

Introduction

What is a wikimedian in residence?

A Wikimedian (or Wikipedian) in Residence (WiR) is a Wikimedian who dedicates time to working in-house at an organisation. The role is fundamentally about enabling the host organisation and its members to continue a productive relationship with the encyclopaedia and its community after the residency is finished. The aim is to promote understanding of Wikimedia projects amongst SMG staff, as well as GLAM organisations more generally, by organising workshops and events. The role essentially boils down to three component parts: facilitating content creation, internal consultation for change, and working for the benefit of the Wikimedia and GLAM communities.

Over the last two years, the Science Museum Group and Wikimedia UK have been in partnership to carry out a Wikimedian in Residency. This partnership emerged following a previous residency. The Wikimedian at the time had uploaded images onto wiki commons, which had gained over 55 million views on wiki commons. Due to the success of these images SMG partnered up with Wikimedia UK to continue to upload further images and content to replicate the success of the images before and to reach a new digital audience. Thus, sparking this residency which started in August of 2020 until August 2022.

AIMS

The partnership included:

- Hosting a Wikimedian-in-Residence to design and deliver training to enable staff and volunteers to contribute their knowledge and expertise to Wikimedia by working with staff to identify areas of Wikipedia and sister projects that can be enriched with resources and knowledge
- Hosting several one-day edit-a-thons, working with curatorial colleagues on underrepresented areas in Wikipedia where we have significant institutional knowledge
- Adding links from Wikipedia to relevant Science Museum Group Collection objects, stories, and articles
- Encouraging SMG-hosted collaborative doctoral PhD students to engage with the Wikipedia community as part of the public engagement associated with their research
- Uploading a further selection of SMG collection images to Wikimedia Commons
- Facilitating contributions to Wikipedia content, drawing from SMG's collections content, with a focus on underrepresented knowledge (including people and ideas which may have been excluded historically based on gender, ethnicity, sexuality, disability or socio-economic background).

The SMG Wikipedia team is made up of:

- Jessica Bradford, Keeper of Collection Engagement, SMG
- Rosie Cardiff, Website Editor, SMG
- Daria Cybulska, Director of Programmes and Evaluation, Wikimedia UK
- Hope Miyoba, Wikimedian in Residence
- Stuart Prior, Project Coordinator, Wikimedia UK
- John Stack, Digital Director, SMG
- Will Stanley, Collection Communication Manager, SMG
- Jamie Unwin, Collections Online Technical Architect, SMG
- Geoff Belknap, Head Curator, NSMM

ACHIEVEMENTS

- 14 Internal Edit-a-thons have been held with volunteers centred around: the BBC, Climate Change, Chemistry and Women in STEM- **accumulating 5 million views, 7 new articles created and 9 wiki commons image uploads.**
- Monthly Edit-a-thon sessions have been held with curators; giving them the opportunity to have focused sessions covering specified Wikipedia content. Whilst other sessions have been just an opportunity to have curators come along and work on articles or adding SMG informational resources to related Wikipedia articles.
- Co-hosted Wikipedia sessions with
 - Imperial College London
 - Leeds Museums and Galleries/Leeds Library
 - British Library
 - Electrifying Women's Project in Partnership with Leeds University
 - Oxford University
 - Wellcome Collections
- Over 3000+ images uploaded to Wikipedia Commons
- Interviewed By Dr Sophie Frost from Leicester University regarding her research on museums and their digital outreach/initiative programmes for her podcast.
- Recorded a podcast with Leeds Museums and Galleries about the relationship between Wikipedia and GLAM institutions (Galleries, Libraries, Archives and Museums). Discussed the work that SMG are doing on Wikipedia talking through women in Leeds, human remains in museum collections and misrepresented histories. Link:
<https://museumsandgalleries.leeds.gov.uk/podcasts/>

IMAGE UPLOAD

Background: Prior to the start of the 2020 residency, the former Wikimedian in Residence John Cummings had uploaded a series of images which had gained millions of views. An agreed number of images (15,000-20,000) was agreed upon between Wikimedia and SMG to be uploaded to wiki commons.

The Process: The image upload was somewhat successful; around 3000+ images were uploaded to wiki commons. However, the target of 15,00-20,000 images was not met. This was due to several reasons. One reason/issue that occurred was the uploading process. The process to upload images was very granular, multiple spreadsheets needed to be created. The chosen images then needed to be checked by curators for any copyright issues. This led to delays depending on how busy the curators were to check through the images. Once all the copyright issues were resolved the spreadsheet needed to be exported and changed to be compatible with the wiki commons uploading process. Then uploaded, finally, onto wiki commons.

