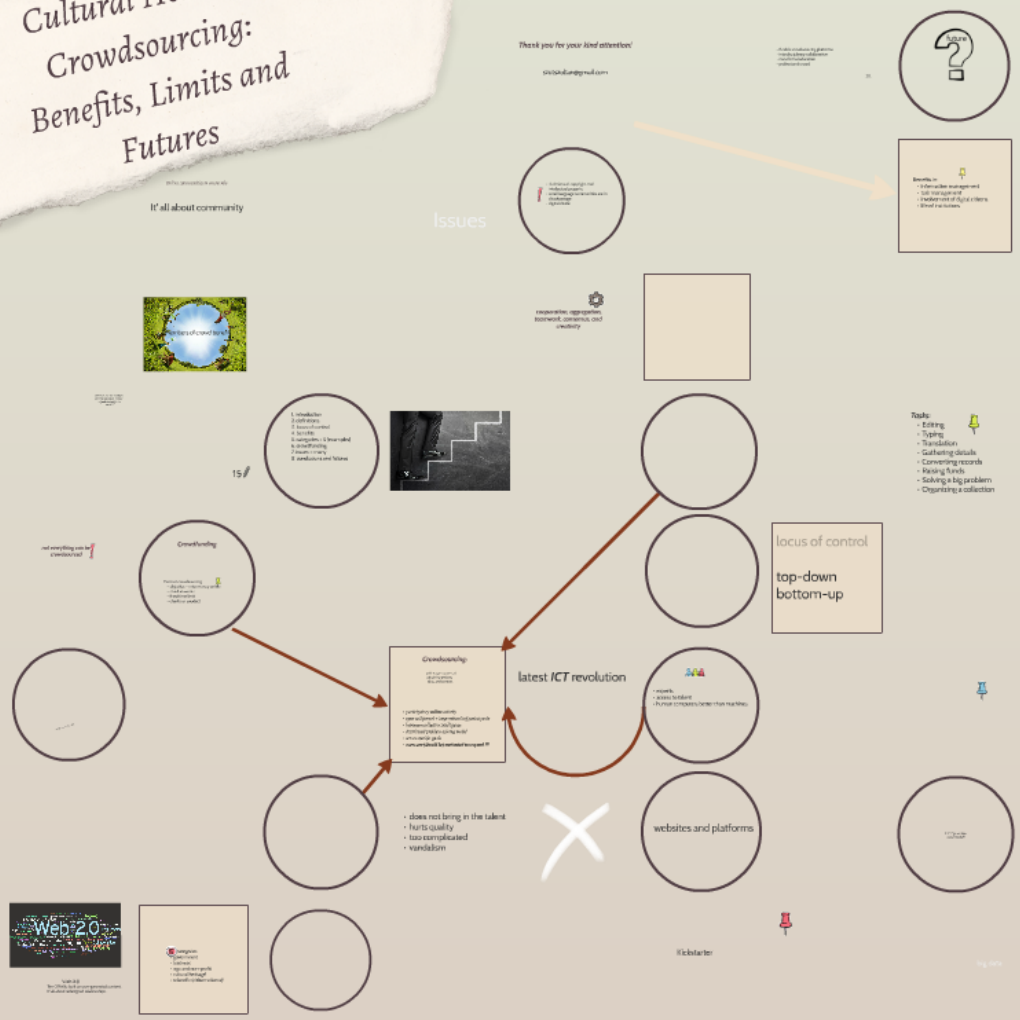
Cultural Heritage Crowdsourcing: Benefits, Limits and Futures

