



# The Wikipedia Library



## Publisher Case Studies

### What are Wikipedia Library Access Donations?

The Wikipedia Library is a program at the Wikimedia Foundation which helps Wikipedia volunteers editors get free access to high quality research. One way we get our editors access is our Partner Access Donations. For these donations, The Wikipedia Library helps a publisher enter a mutually beneficial partnership with the Wikimedia community, where volunteer editors use and cite your resource to improve Wikipedia.

### Why participate?

Wikipedia is the 5th most viewed site in the world, with over 8000 views per second. This popularity has turned Wikipedia into one of the primary places where people start research. Wikipedia is a top 10 referrer to all DOIs online. Wikipedia is where discovery happens!

Every citation on a Wikipedia page generates increased visibility for your sources, and interest from readers and researcher.. Our partners have seen significant increases in citations on Wikipedia (some more than 800%), and most have seen increased traffic and even revenue to their sites.

## Newspapers.com

### Key Facts

- 100 accounts donated in July 2014, expanded to 200
- Increase in 8,876 links on English Wikipedia (+885%)
- From 3000th most used reference source on English Wikipedia to 229th in less than a year
- 6248 additional links to open access “clippings”
- Newspapers.com has seen consistent increases in traffic from Wikipedia

### Why it worked

Newspapers.com made a great partner for the Wikipedia Library:

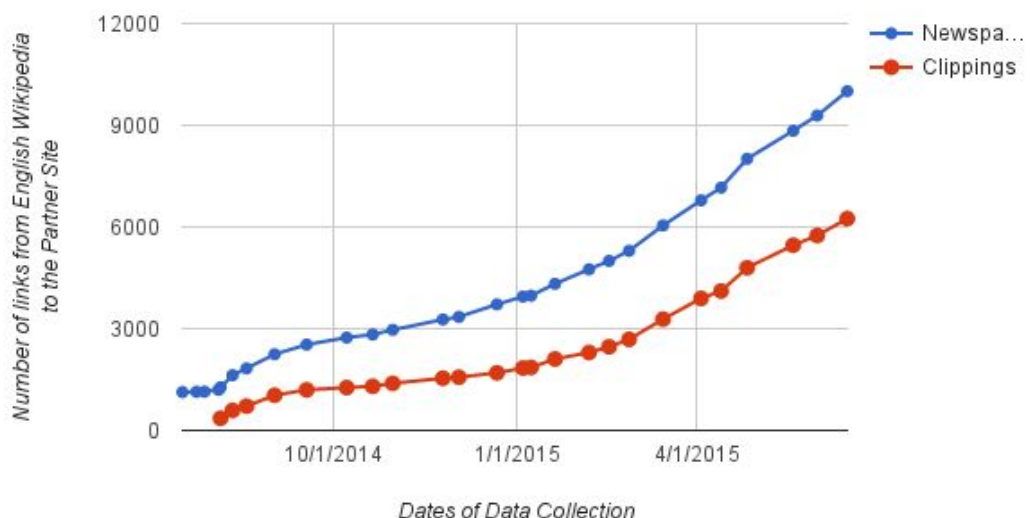
- The community relies heavily on secondary sources like newspapers
- This source can be used as references in a variety of subject areas
- Open access materials help Wikipedia’s readers access even more content that our editors contributed



“Newspapers.com is an invaluable resource in uncovering sources that are not readily available online”

-Editor Survey

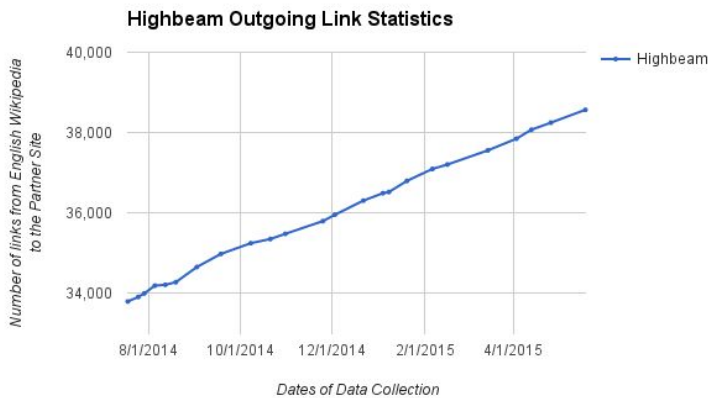
Newspapers.com Outgoing Link Statistics



# HighBeam Research

## Key Facts

- Started in April 2012 with 1000 accounts
- Increase from 11,308 links on English Wikipedia to 46,759 links (+300%)
- Now the 43rd most used source on all of English Wikipedia
- Now a recommended source for Wikipedia editors trying to find high quality references
- Increase in referrals to HighBeam pages, many of whom are first-time visitors



