



WIKIMEDIA AND LIBRARY & UNIVERSITY COLLECTIONS

Preparing for the future of online collections

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EXECUTIVE SUMMARY

The Library and University Collections (L&UC) at the University of Edinburgh has ambitious commitments to improving and developing itself and its staff over the next five years. These commitments, whether to continuing to be a valuable public education tool or ensuring L&UC remains a world leading research resource require L&UC to stay ahead of the curve on the latest developments in the library and information services sector. One of the main challenges currently facing the sector is the growth and disruptive influence of the internet and digital resources. Wikimedia has spearheaded the growth of these digital resources and has become a global information powerhouse, rivalling the influence of national libraries and universities.

In this new reality of online resources, increased collaboration and open data, Wikimedia is becoming increasingly important to Galleries, Libraries, Archives and Museums (GLAMs) around the world as a method to increase reach, improve the quality of collection items and develop digital skills amongst staff.

Currently L&UC has multiple issues with its online presence. Collections and collection items are difficult to find or discover, while item pages themselves often lack substantial descriptions or comprehensive licensing information. This is all negatively impacting the reach of L&UC and preventing more people from finding and learning about collections. Into the future linked open data is becoming an increasingly important tool for researchers and general audiences, with L&UC having significant commitments to improving the availability of open data across the collections.

One of the most effective ways L&UC can begin to address many of these challenges is through increased engagement with Wikimedia. Wikimedia presents the opportunity to simultaneously improve the reach and quality of collection items, exposing more people than ever before to university collections while making them far more accessible than they currently are. An organised upload of content to Wikimedia also allows L&UC to include its data in the one of the world's largest linked open databases: Wikidata.

To achieve this, it will be necessary to design a clear and structured Wikimedia Strategy across L&UC, with specific targets and staff assigned to monitoring progress towards these aims. On top of this there will need to be a commitment to training and engaging staff with Wikimedia, helping to establish long-term interests and commitments to Wikimedia.

This strategy should begin by creating a plan for uploading large amounts of collection content to Wikimedia, addressing issues with licensing and the practicalities of a large upload. The strategy should then move to integrating Wikimedia activities into workflows and how L&UC can continue to see the benefits from Wikimedia in the long-term.

1. INTRODUCTION

The purpose of this report and an introduction to Wikimedia at the University of Edinburgh

Wikimedia projects are amongst the largest, most read and most influential information repositories in the world. The most well know Wikimedia project is Wikipedia, an online encyclopaedia that anyone can edit. Wikipedia is the thirteenth most visited website in the world, with more monthly traffic than Twitter, Netflix or Amazon. (1)

Wikimedia has grown and reached such heights of influence thanks to its collaborative nature, utilising the knowledge, skills, and experience of volunteer contributors from around the world for the past two decades to become one of the world's most popular digital resources. (2) GLAMs have increasingly become amongst those contributors, using their unique access to staff expertise and extensive



UNIVERSITY OF EDINBURGH RARE BOOKS COLLECTION

collections to improve the accuracy of Wikimedia content. In turn, GLAMs have benefitted from being able to showcase their collections to a new, larger digital audience.

The importance of Wikimedia runs deeper than just increasing the visibility of collections; Wikimedia is at the forefront of many major long-term trends and changes in the heritage sector. Wikimedia and, particularly it's growing Wikidata platform, is leading the transition to linked open data and is a key tool in increasing community engagement with heritage collections and combatting longstanding biases and structural injustices within GLAMs.

The University of Edinburgh is amongst the most prestigious and successful research universities in the world, while the University of Edinburgh Library holds one of the most important library collections in the United Kingdom, with many items of incredible international historical significance. (3) Edinburgh is home to some of the world's most capable and skilled academic and library staff, with extensive resources available and commitments to maintaining this standard.

L&UC stands in an excellent position to take a leading global role in the use of Wikimedia in GLAMs. Over the last four years the University has run a successful Wikimedian in Residence program, which has resulted in Wikimedia being used in a variety of exciting ways. (4) Wikimedia has been given strong foundations across the University and it is now time to look toward the future and realise the amazing potential of an expanded approach to Wikimedia. It is important that L&UC does not allow it's work with Wikimedia to stagnate and adopts a thoughtful and strategic approach to its Wikimedia work.

This report details why and how L&UC should continue and expand its work with Wikimedia projects. The report begins by explaining what Wikimedia is and what a Wiki/GLAM partnership can be, then explores why L&UC should expand its Wikimedia activities and then finally discusses how L&UC should approach implementing an improved Wikimedia strategy.

This report is the product of a large body of research, consisting of surveys of L&UC collections, meetings with staff from some of the world's most influential GLAMs and universities (including the British Library, University of Washington, and the National Library of Wales) and discussions internally with staff from across L&UC. The conclusions and recommendations of this report outline the steps necessary for L&UC to have the most successful possible future relationship with Wikimedia, detailing how increased and more considered collaboration with Wikimedia can help to accomplish various institutional goals and commitments.

1.1 WHAT IS WIKIMEDIA?

Wikimedia, or the Wikimedia movement, describes the global community surrounding the projects run by the Wikimedia Foundation, a non-profit charitable body which hosts and supports a range of open knowledge websites. Wikimedia encompasses over a dozen different projects each of which focuses on building collaborative platforms for openly sharing different types of knowledge. (5) These projects all use a 'wiki' format, websites which feature user generated content 'pages' which are then linked together by users to create a cohesive information repository suited to the needs of users.

" A wiki (/ˈwɪki/) is a hypertext publication collaboratively edited and managed by its own audience directly using a web browser. "

"Wiki." Wikipedia, Wikimedia Foundation, en.wikipedia.org/wiki/Wiki

This report will focus on four Wikimedia projects: Wikipedia, Wikimedia Commons, Wikisource and Wikidata. They are among the most popular Wikimedia projects and are also the projects with the most potential to benefit to L&UC.

Wikipedia

Wikipedia is the largest and best-known Wikimedia project. It is the most read reference resource in history and has been amongst the most visited websites in the world for the past decade. (6) Beginning in 2001, Wikipedia is the starting point for the entire Wikimedia movement, with its community ultimately creating all other Wikimedia projects and the Wikimedia Foundation itself. (7)

Wikipedia is a free online multilingual encyclopaedia which is edited and supported by a global community of volunteers who write and edit articles as well as maintaining the organisation of the website.

There are 323 different language versions of Wikipedia, each of which are completely independent featuring different articles and topics. (8) The largest of these versions is English Wikipedia, which has over 6,000,000 articles and more than 42,000,000 registered users. (9) Despite this large user base there are only around 290,000 'active' users (users who have made at least one edit in the past thirty days), with these users ultimately responsible for the majority of edits on Wikipedia. (10) This small group of editors is largely white, male and from the northern hemisphere, which has led to biases in the content of Wikipedia. (11)

While Wikipedia encountered issues with accuracy and reliability in its early years, the site has since become one of the most respected sources of information online, with multiple studies confirming that Wikipedia is as or more reliable than many traditional textbooks or encyclopaedias. (12)

Wikipedia is also used by a variety of other services, such as Google knowledge graph infoboxes, to gather information about subjects and is often amongst the top search engine results for most items. (13) In this Wikipedia has become a central part of the global information diet; GLAMs must accept this reality of the

HomePage

Home Page | Recent Changes | Preferences | Receive an article a day!

Welcome to **Wikipedia**, a collaborative project to produce a complete encyclopedia from scratch. We started in January 2001 and already have over **19,000 articles**. We want to make over 100,000, so let's get to work—anyone can edit any article—copyedit, expand an article, write a little, write a lot. See the [Wikipedia:FAQ](#) for information on how to edit pages and other questions.

The content of Wikipedia is covered by the [GNU Free Documentation License](#), which means that it is free and will remain so forever. See [open content](#) and [free content](#) for background.

Current Events and Breaking News
Encyclopedia articles about topics behind the news.
[2001 U.S. Attack on Afghanistan](#) · [More current events](#)

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Other Category Schemes
[About Wikipedia category schemes](#) · [Complete list of encyclopedia topics](#) · [Library of Congress catalog scheme](#) · [Dewey Decimal System](#) · [Wikipedia arranged by topic](#) · [Historical timeline](#) · [Historical anniversaries](#) · [Reference tables](#) · [Biographical Listings](#) · [Current events](#)

Wikipedias in other languages
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Wikipedia
[About the project](#) · [Announcements](#) · [How to edit a page](#) · [FAQ](#) · [Policy](#) · [Feature requests](#) · [Bug reports](#) · [Mailing list](#) · [Wikipedia and Wikipedia](#) · [Wikipedians](#) · [Wikipedia:Chat](#)
[Article pointers](#): [Article news](#) · [New topics](#) · [Brilliant pose](#) · [\[Receive articles daily by e-mail\]](#) · [\[Go to a random page\]](#) · [\[Index of all pages\]](#)
[Content requests](#): [Requested articles](#) - [Help desk](#)
[Useful resources for us](#): [Wikipedia utilities](#) - [\[Tarballs of Wikipedia data\]](#) - [Public domain resources](#) - [Commentary](#), which is being transferred to [\[meta.wikipedia.com\]](#) - [Sandbox](#)
[Selected press coverage](#): [\[The New York Times -- December 9, 2001\]](#) / [\[The New York Times -- September 20, 2001\]](#) - [MIT's \[Technology Review\] \(and is letter\)](#)
[Links](#): [Friends of Wikipedia](#)

Today is Thursday, December 20, 2001, servertime (U.S. Pacific Time)

WIKIPEDIA IN 2001

digital world and engage with Wikipedia to ensure they are best serving their aims of sharing information with the public.

