



Deployment and Maintenance of Europeana DSI core services - SMART 2017/1136

CONTRACT NUMBER - LC - 00822914

DELIVERABLE

C.2/C.3 Users and usage report M45

Revision	1.0
Date of submission	31 May 2022
Author(s)	Dasha Moskalenko, Douglas McCarthy, Aleksandra Strzelichowska, Isabel Crespo, Julia Schellenberg, Hannah Baker Hitzhusen
Dissemination Level	Public



Funded by
the European Union

REVISION HISTORY AND STATEMENT OF ORIGINALITY

Revision History

Revision No.	Date	Author	Organisation	Description
1.0	14-06-2022	Dasha Moskalenko, Jolan Wuyts, Aleksandra Strzelichowska, Małgorzata Szyndkielewska, Isabel Crespo, Douglas McCarthy, Julia Schellenberg, Hannah Baker Hitzhusen	Europeana Foundation	Final version

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

Europeana DSI-4 is funded by the European Union's Connecting Europe Facility. It is operated by a consortium led by the Europeana Foundation, under a service contract with the European Commission, contract number LC - 00822914.

The European Commission does not guarantee the accuracy of the information and accepts no responsibility or liability whatsoever with regard to the information in this document. Neither the European Commission, nor any person acting on the European Commission's behalf, is responsible or liable for the accuracy or use of the information in this document.

This deliverable contains original unpublished work except where clearly indicated. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both.

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

TABLE OF CONTENTS

1. Executive summary	4
2. Introduction	5
3. Europeana services	6
3.1. Data collection methods	6
3.2. Europeana website	6
3.2.1. Audiences	6
3.2.2. Traffic to the Europeana website	7
3.2.2.1. Traffic channels	8
3.2.2.2. Geographic distribution of users	10
3.2.2.3. Top landing pages	12
3.2.3. User return rate to Europeana website	13
3.2.4. User satisfaction with the Europeana website	13
3.2.5. User behaviour on the Europeana website	14
3.2.6. Content usage on the Europeana website	14
3.3. Europeana APIs	17
3.3.1. Audiences	17
3.3.2. Usage	18
3.4. Transcribathon.eu	19
4. External platforms	20
4.1. Data collection methods	20
4.2. Europeana social media channels	20
4.2.1. Facebook	21
4.2.2. Twitter	23
4.2.3. Pinterest	24
4.2.4. GIPHY	25
4.2.5. Instagram	26
4.3. Third party platforms	28
4.3.1. European citizens and creatives	28
4.3.2. Education platforms	29
4.3.2.1. European Schoolnet (EUN)	29
4.3.2.2. Historiana	30
4.3.2.3. Ministries of Education	31
4.3.2.3. Other platforms	32
5. Conclusion	33
Annex: Europeana Personas	35

1. Executive summary

From 2020 to 2022, which includes the reporting period of this document, a number of technological, behavioural and policy changes – specifically around privacy – occurred which impacted the Europeana website and the social media platforms on which Europeana is active. These changes affected our ability to accurately and consistently report the users and usage metrics as required in this report.

Since introducing a new cookie consent banner on the Europeana website in September 2021, we have no longer been able to accurately record the user return rate. The result is a significant drop in the number of returning users reported since that time.

On social media platforms, the implementation of GDPR and Apple's iOS 14 update (to protect users' privacy) has similarly impacted our metrics gathering. With more limited options for data collection, we observed a drop in *reported* impressions and engagement.

In response to these changes, we have been working to establish effective measures and benchmarks for the limited user data now at our disposal. These are mentioned in relevant sections of this report.

Traffic to the website, our key success metric, increased by 16% in the past year (6.3 million visits in total). The website received an average satisfaction rate of 76%.

Editorial on topical and popular subjects (e.g. Art Nouveau, the Olympic Games) remained popular in this period, as was in-depth content that was extensively marketed by partners, such as the Sakharov Prize exhibition curated by the European Parliament Archives.

API usage decreased slightly (-15%) along with new API signups (-20%) in the past year, although the average amount of requests stayed steady at 17.2 million.

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

2. Introduction

The Europeana core service platform (CSP) provides access to over 52 million digital cultural objects from thousands of cultural heritage institutions across Europe intending to create value for users of digital cultural content.

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

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

The report focuses on the past year (May 2021 - Apr 2022), while other reporting periods may also be used (for example for metrics that are tracked cumulatively as part of the Europeana DSI-4 metrics framework).

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

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

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

³ <https://pro.europeana.eu/>

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

3. Europeana services

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

3.1. Data collection methods

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

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

3.2. Europeana website

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

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

3.2.1. Audiences

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

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

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

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

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

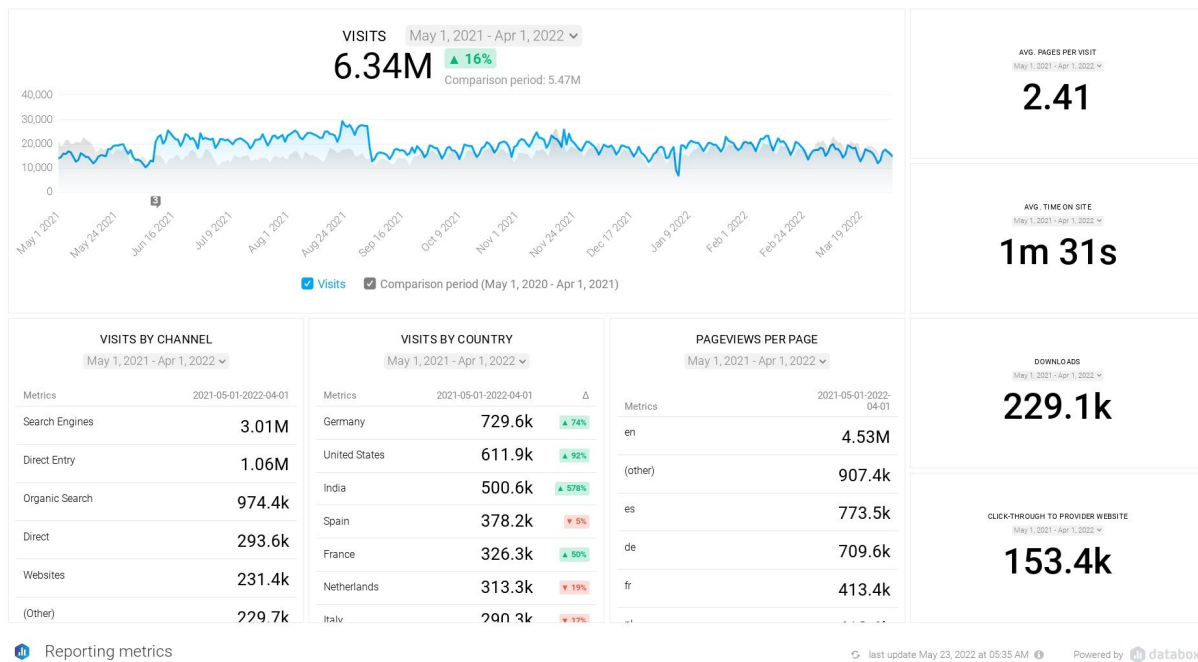
⁸ 'Personas' are a tool designed to help product teams to empathise with their users and consider their needs when designing the interface and developing the functionalities that determine the user experience of the Europeana website. The personas were last updated in January 2019.

