

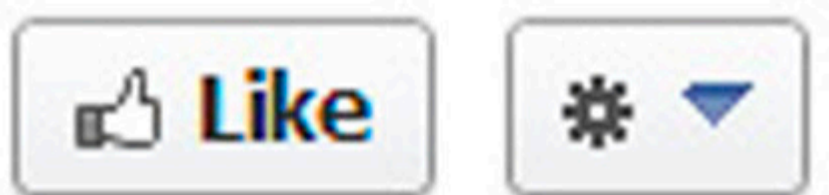
CATALOGUING CAN BE FUN!

In 10 days 100 old photos were recognised by 1000 FB followers



Digitalgud

1,599 likes · 7 talking about this



Goal

- Describing unidentified photos
- Benefitting from the knowledge of the general public by crowdsourcing
- Promoting collections with the help of social media

About



Photos



Likes



Videos

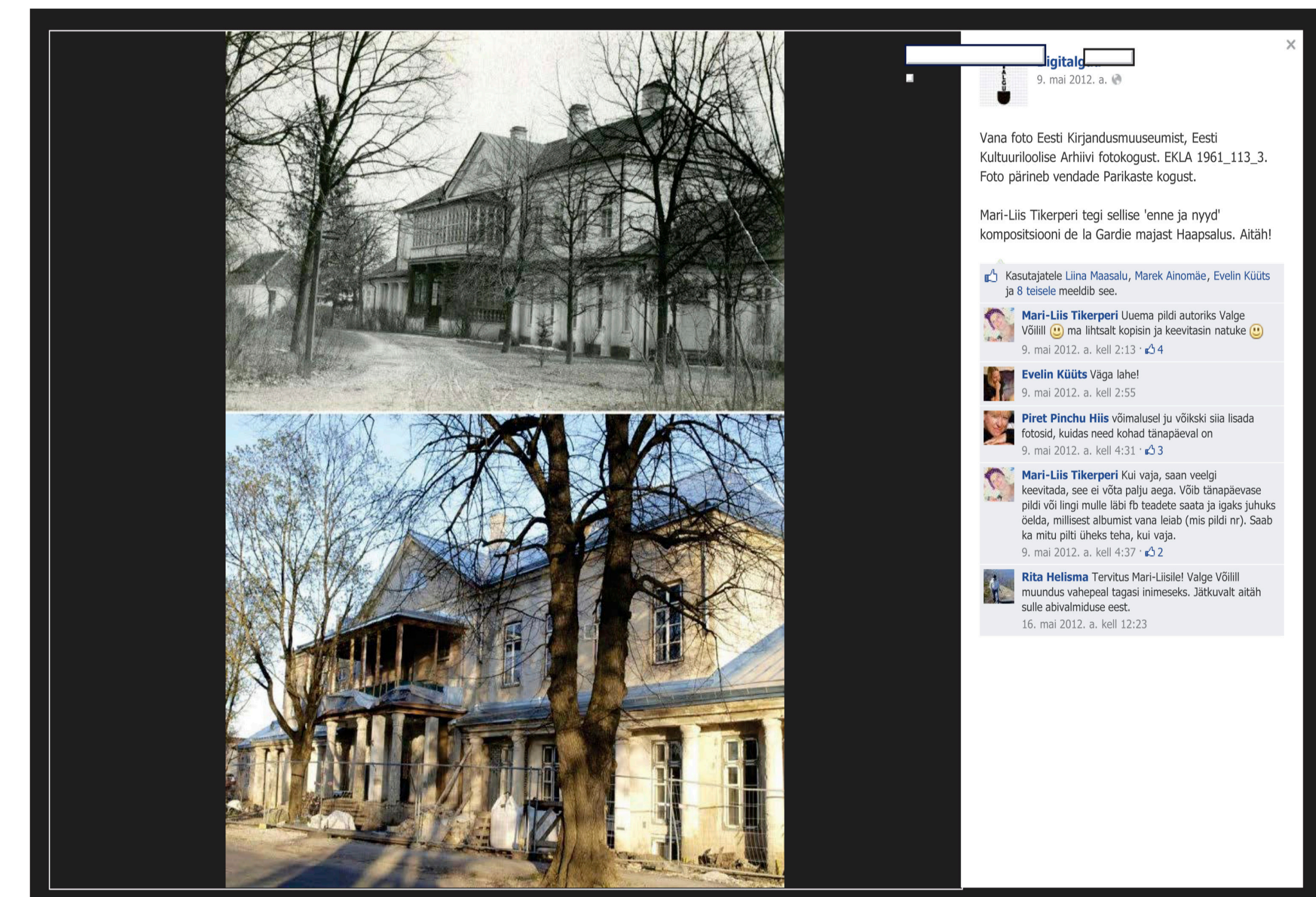
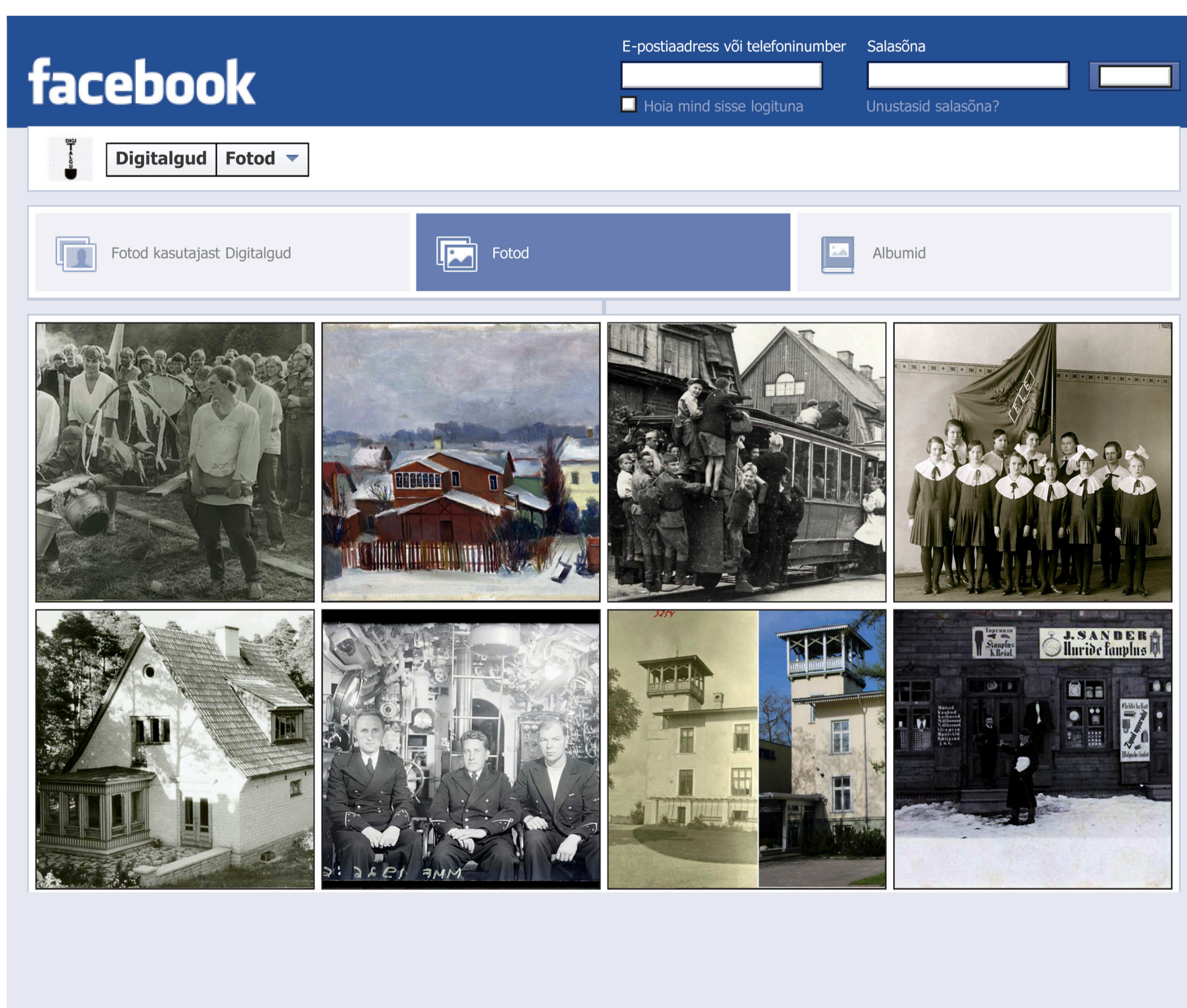
Highlights

