

#### Galleries, Libraries, Archives, Museums

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Endorsed by The Media & Technology Committee & The Public Relations & Marketing Committee



# Letting Wikipedia in



 The Children's Museum of Indianapolis deploys numerous social media channels to support family learning experiences.

#### Wikipedia Strategic Plan Children's Museum of Indianapolis

#### Scope

Through a partnership with Wikimedia, The Children's Museum aims to coordinate the sharing of resources between the museum and the Wikimedia community. By working with volunteers in the Wikipedia community, the Children's Museum is able to improve the quality of information in Wikipedia articles related to the museum.



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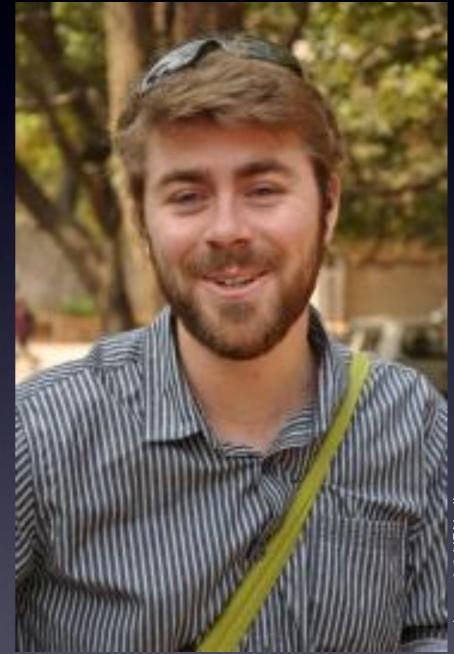


#### Liam Wyatt @wittylama

Wikipedian in Residence, British Museum (2010)

Cultural Partnerships coordinator, Wikimedia Foundation (2011)

Project Officer, Creative Commons Australia (2012)

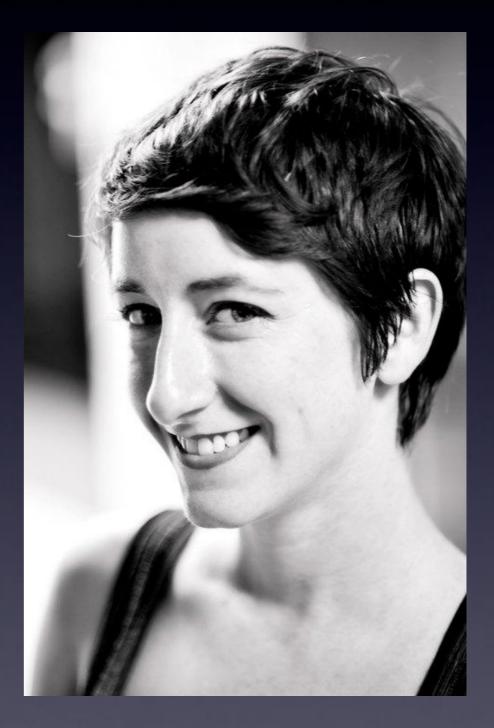


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#### Sarah Stierch @Sarah\_Stierch

Wikipedian in Residence, Smithsonian Institution (2011-present)

Wikimedia Foundation Community Fellow (2012-present)



### Àlex Hinojo @Kippelboy

Emerging museum professional from Barcelona

**Glamwiki Ambassador**. Ongoing projects with over 25 museums



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#### Lori Phillips @HstryQT

Wikipedian in Residence, The Children's Museum of Indianapolis (2010-present)

US Cultural Partnerships Coordinator, Wikimedia Foundation (2012)



Liam Sarah Àlex Lori

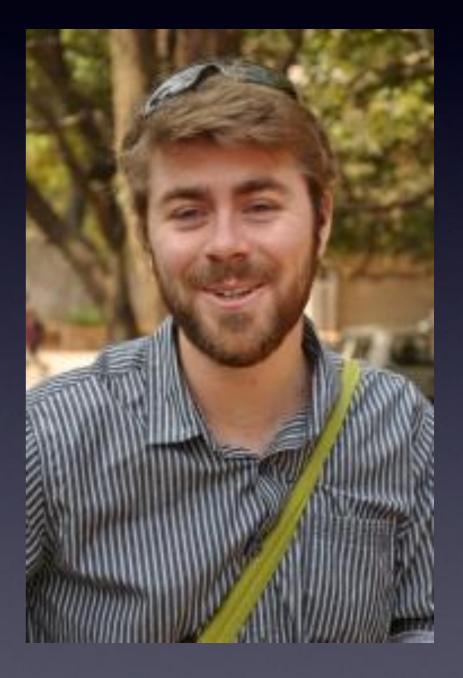
Why Wikipedia? Events & Outreach Going Deeper What's Next?

