# Libraries as Community Memory:

# The Ulwazi Programme

Grant McNulty

# The Ulwazi Programme

- What is the Ulwazi Programme?
- Goals of the Programme
- Ulwazi Programme Model
- How does it work?
- Special Projects
- Ulwazi Programme Stats
- Challenges
- Achievements

# What is the Ulwazi Programme?

- Initiative of the Libraries & Heritage Department of the eThekwini Municipality
- Programme to collect and share local knowledge and histories in local language
- Conceptuliased by ex-Head of IS, Betsie Greyling
- Insufficient management systems for local knowledge perpetuates lack of local content on the Internet
- Poor digital literacy in local communities

# What is the Ulwazi Programme?

- Developed inline with UN Millennium Development Goals and the WSIS Action Plans of 2002/03
- Calls for access to info for all, capacity-building and development of local content in local languages
- Potential of the existing library infrastructure to facilitate the participation
- Developed by McNulty Consulting using MediaWiki, in collaboration with the public library and the community
- Local wiki for eThekwini Municipality

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# Goals of the Programme

- Preserve and share local knowledge
- Build capacity in digital skills
- Develop a sustainable digital library of local relevance and in local language
- Encourage local communities to become part of the global information society
- Promote social inclusion and contribute to socio-economic transformation

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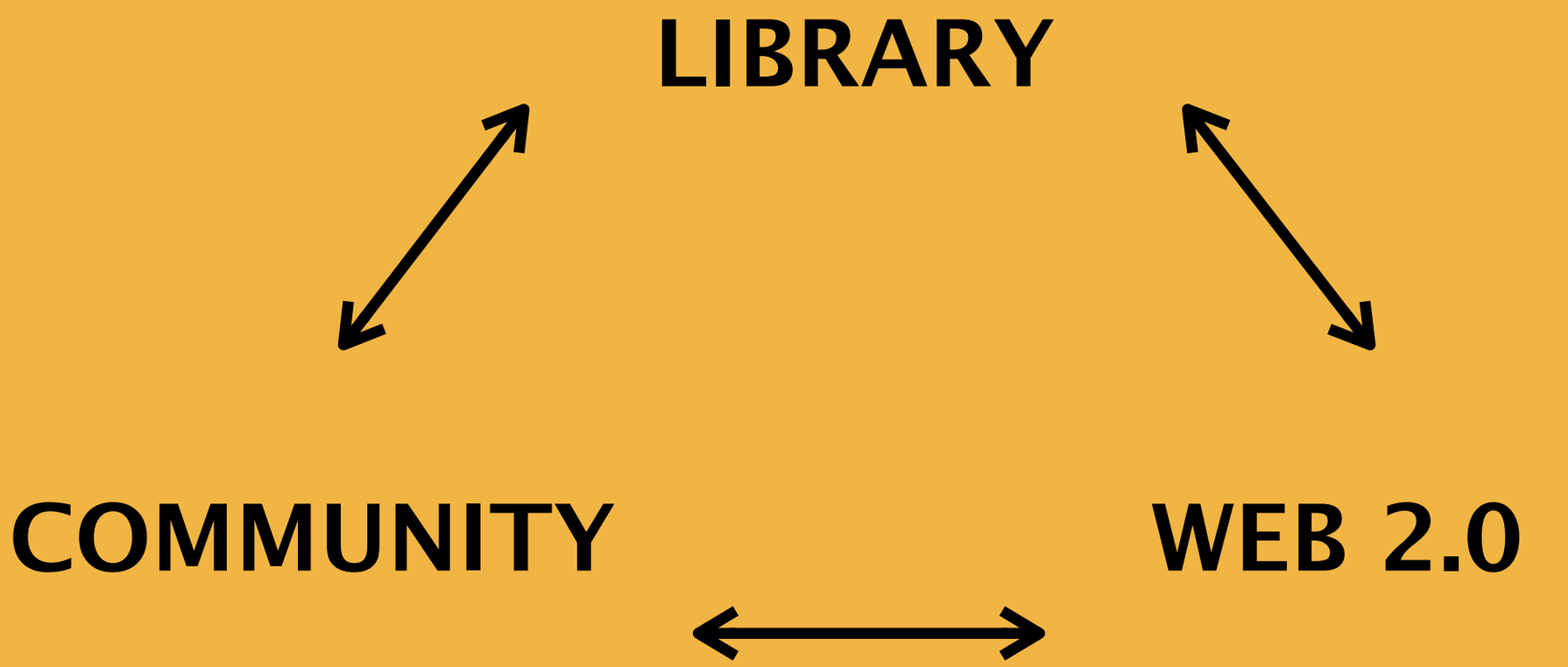
# The Ulwazi Programme Model

