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## The Social Map: Leveraging Historypin for Community Outreach

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# The **Social Map**: Leveraging **historypin** for Community Outreach



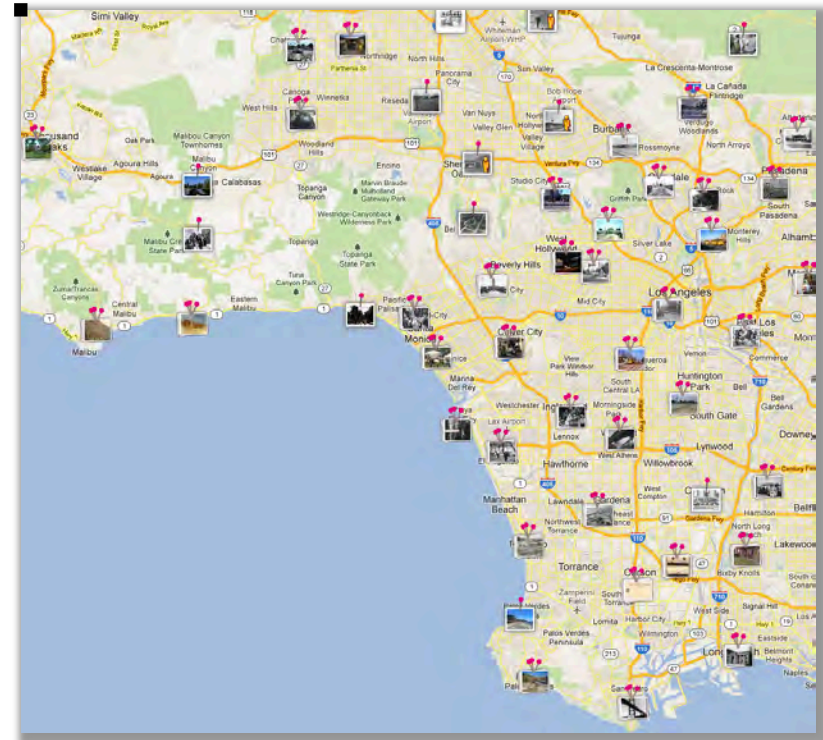
**Society of California Archivists AGM**  
**April 13, 2013**



**Kevin C. Miller**  
**Pepperdine University**

# What is **historypin**?

- Social mapping website and app that allows users to pin **images**, **video**, and **audio** clips to Google Maps
- Users include a “**story**” about each image (and other metadata) and other users can add their own stories
- Designed by non-profit **We Are What We Do** in partnership with **Google**
- Currently about **232,793 items** pinned with about **400,000 visitors** per month
- Currently **45,000** contributors and **1,110** institutions



# What does **historypin** do?

- **Branded Historypin channel**
- **Pinning photos, audio, and video**
- **Overlay with Google Street View**
- **Collections**
- **Tours**
- **Participate in “Projects”**
- **Mobile app: augmented reality and Repeats**





## Pepperdine University Special Collections & University Archives

Pepperdine University Special Collections & University Archives collect, organize, preserve, and make available materials with enduring historic value that can be used to support research, teaching, administrative activities, and community involvement. Materials included here focus on the pictorial historical record of Malibu and Los Angeles in Southern California.

Find out more at: [library.pepperdine.edu/special-collections/](http://library.pepperdine.edu/special-collections/)

## Channel Details

Channel views: 757  
Fans: 5  
Pins: 29  
Tours: 3  
Collections: 1

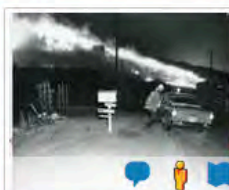
Become a Fan

Share:

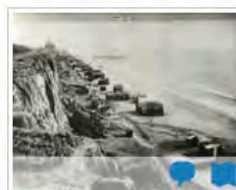
Find us on Facebook  
Follow us on Twitter

Map List Collections Tours

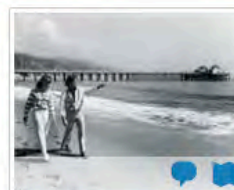
Sort by: ☒ Most Recent ☐ Most Popular Show: ☒ Content ☐ Favourites



