Crowdsourcing and NCpedia
Crowdsourcing for content for an online resource

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Background

• State Library’s NC Encyclopedia contained about 70 static web pages in 2009.
• NC LIVE became a technical partner in 2009 to provide hosting and support for the site.
• Sought new contributors and content partners in 2010.
• NCpedia.org left Beta on Sept 1, 2010.
• 2011 – awarded the Gale Cengage Learning Award for Excellence in Reference and Adult Services by the Reference & User Services Assn of American Library Assn.
• April 2011 – sought image contributors for county entries.
• September 2011 – had user submitted images for all 100 counties.
• January 2012 – contained about 700 pages of content.
• February 2012 – partnership announced with UNC Press to add Dictionary of NC Biography & Encyclopedia of NC to NCpedia. Three grant-funded positions added to assist with expansion.
INTRODUCTION TO NCpedia

NCpedia is an online encyclopedia. Its purpose is to highlight North Carolina's unique resources, people, and culture to enrich, educate, and inform. Learn more...

NCpedia is coordinated and managed by the Government and Heritage Library at the State Library of North Carolina, part of the NC Department of Cultural Resources. Please visit our list of project partners and contributors.

New in NCpedia


Browse

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

In the news

NCpedia is expanding! Through a partnership with the University of North Carolina Press and a Library Services and Technology Act grant from the U.S. Institute of Museum and Library Services, NCpedia will grow over the next three years to include content from the Encyclopedia of North Carolina and the Dictionary of North Carolina Biography.

NCpedia received the 2011 Gale-Cengage Learning Award for Excellence in Reference and Adult Services.

Add a NCpedia search box to your site!

A NCpedia search box may be embedded in almost any Web site. Details are on the Search Widget page.

Last Updated: 27 July 2010
Crowdsourcing requests

- 2010 – for entries
- 2011 – for images
Crowdsourcing entries: Why?

• 2009 survey indicated that expanding the topics covered by the former NC Encyclopedia was desirable.

• Forming partnerships was important to us – with other agencies, institutions, and individuals.
Crowdsourcing entries

• Targeted audiences
  – Subject specialists
  – Writers
  – History enthusiasts

• Announcements via:
  – Listservs
  – Social media outlets (blogs, Facebook)
  – Email to all staff at Dept. of Cultural Resources

• Volunteers: payment = a byline + appreciation
A little help from our friends got the word out
Crowdsourcing for entries: results

- 33 individuals volunteered to write entries
- 17 of them followed through
- 20 total entries contributed

*Figures above do not include those from whom we specifically solicited entries.*

Some were from the list of “topics needed”
Others were not, and were topics that otherwise may have been overlooked
A History of Medical Teaching in North Carolina

by Francine Nary Ritter Roberson.  
Copyright of the author; 2010.

SUMMARY
From apprenticeship to a rigorous standardized course of study, medical instruction in North Carolina has progressed step by step over the last 300 years. The education of physicians and surgeons, conforming to standards set down by Abraham Flexner's report, to craft physicians differentiated by their service to the public good.

Seven medical schools have been founded in North Carolina since the end of the Civil War. Three have closed. The four remaining—the University of North Carolina School of Medicine, Wake Forest University School of Medicine, Duke University School of Medicine and the Brody School of Medicine at East Carolina University—have grown to become outstanding medical schools, providing superb patient care in the community, excellence in medical education and leading biomedical research, serving the people of North Carolina and beyond.

INTRODUCTION
Medical education in North Carolina and throughout the United States is today uniform and exacting. In contrast, the training of medical doctors in the early history of North Carolina was irregular and often of poor quality. The founding of the American Medical Association and the North Carolina Medical Society in the middle of the 19th century heralded the way for the establishment of the four modern medical schools now serving the state.

The Early Years - the 18th Century
Before there were medical schools in North Carolina, those young men - women being generally excluded - who wished to become physicians could seek a medical education in one of three ways. The most common path was a three- to seven-year apprenticeship to a doctor in the community. The quality of such instruction varied greatly, with some physicians taking great care to provide instruction and others giving little or none at all. If the doctor had a library, the young apprentice might have access to medical books and journals.

Some ambitious medical practitioners operated private schools for profit, where they instructed groups of students, usually by lecture. Charles Harris (1767-1825) was a doctor-trained at the University of Pennsylvania, who practiced 40 years in Caswell County. He ran an apprenticeship school and during its operation trained about 50 students.

