

Researching and evaluating
young audiences on Tate's digital
platforms:

Tate website, Tate Collectives website
and social media channels

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Research summary and background

The original *Young Tate* website launched in 2006 when people were just starting to think about 'web 2.0' and MySpace was all the rage. The first iteration of the *Young Tate* website was quite static with a cautious approach to user generated content. It was really a showcase of the Young People's Programme and probably appealed more to other people working in the youth sector, rather than to young people themselves.

At the end of 2007, the case was successfully made that if children and young people were key audiences for Tate then areas of the website needed to be specifically aimed at them.

Tate Kids website launched in summer 2008 but the situation with *Young Tate* was a bit more complex and it took longer to gather requirements and research what we wanted to do with the existing website. The ambition was to:

- Create a website that appealed more directly to young people
- Develop a creative community based website which incorporated online participation (enabling them to upload their own content) and collaboration.
- Establish an online destination in itself, not relying on young people to visit one of the events in the gallery
- Showcase young people's creative work in a way that would be central to the overall look and feel of the new website

External agency Blonde were commissioned to build the website and it launched in 2010 and this is pretty much the website we have today. The site was re-branded to *Tate Collectives* in 2012 when the Young People's Programme Teams decided to change their youth forum names to *Tate Collective*. This was just a simple change of name to the website rather than a complete redesign.

As of May 2014 there are 2,700 young people registered on the *Tate Collectives* website. The site is dated, no longer functioning effectively and is built in an unsustainable technical platform (an out-dated version of the Drupal content management system) which is not compatible with the main Tate website.

In November 2014 Tate conducted research into its website users. One relevant and interesting conclusion was that 22% of Tate's website users (1 million/month) are aged 16–24, the exact target for the *Tate Collectives* website. Are we trying to serve the same audience in two separate and unconnected places?

Aims

The main aim of this research is to gain a better insight into the motivations of the *Tate Collectives* website users. We want to know who the users are and why they're using the platform. Through understanding these motivations we hope we will be able to make a decision about the future of the website.

Research objectives

The key research objectives are:

- Understand the *Tate Collectives* website audience (age, location and how they relate to gallery visitors - especially local, national, international strands)
- Explore the *Tate Collectives* brand - do the users understand it? Is it important to have a different identity, look and feel to the main Tate website?
- Understand users' awareness of the *Tate Collectives* online community features

- Understand users' motivations to have a profile on the website and upload their work (showcase work, interact with other members of the community etc.) What is the value of users uploading their own content to these sites?
- Find out the reasons why people never use/stop using the user generated content features after creating a profile
- Evaluate the use of the different sections of the site (what's on, resources, online community about Tate Collective London / Liverpool / St Ives)
- Understand the users' journey between *Tate Collectives* and the main Tate website

Methodology

- **Google Analytics:** visits, traffic sources, content, location.
- **Heatmap:** Applied to the *Tate Collectives* website homepage based on 1,000 visits and 365 clicks
- **Survey on the *Tate Collectives* website:** Conducted during the period 5 November – 16 December 2013. There was a total of 145 responses: 27 from the pop-up on the website, 10 from the promo on the homepage and 102 from the email sent to people that have a *Tate Collectives* account. The focus of the analysis is the target audience, people between 16–25 years old. There are some limitations in the analysis because 55% of the respondents were over 25 years old.
- **Survey on the main Tate website:** (February 2014) Looking at the data for respondents under 25. There were a total of 442 responses. The data from this section of the report corresponds to the responses to the survey carried out for the whole website segmented for those users who are under 25 years old. This section helps to understand what are their motivations to visit the Tate website as well as its usage and their behaviour towards some participatory activities that will be implemented on the website as part of the Archives & Access project
- **Social media analytics:** *Tate Collectives* Facebook, Twitter, Tumblr and Instagram.

Key findings

Google analytics and heat map inform us that the “Resources” are the most visited part of the Tate Collectives site.

Data from the *Tate Collectives* website survey and heat map inform us that visitors' priority is to find out “What's On” at Tate (Britain, Modern, Liverpool, St Ives) for young people, followed by information about Tate Collective, followed by “Browsing other people's artwork”. Half of survey respondents have their own blog/website which requires us to offer something more unique rather than being another channel with the same functionalities.

The (limited) social features of the Online Community are not being used properly, beyond minimal commenting. The Online Community is currently being used as a showcase platform, of which many others exist - eg, Tumblr, Cargo Collective or own websites.

Data from the Tate website survey informs us that 32% of visitors to Tate's website are under 30 (the highest percentage of visitors in aged 20–24) and mainly come with an intellectual purpose to carry out research on Art & Artists.

