Situation Report

National Museum of Australia & Wikimedia Relationship

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Purpose and context

This document is the first product of a 2012 Directors Fellowship program at the National Museum of Australia (NMA), the aim of which is to develop a "Wikipedia strategy" for the museum. The report analyses the relationship between the websites operated by the Wikimedia Foundation (most notably Wikipedia and Wikimedia Commons) and the website of the National Museum of Australia by cross-referencing analytics information made available from both sites. This report does not offer recommendations. Rather it represents, as objectively as possible, the current relationship between the two sites and their respective stakeholders. It divides this relationship into six facets: inbound traffic to the NMA; search engine optimisation; outbound links from Wikipedia; NMA presence on Wikimedia Commons; NMA presence on Wikipedia; and NMA presence elsewhere.

While there have been many formal partnerships with cultural organisations around the world, and an increasingly coordinated Wikimedia community focusing on this type of outreach, there has not yet been a formal partnership between Wikipedia and an Australian museum.[1] This is despite the fact that the Australian Wikimedia Chapter has identified in its strategic plan that supporting cultural sector relationships is a priority and has set aside funds for competitive grants for that purpose.[2]

Commendably, under its own initiative and without direct assistance, in 2011 the NMA has undertaken a faultless, low-profile pilot project to link the two sites and improve the quality of content on Wikipedia. Also, as demonstrated below, there is a pre-existing and broad connection between the NMA and Wikipedia websites that had not been proactively coordinated by either side.

The Museum's achievements in the global and national context of increasing interest in museum-Wikipedia partnerships make the Director's Fellowship a timely and relevant initiative, from which it can be expected that both organisations will benefit.

More information, documentation and news about the Wikimedia
community's outreach activities with the cultural sector worldwide
[known as GLAM - Galleries, Libraries, Archives & Museums] can be found at
glamwiki.org

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[1] https://en.wikipedia.org/wiki/Wikipedia:GLAM/Projects

[2] http://wikimedia.org.au/wiki/Strategic_Plan#Grow:_Maintain_GLAM_momentum

Inbound traffic to the NMA

In the last year, 17,000 visits to nma.gov.au arrived via a link from Wikipedia, making it the most significant provider of "referral" [non-search engine, non-direct] traffic to the site. At 15,000, the overwhelming majority came from the English language edition. This is 1.5% of inbound traffic from any source. Almost half of the visitors were from Australia, with significant other groups from the USA and then the UK. The average stay of Wikipedia-derived visitors (measured by time spent on site or by number of pages visited) was roughly the same as other visitors however they were 20% more likely than average to be first time visitors to the site. For comparison, Facebook.com was the fourth most significant provider of referral traffic (at 4,000 visits) and both were dwarfed by google.com search derived traffic (518,000) and direct traffic (180,000).[3]

The Wikipedia articles which generated the largest amount of inbound traffic do not correspond to the "highlights" of the NMA collection but are usually topics of general popular interest that also have a strong presence on the NMA website - enough for links to be of unique relevance. A theme of Aboriginal people and culture is also a notable pattern. The NMA also shows that some seemingly irrelevant articles generate large amounts of inbound traffic that refer to obscure feature sections of the website. For example, for a time the New York Public Library's most popular Wikipedia referral was from "Artichoke".

Referral Path	Visits ↓		Referral Path	Visits ↓
1. /wiki/Australian_English	931	11. /wiki/Jimmy_Governor		205
2. /wiki/The_Jerilderie_Letter	807	12. /wiki/Secretariat_(horse)		171
3. /wiki/Azaria_Chamberlain_disappearance	761	13. /wiki/Arthur_Stace		165
4. /wiki/National_Museum_of_Australia	711	14. /wiki/Ned_Kelly		161
5. /wiki/Wobble_board	695	15. /wiki/Principality_of_Hutt_River		156
6. /wiki/Mick_Dodson	365	16. /wiki/Phar_Lap		143
7. /wiki/Gorget	270	17. /wiki/Rolf_Harris		141
8. /wiki/Lindy_Chamberlain-Creighton	243	18. /wiki/Indigenous_Australian_art		138
9. /wiki/Thylacine	242	19. /wiki/Paddle_steamer		125
10. /wiki/Ludwig_Leichhardt	234	20. /wiki/Tania_Verstak		125

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[3] Based on nma.gov.au Google Analytics data - 19 February 2011 to 19 February 2012. All numbers are rounded. This data is only indicative as the NMA implementation of Google Analytics does not cover all of its websites.

