

# Building crowdsourced photographic collections with lentiil and Instagram

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Access Conference 2013  
24 September 2013

# James B. Hunt, Jr. Library

Opened January 2013



# Hunt Library



# Hunt Library



# Hunt Library



# Hunt Library



# student engagement



#fashionweek2013 #huntlibrary #ncstate

[ncstate](#)

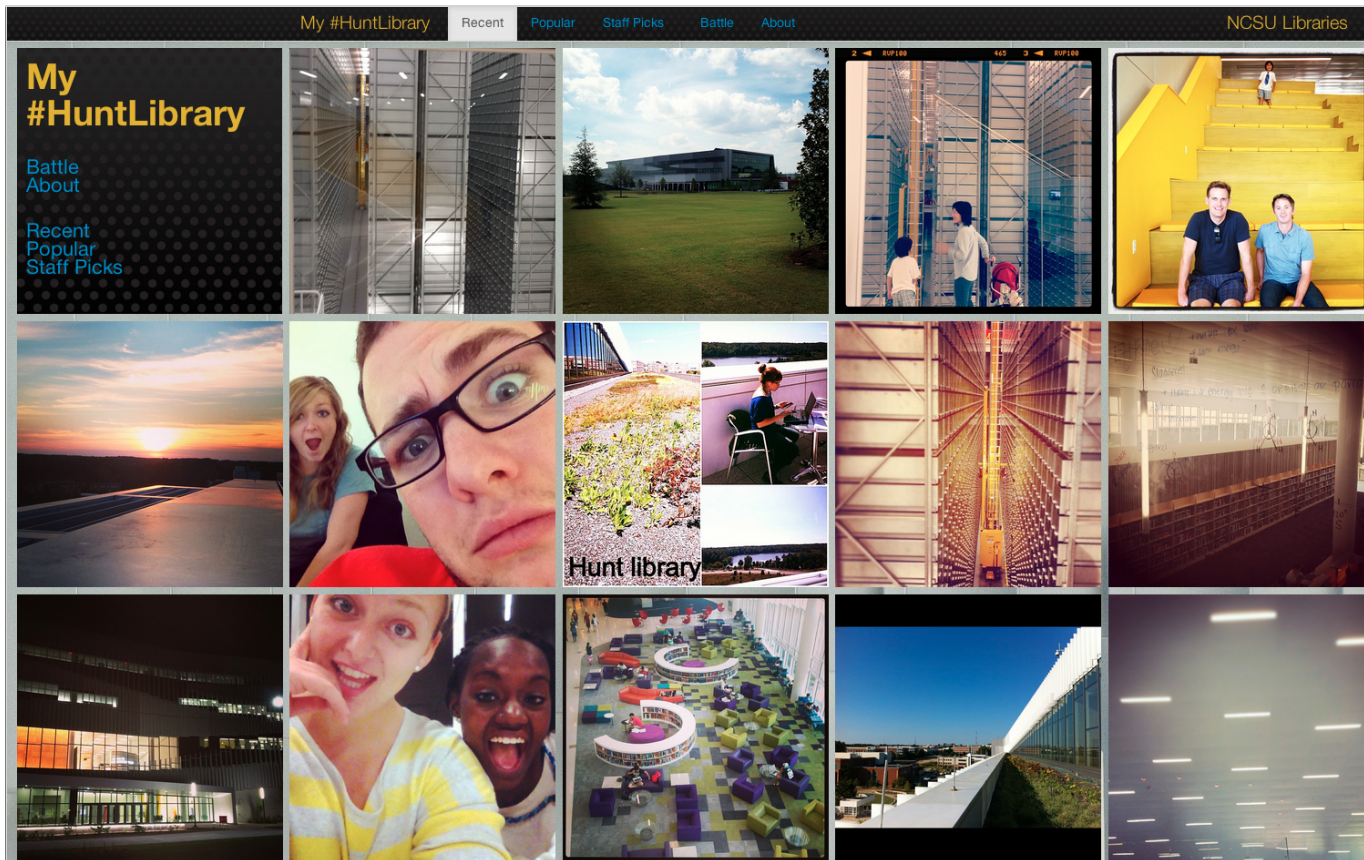
# historical documentation





# My #HuntLibrary/lentil

[go.ncsu.edu/myhunt](http://go.ncsu.edu/myhunt)



Fostering lasting engagement

# How do users relate to us?

- (de)centralization (relation)
- consumption/creation (direction)
- physical/virtual (setting)
- individual/community (identity)
- present/future (horizon)

(de)centralization (relation)

