



CNECT/LUX/2021/OP/0070

Deployment of a common European data space for cultural heritage

DS. Users and usage report M14

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Revision History

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1. Executive summary

To continue our quest to better understand how people use europeana.eu – the vitrine of the Europeana Initiative and a showcase for the data space, we track various metrics related to users and usage of the website.

In the February to September time period, we see an increase in traffic to the website over the same period last year, spurred, we believe, by efforts to make more of the content (in addition to the items themselves on the website) available in more languages. Importantly, this increase occurred over the time period which includes the summer months when we traditionally see fewer visitors. In the coming months and years, we will continue to experiment with various tactics within search engine optimization and multilingualism.

Traffic from search engines increased by **17%** in comparison to last year, attributable to improved SEO and indexing by search engines. Traffic from social networks increased **138%**, following our adjusted strategy of promoting landing pages with more content that could interest wider audiences. People perform the most actions (6.7) when they come from referral websites which likely indicates that referral traffic websites cater to similar audiences as we do and europeana.eu is relevant to them. For most channels we see an increase in engagement by those who visit the website in comparison to this period last year.

In this time period, we have concrete findings from the work we've done to understand user feedback on the website. On average, people received initial feedback on their user feedback after **5.54 hours** and on average the user feedback request (excluding user feedback where the responsibility lies outside of Europeana DS consortium) was resolved in **9.36 hours**. More than 60% of those leaving user feedback offer their email address, already indicating a level of engagement with and commitment to the website.

We encourage users to participate with items on the Europeana website through several initiatives which provide hands-on interaction with the website, and contribute to building frameworks and skills that foster reuse. From October 2023, we will track more concrete outcomes when it comes to audience participation and engagement, starting with the two new metrics 4.9 and 4.10.

2. Introduction

The common European data space for cultural heritage deploys digital services for the public, including the [Europeana website](#), and supports external platforms like [Transcribathon.eu](#). It also provides various outreach efforts to engage audiences with digital cultural heritage, including worldwide partnerships.

This deliverable informs and assesses users and usage of digital services for the public as well as outreach and engagement efforts. The document also includes an analysis on feedback received through user feedback mechanisms and actions taken in response to the user feedback. Overall, the deliverable aims to assess whether current efforts are very good, sufficient, or in need of improvement, and identifies actions we can take to improve.

The report focuses primarily on the period between 1 Feb 2023 - 30 Sep 2023, following up on the previous submitted DS. Users and Usage report M06 (Feb 2023).

2.1 Data collection methods

For data about the Europeana website, this report draws from data available via [Matomo](#). Data collection methods are in line with our [privacy policy](#) that describes what and how we collect data from users.

2.2 Related documentation¹

Professional audiences	Specifically for professional audiences in the cultural heritage sector we offer the Europeana Pro website. More information specifically on professional audiences and usage of Europeana Pro can be found in DS. Communication and dissemination plans. This deliverable also includes reporting on the performance of outreach activities on social media.
Reuse audiences	We foster usage of digital cultural heritage in reuse communities (including education, academia and research, and creative industries, which we continue to explore for opportunities). More information on those audiences can be found in the DS. Data supply and reuse reports.
Data space evolution	The evolution of the data space architecture, products and services and its main performance are described in the DS. Infrastructure report.

¹ Related documentation is available on request.

3. Digital services for the public

3.1 Europeana website

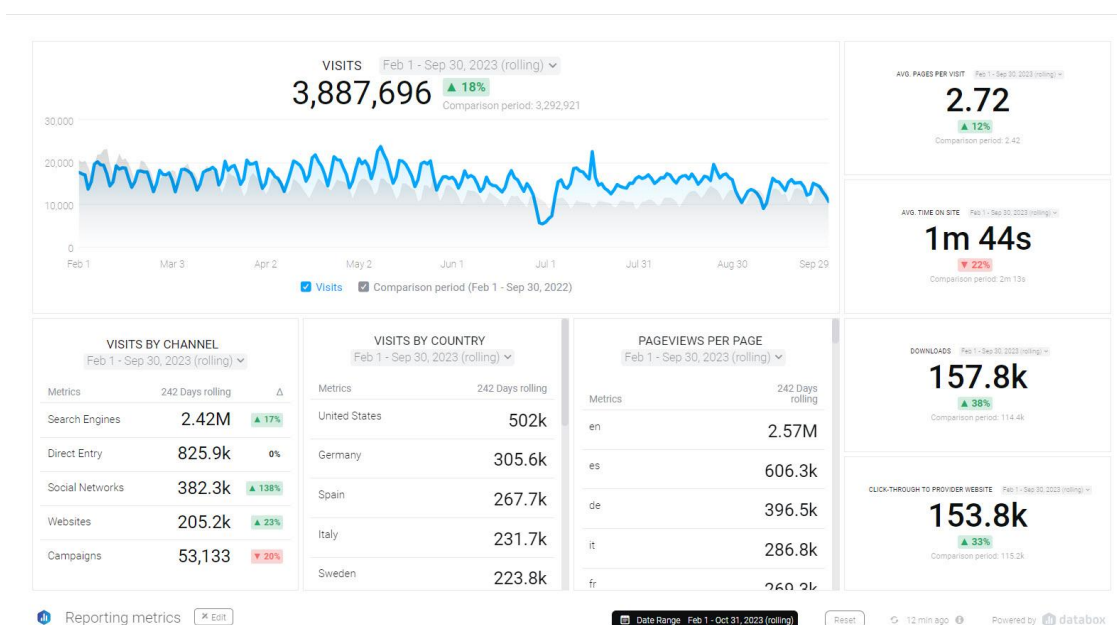
[Europeana.eu](https://europeana.eu) currently shares more than 57 million digital cultural objects from thousands of cultural heritage institutions across Europe intending to create value for users of digital cultural content. The content provided has several target audiences, for example professional audiences (academic researchers and cultural heritage professionals who also engage with [Europeana Pro](#)), education audiences (teachers and students), and cultural enthusiasts/casual users.

