OCLC Research

Exploration, innovation and community for libraries and archives.



LIBRARIANS ARE WIKIPEDIANS TOO 2 AUGUST 2012

Max Klein Webjunction Webinar Twitter: #wjwebinar @notconfusing

IMPORTANCE

SIZE OF WIKIPEDIA

Top Largest Websites

- I. Google
- 2. Facebook
- 3. Youtube
- 4. Yahoo!
- 5. Baidu
- 6. Wikipedia
- 7. Windows Live!
- 8. QQ
- 9. Amazon
- 10. LinkedIn

>500,000,000 Monthly Views

6th Largest Site

89,000 Active Editors

OFWHICHARE NONPROFIT

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No user surveillance

CONNECTION

MISSIONS

"Imagine a world in which every single human being can freely share in the sum of all knowledge. That's our commitment."

Library or Wikipedia?



Free

Access

QUALITY

Wikipedia had a reputation for being unreliable but Wikipedians are dedicated to quality sourcing

The latest data shows users rating scores in this order

- I. "Well-sourced"
- 2. "Readable"
- 3. "Complete"
- 4. "Neutral"

And all are rising over time [1] http://en.wikipedia.org/wiki/User:Proto nk/Article_Feedback Highest article rating is "well sourced"[1]

Improving over time

CITATIONS

- 411,274 citations of books
- 244, 236 citations of journals
- 57,868 citations of encyclopedias
- 342,470 of newspapers
- 1,055,845 total print citations[2]
- 1,169,495 citations of web[2]

94.2% contain at least one reference

[1]

http://en.wikipedia.org/wiki/Catego ry:Articles_lacking_sources

[2]

http://en.wikipedia.org/wiki/User:M aximilianklein/Citations Print citations are still heavily used COMMUNITY

Even though online, Wikipedians consider themselves part of a community[1] of 89,000. (They even have their own newspaper[2].)

Regardless of your size you could engage locally and digitally.

[1]

http://en.wikipedia.org/wiki/Wikip edia:Community

[2]

http://en.wikipedia.org/wiki/Wikip edia:Geonotice Wikipedians see themselves altruistically [1]

It's possible to contact local editors [2]

ENGAGEMENT

RESEARCH FLOW, PRE-INTERNET



RESEARCH FLOW, NOW



RESEARCH FLOW, FUTURE



RESEARCH FLOW, FUTURE



LINKING WIKIPEDIA TO LIBRARIES

It's not contentious that research should end at the sources.

The open question is how to create the links between Wikipedia and Libraries.

Who's linking?

What needs linking?

Where to link?

COLLABORATION SO FAR

- Institutions have edited Wikipedia on their own special collections.
- Editathons bring **Wikipedians** to the sources.
- Workshops train **new editors** on how to create edit Wikipedia.
- Bots (robots) are **software** that automatically edit Wikipedia.
- Media Donations are bulk uploads of media to the commons.

Direct Editing

Editathons

Workshops

Bots

Media Donation

DIRECT EDITNG

The model of Librarians editing Wikipedia and linking to their own special collections was probably the earliest attempt at linking.

- For instance: University of Washington Libraries [1].
- Advantages: can be completed by a paid workforce.
- **Disadvantages:** Wikipedia community can be hostile to *conflict of interest editors* if they (unknowingly) break Wikipedia policy.

[1]

http://interactivearchivist.archivists.org/case -studies/wikipedia-at-uw/#lessons Link traffic to speical collections sites

Done by paid staff

Wikipedia community can be hostile if not executed perfectly EDITATHONS

Invite Wikipedians and patrons alike into the library for an event. Possibly giving access to rare materials.

- For instance: Princeton Libraries[1], NYPL[2]
- Advantages: Brings newcomers to the library. Exposes rare materials.
- Disadvantages: Varying quantity and quality of work. Requires event planning.

[1]

http://outreach.wikimedia.org/w/index.php?titl e=File:Q_WLL_talk_slideshow.pdf

[2]

http://en.wikipedia.org/wiki/Wikipedia:The_M usical

Planned events

Brings foot traffic

Expose rare materials

Variable results

WORKSHOPS

Encouraging newcomers to edit by hosting workshops on editing techniques.

For instance: Harvard Workshop[1].

Advantages: Focus on new editors can bring in otherwise hesitant participants.

Disadvantages: Does not ensure ensuing work.