# hashtagging



# harvesting

MYHUNTLIBRARY / ADMIN / LENTIL TAGSETS / 2 /

## Edit Lentil Tagset



**Title\***

**Description**

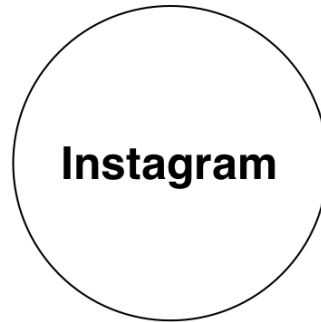
**Tags\***

Harvest

# moderating

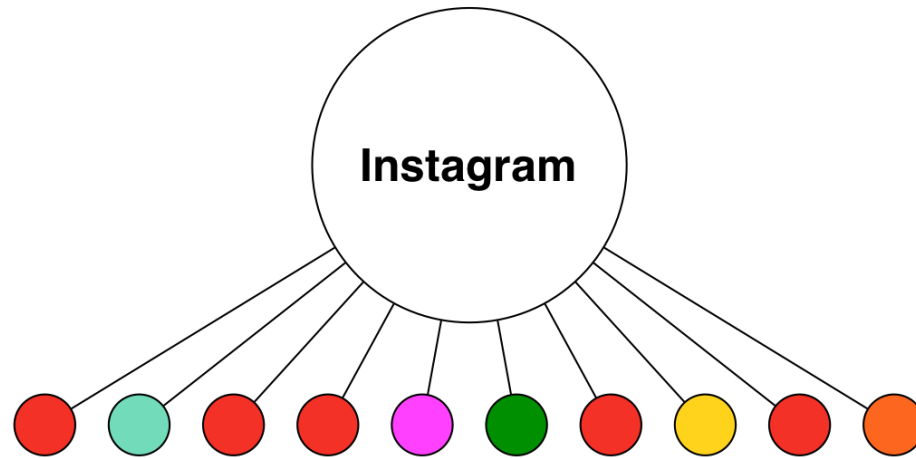
	#cookoutswagg #huntlibrary #allnighters	xoxojizzlexoxo	Select Tag	<input type="checkbox"/> Staff Like	<input type="checkbox"/> Don't request donation	<input checked="" type="radio"/> pending <input type="radio"/> approved <input type="radio"/> rejected
	Having too much fun in the game room	yooesther	Select Tag	<input type="checkbox"/> Staff Like	<input type="checkbox"/> Don't request donation	<input checked="" type="radio"/> pending <input type="radio"/> approved <input type="radio"/> rejected

