Crowdsourcing 101: Fundamentals and Case Studies

October 29, 2014

Presented by:

Crowdsourcing Consortium for Libraries and Museums (CCLA)

INSTITUTE of Museum and Library SERVICES

tiltfactor

DARTMOUTH
VOX CLAMANTIS IN DESERTO
1769

crowdconsortium.org

@crowdconsortium

Today's Presenters

Mia Ridge
Chair of the Museums Computer Group at Open University and a member of the Executive Council of the Association for Computers and the Humanities (ACH)

Ben Vershbow
Director of NYPL Digital Library + Labs

Victoria Van Hyning
Digital Humanities Postdoctoral Fellow, Zooniverse

Crowdsourcing Consortium for Libraries and Archives (CCLA)

Crowdsourcing 101: Fundamentals and Case Studies

29 October 2014

Mia Ridge, Open University/Trinity College Dublin
http://miaridge.com/
@mia_out

Overview

- Defining crowdsourcing
- Example projects, typical tasks and input/output content
- Participants, motivations and levels of engagement
- Design tips

What is crowdsourcing?

'the act of a company or institution taking a function once performed by employees and outsourcing it to an undefined (and generally large) network of people in the form of an open call' (Jeff Howe and Mark Robinson for Wired, 2006)

Or, using cognitive surplus: 'the spare processing power of millions of human brains' (Clay Shirky)

Cultural heritage crowdsourcing is…

…asking the public to undertake meaningful tasks related to cultural heritage collections in an environment where the activities and/or goals provide inherent rewards for participation. The project should contribute to a shared, significant goal or research interest.

...vs 'user-generated content'

- UGC: comments, creative responses or items contributed by the public
- Unlike crowdsourcing, the act of contributing is more valuable than the contribution - individual, not mutual value

Basically, cultural heritage crowdsourcing is...

Transforming input content into output content...

...via a powerful purpose and/or enjoyable tasks that people want to help you with

National Library of Australia: Trove

ELECTRONICALLY TRANSLATED TEXT

Need help? Keyboard Shortcuts

Save Exit Cancel

Undo Line Insert Symbol

MISSING FRIENDS.

Circulating as It does throughout the

Southern Hemisphere. "The World's

News" is unique as a medium for the

discovery of ■ missing friends. The

charge for these advertisements is 14

words Sis cash, and thereafter Is per

line.

"DUTTEJRWORTH, WILLIAM, of Hull, England, who

A-* went to Australia,in 1882, and was last heard ot la

1S91, is requested to write to his nephew, J. W. Butter

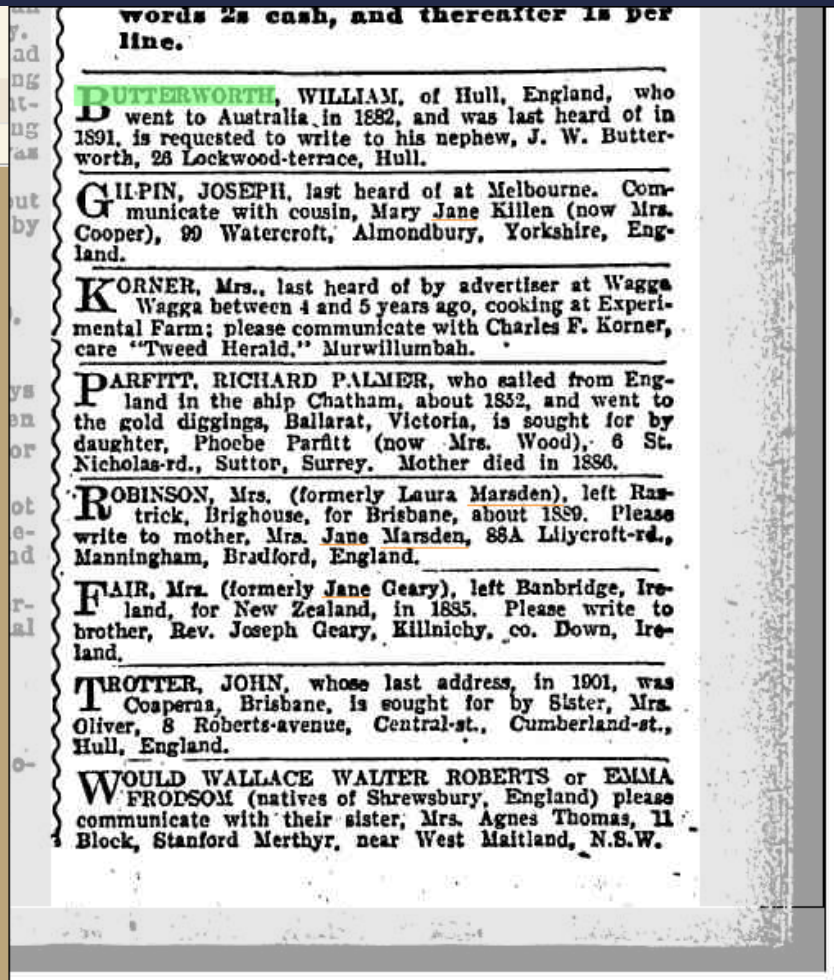
worth, 26 Lockwood-terrace. Hull.

G1IPIN, JOSEPH, last heard of at Melbourne. Oonv

municate with cousin, Mary Jane Killen (now Mrs.

Cooper), 90 Watercroft," Almondbury, Yorkshire, Eng

land; ;



words 2s cash, and thereafter 1s per line.

BUTTERWORTH, WILLIAM, of Hull, England, who went to Australia in 1882, and was last heard of in 1891, is requested to write to his nephew, J. W. Butterworth, 26 Lockwood-terrace, Hull.

GILPIN, JOSEPH, last heard of at Melbourne. Communicate with cousin, Mary Jane Killen (now Mrs. Cooper), 99 Watercroft, Almondbury, Yorkshire, England.

KORNER, Mrs., last heard of by advertiser at Wagga Wagga between 4 and 5 years ago, cooking at Experimental Farm; please communicate with Charles F. Korner, care "Tweed Herald." Murwillumbah.

PARFITT, RICHARD PALMER, who sailed from England in the ship Chatham, about 1852, and went to the gold diggings, Ballarat, Victoria, is sought for by daughter, Phoebe Parfitt (now Mrs. Wood), 6 St. Nicholas-rd., Sutton, Surrey. Mother died in 1886.

ROBINSON, Mrs. (formerly Laura Marsden), left Rastrick, Brighouse, for Brisbane, about 1889. Please write to mother, Mrs. Jane Marsden, 88A Lilycroft-rd., Manningham, Bradford, England.

FLAIR, Mrs. (formerly Jane Geary), left Banbridge, Ireland, for New Zealand, in 1885. Please write to brother, Rev. Joseph Geary, Killnichy, co. Down, Ireland.

TROTTER, JOHN, whose last address, in 1901, was Coaperna, Brisbane, is sought for by Sister, Mrs. Oliver, 8 Roberts-avenue, Central-st., Cumberland-st., Hull, England.

WOULD WALLACE WALTER ROBERTS or EMMA FRODSOM (natives of Shrewsbury, England) please communicate with their sister, Mrs. Agnes Thomas, 11 Block, Stanford Merthyr, near West Maitland, N.S.W.

http://trove.nla.gov.au/

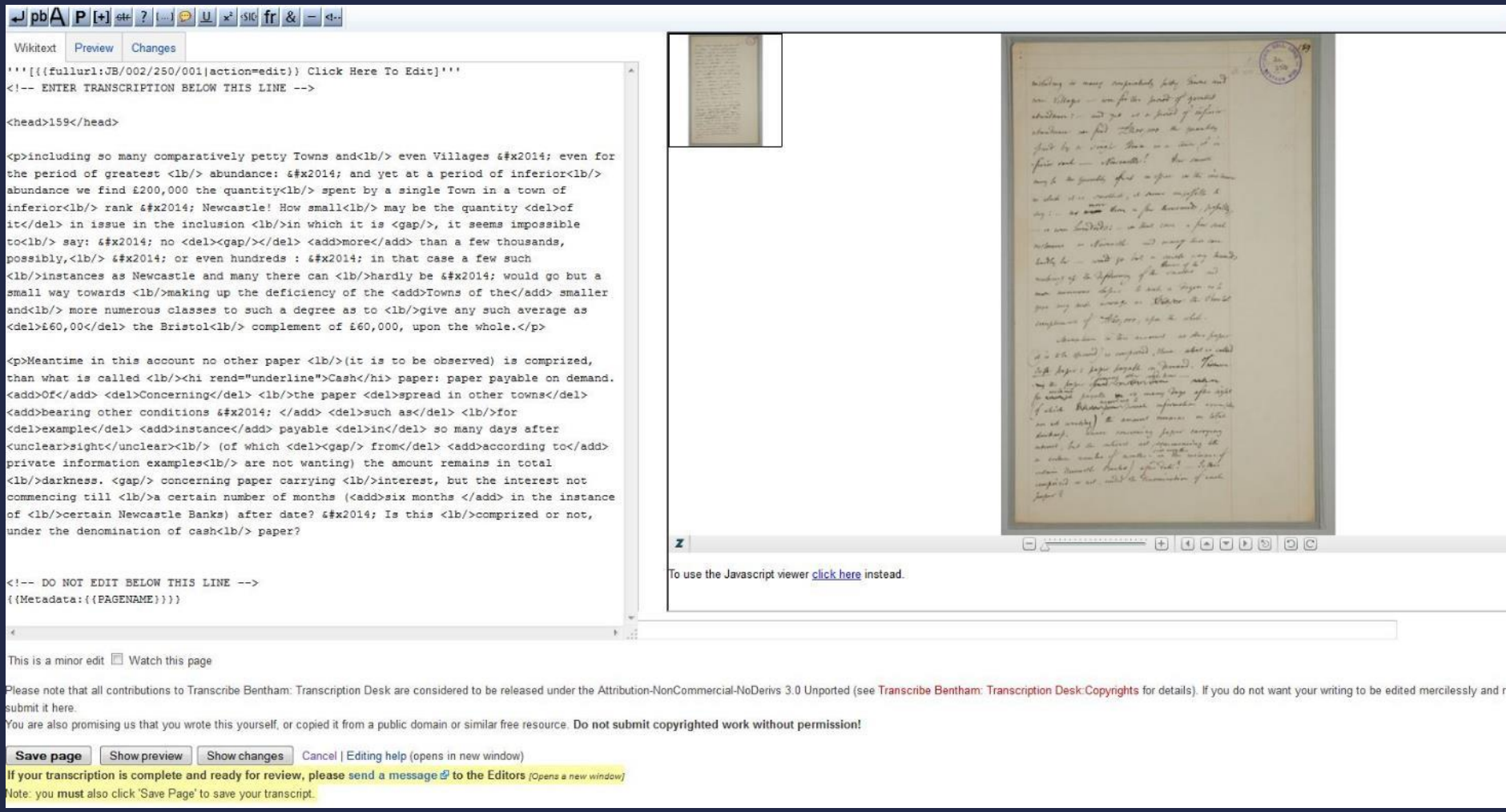
FamilySearch

https://familysearch.org

2012 Statistics
Total records indexed: 534,108,416
Total records arbitrated: 263,254,447
Total volunteers contributing: 348,796
Total estimated hours contributed: 12,764,859

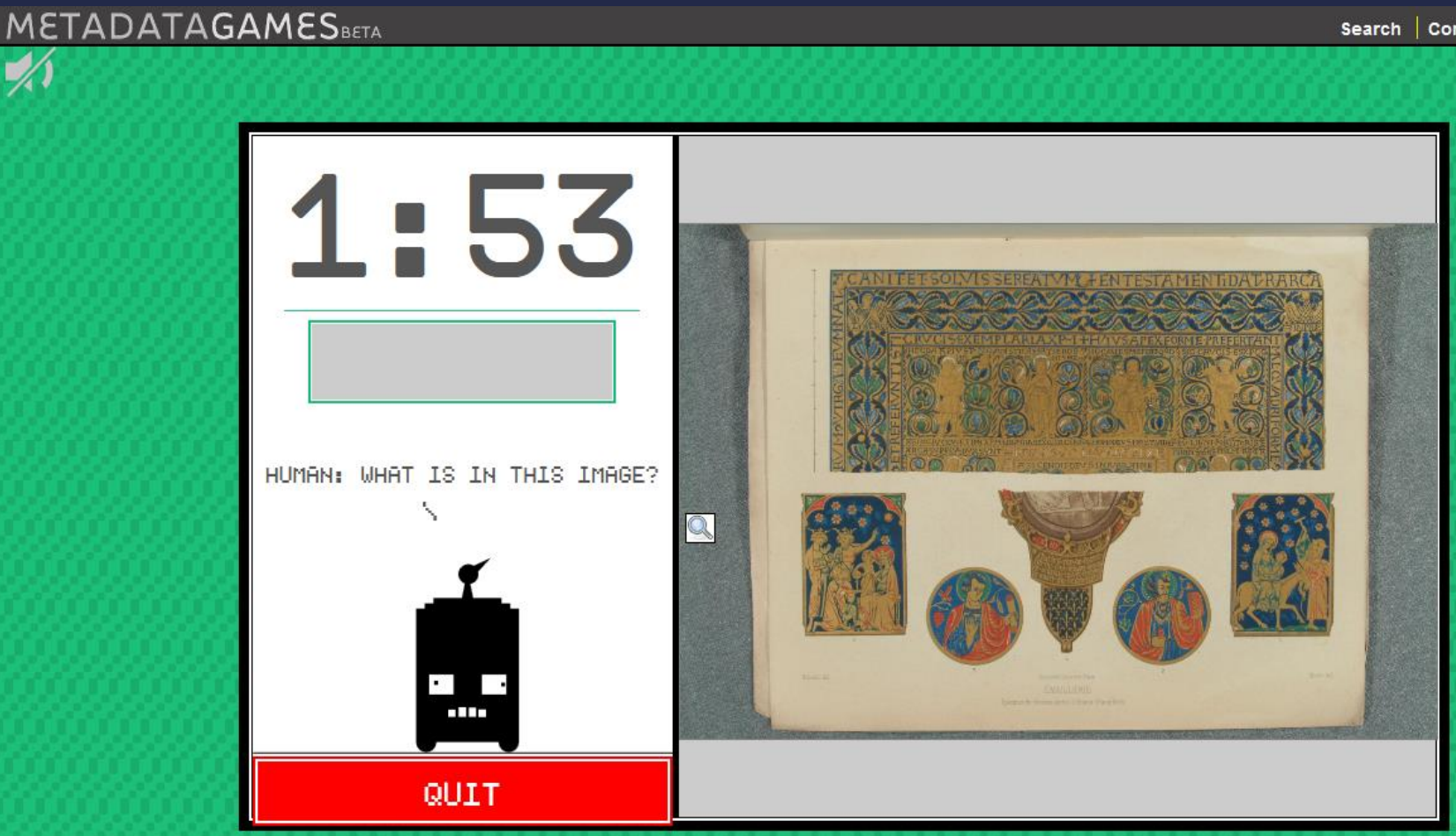
On “5 Million Name Fame” event day, July 2012:
Indexed Records: 7,258,151
Arbitrated Records: 3,082,728
Total Records Worked: 10,340,879
Volunteers participating: 46,091.

Transcribe Bentham

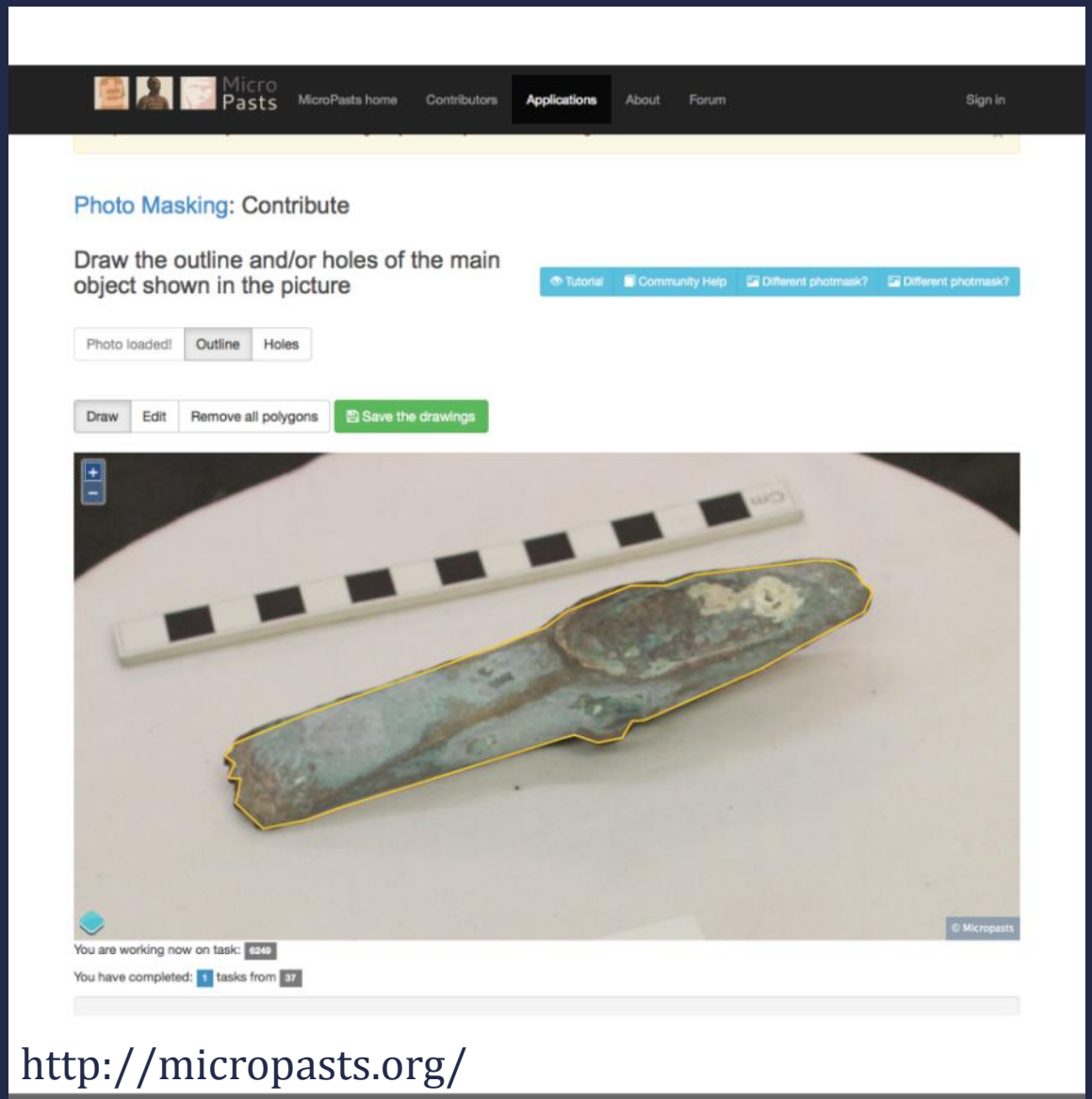


http://www.transcribe-bentham.da.ulcc.ac.uk/

Metadata Games

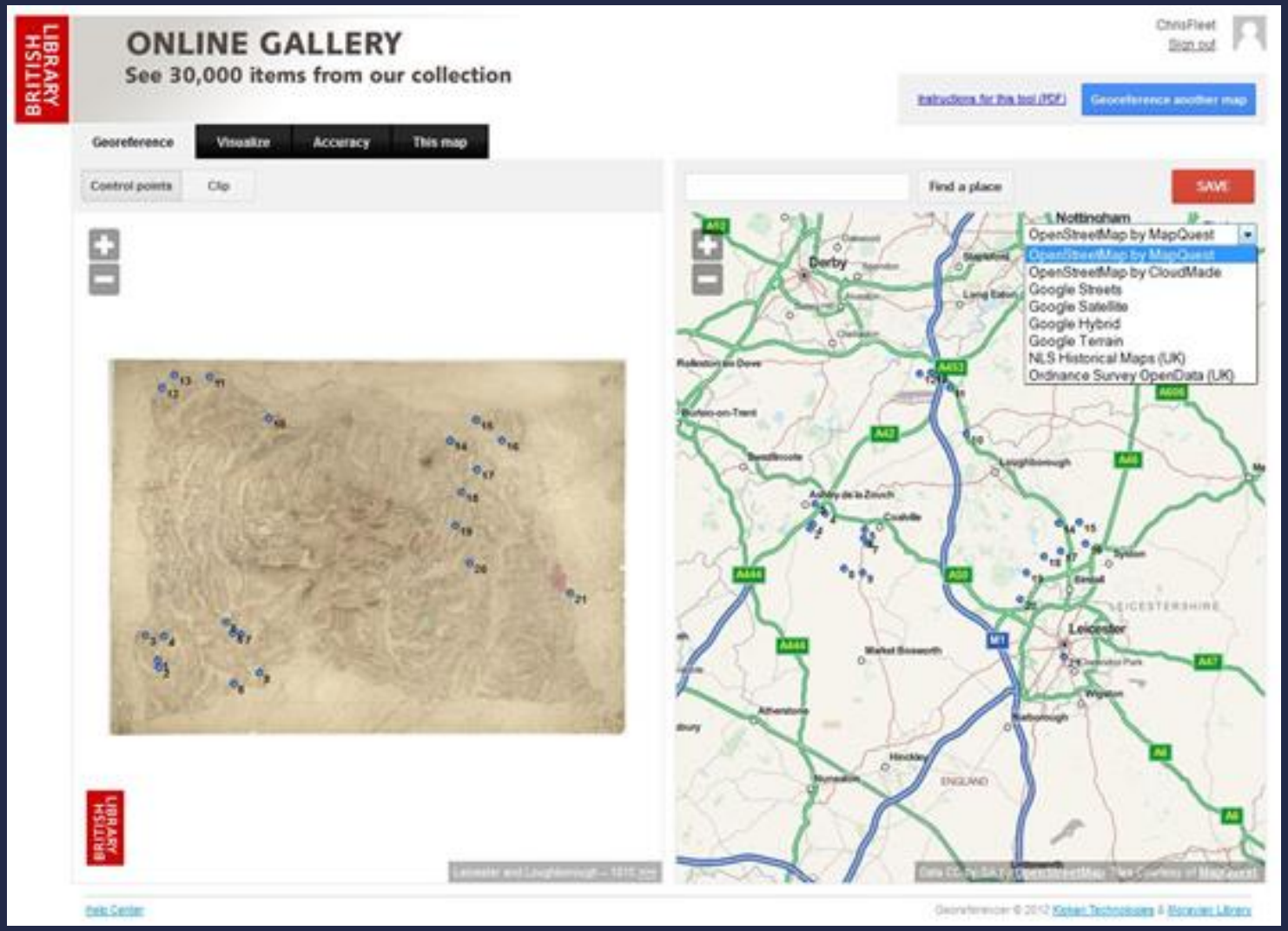


Micropasts



http://micropasts.org/

British Library Georeferencer



http://www.bl.uk/maps/

Reading Experience Database

Record Number: 16878

Reading Experience:

Evidence:

'Sunday 3 October. I am reading "A Room of One's Own". Most delightful and profound - if I had the time I would write an essay about life in the WRNS'

Century:	1900-1945
Date:	3 Oct 1943
Country:	England
Time	n/a
Place:	n/a
Type of Experience (Reader):	silent aloud **unknown** solitary in company **unknown** single serial **unknown**
Type of Experience (Listener):	solitary in company unknown single serial unknown

Reader / Listener / Reading Group:

Reader:	**Barbara Pym**
Age:	Adult (18-100+)
Gender:	Female
Date of Birth:	2 Jun 1913
Socio-Economic Group:	Professional / academic / merchant / farmer
Occupation:	Writer
Religion:	Church of England
Country of Origin:	England
Country of Experience:	England
Listeners present if any: *e.g family, servants, friends*	n/a

http://www.open.ac.uk/Arts/reading/

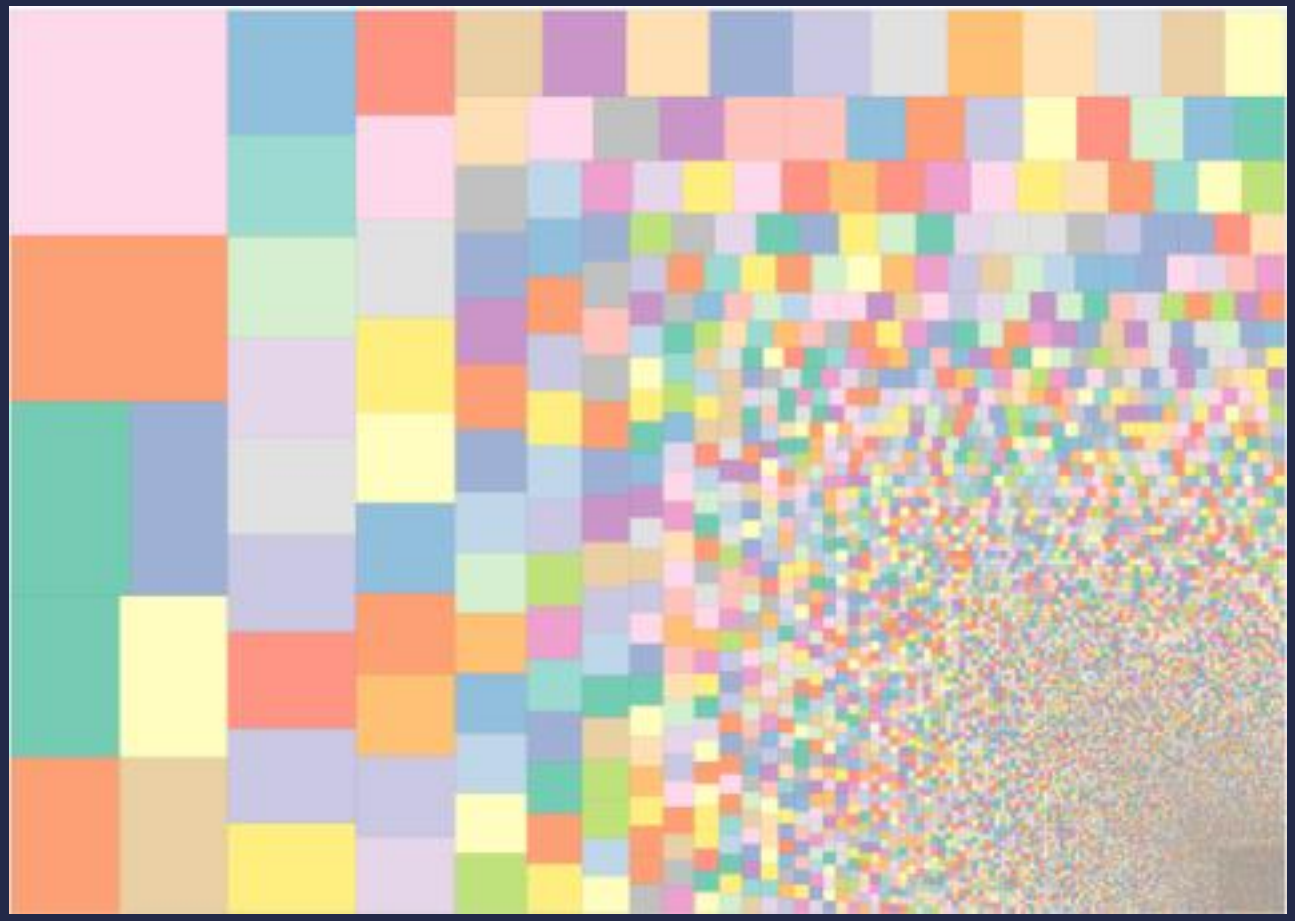
Typical tasks in crowdsourcing

- Task granularity: 'microtasks' to long-term, complex tasks
- Tagging (subjective, factual; free-text, vocabularies; mark-up, tags)
- Transcribing (including OCR correction)
- House-keeping (moderating forums, flagging content for review)
- Sharing knowledge (personal or researched)
- Creating links, relationships, categorising
- Stating preferences, opinions
- Crowdfunding

Who participates in crowdsourcing?

UW Digital Collections http://www.flickr.com/photos/uw_digital_images/4476958262/

Super-contributors and drive-bys



‘16,400 little boxes – one for each person who’s contributed to oldWeather. The area of each box is proportional to the number of pages transcribed, between us all we’ve done 1,090,745 pages.’
http://blog.oldweather.org/2012/09/05/theres-a-green-one-and-a-pink-one-and-a-blue-one-and-a-yellow-one/

Motivations for participation

Powerhouse Museum Collection https://secure.flickr.com/photos/powerhouse_museum/2633069104/

One task...

ELECTRONICALLY TRANSLATED TEXT

Need help? Keyboard Shortcuts

Save | Exit | Cancel

Undo Line | £ Insert Symbol

ngne would be disposed to Iri3s;iiim. ('Hear,'- and a

ItosIi.) In' condusioii, ne , would urge upon thein the,'

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(Cheers.)

Mr. Lucas seconded the motion. When ^lieiaw a work

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(He.ir, hear, and a laugh.) rThe railway might probably

cost mora than was estimated, but at the same'tirne the

rrailw returns were very much underrated. The produce

from the north was daily in^reasinsr — land ? . was rapidly

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with t{ie oonstrnation and extension of a rujhvav. He

TH AUSTRALIAN REGISTER, WEDNESDAY, SEPTEMBE

ave been found there were now, thriving and populous illages. If this were the case in old countries, how much more would it be so in new ones. At present the road to Gawler Town was in a dreadful state—a state disgraceful to the Central Road Board, which for years had had the laying out of so much money. If the railway were constructed they would not only have a good road from Adelaide to Gawler Town, but good roads from all the neighbouring districts to the same point. He had not often been able to support the measures of Government, but he could conscientiously do so in the present instance; for the proposed railway would not only benefit the district with which he was more immediately connected, but would be advantageous to the public at large. When they found that in two hours they could have produce or stores conveyed by the railway between Gawler Town and Adelaide, all those who were present that evening would congratulate themselves upon their having taken part in its promotion; and he was glad to be able to address his constituents (whom, after a hard struggle, he had the honour of representing) upon a subject where they were all agreed, and where none would be disposed to hiss him. ("Hear," and a laugh.) In conclusion, he would urge upon them the advantage of self-reliance, and endeavour to impress upon their minds that if they wished to have justice done them they must strenuously urge their reasonable claims. (Cheers.)

Mr. Lucas seconded the motion. When he saw a work of such magnitude brought forward, he thought the Government fully justified in borrowing money for its completion. As to the opponents of borrowing, he should like to ask some of them if they knew what three months' bills meant—(a laugh)—or three months' bills two or three times renewed; of their overseers' drawing orders upon them from their stations, which was only another form of borrowing, as his pocket could bear testimony. (Hear, hear, and a laugh.) The railway might probably cost more than was estimated, but at the same time the traffic returns were very much underrated. The produce from the north was daily increasing—land was rapidly getting into cultivation—and it would increase still more with the construction and extension of a railway. He then read his own estimate of the probable cost and re-

LAW AND CRIMINAL COURTS.

SUPREME COURT—CIVIL SIDE.

TUESDAY, SEPTEMBER 12.

[Before Mr. Justice Cooper.]

AYLWIN V. DAY.

Mr. Wearing for the plaintiff; Mr. Gwynne for the defendant.

This was a new trial of an action for £290, obtained, as alleged, by false pretences, which was decided in favour of the plaintiff last term. The plaintiff, a new arrival in the colony when the cause of action occurred, was a wine merchant in Adelaide, but desired to become a stockholder and owner of a cattle or sheep-run. He signified his desire to a person named Tyrrell, who undertook to look for a suitable run. A treaty was opened with the defendant, who stated that he had a run in the neighbourhood of Mount Arden to dispose of. It was arranged that Tyrrell should visit the run, and on his approval the plaintiff was to purchase it for the agreed price of £290. Tyrrell left in company with the defendant, who was to accompany him to Gawler Town, from which place he was to proceed to Clare, and from thence the defendant's brother was to accompany and show him the run. It appeared, however, that, instead of acting on that arrangement, Tyrrell accompanied the defendant to his house on Gawler Plains, where he remained for about a week, and then returned to Adelaide and reported to the plaintiff in the presence of the defendant that he had seen the run and approved of it, stating that it would keep from 10,000 to 15,000 sheep. Upon the faith of that report the plaintiff completed the purchase, and gave the defendant £100 on account. That was on the 28th December last. The remaining £190 was paid a week after. The defendant handed over a paper to the plaintiff, as follows:—

"December 28th, 1853.

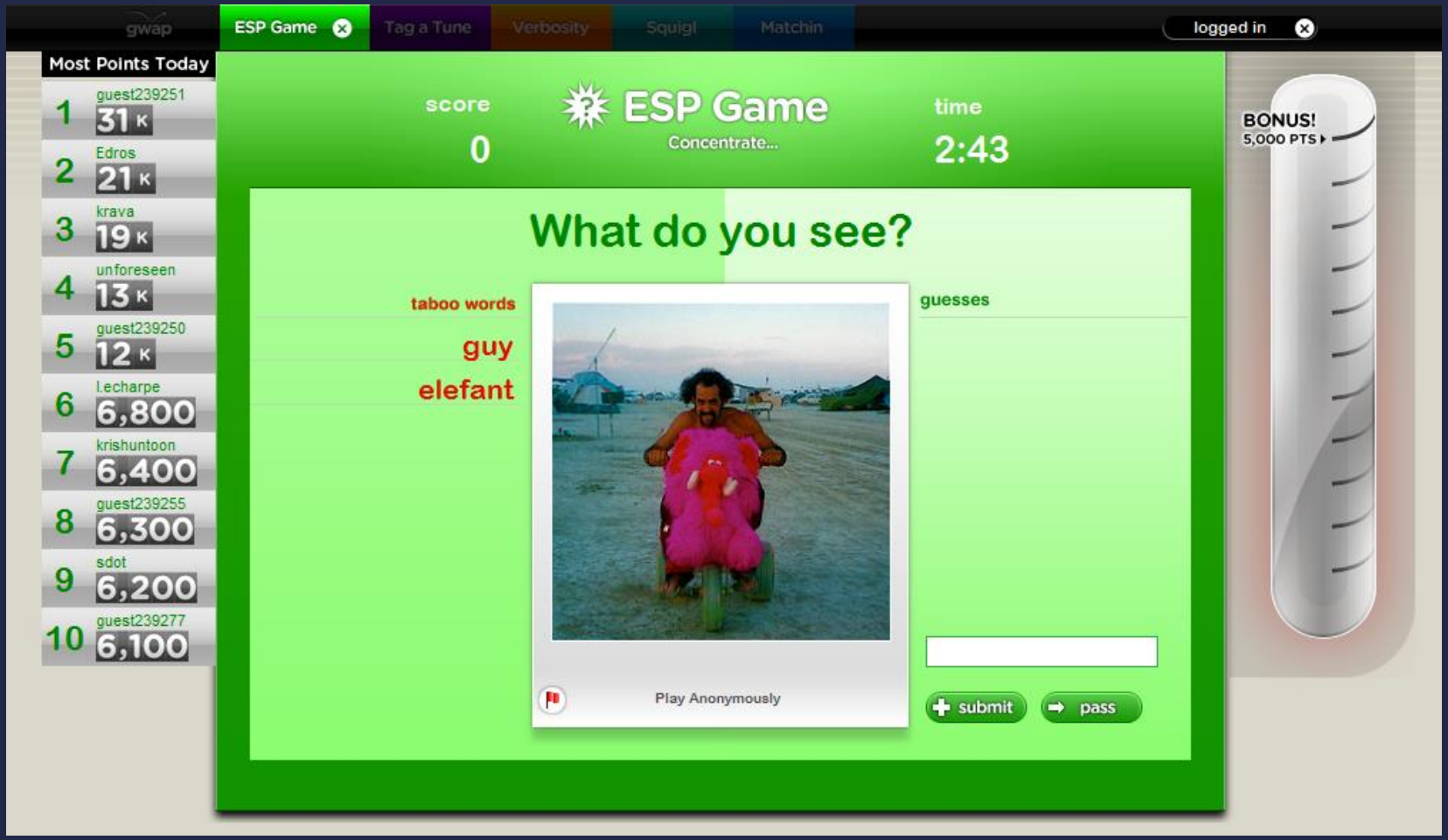
"New run applied for by Mr. John Day on the 10th November, 1853.—W. JAMES, pro Commissioner of Crown Lands."

The defendant stated at the same time that on presenting that paper the Crown Lands Commissioner would hand over a lease. The plaintiff believed he had purchased a

…many motivations for participation

- Altruistic
  - helping to provide an accurate record of local history
- Intrinsic
  - reading 18thC handwriting is an enjoyable puzzle
- Extrinsic
  - an academic collecting a quote from a primary source

Extrinsic motivations



http://gwap.com

Altruism

http://helpfromhome.org/

Intrinsic motivations

- fun
- the pleasure in doing hobbies
- the enjoyment in learning
- mastering new skills, practicing existing skills
- recognition
- community
- passion for the subject

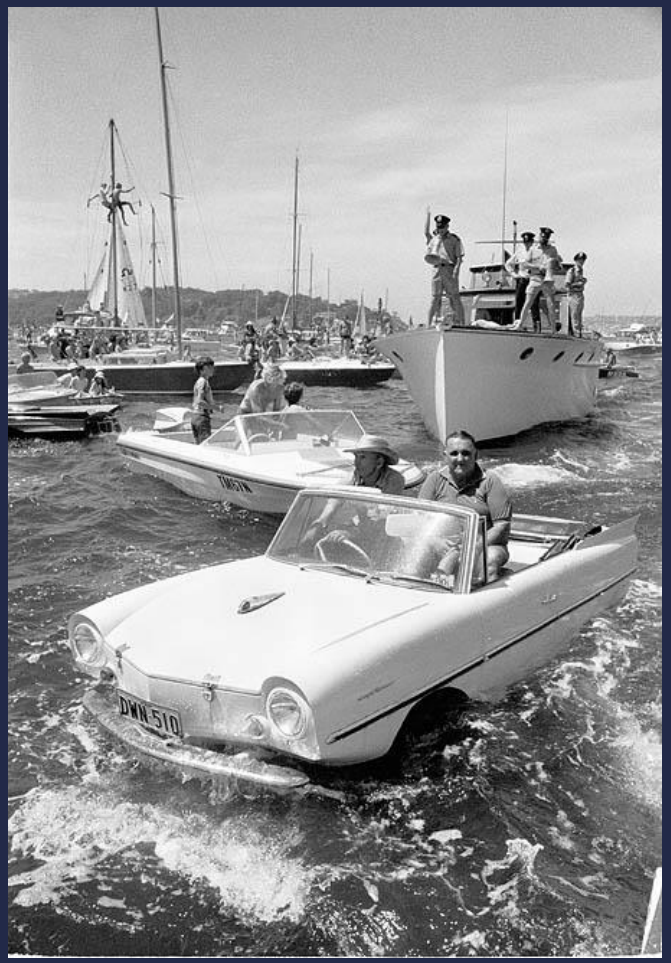
State Library of Queensland, Australia
https://secure.flickr.com/photos/statelibraryqueensland/3198305152/

Motivations as opportunities

People crave:

- satisfying work to do
- the experience of being good at something
- time spent with people we like
- the chance to be a part of something bigger

(Jane McGonigal, 2009)



State Library of New South Wales
https://www.flickr.com/photos/29454428@N08/2880982738

Motivations for organisations

- Fix the 'semantic gap' and enhance discoverability
- Digitisation backlog: collections are big, resources are small
- Create engaging, meaningful experiences for the public
- Access external knowledge and expertise

Going beyond 'microtasks'

- How can participants grow beyond 'classify this image' or 'type what you see'?

Participatory project models

Contributory

- the public contributes data to a project designed by the organisation

Collaborative

- both active partners, but lead by organisation

Co-creative

- all partners define goals together

(Center for Advancement of Informal Science Education (CAISE))

'Levels of Engagement' in citizen science

- Level 1: participating in simple classification tasks
- Level 2: participating in community discussion
- Level 3: 'working independently on self-identified research projects'

(Raddick et al, 2009)

State Library of Queensland, Australia
https://www.flickr.com/photos/statelibraryqueensland/4603281578/

FamilySearch ‘stepping stones’

- Indexing as ‘introductory, family history education’ including:
  - Knowledge about record types
  - Genealogical information
  - Handwriting practice
- From indexing, can move to ‘arbitration’
- Or onto your own family history research

The ethics of crowdsourcing

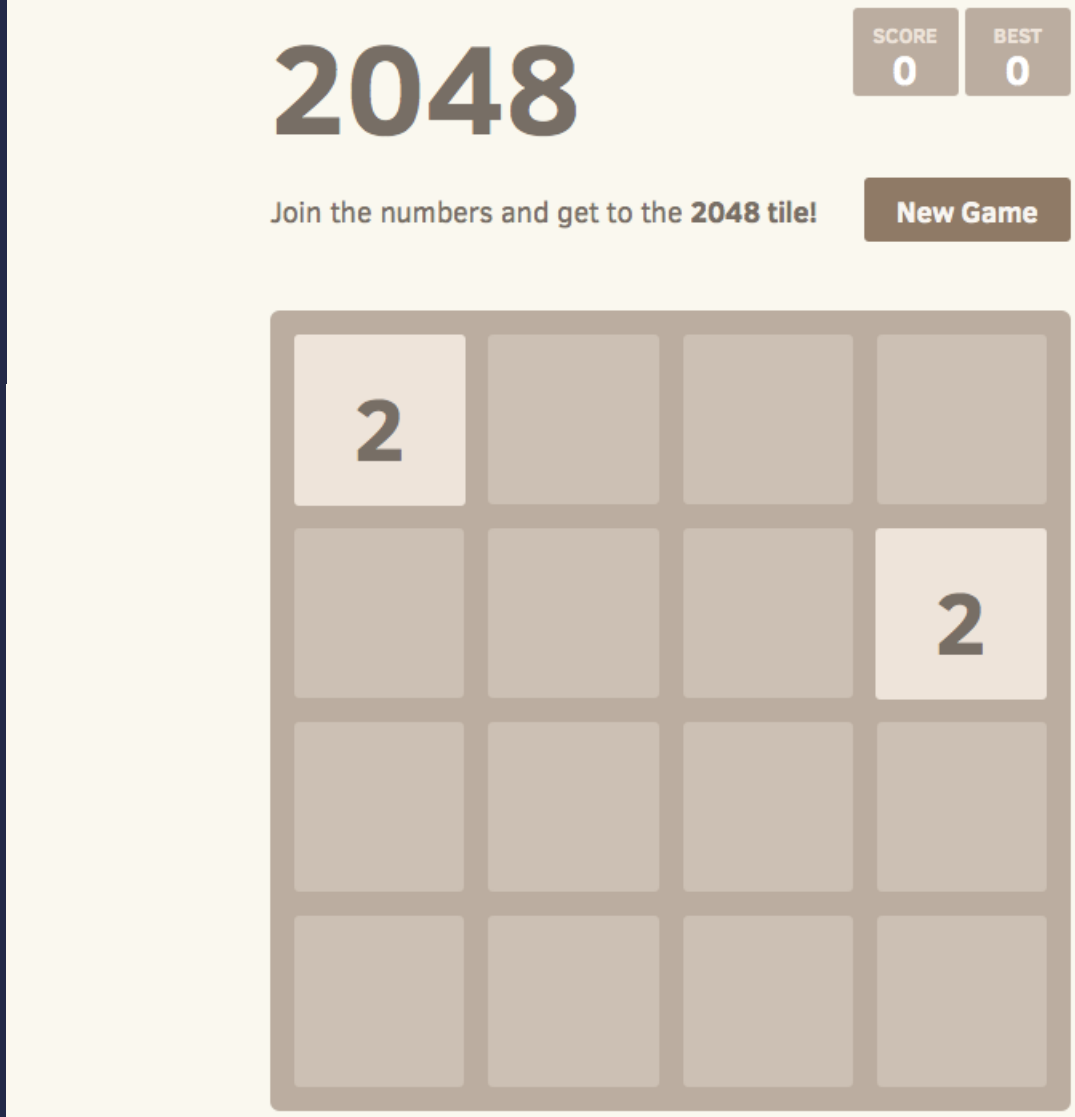
http://xkcd.com/1060

Design tips

Validate procrastination

https://www.flickr.com/photos/44282411@N04/8168496167 by LearningLark

Show, don't tell



Work with compelling content

http://dh.tcd.ie/letters1916/diyhistory/

Other design solutions

- Understand and remove barriers to participation
- Emphasise importance of contribution
- Find interesting tasks, material
- Look to existing uses, communities
- Invest in community interaction, feedback

Design for cultural heritage crowdsourcing

- Understand your potential audiences' interests and motivations
- Understand the quirks of your material
- Anticipate uses of the output content
- Understand barriers to participation

then...