Young audiences on Tate's digital platforms

Tate Collectives website

2.7K users/month

UK - 60%
Overseas - 40%



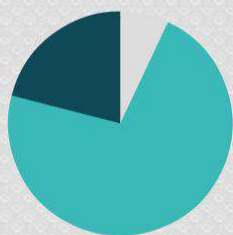
2700 users



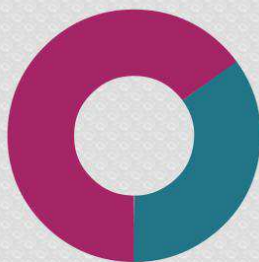
30 uploads/month

1. I want to show my work to young people
 2. I want to show my work to Tate
 3. I believe having my work on the Tate website means more people will see it
- 93% also uploading their artwork to other social media sites

Knowledge of art



Little knowledge (7%) General knowledge (72%)
Specialist (21%)



Unrelated (65%) Related (35%)

Tate main website

220K users/month
(22% total website)

UK - 70%
Overseas - 30%



Motivations

71% intellectual purpose (homework help, student resources, research on Art & artists)
22% planning a visit to the gallery

22% visit planning

Gallery visit

2% in the gallery

11% following up

Tate Collectives social media



38K followers

Take part / submit your work



1840s GIF Party

All Glitched Up



2,2K followers

Find out about in-gallery events and projects



5,2K followers

challenges
Talk to us



4,8K followers

Behind the scenes
Show us your ideas

Visits and users – young people on the TC and Tate main website

Tate Collectives website

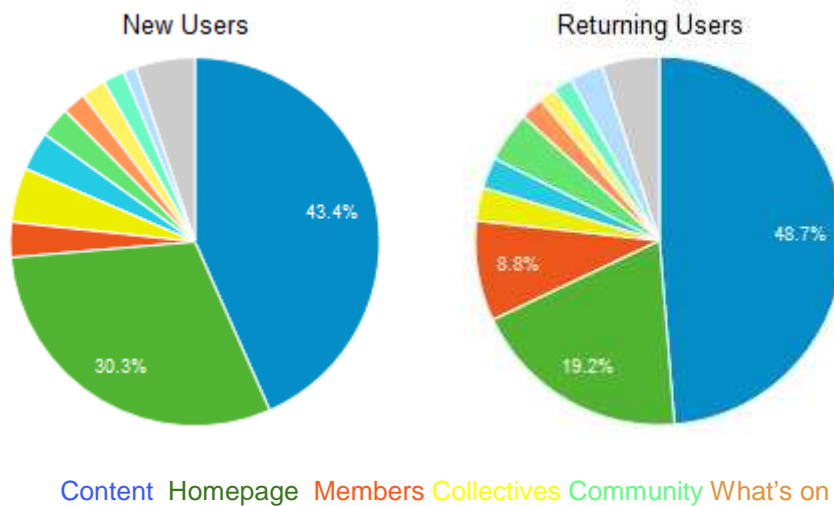
The *Tate Collectives* website had 32K visits in 2013. This represents 0.20% of the total Tate website visits. 63% of the visits come from the main Tate website and 19% from other websites. The traffic from search engines (e.g. Google, Yahoo, Bing) is only 17%. This means that the website needs SEO work to position the website in search results. 60% of the visits correspond to the UK and 40% overseas.

As of May 2014 there are 2,700 people registered on the Tate Collectives website.

New vs returning visitors

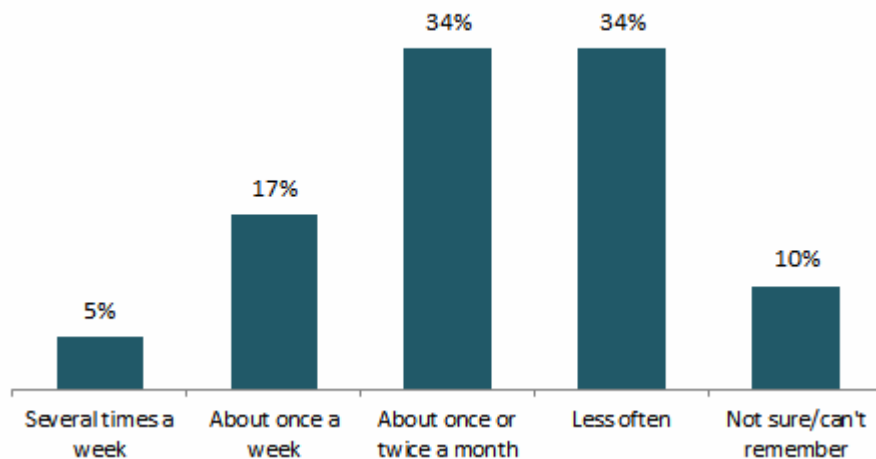
Approximately 17% of visits are returning visitors to *Tate Collectives*. Returning visitors spend more time on the website and visit more pages (4.5 pages/visit) compared to new visitors (3.2 pages/visit). The bounce rate is higher especially on the homepage.

The following pie charts show the content visited by new and returning users. Some of the returning visitors are members of the community as the percentage of members pages is higher than for new users.



Source: Google Analytics, 2013

According to the survey responses, 22% of the users come to the site at least once a week, 34% at least once a month and 34% of the users less frequently than monthly.



Source: Tate Collectives survey, 2013. Q: 'How often do you visit the Tate Collectives website?'

International vs UK visitors

International visitors represent 40% of total visits to *Tate Collectives*. The percentage of those visits who are planning a visit or searching for student resources is much lower than those visits coming from the UK. The bounce rate on the homepage is much higher for international visitors than for UK visitors showing that they find less content that may match their needs and expectations (60% vs 45%).

