



Estonian museums' experience in the field of crowdsourcing

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Crowdsourcing projects developed in Estonia

Introduction

We are a nation of museums. Among European nations, Estonia is at the top of the list with the most museum visits per 100,000 people – 1.7 million people visited Estonian museums in 2021.¹ For many, museums are a natural part of the consumption of culture. Such trust and attention are certainly appealing but also mean that many museum workers put more effort into offering guests new knowledge and an interesting visiting experience.

Museums have the potential for more. One option for bringing cultural and historical heritage to even more people is to involve volunteers.

In March 2022, the War Museum conducted training on crowdsourcing for other Estonian museums. To understand the potential of crowdsourcing, we first examined whether and how museums currently involve volunteers in their work. 19 museums responded to our survey, including very large state museums and more local museums operated by private initiative. So, what have we found out? One way or another, all respondents have dealt with volunteers and have mostly had a positive experience. They pointed out that working with volunteers is time-consuming and the museum should have planned more resources for this. Cooperation could be improved when volunteers are involved in work in different departments of a museum.

Two-thirds of respondents have had prior experience with crowdsourcing, and even if volunteer involvement was seen as a good thing, many museums lacked the knowledge to take the first step. Though the priority was assisting digital crowdsourcing, many have raised the question of planning the involvement of volunteers: how to bring together the museum and volunteers. The survey also showed that volunteers are an integral component in the success of a project.

¹ <https://www.stat.ee/et/avasta-statistikat/valdkonnad/kultuur/muuseumid>

The training was conducted by Mia Ridge, the British Library's Digital Curator for Western Heritage Collections.

The most useful lesson taken from the training session is the understanding that volunteer involvement, including leading crowdsourcing projects, can make a significant contribution to cultural heritage research and popularisation but requires a great deal of thought, preparation and constant attention. Participants of the training session gained a useful framework for conducting crowdsourcing projects. In the course of the project, five crowdsourcing projects were developed, and several of them will be launched already this autumn.

With the help of volunteers, you can achieve a lot. According to the 2019 survey of volunteer activities, around 40% of the Estonian population partake in volunteering.² Based on the survey, it is hard to say how many are involved in volunteering at museums.

It seems, though, that the potential of volunteers in museums is largely unused. Some museums eagerly involve volunteers in organising events (such as Museum Night). It is rare that museums involve volunteers to work on collections or prepare exhibitions. Even more rarely in research. Unfortunately, volunteers are not often involved due to the belief that their level of activity is unstable and discipline questionable, that they would come and go whenever they wish and that they lack the necessary knowledge to help effectively.

This lack of trust might have a foundation because the survey shows that museums can rarely hire a person to work specifically with volunteers. Volunteers are mostly involved by those workers who think it is necessary and have time for it. This can also mean that there is no proper on-boarding procedure, training, etc. There is also reason to worry that the volunteer would just come and go, especially if the experience has not been particularly great. The survey showed that volunteers were eager to help out long-term and that cooperation lasted longer and was more inspiring for both sides when the museum offered guidance and support.

² <https://vabatahtlikud.ee/wp-content/uploads/2015/04/Vabatahtlikus-tegevuses-osalemise-uuring-2018.pdf>

The experience of others shows that an increasing number of people volunteer but do so mostly without prior training, on a job-by-job basis and only temporarily. This trend is called micro-volunteering.

Crowdsourcing allows all interested parties to contribute to museums' research, collection and facilitation activities with their knowledge and skills through the Internet and at the time and in the capacity they wish. National Archives is an example of an Estonian memory institution that is successful in involving volunteers to expand its database, though not many museums have used volunteers in advancing historical research. Nonetheless, it could be an amazing opportunity to involve an additional workforce and knowledge in museum activities as well as to urge people to contribute to the creation and preservation of legacy.

Museums might have several reasons for involving people through crowdsourcing. It is an opportunity to collect new knowledge and bring history and historical events closer to people, offering options for learning, gaining knowledge and connecting to history.

Any involvement of volunteers needs a system, including in museums. To launch and maintain crowdsourcing projects, a museum should have an employee or employees whose task is to lead such projects because volunteer involvement doesn't happen by itself. The hardest part is to start working; it might so happen that volunteering becomes an integral part of your work later on.

Estonian War Museum – General Laidoner Museum thanks the Europeana Foundation and its team for the opportunity and support.