#### Liam Wyatt @wittylama

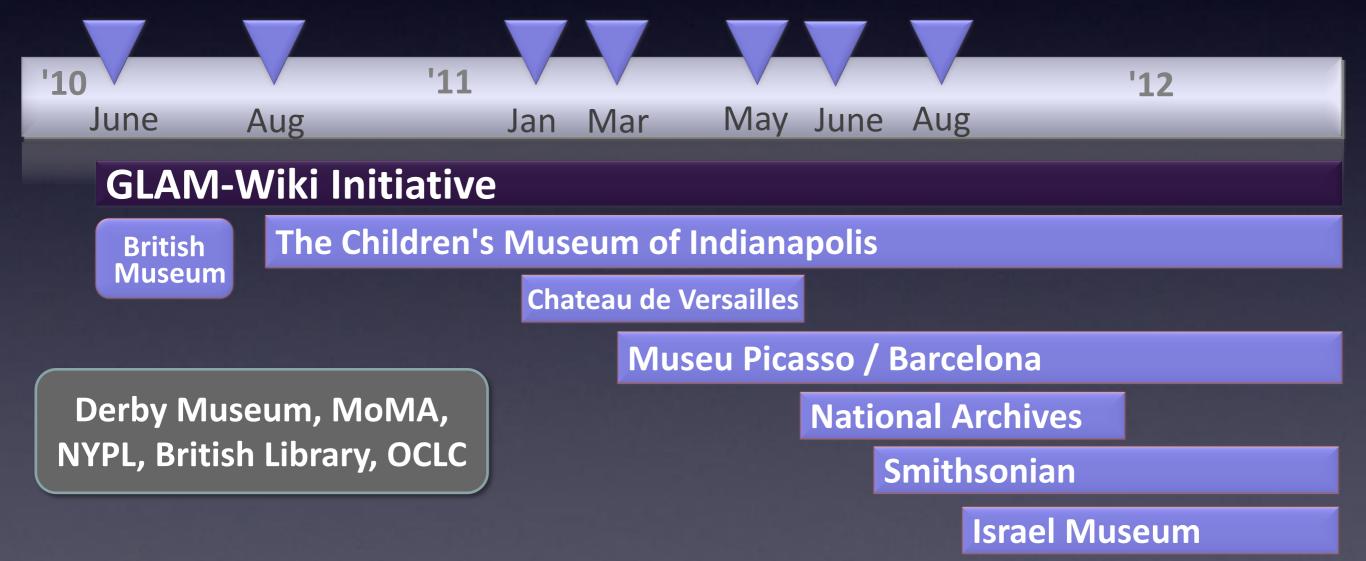
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Project Officer, Creative Commons Australia (2012)



#### Two Years of Wikipedians in Residence



# Does your museum have a volunteer program?

#### ...an e-volunteer program?

Wikipedia already *is* your e-volunteer program, you're just not affiliated with it, yet. Bringing Wikipedia in-house to find ways of building a proactive relationship, of mutual benefit, without undermining the principles of either.

