# Europeana – Core Service Platform

# MILESTONE

**MS10 Development plan GLAMWiki Relations**

| Revision | final |
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# REVISION HISTORY AND STATEMENT OF ORIGINALITY

## Revision History

| Revision No. | Date | Author | Organisation | Description |
|---|---|---|---|---|
| 1 | 1 October 2015 | Liam Wyatt | Europeana Foundation | Initial version |
| 2 | 30 October 2015 | Liam Wyatt, Harry Verwayen | Europeana Foundation | Final version |

## Statement of originality:

This milestone contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both.

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# Introduction

In 2014, a Europeana Task Force was created to specifically address the strategic relationship that Europeana has built with the Wikimedia movement (known primarily as the volunteer community and associated charities that operate *Wikipedia*). Reporting in early 2015, the Task Force recognised the diverse range of projects that Europeana has already undertaken relating to Wikimedia. A comprehensive listing of those projects was created to showcase this fact. Through this, and through its strong advocacy of linked open data (LOD), it acknowledged the good reputation that Europeana had earned with that community. A practical acknowledgement of this good reputation with Wikimedia is that Europeana-related actions 'swept the pool' of the American Association of Museums' *Muse Awards (2015)* winning all three medals in the category of "Open". Gold was awarded to the Europeana developed *GLAMwikiToolset* - multimedia upload software for sharing cultural heritage collections to Wikimedia; Silver was awarded to the British Library and Wikimedia UK (Europeana partners) for their work in uploading large numbers of georeferenced maps; and Bronze was awarded to *Europeana Fashion* project for the series of "editathon" events held with Wikipedians.

In its recommendations, the Task Force advised the continuation and intensification of this relationship, for mutual benefit. "This can be done by considering a Wikimedia-component to both current and future projects. Also, Europeana can play a role in facilitating relations between GLAMs and the Wikimedia network, as well as distributing knowledge about practices in these respective communities. It is recommended that Europeana seek to further integrate its systems and technology with Wikipedia and other Wikimedia platforms." The 10 specific recommendations were:

1. For every Europeana project, considering the possible benefits of a Wikimedia component should be default behaviour
2. Help to facilitate local connections between GLAMs and Wikimedians
3. Generate and distribute knowledge about Wikimedia culture among Europeana-staff
4. Generate and distribute knowledge about Europeana and GLAMs among Wikimedia
5. Europeana supports efforts in bringing pro-forma policy to partners regarding open licensing of both content and data
6. Europeana to gather and distribute best practices about measuring impact on the Wikimedia platforms
7. Make Wikidata a central element of the ´portal to platform´ strategy
8. Europeana should continue to invest in technology that improves the interoperability between GLAMs and Wikimedia platforms
9. Joint applications for external funding opportunities
10. Europeana should investigate becoming the first Wikimedia "Movement Partner"

**In direct and practical response to these recommendations Europeana has undertaken several specific activities in 2015. Some of these include:**

- Convening the first meeting of the European Wikimedia community's cultural-sector outreach coordinators. This helped to increase the level of cooperation at the cross-national level in cultural open-access advocacy, and also placed Europeana at the centre of that discusison.
- Continued to invest in a dedicated part-time position of Wikimedia liaison coordinator
- Uploaded a thousand hand-selected items from the *Europeana 1914-1918* roadshow project to use in Wikipedia articles

- The *EAGLE* project is using Wikimedia software to better catalogue the epigraphy collection.

For the major Europeana project for the first half of 2016 (until the conclusion of DSI1) - the Art History Channel and associated 280 campaign - the following project is proposed. It is consistent with the Europeana-Wikimedia Task Force recommendations, in particular recommendations 1, 2 and 7.

# Europeana 280: Wikimedia project proposal

To support the launch of the Europeana Art History Collections and associated Europeana 280 project, a pan-European competition on Wikipedia and Wikidata will be held in March and April.

Targeting the creation of over 8,000 Wikipedia articles (280 x ~30 European languages) and the improvement of data-quality and interconnectedness of all associated Wikidata items, this will easily be **the largest translation campaign in Wikipedia's history and the first cultural outreach campaign to focus on Wikidata**. The project enables local Wikimedia Chapters to become involved by hosting at least 10 associated "editathon" events on-site at participating institutions across the continent with their local volunteer communities.

Actions supporting the competition will include:
- The donation of Europeana's CC0 Metadata to Wikidata
- The upload of high-resolution images to Wikimedia Commons, where applicable
- Launch announcement at the Dutch Wikimedia Chapter annual conference
- 10+ Events at participating cultural institutions with their local Wikimedia Chapter
- Conclusion at the May 30 launch event for the Europeana Art History Collections event
- [Potential] event at Villa Monastero, Lake Como in association with Wikimania

Benefits

This form of campaign is made possible for Wikimedia by the finite number of 'notable' topics (many of which will already exist in some form on Wikipedia), that they are spread evenly across the continent, and that the data is high-quality and freely-licensed. These factors all play to the strengths of the overarching Europeana 280 campaign. Europeana's identified target audience (Culture Snackers/Culture Vultures) are represented by both the volunteer Wikimedians writing about the artworks, and Wikipedia's own audience. Unusually for Wikimedia-Europeana projects, copyright is not a problem since the data is CC0 and images are not a formal requirement to write a new Wikipedia article.

As the Europeana Art History Channel is not backed with a pre-existing Europeana project (unlike 'sounds' or 'fashion') utilising the existing Wikimedia infrastructure is away to provide visibility to the project across the continent. This includes local community involvement in many languages/locations, visibility of the content on Wikipedia itself, and cross-promotion through PR.

