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D2.5 GLAM-Wiki Collaboration Progress Report

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Authors: Harry van Biessum (NISV)

Brigitte Jansen (NISV)

Maarten Brinkerink (NISV)

Abstract: This document provides an update on the current state of the collaborations with the Wikimedia Chapters for organising edit-a-thons to contextualise Europeana Sounds content on the Wikipedia platform.

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Statement of originality

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Project summary

Europeana Sounds is Europeana's 'missing' fifth domain aggregator, joining APEX (Archives), EUscreen (television), the Europeana film Gateway (film) and TEL (libraries). It will increase the opportunities for access to and creative re-use of Europeana's audio and audio-related content and will build a sustainable best practice network of stakeholders in the content value chain to aggregate, enrich and share a critical mass of audio that meets the needs of public audiences, the creative industries (notably publishers) and researchers. The consortium of 24 partners will:

- Double the number of audio items accessible through Europeana to over 1 million and improve geographical and thematic coverage by aggregating items with widespread popular appeal such as contemporary and classical music, traditional and folk music, the natural world, oral memory and languages and dialects.
- Add meaningful contextual knowledge and medium-specific metadata to 2 million items in Europeana's audio and audio-related collections, developing techniques for cross-media and cross-collection linking.
- Develop and validate audience specific sound channels and a distributed crowd-sourcing infrastructure for end-users that will improve Europeana's search facility, navigation and user experience. These can then be used for other communities and other media.
- Engage music publishers and rights holders in efforts to make more material accessible online through Europeana by resolving domain constraints and lack of access to commercially unviable (i.e. out-of-commerce) content.

These outcomes will be achieved through a network of leading sound archives working with specialists in audiovisual technology, rights issues, and software development. The network will expand to include other data-providers and mainstream distribution platforms (Historypin, SoundCloud) to ensure the widest possible availability of their content.

For more information, visit <http://pro.europeana.eu/web/europeana-sounds> and <http://www.europeanasounds.eu>

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Executive summary: D2.5 GLAM-wiki Collaboration Progress Report

This document provides an update on the current state of the collaborations with Wikimedia Chapters in the scope of *Task 2.3 Wikimedia Partnership* of Work Package 2 (Enrichment & participation). This task aims to collaborate with Wikimedia Chapters in Europe on the contextualisation of Europeana Sounds content on the Wikipedia platform.

The first section describes the success criteria and goals of this task. To start it provides an overview of the benefits to work together with Wikimedia Chapters on organising edit-a-thons. Then it describes the different success criteria and how those can be measured with different tools.

The second section is a guide to the Europeana Sounds edit-a-thon handbook that is written to help Data Providers organise their edit-a-thon in text form (the handbook is available in full in Appendix B). This section is divided into a chapter about the practicalities of organising an edit-a-thon and a chapter about the technical tools that can be used for batch uploading content to Wikimedia Commons.

The last section provides an overview of geographical spreading of completed and planned edit-a-thons. It describes the two edit-a-thons already held, describing the theme, the content, the licensing of the content, the actual reuse of the content during the edit-a-thon and the effort that was needed to organise the event. Furthermore it provides an update on the current state of the five upcoming edit-a-thons in terms of licensing, theme, content and what type of support Work Package 2 is offering.

1 Introduction

In the Europeana Sounds Project, the Netherlands Institute for Sound and Vision leads task *T2.3: Wikimedia partnership*. This task will facilitate the contextualisation of Europeana Sounds content on the Wikipedia platform. Selected content will be uploaded and a number (at least eight) edit-a-thons will be organised in different countries together with local Wikimedia Chapters.

Edit-a-thons improve the Wikipedia encyclopaedia through creation of new content and the enrichment of existing content. They can also be a great way to help new Wikipedians learn to edit encyclopaedic content on Wikipedia. Sebastiaan ter Burg (former Wikimedia Chapter Netherlands) defines an edit-a-thon as following: ‘a scheduled gathering in person or online, where volunteers collectively *write* Wikipedia articles and/or *improve* existing articles with new information and *enrich* them with multimedia and/or data’.

The GLAM-Wiki collaboration will strengthen the relationship between Europeana, the Europeana Network and the international Wikimedia community. It will add in-depth knowledge to the collections presented via Wikimedia Commons. In the Europeana Fashion project, NISV also lead partnerships with Wikimedia¹. For that project, 10 edit-a-thons were organised and strong partnerships were made with the local Wikimedia Chapters. Europeana Sounds will benefit from this previous experience and existing network with Wikimedia Chapters.

This deliverable will report on the execution and progress of task 2.3, including assessment of the success criteria and recommendations for future collaborations between Europeana-related projects and Wikimedia Chapters.

2 Goals

Task 2.3 aims to collaborate with Wikimedia Chapters in Europe on the contextualisation of Europeana Sounds content on the Wikipedia platform. At least seven edit-a-thons will be organised in years two and three of the three-year project.

This will (1) add a layer of in-depth knowledge to the collections presented online; (2) strengthen links between Europeana, the Europeana Network and the international Wikipedia community.

Based on organising the edit-a-thons and measuring the success criteria, Task 2.3 will provide Europeana with a recommendation for future collaborations with Wikimedia.

Edit-a-thons improve the Wikipedia encyclopaedia through creation of new content and the enrichment of existing content and can be a great way to help new Wikipedians learn to edit. For Europeana Sounds, there are several reasons to organise these events:

1. They provide context to the unique sound-related materials we have made available online;
2. They engage diverse communities and bring them together around shared knowledge and passion;
3. They help promote Europeana Sounds;
4. They make participating partners reflect on new ways of providing access to their collections;
5. They increase the reach of the collections held by the Data Providers involved.

One of the benefits of edit-a-thons is that they bring together different communities that are involved with various aspects of sound-related collections. Host organisations will have a large and diverse network of sounds experts. They can use the edit-a-thon as an opportunity to bring this network together, to help with contextualising heritage content and with contributing (cultural) knowledge and

¹ The report on the GLAM-Wiki collaboration of Europeana Fashion can be found here:
www.blog.europeanafashion.eu/files/2015/04/D6-6_wikipedia-report-ii_final.pdf

content to Wikipedia. Edit-a-thons are also a great way of getting in contact with new experts and audiences.

2.1 Success criteria

The success criteria of an event can be assessed in different ways. The most common way is to calculate the amount of new articles created and improved articles. The number of articles in different languages that are updated, edited, or improved upon is insightful to measure the success in terms of diversity. The quality of the new articles is also an important criterion. Other factors one can analyse are the attendance of the event (especially the number of new contributors), the amount of time spent by participants on the contextualisation and creation of new encyclopaedic content, or the number of characters or words written during the edit-a-thon.

Wikimedia provides several tools, like [Wikimetrics](#)², [Glamorous](#)³ and [Baglama](#)⁴, to calculate most of these parameters.

In line with the scope of WP2 (Enrichment & participation) it has been decided that the following areas will also be measured for every Europeana Sounds edit-a-thon:

1. The number of contributed media items to Wikimedia Commons from (a) the Data Providers and (b) the participants.
2. The number of edits to Wikipedia articles during the event and the number of created Wikipedia articles during the event.
3. The amount of contextualisation/reuse of Europeana Sounds objects in Wikipedia articles that result from the media items that have been contributed (over time).
4. The number of page visits to Wikipedia articles that have been enriched with media items from Europeana Sounds.

For each edit-a-thon NISV will collect these outcomes and will report on it in *GLAM-wiki D2.8 collaboration progress report 2*.

Several other more anecdotal success criteria are:

- The amount of times the event was mentioned in blogs and the media
- Any new partnerships that were initiated due to the event
- The number of donated files by GLAMs and institutions to Wikimedia as a direct result of the event
- How many times digital objects were reused inside and outside of Wikipedia are valuable assessments as well.

