Crowdsourcing Tutorial: Ushahidi

Case Study: The city of Rome is part of the **Italian UNESCO World Heritage.** In recent years cultural monuments have been affected by several factors, including vandalism, inappropriate human behavior and climate change. The city Council is launching a new media campaign **"Locate Heritage at Risk"** to raise public awareness concerning the negative potential impacts in the city's beauty and tourism. A limited amount of funding is available to restore and protect cultural heritage and the Council is interested in identifying the most affected monuments. Therefore, the city has opted to incorporate Ushahidi in this initiative.

Goal: Develop a survey to received reports and pictures from citizens to identify "hot spots".

How to process information inside the Ushahidi platform?

- Visit www.ushahidi.com, click on plans, then select the Mapper option and sign up to create deployment.
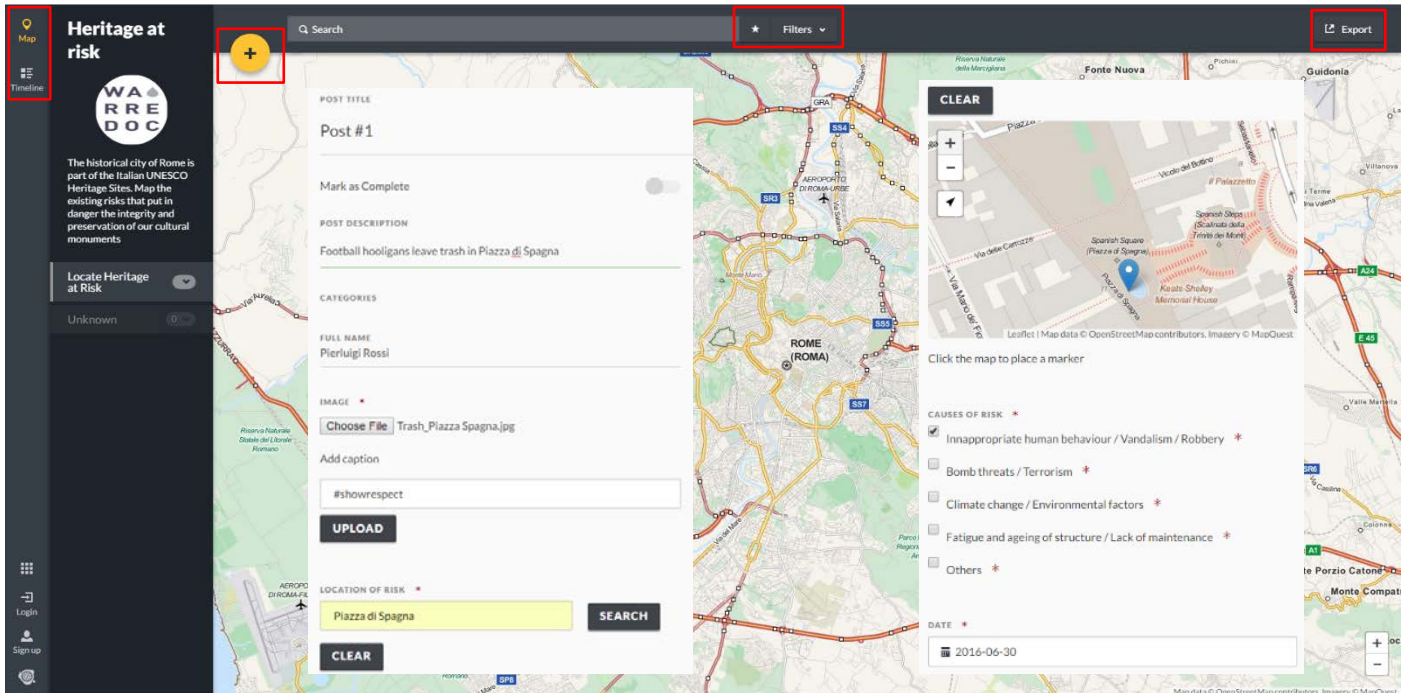

- Customize your platform by setting the location, audience and purpose of your campaign. Click on settings and define the name of your deployment, which is Cultural Heritage at Risk and include an outline to the audience. Set the logo of your organization, select the base map, define a focal contact point for email reception, set language, time zone and map limits to monitor the location of submitted reports. Check to combine nearby reports and save.

- Click again on settings and configure a new survey with the title **"Locate Heritage at Risk".** To complete this task five new fields are required and mandatory:
    - Full name (Short text)
    - Image (Image)
    - Location of risk (Location)
    - Causes of risk (Checkboxes)
    - Date (Date)

Note: Ushahidi enables you to add more tasks and surveys if needed. Data Sources such as email, SMS and Twitter can be deployed to collect and enrich your data. The availability and extent of your crowdsourcing tool can be improved by upgrading your plan.

- Your deployment is now ready to be sent.

Note: To have a successful implementation and engagement of the public, it's highly recommended to build a strategy that meets an invite your audience. This can be done by writing a tailor and personalized email, participating in events or publishing the open call in social media and public forums.
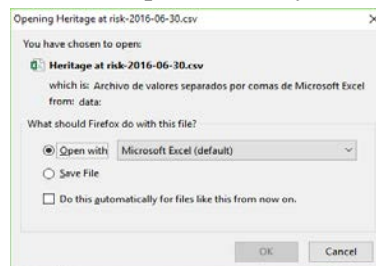
- Share your campaign to the audience to map the City of Rome "Cultural Heritage at Risk" and create new post.

- The post will be sent to the moderator for reviewing before publishing.

- Click on timeline to visualize the organization of all received posts by day and time.

- Use the filter bar to optimize your search by setting date ranges and proximity patterns. Once you have the data you need, create a Saved Search so you can easily return to or share it.

- Track specific locations, create new forms and perform analysis using bar charts or statistical tools by exporting the reports in .csv file

Congratulations!

You have successfully **completed** this tutorial.