Those seeking a medical education in a university system journeyed to one of the medical colleges in other states, which offered both lecture and clinical training. In the United States before 1800, there were but five medical schools—University of Pennsylvania (1765), Kings College (1776), which became Columbia University, Harvard College (1782), Dartmouth (1798) and Transylvania University (1790) in Lexington, Kentucky. A more well-to-do student might venture to study at one of the prestigious schools in Europe, principally in England, Scotland, France or Germany.

For both the apprentice and medical school student, training varied greatly in substance and philosophy. No standardization existed for the medical degree and schools set their own requirements. Furthermore, the State of North Carolina and most other states did not license the practice of medicine. Consequently, the competence of physicians varied widely.

The American Medical Association and the North Carolina Medical Society
In 1846, Dr. Nathan S. Davis of New York led the founding of the American Medical Association (AMA). Two hundred fifty delegates from 26 states attended the first meeting, held at the Academy of Natural Sciences in Philadelphia, where they adopted both a code of ethics and the first national standards for medical education, including laboratory study and patient care in a hospital.
SPORTS IN NORTH CAROLINA

Executive Director, North Carolina Writers' Network, and editor, Sports in the Carolinas (2009, Novello Festival Press)


To most sports fans, the mention of North Carolina will evoke one of two sports: college basketball or stock car racing. The state is a hotbed of both, and arguably the birthplace of the latter.

North Carolina and North Carolinians, however, have also played significant roles in the growth and development of many major spectator sports, notably college football, professional baseball, professional golf, competitive fishing (both fresh- and saltwater), and – if one includes “sports entertainment” – professional wrestling.

North Carolinians have participated in various athletic activities since before they were called North Carolinians, going back to Native American games such as chunky and stickball (the forerunner of modern lacrosse), British-imported games such as quoits and rounders played by early European colonists, and the timeless sport of horse racing, an avid pursuit of Andrew Jackson and, if a Bath folk tale is to be believed, the Devil himself.

Organized spectator sports, such as we enjoy today, did not begin until the post-Reconstruction era, and did not flourish until the 20th century, when increasing industrialization produced a population concentrated in cities and towns, as well as a population with the leisure time and disposable income necessary to support the various teams.

Textile mills, furniture factories, and tobacco processing led North Carolina into industrialization, and likewise led the way into big-time spectator sports. Textile mills in particular sponsored semi-pro baseball teams, many of which evolved into minor league farm clubs such as those in the still-active Carolina League.

College baseball was also a major draw in the first half of the 20th century, especially the traditional Easter Monday games played annually from 1899 to 1957. Usually played at the State Fairgrounds in Raleigh, the Easter Monday games drew crowds of more than 6000, many of them brought by specially commissioned trains, and the games, as they grew in popularity, were accompanied by pageants and parades.

Though college football in North Carolina lags in popularity behind the sport in other Southern states, and behind college basketball within the state, North Carolina could claim to be a hotbed of college football in the middle of the 20th century. Wallace Wade left the University of Alabama to become the head coach at Duke University in 1930. During the 1930s, the Blue Devils won five Southern Conference titles; their 1938 team, led by their haunted “Iron Duke” defense, is one of only three major college football teams to complete the regular season unbeaten, untied, and unscored upon. Under Coach Wade, the Blue Devils played twice in the Rose Bowl. Duke, in fact, was the host of the 1942 game, the only Rose Bowl played away from its iconic Pasadena stadium (due to post-Pearl Harbor fears of an attack on the West Coast).

After World War II, the state’s biggest football hero was Asheville’s Charlie “Choo Choo” Justice, an All-American running back for the University of North Carolina who twice finished second in voting for the Heisman Trophy, given to the nation’s top college football player.
Inland water transportation

Steamboating in Eastern North Carolina

by Emory W. and Lynn Veach Sadler, 2011

HISTORY

The general history of steamboating in North Carolina is rich. When President Monroe visited Wilmington, he was taken to Smithville on a steamboat named Prometheus. Another steamboat, the SS Arapahoe, was the first ship in North America to send an SOS distress message. Not surprising, this event occurred in 1906 off Cape Hatteras, where many ships meet trouble.

Except for prominent rivers such as the Cape Fear, Black, North, Neuse, and Roanoke, North Carolina’s eastern waterways were shallow, winding creeks and streams frequently impeded and not receptive to the mastless ships with deeper drafts common in the early 1800s. Navigable waters often ended at the Fall Line. The town of Cross Creek (now a part of Fayetteville) developed at the point where rapidly hating early settlers going up the Cape Fear. Because of such natural impediments, steamboats became important vessels. With their shallow drafts, they were able to travel further inland than mastless ships.

