

The value of sharing GLAMs in Wikipedia

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Open Up ! Wikimedia en Erfgoed
19 January 2018

Radboud Universiteit Bijzondercollecties (38 months)
Total Monthly Page Views: 44,572

Comedia SP Wiki monthly views: 12,460

https://commons.wikimedia.org/wiki/File:Hoogstraten_-_1678_-_Inleyding_tot_de_hooge_schoole_der_schilderkonst_-_UB_Radboud_Uni_Nijmegen_-_066106893_05_Thalia_de_Kluchtspeelster.jpg



About myself

- PhD in Letters: History of Digital Museums.
- Background in Art History, Museum Studies, Economics of the Arts, and Information Science.
- Researcher, lecturer for past 17 years.
- International projects and associations:
 - Enumerate, EGMUS, CIDOC, MCN, ACEI
 - RICHES, ViMM
- Keywords: digital museums (GLAMs), research, statistics, value=access.





1. Background:
Value, Social impact
2. Long-term value:
Sustainability, Visibility, Use
3. GLAMs in Wiki:
Findings
4. Closing
Take home

Rijksmuseum Amsterdam (54 months)
Total Monthly Page Views: 21.8m

William III of England EN Wiki monthly views: 91,550
https://en.wikipedia.org/wiki/File:Willem_II_prince_of_Orange_and_Maria_Stuart.jpg

Background

(Wikimedia Nederland 2017)

Culture conveys identity, meaning and values. Its tangible expression is collected, preserved, researched, and made available in GLAMs.

Value of collections depend on people. Access and use enable **interpretation of value**.

- Economic value: expressed in financial terms (e.g. price at auction),
- Cultural value: echoing a specific time and place (e.g. style used by an artist),
- **Social value:** reflecting the morals of a group (e.g. collections as means for education), providing connection to others (e.g. identity).



North Holland Archive (11 months)

Total Monthly Page Views: 579

Six-banded armadillo EN Wiki monthly views: 574

https://commons.wikimedia.org/wiki/File:NL-HlmNHA_53004652_02_Zesbandgordeldier.tif

The social impact of GLAMs in Wiki can be identified in the following:

Repositories function as **community hubs**, as places to transfer knowledge across time and place, resulting in social renewal

Access to collections (and articles) reinforce the **expression** of identity, pride, sense of place and belonging

Interacting with the collections (and articles) promotes social inclusion, tolerance, respect for diversity, and **inspires learning**

Access to quality content contributes to learning, which feeds **human capital**

Background

(Wikimedia Nederland 2017)



Amsterdam Museum (38 months)
Total Monthly Page Views: 1.2 million

Stock Market EN Wiki monthly views: 68,898
https://commons.wikimedia.org/wiki/File:MG_056-De_Beurs_van_Hendrick_de_Keyser.jpg



Global
Report
2018

Re|SHAPING
CULTURAL
POLICIES



Innovative cultural policies implemented at regional and local levels have a positive impact on the whole of cultural governance

©Courtesy Aida Muluneh, Ethiopia and David Knut Projects, *The Departure*, 2016, Ethiopia

<http://en.unesco.org/creativity/global-report-2018>



Global
Report
2018

Governance is all of the processes of governing.

It relates to "the processes of **interaction** and **decision-making** among the actors involved in a collective problem that lead to the creation, reinforcement, or reproduction of social norms and institutions."

<https://en.wikipedia.org/wiki/Governance>

Innovative cultural policies implemented at regional and local levels have a positive impact on the whole of cultural governance

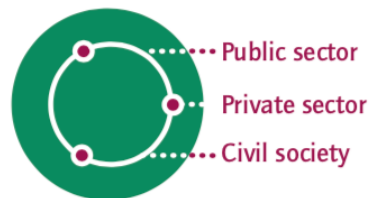
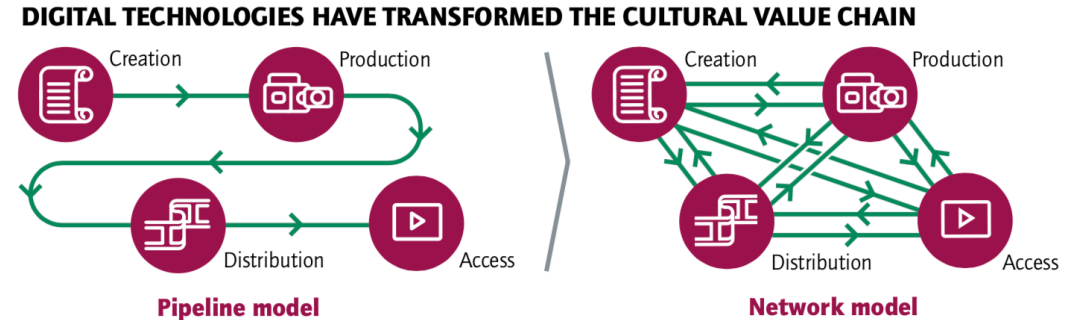
©Courtesy Aida Muluneh, Ethiopia and David Knut Projects, The Departure, 2016, Ethiopia

<http://en.unesco.org/creativity/global-report-2018>

Long-term

Roadmap: Support **sustainable** systems of governance for culture

*The digital environment has transformed the value chain from a pipeline-like configuration to a **network model**.*



Develop new collaborative partnerships

*To address the concern of the rise of private platforms, we need a **new approach** where public sector, private companies, and civil society **interact, collaborate and co-construct**.*

UNESCO 2005 Convention Global Report (2018)

Why **Wikipedia** ... ?

Network model + New approach

- Interact, collaborate, and co-construct

Sustainable

- Launched in 2001

Accessible

- 47.3 million articles
- 299 languages (EN 11.7%, NL 4.1%)
- 22.2b monthly views (EN 10.6b, **NL 249m**)

Visible

- For people: 24/7 global
- For machines: knowledge graph, APIs, ...



