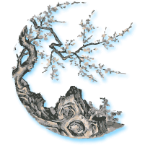
Section 4—  **Five forms of Wikipedia engagement**

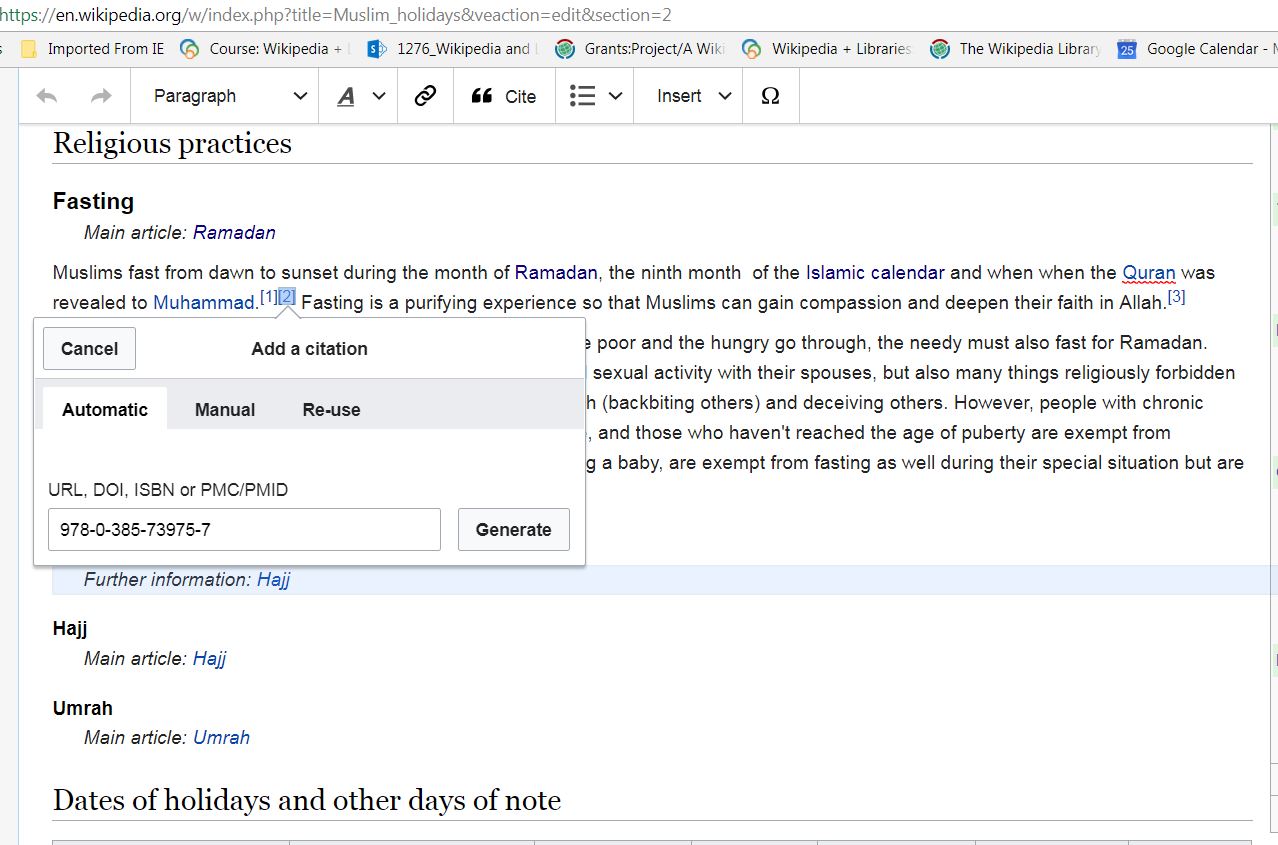
# 1. Individual Engagement with Wikipedia

*For those whose primary interest is to deepen their own knowledge, individual engagement with Wikipedia may be the best option.*

