

Crowdsourcing Cultural Heritage

Mia Ridge and Ben Brumfield

HILT 2014

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

Crowdsourcing Cultural Heritage with Mia Ridge and Ben Brumfield at HILT 2014

Welcome!

- While you're getting settled...
 - Check you can get online
 - Slides and exercises are available at:
<http://bit.ly/HILTCrowdsourcing>
- (Long version: <http://www.miaridge.com/hilt-summer-school-crowdsourcing-cultural-heritage/>)

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Welcome!

- Session 1: Monday, 9:30 – 10:45 am
- About this workshop
- Introductions
- Defining crowdsourcing
- A brief history of crowdsourcing
- Key examples

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About this workshop

- A mixture of theory and practice
- Develop practical and analytical skills
- Practice makes perfect: if you finish exercises early, play with more crowdsourcing projects

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What is crowdsourcing?

Crowdsourcing (Jeff Howe and Mark Robinson, Wired, 2006):

'the act of a company or institution taking a function once performed by employees and outsourcing it to an undefined (and generally large) network of people in the form of an open call'

Or, using cognitive surplus: 'the spare processing power of millions of human brains'

Crowdsourcing in cultural heritage?

(GLAMs: galleries, libraries, museums, archives)

Mutually beneficial activities contributing to a shared, significant goal or research question

Tasks like collecting, digitisation, description, transcription undertaken by distributed, possibly anonymous participants

Participation possibly as 'volunteers', via games or own work on (ideally) inherently engaging tasks

Appeals to intrinsic motivations; interest in subject; altruism; mastering new skills

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Basically...

Transforming input content into output content

...via a powerful purpose and / or enjoyable tasks
that people want to help you with

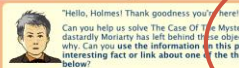
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About Mia

- Currently researching amateur and academic historians and scholarly crowdsourcing, PhD in Digital Humanities in the Department of History, Open University
- MSc in human-computer interaction: crowdsourcing games to improve object metadata to enhance museum collections
- Previously, cultural heritage technologist

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Donald's detective puzzle



"Hello, Holmes! Thank goodness you're here! Can you help us solve The Case Of The Mysteriously Missing? Moriarty has left behind a clue: why. Can you use the information in this puzzle to find the interesting fact or link about one of the things below?"

You may need to hunt around for some relevant facts. Try the internet. Then report back to Headquarters by filling in the form below. If you succeed, you'll get 250 merit points towards a promotion. I've selected some objects at random - take your pick. I know this link will open a new window and show you some great reports submitted.

Toy motor car of a Vanguard Estate



Toy fish by Mettoy



Optical instrument for measurement of astronomical distances



Dora's lost data



"Hi, my name is Dora, and I'm a junior curator. It's my first day and I've made a big mistake - I accidentally deleted all the information we were going to add to our collections online. I need to re-label them, and quickly..."

Can you help? Add words about the thing in the picture that would help someone find it on Google - how it looks, what does, who might have used it - anything you can think of."

Scale model (1:10) of Swift gamma-ray burst satellite

Object from: Powerhouse Museum.

Date: c. 2000 Place: University Of Sydney



Add words (tags) to describe this object

Tags

Tip: separate each tag with a comma, like this: tag, label, a phrase, name, names.

Tag

Not sure about this object? Get a different object, it won't affect your points.

Tip: save this URL if you want more time to think or research: <http://museumgame.es/objects/223>

Glass plate negative of view of the Shipard family at Bungowannah, near Albury

View [object on the Powerhouse Museum site](#) (opens in new window).
(Accession num: 2058/165/1-157)



Thumbnail: under license from Powerhouse Museum.
So far people have added content in 10 turns about this object.

Tags

family, dog, photograph, negative, glass plate, Shipard, Albury, verandah, black and white photograph, relaxed group, informal, Albury, family group, glass plate negative, photograph, family, dog, shipard family, Shipard, photograph, adults, male, beards, children, dog, outside, trees, costume, beards, waincoat, dog, family, shipard, braces, boots, glass, plate, negative, photography, family, domestic, bungowannah, children, dog, outdoor, portrait, Negative, glass plate, monochrome, Sydney, family portrait, dog, house, children, 1900, Bungowannah, Albury, Joseph Shipard, Arthur Phillips, family, dog, black and white, trees, old, old fashioned, antique, photograph, family, dog, Australia, house, tree, father, children

