

CROWDFUNDING

The future of archaeology in Finland?

University of Oulu

Faculty of Humanities

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Emmi Koivisto

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Supervisor: Janne Ikäheimo

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INTRODUCTION

Archaeology is a brand, declares Cornelius Holtorf.¹ The meaning behind his claim is that archaeology is something in which the general public has high interest. One does not need to go far back in history when archaeological research was carried out by enthusiastic amateurs.² There are not many fields of science as popularised as archaeology, with Indiana Jones, Tomb Raider and Time Team to name a few.³ People are interested in archaeology, and in recent years efforts have been made especially in the United Kingdom in creating new project of participatory archaeology and heritage.⁴

Even though archaeology has a large audience in popular culture, getting the necessary funding to carry out even the most essential research is a problem in many countries: alarming budget cuts have been announced in USA and around Europe.⁵ The main problem of funding archaeological research is that generally programs are relying on one source of funding. Baugher points out that innovative programs survive if they have multiple sources of funding and have cost conscious planning of what they can deliver.⁶

The purpose of this thesis is to explore a new method that could be used in archaeology: crowdsourcing. For the purposes of this thesis I have divided the concept of crowdsourcing to three main elements: crowdsourcing funding (i.e. crowdfunding), participation and data. Each element has its benefits, and for this thesis I am exploring how crowdsourcing is used, with examples from Finland and abroad, and how to introduce crowdfunding to archaeology in Finland. The aim of this thesis is to try out a new way of engaging the public with archaeology, following examples set by successful projects abroad. This is achieved by creating a pioneering crowdfunding project for an archaeological excavation in Finland, called *Tracing Finds*. Although the other aspects of crowdsourcing will be discussed in this thesis, the main focus will remain only in crowdfunding.

¹ Holtorf 2006.

² Merriman 2002: 550.

³ Whilst Indiana Jones and Tomb Raider are fictional archaeologist, Time Team is a popular British TV series following up archaeological excavations.

⁴ For example Scotland's Rural Past project by the Royal Commission on the Ancient and Historical Monuments of Scotland (RCHAMS). This five-year project encouraged people to take part in investigating and recording the deserted rural settlements in Scotland.

⁵ For example Aitchison 2010, Marciniak & Pawleta 2010, Engovatova 2010.

⁶ Baugher 2013: 115.

Receiving financial support for archaeological research is becoming a challenge globally, and Finland is not alone in suffering from budget cuts.⁷ The field by and large will have to start finding new ways of securing the monetary support. More and more projects have started appealing for the public for supportive funding in the United Kingdom and USA. There are an increasing number of positive examples in how to engage the public with archaeology from the aforementioned countries, where excavations have been partially funded by the public – a selection of these projects will be presented later on in chapter 1. Crowdfunding an archaeological excavation has not yet been tried in Finland, although during this thesis another crowdfunded excavation started in Kaarina.⁸ An archaeological association, Finnish Association for supporting Archaeological research (from now on referred to as FASAR), was founded during the course of this thesis and the *Tracing Finds* project was organised in collaboration with FASAR.

The idea of crowdfunding is that a person donates a certain sum of money online and the money they donate goes directly to the project. There are different types of crowdfunding, but this thesis will look into reward-based crowdfunding. Reward-based funding means that the donor receives a pledge in return for the money. In the archaeological projects discussed in this thesis the most common pledges used were letters or tours around the excavation. Sometimes people could buy access to take part in the excavation, which adds labour force in the excavation and increases the participatory aspect of crowdsourcing.

For the purpose of this thesis I will launch a crowdfunding project in Oulu in support of an excavation in Illinsaari organised by the University of Oulu in June 2014. This thesis will discuss the process of organizing a fundraising campaign and the outcome of the campaign. This thesis will serve as a handbook for anyone wanting to organise a similar crowdfunding campaign in Finland by explaining the methods that were used in this project. The methods will be discussed in chapter 4. Chapter 4 will discuss the legal issues around crowdfunding, other problems and limitations that affected *Tracing Finds*, and explain how and why the pledges were chosen.

Chapter 5 will discuss the media use in support of *Tracing Finds*, and how the campaign was received in social media sites. I will analyse the blog visitor data in order to

⁷ Difficulties of getting funding were mentioned as the second most important challenge in archaeological research in Finland. Maaranen 2011.

⁸ Finnish Association for Supporting Archaeological Research launched their crowdfunding campaign in support of an excavation in Ristimäki, Ravattula in August 2014.

find out whether the blog created in support of the campaign was successful in captivating audiences. In chapter 5 I will also discuss whether any particular posts on social media, traditional media or the blog had an effect on sales and participation.

This thesis will aim to discover the motives for participation in a crowdfunding campaign by sending a feedback survey questionnaire to all participants in *Tracing Finds*. Survey responses are discussed in chapter 6. One of the most interesting questions that I will try finding an answer to is, do people take part because of an interesting and desirable pledge, or because they want to support research and gain knowledge? The survey responses will be used to analyse whether the project managed to engage local people to participate, which media channels were the most effective in referring participants to the project, and which age group had the most participants. The survey responses will also be used together with the sales figures in finding out which pledges were the most popular and whether they had any effect on the participant's view of archaeological research. This thesis will discover whether crowdfunding archaeology is a possibility in Finland by finding out what the respondents thought of the campaign, and whether they would take part in a similar project again in the future. In essence, this thesis will try find out whether crowdfunding is something that could, and should, be used more in archaeology.

Crowdsourcing can also be active participation. These activities in hobbies linked to archaeology are most commonly volunteering in a museum, taking part in public excavations or the use of a metal detector. For this thesis I have separated a hobby from crowdsourced participation: crowdsourced participation is something that is organised by an authority and the activity is defined by the professionals with benefits to both organiser and participant, whereas a hobby is an activity that benefits the individual. Crowdsourced participation is closely linked to participatory archaeology, and I will present some examples of participatory archaeology projects. In some cases crowdfunding and active participation are linked together, and this thesis will discuss the different options, benefits and negatives of crowdsourced participation in Finland by looking into excavations open to the public and metal detecting hobby. This section of the thesis will be a short discussion in chapter 2.

The third aspect of crowdsourcing is collecting data. This is perhaps the most basic use of crowdsourcing by relying on the volume of participants which therefore increases the value of the information that the participants provide. Crowdsourcing data means that the project organiser can appeal to the public to enter for example user information or visitor experiences – data that could not be created by the organiser. Crowdsourcing data can also be

used to manage huge tasks, such as recording vast areas and ancient monuments in the Scottish landscape. In this thesis I will present some of these example projects that relate to archaeology, and which make use of crowdsourced data. I will discuss the potential use of crowdsourced data in archaeological research by using the example projects that are introduced. However crowdsourcing data is a minor part of the thesis with a short discussion in chapter 3.

1. CROWDSOURCING

Crowdsourcing is not new as a phenomenon, but as a term. The term crowdsourcing was created and first used in 2006 by journalist Jeff Howe in his article ‘The Rise of Crowdsourcing’ for Wired-magazine.⁹ Crowdsourcing is a term for what in essence is volunteering. The basis of crowdsourcing is simple: it allows anyone to start or participate in a project if they have the skills, talents and knowledge with no degree necessary. If an already existing project is crowdsourced, generally the role of the volunteer will be defined in advance of the project starting.¹⁰

Crowdsourcing can be defined as being a method to use the power of the many in order to achieve better results than involving just a few.¹¹ *Crowdfunding* is a form of crowdsourcing. It is a term used for acquiring funding from a large number of people. Generally the funded amount is relatively small, but the goal is to have many participants. In this thesis I will use the term *participant* to describe an individual who takes part in a crowdfunding campaign by purchasing a pledge. *Pledge* is a term with synonyms to ‘promise’ and ‘commitment’. The term has been used in previous crowdfunding campaigns¹² as a name for the product the participant purchases. For crowdsourced participation I will henceforth use the term *volunteering*, which is “work for an organisation without being paid”.¹³

Groups of people have joined to work together in large tasks before, but since the age of Internet it has become possible for thousands of people from anywhere in the world to work together. The popularity and ease of crowdsourced projects have led to commercial

⁹ Howe 2006: 6.

¹⁰ Salmenkivi & Nyman 2007: 242.

¹¹ Kintigh et al 2014: 6.

¹² Pledge is a common term used by some crowdfunding websites. For archaeology the term has been used by DigVentures in their ‘Saints & Secrets’ project and Colleen Morgan in her Maeander project.

¹³ Oxford Dictionary.

success stories which were started by ‘amateurs’¹⁴ and corporate businesses are noticing the benefits of engaging crowds. Businesses have developed marketing campaigns by creating innovation competitions and inviting people to submit their own designs for billboards or to describe their favourite beer.¹⁵ Crowdsourcing is a very wide term, and one could put a lot of projects under its umbrella. A Finnish example of crowdsourcing legislation is a pioneering project by Aitamurto and Landemore. Their project crowdsourced off-road traffic law by inviting the participants to “share their concerns, experiences and problems regarding off-road traffic, and present solutions”.¹⁶ Finland also hosted the first crowdsourced opera ‘Free Will’, which was performed in Savonlinna Opera Fest in 2012.¹⁷

The concept of crowdsourcing can be divided into three aspects: taking part by providing funding, labour and data. This division is closely interlinked with the concepts of volunteering, where people can find suitable ways in how they can be a part of and organisation or project they care about. Crowdsourcing has the same features as volunteering, but by and large crowdsourcing can be differentiated from volunteering. The answer is in the name: crowd. The purpose of crowdsourcing is to get crowds and masses of people involved, with the idea that a large number of participants contribute more and each one can, if they wish, participate with minimal effort. Sometimes the participants do not get any rewards for their efforts, but participate because they want to, feel “love” for the project or for the “glory”. There can be two kinds of crowdsourcing rewards in case there is no pledge: either monetary reward for all participants or only the best idea or participant is rewarded.¹⁸

The reason why crowdsourcing is currently on the rise is because of Internet and its online communities.¹⁹ Typically people contribute with little or no money, but a strong motivation for participation is the want to spend some time utilizing their skills for a common

¹⁴ The computer operating system Linux is perhaps the best example. The system was created by a computer science student Linus Torvalds in the 1990’s, and with an open call for assistance, thousands of other coders helped improve the system. Howe 2006: 53.

¹⁵ For example Pepsi Co. launched a competition for the public to design billboards and cans. (www.designourpepsican.com). Beer brewery BrewDog invited people to submit entries describing their beers. A selection of the submissions were printed on bottles for a limited period. (<http://www.brewdog.com/blog-article/help-us-craft-our-copy>)

¹⁶ Aitamurto & Landemore 2013: 1.

¹⁷ Tiikkaja 2012.

¹⁸ Aitamurto, Leiponen & Tee 2011: 15–16.

¹⁹ Howe 2006:14.

good or as a past time hobby.²⁰ The great thing about crowdsourcing is that it attracts people who are already interested in the subject, which means people are motivated to work and willing to give up their time for free or for minimal reward.

1.1. Crowdfunding

Crowdfunding is an ever growing avenue of crowdsourcing: crowdfunding volumes grew by 65% in Europe alone in 2012.²¹ Crowdfunding is different from other ways of funding in that the funds are gathered from individual donations. The sum of the donation can vary: some larger projects ask for thousands of euros in investment whilst some operate with donations as small as a €5 minimum. Although different in size, the basis of crowdsourcing remains the same: a multitude of small donations grows into a large total sum.²² Crowdfunding Industry Report²³ divides crowdfunding into different funding categories: donation-based, reward-based, lending-based and equity-based. According to the report most platforms in 2012 were reward-based.²⁴ Donation-based funding is illegal in Finland unless the organiser has a money collection licence from the Finnish Police. The licence can only be issued to non-profit organisations.²⁵

A completely new form of crowdfunding was developed by The Swedish Institute of Computer Science (SICS). Their platform called CrowdCulture enables the public to participate with a monthly sum of a minimum of €5 in an arts project of their choosing. The active participation of the crowd enables the council to target public money for the most popular projects. CrowdCulture is a programme that combines political decision making with the broader public. CrowdCulture platform has been in use since its launch in 2010 with the City of Stockholm distributing arts funding based on the public opinion.²⁶

²⁰ Howe 2006: 29.

²¹ Crowdfunding Industry Report 2013CF: 9.

²² Aitamurto 2012: 14–15.

²³ 2012: 12.

²⁴ Crowdfunding Industry Report 2012: 14.

²⁵ Money Collection Act 255/2006; Government Decree on Money Collections 503/2006.

²⁶ Hansson 2011.

1.1.1. Crowdfunding in Finland

One of the biggest success stories of crowdfunding the Arts comes from Finland. Two Finnish film directors Timo Vuorensola and Samuli Torssonen crowdfunded their film *Iron Sky* in 2011 by offering shares and fan products, such as t-shirts. The duo put their project on to nine crowdfunding websites, and the film was backed by supportive fans with a total of 1 million euros.²⁷ One could say this huge success launched a boom of crowdfunding and countless Arts projects have since been crowdfunded or crowdsourced in the Nordic countries.²⁸

Currently there are five crowdfunding platforms in Finland. Three of these are reward-based platforms: Mesenaatti, Invesdor and Venture Bonsai. Invesdor and Venture Bonsai are both targeted for start-up businesses and both require a minimum project target of €20,000.²⁹ The minimum target for projects in Mesenaatti is €1,000 which is one of the main reasons it was chosen as a platform for *Tracing Finds*. Mesenaatti was founded in 2012, and it is the first crowdfunding website in Finland. Since its launch the site has hosted a number of successfully funded projects. Mesenaatti accepts any kind of project but they are a platform mainly for projects in culture, innovation, education or social themes.³⁰ *Tracing Finds* was the first science project on Mesenaatti. The website operates on commission which is currently set at 7% of every successfully funded project. If the campaign is not funded successfully, all funds are returned to the participants.³¹ Mesenaatti operates with an online bank service Holvi Payment Services Oy. Each project must create an online bank account with Holvi, and this account is connected with the campaign web shop. All purchases therefore go through Holvi web shop, even though the project homepage is in Mesenaatti. At the moment Holvi services do not charge monthly fees, but take a €0.90 fee on all incoming and outgoing payments, and 3% service charge for credit card payments.³²

Each project on Mesenaatti must create a profile or campaign page with images and videos. The profile has an introduction on the project, the target and how the funds will be used, and an appeal to the prospective funders. Each project must offer pledges, whether in being the final product such as books, albums, tickets to the performance, or other goods such

²⁷ Solar Films 2011.

²⁸ Virki 2012.

²⁹ Uusikartano 2013: 20–23.

³⁰ Mesenaatti 2014a.

³¹ Mesenaatti 2014a.

³² Mesenaatti 2014b.

as postcards and prints.³³ The features of successful and interesting crowdfunding campaigns have been researched by Uusi-Kartano.³⁴ Uusi-Kartano's survey of crowdfunding participants discovered that the most appealing crowdfunding projects are science and games.³⁵ Most respondents (57%) strongly agreed that crowdfunding is an "excellent idea and the popularity should be enforced". Respondents also strongly agreed that crowdfunding is an opportunity to be a part of interesting projects (41%).³⁶

1.1.2. Crowdfunding archaeology

Funding archaeological excavations in Finland is regulated by legislation.³⁷ This means that archaeological surveys at building sites are paid for by the constructors, and public bodies, such as the National Board of Antiquities, are funded by public money. The university archaeology departments carry out excavations using their own budget. In University of Oulu the yearly budget for archaeology is around €20,000, which must cover all expenses apart from staff salaries.³⁸ Excavations funded by the party responsible for private or public works can vary in cost: an excavation in Sahalahti Uotila 2, Kangasala, cost €27,614 for three weeks in 2011.³⁹ Another three-week excavation in Pyöriäsuo, Oulu, cost €60,000.⁴⁰ Both excavations were funded by private companies carrying out building works on the site after the legislative archaeological excavation. All in all, the costs for excavations are high, and attempting to use crowdfunding to cover all costs for excavations in Finland is perhaps a little too ambitious at this time.

In recent years crowdfunding has been applied to archaeology. The nature of most projects in websites such the American Kickstarter and Finnish Mesenaatti is that the participant gives money to support the project, but also receives a pledge in return. The value of the pledge depends on the amount of money given, and the value and pledge are created by each project. The Maeander Archaeology Project in Turkey is one of the first archaeological

³³ Mesenaatti 2014b.

³⁴ Uusi-Kartano 2013.

³⁵ Uusi-Kartano 2013: 63.

³⁶ Uusi-Kartano 2013: 67.

³⁷ Antiquities Act 295/1963 15 §.

³⁸ Herva 2014 (pers.comm.)

³⁹ Raninen 2011.

⁴⁰ Seppä 2011.

projects that used crowdsourcing as a method of funding. The project struggled to gather all the funding necessary to go ahead, and a funding appeal for the project was put on Kickstarter as a try-out by one of the archaeologists in the project, Colleen Morgan, in June 2011.⁴¹

Money gathered through Kickstarter –website was intended to be used as an additional funding rather than as means to cover all the costs of the excavation. In the Maeander project the pledges ranged from a digital copy of the excavation report e-book for \$5, to a print of field notes or of artefact drawings for \$25, or an engraved trowel for \$250. The project managed to gather over \$5,000 in the 30 days it was online but unfortunately all funds had to be returned to the participants as the project failed to attain the necessary excavation permits in Turkey.⁴² The Maeander Project reached its target thanks to the fairly popular archaeology blog by Colleen Morgan. Morgan says her promotional video reached a lot of people who read her blog, and in return the readers shared it and donated money. Even though the project was cancelled, Morgan says she would use crowdfunding again, but only as a last resort.⁴³

One successfully completed crowdfunded archaeological/anthropological research was carried out by anthropologist professor Kristina Killgrove in 2011. Her Ancient Roman DNA project raised \$10,171 via RocketHub, an American crowdfunding website. The project applied for funding to carry out DNA tests on the remains of the lower class and slaves of Ancient Rome. Killgrove had been writing a popular anthropology blog since 2007 and therefore had a regular fan base. The project reached the target amount of \$6,000 in just 11 days.⁴⁴ By the end of the funding campaign the target was nearly doubled, and Killgrove was able to do DNA analysis on more remains than she originally intended. Killgrove says she would “absolutely” use crowdfunding again if she needed to.⁴⁵

The success of Killgrove’s project can easily be traced to her popular blog and its numerous followers. She is able to write about her research in a compelling and interesting way, and she has vast range of followers from people interested in Ancient Rome to genealogists. In an interview with #SciFund she said that the diversity of the audiences helped

⁴¹ Morgan 2011b.

⁴² Morgan 2011a.

⁴³ Morgan 2013 (Pers. comm.)

