



WIKIMEDIA
ESPAÑA

GLAMING MADRID PROJECT

September 7, 2015 - January 7, 2016

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project-, but also in other Wikimedia projects. To achieve our goals we carry out various initiatives, among which can be noted:

- Contact and signing agreements with cultural and educational institutions that can free content under a free license (CC-BY and CC-BY-SA) for later use in the various Wikimedia projects. Support for the creation of free content by digitizing works. Photo coverage of sports, musical or cultural events. Organization of photographic and editing contests. Organization of edit-a-thons and similar events.
- Give presentations and talks at events and institutions. Organizing commemorative events related to the various Wikimedia projects. Participation and support for various movements for free knowledge. Organization of exhibitions.
- Writing and distributing press releases. Attention to press, radio and television. Notification of events and news related to the Wikimedia movement through social networks.
- Organization of courses for professionals institutions and students. Editing workshops.



GLAM-WIKI

GLAMing Madrid fits within the context of GLAM-WIKI project (acronym of **G**alleries, **L**ibraries, **A**rchives and **M**useums), which seeks to encourage professionals and the institutions themselves to contribute to the Wikimedia projects to produce free access and reusable content for public.

Among the various initiatives that are part of this global project we can stand out Wikipedian in Residence. It is a model, initiated in 2010, by which an editor of Wikimedia dedicates a working time within an institution to facilitate a close relationship between the Wikimedia movement and the institution through a wide range of activities, both internal and oriented to the public.



It's not simply an editor that works towards improving the content of Wikipedia, but also serves as ambassador of free knowledge, specifically the Wikimedia movement within the host institution. Their activities may include:

- Work with staff of the institution to gather information, classify and digitize resources that can be published under free licenses.
- Edit, help to edit or promote editing Wikipedia articles and pages of other Wikimedia projects related to the institution and its funds under the policies of the projects.
- Coordinate or run the donation to Wikimedia Commons of media files with own or related content of the institution.
- Organize editing workshops, edit-a-thons or contests that encourage the creation and improvement of articles and pages in Wikimedia projects on the institution or its funds.

- Explain the operation, practices and values of the Wikimedia projects and free licenses to the staff of the institution.
- Collaborate and mediate between staff of the institution and the Wikimedia community to facilitate any issue of mutual interest.

ORIGIN OF THE PROJECT

While Spain had already executed several cases of Wikipedian in Residence by Amical Wikimedia, in institutions such as the National Museum of Art of Catalonia, the Museum of History of Catalonia, the Museum of the Music of Barcelona and the Picasso Museum of Barcelona, Wikimedia Spain never carried out this initiative and over the years interest has been growing.



Therefore, between 2013 and 2014 we contacted to several museums, including the Museum of Human Evolution (Burgos) and Thyssen-Bornemisza Museum (Madrid), and although there was interest from the beginning, in that moment the collaboration didn't run. Later, in early 2015, we wrote to several state museums in Madrid. The first responders were the Museum of Romanticism, the Museo del Traje (Costume Museum) and the National Archaeological Museum; later answered the National Museum of Anthropology and the Museum Lazaro Galdiano.

MUSEO
ARQUEOLÓGICO
NACIONAL

The first three proposed a meeting and throughout January we presented our proposal to each one. From the first moment they showed interest in collaborating, as they felt it would be very beneficial for both sides: on one hand provide reliable information based on reliable sources, and on the other hand to disseminate their collections, their history and the work they do.

Therefore they indicated that joined the initiative; in addition, in the case of the Museo del Traje, we collaborated with them



in the same month of January in an edit-a-thon of Europeana Fashion, facilitating their knowledge on Wikimedia movement.

Regarding the other two museums that showed interest, the National Museum of Anthropology indicated that could not participate for lack of staff and resources, and Lazaro Galdiano Museum wanted to join the project but we can't work with them due to excessive workload that would involve collaborating with four museums at a time; this would mean less attention to each one and therefore less positive experience.

The next step, once confirmed the participation of the three museums, was to get funding to develop the project; both Wikimedia Spain and the three museums couldn't face such a cost for lack of sufficient resources, due to the cuts resulting from the economic crisis afflicting Spain since 2008, so we considered a third possibility: finance it through a Project and Event Grant (PEG) of the Wikimedia Foundation.



Throughout the month of February we worked on the proposal, and once drafted was officially requested on 31 January

2015. After a period of discussion, it was approved on March 13.

https://meta.wikimedia.org/wiki/Grants:PEG/WM_ES/GLAMing_Madrid

At that time the dates of the project were not fixed because an administrative procedure had to overcome first. To work and have easier access to the facilities of the museums, it was required to sign an agreement between Wikimedia Spain and the Ministry of Education, Culture and Sport.

Thus, during the spring months we proceeded to write and correct a draft of the agreement in which was set the terms of collaboration. The final version, accepted by Wikimedia Spain and the Ministry, was finally signed on 24 June 2015. The agreement, in addition to setting the various clauses, established a renewable period of two years and was accompanied by an annex which contains the relationship of state museums for which the agreement would be valid.

These museums are:

- Museo Nacional y Centro de Investigación de Altamira.
- Museo del Greco.
- Museo Sefardí.
- Museo Casa de Cervantes.
- Museo Nacional de Escultura.
- Museo Nacional de Arte Romano.
- Museo Nacional de Antropología.
- Museo del Traje. Centro de Investigación del Patrimonio Etnológico.
- Museo Arqueológico Nacional.
- Museo Nacional de Artes Decorativas.
- Museo Cerralbo.
- Museo Nacional del Romanticismo.
- Museo Sorolla.
- Museo Nacional de Arqueología Subacuática.
- Museo Nacional de Cerámica y de las Artes Suntuarias González Martí.
- Museo de América.

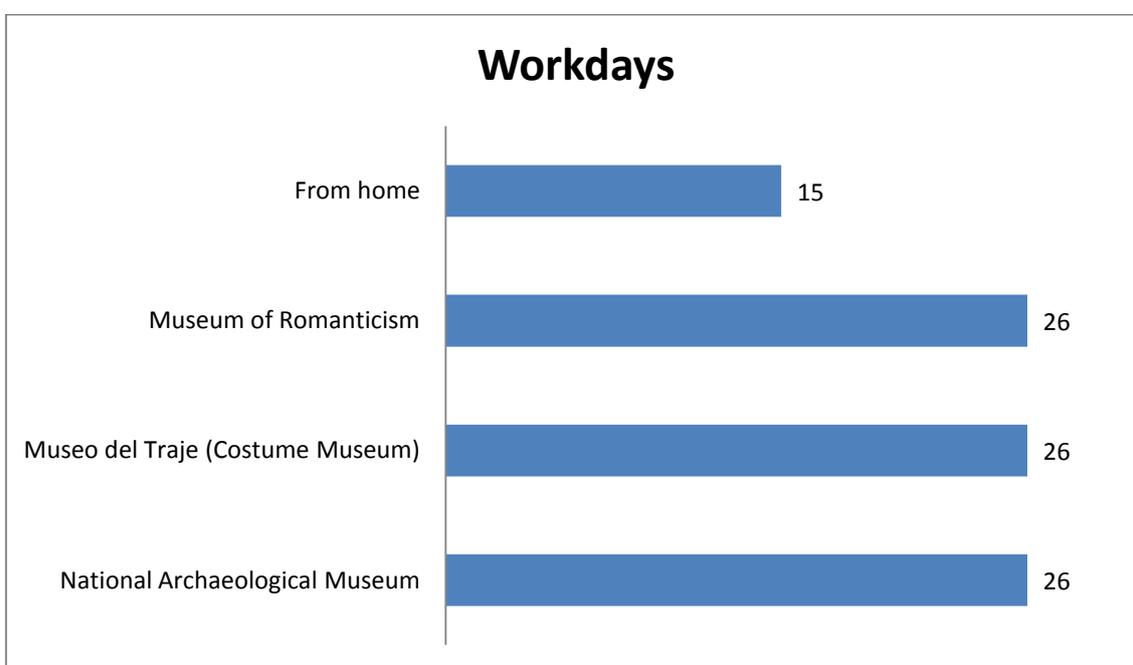
Once the agreement was signed, we must set the dates for project development. On July 13 we met with representatives of the three museums in the library of the Museum of Romanticism.

In addition to discuss some aspects of the project, it was agreed to take place between September 7, 2015 and January 7, 2016. The choice of these dates was motivated by the proximity of the summer season, during which museums have less staff, so it was inadvisable to start it at that time.

TIMING AND SPACES

While at first we considered the possibility of allocating to each museum a continuous month of work, in the end we chose to go to the three museums every week alternating days, getting the same number of days for each museum. In this way, the work would be done continuously, thus avoiding potential problems that could cause the lack of regularity and contact.

Day distribution was as follows:



Work in museums served, with some exceptions, from Monday to Friday, according to the office hours of each institution. The rest of the days we worked from home. Regarding times generally ranged from 08-09:00 am to 15:00 pm, although two of the museums also let work in the evenings.

The workspace within the museums varied from one to another; in the National Archaeological Museum we were working both from an office and from the library, in the Museum of Romanticism we worked in a shared office with several employees of the Museum and in the Museo del Traje we worked from the library.



For each session, three hours of duration, were chosen a series of articles and specialized bibliography. The results in numbers are as follows:

66 articles (35 of which were new) were edited, two in English, two in Italian and five in Wikidata, with a total of 292 editions and 93,858 bytes. In them 16 women and 7 men participated.

At the Museum of Romanticism were held on October 29, November 10, November 26, December 3 and December 9.

Due to the lack of a space with Internet connection to carry out activities, we had the possibility of holding workshops in the museum cafe, which had free WiFi for two hours. The initial absence of cafe's manager, who must give approval for holding workshops, caused a delay in the announcement so we celebrated fewer of them.



The cafe is a small space, low capacity, but with a special charm. The dissemination was done, again, through the social networks of the Museum and Wikimedia Spain and registration was done with a form on the website of Wikimedia Spain. The sessions, two and a half hours of duration, were devoted to a different

theme each one; previously the Museum selected bibliography. Due to the characteristics of the place, the participants were invited to a

consumption because we were occupying a space that under normal circumstances would serve customers.



