

# Crowdsourcing Cultural Heritage

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# Welcome!

- Session 8: Tuesday, 3:00 – 5:00 pm
- Discussion: review testing results
- Hands-on: update designs and/or document lessons from testing

# Discussion: test results

- What did you hear?
- How can you translate that into updates, notes for future designs?
- What would your next test focus on?

# Additional review and critique

- Can your task be made smaller?
- Is the 'call to action' clear and powerful enough to convert sightseers into participants?
- Does the interface contain unnecessary 'friction' that could be removed?
- What might demotivate participants, and how can you avoid that?
- How are contributions validated for correctness?

# Additional review and critique

- Audience
  - Which motivations for starting, continuing are you appealing to?
  - How are participants rewarded?
  - How will they know they're doing their tasks well?

# Additional review and critique

- Content
  - Does the input content need processing or cleaning first?
  - What kinds of crowdsourced tasks create the output data?
  - How might you validate the results?
  - Can you design validation tasks into the project?

# For more inspiration

- Go back to the list of projects listed for speed-dating
- Ask for suggestions for related projects