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# Measuring GLAM



at Wikimedia Deutschland

# can you measure what really counts?

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What is longer than necessary is a turn in GLAM mentality. Obstacles like copyright, lacking resources preparing the data technically or contributing as editors to Wikidata or Wikipedia are only to overcome if GLAM want to. Turns in mentality do take time. They need a trustful relation, both tolerance and patience on either side.

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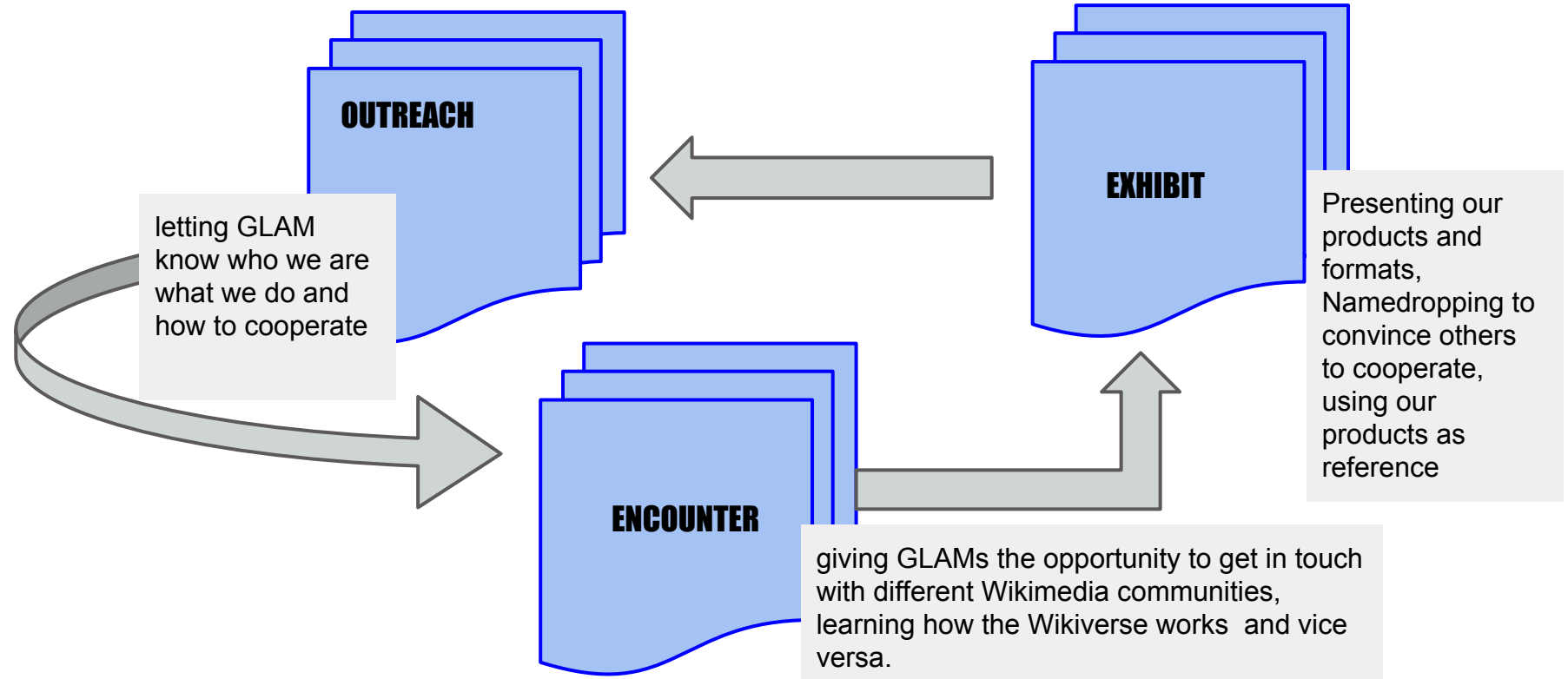
# What do we want to achieve?

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1. We want to empower GLAM institutions to become active members in the Wikimedia movement.
  2. We want them to contribute regularly and sustainably both with content and as editors.
  3. We want them to integrate Wikimedia into their work routine.
  4. And we like volunteers to take their chance in GLAM activity.
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# What do we do?

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# Outreach

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1. GLAM Conferences (our “own”: Shaping access) & as speaker both nationally and internationally
  2. Publications (own and contributing to journals and media)
  3. Being member in networks, supporting & building networks
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# Encounter

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get together, get to know and start to feel good

- Wikiversum Weltcafé, performed 4 times, 3 more planned 2015
  - ©© change it, first time in May, more to come
  - “prepare your data”, already 3 times this year
  - GLAM on Tour, 7 stations in 18 month, 4 more due in 2015
  - Coding da Vinci, 16 GLAMs /150 coder 2014 & 33 GLAMs/125 coder 2015
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# Exhibit

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look what nice things we do and with whom

