

Building crowdsourced photographic collections with lentil and Instagram

Jason Casden

Access Conference 2013
24 September 2013

James B. Hunt, Jr. Library

Opened January 2013



Hunt Library



Hunt Library



Hunt Library



Hunt Library



student engagement



#fashionweek2013 #huntlibrary #ncstate

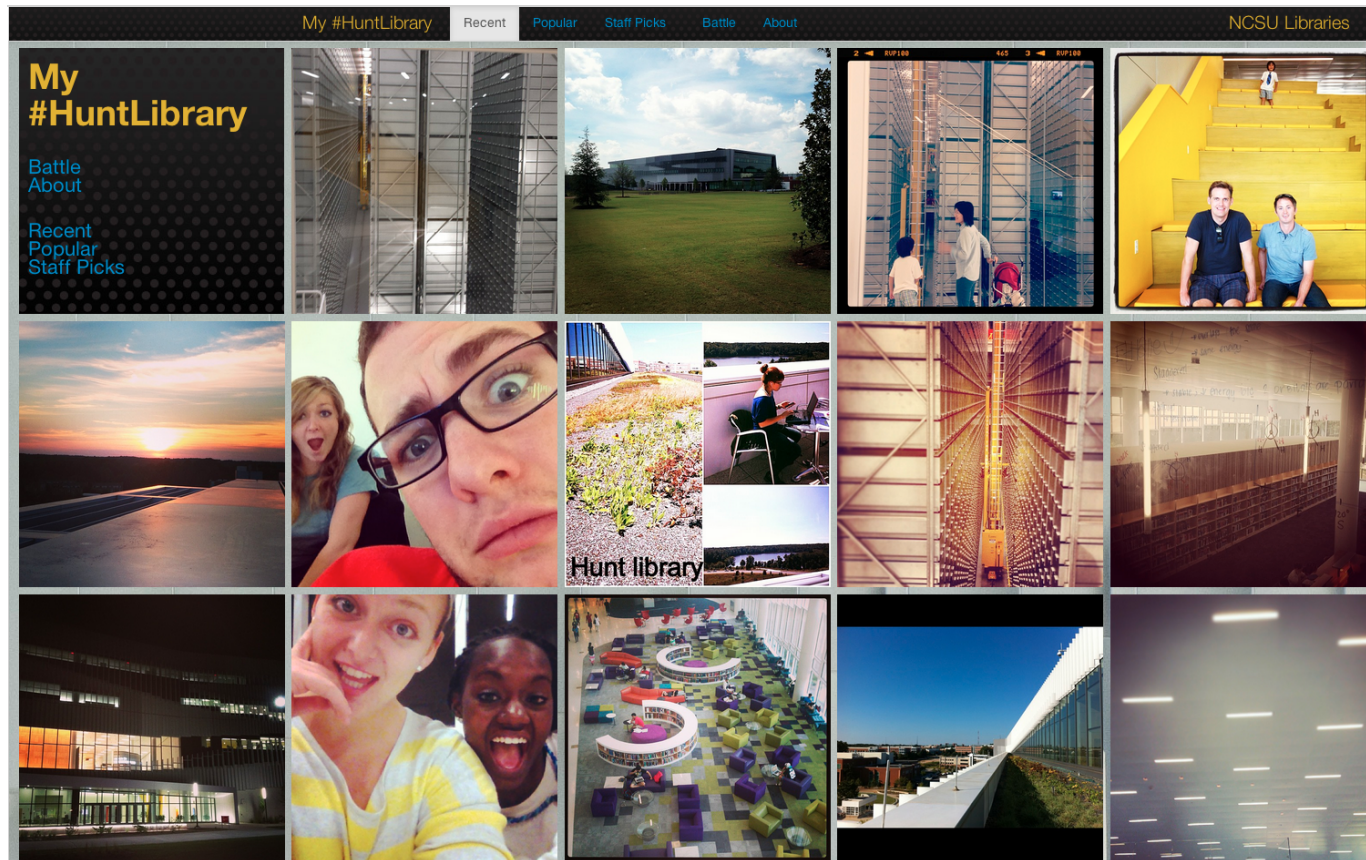
[ncstate](#)

historical documentation



My #HuntLibary/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)

hashtagging





harvesting

MYHUNTLIBRARY / ADMIN / LENTIL TAGSETS / 2 /

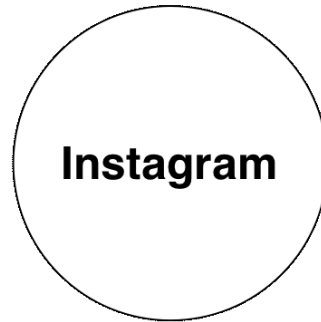
Edit Lentil Tagset

Title*	<input type="text" value="hunt"/>
Description	<div></div>
Tags*	<div>huntlibrary × myhuntlibrary ×</div>
<input checked="" type="checkbox"/> Harvest	

