Contents

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Learning Outcome

Participants will be able to:
• Identify the concept and current trends of Cs and Cf
• Explore Cs techniques used increasingly by organizations and institutions
• Participate ongoing projects of Cs and Cf in Libraries and Archives
• Learn how to initiate crowdsourcing projects in their respective organizations
• Develop leadership and managerial solutions in handling financial crunch and engaging users with Cs in their libraries
What is crowdsourcing?

Crowdsourcing is an invitation to all people in the crowd to create, discuss, refine and rank meaningful ideas or tasks or contributions via the web.
Crowdsourcing

- Crowdsourcing is the process of getting work or funding, usually online, from a crowd of people.
- Obtaining service, ideas, contents, etc. by soliciting contributions from an online community.
- Crowdsourcing can apply to a wide range of activities. It can involve division of labor for tedious tasks split to use crowd-based outsourcing.
The term ‘Crowdsourcing’ was coined by Mr. Jeff Howe and Mr. Mark Robinson in 2006.

‘Users’, also known as the crowd, submit solutions which are then owned by the entity which broadcast the problem – the ‘Crowdsourcer’.
In 2004 James Surowiecki published ...


In it he says ...

“Crowd of Persons that are diverse, independent and decentralized usually make better judgments or decisions than single person”.
Some Definitions of Crowdsourcing

- According to Howe, “Crowdsourcing is the act of outsourcing tasks, traditionally performed by large group of people or community (a "crowd"), through an open call.” (Howe, 2006).
- “An online, distributed problem solving and production model that leverages the collective intelligence of online communities for specific purposes set forth by a crowdsourcing organization- corporate, government, or volunteer” (Brabham, 2013).
Cf Definitions…

• The practice of obtaining needed funding (as for a new business) by soliciting contributions from a large number of people especially from the online community (Merriam-Webster Dictionary, 2017).

• The practice of funding a project or venture by raising money from a large number of people who each contribute a relatively small amount, typically via the Internet (English Oxford Living Dictionaries, 2017).
Types of Crowdsourcing

• **Crowdcollaboration**: This sort considers such activities in which correspondence happens between people of the group, while the organization which starts the procedure remains out.

• **Crowdstorming**: These initiatives are online brainstorming sessions or web based meetings to generate new ideas, in which thoughts are proposed and the crowd gets involved with their comments and votes.

• **Crowdcontent**: In these undertakings, the group utilize their work and knowledge to make and create content of different sorts
**Types of Crowdsourcing**

**CrowdProduction:**
Here, the crowd has to produce content, like the one that is created when translating little text fragments, solving captchas or tagging images etc.

**CrowdSearching:**
In this case, the users have to hunt available content on the Internet with some objective.

**CrowdOpinion:**
In this case, the goal is to hear from users about a topic or product. Here any enrolled client can audit items and review products that is yet to come in market for sale, obtaining information about their probable market reception.

**CrowdVoting:**
Crowdvpoting occurs when a website gathers crowd’s opinions and judgments on a certain topic in form of votes.
Kinds of Crowdsourcing Systems

• **Explicit systems:** It refers to approaches where users are willingly contributing to create an output that is of common interest for a large number of persons. It is worth noting that the concept of explicit crowdsourcing is fairly similar to the one of referred often as “Wisdom of the crowd”.

• **Implicit systems:** It refers to approaches where users do not necessarily know that their actions are being crowdsourced.
BENEFITS OF CROWDSOURCING

- Problems can be explored at comparatively little cost.
- The organization can tap a wider range of talent that might be present in its own organization.
- Turn customers into designers.
- Large group of unpaid volunteers.
- Working towards a clear goal.
- Usually using social engagement strategies.
Demerits

- Quality
- Intellectual property leakage
- No time constraint
- Not much control over development or ultimate product
- Ill-will with own employees
- Choosing what to crowd source & what to keep in-house
Examples of Crowdsourcing
IIT post-graduate gives Rupee its symbol

The jury has given its verdict: the rupee will retain its Indian character with an international flavour. The five-member panel has chosen IIT post-graduate D Udaya Kumar's design from among five shortlisted symbols and recommended it for Cabinet approval.