- Tailor your design to suit

Future design challenges

- Integrating machine learning and human computation
  - What happens if we run out of meaningful tasks?
- Designing for mobile
- Participant retention
- Resources - crowdsourcing as 'free puppy'

Thank you!

Mia Ridge

Open University/Trinity College Dublin

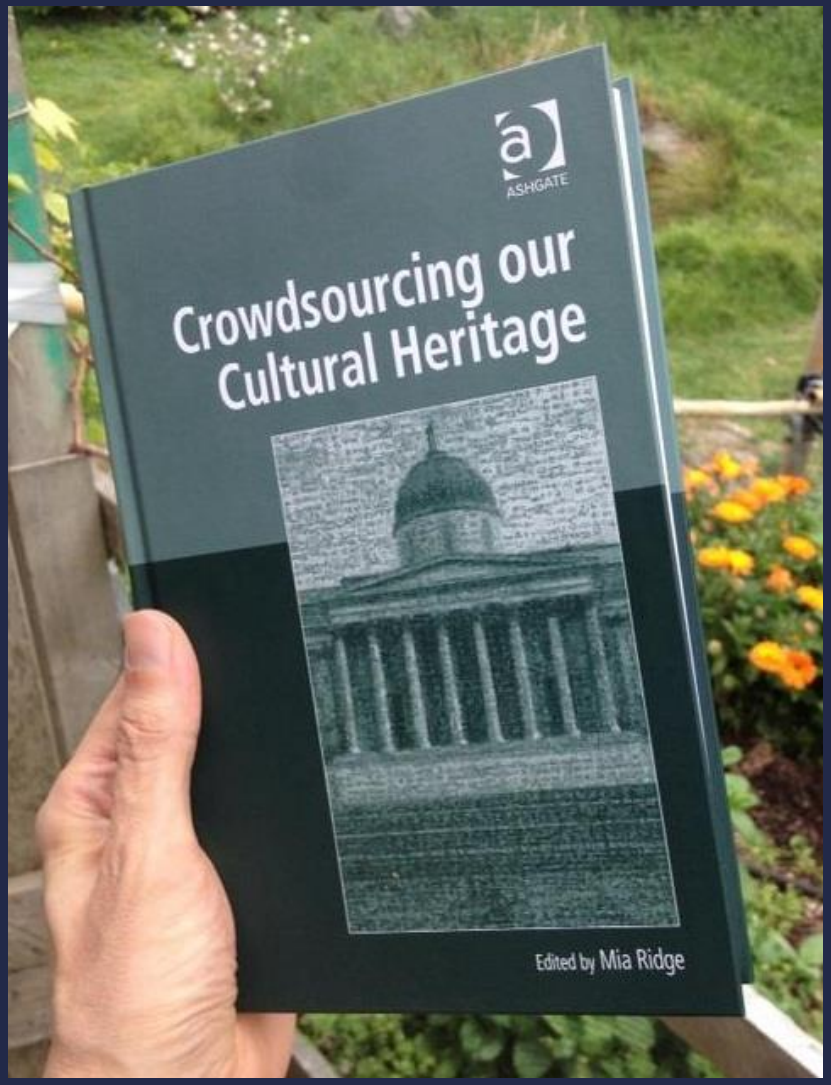
http://miaridge.com/

@mia_out

Find out more:

Crowdsourcing our Cultural Heritage

http://www.ashgate.com/isbn/9781472410221



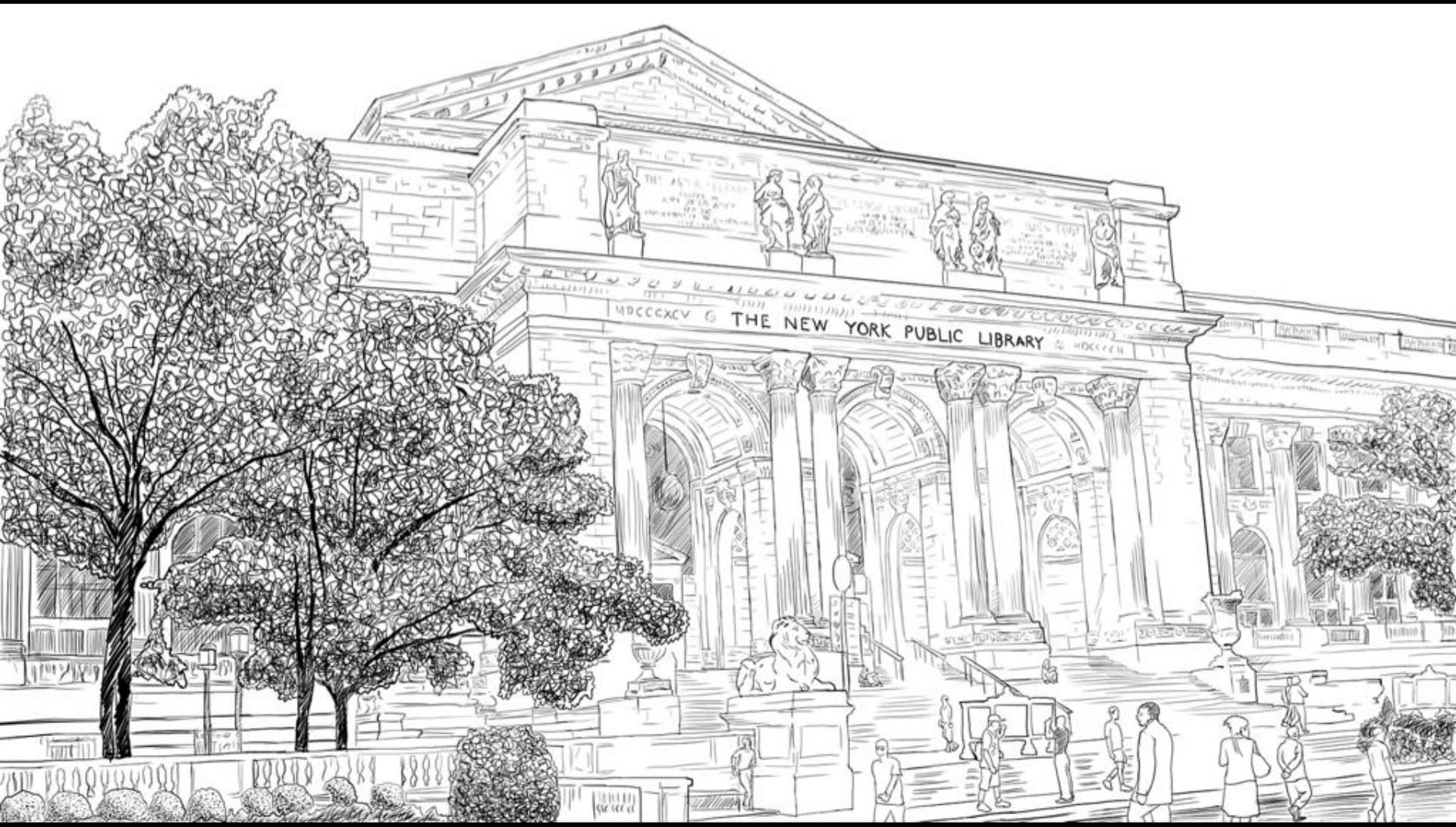


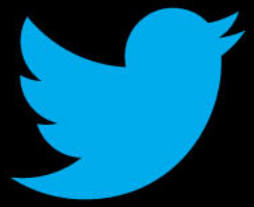
Image: Astra Wijaya

Crowdsourcing Iterations at NYPL Labs

Ben Vershbow - Director, Digital Library + Labs, New York Public Library

Consortium for Crowdsourcing in Libraries and Archives – Oct 29, 2014

New York Public Library



@subsublibrary

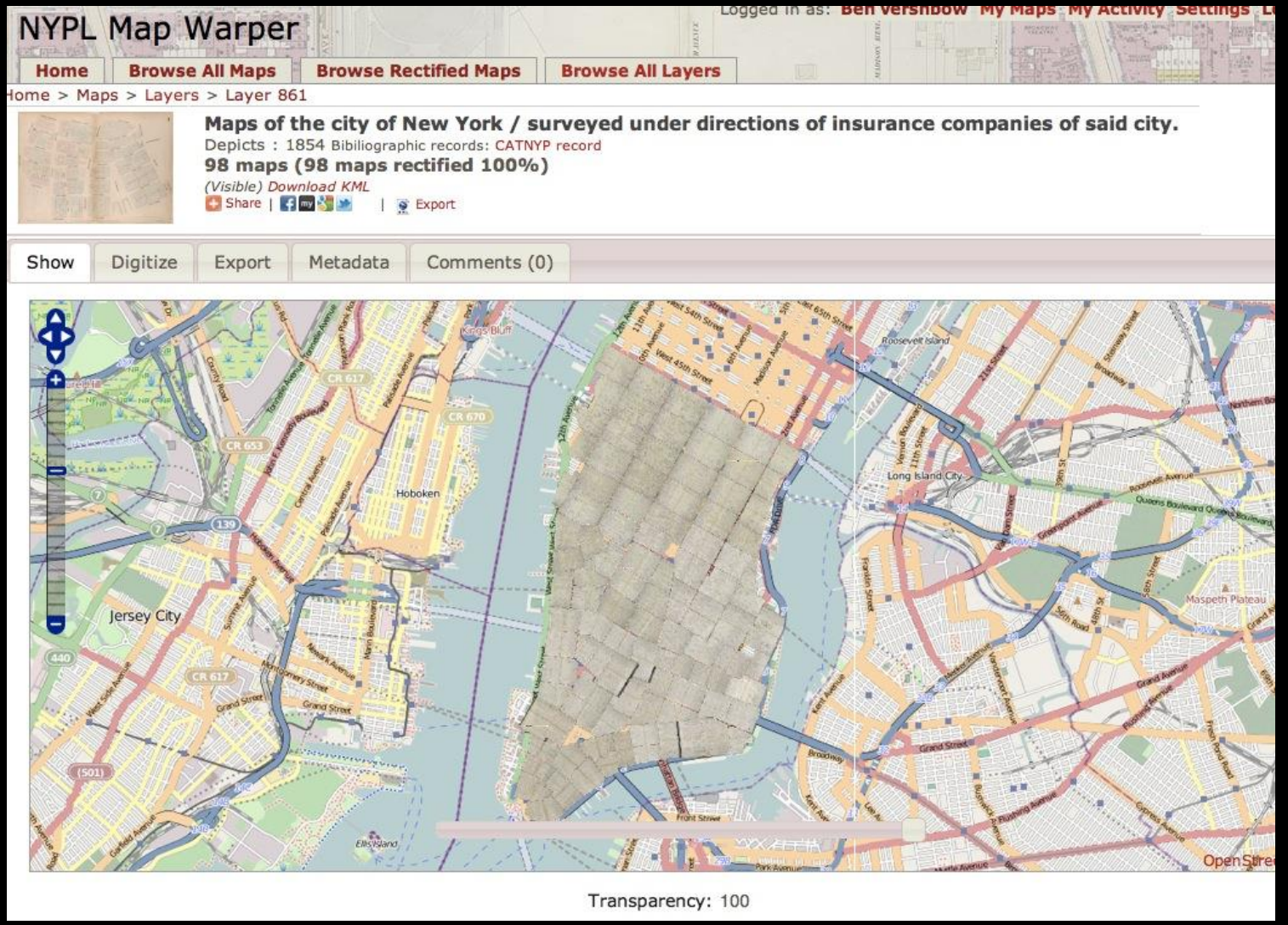
@nypl_labs

New York Public Library

In the beginning…

Map Warper (2010 - present)

maps.nypl.org

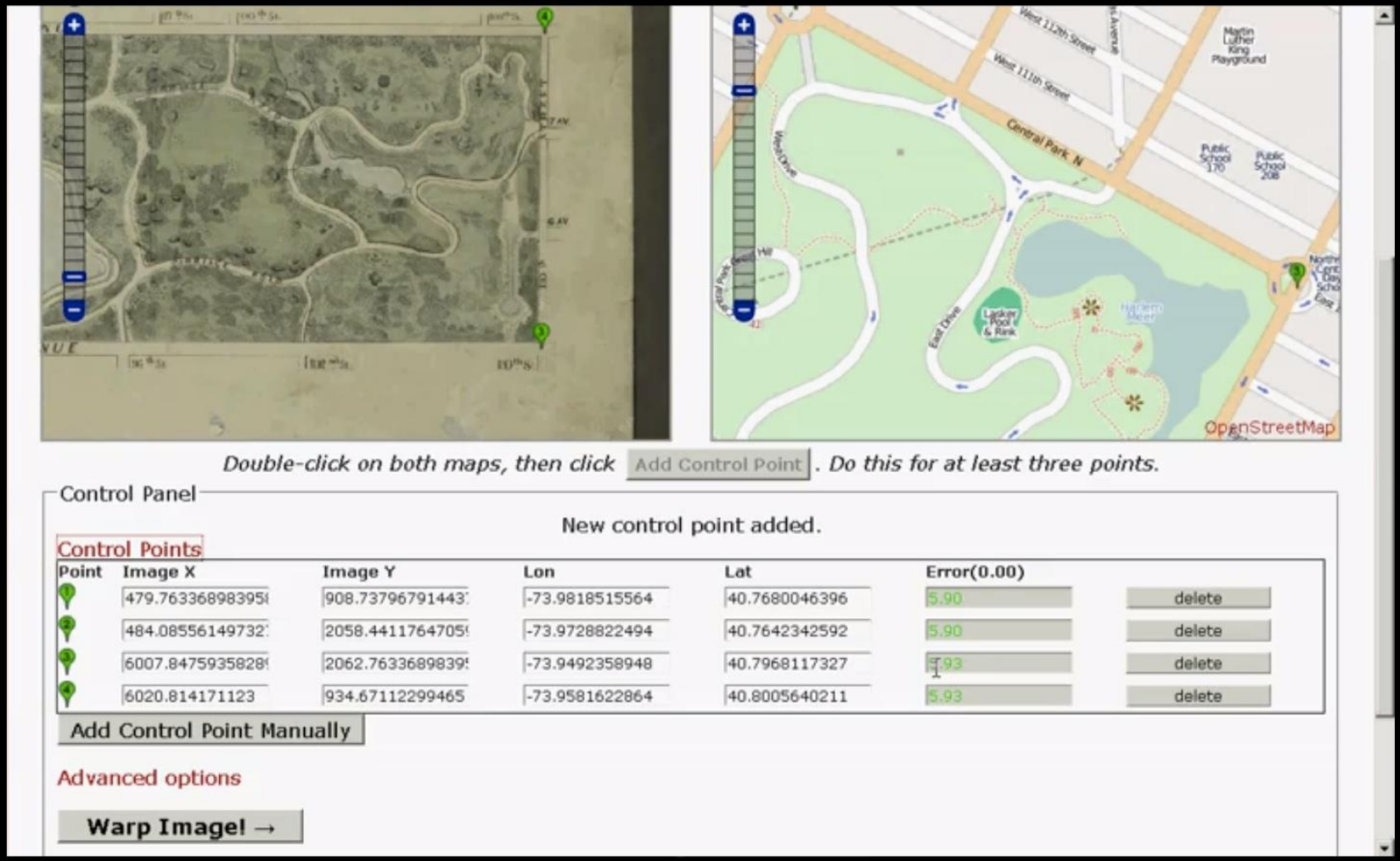


NATIONAL ENDOWMENT FOR THE Humanities

New York Public Library

Map Warper (2010 - present)

maps.nypl.org

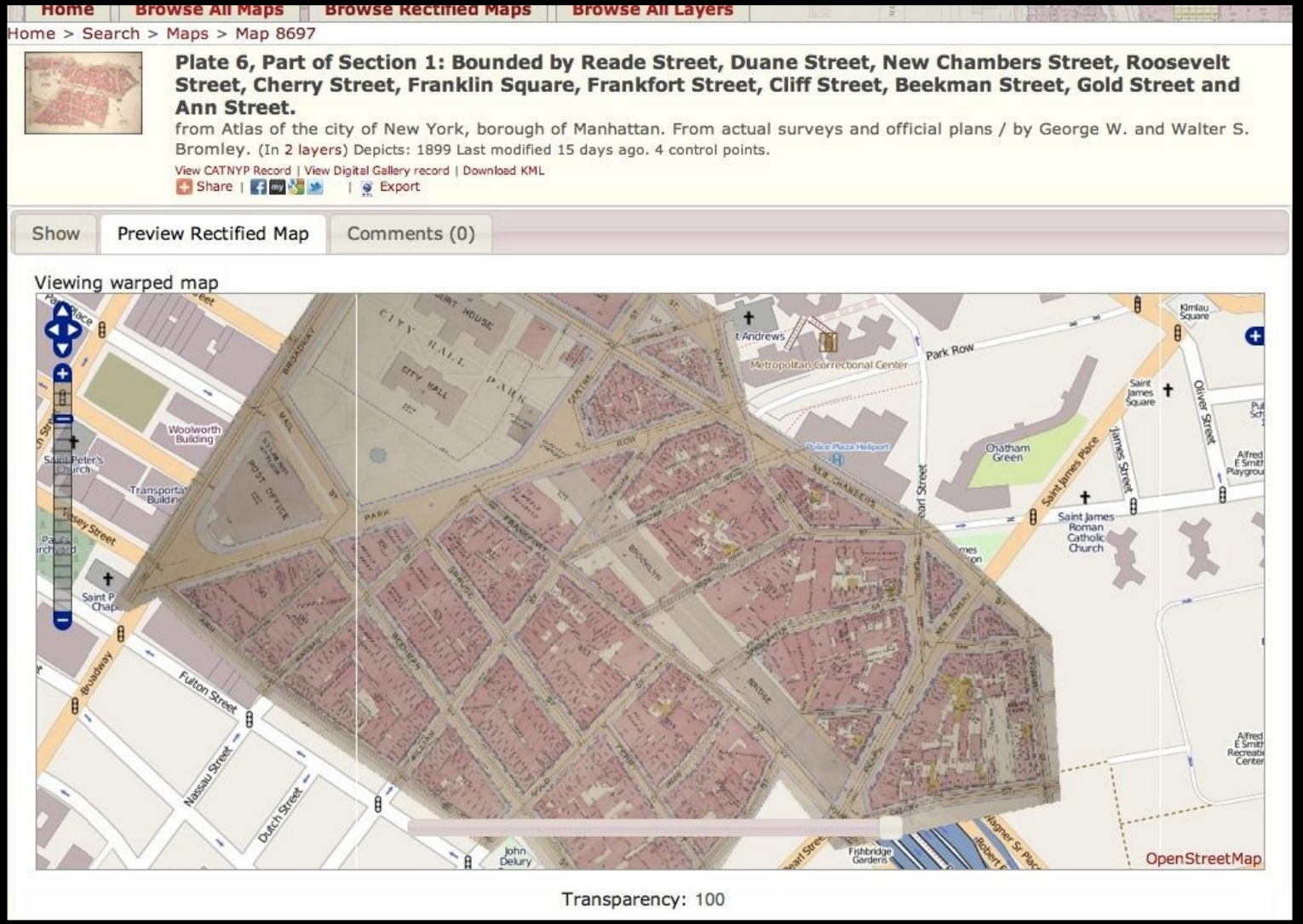


Georectification task

New York Public Library

Map Warper (2010 - present)

maps.nypl.org



New York Public Library

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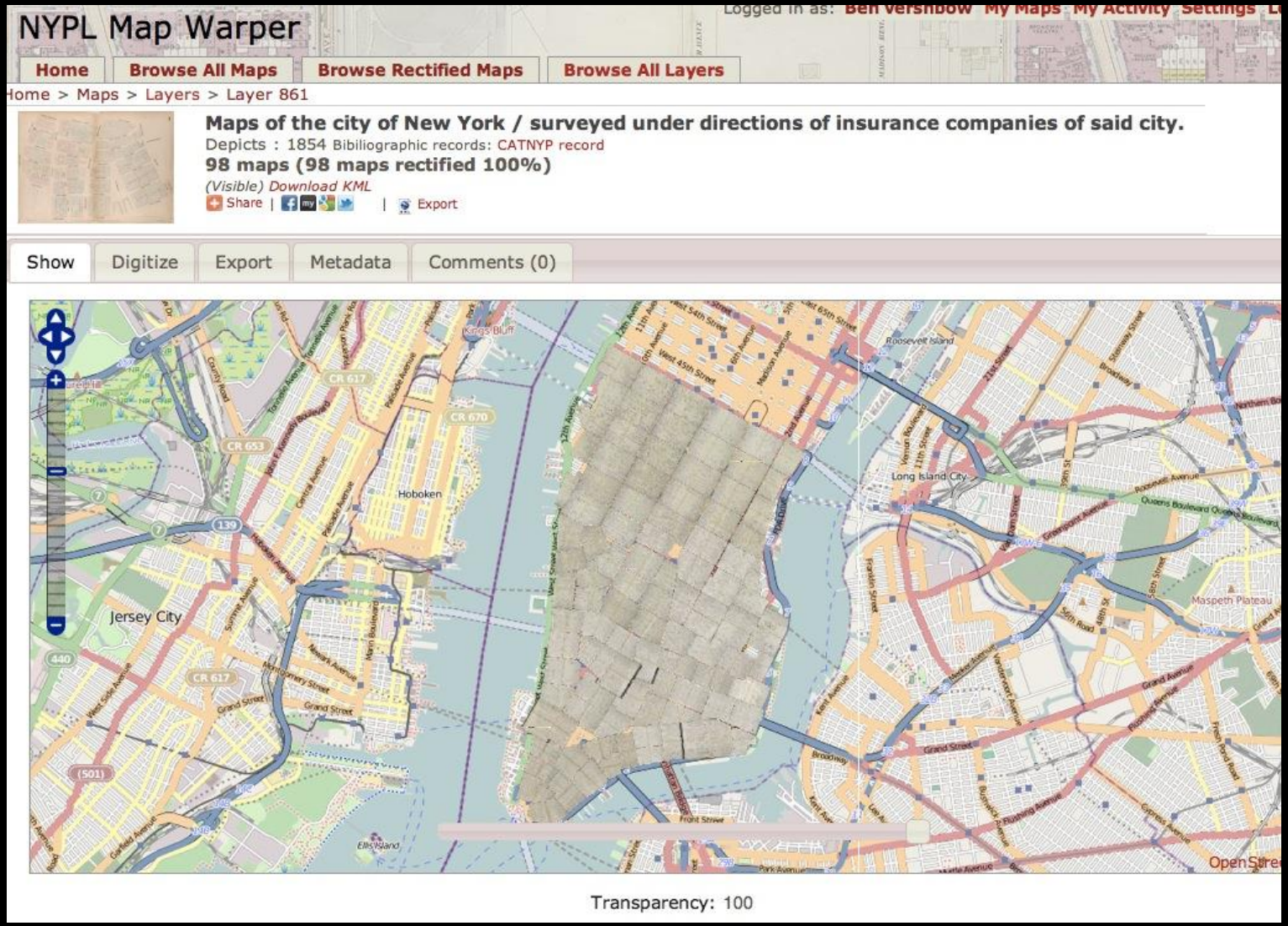