Wikimedia Commons

Wikimedia Commons is the openly licensed media repository run by Wikimedia. It features over 70 million free to use files which are used across other Wikimedia projects, for example providing the images used on Wikipedia. (14)

Wikimedia Commons is an important project for GLAMs to interact with as the site is amongst the web's most visited image repositories, with over 70,000,000 uploaded files. (14) Images on Wikimedia Commons gain consistently higher viewership than images or files hosted on L&UC websites (see Appendix).

Items uploaded to Wikimedia Commons feature clear descriptions of their licenses and copyright statuses as well as available metadata and links to the image source, for example the collections website where an image was originally hosted.

Wikisource

Wikisource is an online digital library which hosts openly licensed and out of copyright texts. Texts can be uploaded as transcriptions or digitised images of physical copies; these are then transcribed by the Wikisource community into machine readable and searchable texts. (15)

Digitised images can be run through an open-source optical character recognition software (OCR) and then checked by human volunteers to ensure an accurate transcription is produced from the images. (16) OCR readings need to be checked by two different people, ensuring the transcription is as accurate as possible. These texts are then 'transcluded', where they are formatted for easy reading and linked to author pages which collate all the texts available on Wikisource by a particular author. (17)



WIKISOURCE TRANSCRIPTION PAGE

Wikisource has a small but active community of around 2,000 editors, who have created over 4,000,000 articles. (18)

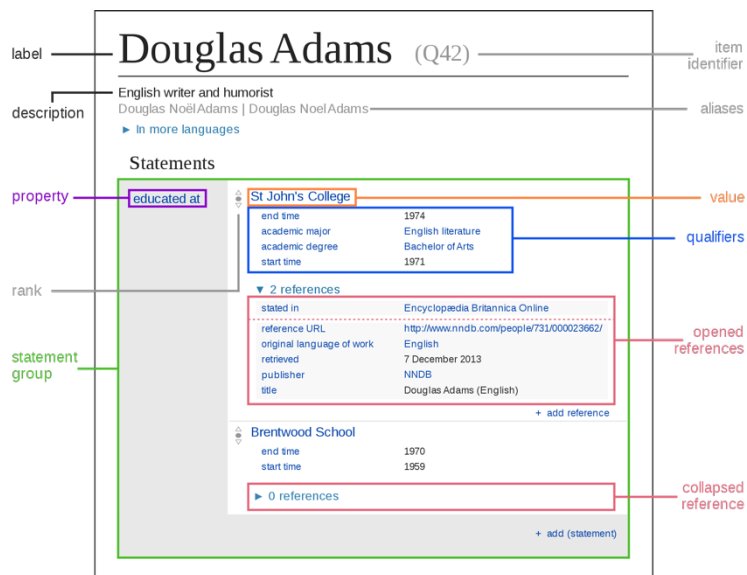
Wikidata

Wikidata is a collaborative open data knowledge graph, which hosts referenced data 'items' about any kind of topic, concept or object. (19)

Wikidata gives a unique 'Q' number to every 'item' which is then described using a series of property (P) statements. This creates a numerical, language independent linked database of referenced items. (19)

Wikidata is used by a variety of projects to source information, including Wikipedia. Wikidata has over 94,000,000 items and over 23,000 active users. (20)

Wikidata can be queried using the SPARQL language, which allows for visualisations of data to be easily created by Wikidata users. (21)



EXAMPLE WIKIDATA ENTRY

1.2 WHAT IS A WIKI/GLAM PARTNERSHIP?

As Wikimedia has become more central to the digital data ecosystem, GLAMs around the world have begun to engage more directly with Wikimedia. These partnerships can take many forms, some, such as Wikimedian in Residence programs, have been funded directly by the Wikimedia Foundation while other partnerships have been independent and more informal with institutions planning their own activities with Wikimedia. (22) These partnerships can be done as one-off projects or initiatives, or in a more structured permanent way, for example by hiring a Wikimedian in Residence.

GLAM / Wiki partnerships can be separated into two main categories, defined by the WIKI/GLAM project as: 'Sharing Digital Collections' and 'Sharing Knowledge'. While separate, these two categories interact symbiotically. 'Sharing Knowledge' often includes the teaching of key information and skills to staff inside of GLAMs while 'Sharing Digital Collections' often focuses on using Wikimedia as a tool to increase exposure or accessibility of a pre-existing digital collection. (22)

1.3 WIKIMEDIA AT THE UNIVERSITY OF EDINBURGH LIBRARY SO FAR

The University of Edinburgh already has a strong track record in active Wikimedia work. Since 2016 Edinburgh has had a Wikimedian in Residence, Ewan McAndrew, who has made training and advice on contributing to Wikimedia projects available to all staff and students. The residency has promoted the use of Wikimedia throughout the University, with Wikimedia coming to be used in teaching and L&UC activities. (4)

Wikipedia has been used in university courses which range from studies of global Christianity to reproductive sciences. Students are asked to create a Wikipedia article about a subject not currently represented on the site, using their expertise and privileged access to resources to help improve Wikipedia. This has been highly successful in helping to teach students about public communication and improving digital skills. (23)

Wikimedia has also been slowly developing a presence across L&UC, with a recently founded and active 'Community of Interest' which has hosted introductory events and training sessions for staff, with the intention of growing and inviting guest speakers.

Wikimedia has already been introduced in some collections-based projects, for example in the thesis digitisation project which began in 2016. The project digitised the vast thesis collection held by L&UC and staff were encouraged to check if authors had Wikipedia pages after their thesis had been digitised, with the intention of including a link to the digitised copy if suitable. (24)

These activities show that there is a genuine interest in Wikimedia across the Library and a willingness amongst staff and students to engage in projects. This is a strong basis from which to establish a more thoughtful and ambitious approach to Wikimedia.



WHY WIKIMEDIA?

The benefits of continuing and expanding the University of Edinburgh's partnership with Wikimedia

2. WHY WIKIMEDIA?

The benefits of continuing and expanding the University of Edinburgh's partnership with Wikimedia

Wikimedia has incredible potential to help L&UC reach key institutional goals. L&UC has commitments to continually improve itself as both as an organisation and as a service, fostering the best possible environment for both its staff and users to develop personally and intellectually. Wikimedia can be used to help achieve all of these aims and is quickly becoming an inescapable part of library and heritage work around the world.

Some of the most prominent benefits of engaging with Wikimedia stem from its popularity. In this, Wikimedia is a powerful opportunity for L&UC to engage with more people and in a more complete way than ever before. L&UC can use the large audience of Wikimedia projects to help **increase the viewership and reach of collections, while** its large userbase, infrastructure and amount of pre-existing content can be used to help **improve the quality of online representation of collection items**. This large audience also presents a challenge of social and civic responsibility for L&UC. Wikimedia is one of the central tools people now use to learn about the world around them and as an educational institution, it is ultimately L&UC's responsibility to **improve the quality of information available to the public** by using its substantial resources and expertise to meaningfully contribute to Wikimedia projects. This improvement can take many forms, from helping to diversify the content available on Wikimedia platforms to simply improving the accuracy of articles or introducing new materials and data to Wikimedia projects to make them more comprehensive.

Increased Wikimedia activities within L&UC will have the subsequent effect of helping to **increase digital skills and literacy in and around the University**. In this way Wikimedia use and training can play a role in professional development, while L&UC can also help to promote and further the use of Wikimedia in teaching environments and **help teach students vital data and online communication skills**.

It is also important to consider the role linked open data and services such as Wikidata will and are playing in the future of library work and its relationship to academia. Large, linked data services are becoming increasingly useful to researchers and students, facilitating new networks of discovery and understanding. Wikidata is amongst the largest of these services, and a concerted effort to **contribute to such a project is essential for L&UC if it wishes to remain ahead of the curve on the latest developments in library services**.

It is ultimately important to consider throughout this that a Wikimedia partnership is a symbiotic relationship and one that produces mutual benefit from a process of both giving and taking. This requires careful consideration of the way that L&UC can interact with Wikimedia without appearing to disrespect the Wikimedia communities that built these projects while simultaneously not losing sight of L&UC institutional aims. This means serious thought is required regarding issues related to conflict of interest and community engagement. Overcoming these issues and getting the most out of Wikimedia will require L&UC to create a cohesive and considered strategy for Wikimedia work. Taking such a strategic approach to Wikimedia would see L&UC **become a world leading institution in terms of Wikimedia engagement.**

This section explores the details of these benefits, using examples and case studies to display just how deeply and effectively increased usage and collaboration with Wikimedia projects can help L&UC.

2.1 IMPROVING COLLECTIONS

Increased use of Wikimedia projects in collection cataloguing and presentation can help both improve the quality of collection materials and increase the audience for collections.

Using Wikimedia in collections can be done in many ways and to different extents, however primarily the aim is to share as much collection material openly on Wikimedia platforms as possible. By uploading content to Wikimedia platforms, L&UC will be able to take advantage of one of the largest and most well-structured learning platforms in the world, with content able to be seamlessly and intuitively linked together and hosted on some of the most visited websites in the world. These benefits come on the condition that L&UC make a concerted effort to engage with collections and content once they have been uploaded, supporting the wider Wikimedia community.