However, the percentage of page views on the community section is higher for international visitors than for UK visitors.

According to the overall Tate website survey the percentage of people with an intellectual purpose is slightly higher for UK visitors (73%) compared to international (66%).

Relationship with Tate

95% of survey respondents have visited one of Tate's galleries, with Tate Modern sited as the most visited. 71% had not attended an event for young people at Tate. Of the 27% who had attended an event, most found about it through the Tate website.

Tate main website

22% of the Tate website survey respondents are in the target age of Tate Collectives (under 25). That represents approximately in actual figures 220K users/month.

Usage & behaviour – what are users doing and what motivates them to visit?

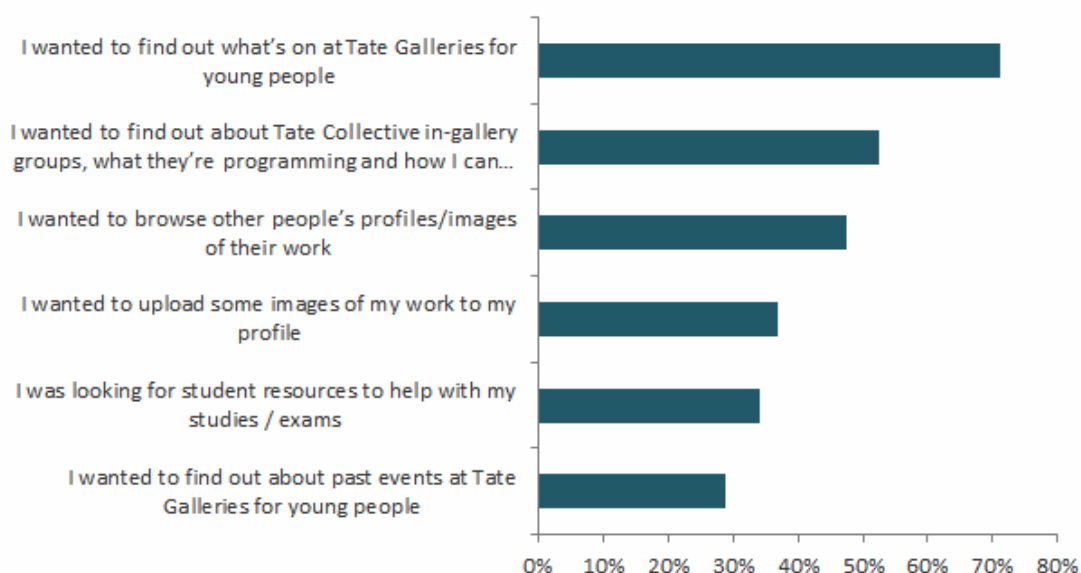
Tate Collectives website

Content

The analytics report on the content visited during 2013 shows that half of the views were for the student resources pages. The heat map of the homepage also shows that the student resources is one of the main usages of the site. The other page views were to the homepage (23%), event pages (10%), community (10%) and galleries (7%).

Motivation

The survey informs us that the main motivations for young audiences under 25 was to find out what's on at Tate Galleries for young people (72%), view other people's art work online (50%) or upload their own work to the website (38%).



Source: Tate Collectives survey 2013. Q: Thinking about why you visit the Tate Collectives website, which of the following describes your main reasons. (Tick all that apply)

Satisfaction

64% of the respondents rated the *Tate Collectives* website as good or excellent and 58% said that they probably will or would definitely recommend the site to a friend. These percentages are lower compared to other results of website evaluation like the main site. 26% of respondents rated it as fair/OK so improvements need to be done to move these users to rate the site higher.

Key messages from survey comments indicated the following were the most important features of the *Tate Collectives* website:

- Design, look and feel, navigation
- Seeing other people's artwork / sharing ideas and inspiration
- Information, resources, ideas, support

"Easy access"

"Finding out about what events are on"

"Meeting other artists"

"Tate showing young artists the opportunity to show their work, and for other people to see it"

"Being able to see other people's artwork"

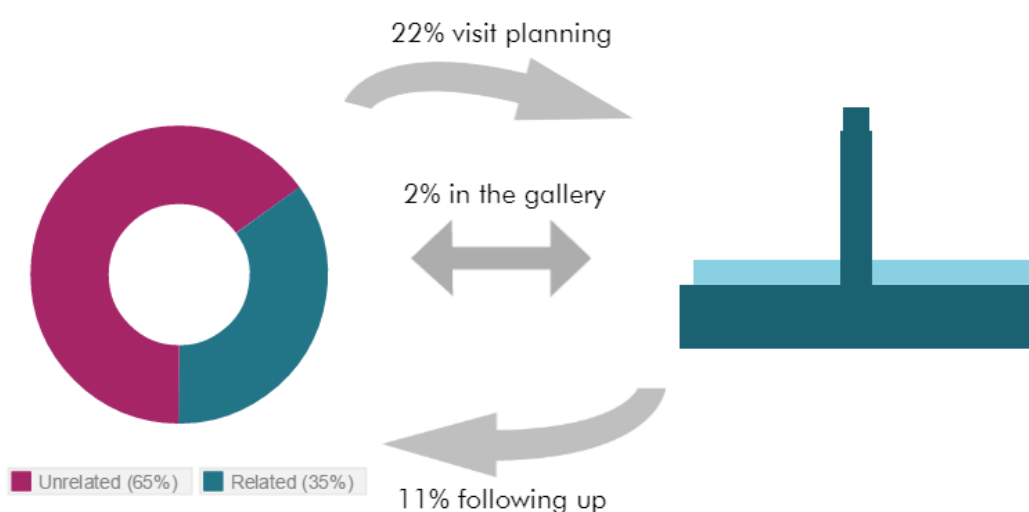
"Being influenced by other students work"