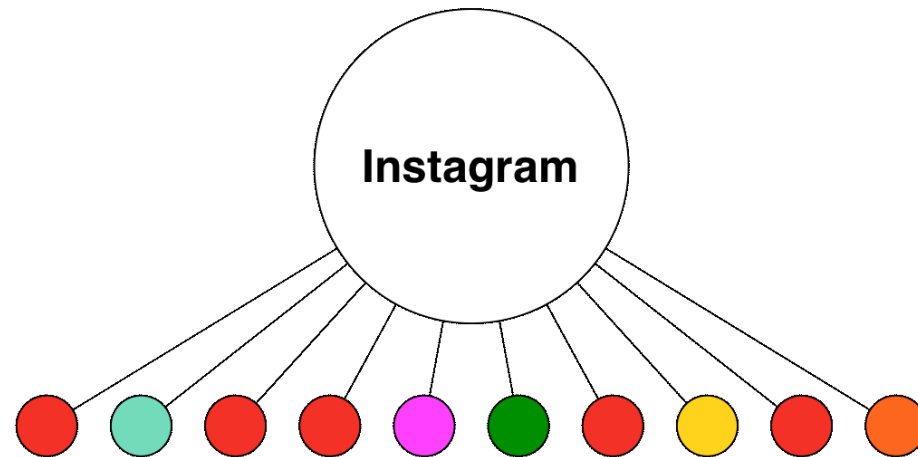
moderating

	<p>#cookoutswagg #huntlibrary #allnighthers</p>	<p>xoxojizzlexoxo</p>	<input type="text" value="Select Tag"/>	<input type="checkbox"/> Staff Like	<input type="checkbox"/> Don't request donation	<input checked="" type="radio"/> pending <input type="radio"/> approved <input type="radio"/> rejected
	<p>Having too much fun in the game room</p>	<p>yooesther</p>	<input type="text" value="Select Tag"/>	<input type="checkbox"/> Staff Like	<input type="checkbox"/> Don't request donation	<input checked="" type="radio"/> pending <input type="radio"/> approved <input type="radio"/> rejected