[1]

http://en.wikipedia.org/wiki/Wikipedia: <u>WLL_at_Harvard</u> Garner new participants

Low inertia

No guaranteed action

BOTS

(Ro)bots are software that can edit Wikipedia at huge scale.

For instance: VIAFbot[1].

Advantages: Hugely scalable if the problem can be solved algorithmically.

Disadvantages: Requires very specific data focus and skills.

[1]

http://en.wikipedia.org/wiki/Wikipedi a:VIAF

Scalable

Useful for data integration projects

Must be approved by community

Requires programming skills

MEDIA DONATION

Donations of Public Domain (or CC-BY-SA) images, and texts Wikimedia commons help support free online materials.

For instance: National Archives[1]

Advantages: Creates promotional press. Can enrich media by unforeseeable reuse.

Disadvantages: May not link back to donating institution.

[1]

http://en.wikipedia.org/wiki/Wikipedia: NARA Generates good press

Is often remixed

Does not necessarily create links

LIBRARIAN OPPORTUNITIES

Individual librarians are also in need on Wikipedia.

- **Reliable sources noticeboard** is a discussion forum on assessing the quality of sources[1].
- "Category:Unreferenced" is a list of articles lacking sourcing entirely[2].
- The Teahouse is a new, friendly approach to peer support on Wikipedia[3].

[1]

http://en.wikipedia.org/wiki/Wikipedia:Reliable_sources/ Noticeboard

[2]

http://en.wikipedia.org/wiki/Category:Articles_lacking_so urces

[3]

http://en.wikipedia.org/wiki/Wikipedia:Teahouse

Give advice on references

Improve articles

Grow an inside perspective

LIBRARY BENEFITS

In any of these cases, these collaborations are going to bring in more foot or digital traffic.

You're likely surrounded by Wikipedians but only the introduction hasn't been made yet.

More foot traffic

More digital traffic

THE SIMPLEST EXAMPLE

I'm going to add the OCLC number for the Origin of Species to the article as strucutred data.

What benefit will this have?

"| oclc = 352242"

http://en.wikipedia.org/wiki/On_the_ Origin_of_Species One code snippet

FORENSICS

THE TALK PAGE

Sometimes known as the "discussion page" this is the location for editors to talk about the article.

Duality: every page is two pages.

Metapage

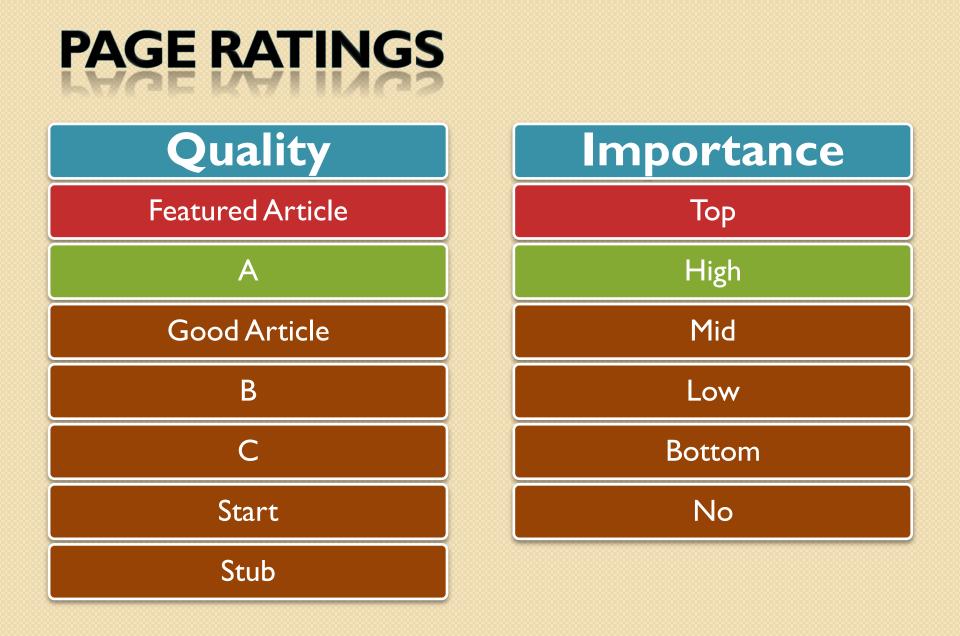
Permanently attached

Talk to other editors

THETALK PAGE – EXAMPLES

Egyptian Revolution

What would be some of the major talk today around the Egyptian Revolution article? http://en.wikipedia.org/wiki/2011_Egyptia n_revolution



PAGE RATINGS - EXAMPLES

Egyptian Revolution What score would you guess? <u>http://en.wikipedia.org/wiki/Talk:201</u> <u>l Egyptian revolution</u>

> What percentage are stubs? http://en.wikipedia.org/wiki/Wikiped ia:Version_1.0_Editorial_Team/Asses sment#Quality_scale



The entire revision history for a page is always stored on Wikipedia.