New York Public Library

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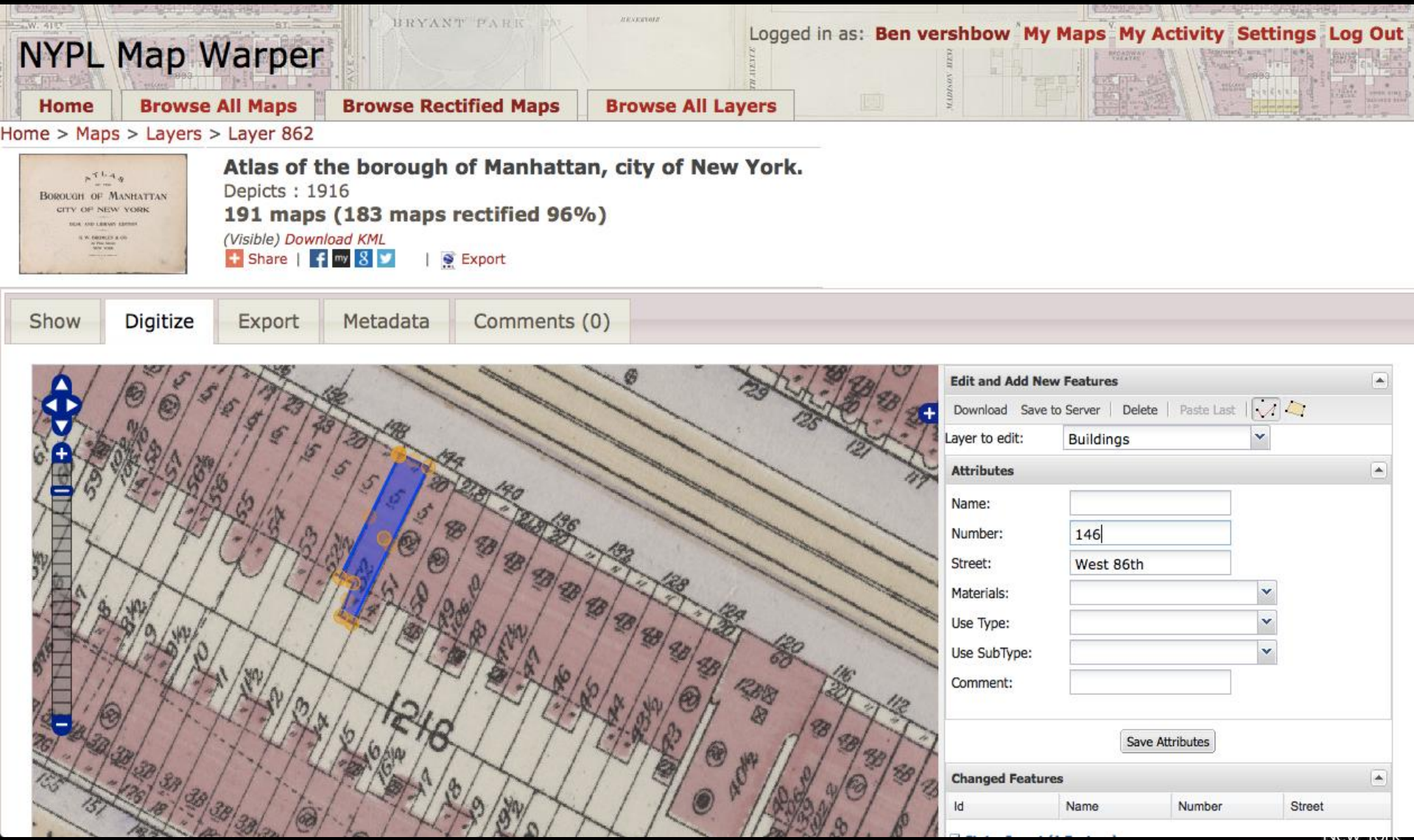
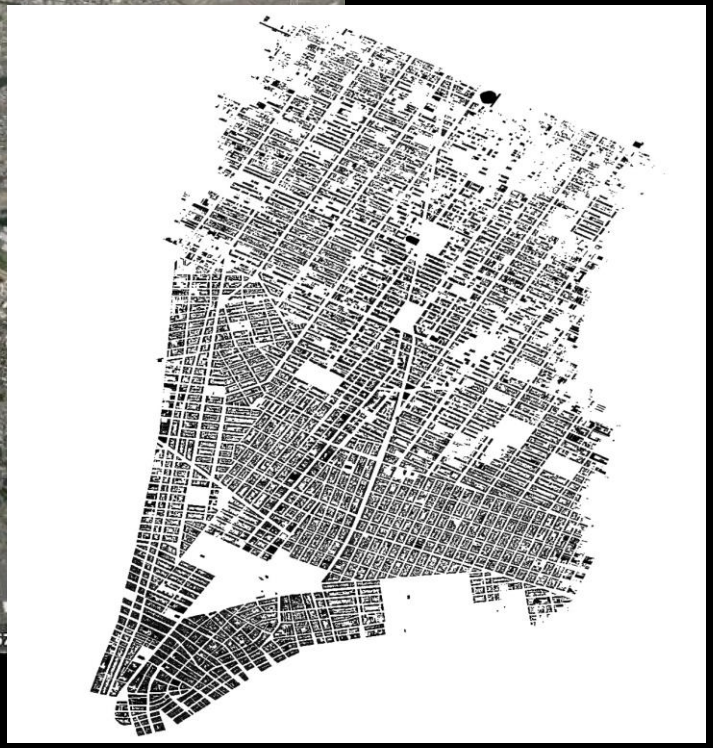


Building transcription task

New York Public Library

Map Warper (2010 - present)

maps.nypl.org



Open Data:
ESRI Shapefile, WMS, KML, CSV, GeoRSS

New York Public Library

Progress:

> 5 thousand maps warped

> 120 thousand buildings transcribed

New York Public Library

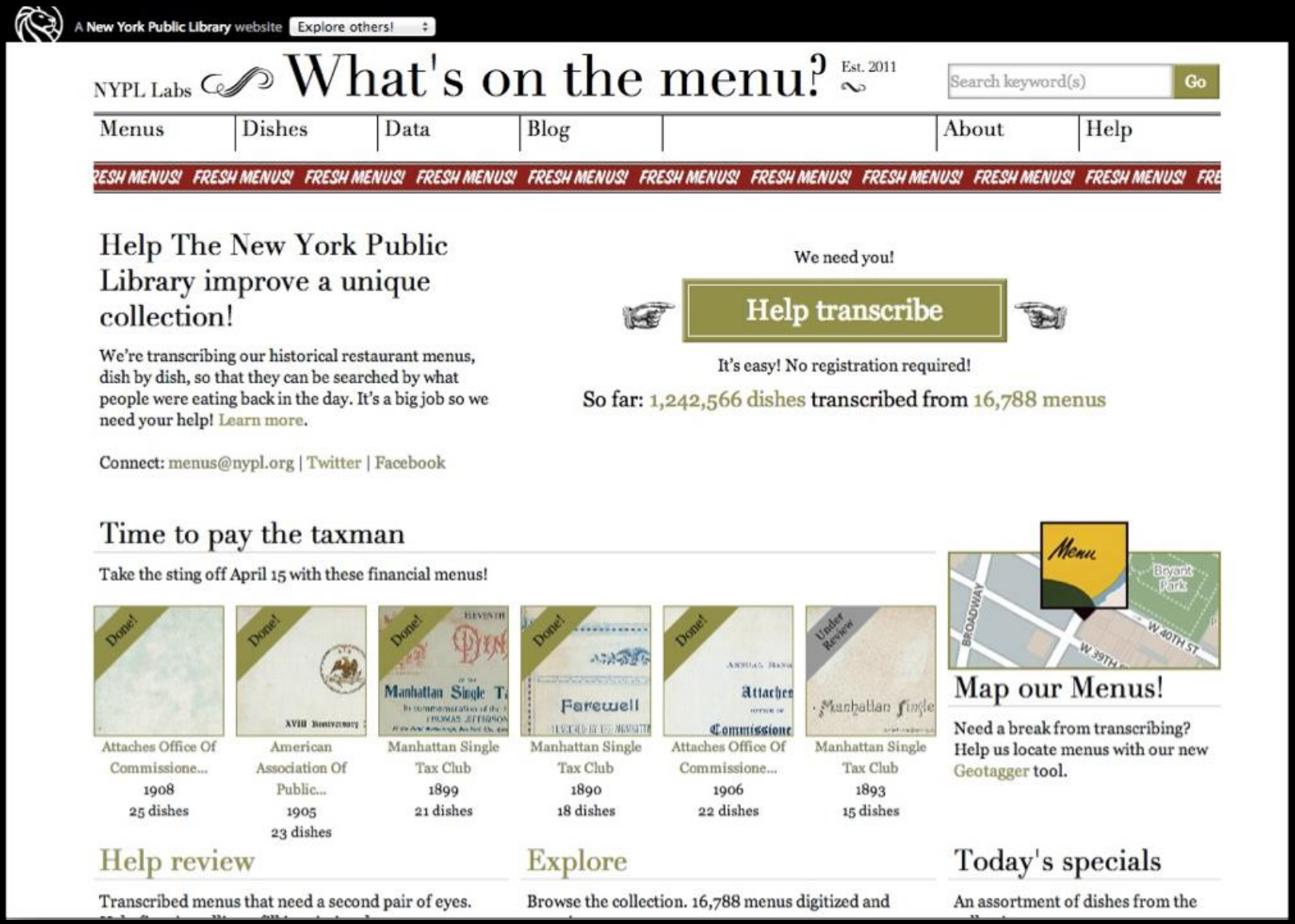
Challenges:

- transcription bottleneck

- steep learning curve
(most transcription activity through onsite
'citizen cartography' workshops or classroom projects)

What's on the Menu? (2011-present)

menus.nypl.org



NATIONAL ENDOWMENT FOR THE HUMANITIES

INSTITUTE of MUSEUM and LIBRARY SERVICES

New York Public Library

What's on the Menu? (2011-present)

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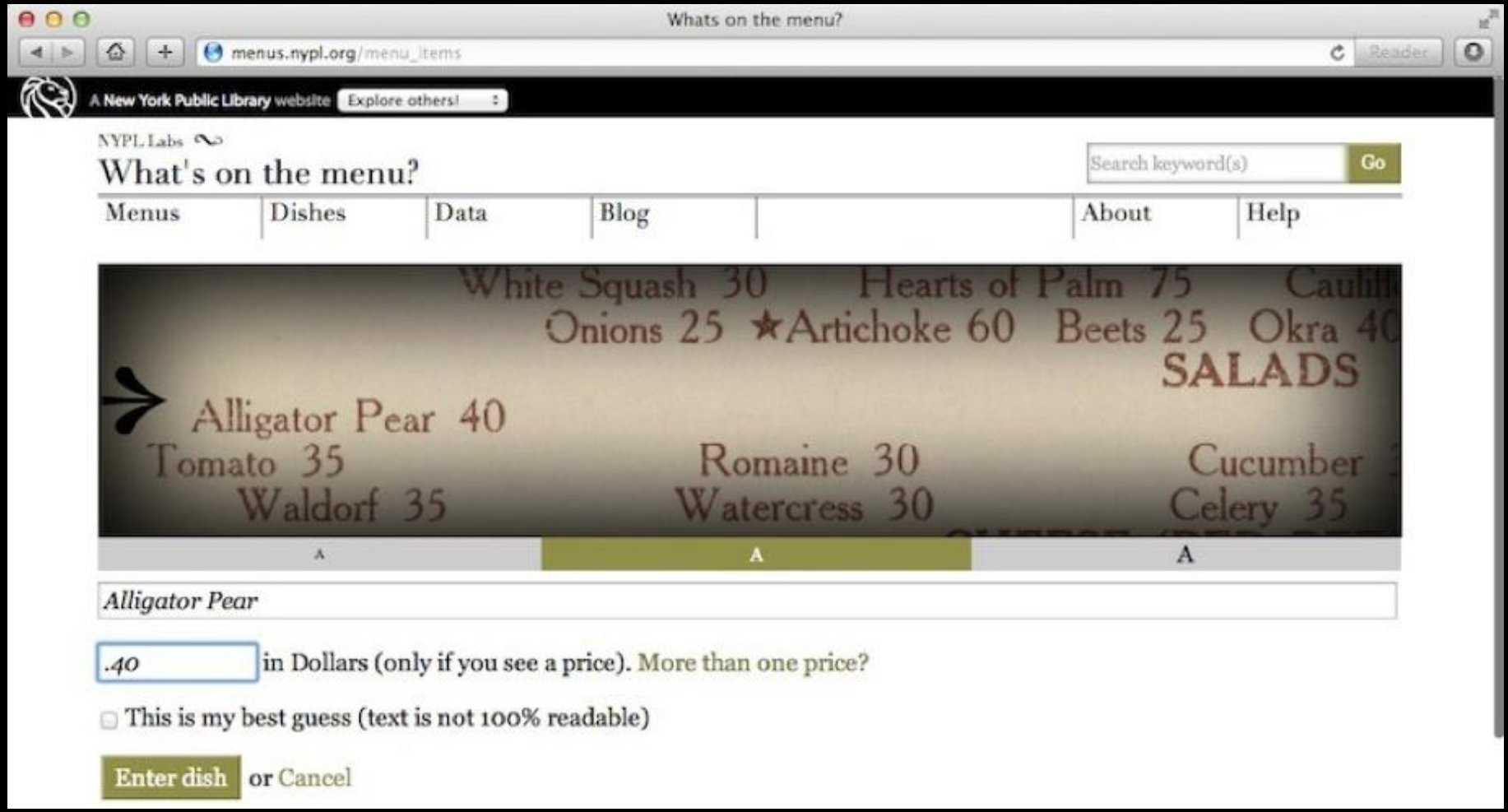
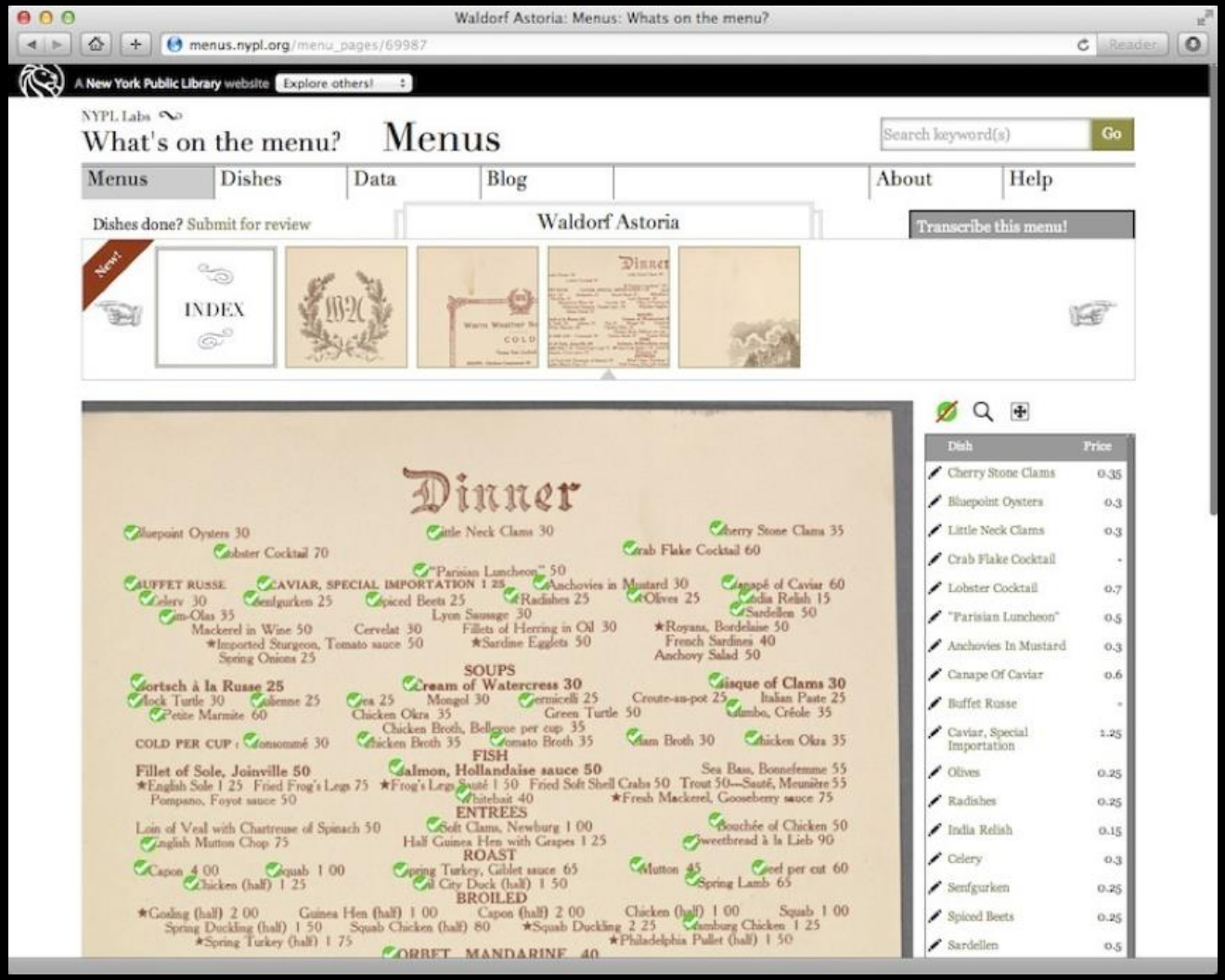


Transcription task

New York Public Library

What's on the Menu? (2011-present)

menus.nypl.org

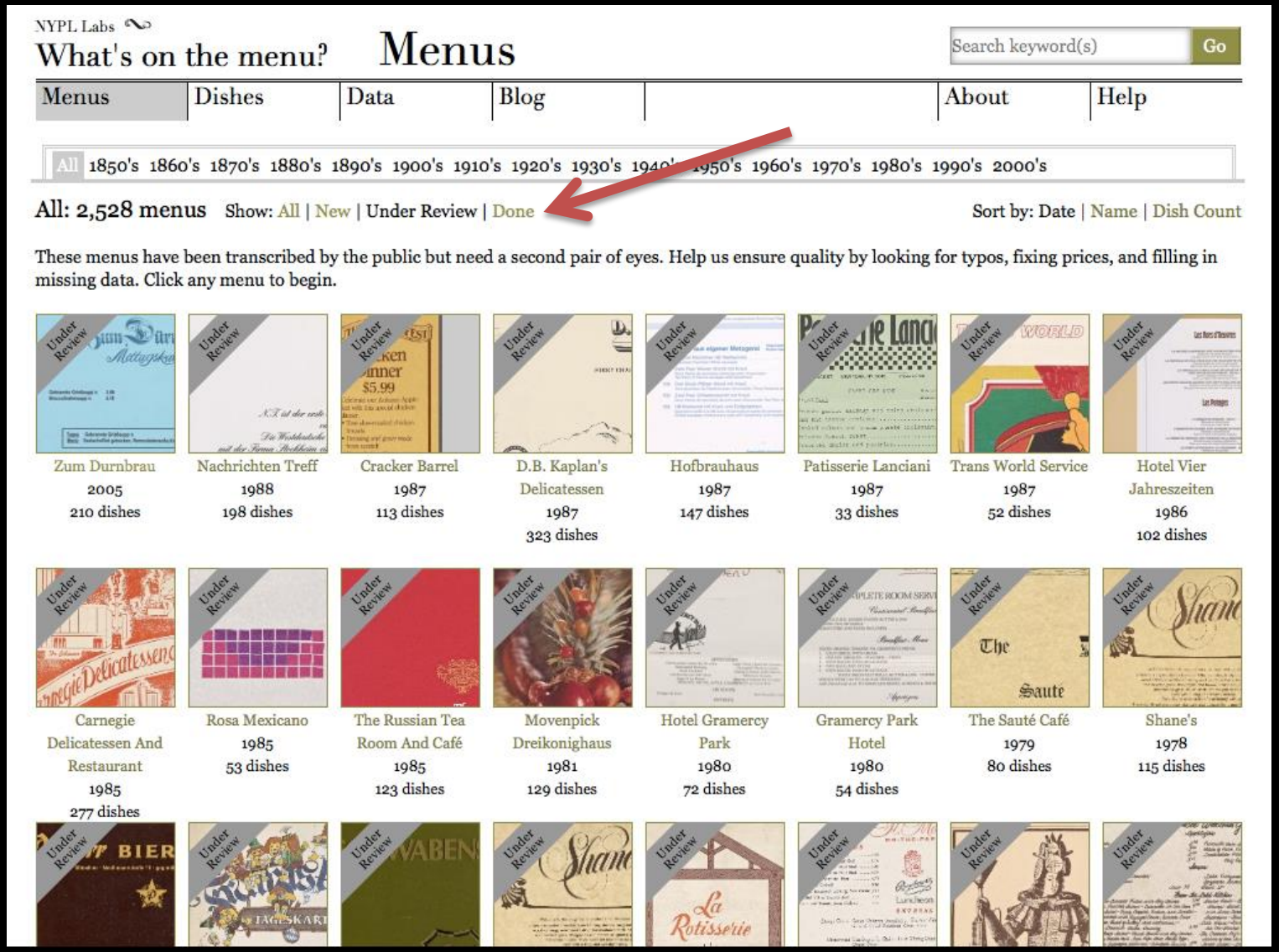


Transcription task

New York Public Library

What's on the Menu? (2011-present)

menus.nypl.org



Quality assurance workflow

New York Public Library

Quality assurance:

- 3-step workflow
- honor system
- very few instances of abuse

What's on the Menu? (2011-present)

menus.nypl.org

Geolocation task

New York Public Library

Progress:

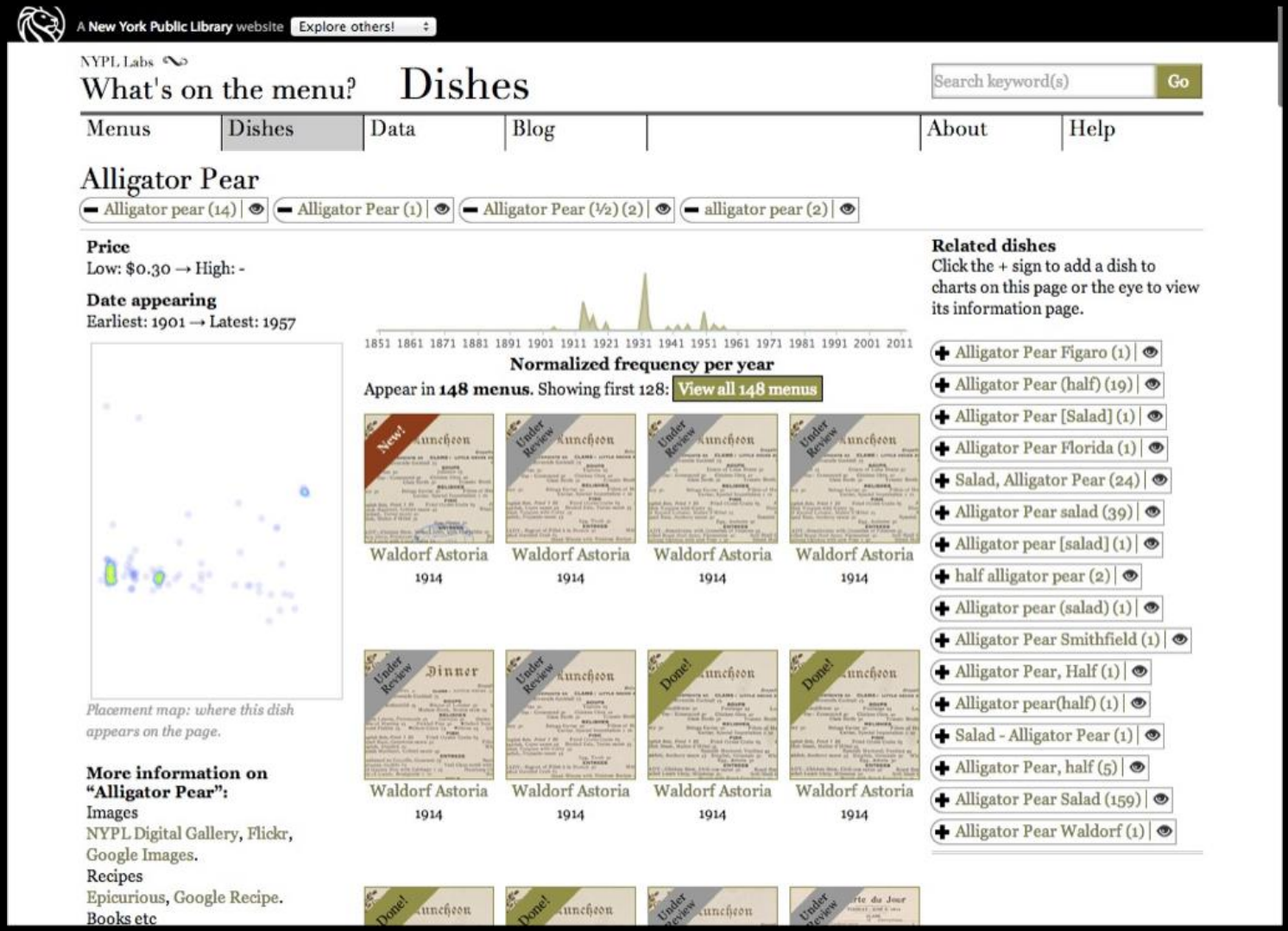
> 1.3 million transcriptions

> 20 thousand geolocations

New York Public Library

What's on the Menu? (2011-present)

menus.nypl.org

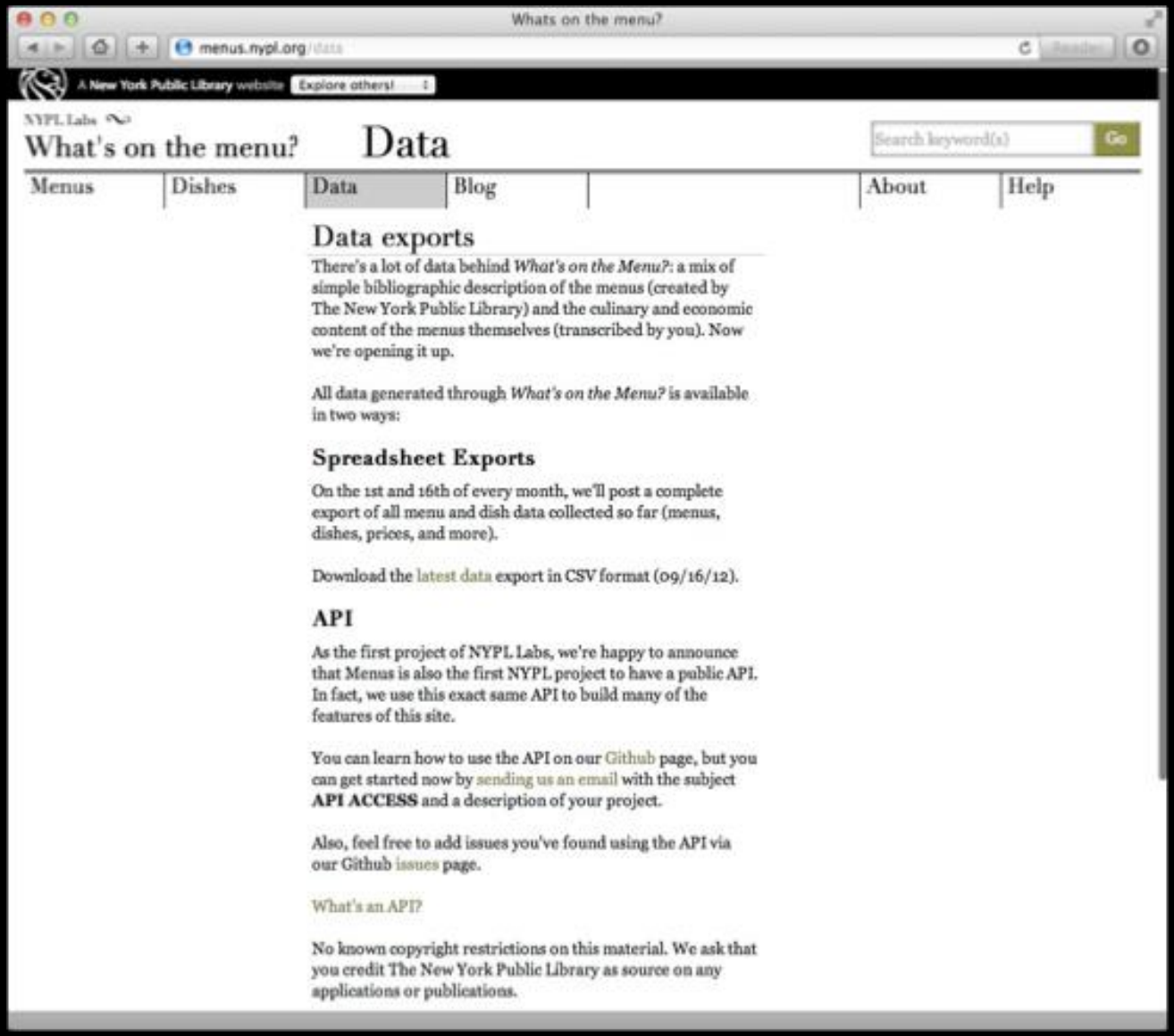


Exploration/Discovery

New York Public Library

What's on the Menu? (2011-present)

menus.nypl.org



Open Data / API

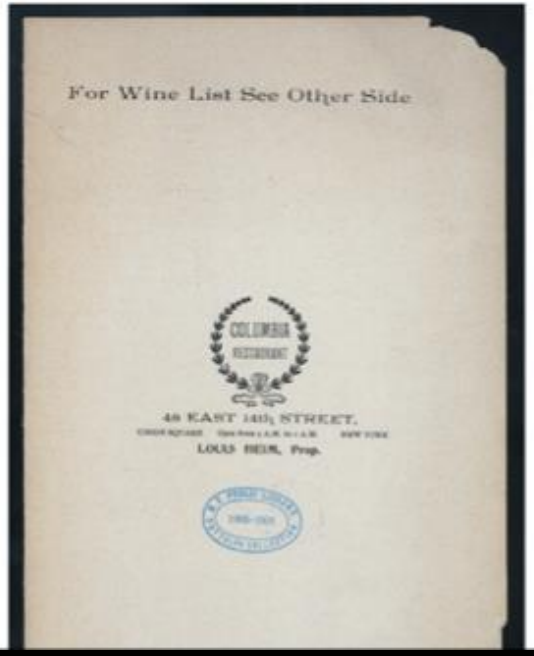
New York Public Library

What's on the Menu? (2011-present)

menus.nypl.org

Curating Menus

We are scholars researching questions about food and culture using the historical menu collections from the New York Public Library.



Featured

When a Woman Collects Menus

The collection of historic menus at the New York Public Library (NYPL) was created by a woman named Frank E. Buttolph. We found ourselves compelled to tell a better and fuller story about her and her work as collector in the early twentieth century.

Read more

New York Public Library

Challenges:

- digitization bottleneck (capacities + policies)
- staff time and role definitions

New York Public Library

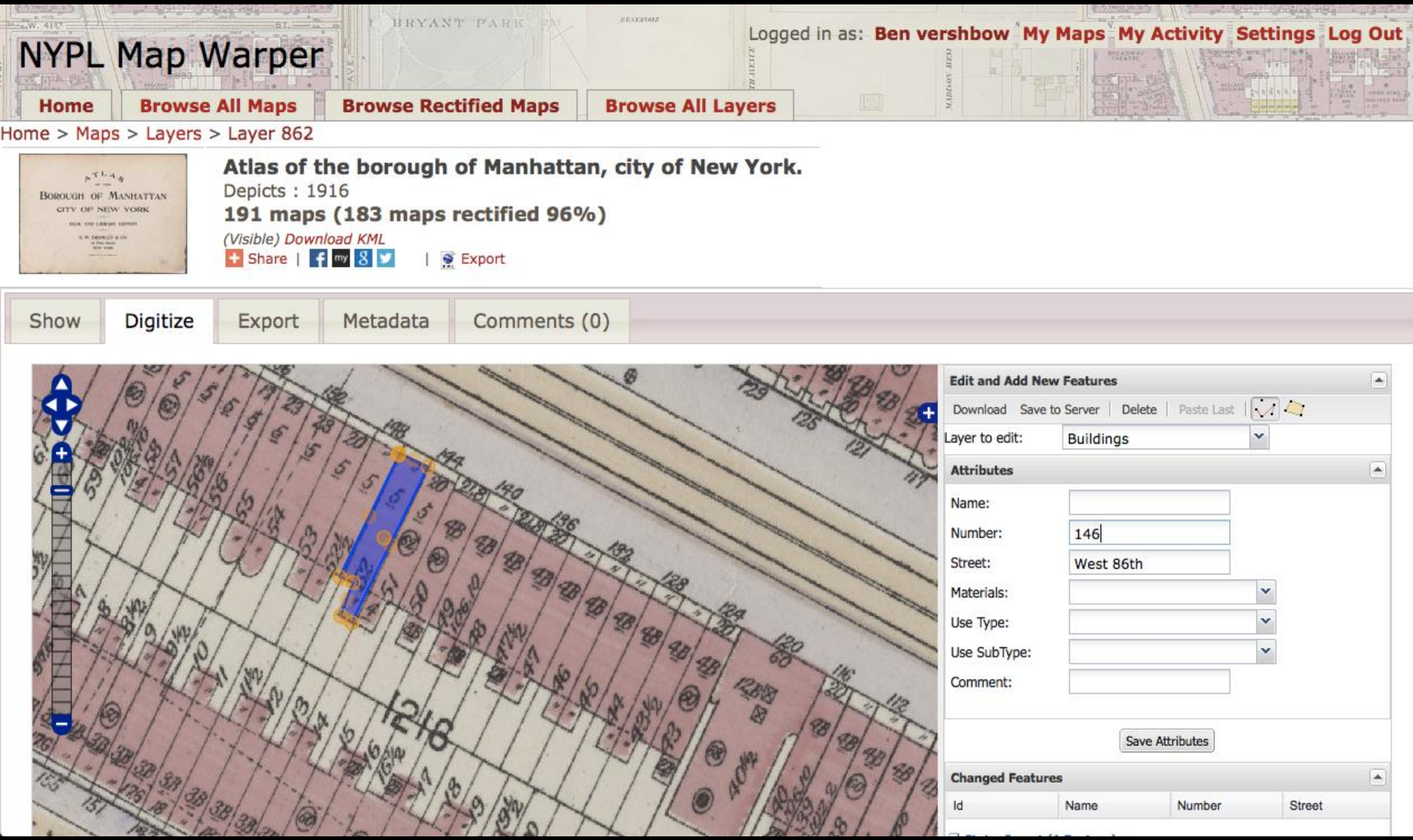
Success:

Small repeatable tasks

New York Public Library

Map Warper (2010 - present)

maps.nypl.org

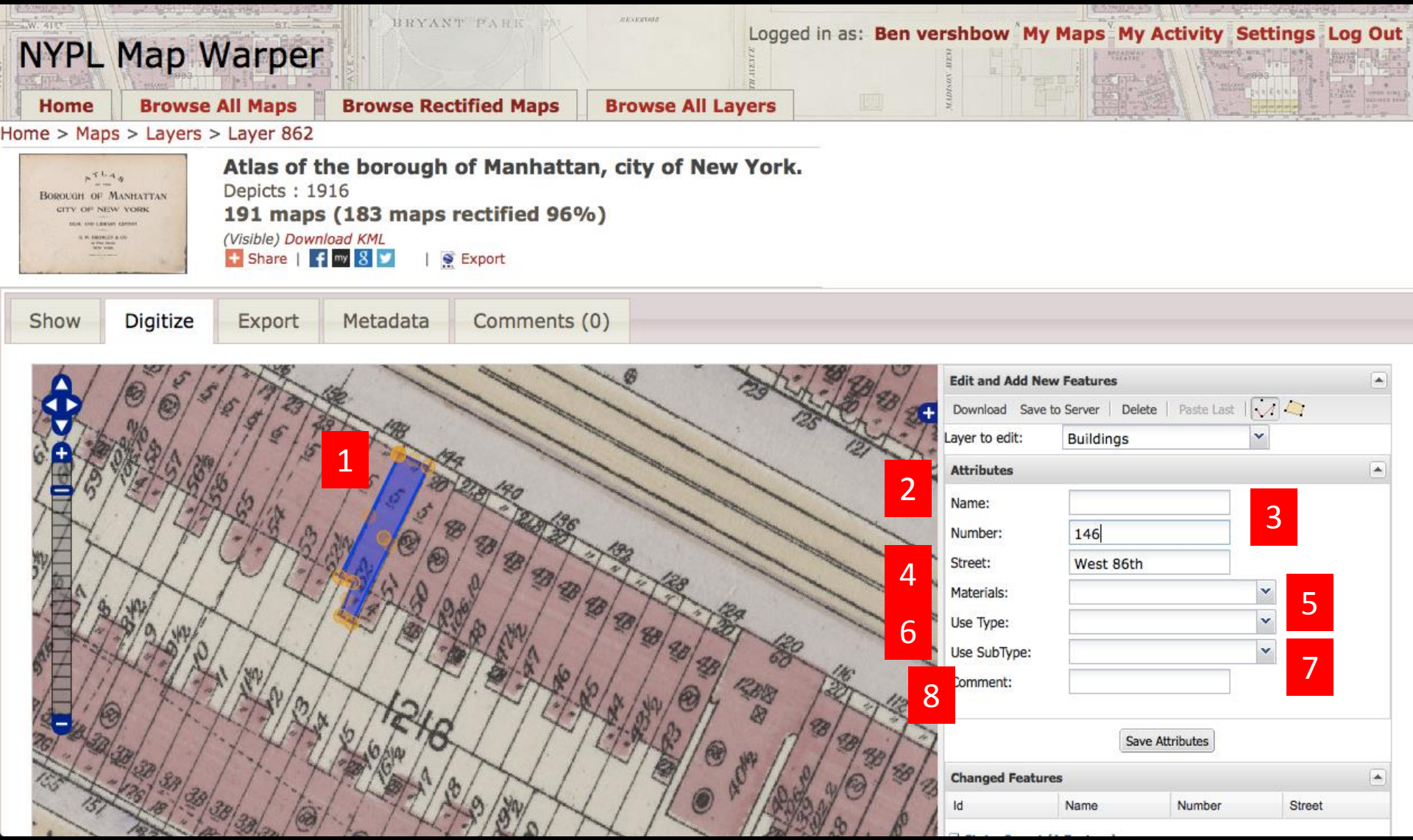


Building transcription task

New York Public Library

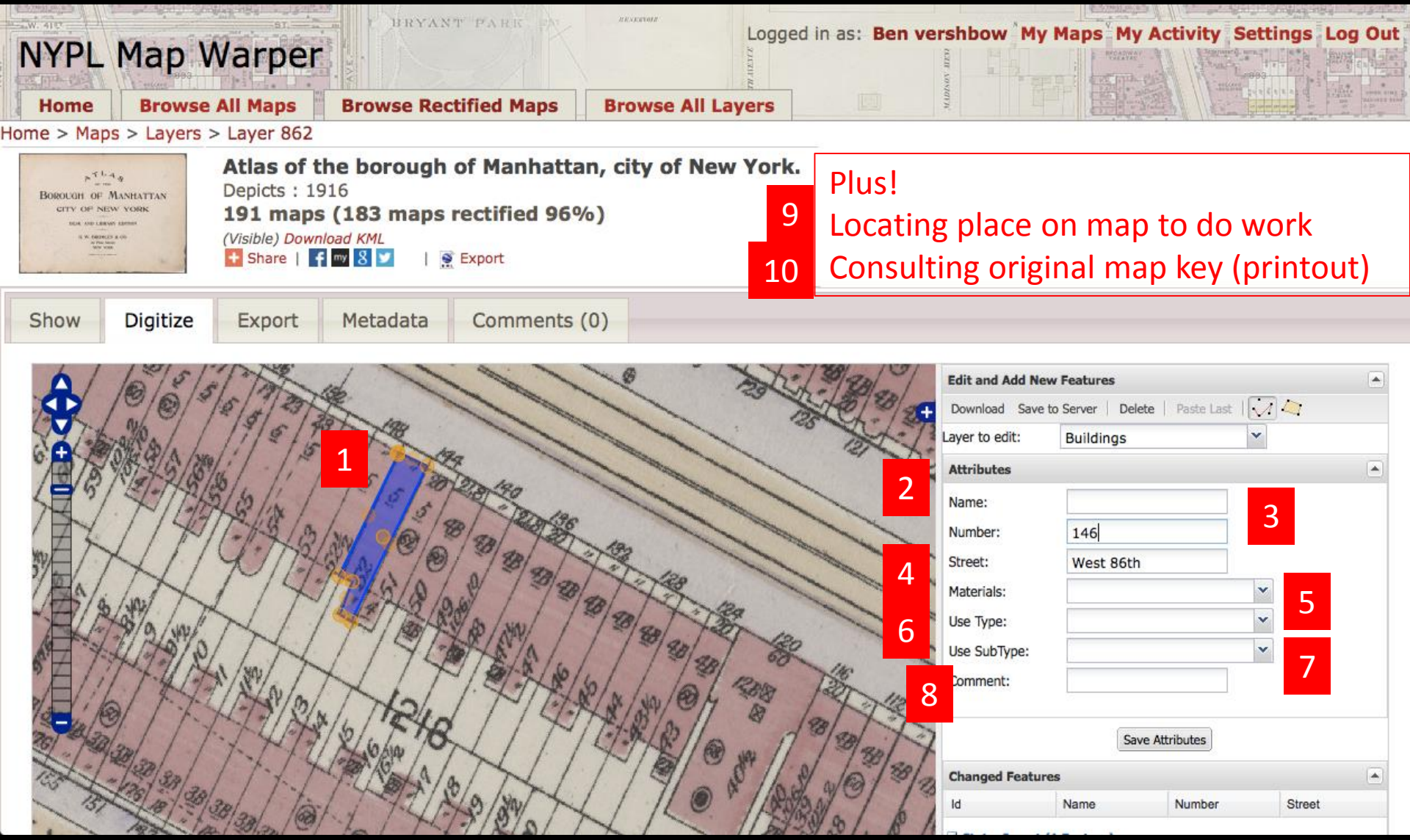
Map Warper (2010 - present)

maps.nypl.org



Building transcription task

New York Public Library



Building transcription task

New York Public Library

Question:

Can we break this into smaller pieces?

