



Digital Strategies for Heritage (DISH) 2013

2 & 3 December 2013, De Doelen Rotterdam

Chefs' Table session

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Table Host: Joris Pekel

Title: How to build a GLAM community

Introduction

The OpenGLAM Network is a growing community of people working in the cultural sector with an interest in opening up data. The Network has rapidly grown over the last two years and resulted in various local OpenGLAM working groups working on the ground with their institutions. This international knowledge sharing platform has proven to be successful in empowering and bringing together individuals and groups with a shared goal of making more of the world's heritage freely available for anyone to re-use.

During this session we will discuss why community building is useful in the first place, and look into how the OpenGLAM Network was created and what successes it was able to achieve, but also the lessons learned, issues we ran into and mistakes we made.

Discussion

To start with: what is openGLAM? what does OPEN mean? it's often gets vague

OPEN? a piece of data or content is open if anyone is free to use, reuse and redistribute CC BY, CC SA (not NC or ND, it's no longer open)

Website - openglam.org - recently expanded

what openGLAM really do? what's the goal?

- encourage institutions to "open unless" culture - as open as possible

we try to encourage institution in different ways:

- gather all the info and share it

- put in the spotlight good examples to inform others and make people/institutions feel proud of their effort

- empower local groups and people with global network
- advocate the merits of open data - with wikimedia we are trying to show what you can gain by going open
- get 'open' on the map of GLAM and 'culture' on the map of the open advocates - bringing 'culture' to the 'open' events and showing the potential of using cultural data
- invite the open heroes, create opportunities for both groups to meet
- provide help and expertise - if you are interested, call us
- openGLAM principles - to help people understand what it really means; it's extremely difficult to decide what is 'open enough' to call the institution 'open' - that's why we call it principles
- open collections - creating a list to make it easier to find it, bring it all together;
- have local openGLAM groups in 9 countries and more incubating - mostly european + the US (with these groups we meet on a monthly base)
- successful collaboration with the Public Domain Review - there the most beautiful staff from Public Domain is highlighted - curation is important! 'curator's choice' - we work with curators because they know lots about what they have and they have a lot of expertise

QUESTIONS:

- sometimes you can open the metadata, but you can't open the file/image/video
- Joris: Europeana is a good example; you can add it to Europeana even if the content it's not open - you can still see it, but you can't use it freely
- if I put something open, I would like to know, if people use it? can I stimulate it somehow?

At Europeana we do track a bit, but you can't track everything. You can track the most popular ones and so on.

As soon as you go digital, people gonna use your data.

COMMUNITY BUILDING - what does it mean?

- what is a community? people with the same goal (Alex Hinojo)
- why you want to join a community? why spend your free time?
 - sharing interest and knowledge
 - peers to work with on shared problems
 - benefit from a global network -
 - we're nice people ;) (It's fun!)

openGLAM thing started about 2 years ago.

openGLAM pyramid of engagement:

- observing - eg. read a blog
- following - eg. mailing list
- endorsing - eg. comments & mailing list discussions
- contributing - eg. writing blog
- owning - eg. openGLAM advisory board
- leading - eg. openGLAM working group members

Your goal is to take people from the lowest level as high as you can.

For each level we try to find something we can offer:

- twitter, blog
- mailing list, blog\
- documentation, open collections, openGLAM principles
- tools, slidedecks, factsheets, time
- decision making
- core of the network, monthly meetings, support for projects

Suggestion: tools, slidedecks, factsheets might be interesting for other groups as well, eg. observers, eg. teacher can use it to teach students.

Joris: Hopefully, soon you're gonna be able to see what happens with your data you've given to Europeana. That allows us to make comparisons.

Does everybody do it for free? Not really, there are some money. Most people in the network are from an institutions or university.

What's the difference between the Wikimedia, Europeana etc?

- wikimedia is about a content
- openGLAM is advocacy
- Europeana works on higher level, more political.

Relationship between Europeana and openGLAM?

Limits to what openGLAM can do. How to grow and SHOULD WE grow?

Sometimes it's very useful to work together, with Wikimedia, with Europeana.

Maybe the question should be not how to grow, but HOW TO BE MORE EFFECTIVE?