



# Wiki Educação

— Brasil —

## HOW TO GROW AN USER GROUP

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# Wiki Educação Brasil

- Group formed by brazilian teachers, researchers and wikimedians
- Recognized by the Wikimedia Foundation/AffCom in 2015
- It aims to integrate the national academic community into academic projects and researches on wikimedia projects
- Stimulate the use of Wikipedia and other projects in Brazilian colleges and universities
- Creation and improvement of content in projects in Portuguese
- Partnerships and local projects
- Lectures, workshops, edit-a-thons



# Who we are

## **Core Team**

- Rodrigo Padula (Project/General Coordinator)
- Fernanda do Valle (Communications manager)
- Juliana Monteiro (GLAM partnerships manager)
- Edsonia Lopes (GLAM fellow)
- Raphael Eckhardt (Designer)

## **Members**

- 20

## **General mail list**

- 120 people

**Incorporation as a Thematic Organization under discussion**



# Local projects

- Edit-a-thons;
- Photo contests;
- Education program;
- Communication program;
- Wikipédia Médica – Wiki Saúde;
- Scientific conferences;
- GLAM projects;



# Edit-a-thons



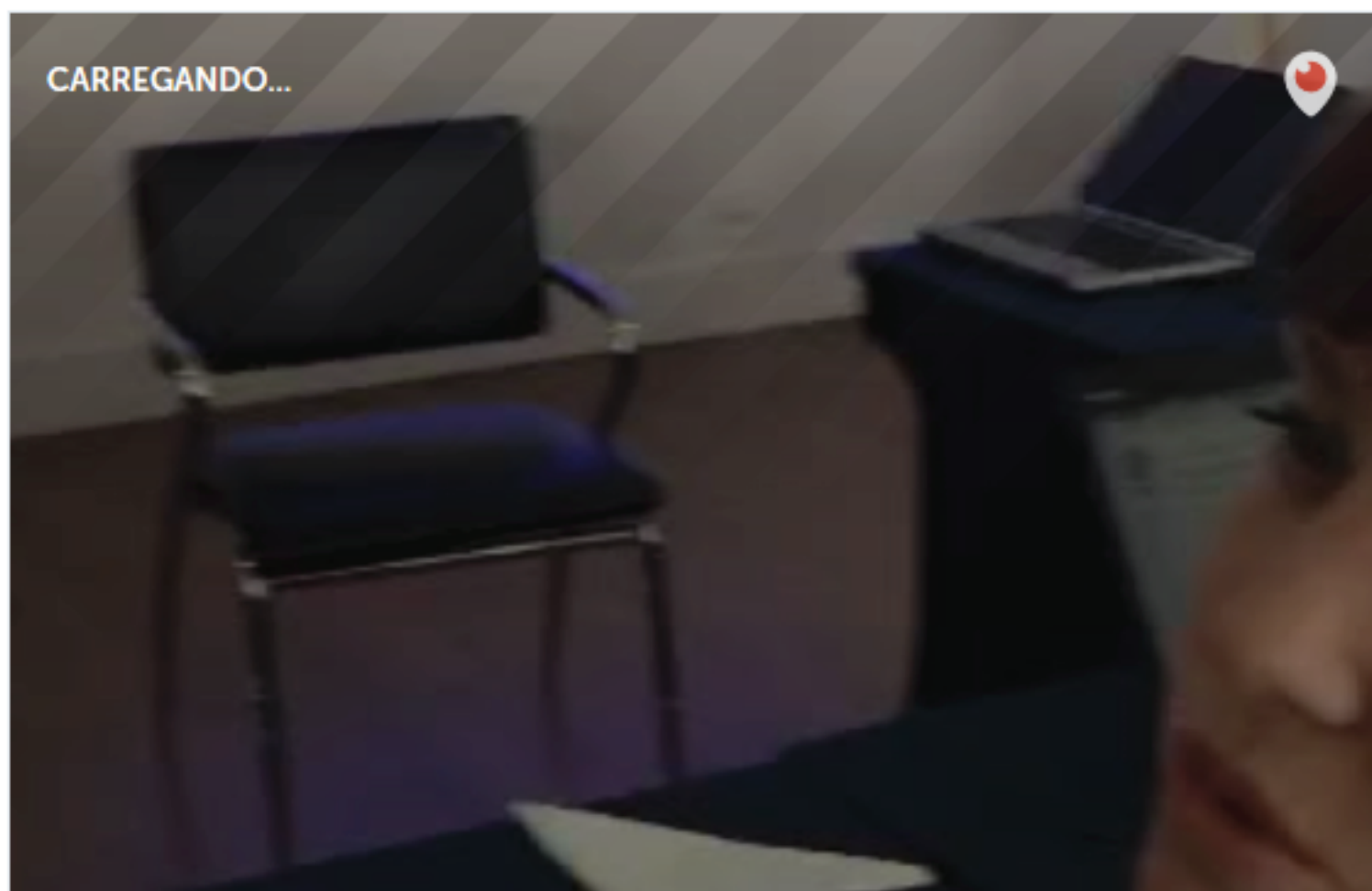


# Edit-a-thons – BBC100Women



Seguir

AO VIVO no [#Periscope](#): Juliana Monteiro, museóloga, conversa com a nossa [@nelipereira](#) sobre o edit-a-thon! [#100Wome...](#)



Baixe o Aplicativo Entrar Inscrever-se

BBC 100 Mulheres

Fones de ouvido / Alto falantes (Realtek High...