Traveling by steamboat was not without its challenges. Even in larger rivers, crewmen might have to attach lines to trees and pull their vessels around sharp bends. Steamers traveling the Cape Fear River met several barriers: Smiley’s Falls near Dunn in Harnett County and Buckhorn Falls near the junction of Chatham, Harnett and Lee Counties. In optimum conditions, those able to travel past both falls could get as far upstream as Mermaid’s Point, where the Haw and Deep Rivers joined to form the Cape Fear, but few were small enough to travel further. Goods transported on waterways to or from areas farther inland where steamboats could not travel had to use smaller boats, such as the dugout canoes, log boats, pemmican (larger than a canoe and typically of cypress), flat/plate boats (important on the South River), or raft/bateau trains. Wilmington was a large trading center and getting naval stores, which included lumber, tar and resin, to it was important to early trade. Salt, commodities, and imports from, for example, New York and the West Indies, had to travel upstream to the state’s interior. Nineteenth-century plantations had their own landings, where steamers were flagged from the shore by day with white handkerchiefs and by night with torches, lanterns, or fires on the bank.

Johnson’s Riverboating in Lower Carolina described over one hundred steamboats. Since its publication (1977), additions have been

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<td>Transportation: Water (from NC Atlas Revisited)</td>
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<td>Steam Powered Cars</td>
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<td>Transportation Improvements in the 1920s</td>
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**Beer in North Carolina**

by Bryan LeClaire, 2010.

**Nineteenth and Early Twentieth Centuries**

During the last half of the nineteenth century, an influx of German immigrants brought lager beer with them to many parts of the United States. The American taste for beer grew steadily during this period, so that by 1900 beer eclipsed in volume other forms of alcohol available to American drinkers.

Yet, during the same period when beer was on the rise in America as a whole, North Carolina's production of hops, a key ingredient adding to the flavor of beer, decreased steadily. Hops has limited application outside the brewing of beer, decline in local farming of hops in North Carolina and the South as a whole may be seen as part and parcel of the rising temperance movement, which sought the banning, or prohibition, of alcohol.

The temperance movement in North Carolina, as elsewhere in the country, painted a bleak picture of alcohol's influence on society. All manner of social ills were attributed to the consumption of alcohol, including disease, crime, poverty, physical weakness, dishonesty, and the undermining of children. Saloons, most of which were run by large breweries, proliferated during the last half of the nineteenth century. Breweries pushed the number of saloons ever higher in an effort to stave off competition; in some communities, the number grew to one saloon for every one hundred fifty to two hundred people. Because this density was not sustainable by beer and other alcohol alone, saloon keepers sometimes offered other illegal activities to lure customers, including prostitution, gambling, and cock-fighting.

**Prohibition**

Although the nationwide ban on selling and manufacturing alcoholic beverages, known as Prohibition, did not go into effect until 1920, by that year nineteen states, including North Carolina, had already passed their own laws illegalizing alcohol. North Carolina was in the vanguard of the temperance movement organized by such groups as the Anti-Saloon League and the Women's Christian Temperance Union that was sweeping the country, in 1908, twelve years before national Prohibition, North Carolina became the first Southern state to prohibit making, selling, or distributing alcohol within the state's borders. Temperance had widespread popular support with North Carolina voters, with sixty-two percent of voters choosing the ban in a referendum.

**Repeal of Prohibition**

When the Eighteenth Amendment to the United States Constitution was repealed in 1933, brewers and beer lovers in North Carolina had something to celebrate; however, abolishing federal control did not remove the state's own 1908 prohibition law. Two years passed before the state legislature repealed the twenty-seven-year-old ban. Two years after repeal, in 1937, the North Carolina General Assembly passed the Alcoholic Beverage Control law establishing the State...
Jerome Davis, North Carolina's First World Champion Bull Rider

1972

by Rocky Rutherford

Cowboys called him the Iron Man back in his day,
'Cause he'd ride 'em all — Calgary to the San Francisco Bay...

On March 14, 1968, at the Tuff Hedeman Championship Challenge in Fort Worth, Texas, the 1965 Professional Rodeo Cowboy Association (PRCA) Bull Riding Champion was cut down in his prime, paralyzed from the chest down. The bull, Knock 'em Out John, had done his job. As he had done so many times before, Davis had to "cowboy up" again and begin the long and difficult trail home to North Carolina.

