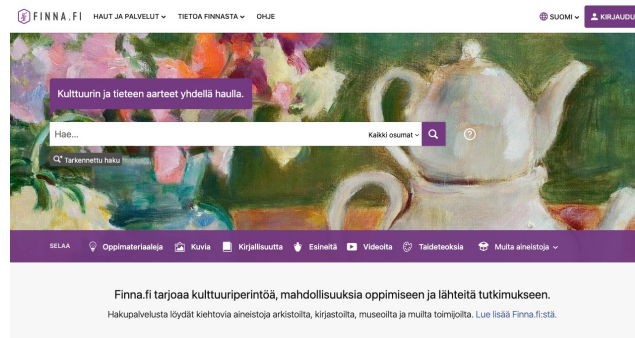


# Exploring Promotion and Popularization Opportunities in Digitized Collections

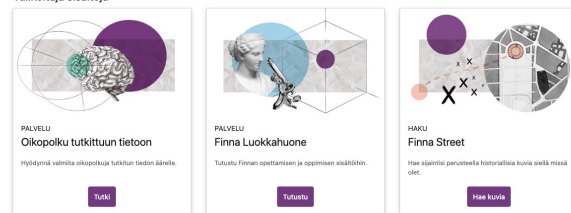
Saga Jacksen 2024

Picture: Rista, Simo. *Näkymä Kohti Rautatientoria.*  
Helsingin kaupunginmuseo.

- Finna.fi is a search service that compiles materials from hundreds of libraries, archives, and museums.
- Over 3 million records available online
  - Digitized pictures, newspapers, maps and various archival materials
- **Countless opportunities for online curation.**



