

Crowdsourcing projects and undergraduate education

While we're getting started:

- Have you ever participated in a crowdsourced project? (e.g. voluntarily tagged, described, transcribed images, documents or other media)
- What did you enjoy about it?
- Were you motivated to continue? Why/why not?

Crowdsourcing projects and undergraduate education

Mia Ridge, Open University
@mia_out <http://openobjects.org.uk>

NITLE Shared Academics
8 May 2013

Overview

- Definitions
- Example crowdsourcing, citizen science and citizen history projects + discussion
- Motivations for participation, levels of engagement, ethics + discussion
- Discussion: applying what you've learnt to undergraduate teaching

Who am I?



<http://bit.ly/13JqWpr> Tool from <http://neatline.org/>

Donald's detective puzzle



"Hello, Holmes! Thank goodness you're here!

Can you help us solve The Case Of The Mysteriously Dastardly Moriarty has left behind these objects. Can you **use the information on this page** to find an **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. If you succeed, you'll get **250 merit points** towards a promotion.

I've selected some objects at random – take your pick. I know you'll like it, so this link will open a new window and show you some [previously submitted reports](#).

Toy motor car of a Vanguard Estate



Toy motor car, 'Micro Models', Vanguard Estate (Australia) Productions Pty Ltd, Australia, Vanguard estate car with a diecast zinc twin cylinder engine. The body of car has a dark green enamel finish.

Object from: Powerhouse Museum. (Accession number: 2009-4034)

Image credit: Powerhouse Museum.

Take the facts

Toy fish by Mettoy



Toy fish, tin plate, made by Mettoy, Great Britain, with a yellow and green body and scales painted in red, green, black and white. There is a clockwork motor on the back.

Object from: Powerhouse Museum. (Accession number: 2009-4034)

Image credit: Powerhouse Museum.

Take the facts

Optical instrument for measurement of astronomical objects



Optical instrument, for measurement of astronomical objects, made of metal / glass / wood, used at Sydney Observatory, made by Troughton and Simms, London. An optical machine for measuring astronomical objects.

Object from: Powerhouse Museum. (Accession number: 2009-4034)

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: Science Museum.

Date: c. 2000 Place: University of Leicester (Accession number: 2009-4034)



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://museumgam.es/dora/?obj_ID=225

Over to you...

- Have you ever participated in a crowdsourced project? What did you enjoy about it?
- Has you set crowdsourced tasks (like transcription or tagging) for their students?
Any tips to share?
- Let me know if you have a potential crowdsourcing project in mind

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, ‘the spare processing power of millions of human brains’

'A thousand readers are wanted, and
confidently asked for'