## Go where the audience is going...

Popular search queries	nma.gov.au	Wikipedia.org	
National museum of Australia	Google: <b>1st</b>	Google: 3rd	
	Bing: <b>1st</b>	Bing: 2nd	
NMA	Google: <b>1st</b>	Google: 7th	
	Bing: <b>1st</b>	Bing: 9th	
Gold rush	Google: 7th	Google: <b>1st</b>	
	Bing: 8th	Bing: <b>1st</b>	
Gough Whitlam	Google: 3rd	Google: <b>1st</b>	
	Bing: 2nd	Bing: <b>1st</b>	
John Howard	Google: 4rd	Google: <b>1st</b>	
	Bing: 2nd	Bing: <b>1st</b>	
Ned Kelly	Google: > 20th page	Google: <b>1st</b>	
	Bing: > 20th page	Bing: <b>1st</b>	
Phar Lap	Google: 5rd	Google: 2nd	
	Bing: 2nd page	Bing: <b>1st</b>	

### Wikipedia is: Community Curated Works Subject-centric

Wikipedia is NOT: a Social Network Object-centric

GLAM partner \$	Location	Wikimedian \$	Timeframe
British Museum	London, UK	Liam Wyatt	June-July 2010
The Children's Museum of Indianapolis	Indianapolis, IN	Lori Phillips	Aug 2010-present
Château de Versailles	Versailles, France	Benoît Evellin	Feb 2011-Aug 2011
Museu Picasso	Barcelona, Spain	Àlex Hinojo	March 2011-Aug 2011
Archives of American Art	Washington, DC	Sarah Stierch	May 2011-October 2011
US National Archives	Washington, DC	Dominic McDevitt- Parks	June 2011-present
Derby Art Gallery and Museum	Derby, UK	Roger Bamkin	April 2011-present
Australian Paralympic Committee / National Sport Information Centre	Canberra, Australia	Laura Hale	May 2011-present
Museum of Modern Art	New York City, NY	Richard Knipel	June 2011-December 2011
Open Knowledge Foundation Germany	Berlin, Germany	Daniel Mietchen	July 2011-present
Israel Museum, Jerusalem	Jerusalem, Israel	Yair Talmor	September 2011-November 2011
National Library of Israel	Jerusalem, Israel	Daniel Tsvi Framowitz	December 2011-May 2012
Africa Centre	Cape Town, South Africa	Francis Awinda	January 2012-December 2012
British Library	London, UK	тва	тва
Nationalmuseet	Copenhagen, Denmark	Ole Palnatoke Andersen	April 2012-May 2012
Online Computer Library Center	California, USA	Looking for one	Summer 2012 (three months)
lettera27 Foundation	Milan, Italy	Remulazz	March 2011-present

### **British Museum Outcomes**

#### Featured

#### Hoxne Hoard

Lindow Man

Royal Gold Cup – featured on 10 July 2010, 13,400 views & (incomplete stats)

Rosetta Stone – featured on 14 September 2010, 100,000 views Sweet Track

#### "Did you knows"

Minoan Bull-leaper (10 June 2010, 4,800 views 🐼 Seax of Beagnoth (10 June 2010, 3,800 views 2) Nereid Monument (11 June 2010, 1,300 views 2) Holy Thorn Reliquary (13 June 2010, 504 views 🕢 Ship's chronometer from HMS Beagle (13 June 2010, 266 views 🔄 Hedwig glass (16 June 2010, 6,700 views 2) Lothair Crystal (16 June 2010, 3,400 views 2) Bassae Frieze (16 June 2010, 730 views 🔊) John Henning (16 June 2010, 140 views 2) Harpy Tomb (18 June 2010, 5,500 views 2) Royal Gold Cup (23 June 2010, 7,200 views 🖗) Little Thetford flesh-hook (1 July 2010, 3,500 views 🐼 Hoxne Hoard (3 July 2010, 1,900 views 2) Ormside bowl (5 July 2010, stats unavailable 2) Empress pepper pot (7 July 2010, stats unavailable 교)

Isabella Brant (drawing) (9 July 2010, stats unavailable &)

Frome Hoard (13 July 2010, 8,800 views @)

#### Good Articles

Burney Relief Gebelein predynastic mummies Parthenon Frieze Seax of Beagnoth *Current candidates:* Sutton Hoo Admonitions Scroll