3.2.2 Traffic to the Europeana website

Europeana Foundation (EF) aims to reach 500,000 monthly visits to the Europeana website. In the following section we compare two periods (May 2020 - April 2021 and May 2021 - April 2022) to see trends over time.⁹ The blue line indicates the current year; the grey portion indicates last year.

To report, we currently pull the data from multiple sources, including several Google Analytics environments and Matomo, via a manual process. To provide accurate usage data reports we use a visualisation tool, Databox, that gathers data from multiple sources in one dashboard.

Traffic for Europeana website (May 2020 - Apr 2021 and May 2021 - Apr 2022)



To view the live dashboard and interact with the data ranges click on the dashboard image. Change the dates on the live dashboard to view the usage data for different time periods.

The traffic to the Europeana website increased by 16%, from 5.47 million visits in 2020/2021 to 6.34 million visits in 2021/2022.

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

3.2.2.1. Traffic channels

Traffic to the Europeana website comes from five primary channels: organic search (via search engines), direct (people directly typing the URL in the browser or using bookmarks), social media, referral (visits coming via links on other websites), and email (from newsletters). When looking at the dashboard above, you'll notice that these traffic channels are duplicated, for example, organic search/search engines and direct entry/direct which is due to the different tools using different naming conventions. The visualisation tool Databox does not recognize that these are the same channels and therefore displays them separately. In the table below, we have grouped these channels and state their combined visits.

Channels of traffic in visits (May 2020 - April 2021 and May 2021 - April 2022)

	2020/2021	2021/2022	Change
Organic search	3,140,000	3,984,400	+ 27%
Direct	856,600	1,353,600	+ 58%
Referral	386,300	331,900	- 14%
Social	682,300	336,000	- 50%
Email	24,403	106,821	+ 337%
Other	378,400	229,700	- 39%
Total	5,468,003	6,342,421	+ 16%

Organic search

A visit is considered to come from organic search if a user arrives at our website via a search engine with keywords. Organic search continues to be our biggest traffic channel. It contributes to 62% of total traffic. In this period it increased by 27%.

Direct traffic

A visit is considered to be direct traffic if a user directly typed a Europeana website-related URL or if the user bookmarked the site. Direct traffic continues to be our second-largest traffic channel, contributing 21% of total traffic in this period. It increased by 58%.

While it is encouraging to see this significant increase in traffic, unfortunately, looking further into the origin of traffic and landing pages, we conclude that this is due to bot traffic. We will investigate how we can block bot traffic from registering in our tracking system, Matomo, making sure that our usage data only reflects real users.

Ultimately, the aim is to further increase the percentage of traffic coming from this channel because these people are loyal to Europeana, they like the offer, and they return to the website.

Referral traffic

A visit is considered a referral when a user is referred from another site to the Europeana website. The third biggest traffic channel is referral websites which make up 5% of the total traffic. In this period, referral traffic decreased by 14%. Instead of reflecting an *actual* precipitous drop, the drop reflects our inability to track visits and their sources (thus, fewer because we simply are unable to track them, not because they didn't happen).

Social

Social is referral traffic that originates on a social media platform. Social platforms like Facebook, Twitter and Pinterest generated 5% of our overall traffic in this period. In this period, similarly to the overall referral traffic, the further implementation of GDPR across social networks and the Apple iOS 14 update, protecting users' privacy, had an impact on our social media activities and reporting.

With more limited data collection and sharing, we are not able to see the full picture of our social media performance. This means that in this report, we observed a drop in impressions and engagement across our social media accounts. Comparing Europeana posts on various social media platforms with the median engagement per post for all industries and non-profits showed that Europeana performs very well with high average engagement rates per post. Moreover, despite the decrease, performance for the social media impressions KPI (increased from 250M to 450M impressions for Europeana DSI-4) is still above target.

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

To keep up with the trends across social media platforms, we will invest more time and resources in two activities:

- Focus on raising awareness on the platforms, instead of focusing on traffic generation which has become almost impossible because of privacy regulations
- Invest time and resources in producing video content. While demanding of resources, it's the best way to reach younger audiences and have our content boosted by the platforms' algorithms

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

Email

Email traffic makes up 2% of total traffic in the past year. The main source of traffic for this channel is the newsletter. While traffic via this channel seems to have increased by 337% over the past year (we created new email courses and adjusted the tracking to the Matomo source tag) this reporting is not fully reliable as Matomo mixes email traffic with other types of campaigns (e.g. for the Women's History Month), making precise provenance impossible to identify. Actual growth is probably lower than 337%.

In the coming months, we will switch from Mailchimp as our email management tool to a fully GDPR compliant service which means tracking will be set up once more.

Other

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

Other traffic made up 4% of total traffic in the past year. It is difficult to speculate on reasons for the 39% decrease in traffic from undefined sources, classified as 'Other'.

3.2.2.2. Geographic distribution of users

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

Top 10 countries with most visits (May 2020 - April 2021 and May 2021 - April 2022)

Top 10	May 2021 - April 2022	% change compared to the same period last year
1.	Germany (729,9K)	+ 74 %
2.	United States (612,5K)	+ 92%
3.	India (500,1K)	+ 576%
4.	Spain (378K)	- 5%
5.	France (326,3K)	+ 50%
6.	Netherlands (312,9K)	- 19%
7.	Italy (290,2K)	- 17%
8.	United Kingdom (288,7K)	+ 46%
9.	Sweden (273,4K)	- 1%
10.	Denmark (202,5K)	+ 50%

The biggest increase (+ 576% in traffic) comes from India. Unfortunately, all of this traffic lands on one item page '[Contenant les titres XX, XXI, XXII, XXIII, XXIV, XXV, XXVI, XXVII, XXVIII, XXIX, XXX, XXXI, XXXII et XXXIII du livre XLIII; les livres XLIV et XLV](#)' which suggests that this is bot traffic.

3.2.2.3. Top landing pages

The homepage in English received by far the most pageviews in this period. Doubtless this is because we market the website in English more than in other languages.

The homepage in Spanish received 952,500 pageviews, the second highest number. Interestingly, as we saw in the previous table, the number of visits from Spain has decreased, whereas the number of visits coming from Germany has increased significantly, though the number of pageviews for the German homepage is relatively low in comparison. There is no apparent correlation between visits coming from a certain country and the number of pageviews that the homepage in the correlating language receives.

The third highest number of page views, 890,900, are classified as 'other.' These are people whose behaviour on the website we cannot track because they are restricting access to it via privacy extensions or other similar means.

Discounting the item page '[Contenant les titres XX, XXI, XXII, XXIII, XXIV, XXV, XXVI, XXVII, XXVIII, XXIX, XXX, XXXI, XXXII et XXXIII du livre XLIII; les livres XLIV et XLV](#)' which received approximately 147,285 pageviews which we know is due to bots, other pages that received pageviews from real people are the 'account' page which received approximately 31,605 pageviews. The 'collections hub' page received approximately 39,648 pageviews. Beyond these pages, the collections which received the most views are: 'Art' in English (13,638 pageviews), 'Newspapers' in English (4,181 pageviews), and 'Photography' in English (3,871 pageviews). The stories that received the most views are: blog post 'The Olympic games that didn't happen' (6,024 pageviews) and the 'Sakharov prize' exhibition in Polish (4,143 pageviews).

