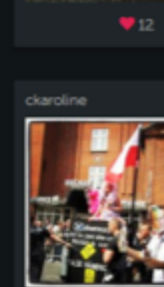
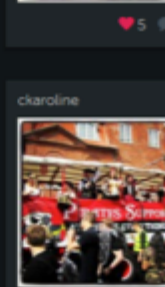
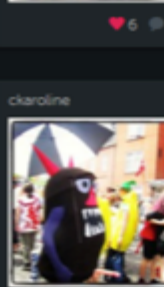
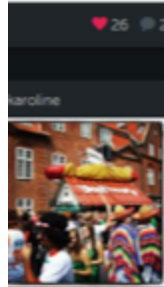
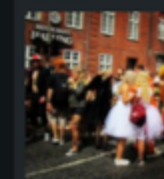
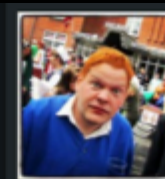


Collecting the Ephemeral Social Media Photograph for the Future

Why Museums and Archives Need Embrace New
Work Practices for Photography Collections

Kajsa Hartig, Bente Jensen, Anni Wallenius, Elisabeth Boogh, Collecting Social Photo-project
Museums and the Web 2018, April 18–21, Vancouver, Canada

The ocean of
photographs
— yet not there
to be collected



**Why should archives
and museums collect
social media
photography?**





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 Archive and the Department of Social Anthropology at Stockholm University.

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

The Aim of CoSoPho

1. **Understand the impact** of social media on photographs and photographic practices.
2. Understand how this in turn influences **the work** with photography collections in museums and archives.
3. Produce **new recommendations** for collection management of social digital photography.

Social Digital Photography

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

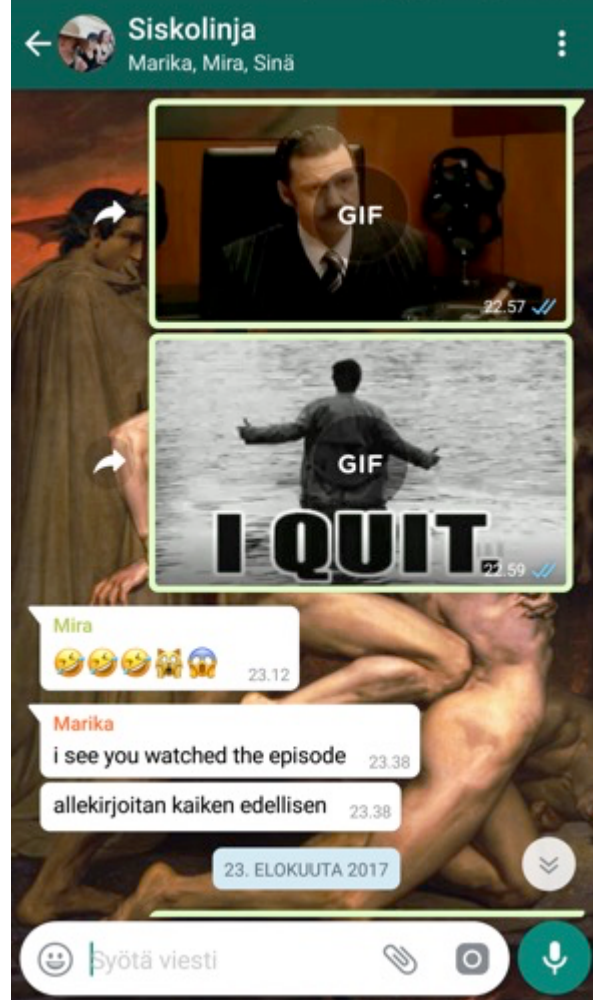
Social photography can be regarded as a form of **communication**, where the visual resembles words and language.