Estonian War Museum – General Laidoner Museum Crowdsourcing Program - Names and Faces of the Members of Defence League in the 90s

The Museum of the Estonian War of Independence was established in 1919 and restored in 2001 under the name of the Estonian War Museum – General Laidoner Museum. According to the museum's statutes, its tasks include locating, collecting, preserving, researching, and disseminating objects and materials related to Estonian military history. The exhibitions tell stories about wars fought in Estonia, the service of the Estonian people in the militaries of other countries and wars fought elsewhere in the world with the participation of the Estonian people.

In 2021, the Estonian War Museum – General Laidoner Museum took over the archives of the Estonian Defence League. We have been cleaning, sorting, and systematising those collections ever since. The Archives also have a big photo collection (10,000 photos) of the activities and members of the Defence League in the 1990s. We are about to finalise the digitization of the photo collection and would like to engage volunteers to detect and recognise the people in those pictures.

With that, we would like to give the opportunity for a wider audience to get a better understanding of the early days of our re-independence and have a thorough look into the history of the Defence League.

The Estonian Defence League is a voluntary national defence organisation operating in the area of government of the Estonian Ministry of Defence, which is organised in accordance with military principles, possesses weapons and holds exercises of a military nature. The purpose of the Defence League is to enhance, by relying on free will and self-initiative, the readiness of the nation to defend the independence of Estonia and its constitutional order.

The Defence League is a legal successor of the Defence League established as a self-defence organisation on 11 November 1918. The Defence League is a legal person governed by public law, whose legal status shall be provided for by The Estonian Defence League Act and the legislation issued on the basis thereof.

There are 16,000 members in the Estonian Defence League. Together with affiliated organisations Women`s Voluntary Defence Organisation (Naiskodukaitse), Young Eagles (Noored Kotkad) and Home Daughters (Kodutütred), the Estonian Defence League has 26,000 volunteers in action.

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| Name of the crowdsourcing project | Names and Faces of the members of Defence League in the 90s |
| Which collections are involved? | Defence League photo collection from the 1990s |
| What does the success of this project look like? | <ul style="list-style-type: none"> ● No of detected people (controlled) ● No of stories (can be subjective) ● No of discussions ● No of people participating ● Public awareness about the topic with the possibility to find new pictures about the early days of the Defence League ● Public awareness about the importance of describing their photos in the family albums. |
| Which audiences would be interested in this crowdsourcing project? Why? | <ul style="list-style-type: none"> ● People who were engaged to Defence League in 1990s ● People from the regional Defence League units ● Children and family members of the Defence League members ● Wider audience that has an interest in military history |
| What could our museum learn from trying such a project? | <ul style="list-style-type: none"> ● New experience for the museum |

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| | <ul style="list-style-type: none"> • What channels work, what does not work • New aspects about Defence League history • Working with volunteers, especially in the area of crowdsourcing |
| How does this project link to the museum's mission? | <ul style="list-style-type: none"> • It is very directly related to museum's mission – to support and encourage the awareness of comprehensive national defence |
| What problem does it address? | <ul style="list-style-type: none"> • Fosters cooperation with the museum and people who are related to defence topics • Big photo collection that misses context will get the context • 1990s defence topics will get more contacts and stories |
| Our concerns and questions? | <ul style="list-style-type: none"> • Photo as personally identifiable information (PII) • What if people don't want to be remembered? • Data protection • Who involves volunteers (who could also be potential new Defence League members) who have not been engaged in Defence League themselves or their families? |
| Volunteer profile | <ul style="list-style-type: none"> • People who were engaged in the Defence League in the 1990s |

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| | <ul style="list-style-type: none"> ● People from the regional Defence League units ● Children and family members of the Defence League members ● People who are interested in the history of the Defence League (and who could be new potential Defence League members themselves) ● People who care about and are interested in: <ul style="list-style-type: none"> ○ our independent state and our national security ○ history of Defence League, the faces and the names of early members of Defence League ○ family history |
| What skills, experience needed? | <ul style="list-style-type: none"> ● Openness ● Time planning |
| What will they learn? | <ul style="list-style-type: none"> ● Empowerment and social engagement ● General understanding of Estonian military history will increase ● Remembering the early days of the Estonian re-independence period gives participants additional perspective to value and understand the present day ● Increases participants' will to defend Estonia if necessary |
| What tech, data is needed? | <ul style="list-style-type: none"> ● Suitable technical platform (Ajapaik) |

