Using Wikipedia as Outreach!

Creative Outreach, SPLAT
PNLA August 7, 2008
Amy Vecchione
Finding Information!

Pew Research Center Publications

PEW INTERNET & AMERICAN LIFE PROJECT

Wikipedia: When in Doubt, Multitudes Seek It Out

The online, citizen-generated encyclopedia is especially popular among the well-educated and the college-aged

by Lee Rainie, Director, Pew Internet and American Life Project and Bill Tancer, General Manager of Global Research at Hitwise

April 24, 2007
### Top 20 Educational and Reference Websites

Week Ending March 17, 2007

<table>
<thead>
<tr>
<th>#</th>
<th>Website</th>
<th>Share of traffic in the category that week</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Wikipedia</td>
<td>24.33%</td>
</tr>
<tr>
<td>2.</td>
<td>Yahoo! Answers</td>
<td>4.23%</td>
</tr>
<tr>
<td>3.</td>
<td>Dictionary.com</td>
<td>3.79%</td>
</tr>
<tr>
<td>4.</td>
<td>Answers.com</td>
<td>3.53%</td>
</tr>
<tr>
<td>5.</td>
<td>SparkNotes</td>
<td>1.62%</td>
</tr>
<tr>
<td>6.</td>
<td>Google Scholar</td>
<td>1.31%</td>
</tr>
<tr>
<td>7.</td>
<td>Google Book Search</td>
<td>1.09%</td>
</tr>
<tr>
<td>8.</td>
<td>Find Articles</td>
<td>.99%</td>
</tr>
<tr>
<td>10.</td>
<td>Merriam-Webster Online</td>
<td>.85%</td>
</tr>
</tbody>
</table>

Source: Hitwise, U.S. Internet Visits (market share) for week ending March 17, 2007
Users search on Google, then more than half go to Wikipedia!!
It’s Good For You!

• http://itsgoodforyou.pbwiki.com/
What does this mean for you?

• Ann Lally & Carolyn Dunford at the University of Washington presented an idea!!

http://www.dlib.org/dlib/may07/lally/05lally.html

* Add content from your unique library collections to wikipedia
NWDA

• Has anyone heard of NWDA?
  – This is a neat resource of primary source material in the Northwest.
  – http://nwda-db.wsulibs.wsu.edu/nwda-search/

• Lally and Dunford suggested putting links to the finding aids in Wikipedia

• This will work for any content you want to add! Here’s why!
When is a librarian a spammer?

- My coworker and I added links to our NWDA finding aids.
- We were labeled and blocked as spammers.
- A librarian is a spammer if they only link and add no content!
HELLO
my name is

SPAMMER
The bane of virtual existence.

www.spidersparlor.com
How to use Wikipedia as Outreach: Lessons Learned

• Add content!
  – Use materials about your local area to the subject
  – Add a link at the bottom
  – Add historical photos

• Do not add just links

• Set up an account – don’t add anonymously

• Don’t get bummed if it gets edited later – that’s the whole point of 2.0!
Margaret Cobb Ailshie

Margaret Cobb Ailshie (born March 27, 1883, death August 26, 1959) was a social belle, publisher, and social activist in Boise and Chicago. 

Early years

Born in Chicago in 1883, she only lived in Chicago for six years when her father Calvin Cobb bought the Idaho Statesman and moved the family to Boise. Ailshie was raised as a socialite and went to Miss Porter's Boarding School in Farmington, Connecticut. She traveled among a wealthy elite. She travelled abroad to serve in France in World War I as a member of the Red Cross.

Ailshie went to New York City to help with the Spanish flu pandemic and then ran a canteen in France. She returned at the age of 36 in the year 1919. Nine years later her mother passed away. Her family lived at 212 W. Idaho Street, where after her father's death she carried on his torch of making Boise a better place.

Publisher of the Statesman

She was the first woman publisher for the Idaho Statesman. As publisher of the Statesman she followed the policies provided by her father, Calvin Cobb. Ailshie held the post from 1928-1959 and guided the newspaper to greater growth.

Ailshie was called a "fearless" publisher by the Statesman. Loved by her staff, Ailshie became publisher when her father died in 1928.

When Calvin Cobb purchased the paper, it was only a tri-weekly. In 1942 Ailshie led the Statesman to produce an evening paper. Ailshie led the paper to reach circulation goal of 50,000 for the Sunday edition. She founded a new site for the Statesman building. At the time it faced Steuenberg park, and surrounded the Ada County courthouse.

The newspaper achieved a daily circulation of 30,000 in the early 1940s under her leadership.
Links – put them in the References!
Enjoy!

- Wait and watch for more interested users looking to use the collections
- Add new pages based on requests that you get for research
- Don’t be afraid, you’re a librarian not a spammer!!