

**Report No. 16/20**  
**Operational Review Committee**

**REPORT OF THE COMMUNITY ARCHAEOLOGIST**

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**SUBJECT: PRESENTATION OF ARCHAEOLOGY DAY 2020 EVALUATION RESULTS**

1. The attached presentation presents the results of the evaluation following this year's Archaeology Day 2020 event. The full content including individual films and talks are available on the YouTube channel:

<https://www.youtube.com/channel/UCmyDlzMF-5-pTebMDX8GoYQ>

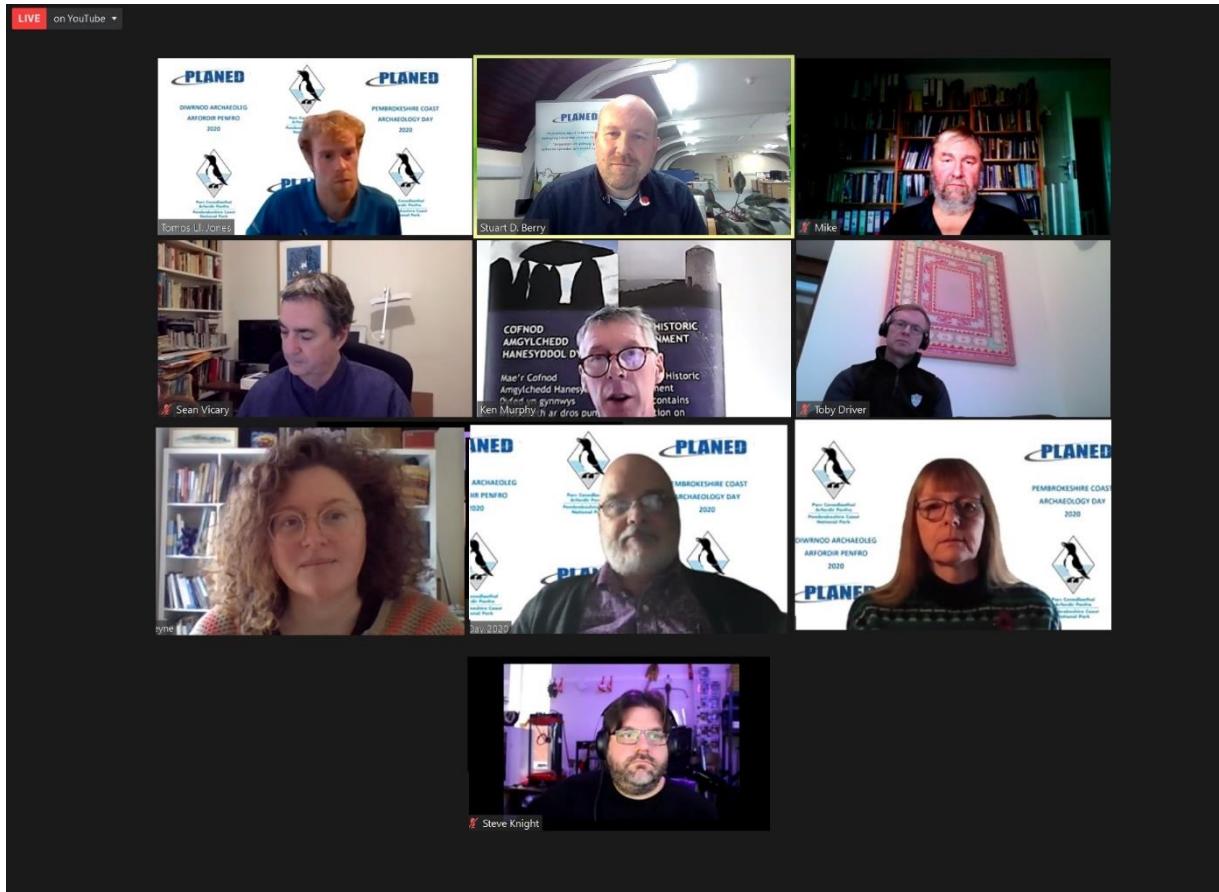
2. The presentation includes the following sections:
  - Number of views and watch time of Archaeology Day 2020 content.
  - Demographics of viewers.
  - Viewers by location.
  - Rating of content of the event, including the themes of Archaeology Day 2020.
  - Favourite aspects of event.
  - Lessons learnt including issues and suggestions from viewers for delivery in future.
  - The ability to access the event, including any identified issues viewing the content.
  - Impact of event on public understanding and engagement of the National Park.
  - Funding Archaeology Day including the value of donations to the National Park Trust as a result of the event.
  - Summary comments from viewers about Archaeology Day 2020.

**RECOMMENDATION:**

**Members are requested to RECEIVE and COMMENT on the Report.**

*(For further information contact Tomos Ll. Jones via email [tomasj@pembrokeshirecoast.org.uk](mailto:tomasj@pembrokeshirecoast.org.uk) or on 01646 624830)*

