Aspects of Measuring the Impact of New Innovations

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Influence of global trends on the cultural heritage organizations

- High level of education
- International cooperation
- Export of competence
- Transnational education programmes
- Cross-cultural exposure on studies
- Trend of connecting libraries, museums and cultural centers being materialized

Added value

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IFLA Megatrends

Trend 1
- New Technologies will both expand and limit who has access to information.

Trend 2
- Online Education will democratise and disrupt global learning.

Trend 3
- The boundaries of privacy and data protection will be redefined.

Trend 4
- Hyper-connected societies will listen to and empower new voices and groups.

Trend 5
- The global information environment will be transformed by new technologies.
The changed logic of the innovation activity

Globalization

Networking

Growth of the know-how

Transition of information
Operation models required by the change in global environment

- Openness
- Cooperation
- Interaction
- Mutual dependence
- Constant learning
- Ability to adapt
Innovation Ecosystem Framework

People

Infrastructure

Networking assets

Economic assets

Enabling environment

Mulas et al. (2016).
The Path of Impact

**Input**
- Contribution of resources in support of a cultural heritage organization

**Processes**
- Set of interrelated or interacting activities which transforms inputs into outputs

**Output**
- Products of the cultural heritage organization’s processes

**Outcome**
- Direct, pre-defined effects of the output related to goals and objectives of the organization’s planning

**Impact**
- Difference or change (tangible or intangible) in an individual of group resulting from the contact with the services of the cultural heritage organization

**Value**
- Importance that stakeholders attach to cultural heritage organizations
- Related to the perception of actual or potential benefit

Everything affects everything
Impact and value of a cultural heritage organization

Impact
- Difference or change in an individual or group resulting from the contact with cultural heritage organizations’ services
  - The change can be tangible or intangible.
  - Adapted: ISO 16439

Value
- The benefit perceived by the patron (added value).
- What is the benefit for the society?

The matters are what they look like and what they feel
- 4,000 patrons think the service is good: a fact
- The service is good: not a fact

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Tools for collecting data

Principles for assessment and collecting data
- CAF (Common Assessment Framework)
- ISO 16439 for impact assessment (libraries)

The national statistics databases
- Public libraries: http://tilastot.kirjastot.fi
- Scientific libraries: https://yhteistilasto.lib.helsinki.fi
- Museums: https://www.museotilasto.fi/

Evaluation is a continuous process

Do the indicators respond to the preset day information needs? Are they proactive?
Indicator: a “new” variable counted from the original data matrix

- At its simplest - a ratio counted from two original variables
- A more complex - combination of data from different sources
- Net Promoter Score: Willingness to recommend the service

We are directing the discussion from “treasurer like” sentiment towards showing the value and real impact of the services.
Illustration of new indicator

- Survey
- Accounting
- Usage statistics
- Acquisition statistics
- Customer satisfaction
- Materials available
- Use of services

Input

Analysis and conclusions
Decision-making, planning of future

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It’s your choice...

“If I had asked people what they wanted, they would have said faster horses.”
— Henry Ford
Someone can sometimes be pleased…

… but never can everybody be pleased.
Thank you for your interest

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