If a successful edit-a-thon gets exposure after the fact, it can cause a domino effect and inspire more and better edit-a-thons. Documenting what was accomplished, problems, success stories, and statistics will make it easier to inform those who come after. Therefore after each edit-a-thon, lessons learned

² <https://metrics.wmflabs.org/>

³ <https://tools.wmflabs.org/glamtools/glamorous.php>

⁴ <https://tools.wmflabs.org/glamtools/baglama2/>

from the hosting partner are collected and participants are asked to fill in a survey. For a more thorough examination of success indicators, [see here](#).⁵

2.2 Change to the Description of Work

The initial Key Performance Indicator (KPI) for Task 2.3 was set at organising six edit-a-thons with at least 300 participants in total. Based on the first (pilot) edit-a-thon on the 10th January 2015 in Hilversum and viewing the results of the edit-a-thons organised in the scope of the Europeana Fashion⁶ project, NISV concluded that 300 participants was a too ambitious estimate. In agreement with the Project Officer the number was reset at 200 participants. To ensure that these numbers can be measured we ask hosting partners to create a list with names and signatures of all participants.

3 Guide to the Handbook

If you are not part of the Wikimedia community then the term Wikipedia edit-a-thon is probably a completely new concept. Though the concept of what an edit-a-thon is might be easy to understand, to host an actual edit-a-thon can raise a lot of questions: technical questions about how to upload materials to Wikimedia Commons, questions about IPR, but also do's and don'ts in the Wikimedia community. During the Europeana Sounds edit-a-thons there will be support both physically and online from WP2 to guide participants.

To give the consortium partners extra support for hosting edit-a-thons, the Europeana Sounds edit-a-thon handbook was written by NISV.⁷ The handbook is added in the Appendix B of this document. This handbook compiles the lessons learned from the edit-a-thons organised for Europeana Fashion and the first Europeana Sounds edit-a-thon hosted in Hilversum, in order to make it easier for the consortium partners to organise one. Parts of this handbook are based on the Europeana Fashion Edit-a-Thon handbook, which has been released under a CC-BY-SA license.

The handbook helps partners organise an edit-a-thon in their own country. There is not one way to organise an edit-a-thon: every country, every location, every collection and every Wikimedia community is different. The handbook gives guidelines on what is needed to host an edit-a-thon and shows what needs to be prepared beforehand. The handbook will be disseminated to the Data Providers through the Europeana Sounds website with the help of Work Package 6 (Dissemination & networking) and will be distributed through the Basecamps of Work Package 1 (Aggregation) and Work Package 2 (Enrichment & participation) as well. The Data Providers that are in contact with Work Package 2 about organising an edit-a-thon have already received this handbook.

⁵ https://outreach.wikimedia.org/wiki/GLAM/Indicators_of_Success

⁶ See the Europeana Fashion Wikipedia Report (D6.6), written by Erwin Verbruggen here: http://blog.europeanafashion.eu/files/2015/04/D6-6_wikipedia-report-ii_final.pdf

⁷ See the Europeana Sounds edit-a-thon handbook in Appendix B

3.1 Practicalities

As mentioned before, there is not one way to organise an edit-a-thon. Everything in the handbook is a suggestion or guideline on how an edit-a-thon can be hosted. However, one of the most important things for hosting an edit-a-thon is getting in contact with your local Wikimedia Chapter. Local Wikimedia Chapters “are independent organisations that share the goals of the Wikimedia Foundation and support them within a specified geographical region”⁸. They know many details about Wikipedia and the other Wikimedia platforms. Their volunteers can help during the event, by helping along participants and also giving an introduction workshop on how to edit Wikipedia. Furthermore they can help prepare the event with promotion, setting up a project page and uploading content to Wikimedia Commons. For more information on working with Wikimedia Chapters see chapter 3 of the handbook.

The handbook will guide you through the different aspects of hosting an edit-a-thon. Besides explaining the benefits and goals of hosting an edit-a-thon, it also gives very practical instructions on what needs to be done and what the program of the event can look like. To make practicalities easier for the consortium partners several templates have been created: (1) a registration form, (2) a project page, (3) a survey and (4) a form to collect data about the impact of the event.

For a successful edit-a-thon, sufficient and relevant participants are needed, a group of between 25 and 35 participants who are ideally experts on the topic, amateurs and Wikipedians. To attract these people as participants, promotion is very important. Besides the promotional tools of the hosting Data Provider, WP6 will provide the use of the Europeana Sounds communication channels. NISV will bring the Data Provider in contact with WP6. For every event a blog post on the website of Europeana Sounds will be created and the social media networks of Europeana Sounds will be used for announcements, promotion and reporting about the edit-a-thons. Besides postings on Facebook and Twitter, a Facebook event can be created if required.

The communication tools used by local Wikimedia Chapters are also very important to get participants who are Wikipedians. We will ask the involved Wikimedia Chapter to actively spread the word. Combining the edit-a-thon with a local event can also help promoting the edit-a-thon. The edit-a-thon hosted by MMSH, CREM and CNRS was for instance hosted during the [Open Access Week](#). More ideas and tips can be found in chapter 7 of the handbook. As stated before, for the hosting consortium partner and for Europeana Sounds it is important to see the impact of the edit-a-thon after the event. Together with the hosting partner, NISV will assess the impact; for specifics about measuring this impact see chapter 8.1 and 8.2 of the handbook.

3.2 Technical tools: batch uploading your collection to Wikimedia Commons

All content uploaded to Wikimedia Commons needs to be either in the Public Domain (PD) or made available under a ‘free culture’ license (CC BY, CC BY-SA or CC0), in order to adhere to the IPR policy of Wikimedia projects (especially Wikimedia Commons).

⁸ https://wikimediafoundation.org/wiki/Local_chapters

The handbook gives a quick introduction on how to batch upload a collection to Wikimedia Commons and the tools that are currently available to support this (chapter 5). We advise consortium partners to read this thoroughly so they know what needs to happen, but NISV will get in contact with all the organising partners to give a more detailed advice.

Involving your local Wikimedia Chapter can also be very useful when uploading collections to Wikimedia Commons. Some of the volunteers on Commons have experience with manual and batch uploading and might be willing to help out with this process. NISV has experience with batch uploading to Wikimedia Commons and can provide help with this process.⁹ Several tools can be used to upload content to Wikimedia Commons: the [GLAMwiki toolset](#)¹⁰, the [VicuñaUploader](#)¹¹ and [Commonist](#)¹².

⁹ See this blogpost about the process of batch uploading 500 NISV videos to Wikimedia Commons using the GLAMwiki Toolset: <https://www.beeldengeluid.nl/en/blogs/research-amp-development-en/201407/first-batch-upload-wikimedia-commons-using-gwtoolset>

¹⁰ https://commons.wikimedia.org/wiki/Commons:GLAMwiki_Toolset_Project

¹¹ <https://commons.wikimedia.org/wiki/Commons:Vicua%C3%B1aUploader>

¹² <https://commons.wikimedia.org/wiki/Commons:Commonist>

4 Events

During the plenary meeting in Paris at the beginning of the second project year Work Package 2 had the chance to give a presentation and workshop about organising an edit-a-thon.¹³ In Paris NISV received a lot of enthusiastic responses from Data Providers who were willing to organise such an event in their country. This made it easy to follow up afterwards and start planning the first telcos to discuss the plans more in depth.

At the time of writing this deliverable, two edit-a-thons have already taken place and five Data Providers are planning their own edit-a-thon together with Work Package 2. The first events were organised in the Netherlands (about bird sounds) and France (about migration). The upcoming edit-a-thons vary in their level of preparation. The next upcoming edit-a-thon is planned on 7th November 2015 (hosted by the British Library in the UK) and the last edit-a-thon is planned to be held between October and December 2016 (hosted by the Istituto Centrale per il Catalogo Unico delle biblioteche italiane e per le informazioni bibliografiche in Italy).