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| | <ul style="list-style-type: none"> • In the future, also an app that would allow the data in Ajapaik to be transferred back to |
| Workflow: how will data move between systems? | <ul style="list-style-type: none"> • We will use the Ajapaik platform. • AI: face detection/recognition, age/gender recognition – needs to be updated in the platform • Spreadsheet data (download, import) MuIS OAI-PMH-API |
| What does 'data quality' mean to our museum? | <ul style="list-style-type: none"> • No of correctly identified people • No of dated and geotagged pictures • That the data has been validated by several people • That data is well structured and usable for future research |
| | <ul style="list-style-type: none"> • No of identified people (photos) • No of people who volunteered in the project (who many people are engaged, do they give their input on regular bases) • No of stories and memories collected • No of viewers and shares (to social media) • No of media coverage • Satisfaction of the volunteers |
| FAQ (Frequently Answered Questions) for participants | <ul style="list-style-type: none"> • How to tag a person? • Who validates the information? (social control) |

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| | <ul style="list-style-type: none">• What to do if I am not 100% sure who the person is in the picture?• How to correct/tag information that is incorrect in your opinion?• Where can I look for my user profile and statistics?• To whom I should contact if I have technical questions?• To whom should I contact if I have thematic pictures at home?• |
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Estonian National Museum Crowdsourcing Plan - People Stories about Gardening

The Estonian National Museum was founded in Tartu in 1909 on the initiative of, and with support from the nation – with the task to protect and develop the history and culture of Estonia.

As in many other European countries, primary importance was attached to preserving the old, fading peasant culture. Also considered essential was gathering and looking after artefacts contributing to a better understanding of cultural development, such as archaeological findings, old coins, books, manuscripts and historical records.

Over time, a number of other museums, archives and libraries were founded, and the Estonian National Museum re-focused mainly on folk culture. Until World War II, the Estonian National Museum accumulated everything related to the Estonian national heritage. The fact that the museum had become a recognised memory institution by the 1930s was greatly supported also by contacts with foreign countries (Finland, Sweden, Germany, France etc), both in exchanging scientific literature, participating in study and research trips, and scientific conferences, and also through organising exhibitions outside Estonia.

Today, the Estonian National Museum preserves the feeling of continuity and tradition. The museum is the generator and developer of cultural dialogue which links the past and the future. ENM's role as a centre of ethnological research is to record, study and interpret culture as a way of life, taking into account its periodical, spatial and social diversity. The Museum's function as a contemporary cultural and tourist centre is to show our culture's uniqueness and primeval power of creation to every Estonian and visitor.

The main emphasis of research and collecting is on Estonian everyday life in the second half of the 20th century as well as on the Estonian diaspora and audiovisual, archival and artifactual data from Finno-Ugric cultures.

Over the years, the Estonian National Museum has encouraged people to share stories and pictures about their lives, about particular life events and their thoughts and views about different processes and crises going on in Estonia. Though, lots of methods and ways that have been working over the last 100 years, are not that effective in attracting people's attention. That is the reason the museum is trying a new approach.

Tartu will be a European Cultural Capital in 2024 and therefore, a new exhibition is planned for that time called "I love edible plants, I love vegetarian food". The exhibition is meant to encourage people to be more aware of vegetarian food, and know and eat

more edible plants because it is good for the environment. Also, being able to recognise different plants and know how to use them for food is important in terms of food security. The exhibition is meant to be people-oriented and should also open questions about why people grow plants, take care of their gardens, or take part in community gardens. For that, the Estonian National Museum is planning to create its own crowdsourcing project.

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| Name of the crowdsourcing project | People stories about gardening |
| Which collections are involved? | No collections are involved, the aim is to collect people's stories, experiences and opinions about gardening and edible plants. |
| What does the success of this project look like? | <ul style="list-style-type: none"> ● No of stories ● No of people participating ● Public awareness about the topic ● No of gardeners whose stories and experience can be used in the exhibition itself ● More attention to the exhibition in 2024 |
| Which audiences would be interested in this crowdsourcing project? Why? | <ul style="list-style-type: none"> ● People who are gardening ● People who are leading community gardening projects across Estonia ● People who are interested in (organic) gardening, edible plants, vegetarian food and food security |
| What could our museum learn from trying such a project? | <ul style="list-style-type: none"> ● New stories and opinions about gardening, community gardens, food security, edible plants etc ● Interesting additions to the exhibitions |

