


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?

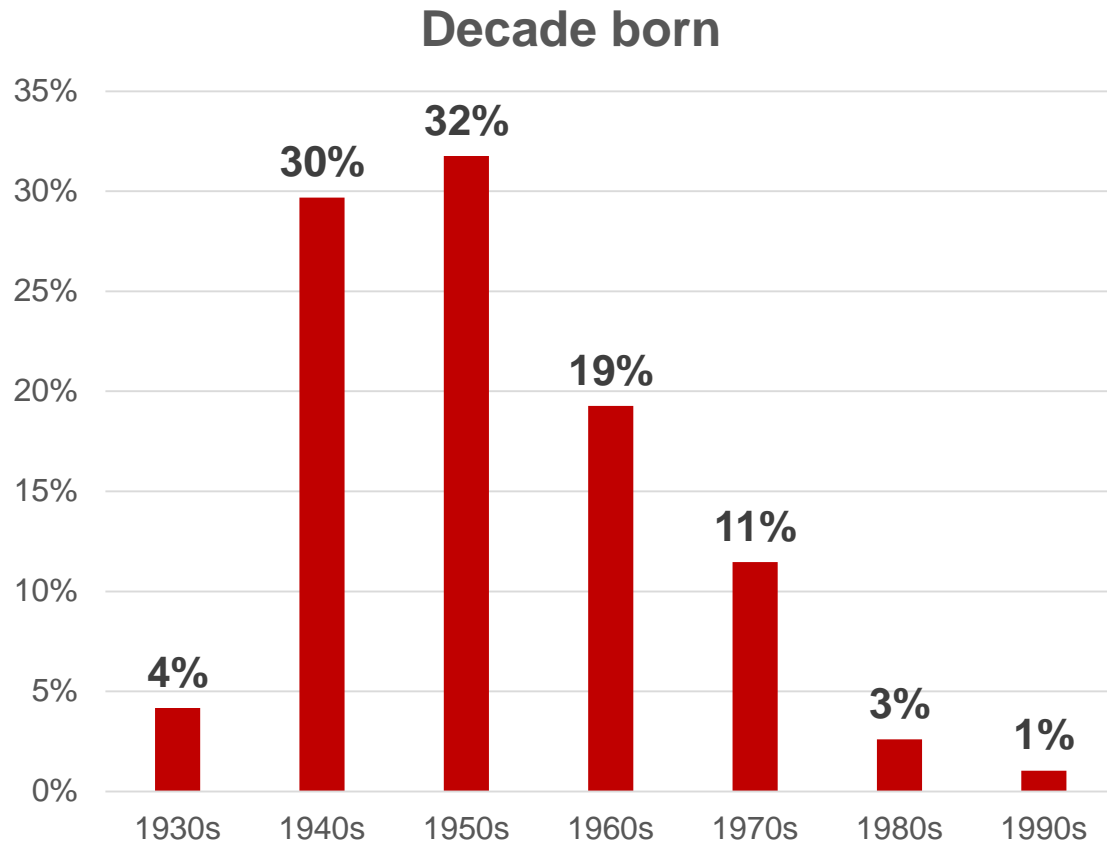
- The information from the volunteers is extremely valid

