



WIKIMEDIA  
UK

# WIKIMEDIA AND CULTURAL PARTNERSHIPS

Michael Peel, Wikimedia UK  
(One of ~80,000 of volunteers)

28 October 2010



# OVERVIEW

- What is Wikimedia?
- Cultural partnerships
  - Case studies of content partnerships
  - Wikipedian in Residence, British Museum
  - Britain Loves Wikipedia
  - Ways to work together
- Editing Wikipedia (leading into workshop)





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# WHAT IS WIKIMEDIA?



# WHAT IS WIKIMEDIA?

- Wikipedia and its sister projects
- Sites run by the Wikimedia Foundation - 501 (c)(3) charity, US, budget ~\$10 million, ~40 staff members.
- Outreach by independent non-profit Wikimedia chapters, inc. Wikimedia UK
- Volunteer driven; core of <50 staff to keep sites running





# WHAT IS WIKIMEDIA UK?

- One of ~30 chapters around the world
- Aim is to support freely licensed material in UK; making material available to anyone, anywhere, for free.
- Membership based (80+ members), volunteer run
- Just 1 part time staff member (more staff next year)
- £50k donor-sourced budget (100x 2009 budget; 0.5x 2011)
- Founded November 2008; growing rapidly.



Wikimania

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Wikipedia



Wikibooks

Wikimedia  
Commons



Meta

Wikisource



WIKIMEDIA



Wikiquote

Wikinews



Wikispecies

Wiktionary



Wikiversity



MediaWiki





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# WHAT IS WIKIMEDIA?

“Imagine a world in which every single human being can freely share in the sum of all knowledge. That's our commitment.”



# WIKIMEDIA'S REACH

- 373,000,000 unique visitors  
13,400,000,000 page requests/month
- 5th largest web property
- 35,000,000 articles and images on all projects  
7,300,000 million freely licensed images
- 9,437 new Wikipedia articles each day
- 17,026 new editors each month,  
85,643 active registered editors total (5+ edits/month),  
11,419 very active registered editors (100+ /month)

Stats as of August 2010 - see <http://stats.wikimedia.org/reportcard/>





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# WIKIPEDIA

Wikipedia, the free encyclopedia

http://en.wikipedia.org/wiki/Main\_Page

Wikipedia, the free encyclopedia


Take me back New features Mike Peel My talk My preferences My watchlist My contributions Log out

Main Page Discussion Read Edit View history TW

**Welcome to Wikipedia,**  
the free encyclopedia that anyone can edit.  
3,450,327 articles in English

- Arts
- History
- Society
- Biology
- Mathematics
- Technology
- Geography
- Science
- All portals


**Today's featured article**

 **Robert Falcon Scott** (1868–1912) was a Royal Navy officer and explorer who led two expeditions to the Antarctic regions: the Discovery Expedition, 1901–04, and the ill-fated Terra Nova Expedition, 1910–13. During this second venture, Scott led a party of five which reached the South Pole on 17 January 1912, only to find that they had been preceded by Roald Amundsen's Norwegian expedition. On their return journey, Scott and his four comrades all perished from a combination of exhaustion, starvation and extreme cold. Following the news of his death, Scott became an iconic British hero, a status maintained for more than 50 years and reflected by the many permanent memorials erected across the nation. In the closing decades of the 20th century, however, in a more sceptical age, the legend was reassessed as attention focused on the causes of the disaster and the extent of Scott's personal culpability. From a previously unassailable position, Scott became a figure of controversy, with questions raised about his competence and character. Commentators in the 21st century have on the whole regarded Scott more positively, emphasising his personal bravery and stoicism while acknowledging his errors, but ascribing his expedition's fate primarily to misfortune. (more...)


