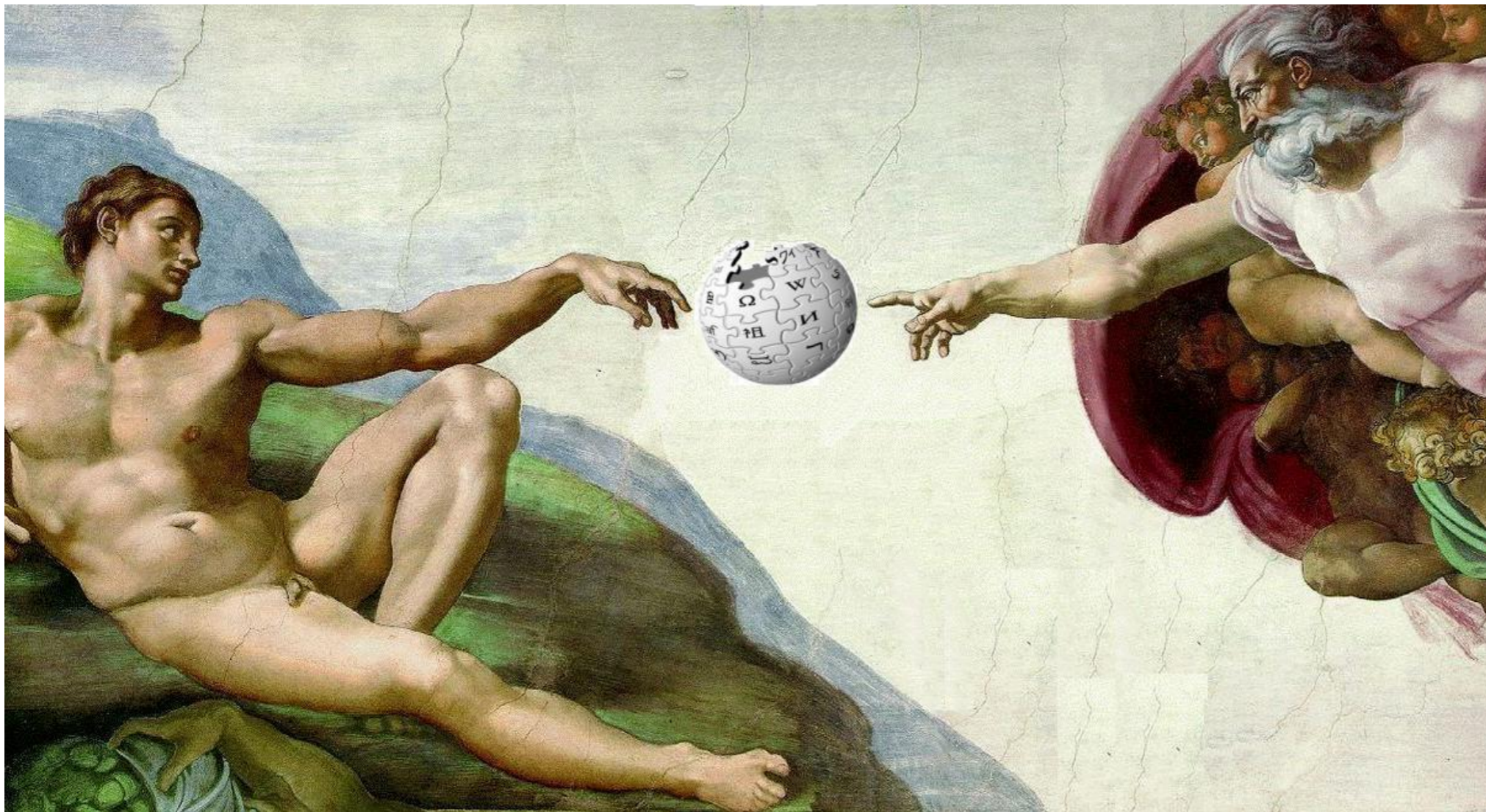# How to Build a Cooperation?
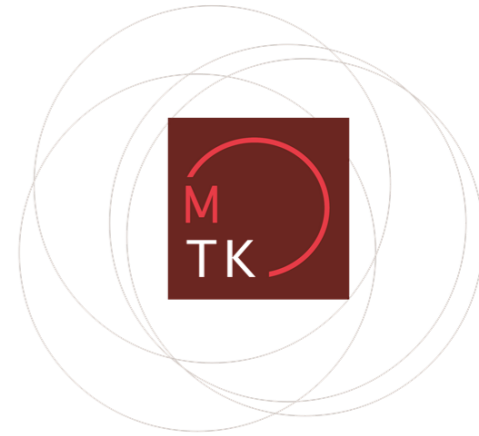## After Two Years — The University of Heidelberg, the CRC 933 "Material Text Cultures", the Wikipedia and it's Community

