

**Proposal for IMLS DCC Flickr Feasibility Study**  
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**A. Objectives**

- Promote awareness of and encourage public interaction with IMLS-funded digital content through participation in Flickr Commons.
- Develop metadata, workflows, and policy guidelines for representing institutions and their content in association with IMLS.
- Develop technical routines for uploading images, monitoring interactions, and pulling back information contributed by users.
- Study public interaction with IMLS-funded resources and gain a better understanding of public interest and use of Web 2.0 technologies for library/archive/museum resources.
- Analyze the value of user created tags and comments for enhancing DCC metadata and informing collection development priorities.
- Evaluate contributing institutions' views of the value of the IMLS DCC Flickr initiative.
- Assess feasibility of continued, broader participation of the IMLS DCC in the Flickr Commons and other shared public resources.

**B. Scope of preliminary test**

A group of 4-7 collections will be selected for trial development. Test collections will include the variety of institutions (large academic institutions and small public libraries, museums, or archives) and types of technical platforms (custom built software and commercial software) represented in the IMLS DCC. These collections will consist primarily of images, contain both black-and-white and color material, and represent unique content not available beyond the DCC or the host institution. The institutions will need to adhere to the Flickr requirement of claiming "no known copyright restrictions" on the content they share.

**C. Potential pilot collections**

The following collections will be among the first to be contacted about potential participation:

- Cushman Collection: 14,400 items (Indiana University)
- King County Snapshots: 12,546 items (University of Washington)
- Olympic Peninsula Virtual Community Museum: 5,831 items (University of Washington)
- Charles Overstreet Collection: 323 items (Flora Public Library; hosted by Illinois State Library)
- Mining and Mother Jones in Mount Olive: 26 items (Mount Olive Public Library; hosted by Illinois State Library)
- Springfield Aviation Company Collection: 78 items (Lincoln Library -- The Public Library of Springfield, Illinois; hosted by Illinois State Library)

Based on the project team's past experiences partnering with institutions on phases of IMLS DCC development, we expect it will be necessary to work individually with resource developers at each institution to answer the questions and develop the agreements necessary to allow us to make their content available through Flickr.

## **D. Work plan**

### **STAGE 1 - Months 1-3 (July-Sept. 2009)**

Recruit participating institutions – Coordinator, RA

- Contact institutions, discuss and secure participation in the project.
- Determine requirements for branding, permissions, etc. for those willing to participate.
- Construct case reports on discussions, negotiations, and decisions for each institution.

Develop metadata requirements – Project team

- Determine fields for item records, meeting criteria of importance to host institutions, IMLS, and the DCC project.
- Develop necessary metadata mapping, linking, and related structures.

Leverage existing tools for pushing content – Programmers

- Work with Flickr API and UIUC Thumbgrabber, and explore other options.

Measure baseline use of targeted collections in DCC for at least 2 months – Coordinator, programmers.

Secure IRB approval for collection of user logs and interview data to be analyzed in Stage 3 - RA

### **Stage 2 - Months 4-6 (October-December, 2009)**

Continue identifying content and developing institutional agreements – RA

Upload content - Research programmers

- Target 2,000-3,000 items for initial upload.
- Conduct weekly uploads of 200-300 images.

Moderate Flickr activity – Coordinator, RA

- Filter spam/inappropriate comments.
- Respond to Flickr community activity: review comments and answer questions, refer questions to appropriate collection curator.

- Work with project team to evaluate potential contributions from user community: consider requests to add pictures to groups, determine suitability of “tags” for adding information to existing DCC records.

Collect interaction data - Programmers, Coordinator

- Use existing tools created by Library of Congress and Flickr to collect interaction data into the local environment.
- Track interactions from Flickr to the DCC through record-level metadata, and possibly links from the DCC site to host collections and session interactions with collections.
- Assess changes in overall volume of collection activity.

### **Stage 3 - Months 7-12 (January- June, 2010)**

Continue weekly uploads of 200-300 images - Programmer

Document processes and draft guidelines for future recruiting – Coordinator, RA

Analyze use – Coordinator, RA

- Assess and characterize patterns of use, including subject areas and genres of material accessed.
- Code and categorize tags and comments to determine nature and quality of contributions for enhancing descriptive metadata for scholarly or general purpose use of DCC content.

