How can experts share their knowledge on Wikipedia more easily?

Using open license text to collaborate, a case study from UNESCO

July 2018
About UNESCO

- United Nations Educational, Scientific and Cultural Organization
- Aims to create peace in the minds of men and women
- Five main Sectors: Education, Culture, Science, Social and Human Sciences and Communication and Information
- Working towards achieving the Sustainable Development Goals (SDGs)
About UNESCO publications

- Publications are written by expert researchers on topics related to UNESCO’s work
- The Education Sector is UNESCO’s biggest publisher
- Since 2013, UNESCO published over 1500 publications under the CC BY-SA license
- Latest UNESCO publications are available on paper and on unesco.org and unesdoc.unesco.org
Education themes

- Education systems reform
- Literacy
- Skills for work and life
- Higher education
- Teachers
- Digital learning
- Early childhood development
- Emergencies and conflicts
- Inclusive education
- Education of women and girls
- Education for sustainable development
- Global Citizenship Education
- Holocaust remembrance
- Education for health and well-being
- School violence and bullying
UNESCO and Wikimedia

United Nations Educational, Scientific and Cultural Organization
Example 1: Promoting Wiki loves contests

Wiki Loves Africa

Wiki Loves Monuments

Wiki Loves Earth

Promoted to over 10 million followers
Example 2: Exhibition on open license images from Wikimedia

UNESCO, Paris

United Nations, Geneva

Puente Bizkaia, Getxo, Spain

Spånga Town Hall, Stockholm, Sweden
Example 3: Gender gap editathon at UNESCO

Wiki4Women
Find more information: Wikiproject United Nations
An overview of Wikimedia for UN agencies

Wikimedia is a non-profit organization that provides free knowledge to the world, enabling anyone to learn and contribute. It is important to consider how Wikimedia can be integrated into the work of UN agencies to support their goals.

Collaborations

History of collaborations

Wikimedia has a long history of collaborating with organizations in education, science, culture, and beyond, with a diverse range of partners. These collaborations are not only beneficial for the partners involved, but also for the wider community.

Branding

Branding is an important aspect of any organization. It is crucial to ensure that branding is consistent across all platforms and channels.

Openness

Openness is an important principle of the UN system. Openness can be achieved through transparency, collaboration, and accessibility.

Cooperation

UN organizations and Wikimedia have collaborated on various projects, including the production of educational materials and the creation of open educational resources.
UNESCO sharing knowledge on Wikipedia: What and why

UNESCO holds a great amount of knowledge which isn’t on Wikipedia, but...

1. Wikipedia takes a long time to learn, retention rates are very low for new editors

2. UNESCO staff has not enough time to write articles from scratch

Opportunity: publications are under CC BY-SA
The process

CC text → Instructions → Wikipedia article → Metrics
UNESCO EDUCATION SECTOR

Process

Preventing violent extremism through education
A guide for policy-makers

Step 1: Select the text from a UNESCO publication
Step 2: Follow the instructions
Step 3: Add the text to Wikipedia
Step 4: attribute the text including a link to the publication
A total of 44 ED publications were reviewed (most recent OA publications from 2014-2017)
## Organising content

### Implementing the Right to Education: A Compendium of practical examples

- PDF on UNESCO website
- UNESDOC license page

<table>
<thead>
<tr>
<th>PDF page number of section</th>
<th>Description</th>
<th>Suggested articles &amp; improvements</th>
<th>Notes</th>
</tr>
</thead>
</table>
| General                   | Target articles:  
  - Right to education  
  - Education for all  
  - Educational equity  
  - Economic, social and cultural rights  
  - Discrimination in education  
  Create:  
  - National frameworks for the Right to education  
  - National frameworks for the prevention of discrimination in education  
  - National frameworks to ensure gender equality |  | This publication provides detailed statements from national constitutions, charters, statutes, etc. |
| P. 9                      | Introduction |  |  |
| P. 14-39                  | Chapter 1: Legal Framework  
  Provisions concerning inclusion (vulnerable groups) (30) | Create:  
  National frameworks for the Right to education  
  Link back to Right to education and create heading “Right to education” for relevant countries on their education articles. For example, The Education Act of Burkina Faso (23) could be used to create the heading “Right to education” on Education in Burkina Faso | This section details the precise wording from various national frameworks that support the Right to Education. |
| Chapter 2: Eliminating and preventing discrimination in and through education  
  Non-discrimination in the admission of pupils to educational institutions (41)  
  Non-discrimination within the | Create:  
  National frameworks for the prevention of discrimination in education  
  Improve: Discrimination in education and link back to country education pages | This section details the precise wording from various national that prevent discrimination in Education. |
Sharing images from publications

Spread of literacy since the mid-twentieth century [edit]

