



WIKIMEDIA
UK

Three Prongs of Outreach

Dr Martin Poulter

WikiConference UK 2013



Fronty prongs of outreach

Content partnership (GLAMs)	Sharing digital media, or access to cultural content that can be digitised
Expert outreach	Experts (in the widest sense) contribute & review Wikimedia content, including sharing their own research under free licences
Education outreach	Learners contribute & review as part of their formal education



Example: University of Bristol

- Education support unit
 - Departments
 - ...
 - Centre for Public Engagement
 - Institute for Advanced Studies
 - ...
 - Botanic gardens
 - Library special collections
- Target for Education projects
- Target for Expert outreach
- Target for cultural partnership

More: http://uk.wikimedia.org/wiki/Education_projects/Anatomy_of_a_university



No such thing as a free lunch?

Cultural change

Open culture
Open access
Open education



WIKIMEDIA
UK

EXPERT OUTREACH



Tim Berners-Lee



CC-BY-SA Uldis Bojārs http://commons.wikimedia.org/wiki/File:Tim_Berners-Lee.jpg



An encyclopedia for the world

“An encyclopaedia will be an overall attempt by **the knowledgeable, the learned societies or anyone else**, to represent the state-of-the-art in their field. An encyclopaedia will be a living document, as up to date as it can be, instantly accessible at any time. [...] A measure of a paper's standing may be conveyed by the number of links it is away from an encyclopaedia.” – TimBL, Physics World, 1992



Let's hear it for top-down!

