# WITHcrowd: enriching 50s content through crowdsourcing methods







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**NTUA** 







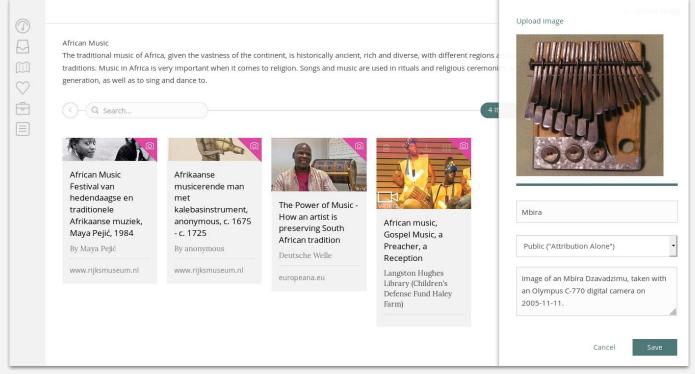
## **About WITHcrowd**

- → Management
- → Re-use
- → Enrichment



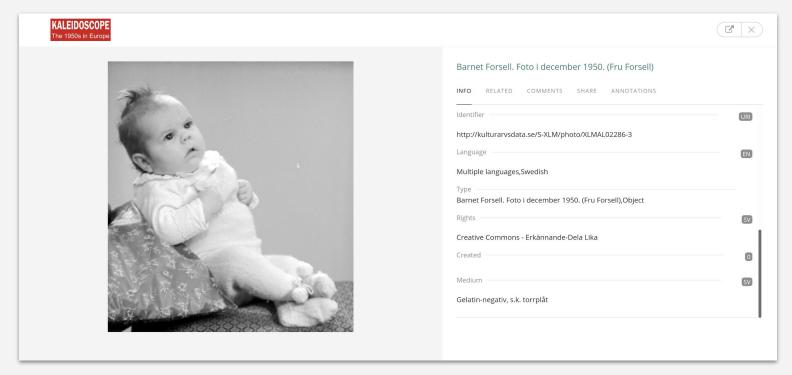


## **WITH platform**





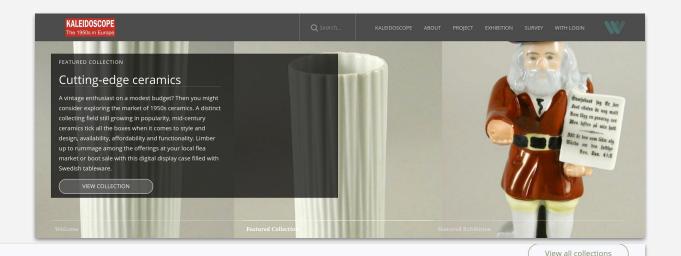
## **WITH platform**







### Collections



#### **Featured Collections**



Cutting-edge ceramics 271 Items - By Sofie Taes





Groomed 411 Items - By Sofie Taes



1950s 22 Items - By Sofie Taes 2019/12/11

Philips electronics in the



master portraitist 193 Items - By Sofie Taes 2019/12/11

Albin Lövqvist,



Baby, baby 11 Items - By Sofie Taes 2019/12/11



the 50s 75 Items - By Clarissa 2019/11/14

Photonovels of



Confirmation portraits by Albin Lövgvist 29 Items - By Sofie Taes





Rockin 27 Items Temmer 2019/11/





## **Exhibitions**





## Kaleidoscope portal



#### **News Feed**



Creating a Digital Cultural Heritage community MOOC – Enrol now on edX



Sharing EYCH project WeAre #EuropeForCulture



Fifties Friday: Groomed



PAST | PRESENT event of EYCH project WeAre#EuropeForCulture



New strategies for user and digitised photograp





## **WITHcrowd motivation**

- → Crowdsourcing Campaigns
- → Annotations





## **WITH** ecosystem







Land of imagination: toys from the baby-boom era 140 Items - By Sofie





Groomed 411 Items - By Sofie Taes



Philips electronics in the 1950s 22 Items - By Sofie Taes



master portraitist 193 Items - By Sofie Taes



Baby, baby 11 Items - By Sofie Taes



Photonovels of Confirmation the 50s portraits by Albin Lövgvist 75 Items - By Clarissa 29 Items - By Sofie Taes



View all collections

Rockin

De foto is afkomstig uit een album dat ter beschikking is gesteld door Roel Winter. Deze foto's zijn alleen digitaal aanwezig.

CREATOR

Winter, R. (Roel)

CONTENT PROVIDER

Nieuwland Erfgoed Centrum



FULLSCREEN 🔀

What keywords would you use if you'd have to retrieve this picture? That's the question we'd like you to answer when viewing and tagging these images. Describe what you see, from the very basics to specific details, by picking labels from the thesaurus or upvoting tags added by others. Extra kudos to those who manage to add some photographic qualities (contrast, landscape, portrait, perspective...) as well!