That also includes talk pages.

Complete History

For Every Page

Forever

VIEW HISTORY-EXAMPLES

Egyptian Revolution 2011 How soon after the first protest did the first draft come? <u>http://en.wikipedia.org/w/index.ph</u> <u>p?title=Talk:2011_Egyptian_r</u> <u>evolution&action=history</u> **USER PAGES**

The user page itself is the public face that the user chooses to show.
The attached talk page of a user page acts as the message system.
Private messaging is impossible by design.

Profile

Messaging System

Transparency

USER PAGES-EXAMPLES

User:The Egyptian Liberal What was s/he discussing? <u>http://en.wikipedia.org/wiki/User:Th</u> <u>e_Egyptian_Liberal</u> WHAT LINKS HERE

Part of Wikipedia's special structure is that links are **bidirectional**.

We take links forwards all the time. Why not backwards? All pages

Counting tool

New browsing mode

WHAT LINKS HERE-EXAMPLES

Pages

What do you think links to Egyptian Revolution? http://en.wikipedia.org/wiki/Special:

WhatLinksHere/2011_Egyptian_rev olution

Templates

Infoboxes are a type of template. They are the boxes at the right with structured data What about "infobox book" <u>http://en.wikipedia.org/wiki/Templat</u> <u>e:Infobox_book</u> PAGEVIEWS

Simple page view counter displayed over time.

All pages

All languages

Up to 90 days prior

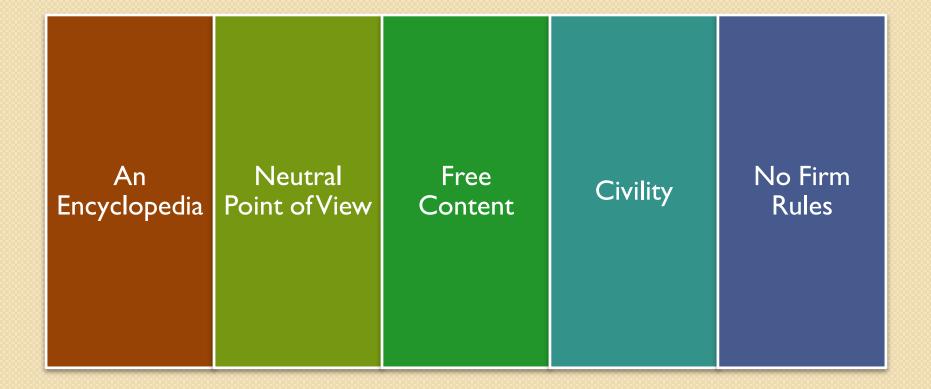
PAGEVIEWS-EXAMPLES

Pages

On the July 18th release of a new Joyce Biography, what effect on Ulysses <u>http://stats.grok.se/en/latest/Ulysses</u> __(novel)



FIVE PILLARS



http://en.wikipedia.org/wiki/Wikipedia:Five_pillars

ZEROETH LAW OF WIKIPEDIA

"The problem with Wikipedia is that it only works in practice. In theory, it can never work." ~Anon





VIAFBOT - IDEA

VIAF – the Virtual International Authority File – is a matching algorithm for over 20 national name authority files.

VIAFbot proposes to edit 260,000 articles, adding reciprocal links to where VIAF links to Wikipedia.

Getting approval on large projects on Wikipedia is difficult because there is no central office, instead you must find community consensus.

VIAFbot is scheduled for completion by end of August[1].

[1]

http://en.wikipedia.org/wiki/Wikipedia:Auth ority_control_integration_proposal An aggregating authority file

Uses and links to Wikipedia data

Would be valuable if Wikipedia reciprocated links



WE'RE ONLY HALF DONE

Wikipedia Loves Libraries is a Wikipedian-centered approach to the two collaborating.

We want more Library voices and ideas.

What can you imagine in this space?

Formally <2 years old

More library voices can shape projects

COMMENTS AND QUESTIONS

Next steps at:

http://outreach.wikimedia.org/wiki/Wikipedia_Loves_Libraries