Literacy data published by UNESCO displays that since 1950, the adult literacy rate at the world level has increased by 5 percentage points every decade on average, from 55.7 per cent in 1950 to 86.2 per cent in 2015. However, for four decades, the population growth was so rapid that the number of illiterate adults kept increasing, rising from 700 million in 1950 to 878 million in 1990. Since then, the number has fallen markedly to 745 million in 2015, although it remains higher than in 1950 despite decades of universal education policies, literacy interventions and the spread of print material and information and communications technology (ICT). However, these trends have been far from uniform across regions. [18]

Regional disparities [edit]

Cross-national comparisons of literacy rates are imperfect, given that different countries define literacy in different ways. [19] However, available global data indicates significant variations in literacy rates between world regions. North America, Europe, and Central Asia have achieved almost full adult literacy (individuals at or over the age of 15) for both men and women. Most countries in East Asia and the Pacific, as well as Latin America and the Caribbean, are above a 90% literacy rate for adults. [20] Illiteracy persists to a greater extent in other regions: 2013 UNESCO Institute for Statistics (UIS) data indicates adult literacy rates of only 78.12% in the Arab States, 67.55% in South and West Asia, and 59.76% in Sub-Saharan Africa. [21]

In much of the world, high youth literacy rates suggest that illiteracy will become less and less common as younger generations with higher educational attainment levels replace older ones. [22] However, in sub-Saharan Africa and South and West Asia, where the vast majority of the world's illiterate youth live, lower school enrollment implies that illiteracy will persist to a greater degree. [23] According to 2013 UIS data, the youth literacy rate (individuals ages 15 to 24) is 84.03% in South and West Asia, and 70.06% in Sub-Saharan Africa. [21]

That being said, literacy has rapidly spread in several regions in the last twenty-five years (see image). [18]
40 articles created
25 graphs extracted
121 improvements made to 79 articles
101 articles interlinked
### Average pageviews in a month

<table>
<thead>
<tr>
<th>Articles</th>
<th>Page view total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Created articles</td>
<td>More than 10 000</td>
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<tr>
<td>Enhanced articles</td>
<td>1,600,000</td>
</tr>
</tbody>
</table>
Results from across UNESCO

Working with all 5 UNESCO sectors to share knowledge on Wikipedia

263 articles using UNESCO text

4.4 million page views per month

A working process for English, French and Spanish Wikipedia, usable by everyone
UNESCO sharing knowledge on Wikipedia: Benefits for both sides

**Benefits for Wikimedia**
- More articles
- Better quality articles
- More experts writing Wikipedia
- A new reason for organisations to publish under open license

**Benefits for partner organizations**
- Share their knowledge more widely
- Page view metrics
- The content spreads by itself
- New audiences
- Translations
Challenges faced

Within UNESCO

- Publications are sometimes not written in the Wikipedia voice
  - Time consuming to add the text (but much quicker than writing again from scratch)
- Images are hard to extract from publication

Wikipedia community

- Building awareness of project
- Existing Wikimedia contributors taking part in the project
  - Time to adjust copyright violation processes on English Wikipedia
- Time to negotiate and explain with Wikipedia contributors
How you can work with us

1. Expand to other languages, we have the process working in Spanish and French
2. Add text into articles (look at Wikiproject United Nations)
3. Integrate this process into your project

What we can offer

- Work with you to understand this process
- We can provide you with lists of publications
John Cummings
j.cummings@unesco.org

Celina Recalde
cm.recalde@unesco.org
How can experts share their knowledge on Wikipedia more easily?

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Mapping missing Biosphere Wikipedia articles
How can experts share their knowledge on Wikipedia more easily?

Using open license text to collaborate, a case study from UNESCO

Creating new MAB Wikipedia articles using OA descriptions of sites
UNESCO EDUCATION SECTOR

7200 pages
11 languages
Written over 35 years by 230 historians from Africa and other parts of the world.

CC BY-SA
How can experts share their knowledge on Wikipedia more easily?

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UNESCO images on Wikimedia

UNESCO has shared around 3000 images on Wikimedia.

Wikipedia articles using the images have been viewed over 15.6 million times and are being used on over 50 different language Wikipedias.
How can experts share their knowledge on Wikipedia more easily?

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**Wikipedia license**

**Share** — copy and redistribute the material in any medium or format

**Adapt** — remix, transform, and build upon the material for any purpose, even commercially.
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Wikipedia is an online encyclopedia written by volunteers

“Imagine a world in which every single person on the planet is given free access to the sum of all human knowledge. That's what we're doing.”

