

# 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

23. 10

GRUSS AUS DUBENDORF

## **OVERVIEW**

- 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

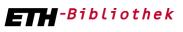


Original: Passengers New: Passengers boarding a DC 3, HB-IRI in Dübendorf, 1937-1948

- 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



Eidgenössische Technische Hochschule Zürich Swiss Federal Institute of Technology Zurich

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# FINDING THE CROWD

- 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



# 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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### EDITORIAL WORKFLOW WORKFLOW

- Registration via email, password for webdatabase 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)



## RESULT

### 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<br>rank | Utilisation/<br>rights | Access:<br>institut-<br>ion | Access:<br>user | Crowd-<br>sourcing<br>functions | Average<br>score | Prioritisatio<br>n (rank) |
|------------------|----------------|------------------------|-----------------------------|-----------------|---------------------------------|------------------|---------------------------|
| BildarchivOnline | 1              | 3                      | 3                           | 3               | 1                               | 2.20             | 1                         |
| Google Images    | 3              | 3                      | 3                           | 3               | 0                               | 2.40             | in<br>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<br>operation           |

1=poor, 3=good

ETH-Bibliothek

# 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





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# Any questions? Thank you for your attention!

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