Issues: The image uploading process had a host of issues that needed to be overcome. The team did not expect to encounter these. Initially it was presumed that the image uploading process would be simple; with the opportunity for SMG to upload thousands of images easily in one go but it was not.

Firstly, when the process began, the images chosen to be uploaded were telescope images. The reasoning behind this was to upload a small batch of images that were safe (had the correct copyright) and were easy to monitor in case there were issues, or the images were not accepted on Wiki commons. This image upload was easy, the telescope images were uploaded, which were around 500 or so images.

Next, we uploaded images of chemistry glassware, objects from the Medicine Gallery and finally objects from the Information Age Gallery.

- Copyright Issues - One of the first major and consistent issue we came across was the issue of copyright. When deciding which images SMG wanted to upload one of the things, we considered was copyright. Part of the process was making sure that SMG had complete ownership of the images uploaded and were able to openly licence them on Wikipedia to fit in with wiki commons requirements.

There were differing opinions within SMG and push back from colleagues within the organisation - the Picture Library wanted to retain ownership of images and had concerns about how the images would be used/displayed. There were concerns about some of the images being used wrongfully/ or out of context

- Long Process- There are two ways of uploading images on to wiki commons. Both processes take a substantial amount of time
- Push Back from Wikipedia- To publish images onto wikicommons SMG or other organisations need to submit an ORS form; to let Wikipedia know that the organisation intends on publishing said images. The number of images they plan to submit, the reason behind this action and the copyright declaration and once the submission of an ORS form with the intention to upload images onto wiki commons was sent to Wikipedia. questions started to arise from the Wiki commons team asking SMG for further details about the photographers of the images and the copyright licensing. Issues which had been covered in the submission letter. This cause more delays to process and meant the images which had been Previously uploaded were at risk of being deleted.
- Additionally, we encountered many technical issues with the wiki commons upload process, such as issues with Patty pan and the URL to commons link. These uploading programmes would often not work and would need maintenance or updating, causing the process to take longer than expected.
- Outdated descriptions on some object images. Issues with cataloguing and outdated descriptions needed to be resolved before those images could be uploaded.

VOLUNTEERING PROJECT

In the first year of the residency, Katherine McNab, a curatorial assistant, reached out to the Wikipedia team in hopes of starting a digital volunteering project. Due to the pandemic and lockdown, the museum sites were closed for public safety. SMG volunteers were not able attend events or to do any forms of volunteering but were very eager and motivated to contribute to the museums anyway they could. To tackle this issue Katherine McNab thought it would be an innovative idea to engage the volunteers in a digital way. The project would be done working completely remotely, utilising online meetings (Microsoft Teams) and giving the volunteers an opportunity to contribute towards SMG's digital goals. The project would give volunteers a completely unique experience and outlook at museum jobs and volunteering experiences that can be available to them.

AIMS OF THE VOLUNTEERING PROJECT

1. Work on SMG'S digital audience outreach using Wikipedia
2. Train the volunteers to enhance their digital literacy
3. To provide an alternative way that the volunteers can continue their contribution to the museums
4. Enhance SMG's digital presence and get people to engage with our online collections and encourage people to learn about STEM (increase science capital, not only for the volunteers but with the audience engaging with our content)
5. To introduce the volunteers to different roles and experiences within the museum industry
6. For SMG to facilitate in volunteering opportunities, with the long-term view to diversify SMG's volunteer base

OUTCOMES

1. Growing awareness of the Science Museum Group and its collection around key topic areas
2. Taking SMG collections to where audiences are active online
3. Encouraging more diverse participants to engage with edit-a-thons
4. Being part of a community filling gaps in underrepresented areas on Wikipedia
5. Showcasing the collection, both within STEM subject Wikipedia pages and in other areas, to highlight the collection to audiences on Wikipedia who would not normally consider the Science Museum Group Collection as a resource
6. Featuring the new collection images in Wikipedia articles in at least 20 languages, increasing international reach
7. Increasing online referrals from English-language Wikipedia to the Collection Online website

After the aims and outcomes had been established. The next step of the project was to start thinking about recruitment. Initially when the project was being conceived, the volunteering coordinators and the wiki team decided on working with a small number of volunteers. This was due to several reasons:

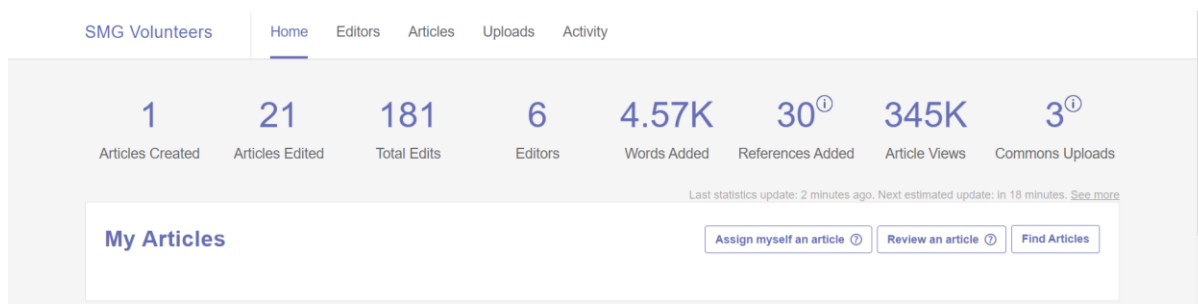
1. Working with a small number of volunteers would mean that if they had issues with editing or working on wiki pages it would be easier to trouble shoot issues directly. A larger number of volunteers would work better in face-to-face meetings because going to the volunteers and working on their issue with them is a much more manageable task in person but harder to do online.
2. Additionally, we only had a specified time slot of two hours per session. Trying to manage a large group of volunteers in a tight time constraint would have been difficult to do in terms of teaching. Teaching a smaller group of volunteers how to edit Wikipedia was much easier, as it allowed space for discussion.
3. Furthermore, because the Wikipedia team and volunteering coordinators had busy schedules it would be easier to manage a smaller group.

This led to the decision to recruit 10 volunteers, 5 from the Science Museum in London and 5 from the National Science and Media Museum in Bradford. At the time, the first phase of the project was not open to all the museum sites due to scheduling conflicts, other volunteering projects going on at different sites, and the volunteering coordinators who were involved with the first phase of project were based in Bradford and London. The coordinators already had familiarity/rapport with the potential volunteers who would be joining the project.

The decision was made to have a two-week recruitment period, to allow future participants time to fill in the application and to also give further time to plan the subject specific sessions.

After the recruitment phase 10 candidates were chosen by the Wikimedian in Residence and the volunteering coordinators.

The volunteering project was a major success. During the first phase of the volunteering project, the volunteers created a spreadsheet of ideas related to the subject specific session. As mentioned prior the volunteering project was supposed to be a collaboration between the volunteers, the volunteering coordinators and the Wikipedia team. With contribution from curators to give expert knowledge and help identify informational gaps SMG could add to articles, images and other parts of Wikipedia and its sister projects. Below are some statistics from the first phase of the volunteering project collected from the Wiki dashboard in December 2021.



Due to the success of the first phase of the project and the enthusiasm of the volunteers a second phase of the project was greenlit. For the second phase of the volunteering project, the decision was made to open the project to all the SMG museum sites and to add 10 more volunteers to the pre-existing volunteers. The recruitment package stayed the same and the subject specific sessions (Climate change, Women in STEM ect...).

However, before this second phase could start, there had to be some reflection on the first phase of the project. Primarily discussing, what went well, what didn't, how things could be improved and what to incorporate into the second phase of the project. This was done through a survey and online Microsoft Teams discussion. Below is the feedback that the volunteers and coordinators had to say about the project overall:

SMG & WIKIPEDIA VOLUNTEER RECORD ENHANCEMENT - LESSONS LEARNED SUMMARY

| KEEP – What went well; What are we proud of; What would we do again | IMPROVE – What did we do that could be done differently |
|--|--|
| <ul style="list-style-type: none"> - Hope created a series of well-considered, practical workshops; the content was very well received. Stuart Prior's more technical contributions were great, for example, on copyright, uploading images. - There are notable examples of work; all Volunteers have contributed so much to the project already. - For the Women in History of STEM workshop, the guest speakers were perfect presenters; passionate and inspiring. - Volunteers felt fulfilled by Wikipedia process and knowing they were contributing to something that makes a real impact. - Whilst the time commitment of the project (2 hours of workshops a week plus independent working) was a considerable ask, having this time commitment and the workshops scheduled close together created momentum and energy for creating articles. | <ul style="list-style-type: none"> - Have an expert or curator attend each of the subject specific sessions, to provide a framework, for example, this is what we know, these are the gaps. This would help with Hope's resource too. The Volunteer Coordinators can support bringing in subject specialists for future workshops. - Have more varied start times to help with Volunteer availability. - Include details on what happens when articles are published, as well as on copyright, image licencing, data info box, Wiki commons in introductory / technical workshops – to set expectations on what happens to articles after publication (for example, articles could be deleted). - Consider time commitment and whether this is blocker to recruitment. |