Case studies

1. **Social media practises** of young women in Helsinki, Finland (Person)
2. **Christmas in Aalborg**, Denmark (Place)
3. The social image of the town **Södertälje**, Sweden (Place)
4. **The terrorist attack** in Stockholm, Sweden, in 2017 (Event)

Social media diaries

case study by The Finnish Museum of Photography



What the museum did

- Collected all visual material shared by two informants during two days, asked them to keep a logbook of their practices and interviewed them using method photo elicitation
- *Who connects, where and in what ways.* The goal was to gain insight on how the informants self-reflected their own practices, networks, interaction, and choices of platforms



Instagram

Hae



mansikka

Seuraa

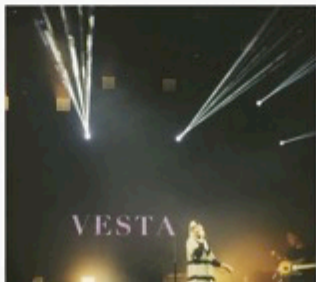
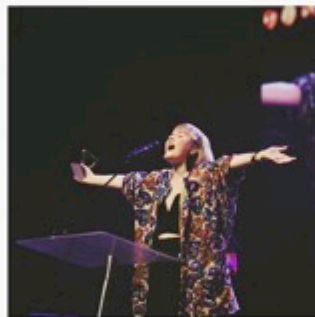
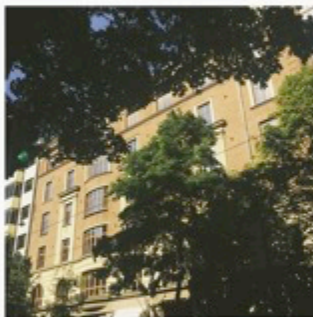


1 508 julkaisua

193k seuraajaa

283 seurannassa

Maiju Voutilainen 21 FINLAND[crazy cat lady]sc itkunapero & yt mansikkka]



What the museum learned

Photographs in social media

- are closely linked to ideologies, social norms, and aesthetic preferences
- have more than meets the eye to them: in order to interpret f.ex. irony, humour, intertextuality we need informants to identify them for us

To understand personal practices the museum need to work closely with informants

#christmas in Aalborg

Case study by Aalborg City Archives



What the archives did

- Digital collection from Instagram since December 2012
- The aim was to experiment with digital curation methods using a #hashtag, and to initiate user involvement in the collecting process
- and to develop user-involving methods: Instawalks, account takeovers, cooperation with local partners



What the archives learnt

- Long time span (now 6 years) allows to observe and document changes in user patterns on social media: from spontaneous to strategic practices
- Work practices of archives (and museums) not easily adopted to incorporate the complexity of social media images
- More difficult to involve people - changes are happening fast, the archives need to be agile and alert

#södertälje

Case study by
Stockholm County
Museum and Nordic
Museum



Photo: Git Gustavsson

The purpose of the case

- Investigate and learn how a town is depicted on Instagram
- Understand motivations for co-creating photographic heritage

#södertälje



108 000 photos on Instagram

Photo: Anita Wahlund, CC-BY, Wikimedia Commons.

What the project learned so far

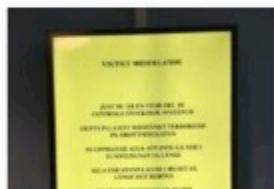
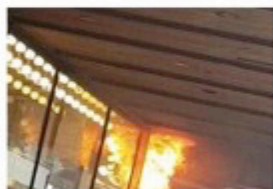
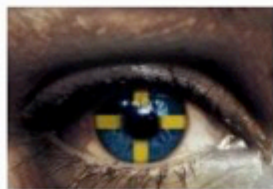
- Great first step to understanding a community
- Concretizing collecting work practices
- Identifying outreach and engagement challenges
- Develop participatory methods for co-creating photographic heritage

Terrorist attack in Stockholm

Case study by
Stockholm County Museum
and Nordic Museum

105 OBJECT RESULTAT

SÄMLING: DOKUMENTATION 14.53

DS2017-00009
7 april 2017DS2017-00015
Var inte räddaDS2017-00018
Det är synd om människorna!DS2017-00018
Viktigt meddelandeDS2017-00020
LastbilenDS2017-00021
Blomläckt polsbilDS2017-00023
CoexistDS2017-00024
Tår i ögaDS2017-00025
Polisen

Vi samlar dina minnen



CC BY • K

#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.

