

# Planting the seed

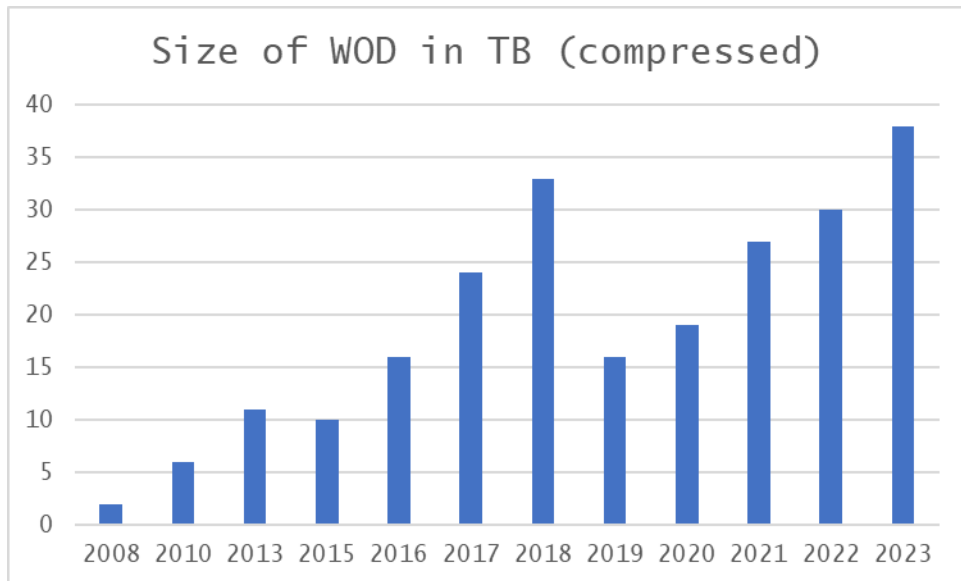
A potted approach to  
Advocacy of The New  
Zealand Web Archive

**Te Kāwanatanga o Aotearoa**  
New Zealand Government



**Te Tari Taiwhenua**  
Internal Affairs

# E-Legal Deposit



The NZ Web Archive is primarily collected under legal deposit legislation.

Mix of selective web archiving and an annual Whole of Domain crawl.



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# 1. Promoting the Collections

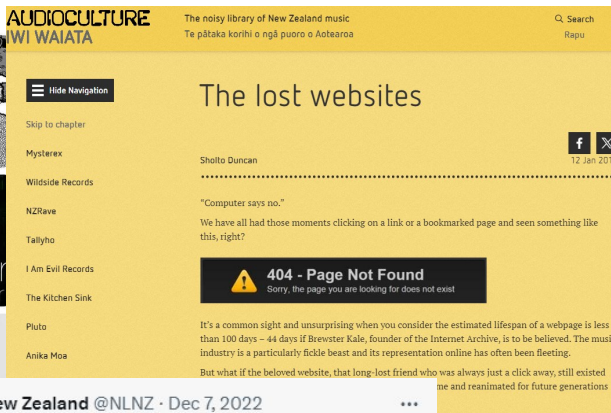
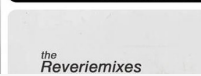
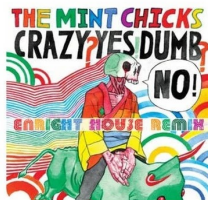
## From Hippies to Hipsters

May 6th, 2014, By [Sholto Duncan](#)

### Forever summer: collecting the present on behalf the future

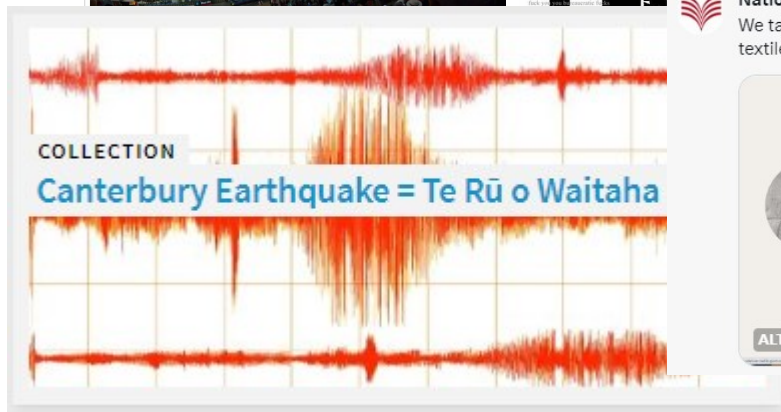
With the summer long in our rear view mirrors and winter on the horizon it seems like an appropriate time to reflect on long hot days filled with road trips, BBQs, camping, swimming, and of course music!