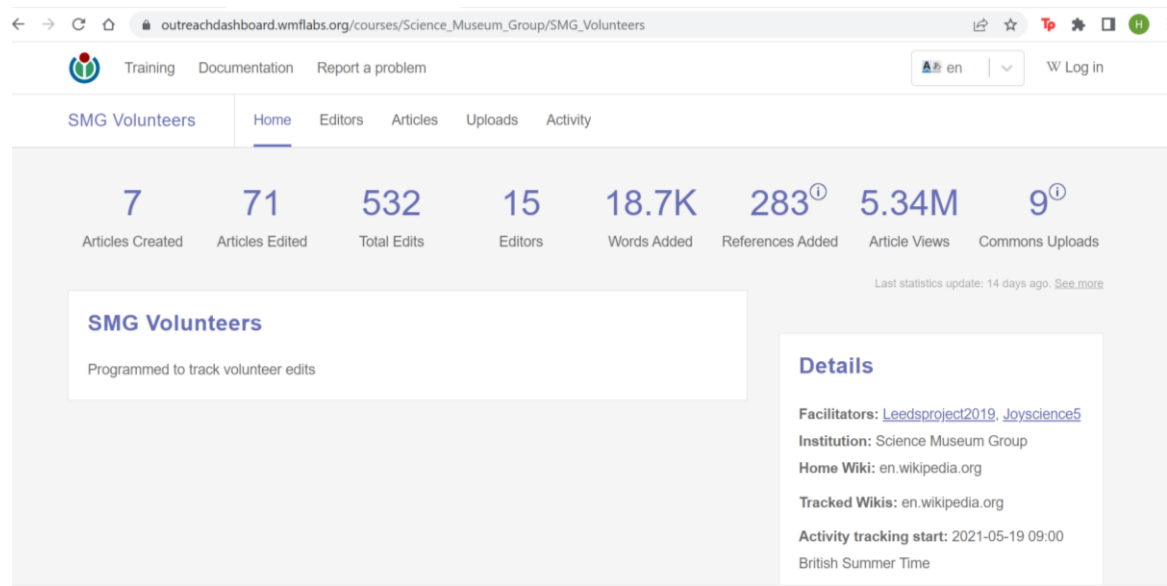
| <ul style="list-style-type: none"> - Having the workshops recorded allowed for Volunteers to have more flexibility if they could not attend in person. | |
|--|--|
| LOSE – What did not go so well; What would we not do again | NEW – What would we like to implement going forward |
| <ul style="list-style-type: none"> - Workshops were set at 2 hours each. Some workshops did take 2 hours; but this time does not need to be filled if content delivery time is in fact shorter. | <ul style="list-style-type: none"> - Hope's involvement is until Feb 2022. This, with content plan for next workshops, needs time to be worked out. - The following Wiki project cycles could be run as 'batches' of subject specific workshops. This would allow a deeper dive into the content. These workshops would be open to new and existing Wiki Volunteers. The subject speciality would change for each batch, the first for example, could be: The Climate. The workshops would be hosted once a week, for four weeks. With each batch occurring every two months. The format would be as follows: <ul style="list-style-type: none"> o Workshop One: 'Fast track', technical workshop led by Hope to bring new Volunteers up to speed on how to edit and write articles. This would be a key moment to introduce project aims / intended outcomes. This workshop would be essential to new Volunteers but an optional 'top up' for existing. o Workshop Two: Subject Specific Workshop Part A. This would be led by SMG curators, with Hope joining for the last 10 minutes to answer technical questions. o Workshop Three: Subject Specific Workshop Part B. This would be led by the same curators as above, with Hope also joining for the last 10 |

| | |
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| | <p>minutes to answer technical questions.</p> <ul style="list-style-type: none"> ○ Workshop Four: A further technical workshop led by Hope. - In addition, there could be 'edit-a-thon' style workshops, where Volunteers work on articles together, during a designated Teams meeting. - Use Dashboard data from this pilot and example work performed by Volunteers in future rounds of recruitment to demonstrate huge impact made. - Include SMG staff as participators – with the Volunteer Coordinators leading on this recruitment. - Consideration should be given to external recruits being less familiar with SMG. Could use object angle rather than subject to help with familiarity for such Volunteers. - Aim to recruit 15 new Volunteers for each batch of workshops, to factor in drop off and open recruitment to all SMG Volunteers. |
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Taking on the feedback from the previous volunteers, subtle changes were made to the second phase. Firstly, a weekly catch-up session was added to the schedule. These sessions were there to answer any questions that might have been missed in the main sessions, which were now one hour, and a half compared to the previous two hours. Additionally, these sessions were optional, so it meant more of a one-to-one discussion for volunteers to ask specific questions related to them.

