LearnWiki^{TM}

Instructional video series

February 2016

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The opportunities

- Many help materials on English Wikipedia were designed prior to VisualEditor

- Existing help videos for Wikipedia that are shown on the https://en.wikipedia.org domain are few and are often antiquated.

- Existing on-wiki help pages are often walls of text.

- The Wikipedia Adventure was designed prior to VisualEditor, takes about 35-45 minutes to complete, and is generally completed in a set sequence.

- The Teahouse is a generally successful help project that can be leveraged.

The opportunities

- A number of affiliates as well as WMF are interested in increasing the number of contributors and contributions from GLAMs, educational institutions, STEM instituions, and other mission-aligned organizations, such as the U.S. Government organization NIOSH.
- For edit-a-thons and workshops, it is not always possible to have an experienced Wikimedian available.
- Time spent learning Wikipedia and Wikimedia Commons is time *not* spent creating or uploading content, and time is precious in many contexts including classes, edit-a-thons, and workshops.
- The practicality of Internet-delivered video as an instructional modality is increasing as the availability of high-speed Internet connections becomes more widespread.

The opportunities

- The limited population of experienced Wikimedians who help others often spend our time repeating the same information. Mentors' time could be used more efficiently if well-designed instructional materials are available that cover common tasks and answer common questions, preferably in multiple languages.

- A video series in modular format will allow instructors, mentors, and new Wikimedians to select the video modules on an à la carte basis.

Project basics

- 40 to 60 minutes of view time for all modules
- Shortened 20-minute module set available for time-limited circumstances
- 9-month project timeline (originally 6 months)
- Project budget of $8804.92, excluding WMF staff time
- Possible tracks of modules
  - General Wikipedia editing
  - GLAMs, STEM institutions, and mission-aligned organizations
  - Health content (MEDRS) editing
  - Translation courses in education programs

Measures of success

- Viewership targets:
  - 5,000 views of the video modules within one year post-publication
  - 20,000 views of the video modules within two years post-publication
  - 50,000 views of the video modules within three years post-publication
- Positive feedback received on feedback forms; a link to the feedback form will be displayed in the video.
- Positive community sentiment from experienced Wikimedians.
- Positive sentiment from educators, students in education programs, and GLAM representatives who watch the video in the first 3 months after publication and are individually asked for their feedback.
- At least two success stories, one each from a Wiki Ed Foundation supported class and one from a GLAM organization, about how the video helped them to achieve their goals or motivated them to contribute.

Project timeline (subject to change)

- Research
- Grant approval process (December 2015)
- Gather community input (January 2016)
- Script outline (January - February 2016)
- Script drafting (February 2016 - May 2016)
    - Midpoint report (29 March 2016)
- Production starts (June 2016)
- Public rollout (August 2016)
    - Near the start of the new academic year
    - Around the proposed time for WikiConference USA 2016
- Project complete (September 2016)

Use cases

Wikipedia poster in the Ain Shams University Faculty of Alsun (Languages)

Students in a Medical English class at ITESM, one of the largest private universities in Latin America

"The Wikipedia Translation Center at the College of Languages and Translation" in 2013 at King Saud University in Riyadh, Saudi Arabia

A class in the Wikipedia Education Program at City University of Hong Kong

Wikipedia workshop at an environmental science class at Louisiana State University, USA

Wiki Loves Libraries session in Vancouver, WA, USA

"I Love to You" critical feminist editathon at the University of Washington Research Commons, Seattle, WA, USA

The Wikipedia Collections kiosk in the Textielmuseum in Tilburg, the Netherlands, "provides an alternative way to read contextual information about the collections".

Museum researchers at the "Open Soumaya Editathon - 50 Hours of Art" at the Soumaya Museum in Mexico. The museum had more than one million visitors in 2012 and 2013.

Who's involved?

- **Grantees**
    - Pine (Director & Screenwriter)
    - NLaFleur (Video Editor)
- **Wikimedia Foundation staff project leads**
    - Marti Johnson (Community Resources)
    - Victor Grigas (Communications)
- **Wikimedia Foundation staff input or support**
    - Tighe Flanagan (Education)
    - Anna Koval (Education)
    - Aaron Halfaker (Research)
    - Jonathan Morgan (Design Research)
    - James Forrester (Editing Product)
    - Sherry "Whatamidoing" Snyder (Community Liaison)
    - Chris "Jethro" Schilling (Community Resources)
    - Chuck Roslof (Legal)
    - And more!

Who's involved?

Community members who have made comments or asked questions

- Peaceray (Cascadia Wikimedians)
- Ragesoss (Wiki Ed Foundation)
- Majora
- Ricky81682
- Matthewrbowker
- Adam Cuerden
- Smallbones
- iopensa
- Jane023

- Atlasowa
- Ilya
- Yury Bulka / User:Юрій Булка
- Nemo bis
- Richard Nevell (Wikimedia UK)
- NaBUru38
- Sam.gov
- Bluerasberry (*Consumer Reports*)
- And more!

Who's involved?

Volunteer translators

- Macruzbar* (Spanish)

- DerHexer (German)

- Tsoukali* (Greek)

- Vojtěch Dostál (Czech)

- Reem Al-Kashif (Arabic)

- Lilitik22 (Armenian)

- David Saroyan (Armenian)

- Jnanaranjan sahu (Odia)

- Frhdkazan (Russian)

- Nickispeaki (Ukrainian)

- Ата (general translation help)

- And more!

* WMF staff participating in a volunteer role

Who's involved?

- **Related materials:**
  - Dulacia (Wikimedia México)
  - Keilana (Women Scientists Workshop Development)
  - Siankevans (Art + Feminism)
- **Formal, informal or grassroots support and inspiration:**
  - Grants leadership
    - Siko Bouterse (Community Resources)
    - The Individual Engagement Grants Committee
  - The WMF VisualEditor, Education, Communications, and Multimedia teams
  - The Teahouse project
  - The Wikipedia Adventure project
  - Cascadia Wikimedians User Group
  - Wikimedia affiliate organizations
  - #wikipedia-en-help participants on freenode IRC
  - Wiki-Research-l and other mailing list participants

Q&A and image credits

- **Questions and comments**
  - **https://meta.wikimedia.org/wiki/Grants_talk:IEG/Motivational_and_educational_video_to_introduce_Wikimedia**
- Image credits
  - File:Tabling Event ASU 04.jpg by Essam Sharaf, Creative Commons Attribution-Share Alike 3.0 Unported license
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