

Or: An attempt at defining “E-Volunteer” within the scope of GLAM-Wiki partnerships

Hi, I’m Lori Phillips and I’ve served as the Wikipedian in Residence at The Children’s Museum of Indianapolis since last August. I’ll be attempting to define what “E-Volunteer” means for museums & Wikipedia.

- **Liam Wyatt likes to declare to museums:**

“You have a **Volunteer** program, but do you have an **E-Volunteer** program?
You do, you’re just not affiliated with it yet.”

 - When a museum professional hears that, they’ll likely ask:
 - **“What is that?”** and then **“How does it fit** into our Volunteer program?”
 - We need to be able to:
 - Answer the question “What is an E-Volunteer?”
 - And also provide practical ways for museums to get started.
 - So when museums ask, **“Where do we start?”** <CLICK>
- Our answer should be: **Work with what you have**
 - A partnership will be different for each museum, because each museum will have very different resources to share.
 - In order to work with what they have, museums can:
 - Integrate Wikipedia into existing programs.
 - Or integrate their resources into the Wikipedia community.
 - Each of these images represent a cultural institution that has partnered with Wikipedia.
 - Each has very different resources & have done very different projects.
 - They include: The Palace of Versailles, the British Museum, the Children’s Museum of Indianapolis, the Smithsonian’s Archives of American Art, and the Derby Museum is represented by the QRpedia code.
 - The Wikipedians affiliated with each of these institutions are here at Wikimania so feel free to ask them about their work. <CLICK>
- What museums **know** that they have are: **Existing Programs**
 - Museums can use these programs to teach participants **HOW** to contribute to Wikipedia.
 - This results in...
 - Museum content being shared in the encyclopedia
 - E-Volunteers learning 21st century research skills by working in Wikipedia.
 - Which is really a win win.
 - **So what does this look like?** <CLICK>
- My first example is:
 - **The Children's Museum of Indianapolis Museum Apprentice Program**
 - 33 teens between the ages of 13-18
 - Worked in five teams to research iconic objects at the museum.
 - They learned Wikipedia with the help of custom guides
 - And they created five Wikipedia articles.
 - All within two months.
 - In this case, we took the **already existing** Museum Apprentice Program and **integrated a Wikipedia project** that **solved a need** for the museum:
 - That being to share research content on Wikipedia.
- This resulted in **Students having an authentic learning opportunity**
 - In other words, research was not handed in & forgotten.

- It was shared globally and, as we say, “makes a difference.”
 - As one student said:
 - “This is definitely the most legit project that we’ve ever done.”
 - Along those lines, Meaning Mapping evaluations, like the one shown here, showed that students’ perceptions about Wikipedia changed.
 - Many provided detailed opinions of Wikipedia’s increased reliability, ease of use with the guides, and how it should be used more in the classroom.
 - A rather poignant quote : “(Wikipedia) is not given as much credit as it should be....I still don’t think teachers will give it due credit, but now I think I will give it more credit than before.”
 - And a personal favorite, “This is what the internet was made for - to bring more knowledge.”
 - [<CLICK>](#)
- For the museum, **Wikipedia was used as a platform to share research globally**
 - **5 new articles** were created
 - (On everything from a dinosaur to a Dale Chihuly glass sculpture).
 - One, the historic Reuben Wells steam engine, made **Did You Know**.
 - The Children’s Museum is **different from most partnerships**, who often aim for Wikipedia articles to direct back to the museum’s site
 - We actually do the opposite, because the museum is so proud of the work we’ve done in Wikipedia.
 - For example, we include the **Wikipedia Widget**
 - A tool that we requested Magnus develop
 - Which directs people **FROM** the museum’s website **TO** Wikipedia for more detailed information on specific objects.
 - We’re also continually adding **QRpedia codes** to exhibits, directing on-site visitors to articles we’ve created.
 - This is significant especially in a children’s museum, where labels need to stay short.
 - By using QR codes, visitors interested in learning more details can directly access the Wikipedia articles while in the exhibit.
 - You can learn more about QRpedia in Roger’s talk about Derby Museums tomorrow. [<CLICK>](#)
- My second example is: **The Indianapolis Museum of Art E-Volunteer Program**
 - **This program is integrated into the already existing Volunteer Program**
 - You can see it, here, listed on the volunteer section of their webpage.
 - It uses guides and templates developed through WikiProject:Public Art to teach museum volunteers how to create articles about IMA artworks.
 - This past year, conservation interns have piloted the project in order to share the published components of their research on Wikipedia.
 - It will also be incorporated into the docent training program, as a way to share research projects about IMA artworks.
 - A general E-Volunteer Program is available for anyone to implement in any museum.
 - Just take “IMA” off of the url and it will take you to the generalized guide.
 - It has the capability to teach new editors and to support existing Wikipedians, as well, who want