#### Valikoituja sisältöjä

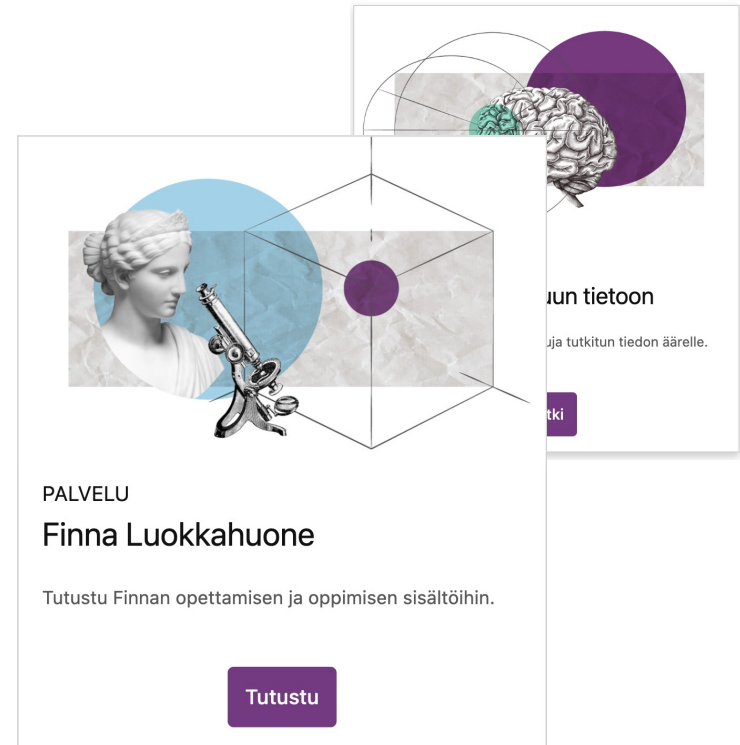


#### Ajankohtaista

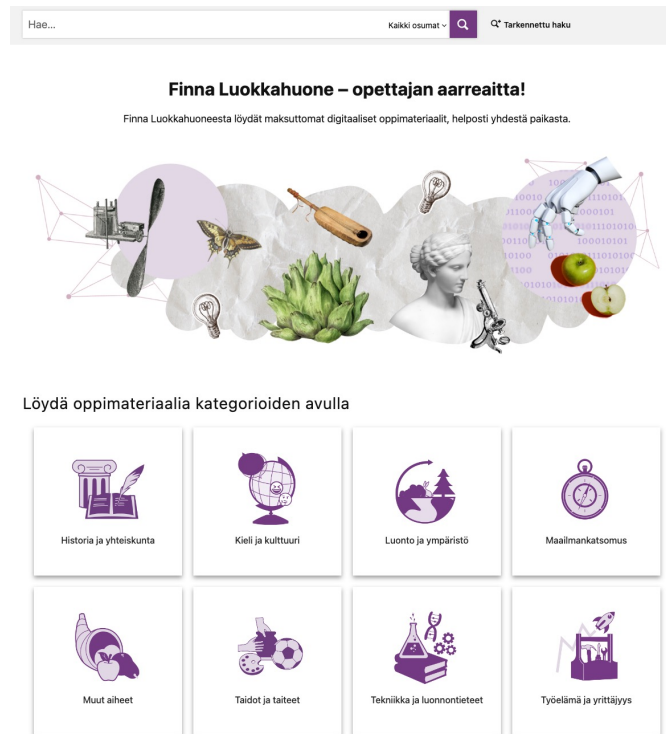


# Content Pages For Target Groups

- We are creating new ways for different target groups to discover collections.
- Currently Finna has two different sections for different targeted groups:
- *A shortcut to research-based knowledge*
  - Research publications and reports.
  - Students and officials as the target group.
- *Finna Classroom*
  - Created for teachers to find learning materials for teachers & students.



- Finna Classroom is designed for teachers.
- Brand new user interface:
  - The landing page with the new banner.
  - We created cards for different subjects by category.
  - This helps teachers to find materials for their own subject.
  - Page also has a section for promoting literature & reading skills.



# Finna Classroom: category page

- On the category pages, it is possible to browse learning materials by subject.
- It is possible to filter the materials according to the level of education.
- We guide users directly to Finna's search with pre-defined searches.


## Historia ja yhteiskunta

Löydät sivulta oppimateriaaleja historian ja yhteiskuntaopin tunneille. Katso myös Finnan sisältövinnit sivun lopusta!


[Kaikki](#)[Alakoulu](#)[Yläkoulu](#)[Lukio](#)[Ammatillinen](#)[Omaehtoinen oppiminen](#)

### Historia


Selaa aiheeseen liittyviä aineistopaketteja ja avoimia oppimateriaaleja.




Edith Södergran




Elämä kartanossa 1900-luvulla



Näin nähtiin Suomessa



Tähtöistä tekstarin -kirjokävisien lyhyt historia




Kiihtynyt alaiset! -sarjasta -historialliset

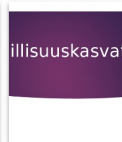
[Hae lisää](#)

### Yhteiskuntaoppi


Selaa aiheeseen liittyviä aineistopaketteja ja avoimia oppimateriaaleja.




Mediakasvatusta




Läisiuskasvat



Elämä kartanossa 1900-luvulla



Näin nähtiin Suomessa



Aikaa aineistoina 1900-luvulla

[Hae lisää](#)

### Finna suosittelee



- Museums and archives have curated material packages for teaching use for the Finna Classroom.
  - Currently 114 curated material packages.
- In the past, curated materials were made using favorite lists.
- In practice, they were separate content pages.
  - Difficult to make and maintain.

## Elämisen arkea luonnon lähellä

Curated materials

Curated by: Suomen Metsästysmuseo


Subjects: [hunting](#) [nature](#) [estates \(social classes\)](#) [predators](#)


Suomalaisten elämä 1800-luvulla ja 1900-luvun alussa oli vahvasti sidoksissa luontoon. Eläimistä, kasveista ja sienistä saatiin niin ravintoa kuin lisätoimentuloakin. Aineistopaketti valokuvat ja esineet esittelevät suomalaista sääty-yhteiskuntaa ja arjen historiaa 1800-luvulla ja 1900-luvun alussa. Käsiteltäviä teemoja ovat kansankulttuuri, rahvaan ja herrasväen erot, maaseudun ravinnon- ja tulonhankinta sekä yhdistystoiminnan alku. Arjen historiaa lähestytään ihmisen ja luonnon vuorovaikutuksen, erityisesti metsästyksen kautta.