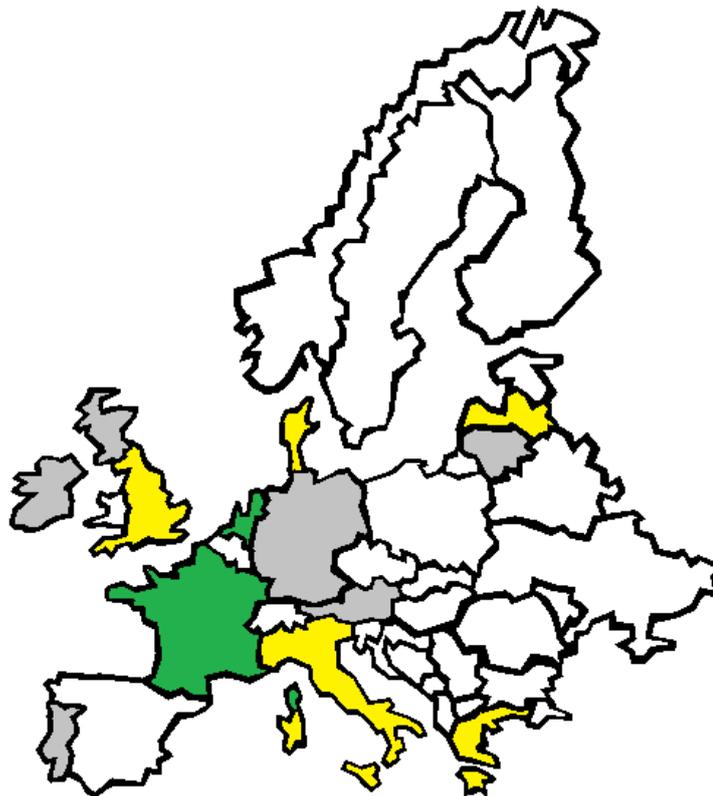


Figure 1: Geographical spread of Europeana Sounds Data Providers (grey) that already organised an edit-a-thon (green) and have concrete plans to organise one during the project within the context of Work Package 2 (yellow).

¹³ Read more about the presentation and workshop that was given during the plenary in Paris in this blogpost on Europeana Sounds: <http://www.europeanasounds.eu/news/organising-an-edit-a-thon-within-europeana-sounds>

4.1 Past events

4.1.1 Bird sounds edit-a-thon, Netherlands, January 2015

On January 10th the Netherlands Institute of Sound and Vision organised the very first Europeana Sounds edit-a-thon.¹⁴ This event was organised in collaboration with the Wikimedia Chapter Netherlands¹⁵ and Xeno-canto¹⁶, the online community for collecting all existing bird sounds. The edit-a-thon aimed for participants to share ornithological knowledge and to contextualise bird sounds within relevant articles on Wikipedia. Seven voluntary participants joined the five organisers to edit and expand bird related Wikipedia articles in both Dutch and English.



Figure 2: [First Europeana Sounds edit-a-thon in progress](#) (Sebastian ter Burg [CC BY 2.0](#))

A list of relevant and re-useable sources was provided during the edit-a-thon. The participants were invited to engage with the Sound and Vision's audio and video collection, a sound collection provided by Xeno-canto and images from the National Library of the Netherlands. Thanks to these combined open resources, the participants had access to more than 750 sounds, over 500 videos and 42 images in order to enrich relevant Wikipedia articles. The 12 participants made 133 edits to Wikipedia articles, shared 20 additional sounds on Wikimedia Commons and 53 bird sounds were added to relevant articles.

Bird fanatics and other people interested in birds who use Wikipedia as a source for information can now for example listen to the sounds of the [Common redpoll](#)¹⁷, [Short-eared owl](#)¹⁸, [Common crane](#)¹⁹,

¹⁴ For more detailed information about this edit-a-thon see 'Milestone 9: First GLAM-wiki edit-a-thon' here: http://pro.europeana.eu/files/Europeana_Professional/Projects/Project_list/Europeana_Sounds/Milestones/EuropeanaSounds-MS9-First-GLAM-wiki-edit-a-thon-v1.0.pdf

¹⁵ <https://www.wikimedia.nl/>

¹⁶ <http://www.xeno-canto.org/>

¹⁷ <https://nl.wikipedia.org/wiki/Barmsijs>

¹⁸ <https://nl.wikipedia.org/wiki/Velduil>

¹⁹ [https://nl.wikipedia.org/wiki/Kraanvogel_\(vogel\)](https://nl.wikipedia.org/wiki/Kraanvogel_(vogel))

[Eurasian skylark](#)²⁰, [Chilean flamingo](#)²¹ and many other birds that are described in Dutch Wikipedia articles. Extra information and resources were added to several articles, like the Dutch article on the [Brambling](#).²²

4.1.2 Edit-a-thon about migration, France, October 2015

The Research Centre of Ethnomusicology (CREM), the National Centre for Scientific Research (CNRS – Musée de l’Homme) and the Sound Archive of the Mediterranean House of Human Sciences (MMSH) in collaboration with Wikimedia France²³ hosted their edit-a-thon on the 23rd October 2015. It was held at the Mediterranean House of Human Sciences in Aix-en-Provence. Participants came together to work on Wikipedia articles about migration and refugees. MMSH provided oral testimonies of refugees and migrants from the early 20th century. These recordings were originally made by historians, ethnomusicologists and anthropologists as part of research programs. During this edit-a-thon a presentation was given about the theme by the scholar Laurence Pillant who is carrying out a PHD on refugees and migration.



Figure 3: [Edit-a-thon in progress at the MMSH](#) (Véronique Ginouves, [Public Domain](#))

A collection of over 80 hours of oral memory of Armenians living in Bouches-du-Rhône (Marseille), recorded from 2006 till 2007 were made available under [CC BY licensing](#) on Wikimedia Commons before this edit-a-thon.²⁴ These interviews describe the Armenian diaspora in the Bouches-du-Rhône (seven neighbourhoods in Marseille) and the oral transmission of Armenian culture over three generations since the 1920s. Work Package 2 facilitated the batch uploading of the content from MMSH to

²⁰ <https://nl.wikipedia.org/wiki/Veldleeuwerik>

²¹ https://nl.wikipedia.org/wiki/Chileense_flamingo

²² [https://nl.wikipedia.org/wiki/Keep_\(zangvogel\)](https://nl.wikipedia.org/wiki/Keep_(zangvogel))

²³ <http://www.wikimedia.fr/>

²⁴ CC BY license: <https://creativecommons.org/licenses/by/4.0/deed.en>

Wikimedia Commons. MMSH trusted NISV with access to their servers to download the Armenian collection. The master files on the server were in WAV format. Although WAV is accepted by Wikimedia Commons as an open format, NISV decided to transcode all the files to a more manageable size in FLAC format (almost without compromising in quality). Most items consisted of multiple audio files, which needed to be attached again before starting the upload in order to let single metadata records correspond to single files. NISV used the open source [fre:ac](#) tool to complete this.²⁵ MMSH provided NISV with a CSV file which contained the metadata of the collection. The CSV file was converted to XML by NISV, as the GLAMwiki tool needs this type of metadata format. Work Package 6 also provided help with the promotion of the event by creating a [Facebook event](#)²⁶, as well as disseminating information about the edit-a-thon through the Europeana Sounds newsletter and [blog](#) (also in [French](#)).²⁷ WP6 also used Twitter as a dissemination tool and with numerous tweets about the event and the tweet announcing the event was pinned to the top of Europeana Sounds Twitter timeline. MMSH reached out to their professional environment and wrote a [blog](#) about the event as well.²⁸



