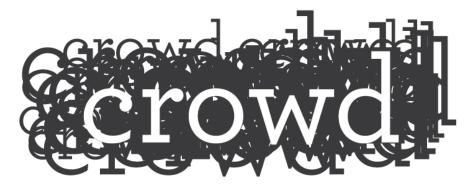
Crowdsourcing 101: Fundamentals and Case Studies October 29, 2014

Presented by:

Crowdsourcing Consortium for Libraries and Museums (CCLA)



CONSORTIUM







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

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Need help? 😣 Keyboard Shortcuts 🔤	ad	
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MISSING FRIENDS.	// Jut	GILPIN, JOSEPH, last heard of at Melbourne. Com- municate with cousin, Mary Jane Killen (now Mrs. Cooper), 99 Watercroft, Almondbury, Yorkshire, Eng-
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THE CRUDICH OF © 1999-2011 Intel JESUS CHRIST Version : 3.11.1-88 of LATTE-Day Marts	lectual Reserve, Inc. 90	Indexed	l Records: 7,258,151	

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.

https://familysearch.org

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<head>159</head>

including so many comparatively petty Towns and<lb/> even Villages — even for the period of greatest <1b/> abundance: 6#x2014; and yet at a period of inferior<1b/> abundance we find £200,000 the quantity<lb/> spent by a single Town in a town of inferior<lb/> rank — Newcastle! How small<lb/> may be the quantity of it in issue in the inclusion <lb/>in which it is <gap/>, it seems impossible to<lb/> say: — no <gap/> <add>more</add> than a few thousands, possibly.<lb/> — or even hundreds : — in that case a few such <lb/>instances as Newcastle and many there can <lb/>hardly be — would go but a small way towards <lb/>making up the deficiency of the <add>Towns of the</add> smaller and<lb/>> more numerous classes to such a degree as to <lb/><lb/>give any such average as £60,00 the Bristol<lb/> complement of £60,000, upon the whole.

Meantime in this account no other paper <lb/>(it is to be observed) is comprized, than what is called <lb/></hi rend="underline">Cash</hi> paper: paper payable on demand. <add>Of</add> Concerning <lb/>the paper spread in other towns <add>bearing other conditions & \$x2014: </add> such as <lb/>>for example <add>instance</add> payable in so many days after <unclear>sight</unclear><lb/> (of which <gap/> from <add>according to</add> private information examples<lb/> are not wanting) the amount remains in total <lb/>darkness. <gap/> concerning paper carrying <lb/>interest, but the interest not commencing till <lb/>a certain number of months (<add>six months </add> in the instance of <lb/>certain Newcastle Banks) after date? — Is this <lb/>comprized or not, under the denomination of cash<lb/> paper?

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Metadata Games

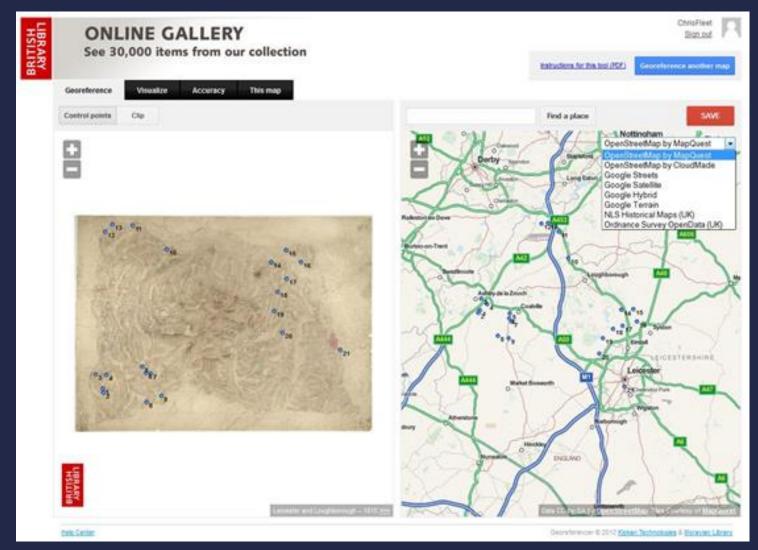
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http://micropasts.org/

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 silent aloud unknown (Reader): solitary in company unknown single serial unknown Type of Experience solitary in company unknown

Reader / Listener / Reading Group:

single serial unknown

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/

(Listener):

Typical tasks in crowdsourcing

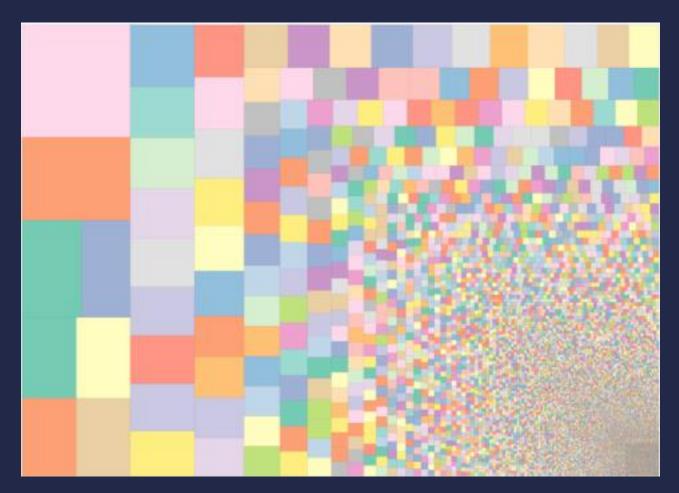
- Task granularity: 'microtasks' to long-term, complex tasks
- Tagging (subjective, factual; free-text, vocabularies; mark-up, tags)
- Transcribing (including OCR correction)
- House-keeping (moderating forums, flagging content for review)
- Sharing knowledge (personal or researched)
- Creating links,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

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they must strenuously urga. their reasonable claims.'
(Cheers.)
Mr. Lucas seconded the motion. When <u>lieiaw</u> a work
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vernment fully justified m\l-orrowing money for its com
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ike 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, whish wasonly another
form !of borro^ving, as his pocket could boar testiinonv;
(He.ir, hear, and a laugh.) rThe railway might probably
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railw returns were very much underrated. The produce
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with t{ie oonstrnation and extension of a rujhvav. He

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 immedistely 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 Gawier Town and Adelaide, all those who were present that evening would congratulate themselves upon their having taken part in its promotion; and he was giad 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 woul i 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.)

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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. (Heyr, hear, and a laugh.) The railway might probably cost more than was estimated, but at the same time the traffic returns were very intuit underrated. The produce from the north was daily in reasing-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 return of the railway, which was still more favourable to LAW AND CRIMINAL COURTS.

SUPREME COURT-CIVIL SIDE. TURSDAT, SEFTEMBER 12. [Before Mr. Justice Cooper.]

