholm was built. The collections at KB became bigger and bigger and between the years 1956-1976 underground storage facilities were taken into use, with additional extension later. In the latter part of the 20<sup>th</sup> century and in the beginning of the

21th century Libris and Regina catalogues and audiovisual departments were created. (KB.se, About us, 2014)

The manager for KB is called national librarian and is responsible for the work at the five different departments: Physical Collections Department, Digital Collections Department, Public Programs Department, Information Systems Department and Corporate Services Department. The Digital Collections Department has three subsections of Newspapers, Radio and Television; Film, Movie and Games and Digitization. As mentioned above KB are government run by two responsible government authorities, this means that the government has placed the elected power over cultural heritage at these authorities and they have in their turn left the execution of digitization in the hands of KB from common held guidelines of what to achieve within a cultural heritage institution. This means that it is KB that has to deal with the uncomfortable problem to precise digitization selection criteria and interpret the government set guidelines into workable ways of selecting material for digitization. Every year KB receives a budget and policy specification from the government, with specification on how much money the Riksdag (the Swedish Parliament) has allocated for the work at the National Library coming year and the objectivities of the work. There is also specifications about whether there has been given any special mandates and how they should report results. (KB.se, 2014)

KB has adopted a digitization strategy for their digitization operations. The strategy is accounted for at their webpage<sup>4</sup> and clearly states their mission as Sweden's national library. Primarily KB is focused to digitize from their collections. They will work for cooperation with the private sector in order to enhance the digitization volume. Open access is important for KB and they have demonstrated that by signing the Berlin Declaration on Open Access to Knowledge in the Science and Humanities. KB shall seek grants from Europeana and other organizations in order to extend the financing outside of KB. KB has a focus on accessibility for people with function disabilities. In the present strategy KB strives for a cooperated digitizing at three levels; local, national and international. Digitizing in house refers to fragile objects and special objects to protect besides their audiovisual collection and some robot based digitization. Digitization on a big scale is outsourced, to digitize on a big scale is often necessary for economic reasons. KB can digitize extern objects with the purpose to contribute to important digitizing on a national level. The selection then will follow the prioritizing used at KB. Higher education and research is the primarily goal for digitizing at KB. Then follow other priority, amongst them accessibility for the public at KB with regards to them being a national library. (KB.se, 2014)

Several large digitization's have been done at KB including digitizing the Codex Gigas, a 13<sup>th</sup> century bible (codex gigas means a very large book in Latin), a unique and important piece now available to all users on the web. KB has also performed a large newspaper project called Digidaily which has digitized a large number of Swedish newspapers from the 19<sup>th</sup> century. The aim with the project was to develop rational processes and methods for mass digitizing and text interpretation, and to make the digitized newspapers available digitally.<sup>5</sup> KB has no uniform interface for all digitized material instead you can reach it through different databases and social media as Flickr, YouTube and so on. KB has developed an internal digitization strategy for their digitization work and projects that states amongst other thing the criteria for digitizing material from their collections or material from other companies or patrons interested to get their material digitized. (KB.se, 2014)

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<sup>4</sup> Available at <http://www.kb.se>

<sup>5</sup> Available at <http://www.kb.se/om/projekt/Projekt-Digidaily/>.

As KB is the national library of Sweden there are some legal restrictions for them to consider when they plan their digitizing processes and digitization selection criteria. It is the Swedish government who lay the guidelines for decisions of what and how to priorities in the digitization process described in digitization strategies. KB is the library in Sweden that has the overall responsibility for higher education and research. KB's main mission is to collect, describe, preserve and place at disposal Swedish print and audiovisual material. Besides that they are responsible of Swedish research libraries, national responsibility for corporation and development of all libraries in Sweden and the national library catalog; Libris. A new legislation from June 2012 says that all born digital material that is aimed for the public has to be hand in to KB within three months of its originating. This work has high priority at KB. (KB, About Us, Operations, Årsredovisning 2012)

### *1.5.3 Handwritten, printed and audiovisual material as media*

Collections held at our libraries in Sweden are a very important part of our cultural heritage, all available for research. It is a huge source of writing culture from different ages. It is not only the substance of the material and the object itself, but also about the writing culture, how it has been used and disseminated and how the material has been produced. Older book collections has got economical, historical and cultural values but they have not been a focus of interest for the libraries nor of any larger political interest, even though many public libraries has large collections of older prints and handwritten material. In the early 20<sup>th</sup> century attention was directed to the lacking of care for collections and absence of catalogues for them, collection were often held at diocesan and state school libraries so called public libraries. During the 20<sup>th</sup> century different analysis were done about the responsible authority at these libraries that were between the university libraries and the public libraries, but the collections themselves were not addressed. In 1998 KB and Kulturrådet (the Swedish cultural board) performed an inventory of the older collections in these libraries. (KB-report, 2003, p. 239 ff.)

The audiovisual collection held at KB contains all Swedish audiovisual media from the first sequence of film shoot 1896 to the latest broadcasted material in radio and television. You can spend about 8 million hours watching or listening to KBs audiovisual material spread over a hundred years. KB has nearly everything published, broadcasted and recorded in Swedish radio and television since 1979 and their ambition is to collect and gather even older material to be part of the collection trough purchase or donations. The audiovisual collection contains besides Swedish radio and television material also Swedish records and multimedia, cinema film and video films distributed in Sweden. All material can be found through the Swedish media database (SMDB), where information about the collection is to be found. The SMDB also contains information about several special collections, for example; theatre or commercial material. (KB, 2014) Audiovisual media in contrast to handwritten or printed media has not been available to us for that long, and has been used to record sound or moving picture for around 100 years. This gives us material of and from the post modern world and the opportunity to view our own age through images and sounds, which gives researchers a whole new spectrum to view the 20<sup>th</sup> century through. It is important to take care of and cherish these time documents.

## *1.6 Disposition*

My study is divided in to three main parts and each of the main parts has subsections. The first parts consist of chapter 1-4. Chapter 1 starts with an introduction that aims to give the reader an orientation of the field of the study. Thereafter follows problem description and theoretical background, goal and objectives, research questions, delimitations and dispositions where I present my intentions with the study. The chapter ends with a presentation of research in the field. Chapter 2 consists of the literature review where I give the reader an orientation and background of relevant literature in the field that I have found. In chapter 3 you can find a presentation and description of the theory for the thesis and chapter 4 describes the method I have used for my study.

In the second part of the study, chapter 5 and 6 the research result is presented. In chapter 5 I present and describe the collected data and the result of my empirical study and an analysis of the same. Chapter 6 discusses the result and analysis of the study, and I answer the research questions. The last part of my study consists of chapter 7 and 8; conclusion and summary. Chapters 7 and 8 conclude and sum up my research study and I conclude what can be further studied in the field.

## 2. Literature review

In the search for suitable literature and research studies for this study I have come across many interesting and instructive theses and theses were chosen that relates to cultural heritage, digitizing at KB and selection criteria. The theses that were read have given much information and inspiration for this study and they have also given ideas and suggestions on where to find further information and literature. Beside the theses other literature was studied, books and articles that were found relevant for my study. The literature will be presented in themes referring to topics that were found important for this study and that gives some background views on the topic of digitations, reasons that were included for a library to take on a digitization, matters of digitization selection criteria and matters of staff working with digitization selection. The literature review also includes literature about whom and or what has power to decide over cultural heritage and KBs role in it. And what cultural institutions want to achieve with digitization through their digitization selection criteria.

### 2.1 Earlier research

In the following two theses it is discussed on what ideology ground digitization's are done and how that affects identified target groups, how digitization processes can differ. First the thesis; "Vad innebär digitalisering av kulturarvet? en ideologianalys av tre svenska digitaliseringsprojekt", written by Malin Gumaelius in 2004. (In English: Is digitizing our cultural heritage a matter of preservation, giving access, or both? An ideological analysis of three Swedish digitization projects.) The aim with this thesis is to study what ideologies that stand out in a selection of political documents and in documentations of three Swedish digitizing projects of Swedish cultural heritage, and what the consequences there of can be. Gumaelius meant that there are both pros and cons with digitization of cultural heritage that has to be considered, but seen in the perspective of the society she asks what we know about the consequences for the different parties in a digitization process. And what intentions have memoir institutions with a digitization project, and how does preservation and making material accessible relate to one another? What target groups can be identified and which positions prevail within the area. Gumaelius could identify six patron groups that can be considered to be affected by digitization of our cultural heritage. The six patron groups are; institutions and authorities, education and research, commercial operators, the public, the institution itself, and the personnel. The consequences of digitization of the cultural heritage were identified as either pros or cons for the mentioned target groups. Gumaelius identified and presented six common consequences for digitizing of the cultural heritage; better accessibility, the originals are blocked for use, the material gets additional value, the handling of material is lessened at sales, the work load is lessened for personnel at the institution and the institution itself is marketed. This mentioned consequences where to be advantage for some of the target groups but to disadvantage for some. Different positions about digitization of cultural heritage were presented in the thesis and it was most apparent that there were different positions in question about techniques and the accessibility of the original material. Gumaelius used a model ranging from preservation to accessibility to identify the different ideologies that have power over the cultural heritage digitizing operation. The model contains three ideologies and these are; preservation, accessibility and preservation and accessibility. The author concludes that the choice of ideology in a digitization project can affect the consequences for the target groups that are affected by a digitization. (Gumaelius, 2004) The results from Gumaelius research are important for this study because it is important to know the idea behind your digitization operation, why the institution digitizes.

Author Christoffer Nilsson has written a thesis from 2009 called; "Massdigitalisering och kvalitativ digitalisering. En jämförelse av digitaliseringen på nationalbiblioteken i Norge och Sverige". (In English: Mass digitization and qualitative digitization: a comparative study of digitization by national libraries in Norway and Sweden, compare different digitization's performed at KB divided in mass and qualitative digitization.) The author describes the digitizing process at the two national libraries (Sweden's and Norway's national libraries) and besides that also describes the technical side to digitization. Which methods and techniques, material and equipment were used and how the digitized material was dealt with to be able to be reproduced as viewable items on the web. The theory of mass vs. qualitative digitization is explained in the thesis. Nilsson writes that mass digitization is perceived as a method where material is digitized at a fast speed to be accessible on the web but with the end result of a questionable quality. Qualitative digitization on the other hand is perceived as a method that prioritizes high quality and level of preservation on the result, this often brings a slower working process. The aim with the thesis was to study differences in the digitization process in digitization projects done with either mass or qualitative digitization, and to see what effect the method had on the finished result. Nilsson concludes that mass digitization and qualitative digitization are consistent with what earlier research has said about the two methods. He discusses different pros and cons of faster accessibility with mass digitization and the higher quality of qualitative digitization, because material from a qualitative digitizing process is good in perspective of preservation but the process demands a lot of time and will therefore always be behind in the process of making material accessible. (Nilsson, 2009) The discussion about how mass digitization and qualitative digitization is good because the impact of the two ways to proceed may influence the digitization selection process and the way that how digitization is approached by KB. Nilssons research will give a basic ground for this study, however because technology is always proceeding perhaps institutions will not have to decide on the different approaches of mass or qualitative digitization as even mass digitization can be good quality.

The two following theses describe reasons for and approach to digitization in memory institutions. Why memory institutions digitize and how they go about it is important in order to get the most out of the digitization work, which is valuable for institutions as well as the users. In the thesis; "Från inkunabler till datorskärm. En studie av digitalisering vid fem stiftsbibliotek". (In English: From Incunabula to computer screen: A study of digitization at five diocesan libraries), written by Pia Letalick Rinaldi in 2012, Swedish diocesan libraries are discussed. This is a bachelor's thesis that aims at contribute to the understanding of how five Swedish diocesan libraries have digitized their manuscript and rare book collections, and to examine standardization norms and relative guidelines that have been formulated on a national basis. The author examines and maps out different parts of the digitization at these special libraries that are described as problem areas that needs to be address. Letalick Rinaldi found that there were several problem areas for diocesan libraries to tackle; different settings for their digitization operations, economic and staff resources, outsourcing and open access, legislation document, statistics, keeping and storing, marketing, copyright, and digital platform and national strategy. Letalick Rinaldi discovered that many selection criteria were common between diocesan libraries digitization operations and the national recommendations. The digitization process varied depending on the aim with the digitization, if it was for in-house purposes, on commission or in a cooperation project. It is a complex task to compare the digitization settings of a diocesan library and a national library due to the fact that they differ a lot in commission, resources, and responsible authorities amongst others. (Letalick, Rinaldi, 2012) Rinaldis research result is good to show how different

settings will affect the digitization process and that the institution that digitize and their commission can play a big role in the digitization process.

The thesis; "Digitalisering av kulturarvet – En studie av digitalisering vid två museer". (In English: Digitization of the cultural heritage a study of digitization projects at two museums), written by Charlotte Emanuelsson 2006, examines two Swedish museums approach to digitizing their collections and what options, possibilities and resources the museums had available during the process. The author found it interesting to see how the two museums take on the task since there were no established regulations or standards to guide them. By performing a comparative study and examine differences and similarities the author hopes to find out how the museums take on the task of digitization according to their own conditions and if that differs much from other advice and recommendations presented by other museums. Emanuelsson writes that initiative has been taken both on a national and international level where digitization has been in focus. The Swedish government has had an aim that cultural institutions in Sweden will use internet in order to disseminate and make their cultural material accessible. The EU commission work with the Minerva project has been a way to encourage EU nations to access the common European cultural heritage and to make digitization processes more harmonious. Emanuelsson study shows that the two museums had similar conditions when digitizing their material; in terms of personnel resources, financial resources, time and technical equipment. The two museums have chosen to use different technical solutions for image storage. Both of the museums now practice digitization at a regular basis instead of in project form. The aim has been the same at the two museums that of making their material accessible and display their collections for the public. (Emanuelsson, 2006) Emanuelssons research study shows that memory institutions that use similar digitization settings will produce a similar digitized result that will benefit the users as the digitized material will be publicly available on the net. It is important for KB that even other memory institutions digitization will be a success because they all together will complement each other's digitization.

And the last two theses discuss different digitization selection criteria used by KB in earlier digitization work. To know how KBs digitization selection criteria has been in earlier digitization's is important for this study since digitization selection criteria are some of the things to be investigated in this study. The thesis; "Urval vid digitalisering av affischer på Kungl. Biblioteket" (in English: Selection criteria for the digitization of posters at the National library of Sweden), written by Ingrid Stening Soppela 2008, describes digitization of posters at KB. The author describes what selection criteria were used when the posters collection at KB was digitized, and who was part of the creating our cultural heritage that is displayed at KB. The aim with the thesis is to in the light of digitization examine libraries role as creators of cultural heritage, and discuss how the selection can affect what is presented as Sweden's cultural heritage. The author means that which posters that are selected for digitization play a role for how we reflect our history on the web. Stening Soppela concludes that posters as an historical document can through selection for digitization and to publish it on the internet be representative as a part of Sweden's cultural heritage. Stening Soppela continues to say that it is important to be aware that cultural heritage is not a given thing but it is constructed by someone. And that is why it is important to have existing guidelines for selection criteria that clearly define and follow up what should be presented as cultural heritage. Stening Soppela questions whether the responsibility to define what material that should represent our cultural heritage shall be with the individual staff at our cultural institutions. Had the cultural heritage selection been different if an art professor or a historian at a museum performed a selection for an exhibition, had it been more representative for our

cultural heritage, and what is representative? Well, Stening Soppela concludes that it would most likely been another selection, more emphasis on the image themselves or at the history, and she means that perhaps is the librarian the golden middle way, as an equal mediator to all material. (Stening Soppela, 2008) Stening Soppela concludes that the selection of material that is done for digitization is a very important thing, due to the fact that digitized cultural heritage material will reflect the Swedish history on the web and that the material that is presented on web is created by someone, much as Dahlström et.al. (Dahlström, et al. 2012) talks about to re-shape and re-construct cultural heritage material.

