LADA/Wikimedia UK Live Art and Feminism Edit-a-thon, photograph by Edwardx

How to work successfully with Wikipedia

A guide for galleries, libraries, archives and museums

WIKIMEDIA
BELGIUM

# What is Wikipedia and how does it work?

Imagine a world in which every single human being can freely share in the sum of all knowledge.

That's our commitment.

» Wikipedia is an encyclopaedia, freely available on the internet. Wikipedia is the best known project of the Wikimedia movement, which also includes a family of open knowledge projects such as Wikisource which holds source documents, Wikidata which holds publicly available datasets, and the media library Wikimedia Commons.

» The Wikimedia movement aims to make the sum of human knowledge freely available to all humanity.

» Wikipedia, like all Wikimedia projects, is part of the open content movement, so it only contains information that is openly licensed so that others are free to use it.

» The Wikimedia sites are visited by around 500m people a month, many more people also access them through mirror sites and offline copies. The Wikimedia movement supports a number of schemes that seek to open up access for harder to reach groups.

» For example Wikipedia Zero where mobile operators in several developing countries include surfing Wikipedia for free rather than including it in download allowances, and off the web initiatives that load copies of Wikipedia to laptops.

» Wikimedia promotes the use and improvement of Wikipedia and other open knowledge projects. We help cultural organisations work successfully with Wikipedia, by working with us:

• you engage the whole Wikipedia community; and

• in a measurable, reportable way so you can show the impact

Wikimedia websites have 500m viewers per month

Battle of Clontarf, oil on canvas painting by Hugh Frazer, 1826, used to illustrate the Wikipedia article Battle of Clontarf, courtesy of the Isaacs Art Center

Wikipedia article traffic statistics
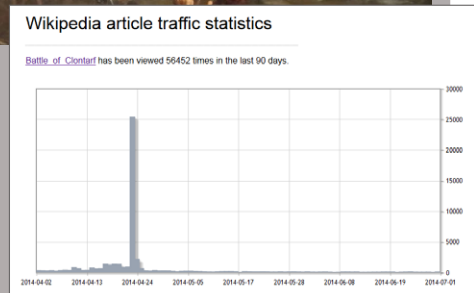
Readership of the Wikipedia article Battle of Clontarf on and around the thousandth anniversary of the battle. Wikimedia Ireland brought together a group of historians and Wikipedians at the Science Gallery in Trinity College, Dublin to improve that article and related ones in advance of the thousandth anniversary of the battle. Every Wikipedia article has a "view history" tab which leads to an overview of who edited the article. You also can get the statistics of any Wikipedia article by going to http://stats.grok.se

around 21 billion page views per month

9 million edits every month

over 21m files on Wikimedia Commons

Wikipedia has 4.5m articles in English

more than 35 million articles in 285 other languages

British Museum –
Wikimedian in Residence

Location: London

Type of organisation: museum

"I looked at how many Rosetta Stone page views there were at Wikipedia. Five times as many people go to the Wikipedia article as to ours."

Matthew Cock,
The British Museum

Description

The British Museum was the first organisation of its kind to host a Wikimedian in Residence. Liam Wyatt, a Wikipedia volunteer, spent five weeks working with staff to improve Wikipedia content related to objects in the museum. He also helped build lasting, mutually beneficial links between curators there and the wider Wikipedia community.

The museum estimated that several thousand of the eight million objects in their collection would deserve their own Wikipedia articles, but didn't yet have one.

Both organisations have a mission to educate the public. The British Museum has the artefacts and the expertise, Wikipedia has the online audience.

The outcomes and benefits

» Helped the British Museum fulfil part of its outreach mission to engage the public.

» Improved Wikipedia content on items in the museum's collections.

» Used the museum's specialist expertise, deeper resources and links to its research material from Wikipedia.

» Established relations between museum staff and the Wikipedia community to continue improving Wikipedia content.

» Generated positive media coverage including in the New York Times.

The Royal Gold Cup, photograph by Babelstone. The Royal Gold Cup has an article in several language versions of Wikipedia including English.

Ways of working

Working with Wikipedia is flexible

There are lots of different ways you can work with Wikipedia. We've already formed partnerships with a whole range of cultural organisations, large and small. It's all about finding the right partnership that works for you.

At Wikimedia our job is to help you find the best way to work with Wikipedia. We can talk to you about the different options and we'll share our experience of what makes a successful partnership. That way we can shape something that suits your organisation, and resources.

We know you'll have specific goals you need to reach – whether that might be around outreach, multi-lingual content, opening your collection to a wider audience or providing a way to back up your digitised imagery.

We're always looking to improve and enrich the coverage of Wikipedia's articles and to expand the range of resources available on Wikimedia Commons.

In return we'll help you tap into the combined enthusiasm and digital knowledge of the Wikimedia volunteer community. Your partnership might include hosting a Wikimedian in Residence, an edit-a-thon (an event where Wikipedians, experts and volunteers collaborate to edit Wikipedia), a photo scavenger hunt, releasing imagery or something completely different. If you'd like us to, we can even organise events to train your volunteers to become Wikipedia editors.

