Crowdsourcing in history projects in local archives of Portugal and England: a comparative analysis

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ABSTRACT

This paper aims to analyze citizen participation in the construction of local memories, mediated by memory institutions, in particular, local or municipal archives, comparing participatory levels of online crowdsourcing projects in Portugal and England. It also intends to identify and understand how these local archives are developing and integrating in their services, collaborative forms of information organization. The purpose is to establish a comparative framework between the two countries so that positive or negative aspects are highlighted, and allow good practices to be replicated.

The research begins with the concepts of web 2.0, citizen participation, crowdsourcing and crowdfunding. Starting with the analysis of official statistics of internet usage and technology trends in both countries, the methodology is based on an online survey of the presence of local/municipal archives on the web (sites of the institutions) and on social networks, followed by a comparative analysis of its presence and levels of interactivity and collaborative mechanisms placed at the citizen's disposal, as well as the adhesion level to these projects.

The most outstanding result is the enormous difference in the performance of local memory institutions: whereas in England the online presence is dominant and encompasses all reality, in Portugal only 37% of the local archives have an online presence.

The same is true regarding their adherence to social networks, which in England has significant levels in different platforms, while in Portugal it represents only 5%, and is practically linked to a single platform: Facebook. The strategy of providing information online, and linking it to local history and genealogy projects, is a critical success factor in England, where the growth archive audience for online services is increasing, though fewer people are visiting archives in person, as recognized in surveys conducted by the National Archives.

Recognizing the key role that local archives play in preserving and disseminating the history of cities and the role that this information can play in making strategic decisions, we highlight good practices and what still needs to be done.

We also conclude that information of local interest is one of the main subjects for online municipal archives users/followers.

KEYWORDS

Local archives, Participatory heritage, Collaborative participation

1 INTRODUCTION

The arising of the World Wide Web has revolutionized the way users, customers, and citizens relate with information. Furthermore, the development of collaborative tools in Web 2.0 has contributed decisively to the collaborative construction of knowledge, making use of collective intelligence in which all are simultaneously information consumers and producers.

The main objective of this paper is to analyze citizen participation in the construction of local memories, mediated by memory institutions, with emphasis on local or municipal archives, comparing participatory levels of online crowdsourcing projects in Portugal and England.

To do so, a study on how Portuguese and English municipal archives have adapted to this virtual reality and what use is made of the Internet to access and availability of the document/information produced in the exercise of their

activity and that they preserve, making possible global access to local knowledge.

In the first section of the paper we make a literature revue on crowdsourcing and crowdfunding in memory institutions. After, we present the results on the presence of local archives on the World Wide Web and web 2.0 platforms in both countries, and the crowdsourcing projects found related to local history, in comparative analysis. In the discussion we point out the positive and negative aspects of the crowdsourcing collaboration and we present best practices to be followed.

Recognizing the key role that local archives play in preserving and disseminating the history of cities and the role that this information can play in making strategic decisions[1], helping make smarter cities[2].

2 Crowdsourcing and Crowdfunding in memory institutions

2.1 Web 2.0 and collaborative tools

The development of collaborative tools in Web 2.0 has contributed decisively to the collaborative construction of knowledge, making use of collective intelligence in which all are simultaneously information consumers and producers.

Web 2.0, a concept that appears for the first time in 2004, is characterized by a change of attitude, more than a new technology, where active and collective participation are present in the creation, edition and publication of content. The Web 2.0 concept, which may be the source of a new communication model, has changed the way information institutions work by including a philosophy of openness, inclusion, tolerance for disorder, and valuation of the "amateur" contribution (Carver, 2008: 3).

Web 2.0 collaborative tools, namely blogs, Facebook, Twitter and Flickr, although not have been designed specifically for the purpose of disseminating institutional information, are being used by memory institutions to disseminate their digitized collections, to engage a broader audience in the construction of knowledge.

These platforms, mostly free and easy to edit, also allow interacting with an audience, who may never enter a physical archive building (Sinclair, 2011: 5), and give visibility to archives in society. The information, today, became the object of study and work of the archivist, verifying an increase in the potential to generate content for the web (Acuña and Agenjo, 2005: 408). At the same time, there is an increase in the expectations of users (increasingly digital) and the archives seek to gain visibility and improve the quality of access to information, because only public access justifies and legitimizes custody and preservation (Silva, 2006: 21).

In fact, for many authors, the real revolution is in the change of attitude in which users are no longer information consumers but participatory elements in the development and management of content. The connection to users, no longer passive actors but interveners in the process of knowledge construction, has had a great impact on the development of new services (Margaix Arnal, 2007: 95).

