

‘WHAT WE BELIEVE WE ARE, SAY WE ARE AND DEMONSTRATE WE ARE’: A QUANTITATIVE ANALYSIS OF THE ATTITUDES OF AUDIOVISUAL ARCHIVISTS

Tim Bathgate, Radio New Zealand Sound Archives / Nga Taonga Korero

1. Introduction

The tradition of archiving audiovisual resources as memoirs of the activities of human beings (and, indeed, non-human beings) has been co-ordinated and carried out continuously for over 100 years. Like its professional cousins — librarianship, museology, and archival science — audiovisual archiving is a specialist occupation that aids our civilisation by systematically collecting, preserving, and providing access to academic and cultural resources.

The long history that audiovisual archiving enjoys seems reason enough to suggest that it is, in some sense, a social necessity, and worthy — a priori — of an elevated social standing. Nevertheless, for almost 30 years, discussion as to whether the sector should be held in such regard has been relatively commonplace, with most believing that audiovisual archivists are worthy of a professional status.

What is yet to be thoroughly examined is whether or not there is any validity to the popular claim to professionalisation. As any observer of the established professions will recognise, professionalisation tends to be closely linked with money, power and prestige, so it is not surprising that any occupational group that feels underpaid or underappreciated should set its sights on such a goal.

2. Outline

2.1. Rationale and purpose

Theorists in the field of audiovisual archiving have often made the argument (which is usually based on weak, enumerative induction) that audiovisual archivists embody the intangible, attitudinal assets that are necessary to achieve professional status. It is claimed, though, that audiovisual archivists are restrained by a lack of accreditation programmes and opportunities for formal training — two traits that are commonly thought of as prerequisites for professionalisation.

We should find these sophistic claims to professionalisation slightly unnerving: it seems sensible to assume that, without understanding the attitudinal ‘genetics’ of the workforce, it simply cannot be proven that professionalisation is appropriate, or even attainable, for audiovisual archivists.

This study aims to take preliminary steps towards determining whether audiovisual archivists carry out their work as ‘unrecognised professionals’, or as non-professionals who are forced, by the nature of their work, to adopt a subset of professional traits. It is expected that this glimpse will aid the audiovisual archiving community in developing an understanding of its entitlements by highlighting the virtues and deficiencies in the attitudes and perceptions of the existing populace, and answer the question of whether or not professionalisation might be achieved given the orientation of the existing workforce.

2.2. Research questions

2.2.1. General orientation of audiovisual archivists

This study attempts to outline the attitudes and perceptions that contribute to, or detract from, the professional calibre of audiovisual archivists. In more concrete terms, it asks ‘to what extent do practitioners in the audiovisual archiving sector perceive themselves as being professional?’ The answer to this question should establish the general, or ‘mean’, attitude of the sec-

tor's practitioners, and highlight the existence, and the breadth, of any attitudinal shortcomings that might rob audiovisual archivists of their desired status.

It is expected, based on the conjectures of theorists in our field, that audiovisual archivists are, indeed, professionalising, but are predominantly impeded by a general lack of belief in their work. The study adopts this assertion as its primary hypothesis.

2.2.2. Exhibition of professional attitudes across strata

Given that this study will be carried out under the assumption that, at best, audiovisual archivists are professionalising, rather than working as 'unrecognised professionals', it is clear that the utility of the study would be greatly improved by asking whether attitudes change when common variables amongst the sample are accounted for. That is to say, 'when the subjects of the study are stratified by a common trait, and studied as a subset of the overall sample, can a distinction in attitude or perception be observed in the subset when compared with its complement'?

This line of questioning aims to test the conjecture that the audiovisual archiving workforce is mostly heterogeneous in its attitudes, perceptions and principles by looking for evidence of uniformity (which would falsify the theory) or non-uniformity (which would corroborate it).

The suggestion that the attitudes, perceptions and principles of the workforce are heterogeneous is taken as the study's second hypothesis.

3. Research design

3.1. Research sample

The sample for this study was drawn from the Association of Moving Image Archivists (AMIA) and the International Association of Sound and Audiovisual Archives (IASA). More specifically, the study only targeted those institutions that had listed a contact e-mail address in the 2006 IASA and Winter 2009 AMIA member directories. These groups were targeted because, collectively, they represent the major film and sound archives that comprise the audiovisual archiving sector, and their membership was found to be more comprehensive than other organizations, such as the Association for Recorded Sound Collections (ARSC), et al.