This section informs and assesses usage of the Europeana website, including traffic, user satisfaction, and user behaviour.

Traffic to the Europeana website

The Europeana DS consortium aims to reach 6.5 million visits/year to the Europeana website (KPI 4.1).

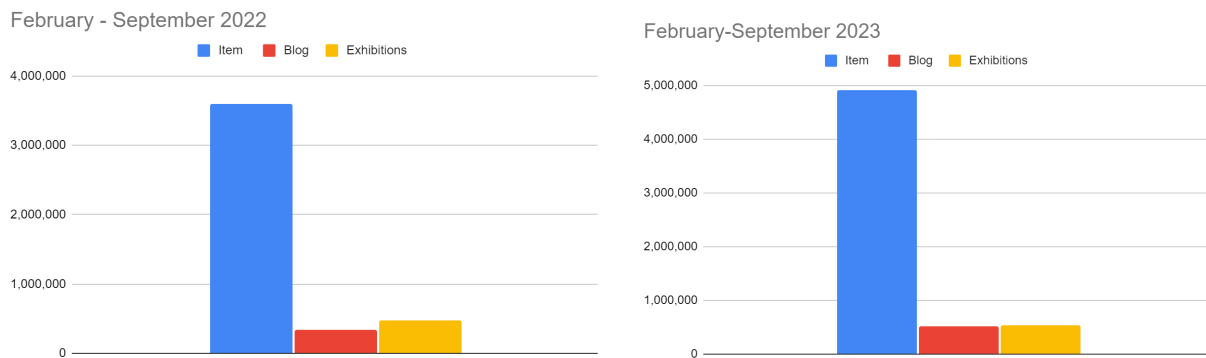
The following graph compares two periods (Feb 2022 - Sep 2022 and Feb 2023 - Sep 2023) to see trends over time. Comparing this period with the same period last year, traffic has increased by 18%. In this period the website recorded 3,887,696 visits, compared with last period when we recorded 3,292,921 million visits.



Dashboard showing key usage metrics for the Europeana website (Feb 2023 - Sep 2023) with a comparison to the same period last year (Feb 2022 - Sep 2022). [Click here](#) to view the live dashboard and interact with the data ranges. Change the dates on the live dashboard to view the usage data for different time periods.

In this period (as you see in the dashboard above), traffic from search engines which typically accounts for around 60% of traffic to the Europeana website increased by 17% in comparison to last year. This increase can be attributed to improved SEO and indexing by search engines.

When we look further at the top content types people visit when they land on the website coming from the channels above, we see that most people are looking at items which remain by far the most popular content type. It's important to note that items are overwhelmingly the bulk of the content available on the website. Numbers of items are followed in quantity by stories (blogs and exhibitions) where we also see an increase in traffic, especially noticeable in blogs which can be attributed to our translation efforts which ensured that we have more blogs in different languages.



The chart shows an indication of the pageviews per content type based on data from the 6 most popular language versions of the website (English, Spanish, German, Italian, French, Swedish). These graphs show traffic from all channels.

We also see an increase in traffic from social networks (+138%). Following the GDPR regulation that limited precise targeting, we adjusted our strategy and promoted landing pages with more content that could interest wider audiences. Additionally, we promoted multilingual editorial in available languages, and we used interactive features (like link stickers on Instagram Stories).

We see a drop for the channel 'Campaigns' (-20%). As mentioned in the past, we assume the drop was caused by the move from the newsletter provider Mailchimp to Zoho (which is GDPR-IDPR compliant). We have investigated this and believe that these visits are now allocated under 'direct' traffic. As reported in [CNECT LUX 2021 OP 0070 DS](#).