# social network

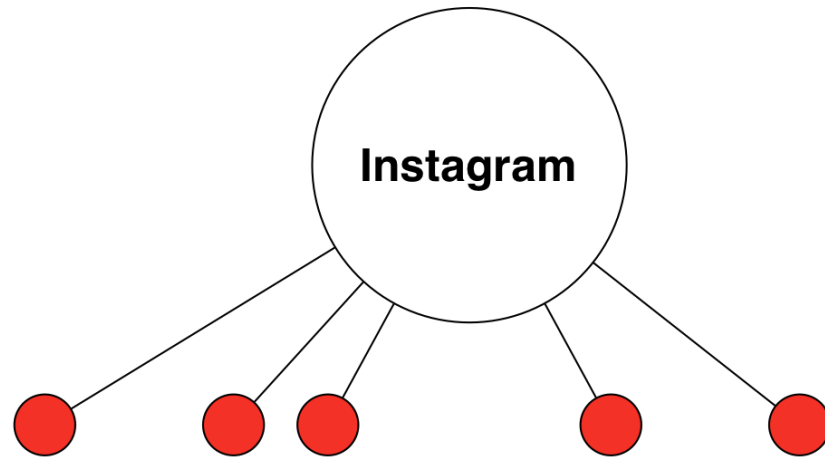




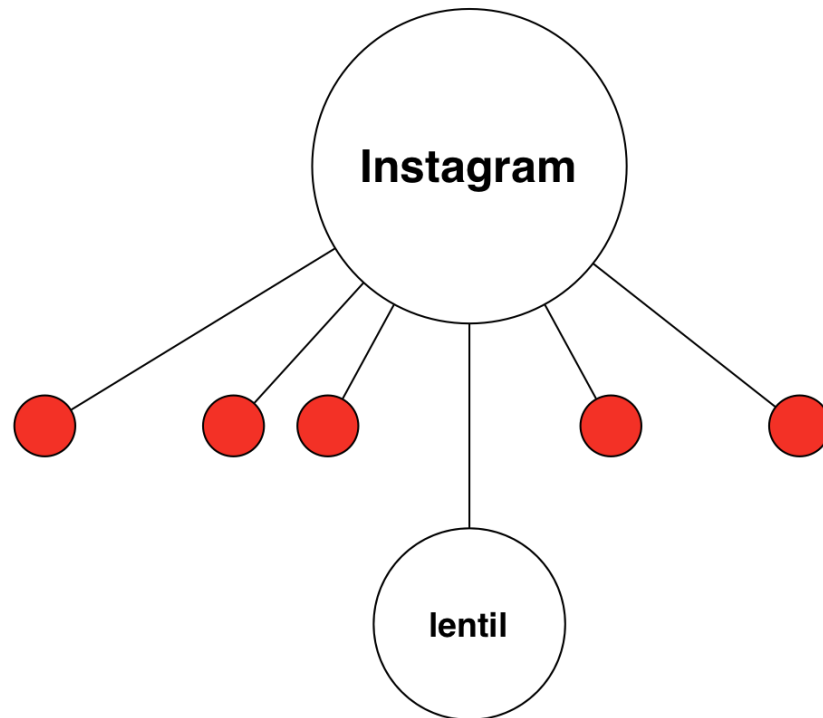
# authors



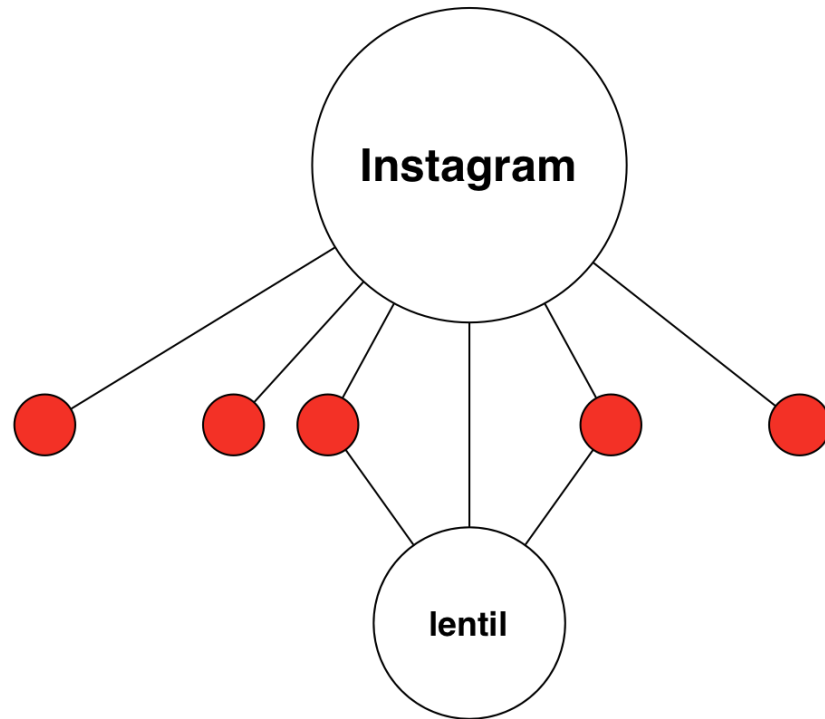
# #huntlibrary authors



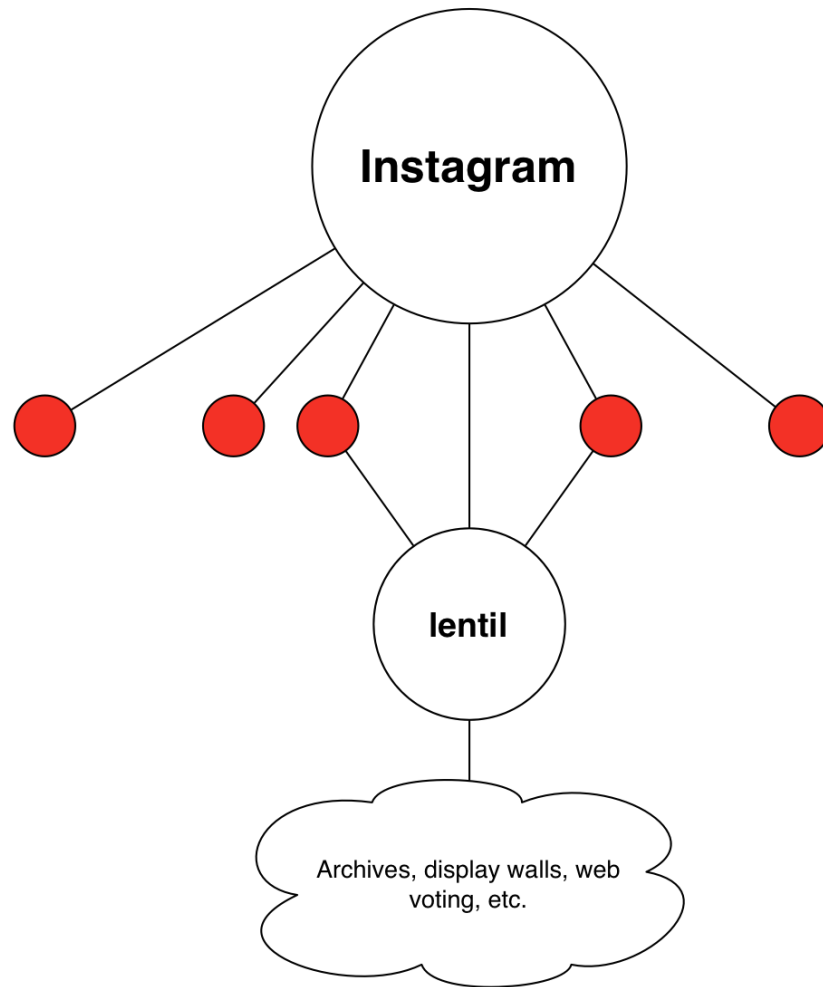
# aggregating peers



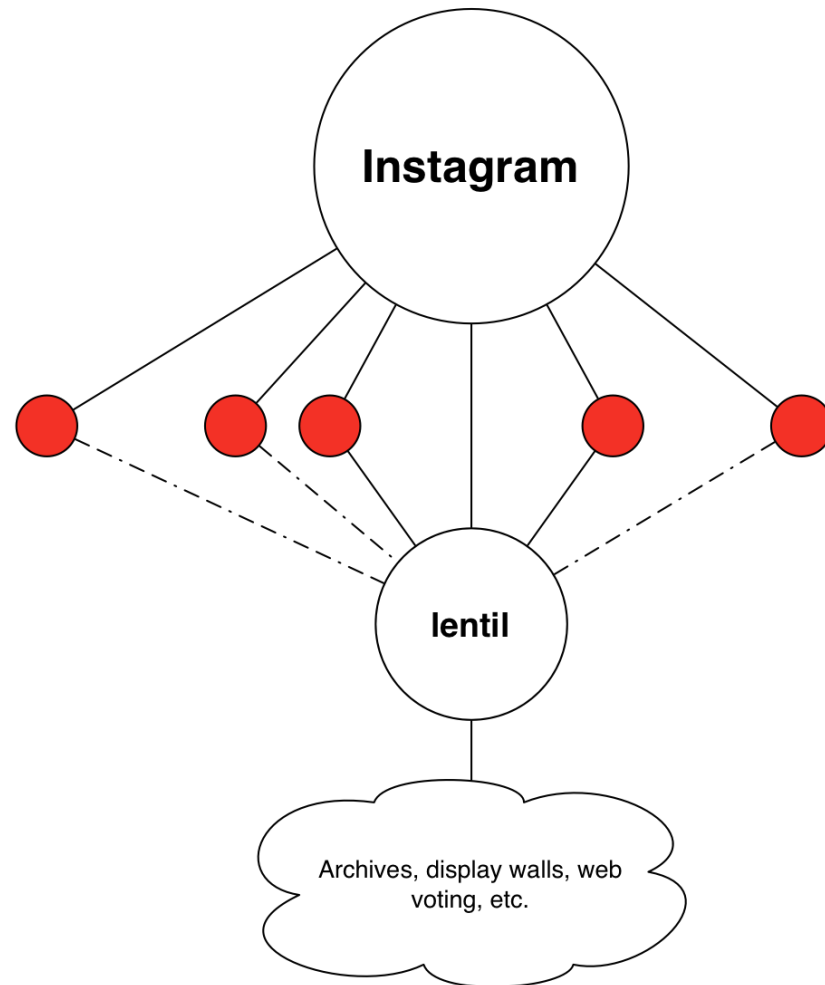
# lentil users



# services, archives



# indirect participation



# the life of a lentil image

1. metadata of user-tagged Instagram image is harvested via API
2. image is approved by moderator
3. image battles, collects "likes" (subjective metadata)
4. (loop) calculate popularity score
5. (loop) check for removal from Instagram
6. image file is harvested and stored in staging area
7. donor agreement is automatically submitted as a comment
8. barring author objection, image metadata and file are packaged for external system

consumption/creation  
(direction)





**My #HuntLibrary**

[go.ncsu.edu/myhunt](http://go.ncsu.edu/myhunt)