Figure 4: [MMSH used Storify \(amongst other channels\) to report about the edit-a-thon.](#)

²⁵ Download the software for free here: <http://www.freac.org/>

²⁶ <https://www.facebook.com/events/901821826570694/>

²⁷ Europeana Sounds blogpost in English: <http://www.europeanasounds.eu/news/stories-about-migration-and-wikipedia-edit-a-thon-at-the-sound-archive-of-the-mediterranean-house-of-human-sciences>
Europeana Sounds blogpost in French: <http://www.europeanasounds.eu/fr/actualites-fr/recits-et-encyclopedie-edit-a-thon-journee-collaborative-a-la-phonothèque-de-la-mms>

²⁸ Blogpost on website MMSH in French: <http://phonothèque.hypotheses.org/15843>

The 18 participants were guided by three Wikipedians who demonstrated how to appropriately enrich Wikipedia articles with sound recordings. During the edit-a-thon participants were able to use other collections from MMSH and they eventually uploaded nine audio objects to Wikimedia Commons, for example, [this audio clip](#) from MMSH's collection about Greek-Asian refugees in Syros.²⁹ The participants created seven new Wikipedia articles, made 86 edits and enriched 10 Wikipedia articles with content from MMSH.³⁰ For instance [this French Wikipedia article](#) about the Armenian diaspora is enriched with a [sound clip](#) in which a woman tells about fleeing Armenia and her installation in France. MMSH used different channels to report about the event: [Storify](#)³¹, [Flickr](#)³² and [Twitter](#)³³.

4.2 Planned events (current status)

4.2.1 British wildlife sounds edit-a-thon, November 2015

For the Europeana Sounds project the British Library (BL) will host an edit-a-thon on the 7th November 2015. This edit-a-thon will focus on sounds from their [wildlife collection](#).³⁴ The curator of this collection, Cheryl Tipp, selected 100 audio files that have already been uploaded to [Wikimedia Commons](#)³⁵ under a [CC BY license](#).³⁶

To insure a fruitful edit-a-thon, the BL is now in contact with volunteers at Wikimedia United Kingdom³⁷ who are very willing to help with the edit-a-thon. There are several Wikipedians that have worked with the British Library before. Wikimedia UK will assist the BL during the edit-a-thon event by giving a workshop and guiding the participants to enrich, improve and create Wikipedia articles in the right manner.

²⁹: See the 91 audio objects made available for this edit-a-thon on Wikimedia Commons here: https://commons.wikimedia.org/wiki/Category:Media_donated_by_Maison_méditerranéenne_des_sciences_de_l'homme

³⁰ Link to audio clip on Wikimedia Commons:

https://commons.wikimedia.org/wiki/File:Eftychia_Vlachou,_r%C3%A9fugi%C3%A9e_de_la_deuxi%C3%A8me_g%C3%A9n%C3%A9ration_raconte_avec_son_mari_Euthimios_Vlachos,_l'E2%80%99histoire_de_son_p%C3%A8re_Vassilis_Ikonomidis_arriv%C3%A9_%C3%A0_Syros_en_1922_vers_l'27%C3%A2ge_de_8_ans.ogg

See the 10 Wikipedia articles enriched with content donated by MMSH here:

[https://tools.wmflabs.org/glamtools/glamorous.php?doit=1&category=Media+donated+by+Maison+m%C3%A9diterran%C3%A9enne+des+sciences+de+l'27homme&use_globalusage=1&ns0=1&show_details=1&projects\[wikipedia\]=1&projects\[wikimedia\]=1&projects\[wikisource\]=1&projects\[wikibooks\]=1&projects\[wikiquote\]=1&projects\[wiktionary\]=1&projects\[wikinews\]=1&projects\[wikivoyage\]=1&projects\[wikispecies\]=1&projects\[mediawiki\]=1&projects\[wikidata\]=1&projects\[wikiversity\]=1](https://tools.wmflabs.org/glamtools/glamorous.php?doit=1&category=Media+donated+by+Maison+m%C3%A9diterran%C3%A9enne+des+sciences+de+l'27homme&use_globalusage=1&ns0=1&show_details=1&projects[wikipedia]=1&projects[wikimedia]=1&projects[wikisource]=1&projects[wikibooks]=1&projects[wikiquote]=1&projects[wiktionary]=1&projects[wikinews]=1&projects[wikivoyage]=1&projects[wikispecies]=1&projects[mediawiki]=1&projects[wikidata]=1&projects[wikiversity]=1)

³¹ <https://storify.com/Bagolina/edit-a-thon-mmsH>

³² <https://www.flickr.com/photos/135011682@N04/sets/72157660299843226>

³³ <https://twitter.com/phonothequemsh>

³⁴ Wildlife collection on the website of the British Library: <http://sounds.bl.uk/Environment/British-wildlife-recordings>

³⁵ At the moment of writing the upload process to Wikimedia Commons is ongoing and the category is to be found here: https://commons.wikimedia.org/wiki/Category:Wildlife_Sounds_in_the_British_Library

³⁶ CC BY license: <https://creativecommons.org/licenses/by/4.0/deed.en>

³⁷ <https://wikimedia.org.uk/>

The edit-a-thon will be a full day event. Besides the editing of Wikipedia articles, the participants will enjoy a presentation from Cheryl Tipp (the Library's curator of the wildlife collection). This way the participants will have a good introduction to the context of the collection, and the BL in general. Wikimedia UK will also provide a workshop focussing on the basics of writing on Wikipedia, and how-to instructions for including sound files in articles (for contextualisation). Wikimedia UK has agreed to source a suitable volunteer for this workshop, and is able to bring some extra laptops and training material to the event to support the participants.

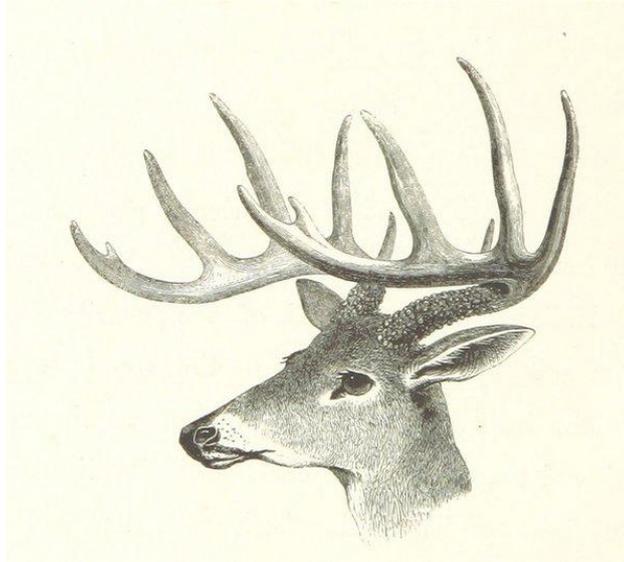


Figure 5: [Drawing from the British Library Flickr stream \(CC BY 2.0\)](#)

The British Library and Wikimedia UK expect around 20 to 30 participants, and there is room for a maximum of 40 people. The resources of WP6 will be used to communicate the event and target a United Kingdom based audience.³⁸ WP6 will disseminate through the project Twitter account which has numerous subscribers from the UK: 10% from Greater London and more generally 22% from Great Britain³⁹. Channels on Wikipedia, like the event-calendar and newsletter, will be used to target interested Wikipedians that can be of assistance during the event. The British Library will invite experts from their network and will also use their communication channels to invite the general public. The edit-a-thon is an open event for anyone that is interested in wildlife recordings or writing on Wikipedia.