Recently featured: [International Space Station](#) – [Puerto Rican Amazon](#) – [Sunderland A.F.C.](#)  
[Archive](#) – [By email](#) – [More featured articles...](#)

**Did you know...**

From Wikipedia's newest articles:

- ... that the *extinct stingray [Heliobatis](#)* (pictured) has been found with up to three stings on its tail? 
- ... that *[Oneida J.](#)*, by allowing [aboriginal title](#) claimants into federal court, "overturned [one hundred forty-three years of American law](#)"?
- ... that geneticist [Piotr Stonimski](#) joined with colleagues to organize support for scientists repressed during 1982–1983, the time of [martial law in Poland](#)?
- ... that [Taylor Swift](#)'s song "[Speak Now](#)" was inspired by one of Swift's friends, whose high school sweetheart married another person?
- ... that [Riesersee](#) was the host venue for the [1936 Winter Olympics](#) for [speed skating](#) and some [ice hockey](#) matches, while the [bobsleigh](#) was located just south of the lake?


**In the news**

- The [Prime Minister of Barbados](#), [David Thompson](#) (pictured), dies in office and is succeeded by [Freundel Stuart](#). 
- A collection of [391,832 classified field reports](#) from the [Iraq War](#) is released by [WikiLeaks](#).
- The [government of Burma](#) announces the [adoption of a new national flag](#).
- The discovery of the [galaxy UDFy-38135539](#), the [most remote object](#) ever observed from [Earth](#), is announced.
- The [United Kingdom coalition government](#) announces [£81 billion](#) of cuts following a [Comprehensive Spending and Defence Review](#).
- The [Indian government](#) releases a [report](#) on the [2008 Mumbai attacks](#), concluding that [Lashkar-e-Taiba](#) was supported by the [Pakistani intelligence service](#).
- [An attack](#) on the [Chechen parliament](#) in [Grozny, Russia](#), results in at least six deaths, leaving a further seventeen injured.
- [Typhoon Megi](#), one of the [strongest storms ever recorded](#), makes landfall in the [Philippines](#), killing at least 40 people and causing at least [\\$195 million](#) worth of damage.

[Wikinews](#) – [Recent deaths](#) – [More current events...](#)

**On this day...**

**24 October:** [United Nations Day](#) (1945); [Independence Day](#) in [Zambia](#) (1964)

- 1280** – The [Chartres Cathedral](#) (pictured) in [Chartres, France](#), was dedicated in the presence of [King Louis IX](#). 
- 1280** – According to both modern and medieval [Muslim historians](#), [Qutuz](#), [Mamluk sultan of Egypt](#), was assassinated by a fellow Mamluk leader, [Baibars](#), who then seized power for himself.
- 1912** – [First Balkan War](#): [Serbian](#) forces defeated the [Ottoman](#) army at





# WIKIPEDIA



- “The free encyclopaedia that anyone can edit”
- World’s largest encyclopaedia (bigger than 11,095-volume 永樂大典/Yongle Encyclopedia from 1403-8)
- Over 16,000,000 articles (over 3,400,000 million in English)
- Written in over 240 different languages
- 10 years old on 15 January 2011





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# CULTURAL PARTNERSHIPS



# CULTURAL PARTNERSHIPS

- Wikimedia's aims and your aims have a lot in common
- Both curate and share knowledge
- Both interact with people and help them to learn and grow
- So let's achieve those aims together





# CULTURAL PARTNERSHIPS

- Content partnerships (images, video, audio, scanned books, ...)
- Wikipedian in Residence
- Joint events (Britain Loves Wikipedia, Backstage Pass, Hoxne Challenge)
- Expert advice (improving Wikipedia articles)



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# CASE STUDIES OF CONTENT PARTNERSHIPS





# BUNDESARCHIV

- National Archives of Germany
- Partnership since December 2008
- Images of German history over the last 100+ years
- 82,549 images, 800 pixels in size - online statistics
- 55,430 uses on Wikipedia (17166/20.8% distinct images)
- CC-BY-SA or public domain depending on age



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# BUNDESARCHIV



- Heinrich Himmler, 1938
- Used in 205 articles on 49 projects
- File description page gets > 1000 hits per month (thumbnail viewed much, much more)
- [image online](#)