CREATING BETTER QUALITY COLLECTION ITEMS

L&UC collections are currently displayed and hosted through several websites and services. Most catalogued L&UC collections, including paid for subscription databases, can be accessed by DiscoverED and its links to other databases. (25) L&UC collections are directly viewable via the *collections.ed* website, archival content from the Centre for Research Collections is accessible via the *ArchivesSpace* website, while the University's small collection of out of copyright texts can be found on the OpenBooks website. These websites link to the LUNA viewing platform where digitised images are hosted.

This system for hosting online content has some clear benefits. LUNA, for example, offers high quality versions of images which can be magnified and explored in great levels of detail; it also uses specific shelf marks to locate images and items from the collection.

However, it is undeniable that the current hosting setup is not user friendly and has issues with discoverability and accessibility for general users. Hosting files on multiple unlinked platforms hinders the ability for users to find content without looking explicitly for it. Similarly, *collections.ed* pages only offer collection level descriptions, which can make learning about specific collection items challenging. *ArchivesSpace* is similarly designed with the needs of specific requests in mind, with a difficult to navigate interface, complicated search feature and limited descriptions of the actual content of collections.

Featuring collections on Wikimedia projects alongside L&UC hosted services can help to address the problems with the current state of collection presentation. Wikimedia can serve as an excellent complement to pre-existing online library platforms.

Wikimedia projects are already familiar to many internet users, this allows them to be much more quickly and comfortably navigated, with users able to focus on the content they are reading or looking at rather than trying to understand the website they are being hosted on. The interlinking of different articles on websites such as Wikipedia and Wikisource also allow for much greater immediate understanding of a collection items, with explanations of unfamiliar terms, individuals, or concepts often only one link away.

Collection items featured on Wikimedia Commons can then be linked back to the L&UC collections website, where the highest quality viewing tools, through services such as LUNA, are available.

By combining Wikimedia with the current collection web services L&UC can easily and effectively address the problems that currently

EXAMPLE: LEEDS UNIVERSITY LIBRARY

In 2017 Leeds University Library hired a student intern to create Wikipedia articles for the Library's Special collections. Before this the collections had very limited representation on Wikimedia and were only available via the collections website.

The Wikipedia article for the Cookery Collection is now rated as B – Class and receives over 800 annual views. While the university has since gone on to create articles for other special collections.

Leeds University have also introduced the creation of Wikidata identifiers into cataloguing workflows.

Leeds University Library shows how throughout the GLAM sector institutions are beginning to recognise and adapt to the central role Wikimedia, and Wikipedia in particular plays in how people access information. (62)

exist with collection items. Items will be more discoverable and easier to understand for general users.

This potential to improve the quality of individual collection items can be seen best through the example of the item: John Derricke's 'The Image of Irelande'.

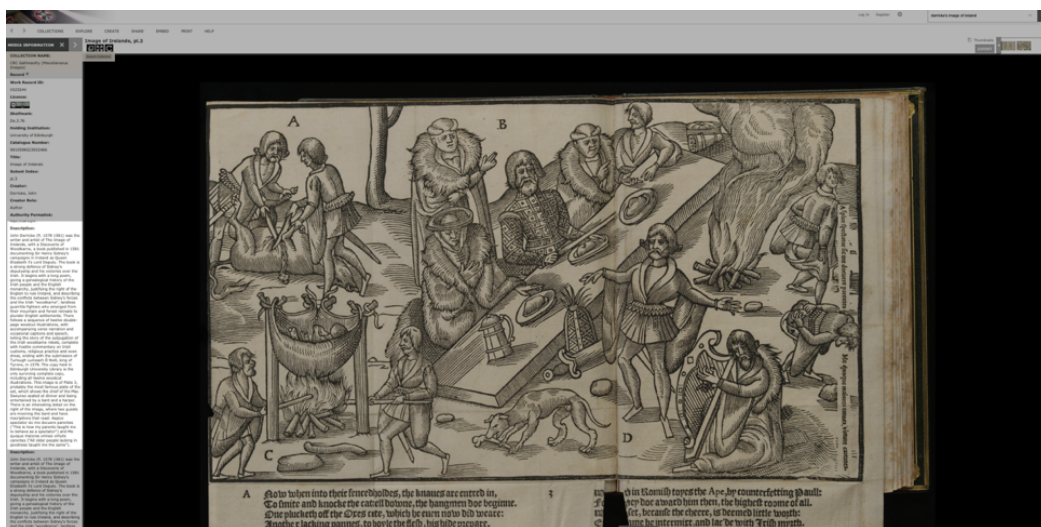
EXAMPLE: JOHN DERRICKE'S THE IMAGE OF IRELANDE

While only limited items from L&UC are currently available on Wikimedia projects those that have been uploaded highlight the strengths and benefits of making content available on Wikimedia platforms.

The most complete Wikimedia upload is of the University of Edinburgh's digitisation of John Derricke's 1581 book: *The Image of Irelande, with a Discoverie of Woodkarne*. The text is an account of conflicts between the English and Irish in the 1570s and is most famous for its series of twelve woodcuts which depict life in sixteenth century Ireland. The text has been determined as one of Edinburgh's most 'iconic' collection items, being of exceptional historical, artistic, and academic significance. (3)

UNIVERSITY OF EDINBURGH COLLECTION WEBSITES

The Image of Irelande has been fully digitised and uploaded to LUNA. The LUNA uploads feature a description of the item and a high-quality image viewing tool; however, the descriptions vary in detail across different pages of the text and navigating the entire text all at once is difficult. (26)
















[The Image of Irelande LUNA page with description highlighted](#)

The text previously had a dedicated page on the collection website; however, this has not been updated since its creation in 2002, features an outdated design and has poor links to other items in either L&UC or external collections. (27)

[← Back](#)

**The Image of Ireland, by John Derrick
(London, 1581) - Plates**

<p>The Image of Ireland (Ds.3.76) The Edinburgh University Library copy of "The Image of Ireland, with a discourie of VWoodkerne" was gifted by the poet William Drummond of Hawthornden, one of the early graduates of the Tounis College to his <i>alma mater</i>. The woodkerne, or woodkerne, were a semi-nomadic people, perceived as living by plunder and bloodshed like the Border Reivers in the Debatable Land between Scotland and England at the same period. The EUL copy is unique in having a complete set of the woodcut plates, which provide important illustrations of Irish costume and custom and of English military gear of the late 16th century. Like a strip cartoon, the plates tell the story of the subjugation of the Irish rebels by Sir Henry Sidney, Lord-Deputy of Ireland under Queen Elizabeth of England (and father of the poet Sir Philip Sidney whose "Arcadia" was greatly admired by William Drummond). It was reprinted in facsimile and edited by John Small, Librarian of the University, in 1883.</p>				 The Image of Ireland: title page showing the inscription of donation
 A soldier holding a battle-axe hands a spear to an Irish chieftain in full dress, with a page holding the chieftain's horse	 An armed company of the kerne, carrying halberds and pikes and led by a piper, attack and burn a farmhouse and drive off the horses and cattle	 The most famous plate of the set shows the chief of the Mac Sweynes seated at dinner and being entertained by a bard and a harper	 The Irish chieftain receives the priest's blessing before departing to fight the English, who are shown in full armour	 The English soldiers return in triumph, carrying severed Irish heads and leading a captive by a halter
 Sir Henry Sidney, Lord-Deputy, accompanied by an armed force, sets out from Dublin Castle for a progress through Ireland	 The English army is drawn up for battle, while Sidney himself parleys with a defiant messenger from the Irish	 Sidney and the English army on the march with standards and trumpets	 The English army puts the Irish army to flight. The piper is cut down with his pipes beside him	 Sir Henry Sidney returns in triumph to Dublin Castle and is received by the Lord Mayor and Aldermen
 Rorie Oge, a wild kerne and a defeated rebel, in the forest with wolves for company	 Turlough Lynagh O'Neale and the other kerne kneel to Sidney in submission. In the background Sidney seems to be embracing O'Neale as a noble friend			

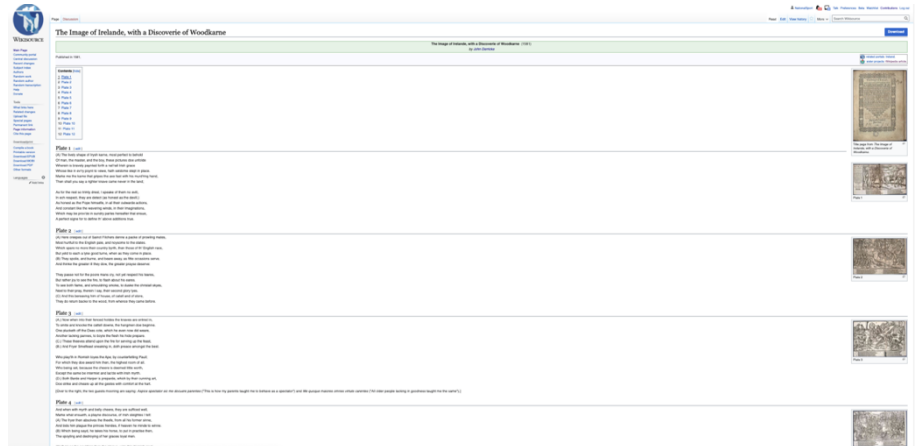
[The Image of Ireland Collections Page](#)

WIKIMEDIA REPRESENTATION

Images from Ireland has been uploaded to all four main Wikimedia projects: Wikipedia, Wikimedia Commons, Wikisource and Wikidata. Across these four platforms the text is both presented more effectively and, in more detail, than on L&UC collection websites.