Shrewsbury Hoard (19 July 2010, 2,800 views &) Tregwynt Hoard (28 July 2010, 3,200 views 2) Copper Bull (29 July 2010, 9,800 views 2) Seated Buddha from Gandhara (2 August 2010, 2,900 views 🖓 Ain Sakhri lovers (4 August 2010, 13,500 views 🗗 Chairman Mao badge (6 August 2010, 3,900 views 🖓 Broighter Gold (7 August 2010, 2,100 views 2) Mechanical Galleon (7 August 2010, 10,500 views 🖓 Milton Keynes Hoard (10 August 2010, 7,400 views 🖓) Winchester Hoard (17 August 2010, 12,400 views 🖓 Swimming Reindeer (18 August 2010, 30,000 views 🖓 Rock gong (21 August 2010, 2,400 views 2) Admonitions Scroll (23 August 2010, stats unavailable 🚱 Witham Shield (28 August 2010, stats unavailable 🔄

Ipswich Hoard (30 August 2010, 3,700 views 2) Dunstable Swan Jewel (30 August 2010, 7,000 views 귢?) John Thomas Smith (1766-1833) (1 September 2010, 1,400 views &) Double-headed serpent (6 September 2010, 4.900 views 叔) Kakiemon elephants (16 September 2010, 8,200 views 🔊 Lycurgus Cup (19 September 2010, 2,400 views &) Penrith Hoard (25 September 2010, 2,100 views 🗗 Ribchester Helmet (25 September 2010, 3,500 views 🖓) Waterloo Helmet (26 September 2010, 6,200 views &) Meyrick Helmet (27 September 2010, TBA views 🗗) Feathered Helmet (? September 2010, TBA views 🖓) Akan Drum (? September 2010, Drum TBA views 🗗

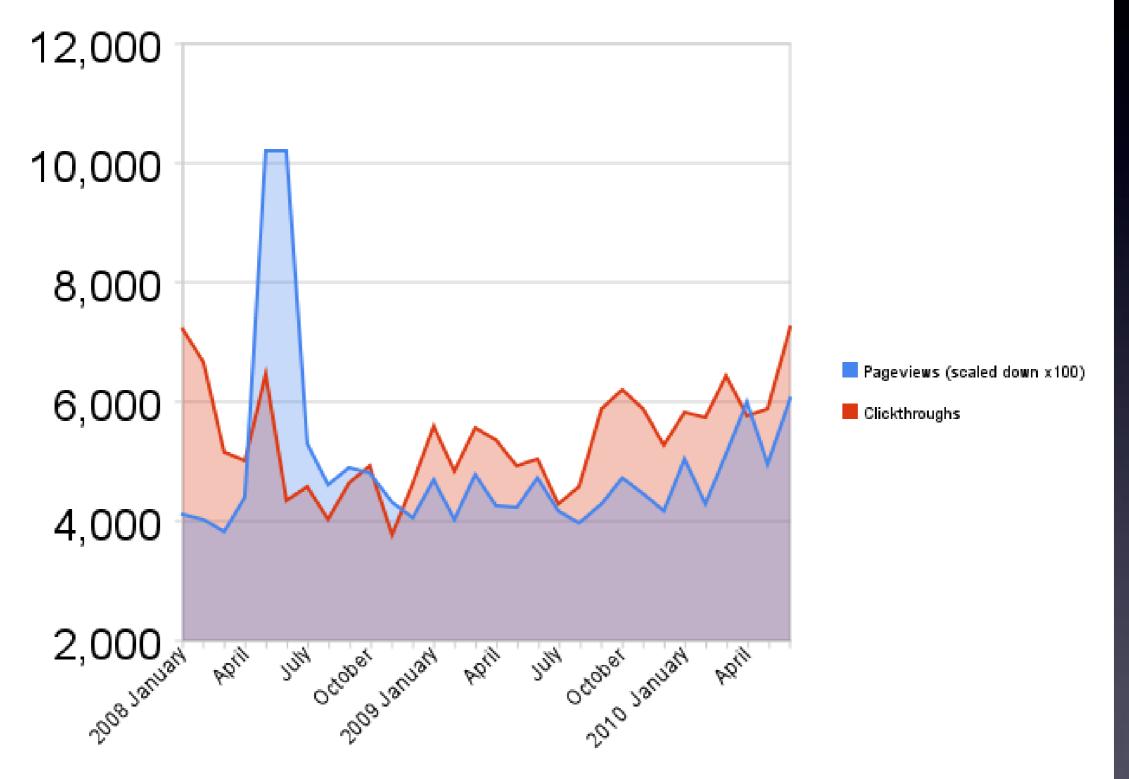
# Qualitative

Quality	Importance						
	Тор	High	Mid	Low	NA	???	Total
🔶 FA	1	2	3	1			7
GA		1	3	2			6
в	2	9	6	5			22
С	1	11	23	13			48
Start	1	14	46	43			104
Stub			11	21		1	33
List			2	1			3
NA					19		19
Assessed	5	37	94	86	19	1	242
Unassessed						2	2
Total	5	37	94	86	19	3	244