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| How does this project link to the mission? | <ul style="list-style-type: none"> ● It is related to the museum’s vision in that it aims to reflect everyday life and culture as a way of life, taking into account its social diversity. ● |
| What problem does it address? | <ul style="list-style-type: none"> ● It does not necessarily address a problem but it brings everyday life, everyday people into the spotlight, empowers and values them and their stories |
| Our concerns and questions? | <ul style="list-style-type: none"> ● What would motivate people to actually share their stories? ● Project needs strong social media skills from the project manager |
| Volunteer profile | <ul style="list-style-type: none"> ● People who are gardening ● People who are leading community gardening projects across Estonia ● People who are interested in (organic) gardening, edible plants, vegetarian food, and food security |
| What skills and experience are needed? | <ul style="list-style-type: none"> ● Experience in gardening |
| What will participants learn? | <ul style="list-style-type: none"> ● Through a common Facebook group, participants will: <ul style="list-style-type: none"> ○ learn about gardening history ○ gain new information from different stories |
| What tech, data is needed? | <ul style="list-style-type: none"> ● Project will be run on a separate Facebook group, therefore: |

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| | <ul style="list-style-type: none"> ● Knowledge of social media and building and growing Facebook groups ● Plan for posting the questions, tips and stories about the history ● Moderator for the group to keep an eye on posts, lead the discussion, and pick up most interesting and valuable stories. ● Group will be boosted and shared in different gardening groups in order to gain more attention |
| Timeframe | September 2022 – September 2024 |
| Costs | |

Estonian History Museum crowdsourcing plan – Looking for the Members of Estonian Trade Unions

The Estonian History Museum is one of the oldest memory institutions in Estonia as well as one of the country's biggest state museums. The aim of the museum is to study, preserve and mediate materials connected with Estonia's political history, particularly the period of independent Estonia (1918-1940, 1991 and onwards).

The forerunner of the History Museum was the Estonian Provincial Museum set up by Baltic-German intellectuals in 1864. During the Soviet occupation after 1940, the History Museum was renamed the Museum of Revolutions and among other topics, it began to collect artefacts and documents related to the labour movement of the far left. After the restoration of Estonia's independence in 1991, these topics were largely neglected.

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| Name of the crowdsourcing project | Trade union members and activists, their union lives on a wider time span |
| Which collections are involved? | <ul style="list-style-type: none"> • Card index of „Workers' cellar“* (ca 5000 records) • Digitised newspapers collection from National Library <p><i>*„Workers' cellar“ was a branch of history museum, located in the former workers' trade union building in the centre of Tallinn and operated from the late 1950s to the 1980s. „Cellar's“ collections were made up of source material about left-wing trade unions in Estonia during the interwar era and related personalia.</i></p> |
| What does the success of this project look like? | <ul style="list-style-type: none"> • Records of card index have been entered into the database |

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| | <ul style="list-style-type: none"> ● The records' information has been compared with information in the digitised newspapers' database ● Additional information has clear references (e.g. newspaper articles) ● Certain no. data has been collected in this way <p>Also:</p> <ul style="list-style-type: none"> ● The card index has been made available/public for further research ● Discussions in public ● Feedback from volunteers |
| <p>Which audiences would be interested in this crowdsourcing project? Why?</p> | <ul style="list-style-type: none"> ● People (both professionals and amateurs, e.g. biographers, genealogists) who are interested in personal stories ● Wider public interested in history |
| <p>What could our museum learn from trying such a project?</p> | <ul style="list-style-type: none"> ● An important part of Estonian history that has not been studied thoroughly so far |
| <p>How does this project link to the museum's mission?</p> | <ul style="list-style-type: none"> ● The Estonian History Museum's mission is to value the history and culture of Estonia's land, state and people. The project relates directly to this mission. |
| <p>What problem does it address?</p> | <ul style="list-style-type: none"> ● History of trade unions have broader background and place in supplementing society, it is not only "red" history |

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| <p>PROS of the topic</p> | <ul style="list-style-type: none"> ● Broader knowledge of the topic in society ● Card index contains a lot of potentially valuable material about Estonian interwar-era, i.e the 1920s-1930s, (mostly left-wing) trade union activists ● New perspectives on using already digitised material (newspapers) ● Collecting and systematising this data could potentially encourage further research (Scandinavian historians have been very successful with similar topics in their countries, Estonians not so much yet) |
| <p>CONS of the topic</p> | <ul style="list-style-type: none"> ● Workers' cellar's material has not been digitised yet ● The topic still suffers from strong ideological prejudices since, in the Soviet era, trade unions were part of the state control system. As such, volunteers may also be scared away more easily. ● Card index also must pass a thorough analysis and the preliminary selection before it could be made public. That's because it was compiled in the Soviet period, in the 1950s-1980s, and it consists of information about political figures (Lenin, Stalin, Kingissepp, Anvelt etc.), who clearly were not Estonian (left-wing) trade union activists and |