Top landing pages (May 2021 - April 2022)

Landing page	URL	Pageviews
Homepage in English	https://www.europeana.eu/en	4,901,700
Homepage in Spanish	https://www.europeana.eu/es	952,500
Homepage in German	https://www.europeana.eu/de	776,881
Homepage in French	https://www.europeana.eu/fr	473,168
Homepage in Italian	https://www.europeana.eu/it	446,893
Homepage in Dutch	https://www.europeana.eu/nl	441,403
Homepage in Slovenian	https://www.europeana.eu/sv	310,296
Homepage in Polish	https://www.europeana.eu/pl	241,535

Homepage in Hungarian	https://www.europeana.eu/hu	183,150
Homepage in Danish	https://www.europeana.eu/da	168,004

3.2.3. User return rate to Europeana website

Since releasing the cookie banner allowing people to choose whether or not we track their activity and therefore recognize them as returning visitors, we noticed a significant drop in this number. Many people opt not to be tracked. For this reason, we can no longer accurately report on this metric since the number we see shows only the number of people who chose to be tracked, not the actual number of returning visitors.

3.2.4. User satisfaction with the Europeana website

EF regularly measures user satisfaction on the Europeana website through surveys. In Europeana DSI-4 Y3 we changed the method of measuring user satisfaction from Net Promoter Score (NPS)¹⁰ to a Likert scale¹¹. Therefore a direct comparison of survey results to the previous year is not possible.

We aim for an average user satisfaction rate of 75%. We measure user satisfaction for DSI-4 Y4 bi-annual with the last survey completed in February 2022. In February 2022, we received an average satisfaction rate of 75.6% based on 1,165 responses. 575 of the respondents (49.4%) were completely satisfied and 204 (17.8%) were satisfied with the website. 179 (15.4%) of the respondents were not satisfied at all and 89 (7.6%) were not satisfied. The remaining 115 (9.9%) were neutral.

We also look at direct user feedback to find out what users like or where users are experiencing difficulties with the Europeana website, with the aim of improving the platform over time. The majority of people are happy when they find a rare item or one that is significant to them such as a photo of their family member or a photo of a place that's dear to them. People are dissatisfied with media resolution, inaccurate metadata, and broken links. We are resolving the issue with the media resolution and broken links. Issues with the accuracy of the metadata are communicated to the data provider. More information on user feedback is provided in the A.1 Platform report.¹²

¹⁰ An NPS is calculated based on responses to a single question: 'How likely is it that you would recommend our company/product/service to a friend or colleague?' NPS rating is on a scale of -100 to +100, with a score of +50 considered excellent. https://en.wikipedia.org/wiki/Net_Promoter

¹¹ The average satisfaction on a 5-point Likert scale is translated into % (e.g. an average of 3.6 stars equals to a satisfaction rate of 72%).

¹² Available on request.

3.2.5. User behaviour on the Europeana website

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

User behaviour on the Europeana website (May 2020 - April 2021 and May 2021 - April 2022)

	2020/2021	2021/2022	Change
Downloads (cumulative per DSI year)	200.2K	229.1K	+ 14%
Total number of click-throughs to partner websites (cumulative per DSI year)	162.1K	153.6K	- 5%
Average visit duration	2:26	1:31	- 0.95 sec
Average number of pages viewed per visit	2.89	2.41	- 0.48 pages

There are various factors that affect the numbers for downloads. Not all our items can be downloaded. We experience that providers ask us to restrict the download option, for example, because of a restrictive copyright statement (almost 11 million items on the website). Nevertheless, we see a 14% increase in the downloads in this period.

In this period, the number of click-throughs to the provider website decreased by 5%. We believe the user experience is optimised when people can find everything sought in one location. Thus, it is our aim to display the high-resolution media file with all its metadata on the Europeana website. One reason for users to click-through to the providing institution is that many archives and libraries share text documents that don't supply a direct media link but only a click-through link that leads people to their website. In future iterations of the item page, we will make the click-through to the provider website link more clear and prominent, so people who want to click-through to the provider website can easily do so. Additionally, we will work with data providers to encourage them to provide a direct media link to improve the UX on our website.

3.2.6. Content usage on the Europeana website

On the Europeana website, users can search for digital objects and entity collections¹³, and browse editorial content and educational resources. In the past year, we published a high volume of editorial content and worked closely with partners creating editorial within the DSI, Generic Services projects, and external contributors. Below we highlight the content with which users most engaged in the given period, measured by number of visits. Exhibitions performed particularly well, having a high satisfaction rating and seeing traffic increase by 18% compared to the previous year.

¹³ For example: <https://www.europeana.eu/en/collections/topic/221-watercolor-painting>

Exhibitions¹⁴

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

We measure the satisfaction for exhibitions by calculating the average satisfaction on a 5-point Likert scale.¹⁵ We aim for an average satisfaction of 75% every month and for the period the average satisfaction level is 86%. In the past year, traffic to exhibitions increased by 18%. The top three exhibitions based on numbers of visits are listed below.

Traffic to exhibitions (May 2020 - Apr 2021 and May 2021 - Apr 2022)

	2020/2021	2021/2022	Change
Total visits to exhibitions	610,488	182,563 (GA) + 542,246 (Matomo) = 724,809 total	+ 18%

Top three exhibitions (May 2021 - Apr 2022)

Title	Language versions	Date of publication	Visits
Art Nouveau – A Universal Style ¹⁶	English, French, German, Italian, Polish, Spanish	February 2017	20,128 (GA) + 68,390 (Matomo) = 88,518 (total)
The Sakharov Prize, the European Parliament and human rights worldwide ¹⁷	24 official languages of EU	May 2021	59,384 (GA) + 8,085 (Matomo) = 67,469 (total)
European Sport Heritage ¹⁸	English, Spanish, German, French	January 2012	4,935 (GA) + 25,478 (Matomo) = 30,413 (total)

Galleries¹⁹

Galleries are curated sets of items based on a theme, created by partners, EF staff members and website users (using the Europeana account functionality). There are over

¹⁴ <https://www.europeana.eu/exhibitions>

¹⁵ After collecting all the responses, we apply the formula $[(1 \times N) + (2 \times N) + (3 \times N) + (4 \times N) + (5 \times N)] / \text{total number of participants} = \text{XX stars on average which equals to XX\% average user satisfaction}$.

¹⁶ <https://www.europeana.eu/exhibitions/art-nouveau-a-universal-style>

¹⁷ <https://www.europeana.eu/exhibitions/sakharov-prize>

¹⁸ <https://www.europeana.eu/exhibitions/european-sport-heritage>

¹⁹ <https://www.europeana.eu/galleries>

15,000 registered website users and almost 4,000 user galleries have been created to date, some of which are featured on the website.

In the past year, the traffic to galleries decreased by 50%, as the focus shifted to user galleries which we are promoting actively and featuring on the website. Notably, these specific participation efforts are not reflected in the metric. User galleries received 32,715 visits. We will consider how to report performance in that area, along with that of “traditional” galleries. Top three galleries based on numbers of visits are listed below.