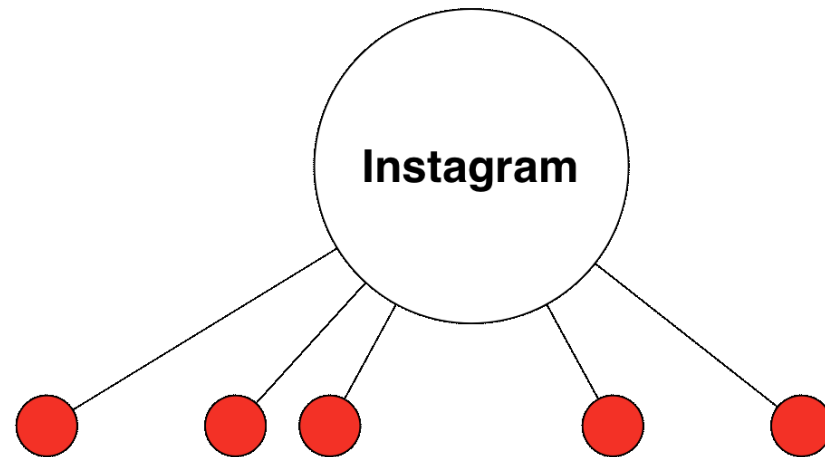
social network



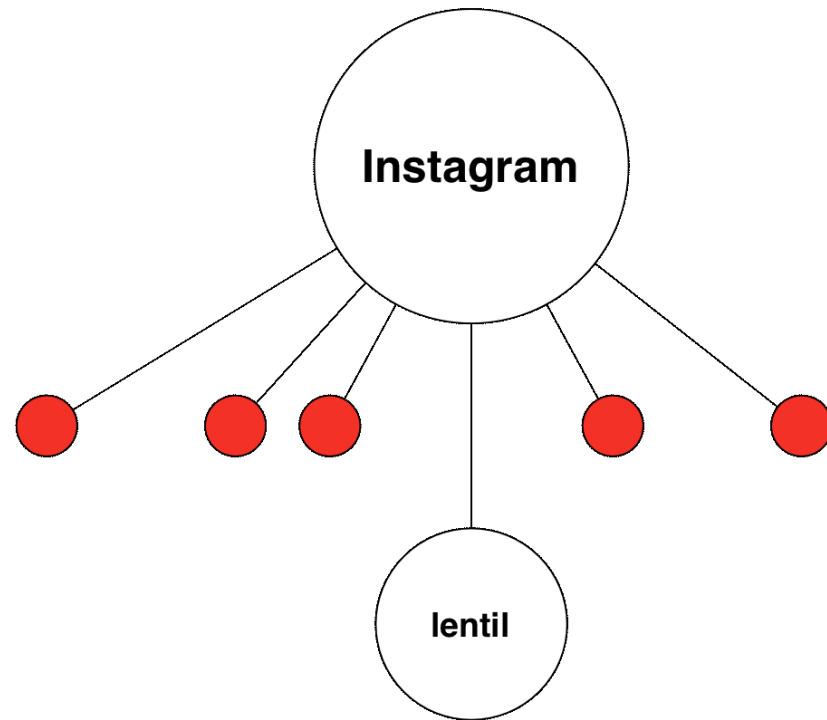
authors



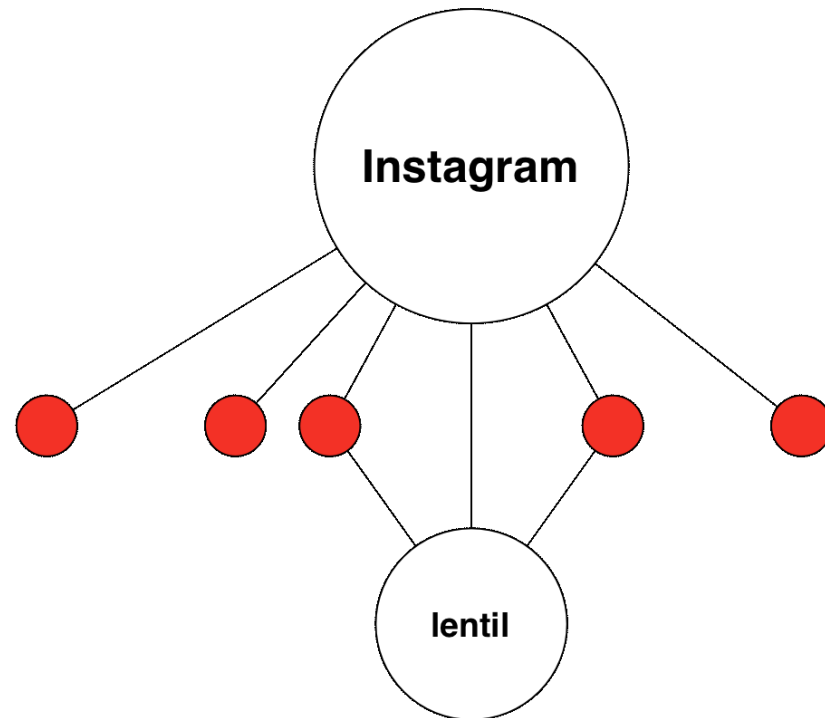
#huntlibrary authors



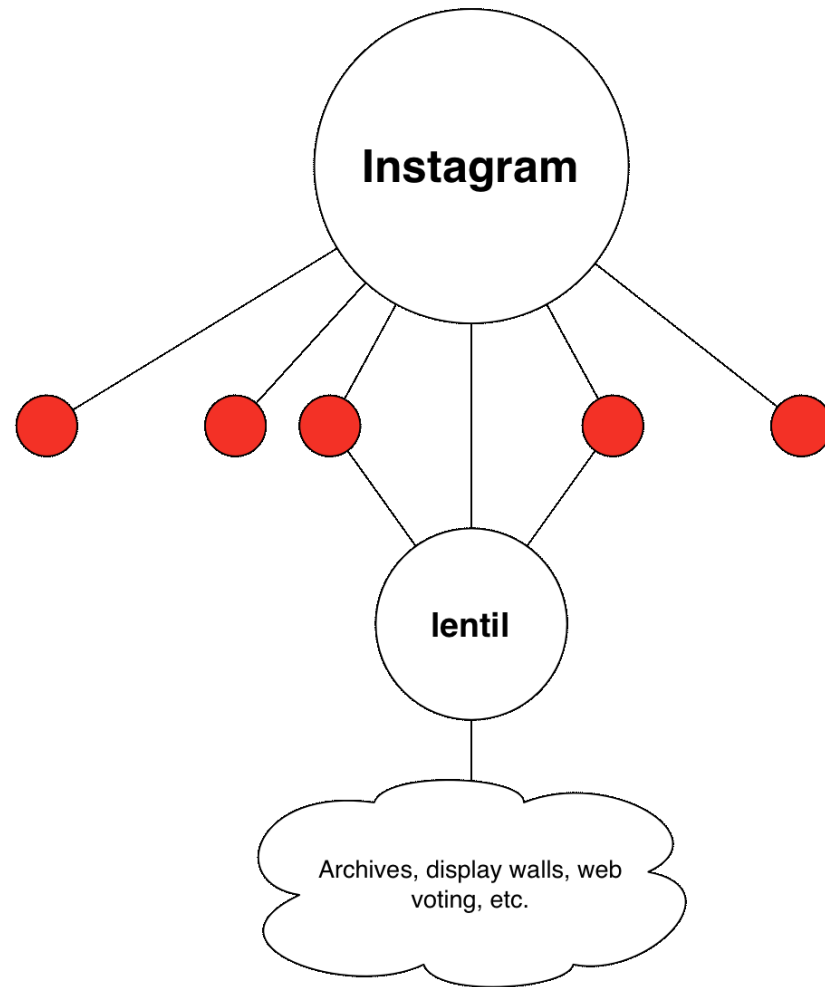
aggregating peers



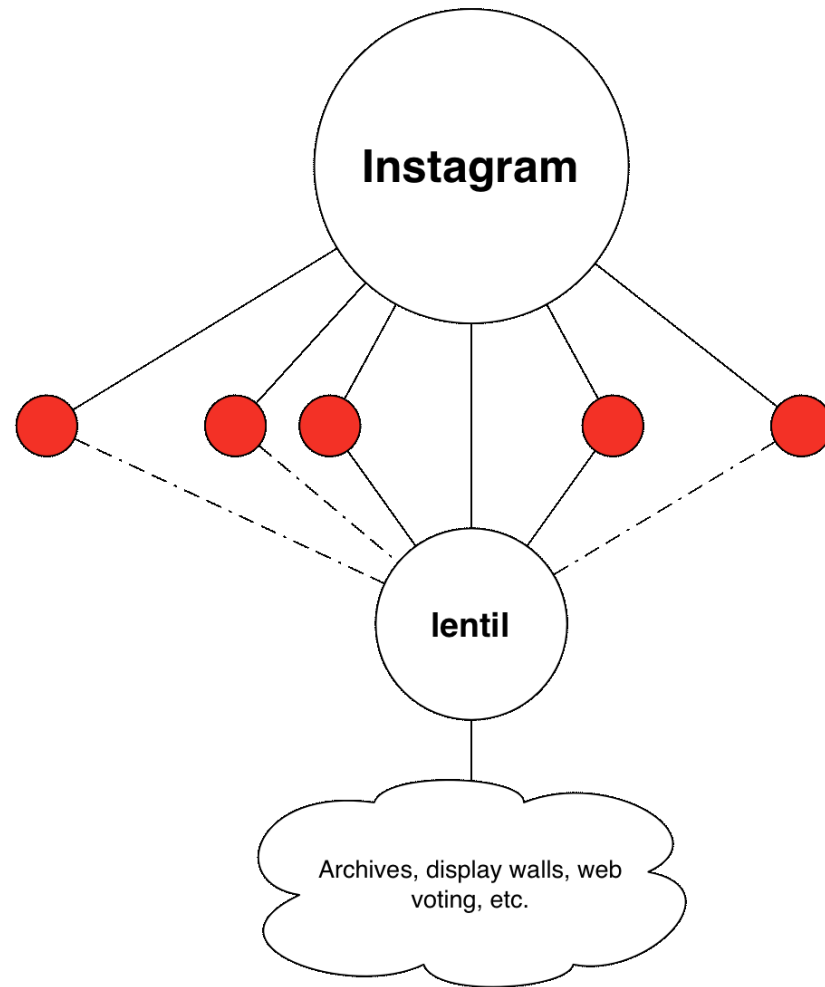
lentil users



services, archives



indirect participation



the life of a lentil image

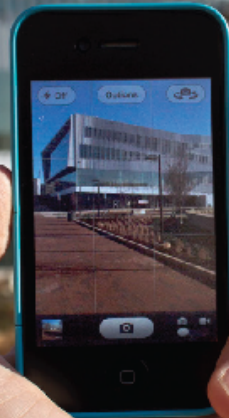
1. metadata of user-tagged Instagram image is harvested via API
2. image is approved by moderator
3. image battles, collects "likes" (subjective metadata)
4. (loop) calculate popularity score
5. (loop) check for removal from Instagram
6. image file is harvested and stored in staging area
7. donor agreement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

consumption/creation
(direction)