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# The Ulwazi Programme Model

**Community**

- Hold Knowledge
- Validate
- Contribute

**Library**

- Infrastructure
- Support
- Resources
- Funding
- Facilitate Training

**Technology**

- Open-source
- Social Media
- Mobile Devices

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# Community Participation

# The Community?

- **Fieldworkers are key**: trained in oral history methodology, basic digital media skills and MediaWiki

- Volunteer fieldworkers, community members, record knowledge and histories

- Formal researchers from heritage and library departments, universities, local museums, community development projects

- Special target groups such as artists, community historians, poets, writers

- Schools

# Library

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# The Library

- Anchor partner – stable position (community and government structure)
- Uniquely placed
- Offers infrastructure and resources
- Facilitates training
- Supports the technology and data collection
- Provides content management and information skills

# Technology in Action

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# Open-source and Social Media

- Combination of open-source software and social media
- Open-source software: freely available, no licensing fees and a common philosophy of sharing
- Social media: used to create new entry points for the programme, including:
  - Facebook, Twitter & Flickr
- Although **search results** are main entry point

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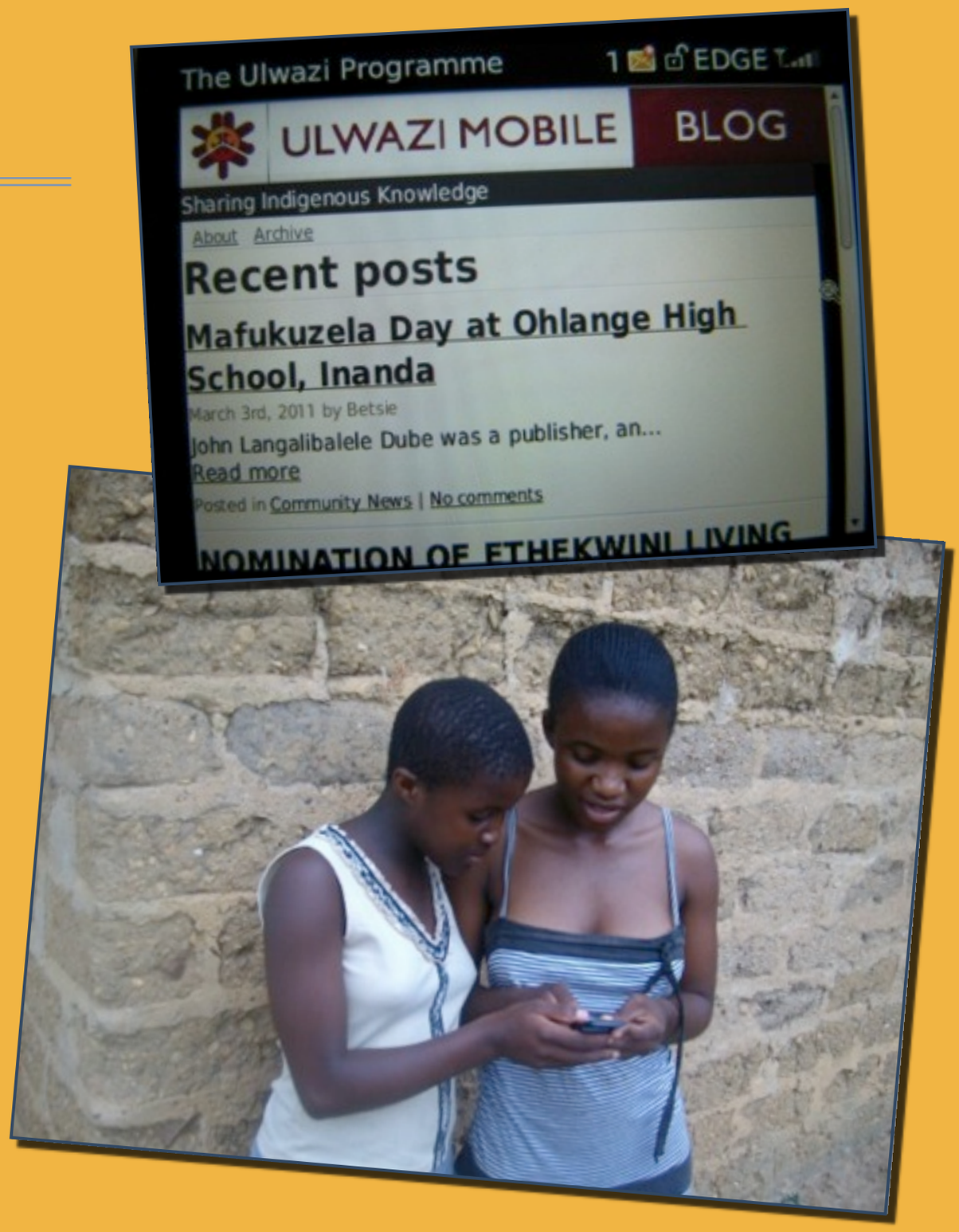
# Going Mobile

- Great increase in mobile internet access
- Ulwazi Programme available on mobile phones
- Scaled down version of Ulwazi Wiki automatically presented on mobile phones and tablets
- Currently, 74% of visitors access the website through a mobile device



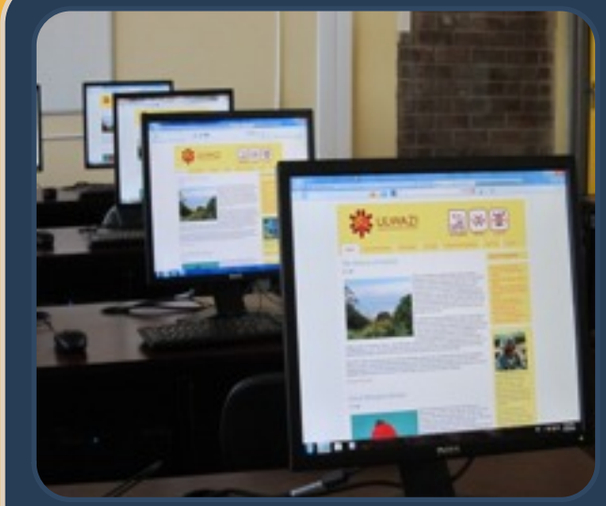
# How the Programme Works

## Planning

- Research
- Design
- Budget
- Promotion
- Target Areas

## Implementation

- Selection
- Recruitment
- Training
- Data Collection
- Content Management
- Media Management



## Sustainability

- Organisational Structure
- Project Management
- Technology Management
- Fieldworker Management
- Equipment Maintenance
- Promotion

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# Process

Goals & Objectives
Planning
Selection & Recruitment
Training
Data Collection
Content & Media Management
Promotion
www.ulwazi.org

