



Librarian engagement on the open web: the #1Lib1Ref campaign

#1Lib1Ref campaign

- [citation needed] = reference query!
- “Imagine a world...”

VIQUIPROJECTE: **BIBLIOWIKIS**

**UN BIBLIOTECARI:
UNA REFERÈNCIA**



IMAGINEU UN MÓN ON CADA BIBLIOTECARI AFEGÍS
UNA REFERÈNCIA BIBLIOGRÀFICA A LA VIQUIPÈDIA.

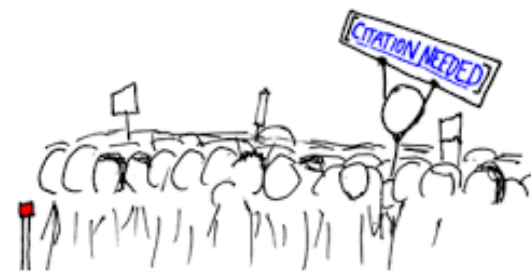


Image: Randall Munroe, CC BY-NC

Citation Hunt

[לימודי תעודה](#)

Citation Hunt

Help find citations for Wikipedia articles!

In page [Carmel-by-the-Sea, California](#):



The Carmel-by-the-Sea area is permeated by Native American, early Spanish and American history. Most scholars believe that the Esselen-speaking people were the first Native Americans to inhabit the area of Carmel, but the Ohlone people pushed them south into the mountains of Big Sur around the 6th century.^{[[citation needed](#)]}

I got this!

Nope, next!

What makes you tick?

Don't know how to add citations? See [Introduction to referencing with VisualEditor](#).

[Català](#) [English](#) [Français](#) [עברית](#) [Italiano](#) [Polski](#)

Promotion



 JESSAMYN

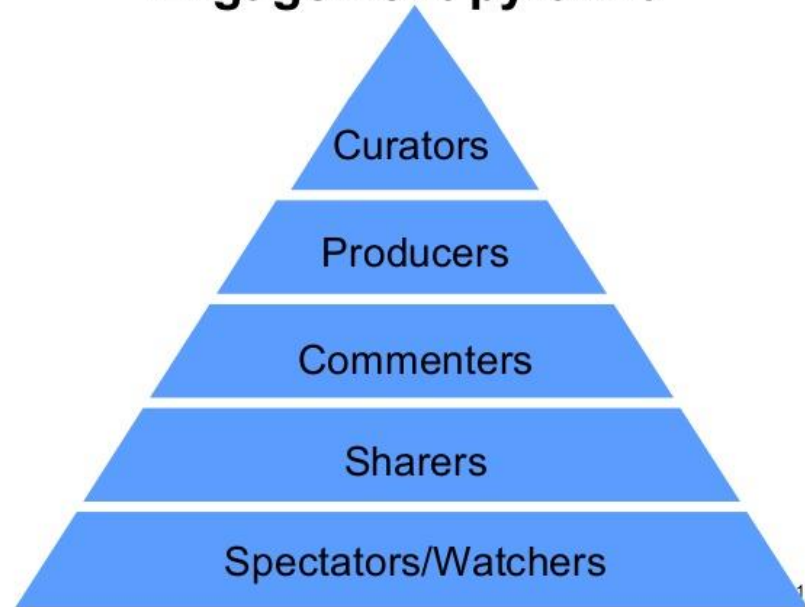
Todo: promote #1lib1ref project on Wikipedia

I am excited about the #1lib1ref project on Wikipedia. The goal is to get every librarian in the world (or a reasonable subsection) to add a citation to a Wikipedia article, just one. This helps make Wikipedia better in the process. I added my cite today to the Free Your Mind...

- Online-only, viral marketing approach
- Used established influence network
- Low barrier to conversion

Engagement

Engagement pyramid



Source: Open Leadership, Charlene Li

Evaluation

- 17,918 pageviews
- Coverage in 55 venues
- 1100 Twitter posts
- 327 users
- 1232 edits
- Continuing impact



Philosophy

Libraries serve as society's gateway to knowledge. With the advent of the Internet and the rise of a digital information commons, libraries are spaces for citizen engagement, the preservation of cultural heritage, and the sharing of open information, along with their traditional role of maintaining collections of print and digital media for reuse.

The mission of Wikimedia is to empower and engage people around the world to collaboratively collect and develop open educational content, and to disseminate it effectively and globally. We see libraries as our natural partners in this endeavor. Working together, we can promote scholarly and cultural knowledge, information literacy, and open access.

Wikipedia loves libraries

In Sum

- Use theory to inform outreach
- Create low barriers with multiple engagement options
- Metrics are key to online efforts
- Value of involvement with the open web

Questions?