**SHOW THE  
WORLD YOUR  
NEW LIBRARY**

the libraries provide most of the  
infrastructure

the users provide most of the content

# bidirectional relationships

see: David Silver

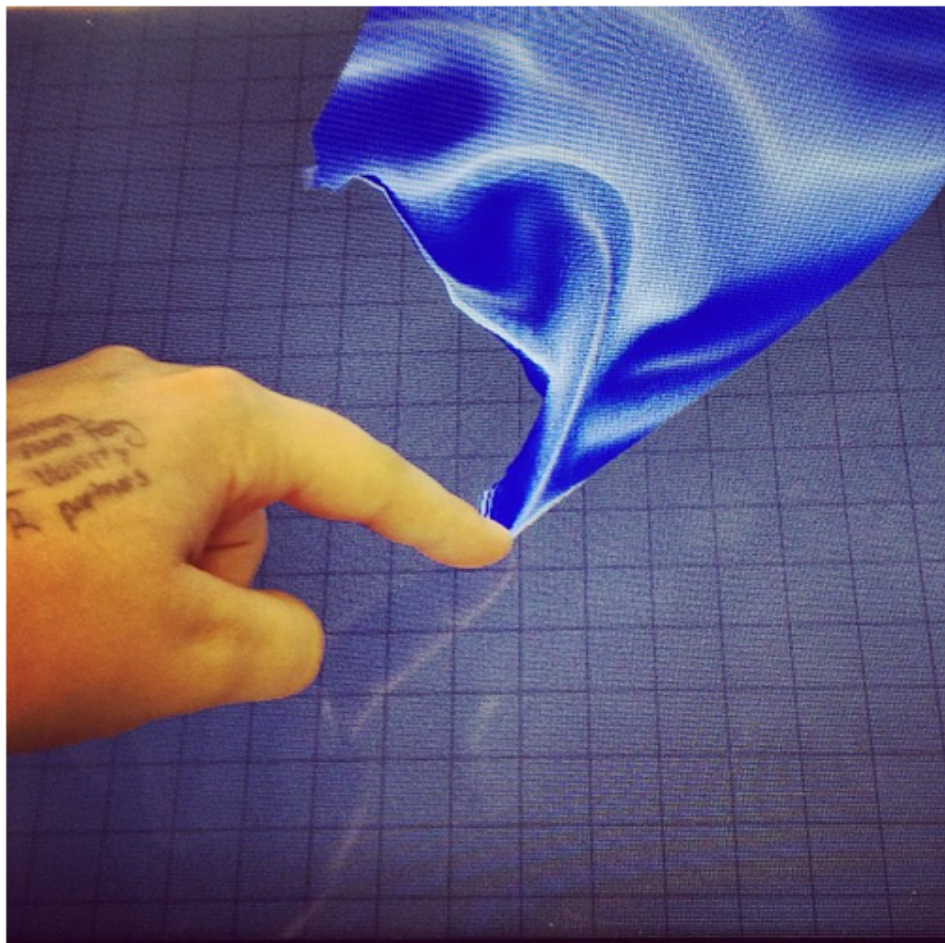
physical/virtual (setting)

# responsive



# RESPONSIVE





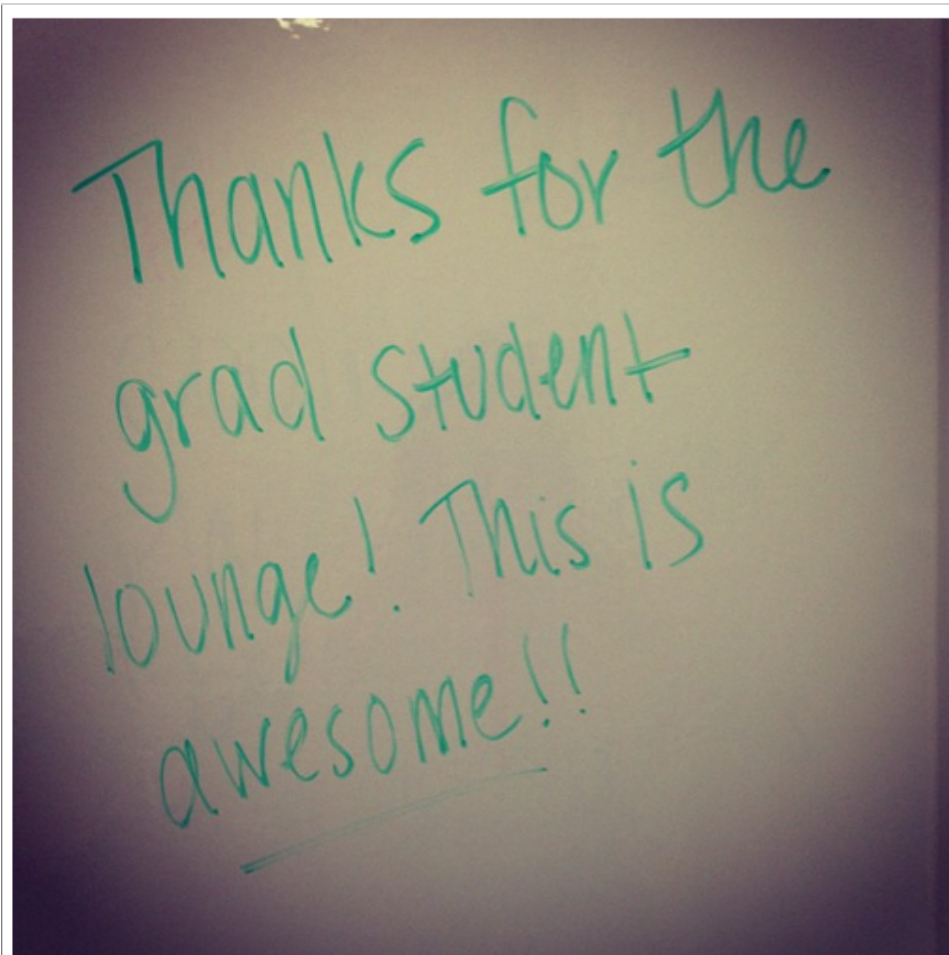
#microsoft #surface #cloth #huntlibrary #ncsu