[Communication and dissemination plan M11](#) (page 47), the number of clicks on our marketing newsletters and emails has remained consistent.

The dashboard below shows visits according to channel type as well as the actions undertaken by visitors who arrive via those channels. Actions include any behaviour undertaken while browsing, e.g., clicking on an image, downloading, zooming in on an image.

Number of visits per channel and actions according to visits (Feb - Sep 2022 compared to Feb - Sep 2023)

ACTIONS PER CHANNEL Feb 1 - Sep 30, 2023						
Dimension	Visits by Channel Type	Δ	Actions by Channel Type	Δ	Actions per Visit by Channel Type	Δ
Search Engines	2.42M	▲ 17%	8.57M	▲ 21%	3.4	▲ 10%
Direct Entry	825.9k	0%	5.85M	▲ 6%	5.2	▲ 2%
Social Networks	382.3k	▲ 138%	791.6k	▲ 57%	4.4	▲ 47%
Websites	205.2k	▲ 23%	1.34M	▲ 4%	6.7	▼ 15%
Campaigns	53,133	▼ 20%	295.5k	▼ 15%	4.7	▲ 9%

For most channels we see an increase in engagement by those who visit the website in comparison to this period last year. Interestingly, people perform the most actions 6.7 when they come from referral websites. Even though visitors coming from this channel took fewer (-15%) actions compared to last year, it is still the channel with the most actions per visit. This tells us that our referral traffic websites cater to the same audiences we do and therefore europeana.eu is very relevant to them.

This graph shows the top 5 referral traffic websites in terms of visits (Feb - Sep 2023)

	Referral traffic websites	Visits	Actions per visit
1.	search.creativecommons.org	16,785	4.9
2.	lens.google.com	10,636	4
3.	www.omnia.ie	10,555	8.2
4.	classroom.google.com	6,105	5.9
5.	kvk.bibliothek.kit.edu	5,905	5.5

The runner up is direct traffic with 5.2 actions per visits which is expected. People coming directly know the website and one would therefore expect that they would stay longer on the website and perform most actions. The channel with the fewest actions per visit is search engines which makes sense as these are loyal Google users for the most part who

find a link and follow it. They probably don't know about Europeana. They land on an item page most of the time, download the item and/or follow the link to the provider website, go to similar items or to the search bar.

Number of actions performed on item pages (Feb - Sep 2022 compared to Feb - Sep 2023)

ITEM PAGE ACTIONS Feb 1 - Sep 30, 2023 (rolling) ▾		
Dimension	Events by Event Category	Δ
Item_download	157.8k	▲ 38%
Item_external link	153.8k	▲ 33%
Item_add	21,805	▲ 3%
Item_like	6,697	▼ 6%
Item_share	6,361	▲ 45%

We see an increase in most actions. The download, which is the most performed action, increased by 38% in this period. The second most performed action on the item page is that people click on the link that goes to the provider website which increased by 33% in this period. The third most popular action is people adding items to galleries. The number of times people perform this action is significantly lower than the previous two. The number of times people performed it in this period has only increased by 3% compared to the previous period. Liking items is the only action that was performed 6% less compared to last year. Perhaps people download items instead of liking them. This could be explained by a lack of persistent identifiers on items and people realising that downloading an item guarantees continued access to this item, but this is strictly an assumption. We are working to ensure that all items have persistent identifiers.

Geographic distribution of users

Top 10 countries with most visits on the Europeana website and cities from which we saw the biggest traffic increase in this period (Feb - Sep 2023)

VISITS BY COUNTRY			VISITS BY CITY		
Dimension	Visits by Country	Δ	Dimension	Visits by City	Δ
United States	502k	▲ 14%	Helsinki, Uusimaa, Finland	59,810	▲ 348%
Germany	305.6k	▼ 25%	Vilnius, Lithuania	44,503	▲ 159%
Spain	267.7k	▲ 27%	Bucharest, București, Romania	44,999	▲ 120%
Italy	231.7k	▲ 39%	Riga, Latvia	15,723	▲ 106%
Sweden	223.8k	▲ 4%	Toronto, Ontario, Canada	10,840	▲ 84%
Netherlands	176.4k	▲ 25%	Tel Aviv, Israel	3,829	▲ 81%
United Kingdom	170.9k	▲ 1%	Osaka, Japan	10,211	▲ 79%
France	159.6k	▲ 8%	Shibuya, Tokyo, Japan	11,558	▲ 68%
Denmark	124.8k	▲ 6%	Belgrade, Serbia	6,628	▲ 50%
Poland	117.1k	▲ 100%	Melbourne, Victoria, Australia	10,100	▲ 17%

Visits by country and city Date Range Feb 1 - Sep 30, 2023 (rolling) 3 min ago Powered by databox

We see consistent traffic coming from the US. While it's a populous country and one would expect a significant amount of traffic originating there, we also know that some of the traffic is (relevant) bot traffic such as indexing bots from search engines. In this period, it remains the biggest source of traffic, increasing by 14% in comparison to last period. In spite of a decline in traffic from Germany by 25%, that country is still the second largest traffic source, followed closely by Spain, Italy and Sweden. There are more items from Germany, Spain and Sweden on europeana.eu, so there may be a correlation between the number of items shared and the top countries in terms of traffic, with Italy as an anomaly.

