Summer 6-12-2019

Personal Digital Archiving of Social Media Content Creators: A Preliminary Study

Yeni Budi Rachman

Department of Library and Information Science, Faculty of Humanities, Universitas Indonesia, yeni.budi@ui.ac.id

Personal Digital Archiving of Social Media Content Creators: A Preliminary Study

Yeni Budi Rachman

Department of Library and Information Science, Faculty of Humanities

Universitas Indonesia, Kampus UI Depok Jawa Barat 16424

yeni.budi@ui.ac.id

Abstract

In this study, researcher attempt to explore how the activities of the content creators who are also undergraduate students of Library and Information Science (LIS) of a public university in West Java, Indonesia in managing and storing digital content produced. This research is interesting because the LIS students are assessed knowing the steps in preserving digital content. This is a qualitative research with case study method. The phenomenon studied in this study is the experience of the Indonesian LIS students as creators of social media-digital content in creating, managing, and preserving their digital content which they share with their followers. The selection of the respondents is conducted by using the purposive method. The number of respondents in this study was five (5) digital content creators. The results showed that the intensity of smartphone usage is high, in relation to digital content creation to digital content storage. However, not all respondents apply digital file management. Regarding to the awareness of digital file management, all respondents agreed that personal digital archiving is something that is important and should be a priority to manage a variety of their digital files, although they have not been able to implement it optimally in daily life.

Keywords: *Content Creator, Personal Digital Archiving, Personal File Preservation, Indonesian Content Creator*

1. Introduction

For the millennial generation, activities like creating and sharing digital content with their followers on social media channels has become common. Many of them who actively create digital content increase their popularity and earn passive income from such activities. The themes presented also varied, ranging from traveling, fashion, to parenting. However, the content creators are also required to promote creativity in making content so that they will not be abandoned by their followers. Content forms produced also varied, ranging from videos, photographs, until the writing on the blog and personal website.

Along with the development of technology, digital content creation becomes more interesting and attractive. However, it also has an impact on the abundance of varieties of digital files (born digital) produced by the content creators. If the digital files that are created are not managed properly, it is not impossible that the files are missing or damaged, which can cause harm to the creators. Thus, the management and storage of digital files would be necessary to ensure ongoing access in the future.

Redwine (2015, p 2) explained personal digital archiving is a term that relates to the activities of individuals in order to manage and store digital files that have been created, including how these files are described and organized. This form of digital files can be any combination of files that are born digital or digital files which are the result of media transfer. Furthermore, Redwine (2015, p. 7) also explained that personal digital archives are the term used to refer to the 'digital stuff' that is created and stored each day. The type of personal digital archives can include email, text messaging, photography, video, sound recordings, and articles on a blog or personal website.

In this study, researcher attempts to explore how the activities of the content creators who are also students of Library and Information Science (LIS) in Indonesia are in managing and storing digital content produced. This research is interesting because the LIS students are assessed knowing the steps in preserving digital content. The study also seeks to illustrate practices and habits performed by content creators to digital files that were created, as well as awareness of the issue of digital personal archives preservation. King (2018, p. 573) revealed that discussions about personal digital archiving have grown over the past decade. Other than that, the problem of the loss and destruction of digital data, and the lack of public knowledge about how to manage and store digital files they create makes a discussion of personal digital archiving important to note.

Harvey (2012, p. 31) stated that individuals have been identified as essential to any discussion of digital preservation. Researches conducted by practitioners and scholars regarding the personal file digital preservation cover various aspects. Micunovic, Marćetić, and Krtalić (2016) underlined the habits and actions taken by Croatian writers in creating, managing, and preserving various kinds of digital files. Sandy, Corrado, Ivester (2017) conducted a descriptive study of the personal digital archiving from an academic perspective, namely through edu domain URLs page. The study suggested that guidance on personal digital archiving could be available on the library web page. King (2018) emphasized the importance for the librarians to educate and provide training to journalists about the issue of digital archiving. Sinn, Kim, and Syn (2017) conducted a survey on the practice of personal digital archiving to 434 people. The results showed that the majority of respondents indicated a positive perception that ownership of backups of the digital files can minimize the risk of the loss of digital content that they have.