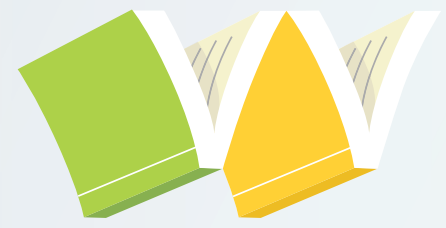
02:52 91



# Edit-a-thons – BBC100Women



Maratona edit-a-  
thon chegando ao  
fim 🥰

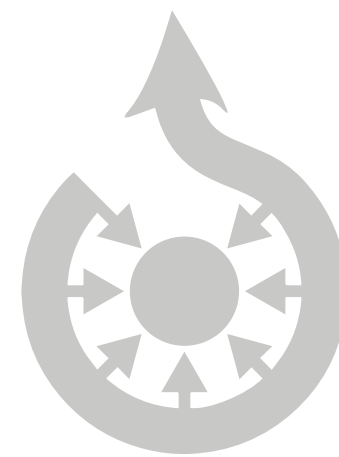


# Wiki Loves Monuments



Editions

2015  
2017



Uploads on commons

7,327



New users

7,327





# Wiki Loves Monuments



Presentation of WLM to museum professionals meeting in São Paulo city



Participants of the 1st WLM Photo Walk in São Paulo

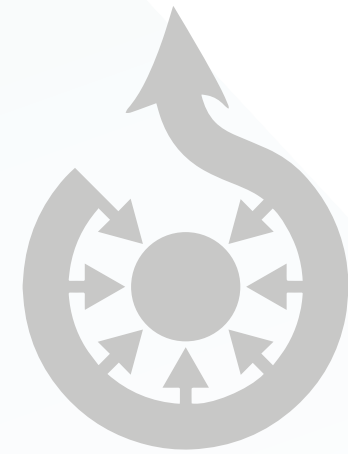


# Wiki Loves Earth



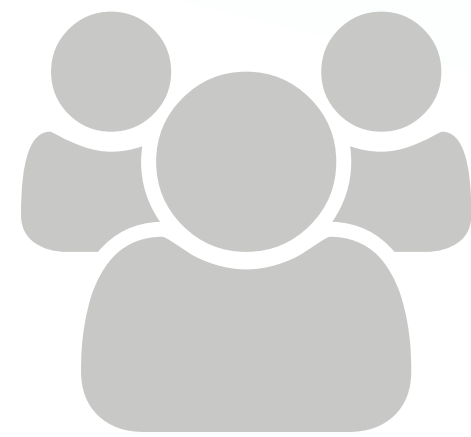
Editions

2014  
2015  
2016



Uploads on commons

28,316



New users

+50000



WLE 2015 - International Winners - Photo Exhibition - Rio de Janeiro

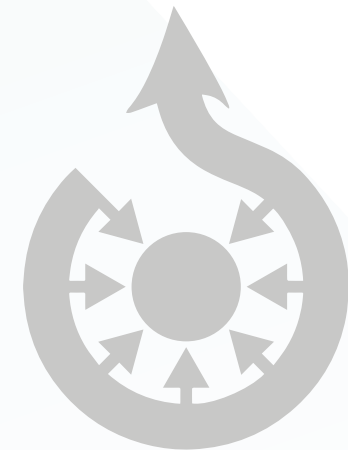


# Wiki Loves the Olympics – Rio 2016



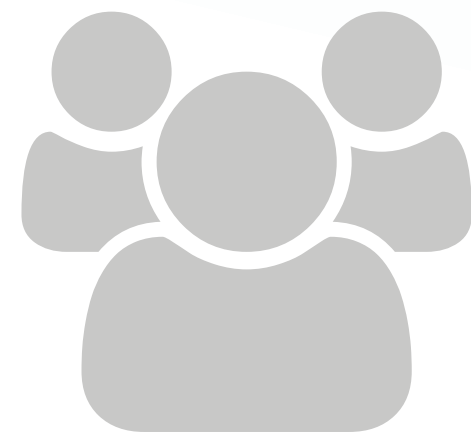
Editions

**RIO 2016**



Uploads on commons

**+1500**



New users

**+400**





# Communications program

- Promote the Wiki agenda in the national press;
- Provide guidance to the national press in publishing news related to Wikimedia projects;
- Generate content for dissemination of our projects and initiatives developed by the group
- Wiki Educação Brasil (press release social networks);
- Promote free licenses and the relevance of open knowledge;
- Support the Wikimedia Foundation in its communication strategies in Brazil.



