



Bern University of Applied Sciences



TAO

Community & Collaboration

How to Motivate Older People to Become Active Wikipedians?

Beat Estermann (Bern University of Applied Sciences)
Patrick Kenel (Wikimedia CH)
Elly Köpf (Wikimedia Germany)
Jan Ainali (Wikimedia Sweden)

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Content

- Why Seniors Outreach?
- Typology of Approaches
- A Few Exemplary Approaches
- Summing up and Documenting the Experiences
- Workshop



Why Seniors Outreach?

- Seniors represent a large pool of potential contributors with a long-term perspective.
- Seniors are strongly under-represented among contributors.
 - Users over 50 represent only 5.8% of all Wikipedia contributors (above 60 years: only 1.9%)
Source: Wikipedia Survey (2007-2010): www.wikipediastudy.org
 - In comparison: 26% of Europeans over 60 use the Internet frequently, with large differences between countries, ranging from over 50% (e.g. NL, NO) to less than 10% (e.g. RU, PL, BG)
Source: European Social Survey Round 5 (2010)

Typology of Approaches

Approach	Countries	Implementation Stage
Courses/workshops to gain new contributors	DE (Silver Knowledge) ES (Catalunya)	Broad implementation; transfer to other countries ?
Using Wiki Loves Monuments to gain seniors as new contributors	NL, DE, CH	Successful pilots; ready for transfer to other countries
Associating seniors to the writing of WP articles without getting active on the platform	SE	Broad implementation with mixed results; re-orientation
Strategic partnership with an online community for seniors	CH	Pilot phase
Getting seniors to scan and upload photographs from personal archives		Idea
Mobilizing seniors in the context of GLAM activities		Idea



“Silberwissen” - “Silver Knowledge”

„I am a retired person and I gained several experiences in geography and the history of Norway and now I want to do my bit to Wikipedia.“

User:Kvikk, Mär. 2011

Gaining knowledge of an experienced generation!



„Education and knowledge“ @ WMDE

- Knowledge: start in Wikipedia and the sister projects
- Education: Workshops, support, lectures, ...
- Who? everybody, who has knowledge to share or wants to share knowledge

Motivating different people for the idea of free knowledge!

Internal collaboration



School program:
Target group:
Teachers

The correct and critical handling of Wikipedia in school education

“Silberwissen:”
Target group: Elderly people

Getting people with an extensive professional- and life experience to become Wikipedia authors.



“University program”
Target Group:
Professors and Teachers

Students edit Wikipedia articles. Subject-specific requirements of the studies.

Shared consultants’ network

Shared organizational resources

- Experience exchange between consultants within and among programs
- Effective deployment of personal resources in the office
- Ensuring a long-term efficiency



External collaboration

Finding Partners:

- Senior- Universities
- Senior- Academies
- Senior-Clubs
- Senior-Computer-Clubs



„Silver knowledge“ – giving time

Workshop 1

Introduction in Wikipedia

course:

- Inform
- Awakening desire to edit
- How Quality works
- Free Knowledge
- First steps in editing

Workshop 2

Edit in Wikipedia (I)

course:

- Wikipedia-Syntax and formatting texts
- My own account
- Texting
- Quotes and rules for an article
- citation

Workshop 3

Edit in Wikipedia (II)+ Wikimedia Commons

course:

- Uploading 2-4 pictures and linking them to an article
- Basic information about licensing
- Introduction to Wikimedia Commons



Conclusions:

Support and build a network

Invitation

Personal contact



Everybody has a topic to give!



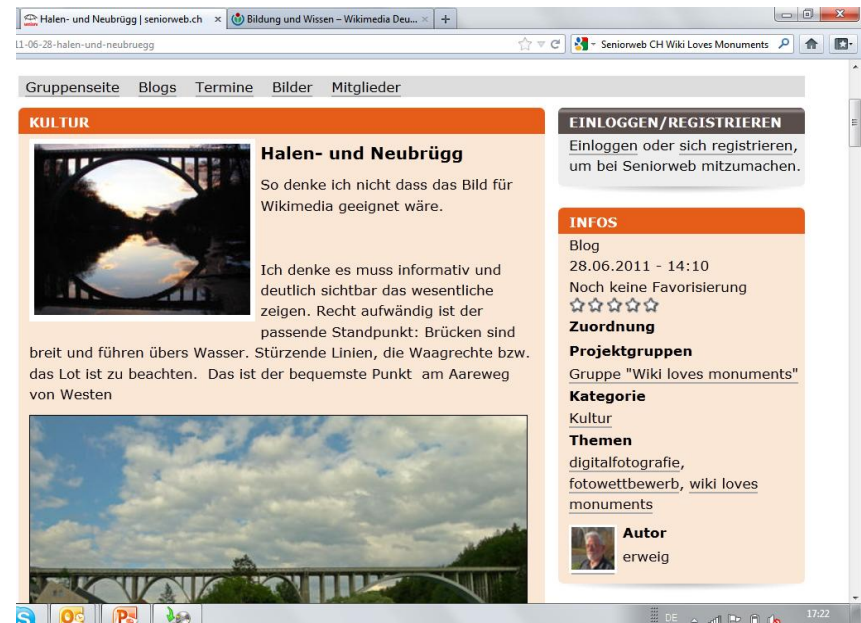
Götz, Landgasthaus
cc-by-sa 3.0, Erdmann99



