



Council for  
British Archaeology

for  
Archaeology

Research Bulletin

# **‘Trowel and Error’: A Public User Needs Survey for Archaeology**

## **Appendix 2 Survey Questions**

COUNCIL FOR BRITISH ARCHAEOLOGY  
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# Survey Questions

## **Trowel & Error: Figuring out the past together through archaeology**

### **What's this survey for?**

This survey is part of the 'Public User Needs Survey 2' project run by the Council for British Archaeology, in collaboration with MOLA (Museum of London Archaeology) and with funding support from Historic England, as part of the 21st Century Challenges in Archaeology Project. Here are some of the questions we are interested in:

your understanding of, and involvement in, archaeology

your experiences of archaeology

how you prefer to find and digest information

what you hope to gain from archaeology

### **What we mean by..**

Archaeology: the study of the human past using material remains. Archaeology helps us question what it means to be human by exploring the traces people leave behind.

Digital: using or relating to computers and the internet.

Heritage: is an umbrella term that describes the built historic environment, historic landscapes, stories from the past, memories and heritage collections.

Online: connected to, served by, or available through a system and especially a computer or telecommunications system (such as the Internet).

Producer: A producer is a maker or manufacturer of something.

We will repeat these definitions throughout the survey, so don't worry about remembering them!

### **Why should I do this survey?**

By completing this survey, you will be helping us and the archaeological community, in understanding how archaeology can be accessible for everyone. You do not need any background in, or knowledge of, archaeology to take part and there are no wrong answers! This survey should take 10-15 minutes to complete. Please answer on behalf of yourself, rather than any organisations you may work for, or be associated with. If possible, please try to answer all the questions: if you wish to skip some questions, your questionnaire will still be of value to us.

Thank you for your help.

*Data Protection Notice:*

*The information you provide will be used for research purposes and your personal data will be processed in accordance with current data protection legislation and stored within the EU, in accordance with The General Data Protection Regulation. Your personal data will be treated in the strictest confidence and will not be disclosed to any unauthorised third parties. Data from this survey will be stored for a maximum of two years. The results of the research will be published in anonymised form. If you have any questions about this, or the questionnaire in general, please contact the Project Researcher, Leah Hewerdine, The Council for British Archaeology, De Grey House, St Leonard's Place, York YO1 7HE, email [leahhewerdine@archaeologyuk.org](mailto:leahhewerdine@archaeologyuk.org).*

**Consent:**

I have been fully informed about the aims and purposes of the project. I understand that: there is no compulsion for me to participate in this research and, if I do choose to participate, I may withdraw at any stage; any information which I give will be used solely for the purposes of this research project, which may include publications, academic conference or seminar presentations; if applicable, the information which I give may be shared between any of the other researcher(s) participating in this project in an anonymised form; all information I give will be treated as confidential; the researcher(s) will make every effort to preserve my anonymity unless I give permission to relinquish anonymity.

**Do you consent to take part in this research?**

*Tick box (yes/no). Necessary to move forward.*

**Section 1: This section is about you and your identity.**

**Q1 How old are you?**

*Select option*

Under 18  
18-24  
25-34  
35-44  
45-54  
55-64  
65+

**Q2 How do you describe yourself?**

*Select option*

Male  
Female  
Non-binary/third gender  
Prefer to self describe (*Free text response*)  
Prefer not to say

### **Q3 What best describes your ethnic origin?**

*Select option*

White - English/Welsh/Scottish/Northern Irish/British

White - Irish

White - Gypsy or Irish Traveller

Any other White background (please describe) (*Free text response*)

White and Black Caribbean

White and Black African

White and Asian

Any other Mixed/Multiple ethnic background (please describe) (*Free text response*)

Indian

Pakistani

Bangladeshi

Chinese

Any other Asian background (please describe) (*Free text response*)

African

Caribbean

Any other Black/African/Caribbean background (please describe) (*Free text response*)

Arab

Any other ethnic group (please describe) (*Free text response*)

Prefer not to say

### **Q4 Do you consider yourself dis/abled / disabled?**

We acknowledge, and are aware of, a recent shift away from the use of the term 'dis/abled' and back toward 'disabled', as explained by the Enabled Archaeology Foundation [here](#). For the purposes of this survey, we originally followed the guidance previously provided by Theresa O'Mahony (2018). More information about the 2018 issued guidance can be found [here](#). To ensure we are being inclusive, we have edited this question to include 'dis/abled' and 'disabled'.

*Select option*

Yes

No

Prefer not to say

### **Q5 Where are you located? (Please enter your post code) (*Free text response*)**

## **Section 2: This section is about your connection to archaeology.**

What we mean by..

Archaeology: the study of the human past using material remains. Archaeology helps us question what it means to be human by exploring the traces people leave behind.