Tate main website

Motivation, usage and relationship with art

The percentages of the users aged 25 or under in each of the website 'visit' segments are as follows:

- 61% student research
- 29% personal interest research
- 23% organisational information
- 21% art news
- 19% inspiration
- 17% enjoyment
- 13% first-visit planning
- 9% repeat visit planning
- 6% professional research



Source: Tate website survey 2014. Context of the website visit in relation to the gallery visit.

65% of the visits to the website by young people were not related to the gallery visit. 22% of the visits aimed to check what's on at Tate and get practical visiting information to come to the galleries.

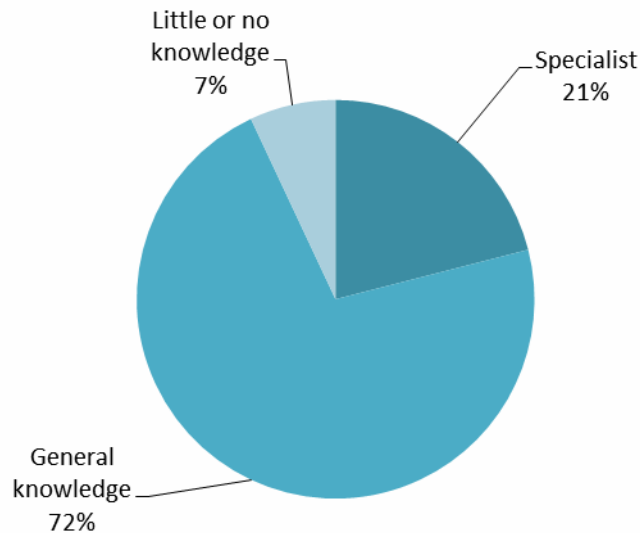
71% of the young people came with an intellectual purpose looking for home homework help and student resources or doing research on the collection, searching for particular artists or artwork, browsing by subject, category or art movement and reading texts associated with this. 65% of the respondents visited the online collection during their visit. 54% of the young people are studying art, at either GCSE (5%), A-Level (30%) or Undergraduate level (54.2%).

Why you visited Art & artists (http://www.tate.org.uk/art/)	%
I used the site for personal use as I have an interest/hobby relating to art	12%
I was just looking for general information	4%
I'm a professional (i.e. artist, art historian) looking for information	3%
I'm a student and visited this section to help with a school project	33%
I'm a student and visited this section to help with a university project	44%

I'm a teacher and visited this section to help with a school project	1%
I'm a teacher/lecturer and visited this section to help with a university project	0%
Other	2%

Source: Tate website survey 2014

Despite a high percentage of users studying art, 72% claimed they only had a general knowledge of the subject.



Source: Tate website survey 2014. Knowledge of art.

Community

Tate Collectives website

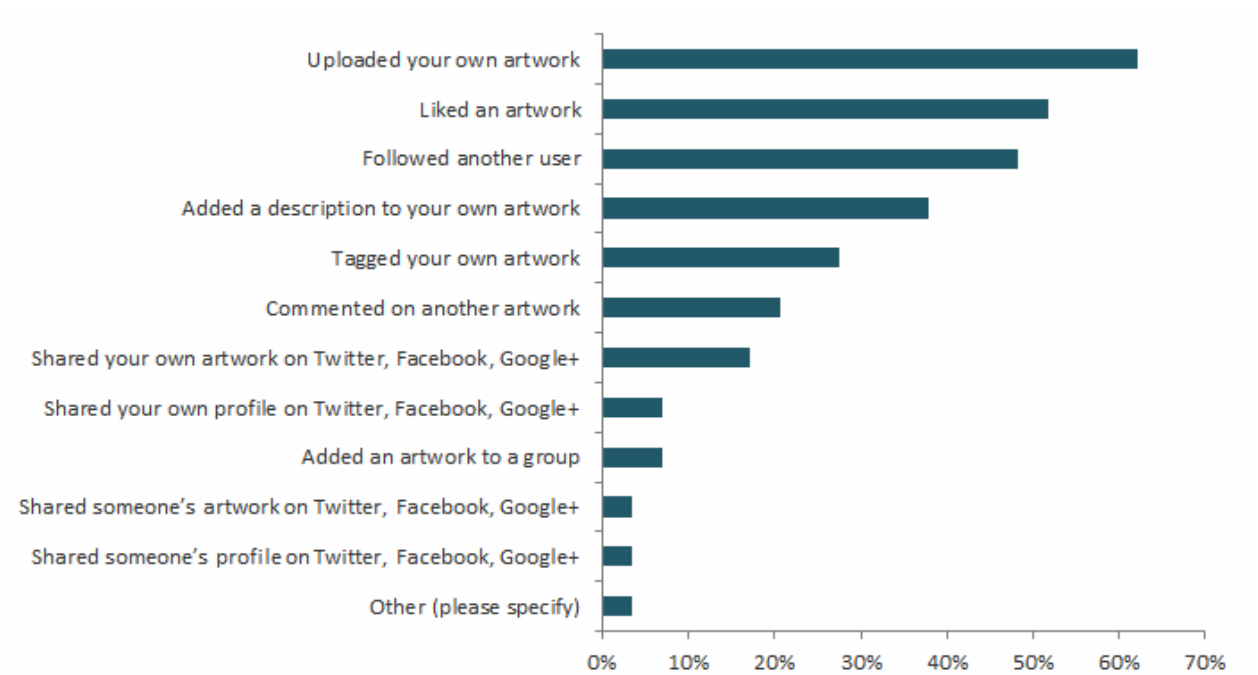
When investigating who the profile users are, we discovered that only 43% of survey respondents were within target audience. That said, teachers and youth group leaders are also known to create profiles on the site too. 75% were female and 77% were either studying or graduated from an art or design qualification.

