WMUK Quarterly Performance Report 2016/17 - QUARTER 2

1. Summary of quantitative indicators to date

		Past results		2016-17 targets	QUARTER 1	REVISED Q1 #s	QUARTER 2
INDICATOR		2014-15 actual	2015-16 actual		Actual		Actual
1. Total audience and reach		N/A	N/A	N/A	6,935	18,286	18,965
2. Number of active editors involved	GM 1	N/A	708	200	43	89	56
3. Number of newly registered editors	GM 2	N/A	438	300	342	366	228
4. Number of individuals involved	GM 3	765	1,856	500	853	1,023	710
5. Number of leading volunteers		987 (Wikimania)	70	260	23	31	35
6. Percentage of above who are women		38%	N/A	3 3%	21.7%	34.3%	29%
7. Estimated number of volunteer hours		N/A	N/A	4,600	3,958	5,558*	3,468
8. Percentage of above by women		N/A	N/A	38%	474 - 22%	22%	15%
9. Volunteers would recommend WMUK		N/A	80%	85%	Annual Target	Annual Target	Annual Target
10. Volunteers feel valued by WMUK		N/A	70%	80%	Annual Target	Annual Target	Annual Target
11. Volunteers have developed new skills		N/A	70%	75%	Annual Target	Annual Target	Annual Target
12. Images/media added to Commons	GM 4b	168,283 (150,000 mass upload)	20,797	20,000	35,988**	35,983	1,842
13.Images/media added to WM pages	GM 4a	6,058	2,217	2,000	1,366	1,878	138
14. % uploaded media used in article pages		3.6%	11%	10%	4%	5%	7%
15. Files with featured status		63	57	80	24	24	34
16. Articles added and/or improved	GM 5	N/A	13,072	10,000	27,064	28,354	15,928
17. Articles added		835	6,712	1,000	1,346	1,347	3,907
18. Bytes added and/or deleted	GM 6	16,459,774	68,430,511	6 million	23,550,264	23,633,330	32,004,982
19. Number of social media followers		N/A	N/A	N/A	6,082***	17,263	18,255
20. Number of partnerships developed		N/A	N/A	N/A	Annual Target	Annual Target	Annual Target
21. Responses to consultations		2	4	3	0	0	1
22. Evidence taken into consideration		5	3	3	0	0	2

Q1 numbers were revised to account for further data coming in - e.g. reports from WIRs, attendee lists from volunteer events.

Traffic light indicator Criteria

Achieved	Target has been achieved or exceeded	
On track	On track to achieve the target	
Opportunity for improvement	Some progress has been made towards achieving the target, but the target is not on track	

^{*} Added classroom assignment estimates of time spent

^{**} Including mass donation of 24,000 images

^{***}In Q1, we only counted Twitter, Facebook, and YouTube followers so this explains why the number is low. Visits to other platforms should have been counted as well

2. Progress against our Strategic Goals

Strategic Goal 1: Increase the quality and quantity of coverage of subjects that are currently underrepresented on Wikipedia and the other Wikimedia projects

With fewer image uploads this quarter as our main media contributors were less active over summer, our content contributions came largely from Wikidata work - with key projects highlighted below. Continuing the focus on diversity, we worked on gender, language minorities and specialised content gaps, and continued to steer partnership activities towards underrepresented content. We are on track with content targets (indicator 12-18), with reuse slightly behind - although it does take time to embed the content we have contributed.

- The significant increase in bytes added in this quarter is in large part due to our Wikidata work in Wales with Llen Natur (the official body which gives standardised Welsh names to species). A case study about this project is included below.
- In a similar strand of work, we supported the creation of Wikidata items and Wikipedia pages based on over 5000 peer reviewed articles about prominent Welsh people in the Dictionary of Welsh Biography content. A case study about this project is included below.
- The Wikidata Visiting Scholar based at the National Library of Wales has created detailed Wikidata for 5,000 Welsh landscape images on Wikimedia Commons: https://en.wikipedia.org/wiki/User:Jason.nlw/Wikidata_Visiting_Scholar.
- In Q2 we started our Wellcome Library Wikimedian in Residence project. With a background in science communication and education, the WiR, Dr Alice White, has been quick to pick up on ways of engaging the public with the collection via Wikimedia. Focusing on diversity from the start, the resident is aiming to match resources and coinciding exhibitions at the Wellcome to sparse areas of Wikipedia, for instance by identifying missing pages on historic mental health asylums and people, and cross-matching the list of Medical Women's Federation presidents and influential geneticists from Codebreakers digitisation project. Wellcome has huge resources in terms of its own staff, with many experts in the fields of psychology and psychiatry, and these people are being drawn on to highlight the significant gaps and areas for improvement on Wikipedia. Wellcome also has a large collection of historical medical data and the induction focused on areas that this could perhaps be added to Wikidata.
- Building on the success of our Art & Feminism events in March we followed up with another event with Tate on Queer British Artists in May.

