# How to approach Wikipedia, if you are a museum?
## *(Q&A about Wikipedia)*

Marco Chemello (Wikimedia Italia) & Francesc Fort (Wikimedia Spain/Amical Wikimedia)
*20th ICOM-CC Triennial Conference, Valencia 21 September 2023*

# Wikipedia has an impact!



VIRTUAL CMA DASHBOARDS

THE CLEVELAND MUSEUM OF ART

Overview | Comparison by Work | Comparison by Department | Collection Online | Open Access API | Wikipedia

Questa è una versione di prova gratuita. Per rimuovere questa etichetta, è necessario acquistare una capacità.   Altre informazioni

### Wikipedia Open Access Views

**65K** Objects

**37K** Images

**286Mln** Views

Date Range
01/05/2019    15/09/2023

#### Most Viewed Works

| Preview | Title | Creator | Date | Department | Views | Lin |
|---|---|---|---|---|---|---|
|  | Stele with Sakyamuni and Bodhisattvas |  | 537 | Chinese Art | 15.264.257 | 🔗 |
|  | Miracle of the Dragon |  | 1600s | Chinese Art | 15.264.257 | 🔗 |

Wikipedia Views
0,4Mln

0,3Mln

Department
☐ Seleziona tutto
☐ African Art
☐ American Painting an...
☐ Art of the Americas
☐ Chinese Art
☐ Contemporary Art
☐ Decorative Art and D...
☐ Drawings
☐ Egyptian and Ancient...

https://www.clevelandart.org/art/collection/dashboard#page-5

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# Wikipedia has an impact!

example: Smithsonian Institution Archives

Taken Effie Kapsalis, *The Impact of Open Access on Galleries, Libraries, Museums, & Archives*, Smithsonian Institution Archives, April 27, 2016. ‹http://siarchives.si.edu/sites/default/files/pdfs/2016_03_10_OpenCollections_Public.pdf›
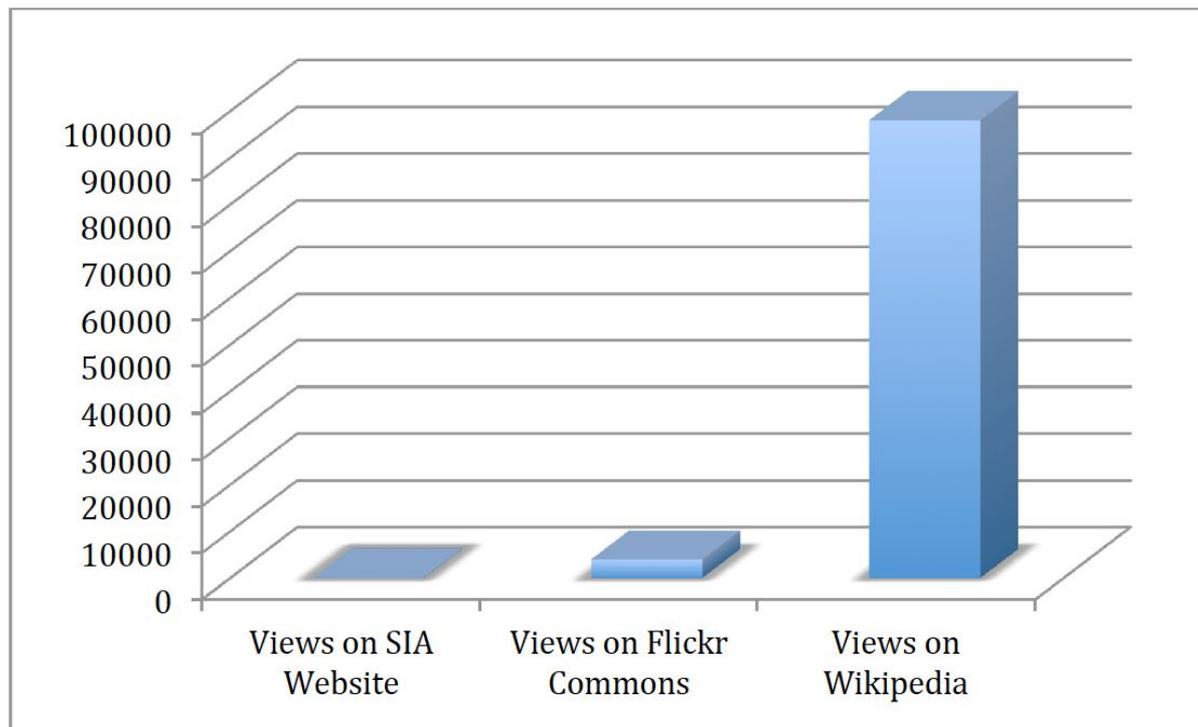


Figure A: Comparison of views received for an "average" image on different websites since 2008.

