



## Wikimedia foundation: Draft proposal for GLAM collaboration

### Introduction:

#### What is **GLAM**?

GLAM has come to be the globally recognized acronym for Galleries, Libraries, Archives and Museums. Bolstered by new technologies, these cultural institutions have been marked as the new spaces of digital innovations to find new ways of preserving cultural heritage. GLAMwiki, under the umbrella of the larger GLAM movement is an initiative of the Wikimedia foundation and started with the British Museum as its first cultural partner. Together with the British Museum, Wikimedia foundation appointed Liam Wyatt as Wikipedian-in-residence and conducted a successful digitization of their artifacts along with the museum staff and over 40 Wikipedia volunteers. Since then, over 52 international organizations have requested such partnerships with Wikipedia and some of the famous successful ones include **NARA** (National Archives and Records Administration), **Smithsonian Archives of American Art**, **British Library**, **Brooklyn Museum** and more.

### Objectives:

GLAM is one of the projects run by the Wikimedia foundation. Others include the free encyclopedia- Wikipedia, Wiktionary, Wikiversity, Wikibooks, Commons (a centralized media repository) and more. The objective of GLAM program particularly is to work closely with cultural institutions and help digitize their cultural wealth: archives, manuscripts, recordings, artifacts, textiles, videos, books, records etc. While this is the main outcome of a GLAM partnership, we at Wikimedia believe in 1) capacity building and 2) Free sharing of knowledge. Hence, the objective of GLAM is also to train a museum's staff and employees to edit Wikipedia articles on their museum and its objects as well as train them in uploading media to a repository under Creative Commons licensing.

### Scope of a GLAM partnership:

Although the real scope of a GLAM partnership cannot be defined but in retrospect, the Wikipedian-in-residence (coordinator from Wikimedia) is expected to lay out realistic goals with a timeline and list strategies to archive them such that both, the museum and Wikimedia benefit from this. To cite the example of the British Museum, while the British Museum website gets around 15 million web views from different sources, its articles through Wikipedia, get over 330 million web views. Media-wiki, the open source software used to run Wikimedia projects has specific metric tools to be able to trace category and page wise frequency of visits. It also has tools to enable mass-uploading of media and categorizing it into lists. Subsequently, what the best part in the Indian scenario is that since our Indic language communities in Malayalam, Telugu, Bengali, Odiya, Gujarati and others are strong, all articles made during the partnerships will also be translated to these languages. As tools of research and in terms of access, this is a huge step towards open learning communities. A single GLAM partnership can collapse many levels of knowledge-access problems.

### Objectives:

Most of GLAM work is done through the local chapter of Wikimedia, in this case: Wikimedia-India. Since all Wikimedia projects are run by volunteers, a particular partnership looks at the following goals:

- 1) Digitizing respective media content under CC-BY-SA
- 2) Measuring changes in web views of museum articles (with Wikipedia metric tools)
- 3) Organizing Wiki-academies (training sessions to edit) for museum staff
- 4) Organizing weekend public talks and editathons (for common people, art students)
- 5) Organizing backstage tours for volunteers (special visit/access to archives as rewards/incentives)
- 6) Capacity building sessions (workshops on Creative commons licensing, augmented reality/interactive spaces)
- 7) One day editathons (Making great articles on important museum artifacts in a day!)

## Process:

Before going into the dynamics of a new GLAM partnership, it would be useful to note the process and outcomes of a few model projects so far. While most residencies till now have lasted up to six months or one year, it really varies, depending on the museum and coordinator's convenience.