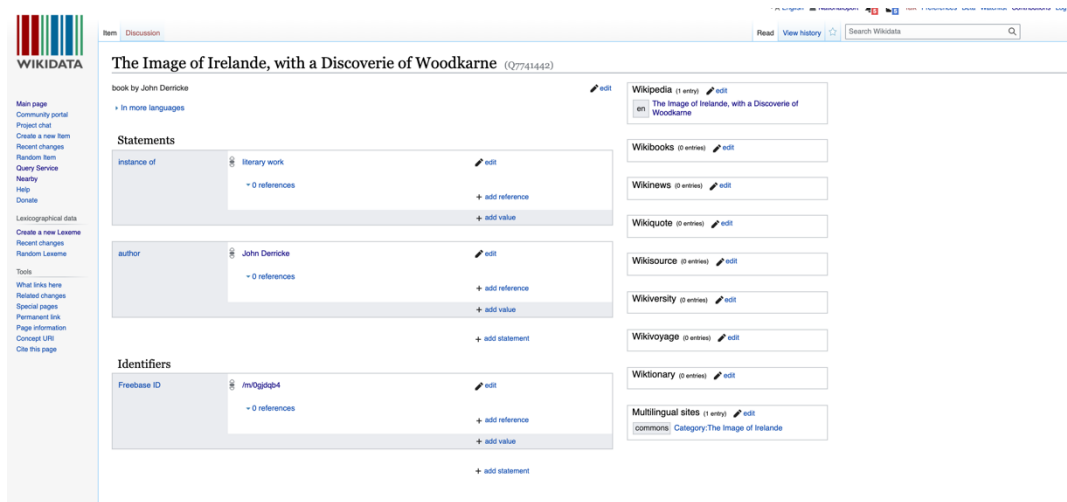
The Wikipedia page for the item features a similar level of detail to the old collection website entry for the text. (28) However, the page has been updated as recently as March 2021, while the L&UC hosted website had not been changed since 2002. (29) The Wikipedia page also benefits from extensive links and references which make the page far more user friendly than the Edinburgh collection website. Visitors to the Wikipedia page have immediate links which can offer further information about the author, publisher and subjects of the text. The page is also linked to by other pages across Wikipedia, such as the articles for 'Ireland', the '16th Century' and 'Gaelic Ireland'. (30) These links allow the page to be discovered by users reading about other topics, eventually directing them to the University of Edinburgh Collection pages.

The Image of Ireland has been used to illustrate multiple English Wikipedia articles and features on German, Basque, Italian, Russian, Gaelic, Telugu and Vietnamese language version Wikipedias. (32) This has allowed items from the collection to be available in multiple languages and to entirely new communities that the current collection website is inaccessible to.



[The Image of Ireland Wikisource](#)

Having images available on Wikimedia Commons has also meant that the entire text can be uploaded to and transcribed on Wikisource. The Wikisource edition of *The Image of Ireland* is fully transcribed and transcluded, with scans of the woodcuts included directly next to the text. (33) The transcribed text is also completely searchable by users and search engines, is significantly easier to read than the digitisations of the original text and is linked to an informative author page and the relevant Wikipedia article about the text.



[The Image of Ireland Wikidata Entry](#)

Finally, *The Image of Ireland* also has a unique Wikidata identifier (Q7741442). (34) The Wikidata item does not have high levels of detail, having only two statements. Although there is limited detail, the presence of a Wikidata identifier means that there is scope in the future for the item to appear in more general search queries using the SPARQL language.

Overall, the Wikimedia presence of *The Image of Irelande* is commendable, with the Wikimedia version of the collection items having multiple considerable advantages over viewing on any of the L&UC websites. This however is the only item from the iconic collection to have such a comprehensive Wikimedia presence. For more collection items to have this level of high-quality representation, L&UC will need to take a more active role in updating and contributing to Wikimedia.

INCREASING COLLECTION AUDIENCES

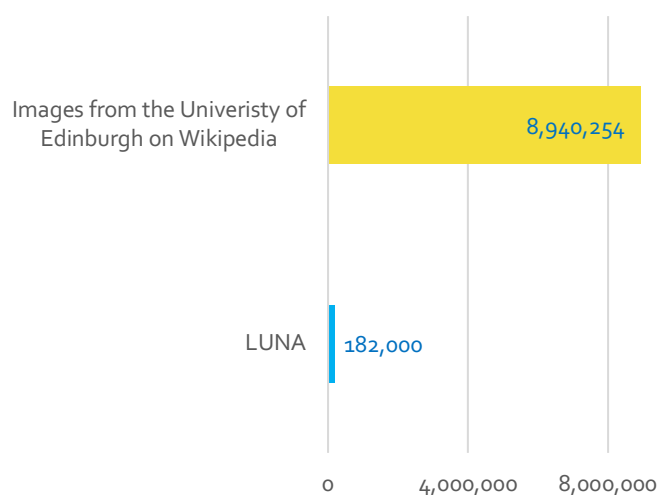
One of the most pronounced ways in which a more comprehensive Wikimedia presence can benefit L&UC is by increasing the audience and reach of collections.

It is currently difficult to determine the exact viewership of L&UC hosted collection items, however estimates can be made using Google Analytics. These can then be compared to the page views of Wikipedia articles that include media files from the Wikimedia Commons category [‘Images from the University of Edinburgh’](#). It should be noted that the quality of a ‘view’ of an image on Wikipedia is not the same as a ‘view’ of a collection item on LUNA. Someone viewing a collection item on LUNA is looking explicitly at that image, whereas images on Wikipedia are used to illustrate an article which could be about the item or a different topic entirely.

Despite this, it is impossible to ignore the scale of difference in viewership between LUNA and Wikipedia. In the past year (July 2020-2021) LUNA recorded 182,000 visits, while the University of Edinburgh image category recorded 8,940,254 views of pages containing L&UC images. (35)

This disparity is made even more stark when considering that the ‘Images from the University of Edinburgh’ category on Wikipedia only features 83 files. (36) This is compared to the approximately 50,000 items available on LUNA, meaning each item uploaded to Wikipedia receives roughly 108,000 views annually

Page Views July 2020 - July 2021



while each image on LUNA receives roughly 4 views annually. The images included in the 'Images from the University of Edinburgh' category are also not all among the most famous or popular items held by L&UC with only 9% of the 'Iconic' items from the collection featured on Wikipedia. If many of these items were uploaded to Wikimedia Commons, it would be likely these figures for viewership would be significantly higher.

Simply put, content uploaded to Wikimedia gains more views and a larger audience than any individual GLAM institution can achieve through its own websites. Even the world's largest museums, such as The Metropolitan Museum of Art in New York (colloquially 'The Met') are unable to keep up with the immense viewership Wikimedia receives. In 2017 The Met released 375,000 images with public domain CCo licenses. Supported by the The Met's own Wikimedian in Residence, these images were then uploaded to Wikimedia Commons. (37) The project had aimed to increase exposure of and the audience of The Met's collections – in this sense the project was highly successful, with images from The Met's collections featured on Wikipedia reaching audiences up to three orders of magnitude larger than those hosted on the museum's own website. (37)

Content uploaded to Wikimedia is more likely to be discovered by users unfamiliar with specific collections items. For example, among the most popular images uploaded from L&UC collections is an image of Iceland from the *Gerardi Mercatoris Atlas*, which has since been used to illustrate the 'Iceland' Wikipedia article. (38) Readers who navigate to the very popular article about Iceland will see the image from L&UC and could potentially click through to its Wikimedia Commons page and find the subsequent link to L&UC's own collections hosting services.

This natural discoverability and audience growth is only possible thanks to how well established and familiar online readers are with Wikimedia projects. Featuring content on these platforms can accomplish an increase in reach that no collection specific website could.

2.2 INCREASING COMMUNITY ENGAGEMENT

The collaborative nature of Wikimedia projects will also help to foster a greater and more meaningful level of community engagement surrounding L&UC. This engagement can take the form of involving more staff from around L&UC and the wider University with collections, encouraging students to take a more active role in the work of L&UC, and better serving the external Edinburgh community. In this L&UC will be helping to meet its social and civic responsibility to provide accessible and high-quality information to the public.

Wikimedia presents a fantastic opportunity to bring together staff, researchers, students and the public in shared projects and initiatives. Institutions around the globe have already begun to unlock the collaborative potential of Wikimedia.

The ethos of increasing community involvement in GLAM activities is helping to address some of the most pressing concerns in the sector. The British Library is using a crowdsourced Wikisource project to help transcribe its large collection of Bengali texts. This type of project is in part about improving the accessibility of items which have previously been marginalised within traditional collections. (39)

Challenging the biases and inequalities that exist within collections and libraries is something which already aligns well with the Wikimedia community, Events such as 'Women in Red' meet-ups (which have already been run at the University of Edinburgh), focus on producing articles and other Wiki content to combat the underrepresentation of women across Wikimedia platforms. (40) Similar events can be run focusing on other biases in heritage collections, such as decolonising collections.