* **Gnome work**  
  Wikipedia has a name for editors who like to do tiny edits⎯gnomes. And Wikipedia likes gnomes! They correct punctuation and spelling or clean up sentence structure and generally improve the quality of articles.  
   *Resources*:
  + [Wikipedia Essentials Tutorial](http://learn.webjunction.org/mod/url/view.php?id=1983)
  + [Editing Basics Tutorial](http://learn.webjunction.org/mod/url/view.php?id=1998)
  + [Wikipedia: How to copy edit](https://en.wikipedia.org/wiki/Wikipedia:How_to_copy_edit)
* ****Evaluate, research and add citations to articles**  
  Now that you know about the inner workings of Wikipedia, you are better able to assess quality and reliability. With that grounding, you can enhance the accuracy and verifiability of articles by researching topics, finding valid secondary sources and adding your research discovery to Wikipedia articles.  
  Look to the volunteers in the [Wikipedia Teahouse](https://en.wikipedia.org/wiki/Wikipedia:Teahouse) for help and advice.

*Resources*:

* + Evaluate:



* + - Understand Wikipedia’s [Five Pillars](https://en.wikipedia.org/wiki/Wikipedia:Five_pillars)
    - [Evaluating Articles and Sources Tutorial](http://learn.webjunction.org/mod/url/view.php?id=1981)
    - [Evaluating Wikipedia: Tracing the evolution and evaluating the quality of articles](https://upload.wikimedia.org/wikipedia/commons/5/52/Evaluating_Wikipedia_brochure.pdf)
    - For a refresher on the core concepts, signs and signals of quality, refer to the [Section 2 Learner Guide](http://learn.webjunction.org/pluginfile.php/43354/mod_resource/content/4/Section-2_Learner-Guide.pdf) and the recording of the [September 20 Live Session](https://oclc.webex.com/oclc/onstage/playback.php?RCID=cf07c6da4c3b8d4198ffaaa3fb482bc7).
  + Add citations to articles:
    - Review the [basics of referencing](https://en.wikipedia.org/wiki/Help:Referencing_for_beginners); many will prefer to follow the [VisualEditor instructions](https://en.wikipedia.org/wiki/Help:Referencing_for_beginners#Using_VisualEditor).
    - Use the “[citation hunt](https://tools.wmflabs.org/citationhunt/en?id=53893125&cat=all)” to identify articles in need of citations.
    - Use the “citoid” tool and insert ISBN, DOI, URL, or PMC/PMD to make a quick-o reference appear.
* **Improve Wikipedia articles**  
  With your librarian research skills and access to reliable information, both online and offline, you’re in a good position to contribute to the Wikipedia body of knowledge. Be Bold! And add (or remove) information to improve articles.  
    
  *Resources*:
  + If you want to practice first in a safe place, use the Sandbox, accessed from your user page.  
      
    [Sandboxes and mainspaces tutorial](https://outreachdashboard.wmflabs.org/training/editing-wikipedia/sandboxes) covers the practical steps for working in a sandbox, and moving your work to Wikipedia.



* + (find articles by joining an existing WikiProject or online editing campaign)
  + [Best practices for Librarians, Archivists and Cultural Professionals who want to link to collections on Wikipedia](https://en.wikipedia.org/wiki/Wikipedia:The_Wikipedia_Library/Cultural_Professionals), via The Wikipedia Library
* **Join an existing WikiProject**  
  Joining a WikiProject is easy. Once you’ve found a project that interests you, you can add your name to the membership list on the project homepage. Some projects may offer a userbox you can add to your user page as a sign of pride of your contributions.  
    
  *Resources*:
  + Find a project of interest in the [Directory of WikiProjects](https://en.wikipedia.org/wiki/Wikipedia:WikiProject_Council/Directory).
  + Take a look at the project's goals or browse the project's stubs and start-class articles to find areas where you can get started with editing.
  + Check out the project's Featured and Good Articles for ideas about how to improve articles under the project's scope.
  + Add the project's talk page to your personal watchlist so that you can keep up to date on the latest discussions and help other editors in need.
* **Add photos to Wikimedia Commons**  
  Photos or images can enhance the quality of many articles on Wikipedia. However, it’s necessary to know the copyright and free licensing requirements.  
    
