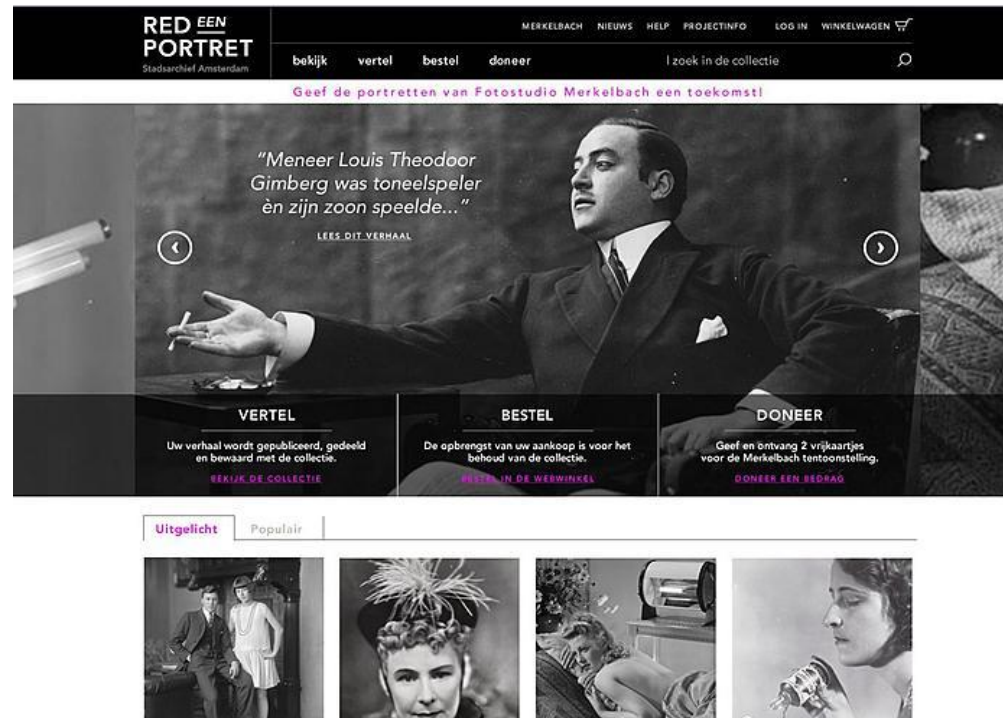


# M O C C A



## 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



Je bent niet ingelogd

Komt je ook Symposia Over ons Kennis Kunst in de Wereld Community

Crowdsourcing, KJ09, Archief, Verelanden, Edjoes komt je ook

Bas van den Broeke

## Archieven van de mensen, door de mensen, voor de mensen

Stadsarchief Amsterdam over crowdsourcing

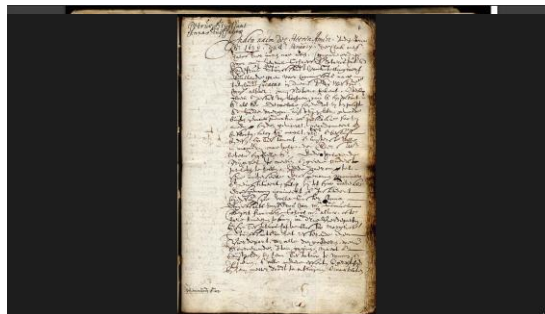
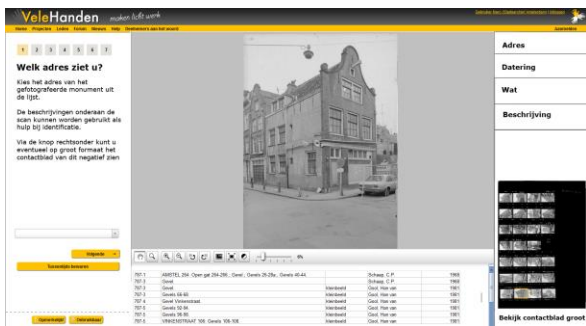
Ellen Fleurbaay is archivaris en werkt bij het Stadsarchief Amsterdam. Een paar jaar geleden heeft zij de 'scan on demand-service' opgezet en nu maakt het Stadsarchief wekelijks 15.000 scans van archiefstukken. De volgende stap is om al die scans te



City of Amsterdam  
Archives

# 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



City of Amsterdam  
Archives

# 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 succesfull with VeleHanden, the MOCCA project is essential.
- We are verry happy to share our data and experience for this research.

# MOCCA are:

- Julia Noordegraaf, University of Amsterdam (project leader, [j.j.noordegraaf@uva.nl](mailto:j.j.noordegraaf@uva.nl))
- Angela Bartholomew, University of Amsterdam (embedded researcher, [bartholomew.angela@gmail.com](mailto:bartholomew.angela@gmail.com))
- Ellen Fleurbaay, Stadsarchief Amsterdam (public partner)
- Pieter Woltjer, Picturae (private partner)
- Alexandra Eveleigh, University College London (advisor)