Wikimedia can also help to engage staff from across the larger institution in the same common projects, for example at the National Library of Scotland where transcribing chapter books was made a 'microtask' for staff across the Library to complete during the work day. For example, front of house desk staff could complete small transcriptions during quiet periods of the day. (41)

Wikimedia also lends itself to events run across L&UC and the wider University, which can help promote more general engagement with L&UC. 'Edit-a-thons', (events where groups of people come together to contribute to a Wikimedia project) or other Wiki based events, can help bring together individuals from across L&UC departments and teach valuable digital skills. (42)

Auckland Museum serves as an excellent example of how increasing the audience of collections and community engagement can go hand-in-hand.

EXAMPLE: SLUB DRESDEN

At the Saxon State and University Library (SLUB) Dresden there has been a successful and pronounced focus on spreading Wikimedia throughout the library community.

The library has created a permanent Wikisource desk which is staffed by a local Wikisource user. This has greatly increased the awareness of Wikisource amongst staff, visitors and researchers while helping to welcome the Wikimedia community into the library.

This forms part of SLUB Dresden's wider focus on Citizen Science and making library users and the general public more engaged in research. (63)

CASE STUDY: AUCKLAND MUSEUM



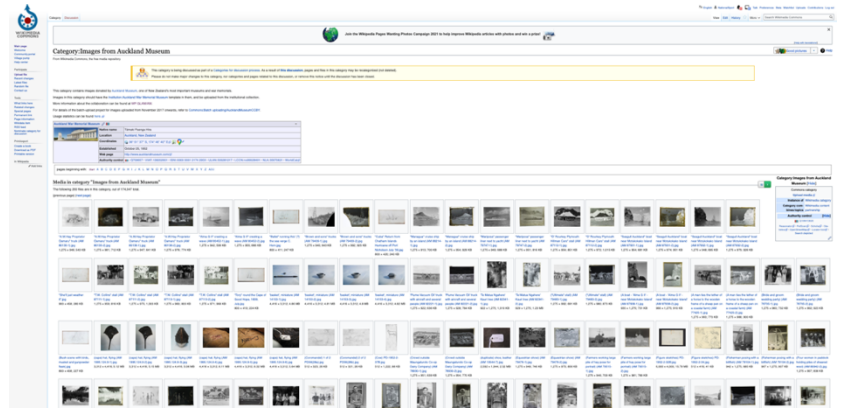
Auckland War Memorial Museum

Auckland War Memorial Museum (AM) is one of New Zealand's largest and most important museums, holding a collection in excess of four million items. (43) AM has also conducted one of the most clearly planned and executed Wikimedia strategies in the world, uploading a huge portion of its collections to Wikimedia Commons and Wikidata.

The development of a Wikimedia strategy at AM began in 2017 when the museum hosted their first Wikimedian in Residence; Susan Tolich, the first ever in New Zealand. (44) The position lasted for five weeks and focused on improving Wikipedia articles with content from AM collections, running a workshop to help teach staff how to use and edit Wikipedia and beginning to bulk upload some of the museum collections to Wikimedia Commons. This was followed by a second Wikimedian in Residence position in 2018, filled by New Zealand Wikimedian at Large Mike Dickinson, which focused on building links with the New Zealand Wikimedia community and uploading more specific AM collections to Wikimedia Commons. (45)

Throughout this time AM has had enjoyed high levels of engagement with its collection from the Wikimedia community. Beginning in 2017 user: Fæ began, independent of the museum, uploading openly licensed collection images to Wikimedia Commons, uploading 101,000 photos of 70,789 objects by January 2018. (46)

This was followed in 2020 by AM commissioning Mike Dickinson to write a comprehensive report on the museum’s relationship with Wikimedia titled: *An Auckland Museum Wikipedia Strategy*. The report was commissioned as a result of the museum wide Five Year Strategic Plan’s aims to “reach more people” and “stretch thinking”. The report made 56 recommendations across various areas of museum activity, these recommendations informed the ‘Auckland Museum Wiki Workplan 2020-21’. (47) The workplan is centred around three main themes: *Enhancement, Engagement and Enrichment*. These themes have been manifested through organising Wiki events and edit-a-thons at the museum, creating a dedicated Wikimedia Commons page for the museum and aiming to complete Wikidata entries for uploaded collection items.

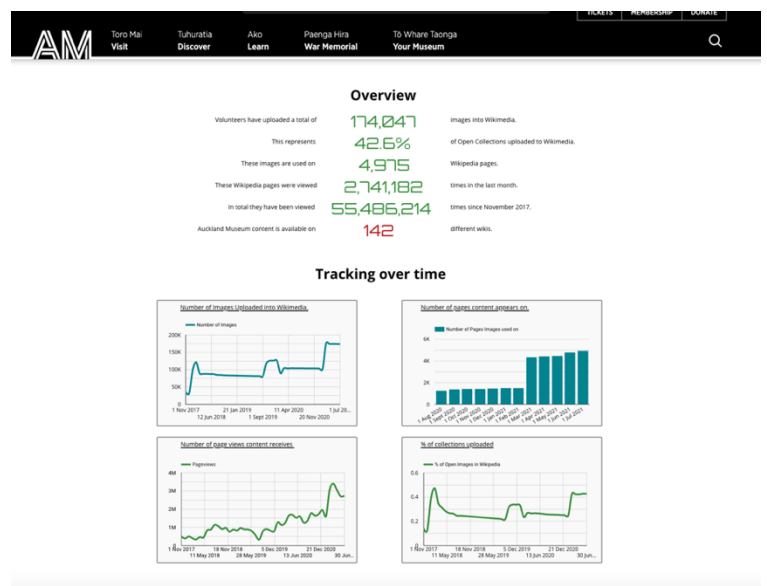


[Auckland Museum Wikimedia Commons Category](#)

Uploading collection items to Wikimedia has been highly successful in increasing the audience and viewership of AM collections. AM has engaged in comprehensive and regular impact assessments and updates, including a live page on their website which shows the usage and viewership of AM collections across Wiki projects. (48)

Increased engagement with Wikimedia has had clear benefits for AM, collections now have a far greater reach than when they were hosted solely on museum websites, this growth also seems to be consistent and stable over time. (49)

This level of sharing with Wikimedia has been made possible thanks to a pre-existing commitment to having collections ‘open by default and closed by exception’. (50) This has come alongside a focus on engagement with the Wikimedia community in New



[Auckland Museum Live Viewership Page](#)

collection or using SPARQL queries to quickly visualise features of the collection, for example it's geography, chronology etc. (53)

The number of queries that can be completed of the NLW dataset is vast, however some example queries demonstrate the usefulness of the data set. For example, being able to sort all artworks by which subjects feature most prominently allows the collection to be looked at in a unique way that would not have been possible with traditional types of metadata. The query service is also linked to all other collections on Wikidata, so the query could be expanded to look at overall trends in Welsh art using data from collections not held by the NLW. (54)

The other side of Wikidata use can be seen at the National Galleries of Scotland (NGS), where Wikidata was used in conjunction with the Getty Research Institute's Union List of Artist Names to create a new 'Artists' page on the NGS website. (55) As Wikidata uses unique and sector standard identifiers to help distinguish individuals in its dataset, the NGS was able to cross reference identifiers from its own records with the ULAN and Wikidata to then pull through artist information and descriptions from both the Getty's Research Institute and Wikipedia. The NGS was therefore able to use two openly licensed data sets to enhance its own collections information.



Paul Gauguin *Vision of the Sermon (Jacob Wrestling with the Angel)* 1888

Biography

Paul Gauguin's highly original paintings profoundly influenced modern art of the twentieth century. Now described as a 'Post-Impressionist', he was inspired to paint by Pissarro, but developed a symbolic style, using colour to express meaning. Traditions in western art and cultures outside Europe influenced his work. Gauguin's taste for travel and new experiences began when, as a child, he left Paris for Peru. In 1883 he abandoned stockbroking to dedicate himself to painting full-time. He painted in Brittany, and in Provence with Van Gogh. Gauguin travelled to Panama and Martinique and settled in Tahiti for several years. He died on the remote Marchese Islands.

Wikipedia entry +

Getty ULAN -

He was one of the leading French painters of the Postimpressionist period. He is noted for his imaginative subjects and expressive use of color, in attempts to capture a more primitive emotion in his works. He professed an appreciation of exotic peoples, whom he believed to be innocent of modern civilization's woes. French painter and printmaker.

ID: 500011421

Information from Getty's Union List of Artist Names® (ULAN), made available under the ODC Attribution License

[See full Getty ULAN entry](#)

Artist pages from the National Galleries of Scotland Website, featuring information from Wikipedia

A blue-tinted photograph of a library. The image shows rows of bookshelves filled with books, extending into the distance. In the foreground, there is a study desk with a chair. A large window in the background shows a view of trees. The overall scene is dimly lit, with the blue tint dominating the color palette.

CREATING A MORE SUCCESSFUL WIKIMEDIA PARTNERSHIP

Steps to improve Wikimedia usage within L&UC

3. CREATING A MORE SUCCESSFUL WIKIMEDIA PARTNERSHIP

How L&UC can seize the benefits of a Wikimedia partnership

The reasons why L&UC should engage more with Wikimedia are clear, with the potential benefits for collections and L&UC considerable. However actually achieving these benefits will require careful consideration of the practicalities and organisation of Wikimedia work.