For Adam Crymble, Web 2.0 is not limited to expensive or technologically advanced services; neither does it have to involve tagging. A memory institution need not to adopt all Web 2.0 services to offer an effective, web-based outreach program. There are many tools under the Web 2.0 umbrella that can help to serve the mandate of an information service without requiring heavy investments of time or money. These tools fall under the blanket terms of "social media" or "social networking," which refer to an increasing number of online services, almost all free (Crymble, 2010: 128).

For O'Reilly (2005), the Web 2.0 applications are those that take advantage of the intrinsic features of the Web in a permanent upgrade of services, and improve as many people use it, including individual users, who offer their own data to be reused by others in 'an architecture of participation' net.

The collaborative tools available for Web 2.0 changed the way information is outreached and accessed, especially due to the participation of users, and archives, libraries and museums will tend to develop the ability to fit the cyberculture reality and to follow the evolution of technology (Silva, 2013).

The tools made available by Web 2.0 can be used by information professionals, since the ubiquity of the Internet

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[1] Several authors study public participation in urban planning (Brabham, 2009; Morgado *et al.*, 2015; Bernardino & Santos, 2016).

[2] To an approach of the concept of "smart city", see, for example, Al-Nasrawi, *et al.*, 2015; Bernardino & Santos, 2016; Cartaxo *et al.,* 2017.

allows greater visibility to a larger number of users, and being able to involve the public is a way of bringing archives out of the darkness and showing them as centres of culture, heritage and social concerns (Sinclair, 2011: 1), since the work developed by archives aims to meet the information needs of a countries' citizen (Sinclair, 2011: 6).

Memory institutions 2.0 seek in users a source of participation in the construction of knowledge, in a lively exchange of information, experiences and knowledge.

2.2   What is citizen participation?

Citizen participation, or participatory democracy, outcomes from a new philosophy of organizations management based on evidence rather than assumptions, the so-called New Public Management (NPM) or New Management of the public "thing" that imposes that the public organizations assume a new, dynamic and flexible posture in search of new solutions for its sustainability, without detracting from its nature and mission.

It can be summarily defined as a set of methods and techniques that allow a slow but continuous intervention of the citizens in the decision making in the management of public products and services.

The philosophy of the NPM requires the "rejection" of the bureaucratic management model, new logics of the organizations' functioning, and new answers from the various services, which are now faced with the categorical imperative to justify the necessity of their existence and, more than that, their value to citizens.

"The administration of the outward-oriented administration, which is characterized by efficiency and effectiveness concerns, is New Public Management, which sometimes adopts private or business management techniques. Public Administration assumes the responsibility of meeting citizens' particular needs and changing bureaucratic behavior fostering leadership, innovation, felicity and accountability for results" (OECD, 2001).

In this context, it is assumed that social welfare is intrinsically associated with an effective change in the lives of citizens and this presupposes that the focus be placed on everything that is very common, namely the local memory and public or private services, which contribute to the reclamation, conservation and diffusion of the history of a country, a locality, an individual...

This perspective, which takes on particular importance as a result of the global crisis that began at the turn of the

millennium, and which was accentuated in 2007, presupposes that the happiness and well-being of individuals can only be achieved through a partnership of organizations that place the emphasis on what is common to a society such as political parties, social dynamics or the state and its various services.

Inherent in this perspective is the shift from a welfare state and interventionist to a state that encourages decentralization and promotes the reduction of its intervention in society.

This new concept of State prioritizes the provision of more efficient and modern services, although supported in smaller budgets and the target of continuous evaluations of performance and accountability.

This new logic underlying the exercise of Public Management leads to a redistribution of power between the State and citizens and to the establishment of advantageous relations for social development, namely a greater and more detailed knowledge of the social reality and the needs of the different social groups, a change of mentalities of the agents of government and a greater transparency of the public services.

2.3   What is crowdsourcing?

From a terminological point of view, we are dealing with a neologism that results in a term composed of a "crowd" and "source".

This term was first used in 2006 in an article written by Jeff Howe for *Wired magazine* to designate a new collaborative business model to monetize the collective creativity available on the Web.

From a conceptual point of view, we can translate this term, of American / British origin, as the wisdom of the crowds, which from the management point of view is attributed to the so-called synergetic effect of organizations and which is very popular in the Information Society under designation of virtual communities.

Thus, it is considered that the participation / intervention of the clients in the process of co-creation of products or services allows to increase the competitive advantage of the organizations and to lead to the total excellence of the organizations performance.

The question that needs to be answered in this communication is how municipal archives can contribute to

this social change, to promote a more democratic society and to integrate these new dynamics into its management?