It is clear from the survey results that the *Tate Collectives* community features are not used as widely as they could be. Community members are uploading and adding a description about their own artwork, but are not commenting, sharing the content across their social media channels or using the group feature. The most important feature of the community is having a platform to show artwork to other young people, closely followed by the ability to show their work (and be acknowledged by) Tate. Interestingly the *Tate Collectives* website doesn't seem to be the only place young people are showing their work, with members also sharing content across Facebook, Instagram, Twitter and Tumblr, as well as having their own blogs or websites.

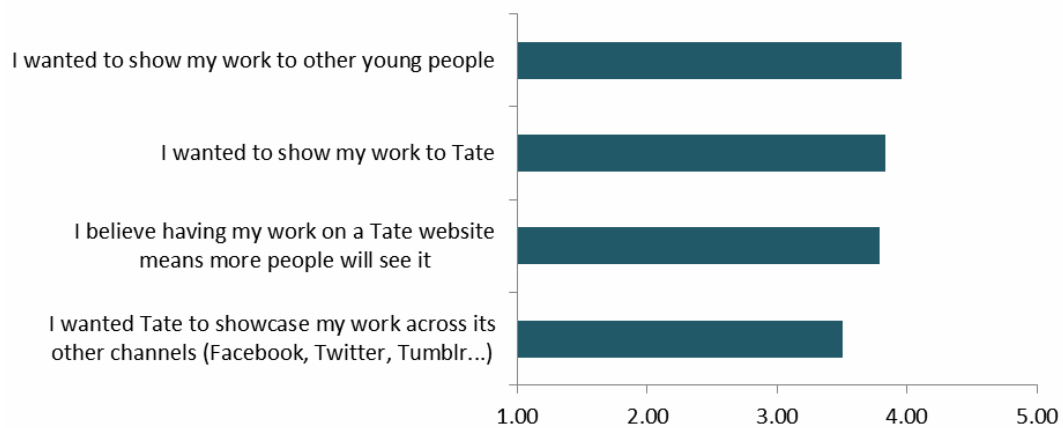
When asked why profiles might become neglected, 50% of survey respondents commented that they forgot they have a profile with others referencing they thought the standard was too high:

"I'm still in foundation and I don't feel that my work is good enough yet to be displayed on the site"

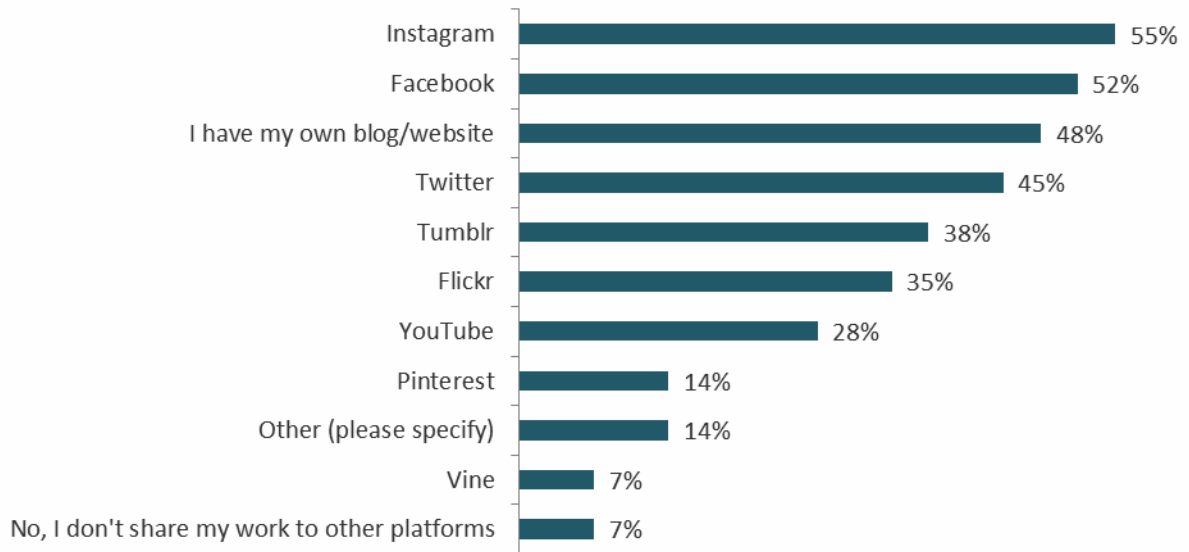
“I don’t have any artworks worth showing”



Source: Tate Collectives survey 2013. Q: As a member of the Tate Collectives online community, which of the following have you ever done. Select all that apply.