Secondly as mentioned prior, the subject specific sessions were cut down to one hour and a half. This meant the sessions were much more focused and information heavy. As this time curators led more of the sessions, the curators would give a short presentation relating to the topic then give suggestions to edit on Wikipedia. This structure worked out much better because the volunteers and the curators could directly interact and create the best content for Wikipedia. This also meant that volunteers with other obligations were not spending as much time away from that.

In both parts of the project each subject specific session and the Wikipedia training sessions were recorded so volunteers could go back and relearn anything they missed but could do the project in their own time and pace. They could then come to the catch-up sessions.



UNDERREPRESENTED GROUPS

Focusing on underrepresented histories within the project was an important aspect, not only on Wikipedia but within SMG, as it was identified as an informational gap that SMG had expert knowledge and information to fill and help tackle the bias. The focus on representation of those within society who were often forgotten and their contribution to STEM, science and society not counted; has maintained a subjective view of history. SMG and Wikipedia wanted to tackle this bias, to tell a more accurate and objective side of history.

Work within the Institution- The Science Museum Group's mission is to [inspire futures](#) and central to inspiring the next generation of scientists, inventors and engineers is our work towards a society where many more people feel that science is for them, and everyone has opportunities to access the social and economic benefits science brings. Open for All is our commitment to make the Science Museum Group—and science itself—more accessible and attractive to everyone throughout their lives.

To demonstrate our Open for All commitment; SMG have discussed a wide range of issues and developments related to access, diversity and inclusion from the launch of the [Equity Framework](#) to the opening of [Changing Places](#) facilities at three of museums and their [commitment to inclusive storytelling](#). This worked well with Wikipedia and thinking about the content to be prioritised within the project specifically linked to the volunteering project and work with the Wellcome collection.

- Creating places that are open for everyone
 - We know that that not all audiences feel 'at home' in our museums, particularly those from communities that have been historically excluded.
 - We commit to monitoring and improving the accessibility of our spaces, both onsite and online. This not only means removing physical, intellectual, and sensory barriers but creating spaces which reflect and culturally connect with diverse audiences.
 - We strive to create inclusive spaces which value people's differences and recognise the rich experiences they bring.
- Engaging everyone with science
 - We seek to remove barriers to engagement with our collection and programme, ensuring the content we share and narratives we present are relevant to diverse audiences. This work is informed by our [science capital research](#), which enables us to better understand the reasons some people feel excluded from STEM subjects and feel that science is not for them.
- Building an inclusive culture
 - We aim to build an inclusive culture that values different perspectives and experiences and embeds this into decision making and culture, building a sense of belonging.

Wellcome Collection: As part of the image upload project SMG and the Wellcome Collection decided on releasing around 2,500 images from the Science Museum Medicine Gallery onto wiki commons. These images would show medicinal objects, artefacts, and practices from around the world across different cultures. Within this collection/image upload, there was a particular focus on representing disabilities accurately and how medicine has improved and advanced to accommodate those with disabilities. Hundreds of images highlighting prosthetics, specially designed cars for wheelchair users, lenses, hearing aids etc. were all uploaded onto wiki commons and embedded into several articles. To help with circulation of the content and to reach a wide audience, additionally, SMG reached out to several organisations to let them know that the images were accessible on wiki commons and openly licensed to run some wiki edit-a-thons around them.