 Participating in an international project such as Art & Feminism has given us opportunities that would have been harder to generate on our own, and acted as a useful way to build relationships with galleries. Our learning from this project has been recorded here: Art & Feminism learning pattern.
- The Oxford Food Symposium, in collaboration with British Library, have been meeting to improve content on Wikipedia and expand the biographies of notable women in the area of food history via the **Women & Food project**. The Symposium is an international group of academics who work in the fields of culinary history, and our events with them have given them the skills to contribute to Wikimedia. The members have promoted their work on the BBC and the New Statesman, and our second event with them in July was attended by 15 people from around the world.
- The seventh edition of the Core Contest took place, focusing on improving notable and viewed articles in Wikipedia. This year eleven editors contributed over 1,018,300 bytes, improving 1,459 articles and creating 146, contributing both to our content and participation indicators.

Strategic Goal 2: Support the development of open knowledge in the UK, by increasing the understanding and recognition of the value of open knowledge and advocating for change at an organisational, sectoral and public policy level

WMUK has been very active in this area of work in Q2, with an increased public presence and significant work undertaken to change culture and practice within partner institutions and influence the cultural and education sectors. We have also shared some of our successes in this area with the wider Wikimedia movement.

Speaking engagements - Below are some highlights from our awareness-raising talks and activities this quarter:

- Robin Owain, our Wales Manager was invited as Guest Speaker at the Celtic Language Technology conference in Paris. This event encourages collaboration between researchers working on language technologies and resources for Celtic languages, and all major Celtic languages were represented. The organisers were aware of our work on Welsh Wikipedia and keen for attendees to learn from our experiences of growing Welsh language content. Robin gave an in-depth presentation on this work, including the use of translating tools and collaborations with content partners such as the Welsh Government, and discussions included the development of a 'Blueprint for Growth of smaller Wikipedias'.
- Our CEO gave a lecture at the Open Data Institute on the gender gap on Wikimedia, and was also interviewed for a podcast; with these events launching the ODI's 'Women in Data' series. These had a significant reach and we have been contacted for further speaking engagements as as result.
- The Wellcome Library WIR represented us at two national conferences: the Biennial Society for the Social History of Medicine Conference and Science in Public. Dr Alice White engaged with delegates who expressed interest in participating in training, expert evaluation of pages and attending editathons. Our resident at NLW attended the CILIP conference in Swansea, with a trade stand to promote Wikimedia projects and network with attendees.

Media presence - The Wellcome Library resident was interviewed by The Lancet Psychiatry, with the residency was featured in an article in <u>The Lancet</u> and on a Lancet Psychiatry Audio Feature [link]. This potentially reached almost 50,000 users and the article was also sent to <u>Wellcome Trust</u> staff, publicising the project internally as well as externally. Our social media presence was also strong during this quarter, as reflected in the high 'total audience and reach' metric. Other significant media mentions included:

- June 29 http://www.thedailymeal.com/news/eat/oxford-symposium-food-cookery-host-wiki-editathon-expand-food-related-entries/062816
- July 3 http://www.heraldscotland.com/news/14594905.Wiki_women_edit_history_to_address_gender_inbalance/
- July 29 http://londonstudent.coop/comment/2016/07/29/in-defence-of-wikipedia/

Institutional changes - Our partner institutions continue to move towards openness as a direct result of our work with them:

- National Library of Wales has now embedded upload to Wikipedia into the process of choosing and processing collections for digitisation.
- At Wellcome Library, plans have been initiated to change workflows to incorporate Wikimedia: (1) linking researchers' Open Access work to Wikipedia. (2) training The Library Blog team to edit. (3) Adding "Cite on Wikipedia" button to the Wellcome websites.
- Several institutions within the Museums Galleries Scotland network were given advice on developing a digital licensing policy (e.g. Groam House museum).
- Funding has been confirmed from the University of Oxford's Innovation Fund for a second phase of the Bodleian Residency, which will have a new focus on Wikidata and staff training in wiki skills.
- Discussions facilitated by our Wikimedian in Residence at the Natural History Museum several years ago have seen the NHM progress towards releasing their content under an open licence. Building on this opportunity, WMUK participated in discussions about how to store museum data, and a volunteer is

currently involved in the process of uploading two sets of media files. This latter task has involved mapping the museum-standard informatics format into XML which can be used by the GLAM-Wiki toolset. Once established, this can be re-used for other upload projects from the NHM.

Sector-level advocacy - Leveraging our reputation with individual organisations, we continue to promote and facilitate change at a sector-wide level:

- We are involved in producing a UK focused book on open access (led by our partner National Library of Scotland). This practical and explanatory
 handbook will discuss the issues surrounding the use of open licences for content, data and metadata in libraries and other cultural heritage
 organisations. Focusing on case studies and practical solutions, it will form a strong voice for open in the sector, so our work on it is significant.
- We are exploring a collaboration with the National Heritage Science Forum Board. Via the group, we are looking at a potential multi-partner collaboration, and also using it as an advocacy opportunity within the cultural heritage sector.
- Continued work with Cancer Research UK, where we engage with highly specialised researcher audience, has led to other, similar research organisations approaching us such as the British Heart Foundation and the British Medical Association.
- Our representation at the OER conference earlier this year continued to make a mark on the education sector into Q2. The conference was led by the University of Edinburgh with which we work. At our AGM in summer, we announced that the OER16 has won Wikimedia UK's Partnership of the Year Award. Wikimedia and OER communities share a common goal to increase the quantity and quality of open knowledge and next year's OER17 Conference, which focuses on the Politics of Open, will be co-chaired by Wikimedia UK trustee Josie Fraser.
- Having met Merette Sanderhof of Statens Museum for Kunst (SMK) at Sharing is Caring in September 2015, and learned about the examples of re-use and the creation of new content from content released by SMK on a CC-0 license, we have been discussing this model with our new contacts at the Tate, where content is currently released with Non-Commercial and Non-Derivative clauses. SMK have agreed to support discussions with Tate about changing their practice around open licensing, and we are also exploring the possibility of leveraging this relationship for our advocacy work with Heritage Lottery Fund.

EU/UK advocacy. We participated in the EU consultation on Freedom of Panorama and Ancillary Copyright by involving our partners and running a campaign focused on the benefits of increased freedom of panorama across Europe.

Sharing and replicating within the movement

- We took the opportunity at the Wikimedia Conference and Wikimania to talk to other chapters about our projects and solutions, sharing lessons in evaluation and highlighting specific projects such as the National Library of Wales residency which we knew people wanted to learn more about. NLW is a great case study in how to make Wikidata more accessible to GLAMs, and we're sure lots of people benefitted from the insights we shared.
- We ran the Train the Trainer course at the end of Q2. This was focused on UK volunteers, but we were also approached by two chapters Netherlands and Czechia who wanted to participate in the course in order to apply what they observed in their own countries. Having had experience of running this course for four years, we were happy to accommodate two people, and share as much of what we have learnt about training trainers as possible.
- In 2015, in collaboration with the Wellcome Library, we ran the first ever Wikipedia Science Conference which has directly inspired a Brazilian iteration being delivered later this year: https://meta.wikimedia.org/wiki/BR-ER/Events/Congresso_Cient%C3%ADfico_Brasileiro_da_Wikip%C3%A9dia

Strategic Goal 3: To support the use of the Wikimedia projects as important tools for education and learning in the UK.

Continuing with our approach in this area, Q2 saw some established projects being supported by us, but also pilots being worked on.

