

Appendix 1: Interview questions

Introduction

1. Please could you introduce yourself and explain your role in the organisation, particularly where you sit in relation to decision making around digitisation of collections?
2. What kind of collection do you hold?
3. Can you talk a bit about your background in heritage?
4. How do you define heritage?
5. What do you see as the heritage of your organisation?

Digitisation stories

6. What has motivated digitisation?
7. Could you talk me through your experience(s) of digitisation?
8. How were digitisation decisions reached? Who was involved, what research was done etc?
9. Were there any funding or policy influences, if so what?
10. How did you decide to interpret your online collection for visitors?
11. How does what you have put online represent your organisation? Was this a conscious decision?
12. Are virtual visitors as important as physical visitors? Why? Why not?
13. Were decisions made not to digitise?
14. Here is a list of reasons not to digitise – could you rank them, and talk a little bit about each one in relation to your digitisation project(s)?

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| <ol style="list-style-type: none">1. Cost2. Time3. Expertise or IT skills4. Fear of obsolescence5. Lack of political will6. Privacy or copyright issues7. Other |
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Looking back

15. Were you involved in heritage in the early years of the internet – late 90s, early 00s?
16. Do you remember what you thought about the possibilities of digitising collections?
17. How has your organisation coped with the explosion of internet technology?
18. Back then, where did you think we would be now in terms of digitisation?
19. Do you think the reality has been different, and if so, why?
20. Academics around the year 2000 were both optimistic and pessimistic about the opportunities of the online world – some thought it would democratise heritage by giving access to all, others thought we were creating a digital black hole – where do you sit on this question?

Looking forward

21. What have you learned from your digitisation experiences?
22. Where do you think technology will take heritage in the next 20 years?
23. In your experience, how have heritage professionals coped with the speed of change of technology, and how can they do this better in the future?
24. Looking at what is online now, how do you see heritage represented overall?
25. How do you think this will change – will almost everything be online eventually, and if so, by when?