Looking at the number of visits per city, ordered by the biggest % in traffic change, we see that in this period we received significantly more visits (+348%) from Helsinki, Finland. Closely, followed by Vilnius, Lithuania +159% and Bucharest, Romania +120%. So far these increases have not resulted in those countries surpassing any of the countries we in our top 10 list.

User satisfaction with the Europeana website

EF regularly measures user satisfaction on the Europeana website through surveys (KPI 4.2). In May 2023, 71% of users stated that they are either 'satisfied' or 'completely satisfied'

with the Europeana website (which is close to the target of 75%). We will continue to track this satisfaction measure closely in Y2.

User behaviour on the Europeana website

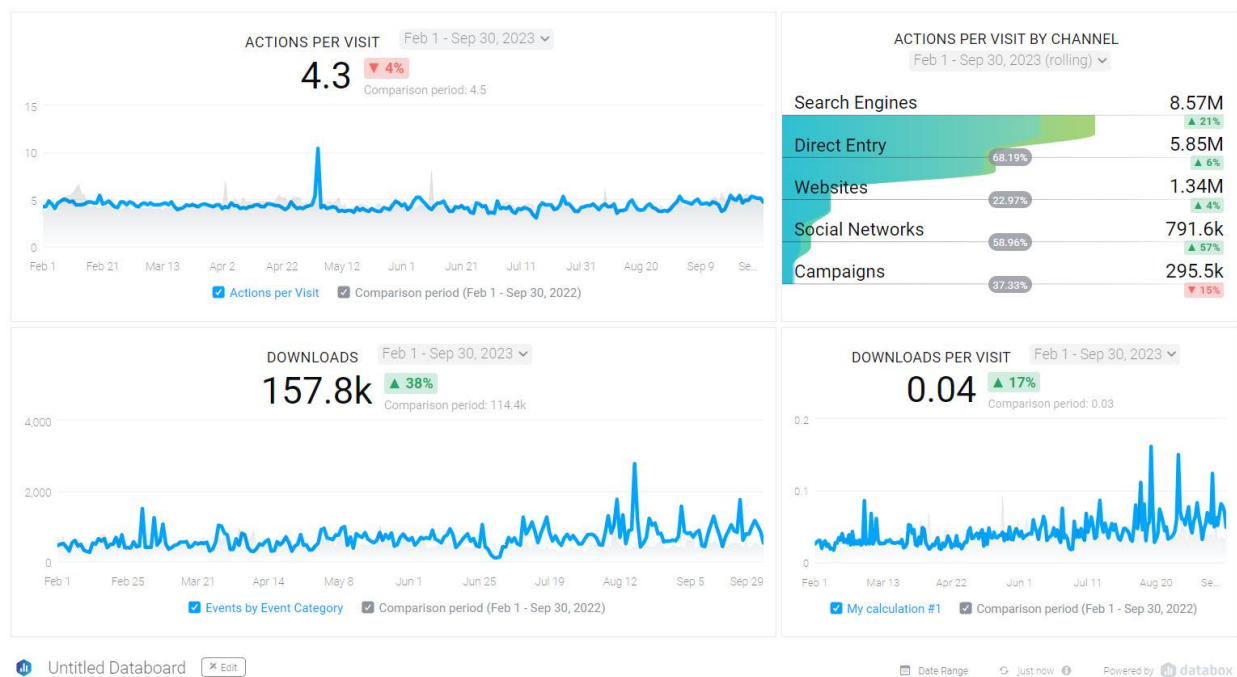
To see how users are behaving on the Europeana website we monitor the following engagement metrics:

The **average time** our visitors spend on the website has decreased by 22% to 1 min, and 44 secs. The average number of pages people visit in this period is 2.72, which is 12% more than last year. The website is faster in this time period compared with last year, so this may point to the fact that people can view more pages in less time.

