

DATA PAPER

Qualitative and Quantitative Data on the Use of the Internet for Archaeological Information

Lorna-Jane Richardson¹

¹ Research Associate, UCL Centre for Digital Humanities
l.richardson@ucl.ac.uk

These survey results are from an online survey of 577 UK-based archaeological volunteers, professional archaeologists and archaeological organisations. These data cover a variety of topics related to how and why people access the Internet for information about archaeology, including demographic information, activity relating to accessing information on archaeological topics, archaeological sharing and networking and the use of mobile phone apps and QR codes for public engagement. There is wide scope for further qualitative and quantitative analysis of these data.

Keywords: Internet; archaeological community; social media; public archaeology

Funding Statement: This research has been generously supported by the Arts and Humanities Research Council.

(1) Overview

Context

Description: Data collected online, so no geographic source information collected.

Temporal coverage

(2) Methods

Steps

The platform for data collection through online survey for this thesis was the UCL-supported Opinio survey software designed by ObjectPlanet Inc. The survey software is a web-based survey tool, which is available free of charge to UCL staff and postgraduate researchers. The survey contains a mixture of open and closed questions covering the use of different aspects of using the Internet to access archaeological information and participate in online discussion and public engagement with archaeological topics.

Sampling strategy

The survey was especially targeted at members of the public active in the UK voluntary archaeology sector. Links to the online survey were posted on the Britarch Forum, included in print through the *British Archaeology* magazine, and by directly emailing an invitation to participate with the survey's URL to community archaeology groups, professional archaeologists and UK based archaeological organisations. I also posted the call for participation through my own website and Twitter account and posted the link and call for participation on a wide variety of UK-based archaeology-related Facebook pages.

(3) Dataset description

Object name

Richardson, Lorna (2014): Using the Internet for Archaeology.

Data type

Primary data

Format names and versions

CSV

Creation dates

07/02/2013 – 07/04/2013

Language

English

License

CC-BY

Repository location

<http://dx.doi.org/10.6084/m9.figshare.1363564>

Publication date

04/01/2015

(4) Reuse potential

This survey received 577 responses to 24 questions, so contains over 1000 individual answers. There is scope for using these data for further analysis of the qualitative and quantitative aspects of the survey results, better

demographic understanding of Internet use in Public Archaeology, sentiment analysis, and use of these data for reference both within the discipline of archaeology and the wider digital humanities community. These data offer potential for more analysis of the types of archaeological

information sought through the Internet, data on the methods of accessing this information, restraints and benefits for the use of social media for public engagement, and the types and locations of community and networking in archaeology online.

How to cite this article: Richardson, L-J 2015 Qualitative and Quantitative Data on the Use of the Internet for Archaeological Information. *Journal of Open Archaeology Data*, 3: e5, DOI: <http://dx.doi.org/10.5334/joad.ag>

Published: 23 April 2015

Copyright: © 2015 The Author(s). This is an open-access article distributed under the terms of the Creative Commons Attribution 3.0 Unported License (CC-BY 3.0), which permits unrestricted use, distribution, and reproduction in any medium, provided the original author and source are credited. See <http://creativecommons.org/licenses/by/3.0/>.

]u[*Journal of Open Archaeology Data* is a peer-reviewed open access journal published by Ubiquity Press.

OPEN ACCESS 