As regards the contribution of Information Systems to participation, *the Lyon Declaration on Access to Information and Development* (IFLA, 2014).

aims to be on the United Nations agenda (2016-2030) for the Millennium Development Goals and establishes as principles that:

"Sustainable development aims to ensure long-term socio-economic prosperity and the well-being of people everywhere. The capacity of governments, parliamentarians, local authorities, local communities, civil society, the private sector and individuals to make informed decisions essential to achieve this goal.

In this context, the right to information would be transformational. Access to information supports the development, empowerment of people, especially the marginalized and those living in poverty, in order to:

- Exercise their civil, political, economic, social and cultural rights.

- Economically active, productive and innovative.

- Learn and apply new skills.

- Enrich your identity and cultural expressions.

- Take part in decision-making and participate in an active and engaged civil society.

- Create community-based solutions for development challenges.

- Ensure accountability, transparency, good governance, participation and empowerment.

- Measure the progress of public and private commitments to sustainable development."

In section 4 of this declaration, which concerns access to and selection of information, it is stated that:

"Information intermediaries such as libraries, archives, civil society organizations, community leaders and the media have the skills and resources to help governments, institutions and individuals communicate, organize,

structure and understand the data that are critical to development. They can do by:

a) Providing information on basic rights, public services, environment, health, education, job opportunities and public spending that support local communities and individuals to guide their own development.

b) Identifying and focusing attention on relevant and urgent needs and problems among the population.

c) Connecting stakeholders beyond regional, cultural and other barriers to facilitate communication and exchange of development solutions that can have a greater impact.

d) Preserving and guaranteeing permanent access to cultural heritage, government registers and information, through the management of national libraries and archives and other public heritage institutions.

e) Providing forums and public spaces for greater participation by civil society and involvement in decision-making.

f) Offering training and developing skills to help people access and understand the information and services most useful to them."

Underlying the articulation of this statement is a humanist vision of the world and a new perspective on Information Science, understood as a Social Science.

This new paradigm of Information Science leads to a new worldview of Archive Information Systems, understood as one of the nodes of the network of complex relationships that are established in the Information Society / Knowledge Society, as stated by Brabham: "crowdsourcing might better fit the shape of democracy in the realities of an increasingly networked information society." (2009: 246).

Thus, what defines a Municipal Archive is that its values result from the relationship established with the community, that is, it is the citizens who determine what the organization should be through participatory Dynamics.

Corburn urges that "local knowledge should never be ignored by planners seeking to improve the lives of communities experiencing the greatest risks" (2003: 420).

2.3 What is crowdfunding?

From the methodological point of view, this is an Anglicism that results in a term composed of "crowd" and "funding".

The first funding platform, crowdfunding Kickstarter[3] was launched in 2009 in the US and can be understood as a system of mass funding of projects through physical donations or, thanks to the potential of the Internet in this field, from campaigns usually launched in virtual environments, through so-called social media, such as blogs and social networking applications.

Some authors consider that we are dealing with a model of micropatronage or microfinance, where all the elements of a community can participate through donations whose amount varies according to the financial capacities of the individuals.

In this context, we can consider crowdfunding as a funding or fund-raising model, particularly suited for non-profitoriented projects, based on small contributions from a relatively large number of individuals.

3 RESULTS AND DISCUSSION

3.1 Local archives of Portugal and England: Administrative organization

Municipal archives are those who have records of a town, city, or other local government body (SAA, 2005). Shortly, one can consider municipal archives as the natural product of municipal activity (Peixoto, 2000: 51), as repositories of administrative acts practiced and expounded on diplomas (Ribeiro, 1998, 280), as keeping memory and experience of local administration, as well as indispensable agents of continuity of action and preservation of municipal rights (Peixoto, 2002, 104). But the municipal archives are not only composed of records of the camaraderie activity. They have accumulated over time archives from various sources: from other municipalities (Town Councils), from extinct administrative bodies (County Administration, Provedorias, Court of Orphans), Confrarias and Misericórdias, personal and family archives, associations, etc.

The Portuguese municipalities have their genesis in the medieval period and from an early age the archives have recognized their institutional legitimacy through the "Ordenações Afonsinas", the "Ordenações Manuelinas" and

later with the "Ordenações Filipinas" that coined their mission and objectives (Peixoto, 2005: 81).

In Portugal there are 308 municipalities distributed by 18 districts (Figure 1): Aveiro (19 municipalities), Beja (14), Braga (14), Bragança (12), Castelo Branco (11), Coimbra (17), Évora (14), Faro (16), Guarda (14), Leiria (16), Lisboa (16), Portalegre (15), Porto (18), Santarém (21), Setúbal (13), Viana do Castelo (10), Vila Real (14) e Viseu (24), Madeira (11) and Azores (9). For this paper, the municipalities of the autonomous regions of Madeira and the Azores were excluded because the municipal archives were found to be mostly located in the respective regional archives.