AXLWIN 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 Adeiaide 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 Decomber last. The remaining £180 was paid a week after. The defendant handed over a paper to the plaintiff, as follows :--

"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 powersad a

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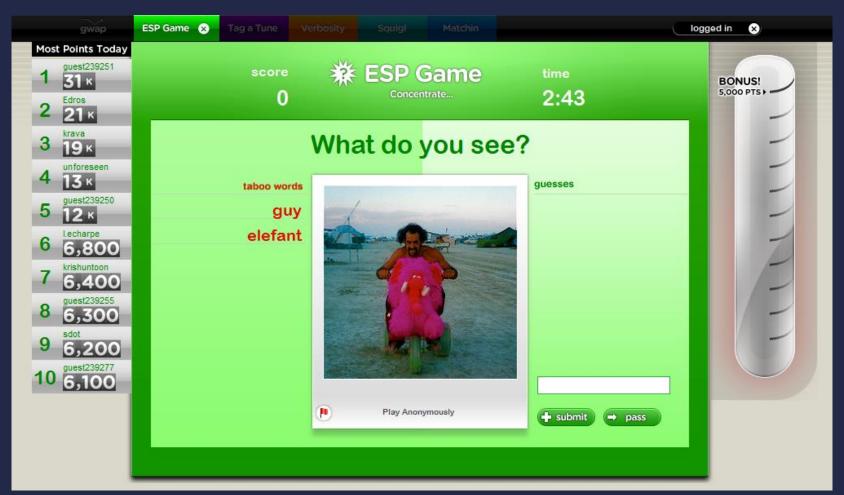
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Manager

...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

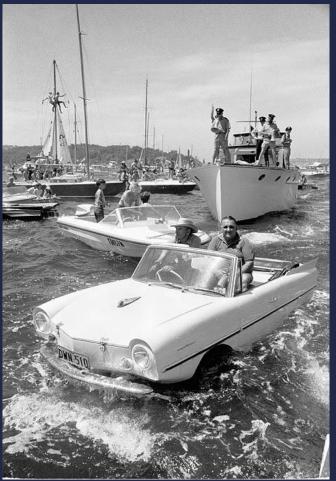


State Library of Queensland, Australia https://secure.flickr.com/photos/statelibraryqueensland/319830 5152/

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

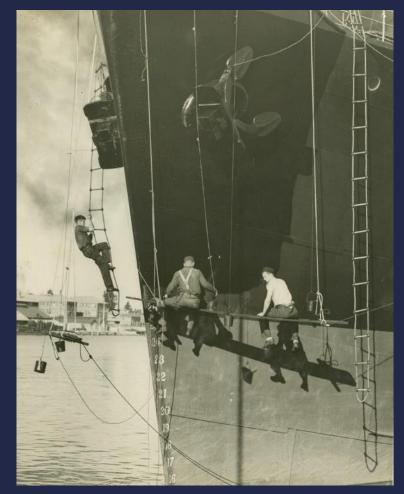
Collaborative

- 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 selfidentified research projects'

(Raddick et al, 2009)



State Library of Queensland, Australia https://www.flickr.com/photos/statelibraryqueensland/46032815 78/

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

WE CROWDSOURCE THE DESIGN PROCESS ALLOWING THOSE WITH THE BEST DESIGNS TO CONNECT-VIA ALREADY-IN-PLACE SOCIAL NETWORKING INFRASTRUCTURE-WITH INTERESTED MANUFACTURERS, DISTRIBUTORS AND MARKETERS. NOBODY CAUGHT ON THAT OUR BUSINESS PLAN DIDN'T INVOLVE US IN ANY WAY-IT WAS JUST A DESCRIPTION OF OTHER PEOPLE MAKING AND SELLING PRODUCTS.

http://xkcd.com/1060

Design tips

Validate procrastination



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

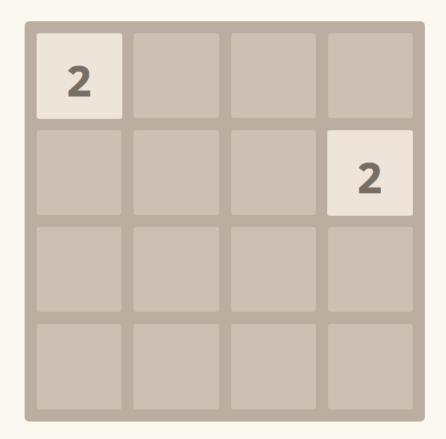
Show, don't tell





Join the numbers and get to the 2048 tile!

New Game



HOW TO PLAY: Use your **arrow keys** to move the tiles. When two tiles with the same number touch, they **merge into one!**

Work with compelling content

Art and literature



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!

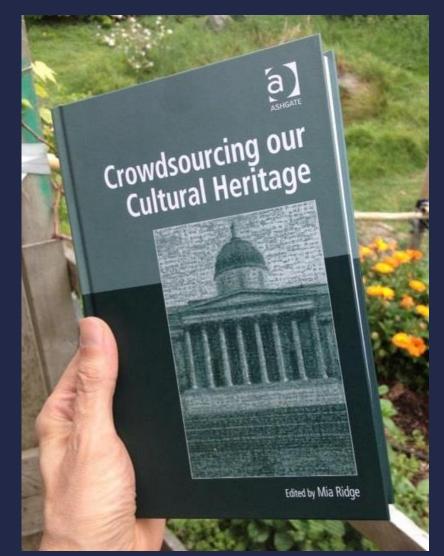
Mia Ridge Open University/Trinity College Dublin http://miaridge.com/

@mia_out

Find out more:

Crowdsourcing our Cultural Heritage

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



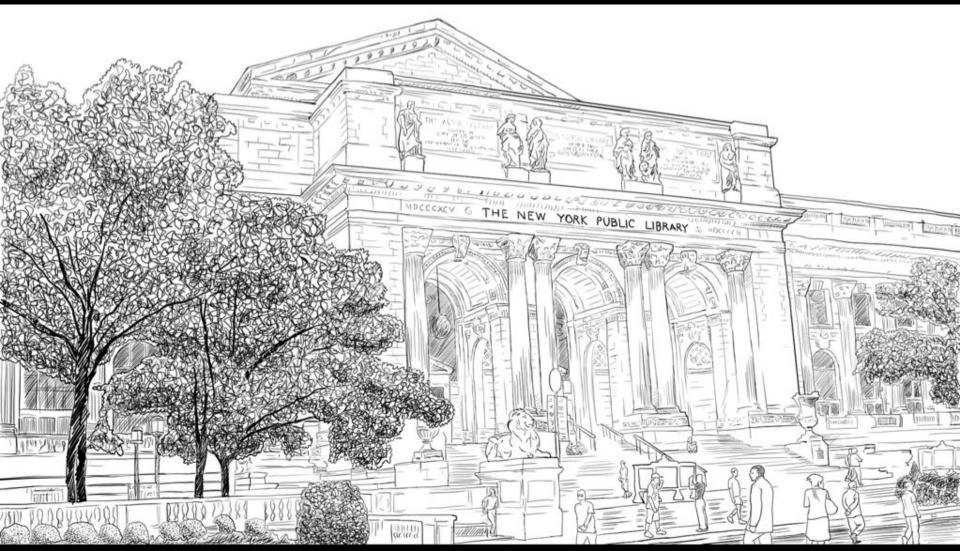


Image: Astra Wijaya

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





@subsublibrary

@nypl_labs





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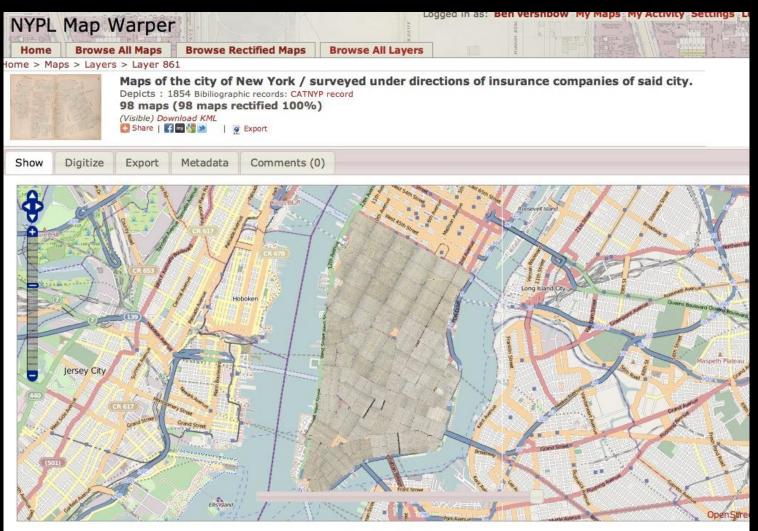
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maps.nypl.org



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maps.nypl.org



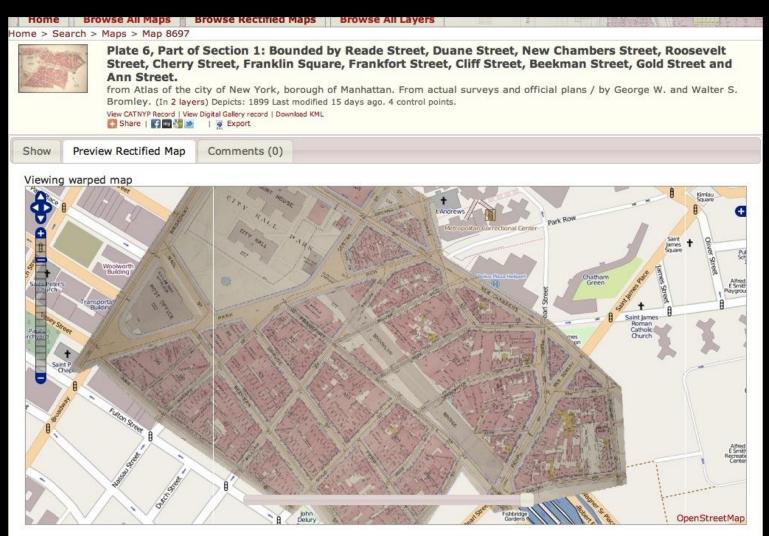
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Georectification task



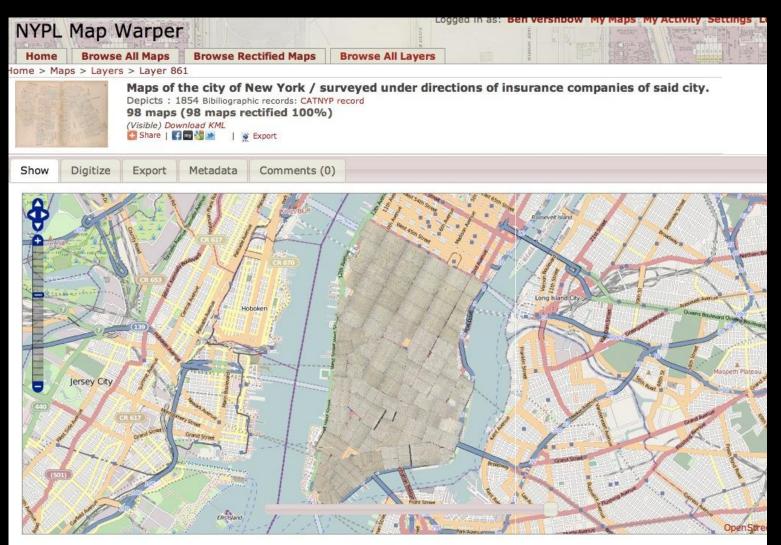
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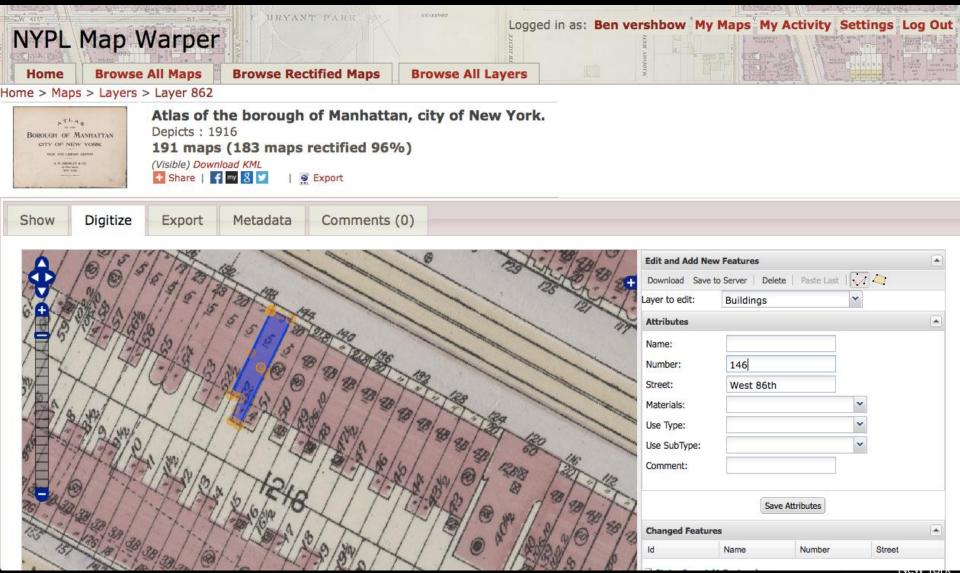
maps.nypl.org



Transparency: 100



maps.nypl.org





maps.nypl.org



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



Progress:

> 5 thousand maps warped

> 120 thousand buildings transcribed



Challenges:

transcription bottleneck

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



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Help The New York Public Library improve a unique collection!

We're transcribing our historical restaurant menus, dish by dish, so that they can be searched by what people were eating back in the day. It's a big job so we need your help! Learn more.

We need you! Help transcribe 3 It's easy! No registration required!

So far: 1,242,566 dishes transcribed from 16,788 menus

Connect: menus@nypl.org | Twitter | Facebook

Time to pay the taxman

Take the sting off April 15 with these financial menus!



Commissione...