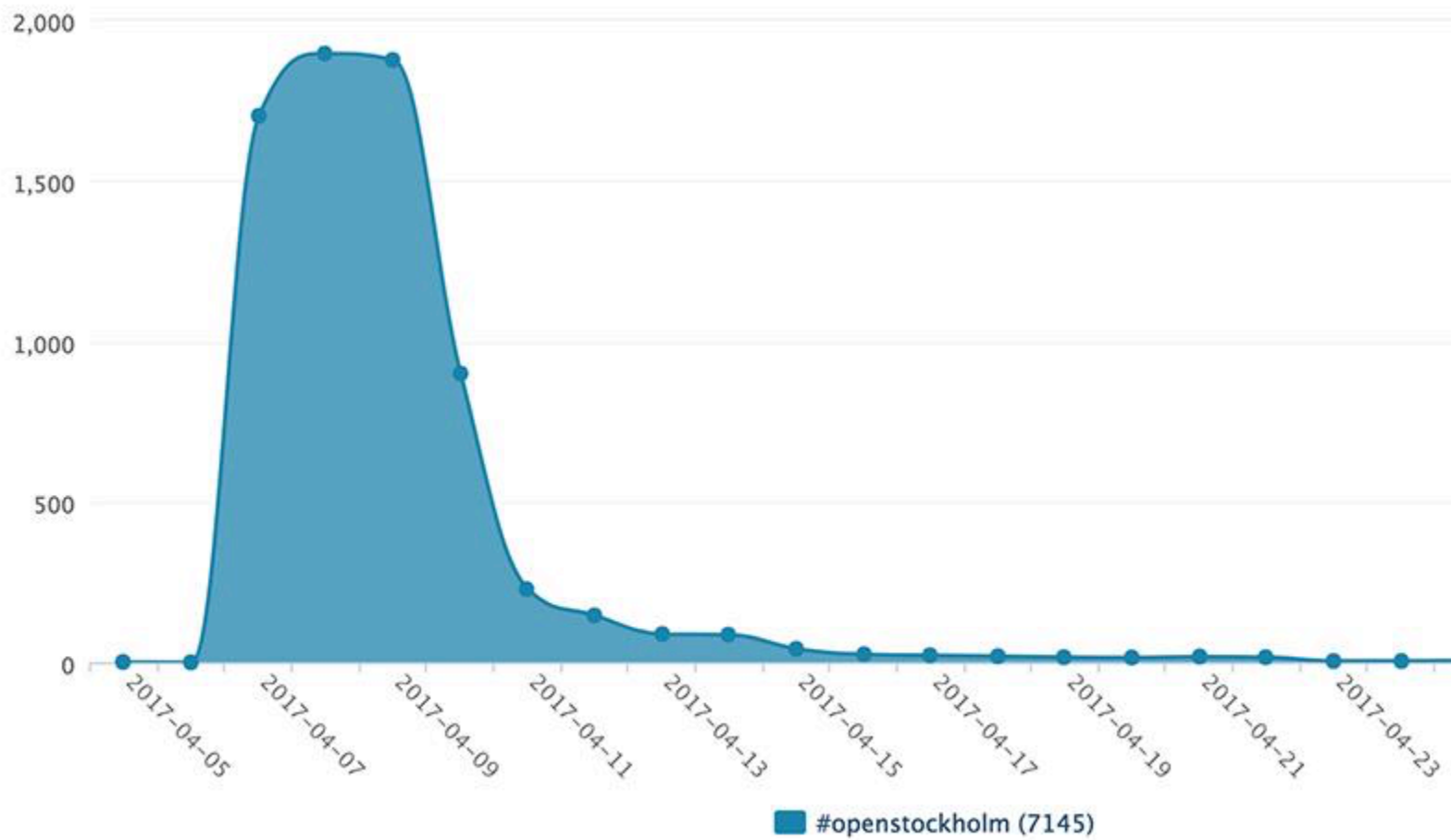
Svara på några korta frågor och dela med dig av dina bilder, så sparar Nordiska museet dem för framtida generationer!

[Läs mer...](#)[+ Lämna 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

- Adequate infrastructures
- Collecting interfaces
- Outreach
- Collect in real time

**Wrapping up the first
1.5 years**

1. The photograph as an **assemblage**
2. **Multidisciplinary approach** and a combination of methods
3. **Successful outreach** and audience engagement

Social media image = photography?

Thank you!

Tack! Tak! Kiitos!

For more information about the project:

<http://collectingsocialphoto.nordiskamuseet.se>



@photocollecting