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| | <p>were included purely for propaganda purposes.</p> |
| <p>Our concerns and questions?</p> | <ul style="list-style-type: none"> • Basic critical tools for historical research: can a person without previous experience be able to navigate through very ideologised material of Workers' Cellar? |
| <p>Volunteer profile</p> | <ul style="list-style-type: none"> • Students (out of curiosity) • Genealogists (already a strong network) • Trade union veterans • Other people interested in Estonian history, finding out more about the past 100 years of people's lives in Estonia, getting a closer look about a topic that has been in the shadows for a long time |
| <p>What skills and experience are needed?</p> | <ul style="list-style-type: none"> • Volunteers need to know the "gothic" letters in order to be able to read newspapers • Estonian language, maybe some Russian and German • At least some source critique/information evaluation skills |
| <p>What will they learn?</p> | <ul style="list-style-type: none"> • Analysing historical data • Using search engines • Working with primary sources • Time-management • First-hand experience of historical research |

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| <p>Workflow: how will data move between systems?</p> | <ul style="list-style-type: none"> ● Data from workers' cellar card index ● Data from digitised newspapers ● Trade unions' Members' lists from National Archives ● Bibliographies ● Georeferencing (historical locations, places of residence on maps etc) ● Oral history |
| <p>How could you ensure data quality?</p> | <ul style="list-style-type: none"> ● Having references for every piece of information to make it easier to check the data and to refer to the data in the future. ● Special training of core team members ● We plan to include a professional supervisor /historian for the project, who has a thorough knowledge of the field. S/he would also add an extra layer of information evaluation skills that is very much needed in this case. |
| <p>Costs</p> | <ul style="list-style-type: none"> ● Developing costs ● Skilled project manager ● PR costs |
| <p>Timeframe</p> | <p>We do not have a specific timeframe yet. At the present moment, our interest in crowdsourcing is purely academic for two reasons:</p> <ul style="list-style-type: none"> ● The „Workers' cellar's“ card index must first be digitised so that its data can be compared with the data in the newspapers. |

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| | <ul style="list-style-type: none">• The project is going to need a lot of attention in order to be able to run smoothly. <p>Unfortunately, it is not currently possible for the museum to hire a skilled professional historian specialised in the topic and a special volunteers' co-ordinator.</p> |
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Crowd-sourcing plan for the Hiiumaa Military History Society and Hiiumaa Military Museum - Fate of men from Hiiumaa who participated in WW II and WWI

NGO Hiiumaa Military History Society was established in 2005. Since 2007 it has run the Hiiumaa Military Museum (<https://militaarmuuseum.ee/>). developed from scratch and operational using only volunteers in its daily activities. The daily activities do not only consist of keeping the museum open and organising guided tours along the military routes in Hiiumaa (although it is and remains one of the core functions of the Society, with the museum becoming one of the major tourist attractions in Hiiumaa, hosting more than 5,000 visitors each season in recent years), but also includes research work and actively participating in like-minded national and international networks and projects (such as www.esap.ee or <https://militaryheritagetourism.info/et>).

Despite being only a volunteer-based organisation and receiving no fixed or regular support from the national or local budget to carry out our activities, the museum has been successful. Our members have been involved in a research work commissioned by the Estonian Ministry of Culture aimed at assessing the military heritage objects in Estonia and recommending the most valuable ones for heritage protection, focusing on the Cold War period. The Society members have led the development and continuous update of the Estonian Military History Guide (<https://teejuht.esap.ee/>).

In recent years, together with the Hiiumaa Heritage Society, the museum members have developed detailed information sheets of all the men that participated in World War II (<https://www.mil.hiiumaa.ee/vana/nimekiri/index.html>) and the Estonian War of Independence (<http://www.hiidlased.ee/index.aspx?type=1>) through collecting information about their service, post-war fate, photos and related memories etc. Already these efforts are “never ending”, but the WWII list needs to be technically updated and made accessible as a more contemporary and user-friendly solution. Also, WWI and the Russo-Japanese War deserve attention.

To carry out these tasks we must also involve new volunteers in the work (also with additional skills and knowledge), ensure that the quality of research carried out by the volunteers is sufficiently high, and better understand the expectations and “triggers” of the volunteers and find ways to reach them.

Thus the project led by the Estonian War Museum – General Laidoner Museum provided a suitable framework for analysing these questions in a comprehensive framework provided by the project team. We thank for the opportunity to participate.