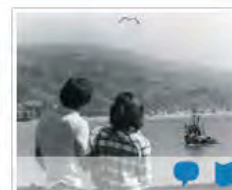
Wild fire near Zuma Canyon in central Malibu, 1956  
26 December 1956  
5625-5637 Busch Drive, Santa Monica Mountains National Recreation Area, Malibu, CA 90265, USA  
Views: 24



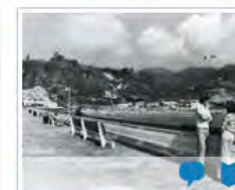
Santa Monica beach with old pier, ca. 1890  
1890  
Pacific Coast Highway, Santa Monica, CA 90401, USA  
Views: 6



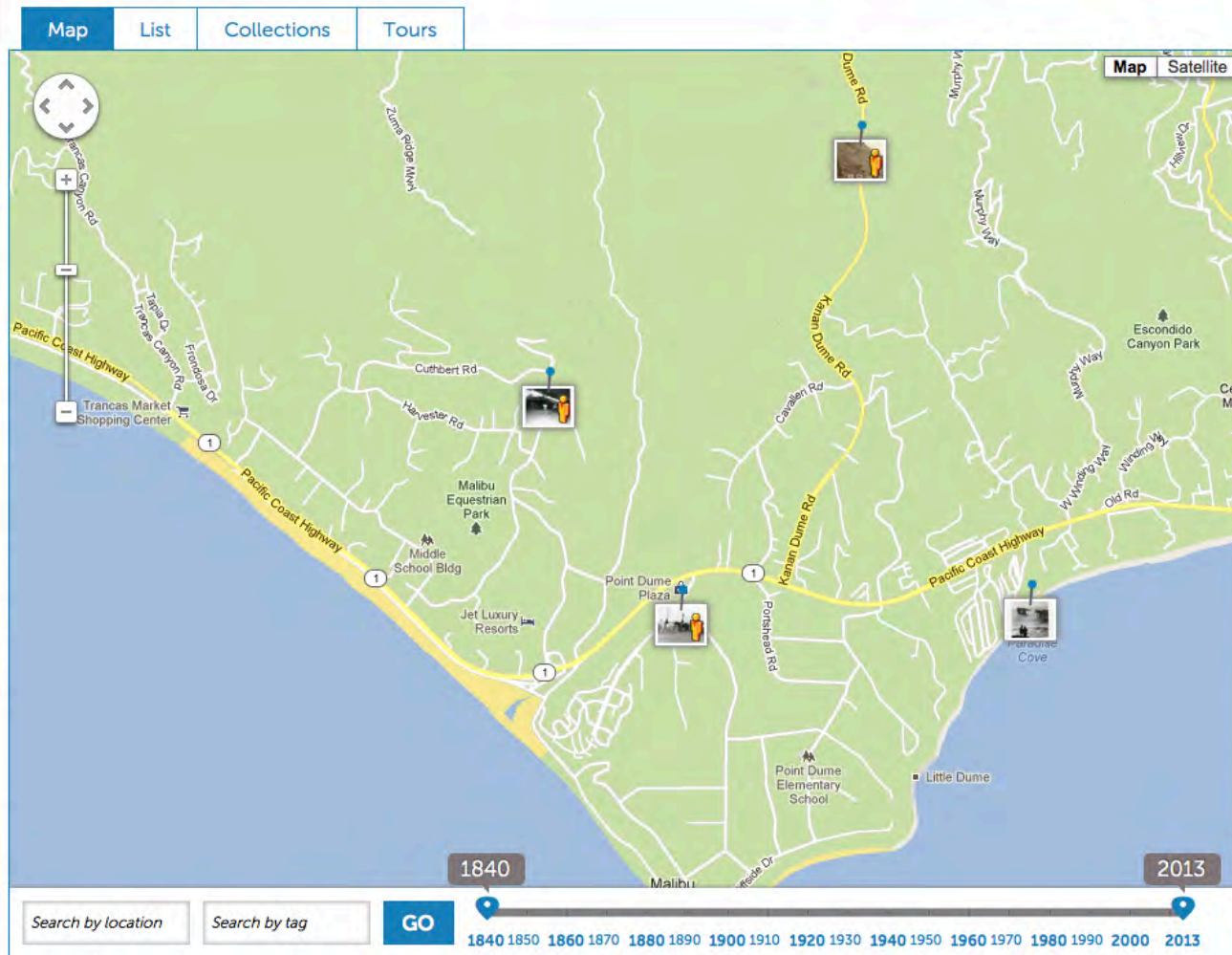
Pepperdine Students walking on Surfrider Beach  
January 1979  
23038 Pacific Coast Highway, Santa Monica Mountains National Recreation Area, Malibu, CA 90265, USA  
Views: 10