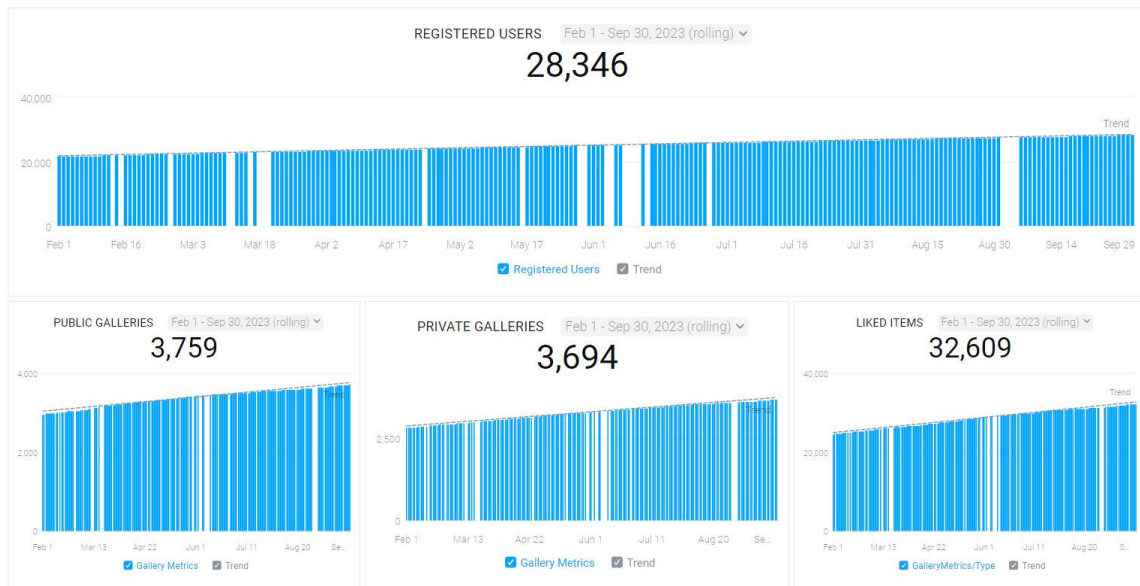
Looking at the **actions per visit** (an action is a visit, a click, a search) we see that, on average, people perform 4% less actions in this period in comparison to last year. This could be due to people liking fewer items.

We see an increase of 38% in the **number of downloads** compared to the previous year, and downloads per visit increased by 17%, both figures representing a positive trend that implies visitors are reusing more items from the website.

This dashboard shows the number of actions people perform on the website from 1 February - 30 September 2023 compared to 1 February - 3 September 2022.



Cumulative number of user accounts, galleries and liked items registered on the Europeana website (Sep 2023)



We are seeing steady growth among the cumulative number of **user accounts, galleries and liked items**. We have promoted the user galleries on relevant occasions, accompanied by a call to action to create an account on the Europeana website. Additionally, in the new newsletter template, we feature two user galleries every month with a call to action inviting users to create their own. We believe this growth in usage demonstrates that the functionality has value and shows people are aware of and are taking advantage of it.

3.2 Engage audiences with digital cultural heritage

EF drives participation in and around the data space which we anticipate expands opportunities for the public to interact and engage with digital cultural heritage. EF also works with consortium members, cultural heritage institutions, and other partners to produce impactful editorial on pan-European themes and perspectives.

Broaden impact of cultural heritage by expanding pan-European themes and perspectives

EF worked with consortium members, CHIs and other partners to produce impactful editorial connecting history and culture across borders to contemporary themes, such as social issues, historical anniversaries and current events. In the reporting period, we published editorial specifically related to [womens' history](#) (Mar 2023), [LGBTQ+ history](#) (Jun 2023) and [heritage of people with disabilities](#) (Jul 2023).

More than 70 online exhibitions and over 800 blogs are available, on a wide range of themes and topics, written and curated by EF working in partnership with cultural institutions across Europe. This content is showcased on the [Stories](#) page of the website and on dedicated feature pages on topics like [black history](#) and the [environment](#).

Engagement metrics for editorial on the Europeana website (Aug 2023)

No.	Description	Measured by	Frequency	Target	Aug 2023
KPI 4.3	Audience satisfaction with editorial (exhibitions, blogs)	Total % of 'satisfied' and 'completely satisfied' responses on 5-point Likert scale (cumulative)	Quarterly	80%	89%
RM 4.11	Traffic to exhibitions and blogs	Number of visits to all exhibitions and blogs (cumulative)	Quarterly	-	1,425,936

In Y1 of the data space we saw 89% of respondents in the Aug 2023 survey being 'satisfied' or 'completely satisfied' with editorial content (exhibitions and blogs). We compared the satisfaction rate for pages in English (87.5% satisfaction) and for other languages combined (89.4% satisfied or completely satisfied) which may demonstrate modestly higher satisfaction for visitors seeking other languages than English.