The topics chosen to edit were painters of Romanticism, arts during Romanticism (sculpture, ceramics, photography, etc.), musicians of Romanticism, Romantic writers and famous women of the nineteenth century, with the following results:

They involved 12 women and 3 men. 19 articles were edited (8 of them new), 3 of them in Wikidata and 1 in Wikiquote, a total of 104 editions and a contribution of 36,719 bytes.

At the Museo del Traje they were celebrated on October 13, October 28, November 12, November 25, December 1 and December 17.

The space chosen for the workshops was the library of the Museum, very spacious and illuminated, with easy access to the bibliography, no WiFi but with 6 computers connected to the Internet and the ability to connect multiple laptops via a wired connection. The inscription was managed directly by the Museum, through a form on the Museum's website, and dissemination was done as in the previous cases, through social networks the Museum and Wikimedia Spain.

Each session was devoted to a different topic: History of the Museum Spanish fashion, clothing accessories, fashion





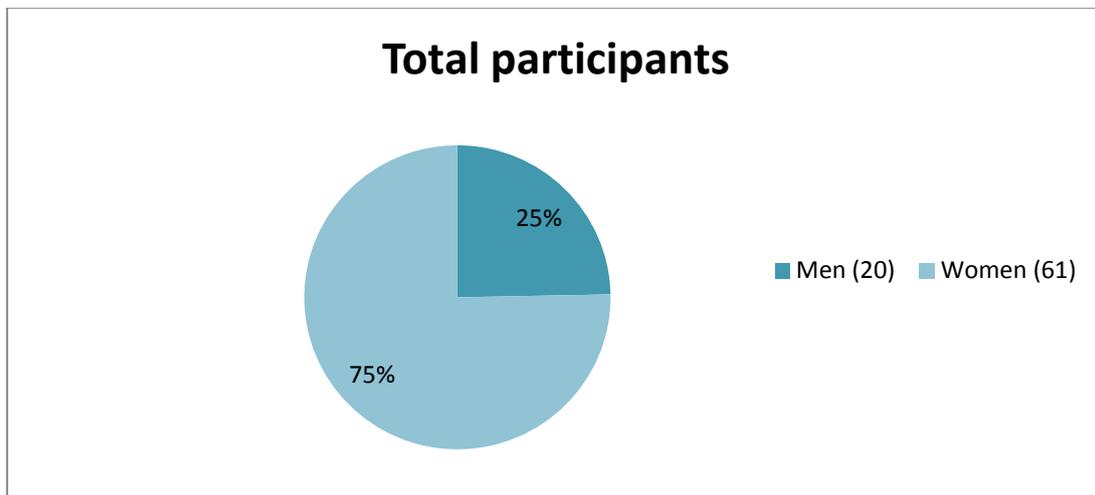
designers, traditional clothing and wearing apparel. Museum staff previously selected the bibliography that would employ the participants. Results are as follows:

They involved 19 women and 2 men. A total of 29 articles were edited (15 of

them new), 74 editions that contributed 37,846 bytes.

In short, the statistics of the workshops in the three museums, for both the public and staff, are as follows:

- Articles edited: 114 (64 of them new and 8 of them in Wikidata), in three languages.
- Projects edited: Wikipedia, Wikidata, Wikiquote.
- Editions: 666.
- Bytes added: 201 859.



TRAINING SESSIONS FOR STAFF

In addition to workshops for the public, were held several workshops for museums staff, with the same objectives as the first ones: disseminate the Wikimedia projects and learn the concepts and basic rules of editing.

In the National Archaeological Museum 3 sessions were held on November 5, November 19 and December 10. The first was in a conference room where a talk about Wikimedia and Wikipedia was given. 20 people, several of which also participated in workshops, attended. These were held in the Museum Library, with the participation of 6 women and 2 men.



They knew different aspects of Wikipedia: the main page, the articles, user pages, editing, both visual and code editor, the translation tool, basic rules, manual of style. Overall interest in learning was very high, as many recognized that in relation to his work they saw errors in the articles but did not know how to correct it or were afraid to do so because of their ignorance of the tool.

At the Museum of Romanticism two workshops were held on November 26 and December 4. As happened with the workshops for the public, there wasn't a space adapted to hold such sessions so they were in the offices of employees, with their own computers. In the first session participated five women and in the second session participated four women.

In both of them, the basics of Wikipedia and the most important interface elements were explained: main page, articles and discussion pages, code editing and visual editor, references, insert images, the manual of style.

The Museo del Traje held a workshop on December 18. The place was the same as for the public, the library of the Museum. Four women and two men attended, and used the six existing computers. First was offered a talk about Wikimedia and Wikipedia and then a practical part in which, as in other museums, the basics of editing, both code and visual editor, main page, references, images or manual of style, among others.

In Museo del Traje and in the Museum of Romanticism, employees recognized the same problems as in the case of the National Archaeological Museum: had interest in learning but did not know the tool and the the project, beyond the mere reading of articles.

TRIEDIT-A-THON

Another activity to generate content was the triedit-a-thon held on October 17, 2015. Due to the lack of resources in the other two museums, the site chosen was the library of the National Archaeological Museum. It was diffused by social networks and the registration was made through a form on the website of Wikimedia Spain.

The triedit-a-thon name is because in the event the three museums were involved; seven seats were offered by each museum, in addition to offer the online edition.



A page on Wikipedia was created to coordinate the event, with information, list of articles, statistics and resources:

https://es.wikipedia.org/wiki/Wikipedia:Encuentros/Trieditat%C3%B3n_Glaming_Madrid

In the event participated a total of 14 people, 8 women and 6 men; 11 did it in situ and 3 online. They edited a total of 25 articles, of which 6 were new, and did 196 editions, with a size of 33436 bytes.

The triedit-a-thon was held between 11:00 and 18:00 hours, with a lunch break; a catering service was served by the museum restaurant, by which organizers and participants ate before continuing the edition during the afternoon.

The event was covered by various media. The main setback was the non-attendance of all participants, decreasing the expected content editing, but overall the feelings among participants were very positive. One of the most valuable things



was the possibility of entering areas of the Museum that are usually not open to the public, such as the library or the roof.

CLASSICAL MUSIC CONCERTS

When we met for the first time with the Museum of Romanticism, in January, they indicated us that one of the many activities organized with the public were concerts of classical music, and we thought it would be interesting to record and make them available to everyone in Wikimedia Commons. Wikimedia Spain did not have much experience in terms of collaborations related to the world of music so we saw a good opportunity to work with this type of material.

Therefore, once the project started, the Museum provided us the contact of the musicians who would perform during those months; in total three concerts. The first one took place on October 15, 2015, by Oscar Lobete and Laura Sabatel, duo of piano and voice. Our lack of experience played a trick



on us because, after talking to the musicians, we did the live recording of the concert; that meant the ruin of the audio due to the constant noise in

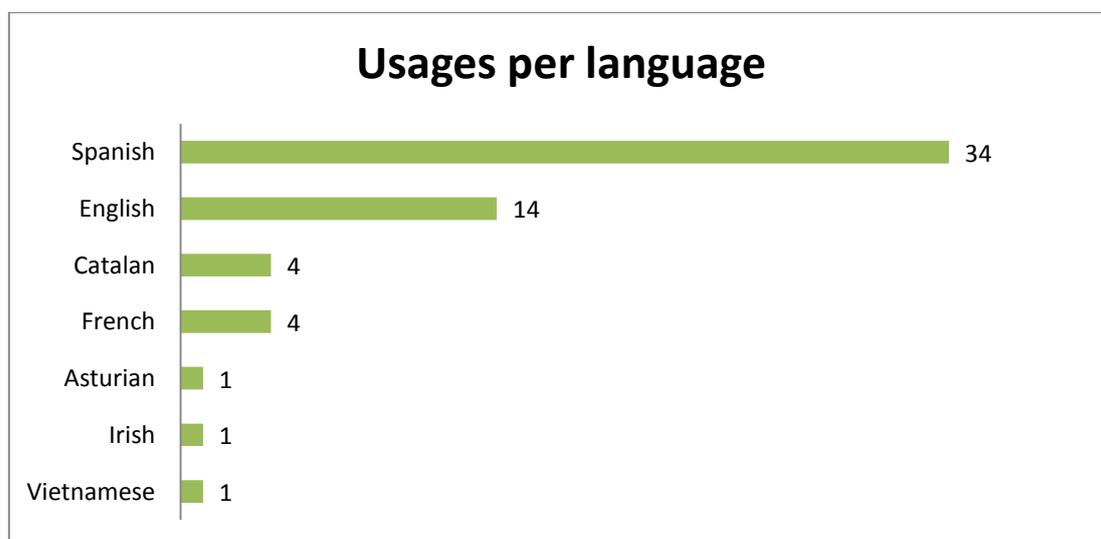
the room: chairs moving, people coughing, mobile phones ringing ... therefore, no audio of this first experience could be used.

The second concert was held on November 3, 2015 and was performed by Wasei Duo, a duo of chamber music composed by Kayoko Morimoto, pianist, and David Hernando, saxophonist. Previously we met them to explain the project and the problem that we had in the first concert. Therefore, they offered to give recordings without audience and seven audios and three videos were obtained, with works by composers such as Albeniz, Ravel, Debussy and Massenet. In addition, David Hernando donated 21 additional audios.



The third concert took place on November 24, 2015 and its protagonist was the pianist Patrizia Prati. She was also informed about the problems of the first concert so agreed to record the audios without audience, obtaining fourteen audios, mostly by Fryderyk Chopin.

In total, 45 files were uploaded between audios and videos, which already illustrate Wikipedia articles. The use of them, as of March 1, 2016, is 59 articles in seven different languages.



The musicians were very satisfied with the results and showed their willingness to continue recording in the future. Likewise, the Museum also welcomed and once finished the project continues informing of the concerts to contact with the musicians and recording. For our part we are very pleased with the results, considering we had never recorded music, and our plan is to continue recording classical music and make it available worldwide via Wikimedia Commons.

