Navigating Transformation: Wikipedia, the academic library, and the changing landscape of information

James Rosenzweig, Eastern Washington University
Michelle Guittar, Northwestern University
Rose Sliger Krause, Eastern Washington University
Freeda Brook, Luther College
Kimberly Shotick, Illinois Institute of Technology

ACRL 2017

Introduction

Why Engage with Wikipedia?

- Wikipedia's central role in the information landscape and its unusual structure
- Wikipedia "takes the information literacy question to where our readers are already going" (Kelly, Graham & Gray)
- Engagement with Wikipedia "maintains the centrality of librarianship to knowledge management in the 21st Century" (McCook)

Photo "Petra Seeger editing Wikipedia.jpg" by Jaqen (Niccolò Caranti) (Own work) [CC BY 3.0 (http://creativecommons.org/licenses/by/3.0)], via Wikimedia Commons

Why This Panel?

- A lot of the published literature on Wikipedia in academic librarianship journals is focused on basic questions
- Our personal experiences with Wikipedia in academic libraries
- Our confidence in Wikipedia as a potentially rich resource
- Our intention to engage in conversation about Wikipedia's largely unexplored potential

Photo "Participant of Wikimedia Ghana User Group Monthly Editathons 02.jpg" by Sandister Tei (Own work) [CC BY-SA 4.0 (http://creativecommons.org/licenses/by-sa/4.0)], via Wikimedia Commons

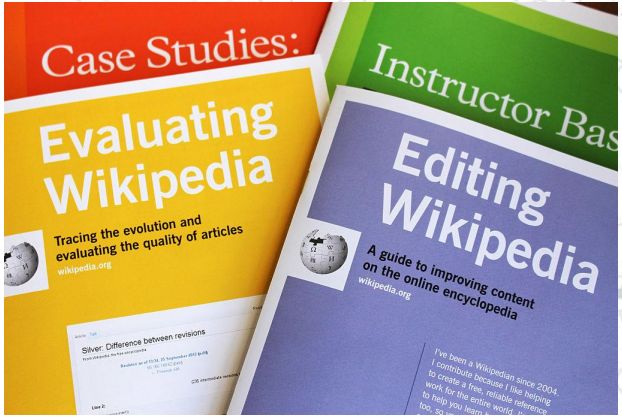
Panel Overview

- Today we want to explore some of Wikipedia's possibilities:
  - Wikipedia's potential as a constructivist learning environment
  - Wikipedia as a catalyst to create more productive collaboration with faculty
  - Wikipedia as a venue for publicizing unique library/archival collections
  - Wikipedia as an intersection with new open access publishing models

How can **creative engagement with Wikipedia** advance **priorities** at your **academic library**?

Wikipedia for Student Learning

Michelle Guittar
Northwestern University



"Instead of the audience being just my professor, it was the entire world."

— *Gillian Kramer, student, Brooklyn College*

We engage students in solving real-world problems.

Theories:
Wikipedia and the production of knowledge

Teach with Wikipedia: https://wikiedu.org/teach-with-wikipedia/

The Wikipedia Library/1Lib1Ref

< The Wikipedia Library

Translate this page: This page contains changes which are not marked for translation.

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THE WIKIPEDIA LIBRARY — #1 LIB 1 REF

#1 LIB 1 REF (ONE LIBRARIAN, ONE REFERENCE) — JANUARY 15 - FEBRUARY 3, 2017.

Imagine a World where Every Librarian Added One More Reference to Wikipedia.

Home › News › ARL News › ARL/Wikipedia Summit Promotes Deeper Collaboration between Lit

ARL/Wikipedia Summit Promotes Deeper Collaboration between Libraries and Wikipedia

by **Mark Robertson** | **mrobertson3@brocku.ca** | on **August 24, 2016**

image CC-BY-SA by Wikimedia Foundation

It all started with a hunch. At the Fall 2015 Association of Research Libraries (ARL) Meeting, ARL's Innovation Lab hosted an "I've Got A Hunch" session. Rather than presenting fully formed ideas, the concept of the session was to share hunches or ideas at an early stage that might develop and take root. From this exercise emerged the idea of exploring how ARL libraries and Wikipedia might collaborate at scale.

http://www.facultyfocus.com/articles/teaching-and-learning/cooperative-learning-structures-and-deep-learning/

“Characteristics of constructivist learning environments”

multiple representations of reality

emphasize knowledge construction

real-world settings, not predetermined sequences

support collaborative construction of knowledge

encourage thoughtful reflection

Jonassen, D. H. (1994). Thinking technology: Toward a constructivist design model. *Educational Technology*, *34*(4), 34-37.

