Crowdsourcing – The Real People behind the Crowd

Other Conference Item

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CROWDSOURCING – THE REAL PEOPLE BEHIND THE CROWD

EVA London, 11 July 2017

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Overview

- **The Image Archive & crowdsourcing**
- **Online survey in January 2017: response rate 27 %**
  - Age, qualifications, (last) job
  - Weekly hours/time invested
  - Methods of working
  - Motivation
  - Improvements
- **Active community management**

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- https://youtu.be/-ymkogOqHwo

Who's our crowd? What we know so far

- 770 volunteers in total: 90% men – 10% women

But: Age? Vocation/education? Occupational status?

- We receive over 2,000 emails per month from the crowd

But: How much time does the crowd invest on average?
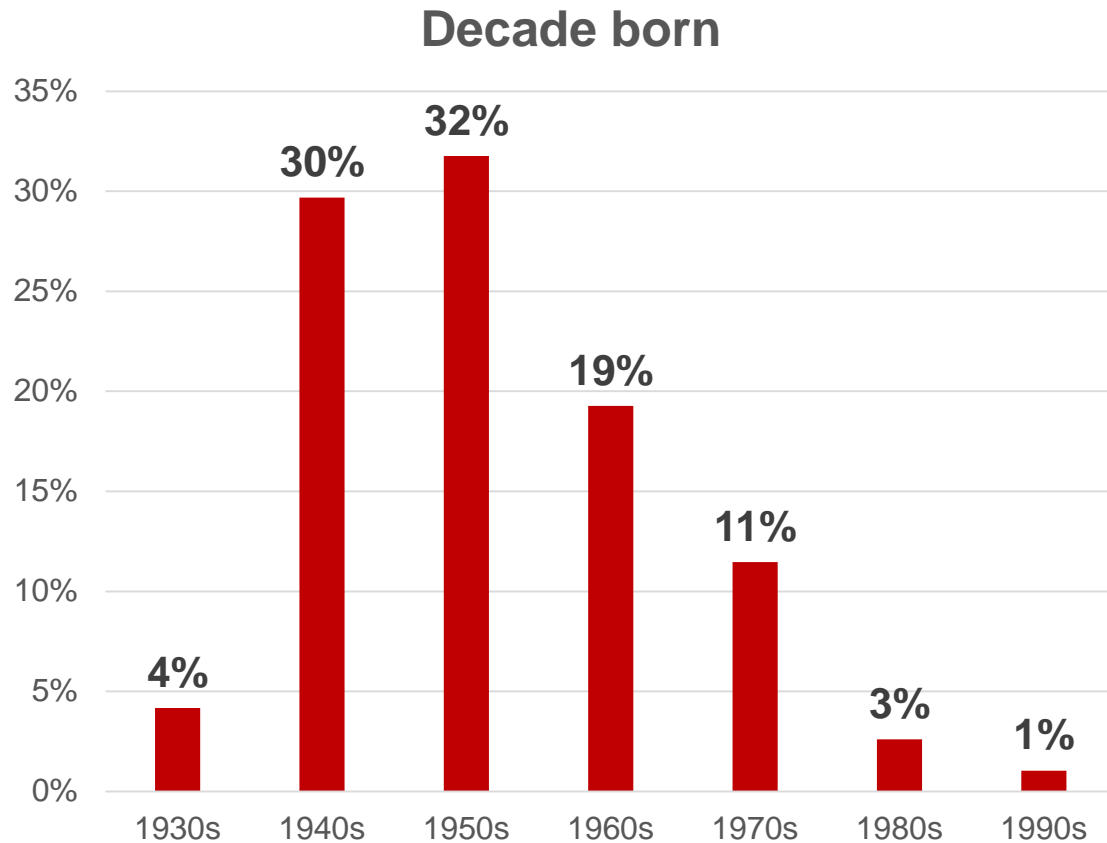
- The information from the volunteers is extremely valid

But: How do they work? What drives them?