- Typically, before starting a partnership, it is advisable to have all parties on board make and sign a formal agreement that acknowledges the Wikipedian-in-residence as authentic and given permission to work with the museum's cultural resources. This agreement, we hope, covers the legal as well as administrative formalities in order to let the coordinator work at liberty with the staff and artifacts. The agreement could also include a summary of tasks, outcomes expected at the end of the program so that it can be evaluated for documentation purposes.
- After this, the task of the GLAM coordinator is to gather and train a team of Wikipedia volunteers, enthusiastic yet new Wikipedia editors and most importantly, museum staff members. Preferably, to increase the museum's visibility, these workshops are made public and adequate press coverage is ensured by the press team volunteers from the Wikimedia-India chapter.
- Simultaneously the Wikimedia India community and its GLAM task force initiate localization procedures, restoration of images, translation in Indic languages and so on.
- The resident coordinator is expected to generate sincere reports on the project at regular intervals and ensure the project is on track.
- Digitization, documentation and meta-data organization are divided into various phases depending on the size of the archive.
- Backstage passes are given to new volunteers or visitors to the museum to give them a special guided tour (and meals or swag) and access to some of the museum artifacts in order to click better images and write accurate information.
- Once a list of important (most visited/prized) artifacts is made, we try and make articles on them first.

- Editathons mean crowdsourcing. Notices are sent out on various Wikipedia portals and contributors are invited to help complete these “high importance” articles within a week (Hoxne Hoard challenge) and best contributors are awarded barn-stars (online badges) or certificates by the museum.
- Eventually, when the resident coordinator leaves, we hope to have added, not only to the museum’s internet visibility but also its staff’s capacity as members of the free sharing movement.

### Wikipedia’s conflict of interest policy:

Getting involved with Wikipedia and knowledge creation comes with three main implications. We as volunteers expect all members involved in the GLAM program to abide by them while adding information to articles. They are:

- 1) Notability
- 2) Sources
- 3) Conflict of interest

#### 1) Notability:

Although we will train all members involved in guidelines of editing, as an institution it is required that the museum accepts that for any subject to be written about, it must receive significant coverage in reliable sources that are independent of the subject, and is presumed to meet the criteria for its own stand-alone article or list.

#### 2) Sources:

Secondary sources are preferred, primary sources are accepted and original/unpublished research (including ideas, rumors and allegations) is unacceptable. Blogs, academic papers, newspapers and all other widely known and cited sources are acceptable. Oral citations are accepted but only to register factual data.

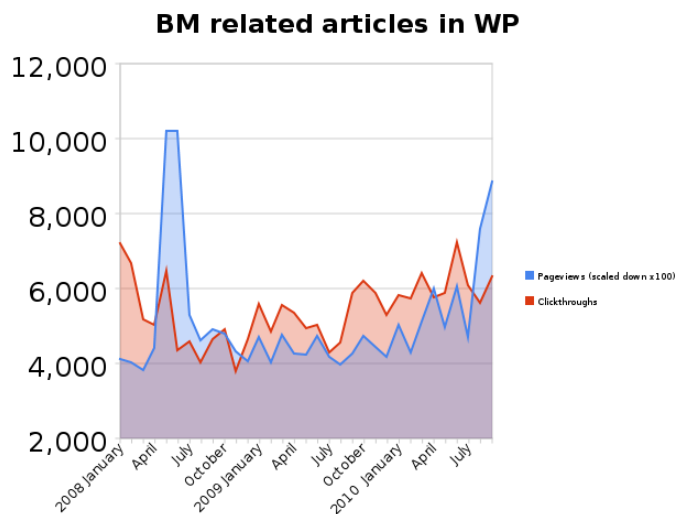
### 3) Conflict of interest:

When advancing outside (promoting institutions, personalities or perspectives through the use of decorative language) interests is more important to an editor than promoting Wikipedia's interests (to sustain its free, open and NPOV: neutral point of view image), it is seen as conflict of interest. It is required of all members of a GLAM project to have their own user accounts (not institutional accounts), edit and contribute based on their interests and passions and not due to force or monetary incentives.

It is essential for both parties to agree to these guidelines in order to have a mutually beneficial collaboration.

