Wikimedian in Residence for the National Library of Scotland

Final project report, July 2014 – April 2015

ALLY CROCKFORD

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YEAR ONE

A complete review of the first year of the residency is available as a separate document, "Wikimedian in Residence for the National Library of Scotland: Twelve month project report, July 2013-July 2014", online via Wikimedia Commons in PDF format and transcribed on Wikisource. Monthly reports charting the residency are available on the project Wiki page.

Summary

The first year of the residency evolved over time, initially focusing on events and internal training sessions before shifting its attention towards internal and external open access advocacy, policy development within the Library, and the uploading of material to Wikimedia Commons. Significant achievements during this time included:

♦ Internal and external education about the possibilities of open licensing and collaborating with Wikimedia: 5 internal training sessions, 1 external training session, 6 presentations, 2 recorded talks or interviews, and a workshop on 'Working with Wikimedia' for external GLAMs.

♦ 9 successful editathons were held, 8 in Scotland, gathering some 115 participants (80% women, on average). Approximately 75 new users were trained, 35 new articles created and an additional 34 articles improved.

♦ Opportunity to speak to or collaborate with several other GLAM organisations throughout Scotland, including:

- The Special Library Association Europe, Grampian Information, Glasgow Museums, Jisc RSC Scotland, and Edinburgh City Libraries (presentations delivered)
- The Scottish Poetry Library, Glasgow Women's Library, British Computer Society Women (Edinburgh chapter), Royal Society of Edinburgh, Medical Research Council, the Duncan of Jordanstone College of Art and Design, and the Humanities Advanced Technology and Information Institute (HATII) in Glasgow (events organised)

♦ Renewal and growth of a ScotWiki community of contributors based in Scotland (although primarily Edinburgh and Glasgow areas) and the re-establishment of regular ScotWiki meet-ups in Glasgow and Edinburgh. Newly launched ScotWiki mailing list had 50+ subscribers as of July 2014

♦ Change in opinions and encouragement of an ongoing discussion about open licenses, open access, and working with Wikimedia at the National Library of Scotland, resulting in the approval of a much more open Metadata and Digital Content Licensing Policy by the NLS board of trustees in March 2014.

♦ The release of 1100 public domain images from the National Library of Scotland's digitised content under a CC-0 license for all jpeg variations, and the uploading of all 1100 files to Wikimedia Commons using the GLAMWiki Toolset in June/July 2014

♦ The identification of nearly 11,000 more files scheduled for release through to Spring 2015.

While responses to the collaboration were generally positive throughout the Library, the results of this educational campaign took some time to manifest; nevertheless, a proposed Metadata and Digital Content Licensing Policy was drafted, discussed, and approved over a period of approximately 8 months, coming into effect in April 2014. The policy itself also represents an incredible step on the Library's part towards committing itself to open access.

It was noted that the presence of a Wikimedian in Scotland has helped to build Wikimedia UK's presence here more generally. In December 2013 the NLS hosted the WMUK annual board meeting, which was accompanied by a gathering of Wikimedians from the area. The year concluded with a six-month extension funded by the NLS, with the expectation that the time would be spent uploading thousands of files to Wikimedia Commons as a result of the newly adopted policy. From 01 August – 08 September, I took unpaid leave to arrange for a visa renewal and subsequent continued leave to work in the UK

YEAR TWO

Although the residency's extension was explicitly granted on the condition that the focus would be on releasing content and uploading it to Wikimedia Commons, on returning from leave to take up the extension in September 2014, I was made aware that objections to the implementation of the Metadata and Digital Content Licensing Policy had been raised by Library management during my absence. Specifically, concerns were raised as to the determination of the size of files to be released onto a CC-0 license, and how 'access quality' content would be defined. As a result, all uploads would be placed on hold until a clear procedure for releasing content could be agreed upon. This therefore meant a major shift in the focus of the residency and its aims and objectives from September onwards.

