MOCCA

Modeling Crowdsourcing for Cultural HeritAge
Objectives:

1. Central question: What determines the success of a crowdsourcing project?
2. Analysis of two projects: *Red een portret* and tagging of the Maria Austria photo collection
3. Outcome: tool for designing effective crowdsourcing projects
ACA wants MOCCA tool

• Amsterdam City Archives has initiated several websites for crowdsourcing and participating in MOCCA will help us evaluate our policy and efforts
ACA needs MOCCA tool

- Amsterdam City Archives has ambitions for large-scale new crowdsourcing projects and the tool will help us decide how to design these new projects effectively.
Picturae and Crowdsourcing

• With VeleHanden, Picturae is responsible for the largest crowdsourcing platform in the Netherlands.
• VeleHanden started with a single way of data entry and control.
• Since then we added 12 new projects of 4 different types.
Picturae and Mocca

• Each type of project has its own needs. But how can we know what is the right way to do it?
• In order to answer this question, and remain successesfull with VeleHanden, the MOCCA project is essential.
• We are verry happy to share our data and experience for this research.
MOCCA are:

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