



Smithsonian Institution Archives

Website Records, 2014

Finding aid prepared by Smithsonian Institution Archives

Smithsonian Institution Archives
Washington, D.C.
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Table of Contents

Collection Overview	1
Administrative Information	1
Descriptive Entry.....	1
Names and Subjects	2
Container Listing	4

Collection Overview

Repository:	Smithsonian Institution Archives, Washington, D.C., osiaref@si.edu
Title:	Website Records
Identifier:	Accession 15-017
Date:	2014
Extent:	
Creator::	Smithsonian Institution. Office of Advancement
Language:	Language of Materials: English

Administrative Information

Preferred Citation

Smithsonian Institution Archives, Accession 15-017, Smithsonian Institution. Office of Advancement, Website Records

Descriptive Entry

This accession consists of the "Smithsonian Summer Showdown" website and selected associated social media. The Smithsonian Summer Showdown was a competition for which many of the museums, research centers, and zoo chose one iconic item to be voted upon by the public. Competitors included the National Museum of Natural History, the National Air and Space Museum, the National Zoological Park, the Smithsonian Astrophysical Observatory, the Smithsonian Tropical Research Institute, the Smithsonian Gardens, the Smithsonian Institution Archives, the Anacostia Community Museum, the National Museum of American History, the National Postal Museum, the Archives of American Art, the National Museum of African American History and Culture, the National Museum of the American Indian, the Asian Pacific American Center, the Smithsonian Latino Center, the Center for Folklife and Cultural Heritage, Smithsonian Folkways/Recordings, the Smithsonian Institution Traveling Exhibition Service, the Smithsonian Institution Libraries, the Freer Gallery of Art and Arthur M. Sackler Gallery, the National Museum of African Art, the Hirshhorn Museum and Sculpture Garden, the National Portrait Gallery, the Smithsonian American Art Museum, and the Cooper-Hewitt, Smithsonian Design Museum. The competition was bracket-style with round one items grouped into science, history, art, and culture categories. Voters were eligible to win several prizes awarded by random drawings. The competition ran from July 28 through August 18, 2014.

The website was crawled during each of the three rounds and after the winner (Bao Bao the giant panda cub) was announced. The crawls include the brackets, the voting forms, the official rules of entry, and the prize details.

Throughout the competition, many of the Smithsonian Institution's Twitter accounts were used to promote the competition and encourage votes for particular items. One method used was "trash talk" between competing museums and research centers in which they engaged in playful conversations about how a

particular item was better than another. The conversations often provided context to the items and their places in history. A search of the #SIShowdown hashtag in Twitter was crawled on August 29, 2014. Tweets with the #SIShowdown hashtag between August 15 and October 6, 2014 were also exported into a spreadsheet.

Several units within the Smithsonian Institution used Storify boards to collect and contextualize Tweets and other social media content documenting particular aspects of the competition, including the National Museum of American History, the National Portrait Gallery, and the Smithsonian Institution Archives. Several boards were created in the central Smithsonian Storify account as well. Each of these boards was crawled on August 22, 2014.

Materials are in electronic format.

Names and Subject Terms

This collection is indexed in the online catalog of the Smithsonian Institution under the following terms:

Subjects:

- Contests
- Fund raising
- Museums -- Public relations
- Online social networks
- Social media
- Web sites

Types of Materials:

- Electronic records

Names:

- Anacostia Community Museum
- Archives of American Art
- Cooper-Hewitt, Smithsonian Design Museum
- Freer Gallery of Art and Arthur M. Sackler Gallery
- Hirshhorn Museum and Sculpture Garden
- National Air and Space Museum (U.S.)
- National Museum of African American History and Culture (U.S.)
- National Museum of African Art (U.S.)
- National Museum of American History (U.S.)
- National Museum of Natural History (U.S.)
- National Museum of the American Indian (U.S.)
- National Portrait Gallery (Smithsonian Institution)
- National Postal Museum (U.S.)
- National Zoological Park (U.S.)
- Smithsonian American Art Museum
- Smithsonian Astrophysical Observatory
- Smithsonian Gardens
- Smithsonian Institution. Archives
- Smithsonian Institution. Asian Pacific American Center
- Smithsonian Institution. Center for Folklife and Cultural Heritage
- Smithsonian Institution. Libraries

Smithsonian Institution. Traveling Exhibition Service
Smithsonian Latino Center
Smithsonian Tropical Research Institute
Smithsonian/Folkways Recordings
Twitter (Firm)

Preferred Titles:

Smithsonian Summer Showdown (Website)
Storify (Electronic resource)

Container Listing

Electronic Records

- | | |
|--------------------|--|
| Electronic Records | "Smithsonian Summer Showdown" website, Round 1, crawled August 1, 2014
Digital Content |
| Electronic Records | "Smithsonian Summer Showdown" website, Round 2, crawled August 5, 2014
Digital Content |
| Electronic Records | "Smithsonian Summer Showdown" website, Round 3, crawled August 13, 2014
Digital Content |
| Electronic Records | "Smithsonian Summer Showdown" website, Winner Announced, crawled August 19, 2014
Digital Content |
| Electronic Records | #SIShowdown hashtag search, Twitter, crawled August 29, 2014
Digital Content |
| Electronic Records | #SIShowdown hashtag export from Twitter, August 15-October 6, 2014
Digital Content |
| Electronic Records | "#SIShowdown, Round 1" Storify board, Smithsonian, crawled August 22, 2014
Digital Content |
| Electronic Records | "#SIShowdown, Round 2" Storify board, Smithsonian, crawled August 22, 2014
Digital Content |
| Electronic Records | "#SIShowdown Debate Round 2" Storify board, Smithsonian, crawled August 22, 2014
Digital Content |
| Electronic Records | "#SIShowdown @SmithsonianArch's will vs. @amhistorymuseum's Star-Spangled-Banner" Storify board, National Museum of American History, crawled August 22, 2014
Digital Content |
| Electronic Records | "Town Hall Debate" Storify board, National Portrait Gallery, crawled August 22, 2014
Digital Content |
| Electronic Records | "Banner vs. Will in #SIShowdown" Storify board, Smithsonian Institution Archives, crawled August 22, 2014
Digital Content |