To talk to us about how a partnership with Wikipedia might work for your organisation, get in touch by e-mail (see back of booklet)

Blackgang chine on the Isle of Wight, a nineteenth century photochrome print of a landscape feature that has since been washed away, courtesy of the Library of Congress

Herbert Art Gallery and Museum –
Wikipedia takes Coventry

Location: Coventry

Type of organisation: art gallery and museum
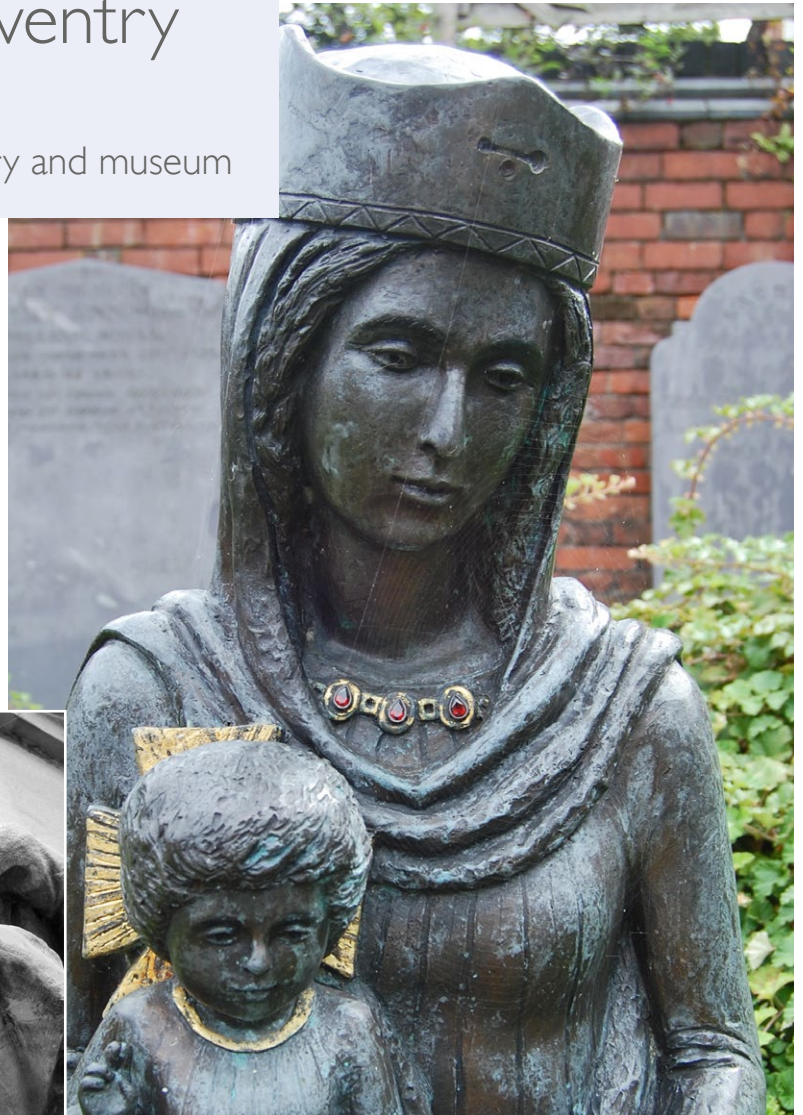
Description

Wikipedia takes Coventry was a photo scavenger hunt that helped create a lasting, freely-accessible photographic record of Coventry's landmarks and history to use on Wikipedia all over the world. This was one of a series of events that the Herbert has held with Wikimedia UK.

Participants registered at the Herbert and granted permission for their photographs to be made freely available under a Creative Commons licence. The photographers ranged across Coventry.

At the end of the event participants returned to the museum and uploaded and tagged their photographs on Wikimedia Commons. Those searchable images are now freely available for anyone to use on Wikipedia and for any other purpose.

Our Lady of Coventry, photograph by Andy Mabbett

Gargoyle on Old Blue Coat School, photograph by Sasha Taylor

Caludon castle, Coventry, photograph by Mum's taxi

The outcomes and benefits

» 51 photographers took part and uploaded their photos at the Herbert.

» Over 2,000 photographs of Coventry's landmarks were created.

» The number of articles on Wikipedia about objects in the Herbert's collections doubled.

» Articles included ones in French, German and Catalan.

» Local and social media coverage of the event.

Wikimedian in Residence

What's a Wikimedian in Residence?

A Wikimedian in Residence is a Wikimedia editor who accepts a role with an organisation to build close working relationships between the Wikimedia movement and the institution through a range of internal and public activities. They can work on improving content for Wikimedia projects, but even more importantly act as an ambassador for open knowledge within the host organisation.

Any organisation that wants to progress work on open knowledge through Wikimedia could consider doing it by hosting a Wikimedian in Residence.

Their activities can include:

» Organising outreach work to encourage understanding and development of Wikimedia projects internally and externally

» Exploring sharing the organisation's digital resources on Wikimedia Commons

» Organising events to create or expand existing articles about notable items or subjects of specific relevance to the collection and the organisation's expertise

» Working with staff to explain how Wikipedia and related projects operate and how they can contribute, for example through events, workshops, case studies and documentation

» Developing other projects that support open knowledge

The residencies are very flexible in terms of length and format, and can be paid or voluntary roles. Some paid roles have been short and fixed-term to scope out future work. Many last for six months or longer to allow for some solid relationships and understanding to be built on both sides. Some posts are voluntary or are an internship, others are paid part- or even full-time. Wikimedia has wholly or partially grant-funded several posts where there is potential for significant benefit to Wikimedia projects. Those have included large scale image releases to Wikimedia Commons and internal policy changes in favour of open knowledge.