Authors Catrin Persson and Annevie Tångemar wrote a study referring to KB's digitization criteria in 2006 called; "Varför digitalisera? En studie av tillkomsten av Kungl. Bibliotekets digitaliserade samlingar". (In English: Why digitization? A study of the cause of the occurrence of the digitised collections of the Royal Library.) The authors study digitization selection criteria at KB, what are the foundations for that selection and who decides what selections to make. The authors examine why some and not other material has been digitized and what criteria have been decisive in digitization before and what are decisive at presence. Persson and Tångemar have studied different digitization projects done at KB and they conclude that KB has performed project that has been of pilot character where they have tested different techniques and gained experience. Often it is a not whole collection that has been digitized but selections or items of collections. The authors could see that KB often chooses images to digitize and images of different kind, and much material that were digitized were older. Preservation and accessibility were most often the reasons and the aim for a digitization project to start. In order to perform digitization project they found that several units and professions at KB had to be involved. The selection decisions are made by the direction at KB, a selection committee discuss the suggestions that come in and that make the final decision about the selection. KB has a prioritizing model to use when objects and collections are to be selected for digitization. (Persson, Tångemar, 2006) Persson and Tångemars study concludes that preservation and accessibility often is a reason for digitization to take place which is important for this study as these things can be something that has influence on the selection criteria process and therefore may be decisive factor for digitization and cultural heritage.

## ***2.2 Literature***

This section presents the literature that was found relevant for this study and that relate to the topics of digitization process such as; type of digitizing institution, staff and management, legislation issues, the cultural heritage material itself and its selection criteria. These are all topics that may be an influence and thereby have some power in the digitization selection process. All topics that are important for the KB administration to consider when facing the task of digitization in order to understand what will influence the digitization process.

### ***2.2.1. Type of institution that digitize***

One can define a library quite simple by saying that a library is an institution that selects, collects, organizes, preserves and conserves information besides provides access to said information on behalf of a specific user community. This however does not say anything about how these tasks are performed or the relative emphasis on each of them nor about the relationship between them. Library does come in various types and sizes with different types of activities and social contexts, that it is hard to attach it to a single definition. The social institution that a library is evolves over centuries, serving the information needs of their

specific community, adapting services and collections to those changing needs. Most libraries are funded by government to serve a defined community and tend not to be autonomous. Mission statement and collection development plans are often used by most libraries to identify what they collect and who they serve, thereby framing their own responsibilities. Libraries are both function and institution; their professional principle and practice distinguish them from other memory institutions. (Borgman, 2000, p.181-182.) It is important for an institution like KB to know its identity as a library organization in order to develop as a new form of treating material will emerge and be added to the operation. Much like digitization is a new layer to collections in terms of preservation and conservation. The organization that digitizes cultural heritage material may have influence on the digitization selection due to how they as an institution deal with tasks and issues that arise.

It is vital to be clear about the purpose of the digital collection. And to articulate which audiences that are the primary targets by defining the user community and selecting material that are relevant to that community. A clearly identified target audience helps to develop effective selection criteria and save time and money because you focus on the relevant areas. (Zhang and Gourley, 2009) To be very clear about your commission is very important for an institution like KB in order to be able to work from them and to make decisions that reflect and add value to the commission. It is especially important for a national library like KB that has responsibilities against its stakeholders, patrons and the cultural heritage material.

### *2.2.2 Restrictions, copyright and legislation*

Zhang and Gourley also present some selection criteria for digitizing that they find important; legal restrictions, value adding, the targeted audience and the technical feasibility. Early in the digitization project you need to address legal restrictions and copyright assessments as they play a defining role. Matters of legal restriction and copyright differ from country to country. (Zhang, Gourley, 2009) The author William Y Arms wrote a book called *Digital Libraries* in 2000 that deals with many aspects concerning digital libraries. The author writes that different aspects of the law are relevant to digital libraries, because the legal systems provide a framework that permits the orderly development of online services. The areas that are of great interest for digital libraries include contracts, copyright and other intellectual property, defamation, obscenity, communications law, privacy, tax and international law. This legal regulations and the role of the laws can differ from country to country, for example in U.S. where the legal situation is complicated by jurisdictions. (Arms, 2000) It is also an important task to review the copyright status of the material you wish to digitize, as the Minerva handbook advices. (Minerva, 2004) If you do not have the permission to digitize and publish the material it can lead to failure of the whole project. Ensuring the technical workflow before starting the project is a good idea that will spare you problems when you are up and running the project. For any digitization project it is an important decision to select the material to be digitized. (Minerva, 2004) Legal restrictions and copyright is an area that needs constant attention in a digitization process, as it is a factor that needs to take in consideration in digitization's and that may have some influence on the actual digitization selection.

### *2.2.3 Digitization professionals and management*

The digitization process at KB contains a lot of planning, as it require a lot of involvement from a number of professions, equipment, funding amongst other things. The *Minerva Good Practice Handbook* is a European project that aims to provide structure for libraries to use when planning a digitization project. The Handbook recommends that a digitization project

always starts with planning of the project; this will lead to easier management and execution of the project. Some questions to answer before beginning are; *what* work needs to be done, *who* should do the work, *where* should the work take place, *when* will the work take place and *how* will the work be done. If a digitization project has clearly specified objectives and goals these will make an impact directly on publication, copyright and selection. And that is why specified objects and goals are so important. (Minerva, 2004, p.13)

Another important part of a digitization project/operation is having suitable personnel that have appropriate knowledge and skills, and the opportunity to provide additional expertise if required. It is a very good idea to perform some research before the project begins, the research will identify issues to address, simulate new ideas and add value and credibility to the project output. Research can also help to indicate the amount of work to plan for and helps you to establish if you have the right personnel, skills and technology infrastructure needed. (Minerva, 2004 p.16) It is important to make sure that sufficient staff is available to perform the digitization, every staff with its own task. One needs to identify if there is a need for training in handling fragile material and necessary information technology training with the actual soft- and hardware. A small core of skilled staff for a project is to prefer over a large group of temporary staff. (Minerva, 2004, p. 16) It is important for KB to have staff that is experts in their own areas. Digitization being an operation that is complex and involves many steps demands a range of professionals all from cultural heritage experts to technical experts.

Other reasons for digitizing and reasons for not digitizing can include legal constraints, technical difficulty of digitization, already-existent digital copy and institutional policies amongst others. Prior to selection or digitization the criteria for selection should be explicit and discussed and endorsed by all stakeholders relevant to the project. It is important that the reasons for any decisions to digitize or not to digitize are clear for everyone throughout the project by fully document the selection criteria. If a selection criterion is not met it is wise to note this, because it results in the rejection of important material and objects. If this is the case it is recommended to review the selection criteria. (Minerva, 2004, p.22 ff.) KBs digitization operation needs some transparency in order to know different departments and stakeholders parts in the process.

#### *2.2.4 Accessibility to material*

Different digitization projects have different reasons for execution, many times the reasons can be to make underused material available on the web, or keep fragile material away from wear and tear of users handling it direct. (Minerva, 2004, p.14) *A Companion to Digital Humanities* by Schrebnan (Schrebnan, 2004), is a book with a digital humanities discourse. In chapter 37 author Abby Smith discusses preservation, what digital preservation means for the humanities and why it is important. The chapter is a bit dated now but I think that it has some very good thoughts about preservation and why we are so eager to preserve, that forms some of the background for the field of digitization. Preservation will always be important for KB as they have large collection to care for. Smith means that the means to have access to cultural and intellectual resources in the future is to preserve and keep it. Smith means that within apparently ordinary collections of human documents, shopping list, notes of different sort amongst others there are perfectly good material for research in the future. Within this material there lies great opportunities for research and understanding for the humanities. That's the reason for why it is important to preserve and keep material for the future, with digitization being part of the process and a tool for it. (Schrebnan, 2004)

Therefore is the word *why* the most important questions in the digitization start. Projects can also be executed because they are exercises in inter-body cooperation and to establish networks and web portals. The reasons for digitize will have an effect on the selection criteria. It will also have an effect on metadata, the online publication and the project management amongst other things. (Minerva, 2004, p.14) There are many different reasons for libraries to undertake digitization of their collections even though it is both costly and time consuming as Terras (Terras, 2008) discusses. From a digitization a library can expect to gain the opportunity to provide and enhance digital resources for research, scholarship, documentation, public accountability and for learning and teaching in schools. Although changing user behavior may put at risk to these resources and their stewardship, and keeping up with user expectations can provide financial worries, due to cost of technology and the cost of training and employing staff to undertake the digitization work and to add security for the long term. In the context of digitization increased access is often used as a main reason for digitization, although this is a phrase seldom qualified and it can mean all from physical access to remote objects dispersed collections or fragile material that have been unable for users to handle. Or improving access to users with disabilities that cannot take part of material the usual way and in traditional settings, or it could be referring to improving intellectual access, adding to the scope and content of representation and to ensure that the representation of artifacts, documents and objects are accurate. (Terras, 2008, p. 101)

A digitization can add value both to a library and the users, and Terras (Terras, 2008) sums up a number of reasons given for digitization and the advantages that it can give libraries;

- easier access to for example articles in journals
- immediate access to often sought after material
- quick access to material hold at another location
- to be able to reinstate materials that are out of print
- possibility to display maps and other material that are large and in inaccessible formats
- to be able to bring collections together that are stored at different locations
- to be able to enhance digital images; concerning colors, noise reduction, sharpness, size amongst others
- presenting surrogates of fragile material, being able to preserve the same
- be able to integrate material for education purposes
- include full text, and enhance the ability to search material
- integration of digital media as video, sounds and images etc
- to be able to provide users with surrogates for photocopies or prints etc
- to reduce cost of delivery
- to be able to present a critical mass of materials

These are some of the advantages a digitization can bring both libraries and users, there are a lot more advantages for example; increased expertise in staff, commercial licensing, revenues, adding to the library profile, and the ability for users and experts to interact together on the material. (Terras, 2008, p.102-103) As digitization at KB has become a whole department and is an ongoing process and is not run as project so much anymore one can say that much value has been added to KB as they have incorporated digitization among their operations that will give value not only to the digitization department but the operation as a whole and the cultural heritage material that they work with. Added value to the institution may also be an influence in the digitization process as it is a value adder that will enhance KB as an institution and the staff working there.

### 2.2.5 The material and its selection criteria

It is rarely feasible to digitize all material in a collection. So when you choose what material to select you can use some criteria for the selection made. For some projects it may be the best-known holdings that suit the goals of the project best, or the most fragile artifacts to minimize the hands-on examinations. It is very common for libraries to have a core of high-user-interest, high-value material that automatically is included in a digitization project that works as a library representative. (Minerva, 2004, p. 22 ff.)

In the book by Allison B. Zhang and Don Gourley called *Creating Digital Collections* from 2009 the authors discuss the practical issues when building a digital collection step by step. In chapter 3 they discuss the topic of selecting material for digitization. The authors stress that each digitization project is unique and has its own purposes and goals, and has specific organizational needs that have to be satisfied. To understand that the selection criteria for a digitization project differ from the selection criteria for a traditional library collection help you to identify the key issues that you need to address when you are to select material for a digitization project conclude Zhang and Gourley. (Zhang and Gourley, 2009) Selection criteria are important in a digitization process and something that KB needs to build up around their own setting with the awareness that what KB states as its digitization selection criteria may differ from other criteria's concerning traditional collections and that the selection criteria themselves may be an influence in the digitization selection process.

To add value functions as a selection criterion in the digitization process and it is important for management and staff at KB to compare the relative added value. Some more generic value adding is; unrestricted and remote access to collections, and improving discovery of individual items with online searching and browsing tools. It can also be helping to simplify and automate metadata creation and facilitating cataloguing and to integrate related materials in various formats at multiple locations. (Zhang, Gourley, 2009) It is critical to choose which material to digitize when planning a digitization project. The goals for the project should depend on what financial and technical constraints, issues of copyright and what other projects are being done in your area. The Minerva handbook (Minerva, 2004) presents some of the following selection criteria that are wise to consider;

- to give easier and wider access to material much sought after
- give access to material which otherwise would be of limited availability or completely unavailable
- the originals condition
- making a digital version of fragile material available as an alternative
- the theme of the project
- how available existing digital versions is
- copyright issues of material
- the cost of a digitization project
- if the material would be appropriate for online viewing

It is important that all selection criteria are explicit and discussed with all parties and documented to give all reasons and decisions to digitize or not to digitize transparency. (Minerva, p. 23) Zhang and Gourley mean (Zhang, Gourley, 2009) that another important criterion for selecting material is technical feasibility. What dictate the technical feasibility are the physical characteristic of the source material and the projects goals for capturing, presenting and storing the digital facsimiles. Evaluation is needed to see if the library can meet the requirements, both staff and hardware as well as software. When considering your technical feasibility there are some key areas that are important; image capture such as

scanners and/or digital cameras, presentation, how to display the digitized material online, descriptions to the digitized collections and human resources, there is a need for staff and skills to handle all the different parts of a digitization project. (Zhang, Gourley, 2009, p. 23 ff.) The issue about how to perform the actual digitization as an in-house or outsourced operation is important to add here as it may be concluded that the actual image capture may be outsourced and the marking up and the treatment of the captured images will be done in-house or the other way around. It is always important to calculate your strengths and weaknesses in order to be aware and make the right decisions to fit your own operation and your own assessments as an institution.

#### *2.2.6 Usage of literature in study*

The material presented in this literature review will add value to this study because they form a background to the digitization process, what is important for an institution to consider in a digitization selection process, and to what factors that may have influence in the digitization selection process. There are certain factors that appear in every digitization process that may influence the whole process for example, how to consider legal restrictions, how to deal with digitization criteria, staff and digitization equipments amongst others is describe in the Minerva Handbook (Minerva Handbook, 2004) How to be aware of factors that may affect and influence the digitization selection process like the staff performing the digitization, or the purposes for digitization as discussed in book Digital Images for the Information professional by Terras, (Terras, 2008). The presented research material in this study will show what has been measured in studies before about KB and digitization selection criteria and how they may influence the selection, and what findings there was in those studies. It is also incorporated literature about key factors in the digitization process that will form a base of understanding of what a digitization means and contains of and things that are important to include and reflect on as a digitizing institution when creating digitized cultural heritage material.

### **3. Theoretical framework**

In the book *Politik som organisation (Politics as organization)* by Bo Rothstein, theories concerning how the government handles giving legitimacy to different parts of the society are discussed. Rothstein and coauthors discuss how politics in the western world becomes a matter of organization. They mean that there is an almost insignificant line between political and administrative considerations. In many areas in the society the question of where the official power really lies are open fields. The power may lie with the politicians, the central or international employee or the local employee that meet the public. (Rothstein, 2010)

In the western world and in Sweden in particular we live in welfare societies where the state has the responsibility of things that concerns the citizens as health care, schools and elderly care as well as many libraries and cultural institutions. Not many of these institutions are privatized in Sweden, but are run by government. The relationship between democracy and implementation of the political decisions can create problems with legitimacy for the welfare state. The political decisions need to be justified in another way than for the way of the market. The markets way of justify decisions is to say that the decisions are made by individuals, by their free choice and on their own responsibility. In a democracy the decisions are made in a democratic order. This is a problem because that this not gives an obvious legitimization for the specific measure when the citizens actually encounter democracy in the public administration. (Rothstein, 2010, p 7 ff.) Rothstein presents how the welfare state tries to legitimize administration in different ways of organizing the state by giving the institutions the power to interpret and implement guidelines set by the government. This idea can be applied to the research field of LIS as well, because the theories about the professional model in the welfare state consists of the government giving KB legitimization through giving the KB administration power to implement guidelines of their own. The legitimacy is created by the staff at KB, the staffs are educated and their professionalism has certain knowledge and ethics due to their education, which make the professionals responsible to make decisions at their own. Their professionalism are a way to assure the public that they know how to do their job and that they can be trusted with implementing the government guidelines at KB.

