

# Crowdsourcing at ETH-Library's Image Archive: Workshop

## Other Conference Item

**Author(s):**

Graf, Nicole 

**Publication date:**

2019-02-19

**Permanent link:**

<https://doi.org/10.3929/ethz-b-000328094>

**Rights / license:**

Creative Commons Attribution 4.0 International



# Crowdsourcing at ETH-Library's Image Archive: Workshop

Canto DAM Summit, 19 February 2019

Nicole Graf

# Crowdsourcing at ETH-Library's Image Archive

## Crowdsourcing 1 (2009-2013)

- Project with Swissair retirees
- «controlled» crowdsourcing
- Access: live filtering with generic PW
- 40'000 images processed

## Crowdsourcing 2 (2016-)

- Comment function on image database since 9 Dec. 2015
- «open» crowdsourcing

## Crowdsourcing 3, 4, ...? (2018-)

- Georeferencing
- Translate image titles and descriptions into English

## Crowdsourcing 1: Swissair retirees



Original title: Catering, 30.9.1960

New: Swissair Catering at Zurich's Kloten Airport, 30.9.1960

- Controlled crowdsourcing (identifiable group of experts ≠ anonymous mass)
- Project duration: end of 2009-end of 2013
- Personal meeting, annual dinner, magazines and daily press
- 135 interested volunteers, including:  
44 regular, 1/2 dozen intensively
- 1 «Indexing King» apiece for historical and more recent images
- 200 new images online every Thursday

# Crowdsourcing 1: Supervising the Swissair retirees



Original title: Uniform FA 1960 to 1970

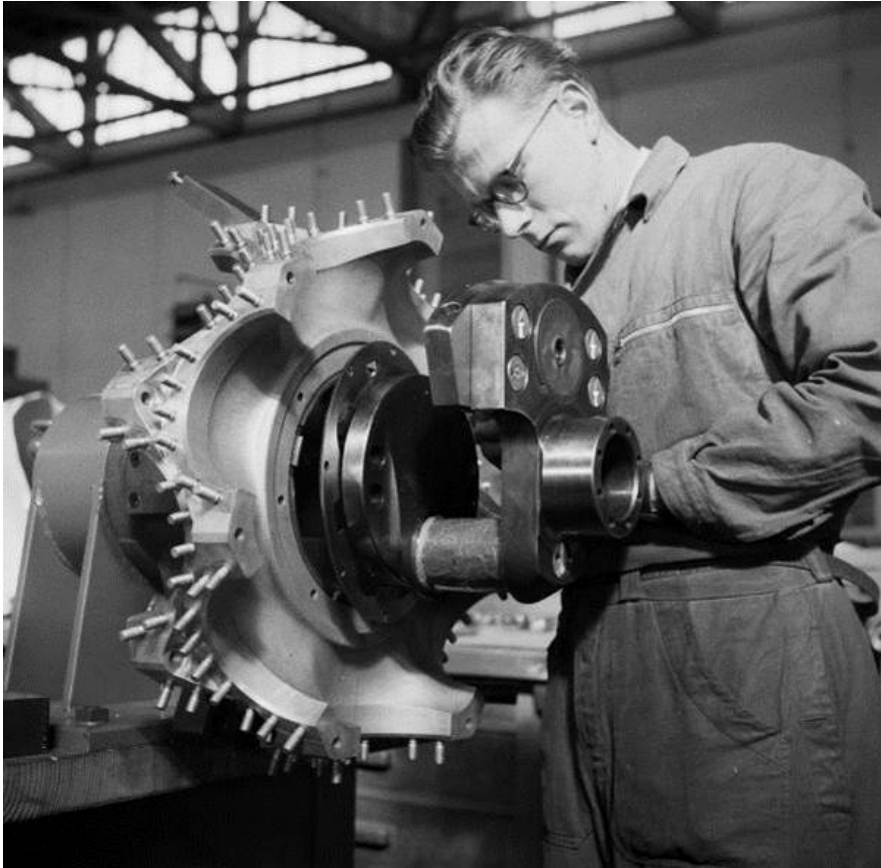
New: Swissair hostesses in the uniform worn from 1970 to 1977

- Personal contacts are important!
- By telephone and e-mail
- Few technical problems
- Content-related «training» of staff by retirees!
- Queries and corrections

The effort involved:  
completely underestimated!  
...but...  
The added value: priceless!