4.2.2 Latvian singers and composers, February/March 2016

The National Library of Latvia (NLL) will host an edit-a-thon about Latvian singers (opera and popular music) by the end of February or March 2016. NLL already made available more than [1,000 recordings](#)

³⁸ See the blog post on the Europeana Sounds website here: <http://www.europeanasounds.eu/news/wiki-edit-a-thon-wildlife-sounds>

See the Facebook event here: <https://www.facebook.com/events/1060478870651445/>

³⁹ Twitter analytical figures as of 30/10/2015

on Europeana, all of these recordings are licensed in a way that allows for free re-use on Wikimedia as well ([Public Domain](#) and [CC BY](#)).⁴⁰



Figure 6: [The building of the National Library of Latvia](#) (uploaded to Wikimedia Commons by Glorandal, [CC BY-SA 4.0](#))

By the end of 2015 there will be even more sounds ingested by Europeana. The students from the Music Academy in Riga will be targeted to join this edit-a-thon, as well as local Wikipedians and visitors to NLL.

4.2.3 Greek instruments and singers, April 2016

The Friends of Music Society (FMS) in Greece is eager to host an edit-a-thon as well. Currently 48 canonical audio objects (Greek traditional music) are selected that will be made available for this edit-a-thon. FMS will know in December if these audio objects can be complimented with relevant images from their collections. The focus of this edit-a-thon will be to improve and enrich Greek Wikipedia articles, but the English version will get attention as well. Work Package 2 will support the batch uploading to Wikimedia Commons if needed, measure the impact of the edit-a-thon after the event and helps with planning all the practicalities.

4.2.4 Danish content, September - December 2016

The Statsbiblioteket (SB) in Denmark will host an edit-a-thon between September and December 2016. The SB will use content that is [Public Domain marked](#); the theme for this edit-a-thon is to be decided.⁴¹ The first meeting with the Wikimedia Chapter Denmark about this edit-a-thon is set up by Work Package 2 and will be held on the 19th November 2015. Work Package 2 will support the batch uploading to Wikimedia Commons if needed, helps with planning all the practicalities and measure the impact of the event afterwards.

⁴⁰ NLL's 1,002 sound recordings on the Europeana portal:

http://www.europeana.eu/portal/search.html?qt=false&rows=24&qf=TYPE%3ASOUND&qf=DATA_PROVIDER%3A%22National+Library+of+Latvia%22

Public Domain: <https://creativecommons.org/publicdomain/mark/1.0/>

CC BY license: <https://creativecommons.org/licenses/by/4.0/deed.en>

⁴¹ Public Domain: <https://creativecommons.org/publicdomain/mark/1.0/>

4.2.5 Italian classical music, October - December 2016

The Istituto Centrale per il Catalogo Unico delle biblioteche italiane e per le informazioni bibliografiche (ICCU) will make 50 canonical audio objects available under [Public Domain licensing](#) for this edit-a-thon. And the Istituto Centrale per i Beni Sonori ed Audiovisivi (ICBSA) will donate between 20 to 30 relevant images to Wikimedia Commons for this edit-a-thon.⁴² The audio objects are classical music tracks (Giuseppe Verdi), the majority of these tracks are digitised 78 rpm (revolutions per minute) records, complimented with some digitised cylinder carriers.

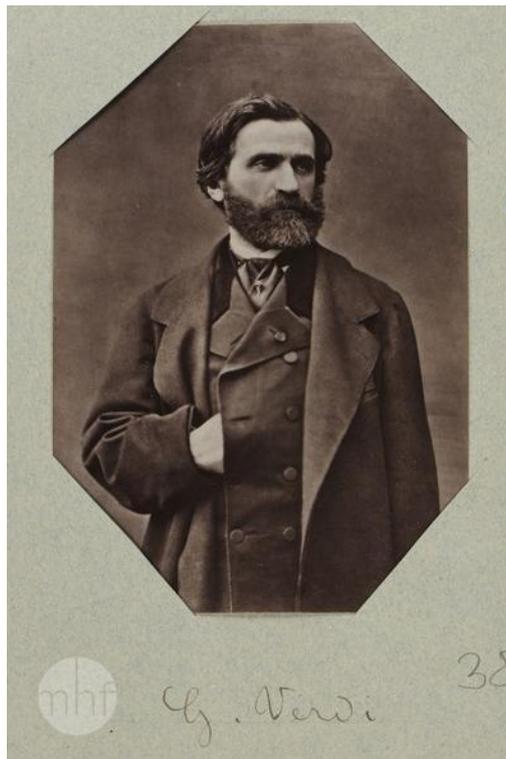


Figure 7: [Portrait of Giuseppe Verdi](#) (Museum of History of Photography (Poland), 1860-1879, [Public Domain](#))

All material is already digitised and will be uploaded as OGG files to Wikimedia Commons (the master files are in wave format, 24 bit 96 kHz).⁴³ This event will be organised in Rome but people from other areas of Italy will be invited as well. The secretary of the Wikimedia Chapter Italy also works for, and the content can be uploaded from a server from ICCU or Wikimedia Italy itself. Furthermore ICCU will investigate which other institutions can potentially participate in this edit-a-thon and will invite several experts who are working in the field of classical music or are Verdi connoisseurs. WP2 will measure the impact of the edit-a-thon and will support the batch uploading to Wikimedia Commons if needed and helps with planning all the practicalities.

⁴² Public Domain: <https://creativecommons.org/publicdomain/mark/1.0/>

⁴³ The ogg file format is one of the open file formats accepted by Wikimedia Commons, see the full list of accepted file formats here: https://commons.wikimedia.org/wiki/Commons:File_types

5 Summary

This document provides an update on the current state of the collaborations with the Wikimedia Chapters in the scope of *Task 2.3 Wikimedia Partnership* of Work Package 2 (Enrichment & participation). This task aims to collaborate with Wikimedia Chapters in Europe on the contextualisation of Europeana Sounds content on the Wikipedia platform.

Firstly the success criteria and goals of organising edit-a-thons are described. Then an overview of the benefits to work together with Wikimedia Chapters on organising edit-a-thons is given. At the end of the first section different tools that can be used to measure this success are described.

The second section explains how the Europeana Sounds edit-a-thon handbook can be used by Data Providers to organise an edit-a-thon in their country. The practicalities of organising an edit-a-thon are introduced as well as the technical tools that can be used for batch uploading content to Wikimedia Commons.

The last section provides an overview of the geographical spreading of the past and planned edit-a-thons. It describes the two edit-a-thons already held, describing the theme, the content, the licensing of the content, the actual reuse of the content during the edit-a-thon and the effort that was needed to organise the event. Furthermore it provides an update on the current state of the five upcoming edit-a-thons in terms of licensing, theme, content and what type of support Work Package 2 is offering.

Appendix A: Terminology

A project glossary is provided at: <http://pro.europeana.eu/web/guest/glossary>.

Additional terms are defined below:

Term	Definition
AB	Advisory Board
APEX	Archives Portal Europe network of excellence
EC-GA	Grant Agreement (including Annex I, the Description of Work) signed with the European Commission
GA	General Assembly
PC	Project Coordinator
PI	Performance Indicator
PMB	Project Management Board
TEL	The European Library
UAP	User Advisory Panel
WP	Work Package

Appendix B: Europeana Sounds Edit-a-thon Handbook



Europeana Sounds Edit-a-thon Handbook

Revision:	Draft
Date:	29/09/2015
Authors:	Harry van Biessum (NISV) Brigitte Jansen (NISV) Maarten Brinkerink (NISV) Jesse de Vos (NISV) Erwin Verbruggen (NISV)

Parts of this handbook are based on the Europeana Fashion Edit-a-Thon handbook, which has been released under a CC-BY-SA license

1. How to use this handbook

In the Europeana Sounds Project, the Netherlands Institute for Sound and Vision has taken the lead in establishing partnerships with Wikimedia (Task 2.3). Together with the consortium partners and external parties, we organise a series of **Wikipedia edit-a-thons** in the context of the Europeana Sounds project and its subject matter.