Aims and Objectives

- Initial objectives:
  - Upload 11,000+ public domain files from the National Library of Scotland's digitised material to Wikimedia Commons under a CC-0 license
  - Track impact of released material and provide analysis of metrics in the form of case studies, etc.
  - Promote the integration of content into Wikipedia through events and publicity
  - Continue developing connections between National Library of Scotland and Wikimedia community in Scotland
- Final objectives:
  - Track trial release content and provide analysis of metrics in the form of case studies, etc.
  - Continue to advocate for content release and open access within the National Library of Scotland
  - Develop and deliver training for the GLAM Wiki mass upload toolset
  - Continue public outreach through the organisation of collaborative public events with key partners both within and without the GLAM sector
  - Continue developing connections between National Library of Scotland and Wikimedia community in Scotland
  - Raise the profile of Wikimedia collaborations in Scotland outside of the Library

Outcomes

- As a result of the residency, an internal seminar regarding access to digitised public domain content was organised, outcomes from which included the organisation of a working group to finalise 'access quality' definitions; results from the seminar and the various consensuses reached will influence the development of the NLS's 2015 five-year strategy plan, which should be released Summer 2015

- A knowledge exchange workshop was organised with representatives from the British Library, National Library of Wales, and the National Library of Scotland to discuss intellectual property rights, open access, and their respective experiences with Wikimedia. The workshop resulted in the establishment of ongoing communication between the three libraries regarding their open access policies and procedures, and the proposal of an international symposium on IPR and digital access for GLAM organisations. External funding for the organisation of such a symposium is being sought (see 'What's Next')

- Four successful editathons were organised during the course of the residency, including a four-day editathon at the University of Edinburgh in February 2015; the residency supported the organisation of all four editathons, though only provided training at three. For the fourth, the newly appointed Museums Galleries Scotland Wikimedian in Residence provided training. There were a further two training events delivered, one to the organisers of the University of Edinburgh editathons, and the other to participants of the National Galleries of Scotland's *Skills for the Future* programme. In all, these events gathered some 80+ participants, and approximately 60 new editors were trained as a result (an estimated 85% of which identified as women).

- In addition to the various editathons organised, the residency was essential in assisting the organisation of the extremely successful EduWiki 2014, which was held at the University of Edinburgh's St Leonard's Hall in October; 80 people registered and 61 delegates attended, including 23 representatives from UK educational institutions, 15 members of the Wikipedia Education Collaborative, and delegates from 9 countries around the world.

- Two presentations were delivered during the residency's extension, one for the University of Edinburgh's Open.Ed workshop, and a second for a gathering of the Edinburgh Library and Information Services Association. Additionally, at EduWiki 2014, a forum on Open Education in Scotland was led by the Wikimedian in Residence based in part from the residency's experience.

- A number of blog posts were also written during the extension; most notably, significant input was given to a review of the residency written by Daria Cybulska for the Wikimedia UK blog, and a post about the hosting of EduWiki 2014 in Edinburgh was written for Scotland's *Engage for Education* blog. There were also several blog posts and media releases about the NLS receiving Wikimedia UK's GLAM of the Year 2014 award in August.

- Tracking metrics from the release of 1,100 images to Wikimedia Commons in June/July 2014 revealed that by April 2015, nearly 11% of the new images had been incorporated into Wikipedia articles in the English language Wikipedia as well as 8 other language Wikipedias. The BaGLAMa tool tracked a noted increase in pageviews on articles with NLS images during this time as well; although a major peak in September is likely due to the referendum, looking at the monthly pageview statistics for articles with NLS images from June 2014 (prior to image uploads) to March 2015 reveals an average increase of 474,098 pageviews per month. Furthermore, the median increase in pageviews for this time period is 421,422 which suggests that the increase is relatively consistent independent of the referendum spike. The increased views range from a low of just under 200,000 to a high of over 1,000,000, suggesting that the released images can account for a substantial increase in reach.