UNIVERSITÄT HEIDELBERG
ZUKUNFT SEIT 1386

WIKIMEDIA DEUTSCHLAND

DFG

"Michelangelos' Creation of Adam with the logo of Wikipedia added between God and Adam" (WikiCommons – MashUp von Robertolyra, 30 April 2006, CC BY-SA 3.0)

Marcus Cyron (Wikipedian, Ancient History) – Martin Rulsch (WMDE) – Christian Vater (University of Heidelberg, CRC 933, TP Ö)
Wikimania 2017 – Montréal – August 13th 2017

0. What to find on these slides?

- These slides are part of a report on work in progress.

- This work in progress is done by members of the University of Heidelberg, of Wikimedia Deutschland e.V. and the Community of Wikipedians (!)

- You find some observations and learnings derived from our practical work.

- You find some best practice examples.

- You may find one way of building a cooperation between a (part of an) University, Wikimedia and the Community of Wikipedians.
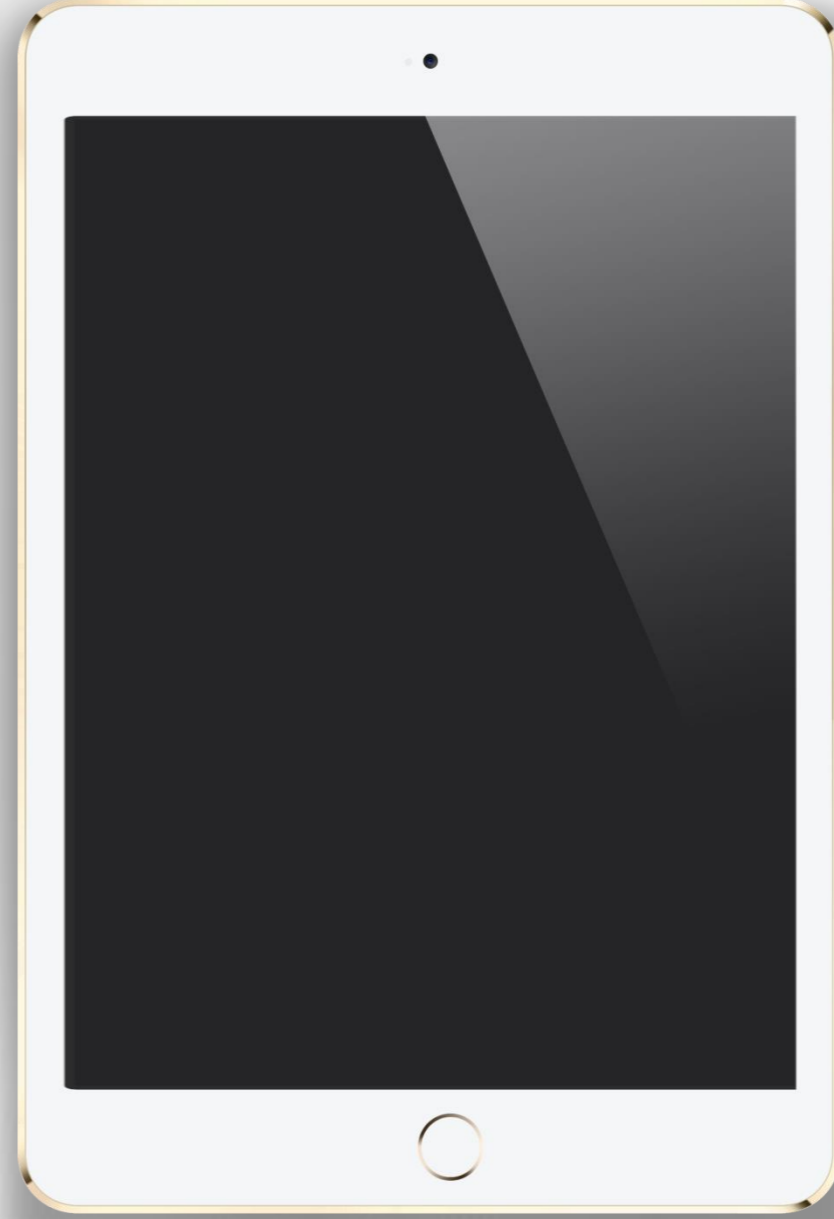
- This is a case study.