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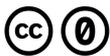
# Wikipedia is [made by] a community!



The biggest community-based project.
All contents are written, revised and updated by users.

➔ guidelines are defined over time by the community. Nobody is entitled to special privileges.

➔ Cultural institutions, students and teachers are considered like any other user.

Wikimania 2016 Group Photograph. Esino Lario. Photo by Niccolò Caranti (Opera propria) [CC BY-SA 3.0 (http://creativecommons.org/licenses/by-sa/3.0)], from Wikimedia Commons https://commons.wikimedia.org/wiki/File:Wikimania_2016_-_group_photo_02.jpg

# 5 typical mistakes
## that does not make us successful on Wikipedia

1. improvising

An improvisor. A fisherman from Ischia is improvising for the young girls on his lute
Oil by Wilhelm Marstrand (1810–1873) - from Wikimedia Commons, Public Domain
(https://commons.wikimedia.org/wiki/File:An_Italian_improviser_entertaining_a_group_of_people_outside_an_osteria_%281853%29_-_Wilhelm_Marstrand.

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# 5 typical mistakes
## that does not make us successful on Wikipedia

## 2. spamming

Stickers on mailbox Brussel - Belgium.jpg by Alurice, Wikimedia Commons  CC BY-SA 4.0
https://commons.wikimedia.org/wiki/File:Stickers_on_mailbox_Brussel_-_Belgium.jpg

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# 5 typical mistakes
that does not make us successful on Wikipedia

## 3. reusing copyright-protected

## contents (with no permission)



https://en.wikipedia.org/wiki/Wikipedia:GLAM/Getting_started

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# 5 typical mistakes
that does not make us successful on Wikipedia

## 4. creating collective usernames



"Drive to the Collective Farm!" - Soviet Yiddish poster
Wikimedia Commons, Public Domain (Russia)
https://en.wikipedia.org/wiki/File:Drive_to_the_Collective_Farm.jpg

https://en.wikipedia.org/wiki/Wikipedia:GLAM/Getting_started

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# 5 typical mistakes
that does not make us successful on Wikipedia

## 5. focusing on one article only

(about our institution)

https://en.wikipedia.org/wiki/Wikipedia:GLAM/Getting_started

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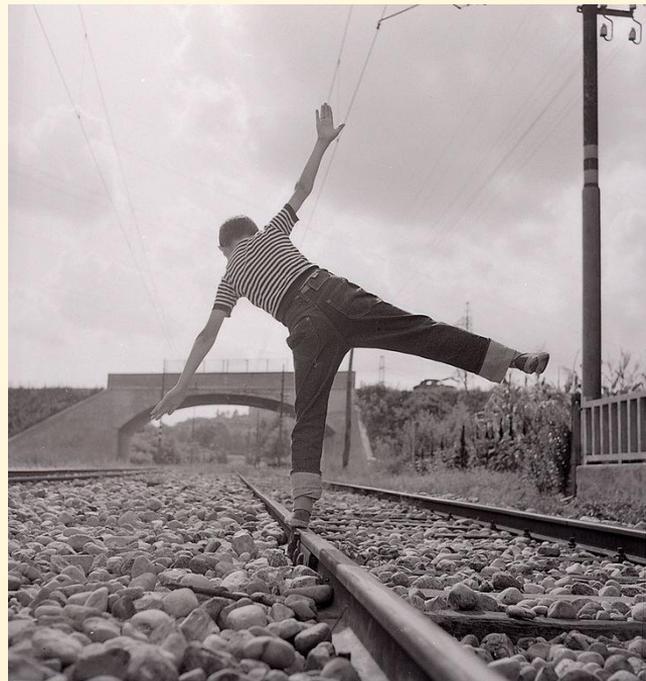


Paolo Monti, Serie fotografica : Sesto San Giovanni, 1970.
Fondo Paolo Monti, BEIC. CC BY-SA 4.0
https://commons.wikimedia.org/wiki/File:Paolo_Monti_-_Serie_fotografica_-_BEIC_6364365.jpg