# ARCHAEOLOGY DAY 2020 EVALUATION RESULTS



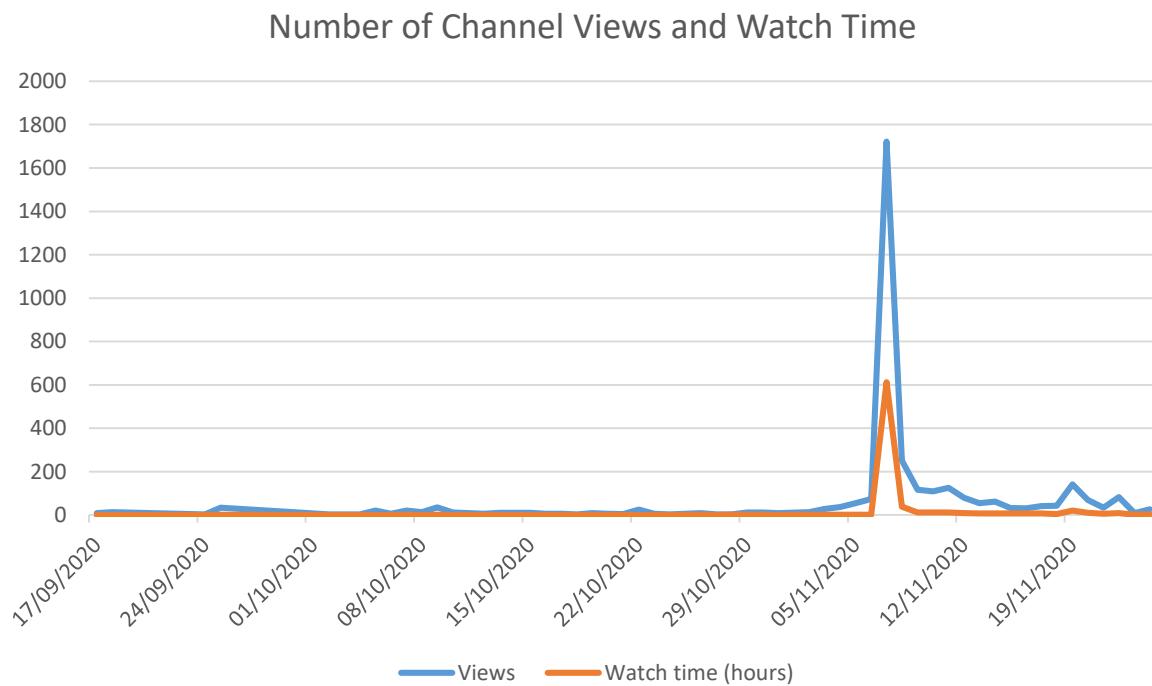
Prepared and presented  
by

Tomos Ll. Jones  
Pembrokeshire Coast Community Archaeologist

## **SOURCE OF DATA AND RESULTS:**

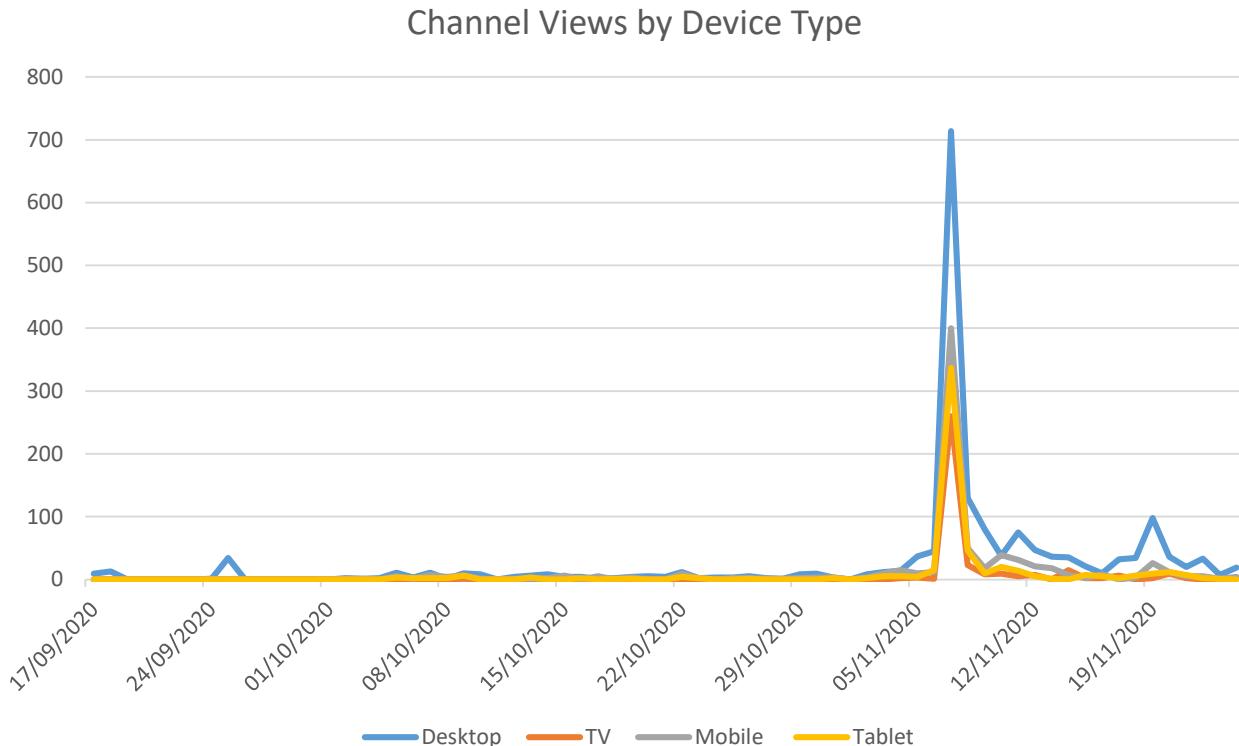
1. YouTube stats for channel
2. Responses to evaluation form – 37 responses received, approximately 20% of those present for the Archaeology Day live event.