Top three blogs by Visits (Feb - Sep 2023)

Title	Date of publication	Language	Visits
Nadia Comăneci, prima gimnastă din lume care a primit nota 10 la Jocurile Olimpice	18/09/2021	Romanian	46,371
Travelling for pleasure: a brief history of tourism	16/06/2020	English	30,640
Mixed-race royals	21/10/2022	English	27,174

Top three exhibitions by Visits (Feb - Sep 2023)

Title	Date of publication	Language	Visits
Mágicas, Místicas y Medicinales	25/09/2020	Spanish	16,968
Leaving Europe: A New Life in America	15/12/2012	English	13,344
El modernismo	21/02/2017	Spanish	11,728

Editorial content remains a draw for visitors to the europeana.eu website, with more than 1 million visits during the reporting period. This is connected to the fact that longer-form editorial (like blogs and exhibitions) is almost always unique content not available elsewhere, an important SEO ranking factor. This makes editorial richer for SEO purposes than item pages that show single items from the collection and contain minimal text.

Long-form editorial remains popular long after publication: it touches on topics that don't require frequent updates to remain current, which ensures relevance for years to come. This means that when people search for topics on search engines, the blogs and exhibitions that relate to their search enjoy visibility and prominence in their results; this drives organic traffic to the Europeana website.

We are continuously working to improve multilingual access to such popular content by commissioning and producing translations in major European languages. Between Feb - Sep 2023, five out of six *new* exhibitions (83%) and 26 out of 67 *new* blogs (38%) were published in more than one language. At the same time, we more than doubled the minimum number of stories available in all official EU languages from six to 14. Two languages (Irish and Slovak) offer that minimum, while seven languages offer more than 20 available editorial pieces.

Number of stories available in languages other than English (top seven) (Sep 2023)

Language	Number of stories
French	48
Italian	45
Spanish	46
German	42
Polish	34
Dutch	28
Romanian	24

Having expanded multilingual access to editorial content by increasing the number of languages in which editorial content is available, we also began testing promotion of these editorial pieces in various national languages during summer 2023. We promoted the 'Stories' landing page in the top seven languages with more than 20 translated stories available and individual blogs and exhibitions in remaining languages. The promotion of translated stories contributed to a 40% increase in overall traffic during summer 2023, compared with the same time period in 2022.

Results of this promotion experiment are most promising in Eastern and Southern languages, while reaching the speakers of Scandinavian and Nordic languages is more challenging. Perhaps not surprisingly, stories connected to local cultural history and heritage perform better in the local language.

Visits to blogs and exhibitions between Feb 2023 to Sep 2023 (in blue), in comparison to visits between Feb 2022 and Sep 2022 (in yellow).

Visits Over Time



Drive participation with cultural heritage

We encourage users to participate with items on the Europeana website through several initiatives: the Digital Story Festival, GIF IT UP, and Transcribathon events throughout the year. These events provide hands-on interaction with the website, and contribute to building frameworks and skills that foster reuse, including understanding of licensing, creative remixing, searching the collection, and creating galleries to help “build” characters in creative writing.

The [Digital Storytelling Festival](#) (May 2023) encouraged participants to boost their storytelling skills and tell stories exploring culture. This year’s event attracted over 800 registrations from 51 countries (top countries being Greece and Romania), 440 unique participants joined in total, and 80% of them described being ‘satisfied’ and ‘completely satisfied’ with the event. Alongside the event, we organised the [Online Creative Residency](#) which enabled collaboration between new professionals and experts to produce content exploring LGBTQ+ stories and cultural heritage, which was promoted as part of [Pride month](#) (Jun 2023).

‘Being part of the queer narrative through a creative process made me feel part of queer culture, and doing so made me feel more comfortable with my queer identity and my sexuality. In the end, feeling you have a queer heritage is very important.’ - Aida Naasan Agha Spyridopoulou

We also contributed to the [World Festival of Cultural Diversity](#) (May 2023) - a global, synchronised celebration of cultural diversity - by sharing stories relating to diversity in European culture and a dedicated section on the [Europeana website](#).

Together with Facts & Files (a data space partner), EF continued to foster participation via [Transcribathon](#) which offers users the possibility to interact with cultural heritage by transcribing a variety of historical documents. We co-organised the ongoing [stories of the Month Run](#) as well as Transcribathon events organised by the [Enrich Europeana Plus project](#).

In Y2, starting from Sep 2023, we will track two new metrics (expected Nov 2023). First, the number of people taking part in activities like the GIF IT UP contest or Transcribathon events. Secondly, the total number of audience creations, for example GIFs submitted to the competition or transcribed documents. We hope to see whether tracking these metrics can demonstrate greater reach of our efforts.

Metrics for use/reuse of cultural heritage (expected Oct 2023)

No.	Description	Measured by	Frequency
RM 4.9	Reach of activities that promote the use/reuse of cultural heritage	Number of participants taking part in activities (incl. DSF, GIF IT UP, Transcribathon events and others)	Quarterly
RM 4.10	Audience creations made with digital cultural heritage	Total number of submitted reuse/remix cases (including but not limited to gifs, social media posts, transcribed items)	Quarterly

We will also plan content farther ahead with a new yearly editorial calendar that we will populate with shorter campaigns and projects, alongside the usual month-long seasons (Black History Month in October, Women’s History Month in March, and Pride Month in June).