⁴⁴ Killgrove 2011.

⁴⁵ Killgrove 2013 (Pers. comm.)

to spread the word. She also asked her family and friends to contribute with a small amount at the beginning of the funding campaign to show the project had created interest.⁴⁶

Another hugely successful project, albeit a little different to the previously mentioned projects, was a Bronze Age timber site Flag Fen in Cambridgeshire, England, in 2012. This was one of the first crowdfunded archaeological projects in the United Kingdom⁴⁷, and gained £27,000. The public had a chance at taking part in the excavation after paying £125, and they were welcomed to excavate for any period of time after taking a master class from an archaeologist on the site. Other ways to contribute included a £10 fee for access to the project website and see the daily updates of finds and interviews of the archaeologists on the site.⁴⁸ The fundraising was organised by DigVentures Ltd, a London based non-profit team of archaeologists “committed to providing seed capital and building audiences for archaeology projects worldwide”.⁴⁹

In summer 2014 DigVentures organised another crowdfunded project, Saints & Secrets 2014, at the medieval Leiston Abbey where they continued their research from the previous year, which was also crowdfunded. This time the excavation project received a £75,000 grant from the Heritage Lottery Fund. DigVentures was successful in reaching their crowdfunding target of £18,000 in July 2014. The projects that DigVentures organise are large: they appeal to the hobbyist archaeologists by organising large scale excavations that need a lot of labour force. They also use some of the latest technology, which authenticates the professionalism of their research.⁵⁰

One of the combining features of crowdfunded archaeological projects is the effect of the Internet and social media on the success of crowdsourcing. Organisations like DigVentures Ltd reach a large number of people thanks to their efficient online marketing and activity on social media, co-working with the councils⁵¹ and getting coverage from major media networks such as the BBC. Their website is professionally made and it is fun to read. They succeed in making archaeology exciting, approachable and inclusive, which is proven by the large number of participants in their projects.

⁴⁶ Ranganathan 2011.

⁴⁷ Palmer 2012a.

⁴⁸ Palmer 2012b.

⁴⁹ DigVentures 2013a.

⁵⁰ DigVentures 2014.

⁵¹ Flag Fen is one of the City of Peterborough main attractions. The site is also listed by English Heritage.

The most popular pledge in the support of the Maeander Project was a collection of five photographs of the site and of the archaeologists for \$50, equivalent to around €37, bought by 12 backers. Other popular pledges were the cheaper products: a digital copy of the e-book for \$5 and a print of field notes or a drawing of an artefact for \$25, both backed by 11 people. The most expensive pledge was all the pledges including a printed copy of the excavation book, signed by the excavating team for \$500. The most popular pledges in Killgrove's Ancient Roman DNA project were postcards of the Roman skulls that were analysed in her research. The prices of the pledges varied from \$5 to \$1,000. The most popular pledge, a personalised thank-you Roman skull card for \$20, was sold to 78 backers.⁵²

It is important to define what the physical elements of archaeology are that appeal to the public the most and what is possible to provide for them as one cannot give away any real objects or genuine documentation. It would be desirable that the pledge would be something easily produced, or that the margin would be high enough so the production costs are kept lower than the price of the pledge. One can make a choice of either purchasing the more expensive products in advance so that there is a limited number to be sold, for example trowels with personalized engraving, or choose something that can be easily copied and produced, such as photographs and postcards.

2. CROWDSOURCING PARTICIPATION

In its essence volunteering is 'a contribution of time without coercion or compensation',⁵³ but it is important to distinguish that a volunteering activity is something beneficial to the group or field. Volunteering has traditionally been a part of religious and hobby groups, but also health care organisations, such as the Red Cross,⁵⁴ and museums in Finland utilize volunteers to some extent.⁵⁵ Volunteering has been a natural part of museums in the United Kingdom for decades with positive outcomes and experiences for both museum and volunteer.

Volunteering in Finland has generally existed in the shape of volunteer organisations, such as different friends of museums groups⁵⁶ and several local history

⁵² Morgan 2011a.

⁵³ Smith 1994: 243–263.

⁵⁴ Hanafi 2011.

⁵⁵ Ojala & Talasniemi 2011: 18–19.

⁵⁶ Ojala & Talasniemi 2011: 18–19.

museums run by volunteers.⁵⁷ In Finland volunteering in a museum or similar organisation has sometimes been seen as problematic since they could be used to replace professionals, which is why some museum professionals oppose the use of volunteers. Porvoo Museum director Merja Herranen states that volunteering should not in any case replace professionals, but rather support their work.⁵⁸ The clear benefit for the volunteer speaks volumes: studies show that people who volunteer are generally happier mentally and physically when they are doing something that helps a cause. Museums today should drive towards unlocking the potential of volunteers. Hirvilammi and Viitanen point out that to preserve local histories and museums the people must be encouraged to hold on to their histories.⁵⁹

2.1. Volunteering figures

In England, it is estimated that one in three people volunteer formally at least once a month.⁶⁰ Community Life Survey 2012—2013 found that 71% of the people had volunteered within the last year, and 49% had volunteered at least once a month in the past 12 months. The figures show an increase in volunteering and civic actions since the previous survey in 2010—2011, along with the number of people who donate money to charities. The biggest motivation for participation in volunteering activities was the desire to serve the community, or being asked to get involved.⁶¹ A survey by Statistics Finland in 2009 found that a third of people over the age of 10 had volunteered within the last month, and 40% within the last 12 months in Finland. Most volunteers were highly educated or entrepreneurs, but the largest group of volunteers were agricultural entrepreneurs.⁶²

Although volunteering increased in Finland between 1999 and 2009,⁶³ the figures are still considerably lower compared to the English estimate. In England volunteers are systematically recruited to support existing organisations and groups⁶⁴, whereas in Finland volunteer groups are commonly run by a group of enthusiasts, such as sports clubs and

⁵⁷ Nissinaho & Soininen 2014: 175; Probst 2011: 24.

⁵⁸ Herranen: 17.

⁵⁹ Hirvilammi & Viitanen 2011: 16.

⁶⁰ NCVO UK Civil Society Almanac 2013.

⁶¹ Cabinet Office 2013.

⁶² Hanifi 2011.

⁶³ Hanifi 2011.

⁶⁴ There are multiple organizations in United Kingdom that recruit volunteers, such as volunteering charity CSV and National Council for Voluntary Organisations (NCVO).

parental leagues, or political parties and trade unions.⁶⁵ Even though Finns volunteer a lot, there are still fairly low numbers of organisations that actively recruit volunteers in Finland. Another reason could be that Finns prefer to participate in small scale groups run by them, such as for example housing cooperatives, hobby groups or religious groups organised by the local churches.

As the figures above indicate, volunteering and active participation is a growing trend, facilitated by the Internet. Taking part in a volunteer group or cause of your choice has become easy and effortless. In the United Kingdom, countless websites listing charities and other volunteering opportunities have been formed and one can simply browse the website and choose what they want to do. Aitamurto points out that nowadays people are more willing to support a specific project rather than the whole organisation.⁶⁶ This prompts organisations to change the way they operate if they want to attract more participants. The demand for transparent communication between the benefactor and organisation⁶⁷ has the potential to enable one-off crowdsourcing projects that allows close communication and action with the participant.

2.2. Active participation in archaeology

The United Kingdom is one of the leading countries when it comes to participatory archaeology. A survey by the Council for British Archaeology (CBA) discovered that there are at least 2,030 active voluntary groups and societies in the United Kingdom, with approximately 215,000 participants. The survey listed some of the most common activities the groups were involved with. These activities were recording through photography, attending lectures and talks, lobbying on heritage issues, and fieldwalking. Archaeological excavations were a large part of participatory archaeology with 41% of instances.⁶⁸

Participatory archaeology in Finland is still relatively new form of archaeology, if one does not take public excavations into account. In 2008 the Pirkanmaa Provincial Museum launched a project ‘Adopt a Monument’, which aimed to bring archaeological heritage to the everyday-life of the people.⁶⁹ The project managed to engage groups of

⁶⁵ Hanifi 2011.

⁶⁶ Aitamurto 2011: 40.

⁶⁷ Aitamurto 2011: 41.

⁶⁸ Thomas 2010: 5.

⁶⁹ Nissinaho & Soininen 2014: 176.

enthusiasts and even new heritage groups were formed during the process. ‘Adopt a Monument’ was beneficial to both parties: the monuments were looked after and maintained by the volunteer groups, and the museum provided the volunteers continued support, such as training events and field trips.⁷⁰

2.2.1. Public excavations

Public excavations have been studied in the recent years, and the benefits to scientific research can be scarce or problematic. The survey by CBA found out that public excavations were a cause for concern to some archaeologists, as they feel volunteers are mostly interested in excavations. This was seen as a potential threat as untrained volunteers could cause significant damage to sites.⁷¹ Some archaeologists are worried that untrained volunteers will be used to replace professionals. Using untrained volunteers at excavations could distort the image of who can do archaeological research. Siltainsuu discovered that some student archaeologists felt untrained volunteers were used to replace them in an already poor employment situation.⁷²

Public excavations have been used in aid to increase public interest in local history and archaeology, as increasing the public involvement can be beneficial for the protection of the sites, but can also create and increase the sense of community identity.⁷³ Volunteers at the site also force the archaeologists to process the site and argument their case.⁷⁴ In some cases lectures, guided tours and exhibitions have also been used in support of publicizing archaeology. Esa Mikkola held a lecture at Arkeologipäivät (Archaeology Seminar) in 2009 regarding a public excavation at Vainiomäki in Laitila, where he was the supervising archaeologist.

The biggest challenge for organizing public excavations in Mikkola’s opinion is funding, or more so the lack of it. Mikkola says the public requires training and supervision for which the team of archaeologists in this case did not have enough resources. The time taken to instruct the public was time lost in research. The supervising archaeologist was also expected to have experience in public relations, which is not generally a part of an

⁷⁰ Nissinaho & Soininen 2014: 177–178.

⁷¹ Thomas 2010: 48.

⁷² Siltainsuu 2011: 67.

⁷³ Merriman 2002: 550.

⁷⁴ Siltainsuu 2011: 67.

archaeologist's job description.⁷⁵ However public excavations have been popular in Finland and the survey by Siltainsuu in 2011 revealed that most volunteer archaeologists would take part in excavations again in the future.⁷⁶

One of the positive outcomes mentioned by DigVentures projects director Brendon Wilkins in an interview with the BBC was that the public who joined the excavation brought not only funding, but also labour to the site.⁷⁷ DigVentures also promote other public excavations around the world, and at the time of writing this thesis all the projects included an opportunity to join the excavation. The organisation also arranges “Dirty Weekends” – weekends including tuition, lunches, lectures and an opportunity in taking part in excavating at a site.⁷⁸ The DigVentures website does not provide figures of how many people take part in the weekend projects, but say the weekends have been hugely popular. DigVentures makes a clear separation from the more commercial sites such as Kickstarter by stating they provide a niche service focusing solely on archaeology, therefore reaching the people who are already interested in getting involved.⁷⁹

2.2.2. Metal detecting and archaeology

The popularity of the metal detecting hobby has caused friction between archaeologists and metal detector users in the past, and still dividing opinions amongst archaeologists. These often difficult relationships are being addressed, as more and more people are starting to use metal detectors. Many positive projects have been created in the United Kingdom and Finland in recent years to develop the relationships. One British example of such project is Portable Antiquities Scheme (PAS). The PAS facilitates the recording of all metal detecting finds to an official database. The scheme which went nationwide in the United Kingdom in 2003 “has demonstrated a substantial increase in the number of objects reported, implying an improvement in relationships with metal-detector users.”⁸⁰ However, Thomas emphasizes that

⁷⁵ Mikkola: 32–35.

⁷⁶ Siltainsuu 2011: 36–37.

⁷⁷ Palmer 2012a.

⁷⁸ DigVentures 2013b.

⁷⁹ DigVentures 2013c.

⁸⁰ Thomas 2012: 71.

even though there are positive experiences with PAS, it should not divert archaeologists from becoming more inclusive.⁸¹

Similar trends can be found in Finland: the National Board of Antiquities expects to receive over 1500 objects found by metal detector users in 2014. The number has grown exponentially from last year when the Board received only a few hundred objects.⁸² The huge rise in reported finds speaks for itself: metal detecting as a hobby has become popular. However the Board cannot process all the reported finds due to limited resources, and in some cases the metal detectorist has unknowingly destroyed parts of the object by cleaning it.⁸³ Museums and officials in Finland have reacted to the huge surge in metal detecting by creating guide books and talks to teach hobbyists about the laws, and offer guidance on how to record and report their finds.⁸⁴

Espoo City Museum organised a metal detecting event with hobbyists and archaeologists in April 2014 in a field next to the Glims Farmstead Museum. The hobbyists used their metal detectors to go through the 4500m² field and archaeology students from University of Helsinki recorded the find spots. The event was a success. It showed the organisers that hobbyists are eager to help research, but they also need clear guidance. The Espoo City Museum carried out an extensive metal detectorist survey for their exhibition on metal detecting. The survey found that the hobbyists do not seek objects that make them rich, but rather the motivation is to help research. Most hobbyists call themselves ‘local historians’ or see themselves as ‘past-time archaeologists’, and mainly notify museums about their finds. Most respondents to the survey hoped more collaboration with professionals, and more guidance on best practices.⁸⁵

Metal detectorists and archaeologists can work together. There are several positive examples of co-working with the hobbyists, and the difficult relationships in the past should remain in the past. Siltainsuu & Wessman point out that many significant archaeological sites and stray finds would remain unknown had there not been metal detectorists. Metal detectorists are eager to work together with archaeologists, who would

⁸¹ Thomas 2012: 77.

⁸² Lehtinen 2014.

⁸³ Lehtinen 2014.

⁸⁴ Satakunta Museum held an info event for metal detectorists 3rd September, with 30 participants at the event. Koivisto, L. 2014 pers. comm.

⁸⁵ Siltainsuu & Wessman 2014 (in print).

benefit from the free workforce.⁸⁶ One site that would have remained unknown, had it not been for a local metal detector enthusiast, is Pirttitörmä in Ii. During the course of the summer excavation in 2014, the site turned out to be a significant Iron Age settlement.

3. CROWDSOURCING DATA

Crowdsourcing can be used to aid scientific research by engaging the public to produce useful data, when the research area is large and the volume increases the value of the research. Crowdsourcing data has been used for several years, most notably for national bird counts in various countries.⁸⁷ NASA invited amateurs to go through their entire database of images of surface of Mars and spot craters, and hundreds of volunteers took part.⁸⁸ The crowd is an invaluable resource as work force, and its benefits are utilized in scientific projects to the extent that sometimes researchers become dependent on amateurs for gathering the raw data. This is the case especially with ornithology and astronomy, where gathering the same amount of data could take years for professionals.⁸⁹

Some Finnish examples of crowdsourced data come from environment and travel. A recently started doctoral dissertation by Miisa Perälä uses visitor feedback from Oulanka national park to create a map of visitor experiences. The purpose is to get the participant, or visitor, to deliver information that could be used for recording levels of erosion, problems in site infrastructure, and mark popular sights that could be used for marketing and visitor experience development.⁹⁰ Similar work was done in the VAAKA-project, which changed PPGIS (Public Participation GIS) traditionally used in urban environments to a natural park area in Vaara-Kainuu. Visitor experience and feedback was used to identify visitor preferences, levels of crowdedness and sights that were ecologically and culturally significant.⁹¹

⁸⁶ Siltainsuu & Wessman 2014 (in print).

⁸⁷ For example British Trust of Ornithology has identified several public engagement projects. Haklay 2013: 108.

⁸⁸ Howe 2006: 61–63.

⁸⁹ Howe 2006: 41, 61–63.

⁹⁰ Perälä 2014. (pers.comm.)

⁹¹ Tolvanen, Kangas et al. 2014: 8.

3.1. Crowdsourcing data for archaeology

One modern example of crowdsourcing archaeological data is Scotland's Coastal Heritage at Risk project by the SCAPE Trust (Scottish coastal archaeology and the problem of erosion). SCAPE Trust was awarded Best Community Engagement Project in 2014 by the British Archaeological Awards. SCAPE Trust was also awarded Best Archaeological Innovation 2014 for their Sites at Risk web portal and mobile application.⁹² One of the Trust's projects, *The Shorewatch Project*, encouraged the public to record coastal erosion of 940 archaeological sites listed as endangered or at risk, and record the current state of the site by using a free smartphone application. The philosophy behind the project is two-ways: getting the public involved in the archaeological sites in the coast and providing the organisation information of the levels of erosion and site condition.⁹³

A project in Greece and Italy utilises the public to aid the professionals in conservation and enhance customer experience at two heritage sites: Paestum in Italy and Mycene in Greece. The Agamemnon Consortium created a multimedia tool for customers to use when visiting the sites. The programme would create a profile of the user, and plan a route based on the visitor's interests. Reaching certain points on the route mapped by the program, the visitor would take photographs of the points of interest and upload them on the application. The program would also give the visitor personalised information based on their interests and location on the site. The site managers would then be able to analyse the condition of the site based on the visitor images and see if any patterns evolve that might endanger the site and cause erosion. The data provided by the visitors could also be used to improve visitor experience by understanding visitor patterns and behaviour.⁹⁴

Both of these projects, although different, are projects that have huge benefits for the archaeological conservation of the sites and visitor experience development. Both projects take advantage of the participants who would probably walk around the recorded areas anyway – *Shorewatch* could be used by walkers and hikers interested in heritage or coastal conditions, or community groups and heritage societies; Agamemnon was used by tourists who visited the site and who in return received personalised information.

⁹² British Archaeological Awards 2014.

⁹³ Scotland's Coastal Heritage at Risk 2013.

⁹⁴ Ancona & Scagliola 2006.

4. CROWDFUNDING METHODS

Henceforth this paper will discuss the creation and execution of the crowdfunding project *Tracing Finds*. This crowdfunding campaign was created solely for the purposes of this thesis by the author. The campaign managed to gather €1320 via Mesenaatti crowdfunding platform. The next chapter will discuss the issues around organising a crowdfunding campaign.

4.1. Problems and limitations

4.1.1. Legal limitations

In Finland crowdfunding is regulated by state laws, and crowdfunding for universities is regulated by state laws and university regulations. Crowdfunding is regulated by the value added tax act (1501/1993) and the money collection act (255/2006). Both acts ensure that the campaign organiser must have a money collection permit and VAT must be paid for each sale. If crowdfunding is organised by a non-profit organisation VAT can be avoided and the organiser does not need a money collection permit, but they must offer a pledge in return for the funds. *Tracing Finds* campaign was organised in collaboration with Finnish Association for Supporting Archaeological Research (FASAR),⁹⁵ which is a non-profit organisation and VAT was therefore not applicable. However FASAR are looking into applying for a money collection permit.

