



Digital Strategies for Heritage (DISH) 2013

2 & 3 December 2013, De Doelen Rotterdam

Chefs' Table session

Table Number: 06

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Table Host: Àlex Hinojo

Title: How to start wiki-related projects once you've convinced your staff

Introduction

Wikipedia YES, but how? Answer here

It's been a while since we started to listen that Wikipedia may be a useful tool for cultural institutions. After some period of mind changing, most of the people of the GLAM sector agrees with this idea. Now is time to demonstrate how can GLAMs get closer to the wiki community, sharing some useful tips, dos and donots in order to start a useful win to win relationship with this huge community of volunteers.

Discussion

Time for dessert, with Alex Hinojo. Wikipedia: How to start wiki-related projects once you've convinced your staff at table six!

<http://www.slideshare.net/Kippelboy/7-gla-mwiki-facts-and-tips-europeana-dish-2013>

Questions from around the table:

- how do I convince my co-workers to open up?
- how can the cooperation with Wikipedia/wikimedia become a read/write relationship (the flow back to the GLAM)

FACT 1

'The power of wiki is not technology. It is community.'

Become a member, don't just ask for help. It's give and take. Log in, in your free time. Pick a subject YOU like and start contributing. You need to know the basics before you can know what to expect from the community.

TU Delft is researching ways to make wiki's easier to use. See the WUDE project:

<http://www.wis.ewi.tudelft.nl/?id=393>

<http://www.commit-nl.nl/projects/wp-packages/web-user-demand-elicitation-wude>

FACT 2

Wikipedia is never "done"

"Think Big, start small, move fast. But move" (Michael Edson)

FACT 3

Don't try to beat the volunteers. They're harder, better, faster and stronger.

Sometimes volunteers are more committed to the content/the subject than the professionals that are working on it. Why? Because they're doing it for free and still are doing it. Think like a judoka or aikido: use the strength of the other to your own advantage.

FACT 4

References are the law!

Wikipedia and other Wikimedia platforms can not be a source. Ever.

Question: how do we involve the knowledge creators in disseminating their knowledge?

Answer: try to give sharing knowledge a place in future projects.

FACT 5

You're not the star. Your content is.

The world won't google you, but what you have in your collection.

Do not, I repeat, do not write about your own organisation.

The national Catalan art museum had 20 million impressions in just 4 months time of their collection on Wikipedia. The traffic was not coming from their Wikipedia page or website, but from saints, churches, etc.

'Contextualize your context with knowledge; that's the key for success on Wikipedia.'

Word of the day: 'wikilayer'

FACT 6:

'Free doesn't mean quick.'

FACT 7:

'Wikimedians love talking about copyright.'

Pushing for free knowledge while respecting existing laws. Don't be scared about copyright issues, the community will help you sort out the stuff that can be shared and what not.