



# Possible strategies of increasing involvement of scientists and academics in Wikimedia projects

Helixitta

Wikimedia Ukraine

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# Goal

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Scientists = potential Wikipedians

- Have excessive knowledge on a subject
- know where to obtain additional information
- know what are good sources of information
- have access to scientific journals that are often not free
- know how to write in encyclopedic style
- know how to use references (and that references are actually needed!)

# Problem?

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"Normal" people:  
if it is written in Wikipedia it must be true

Scientists:  
often are skeptical towards Wikipedia  
but would be good Wikipedians

# Why not?

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Scientists in general believe Wikipedia articles to have a lot of errors  
thus there's no inclination to help or to involve themselves

**But this believe comes from not enough knowledge about Wikipedia**

Not because scientists are evil or unhelpful etc.

Inner workings of Wikipedia are a mystery

# Not enough knowledge

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Survey: 95 scientists (spanning from humanitarians to natural sciences)  
Concerning Ukrainian Wikipedia (currently the 16<sup>th</sup> largest)

75,8% are skeptical, read articles for general knowledge or open articles on scientific topics in order to go to references

61,1% of them

- Do not know there are scientific projects in Wikipedia
- Do not know there are scientific contests with scientists as jury
- Do not know about the existence of Wiki Project Med
- Do not know about the existence of Education program in Wikipedia

# Easy to counteract

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scientists actually know little about Wikipedia, since they are not involved

Thus some false ideas are present

How to counteract?

Do not cry "How could you?!" etc.

Magical phrase to use on scientists:

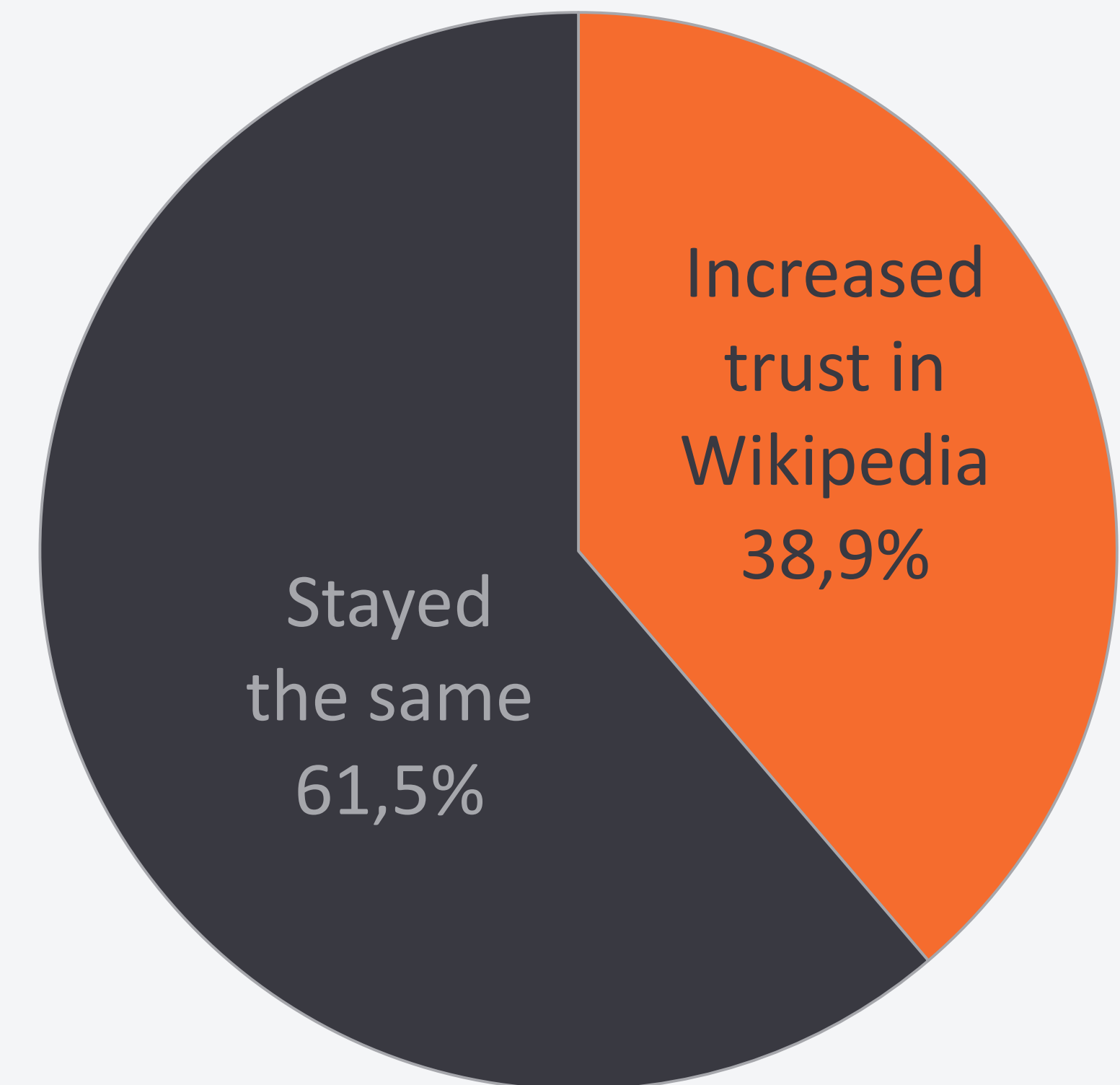
**you do not have enough data for complete and correct analysis.** Let me increase your knowledge.