The University of Oulu has been issued a money collection permit, and the university accepts general donations or specified donations. The donor can request that their donation goes to a specific target, for example investment in equipment. Other options to target donations are stipends for students or other grant funds, or funding a five-year professorship. The University of Oulu does not mention any other donation sums apart from sponsored professorship at €120,000 per year.⁹⁶ It is not clear whether there is a minimum sum for donations, and the nature of fundraising for University of Oulu is drastically different from crowdfunding. At this time the University of Oulu was thought to be an unsuitable fundraising channel, and another crowdfunding platform was chosen for the purposes of this crowdfunding project. A special permission to pioneer a traditional crowdfunding campaign for the University of Oulu archaeology subject was applied for from the University of Oulu

⁹⁵ Suomen muinaistutkimuksen tuki in Finnish. The organisation was founded by archaeologists at the University of Turku in February 2014. The Association aims to support archaeological research in Finland by fundraising or by other supporting methods.

⁹⁶ University of Oulu: Varainhankinta 2012.

Research Committee at the Faculty of Humanities. The permission was granted as the Committee expressed interest in seeing the results of the campaign, and as University of Oulu is considering changing the fundraising regulations to a less bureaucratic form.

For being able to direct the funds for radiocarbon dating the funds were deposited with FASAR after the campaign finished. FASAR will commission a stipend for two samples to be analysed at the end of the year 2014 in a laboratory chosen by the excavation director, PhD student Ville Hakamäki. Any pledge production costs were billed from FASAR. FASAR will deduct a small commission from the funds once the radiocarbon dating samples have been ordered.

4.1.2. Secrecy

Due to the delicate location of the site in a small, sparsely populated island and threat of looting, the exact location of the excavation had to be kept a secret to ensure safety of the site. Some members of the team felt that looting was a genuine threat. The threat was felt so strongly that some considered to install a wildlife camera to protect the site. These feelings were mainly derived from negative experiences regarding the site in Pirttitörmä. The previous year the site was accessed by an outsider, who carried out extensive digging and therefore caused damage to the site. Although the matter was resolved and relevant people were notified of why the site must remain a secret, conscious efforts were carried out to build better relationships between the people involved by creating inclusive co-operation. To protect the identity of the people involved this thesis will not discuss the methods in detail.

As the site location had to remain a secret, it needed another name. The team found the name Pirttitörmä in the cadastral registry. Pirttitörmä is an old name for the site, and the name is not common knowledge. Consequently a completely different site had the same name in Ii, some kilometres away from Illinsaari. This was thought to be an opportunity to confuse possible looters while at the same time using the real name for the site. Location was hence referred to as Pirttitörmä in Ii. No maps or information indicated that the excavation site was on an island, or the name of the island, were released in any media.

The team felt uncomfortable with the secrecy around the location. In the beginning of the excavation the students were asked not to release any location details, and visiting journalists were asked not to print any maps or location names in their articles. A special agreement was formed with two journalists from local newspaper Kaleva, who agreed to refer to the site only as Pirttitörmä in Ii. These Kaleva published two newspaper articles on

13th June and 16th June 2014 (attachments 1 & 2). Kaleva articles will be discussed in chapter 5.1.

The secrecy posed some limitations for the blog posts and subsequent daily updates. It limited us from sending out maps of any kind or information of the history of the island. This interfered with the information that was provided for the participants, and this could be seen in the feedback from the participant. However some current archaeological research in another location in Illinsaari was covered in daily updates. Some funders had wanted maps of the region and excavation site in the daily updates. It could have benefited our case had the reason for the lack of maps been explained to the funders, but concealing the site location was thought to have looked like a sign of mistrust, and therefore reason was not revealed.

4.1.3. Budget and marketing

The campaign was organised without a budget. Some costs caused by the production of pledges and payments for the crowdfunding websites Mesenaatti and Holvi were covered with the funding donated by the participants. The costs were kept to a minimum to avoid any excess funds being spent. The archaeology degree programme at University of Oulu agreed to cover additional costs caused, such as postal and printing costs, as the project was part of a degree.

To follow previous methods by other crowdfunded projects, the marketing of *Tracing Finds* relied heavily on social media. Some research of Facebook marketing indicate that the most effective way to engage people is to communicate more as a friend rather as an impersonal being. It is also recommended that updates and posts should include a reason for communication, meaning that the reader is activated in responding to the post.⁹⁷ Frequent updates were posted on Facebook during the fundraising timeframe both on a personal level and by FASAR. The FASAR Facebook page was updated at least once a week before the excavation and several times a week during the excavation. FASAR Facebook page gained over 100 likes within the first week of starting the collaboration with *Tracing Finds*, which

⁹⁷ Baird & Parasnis 2011.

indicates that promoting the campaign was somewhat successful. Promotion emails were sent to various archaeology and history mailing lists⁹⁸ by FASAR and the team.

4.2. Publicity and websites

The successful crowd-funded projects introduced earlier in this paper already had followers and readers – a dedicated audience, who were already interested in the research. Both Killgrove and Morgan mention that with the help of a fan base it was easy to spread the word and get more people interested and aware of their projects.⁹⁹ For *Tracing Finds* the targeted audiences were the general public, local communities and hobbyists in the field of metal detecting, history and archaeology, archaeology students and professionals — not forgetting the friends and relatives of everyone involved. From the beginning of this campaign a large audience had been identified in metal detectorists who are largely organised and therefore easily targeted.

4.2.1. Blog

The project needed a name that would be interesting and easy to remember. Using only the site name was thought to create an image that was not what we wanted: the purpose was to create a unified concept, similar to a brand. Most archaeology blogs have creative names, and titles with only site names are generally avoided. As the site was found by a metal detectorist, it inspired the creation of the name: metal detectorist found the stray finds, and now the archaeologists are tracing the context of the finds – the archaeologists are tracing finds.

One combining feature of successful crowd-funding projects is a blog and therefore *Tracing Finds* -blog was created.¹⁰⁰ The topic of the blog was Ii in the Iron Age, and the blog included posts about the finds and excavations in Ii and the history of Ii. The blog was created in May before the fundraising campaign started, and it included weekly posts on the history and previous excavations in Ii and Illinsaari. The purpose was to generate interest towards the excavation and funding campaign, and notify people that an excavation was taking place in the area. Without the Tracing Finds project, local people might not have known about the excavation had the local media decided not to report about it. The blog was

⁹⁸ Mailing lists included the archaeology student mailing list Meteli in Oulu, The Historical Association of Northern Finland and FASAR mailing lists. The project was a featured project in a newsletter sent by Mesenaatti.

⁹⁹ Killgrove 2014 (pers.comm.); Morgan 2014 (pers.comm.)

¹⁰⁰ loytojenjaljilla.wordpress.com.

not updated during the excavation as it was considered unfair towards those who had paid to receive the daily updates from the field.

In hindsight weekly blog posts could have been beneficial in gaining more funders, as some perhaps thought they would not receive all daily updates once the excavation had already started — this was asked verbally from the organiser by a few sources, and it is fair to assume several other people might have been contemplating the same question. At the time it was thought too much work for the organiser to write separate, shorter weekly updates for the blog as the days were already nearly 12 hours long, and the team did not have the resources to carry out this idea.

Despite the lack of blog updates during the excavation however, regular updates were posted on FASAR Facebook page each time a new blog entry was published, and other Facebook updates from the excavation were posted during the excavation to encourage people to participate in fundraising. Some images that were not in the daily updates were posted on the Facebook page to make content more interesting for those participants who were following both the Facebook page and daily updates.

4.2.2. Crowdfunding website

The most suitable crowdfunding platform for this project was thought to be Mesenaatti. Mesenaatti hosts small projects, and the lowest minimum target is €1000. The target for *Tracing Finds* was set at €1500, which would provide for three radiocarbon datings. Originally the target for *Tracing Finds* was €500 — the price of one radiocarbon dating. As the minimum target had to be set higher, the team decided to choose the target based on how many radiocarbon dating samples would be ideal for the research. In the end *Tracing Finds* managed to gather €1320 through crowdfunding. All in all the funds available for radiocarbon dating were €1142 after the fees by Mesenaatti, Holvi services and pledge production costs were deducted.

Each project has a profile page on Mesenaatti, where one can add videos and images. *Tracing Finds* did not have any videos, and the main campaign image used in both blog and crowdfunding page was taken a year earlier in an excavation in Suutarinniemi, Illinsaari (image 1). As Suutarinniemi is located on the same island, and only less than 1km from Pirttitörmä, using an image from the excavation was thought to be appropriate.

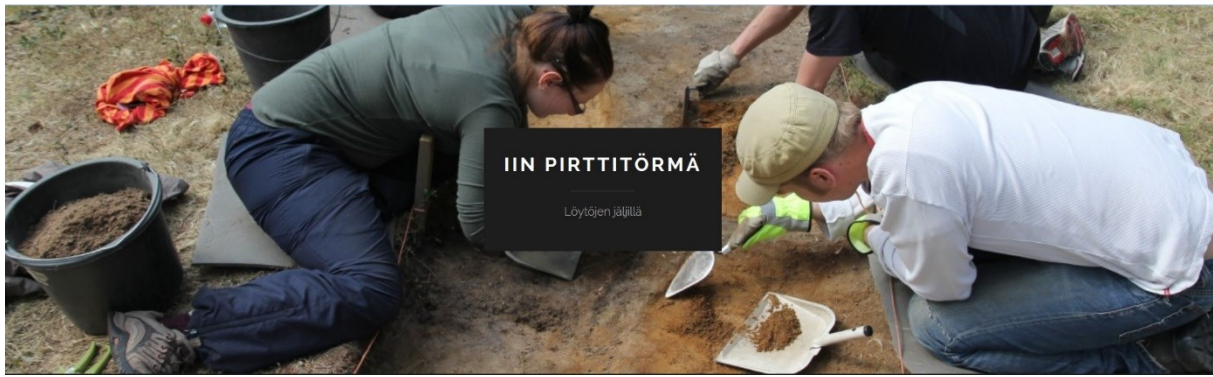


Image 1. Blog title picture.

Tracing Finds Mesenaatti campaign page was created in Finnish and English. It was believed to be important to offer information of the campaign in both languages to enable international coverage. A problem arose in releasing the campaign as the project organiser, i.e. the team, did not have access to edit the Mesenaatti project page. Several spelling mistakes and other formatting problems were spotted after the publication, and it took some time to get them corrected by the website admins. The mistakes were minor, and the damages caused by them are thought to have been minor to non-existent.

The blog and Facebook posts were written only in Finnish. It was thought to be too much work to translate all blog posts in English, as at the beginning of the campaign it was not thought to gain any attention or interest abroad. In hindsight this was overlooked as crowdfunding archaeology is a current issue globally, and the campaign could have had more opportunities abroad had the communication been in English. All pledges were offered in Finnish and English, apart from excavation report. The team did not have the resources to translate the excavation report, but it was nevertheless offered to non-Finnish speakers as it would contain maps and other additional information not covered in the daily updates. The excavation report is a mandatory report for every excavation, and it is written by the excavation director. For Pirttitörmä and *Tracing Finds*, excavation director Ville Hakamäki agreed to write the report by the end of the year 2014, so that the report could be sent to participants by the end of January 2015. Collaboration and Hakamäki's willingness to produce the excavation report to a certain deadline enabled us to offer the excavation report as one of the pledges.

4.3. Pledges: how and why

The pledges were decided upon based on the previous projects, with limitations on what could be easily and cost effectively produced for the purposes of this campaign. First suggestions for suitable pledges included maps and drawings of the excavation area, but the idea was scrapped. Maps drawn at site are not necessarily high quality, and some are known to have been drenched in rain. Any drawings of finds are done too late in regards to the pledge delivery time limit.

The prices were decided amongst the research team. Some example was taken from previous crowdfunding campaigns, abroad and in Finland. Initially the team placed very low prices for all pledges – the price for the certificate was set at €5. However, as the production costs were calculated it was thought that perhaps a higher price would provide for more profit. The subsequent pledges follow a linear cost growth with €5 addition to the price. There was a €10 difference between the daily update with excavation report, and tour on the excavation. It was noted that in the future pledges should be offered in all price ranges.

Production costs were kept at a minimum so that the profit margin would be as high as possible (table 1). The table includes postage costs, which at September 2014 were €1 for first class postage, and production costs are calculated per piece. Although in this case the University of Oulu reimbursed all postage costs, they are nevertheless included in the calculations. At the same time printing costs for coloured A4 at the University of Oulu is €0.40. Prices of the pledges were determined fairly low to make the decision to participate easy and affordable. Only one item, the photographs, had to be outsourced and at the time of production the price for one photograph was €0.49. Personnel costs are not included, except for Ancient monument tour, as the production of the pledges was part of this thesis.

Pledge	Selling price (€)	Production cost (€)
Certificate	10	1,40
Photographs x5	15	3,45 ¹⁰¹
Daily update (Finnish)	20	0
Daily update (English)	25	0
Daily update and excavation report	30	7 (estimate) ¹⁰²
Tour on the excavation	50	60
Ancient monument tour	500	>500

Table 2 presents how many items were sold and the net profit with production costs removed. The most popular pledge was Daily update and excavation report, which was bought by 21 participants. The least successful pledge was Ancient monument tour. This pledge was added as a “super pledge” and realistically it was not expected to be sold. Unexpectedly the cheapest item, the certificate, was purchased only by one participant.

Pledge	No. of items sold	Net profit (€) minus production costs
Certificate	1	8,60
Photographs x5	7	80,85
Daily update (Finnish)	15	300
Daily update (English)	1	25
Daily update and excavation report	21	483
Tour on the excavation	5	190
Ancient monument tour	0	0

4.3.1. Certificate

The production costs for the certificate consisted of printing a full colour A4 sheet and postage costs. It took roughly an hour to produce the certificate. Only one person purchased the certificate pledge. This was somewhat a surprise, as at the beginning the certificate was

¹⁰¹ Price per photograph €0.49, Ifolor. Prices for 30 July 2014.

¹⁰² Estimated length of excavation report 30 pages. Price calculated for double-sided B&W print.

thought to sell the most due to its low price. The price was kept low so that the entry level would be as low as possible and many people would take part. It is not known why the certificate did not sell as much as expected, but either the pledge was not interesting or participants wanted to donate more. For the future a possible low-level entry pledge could be postcards, as they were hugely popular in Killgrove's project and FASAR is also offering postcards and personalised stamps as pledges in their current project.¹⁰³ However the production of stamps or postcards is a bigger investment and therefore a bigger risk for the organiser. In a crowdfunded project the costs should not in any case be higher than the profit. The certificate was created (attachment 3) with Windows Word diploma certificate template, and sent to the participant in early August along with joining instructions and information about FASAR.

4.3.2. Photographs

Photographs were chosen as a pledge as they are easy to create and relatively cheap to produce. Photographs can be a high value source of information, and an easy way of presenting what went on in the excavation. Photographs were thought to be a good substitute for any real excavation documentation, such as drawings. They are also a good substitute for postcards.

The photographs turned out to be the third most popular pledge (table 2), and were sold to 7 individual participants. The photographs were chosen from a large selection of images taken during the excavation. Choosing only five photographs, out of nearly 500, that would best describe the two week excavation, the site and finds, was a challenging decision. It was also thought that images that had not featured in daily updates or Facebook should be chosen to avoid any disappointments by the participants. One participant had purchased both photographs and daily updates, which gave us the reason to choose unique images for production.

The chosen photographs were of the excavation trenches, levels and finds. A copyright watermark 'Arkeologian laboratorio' was added to each photo to prevent any unauthorised use of the images. Copyright was given to Archaeology Laboratory, which means the images can be used in publications by the laboratory. The photographs were developed by using an outsourced company and sent to the funder by post in early August. An

¹⁰³ FASAR project in Ristimäki, Ravattula, 2014.

information sheet was sent along with the photographs describing the content of each picture (see attachment 4), along with joining instructions and information about FASAR.

4.3.3. Daily updates

The easiest and most popular pledge was, as predicted, the daily updates (table 2). First ideas in regards to the content of the updates were interviews of the excavating students and researchers, maps and pictures. One idea was that some updates could be written by the students on their point of view. This idea was discarded as the daily updates had to be sent the same day by 6.00pm, and the suggestion did not arouse any enthusiasm among the students. It was thought that for the participant the most beneficial time to receive the update was early evening rather than late night. The author of the updates also wanted to get home in a reasonable hour.

The advantage of daily updates is that they act as an excavation diary that could possibly be utilised at a later date in the research and in writing the excavation report. They also ‘force’ the researching archaeologist to make on-site analysis, as the excavation director was asked to give summaries on what they thought the site could be and preliminary thoughts on the finds on a daily basis. Combining information and events of each day to short summaries could therefore have the possibility to benefit the research at a later date. The photographs taken each day could also be used in research, as one can freshen their memories by looking through the documentation. Some photographs from the daily updates will also be used in the excavation report.¹⁰⁴

It was decided the daily updates would to be sent by email in pdf-format. One delivery option was to create a website that could be accessed by a password. The password would be sent to each participant as they make the purchase. Website based daily updates would also have enabled participants to comment and ask questions, but the idea was abandoned ultimately due to limitations in technical abilities. The benefit of pdf-format daily updates is that the participant can easily save or print each document if they prefer, and by doing so the updates can be also accessed offline.

The content of daily updates was limited strictly to daily events (see sample daily update in attachment 5). The overall layout of the daily updates was kept simple, with large images or image collages and some text. Other content in regards to history of the region was submitted on campaign blog, as the material should have been created in advance.

¹⁰⁴ Hakamäki 2014 (pers.comm.)

The contents on the daily updates could not have been planned completely, except for small additional pieces. The purpose of this approach was to give the reader an accurate image of a day at the excavation along with current advances. By doing so it could be possible to give an authentic image of excavations and what archaeological research is like in the summer season.

The updates were written immediately upon return from excavation and sent each day around 17.00 from an email address created for the campaign. The content of the daily updates was formed during the excavation based on field notes and photographs. Due to tight time constraints the updates were written and sent in around one to two hours. The length of the daily updates varied between 230 to 320 words, or 8-11 pages. The length of updates varied largely based on the size of pictures and whether the excavation day was uneventful in terms of finds and discoveries, or if the day had been terminated early. Some days extra, often humoristic, information was put in the reports such as 'Excavation style corner' (attachment 6) and 'Introduction to common tools' (attachment 7). These were added on reports on uneventful days. Some updates contained links to the blog, if there was a blog post that shed more light into something. One such case was a link to 'Tinakannun arvoitus' (The mystery of the tin jug), when referred to the specialty of the location of the excavation. Daily update for 13th June contained links to YouTube videos filmed at the excavation. These videos were short and mostly humoristic to depict the atmosphere on the site.

