Crafts Museum & Wikipedia

A Partnership Proposal to Showcase Crafts Museum's Artefacts

Preserving Tradition
Sharing Knowledge
Celebrating Artisanship

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Executive Summary

Wikipedia is amongst the world's most popular websites and for free knowledge. Millions visit the website every day for information and education.

(Wikipedia is part of a non-profit movement. Wikipedia does not accept advertising.)

Wikipedia seeks a mutually beneficial partnership with the Crafts Museum (India's preeminent institution for the preservation and development of handicrafts and handlooms.)

It is proposed to conduct a pilot to explore the potential for such a partnership.

The project will seek to achieve 2 main objectives
a) Publicity for the Crafts Museum on Wikipedia – in the form of articles on Wikipedia about artefacts and other material in the archives of the Museum. It is estimated that a massively larger audience will view these articles than currently visit the Museum or the Museum's website. This will help support the Museum's mission as well as attract more visitors to see the actual artefact or others at the museum.
b) Capacity building of the interested Crafts Museum staff so that they can independently contribute articles of topics that are of relevance to the Museum. A best endeavour will be done to transition enough capability to – eventually – digitise and document and share all 33,000 artefacts of the museum.

Eventually, the objective will be to digitise, document and share the repository of the Museum with the rest of India and indeed the world through:
• Organizing training sessions on how to add and edit content on Wikipedia for staff
• Organise editing events where staff, existing Wikipedia editors and interested visitors work together to improve articles on Museum artefacts
• Build capability within Museum staff to independently run this initiative
• Measuring web views of museum articles (using Wikipedia tools)
• Digitizing media content under the CC-BY-SA (free-to-share with attribution license)

All the above is proposed to be co-ordinated by a "Wikipedian-in-Residence" who will be either an existing Wikipedia volunteer who is interested in supporting the Museum or a person selected by the Museum.

Benefits to Crafts Museum

- It fits in closely with the <u>core mission of the Museum</u> of preserving and developing traditional Indian handicrafts and handlooms.
- It <u>step jumps the Museum's</u> reach by increasing potential audiences from lakhs to millions.
- <u>Footfalls</u> to the Museum are likely to increase through greater awareness of the Museum's collection and knowledge.
- It will provide a <u>well-tested platform</u> for the digitisation efforts of the Museum. Staff will find it satisfying given its global reach and impact.
- There is a strong likelihood of higher <u>public relations coverage</u> of the Museum because of the Wikipedia's goodwill.

Benefits to Wikipedia

- Access to the repository of <u>knowledge and talent pool</u> at the Museum.
- Opportunity to improve <u>Indian content</u>
- Platform to support new editors to Wikipedia from staff and visitors.

Pilot Details

- Before starting a partnership, a <u>formal agreement</u> will be signed regarding the pilot, confirming that the Wikipedian-in-Residence and has been given permission to work with the Museum's staff and resources. This agreement should cover the legal and administrative formalities so that he/she can work effectively with staff and artefacts. The Wikipedian-in-Residence can be selected by the Museum or the Wikipedia community can invite volunteers. If the person is selected by the Museum and is not adequately familiar with the details of Wikipedia, he / she will be trained by Wikipedia.

- The Wikipedian-in-Residence will in turn <u>train a team of interested staff</u>, experienced & new Wikipedia volunteers.

- A list of important (most visited/prized) artefacts is made and this is prioritised to create/improve articles. It is proposed to have an initial list of 50 artefacts for the pilot.

- Editing events will be organised by the Wikipedian-in-Residence in close consultation with the Museum management and staff as well as the Wikipedia community. Experienced Wikipedia editors as well as trained staff members and trained Museum visitors will be invited for these events. These will be conducted at the Museum.

- These editing events will include the following
  - Digitising select artefacts (either by taking a clear photograph or scan) through the staff and existing equipment.
  - Uploading these digital files onto Wikimedia Commons (commons.wikimedia.org.) This is our free-to-share and free-to-use repository. All files will be shared on <u>CC-BY-SA</u> (free-to-share with attribution) license
  - Invites will be put out on multiple Wikipedia portals to invite experienced editors to help creating and improving the selected articles. Experienced editors may personally come to the Museum for the editing event or may support online from around the world.
  - Backstage passes will be given to volunteers to give them access to artefacts for better images and stronger research.
  - The best contributors are awarded barn-stars (online badges) or certificates.
  - The digital files will be added to the Wikipedia articles.

- Preferably, to increase the Museum's visibility and to encourage wider participation, adequate publicity should be provided for these. Press coverage is encouraged and social networking sites should also be activated.

- It is proposed to conduct these editing events every week or fortnight - probably on Saturdays – until the set of 50 articles is completed in the pilot.