2. Aim and Purpose of the Study

This study has three main purposes. First, this study aims to reveal the experience of the content creators in order to create, manage and preserve their digital contents. Second, the study also aims to reveal the digital disaster-related experiences and the potential of digital disaster faced by content creators. The last one is to identify the meaning and awareness of the content creators to issue personal digital archiving.

3. Methodology

This is a qualitative research with case study method. The phenomenon studied in this study is the experience of the Indonesian LIS students as creators of social media-digital content in creating, managing, and preserving their digital content which they share with their followers. Powell and Connaway (2004) explained, a case study involves a thorough analysis of a small number of subjects. This contrasts with a survey research that collects a large amount of data. However, in this study data collection is conducted through surveys and interviews with the respondents. Surveys and interviews were conducted to identify the activities related to the five main groups of issues, which include:

- Digital content creation,

- Digital content management,

- Storage and preservation of digital content,

- Digital disaster ever experienced,

- Awareness of the content creators to the issue of digital preservation of personal files.

The survey sheet and interview guide are made by adapting the interviews conducted by Micunovic, Marćetić, and Krtalić (2016, pp. 15-16). The selection of the respondents is conducted by using the purposive method. The number of respondents in this study was five (5) content creators who are selected based on the following criteria:

1. Active creators of content with the status of LIS undergraduate student of a publc university in West Java, Indonesia;

2. Having social media accounts for the last three years;

3. Having more than 3,000 followers on social media accounts that are used to create content;

4. Willing to be a respondent.

4. Research Findings

4.1 Respondent Profile

Before discussing more on how the content creators do the creation, management, and storage of digital files that have been produced, the following will be presented regarding information about the profile of the research respondents.

Table 1. Profile of Respondents

No.	Respondent	Sex	Number of Followers	Type of Social Media Platform
1.	Respondent "S1"	Female	> 10.000	Photo sharing
2.	Respondent "S2"	Female	> 10.000	Photo sharing
3.	Respondent "S3"	Female	> 10.000	Photo sharing, Video sharing
4.	Respondent "S4"	Female	3000-5000	Photo sharing

5.	Respondent "S5"	Male	3000-5000	Photo sharing, Video sharing

From the table 1 above, it is known that four respondents were female and one respondent was male. All respondents aged between 19 and 20 years old. Judging from the number of followers, three respondents had a number of followers over 10.000 and two other respondents have followers between 3000 to 5000. The entire respondents have been managing social media as a means of sharing content for over 3 years. The types of social media used are social media applications in the forms of photo sharing and video sharing. The data show the variation used by content creators to distribute the work they produce. In addition, the types and sizes of digital files that are created also vary and require specific strategies in their management. The content creators do not just rely on one type of social media platform. However, social media photo sharing platform has become the most dominant for digital content sharing.

4.2 Content Creators' Practices and Experiences in Creating Digital Content

First of all, respondents were asked to share their experiences about where they got the idea to create content and reasons that motivated them to create digital content that is shared with their followers. (S1) revealed "I used to share my own high school life, high school times... people were interested in my high school life because my high school that was located in West Jakarta is one of the famous schools ... so many people want to know my life. Slowly, yeah, I already like sharing fashion. The goal is to add friends ... increasing popularity, and increasing (passive) income". (S2) revealed "Well, I joined a religious community in campus, (and I used to share content) via instant messaging. Then I have an idle (photo sharing account) which I use to share Islamic content ... actually the account is

different with my personal accounts. (What I share) is more to motivational words, favorite hadiths, favorite Quran verses. The goal is to preach, add followers, and to just share it". (S3) revealed "Actually it was just a hobby, but it turned out to be an opportunity to earn income, especially from YouTube and Instagram. Therefore, I am increasingly excited about making content regularly ... while the number of followers flows by itself". (S4) "For me, it's actually just for sharing memorable photos, because it's also been from junior high school and at that time the photos were blooming so I joined downloading the photos". (S5) "I like videography, I want to tell my perspective about one place and show what is interesting to me ... content sharing (to followers) is more to hobbies and focus on themes about travel like to tourist attractions".

The five interview quotes above show that each content creator has different motivations and backgrounds to share inspiration with their followers. However, all content creators reveal that the beginning of their content was based on personal experience, interests, and hobbies. As the number of followers increases, it opens their opportunities to distribute their work with a wider range and increase income. The types of content themes shared vary, ranging from fashion, religion, daily life, to travel.