Headline: Family pictures and social history 1906 Bungowannah

Summary: Photographic glass plates pre-date film and negatives and were common up until the early 1900's and could still be processed up to the 1980's. Photographic prints can then be made from the glass plates. The plate above is held at the powerhouse but members of the family also have copies of the Photograph. The plate shows Joseph Shipard was born 22/4/1858, died 17/9/1945. Never married. Ephraim Shipard (Teddy) was born 22/10/1866, died April 1938. The children Stanley John was born 17/7/1898, died 1968, and Resene Maud, born 22/2/1904, died 28/10/1995. All reared outside their home in Bungowannah outside Albury in 1906. The plate negative is part of a larger collection at the museum that shows locations and buildings around Sydney and New South Wales. Importantly it shows the social context and economic history of the time.
Source: Powerhouse museum, Raymond Phillips

One Facebook status update asking for players: 180 turns (176 tagging turns, 4 fact turns), 1179 tags and 4 facts about 145 objects from 26 players in c. 6 hours

About you

- My name is ___, I'm a ___ from ___. I'm interested in crowdsourcing because ___.
- If you have a project in mind:
 - What kind of material, uses, audiences do you have in mind?

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Your questions

- Write the main thing you're interested in learning about on a post-it note
- Also write any questions on separate notes, whether...
 - questions based on the pre-workshop reading
 - questions about a specific project you want to work on
 - general questions about crowdsourcing

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Definitions

Crowdsourcing and related terms

User-generated content, including oral history
Human computation
Citizen science, citizen history
Academic (e.g. humanities) crowdsourcing
Community-sourcing, nichesourcing
Cognitive surplus
'the wisdom of crowds'
Crowdfunding

Why crowdsourcing in cultural heritage?

Fix the 'semantic gap', enhance discoverability
Digitisation backlog: collections are big, resources are small
Create engaging experiences for the public, meaningful forms of participation
Access external specialist expertise
Support needs of scholarly researchers e.g. participant transcription

Some history

Crowdsourcing before the web

19th Century natural history collecting

1849 Smithsonian weather observation project

1857, 1879 Oxford English Dictionary appeals

WWII Soldiers given a *Field Collector's Manual in Natural History* by the US Museum of Natural History



James Murray, editor, OED, with contributor slips
<https://en.wikipedia.org/wiki/File:James-Murray.jpg>

Example outputs

Links, relationships between content

Ratings/Votes

Tags

Corrections

Transcriptions

Descriptions

Geolocation

Translations

Images, multimedia

Game levels

Research

Object identification

Family records

Objects, documents

Personal experiences, memories

And more!

Examples

For each example, think about...

- What's their 'call to action'?
 - How closely does it match their mission?
 - Can you see how to start participating?
- What audiences is it aimed at?
 - Appeal to motivations for starting, continuing?
 - How are they rewarded?
- Data input and data produced?
 - What kinds of tasks create that data?
 - How are contributions validated?
- How productive, successful overall?

ReCAPTCHA



Automatically translated Text

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MISSED FRIENDS

Circulating as it does throughout the Southern Hemisphere, "The World's News" is unique as a medium for the discovery of a missing friend. The chance for these advertisements to let words be cash, and thereafter in pay line.

NUTLEBORN, WILLIAM, of Hull, England, who is a— was acquainted in 1886, and was last heard of in 1893, is requested to write to his nephew, A. W. Butler north, 44 Lockwood-terrace, Hull.

GILPIN, JOSEPH, last heard of at Melbourne, Ohio associates with cousin, Mary Jane Kilton (now Mrs. Carpenter), 30 Waterman's', Alexandria, Yorkshire, Eng land;)

KORNER, Mrs., last heard of by advertiser at Wigan Wigan between 4 and 5 years ago, cooking at Export

Words 24 cash, and thereafter in per line.

GREENBROOK, WILLIAM, of Hull, England, who last went to Australia in 1882, and was last heard of in 1893, is requested to write to his nephew, A. W. Butler north, 44 Lockwood-terrace, Hull.

GILPIN, JOSEPH, last heard of at Melbourne, Ohio associates with cousin, Mary Jane Kilton (now Mrs. Carpenter), 30 Waterman's', Alexandria, Yorkshire, Eng land.

KORNER, Mrs., last heard of by advertiser at Wigan Wigan between 4 and 5 years ago, cooking at Exported Penny; those commensurate with Charles F. Korner, care "Forest Herald", Ipswich, Mass.

