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Wisdom of the Crowd: Successful Ways to Engage the Public in Metadata Creation

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Wisdom of the Crowd

Successful Ways to Engage the Public in Metadata Creation

Metadata Interest Group Meeting - ALA Midwinter 2019 – Seattle, Washington

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Crowdsourcing Metadata at USU

Outsourcing

Gathering information from students/donors and using online webforms

Interviews

Working one-on-one with community members to gather information

Community Events

Organizing events that engage the community and encourage participation

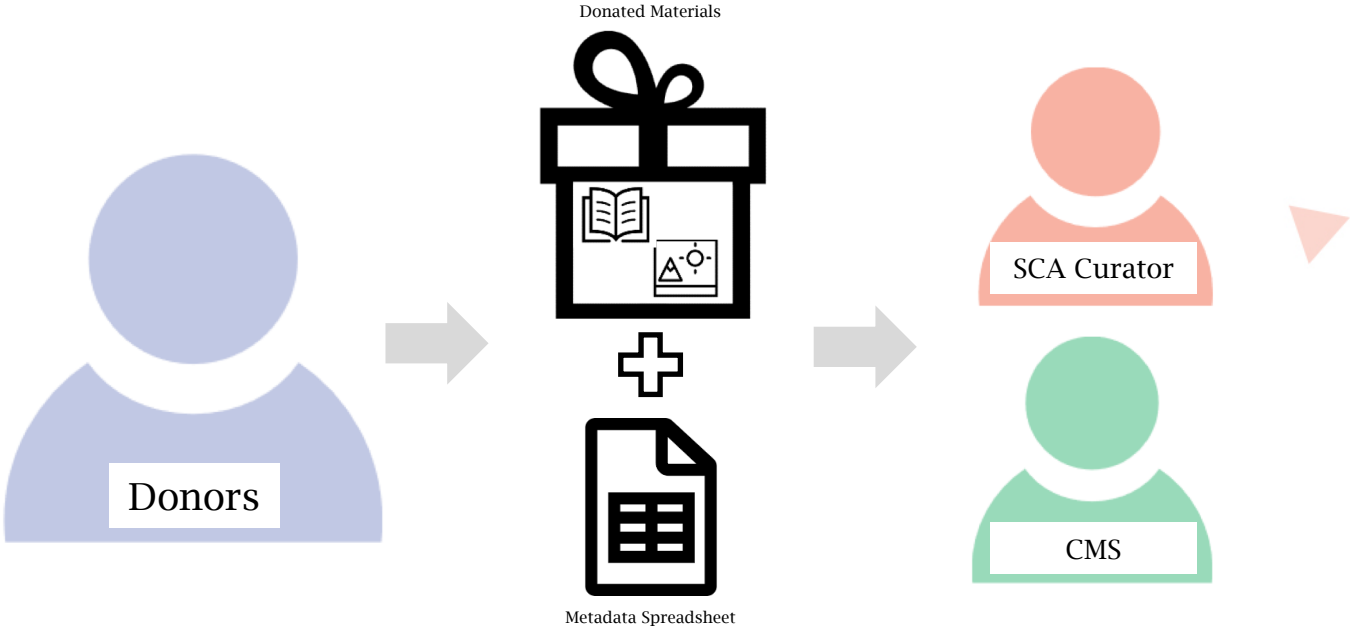
Outsourcing

Background

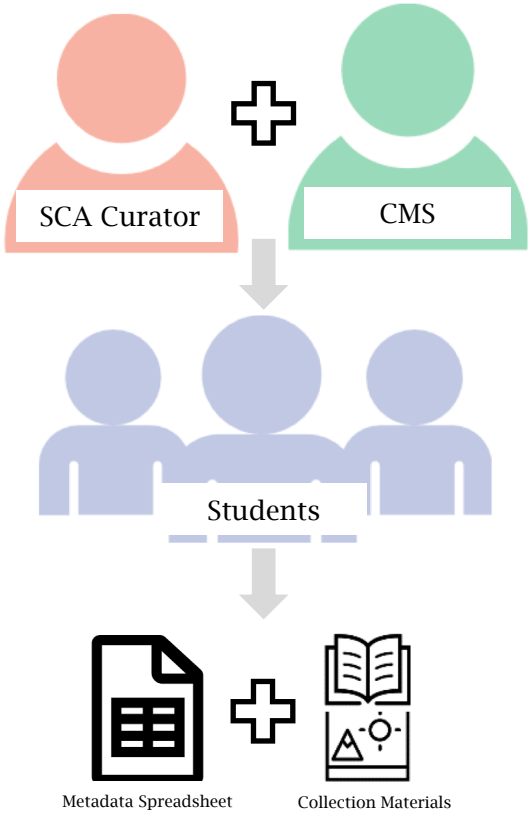
- Coordinating efforts for new collections
  - Donors
    - Metadata spreadsheets
    - Booklets
  - Student groups

