



DISTRIBUTED COMMUNITY EMPOWERMENT

CROWDSOURCING OFFLINE AND ONLINE

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THE HOUSE OF ALIJN, GHENT – BELGIUM

1. INTRODUCTION THE HOUSE OF ALIJN

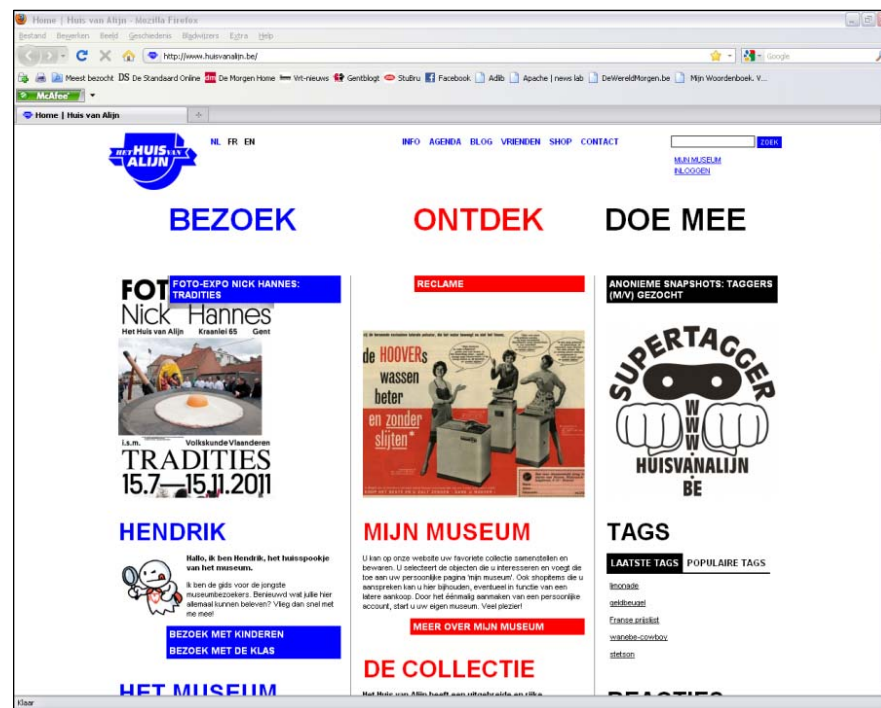
- Museum and knowledge center in Ghent (Belgium) with focus on **everyday life in the 20th century**

- Long history – relation with diversity in the collection.
 - ▣ Since 1930's different accents and profile (museum of folklore)
 - ▣ 2000: The House of Alijn: time period until 1990's and daily life in Flanders + active participation of the public.

- Commitment to and involvement with the public, offline as well as online, important point in our mission

2. PLACE AND ROLE OF THE PUBLIC

- Museum for, through and with you: museum of daily life -> everybody is an expert
 - Creation 'heritage community'
 - Digital collections completely built by the public: home movies and digital photo album
 - www.huisvanalijn.be
visit – discover – participate
- > Audience not only consumer but also producer



3. CROWDSOURCING ONLINE

- Logical continuation of our workflow! Offline & online
- Goal: to enrich, correct or add knowledge about a subject by appealing to the knowledge of everybody
- Pilot project Flemish Government. Focus on social tagging, leaving comments and stories, sharing

- 2 projects 2011:

1. **Proud of my car** – Apr-Jul

<http://www.huisvanalijn.be/collection/uit-het-fotoalbum-afl-4-trots-op-mijn-auto>

Exposition: computers accessible for the public

Collaboration with classic car clubs, car-freaks...

- > 700 pictures online – 400 tags / 450 comments – Most of the cars recognized

2. Supertagger: Anonymous Snapshots – Jul-Dec

<http://www.huisvanalijn.be/collection/het-huis-van-alijn-zoekt-taggers>

- Collection without information; not described by us
= no metadata to search on
 - Promotion: need to reach larger audience
 - ▣ Promo ‘*supertagger*’: logo – flyer – press
 - ▣ Collaboration with organizations for seniors
 - ▣ Tag sessions: tag? use(less)? describe pictures?
 - ▣ Video conferences with schools: media literacy
- > Reactions: 3500 tags & 500 comments / 1000 photo's
Very diverse tags given by very diverse people





Tag session seniors



4. EXPERIENCES, INSIGHTS AND CHALLENGES

- ❑ Not for one project, but long-term vision: not just keeping the audience busy! Durable approach = easy to communicate
- ❑ Important that the audience feels respected, involved and well informed
 - > recognize their role! Without you...
- ❑ Incentive helps: “become an online museum employee”, competition, special invitations...
- ❑ Easy accessible – personal contact helps
- ❑ Crowdsourcing offline and online: and/and story!

Interaction between the two.

Method serves goal: facebook – blog – website – expo – flyer

- Crowdsourcing projects online are also possible /helpful for smaller GLAM's with not one person responsible for the online activities

- BUT:
 - Investment in time, resources and people
 - At least as much work as offline participation
 - Online engagement has to be part of the workflow
 - Promotion very important. Nobody's waiting for a crowdsourcingproject on your website
 - Role as educator: as GLAM you have a responsibility. Digital divide is a fact! Social tagging is not well known



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