4.3.4. Excavation report

The excavation report was chosen as a pledge as it would be a more in depth report on the excavation. The limitations in regards to this were that the report would be published at the end of the year. Due to the publication date the pledge submission date was set to end of January. The report was offered as an electronic or printed copy, but the preferred submission format of each participant was lost due to a technical failure in Holvi online shop service. Due to this error both printed and electronic copies will be sent to everyone who purchased the excavation report.

The price for the report was €30 together with the daily updates. The report was not offered without the daily updates, as the production of daily updates was practically free. Perhaps the excavation report should have been on the pledge list on its own at a lower price to see whether people preferred the daily updates or the excavation report. However one must remember that the daily updates were practically real-time reports from the excavation, whereas one must wait for some months to receive the excavation report. The production

costs for the report consist of mainly printing and postage costs. Due to the technical failure, the printing and postage costs will rise as the reports will be sent to all 21 participants (table 2).

Excavation reports are a mandatory part of all excavations in Finland. They are an official report that has to be written once a site has been excavated. The reports are written by the excavation director who is the holder the excavation permit granted by the National Board of Antiquities. Excavation reports are in the public domain, which made it a somewhat problematic pledge. It was unsure whether people were aware that excavation reports are free for anyone to download, and whether people would want to pay for them. However as the point of the campaign was to fund research and other pledges were priced above their value, it could be argued that home delivery of the excavation report in printed format is something for which one might be willing to pay.

4.3.5. Tour on the excavation

A tour on the excavation was thought to be a good choice for people to get a more in depth feel of the excavation. Although generally the public are free to visit any site, in this case there were some limitations presented earlier in chapter 4.1. The tour date was set in advance based on the availability of site staff. This proved to be a misjudgement as feedback revealed some participants were unhappy with the limitation on the visit dates. One participant who visited the site came on another date, which was separately arranged with the participant. In this case a controlled visit on the site was the only option to substitute unmonitored visits as no one outside the archaeology degree programme staff knew where the site was located.

The price of the tour for the participant was decided to be €50. The reason for this amount was that the visit had to be controlled – had the visit been drop-in style the costs could have been lower. For the controlled visit the excavation director and other staff would have needed to take a break from working to present the excavation and the finds to the visitor. All in all, the break could have lasted for at least half a day since the visitor would have needed to be taken by car to and from the site.

Some participants purchased the tour even though they had no intention of going on the tour. Their reason for purchase was that they wanted to give that amount of money (€50), and weren't as such interested in the visit. 3 out of 4 participants who purchased the tour were close relatives or friends of the campaign organiser. One participant, the only one

who visited the site, was a local historian/archaeologists who knew the research team and therefore had a more personal and relaxed visit on the excavation.

The cost for the tour would have consisted of giving the participant a lift from a nearby ski hut, and a coffee and some snacks, and most importantly staff costs. The tour would have been a relatively low cost pledge considering the price, if there are many visitors at the same time. As the tour was given to only one visitor, the costs were higher. However, staff did not receive any payment for the tour as it was organised pro bono.

It is unsure why people did not choose the tour. Perhaps some leniency on the visit dates would have attracted more participants, but unfortunately in the case of this excavation it was not possible. Drop-in visits could be more popular, if the excavation site is easier to reach.

4.3.6. Ancient monument tour

The Ancient monument tour was added to the pledge list as ‘the ultimate pledge’, as most crowdfunding projects have something very special amongst their pledges. In this case it was thought that a private tour on the ancient sites and monuments in northern Ostrobothnia with the professor of archaeology Vesa-Pekka Herva and the archaeology lecturer Janne Ikäheimo would be something that can only happen once in a lifetime. Ancient monument tour was created for the ultimate supporter who could be a member of the city council or a company, who wanted to offer their support. This pledge was not advertised separately, but for the future it might be beneficial to send out direct marketing emails to the target groups.

The tour would have been the same ancient monument excursion that is part of the archaeology degree programme in University of Oulu. This excursion takes place around northern Ostrobothnia, and the sites that are visited vary in location, age and type. The ancient monument tour would have visited sites from the Neolithic to Iron Age, burials and settlements. All in all the tour would have been around 200km trip and would have taken the whole day. The participant was required to bring themselves to the university from where the tour would have started.

Ancient monument tour did not reach any sales. The costs of the tour would have consisted of staff salaries and car use, plus petrol per mileage, which all in all would have come up to over €500. The rental of the car and petrol alone would have cost around €120. Lunch was also included in the pledge, and it would have taken place in the Kierikki Stone age centre costing around €20 per person. Even though the expenses to arrange the tour will rise higher than the price of the pledge, it might still be beneficial to offer a similar tour

in the future. In this case the staff would have worked pro bono, and in doing so redirect their salaries for the campaign. If a participant pays €500 for a tour, the money covers staff and other expenses, but only other expenses have to be deducted from the donated sum. However if there are more than one participant for this pledge the costs for the production of the tour are much lower, and the profit margin increases significantly.

5. CROWDFUNDING CAMPAIGN

5.1. Media visibility


The campaign page on Mesenaatti was liked 381 times through Facebook. The Mesenaatti website does not reveal whether a page hosted by it was also shared on Facebook. Other Facebook pages that are known to have shared the campaign were Oulu University Archaeology Laboratory¹⁰⁵, with 100 followers, and Muinaistutkija¹⁰⁶ with 334 followers. The campaign page was Tweeted 11 times. No campaigning efforts were made on Twitter.

Archaeology crowdfunding organisation DigVentures was contacted by email in hope of getting some advice and publicity on their Facebook page. This contact led to a publication of a blog post on their website¹⁰⁷ and Facebook page. DigVentures posted the campaign twice on their Facebook page, which at the time had over 4,000 followers. The first post (image 2), the publication of the DigVentures blog post about Tracing Finds was ‘liked’ 14 times. The second post (image 3) was the link to the campaign page, and it was ‘liked’ 8 times. This is not an unusually high or low number of ‘likes’, but more or less an average number of ‘likes’ per post for DigVentures.


¹⁰⁵ <https://www.facebook.com/groups/388742997827185/>

¹⁰⁶ <https://www.facebook.com/muinaistutkija>

¹⁰⁷ ‘First stop: Finland! Crowdfunded archaeology goes global!’ <http://digventures.com/2014/05/29/first-stop-finland-crowdfunded-archaeology-goes-global/>

 **DigVentures** shared a link.
29 May

First stop, Finland: crowdfunded archaeology goes global
<http://digventures.com/2014/05/29/first-stop-finland-crowdfunded-archaeology-goes-global/>



First stop: Finland! Crowdfunded archaeology goes global!
 digventures.com

Tracing finds with Emmi Koivisto and the University of Oulu A couple of weeks ago, DV was contacted by a team of archaeologists from the University of Oulu in Finland who had been inspired - by our work at Flag Fen and Leiston Abbey - to give...

Unlike · Comment · Share 👍 14 💬 2 Shares

Image 2. DigVentures blog post share on Facebook.

 **DigVentures** shared a link via David Connolly.
15 June

As seen on the DV blog...come on, Finland!



Pirttitörmä in li – Tracing finds
 mesenaatti.me

Following the discovery of these exciting artefacts, archaeologists from the University of Oulu carried out a more comprehensive excavation. This excavation in summer 2013 revealed that the findspot was a...

Unlike · Comment · Share 👍 8 💬 1

Image 3. DigVentures campaign page share on Facebook.

Subsequently another British online archaeology network PastHorizons¹⁰⁸ published the campaign page on their Facebook page Archaeology Trowels and Tools which at the time had over 133,000 followers (image 4). Their post was ‘liked’ 541 times and shared 63 times by Facebook users. Two funders found the campaign through their posting, both were from outside Finland and had different nationalities. These funders had similar motives of participation: both wanted to support the research and found the idea of crowdfunding archaeology important. One of the funders said they were particularly interested in Finland and Finnish language, and therefore wanted to have the excavation report and daily updates to learn more Finnish. One of the funders is a professional archaeologist, while the other one works in cultural heritage.

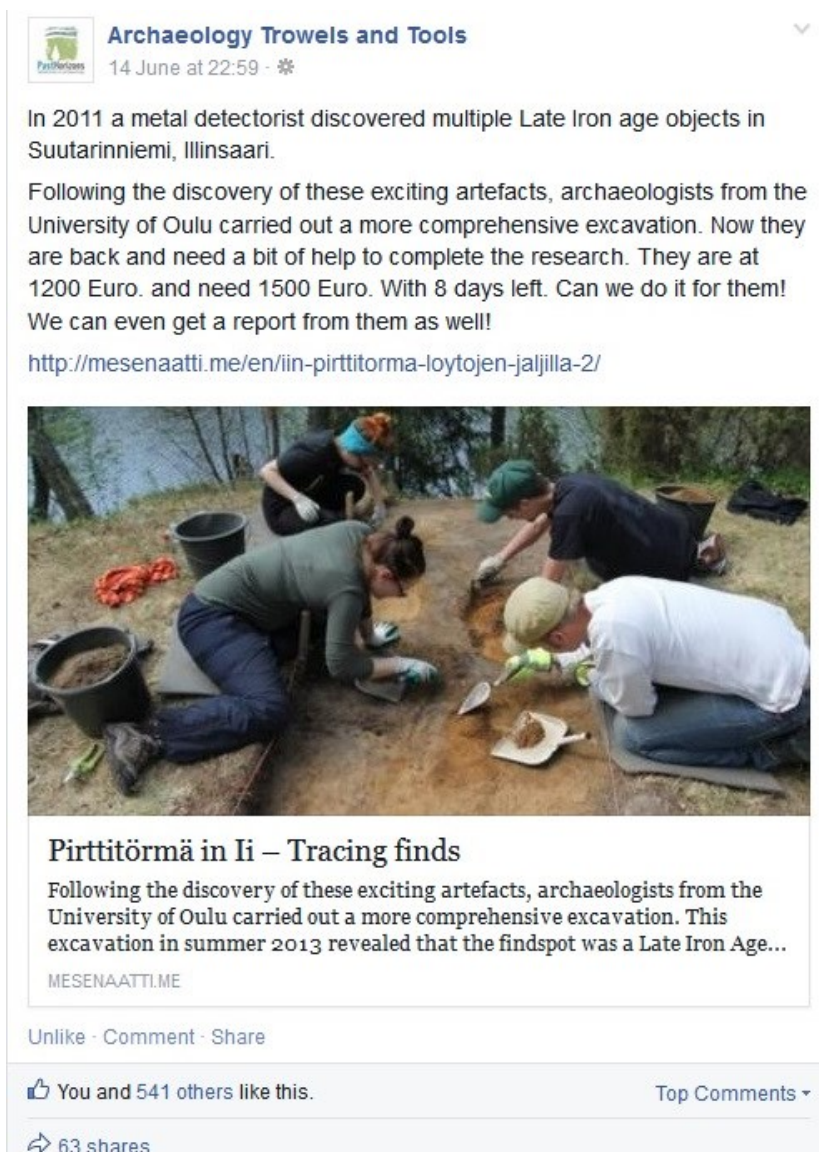


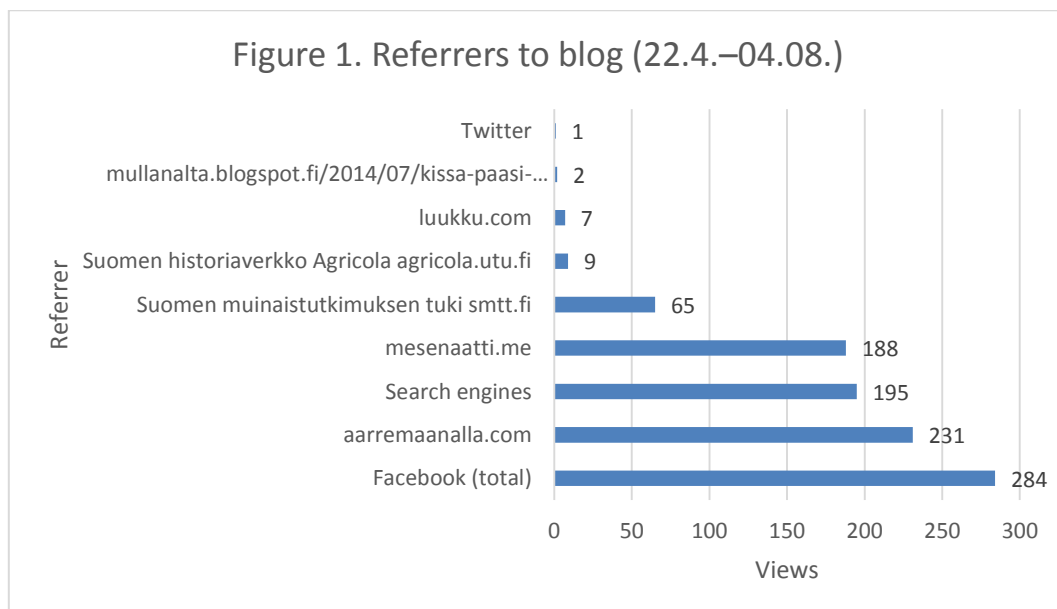
Image 4. Archaeology Trowels and Tools Facebook share.

¹⁰⁸ PastHorizons: Adventures in archaeology. <http://www.pasthorizonspr.com/>

As discussed earlier in chapter 4.1.2, the research team was contacted by newspaper Kaleva. Kaleva is a northern Finnish newspaper with distribution of over 69,000 with 310,000 readers in 2013.¹⁰⁹ The first article on 13th June by Kaleva discussed crowdfunding phenomenon in Finland presenting two different crowdfunding projects, *Tracing Finds* being one of them (attachment 1). Two funds were made on the publication date of the article. The second article on 16th June was about the excavation with a sub-article about the crowdfunding campaign (attachment 2). This smaller article presented the motives for crowdfunding and the state of funding archaeology in Finland. A photo gallery of the excavation was published in Kaleva website. The article did not bring any participants, although one person participated on the following day. Two participants named Kaleva as the referrer to the campaign (figure 10), and this matter will be discussed later in chapter 6.

5.2. Blog visitors

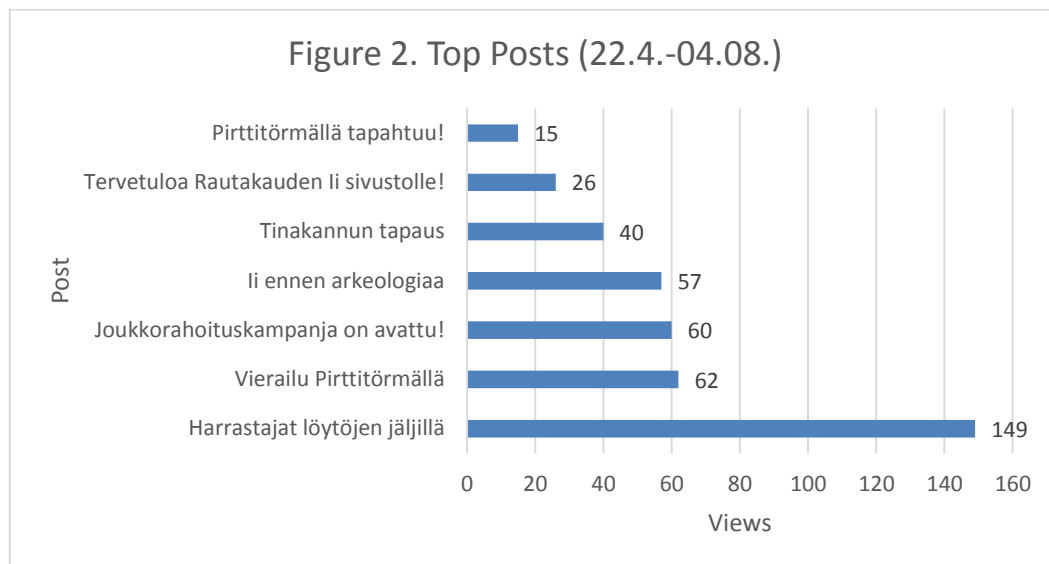
The blog was marketed on all campaign pages and on Facebook. Facebook was the biggest referrer of visits to blog with a total of 284 visits (figure 1). The link to blog was shared on a metal detecting hobbyist forum Aarre maan alla by archaeology researcher Jari-Matti Kuusela from the University of Oulu.¹¹⁰ Blog statistics show 231 visits that were directed through the Aarre maan alla forum.



¹⁰⁹ Kaleva 2014. http://henkiloasiakkaat.kaleva.fi/hyva_tietaa

¹¹⁰ Aarre maan alla forum: Tuleva kenttätutkimusprojekti lissä (rautakausi/keskiaika) <http://www.aarremaanalla.com/foorumi/viewtopic.php?f=10&t=13501>

The most successful blog post was ‘Harrastajat löytöjen jäljillä’ with a total of 149 views (figure 2). The post was an interview of a metal detectorist Vesa Ruotsalainen, who discovered the site in Pirttitörmä. However only two donations were made the day after the post was published on 27th May (figure 5). The correlation between posts and participation will be discussed later in the next chapter.

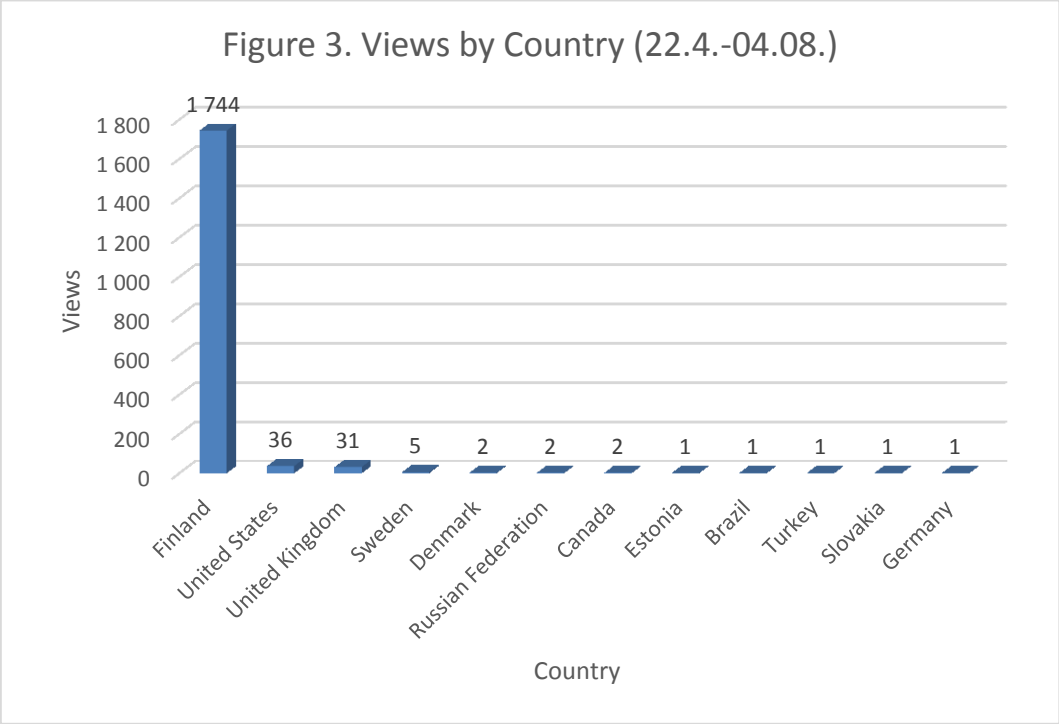


The most popular blog post and the number of visitors seem to indicate that many visitors were more interested in metal detecting than the site itself. This together with the number of visits from the metal detecting forum Aarre maan alla would indicate that the metal detector users are a potential audience – however, it is not known how many of them participated in the crowdfunding campaign.