4angled



Yum-yum bRaspberry Pi @ My #HuntLibrary  
[rastarileymon](#)





Thanks #huntlibrary #gradschool

[lehcarerom](#)



Where's the outlet? #bagoflies #huntlibrary

[doteyes9](#)

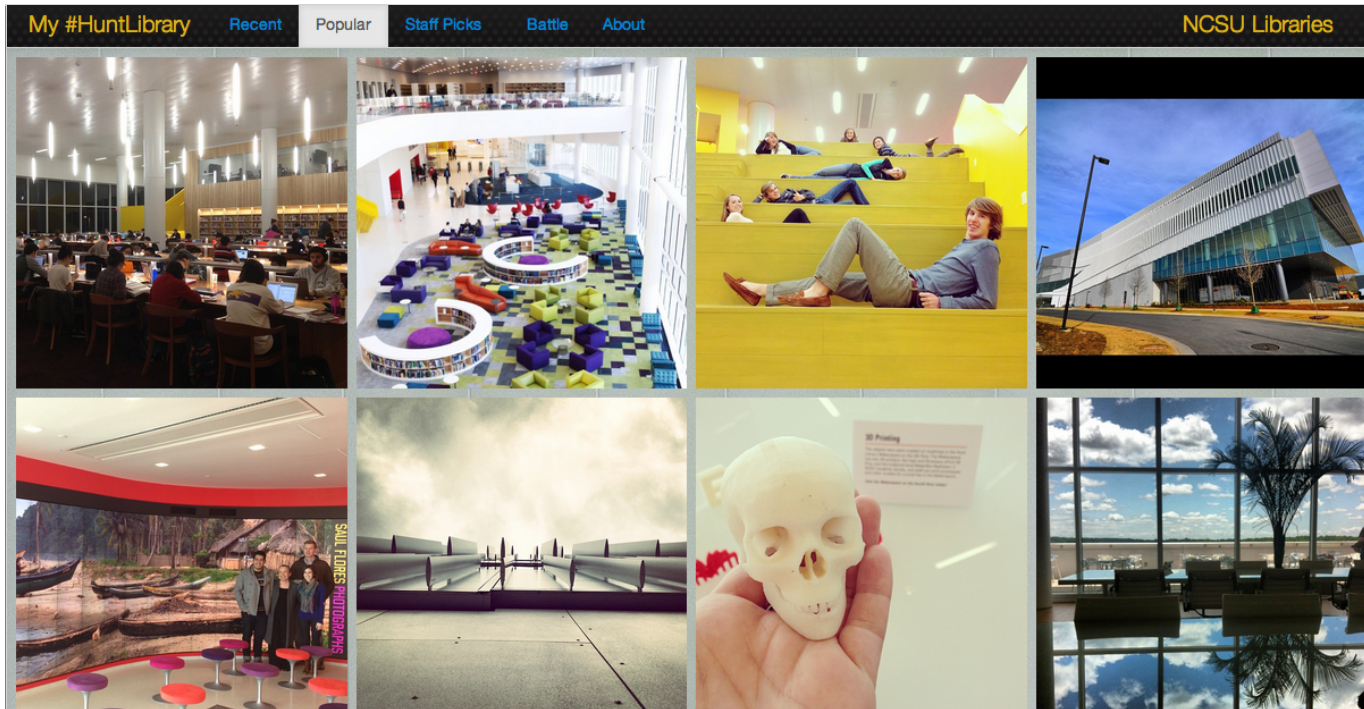


Congratulations to @snohetta and the #huntlibrary at #ncstate that was awarded the AIA/ALA Library Building Award and received LEED Silver certification #snohetta #joseparla #northcarolina

[joseparla](#)

individual/community (identity)