Quality	Importance					
	Тор	High	Mid	Low	NA	Total
🔶 FA			2			2
⊕ GA			1	1		2
В	3	6	3	4		16
С	1	4	8	7		20
Start		10	24	25		59
Stub		2	9	19		30
List			1			1
Other					18	18
Assessed	4	22	48	56	18	148
Total	4	22	48	56	18	148

## Quantitative

#### **BM related articles in WP**



We're doing the same thing, for the same reason, for the same people, in the same medium. Let's do it together.

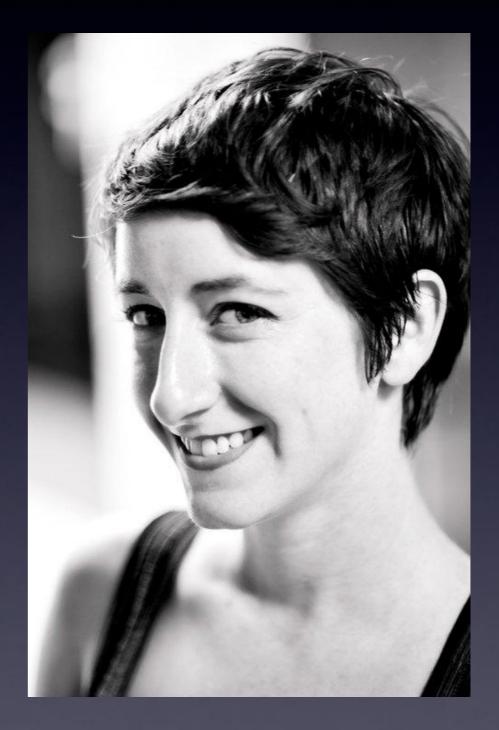
Liam Àlex Lori

Why Wikipedia? Sarah Events & Outreach **Going Deeper** What's Next?

#### Sarah Stierch @Sarah\_Stierch

Wikipedian in Residence, Smithsonian Institution (2011-present)

Wikimedia Foundation Community Fellow (2012-present)



## In House Outreach



We're Wikipedians, and we're working on the inside!

#### **Edit-a-thons**



(L) The "war room" at the Smithsonian Institution Archives, photo by Sarah Stierch.

(R) Zoologist Viola Shelly Shantz, who worked at NMNH, examining animal pelts, Smithsonian Institution Archives



#### **Backstage Pass**





(L) A Backstage pass tour at the British Museum(R) A backstage pass tour at the Smithsonian InstitutionArchives

# Student programs



"Youth at work" on Wikipedia, TCMI Jimmy Wales by Ann Schertz, derivative by Tbayer (WMF) Liam Sarah Àlex Lori

Why Wikipedia? Events & Outreach Going Deeper What's Next?

### Àlex Hinojo @Kippelboy

Emerging museum professional from Barcelona

**Glamwiki Ambassador**. Ongoing projects with over 25 museums



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#### Multilingual projects

"Imagine a world in which every single human being can freely share in the sum of all knowledge... in their own language"



#### Multilingual projects

• As a consumer:

"We want everything here, now and in our own language"

. As a museum professional:

"A way to reach wider audiences and small communities"

As an exhibit designer in Barcelona:
 Bilingual city + English →
 Over 3 languages in displays!

...but what about the French

#### QRpedia

• **QRpedia :** Qrcode system that detects the language of your phone and directs you to a Wikipedia article in that language.