Pepperdine University students on the Malibu Pier  
January 1979  
23006 Pacific Coast Highway, Santa Monica Mountains National Recreation Area, Malibu, CA 90265, USA  
Views: 6



Pepperdine University students on the Malibu Pier  
January 1979  
23006 Pacific Coast Highway, Santa Monica Mountains National Recreation Area, Malibu, CA 90265, USA  
Views: 2



## Historypin Repeats

Historypin Repeats are created using the [Historypin Smartphone App](#). They are modern replicas of your photos taken by other people or modern replicas of other person's photos taken by you.

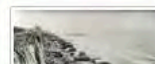


## Comment Feed

Comments posted to your media by you or by other people.



A firefighter races by a squad car during an effort to contain the "Newton" wild fire that raged on December 26, 1956. The fire scorched the ... [\(read more\)](#)



A view looking south from the rim of Pacific Palisades, overlooking the original '99 Steps' which provided access to the northern portion



Pepperdine  
University  
Special  
Collections & University





Map

List

Collections

Tours

Map Satellite

Details

Comments (1)

Street View

Repeats (0)

Copyright

Share:



Malibu hills before Pepperdine University  
1969



© 2013 Google

[Map Data](#) - [Terms of Use](#)

Favourite

Report

Fade

Reset

Street View

Fullscreen

Search by location

Search by tag

GO

1840

2013

1840 1850 1860 1870 1880 1890 1900 1910 1920 1930 1940 1950 1960 1970 1980 1990 2000 2013

[Map](#)[List](#)[Collections](#)[Tours](#)[Map](#)[Satellite](#)[Details](#)[Comments \(1\)](#)[Street View](#)[Repeats \(0\)](#)[Copyright](#)

Share:



California 1, Malibu  
Address is approximate

California 1 / County Highway N1

California 1 / Malibu Canyon

Google

Malibu hills before Pepperdine University  
1969

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1840

2013

[Search by location](#)[Search by tag](#)[GO](#)

1840 1850 1860 1870 1880 1890 1900 1910 1920 1930 1940 1950 1960 1970 1980 1990 2000 2013



[Map](#)[List](#)[Collections](#)[Tours](#)[Map](#) [Satellite](#)[Details](#)[Comments \(1\)](#)[Street View](#)[Repeats \(0\)](#)[Copyright](#)

Share:

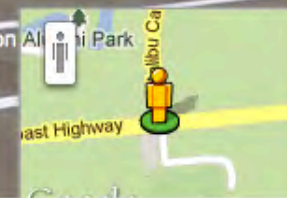


California 1, Malibu  
Address is approximate



California 1 / County Highway N1

California 1 / Malibu Canyon



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Fade

[Reset](#)[Street View](#)[Fullscreen](#)

1840

2013

[Search by location](#)[Search by tag](#)[GO](#)

1840 1850 1860 1870 1880 1890 1900 1910 1920 1930 1940 1950 1960 1970 1980 1990 2000 2013

Choose stuff to add

Add something

**Pin it to the map**

All done

## Your items:



Finish Later

## Current item



**Title** required field

Santa Monica beach with old pier, ca. 1890

Remaining characters: 7

**Description**

A view looking south from the rim of Pacific Palisades, overlooking the original "99 Steps" which provided access to the northern portion of Santa Monica beach. The Hotel Arcadia, built in 1886, is visible in the distance, as is the stub of the wharf built by the Los Angeles and Independence Railroad company. This wharf was in use between 1875 and 1879, at which time it was purchased by the Southern Pacific Railroad company and partially

**Tags**

Beaches, Cliffs, Coastlines, Oceans, Hotels, Piers & wharves, Dwellings, Stairways

Remaining characters: 418

## Licence

Creative Commons Attribution-NonCommercial (CC-BY-NC)

Attribution

Original Link

Author/Director/Photographer

Notes

**Date** required field

? ? 1890

☐ I'm not sure



**Note: To make it appear on the map you need to add both the date and the place**

Without these details, your stuff will only appear on your channel. You can always add this info later.

