Digitalgud - Estonian memory institutions exploring crowd sourcing

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THE START

- Current situation
- Needs
- Idea(s)
GOALS

- Improved metadata, descriptions
- Knowledge about crowd sourcing possibilities
- Cooperation between institutions
- Attention and awareness
RESOURCES

- Six enthusiasts
- Audiovisual records already digitized
- Knowledge in the community
- Zero-budget & no written project
- Facebook as a platform
- National initiative "Let's do it"

Other institutions joined:
(3 archives, 3 libraries, 12 museums)
SET THE RULES

- What kind of photos
- How many photos
- How to describe
- How and when to upload
- How to keep the discussion up
- How to advertise
- Guidelines for the crowd

We tried to keep it simple and not too formal
THE EVENT

Digitalgud

• The topic - unknown places
• More than 1000 participants
• Active discussions
• More photos needed in the process
• "Now and then" catalogue
OUTCOME

- Majority of photos described
- Public awareness raised
- Institutions changing information
- A lot of work done that otherwise would not have been
LESSONS LEARNT

- People are really interested in such initiatives
- The time period could be shorter/ or more photos
- The price is not a motivator
- Campaign format and joint effort were the keys
- Negative feedback about using Facebook
Thank you for listening!

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www.facebook.com/digitalgud