An edit-a-thon is “a scheduled gathering, in person or online, where volunteers collectively write Wikipedia articles and/or improve existing articles with new information and enrich them with multimedia and/or data”⁴⁴

Edit-a-thons improve the Wikipedia encyclopaedia through creation of new content, or the enrichment of existing content, and can be a great way to help new Wikipedians learn to edit. For Europeana Sounds, there are several good reasons to organise these events:

1. They provide contextualisation to the unique sound-related materials we have made available online;
2. They engage diverse communities and bring them together around a shared knowledge and passion;
3. They help promote Europeana Sounds;
4. They make participating partners reflect on new ways of providing access to their collections.

This document is meant to help you organise an edit-a-thon in your country. The authors of this handbook do not think there is only one way to organise an edit-a-thon: every country, every location, every collection, and every Wikimedia community is different, and the partnering institutions in Europeana Sounds have a lot of experience in organising public events.

With this handbook we intend to compile the lessons we have learned from the edit-a-thons organised for Europeana Fashion and our experience with the first Europeana Sounds edit-a-thon we hosted in Hilversum, in order to make it easier for you to organise one.

After your event is over, please take a moment and return to this handbook and let us know if it matches your experiences: What did you do differently? What strategies worked well? Which ones did not?

The aim of the edit-a-thon series is to **facilitate the contextualisation of Europeana Sounds content on the Wikipedia platform.**

2. Edit-a-thons: the basics

What you need to organise an edit-a-thon:

1. Solid event-planning.
2. A well-lit room with decent Wi-Fi.
3. Computers for participants to use and/or a room for participants' laptops (if using laptops, provide enough outlets and/or power strips).
4. A good connection with the local Wikimedia Chapter and people who are willing to help, for example by instructing newcomers with how to edit Wikipedia. A good rule of thumb is to have at least one experienced Wikipedian per ten participants present at the event.
5. Any extended knowledge source that can be made available during the event: a curator and/or sounds expert, books and other reference material, online resources, etc.

⁴⁴ Sebastiaan ter Burg, 2015, video presentation Introduction to edit-a-thons
https://basecamp.com/1936492/projects/5105397/uploads/20827355?enlarge=140355324#attachment_140355324

Ask the experts

- [Wikipedia: How to run an Edit-a-thon](#)
- [Wikimedia: Edit-a-thon How-to](#)
- [Video presentation: Introduction to edit-a-thons](#)

General Wikipedia resources:

- [Tutorial](#)
- [How to Edit a Page](#)
- [Article Development](#)
- [Your First Article](#)
- Using the [Article Wizard](#)
- [Manual of Style](#)
- [Bookshelf](#)
- [GLAM Outreach](#)

3. Partnership with Wikimedia

One of the benefits of edit-a-thons is that they bring together different communities that are involved with various aspects of sounds as subject matter. Host organisations will have a large network of sounds experts and can use the edit-a-thon as a great reason to bring this network together, help with contextualising heritage content and with contributing (cultural) knowledge and content to Wikipedia. Edit-a-thons are also a great way of getting in contact with new experts and audiences.

To make sure sounds and cultural knowledge are effectively contributed and contextualised you need Wikimedians. Wikimedia volunteers bring experience to organising wiki-events and technical knowledge about how the platforms work to the table. It is crucial for an organisation planning to host an edit-a-thon to cooperate with local Wikimedians.

Wikimedia is the support foundation for multiple Wiki platforms, including Wikipedia. Their [mission](#) is “to empower and engage people around the world to collect and develop educational content under a free license or in the public domain, and to disseminate it effectively and globally”.

[Local Wikimedia Chapters](#) “are independent organisations that share the goals of the Wikimedia Foundation and support them within a specified geographical region” and they provide volunteers, partners and organisations with a point of contact. They can help ensure a successful edit-a-thon.

Even more specific and incredibly relevant for Sound edit-a-thons, are the GLAM Wikimedia volunteers. GLAM stands for Galleries, Libraries, Archives, Museums and these volunteers are specialists in these fields and assist those who desire to “*produce open-access, freely-reusable content for the public.*” Be sure to see if there are any GLAM Wikimedia volunteers in your area. A link to the list can be found in the box below.

Note that event hosts and organisers should coordinate with the Wikimedia people on how to approach people: They have a very strong community that has its own way of working.

All community members are volunteers and you might need to win their confidence before moving on.

Also note that Wikimedia communicates in a very open, public style that may clash with the style your organisation is comfortable with. Inform them if there are any restraints or embargoes. But try to minimise restraints and try to adopt the open and public style of communication about this particular event with your institution.

Looking for a Wikimedia Chapter?

[Full list of Wikimedias](#)

[List of GLAM Wiki volunteers](#)

Mind the terminology:

Wikipedia - the encyclopaedia

Wikimedia - the support organisation, with Chapters in every country that are mostly volunteer-run

Wikimedia Commons - the media repository of open content that is re-used in the Wiki-project, like Wikipedia (and beyond)

Wikidata - the repository of structured open data

4. Sounds on Wikipedia

The aim of the edit-a-thon series is to contextualise the Europeana Sounds material on Wikipedia pages and to enrich knowledge about sound heritage on Wikipedia by adding new and improving incomplete articles. Furthermore, edit-a-thons are a great way for institutions to modernise their presence and consequently to reach out to a wider audience and build strong bonds with sound experts and enthusiasts by entering the sphere of Wikipedia.

Unfortunately there are not many sounds available on Wikimedia Commons. Currently only 1,5% out of over 28 million files hosted on Wikimedia Commons are sound files⁴⁵. Although thousands of articles that have the potential to be enriched with sound recordings can be found on Wikipedia -on topics such as music, wildlife, machines, etc. - the text is rarely accompanied by audio.

Here are some examples of reuse of content a Wikipedia article illustrating a topic:

- A recording of a music piece as an example of a execution performed by a specific orchestra.
- A original scan of a composition (manuscript), as source material with an article about the composition.
- An animal sound as audio-visual enrichment of an article of this animal.

Besides enriching Wikipedia articles with content there are some other examples of ways to improve articles:

- Translating the metadata to other languages.
- Enrichment/improvement of the metadata.
- Adding categories to the content, which will create a relation with other content available on Wikimedia Commons.
- Fixing articles that are not categorised properly or at all, which makes them difficult to find.
- Extend topic descriptions, as they do not constitute even the most minimal knowledge on the topic.
- Adding new articles about sounds. For example, a whole new article called “The return of the Soldier” could be created, referring to inter-war customs in Pont de Montvert France. These customs include serenades that would be sang by young men to the girl of their choice, Christmas carols, etc.

⁴⁵ https://commons.wikimedia.org/wiki/Commons:MIME_type_statistics

4.1 Thematic Edit-a-thons

It can be very useful to focus an edit-a-thon on a specific theme. This theme can correlate with the collection you wish to give open access to, the expertise of the network you wish to invite or a parallel event. In this case it is to the benefit of all parties to make a list of topics related to the theme to keep the scope narrow and inspire participants with ideas.

They should also be encouraged to work in their native language as well as in English. This allows for a broader amount of European sounds knowledge to be improved during the event.

4.2. Note on Notability

A common occurrence during and after edit-a-thons is that articles created do not meet [Wikipedia's notability requirements](#).

