Wikimedia + Education Conference 2019

How to get subject matter experts to click the edit button

Let's start with a question:

What challenges have you had getting subject matter experts to edit?

Wiki Edu

Some challenges we've heard

- Academic expertise isn't valued by Wikipedians; edit count is

- No benefit for career ("publish or perish" and Wikipedia isn't publishing)

- Conflict of interest

- What's a good source for discipline isn't a good source for Wikipedia and vice versa

Wiki
Edu

So here's our solution:
A professional
development course
to edit Wikipedia

Wiki
Edu

Wiki Scholars & Scientists

- Application process

Wiki
Edu

Wiki Scholars & Scientists

- Application process
- 12 week course; meet once a week via Zoom videoconferencing software

Wiki Edu

Wiki Scholars & Scientists

- Application process

- 12 week course; meet once a week via Zoom videoconferencing software

Wiki Scholars & Scientists

- Application process

Wiki
Edu

Wiki Scholars & Scientists

- Application process

- 12 week course; meet once a week via Zoom videoconferencing software

Wiki Edu

Wiki Scholars & Scientists

- Application process
- 12 week course; meet once a week via Zoom videoconferencing software
- Out of class conversation via Slack

Wiki Edu

Wiki Scholars & Scientists

- Application process

- 12 week course; meet once a week via Zoom videoconferencing software

- Out of class conversation via Slack

- Goal: Expand 2 high-traffic Wikipedia articles in their subject area of expertise

Wiki Edu

Wiki Scholars & Scientists

- Application process

- 12 week course; meet once a week via Zoom videoconferencing software

- Out of class conversation via Slack

- Goal: Expand 2 high-traffic Wikipedia articles in their subject area of expertise

- Certification at completion of course

Wiki Edu

Wiki Scholars & Scientists

- Piloted one course January – March 2018

Wiki
Edu

Wiki Scholars & Scientists

- Piloted one course January – March 2018
- Tested with additional 15 courses since then, with between 6 and 50 participants

Wiki Edu

Wiki Scholars & Scientists

- Piloted one course January – March 2018
- Tested with additional 15 courses since then, with between 6 and 50 participants
- More than 200 subject matter experts have gone through the program

Wiki Edu

Wiki Scholars & Scientists

- Piloted one course January – March 2018
- Tested with additional 15 courses since then, with between 6 and 50 participants
- More than 200 subject matter experts have gone through the program
- Added 400K words to Wikipedia (and counting!)

Wiki
Edu

Wiki Scholars & Scientists

- Piloted one course January – March 2018
- Tested with additional 15 courses since then, with between 6 and 50 participants
- More than 200 subject matter experts have gone through the program
- Added 400K words to Wikipedia (and counting!)
- Charge money for it and provide continuing education credits

Wiki Edu

What we learned

Planning/application phase learnings

- Set expectations for time each week, what will be contributed, etc.

Wiki Edu

Planning/application phase learnings

- Set expectations for time each week, what will be contributed, etc.
- Schedule times in cohort ahead of time.

Wiki Edu

Planning/application phase learnings

- Set expectations for time each week, what will be contributed, etc.

- Schedule times in cohort ahead of time.

- Create cohorts with same/similar disciplines

Curriculum phase learnings

- The milestones and weekly tasks on the timeline continue to be useful as a structure to keep participants on track.

Curriculum phase learnings

- The milestones and weekly tasks on the timeline continue to be useful as a structure to keep participants on track.
- Peer review wasn't effective with this group.

Curriculum phase learnings

- The milestones and weekly tasks on the timeline continue to be useful as a structure to keep participants on track.

- Peer review wasn't effective with this group.

- Take extensive notes during meetings!

Wiki Edu

Curriculum phase learnings

- The milestones and weekly tasks on the timeline continue to be useful as a structure to keep participants on track.

- Peer review wasn't effective with this group.

- Take extensive notes during meetings!

- 12 weeks ideal time (not too short, not too long)

Wiki Edu

Meeting phase learnings

- Meetings were most effective with at least 5 and no more than 15 participants.

Wiki Edu

Meeting phase learnings

- Meetings were most effective with at least 5 and no more than 15 participants.

- Tell different contributors' stories to show there's no one right way to become a Wikipedia.