Online survey with 44 questions on motivation, methods and socio-economic background in January 2017

→ Response rate of **approx. 27 %** (**193 completed questionnaires**)

Age

Decade born
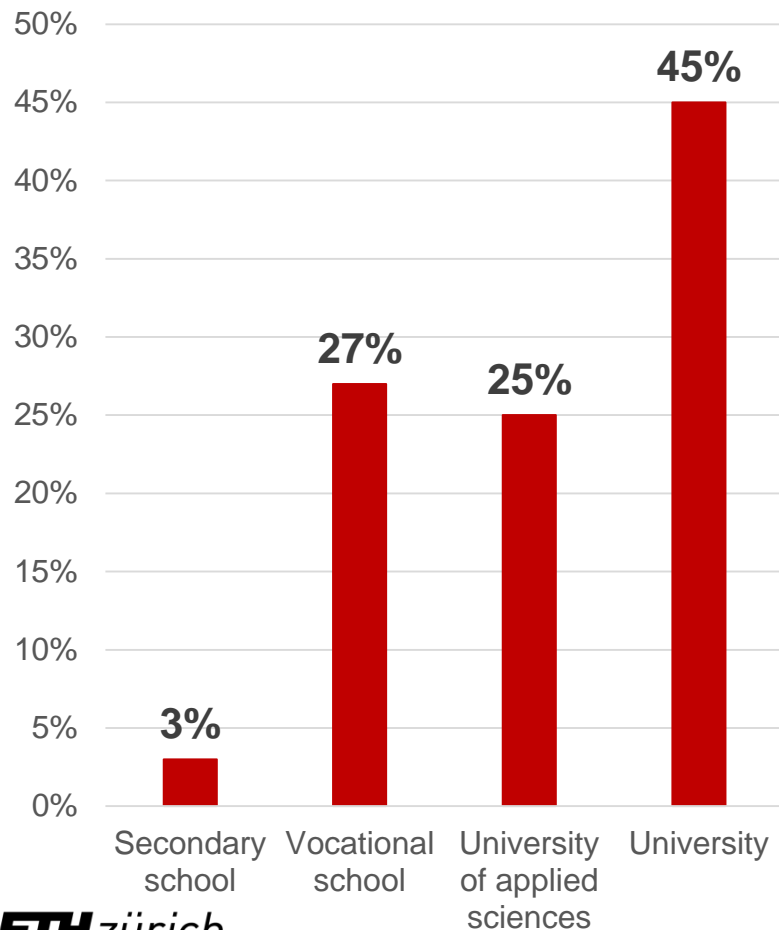

	All (192)	Top 30 (22)
Mean	1956	1950
Median	1955	1950
60+	58%	82%
65+	45%	55%
Eldest	1932	1932
Youngest	1992	1965

Older core audience Top 10/30: 70/85% of the comments!

Highest school-leaving qualification & last job held

	%
Admin, services, health	**23.4%**
Scientists, engineers, law, …	**18.2%**
IT	**14.1%**
Teaching professions	**12.5%**
Information (journalism, archive)	**12.0%**
Skilled crafts and trades	**10.9%**
Miscellaneous (e.g. management)	**8.9%**
Total (192)	**100.0%**