Paleis Het Loo (1 month *in BaGLAMa2)
Total Monthly Page Views: 93,368

Peter the Great EN Wiki monthly views: 91,555
https://commons.wikimedia.org/wiki/File%3APeter_I_by_Carel_de_Moor.jpeg

Museum Het Valkhof (1 month*in BaGLAMa2)

Total Monthly Page Views: 35,626

Nijmegen EN Wiki monthly views: 13,405

https://commons.wikimedia.org/wiki/File:View_on_the_waal_janvangoyen.jpg



Findings



Museum Paleis Het Loo (1 month *in BaGLAMa2)

Total Monthly Page Views: 12.001

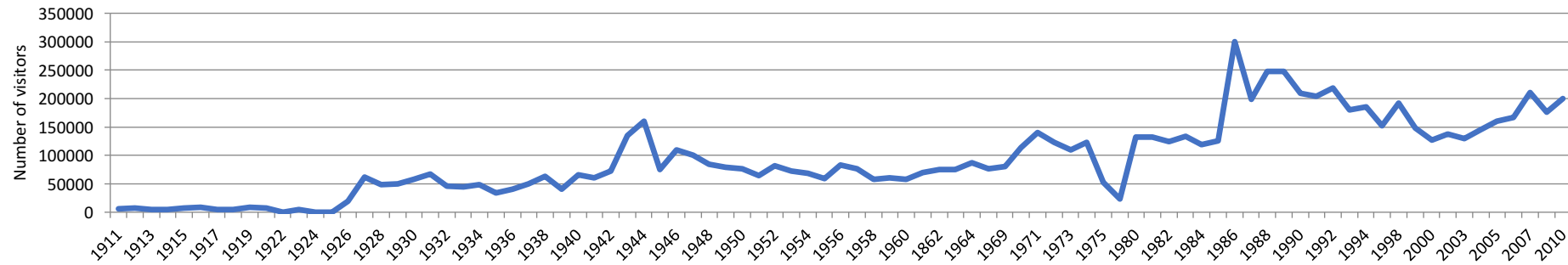
Protestantism en Belgique FR Wiki monthly views: 179

https://commons.wikimedia.org/wiki/File%3ABaptism_of_William_III_of_the_Netherlands.jpg

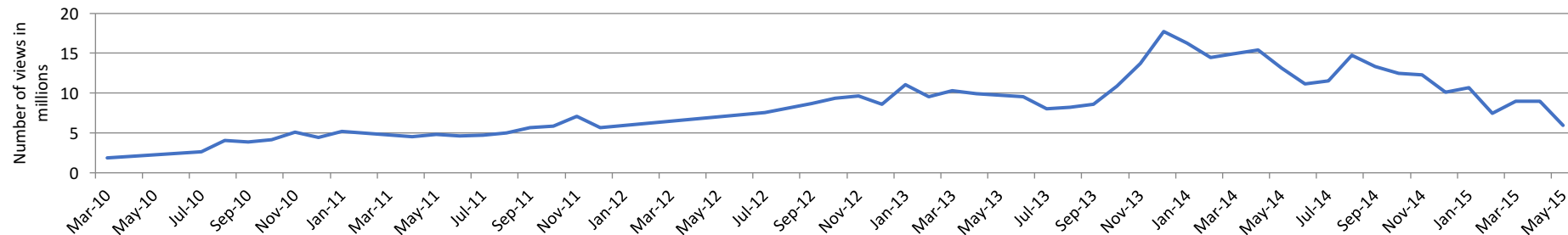
Knowledge transfer among broader audience

Change in accessibility: onsite (100yrs) and online (5yrs).

- Onsite peak: 300,000 visitors
- Average per year: 94,500 visitors



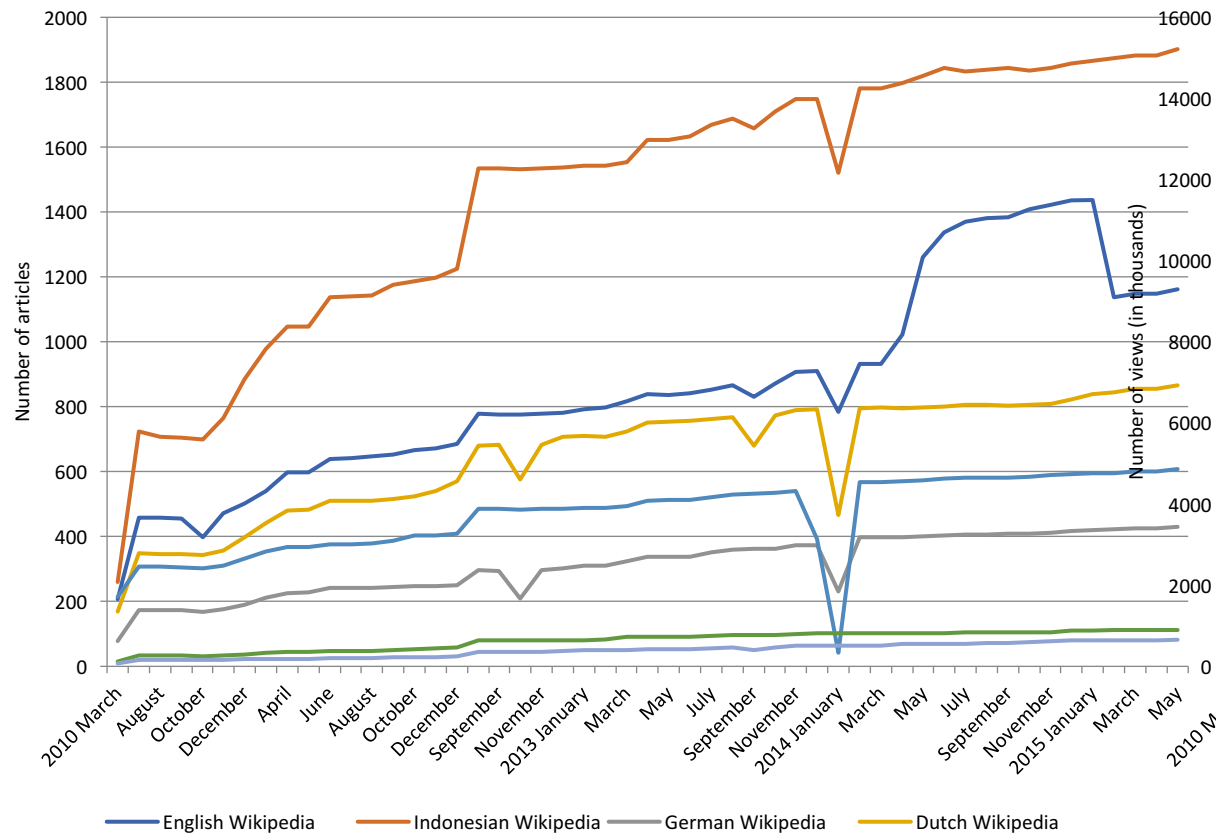
- Online Wikipedia peak: 18 million clicks
- Average per year: 1.7 million clicks
- *(Average clicks per year on the NMWC website: 600,000)*



