



Digital Strategies for Heritage (DISH) 2013

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Workshop report

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Title: Workshop crowdsourcing a crowdsourcing model for CH (MOCCA)

Introduction

The Modeling Crowdsourcing for Cultural Heritage (MOCCA) project, a joint research endeavor of the Creative Industry Research Centre Amsterdam and the Centre for Digital Humanities of the University of Amsterdam, aims to steer more effective crowdsourcing projects for galleries, libraries, archives, and museums. By defining a set of conditions and requirements that help to determine to the relative success of crowdsourcing projects, the MOCCA Project works to develop a nuanced tool that can be used by cultural heritage organizations to better design their own tailor-made projects.

The Crowdsourcing a Crowdsourcing Model for Cultural Heritage Workshop will explain the necessity of this research to the field, using the Amsterdam City Archives' current Red Een Portret (Save a Portrait) project as a key case study. After preliminary results of the MOCCA project have been introduced, participants will be divided into groups to test a version of the model in-progress against their own plans for crowdsourcing projects. Each participant is requested to prepare by bringing a plan for a crowdsourcing project from their own institution, either existing or hypothetical, paying special attention to key attributes of the project such as the characteristics of the collection, the goals of the project, and the skills or expertise volunteers will require to complete the task. The workshop will enable participants to gain knowledge about the conditions necessary to design a successful project while also helping to evaluate and improve the functionality of the tool.

Discussion

Julia Noorgraaf UVA Digital Lab introduction: projects commissioned in collaboration with heritage institutions and private partners.

New fundamental research in the field of DH

Use of computational tools in digital humanities

Project modelling crowdsourcing for Cultural heritage in collaboration with City Archives Amsterdam and commercial partner Picturae.

Question: what makes a crowdsourcing project succesful?

Pieter Woltjer (Picturae): Under umbrella of the Vele Handen/many hands-platform a lot of crowdsourcing projects are already being executed. Picturae is coordinator/owner of the Vele Handen platform. More than 3000 volunteers already working on the platform. Gives a demo of a data entry project. All data is entered twice. Another demo of a photo describing project. A very controlled environment.

Angela Bartholomew - embedded researcher working on successful methods 4 crowdsourcing.
Classified different crowdsourcing projects. Interviews and literature research.

Conditions and attributes for success:

- Nature of institute and collections used for crowdsourcing. Museums often very different projects as archives.
- institutional culture conflict: project in conflict with institute's mission
- dedicated site or generic crowdsourcing project?
- Evolution of a project: evolving roles of participants and evolution of content. For instance Old Weather project reached a far wider, historically interested audience than first thought.

Audience set at work! Questionnaire about crowdsourcing - institute, collection, goal, crowd, infrastructure and evaluation.

From the questionnaire - some sample questions (summarized here and there):

- are there copyright issues involved?
- 3 main goals described: institutionally related aims, patron related aims, crowd related aims (entertainment, educational, etc)
- urgency of the project: why now, why this collection?
- time span of the project
- do participants require training, knowledge, expertise?
- diversity of crowd wished for - gives better results?
- is the task highly complex? Yes, then you have to seduce participants by giving them 'seductive' initial tasks
- how will the user generated content be structured behind the scenes?
- does the proposed design of the project make it possible for feedback from the crowd to be taken into account?

Have you thought about how it could be possible to assess the results of the project by measuring the results of the project outcome against the project roles?

Discussion after filling in exercise:

- One thing missing in the list is the question if it is possible to use sensitive collections (war crimes etc) in a crowdsourcing project.
- Also: question about the nationality of the crowd
- Maybe the questionnaire is a bit too long and complex