- Community:

REFLECTIONS

RECOMMENDATIONS

Recommendations for Wikimedia UK

In terms of an on-going ScotWiki community, I would highly recommend increasing an official presence in Scotland, either through the establishment of more Wikimedians in Residence, or by appointing ambassadors who can continue outreach and act as a point of contact for organisations, groups, or individuals interested in contributing or running events. One of the less tangible but, I feel, most significant outcomes of the residency has been the increased profile of GLAMWiki collaborations and Wikimedia's mission as a whole in Scotland, and I would put this down to a consistent presence and a local contact for interested parties. It would be a shame to lose this momentum once the WiR is no longer in post, and previous experiences with a ScotWiki community suggest that without a larger and more official presence, the initiative struggles.

In terms of the Wikimedian in Residence programme and GLAMWiki collaborations, my recommendations would include:

♦ Clearer documentation and instructions for the process of releasing content to Commons, ideally drawn from existing residencies and their experiences (i.e. clarification regarding batch upload processes available and their risks & benefits, materials for the creation of templates for uploaded materials, etc)

♦ That the organising Wikimedia chapter make an effort to visit outpost residencies or ambassadors during their tenure, as well as arranging for visits to headquarters; events like the December WMUK Board meeting and social and individual visits from WMUK staff I think were an excellent way of ensuring that the residency was given greater legitimacy in the eyes of the Wikimedia community, as well as fostering a greater connection between chapter and WiRs and offering a better opportunity for reflection and feedback on the project on both sides

♦ The establishment of a flexible programme of goals and objectives during the planning stage of any residency, or else a willingness to re-evaluate the expectations of a WiRship (from both the host's perspective and the chapter's) both before and during the term of residence. This flexibility was instrumental in the course of this residency, as it was demonstrated early on that some of the initial aims - particularly the training of staff and staff's eventual involvement - were not feasible projects to focus on. Similarly, the nature of the programme itself necessitates the ability to respond to the situation in which the resident finds themselves, in terms of their host organisation, their own personal experience, the local community and the Wikimedia community.

Other recommendations follow those outlined by previous Wikimedians in Residence, specifically pertaining to the tracking of metrics once content has been uploaded to Wikimedia Commons. However, measuring the success of the programme itself has often been noted as difficult due to the subjective nature of the work involved and the lack of hard metrics in most cases. Most crucially, for working with GLAM organisations, I would recommend increasing the visibility of tools available for the measurement of Wikimedia/Wikipedia content, and would certainly strongly recommend the development of tools with more extensive functionality and with a wider remit than Wikimedia projects alone. To be able to track the impact of content that has been used outside of Wikipedia articles but has come from Wikimedia Commons would be incredibly valuable for providing encouraging statistics to GLAMs who have collaborated or are working to make a case for collaboration.

Recommendations for the National Library of Scotland

In terms of the National Library of Scotland's involvement with GLAMWiki collaborations and an on-going relationship with Wikimedia, it seems to me that the best opportunities for a lasting relationship lie in the release of

digital content, the incorporation of that content into Wikipedia as widely as possible, and the continued support of events in collaboration with other organisations, groups, or individuals. At present, the lack of involvement with curatorial staff, education and outreach staff, and events management staff, make sustaining this kind of support in particular difficult.

I would therefore recommend that the Library shift its attention away from training employees on Wikipedia and towards raising awareness of Wikimedia style events, how to organise them, and their benefits and overall impact. I would also recommend that these kinds of events receive support from the outreach and events management staff on the same level as other significant Library-hosted events. I would also recommend that the Library aim to organise and run at least one large-scale Wikimedia event each year, ideally a backstage pass type event to enhance an exhibition, and incorporate the organisation of this event into staff job plans and, where necessary, into the exhibition planning stage.

I also recommend that the Library consider releasing the master .tiff versions of all compatible files as part of its annual review of the new open access policy, once the policy and a method for uploading content and metadata are in place. Finally, as a National Library I would recommend that the NLS approach other Scottish GLAM organisations to introduce them to the terms of the Metadata and Digital Content Licensing Policy, and to outline the concerns and discussions that fed into its approval and implementation.

