

PRESENTATION OVERVIEW

Introduction

Study significance

Research questions

Definition of Trustworthiness

Methodology

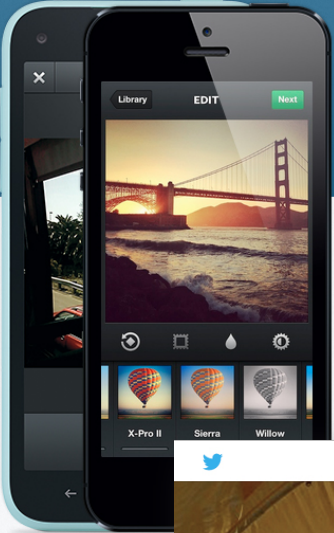
Literature Review

Early findings of Survey

Next steps

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INTRODUCTION



Instagram Log in

Capture and Share the World's Moments

Instagram is a **fast, beautiful** and easy way to capture and share photos and videos with friends and family.

Take a picture or video, choose a filter, and feel, then post to Instagram – or even share to Facebook, Twitter, and other social networks. A new way to see the world.

Oh yeah, did we mention it's free?



facebook

Email or Phone Password Log

Keep me logged in Forgot your password?

Create Page

Recent

- 2014
- 2013
- 2012
- 2011
- 2009
- 2007
- 2006
- 2005
- 2003
- 2001
- 2000
- 1999
- 1998
- 1996
- 1993
- 1991
- 1989
- 1985
- 1981
- 1979
- 1975
- 1967

University of Reading College & University

Timeline About Photos Welcome More

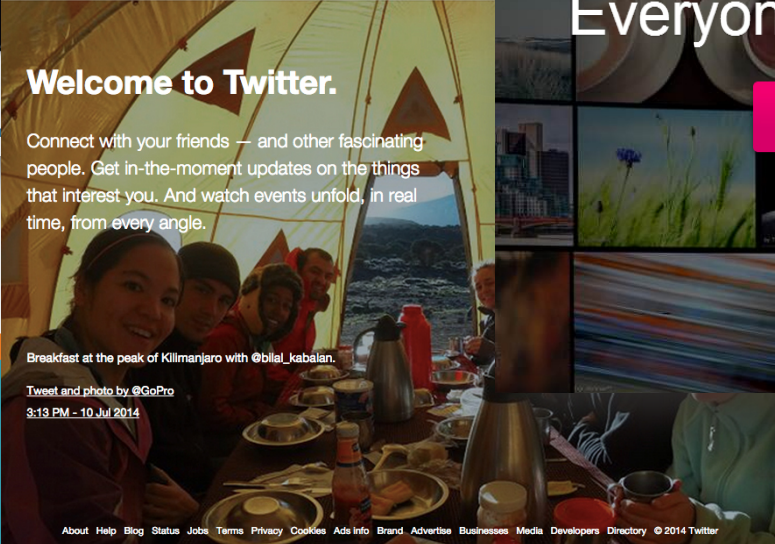
11,035 likes

ABOUT

The official University of Reading Facebook page for news, updates, photos and details of our public events and open days.

Our place in the 2014/15 Times Higher Education World University Rankings is just outside the top 200: still among the world's best universities, but a lower placement than last year. Out of the UK institutions featured, we're ranked 20th for both teaching and research, and remain in the top 100 globally for life sciences.

For the comment from Sir David Bell, our Vice-Chancellor, visit



Welcome to Twitter.