## Crowdsourcing 1: Results



**40,000 images** processed!

Many are part of **image series** so not every one had to be labelled separately.

- Original title: Workshop
- New title: Adjusting a DC-3 engine at the Dübendorf engine workshop, fitting the crankshaft in the middle section of the crankcase. Pratt & Whitney R-1830 Twin Wasp, 1937–1948

# Video!

<https://www.youtube.com/watch?v=-ymkogOqHwo>

## Crowdsourcing 2: All volunteers welcome! **Do you know more?**



Original title: Untitled, 17.8.1932  
New: Flawil-Gossau, reservoir in Glatt-Tobel near the ruins of Helfenberg Castle, 17.8.1932

- New comment function online since 9 Dec. 2015
- 100 mails in first month without any advertising!
- Article in *NZZ* on 18 Jan. 2016
- Huge reader and media response (radio, TV)
- **Do you know more?** throughout all platforms and communication channels (recognition)



## Reasons why the crowd likes to get involved

- Sharing is caring (spirit of the age)
- Online: straightforward access to the Image Archive and search help
- Mass digitisation of images
- Detective work, fun, discovering treasure, useful free-time activity
- Quickly done, no researching for days on end, everyone with local knowledge can get involved
- Special appreciation of retirees

**But: you also have to find your crowd!**



flawil-gossau

57 von 19707 Kategorien (1 ausgewählt)

Alle Bestände Fotografen Genre Schlagworte Urheber Workflow

## ETHBIB.Bildarchiv

- ! unassigned
- \$Attribute
- \$Bestände
- \$Fotografen
- \$Genre
- \$Schlagworte
- \$Urheber
- \$Workflow
- \$X\_PBA
- Sie wussten mehr! Danke!
  - Autobahnen
  - Bauwerke
  - Berge
  - Botanik
  - Brücken + Tunnel
  - Datierung
  - ETH Alumni
  - Flugzeuge
  - Geräte + Maschinen
  - Gletscher
  - Kraftwerke
  - Luftbilder Mittelholzer
  - Luftbilder Zürich
  - New York
  - Orte
  - Personen
  - Sachfotografien
  - Schiffe + Eisenbahnen
  - Sport + Freizeit
  - Stickerei
  - Swissair
  - Zürich-Oerlikon
- SIK
- Wissen Sie mehr?
  - Autobahnen
  - Bangkok
  - Basel
  - Bauwerke
  - Berge
  - Berlin
  - Botanik
  - Brücken
  - ETH Alumni
  - Flugzeuge
  - Geräte + Maschinen

Informationen über Asset "LBS\_MH01-006949"

Feldname	Feldinhalt
Bildcode	LBS_MH01-006949
Titel	Flawil-Gossau, Stausee im Glatt-Tobel bei der Ruine Helfenberg
Kommentare	<p>Klaus Danube: Rheinschlucht unterhalb Flims, von Versam aus gesehen?</p> <p>Eduard Baumgartner: Ich bezweifle, ob es wie als Titel angegeben die Rheinschlucht ist (soll es sich um die Rheinschlucht bei Versam GR zwischen Ilanz und Reichenau handeln?). Ist es evtl. ein Ausschnitt vom Saanegraben oder Sensegraben (BE/FR)?</p> <p>Daniel Vorwiller: Ich habe gestern auch schon an diesem Bild herumstudiert, bin aber nicht schlüssig geworden. Es kann aber nicht die Schlucht bei Versam sein, nach Google Earth sieht es dort ganz anders aus.</p>
Notizen	
Beschreibung	
Enthalten in	
Titel Präzisierung	Konstruierter Titel
Kategorien	<p>Alle Bestände Fotografen Genre Schlagworte Urheber Workflow</p> <p>Flawil Gossau (SG) Inlandflüge LBS_MH01 Luftbilder Mittelholzer Mittelholzer, Walter Stauseen tiefgefliegen (schräg)</p>
Eigentümer	ETH-Bibliothek Zürich, Bildarchiv/Stiftung Luftbild Schweiz
Standort	HG B
Digitalisierung	DigiCenter
Verfilmung	Nein
Datum 1	17.08.1932
Datum 2	
Datum Präzisierung	Genau
DOI Link	<a href="http://doi.org/10.3932/ethz-a-000298816">http://doi.org/10.3932/ethz-a-000298816</a>

