


# Sharing and creating knowledge: crowdsourcing at the ETH Library in Zurich

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# Sharing and Creating Knowledge: Crowdsourcing at the ETH Library in Zurich

Sharing is Caring – Hamburg Extension, 22.4.2017

Nicole Graf



# Crowdsourcing at ETH-Library's Image Archive

## Crowdsourcing 1 (2009-2013)

- Project with Swissair retirees
- «controlled» crowdsourcing

## Crowdsourcing 2 (2016-)

- Comment function on image database since 9 Dec. 2015
- «open» crowdsourcing

## Crowdsourcing 3, 4, ...? (2017-)

- Georeferencing: aeras
- Translate image titles and descriptions into English



## Crowdsourcing 1: Swissair retirees



Original title: Catering, 30.9.1960

New: Swissair Catering at Zurich's Kloten Airport, 30.9.1960

- Controlled crowdsourcing (identifiable group of experts ≠ anonymous mass)
- Project duration: end of 2009-end of 2013
- Personal meeting, annual dinner, magazines and daily press
- 135 interested volunteers, including:  
44 regular, ½ dozen intensively
- 1 «Indexing King» apiece for historical and more recent images
- 200 new images online every Thursday

# Crowdsourcing 1: Supervising the Swissair retirees



Original title: Uniform FA 1960 to 1970

New: Swissair hostesses in the uniform worn from 1970 to 1977

- Personal contacts are important!
- By telephone and e-mail
- Few technical problems
- Content-related «training» of staff by retirees!
- Queries and corrections

The effort involved:  
completely underestimated!  
...but...

The added value: priceless!

## Crowdsourcing 1: Results



**40,000 images** processed!

Many are part of **image series** so not every one had to be labelled separately.

- Original title: Workshop
- New title: Adjusting a DC-3 engine at the Dübendorf engine workshop, fitting the crankshaft in the middle section of the crankcase. Pratt & Whitney R-1830 Twin Wasp, 1937–1948

## Crowdsourcing 2: All volunteers welcome! **Do you know more?**



Original title: Untitled, 17.8.1932  
New: Flawil-Gossau, reservoir in Glatt-Tobel near the ruins of Helfenberg Castle, 17.8.1932

- New comment function online since 9 Dec. 2015
- 100 mails in first month without any advertising!
- Article in *NZZ* on 18 Jan. 2016
- Huge reader and media response (radio, TV)
- **Do you know more?** throughout all platforms and communication channels (recognition)



## Reasons why the crowd likes to get involved

- Sharing is caring (spirit of the age)
- Online: straightforward access to the Image Archive and search help
- Mass digitisation of images
- Detective work, fun, discovering treasure, useful free-time activity
- Quickly done, no researching for days on end, everyone with local knowledge can get involved
- Special appreciation of retirees

**But: you also have to find your crowd!**

Cumulus - [ngraf: ETHBIB.Bildarchiv]

DateiBearbeitenAnsichtSuchenMetadatenAssetFensterHilfe

flawil-gossau

57 von 1707 Kategorien (1 ausgewählt)

Informationen über Asset "LBS\_MH01-006949"

ETHBIB-BA Kommer

AlleBeständeFotografenGenreSchlagworteUrheberWorkflow

ETHBIB.Bildarchiv

- ! unassigned
- \$Attribute
- \$Bestände
- \$Fotografen
- \$Genre
- \$Schlagworte
- \$Urheber
- \$Workflow
- \$X\_PBA
- Sie wussten mehr! Danke!
  - Autobahnen
  - Bauwerke
  - Berge
  - Botanik
  - Brücken + Tunnel
  - Datierung
  - ETH Alumni
  - Flugzeuge
  - Geräte + Maschinen
  - Gletscher
  - Kraftwerke
  - Luftbilder Mittelholzer
  - Luftbilder Zürich
  - New York
  - Orte
  - Personen
  - Sachfotografien
  - Schiffe + Eisenbahnen
  - Sport + Freizeit
  - Stickerei
  - Swissair
  - Zürich-Oerlikon
- SIK
- Wissen Sie mehr?
  - Autobahnen
  - Bangkok
  - Basel
  - Bauwerke
  - Berge
  - Berlin
  - Botanik
  - Brücken
  - ETH Alumni
  - Flugzeuge
  - Geräte + Maschinen

FeldnameFeldinhalt

Bildcode

LBS\_MH01-006949

Titel

Flawil-Gossau, Stausee im Glatt-Tobel bei der Ruine Helfenberg

Kommentare

Klaus Danube: Rheinschlucht unterhalb Flims, von Versam aus gesehen?