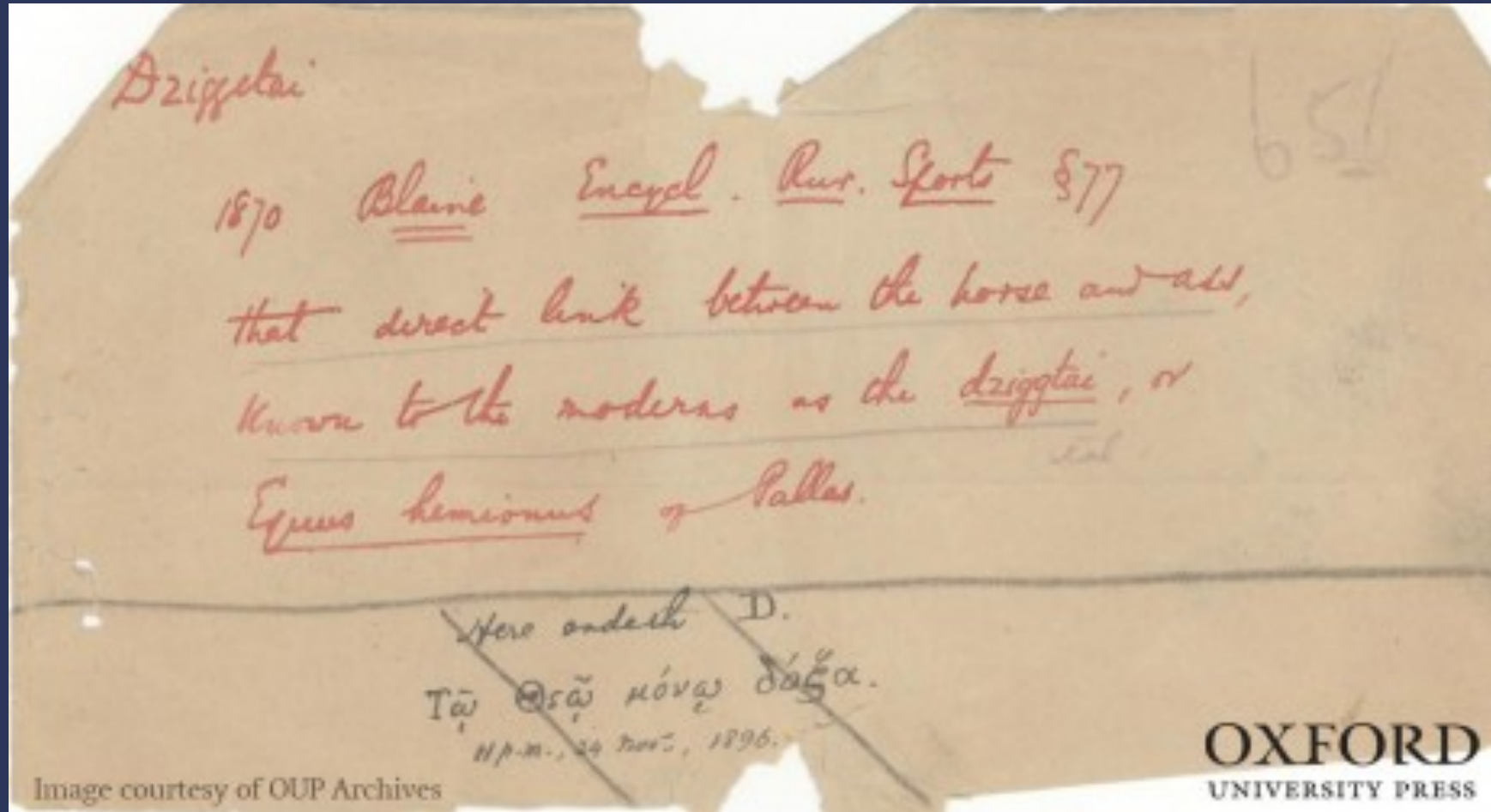


Image courtesy of OUP Archives

<http://blog.oxforddictionaries.com/2013/02/james-murray/>

Citizen science, citizen history, and other participatory projects

- Citizen science: ‘the engagement of non-professionals in scientific investigations’
- Citizen history: as above
- Humanities crowdsourcing: ‘leveraging public participation in or contributions to projects and activities’
- All potentially a form of engagement that contributes towards a shared, significant goal or research question by asking the public to undertake tasks that cannot be done automatically

...and related terms

- Niche-sourcing
- Community-sourcing
- Micro-volunteering
- User-generated content
- Human computation
- Collective intelligence
- The wisdom of crowds

Examples

National Library of Australia: Trove

Lists (None yet) [Login to create lists](#)

Tagged (None yet) [Add Tags](#)

Comments (None yet) [Add New Comment](#)

Electronically Translated Text [Fix this Text](#)

Why may this text have mistakes?
How to correct this text?

1 correction by anonymous - [Show corrections](#)

Balwyn Teams

Balwyn A to meet Hawthorn East Melbourne at **Balwyn** Park at 2:30 p.m. -Moncrieff, Tickle, Smith, Douglas, Newton, Beach, Shelton, M Haysom, Bray, Preiser, Padgham, Williams.

Balwyn B to play Hawthorn Footballers at Illawarra Park Kooyong. Players to assemble

Johnson, W. ...
N. Russell, H. Walker, Emergent ...
110), R. Pinchbeck.

Balwyn Teams

Balwyn A to meet Hawthorn East Melbourne at **Balwyn** Park at 2:30 p.m. - Moncrieff, Tickle, Smith, Douglas, Newton, Beach, Shelton, M Haysom, Bray, Preiser, Padgham, Williams.
Balwyn B to play Hawthorn Footballers at Illawarra Park Kooyong. Players to assemble at **Balwyn** Park at 2 p.m. sharp. McDonald, Le ...
Balwyn C to meet at **Balwyn** Park at 2:15 p.m. - Kilne, Swan, Douglas, August, B Flynn, R. Flynn, Howell, Rice, Lasee, Moncrieff, Hawlings.

GIRLS' CRICKET BEGINS TO-DAY

Teams Announced

With a record number of teams competing, girl cricketers will begin their inter-club competitions to-day. Four teams will have the advantage of being led by girls who have just returned from England after having played with the Australian

Donald Thomson, research fellow of University of Melbourne, anthropologist and explorer, returned to his home in Melbourne yesterday. (Page 3)

Substantial benefits for Australian producers and exporters are announced in new trade agreement which the Prime Ministry has concluded with Canada. (Pages 1 and 2.)

Monday marks the opening of the election campaign of the Federal Ministry in Victoria. (Page 3)

A young man who was injured when he fell on the steps at a railway station in Sydney was awarded £1,000 damages. (Page 1.)

Municipal health officers urged that apartment-houses should be controlled by legislation. They gave instances of squalor in many Melbourne apartment-houses. (Page 4.)

The Rev. Dr. Roderick Macleod, a distinguished Scottish minister, has arrived in Melbourne for the centenary of the Presbyterian Church. (Page 3)

A postal employee was committed to the Third City Court for trial on a charge of having stolen letters from the mail. (Page 11.)

A stock and station agent of Emerald was injured when a motor-car which was driving was struck by a train at a level crossing in the town. (Page 11.)

[View entire page](#)

FamilySearch

FAMILYSEARCH INDEXING

INDEXING NEWS PROJECTS HELP Sign In Register Languages: English

Field Name	Field Value	Answers
Image Type	Normal	
State of Birth		
County of Birth		
City or Town of Birth		
Child's Given Names		
Child's Surname		
Gender		
Color or Race		
Month of Birth		
Day of Birth		
Year of Birth		

THE CHURCH OF JESUS CHRIST OF LATTER-DAY SAINTS © 1999-2011 Intellectual Reserve, Inc. Version : 3.11.1-8890

2012 Statistics

Total records indexed: 534,108,416

Total records arbitrated: 263,254,447

Total volunteers contributing: 348,796

Total estimated hours contributed: 12,764,859

On "5 Million Name Fame" event day, July 2012:

