

Swedish National Heritage Board
Crowd Sourcing and UGC



Suggestion for the Vienna session

- My suggestion is that I merely present a few of these slides at the session and leave more time for questions and discussion
- Please prepare by going through the whole presentation yourselves and feel free to have a look at ...
 - our SOCH infrastructure, including protocol, API, etc:
<http://www.ksamsok.se/in-english/>
 - our reference implementation application, utilizing SOCH:
<http://www.kringla.se>
- Looking forward to see you all in Vienna! // BR Börje Lewin



Help from my colleagues

My oh so very helpful colleagues suggested that I just slide through the following words for 15 minutes:

- Open
- Free
- API
- Semantics
- CC-licenes
- Crowdsourcing
- UGC
- Digital society is changing conditions for how to think and work



What is SNHB?

- The Swedish National Heritage Board
- Responsible for heritage and historic environment issues
- Proactive, coordinating role in heritage promotion efforts
- Ensure that the historic environment is preserved in the most effective possible manner
- http://www.raa.se/cms/extern/en/about_us/our_mission/our_mission.html



Flickr Crowd-sourcing Experiences

- Using Flickr Commons to identify photos
- Where were they taken?
- What or who is on them?
- http://www.flickr.com/photos/swedish_heritage_board/



Crowd Sourcing Examples

- http://www.flickr.com/photos/swedish_heritage_board/3348821263
- Identified as Hornberg in Schwarzwald
- http://www.flickr.com/photos/swedish_heritage_board/3575094657
- Identified as Königstrasse in Hannover
- Lot of comments, blog and twitter activity as well as discussions in the German Wikipedia group:
- http://de.wikipedia.org/wiki/Wikipedia:Auskunft/Archiv/2009/Woche_44#Das_.27Swedish_National_Heritage_Board.27_braucht_Hilfe



What is SOCH?