**Place** required field

☐ I'd like to pin this to Street View

Map



## Pinning a photo: metadata



# historypin mobile app

- Historypin Repeat
- Walking tours





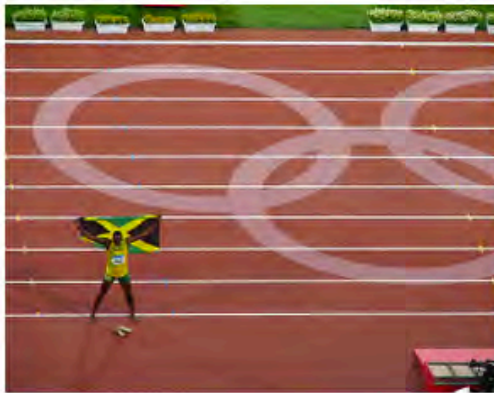
# historypin



Explore our Historypin Projects and add your own memories. If you'd like to work with us to create a new Historypin Project, [get in touch](#).

## Olympic memories

Have you got photos and memories from the Olympics through the ages?



## Pinning The Queen's history

Have you celebrated a Royal Jubilee over the past 60 years or even seen a Royal visit?



## Balboa Park

Celebrating the Centennial of the 1915-1916 Panama-California Exposition in San Diego, CA.



## Me and my Chevy

Share your memories of your first cars, family holidays, road trips and more.



## Amazing Grandparents

Is your Gran, Grandad, Nan or Pops awesome? Add your grandparents to our Hall of Fame.



## Remember how we used to...

work, play, watch and listen, cook and clean, keep warm and celebrate. How did you used to do things?



## **historypin** initiatives at Pepperdine

- **Pinning photos already in our digital collections (CONTENTdm)**
- **Developing tours and thematic collections**
- **Leveraging Historypin for outreach to individuals and potential partner organizations within the Malibu community**
- **Seeking out collaborative partners within the Pepperdine community (campus tours, incorporation into curriculum, student journalism, etc.)**

# Special Collections and University Archives

## MALIBU HISTORICAL COLLECTION

The Pepperdine University Libraries have established the Malibu Historical Collection as a repository for documents related to the history of the City of Malibu and its residents.





The goals of this collection are to collect, preserve, catalogue, and exhibit materials related to the history of this region, thus making them accessible to a global audience.

As a part of Pepperdine University's Special Collections and University Archives, the Malibu Historical Collection benefits from the department's commitment to the care and accessibility of materials through [programs and events](#), many of which have been specifically related to Malibu. The Malibu Historical Collection is a growing collection of historical materials, and we welcome [donations](#) that fit our collection scope.