By Kds11, CC-BY-SA-3.0

Mobilizing seniors for Wiki Loves Monuments

- Mobilization of seniors for the WLM photo contest via partner newsletters and online forums
- Picture safaris for mixed publics
- Workshops for seniors
- Discussion and assistance in Seniorweb CH forum



Mobilizing seniors via Wiki Loves Monuments – An approach with great potential

- In 2011: over 5'000 participants (80% new users)
- Easy way to participate and improve Wikipedia in one's neighbourhood
- WMDE, WMCH, WMNL made special efforts to include senior participants
- Some photographers' communities reluctant to «share» their photos
- Participation rate of 50plus – preliminary results from survey
 - All the countries: 23% (n = 146/642)
 - NL: 41% (n = 15/37)
 - DE: 32 % (n = 35/111) (*CH numbers too small for analysis*)
- In 2012 WMDE, WMNL will pursue their seniors outreach via WLM;
situation in CH still unclear due to organizational issues related to WLM;
further chapters are invited to join the effort!

Mobilizing seniors via Wiki Loves Monuments – Best Practices, Main Insights

- Improve usability of photo upload (matching photos with official number from monument list)
- Organize picture safaris with heterogeneous target groups – address seniors communities, historians' associations, Wikipedians alike
- Organize follow-up workshops (e.g. Wikipedia/Wikimedia Commons introductory workshops at the Award Show or afterwards)
- Intensify cooperation with seniors communities and associations; appoint 1-2 «liaison persons»



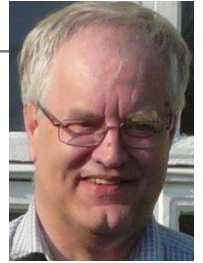
Old Heritage Associations and Wikipedia

**Findings from a two years initiative to get them
involved as active Wikipedians**

By Anders Wennersten, Sweden (64 years old)

Wikipedian (very active) and active member in several old
heritage associations

Presented by Jan Ainali, Chairman, Wikimedia Sverige



Swedish Old Heritage Associations and Wikipedia - Background

- Around 2 500 parishes in Sweden 1950
- 2 000 old heritage associations for these areas
- Active persons often very old, 70+, 80+
- Interest areas: Old cottages, old farm/household appliances and also books of the local area
- Very uneven IT-knowledge, 1/3 do not have a home page, less than half can manage e-mail correctly
- Extremely negative to the idea of free licenses



The Project

- Write articles for all local parishes (~3 000)
- For each, mail local old heritage association for feedback
- Only 15% responses, some valuable but very often not. No signs of will to improve or expand
- Seminars and presentations for Senior Nets
- **Conclusion after 2 years:** hopeless for 75+, they do not have necessary basic IT knowledge



New Approach

- Get GLAM institutions actively involved in providing info to Wikipedia (good progress)
- Tell Old heritage associations they are part of GLAM sector and that they should follow suit (they have high esteem of museums etc, low esteem of IT "brats")
- Long time perspective: trust their grandchildren to tell them of WP and the articles, and wait a couple of years for a new generation, more IT competent (now in the early 70ies), to take over

Strategic Partnership Wikimedia CH - Seniorweb CH

- Seniorweb is an online community for the generation 50+ (around 6000 members)
- Outreach in relation to the WLM photo contest
- Wikipedia/Wikimedia introductory workshops
- Shared stand presence at a seniors fair
- Plans for the participation of seniors in GLAM-related activities
- Plans for shared memberships and shared office space

Introductory workshops for Seniorweb users

- Seniorweb's education program „Free Cruise on the Internet“ provided an opportunity for such workshops
- Located in a shopping mall in Bern
- Targeted at readers but also at new contributors
- The same approach has been used for a series of workshops at a University for the Third Age



Summing Up (1)

- Seniors outreach is **worthwhile**, but not without **challenges!**
- Requires **committed volunteers** and a certain **organizational capacity** to be sustainable:
 - Use of synergies
 - Know-how management and transmission
 - Long-term commitment, trial-and-error
 - Partnerships, setting up of a network

Summing Up (2)

- Invitation, personal contact, responsiveness are important to **build trust**
- **Activate**, **guide**, and **reward** the new users
- Catch the **low hanging fruits**:
 - Build upon existing initiatives (WLM, GLAM, etc.)
 - Identify easy ways to contribute (e.g. photo contest)
 - Target potential multipliers and «liaison» persons

Documentation of the Experiences

- TAO Handbook: <http://en.wikiversity.org/wiki/TAO>
- Outreach-Wiki: <http://outreach.wikimedia.org> (upcoming)

Main Target Publics:

Wikipedians and organizations who would like to implement one or several of these approaches. – If you are interested, please get in touch so we can tailor the documentation to your needs!

- www.thirdageonline.eu (research reports)

Group Workshops

- **Group A:** I'm a Wikipedian/Wikimedian and I want to reach out to older adults. What approach would I choose? What inputs/support do I need from the project TAO, my chapter, other volunteers, etc.? How can I get the support?
- **Group B:** Bringing seniors outreach on a chapter's agenda: What are the challenges? / What are possible solutions?
- **Group C:** What are the major pitfalls in reaching out to «seniors»? How can we avoid them? / What would be great opportunities to reach out to «seniors»?

Contact



beat.ester mann@bfh.ch



elly.koepf@wikimedia.de

patrick.kenel@wikimedia.ch



jan.ainali@wikimedia.se



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www.thirdageonline.eu

