Video Co-creation in Collaborative Online Communities

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ABSTRACT

This tutorial session addresses issues of multimedia and video co-creation in a wiki environment, using Wikipedia and Wikimedia Commons as an example.

Did you know that while English Wikipedia has over 4 million articles, only 0.1% of them have video? In 2013, the Wiki Makes Video project was started by Andrew Lih to encourage more video content creation. It was designed to further the work of earlier projects such as Lights Camera Wiki and Kaltura's open source collaborative video editor work that had been started before 2010, but has stalled in recent years.

We demonstrate the challenges and best practices for video creation within a collaborative community, and how this project has used the idea of "video patterns" as an analog to "programming patterns" that originally spurred the development of wikis in the 1990s.

Topics include:

- Measuring the quantity and quality of video in Wikipedia's articles

- How better video can be generated by contributors through teaching visual literacy using video patterns

- Overview of open technical standards being employed in Wikimedia Commons, and how to use them

- Researching and transcoding content from existing video repositories (Internet Archive, Library of Congress, et al)

- What barriers to participation might be, and how to encourage more visual content