New York Public Library

Question:

Can we break this into smaller pieces?

And make it fun?

Also:

Can a computer do any of this?

Map Vectorizer (2013)

github.com/NYPL/map-vectorizer

New York Public Library

Map Vectorizer (2013)

github.com/NYPL/map-vectorizer

New York Public Library

Map Vectorizer (2013)

github.com/NYPL/map-vectorizer

OCR for maps!

New York Public Library

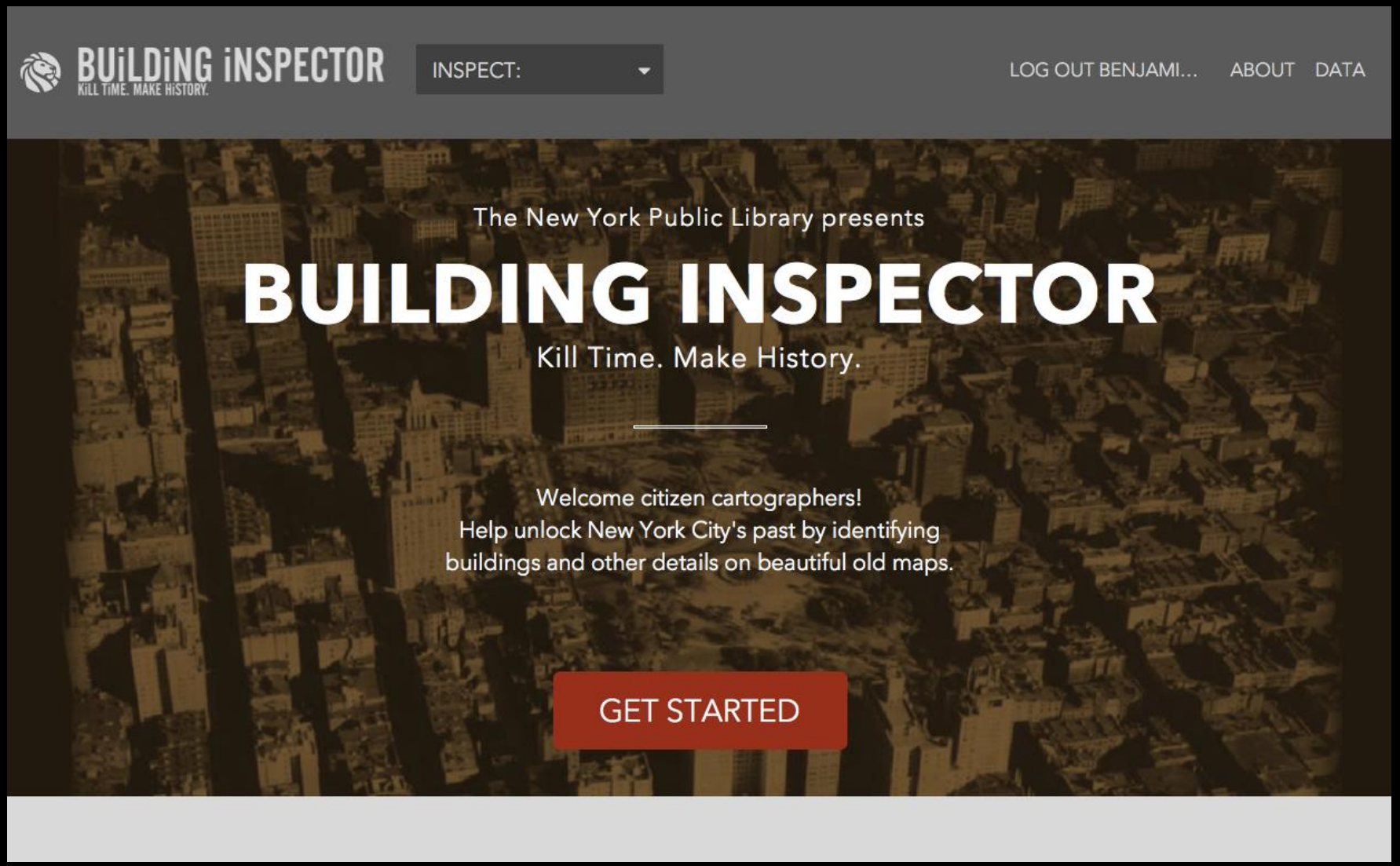
Map Vectorizer (2013)

github.com/NYPL/map-vectorizer

Quality control?

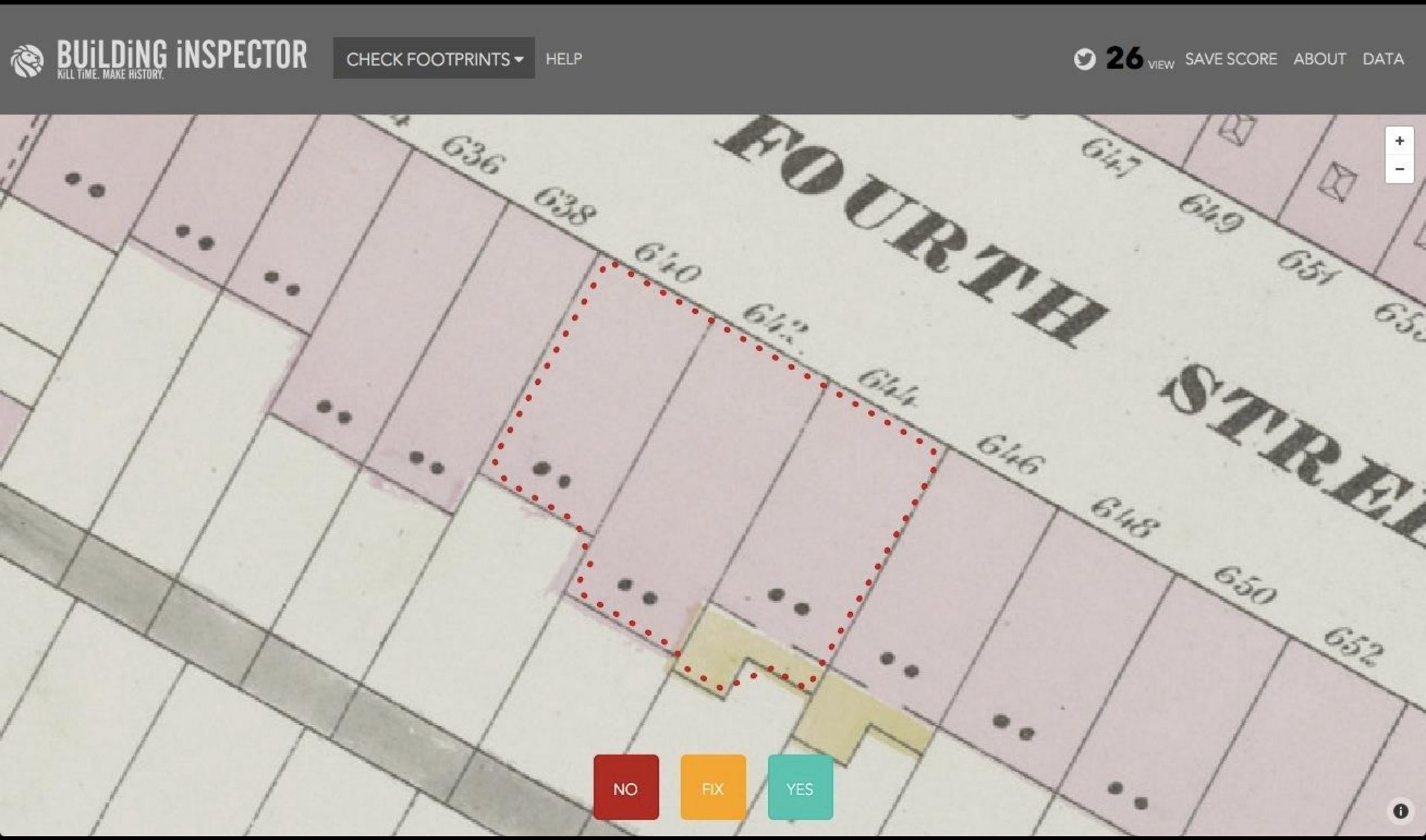
New York Public Library

Building Inspector (2013-present) buildinginspector.nypl.org



New York Public Library

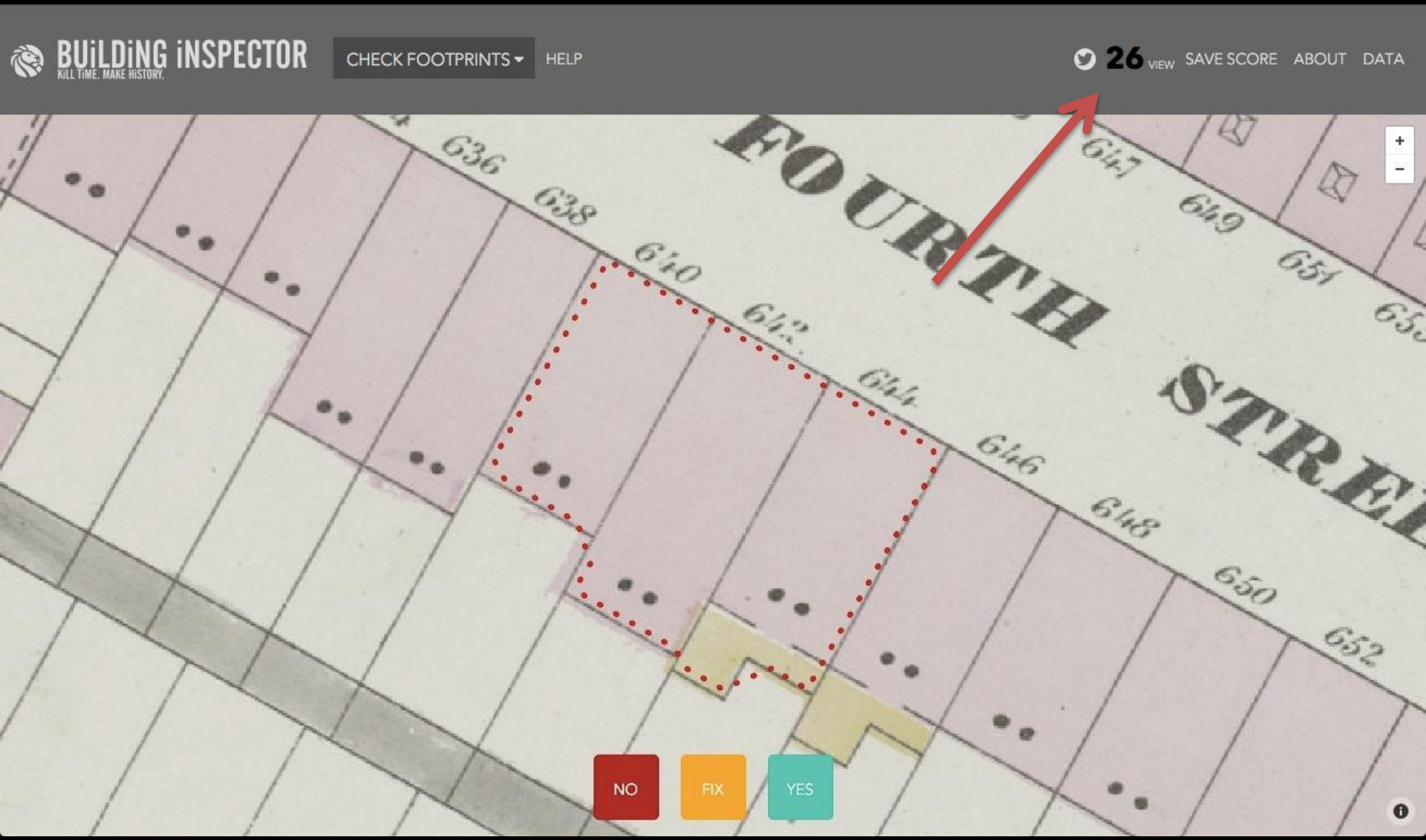
Building Inspector (2013-present) buildinginspector.nypl.org



Task 1: Check Footprints

New York Public Library

Building Inspector (2013-present) buildinginspector.nypl.org

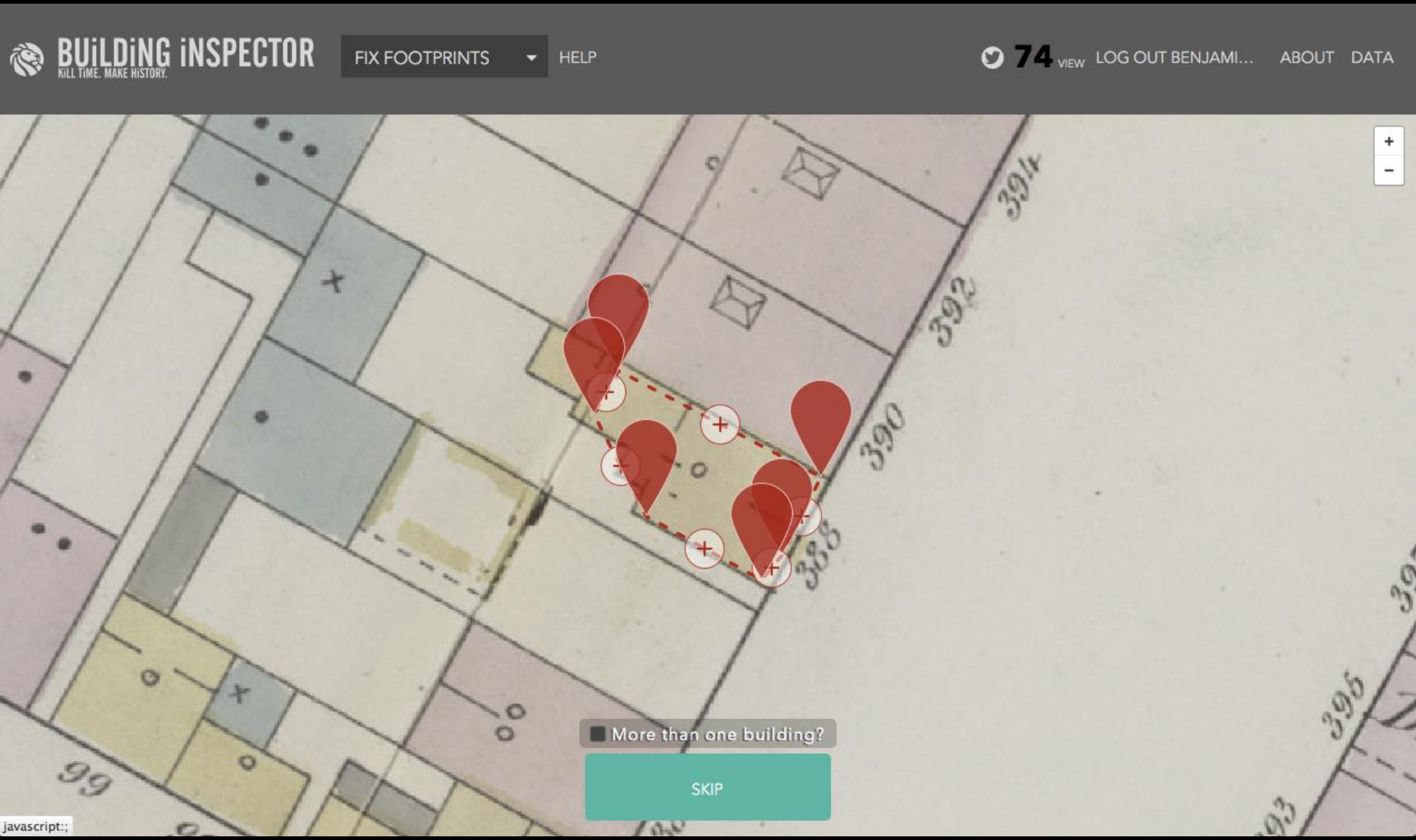


Task 1: Check Footprints

New York Public Library

Building Inspector (2013-present)

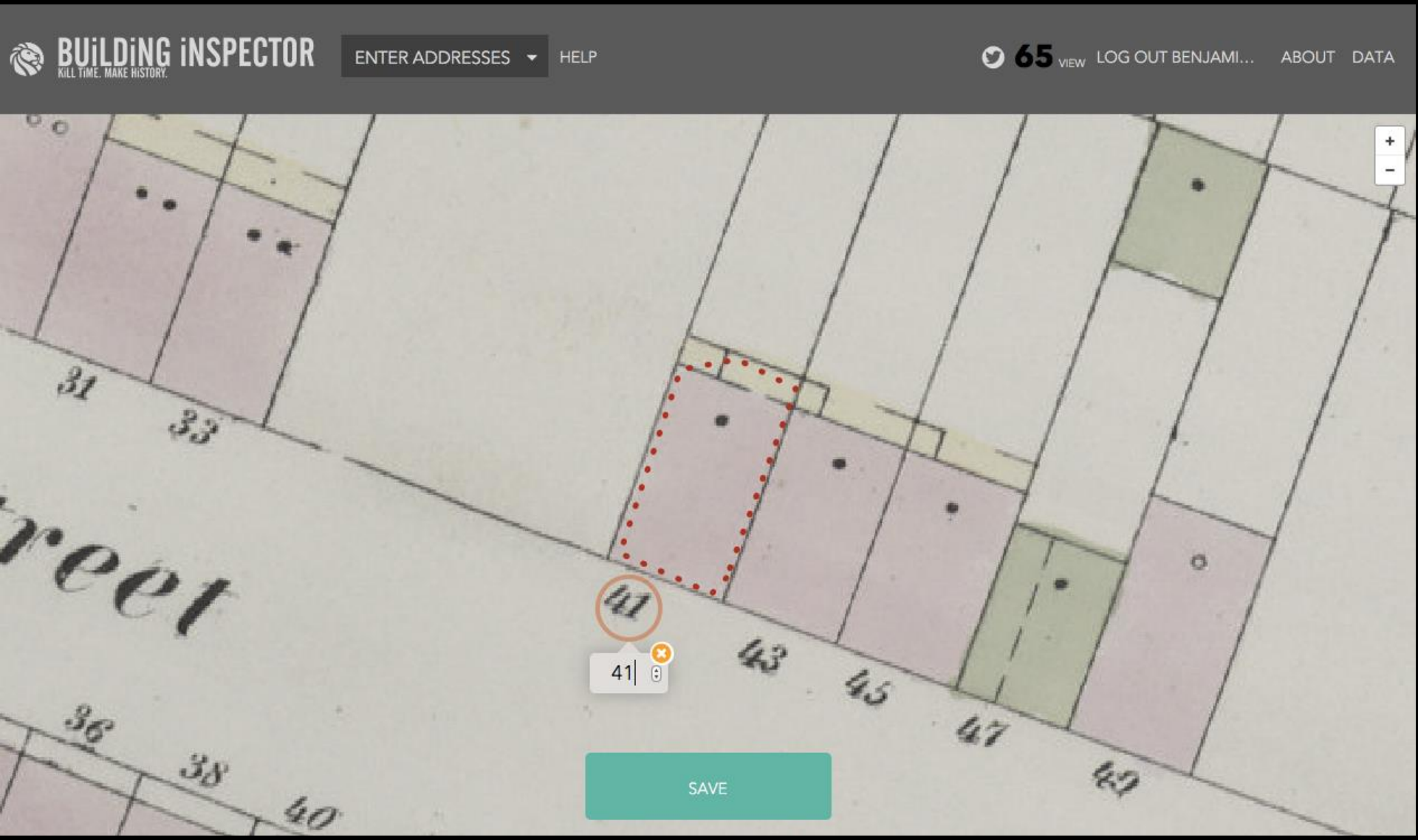
buildinginspector.nypl.org



Task 2: Fix Footprints

New York Public Library

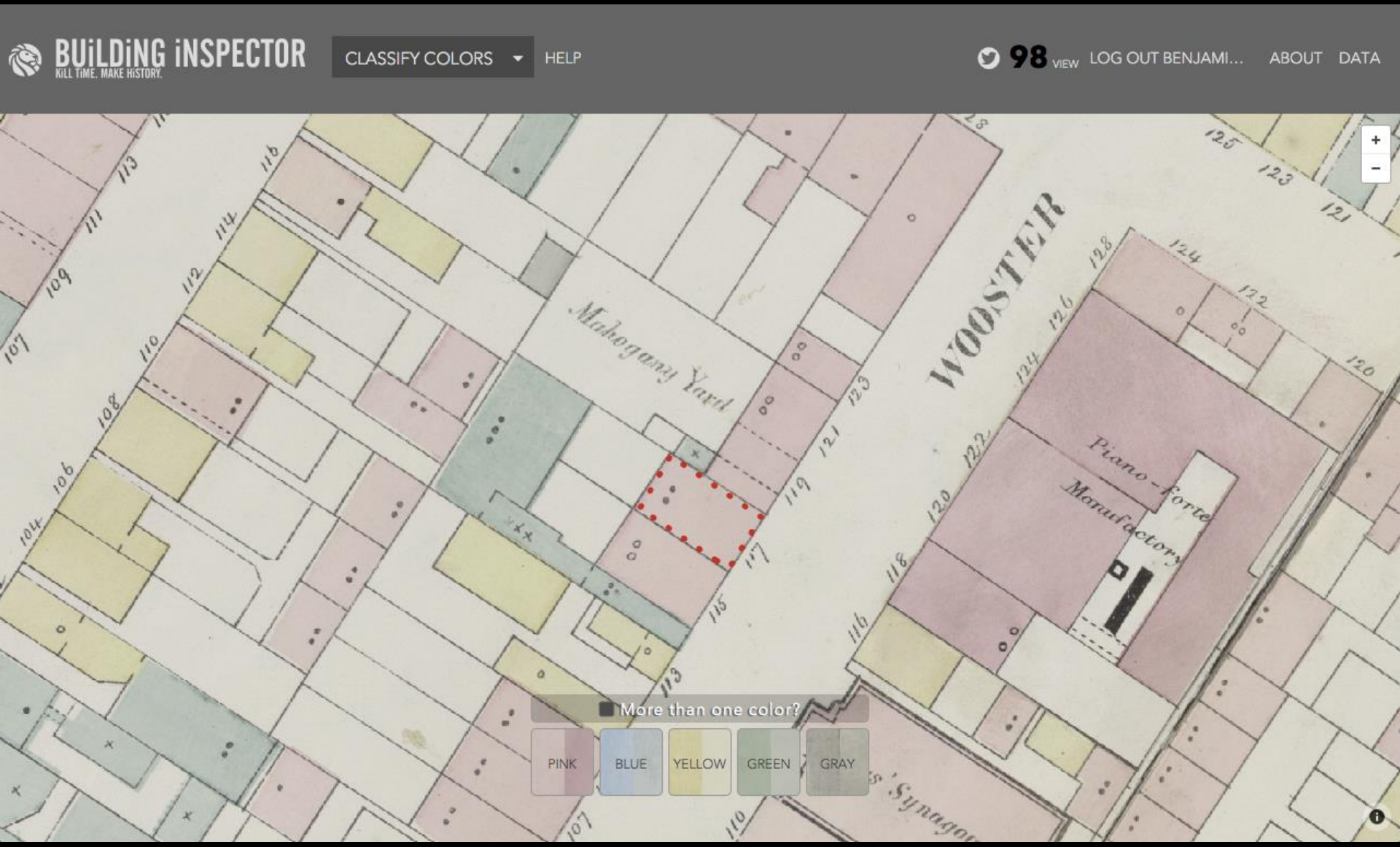
Building Inspector (2013-present) buildinginspector.nypl.org