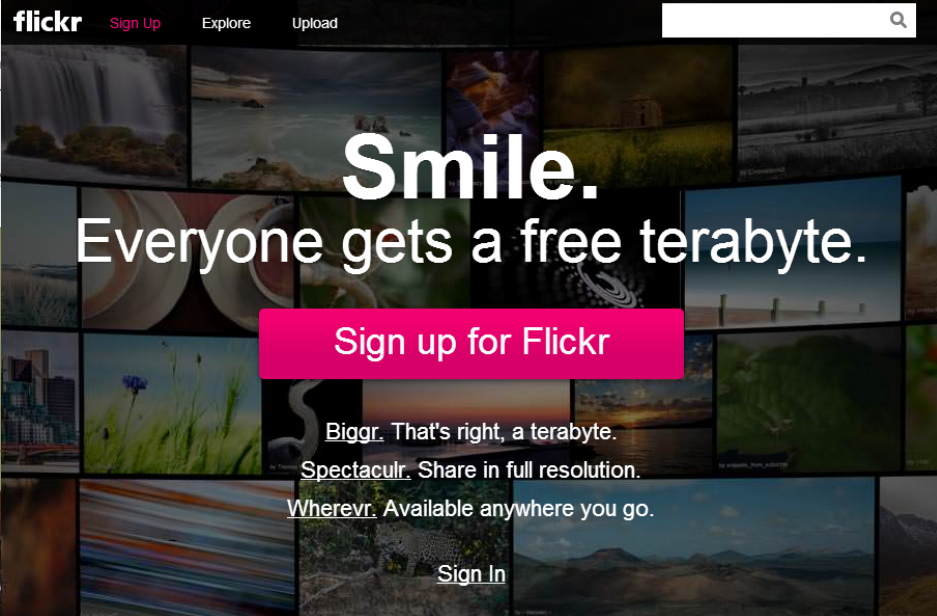
Connect with your friends — and other fascinating people. Get in-the-moment updates on the things that interest you. And watch events unfold, in real time, from every angle.

Breakfast at the peak of Kilimanjaro with @blial_kabalan.

Tweet and photo by @GoPro

3:13 PM - 10 Jul 2014

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flickr Sign Up Explore Upload

Smile.

Everyone gets a free terabyte.

Sign up for Flickr

Biggr. That's right, a terabyte.

Spectacular. Share in full resolution.

Wherevr. Available anywhere you go.

Sign In

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STUDY SIGNIFICANCE

- Reveal the extent to which media convergence has changed contemporary photographic practice and the impact of these changes on the trustworthiness of digital photographs and collections.
- Reveal users expectations of on-going access to and long-term storage of their digital photographs held within social media platforms.
- Provide recommendations and strategies to archivists for assessing their ability to acquire and preserve personal digital archives that have been managed and/or are stored in social media platforms.

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RESEARCH QUESTION(S)

How do we ensure the trustworthiness of digital photographs held within social media platforms?

- What is the primary purpose for which persons use photo-sharing and social networking sites in regards to digital photographs?
- Are persons that use photo-sharing and social networking services to store their digital photographs concerned with trustworthiness?
- Are persons aware of the risks posed by social media platforms to the trustworthiness of their digital photographs collections?
- Are persons that use social media applications aware of the challenges presented by social media platforms to continuing access and long-term preservation of digital photographs collections?

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TRUSTWORTHINESS IS COMPRISED OF RELIABILITY, ACCURACY AND AUTHENTICITY.

- A digital photograph is reliable when it can stand for what it is about.
- A digital photograph is accurate when its content is free of error or distortion.
- A digital photograph is authentic when it is what it purports to be and has not been tampered with or corrupted.

InterPARES 2 Project. (2014). "Glossary." *IP2 website*

[http://www.interpares.org/ip2/display_file.cfm?doc=ip2_glossary.pdf&CFID=5715745&CFTOKEN=27315478.](http://www.interpares.org/ip2/display_file.cfm?doc=ip2_glossary.pdf&CFID=5715745&CFTOKEN=27315478)

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METHODOLOGY

PHASE ONE: LITERATURE REVIEW

PHASE TWO: WEB-BASED SURVEY
QUALITATIVE DATA ANALYSIS

PHASE THREE: ONE-ON-ONE INTERVIEWS

ONGOING: SOCIAL MEDIA PROVIDER T&A
CASE LAW REVIEW

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LITERATURE REVIEW



= Concerns with trustworthiness of digital photographs created, shared and stored in online environments.

= Adoption of social networking applications for records management in orgs and for storing personal digital archives (PDA) is an emerging area of concern.