1908 25 dishes



Tax Club

American Association Of Public ...



1905 23 dishes

Transcribed menus that need a second pair of eyes.

Help review

1899 1890 21 dishes 18 dishes Explore

152550

Farewell

HARLED BY THE MEMORY TO

Manhattan Single

Tax Club



22 dishes









Map our Menus!

Need a break from transcribing? Help us locate menus with our new Geotagger tool.

Today's specials

An assortment of dishes from the



NATIONAL ENDOWMENT FOR THE Humanities





Browse the collection. 16,788 menus digitized and



menus.nypl.org

menus.nypl.org

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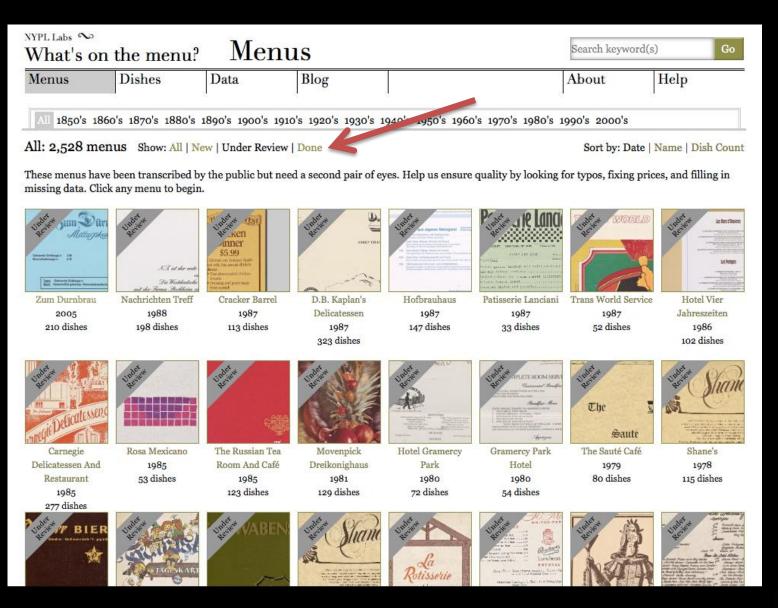
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Transcription task



menus.nypl.org



Quality assurance workflow

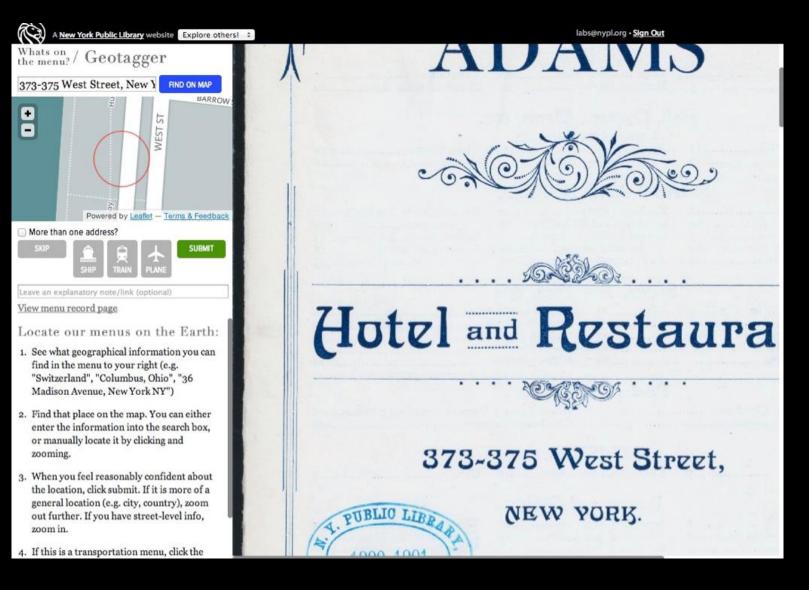


Quality assurance:

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



menus.nypl.org



Geolocation task



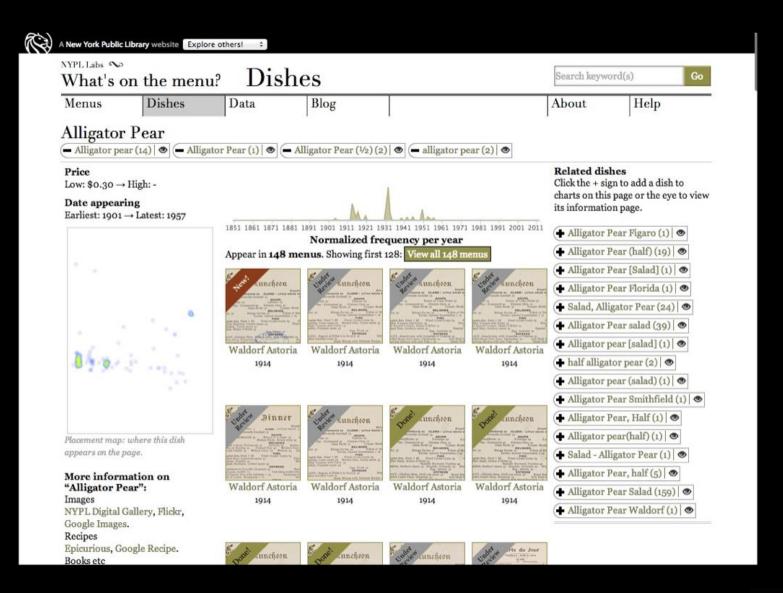
Progress:

> 1.3 million transcriptions

> 20 thousand geolocations



menus.nypl.org



Exploration/Discovery



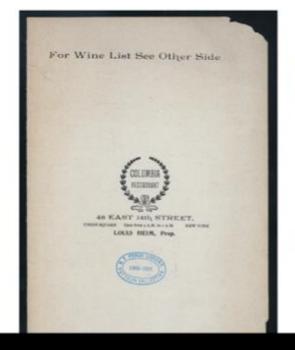
menus.nypl.org





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

Digital Humanities: Data Curation



Challenges:

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

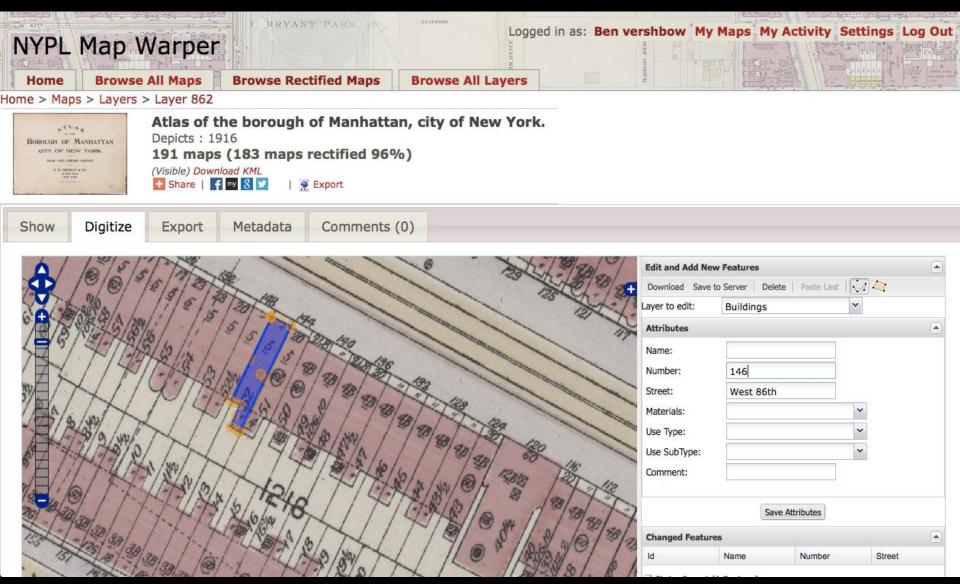


Success:

Small repeatable tasks



maps.nypl.org

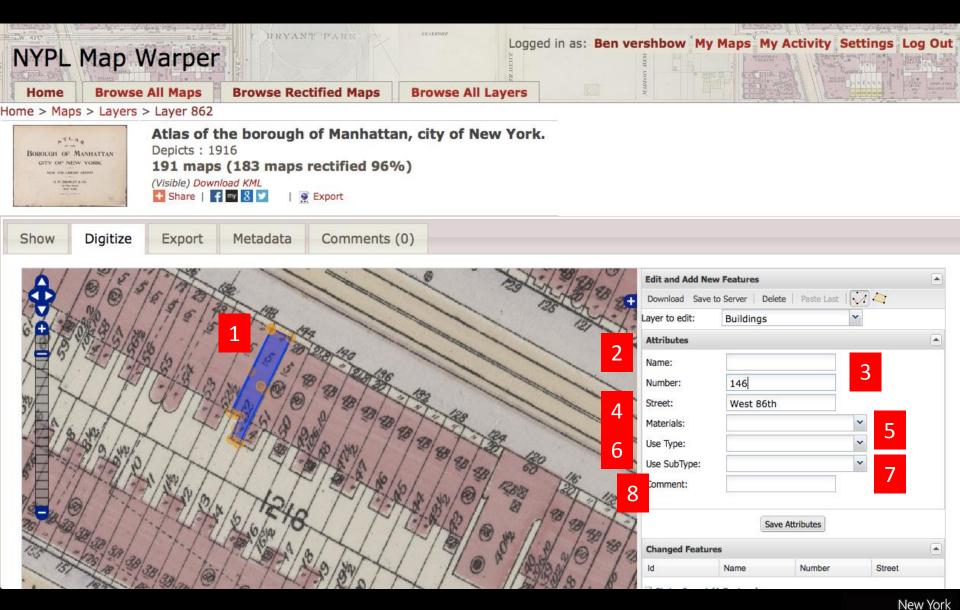




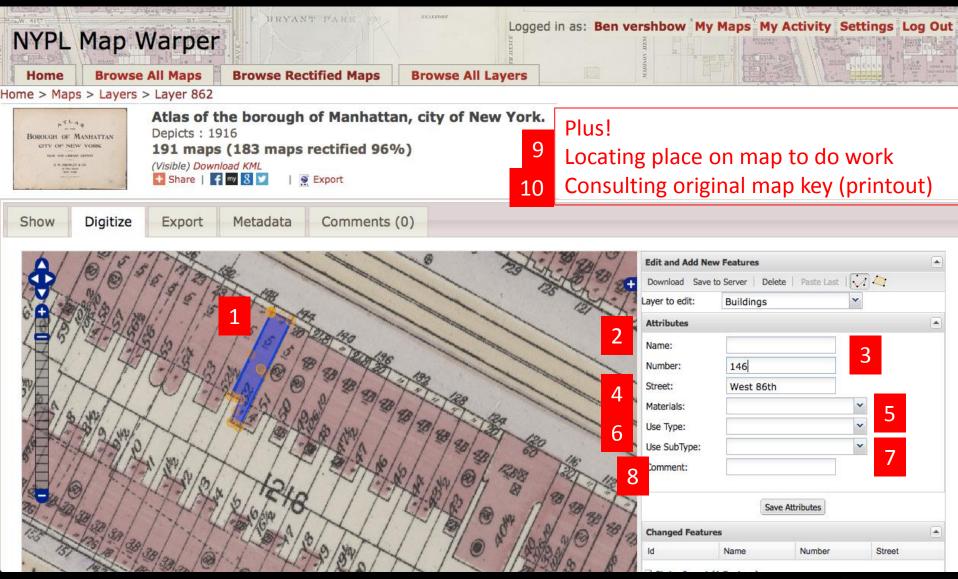
maps.nypl.org

Public

Library



maps.nypl.org





Question:

Can we break this into smaller pieces?



Question:

Can we break this into smaller pieces?

And make it fun?



Also:

Can a computer do any of this?



github.com/NYPL/map-vectorizer



New York Public **Library**



New York Public Library

github.com/NYPL/map-vectorizer

OCR for maps!



github.com/NYPL/map-vectorizer



Quality control?



buildinginspector.nypl.org





The New York Public Library presents

BUILDING INSPECTOR

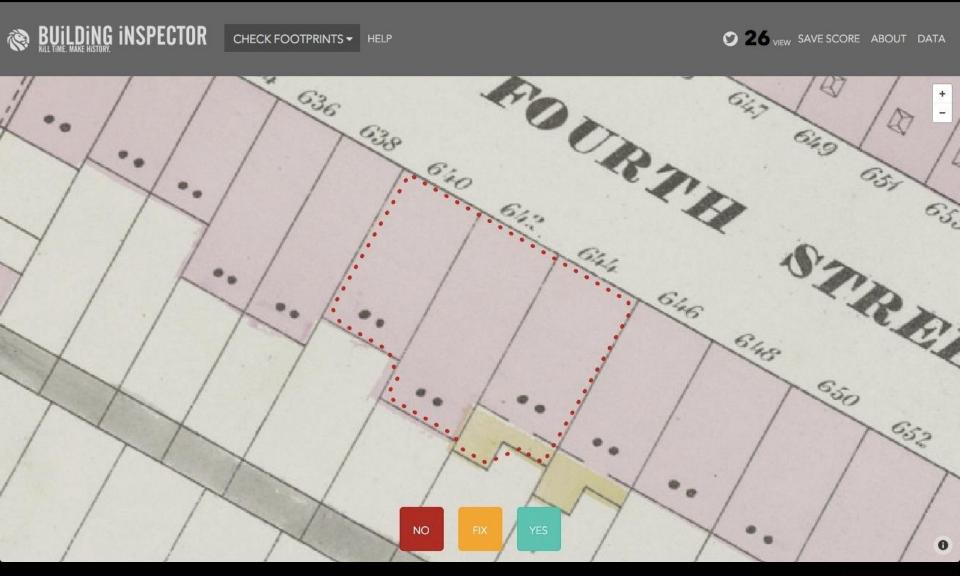
Kill Time. Make History.