Key in building a more successful Wikimedia partnership is creating a **long-term and self-sustaining** strategy. Currently Wikimedia work has tended to be completed as standalone projects or by small groups of staff independently of a larger structure or plan. This approach has meant that large amounts of the foundational work, for example repeatable workflows for uploading collections or training on how Wikimedia works have had to be created or completed multiple times uniquely for each project.

Taking the time to plan and develop a **Wikimedia strategy** before expanding Wikimedia activities has the potential to save both time and resources in the future. The resources expended on planning will be easily recouped by the long-term benefit of having a sustainable and effective strategy, which considers which aims and goals are most important to L&UC and uses Wikimedia to achieve them.

3.1 DESIGNING A WIKIMEDIA STRATEGY

Before beginning any actual Wikimedia work, it is essential that a clear strategy is outlined. This strategy should begin by defining the goals and aims of L&UC's work with Wikimedia with each planned activity or project clearly outlining how it helps meet or achieve these targets.

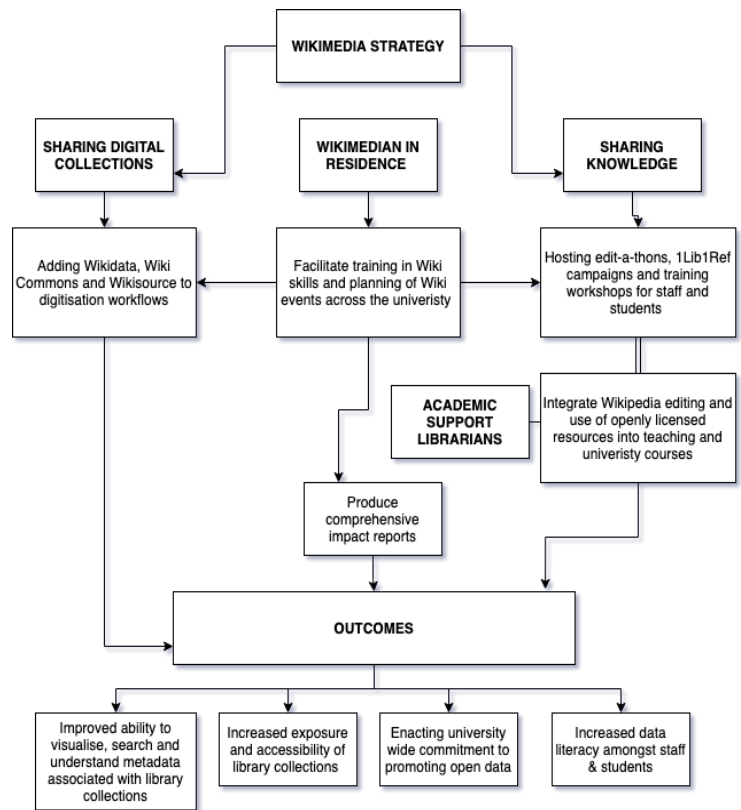
This strategy would need to appreciate the two main components of a Wikimedia partnerships: 'sharing knowledge' and 'sharing digital collections'. While two separate aspects of Wikimedia work, a comprehensive strategy should outline how the two interrelate and can work in conjunction to meet institutional goals.

The already existing Wikimedian in Residence position at the University can help to direct and facilitate the teaching and organisation necessary to create a successful Wikimedia strategy. Organising training and

workflows for staff, hosting edit-a-thons and offering support for university courses which aim to add Wikipedia into their teaching.

It would also be important to designate specific staff responsible for overseeing and monitoring Wikimedia activity, and to ensure that Wikimedia is seen as a priority for L&UC.

Across these initiatives it remains important that **impact reports** and comparisons of activities against institutional goals are consistently produced. This helps to direct strategy and emphasise the positive results the Wikimedia partnership is producing.



EXAMPLE UNIVERSITY WIKIMEDIA STRATEGY CHART

3.2 UPLOADING COLLECTION ITEMS

Currently, L&UC collections have a very poor presence on Wikimedia projects. To get the most out of Wikimedia L&UC will need to upload as many collection items as possible to Wikimedia projects, while also taking care to make sure this upload is done in as meticulous a fashion as possible to ensure that vital metadata is made available and that files are appropriately organised within Wikimedia.

There are multiple approaches to uploading large collections to Wikimedia, and many great examples from other institutions on how to do this. With differences coming mostly from varied ways of splitting up the actual workload of uploading collections.

Any approach is predicated on achieving open licenses for data and images in collections. This is currently a relative strength of L&UC items however there are a significant number which have unknown or unclear licensing information.

The first step in preparing collections for uploads is engaging in comprehensive surveys of the status of collection items. An example of this is included as an appendix to this document, surveying the current

licensing circumstance, LUNA presence and availability across Wikimedia projects of the 'Iconic Collection'. Activities like this are necessary to define which collection items are licensed appropriately to be uploaded to Wikimedia projects, and to determine whether they are digitised to a sufficient standard to be uploaded to Wikimedia projects. It is also at this point that it will be important to consider how much of a digitised item L&UC is comfortable sharing with Wikimedia, whether full resolution images will be uploaded or if only smaller snippets of collection items will be shared.

Once these preliminary and preparatory steps have been completed, a collection can be uploaded to Wikimedia projects. All approaches to doing this share a common general method. This begins with creating a readable data set for the collection which can then be imported into Wikidata, this is done using a tool such as OpenRefine. (56) Creating this dataset is beneficial outside of Wikimedia, as it is a perfect opportunity to consolidate and correct large amounts of metadata. This is then combined with completing a bulk upload of images and multimedia files to Wikimedia Commons, which can be completed using a tool like PattyPan. (57) After the upload has been completed L&UC can then take two different approaches to Wikimedia. L&UC can either largely leave the content to be utilised by the Wikimedia community or can take an active role in creating Wikipedia pages or Wikisource transcriptions.

The practicalities of these uploads have been tackled differently by different institutions. For example, at the National Library of Wales or Khallili Collections there has been a designated employee or volunteer who is responsible for the upload, with a large part of their day-to-day work dedicated to completing the dataset and then uploading the dataset to Wikidata and Wikimedia Commons. (58)

Other institutions, such as the University of Washington (UW) are attempting to create sustainable workflows for uploading collections material to Wikimedia that will be integrated into the normal work of cataloguers and librarians. (59) By building easy to use scripts, programs, and guides for using tools such as OpenRefine. UW has been able to spread out it's uploads across multiple cataloguers and has been highly successful creating almost 4,000 Wikidata items. (60)

There is also the opportunity to construct an internal database using Wikibase. Creating a Wikibase is similar to creating a new L&UC collections database however using the same structure and format as Wikidata, this Wikibase

WIKIBASE

Wikibase is a tool which allows GLAMs to build their own independent instance of Wikidata, over which they have complete control of all the data. A Wikibase instance will only have data uploaded by the GLAM which creates it, limiting many of the advantages of linked open data.

instance however would not be connected to the wider Wikidata dataset. This is particularly helpful for highly specific research collections and has the benefit of allowing an institution to maintain control over the entire dataset.

All these approaches have been shown to be successful, however they also have drawbacks. Having a specific employee or volunteer dedicated to the upload is the least intrusive and quickest way to upload a collection to Wikimedia, however it is an approach which is less successful at building the long-term infrastructure for a Wikimedia partnership. This type of project for example can struggle to involve the entire staff body and presents challenges for updating or uploading more collections items in the future as long-term repeatable workflows have not been established.

While trying to spread a Wikimedia upload across a department or staff body and integrate it into day-to-day workflows overcomes these issues of long-term sustainability it is also the most intensive type of upload to initially set up. However, the high level of planning, training and consideration undertaken initially will be repaid in the long-term benefits from having staff upload content to Wikimedia alongside their other tasks.

Finally, Wikibase, while potentially powerful for very specific collections or research projects loses many of the benefits of linked open data as it is not effectively linked to other collections. As well as this designing a Wikibase instance is technically challenging and time consuming, even when compared to the time required to upload data to Wikidata normally.

It would perhaps be ideal to aim for an amalgamation of these strategies when uploading collections to Wikimedia. With a volunteer or paid position to coordinate a large initial bulk upload with a focus throughout on introducing Wikidata and Wikimedia Commons into digitisation workflows.

3.3 WIKIMEDIA AS A KEY DIGITAL SKILL

As part of a University of Edinburgh wide Wikimedia strategy, Wikimedia should be viewed as a great opportunity to develop digital literacy across staff and students. Training in Wikimedia should be seen as a key part of professional development for librarians. For example, #1Lib1Ref campaigns, where librarians aim to resolve 'citation needed' tags on Wikipedia, help to communicate how adding references to Wikipedia can be a part of a librarian's role in supporting research and public understanding of collections.

(61)

It is also important for L&UC to reach out to researchers and academics, particularly about Wikidata and its potential to facilitate new avenues of research within collections. Wikisource as well has great potential to be used for textual analysis, with the project producing machine readable and searchable versions of texts which have previously only been available in physical copies.

There should also be a continued focus on engaging students with Wikimedia projects. Events such as 'Edit-a-thons' and community events which should run in tandem with using Wikimedia in the classroom and in university courses. The University has a commitment to improving the digital skills of students; learning how to use and edit projects such as Wikipedia can help students understand the nature of online information while services such as Wikidata can be excellent introductions to working with data and understanding research datasets.