**Q6 Do you have a background in archaeology or heritage?**

*Select option*

- I have no background in archaeology or heritage
- I have worked in the heritage sector
- I volunteer
- I am an academic
- I am a professional
- I am a student

**Q7 How often do you engage/interact with archaeology?**

*Select option*

- Daily
- Weekly
- Every other week
- Once a month
- Every other month
- Once every six months
- Never
- Other (*Free text response*)

**Q8 How far do you agree that archaeology is 'important to me as an individual.'**

*Select option*

- Strongly agree
- Agree
- Disagree
- Strongly disagree

**Q9 Do you think of yourself as someone who creates/produces archaeological information and/or content?**

*Select option*

- Yes
- Maybe
- No (*If this selected, skip to Section 4*)

**Section 3: This section is about producing/creating content and information about archaeology.**

What we mean by...

Archaeology: the study of the human past using material remains. Archaeology helps us question what it means to be human by exploring the traces people leave behind.

Digital: using or relating to computers and the internet.

Heritage: is an umbrella term that describes the built historic environment, historic landscapes, stories from the past, memories and heritage collections.

Online: connected to, served by, or available through a system and especially a computer or telecommunications system (such as the Internet).

Producer: a maker or manufacturer of something.

**Q10 Have you ever produced/created (or directly contributed to) any of the following archaeological content? (Please select all those which apply from the list below).**

*Select option(s)*

Archaeological data

Archaeology websites

Blog(s)

Book(s)

Digital archives(s)/archive(s)

Digital imaging

Digital lecture/talk(s)

Fieldwork publication(s)

Fieldwork report(s) that are not formally published (e.g. grey literature)

In-person lecture/talk(s)

Journal article(s)

Museum collection catalogue(s)

Newspaper articles

Online magazine(s)

Photograph(s)

Podcast(s)

Publications on specific subjects / regions / periods (syntheses) ( ) Publications on theory / method

Policy/legislation document(s)

Pop-up/temporary displays

Printed magazine(s)

Publications on heritage / management

Radio programmes(s)

Short or long-form video content online

Social media post(s) or content

Television programme(s)

Videogame(s)

Virtual reality experience(s)

Visual media or illustrations, such as those featured in an archaeological comic strip or book(s)

3D model(s)

Any other archaeological output(s) or content [please specify]: *(Free text response)*

**Q11 Do you target audiences?**

*Select option*

Yes

No

I don't know

**Q12 How far do you agree that 'when producing/creating archaeological content and information, I do so with a clear understanding of who the audience(s) are.'**

*Select option*

Strongly agree

Agree

Disagree

Strongly disagree

**Q13 I believe the purpose(s) of producing archaeological content is to inform the...**

*Rate each statement as "Strongly agree", "Agree", "Disagree", or "Strongly disagree"*

client

historical record

public

sector

**Q14 If you use archaeological content to communicate stories of the past to other people:**

**I have the...**

*Rate each statement as "Strongly agree", "Agree", "Disagree", or "Strongly disagree"*

confidence to do so

skills required

budget

time required to do so

**Q15 To develop an understanding of your audiences and how to engage well with them:**

**I have the...**

*Rate each statement as "Strongly agree", "Agree", "Disagree", or "Strongly disagree"*

knowledge to do so

skills to do so

budget

time to do so

**Q16 Can you provide an example of a time you have felt successful in reaching or engaging your target/desired audience?**

*Free text response*

**Q17 When creating/producing archaeological content I...**

*Select option*

do so with clear purpose and intention  
do so with some purpose and intention  
create and see how it goes  
don't know what my purpose or intention is

**Q18 How far do you agree that 'what I produce/create is being used as intended'**

*Rate each statement as "Strongly agree", "Agree", "Disagree", or "Strongly disagree"*

What do you think are appropriate means of disseminating archaeological information to the public?

Formal news channels  
In-person environments or places within my community  
Libraries  
Newspapers  
Online news  
People they trust  
Printed media e.g. book(s) and magazine(s)  
Social media and networks  
Websites  
Other (*Free text response*)

**Q19 Do you collect feedback or analytical data from archaeological content or information that you create and share e.g. public feedback through comments, or the number of articles accessed etc.**

*Select option*

Yes  
No  
I don't know

**Section 4: This section is about how you access information and content.**

What we mean by...

Archaeology: the study of the human past using material remains. Archaeology helps us question what it means to be human by exploring the traces people leave behind.



Digital: using or relating to computers and the internet.

Online: connected to, served by, or available through a system and especially a computer or telecommunications system (such as the Internet).