My #HuntLibrary

go.ncsu.edu/myhunt



**SHOW THE
WORLD YOUR
NEW LIBRARY**

the libraries provide most of the
infrastructure

the users provide most of the content

bidirectional relationships

see: David Silver

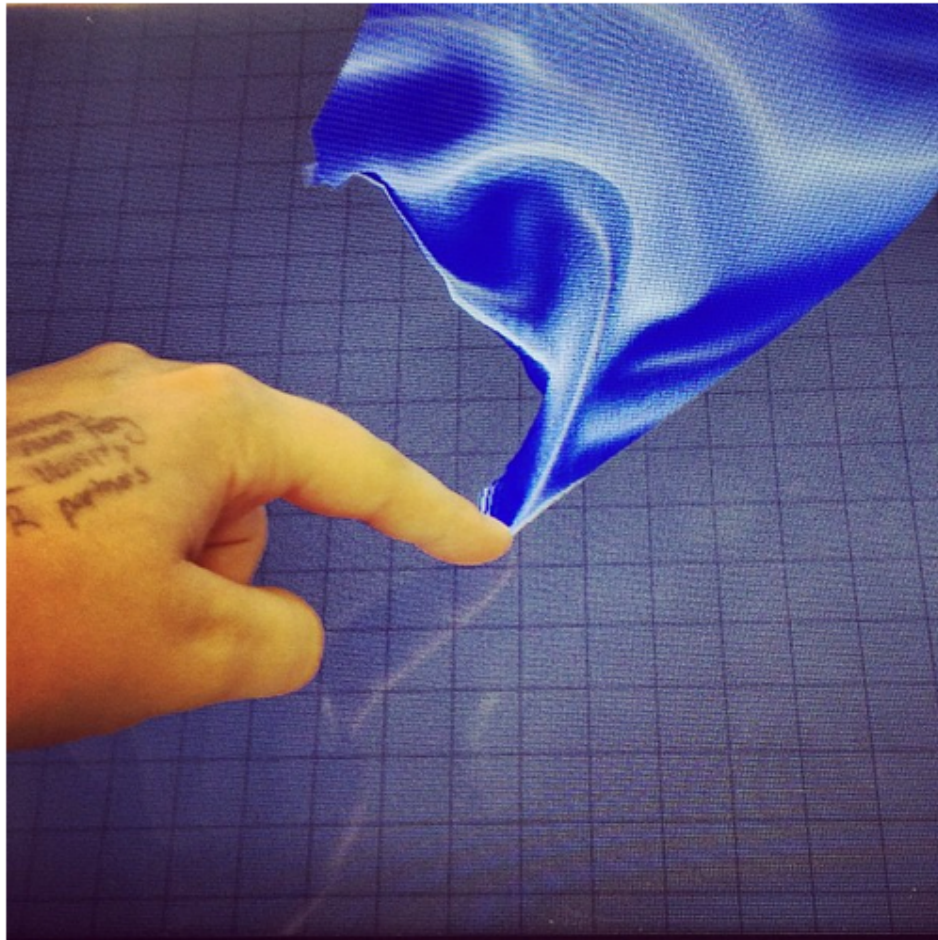
physical/virtual (setting)