Lower secondary school: [Historia](#)

▼ Educational data

▼ Assignment ideas

[More information](#)

[More information](#)

[More information](#)

**Ansapyyntiä Peräpohjolassa v. 1934.**

1934

[More information](#)

**Metsästäjä virittää riekkoansa.**


1960–1969

[More information](#)


**Ansaluokki ansalankoineen; Ansalavi, li...**

1900–1935


[More information](#)



[More information](#)



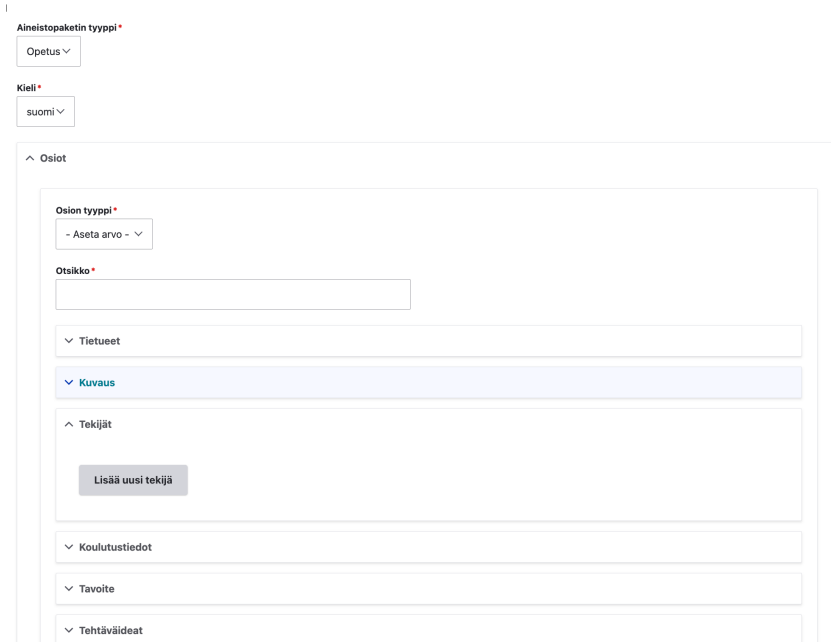
[More information](#)



[More information](#)

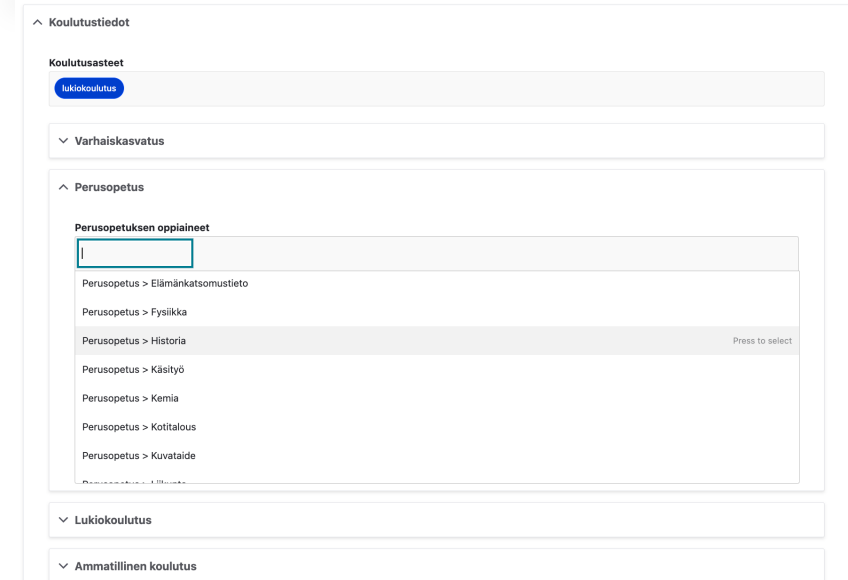
# The Material Package Tool

- We have created a new tool for the curating process.
- The tool is based on Drupal.
- It enables easy and practical curation of Finna records into a *cohesive collection record*.
- The form-like structure facilitates the use of the tool
  - Even less technically skilled individuals can easily use the tool.