  *Resources*:
  + [Contributing images and media files tutorial](https://outreachdashboard.wmflabs.org/training/editing-wikipedia/images-and-media)
  + [Illustrating Wikipedia: A guide to contributing content to Wikimedia Commons](https://upload.wikimedia.org/wikipedia/commons/b/b1/Illustrating_Wikipedia_brochure.pdf)
  + [Help: Public Domain](https://commons.wikimedia.org/wiki/Help:Public_domain)
  + [Wikimedia Commons Copyright Rules](https://commons.wikimedia.org/wiki/Commons:Copyright_rules)
  + [Flickr and Wikimedia Commons](https://commons.wikimedia.org/wiki/Commons:Flickr_files)
  + Participate in [Wiki Loves Monuments](http://www.wikilovesmonuments.org/), [Wiki Loves Earth](http://wikilovesearth.org/en/), or other photo contests that involve uploading your photographs to Wikimedia Commons.

# 2. Staff development with Wikipedia

*The best first step towards offering programs for patrons is often staff development. Staff development at your library can take many forms, from informal coaching, voluntary clubs, to full-scale staff training programs.*

* **Guide staff and colleagues**

Begin by sharing what you’ve learned in this course with staff members. This can take many forms, from working informally with colleagues, making a short presentation at a staff meeting, to offering to lead a roundtable and workshop. Help your colleagues enhance their librarianship by gaining insight into the inner workings of Wikipedia.

*Examples and suggestions:*

* **Host a roundtable discussion** on Wikipedia to discuss with your colleagues how you can answer reference questions or help students develop research projects using Wikipedia.
* **Organize staff “gnome parties” or an editing club** to improve articles of interest to colleagues or those that dovetail with library collections.
* The **Catalan Public Library System** embraced Wikipedia for the Catalan community in Spain. [Read about the various Wikipedia-related initiatives](https://outreach.wikimedia.org/wiki/GLAM/Case_studies/Catalonia%27s_Network_of_Public_Libraries) that the library system has undertaken which include staff trainings, monthly community editing events and window stickers indicating staff expertise for participating libraries.

*Resources:*

* + Guest presenters Jacinta Sutton and Kerry Raymond share Wikipedia club and staff meeting tips and tricks
* **Run a #1lib1ref staff campaign** to add citations to Wikipedia during the annual three-week #1lib1ref campaign. The next campaign launches January 16, 2018.

*Description:*

An easy and fun way to develop staff familiarity with Wikipedia is by participating in an existing Wikipedia staff engagement campaign. The annual #1lib1ref campaign is run by The Wikipedia Library and GLAM-Wiki, co-sponsored and endorsed by IFLA, to encourage librarians globally to add references to Wikipedia. The three-week long social media-focused #1lib1ref campaign is designed to be easy for a library to join: there’s a pre-prepared event “coffee hour with citations” toolkit that includes an example program, training materials, and template flyer that you can personalize, as well as pre-formatted stickers to give to participants who accomplish adding a citation. Make it a contest and offer prizes to up the ante a little. As Queensland State Librarian Jacinta Sutton said: when you “give librarians a target … they’ll knock it out of the park!”

*Resources:*

* The [Coffee Hour Kit](https://meta.wikimedia.org/wiki/The_Wikipedia_Library/1Lib1Ref/Coffee_Kit) provides step-by-step instructions on how to gather your colleagues for a 45- to 90-minute session to learn about Wikipedia, how to edit on the site, and how to add citations.

*Learn more:*

* [Librarians Improve Wikipedia During Global #1Lib1Ref Campaign](http://www.webjunction.org/news/webjunction/1lib1ref-highlights.html)

# 3. Wikipedia for digital and information Literacy

*Whether taught at the group or individual level, digital information literacy that helps patrons understand the signs and signals of Wikipedia and verify information they find online is one of the most important skill sets libraries can provide their patrons. You can incorporate Wikipedia into your existing programs, instruction and classes or create new programs.*

* **Wikipedia as a point of comparison in existing patron-facing reference and research workshops**

While CRAP (currency, reliability, authority and purpose) is useful for evaluating individual websites, it has limited application to evaluating search engine results, library catalog results, or Wikipedia’s organization of content into hyperlinked lists and categories. These orderings are the result of algorithms, classifications, and verifiability criteria, seemingly arbitrary decisions executed by people, who have biases. Drawing on an article that describes a one-hour information literacy session called “Wayfinding the Web” (see article below), guide the public to think critically about how the commercial, male-dominated tech industry has shaped the organization of information on the internet and why it’s important to think critically about the presentation of information that appears neutral. Develop an instructional seminar that compares search results and materials accessible via Google, Wikipedia and your library databases to encourage an inquiry-based, critical thinking mindset so that patrons can better evaluate the possibilities and limits of the organization of links and sources they encounter first.

