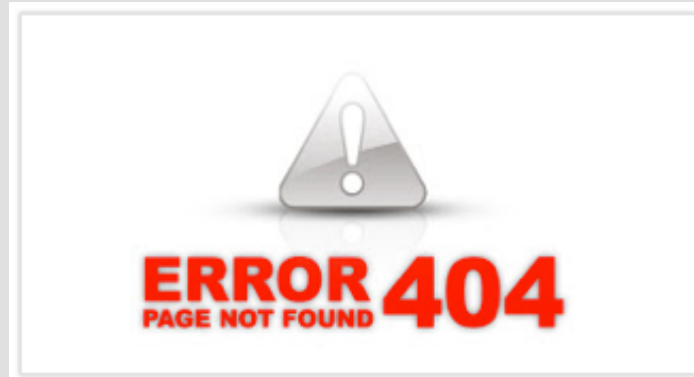


SESSION 404:

Incentivizing Volunteer Workforces for Crowd-sourced Projects



- *Crowdsourcing projects @ NYPL (David Riordan)*
 - <http://www.nypl.org/collections/labs>
- *Slave Narratives @ UNC (Chien-Yi Hou):*
 - <http://digitalinnovation.unc.edu/projects/slave-narrative-project/>
- *SepiaTown (John Protas):*
 - <http://www.sepiatown.com>
- *Old Weather @ NOAA & NARA (Mark Mollan)*
 - <http://www.oldweather.org/>
- *Passive Crowdsourcing of the 1940 Census @ UIUC (Kenton McHenry)*

Session hosts: Richard Marciano & Mark Hedges
filling in for Anne Barrett

What's on the Menu?

1. *A framework for Crowd-sourcing in the Humanities*
 - Mark Hedges (KCL)
 - <http://crowds.cerch.kcl.ac.uk/2012/12/21/final-report/>
2. *Community Project Success with the 1940 Census and Beyond*
 - Emily Schultz (FamilySearch)
3. *Incentives for Passive Crowdsourcing in the 1940 US Census*
 - Liana Diesendruck (UI Urbana-Champaign)
4. *NARA crowdsourcing initiatives*
 - John Martinez (Office of Innovation / NARA)
5. *Do-It-Yourself History*
 - Colleen Theisen (U. of Iowa)
6. *Citizen-led Crowdsourcing of Archival Material*
 - Richard Marciano (UNC Chapel Hill)

Session Summary

Crowd-sourcing has been implemented creatively by many different organizations using a variety of tools to carry out projects that previously had been impossible. Because these projects are community-driven, it is important to **look at ways in which to recruit volunteer workforces and to maintain those workforces across projects sponsored by the same institution.** As institutions move forward with further community-driven projects, it is important to **evaluate approaches that have been successful as well as those that are currently being employed to look to future possibilities.**