Social constructivism & the ACRL Framework

“Students have a greater role and responsibility in creating new knowledge, in understanding the contours and the changing dynamics of the world of information, and in using information, data, and scholarship ethically”

(ACRL, 2016).

Problems remain to wrestle with, but...

“In order for students to fully enter the culture of ideas and arguments related to information literacy, we need to provide means for them to become active participants in the debates… about the creation and dissemination of scholarly knowledge” (Jacobs, 2010).

Partnering to Expose Unique Materials

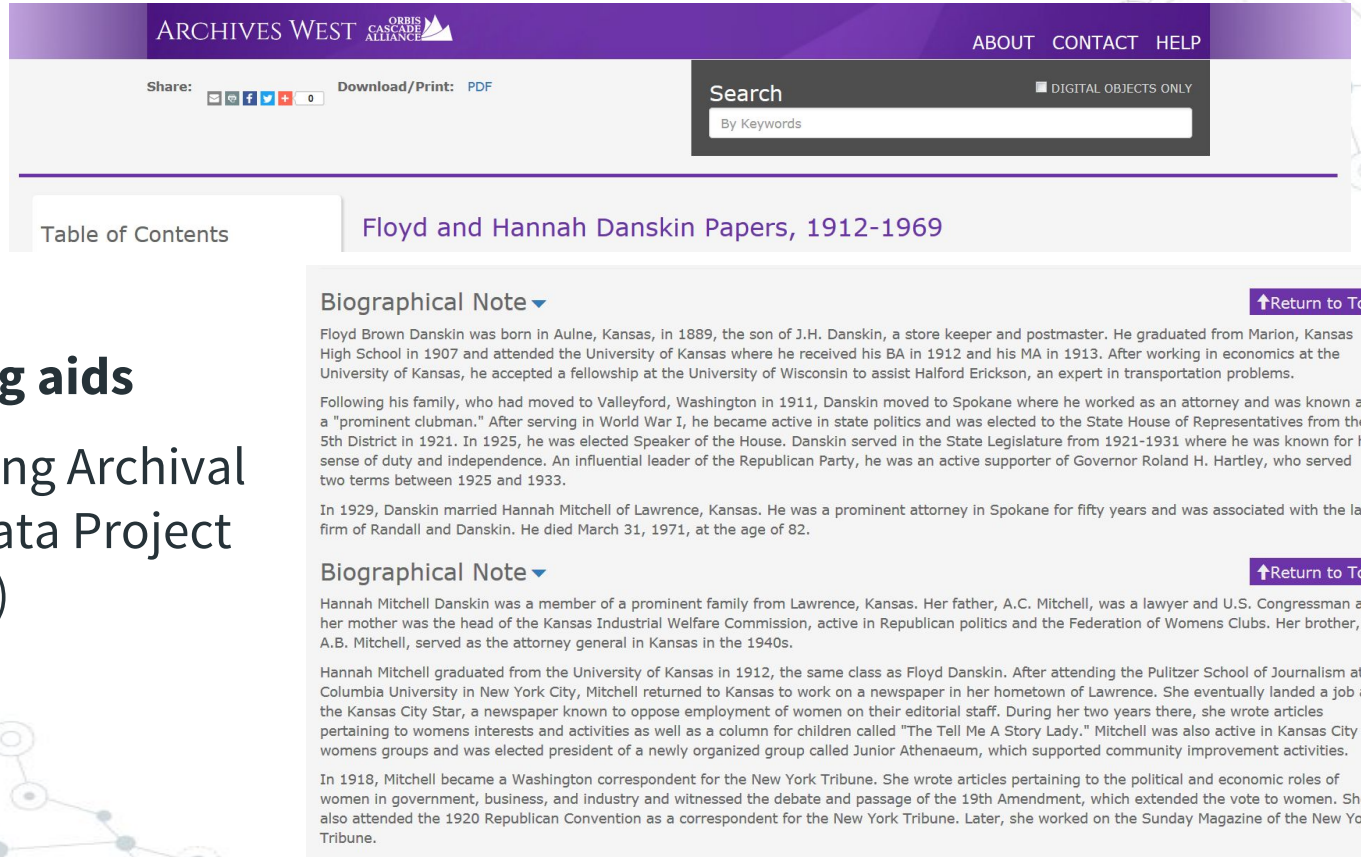
Rose Sliger Krause

Eastern Washington University

- Archivists and special collection librarians are content creators
- Increasing traffic to digital collections
- Diversifying content
- Connecting with users where they are
- Archival literacy and information literacy

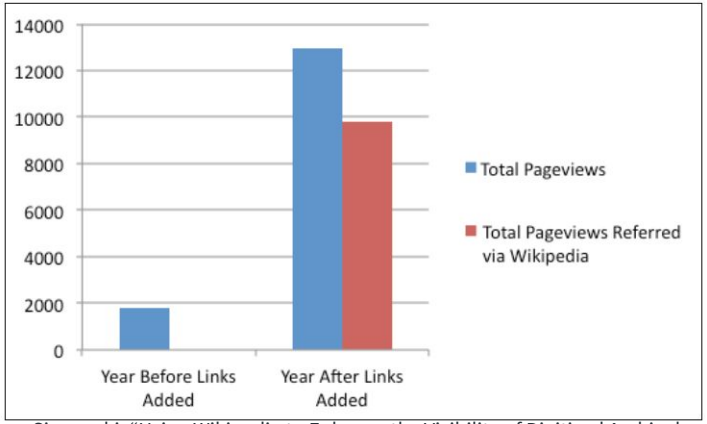
Archivists and SPC librarians are content creators

- **Finding aids**
- Remixing Archival Metadata Project (RAMP)



Increased traffic to digital collections

- Lally and Dunford (2007) - University of Washington Libraries
  - Before linking to Wikipedia articles: 200-300 referrals/month
  - After linking: ~2,200 referrals/month (within 7 months)
- Elder, Westbrook & Reilly (2012) - University of Houston Libraries
  - Traffic from Wikipedia higher than traffic from library's website
- Sjazewski (2013) - Ball State University
  - Average increase of 610%; some items by over 5,000%



Sjazewski, "Using Wikipedia to Enhance the Visibility of Digitized Archival Assets." *D-Lib Magazine* 19, no. 3/4 (March/April 2013).

Diversifying content

- Art+Feminism
- Black Lunch Table

ART + FEMINISM

BLACK LUNCH TABLE

By BrillLyle - Own work, CC BY-SA 4.0, https://commons.wikimedia.org/w/index.php?curid=44991980

Connecting with users where they are

- What is outreach for archivists and SPC librarians? Chute (2002)
- “Integrative approach” to archival outreach - Rettig (2007)
- “Archives 2.0” - Theimer (2011)