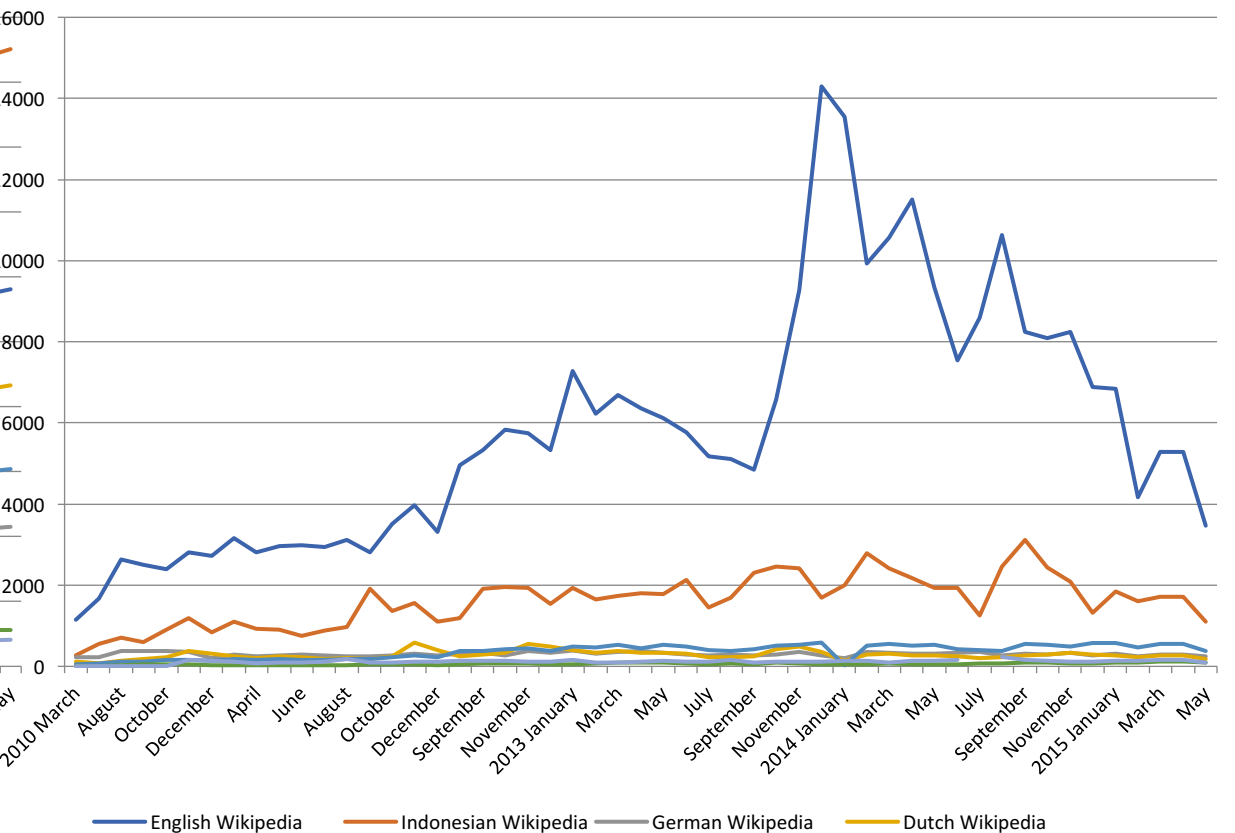
Create sense of community, reinforce expression of identity

Change in participation (partial data onsite)

