citizen Heritage

From Metadata to Community Engagement:
The story of "us"

Sofie Taes, KU Leuven | 26 May 2021

citizen Heritage

Erasmus+

Coming up to the annotation sprint

What are we going to do? And why?
About the value of good metadata and the importance of contributions from **you**, the crowd.

Once upon a time… : (ad)ventures in storytelling

In previous digital cultural heritage projects we've learned that making people

discover,
    reflect on,
        talk about,
            creatively reuse
                and preserve their heritage

starts with making that heritage discoverable and giving it a shiny showcase.

citizen Heritage

Erasmus+

Not that one

But rather one like this
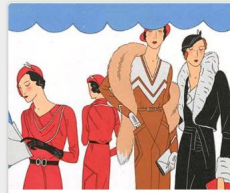
Where every story has a picture

And every picture has a story

Storytelling with digital cultural heritage

- Why would we?
- Why should we?
- How could we?

Image courtesy of TopFoto.co.uk

Image courtesy of Wellcome Collection

A picture paints a thousand words
(but we have to hold the brush)

Storytelling via metadata

- Layered information
- > multidirectional research
- > rich storytelling
- > varied range of formats/media
- > varied target audience

Different user and stakeholder groups — Multi-format output — Layered sorytelling — Research — Metadata

- Linked
- Descriptive
- Rich
- Structured
- Multilingual
- Researched
- Curated
- Authoritative
- Correct
- Monophonic
- Polyvocal

Metadata fails

citizen Heritage
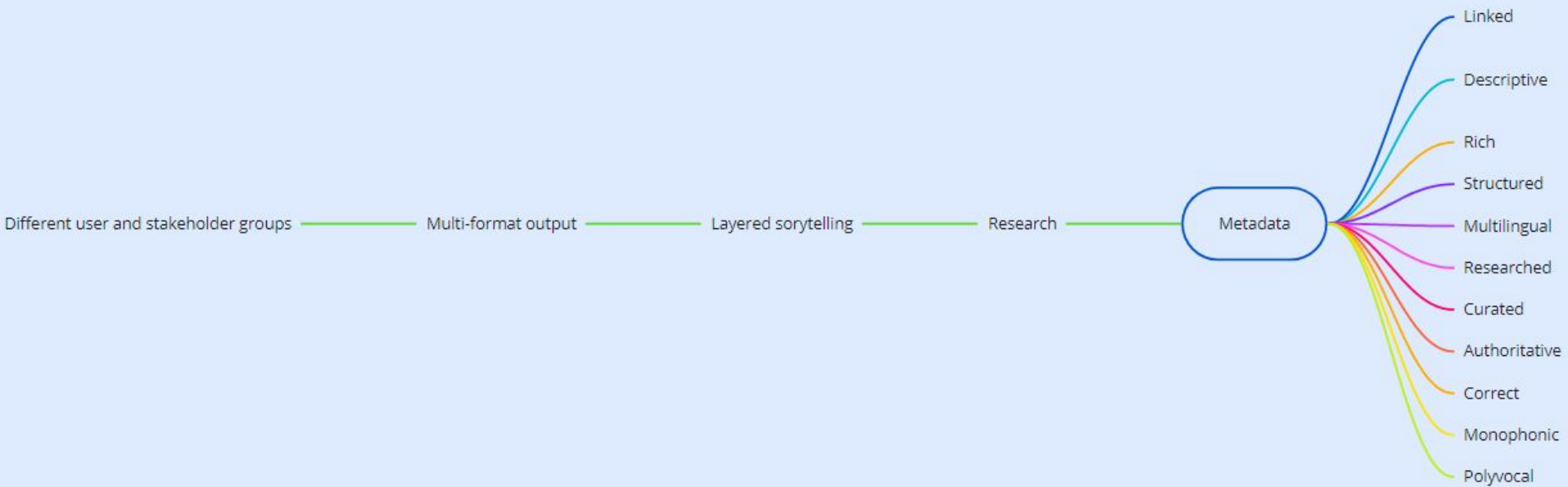
Aggregator: Photoconsortium   Institution: TopFoto.co.uk