The largest unique driver of traffic from Wikipedia to the National Museum was the September 2011 news story of the "Discovery of Ned Kelly's remains".[4] This generated a noticeable spike in traffic to the Wikipedia article "The Jerilderie Letter" and thence by a link to the "collection interactives" NMA page.[5] Similar news-driven spikes have been noted elsewhere including tens of thousands of clicks from the Wikipedia "Crystal skull" article to the British Museum online collection record - at the time of the 2008 *Indiana Jones* film release of the same name.

Search engine optimisation

In the first column below are shown the search queries that have generated the highest conversion rate over the past year for nma.gov.au. Based on these most popular searches, the relative search engine presence of nma.gov.au and Wikipedia.org is as follows.[6] For example, searching for "gold rush" in Google produces a Wikipedia.org page in first position and an nma.gov.au page in seventh position of the search results. Wikipedia appears consistently above the NMA in all searches for topics related to Australian culture, history and people.

Popular search queries	nma.gov.au	Wikipedia.org
National museum of Australia	Google: **1st** Bing: **1st**	Google: 3rd Bing: 2nd
NMA	Google: **1st** Bing: **1st**	Google: 7th Bing: 9th
Gold rush	Google: 7th Bing: 8th	Google: **1st** Bing: **1st**
Gough Whitlam	Google: 3rd Bing: 2nd	Google: **1st** Bing: **1st**
John Howard	Google: 4rd Bing: 2nd	Google: **1st** Bing: **1st**
Ned Kelly	Google: > 20th page Bing: > 20th page	Google: **1st** Bing: **1st**
Phar Lap	Google: 5rd Bing: 2nd page	Google: **2nd** Bing: **1st**

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[4] Google Trends results for "Ned Kelly" in 2011 -
https://www.google.com/trends/?q=Ned+Kelly&ctab=0&geo=all&date=2011&sort=0

[5] https://en.wikipedia.org/wiki/The_Jerilderie_Letter leading to http://www.nma.gov.au/collections/collection_interactives

[6] Searching while logged out and with Australian content promoted

Outbound links from Wikipedia

There are 480 links from the English Wikipedia to nma.gov.au pages, many with several links on the one page. Sorted by their January pageviews the articles form a slightly more cohesive list of topics generally considered of importance to Australian history. The only articles which appear in *both* this "most viewed" list and the previously discussed "most clicked" lists are "Australian English" and "Indigenous Australian art".[7] However, the likelihood of a link being clicked on is quite independent of how many pageviews that article receives. For example, the presence of the most popular article, "Mick Jagger", is explained by his film performance in "Ned Kelly" but despite this, it did not generate a significant number of clickthroughs.

Presence on Wikimedia Commons

In Wikimedia Commons, there are 100 images categorised as either being taken by visitors at the NMA, or out of copyright (Public Domain) images from the collection that have been uploaded from the website.[8] No content has been uploaded by the museum itself. These images can be classified as either pictures of the building itself (interior and exterior), of collection objects. Further, of the of the 100 images of the Public Domain photography collection from nma.gov.au 30% are in use in Wikipedia articles across all languages, with a "hero shot" of the building to illustrate different Wikipedia language editions' article about the museum itself being the single most reused.[9] The most commonly used subset of images in Wikipedia related to the NMA are Herbert Bassedow's photos of early 20th Century Aboriginal culture. They have also been made available on Flickr by the NMA. Most Public Domain photography collections that are placed on Flickr are eventually mass-uploaded to Wikimedia Commons. This includes, for example, the Powerhouse Museum's Tyrrell Collection.[10]

Wikipedia Page	Links	Views
Mick Jagger	2	453,359
Cricket	1	327,571
Kangaroo	1	214,508
Victorian era	1	211,396
Ned Kelly	2	205,556
James Cook	1	174,335
Thylacine	3	168,818
Indigenous Australians	1	126,313
Playing card	1	110,814
Emu	1	88,631
Queensland	1	76,543
Newfoundland (dog)	1	66,611
Flag of Australia	2	61,868
Slot machine	1	51,780
Holden	2	43,242
Gamelan	1	39,982
Prime Minister of Australia	1	37,523
Coin	1	37,472
Rugby league	2	36,511
Australian English	1	35,603
The Adventures of Priscilla, Queen of the Desert	1	31,074
Seashell	3	29,454
John Howard	1	29,135
Canoe	2	28,089
Lawn mower	2	27,170
Ochre	1	27,163
Indigenous Australian art	3	25,552
Rolf Harris	2	25,459
National Rugby League	1	25,285
Azaria Chamberlain disappearance	4	24,185
Evonne Goolagong	1	24,103
Coffin	2	21,370
Handcuffs	1	20,739
Spanish dollar	1	20,466
Australian National University	1	19,479
Billabong	1	19,135
Australian Broadcasting Corporation	1	18,585
Secretariat (horse)	1	18,014
Phar Lap	2	17,921
Expo 67	1	17,491
History of New Zealand	1	16,963
Pickaninny	1	16,573

