NETWORK MEMBER NEWS

NATIONAL LIBRARY OF SCOTLAND

INES BYRNE

DIGITAL TRANSITION MANAGER

Reaching
People:
Library Strategy
2020-2025

National Library of Scotland
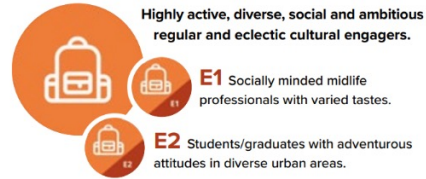Leabharlann Nàiseanta na h-Alba
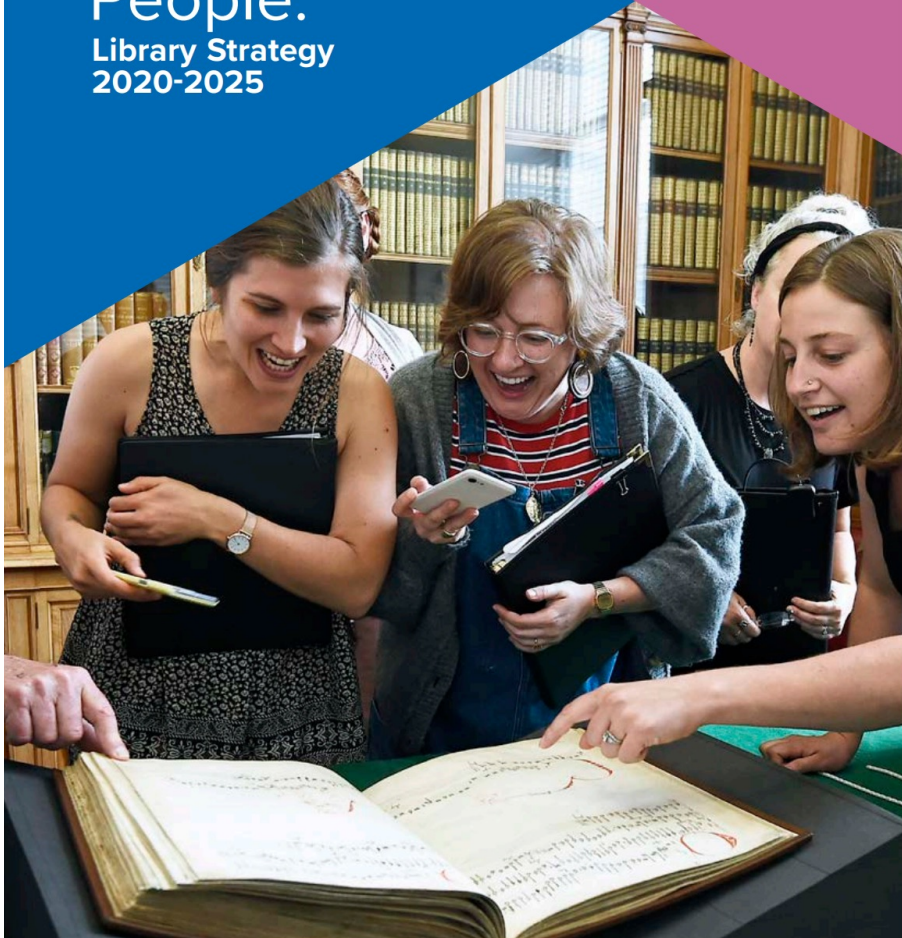
REACHING PEOPLE

We will take an **audience-led approach** to the development and delivery of all the Library's services and cultural experiences.

We will deliver **outstanding digital engagement**, helping people to use the collections in the most creative ways possible.
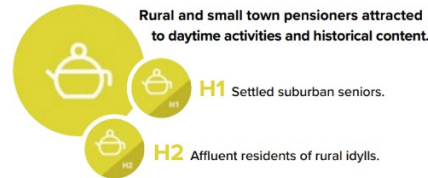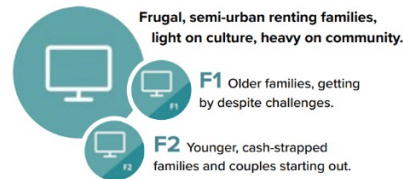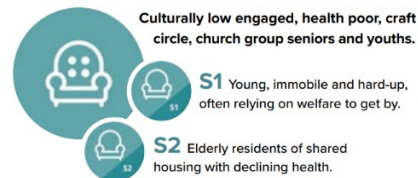
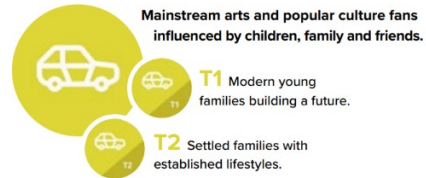# AUDIENCE ENGAGEMENT
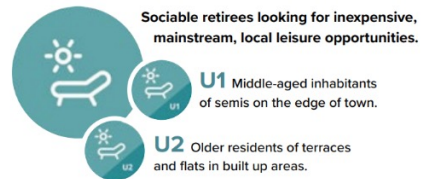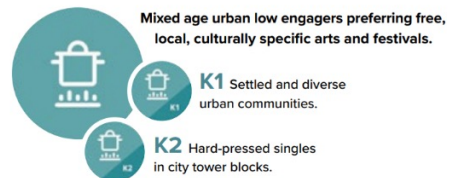
Working with Audience Agency
on audience segmentation