Welcome citizen cartographers! Help unlock New York City's past by identifying buildings and other details on beautiful old maps.

GET STARTED



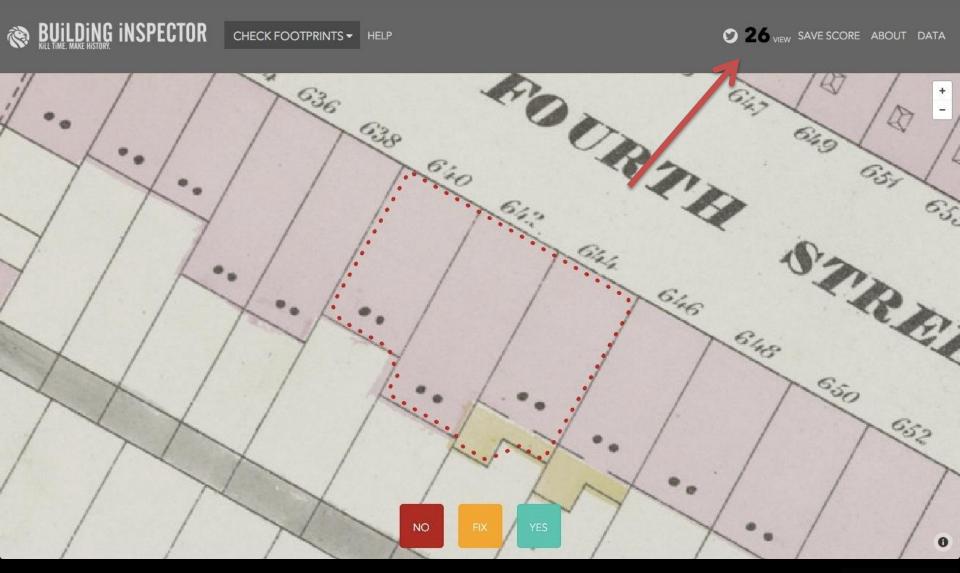
buildinginspector.nypl.org



Task 1: Check Footprints



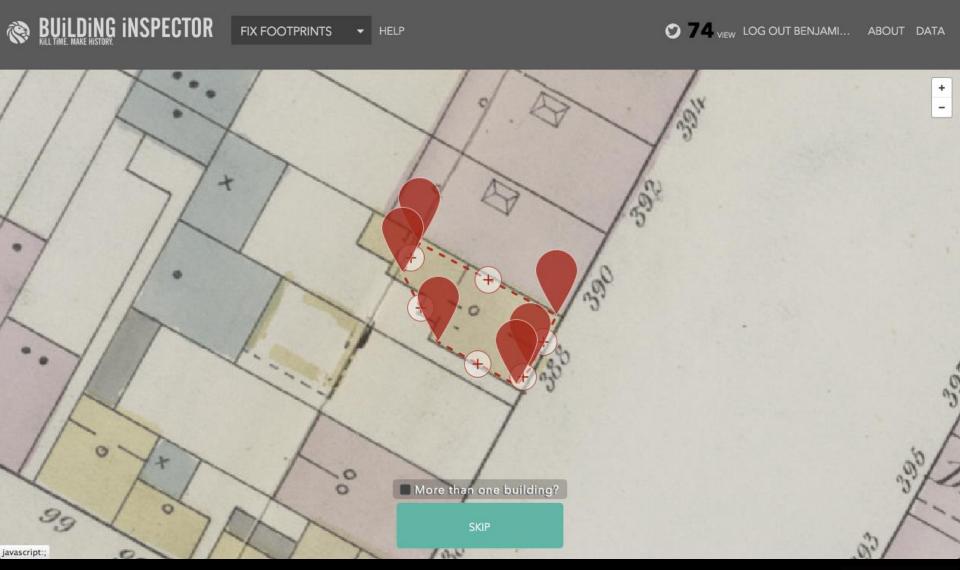
buildinginspector.nypl.org



Task 1: Check Footprints



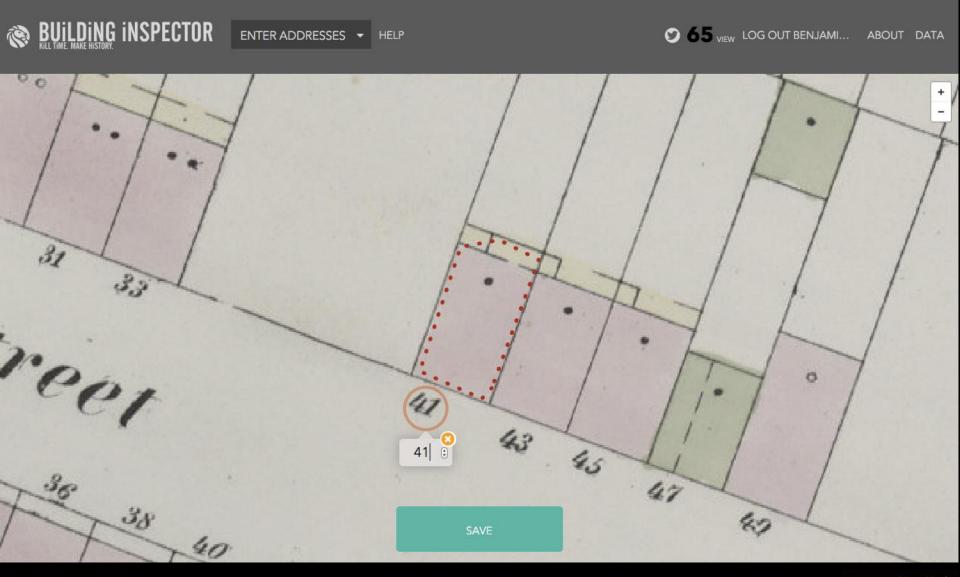
buildinginspector.nypl.org



Task 2: Fix Footprints



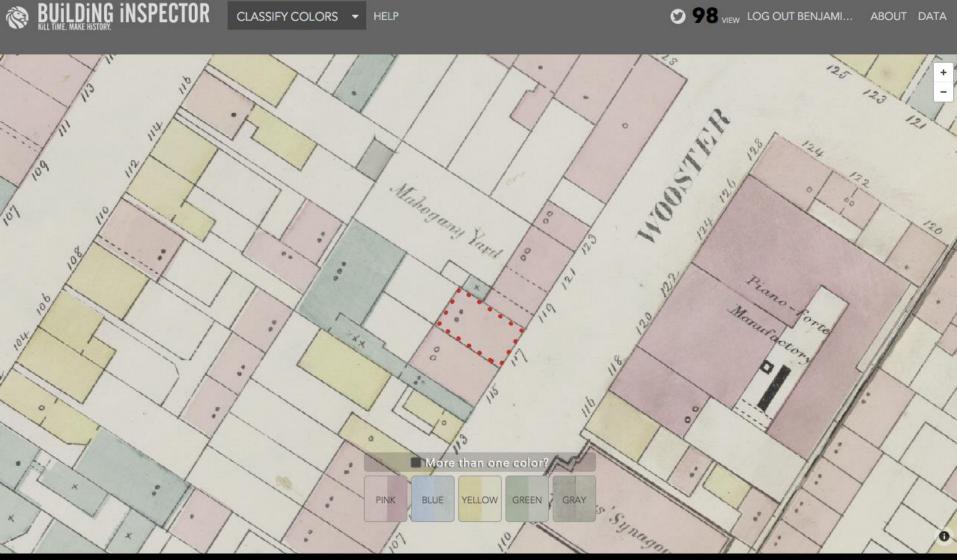
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Task 3: Enter Addresses