# Special Projects

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# Schools Project

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# Schools Project

- Grade 10 to 12 IT students at township and rural schools around the eThekwini Municipality
- Taught basic web and research skills (email, adding content online, finding info on the Internet)
- 8 weeks long, extra-mural activity
- Thematic approach: School History, Family Histories, Places of Significance and Aspects of Local Culture
- 4 articles to the Ulwazi Community Memory Wiki
- Online test with certificates

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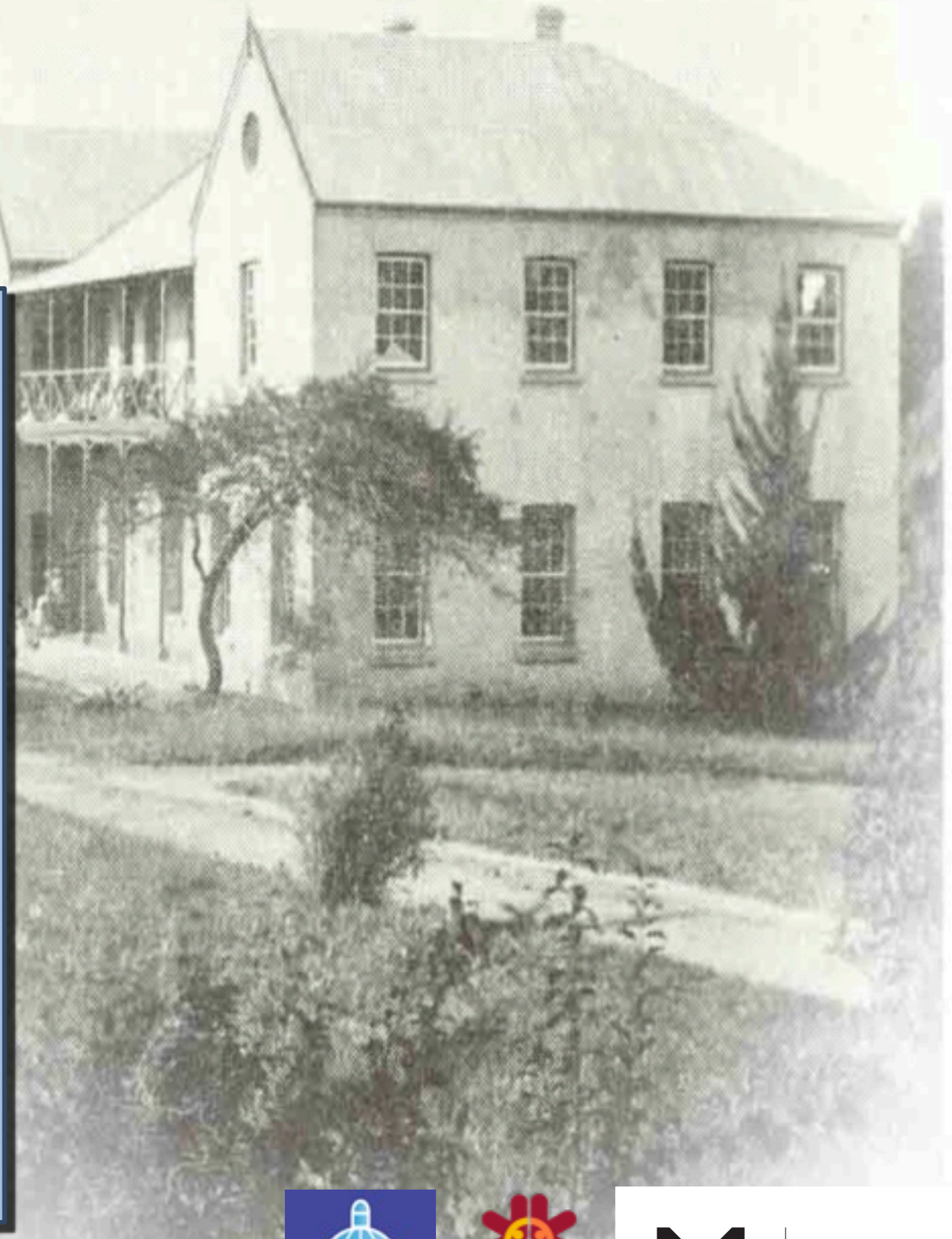
# Heritage Map