## Why it worked?

HighBeam made a great partner for the Wikipedia Library:

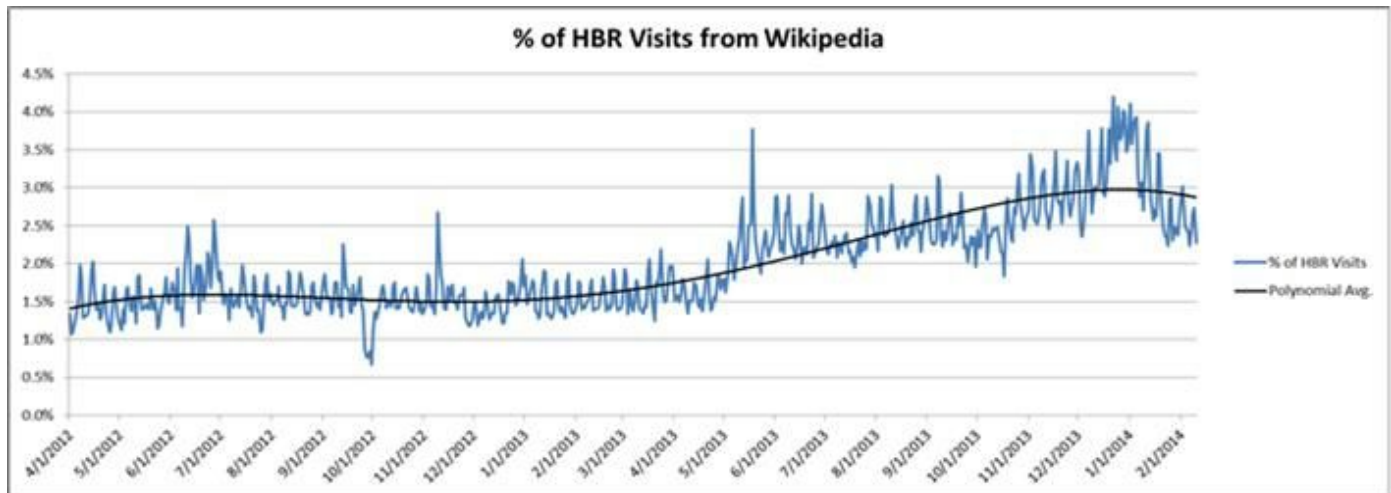
- HighBeam has a wide range of sources, including easy-access business and newspaper material
- The partnership started with a large donation and easy method of giving out access codes

## What do editors think about HighBeam?

*"Easy to access even old articles that vanished from the internet"*

*"Access to material that I could otherwise not find without trawling through physical archives."*

*"[HighBeam] often 'discovers' articles far more quickly than Google."*



## What do our volunteers think about other partners?

Wikipedia editors strive to use the highest quality references available. The Wikipedia Library works with publishers to connect our editors with the best sources. Here are their thoughts on a few of our other partners:

About *BMJ*: "Tremendously improves the quality of articles, esp with review articles. Hugely helps fact checking the content that are already present"

About *BNA*: "Without the British Newspaper Archive, none of that expansion would have been possible. BNA has rapidly become the resource tool that I use most often." -*BNA*

About *Questia*: "Sometimes when writing about an odd topic with very little information, Questia will be the only resource that turns up anything useful."

About *Oxford University Press*: "For those who are not in the UK, this access to the DNB is INVALUABLE. I've also had a lot of use from the ANB subscription, and found Oxford Bibliography extremely useful too. Access to both Grove Music and Grove Art is INVALUABLE"

Expose your content on Wikipedia!

<http://www.wikipedialibrary.org>

[wikipedialibrary@wikimedia.org](mailto:wikipedialibrary@wikimedia.org)