Something extraordinary happened following the uploading of the first audios of the concerts was the development, thanks to the initiative of other users, of one tool, [Wikiradio](#), that lets you listen to, like any other online radio, audio hosted on Wikimedia Commons. We have the possibility to select audio as language, subject or type of music, offering a very different experience to the usual use of Wikimedia Commons and achieving, once again, the purposes of the Wikimedia movement.

GLAMING MADRID CHALLENGE

As an activity of the project, and in order to further promote the generation of content related to the three museums, we proposed the GLAMing Madrid Challenge, a writing contest to create or improve Wikipedia articles and Wikidata items on the three institutions, their collections and personalities related. It was held between December 14, 2015 and January 14, 2016 and, once completed, we found that was the perfect complement to editing workshops in museums, since many of the contents initiated during those sessions were extended with the contest, besides being translated into other languages.

Four lists of articles were proposed; three of them related to each museum and a fourth dedicated to famous women related to each museum. The aggregate amount of bytes on each article, creating new articles and creating new Wikidata items were scored.

A total of five awards were established: three for participants with the highest score in each list of each museum, a prize to the participant with the highest overall score and a special prize to the participant with the highest score in the proposed list about women. These awards were:

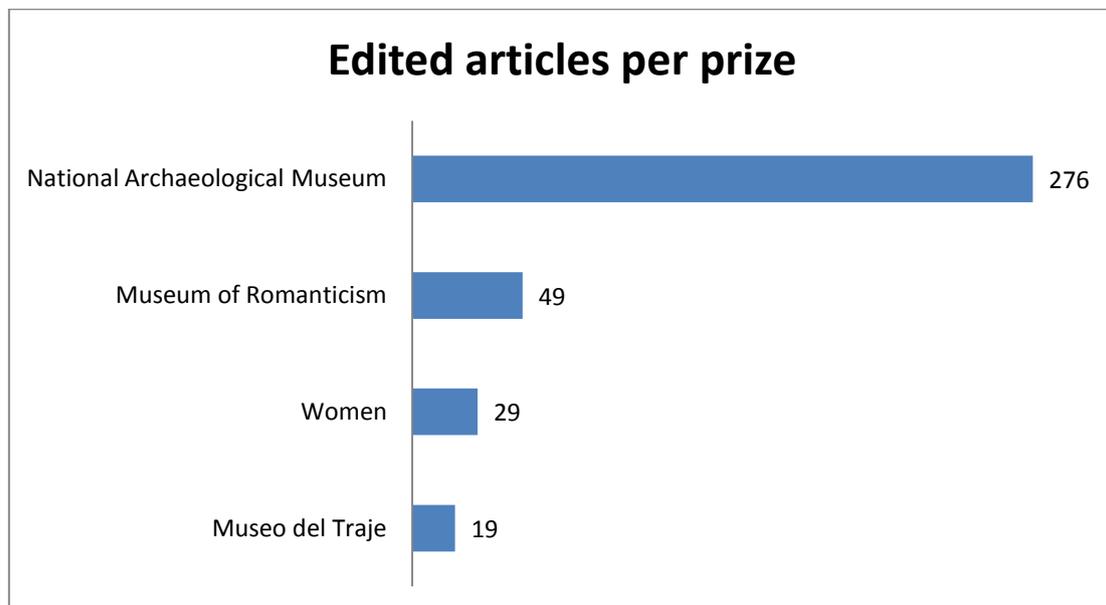
- National Archaeological Museum prize: National Archaeological Museum guide book and small replica of de Lady of Elche.
- Museum of Romanticism prize: Museum of Romanticism guide book and Museum of Romanticism catalog.
- Museo del Traje prize: Museo del Traje guide book and *Geografía de la moda española* book.
- Overall prize: Amazon gift card (50€).
- Special prize: *Mujeres de la II República* book.

A coordinating a page in Meta, informing the rules, the list of articles, prizes, registration of participants and edited articles, was created:

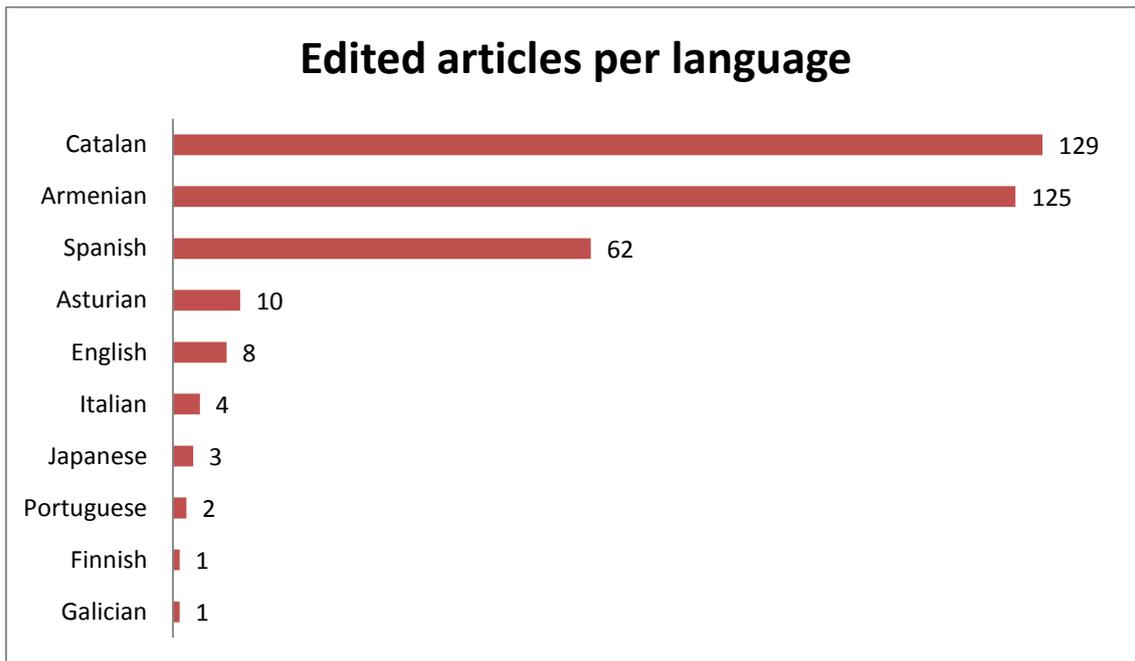
https://meta.wikimedia.org/wiki/GLAMing_Madrid_Challenge

The number of registered participants was 30, but only edited 14. These worked on 335 articles, 28 Wikidata items and 10 categories pages, in ten different languages, with a total of 1,803,770 bytes. Also, other participants edited a total of 29 articles and Wikidata elements, but outside the proposed lists and therefore not scoring.

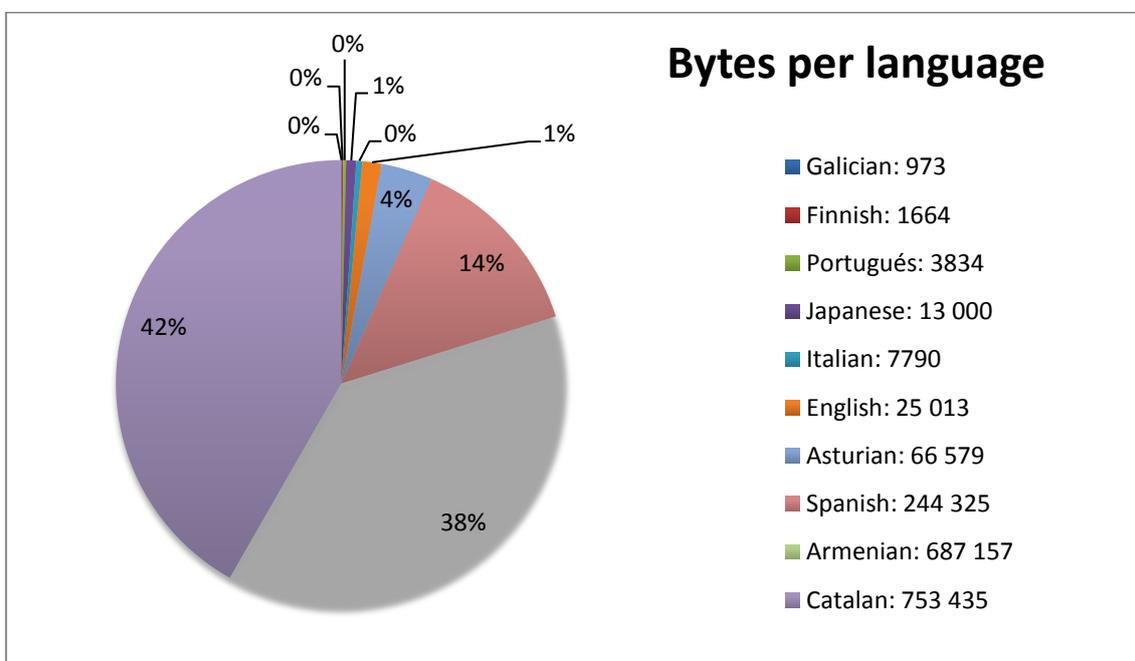
Edited articles by prize were as follows:



The distribution of articles by language was as follows:



The distribution of bytes per language was as follows:



These were the scores:

GLOBAL PRIZE	
MarisaLR	865 pts
Armineaghayan	530 pts
Lilitik22	214 pts
Mr.Ajedrez	72 pts
Maríajoséblanco	67 pts
Lourdes Cardenal	52 pts
Millars	20 pts
Popeva	20 pts
Asturio Cantabrio	14 pts
jalcaire	7 pts
Poco a poco	4 pts
Stryn	3 pts
Nachosan	2 pts
Johnbod	1 pt

NATIONAL ARCHAEOLOGICAL MUSEUM PRIZE	
MarisaLR	611 pts
Armineaghayan	517 pts
Lilitik22	142 pts
Mr.Ajedrez	9 pts
Asturio Cantabrio	5 pts
Millars	5 pts
Nachosan	2 pts
Stryn	2 pts
Johnbod	1 pt

MUSEO DEL TRAJE PRIZE	
MarisaLR	72 pts
Lourdes Cardenal	41 pts
Mr.Ajedrez	10 pts
Asturio Cantabrio	5 pts

MUSEUM OF ROMANTICISM PRIZE	
MarisaLR	182 pts
Lilitik22	37 pts
Mr.Ajedrez	24 pts
Popeva	20 pts
Armineaghayan	13 pts
Lourdes Cardenal	11 pts
Jalcaire	7 pts
Millars	5 pts
Asturio Cantabrio	4 pts

SPECIAL PRIZE	
MaríaJoséblanco	67 pts
Lilitik22	35 pts
Millars	10 pts
Poco a poco	4 pts
Stryn	1 pt

CONTENT DONATION

One of the highlights of the project and objective in any GLAM collaboration has been content donation by the three institutions, with a dual purpose: on the one hand disseminate their collections, fulfilling its goal of bringing them closer to society, and on the other hand they serve to illustrate the various contents in Wikimedia projects.