This discussion can be applied to KB as an institution that digitizes cultural heritage material. If the real power of the cultural heritage lies with the institutions themselves then how is digitization used; as a tool for preservation purposes, is preservation important on its own or just because we are able to do it? What digitization selection criteria are important and how are they interpreted for the digitization selection process?

#### ***3.1 The arm's length principle***

A theory similar to the welfare legitimacy theory but a more specific theory concerning cultural heritage is the generally recognized cultural politics strategy discussed by Per Mangset (2013b), the arm's length principle or the governments' prolonged arm in the cultural politics. It can be said that the post modern society will betray the autonomy of art. Seen from a conservative-liberal view it is concerned that a more active state invades an on-going depowering of the art field, due to the increasing public governing through an expansive public cultural politics. This can be seen as a threat against the art autonomy. The arm's length principle can be seen as a countermeasure against this threat, as a cultural politics defense against abuse of art or use of art for non art intentions. The arm's length principle represents a cultural politics defense for the arts strong symbolic power position, a barrier against art being depowered under cultural politics influence. More generally speaking

as an expression for the liberal democracy principle for power spread. (Mangset, 2013b. p. 33.)

This theory is built up around the idea of art council's, first common in Great Britain, where members for art councils were commissioned to these councils by government. These art council members were professional in art and had no political agenda. Due to that they were not political made them more able to select who should benefit from the art council funding based on an art professional view rather than a political view to ensure the freedom of art. In a general view the arm's length principle can be seen as an expression for the liberal democracy principle for spreading the power. Arm's length is a public policy principle that is applied in politics, law and economics in most western societies. The principle gives expression for the implicit constitutional separation of powers between the different branches of the government; the judiciary, executive and the legislative branches. (Mangset, 2013b)

### *3.1.1 The arms length principle in Sweden*

Sweden is placed in the between of the British and the French view of cultural politic, along with some of the other Nordic countries. Sweden has an active department of culture and state art council that has greater or smaller arms length to the political authorities. There is also a structure of double nature for arm's length art supporters; the Swedish State cultural council constructed in 1974 and the Swedish Artist board. The Artist board is trustees of state scholarship and guarantee arrangements to artists. The State cultural council gives a substantial funding to a lot of practicing art institutions. In Sweden the arms length between the State cultural council and the cultural department has by tradition been shorter than for example the same organizations in Norway. One could say that the State cultural council has more resemblance of a state leader, than an autonomy art council, meaning that it is rather the states prolonged arm then a council on an arm's length distance from the political authorities. The State cultural council handles and decides yearly about a number of funding matters, but the most part of them are done according to clear framework and guidelines. It is only a small parts of the total budget grant that the State cultural council decides upon themselves, the council's independence has lessened since the 1980s and has gone from being counseling and a practicing organ to being an administration authority instead. The tradition that has been the strongest in Swedish cultural politics is the cooperative tradition; this can be a contributing cause to the shorter arm's length. (Mangset, 2013a. p. 27 ff.)

### *3.1.2 Theory applied at KB*

The elected government in Sweden gives institutions like KB directive on how to take care of our cultural heritage but leaves the interpreting and incorporation of the directives to staff and management at KB. KB may then not only decide what and how to do with the cultural heritage but they have the opportunity to portray themselves through the cultural heritage held at their institution. As Dahlström et al (2012) write that cultural heritage material has been digitized in such a critical way that their symbolic significance becomes of such a dignity that it exceeds the individual material and it creates a meaning and develops an identity for the institution itself. The often costly and labor-intensive ways to digitize on a critical manner will ultimate lead to added value and identities for the institutions digitizing them. (Dahlström et al, 2012, p. 469) So the arm's length principle leaving the power over cultural heritage to the institutions themselves may give much more than just a transfer of uncomfortable decisions to cultural institutions it may also give the institution opportunity to portray and profile themselves through their digitized cultural heritage.

The issue of who actually make decisions about things in the society that concern and are related to all of us can be discussed. Sweden, being a country with democracy, the government are elected by the citizens and they are trusted with the power to decide what will happen with and how to treat the cultural heritage held at KB. How do they manage this trust, how much power to decide over the cultural heritage do they leave with staff and management at KB? And who is then left with the power? I believe that the real power of cultural heritage lies with staff working at our national libraries and memory institutions not at the government deciding and making legislations. The point of departure of this thesis is that when the execution of government legislation has become a digitizing strategy at KB then different influential's has an impact in the digitization selection process, perhaps different influential's at different times. Many different things can influence the digitization selection process, digitization in itself can be a tool for KB to preservation, and dissemination of their own operation, and therefore has power on its own, instead of just being a technique for preservation and dissemination.

What is meant by having power over digitization and power over cultural heritage? *Who* actually does have power over cultural heritage material at KB? The digitization selection process contains a lot of considerations such as regulations, recommendations, experience, economical aspects. Who decides what to prioritize in a digitization process at KB? For example if two objects are assessed to be of equal need to be digitized according to the digitization guidelines the person that decides what to prioritize really has the power to decide what objects gets a new "digital life". This theory chapter of the thesis has so far discussed how governmental power ends up with management and professionals working at KB. Next section of this chapter will discuss a different aspect of power in the digitizing process, connected to different factors that can have power and influence in the digitization process. The concepts that will be discussed in the next section is an expression of the influential's or factors that may have power over cultural heritage through factors that need to be considered by professionals at KB in the digitization process.

### ***3.2 Concepts***

This theory chapter has so far discussed how power to decide over digitization of cultural heritage becomes placed with management and staff at KB. The following concepts will discuss what will influence the digitization selection decision at KB. I use both power and influence as measure of decisive force in this study. As power is a strong word, influence should be understand as a thing that together with other influences will be decisive in a digitization selection decision and therefore ultimate will have power over decisions. It may be so that these concepts will have an indirect influence the digitization selection decision and that one may say that they have power to decide what will happen to our cultural heritage. The following discussed concepts are factors identified during the study of literature relevant for this research topic. This points out that other things besides the set digitization selection criteria may influence the digitization selection process such as the type of digitizing institution, management and staffs experience amongst other things.

#### ***3.2.1 Type of institution; national library***

Different types of memory institutions; archives, museums and libraries perform digitization's nowadays. KB is a national library and as well as an institution that performs digitization on a daily basis. The type of institution can have an effect on the digitizing process and the power

of it, how *they* as national library take on a digitization and how *they* as a national library select the material to digitize. Professionals at KB works from the point of view of being a national library, what effect does it have on the cultural heritage material, the work process and their commission? National libraries duties differ from the duty of an archive or a museum. Does the fact that it is the Swedish national library that is under study make any difference in the digitization process? KB has a mission as Sweden's primary research library, how does that influence the power issue?

### *3.2.2 Restrictions, copyright and legislation*

There are legal restrictions, directions and strategies to follow both external and internal for a national library as KB. There can be restrictions all from copyright issues to economical limitations to physical restrictions regarding equipment as cameras and scanners as well as the conditions of the physical material. What legal restrictions are there for management and staff to follow in the digitization process at KB? How much is up to the management and the staff at KB to decide? As digitization is a costly operation for the digitization department at KB the government encourage seeking financial sponsors, but that also means that they have some of the power to decide what to digitize. Financial delimitations open up for corporal or private financing of digitizing how does that affect the digitization? What decisions about digitization section are made in the light of the financial aspect at the digitization department at KB? A reality for many institutions is to outsource some or the entire task in operations. With outsourcing comes the decision to transfer some power outside the own institution. Know-how but not feel-how of material can be an issue then. Because digitization is an expensive project and therefore is more cost-effective to be performed at a large scale, larger projects can be outsourced. They are experts at digitization but not on the collections. They have the power over a part of the process, at saying this is good enough digitization, and we fulfill the demands. What will that mean for the cultural heritage held at KB?

### *3.2.3 Management, directors of digitization operation at KB*

Management at KB is needed in every work setting in order to get a united strive for all staff, and to make sure that goals are reached. The management at KB is important as they have the possibility to set the tone and create a positive vibe amongst staff, where staff feels important and gets the tools to do their best at work. The manager can be seen as a mediator between the commission and the staff, trying to mediate how and what to do. What power over the digitization process has the management, do they delegate the power to other in the workgroup? How much is the management guiding the staff referring selection criteria and decisions? Management also has the responsibility to get the professionals to create and fulfill tasks that measure the responsibility that is given the institution by the government. The existing culture at KB as an institution affects the professionals working there and the work environment; it can have a positive or a negative effect. Every institution grows its own culture depending on mission, staff, and management amongst other things. The culture environment can indirect enhance or hinder the digitization operation. For management working at KB and amongst colleagues it is therefore important to help grow a positive culture at the digitization department at KB. The culture at an institution also reflects the overall field, for example at a library the users and the holdings are the main priority, which then permeate how tasks are performed and how routines are set up. How is the culture environment for management and staff at KB? What is the working culture and does that affect digitization selection decisions? What material do management and staff tend to digitize over other things?

### *3.2.4 Experience, the digitization professionals at KB*

Experience gives you as a professional a certain amount of instinctive feeling for your work tasks. As with any task we do, when we have done them a certain amount of times we start to get a grip on what works and the best way to do something. Who has the professional experience to interpret how and what in the collections to digitize, how does that influence the digitization process decisions at KB? Experience gives you the advantage to know what work, how to think. But it can sometimes hinder you to think outside the box. Experience and to take advantage of each other experience is very important for the professional at KB in order to get a successful digitized product at the end of the line of the digitization process.

### *3.2.5 Accessibility and the material itself*

There is a lot of cultural heritage material held in the collections at KB. This material can by itself play a great part in the digitization selection. The information on the material may be regarded to be of such importance or interest to the research society or the public that it is highly prioritized or the material that carries the information may be so fragile that there is a danger it will not survive for long time and will not take a digitization in the future and is therefore prioritized. Poor condition of carriers can also be a hinder for digitizing that material to be digitized if it is judged not to take a digitization. To provide users with access to cultural heritage material both fragile and unique material as well as more ordinary material that may help users to access material such as prints from government etc. is another thing that may be considered to be important for a decision to digitize or not digitize.

### *3.3 Theory implemented in this study*

The concept of the arm's length principle (Mangset, 2013b) that is presented in this theory chapter will help to analyze the empirical material by finding out if the governmental power over cultural heritage is placed with KB administration. What role in the digitization selection process has the professionals (Rothstein, 2010) at KB, the staff? Will the digitization selection process be affected only by management and staff at KB or if there is further factors that will influence the digitization process and thereby also have power over cultural heritage. The theory by Dahlström et al. (Dahlström, et al. 2012) means that staff at memory institutions is involved in re-shaping and re-defining the cultural heritage material. This suggests that it is very important to consider how the management and staff at KB take on the task of digitization and which digitization selection criteria they use, as the digitization selection will have an impact on the digitized material that is called Sweden's cultural heritage material. The concepts will point at different things that will influence the digitization selection decision. Hence this study aims at applying these theories at the collected empirical material that will complement each other and view the question of power over cultural heritage from different angles, from direct power to indirect power.

The theoretical tools that will be used in this study they are;

- the arm's length principle that will measure how the government implements its power on digitization operation at KB.
- the theory that professionals at KB are giving legitimacy to the governments regulations through study how much influence the staff and management have at implementing and interpreting the power over cultural heritage given from the government.

- the theory that KB staff and management gives cultural heritage material new life through digitization by study how KB management and staff will influence cultural heritage through their re-shaping and re-contextualizing digitized cultural heritage material.
- the theory that KB management, KB staff, legislation, digitization criteria, institution climate etc have influence over the digitization process and what material that will be digitized by study what will influence the digitization selection process.

## 4. Method

In the search for related information to and relevant literature and research material for this thesis concerning KB, digitization and power over cultural heritage, the Borås University library catalog and the national catalog of Sweden, Libris<sup>6</sup> were browsed through, as well as different databases and e-journals containing Library and Information. Databases have been a great help in order to find information relevant for this thesis among them databases for the LIS area, LISTA and LISA. When browsing the catalogues keywords was required to get accurate and sufficient information and the keywords that was entered were; digitization, selection criteria, digital, digital preservation, and cultural heritage amongst others. The theses catalog BADA for the University of Borås was used to find inspiration and ideas to my study, as well as additional research information. I have also browsed the physical library book shelves at the university library for usable title of digitization.

Different Swedish authorities' web pages have been a great place to find information about legislations and document concerning digitization, especially at the Swedish government webpage for the department of culture<sup>7</sup> and the website of the Swedish national board of heritage<sup>8</sup>. Reports were found about KB and their digitization operation that were taken part of, amongst them; "KB – ett nav i kunskapssamhället" (hereafter referred to as the KB-report), Digsam and Ku11. Especially the section about digitization selection criteria and KBs goals with digitization has been educational for this study. KBs own website has offered much information that gives you great insight in their operations and digitization work.<sup>9</sup>

### 4.1 Case study

After formulating my research questions I decided that performing a case study would give the right settings to collect the empirical material. The case study will investigate how KB management and staff select material for digitization and the means of study will be to perform interviews, both an informant interview and e-mail interviews a long side with a document study of legislation documents. The case study setting suits this research because KB has a great responsibility for the cultural heritage in Sweden and they have a lot of cultural heritage in their collections. KB being Sweden's national library also have specific responsibility to lead development and make settings for cooperation about digitization in foremost Sweden and Europe. In a case study setting this thesis will achieve particular knowledge about the digitization selection process at KB, this richness of information about KB would be hard to achieve outside the case study setting. Management and staff at KB will be able to express their opinions about the digitization process from their own settings. The case study at KB will also answer some *why* and *how* questions from the theory applied to the research setting.

Case studies have been common to use for studies in the research field of LIS for several decades. Some key factors are used to characterize a case study and amongst them are; if the research subject has to be studied in a natural setting, if the research questions want to answer why and how questions, if there is a focus on contemporary events in the research study and if the research study includes a variety of factors and relationships that directly can be observed. The case study is ideal for answering how and why questions in a contemporary set of events

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<sup>6</sup> Available at <http://libris.kb.se/>

<sup>7</sup> Available at <http://www.regeringen.se/sb/d/8339>

<sup>8</sup> Available at <http://www.raa.se/om-riksantikvarieambetet/in-english/>

<sup>9</sup> Available at <http://www.kb.se>

and are useful in studies that are exploratory, confirmative, evaluative or descriptive to their nature. (Wildemuth, 2009, p.51 ff.)

As a case study investigates a certain setting the method are criticized for its lack of generalizing, because there is no basis for generalizing the findings beyond that special setting. However the real business of a case study is particularization and not generalization. So the real advantage of conducting a case study is that it provides a richness what a particular setting or phenomenon can be described. A case study gives you the opportunity to test a theory against a particular set of empirical circumstances, although you cannot view you findings as a representative sample from a population. (Wildemuth, 2009)

#### *4.1.1 Document study*

Existing documents is a good source for data collection in a research study just because the documents already exist. The process of data collection will not influence their content in the same way as interviewing or observing will do. Document data are referred to as nonreactive measures. When using document study you need to be clear about the definition of the phenomenon you are interested in and you need to define the link between the phenomenon of interest and the documents you will use to study it. When you are dealing with documents as a data source it is good to be aware of if the document is representative for the population of documents of interest as the researcher cannot control what they cover, how they were created or if they will be included in the study's data set. (Wildemuth, 2009. p. 158 ff.) To study legislation document that is applied at KB in this research study will give insight to what the government by the Ministry of Education and Research and the Ministry of Culture thinks as being important in the digitization process and how they think that management and staff at KB will implement this, and what actions they think it is necessary for management and staff at KB to take.