You improve visitors experience

You spread the Knowledge generated at your institution worldwide

• You generate interesting raw stats and data of every single scan (visitor flows, languages, hot pieces, new languages in printed guides needed)

#### QRpedia

Fundació Joan Miró

17 QRpedia codes
1 edit-a-thon
4-25 languages
>12.000 scans in 4 months
>1,2M online visits

Visits will remain online after the exhibit

#### Museums

Joining resources for putting knowledge freely available online

#### Universities / Schools

#### Wikipedia

#### Wikipedia Workshops for Museums



#### Wikipedia Workshops for educators



Museum professionals and educators planning projects with Wikipedia as a co-working environment

### **Connecting with educators**

#### Museums

### Universities / Schools

### Wikipedia

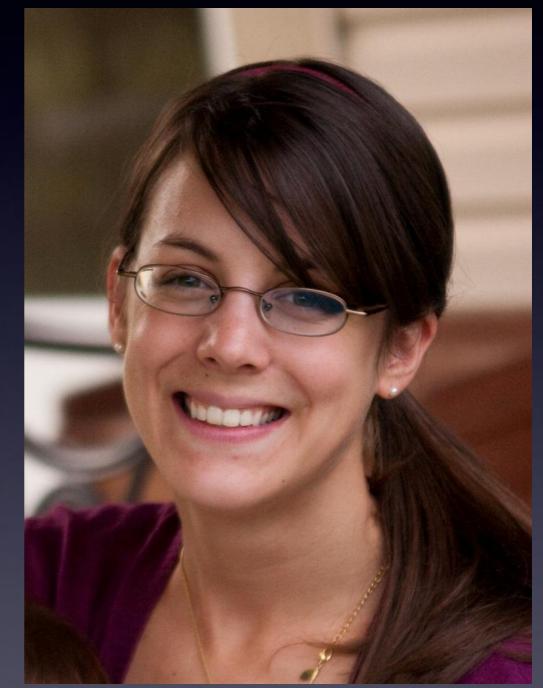
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## How far has GLAM-Wiki come?





### TrendsWatch 2012

Museums and the Pulse of the Future

 Several museums, including the Smithsonian, The Children's Museum of Indianapolis and the British Museum, have established positions for "Wikipedians in Residence." The Wikipedians push museum data and images into the Wikipedia universe, as well as soliciting and managing content from the wiki-editing crowd.

#### **March 2012**

### So now what?









### **Glamwiki.Org** Best Practices & Case Studies

Page	Discussion				Read	Edit	View history	Search				
Gl	GLAM/Case studies/The Children's Museum of Indianapolis											
< GLAM   Case studies												
	Main page	Get started	Best practices	Case studies		C	ontact us	Portal for Wikimedians				
W W Sp	From September to May 2011, The Children's Museum of Indianapolis carried out the first phase of what is an ongoing partnership with Wikimedia by placing Lori Phillips in the role of Wikipedian in Residence. This was the second Wikipedian in Residency following Liam Wyatt's pilot project at the British Museum, and is the longest residency to date. In June 2011, Phillips was hired as the Web Content Specialist, continuing the Residency and the museum's collaboration with Wikimedia through new, long-term projects.											
	This page includes resources for each of the completed projects that took place in the first year of the museum's Wikipedian in Residence collaboration.											
See also: Angie McNew, the museum's Director of Websites and Emerging Media and coordinator of the Residency project, on the benefits of working with Wikipedia: GLAM/Case studies/The Children's Museum of Indianapolis/Success story  Specific Children's Museum case studies  [edit]												
	Curator-vetted image donation					-	The Children's Mus	eum of Indianapolis 🗗				
	A collaboration between the Wikipedian-in-Residence and museum curators to handpick images, organize the metadata, and manually upload them to Commons.											
	Student article creation	1										
	A public program developed by the Wikipedian-in-Residence to assist middle and high school students in researching museum objects and creating Wikipedia articles.											
•	<ul> <li>Featured article collaboration</li> <li>A collaboration between museum curators and a Wikipedian to substantially update an important museum-related article and obtain Featured Article status.</li> </ul>											
•	<ul> <li>Building institutional awareness</li> <li>The methods that the Wikipedian-in-Residence carried out to slowly build enthusiasm among staff in order to establish a long-term relationship with and understanding of Wikimedia.</li> </ul>											
	• QRpedia											
	Deployment of in-gallery QR codes which link to the Wikipedia article on a certain object.											