Table 2. Digital Content Themes

Respondents	Content Themes
Respondent "S1"	Fashion
Respondent "S2"	Religious
Respondent "S3"	Fashion, Interesting place, Campus and Daily Life
Respondent "S4"	Daily Life

Respondent "S5"	Traveling, Campus and Daily Life

Respondents were also asked to share their experience, where they got the idea to create digital content. (S1) "I just like it. This is the case .. if anyone wants me to endorse, I usually think about it and look for references.. for example, how to endorse the clothes (I will check the other influencers accounts on how the post is) .. I find out .. sometimes also sharing the word motivation". (S2) "(I am inspired) from a Religious Community in Campus. So it's really the same. There I became one of the staff on media and publication. I have task to post anything about *daily Sunnah*, so the *Sunnah* are commonly found in everyday life, well for those in the sharing account I got the idea from the religious community ... there are *hadith, Sunnah*, *Quran verses*, but I edited the content by myself (to post in my own sharing account). Browsing the internet, from the Quran, from hadith books, the web of the Islamic world". (S3) "For video sharing content, it's usually inspired by interesting things that are viral at the time and also inspired by other content creators. But if I get an endorse, then the content is created according to the request from the client". (S4) "It depends, sometimes there is an endorsement that has been arranged but more often it is up to us, so they immediately receive the content as long as it's tagged". (S5) "I got an idea from looking at other influencers, inspired by other travel vloggers. I love traveling and I love to share something anti-mainstream. For example, when I go to Bali, I will go to the museum and make a travel vlog".

From the explanation above, it is known that the idea to share content with their followers can be obtained from anywhere. Things that are considered interesting, something that is popular, inspiration from the community, to look at other influencers of how to make

content become the sources of content creators to get ideas. They have freedom of expression in pouring creativity and spreading content to be known by their followers. Different things were found when they have to make content on the basis of work obligations (advertise products or services). For such posts, concepts and ideas are already prepared by the employer so that content creators make digital content on demand. Respondent (S1) revealed that she had made content based on the request of a company to advertise a product, but when the content was completed and given to the company to be checked, respondent (S1) was asked to re-create the content, because the content was not in accordance with the requested theme.

Associated with the creation of content, the respondents were asked to talk about what tools they use to create content. (S1) "Smartphones, rarely use a camera. From the camera moved to the mobile, it immediately uploads. I wrote the caption first ... on the smartphone notes. Smartphones are very important". (S2) "Laptops and smartphone. If I have an idea, I write it in the word file". (S3) "I usually use digital cameras, smartphones, and additional soft box lighting". (S4) "Smartphones". (S5) "Cameras and smartphones, laptops, and I make concepts in notes on smartphones".

Based on interviews with all respondents, it is known that the majority of respondents are using smartphones and cameras. In fact, the use of paper and pen to create digital art concept is no longer used by the content creators. They really rely on smartphones to do many things, ranging from the creation to the storage of digital content.

When asked whether there are any parties who assist them in making digital content, the interviews showed that respondents can create their own work and also get help from friends or a team of professionals in creating digital content. (S1) "I have some friends to help me. The form of assistance is asking for a photo, a style guide, a caption, a photo editing filter ... I will do it carefully if the post is dedicated for advertising, however, I dont do that (carefully and expert) for my own personal post". (S2) "I edit the content by myself". (S3) "In terms of ideas and concepts, I do it by my self. I do it also in the process of processing such as filming and editing. However, any posts in the video sharing platform are arranged by a management team. The team is also tasked to handling and looking for potential clients". (S4) "Friends to help take photos only". (S5) "I create my own content without the help of others". The types of assistance provided include taking photos, recording video, and design. Once the content is completed, all respondents will not directly upload content that they have on their social media channels. All contents will be checked before they finally post the content. Generally, respondents will provide a title, description (short caption), or hashtag for each work that they upload on social media.