This is especially relevant if we consider that, normally, the images of museums and collections in Wikimedia Commons have not the desired quality (lighting, display, people ...). However, in this case, the images are from the catalog of the museums, good quality, when they are not historical images difficult to achieve by other means.

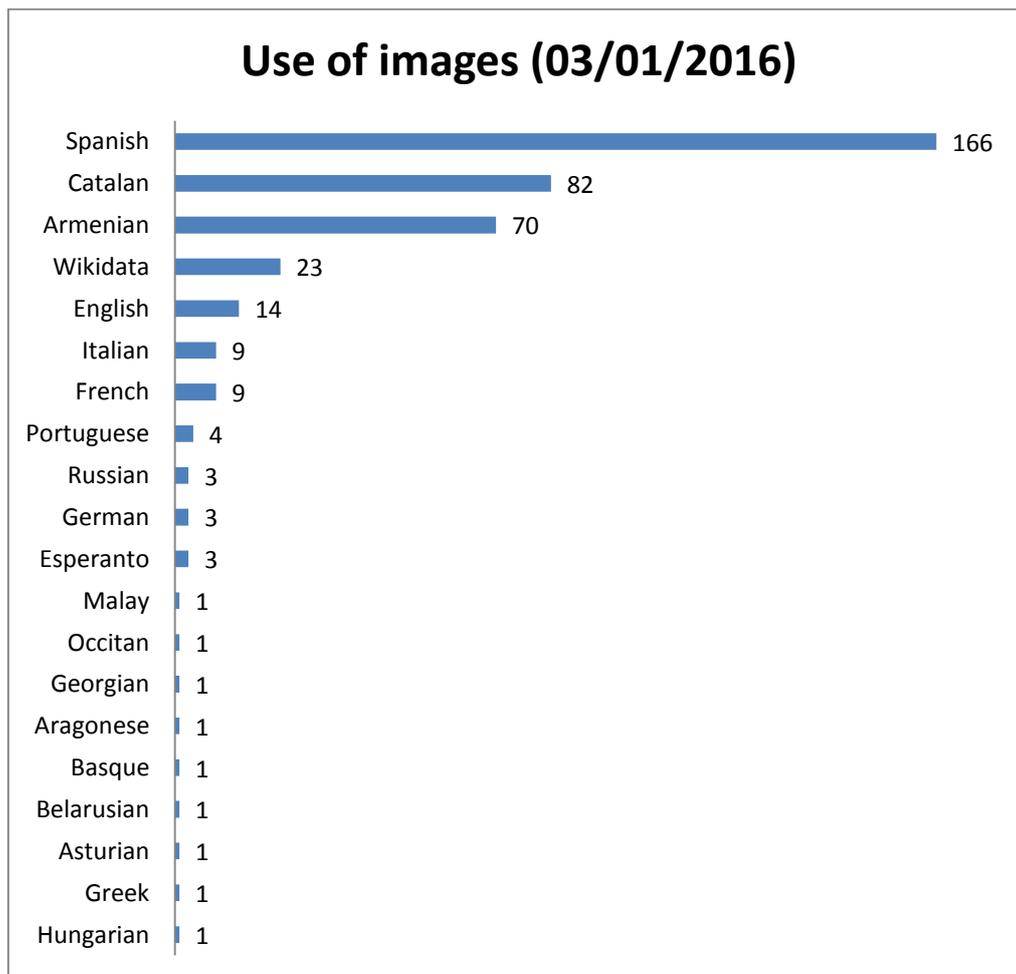


The state museums in Spain have an online catalog of their collections but with legal conditions, in this case, that prevent its publication in Wikimedia Commons. Therefore, the fact that they have decided to donate a part of that catalog, under a free license, adds value to collaboration. All images were uploaded with the same resolution, which in some cases differ from the original.

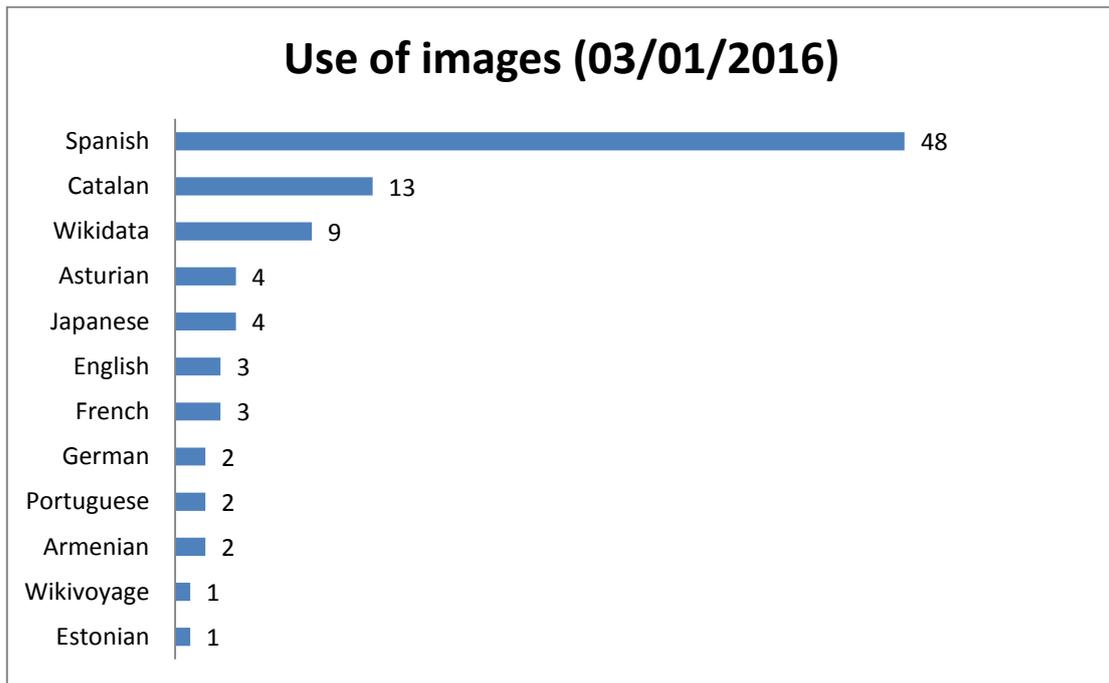


The National Archaeological Museum donated 197 images, the Museum of Romanticism 122 and the Museo del Traje 58. Very soon began to be used in the various Wikimedia projects and so, on March 1, 2016, and according to data provided by the [GLAMorous](#) tool, its use is as follows:

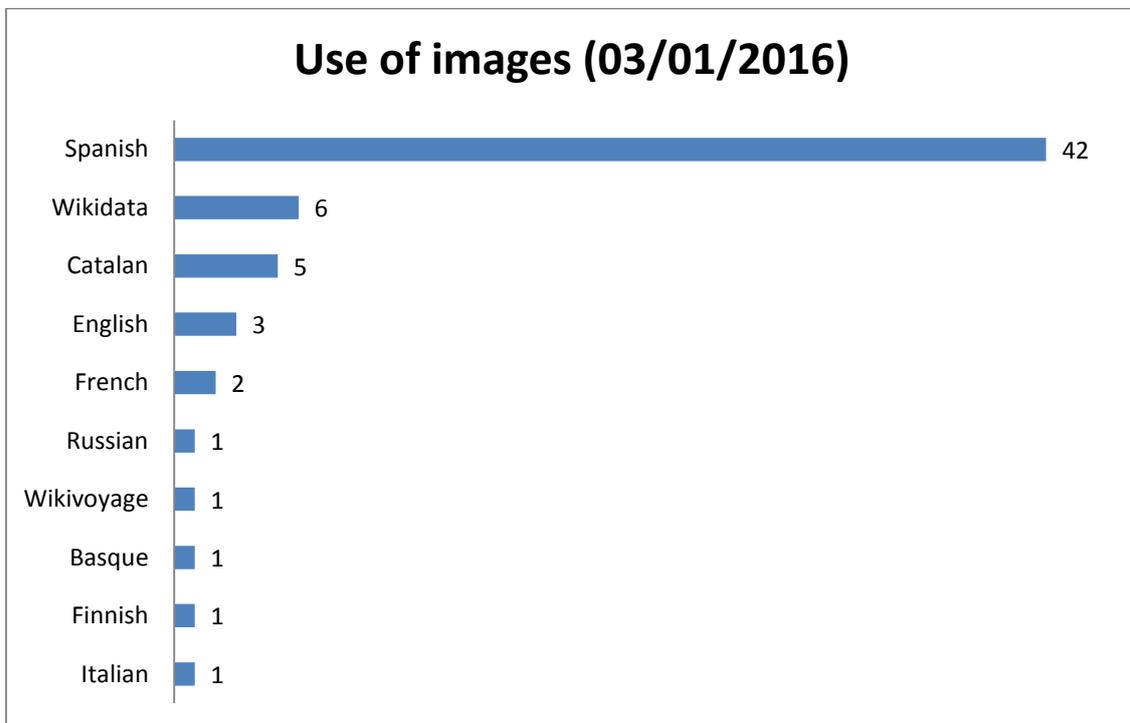
[National Archaeological Museum:](#)