Jimmy Wales, cofounder of Wikipedia
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Concept map with a selection of World Heritage Sites

Bubble Chart of MAB biospheres per country
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What Wikidata is

Like Wikipedia but for structured data...
A free and open knowledge base that can be read and edited by both humans and machines.
acts as central storage for the structured data of its Wikimedia sister projects such as Wikipedia and Wikisource
provides support to many other sites and services beyond just Wikimedia projects!
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**Process for adding data**

1. Receive data in a spreadsheet
2. Match items to Wikidata
   - Mix’n’Match
   - Wikidata/Wikipedia tools for Google Sheets
3. Create missing items
   - QuickStatements
4. Add data to Wikidata
   - QuickStatements
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Promoting Open Access

UNESCO promoted existing Open Access photography competitions through social media

- Wiki Loves Monuments
- Wiki Loves Earth (running a competition for Biosphere Reserves)
- Wiki Loves Africa
- These competitions created over 400,000 Open Access images in 2016
- Open Access cultural heritage photo exhibition
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Open Access Data: Wikidata

A sister site to Wikipedia
Like Wikipedia but for structured data
Data from Wikidata can be reused by everyone
How can experts share their knowledge on Wikipedia more easily?

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Benefits for UNESCO of sharing data on Wikidata

• Ensure most up to date and complete information about UNESCO programmes is on Wikidata, Wikipedia and other sites
• Link UNESCO data to other datasets and resources
• Make UNESCO data more visible and more understandable
• Understand coverage of UNESCO topics on Wikipedia
How can experts share their knowledge on Wikipedia more easily?

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<table>
<thead>
<tr>
<th>Data Type</th>
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<tbody>
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<td>World Heritage Sites:</td>
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<td>2350</td>
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<tr>
<td>Geoparks:</td>
<td>550</td>
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<tr>
<td>UNESCO AWLD:</td>
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<tr>
<td>UNESCO Awards:</td>
<td>100</td>
</tr>
</tbody>
</table>
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Using open license text to collaborate, a case study from UNESCO

Link UNESCO data to other datasets
How can experts share their knowledge on Wikipedia more easily?

Using open license text to collaborate, a case study from UNESCO

Link UNESCO data to other datasets
How can experts share their knowledge on Wikipedia more easily?

Using open license text to collaborate, a case study from UNESCO

Linking knowledge together
How can experts share their knowledge on Wikipedia more easily?

Using open license text to collaborate, a case study from UNESCO

**Linking to Open Access images on Wikimedia**

Map of Biosphere Reserves linked to Open Access images on Wikimedia
How can experts share their knowledge on Wikipedia more easily?

Using open license text to collaborate, a case study from UNESCO

Make UNESCO data more visible and understandable
UNESCO data is included on Wikipedia
How can experts share their knowledge on Wikipedia more easily? Using open license text to collaborate, a case study from UNESCO

Google search (including natural language)
How can experts share their knowledge on Wikipedia more easily?

Using open license text to collaborate, a case study from UNESCO

Monumental: Open Access built heritage explorer
How can experts share their knowledge on Wikipedia more easily?

Using open license text to collaborate, a case study from UNESCO

Histropedia

Timeline of World Heritage Sites, colour coded by country
How to reuse images from Wikimedia Commons

Using photos from Wikimedia Commons

Find photos

There are three main ways to find high-quality photos on Wikimedia Commons:

- Photography competitions: Wikimedia has several photography competitions which award $100,000 in high-quality, free-to-use photos.

Credit the author

- Click on the download icon at the bottom right-hand corner of the page.
- Click on Greenbot's original file to download the highest resolution version available.

Share your photos

Hundreds of organisations and tens of thousands of individuals have shared their content with Wikimedia and reached a worldwide audience. Through Wikimedia, FDO finds unique images and their page views per month. All media shared on Wikimedia Commons is rights-managed with a free license of Wikimedia Commons attribution and free educational use in the world, requiring you to give the credit of the creator to share on Wikimedia Commons.

If you would like to share a small quantity of media you can simply make an account and upload it using the Upload Wizard. For larger collections, please contact your local Wikimedia organization who will be able to work with you to upload the content and measure reach.

Free to use

All media files on Wikimedia Commons can be used by anyone, including commercially and even media files that contain information about license.

About Wikimedia Commons

This simple guide will help you through the process of using millions of high-resolution photos on Wikimedia Commons which are free of charge to use, including for commercial use. This guide is also available in other languages, and a Spanish version is available on the website. Wikimedia Commons has 47,703,809 freely licensed and public domain educational images, audio and video available to everyone, in their own language. Wikimedia Commons provides all the content for the entire Wikimedia projects including Wikipedia. It contains content from both organisations and individuals and is created and maintained by volunteers.

Wikimedia is a global movement whose mission is to bring free educational content to the world. Wikimedia strives to bring about a world in which every single human being can learn and share the sum of all knowledge.

Further information

Creative Commons, more in-depth guide on using content.
Creative Commons Search tool allowing you to search a range of licences for free content including large scale albums like Flickr.
Wikimedia Commons help index more information on Wikimedia Commons.
Creative Commons, best practices for attribution: Further information on crediting Creative Commons images.
No project. One million logo free icons.
Unsplash. Royalty-free images.
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Open Access text

Work with staff from UNESCO and Wikipedia volunteers to copy UNESCO OA text into Wikipedia
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**Understand coverage of UNESCO topics on Wikipedia**

**Missing Wikipedia articles for Memory of the World**