Wikipedia is among the most important information sources for the general public. Motivating domain experts to contribute to Wikipedia can improve the accuracy and completeness of its content. In a field experiment, we examine the incentives which might motivate scholars to contribute their expertise to Wikipedia. We vary two factors – the likelihood of citation and the number of views an article receives. We find that experts are significantly more interested in contributing when citation benefit is mentioned. Conditional on expressing interests to contribute, cosine similarity between a Wikipedia article and the expert's paper is the most significant factor predicting quantity and quality of contributions.