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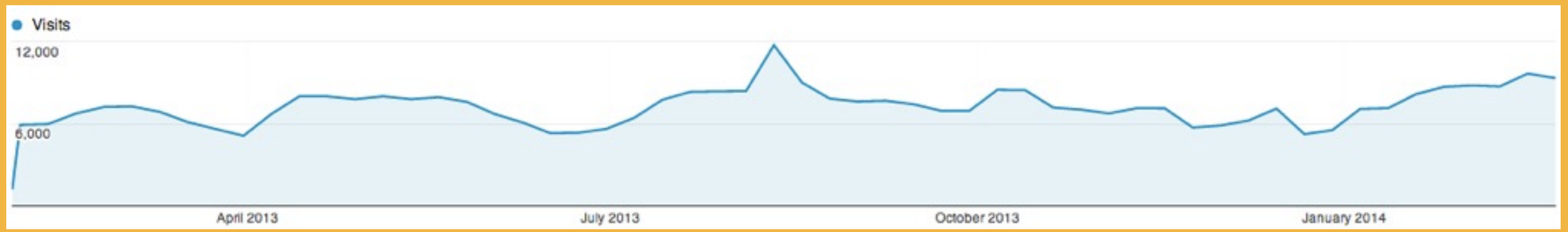
# Weekly Visitors: Feb 2013 - Feb 2014




