

Collecting Social Photography

Connect to collect, the social dimension of collecting.

Bente Jensen, Elisabeth Boogh, Kajsa Hartig and Anni Wallenius

- Documenting social processes and movements. 2019, Riksarkivet, Oslo

Outline of presentation

- Intro of project
- Our understanding of the definition of **social** digital photography and the relation to archives
- Presentation of selected case studies
- a bit about Collecting prototype
- Conclusions



Collecting Social Photo is a project spanning over three years (2017-2020), researching how museums and archives can change, how we work with photography collections in the age of **social media**.

Collecting Social Photography (CoSoPho)

A collaborative research project between The Nordic Museum, Stockholm County Museum, The Finnish Museum of Photography, Aalborg City Archives and the Department of Social Anthropology at Stockholm University.

A reference group with eight researchers from Denmark, Finland, Sweden, and Great Britain.

funding

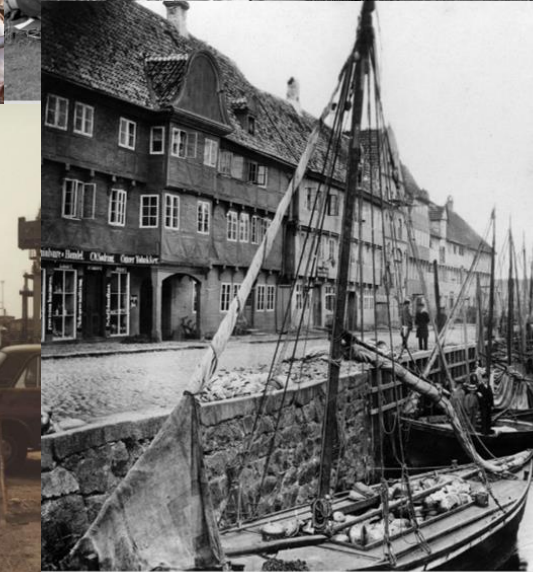


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An ocean of photographs - yet not there for the future