The Wikimedian in Residence can train editors and image uploaders, co-ordinate events, raise the profile of Wikipedia within your organisation and help your staff to engage more effectively with Wikipedia and its community.

Successful Wikimedian in Residence programmes have already been run in the UK with the British Library, ARKive, Royal Society, York Museums Trust, National Library of Scotland, British Museum, Derby Museum and Art Gallery, Coleg Cymraeg Cenedlaethol, Science Museum and Natural History Museum. In other countries there have been Wikimedians in Residence at Houghton Library (USA), Swiss National Library, Catalan Network of Public Libraries (Spain), Royal Ontario Museum (Canada), State Library of New South Wales (Australia), Smithsonian Institution Archives (USA), Africa Centre (South Africa), and Royal Library & National Archives (Netherlands).

To find out more about how a Wikimedian in Residence could benefit your organisation, get in touch with us by e-mail (see back of booklet)

Smithsonian Institution Archives –
Wikimedian in Residence

Location: Washington DC

Type of organisation: archive

Images of the Scopes trial, photograph by Slowking4 taken at the She Blinded Me with Science Edit-a-thon at the Smithsonian

Description

Sarah Stierch became the Wikimedian in Residence at the Smithsonian Institution Archives with the mission of expanding Smithsonian history, American history and science-related content on Wikipedia.

Working with Wikipedia gave the Smithsonian the opportunity to open its virtual doors to millions more people every year. Sarah acted as the connection between the vast resources and expertise of the archives and the energy of the Wikipedia volunteer community. That helped to build mutual understanding and strengthen the working relationship.

Part of her work there involved organising three edit-a-thons, including one with a focus on women in science.

Outcomes and benefits

» Over 60 new Wikipedia articles created relating to the archives' content.

» Expanded existing articles' content.

» Broadened access to the archives' resources for Wikipedia articles and beyond through Wikimedia Commons.

» Saved several articles on female scientists from deletion by expanding and enriching their content.

Making
it work

"The event could not have happened without the support of Wikimedia UK, a registered charity dedicated to collecting, developing, promoting and distributing open knowledge."

Two Irish historians talking about the Battle of Clontarf Edit-a-thon in Dublin

We'll help you work successfully with Wikipedia and Wikimedia Commons

Wikimedia and the community of Wikimedia volunteers can help you successfully work with Wikipedia, using lessons we have learned from previous partnerships:

» The editing interface has two variants, one is similar to HTML, another is a more user-friendly editor similar to a word processor. Wikimedia has cheatsheets with the common commands and there are many experienced editors who are happy to explain things to newcomers.

» To the computer programs that protect against vandalism, an edit-a-thon full of new editors all editing from the same IP address can look remarkably like a classroom full of schoolchildren who have started to change reality by editing Wikipedia. Our experienced trainers know how to avoid this causing a problem.

» Wikimedia has experienced volunteers and staff who have run many successful GLAM events.

» Wikimedia has supported this with investments in an external "train the trainer" programme, which takes enthusiastic and knowledgeable Wikipedians and shows them how to train others.

A backstage pass event at the British Museum, photograph by Mike Peel (www.mikepeel.net)

British Library
– Picturing Canada

Location: London
Type of organisation: library

Saint Gemma Galgani, photograph by Jules Ernest Livernois, used in the Wikipedia article Gemma Galgani, courtesy of the Picturing Canada collection from the British Library

Description

The Picturing Canada project was a large-scale programme to digitise, re-catalogue and publish a substantial proportion of the British Library's Canadian photographs. These had been acquired during the early twentieth century under Canadian copyright law, but had not been widely used since then.

The collection was identified by a curator after discussions about possible digitisation projects. After some work to define and scope the programme, the library successfully bid for £5,000 of funding from Wikimedia UK and the Eccles Centre for American Studies.

Almost all the collection was digitised with the exception of a small number of items requiring intensive conservation, producing several thousand high-resolution files. These were individually cropped and checked before release, a time-consuming process that took almost a year.

Working with the library's access and reuse policy, they were released into the public domain with full metadata on Wikimedia Commons and through the library's Digitised Manuscripts site.

Cree Indian in 1903, photograph by G. E. Fleming, used in the Wikipedia article Cree, courtesy of the Picturing Canada collection from the British Library

Outcomes and benefits

» 3,000 items were digitised and made available on Wikimedia Commons and the British Library's Digital Manuscripts site.

» Images were released as high resolution TIFF files and lower resolution, cropped JPEG files.

» The British Library digitised the collection and gained a back up of its collection by releasing it through Wikimedia Commons.

» By making the collection fully discoverable and accessible through Wikimedia Commons access was widened enormously.

Open licensing

How does Wikipedia license content?

Some of the material is in the public domain either by virtue of the copyright having lapsed or because the copyright owner chose to release it into the public domain. All non-public domain content on Wikipedia and Wikimedia Commons is governed by a licence agreement. Some content is licensed as CC0 or "no rights reserved" but the majority of Wikipedia content is covered by the Creative Commons Licence CC BY-SA.

This Creative Commons licence preserves certain rights of the photographer or author. It has the BY tag which means that the author or photographer must always be credited. SA stands for 'share alike', so any work that incorporates this content must also be openly licensed.

There are many benefits to using this licence. You don't have to pay to use information that's stored on Wikimedia Commons and you don't have to ask permission to use it.