# VIEWS: AN OVERVIEW



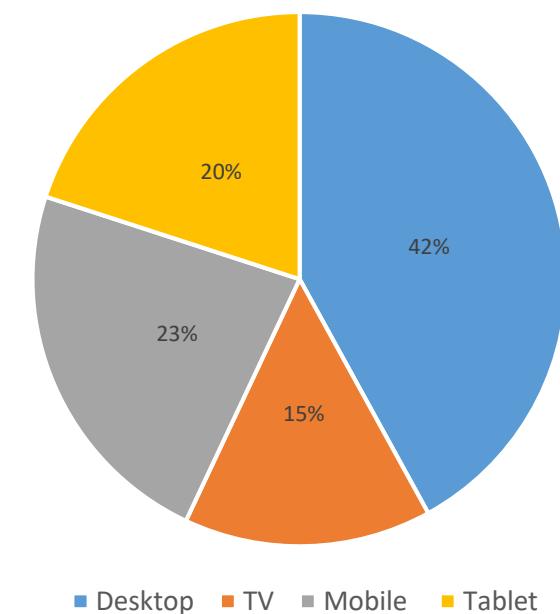
- 3,554 views in total.
- 1,722 views on Archaeology Day or 48% of total views.
- Over 790 hours of watch time in total.
- Over 610 hours of watch time on Archaeology Day or over 77% of total hours of watch time.
- The number of people watching will not be the same as the total number of views. Some viewers watching with others and also the same viewers will be responsible for multiple views.
- Approximately 160 – 180 during the live sessions on the day of the event.

# VIEWS: BY DEVICE

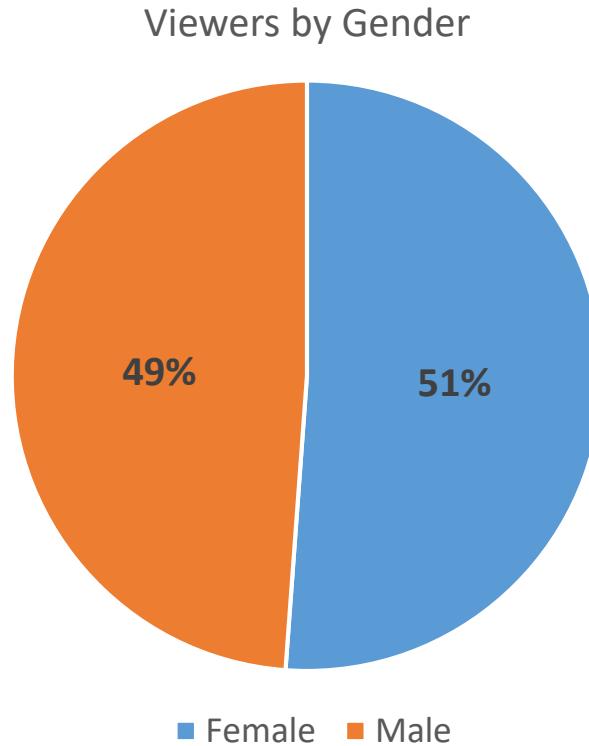
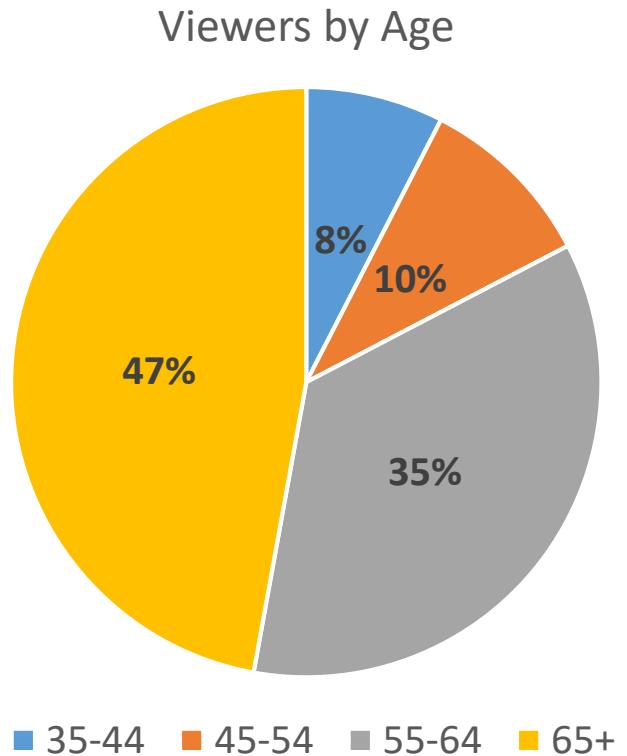


- Four device types have been used to view content of the channel.
- Overall desktop has been the most popular way to view content on the channel – over 50%.