**Q20 Have you ever used any of the following types of content about, or involving, archaeology? (Please select all those which apply from the list of options below).**

*Select option(s)*

Archaeological data

Archaeology websites

Blog(s)

Book(s)

Digital archives(s)/archive(s)

Digital imaging

Digital lecture/talk(s)

Fieldwork publication(s)

Fieldwork report(s) that are not formally published (e.g. grey literature)

In-person lecture/talk(s)

Journal article(s)

Museum collection catalogue(s)

Newspaper articles

Online magazine(s)

Photograph(s)

Podcast(s)

Publications on specific subjects / regions / periods (syntheses) ( ) Publications on theory / method

Policy/legislation document(s)

Pop-up/temporary displays

Printed magazine(s)

Publications on heritage / management

Radio programmes(s)

Short or long-form video content online

Social media post(s) or content

Television programme(s)

Videogame(s)

Virtual reality experience(s)

Visual media or illustrations, such as those featured in an archaeological comic strip or book(s)

3D model(s)

Any other archaeological output(s) or content [please specify]: *(Free text response)*

**Q21 Did any of the options listed here surprise you? If so, can you explain why?**

Yes *(Free text response)*

No

**Q22 Who do you trust to provide you with content or information? (please select any that apply)**

*Select option(s)*

An expert  
An organisation  
Personalities you recognise, such as a celebrity  
Someone you know personally  
Someone, or people, within your local community

**Q23 How do you usually take in content/information? (please select any that apply) Through...**

*Select option(s)*

watching (visual) e.g. Film/video  
listening (aural) e.g. podcasts  
reading (text) e.g. books  
In-person interaction (networking) e.g. connecting with others  
Social media

**Q24 How do you usually find content/information? (Please select as many as apply)**

*Select option(s)*

Formal news channels  
In-person environments or places within my community  
Libraries  
Newspapers  
Online news  
People you trust  
Printed media e.g. book(s) and magazine(s)  
Online articles or journals  
Social media and networks  
Websites  
Other (*Free text response*)

**Q25 Which social media platforms would you prefer to use to access content or information?**

*Select option(s)*

Facebook  
Instagram  
LinkedIn  
TikTok  
Twitter (X)

Threads  
YouTube

**Q26 How important do you consider the following?  
Information about archaeology should:**

*Rate each statement as “Strongly agree”, “Agree”, “Disagree”, or “Strongly disagree”*

be entertaining  
teach me something new  
be memorable so that I can recall it at a later time  
be free  
be presented in a way that I usually experience information  
tell a story  
be brief  
be very intellectual  
represent people that share my heritage/identity  
involve lots of people  
be interactive  
be online  
be easy and simple to understand  
be easy to find  
connect me with people or places  
include images  
be kept updated  
inspire me to learn more  
build my skillset

**Q27 How much do you agree with the following?**

*Rate each statement as “Strongly agree”, “Agree”, “Disagree”, or “Strongly disagree”*

I know how to find content or information about archaeology online  
I know how to find content or information about archaeology that is not available online  
Information or content about archaeology fits my needs  
I want to experience more content or information about archaeology  
I feel that content or information about archaeology is targeted towards me  
I find there are barriers or issues when engaging with archaeological content and information

**Q28 Please select the barriers or access issues you have encountered when experiencing content or information about archaeology.**

*Select option(s)*

Dis/abled / disabled access barriers  
Location/travel  
Digital hardware access barriers  
Internet access barriers

Financial barriers  
Intellectual access barriers  
Lack of Interest  
Time  
None  
Other (*Free text response*)

**Q29 Can you provide us with three words, or less, that summarise how those barriers or issues made you feel? (E.g. Unhappy).**

*Free text response*

**Q30 If you could access archaeology in any way in the future, what would that involve/look like?**

*Free text response*

**Q31 How far do you agree that 'archaeology is useful.'**

*Select option*

Strongly agree  
Agree  
Disagree  
Strongly disagree

**Q32 Based on your understanding of archaeology, how could/can archaeology be useful?**

*Free text response*

**Q33 Now that you've seen some examples of archaeological content/information in this survey, can you provide us with an example of one here:**

*Free text response*

**Q34 We asked you this question at the beginning of the survey, but we'd like to ask you again. Now that you've seen some examples of archaeological content/information in this survey, and based on your understanding of what 'archaeology' is, do you think of yourself as someone who creates/produces information about archaeology?**

*Select option*

Yes  
Maybe  
No

## **Section 5: This section is about survey accessibility**

**How would you rate this surveys accessibility across the following areas:**

*Rate each statement as “Strongly agree”, “Agree”, “Disagree”, or “Strongly disagree”*

The design and layout of this survey makes it very accessible

The language used in the survey makes it very accessible

The method used for me to complete this survey is very accessible

**If you have any additional comments regarding the survey, or its accessibility, please feel free to write them here:**

*Free text response*

**Thank you for completing our survey!**

Do you want to know more about archaeology, our work at the CBA, or hear about the results of this survey? Why not sign up to our CBA newsletter here, follow us on social media, or join the CBA today!

You can also follow the Museum of London Archaeology (MOLA) on social media to find out more about accessing archaeological content and for updates regarding their ongoing archaeological work