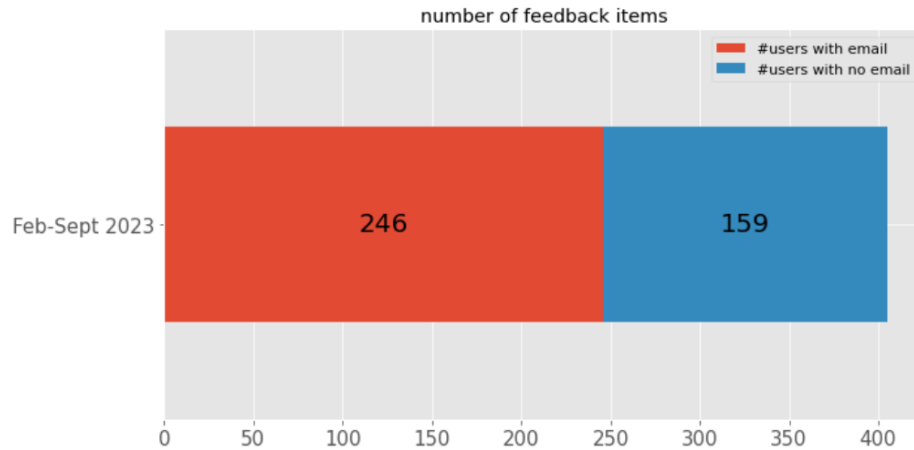
We will vary the topics covered and will include opportunities to collaborate with CHIs in various member states to celebrate meaningful and important national events and anniversaries. We hope this will help our multilingual efforts by developing relationships with interested audiences, who – we hope – will be keen on supporting their own cultural heritage being featured in their native language on europeana.eu.

We also aim to increase the pace of Transcribathon events by building them as much as possible into a new editorial calendar around specific themes or campaigns.

3.3 User feedback

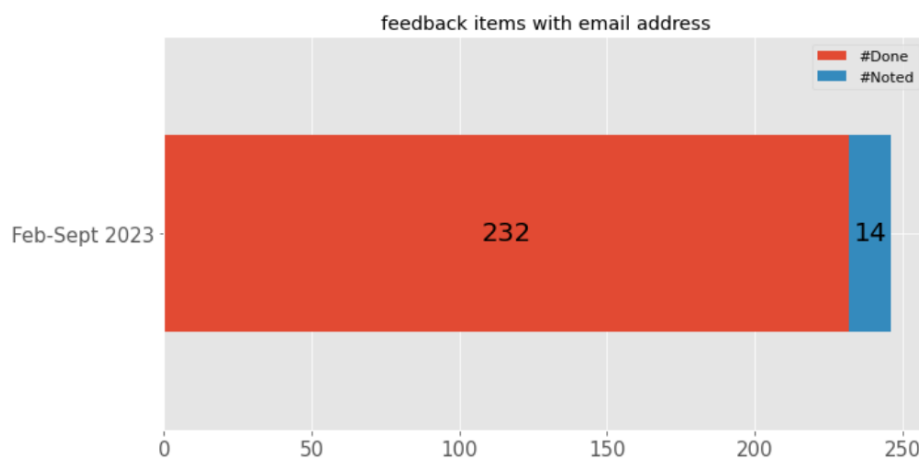
Recently, we have introduced more rigour in examining direct user feedback to find out what people appreciate or where people are experiencing difficulties with the Europeana website, with the aim of improving the website over time. Between 1 Feb and 30 Sep 2023 we received 405 pieces of external feedback (via the feedback button).

When a person left their email address (rather than sending feedback anonymously), we were able to directly answer each of those feedback requests.



The graph above shows user feedback requests that were submitted with an email, in which case we can respond (red), and without an email to which we cannot respond (blue).

Some requests we are able to resolve immediately. Others, such as when people request metadata corrections on items or find broken links on the website where the link is also broken on the provider's website, take longer to resolve. Below is a graph showing the number of feedback requests we resolved immediately and how many we noted because we are waiting on actions from providers as they take longer to resolve.