*Resource:*

[Bohémier, K., Maksin, M., & Crowley, G. (2017). ‘Wayfinding the web: Applying critical information literacy to a Google instruction session.’ Online Searcher, 41(4), 16-21.](http://learn.webjunction.org/mod/resource/view.php?id=2133)

* **Digital and information literacy workshops with Wikipedia**

From satire news sites to purposefully misleading news and information circulating in social media channels, the commercial open web is a pressing opportunity for library staff to guide patrons to critically evaluate and verify information they encounter. Whether you already have an internet resources workshop or instructional course or are planning to develop one, Wikipedia’s unique open participatory community, five pillars, and collaborative editing guidelines can be marshaled into a one-hour digital information literacy session. Discuss evaluating information without an author, evaluating sources cited, and how to develop research topics. Compare a cross-section of Wikipedia and scholarly articles to help patrons establish best practices for using Wikipedia for personal and academic research, and offer library reference strategies on where to go next to fill in gaps and weaknesses they encounter in any source.

*Resources:*

[Calhoun, C. (2014), 'Using Wikipedia in information literacy instruction', College & Research Libraries News, 75, 1, pp. 32-33.](http://learn.webjunction.org/mod/resource/view.php?id=2134)

[Oliver, J. T. (2015). ‘One-shot Wikipedia: An edit-sprint toward information literacy.’ Reference Services Review, 43(1), 81-97.](http://learn.webjunction.org/mod/resource/view.php?id=2135)

*Learn more:*

* [**Allison**](http://www.webjunction.org/news/webjunction/librarians-wikipedia-allison.html) **Frick** (Glendale Free Library**)** has hosted a one-hour information literacy session that begins by discussing how to access web browsers and includes evaluating Wikipedia articles and how patrons can use the online encyclopedia to find book citations that connect to a public library catalog.
* **General techniques and helpful hints for evaluating Wikipedia**

Your go-to techniques for teaching digital and information literacy for information found online – whether instruction is done one-on-one or in a workshop − are very appropriate for evaluating Wikipedia. Deepen the analysis by remembering what’s particular about Wikipedia’s open participatory culture:

* + Collaborative authorship on Wikipedia means that “authority of the author” may have limited use for evaluating reliability. While you can look to View History to check for signs of conflicts of interest or malicious editing, usually vandalism is caught very quickly. Instead, guide patrons to train their focus on evaluating the authority of the reference materials. What references form the backbone of the article? Who are the authors, their publisher, and are they independent and authoritative sources? For references that are dead links, use the [Internet Archive’s Way Back Machine](https://archive.org/web/) to quickly track backwards.
  + When an article is not an FA (Featured Article) or Good article, it’s hard to know whether the article is useful or not. Ascertain reliability by using additional signs and signals: look to Talk page article templates and WikiProject assessments. Remember however, both may be out of date; they are just one guidepost. Checking references and how the article has changed over time can also be a way you can guide patrons.
  + Recall [recentism](https://en.wikipedia.org/wiki/Wikipedia:Recentism), when recent media coverage leads to surges in editing on popular topics, which can be both a helpful composite of information in times of crises, and can lead to controversies. While multiple editors contributing to an article often help the article achieve a neutral point of view, recentism can signal the piece has not yet achieved a meta-level perspective. Recentism is a type of [systemic bias](https://en.wikipedia.org/wiki/Wikipedia:Systemic_bias), which impacts many tertiary reference sources, including Wikipedia.
  + Help patrons see that articles are always under development and changing (just like real life!)
  + Remember, article leads don’t need citations – provided the same information is available and properly cited in the body of the article.