Traffic to galleries (May 2020 - Apr 2021 and May 2021 - Apr 2022)

	2019/2020	2020/2021	Change
Total number of visits to galleries	244,221	“Traditional” galleries” 28,420 (GA) + 60,331 (Databox/Matomo) = 88,751. User galleries: 8,758 (GA) + 23,957 (Matomo) = 121,466 total	- 50%

Top three galleries (May 2021 - Apr 2022)

Title	Date of publication	Visits
Female literacy in the Middle Ages ²⁰	February 2022	2,498
Street art and graffiti ²¹	September 2021	2,386
Unicorns ²²	January 2022	1,918

Blogs

Blogs are short editorial pieces that illuminate a particular topic - they can tell a story of individual artists, artworks, or institutions. In the past year, the traffic to blogs decreased by 13.79%. This may reflect a difference in *tracking* rather than an actual decrease, and be influenced by the CMS migration from Wordpress to Contentful; we will continue to determine how to improve tracking and statistics. The top three blogs are listed below. Note: due to Matomo's limitations around data display, 93,738 long-tail visits are merged and displayed as ‘other’; this may affect the accuracy of the top performing blogs listed.

Traffic to blogs (May 2020 - Apr 2021 and May 2021 - Apr 2022)

	2020/2021	2021/2022	Change
Total number of visits to blogs	341,597 (Wordpress) +165,135 (Contentful) = 506,732	105,208 (GA) + 331,637 (Databox/Matomo)= 436,845	- 13.79%

²⁰ <https://www.europeana.eu/galleries/female-literacy-in-the-middle-ages>

²¹ <https://www.europeana.eu/galleries/street-art-and-graffiti>

²² <https://www.europeana.eu/set/4674>

Top three blogs (May 2021 - Apr 2022)

Title	Date of publication	Visits
Travelling for pleasure: a brief history of tourism ²³	June 2020	1485 (GA) + 24,443 (Matomo) = 25,928 (total)
The Olympic Games that didn't happen ²⁴	July 2021	5931(GA) + 10,190 (Matomo) = 16,121 (total)
Progress in war making ²⁵	November 2019	1822 (GA) + 8876 (Matomo) = 10,679 (total)

3.3. Europeana APIs

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

3.3.1. Audiences

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

After analysis of our API Key signup form answers over the past year, we've found that for those that have filled in which sector they belong to, about 48.2% of key holders identify as being part of the education sector, 22.3% identify as being part of the research sector, 8.5% identify as being part of the cultural heritage sector, 5.5% identify as being in the creative industries sector, and 15.5% selected 'Other'. This information is very useful in determining how we approach capacity building for our API suite, and an increased focus on providing support to the education and research sectors is part of our strategy for API outreach in the coming years.

²³ <https://www.europeana.eu/blog/travelling-for-pleasure-a-brief-history-of-tourism>

²⁴ <https://www.europeana.eu/blog/the-olympic-games-that-didnt-happen>

²⁵ <https://www.europeana.eu/blog/progress-in-war-making-the-industrialisation-of-world-war-1>

3.3.2. Usage

In the past year (May 2021 - Apr 2022), the Europeana REST API²⁶ received on average about 17.2 million external API requests per month. As with the last reporting period, a lower amount of API users, API signups or API calls is part of the expected fluctuation in API usage. Most users use the API for a few requests over the course of a few weeks and months, until their use case is satisfied, after which they stop using the API. A small percentage (about 15-20%) of API use comes from third-party integrations that continuously make requests to the API, and this baseline remains stable year over year. We feel that the success of our APIs as a service is best shown in the number of new use cases and integrations, as well as user satisfaction rates in response to our technical support. We hope to be able to focus on those metrics in the coming years.

API usage was lower in the past year. We will focus our efforts on visibility of our API suite and to keep the developer community up to date with changes, as well as providing personalised support to developers that want to use our APIs, and on maintaining and updating our documentation. We will also promote Europeana API services at relevant outreach events to increase awareness and usage.

Usage statistics for APIs (May 2020 - Apr 2021 and May 2021 - Apr 2022)

Metric	2020/2021	2021/2022	Change
Number of API users that exceeded the average of 5 calls a day (REST API) (average per month)	61	51	- 16%
Number of API users that were active for more than 5 days in each month (REST API) (average per month)	56	49	- 13%
Average number of API users per month (REST API)	196	167	- 15%
Total number of API sign-ups (REST API)	78	62	- 20%
Average number of external requests per month (REST API)	~ ²⁷	17.2 million	-

²⁶ <https://pro.europeana.eu/page/intro>

²⁷ This metric was only introduced in January 2021 therefore a comparison is not possible.

3.4. Transcribathon.eu

Transcribathon.eu is a crowdsourcing platform allowing users to add transcriptions, tags and georeferences to historical material (historical letters, diaries and pictures).

Transcriptions of documents are sent back to the providing cultural heritage institution, to help make their content more accessible. The following section reports on efforts made since the previously submitted C.2/C.3 Users and usage report M40 (December 2021). It states activities and metrics for the period between Dec 2021 - Apr 2022.

In June 2021, the continuous online Stories of the Month Run²⁸ began. Each month, Europeana Transcribe highlighted several stories in various languages, selected around a certain theme, ranging from war diaries, family correspondence to love letters and theatre play manuscripts. By transcribing a story of their choice, people are automatically taking part in the Stories of the Month Run. Participants can also make their own choice and work on other documents related to the theme. Participants are encouraged to work on documents that people have begun work on, but have not yet been completed.

Between December 2021 and April 2022 the ongoing series Stories of the Month continued with the following themes Winter (December 2021 and January 2022), essential workers (February and March 2022) and Poetry (April 2022). From 28 March to 1 April the Dublin Transcription Week²⁹ was organised in close cooperation with Enrich Europeana Plus project³⁰ partners Trinity College and Dublin City Council Library. This event was preceded with a preparation week during which workshops were held for participants as well as CHI's interested in working with Transcribathon.

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

Metrics from Transcribathon.eu comparing Nov 2021 with Apr 2022

Type	Nov 2021	Apr 2022	Change (%)
Documents in progress	40,500	46,300	+ 14
Characters transcribed	40,847,223	43,686,360	+ 7
Documents uploaded	335,938	366,268	+ 9
Registered users	3,337	3,524	+ 5.5

²⁸ <https://europeana.transcribathon.eu/stories-of-the-month/>

²⁹ <https://europeana.transcribathon.eu/runs/dublin-transcription-week/>

³⁰ <https://pro.europeana.eu/project/enricheuropeana>

4. External platforms

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

4.1. Data collection methods

For the evaluation of the usage of Europeana content on Europeana social media channels this report draws from data available via Google Analytics³¹/Matomo³² and social networks' insights.

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

4.2. Europeana social media channels

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

Social media and GDPR and Apple iOS 14

The implementation of GDPR across social networks and the Apple iOS 14³³ update, protecting users' privacy, had an impact on our social media activities and reporting. With more limited data collection and sharing, we are not able to see the full picture of our social media performance. This means that in this report, we'll observe a drop in impressions and engagement across our social media accounts. In future, once all the incoming data will come from the post-GDPR period, we'll be able to better understand again the impact and progress of our activities on social media.

Since GDPR is a way to build trust and create a safe online environment, we embrace the change and concentrate on the data we receive from citizens who opted in and wish to engage with us. That's why, from this report onwards, we'll put more emphasis on the engagement rate: a number of (tracked) actions out of a (tracked) number of views. In this way, we're still able to resurface the content that resonates with users. We also use benchmarks³⁴ (for non-profit and across industry categories) to assess the quality of our social media posts.