EARLY FINDINGS OF SURVEY

502 completed questionnaires

22 countries represented

Majority < 50 yrs. old

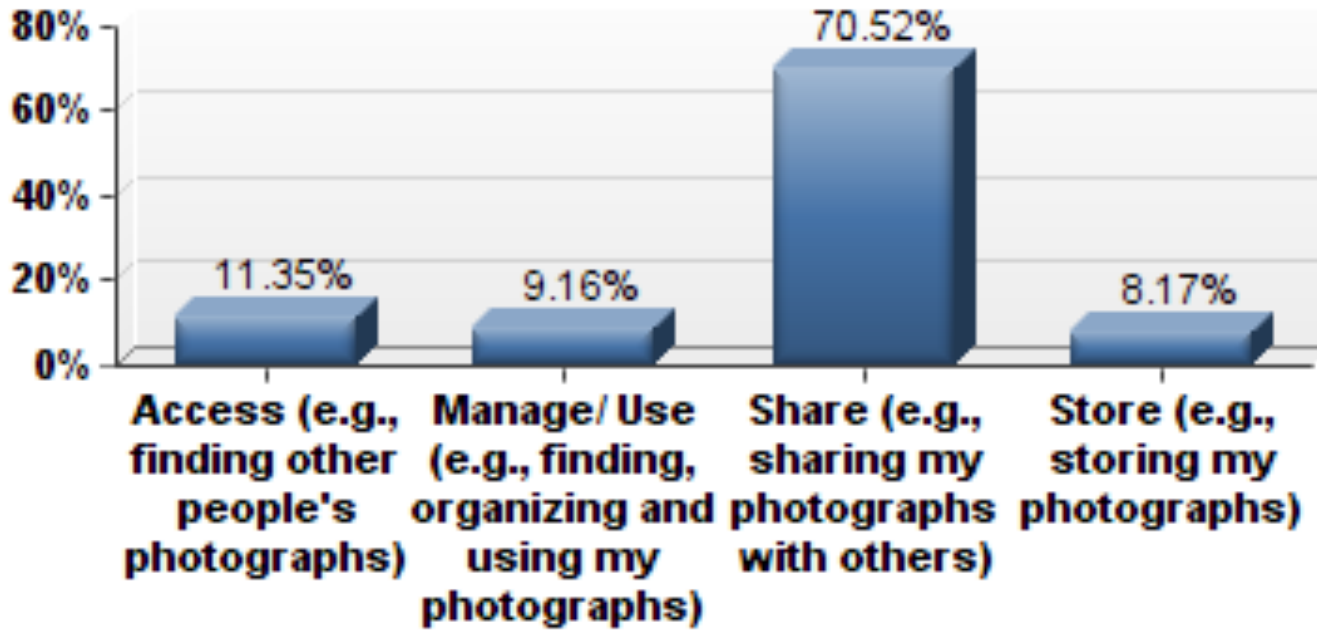
- 38% 19-29 yrs. old

Top 5 platforms:

- Facebook
- Twitter
- Dropbox
- Instagram
- Flickr

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WHAT IS YOUR PRIMARY ACTIVITY WHEN USING PHOTO-SHARING AND SOCIAL NETWORKING SERVICES AS PART OF YOUR PHOTOGRAPHIC PRACTICE?