- Reviewing online feedback for all collections
  - Webforms / Comments

Coordinating Efforts - Donors



Coordinating Efforts - Students



Webforms / Comments

Webform / Comments

Additional Metadata

Examples

- Folklore collections
  - Upcoming FOLK COLL 66 (Donor: Hal Cannon)
    - Meeting with Hal and Folklore Curator
    - Basic primer on metadata and how to use the metadata spreadsheet
  - Student groups
    - Jackson Hole Dude Ranching Tradition
    - The Climate Challenge: USU Voices

- Online feedback
  - Compton Studio Photographs, 1884-1994

Challenges

- Metadata education
  - Dublin Core
    - Excel spreadsheet metadata templates

- Webform
  - Accuracy of information

Successes

- Improved collection information

- Simplified processes
  - General education on importance of metadata
  - Excel spreadsheet metadata templates
    - Who, what, where, when etc. instead of Dublin Core fields

- Increased library interaction with campus and community

Interviews

Background

- Community members
  - 1 liaison community member
  - 1 family member
  - 2 cataloging and metadata representatives
    - One rep to interact directly with interviewee
    - One rep to record audio/take notes
  - Packets
    - Printouts of collection items (2 copies)

Challenges

- Scheduling
- Storytelling
- Accuracy of information
- Return on investment

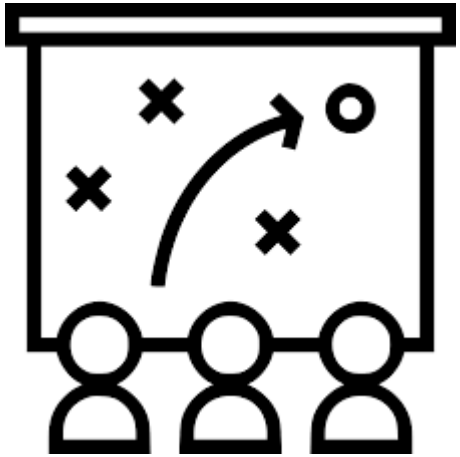
Successes

- Improved collection information
- Investment given by the community led to higher collection usage
- The interviewees really enjoyed themselves and reminiscing about the past
- Extraordinary experience for catalogers
- Flexible Administration