It may seem unusual that a charity such as Wikimedia allows content to be commercialised and doesn't accept material with an NC licence. This is because it's often difficult to clearly and precisely define what is a commercial rather than a non-commercial use and the prosecution of any violation can be expensive. People who want to use the content may be deterred and those 'commercial users' are often the very public sector organisations and internet search companies who we most want to share the content with.

NC also allows open sharing of images on Facebook and other social media platforms. For the offline majority in the developing world NC means that images are freely available to publishers and others.

There is also a business model where content owners release content under an NC licence and then charge for any use that can be considered 'commercial'. Wikimedia projects do not use NC material, so we avoid arguments about whether a particular use is 'commercial'. We also avoid potential conflicts of interest over which images to use in an article if some are NC licensed and likely to generate revenue for the owner.

For these reasons, Wikipedia and Wikimedia Commons do not host material under the NC licence.

Over 900 years ago the organisers of the Domesday Book did their best to future-proof their work. They made multiple copies and placed them with institutions that they hoped would last. Things haven't changed that much in the intervening centuries, except now it is much easier to make a copy of information. We can't help protect your collections from fading, flood, fire and infestation of the physical objects. But we would love to be one of the digital repositories to host the imagery of your collection as it now is.

The benefits of open licensing

» Enhances the work of GLAMs as educational organisations by broadening access to content

» Only 40% of the world's population has internet access, the other 60% depend on commercial media (e.g. newspapers, TV, photocopies) to get information

» Allows use by for-profit organisations such as private schools and after-school clubs

» Permits content to be shared on social media such as Facebook, Twitter and Instagram

» Opens up access to Wikipedia's massive viewership - NASA uploaded 80,000 images to Wikimedia Commons, they are viewed more than 100 million times a month

» Creates opportunities for more in-person and virtual volunteers who care passionately about open access

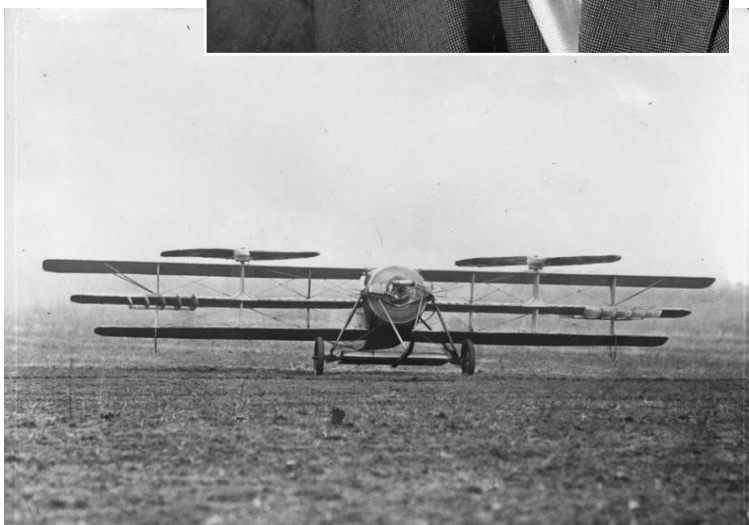» Encourages translation of content into multiple languages which opens access even further

German Federal Archives — 100,000 image upload

Location: Koblenz

Type of organisation: archive

Konrad Adenauer in 1952, photograph by Katherine Young, used to illustrate the Wikipedia article Konrad Adenauer, courtesy of the Bundesarchiv

Description

The German Federal Archives wanted to make a large number of their images more widely and easily available to the public. By partnering with Wikipedia they were able to upload over 100,000 images to Wikimedia Commons.

The images are now available to expand and illustrate Wikipedia articles all over the world and for any other use. Through the work of Wikipedia volunteers the photographs were also linked to the German National Library's database to make it easier to identify the people and places featured in them. So they are tagged and searchable where before they had just been unstructured data.

1929 photograph used to illustrate the Wikipedia article Berliner Helicopter, courtesy of the Bundesarchiv

Benefits and outcomes

» The archives fulfilled their obligation to make their collection more widely available to the public.

» Through the work of Wikipedia volunteers the archives gained a lot of data linking the images to the people and places featured in them.

» A huge number of images are freely available to illustrate Wikipedia articles and for other uses.

Benefits

Accessing ammonite information in Japanese at the National History Museum London, photograph by John Cummings

What do we get from working with Wikipedia?

» Contributing to the education of humanity by making images from your collection available to everyone.

» The more your collection is used by people the more they will appreciate it and hopefully want to know what else you have.

» We can help future proof your digitisation investment. With digitisation it is easy to make multiple copies and place them where they are likely to be seen and also to persist. Ultimately it is a matter of eggs and baskets, and the more baskets you copy your eggs into the more likely they will survive. Wikimedia would be delighted to host a copy of your cultural imagery on Wikimedia Commons.

» Multilingual datasets can be created by linking up metadata on the same subjects from institutions in different countries, a well as by translation of metadata by volunteers on Wikimedia Commons. Wikimedia Commons is a multilingual project, file names can be in any language, categories in English and descriptions in as many languages as people find useful.

» While you have to be cautious as to who can restore physical objects, digital restoration is ideal for crowd sourcing, as if new techniques come forward you can always revert to the original.