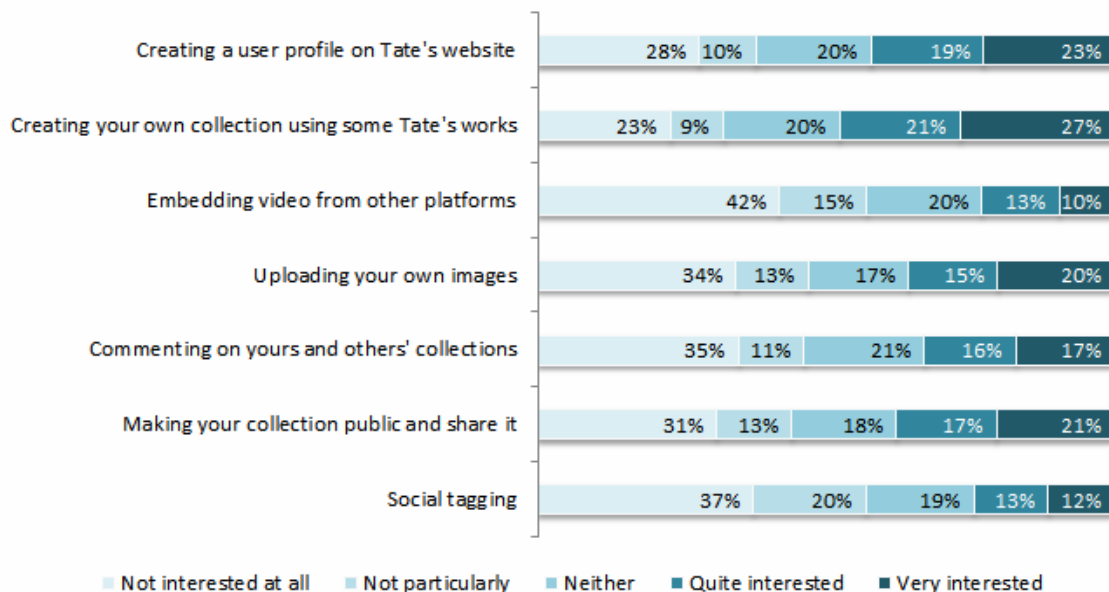
Source: Tate Collectives survey 2013. Q: Please respond to the following statements about your reasons for uploading your work on the Tate Collectives website (1=strongly disagree, 5=strongly agree)



Source: Tate Collectives survey 2013. Q: Do you upload and share your work to any other digital platforms? Select all that apply.

Tate main website

Interest in community features: In anticipation of launching new community features, Albums (<http://www.tate.org.uk/art/albums/>) on the Tate website we asked users about their interest in creating a profile, gather artworks from Tate's online collection or upload their own art.



Source: Tate website survey 2014. Q: How interested would you be in doing the following on the Tate website in the future?

Social media

Tate Collectives website

A significant percentage of survey respondents had accounts across multiple social media accounts with Facebook, Twitter, Instagram and Tumblr the most popular.

	User has an account	Awareness Tate Collectives profiles	Follow Tate Collectives
Facebook	81.8%	53.4%	28.4%
Twitter	67.0%	40.9%	23.9%
Instagram	45.5%	12.5%	3.4%
Vine	12.5%	5.7%	1.1%
Pinterest	33.0%		
Flickr	31.8%		
Tumblr	40.9%	10.2%	3.4%
YouTube	46.6%		
I don't have a profile on a social network	5.7%		
Other (please specify)	9.1%		
Email bulletins		53.4%	30.7%
None of these		27.3%	42.0%

Source: Tate Collectives survey 2013. Q Do you follow Tate Collectives on any of the following platforms?

Facebook

The Tate Collectives Facebook page has 1,644 likes (fans) as of end of May 2014. However in the past month due to Facebook rules about showing content on people's wall there has been a drop in the percentage of people reached by our posts being currently approximately 4% of total people who like the Facebook page.

24% of the people who like the *Tate Collectives* page are in the target audience range. However, content is regularly shared by youth arts / arts organisations and educational institutions (which may appear out of target audience range).

Tumblr

The *Tate Collectives* Tumblr received 65,000 visits in the past 12 months. There was a huge spike in number of visits and reblogging activity due to the 1840s GIF party project. This platform has 20,150 followers as of end of May 2014.

Instagram

The *Tate Collectives* Instagram has 2,790 followers as of end of May 2014.

Twitter

The *Tate Collectives* Twitter account has 4,051 followers as of end of May 2014.