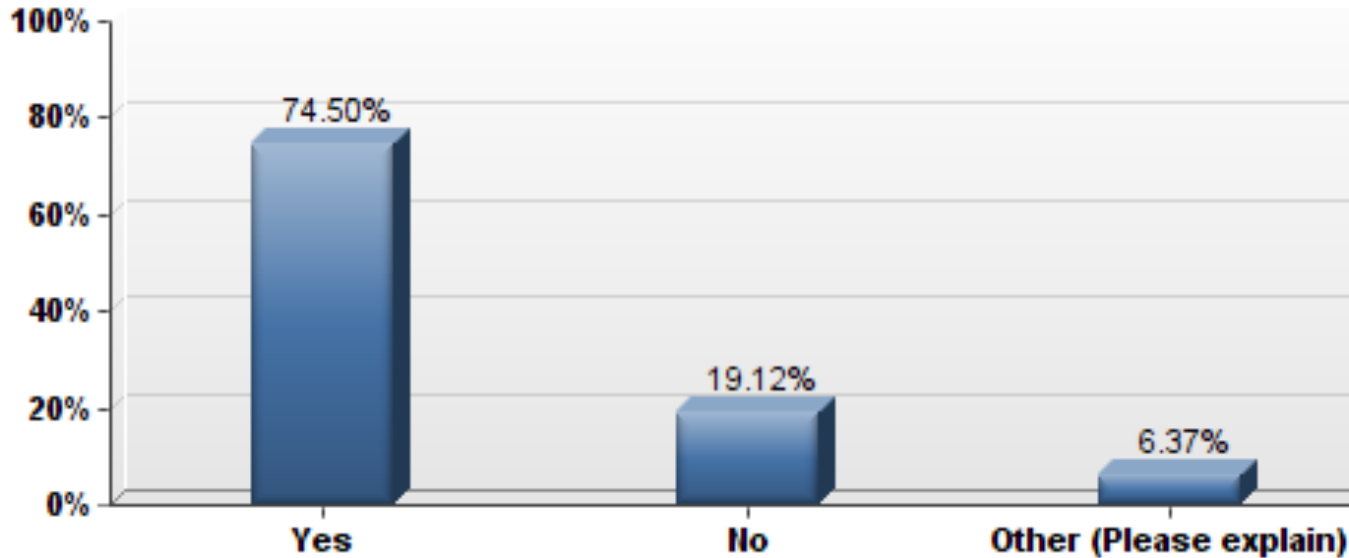


70.52%
Sharing Images
with Others

Sharing Images
is the most important
feature of social
media platforms.

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AFTER UPLOADING YOUR DIGITAL PHOTOGRAPHS INTO PHOTO-SHARING AND SOCIAL NETWORKING SITES, DO YOU ADD TAGS, COMMENTS, LIKES AND/OR RATINGS?



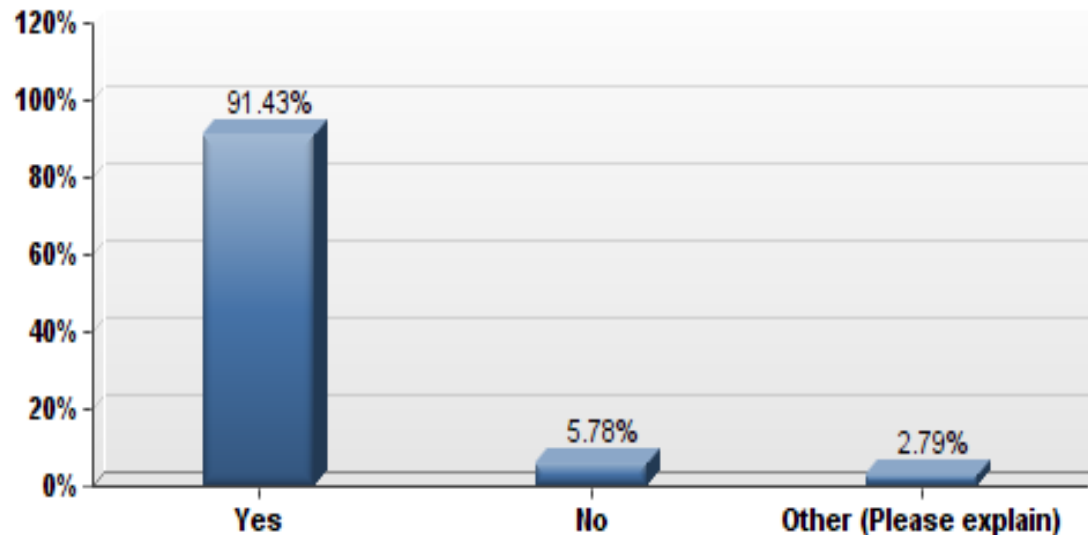
74.50%
Add tags,
comments, likes
and ratings after
upload.

45%
Add metadata
before upload.

Place
Subject
Name of creator

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DO YOU KEEP A COPY OF THE DIGITAL IMAGES THAT YOU SHARE ON SOCIAL MEDIA?



