100 000 Photo Memories

Museums and Wikimedians in synergy

Wikimedia Sverige
Josefine Hellroth Larsson
Alicia Fagerving

WIKIMANIA
SINGAPORE
2023-08-18
Home of memories

We have been working with the **Nordic Museum** for a long time. They're now **digitizing** thousands of previously unpublished photos by famous Swedish photographers. Wikimedia Sverige is uploading some of them to **Wikimedia Commons** and engaging the community to improve their metadata.

---

**Wikimania Singapore**
100 000 Bildminnen is a collaborative project by Wikimedia Sverige and the Nordic Museum in Stockholm where previously unpublished archival photographs are digitized and made available on Wikimedia Commons.

The project started with a smaller pilot upload in the summer of 2022 and the actual digitization and upload commenced in September 2022.

The photos provided by the museum are often accompanied by minimal metadata, which is why one of the goals of the project is to encourage the Wikimedia community to improve it. Afterwards, the enriched information (such as categories, motif descriptions etc.) will be fed back into the museum's systems.

Everyone can help out by adding depicts statements to the photos. Here's how they work: That way, it will be easier for everyone to find relevant photographs.
Crowdsourcing with Wikimedians

Minimal information in the photo archive – photographer's name, year, place.

Involvement from the community has been crucial. Identify the street, car model, building...

Goal: the crowdsourced information will be ingested into the museum's database.

Discussions about the value of crowdsourcing.

WIKIMANIA SINGAPORE
Ready for take-off

100 000 photos to be scanned. That's a lot!

WMSE in dialogue with the museum – what should be uploaded to Commons? What will be most valuable to the community?

Swedish Wikimedians like industrial history, documentation of how our cities have changed over the years...

WIKIMANIA SINGAPORE
Wikipedia for all of Sweden

Engaging people all over the country that have knowledge valuable to the platforms, and creating visibility through local media.

Teaching participants about Wikimedia Sverige – inspiring them to become members and volunteers.

Focus groups are young, old and other genders than male.
Metadata editathon

WIkipedia för hela Sverige

ISA Tool
  – verktyget för dagen

isa.toolforoe.org

Lägga till strukturerad
- Begrepp som är länkade
  och blir erkända
- Wikidata

Lägga till bildtext
- Fritext
- Commons
Metadata editathon

Working with the Swedish Air Force Museum and two historical societies to create metadata to the images.

Former employees at SAAB Linköping told us what images contains in a workshop. Sharing memories and details, giving life to the images.

New and exciting way of working!
Structured Data on Commons is a great infrastructure when you have data re-use in mind:

- **Much** easier to parse, analyze and extract than Wikitext (descriptions, categories...).
- You can extract more information from Wikidata, e.g. labels in several languages.

We experimented with teaching SDC editing using the ISA Tool.
ISA Tool

Working as a workshop **facilitator** using the tool.

**Not optimal** for the workshop method – but **the best** there is!

High **thresholds** for new users, having to learn both ISA Tool and Wikidata (and even Wikimedia Commons).

Two experienced users **listening** and editing.

**WIKIMANIA**

**SINGAPORE**
We love working together!

A puzzle with many pieces: technical development, outreach, training, communication...

This is the first time a GLAM partner brings us on board so early in a digitization project.

They see the Wikimedia platforms as a natural part of their work!
Stumbling blocks

ISA Tool
- No specific URLs to campaign objects
- Not adapted for several similar images depicting the same object(s)
- Having to work simultaneously in several tools

Images
- From 100 000 images – how do we select?
- Lack of information about the photos
- Quality review and citations – are memories better than nothing?

WIKIMANIA SINGAPORE
What's next?

- Another workshop around the Saab images, retrieving more information from the same participants
- New workshop around agriculture images
- Thousands of images left to upload to Commons
Great example

We reached out to local media about the project and metadata ediathon. Newspaper published an online image article with links to Commons as well.

Someone saw a person they recognized and told him about the photo in the article.

He showed up at the editathon! Ready to explain everything about the image and his role.

A thousand views per image in the category.

WIKIMANIA
SINGAPORE
Thank you!

Get in touch with us:

- josefine.hellroth.larsson@wikimedia.se
- alicia.fagerving@wikimedia.se