³¹ <https://matomo.org/>. Note: in the reporting period we switched from the tool Google Analytics to Matomo Analytics.

³² <https://stats.europeana.eu>

³³ <https://www.facebook.com/business/help/331612538028890?id=428636648170202>

³⁴ <https://www.rivaliq.com/blog/social-media-industry-benchmark-report/>

In the following section we compare two periods (May 2020 - Apr 2021 and May 2021 - Apr 2022) to see trends over time.

Visits to the Europeana website from social media (May 2020 - Apr 2021 and May 2021 - Apr 2022)

Metric	2020/2021	2021/2022	Change
Visits	682,300	336,000	-50%

The trackable traffic from social media makes up 5.3% of the total traffic. The trackable traffic from social media has dropped by 50% between 2020/2021 and 2021/2022. Due to privacy regulations, some of the social traffic is not tracked or listed by Matomo as Direct.

4.2.1. Facebook³⁵

We publish new posts on Facebook daily. At the end of April, Europeana had over 121,000 Facebook fans. During last year, we gained 373 new fans (0.31% increase).

The campaign management and execution on Facebook have been affected by GDPR regulation and the introduction of iOS14³⁶ in 2020-2021. This is visible in the drop of impressions and engagement since fewer people were tracked. Reaching niche communities of interest with the content relevant to them became challenging because of the limited targeting options and audience information. This means we must work with broader audiences and use more general themes, which decreases a chance of conversion.

The trackable traffic from Facebook has dropped by 50%. At the same time, we observed that some of the traffic marked as 'Direct' contains a parameter added to the URL (Facebook click ID, generated to circumvent the privacy regulations). We will investigate whether it's possible to find out how many visits were mislabelled in this way.

Traffic from Facebook to Europeana website (May 2020 - Apr 2021 and May 2021 - Apr 2022)

Metric	2020/2021	2021/2022	Change
Visits	379,981	104,800 (Matomo)+119,293 (GA) = 224,093	- 41%

Engagement on Facebook (May 2020 - Apr 2021 and May 2021 - Apr 2022)

Metric	2020/2021	2021/2022	Change
--------	-----------	-----------	--------

³⁵ <https://www.facebook.com/Europeana/>

³⁶ <https://www.facebook.com/business/help/331612538028890?id=428636648170202>

Impressions	80,133,695	26,886,449	- 66.45%
Engagements (shares, likes, comments)	1,825,661	455,739	- 75%

The significant drop in impressions and engagement is due to the fact that during the pandemic, in the summer 2020, six exhibitions were translated in six languages and promoted multilingually between May and August 2020. The volume of multilingual content that became available contributed to a boost in reach and engagement.

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

Top three posts on Facebook based on the number of engagement (May 2021 - Apr 2022)

Title	Type	Date of publication	Engagement	Engagement rate
Women's History Month	Feature page	01/03/2021	19,783	3.4%
GIF IT UP	Event	01/09/2021	16,209	9.2%
Digital Storytelling Festival	Event	1/04/2021	7,607	1.6%

Comparing Europeana posts with the median engagement per Facebook post for all industries (0.064%) and non-profit (0.114%)³⁷, Europeana performs very well with an average Facebook engagement per post of 1.6%.

The best performing content was part of two of our yearly campaign Women's History Month (Women's History Feature Page) and the two engagement and creative reuse events we organised, GIF IT UP and Digital Storytelling Festival.

Due to the targeting related issues decreasing the capacity to generate traffic, the ageing audiences, the content policies, and an overall decline in Facebook's engagement, we'll be shifting our activity toward awareness building through reels (which recently are being displayed on Facebook too, in addition to reels available on Instagram, so have the potential of serving two platforms simultaneously). We will concentrate on larger high potential ongoing campaigns to feature pages with a possibility to promote those in multiple languages if content volumes permit.

The specific traffic generation activities will gradually move towards email marketing.

³⁷ <https://www.rivaliq.com/blog/social-media-industry-benchmark-report/>

4.2.2. Twitter³⁸

We tweet from our account at least once per day, usually multiple times per day. We use Twitter both to engage the users with content, as well as keep in touch with the partners and stakeholders and encourage the audiences to participate in the online events organised by Europeana. At the end of April 2022, the Europeana Twitter account counted 42,867 followers. In the past year, we gained 1,840 new fans (a 4.48% increase).

Traffic from Twitter to Europeana website (May 2020 - Apr 2021 and May 2021 - Apr 2022)

Metric	2020/2021	2021/2022	Change
Visits	66,265	9,021(GA) + 46,039 (Matomo) = 55,060	-16%

Engagement on Twitter (May 2020 - Apr 2021 and May 2021 - Apr 2022)

Metric	2020/2021	2021/2022	Change
Impressions	5,3424,00	4,375,200	-18.1%
Engagement (shares, likes, comments)	46,595	36,056	-22.6%

In the previous reporting period, Twitter's reach, engagement and traffic have been influenced by bot activity which is a well known and common issue on Twitter. Since then, the situation has improved and we started to run a Twitter audit³⁹ to detect irregularities and unusually high numbers of fake followers/bots.

Comparing Europeana engagement per tweet with the median engagement per tweet for all industries (0.037%) and non-profit (0.054%)⁴⁰, the average engagement rate for a tweet from Europeana is 0.82%.

Best performing tweets based on engagement are listed below.

Top three posts with the highest engagement (May 2021 - Apr 2022)

Title	Type	Date of publication	Engagements	Engagement rate
Benfica	Europeana Sport	10/06/2021	754	3.2%
GIF IT UP 2021	contest	29/09/2021	543	2.6%

³⁸ <https://twitter.com/Europeanaeu>

³⁹ <https://www.followeraudit.com/fake-follower-audit/4e8a4e0fb6d8ecef5e418a03fff8f8f5/europeanaeu>

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

Stand with Ukraine	statement	28/02/2022	449	3,8%
--------------------	-----------	------------	-----	------

The top performing tweet, promoting a post created in collaboration with the Benfica club's museum, performed well thanks to the club's account retweeting it to over a million of its followers. The GIF IT UP announcement has been popular as the contest is one of our flagship activities, generating a lot of enthusiasm. The performance of statement of solidarity of Ukraine shows how important the connection with the global events is for our community.

4.2.3. Pinterest⁴¹

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

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

Traffic from Pinterest to Europeana website (May 2020 - Apr 2021 and May 2021 - Apr 2022)

Metric	2020/2021	2021/2022	Change
Visits	83,001	16,046(GA) + 17,498(Matomo) = 33,544	- 59,6%

Engagement on Pinterest (May 2020 - Apr 2021 and May 2021 - Apr 2022)

Metric	2020/2021	2021/2022	Change
Impressions	77,320,477	54,242,849	- 29.85%
Engagement (close-ups, saves, clicks, comments)	334,5301	210,9656	- 36.94%

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

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

⁴² <https://newsroom.pinterest.com/>

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

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

Top three most popular pins on Pinterest (May 2021 - Apr 2022)

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

4.2.4. GIPHY

Since 2015, we have organised annual GIF IT UP competitions with the aim to increase our reach to new and wider audiences and to promote engagement with Europeana content. We collaborated with international partners including DPLA (Digital Public Library of America), DigitalNZ (New Zealand), Trove (National Library of Australia), DAG Museums in India and Japan Search and the leading online GIF site GIPHY to run and promote the competitions. In 2021, we welcomed a new partner, the Art Institute of Chicago⁴³.