DAWNEY, EDWARD WALSH, who sailed from Eng- land in the ship Chatham, about 1881, and went to the mid districts, Ireland, Victoria, is sought for by his brother, Francis Percell (now Mrs. Hall), of Melbourne, Central Surrey, England.

BENDON, Mrs. (formerly Laura Mendon), left Man- chester, England, for Melbourne, Victoria, in 1882, and was last heard of in 1893, is requested to write to her sister, Margaret, 100, Manningham, Bradford, England.

DALE, Mrs. (formerly Jane Dale), last Resident, in- habited in New Zealand, in 1881. Please write to mother, Mrs. Joseph Dale, Kingston, New South Wales, New South Wales, New South Wales.

PROCTOR, JOHN whose last address, in 1901, was 4 Chancery, Adelaide, is sought for by his sister, Mrs. George A. Roberts, Adelaide, South Australia, New Zealand, England.

WILKINSON, WILLIAM WALLACE WATSON, or EDNA WILKINSON (natives of Derbyshire) England; please commensurate with EMIL DALL, 35, Lane, Thorne, N. York, Shadler Werthe, care West Midlands, N.W.S.

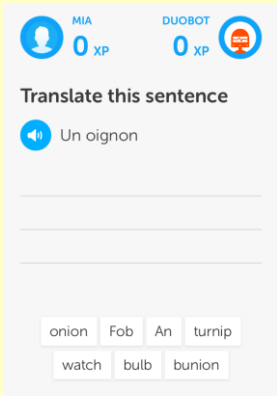
2 of 2

Close

Print

[illegible][illegible]

Translation - Duolingo



FamilySearch



...indexing goes mobile



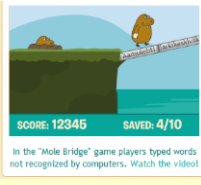
<https://tech.lds.org/blog/455-new-familysearch-indexing-app-now-available>

Digital Koot, National Library of Finland

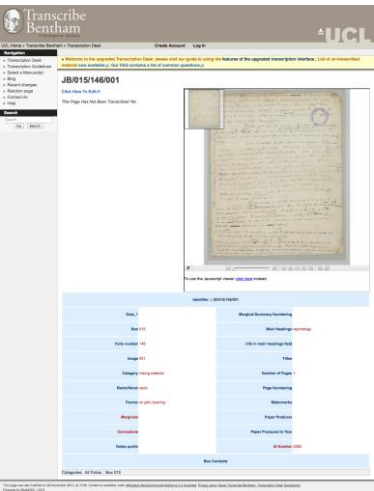
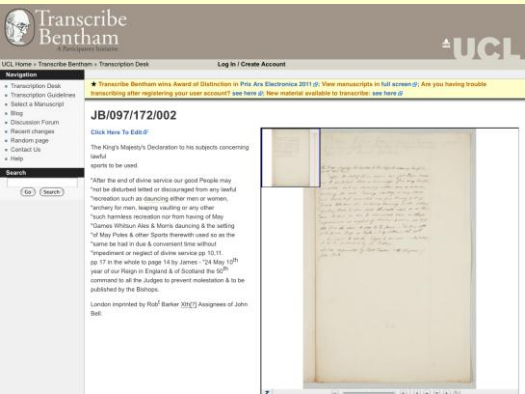
In almost two years, nearly 110,000 participants completed over 8 million word fixing tasks

Volunteer top 10

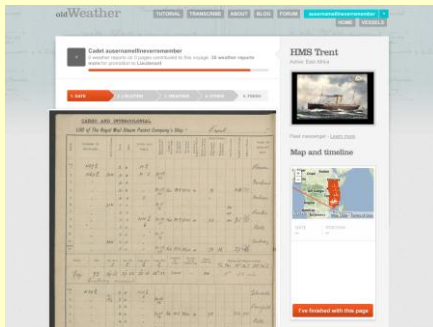
Name	Tasks	Hours	Name	Tasks	Hours
1. Petri M.	348 422	395	6. Timo H.	96 838	48
2. Kari K.	188 128	169	7. Tea R.	90 346	76
3. Vesa S.	176 519	209	8. Jukka H.	73 476	61
4. Anja S.	133 400	106	9. Mikko V.	61 129	94
5. Kirsi K.	98 533	50	10. Anne-Maari J.	40 763	51



Transcribe Bentham



Old Weather



Operation War Diary



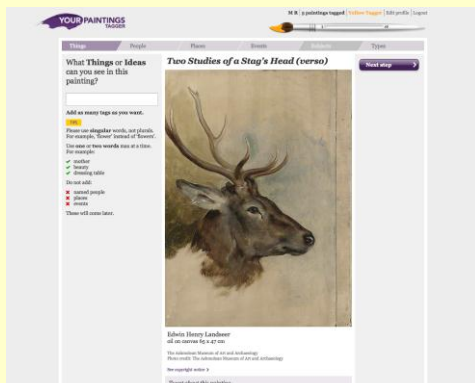
NYPL 'What's on the Menu?'




