

# Brick by brick: Libraries and Wikimedia building on each other

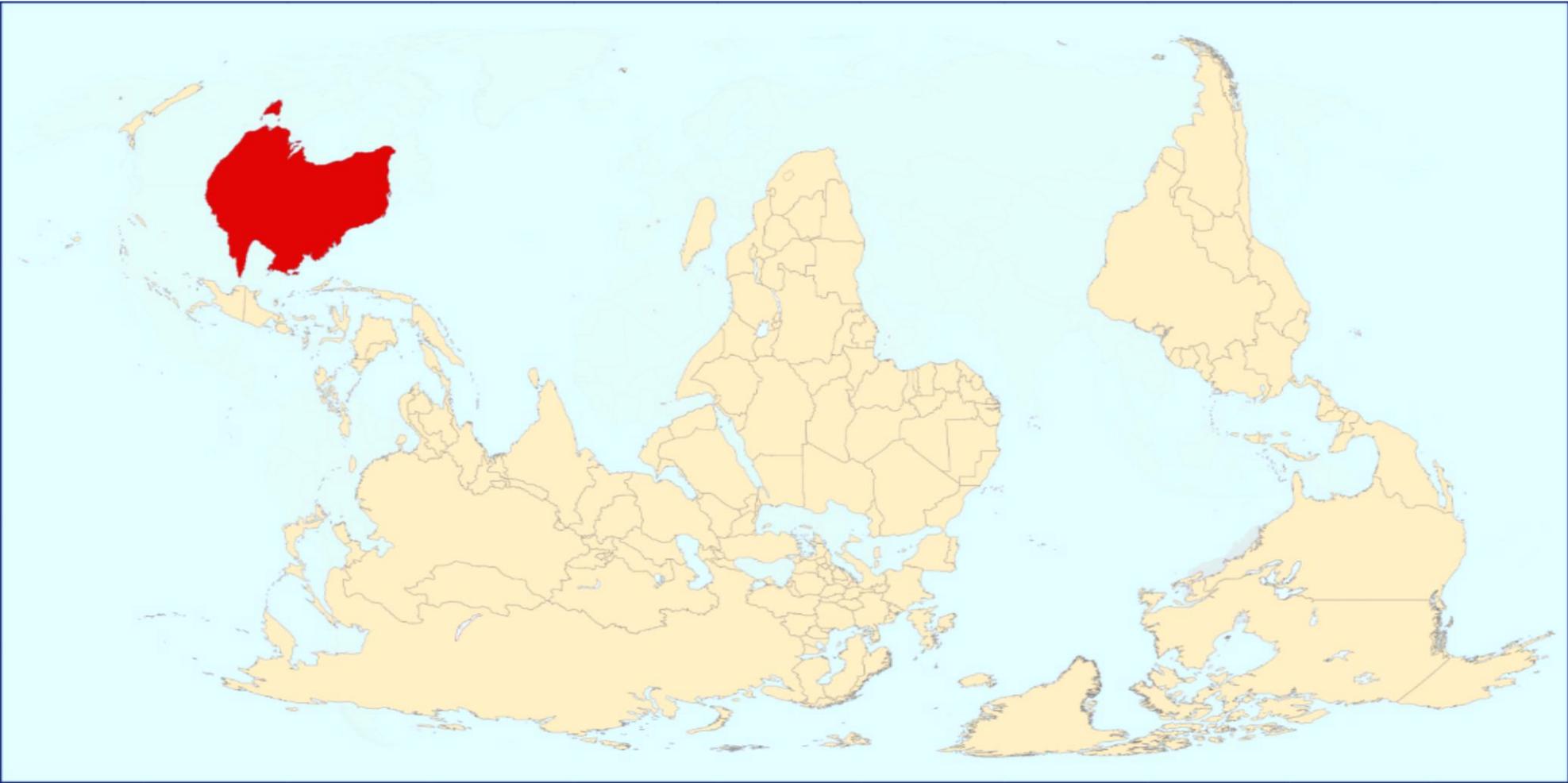
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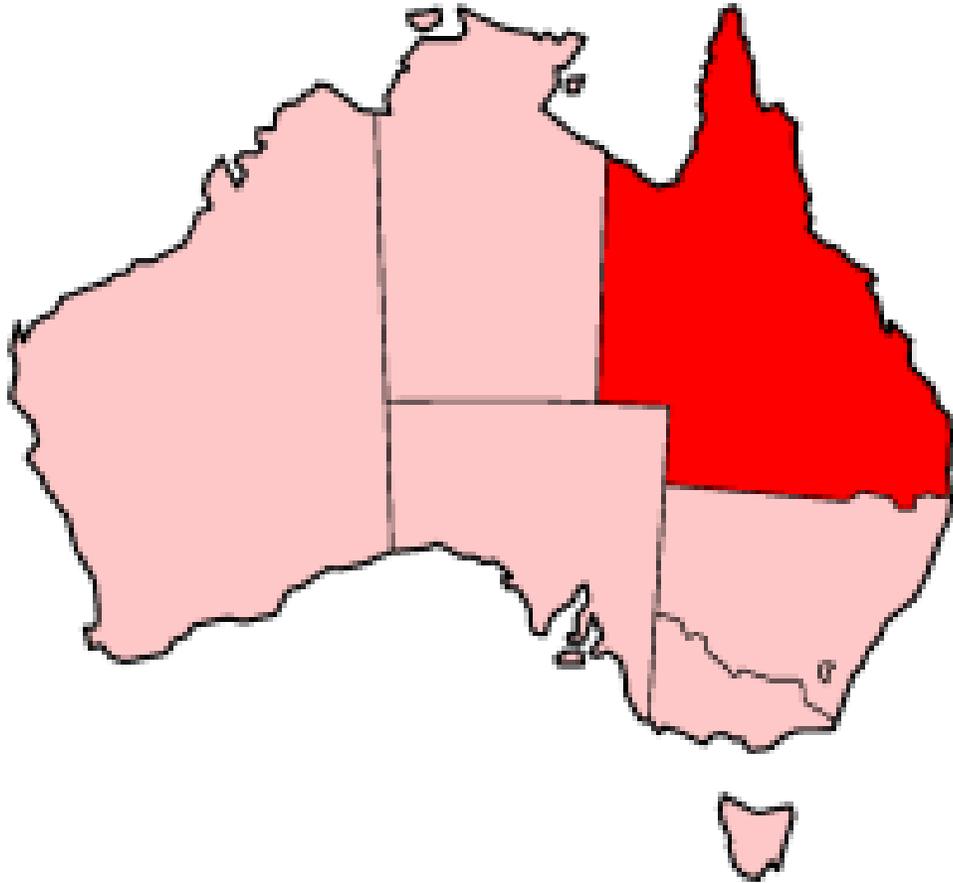
# Overview