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

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

Engagement on GIPHY (May 2020 - Apr 2021 and May 2021 - Apr 2022)

Metric	2020/2021	2021/2022	Change
--------	-----------	-----------	--------

⁴³ <https://www.artic.edu/>

⁴⁴ <https://giphy.com/europeana>

Impressions	555,200,000	419,600,000	- 24.42%
-------------	-------------	-------------	----------

In the past year, impressions for our GIFs decreased by 24.42%. The GIFs related to the pandemic and these expressing love observed the biggest drop, which is a consequence of the end of the lockdowns.

Yet, the overall number of impressions remains very high. We are planning to keep this result by creating GIFs on trending topics and create GIFs for relevant occasions using GIPHY content Calendar⁴⁵. Additionally, we have started experimenting with GIPHY Clips (animations with sound) and stickers (animations with a transparent background which can be used in combination with other content on social media) to explore additional opportunities.

4.2.5. Instagram⁴⁶

On Instagram, we share visually appealing artworks and photographs accompanied by a short description and a number of relevant hashtags encouraging findability. The Europeana Instagram channel counts over 8,400 followers. In the past year, we saw an increase of followers with 37.8%.

The platform offers very limited opportunities to link, or generate traffic back to the Europeana website. To make a better use of the 'link in bio' section, we created a landing page⁴⁷ listing the content related to the recent posts. In this way, we can showcase more content under the single link and give the users the opportunity to click-through and discover records and editorial pieces on the Europeana website. Instagram generated 2,875 visits to the Europeana website, 24,3% less than in the previous reporting period. Part of the visits from instagram might be classified as 'Other' due to the GDPR regulations.

Traffic from Instagram to Europeana website (May 2020 - Apr 2021 and May 2021 - Apr 2022)

Metric	2020/2021	2021/2022	Change
Visits	3,798	2,137 (GA) + 738* ⁴⁸ (Matomo) = 2,875	- 24,3%

Engagement on Instagram (May 2020 - Apr 2021 and May 2021 - Apr 2022)

Metric	2020/2021	2021/2022	Change
Impressions	500,599	610,500	+ 21.95%

⁴⁵ <https://support.giphy.com/hc/en-us/articles/360059071691-2022-Content-Calendar>

⁴⁶ https://www.instagram.com/europeana_eu/

⁴⁷ https://linkin.bio/europeana_eu

⁴⁸ We suspect Matomo only records traffic from link in bio and not from stories, we will investigate and test it during the next reporting period.

Engagement (close-ups, saves, clicks, comments)	17,636	18,234	+ 3.39%
---	--------	--------	---------

In the past reporting period, impressions on Instagram increased, mainly through an active use of Stories and Reels. At the end of 2021, a new feature - the link sticker has been added as a functionality to Stories. Since its introduction, we use it to promote timely content (like #OnThisDay events) and send the users to relevant stories on Europeana. While the overall Instagram engagement rates dropped by 30% during last year⁴⁹, we managed to generate a small growth.

Comparing the Europeana engagement rate with all industries (0.67%) and the nonprofit sector (1.039%)⁵⁰ Europeana's average engagement rate of 2.98% is very high.

Top three posts with the highest engagement (May 2021 - Apr 2022)

Title	Type	Date of publication	Engagements	Engagement rate
Julia Margaret Cameron	#OnThisDay Photography	11/06/2021	308	8.4%
Gustav Klimt	Artistic style	9/01/2022	260	8.2%
Art street scene in Varna	Painting, culture & tourism	21/07/2021	243	10.5%

At the moment, Instagram and especially its interactive and video features, has the biggest chance of growth and reaching new audiences.

⁴⁹ <https://www.rivaliq.com/blog/social-media-industry-benchmark-report/#title-all-industry>

⁵⁰ <https://www.rivaliq.com/blog/social-media-industry-benchmark-report/>

4.3. Third party platforms

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

4.3.1. European citizens and creatives

The following section reports on efforts done since the previously submitted C.2/C.3 Users and usage report M40 (December 2021). It states activities for the period between Dec 2021 - Apr 2022.

Europeana Advent Calendar

In the latest edition of Europeana's Advent Calendar, we invited partner institutions and users to create galleries which were shared between December 1-24 as part of our Advent Calendar⁵¹. The activity was run as a test of whether we can incentivise opening an account and creating a gallery. More of this type of activity will be planned in the coming reporting period.

European Year of Youth Colouring Book

In February 2022, as part of the #ColorOurCollections campaign, we created a colouring book⁵² showcasing various ways youth has been depicted in European cultural heritage.

DailyArt

The artwork Mother⁵³ was featured in the app in April 2022, reaching over a million people speaking 16 languages. Additionally, the existing evergreen editorial created for women's history month in the previous years has been repromoted during Women's History Month.

Women's History Month

During Women's History Month in 2022, we invited six organisations from across Europe to take over our Instagram Stories and share their work and content related to women's history. This activity has been well received, introducing Europeana to new audiences and giving other organisations space to introduce their work to our followers. The format would be used for future campaigns and activities.

Sporting heritage - a GIF-making workshop

On April 6 2022, we organised a GIF-making workshop inviting participants to create animated GIFs from the collections ingested as part of Europeana Sport. We received over

⁵¹ <https://www.europeana.eu/en/blog/sharing-joy-and-cultural-heritage-europeana-advent-calendar-2021>

⁵² <https://www.europeana.eu/en/blog/european-year-of-youth-colouring-book>

⁵³ <https://www.getdailyart.com/24050/elin-danielson-gambogi>

200 registrations. The contents of the workshop and created tutorials would be reused in the future GIF-making activities.

4.3.2. Education platforms

We embedded relevant Europeana resources in various educational systems to increase awareness about the educational value of digital cultural data. Most of the metrics for educational audiences are tracked cumulatively per DSI year. Therefore, the analysis in this section focuses on usage of educational resources for Europeana DSI-4 Y4 (Sep 2021 - Apr 2022).

The creation of new learning resources using Europeana data is still in progress. We measure the satisfaction rate of educational communities at events (e.g. webinars, workshops, MOOCs). The satisfaction rate of educational communities in April 2022 was 89%.

In DSI-Y4 so far, we have seen one new integration of Europeana educational offerings in an external learning environment. In September 2021, EUScreen started to promote a new educational space⁵⁴ in their portal, which integrates Europeana resources for education. This space targets mainly teachers and CHI professionals working in education that aim to use AV content in their practice.

4.3.2.1. European Schoolnet (EUN)⁵⁵

In the requested period (May 2021 - Apr 2022), EUN has produced 84 Learning Scenarios and 25 Stories of Implementation. We will report on completed work in the DSI-Y4 final report.

Learning scenarios, stories of implementation and other educational resources are published on the Teaching with Europeana blog⁵⁶, the Future Classroom Lab (FCL)⁵⁷ and the EUN YouTube channels⁵⁸. All Europeana content ever produced on European Schoolnet received 106,521⁵⁹ visits and 38,432 users in the past year (May 2021 - Apr 2022).

