

Wikipedia Engagement and Collaboration for GLAMs

Galleries Libraries, Archives, and Museums



WIKIPEDIA
The Free Encyclopedia

Slides courtesy of Wikimedia DC
wikimediadc.org

Greetings from Wikimedia DC!

Wikimedia DC is the regional outreach organization for Wikipedia and the other projects of the Wikimedia Foundation. Our mission is to promote participation in Wikimedia projects in Washington, DC, Maryland, Virginia, West Virginia, Delaware and throughout the United States.

This presentation was created by Wikimedia DC for the purpose of training new Wikipedia editors. It may be downloaded at:
[Commons.wikimedia.org](https://commons.wikimedia.org), Search '2019 Virginia Association of Museums'

[More about the Wikimedia Affiliates Model](#)



Wikipedia

What exactly is it, anyway???

What is Wikipedia?

Wikipedia is a multilingual, web-based, free encyclopedia based on a model of openly editable content. It is the largest and most popular general reference work on the Internet. [Wikipedia] is supported by the Wikimedia Foundation, a non-profit organization which operates on money it receives from donors.

From Wikipedia (en)

Wikipedia: the 21st-century encyclopedia



“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, co-founder, Wikipedia

About us

Free as in beer, Free as in freedom ... gratis et libre

Created and edited by volunteers

Overseen by nonprofit Wikimedia Foundation

All edits and versions recorded forever (revision history)

6+ million articles, 270+ languages



Free...

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commons.wikimedia.org

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publishers...



Wikipedia Basics and Policies

Photo: Georgetown Slavery Archive Editing Workshop
Georgetown University

Source: [Wikimedia Commons](#)



Wikis

- A website where anyone can edit any page at any time
- Meant to be "quick"
- Remembers all versions (nothing ever destroyed)
- Hyperlinks between pages

Wikipedia Five Pillars

- **Wikipedia is an encyclopedia**
- **Wikipedia is written from a neutral point of view**
- **Wikipedia is free content that anyone can use, edit, and distribute**
- **Wikipedia's editors should treat each other with respect and civility**
- **Wikipedia has no firm rules**

Wikipedia Policies

- **Neutral Point of View** - written so all sides can agree
- **Notability** - significant independent sources -> importance
- **Verifiability** - Using reliable sources to reference information
- **No original research** - point to existing scholarship
- **Assume good faith** - start with congenial spirit
- **Conflicts of interest** - disclose and abide by terms of service

Additional policies: [Wikipedia:List of policies](https://en.wikipedia.org/wiki/Wikipedia:List_of_policies)

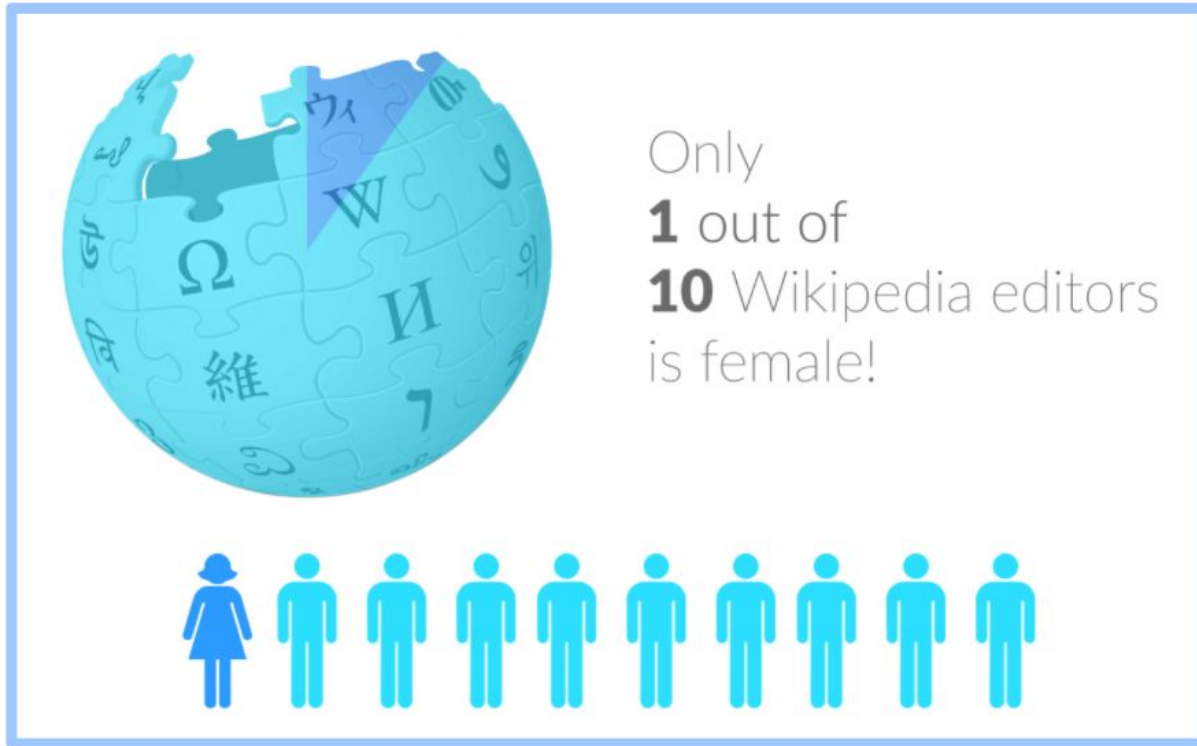
Wikipedia's Gender Gap

Photo: Art and Feminism Wikipedia-Edit-A-Thon
National Museum of Women in the Arts

Source: Wikimedia Commons



Editor gender gap? Unsilence the silent



Content gender gap? Make the invisible visible

Percentage of women's biographies

November 2014

15%

English language
Wikipedia

March 2020

18.27%

English language
Wikipedia

How Can We Fix This?