In Wales, where we have more flexibility to work with the education sector, we have been developing several key initiatives which progressed during Q2. Although these are in development and haven't been put in place yet, they offer inspiring insight into what could be possible if they get approved by the partner organisations:

- We have been working with the NLW education team to develop a Wikipedia based module for the Welsh Baccalaureate qualification which would provide students across Wales with a template for organising and running their own Wikipedia editathons and part of the qualification. This is coordinated with the WJEC (examining body), who will hopefully approve this.
- Discussions with staff in the Welsh Government (Welsh Language Department) led to interesting discussions about the possibility of providing Wikipedia training for secondary school teachers via teacher training consortiums.
- At NLW, the resident is having discussions with Wales for Peace team about running Wikipedia workshops for school children in North Wales this autumn as part of their WWI remembrance programme. This could give a good example of school children editing Wikipedia.

Of similar significance is our work in Scotland, where our resident based at the Edinburgh University is working with the Postgraduate Certificate of Academic Practice (PgCAP course) to explore the possibility of embedding Wikipedia within the course design for trainee teachers.

We also organised several initiatives to support our ongoing education work. In July we organised a meeting for Wikipedia in the Classroom course leaders based in the UK to discuss their experience and share best practice. While Wikimedia UK has hosted three EduWiki conferences in the past, this was the first time course leaders have been brought together with the explicit intention of sharing information about their activities and networking. It was also an opportunity to better understand what support the courses require from WMUK. From discussions, we created a learning pattern on an issue that was widely discussed on the day: https://meta.wikimedia.org/wiki/Grants:Learning_patterns/Featured_Articles_in_classroom_courses

To further build our educators community we are keen to activate volunteers interested in education and to get their ideas on how we should move forward. In May, our trustee Josie organised a very successful Wikimedia UK education event in Leicester, attended by over 20 volunteers and educators and designed to take open open education in relation to Wikimedia projects forward across the education sectors. Josie worked with our volunteer Fabian Tompsett to plan and organise the event, which was supported and hosted by the Learning and Work Institute. The discussions brought together existing strands of work and scoped possible new initiatives, to be taken forward over the next few years.

4. Community (volunteer engagement and community health)

Volunteering statistics are overall encouraging, with editing events and online writing competitions the main routes to engaging editors. Both our diversity metrics are lower than expected, partly linked to difficulties in recording this information; we are also down on our target for leading volunteers, although we are pleased with the volunteer hours contributed. Continuing our work in increasing volunteer communication, we ran several initiatives in Q2 to lay the groundwork for better information exchange:

• Knowing the areas volunteers want to work on helps WMUK to identify opportunities for them. To gather this information we created a series of volunteer roles which explain some of the main way people can support our charitable work. We also found that new volunteers might struggle to know

how they can engage with us, and this should help. We already added some data from the volunteer survey from January 2016, and we have created a <u>form on our site</u> to allow people to tell us directly how they would like to be involved. Implementing this process is an opportunity to re-engage with people who have previously stated they are interested in volunteering with us but had not necessarily given information about activities they would like to undertake - we are now emailing our database of inactive volunteers to point them to this form.

• As a trial, we also messaged people based in Scotland who have donated to Wikimedia UK. The intention was to inform our stakeholders about our work and to offer them ways to engage with our activities. We sought to accommodate the various ways people wanted to engage by offering a visual component (showing relevant media uploaded to Commons), a way to subscribe to our newsletter, a way to subscribe to ScotWiki (the Scotland-specific mailing list). Overall engagement with our work was good, with open- and click-rates above the industry average, but needs to be part of sustained engagement to lead to impact. A learning pattern to document this was created https://meta.wikimedia.org/wiki/Grants:Learning_patterns/Keeping_communities_engaged.

Being aware of our programme needs, and what volunteers told us they wanted in the survey, we set up another iteration of the Train the Trainer course in Q2. It has been a year and a half since we run the last TtT course, since then we have run projects with people who were keenly interested in being trained up. There was clear demand from volunteers to run the course, from the chapter's perspective we also needed more trainers to help us with our events. We are now thinking of initiatives to engage the new trainer cohort in.

Not forgetting our 'old' trainers, we invited some inactive volunteers to lead on a EU referendum editathon in May - as a result two volunteer trainers who had not led events since 2014 were active at the event.