Kumar's symbol (on the left) is an amalgam of the Devanagari 'Ra' and the Roman capital 'R' without the stem, very much in line with what Finance Minister Pranab Mukherjee had envisioned. "We have to preserve the traditional form of the rupee symbol, which is also the national emblem, and make it compatible with international standards," he had said.

D Udaya Kumar

D Udaya Kumar
Swachh Bharat Abhiyan

• Following is the English rendering of the text of Prime Minister, Shri Narendra Modi at the launch of Swachh Bharat Mission.

• “Here, we had called for a logo and an idea through crowdsourcing, asked the people for a tagline. Bhai Anant of Maharashtra and sister Bhagyashri won the contest. It was right to the point. I can see, that through these glasses Gandhiji is looking and asking whether we have cleaned India or not. ………… I compliment the creator of this logo- Shri Anant. One tag line has been given by Bhagyashri- ‘one step towards cleanliness’. Not a big deal, just a step. For this I complement Bhagyashri.”
Freelancer.com

- Famous crowdsourcing site which offers online jobs to freelancers from around the world for everything from design to web development to programming etc. Companies or individuals post projects for a set price, thereafter freelancers bid on the jobs and offer their services.
https://99designs.com

- A crowdsourced platform for all sorts of graphic designs, where buyers post contests for anything from logo to website design, and a large pool of designers submit their designs and bid on the project in an open competition.
Amazon Mechanical Turk

- One of the most accepted and trendy crowdsourcing sites, useful for uncomplicated tasks like tagging images, categorizing products, etc.
Crowdfunding (Cf)

• CF means tapping a large isolated and dispersed audience, named as ‘the crowd’, for little sums of money to sponsor a project or a venture.

• CF is typically empowered by the social media communication over the Internet. Crowdfunding is a fresh internet-based method to raise funds by pooling small amounts of money from people.

• Individuals can contribute to the ideas they believe in, even if they can contribute only small amounts.
Few examples of Crowdfunding: Kickstarter

- Kickstarter (https://www.kickstarter.com) is an enormous global community built around creativity and creative projects.
- Over 10 million people, from every continent on earth, have backed a Kickstarter project. Kickstarter helps artists, musicians, filmmakers, designers, and other creators find the resources and support they need to make their ideas a reality.
- To date, tens of thousands of creative projects — big and small — have come to life with the support of the Kickstarter community.
Explore 198 projects

**Queens Still Reads**
A community effort to bring a bookstore back into Queens.

**Project We Love**
Literary Spaces
Let's Bring a Bookshop Back to Queens, NY!
Queens, NY is in dire need of more bookstores. And you can help us change...

by The Queens Bookshop Initiative and 831 backers

**Project We Love**
Periodicals
Girls at Library: Empowering Female Readers: GAL is an online magazine that connects and empowers women through...

by Payton Turner & Eliza Wexelman and 590 backers

**Project We Love**
Publishing
The Shakespeare Sonnets: We are making an heirloom edition of Shakespeare’s Sonnets, and with it, launching a new series.

by Thornwillow and 236 backers
Ketto (https://www.ketto.org/)

- Founded in 2012 by Kunal Kapoor, Varun Sheth and Zaheer Adenwala.

- Mumbai-based Ketto supports fundraisers in three main categories:
  - Community/social projects (NGOs/Non-Profits/Charities),
  - Creative arts (Movies/Music/Theatre/Fashion/Technology)
  - Personal development (Health/Education/Travel).

- They also encourage corporates to search for projects to support as a way of demonstrating Corporate Social Responsibility, and allow NGOs to use Ketto as an e-commerce sales channel.
Join Ketto's initiative in supporting Indian Army Soldiers
Show your support for the families of the martyred soldiers.

Donate Now

Trending Now
View the fundraisers that are most active right now
Crowdsourcing and Crowdfunding in Libraries…
Why should libraries do it?

- Achieving goals the library would never have financial or staff resources to achieve on its own.
- Achieving goals in a much faster timeframe than the library may be able to achieve if it worked on its own.
- Building new virtual communities and user groups.
- Actively involving and engaging the community with the library and its other users and collections.
- Utilizing the knowledge, expertise and interest of the community.
- Improving the quality of data/resource (e.g. by text, or catalogue corrections), resulting in more accurate searching.
Libraries...