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| Name of the crowdsourcing project | Fate of men from Hiiumaa who participated in WWI and WWII |
| What does success look like? | <ul style="list-style-type: none"> ● Number of people identified and included in the database ● Quality of data: birth and parents, activity prior to the service, service information, activity after service, death and burial etc. ● Availability of a photo (preferably from the service period) ● Availability of additional complementary information (personal memories, memories of descendants/relatives / close ones, data published in books/newspaper articles etc). ● Having each statement or presented fact confirmed by a source (archive, published materials, personal info) ● Number of volunteers involved and their level of commitment |
| Which audiences are interested and why? | <ul style="list-style-type: none"> ● Descendants/relatives / close ones of the men who participated – it is the fate of someone, who is important to them ● Local community (especially the younger generations) – to understand what happened during the wars, how many were involved, what the consequences were (killed or lost, wounded, imprisoned, escaped from Estonia consequently etc.) ● Professional and amateur military and regional historians (including museums) – new historical material brought into active use, systematised and quality checked data that could be used for further research ● Genealogists – new information made public. ● NGO Hiiumaa Military History Society – to fulfil its mission and tasks |

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| | <ul style="list-style-type: none"> • Wider public – as the information could be used to develop exhibitions in museums, publish popular materials, organise discussions, create a stronger community feeling etc. |
| What could you learn from trying it? | <ul style="list-style-type: none"> • Modus operandi, including how to involve new volunteers with additional skills and knowledge and how to ensure data quality • New knowledge about the military past of Hiiumaa • New knowledge about the fate of men that took part in either of the wars |
| Which collections are involved? | <ul style="list-style-type: none"> • None directly from the NGO Hiiumaa Military History Society • Various collections mainly from the National Archives of Estonia • Previously published books, articles and other materials |
| Links to mission / main activities of the Society | <ul style="list-style-type: none"> • Yes, directly. |
| Pros | <ul style="list-style-type: none"> • A topic that is relevant for professionals, local community and government, amateur historians and the wider public (as already evidenced by the previous similar initiatives) • A lot of work (both Hiiumaa specific and general) has already been carried out and a lot of information is available, also online • The functional database motor is available • A dedicated core team |
| Cons | <ul style="list-style-type: none"> • Poor quality of the core sources (not preserved, data with mistakes -especially concerning the transcription of Estonian names into Russian) • The database motor has to be adjusted to meet the specifics of either war and cross-access to be developed (i.e. entering data for a man that participated in both of the |

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| | <p>wars has to be made automatically accessible at both databases)</p> <ul style="list-style-type: none"> • All team members may not have the skills to work with quite complicated material. • A small team reduces the speed of work. • Relatives of those who participated in either of the wars are not willing to share the memories they have. |
| How could you ensure data quality? | <ul style="list-style-type: none"> • Each statement or presented fact has to be confirmed by a source (archive, published materials, personal info) – link to the source, date when accessed, date of interview (with its transcription, recording) etc. • At least “4-eye” principle while including men into the database: two persons must confirm the data (especially when it concerns transcribing and translating materials from foreign languages). • Public control as the data will be made openly accessible online with the possibility to provide feedback at once. • Training of team members |
| Costs | <ul style="list-style-type: none"> • Database development and daily maintenance. • Some databases (especially out of Estonia) may have a membership fee. • Public awareness and information dissemination costs • Possible minor ad hoc costs to cover unexpected expenses |
| Dependencies/as sumptions | <ul style="list-style-type: none"> • A lot of work (both Hiiumaa specific and general) has already been carried out, and a lot of information is available, also online. • Poor quality of the core sources (not preserved, data with mistakes -especially concerning the transcription of Estonian names into Russian) • A dedicated core team. • A small number of team members that hinders the speed of work. |

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| | <ul style="list-style-type: none"> • Volunteer-based work, i.e., if one team member cannot participate for a longer period, a replacement has to be found or work rescheduled. |
| What problem does it address? | <ul style="list-style-type: none"> • Insufficient knowledge about the war-time life and service of men from Hiiumaa. • The research could provide some interesting input to the “macrohistory” of the wars. • Possibly new sources will be brought to light, including “microhistory”, such as previously unpublished memories, photos not made public etc. • New research topics will be identified. |
| Questions, concerns? | See Cons above |
| What skills and experience are needed? | <ul style="list-style-type: none"> • Basic skills in German and Russian and ICT (focus on archival materials). • Time management – how much work can I do as a volunteer in a given time? • Team management – how the team will be effectively managed and complemented with new members / replaced, when someone has to leave (affects both the team leader and the individual members) |
| What will they learn? | <ul style="list-style-type: none"> • History • Improve their German and Russian and work with archival materials • Time management • Teamwork |
| What tech, data is needed? | <ul style="list-style-type: none"> • Personal ICT devices and access to the Internet (not a problem) • Improved and adjusted database, built on the current solution |
| Volunteer profile in a nutshell: Who, why, what? | <ul style="list-style-type: none"> • Who – people interested in military heritage, history of their home county, people simply willing to contribute to a “good cause” |