Clay Tablet

Tablet

How to Build up a Cooperation…
… in Heidelberg

1. Where to begin? A good start, or: What is a „Collaborative Research Center"?

2. Proving the Concept – together – with a first Project…

3. … and building up: Joining WikiVersity, Workshops for University Staff and Public Outreach Projects.

4. In a nutshell: What did we need to build up a cooperation?

1. Where to begin? A good start, or: Working in a Collaborative Research Center 933 „Material Text Cultures"

- 23 professors

- 52 PhD students and postdocs from

- 19 academic disciplines (humanities)

- 23 research projects und

- 3 central and service projects
  (since 2015: our subproject is funded here)

- Funded by the German Research Foundation („Deutsche Forschungsgemeinschaft") DFG since 2011 at the University of Heidelberg

You find us in WP:DE – like the University of Heidelberg ☺

1. And what is our mission at our subproject „Ö" – „Scriptbearing Artefacts in New Media"

- Learn about media change and media use in recent times.

- Try to connect our findings to media change and media use in pre-typografic times.

- Learn more about „networked structures" of reading and writing, and about the „materiality of IT driven collaborative knowledge repositories".

- **Do public ourtreach!**
  (Join theory with praxis ☺)

1. How to do Public Outreach best? – The Wikipedia is central to us!

So we wanted to work in and about the Wikipedia.

That meant:

- Contact People at Wikimedia Deutschland (because we did not have much of a clue about getting started without making huge mistakes!)

- Connect with Wikipedians of the Community directly and in person (via German WikiCon)

- Teach what we learned back at home – to our colleagues, our students and the professionals at public relations, science communications and the university library

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2. Proving the Concept
Beeing Invited to WikiCon 2015…