Following documents from the Swedish government about what have been and is delegated to KB through the Ministry of Culture has been found in the empirical material search. The internal strategies for KB has been found and incorporated in the empirical material to this study. The legislation documents that were used are; the commission from the educational department from 2013, the Kul1-report from 2011, KB-report from 2003, Digsam-report from 2005, and the present KBs internal digitization strategy from 2011. The KB-report is a document about KBs operation and visions written in 2003 as means to document and structure their operations. It touches upon every part of KBs operations as being Sweden's national library, for this study the focus has been on the digitization chapter. The Digsam-report came 2005 and refers to digitization operations at KB and its coordination. The existing digitizing strategy at KB, which concerns the period of 2012-2015 and which KB work from today, written 2011 will also be examined. Kul1-report is a document that concerns the national strategy for digitization, digital preservation and digital access for users to cultural heritage material, published by the department of cultural. Kul1 refer therefore not only KB as the previous mentioned documents, but the whole cultural heritage sector. KB has two responsible authorities, the Ministry of Culture and the Ministry of Education and Research. From the Ministry of Culture we have legislations document, which was found on the ministry webpage, which concerns digitization of cultural heritage, the Ministry of Education and Research formulates each year a declaration what KB should achieve and what their commission are and what financial support they have got. As the latter do not concern the digitization operation at KB declaration from the Ministry of Education and Research will not be addressed in this study.

The decision was made to incorporate even the older documents, the KB-report and the Digsam-report, written about ten years ago, since they function as a base and platform for the documents existing today. I also think it is interesting to incorporate the older documents as they reflect what was thought of digitization and KB's role in it in the beginning of digitization at KB. The older documents also reflect KB's view on digitization and what they then saw as important, since some of the more recently documents does not only reflect KBs intentions but are national guidelines for the whole archive-, museum-, and library cooperation. I have also studied KBs webpage and found information about their strategies.

#### *4.1.2 Semi structured interview*

When planning for an interview you need to be aware of the purpose of the interview. In most cases the interview is performed face-to-face but in a broader sense an interview can be performed via e-mail or telephone. Telephone interviews are often used for administering surveys and e-mail interviews are useful for reaching population who are not easy to reach at a predetermined place or time. The semi structured interview gives the interviewer the opportunity to use predetermined questions but modify the order or change the wordings and give explanation (Wildemuth, 2009. p. 232 ff.)

Semi structured interviews was used as a means to collect empirical material to this study, by collecting the management's and staff's view on the digitization selection process, how the legislation strategy is implemented by management and staff at KB and how they interpret them, because the interview questions can be altered to fit the interview setting which will be a help in performing a good interview. Both a semi structured interview as well as an e-mail interview with management and staff was used in this study. The semi structured interview was used to interview management at KB in an informative matter which will give empirical material of how the management thinks of cultural heritage material and how to digitize it and what selection criteria that is important. In order to collect empirical material on what is decided upon at the digitization department in terms of how staff implement the selection criteria and how they feel about cultural heritage material stored at KB. An interview guide were constructed as it was helpful to structure the interview and to structure the question so that as many aspects of the area as possible was covered. Some of the headlines in the interview guide are; *Questions about selection criteria and process, Question about selection criteria at KB, Questions about cultural heritage and influence over it, Question about staff and staff experience.* The interview questions are constructed as follow:

- *What are decisive criteria for a digitization?*
- *Who sets regulations and strategies for digitization selection criteria?*
- *What are the copyright regulations and formal strategies for materials up for digitization? How much does copyright affect selection?*
- *What importance does the material itself have for the selection?*

A pilot interview can be a good thing to consider being sure that your interview question is of good quality and will yield empirical material. The time span for this study did not allow for a pilot study and as the informant interview was intending to be conducted with management for the digitization department at KB there were not so many people to interview that also made it difficult to do a pilot interview. The informative interview became however a guide on what questions that was important to ask in the e-mail interviews with staff at the digitization department, as the informative interview functioned as a way of finding the more

important question and the e-mail interviews were performed at a later stage than the informant interview.

## ***4.2 Reasons for choice of method***

It is not unusual to use a couple or more ways to collect your empirical data when you perform a case study due to the fact that a case study intends to generate a rich data concerning a particular case. (Wildemuth, 2009, p.54-55) This study was performed in qualitative nature and a couple of ways was required to collect the empirical data. By using both interview and document study as tools for collecting empirical material I think that a coherent picture over the field of study was achieved.

### *4.2.1 Critical examination of method*

When preparing the semi structured interview I constructed an interview guide that would help me collect data. To get an interview guide that is not too structured and thereby may limit the open-ended responses nor too unstructured you will need to pretest your interview guide. Pretesting may improve your own interviewing skills as well as your interview guide. (Wildemuth, 2009, p.240) The informant interview preceded the e-mail interviews and therefore functioned as a guideline for how to formulate questions and enhanced the choice of which questions to ask the interview respondents.

There were some risks by performing an e-mail interview with this study; that there were not any responses received from the participants since the responses was delivered by e-mail without face-to-face connection between interview and interview respondents. The e-mail interview left out the ability to see facial expressions and hear tonal of the respondents' voices, which can be an advantage when performing an interview face-to-face. But being able to correspond with the e-mail interview respondents and do follow up questions about how a respondents mean made up for the lack of facial expressions and tonal of the voice. And even though I could not immediately answer questions about or explain the interview questions if and when the respondents ask or misinterpret them, the possibility to correspond via e-mail made up for that.

The advantage with using e-mail interviews in this study were that the anonymity of the interview respondents were an easier choice for those who want it due to the lack of face-to-face contact, even though a name were present in the e-mail address it was easier to keep for the interviewer only. Another advantage with performing e-mail interviews in this study was that the interview questions could be sent to the interview respondents in advance and the respondents were given a time frame of some weeks before they had to be returned. The participants were able to answer them when they had the time to do it and they had time to think about the questions. There was no need to take time from the respondents at office hours for a set interview time, the respondents can respond when they have time over. The interview responses were thoroughly looked after so that they were not available to someone else. There was also an ability to remind the respondents to return the questions and the ability to do follow ups by e-mail. As Denscombe (Denscombe, 2010, p. 74) writes about research performed on internet, principles of research ethics remain the same, but internet poses new challenges of how to implement those principles on a practical level.

### *4.3 Empirical data selection*

Among the materials that were selected for the empirical material to be studied were the internal digitizing strategies that were written by management at KB and digitization strategies conducted by the government through Ministry of Culture. The latter strategies concerns KB but in some occasion also other memory institutions in Sweden. These documents were found to represent the government intentions with digitization of cultural heritage in Sweden and internal intentions with the digitization operation at KB.

#### *4.3.1 Interview occasions*

As the aim with this study was to investigate the digitization selection criteria for digitizing at KB the selection of interview respondents needs to come from the staff working at KB with digitization of cultural heritage or are in charge of digitization at the digitization department. My informants at KB are the digitization manager Kaisa Unander and digitization selection criteria specialist Susanne Sellei. After contacting Kaisa Unander by e-mail an interview occasion was decided upon and I could perform the interview with them at KB in Stockholm face-to-face. Before the interview I had a telephone conversation and e-mail correspondence with Kaisa Unander in order for me to explain my intentions and expectations with the interview. A meeting was set up with digitization manager Kaisa Unander and digitization expert Susanne Sellei at KB in Stockholm, Sweden at the 9<sup>th</sup> of May 2014 and a semi structured informant interview was performed. This being a semi structured interview made it available to be flexible to adjust questions and the order of the questions. This interview technique gave the opportunity to follow the informants in their reflections and do follow up questions when that was necessary. The interview was recorded by me and after the interview occasion the parts of the interview that was most relevant for the study was transcribed, other parts that was found less relevant for this study was transcribed as a summary. The interview will only be available to me and will not be kept after the study is completed, which also the informants were informed about.

I decided that further data were needed for the study and I wanted to interview some staff working at the digitization department at KB. Due to the lack of opportunity to travel to Stockholm once more to perform further interviews face-to-face, I decided to direct the staff via e-mail. The interview respondents are working with digitization at KB either with audio visual material or handwritten and printed material, and they were selected with help from digitization manager Kaisa Unander. The respondents were directed by e-mail with a request for participation with an explanation of the aim with the study and with the interview, the interview questions were then sent to them, with the additional reminding e-mail. The e-mail interviews were performed during a couple of weeks in June 2014. E-mail interviews were sent out and the respondents were left with a week and a half to respond to them, with the additional reminding e-mail. The participants were offered anonymity, and all responses will only be available for me and will not be kept after the study is completed.

Eight e-mail interviews were handed out. The send out e-mail interviews did not give as many replays that were wished for, 25% of send out e-mail interviews were returned. Although the e-mail interview did not create a great amount of data concerning respondents that work at KB, thoughts of staff working both at audiovisual and printed media department were able to be collected. This gives an insight in two of the departments at KB working with digitization at KB; print and handwritten material and audio visual material. Perhaps telephone interviews or interviews face-to-face would be a better alternative to e-mail interviews in this case due to

the small number of interview returns. However e-mail interviews were judged to be the best option at the time due to reasons of limited amount of time, and that the interviews had to be performed in June. The decision was made not to address further interview participants as the time was the end of June and a period of vacation was about to start in Sweden. I believed that it would be difficult to reach respondents in this period and the alternative was to wait to the end of August to address further participants and this was judged to be late in order to finish my study in time. Although there is not a huge amount of data collected due to not returned replays, I feel that the data that was collected did give foundation to make some conclusions although perhaps not large enough to make large generalizations about the study subject. However being a qualitative study, where the aim is to capture opinions and answer questions of why and how, I feel that both staff and management opinions was able to be collected and analyzed.

#### ***4.4 Ethical aspects***

It is important to consider moral and ethical issues before a study is undertaken. Kvale (Kvale, 1997) writes that a researcher besides experience and principle from ethical behavior, needs to feel sensitivity and responsibility before the task. Your sensitivity tells you when you stand before an ethical question, and responsibility that make you feel obligated to treat it appropriate. (Kvale, 1997) You should also as a researcher, as Denscombe (Denscombe, 2010, p. 64) writes, be committed to discovering and reporting things as faithfully and honestly as possible without letting the study to be influenced by considerations other than the truth. I thought it was important to remind myself from time to time to view your results from more than one angle, because I think it can be easy to see what you have expected to find but perhaps miss something that was unexpected amongst your result.

Besides considering your own way to relate to it as a researcher you are obliged to consider the needs and interests of your participants in the study. Denscombe (Denscombe, 2010, p.59 ff) writes that the rights and interest of participants and other persons that can directly be affected by your research must be taken in consideration; you need also to have approval from relevant ethics committee or institutional review board. There are both moral and practical reasons for social researchers to respect the rights and interests of people who are involved in their research. High ethical standard and to treat people and information in a way that avoids damaging repercussions from collaboration with the research is vital for social researchers, achieved by adopting a appropriate code of practice for research ethics, acknowledge and justify and practice which deviates from the standard principles.

Your study should also be conducted in accord with an appropriate code of research ethics, and in a manner that are open, honest and transparent as far as possible. A wrongly addressed e-mail can have consequences way beyond a wrongly addressed envelope since an e-mail can reach a global scale. Some areas of consideration regarding internet research are informed consent and legislation, confidentiality and privacy, intrusion and deception. (Denscombe, 2010, p.59 ff) This research was partly performed on the internet using e-mail and the ethical aspect of the research was taken to a practical level, there was a need to think about how to implement the ethical aspects on the internet. In the preparations for the empirical data collection for this study careful actions concerning e-mail correspondence with respondents was taken, in order to secure confidentiality and to be sure that no e-mail was wrongly directed. The interview participants in this study was assured that they could be anonymous if they wanted to and that the e-mail interview replays and their contributions was not to be kept after the study was completed too avoid them coming in wrong hands.

#### *4.5 Analysis method*

The overall aim with the qualitative research interview is to describe and interpret the themes in the informant's life world. Some interpretations and discoveries are done during the actual interview but it is after the interviews it can be interpreted by the researcher by structuring, mapping it out and analyzing it. Then meanings can be put by the perception of the respondent and the researcher can give new perspectives on a specific phenomenon. (Kvale, 1997, p. 170 ff)

The collected data from the face-to-face and e-mail interviews was listened to and read through and transcribed in a summary matter at first. Most part of the informant interview was transcribed in detail and some part of the interview that was of a more general discussions not directly important for the research questions was written as a summary. The e-mail interviews was read through and a summary was made to find connections and coherent answers between them. To find themes and categories for the analysis of the interview material as well as the document study result the concepts from this study's theoretical frame discussion was used. This was done in order to categorize and identify important information among the empirical material. A qualitative content analysis was helpful to analyze the collected empirical material in a way that enabling answering the study's research questions of why and how and make some conclusions with the help from the collected empirical material. The empirical material was analyzed through the research questions with the concepts discussed in the theory chapter as a background by looking for factors that may influence the digitization selection criteria at KB. The result from the document study gave an opportunity to analyze how the regulation strategies conducted by the government plays a role for the cultural heritage stored at KB and how it is digitized. The interviews gave empirical material about decisions in the digitization selection process made by management and staff at KB and how they decide to apply regulation strategy at the digitization selection process.

It was important to validate the coding scheme early in the process, because the best way to test consistency and clarity is to code a sample of your data. It is important to constantly check your coding so you do not drift into an idiosyncratic sense of what the code means. It is likely that you will need to add new themes and concepts to the coding manual as new data will be collected. You need to recheck your coding consistency and draw conclusions to establish trustworthiness. Qualitative content analysis uncovers patterns, themes and categories important to social reality; it is common practice to use typical quotations to justify conclusions. (Wildemuth, 2009. p. 310 ff.)

##### *4.5.1 Reliability, validity and generality*

When you analyze the material from a research study the aim is to understanding what the meaning is with the empirical material you have collected. To navigate between a subjective realism where everything can mean anything or searching for objective data that is absolute and true. Within social science verifying knowledge is commonly discussed in the context of reliability, validity and generality. Question about generality concerning an interview study is always present in the process. Knowledge derived from science demands generality as well. Social science of positivism character has an aim to create a layer for human behavior that could be used on a universal level. The humanistic way of seeing it meant to view every situation as unique and each phenomenon had its own structure and logic. However the post modern world seeks after heterogeneity and to contextualize knowledge. Three forms of

generality can be discussed; naturalistic, statistic and analytic. The character of a case study compiles of that the researcher spends time at site has personally contact with operations that concern the study, the researcher also reflect and revise the meaning of the things that in the study setting. (Kvale, 1997. p. 207 ff. )

Verifying should constant be present in the research process. The reliability concerns the consistency of the research result, and is visible during the process of interview, transcription and the analysis. The researcher's own reliability can be concerned in questions that is leading in character unintentionally, and when categorizing the interview responses. Even if it is desirable to avoid arbitrary subjectivity, a too strong emphasis on the reliability can work counter to creativity and changeability. Validity touches upon every stage in a interview study and validity is not only a examination to be performed at the end of the process but it is a quality control that should be performed at all stages of an interview from making themes to analyzing and reporting. (Kvale, 1997, 213 ff.) I have tried throughout this study to verify the study results through having reliability, validity and generality in mind when performing and treating the result in the different stages of the study.

## 5. Result and analysis

This chapter of the thesis will present the result of the empirical data collection; first a presentation of data that was found in documents concerning digitization operations at KB and then the results are presented from interviews performed with informants and respondents at KB. The empirical data from the informant interview is presented with the support of the theoretical concepts rather than from the research questions, because I think that will cover all information needed, to then discuss the research question with the empirical material presented in the theoretical concept setting in the discussion chapter. The e-mail interviews and the document study result are also presented with the theoretical concepts in mind in order to find all material relevant for then discussing the research questions. Although the main focus for this study is cultural heritage and what the Ministry of Culture emphasizes as KBs task and how KB administer that commission, it is important to know what the Ministry of Education and Research has in focus for KB. Each section of presented empirical material is followed by an analysis to give a comment to the collected empirical data.