» For several years tens of millions of euro's of public money has been invested in digitisation. Some of this has been to give the public better access to the artworks and other cultural treasures owned on their behalf. Some of this has been to give an additional revenue source to the cultural sector. Where the purpose is revenue then the calculation should be quite simple, taking into account the costs of administering the scheme and the funds invested in digitisation, is the taxpayer getting an acceptable return on investment? This model is complicated by the ever growing move to open licensing, and by swathes of material coming out of copyright every year. It is hard to charge when you compete with free. Unless your material is unique the chances are that your licensing revenues have fallen or will do so. Where the purpose is public access the calculations are more complex, are people getting the chance to access the imagery, and will they do so for the future? Wikimedia can't help you if your aim is for a financial return on digitisation, but we can help if your aim is to make your collection accessible to all humanity.

» Most museums can only display a minority of their content. With digitisation you can show everything.

"Having a Wikimedian in Residence at the Natural History Museum coincided with a paradigm shift in how we think about our digital content and the start of a project to rapidly digitise the museum's collection of more than 80 million specimens at an industrial scale. Having an advocate for open science and a culture of reusable content helped us to frame these projects in a context that makes this work useful to a wider audience. Through multiple Wikimedia projects we have moved a step closer to realising the full potential of our specimens, archives and galleries. We have also raised the institution's internal understanding of the benefits of open data. The prototypes described here show that museums can engage in a real and meaningful way with Wikimedia, forming long term partnerships that benefit not only the museum and Wikimedia, but also the many millions of people who can now share our knowledge and understanding of the natural world."

Vincent Smith of the Natural History Museum talking about their 2013/14 Wikimedian in Residence.

British Library
– featured article

Location: London
Type of organisation: library

Description

The St Cuthbert gospel dates back to AD690 and is one of the treasures of the British Library. The library wanted to expand the existing short Wikipedia article into a featured article.

Library staff worked with one of the Wikipedia volunteer editors to provide advice, help and resources to add a huge amount of expert knowledge and content into the article. The result was a far more informative, well-referenced and researched article than had existed before and even featured on the home page of Wikipedia.

Over a million people visit the main page of the English language Wikipedia every day, and a large part of what they see there is the opening paragraphs of the featured article of the day. Getting their work shown to such a large and disparate audience is a key motivation for many of Wikipedia's finest writers, so competition for that space is intense. Wikipedia's community of volunteers have developed a many layered process for assessing, checking and improving articles, looking at many aspects including comprehensiveness, accuracy and readability. The very best articles are assessed as "featured" and are eligible to spend a day on the main page.

Outcomes and benefits

» The St Cuthbert Gospel article was successfully expanded into a featured article.

» The article had 40,000 views on the day and now gets about 20,000 views every year.

» The British Library provided expertise to create a much more detailed and informed article including detailed imagery.
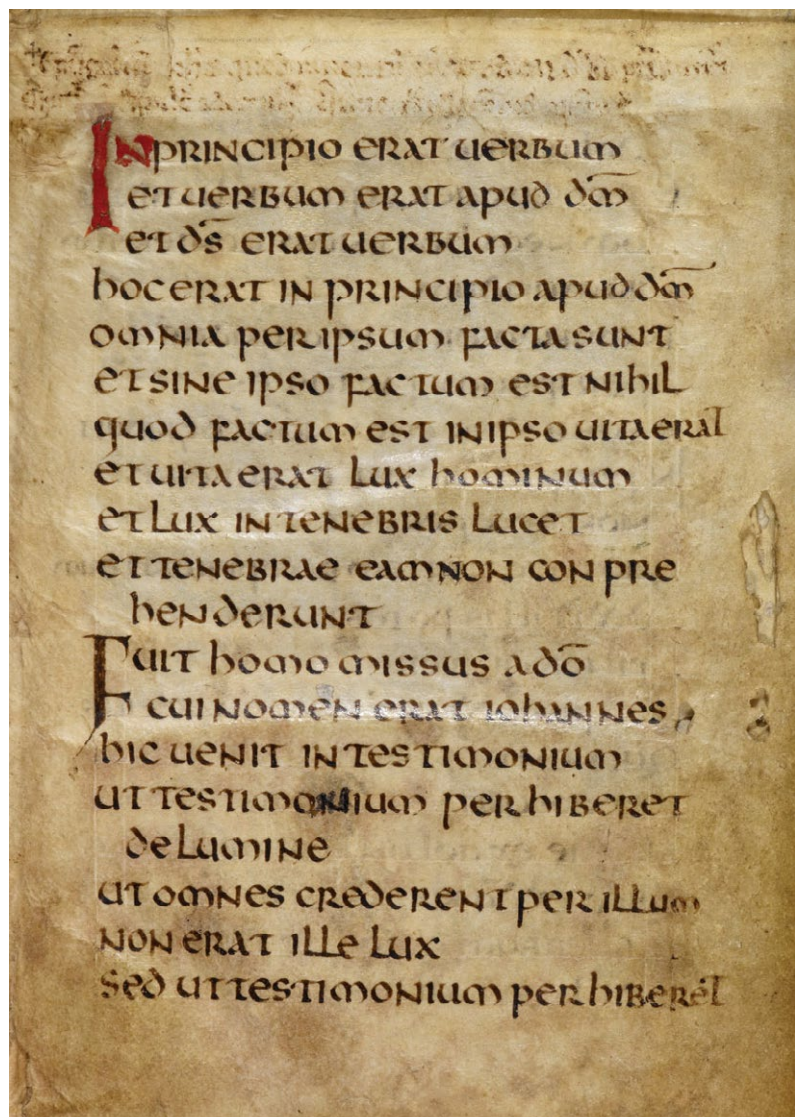

Image from the St Cuthbert Gospel, photograph courtesy of the British Library

Your organisation on Wikipedia

Articles about your organisation and collection

Wikipedia is an impartial, tertiary source of information. It's written, edited and updated by a group of committed volunteers, the Wikipedia community.

