

Digitalgud - Estonian memory institutions exploring crowd sourcing

Birgit Nurme
The National Archives of Estonia

BAAC Conference
03.10. - 05.10.2012

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

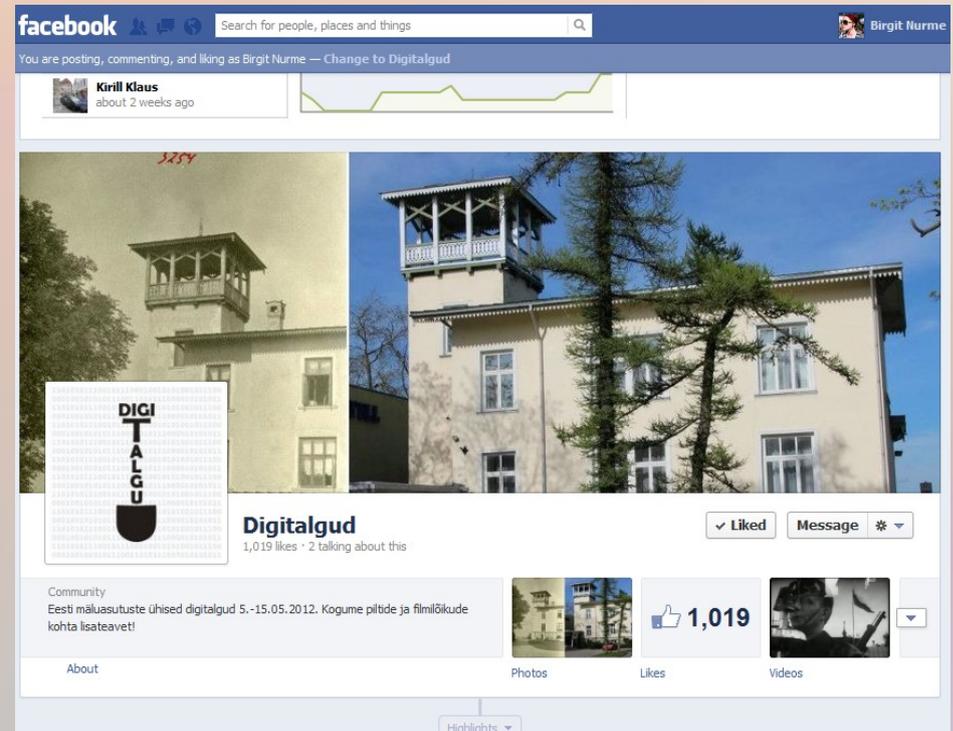
- What kind of photos
- How many photos
- How to describe
- How and when to upload
- How to keep the discussion up
- How to advertise
- Guidelines for the crowd

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!

Birgit.Nurme@ra.ee

www.facebook.com/digitalgud