responsive



RESPONSIVE



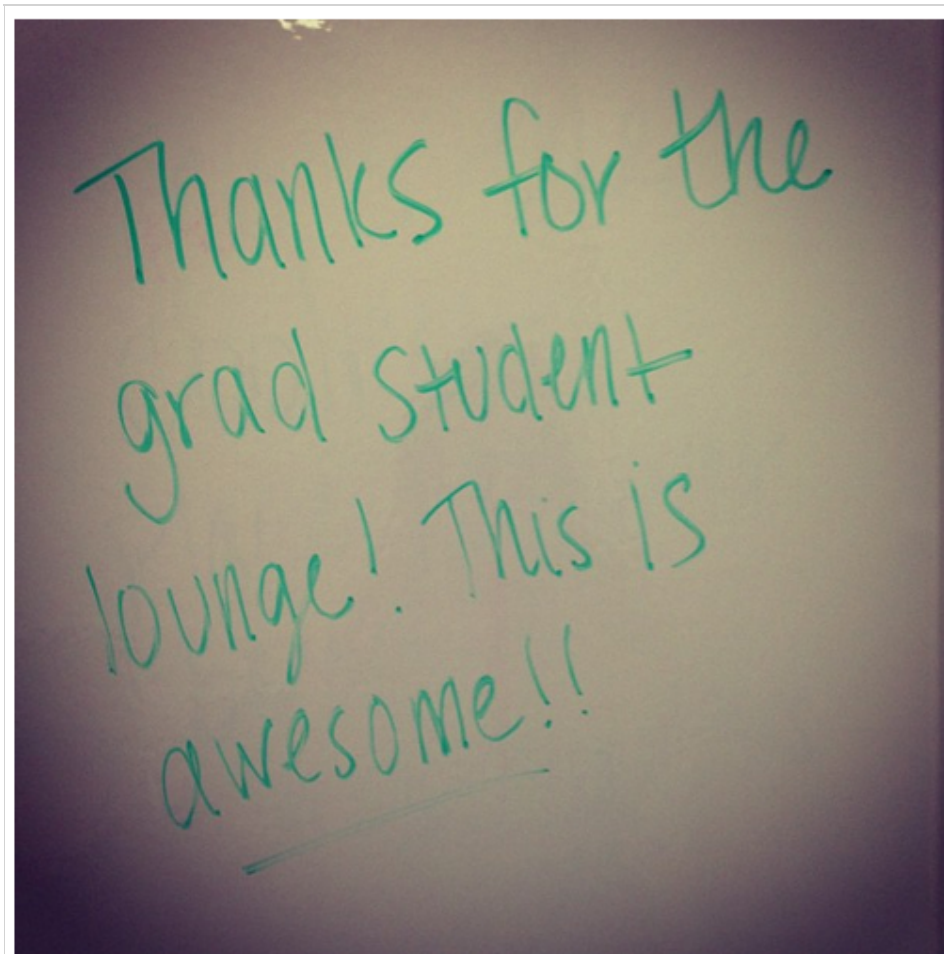


#microsoft #surface #cloth #huntlibrary #ncsu

4angled



Yum-yum bRaspberry Pi @ My #HuntLibrary
[rastarileymon](#)



Thanks #huntlibrary #gradschool

[lehcarerom](#)



Where's the outlet? #bagoflies #huntlibrary

[doteyes9](#)