Description

- In 2012 and 2013, crowdsourcing projects were launched by 18 memory institutions
- It was a new type of cooperation between libraries, archives and museums, based on enthusiasm
- The project was a part of the well-known initiative "Let's do it!" – a collective action, when during 1 day people all over Estonia work together for the benefit of the community. Digitalgud was unique as it took place in the virtual world and dealt with digital collections.
- Facebook was used as the most popular social media tool in Estonia

Almost all photos got comments, disproving or confirming the objects.

Many contemporary photos were added to convince the participants about the identity of the images.



2012 – Places

- 130 old photos of unknown landscapes and buildings were uploaded to FB
- In 10 days 100 old photos were identified by 1000 FB followers

2013 – People

- 153 old portraits and group-photos were uploaded to FB
- In 10 days 1/3 of people were recognized, 2/3 were commented on



Benefits

- Close media attention
- Benefits of social media – people are eager to participate
- A good cooperation experience, readiness for future joint activities
- New information was added to the catalogues
- The project was held without any expenses in a free environment (FB)
- The staff of the memory institutions were brought out of lonely, tiresome, hard work at dusty archives and taken to the active virtual life via social media

The photos depicted sportsmen, military, schoolchildren and ordinary people in different situations.

People were encouraged to contact their grandparents for additional information.



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