Turning our understanding of audience
upside down

Allows us to map our digital services more
effectively

Enables high-impact audience-led
service design

Outstanding
# Digital Engagement

What makes an outstanding digital collection?

- Online deliver is not the end but the start of the journey

- Depth vs quantity – striking a balance

- Accessibility vs usability

- AI- supported data generation (Lucy Dalgleish: https://data.nls.uk/projects/artificial-intelligence-report/)

- EDI: Identifying harmful and problematic language (Carissa Chew: https://culturalheritageterminology.co.uk/)

- Selection focus: audience-led and format-driven (fragile formats → tapes + newspapers)

language amount

82,534 English

13,905

1,242

847

THE ROLE OF
DATA VISUALISATION
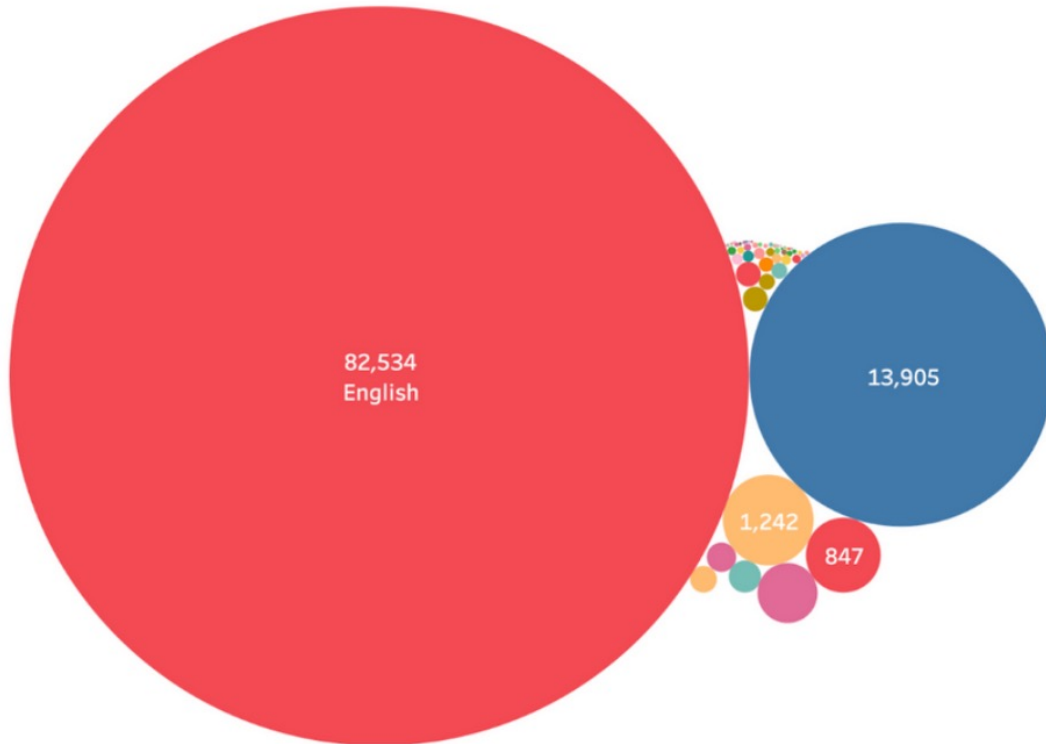
digital collections heat maps
- by format type, pub date, accessibility, subject
- visualising silences (EDI)

Representing Data course at UoE:
- publication data (cat records)
- environmental data (Estates dep)

DS Fellow 2023/24
- data vis workshops for younger audiences

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