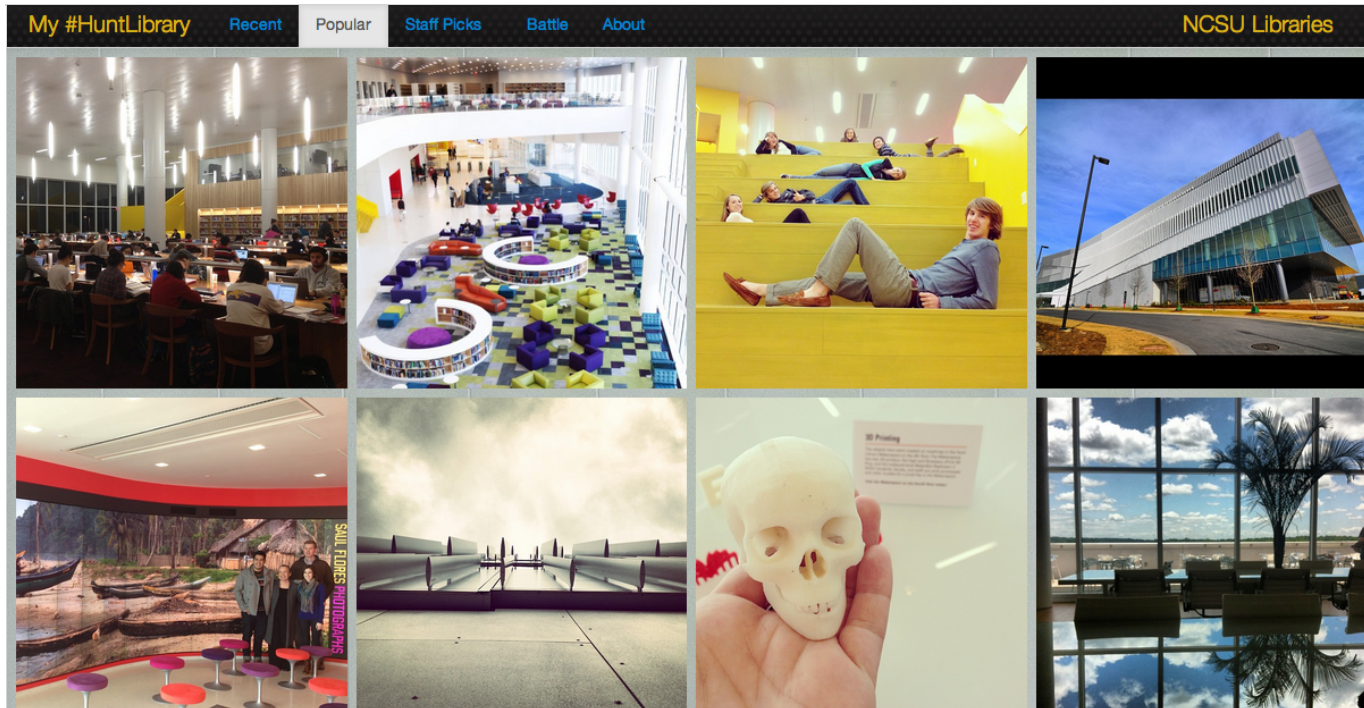


Congratulations to @snohetta and the #huntlibrary at #ncstate that was awarded the AIA/ALA Library Building Award and received LEED Silver certification #snohetta #joseparla #northcarolina

[joseparla](#)

individual/community (identity)

infinite tiles







Shout out to myself. #huntlibrary

[naz315](#)

battle

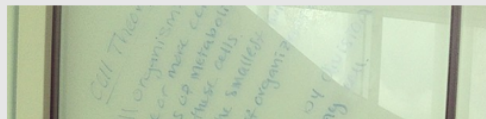


This ain't your grandma's library. #myhuntlibrary

Pick Me!



Fun time at Hunt Library. This is my new home!! #HuntLibrary



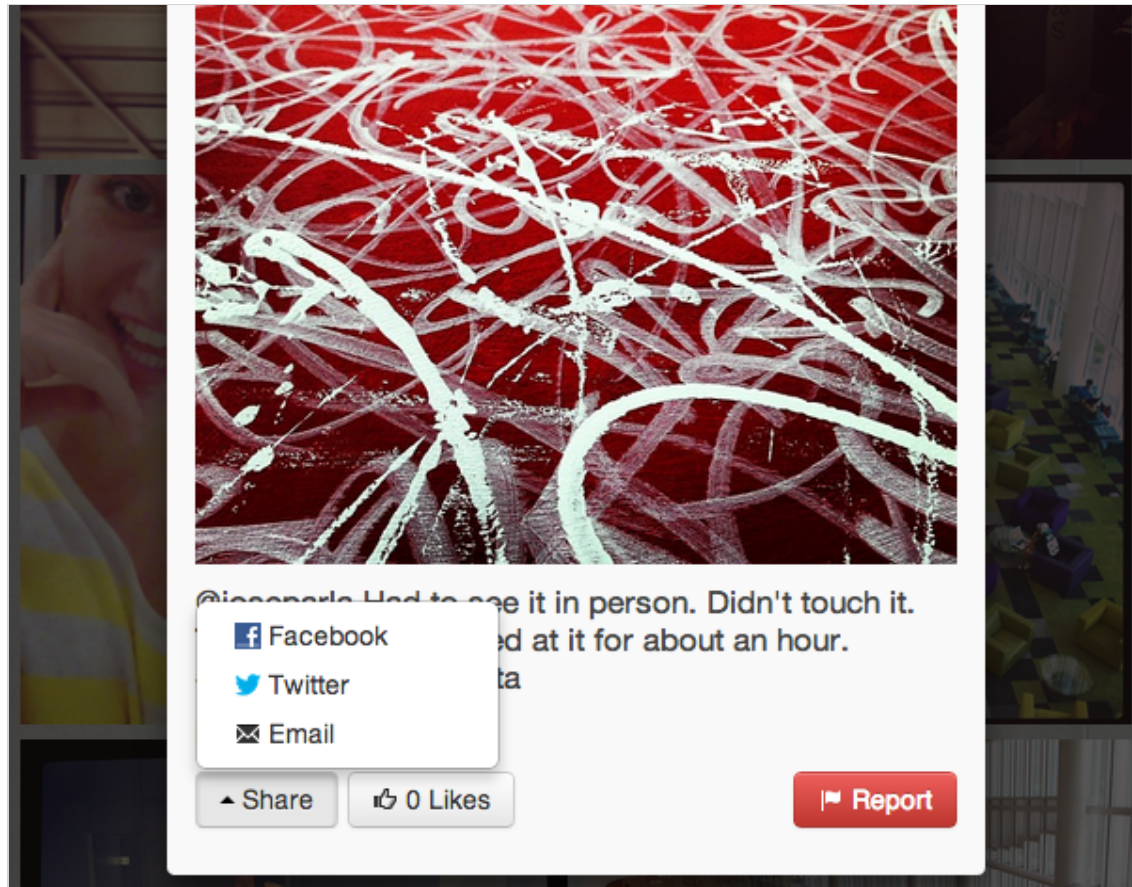
Win Pct
38%

← You Picked

Win Pct
0%



social





Co-workers

[lovelygladys](#)

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.”