Indexed Records: 7,258,151

Arbitrated Records: 3,082,728

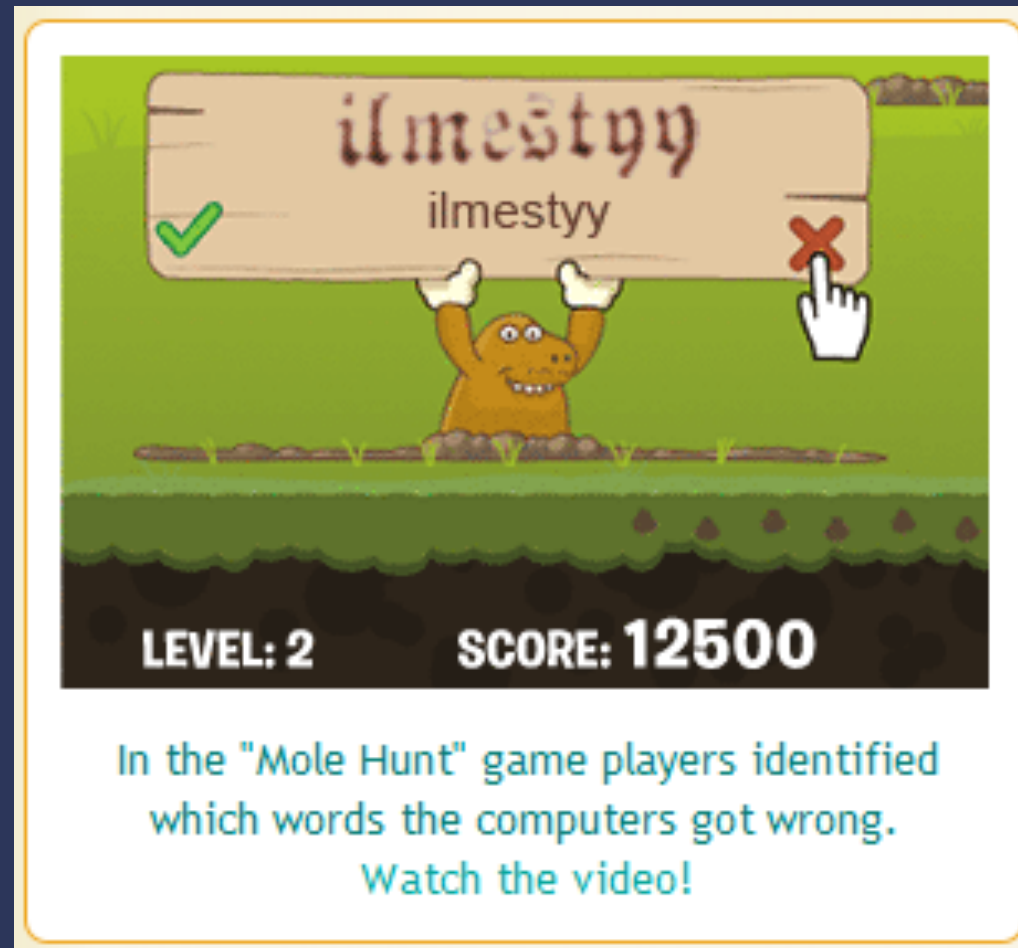
Total Records Worked: 10,340,879

Volunteers participating: 46,091.

<https://familysearch.org>

Digitalkoot

Less than two years,
almost 110,000
participants
completed over 8
million word fixing
tasks



<http://www.digitalkoot.fi/>

Transcribe Bentham



UCL Home » Transcribe Bentham » Transcription Desk

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Search

★ [Transcribe Bentham wins Award of Distinction in Prix Ars Electronica 2011](#); [View manuscripts in full screen](#); [Are you having trouble transcribing after registering your user account? see here](#); [New material available to transcribe: see here](#)

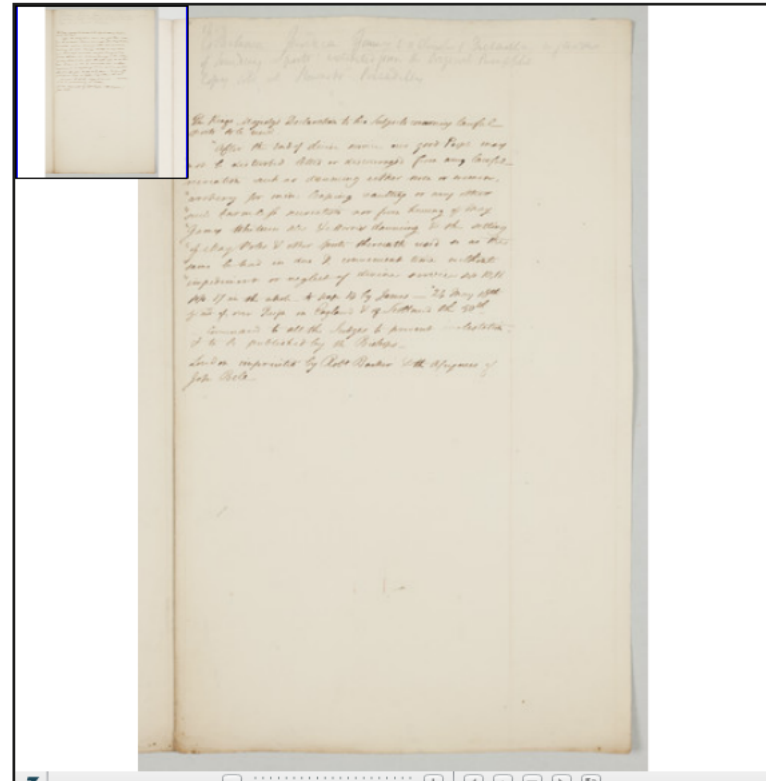
JB/097/172/002

[Click Here To Edit](#)

The King's Majesty's Declaration to his subjects concerning lawful sports to be used.


"After the end of divine service our good People may
"not be disturbed letted or discouraged from any lawful
"recreation such as dauncing either men or women,
"archery for men, leaping vaulting or any other
"such harmless recreation nor from having of May
"Games Whitsun Ales & Morris dauncing & the setting
"of May Poles & other Sports therewith used so as the
"same be had in due & convenient time without
"impediment or neglect of divine service pp 10,11.
pp 17 in the whole to page 14 by James - "24 May 10th
year of our Reign in England & of Scotland the 50th
command to all the Judges to prevent molestation & to be
published by the Bishops.