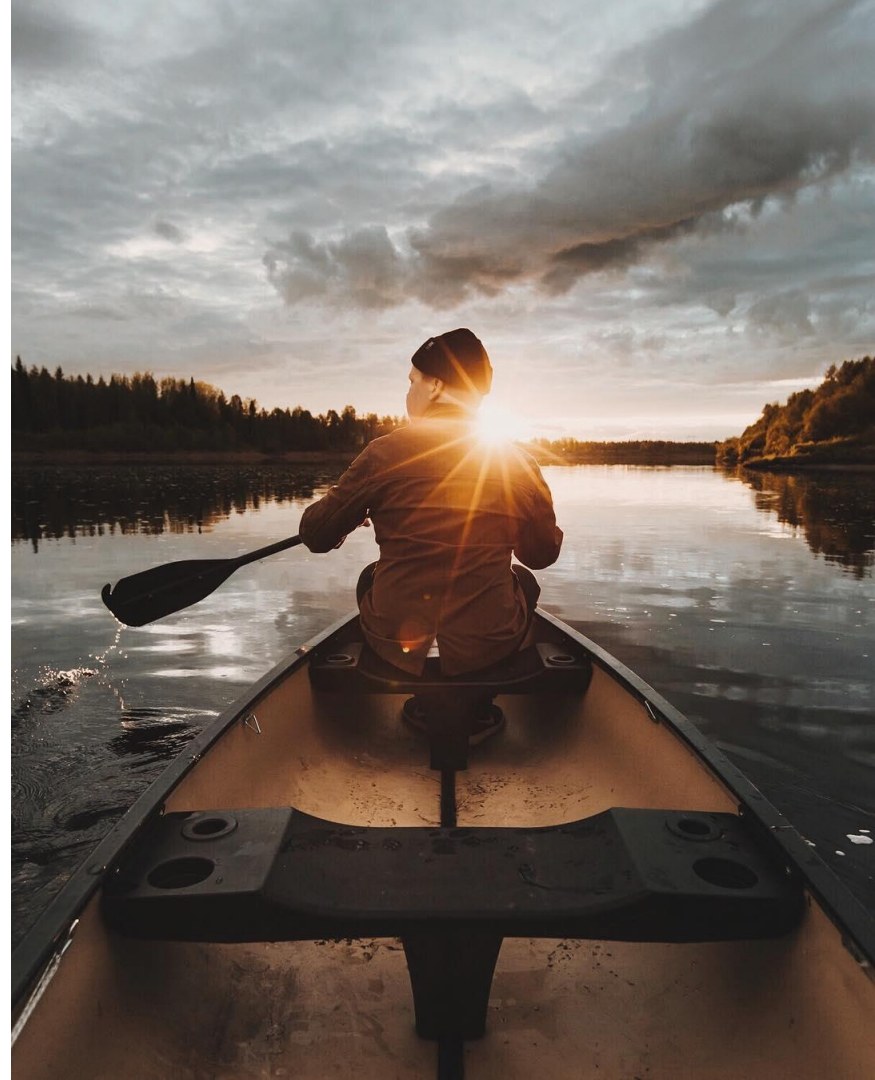


Photo: Konsta Linkola
@konstalinkola

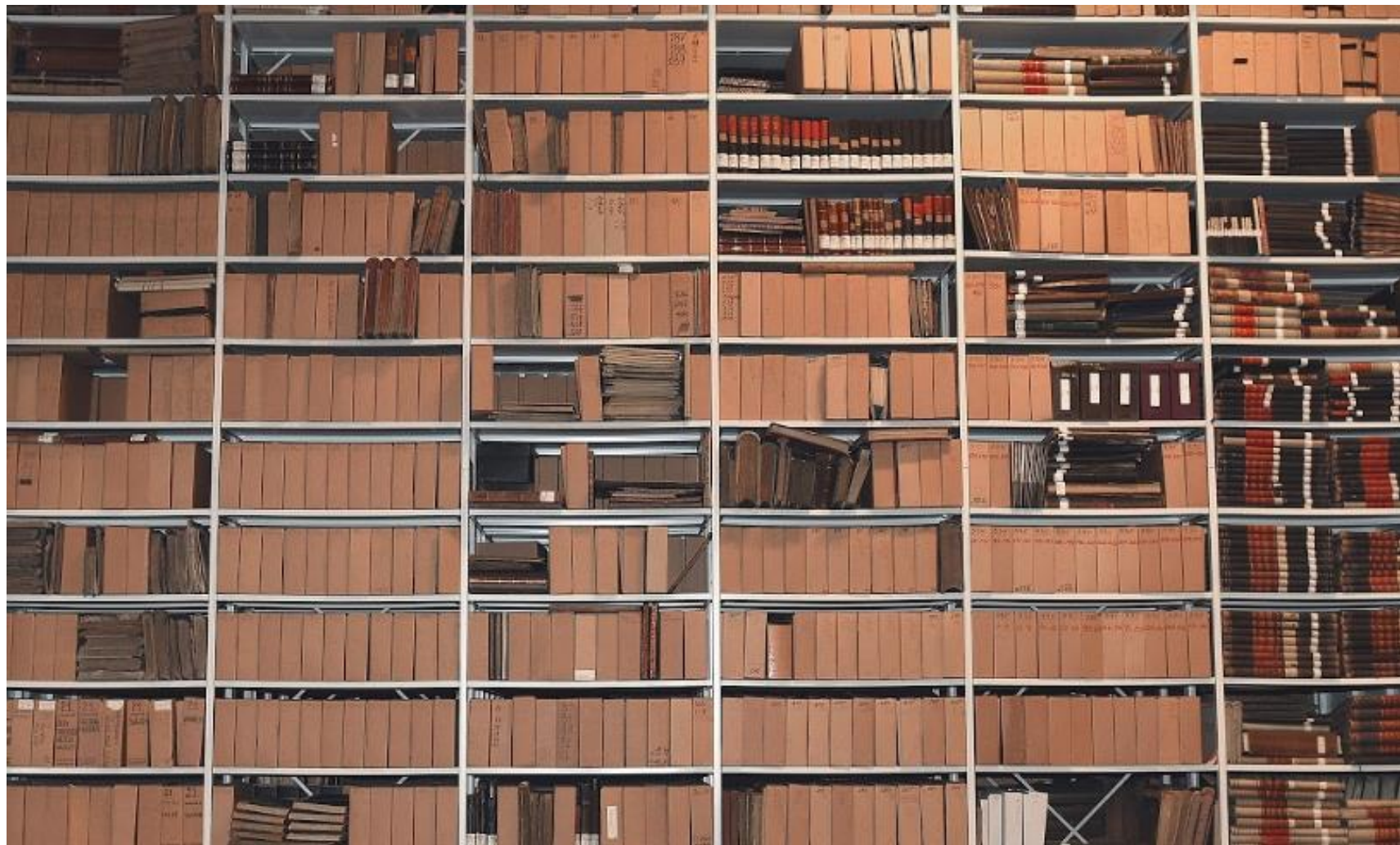
Social Digital Photography

Dependent of its context, being an **assemblage** of geodata, motif, text, emojis, likes, shares and networks.

Social photography can be regarded as a form of **communication**, where the visual resembles words and language.

Social media as archives





Vi samlar dina minnen



Bente Jensen, Nordiska museet. • Aalborg, Danmark.

Lägger du upp bilder i sociala medier?

Case studies- practices and visibility

1. Collecting **IRC-Galleria**, The Pre-History of Finnish Visual Social Media
2. **Social Media Diaries** - Documenting visual practices with social media users (Finland)
 1. **INSTA-SUOMI** - documenting Finnish Instagram
 1. **Family Living**- the true story - Collecting from Facebook (Sweden)

1. Collecting IRC-Galleria, The Pre-History of Finnish Visual Social Media



**case study:
Family Living -
the true story**

**Stockholm
County Museum**



Case studies, methods of curating/selection

- User-generated
- Co-curated
- Institution curates
- ~~Big data and harvesting~~

Case studies- places

1. The social image of the town **Södertälje** (Sweden)
1. The social image of the town **Aalborg** (Denmark)
1. **#Mygandrup** (Denmark)
1. **#weloveaalborg** (Denmark)



#södertälje

Case study by
Stockholm County Museum and Nordic Museum

#weloveaalborg

Case study by Aalborg
City Archives



Photo: @thedanishimagemaker

Methods of the case

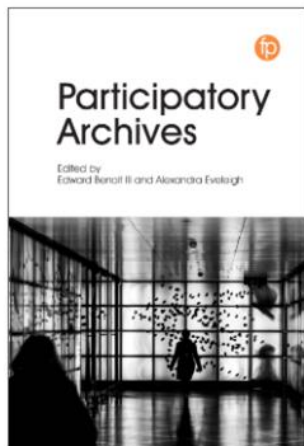
- The method is to experiment with digital curation methods using a #hashtag (on Instagram), and to initiate user involvement in the collecting process
- and develop user-involving methods: Instawalks, account takeovers, cooperation with local partners



Photo: @ingemn

(Hash)Tagging with the Users: Participatory Collection of Digital Social Photography in Museums and Archives

Bente Jensen, Elisabeth Boogh, Kajsa Hartig, Anni Wallenius in:



Apr 2019 | 208pp

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Participatory Archives

Edited by EDWARD BENOIT, III and ALEXANDRA EVELEIGH

About the book

About the author

The rise of digitisation and social media over the past decade has fostered the rise of participatory and DIY digital culture. Likewise, the archival community leveraged these new technologies, aiming to engage users and expand access to collections. This book examines the creation and development of participatory archives, its impact on archival theory, and present case studies of its real world application.

Participatory Archives: Theory and practice is divided into four sections with each focused on a particular aspect of participatory archives: social tagging and commenting; transcription; crowdfunding; and outreach & activist communities. Each section includes chapters summarizing the existing literature, a discussion of theoretical challenges and benefits, and a series of case studies. The case studies are written by a range of international practitioners and provide a wide range of examples in practice, whilst the remaining chapters are supplied by leading scholars from Australia, Canada, Denmark, the Netherlands, Norway, the United Kingdom, and the United States.