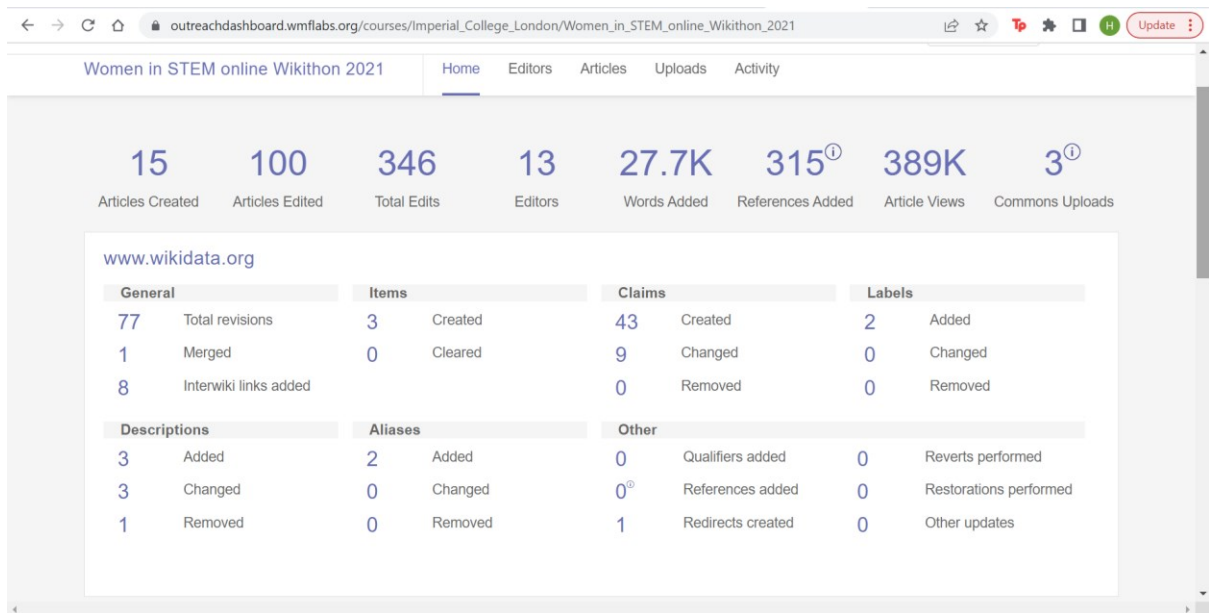
Volunteer Project: Within the volunteering project, there was a specified session focusing on women in STEM. For this session we introduced volunteers to guest speakers Jess Wade a female physicist from Imperial College of London, Sara Thomas a Scottish Wikimedian who discussed the gender bias on Wikipedia and projects happening that tackle this, and Emily Reese from Electrifying Women - a project focused on highlighting the history of female engineers and their contributions throughout history.

In addition to this, when links to the online collection were added onto corresponding wiki articles, the links/information/resources that were chosen and added were very intentional. The links were often about underrepresented groups, sources or information written by women, people of colour or individuals from diverse social economic backgrounds.

Within the volunteering project six articles published focused on women in STEM. For diversity and representation, one article written about Shizuo Ishiguro a Japanese oceanographer and his storm surge computer which could predict incoming tsunami waves to give as some examples.

PHD Students: At the Science and Industry Museum in Manchester, a PHD student was working on a paper discussing women's contribution to industrialisation within the UK who had links to Manchester. This led to the creation of 2 articles on two female engineers who were some of the first females to work for engineering companies as civil engineers. These articles were on Dorothy Smith and Gertrude Lilian Entwistle.

In addition to this, on international women's day 2021 Imperial College of London and SMG hosted a two-hour wiki-thon focusing on women in STEM. Below is the dashboard of statistics from that session.



ACHIEVEMENTS

Throughout the residency, many projects and collaborations happened. Some being a success whilst others not as successful as we had hoped. Starting with the successful aspects of the project, was the digital volunteering project.

Referring back to the statistics from the dashboards, the articles that volunteers worked on, received a combined article views of almost 5 million views. The creation of several new articles and high numbers of volunteers turned up to the session. The volunteers were very highly motivated to work on articles, interact with curators on filling in informational gaps on Wikipedia they found interesting or knew that SMG could easily work on.

Additionally, the Wikipedia volunteering project will continue to happen on a smaller scale after the residency has ended due to the remarkable work and enthusiasm from the volunteers. SMG would like to continue to explore new ways to engage with volunteers, the online collections and to reach a wider (global) audience through Wikipedia as it's proved to be so successful. Outside of SMG some of the volunteers engaged in wikithons and editathons hosted by other organisations. One of the volunteers from the project was had a temporary collaborative input in the creation of articles about female engineers who alumni from Imperial College of London with the engineering department from Imperial College of London.

Another success of the Wikimedian residency was the collaborations with different organisations and taking a much more open approach to sharing information and resources to work well collaboratively. During the residency different organisations worked with SMG and the Wikipedia team to run editathons, provide information and research through the collection's online website. This fitted with the project's aims of facilitating contributions to Wikipedia content, drawing from SMG's collections content, with a focus on underrepresented knowledge (including people and ideas which may have been excluded historically based on gender, ethnicity, sexuality, disability, or socio-economic background).

- **Wellcome Collection-** Wellcome and SMG have had a long-standing relationship. Many of the objects within SMG's collection have been on loan from the Wellcome Collection. This led to the inception of the Medicine Gallery image upload between the two organisations.
- **Imperial College of London-** In March of 2021 as part of international women's day, the engineering department at Imperial College of London ran a wikithon centred around female engineers and with particular focus on female engineers who were alumni from Imperial College of London.

