

Crowdsourcing Cultural Heritage

Mia Ridge and Ben Brumfield

HILT 2014

August 4-8, Maryland Institute for Technology in the
Humanities

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Welcome!

- Session 3: Monday, 1:00 – 2:30pm
- Who participates in crowdsourcing and why?

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Review your speed-dating notes

- What groups of loved, hated aspects emerge?

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Who contributes and why?

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Who participates in crowdsourcing?

People who are passionate about your subject /
people who like doing the task you're offering

Super-volunteers and lots of other people

Amateurs, professionals, 'pro-ams'

People who can't volunteer in regular hours or at
your venues

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Your Paintings Tagger

80% visit art galleries every few months

28% work or volunteer in the arts or museums

55% over 55 years old

79% educated to degree level or above

70% female

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Galaxy Zoo

Over 80% male

Median age 43 years old

Nearly 70% US survey respondents had bachelor's degree or higher

36% in the US, 30% in the UK (118 countries in total)

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Participation is...

Doing core tasks

Helping promote the project

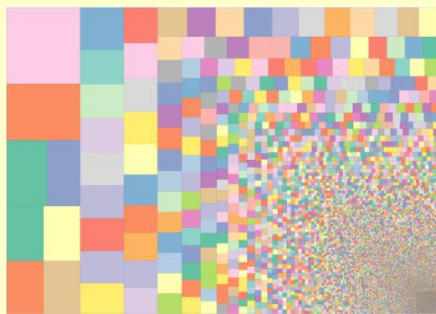
Asking and answering questions

Learning new skills

Developing interests, research questions

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Super-contributors and drive-bys



'16,400 little boxes – one for each person who's contributed to oldWeather. The area of each box is proportional to the number of pages transcribed, between us all we've done 1,090,745 pages.'

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Motivations for participation

Altruistic

- helping to provide an accurate record of local history

Intrinsic

- reading 18thC handwriting is an enjoyable puzzle or they're interested in the subject

Extrinsic

- an academic collecting a quote from a primary source

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Extrinsic motivations



<http://gwap.com>

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Games with a purpose

e.g. labelling images - visual tasks too complex for computers

'players perform a useful computation as a side effect of enjoyable game play'

Data validation built into design

Motivation is fun, not creating data for you

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Intrinsic motivations

People crave:

- satisfying work to do
- the experience of being good at something
- time spent with people we like
- the chance to be a part of something bigger

(Jane McGonigal, 2009)



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Intrinsic motivations for participation

fun

the pleasure in doing hobbies

the enjoyment in learning

mastering new skills,
practicing existing skills

recognition

community

passion for the subject



State Library of Queensland, Australia
<https://secure.flickr.com/photos/statelibraryqueensland/3198305152/>

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Motivations and Galaxy Zoo

I am interested in astronomy	46%
I enjoy looking at the beautiful galaxy images	16
I can meet other people with similar interests	6
I am excited to contribute to original scientific research	22
I can look at galaxies that few people have seen before	8
I had a lot of fun categorising the galaxies	11
I am happy to help	7
I find the site and forums helpful in learning about astronomy	10
I am interested in science	4
I find Galaxy Zoo to be a useful resource for teaching other people	2
I am amazed by the vast scale of the universe	24
I am interested in the Galaxy Zoo project	8

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Motivations and Your Paintings Tagger

I am interested in paintings	85.5%
I like working with people with similar interests	12.3
I am excited to be contributing to research into paintings	60.8
I can look at paintings that few people have seen before	50.5
I have fun categorising the paintings	55
I am happy to help with a national project like Your Paintings	76.3
I find Tagger helpful in learning about paintings	45.6
I find Tagger to be a useful resource for teaching other people	15.7
I am impressed by the wide range of the national collection of paintings	51.5

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