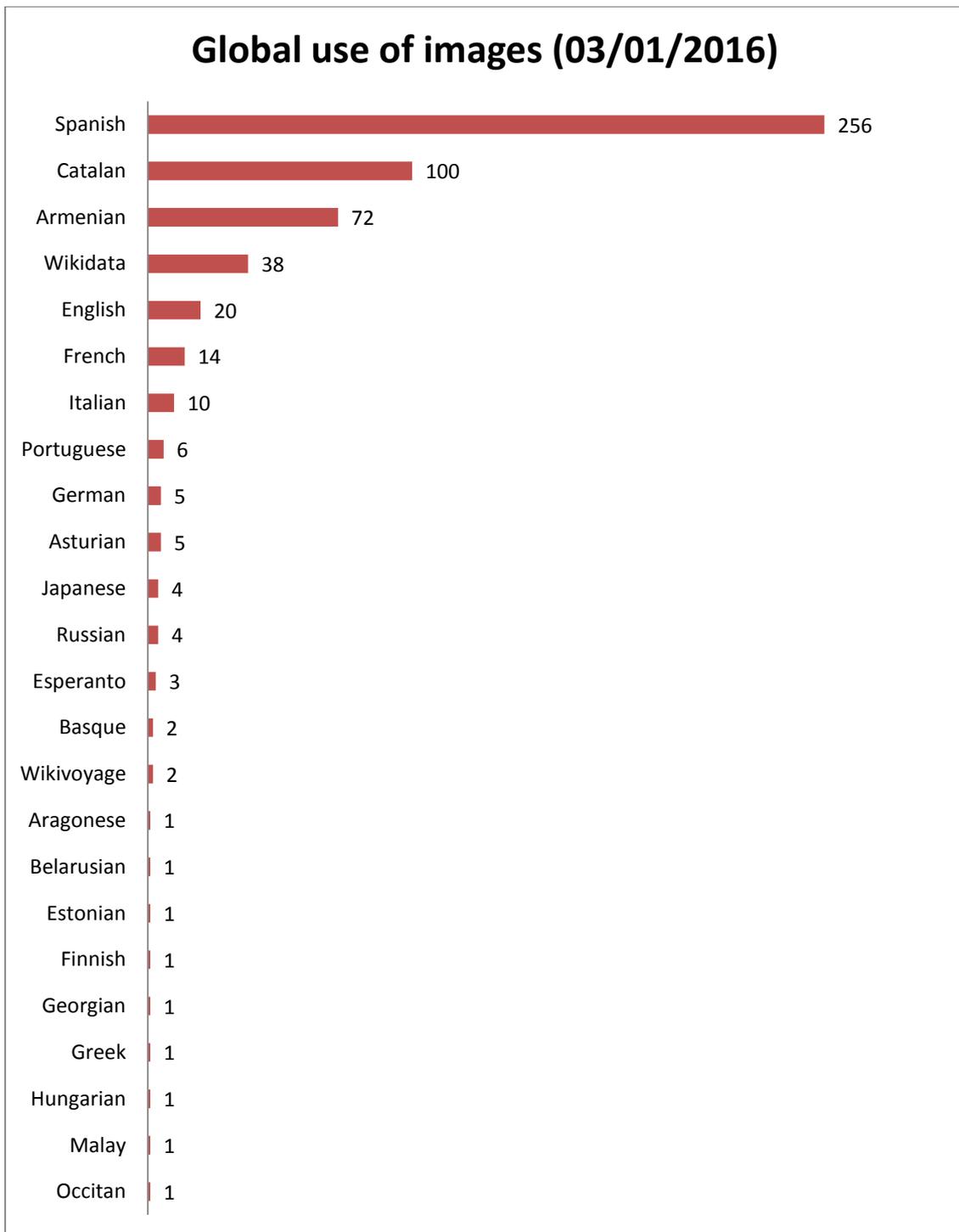


[Museum of Romanticism:](#)



[Museo del Traje:](#)





In total, on March 1, 2016 are being used 221 images (58,62% of all donated) in 550 different articles: 510 in Wikipedia, 38 in Wikidata and 2 in Wikivoyage, in 22 different languages.

The upload process to Wikimedia Commons deserves a separate comment. After selection, by museums, of images, we found a problem: they lacked a file with the metadata of the images. In this case it was of

great importance because many of the images were part of their collections, so provide as much information in one piece was necessary.

A second problem came with the process of uploading. After attending various Wikimedia events and learn about it, it seemed logical to use GLAMwiki Toolset, a specially designed tool to manage content donation by the institutions. However we had never used it and we needed a set of permissions that we did not have.



We requested it but attention to this requirement was delayed excessively. Therefore, and given the need to manage the process in the shortest possible time, we contemplate another option for uploading images. A member of Wikimedia Spain had a tool for mass image upload and offered it for this case.

Once the museums created and provided us the metadata files, we added them to the tool and all the images were uploaded.

DIFFUSION

The diffusion of the project and its various activities was carried out through various channels. First, for centralize the project work a page on Wikipedia was created, with information, list of articles proposed by museums, statistics, help, etc.:

https://es.wikipedia.org/wiki/Wikipedia:GLAM/Glaming_Madrid

Also, a category was created in Wikimedia Commons to upload all media from the project:

https://commons.wikimedia.org/wiki/Category:Glaming_Madrid

At the beginning of the project, a press release was published in several digital media:

- September 8, 2015: [El MAN abre sus puertas a Wikipedia](#), Museo Arqueológico Nacional.

- September 8, 2015: [Tres museos estatales abren sus puertas a Wikipedia](#), La Moncloa.
- September 8, 2015: [El Arqueológico Nacional y los museos del Romanticismo y del Traje se abren a Wikipedia](#), El Distrito.
- September 8, 2015: [Wikipedia se incorpora a la plantilla de tres museos españoles](#), teinteresa.es.
- September 8, 2015: [Tres museos estatales actualizarán "con rigor" sus contenidos en Wikipedia](#), eldiario.es.
- September 8, 2015: [Wikipedia se incorpora a la plantilla de tres museos españoles](#), El Economista.
- September 8, 2015: [Museos actualizarán "con rigor" contenidos en Wikipedia](#), Sinaloa hoy.
- September 8, 2015: [Museos actualizarán "con rigor" contenidos en Wikipedia](#), El Debate.
- September 8, 2015: [Tres museos estatales abren sus puertas a Wikipedia](#), Ministerio de Educación, Cultura y Deporte.
- September 8, 2015: [Tres museos estatales abren sus puertas a Wikipedia](#), Diario digital de Asturias.
- September 8, 2015: [Tres museos estatales abren sus puertas a Wikipedia](#), La Mirada Actual.
- September 8, 2015: [Tres museos estatales abren sus puertas a Wikipedia](#), El Mercurio digital.
- September 8, 2015: [Tres museos estatales abren en Wikipedia](#), eastwind.es.
- September 8, 2015: [Tres museos estatales abren sus puertas a Wikipedia](#), Revista de Arte.
- September 8, 2015: [Tres museos estatales actualizarán "con rigor" sus contenidos en Wikipedia](#), El Día.
- September 8, 2015: [Tres museos estatales actualizarán "con rigor" sus contenidos en Wikipedia](#), La Vanguardia.
- September 8, 2015: [Tres museos estatales actualizarán "con rigor" sus contenidos en Wikipedia](#), Agencia EFE.
- September 8, 2015: [El Museo del Romanticismo abre sus puertas a Wikipedia](#), Somos Chueca.
- [El Museo del Romanticismo en Wikipedia](#), Museo del Romanticismo.

- [Tres museos estatales abren sus puertas a Wikipedia](#), Revista DArtes.
- September 9, 2015: [Tres museos abren sus puertas a Wikipedia](#), Revista Mito.
- September 9, 2015: [El Museo del Romanticismo abre sus puertas a Wikipedia](#), Somos Malasaña.
- September 9, 2015: [Tres museos estatales abren sus puertas a Wikipedia](#), Agenda de la empresa.
- September 10, 2015: [Museos madrileños se apuntan a Wikipedia](#), Ritmos XXI.

Later, as we approach the date of the triedit-a-thon, several media interested in the project:

- October 8, 2015: [Entrevista de radio](#), Onda Madrid.
- October 13, 2015: [Se busca científico español para escribir y mejorar artículos \(Razón: Wikipedia\)](#), eldiario.es.
- October 14, 2015: [Tres museos españoles abren sus puertas a la Wikipedia](#), Heraldo de Aragón.
- October 17, 2015: [Wikipedia se profesionaliza de la mano de tres museos estatales](#), El Confidencial.
- October 17, 2015: [Wikipedia se profesionaliza de la mano de tres museos estatales](#), Heraldo de Aragón.
- October 17, 2015: [Wikipedia se profesionaliza de la mano de tres museos estatales](#), El Diario Vasco.

Finally, due to the Princess of Asturias awards ceremony, one of which went to Wikipedia, we attended radio and television:

- October 23, 2015: [RTPA. Wikipedia, premios Princesa de Asturias 2015](#), RTPA.
- October 27, 2015: [Entrevista de radio](#), Cadena Ser.