- the Coding da Vinci [projects](#)
- the outcome of [GLAM on Tour stations](#)
- Wikipedian in residence (3 until 2013)



storytelling based on our different formats

© 2014 Scarab beetle

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# 12 WMDE GLAM products

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- [Coding da Vinci](#)
- [GLAM on tour](#)
- [Zugang gestalten - Shaping access](#)
- [Wikiversum Weltcafé](#)
- [Kulturwandel - ©© change-it](#)
- prepare your data
- Kultour, GLAM on Tour's little sister
- [Wikipedian in Residence](#), not active in 2015
- Media: [GLAM brochure](#), [GLAM flyer](#), [open content - a practical guide](#), [WP: GLAM](#), [3 videos](#)
- [GLAM activist meeting](#), last one in Vienna Sep 2014
- [Salon Das ABC des Freien Wissens](#) & [Monsters of Law](#) (both popular public lectures at WMDE)

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# GLAM on Tour

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## in a nutshell

local Wikimedia volunteers and GLAM institutions collaborate. They get to know each other and their ways to operate. The goal is to build trust and sustainable relations between volunteers of the Wikimedia movement and staff at the GLAM institution, to enhance the integration of new content to Wikimedia projects. The program runs since June 2013.

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# GLAM on Tour

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## metrics

Stations, 4 planned

applications by GLAMs, so far by 2

applications by volunteers, so far by 4

participants, so far 27

Non Wikipedians, 15 in the workshop, 30 at the panel discussion

Follow ups after 3, 6, 12 months

Storytelling

public perception (media): 2 press articles, 1 WMDE blog

WP Article new / remarkable

images (one as featured as picture of the day)



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# Coding da Vinci

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in a nutshell

Coding da Vinci brings together 125 coders and staff from 33 GLAM institutions. They later expose their cultural data the former create new applications using that data. The frame is a hackathon kick off followed by a 10 weeks sprint. Culminating in the public award ceremony. First cycle in 2014.



By Anke Geyer, FUK Graphic Design Studio  
(Coding da Vinci: Der Kultur-Hackathon)  
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# Coding da Vinci

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## metrics

- number of partners in the GLAM field
  - counting the newly obtained media files under free license (last year 26 datasets with 325 T files, this year 47 datasets not yet counted the number of files (number of files in [Commons](#))
  - number of participants (coder)
  - [media perception](#) (aim is focus on printed media)
  - sustainability: an undefined number of GLAM institutions are taught how to upload their data to Commons themselves (outreach to 4)
  - data from Wikimedia projects is actively used by participants in their projects (method: Workshop on Wikidata API, Wikipedia volunteers at the kick-off)
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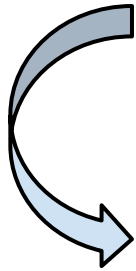
# Consulting modules

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## in a nutshell

We want to create a ready set of products (proven and new ones) for GLAMs that address the 3 main obstacles for their integration into the Wikiverse: the cooperation with volunteers, applying free licenses to their content and integrating the data technically to Wikimedia Commons or Wikidata.

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### WIE HALTEN SIE ES MIT DER WIKIPEDIA?

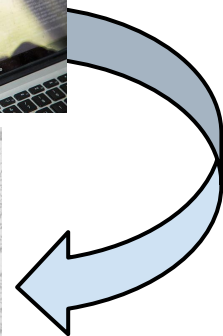
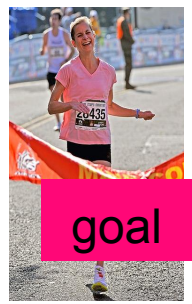
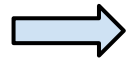
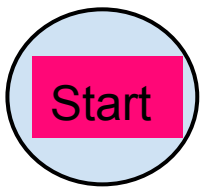
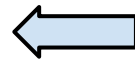
Testen Sie mit vier Fragen Ihre Haltung zur Wikipedia und Ihren Schwesterprojekten. Kreuzen Sie die Optionen an, die Ihrer Situation am ehesten entsprechen. Zählen Sie am Ende die blauen und roten Kreise.

A) Sie nutzen die Wikipedia regelmäßig als einzige Source für die historische Recherche. Nutzen Sie auch die anderen Arbeitstechniken der Wikipedia-Arbeit für Ihre Institution und Ihre Themen?

- Sie wissen zwar, dass jeder bei der Wikipedia...
- Haben die meisten Leute Erfahrung...
- Sie haben schon einmal einen Artikel...

B) Ihre Sammlung ist zu groß für Tablet digital. Homepage kann zugänglich gemacht werden?

- Sie haben die Nutzungsrechte an den Digitalisaten...
- Sie nutzen bereits Wikimedia Commons als kostenfreie Plattform...



# Become part of it! in 7 steps

# Consulting modules

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## metrics

demand

number of performances

participants

content contribution quantity & quality

follow ups in 3, 6, 12 months

Storytelling

media perception



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# and what about recording?

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measuring is fine, but

- how to report?
- where to keep the records?
- who wants to know?
- and who does it?



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presentation “Measuring  
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