- Adding value to data (e.g., by addition of comments, tags, ratings, reviews).
- Making data discoverable in different ways for a more diverse audience and the answers to difficult questions by asking and then listening to the crowd.
- Demonstrating the value and relevance of the library in the community by the high level of public involvement.
- Encouraging a sense of public ownership and responsibility towards cultural heritage collections, through user’s contributions and collaborations.
Areas where crowdsourcing can be applied in libraries...

- **COLLECTION DEVELOPMENT (CD):** Patron-Driven Acquisition is a form of crowdsourcing collection development. ([www.ala.org/alcts/resources/1687/cplpda1](http://www.ala.org/alcts/resources/1687/cplpda1))
Crowdsourcing projects from the British Library
Crowdsourcing projects from the British Library

Project Collections
Libcrowd: a Cs Project of British Library

https://www.libcrowds.com/

2025 Volunteers Contributors, 133 407 contributions and 90 Projects

Project Collections

LibCrowds is a platform for hosting experimental crowdsourcing projects aimed at improving access to the diverse collections held at the British Library.

CONVERT-A-CARD

Transform printed card catalogues into a searchable online database.

IN THE SPOTLIGHT

Help bring past performances from the British Library's historic playbills collection to life.
Convert-a-Card

Transform printed card catalogues into a searchable online database.

Get Started
Take Part

Filters

Language
Urdu

Type to search by name

Clear filters

Urdu Card Catalogue: Drawer Two

Transform this printed card catalogue into a searchable online database.

Language: Urdu

69% complete  1,239 tasks  Join 149 volunteers  Contribute
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Crowdsourcing in Libraries…

REFERENCE SERVICE:- Crowdsourcing in reference service helps:

- Optimizing workflows for improved references
- Gathering expertise and
- New perspectives that are not available in the libraries
CrowdAsk

CrowdAsk (https://github.com/crowdask0/crowdask) allows users (particularly undergraduate students) to ask and answer open questions. Users on CrowdAsk receive research help from not only librarians, but also a community of researchers with expertise and shared interests.
Have a question? Ask the crowd!

Ask everyone in a particular crowd with one question. Anyone in that crowd can respond online.

Auto, Contractors, Events/Weddings, Legal, Political

You (Minneapolis, MN)
My garbage disposal is broken! How much would it cost to fix it?

Speedy Plumbing
It is probably just clogged. This should only cost $40. I can be there tonight if you want.

Plumbing Plus
Usually it is clogged. If so, it would cost $50 to fix it. But if it is broken, this may cost more.
Digitization of content...

• Conversion of Public Domain books into e-books. The whole task can be divided into microtasks and many individuals can work on it implicitly.

• By dividing the workload into individual pages, many volunteers can work on a book at the same time, which significantly speeds up the creation process.
Here are the few examples…

- **Newspaper**… Newspapers preserve a rich record of the past, and since the advent of digital media, many institutions across the world have begun to digitize them and make the digital files publicly available.


- Launched in 2009, to digitize Australian Newspapers.

- Public correct the text generated by Optical Character Recognition Software.

- Per day more than 10,000 pages of corrections, more than 100 million lines/20 million pages from over 10000 newspapers of text corrected so far.
Here are the few examples...

Trove – Digitized Newspaper Collection

Search articles for

Keywords

OR

Browse articles by

Titles

Place

Date

Category

Tag

View a list of all newspaper and gazette titles ...

Top text correctors

1. JohnWarren 5,801,800
2. roelwoodhouse 3,908,032
3. NeilHamilton 3,428,585
4. DonnaTelfer 3,293,972
5. Rhonda.M 3,117,801
Digitization of Historical Collection

Historical Collection:-
Digitization of historical contents make historic artifacts more accessible – both by enhancing catalog records for greater ease in searching and browsing, and by engaging the public to interact with the materials in new ways.
World War 2 Peoples War, BBC: Creation of content (www.bbc.co.uk/history/ww2peopleswar)
The University of Iowa: DIY History
Volunteers are presented with a scanned page image and the corresponding OCR text on a single web page. This allows the text to be easily compared to the image, proofread, and sent back to the site.