Edits mostly on Indonesian Wikipedia
Followed by English and Dutch editions



Readers mostly on English Wikipedia
Followed by Indonesian readers

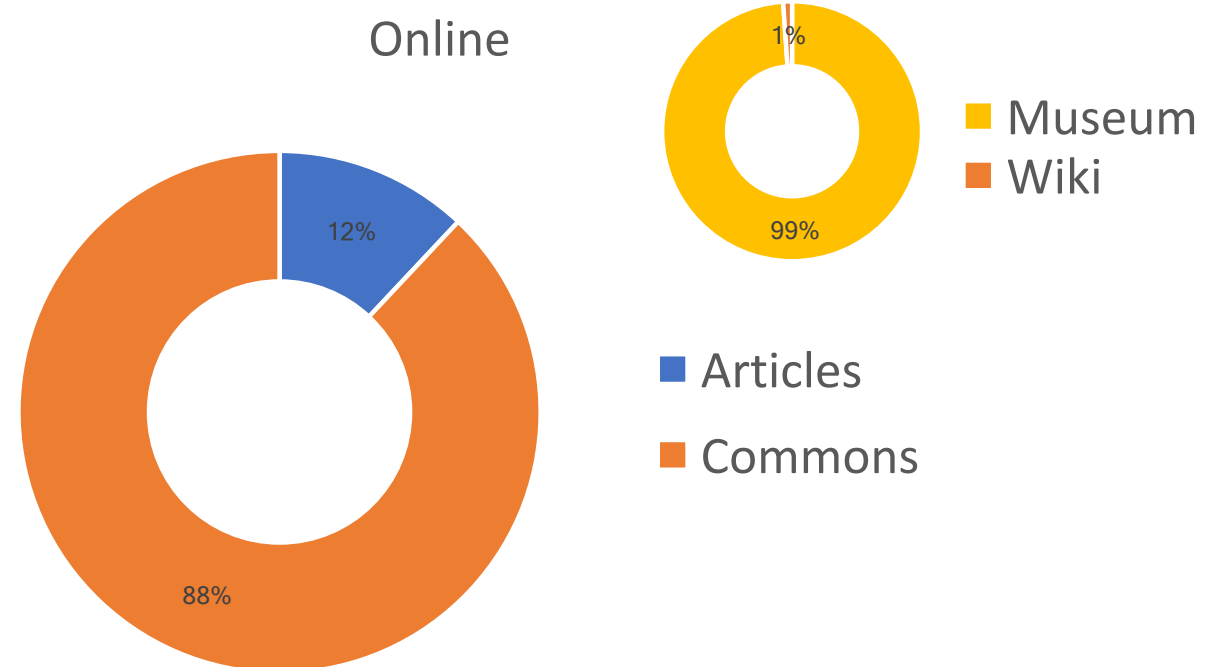
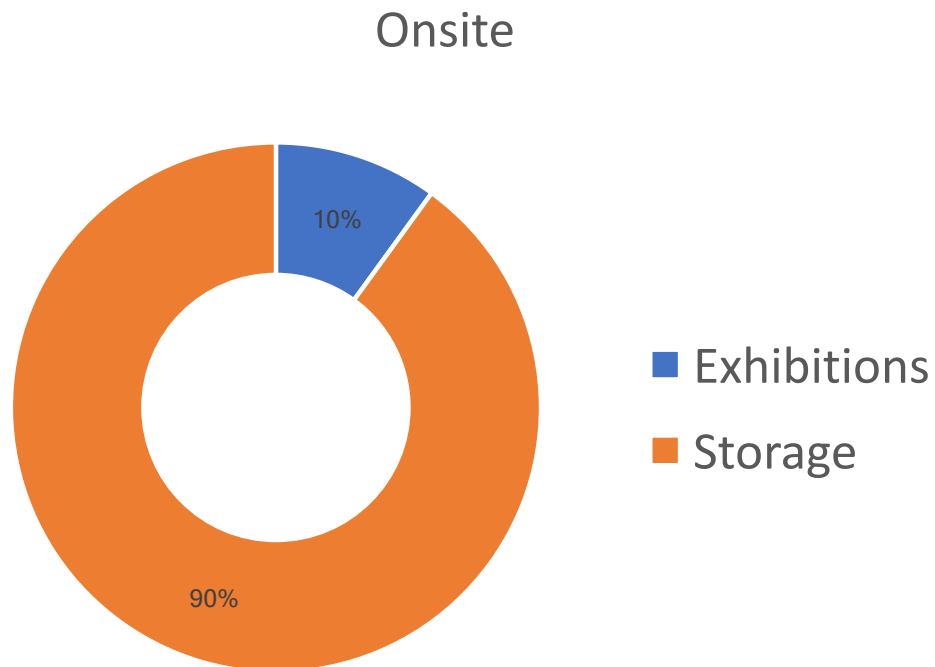


Reuse of collections inspires learning, respect for diversity

Change in object mobility: onsite exhibits and online articles.

Onsite use of collection (100 years):
10% of objects.
Onsite peak (frequency): 10 exhibits.

Online use of collection (5 years): 12% objects
(of 1% of collection).
Online peak (frequency): 135 articles (May 2015).



Online is complementary of onsite.

Preference onsite for 3D and online for 2D:

- Objects photographed in context (e.g. tool in use).

Onsite, object view increases with:

- Time (when accounting for 3D).

Online, object view increases with:

- Time.
- Quality of article (= greater number of images).
- Diversity of images (related to quality).
- English version, followed by Indonesian and Dutch.
- Topic (geography).



Tropenmuseum (89 months)
Total Monthly Page Views: 15 million

Photograph EN Wiki monthly views:
328,634

https://commons.wikimedia.org/wiki/File:COLLECTIE_TROPENMUSEUM_Portert_van_twee_jonge_Balinese_danseressen_TMnr_10004678b.jpg

Access facilitates learning, reinforce sense of pride

Dataset: 28,613 paintings in 160,174 Wikipedia articles (2015)

Method:

- Using Wikidata (all paintings: N=117,000, with image/ date/ keyword: N=64,700)
- Wikipedia API (complement data with author/ description)
- Identify those with an article: N=28,613

Availability of images online leads to reuse

Preference for portraits to depict concept
= iconic use of artworks

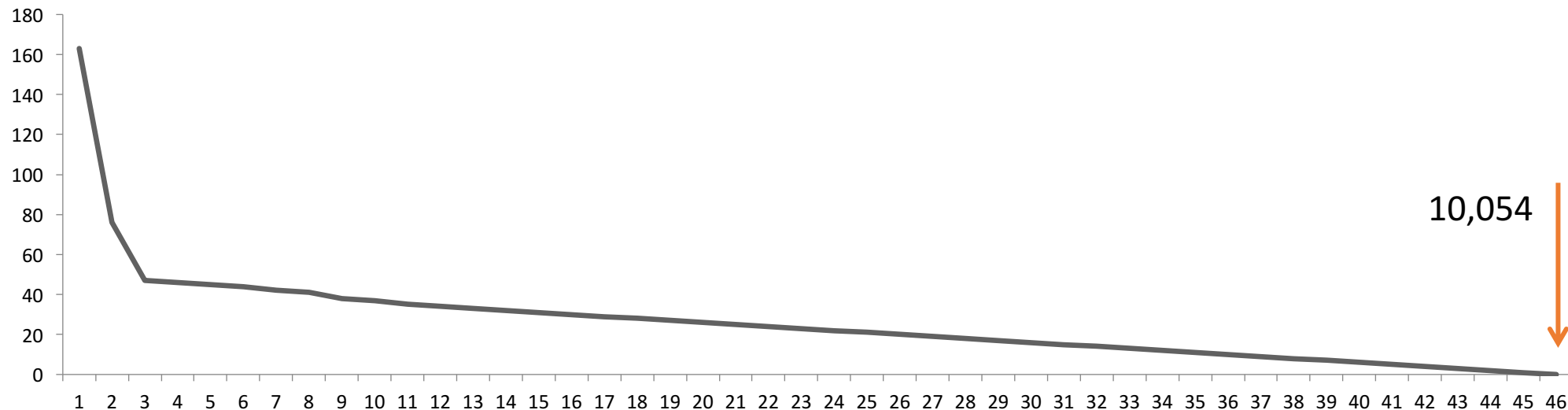
Cultural (linguistic) preference for paintings as icons.
French and Portuguese editions most likely to use artworks