Of the 214 institutions that had listed a contact e-mail address, a sample of 160 was selected at random and single employee was asked to participate. To refrain from undermining the randomness of selection, the e-mail that was sent to each of these institutions asked the recipient to pass the invitation on to a colleague whose last name followed theirs, alphabetically, in the staff list.

It was expected that the response rate for this study would be approximately 60-70%, which would have yielded 120-140 responses.

3.2. Data collection

Invitees were linked to an online survey hosted by Qualtrics on a sub-domain reserved for Victoria University of Wellington (vuw.qualtrics.com). It was expected that the manner in which the survey was hosted — that is, clearly affiliated with the University — would lend an air of legitimacy to the study that could not have been achieved were the University's involvement not overtly visible.

Although online surveys are thought to exclude potential respondents that do not have Internet access (Bryman, 2008, p. 653), it was unofficially revealed at the 2009 IASA Annual Conference that all members of IASA are contactable via e-mail and it has been presumed, by extension, that members must all have Internet access. It seemed likely that this would be true for members of the other associations.

Regardless of the data collection method, it was certain that a survey would inadvertently exclude potential respondents that were unable to speak English. However, it was expected that the institutions that were registered with IASA and AMIA were likely to have some multilingual staff members, given that these associations primarily produce their publications in English.

3.3. Research instrument

To answer the research questions, an instrument designed by Hall (1968) and amended by Snizek (1972) was repurposed to support the study. The instrument asks 25 questions (see Tables 4-8, below), which are presented as a Likert scale. The constituent Likert items are arranged into five 'theoretical dimensions of professionalism' (Snizek, 1972, pp. 109-110): 'using the professional organisation as a major referent', 'belief in public service', 'belief in self regulation', 'sense of calling to the field', and 'autonomy'. It is especially important to recognise — as becomes clearer upon reading through the questions — that the instrument measures the degree to which a subject perceives themselves and their colleagues as exhibiting professional tendencies. It is not a 'personality test' of sorts; that is, it does not evaluate a subject's professionalism, rather, it measures the degree to which they perceive themselves as being professionals.

Although the instrument is suitably agnostic, it was modified somewhat to ensure clarity and applicability to the audiovisual archiving community. These modifications were minor syntactic changes, rather than major semantic alterations.

Three major benefits to choosing the Hall-Snizek instrument for this study were identified. Firstly, the instrument was designed as a means of comparing multiple occupational groups with one another to determine the proximity of those occupations to one another. Therefore, it seemed plausible that the results from this study could be compared with the results of studies in other fields. For example, the professional orientation of audiovisual archivists could be compared to other information professions (if they have been surveyed). An informal analysis of citations using Google Scholar shows that this instrument has been used extensively to study other occupational groups.

The second advantage of using this instrument, rather than designing one specifically for examining audiovisual archivists, was that it could potentially be applied in future studies to facilitate a longitudinal analysis of the changing attitudes of audiovisual archivists. If an instrument were designed with the express purpose of examining present-day audiovisual archivists, it could not predict how the field might evolve and would, therefore, be unlikely to retain its relevance as the field changes.

Finally, Snizek's (1972) reassessment of the instrument introduces a degree of reliability and brevity. It seemed likely that, given the refinement and widespread use of this instrument, the study would yield data with suitable internal reliability and relevance to the main research questions.

3.4. Identification of variables

One goal of this study is to identify generative mechanisms that affect the professional attitudes of audiovisual archivists. It has been recognised, both from the literature and involvement in the field, that there exists an array of variables that could cause professional attitudes to fluctuate.

The following variables were chosen either because of their relationship with professional development (i.e. subjects who have been 'professionally developed' should be more confident in their status than those who are not) or because they are represented in the audiovisual archiving literature as having some relevance to the professionalisation of audiovisual archivists.

Independent Variable	Example	Purpose
Geographical Location	Europe, North America, Asia	There is informal evidence that suggests that there are vast cultural differences in the evaluation and undertaking of audio-visual archiving across the world
Institution Size	1-5 (people working in the audio-visual section of the archive)	To explore whether professional orientation is affected by the size of a subject's peer group
Institution Type	National Library	To explore whether professional orientation is affected by organisational goals or culture
Position	Manager	To explore whether professional orientation is affected by the nature of a subject's work
Relevant Qualification	Yes/No	To explore whether formal education in a related discipline (e. g. librarianship, audio engineering, etc.) affects professional orientation
Training	Yes/No	To explore whether training (i.e. the imparting of skills from one practitioner to another) affects professional orientation
Years of Experience	1-3 Years	To explore whether practitioners become more professionally orientated over time

Table 1 - Independent variables: examples and rationale

3.5. Data analysis

Data was analysed using PASW Statistics 17.0. Data was exported directly from the Qualtrics website and imported into SPSS for analysis.