Regarding communication with the Wikimedia movement, we have used three channels, in addition to the messages through social networks and

Wikipedia Café: Wikimedia Spain blog, Wikimedia Foundation blog and the newsletter *This month in GLAM*, with the following entries:

- September 8, 2015: [Los museos estatales abren las puertas a Wikimedia España](#), Wikimedia Spain.
- October 9, 2015: [Llega el trieditatón!](#), Wikimedia Spain.
- November 20, 2015: [Three state museums open the doors to Wikimedia Spain and host concerts for Wikipedia](#), Wikimedia.
- December 14, 2015: [Edita sobre tres museos, ¡y gana!](#), Wikimedia Spain.
- December 22, 2015: [La música del Romanticismo suena en Wikipedia](#), Wikimedia Spain.
- December 31, 2015: [Adiós a 2015, un año lleno de experiencias](#), Wikimedia Spain.
- February 14, 2016: [Recording romanticism and filling Wikimedia Commons with 19th century music](#), Wikimedia.
- March 3, 2016: [Spanish GLAMing](#), Wikimedia.
- [GLAMing Madrid, Wiki Loves Folk & Gobernantes de Chile](#), This Month in GLAM – Volume VI, Issue I, January 2016.
- [GLAMing Madrid and Wiki Loves contests](#), This Month in GLAM – Volume V, Issue XII, December 2015.
- [GLAMing Madrid, Wiki Loves Earth and Carmen Thyssen Museum](#), This Month in GLAM – Volume V, Issue XI, November 2015.
- [GLAMing Madrid, libraries and free images](#), This Month in GLAM – Volume V, Issue X, October 2015.
- [Wiki Loves Monuments; Wiki Takes Ayora; GLAMing Madrid; Wikimedia Connection; Creative Commons Valladolid Film Festival](#), This Month in GLAM – Volume V, Issue IX, September 2015.

During the III Wikimedia Spain Conference, between 25 and 27 September 2015, a guided tour, for those attending this conference, was organized by two of the museums, the Museum of Romanticism and the National Archaeological Museum.

Finally, we elaborated and published an online handbook, available to anyone via Wikimedia Commons, which provides guidance, advice, best practices and resources to start a partnership with a GLAM institution:

https://commons.wikimedia.org/wiki/File:C%C3%B3mo_desarrollar_una_colaboraci%C3%B3n_GLAM.pdf

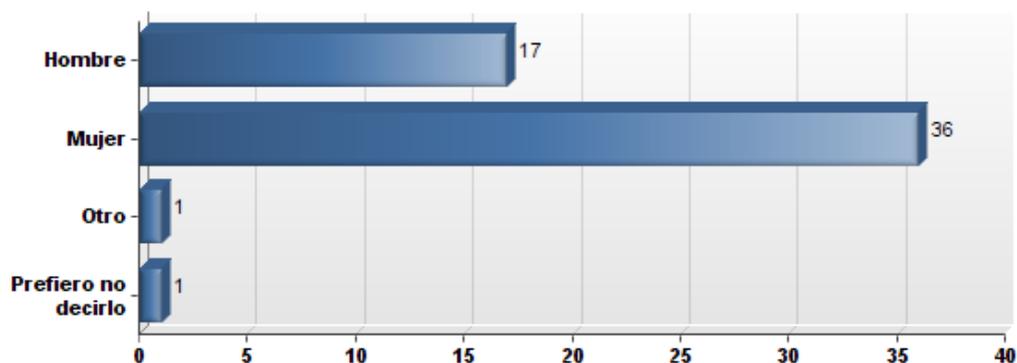
PARTICIPANTS EXPERIENCE

Because an important part of the activities were destined to public, it seemed appropriate to propose two online surveys to obtain information on their experience in the activity.

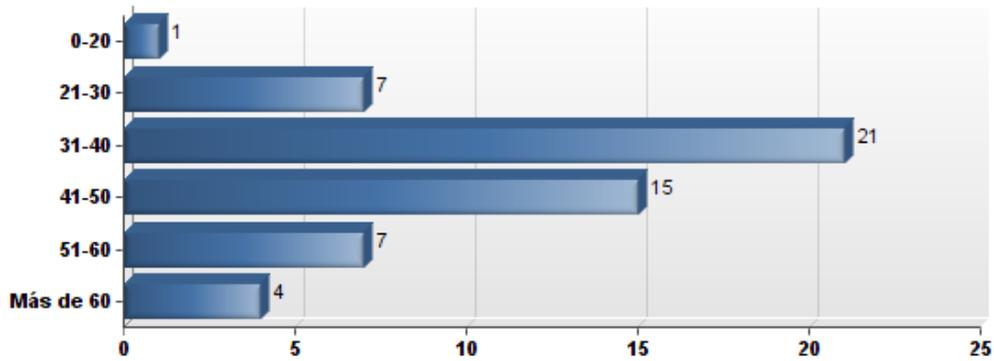
To carry it out we had the help of the Qualtrics tool provided by the Wikimedia Foundation; two separate surveys were created, an initial, on the profile of participants and their knowledge of Wikimedia, and a final one, about his experience in the activities.

Regarding the first one, 81 surveys were sent and 55 people answered (67.90%). After analyzing their responses we get the following information:

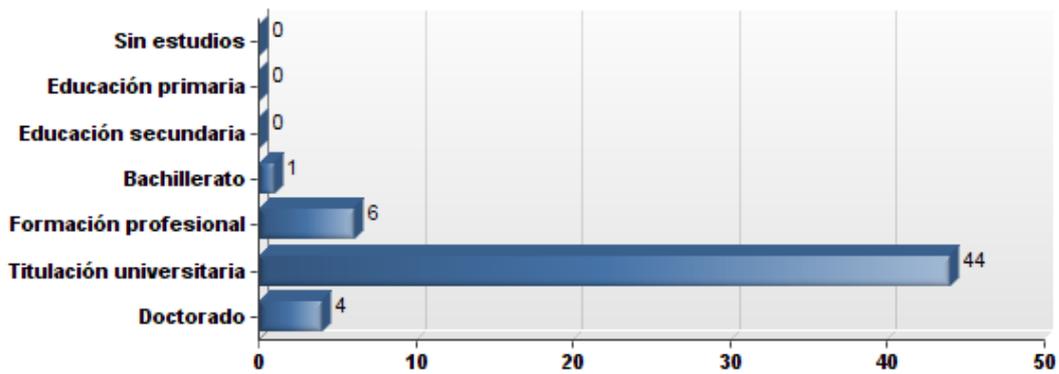
¿How do you identify?



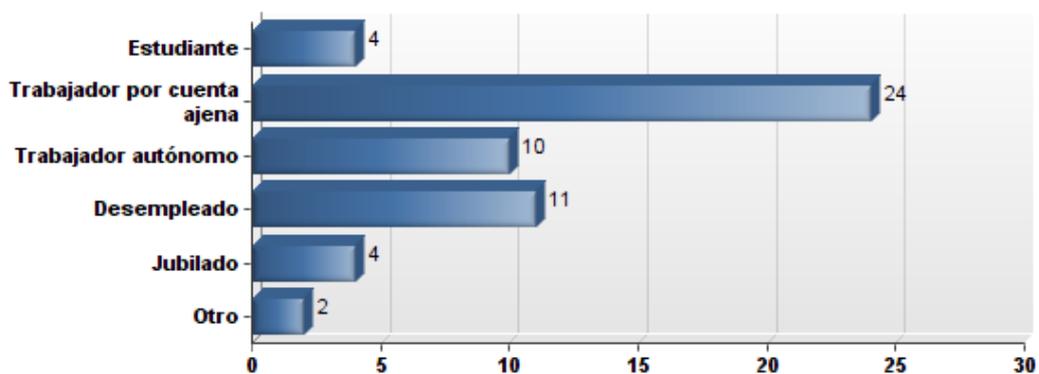
¿What is your age range?



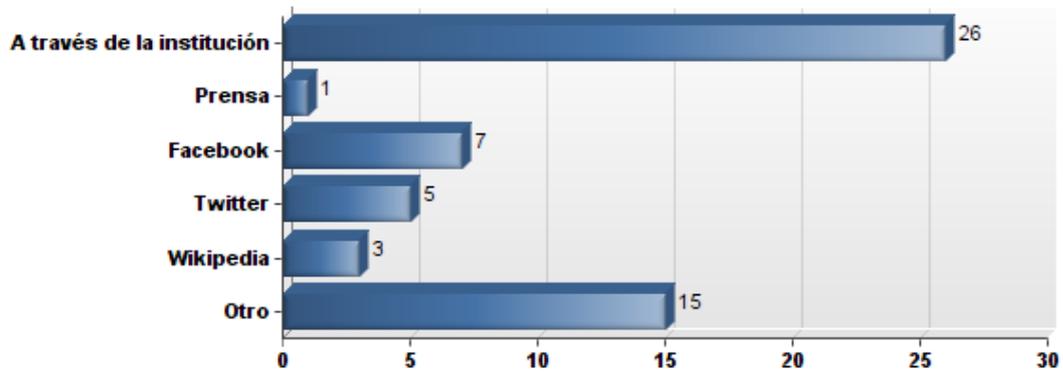
¿What is your level of education?



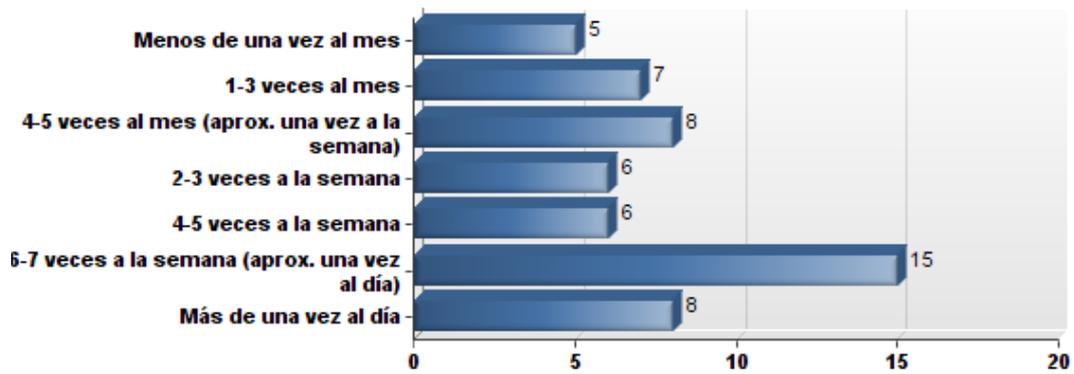
¿What is your employment status?