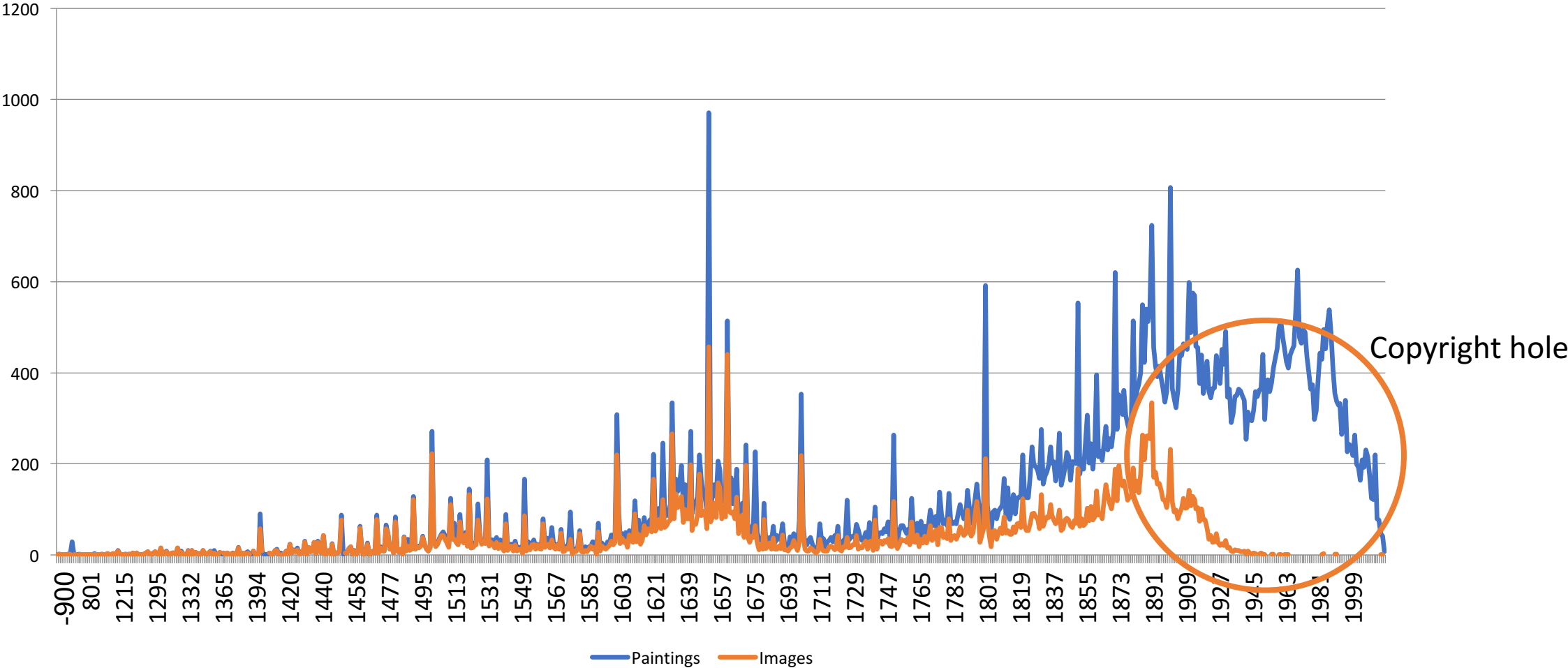
Dataset: 10,054 paintings in 26,858 English Wikipedia articles (2017)

Method:

- Wikidata 'paintings' = 224,374
- With location / date / creator = 89,637 (excluding doubles)
- With image = 27,501
- Wikipedia articles = 10,054 (36% of images used in articles)
- Long tail = popularity of few items (most used in <20 pages)



Overview of 10,055 'paintings' by year.



Potential for improved access

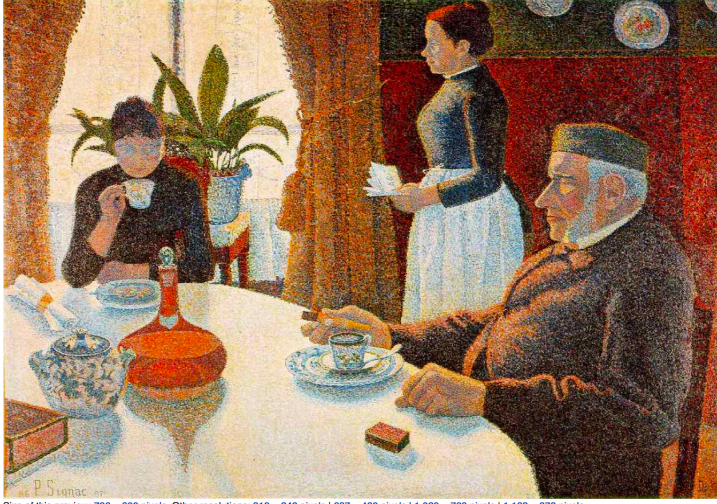


File:Vincent Willem van Gogh - Cafe Terrace at Night (Yorck).jpg

File:Signac2.jpg

From Wikimedia Commons, the free media repository

From Wikimedia Commons, the free media repository



Size of this preview: 478 × 600 pixels. Other resolutions: 191 × 240 pixels | 383 × 480 pixels | 612 × 768 pixels | 816 × 1,024 pixels | 1,348 × 2,945 pixels. Original file (2,348 × 2,945 pixels, file size: 1.04 MB, MIME type: image/jpeg); ZoomViewer: flash/no flash