This book will be useful for students on archival studies programs, scholarly researchers in archival studies who could use the book to frame their own research projects, and practitioners who might be most interested in the case studies to see how participatory archives function in practice. The book may also be of interest to other library and information science students, and similar audiences within the broader cultural heritage institution fields of museums, libraries, and galleries.

#Mygandrup

- The case study #mitgandrup met the need for a rural small town case study in the CoSoPho project. The other place studies are based on explorations of relatively big cities



#Mygandrup

During the process it also became evident that the case study could illustrate, what role local archives can play in the creation of contemporary identity and image making of a place.



#Mygandrup

A case study by
Hals Archives
and Aalborg City
Archives



Del dit Gandrup med os andre og med Hals Arkiv.

Frem med mobilen eller kameraet og vis os dine bedste fotos af Gandrup - din vej, dit hus, din gård, dine marker, din skole, dine dyr, din fritid...

Du kan dele så mange billeder du har lyst til, på [#mitgandrup](#)-facebookside eller tagge dine fotos på Instagram med hastag [#mitgandrup](#) fra 8. til 31. maj.

Hals Arkiv udvælger 20 fotos, der udstilles på Gandrup Sundheds- og Foreningshus i juni 2019.

Der trækkes lod blandt alle [#mitgandrup](#) fotos om fem "fredagshyggepakker".

Terrorist attack in Stockholm

Case study by
Stockholm County
Museum
and Nordic Museum



105 OBJECT RESULTAT

SAMLING: DOKUMENTATION 14.53

DS2017-00009
7 april 2017DS2017-00015
Var inte räddaDS2017-00016
Det är synd om människorna!DS2017-00018
Viktigt meddelandeDS2017-00024
LasbilanDS2017-00021
Blomtiäckt polisbilDS2017-00023
CoexistDS2017-00024
Tår i ögaDS2017-00025
Polisen

Vi samlar dina minnen



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#openstockholm

Fotograferade du och/eller postade du bilder i sociala medier i samband med terrordådet på Drottninggatan i Stockholm den 7 april 2017? Delade du bilder med hashtag till exempel #openstockholm, #prayforstockholm eller #tillsammansärvistarkast? Har du kvar bilder i din mobiltelefon? Ladda upp till Minnen.se och bidra till att berätta om händelserna och om varför du valde att fotografera.