Analyze institutional perspectives – RA

- Conduct phone interviews with key contacts at host institutions on the value of the IMLS DCC Flickr initiative, views on retaining institutional identity and copyright issues, and potential for continued participation.
- Transcribe and analyze interviews and compare with initial case reports.

Produce feasibility report and recommendations for continuing Flickr production - Project team

## E. Budget Estimates

Two budgets are outlined below. Plan A covers all the objectives in three stages of the work. Plan B is an abbreviated project that covers the first three objectives in two stages of work.

### Plan A

#### Stages 1-3, 12 months

PI, project oversight - 3%	\$ 3,532
Project Coordinator - 15%	
Covered by current cooperative agreement	\$ (7,127)
Senior research programmer - 10%, 6 months	\$ 3,309
Research programmer - 25% months 1-6, 10% months 7-12	\$ 8,348
RA 50%	<u>\$ 21,351</u>
	\$ 36,540
Benefits	\$ 6,305
Laptop	\$ 2,500
Computer Services	\$ 2,141
Flickr Acct	\$ 25
Direct	\$ 45,369
Indirect 58.5%	\$ 26,541
Total Costs	\$ 71,910

### Plan B

#### Stages 1 & 2 only, 6 months

PI, project oversight - 3%	\$ 1,766
Project Coordinator - 15%	
Covered by current cooperative agreement -	\$3,563
Senior research programmer 10%	\$ 3,309
Research programmer 25%	\$ 5,963
RA 50%	<u>\$ 10,676</u>
	\$ 21,713
Benefits	\$ 4,291
Laptop	\$ 2,500
Computer Services	\$ 1,071
Flickr Acct	\$ 25
Direct	\$ 28,529
Indirect 58.5%	\$ 16,689
Total Costs	\$ 45,218

## **Plan C**

Stages 1 & 2 only, 6 months, with no new resources

Estimated shifts in time allocations for work outlined:

Research programmer - 40%

Project Coordinator - 40%

RA - 25%

### **Research programmer – 40%**

The current DCC Research programmer spends 50% of her time on portal functionality and 50% on interface design. We estimate that 40% of her time would be required for the Flickr launch, up from 35% from other programmers in Plans A and B, since the personnel designated in those plans already have some familiarity with the Flickr API and UIUC Thumbgrabber technologies that would be used.

The shift in duties would need to come from interface design, leaving only 10% for work on much needed upgrades indicated by our usability tests and to implement visualization features and metadata enhancements being developed by the working groups.

The current interface has evolved through various stages of the project, mostly without the expertise of a research programmer. The shift in emphasis would only allow for attention to minor usability issues and no upgrade of the overall design or implementation of metadata research results.

### **Project Coordinator – 40%**

The Project Coordinator currently spends approximately 50% of her time adding new collections and items to the registry and repository. The 40% required for Flickr includes the 15% already designated in Plans A & B, plus 25% that would have been taken up by the added RA position.

In the performance period Oct. 2008-March 2009, 186 new collections and 148,562 new items were added to the registry and repository. With most of the time replaced with working on the metadata for Flickr, coordinating workflow and arrangements with content providers, and serving as moderator, we estimate a decrease to approximately 35-40 new collections and 37,000 new items (depending on the size of collections) would be added in the six month period. The new content component of the project is key to building the resource in ways that make it useful and worthy of sustaining. In particular, the shift in activity would deter the progress being made in identifying new content provides, especially the recent momentum gained with state libraries.

**Research Assistant (Zavalina) 25%**

The 50% RA works with the PI and the project coordinator, managing the evaluation and collection development activities and providing liaison among the three working groups. The 25% allocated for Flickr would be devoted to correspondence and interactions with content providers to identify images and document agreements and permissions and other ongoing processes. The shift would reduce the amount of work devoted to evaluating and developing the current IMLS DCC and OH collections, and postpone the outreach to historians and scholars, marketing of the portals, and usability studies planned for the second half of the project.