HistoryPin



PCF Tagger








10 Most Wanted

a website for the Museum of Design in Plastics

[Home](#)
[How to Begin](#)
[Points & Prices](#)
[Hall of Fame](#)
[Research Tip](#)
[Solved Cases](#)
[Cold Cases](#)

ice bucket and tongs

This is an intriguing object which we know little other than it was made in Australia. We are hoping the down under members of the Plastics Historical Society might help us to learn more about it.



Case number: AIBDC : 0,6445

A turquoise, white and silver coloured ice bucket and tonge set. The ice bucket has a ribbed silver pattern and a liner inner with drainage holes in the bottom.

[View more images on the MoDip site](#)

Designer	Unknown - Western
Manufacturer	Australia
Country	1960 - 1969 1970 - 1979
Size	height 180 mm, diameter 140 mm
Dimensions	pink, uncoloured, tinted
Materials	coloured metallic
Colors	blue, clear, white
Identification	"Made in Australia"

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British Library Sound Maps

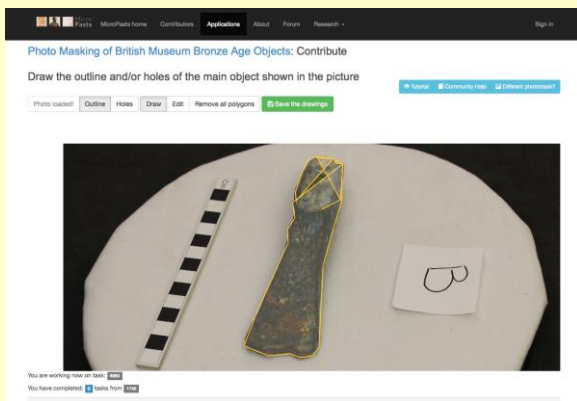
Sound map - UK Soundmap

The UK Soundmap, the first nationwide sound map, invited people to record the sounds of their environment, be it at home, work or play. Over 2,000 recordings were uploaded by some 350 contributors during the period July 2010 to July 2011. [Further information](#)



Your accents <http://sounds.bl.uk/Sound-Maps/Your-Accents>
<http://sounds.bl.uk/Sound-Maps/UK-Soundmap>

Micropasts photo-masking



Types of content

Links between content
(relationships)

Ratings/Votes

Tags

Corrections

Transcriptions

Descriptions

Geolocation

Images, multimedia

Game levels

Research

Object identification

Family records

Objects, documents

Personal experiences,
memories

And more!

Typical tasks in crowdsourcing

Tagging (subjective, personal, factual)

Transcription (including OCR correction)

Moderating (debunking, flagging for review)

Writing personal stories or memories

Linking, relationships

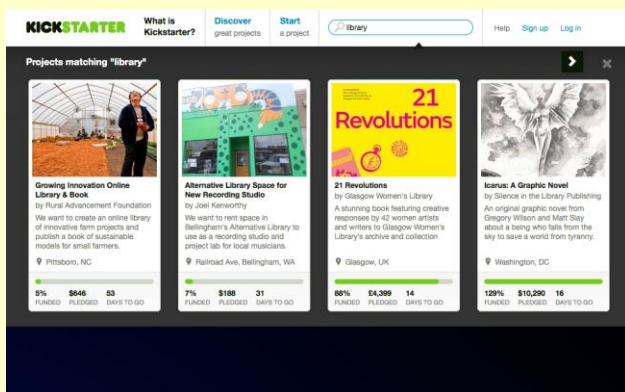
Stating preferences

Categorising

Creative responses

Georeferencing

Crowdfunding



Reasons for contributing to crowdfunding

Participation: They want to be part of something bigger than themselves.

People: They care about and believe in the people running the campaign and want to support them.

Purpose: They believe in the campaign's goals and want to help move those goals forward.

Perk: They want a reward in exchange for their contribution.

Source: http://www.ssireview.org/blog/entry/crowdfunding_for_nonprofits by Erin Morgan Gore & Breanna DiGiammarino