The 25 Likert items were coded from one to five and these values were treated as ordinal data. It was decided that the data should be treated as ordinal, rather than ratio-level data as it was conceded that the scale was discontinuous; that is, it is valid to suggest that Strongly Agree is a greater value than Agree, however, it is not valid to suggest that there is any continuity between each of the five values.

Given that the responses were treated as ordinal-level data, it was in accordance with common principles of analysis to calculate the median and mode for each Likert item.

When measuring the effect of the independent variables on professional attitudes, the median values returned for the Likert items that corresponded to each theoretical dimension of professionalism were summed to generate five average attitudinal values; each value represents the degree to which a subject was aligned with each dimension of professionalism. The subjects that presented with a common independent variable were grouped and the appropriate bivariate analysis was performed to test for a relationship. These analyses are summarised in the following table:

Independent Variable	Variable Type	Bivariate Analysis
Geographical Location	Nominal	Compare means and eta
Institution Size	Ordinal	Spearman's rho
Institution Type	Nominal	Compare means and eta
Position	Nominal	Compare means and eta
Qualifications Held	Dichotomous	Compare means and eta
Training	Dichotomous	Compare means and eta
Years of Experience	Ratio	Spearman's rho

Table 2 - Independent variables: data types and proposed analyses

4. Results

4.1. Response

The rate of response for the survey was exceptionally low. Of the 160 institutions that were invited to participate, only 22 respondents completed the survey — a response rate of 13.75%.

Of the 138 institutions that did not participate, 29 were precluded from participating due to an e-mail delivery failure (i.e. the published e-mail address was no longer valid), and seven could not be reached because the employees that would have been monitoring the targeted inbox were not available (i.e. an 'out of office' auto-reply was returned).

The low response rate has significant implications for the impact of the study. It will be impossible to make any inferences about the population, and any findings will be extremely limited in scope; that is, all findings are an exposition of the 22 respondents, and can extend no further than that.

4.2. Reliability

Cronbach's Alpha was calculated for each of the five Likert scales to determine the internal reliability of each of the Likert scales — that is, to what extent the individual Likert items for each of the five dimensions were coherent with one another.

	Using the professional organisation as a major referent	Belief in public service	Belief in self-regulation	Sense of calling to the field	Autonomy
Cronbach's Alpha	0.642	0.544	0.775	0.674	0.504

Table 3 - Reliability for each Likert scale

The table shows a suitable degree of coherence between the Likert items in each scale, with the items in the scale that test for belief in self-regulation as the most coherent, and those items designed to measure autonomy as the least coherent.

4.3. Significant data

4.3.1. Measures of central tendency

The measures of central tendency are reported here for each of the Likert items. Though cumbersome, the aggregated results of each Likert item are presented in the interests of demonstrating the internal deviations from the overall results of the Likert scale (see Table 9), some of which are quite revealing.

The Likert items have been grouped according to the Likert scale to which they belong. Also note that those questions that are marked with an asterisk have been phrased in the negative — in these cases, a high score is a positive result (i.e. it implies disagreement), whereas a low score is negative.

	Median	Mode
I systematically read the AMIA and/or IASA journals	4	4
I regularly attend conferences related to audiovisual archiving	4	4
I believe that IASA and/or AMIA should be supported	4.5	4
The professional organisation (e. g. IASA or AMIA) doesn't really do too much for the average member*	4	4
Although I would like to, I don't really read the IASA and/or AMIA journals too often	3.5	4

Table 4 - Using the professional organisation as a major referent

	Median	Mode
Other professions are more vital to society than audiovisual archiving*	2	2
I think that the audiovisual archiving profession, more than any other, is essential for society	2.5	2
The importance of audiovisual archiving is sometimes overstressed*	4	4
Some other occupations are actually more important to society than audiovisual archiving*	2	2
If ever an occupation is indispensable, it is audiovisual archiving	3	4