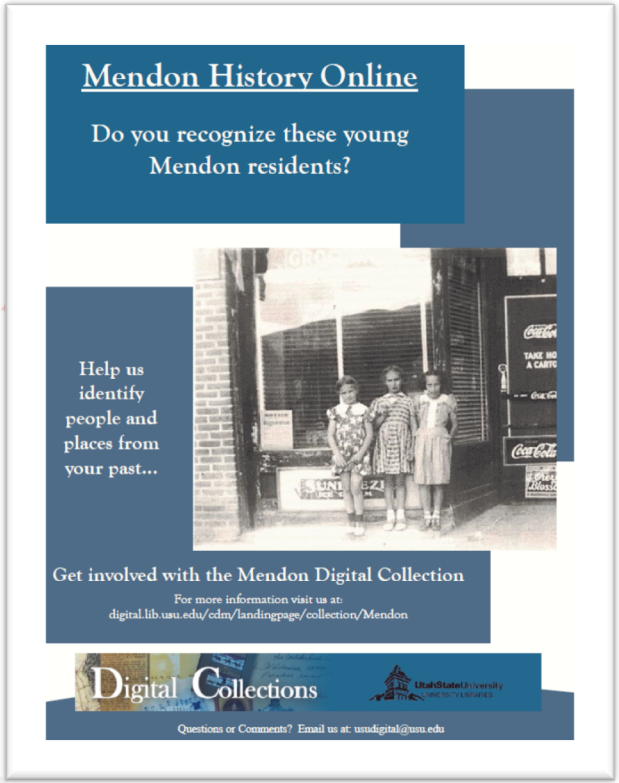
Community Events

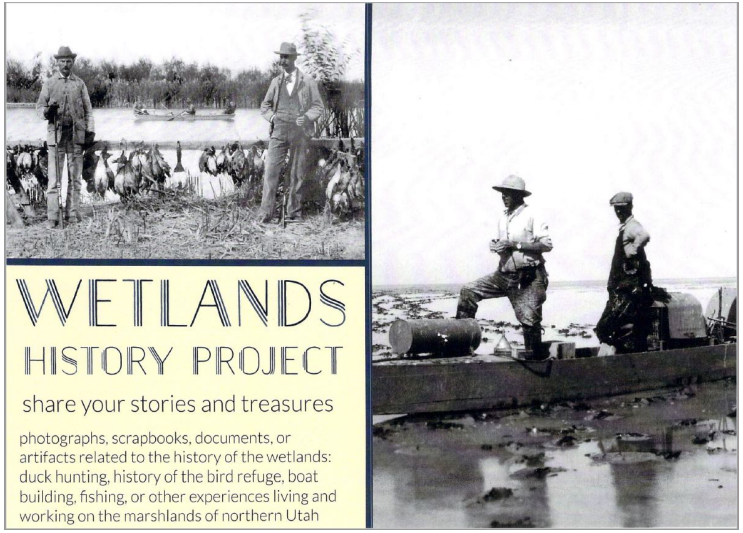
Background

- Determine objective
- Research relevant community organizations/events
- Choose community liaison(s)
- Establish strategy to reach goal
  - Where (location of event)
  - What (Resources needed)
    - Staff
    - Equipment
    - Forms
  - Who & How (Publicity)
    - Flyers
    - Postcards
    - Word-of-mouth



Publicity


Mendon History Online
Do you recognize these young Mendon residents?
Help us identify people and places from your past...
Get involved with the Mendon Digital Collection
For more information visit us at:
digital.lib.usu.edu/cdm/landingpage/collection/Mendon
Digital Collections
Utah State University
Questions or Comments? Email us at: usudigital@usu.edu


WETLANDS
HISTORY PROJECT
share your stories and treasures
photographs, scrapbooks, documents, or artifacts related to the history of the wetlands: duck hunting, history of the bird refuge, boat building, fishing, or other experiences living and working on the marshlands of northern Utah

Community Event

Wetlands History Project

Bear River Migratory Bird Refuge, Utah–May 6, 20

Item Information Sheet

Owner Name: _____

Type of Material (circle all that apply):

Image	Text	
Color B & W Print Negative Slide Movie	Volume Single Sheet	Artifact

Description of Item: _____

Date of Item: _____

Names associated with Item (if applicable): _____

Location associated with Item: _____

FOR EVENT STAFF ONLY: Scanned: ☐ Initials: _____

Item Identifier: _____

Dimensions (inches): H: _____ W: _____ D: _____

Challenges

- Logistics of large-scale event
- Balancing staff with community members (supply = demand)
- Spending appropriate amount of time with each person
- Publicity - what forms would be most useful?
- Getting staff and equipment to/from event
- After event metadata gathering (know limitations of your event)

Successes

- Positive relationships with community – future donations
- Good turnout
- Digital collections with robust metadata
- Improved metadata collection workflows

Donor/creator	Title	Date original	Description	Physical description	Physical dimensions (inches)	Names	Geographic Place	Subject	Identifier
Gordon Shafer	Photograph of collapsed Duckville Club building in Duckville, utah	Jan. 22, 1988	Photograph of collapsed Duckville Club from ice flow, taken Jan. 22, 1988; ice 18 inches thick on bear river marsh	color photograph	3.5" x 5"	Duckville flood	Duckville Utah		DNO-0025-WHP-ShaferG-P001_Front.tif
worked for the Bear River Club 1971 to1990; started as hunting guide, when left was manager	Photograph of flood damaged Bear River Club building	Aug. 22, 1987	Bear River Club Company official name of Bear River Club.	color photograph	3.5" x 5"	Duckville flood		Bear River Club Company	DNO-0025-WHP-ShaferG-P002_Front.tif
		1988	Bird Refuge destruction from ice flows	color photograph	3.5" x 5"				DNO-0025-WHP-ShaferG-P003_Front.tif
daughter Sarah remembers going to bear river club with her dad while growing up, has stories - interiew?		Jan. 22, 1988	Collapsed Mate's Quarters building of the Bear River Club	color photograph	3.5" x 5"				DNO-0025-WHP-ShaferG-P004_Front.tif

Lessons Learned

- Have a plan and follow it
- Need to evaluate process and make necessary changes
- Community members are eager to contribute information and share their stories
- Collective knowledge is invaluable for gathering robust metadata
- Consider audience when creating strategies for collecting metadata – Be Flexible
- Important to form strong relationships with community leaders and organizations
- Location of community events important, need to make community members feel ownership for the project
- What may be seen as a lost opportunity may actually open up new possibilities = referrals

Thank You