- **Electrifying Women-** The Electrifying Women project is reaching out to colleagues who can help to collectively develop a more inclusive version of its international history of women in twentieth-century engineering and science. Already signed up to the network are the International Network of Women in Engineering and Sciences (INWES), the Canadian Institute for Women in Engineering and Sciences (CIWES), the Archives of the Society of Women Engineers (SWE); the Institution of Engineering & Technology (hosting the archives of the Women's Engineering Society, WES), the Science Museum in London, the Institute of History & Philosophy of Science & Technology at the University of Toronto, as well as eminent historians of women in science and engineering including Professor Ruth Sandwell, Dr Nina Baker and Dr Patricia Fara.
- **British Library** – Every Wednesday the British Library host a Wikipedia lunch time talk. Within these lunch time talks, different speakers within Wikimedia UK come together and discuss exciting and new projects they are doing as part of Wikimedia UK or their Wikimedia residency. SMG were invited to one of the lunch time talks. The session was centred around the Medicine Gallery image upload on to wiki commons and the volunteering project. The talk was co-hosted with Alice White from Wellcome Collection. Due to the Medicine Gallery objects being on loan from the Wellcome Collection, the Medicine Gallery upload was a collaboration project from both organisations. Within the talk each organisation was able to discuss the different perspectives with the image upload, reasons why the Medicine Gallery was chosen and the future for the collection. This was a great tool for public engagement; as it drew a diverse crowd of people to the work SMG, Wellcome and wiki were doing together. The presentation and content discussed were made available to different organisations and people to potentially get other institutions involved and gain a greater audience outreach.
- **Oxford University** – Wikimedian in residence interview with an oxford PHD student, about SMG's experiences of developing and delivering learning content/projects/programmes in a cultural heritage venue over the last couple of years though digital technology. It's exploratory research looking at what has worked, what hasn't and what ways of working the cultural and heritage sector might take forward as a sector after the pandemic. Parts of this interview will be written up in the paper to encourage other institutions to adopt the same methods as SMG and really harness Wikipedia and volunteers' potential when thinking about running remote online training programmes.
- **Wikimedia UK** – In March 2022, which is women's history month and has International Women's Day, the Wikimedia team reached out to SMG to discuss any work/projects being done to tackle gender information

gap/inequality on Wikipedia and within the own organisation. Here is a link to the video: <https://www.youtube.com/watch?v=tG78FIEkXaA>

- **Leeds Museums and Galleries (LMG)**- LMG have a running podcast called Museums'n'That. Each week a different guest from a GLAM organisation (Galleries, Library, Archives and Museum); comes onto the podcast to discuss a topic of their speciality within the culture and heritage sector. SMG's episode focused on the relationship between Wikipedia and museums. In the episode, topics discussed were the difference between museums and Wikipedia, the intersection between Wikipedia and museums and how museums (and GLAM organisations) can utilise Wikipedia for their digital strategies and reaching a global audience. Link: <https://podcasts.apple.com/us/podcast/museums-nthat/id1499083156>

COVID-19

Covid-19 was a massive factor in how the Wikipedia project at SMG was able to run. The project officially began on August 3rd, 2020. During this time of the pandemic, there had been lockdowns within the country, limited travel due to a tier system that ranked how safe/not safe a city was, leading to multiple interferences/hindrances. For example, the volunteering project had to be done primarily remotely on Microsoft Teams because most public places were closed as advised by the government as part of lockdown. Therefore, things like in person meetings, training, and other parts of the volunteering experiences such as meeting with curators, cataloguing, and engaging physically with the collections could not be done.

This was a massive hindrance because troubleshooting issues that volunteers or people had individually in training sessions was more difficult to do, meaning specified time and dedication could not be focused on to one person and their individual problem, it had to be done through emails and written communication which often proved difficult. This led to having one-to-one sessions with the volunteers. Additionally, this took away the feeling of community and belonging and felt quite isolating at times.

However, this led to having more innovative ways of dealing with problems and to engaging with people better, as well as opening new avenues of communications and experiences that can happen within a museum. Furthermore, the volunteering project came about because of COVID-19 and the lack of physical resources that the volunteers were able to have, and SMG wanted to utilise the volunteers as well as still making them feel part of the organisation in uncertain times. Training them on how to use Wikipedia, still made the volunteers feel part of SMG and utilised a group of people who were enthusiastic to engage with the collection digitally and led to great results due to high engagement as mentioned above.

The pandemic didn't only affect the volunteering project and the access to collections objects and stories, it also played a part in the image uploading process as training that would've been better done in person in order to understand the uploading systems and to gain much more information and confidence in the process couldn't be done to full capacity. This was due to having issues with technology at times, meaning online sessions for training couldn't happen. Whereas if the session happened in person, we could have used other computers and facilities.