# And it works

Even small amounts of information about scientific projects, about their existence help scientists increase trust in Wikipedia

Survey mentioned and had links to

- scientific projects in Wikipedia;
- scientific competitions with scientists as jury;
- Education program in Wikipedia;
- Wiki Project Med;
- WikiJournal of Medicine



At the end of the survey

# Bait

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- Scientists want to have their work read
  - page views are the thing
- Scientists want to read literature on many subjects, but have no time
  - writing a Wikipedia article is a good excuse for ones conscience



# Competitions and contest weeks

Scientific photo competition

The easiest to involve a scientist:

- Little time to participate
- Materials usually already present

Will run this year, join it!



# Article contests on scientific subjects

Quite effective:

- Scientists in jury
- Scientists writing articles

WikiBioContest-2013 ♥



Absolutely necessary to have scientists in jury:

a scientist feels better when his work is judged by other scientists

if it is read by someone who understands and appreciates the subject

# Participate in scientific conferences

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Small talk at the beginning of a conference about Wikipedia needing scientists

young researches conferences are the best  
usually run every year on different subjects

Look it up near your location

# Good time to lure in scientists

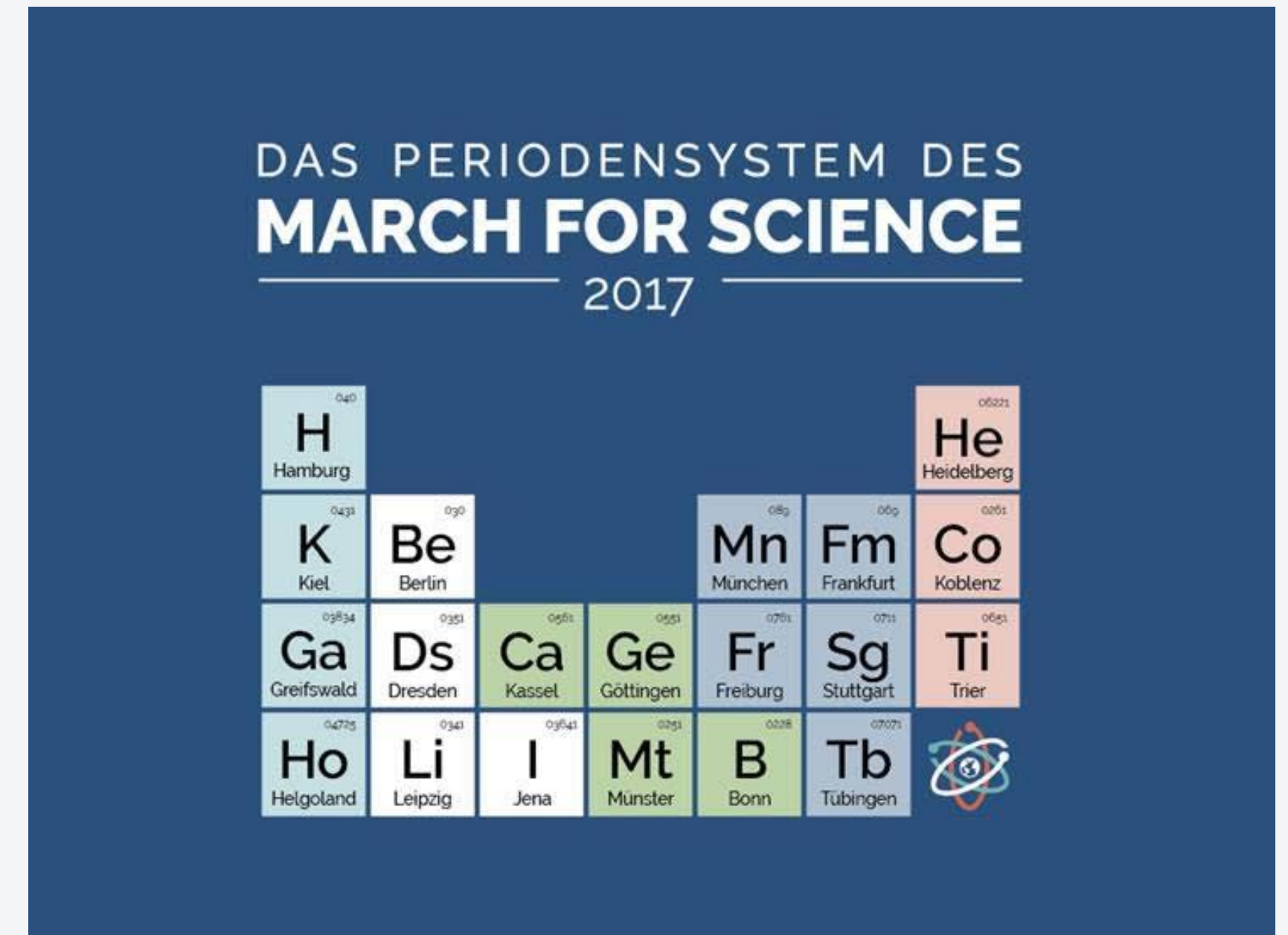
*May you live in interesting times:*

Scientists are actively encouraged to go public

"March for science"

+ Grants / funding often have science

popularization aspect: the one given funding must write about their work. Wikipedia could be a platform for it



# Use scientists for Wikipedia

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Wikimedia movement strategy 2017 states:

We need to resolve the complexity of how to include new knowledge sources (oral histories, etc.) while maintaining strong verification processes and quality in all the projects

Unnecessary complicated approach:

If you need some knowledge on a subject, point a scientist there

E.g. No sources on an ethnical aspect of a small village: invite an ethnical scientist to a wiki voyage, let them do their work and collect new knowledge, publish an article (preferably in open access) and enjoy your victory

# Ergo

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We are a powerful movement which brings free  
knowledge to everyone.

Science aims for the same goal.

We are natural allies.

**Thank you :)**