The screenshot displays a web form for creating a collection record. At the top, there are two dropdown menus: 'Aineistopakettin tyyppi' (Material Package Type) with 'Opetus' (Education) selected, and 'Kieli' (Language) with 'suomi' (Finnish) selected. Below these is a section titled 'Oslot' (Locations) with a sub-section 'Oslon tyyppi' (Location Type) containing a dropdown menu set to '- Aseta arvo -' (Set value). Underneath is a text input field for 'Otsikko' (Title). The form is organized into several expandable sections: 'Tietueet' (Records), 'Kuvaus' (Description) which is currently expanded and highlighted in light blue, 'Tekijät' (Authors) which includes a 'Lisää uusi tekijä' (Add new author) button, 'Koulutustiedot' (Education information), 'Tavoite' (Goal), and 'Tehtäväideat' (Task ideas).

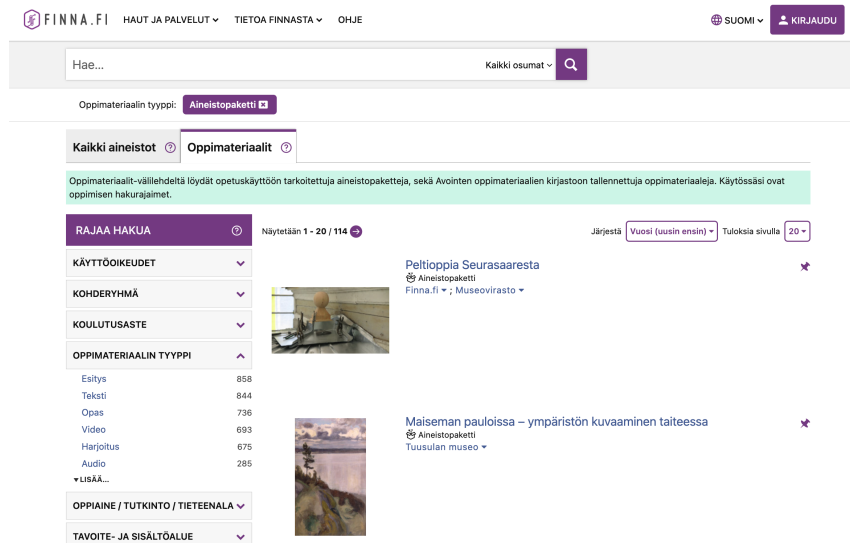
- With the tool, it is possible to add educational information for the materials.
  - Information from Finnish National Agency for Education API
  - Teachers can search for material packages from Finna's search by narrowing down directly according to the official curriculum.
  - This makes the concrete use of the material packages easier and practical.



The screenshot shows a web interface for educational information. It features a sidebar with a tree structure of educational levels: 'Koulutustiedot' (expanded), 'Koulutusasteet' (with a 'Lukiokoulutus' button), 'Varhaiskasvatus', 'Perusopetus' (expanded), 'Lukiokoulutus', and 'Ammatillinen koulutus'. Under 'Perusopetus', there is a section 'Perusopetuksen oppiaineet' with a search bar and a list of subjects: 'Perusopetus > Elämäntutkimus', 'Perusopetus > Fysiikka', 'Perusopetus > Historia' (highlighted with a 'Press to select' button), 'Perusopetus > Käsiö', 'Perusopetus > Kemia', 'Perusopetus > Kotitalous', and 'Perusopetus > Kuvataide'.