The background of the slide is a photograph of a highly ornate, classical ceiling, likely from a grand building like a university or government hall. The ceiling features a series of large, arched skylights or windows, each with intricate tracery. The architectural details are rich, with decorative moldings, scrolls, and what appears to be a frieze with inscriptions. The entire image is overlaid with a semi-transparent blue filter. A thin white vertical line is positioned on the left side of the slide.

CONCLUSION

The future of Wikimedia & the University of Edinburgh

4. CONCLUSION

Key findings and recommendations

A clear trend toward increased collaboration with and usage of Wikimedia can be seen across the GLAM sector, as time progresses it may no longer be a choice for GLAMs whether to engage with Wikimedia or not. Wikimedia has established itself as the premier destination for high quality information in the digital era, with internet users year on year flocking to various Wikimedia projects before anywhere else. It is impossible to ignore the immense potential of Wikimedia, with its accessible content making discovery and learning more intuitive and easier than ever, while researchers are just beginning to see the potential for its immense size and linked nature to facilitate new and innovative ways of academic research.

This movement toward more openness in collections and more digital collaboration is not limited to Wikimedia; as seen in the rise of linked open data, this is a change that is coming across all information services. Understanding and interacting with the online information eco-system is becoming increasingly essential for libraries and librarians, with Wikimedia presenting an excellent chance to meaningfully engage with the new world of open collaborative information.

As this new future of open data dawns, the University of Edinburgh and L&UC have an opportunity to become amongst the first GLAMs in the world to take a serious and methodical approach to Wikimedia. Individual projects have time and again shown the immense utility of Wikimedia, however few institutions have managed to learn from this and build long-term sustainable strategies surrounding Wikimedia. The University of Edinburgh can take a leading role in the exciting future Wikimedia and GLAMs have together.

4.1 OVERALL RECOMMENDATIONS

- L&UC and the University of Edinburgh should design an institution wide Wikimedia strategy. This strategy should outline clear aims, designate clear staff responsible for Wikimedia and produce regular impact reports analysing how successfully it is being implemented.
- L&UC should aim to upload all openly licensed collections to Wikimedia Commons and Wikidata. This will both improve the quality of presentation of these collection items and increase the audience for them.

- L&UC should promote Wikimedia training and activities throughout the staff body and the wider University community hosting events and presenting Wikimedia as an essential digital skill.
- L&UC should continue to facilitate the use of Wikimedia across the University and promote use in teaching and for researchers.

4.2 IMMEDIATE NEXT STEPS

- Undertake surveys of current collection items, looking at licensing, digitisation quality and current availability on Wikimedia platforms (an example of this is included as an appendix).
- Continue to grow a Wikimedia community within and around L&UC, supporting groups such as the Community of Interest and hosting larger Edit-a-thon events.
- Encourage staff to develop the skills to incorporate small Wikimedia related tasks into their daily work, for example creating a Wikidata identifier for a newly catalogued item or including a link to a digitised item on a relevant Wikipedia article.

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APPENDIX: SURVEY OF ICONIC COLLECTION WIKIMEDIA PRESENCE

In the University of Edinburgh Library Directory of Collections, a set of thirty-five items are defined as 'iconic', described as such for their 'extreme rarity, their beauty or because they define some key moment in the university's history'. These items are amongst the library's proudest collections and as such aim to have the largest possible audience. Wikipedia, and its affiliated projects have some of the largest audiences on the internet and featuring library content across Wikimedia can massively increase potential viewership. Wikimedia projects also allow information and content about collections to be expanded by volunteer editors across the world, improving the quality of collection information.

Methodology

This survey looked at key properties of the iconic collection:

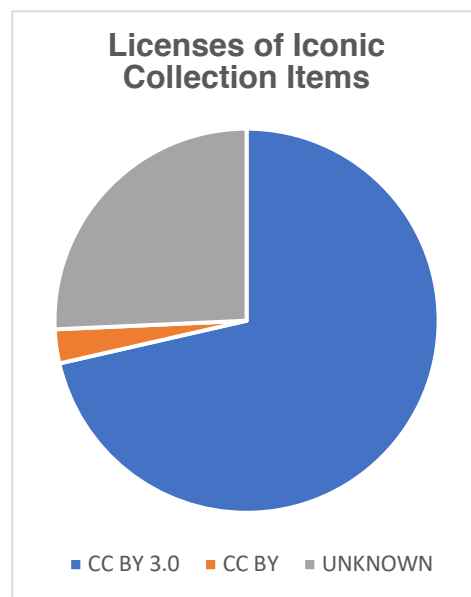
- If an item had been digitised and upload to **LUNA**.
- Under what **license** a digitised item had been released.
- If an item had a **Wikipedia** article OR if an item was featured on another relevant Wikipedia article.
 - If so the **page views** for this article.
- If an item had been uploaded to **Wikimedia Commons**.
- If an item had been uploaded to **Wikisource**.
- If an item had been given a **Wikidata** identifier.

LUNA & Licensing

A prerequisite to increasing the presence of the collection on Wikimedia projects is ensuring that first, the items have high quality digitisations available to be uploaded and second, that these images are openly licensed so that they can be shared on Wiki projects.

In this respect the collection is in good shape with all but one of the items digitised and available on LUNA. Of these digitised versions the majority are comprehensive though it is important to note that both the *Arthur Conan Doyle Medical Thesis* and *Robert Kirk's The Secret Commonwealth* are largely incomplete digitisations.

Licensing is another strength of the collection as most items have a creative commons license. Predominately this is CC BY 3.0, a license which is compatible with being uploaded to Wikimedia Commons. Though concerningly almost 26% of the collection has no available licensing information on LUNA. Without an open license items from the collection will be unable to be uploaded to Wikimedia Commons or utilised across any other Wikimedia projects.



Overall, the collection is currently in a good condition to be shared on Wikimedia projects. High quality digitisations already exist and large parts of the collection are appropriately licensed for sharing.

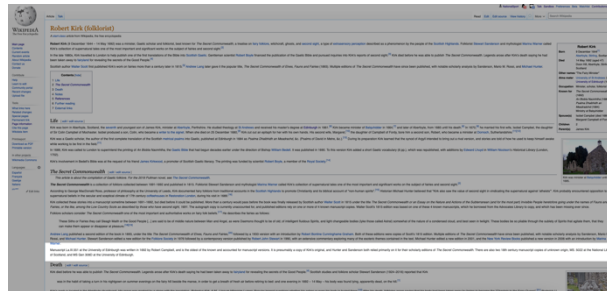
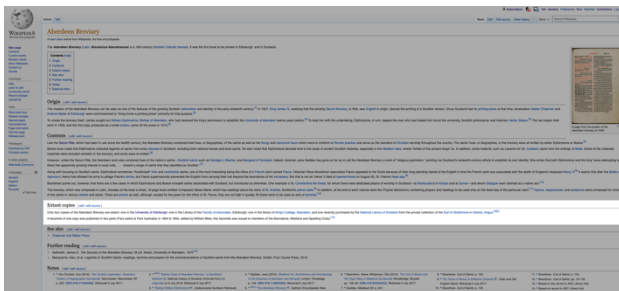
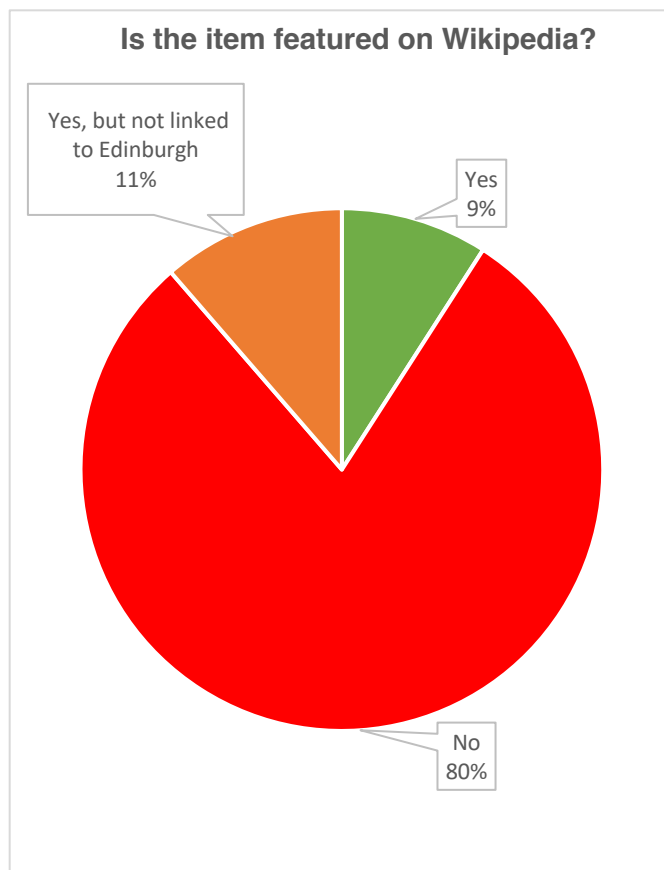
Current Wikimedia Presence

At present the iconic collection has a poor presence across Wikimedia projects.

Wikipedia

Wikipedia is the largest and most popular Wikimedia project and has the greatest potential to raise awareness of collection items. However, only 9% of items are featured and linked to on any article on English language Wikipedia. While a further 11% have articles about them but do not feature any mention of, or link to, the Edinburgh collection.

