Crowdsourcing – new possibilities and limitations for image archives

Other Conference Item

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CROWDSOURCING – NEW POSSIBILITIES AND LIMITATIONS FOR IMAGE ARCHIVES

EVA Florence, 8.5.2014
Nicole Graf

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

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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

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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)

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THE SWISSAIR PHOTO ARCHIVE

- 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

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

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- Project idea stems from the retirees

- Personal meeting, annual dinner, magazines and daily press

- 135 interested volunteers, including:

  44 regular, ½ dozen intensive

- One "Indexing King" apiece for historical and more current images

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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

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- 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

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

Workload completely underestimated!

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- "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)

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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

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

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

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CROWDSOURCING FOR THE GENERAL PUBLIC: PLATFORMS (2)

	Global rank	Utilisation/ rights	Access: institut- ion	Access: user	Crowd- sourcing functions	Average score	Prioritisatio n (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

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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

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Any questions?
Thank you for your attention!

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