London imprinted by Rob^t Barker Xth[?] Assignees of John Bell.



Snapshot Serengeti

SNAPSHOT SERENGETI



Gazelle (Thomson's) (2) ×

Looks like ▾

Pattern	Color	Horns	Tail	Build
Aardvark	Giraffe		Porcupine	
Aardwolf	Guinea fowl		Reedbuck	
Baboon	Hare		Reptiles	
Bat-eared fox	Hartebeest		Rhinoceros	
Bird (other)	Hippopotamus		Rodents	
Buffalo	Honey-badger		Secretary bird	
Bushbuck	Hyena (spotted)		Serval	
Caracal	Hyena (striped)		Topi	
Cheetah	Impala		Vervet monkey	
Civet	Jackal		Warthog	
Dik dik	Kori bustard		Waterbuck	
Eland	Leopard		Wildcat	
Elephant	Lion (female or cub)		Wildebeest	
Gazelle (Grant's)	Lion (male)		Zebra	
Gazelle (Thomson's)	Mongoose		Zorilla	
Genet	Ostrich		Human	

Finish

Tutorial Clear filters

<http://blog.zooniverse.org/2012/12/11/snapshot-serengeti/>


British Library Georeferencer

The screenshot displays the British Library Georeferencer interface. At the top left, the 'BRITISH LIBRARY' logo is visible. The main header reads 'ONLINE GALLERY' with the subtext 'See 30,000 items from our collection'. A user profile for 'ChrisFleet' is shown in the top right corner. Below the header, there are navigation tabs for 'Georeference', 'Visualize', 'Accuracy', and 'This map'. A 'Control points' section includes a 'Clip' button. The interface is split into two main panels. The left panel shows a historical map titled 'Leicester and Loughborough - 1815.jpg' with several blue control points numbered 1 through 21. The right panel shows a modern map of the same area with a search bar and a dropdown menu for map styles, including 'OpenStreetMap by MapQuest', 'Google Streets', and 'NLS Historical Maps (UK)'. A 'SAVE' button is located in the top right of the right panel. The bottom of the interface contains a 'Data Center' link and copyright information: 'Georeferencer © 2012 UrbanTechnologies & British Library'.

<http://www.bl.uk/maps/>
'Georeferencer: Crowdsourced Georeferencing for Map Library Collections'

NYPL 'What's on the Menu?'

A New York Public Library website [Explore others!](#)

NYPL Labs  **What's on the menu?** Est. 2011

[Menus](#) | [Dishes](#) | [Data](#) | [Blog](#) | [About](#) | [Help](#)

FRESH MENUS! FRESH MENUS! FRESH MENUS! FRESH MENUS! FRESH MENUS! FRESH MENUS! FRESH MENUS! FRESH MENUS! FRESH MENUS! FRESH MENUS! FRESH MENUS!

Help The New York Public Library improve a unique collection!

We're transcribing our historical restaurant menus, dish by dish, so that they can be searched by what people were eating back in the day. It's a big job so we need your help! [Learn more.](#)

We need you!

Help transcribe







It's easy! No registration required!

So far: **1,156,348 dishes** transcribed from **16,243 menus**

Connect: menus@nypl.org | [Twitter](#) | [Facebook](#)

Hail to the Chief!

Get ready for Inauguration Day with these presidential menus.

					
U.S.M.S.S. 'President Arthur'	S.S. President Johnson 1932	S.S. 'President Harding'	S.S. 'President Roosevelt'	S.S. Wilson 1955 25 dishes	Pullman Dining Car Service Th... 1901

<http://menus.nypl.org/>

Ancient Lives

The screenshot displays the 'Ancient Lives' web application interface. At the top, the 'ZOONIVERSE' logo is on the left, and navigation links for 'Transcribe', 'Measure', 'Lightbox', 'Help', 'About', 'Blog', 'Talk', and 'Sign in' are on the right. Below the navigation is a header with the text 'ANCIENT LIVES' over a background image of a desert landscape. The main content area features a large image of a papyrus manuscript with several Greek characters highlighted by colored circles (Gamma, Yota, Mu, Chi, Omicron). To the right of the manuscript is a smaller inset image showing a zoomed-in view of the text. Below the manuscript is a keyboard interface with Greek characters and symbols. The interface is surrounded by various toolbars and controls, including 'Zoom', 'Rotate', 'Toggle', 'Auto', 'Delete', 'Colour', 'Map', 'Match', 'Talk', and 'Next'. At the bottom, the 'University of Oxford ANCIEN LIVES' logo is on the left, and links for 'News', 'Talk', 'Twitter', and 'Labels On Off' are on the right.

<http://ancientlives.org/>

Old Weather

oldWeather


TUTORIAL
TRANSCRIBE
ABOUT
BLOG
FORUM
ausernamellneverremember

HOME
VESSELS

Cadet ausernamellneverremember
0 weather reports on 0 pages contributed to this voyage. 30 weather reports more for promotion to Lieutenant


HMS Trent

Active: East Africa



Fleet messenger - [Learn more](#)

Map and timeline



DATE
POSITION

--
--

I've finished with this page

CARGO AND INTERCOLONIAL

LOG of The Royal Mail Steam Packet Company's Ship " *Trent* "