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Task 4: Classify Colors



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Responsive design



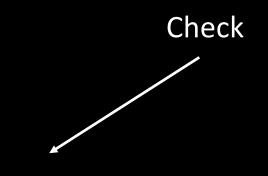


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Check



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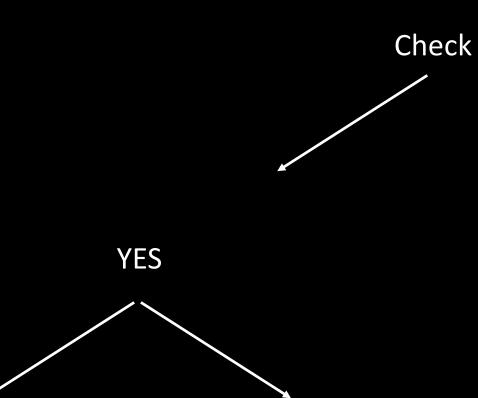


YES



Building Inspector (2013-present)

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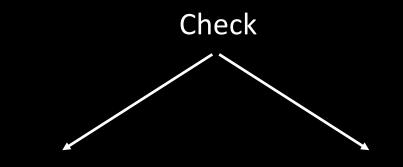
Address

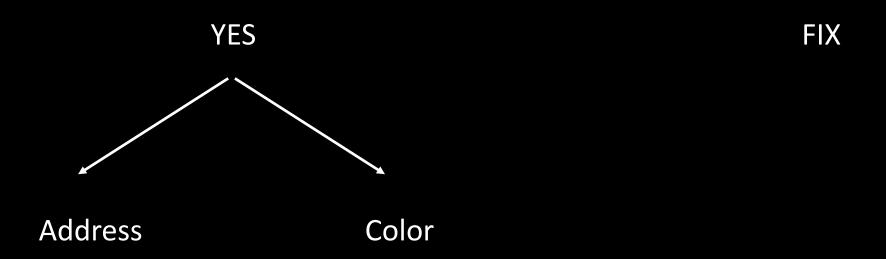
Color

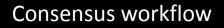


Building Inspector (2013-present)

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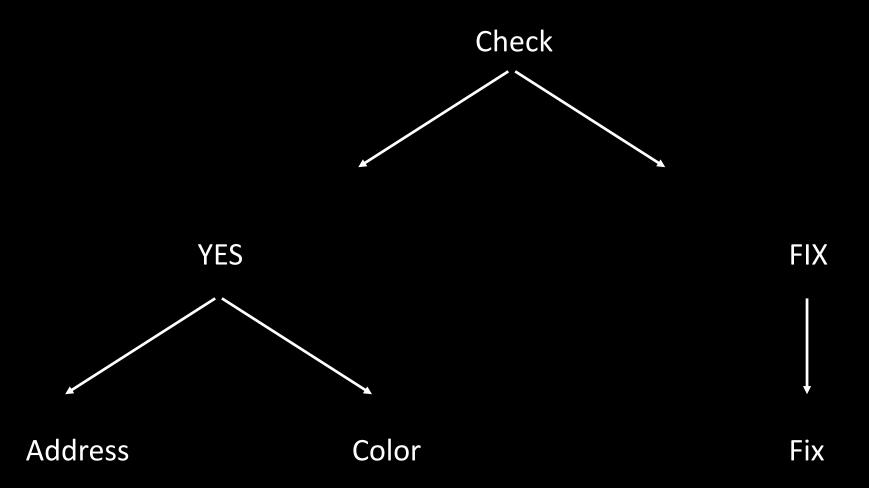


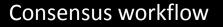




Building Inspector (2013-present)

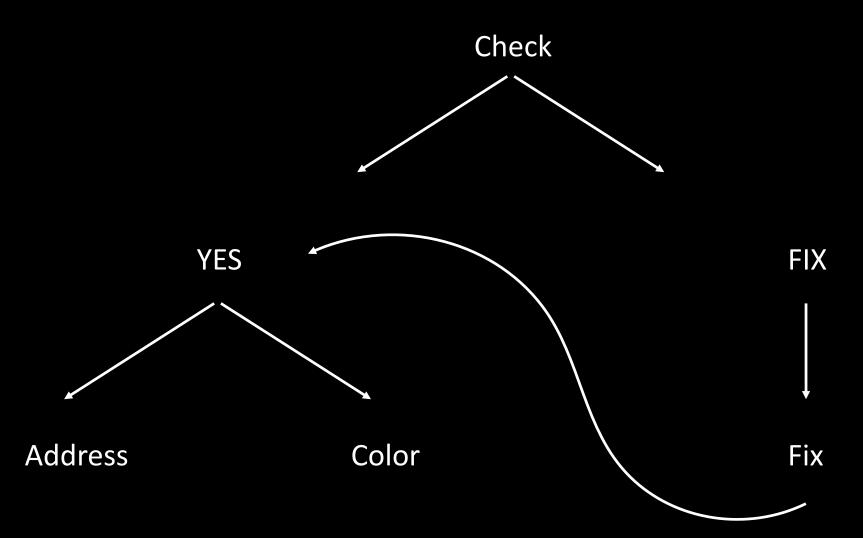
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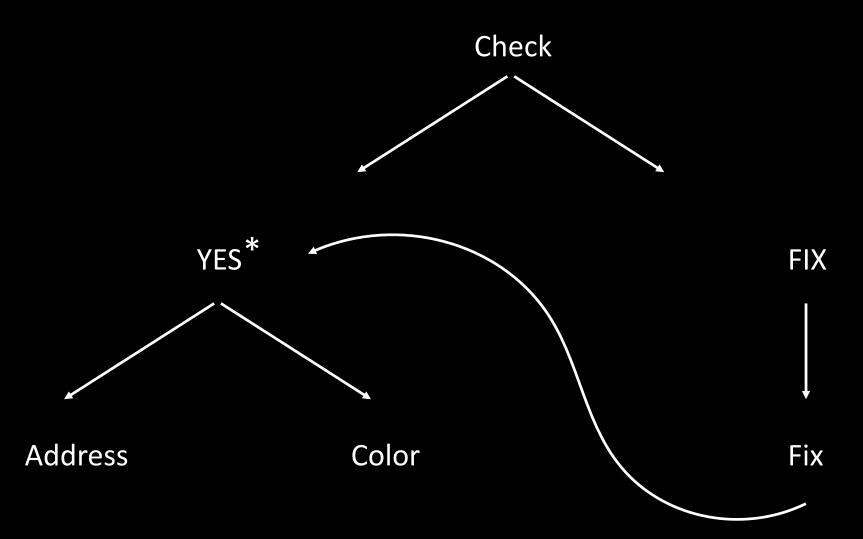