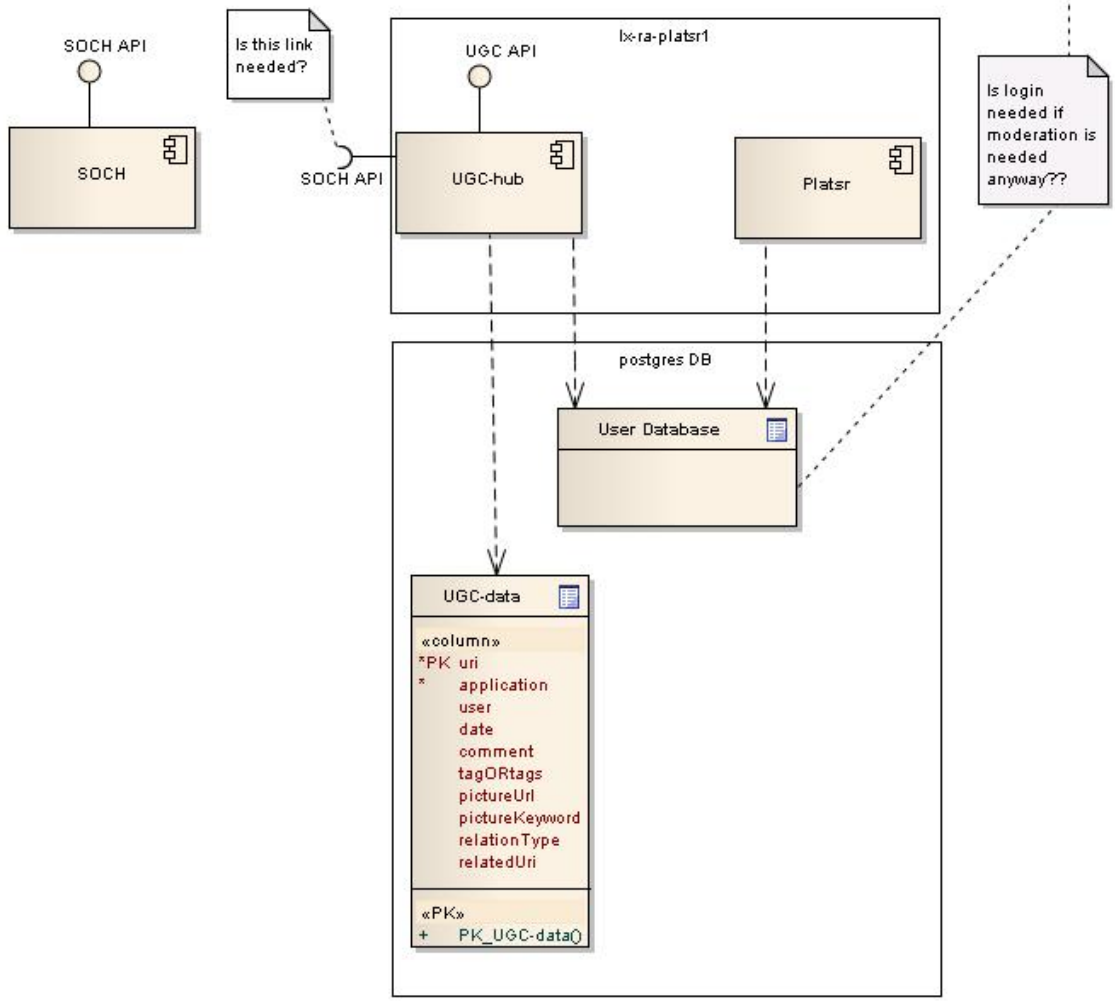
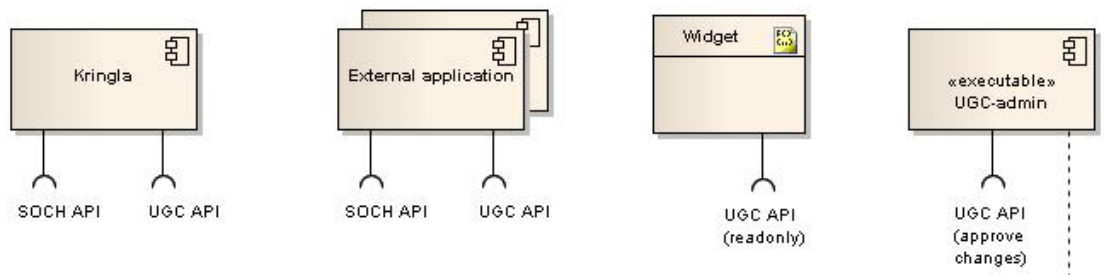
- Swedish Open Cultural Heritage (SOCH) is a web service used to search and fetch data from any organization that holds information or pictures related to the Swedish cultural heritage
- SOCH was built in 2008, driven by SNHB, many museums, the National Library and the National Archives
- Currently 3.6 million objects from 52 databases... and counting
- I'm not allowed to use my slogan "we SOCH it all up" so I will not do that...



Current SNHB Initiatives

- SNHB is setting up a UGC Hub
- Tags, geo references, addition of photos, relations between semantic objects
- We avoid comments for now! Why is that??
- Lets have a look at the infrastructure for this





Identified Challenges

- Authorities
- Storage
- Making UGC semantic and contextual
- Relation between UGC and the base information systems



Authorities

- SNHB is authority for parish, municipality, county and region
- The Swedish National Historical Museum could be an authority for time periods
- (The Bronze Age differs in time space for different parts of europe. THIS IS NOT A PROBLEM imho, let me explain why if you disagree)
- Names of persons – this is very difficult
 - Lots of different small or specific authorities exists
 - Will the crowd be able to say that "A Einstein" is actually the famous "Albert Einstein" in a specific situation?
- General vocabularies and thesauruses...



Storage

- Should we store UGC data close to the professional databases?
- Should we store UGC data for objects belonging to external institutions?



Making UGC Semantic and Contextual

- How do we create an environment where UGC add to context and semantics?
- How do we avoid comments like "Cool object, keep up the good work"?



Professional Base Systems and UGC

- Should the UGC data be moderated and included in the base systems?
- Or should we keep a strict separation between professional data and UGC?
- Should we allow UGC for external databases (i.e. data belonging to other institutions)?



Thank you for your time!



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