… and meeting the german Community.
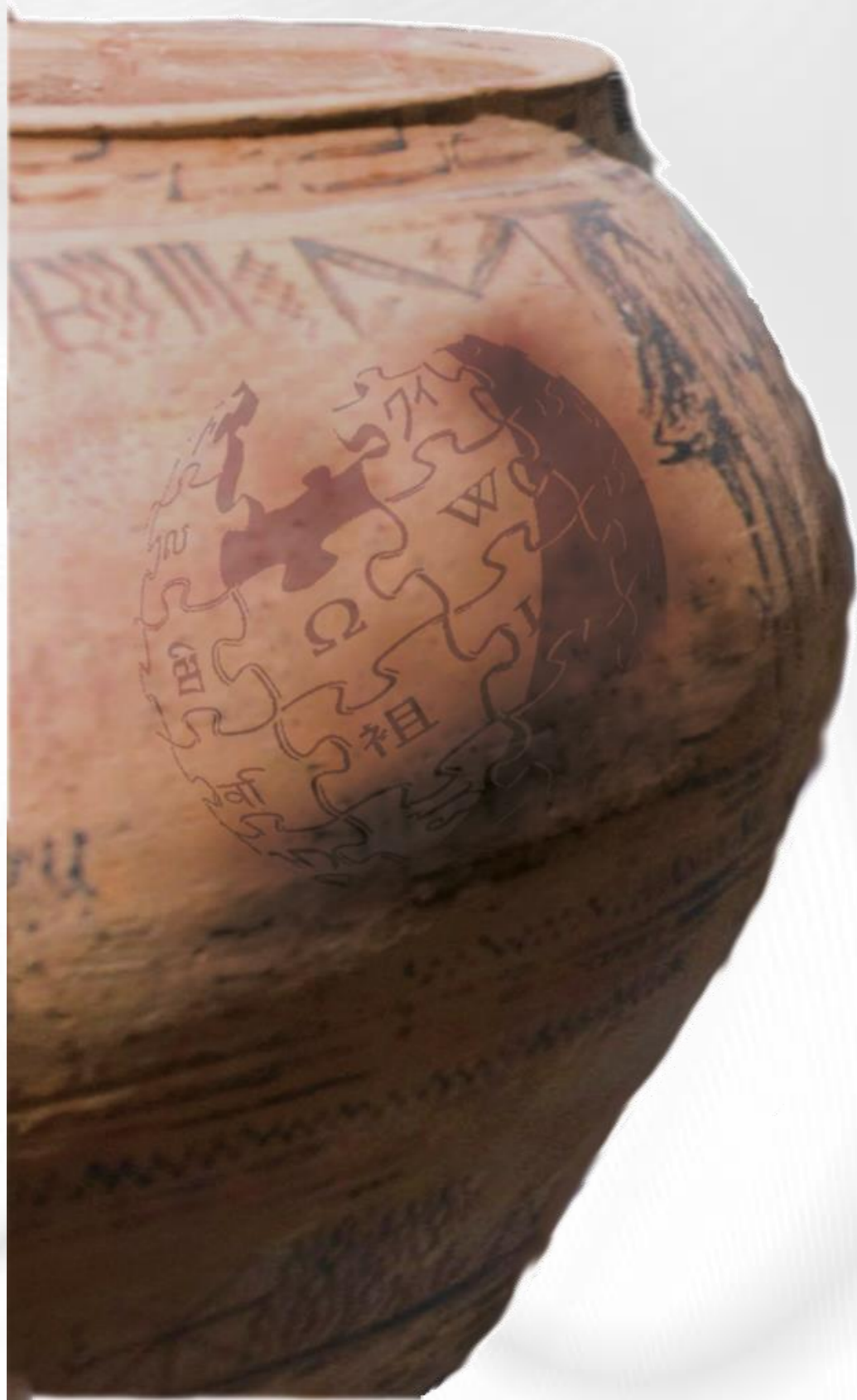
2. Proving the concept – First Mission:
Finding a first project

The Invitation to WikiCon 2015 in Stuttgart by Barbara Fischer (WMDE) lead to the right people beeing introduced to each other – and we could speculate about a first project in person and on the spot. (In short: antique VASES!)

2. Proving the concept – interested people in the WikiVerse

WikiVersity

GLAM

Wikiversity Hochschul Programm

GLAM Community

Wikipedians f.e. Wiki project „ancient history"