Table 5 - Belief in public service

	Median	Mode
My colleagues have a pretty good idea about each others' competence	4	4
A problem in the field of audiovisual archiving is that no one really knows what their colleagues are doing*	3	4
My colleagues and I are aware of how well each of us do our jobs	4	4
My colleagues and I really have no way of judging each others' competence*	3.5	4
There is not much opportunity to judge how another audiovisual archivist carries out their work*	3	4

Table 6 - Belief in self-regulation

	Median	Mode
Audiovisual archivists have a real 'calling' for their work	4	4
The dedication of people in the field of audiovisual archiving is most gratifying	4	4
It is encouraging to see the high level of idealism that is maintained by audiovisual archivists	4	4
Most people would continue to work as audiovisual archivists, even if their incomes were reduced	3.5	4
There are very few audiovisual archivists who don't really believe in the value of their work	4	4

Table 7 - Sense of calling to the field

	Median	Mode
I make my own decisions in regard to what is to be done in my work	3	2
I don't have much opportunity to exercise my own judgement*	4	4
I am my own boss in almost every work-related situation	3	2
My own decisions are subject to review*	2	2
Most of my decisions are reviewed by other people*	2	2

Table 8 - Autonomy

4.4. General profile

The following table has been produced by taking the responses of each participant and calculating their median response for each of the five Likert scales; then summing these scores and dividing by the total number of responses.

A decimal representation of these statistics has also been produced by dividing the mean response to each dimension by five to demonstrate the strength of the orientation in each dimension on a scale from 0.0 to 1.0, as has been done in similar studies.

	Using the Public Organisation as a Major Referent	Belief in Public Service	Belief in Self-Regulation	Sense of Calling to the Field	Autonomy
Mean Response	4	2.7	3.5	3.9	2.8
Decimal Representation	0.8	0.54	0.7	0.78	0.56

Table 9 - Summed scores for each of the five dimensions of professionalism

The mean response shows that respondents, generally, exhibited a tendency to use the professional organisation as a major referent. As Table 4 shows, there was particularly strong agreement, with little deviation between respondents, that IASA and AMIA were deserving of support (whether political, financial, etc. left to the respondent to decide).

The degree to which respondents believe that audiovisual archiving is a ‘public service’ is low, but not drastically low. Table 5 shows that the responses to the constituent items is mixed, but lean towards a lack of confidence in the utility of audiovisual archiving for the general populace. In particular, confidence is especially low wherever audiovisual archiving is compared to other professions.

When questioned on self-regulation, respondents leaned towards agreement with the notion that audiovisual archivists are able to judge the competence of their colleagues. Nevertheless, respondents seemed indifferent as to whether or not such a regulatory mechanism was needed.

There was consistent agreement with all items measuring sense of calling to the field.

Responses to the items that aim to measure autonomy were mixed. The data seems to suggest that the concept of autonomy as enforced by the instrument is not appropriate in this instance. As is evident from Table 8, items that ask after a respondent’s degree of autonomy in carrying out their assigned task typically received neutral responses, or agreement. Conversely, there was little agreement with the notion that autonomy extends beyond the bounds of a given task (i.e. some autonomy is absolved by ‘higher-ups’).

4.5. Bivariate analysis

Bivariate analysis was carried out for experience, institution size, qualifications, institution type, role and continent using the statistical tests outlined in section 3.5.

Bivariate analysis was not carried out to determine whether any correlation existed between participation in training programmes and professional orientation as it was deemed that the sample was not suitably diverse to generate any useful results.

This analysis resulted in two noteworthy observations. Firstly, the analysis revealed a statistically significant, positive correlation between institution size and sense of calling to the field at the 0.05 level. That is, it was observed that, as institution size increases, so too does agreement with the Likert items that measure sense of calling to the field.

Secondly, an Eta test showed that there was a moderately strong relationship between the type of institution to which a respondent belongs and both their sense of calling to the field and their autonomy.

5. Discussion

5.1. Response rate

The cause of the study's disappointing response rate is not immediately obvious, though it is clear that language and technology were both barriers. It would be reasonable to expect that, were the survey repeated using a current membership directory, and were the survey available in multiple languages, this might have enabled more people to respond.

Nevertheless, there is evidence to suggest that low response rates to surveys involving the audiovisual archiving community are not uncommon. Another researcher in this field encountered a similarly poor rate of response when surveying members of ARSC and IASA using an online survey (personal communication with Aaron Rosenblum, 2010).