Size of this preview: 796 × 600 pixels. Other resolutions: 319 × 240 pixels | 637 × 480 pixels | 1,020 × 768 pixels | 1,163 × 876 pixels. Original file (1,163 × 876 pixels, file size: 226 KB, MIME type: image/jpeg)

Open in Media Viewer

Open in Media Viewer

Summary [edit]

Licensing [edit]

Artist	Vincent van Gogh (1853–1890)
Title	Cafe Terrace at Night
Date	16 September 1888
Medium	oil on canvas
Dimensions	81 × 65.5 cm (31.9 × 25.8 in)
Current location	Kröller-Müller Museum
Accession number	KM 108.565 ^{retrieved from Wikidata}
Source/Photographer	The Yorck Project: <i>10.000 Meisterwerke der Malerei</i> . DVD-ROM, 2002. ISBN 3936122202. Distributed by DIRECTMEDIA Publishing GmbH. link
Permission <small>(Reusing this file)</small>	[1]
Other versions	Image:Gogh4.jpg

Artist	Paul Signac (1863–1935)
Title	Français : Paul Signac : Le petit déjeuner, 1886-1887 Deutsch : Paul Signac: Das Frühstück (Das Speisezimmer), 1886/87, Otterlo English : Paul Signac: Breakfast, 1886-1887
Current location	Kröller-Müller Museum
Source/Photographer	Paul Signac

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The author died in 1935, so this work is in the **public domain** in its country of origin and other countries and areas where the **copyright term** is the author's **life plus 80 years or less**.

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Rank	Website	Paintings	Page views	Category
1	Alexander Hamilton	2	493760	history
2	William Shakespeare	1	469102	art
3	France	2	408847	geo
4	Netherlands	3	371973	geo
5	Spain	6	354002	geo
6	Leonardo da Vinci	5	350399	art
7	Napoleon	8	337757	history
8	Vincent van Gogh	33	264330	art
9	Mona Lisa	3	259194	art
10	Poland	3	257411	geo
11	American Revolutionary War	5	210350	history
12	Renaissance	4	185206	history
13	Romanticism	21	128733	art
14	Rape	2	128054	sexuality
15	Liberalism	4	126988	history
16	New Jersey	1	123897	geo
17	Lesbian	2	116775	sexuality
18	Psychosis	1	112603	science
19	New York	1	103012	geo
20	Dating	2	94116	science

EN Wikipedia 20 most viewed sites

- Encyclopedic use
- Partial documentation (Wikidata)
- Reflects popular interests
- Categories:
 - Entertainment (#129)
 - Politics and History (#1)
 - Geography (#3)
 - Sexuality (#14)
 - Science (#18)
 - Computers (0)
 - Arts (#2)
 - Religion (#215)
 - Holidays (0)
 - Current events (#267)
 - Drugs (0)

Early military career

Further information: *Hearts of Oak (New York militia)*

In 1775, after the first engagement of American troops with the British at **Lexington and Concord**, Hamilton and other King's College students joined a New York volunteer militia company called the Corsicans,^[28] later renamed or reformed as the **Hearts of Oak**.

He drilled with the company, before classes, in the graveyard of nearby **St. Paul's Chapel**. Hamilton studied military history and tactics on his own and was soon recommended for promotion.^[29] Under fire from *HMS Asia*, he led a successful raid for British cannons in **the Battery**, the capture of which resulted in the **Hearts of Oak** becoming an artillery company thereafter.^{[30]:13}

Through his connections with influential **New York** patriots such as **Alexander McDougall** and **John Jay**, Hamilton raised the **New York Provincial Company of Artillery** of sixty men in 1776, and was elected **captain**.^{[4]:72} It took part in the **campaign of 1776** around New York City, particularly at the **Battle of White Plains**; at the **Battle of Trenton**, it was stationed at the high point of town, the meeting of the present Warren and Broad streets, to keep the **Hessians** pinned in the Trenton Barracks.^{[31][32]}

Hamilton participated in the **Battle of Princeton** on January 3, 1777. After an initial setback, Washington rallied the American troops and led them in a successful charge against the British forces. After making a brief stand, the British fell back, some leaving Princeton, and others taking up refuge in **Nassau Hall**. Hamilton brought three cannons up and had them fire upon the building. Then some Americans rushed the front door, and broke it down. The British subsequently put a white flag outside one of the windows;^[32] 194 British soldiers walked out of the building and laid down their arms, thus ending the battle in an American victory.^[33]

George Washington's staff

For more details on this topic, see *George Washington in the American Revolution*.