We don't allow organisations to write or edit articles about themselves. If you spot something that's incorrect about your organisation, then please use the talkpage for the article and write a note to the editors who watch that page. It's helpful if you can provide a reference as well – even if that source is offline.

For simple, uncontentious edits that reference could even be a link to a blog on your organisation's website. We'll need to see an amendment or correction on another source first before the editor will update Wikipedia – because it's a tertiary source.

The very best way to engage with the Wikipedia community is to host an edit-a-thon or another Wikipedia event at your organisation, things can then develop in various ways, such as hosting a Wikimedian in Residence (see page 6 for more details). That allows you to engage directly with the community and for them to benefit from direct access to your collection, curators and other experts.

The Royal Opera House at night, photograph by Peter Suranyi

"The pages we enhanced have continued to grow since the event, and this sense of a shared project is what I found most special about the experience. Not only did we improve online reference material relating to Ashton, we were also inviting others to take part. I hope that our day spent working on articles about Ashton and his works has provided a richer perspective on a well-loved choreographer."

Beth Baker-Wyse of the Royal Opera House blogging about an edit-a-thon they hosted about the ballets of Frederick Ashton

Derby Museum
— QRpedia

Location: Derby
Type of organisation: museum

Description

The Derby Museum held a backstage pass event for 36 Wikipedians including a tour of the museum with the curators. The aim of the event was to increase the number of articles on items in the museum's collection. But the museum also wanted to provide information about its exhibits in a number of different languages.

There are versions of Wikipedia in nearly 300 languages. Using a QR code displayed beside an exhibit, it's possible to provide a link to the relevant Wikipedia article in the language of the person whose smartphone scans it. The technology is called QRpedia.

On the day of the event only one article was written. However, in the weeks following, many more articles were created in a number of different languages. All of them are now accessible to visitors to the museum simply by scanning the QR code with their smartphone.

The King of Rome with singer Dave Sudbury who sang about the bird. A QRpedia code is visible on the case. (Derby Museum, England)

Outcomes and benefits

» 1,200 new articles were written about the museum's collections.

» One article in Russian alone has been read by 37,000 people.

» An article about 'the King of Rome', a stuffed racing pigeon is available in 12 languages.

» QRpedia is among others now also used by organisations in Australia, Bulgaria, the Czech Republic, Estonia, Spain, India and the US.

Roger Bamkin, who along with Terence Eden invented QRpedia, points to a QRpedia sign in the Derby Museum

The future

What's next for Wikipedia?

Wikipedia is constantly evolving and improving. We never stand still, we're a dynamic and growing international organisation. So what are the trends for the future?

» A large and growing number of Wikipedia articles are illustrated – often thanks to imagery provided by galleries, libraries, archives and museums.

» A small proportion of Wikipedia articles now have multimedia content as well and we hope to dramatically increase that in the future.

» Partly thanks to a number of successful collaborations with cultural organisations around the world, the accuracy and verifiability of Wikipedia is improving all the time.

» Increasingly galleries, libraries, archives and museums are sharing metadata with other organisations through Wikipedia to create multilingual versions of their material.

» We have the images and hope soon to have the tools to combine multiple images of objects to create 3D models and other visuals, for example to show seasonal and longer term changes, such as for landscapes and wildlife.

» The coverage in many non-English languages is improving rapidly but there's plenty of work still to be done in this area.

The US National archives have a policy of releasing everything under an open license, we hope that others will follow their example.

Tropenmuseum
– 100,000 images of Indonesia

Location: Amsterdam
Type of organisation: museum

Goat fighting in Garut in 1921, courtesy of the Tropenmuseum

Description

The Tropenmuseum in Amsterdam was originally founded to study cultures in the former Dutch colonies. It has since expanded its work to promote cross-cultural understanding of tropical cultures throughout the world.

With the help of the international Wikimedia volunteer community the museum has been able to make a large number of images available, create multilingual articles on items in its collection and get high resolution images from its collection digitally restored.

Wikipedians from many countries took part, but the main work was done by volunteers from the Indonesian and Dutch chapters of Wikipedia. This was the first time that items in the Tropenmuseum's collection about Indonesia had been available in Indonesian.

Digital restoration was performed by Wikipedia volunteers on high resolution images provided by the museum. This included the restoration of a massive image of a 15m long story cloth from Indonesian mythology by Durova, a Wikipedia volunteer.

This was a multilingual project which opened up the museum's collection to a multi-national audience and made a huge number of images freely available.