# the 3 actions within a GLAM project



share

communicate W

train
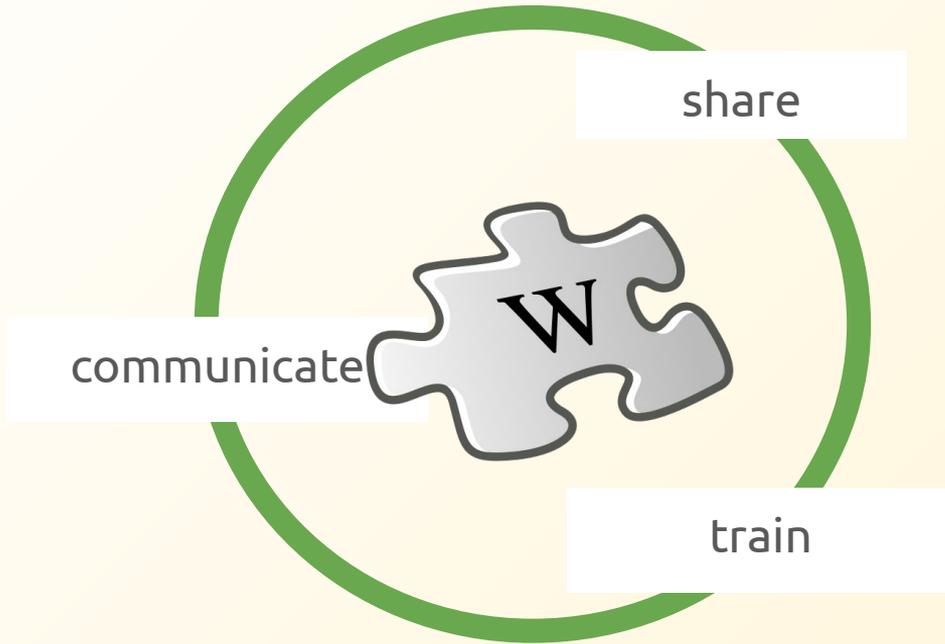
Dettaglio de La primavera di Sandro Botticelli, 1485-1487 circa. Uffizi, Firenze. Pubblico dominio. Attraverso Wikimedia Commons https://commons.wikimedia.org/wiki/File:Sandro_Botticelli_039.jpg
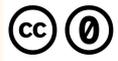
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# basic guidelines to be respected
## to successfully contribute to Wikipedia

➔   follow the 5 pillars of Wikipedia to work in agreement with the community
➔   declare your conflict of interest

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# Wikimedia is a community and a digital ecosystem

of many linked projects

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# MOOCs in Italian

3 free online massive open courses
for students, teachers, cultural institutions and citizens
https://learn.eduopen.org/course/index.php?search=Wiki



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Wikimedia community per
le istituzioni culturali.
Come valorizzare i
contenuti di musei, archivi
e biblioteche

🕐 16 Ore

UNIVERSITÀ DI PADOVA

A scuola con Wikipedia.
Progettare e condurre
attività didattiche con
l'enciclopedia libera

🕐 20 Ore

UNIVERSITÀ DI PADOVA

A scuola di Wikipedia.
Contribuire
all'enciclopedia libera

🕐 16 Ore

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# Empowering Italian GLAMs

aka "Tutti i musei italiani su Wikipedia"

An effort to involve 3000 Italian museums

www.wikimedia.it/musei

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# Thank you all!

Presentation made by Marco Chemello in 2023
for Wikimedia Italia - associazione per la diffusione della conoscenza libera.

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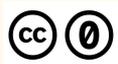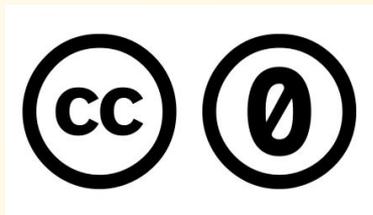
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# Marco Chemello
## GLAM specialist and trainer - Wikimedia Italia

An active contributor to Wikipedia since 2004, he is one of the administrators of the Italian edition of the free encyclopedia since 2005. As a Wikipedian in residence he collaborated on many OpenGLAM projects for sharing the contents of cultural institutions, including the National Museum of Science and Technology Leonardo da Vinci in Milan and the Central Institute for Archives (ICAR) of the Italian Ministry of Culture (MiC). Having joined the Wikimedia Italia staff as a trainer and GLAM specialist, he was a Wikimedian in residence at the BEIC Foundation, the Academy of Sciences of Turin, the Ricordi Historical Archive of Milan, the Polo del '900. He collaborates with various universities, including the Polytechnic of Milan and the Statale of Milan; since 2021 he has been among the first two Wikipedians in residence at an Italian university, the University of Padua. With Unipd he created three MOOCs for students, teachers and cultural institutions (freely available on EduOpen).

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# Further readings

➔ Kapsalis, Effie: *The Impact of Open Access on Galleries, Libraries, Museums, & Archives*, Smithsonian Institution Archives, April 27, 2016. Available at*: <http://siarchives.si.edu/sites/default/files/pdfs/2016_03_10_OpenCollections_Public.pdf>*

➔ Hinnosaar, Marit and Hinnosaar, Toomas and Kummer, Michael and Slivko, Olga: *Wikipedia Matters* (July 14, 2019). Journal of Economics & Management Strategy, 2021, 1– 13. https://doi.org/10.1111/jems.12421, Available at SSRN: https://ssrn.com/abstract=3046400 or http://dx.doi.org/10.2139/ssrn.3046400

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