### 5.1 Summary of document study result – legislation documents

#### 5.1.1 *Ku11.015*

The Swedish government institution Digisam<sup>10</sup> (not to be confused with the report called Digsam) is working with development of concepts of storing and preservation of cultural heritage material for institutions like KB, that handles cultural heritage (mainly museums and archives, KB is the only library). (Digisam, 2014) In December 2011 the Swedish government published the new national strategy for digitizing in the cultural heritage sector regarding the years 2012-2015, called *Ku11.015* referring standards, what to prioritize when digitizing and the usability and accessibility of the digitized material. This strategy contains guidelines for government held cultural heritage institutions that collects cultural heritage material and information. The strategy talks of how to make the cultural heritage material accessibly besides attend to preservation of them, how institutions should perform the work and how to evaluate that work. The overall aim with the strategy is that collections will have a higher preservation rate and be accessible electronically for the public at a larger extent. All these institutions are also obliged to have a plan for digitization and accessibility. (Ku11.015, 2011)

The strategy declares that the government through the cultural politics tries to achieve a raised quality of life for the citizens of Sweden. To achieve this they will create the right requirements for the citizens to have access and opportunity to take part of the cultural life. The cultural politics aims further to tell us through the report that culture shall be a dynamic, independent and challenging force that has its foundation in freedom of speech. Artistic quality, a great variety and creativity shall characterize the development of the society. And everybody shall have opportunity to participate in cultural life. The Ministry of Culture means that access to internet and the web has given the public a great chance to take part of, create and disseminate culture and it also offers participation in the society in a different way. Internet has also given memory institution like KB, a great advantage in fields like disseminate, accessibly and preservation of their cultural heritage material. (Ku11.015, 2011)

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<sup>10</sup> The Swedish coordination secretariat for digitizing, digital preservation and digital mediation of cultural heritage.

### 5.1.2 Analysis

During the read through of the documents from ministries and government it appears quite clear that there are no digitization selection guidelines in detail. The documents transfer guidelines of which target groups KB as an institution should address, how they should give priority to different objects, and what and to whom the cultural heritage material should make accessible by them. I think it is quite clear that government guidelines are just that; guidelines. The government tells the KB administration their aims and what the government gives priority to within the cultural heritage sector, what should be achieved. For example the Ku.11-report (Ku11.015, 2011) talks of that *every citizen should be able to participate in cultural life* and that internet and the web has increased the possibility for the *public to take part of culture* and cultural heritage, and the internet has also given the memory institution the possibility to make their material *accessible and to disseminate* it. This is an expression for how the government seems pleased that many people can take part of culture from the web and may confirm that the government's aim at being an it-nation has a great importance. The reports state what aims are to be met by management and staff at KB and what they should give priority to in their operation on cultural heritage material. The Ku.11-report (Ku11.015, 2011) also talks about the culture being *dynamic, independent and challenging force founded on the freedom of speech*, which can be reflected as that no cultural heritage material is more important than another and that management and staff at KB should treat all cultural heritage material equal, to assure that freedom of speech is considered even in digitizing the cultural heritage material. Although it is suggested that digital is the way to go to reach the goal no more specific guidelines are given. The Ministry of Culture obliges every cultural institution to develop a digital plan as a means to assure that the institutions themselves develop ways to reach the aims.

These reports show that the government gives KB and those working there the power to develop plans for the digitization of cultural heritage held at KB, this leaves management and staff at KB with a great freedom to develop workflows that fit them, after their abilities and resources. The government states that; *artistic quality, a great variety and creativity shall characterize the development of the society*. This statement contains a rather common held aim for the KB administration to develop their digitization operation by. As long as this common held aim and other as giving the public access to cultural heritage material and disseminating it and preserve it, management and staff at KB may spell out the specifics themselves. However it may also lead to a individual plan for KB digitization operation and may differ a lot from other memory institutions on detail level, and it is up to the KB administration to surround themselves with skilled staff that has a great knowhow of the subject of digitization selection criteria, knowledge about the cultural heritage material in order to developing detailed plans for reaching all these aims.

The internal strategy documents concerning digitization operation at KB are more detailed and visionary due to the fact these documents are written for the digitization operation at KB and they only concern their own digitization operation. These documents are not written to guide other memory institutions in the ABM-sector. A document that will concern a number of institutions in the ABM-sector will in its appearance be more general to be adaptable to several settings. It is quite obvious that the governmental guidelines will not have the detailed information as the internal KB strategies have. That the KB administration writes its own internal strategies reflects the arm's length principle that the government places the actual power with the institutions themselves. So that the KB administration will be able to

implement the government aims at their own digitization operations, they are legitimized to adapt the aims at their own settings.

## ***5.2 Summary of document study result - internal strategies***

### ***5.2.1 KB-report***

Chapter 5 in the KB-report refers to a plan of action for digitization at KB. The report describes digitization as a method for making cultural heritage accessible both now and in the future. Through digitization, users have access to the public owned collections and the material can be of use for many more users, this would be of interest both for the public as well as for the research and education community. The report states that it is important for reasons of democracy that everyone can take part of our common history in a way that is without cost for the public. The ideas of cultural heritage being accessible for everyone is the basic idea for this KB-report and follow the government IT-politic goals; that Sweden is an IT society for everyone. The report further speaks of the definition of digitization and the different stages of a digitization. The copyright of material can be a hinder in digitization according to the KB-report because we currently have a copyright law in Sweden that states that the copyright owner has to be passed since 70 years before the material is free for use. The report even further describes some flaws in the digitization work at the time. The directives point at two goals with digitization; to increase the access to the nation's historical collections and to preserve older prints that are in danger of being destroyed for different reasons. Work done by KB and other cultural heritage institutions will be the foundation to a plan of action for a national digitizing plan of printed and handwritten material. The plan of action should also speak of objects to prioritize and cooperation between institutions as well as financing suggestions. The directions also touched upon the libraries' role as a learning resource since the pedagogical work in the schools has changed. A group of experts was put together to discuss the matter of digitization in Sweden. (KB-report, 2003, p. 177 ff.)

KB uses the term digitization as a description of the whole process from the transferring of the objects from the collections to digital form. It is not referring to just the image capture but even adaption of the capture, digital storage, long term preservation and usage format. The report talks of areas concerning digitization that need attention in order to build up the digitization operation such as; planning, prioritizing model for digitization selection, administrative issues, the image capture, technical issues and preservation, interfaces and user display. The report also describes the digitization operation until 2005 and concludes that the earliest digitization production was not always up to standard that KB strived for in 2005 due to the technical equipment not being so developed. (KB-report, 2003, p. 179 ff.)

### ***5.2.2 Digsam-report***

The Digsam-report is a report from an internal project at KB in the years 2003-2005. The project aimed at investigate how a larger digitizing operation would affect the organization at KB and what tools were needed to incorporate comprehensive digitizing as a part of KBs daily operation. Things that the project addressed were to work out digitization operation routines, facilitate selection process, analyze flowchart, the quality level, and technical and administrative metadata for digitized items, prepare for an image respiratory, test out a digital exhibition tool and start a national cooperation between research libraries that digitize. It was important for KB at that time to construct a prioritizing model in order to have a long term planning for digitization operation and for the consideration of preservation. Cooperation

between preservation work and digitization operation would mean that further use of digitization could be achieved. Regarding digitization selection the report presents a check list to facilitate the selection process, the check list states what every division at KB is responsible to investigate when a material is under consideration for digitization. The checklist is based on several questions touching upon different parts of the digitization process, aiming at compilation and when it is needed to compare information regarding accessibility, preservation, technical aspects and image capture. Questions concerning accessibility are to be answered by the collection unit, questions concerning preservation are answered by the preservation unit, image capture questions answer by the unit for reproduction and photo and technical issues answer by data and it unit. Questions on the check list can look like; *Is the object much asked for, Value and earlier use, Is the required technical equipment something that KB is in possession of, Does resources exist to secure long term access of the digital files?* (p. 29 ff.) The report concludes that it is the management at KB that should be the ones that have the final decision when it comes to digitization selection. (Scherman, 2005, p. 25 f f.)

### 5.2.3 KBs present internal digitizing strategy

KBs internal digitizing strategy is a document that tells us how KB thinks about how to put thoughts into practice. The strategy refers to regulation 2008:1421 what KBs commission mean and the law of duty supply, that I have described above and KBs own strategic plan. The strategy states the connection to legislation document and the conditions for digitization operation. It also tells how the digitizing organization looks like and how the digitization operation is financed, further it discusses digitization on commission, outsourcing or in house digitization and target groups. Then it discusses more practical issues as selection criteria, metadata, interface, accessibility and visibility, technical quality and digital preservation for the future.

The aim for KB with the digitization operation is to work, produce and make material accessible in an efficient way. The outcome of the digitization operation is to make central parts of KBs collection accessible, searchable and visible digitally. KB should also take action concerning preservation for a long time for digitized material. In order to gain the volume of digitized documents KB has to strategically cooperate with private companies, public service, publication companies, commercial broadcasting companies and organizations dealing with copyright. KB should account planned digitization on copyright material in order to avoid market disturbance. KB advocates Open Access to scientific material and copyright free cultural heritage on the Internet. (Digitaliseringsstrategi, 2011)

KB strives to adhere external financing of costs that goes beyond their grant. KB should look for alternative financing and grants from funds in order to gain the digitization operation. Through public-private cooperation KB will create economical conditions for digitization and provide of material. KB should strive for digitization cooperation locally, nationally and internationally. On a local level KB has established an organization with different persons in leading positions amongst them the national librarian. KB strives for an increased integration between internal actors in the digitization process. Nationally KB tries to contribute to cooperation in the ABM-sector<sup>11</sup>, KB has to communicate their digitization plans, and recommend a national register of ongoing and planned digitization's. KB is responsible to put together a group of digitization experts to achieve cooperation, and to have contact with

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<sup>11</sup> ABM-sector is a collecting name for memory institutions; A for archives, B for libraries (bibliotek in Swedish) and M for museums.

Europeana. On international level KB should strengthen international contacts in the digitization area, in cooperation with The European Library and Europeana and other projects financed by EU. (Digitaliseringsstrategi, 2011)

The strategy tells about digitization criteria at KB and how they should be dealt with at the digitization department. The digitization criteria are divided in categories of preservation, researching interest, and public interest, financing and copyright. When digitizing the collections at KB they do it in the perspective of preservation. Audiovisual material, prints and newspapers are examples of which material that can be considered for digitization. Materials and collections that are frequently asked for by users have high priority by KB to be accessible. Among the documents that are prioritized for digitization at KB the ones that are about to be destroyed due to poor condition is digitized before others. Due to the fact that the prioritized user group at KB is research and higher education criteria as interest of research and research ability will be especially considered. KBs research department will comment on planned digitization with these aims. For the public presentations such as digital exhibitions one will consider the public with specific interest for this. Existing documents that are not considered highest priority for digitization but are of interest for a potential financier may be immediate interest for digitization; the decision should be guided by KBs priorities. When KB will select material to digitize that has copyright, the possibility for that specific material to clear the copyright should be considered first. In cases where all digitization selection criteria's for a material or collection are met and can be connected with each other gives a strong case to be highly prioritized for digitizing. (Digitaliseringsstrategi, 2011)

Mass digitization of periodicals and newspapers will be outsourced according to the strategy. To mass digitize is often a necessity due to economical causes; it is costly to digitize. Objects that are fragile and have to be treated with special care and KBs audiovisual collection are digitized in-house at KB. In addition to that even some robot based digitization is performed at KB with staff from KB. KB performs some digitization on commission, in such case the cost of digitization must be covered by the other part, and if it is assessed to contribute and enhance the national digitization. The selection of digitizing on commission for another patron should follow set standards at KB or at a national level. As an exception for economical reason KB can perform some digitization that does not follow set standards. If the material are copyrighted it is expected that it is the commissioner that should arrange agreement about digital rights. (Digitaliseringsstrategi, 2011)

Well defined and common standards for metadata are used by KB. Each digitization process should consider the need for metadata and producing metadata should be in cooperation between different operation departments at KB. The system that coordinates bibliographical metadata for both born digital and digitized documents is called LIBRIS, these documents can be collected by agreement or the Swedish digital deposit act. KB's interfaces should be designed to make the users the conception that all KB's document are available from one place, they should be navigated and searched easily. Documents that are presented at KBs own web platform should be available even for users with disabilities. KB should use file formats that are suitable to preservation of documents, this suitability is identified by having a policy for digital preservation and have format registers that are available. In order to secure long term preservation it is important to use standard file format, this will enhance production of tools for migration in the future. KB will produce regulations internally that regulates the level of quality performing digitization. (Digitaliseringsstrategi, 2011)

#### 5.2.4 Analysis

The earlier documents, Digsam and KB-report, are plans of action and strategies by KB themselves and are almost an inventory of experience and plans for how to proceed. The reports lists all areas involved in a digitization and all steps in the digitization process and how to take care of the material in the future. I think the reports and plans were important and necessary at the time. They provided a structure to what digitization was and how it could be used. Digitization had then in the early 21th century been done at a smaller scale and perhaps more exploratory and had come to a stage where some structure and long term goals were needed in order to develop digitization of cultural heritage further. They also show that digitization selection has been up for discussion right from the beginning. Probably because digitization always has been costly in time and money, which make it urgent to prioritize what to digitize.

The older documents deal with more detailed and explicit plans for example the *digitization checklist* with detailed information of which department is responsible for what area. A plan of action is presented in a forming character due to that the management at KB tried to produce a forming structure for the digitization operation. The current strategy shows that KB has got some routine in the field, has developed what methods that have worked in the digitization operation. Their digitization operation emphasis lies in categories of *preservation, researching interest, and public interest, financing and copyright* which seem to permeate all digitization actions. The current strategy also states how staff and management should treat specific situations like digitization for another organization or funding to different projects. There is still no detailed information how and when to prioritize one material over another for example. Both older and the new strategies are explicit on the reference point is KBs commission preserve and collect and make accessible.

### 5.3 Summary of informant interview result

#### 5.3.1 Type of institution and culture at institution

The informants were asked about the cultural heritage that KB administer and if it affects the digitization selection that they are a national library. Both Kaisa Unander and Susanne Sellei mean that it is of great importance that KB is a national library and it affects their view on how they think and choose to digitize. Sellei says: “*We are a national library; we have the responsibility to collect and preserve for the future*”. The informants say that there are two responsible authorities to KB, on the one hand the Ministry of Education and Research and on the other hand Ministry of Culture. The Ministry of Education and Research is the main responsible authority. The informants point out the frustration it sometimes can be to have two responsible authorities, which leave KB with two different focuses to please. Unander says; “*From our point of view it would be easier if they could agree*”. And Sellei says; “*It can be quite tricky to have two responsibly authorities, actually, cultural heritage and research library*”. Susanne Sellei stresses out that KBs commission is to serve the research community and help them. Sellei says; “*Main formulation is to give users access to material and preservation of material.*”

#### 5.3.2 Legal restrictions

It is said by the informants that it is the government Digisam; a coordinating secretary for digitization within the memory institution that writes up guidelines for different institutions to

follow, among them are KB as the only library. Unander and Sellei tell that they at KB is in the process of drawing up new a new strategy for the digitization operation. The new strategy are compiled of common structure, Sellei say that they would also like to have a complementing document with additional instructions compiling of more explicit and detailed information on how to proceed, that a photographer or a curator for example can take out and follow at certain commission. Sellei says that KBs own guidelines for digitization has altered quite a lot since they became a part of the ABM-interaction. Before the cooperation KB had very advanced digitization plans almost on an experimental laboratory level. This has now been reduced to more mainstream digitization.