to help online. <CLICK>

- We've talked about what museums do know that they have.
- What they don't know that they have, often, are: **Wikipedians as E-Volunteers**
 - We need to show museums how to connect with this already existing Wikipedia community
 - And museums can do this by providing organized content that is easy to access and share in Wikipedia
 - This results in museums:
 - (Once again) Sharing information on Wikipedia
 - (But this time) building partnerships with the Wikipedia community
 - These Wikipedia communities can include:
 - **WikiProjects:** Topic-specific enthusiasts interested in that museum's resources.
 - **Local Wikipedians:**
 - Most museums don't think about Wikipedians who are available to come on-site and may already be loyal to the museum.
 - **Backstage Pass events**, which have proven successful in the past year, are a great way to reach out to local Wikipedians.
 - These often include special collections tours that are nothing for a museum to give, but mean a lot to Wikipedians who can take much needed photographs of objects.
 - And **Edit-a-Thons**, which can take place simultaneously on-site and online, help to get a lot of good content online in a concentrated amount of time. <CLICK>
- So, going back to the original question:
 - Museums will ask:
"How does an E-Volunteer program fit into our existing Volunteer program?"
 - They'll have **questions** like:
 - What are their **motivations, skills, or needs**?
 - What **museum benefits** should they receive?
 - And how can we **track their involvement**?
 - Museums are interested in tracking hours for grant purposes. They also want to reward volunteers for their help.
 - So other questions go into:
 - **How much information** are Wikipedians willing to give in order to receive benefits?
 - And can we come up with an **efficient way to track hours**?
 - This chart is a basic rundown of how **Online** and **On-site E-Volunteers** differ.
 - Just to quickly define both:
 - **Online E-Volunteers** are motivated to **improve Wikipedia**, will be **familiar** with the Wikipedia community & will need **digitized resources**.
 - They may not want special benefits, but museums may be eager to give them.
 - **On-site E-Volunteers** will be motivated by their **loyalty** to the museum and will have access to **on-site resources**, but will need to be **taught how to contribute** to Wikipedia.
 - **Backstage pass & on-site Edit-a-thon** attendees can fall into both of these categories.
 - They're the **best of both worlds**, in that they have access to on-site content and they're already involved in the Wikipedia community.
 - **If you're going to engage with a museum, these are the kinds of questions they'll have.**
 - This is just a first, basic step in defining E-Volunteer, but it can serve as a frame of reference for

us as we move forward. <CLICK>

- **If we have a little time, I'm happy to answer questions or hear anyone's thoughts.** Thanks so much.

	Existing Resources	Motivation	Assets	Needs	Benefits
Online	WikiProjects & local Wikipedians	Apply expertise to a useful task	Understanding of Wikipedia community	Digitized, organized resources	Special access to digital content
On-site	Museum programs & events	Loyalty to the museum	Access to on-site resources	Guides/ assistance to learn Wikipedia	Traditional volunteer appreciation