Innovation policies for Cultural Heritage Institutions,
BUDAPEST 10 JULY 2015

Zoltán Szűts
KJF

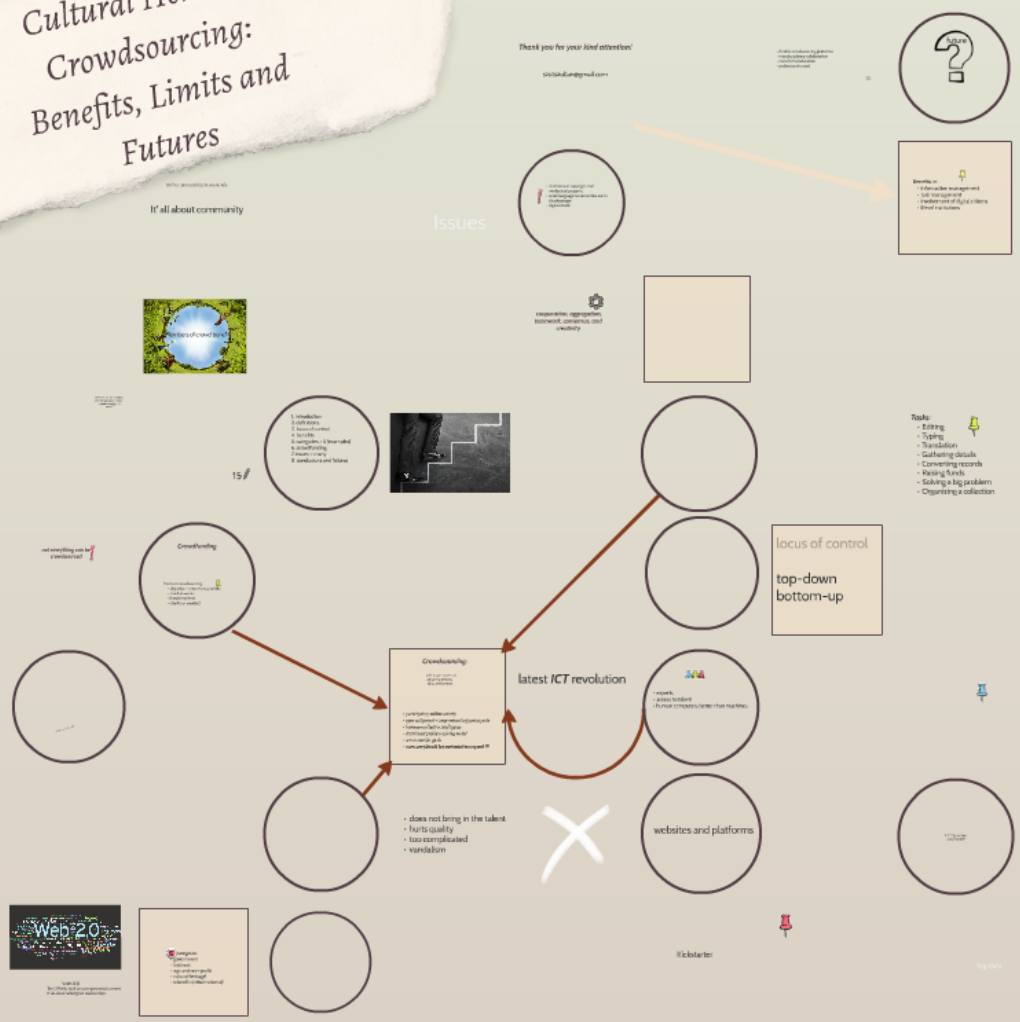


Prezi

Cultural Heritage Crowdsourcing: Benefits, Limits and Futures

Innovation policies for Cultural Heritage Institutions,
BUDAPEST 10 JULY 2015

Zoltán Szűts
KJF



Prezi

Zoltán Szűts

KJF

Prezi

Innovation policies for Cultural Heritage Institutions,
BUDAPEST 10 JULY 2015

Zoltán Szűts

Prezi

Cultural Heritage Crowdsourcing: Benefits, Limits and Futures

Online communities in a new role

Prezi

Online communities in a new role

all about commun

Prezi

latest *ICT* revolution

Prezi

2011 UK - Your Paintings Tagger

Prezi

Jeff Howe: process of obtaining services, ideas, and content.

Prezi

1. introduction
2. definitions
3. locus of control
4. benefits
5. categories = 5 (examples)
6. crowdfunding
7. issues = many
8. conclusions and futures

Prezi

- *participatory **online** activity*
- *open call format + large network of participants*
- *harnesses collective intelligence*
- *distributed problem-solving model*
- *serves specific goals*
- ***users are (should be) motivated to respond !!!***

Prezi

Benefits in:

- information management
- task management
- involvement of digital citizens
- life of institutions

Prezi

Social Commerce
Facebook
Microblogs

Web 2.0

Tim O'Reilly: built on user-generated content.
It' all about redesigned relationships.

Prezi

Web 2.0
Skype
Policy Analysis 2.0
Semantic Web
Here Comes Everybody
Computer Mediated Communication
Tagging
Internet as a Platform
Architecture of Participation
Second Life
Plugins
StumbleUpon
Blogs
Technorati
Wikipedia
Tim Berners Lee
API
Dynamic Content
Distributed CSS
XML
Interactivity
Ajax
Podcasting
Prosumers
RSS
Web 3.0
LinkedIn
Flickr
SOAP
Gov 2.0
Wikinomics
Flash
ebay
Identi.ca
Web Based Applications
Recomendation System
Rich User Experience
Folksonomies
Generation Y
Computer Supported Cooperative Work
Hosted Services
Web Standards
Twitter
Youtube
Perpetual Beta
Long Tail
Openid
Collaboration
Standards Oriented Browsers
XHTML
Syndication
Mass Collaboration
Myspace
Videocasting
Network as Platform
REST
Social Networking
Really Simple Syndication
Interconnectivity
Wikis
Cloud Computing
Representational State Transfer
Reddit
Social Shopping
Technological Convergence
Silverlight
Social Commerce
Microblogs
Facebook

Prezi

cooperation, aggregation, teamwork, consensus, and creativity

Prezi

Members of crowd benefit

self-esteem
recognition
challenge
fun
community
money
skills

- experts
- access to talent
- human computers better than machines

Prezi

Tasks:

- Editing
- Typing
- Translation
- Gathering details
- Converting records
- Raising funds
- Solving a big problem
- Organizing a collection

Prezi

websites and platforms

Prezi

X, Y, Z generation social media!!!