Three of the main requirements state that articles should have:

- Significant coverage
- Reliable sources
- Secondary sources

Meeting these criteria does not guarantee the acceptance or approval of an article after publication. Event organisers should keep this in consideration when deciding whether to have a thematic or a non-thematic edit-a-thon. A little direction pointing, guidance, and strategizing from organisers can help ensure that all additions to Wikipedia during the event survive.

Hosts can organise and provide the following assets for participants:

- Lists containing ideas for new articles should be backed up by available source material from a location's collection.
- Lists of articles that can be edited or improved.
- New editors should be encouraged to edit or update these existing articles instead of writing new ones to avoid new articles being rejected.
- Wikimedians on hand should also be able to tell whether or not an article will meet the notability requirements.

Notability Guidelines

- [General Guidelines](#)
- [Organisation and Companies](#)
- [People](#)

5. Using Europeana content

Bringing people together to share knowledge and write together is wonderful. But the power of Europeana Sounds lies foremost in the marvellous collections it is making available online and the sound (expert) community it can mobilise for such an event.

The edit-a-thons are an excellent opportunity to make use of this content and knowledge and use it to illustrate articles, improve on existing ones or spawn new article ideas.

Wikimedia Commons is one part of the Wikimedia Foundation and is an extensive cultural resource with over 28 million digital objects for free use and reuse. This makes the platform uniquely invaluable. This is

because, for example, digital archives like the Smithsonian's have extensive collections but not all objects are freely reusable and sites like World Images allow free use but lack the extensivity of Wiki Commons. Here are some points to remember when dealing with uploading or sharing content on Wikipedia.

- All content uploaded to Wikimedia Commons needs to be either in the public domain (PD) or made available under a 'free culture' license (CC BY, CC BY-SA or CC0).
 - Discuss with the management of your organisation how many items/collections can be made available this way.
 - There are numerous benefits to opening up collections. See the box below for relevant articles and links!
- Think big, start small. If you find it difficult to begin, select 10 items to run through the process. You can always add more later.
 - The easiest step here is to start with Public Domain material or material the institution owns the copyright to.
 - This is also a good reason to get in touch with your local Wikimedia Chapter for support, guidance and batch uploads.

5.1 Practical guide to uploading content

Essentially anyone can upload content to Wikimedia Commons. Simply go to [the website](#) create an account and start uploading. For a batch of files there are alternative tools available.

Europeana developed the so-called [GLAMwiki Toolset](#) (GWtoolset), which makes batch uploading entire collections to Wikimedia Commons much easier. Setting it up for the first time however does take a considerable amount of time, so it only pays off when there are about 200 files or more to upload. The following conditions are necessary for using the GWtoolset:

- The material must be available online and it must have a permanent link to the digital file itself (NB. SoundCloud for instance does not provide such a link).
- The link to the digital file must be included in the metadata.
- Because the GWtoolset is such a powerful tool (it can upload thousands of files) you need to get special rights as a Wikipedian to use the GWtoolset (for details: see the [online manual](#)).
- We also suggest you to ask permission for testing the tool on the [Beta server](#) (for details: see the [online manual](#)).
- The domain on which you host your files must be whitelisted via a task in [Phabricator](#).
- The metadata must be available in a flat (non-hierarchical) .xml.

An [extensive manual](#) for users of the GLAMwiki toolset is provided online. In need of some extra help? No problem, you can contact us or your local Wikimedia Chapter.

Perhaps your institution is not able to comply to all the rules and conditions mentioned above. With some manual labour the metadata can be mapped to the [Information template](#) on Wikimedia Commons. This template only has a limited amount of metadata fields so it might mean an improvement to your metadata.

Benefits of opening up your collections

Brinkerink, Maarten. [Dutch cultural heritage reaches millions every month](#). The Netherlands Institute of Sound and Vision, June 2015.

Verwayen, Harry, Martijn Arnoldus, and Peter B. Kaufman. The Problem of the Yellow Milkmaid. [A Business Model Perspective on Open Metadata](#). Europeana White Paper. Europeana, Kennisland, Intelligent Television, November 2011.

Kelly, Kristin. [Images of Works of Art in Museum Collections: The Experience of Open Access](#). The Andrew W. Mellon Foundation, April 25, 2013.
Casserly, Catherine, and Joi Ito. [The Power of Open](#). 1st ed. Mountain View (CA). Creative Commons Corporation, 2011.

Publishing your content on Wikimedia Commons

Kreutzer, Till, en Deutsche Unesco-Kommission, red. Open Content: [A Practical Guide to Using Creative Commons Licences](#). Bonn: German Comm. for UNESCO, 2014.
[Introduction to uploading files](#) on Wikimedia Commons
Looking for automation? Take a look at the [GLAMwiki toolset](#)

6. Event promotion

Nevertheless, none of the above matters will happen without participation! First and foremost, make sure prospective participants are aware that everybody is welcome - even if they do not have any experience with writing Wikipedia articles or if they are feeling they are no top experts in the field.

6.1 Generating Attention

A good way to promote the event and attract more volunteers for the edit-a-thons is to merge the Wikipedia edit-a-thon with another event such as a festival or an exhibition taking place around the same time. This strategy could result in more exposure and more participants showing up. It can also help organise a theme if one is desired.

Sound communities, portals, bloggers, organisations and other institutions could be willing to act as project media partners and help with the initiative. Maybe they even have staff that would like to help out. At the very least they can help promote the event using social media tools or produce and disseminate a press release that describes the event to their network and local media channels. The event promotion must begin at least two months before the edit-a-thon. It is best to ask people to register, so you know how many people to expect. Also make sure that all partners (museums, funding projects, Wikimedia Chapter) are named in all communication materials and use their logos correctly.

Some promotional tools you can consider using in collaboration with...

Your local Wikimedia Chapter:

- [Wikimedia meet up page](#)
Includes all information about the event, links to the [Europeana Sounds](#) category on Wikimedia Commons, a list of participants and a link to the registration page.
- Also use this as an opportunity to attract more Wikipedians to the event. Stress the networking opportunities they will have meeting the GLAM experts who will be in attendance.
- Wikipedia mailing lists.
- A notice on the local [Wikipedia's Village Pump](#) and/or the local Wikipedia's event page.
- Some Wikimedia Chapters have avid photographers who like taking pictures to report on the event.

Europeana Sounds communications:

- A Google form where people can register. We created an [example form](#) for you.
- A blog post announcing the event on the [Europeana Sounds portal](#).
- Europeana Sounds social media: [Facebook](#) / [Twitter](#) / [LinkedIn](#).

- Besides posting messages about the event we can also make a Facebook event for your edit-a-thon.
- A blog post after the event where you report on how it went.

Your network

Most hosts will have an extensive and impressive network. Ask these network members if they will promote the event in their newsletter/blog/magazine. Some of them may already be planning to attend. We encourage you to write a press release and get in contact with your local press.

7. Edit-a-thon draft structure

Project page: To help structuring the edit-a-thon for the organisers on the one hand and for the participants on the other hand it is best to create a project page on Wikipedia. An example of such a page can be found here (feel free to copy all categories):

https://nl.wikipedia.org/wiki/Wikipedia:GLAM/Beeld_en_Geluid/Edit-a-thon_Projectpage_Example_English

The project page needs to be written in the language being used during the edit-a-thon and on the Wikipedia of the country that is hosting the edit-a-thon. In this project page several lists can be created, lists of the different collections being used, the Wikipedia names of the participants (mandatory for measuring purposes), task lists, information about the subject of the edit-a-thon, link to a survey for feedback. With this project page at hand a reference point for all participants (and organisers) during the day is created.

Participant number: An edit-a-thon works best with a not to big group of participants. Having 20 to 35 participants is more than enough to have a fruitful event.