WMDE

WIKIPEDIA UND GESCHICHTS-WISSENSCHAFT

WIKIMEDIA DEUTSCHLAND

WikiPedistic

2. Proving the concept – interested people in the IvoryTower

External Funding

Scientists

Librarians

Custodians

Students

Public Relations & Public Outreach

Administration & Legal
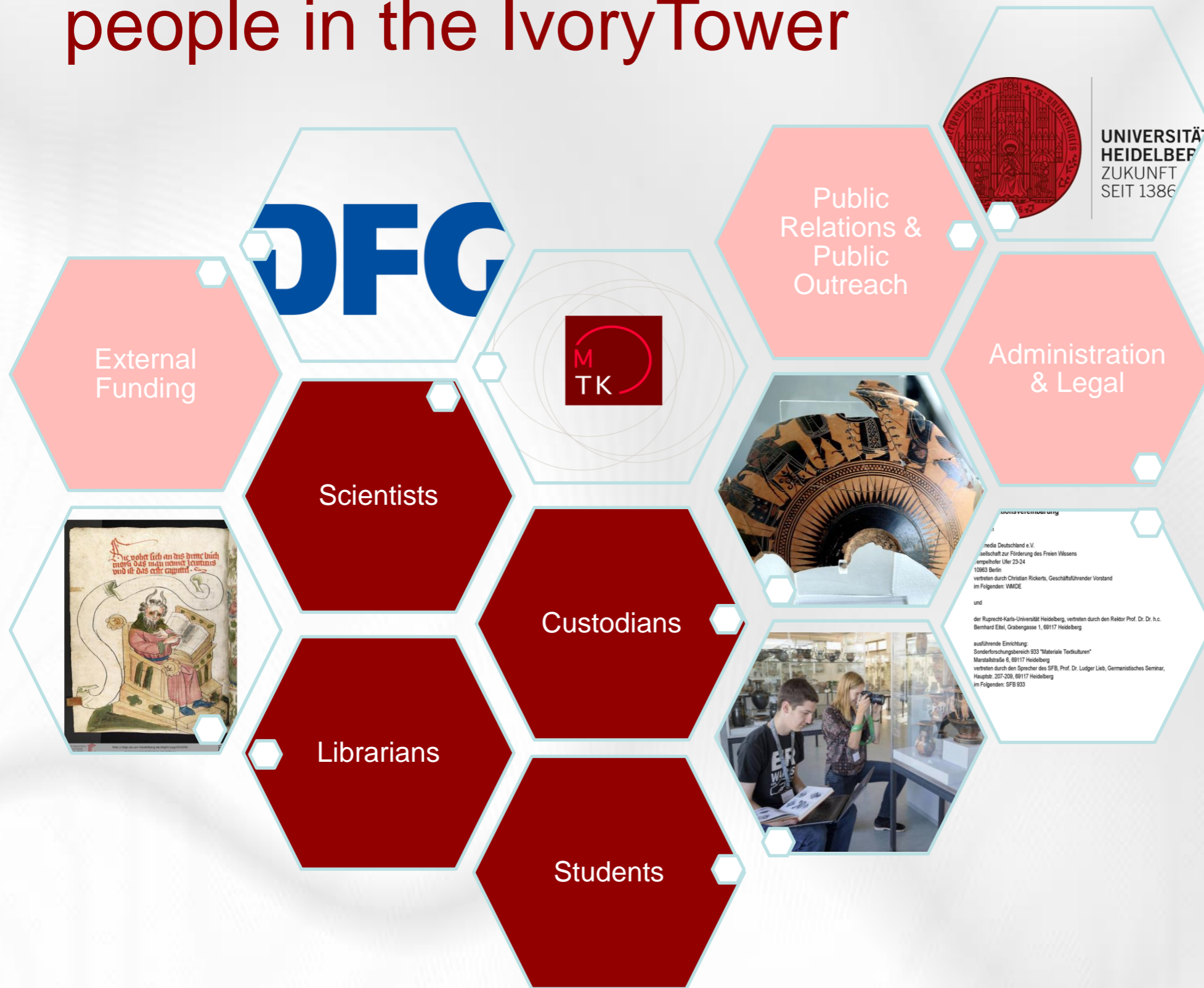
2. Proving the Concept – Bringing them all together

WMDE	First Contact Christian & Barbara Fischer (WMDE)	Invitation WikiCon 2015	Legal	PR Campaign	Programming „Wiki-Learning" talks for scientists	Planning catering, accomodations & stuff
Community	Meeting WikiCon Marcus, Martin, Jonathan, Heiko & Christian	The Antiquies Collection it should be! „Vases!" – he sighted!	Going to the Collection together	More Meetings		WikiCommons: Photos, Digitalisation & CopyRights
Scientists		Meetings with Prof. Dietrich & Dr. Pflug	Discussing idea in Department & in CRC 933	Programming scientific talks for Wikipedians		Fitting idea into plans for anniversary of department
Legal			1. Version (Barbara & CRC 933)	2. Version (Legal Departments WMDE & U HD)		More Versions, Circulating
Public Ralations		Planning Press Campaign with Communications Depatment	Press Release	Social Media		Press Coverage (Deutschlandfunk, SWR, university newspaper, local newspaper… and on…)