DATE	COURSE BY STANDARD	Error of Compass	WIND	WIND AND FORCE	Barometrical Barometer	Height of Barometer	Direction of Surface Current	Force of Surface Current	Direction of Underway Current	Force of Underway Current	Every 4 hours, Direction of Water	Temperature of Rain	Direction of Rain	Quantity of Rain	Direction of Drizzle	Quantity of Drizzle	Direction of Fog	Quantity of Fog	NAME OF LOOK-OUT MAN.																														
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2	N 62 E	2 0	N E	5	30.07	160	39.8	9550	4	79									Barkins																														
3	"	2 0	"	"	"	"	"	"	"	"									Holson																														
4	"	2 0	"	"	"	"	"	"	"	"									Barler																														
5	"	2 0	"	"	"	"	"	"	"	"									Bell																														
6	"	2 0	"	"	"	"	"	"	"	"									Aubrey																														
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4	"	2 0	"	"	"	"	"	"	"	"																																							
5	"	2 0	"	"	"	"	"	"	"	"																																							

<http://oldweather.org/>

From transcribing logs to maritime history

Naval History Homepage and Site Search

With thanks to OLD WEATHER, a **ZOONIVERSE** Project



USRC Manning (USCGC, click to enlarge)

United States Revenue Service/Coast Guard Log Books of the 19th and 20th Century

US Revenue Cutter MANNING - February to December 1916, Alaskan Waters

To be edited

[back to Log Book Home page](#)

Revenue Cutter

(official name possibly Daniel Manning, 1831-87, 37th Secretary of the Treasury)

Type and Characteristics: Brigantine-rigged steam cutter, one of five of same class and almost the last cutters rigged for sail, served as design for USRC cutters for next 20 years (*above, later in her career with two pole masts*), built by Atlantic Works, East Boston, MA at cost of \$159,950, equipped with first electric generators in USRC vessels, commissioned 6 or 8 January 1898, 1,150 tons displacement, 205ft long x 32ft beam x 13ft 9in draft, triple-expansion steam engines, 2,181shp, maximum speed 17 knots, armed with 4-6pdr rapid fire guns, crew of 75 - 10 officers, 65 enlisted men. Rig later reduced to two pole masts.

Log Period and Areas of Service: 1898-1930, East and West Coasts of US, Alaskan waters, Spanish-American War and World War 1 service.

Summary of Service

8 January 1898 - Commissioned under the command of Captain R. M. Clark, and assigned to New England coast patrol duties.

24 March-17 August 1898 - Served with US Navy out of Norfolk as coastal patrol vessel, and from May to August on blockade and escort duty off Cuba. Took part in engagement off Cabanas, Cuba (*image below*) on 12 May. Returned to Treasury Department on 17 August.

1898-1917 - Patrol duties off Atlantic and Pacific coasts. Initially transferred to Pacific coast and assigned to Bering Sea fleet.

10 October 1914 - One of her boats swamped in heavy surf off Sarichef, Unimak. Four crew and a Public Health Service physician lost.

6 April 1917 - USCG Cutter *Manning* rejoined US Navy, served with Squadron 2 of six USCG cutters, Division 6 of Atlantic Fleet Patrol forces, based at Gibraltar. Escorted trade convoys to UK and carried out anti-submarine patrols in Mediterranean.

28 August 1919 - Returned to Treasury Department.

Winter 1920-21 - International Ice Patrol restarted, with eight vessels taking part, including *Manning*.

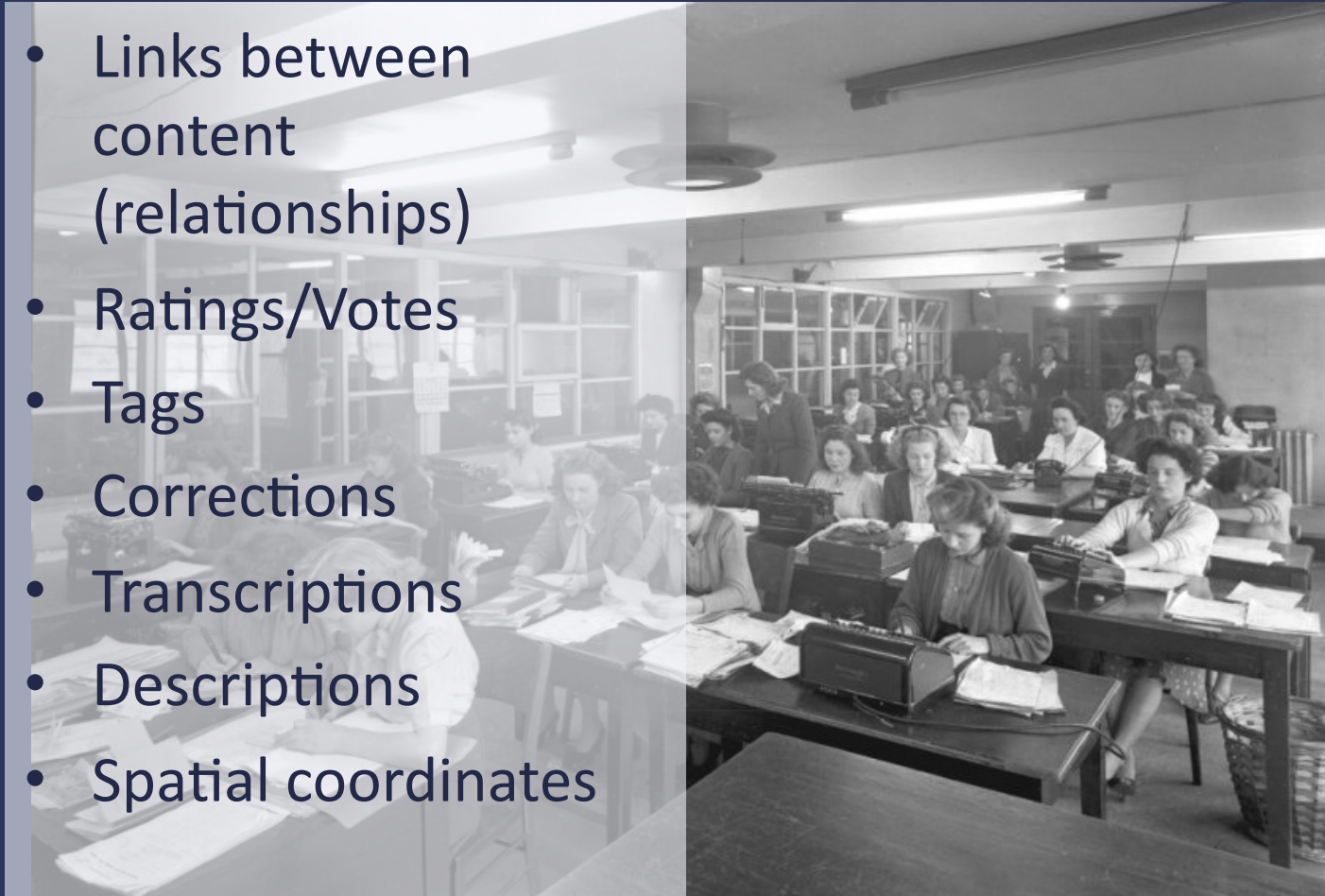
Late 1920's - Operated out of Norfolk, Va.