Detail of restoration from the Moving a megalith on Nias showing before and after restoration
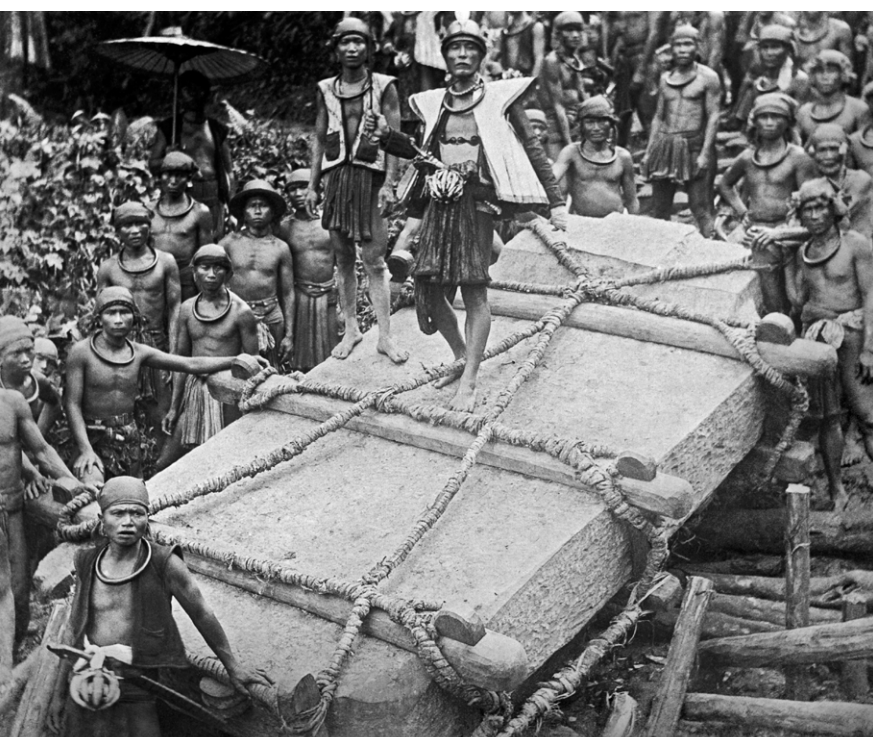
Outcomes and benefits

» Over 100,000 images of Indonesia made available by the museum on Wikimedia Commons.

» Articles created about the museum's collection by Wikimedia volunteers in Indonesian, Dutch, English, French, Polish and Spanish.

» Photos and prints digitally restored by Wikimedia volunteers.

» Images included ones from the fall of Koetö Réh in 1914 at the end of the Aceh war, where controversially 248 women and children were among the dead.

Moving a megalith on Nias (near Sumatra) circa 1915, courtesy of the Tropenmuseum, restored by Durova

FAQs

Here are some questions organisations often ask us

Q How does Wikipedia deal with copyright?

A We license some content under Public Domain and CC0, but the vast majority of content is available under Creative Commons CC BY-SA. We do not use the NC licence. For more information on copyright see page 10 in this booklet or visit creativecommons. org or https://commons.wikimedia.org/wiki/Commons:Licensing.

Q I've heard Wikipedia entries can be vandalised. How do you stop this?

A We rely on a large community of volunteers to check edits as they were made and the volunteers reject most vandalism within minutes. But we found that most vandals are very predictable, and now have computer programs that reject most vandalism in seconds or even before it goes live.

Q Wikipedia has something wrong about our organisation. How do I put it right?

A Wikipedia is an impartial resource, so we don't allow organisations to edit articles about themselves. But every Wikipedia article has a talkpage, if you add a comment there quoting a reliable source with the correct information, then a Wikipedia volunteer will sort that out quite quickly.

Q Wikipedia has something else wrong or missing. How do I put it right?

A Click the button marked 'edit' and change the article. But please remember to quote your source for any facts you add or alter.

Q Something is wrong on the internet, not just on Wikipedia. How do I put it right?

A Wikipedia is a tertiary source, so we need primary or ideally secondary sources to be changed before we can change Wikipedia. Those sources don't have to be online to be quoted, but if you have uncovered something new then you need to get it published elsewhere before we can change Wikipedia. For uncontentious things like the redating of an object that could be as simple as quoting a blog on your organisation's own website.

Q We can only make some of our collection available. Can we do that?

A We know that that many organisations have to screen their image collections before deciding what they can openly release. We have no problem with institutions releasing material in batches, and we know that sometimes material has to be held back for many reasons including:

1. Some material can be still in copyright, even if your organisation is free to hold and even display it, you may not be licensed to release images of it.

2. Some material in your collections may be on loan from elsewhere and you may not even know the copyright status (Wikipedia is very cautious about material that might still be in copyright).

3. Some material, especially anthropological material, may be unsuitable for global publication due to cultural concerns.

4. Some material especially if depicting living or recently living people may be unsuitable for global publication due to concerns about personality rights.

GLAM is an acronym for "galleries, libraries, archives, and museums", and includes all cultural institutions and related organisations

Q We haven't worked with Wikipedia before. Can we dip our toe in the water first?

A Of course you can. We'd love to talk to you about how your organisation can benefit from working with the Wikipedia volunteer community. Get in touch and let's work out how we can work together.

Q We're a small organisation with a specialist collection. Can we still work with Wikipedia?

A Yes, we welcome any cultural organisation, large or small. Especially if you have access to imagery that we don't yet have on Wikimedia Commons.

Q If we work with Wikipedia do all our volunteers need to become Wikipedia editors?

A No, absolutely not. Most of the organisations we work with provide curators and experts who work with our existing volunteers. If any of your volunteers would like to learn how to become Wikipedia editors, then of course they would be more than welcome and we can help arrange that training for you.