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[7] Linkypedia results for nma.gov.au, February 2011 http://linkypedia.info/websites/43/

[8] https://commons.wikimedia.org/wiki/Category:National_Museum_of_Australia

[9] http://toolserver.org/~magnus/glamorous.php?doit=1&category=National_Museum_of_Australia&use_globalusage=1&ns0=1&depth=9&show_details=1

[10] https://commons.wikimedia.org/wiki/Category:Flickr_images_from_Powerhouse_Museum

The "hero shot", used in 11 language editions to illustrate the article about the museum itself
https://commons.wikimedia.org/wiki/File:NatMusAus_Main_Entrance_Strip.jpg

The "collection item" visitor's photograph, used in nine language editions to illustrate the article thylacine
https://commons.wikimedia.org/wiki/File:Thylacinus_cynocephalus_at_NMA.jpg

The "online photography collection" image, used in six language editions to illustrate Aboriginal culture
https://commons.wikimedia.org/wiki/File:Showing_method_of_attack_with_boomerang_-_NMA-15147.jpg

Despite the relatively small number of images, the pageview numbers for the articles in which those images appear is quite high. The combined pageviews in January of these articles was 350,000 across 19 languages. Thirteen have one image use, either in the article "Australian Aborigines" (or equivalent) or the article about the museum itself. In decreasing order, the German, French, Russian, Dutch and Spanish editions had several thousand pageviews. English accounted for the lion's share of pageviews for NMA-related images with the bulk of those being in "Indigenous Australians" and in the "History of Australia", "Culture of Australia" and "Religion in Australia" articles.[11]
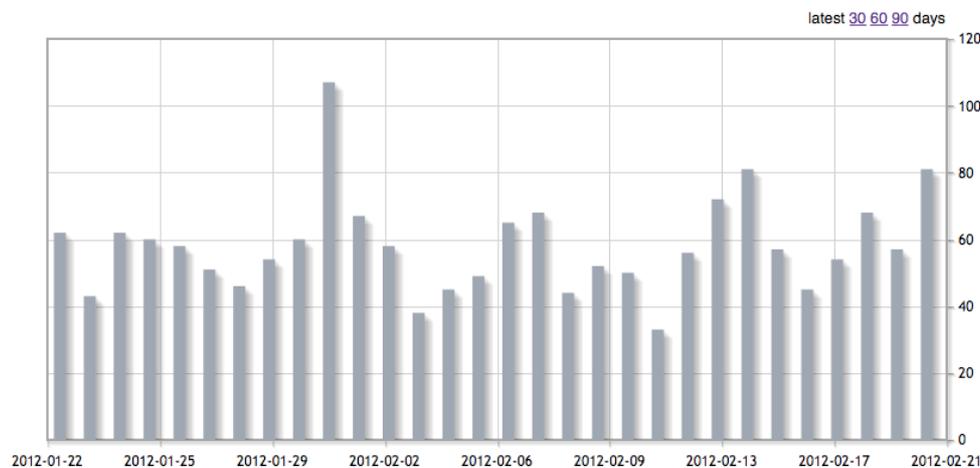
enwiki	235,808	Show/hide details of 10 pages
dewiki	52,969	Show/hide details of 6 pages
frwiki	23,542	Show/hide details of 5 pages
ruwiki	12,808	Show/hide details of 3 pages
nlwiki	11,996	Show/hide details of 2 pages
eswiki	7,714	Show/hide details of 2 pages
fawiki	701	Show/hide details of 1 pages
itwiki	671	Show/hide details of 1 pages
bgwiki	544	Show/hide details of 1 pages
cawiki	404	Show/hide details of 1 pages
srwiki	382	Show/hide details of 1 pages
hiwiki	203	Show/hide details of 1 pages
glwiki	148	Show/hide details of 1 pages

[11] http://toolserver.org/~magnus/baglama.php?group=National+Museum+of+Australia&date=201201

Presence on Wikipedia

The English Wikipedia article specifically about the NMA receives approximately 1700 pageviews in any given 30 day period, with a distinct weekend dip.[12] It was created in April 2004 and has received over 150 edits, but no individual or group of editors has demonstrated a consistent interest in maintaining or improving the article.[13] Currently rated as "start class", It contains minimal structuring or section detail, and lacks key elements such as descriptions of the collection and footnotes.[14] However, it is a stable article with no history of "edit warring" and includes a relatively strong description of the building's design. There is an equivalent article in eight other language editions, with German, Russian and Ukrainian being of reasonable quality. Chinese, French, Japanese Portuguese and Simple English are "stubs".