As said Sellei tells that the main formulation is to give users access now and in the future. One of the most important limitations is the copyright. They are trying really hard to solve issues concerning copyright, by talking to branch organization on what to do. Sellei says; “*We try to put all material that is free of copyright out there.*”

But copyright does not hinder digitization selection as one can think. Sellei says; “*we have very broad collections so it is not possible to just digitize copyright free material*” and they digitize material that has copyright but they cannot display that material, Sellei says. Different institutions interpret the copyright law a bit different; some institutions interpret it very strict, according to Unander. Mass media is a very complicated material due to the fact that there are so many originators in the same newspaper that makes it difficult to assure copyright. Some institution make the choice of just digitizing what can be displayed, but KB has so vast collections of very different sort that they digitized a lot of material that not can be displayed for users due to copyright issues.

KB has collections that they only trust, they are deposit to KB but the actual collections are owned by other parties, a foundation or such. Because the material is in KBs care Unander says they want to be present during digitization due to that KB is the care taker of the material, but they have no right to the digitized files when it is done. One collection that is deposited at KB the informants talk about is the collection of the famous Swedish author Astrid Lindgren; her collection is considered a world heritage. If someone wants to make research on that collection the material has to be provided by KB but if a digitization is done KB may not keep any digital files.

### *5.3.3 Financial actors, outsourcing and digitization operation*

Sellei and Unander tell that if KB search funding from different EU project, the condition almost always is to direct the project to the public, which not always suits KBs aims being a research library foremost. Due to that KB has two responsible authorities means that the two have different priorities; the Ministry of Culturel has focus on cultural administering and the Ministry of Education and Research has the focus of a research library. A question was asked that if two different ministry authorities would influence the digitization process. Sellei says that there is a tendency to extend the main focus groups but the focus for the Ministry of Education and Research is researchers that is why they try to have that in mind when they seek grants for different projects.

The informants talk about that KB mostly performs in-house digitization and digitization on-demand. For example they are undergoing digitization of the Swedish television and Swedish radio material among the collection of the legal deposit law. Due to the drawback on financial support KB no longer, or not to a large extent, digitize material that are not their own but are

incorporated in their collection through deposit. KB have before attended digitization of such material where they have not been able to keep the digitized files because they just store that material, they do not own it. This opportunity has decreased due to less funding.

The informants were asked about how digitization is incorporated in their operation at KB and they answered that digitization is an on-going process at KB; and that digitization is no longer run in projects that often. However on-demand digitization is another operation that comes strong at KB, where a user can get what he/she wants to, perhaps just a section of a whole book or a specific band, almost immediate instead of that work being placed in a digitization queue. It is even now allowed to photograph material yourself that you are studying at the reading room at KB, something that has been common abroad for some time but was decided upon in Sweden from 2014, according Unander. On-demand digitization is growing and this spares the staff much work and the researchers much time. On-demand gives the opportunity to digitize only asked for sections of a material without digitizing a complete production.

Concerning e-books on demand, all copyright are handled in Innsbruck, and staff at KB deals with the actual image reproduces. Material that are up for on-demand reproducing are material without copyright restrictions, Sellei says; *“a button is placed on material that are free for reproducing in the database”*. When an order for an e-book on demand arrives the copyright is checked and then it goes off for reproduction.

#### 5.3.4 *The material*

Staff working at the different departments at KB has great influence in what material need to be digitized due the material's poor condition. Sellei says; *“The very delicate material is prioritized for digitization.”* A great quantity of the older material is fragile; Unander and Sellei say that the carriers of the material is fragile in itself. At KB they call this preservation digitization. They have at KB a well working digitization flow of some material, among them different prints and publications. Material held on magnet tape has been highly prioritized as have printed material from 1830 to 1930, especially newspapers from 1830 and forward due to condition of paper. The printing paper in the 1800 was of poor quality and newspaper had the worst quality of all. The result is that this paper is now after approximately 150 years at danger of crumbling to dust when it is touched upon.

Unander tells me about taped material from the Olympic games 1912 in Stockholm, these games were a well documented event that are taped on highly explosive nitrate film, this material has been transferred to another carrier once but the quality is not that good and a new digitization is planned to save that material. Due to the high explosion risk involved with nitrate film, the digitization will take place in USA, where they have high security for this sort of things, according Unander.

#### 5.3.5 *Experience, digitization professionals and management*

Concerning strategies at KB Unander says; *“...finally it is in KBs direction group as all our policy documents are founded but of course different units works in different work groups and makes suggestions.”* The strategies are common the informants say but they consider a complementing document that points out what to give priority to, which categories to use and what forms a bit more specified. This way they mean KB will have a document that can be taken out by a photographer or an operator that has to make a decision on what in a collection are relevant for digitization. Unander and Sellei say that they want to have input from the

staff; “we want input first and foremost from the staff because they know their material, they are experts”. Sellei finds it much desired to strive after to see how KB can meet the requests from the world and not as some institutions might say; this is what we offer here, but actually meet with the user and find out what they want, may it be metadata, analysis tools or data.

The informants mean that almost every section at KB is involved in digitization. Sellei; “We want a concrete chart for them that need to judge what in a collection that is relevant.” All from metadata, technical department and taxidermist so the personal experiences at the staff are highly important. The taxidermist at the different departments know their material very well and are always consulted how the material should be treated and what the material can take in a digitization. And it is often the staff that signals that a material should be high prioritized due to poor condition.

Decision from government to draw back on funds for the digitization field has lead to some frustration due to the fact that there is so much to do. But they will work with what they got, Unander and Sellei tell me. Many of the management and directors at KB are by tradition part of many national and international committees and boards, due to KBs position as a national library. Many of the committees and boards deal with digitization of cultural heritage and to enhance development and progress of the same say Unander and Sellei. Unander, in her role as head of the digitization department at KB has the responsibility to take part of development of digitization in cultural heritage locally, nationally and internationally, and to be a part of committees in order enhance cooperation within and amongst institutions that digitize.

### 5.3.6 Analysis

The informant interview gave a lot of insight to the digitization operations at KB. The sheer scale of their collections and how much they have the opportunity to digitize are rather impressing. The two respondents were able to mediate the ambiance that exists at KB about their cultural heritage that they look after and how they relate to it. The management seems very aware of their commission and acts upon it, in terms of what collections they have and what commission they have to accommodate researchers, and even though KB can use digitization selection criteria that suit them and their operations and commission, they do it in the light of being a government authority, as the informants stress out that KB has commission from the government.

Digitizing has become a large part of the operation at KB, since they have the responsibility to be the national library they should be leading the digitization process in Sweden and be an active part in Europe and the world, as they also are. Digitization also has a large part amongst the operations at KB because they have the responsibility to preserve cultural heritage material for the future in Sweden as is emphasized in the interview that the preservation strategy is important; “Main formulation is to give users access to material and preservation of material.” This characterize the way things are dealt with at KB, the management and all involved at KB seem to take on the responsibility that it means being a national library. This is perhaps due to the atmosphere at KB that has its roots in the long time they have been a national library which make them aware of what they are expected to be and to do. However management at KB seems to have a clear image of what is expected from them and what responsibilities they have. This is vital for an institution; how their operation will work and develop as they need to do in order to accomplish what is expected of them.

The respondents' stress that digitization operation at KB is a work that needs involvement from nearly all units at the department. Curators on printed or handwritten material need to assess the material's condition, if it can take a digitization, the staff are also the ones that know their material and know when and how it may be treated and they can recommend a specific material for digitization that they know the urgency in. I think it shows that the management has high trust in the knowledge and professionalism of the staff. This is also a key factor for the digitization selection process to run smoothly. If staff has been involved producing digitization selection criteria and have an understanding of the whole digitization process it will empower them in their profession and how they deal with their work tasks, which is an advantage for both the staff member and for the institution, that will have a staff member that develops a greater understanding of their work and the institutions commission.

Copyright is often seen as a limiting factor for digitization of material, but KB digitizes even copyrighted material for the sake of the material even though they cannot publish it. Many memory institutions choose only to digitize copyright free material with the purpose to display it and KB do not do that; "*We try to put all material that is free of copyright out there.*" I think that KB has an outstanding position than other memory institution due to their role as national library. First, KB has very many collections that are unique for KB and perhaps need to be digitized for preservation purposes, and secondly a national library may not be so dependent of displaying their collection or work due to their position as the nation's main library. This is a factor that comes of what position the institutions have and that is a criterion for the digitization selection process.

Generally libraries are a service to either the public or for KB researchers and students. That fundamental view of what the mission with the work is is fundamental even at KB, which is emphasized by the informants more than once. There is a willingness to make material available and accessible to the users. The material itself plays a role in the digitization selection process but perhaps more due to the condition of the material carrier than the information on the material. Material in poor condition is prioritized for digitization and if the material is manageable and can take being opened or scanned, then poor condition is a digitization selection criterion that really is important, which reflect how the material itself are valued and respected by management at KB.

#### ***5.4 Summary of e-mail interview result***

It was found in the e-mail study that my respondents had quite coherent responses to questions about cultural heritage and how it is viewed on at KB by staff. On the question how KB can be considered to be carrier of cultural heritage one of the respondents said; "*We keep the substance of different media for the future and researchers/users of today*". On the question if it is considered in the digitization selection process that the digitization material should represent the Swedish cultural heritage, one of the respondent said that it is not their place to consider how valuable the material is and the other respondent said that all material represents Swedish cultural heritage in some aspect, and the respondents also say; "*What is the beginning and end of cultural heritage? And who shall decide?*" Well I think the respondent expressed a valid thought; who shall decide?

The respondents' answers to the question if copyright is a hinder for digitization, is that it is not a hinder for digitization but it is however a hinder to publish the digitized files for the public. And they are not allowed to digitize materials of software character.

When it comes to the material itself the respondents were asked if a material could be considered to be of such an importance that it was prioritized for digitization. Unique material on fragile carriers/equipment that is hard to maintain, and sought after material, responded both of the respondents. One respondent pointed out newspapers because it is so sought after. Codex Gigas was prioritized due to it perhaps being number one of the KB treasures. On the question if users request control digitization selection at all, one of the respondents answered that really not, but for research purposes since research is the main priority and the other respondent answered that the staff notice that if the same material is asked for reproduction over and over again then they usually take the decision to digitize the material as a whole if it is possible. The respondent also says that they offer EOD (E-books on Demand) a service where the users pay a nominal fee in order to get what they need in digital manner.

To the question if some material could be prioritized over other in the digitization selection due to that there are financing specified for some material, the respondents answered that it could be like that. One example was a project initiated by the government, to digitize official documents so called SOU<sup>12</sup> material. Also the audio visual mass digitization was first started with earmarked extra funding from the government to use for the public service<sup>13</sup> material. I also asked if a material's poor condition could give it higher priority for digitization and the respondents answered; *"Yes, if it is unique material and carrier that are about to be destroyed a rescue mission is done before material that are more sustainable."* and *"Yes... and no. For example if it is much sought after. But sometimes the material is in such poor condition that it cannot be handled and digitized without further damage. Then there is no digitization done."*

On the question if preservation is important to consider as a digitization selection criteria at KB, the respondents said that preservation is always an aspect present in the digitization criteria. Especially concerning analog band format, sometimes even digital band format have problem which may be prioritized over more sustainable analog formats. The other respondent points out that some material may need to be rescued from even more wear and tear in the future and therefore is digitized. It is also necessary for the digitization selection that the material may be handled without damaging it, or assess if a book even can be opened without damage.

KBs aims with digitization was asked about and the respondents answered that KBs aim with digitization is on the print side right now mostly to make material accessible, for newspaper and audio visual it is both to make accessible and to collect. The legal deposit law is not affected by a digitization selection process. Preservation is also emphasized as an aim for KB. The duty supply has research as its main purpose says one of the respondents so besides that the respondent does not feel that there is higher priority for some material due to what the aim is with it.

On the question if it is easier to handle digitization selection when you have more experience one of the respondents responds that; *"Yes. It is easier to assess: time frame and the level of manual effort for digitizing (which is an important expense consideration); preservation; handling."* The other respondents says that; *"In one way, especially when you have two different formats and both would be equally prioritized but where the funding only covers one at the time then the professional experience can help you to do a risk assessment and choose the one over the other format to digitize."* On the question if the management at KB may have

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<sup>12</sup> SOU – The Swedish state's public analyses. Available at: <http://www.sou.gov.se/>

<sup>13</sup> Public service – public radio and television with specific commitments for the company to follow, agreed with the state.

influence or significance in the digitization selection process the respondents both say that the management can decide what to prioritize, and they decide budget and resources for the whole digitization operation and if they prioritize resources for other parts of KBs commission that can mean that the digitization operation can be smaller. One of the respondents says; *“However that they would be down and deciding at “screw and mutter” level I do not see as efficient or desirable from their side.”*

#### 5.4.1 Analysis

I think it shows from this interview that the individual staff member has a great importance in the digitization process, and that they feel that their own judgment is important to get a good end result from the digitization operation. The staff is a large part at KB when it is determined the conditions of materials, the frequency in use and how it can and cannot be treated amongst other things. As one of the respondents say about their own experience; *Yes. It is easier to assess*, shows how important staff experience is and that that can have an impact on the digitization selection process. The staff has an educational foundation and becomes more trained to assess these sorts of things working at KB, they become experts in their field, both concerning the content and the importance of the content (even though they stress out that the importance of the content are equal in the sense of cultural heritage) of the material. They will also become experts on dealing and judging the condition of the carriers of the material and what that carrier can take, and not at least, they become experts in how to digitize such material, how to best capture the material in digital form, what lightning to use, what background is needed and so on. They seem to feel that they are trusted with the decisions of what should be digitized, in case of hesitation they seem to feel confident to advice or leaving things to the management.

The staff seems to know what is expected from them in the work with cultural heritage material and what and how to think concerning digitization of cultural heritage. That cultural heritage material and how it should be treated is confirmed when one of the respondents says; *“What is the beginning and end of cultural heritage? And who shall decide?”* The comment on who shall decide also reflects the fact that there are more than staff at KB that are involved with cultural heritage material and that the responsibility lies on more than one institutions and the staff and management working there. They seem to be well acquainted with what is commissioned to KB and how to think about that, what to give priority regarding tasks and material and so on.

#### 5.5 Conclusions

This study could conclude that the governmental digitization guidelines to KB are very vague and are not particular in how KB will achieve set goals and aims, even though the government and the ministries have spelled out their aims with cultural politics and what groups to focus on and how to reach those groups. Management and staff at KB have to interpret the aims to fit their own operation, and adapt them after how the digitization process at KB works and what is good for the cultural heritage material. The staff needs to take into account things that can add value to a specific cultural heritage material when digitizing it. This study could conclude and confirm earlier research that preservation and accessibility to cultural heritage material was something that was emphasized in the commission for KB. The study by Persson and Tångemar (Persson, Tångemar, 2006) concluded that preservation and accessibility often is a reason for digitization to take place at KB. Thereby pointing out that

preservation and accessibility is influencing the selection criteria process and therefore may be decisive factor for digitization of cultural heritage material held at KB.

The theory about the arm's length principle discussed by Mangset, (Mangset, 2013a) states that the government places cultural power on an arm's length from the government. This study could conclude that all involved parties in this study's setting have power over decisions on cultural heritage material in the digitization process, and that the Swedish government rules over cultural heritage on an arm's length distance. However since KB is a governmental institution perhaps government rules on an arm's length distance instead of placing the power over cultural heritage an arm's length away from the government. Because the government still has some control over the process by making regulations and demanding reports on progress of the digitization operation at KB, making the government to govern on an arm's length distance instead.

It was also concluded in this study that every involved parties; management, staff, and the government (through the responsible ministries) will have power over cultural heritage material. The ministries have got power over directions and aims with cultural heritage material through their digitization strategies. Management at KB has got power over cultural heritage at KB and the ultimate power on what items or collections that should be digitized, through the digitization selection criteria they set for digitization at KB. And staff at KB has power over how cultural heritage material should be treated and which material has got priority over other material due to their condition, if they can take on an digitization or not. This would suggest that they all have different roles of power, some that have direct impact for the individual heritage material and some for the overall view and directions of the same.