A second volunteer is then presented with the first volunteer's work and the same page image, verifies and corrects the work as necessary, and submits it back to the site. The book then similarly progresses through two formatting rounds using the same web interface.
Project Gutenberg: Distributed Proofreaders

Front Page News & Developments

last changed Wednesday, July 5, 2017

Follow the Distributed Proofreaders Blog on Twitter:

Follow @DProofreaders

Please read our Code of Conduct.

Site Concept

Distributed Proofreaders provides a web-based method to ease the conversion of Public Domain books into e-books. By dividing the workload into individual pages, many volunteers can work on a book at the same time, which significantly speeds up the creation process.

During proofreading, volunteers are presented with a scanned page image and the corresponding OCR text on a single web page. This allows the text to be easily compared to the image, proofread, and sent back to the site. A second volunteer is then presented with the first volunteer’s work and the same page image, verifies and corrects the work as necessary, and submits it back to the site. The book then similarly progresses through two formatting rounds using the same web interface.

Once all the pages have completed these steps, a post-processor carefully assembles them into an e-book, optionally makes it available to interested parties for ‘smooth reading’, and submits it to the Project Gutenberg archive.

How You Can Help

- Register with the site as a volunteer

Recently Completed Titles:

- "Poetical Works of Robert Bridges (Volume 3)"—Bridges, Robert (Seymour) (English) PG-55394
- "Historical Record of the Second or Queen's Royal Regiment of Foot, From Its Formation in 1661 to 1837"—Cannon, Richard (English) PG-55395
- "Society as I Have Found It"—McAllister, Ward (English) PG-55300
- "The Forum, for October 1914"—Various (English) PG-55339
- "Freiland, Ein soziales Zukunftsbild, (Fraktur) [1890]"—Hertzka, Theodor (German) PG-55301
- "Princo Serebrjanni"—Tolstoy, Aleksey Konstantinovich (Esperanto) PG-55302
New York Public Library: What’s on the Menu? Asked users to transcribe historical restaurant menus (https://menus.nypl.org)
Flickr ([www.flickr.com/commons](http://www.flickr.com/commons))

- In January 2008, the creator of Flickr together with the Library of Congress started a project called “Flickr: The Commons” by providing on Flickr photo images of their collections and allowing users to identify places, people and situations presented in the images.
AfroCrowd (www.afrocrowd.org)

- The purpose of L-Crowd is to apply crowdsourcing solutions to library problems that cannot be solved in other ways. For example, finding misidentification caused by the automatic method for integrating bibliographic records from different sets of catalogs cannot be performed without human contribution.

- In L-Crowd, volunteers perform micro tasks which are designed to solve such problems in the library domain. The activity of L-Crowd is in support of National Diet Library, Japan.
L-Crowd: The Library Crowdsourcing Initiative in Japan

Crowd in "miyakawanowatashi" by Hiroshige Ando (from Wikimedia Commons)
Having users mark errors in catalogues/subject headings

Adding information to records/translation

Verifying name authority files

Transcribing handwritten records/text encoding.

Gaining user excitement towards new or old collections
How to get started?
Sign up: Ketto
Help to Set up Children’s Libraries in Delhi
To Set up Mini-Library for Anganwadis

Setup 'Mini-LIBRARY' For 10 Anganwadis In Karjat

DONATE NOW

Spread the word (18 Shares)

₹ 17,901
raised of ₹ 1,00,000 goal

15 supporters
78 days left

Campaigner
 Xtremely Young Zoroastrians (XYZ) Foundation

Contact
How Can We Engage the “Crowd”

- By providing them with monetary benefits and cash incentives for engaging in a task.
- By making the task more enjoyable and fun at the same time keeping it intellectually fulfilling.
- By making tasks a source of exploratory learning by helping contributors to gain work experience and skills.
- Some platforms acknowledge the biggest contributors and that serves as a great motivator.
Motivating Active Volunteers

MOST ACTIVE VOLUNTEERS

TO DATE, OUR TOP 10 VOLUNTEERS HAVE MADE 38,945 CONTRIBUTIONS!

Get Started
Conclusion

“The real voyage of discovery consists not in seeking new landscapes, but in having new eyes.” -- Marcel Proust (A French Novelist)

- The presentation is just the tip of the iceberg of possibilities which crowdsourcing holds for libraries and their evolution. Innovative librarians with crowdsourcing skills must develop the framework, platform, or strategies that allow crowdsourcing to flourish in libraries.
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References

THANK YOU