Eduard Baumgartner: Ich bezweifle, ob es wie als Titel angegeben die Rheinschlucht ist (soll es sich um die Rheinschlucht bei Versam GR zwischen Ilanz und Reichenau handeln?). Ist es evtl. ein Ausschnitt vom Saanegraben oder Sensegraben (BE/FR)?

Daniel Vorwiller: Ich habe gestern auch schon an diesem Bild herumstudiert, bin aber nicht schlüssig geworden. Es kann aber nicht die Schlucht bei Versam sein, nach Google Earth sieht es dort ganz anders aus.

Notizen

Beschreibung

Enthalten in

Titel Präzisierung

Konstruierter Titel

Kategorien

AlleBeständeFotografenGenreSchlagworteUrheberWorkflow

Flawil  
Gossau (SG)  
Inlandflüge  
LBS\_MH01  
Luftbilder Mittelholzer  
Mittelholzer, Walter  
Stauseen  
tiefgeflogen (schräg)

Eigentümer

ETH-Bibliothek Zürich, Bildarchiv/Stiftung Luftbild Schweiz

Standort

HG B

Digitalisierung

DigiCenter

Verfilmung

Nein

Datum 1

17.08.1932

Datum 2

Datum Präzisierung

Genau

DOI Link

<http://doi.org/10.3932/ethz-a-000298816>

## Internal workflow

- **4 staff share daytime shifts (feedback e-mails)**
- Every day: Ø 4 hours
- **Check on plausibility: we do get valid information (no fun mails)**
- **First e-mails:** check if we are aloud to publish the comment with name on the database
- We ask the crowd to organise the e-mail: «Jane Doe: This is the parliament in Bern»
- Enrich the metadata fields with the new information: Title, description, dates, subject headings
- **The comment field is full text searchable**→ the volunteers check quite quickly and thoroughly if we enriched the metadata already!

## Crowdsourcing 2: Results: Verified in person!



Original title: Knonauer Amt  
New: A Wangen (ZH), Walter Mittelholzer's house and the Upper Glatt Valley.  
Photo by Walter Mittelholzer

- While out on a trip, one of our most prolific volunteer Walter Aeberli (929 images since the summer of 2014, #8) took a detour to this house. His guess was confirmed!
- Mr Aeberli primarily focuses on Mittelholzer aerial photos of industrial buildings.
- He works with old maps, telephone books and a photographic memory...