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| | <ul style="list-style-type: none"> • Why – erase “white spots” in the Estonian / Hiiumaa military heritage, to find out more about the past of their home county and close ones, to build a community feeling and contribute to a “good cause” • What – to work in a suitable capacity (work in archives, reading books, working with the database, communicating with the locals etc.) |
| <p>Who already uses your collections - as researchers, visitors, donators, volunteers?</p> | <p>The question should be posed from a slightly different angle, as the work we have insofar done is based on mostly not using the material we have in our collections. Let it be rephrased: <i>“who has already contributed to your focus and mission using the materials in other collections, museums and memory institutions from various perspectives?”</i>.</p> <ul style="list-style-type: none"> • Researchers (both professional and amateur) have contributed to creating new knowledge and improving databases concerning the military heritage and history pertaining to Hiiumaa. • Visitors and donors have mainly contributed to increasing the number of artefacts displayed in the museum and on a smaller scale, also to create new knowledge (especially in cases when they have “discovered” an item in the exhibition that is somehow related to them, or they might have a similar item at their home). • Volunteers have contributed to both strands. |
| <p>Who might be interested if time and distance were no barrier</p> | <ul style="list-style-type: none"> • Researchers (both professional and amateur), as Estonian military heritage and the history of Hiiumaa on a wider scale still need to be studied and published thoroughly. • Volunteers to assist the researchers, even those who are not directly interested in (military) history, but in local culture, ways of living, community development and inclusion etc. |

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| <p>What would motivate them to help?</p> | <ul style="list-style-type: none"> ● Possibility for professional development (especially the researchers) ● Clear understanding of the result the “good cause” has (especially the volunteers). ● Possibility to take part and contribute to the local development (both) ● Public acknowledgement in Hiiumaa for their work/activities |
| <p>What skills do they have or need?</p> | <ul style="list-style-type: none"> ● Basic understanding of Estonian (military) heritage and familiarity with the local state of play (e.g., local surnames and village names) ● Basic command of German and Russian ● Basic ICT skills (Excel, Internet, e-mail) and working experience with the National Archives of Estonia repository “Saaga” ● Communication and team-working skills, including time management ● Good contacts with local people is preferable |
| <p>How would you reach them?</p> | <ul style="list-style-type: none"> ● Through present networks, such as Hiiumaa Heritage Society (http://www.hiiumaamuinsuskaitsetseelts.eu/index.html), Estonian Heritage Society (https://muinsuskaitse.ee/), Facebook community “Ajalooline Hiiumaa” ● Targeted approaches towards people, who have once committed their effort but have withdrawn during the last years. Personal approach to explore the possibilities of their reinvolvement on the terms suitable for them. ● Tartu and Tallinn University history students by providing a possibility to develop their course work, BA thesis or similar on the military heritage of Hiiumaa ● Working with local community leaders and village elders ● Public awareness raising and general information dissemination |

Having analysed the state of play and potential for crowdsourcing in the Hiiumaa Military History Society and Hiiumaa Military Museum, we have come to the following main conclusions:

1. Our current efforts and work provide a sufficiently strong basis for further development. We are well established in our specific sector, have good cooperation networks and reputation together with a dedicated team of volunteers.
2. We have a vision for the future, but clearly see also the risks related to acting as a volunteer-based organisation.
3. Crowdsourcing, the further involvement of volunteers and thus stressing the role of citizen science in society could help us further. We have outlined the main strands that we intend to implement in the coming years.

Orissaare Military Museum crowdsourcing plan – involvement of private collectors

Orissaare Military Museum focuses on collecting, researching, preserving and exhibiting Estonian military heritage from the 20th century. The collections are mainly based on the private collections (approximately 12,000 items) of the founding members, deposited currently into the museum. The museum is open for all private collectors and military history enthusiasts to join the museum, develop new joint initiatives and exhibit the collections in the museum premises.

| Name of the crowdsourcing project | Involvement of private collectors |
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| Which collections are involved? | <ul style="list-style-type: none"> • There are numerous private collectors across Estonia interested in the military heritage of the 20th century • Often they are "passive" – they collect and research privately, but do not share the information, exhibit the collections or publish their findings. <p>If they pass away, the heirs might not understand the value of the collection (destroy it, sell it as separate items).</p> <ul style="list-style-type: none"> • Number of private collections yet to be identified/agreed on making their existence known • The collection types differ: photos, uniforms, badges of honours, military equipment (helmets, badges), weapons, and documents |