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)**

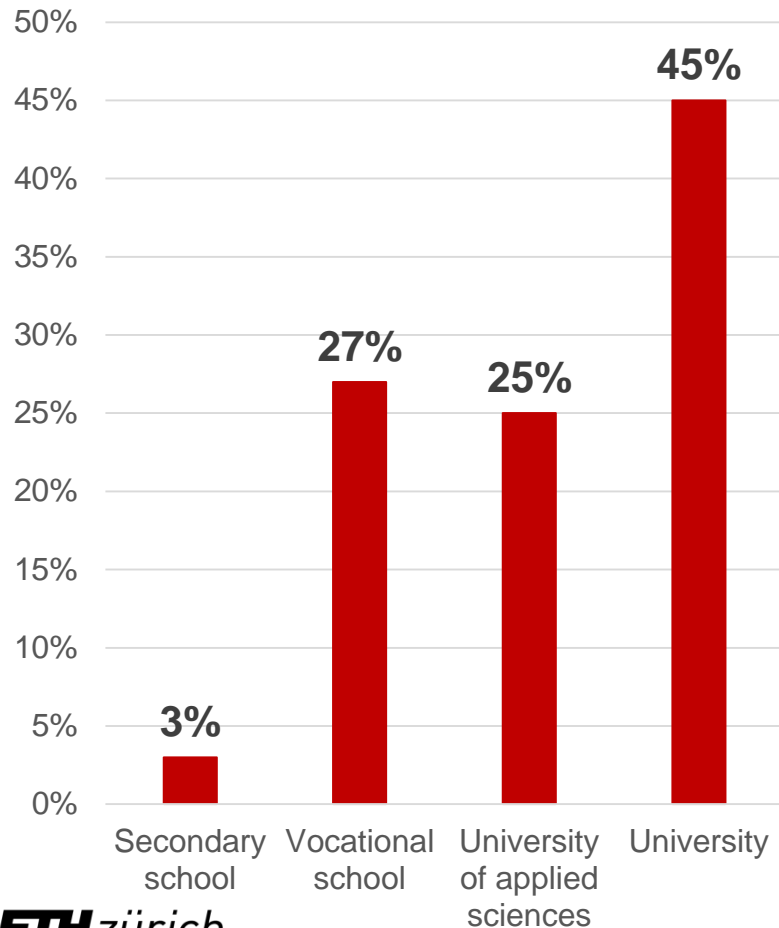
Age



	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!

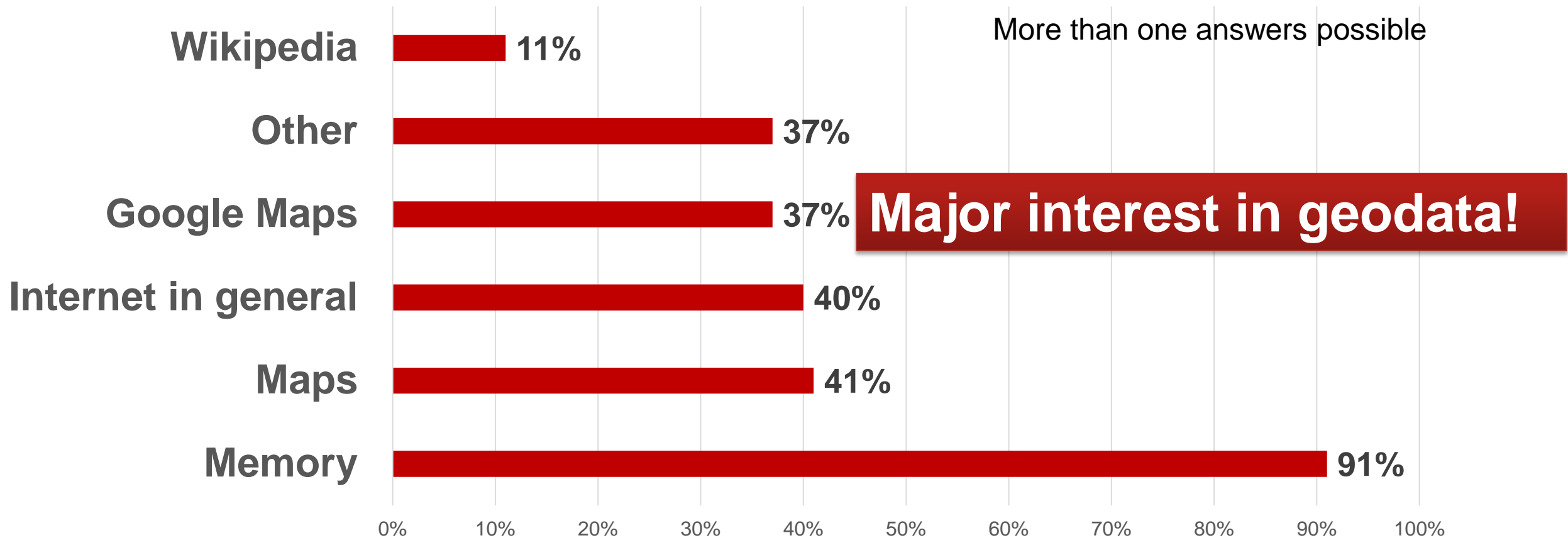
Weekly volume of work & time invested in identification

	%
< 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

Method: what resources do you need?



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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