Figure 1: **Map of Portugal**

Portuguese municipal archives are configured as services of municipal councils whose functions are: management of documentation / information produced and received within the scope of the activities of the archives, conservation and preservation of documentation / information of permanent conservation of the body for which they are protected , and the incorporation and safeguarding of extinguished archives of diverse origin (public and private, of collective and singular entities, religious and associative, personal and familiar). As municipal council services, they also have the primary functions of facilitating access and contributing to the communication and dissemination of the archival information / documentation for which they are responsible and for which they are held responsible. The choice of this typology of archives, for the accomplishment of the present work, is due to the fact that they are services of public organisms, the municipal chambers, that are entities that are, at the outset, closer to the citizens.

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[3] https://www.kickstarter.com/

In Portugal, the PARAM (Municipal Archival Network Support Program) signified an important change and it is consensual in the literature that there is one before and one after PARAM. The program was launched in 1998 by the Portuguese Institute of National Archives / Torre do Tombo with the purpose to support municipalities in the planning and construction of the municipal archives network (INSTITUTO, 2008: 7).

This support was set up in five levels of a support program, mainly aimed at building infrastructures, and between 1998 and 2003 it supported 112 municipal archives services in mainland Portugal and autonomous regions. During the last two decades the fundamental concern of the municipal archives has focused on the organization of documentary funds and the modernization of facilities, especially thanks to this program.

The structure of local government in England is different, with nine regions forming the highest tier of sub-national division (Figure 2). Local government in England does not follow a uniform structure; therefore, each region is divided into a range of further subdivisions. London is divided into London boroughs while the other regions are divided into metropolitan counties, shire counties and unitary authorities.
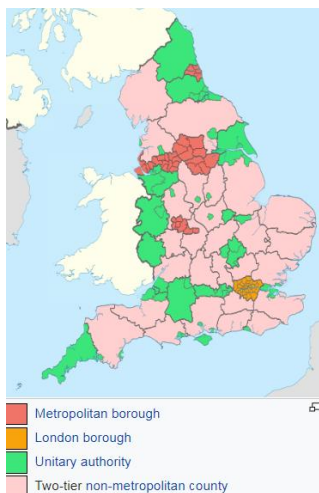

Figure 1: **Map of England**

The history of English municipalities has a long and gradual change since the Middle Ages, with important regulatory changes in the XIX and XX centuries (Trevelyan, 1991). With the Local Government (Records) Act 1962 are conferred limited discretionary powers for local authorities to provide

certain archives services. Section 1(1) of this Act says that 'a local authority may do all such things as appear to it necessary or expedient for enabling adequate use to be made of records under its control'.

However, "the development of local archives services was a slow and gradual process after the start in Bedfordshire" in 1913 (Jackson, 2014: 41). Due to the pioneering work in Bedfordshire, by 1974, with the major re-organization of English local government, "there was a virtually complete structure of county record offices" (Jackson, 2014: 43), although its evolution was not equal in urban areas and the traditional shires, in fact, "archive services tended to be based in the library services which had grown up since the mid-nineteenth century" (Jackson, 2014: 43).

Nowadays, and according to regulatory achievements, only "principal councils, i.e. shire, and metropolitan district councils could operate archive services" (Jackson, 2014: 45). However, "as a non-mandatory service, archives have been particularly vulnerable" (Jackson, 2014: 47).

Since 1999, the archives sector has had some major achievements, with de development of The Archive Awareness Campaign[4], which intends to promote public awareness of archives throughout the UK, and is co-ordinated by the National Council on Archives with the support of The National Archives and the Museums, Libraries and Archives Council, which raised the profile of archives nationwide (The National Archives, 2009).

Other major achievement was the Access to Archives (A2A) database, developed by The National Archives to widen the opportunities for online searching of catalogues for a wide range of archive collections across England.

Although 490 local archives are registered in the national database[5], spread in nine regions, namely South West (75), North West (71), South East (70), East of England (69), Yorkshire and the Humber (60), West Midlands (48), London (41) and East Midlands (29) and North East (16), which encompasses collections in historical societies, libraries, museums and archives, there are only 115 Local Authorities archives (The National Archives, 2014: 13).

Local authority archives have the responsibility of managing records from county, borough and local administration and departments, but have also contents regarding registers of baptism, marriages and burials, records from manorial &

title records, business and local industry, private individuals, family and estates, maps & planning information.

At the same time, more and more community projects have emerged for the appropriation of local memory by citizens and communities. As stated by Michael Goodwin, "Community Archives are becoming an ever more prominent feature of the archive field. They are a collection of materials that tell the story of a local community, organization or group. These can include documents, images, diaries, etc. which form a vital part of the community's memories. They also provide an alternative method to the traditional archive system and provide a format for local memories to be recorded by the communities themselves - essentially a living archive!" (Goodwin, 2014).