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| <p>What does the success of this project look like?</p> | <ul style="list-style-type: none"> ● Number of new collectors identified/known ones activated ● Number of agreements conducted for new initiatives (cooperation project, temporary exhibition, deposition in the Museum or other) ● Number of initiatives implemented, resulting in the increased number of visitors to the Museum and in its visibility. |
| <p>Which audiences would be interested in this crowdsourcing project? Why?</p> | <ul style="list-style-type: none"> ● Private collectors (and their heirs) ● Military heritage enthusiasts ● Historians ● (On an impact level the visitors to the museum, who benefit from a higher quality exhibition) ● The core audiences are anyway interested in the topic, but they need to be brought together and encouraged to display their activities. |
| <p>What could our museum learn from trying such a project?</p> | <ul style="list-style-type: none"> ● Experience – negotiation and involvement ● What methods (typically) work and what not ● If successful, new knowledge about Estonian military heritage and the possibility to display currently “unknown” items |
| <p>How does this project link to the museum’s mission?</p> | <p>It links directly to the mission of the museum.</p> |

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| Pros | <ul style="list-style-type: none"> ● Possibility to save valuable military heritage items ● Possibility to display them to the interested visitors in the Museum ● Possibility to develop new initiatives |
| Cons | <ul style="list-style-type: none"> ● Need to convince the owners to change their mindset ● Fear of 'losing them" (indirectly or through theft from another location) ● The collections might not be as valuable as the owners have shown off to the public |
| How could you ensure data quality? | <ul style="list-style-type: none"> ● Professional experience of the Museum and thorough know-how of the Estonian 20th-century military ● Possibility to involve additional expertise and know-how from Estonian War Museum, other museums, and universities. |
| What does 'data quality' mean to you? | <ul style="list-style-type: none"> ● The items in the private collections have been evaluated from a scientific point of view ● The description of the items corresponds to the available scientific knowledge ● The private collectors have not "exaggerated" and it is possible to (dis)prove the case |
| Dependencies / assumptions | <ul style="list-style-type: none"> ● What has hindered the private collectors insofar to come forth ● Possible 'competition" with other Estonian military museums |

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| | <ul style="list-style-type: none"> Needs time and voluntary effort from the Museum to identify and evaluate the private collections |
| What problem does it address? | <ul style="list-style-type: none"> Valuable 20th century Estonian military heritage will be brought into active use (and even not-so-valuable will not be lost) Improving cooperation between Estonian military heritage enthusiasts and collectors |
| Our concerns and questions? | <ul style="list-style-type: none"> What has hindered the private collectors insofar to come forth? Are the collections indeed so valuable as hinted? Do we have information about all relevant collections? How much time/manpower will the implementation require and how can it be combined with what is available? |
| Volunteer profile | <ul style="list-style-type: none"> People already attached and committed to the work of the Museum Or new ones – given a clear focus to implement this Operation In both cases, knowledge in the field is required <p>They would like to be engaged because they want to improve the Museum and bring Estonian military heritage into daylight.</p> |
| What skills and experience are needed? | <ul style="list-style-type: none"> Negotiation skills |

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| | <ul style="list-style-type: none"> ● Excellent knowledge and know-how about 20th century Estonian military heritage ● Team skills ● Time management skills ● Budgeting skills – if the collection would indeed be exhibited, what are the costs? |
| What tech, data is needed? | <ul style="list-style-type: none"> ● Directly none (for collection improvement) |
| Workflow: how will data move between systems? | <ul style="list-style-type: none"> ● The items deposited in the Museum will be “legalised” and described following the Museum’s collection policy ● If the Museum joins the Estonian Museums Public Portal, the data about the items will be incorporated according to the standards and requirements then in force |
| Plan to evaluate success | <ul style="list-style-type: none"> ● Number of new collectors identified/known ones activated ● Number of agreements conducted for new initiatives (cooperation project, temporary exhibition, deposition in the Museum or other) ● Number of initiatives implemented, resulting in the increased number of visitors to the Museum and in its visibility. ● Number of new volunteers involved in the Museum activities |

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| <p>Costs</p> | <ul style="list-style-type: none"> ● Difficult to estimate, as depends on the collection/items (and their present quality) and their depositing / exhibiting criteria (light, humidity, temperature, safety) |
| <p>FAQ (Frequently Answered Questions) for participants</p> | <ul style="list-style-type: none"> ● How do I find information about the private collection? ● How do I contact its owner? ● Do I have the necessary skills to do it? ● Do I have the capacity to give an initial evaluation of the collection? ● What skills do I lack? ● From where can I find relevant additional know-how and information? |