If you predict more participants and can organise them beforehand, a workshop a few days before with Wikimedia volunteers explaining writing on Wikipedia would be most beneficial. If that is not possible, then plan to have more volunteers on hand the day of the event. Another preparatory precaution that should not be overlooked is that Wikipedia allows only a certain amount of new accounts from the same IP-address. Therefore strongly encourage people to create their Wikipedia accounts from home, before the event begins.

Time: The time can vary from half a day, a day to even two days. The most important task is to have a nice, inviting programme for the participants, with a possible guided tour or a presentation of an expert. Try and allocate 4 to 8 hours for writing, depending on the crowd. Students and scholars will tend to want to write more. Wikimedians: because of their intense involvement with GLAMs- especially appreciate 'backstage' tours i.e. showing them some behind the scene stuff that is not part of the regular exhibits. Tours are also a good way to inspire participants.

Activity: The participants will create individual Wikipedia accounts (at home for large groups), learn how to write and edit articles (with the help of Wikimedia volunteers or trained curators), make use of the institution's collections on the Europeana Sounds portal and additional resources at the location. A typical day would consist of:

- Welcome - with coffee / small breakfast
- Introduction to sound heritage and the Europeana Sounds project
- Introduce the topic of the day by introduce your organisation's collection
- Short introduction to Wikipedia and how Wikipedia works: the principles and thoughts behind the encyclopaedia
- Searching for sources and tips while writing articles

- Writing time. Depending on how long coffee and introductions took, plan for 2-3 hours
- Lunch break: 1 hour
- A tour of the institution / collection / behind the scenes of the institution. Give participants a fun reason besides writing to come to your event
- More writing time
- Small snacks halfway through that participants can casually go to at their leisure.
- Concluding remarks

Surveys: Surveys are very important for current and future events, but are not a high priority for attendees. Post-event surveys do not have the high return rate as desired. Therefore consider reserving some time at the end of the edit-a-thon so participants can fill it in.

Language: While national events may be predominantly composed of people who speak the native language be sure to take into count how many do not speak the language. They may feel excluded, unmotivated, and not understand all the directions. International events should be entirely in English.

8. Follow up

As with almost everything, we want to improve each time. Just because an edit-a-thon ended, this does not mean the work stops. What you do after the event is just as important as the event itself.

Here are some things that should occur after the event:

- Europeana Sounds would love to know the impact of the event. We created a [document](#) to provide us with some insight on the edit-a-thon. Please fill in this document.
- Write a blog post about the event. This will allow those who were not in attendance to see what they missed as well as informing, promoting future edit-a-thons and give a chance for those who were in attendance to reflect.
- Issue a press release.
 - Compile all external press about the event.
- Send out a survey. We have made a [example survey](#) for you.

It can be very effective to make some time in the program so participants can fill in the survey at the end of the edit-a-thon.

 - Gather results from the survey in a report.

8.1 Measuring success

The success criteria of an event can be assessed in different ways. The most general way is to calculate the amount of new articles created, articles updated and articles improved. The number of different languages articles are updated, edited, or improved in is also applicable. The quality of the new articles is also an important point. Other factors one can analyse are the attendance (especially the number of new contributors), the amount of time spent by participants on the actual edit-a-thon activity or the number of characters written during the edit-a-thon. Additionally, tallying the number of views that articles created during the edit-a-thon receive afterwards will help indicate if participants focused on top importance articles.

The amount of times the event was mentioned in blogs and the media, any new cooperation that were initiated due to the event and the number of donated files by GLAMs and institutions to Wikimedia as a direct result of the event and how many times they were used in and outside of Wikipedia are valuable

assessments as well. One successful edit-a-thon that gets exposure after the fact can cause a domino effect and inspire more and better edit-a-thons.

Documenting what was accomplished, problems, success stories, and statistics will make it easier to inform those who come after. For a more thorough examination of success indicators [see here](#).

For the Europeana Sounds project important to know the kind of impact and contribution the edit-a-thons has. Therefore we wish to ask you to fill in [this form](#). Please take a look on for hand to you know what is expected.

8.2 How to collect these statistics?

It is possible to collect the results in a very simple way, by simply asking the participants what they have worked on during the edit-a-thon (and asking them to put the articles they worked on in a list, that you provided them on forehand). For more complex analysis, Wikimedia has developed a variety of tools to measure the success of a content donation and of events.

- [Glamorous](#): can be used to measure the number of items in a certain category that are used in articles on Wikipedia (in real time).
- [Baglama](#): can be used to measure the number of views the Wikipedia articles in which items from a particular category generated (updated monthly, but addition of a new category needs to be requested).
- [Wikimetrics](#): can be used to measure the activity of a group of editors during an edit-a-thon. The learning curve for using Wikimetrics is quite steep, so it's a good idea to have a local Wikimedia Chapter or volunteer to help you with this (also, some Chapters use other tools, e.g. Wikimedia France uses [Wikiscan](#)). It is most important to collect the usernames of all participants of the edit-a-thon (offline and online). With this 'cohort' it is possible to generate all kinds of statistics.

To ensure the quantitative assessment of Europeana Sounds as a whole, we kindly request that you do the following two things:

- Please [report the usernames](#) of all participants back to Sound and Vision so they can report back to Europeana Sounds. They can also share the results with you.
- Please let us know the names of the Wikimedia Commons category/categories that you have created for uploading your material.

9. Finances

There is a small budget available from the project to cover the basic expenses of the day.

The expenses, which are going to be made along the organisation of the Wikipedia edit-a-thons, can include:

- Catering for the day (breakfast, lunch, a small drink after the event)
- Institution's necessities (extra personnel if need be)
- Supplying reliable electricity outlets
- Supplying a reliable WiFi connection
- Transportation
- Gifts for speakers and Wikimedia volunteers

If you want to attract external sponsors to help out with extravagant ideas, you are very welcome to do so, but please check with the Europeana Sounds project leaders and the Wikimedia volunteers what is acceptable.

Do remember that most of the partners you work with are doing this in their spare time, so treat their participation respectfully.

For more information about the finances please contact:

Harry van Biessum

hvbiessum@beeldengeluid.nl

Brigitte Jansen

bjansen@beeldengeluid.nl

10. Blogs and reports

Blogpost about the [workshop GLAM-Wiki activities of WP2](#)

Blogpost on the [birdsound edit-a-thon at Sound and Vision](#)

Lessons learned from the [Europeana Awareness WW1 Edit-a-thon](#)

[Wikipedia Report II from the Europeana Fashion project](#)

Glossary

Content

The metadata and/or audio/images being provided to Europeana Sounds.

Creator

The creator of a work which can be protected by copyright or a related right.

Copyright

An exclusive property right which protects a number of different types of works from being copied and used without permissions of the rights holder.

Data

Metadata and audio/audio related material being provided to Europeana Fashion.

Digital representation

The preview image or audiovisual work which may contain tangible works.

Edit-a-thon

A scheduled time where people edit Wikipedia together, whether offline, online, or a mix of both; typically focused on a specific topic.

Europeana

Europe's online cultural digital heritage museum.

Europeana Sounds is building a sustainable best practice network of stakeholders to aggregate, enrich and share a critical mass of audio material and increase the opportunities for creative re-use of Europeana's audio and audio-related content.

GLAM

Galleries, Libraries, Archives, Museums.

Wikimedia

The Wikimedia Foundation, Inc. is a non-profit charitable organisation dedicated to encouraging the growth, development and distribution of free, multilingual, educational content, and to providing the full content of these Wiki-based projects to the public free of charge.

Wikimedians Volunteers who actively participate in Wiki projects and share common goals and activities with regard to creating and supporting free knowledge educative content.

Wikimedia Commons

Wiki online repository of free-use images, sound, and other media files.

Wikipedia

Free encyclopaedia section of Wikimedia.