The timetable for planning our cooperation became quite complex quite soon… ☺

2. Proving the Concept:
## GLAM on Tour - Antiquities Collection University of Heidelberg

Fragment einer attisch-schwarzfigurigen Trinkschale aus Phaleron im Antikenmuseum der Universität Heidelberg , Martin Rulsch, CC BY-SA 4.0 via Wiki Commons

04. + 05. Oktober 2017

GLAM on Tour Antiquities Collection University of Heidelberg

Department of Archaeology Prof. Dr. Nikolaus Dietrich

Together with Wikipedians „WIKI-Redaktion Altertum"

2. GLAM on Tour: Antiquities Collection University of Heidelberg

Results:
https://de.wikipedia.org/wiki/Wikipedia:GLAM/GLAM_on_Tour/Antikenmuseum_und_Abguss-Sammlung_Heidelberg

Concept Proven!
(While having a good time ☺)

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4. In a nutshell: What did we need to build up a cooperation?

3. … and building up: Picking the Fruit
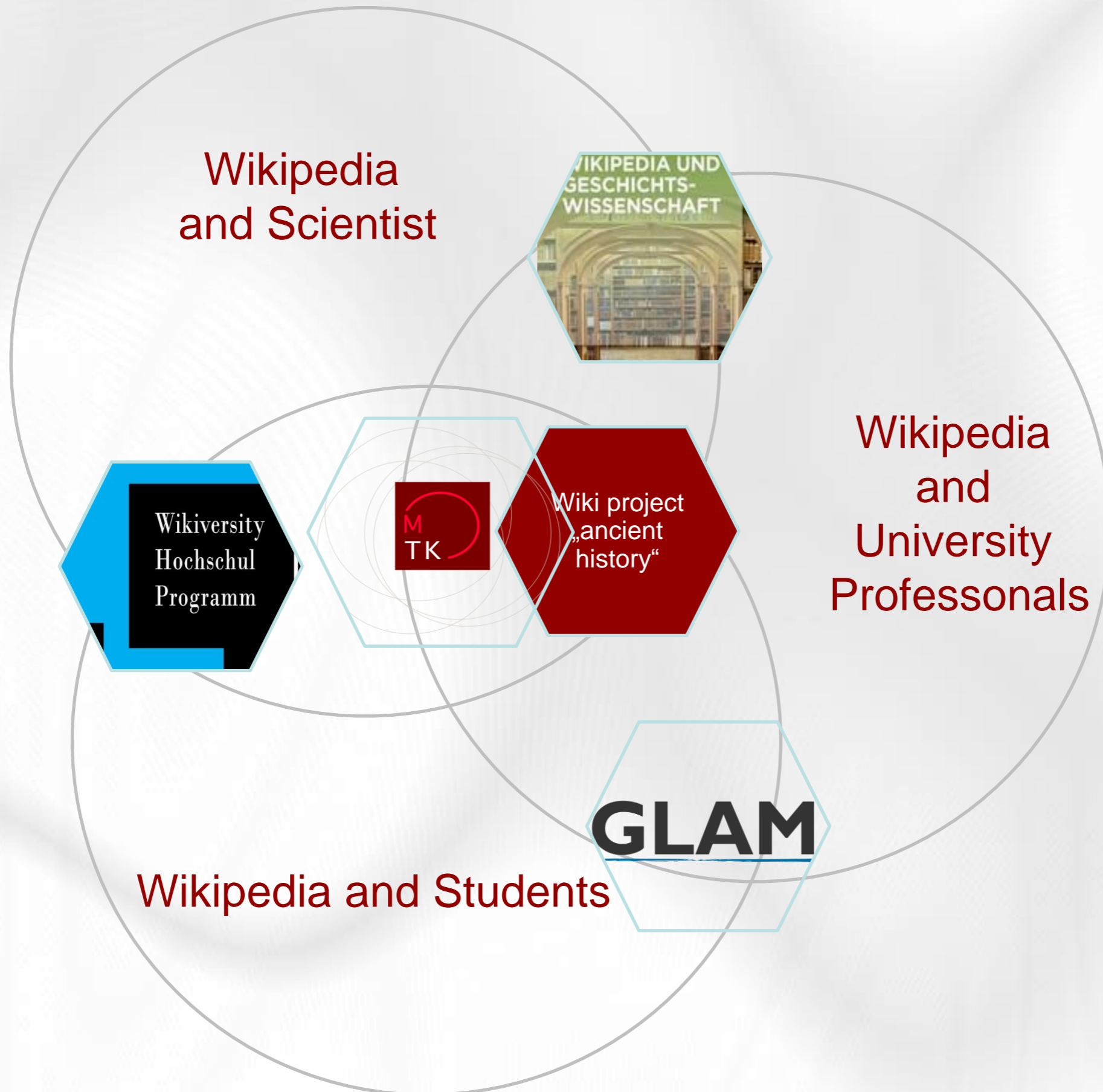
3. … and building up: Public Outreach