Hamilton was invited to become an aide to **William Alexander**, **Lord Stirling** and one other general, perhaps **Nathanael Greene** or **Alexander McDougall**.^[34] He declined these invitations, believing his best chance for improving his station in life was glory on the battlefield. Hamilton eventually received an invitation he felt he could not refuse: to serve as Washington's **aide**, with the rank of **lieutenant colonel**.^[35] Washington felt, "Aides de camp are persons in whom entire confidence must be placed and it requires men of abilities to execute the duties with propriety and dispatch."^[36]

Hamilton served for four years as Washington's chief staff aide. He handled letters to Congress, state governors, and the most powerful generals in the **Continental Army**; he drafted many of Washington's orders and letters at the latter's direction; he eventually issued orders from Washington over Hamilton's own signature.^{[4]:90} Hamilton was involved in a wide variety of high-level duties, including **intelligence**, **diplomacy**, and negotiation with senior army officers as Washington's emissary.^{[37][38]}

During the war, Hamilton became close friends with several fellow officers. His letters to the **Marquis de Lafayette**^[39] and to **John Laurens**, employing the **sentimental** literary conventions of the late eighteenth century and alluding to Greek history and mythology,^[40] have been read by **Jonathan Ned Katz**, as revealing a **homosocial** or perhaps homosexual relationship.^[41] On the other hand, biographer Gregory D. Massey dismisses all speculations on a Laurens-Hamilton relationship as unsubstantiated, describing their friendship as purely platonic camaraderie and placing their correspondence in the context of the flowery penmanship of the time.^[42]

Field command

While on Washington's staff, Hamilton long sought command and a return to active combat. As the war drew nearer to an end, he knew that opportunities for military glory were diminishing. In February 1781, Hamilton was mildly reprimanded by Washington and used this as an excuse to resign his staff position. He asked Washington and others for a field command. This continued until early July 1781, when Hamilton submitted a letter to Washington with his **commission** enclosed, "thus tacitly threatening to resign if he didn't get his desired command."^{[4]:159}

On July 31, 1781, Washington relented and assigned Hamilton as commander of a battalion of light infantry companies of the 1st and 2d New York Regiments and two provisional companies from Connecticut.^[43] In the planning for the assault on **Yorktown**, Hamilton was given command of three **battalions**, which were to fight in conjunction with the allied **French troops** in taking **Redoubts** No. 9 and No. 10 of the British fortifications at Yorktown. Hamilton and his battalions fought bravely and took Redoubt No. 10 with **bayonets** in a nighttime action, as planned. The French also fought bravely, suffered heavy casualties, and took Redoubt No. 9. These actions forced the **British** surrender of an entire army at **Yorktown, Virginia**, effectively ending major military operations in North America.^[44]

Congress of the Confederation

After the Battle of Yorktown, Hamilton resigned his commission. He was appointed in July 1782 to the **Congress of the Confederation** as a New York representative for the term beginning in November 1782.^[45] Before his appointment to Congress in 1782, Hamilton was already sharing his criticisms of Congress. He expressed these criticisms in his letter to James Duane dated September 3, 1780. In this letter he wrote, "The fundamental defect is a want of power in Congress...the confederation itself is defective and requires to be altered; it is neither fit for war, nor peace."^[46]

While on Washington's staff, Hamilton had become frustrated with the decentralized nature of the wartime Continental Congress, particularly its dependence upon the states for voluntary financial support. Under the Articles of Confederation, Congress had no power to collect taxes or to demand money from the states. This lack of a stable source of funding had made it difficult for the Continental Army both to obtain its necessary provisions and to pay its soldiers. During the war, and for some time after, Congress obtained what funds it could from subsidies from the King of France, from aid requested from the several states (which were often unable or unwilling to contribute), and from European loans.^[47]

An amendment to the Articles had been proposed by **Thomas Burke**, in February 1781, to give Congress the power to collect a 5% impost, or duty on all imports, but this required ratification by all states; securing its passage as law proved impossible after it was rejected by Rhode Island in November 1782. **James Madison** joined Hamilton in influencing Congress to send a delegation to persuade Rhode Island to change its mind. Their report recommending the delegation argued the national government needed not just some level of financial autonomy, but also the ability to make laws that superseded those of the individual states. Hamilton



Alexander Hamilton in the Uniform of the New York Artillery, by Alonzo Chappel (1828–1887)



Aides-de-camp's office inside Washington's Headquarters at Valley Forge. General Washington's staff officers worked in this room writing and copying the letters and orders of the continental army.



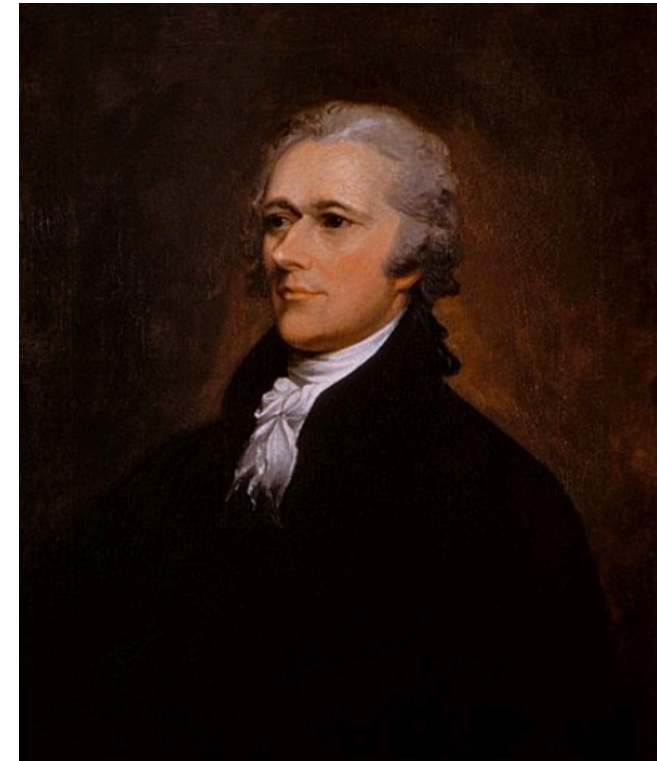
The Storming of Redoubt #10, an 1840 painting by Eugene Lami



Detail of *Surrender of Lord Cornwallis* by John Trumbull, showing Colonels Alexander Hamilton, John Laurens, and Walter Stewart

We identified 1 painting

The article contains 12 paintings (29 media: sculptures, prints, drawings, coins, photographs, stamps, documents)



Washington University Law School (not in BaGLAMa2)

Alexander Hamilton EN Wiki monthly views: 493,760

https://
https://commons.wikimedia.org/wiki/File:Alexander_Hamilton_portrait_by_John_Trumbull_1806.jpg

Paintings are valuable illustrations in five modalities:

- About itself: painting as painting
 - About collecting institutions
- About the past: lack of alternative image
 - E.g. portraits, battles, locations, extinct animals...
- About a concept of technique
 - E.g. colours, conditions (obesity), traits (accounting)...
 - As alternative to photograph (e.g. autopsy, rape)
- As symbol
 - E.g. liberty, psychosis...
- As contextual information
 - Visual metadata
 - E.g. biodiversity, society...