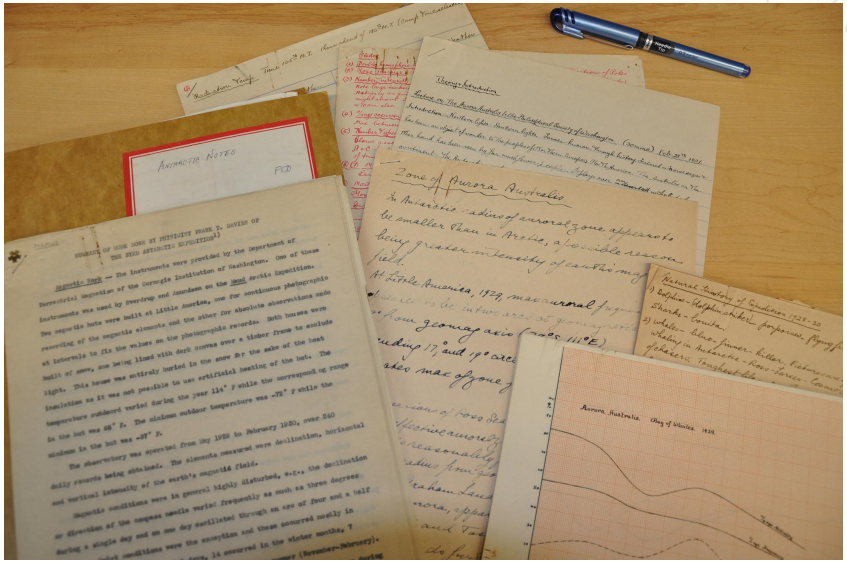
1929 KINNIKINICK

“A” JOLLY-BALL TEAM

Miss Dustin, *Coach*
Evelyn Anderson
Marvelle Fraley
Hazel Hellen
Marguerite Kahl
Margaret Kirk
Isobel Meldrum
Adah Sands
Ilene Tuttle
Mary Walker
Louise Wilber
Esther Woodyard

Archival literacy and information literacy

- “Archival Intelligence” - Yakel & Torres (2003)
- “Information Literacy for Archives and Special Collections” - Carini (2016)
  - Artifactual literacy
- “Guidelines for Primary Source Literacy” - SAA-ACRL/RBMS Joint Task Force (2015-2017)



“Davies Antarctic Notes: R.E. Byrd's First Antarctic Expedition, “ 1928 - ca.1931, Frank T. Davies Archival Collection, Canada Science and Technology Museums Corporation

“Why would I want to do this?”

- Expose collections to more users
- Expose more campus constituents to the unique materials in the collection
- Connect to “literacy” frameworks

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STUDENTS

William “Red” Reese continues educating EWU students

Contributed by EWU Library archives

By Erin Rebar, Contributing Writer
February 27, 2016
Filed under Eagle Life, Showcase

A live view of a new Wikipedia page on William "Red" Reese — the man Reese Court was named after — is projected on a screen just inside of the JFK Library's entrance. Notebooks, printed copies of old articles, yearbooks and other resources are scattered across tabletops. University laptops create a line of black down the center of plastic folding tables. A microfilm machine sits in the corner, waiting for a pair of student hands to turn its knobs in search of black flecked articles from an age long past. To the left, a colorful assortment of

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Partnering WITH custodians of unique materials

- Time
- “Special” treatment for “special” collections
- Content expertise

flickr: virtualtourguide

Wikipedia and Open Access

Exploring the Intersections

Freeda Brook
Luther College

Publishing Models

Image credit: flickr davemorris

Publishing Models

“The public domain is the material that comprises our cultural heritage.”

Giancarlo Frosio (2012)

Authority

Image credit: flickr mattclare

Authority

“People need an authored version that has been selected, shaped, refined and validated in various ways so that it can have better claims to take its place in the network.”
Ziyad Marar (2013)