3.2 Local archives of Portugal and England: Presence in the World Wide Web

To identify how many Portuguese municipal archives are present on the WWW, whether on websites or on the web 2.0 platforms, we made an on-line searching in the city hall websites, using the terms "archive", "municipal archive" and / or "municipal historical archive" thus not always we could immediately locate the archival information in the municipality website, once that this service did not appear immediately featured on its the home page. Also, the same terms were used on social web platforms like Facebook, Twitter, Flickr and blogs.

In 2008, only 32% of the 308 Portuguese municipal archives were online (Penteado & Henriques, 2008: 17)[6]. In 2013 the number grow to 37.66% (116 in 278) of presence in the Internet, meaning that more than half of the Portuguese municipal archives (62.34%) do not have access to or dissemination of information on the WWW (Silva, 2013: 24). And in the survey of 2016 made to the municipal archives, the number was the same: only 37% of the respondents use a Website, of which 9% have their own Website and 28% have content available on the Website of their respective municipalities, and for the remaining 63% this question does not apply. On the other hand, it should be noted that there were two municipal archives that mentioned having a blog instead of the Website. (Freitas & Marinho, 2014: 4).

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[6] The authors limit themselves to the analysis of the sub-universe of municipal archives, which has benefited from the support of PARAM, however, it is considered that the

Table 1: **Portuguese Municipal Archives on-line presence (source: Silva, 2013)**

Districts	Municipalities	Municipal Archives on-line	%
Aveiro	19	12	63,16
Beja	14	5	35,71
Braga	14	6	42,86
Bragança	12	5	41,67
Castelo Branco	11	4	36,36
Coimbra	17	6	35,29
Évora	14	8	57,14
Faro	16	10	62,5
Guarda	14	3	21,34
Leiria	16	6	37,5
Lisboa	16	9	56,25
Portalegre	15	5	33,33
Porto	18	10	55,56
Santarém	21	5	23,8
Setúbal	13	9	69,23
Viana do Castelo	10	9	90
Vila Real	14	2	14,29
Viseu	24	6	25
TOTAL	**278**	**116**	**37,66**

With regard to access to archival information through the Web, in the 116 municipal archives that have a presence on the Internet, this is done mainly through the availability of guides of funds (47), inventories (22) and catalogs (4) in PDF format, in 59,48% of the total of the municipal archives, online description platforms (13,79%), disposal of digital objects (9,48%), virtual exhibitions (14,66%), and marketing products online (2,59%).

The majority of the municipal archives, more specifically 78%, receive internal customers, 19% only respond to internal customers and 3% only to external customers (the latter is probably the case of the so-called Historical Archives). (Freitas & Marinho, 2014: 4). The external

trend is the same since, in 2013, 116 that were the target in the analysis, 112 were the target of PARAM.

consumers are students, "researchers / historians" (those who seek the archives as holders of primary sources for academic and research work) and/or "citizens" (all those who go to the municipal archives to assert their right of access information for the exercise of citizenship.) (Freitas & Marinho, 2014: 5).

Regarding the presence in the social platforms of the web 2.0, the global panorama is less optimist.

From the methodology point of view, in order to identify the Portuguese municipal archives that use Facebook, the terms 'municipal archive', 'municipal historical archive' and 'municipal photographic archive' were searched on this platform. The results are sparse: among the 308 Portuguese municipal archives, only 16 (5,19%) could be found on Facebook at the time of the search. They are: Arcos de Valdevez, Alenquer, Figueira da Foz, Guimarães, Lisboa, Loulé, Loures, Mangualde, Melgaço, Mogadouro, Monção, Oliveira de Azeméis, Ponte de Lima, Torres Novas, Valongo, and Vila Real[7]. According to the research, the joining to Facebook has been progressive made in the second decade of the 21st century.

Only 4 Portuguese municipal archives have blog, 1 is on Twitter (Gaia) and 1 has a Flickr account (Cascais).