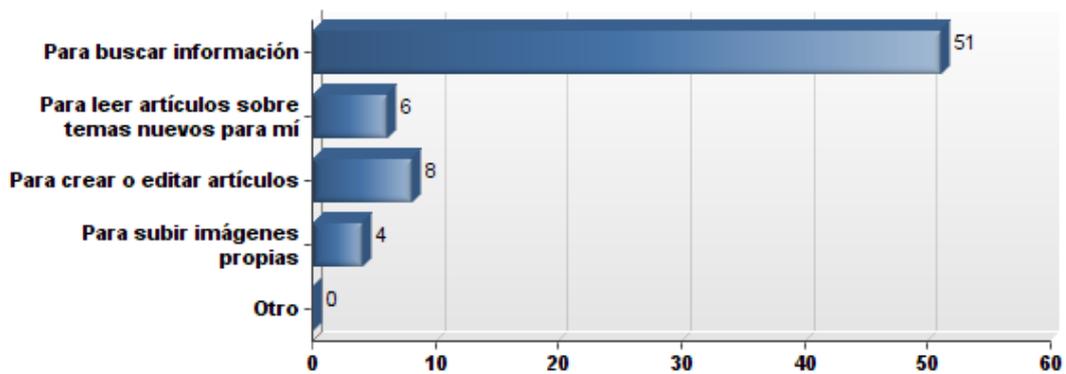
¿How did you hear of the event?



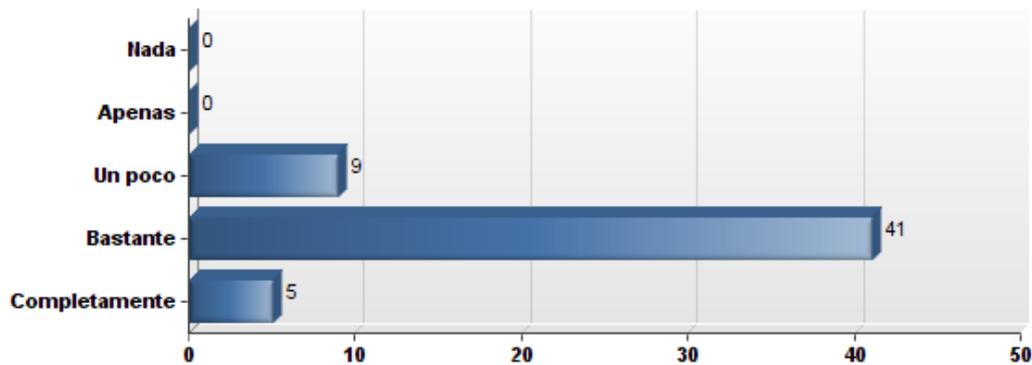
¿How regularly you use Wikipedia?



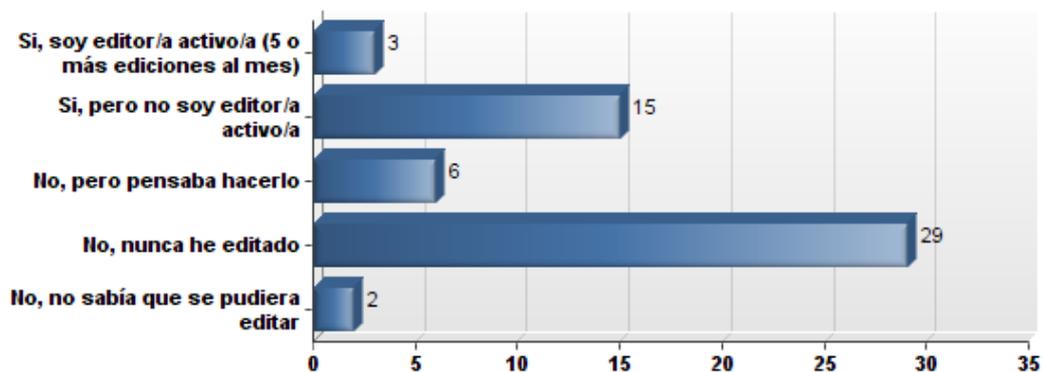
¿How you use Wikipedia?



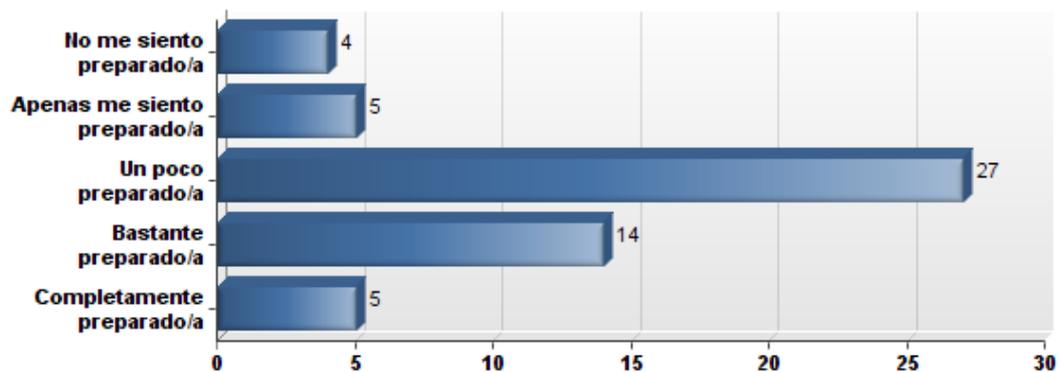
¿What level of trust do you give to Wikipedia as source of information?



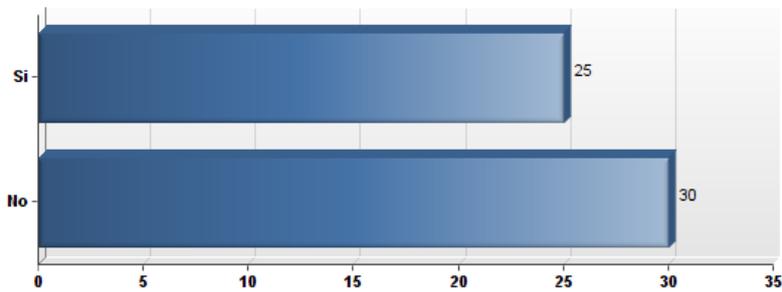
¿Have you previously edited Wikipedia?; if so, ¿what way?



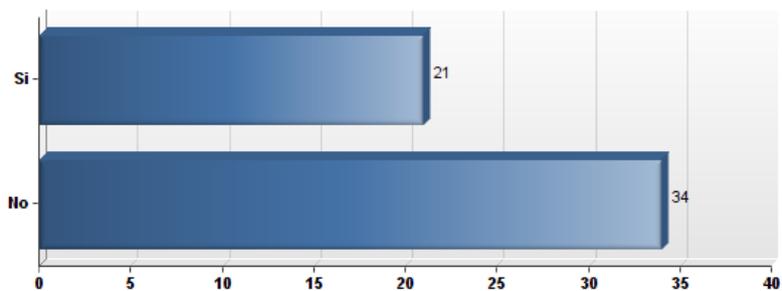
¿How far do you feel ready to edit Wikipedia?



In addition to Wikipedia, ¿do you know the other projects promoted by the Wikimedia Foundation?

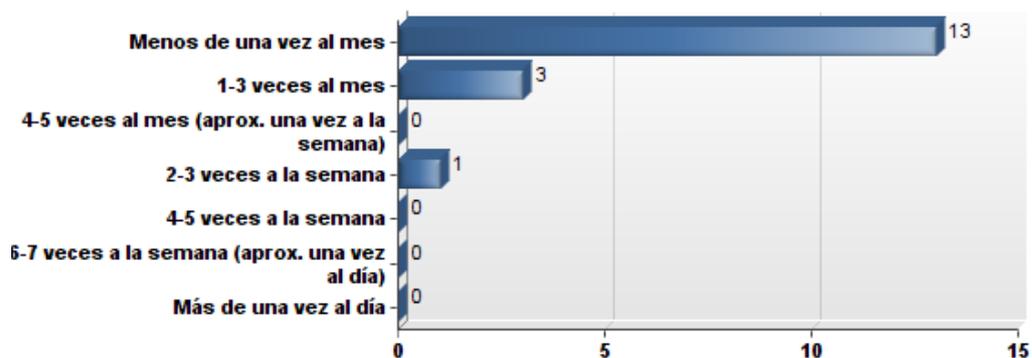


¿Did you know the existence of Wikimedia Spain before this activity?

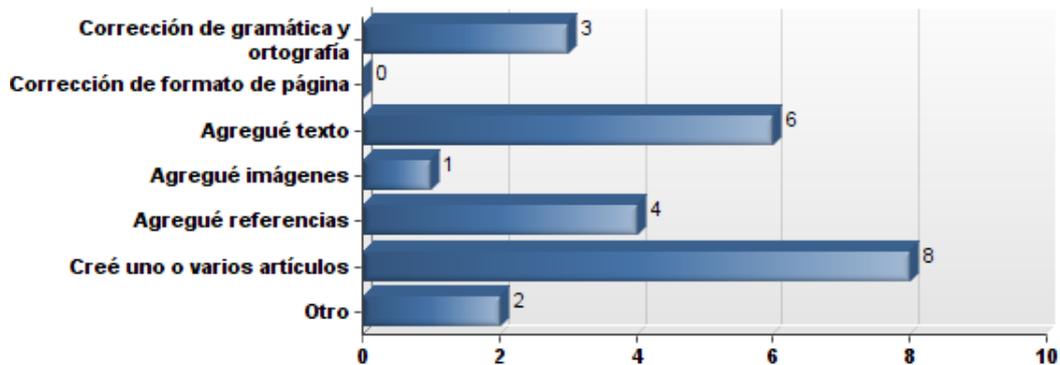


Regarding the second one, 81 surveys sent, answered 17 people (20.98%). In this case, some of the answers were subjective so after an analysis of them we offer the following results:

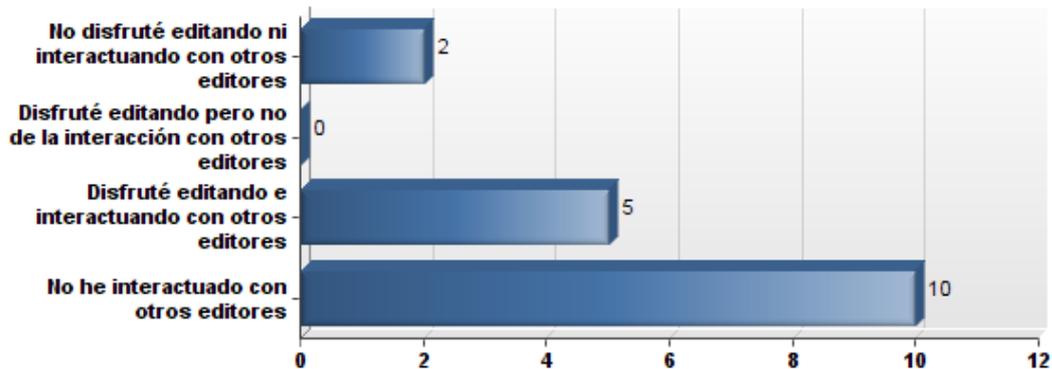
¿How much have you edited during this time?