Engaging volunteers in the wider management of the charity, in Q2 we revisited the "evaluation panel". The panel is a committee composed of WMUK volunteers is responsible of assessing potential projects, submitted to Wikimedia UK, though small, simple projects within the Project Team for expediency. The aim of the panel is assess viability, value for money, whether volunteer projects are aligned with the chapter's strategy, the Wikimedia movement ethos, and any other relevant factors on a case by case basis.

Our partner institutions are also creating volunteering opportunities. Three NLW volunteers are working on the Dictionary of the Welsh Biography project, creating stub articles using entries from DWB as a source. Several other opportunities are being set up: (1) Wikidata has been created for 550 19th century ships registered at Aberystwyth. A volunteer programme to add more data, including a collaboration with Ceredigion County Archives and Royal on Ancient and Historical Monuments of Wales is now being planned. (2) We're discussing with Wales for Peace Project about training staff to edit and upload images to Wikipedia and taking part of their outreach programme in Caernarfon as part of the traveling poppies exhibition in Sept/Oct 2016.

5. Telling the story of Wikimedia UK

Bodleian Libraries Case Study

The Wikimedians in Residence programme began in 2011 with the first WiR, Liam Wyatt at the British Museum. Since then, more institutions have become involved with Wikimedia UK as the benefits of digitising their content and working with open knowledge have become more apparent.

The Bodleian Libraries, a group of Oxford University research libraries employing 700 staff and with a collection of 12 million books, began hosting editathons in 2012 and in 2014 applied to host a Wikimedian in Residence. Dr Martin Poulter became the WiR from April 2015 to March 2016.

The partnership with the Bodleian exemplifies Wikimedia UK's commitment to diversity. The library collections hold millions of documents from historical civilisations from around the world, and making these documents available on open licenses can help to deepen access for millions of people around the world into the history of their own cultures. For example, an 18th century painting of a traditional Japanese folk tale held by the Bodleian is now being used to illustrate the <u>Japanese Wikipedia article</u> on the topic.

This diversity has helped us to meet our goal of improving the coverage of underrepresented subject areas across Wikimedia projects.

Nine public editathons were held during the residency including four on Women in Science and there were six training sessions for academics. The training for librarians was particularly positive, with one attendee remarking that the training should be standard for all librarians. Workshops were also attended by educators from City University, Public Health England and Loughborough University, who expressed interest in future Wikipedia training for their colleagues.

This mainstreaming of the idea of open knowledge should allow the residency to have sustainable benefits in the long run, and we expect many more images to be released in future, on top of the 8000 that were uploaded during the residency.

Furthermore, the residency has had important impacts beyond the libraries, resulting in the release of images to Commons from three university colleges and the training of staff from the university's museums, the Oxford Internet Institute and a number of other institutions.

One of the key recommendations of the residency was that WiRs should be proactively looking for research projects which are being planned, as Wikimedia UK can help researchers demonstrate the public impact and engagement with research that helps secure funding.

Lastly, we are delighted that Bodleian Libraries clearly valued the residency and has successfully bid for money for a new project to host a university-wide Wikimedian In Residence.

Llen Natur Case Study

<u>Llên Natur</u> is a society formed to study, publicise and conserve the fauna, geology and climate of Wales. They are the official body which gives standardised Welsh names to species and are funded by the Welsh Government. Together with Uned Technology Laith (<u>Language Technology Unit</u>) at Bangor University they have produced a <u>Dictionary of Species</u> in Welsh, Latin and English. By working with Wici Cymru (Wikimedia UK), the dictionary has now become an illustrated dictionary of species, with around 10,000 images automatically drawn from Wikimedia Commons to illustrate existing text.

This work was co-ordinated by our Wales Manager, and in fact started with Robin receiving Llên Natur's databases of fauna and flora back in 2013! The work moved forward in recent months, with the coding for the website completed - led by Bangor University and supported by Magnus Manske and other Wikimedia volunteers. As an example of the technical work involved, a code was produced to harvest images via Wikidata's prefered image, so that the Dictionary was automatically getting the best content. By June 2016, 13,000 images taken from Commons appeared in the Dictionary of Species, accompanied by a CC-BY-SA logo on the online gallery.