Devices Used During the Archaeology Day



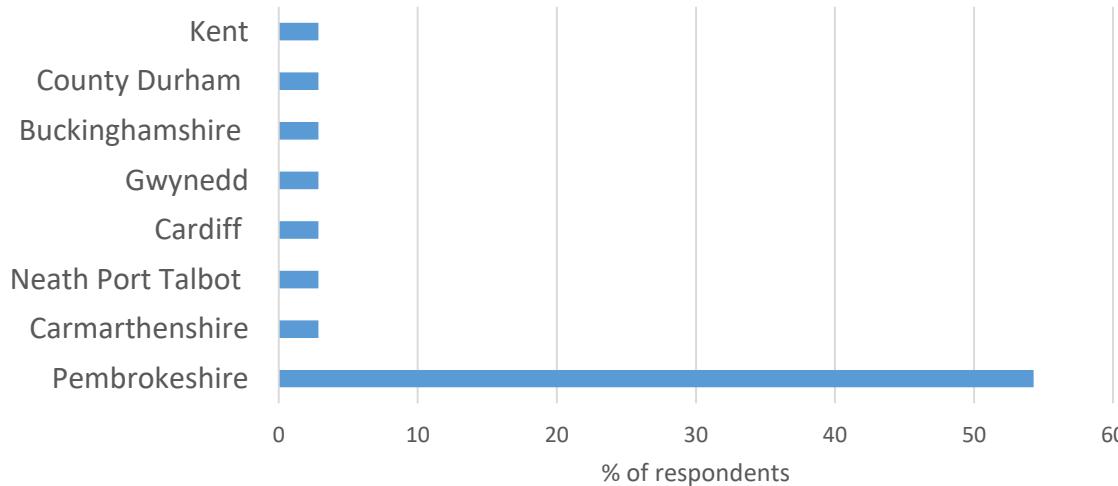
# VIEWS: BY DEMOGRAPHICS



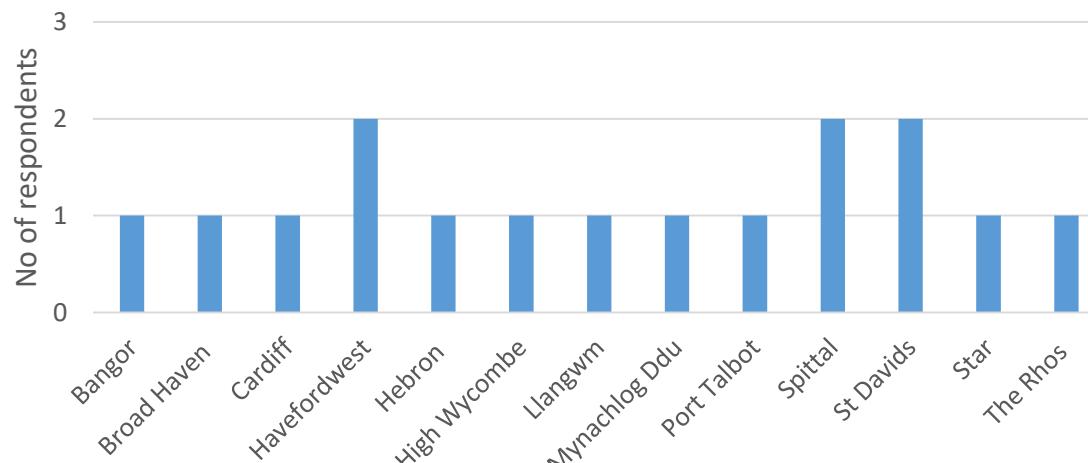
- These demographic factors relate to those that YouTube had for viewers, as such the true demographics is likely to vary for the event. Also, those viewing with the account holder not reflected.

# VIEWS: BY GEOGRAPHY

Respondents by County



Respondents by City/Town/Village



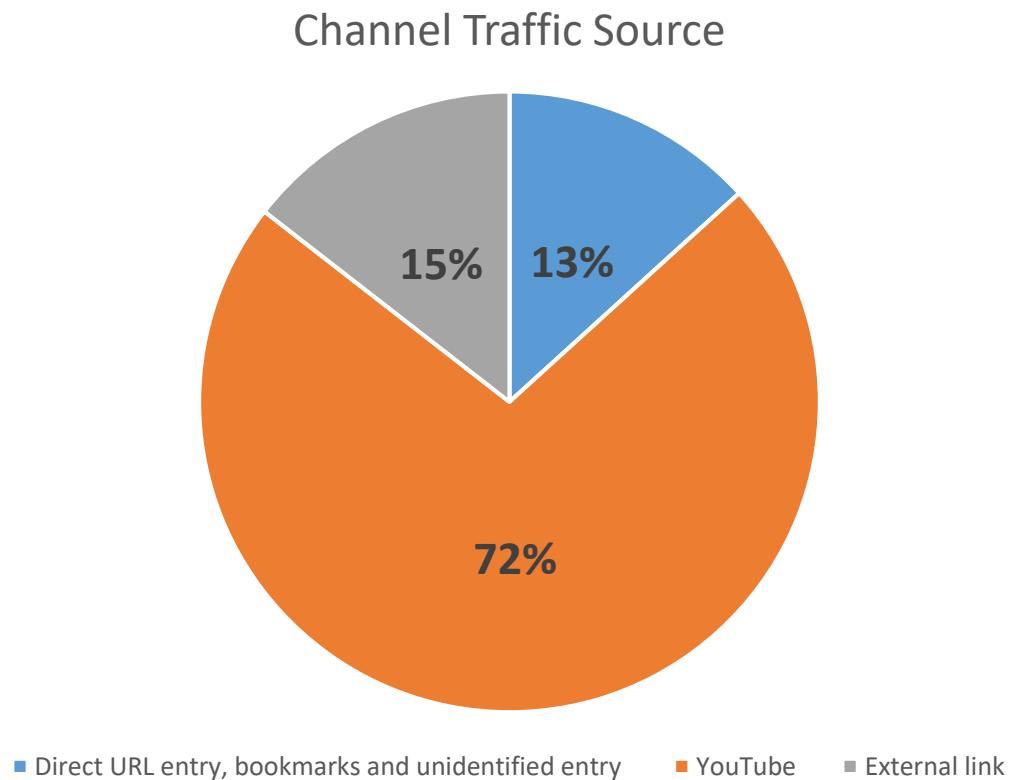
- According to YouTube almost 78% of viewers were from the UK.
- The remaining proportion may relate to international viewers, people who's geographical data was not available to YouTube or a combination.
- During the Archaeology Day known UK viewers accounted for over 86% of the total views.
- Some interesting responses from the evaluation forms; most were watching from home, some on a laptop, in a study room, with a glass of wine and on the sofa!