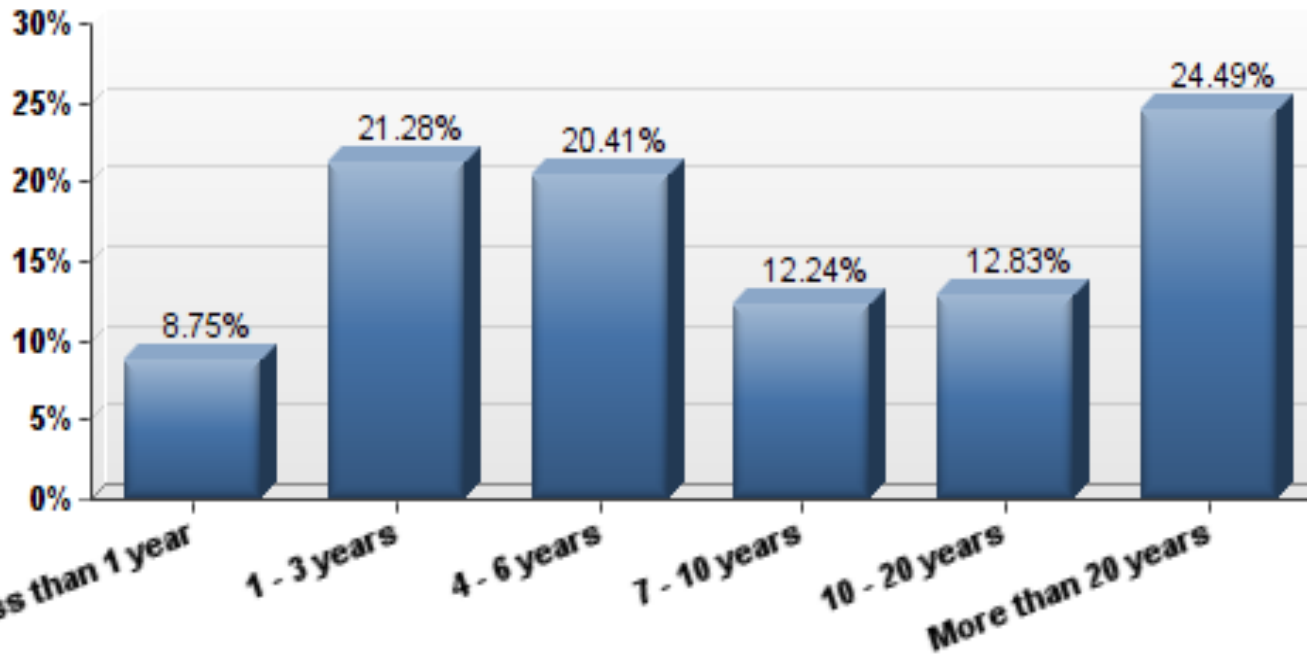
91.43% YES

Personal computer
External hard drive
Mobile phone
Cloud Storage

Problems:
Size change
Colour change
Missing metadata

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HOW LONG DO YOU EXPECT TO HAVE ACCESS TO YOUR DIGITAL PHOTOGRAPHS THAT ARE STORED IN PHOTO-SHARING AND SOCIAL NETWORKING SITES?



24.49% 20 + yrs.
21.28% 1-3 yrs.
20.41% 4-6 yrs.

6% Account Deleted

Legal Contracts
22% Did Not Read
58% Skimmed
20% Read

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NEXT STEPS

Select survey respondents for follow-up interviews

Gather interview data & analyze

Complete analysis of Terms & Agreements

Complete review of Case Law

Draft recommendations

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RECORDS IN THE ONLINE ENVIRONMENT

InterPARES Trust

- interparestrust.org



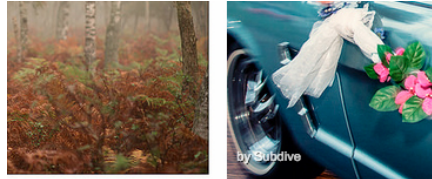
Law of Evidence in the Digital Environment

- www.lawofevidence.org



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Questions ??



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