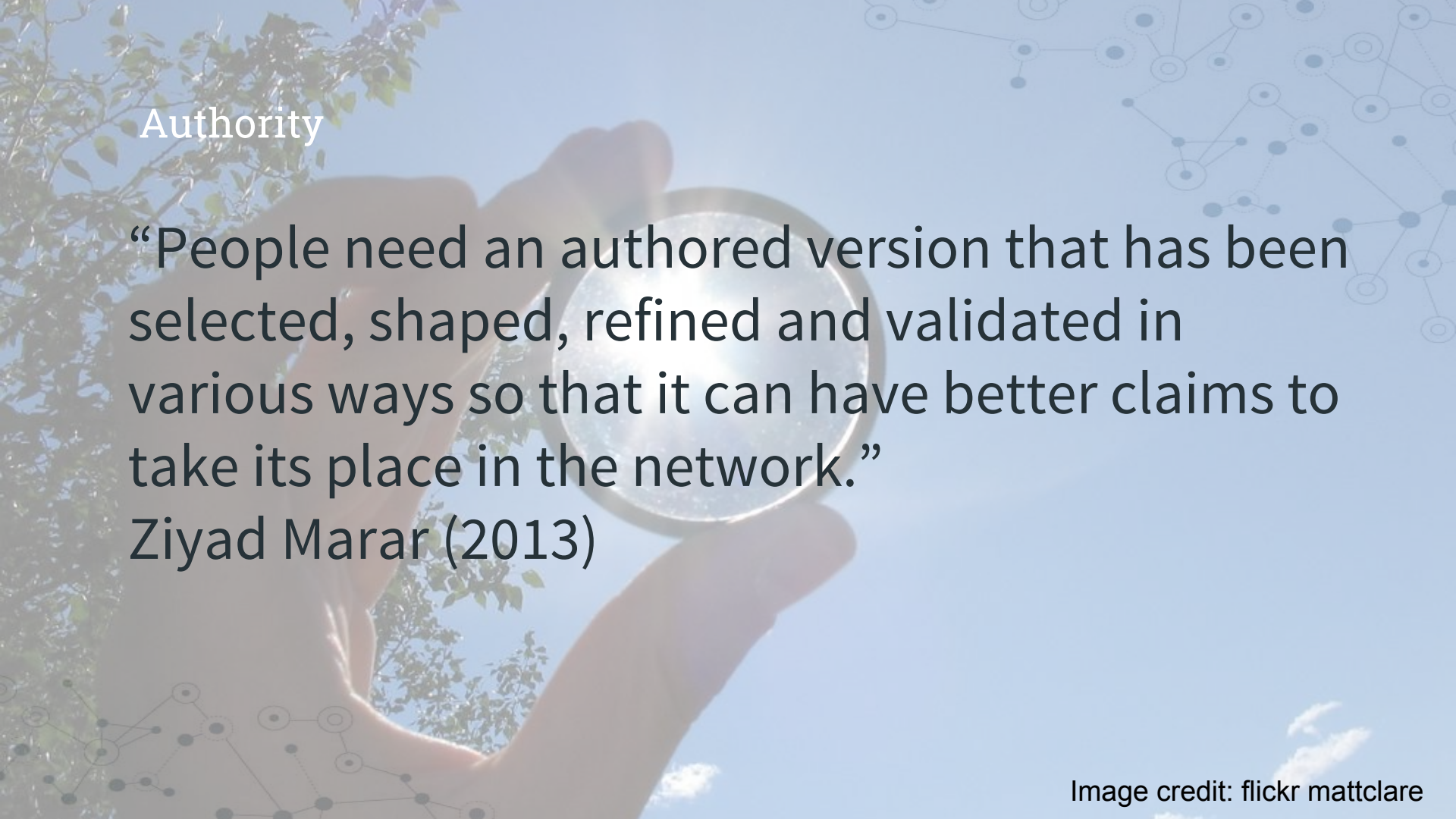

Image credit: flickr mattclare

Authority

“Good historical writing requires not just factual accuracy but also a command of the scholarly literature, persuasive analysis and interpretations, and clear and engaging prose.”
Roy Rosenzweig (2006)