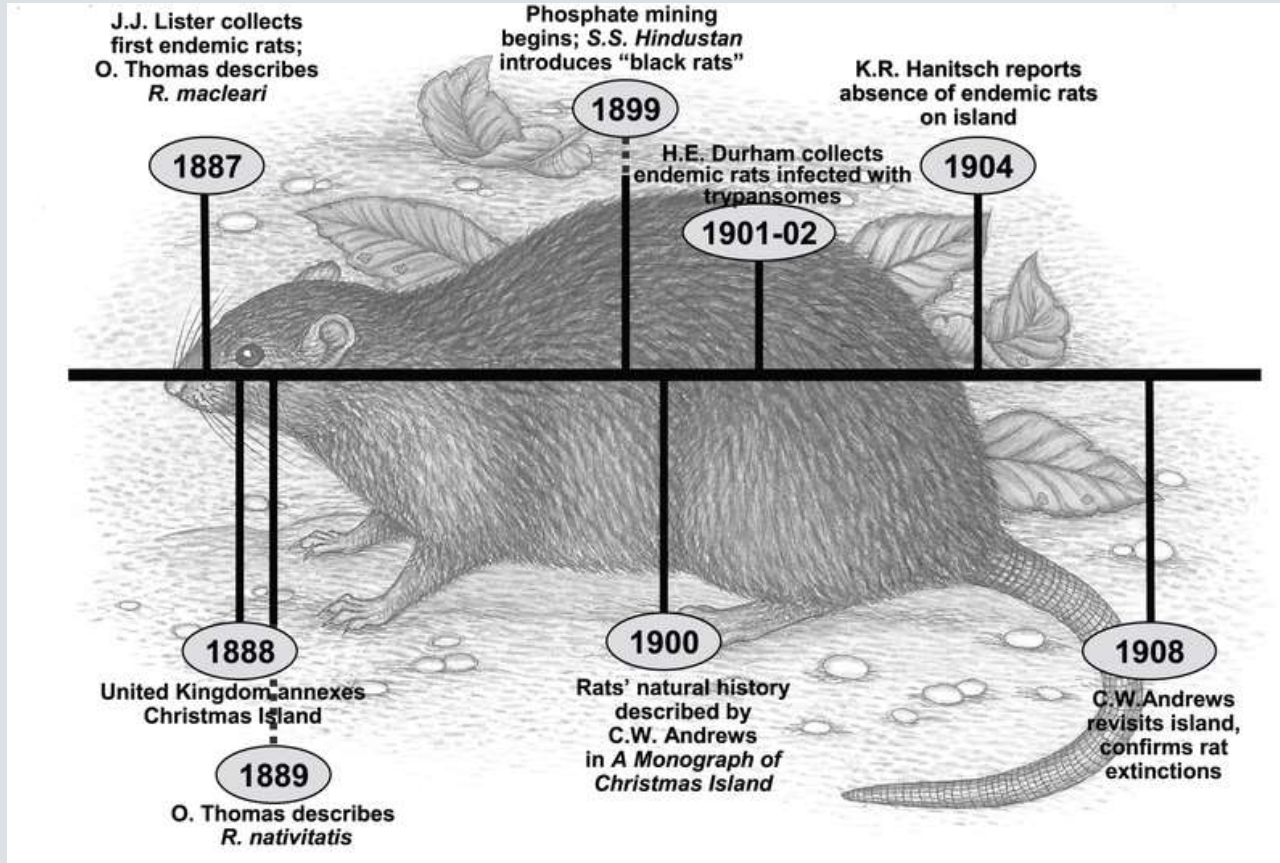


Open Govt. Licence: http://commons.wikimedia.org/wiki/File:David_Willetts_Official.jpg



WIKIMEDIA
UK

The torrent of open content





We have what they want

- Impact
- Engagement
- Altmetrics



But wait!

“An encyclopaedia will be an overall attempt by the knowledgeable, the learned societies or anyone else, to represent the state-of-the-art in their field. An encyclopaedia will be a living document, as up to date as it can be, instantly accessible at any time. [...] **A measure of a paper's standing may be conveyed by the number of links it is away from an encyclopaedia.**” – TimBL, Physics World, 1992



WIKIPEDIA

The Free Encyclopedia
anyone can edit



WIKIMEDIA
UK



WIKIPEDIA

Freely available tertiary literature,
accessibly and neutrally summarised
from reliable secondary and primary
sources, in an ongoing process of good
faith collaboration involving both
experts and non-experts



Some Existing Contacts

- Association of Art Historians
- ^{UK} Arts & Humanities Research Council
- British Psychological Society
- The Geological Society
- Royal Geographical Society
- Institute of Physics
- Jisc (many facets)
- Medical Research Council
- The Physiological Society
- Royal Astronomical Society
- Royal Pharmaceutical Society
- Royal Society of Chemistry
- Science Council
- Society of Biology
- Association of Medical Research Charities (AMRC)
- The Royal Society
- Cancer Research UK
- Food Standards Agency
- Institute of Bio-Sensing Technology
- Parkinson's UK
- Understanding Animal Research
- Ludwig Institute for Cancer Research
- Expert outreach covers more informal groups as well, e.g. Girl Geeks, local historical societies



Successes



- World War I editathon
- Ada Lovelace Day editathon
- Many more events



WIKIMEDIA
UK

EDUCATION

Self-enhancement

[edit]

From Wikipedia, the free encyclopedia

Self-enhancement is a type of [motivation](#) that works to make people feel good about themselves and to maintain [self-esteem](#). This motive becomes especially prominent in situations of threat, failure or blows to one's self-esteem.^{[1][2][3]} Self-enhancement involves a preference for positive over negative self-views.^[4]

It is one of the four self-conscious self-evaluation motives:

- [Self-enhancement](#) - the act of seeking a positive [self-concept](#)
- [Self-assessment](#) - the act of seeking an accurate self-concept
- [Self-verification](#) - the act of seeking a self-concept congruent with one's identity
- [Self-improvement](#) - the act of bettering one's self-concept

Self-evaluation motives drive the process of self-regulation, that is, how people control and direct their own actions.

“ The self-enhancement motive refers to people's desire to enhance the positivity or decrease the negativity of the self-concept.^[5] ”

—Sedikides, & Strube, 1995.

Contents [\[hide\]](#)

- 1 Levels
- 2 Dimensions
 - 2.1 Self-Advancement vs. Self-Protection
 - 2.2 Public vs. Private
 - 2.3 Central vs. Peripheral
 - 2.4 Candid vs. Tactical
- 3 Different Types
 - 3.1 Self-Enhancing Triad
 - 3.1.1 Above-Average Effect
 - 3.1.2 Illusions of Control
 - 3.1.3 Unrealistic Optimism
 - 3.2 Self-serving attribution bias
 - 3.3 Selectivity

Thank you Amy Cridge of the University of Southampton!