Building Inspector (2013-present)





Building Inspector (2013-present)



* Consensus 'NO's go to polygon heaven



Progress:

> 910 thousand tasks completed



Challenges:

lack of promotion from NYPL properties

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





Next:

Image: The New York Times

- more layers
- subway mode



In progress:

Scribe

Turn Documents into Data Sets

NYPL + Zooniverse

ENSEMBLE Help build an open database of the performing arts	HOME BROWSE PROGRAMS ABO	UT
Show Title 1 🗸	THE FIFTH AMERICAN TOUR OF	
Theater Name 1 🗸	HARRY LAUDER	
Location 1 ✔	Seats Now on Sale for All Performances	
Production Staff 9 🗸		
Transcribe the Cast Member 2 Skip	First American Appearance Direct from the Oxfore results, London	
Headliner 1	ARTHUR ASTILL The Whistling Plough Boy	
I'm done, transcribe another one	Cast Member ×	
Skip this one	Dir Character The Whistling Plough Boy	
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	Actor Arthur Astill	
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Thank you!

@subsublibrary @nypl_labs labs@nypl.org

BUILDING INSPECTOR Kill Time. Make History.

buildinginspector.nypl.org



Operation War Diary: Enriching Catalogues, Enhancing Research

Dr Victoria Van Hyning Zooniverse, University of Oxford

<u>victoria@zooniverse.org</u>

	1,153,026 people taking part worldwide		Projects 🔹	Community •	About us 🔻	Signed in as VVH	6 9 8				
	ZOØNIVER	We make citizen science websites so that everyone can be part of real research online									
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	Space			Sort by Category							
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	GALAXY ZOO	MOON ZEO	SOLAR STORMWAT	СН	pla	anethunters.org					
g											

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': <u>www.ancientlives.org/</u>
 - 'Old Weather': <u>www.oldweather.org/</u>
 - 'Notes from Nature': <u>www.notesfromnature.org/</u>
 - 'Operation War Diary': <u>www.operationwardiary.org/</u>
- Upcoming Projects:
 - 'Secret Lives of Artists' with Tate Britain

'Shakespeare's World' with Folger Shakespeare Library

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.

Take part No thanks

About Researchers Education Privacy Contact Facebook Twitter Google+ © 2013 Zooniverse



O HEGOMINET DE PROJECT DIGIN OF

OPERATION WAR DIARY \equiv

HOME DIARIES CLASSIFY FIELD GUIDE PROFILE ABOUT US DISCUSS BLOG

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





A The National Archives

Zooniverse privacy policy

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.



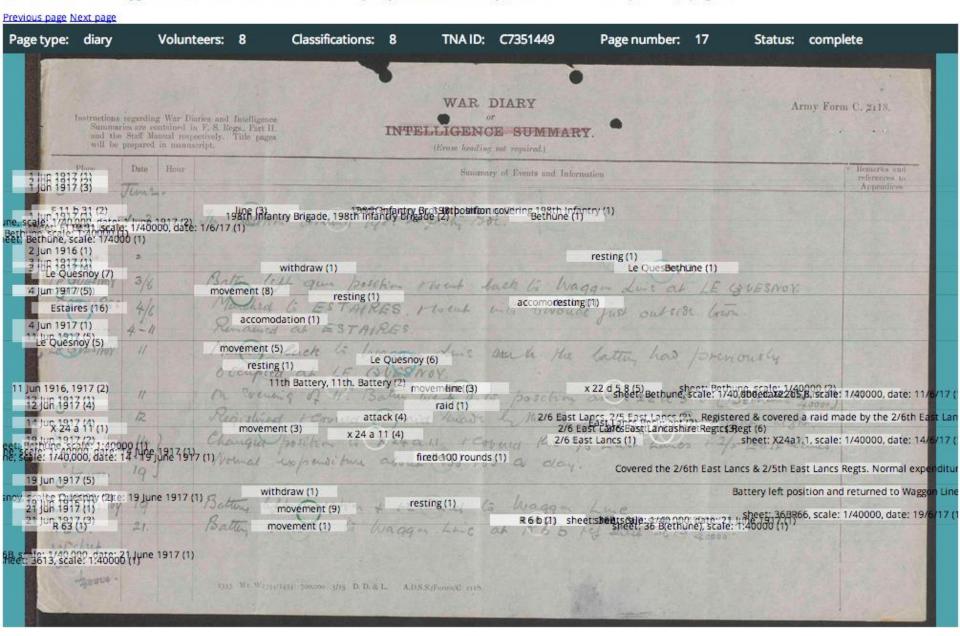
OPERATION WAR DIARY =

HOME DIARIES CLASSIFY FIELD GUIDE PROFILE ABOUT US TALK BLOG 0 3 DIVISION: DIVISIONAL AMMUNITION COLUMN (1 AUG 1914 - 30 SEP 1919) **Finished!** Page types 1) WAR DIARY Army Form C. 2118. Blank page Instructions regarding War Diaries and Intelligence Summaries are contained in F. S. Rogs., Part 11. and the Staff Manual respectively. Title pages INTELLIGENCE SUMMARY. MMN. C will be prepared in manuscript. (Erran heading not required.) Cover page Hour, Date, Place Summary of Events and Information Remarks and references to Appendices 8th Sept LES BROSSES Left ST PIERRE at 6 pm. and amind near Diary page LES BROSSES at 8 pm Orders gE Syd. REBAIS Left 8.30 am armed at REBAIS at 11 g.m. Q Left at 10am marchid by ORLY, BUSSIERES, and 圇 Signals pad 105 Set. NANTEUIL · arrived NANTEVIL at 1 30pm Report Duing the might 6 gives caytured by the building Righ were feliled and loaded on meter lower Other and sent to Rail head 115 Sent. VEUILLY lift NAMITEOIL at 10 am wa VEUILLY and MONTREUIL MONTREVIL - MERY and arres at 5 pm MERY at SAMMARD at 5 pm Utant 3rd. Div. Am. Col. DANNARD left at I pom. and march via NEUVILLY - OULCHY 125 Saf IVEUVILLY OULCHY LA VILLE LA VILLE to GRAND ROZOY aming 5 pm Adjutant (9 29 5) W 8532-1107 100,000 10/13 H W V Forme/C 2118/10.

WO/95/1402/1 Page 22 of 116 Crown copyright

Restart the tutorial

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



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: <u>https://livesofthefirstworldwar.org/</u>
- 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 * <u>https://www.facebook.com/OperationWarDiary?ref=hl</u>

Get Involved:

Look for upcoming tweets for further details!

@crowdconsortium

Comments, questions? Let us know!

contact@crowdconsortium.org

Join the Crowd (Consortium)!