Summer also marked a busy period for the E-pubs team, downloading and archiving videos, websites music relating to the smorgasbord of music festivals that were on offer – in between the aforementioned activities of course!



National Library of New Zealand @NLNZ - Dec 7, 2022

We take a look through the web archive to highlight the fabulous works of textile artist Vita Cochran! [#WebArchiveWednesday](#)



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# Blogs (lots)

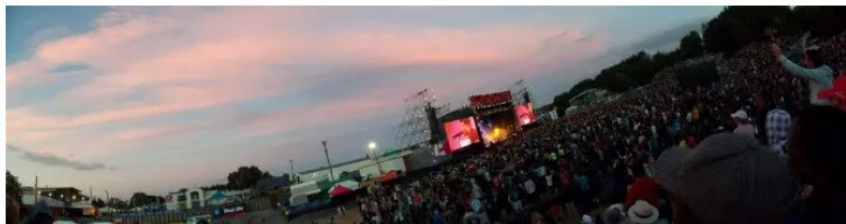
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Parachute panorama, by Summer Skyes. Ref: [Flickr, CC-BY](#).

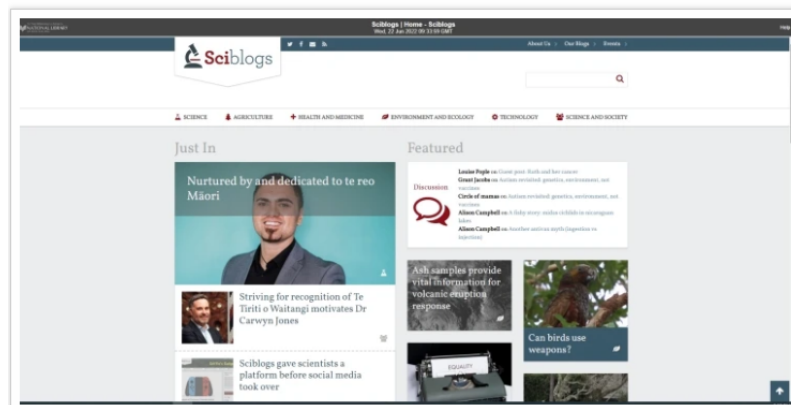
## Sciblogs — the end of an era

August 9th, 2022, By [Gillian Lee](#)

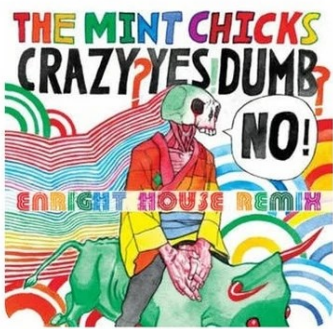
*The blogging platform for New Zealand science communicators called Sciblogs has been decommissioned. All of the content has been safely stored in the National Library Web Archive for researchers to find and use.*

### Archiving Sciblogs platform

Sciblogs, the blogging platform created for New Zealand science communicators has closed down. However, all is not lost! The National Library of New Zealand has archived a copy of the site.



