

Data management plan

The *TourSites for WordPress* project will generate four primary types of data: Multimedia tour content in the form of still images, video and audio; code; support documentation; and evaluation data. These will be produced, maintained, stored and shared in various ways, however in all cases the Project Team will work to ensure high standards of development and production value are upheld and that the produced data created for public use is maintained and unencumbered by legal, ethical or technological considerations.

Digital assets

Given the goal of producing media-rich tour experiences for evaluating the project, a large volume of raw data will be created by this project. All video content will be recorded in 1080p resolution to SDHC card media during production. Audio-only content will be recorded as WAV files to SDHC card media. Still images will be recorded to SDHC card media in a Camera RAW format or, in cases where existing two-dimensional materials are to be included, they will be scanned into an uncompressed TIFF format at a minimum of 600dpi. Once created, this raw multimedia material will be copied to hard drives in two locations. One will be used for post-production and the other will serve as an off-site backup for redundancy.

Video will be output in HD resolution (1920x1080 at 30 progressive frames per second) and uploaded to YouTube. Audio files will be output as MP3 files at 44.1kHz and uploaded to a cloud hosting solution, such as SoundCloud. Still images will either be uploaded into the WordPress content library or, in the case of accessioned digital content, uploaded as individual records in the Ohio Memory digital library and incorporated into the project via the CONTENTdm shortcode plugin.

During the grant period, all of these digital assets and their associated metadata will be maintained on redundant storage arrays in two physical locations. Once the project is published and the grant period has ended, all digital assets will be archived on a secure, redundant storage array at OHC for posterity. The digital assets will be available to the public through the free tour experiences and will also be used to promote the project through print, electronic and social media channels.

Code

The project will use GitHub to create, edit and share code between Project Team members during the grant period. Once the grant period has ended and the TourSite and CONTENTdm plugins have been finalized, they will be shared with the larger community in a GitHub repository as open-source projects. Copies of the code will also be considered a digital asset and stored on a redundant storage array at OHC for posterity.

Support documentation

Given that this project is intended to create a new opportunity for cultural heritage of all sizes, it is imperative that this information is shared with as wide a contingent of humanities professionals as possible. Data on workflows, methods and best practices will be compiled throughout the grant period as the Project Team decides what methods allow for the most effective use of the platform to deliver engaging, media-rich tour experiences. After the user experience has been evaluated and any changes made to the codebase, the Project Team will

generate supporting documentation for institutions to adopt the plugins for their own use. Upon completion of the grant period, this data will be shared through several methods:

- Final grant report
- Conference and workshop presentations
- Articles and blog posts on the digital tour experiences
- Personal conversations

In all cases, the Project Team will refer interested parties to the plugins and support documentation to enable the ready adoption of *TourSites for WordPress* by museums and other institutions.

Evaluation data

The evaluations performed as part of this project will be aligned with current best practices in the field of visitor studies and human research. Informed consent will be required for participation in the evaluations, no names or sensitive personal information will be collected, and data will be aggregated into a quantitative analysis of the usability and success of the project's development goals.

The analyzed results of this data will only be shared outside of OHC and the Project Team in their final, aggregated form to conform to the ethics of the field. These results will be included in presentations on the project through:

- Final grant report
- Conference and workshop presentations
- Articles and blog posts on digital tour experiences
- Personal conversations

Given the innovative nature of this project and the need it will meet, we expect these results to be of great use to the digital humanities field. Mr. Pierce will complete a final report on the project immediately following the grant period and begin sharing the results of the project at that time.