# Communications program



Wiki Loves Monuments



SET/16



CCBWIKI

## O TEMPO

ENTREVISTA

### Wikipedia promove congresso no Brasil

Lina Nakata: Doutora em administração; lecionou na Escola Superior de Administração e Gestão (Esags), Fundação Instituto de Administração (FIA), Universidad Autónoma del Caribe (UAC), Universidade Federal de Uberlândia (UFU)



PUBLICADO EM 11/10/16 - 03h00

#### ISIS MOTA

A enciclopédia colaborativa online Wikipedia completa, em 2016, 15 anos, no auge de um fenômeno de popularização, e com a reputação sólida. Se, até pouco tempo, era comum um professor recomendar aos alunos que “pesquisar na Wikipedia não valia” porque o conteúdo era aberto e, portanto, incerto, hoje a preocupação com a acuidade técnico-científica é evidente. Prova disso é a realização, no Rio de Janeiro, nestas quinta e sexta-



Instituto Brasileiro de Informação em Ciência e Tecnologia

OUT/16

### Entrevista com Dario Taraborelli, diretor de pesquisas da Wikimedia Foundation

Com o intuito de discutir a luta política, democrática e de credibilidade da informação, o Grupo Wiki Educação Brasil realiza, nos dias 13 e 14 de outubro, no Rio de Janeiro, o I Congresso Científico Brasileiro da Wikipédia (CCBWIKI). O evento tem como objetivo debater a popularização da ciência em plataformas colaborativas digitais.