Research conclusions – SWOT analysis

■ Strengths

Young people are already active users on the Tate website so we must provide relevant content for them there rather than signposting them to a dedicated microsite. They see Tate as a valuable resource for research and learning at multiple levels, and there is definitely scope to grow this for less engaged young audiences. Users like to access Tate as a platform to showcase their creativity as well as look at what others are producing. There is scope to increase the visibility of the in-gallery programme for young people.

■ Weaknesses

The current technology of the *Tate Collectives* website is unsustainable. It doesn't function properly and there's no user journey between the Tate website and *Tate Collectives* site. There is brand confusion around *Tate Collectives* with users not really know who or what it's aimed at. The online community whilst successful in terms of content is not being used properly.

■ Opportunities

There's significant opportunity to increase activity and reach through *Tate Collectives* social media channels, particularly for participatory opportunities (through user-generated content invitations) and community building. Additionally, through *Tate Collectives* continuing to provide a platform for - as well as support and celebrate the work of young emerging artists keeps Tate connected with both audiences and artists of the future. Lastly there is scope to collaborate with and provide opportunities for (through invited commissions) young, emerging digital artists who in turn have significant reach.

■ Threats

Through continuing activity and growing the *Tate Collectives* social media channels there's concern we might offer a confusing message for our users: Where is the offer to participate happening? Equally there are many other digital platforms providing similar services for young people – should we be competing with them? Lastly, how do we keep up to date with ever changing digital technologies and trends?

Appendix

Tate Collectives survey questions

- Are you under 16 years old?
- How would you rate your most recent visit to the Tate Collectives website?
- How likely is that you would recommend the Tate Collectives website to a friend?
- How often do you visit the Tate Collectives website?
- What do you like best about the Tate Collectives website?
- What could we do to make the Tate Collectives website better for you?
- Thinking about why you visit the Tate Collectives website, which of the following describes your main reasons: (Tick all that apply)
- Did you find what you were looking for on the Tate Collectives website?
- If not, what was it you wanted to find or do, but you were unable to?
- Do you currently have a profile on the Tate Collectives website?
- As a member of the Tate Collectives online community, which of the following have you ever done (Select all that apply):
- Please respond to the following statements about your reasons for uploading your work on the Tate Collectives website (1=strongly disagree, 5=strongly agree)
- Do you upload and share your work to any other digital platforms? (Select all that apply)
- Thinking about your profile on Tate Collectives, how often do you upload your work to your profile?
- Please tell us why you never uploaded artworks to your profile
- Which (if any) social media platforms do you have a profile on: (Select all that apply)
- Are you aware that Tate Collectives uses the following communication tools? (Select all that apply)
- Do you use or follow the Tate Collectives? (Select all that apply)
- Have you ever visited any of the Tate galleries? (Select all that apply)
- Have you ever attended any events for young people at Tate?
- How did you find out about the event(s) you've attended?
- How old are you?
- What is your gender?
- Which of these best describe your ethnic origin?
- Do you live in the UK?
- Which of the following best describe your education / working status? (Select all that apply)
- Which of these best describes the highest qualification you have obtained up to now? If you had a foreign qualification, please indicate the closest equivalent

Google Analytics dashboard

Tate Collectives

1 Jan 2013 - 31 Dec 2013

All Visits 100.00%

Total Visits

32,161

% of Total: 100.00% (32,161)

Total Visits

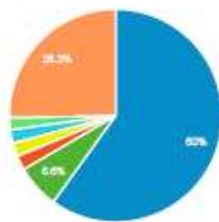
Visits

400



Visits by Country/Territory

United Kingdom United States Australia
France Spain Italy
Other

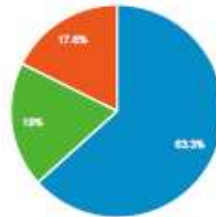


UK cities visits

City	Visits
London	7,810
Chatham	496
Liverpool	456
Brighton	333
Manchester	316
Wallasey	295
Croydon	266
Bristol	210
Birmingham	206

Visits by Medium

referral (none) organic banner



Visits and Pages / Visit by Source

Source	Visits	Pages / Visit
tate.org.uk	16,333	3.41
(direct)	6,120	3.22
google	5,318	5.15
facebook.com	1,091	2.76
t.co	467	2.26
m.facebook.com	285	1.72
bing	230	3.39
ardorbacklinks.com	207	5.49
itsnoethat.com	134	1.90
artfann.wordpress.com	109	3.97

Entrances and Pages / Visit by Keyword

Keyword	Entrances	Pages / Visit
young tate	517	5.70
tate collectives	435	5.42
tate collective	359	5.10
tate exam help	152	6.13
young tate exam help	78	6.90
http://collectives.tate.org.uk/content/i-me-mine	37	2.54
tate young	35	6.80
tate collective liverpool	29	3.93