Furthermore, through leveraging this existing third party infrastructure and volunteer community, the added cost of this campaign to the Europeana budget is effectively zero.

By tieing the 280 project to the existing priorities of external groups, it is possible for those groups to provide specific support 280 within their current work. This includes:

- The Wikimedia Foundation [Language Engineering team](#), who have 'translation campaigns' as a current priority for software development.
- The '[Sum of all Paintings](#)' Wikidata volunteers, who are keen to demonstrate the power of structured data for GLAM
- Wikimedia chapters across Europe, who have the creation of partnerships, events, and nationally-relevant articles on-wiki as organisational goals.
- The Wikidata staff, who have a 2016 target to create external 'data partnerships' and [cite Europeana in that section of their funding proposal](#).

Three similar translation/wikidata competitions have been run, on a smaller scale, in the past couple of years - demonstrated that the format is viable: the [Art+Feminism Challenge](#); [Teylers Challenge](#) and [Menu Challenge](#). These give practical examples of project documentation and scoring systems which can be scaled-up for the 280 campaign, they also provide 'lessons learned', e.g. the need to create English Wikipedia articles first.

Timeline

| Month | Overarching Project Milestone | Wikimedia 280 Project milestone |
|---|---|---|
| *Nov* | | Building awareness of the project among key Wikimedia stakeholders |
| | | Creation of Wikidata items for all artworks, artists, institutions |
| | | Setup of project homepage |
| | | Preview at [WikiConference Netherlands](#), Utrecht (28th) |
| *Dec* | Finalise list of "280" items | Start tracking datasets |
| | | Building necessary software |
| *Jan 2016* | Preview campaign for art history channel | Creation of [English] Wikipedia articles for all 280 artworks |
| | | Widen awareness and confirm national coordinators |
| *Feb* | Europeana art history channel launches (31st) | Donation of Europeana metadata into Wikidata |
| *March* | Public awareness campaign for art | **Competition Start (1st)** |

| | | history channel |
|---|---|---|
| | | "editathon" events held at participating cultural institutions |
| *April* | | "editathon" events held at participating cultural institutions |
| | | **Competition End (30th)** |
| *May* | Formal European Commission event (30th) | Metrics and outcomes analysis |
| | | Announcement of competition winners and general reporting |
| *June* | | Pre-Wikimania event (23rd) |

Project Tracking

The project homepage will be on Wikidata. It will show project description and daily-updating tables of both the translation status of the 280 articles across all languages and their respective Wikidata item. This provides a visually appealing way to see the current status, by language, country, artwork. Participants will also log their 'points' for the competition here.

Task management of the project, including software, is tracked at "Phabricator" on the dedicated [Europeana 280 workboard](). This system is standard for all Wikimedia projects and enables tasks to be prioritised within related groups' existing workflows - notably the WMF [Content Translation]() team.

Every item will be tracked via the Wikidata claim "Exhibition history -> Europeana 280 -> Country" [P608:Q20980830:P17]. Live visualisation of this query can be made using a variety of tools. For example, there are two live examples of the project thus far at [Dynamic List Generator](), and [WDSkim]().

A daily export of the dataset for this query is being exported since the beginning of October and can be [downloaded as a .JSON file](). This makes it possible to create any visualisation of the changes to those items retroactively, even if the specific visualisation desired wasn't planned for in advance.

## Metrics and Visualisation

Metrics will be tracked with a 'before' and 'after' snapshot, and therefore can be used to demonstrate measurable outcomes for all stakeholders. Daily updates will also be visible for some metrics to help participants determine work-priorities. These metrics will be able to demonstrate:
- How easily available information about the 280 artworks is in people's native language.
- The information density around the 280 artworks. Comparing pre- and post- competition will shows how interlinked the structured information has become.
- The level of language coverage.

- The breadth of types of information know about the artworks, as well as which types of information are most common (e.g. 'creator', 'date') and which are more obscure (e.g. iconclass).
- How many volunteers were involved in the campaign, which were the most prolific, and which countries they participated from.

As the list of 280 artworks is not yet certain, it is not possible to tell the degree of coverage that they already have in Wikidata/Wikipedia/Commons. It is assumed that all the artworks are viable Wikipedia-subjects and that the level of existing coverage will vary greatly depending on the popular awareness of the artwork itself. A possible major prize could include [European] travel expense to Wikimania 2016.

# Stakeholders & Support

From Wikimedia

**WMF language engineering:**
- Technical support in building necessary software to support translation 'campaigns'
- Promotional support to spread awareness of the competition

**Wikidata / sum of all paintings:**
- Support in practical administering the project, including creation and operation of the tracking tools.
- Promotional support to spread awareness of the competition

**Wikimedia Chapters:**
- Nominated national coordinator to help promote the project with the local community, including through the local mailing list and on-wiki, organise editathon event(s) with local Europeana GLAM partner.

From Europeana

- Linking the Wikidata item number for each artwork to the Europeana datasets
- Export of CC0 data for donation to Wikidata.
- Identification of digitised artworks that are candidates to be uploaded to Wikimedia
- Recommended resources for footnotes about the artworks.
- Integration of the Wikidata/Wikipedia information from the Europeana Art History in any way that is desired.

**Europeana GLAMwiki Coordinator specifically:**
- Overall project management, including planning.
- Daily coordination of tracking pages
- Building and supporting a network of national coordinators
- Coordinating the setup of editathon events with cultural institutions that are willing, and local volunteer communities that are interested.
- General promotion and reporting