Writing an online encyclopaedia

Critical understanding

Active involvement

Digital fluency (of various kinds)

Read & evaluate sources

Analyse; restructure

Attention to detail: reviewing and improving

Originality (plagiarism is not an option)

Collaboration, including global



WIKIMEDIA
UK

Changing the Learning Landscape

Changing the Learning Landscape is about enabling higher education institutions in England, including colleges of further education providing higher education, to bring about change in their strategic approaches to technology in learning and teaching.

Changing the Learning Landscape is a groundbreaking partnership between the [Association for Learning Technology](#), the [Higher Education Academy](#), [Jisc](#), the [National Union of Students](#) and the [Leadership Foundation for Higher Education](#). The [Partnership](#) has been funded in 2012 - 2013 by [Hefce](#), and so is able to provide services at minimal or no cost to institutions.



We have what they want

Mass education

Active, self-directed learning

Peer-to-peer education

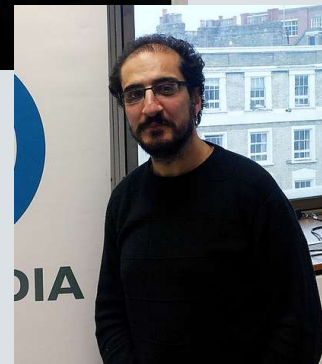
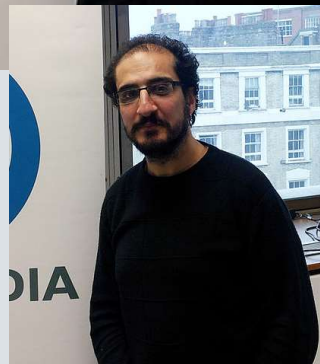
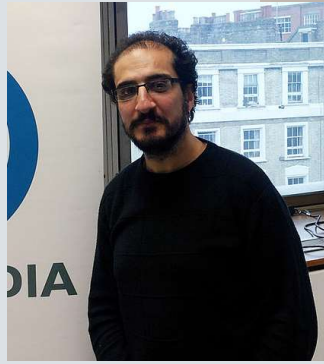
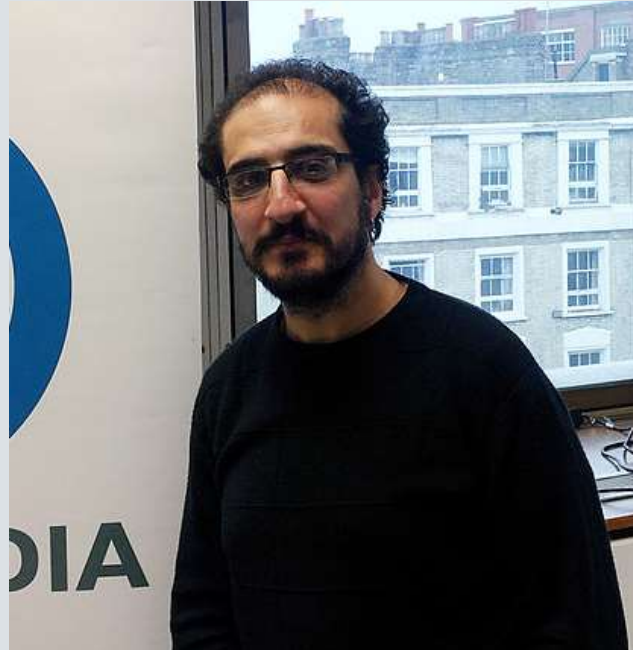
Remixable content

Cost effectiveness

Open practice



We need staff



CC-By-SA Stevie Benton [http://commons.wikimedia.org/wiki/File:Dr Toni Sant in WMUK office.jpg](http://commons.wikimedia.org/wiki/File:Dr_Toni_Sant_in_WMUK_office.jpg)



How do we persuade?

- Professionalism
- Understanding what they want
- Explain Wikimedia in terms of process and ethos, not resources.
- Be bold!



Thank you

Martin Poulter

@mlpoulter

<http://infobomb.org/>

martin.poulter@wikimedia.org.uk

User:MartinPoulter

From Wikipedia, the free encyclopedia