# Current situation

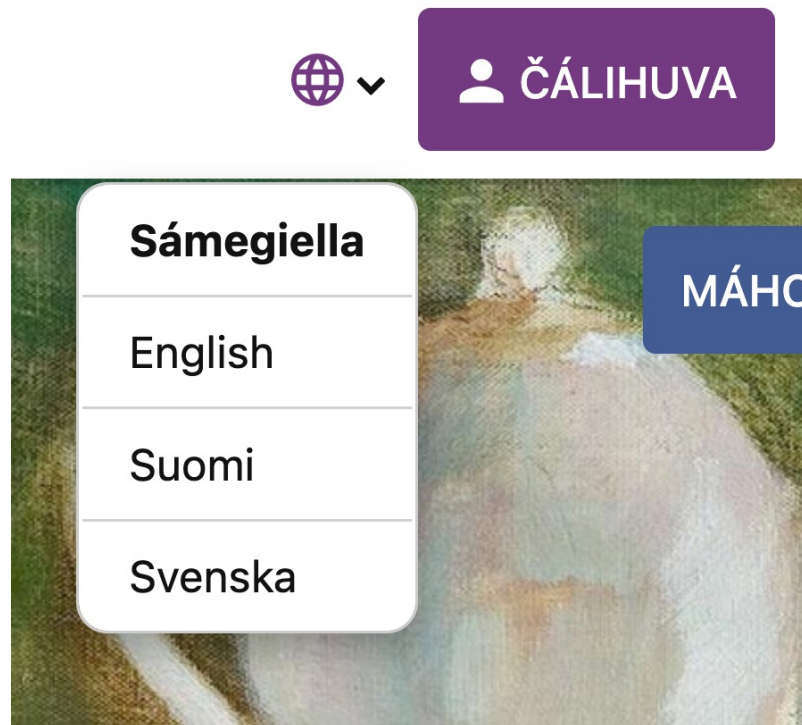


The screenshot shows the FINNA.fi website interface. At the top, there's a search bar with the text 'Hae...' and a magnifying glass icon. Below the search bar, there's a filter for 'Oppimateriaalin tyyppi: Aineistopaketti'. The main content area displays search results for 'Aineistopaketti'. On the left, there's a sidebar with filters: 'KAUKA HAKUA', 'KÄYTTÖOIKEUDET', 'KOHDERYHMÄ', 'KOULUTUSASTE', 'OPPIAINE / TUTKINTO / TIETEENALA', and 'TAVOITE- JA SISÄLTÖALUE'. The main results area shows two items: 'Peltioppi Seurasaaresta' and 'Maiseman pauloissa – ympäristön kuvaaminen taiteessa'. Each item has a thumbnail image and a brief description. The 'Peltioppi Seurasaaresta' item is marked with a star icon. The 'Maiseman pauloissa' item is also marked with a star icon. The results are sorted by 'Vuosi (uusim ensin)' and show 20 results per page.

- New material type “Curated materials”.
- It has it’s own metadata format *AIPA* which encapsules other records.
- Curated materials can be found in Finna search.
- Curated materials are found also in “education materials” tab.

# Considering all users

- A while ago, Finna.fi was translated into *Northern Sami*.
- In order to increase the equality of the minority language
  - We will add Northern Sami to the tool as a selectable language.
  - The educational information is not available in Northern Sami, but the *texts* of the material packages can be written in Sami.



During the spring 2024 we arranged usability tests for the new Finna Classroom. Participants commented following about the material packages:

1. If more than one subject was marked in the educational information, teacher's won't use them.
2. Too many records had been gathered together in the material packages.
3. Ready made task ideas with correct answers are wanted.
4. The teachers wanted clear, short and easily applicable material packages.

→ We can modify the tool further and add the instructions in such a way that making good learning packages is intuitive for non-teachers.

- When developing a new tool and when curating materials for specific and wide use, it is important to consult all stakeholders - and especially **the end users**.
- By keeping this in mind, we don't end up producing an unnecessary tool with unnecessary content.
- Usability tests helped us develop the Finna Classroom in a better direction. Decision-making was easier with the experiences and opinions of real users as a background.

# Next target group: researchers

- We will design a new content page for researchers, students, citizen scientists, and non-fiction writers.
  - To lower the threshold for people to approach collections when doing theses etc.
  - With the intention of highlighting collections thematically to make them more attractive.
- The development work is being done in collaboration with pilot organizations.



Picture: Hakli, Kari. Töölön sivukirjasto, lasten osasto, Mannerheimintie 50  
Helsingin kaupunginmuseo.

# Questions for the next step

- How can we arouse the target group's interest in various collections?
- What should the metadata format be for these curated materials for the researchers?
- Which information from the collections should be highlighted?
  - What additional fields should the material package tool have?
- Can the tool be used for crowdsourcing?
  - We will add feedback –button to the materials.



# Why continue developing the tool?

- Material packages enable broader participation:
  - Curating online materials collaboratively is easier than curating an entire exhibition.
  - It is possible to build material packages by involving members of different communities.
  - Curating can be done also over the organization borders.
  - The tool can give possibilities for cultural heritage organizations to operate inclusively – highlighting collections, considering diverse identities and social groups.



Picture: Von Bonin, Volker. *Lapsia kiipeilytelineellä tervasaarella, Mannerheimintie 50, Helsingin kaupungin museo.*

# Thank you!

Finna-posti@helsinki.fi

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