A significant aspect of this project is that the contributions are flowing the other way too, with Wikimedia using the Dictionary to add official Welsh names of all living birds, and other species, onto Wikidata, and so growing our content. Wikispecies content was also translated into Welsh, and each species within the Dictionary of Species has a direct link to the corresponding article on Wicipedia Cymraeg, increasing our readership.

Volunteer engagement has also been a prominent element of this work. The Wales Manager trained several people in Wikidata, for example one of the trainees added around 50 of the Wikidata Lists, with each list calling up an average of 40 images from Commons. This volunteer has therefore made an additional 2,000 entries from Commons via Wikidata and into Wicipedia Cymraeg articles. New contributors have been attracted as well, including ornithologists who have started to upload new images to fill the gaps. Alun William's contributions / uploads can be found here.

The next step perhaps in 2017 is include birdsongs and possibly video footage into the Dictionary. This illustrates the way in which we are able to work with content that has previously been released under a CC-By-SA licence and use it to enrich sites beyond Wikimedia.

Dictionary of Welsh Biography Case Study

The Dictionary of Welsh Biography consists of over 5000 peer reviewed articles about prominent Welsh people. In 2014, via our Wales Manager, work began to create basic Wikidata for each entry using Mix and Match (a tool which lists entries of external databases, and allows users to match them against Wikidata items). In 2015 the National Library of Wales (NLW) Wikimedian in Residence (WIR) ran workshops with volunteers to speed up this work, and all entries were successfully added to Wikidata. To supplement this content with NLW material, the WIR also uploaded the NLW portrait archive to add images to many of the Wikidata items.

To scale the work up and engage more people, the WIR ran a Wikidata Hackathon for staff from NLW and the University of Wales Centre for Advanced Welsh & Celtic Studies. He also set up an ongoing volunteer project to create stub articles for entries without Wikipedia articles.

Following this work on behalf of the Library, the WIR was invited to sit on the Dictionary of Welsh biography committee at the NLW, who decided to develop a specification for a new Dictionary of Welsh Biography website. Thanks to the WIR, it was decided that any new website should include links to Wikipedia articles and the use of Wikidata to develop a new interface including timelines, and open licences will now be offered to future contributors to the Welsh Biography site. This will see the use of images from Wiki Commons on the website (via Wikidata), with Wikidata-powered features such as timelines including basic information about each individual from Wikidata. The Wikidata will also allow for the inclusion of new search options/filters, which is of benefit to the Dictionary.

Articles in the Dictionary of Welsh Biography will include links to the relevant Wikipedia articles, potentially increasing community involvement in the Welsh biography using Wikipedia as a platform. The articles are naturally very academic in their language and structure and the board feel that linking them with Wikipedia makes the content more accessible. This project also showcases an innovative interface for a Dictionary of Biography website which demonstrates the power of Wikidata as a tool for GLAMs, highlighting how Wikidata can join data from different collections together to create richer data.

There is lots to be done including NLW creating the new website, Wikimedia developing Wikidata items further, creating the timelines, and including links on the new website to Wikipedia articles – or inviting people to create a Wikipedia article if it doesn't already exist. If the work does come to fruition, it will be a great case study for free content flowing in several directions, and enriching various collections along the way.

6. Implementation challenges and learning patterns

Reviewing our delivery plan for the year, there are several activities we expected to have undertaken by this point which have had to be pushed forward. In volunteer support, we had wanted to run a trainer re-engagement project, linking this to improving our training pages on the UK wiki and creating an event organisation pack. The volunteer work comprises of many interconnected areas, and perhaps that's why it's not progressing as fast as we'd expect (e.g. significant changes to our website had to be organised before we could start messaging volunteers with engagement opportunities). On the plus side we made good progress on creating a process for capturing volunteer interests, and we also delivered a Train the Trainer course in London that was very well received. In our partnership programme, research into the longer term benefits of Wikimedians in Residence has had to be pushed forward as ongoing delivery took priority, with partnerships that were very tentative at the beginning of the year - including the Bodleian extension and the Gaelic project - confirmed during Q2,.

Key learning patterns this quarter:

- Running <u>Art & Feminism</u>
- Keeping communities engaged

• Featured Articles in classroom courses