Stage costume	B1 0 P
Theatre	B1 0 P
Performance	B1 0 P
Hairdresser	B1 0 P





## **Crowdsourcing campaigns**

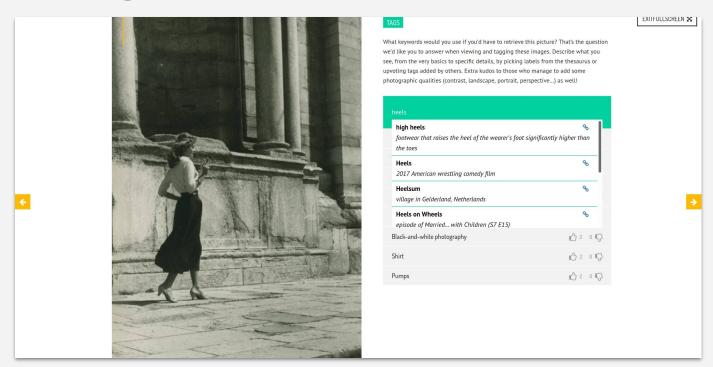








## **Crowdsourcing process**





## **Annotations**

#### **Table tennis**

http://www.wikidata.org/entity/Q3930

#### Competition

http://www.wikidata.org/entity/Q476300



DESCRIPTION

Αταξινόμητη φωτογραφία Επιτραπέζια Αντισφαίριση (Table Tennis) 11 CREATOR

UnknownCreator

CONTENT PROVIDER

Χριστιανική Αδελφότητα Νέων Θεσσαλονίκης (ΧΑΝΘ)





## Gamefication

#### CAMPAIGN LEADERBOARD

1			
1			

sofie taes

779 POINTS

Spyros Bekiaris

Andreas Richter

247 POINTS



Captain America

710 POINTS



Stefan Rohde-Enslin 337 POINTS



eleni Iskou

217 POINTS



Volo IfM

435 POINTS



Frank von Hagel 334 POINTS



Natasa Sofou

162 POINTS



Michael Giazitzoglou

396 POINTS



Sally Cauwelier

309 POINTS

383 POINTS

Jim Panse

159 POINTS

made with

## Current crowdsourcing campaigns





#### Style & Design

Pompadours, kitten heels, head scarfs and horn rimmed glasses: the fabulous fifties are back (from never really having been gone)...! Seven decades on, the 1950s remain an iconic decade when it comes to design. Explore inspiring outfits, characteristic architecture and stylish interiors, describe what you see and help others find their way to these Europeana collections.



CONTRIBUTORS

START DATE

07/10/2019 29/02/2020 48

END DATE

CONTRIBUTE NOW



#### Transport & Travel

The 1950s mark the start of the golden age of mass tourism. As the first jet airplanes brought transcontinental traveling within reach, car constructors launched some of their most iconic models, while vespas, motorcycles and even motorized three wheelers provided the ultimate freedom to the more adventurous globetrotter. Browse these sets of Europeana images and label what you see - your tags will help guide vintage photography to our 1950s gems!



5784 / 7500

START DATE

END DATE

CONTRIBUTORS

CONTRIBUTE NOW

07/10/2019 29/02/2020 27





## Current crowdsourcing campaigns





#### Film & Theatre

Western, fantasy, comedy, animation, melodrama: the 1950s boasted a plethora of filmic genres, ranging from Disney to Kurosawa and from old-school vaudeville to cutting-edge science fiction. While an increased use of color aimed at whisking away the audience from their television screens, many an icon of the film industry think James Dean and Marlon Brando - started their career in this era. This picture collection goes out to today's enthusiasts of the big screen and the small stage, and celebrates the fifties' writers, crews and performers that have contributed in their own unique way to mid-century cultural heritage.



START DATE

CONTRIBUTE NOW

13/12/2019 29/02/2020

#### All the ladies

The 1950s are often viewed as an age of conformity in which gender roles were clearly defined and uncritically adhered to. But beneath the surface, discontent with the status quo was growing. Having been part of the working force during the war, not all women were eager to return to being a wife and mother. This set of photographs features women in many different roles and guises, from glamour gueen to business woman, and from homemaker to heartbreaker.



START DATE

END DATE

CONTRIBUTORS

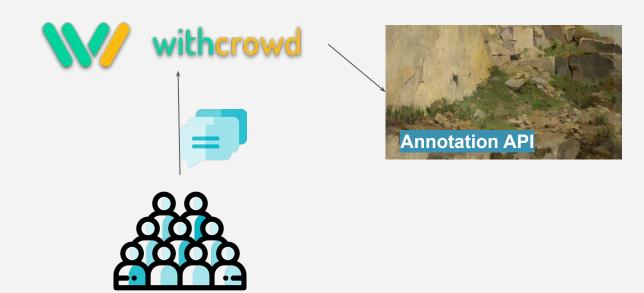
CONTRIBUTE NOW

13/12/2019 29/02/2020 8

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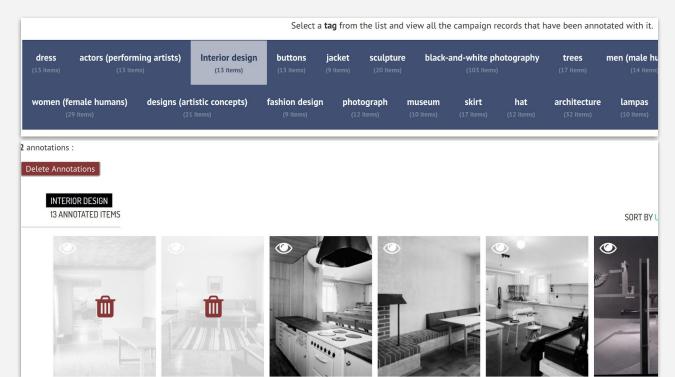
## **Connection to Europeana**







### Validation of annotations



"Untag" irrelevant items





## Thank you!