### Outcomes:

As listed above, the outcomes of the project will attempt to accomplish the objectives. The main outcome will be to have an image repository of the museum, categorized, with metadata and all images licensed under CC-BY-SA for free educational and non commercial usage and adaptation with adequate attribution.



*Graph shows web views of British Museum articles on Wikipedia during GLAM*

Media-wiki tools will help the coordinator actually map statistically qualitatively, the improvement of articles as well as number of views. These can be compiled at the end of the project to prepare a report on outcomes and reviews.

Since GLAM collaborations involve outreach and more work offline, capacity building is crucial to this intervention. By the end of its term, the project should help establish the museum as a cultural space that welcomes public interaction and has resources to guide other museums and art enthusiasts.

It is an open ended collaboration and hence welcomes all interested partner organizations on board. Any other similar organization or web service dedicated to free and open knowledge distribution is welcome to join.

Colleges and schools can be invited for free tours on weekends in order to be able to inculcate ideas of cultural heritage and new modes of preservation. These activities may continue beyond the scope and duration of this project too.

A Hackathon maybe organized so that technology and Wikipedia enthusiasts are able to join in and help improve the museum's own website interface.

### Sustainability:

Sustaining movements online is a big issue. Sustaining movements online as well as offline is even more complex. Sustainability is a key factor for the success of any GLAM collaboration. It also upholds Wikimedia's motive of open ended/work-in-progress models. While sustaining collaboration after the formal residency is a crucial and encouraged proposition, it will demand continued interest, resources and time on part of the museum's staff and all other stakeholders invested in the program. Ideally, work can be continued by initiating new volunteers or offering internship opportunities to art history and museum studies students. For resources and how-to guides, we have a portal called 'The Bookshelf project' where all guides and presentations are posted and archived for use. This aspect can be further discussed in order to make a solid plan.

### Schedule:

This is a tentative section and will be elaborated upon only after further deliberations with the GLAM institution's intervention. Again, as mentioned earlier, we look at a time period of about 6 months for a pilot project but it can be spread out, divided or changed to smaller periods too.

### Budget:

Although Wikimedia is run completely by volunteers and there is no remuneration expected for this program, every event has its nominal miscellaneous expenses. This program will include organizing small public talks, backstage tours, souvenirs (supplied by Wikimedia), transport allowance and other such expenses of the Wikipedian-in-residence as well as volunteers to be covered. Apart from this, if the museum has archives or material needed to be scanned, it would be useful if there is a scanner available in the premises. Though we do not expect or insist on the museum's monetary support, it would be helpful if they could provide us with a venue to conduct events and other such in-premise facilities. The Wikipedian-in-residence hopes to cover her/his costs by applying for a WMF fellowship grant. (However, all of this is tentative and can be clarified only after participation details are worked out.)

### Call for participation:

So far, the GLAM webpage has over 52 requests from international organizations waiting to commence this digitization process. Unfortunately, not one is Indian. The biggest contribution of GLAM to the Indian scene will be to encourage digital participation. Once a partnership application has been processed, we will begin a two week campaign to advertise, call for participation and do intense community brainstorming to foresee short term goals and obstacles to this pilot project.

### Links:

Here are a few links attached for your perusal. They will give a better idea about GLAM and its successful projects.

<http://outreach.wikimedia.org/wiki/GLAM>

[http://outreach.wikimedia.org/wiki/GLAM/Case\\_studies/British\\_Museum](http://outreach.wikimedia.org/wiki/GLAM/Case_studies/British_Museum)

[http://en.wikipedia.org/wiki/Wikipedia:GLAM/BM/Hoxne\\_challenge](http://en.wikipedia.org/wiki/Wikipedia:GLAM/BM/Hoxne_challenge)

[http://outreach.wikimedia.org/wiki/GLAM/Case\\_studies/Archives\\_of\\_American\\_Art](http://outreach.wikimedia.org/wiki/GLAM/Case_studies/Archives_of_American_Art)