

# Welcome!

Session 5: Tuesday, 9:00 – 10:30 am

- Best practice in design for crowdsourcing in cultural heritage
- Ecosystems of tasks and learning

# Any questions from yesterday?

# Project speed dating!

Think back to the projects you tried; be prepared to give examples from it during design discussion

# Designing crowdsourcing projects



# Design tips for crowdsourcing

- Demonstrate a close match between the crowdsourcing project and the mission of the organisation running it - in interface, dialogue, across whole project
- Which project does this well? Poorly?

# Design tips for crowdsourcing

- Show, don't tell - let people see the impact of their contributions
- Which project does this well? Poorly?

# Design tips for crowdsourcing

- 'Validate procrastination' - give people an altruistic excuse to spend time on your tasks
- Which project does this well? Poorly?

# Design tips for crowdsourcing

- Design for 'super taggers' and for people who do just one or two tasks
- Which project does this well? Poorly?



# Design tips for crowdsourcing

- 'On-boarding' is important.
- Once people are convinced to take action, do they know where to go?
- Avoid too many steps before contributing
- Start with simple tasks, get feedback on your contribution and show the difference it made

# Design tips for crowdsourcing

- 'Choose your own adventure'
- Some people love being able to choose the material or task they start with (others hate having to make decisions)
- Make available content obvious

# Design tips for crowdsourcing

- Show people what they'll learn by taking part

# Design tips for crowdsourcing

- Supply 'social proof' - other people are contributing.
  - Show recent(ish) activity

# Design tips for crowdsourcing

- No broken windows
  - No spammy or trolly content
  - Let visitors report content

# Design tips for crowdsourcing

- Design microtasks - the smallest possible task, especially at the start

# Design tips for crowdsourcing

- Provide appropriate controls for media
  - e.g. image zoom, contrast, rotation

# Design tips for crowdsourcing

- Don't assume the audience...
  - Is on (or likes) social media
  - Understands your jargon or context
- Test or do audience research!



# 'Call to action'

All 'microcopy' on the site should help explain

- What - task, scope and type of material
- Why - tie in to motivations, why participating makes a difference and/or is enjoyable

# Remove friction

- . Obvious points:
  - . Registration and logins. (Consider registration prompts after completing a few tasks)
  - . Jargon; lots of text; long videos
- . Less obvious points - uncover through usability testing

# Uncertainty?

'transcribe letters, marking up significant people, places and events'

- But - what's 'significant'? Significant to whom?  
What if I can't find a matching term?

- Create microcopy that anticipates questions
- Scaffold tasks - provide clear boundaries

# Design for participation

- Make it easy for people to do the right thing
- Scaffold the experience:
  - tightly defined tasks,
  - reduce uncertainty about quality of contribution,
  - provide feedback on progress

# Casual game design

- Not 'gamification'!
- Build any tests for skill or experience requirements into the interface
- Build tutorials for new skills into application at the point where it's needed; provide good feedback on actions