Focusing on Facebook platform only, in their study, Silva & Alvim concluded that local matters were the ones that generated a greater number of interaction with Facebook users, whether in number of likes, whether in number of comments. The publication of post and photographs of heritage, historical buildings, local historical events and landmarks, and of local personalities mobilized the greatest number of likes, shares and comments (Silva & Alvim, 2016).
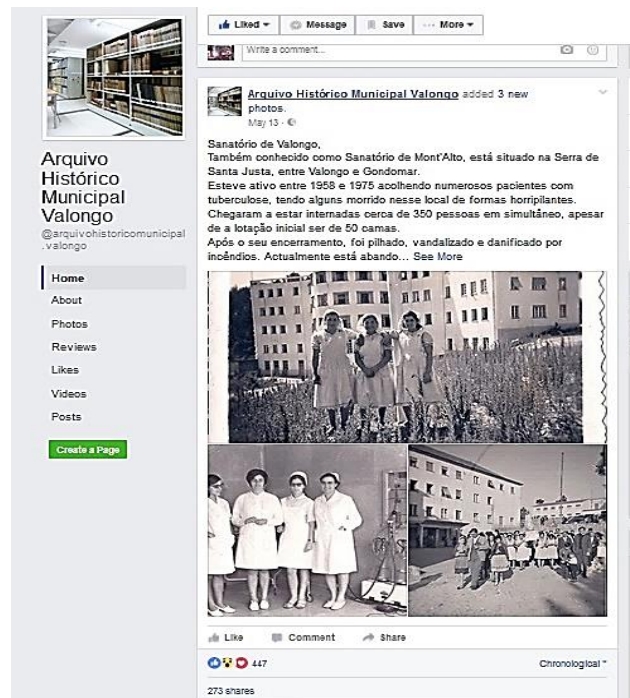

Figure 3: **Municipal Historic Archive of Valongo Facebook page**

As for England, and to identify how many local /municipal archives are present on the WWW, we used the data published the Public Services Quality Group for archives and local studies (PSQG). The PSQG conducts national surveys every eighteen months, that are available at the Archives & Records Association website[8] and The National Archives produced a research study on Local Authority archives in 2014 (The National Archives, 2014). We have analyzed these surveys and searched for comparative data, searching online in the local archives websites (November 2017) to establish same comparisons.

The findings of the first national survey on local authority archives in 2014 are quite interesting and can be seen in Table 2.

Contrary to the situation in Portugal, the majority of archives have online presence (99%), offer online catalogues (72%) and have digitized their collection (54%). In fact, only one metropolitan borough had no online presence, which is very relevant, and the availability of online catalogues and digital objects have a considerable significance in local authority

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[7] They were only 10 in 2013 (Silva, 2013).
[8] http://www.archives.org.uk/publications/journal-of-the-ara-sp-1111397493.html
8

presence on the web. A search for the same local authority's online presence on November 2017, revealed no significant changes in these numbers, with an increase of digitized collections (64%).
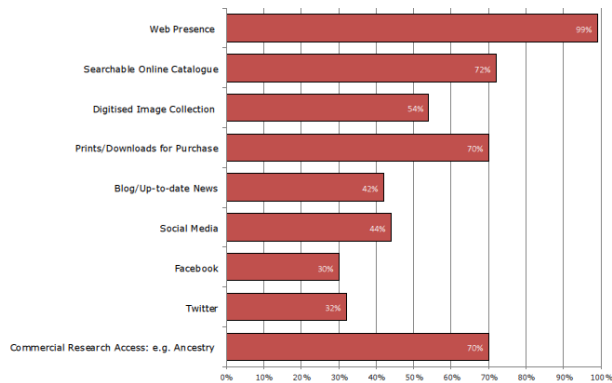

Table 2: **Percentage of 115 local authority archives in the web and social media (Source: The National Archives, 2014)**

As for social media, 46% of the archives had Facebook or twitter presence in 2014, and a minority of archives were using blogs and e-newsletters.

Figure 4: **London Metropolitan Archives Facebook page**

A comparative analyze in November 2017 shows a small but steady increase of this numbers; although social media activity can be further developed, now 55% of the archives are present. The tendency of using twitter (61%) and Facebook (55%) still emerges, but there are also punctual presences on blogs (5) and Flickr or Instagram (1/2).

Figure 5: **Herdforshire Archives and Local Studies twitter page**

3.3 Crowdsourcing in local archives of Portugal an England: comparative analysis

Concerning the request for the collaboration of the citizens in the collection, identification, safeguarding, valorization and diffusion of the municipal archival heritage (independently of its support), in Portugal there are only six examples.

The municipal historical archive of Albufeira that has three projects of collaboration with the inhabitants of the municipality: "Collection of old photographs of Albufeira", "Genealogy of the Algarve" and "Houses with history".

Figure 6: **Municipal Historical Archive of Albufeira project "Houses with History"**

Trofa municipal archive that seeks to make available documentation / information collected from the inhabitants of the municipality at the Local Digital Information Center.

The municipal archive of Palmela that has the project "Uma imagem, Mil Memórias" ("One Image, a Thousand

Momories") that aims at collecting the photographic heritage of the municipality, counting on the participation and help of the local.

Figure 7: **Municipal Archive of Palmela crowdsourcing project "One Image, a Thousand Memories"**

The municipal archive of Oliveira de Azeméis that intend to collect black and white photographs of the municipality until the end of the year 2013.