The campaign was given some positive comments and encouragement on the Aarre maan alla forum: one user suggested that rewards from metal detecting finds should be donated to fund research. It is important to recognise the interest and find ways to engage the community. One option for getting more metal detector users involved could be to organise talks, or controlled metal detecting in the site or nearby sites. This way the metal detector users could feel more involved and more inclined to be in close contact with the authorities. As Siltainsuu & Wessman note, the information and work force that metal detectors are able to provide can be very useful to archaeologists.¹¹¹

¹¹¹ Siltainsuu & Wessman (in press).

Most visits to the blog were from Finland with the second largest visitor number from United States and United Kingdom (figure 3). As the blog was written only in Finnish there could have been possibilities for more visibility had the blog been in Finnish and English. However producing blog posts in Finnish and English would have required more resources and therefore efforts were directed elsewhere.



5.3. Sales and publicity

As was previously stated, Mesenaatti has set the minimum target for all campaigns to €1000. The overall target for *Tracing Finds* was set to €1500. Minimum target was reached 2nd July, but the campaign failed to reach the overall target. The final amount of funds received was €1320. Growth of funds is shown in figure 4. A rapid rise in funds can be seen from 25th May to 2nd June, with an increase from €480 to €1040 in just nine days. The most active period for funds was therefore right before the excavation started, and clearly slowing down once the excavation started. The rapid rise of funds is followed by a slow but steady increase. Almost immediately once the minimum target is reached a slow period lasts until the end of the campaign.

The six-week campaign duration was a test to define what would be test best duration of a crowdfunding campaign, and to find out if there are any significant peaks of

activity during any stages of the campaign. Based on these finds it would seem that the best time to start a crowdfunding campaign is a few days before the excavation, when funding activity was at its highest. The last donation was made on the last day of the campaign, but it would seem that the end of the campaign could have been set to an earlier date.

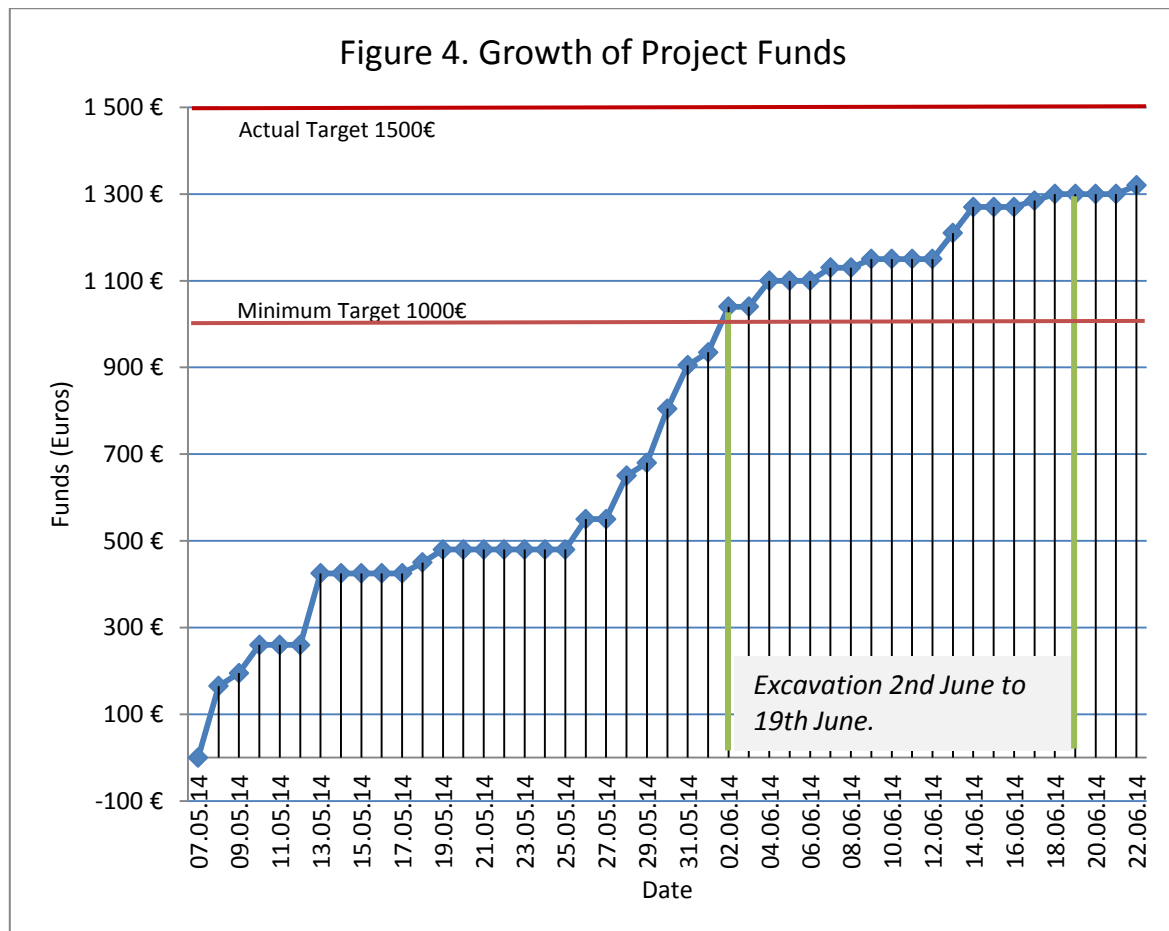
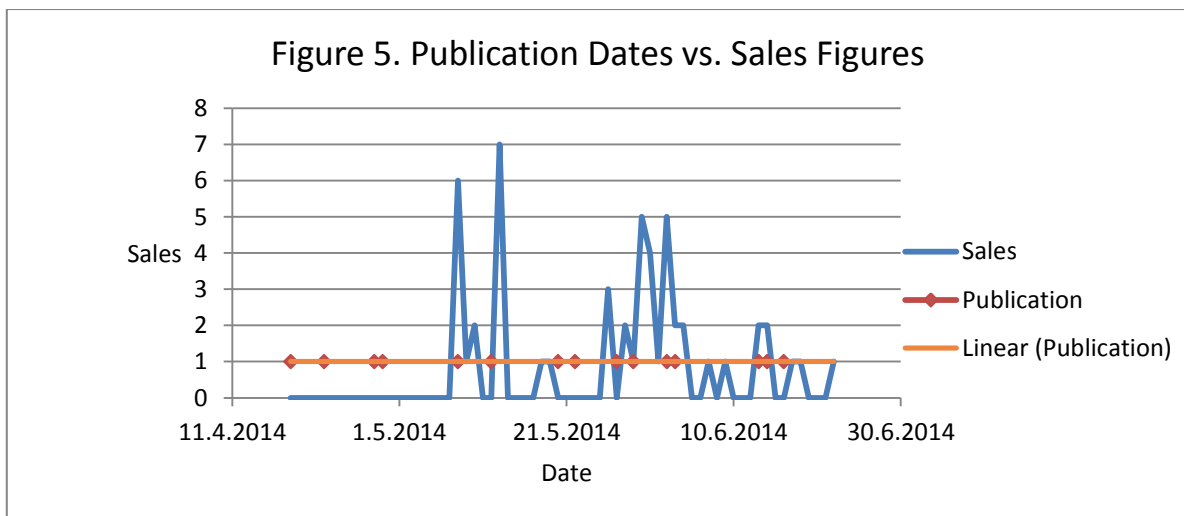


Figure 5 displays all publications: blog, SMTT website, marketing emails, newspaper articles and Facebook publications by known third party. However the connections between publications and sales are not proven, as a publication does not necessarily lead to participation on the same day or the next. The highest peak on sales was 13th May, when 7 individual purchases were made. The blog was updated on 12th May with blog post ‘Ii ennen arkeologiaa’.¹¹² According to blog statistics this post was viewed 57 times during the course of the whole campaign (figure 2).

¹¹² Löytöjen jäljillä: Ii before archaeology.

Five sales were made on 2nd June when Oulu University Archaeology laboratory Facebook page was updated with an appeal for participants. A similar surge of funds was at the start of the campaign 8th June, when a Facebook update was posted by both Muinaistutkija and Oulu University Archaeology laboratory group. It is not clear whether these participants saw the Facebook posts, but four out of nine participants¹¹³ on 2nd and 8th June were archaeologists. However as this is the start date it is likely that some funders would have participated nevertheless, and the campaign page was posted on several personal Facebook accounts as well.



5.4. Blog analysis

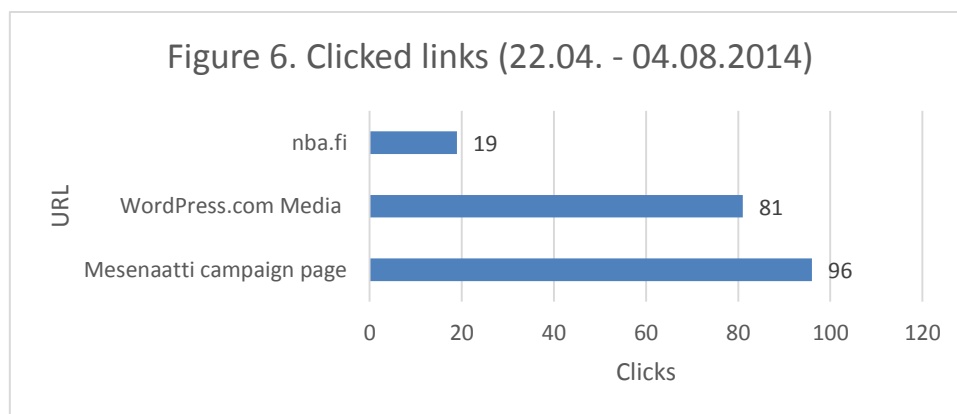
On the whole there is correlation between publications and sales figures. Some publications had no effect on sales on the same date or the day after. However as seen on figure 6, the Mesenaatti campaign page was visited through the blog 96 times. Despite so many visits and Facebook ‘likes’, only 45 people participated (number excludes people who bought multiple pledges, and team members). It is clear that without the presence on Facebook, direct marketing and other mailing lists, the campaign would not have succeeded. Social media and other online activity had more value than traditional media, such as newspapers.

In the future traditional media should not be neglected, but its role as the most important media has declined. More activity online, creating a Twitter account, more blog posts and more Facebook shares could have resulted in more participants. Not even Facebook was used to its full potential, as one could have created a Facebook page for the campaign.

¹¹³ Excluding members of the team.

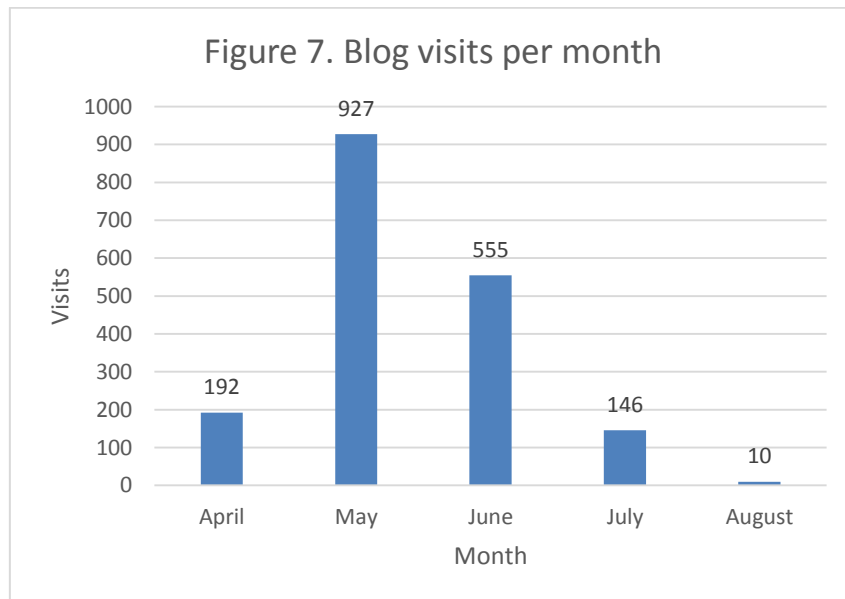
This was not done for *Tracing Finds* as the FASAR Facebook page was used as home page for the campaign. However, using an already existing ‘brand’ such as FASAR, as a communication channel has more authority. Using an authoritative and operative organisation that already had an audience was the necessary option for trying to build an audience in the short time period of this thesis project.

Other popular links on the blog, apart from the campaign page, were the images (WordPress Media) with 81 separate clicks. Most popular images on the blog were portrait images of the research team. This would suggest an interest towards the people behind the campaign, and a more personal approach could be beneficial in order to gain more interest and active participation. A link to the National Board of Antiquities online newsletter about recent poaching of antiquities by metal detectors in Hakoinen fortification was visited 19 times (nba.fi). The link was in the most read blog post ‘Harrastajat löytöjen jäljillä’.



The blog was last updated on the final week of excavation with a video link to an introduction summary of the excavation. The blog was not updated since, which can be seen as a decline in the blog visits. Figure 7 shows that the most active month on the blog was May. This coincides with the campaign start date of 7th May. A notable decline can be seen in visits after the campaign had finished in 22nd June. Even bigger decline happened in July, when the blog was visited only 146 times. The blog visitor figures indicate that it had potential on becoming a popular archaeology blog, and that people were interested in the excavation and research in Illinsaari. Had the blog been updated more regularly during and after the excavation, and had it been advertised more on daily updates, it could have had more visits throughout and after. The blog lacked a round-up summary after the excavation finished, and public interest can be seen to fall towards the end of summer. However, if the

University of Oulu archaeology decides to create another similar campaign, *Tracing Finds* might be a good platform to write about current research.



The blog did not receive the attention it could and should have as the resources were limited. This was due to as the blog piloting together with the crowdfunding campaign, efforts needed to be focused elsewhere. The popularity of the blog is in line with the media channel preferences of the respondents, even though none of the respondents found the campaign only through the blog. The main benefit of having the blog was that it served as a base platform and a website dedicated solely to the campaign. Respondent 26 specifically thanked the coherent image of the crowdfunding campaign page and the blog.

“Well planned, coherent and supportive communication (including layout – blog and funding page looked good).” – Respondent 26, other background.

All webpages used the same format, and partly the same texts from FASAR homepage and Mesenaatti campaign page were used in the blog and newsletters. This created a coherent image, and remained easily understandable by utilizing partly the same wordings in order to keep things simple. Any academic language or international words were avoided in all publications including daily updates.

6. SURVEY RESULTS

At the end of the campaign a web based survey was created by using Google Forms, and sent to all participants (attachment 8). Surveys have not been previously carried out for archaeological projects, although some crowdfunded projects might hold some customer satisfaction or user data. One such survey was carried out by Morgan for the Maeander project, but this data is not available for comparison. The purpose for the *Tracing Finds* user survey is to create a profile of a funder and collect feedback of campaign execution, website marketing and execution of pledges. The survey consisted of 17 questions and a free comment area. The survey was created in Finnish and English. The survey response rate was 75%, with 33 out of 44 funders¹¹⁴ taking part in the survey. The survey response rate is therefore high and valid for analysis. The respondents are named below based on the order of answering the survey, i.e. the first respondent in the survey is respondent 1 and so on. All written responses have been translated from Finnish by the author. Survey data is held by the author.

6.1. Participant profile

Creating a participant profile is important in order to establish the target market for future crowdfunding campaigns. The initial supposition is that crowdfunding archaeology targets friends and relatives, and other archaeology professionals. With this survey our aim was to find out what kind of people took part in the campaign, what did they think of the campaign overall and find out if the participants were new to crowdfunding and how likely it is that they would take part in crowdfunding archaeology again in the future. Ultimately the feedback gained from the survey could show whether crowdfunding archaeology is a possibility in Finland in the future.

The most active respondent group were the participants who had purchased the daily updates and/or excavation report with 29 responses. The response rate for daily updates purchasers was 78%. Five respondents had purchased photographs, which was over 70% response rate for participants who purchased this pledge.

One of the main aims of the survey was to find out the target market for crowdsourcing by finding out the participant segments. This was achieved by asking the respondent to answer questions about the respondent age, and profession or professional background. The respondent residency was found out based on the first digits on the postcode

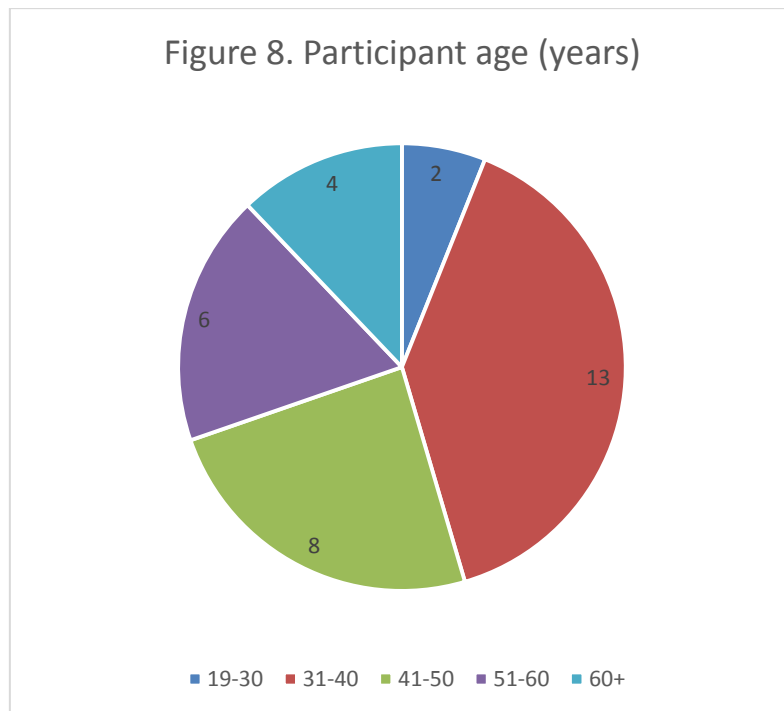
¹¹⁴ Campaign had 50 individual pledge sales. 44 individual participants are calculated as members of the research team are not included in survey and participants who bought several pledges are counted only once.

they used during purchase. The postcode data is confidential and is held by the author. It was important to find out whether the participants were from a heritage background as the results would indicate whether people from other backgrounds are interested in crowdfunding archaeology. The respondents were asked to choose from four options which best describes their background: archaeology, museum, other heritage sector or other. Nearly half of respondents (21) were from a background not related to archaeology, museum or heritage sector. Eight of the respondents had background in archaeology compared to 4 in either museum or other heritage sector. Based on these responses, surprisingly the largest audience were people outside the heritage sector, with archaeologists as the second largest group.

