



STOCKHOLMIA2019

29 MAY - 2 JUNE

**THE INTERNATIONAL CELEBRATION
OF THE 150TH ANNIVERSARY OF THE
ROYAL PHILATELIC SOCIETY LONDON**

1. *Treatment*

1.1 *Basic Idea and Its Realisation*

This point deals with the basic idea of the author underlying the creation of the electronic medium and the creativity in the realisation of the concept. This includes the title, the way of structuring the electronic medium, but also the innovative ideas in the realisation of the concept.

Well-known subjects are studied in the light of the question if new ways in the presentation were found.

For example, it would be a creative approach to the presentation of the history of a society to include film material in the electronic medium.

1.2 *Style and Linguistic Correctness*

As far as style and linguistic correctness are concerned, the same requirements apply as for print literature.

For electronic literature it is particularly true that the positive effect of the texts depends on the font, the font size and the arrangement of the texts.

1.3 *Selection, Placement and Description of Images*

Visual presentations such as reproductions, diagrams and graphics, facsimiles, scans, animations should be of high quality and pleasantly mounted for the visitor. It is of advantage to show scalable thumbnails of images first. All images should be sufficiently relevant to the treated subject. As far as available, colour images should be the standard for electronic exhibits, black-and white reproductions the exception.

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2. *Originality, Importance and Depth of Research / Substance Quality*

2.1 *Importance of the Subject for Philately*

The importance refers to the rank the chosen subject holds in the field of philately and postal history. Electronic literature can be of local, regional, national, international or even global interest.

The jury also tries to determine if the medium has an effect on outsiders, or if it is useful for insiders only. The usefulness of an electronic medium depends on the answer to the question if it is: a) dispensable or of little interest, b) of interest to a small number of users, c) necessary and helpful for the majority of the philatelic world or d) essential for the treated subject, which cannot be fully understood without having recourse to the electronic medium.

2.2 *Correctness, Degree of Research / Substance Quality*

Jurors try to assess the degree of research put into the electronic medium. In that light they examine if all points necessary for the treatment have been analysed and presented in a balanced way and with the appropriate depth. Of course it also matters if all statements and observations are correct. The amount of new philatelic findings is an essential point in determining the degree of research. The sources that were consulted and the encountered difficulty in their accessibility may also be an indication of the degree of the research done.

For documenting media, the substance quality is judged in lieu of the degree of research.

2.3 *Volume, Depth, Up-to-Dateness)*

The depth of research is correlated with the volume. For that reason, a voluminous, carefully structured electronic medium has more chances of presenting a subject in depth than a medium consisting of a few pages only.

A website is a medium in constant change. Consequently its up-to-dateness is of utmost importance. The easiest way to control this is to check the date of the latest update. If this is missing, the freshness of the information in sections like e.g. "News" can serve as an indication of the up-to-dateness. On the front page or in the imprint, software should communicate the date when it was produced or updated.

3. *Technical Realisation*

Websites

User Surface, Navigation and “back home” Function. Amount of Clicks Needed to Return to the Required Information (Usability)

This is about a clear and easily understandable user surface. The menus and submenus must easily be found and function correctly. Menus must be accessible on each page and subpage.

For websites, buttons are the proper means of navigation to open submenus anywhere without important loss of time. The less clicks are needed to find the required information, the better.

Author (Contact- and Subscription)

The indication of the author of an electronic medium is absolutely necessary. If it is missing, the medium cannot be judged.

Interactivity – Guest Book, Contact Form, Blog

For the subject-oriented exchange of ideas it is useful for a website to offer the possibility to get into contact with the webmaster or with other users. This interactivity can be achieved by providing contact forms, contact information of the author or a blog resp. a guest book visible to everybody.

Links: Localisation, Function and Relevance.

The use of links on websites is very important. These can be internal or external links, they should be signalled (underlined or presented in a different colour). When the cursor is put on the link, the hand symbol should show. Links should be up-to-date and permanently functioning. Links should be relevant to the treated subject.

Download Area

It is a positive quality of a website if it has a download area where articles, digital publications, catalogues, images and other interesting information can be downloaded.

