


Crowdsourcing – new possibilities and limitations for image archives

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CROWDSOURCING – NEW POSSIBILITIES AND LIMITATIONS FOR IMAGE ARCHIVES



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Nicole Graf**

1. Crowdsourcing strategies
2. Expert crowdsourcing
 - I. Marketing, motivation
 - II. Editorial workflow
 - III. Resources
3. Crowdsourcing for the general public
4. Conclusion

CROWDSOURCING STRATEGIES (1)

By publishing the images on different platforms online, two strategic goals are pursued:

- Improve access to public photograph collections
- Offer the public the opportunity to contribute information and knowledge

CROWDSOURCING STRATEGIES (2)

- Identify **experts** for clearly defined image packages and address them via suitable marketing measures
- Upload images onto the internet for the **general public**, use the different publication channels (go where the users are)

THE SWISSAIR PHOTO ARCHIVE



Original: Passengers
New: Passengers boarding a DC 3, HB-IRI in Dübendorf, 1937-1948

- 200,000 photos of airline operations and destinations
- 1/5 of which are digitalised
- Cooperation with Foundation Luftbild Schweiz
- External funding project (2009–2013)

But: poor metadata



Crowdsourcing with retirees

FINDING THE CROWD

- Project idea stems from the retirees
- Personal meeting, annual dinner, magazines and daily press
- 135 interested volunteers, including:
44 regular, 1/2 dozen intensive
- One “Indexing King” a piece for historical and more current images

MARKETING – MOTIVATION

- Intrinsic motivation, unpayable
- Tour of ETH Zurich with aperitif (library director is present)
- Blow-up of an image of their choice
- Swissair book (*Pictorial Worlds* No. 2)
- Closing event June 2014

EDITORIAL WORKFLOW WORKFLOW

- Registration via email, password for web-database and instructions issued
- 200 images weekly, 8 weeks
- Only “Comments” field alterable
- Identification of aircraft types, people, buildings, events or dates

EDITORIAL WORKFLOW: SUPERVISING THE VOLUNTEERS

- Personal contacts are important!
- By telephone and email
- Technical problems
- Content “training” of the staff by retirees!
- Queries and corrections

Workload completely
underestimated!

EDITORIAL WORKFLOW: EDITORIAL PROCESSING

- “Verifying” comments and integrating them in the metadata
- New titles, dates, annotations
- Original comments in the database
- No field: original title in the database
- Original metadata on inventory lists (Excel)

Original title: Workshop



New title:

Revision of a DC-3 engine in the engine workshop in Dübendorf, fitting the crankshaft in the middle section of the crankcase. Pratt & Whitney R-1830 Twin Wasp, 1937–1948

RESOURCES

- 40 – 50% position
 - Knowledge transfer (initial phase)
 - Image management
 - Title editing
- 60% position
 - Annotation

CROWDSOURCING FOR THE GENERAL PUBLIC: PLATFORMS (1)

Uploading images for the general public, using the different publication channels to do so, “going where the users are” (pull or on demand)

- Own image database
- Google Images
- Flickr Commons
- Wikimedia Commons
- Europeana
- Facebook and Weblogs

CROWDSOURCING FOR THE GENERAL PUBLIC: PLATFORMS (2)

	Global rank	Utilisation/ rights	Access: institution	Access: user	Crowd-sourcing functions	Average score	Prioritisation (rank)
BildarchivOnline	1	3	3	3	1	2.20	1
Google Images	3	3	3	3	0	2.40	in operation
Flickr	2	3	1	1	3	2.00	2
Wikimedia	3	1	1	1	1	1.40	4
Europeana	1	3	2	3	0	1.80	3
Facebook	3	1	1	1	2	1.60	in operation

1=poor, 3=good

CONCLUSION

- Effort vs added value/benefit
 - Yes, we'd do it again!
- Crowdsourcing for the general public
 - Resources increasingly go into marketing
- When using different platforms
 - Resources increasingly go into maintaining the interfaces

THE VOLUNTEERS



Any questions?
Thank you for your attention!

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