# VIEWS: BY SUBSCRIPTIONS



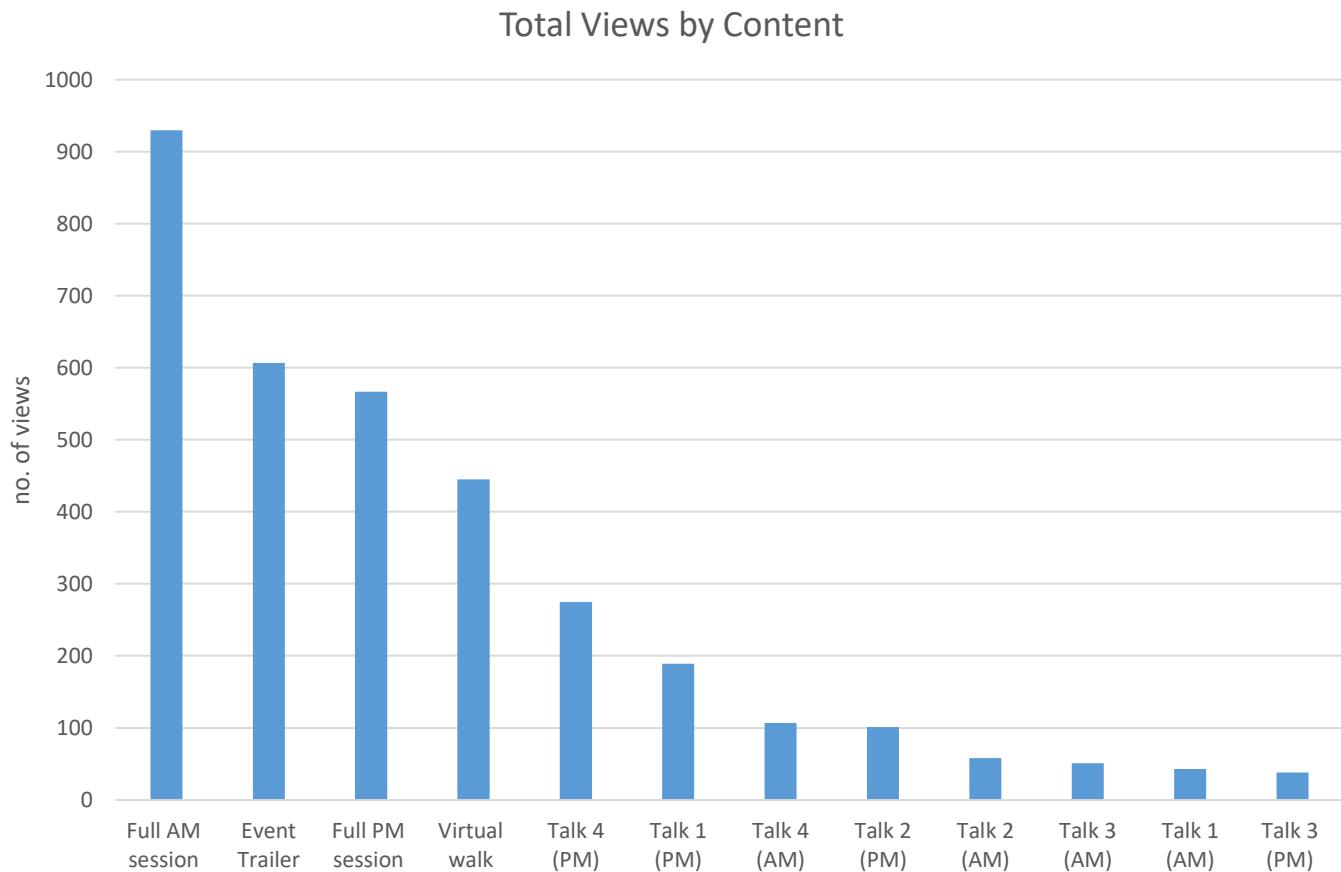
- 169 people are currently subscribed to the channel.
- 41% signed up prior to event.
- 47% signed up during event.
- 11% signed up after event.
- Subscription increased to 173, but 4 have since de-registered.
- Subscribers accounted for a third of total views during the Archaeology day and account for a quarter of total views to the channel.