ANALYSIS

Overall, the outcomes of the residency have been positively influenced by several factors and most of the aims initially set have been met. In addition to this, there has also been a process of continual re-evaluation throughout; in response to certain negative influencing factors. The programme's approach has varied in reaction to these circumstances; in particular, the focus on running editing workshops for SMG staff was shifted to one of outreach and the organisation of public events and events in collaboration with other GLAM organisations. The rationale behind this change in focus stemmed from the recognition of the prohibitive workload already maintained by SMG staff members with the most extensive knowledge of the collection, and their inability to contribute to Wikipedia/Wikimedia Commons on an individual basis due to scheduling and work conflicts. By focusing on volunteering and outreach events and the building of a stronger volunteering community, the goal is now to encourage local organisations, volunteers, and researchers to view the SMG as a supportive organisation, and to likewise foster in staff members the willingness to collaborate and provide support when approached.

The programme demonstrated several highlights and challenges of note, and identified some key opportunities listed below:

Highlights

- The residency had a push factor - forced the SMG to evaluate its real open commitment, which resulted in many collaborations with different organisations
- Staff at WMUK were available for support
- The programme adapted to challenges posed by the environment, and continually assessed and re-assessed the success of different approaches to focus on those that offered the best possible outcome. This primarily related to the image upload process.
- The residency actively ingratiated itself with volunteer-driven projects and other open knowledge organisations.
- The residency successfully delivered most of its aims to facilitate new events, contribute knowledge from SMG's collection to Wikipedia, and reach new audiences through collaboration

Challenges

- Enthusiasm within the organisation was mixed, and enthusiasm within SMG didn't always translate into successes. This was especially true for curators who did not have the time or capacity to fully engage with the project.
- The project was isolated, and despite a rigorous introduction and induction process at the outset, it seemed to remain unclear to many staff members what the role of a Wikimedia in Residence is and what it was attempting to achieve
- It was difficult to incorporate Wikimedia events into existing organisational events; partly this related to a difference in

schedule and partly to a lack of interaction with curators involved in the more notable events/departments.

- As shown by the dashboard, there were differences in contributions to Wikipedia from curators compared to volunteers. Curatorial staff were too busy to engage fully or consistently
- A lack of direct and consistent interaction with curators and support staff (i.e. events staff) made organisation of some events slower or more difficult than initially expected
- A heavy existing workload for SMG staff also resulted in hesitation and lower participation on their part.
- The lack of existing policies required to facilitate the release of digitised material led to significant delays with the image uploading process. There is no one within SMG who oversees copyright of the collection as part of their role. This meant it was laborious and time-consuming to track down the copyright status of individual objects within the collection. Sometimes, it was not clear who within the organisation would hold this information and it is not centrally documented.

Future Recommendations

Improvements for future Wikimedians when it comes to certain aspects.

- Firstly, copyright proved to be a reoccurring issue, not only for the uploading process as mentioned previously but for volunteers wanting to upload images. For future recommendations perhaps having a folder with images that have the correct copyright so they can be easily accessed.
- Secondly, another reason the image uploading process took so much time was due to the decision-making process on images that could be published onto Wikipedia. Perhaps having a batch or spreadsheet of image uploads lined up from the beginning of the project, which were well fleshed out in terms of having the appropriate copyright, well catalogued and up to date. Image descriptions need to be suitable to go online and contain a large amount of meta data to go onto wiki data and commons. This would have made images easier to categorise, add wiki interlinking and find commonality/themes to explore for the museum.
- Another recommendation would be to track analytics on audience engagement from the beginning of the project. Once we had finished the project, particularly the volunteering aspect as it had the highest content engagement, the organisation was interested in learning about which audiences were most active and constantly engaging with the content produced within the project. If this information had been present from the beginning of the project, then adjustments could have been made on specific content to maximise audience engagement and outreach.

- The target was 50% of curators attending an edit-a-thon (from the original project initiation paper). There were no other targets set – so how do we know what full engagement would have looked like? Deeper engagement from a smaller group would have been easier to quantify and evaluate
- Curators may have not been able to place Wikipedia work in terms of the hierarchy of other things going on. There was a perceived 'conflict' between collections information and engagement work (cataloguing, blogging, writing online articles) and editing Wikipedia. The former takes precedence but are there ways to ensure that when research is happening anyway, Wikimedia is ONE of the places this research flows into 'as standard'? Perhaps if the assumption that curators' role was not to edit but to unlock information/inspire areas for further research, then the volunteer model might become standard. Full engagement would look different – it would not be about articles edited, but willingness to give talks and time to guide others