APPENDIX 1

Using GWToolset Uploads

The procedure was developed to upload digital content from the Library's Digital Object Database (DOD) to Wikimedia Commons using the GWToolset which is still under development. Because the toolset is in Beta and the documentation surrounding registration and use of the toolset is still scattered, the procedure will be outlined in some detail here.

First, access was requested to the GW Toolset on the Wikimedia Commons Beta Cluster by writing to the Glamtools Mailing List (glamtools@lists.wikimedia.org). This allowed me to test uploads on the Beta site (where 'breaking' anything was less of an issue) before going live. Before testing, I identified metadata fields required for the various MediaWiki templates (using Template:Photograph and Template:Artwork for the first batches), and created a .json metadata mapping page to map NLS .xml metadata fields to the templates. This can also be done manually during the mapping process and then saved for future reuse. The only metadata fields created specifically for the Wikimedia Commons uploads were "Wiki_Permissions", in which the necessary license templates would be listed for that batch, and "gwtoolset-url-to-the-media-file", which listed the link to the image to be uploaded. Some unnecessary metadata fields, such as notes for NLS cataloguers, were scrubbed from the xml files for upload.

I test uploaded images from NLS collections on the Beta cluster approximately 3-4 times before attempting a live upload. In part this was to avoid any errors in the live upload process, but it also allowed me to experiment with the different resolutions available for upload, building a case to release images as large as 2500px .jpgs. Once the release of 2500px images was confirmed and the process was determined to be relatively error-free, I requested access to the live version of the GWToolset, once again done through the Glamtools mailing list, and began uploading the images to Wikimedia Commons itself.

Before uploading content, I created categories that would make it easier to find and network the images in Commons – in addition to creating a category for images uploaded as part of the collaboration between WMUK and the NLS, I also created categories for the collection being uploaded (i.e. Category:Weir Collection) or related to the content itself (i.e. Category:Construction of the Forth Bridge) and nested those categories where appropriate. All content was also uploaded to Category:Images from National Library of Scotland.

APPENDIX 2

Job details

National Library of Scotland and **Wikimedia UK** are delighted to announce their collaboration to support and host a *Wikimedian in Residence* at the Library. This is a unique opportunity to help enrich Wikipedia and its sister projects and share with the world the resources and knowledge from the Library's collections, and to engage with librarians, members of the public and researchers to encourage contributions to the development of Wikipedia articles.

We are seeking applications for a *Wikimedian in Residence* from outgoing and committed individuals with excellent presentation and organising skills to work at National Library of Scotland for a period of 4 months.

The following range of knowledge, skills and experience are required. Please ensure these are reflected in your application. Short listing for interview will be based on meeting these requirements.

- have the ability to teach and support those learning to use Wikipedia and its sister websites, including organising events and workshops
- good verbal and written communication skills
- communicate in English clearly to a wide variety of audiences and have excellent presentation skills
- have an understanding of and empathy for Wikimedia UK's mission to help people and organisations build and preserve open knowledge to share and use freely
- ideally be an experienced Wikimedian
- have experience of organising meetings and experience of coordinating and leading workshops or similar
- be familiar with office IT packages
- be familiar with libraries or the cultural heritage sector
- be flexible and adaptable
- commit to the hours required for the duration of the Residency

What you will do

Help the Library explore how its collections and knowledge can be used to broaden content on Wikipedia and sister projects. You will also undertake outreach work to encourage understanding and development of Wikimedia projects.

- work with staff, including librarians and curators, to identify areas of Wikipedia and sister projects that could be enriched with resources and knowledge from the Library's collections
- organise and host workshops for Library staff to explain how they can directly contribute their knowledge and expertise to develop Wikipedia articles
- explore adding digital resources such as our digitised books, articles, photographs and posters to Wikimedia Commons
- provide training and best-practice guidance on Wikimedia editing and Wikimedia volunteer engagement
- help the Library develop an outreach policy to coordinate contributions from the wider Scottish community to develop Wikipedia in under-represented areas
- help establish relationships with the Scottish Wikimedia community, editors and projects
- help organise and host other Wikimedia related events for members of the public, Wikimedians, researchers and librarians such as workshops, Edit-a-thons, meetups, backstage pass tours

- produce on-going updates and a summary report on the outcomes of the residency

Who will I work with?