# infinite tiles





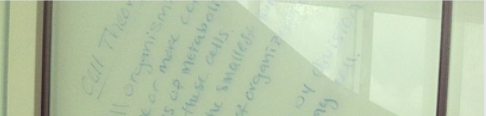





Shout out to myself. #huntlibrary

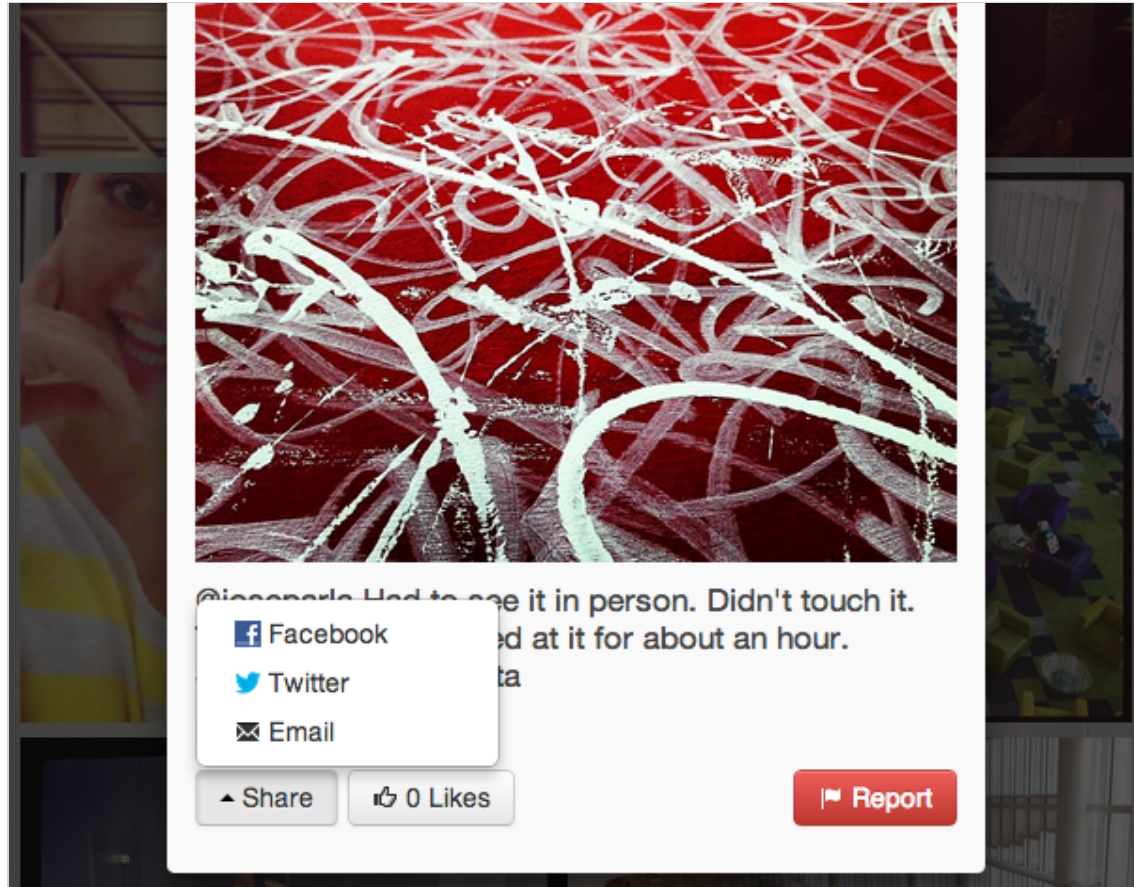
[naz315](#)

# battle

 <p>Pick Me!</p> <p>This ain't your grandma's library. #myhuntlibrary</p>	 <p>Pick Me!</p> <p>Fun time at Hunt Library. This is my new home!! #HuntLibrary</p>
 <p>Win Pct 38%</p> <p>← You Picked</p>	 <p>Win Pct 0%</p>



# social





Co-workers  
[lovelygladys](#)

present/future (horizon)

How would you feel about your  
photos being added to an  
archival collection?

”I would be so excited. For me, I think it would be better than winning an iPad.”



**Riyana Dasgupta**

@riyanadee



Follow

Okay so my Instagram of hunt library is going to be in their archival collection and shown at the actual library. #nobigdeal 😊



Reply



Retweet



Favorited



More

5

FAVORITES



2:55 PM - 10 Sep 13

Reply to @riyanadee



patricktavi

a tower!