# BUNDESARCHIV

- Huge number of corrections to descriptions ([link](#))
- Improvements to metadata: categories, translated descriptions
- Images given context in Wikipedia articles
- Increased exposure: doubled online sales of high-res images





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# TROPENMUSEUM

- Museum of the Tropics, Amsterdam
- Partnership as of August 2009
- Joint exhibit on Maroon culture; 2100 images online, co-curation of real life exhibit + book
- Worked well: now increased to 45,006 images online
- Most images used on Indonesian wikipedia, then nl, en.
- online statistics





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# TROPENMUSEUM



Hotel Indonesia, Jalan Thamrin



Portret van Gouverneur-  
Generaal De Graeff



Papuans on the Lorentz River in Western New  
Guinea during the third South-New-Guinea  
expedition of 1912-13  
[online link](#)





# MARY ROSE TRUST

- Released ~50 photos of objects recovered from the Mary Rose, and photos of its salvage
- Article on the Mary Rose was brought to Featured Article status by a Wikimedia volunteer (Peter Isotalo) and highlighted on the English Wikipedia main page on 19 July 2010 ([article](#))
- Article was viewed 92,358 times in July 2010
- [online statistics](#)
- Also a Featured Article on the Swedish Wikipedia ([article](#))





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# MARY ROSE TRUST



Salvage



Undergoing  
conservation



Wooden bowls found on board







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# WIKIPEDIAN IN RESIDENCE

## BRITISH MUSEUM





# WIKIPEDIAN IN RESIDENCE

- Wikipedian onsite at the British Museum for 5 weeks in June 2010 - Liam Wyatt from Australia
- Why? An example: the Wikipedia article on Rosetta Stone gets 5x traffic of BM's webpage
- Facilitated interaction; did not edit content directly.
- >30 Wikipedians, 48+ "DYKs", 5 English featured articles, ++





# BACKSTAGE PASS

- One day (4 June 2010), 30+ Wikipedians, 6 curators
- Morning: tour of parts of the British Museum, curators “sold” specific objects needing Wikipedia articles to Wikipedians
- Lunch/afternoon/evening: one-on-one discussions, writing articles - very constructive
- Sparked ongoing cooperation continuing to this day
- [online link](#)





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# BACKSTAGE PASS







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# BACKSTAGE PASS







# + MORE

- Featured Article prize: £100 for each of first 5 new BM-related featured article in any language. [link](#)
- Hoxne Challenge: start with a stub on an important object and turn in into a Featured Article. [link](#)
- Forged one-on-one links between Wikipedians and curators (“answer a question from a Wikipedian and you’ll never be asked it again”)



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BRITAIN LOVES WIKIPEDIA





# BRITAIN LOVES WIKIPEDIA

- Scavenger hunt and free photography contest in Feb 2010
- 20 museums across the UK
- Launched at the V&A; special events at the Postal Museum's archive, Prestongrange & John Muir's Birthplace, Hunterian, Manchester Museum
- Over 500 high quality images entered