"I wanna be a bull rider," said the young Davis many years before. Nothing unusual about the statement, perhaps, except maybe that this youngster was not from out West. His family's ranch was solidly in the East, in Archdale, North Carolina. Not only did Davis become a bull rider, but a world champion. One who so dominated the sport, in fact, that Jerome Davis put the Tar Heel state on the rodeo and bull riding map. While not the first Eastern rodeo cowboy, his efforts brought national attention to North Carolina's contribution to rodeo and bull riding. In his easy-going way, Davis made bigtime bull riding look effortless.

Jerome Carson Davis was born in Colorado Springs, Colorado, on August 10, 1972, while his father was serving in the military. Six months later, the family returned home to Archdale, where the future cowboy champion would grow up working the family ranch.

He came out of the chute on his first bull when he was eleven, didn't stay on long, but remained bound and determined to "be a bull rider." On his fourth ride out, Davis got the whistle (he remained on the bull for the required 8 seconds). From that moment on, bull riding was his passion and his life. He took all the bumps, breaks, and bruises that went along with it, winning his first event as a freshman in high school.

In 1998, Davis rode in the National High School Finals in Pueblo, Colorado. He was named the North Carolina State High School Bull Riding Champion.
Crowdsourcing for entries: results

Submissions varied:

• Some only needed light editing
• Some required fact checking and more editing
• All were welcome additions
Crowdsourcing for images: Why?

• We had entries for all 100 counties, and needed images for them.

• We wanted to increase participation from “the crowd” for NCpedia.
Crowdsourcing for images: Flickr

- 9/12/2011 – Had images of all 100 counties in embedded slideshows from Flickr
Calling all Flickr users
April 21, 2011 by Michelle Indusky

**UPDATED 4/22/2011**

NCpedia contains short profiles about each of North Carolina’s one hundred counties. These profiles include basic demographic information and a brief overview of the county’s origins. http://ncpedia.org/geography/county

We currently do not have photographs of scenic or interesting places in each county, however.

Do you have digital photographs of places in North Carolina? Do you use Flickr? Would you like your Flickr photos featured in the NCpedia County Profiles?

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Do you have digital photographs of places in North Carolina? Do you use Flickr? Would you like your Flickr photos featured in the NCpedia County Profiles?
Crowdsourcing for images: Logistics

• Tag images “ncpedia” and the county name.
• Slideshow is based on a search of those two terms, and embedded in the profile.
• Images in slideshows link to that image in the Flickr user’s account.
• 3,271 images tagged “ncpedia” on Flickr
Pitt County was formed in 1750 from Beaufort. The act was to become effective January 1, 1751. It was named in honor of William Pitt, it is in the eastern section of the State and is bounded by Beaufort, Craven, Lenoir, Greene, Wilson, Edgecombe, and Martin counties. The present land area is 861.58 square miles. The population from the 2010 Census was 160,115. Of that population, 92,076 were white, 67,087 were black or African American, 689 were American Indian, 0.81 were Asian, 97 were Pacific Islander and 6,136 were of a different race. Another 3,399 were reported to be of two or more races and 5,292 were Hispanic of Latino of any race.

The act establishing the county authorized the courts to be held at the home of John Hardy until a courthouse could be built. It also directed the justices to contract for the construction of the courthouse, prison and stocks on John Hardy's land on the south side of Tar River, near the Chapel known as Hardy's Chapel. In 1771 Martinborough was established on Richard Evans's land, and in 1774 the courthouse, prison and stocks were moved to Martinborough. Court was held at the home of John Lesley until the new courthouse, prison and stocks were completed. In 1787 Martinborough was changed to Greenville. Greenville is the county seat.
Showing appreciation

• Sent personal notes via Flickr thanking users who tagged images with “ncpedia.” Added them to our contacts so we could easily recognize new users.
Unexpected (but great) results

• Provided support for those who want to contribute but are unfamiliar with the sites.
• Created a separate Flickr account just for those images people send directly to us because they did not have their own Flickr account.
Was it worth it?

Absolutely!

- Marketing for the resource
- Community involvement
- Doesn’t mean less work for staff, just different work
Interested in helping?

• Tag images on Flickr with “ncpedia” and “countynamecounty”!
• Volunteer to contribute an entry!
• Keep in touch with ideas, questions, etc.

digital.info@ncdcr.gov