- Engagement through edit-a-thons, training opportunities and Wikiprojects like Women in Red.

Example: NMWA event featured the the BBC

- Partnerships with nonprofits*, colleges/universities, government entities and beyond

***75% of nonprofit employees are female.**

These nonprofits include educational, scientific and literary organizations. It's time to engage these 'gatekeepers'.

Engaging GLAMS

Galleries, Libraries,
Archives and Museums

Photo: Art and Feminism Wikipedia-Edit-A-Thon
Smithsonian American Art Museum

Source: Wikimedia Commons





The **GLAM-Wiki initiative** ("galleries, libraries, archives, and museums" with Wikipedia; also including botanic and zoological gardens) helps cultural institutions share their resources with the world through collaborative projects with experienced Wikipedia editors.

WikiProject: An area for focused collaboration among Wikipedians.



The GLAM-WIKI project supports GLAMs and other institutions who want to work with Wikimedia to produce open-access, freely-reusable content for the public.

Why Engage GLAMs?

- Gatekeepers of art, culture and history
 - Subject matter experts
- Access to collections, libraries, images
- Engaged audiences and stakeholders

Why Partner with Wikipedia

- Mission fulfillment
(education, community engagement,
interpretation)
- Share resources and collections
with the world
- Drive millions of WP page views per day
- Measure impact by monitoring article views

*Be mindful of the [Conflict of Interest Policy](#)

How Can GLAM Staff Engage with WP

- Host edit-a-thons, editing workshops, scan-a-thons, upload-a-thons, behind the scenes tours
 - Hire a Wikipedian-in-Residence
- Assist WIR or volunteers in accessing your collections
- Edit on your own while avoiding conflicts of interest

What is a Wikipedia Edit-a-thon?

- A scheduled time where people edit Wikipedia together, whether offline, online, or a mix of both
- Typically focused on a specific topic, such as science or women's history
 - A way to give newcomers an insight into how Wikipedia works.

Wikipedians-in-Residence

- Wikipedians who dedicate time to working in-house at an organization
 - Paid staff or volunteers
- Work to lay the foundation for a lasting partnership between the Wikipedia community and an organization

WIR Core Characteristics

A Wikipedian-in-Residence:

- Serves as a liaison between the organization and the Wikimedia community to promote a mutually beneficial cooperation.
- Promotes understanding of Wikimedia among staff through workshops/events.

WIR Core Characteristics

- Works with organizational staff to digitize, compile, and organize resources to be shared with the Wikipedia community.
- Facilitates the improvement of content by the Wikipedia community, rather than directly editing articles as a core goal.

WIR Core Characteristics

- Coordinates events, such as Scan-a-Thons, Edit-a-Thons, or Backstage Passes, that bring Wikipedians on-site to work with staff on content creation and improvement.
- Formally coordinated by the institution for closer relationship with staff

[More about the WIR Program](#)

Link is also provided on the WP:WMDC-VAM19 Event Page.

GLAM Engagement While Avoiding Conflicts of Interest

- Disclose affiliation on user page
 - Sample Conflict of Interest Statement:
Jamie Flood WIR National Agricultural Library
Search WP: 'User:Jamie-NAL'

GLAM Engagement While Avoiding Conflicts of Interest

- Do not edit your institution's article. Some non-controversial edits are okay.
- Edit articles about items in your collections - Use caution and neutral language
 - Upload photos

GLAM Engagement While Avoiding Conflicts of Interest

- When in doubt, use an article's talk page to suggest changes.
- Share resources with others, i.e. add citations using secondary sources, external links to collections (primary sources audio/video), recent exhibitions, etc.

GLAM Engagement While Avoiding Conflicts of Interest

- Publish verifiable secondary sources for others to cite, especially those that address lesser-known, under-represented topics as other materials may not be available

User Page




User Page

- All users/editors are assigned a user page
- Access user page by selecting your username (top right)
- Share affiliations if you plan to engage as part of your official duties

User page Talk

Ariel Cetrone (WMDC) 6 Talk 16 Sandbox Preferences

Read Edit Edit source View history More TW

 **Wiki Loves Monuments: The world's largest photography competition is now open! Photo**
learn more about our history, and win prizes.

User:Ariel Cetrone (WMDC)


From Wikipedia, the free encyclopedia

User Page

- Opportunity to share information and interests
- Use is optional


User page Talk

Read Edit Edit source View history More TW

 **Wiki Loves Monuments: The world's largest photography competition is now open! Photograph, learn more about our history, and win prizes.**

User:Ariel Cetrone (WMDC)

From Wikipedia, the free encyclopedia


WIKIMEDIA
DISTRICT OF COLUMBIA

Ariel Cetrone is Institutional Partnerships Manager for Wikimedia DC.

Talk Page

- Receive messages
- Communicate with other users

User page **Talk** Read Edit source New section View history More TW Search Wikipedia

User talk:Ariel Cetrone (WMDC) [edit source]

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