# Try 2048

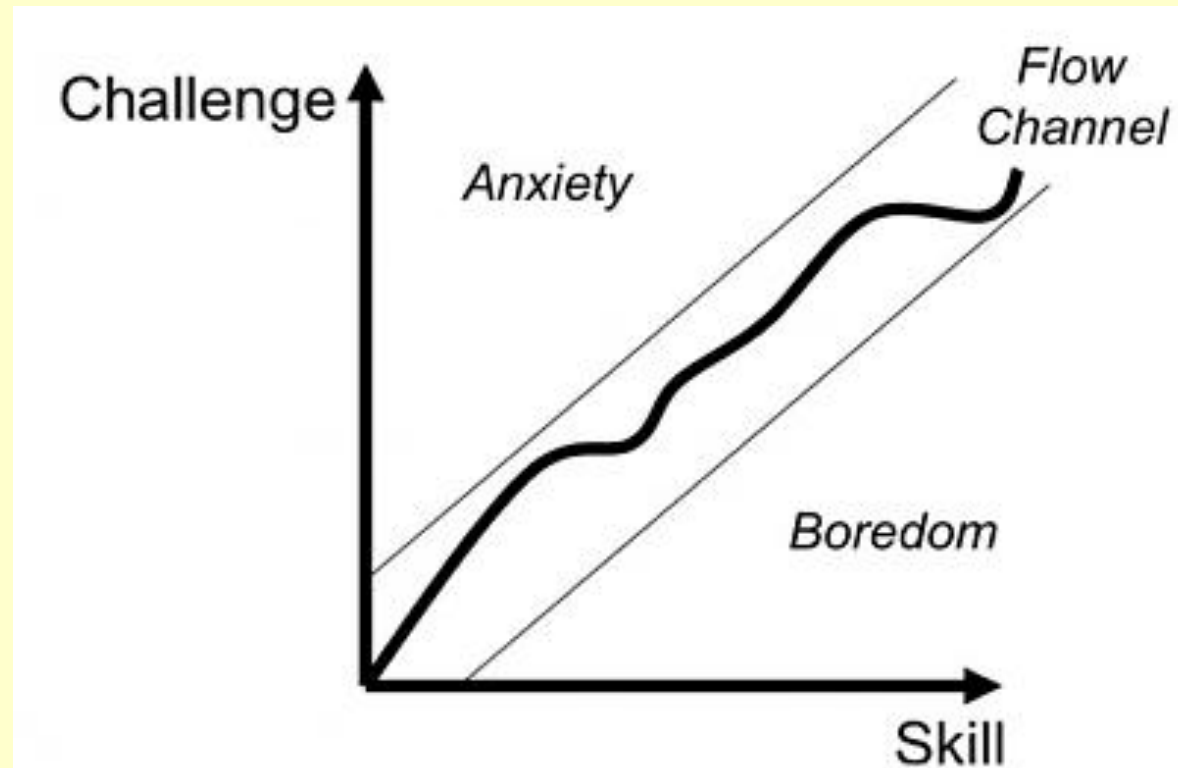
- <http://gabrielecirulli.github.io/2048/>
- Play for a few minutes - observe how the game teaches you what to do

# Design for 'flow'

- When have you been in flow?
- What was the context?

# Design for 'flow'

- Clear sense of goals
- Feedback on progress towards goals
- Skills matched to challenge
- Attention focused on task
- 'in the moment'
- Not worried about external factors



"Flow" concept by Mihaly Csikszentmihalyi. Drawn by Senia Maymin.



# Designing for motivation

- Match 'microcopy' messages to motivations
- Match tasks and rewards to motivations
- Anticipate which motivations might change over course of a project; design for progression
- Don't replace intrinsic with extrinsic motivations, just make it easier for people to participate.

# Designing for on-going participation

- Support increasing mastery
- Design an ecosystem of tasks
- Support new skills, new roles within project
- Support emergence of a community
- Plan to re-design

# Crowdsourcing as 'stepping stones'



Botanical  
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### Harry Corbyn Levinge

Mr **Harry Corbyn Levinge** (1831-11/1896) of Knock Drin Castle, Mulligar, J.P., D.L. Spent many years in the Indian Civil Service [Bengal], where he collected ferns; particularly in Sikkim and Kashmir. Unfortunately much of his collection was destroyed in a fire. On his return, he interested himself in the Irish flora and contributed a number of important papers on this topic to the Irish Naturalist and the J of Botany (1892). Published "The plants of Westmeath" in 1894. The fern *Adiantum levinge* was dedicated to him by J G Baker. His herbarium is now housed in the National Museum in Dublin.



WESTMEATH PLANTS.  
By E. F. AND W. R. LINTON.

The plants here enumerated are most of them records for District VII. of the *Cybele Hibernica* (these have an asterisk prefixed), and were observed by us while enjoying the hospitality of Mr. H. C. Levinge at Knock Drin Castle last July. Some of them were detected by the Rev. E. S. Marshall, our fellow-guest for part of the time, and some were pointed out to us by Mr. Levinge himself, whose investigations have done so much to throw light on the Flora of Westmeath. A rainy season had set in, and hindered work during part of our visit; but, thanks to the long preceding drought, many wet localities were unusually accessible, and all the loughs had sunk below their normal level.



<http://www.botanicgardens.ie/herb/books/intos.htm> and <http://www.archive.org/stream/journalofbotanyb34trim#page/240/mode/1up/search/leving>; <http://www.archive.org/stream/journalofbotanyb30londonuo#page/194/mode/1up/search>

<http://herbariaunited.org/atHome/>

# Ecosystems and holistic design

- Ecosystem of crowdsourcing projects
  - Crowdsourcing tags or transcription to support discoverability and other crowdsourcing tasks
  - Validate data created in other projects
  - Help surface most interesting items
  - Help find most difficult items for advance challenges
- Supports different abilities, skills, types of challenge