# Creative Commons Mixtapes

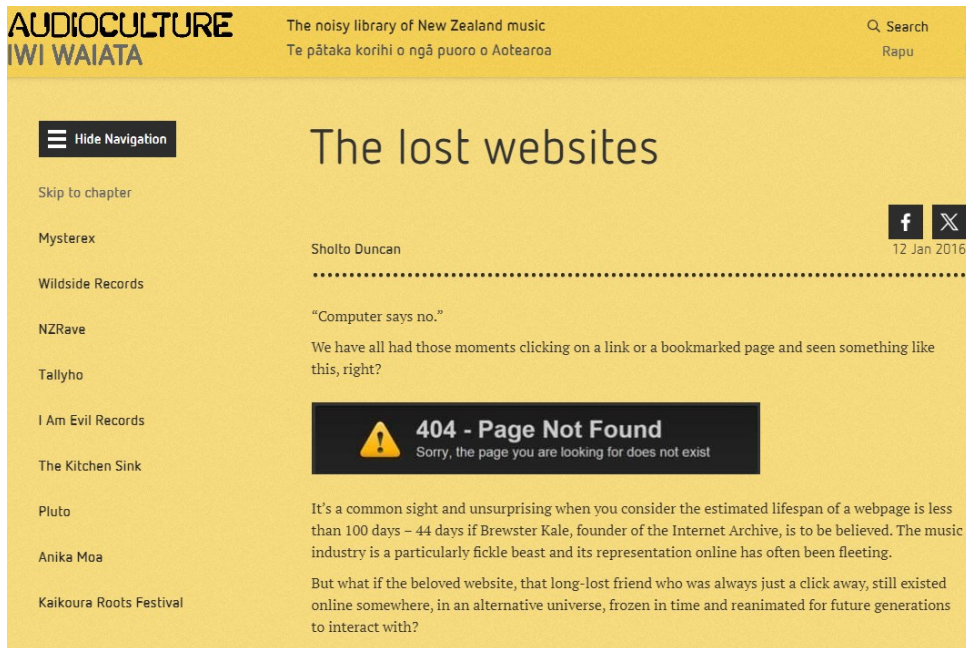


- The idea was to curate a ‘mixtape’ of tracks archived over the past year that people could listen to, download and share.
- This was successful in promoting a little-known digital collection.



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# External Articles



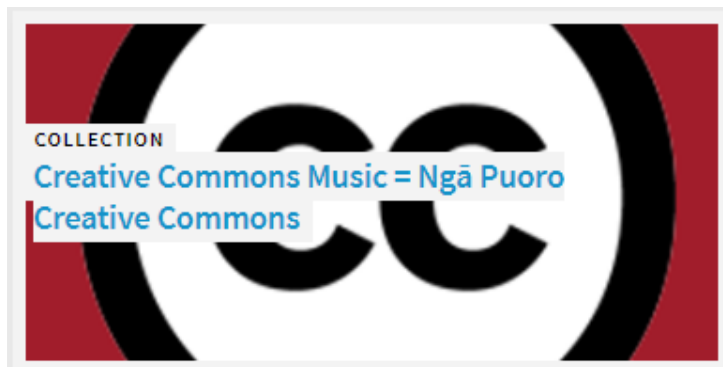
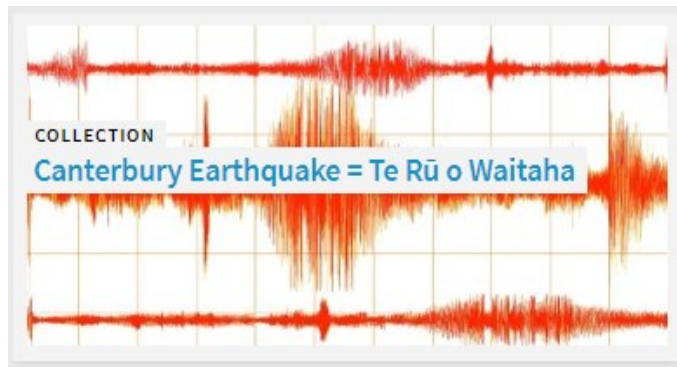
- Writing articles for complementary sites to expose the Web Archive to a larger and more diverse audience.
- Very niche and time consuming but quite effective.



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# Collection Discovery



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# Web Archive Wednesdays



- Wide range of topics and access points into the web collection.
- <https://natlib.govt.nz/blog/posts/web-archive-wednesday-byte-sized-tweets>



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# 2. Using the Collections



## Workshop Schedule (9:00 am - 12:00 pm)

- Introductions
- Background (Olga Holownia)
- Short demos / examples (Peter Stirling, Ian Milligan, Sean Vo Goethals)
- User groups
- Group exercise
- **Break (11:00 - 11:20)**
- Voting
- Discussion & next steps



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# Hackathons



- In 2014 the National Library ran its first hackathon interacting with some of our digital collections.
- Provided great exposure for the Library, its collections, and the work of its staff.