- Australia, Queensland, SLQ and WMAU
- What we did together
- What worked and what didn't around specific activities
- Some comments on collaboration
- Making Wikipedia Business as Usual in GLAM

# Australia



# Queensland is large



- 2<sup>nd</sup> largest state in Australia
- 6<sup>th</sup> largest state in the world
- 2423 km long (1505 miles)
- 1457 km wide (905 miles)
- Area: 1,852,642 km<sup>2</sup>
- Tropical / sub-tropical (9°S to 30°S)
- Population: 4.8M with 3.4M crammed into the SE corner

# Queensland is Outback

- Royal Flying Doctor Service is world's largest provider of primary & emergency healthcare by air
- School of the Air educates children in the Outback, originally by radio, now by phone and slow Internet



# State Library of Queensland

- Traditional beginning
  - Neo-classical building
  - Collect lots of books
  - Wait for people to come in and read
  - 1960s extension
- Distance to people is a problem
- Mid 1970s Country Lending Service
  - Now serves local government areas with < 15,000 people



# State Library of Queensland (reboot)

- Funky modern building
- Full of giant screens, computers, A/V streaming, 3D printers, etc
- Still plenty of books
- Difference in the thinking
  - Bring knowledge to the people
  - Not people to the knowledge
- Digitisation & digital delivery
- Going to where the people go
  - Social media
  - Wikipedia



# Wikimedia Australia

- Around 40-50 people spread across Australia
- Not possible to meet together
- Many activities tend to be local
  
- 2009: WMAU organised GLAM-Wiki conference in Canberra
  - SLQ attended and met some Brisbane WMAU members
  - Start of collaboration



# What SLQ and WMAU did together

- Donation of 50K out-of-copyright photos of Qld to Commons
- Wikipedia Edit training to librarians, partner orgs, & the public
- Wikipedia-in-Residence program: Qld home front during WW1
- #1Lib1Ref – adding citations to Qld content on Wikipedia
- WikiClub – monthly afternoon for local GLAM to contribute
- And other stuff ...

# Commons donation

- Hard to determine copyright status
  - Half of photos had problematic meta-data
  - Lots of work for WMAU members
- But very successful
  - Many images used in Queensland articles
- Successful in unexpected ways
  - Images used in surprising articles
  - Most-viewed images are not in Qld articles
  - Photos are out of copyright in Australia until 1954, later than many other countries



Prince Philip, Brisbane, 1954

# Wikipedia edit training: what we've learnt

- Use Visual Editor
  - Very much preferred by new/lapsed trainees
  - Game changer for getting continued contribution after training
- Teach “just enough” skills/policies & have a “real editing” experience
  - Paid editing, conflict of interest, copyvio, need for citations
  - No MoS except by example
- Practice on user page, then expand “real” stubs
  - Don't create new articles, strongly discouraged until “more experienced”
  - Most have an article they want to write (often no/marginal notability)
- Short sessions (2 hours now vs 1 day initially)
  - Longer sessions: *teach* more but not *learn* more
- Provide business cards for email/phone follow-up
  - Not ready for Talk/User Talk, too many new things to learn all at once