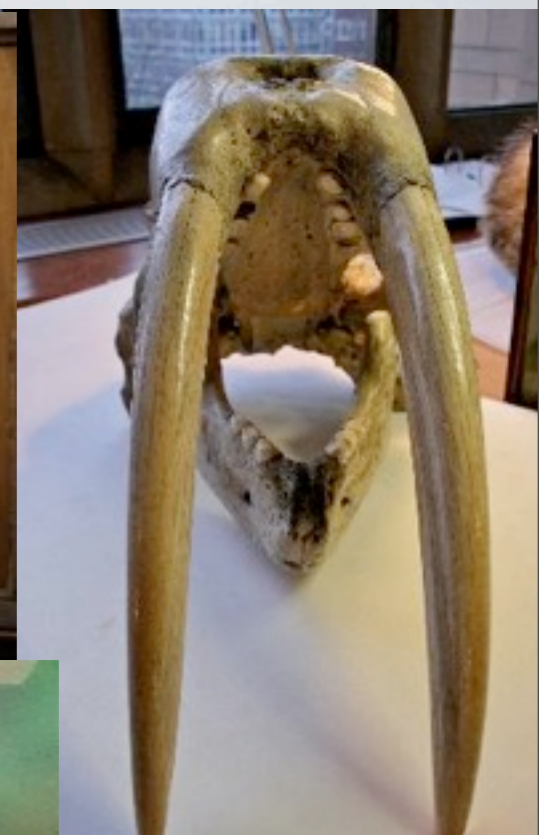






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# BRITAIN LOVES WIKIPEDIA







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# WAYS TO WORK TOGETHER



# WORKING TOGETHER

- Share content under free license (CC-BY-SA) and increase its visibility + impact
- Utilise Wikimedians to proofread books, translate image descriptions, catch errors/omissions, etc....
- Engage with Wikimedians and share expertise via Backstage Pass, one-on-one collaborations, and just talking to them!
- Reuse Wikimedia content: text, images  
(Examples: BBC, United Nations)





# GLAM-WIKI

**GLAM**  **WIKI 2010**

BRITISH MUSEUM, LONDON  
101 Rue de l'Université, PARIS



26/27 NOVEMBER  
3/4 DECEMBER

- 26/27 November, British Museum. 3/4 December, Paris.
- 2 days, 200 people, times 2 (UK + France)
- “Galleries, Libraries, Archives, Museums & Wikimedia - Finding the common ground”
- £20 Wikimedians/volunteers; £40 professionals (UK event)
- Full info and registration: [glamwiki.org](http://glamwiki.org)



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26/27 NOVEMBER  
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- Fri 26th: legal (e.g. copyright) and business models  
Keynote by Cory Doctrow  
[Museums Computer Group meeting also happening]
- Fri 26th evening: “The free-economy & the cultural sector”  
Dr Kenneth Crews, Columbia University  
Panel including Paula Le Dieu [BFI], Gilane Tawadros [DACCS]
- Sat 27th: practice. Keynote by Sue Gardner [WMF]  
Multimedia partnerships + editing workshops





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# EDITING WIKIPEDIA



# 5 PILLARS OF WIKIPEDIA

- Wikipedia is an online encyclopaedia (not an advertising platform, democracy, indiscriminate collection of information...)
- Wikipedia has a neutral point of view (balancing viewpoints, verifiability - especially for biographies of living people)
- Wikipedia is free content (anyone can edit; CC-BY-SA)
- Wikipedia is welcoming to those open to discussion (but anything can be challenged/edited; problematic for experts)
- Wikipedia does not have firm rules - aim to improve the encyclopaedia (but community knows what's worked so far)

Online





# CONFLICTS OF INTEREST

- When editing Wikipedia, your main aim should be to improve the encyclopaedia
- Should not aim to advance a point of view or carry out PR
- For this reason, editing an article on your organisation is normally discouraged (but not ruled out)
- Best advice: always be transparent and say who you are and where you're from - and engage in discussions



# EDITING WIKIPEDIA

- Find an article, click the “edit” button, off you go...
- Register an account so people can talk to you rather than your computer’s IP address
- Include references for the info you add, so they can be checked by others (anything that isn’t referenced might be removed) - no original research!
- If in doubt about conflicts of interest, or if you run into other problems, don’t edit directly - instead discuss on talk page.





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# THANKS FOR LISTENING

# QUESTIONS?

Any I don't get time for: please email them to [info@wikimedia.org.uk](mailto:info@wikimedia.org.uk)



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# WIKIPEDIA

Wikipedia, the free encyclopedia

http://en.wikipedia.org/wiki/Main\_Page

Wikipedia, the free encyclopedia

Take me back New features Mike Peel My talk My preferences My watchlist My contributions Log out

Main Page Discussion Read Edit View history TW

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- Arts
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- Society
- Biology
- Mathematics
- Technology
- Geography
- Science
- All portals

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