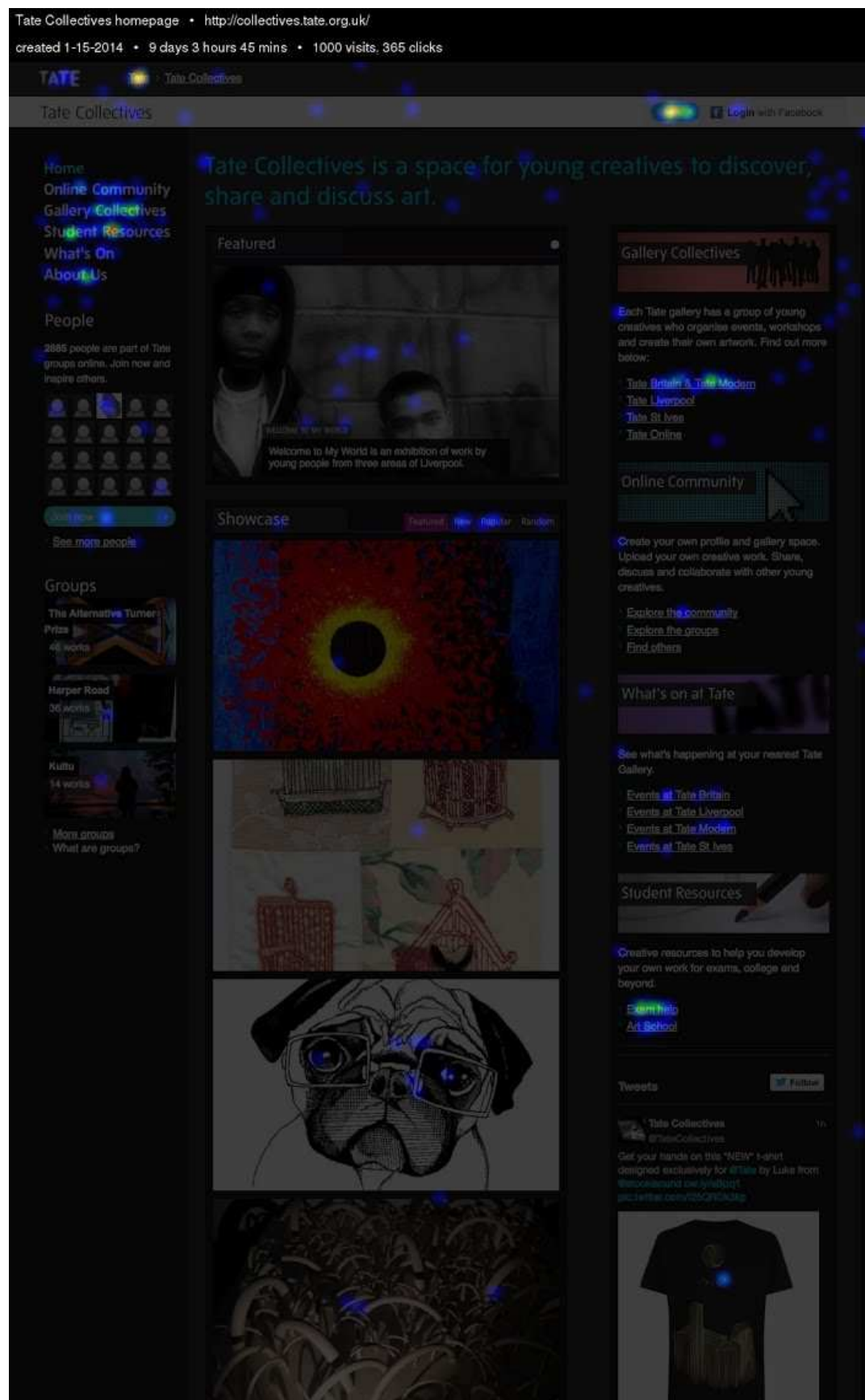
Most viewed pages

Page	Pageviews	Avg. Time on Page
/	26,686	00:01:18
/content/student-resources	10,224	00:00:30
/content/student-resources/past	4,833	00:00:24
/content/student-resources/present	4,007	00:00:30
/collectives	3,364	00:00:50
/community	3,281	00:00:55
/content/student-resources/past?page=1	3,208	00:00:19
/content/student-resources/past?page=2	2,895	00:00:18
/collectives/tate-britain-tate-modern	2,757	00:00:55
/content/student-resources/past?page=3	2,261	00:00:25

What's On

Page	Pageviews	Avg. Time on Page
/whats-on	1,703	00:00:34
/whats-on/tate-modern	776	00:00:31
/whats-on/tate-britain	495	00:00:25
/whats-on/tate-liverpool	253	00:00:32
/whats-on/tate-lives	95	00:00:27
/404.html?page=events/tate-collectives-tate-lab-inf		

Homepage heatmap



List of Tate Collectives website and social media platforms

<https://collectives.tate.org.uk/>

<https://facebook.com/tatecollectives>

<https://twitter.com/tatecollectives>

<https://instagram.com/tatecollectives>

<https://tumblr.com/tatecollectives>

Young Tate/Tate Collectives Archive

<http://webarchive.nationalarchives.gov.uk/20061021040310/http://www.tate.org.uk>

<http://webarchive.nationalarchives.gov.uk/20061027114622/http://www.tate.org.uk/youngtate/>

Related audience research

1840s GIF Party

<http://www.tate.org.uk/download/file/fid/40467>

Tate website audience segmentation

<http://www.tate.org.uk/about/our-work/digital/digital-metrics/website-audience-segmentation>