## Internal workflow

- **3 staff share daytime shifts (feedback e-mails)**
- Every day: **Ø 2.45 hours + 1.85 hours for sMapshot**
- **Check on plausibility: we do get valid information (no fun mails)**
- **First e-mails:** check if we are aloud to publish the comment with name on the database
- We ask the crowd to organise the e-mail: «Jane Doe: This is the parliament in Bern»
- Enrich the metadata fields with the new information: Title, description, dates, subject headings
- **The comment field is full text searchable** → the volunteers check quite quickly and thoroughly if we enriched the metadata already!

## Crowdsourcing 2: Results: Verified in person!



Original title: Knonauer Amt  
New: A Wangen (ZH), Walter Mittelholzer's house and the Upper Glatt Valley.  
Photo by Walter Mittelholzer

- While out on a trip, one of our most prolific volunteer Walter Aeberli (1'179 images since the summer of 2014, #10) took a detour to this house. His guess was confirmed!
- Mr Aeberli primarily focuses on Mittelholzer aerial photos of industrial buildings.
- He works with old maps, telephone books and a photographic memory...

## Crowdsourcing 2: Results: Spot the steamers!

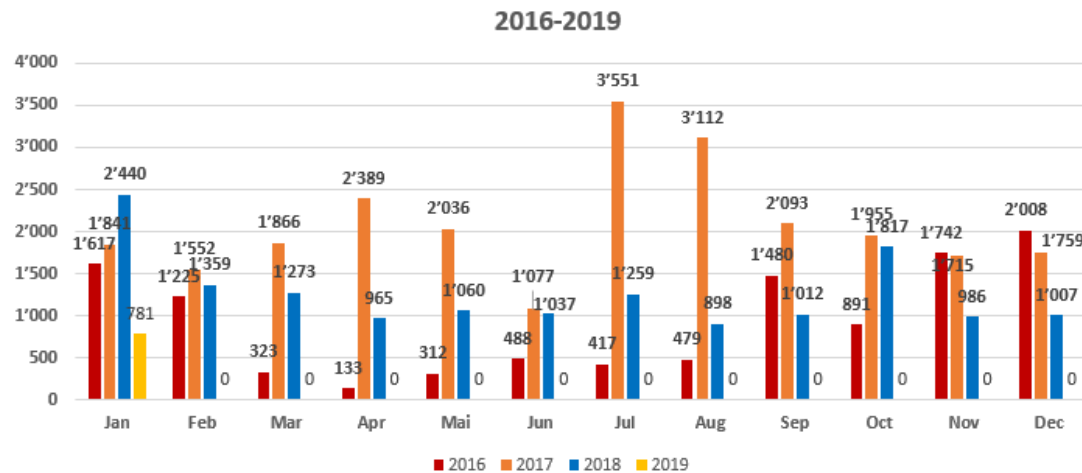


- Original title: Lucerne, around 1870-1880
- New title: Lucerne, steamer «St. Gotthard» at the Schwanen jetty, around 1864
- Description: The sign on the Zurgilgenhaus (with tower) that says «Pension Woerley» was only erected in 1863; it was previously «Pension Aeschmann». The steamer on the opposite bank in front of Villa Nager-Knörr is the «Winkelried I» (blurred)



## Crowdsourcing 2: Statistics (1 February 2019)

Annual statistics 2016-2019 (incoming hints)



- **52'687** tips received
- **49'549** images improved
- **1'006** volunteers (90% men)
- The Top Ten sent exactly 78% of the information!
- The Top Ten is very stable since 2016!
- Some do a lot, most do a little!
- Specialists: mountains, steamer industry, local connection ...