Conversely, funded studies of the community have yielded many hundreds of responses (Training for Audiovisual Preservation Europe, 2008). This is not to suggest that there is a causal connection between the 'status' of the study and its response rate, but this shows that it is indeed possible to conduct a successful survey of the audiovisual archiving community.

Given that the progression of the sector relies, in part, on understanding the genetics of the sector, surveying is obviously an important activity. However, a rash of low response rates are likely to act as a disincentive for researchers. It seems important to ascertain whether low response rates really are common in the audiovisual archiving community, and how this might be ameliorated³.

5.2. Hall-Snizek instrument

The results of Cronbach's Alpha seem to suggest that some Likert Scales in the Hall-Snizek instrument are more appropriate for studying the audiovisual archiving community than others. In particular, the instrument does not necessarily acknowledge the bureaucratic structure of most institutions. That is to say, the instrument is designed to survey practitioners, such as doctors, that generally do not answer to a 'boss'.

The data in Table 8 shows that, in day-to-day activities, audiovisual archivists believe that they are afforded a measure of autonomy. Nevertheless, the two items that ask whether a subject's decisions are subject to review confuse the amalgamated result. That is, when a subject is forced to acknowledge their position in a hierarchy, the autonomy afforded to them in their day-to-day work is nullified in the amalgamated result.

As such, a reworking of the instrument might consider modifying these two questions to qualify the *kinds* of decisions that are subject to review. That is, is it the practitioner's application of their specialist knowledge that is subject to review, or is it the peripheral decisions regarding allocation of resources, etc. that come under review.

5.3. Hall-Snizek results

5.3.1. Using the professional organisation as a major referent

The high level of agreement in this dimension is not surprising — it is difficult to imagine how a practitioner in such a small sector could survive without the information and support that streams from the professional organisations. In particular, best practice guides, such as IASA's TC-04 tend to be lauded by the audiovisual archiving community.

3 It is worth noting here that, following the presentation of this research at the 2010 IASA Conference in Philadelphia, it was revealed that many institutions are inundated with requests to participate in surveys. Any attempt to improve research in our field will have to address this issue.

5.3.2. Belief in public service

The responses to those items that measure a respondent's belief that audiovisual archiving is a public service were relatively, though not drastically, negative. This was predicted both by Linstow (1992) and Hubert (1992).

This observation is something of a concern. It was predicted by theorists in the field of audiovisual archiving that lack of belief in the work stemmed from an 'identity crisis', and that this prevented the progression of the field. At a more local level, this tendency is concerning as it must surely impact the degree to which an individual is able to derive satisfaction and identity from their work.

Two potential causes for the low score in this dimension come to mind. Firstly, the nature of the work can be somewhat solitary. In larger archives, at least, it is common for the archive's clientele to interact with an employee whose sole responsibility is to satisfy client requests. As such, the interface between many archivists and the end-user is non-existent. Contrasted with medicine, for example, the nature of the doctor-patient relationship lends the practitioner the opportunity to directly witness the good that results from their work.

Studying those employees that act as an interface between the archive and end-users could offer insight into whether the divide between the solitary archivist and the user affects the archivist's perception of the value of their work.

A second cause could be the ambiguous nature of the questions — the Likert items put the respondent into a position where they are forced to compare audiovisual archiving with every imaginable profession. Rather than asking for a response to a narrow statement such as 'Audiovisual archiving is more important to society than accountancy', the instrument confronts participants with dauntingly broad statements — 'Other professions are more vital to society than audiovisual archiving'. Such questions invite the respondent to consider the universe of professions and defend the importance of theirs against all others, which could shake the respondent's confidence.

In addition, the Likert items fail to acknowledge that all public services have their own unique limitations. For instance, the services that a doctor is able to offer to the public are limited to healing; an accountant to financial advice; and a teacher to education. Were the questions rephrased to acknowledge these limitations, we might expect better results. For instance, were audiovisual archivists asked whether the value of their services to researchers resembles the value that a doctor's services represent to the sick, it seems likely that a respondent might imagine a scenario in which their service as an audiovisual archivist was able to rescue a desperate researcher, thereby inspiring greater confidence in the importance of their work.

5.3.3. Belief in self-regulation

Respondents tended to exhibit a reasonable degree of confidence that they have a means to judge their competence and the competence of their colleagues. There is little evidence in the audiovisual archiving literature to suggest why such an attitude might exist.