Collection ▼   Type of media ▼   Can I use this? ▼   Providing country ▼   More filters · 2   RESET

Results: 93

White porcelain cups or tea
thePictureKitchen / EUFD
TopFoto.co.uk

Home made uncooked
hamburgers flavoured
thePictureKitchen / EUFD
TopFoto.co.uk

Small porcelain cup of
chamomile
thePictureKitchen / EUFD
TopFoto.co.uk

Light refreshment of herbal
tea
thePictureKitchen / EUFD
TopFoto.co.uk

White porcelain cups or tea
thePictureKitchen / EUFD
TopFoto.co.uk

Small porcelain cup of
chamomile
thePictureKitchen / EUFD
TopFoto.co.uk

Light refreshment of herbal
tea
thePictureKitchen / EUFD
TopFoto.co.uk

Cute duckling ornament
with basket
thePictureKitchen / EUFD
TopFoto.co.uk

Lapset kurkkaavat porttikongista

mustavalkoinen

View image

citizen Heritage

Erasmus+

© ⓘ CC BY   ⊕   ♥   < Share   ⬇ Download

The children peek out of the gate cone

black and white

Good to know   All metadata

Providing institution	**Finnish Heritage Agency** ↗
Creator	Kanerva, Teuvo
Subject	people ; children ; gate corridors ; cities
Type of object	picture

Swedens Florence Nightingale proposed for

Swedens Florence Nightingale proposed for Nobel Peace Prize_x000D_
Miss Elsa Brandstorm (right) daughter of the late Swedish minister in Petrograd who is proposed for this years Nobel Peace Prize . _x000D_
She did much Red Cross Work during the war _x000D_
1 March 1923

Article   Talk

Read   Edit   View history

Search Wikipedia

Elsa Brändström

From Wikipedia, the free encyclopedia

Elsa Brändström (26 March 1888 – 4 March 1948) was a Swedish nurse and philanthropist. She was known as the "Angel of Siberia" (German: *Engel von Sibirien*).

Contents [hide]

Life and commitment [edit]

Elsa Brändström in 1929

Good practices

Rich
Descriptive
Linked
Multilingual
Monophonic
Polyvocal
Correct
Structured
Curated
Authoritative

Baby travel

Flying in style, these three week old triplets, left to right, James, Joan and Joyce Frocklage, bagged seats on the Canadian Pacific Airlines' flight from Vancouver to Fort Nelson. 15 August 1959

View image

Un petit réfugié [au milieu des bagages sur le quai de la gare] rapatrié à Evian : [photographie de presse] / [Agence Rol]

BnF, département Estampes et photographie, EI-13 (534)

2018
EUROPEAN YEAR
OF CULTURAL HERITAGE
#EuropeForCulture

THOUSANDS ARE SAILING

Migrazioni, 20 ritratti dal passato, 20 storie di
chi fece le valigie verso una nuova vita

