

* Working with Wikimedia

Or, 'What even is an edit-a-thon, anyway?'

14:00-14:15 - Welcome and introductions

14:15-14:45 - Wikimedia GLAM events

*What are they, how do they work?

14:45-15:30 - Open discussion

*Supporting Wikimedia events

15:30-15:45 - Refreshment break

15:45-16:30 - Breakout groups

*What would help, potential barriers

16:30-17:00 - Conclusion

*Open discussion and feedback



* Imagine a world in which every single person on the planet is given free access to the sum of all human knowledge. That's our commitment.

National Library of Scotland

- * Collections (approximately)= 17 million items?
- * Reading Room access = approx. 8000 per year
- * Digitisation efforts = 0.1% of total collections
- * Digital reach = 3x Reading Room access
- * Wikipedia's reach = 10,032,382 views per hour on the English Wikipedia

(Feb 2014)



Monthly view statistics for category trees

Date

Start day 2014-04 - 1

End day 2014-06 - 31

Defaults

Language en

Project wikipedia

Depth 9

Options

- Category union
- Auto-languages
- Creation dates
- Files instead of articles

Categories

Language	Project	Exclude	Talk	Category	Depth
		<input type="checkbox"/>	<input type="checkbox"/>	National Library of Scotland	

+ Add category

Run

× Clear categories

Check *exclude* to remove articles in that category tree from the results. Check *talk* to look for talk pages in the category tree, but use the article page in the results.

[Permalink](#) to this query

en.wikipedia

22 pages total 44 pages with views 531,704 total views Toggle zero-views

Page	2014-04	2014-05	2014-06	Total views
Alexander Graham Bell	108,748	116,211	14,186	239,145
Alexander Fleming	43,190	47,926	6,287	97,403
James Watt	33,630	35,594	5,061	74,285
John Logie Baird	23,982	23,662	2,512	50,156
John Napier	10,814	14,483	1,763	27,060

Wikipedia (and Wikimedia) as a community

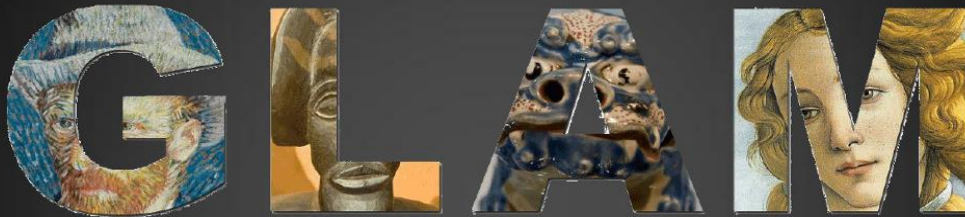
What motivates Wikimedians?

- Values - altruism and helping others
- Social - engaging with/making friends
- Understanding - expanding knowledge through activities
- Career - gaining work experience and skills
- Enhancement - demonstrating knowledge to others
- Fun!

Reasons for Continuing to Contribute



**What is Wikipedia
to you?*



Over 194,000 images uploaded

76 events worldwide

Over 2,000 articles in more than 50 languages
improved

(2010-2011)

Join the GLAM-WIKI revolution

Share
your
knowledge

*GLAM-Wiki events



* Edit-a-thons

An outreach event that brings together professionals from GLAM institution, Wikipedians, and members of the public to improve and generate content

- * Small group (up to ~20 people)
- * Topical focus
- * Specific goals

Introduces community members to each other, combines communities

Focuses attention on a particular topic

- * Gets well covered, forms the base for further activities

Encourages women to contribute, helps improve Wikipedia's bias

Themes can include:

- * Geographically-based themes
- * Topics connected to institutions
- * Activist edit-a-thons
- * Topics around national events

Who are you inviting to participate in this event?

- * Will there be GLAM staff or members of the public who may not be experienced Wikipedia editors?
- * Invite Wikipedians from your local Wikimedia chapter to help out first-time users

What will the aims be?

- * Improve existing articles
- * Start new articles
- * Complete new articles
- * Add digital content

Plan the hook for the day and let this lead your publicity

- * Edit-a-thon plus talk? Edit-a-thon plus round table? Edit-a-thon plus backstage tour?

*Think big!



* Photo Expeditions

‘Wiki Takes’ your city

- * one-day wiki scavenger hunt and/or free content photography contest conducted in a particular locale

Themes or goals can include:

- * A specific location or locations
- * Stopping points of interest in a particular cultural institution
- * Features or happenings according to a theme found in various places throughout a city
- * Themes such as transportation, education and ecology
- * Mix and match

Expose the general public to contributing to free content in a unique way

- * No special technical knowledge is required
- * Majority of the participants are not Wikimedia contributors, but they are consumers of content
- * Encourage them toward taking a more active role in the websites they use daily



* Backstage Pass

An event coordinated through a single cultural institution that brings local Wikipedians behind the scenes

- * Seen as an act of good faith by the GLAM organization to the Wikimedia movement
- * Often results in shared resources, such as images or hard to find research sources, being contributed to Wikimedia
- * Often an edit-a-thon is incorporated as part of a Backstage Pass event

Aim:

- * Successfully bring Wikipedians and curators together to tour behind the scenes
- * Work with organisation's experts to improve a number of articles on items in their collections

Treasures or special items can be brought out by experts and/or participants can be brought behind the scenes to see projects on the go

Advantages for the host organisation:

- * Outreach to a local interest group
- * Access to expertise on a significant feeder-website to their institution
- * Improved awareness of themselves through improved WP content
- * Increased re-use of their content and expertise

Advantages for Wikimedia:

- * Improved free-culture content about this area
- * Personal learning/interest
- * Gaining 1-on-1 access to expertise
- * Access to normally restricted areas
- * Showing 'human face' of Wikipedia

* Advantages for both: make connections!



* Open Discussion



*What motivates you?



* What are the benefits?



* What are your concerns?



* Hypothetical: let's get started



*Breakout Groups

- * What barriers do you envisage to running a Wikimedia event?
- * How could you overcome those barriers?
- * Brainstorm some effective ways that your organisation could work with Wikimedia
- * How will you make a collaboration happen?
- * What is your idea of a best-case scenario in terms of running a Wikimedia event?
- * What about a worst-case scenario?

Direct, sustainable partnerships: how do we keep GLAMs and editors in touch?

The GLAM-Wiki Revolution

Wikipedia in Education:
by the numbers

Internet skills and the gender gap

The Future of Libraries and Wikipedia



8-10 August, 2014
Barbican Centre, London



* Conclusions/Feedback

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