# Top Ten of volunteers: Feb. 2019 vs. April 2017

Top ten of volunteers (cumulative)

Name	no. images
Anton Heer	13'140
Jürg Meister	5'573
Anonym	5'117
Koni Kreis	3'926
Sigi Heggli	3'019
Hans Zumbühl	2'795
René Edward Knupfer-Müller	2'633
Heinz Hieke	1'934
Thomas Pfister	1'755
Walter Aeberli	1'179

Top ten of volunteers (cumulative)

Name	no. of images
Hieke Heinz	1799
Jürg Meister	1664
Anonym	1395
Koni Kreis	1127
Anton Heer	1057
Hans Zumbühl	983
Sigi Heggli	949
Walter Aeberli	929
René Edward Knupfer-Müller	849
E. Pfenninger	668

## Our Top Ten (Nov. 2016)



# Community Management



Original title: Tscharner, Tschupp, Herzog, Wintsch  
New: Studienkameraden vor der Eisenbahnbrücke Eglisau. Von links nach rechts: Simon Tscharner, Karl Tschupp (beide Stud. Bauingenieur ETH), Karl Herzog, Jakob Wintsch (beide Stud. Kulturingenieur ETH), 1919-1922

- Meet and greet events annually
- Series of 8 videos on crowdsourcing including testimonials of the most active volunteers
- Online survey on motivation and socio-demographic background (Jan/Feb 2017)
- 2 posts per week on the weblog «Crowdsourcing» (since May 2016)



# Weblog «Crowdsourcing» (since May 2016)

// Do you know more? You knew more! Projects

ETH-Bibliothek | Crowdsourcing Participate / Multimedia / Statistics / About us / Deutsch

News and experiences from the community <https://blogs.ethz.ch/crowdsourcing/>

08.02.2019 / Nicole Graf / You knew more!

## Diese Baugrube wurde verortet!

Heute stellen wir ein schönes Album mit 21 Abzügen vor, das ursprünglich unspezifisch mit "Baustelle..."

[Read more](#)



04.02.2019 / Flurina Huonder / Do you know more?

## Die Gletscherkampagne (2/2)

Seitdem sMapshot erweitert wurde und nun eine Kampagne mit Senkrechtern läuft, werden weniger Bilder aus...

[Read more](#)





# Crowdsourcing 3: Georeferencing



SMAPSHOT with **ETH zürich**

Visit Contribute Nicole Graf  English ▾

## The participative time machine

In the past there was no GPS. Help us to georeference historical images of Switzerland.

<https://smAPSHOT.heig-vd.ch/ethz>



# Crowdsourcing 3: Georeferencing

SMAPSHOT

Every collections

Nicole Graf

Search: [ ] Filters

Images waiting to be georeferenced: 1590 images

Glacier d'Audannes, Wildhorn, 1904

# Crowdsourcing 3: statistics

## Leaderboard 🏆

Feb 2019 ▾

Alle Bildersammlungen ▾

1	246 images	Sigi Heggli
2	222 images	Hans Zumbühl
3	210 images	anton heer
4	152 images	Walter Zweifel
5	118 images	Urs Witmer
6	64 images	Werner Liechti

## Real time statistics

97%

from

45201

images georeferenced by

172

volunteers





Thank you very much for your attention!

Nicole Graf  
Head Image Archive, ETH Library  
Rämistrasse 101, CH-8092 Zürich  
Tel. +41 44 632 80 81  
nicole.graf@library.ethz.ch, www.library.ethz.ch

You can find us on:

- [www.library.ethz.ch/en](http://www.library.ethz.ch/en)
- Facebook
- Twitter
- Google Plus