The campaign did not target any specific age group. There were no pledges designed for children. Some respondents requested pledges or activities for children, and respondent 13 participated on their child's behalf.

“Pledges could be designed for children. My son is interested in history and I bought the photographs for him.” – Respondent 13, background in other heritage.

Based on the survey responses, the largest audience were people aged between 31 and 40 with 13 participants (figure 8). Other age groups do not have any significant differences in the number of participants, apart from age group 19 to 30 with only two participants. There are no clear differences with the most popular media referrer between the different age groups, however, most participants in group 51 to 60 found out about the campaign through traditional sources, such as newspapers, oral notifications or email. Up to four of six within this group said their source was oral notification. Group 60 and over had their sources of information online: all respondents found out about the campaign from various websites, such as Mesenaatti, Facebook and FASAR website or newsletter.

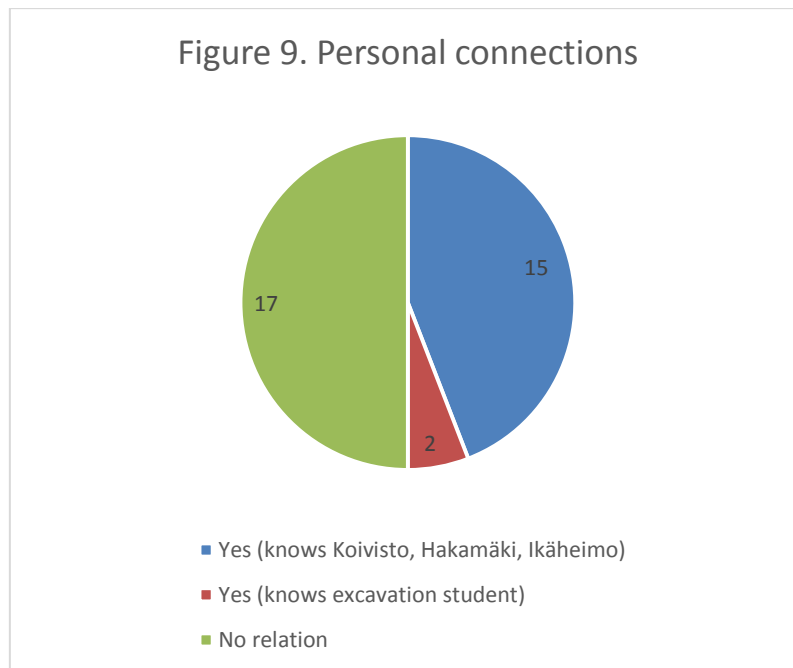


One of the main aims for the campaign was to encourage local people to participate in archaeology in their region. To find out whether the campaign managed to engage locals, the postcodes of participants were analysed. Residence was not a survey question. However due to data protection only the first digits of the postcodes will be. Half of respondents (22) are from the target region northern Ostrobothnia.¹¹⁵ The second largest group is from the Finnish capital region with 10 participants.¹¹⁶ Four participants were from outside Finland: two from Scotland, one from Sweden and Germany. The remaining participants are from other regions in the south of Finland.

Half of the respondents stated that they have no personal connections to either research team or excavation students (figure 9). A large part said they have personal connections to either Koivisto, Hakamäki or Ikäheimo (research team). Only two respondents had personal connections to the students on the excavation. The friends and relatives of the students was a lost opportunity, as students nor their families were specifically targeted as a potential audience. Majority of the twelve excavation students were not aware of the funding campaign before the excavation begun.

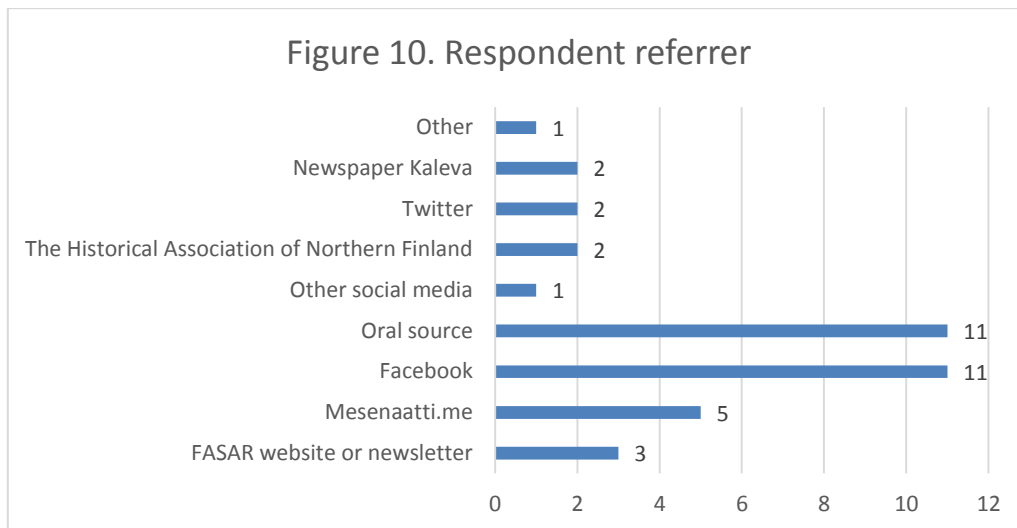
¹¹⁵ Postcodes beginning with 8 or 9.

¹¹⁶ Postcodes beginning from 00 to 10.



There is a definite opportunity to engage more of the friends and relatives of archaeology students. The participation rate of friends and relatives of the research team was high with 15 participants when the research team consisted of just three people. If the participation rate would be the same for the excavation students, with twelve students the potential participating audience could have been much higher. The students were notified by several emails on mailing lists that there was crowdfunding campaign for the excavation in which they were taking part. When asked on the day the excavation started only a handful were aware of the campaign. During the excavation some students advertised the campaign on their personal Facebook pages and told others about the excavation and funding campaign, but engaging all the 12 excavation students would have definitely opened more opportunities for audience development.

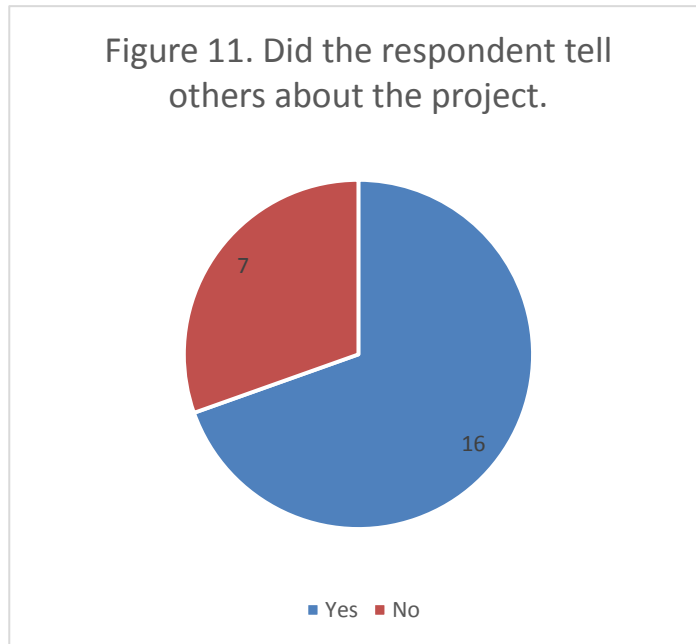
Respondents' main sources of information about the campaign and the channel through which they heard about it were Facebook and oral source with 65% of all respondents naming them as their referrer (figure 10). The impact of social media can be seen strongly as more traditional sources of information such as newspapers and newsletters are in strong minority. It is surprising that two respondents heard about the campaign on Twitter, even though no advertising was done on the social network site. Newsletters by The Historical Association of Northern Finland and FASAR were the main referrer for five respondents. 'Other referrer' includes one response from participant, who said they were heard out about the campaign from 'internet'.



It is notable that five participants heard about the campaign on Mesenaatti, although a reply of one respondent might be incorrect: they name their source of information as Mesenaatti, but state they have personal connections to the research team. It would seem likely that the first source of information was therefore the member of the research team to whom they have connections, and as the respondent also stated the personal connections as motivation for participation. Three of the five had never previously taken part in a crowdfunding campaign. This means that they found out about *Tracing Finds* on Mesenaatti, and it was their first experience of crowdfunding.

One of the targets of *Tracing Finds* was to engage people with current research. Active participation, sharing the campaign on social media by the participants is a common feature on other crowdfunding campaigns. Sharing *Tracing Finds* was encouraged mostly on the campaign blog and Facebook, but the overall purpose was to see whether sharing developed organically. As previously was stated in chapter 5, the campaign was liked and shared in Facebook and Twitter by several hundred people. The survey included a question on participant activity on sharing. Some respondents did not answer the question on whether they told others about the campaign. 69% of the respondents who answered the question said they told other people about the campaign either by word-of-mouth or on social media. 7 respondents said they did not tell anyone about the campaign (figure 11). One interesting observation is that one funder said they heard about the campaign from their spouse (figure 10, counted as oral source). Sharing can therefore introduce and encourage new participants to the campaign.

Figure 11. Did the respondent tell others about the project.



As the participant sharing rate was fairly low at 69%, special measures should be taken to encourage sharing. People should be asked to share the campaign page and tell others, and the importance of sharing needs to be highlighted. Participants should be told how they can be a huge help to the campaign just by telling others. Anyone who would not want to participate by funding could in turn help by sharing.

The survey results are in line with general crowdsourcing practices. The support and participation of personal connections and relatives is a major advantage and a boost to the campaign. Majority of respondents told other people about the crowdfunding campaign either on social media or by oral notification. It is clear that public participation should be encouraged. Crowdfunding could be combined with participation by organising activities for participants such as lectures, site tours and handling sessions.

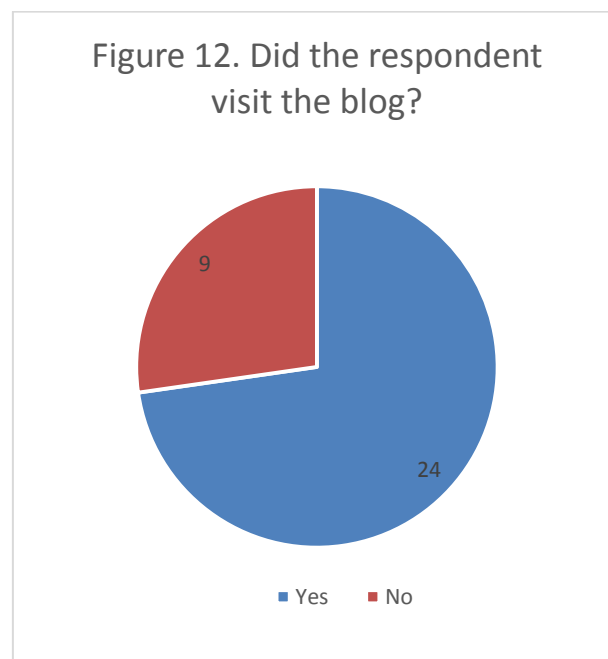
6.2. Feedback

All respondents were happy with the prices and the variety of the pledges. One respondent hoped for a pledge for children and families. Three respondents said they could have paid more for the pledges. The most important reason for purchasing a certain pledge was the content rather than the price (27 respondents), but some respondents purchased a pledge because they wanted to pay a certain amount money (16 respondents).

No one stated personal connections as their sole motivation for participation, which is a comforting result as it indicates friends or relatives did not feel pressured to

participate. From these survey results it is clear that participation was voluntary with the desire to support archaeological research, or because of a particularly interesting pledge. However, the decision for purchasing an interesting pledge connects with an already existing interest in archaeology. It can therefore be said that all participants had at least some level of interest in archaeology prior to the campaign.

Majority of respondents had visited the campaign blog (figure 12). The reason why some respondents did not visit the blog is unknown – the blog was linked to some of the daily updates and was on the campaign page. Four of the nine people who did not visit the blog had purchased photographs. This suggests that better advertisement of the blog on all publications would have been beneficial. The remaining five of nine people who had purchased daily updates did not visit the blog. One potential reason for the non-visit is that the participant felt the blog did not offer interesting or supporting material that was not already covered in the daily updates. This means the blog should be developed more, with discussion boards and daily discussion topics for participants, photo galleries with all images taken that day, videos and interviews.



The problem for producing extra material online is that it requires a lot of time – especially if the content is ‘informative’, meaning that to produce the content the author must refer to academic papers or other research. It would be much easier to produce content for discussion boards, or if the organiser wants to upload blog posts on previous research then the

content should be produced prior to the excavation. However, the organiser must participate in the discussion board. On the other hand producing posts prior to the excavation limits the posts to previously determined topics and therefore does not allow any in-depth, on-site inspired posts.

The daily updates were the most marketed pledge on the crowdfunding campaign, and also the most time consuming part of the crowdfunding project. It took a lot of time and effort to produce the daily updates, and even after spending hours creating the contents the author felt there was not enough time invested in the updates. It is important to get feedback on the daily updates as they were the most popular pledge, and as there is no previous public record on customer satisfaction on comparable crowdsourced archaeology.

There were no prior examples of daily updates that could have served as an example or template, which is why the daily updates were created as was seen fit at the time. The daily updates were written on a personal perspective with a light tone, highlighting some of the daily finds and some of the more significant finds, such as the silver coin. Some criticism was given towards the ‘lightness’ and humour on the update (respondent 30).

“Sometimes the reports felt too shallow and light. More precise information would have been good every now and then.” – Respondent 30, background in archaeology.

Even though the author was not satisfied with some of the content on the daily updates, the feedback on the daily updates was mostly positive (26 positive comments out of 33 with two blank answers). Some respondents had hoped for either more pictures or more text on the update. For *Tracing Finds*, the author of daily updates was only responsible for the management and production of the crowdfunding campaign and stayed clear of any research relating to the excavation, which is why the light approach to the excavation on the daily updates was an appropriate angle.

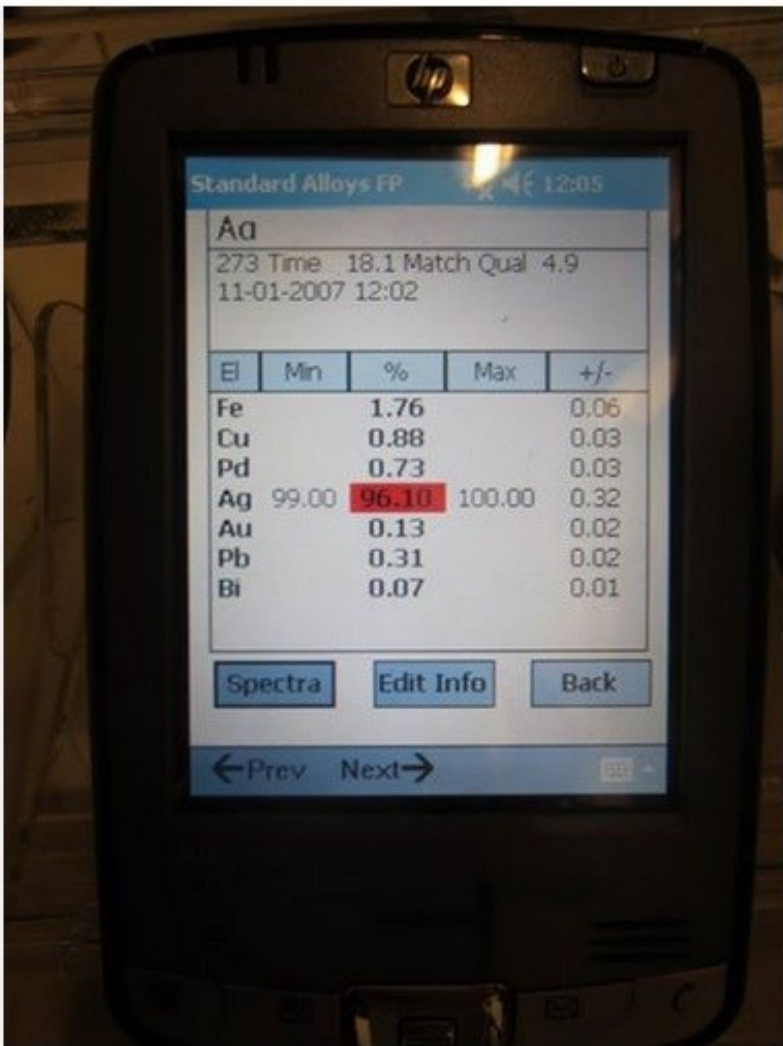
The coin case is a good example of how the daily updates succeeded in sharing current research in real time. The team thought participants might be as excited about the coin, so special measures were taken to cover the coin on the daily update. The discovery of the coin was recorded in photographs, with images of it still *in situ* and as it was put to the box to be transported. The daily update on that day described the feelings of the archaeologists when coming across such a find. When the coin arrived in the conservation laboratory immediate tests were made to determine the composition of the coin. The results

were posted on the daily update and Facebook (Image 5), and therefore the followers and participants were one of the first people to hear the results.

SMTT Suomen muinaistutkimuksen tuki
Posted by Emmi Koivisto [?] · 9 June · Edited

No nyt alkoi Pirttitörmän kaivauksilla tapahtua!! 96% hopeaa oleva kolikko/hela löytyi tänään avatusta koekuopasta. Niin sanotusti: IIK!!

[See translation](#)



El	Min	%	Max	+/-
Fe		1.76		0.06
Cu		0.88		0.03
Pd		0.73		0.03
Ag	99.00	96.10	100.00	0.32
Au		0.13		0.02
Pb		0.31		0.02
Bi		0.07		0.01

Unlike · Comment · Share 👍 20 SMTT ▼

344 people reached [Boost Post](#)

Image 5. Silver coin Facebook post.