February 2009 – February 2010: **21, 125** visitors

VS

February 2013 – February 2014: **309, 386** visitors

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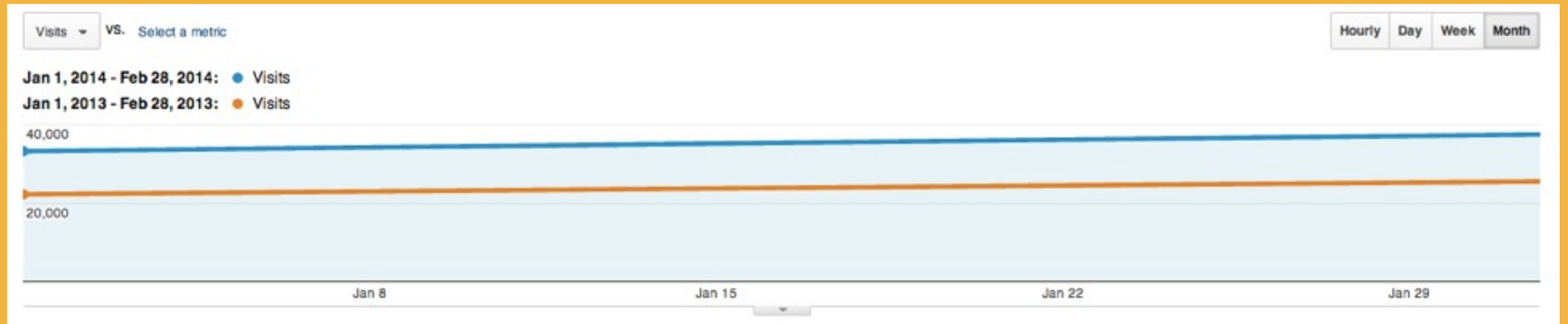
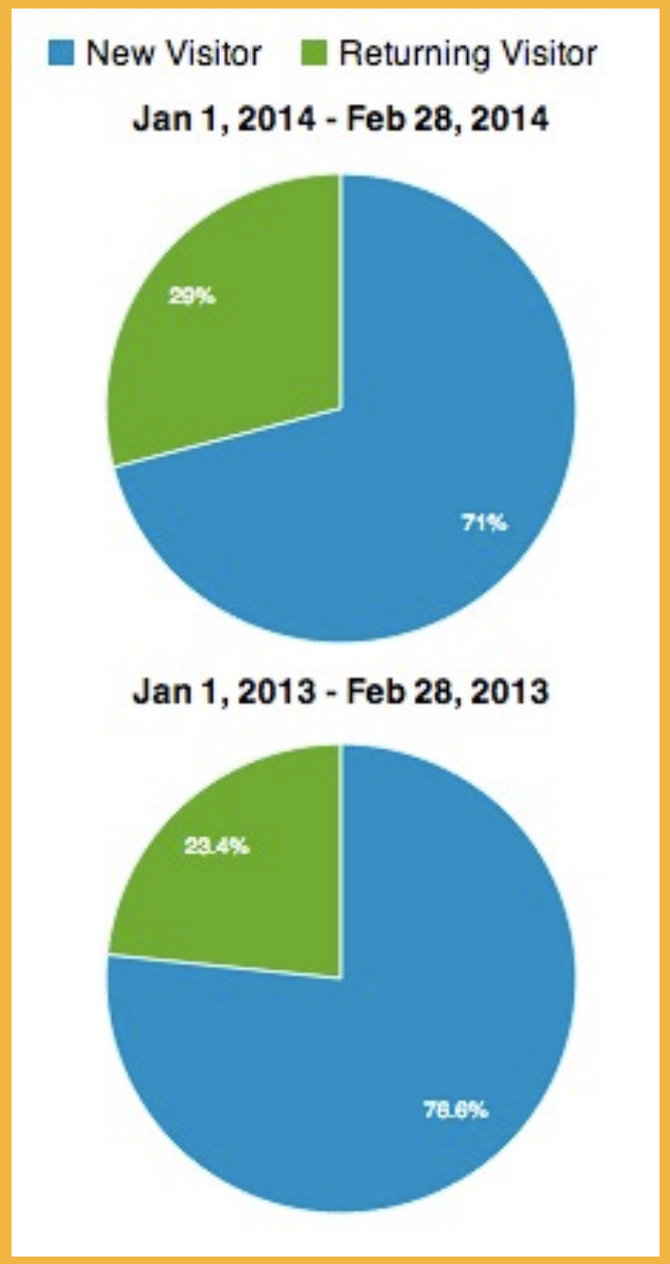
# Visitors: Jan 2013/4 - Feb 2013/4



- 48% more visits
- 39% more visitors
- 57% more pageviews
- 21% increase in time on wiki

# New VS Returning Visitors




- Visitors are finding worthwhile content on the Ulwazi Programme Wiki
- They are returning to it as a source of information
- 6% increase in returning visitors

# Visitors: South Africa

Linguistic Communities: Most visitors from KwaZulu-Natal, the eThekwini Municipality & Joburg

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# Analytics: Keywords & Content

| | Keyword | | Visits |
|---|---|---|---|
| 1. | (not provided) | | 2,607 |
| 2. | umemulo | Coming of age ceremony | 2,289 |
| 3. | umembeso | Part of lobola negotiations | 1,217 |
| 4. | soji recipe | Indian dessert | 1,075 |
| 5. | izaga | Zulu proverbs | 913 |
| 6. | ulwazi | | 829 |
| 7. | zulu houses | | 822 |
| 8. | izinganekwane | Zulu folktales | 638 |
| 9. | amaphupho | Dreams | 597 |
| 10. | soji | | 539 |

| | Keyword | | Visits |
|---|---|---|---|
| 11. | izithakazelo | Clan praises | 508 |
| 12. | umhlonyane | Coming of age ceremony | 501 |
| 13. | jukskei | Afrikaans game | 478 |
| 14. | zulu traditional wedding | | 470 |
| 15. | umbondo | Stage of lobola negotiations | 450 |
| 16. | indigenous games | | 447 |
| 17. | izinkondlo | | 415 |
| 18. | cynthia shange | | 412 |
| 19. | henry cele | | 410 |
| 20. | impepho | Spiritual herb | 376 |