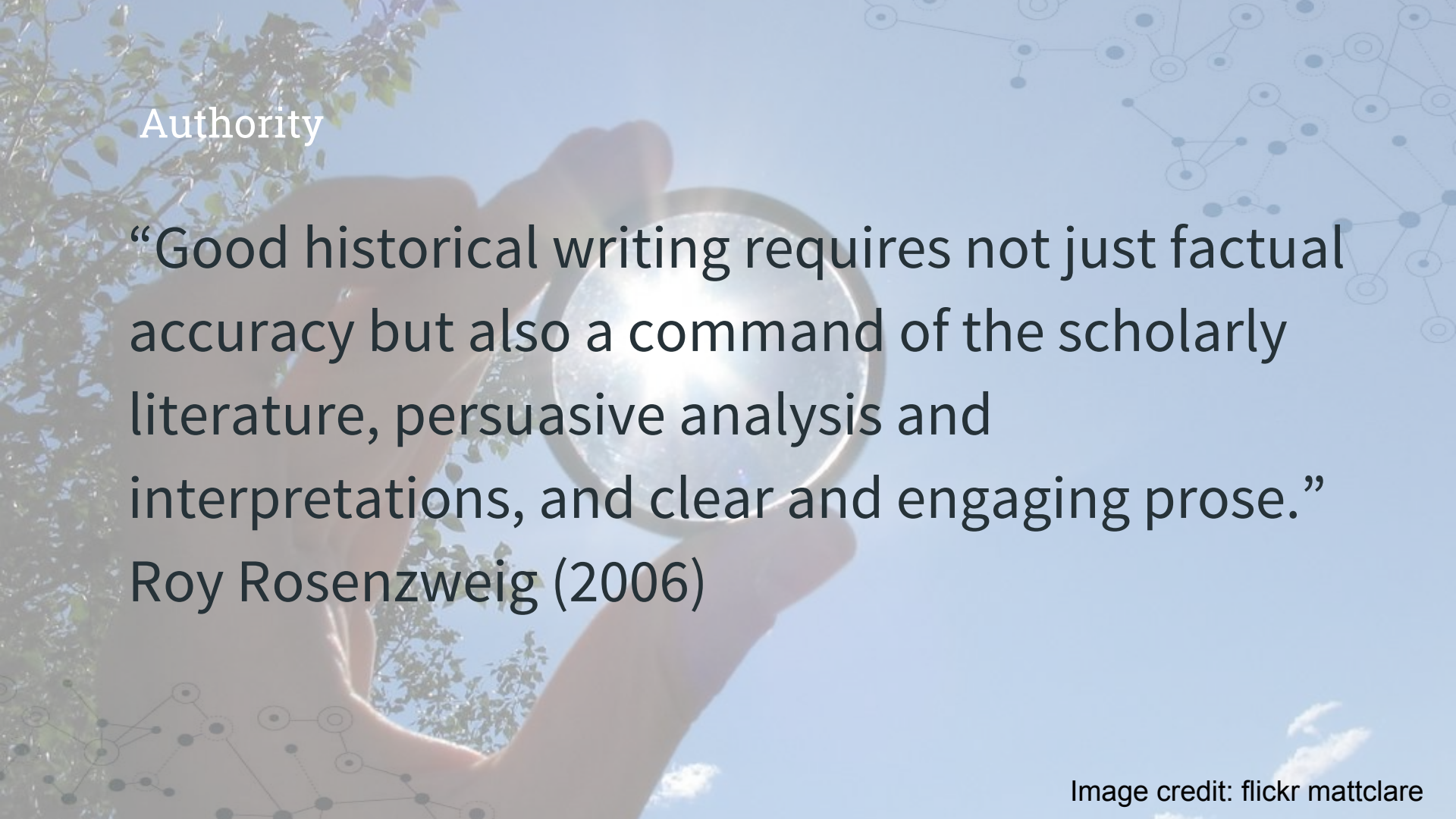

Image credit: flickr mattclare

Accessibility

Image credit: flickr gridarendal

Accessibility

“There is no substitute for human time and effort in many fields.”
Ziyad Marar (2013)

Community Engagement

Image credit: flickr eriktorner

Community Engagement

“Public consensus on historical fact is, in many ways, being forged on the battlefields of Wikipedia and other online knowledge brokers….Thus, by failing to make recent academic research freely accessible, both academic and public understanding remains shockingly underdeveloped.”
M.H. Beals (2013)

Image credit: flickr eriktorner

Faculty Relationships:

Improving relationships with teaching faculty through collaboration

Kimberly Shotick
Illinois Institute of Technology

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Kimberly Shotick
Illinois Institute of Technology

Wrapping Up

Wikipedia and Libraries: The future?

- The evolution of information access
- The evolution of constructed information resources
- The opportunities inherent in a landscape devoted to innovation and collaborative endeavor

Photo “Bengali Wikipedians at Wikipedia 15 good article edit-a-thon and adda, Chittagong 2 (16).jpg“ by Motiur Rahman Oni (Own work) [CC BY-SA 4.0 (http://creativecommons.org/licenses/by-sa/4.0)], via Wikimedia Commons

Connecting the principles of Wikipedia to the library

Wikipedia's "five pillars"

- Wikipedia is an encyclopedia
- Wikipedia is written from a neutral point of view
- Wikipedia is free content that anyone can use, edit, and distribute
- Editors should treat each other with respect and civility
- Wikipedia has no firm rules

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Conclusion

- Engagement with Wikipedia opens doors
- Engagement with Wikipedia has the potential to further almost any element in an academic library's mission
- Our energy and innovation can extend beyond our institutions, both directly and in the actions of the communities we serve

How can creative engagement with Wikipedia advance priorities at your academic library?

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