Over to you...

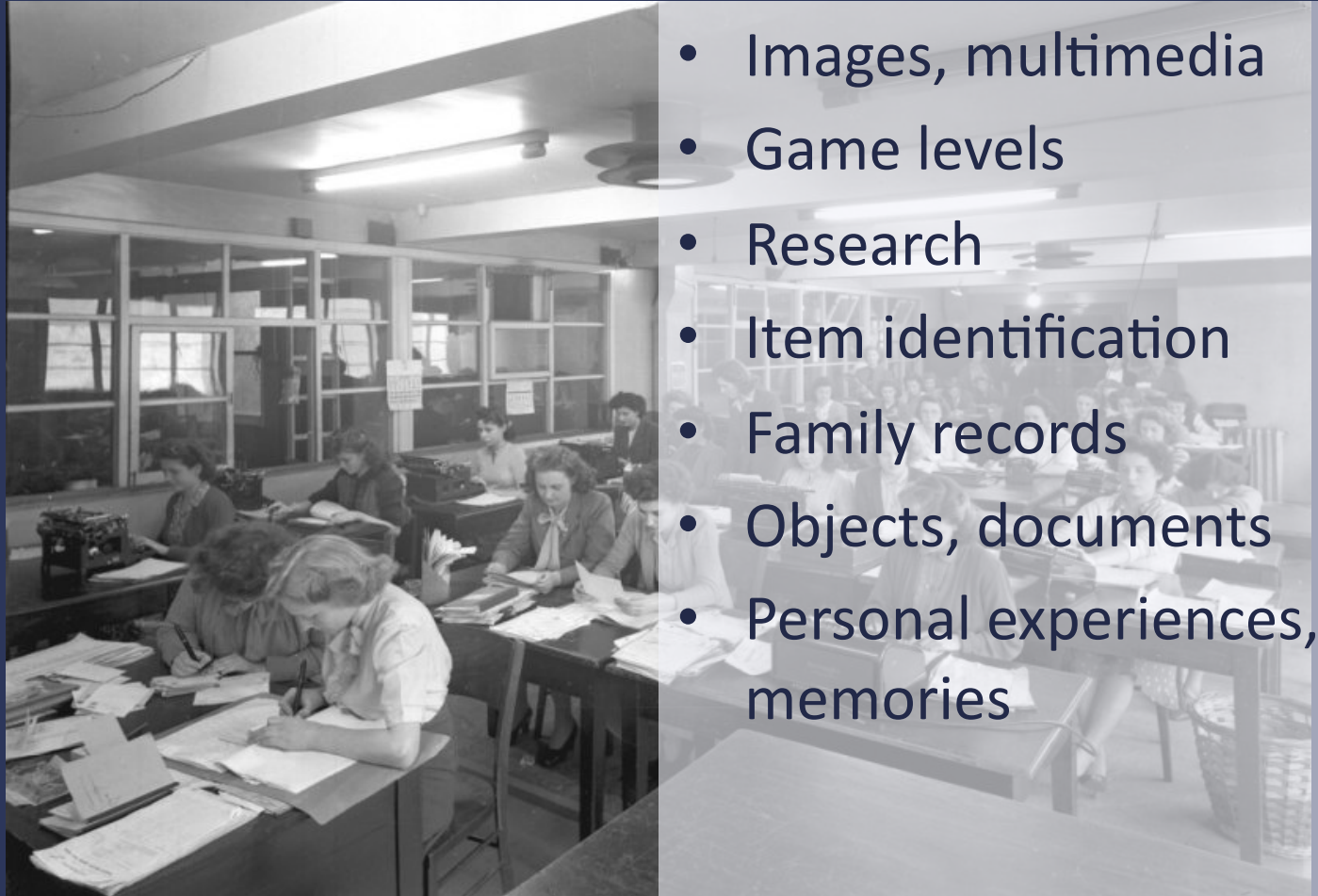
- Which examples did you like, and why?

Types of content

- Links between content (relationships)
- Ratings/Votes
- Tags
- Corrections
- Transcriptions
- Descriptions
- Spatial coordinates



Types of content



- Images, multimedia
- Game levels
- Research
- Item identification
- Family records
- Objects, documents
- Personal experiences, memories

Typical tasks in crowdsourcing

- Tagging (subjective, personal, factual)
- Transcribing (including OCR correction)
- Moderating (debunking, flagging for review)
- Writing personal stories or memories
- Linking, relationships
- Stating preferences
- Categorising
- Geo-locating
- Creative responses



Over to you...