Most visited content on Teaching with Europeana blog (EUN) (May 2021 - Apr 2022)

Type	Date of publication	Visits
LEARNING SCENARIOS		

⁵⁴ https://blog.euscreen.eu/euscreen_education/

⁵⁵ <http://www.eun.org/>

⁵⁶ <https://teachwittheuropeana.eun.org/>

⁵⁷ <http://fcl.eun.org/directory>

⁵⁸ <https://www.youtube.com/c/EuropeanSchoolnet59> and <https://www.youtube.com/c/EUNAcademy>

⁵⁹ Does not include the number of visits on the Future Classroom Lab Portal nor the EUN YouTube channels.

Why are fossils important (LS MK 289) ⁶⁰	08/04/2020	2,027
Women in history colouring book (LS RS 113) ⁶¹	12/08/2019	1,204
Representações do Século XX em O Ano da Morte de Ricardo Reis by 12.º H (PT CUR 467) ⁶²	07/08/2020	874
Stories of implementation		
Implementation of Letters and postcards from war times (SOI HU 03) ⁶³	07/03/2019	233
Implementation of gender inequality in workplaces (SOI DI 232) ⁶⁴	18/08/2021	129
Implementation of 'Jobs' (SOI TR 231) ⁶⁵	17/06/2021	118

Top 5 countries on Teaching with Europeana blog (EUN) (May 2021 - Apr 2022)

Country	Users	% Users
US	4,480	11.64%
Greece	3,429	8.91%
Portugal	2,639	6.86%
Italy	2,516	6.54%
Philippines	1,970	5.12%

4.3.2.2. Historiana⁶⁶

EuroClio publishes on its platform Historiana source collections and eLearning activities with Europeana content for history teachers across Europe. All Europeana content ever published on Historiana received 82,578 visits within the past year (May 2021 - April 2022) and the Teacher Training Kit was downloaded 776 times on the Euroclio platform⁶⁷.

⁶⁰ <https://blogs.eun.org/teachwittheuropeana/learning-scenarios/why-are-fossils-important-ls-mk-289/>

⁶¹ <https://blogs.eun.org/teachwittheuropeana/learning-scenarios/women-in-history-colouring-book-ls-rs-113/>

⁶² <https://teachwittheuropeana.eun.org/learning-scenarios/representacoes-do-seculo-xx-em-o-ano-da-morte-de-ricardo-reis-by-12-o-h-pt-cur-467/>

⁶³ <https://blogs.eun.org/teachwittheuropeana/stories-of-implementation/story-of-implementation-letters-and-post-cards-from-war-times-soi-hu-03/>

⁶⁴ <https://blogs.eun.org/teachwittheuropeana/stories-of-implementation/implementation-of-gender-inequality-in-workplaces-soi-di-232/>

⁶⁵ <https://blogs.eun.org/teachwittheuropeana/stories-of-implementation/implementation-of-jobs-soi-tr/>

⁶⁶ <https://historiana.eu/#/>

⁶⁷ <https://www.euroclio.eu/wp-content/uploads/2020/02/Teacher-Training-Guide-v3.pdf>

Most visited content on Historiana (May 2021 - April 2022)

Type	Date of publication	Visits
SOURCE COLLECTION		
Colonial contributions to WWI	01/04/2019	1,434
Bologna and the Rise of Mediaeval Universities	DSI4 (Y2) - December 2019	1,366
Paintings of Everyday Life	DSI1	583
ELEARNING ACTIVITIES⁶⁸		
Iconic Images	April 2021	450
The role of postcards in World War 1	2015	197
Setting a map in its historical context to explain consequences	November 2020	139

4.3.2.3. Ministries of Education

Currently, Europeana content is integrated in the portals supported by seven Ministries of Education (France⁶⁹, Spain⁷⁰, Portugal⁷¹, Flanders-Belgium⁷², Greece⁷³, Poland⁷⁴, Netherlands⁷⁵). The table below shows information of the ministries that provided data upon request.

Usage metrics of Europeana content on Ministries of education platforms (May 2021 - April 2022)

Type	Amount	Visits
Ministry of Spain (Procomun) ⁷⁶	28 Learning scenarios 3 articles promoting Europeana	1,669 visits

⁶⁸ The visits are a conservative estimate. Most schools all over Europe cannot provide children emails to a platform for privacy reasons when using digital tools. Thus we got just the number of visits of the teachers, but most probably the content is accessed by more users/children when the teachers share the link of an eLearning activity.

⁶⁹ <https://www.edutheque.fr/utiliser/partenaire/europeana.html>

⁷⁰ <http://procomun.educalab.es/es/comunidades/europeana-patrimonio-digital-de-la-cultura-europea>

⁷¹ <https://erte.dge.mec.pt/europeana>

⁷² <https://www.klascement.net/organisatie/22122/>

⁷³ <http://iep.edu.gr/el/deltia-typou-genika/europeana>

⁷⁴ <https://epodreczniki.pl/a/materialy-partnerow/D1DDYDP5e>

⁷⁵ <https://www.wikiwijs.nl/>

⁷⁶ <http://procomun.educalab.es/es/comunidades/europeana-patrimonio-digital-de-la-cultura-europea>

	resources for education	
Ministry of Portugal (DGE) 77	Search API integrated Portuguese learning scenarios (2018-2021) 1 video how to use Europeana Transcribathon and Historiana description and links	81,344 visitors 120,532 sessions 328,509 views
Flanders Onderwijs en Vorming (Klascement) ⁷⁸	3 resources published: Teaching with Europeana blog, and Europeana Digital learning in the pandemic handbook and #ReinventingBeethoven	2,000 visits
Ministry of Greece (Institute of Educational Policy) ⁷⁹	Europeana space with learning resources in Greek	23,000 visits

4.3.2.3. Other platforms

Other integrations of Europeana data in virtual learning environments are CHI portal projects, online European and international campaigns pages (for example All Digital week⁸⁰) and other platforms widely considered as EdTechs. Currently, we count 12 integrations: itslearning⁸¹, DiCultHer⁸², OE Global⁸³, All Digital⁸⁴, Photoconsortium⁸⁵, Lucian Blaga Central University⁸⁶, The Moldavian National Digital Library⁸⁷, OER commons⁸⁸, Football makes history⁸⁹, Unsplash⁹⁰, Canva⁹¹, EUScreen⁹².