The municipal archive of Lisbon as the project "Traça". The Video library is dedicated, in addition to the activities of production and programming, to the collection, inventory and dissemination of moving images made in and about the city of Lisbon, amateur films, homemade, private, made in the city of Lisbon or by its inhabitants. The collection of films from family archives is permanent and they can be seen within TRAÇA, are available for consultation and study in the Municipal Archive of Lisbon - Video Library.[9]

In these examples it is requested the collaboration and participation of all; although there's an absence of technological tools that allow the introduction of the requested information or of images or documents, these initiatives are close to a 2.0 ideology.

The only Portuguese municipal archive that actually uses the social web for collaborative construction of knowledge, and which clearly requires the help of users, is the Municipal Archive of Cascais, which has been on Flickr since June 2013, making available "photographs every day an historic image of the county ".

"Share Memories is Making History" ("Partilhar Memórias é Fazer História") is the motto released by the municipal

archives of Cascais, informing users that they can collaborate in the description, through comments, and even send photographs to the indicated email address.

Figure 8: **Municipal Historical Archive of Cascais Flickr page**

In England, all studies point out the growing importance of local history and expertise with the appearance of television programmes like 'Who do You Think You Are?' that have inspired many more people to visit local record offices across the country in search for the story of the development of their local communities, (The National Archives, 2009, Sheperd, 2009). In fact, local authorities provide archive services, local studies and local history libraries that document a community's identity, celebrating the people, places and events that have shaped a village, town, city or region and the number are quite impressive: "Over a million people in England are engaged in community archiving activities. Over 89 per cent of visitors to archives believe they contribute to society by strengthening family and community identity" (The National Archives, 2009).

At the same time, groups like the Community Archives and Heritage Group (CAHG)[10], working since 2006 with the aim to support and promote community archives in the UK & Ireland and the development of experts such as CommunitySItes[11], that specialize in building sites and online catalogues for community groups and archives, and projects involving archives and universities, such as Connecting histories[12], brought new publics and visibility of the archives[13].

Concerning the request for the collaboration of the citizens in the collection, identification, safeguarding, valorization

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[9] http://arquivomunicipal.cm-lisboa.pt/pt/eventos/traca/
[10] http://www.communityarchives.org.uk/content/about/history-and-purpose
[11] https://www.communitysites.co.uk/about/about-us

[12] http://www.connectinghistories.org.uk/about/

and diffusion of the community archival heritage we highlight some examples.

Sites like Our Warwickshire, or Our Bristol, developed with the help of local archives, specifically ask for the upload of memories and of photos of the cities. "My Brighton" project involved, at first, the Brighton Museum and local people, were 100 volunteers wrote the history of their favorite places in town. But in 2000, with the advent of the Internet, the project evolved to a Community Archive where people could upload photos, memories and make comments, building collective memories in a nostalgic and emotional site. (Latimer, 2017)
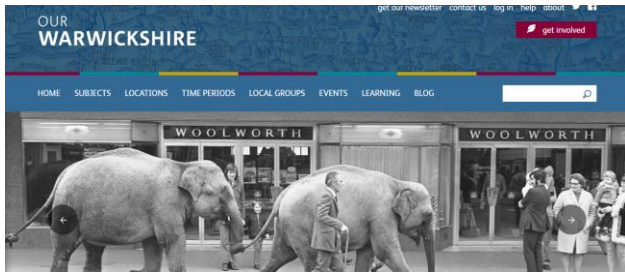

Figure 9: **Our Warwickshire website page**

In London, the Camden Local Studies and Archives Centre asks for citizens participation in building the collection of photographs of the city, accepting all kinds of pictures.

Figure 10: **Camden Local Studies and Archives Centre Website Page**

The same kind of collaboration is asked in the city of York, not restricted to pictures but aiming the whole of York's archival heritage, namely by direct donation of archival materials, preserving individual archives following archival guidance, or even letting the city know about archives that might have preservation risks.

Figure 11: **York City Archive Website Page**

For the Record, is a collaborative approach to gathering, keeping and sharing the documented heritage of Gloucestershire and South Gloucestershire and intends to build a network of local people and organizations with a common interest in historic county's documented history, benefiting from Hub facilities at Alvin Street and a Hub website, and supporting each other to gather, keep and share their personal and community archives.