# VIEWS: CHANNEL TRAFFIC SOURCE



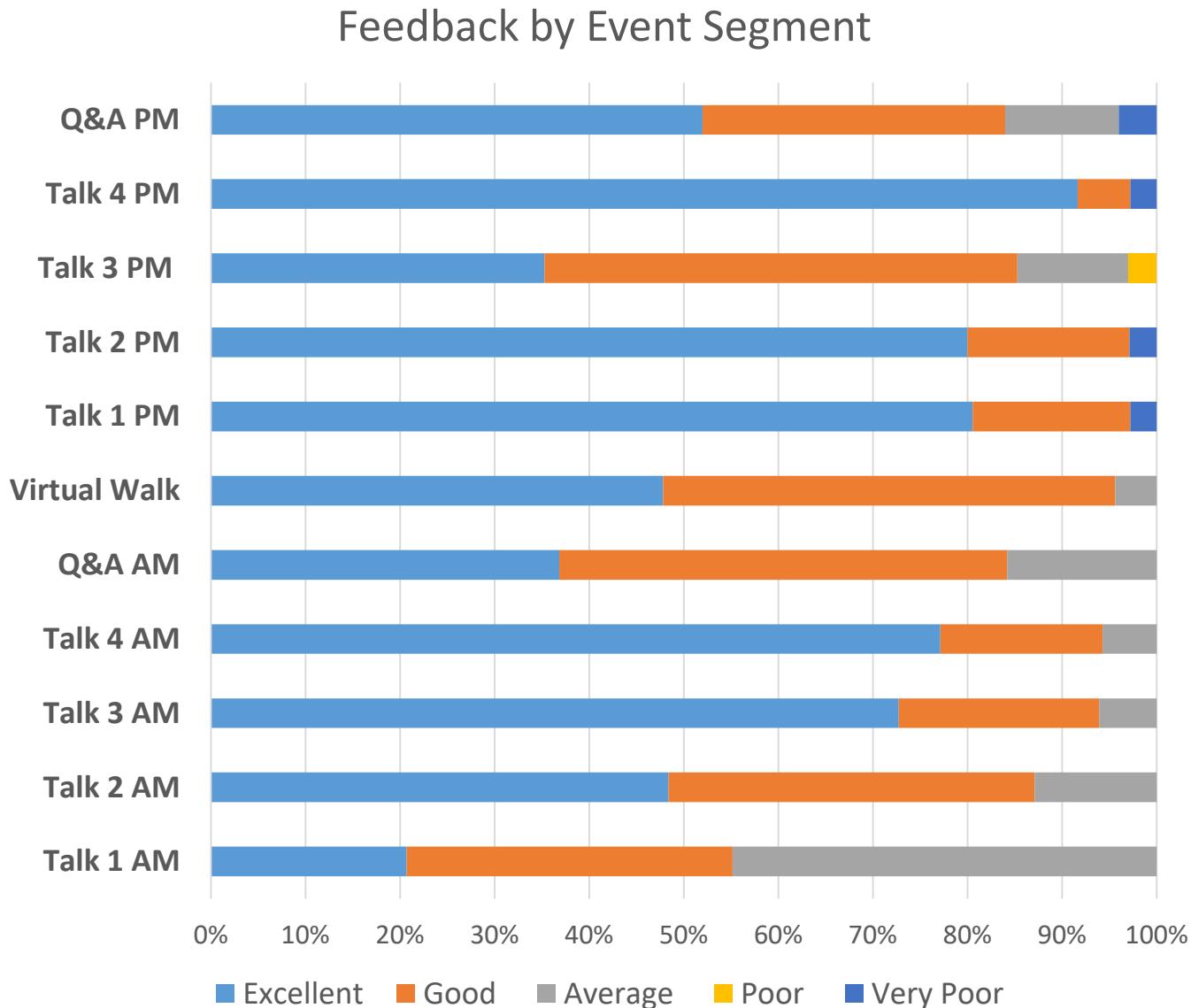
- During Archaeology Day over 80% of viewers used YouTube directly to view the channel and content. External links and directly URL entry, bookmarks and unidentified entry accounted for just under 20%.
- Of the external traffic sources, Facebook accounts for 70%, Google (excl. YouTube) almost 20% and Twitter just under 10%.
- During the Archaeology Day, Facebook accounted for 72% of traffic from external sources.

# VIEWS: SPECIFIC CONTENT



- Of the total views, the live morning session of the Archaeology Day accounts for 85%, the live afternoon session 64%, virtual walk 56% and event trailer 31%.
- 36% of total views of the content have taken place after the event.
- Of those that provided feedback for the event, 97% stated that they liked this year's program including the themes. Only one respondent did not explicitly state that they liked the program, however acknowledged that this was down to their interests and preference rather than the programme being poor.
- Of those that provided a response 66% gave the event 5/5 overall, while the remaining graded the event as 4/5.

# VIEWS: SPECIFIC CONTENT (CONTINUED):



- In general, the specific segments of the Archaeology Day were well received by those who provided feedback. Almost all talks were exclusively graded as excellent, good or average with a few exceptions.
- One respondent provided the very poor response to four of the afternoon segments. It is not clear whether this was an erroneous, because they graded the event as being 5/5 overall. They also provided minimal response. Potentially they liked the idea of an archaeology day but not the specific talks/topics.
- Talks by Mike, Toby, Rhowan, Simon and Ken were highlighted as favourites of the day!

# **VIEWS: FAVOURITE ASPECTS OF THE EVENT:**

Those who provided a response stated the following:

- They enjoyed receiving an update on projects including those previously mentioned, notably Whitesands, CHERISH and Waun Mawn.
- They liked the connection of talks and content to current issues.
- Some liked the delivery of the Q&A both in terms of management of questions and also that certain individuals did not dominate the discussion.
- Fascinating range of topics.
- Being part of an event that they would not have been able to be part of during normal circumstances.
- Delivery of event despite the challenges
- Excellent speakers and Tomos, Stuart, John and Sophie worked really hard to deliver this! YES WE DID😊!!!
- The presenters😊!
- The content was very interesting and inspiring for a student of archaeology.
- Ability to pause, re-join and repeat.
- No stress to find a seat, no technical hitches that happen at the college.
- The presentations were very considered as they were pre-recorded.

# **VIEWS: LESS FAVOURABLE ASPECTS OF THE EVENT:**

Those providing feedback were asked to note the aspects they least liked about the event:

Almost 50% of those providing feedback either did not provide a response to this question, did not have anything they disliked about the event or reaffirmed how much they liked the event.

Some did however, note the following:

- There was too much chat by the hosts, during introductions and between the talks. This might have saved time.
- Too much great info in one (mammoth) session.
- Missed the stands and meeting other attendees.
- Background screens distracting, would have preferred people's rooms.
- Unable to watch the AM Q&A due to time constraints.
- A respondent highlighted hearing issues meant they were concerned they would not be able to hear talks. Did manage in most cases, but wondered if subtitles could be considered in future?
- Shame not to have informal chat and have exchange at bookshop.
- Could not access some of the sessions.
- Simon's talk was not archaeological.
- Not so interested in the talks focussed on techniques.
- Foel Drygarn could have included some aerial shots of the roundhouses to show how packed they are in the fort.
- Some respondents were not interested in talk 1 (AM), interesting findings, but too many graphs and charts.