# The GLAM-Wiki support system



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cc-by-sa 3.0, Sarah Stierch

### Diversify your museum's tribe



This Month in GLAM - Volume II, Issue III, March 2012

#### <u>Headlines</u>

- USA report: Latest Wikipedian in Residence at Smithsonian; paid Wikipedian in Residence positions listed
- UK report: QRpedia goes to Church; edit-a-thon at Herbert Art Gallery and Museum, Coventry
- Spain report: Figueres Edit-a-thon; GLAM workshop for museum professionals and educators



temal meeting osted in Santiago

Wikipedia nd GLAM efforts ss Media Importer takes shape

The GLAM-Wiki US project supports GLAMs (Galleries, Libraries, Archives, Museums) in the US who want to work with Wikimedia to share their resources. Learn more at us planwiki or



#### **GLAM-WIKI**

@glamwiki FOLLOWS YOU

GLAM-WIKI supports cultural institutions around the world who want to work with Wikimedia to share open & freelyreusable content. Tweets by Lori (@HstryQT). http://www.glamwiki.org



# us.glamwiki.org

#### Wikipedia:GLAM/US

From Wikipedia, the free encyclopedia < Wikipedia:GLAM



The **GLAM-Wiki initiative** (Galleries, Libraries, Archives, Museums with Wikipedia) helps cultural institutions share their resources with the world through collaborative projects with experienced Wikipedia editors. The **Wikipedia:GLAM/US portal** provides resources for connecting with Wikipedians and tools for beginning a project with the US GLAM-Wiki community.

Learn more ...

#### Connect

- Contact glam@wikimedia.org to start planning your organization's Wikipedia engagement.
- Follow us on b or .
- Read the online newsletter, This Month in GLAM.



GLAMcamp DC (February 2012) was hosted by the National Archives and Records Administration, and organized by Pete Forsyth, Sarah Stierch and Lori Phillips Show a new case study

#### Looking to Connect?

Find a Wikipedian who can help you get started on a project.



#### Looking to Contribute?

Learn about the ways you can contribute.

Contribute

Looking for Resources?

Find resources that you can use to get started on a project.

GLAM /Bookshelf

# GLAM/US/Connect

#### Wikipedia:GLAM/US/Connect

From Wikipedia, the free encyclopedia < Wikipedia:GLAM | US

About	Connect	Contribute	Bookshelf	Beginner's Guide				
		A [ [ ] /C	onnect					
<ul> <li>GLAM Connect is a space where US cultural professionals can find Wikimedians who can assist with GLAM-WIKI partnerships.</li> <li>Cultural professionals: Browse the below sections to see who might be the best fit for your project. See the listing of GLAM resources by state for specific ways to connect.</li> <li>Wikimedians: Sign up in the sections that relate to your interests or help by creating an information page for your state.</li> </ul>								
Contents [hide] 1 Before you start								
2 Information by state								
3 Outreach volunteers								
4 Online Volunteers 5 Institutional contacts								
6 Professional organizations								
Before you start				[edit				

- . Looking for basic information? See GLAM:About.
- · Don't have a project in mind yet? Check out our model projects and case studies.
- Need to email us? Send questions to Lori Phillips (Email) or email glam@wikimedia.org.

#### Wikipedia:GLAM/US/Indiana

#### From Wikipedia, the free encyclopedia

< Wikipedia:GLAM | US

About	Connect	Contribute	Bookshelf	Beginner's Guide
Scultural professional	of information about GLAM-Wikimedia p s: Use the resources below to connect v add GLAM-Wikimedia projects and new	, vith local Wikipedians who can hel		
Contents [show]				[edit]
US Cultural Partnerships Co • Brenda Burk: (Indianapolis) • WikiProjects Post a note on the WikiProject GLAM project. • WikiProject Indiana (Talk) • Others: WikiProject Indiana • Campus Ambassadors	polis, WikiProject Indianapolis Colts, Wil anitra): Regional Ambassador, Indiana, Il ive Campus Ambassadors	Campus Ambassador. for a local Wikipedian to help with a kiProject American Open Wheel Ra	a acing	<image/> <image/>
Events→ Backstage Pass 1	•	n	[edit]	

# GLAM/US/Bookshelf



#### **Museums Collaborating with Wikipedia**

Sharing curatorial knowledge with the world

Wikipedia is an incredible place to reach hungry learners and join a community of dedicated researchers who care deeply about making knowledge accessible to everyone.