Artwork Greig Roulston produced to support the event. Derived from [Eph-F-MEAT-Gear-035](#).



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# Web Archive Survey (2015)



Research project to establish a greater understanding of the use of archived websites by university academics, and to explore the future direction for web archiving in New Zealand.



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# Digital Humanities Survey (2020)



- Conducted online survey of digital humanities researchers.
- Goal to find out requirements for using the Library's Web and Twitter collections in their research.



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# IIPC Workshop (2018)

## Workshop Schedule (9:00 am - 12:00 noon)

- Introductions
- Background (Olga Holownia)
- Short demos / examples (Peter Stirling, Ian Milligan, Sean Volke, Andrea Goethals)
- User groups
- Group exercise
- **Break (11:00 - 11:20)**
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facilitated 'What do researchers want? Crowdsourcing requirements for discovery & access' workshop.



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# Collections as Data

- Digital Research Working Group established.
- Digital Research coordinator hired (Lana Alsabbagh)
- Interviewed NZ faculty highly involved in digital humanities and/or data science.
- Global review of web archiving institutions' strategies, policies, services, and research to make their web archival collections available for computational research.





# eResearch Forum

- For researchers, and those supporting, to share current and emerging trends in eResearch training, approaches, technical and support infrastructure.
- Lana and Andrea both presented to promote our Web, social media collections and open datasets, and get feedback from researchers on what would make them more useful.



# Recruiting for Advocacy

## Vacancy for Data Specialist at National Library of New Zealand

🕒 10 July 2023

📍 Wellington

🔄 Full-Time

### Ko mātou | About us

Working at the Department of Internal Affairs, you'll have the opportunity to make a real difference in the lives of New Zealanders.

The Preservation, Research and Consultancy team supports the National Digital Heritage Archive (NDHA) digital preservation programme, which protects, manages and provides sustained access to the Library's digital collections.

### Mō te tūnga | About the role

The Data Specialist provides technical expertise and strategic guidance to support the Library's emerging digital research services. This role will liaise with Library staff to develop workflows, training, datasets and services to support digital content related research that requires data transformations and computational approaches.

This is an exciting opportunity for someone who has both technical and communication skills to be a key part of developing new services at National Library to support digital humanities and other data-intensive research.

Reporting to the Digital Preservation Manager, you will be responsible for supporting digital and data-intensive scholarly activities. You will create datasets for use by researchers from the Library's large digital collections. You will advise on formats, tools, standards (FAIR, CARE, etc.) and infrastructure to enable greater researchers use of the digital collections.

You will also contribute to the technical upskilling of Library staff, users and researchers. You will work closely with research and reference librarians to meet the needs of digital researchers.

[FIND OUT MORE & APPLY](#)

## Data specialist position established and filled – Welcome Yizhe!



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# Web Archive Discovery Platform

- Though there has been strong web archivist advocacy for a platform, an organisational need to support a key stakeholder within the Aotearoa NZ knowledge system, was the main driver for development.
- Once WADP is released it will provide an opportunity to engage with researchers more.



# Lessons Learned

- Most people don't know about your web archive
- Get to know your archive first and then you can share with others
- Let external stakeholders such as researchers help guide the way the archive is made accessible

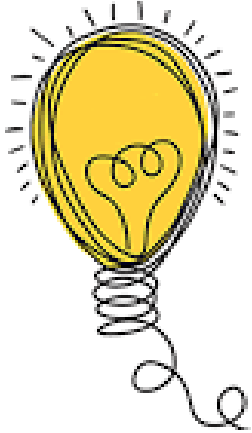


# Lessons Learned

- Don't forget the casual users, people may just be interested in 'nostalgia scrolling'
- Advocacy needs to be active and sustainable, keeping forward momentum can be hard!



# Final Thoughts



- We tried a lot of different things – some of them were unsuccessful but incrementally we've been able to progress the researcher relationships, internal capacity and delivery options.
- It's taken a combination of building good internal relationships, trying things to see if they work, and creative budgeting.