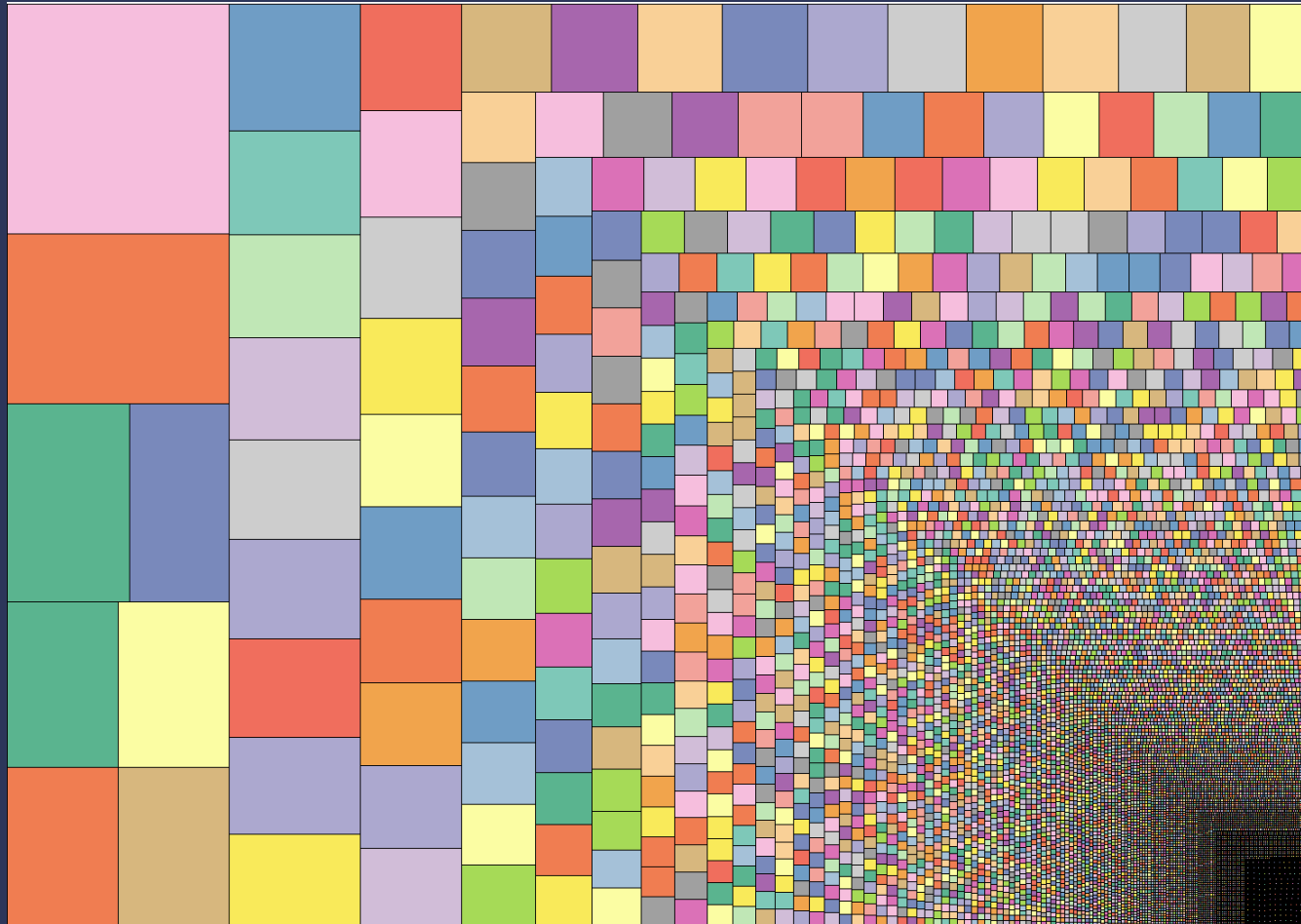
- Which of those tasks might be suitable for your students? Why?
- What other tasks could they help with?
- Looking ahead, how could you help your students move between levels of engagement?

Who participates in crowdsourcing?



UW Digital Collections http://www.flickr.com/photos/uw_digital_images/4476958262/

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.'

<http://blog.oldweather.org/2012/09/05/theres-a-green-one-and-a-pink-one-and-a-blue-one-and-a-yellow-one/>

Motivations for participation



Powerhouse Museum Collection https://secure.flickr.com/photos/powerhouse_museum/2633069104/

Motivations for participation

- Altruistic
 - helping to provide an accurate record of local history
- Intrinsic
 - reading 18thC handwriting is an enjoyable puzzle
- Extrinsic
 - an academic collecting a quote from a primary source

Extrinsic motivations

gwap ESP Game x Tag a Tune Verbosity Squigl Matchin logged in x

Most Points Today

1	guest239251	31 K
2	Edros	21 K
3	krava	19 K
4	unforeseen	13 K
5	guest239250	12 K
6	lecharpe	6,800
7	krishuntoon	6,400
8	guest239255	6,300
9	sdot	6,200
10	guest239277	6,100

score 0

ESP Game
Concentrate...


time 2:43

What do you see?

taboo words

- guy
- elefant

guesses



Play Anonymously

+ submit → pass

BONUS!
5,000 PTS

<http://gwap.com>

Altruism



home based microvolunteer
actions that benefit so many
worthy causes *800+ actions*