Prezi

locus of control

top-down

bottom-up

Prezi

Online communities in a new role

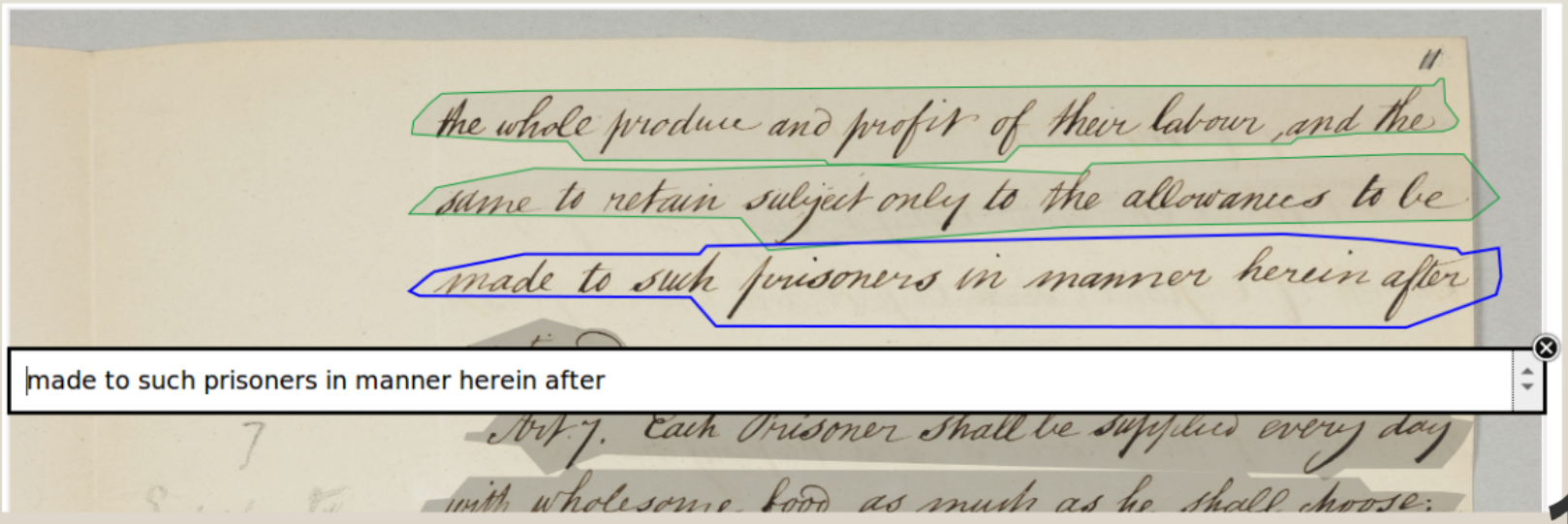
It' all about community

Prezi

categories

- government
- business
- ngo and non-profit
- cultural heritage!
- scientific (citizen science)!

Prezi


11
the whole produce and profit of their labour, and the
same to retain subject only to the allowances to be
made to such prisoners in manner herein after
made to such prisoners in manner herein after
Art. 7. Each Prisoner shall be supplied every day
with wholesome food as much as he shall choose;

Prezi

Classify

SDSS

Invert

Exam

Note: Please always classify the galaxy in the center of the image.

SHAPE

Is the galaxy simply smooth and rounded, with no sig

Smooth

Features or disk

Prezi

Crowdfunding

Prezi

Form of crowdsourcing

- objective = raise money online
- small amounts
- fixed time limit
- charity or product

Prezi

unknown and far members
common purpose, interest
a good campaign is a
must!!!

made to such prisone

Prezi

unknown and far members
common purpose, interest
a good campaign is a
must!!!

Prezi

Stats

Kickstarter

$1,728,458,713

total dollars pledged to Kickstarter projects

85,431

Successfully funded projects

8,656,934

Total backers

2,639,037

Repeat backers

22,701,252

Total pledges

Prezi

Prezi

- violations of copyright and intellectual property
- small language communities are in disadvantage
- digital divide

Prezi

not everything can be crowdsourced

Prezi

- does not bring in the talent
- hurts quality
- too complicated
- vandalism

Prezi

Prezi

- flexible crowdsourcing platforms
- interdisciplinary collaboration
- non-formal education
- professional crowd

20.

Prezi

- flexible crowdsourcing platforms
- interdisciplinary collaboration
- non-formal education
- professional crowd

Prezi

Prezi

Thank you for your kind attention!

szutszoltan@gmail.com

Prezi