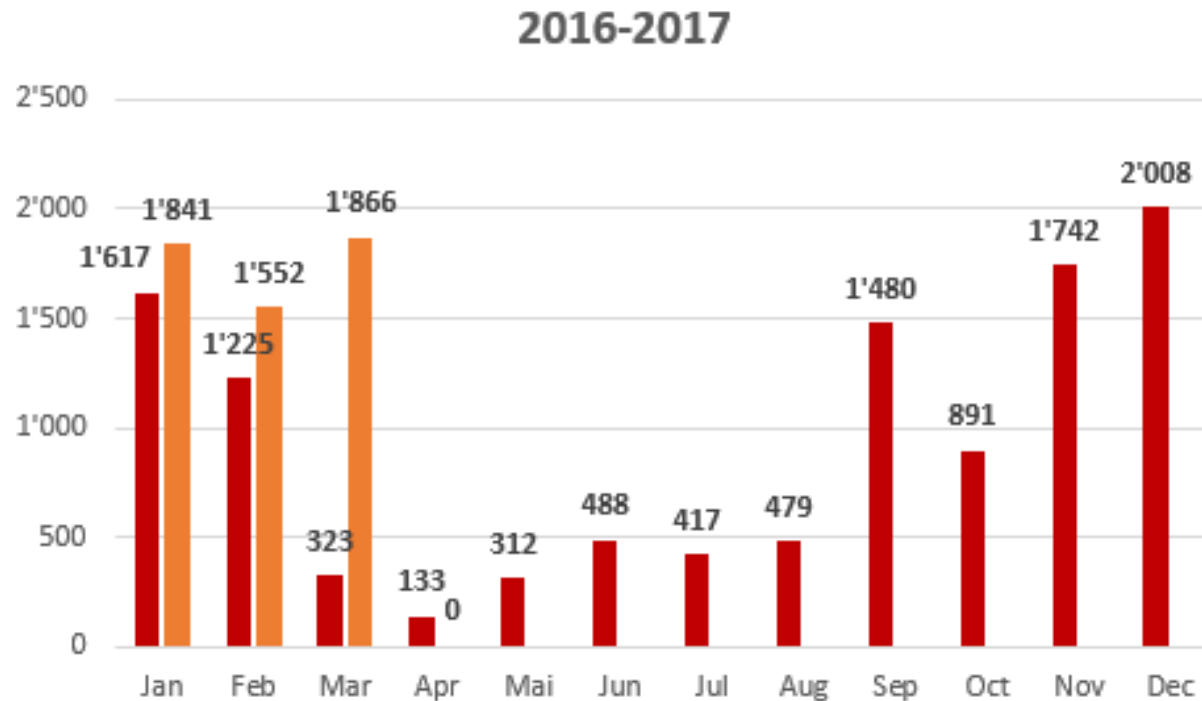


## Crowdsourcing 2: Results: Spot the steamers!



- Original title: Lucerne, around 1870-1880
- New title: Lucerne, steamer «St. Gotthard» at the Schwanen jetty, around 1864
- Description: The sign on the Zurgilgenhaus (with tower) that says «Pension Woerley» was only erected in 1863; it was previously «Pension Aeschmann». The steamer on the opposite bank in front of Villa Nager-Knörr is the «Winkelried I» (blurred)

## Crowdsourcing 2: Statistics (1 April 2017)



- **17'098** tips received
- **14'375** images improved
- **754** volunteers (89% men)
- The Top Ten sent exactly 66% of the information!
- Some do a lot, most do a little!
- Specialists: mountains, steamer industry, local connection ...

# Top Ten der Freiwilligen

Top ten of volunteers (last month)

Name	no. of images
Jürg Meister	530
Anton Heer	414
Hans Zumbühl	225
Anonym	174
Koni Kreis	135
Sigi Heggli	103
Anton Rippstein	70
Hieke Heinz	65
Jürg Wolfensberger	23
Renato Cieli	18
Urs Witmer	18

Top ten of volunteers (cumulative)

Name	no. of images
Hieke Heinz	1799
Jürg Meister	1664
Anonym	1395
Koni Kreis	1127
Anton Heer	1057
Hans Zumbühl	983
Sigi Heggli	949
Walter Aeberli	929
René Edward Knupfer-Müller	849
E. Pfenninger	668

## Other PR activities



Originaltitel: Tschärner, Tschupp, Herzog, Wintsch  
Neu: Studienkameraden vor der Eisenbahnbrücke Eglisau. Von links nach rechts: Simon Tschärner, Karl Tschupp (beide Stud. Bauingenieur ETH), Karl Herzog, Jakob Wintsch (beide Stud. Kulturingenieur ETH), 1919-1922

- Meet and greet event on 15.11.2016 with 105 volunteers!
- Series of 8 videos on crowdsourcing including testimonials of the most active volunteers
- Online survey im Jan/Feb 2017 on motivation and socio-demographic background

# Support of the volunteers – Weblog online (since May 2016)

// Do you know more? You knew more! Projects

**ETH BIBLIOTHEK | Crowdsourcing** Participate / Multimedia / Statistics / About us / Deutsch

News and experiences from the community

10.04.2017 / Nicole Graf / Do you know more?

## Historischer Wasserbau in Österreich

Sorry, this entry is only available in German.

[Read more](#)



No. 435 27/04 1926

07.04.2017 / Nicole Graf / You knew more!

## Mit freundlicher Unterstützung des Photographischen Instituts



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## Crowdsourcing 2: Some of the retirees (top ten)





Thank you very much for your attention!

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