5.3.4. Sense of calling to the field

The tendency for respondents to indicate that audiovisual archivists experience a sense of calling to the field echoes the general beliefs of the authors that were encountered during the literature review — it is generally recognised that audiovisual archivists exhibit a unique, inexplicable affinity with their work.

Given that this otherwise hypothetical property has presented itself during the course of this research, it seems reasonable that this property should be investigated further. As the workforce morphs and new archivists are recruited, knowledge of the tendencies that make

for 'good archivists' could very well aid the recruitment process and ensure that the 'sense of calling' — and any benefits that piggy-back on this quality — is maintained through each iteration of the workforce.

5.3.5. Autonomy

As with belief in public service, respondents did not test well for autonomy. Again, the nature of the questions might have influenced the result, given that the questions did not adequately reflect the power hierarchies of bureaucratic organisations.

It is difficult to envision the implications of insufficient autonomy. For instance, is it at all appropriate that the audiovisual archivists that formed this sample are required to have their decisions reviewed? Is this the most efficient, effective means of running an audiovisual archive? How might the introduction of technologies that diminish the need for decision-making on the part of the individual (computer-aided quality assurance, for instance) affect other dimensions, such as sense of calling?

Personal communication with archivists on this topic suggests that, at the level of the individual, bureaucratic structures and lack of autonomy are not conducive to effectiveness or job satisfaction. It seems extremely important that the issue of autonomy is researched in much greater depth.

5.4. Discussion of bivariate analysis

5.4.1. Institution size and sense of calling

A statistically significant correlation between the size of an institution and a practitioner's sense of calling to the field was observed. This suggests that sense of calling might bear some relationship with the size of a social group and the interactions within that group.


Given the highly specialised nature of the work, the presence of like-minded colleagues is probably a source of enjoyment. Moreover, it seems possible that a confirmation bias might cause this orientation; that is, a practitioner witnesses their peers working positively towards a shared goal and finds validation in this.

Whatever the reason, if this discovery is corroborated in a large-scale study, it seems important that the benefits that arise due to institution size must be replicated somehow. That is, the benefits of being surrounded by one's peers must be afforded to those archivists that work in relative isolation. Future investigation should examine whether physically isolated archivists that participate regularly in virtual social environments (such as listservs) feel a similar sense of calling. If it were found that sense of calling is related to connectedness, steps could be taken to connect archivists that are separated by institutional or geographical borders.

5.4.2. Observation of non-correlations

It is important to note the relationships that were shown not to exist in the sample. Of these, the non-correlation⁴ between the possession of relevant qualifications and professionalism is the most important. Currently, the advocacy for professionalisation by way of education and accreditation seems especially prominent (Co-ordinating Council of Audiovisual Archives Associations, 2006). If the findings of this study were to hold for a more comprehensive sample, it would be fallacious to expect that education alone could cause audiovisual archivists to professionalise.

4 Note, I am not referring here to a negative correlation



If the holding of relevant qualifications is as inert, in terms of improving professional orientation, in the population as it is in this sample, it seems that any curriculum for training audiovisual archivists must include strategies for instilling a belief in the value of the work in the programme's graduates and conveying a set of skills that predispose the graduate to a suitably autonomous position.

5.5. Research questions

5.5.1. General attitudes of audiovisual archivists

As hypothesised, the audiovisual archivists sampled, generally, did not score highly in all of the theoretical dimensions of professionalism. In particular, their belief in their work as a public service was lacking. Were the sample suitably large, it would be reasonable to suggest that it is currently inappropriate to consider audiovisual archiving a profession, and that this shortcoming is largely due to a so-called 'image crisis'.

Though the sample is so small as to have rendered all results from this study inconclusive, it is worth noting that the study is probably larger and more systematic than any previous attempt to characterise the community. As such, it is the strongest corroboration to date of the theorising of Edmondson, et al.

5.5.2. Variance of professional attitudes across strata

It was believed that professional attitudes and perceptions would vary across strata. As predicted, it was found that, in this sample, audiovisual archivists working in larger organisations tended to experience a greater sense of calling to the field.

This study only tested a small set of subgroups, which were derived via educated guessing. It seems likely that there are other subsets of the audiovisual archiving community whose professional orientation differs significantly from the overall population.

This study hints at the heterogeneity of attitudes in the field, which is in corroboration with the assertions of theorists.