¿How do you have contributed?



¿How was your experience interacting with other online users?



¿What was the most satisfying experience when editing?

Participants highlighted different sensations, including: learning to use the tool, edit on topics of their interest and be able to contribute something to society, to contribute to the diffusion of scientific information on the Internet, meet people who edit regularly Wikipedia, the constant review by other users, collaboration in a project of this magnitude or the impact of the work done and see that it is consulted and is useful for others.

¿What were the three most useful things you learned?

About editing, participants highlighted the use of the tool, the ability to edit and update information, check the information, the steps to structure the content correctly, the correct use of references or find and use pictures from Wikimedia Commons.

Regarding the Wikipedia community, interaction and continuous review of other editors, the values of the Wikimedia movement, internal rules or policies and tools as new pages or random pages.

¿What aspect of editing you have proved more complicated?

Aspects of editing that were more complicated can be summarized as follows: the use of wiki code, in those cases where the visual editor fails, the template cite Harvard, search an appropriate photo to illustrate a content, start editing, writing and synthesizing information and provide an objective text.

¿What helped you more during activity?, ¿what problems remained unresolved after activity?

Most participants highlighted the attendance of an expert editor that would help them solve all the doubts. In addition, others highlighted learn to reference and structure the text.

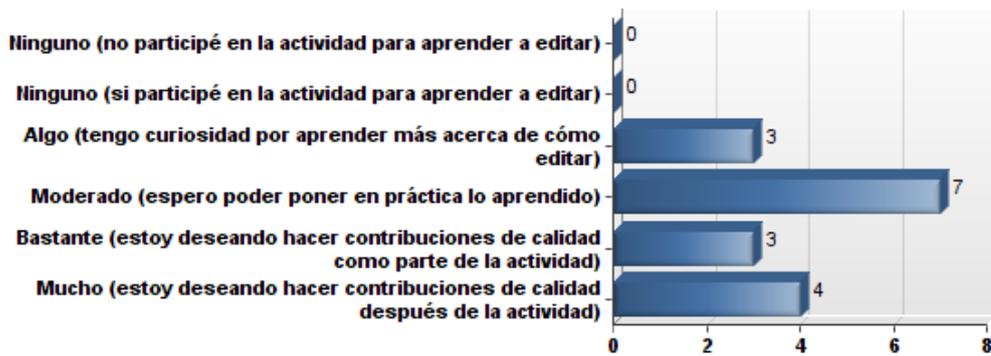
¿What was the less valuable part of the activity?

Among the ideas provided are the short duration of the sessions, that the topic was not particularly interesting or low participation in some sessions.

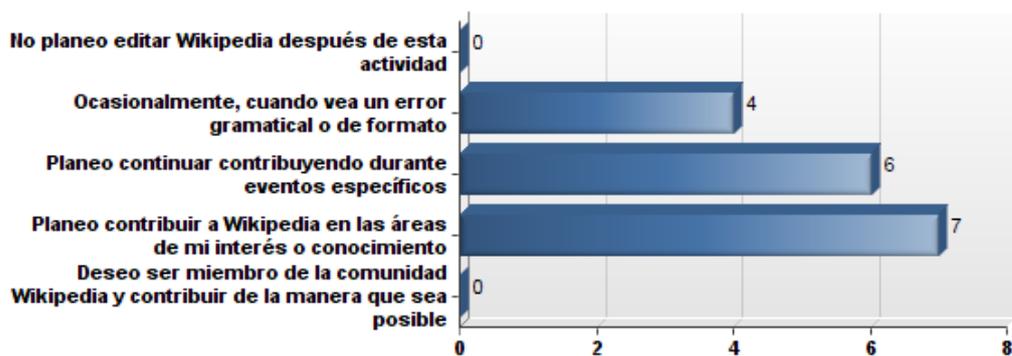
¿What thing would you change in future editions of this activity?

Most of the participants suggested to have longer sessions or a course, or organize thematic working groups. Another aspect was more diffusion, especially among students.

¿What is your level of motivation to edit Wikipedia in the future?



¿How much do you think you will edit Wikipedia in the next month?



¿Would you like to attend another activity in the future?, ¿what type?

Most participants were interested in attending other activities; these include edit-a-thons, thematic sessions, for example Wikimedia Commons, and editing workshops, both cultural institutions and the administration.

¿Is there something else you want to share about this experience?

In conclusion, some indicated the positive of both understand the functioning of Wikipedia and to contact with people of similar interests, the innovation of carrying out such a program of workshops in museums,

the existing need for such initiatives to learn to use the tool or satisfaction for classroom assistance obtained thanks to the Wikimedia Spain member.

LEARNED LESSONS

Throughout these four months, there are things that we are especially proud and others that have gone bad or not as well as expected. Thanks to these, together with the experience accumulated over the project, we have learned a number of lessons or patterns that are needed to analyze and adopt for future activities.

Adaptation to each institution

First, although it seems obvious, that not all GLAM institutions are equal. Although, as in the case of state museums, are running by the same organization, they do not work similarly. In fact, as has happened on this occasion, the processes in each of the museums are very different.

Every decision, every step to take, has to follow a process that carry a certain time of organization. The reduced number of activities during the month of September due to this reason; planning took a while that, if done previously, could have been used in other tasks.

Another aspect is that not all activities have the same effect on the institutions themselves, so it should not apply the same pattern of collaboration to each museum. Instead it is advisable to know each institution and see what kind of activity or collaboration fits best according to their characteristics.

In this case, for example, the workshop program worked very well in the National Archaeological Museum and the Museo del Traje, not in the Museum of Romanticism; in this one worked very well recording classical music concerts.

Registration in activities

There are several lessons to be highlighted from editing workshops. Starting with the inscription, we found that in the three museums happened the same phenomenon: in most of the workshops places offered

were covered completely, but the day of the activity did not go all the people involved.

Museums indicated that it is something that occurs frequently in all scheduled activities. Some of those who participated said they had not attended other sessions because, after registration, had not received confirmation or reminder days before the activity.

This can have two readings; it was forgotten by the people or, as indicated by some of the people, it is necessary to establish a continuous contact with people who enroll to confirm and ensure their attendance.

Solutions to technical problems

It is essential to ensure a space with a suitable Internet connection, preferably WiFi; in this case, only the National Archaeological Museum had such a possibility, being even improved for holding various activities. In the Museo del Traje did not work WiFi but had 6 computers and the ability to plug in more computers via cable, while the Museum of Romanticism there was no possibility to connect from the Museum so the solution was to conduct the workshops in the cafe.

This taught us to look for alternatives when conditions of an institution do not favor carrying out an activity; it is possible that those alternatives are not always found, or are not geographically close, but it's something to consider.

Staff training

From museum staff we learned their willingness to learn. Everyone who participated showed interest in how Wikipedia works and many indicated their intention to correct or improve content, but they did not know how or did not dare to work on it.

We consider essential that any future collaboration with cultural institutions devote time to training staff who are interested and thus take a further step in the involvement of GLAMs in the Wikimedia movement.

Alliance of activities

Regarding content generation, we have seen how an alliance between holding workshops, editing contest and content donation by museums has achieved articles of certain quality. In addition, the set of activities has not only facilitated the increase in content but has successfully achieved the involvement of the public, online editors and staff of museums, all working towards the same goal.

In addition, many participants enjoyed learning, their work in the workshops, but still missing there were activities more regularly, beyond the duration of the project. This makes us plan the possibility of holding regular, and not only as part of a project, editing workshops or similar activities in these or other institutions.

Music recording

Concerts of classical music at the Museum of Romanticism gave us the lesson already indicated above: the recommendation to record, or obtain recordings, in which there is no audience, because after the first experience we found that any noise or sound can ruin the quality of a recording. As we want images that are uploaded to Wikimedia Commons have the best quality possible, we try the same thing happen with audio or video.

Edition contests

After the end of GLAMing Madrid Challenge we asked participants about their experience, what things should be corrected or suggestions for future events. Among the answers, we find particularly interesting two; on the one hand a higher score after creating original articles, compared with creations based on translations, by the different degree of effort that represents a task over another.

On the other hand, the suggestions to provide more material like magazines or other online publications, so that participants have more sources on which to rely. This could be connected with the work being carried out The Wikipedia Library to provide reliable and accessible resources to improve Wikipedia.

Surveys

Finally, it's interesting point out two aspects of conducting the surveys. In the first one there was a question asking for his name or the name of their user account; as we saw later, people didn't like that due to privacy reasons, so we noted for future surveys not ask for the authorship.

On the other hand, the tool used, Qualtrics, sent surveys so that people received them sometimes in Spam folder, or the message showed the appearance of Spam. This led us to seek assistance from the Wikimedia Foundation, before sending the second survey, and avoid this problem.

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- https://commons.wikimedia.org/wiki/File:Entrevista_MAN_02.jpg. Museo Arqueológico Nacional, CC BY-SA.

About the resources, the following tools have facilitated the work throughout the project: [Qualtrics](#), [Wikimetrics](#), [GLAMorous](#) y [GLAMorgan](#).

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