Eight respondents had hoped for deeper analysis and interpretation on the excavation and the background of the site, and a follow-up report after the excavation and subsequent research. However it is often difficult and problematic to produce deep on-site analysis. Generally the analysis and interpretation of finds is left for the excavation director and the excavation report or in this case the PhD dissertation by Hakamäki.

“Perhaps something more about interpretation of the site. What different structures and finds tell about the site etc.” – Respondent 8, background in archaeology.

On the other hand, the humour and abundance of images was a positive thing to some respondents. Some respondents felt they received enough information in a comprehensive package.

“I was very happy with the reports! It was an enjoyable moment in my day, when after being at work I was able to read your funny stories.” – Respondent 21, other heritage background.

“Reports were comprehensive, so I didn’t want anything more.” – Respondent 11, background in museums.

“Content was long enough and informative.” – Respondent 16, other background.

The positive feedback on the content of the daily updates indicates the updates were produced successfully. Some development should be done in the future based on the feedback. The developments could include maps and other supporting material, real-time updates on social media. Even though some respondents were not happy with the light tone of the updates, they were in the minority with five respondents criticizing the contents. The positive reception of the daily updates would suggest that a personal angle should be continued, as it can make the excavation and researchers more approachable and the updates entertaining to read. The personal angle could encourage people to contact the team if they have any concerns or if they themselves discover or come across any archaeological material.

Some of the responses in the survey had higher hopes than what could be delivered. One such example is respondent 10, an individual with other background who wished for extensive maps and aerial photographs of the site.

“Map of the Pirttitörmä site and finds from the whole island. More information on updates on methods and excavation process and tools. More precise introduction and thoughts of finds. Aerial photographs with f.ex. miniature helicopter would have shed more light to the location of the site, so that I would have learned to locate where ancient people chose to settle.”

– Respondent 10, other background

While the comment is an understandable and valuable comment we were not able to share any maps due to the secrecy around the location of the site. Photographs of excavation layers and surroundings were included in the reports, as were explanations and pictures of the methods used in the excavation. The team was not able to produce aerial photographs due to limited equipment. The excavation site was surrounded and covered with thick growth which made the conditions for aerial photographs unsuitable. If the conditions were suitable aerial photographs could be added to the daily updates to add another level of presenting the excavation and the site.

Respondent 10 is clearly an archaeology enthusiast. This individual had not previously taken part in a crowdfunding campaign and would take part again in the future if the pledge was interesting enough. Respondent 10 is interesting, as he/she wrote long responses to the survey questions. It is not clear how the respondent knew the site was on an island. It was suggested on the free comment box that local people, city councils and communities should be engaged more in the campaign with direct marketing, and especially locals should be encouraged to participate. However respondent 10 felt that people nowadays are too “greedy”, and that having them participate might be difficult. Respondent 10 highlighted that they themselves were content with the campaign and that they found the excavation interesting.

Respondent 19 hoped for a follow-up report after the excavation results had come through. The suggestion is valuable and a follow-up update on the findings of the radiocarbon dating could be sent to all participants. It would seem natural to assume the participants are interested in the radiocarbon dating result they helped to fund.

“I thought it was great to have the chance to follow an excavation. The updates were lively and I liked that they had informative pictures and humour. I wish that I would get some more information on the results and analysis later on. I would have been prepared to pay more, but

because I was unable to visit the excavation I chose the reports.” – Respondent 19, other heritage background.

The public views on archaeology are important. It has been proven that what the public think of archaeology and heritage aids conservation,¹¹⁷ and a positive image of archaeological work could therefore have an influence on funding, and could even direct research aims and topics. Public opinion has already been heard to direct the art funds for councils, such as CrowdCulture project in Stockholm.¹¹⁸ It is clear that *Tracing Finds* managed to create a positive image of current archaeological research. The survey included a question for the participants who had purchased the daily updates about the participant’s views on archaeology. The responses were positive: the survey concluded that 10 respondents felt their views on archaeological research changed for the better. None of these 10 respondents had background in heritage sector or archaeology. The remaining 20 felt that their views didn’t change, although 11 of the 20 had background in heritage sector or archaeology. The daily updates managed to change the views for the better for the people who have no background in heritage.

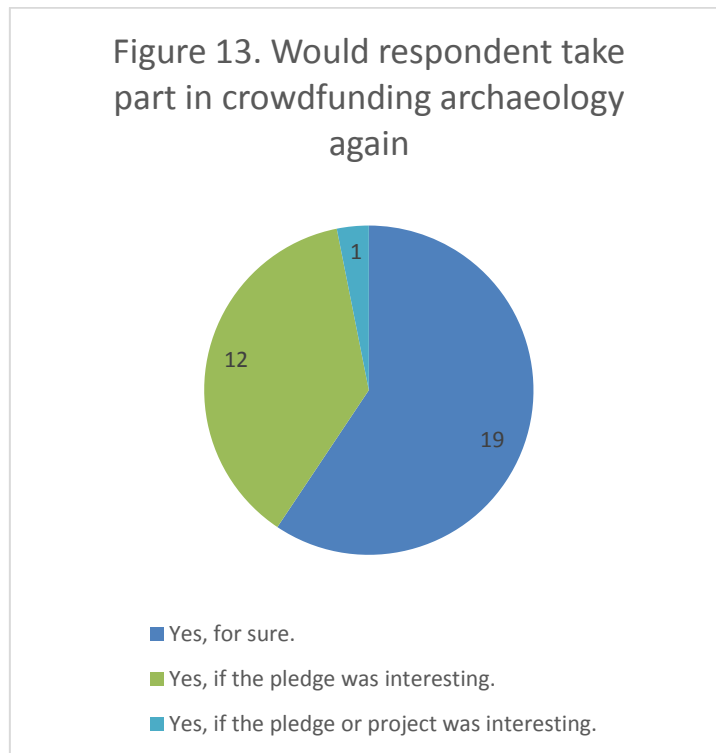
In order find out whether crowdsourcing is a possible channel to get funding for archaeological research in the future the respondents were asked whether they would take part in crowdfunding archaeology again. The question can also be interpreted to see whether the respondents were content with *Tracing Finds*, as one would expect not to participate again if they were unhappy with what they received. The survey question combined the motives and likelihood for future participation. This was achieved by asking whether the respondent would participate because they wanted to support research, whether the pledge was interesting or whether they would participate regardless. The responses were extremely positive: all respondents said they would take part in a crowdfunding campaign again either regardless or if the pledge or project were interesting enough (figure 13).

“I was eagerly waiting for the daily updates, which was very interesting and funny each time. I’m glad you got the funding sorted. I would happily take part again.” – Respondent 4, other background.

¹¹⁷ For example Nissinaho & Soininen 2014.

¹¹⁸ Hansson 2011.

“I would like to see more information about this funding type. If this was more known, the projects could be more challenging.” – Respondent 7, other background.



Respondents felt it was important to support archaeological research and get local people involved with heritage. 9 respondents had previously taken part in a crowdfunding campaign. The *Tracing Finds* campaign managed to attract new participants to crowdfunding, who are willing to take part in a similar project again in the future. This proves that the campaign was an overall success and will serve as a platform for other crowdfunded archaeology projects in Finland.

“I hope to see more projects like this in the future.” Respondent 8, background in archaeology.

7. CROWDFUNDING — THE FUTURE?

Tracing Finds was a successful crowdfunding campaign in terms of managing to attain the funds for two samples for carbon dating. *Tracing Finds* was also successful in achieving major media interest with newspaper articles, interview queries from the Finnish national television channel YLE, and international archaeology websites publishing articles during and

after the campaign dates. The campaign showed that crowdfunding archaeology in Finland is possible, if the team is willing to put in the effort. Based on subsequent trends in archaeology in Finland and abroad it would seem that more and more archaeology projects will use crowdfunding at least to some extent in the future. Crowdfunded archaeology in Finland competes with pop-up businesses, and various other culture and arts projects. Currently there are no science projects in the most popular Finnish crowdfunding platforms. It would seem likely that the situation will change in the near future, and more science projects will start to use crowdfunding. It will be interesting to see how changes in University fundraising will develop and whether it will have an effect to crowdfunding projects by taking participants from non-governmental organisations or initiatives.

Feedback from the participants was mostly positive, and every respondent would participate in a similar campaign again in the future. The campaign had a positive effect on the participants' views on archaeology, as their views changed for positive or remained unchanged. The campaign successfully managed to create a more personal, approachable and entertaining image of current archaeological research in Finland. The campaign had surprising side effects: one participant was inspired to purchase a metal detector when they heard the site was discovered by a metal detectorist. Some adjustments could be done for the execution of the campaign as the participatory element was felt somewhat lacking in terms of the possibility for discussions between participants and the research team. In the future perhaps a comment board or another forum could be formed to facilitate comments and discussions.

Analysing the blog visitor data and survey responses it was discovered that activity on social media sites have an effect on sales figures. The most active period for sales was nine days before the excavation started, which indicate that these are best dates to organise a campaign. The feedback responses proved that social media and the Internet are taking over traditional media, as most participants heard about the project online. However as per the basis of crowdfunding, word-of-mouth sharing proved to be an invaluable asset as number of participants heard about the project through some other source than the campaign page or research team.

Is the secret to organisations like DigVentures' success in the chance of becoming an archaeologist for a day? Partially crowdfunded excavation in Ristimäki in Ravattula, another project supported by FASAR, offers an open opportunity for the public to excavate at the site for €10 per day. There are challenges in taking non-archaeologists to

excavate the sites, but giving the public a chance to become an archaeologist for a day is an exciting chance for hobbyists, and volunteer based digs have thus been hugely popular. Allowing volunteers hands-on experience at excavations is a chance to engage the public to awaken interest in archaeology and local heritage. Increasing the opportunity to be a part of archaeological research and opening up archaeological heritage, has been proven to aid the conservation of the sites as the public would be personally involved in local archaeology and heritage.¹¹⁹ By making archaeological research more inclusive, it would change from being the privilege of a closed group of scientists. However, sometimes it is not possible to enable volunteers to take part in an excavation.

Volunteering in a museum or an archaeological collection is an option for having excavations open for the public. Allowing people to have hands on experience in the collections or archaeology laboratories could have the same effect as excavating an archaeological site – and for example cataloguing a collection does not necessarily have the same physical requirements as working in an excavation. The same rules apply for both types of volunteering: people need to be trained and supervised. The recruitment process is crucial in order to find suitable participants who are motivated to continue and have the interest and willingness to learn – unless the volunteering project allows participation for a specific amount of time. In any case, the organiser must have a commitment to the group, to ensure the group stays motivated and guarantee they are developing and learning through active participation.

Active participation in archaeology can be achieved through crowdfunding projects. Ensuring that the pledges are something that benefit the participant in a way that is educational but entertaining could attract a variety of participants with different motives. This way a crowdfunding project could benefit the participant by inclusion and access to current research. A successful crowdfunding project should also facilitate communication and cooperation. The benefits for the archaeologist are also important; otherwise the attraction of doing participatory archaeology might not be seen as important and unattractive. The direct benefit of crowdfunded archaeology is naturally the funding for research. As *Tracing Finds* proved, the funding could be vital for archaeological research in terms of having the funds to carry out the necessary procedures.

¹¹⁹ Nissinaho & Soininen 2014: 176–177.

Some archaeologists have expressed their worry that the shift to crowdfunding will eventually decrease state funding. This is a legitimate worry, as in case crowd-funded projects become more common, it might have an influence on the decline of public funding. This is linked to the current political atmosphere in Finland, where in recent years some large state-run projects are heavily relying on crowdfunding. One such example is the new children's hospital in Helsinki with a crowdfunding target of 30 million euro. Could crowdfunding become a threat to the welfare state? Relying on crowdfunding could also affect the decision on what is being researched in order to gain public favour. The danger is in archaeological research becoming such that only media sexy projects survive and archaeology would be "dumbed-down". However, that does not seem to be the case, as of yet: for example DigVentures use the latest technology in their projects, and although they publicize archaeology in a way that appeals to the public, it is not done in the expense of science.

Crowdfunding is an opportunity to publicize one's research in practically real time in one's own terms, without having to rely on journalists and local news reporters, who might not even be interested in your work. The researcher can also be in constant communication with the participants who might be able to help – they might be keen amateurs or individuals with strong knowledge of local history. Communication with participants also forces the archaeologist to process the research during the excavation in order to communicate it to the public, if they want to sell their campaign to potential participants.

It is important to recognise that crowdfunding cannot be the sole method to fund research in Finland — examples have shown that the overall costs for excavations alone are much higher than what could be crowd-funded. The problem of funding becomes more relevant when one takes the salaries of researchers into account. It seems that crowdfunding has potential to partially fund some areas of archaeological research, such as radiocarbon dating or other "concrete" target. At the moment the scale of crowd-funded projects in Finland could not be used to cover staff salaries. This means that traditional sources of funding, such as University budgets or grants will not become irrelevant and should not be replaced by crowdfunding. Crowdfunding should only be used as an additional source of funding.

There are some exceptions to the rule however, as some archaeological organisations such as DigVentures have successfully managed to receive thousands of pounds by crowdfunding. At the moment the scale for crowd-funded projects in Finland is much smaller compared to campaigns in United Kingdom and United States. This is partially due to

the small population in Finland, and as crowdfunding is still a relatively new phenomenon in Finland.

Tracing Finds showed that crowdfunding can be used to partially fund excavations, and that the funds could be directed to cover certain costs. It would be interesting to know whether it is important to state a certain cause, such as the costs for C14 dating, rather than having no particular cause at all. The shift from partially funded excavations to fully crowdfunded excavations could happen in Finland in the coming years, as more and more crowdfunding projects appear they will eventually get bigger and more popular. It could therefore enable larger scale archaeology projects with bigger targets in the future.

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Oukasa yhteisrahoitusta haetaan parhaiten paikallisen teinistögan ja tieteen kehittämisessä.

Nykyään rahoituskampanjat järjestävät yrityksiä Asmo Saloranta uskoo päätehtävänä paloturvallista ASMO-laturin joukkorahoituskampanjan myötä suoraan Yhdysvaltojen markkinoille.

Saloranta on suunnitellut rahoitusta laturin maastorakennuksen alustan yhdysvaltalaisen Kickstart-palvelun kautta.

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euroa**

Iin Perintömaailma arkeologilla kiva-vaikilla laakasta myös yhteisrahoituksen varaan.

Mesenaattina palvelun kautta järjestetyn kivauskampanjan kestävyystavoitteena on 1500 euroa, josta noin viikkoa ennen leikkauksen loppumista kasassa oli 1150 euroa.

Pro gradu tutkielmaa joukkorahoituksesta arkeologian tukemiseksi Emma Kolhista kertonut kivauskampanjan rahoituksen kohdistuvan ensisijaisesti Perintömaailman muinaisjättiläisen rakentamiseen.

"Arkeologien tutkimusten ansiosta ovat laatuja, mutta tärkeää muinaisjättiläisen läsnäoloa."

Vastikkeen rahallista tuenta kahvataan järjestäjät tuovat se-

lä otteja kaivareiden löydöistä että mahdollisuuden turvata kaivareiden erityisellä keraamisella.

Rahaan kukaan kampanjoilla on tenninkin tavoite: saada tavalliset ihmiset tietoiseksi Suomen arkeologian tutkimuksesta.

"Rahoituskampanjoilla on mahdollisuus levittää tietoa erityisesti sosiaalisessa mediassa. Vaikka kaivaus on eväitä Oulun leppäli, moni ei edes tiedä alueen tutkimuksista. Tavoitavuusi kampanjassa koittaa tilanteen", Emma Kolhista sanoo.

Sentti sieltä, toinen täältä

Suomalaisten kiinnostus yhteisrahoitukseen kasvaa nopeasti.

Alan kehitystä on toistaiseksi hidastanut sekava lainsäädäntö.

Tulevissa rahoitusprojekteissa suunnitellaan jo omia kerrostaloja.

Anni Hyypiö Kaleva
OULU Joukkorahoitus on kasvattanut Suomessa pienen piirin tukijakkajia jo suuren luokan bisneksiksi.

Joukkorahoituksen ideana on kerätä rahoitusta hankkeille ja yritystoimintaan suurelta joukosta ihmisiltä joko lahjoitustuloina, lainoilla tai sijoituksilla. Tyyppillinen joukkorahoitushanke on pitkästi elokuvan, kirjan tai leikin teko, mutta viime vuosina yhteisrahoituksen potentiaali on huomattu myös pääomaa tarjoavissa startup-yrityksissä.

Valikka suurin osa rahoittavista hankkeista asettus suuruisuuskokoaan 3000-5000 euroon, kertyi EU:n komission esittämässä vuonna joukkorahoituksella Euroopassa yhteensä yli 700 miljoonaa euroa.

"Joukkorahoitus ei ole pel-

Joukkorahoitus

Joukkorahoituksessa (engl. crowdfunding) kerätään rahoitusta henkilöiltä ja organisaatioilta hankkeille sekä yritystoimintaan.

Rahoitus varoitetaan usein rahoittajien toimivien palveluiden kautta. Näitä ovat esimerkiksi Mesenaattit, Indiegogo, Kickstart ja GoFundMe.

Suomalaista joukkorahoitusta menestyksellisiä ovat esimerkiksi Iron Sky-elokuva ja Senja-opettaja sivulle ruotsia Airja.

Joukkorahoituksen rahoittajat kutsutaan jättäviksi. Suomen joukkorahoitusmarkkinoiden arvot on viime vuonna olleen noin kaksi miljoonaa euroa. Lähde: Valtiovarainministeriön raportti joukkorahoituksesta.

kkä läpisterien puolelta, sillä hyönteis- ja maahan nepeimillä kasvava rahoitus ja kullattaminen muoto", osuus suomalaisen joukkorahoituspalvelu Mesenaattit on palvelun tuottaja Tanja Jänick.

Ensimmäisenä kotimaisena joukkorahoituspalveluna Mesenaattit on kahden vuorokauden aikana mahdollistanut yli 300 000 euron edestä rahoitusta, ja kahden vuoden tavoitteena on kasvattaa potin miljoonaksi.

Jänicken mukaan joukkorahoituksen kaavi näkyy selkeimmin haettavissa rahamäärissä, sillä sekä hankkeiden tavoitteesta että kerätyt summat kasvavat jatkuvasti. Mesenaattit palvelussa 20 000-30 000 euron hankkeet ovat yleisimpiä, ja syyskuun tuloja jo yli 50 000 ja 100 000 euron kampanjoita.

Joukkorahoituksen kasvua Suomessa hidasti pitkään sikäli uskoen joukkorahoituksesta lämpösiisä puuhasta.