Entre os convidados do CCBWIKI está Dario Taraborelli, diretor de pesquisas da Wikimedia Foundation, organização que opera a Wikipedia e seus projetos irmãos. Taraborelli é pesquisador da área de computação social e defensor do conhecimento aberto. Como co-autor do Manifesto Altmetrics e um defensor de longa data do acesso aberto, ele vem trabalhando em projetos de sistemas abertos para promover, acompanhar e medir o impacto, além de reutilizar os objetos de pesquisa.

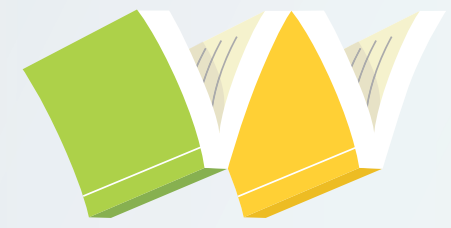
O pesquisador já trabalhou em grandes centros de ensino como a University College London, Paris Diderot University e École Normale Supérieure. Além disso, recebeu o prêmio de ouro em Interactive Visualization do Information is Beautiful Awards. Várias mídias deram destaque para a sua atuação, incluindo The Guardian, Wall Street Journal, Chronicle of Higher Education e Times Higher Education.

O Núcleo de Comunicação Social do IBICT conversou com o pesquisador sobre o atual cenário e o futuro do acesso aberto no mundo.

**Comunicação Social** - Como surgiu o convite para participar do CCBWIKI? Qual é a sua expectativa em relação a sua participação em evento organizado pelo governo brasileiro?



Diretor de pesquisas da Wikimedia Foundation participa de congresso científico no RJ.



# Wikipédia Médica – Wiki Saúde

- Improve medical articles on pt.wiki, democratizing the access to open knowledge;
- Create/increase a local community around that knowledge field
- Identify key local partners (Universities, Hospitals, Medical Institutes);
- Provide support to Wiki Project Med in Portuguese and support to the Medical App in Portuguese



# Education Program

Programa  
Wikipédia  
no Ensino





# Education Program – Scout Badge

## Brazilian Scouts

- +80.000 members in Brasil
- Affiliated to an International organization
- Cover all Brazilian states



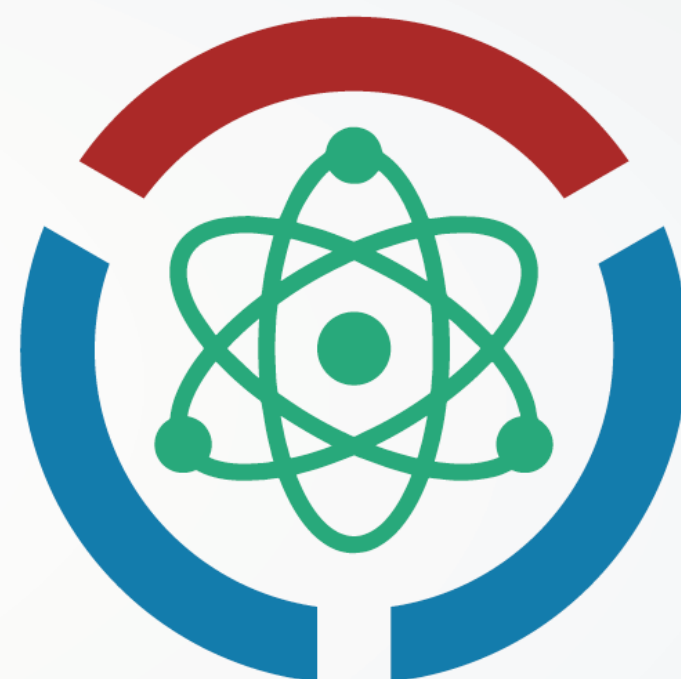
**Escoteiros do Brasil**  
construindo um mundo melhor







# CCBWIKI – Wikipedia Scientific Conference



## **CCBWIKI** I Congresso Científico Brasileiro da Wikipédia

Realização:



Apoio:





# CCBWIKI



50 Papers received



27 Papers approved

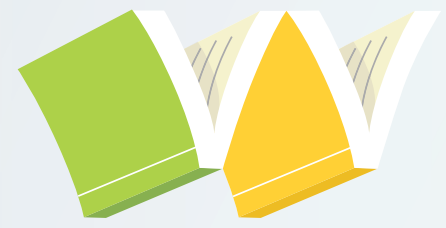


2 Workshops



1 training/edit-a-thon

**Next edition in Rio – November 8-10 (2017)**



# GLAM Initiatives

## Goals

- Establish new institutional partnerships
- Train professionals of the cultural sector
- Engage more online and offline volunteers
- Museu da Imigração de São Paulo (Immigration Museum of Sao Paulo)
  - 118 files
  - Total image usage: 27
  - Distinct images usage: 13



# GLAM Initiatives

- Museu da Imigração de São Paulo (Immigration Museum of Sao Paulo)



118 Files



27 Total image usage



13 Distinct images usage





# GLAM Initiatives





# GLAM Initiatives





# GLAM Initiatives





# GLAM Initiatives

- Rio from above



65 images



214 Articles improved



+30 Languages







# GLAM Initiatives





# GLAM Initiatives

- Rio de Museus

Edit-a-thon focused on:

- Training museum professionals
- Improving content on Wikipedia PT about museums.
- 9 participants
- 7 local Museums and institutions
- 4 new articles





# GLAM Initiatives

- Museu de Saúde Pública Emílio Ribas (Museum of Public Health Emílio Ribas)

The project involves:

- Training the staff
- Improve content about the museum interests
- Upload images of the collection on Commons



Photocredits:GiulianaSaringer CC BY-SA 4.0



# GLAM Initiatives

## *Other possibilities of partnerships with institutions*

Museu do Futebol (Football Museum of São Paulo)



By <http://flickr.com/people/marilaneborges/> -  
[http://flickr.com/photo\\_zoom.gne?id=1490986459&size=o](http://flickr.com/photo_zoom.gne?id=1490986459&size=o), CC BY 2.0,  
<https://commons.wikimedia.org/w/index.php?curid=2994202>

Museus da Energia (Museums of Energy Network)



By StefanyOliveira - Trabalho próprio pelo carregador, CC BY-SA 4.0,  
<https://commons.wikimedia.org/w/index.php?curid=51854396>

Department of Museology  
Federal University of Rio de Janeiro (UNIRIO)



By Juliana Bastos Marques - Own work, CC BY-SA 3.0,  
<https://commons.wikimedia.org/w/index.php?curid=18433845>



# GLAM Initiatives

*Beyond institutional partnerships: newcomers engagement with the GLAM projects*



Second photo walk at the Bixiga neighbourhood – São Paulo/Jan 2017  
Photo credits: Gisele Laurindo

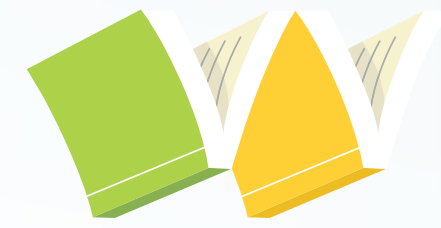


Meeting with Museology technical course students to promote improvement of articles about museums from the countryside of São Paulo – São Paulo/Out 2016  
Photo credits: Juliana Monteiro



## Barriers

- Lack of community engagement in off-line activities
- Hostile environment for newcomers
- Limited funding possibilities
- Regional/internal competitions/disputes
- Lack of Wiki awareness



## Learnings

- Read the learnings/learning patterns
- Be bold! Be prepared!
- Documentation/Be transparent
- Bring new people from outside the movement
- Funding is very important, request everything that you need from WMF
- Regional/International partnerships are very important.
- Don't wait the community to do your job.
- Don't take it personal!
- Dream big, start small and move fast!



# Wiki Educação

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