### The goals of the collection are:

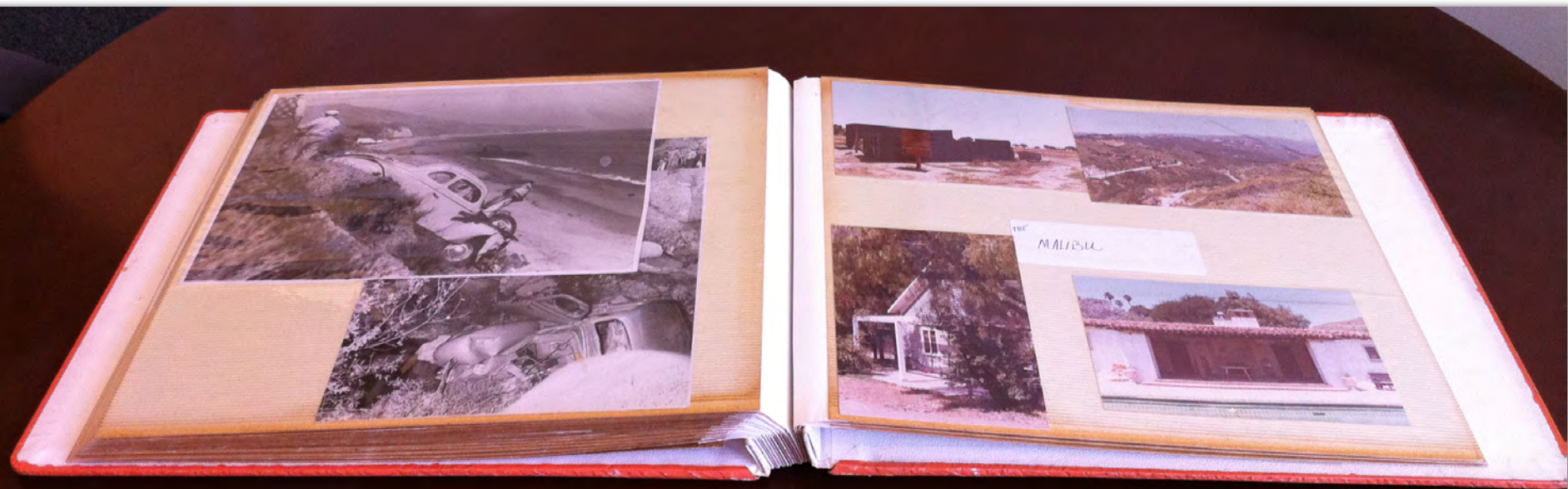
- To tell the story of Malibu – its history, heritage, and people.
- To create a repository for papers, videos, oral histories, photos, books, and artifacts.
- To preserve the legacy and history of Malibu through the care of trained professionals.

### Current collection highlights include:

- *Malibu Times* newspaper (1946-present)
- *Malibu Surfside News* newspaper (1973-present)
- [John Mazza Collection of Historic Surfboards](#) 
- Historic books related to Malibu and its residents
- [Charles Marowitz Collection of the Malibu Stage Company](#) 
- [Rindge and Adamson Family Papers](#) 
- [Webster Family Papers](#) 
- [Audio recordings of Malibu-related lectures and events](#) 
- Oral histories of long-term Malibu residents



# Photo **scanning** and **pinning** projects with Malibu community members





Old coast highway looking south above Malibu  
Pier compared to today's coast highway. Notice  
old seacomber aqueduct





Your name:

Name of person you are interviewing:

Approximate date photo was taken:

Location photo was taken:

People in the photo:

Title of the photo:

Story about the photo:

☐ I confirm that I am happy for my photographs to be shared on [www.historypin.com](http://www.historypin.com).  
All contributions will be clearly credited

[Internal use only] Session:

## Activity Sheet 2: Recording the story behind a photo

### Gathering information for telling the story behind a photo

Title for the photo

Date the photo was taken: If you can't find out the specific date, what year was it?

Whose photo is it?

Where was the photo taken? This needs to be as specific as possible, e.g. the address

### The story of my photo

Tell me about this photo

Can you tell me more about the people or place in the photo?

What did it feel like to be there? If I was in the photo what would I hear, smell, see around me?

Is there anything else you want to add to your story about this photo?



## **historypin: the positives**

- **New platform for discovery and interacting with images**
- **Possibility of augmented reality with mobile devices**
- **Financially feasible**
- **User friendly interface (very little learning curve for pinning)**
- **More features in development for future releases**

## **historypin: the negatives/unknowns**

- **Works best with a certain class of images (known date, known location, usually outdoors, compatible with Google Map Streetview)**
- **Still some bugs with mobile site/History Repeats**
- **Not open source**
- **Not sure about its SEO/Search engine rankings**
- **Awareness of Historypin is still growing**

## **historypin: methods for measuring success**

- **Workflow metrics: number of items pinned vs. staff time required**
- **Historypin measures of engagement: views, fans, repeats, stories**
- **Google analytics: click-throughs to Pepperdine University website or our digital collections**
- **Qualitative feedback from constituents and stakeholders**



## Sources / Resources

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- **Voss, Jon.** “Radically Open Cultural Heritage Data on the Web.” Keynote address, Plenary Session 1, Society of American Archivists AGM (2012). <http://youtu.be/gyR59nFFMRg>