Riyana Dasgupta

@riyanadee



 Follow

Okay so my Instagram of hunt library is going to be in their archival collection and shown at the actual library. #nobigdeal 😊

 Reply  Retweet  Favorited  More

5

FAVORITES



2:55 PM - 10 Sep 13

Reply to @riyanadee



patricktavi

a tower!

The shiny building that is not

3w

ncsulibraries 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!](#)

[patricktavi](#)

Forbes, re: Smithsonian and NARA

"So do people want to spend their free time adding to the historical record? Unequivocally yes, said both institutions in recent conversations with me."

Raab, N. (2013, September 20). Crowdsourcing technology offers organizations new ways to engage public in history. Forbes. Retrieved from <http://www.forbes.com/sites/nathanraab/2013/09/20/technology-offers-organizations-new-ways-to-engage-the-public-in-history/>

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

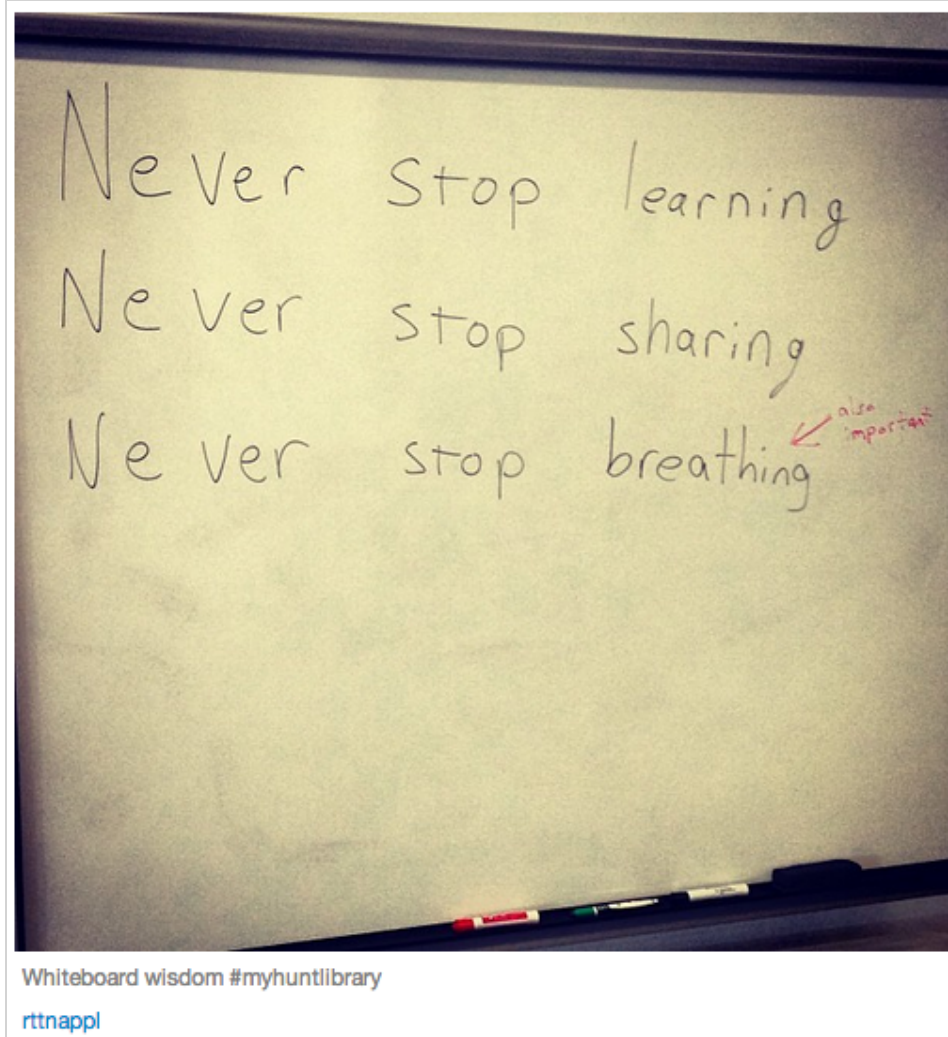
github.com/NCSU-Libraries/lentil



credits

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

Thanks!



@cazzerson | jmcasden@ncsu.edu | <http://go.ncsu.edu/myhunt>