5.6. Implications

It has been stressed that no new knowledge about the population can be derived from this study. However, there are a series of peripheral implications that have come to light during the course of this research.

The most significant of these, and that which demands the most urgent attention, is the extreme difficulty that was encountered in carrying out research in conjunction with the audiovisual archiving community.

Firstly, IASA would do well to publish its membership directories more frequently. The transitory nature of e-mail addresses and staff guarantees that a high proportion of e-mail addresses listed in a membership directory will not be available towards the tail end of the four-year publication cycle. Efforts must also be made to encourage members to engage with researchers; participating in research should be seen and experienced as a morally enriching activity, rather than an assault on one's time and intellect.

A second major implication that deserves attention, for this sample at least, is that of the disappointing score in the dimension that characterises belief in the value that one's work has to the public. Research is obviously required, but simple ways to expose archivists to the public good that their work is responsible for should be explored.

5.7. Extensions

The most obvious extension to this project is to repeat it, using the findings of this study as a guide. Targeting a different group — ARSC and FIAF for instance — and getting support from the professional organisations could counteract the poor response. The survey should also be multilingual.

As has already been hinted at, there is scope for investigating each of the five dimensions individually. Most importantly, there is a great deal to be learned about *why* audiovisual archivists lack a belief in the value of their work to the public. A less pressing concern is the effectiveness of existing organisational structures as a means of managing audiovisual archiving institutions; the distribution of autonomy, in particular, is worthy of investigation.

Finally, discussion on how to optimise the relationship between researchers, the population, and the professional organisations is sorely needed. Ideally, the research process in this field should have guidelines.

Bibliography

- Abbott, A. 1988. *The system of professions: An essay on the division of expert labor*. Chicago, USA: University of Chicago Press.
- Bloom, J., O'Reilly, C., & Parlette, G. 1979. *Changing images of professionalism: The case of public health nurses*. Retrieved October 12, 2009, from <http://www.ajph.org/cgi/reprint/69/1/43.pdf>
- Bryman, A. 2008. *Social research methods* (3rd Edition ed.). Oxford: Oxford University Press.
- Burkart, G. 2006. Professions and professionalization. In A. Harrington, B. Marshall, & H. Müller, *Encyclopedia of Social Theory* (pp. 470-471). Routledge.
- Caplow, T. 1966. The sequence of professionalization. In H. Vollmer, & D. Mills, *Professionalization* (pp. 19-20). New Jersey: Prentice Hall.
- Carr-Saunders, A. M., & Wilson, P.A. 1933. *The professions*. Oxford.
- Clikeman, P., Schwartz, B., & Lathan, M. 2001. The effect of the 150-hour requirement on new accountants' professional commitment, ethical orientation, and professionalism. *Critical Perspectives on Accounting*, 12 (5), 627-645.
- Co-ordinating Council of Audiovisual Archives Associations. 2006. *CCAAA strategic framework for professional training and development*. Retrieved August 24, 2009, from http://www.ccaaa.org/ccaaa_protraindev.pdf
- Cunningham, A. 2005. Archival institutions. In S. McKemmish, M. Piggot, B. Reed, & F. Upward (Eds.), *Archives: Recordkeeping in society* (pp. 21-50). Wagga Wagga, NSW, Australia: Centre for Information Studies, Charles Sturt University.
- Dawson, S. 1992. *Analysing organisations*. Hampshire: Macmillan.
- Edmondson, R. 2004. *Audiovisual archives: Philosophy and principles*. Retrieved August 24, 2009, from unesdoc.unesco.org/images/0013/001364/136477e.pdf
- Edmondson, R. 1990. Towards 2000 — The frightening future. *IASA Phonographic Bulletin*, 56, 11-20.