'The Milkmaid' by Jan Vermeer, courtesy of the Rijksmuseum

If you've got a question or would just like to talk to us about working with Wikipedia, get in touch by e-mail (see back of booklet)

Rijksmuseum –
release of all its imagery under an open license

Location: Amsterdam

Type of organisation: museum

"The Rijksmuseum is all about art, about images. We want to share these images with everyone, everywhere. That's why we have decided to put everything, free of use, up to date, in the best quality, on the internet. We believe that knowledge needs to be shared and the internet is the best medium to share and reach our global audience. GLAM Wiki helps and supports galleries, libraries, archives and museums to produce open-access, freely-reusable content for the public. With its huge audience Wikimedia is one of the most open and influential websites that can help every GLAM to share information. And with its active communities Wikimedia helps GLAMs to develop new knowledge and new insights."

Lizzie Jongma, Rijksmuseum, Amsterdam

'The Night Watch' by Rembrandt, courtesy of the Rijksmuseum

'The Meagre Company' by Franz Hals and Pieter Codde, courtesy of the Rijksmuseum

Wikimedia

WIKIMEDIA

About Wikimedia

The Wikimedia projects are special: they are written and curated by thousands of volunteers. They are also supported by voluntary donations, through the Wikimedia Foundation and international chapters.

One of the national chapters is Wikimedia Belgium asbl/vwz, a not-for-profit association that supports and promotes Wikipedia and the other Wikimedia projects such as Wikimedia Commons.

Wikimedia has as mission to give every single human being in the world free access to the sum of all knowledge. We do this by supporting volunteer editors and contributors ('Wikimedians'), by working in partnership with cultural and educational institutions, by hosting training sessions and editing events, and by acting to advocate the benefits of open knowledge generally.

One of the images of an image donation to Wikipedia by Fashion Museum Province of Antwerp: Jacket, shawl and skirt: anonymous, photograph by Hugo Maertens, Bruges

Volunteer editors at a Wikimedia conference, photograph by Sebastiaan ter Burg

Costume designed to be worn or carried to protect the body in combat. Image donation to Wikipedia by Fashion Museum Province of Antwerp. David Ring created the drawing for the Europeana Fashion Project (www.europeanafashion.eu) in the library of MoMu – Fashion Museum Province of Antwerp and this is also where it is currently kept.

"Wikipedia is close to achieving the quantity side of its objective and is within an order of magnitude of reaching the whole of humanity, but we still have a lot to do on the quality side, both in getting articles accurate and adding appropriate multimedia. Wikipedia and the cultural sector can both gain from working together in the common good."
**Jonathan Cardy,
GLAM organiser, Wikimedia UK**

BBC Voice Project
– speakerthon

Location: London

Type of organisation: archive

An edit-a-thon with headphones, photograph by Andy Mabbett

Description

This was an event for Wikipedia volunteers to visit New Broadcasting House and get access to the Radio 4 permanent archive. Volunteers were given the tools to take digital snippets of voices from Radio 4 programmes such as Desert Island Discs that could be uploaded to Wikimedia Commons and added to Wikipedia articles.

The voice clips help to make the Wikipedia articles much richer, so anyone reading them could also listen to the person's voice.

The Speakerthon also served as a test to see how feasible this kind of sampling would be and how easy it was to create a digital 'fingerprint' of someone's voice. This would allow people's voices in the archive to be identified on a much larger scale from the currently unstructured data.

Outcomes and benefits

» At the end of the event 300 audio clips were prepared.

» Voice clips were added to 50 Wikipedia articles.

» For the BBC this was a useful way to test how easy it was to apply metadata to improve the quality of their own digital assets through crowdsourcing.

» The event was a useful test-bed to build on for future collaboration between the BBC and Wikipedia.

Natural History Museum & Science Museum –
Wikimedian in Residence

Location: London

Type of organisation: museum & research centre

A shared Wikimedian in Residence can be part of the joint work of neighbouring institutions

Description

John Cummings and a giant sequoia in the Natural History Museum, photograph by Katie Chan

John Cummings worked as a Wikimedian in Residence across both museums, engaging members of staff and the public with Wikipedia and open knowledge. His role included running workshops and outreach events to build a long term relationship between the museums and the Wikimedia community.

He worked with the museums to release content on their important and unique collections and develop methods for understanding Wikipedia's impact on the public understanding of science.

Half of all visitors to the Natural History Museum speak a language other than English and the museum wanted to create the world's first truly multilingual virtual museum to make it easier for people to access information in their own language.

Outcomes and benefits

» Using QRpedia, the Natural History Museum has created a prototype multilingual virtual museum.

» The Science Museum has also opened up 50 images of significant objects in its collection that are viewed by around 20,000 people on Wikipedia each day.

» The Natural History Museum has donated two Epson Expression Model 10000XL flat bed scanners to Wikimedia UK which we can lend out to cultural institutions to enable them to digitise their collections and release them under an open licence.

Get in touch and let's talk

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An overview of Wikimedia chapters, thematic organizations, and user groups around the world: https://meta.wikimedia.org/wiki/Wikimedia_movement_affiliates

The Wikimedia projects

Wikipedia The free encyclopaedia

Wiktionary Dictionary and thesaurus

Wikibooks Free textbooks and manuals

Wikinews Free-content news

Wikiquote Collection of quotations

Wikisource Free-content library

Wikispecies Directory of species

Wikiversity Free learning materials and activities

Wikivoyage Free worldwide travel guide

Commons Free media repository

Wikidata Free knowledge database

Wikimania The international conference

MediaWiki Wiki software

Wikimedia Belgium asbl/vzw

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