# Wikimedian-in-Residence

- Theme: Queensland home front during World War I
- 3 x WiRs, each one day a week for 3-4 months over a year
  - 2 experienced Wikipedians & 1 SLQ staff (experienced writer, 2 intensive days to learn WiR-level skills!)
- Aims:
  - Add Wikipedia content on the theme - successful
  - Engage with public to find “new stories” – less successful
    - WiR not in a public space, needed to make an appointment
    - ANZAC deaths are “sacred” to Australians, but “not notable” to Wikipedia

# #1Lib1Ref

- SLQ had small engagement in #1Lib1Ref in 2016
- New State Librarian encouraged a “big effort” for 2017
  - ambitious target of 1000 new citations for Qld content
  - Lousy timing – Australian summer school holidays!
- Awareness session for staff with citation “refresher” (both editors)
  - Advertised to local GLAM community beyond SLQ
- Full edit training session for new/lapsed editors (Visual Editor)
- 5 edit-a-thon sessions over 3 weeks
- 35 SLQ staff added at least 1028 citations (¼ world total)
  - Based on internal tracking, no #1Lib1Ref statistical support available!
  - Challenge to find the articles, Citation Hunt not very useful

# QWiki Club

- 1Lib1Ref edit-a-thons “enjoyable” and “empowering” for SLQ staff
- Started monthly get-togethers for Wikipedia contributions by SLQ and other local GLAM staff supported by Wikimedia Australia
- Theme of the month, with proposed easy and more complex tasks to accommodate different skills and confidence levels with contributing
- Average around 10 participants with some beginners at each session, others maturing as contributors
- Some participants are active contributors between sessions

# GLAM & Wikimedia collaboration

- Partnerships develop over time
- Start small and grow
- Under-promise and over-deliver
- Experiment with different types of activity and see what works
- Needs to be an intersection of interests in terms of both activity and topic area (win-win) to keep both sides engaged in the longer term
- Big cultural differences (gender balance, attitudes to privacy/transparency, timeframes)

# Advice to GLAMs

- Wikipedians are volunteers and must fit in their GLAM interactions in between work, family and their own Wikipedia contributions
  - weekday activities can be very difficult to resource for volunteers
- Wikipedians and chapters can't change the rules or outcomes of decisions (e.g. Article for Creation) – not issued with magic wands
- Notability for new articles is very hard to get right
  - don't try new articles too soon
- Some Wikipedians you encounter on-wiki are “difficult”
  - We don't get to choose our volunteers

# Advice to Wikimedian partner orgs

- Learn about your GLAM partner before you first formally meet
- Read strategic plans, annual reports, org charts, etc
  - Know what they are interested in, how they measure success (KPIs)
  - Know who to talk to about what
  - Expect long planning cycle
- Use their collections, visit their website, attend their events
  - Improves your understanding and leads to serendipitous opportunities
- Expect weekday meetings and events
  - Who can attend these?
- Use your real name, hand out business cards
  - expect to communicate by email and phone etc rather than Talk pages or IRC
- Learn the Visual Editor, add `{{VEFriendly}}` to your User Talk page

# Advice to Wikimedians generally

- GLAM staff are paid editors but contributing photos/citations/further reading/external links from their GLAM's collections are desired outcomes by the WMF strategic plan
  - NOT “conflict-of-interest edits by paid editors” or “spamming”
- GLAM staff act in “good faith” but can be over-enthusiastic or over-confident in their actions (think “excited puppy”), try to explain nicely what the problem is
- Enable the Visual Editor in all namespaces and on all wikis and on all new user accounts
  - Why build the VE for new users and then NOT give it to them?

# Advice to WMF

- Enable the Visual Editor in all namespaces and on all wikis
  - DYK: the Visual Editor is not enabled on the Outreach wiki!
- Understand GLAMs have long planning cycles
  - Less last-minute-ism
  - Run campaigns across different but locally convenient timeframes
  - Make sure the local chapter/liaison are cc-ed on contact with GLAMs
- Support gathering of KPIs by GLAMs
  - Provide high-level aggregate information by geolocation
  - No need to provide details of the individuals
  - GLAM funding and ongoing support of WMF depends on demonstrable KPIs

# Transition to Business as Usual in GLAMs

- Look for ways to incorporate Wikimedia as part of regular work flows or project planning
- New photos into library and through to Commons (where suitable)
- Reference librarians' answers to questions into Wikipedia
- Part of the standard “palette” of activities that is considered in programme development
- Add Wikimedia skills as desirable in job selection criteria (“normalise”)

# Conclusions for partnerships

- Seek out GLAM partners who are thinking non-traditionally
  - Open/eager for online/digital activities
- Wikimedians need people skills to partner
  - Not just Wikimedian skills
- Use the Visual Editor
  - Focus on the joy of sharing knowledge, not the tools