Wiki
Edu

Meeting phase learnings

- Meetings were most effective with at least 5 and no more than 15 participants.

- Tell different contributors' stories to show there's no one right way to become a Wikipedia.

- Editing anecdotes often led to important discussions of policy.

Wiki Edu

Overcoming challenges

Overcoming earlier challenges

- Choose articles that require subject expertise and are underdeveloped because of it

Overcoming earlier challenges

- Choose articles that require subject expertise and are underdeveloped because of it

- Encourage scholarship about process

Overcoming earlier challenges

- Choose articles that require subject expertise and are underdeveloped because of it

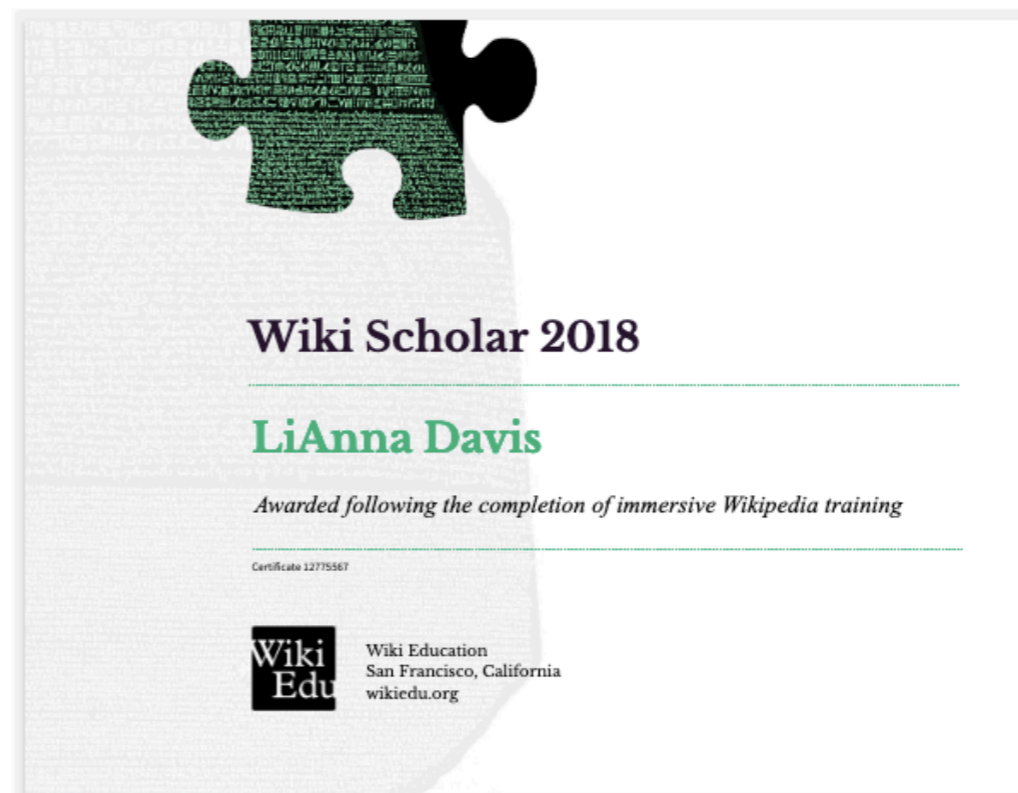- Encourage scholarship about process

Wiki Edu

Overcoming earlier challenges

- Choose articles that require subject expertise and are underdeveloped because of it

- Encourage scholarship about process

- Certifications!

Certifications

Wikipedia Training Certificate
Wiki Education Foundation, License 12775567

April 2019 – Present

Wiki Scholar 2018

LiAnna Davis

Awarded following the completion of immersive Wikipedia training

Certificate 12775567

Wiki Education
San Francisco, California
wikiedu.org

Overcoming earlier challenges

- Choose articles that require subject expertise and are underdeveloped because of it

- Encourage scholarship about process

- Certifications!

- Provide the "why" behind Wikipedia's policies and guidelines

Wiki
Edu

Learn more

More details

About courses: learn.wikiedu.org

Evaluations:

* [[meta:Wiki Education Foundation/ Wikipedia Fellows pilot evaluation]]

* [[meta:Wiki Education Foundation/ Wikipedia Fellows pilot evaluation update]]

Wiki Edu