Vaikka maailmalla joukkorahoituksella on kerätty varoja esimerkiksi hyväntekeväisyyskohteille ja taideprojekteihin tukemiseen, Suomessa rahojen kerääminen vastikkeetta vaatii luvun. Tämän huomaavat alkuvuonna esimerkiksi rakentajien järjestöine Radio Jämsä ja verton tietoisuuskirja Väikepeidi, jotka joutuvat leppämaan keräykseen Poliisihenkilöiden puolesta.

Tanja Jänicke muistuttaa, että joukkorahoituksen järjestäminen on ilman rahankeräyksen Suomen lain mukaan.

"Tyyppillisiä joukkorahoituksia näkyy antaa eräkkäimpyydenä rahaa hankkimaan, jonka toteutusta hän saa raho-

itusta vastikkeeksi hankkeen valmistuksen tuote. Kuka voi edellä antamalla keraamista tai keraamista laina, se aloittelevia yrityksiä rahoittavat voivat saada vastikkeena tyhjän osakkeen."

Lahjoitusmallitkin voi kuitenkin tulevaisuudessa yleistyä rahoitusmuotona, sillä joukkorahoituksen mahdollisuudet on nostettu myös Arkkadiin-mallia.

Rahoittajilta odotetaan vielä tulevaisuudessa pikaisia muutoksia, sillä esimerkiksi Pöytäkirjojen (Ed.) on luonnut hoda keräyksen uudistuksen näkövien muunnelluineuvotteiden asiakkaalle. Eduskunnan hallintovalvonnasta on myös käsitelty etukäteisistä ja yksityisyyden vaatimuksesta leppämaan vastuu hallintona.

Nykyinen hallitus on ollut kiinnostunut joukkorahoitusta mukana myös yritysten ja innovaatioiden rahoittajana.

Tanja Jänicke kommentoi rahankeräyksen muotojen olevan joukkorahoituksella rahallisen arvot ohella yhteisöllisyyden merkityksiä.

"Kun ihmiset näkevät ettei yhteiskunta pysty rahoittamaan kaikkia, he haluavat itsensä mukana tuottamassa yhteistä hyvää."

Tulevaisuuden viitepiiriä rahoittavien henkilöiden voivat ja niiden mukaan kuulos esimerkkiä joukkorahoitusten kerrostalojen rakentaminen.

"Jos ihmiset päättävät viisain, pienillä yhteisöllisillä rahatuomalla voidaan tehdä suuria asioita", Jänicke tähdittää.

KALEVA 16.6.2014



Pronssiastian palanen ei ensilämmyksellä näytä kovin kummoiselta. Opiskelija Emmi Koivisto ottaa avuksi jotain kättä pidempää, eli saumaisen metallipaljastimen.

Iissä tutkitaan asuinpaikkaa

Pirttitörmän arkeologisissa kaivauksissa selvitetään myöhäisrautakauden esinelöytöjä

Riitta Taulavuori Kaleva
Hyönteisten hyökkäykset eivät näytä häiritsevän Iin Pirttitörmällä maastokursilla olevia Oulun yliopiston arkeologien oppiaineen ensimmäisen vuosikurssin opiskelijoita.

"Palamaton hurra!" ihka-ase joka päästi varpoinen lyntsyitä ja pumheita suojaanun arkeologijoukolla.

Jokin toinen taas on ilmoittaa saaneensa kaivauksista esiin palasen palanutta lusia.

Kaivauksiä johtava tohtori-kouhuttava Ville Hakamäki kertoo, että löydetty lusi ovat peräisin riisaeläimistä. Tutkimus tietoa eläimistä ei toistaiseksi ole.

Parisen viikkoa jatkuneissa kaivauksissa on löydetty toki maatakin kuin humpasta.

"Ei ihaisia työkalujen kappaleita, kuten tuluspäitä, sekä pronssiastian palasia ja jopa keramiikkaa", lista Hakamäki.

Hakamäki kaivaa näytelätkästä esiin pienen muovipussin ja puoltaa kymmenielerä keramiikka astiasta peräti olevan palasen. Keramiikkasi sen voi

tulkita, kun palasta katsoo arkeologin tarkkudella: siinä on viivamaista koristelua - onhan se kuin jostain astian reunasta!

Pronssiastian palanen ei ensilämmyksellä näytä sekään kovin kummoiselta.

Opiskelija Emmi Koivisto ottaa avuksi jotain kättä pidempää, eli saumaisen metallipaljastimen mukaan palanen on lusi onkin metallia.

"Tuossa palasen reunassa näkyy hierovaralusta viivettä, mikä

paljastaa sen pronssiästä", Hakamäki opettaa.

Kaivausalueelta on löytynyt myös hopearaha, joka on parhaillaan konservoitavana. Alustavien tutkimusten perusteella hopearaha ruoskatalon ja peräisin 1300-luvun puoliväliltä.

Aluen löytöjä voi Hakamäen mielestä pitää kaiken kaikkiaan merkittävänä.

Tällä tiedolla löydet ajoittain Hakamäen mukaan

rautakauden lopulle eli noin 1200-1300-luvulle jälkeen ajan laskun alku.

"Ainakin luupotaset sekä työkalujen ja astioiden kappaleet osoittavat, että tällä paikalla on ollut jonkinlainen tulosija, ja siitä taas voi päätellä tässä olleen asuinpaikka. Juuri tämän alueen myöhäisrautakauden asuinpaikoista meillä on ollut tähän asti hyvin vähän tietoa."

Alueelta on löytynyt jo ainakin muun muassa pronssiinen

eläinriipus ja hevosenkenkäsolki sekä kullarni hela. Samantapaisten esinelöytöjen perusteella paikannettiin viime kesänä Iin Suutarinmiesmäellä tehdyissä arkeologisissa kaivauksissa myöhäisrautakautinen kalaste, johon oli haudattu ainakin toistakymmentä vainajaa.

"Pirttitörmälläkin siis oletettiin ensin olevan kalaste. Kaivauksen kuluessa kohde on kuitenkin osoittautunut rautakauden loppu ja keskiajan alku-

asuinpaikaksi."

Pirttitörmä tutkimalla arkeologit toivovat tarkentavassa kuvaa tuon ajan ihmisten elämästä.

Mutta voisiko jo nyt jotain arvioida, millaisia ihmisiä Pirttitörmällä on aikoinaan asunut?

"He saivat elantonsa metsästyksellä ja kalastuksesta. Elävät he tainneet ilsen ruttoköylästä sakkia oilla", Hakamäki muistaa.

Katso kuvagalleria
www.kaleva.fi



Pirttitörmän löytöjä voi Ville Hakamäen mielestä pitää kaiken kaikkiaan merkittävänä.

länmääritys tehdään joukkorahoituksella

Riitta Taulavuori Kaleva

Iin Pirttitörmän muinaisjäänneiden ikä aiotaan Gromentää radiohiiliäjoituksilla, joiden rahoittamiseksi on menossa joukkorahoituskampanja.

Joukkorahoituskampanjan on järjestänyt Suomen muinaisjäänne tutkimuksen tuki ry. Tänä vuonna perustetun yhdistyksen tarkoituksena tukea arkeologista perustutkimusta Suomessa.

Yhdistyksen mukaan arkeo-

logisten tutkimusten teko pelkistään amprahojen turvin on käynnistetty vaikeammaksi, joten käytöksen tueksi on pyritävä löytämään uusia resursseja ja toimintatapoja.

Esimerkiksi jo yhden radiohiiliäjoituksen tekeminen laboratoriossa maksaa noin 500 euroa. Myös esineiden konservointiin ja jatko tutkimuksiin tarvitaan rahaa.

Pirttitörmän kaivauksiin ha-

ettava joukkorahoitus ohjataan eräajaisesti radiohiiliäjoituksen teettämiseen.

"Tavoitteena on, että pysyvästi teetättäin ainakin kaksi radiohiiliäjoitusta", kertoo Oulun yliopistossa arkeologias opiskeleva Emmi Koivisto.

Iin Pirttitörmällä kaivauksia tehdään vielä juhannuksen alkuviikon ajan. Tämän jälkeen kulu-

van kesän kaivauksia jatketaan

muunalla Iissä.

Iissä riittää arkeologisesti kiinnostavia kohteita vielä useimminkin kesäksi, arvioivat

yliopistonlehtori Janne Ikäheimo ja tohtorikouhuttava Ville Hakamäki.

Pirttitörmään liittyvät selvitykset jatkuvat kenttien jälkeä yhtiöistolla, ja kohteesta saadut tiedot kootaan kaivauksien kertomukseksi vuoden loppuun mennessä.

ATTACHMENT 3. CERTIFICATE



ATTACHMENT 4. PHOTOGRAPH PLEDGE EXPLANATION SHEET.

Valokuvat

IIN PIRTTITÖRMÄ – LÖYTÖJEN JÄLJILLÄ



Kuva 1.

Kaivausalueella 1 on ruuhkaa! Kuvassa mitataan löytökohtaa takymetrillä, pussitetaan löytöjä sekä kaivetaan lieden paikkaa. Taustalla seula.



Kuva 2.

Kaivausalue 1 taso. Kuvassa näkyy punaisena palanutta hiekkaa, joka on muinainen liesi. Kuvassa myös rakennetta sekä mustana maana näkyvä tunkio.



Kuva 3.

Kaivausalue 1:ltä löytynyt helan katkelma.



Kuva 4.

Kaivausalue 2 taso. Oikeassa kulmassa näkyy mahdollinen keittokuoppa.



Kuva 5.

Arkeologit kaivavat säässä kuin säässä! Kuvassa kivisiä rakenteita.

Suomen muinaistutkimuksen tuki ry

ATTACHMENT 5. DAILY UPDATE 12 JUNE 2014.

Päiväraportti 12.6.14

Koekuoppa 3 on täten nimetty Kaivausalue 2:ksi. Aluetta laajennettiin leveysuunnassa, jotta mysteeripohjakuvion laajuus saataisiin selvitettyä. Laajennetulta alueelta ei kuitenkaan löytynyt mitään, ja kuvio näytti päättyvän. Aluetta kaivettiin syvemmälle selvittäen miten kuvio reagoi syvyysuunnassa. Aluksi kuvio laajeni hämmentäen tutkijat täysin, ja lopulta se vaikuttaisi katoavan kokonaan. Emme edelleenkään tiedä, mikä kumma se voisi olla. Hautakuvio oli vahvin veikkaus, mutta se on epävarmaa, sillä alueesta ei ole tullut lainkaan luuta... Oikeastaan sieltä ei ole tullut muuta kuin linturiipus, hopeakolikko ja kvartsi-iskos. Hyvin arvokkaita löytöjä (paitsi ehkä kvartsi...), mutta ei muuta. Selvää kuitenkin on, että likainen savi ei mene luontaisen hiekan sekaan itsestään. Kysymys kaikkien huulilla ja ensi yön unissa on: Miksi?!



Kaivausalue 2 kuvio.



Kaivausalue 1:ltä jatkui luusirujen ilotulitus. Toisaalta väki alkaa ehkä hieman tympääntyä ainasiin luulöytöihin. Tänään löydettiin kuitenkin jotain uutta, nimittäin keramiikkaa! Keramiikan kappale tuli lieden läheisyydestä, ja myöhemmin samoilta alueilta löytyi myös pronssipellin kappaleita. Eräs tarkkasilmäinen kaivaja löysi myös hyvin pienen lasihelmen tai pihkan kappaleen. Joku onnekas opiskelija saa tehdä siitä vaikka kandintutkielmansa!



Keramiikkaa.



Pronssipeltiä.



Lisää pronssipeltiä!

Käsitöiden opettaja, eli murkulaattori, hämmäsi tänään käytöksellään. Vaakatasossa murkulaattori reagoi hyvin voimakkaasti erääseen kiven näköiseen palaseen, mutta pystyasennossa piippari pysyi hiljaisena. Kappale ei kuitenkaan missään nimessä ole metallia. Loppupäätelmänä kappale todettiin savitiivisteeksi, jossa kaiken lisäksi näkyi selviä viiruja. "Aivan mystinen!", huudahti Janne.



Mystinen savitiiviste.

Villen tulkinnan mukaan kaivausalueelta on löytynyt asuinpaikkaa vastaavia elementtejä. Myöhäisrautakaudella alueen maasto on ollut avoin, ja meri on ollut vain muutaman kilometrin päässä.



Mutta miksi kaikki kaivavat samaa nurkkaa?!



Löytölapujen tekijällä ei ollut tänään hiljaista hetkeä.

Saimme myös itse olla tarkkailun alaisena kuin parhaimmatkin sirkusponit, sillä muutama toimittaja vieraili tänään alueella. Onneksi samaan aikaan löytyi muutama pronssipellin pala, joten toimittajat näkivät toimintaa suorana lähetyksenä. Aiheesta saa lukea lisää huomisen Kalevasta!



Puskapaparazzi.

ATTACHMENT 6. DAILY UPDATE 5 JUNE 2014: STYLE CORNER. PAGES 4-5.



Iso kappale palamatonta luuta.

Raportin lopuksi arkeologin tyylinurkka!

Riston lakki suojaa ainakin korvat. Lakki on myös tyylikkäästi samaa sävyä kuin takki!



Idan hattu on saanut inspiraatiota haaremeista.



Punkinpitävät puntit.



Professori Hervalla on tyyliäjä!



Toisille ihmisille tyyli on toissijaista!

ATTACHMENT 7. DAILY UPDATE 18 JUNE 2014: COMMON TOOLS. PAGES 4-7.



Lopuksi Kaivausalue 1 pintakorkeus mitattiin takymetrilla. Vertailemalla pintamaan ja nykyisen pohjan pisteitä voidaan laskea, miten syvälle kaivauksissa tultiin.

Seuraavaksi pieni kurkistus, mitä arkeologin työkalupakista voi löytyä!



Emme ole varustautuneet akuuttiin hammashoittoon, vaan hammaslääkäristä tutuilla välineillä voi tehdä tarkkaa kaivuutyötä. Hammastikuilla voi merkitä löytöpaikat maahan, mikäli löytöjä tulee useita.



Pullasudit ja maalipensselit eivät ole vain legenda, vaan niitä oikeasti käytetään kaivauksilla. Erilaisia puutikkuja ja muita "nysväimiä" on myös hyvä olla eri kokoisina.



Autoistakin tutulla harjalla voi harjata hiekat pois kivien päältä esimerkiksi valokuvia varten.



Nuijalla voi hiljentää niskuroivat opiskelijat, mutta tavallisemmin sitä käytetään kaivausaluetta merkitsevien paalujen pystyttämiseen.



Olemme valmistautuneet myös jos jonkin paksuista puuta, oksaa ja juurta vastaan. Näillä kaatuu, jos millä!



Arkeologin kädenjatke, eli lasta ja kihveli (tai murrealueesta riippuen sihveli). Kuvassa oleva lasta on kulunut lähes puoleen alkuperäisestä koosta!



Löytöjen paketoituvälineet. Useimmat löydöt laitetaan pusseihin, mutta esimerkiksi metalli kääritään kosteaan, hapottomaan paperiin.

Iin Pirttitörmä palautekysely

*Pakollinen

Ikä? *

Työskenteletkö kulttuuriperinnön alalla? *

- Kyllä (museo)
- Kyllä (arkeologia)
- Kyllä (muu kulttuuriperintö)
- En.

Tunnetko ketään tutkimusryhmästä henkilökohtaisesti? *

- Kyllä (Koivisto, Hakamäki, Ikäheimo)
- Kyllä (kaivausharjoittelijaopiskelija)
- En tunne ketään osallista henkilökohtaisesti.

Mistä kuult joukkorahoituskampanjasta? *

- Facebook
- Twitter
- Muu sosiaalinen media.
- Suullinen tiedonanto.
- Suomen muinaistutkimuksen tuki ry nettisivu tai tiedote.
- DigVentures sivusto.
- Sanomalehti Kaleva.
- Mesenaatti.me
- Muu:

Tutustuiko kampanjan blogiin Löytöjen jäljillä? *

- Kyllä.
- En.

Minkä vastikkeen ostit? *

- Kunniakirja.
- Valokuvat.
- Päiväraportti.
- Päivä- ja kaivausraportti.
- Vierailu kaivausalueella.

- Muinaisjäännoskierros.

Oliko vastikevalikoima riittävä? *

- Kyllä.
 Ei, olisin halunnut jotain muuta.

Millä perusteella valitsit ostamasi vastikkeen? *

- Sopiva hinta.
 Kiinnostava sisältö.
 Muu:

Puuttuiko vastikevalikoimasta mielestäsi jotain, jonka olisit halunnut ostaa? *

- Ei.
 Muu:

Oliko ostamasi vastikkeen hinta sopiva? *

- Kyllä.
 Ei, olisin voinut maksaa enemmän.
 Ei, olisin halunnut maksaa vähemmän.
 Muu:

Päiväraportin tilanneet: Olitko tyytyväinen raporttien sisältöön?

Vastaa, jos tilasit päiväraportit.

- Kyllä.
 En, olisin halunnut lisää kuvia.
 En, olisin halunnut lisää tekstiä.
 Muu:

Päiväraportin tilanneet: Muuttuiko käsityksesi arkeologisesta tutkimuksesta?

Vastaa, jos tilasit päiväraportit.

- Kyllä, parempaan.
 Kyllä, huonompaan.
 Ei muuttunut.

Päiväraportin tilanneet: Olsitko halunnut lukea jostain asiasta lisää? Mistä?

Vastaa, jos tilasit päiväraportit.

Miksi osallistuit joukkorahoituskampanjaan? *

- Kiinnostava kampanja.
 Halusin rahoittaa tutkimusta.
 Halusin saada tietoa kaivauksista.

Tunnen tutkimuksen järjestäjiä henkilökohtaisesti.

Muu:

Kerroitko joukkorahoituskampanjasta muille? *

Kyllä, suullisesti.

Kyllä, sosiaalisessa mediassa.

En.

Muu:

Oletko aikaisemmin osallistunut joukkorahoituskampanjaan? *

Kyllä.

En.

Osallistuisitko arkeologisen tutkimuksen joukkorahoituskampanjaan uudestaan tulevaisuudessa? *

Kyllä, osallistuisin.

Kyllä, mikäli vastike olisi tarpeeksi kiinnostava.

En osallistuisi.

Muu:

Vapaa kommentti kampanjasta tai vastikkeista:

Lähetä

Älä koskaan lähetä salasanaa Google Formsin kautta.

100 %. Sait sen valmiiksi.

Palvelun tarjoaa

Google ei ole luonut tai hyväksynyt tätä sisältöä.

[Ilmoita väärinkäytöstä](#) - [Palveluehdot](#) - [Lisäehdot](#)