National_Museum_of_Australia has been viewed 1743 times in the last 30 days.

While there are many articles about topics or themes of importance to the museum, there are no articles written specifically about collection items and so no category or template dedicated to the NMA has been created. For example, while there is an article on the "Wobble board" (which generates the 5th highest number of clickthroughs, as discussed above) there is no article about the *specific* wobble board in the NMA collection.[15] As compared to, for example, the category and template specific to the Derby Museum and Gallery.[16] Consequently, it is not currently possible to automatically assess the quality/ importance matrix of articles relevant to the NMA.[17] However, if "Wikiproject Australia" and relevant sub-projects such as "Australian history" or "Indigenous peoples" are any guide, the quality of Australian content in general is relatively high and there is reasonable community interest in coordinating future activity.[18] Currently, the articles related to the 1948 "Invincibles" Cricket tour of England is the only Australian-specific complete set of high quality content.[19]

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[12] http://stats.grok.se/en/latest/National_Museum_of_Australia

[13] http://toolserver.org/~petrb/soxred/articleinfo/index.php?article=National_Museum_of_Australia&lang=en&wiki=wikipedia

[14] https://en.wikipedia.org/wiki/Talk:National_Museum_of_Australia

[15] https://en.wikipedia.org/wiki/Wobble_board and http://www.nma.gov.au/collections/highlights/rolf-harris-wobble-board

[16] https://en.wikipedia.org/wiki/Category:Derby_Museum_and_Art_Gallery and https://en.wikipedia.org/wiki/Template:Derby_Museum

[17] By comparison see, for example, the "Project statistics" section of https://en.wikipedia.org/wiki/Wikipedia:GLAM/SI

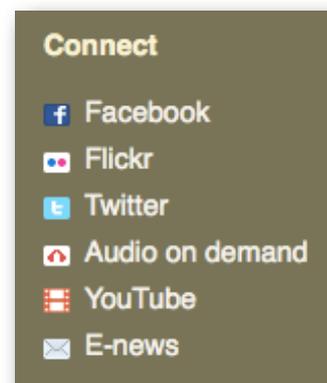[18] https://en.wikipedia.org/wiki/Wikiproject_Australia#Departments

[19] https://en.wikipedia.org/wiki/Book:Australian_cricket_team_in_England_in_1948

Over the last year, the NMA has quietly piloted an in-house program in which two part time staff have worked to raise the quality of content of a broad range of articles using available resources from the NMA. This has led to improvements in 150 articles, adding many educational outbound links as references.[20] Whilst low profile, this project has garnered the NMA much credibility within Wikipedia by demonstrating that the Museum is willing and able to work with the volunteer community to improve the quality of Wikipedia content *for its own sake* and not merely for marketing/promotional reasons. The most significant improvement has been to the article "Canning stock route" which was timed to coincide with a major exhibition on the same topic.[21]

Presence elsewhere

Aside from Wikipedia and Wikimedia Commons, there is no NMA presence on the other Wikimedia projects except for one reference in the "Australian English vocabulary" article of Wiktionary which generates a dozen clicks per year[22] While the English Wikipedia contains many external links to the NMA and NMA-related topics or themes, important regional and migrant languages like Japanese, Indonesian, Chinese, Greek, Arabic or Italian also contain many corresponding articles. NMA appears as a reference in many languages for the articles about itself, the country and about Indigenous Australians but there are currently no online resources provided by the museum in languages other than English.

The NMA maintains an active presence in both content sharing (YouTube, Flickr, podcast) and social media (Facebook, Twitter) platforms. It does not currently use Creative Commons licensing for any of its own content shared on these platforms nor differentiate between Public Domain and in-copyright material in the online collection database. The NMA provides a standard license which permits copying material owned by the museum for personal or educational use with the proviso of attribution and with restrictions on commercial use or derivate works.[23] At present, this makes content appearing on nma.gov.au legally incompatible with Wikipedia as Wikipedia will only include content which meets the standard of the "Definition of free cultural works".[24] In practice this means either the Creative Commons Attribution or the Creative Commons Attribution Share-Alike licenses - neither of which allows non-commercial or non-derivative restrictions.[25]

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[20] http://toolserver.org/~tparis/pcount/index.php?name=Shamto&lang=en&wiki=wikipedia

[21] https://en.wikipedia.org/wiki/Canning_Stock_Route and http://www.nma.gov.au/exhibitions/yiwarra_kuju/home

[22] https://en.wiktionary.org/wiki/Appendix:Australian_English_vocabulary

[23] http://www.nma.gov.au/about_us/using_our_website/copyright-notice

[24] http://freedomdefined.org/Definition

[25] Known as CC-By and CC-By-SA https://creativecommons.org/licenses/