It would also suggest that all stages and levels of power matters for the importance of digitized material and the digitization selection process. In the current setting where KB has a commission as a national library from the government they do not decide for themselves but from the legislation strategies. This setting mean that every type of power is important in order to get a digitized product that can be preserved for the future, represent the institution, please the users need for information and accessibility, and to give weight to the importance for cultural heritage material. The staff's knowledge about digitization and cultural heritage material is a necessary power or influence for giving the best circumstances possible for the cultural heritage material. The same goes for management and the elected politicians that lay the foundation for KBs commission. Even though power over cultural heritage material is spread on different actors it is nevertheless important that every part does its work and does it well because they possess the power over culture heritage. Which is suggested by the findings in the study of Stening Soppela (Stening Soppola, 2008), where it is concluded that the selection of material for digitization is a very important thing, because that digitized cultural heritage material will reflect and represent Sweden's cultural heritage material.

This study also discusses different concepts and factors that can influence or have power over cultural heritage digitization selection which has been suggested in some studies before. It was concluded that even other things can influence the digitization process; KB has the position of being Sweden's national library that gives the KB administration a specific role as a leading library in library Sweden. The role as the national library also gives the KB administration a specific commission to follow. Even the cultural heritage material itself and its condition as well as copyright issues concerning the material can play a part in the decisions made in the digitization process at KB. The Minerva Handbook (Minerva, 2004) talks of common guidelines and structures that are good to consider in a digitization process,

and that it is important to know what influences there are in the digitization selection process. This is something that also is confirmed in this study as well as how important it is for management and staff at KB to consider many different aspects in the digitization process, from financing to copyright and the materials condition. As it is concluded that many different digitization criteria can influence the decision made by KB staff on which cultural heritage material will be digitized.

## 6. Discussion

This chapter will start with answering the research questions and the aim for this thesis. Thereafter follow further analysis and discussions on the out comings of the research study, how the result can be applied on KB and what it will mean for an institution like KB.

### 6.1 Answering of research questions

#### 6.1.1 Research question 1

- How are the digitization selection criteria described in the regulation documents?

The government regulation and strategy documents are vague and they leave quite a lot of interpretation up to management and staff at KB. The study of regulation documents from the responsible authorities did not give any detailed or specific information on how KB should treat digitization selection criteria in detail. The regulation documents declare important aims with the digitization operation at KB such as access to cultural heritage material for everyone regardless of ability. The responsible authorities communicate their aims from a cultural politic view and leave the detailing about prioritizing material over another in the digitizing selection process to KB themselves. Even the internal strategy at KB gives a rather rough outlined image of what should be prioritized even though the internal strategy is much more specific than the governmental documents, it does not give detailed information about how digitization selection criteria should be used in digitization. This is right in line with Mangset (Mangset, 2013a) view of cultural politics where the government hands over the power over decisions concerning cultural things to professionals that know the field and that not are involved with the politics.

KB's commission is the foundation for decisions concerning digitization selection criteria. The government demands KB to hand in a digitization plan of action so the government has an insight in how they develop digitization selection criteria. KB should also report yearly to the responsible authorities what they have been doing within the digitization operation. The internal strategy at KB talks of what to consider in the digitization operation such as: access to material and preservation of it. Access and preservation is the key things that are emphasized as what digitization operation should be built around, this controls the digitization selection criteria, and access and preservation is the factors that KB builds their digitization selection criteria around.

#### 6.1.2 Research question 2

- How are the regulation documents interpreted by management and staff at KB?

The commission "controls" all digitization actions at KB; the staff and management are responsible to do what the commission tells them to do. The regulation documents are interpret by management and staff as the main priority for digitization criteria are preservation and access to material. The government strategies are coherent with the digitization operations at KB. The study revealed that KB has developed a chart to go after where the cultural heritage material can be judged by how many boxes are ticked for each material according the chart. Important criteria are preservation for the future, condition of material, and value to user and copyright issues. This gives the staff at KB a tool to use when assessing material for digitizing. It is the policy group at KB that sets guidelines but every work group in the

department also works around digitization guidelines and gives input to the policy group. The management group is the one that make final decisions on how the digitization strategy will look like and how they should be interpreted at KB by staff at the different units of the department. That the management consider the staffs opinion reflects that KB management value the staffs opinions, that management understands that every department that is involved in the digitization process has knowledge about the cultural heritage material and what is best for it.

The professionals have knowledge about not only the cultural heritage material but also the digitizing process and how to take care of further processes. This study shows that management and staff at KB take their commission to collect and preserve material for the future most seriously. They are very much aware of the fact that they take care of a huge part of Sweden's cultural heritage and that they are responsible to keep them safe. That KB is an institution that is care taker of and administers Sweden's cultural heritage is something that they are proud to mediate.

The regulation documents are interpreted by professionals in the light of being a national library and that they have to look after rare collections and items. There is a specific atmosphere at KB that comes from their position as national library and their commission and their professions as librarians, which permeates the operations. KB has two responsible authorities which was both positive and negative. The informants, working at KB with whom I spoke, expressed some concern that it from time to time could be somewhat difficult to satisfy both of them. Is this dual authority setting something that influences the digitization selection criteria? Perhaps it does, however the different focuses do not have to conflict with each other as it can be positive to have a lot of cultural heritage material to study. The KB administration also benefits from grants from the two authorities individually that finances the both focuses.

### 6.1.3 *Research question 3*

- Are the professional experience and opinions of the staff at KB something that influences the digitization selection decision?

This study shows that power or influence over cultural heritage does lie with staff working at KB due to that they has to interpret the commission and the regulations and make it a reality. As is discussed by Rothstein, (Rothstein, 2010) the professionals at KB are given legitimacy by their profession to carry out the digitization work as is decided by the government. The study shows that staff and management at KB feel they have the responsibility to make material available for users. Staff act in agree with commission and seems to be well conversant with the commission which in the end will give a good work result for the institution KB. Cultural heritage material held at KB seems to be treaded quite equally in a digitization selection process. The professional's opinions about the condition of the material and what need to be digitized is listened to. This study shows that the staff at KB, (the professionals) have great influence in the digitization selection process, due to that the management seems to have great trust in their ability to judge the different material from the set criteria's. The management at KB leaves much interpretation to the staff and let them have great input in the digitization selection process. KB staff and management are thinking of different kinds of cultural heritage material fairly equally and staff at KB has a great input in what material that should/need to be digitized.

Both staff and management at KB have great understanding about KB being an institution that has the responsibility to take care of the Swedish cultural heritage. Much consideration is taken to the condition of the material and if it can take a digitization, and how to treat a specific material in a digitization situation. That KB is cultural heritage care takers seems to permeate all operations at KB, through digitization selection criteria and their aim at making decisions that have the cultural heritage best in interest. As Dahlström et al. (Dahlström et al., 2012) write about libraries having a long tradition of collecting and presenting material in neutral way, digitizing selections of its collections actively shapes re-shapes and creates cultural heritage besides just making existing cultural heritage accessible. Digitization has given another layer to the tasks and responsibilities of libraries and librarians that of to shape, re-shape and create our cultural heritage and adapt them to new settings, so the material becomes a valuable source even in a digitized manner.

The interview respondents mean that this task of selection process can be easier with experience. So the staffs at KB do have some decision or power of what to digitize. A staffs references and experience of both material and the digitization process can influence this process but that is unavoidable, being a human being means that you collect different experiences along the way, which is important as a professional to use at the best for the material and for the work process. The staffs' professionalism gives them the tools to taking on the task; they know how to do it as librarians do it.

#### *6.1.4 Research question 4*

- What other factors, such as preservation and accessibility, influence the digitization selection decision at KB?

In the theory chapter of this study several influences on the selection decision in the digitization process were discussed, the study result shows that many things influence the digitization selection process. That KB is a national library also influence the digitization selection in that they has so vast collections that they digitize from many different area to have a broad spectra of digitized material. It is a factor in the digitization selection process that KB is a national library, in terms of how the selection should reflect a national library, in terms of how large collections they have to make selections from and, what collections should be prioritized when equal need to digitize exists. Digitization is important for KB and for the collections at KB, in order to transfer and preserve the collections for the future. Copyright of material will not hinder material to get digitized however that material will not be available for the users. Copyright issues were not a restriction to digitization at KB and were not a thing that would influence the decision to digitize or not, but just for the accessibility of the material. If there is a need KB digitizes even material that has copyright, however they do not publish it. Copyright of material can be seen as a hinder for digitization and it often is, however the great hinder with copyright are to publish it, the digitization of the material is not impossible.

Preservation and accessibility were things that very much are considered in a digitization situation and have a lot of influence in the digitization decision as they are a priority in the digitization process. The study showed that the condition of the material is an important criterion for digitization, and is much considered by professionals at KB. If a material or the carriers of a material is threatened to be destroyed it will be much prioritized for digitization. Professionals at KB has a lot to say on what material will be prioritized over another in terms of how long a material can wait until it get to fragile to digitize. Their experience working

with cultural heritage material and digitization can help to make this decision. How much a material was asked for by users also influenced the digitization decision, if a material was asked for about ten times it was a good chance it would be digitized.

## ***6.2 Analysis and discussion***

### *6.2.1 The government*

There is a need for the government to set the direction of cultural heritage and what could be expected from it. KB has two responsibly authorities which give KB a dual focus, partly on cultural administer and partly on education and research aid. This can perhaps be both positive and negative for the cultural heritage. The management expresses some irritation on having to please, so to speak, two authorities. The government contributes with grants and guidelines for KB to build on concerning digitization of cultural heritage material. The different ministries also contribute with their view on what has to be on focus for KB in terms of what different operations to prioritize. Perhaps one can say that the Swedish government rules on an arm's length because KB still is a government controlled institutions more than that the government places the power over culture on a arm's length from politic.

It is important that cultural heritage is free from too much political involvement, culture is something that citizens should be able to take part of or create based on the freedom of speech, because it is a way of expressing yourself. If digitization selection criteria in the smallest detail would be decided by elected government I think there would be a great risk that cultural heritage material would not be treated equally, depending on what political parties governed that election period and what their cultural politics was founded on, and perhaps even how cultural politics could enhance just that particular political party. That would leave us with political control over cultural heritage. And the cultural heritage would not be free from political influence as the idea with the arms length principle is. Cultural heritage not being free from political involvement could be a negative influence for the artistic freedom, where some artistic expressions could be excluded from the scene.

This is why the professionals at KB are important as they give legitimization, as Rothstein talks about (Rothstein, 2010), to the governmental decisions concerning the cultural heritage material. The elected government is not without saying, as they set the guidelines and points out the direction for the cultural political and the cultural heritage, for example, that memory institution in Sweden should give priority to making cultural heritage and culture more available to everyone, by offer cultural heritage in digital and digitized format.

The government has placed power with the KB administration through the arm's length principle (Mangset, 2013a). The Swedish government has the aim to be an it-nation and invests a lot of money to develop it-service, for example to let cultural heritage get available for the public on the internet, they have given the professionals at KB the legitimacy (Rothstein, 2010) to perform does tasks for them. The KB administration is an important part in letting cultural heritage material get accessible for the public because they have the commission and the opportunity to digitize and they a lot of cultural heritage material to digitize from. The grant for digitizing has been reduced at KB, the informants told me, which does not quite add up with the government aim to digitize and making culture available for the public. The digitized cultural heritage material is also important for the perception of Sweden as cultural heritage carrier; KB has responsibility to cooperate with other national libraries and to be involved in European projects as well as other projects in the world. Even there has the digitized cultural heritage material a role as portraying work done in Sweden.

I think the system of the government prolonged arm described by Mangset (Mangset, 2013a) is a principle that works, it works for staff and management at KB and for the public and I also think it is beneficial for cultural heritage material. Because that everyone does what they are best at; the government can view cultural heritage material from a nationally view and judge what directions would benefit the public. The staff and management are professionals at judging and taking care of cultural heritage material. And the public should take part of and interact with the material either as an interested individual or as researcher examining the contents of the material. Transferring the power of cultural heritage from government to staff at KB can be a positive thing for our cultural heritage because although KB as an institution can get much attention to their own operation, it can also give great attention to the material stored there. The material may be given a new life and context through the extended attention.

### 6.2.2 KB

It is a really good thing for the KB administration to have clear aims with the digitization operation in order to get the most out of the invested work and money as the digitization operation means, I mean that KB is well aware of how and why they digitize their cultural heritage material and who should benefit from the digitization operation. How the KB administration relates to changes in workflows and the digitizing era is important due to their position as a national library. Their way of taking on new challenges will set the tone to other memory institutions and libraries in Sweden and perhaps even beyond the Swedish borders. I feel that management is an important key in this together with directions from different strategies on what to give priority to and how to implement them. It is also important with a digitization operation to attract new users and to show the users what is collected at KB, however KB have specific position in Sweden being the national library and will of course need to think about their appearance but their unthreatened position may give them the opportunity to focus more on the actual task of digitizing. To have a positive and stimulating work atmosphere is something that is worth striving for because it may help staff and management perform better. If the work atmosphere is not good then it would perhaps hinder staff and management to do a good job because it could restrain the work.

I feel that focus has shifted a bit at KB, accessibility and preservation now and for the future is emphasized as the prioritized activities. Collections are things that always are present at KB due to the very well established duty supply law and the resent e-duty supply law. However I feel that collecting is not that focused any more perhaps because accessibility to digitized format has given priority to from the government and that collection through duty supply is an ongoing process where it is something that happens without many considerations. Although duty supply is not something that does not need attention, it needs quite much in terms of storage format both physically and digitally, especially to the material from the e-duty supply. I believe this is a natural shift of interest for KB as the digitization operation is an operation that has been added to the KB administration. Forms of transferring material from one form to another has been present also during the 20<sup>th</sup> century when newspapers were transferred from paper to microfilm and audio visual material was put on other form of tapes. But digitization has meant developing new technical equipments, new methods for work flow; expertise in digitization as well as metadata and digital repositories have to be added to the work force. Implementing new technology as digitization at an institution like KB is done by instructions from the government, on an arm's length distance (Mangset, 2013a) which leaves staff and management at KB with the task to re-shape and re-contextualizes (Dahlström et al., 2012) that cultural heritage material. In some decades KB and other memory institutions have had to

relate to a developed form of preservation. This has got affects in every aspect, from material, staff, management, technical equipment and forms of organizing it. I feel that the KB administration has done a good job of finding their place in this shift, they seem eager to participate in finding durable workflows and always try to held the cultural heritage material and their users in focus.

### *6.2.3 The material*

Digitization is a life saver for some material now, KB calls it digitization preservation. However the digitized formats do not have eternal life. Sustainable digital repositories and formats for all future do not exist, yet. Apparently according to one of the informants at KB, timeline for eternal life in the digital world has been put to 70 years by the aviation sector. 70 years is not eternal, however this is an area that is under constant development, which will be beneficial for digitized cultural heritage material as well. We are privileged nowadays that so much material from the past has had the opportunity to be kept into our days. It is not that many centuries that we have everyday information left as newspapers and other prints that tell many stories of its days. Of the older material there is not much of the everyday material of impressions and experiences that is available to us anymore.

It seems that digitization has given cultural heritage material a new purpose, that of being to use for more than the usual researcher. Although materials are digitized that due to copyright issues cannot be published for users it is still done for reasons of preservation. Digitization can be seen as a tool on its own making material accessible. And the libraries and librarians task in this new setting is as Dahlström et al, (Dahlström et al., 2012) talk about to reshape and re-contextualize the cultural heritage material in the new medium, which means that the government gives the library professional an additional task. Digitization can perhaps even be seen as a way of lifting the library community into the post modern world where the digital library is a factor. Much as the first attempts of typing in the 15 hundreds brought the development forward from hand copying material to typing it, creating a new setting for the library field. Digitization has complemented the growing area of LIS with another way of aiding users and for librarians to be a mediator to information.