Elements of a quality Wikipedia article

1. **A clear, easy-to-understand lead section**
2. **A clear structure**
3. **Balanced coverage of many aspects of the subject**
4. **Neutral coverage, written without bias toward a particular point of view**
5. **Reliable sources are cited throughout the article**

# 4. Wikipedia for community outreach programming

*Wikipedia is an opportunity to connect with and enrich the communities you serve in new and fresh ways. Use Wikipedia for community outreach programming in multiple fashions – from helping a community partner learn to edit to organizing longer-term editing projects or locally-specific edit-a-thons.*

* **Share Wikipedia materials**

One easy first step you can take to use Wikipedia for community outreach is sharing Wikipedia materials. Have print or PDF brochures about evaluating, editing and illustrating Wikipedia at the ready for your community groups and partners to learn more.

*Resources:*

* Editing Wikipedia [[pdf]](https://outreach.wikimedia.org/wiki/File:Editing_Wikipedia_brochure_EN.pdf)
* Evaluating Wikipedia [[pdf]](https://outreach.wikimedia.org/wiki/File:Evaluating_Wikipedia_brochure.pdf)
* Illustrating Wikipedia [[pdf]](https://outreach.wikimedia.org/wiki/File:Illustrating_Wikipedia_brochure.pdf)
* **Collaborate with community partners by hosting one-time or long-term editing events**

Dive deeper into collaborations by working with community partners to edit, translate or incorporate improving Wikipedia articles relevant to your community in collaborative programming. These programs may be one-day events, or they can be long-term collaborations that incorporate Wikipedia editing, even if that is not the main focus.

*Examples:*

* In Brooklyn, New York, **Afro Free Culture Crowdsourcing Wikimedia ([AfroCROWD](http://afrocrowd.org/))** hosts regular technology skill-shares, including how to edit and translate Wikipedia articles, specifically for people of African descent (many are held at the Brooklyn Public Library and other cultural institutions). Learn from the organizers about how Wikipedia can empower the communities that matter to your library in the guest presentation in Wikipedia + Libraries Session 5. Librarian and Wikipedia guide, Rajene Hardeman, with AfroCROWD co-founder Sherry Antoine, will speak about the vision of AfroCROWD, successes and challenges they’ve encountered in using Wikipedia to empower the Afro-diaspora community, and advice for libraries developing programs for their communities.
* The [**Octavia E. Butler WikiProject**](http://butler103.blogspot.com/p/about.html) began at La Guardia Community College in 2014. Librarians, community college undergraduates, Butler specialists, and volunteer Wikipedia editors have expanded the pleasurable activity of reading Butler’s works into researching and writing relevant encyclopedic entries on Wikipedia and penning personal essays. Use this model as an example of collaboration that can happen around a topic of mutual interest. Bring together library staff, school programs, book clubs or local history buffs to join on-Wiki volunteers to collaboratively edit articles.

*Resources:*

* + For ideas about teaching with Wikipedia, explore the [Wiki Education Foundation](https://wikiedu.org/) (for course support in Wikipedia editing).
* **Develop a thematic editing event (one-time event or ongoing series)**

Thematic editing events, often called edit-a-thons, are one of the more visible activities that public library staff can do with Wikipedia. While it’s far from the only way to engage with Wikipedia, with the right audience, staffing and preparation, these events can be very successful. Thematic editing events are an opportunity to bring community members into the library to learn something new. Outcomes often include engagement with library resources about stories that matter to your community, such as local history and culture.

*Examples:*

* Staff at San Francisco Public Library planned and hosted **The Queerest Wikipedia Edit-a-thon**. Read [their story](http://www.webjunction.org/news/webjunction/librarians-wikipedia-san-francisco.html) about what they did and why.
* An art museum librarian and curator invited teens to the Corning Museum of Glass in New York for a **day-long Wikipedia editing workshop**—which included a pizza lunch—to learn about contemporary glass art, local artists, and make edits to articles to apply their learnings. [Read the article](http://www.libraryasincubatorproject.org/?p=17536) about what they did and how it went.