Highly qualified expert audience!
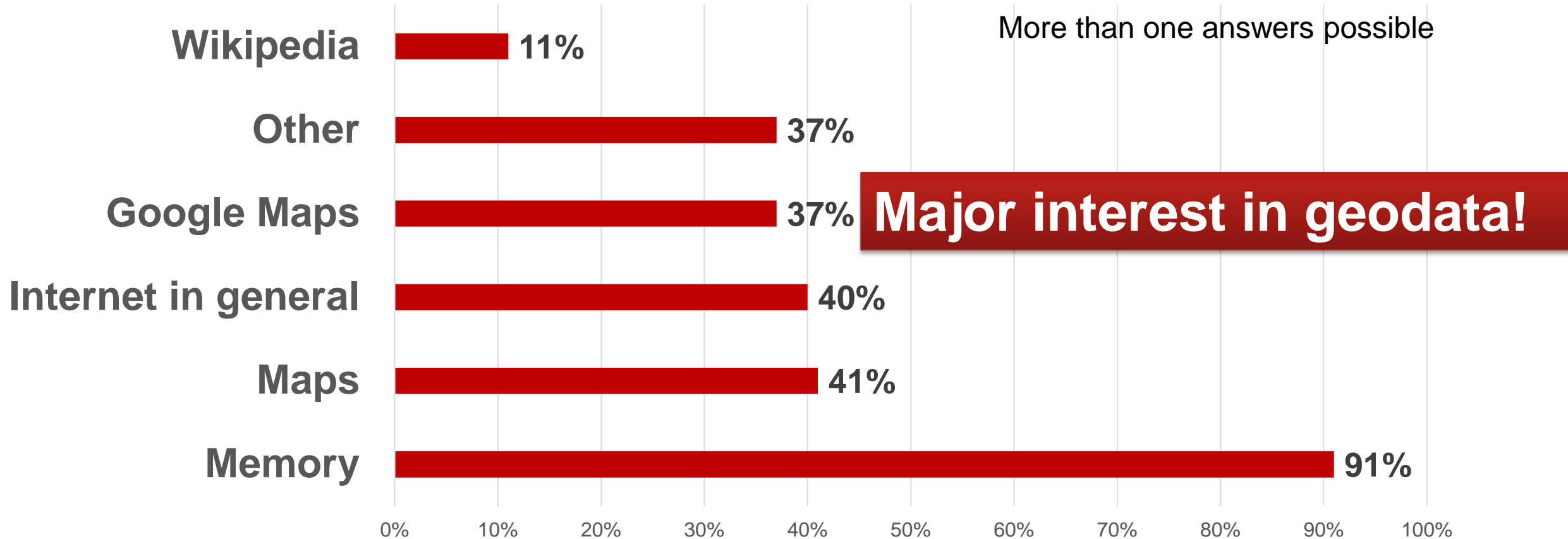
Weekly volume of work & time invested in identification

	%
< 1 hour	83%
1 to 4 hours	14%
5 to 10 hours	3%
10 to 20 hours	1%
> 20 hours	0%
Total (193)	100%

In minutes	Median	Mean
Average	10	17.4
Fastest case	1	3.4
Most time-consuming case	20	66.4

Big time investment: 5,260 hours

ETH zürich

Method: what resources do you need?

More than one answers possible

Resource	Percentage
Wikipedia	11%
Other	37%
Google Maps	37%
Internet in general	40%
Maps	41%
Memory	91%

Major interest in geodata!

Highly motivated and well-informed crowd!

What motivates the crowd?

- Curiosity, detective work, fun, success (79)
  - *"As a former policeman, I love investigative work. Coupled with today's possibilities on the internet (Google Earth), the odd image can be identified more easily."*
  - *"The buzz from knowing something that others don't. And I like it when you've got the archival material right at your fingertips. In the end, it's not doing anyone any good in the cellar."*
- Improving metadata (49)
  - *"As this image database will be one of the primary sources, it should be as flawless as possible."*
- Passing on knowledge (39)
  - *"We oldies might know things that could soon be lost for ever."*
- Altruism & crowdsourcing (26) or own projects and chroniclers (11)

Suggestions for improvements

- No suggestions, everything's OK (27)
- Usability of the image database (19)
- News alert for new images (17)
- Instructions on the procedure (15)
- Proposed new categories (14)
- Georeferencing tools (4)
- Other (13): prizes, other document types, incorporate other archives etc.

Suggestions from the crowd are important to us!

How can we motivate our crowd?

- **Active community management**
  - Rapid processing of emails
  - Crowdsourcing blog with biweekly posts: https://blogs.ethz.ch/crowdsourcing/en/
  - Meet-and-greets
  - Video series with 8 episodes on ETH Library's YouTube channel
- **Make performance visible**
  - Comments field on the image database can be searched in full text
  - Top Ten stats
- **Free access**
  - Give and take (open data)
- **Next stage**: georeferencing with sMapshot

Thank you very much for your attention. Any questions?

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