4.3 Content Creators' Practices and Experiences in Managing Digital Content

Respondents were asked to express their experience related to the management of digital content they produced whether they are going to provide specific titles to the photos they take using their device or group them into a special folder. (S1) "The file has no title, but there is a description when uploaded. There is also hashtag (for photos that are endorsed) if those that are not endorsed there is no description. Because (the photo) is already in the gallery of smartphone, it's already right in, not think about naming the picture or files". (S2) "I will give the filename and separate it per theme (*sunnah, hadith, Quran verses*).

Sometimes, I feel confused about giving the proper title, because if it is a picture or photo, I just need to take a look without having to check the title". (S3) "I apply file content management, like grouping photos and videos in special folders, completing each files with proper name and date, so that it is not difficult when I look for it". (S4) "I do not apply any file content management". (S5) "On my smartphone, file names cannot be changed (as they are according to the naming of the smartphone system) but the pictures will be grouped in folders on the smartphone ... one theme or one trip. The knowledge that I learned about the organization of information is implemented by creating folders for digital content that will be uploaded on social media on smartphones".

From the results of these interviews, it is known that not all respondents make special arrangements on a digital file that has been produced. This has an impact on the difficulties experienced in re-accessing digital files required. Respondents who make special arrangements on a digital file that has been produced not encounter difficulties when having to access the necessary files. Otherwise, the respondents who do not make special arrangements will have trouble. This is expressed in the following interview quotes: (S1) "Yeah, I have trouble because the files are too much. For most photos, it's hard to find". (S2) "Difficulty arises while the number of pictures or files are getting larger. It is difficult to find the needed file. Sometimes I am also confused which one has been uploaded, which one hasn't". (S3) "There are no difficulties". (S5) "There is no difficulty managing digital files". The management of the digital content needs to be conducted carefully so that individuals will have no trouble in finding and re-accessing the files they need.

Lazorchak (2013, pp. 6-7) suggests four simple steps in making photo preservation, namely Identify, Decide, Organize and Make Copies (I.D.O.M.). Identify means to identify where someone saves photos, whether on a camera, a computer or even on social media. Decide, is regarding to the activity of determining what photos are considered very important to make copies of and stored in different storage places. Third, Organize, which means to organize various images that have been selected by way of a description, title to the tag that reflect the content of the photo. The final step is to Make Copies, to create a copy of the photographs and keep them in a different storage area.

4.4 Content Creator's Practices in Preserving Their Digital Content

In relation to the management of digital files, respondents were asked about their practices and habits related to personal preservation of their digital files. First, they were asked to reveal any digital disaster ever experienced. All respondents admitted that they had experienced various types of digital disaster. This digital disaster such as forgotten passwords, deleted files, to account hijacking and the resulting digital files. (S1) "Yes, I've ever experienced a digital disaster... my instant messaging account was hijacked.., all chats are missing, and the account was used to commit fraud". (S2) "Yes, I forgot my password, laptop suddenly died. At other times, when I change handphones ... old handphones are used by my mother, uh, the photos are erased. Also, photos were hijacked by other people to take advantage". (S3) "One day, because I forgot to back up it was difficult to find the file that was lost, and also I couldn't upload it to social media accounts". (S5) "I lost my own pen drive, there is no backup. Also, in my opinion, file scan is also important".

These experiences became a special consideration for making backup files, including relying on backing up their social media accounts. However, not all respondents will back up and manage their files regularly. (S1) "There is no back up, I only save the content on the smartphone and those uploaded on social media accounts. There were also some files that I copied to another social media platform". (S2) "I have backup files on the hard drive and upload the files on social media account". (S3) "I will do back up for any important files to another laptop. Backups are also stored on hard drives, cloud computing services, and even instant messaging". (S4) "There are some files that I save to a cloud computing service but not all the files are stored there because of the capacity limit. (S5) "All pictures on my smartphone are directly saved to a cloud computing service and can be accessed from other devices. Everything that has been created will be automatically backed up. However, If I use a digital camera, then it's not backed up".

Beside creating back up for their files, all respondents also applied protection in the form of a password to access their smartphone. Respondents were also asked to analyze the risks and potential disasters that might happen. Most of the respondents stated that the malfunction of smartphone become one of the most potential disasters may occur. Other potential disasters include pen drive or SD Card malfunctions; viruses; piracy; theft, and forgotten passwords. This indicates that respondents have the ability to analyze potential disasters that occur.