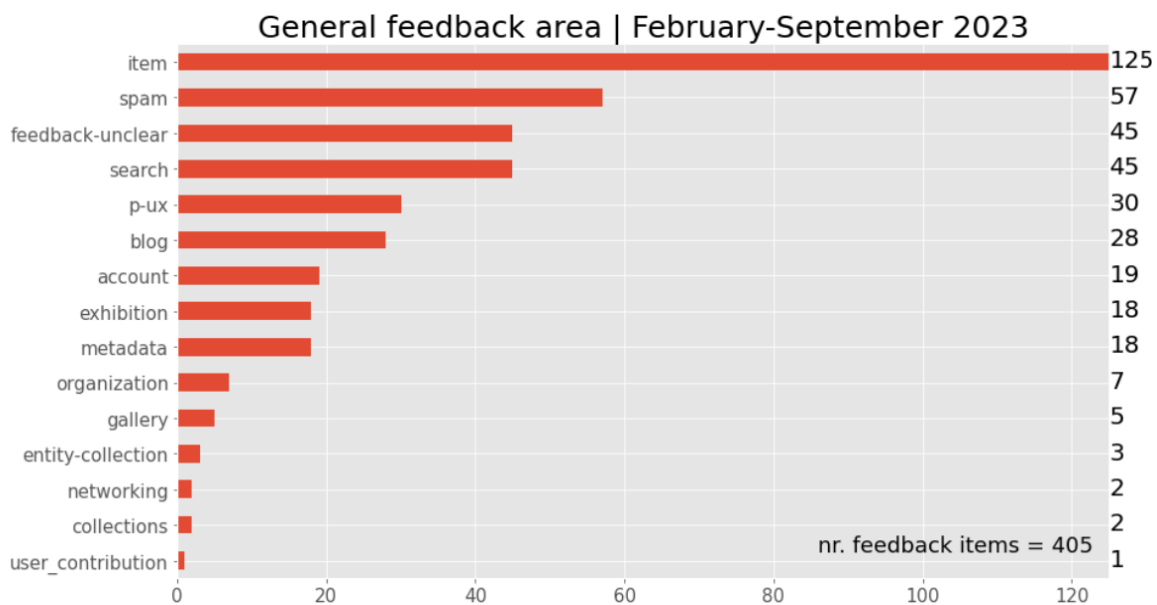
This graph shows the number of feedback requests submitted with an email address that we solved (red) and that we noted (blue) which require action from the provider of the item.

On average, people received an initial response on their user feedback after 5.54 hours and on average the user feedback request (excluding user feedback where the responsibility lies outside of Europeana DS consortium) was resolved in 9.36 hours.

Metrics for user feedback (Sep 2023)

No.	Description	Measured by	Frequency	Sep 2023
RM 4.7	Average of initial response time to user feedback	Average number of hours per month	Monthly	5.54
RM 4.8	Average of total resolution time to user feedback (excl. user feedback where the responsibility lies outside of Europeana DS consortium)	Average number of hours per month	Monthly	9.36

We categorise feedback requests so we can learn where people primarily experience issues. Below you find details of the type of feedback by category.



As shown in the table above, the majority of the feedback requests are about *items*. These break down into three subcategories (not shown above):

1. *Item-comment-descriptive*
2. *item-display*
3. *broken-links on item pages*

Feedback categorised as *Item-comment-descriptive* are neutral comments people leave about the item. Feedback categorised with *item-display* are reports of broken media links and the category *broken-links* refers to other broken links on item pages, such as the download link not working.

Some of these issues we can resolve by pointing people to the provider's website, others are temporarily broken and will be fixed by updating the data, and then there are those that are permanently broken which will be depublished as part of the data depublishation process (which takes place every three months). We are addressing the issue with broken links internally by streamlining the Foundation's internal data aggregation processes with user experience.

The second and third main categories are *spam* and *feedback-unclear*. When people leave their email addresses, we reply thanking them for their feedback or attempt to clarify their feedback. If they respond with a clarification then we proceed to resolve it. If they don't reply, we classify the request.

The fourth category is *search*. People leave feedback when they struggle to find an item or can't find a filter, such as the date filter, that works across our whole collection. We are working on being able to offer people a date filter; this requires us to normalise the dates on all items and reprocess the items to apply the new date format which we will do in Y2 of the data space. We plan to release the date filter in Y3 of the data space. In the meantime, we are updating the tooltips and FAQ to guide people on how to use the advanced search filters to search the collection by date.

Feedback requests categorised as *p-ux* (the fifth broad category) are grammatical errors people find on the interface which we correct after validating them; broken links that people find because they bookmarked a page a while ago which was replaced in the meantime; or functional issues where people find it difficult to perform an action such as "remove items" from their galleries; and positive comments where people express satisfaction that they found an item or appreciate how a feature works.

Feedback requests categorised as *blog* and *exhibition* are either grammatical corrections or opposing viewpoints. Some people are very passionate about their perspective and want to engage in a friendly discussion. Sometimes this results in an update of the blog post.

Feedback requests categorised as *account* are related to the account feature, for example people don't receive a validation email or are having trouble logging into their account because they forgot their password.

The final category with a significant number of feedback requests is *metadata*. These are people requesting metadata corrections on items. We explain that we display the metadata as it is shared with us by the providing institution and we notify the aggregator and the

providing institution of this request. We also make every effort to manage the user's expectations because some institutions are easier to reach than others and some have more resources to make the update than others. In Y3 of the data space, we aim to develop a mechanism offering the user a method to submit their updates via the interface and establish a process with the aggregators and providing institutions to validate these.