## 7. Further research

Results in this study can be used for further research on the digitization selection process at KB and what will influence the process. There is work in progress at the KB administration formulating the new internal digitization strategy that will be taken into practice in 2015, and it would be interesting to study what this new strategy says and how it compares to the present strategy and if that would alter anything in the digitization selection process. It would also be interesting to investigate further how the new direction on the arms length principle will work and affect digitization selection process at KB, when it is implied to a more local model development. If it will imply that there will be a difference how cultural heritage material is approached and handled, if such a more local model will affect KBs operations at all. Even further examinations on what power over cultural heritage from different actor's means for the cultural heritage material itself and how we as both users and professionals may view cultural heritage differently dependent on who has the power over it.

It would be interesting to do further research based on the findings of this study, for a intensifying of the subject of how has power of cultural heritage at KB. I also think it would be very interesting to do a larger qualitative interview study about the management and staffs view on the cultural heritage material and *what* or *who* has influence and power in the digitization selection process at KB.

## Summary

This thesis has dealt with the topic of power over cultural heritage by investigating digitization selection criteria at KB the national library of Sweden. KB has the commission to collect and preserve cultural heritage material for the future. This study has been performed within the case study setting with a semi structured informant interview and e-mail interviews, where staff at KB was interviewed. In addition to interviews a document study has been performed studying digitization legislation documents from the Swedish government concerning KB and other memory institutions, and internal KB digitization strategies to collect data about the digitization selection process and criteria. The collected data was analyzed using the qualitative content analysis. This study has applied the theory of the arm's length principle discussed by Mangset, (Mangset, 2013b), the professional model presented by Rothstein, (Rothstein, 2010) and the theory by Dahlström et al. (Dahlström et al., 2012) how cultural heritage material becomes re-shaped and re-contextualized by digitization. In addition to that, some concepts about things that could influence the digitization selection process were also applied to the empirical material.

The research questions in this study were aimed at answer;

How is the digitization selection criteria described in the regulation documents? And how is the regulation documents interpreted by management and staff at KB in terms of digitization selection criteria?

What other factors influence the digitization selection criteria at KB?

Are the professional opinions of the staff and the culture at KB a factor when management and staff interpret the digitization criteria?

How do management and staff at KB think of their influence and responsibilities of the cultural heritage?

Sweden has adapted the cultural politic model of the arm length principle where power over culture is placed with art councils without any involvement of political voices, letting the cultural decisions being performed by professionals in art councils instead of the elected political party. This leaves the cultural decisions on an arm's length from the elected political party, and the political influence of culture is lessened, this is important for letting culture be free. The Ministry of Culture and the Ministry of Education and Research is responsible authorities to KB and they provide KB with guidelines that KB has to apply to their own digitization operation. KB has written internal digitization strategies for their digitization operation with goals and aims with the digitization operation and with some areas that has to be prioritized when selecting material for digitization. The criterions that are most prioritized for digitization is preservation and accessibility, which comes from the directives in KBs commission as a national library.

This study has discussed the many things that can have influence in the digitization selection process; the institution digitizing, culture at institution, legislation and copyright, staff and management and the material itself. The legislation documents from the responsible authorities do not provide KB with detailed information about digitization selection criteria, they are quite vague, they do communicate the responsible authorities' aims with digitization. The present internal digitization strategy concerning KB communicates aims and means how to reach them, the internal strategies talks about important things to achieve with digitization at KB as preservation and accessibility of cultural heritage material. The former internal strategies were more detailed in its design perhaps due to that the earlier versions of the

internal strategy came in a face where KB was in the process to define their digitization operation and needed to structure their digitization operation from start.

Interviews were performed with management and staff at KB and they conveyed that preservation and accessibility to material is always present in the digitization process due to their commission as a national library to collect and preserve for the future and to aid research. Poor condition of material, copyright issues and that KB is a national library were also things that affected the digitization selection process. The study concluded that staff and management at KB have a great impact on the interpretation of the regulation guidelines to adapt them to KBs recourses and commission. The professionals at KB – the staff, has a lot of knowledge about the cultural heritage material that is kept and collected at KB, and their opinion of how to treat material and what material to prioritize for digitization if very much valued by management at KB, and they give legitimacy to the government's decision of placing the power with staff at KB. The professionals at KB are also important to take care of the cultural heritage material stored in KBs collections and to re-shape and re-contextualize that material in the digitization process.

The study concluded that the Swedish government, management at KB and staff at KB all have power over cultural heritage and all their involvement with cultural heritage will influence the digitization selection process. Even other influences as the institution that digitize, the material itself, copyright and other legislation issues can influence the digitization selection criteria. Even though all involved parties have different power over cultural heritage, the Swedish government rules over cultural heritage on an arm's length distance.

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## **Appendix 1 Interview guide in English**

### **Interview guide**

**Interview with Informant A and B the 9<sup>th</sup> May 2014.**

**Consent:** I will perform an informant interview with you, if you wish you have the right to end the interview whenever you want to. If you wish remain anonymous I will refer to you as informant A and B. I am the only person who will have access to the interview material during the work process and I will not keep any recorded files when the thesis is completed. I will happily give you a copy of the thesis after it is completed if you are interested.

**Aim:** To investigate who or what that has influence over the cultural heritage that becomes digitized. Through study how KB perform their digitization and to see how digitization selection are and who or what that has influence over it. (What decides that certain material/cultural heritage is digitized and not some? Who/whom decides?)

#### **Interview guide questions:**

##### **Starting questions:**

- Can you tell me a little bit about the cultural heritage that is managed by KB?
- How is the selection criteria affected by that it is a national library that digitizes?
- Hur ser man på KB på sin roll som kulturarvsbärare?
- Påverkar det digitaliseringsurvalet
- 

##### **Questions about the digitization processes:**

- How and when does a digitization project/work start?
- Who is responsible for them and the organization about them?

##### **Questions about KB and the government and other participants:**

- What are the legislation documents that KB works after?
- What impact on what to be digitized does the department of culture have?
- What is the case with digitization cooperation? On a national, international level, does it affect the digitization selection?
- How is digitization projects financed? Can it have an effect on digitization selection?
- Is some part of the digitization outsourced? Can it have an effect on digitization selection?

##### **Questions about selection criteria and process:**

- Regarding handwritten material what is key factors for digitization?
- How and what decides what material are digitized? Criteria as age, status, popularity?
- Who decides what material to digitize? Separate professionals or a digitization team?
- Which criteria do you see are deterrent; economical, experience, the appointer?

##### **Selection criteria at KB**

- What are decisive criteria for a digitization?
- Who sets regulations and strategies for digitization selection criteria?
- What are the copyright regulations and formal strategies for materials up for digitization? How much does copyright effect selection?
- What importance does the material have for the selection?
- What is more common; that financing comes from another actor and are earmark for specific material or that the material is thought for?

- How much does the users which control the selection?
- Can a materials poor condition give it higher priority for digitization? In what way?
- Do you weigh in preservation aspects in the selection criteria's? In what way?
- How the perceived use of the digitized material can affect the selection? Different uses, research etc.

#### **Questions about cultural heritage and influence over it:**

- Do you feel that you are a part of the decision making in the digitization process with your professional knowledge and your experience, in what way?
- Do you feel as you have some power/influence over the cultural heritage, in what way?
- You are contributing to the management of the cultural heritage in Sweden, how do you that responsibility show in your every day work?

#### **Staff and staff experience**

- How does the experience of the staff affect the selection criteria? Is the selection easier to deal with due to experience for the staff?
- Can the management affect the selection process? In what way?

#### **Aim and object about digitization**

- What is the aim with digitization at KB?
- to collect material
- Disseminate, does it affect the selection process?
- Påverkar användningen av det digitaliserade materialet urvalet?
- Hur gör man materialet synligt och tillgängligt för användarna?
- Vill man att materialet ska representera Sveriges kulturarv? Påverkar det urvalsprocessen?

#### **Concluding**

Thank you! It was very interesting and rewarding.

End with a brief summary.

Do you have any questions for me?

Is it possible to email you if I need some clarification or additional information?

## Appendix 2

### Interview guide in Swedish

#### Intervju med Informant A och B den 9 maj 2014.

**Medgivande:** Jag ska göra en informantintervju med er, ni har rätt att avsluta när ni vill. Om önskemål om anonymitet finns kommer jag att referera till er som informant A och B. Det är bara jag som kommer ha tillgång till intervjumaterialet under arbetets gång och jag kommer inte att spara några inspelade filer efter att uppsatsen är slutförd. Jag ger er gärna tillgång till uppsatsen när den är slutförd om ni är intresserade av resultatet.

**Syfte:** Undersöka vem eller vad som har inflytande över det digitaliserade kulturarvet. Genom att undersöka hur KB genomför sina digitaliseringar och se hur urvalet ser ut och vem och vad som har inflytande över det. (Vad som avgör att visst material/kulturarv blir digitaliserat och inte annat. Vem/vilka som styr?)

#### Kulturarvet

Tack för att du tar emot.

Går det bra att jag spelar in intervjun?

- **Presentera syftet med intervjun.**
- **Beskriva intervjuförfarandet. Refererar till er som informant A och B.**

#### Öppningsfrågor

- Vill du berätta lite om kulturarvet som KB förvaltar?
- Hur påverkar det urvalskriterierna att det är ett nationalbibliotek som digitaliserar?
- Hur ser man på KB på sin roll som kulturarvsbärare?
- Påverkar det digitaliseringsurvalet?

#### Frågor om digitaliseringsprocessen

- Hur och var startar ett digitaliseringsprojekt?
- Vem ansvarar för dem och organisationen kring dem?

#### Frågor om KB och staten och andra aktörer

- Vilka är styrdokumenterna man går efter?
- Hur regleras vad som ska digitaliseras från kulturdepartementet?
- Hur ser digitaliseringssamverkan ut? Nationell, Internationell? Påverkar det urvalet något?
- Hur finansieras digitaliseringsprojekt? Kan det påverka urvalet?
- Är en del av digitaliseringen out-soursad? Kan det påverka urvalet för digitalisering?

#### Frågor om urvalskriterier vid digitaliseringar på KB

- Vad är bestämmande kriterier för ett digitaliseringsprojekt?
- Vem sätter regleringar och strategier för urvalskriterier vid digitaliseringar?
- Hur ser copyright regleringar och formella strategier ut för material aktuella för digitalisering? Hur mycket styr det urvalet?
- Vad betyder objektet eller materialet för urvalet?
- Vad är vanligast; att finansieringen kommer utifrån och är öronmärkt för specifika material eller att arbeten är projekterade för?
- Hur mycket styr låntagare/användares önskemål urvalet?

- Kan originalens dåliga kondition ge det högre prioritet? På vilket sätt?
- Väger man in bevarandenaspekten i urvalskriterierna? På vilket sätt?
- Hur kan användningen av det digitaliserade materialet styra urvalet? Användning, forskning mm.

### **Personalen, erfarenheten**

- Vad gör erfarenheten hos personalen för urvalet? Är det lättare att hantera urvalet med mer erfarenhet?
- Kan ledningen ha betydelse för urvalsprocessen? På vilket sätt?

### **Frågor om syftet med digitaliseringar**

- Vad har man på KB för syfte med sina digitaliseringar?
- samla
- sprida, påverkar det urvalsprocessen?
- Påverkar användningen av det digitaliserade materialet urvalet?
- Hur gör man materialet synligt och tillgängligt för användarna?
- Vill man att materialet ska representera Sveriges kulturarv? Påverkar det urvalsprocessen?

### **Avslutande frågor**

Tack! Mycket intressant och givande.

Sammanfatta kort.

Har du några frågor?

Kan jag mejla dig om det är något jag undrar över och behöver komplettera?

## Appendix 3

### *Urvalsfrågor skickade till Informant B per mejl 2014-05-04*

#### **Frågor om urvalskriterier vid digitaliseringar på KB**

- Vad är bestämmande kriterier för ett digitaliseringsprojekt?
- Vem sätter regleringar och strategier för urvalskriterier vid digitaliseringar?
- Hur ser copyright regleringar och formella strategier ut för material aktuella för digitalisering? Hur mycket styr det urvalet?
- Vad betyder objektet eller materialet för urvalet?
- Vad är vanligast; att finansieringen kommer utifrån och är öronmärkt för specifika material eller att arbeten är projekterade för?
- Hur mycket styr låntagare/användares önskemål urvalet?
- Kan originalens dåliga kondition ge det högre prioritet? På vilket sätt?
- Väger man in bevarandaspekten i urvalskriterierna? På vilket sätt?
- Hur kan användningen av det digitaliserade materialet styra urvalet? Användning, forskning mm.

### *Selection criteria question send ahead to informant B via e-mail 2014-05-04.*

#### **Questions about selection criteria used for digitization at KB.**

What are decisive criteria for a digitization project?

Who put regulations and strategies for selection criteria concerning digitization?

How are copyright and formal strategies decided for material that are of interest for digitization? How much does that affect the selection?

What does the material itself mean for the selection?

What is most common; that financing comes from outside the institution and are earmark for a specific material or that project are planned for?

How much does the user's needs control the selection?

Can a materials poor condition give it a higher priority? How?

Do you consider the aspect of preservation in to the selection criteria? How?

Can the use of the digitized material control the selection? For the materials use; research and other reasons.

## Appendix 4

**Intervjufrågor; returnera senast 16/6-14 till Sara Johansson, [zarj79@hotmail.com](mailto:zarj79@hotmail.com).**

- 1.a. På vilket sätt skulle du säga att KB är kulturarvsbärare?
  - 1.b. Påverkar det digitaliseringsurvalet?
  2. Bedrivs digitaliseringar i projektform eller är de fortlöpande?
  3. Kan copyright regleringar för material vara ett hinder att digitalisera? Hur mycket styr det urvalet?
  4. Kan ett material anses så viktigt i sig så att det prioriteras i urvalet? På vilket sätt?
  5. Kan något material prioriteras över annat pga. att det finns finansieringar öronmärkta för vissa material?
  6. Hur mycket styr låntagare/användares önskemål urvalet?
  7. Kan originalens dåliga kondition ge det högre prioritet? På vilket sätt?
  8. Väger man in bevarandenaspekten i urvalskriterierna? På vilket sätt?
  9. Vad har man på KB för syfte med sina digitaliseringar; samla, sprida, påverkar det urvalsprocessen?
  10. Kan viss användning av det digitaliserade materialet ge högre prioritet än annan användning? Forskning mm.
  11. Är det lättare att hantera urvalet av vad som ska digitaliseras med ökad professionell erfarenhet? På vilket sätt?
  12. Kan ledningen på KB ha betydelse eller inflytande i urvalsprocessen? På vilket sätt?
  13. Väger man in att materialet kan/ska representera Sveriges kulturarv? Påverkar det urvalsprocessen?
- Tack för din medverkan!

### **E-mail interview questions to be returned to interviewer**

- 1a. In what way would you consider KB to be carrier of cultural heritage?
- 1b. does that affect the digitization selection?
2. Are digitization done as project or are they incorporated in the daily operation?
3. Can copyright be a hinder for a material to get digitized? How much does that affect the digitization selection?

4. Can the material itself consider being so important that it are prioritized for digitization? How?
5. Can a material be prioritized due to it has financing earmark for it?
6. How much do the users/patrons needs control the selection?
7. Can the poor condition of the material give it a higher priority? How?
8. Is preservation considered in the selection process? How?
9. What aim has KB with its digitization; collect, disseminate, does it affect the selection process?
10. Can a specific use of the digitized material give if a higher priority? Research etc?
11. Is it easier to handle the process of digitization selection with more professional experience? How?
12. Is it possible for the management at KB to have influence or importance in the digitization selection process? How?
13. Is it a factor in the selection decision that the digitized material will/can represent the cultural heritage of Sweden? Does that affect the digitization selection process?

Thank you for participating!