You will work with a small team who will support you in your Residency and program of work. You will also work with colleagues in the Library including librarians and curators. You may work with people in other libraries and cultural organisations and Wikimedia UK.

Where will I work?

You will be based at National Library of Scotland in central Edinburgh. There may be flexibility to allow you to work from home on occasion. You may be expected to travel to meetings or to host events in other parts of Scotland.

APPENDIX 3

Contact list

Redacted and updated list of contact details below; full contact list added to Wikimedia UK internal contacts. For questions regarding the National Library of Scotland residency or the Wikimedian in Residence programme in general, please contact Daria Cybulska, Programme Manager at Wikimedia UK, at daria.cybulska@wikimedia.org.uk

Organisation		Name	Contact title
BCS Women, Edinburgh Chapter	S.	Moore	Organiser
Catalouing and Indexing Groups, Scotland (CIGS) - CILIPS	P.	Cunnea	Secretary (Joint) (Digital Assets Manager, NLS)
Central Library, Aberdeen	F.	Clark	Library & Information Services Manager
Central Library, Edinburgh	F.	Myles	Library Development Officer
Centre for Contemporary Arts, Glasgow	C.	Skinner	Project Coordinator and Research Assistant, 'The Glasgow Miracle'
Centre for Education, Technology and Interoperability Standards (Cetis)	L.	Campbell	Assistant Director
CILIP Scotland	A.	Leslie	Events Manager for CILIPS East Branch
Communications, Media and Culture, University of Stirling	G.	Singh	Lecturer in Media and Communications
Digital HSS, University of Edinburgh	S.	Bayne	Associate Dean, Digital Scholarship
DJCAD, University of Dundee	S.	Cook	Reader/Fellow
Edina	N.	Osborne	Social Media Officer
Edinburgh City Libraries	G.	Crawford	Income Solution Manager, Library & Information Services
Glasgow Life	M.	Aitken	Development Advisor, Altogether Glasgow
Glasgow Life	A.	Callaghan	Assistant Curator, Kelvin Hall
Glasgow Life	S.	Khaliq	Assistant Curator, Kelvin Hall
Glasgow Museums	J.	Ferry	Digital & New Media Manager
Glasgow School of Art Library	D.	Dallison	SCONUL Graduate Trainee Librarian
Glasgow Women's Library	L.	Dolan	Lifelong Learning Assistant

Glasgow Women's Library	A.	Patrick	Lifelong Learning & Creative Development Manager
Glasgow Women's Library	A.	Marsh	Volunteer
Grampian Information	A.	Davies	Executive Support Officer
Humanities Advanced Technology and Information Institute, Glasgow	L.	Molloy	HATII Curation and Preservation Officer
Jisc RSC Scotland	P.	Robertson	Advisor: Learning Resources
Jisc RSC Scotland	C.	McLaughlin	Advisor: Staff Development
Jisc RSC Scotland	G.	Hamilton	Advisor: e-Assessment
John Gray Centre	D.	Anderson	Heritage Resource Development Officer
Library and University Collections, University of Edinburgh	G.	Willshaw	Digital Curator
Multimedia Information and Technology Group (MmITS) - CILIP	L.	Morrison	Member
Museums Galleries Scotland	K.	Forbes	Digital Engagement & Communications Manager
National Records of Scotland	A.	Slater	Head of Public Services
Open Knowledge Foundation Scotland	E.	Klein	Scotland Ambassador
Open Rights Group, Edinburgh	J.	Killock	Executive Director
Scottish Poetry Library	J.	Johnstone	Librarian
Special Libraries Association, Europe	J.	Coll	Board Member (Head of Access, NLS)
Surrey History Centre	P.	Cooper	Exploring Surrey's Past Officer
The Mitchell Library	K.	McCormick	Librarian, General Services