Accessibility

Electronic media should be accessible to the highest possible number of people. One basic requirement in this context is the technically flawless HTML programming. In that way even people with defective sight or hearing can use the sites via an appropriate browser. In order to check if the HTML language is flawless, one can control the accessibility of the site, e.g. by visiting: <http://examinator.ws/> or <http://www.tawdis.net/>

Loading Speed

It has a negative effect on the judgement if loading a website or software takes too much time. That can induce a visitor to leave the website or to stop the download. The reason for a slow download can be too large an amount of data, e.g. because of the size or high resolution of images, or the use of certain technologies (Java, JavaScript, Flash, etc.). An excessive presence of advertising banners can also slow down the loading speed.

Search Function

Exhibits will be judged positively if they are equipped with indices, interactive sitemaps or other kinds of search functions which make the finding of information easy for the user.

Compatibility with Different Browsers and Mobile Devices

The electronic programmes and websites should work correctly with all common operating systems and browsers (Internet Explorer, Chrome and Mozilla). It can also be expected that they function without problem on other browsers for notebooks, tablets and smartphones like Opera, Safari etc.

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Technical Facts for Mobile Data Storage Devices:

Current Data Storage Devices

Data should always be stored on the latest data storage devices. It is no use to work with obsolete data storage devices, and out-of-date programme formats are of just as little advantage. When programmes are updated, the programme format and the data storage device must always use the latest available technical standard.

Loading and Opening Speed:

It should be possible to open the software on any computer in no matter which country. The media ought to be installed in an appropriate format so that they can function correctly in any operating system. For data storage devices this means that they ought to be readable with common software, e.g. Acrobat Reader®.

Navigation via “Buttons”

The user must have the possibility to return to the beginning of the book, to switch to different chapters, notes or an index. An interactive index is quite useful.

Technical Facts for E-Books:

E-Book Reader and Reading Software

It should be possible to download and open e-books with the common e-book readers. It is desirable that it does not matter if a special e-book reader is being used or if tablet computers, smartphones, PCs or notebooks are used for reading e-books.

The reader should support the largest possible number of data formats. In case a conversion is necessary to adapt the data format in the best way to the available screen size, the conversion should be uncomplicated and easily manageable.

Book-Specific Qualities

One important aspect in the use of e-books is the presence of book-specific qualities. This refers to advantages common for print versions: e.g. page layout, page turning function, markers. Commercially available readers have installed these qualities on e-books and thus enable a reading standard which is comparable to that of print literature.

Search Functions

In addition to the book-specific qualities, the e-book offers advantages which the print versions cannot provide. Most of all search functions have to be mentioned in this context. Full-text search makes it possible to quickly find any wanted passage in the text.

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4. *Presentation*

The overall impression of an electronic medium is an important criterion to arrive at a judgement. Is the layout / web design well-done? Does the portal page make the user curious so that he wants to look at the rest of the pages?

The most important graphic elements are: background colour, font, text colour and the size and use of images.

Graphic elements should help to find specific contents. This can be achieved with the help of text resp. symbol buttons. They contribute to a high degree of interactivity, in the end that makes up a large part of the convenience of an electronic medium.

To navigate without problems, it is important that the menu and submenu titles are clearly formulated and render the contents exactly; likewise symbols must be unambiguous in identifying the contents. Headlines should summarise the subject of a page precisely so that one can easily find a wanted passage via the search functions.

Visual presentations such as reproductions, diagrams and graphics, facsimiles, scans, animations should be of high quality and pleasantly mounted for the visitor. It is of advantage to show scalable thumbnails of images first. All images should be sufficiently relevant to the treated subject; they must not be just decorative or irrelevant and of a simply anecdotal nature. As far as they are available, colour images should be the standard for electronic exhibits, black-and white reproductions the exception.

The font size should be sufficiently large so that the text can be read without difficulty. Background and text colours ought to be appropriate.

Data storage devices ought to bear an inscription indicating the title, author and date of production. The data storage device must be put into a cover made of plastic, paper or similar material. This cover should also show a graphic design – similar to a book cover – indicating the title, the author and the date of production. In addition, an operating manual should be included for the user. A data storage device with a full colour jacket looks more professional. Visual presentations such as reproductions, diagrams and graphics, facsimiles, scans, should be of high quality and pleasantly mounted for the visitor.

Electronic media must have an explicit imprint containing all data required by the law, furthermore the date of the last update should be mentioned.