Wikipedia and Scientist

Start to think about WP seriously –and work with it

UNIVERSITÄT HEIDELBERG
ZUKUNFT SEIT 1386

WIKIPEDIA UND GESCHICHTS-WISSENSCHAFT

Learning important and interesting Stuff:

Writing an encyclopaedic entry

Learning how to make an encyclopaedia („Lexikologie")

Opening the technological black box and looking inside

Lerning to communicate in a peer review context

Wikiversity Hochschul Programm

Wiki project „ancient history"

Wikipedia and University Professonals

Press Coverage: Local, Regional and National

Public Relations

And, yes: WP articles are written

And, yes, maybe some become Wikipedians

And, yes, maybe there are a few more pictures in commons
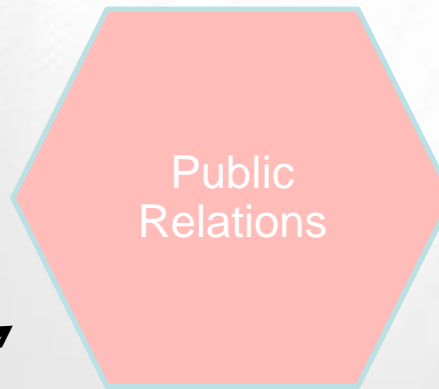
GLAM

Wikipedia and Students

GLAM Community

Custo-dians

Libra-rians

Please Beware! Everything is much more interwingled!

3. … and building up: some LINKS

GLAM on Tour in Heidelberg:

- Antiquities Collection
  https://de.wikipedia.org/wiki/Wikipedia:GLAM/GLAM_on_Tour/Antikenmuseum_und_Abguss-Sammlung_Heidelberg

- Bibliotheca Palatina at the University Library
  https://de.wikipedia.org/wiki/Wikipedia:GLAM/GLAM_on_Tour/Bibliotheca_Palatina_in_der_UB_Heidelberg

Workshops for Professionals in PR and Public Outreach at the University of Heidelberg:

- https://www.uni-heidelberg.de/termine/wikipedia.html
- https://de.wikipedia.org/wiki/Wikipedia:Wissenschaftskommunikation_UniHeidelberg_Workshop_2017

Wikipedia Courses for Students as (possible) part of the Curriculum (With Friederike Elias - Examples):

- https://de.wikipedia.org/wiki/Wikipedia:Hochschulprogramm/Heidelberg_SoSe2017_Soziologie_Philosophie
- https://de.wikipedia.org/wiki/Benutzer:Christianvater/Seminare:_Seminare_-_begleitende_Wiki-AGs#Seminar_.28Schreib-.29Maschinen_und_Gesellschaft_.28Uni_Heidelberg.2C_Philosophisches_Seminar.2C_WiSe_2015.2F2016.29

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For building a cooporation between university and the community of wikipedians you need five ingredients:

- Nice people who are interesting and interested.