Figure 12: **Gloucestershire Archives Website Page**

The account on Flickr of the Cheshire Archives and Local Studies uses social web for collaborative construction of knowledge, requiring the help of users
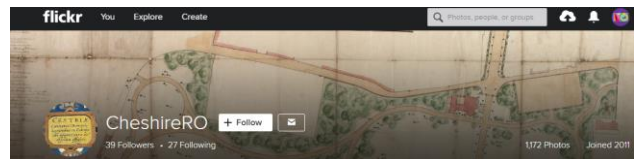

Figure 13: Cheshire Archives and Local Studies Flickr Page

3.4 Crowdsourcing in local archives of Portugal an England: discussion

Looking at both countries, the majority of municipal archives in Portugal are off-line, while almost 100% of England's local archives are on the WWW.

In England, there is a strong, steady and well documented collaboration between local authorities, local historians, community groups, universities and genealogical institutes that work together to develop the accessibility and

understanding of archival heritage. The fact that memory institutions are organically linked in many cases within local authorities seems to favor an integrated and comprehensive policy of communication and collaboration with the population.

The 'people-oriented' archive services make a substantial contribution to the development of communities, and specific projects directed to specific citizens like the ones children (East Sussex Record Office project Every child matter, Westminster Archives and Chelsea Football Club project Education through football), older people (Gloucestershire Archives project Try to remember) or specialized projects aiming different communities like the ones reaching for the Black and Asian history, of the Tameside Local Studies and Archives Centre reach out to communities in an appealing way, enforcing the ties to the city.

The existence of the Community Archives and Heritage Group and its annual award to outstanding projects and groups makes it easier to get to know and contribute to such projects.

The fact of existing funding programs such as Transforming Archives, which benefits from a part of the Heritage Lottery Fund Skills for the Future programme: that has already provided 37 paid traineeships for people new to the sector between 2014 and 2017 in England /The National Archives) is also of major importance

In Portugal, regardless the Municipal Archives Working Group of Portuguese Association of Librarians, Archivist and Documentarists' (APBAD) and the Algarve Archives Network there is no community involvement in the crowdsourcing projects for local history, or of historic and genealogic groups to support and engaged people to these participatory activities.

There is also no national official funding programme for the archives. From 2008 to 2016, the Calouste Gulbenkian Foundation (private foundation) promoted a line of support designated as "Recovery, treatment and organization of documentary collections", destined to collections of high historical, cultural and scientific interest. The program could be run by individuals and non-profit public or private collective associations. The prize amount was 15,000 euros per application. Approximately only 15% of these projects were destined to archives of local collectivities.

The Portuguese National Archives could take the example of the UK National Archives on promoted and offering

12

guidelines that support the implementation of collaborative projects.

Secondarily, England local archives uses the Web as a way to engage people in crowdsourcing in history projects while Portuguese municipal archives look a bit reluctant in doing so. As we saw above, only six Portuguese municipal archives seek their inhabitants to gather and share local memories, mostly not profiting all that web 2.0 platforms can offer. On the other hand, England crowdsourcing projects live and grow with the help of locals, where everyone is both producer and consumer of information.

Memory institutions and cities can profit with inhabitants help because "local knowledge is:

• Knowledge of specific characteristics, circumstances, events, and relationships, as well as important understandings of their meaning, in local contexts or settings;

• Often acquired through life experience and is mediated through cultural tradition;

• Rarely a hunch or spontaneous intuition but rather evidence of one's eyes tested through years if not generations of experiences; and

• Legitimated through public narratives, community stories, street theater, and other public forums, as opposed to professional knowledge which is generally tested through peer review, in the courts, or through the media." (Brabham, 2009: 244).

In Portugal, the main tendency is to safeguard official documentation and disseminate it. In the absence of state funding programs for the digitization of archives and the existence of small teams of archivists, the clear option of the local archives network is to deal with the documentation it already has.

The difference between the two countries can be found in what some authors call a "culture-specific" and different "levels of transparency in government and various barriers of public participation in government processes" (Brabham, 2009: 244-245).

Nogueira speaks of the "reluctance" of some memory institutions to use collective intelligence because of the use of non "official" or not valid applications from de web 2.0 (Nogueira, 2010). This can somewhat explain the sparse

results in the Portuguese case, and also that information professionals aren't ready for a paradigm change.

4 CONCLUSIONS

The situation regarding local archives and crowdsourcing projects are quite different in the two countries.

While in England there are robust projects based on citizen participation, there is a large majority of absence in the Internet and Web 2.0 platforms of Portuguese municipal archives, same what incomprehensible as many of these products are free and user friendly.

Unlike England, there are complete absence of local groups in Portugal that promote the gathering, keeping and sharing of personal, local and community archives, exception made to the Algarve Archives Network and the Municipal Archives Group in BAD, but these two are professional associations.

However, from the cited examples in both countries, using or not Internet or web 2.0 platforms for collaboration, what we see is that all projects relate to local history. This collective knowledge can be reused and help make strategic decisions for smarter cities.

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