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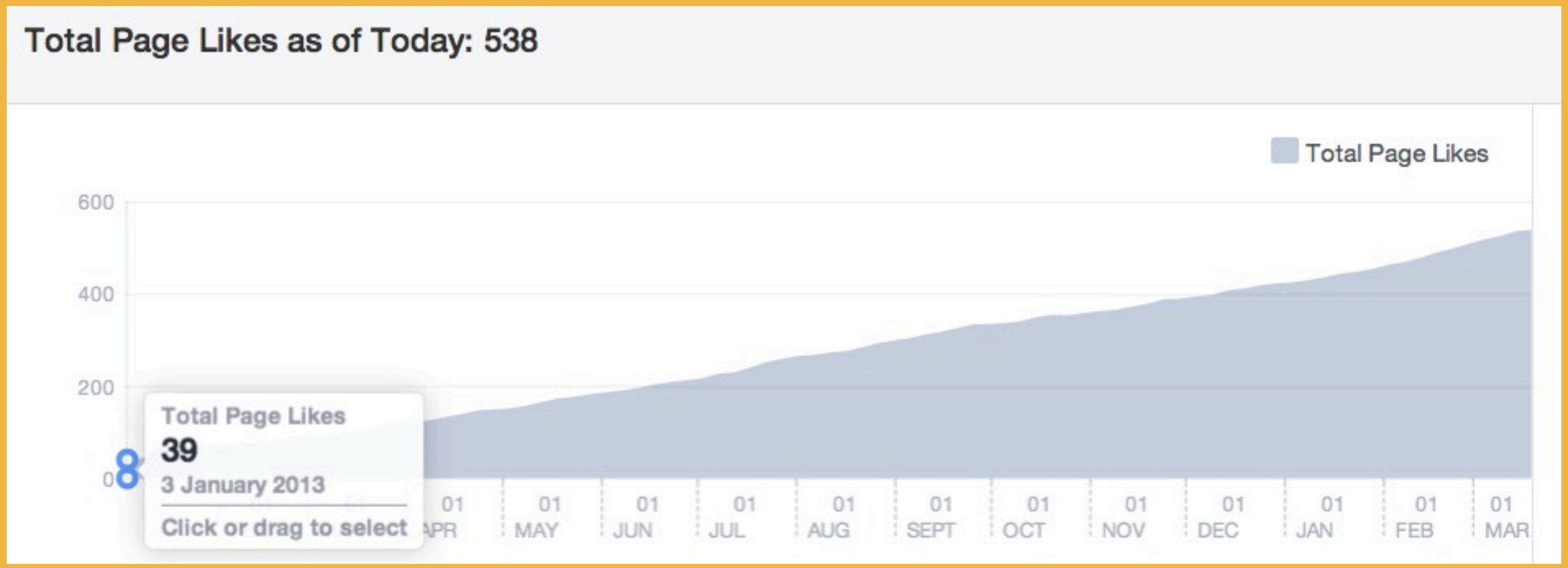
# Newsletter

## Feb 2013

## Feb 2014

- Dramatic increase in Ulwazi Programme newsletter subscribers
- Almost six times as many subscribers
- An increase of 588%

# Social Media: Facebook




- 39 likes on Facebook (Jan 2013)
- 538 likes on Facebook (Feb 2014)
- 1379% increase

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# Achievements

- Established digital library of local history and knowledge in English and Zulu
- Promotion of South African language: over 800 articles in Zulu and English
- Increasing numbers: 35 000 (March & April 2014) visits per month, 43 922 (May 2014)
- Comparable to usage figures in large public libraries in eThekwini
- Access via mobile devices now reaching 74% of visits

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