⁷⁷ <https://erte.dge.mec.pt/europeana>

⁷⁸ <https://www.klascement.net/organisatie/22122/>

⁷⁹ <http://iep.edu.gr/el/deltia-typou-genika/europeana>

⁸⁰ <https://alldigitalweek.eu/resources/>

⁸¹

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

⁸²

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

⁸³

⁸⁴ <https://alldigitalweek.eu/partners/>

⁸⁵ <https://www.photoconsortium.net/educationalportal/europeana-for-education/>

⁸⁶ <https://www.bcuculj.ro/en/library-resources/access-to-web-resources>

⁸⁷ <http://www.moldavica.bnrm.md/>

⁸⁸ <https://www.oercommons.org/search?f.search=europeana>

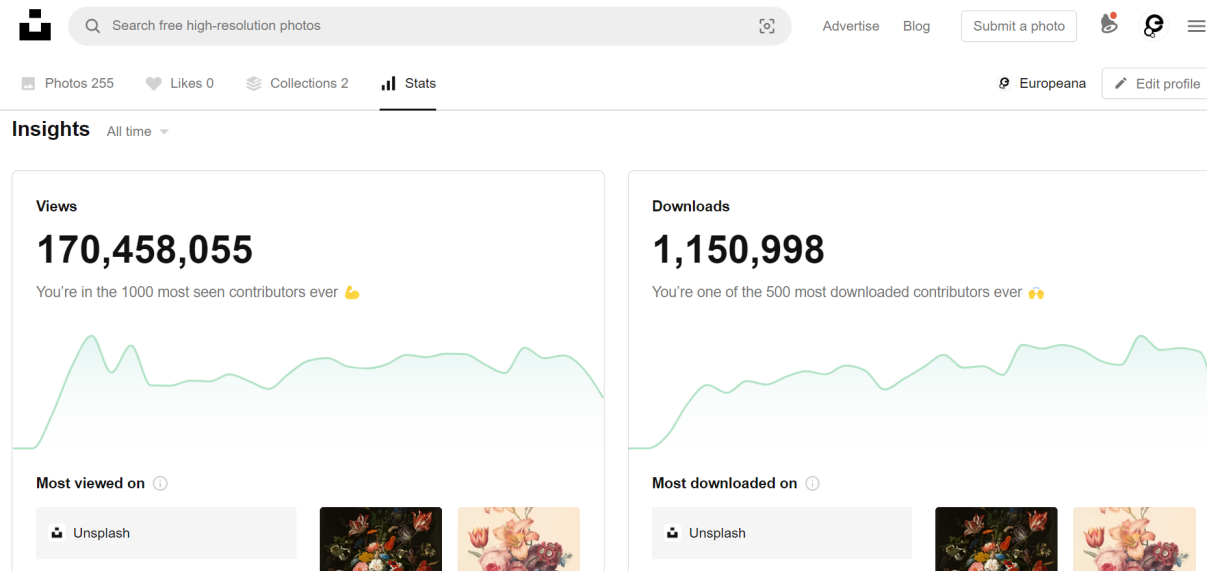
⁸⁹ <https://footballmakeshistory.eu/explore-european-heritage-mini-exhibition/>

⁹⁰ <https://unsplash.com/@europeana>

⁹¹ <https://www.canva.com/p/europeanaimages/>

⁹² https://blog.euscreen.eu/euscreen_education/

For the online space Unsplash (US)⁹³ we are able to access usage data. The platform currently integrates 255 Europeana items in their platform. The usage is very high with over 170 million views and about 1.15 million downloads.



5. Conclusion

Traffic to the website, our key success metric, increased by 16% in the past year (6.3 million visits in total). The website received a good average satisfaction rate of 76%.

Since introducing a new cookie consent banner on the Europeana website in September 2021, we have no longer been able to accurately record the user return rate. The result is a significant drop in the number of returning users reported since that time.

Greater online user privacy and GDPR legislation prevents us from tracking users in as much detail as before. This development might also have contributed to the decrease in traffic that could be attributed to other channels previously. We saw some occurrences of bot traffic. We are investigating whether it is possible to exclude bot traffic by default in our tracking system, Matomo.

On social media platforms, the implementation of GDPR and the Apple iOS 14 update, both designed to protect users' privacy, impacted on our social media activities and reporting. With more limited data collection and sharing, we are not able to see the full picture of our social media performance. This means that in this report, we observed a drop in impressions and engagement across our social media accounts. Comparing Europeana

⁹³ <https://unsplash.com/@europeana>

posts on various social media platforms with the median engagement per post for all industries and non-profits showed that Europeana performs very well with high average engagement rates per post. We also saw that all platforms recorded an increase in fans/followers in the past year.

Whilst traffic to exhibitions grew modestly, traffic to blogs and galleries fell markedly so we will investigate this in the coming months. Topical editorial content remained popular in this period, as was in-depth content on popular subjects (such as Europeana's Art Nouveau exhibition) and editorial which was extensively marketed by partners (like the Sakharov Prize exhibition by the European Parliament Archives).

In 2021-2022, we saw new partnerships reaching cultural enthusiasts across the world. Partnerships remain an important part of our public-facing activities. Partners appreciate the richness and diversity of the content available on Europeana and gladly join activities related to important, relevant, and current themes such as women's history. Partners featuring content prefer their material curated and adjusted to the needs of their platform rather than using the Europeana website itself.

We encouraged the transcription of historical material via Transcribathon.eu by organising events and (online) runs. This contributed to an increased number of registered users (+ 5.5%), characters transcribed (+ 7%), and documents in progress (+ 14%).

The Europeana REST API⁹⁴ received on average about 17.2 million external API requests per month. API usage decreased slightly in the past year while the number of users decreased (-15%) and fewer users signed up for our APIs (-20% API sign-ups).

All Europeana content ever published on the educational platforms European Schoolnet and Historiana (DSI-4 Consortium partners) received about 188,000 visits in the past year. One new integration into an external learning environment for education took place in DSI-4 Y4 (EUScreen started to promote a new educational space⁹⁵ in their portal).


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

⁹⁴ <https://pro.europeana.eu/page/intro>


⁹⁵ https://blog.euscreen.eu/euscreen_education/

Annex: Europeana Personas


Persona: the teacher

 The teacher	Jenny 46 yrs Teacher	Tasks What tasks are carried out by the user? <ul style="list-style-type: none">- I use the search feature over thematic collections- I use similar items feature to find other items- I make sure the items I use are free to re-use- I read the description of the items
	Goals What changes do we want to help the user make? My goal is to motivate my young students to learn by creating connections with real life	Frustrations Whats keeping the user from achieving their goal? <ul style="list-style-type: none">- I don't know if it's me who can't find it or if it doesn't exist- I copy paste the URL in a word document to find it later- I find the inconsistent structure of metadata to be troublesome- I find unclear information on licensing to hinder my activity
About Jenny What does the user believe in? <ul style="list-style-type: none">- I am a secondary school teacher of physics, chemistry, mathematics- I am very passionate about teaching my student- I make sure my lessons are fun and interesting for the students- I believe students are the future		

Persona: the researcher

 The Researcher	Lisa 37 yrs Post doctorate	Tasks What tasks are carried out by the user? <ul style="list-style-type: none">- I use the search feature over thematic collections- I download and zoom in to images- I use filters to refine my search- I read the metadata and use images- I use art, maps, manuscripts collections
	Goals What changes do we want to help the user make? Become a published author by finding and reusing specific items for my research	Frustrations Whats keeping the user from achieving their goal? <ul style="list-style-type: none">- I am skeptical about the availability of the metadata- I get inaccurate search results due to not having appropriate filters like date range- I come across broken links so can't decide the information to be accurate and up to date- The quality of metadata needs to be better
About Lisa What does the user believe in? <ul style="list-style-type: none">- I am writing a research paper on the specific topic she is passionate about. With a lot of care, she chooses the content for her research paper.- In my free times she enjoys reading antique books online- Sometimes I feel researching alone is a lonely job.		

Persona: the culture enthusiasts



The Culture enthusiasts

Sam 32 yrs Blogger

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

To gain a wider perspective on the cultural heritage of Europe

Tasks
What tasks are carried out by the user?

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

About Adam
What does the user believe in?

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


Frustrations
Whats keeping the user from achieving their goal?

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

Context of use
What does the user need from us?

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

Persona: API users



The API users

Sam 35 yrs Developer

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

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

Tasks
What tasks are carried out by the user?

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

About Sam
What does the user believe in?

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

Frustrations
Whats keeping the user from achieving their goal?

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

Context of use
What does the user need from us?

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