Login

Everyone's completed
actions: 2857

Search website

Find

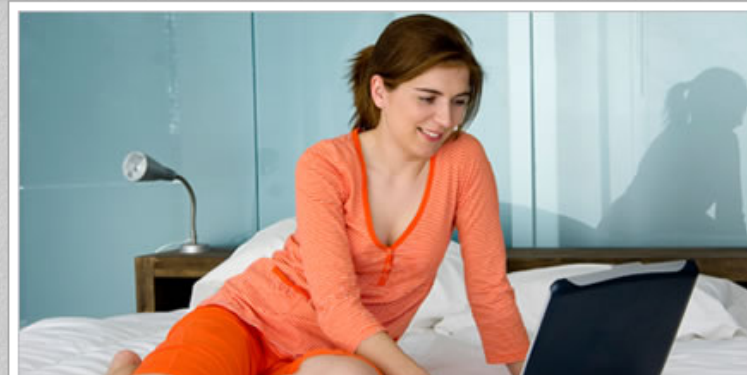
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CHANGE THE WORLD IN JUST YOUR PYJAMAS!

What is Microvolunteering?

Volunteer your time in bite sized chunks, from your own home and when you want to. Benefit worthy causes to suit your lifestyle at your own convenience. Dip in, dip out with absolutely no commitment. No specialised skills required. It's all FREE!

And, oh yeah, you can do them in your pyjamas!



<http://helpfromhome.org/>

Intrinsic motivations

- 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/>

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, on 'museums as happiness engines')



State Library of New South Wales collection
<https://secure.flickr.com/photos/statelibraryofnsw/2880982738/>

Over to you...

- What impact does motivation have on undergraduate participation?
- Does it matter if student participants are externally motivated or is it more important to give them a chance to be engaged?

Engagement

1. 'attending'
2. 'participating'
3. 'deciding'
4. 'producing'

Department for Culture Media and Sport
'Culture and Sport Evidence', 2011



The U.S. National Archives

<http://www.flickr.com/photos/usnationalarchives/3678706327/>

'Levels of Engagement' in citizen science

- Level 1: participating in simple classification tasks
- Level 2: participating in community discussion
- Level 3: 'working independently on self-identified research projects'

(Raddick et al, 2009)



State Library of Queensland, Australia

<https://www.flickr.com/photos/statelibraryqueensland/4603281578/>

FamilySearch 'stepping stones'

- Indexing as 'introductory, family history education' including:
 - Knowledge about Record Types
 - Genealogical Information
 - Handwriting Practice
- From indexing, can move to 'arbitration'
 - Invited after transcribing 2,000 records if 94% accuracy or higher
- Or onto your own family history research

Participatory project models

Contributory

- the public contributes data to a project designed by the organisation

Collaborative

- both active partners, but lead by organisation

Co-creative

- all partners define goals together

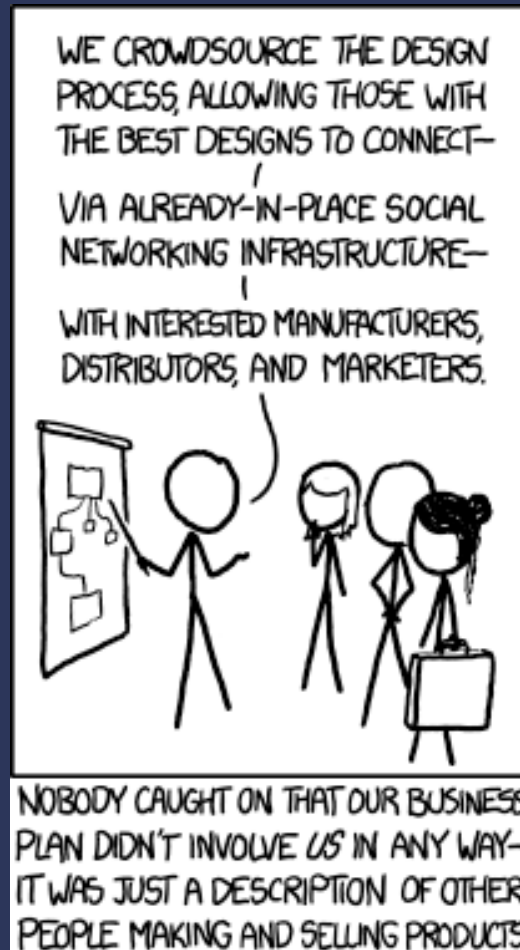
Center for Advancement of Informal Science Education (CAISE)

Who really has agency?



"I participate, you participate, he participates, we participate, you participate...they profit." (1968) Via A Ladder of Citizen Participation - Sherry R Arnstein

The ethics of crowdsourcing



<http://xkcd.com/1060>

Sharing credit

NCBI Resources ▾ How To ▾

PMC
US National Library of Medicine
National Institutes of Health

PMC

Limits Advanced Journal list

Journal List > HHMI Author Manuscripts > PMC2956414

HHMI
HOWARD HUGHES MEDICAL INSTITUTE

Author Manuscript
Accepted for publication
in a peer reviewed journal

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Predicting protein structures with a multiplayer online game

[Seth Cooper](#),¹ [Firas Khatib](#),² [Adrien Treuille](#),^{1,3} [Janos Barbero](#),¹ [Jeonhyung Lee](#),³ [Michael Beenen](#),¹ [Andrew Leaver-Fay](#),^{2,4} [David Baker](#),² [Zoran Popović](#),¹ and [>57,000 Foldit players](#)⁵

HHMI Author

Over to you...

- What are the challenges of collaboration, credit, attribution in scholarly crowdsourcing, and how might you start to solve them?
- Are there any ethical issues for undergraduate participation in crowdsourcing?
- What kinds of real, authentic tasks could you assign to improve knowledge of culture, global engagement and apply learning?

Thank you!

Mia Ridge

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