- The Wikipedian-in-Residence will report regularly to the Museum management as well as to the Wikipedia community and facilitate on-track progress.

- Simultaneously the Wikipedia community will be requested and encouraged to initiate localization procedures and translation of the selected articles into the local language Wikipedias (of which there 19 in Indian languages.)

- It is proposed that during the course of the pilot, the Wikipedian-in-Residence (if he / she is a Wikipedia volunteer and not a person appointed by the Museum)

will gradually reduce the central role played in the creation and improvement of articles from one editing event to another and allow staff to take a more prominent and leading role (which they can do once they are more familiar.)

- Eventually, when the Wikipedian-in-Residence leaves, we hope to have added not only to the Museum's Internet visibility but also it's staff's capacity as members of the free sharing movement.

Outcomes

The main outcome will be to have a <u>categorised image repository</u> of the museum, with metadata and all images licensed under CC-BY-SA for <u>free educational and non-commercial usage</u> and adaptation with adequate attribution.

Since GLAM collaborations involve outreach and more work offline, <u>capacity building</u> is crucial. By the end of its term, the pilot 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 <u>welcomes all interested organisations</u> on board. Any similar organization dedicated to free and open knowledge distribution is welcome to join.

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

Sustaining movements online is a big issue. Sustaining movements online as well as offline is even more complex. <u>Sustaining collaboration</u> after the formal residency is crucial and encouraged and will demand continued interest, resources and time of staff and stakeholders. Ideally, work can continue new volunteers or internship opportunities to museum studies students.

Schedule

This is a tentative section and will be elaborated upon only after further deliberations with the Museum. It is recommended that a pilot for 6 months be considered, as that appears to be reasonable time frame for the required planning, mobilisation, capacity building, co-ordination and transition.

Budget

- Although Wikimedia is run completely by volunteers, every event has its nominal miscellaneous expenses. These include but are not limited to stationary, transportation, refreshments, etc.
- Some Wikipedian-in-Residence is also paid stipends based on the number of hours of involvement.
- 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
- The Museum also needs to provide a venue to conduct events and other such in-premise facilities.

Wikipedia Policies
Getting involved with Wikipedia and knowledge creation has implications and everyone involved in the pilot should abide by these: Notability, Sources & Conflict of interest.

Notability
Although we will train all members involved in guidelines of editing, everyone involved must be aware that for a subject to be adequately and honestly covered, it must receive significant coverage in reliable, independent sources.

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

Conflict of Interest
When advancing outside interests (e.g. 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 neutral point of view image), it is seen as conflict of interest. It is required of all members of the pilot 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.

GLAM Record

GLAM has come to be the globally recognized acronym for Galleries, Libraries, Archives and Museums. Wikipedia started its GLAM partnerships with the British Museum. Since then, partnerships have been built with over 52 international organizations such as the Smithsonian Archives of American Art, British Library, Brooklyn Museum, NARA (National Archives and Records Administration), etc.

So far, GLAM has over 52 requests from international organizations waiting to commence this project. Unfortunately, not one is Indian. 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.

Useful Links

The following 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/Archives_of_American_Art

Introduction to Wikipedia & Wikimedia Community

Wikipedia is the world's largest and most popular encyclopaedia. It's online, free to use for any purpose, and free of advertising. Wikipedia contains more than 20 million volunteer-authored articles in over 282 languages, and is visited by more than 477 million people every month, making it one of the most popular sites in the world. In India, we estimate more than 15 million people read it every month and amongst India's most visited websites.

Wikipedia and our other projects are collaborative creations that have been added to and edited by a community of millions of people during the past ten years. It has become the largest collection of shared knowledge in human history. The people who support it are united by their passion for freely sharing knowledge, love of learning, their intellectual curiosity, and their awareness that we know much more together, than any of us does alone.

The Wikimedia movement that broadly encompasses the community, the projects (such as Wikipedia) and the Wikimedia Foundation

In India the can be described in two parts: self-organizing Wikimedia volunteers and the Wikimedia India Chapter – both of who work in support of the common movement.

Wikimedia India volunteers consist of Wikimedians living in all parts of the India who self-organize by the project or activity that they work on. Project groups can be based on a particular language or subject; for instance, there are projects dedicated to contributing to Hindi Wikipedia, or groups conducting activities in certain geographic regions of India such as the Bangalore community. The primary activity of volunteers is editing Wikipedia or other Wikimedia projects. They actually create and manage projects like Wikipedia.

Wikimedia India Chapter refers to the volunteer-led, independent nonprofit organisation based in Bangalore that is affiliated with the Wikimedia Foundation. It is registered as a society in Karnataka.

The Wikimedia Foundation is the non-profit organization that operates Wikipedia and [other free knowledge projects](). Together these sites are the fifth most visited web property in the world.