Task 3: Enter Addresses

New York Public Library

Building Inspector (2013-present) buildinginspector.nypl.org

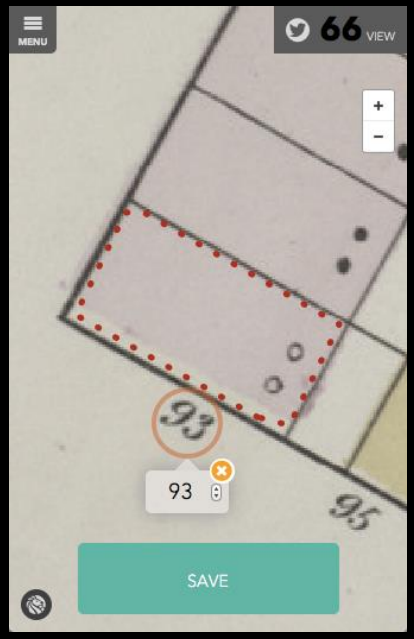


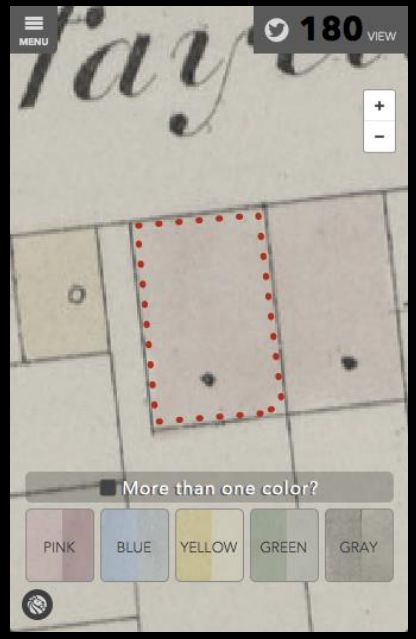
Task 4: Classify Colors

New York Public Library

Building Inspector (2013-present)

buildinginspector.nypl.org





Responsive design

New York Public Library

Consensus workflow

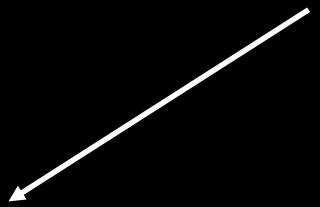
New York Public Library

Check

Consensus workflow

New York Public Library

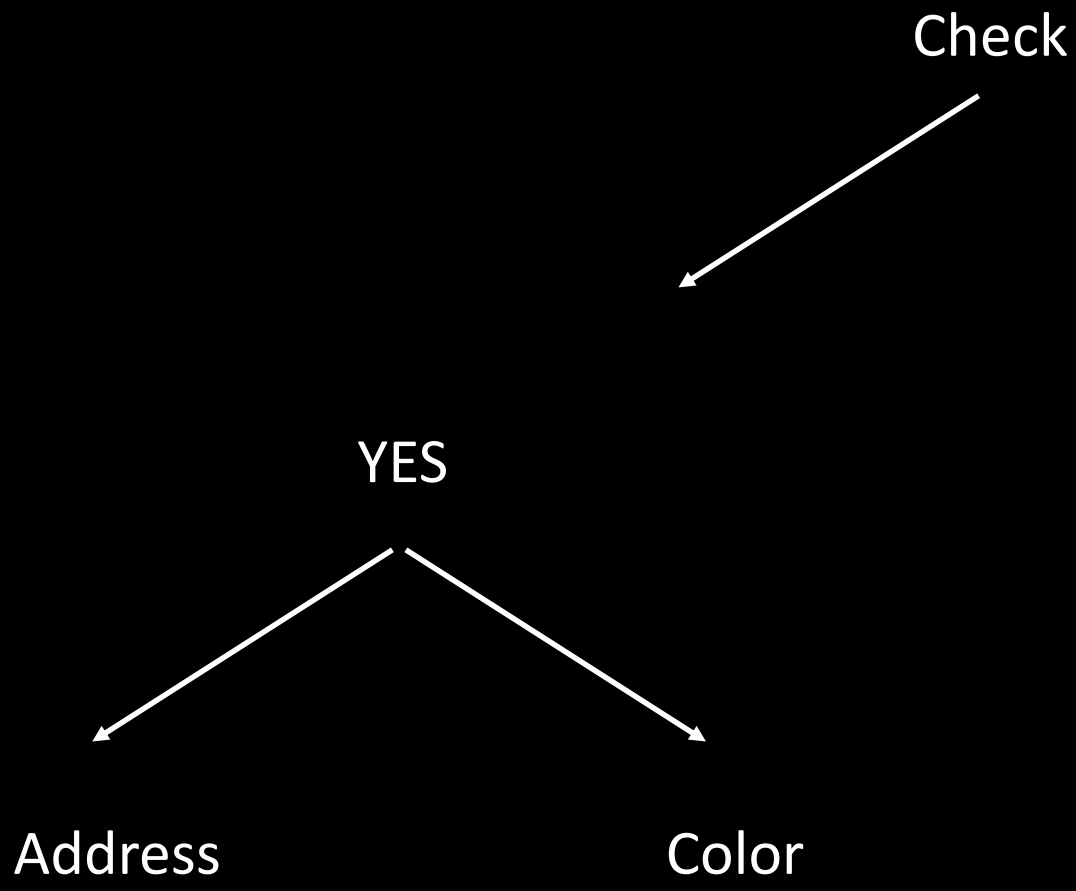
Check



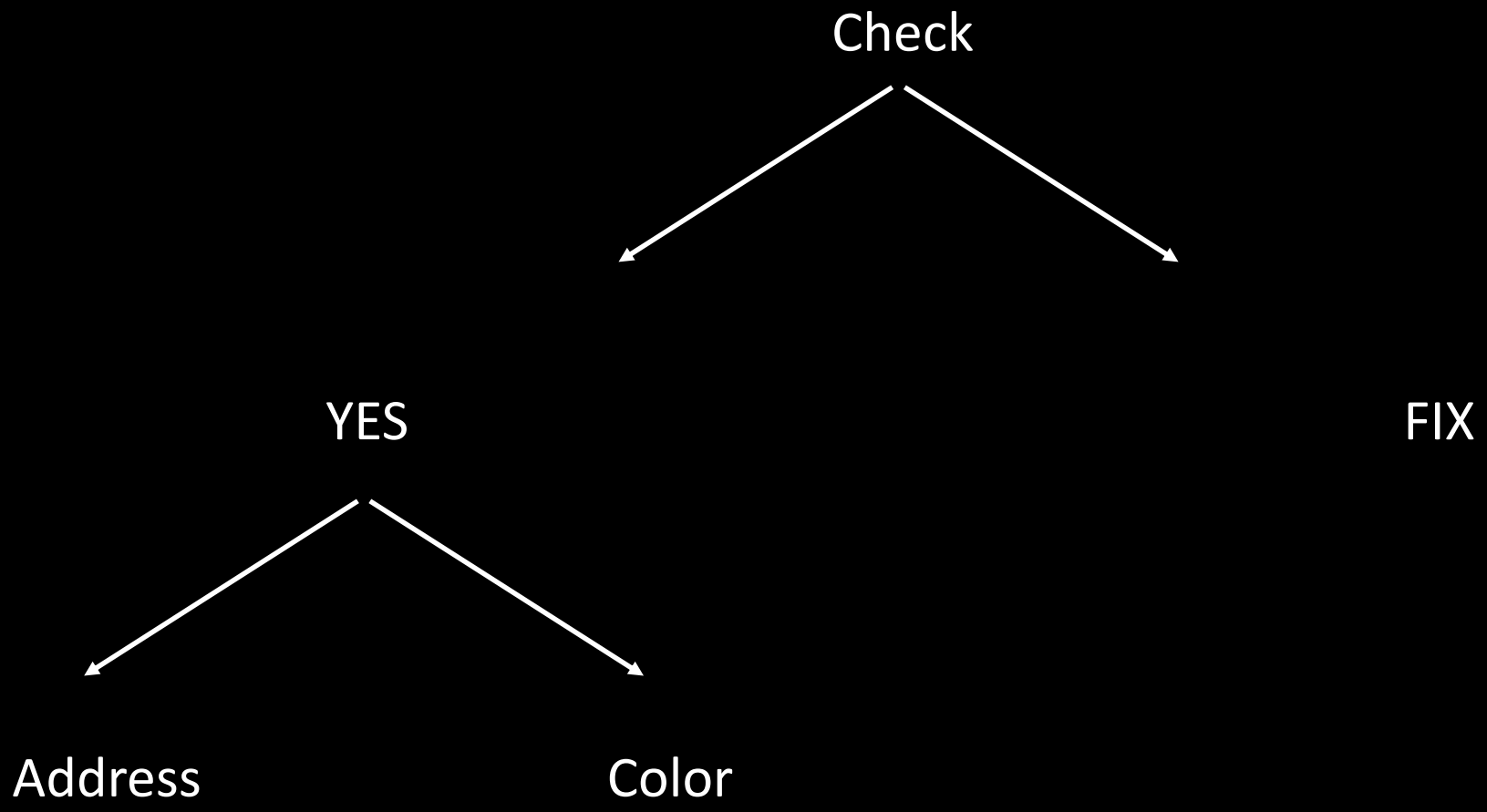
YES

Consensus workflow

New York Public Library

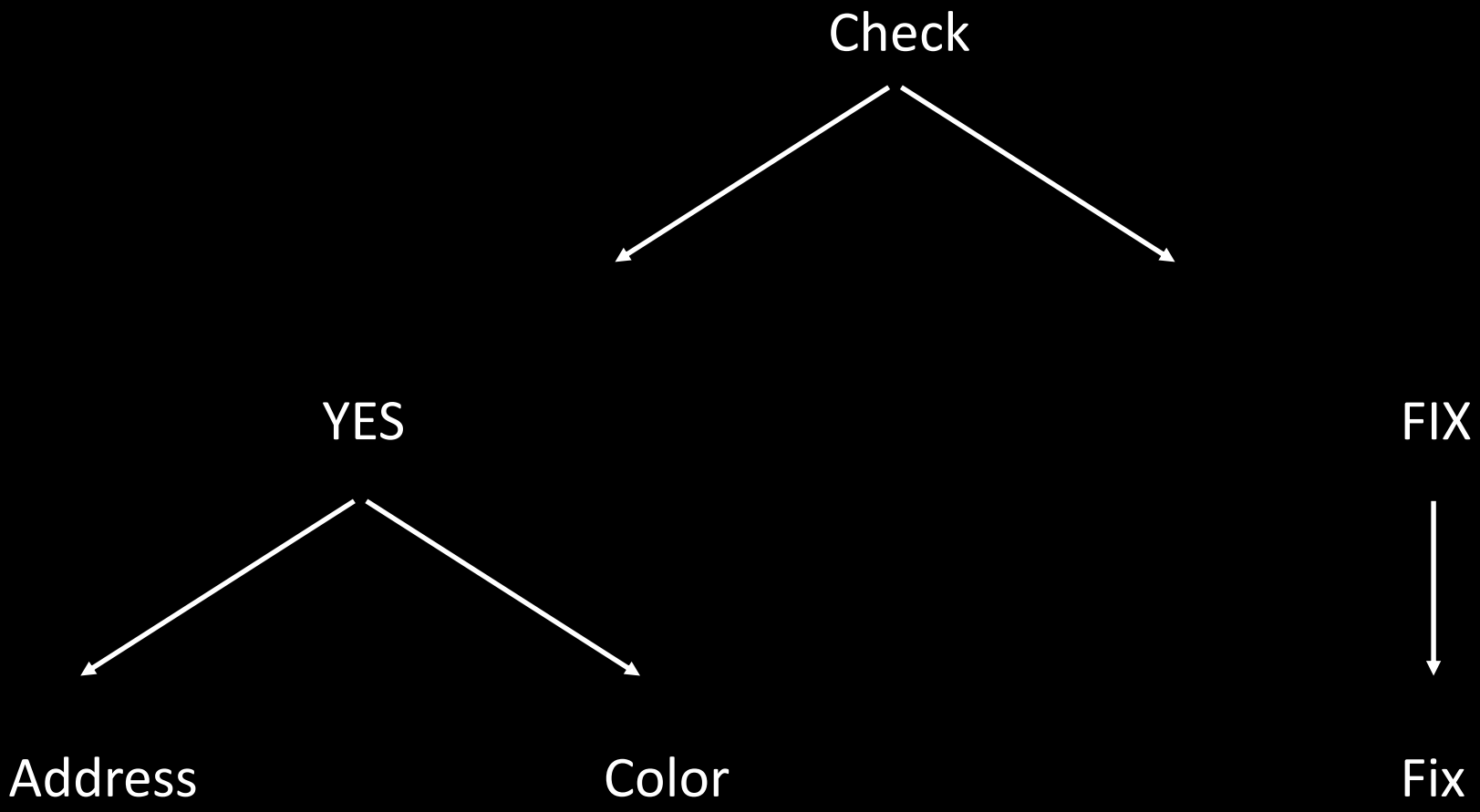


Consensus workflow



Consensus workflow

New York Public Library



Consensus workflow

New York Public Library

Building Inspector (2013-present)

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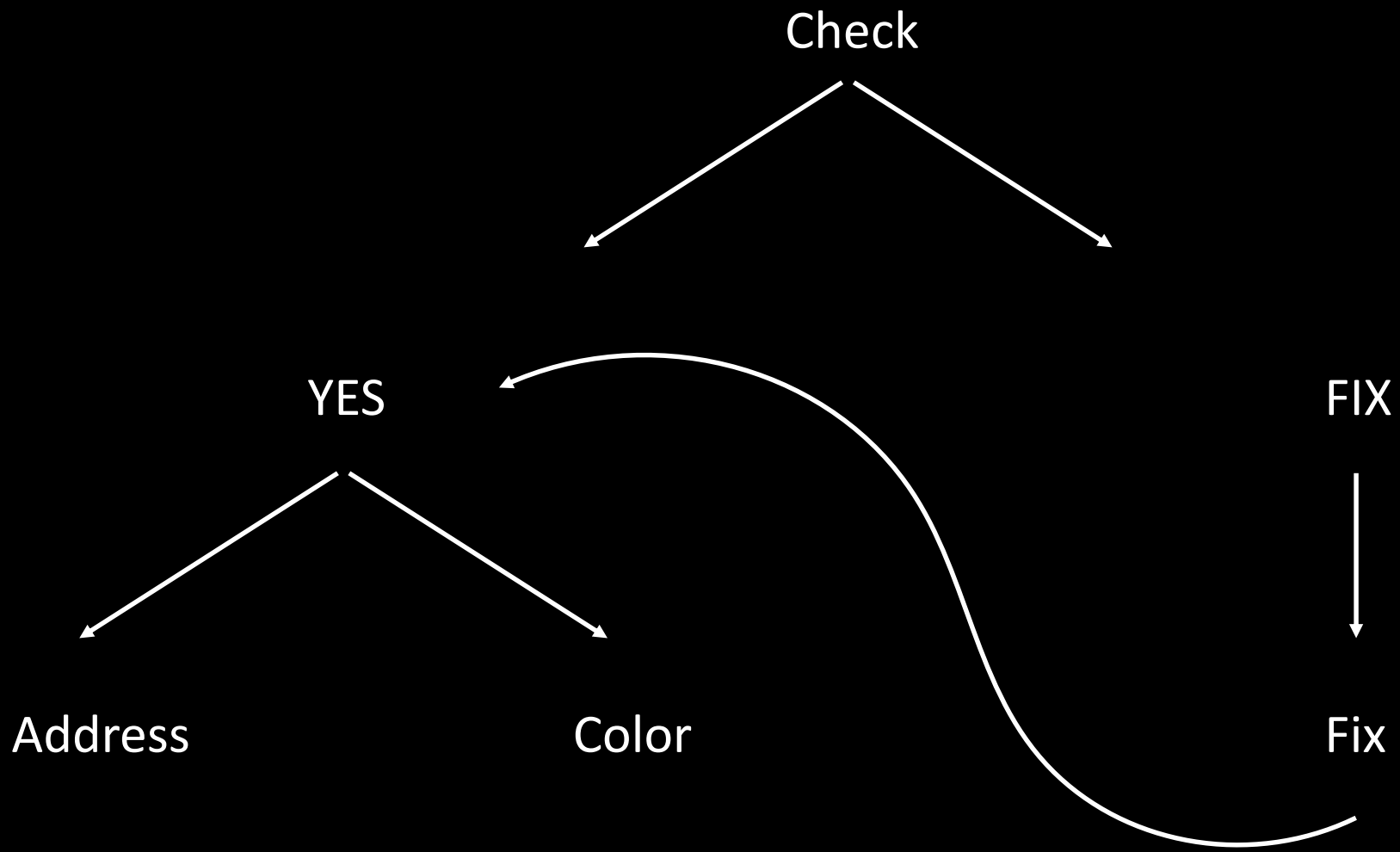

Consensus workflow

New York Public Library

Building Inspector (2013-present)

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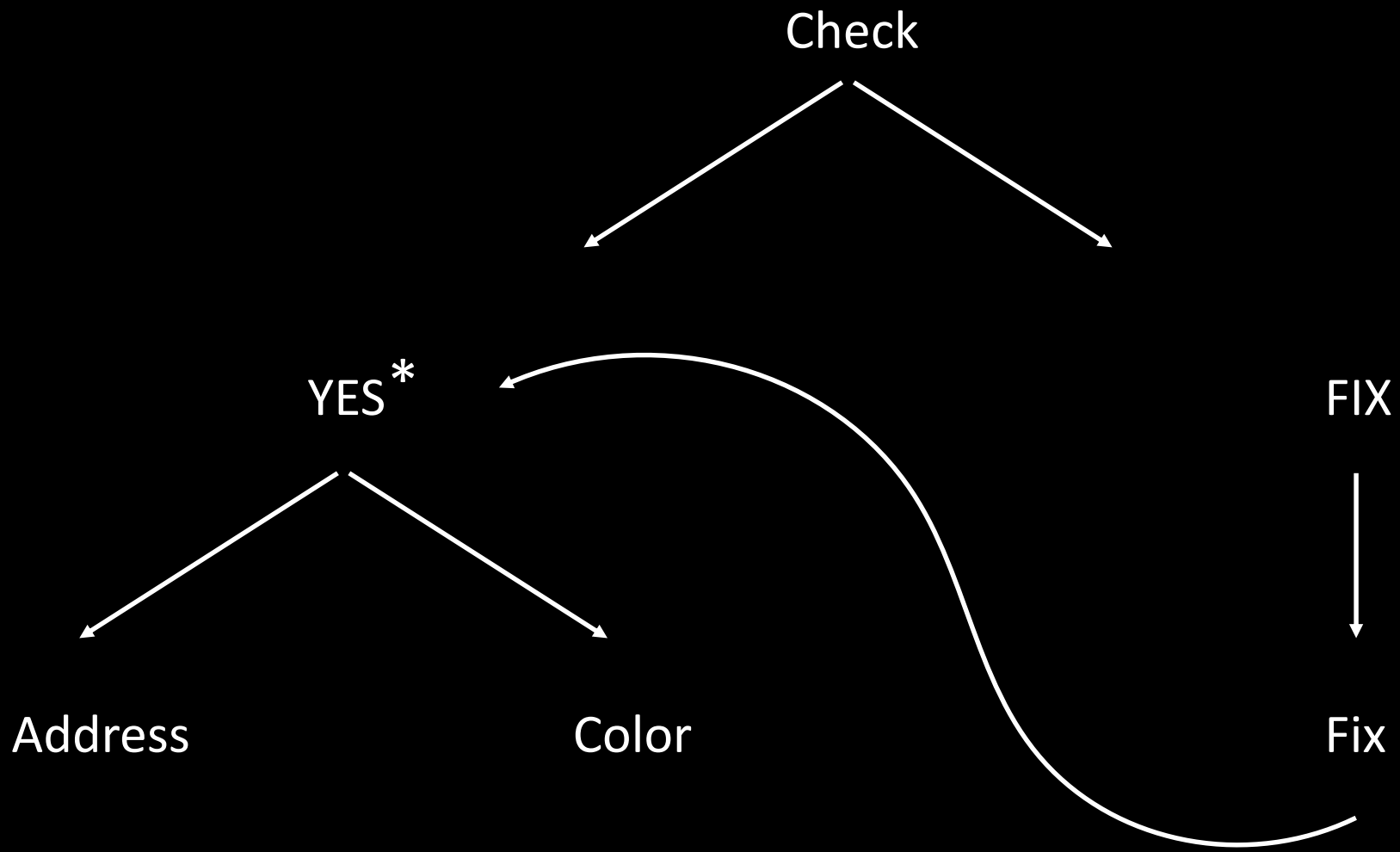


* Consensus ‘NO’s go to polygon heaven

New York Public Library

Progress:

