Building crowdsourced photographic collections with lentil and Instagram

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James B. Hunt, Jr. Library
Opened January 2013
Hunt Library
Hunt Library
student engagement
historical documentation
My #HuntLibrary/lentil
go.ncsu.edu/myhunt
Fostering lasting engagement
How do users relate to us?

- (de)centralization (relation)
- consumption/creation (direction)
- physical/virtual (setting)
- individual/community (identity)
- present/future (horizon)
(de)centralization (relation)
harvesting
moderating
social network

Instagram
authors

[Diagram: A circle labeled "Instagram" is connected to eight smaller circles, each with a different color. The colors are red, red, red, pink, green, yellow, red, and orange.]
#huntlibrary authors
aggregating peers
lentil users
services, archives
indirect participation
the life of a lentil image

1. metadata of user-tagged Instagram image is harvested via API
2. image is approved by moderator
3. image battles, collects "likes" (subjective metadata)
4. (loop) calculate popularity score
5. (loop) check for removal from Instagram
6. image file is harvested and stored in staging area
7. donor agreement is automatically submitted as a comment
8. barring author objection, image metadata and file are packaged for external system
consumption/creation (direction)
the libraries provide most of the infrastructure

the users provide most of the content
bidirectional relationships

see: David Silver
physical/virtual (setting)
responsive
Thanks for the grad student lounge! This is awesome!!

Thanks #hunlibrary #gradschool
lehcarercom
Where's the outlet? #bagoflies #hunlibrary
doteyes9
Congratulations to @snohetta and the #huntlibrary at #ncstate that was awarded the AIA/ALA Library Building Award and received LEED Silver certification #snohetta #joseparla #northcarolina

joseparla
individual/community (identity)
infinite tiles
Shout out to myself. #huntlibrary

naz315
battle
social
present/future (horizon)
How would you feel about your photos being added to an archival collection?
"I would be so excited. For me, I think it would be better than winning an iPad."
Okay so my Instagram of hunt library is going to be in their archival collection and shown at the actual library. #nobigdeal 😊
Thanks for your picture! The NCSU Libraries is archiving most Instagram photographs tagged #HuntLibrary to help document the story of the James B. Hunt Jr. Library. This photo is one of those selected for addition to this archival collection. The archives document the history of NC State for future generations, and your image will become part of the story of our new library. You will retain full ownership of any and all copyrights, but we ask that you grant the University a nonexclusive right to authorize all uses of these materials for non-commercial research, scholarly, or educational purposes or to publicize the Libraries, compatible with a Creative Commons Attribution, Non-commercial license. Please contact the Libraries.

That's pretty legit! Appreciate the props #huntlibrary!
"So do people want to spend their free time adding to the historical record? Unequivocally yes, said both institutions in recent conversations with me."

social media archives
collection vs. item value
social media engagement as a collecting opportunity
open collections as an engagement opportunity
usage in 8.5 months

- 2800+ images
- 7560+ "likes"
- 70,000+ "battles"
- 34,000+ visits
- 221,000+ pageviews
- 1000+ donor agreements
- 1 objection
github.com/NCSU-Libraries/lentil
credits

• Jason Casden
• Bret Davidson
• Brian Dietz
• Jennifer Garrett
• Cory Lown
• Mike Nutt
• Jason Ronallo
• ...and many others
Thanks!

Never stop learning
Never stop sharing
Never stop breathing