The survey looked at whether items had either their own dedicated page or were featured on other relevant pages. For example, the *Aberdeen Breviary* has its own Wikipedia page which features a specific reference to the copy held by the library. The *Secret Commonwealth* by Robert Kirk does not have its own Wikipedia page, however, is featured on the Wikipedia page for its author: Robert Kirk.



Left: Wikipedia Page for the *Aberdeen Breviary* with the mention of the Edinburgh copy highlighted.

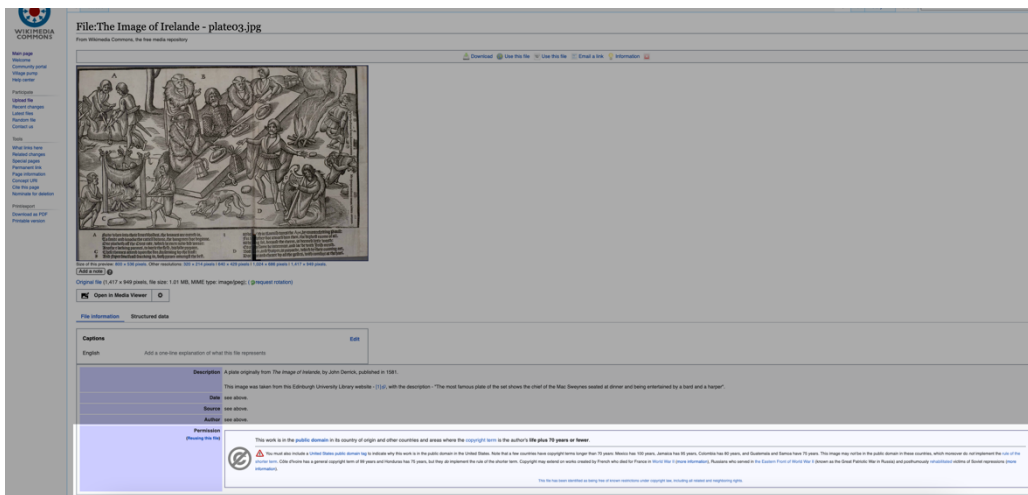
Right: Wikipedia Page for Robert Kirk with the mention of the Edinburgh copy of *The Secret Commonwealth* highlighted.

Wikimedia Commons

Compared with Wikipedia the collection has a much poorer presence on Wikimedia Commons. Featuring items from the collection of Wikimedia Commons allows them to be utilised by editors on Wikipedia or become available for use in other projects independent of Wikimedia. Most of the collection is appropriately licensed to be used on Wikimedia Commons, with every item that has an explicit license having a compatible creative commons license.

Only four items from the entire collection are featured on Wikimedia Commons representing ~11% of the collection, one further item (the *Indian Primer*) is featured however uses images from a different

organisation's copy. Of these four items three are licensed incorrectly on Wikimedia Commons, being described as Public Domain when two are actually CC BY 3.0 and one does not have a specified license.



Wikimedia Commons page for Derricke's Images of Ireland, with the incorrect licensing image highlighted.

Wikisource

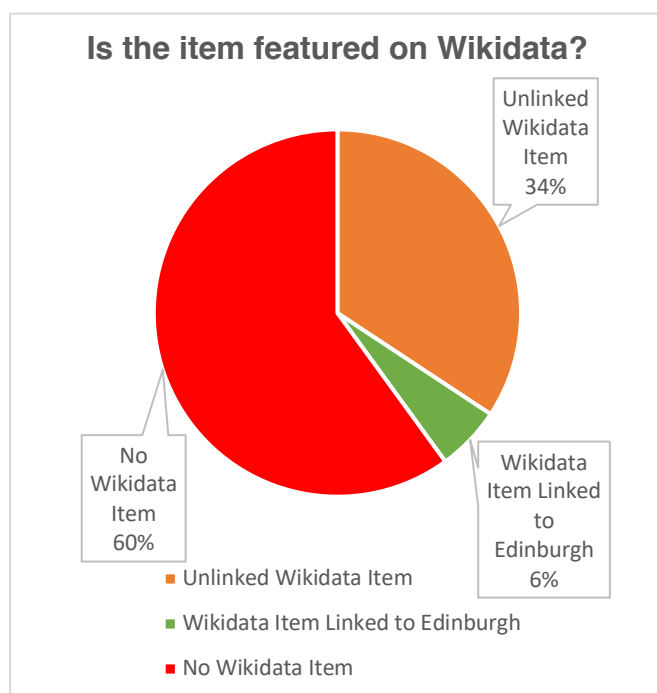
Wikisource is the Wikimedia project with the most limited collection presence. It is important to note that not all of the collection is suitable to be uploaded to Wikisource, (as it only hosts text-based sources) and also that a complete upload to Wikisource is by far the most labour-intensive upload across all Wikimedia projects. Only one item from the entire collection is available on Wikisource. This means only ~3% of suitable collection items are available on Wikisource. Three further items from the collection are featured on Wikisource, however not using any images from L&UC copies.

Derricke's Images of Ireland is the only item from the collection which has been uploaded to Wikisource using the images from L&UC. The text has been fully transcribed and transcluded.

Wikidata

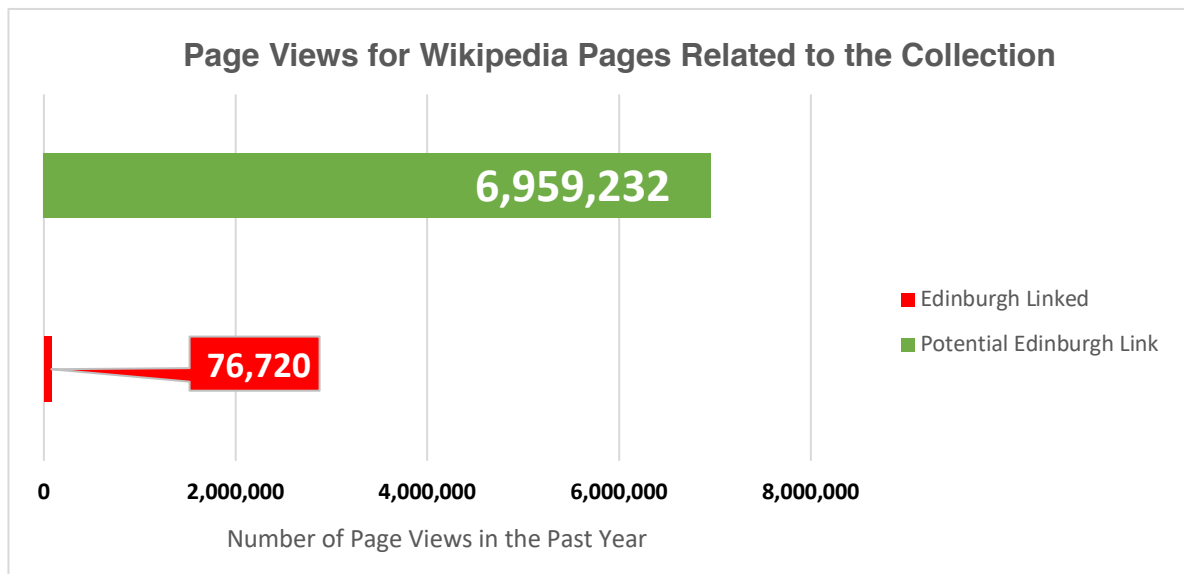
The collection has a mixed presence on Wikidata. 40% of all items have a Wikidata identifier, however only ~17% of those identifiers feature a link back to either the University of Edinburgh or feature a Wikimedia Commons image from the collection.

Most items (60%) do not have a Wikidata identifier including items from the collection which would reach notability requirements to have their own identifier. L&UC should be linked and featured more on other Wikidata identifiers, for example under the statement P6379 (has works in the collection). Featuring more of the collection on Wikidata will allow the collection to be more searchable and accessible, as well as far more effectively linked to other collections.



Potential Reach

While it is difficult to predict exactly the reach of content uploaded to Wikimedia projects there are some concrete metrics which can be used to build an outline of the level or reach collections could reach if more comprehensively uploaded to Wikimedia projects.



The Wikipedia articles which currently feature references or images from the University of Edinburgh Library’s iconic collection achieved a total 76,720 views in the past year. All the relevant Wikipedia pages to items in the iconic collection, regardless of whether they feature a link or reference to L&UC, achieved 6,959,232 views in the past year. This is a potential 90 times increase in viewership and reach for the collection.

It is more difficult to assess the potential increase in reach from uploading an item to Wikimedia Commons, Wikisource or Wikidata, however, uploading items to such projects increases their likelihood of being used in Wikipedia. Projects such as Wikisource and Wikidata also have benefits outside of just increasing reach, both improve the quality and usefulness of collections data. Wikisource allows digitised texts to be transcribed into searchable plain text, while Wikidata creates machine-readable language independent metadata which can help link collection information with other institutions around the world.

Conclusions

This small-scale survey has identified both strengths and weaknesses with the University of Edinburgh Iconic collection. Overall, the collection has a poor presence on Wikimedia projects, and as such is missing out on both large amounts of potential viewership and the benefits of having openly catalogued collection data. However, the collection is almost entirely digitised, and to a high standard, alongside this most of the collection is openly licensed. This means that the collection is almost entirely ready to be uploaded to Wikimedia projects with the only work required the actual upload process.