Pisa, Museo della Grafica, Palazzo Lanfranchi
12 ottobre – 11 novembre 2018

Co-financed by the European Union
Connecting Europe Facility

made with
europeana

Una mostra di
KU LEUVEN   PHOTOCONSORTIUM

Organizza da

Media partner
DIGITAL CULTURE
www.digitalmeeteacultura.net

Organizza da
PROMOTER

Stampa
CAMPANO

01

Search millions of items

People on the move

How migration has changed the world

Chapters

Crossing Frontiers

The land of opportunity

Mixing Traditions

Itinerant artists, everlasting artworks

Rising Stars

Faces of Migration

Credits

FALLEN GIANTS AND SUPERPOWERS

ON THE MOVE

AGE OF ICONS

CHERCHEZ LA FEMME

BLUE SK

GIANTS | ON TH | ICONS | D BOOM

AT LIBERTY - IN CAPTIVITY

mupop.net - G5

(Un)Gebunden
(Un)bound

Geniales Design
Ingenious design

Leider der Boom
Age of icing

Zusammen getrennt leben
Living apart together

Der Bau-Boom
The big build

Mas
Crow
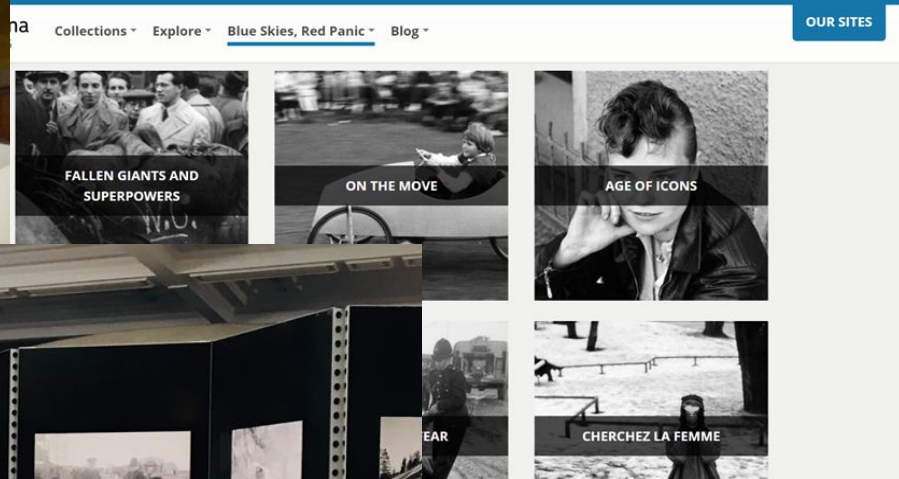
The **impact** of metadata on search strategies, curatorial practices and user satisfaction is huge.

Making sure that sufficient, precise, correct, multilingual, rich, descriptive, authoritative and interlinked metadata are available is a task that is equally monumental, and can't be completely taken over by AI (yet).

What we propose is **a path in between manual metadating and automated enrichment**.

Manual vs Automatic strategies

Manual

✅ High quality enrichments

❌ Labour-intensive process

Automatic

✅ Large scale

✅ Easy to execute

❌ Prone to errors

Crowdsourcing

✅ Large scale

❌ Lack of expert knowledge

❌ Prone to errors

Enrichment through crowdsourcing

- Create **volume** via a low-threshold platform and easy-to use tools
- Add a **game** and a **community** element
- Install **peer review** to optimize results
- Take a human in the loop for final **validation**
- **Feed back** to the source

Are you up for it?

- There's a direct relationship between the quality of metadata and the impact, sustainability and reusability of digital records
  > as a heritage community we have a duty of care

- You'll be helping us today to **annotate two stunning sets of Bulgarian historical photographs**, that without your effort would risk remaining under the radar

- Let's move to the tailor-made tagging page for a **demo**
  https://crowdheritage.eu/en/bulgarian-history

Tagging Top Tips

- If someone would ask you to retrieve this picture in a collection of 50 million images. **Which search terms would you use?**
- When tagging, you'll only be able to use terms from **established thesauri** (pertaining to photography, fashion in particular, but including Wikidata entries as well). So try to get a taste of the **inherent logic and hierarchy** used in those thesauri
- Think of i**conographic elements** (street, dress, couple, theatre, bicycle) but also of **intangible concepts** (historical periods, art movements, iconic events) and **image qualities** (black and white photography, portrait, landscape, street photography)
- Consider the **unique knowledge** that you, as the heritage community to which these images belong, could bring to the table
- If you can't think of new tags, assess the existing ones by **up- or downvoting**

Let's dance the dance!

Go to https://crowdheritage.eu/en/bulgarian-history

and register or login

Add your (English) tags, upvote or downvote what's already there, and work your way up to the top of the rankings.

We'll suspend this meeting for about half an hour (please stay in the call) and reunite at 11.55 for the results!

So how did we do?

Take it to the
next level

Come back to check how we're doing: the campaign will remain accessible for a few more days!

Enjoying the experience? We're running several other campaigns at the moment and will continue at least until the end of July.

Thanks so much!

Citizen Heritage

Citizen Science Practices in Cultural Heritage:
towards a Sustainable Model in Higher Education

www.citizenheritage.eu

Contact us:
info@photoconsortium.net
sofie.taes@kuleuven.be