# **FUTURE ARCHAEOLOGY DAY – SUGGESTIONS:**

Those providing feedback were asked to provide suggestions for delivery in the future:

Almost 80% provided no suggestions for the delivery of future events, positively they highlighted:

- Very happy with the event.
- Done well under the current circumstances.
- Useful, interesting programme this year/
- Good format.
- Technology worked well.
- Worked well with YouTube and chat, possibly too many attendees for Zoom.
- Delivered very well, perfect.

Despite the positive comments, the following suggestions were made:

- Include footage of the St Patrick's Chapel excavation and also finds.
- Less talk from presenters at beginning of event.
- Include an interactive item like bring an object and then panel discussion on this. The respondent felt there needed to be something to engage spectators.
- Provide timed schedule.
- Make QandA available in written form after the event.
- Clarify who the National Park Trust are and what happens with the donations – is it for archaeology?

# **FUTURE ARCHAEOLOGY DAY – SUGGESTIONS:**

Those providing feedback were asked to provide suggestions for improvements:

Again, many of the respondents did not provide a response to this question or reaffirmed their positivity about the event:

- A great event.
- Did well in pulling event together.
- Liked that the speakers were on site.

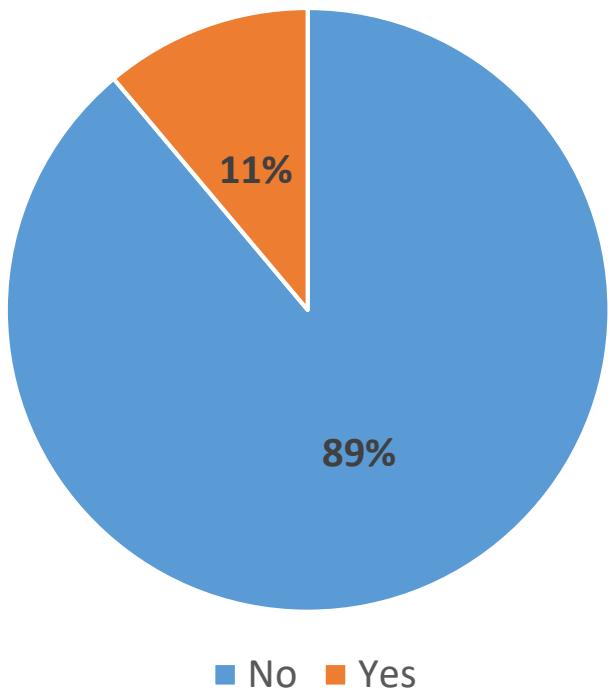
However, some points were reaffirmed:

- Less chat from hosts between talks.
- Links were not easy to access, need to be clear about how to access the sessions.

- Would like the virtual aspect of event to continue. One person did not understand why this had not happened already. Also this would allow people to look at missed bits later.
- Would be good to see speakers on site in future, although appreciate it might not be possible once back at the college.
- Practice makes perfect! If delivered in this format, there will be incremental improvements.
- Spread the event over a week, have breaks and also access to individual talks afterwards.

# ARCHAEOLOGY DAY 2020 – ACCESSING EVENT:

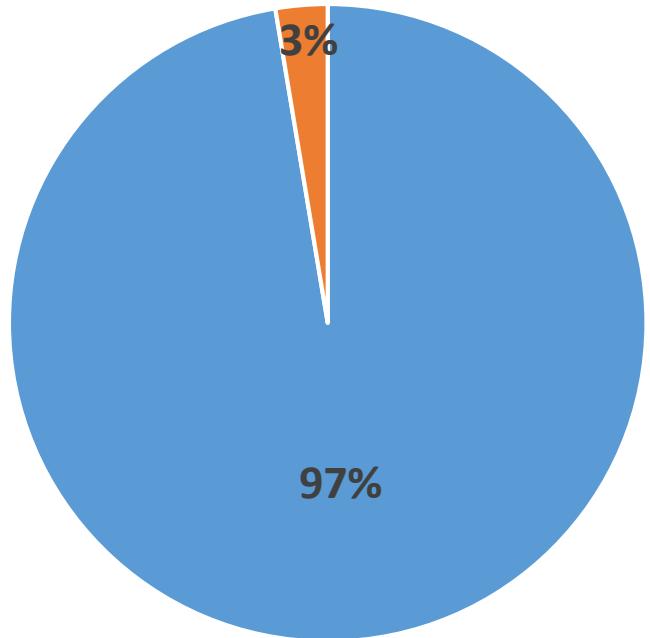
Problems Accessing Event on YouTube



- Of those providing feedback, most had no problems accessing the event on YouTube.
- However, a small proportion indicated issues accessing the event; wrong address on handout, each session/segment had different addresses and this was not clarified on the day. One person mentioned that they had issues with sound quality, however acknowledged that this was likely to be an issue with their internet connection.

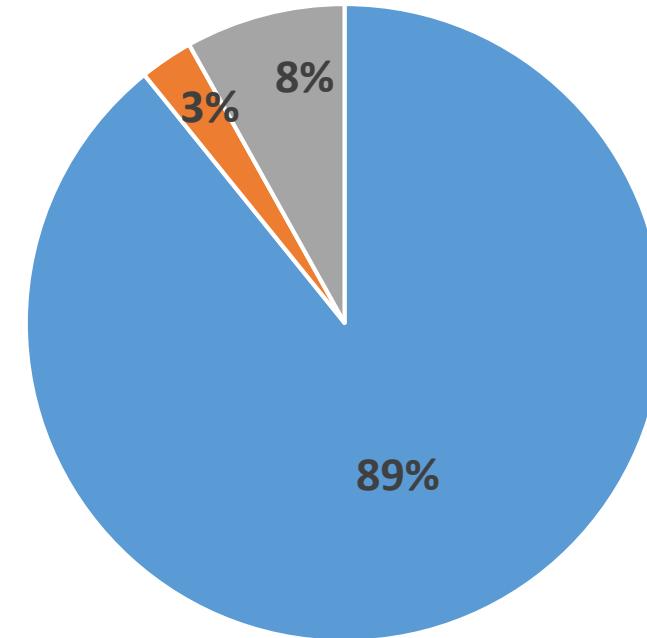
# **IMPROVED UNDERSTANDING AND ENGAGEMENT OF ARCHAEOLOGY IN THE NATIONAL PARK:**