- Mutual interests and common ground.

- An opportunity to act together and show the results.

- The possibility to built upon the shared success and learn from mistakes made together.
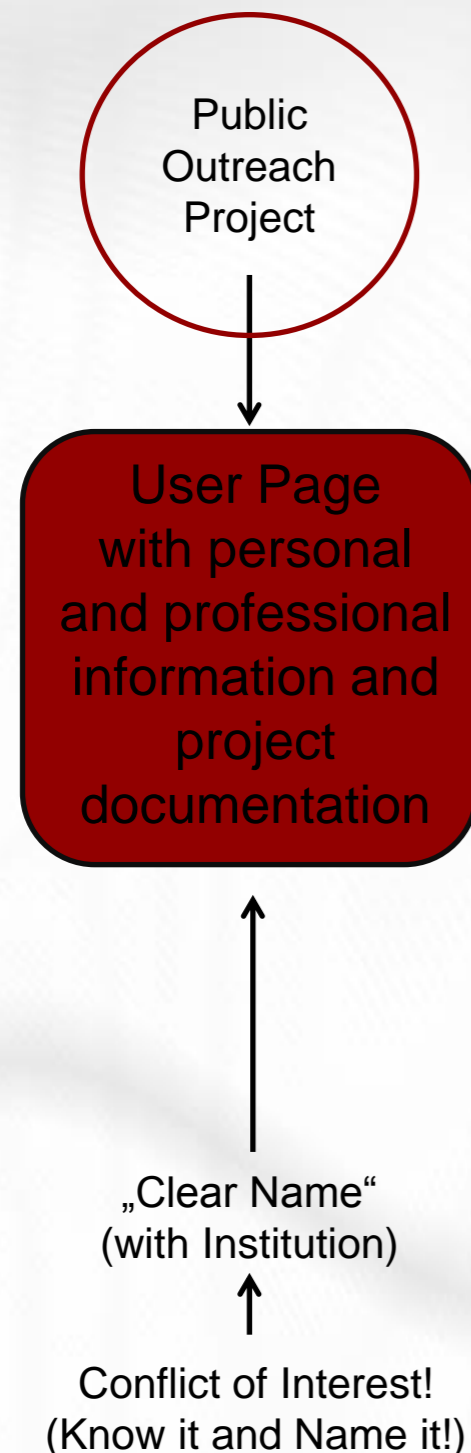
- Good Fortune.

4. In a nutshell: What did we need to build up a cooperation?

It may be more easy if you start with…

- …an office (with phone!) and a conference room (with coffee machine!) to your disposal

- …funding for four years (for traveling and publications, too)

- …the credentials (and e-mail adress) of a well known university

- …PhD-Students, PostDocs and Professors around you who may even like the Wiki idea ☺

4. In a nutshell: What did we learn about public outreach?

Public Outreach Project

↓

User Page with personal and professional information and project documentation

↑

„Clear Name" (with Institution)

↑

Conflict of Interest! (Know it and Name it!)

But Public Outreach is so much more than PR:

- Giving back the results of research to the public is very appreciated (Siggener Denkanstoß 2013).
- People outside of the university can and want to participate („Citizen Science").
- You can inform about your institutional organisation and usually hidden „background mechanics" (Transparency + „Aufklärung").
- We all want to educate and to share our knowldege! (Facts, Findings, Musings, Skills and Competence)

4. In a most tiny nutshell —
„Low Hanging Fruit"

Invite Everybody – pressure Nobody.

If one fruit hangs too high – forget the ladder, pick another fruit.

Try often – and be bold.

And the Answer? To Really Everything?

WikiData #Q42:

https://tools.wmflabs.org/reasonator/?q=Q42

SFB 933 „Materiale Textkulturen"

Materialität und Präsenz des Geschriebenen
in non-typographischen Gesellschaften

Ein Sonderforschungsbereich der Deutschen Forschungsgemeinschaft
an der Universität Heidelberg