- Edmondson, R. 1992. Towards a philosophy of AV archiving. *IASA Phonographic Bulletin*, 60, 46-55.
- Forsyth, P., & Danisiewicz, T. 1985. Toward a theory of professionalization. *Work and Occupations*, 12 (1), 59-76.
- Freidson, E. 1970. *Profession of medicine: A study of the sociology of applied knowledge*. New York.
- Freidson, E. 1986. *Professional powers: A study of the institutionalization of formal knowledge*. Chicago.
- Goode, W. 1966. Professions and non-professions. In H. Vollmer, & D. Mills, *Professionalization* (pp. 33-45). New Jersey: Prentice Hall.
- Greenwood, E. 1966. The elements of professionalization. In H. Vollmer, & D. Mills, *Professionalization* (pp. 9-18). New Jersey: Prentice Hall.
- Hall, R. 1968. Professionalization and bureaucratization. *American Sociological Review*, 33 (1), 92-104.
- Harrison, H. 1997. *Audiovisual archives: A practical reader*. Retrieved August 24, 2009, from: <http://unesdoc.unesco.org/images/0010/001096/109612eo.pdf>
- Harrison, H. 1990. *Curriculum development for the training of personnel in moving image and recorded sound archives*. Retrieved 24 August, 2009, from <http://unesdoc.unesco.org/images/0008/000865/086598eo.pdf>
- Harrison, H. 1990. Towards 2000 — Viewpoint 1990. *IASA Phonographic Bulletin*, 57, 12-15.
- Hubert, R. 1990. An orange is more than orange juice. *IASA Phonographic Bulletin*, 57, 10-11.
- Hubert, R. 1992. Some reflections on Ray Edmondson's 'Towards a Philosophy of AV Archiving'. *IASA Phonographic Bulletin*, 60, 56-58.
- Johnson, T. 1972. *Professions and power*. London.
- Kerr, S., von Glinow, M., & Schriesheim, J. (1977). Issues in the study of professionals in organizations: The case of scientists and engineers. *Organizational Behavior and Human Performance*, 18, 329-345.
- Koch, G. 1983. IASA survey of international training standards — Final report. *IASA Phonographic Bulletin*, 37, 33-39.
- Larson, M. 1977. *The rise of professionalism*. Berkeley: University of California Press.
- Linstow, P. v. 1992. A short response to Ray Edmondson's 'Towards a Philosophy of AV Archiving'. *IASA Phonographic Bulletin*, 60, 59-61.
- Lukow, G. 2000. *Education, training and careers in moving image preservation*. Retrieved August 24, 2009, from http://www.amianet.org/resources/education/ed_training_careers.pdf
- McBride, M. 1992. A response to Ray Edmondson's 'Towards a Philosophy of AV Archiving'. *IASA Phonographic Bulletin*, 61, 4-5.
- Miller, J. 1976. Measuring professionalism in law enforcement. *Criminology (Beverly Hills)*, 14 (3), 401-413.

-
- Millerson, G. 1964. *The qualifying associations: A study in professionalization*. London.
- Morrell, K. 2007. *Re-defining professions: Knowledge, organization and power as syntax*. Retrieved 24 August, 2009, from <http://www.management.ac.nz/ejrot/cmsconference/2007/proceedings/newperspectives/morrell.pdf>
- Neidorf, P. 1980. Problems of training sound archivists. *IASA Phonographic Bulletin*, 28, 16-18.
- Pederson, A. 2005. Professing archives: A very human enterprise. In S. McKemmish, M. Piggot, B. Reed, & F. Upward (Eds.), *Archives: Recordkeeping in society* (pp. 51-74). Wagga Wagga, NSW, Australia: Centre for Information Studies, Charles Sturt University.
- Pickett, A. G., & Lemcoe, M. M. 1959. *Preservation and storage of sound recordings*. Washington: Library of Congress.
- Snizek, W. 1972. Hall's professionalism scale: An empirical reassessment. *American Sociological Review*, 37 (1), 109-114.
- Training for Audiovisual Preservation Europe. (2008). *TAPE factsheet*. Retrieved 24 August, 2009, from www.tape-online.net/docs/Tape_survey_factsheet.pdf
- van Malssen, K. 2006. *Advocacy strategies for audiovisual archiving – Outreach, influence and professionalism*. Retrieved 24 August, 2009, from http://www.nyu.edu/tisch/preservation/program/student_work/2005fall/05f_1803_vanmalssen_a3.doc
- Vollmer, H., & Mills, D. 1965. Some comments on "The Professionalization of Everyone?". *The American Journal of Sociology*, 70 (4), 480-481.
- Waddington, I. 2004. *Professions from The Social Science Encyclopedia, Second Edition*. Retrieved 24 August, 2009, from <http://www.bookrags.com/tandf/professions-tf/>
- Wilensky, H. 1964. The professionalization of everyone? *The American Journal of Sociology*, 70 (2), 137-158.
- Woodall, J., & Winstanley, D. 1998. *Management development: Strategy and practice*. Wiley-Blackwell.