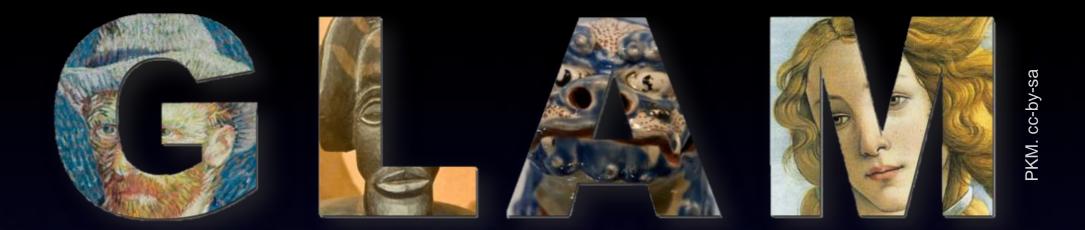
- Nina Simon, Executive Director of The Museum of Art & History in Santa Cruz, Museum 2.0

> British Museum's Assistant Keeper of Dutch and Flemish prints and drawings, with Wikipedians examining a Dürer print block

The GLAM-Wiki initiative (Galleries, Libraries, Archives, Museums with Wikipedia) helps cultural institutions share their resources with the world through highimpact collaboration alongside experienced Wikipedia editors. It is an unparalled opportunity for the custodians of our cultural heritage to present their collections to new audiences.



Wikipedia gets millions of page views per day, has more than 250 language versions, and includes more than 20 million articles. Its content is created and maintained by thousands of dedicated volunteer "Wikipedians" around the globe. Everyone from academic researchers to amateur genealogists to young students uses Wikipedia to find information and resources. By 2015, Wikipedia is projected to serve 1 billion people with over 50 million articles.

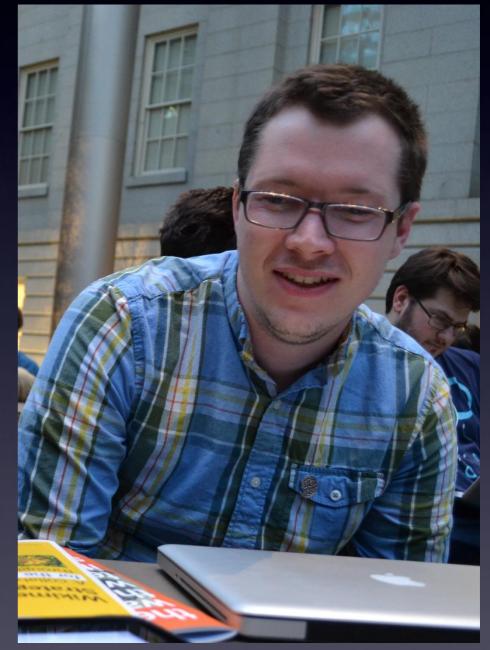


Info Twitter Facebook Email us.glamwiki.org @glamwiki GLAMWiki.US glam@wikimedia.org

### Dominic McDevitt-Parks @Dominic\_MP

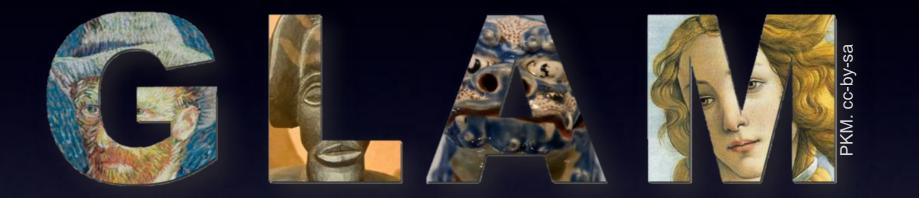
Wikipedian in Residence, National Archives and Records Administration (2011-Present)

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Benoit Rochon, CC-BY-SA 2.5 CA

# QUESTIONS



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