What do fashion,
George Watsky,
assassinations,
sexuality,
German theater, and
1599 have in common?



What do France,
Dorothea Berck,
green,
stolen art,
neuroesthetics,
Max von Schilings, and
1963 have in common?



GLAMs as quality signal



Take home

Skokloster Castle (54 months)
Total Monthly Page Views: 5.1m

Librarian EN Wiki monthly views: 9,619

https://commons.wikimedia.org/wiki/File:Bibliotekarien_konserverad_-_Skoklosters_slott_-_97136.tif



The **value** of sharing is **interpreted in a continuous process**. The value of the collections depends on people's use.

GLAMs are nodes part of a knowledge network (across time and space), holding **quality** content.

Wikipedia provides a **universal network**, where paintings illustrate articles that are *accidentally* viewed by millions worldwide.

Together, GLAMs and Wikis can contribute to develop a **sustainable** system of governance for culture – where collections serve to fuel interaction, collaboration, and co-construction to **regenerate value**.



Erfgoedcentrum Rozet (1 month *in BaGLAMa2)
Total Monthly Page Views: 780

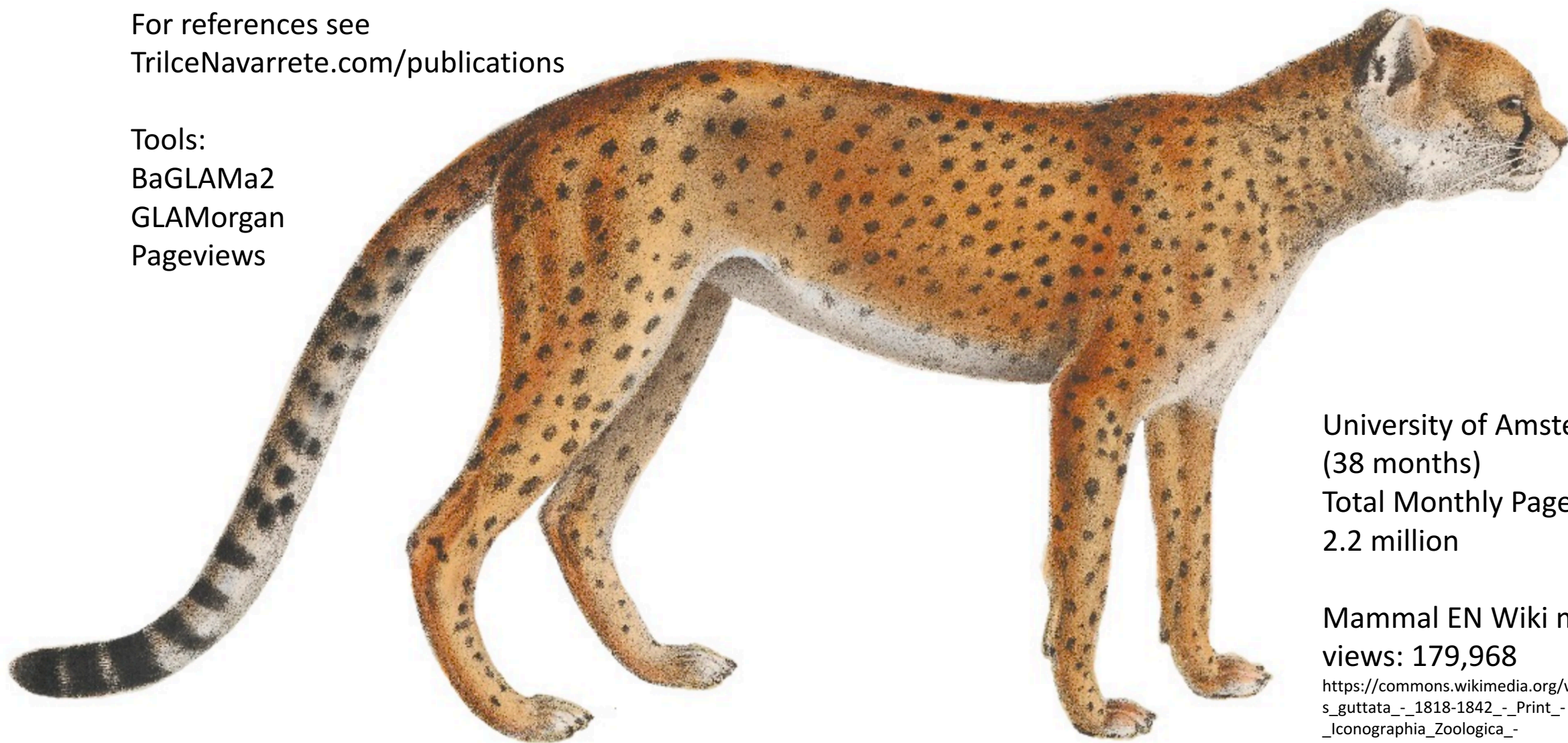
Anna Maria van Schurman EN Wiki monthly views: 780

https://commons.wikimedia.org/wiki/File:Anna_Maria_van_Schurman_1607-1678_Erfgoedcentrum_Rozet_300_191_d_2_A-14.jpg

Thank you !

For references see
TrilceNavarrete.com/publications

Tools:
BaGLAMa2
GLAMorgan
Pageviews



University of Amsterdam
(38 months)
Total Monthly Page Views:
2.2 million

Mammal EN Wiki monthly
views: 179,968

https://commons.wikimedia.org/wiki/File:Cynailurus_guttata_-_1818-1842_-_Print_-_Iconographia_Zoologica_-_Special_Collections_University_of_Amsterdam_-_white_background.jpg