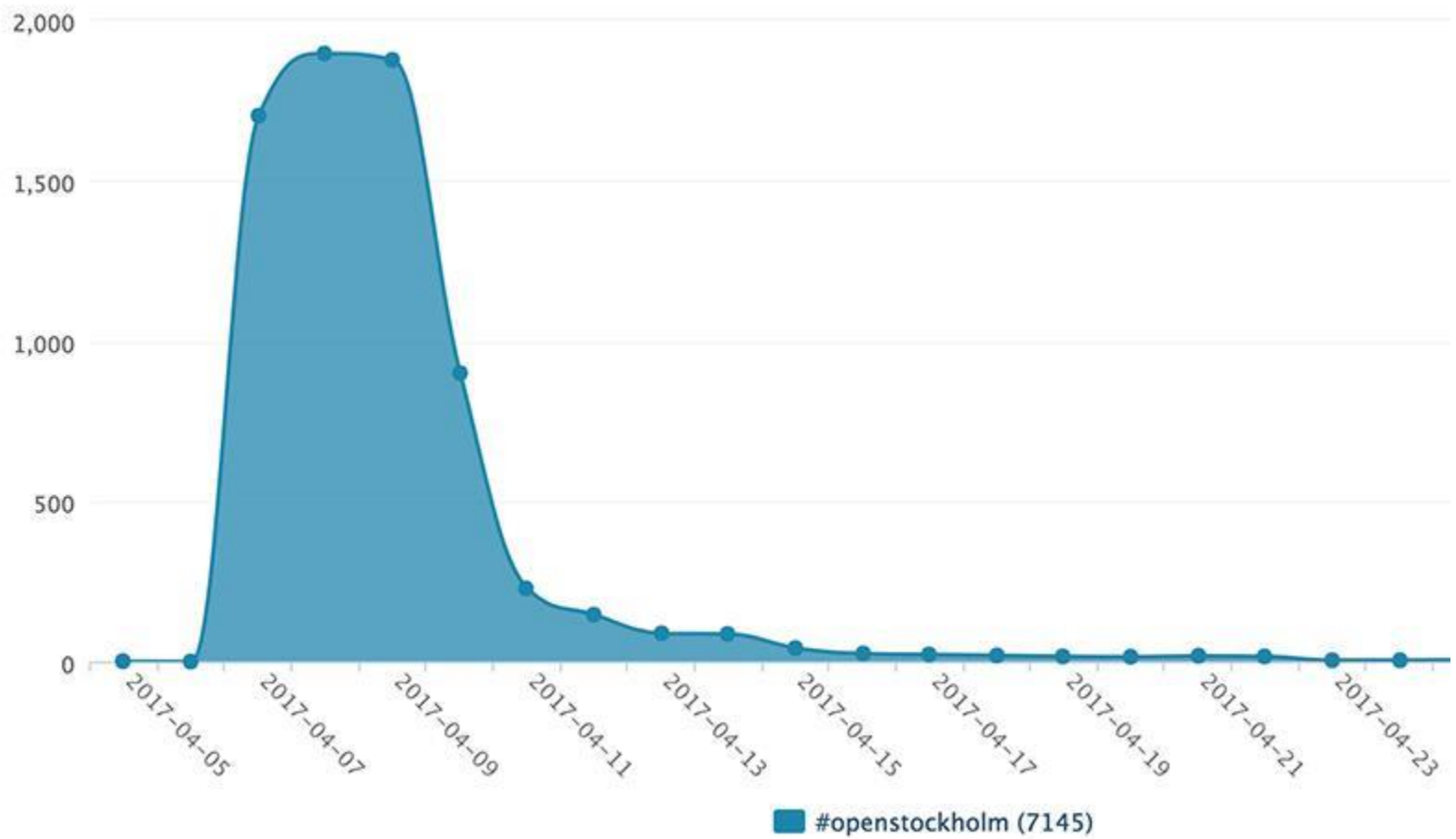
Svara på några korta frågor och dela med dig av dina bilder, så sparar Nordiska museet dem för framtida generationer!

[Läs mer...](#)

+ Lämnna minne

Var med och skriv en del av Sveriges historia

Minnen.se är en webbplats där museer och arkiv samlar privatpersoners erfarenheter, kunskaper och minnen. Alla kan bidra, med berättelser, fotografier och film, som sparas för framtiden i en gemensam minnesbank.



Conclusions

- Audience engagement
- New work practices e.g. collect in real time
- Adequate infrastructures
- need for **new tools** →

Mobile Prototype:



work in progress





Indsamling af Social Fotos

Bidrag med dine sociale digitale fotos til arkivet. Læs mere

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The Coop in Gandrup

Outside the supermarket

📍 Gandrup, dDenmark

📅 June 6th 2019

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SUPERMARKET

[Related photos](#)

Conclusions from case studies

- Audience engagement and collecting are merging
- Changing role of the archivist/curator
- Need for quick and agile methods and infrastructure
- Collecting real time potentially allows for collecting more rich **context information** and metadata – added value for photo collections



Save the date! **Connect to Collect**

When: March 19-20, 2020 ▶ Where: Nordiska museet, Stockholm, Sweden

This two-day conference marks the end of the three year Nordic research project, *Collecting Social Photography*. The conference will focus on two key areas: 1) the *Collecting Social Photography* project, its case studies and its recommendation, and 2) the concept of social digital photography and the practical, ethical and political considerations for museums and archives in collecting it.

Check back for more information on registration, program and practical information in the early autumn 2019.

Thank you!

Tack! Tak! Kiitos!

For more information about the project:

Blog: <http://collectingsocialphoto.nordiskamuseet.se>



@photocollecting