*Resources:*

* Training tutorials for [running successful editing events](https://outreachdashboard.wmflabs.org/training/editathons) (edit-a-thons)
* [How to run an edit-a-thon](https://en.wikipedia.org/wiki/Wikipedia:How_to_run_an_edit-a-thon) - Wikipedia page

# 5. Existing Campaigns

*Join an existing campaign run by Wikimedia community organizers who activate and support local program leaders and affiliates to implement programs around the world.*

* [**Art+Feminism**](http://www.artandfeminism.org/)

Art+Feminism is an annual campaign that takes place in March. Art+Feminism is devoted to addressing the “gender gap” on Wikipedia by improving articles about women in the arts. Join the campaign and participate in or run an Art+Feminism event in your community to raise the visibility of women and the arts on Wikipedia. An organizer’s toolkit developed by the community organizers provides materials you can adapt if you decide to host an event at your library.

*Resources:*

* + [Find an existing event to partner with](http://www.artandfeminism.org/get-involved/) or explore other ways to get involved.
  + Shore up your editing skills and help train newcomers with Art+Feminism’s [instructional videos](http://www.artandfeminism.org/editing-kit/).
  + Organize your own event with the Art+Feminism [organizer's kit](http://www.artandfeminism.org/organizing-kit/).

*Learn more:*

* + [**Mary Phillips**](http://www.webjunction.org/news/webjunction/librarians-wikipedia-mary.html) **(Carnegie Library of Pittsburgh)** collaborates with other institutions to co-organize Art+Feminism editing events.
  + [**Tiffany Bailey**](http://www.webjunction.org/news/webjunction/librarians-wikipedia-tiffany.html) **(Dallas Public Library)** partnered with two local arts organizations to host an Art+Feminism event at her library.
  + [Art+Feminism in *The New Yorker*](https://www.newyorker.com/tech/elements/a-feminist-edit-a-thon-seeks-to-reshape-wikipedia)
* [**Black Lunch Table**](http://www.theblacklunchtable.com/)

Black Lunch Table stages intergenerational conversations about issues that matter to black communities, such as Wikipedia editing, over literal – and metaphorical – lunch tables. Host a Black Lunch Table Wikipedia awareness raising and editing session to use the collaborative authorship of the online encyclopedia to discuss and increase the visibility of the lives and works of notable black individuals.

*Resources:*

* + [Sample open-access Black Lunch Table presentation](https://docs.google.com/presentation/d/1w32WP3HwmAXq22PgPxJvy-Lj2wus3mHqR0X3zXzRx8E/edit#slide=id.p4) to adapt for your event

*Learn more:*

* + [Bric Arts Media article](https://www.bricartsmedia.org/events-performances/black-lunch-table-wikipedia-edit-thon) on a Black Lunch Table Wikipedia event
  + Faculty, staff and students from an Eastern Washington University satellite campus [host an iteration of Black Lunch Table](https://en.wikipedia.org/wiki/Wikipedia:Meetup/Black_Lunch_Table/2017_EWU)
* [**Wiki Loves Monuments**](https://www.wikilovesmonuments.org/)

Wiki Loves Monuments is an annual international photographic competition held during the month of September, organized worldwide by Wikipedia community members with the help of local Wikimedia affiliates. Join the competition as an individual or as a library community to boost the visibility of your qualifying, copyright-free images of local monuments, or to share the work of your community members who can go out to take photos for the competition. Photographs are judged by an international panel of photo experts and winners are awarded prizes.

*Resources:*

* + - [About the contest](https://www.wikilovesmonuments.org/contest/)

*For all editing events:*

* Training tutorials for [running successful editing events](https://outreachdashboard.wmflabs.org/training/editathons) (edit-a-thons)
* [How to run an edit-a-thon](https://en.wikipedia.org/wiki/Wikipedia:How_to_run_an_edit-a-thon) – Wikipedia page

## Assignment

Review some of the existing Wikipedia campaigns that you can join or adapt for your library, answer the following questions:

1. What seems to be a key ingredient to the success of the suggested direction, case study or example, and how can you apply that to your library?
2. What excites you about this form of engagement for your library? Explain how you believe this will help you achieve your vision.
3. Identify one aspect of a form of engagement you’ve selected that might be a challenge for you. What support or resources would you need to put into place to help you overcome this challenge?
4. Based on what you already do at your library, what would you recommend be added or modified to the form you’ve chosen that isn’t already a part of the suggested direction or example provided?