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Titolo	Delivering impact with digital resources : planning strategy in the attention economy // Simon Tanner [[electronic resource]]
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ISBN	1-78330-252-6
Descrizione fisica	1 online resource (xxxiv, 244 pages) : digital, PDF file(s)
Disciplina	025.00285
Soggetti	Digital libraries Digital media Digital media - Social aspects
Lingua di pubblicazione	Inglese
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Livello bibliografico	Monografia
Note generali	Title from publisher's bibliographic system (viewed on 21 Feb 2020).
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	1. Introduction 2. Measuring impact for success and sustainability 3. Review of the state of the art of impact assessment 4. A balanced approach: the four perspectives 5. Benefiting stakeholders 6. Modes of cultural value 7. The Balanced Impact Value Model 8. BIVM Stage 1: Context 9. BIVM Stage 2: Design and planning 10. BIVM Stage 3: Implementation 11. BIVM Stage 4: Outcomes and results evaluated through the four perspectives 12. BIVM Stage 1: Review and respond 13. Case studies 14. Using impact assessment for sustainability 15. Conclusions.
Sommario/riassunto	<p><p >This book provides practical guidance for delivering and sustaining value and impact from digital content.</p> <p >Our digital presence has the power to change lives and life opportunities. We must understand digital values to consider how organizational presence within digital cultures can create change. Impact assessment is the tool to foster understanding of how strategic decisions about digital resources may be fostering change within our communities. Delivering Impact with Digital Resources focuses on introducing both a mechanism and a way to thinking about strategies and evidence of benefits that extend to impact. Such that, the existence of a digital resource shows measurable outcomes that demonstrate a change in the life or life opportunities of the community. The book proposes an</p>

updated Balanced Value Impact Model (BVIM) to enable each memory organization to convincingly argue they are an efficient and effective operation, working in innovative modes with digital resources for the positive social and economic benefit of their communities.

Coverage includes:

- a guide to using the Balanced Value Impact Model and a wide range of data gathering and evidence based methods
- exploration of strategy in the context of digital ecosystems, an attention economy and cultural economics
- working with communities and stakeholders to deliver on promises implicit in digital resources/activities
- major case studies about Europeana, the Wellcome Trust and the National Gallery of Denmark, amongst others
- an exploration of the difference between the attitudes expressed by groups within digital cultures versus the actual behaviours they exhibit using impact exemplars from many sectors and geographies to show how they are explored and applied.

Readership:
This book will be especially useful for those managing digital presences in libraries, archives, galleries and museums including MA and PhD students studying subjects such as librarianship, information science, museums studies, archival studies, publishing, cultural studies and media studies.