4.5 Awareness of Content Creators Towards Personal Digital Archiving

Viewing from the content creator awareness of the importance of digital data management, all respondents agreed that personal digital archiving is something important, from initial creation to the storage stage.

(S1) "Actually it's important …". (S2) "It's important (managing digital data). It is important to have back up". (S3) "It is important, because it prevents something unwanted like losing a laptop, data corrupt, or the files that cannot be opened". (S4) "Yes, it is important". (S5) "It's important to have backups". Digital disaster-related experiences and losses that have been experienced make valuable lessons on the importance of good management of various digital files produced. Another phenomenon identified that the content creator is using social media not only for content sharing, but also for storing digital files they produce. Wheeler (2013, pp. 12-13) pointed out, there are three important considerations that must be considered before choosing a photo sharing site to be used as a means of storing digital photos. First, whether the photo sharing site that used an 'online business' stable? Second, the site can maintain and back up on photos that have been uploaded for long periods of time? Third, whether the photos that are uploaded can be found easily, through the identification of a caption or tags?. In the end, the users of photo sharing sites can behave wisely to determine any photos stored in photo sharing sites and independent storage by utilizing a variety of storage devices such as laptops, CD, or external hard drive.

5. Conclusions and Recommendations

The results showed that the intensity of smartphone usage is high, in relation to digital content creation to digital content storage. However, not all respondents apply digital file

management. This resulted on the difficulty in re-accessing the digital files needed. In addition, the social media is not only used to share content with their followers but also to store their digital files (cloud computing). The results also showed that respondents were considered to have been able to identify potential digital disaster that might occur. Regarding to the awareness of digital file management, all respondents agreed that personal digital archiving is something that is important and should be a priority to manage a variety of their digital files, although they have not been able to implement it optimally in daily life. In order to manage personal digital files, people (as creators of the content or not) can refer to the exposure of personal digital archiving (Redwine, 2015) to apply some good recommendations regarding taking care of personal digital archive. Similar research in the broader context can be conducted to obtain more detailed and holistic view about the practice of creation and storage of digital files produced by the content creators.

6. Acknowledgment

7. References

Harvey, Ross. 2012. *Preserving Digital Materials*. Germany: De Gruyter Saur.

King, Rachel. 2018. "Personal digital archiving for journalists: a "private" solution to a public problem". *Library Hi Tech*, Vol. 36 Issue: 4, pp.573-582. https://doi.org/10.1108/LHT-09-2017-0184

Lazorchak, Butch. 2013. "Four Easy Tips for Preserving Your Digital Photographs". In *Perspectives on Personal Digital Archiving*, pp. 6-7. National Digital Information Infrastructure and Preservation Program, Library of Congress.

Micunovic, Milijana; Marčetić, Hana and Krtalić, Maja. "Literature and Writers in the Digital Age: A Small-Scale Survey of Contemporary Croatian Writers' Organization and Preservation

Practices". *Preservation, Digital Technology and Culture*. Volume 45 Issue 1. https://doi.org/10.1515/pdtc-2015-0028

Powell, Ronald R., and Connaway, Lynn Silipighi. 2004. *Basic Research Methods for Librarians*. Westport, Connecticut and London: Libraries Unlimited.

Redwine, Gabriela. *Personal Digital Archiving*. 2015. DPC Technology Watch Report 15-01 December 2015. Great Britain: Digital Preservation Coalition. DOI:http://dx.doi.org/10.7207/twr15.

Sandy, Heather Moulaison; Corrado, Edward M.; and Ivester, Brandi B. 2017. "Personal digital archiving: an analysis of URLs in the .edu domain". *Library Hi Tech*, Vol. 35 Issue: 1, pp.40-52, https://doi.org/10.1108/LHT-11-2016-0120

Sinn, Donghee; Kim, Sujin; and Syn, Sue Yeon. 2017. "Personal digital archiving: influencing factors and challenges to practices", Library Hi Tech, Vol. 35 Issue: 2, pp.222-239, https://doi.org/10.1108/LHT-09-2016-0103

Wheeler, Barry. 2013. "Photo Sharing Sites as Digital Preservation Tools". In *Perspectives on Personal Digital Archiving*, pp. 6-7. National Digital Information Infrastructure and Preservation Program, Library of Congress.