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

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

- Do public outreach!
  (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

Being 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 being 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

GLAM Community

WMDE

Wikipedians f.e. Wiki project "ancient history"

WikiVersity

WikiPedistic
2. Proving the concept – interested people in the IvoryTower
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, accommodations & 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 Relations
- Planning Press Campaign with Communications Department
- 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
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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3. ... and building up: Picking the Fruit

Wikipedia and Scientist

Wikipedia and University Professionals

GLAM

Wikipedia and Students

Wikiversity Hochschul Programm

Wiki project „ancient history“
3. … and building up: Public Outreach

Learning important and interesting Stuff:
- Writing an encyclopaedic entry
- Learning how to make an encyclopaedia („Lexikologie“)
- Opening the technological black box and looking inside
- Learning to communicate in a peer review context

And, yes: WP articles are written
And, yes, maybe some become Wikipedians
And, yes, maybe there are a few more pictures in commons

Please Beware! Everything is much more interwined!
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

Workshops for Professionals in PR and Public Outreach at the University of Heidelberg:
• https://www.uni-heidelberg.de/termine/wikipedia.html

Wikipedia Courses for Students as (possible) part of the Curriculum (With Friederike Elias - Examples):
GLAM on Tour
University Library
Heidelberg

Fr. 10. + Sa. 11.
November 2017
The
Bibliotheca Palatina
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For building a cooperation 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?

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 knowledge! (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