Improved understanding of National Park Archaeology



■ Yes ■ No response

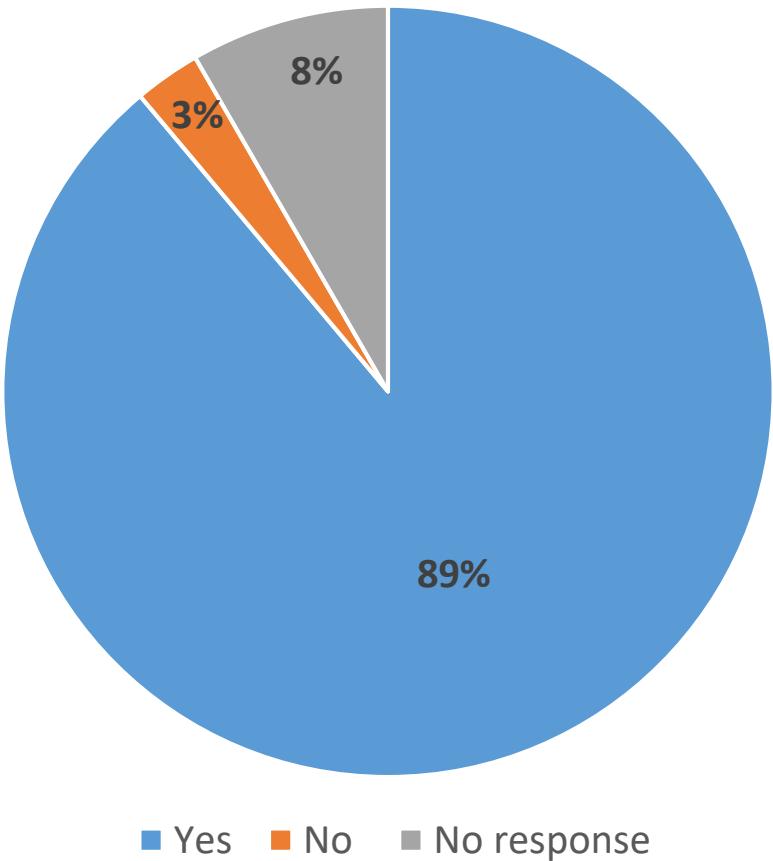
Increased Likelihood of Engagement with the National Park



■ Yes ■ No ■ No response

# FUNDING A VIRTUAL ARCHAEOLOGY DAY IN FUTURE:

Willingness to Pay for a Virtual Archaeology Day in Future



- A total of £310.00 have been donated to date to the National Park Trust as a result of the event.
- Where asking people to donate, there was a suggestion to provide suggested donation amount in future.
- Suggestion for the future – consider using Eventbrite and charge directly.
- One person made the comment that they would be willing to pay but would depend on the amount. They also had a preference for the donation model.
- Someone felt that the donation page was a bit discouraging because it was not a one click process and required additional info to be included as part of the process – i.e. address details.

# Conclusions:

- Lots of positives from this year's event and it was clearly well received!
- New skills and approaches to be taken forward to the Archaeology Day in future.
- There are also several lessons to learn from the event that took place in this very strange and unusual year!
- Some good suggestions have been made as part of the feedback, but it is important that expectations of attendees are managed and what is achievable is kept realistic within our capacity and purpose of the day.

## Final comments from the viewers:

Great day - well done Tomos and everyone.

I will donate for this great day too!

Just to congratulate you all for such a stimulating day. Diolch yn fawr.

one of most engaging zoomy events I have "attended" in last few months. Good balance of authoritative presentations and also immediacy of live Q&A. + Simon and Tomos were animated and engaged.

It was good to have in situ backgrounds and materials instead of all being from kitchen!

I would have been unable to attend in person so am delighted to have the opportunity to view the event online.

I do want to get out and look more closely at the area. I've visited in the past, but as a volunteer on a holiday for adults with special needs, so I've not had the opportunity to explore.

It was absolutely brilliant! Exceeded my expectations because I thought a whole day of screen watching might be too much, It was nice to be able to listen while doing some sewing!!

Oh, and the coffee was much better than usual! Ha Ha!

Well done all a fab event

## Final comments from the viewers (more)😊:

I would still prefer to see the Archaeology Days of old as they have been a highlight of my year for a long time. But given that I never expected to see it at all during this strange year, I am extremely pleased. Thank you to everyone to has worked so hard to make it happens.

Thank you to the organisers and contributors. This was a very successful event.

Just well done. It was well organised and made good use of the technology. I loved having talks filmed in situ. Thanks for all your hard work.

Please continue to host the event in this way. By making this an on-line day, you are minimising the event's carbon footprint. I was delighted not to need to drive to Haverfordwest, or to be squeezed into a fairly oppressive and uncomfortable venue. It is also so good to be able to watch again and to recommend the talks to other people.

Diolch yn fawr.

Well done to everybody involved.

Just congratulations for managing to put the event together this year. Well done!

I'm thrilled that this event took place and although I missed the exhibitions and the chance to meet up with old acquaintances in some ways I preferred the flexibility to listen when it suited me. If it is possible I might like to listen to some sessions again.

Dim ond i ddweud diolch yn fawr iawn i pawb wnaeth cyfrannu at yr digwyddiad am ddirwrniod swynol dros ben