The shiny building that is not 3w

**ncsulibraries** Thanks for your picture! The NCSU Libraries is archiving most Instagram photographs tagged #HuntLibrary to help document the story of the James B. Hunt Jr. Library. This photo is one of those selected for addition to this archival collection. The archives document the history of NC State for future generations, and your image will become part of the story of our new library. You will retain full ownership of any and all copyrights, but we ask that you grant the University a nonexclusive right to authorize all uses of these materials for non-commercial research, scholarly, or educational purposes or to publicize the Libraries, compatible with a Creative Commons Attribution, Non-commercial license. Please contact the Libraries

That's pretty legit! Appreciate the props #huntlibrary!

patricktavi

# Forbes, re: Smithsonian and NARA

"So do people want to spend their free time adding to the historical record? Unequivocally yes, said both institutions in recent conversations with me."

Raab, N. (2013, September 20). Crowdsourcing technology offers organizations new ways to engage public in history. Forbes. Retrieved from <http://www.forbes.com/sites/nathanraab/2013/09/20/technology-offers-organizations-new-ways-to-engage-the-public-in-history/>



# social media archives

## collection vs. item value

social media engagement as a collecting  
opportunity

open collections as an engagement  
opportunity

# usage in 8.5 months

- 2800+ images
- 7560+ "likes"
- 70,000+ "battles"
- 34,000+ visits
- 221,000+ pageviews
- 1000+ donor agreements
- 1 objection

[github.com/NCSU-Libraries/lentil](https://github.com/NCSU-Libraries/lentil)



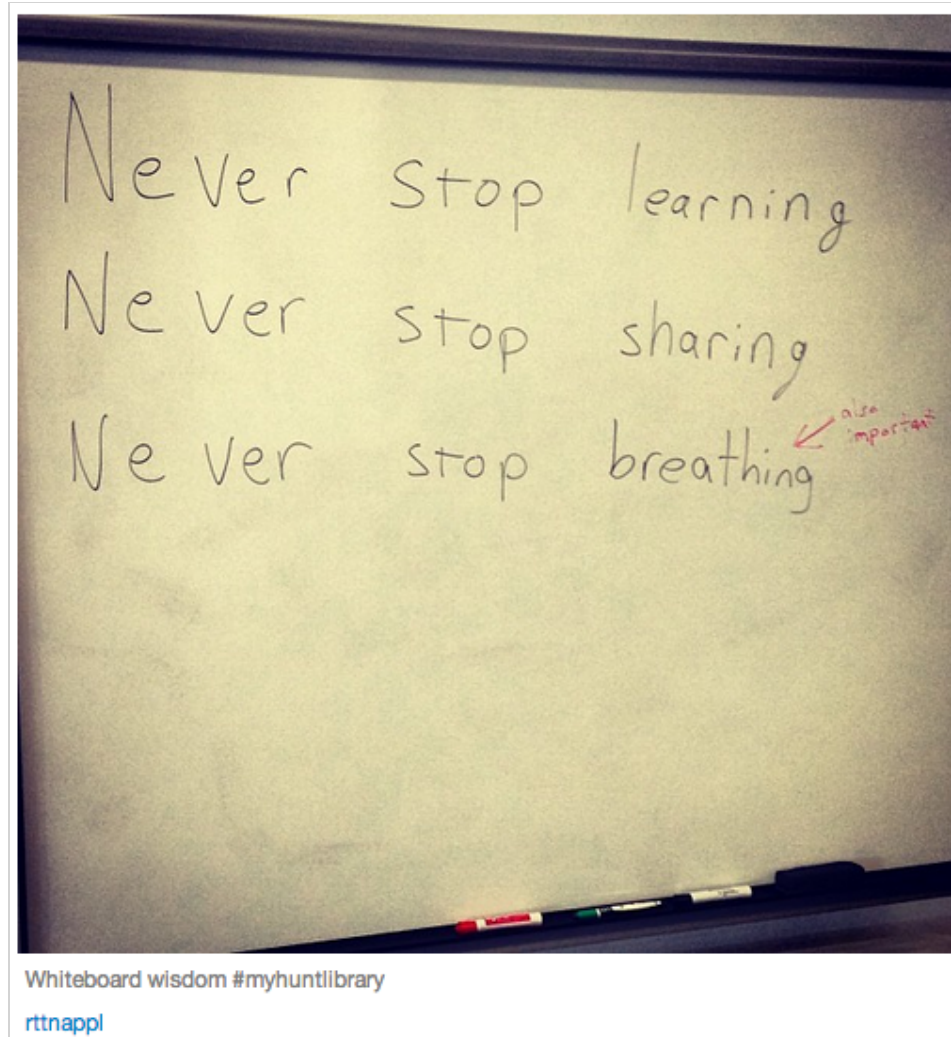
#huntlibrary

[sir\\_larimer](#)

# credits

- Jason Casden
- Bret Davidson
- Brian Dietz
- Jennifer Garrett
- Cory Lown
- Mike Nutt
- Jason Ronallo
- ...and many others

# Thanks!



@cazzerson | jmcasden@ncsu.edu | <http://go.ncsu.edu/myhunt>