> 910 thousand tasks completed

New York Public Library

Challenges:

- lack of promotion from NYPL properties

- lack of community architecture
(beyond basic authentication/task tally)

Building Inspector (2013-present) buildinginspector.nypl.org

Image: The New York Times

Next:
- more layers
- subway mode

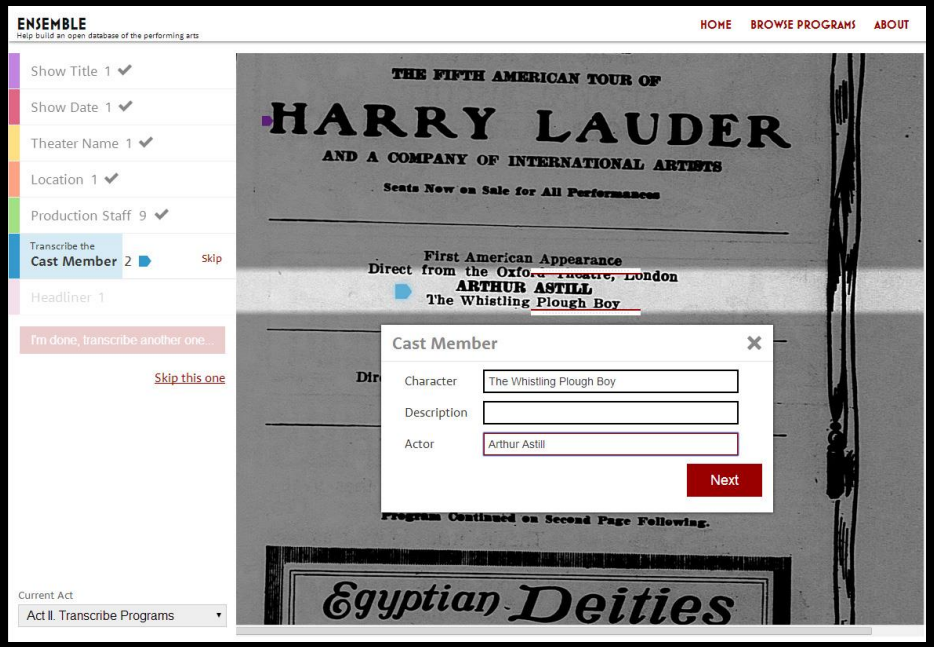
New York Public Library

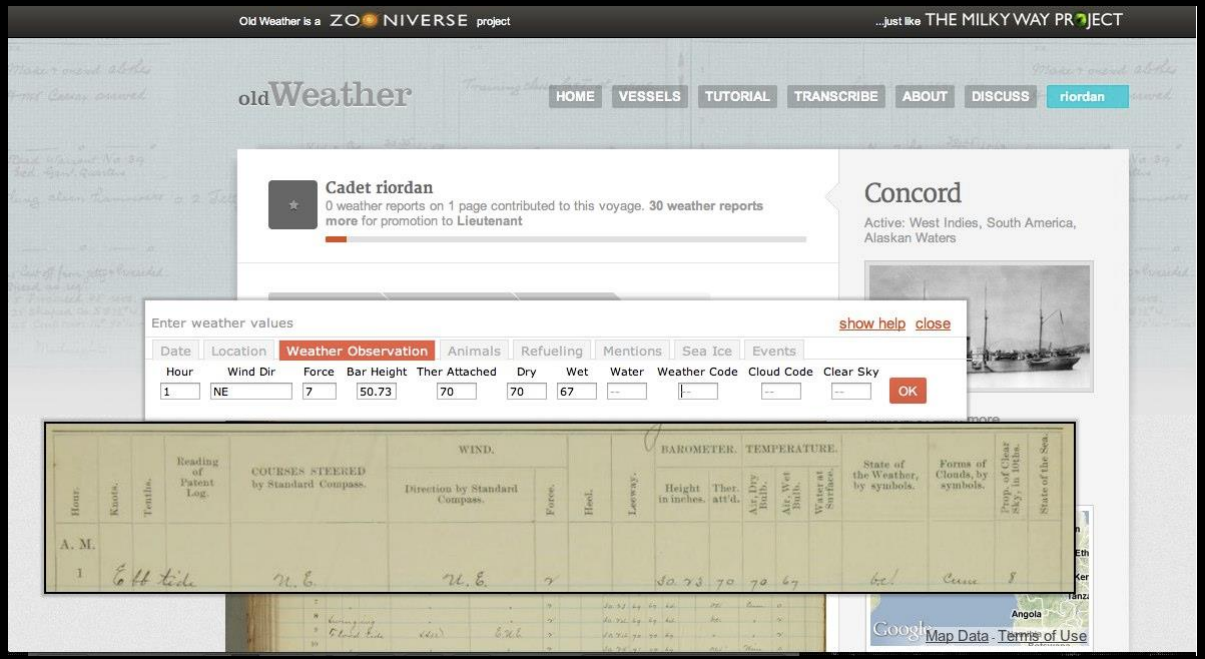
In progress:

Scribe

Turn Documents into Data Sets

NYPL + Zooniverse





NATIONAL ENDOWMENT FOR THE Humanities

New York Public Library

Thank you!

@subsublibrary

@nypl_labs

labs@nypl.org

BUiLDiNG iNSPECTOR

KiLL TiME. MAKE HiSTORY.

buildinginspector.nypl.org

New York Public Library

Operation War Diary:
Enriching Catalogues, Enhancing Research

Dr Victoria Van Hyning
Zooniverse, University of Oxford
victoria@zooniverse.org

1,153,026 people taking part worldwide

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We make citizen science websites so that everyone can be part of real research online

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All Space Climate Humanities Nature Biology

Space

Sort by Category ▾

How do galaxies form?
NASA's Hubble Space Telescope archive provides hundreds of thousands of galaxy images.

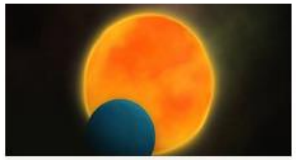
GALAXY ZOO

Explore the surface of the Moon
We hope to study the lunar surface in unprecedented detail.

MOON ZOO

Study explosions on the Sun
Explore interactive diagrams to learn about the Sun and the spacecraft monitoring it.

SOLAR STORMWATCH



Find planets around stars
Lightcurve changes from the Kepler spacecraft can indicate transiting planets.

planethunters.org

rse.org

CLASSIFY STORY SCIENCE GALAXY ZOO DISCUSS PROFILE LANGUAGE

Few have witnessed what you're about to see

Experience a privileged glimpse of the distant universe as observed by the SDSS, the Hubble Space Telescope, and UKIRT

Classify Galaxies

To understand how galaxies formed we need your help to classify them according to their shapes. If you're quick, you may even be the first person to see the galaxies you're asked to classify.

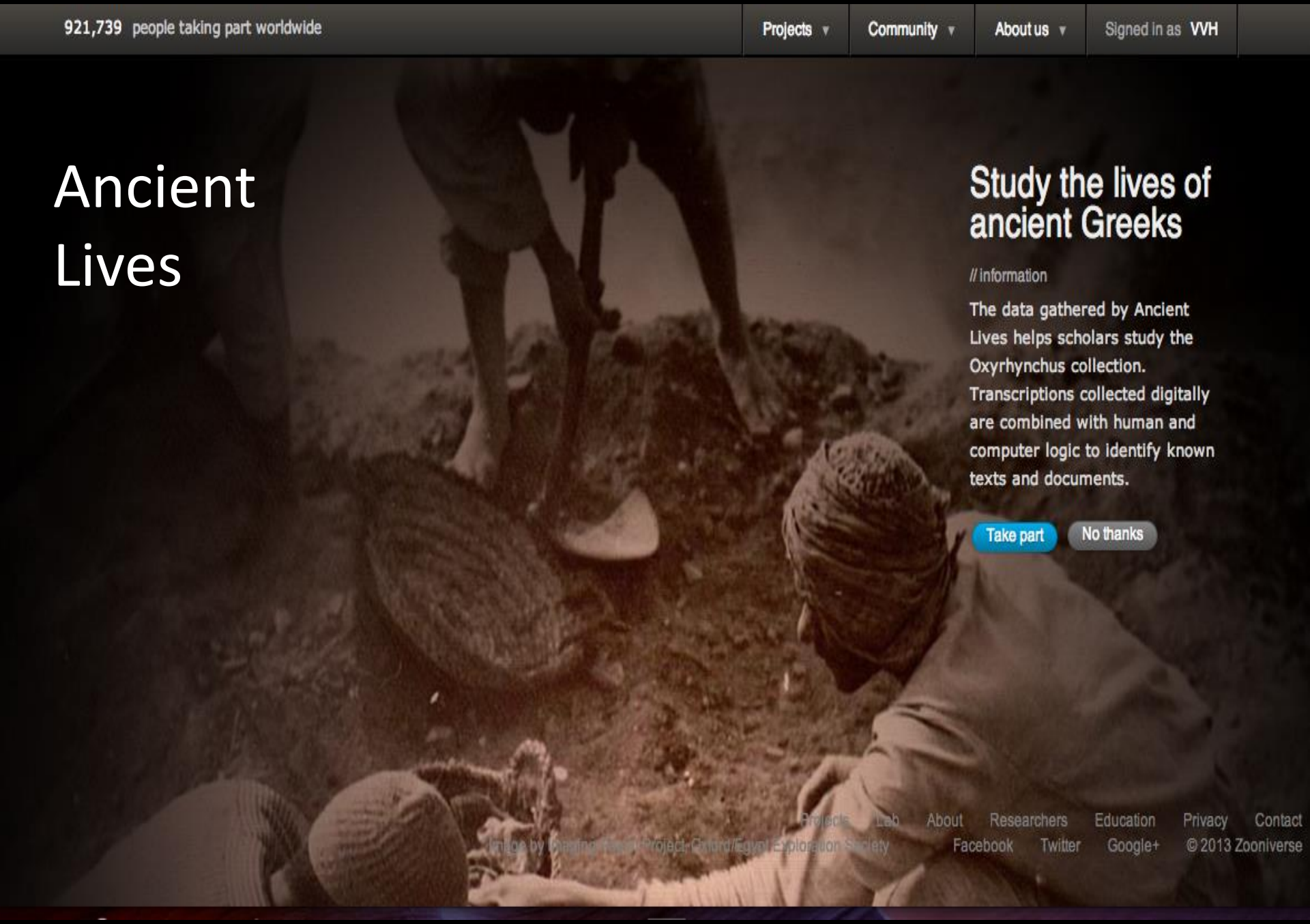
Begin Classifying

How Do Galaxies Form?

History of Galaxy Zoo

Transcription Projects

- Existing projects:
  - ‘Ancient Lives’: www.ancientlives.org/
  - ‘Old Weather’: www.oldweather.org/
  - ‘Notes from Nature’: www.notesfromnature.org/
  - ‘Operation War Diary’: www.operationwardiary.org/
- Upcoming Projects:
  - ‘Secret Lives of Artists’ with Tate Britain
  - ‘Shakespeare’s World’ with Folger Shakespeare Library


921,739 people taking part worldwide
Projects
Community
About us
Signed in as VVH
Ancient Lives
Study the lives of ancient Greeks
// information
The data gathered by Ancient Lives helps scholars study the Oxyrhynchus collection. Transcriptions collected digitally are combined with human and computer logic to identify known texts and documents.
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Education
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TRANSCRIBE
MEASURE
Zoom
Rotate
Toggle
Auto
Delete
Colour
Map
Match
Talk
Next
Σ Εε Ρρ Ττ Υυ Θθ Ιι Οο Ππ
Αα Cc Δδ Φφ Γγ Ηη Ξξ Κκ Λλ
Ζζ Χχ Ψψ Ωω Ββ Νν Μμ
OMICRON
ACCENTS
SYMBOLS
FAVOURITE
ISSUE

OPERATION

WAR DIARY

REPORTS FROM THE FRONT

The story of the British Army on the Western Front during the First World War is waiting to be discovered in 1.5 million pages of unit war diaries. We need your help to reveal the stories of those who fought in the global conflict that shaped the world we live in today.

GET STARTED!

Working together with Citizen Historians during the First World War Centenary

ZOONIVERSE IWM The National Archives

OWD by the numbers:

- Over 1.2 million page views since January
- 10,790 registered users
- 55,050 comments on Talk, the project discussion area
- 1,884 commenting users
- Approximately 61,000 pages ‘completed’ i.e. tagged and transcribed by 7 users.

Instructions regarding War Diaries and Intelligence Summaries are contained in F. S. Regs., Part II. and the Staff Manual respectively. Title pages will be prepared in manuscript.

WAR DIARY
or
INTELLIGENCE SUMMARY.
(*Erase heading not required.*)

HEAD QUARTERS 3 DIV. AMMN. COL.

Army Form C. 2118.

Hour, Date, Place	Summary of Events and Information	Remarks and references to Appendices
8th Sept. LES BROSSES	Left ST PIERRE at 6 pm. and arrived near LES BROSSES at 8 pm.	
9th Sept. REBAIS	Left 8.30 am. arrived at REBAIS at 11 a.m.	
10th Sept. NANTEUIL	Left at 10 am. marched by ORLY, BUSSIERES, and arrived NANTEUIL at 1.30 pm. During the night 6 guns captured by the Lincoln Regt were fetched and loaded on motor lorries and sent to Rail head.	
11th Sept. VEUILLY MONTREUIL MERY DAMMARD	Left NANTEUIL at 10 am via VEUILLY and MONTREUIL – MERY and arrived at 5 pm at DAMMARD at 5 pm.	
12th Sept. NEUVILLY OULCHY LA VILLE GRAND ROZOY	Left at 1 pm. and march via NEUVILLY – OULCHY LA VILLE – to GRAND ROZOY arriving 5 pm.	

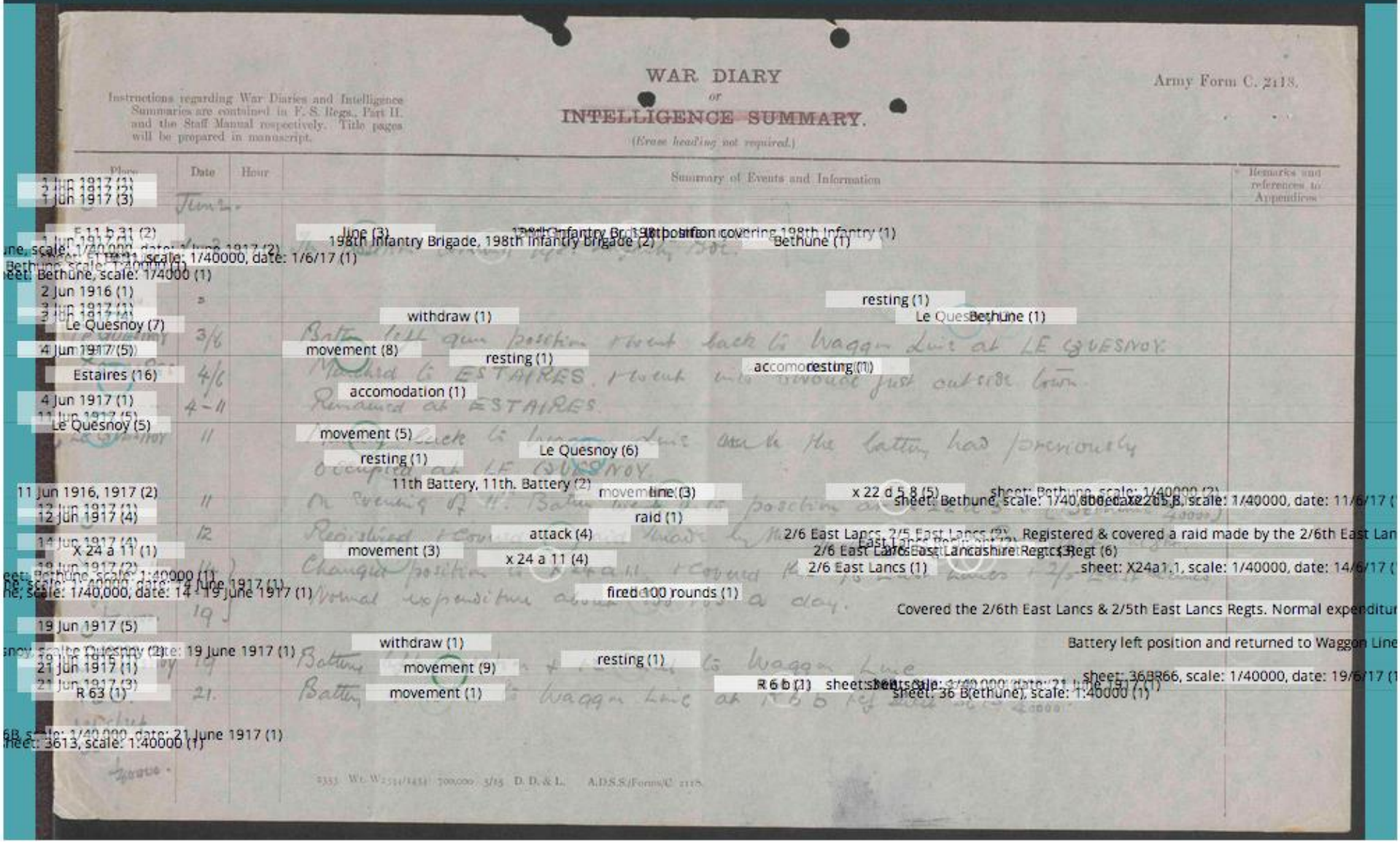
Capt. R.F.A.
Adjutant 3rd. Div. Am. Col.

(9 29 6) W 3232—1197 100,000 10/13 H W V Forms/C. 2118/10.

War Diaries Data Digger: 1 CAVALRY DIVISION: `Y' Battery Royal Horse Artillery (1 Dec 1916 — 30 Apr 1919): page 17

Previous page Next page

Page type: diary Volunteers: 8 Classifications: 8 TNA ID: C7351449 Page number: 17 Status: complete

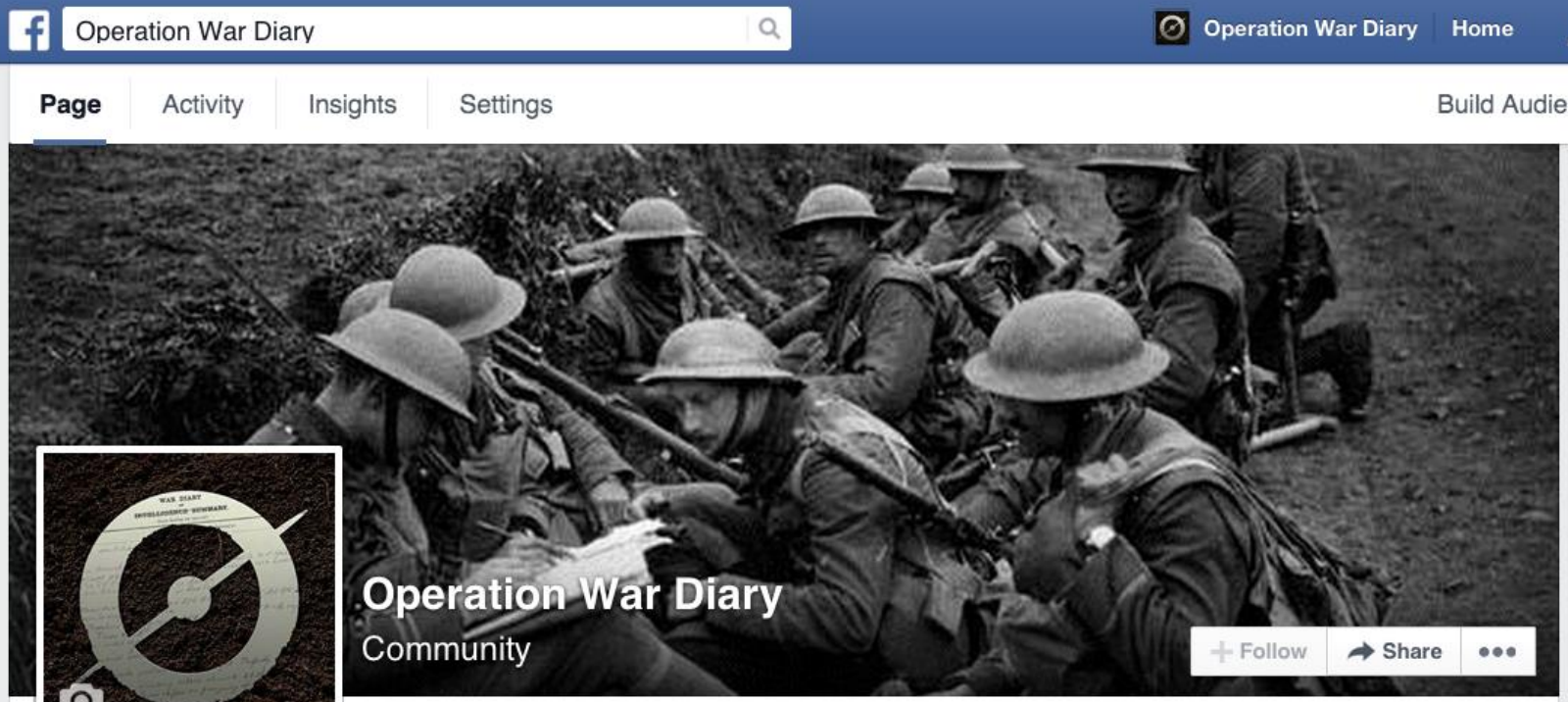


http://wd3.herokuapp.com/pages/AWD0000h3c

OWD Goals

- To provide evidence about the experiences of named individuals in the field diaries and add this to the Imperial War Museum's 'Lives of the First World War' project: https://livesofthefirstworldwar.org/
- To enrich the National Archives' catalogues
- To gather data for academic research

Are we on target?



Like Operation War Diary on Facebook and follow on Twitter to stay up to date on new discoveries.

@OpWarDiary * https://www.facebook.com/OperationWarDiary?ref=hl

Get Involved:

Look for upcoming tweets for further details!

@crowdconsortium

Comments, questions? Let us know!

contact@crowdconsortium.org

Join the Crowd (Consortium)!

INSTITUTE of Museum and Library SERVICES

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