



**WIKIMEDIA**  
**FOUNDATION**

**SUE GARDNER, EXECUTIVE DIRECTOR**  
**HANOVER, GERMANY, 20 NOVEMBER 2011**

THE AGE OF NATIONS IS PAST.  
IT REMAINS FOR US NOW,  
IF WE DO NOT WISH TO PERISH,  
TO SET ASIDE THE ANCIENT PREJUDICES  
AND BUILD

WIKIPEDIA

RICHARDIN, S.J.



# About Me

- Executive Director of the Wikimedia Foundation, the non-profit organization that operates Wikipedia
- Canadian
- Former journalist, and head of CBC.CA, the most popular news and information site in Canada and the website of Canada's national public broadcaster
- Registered editor on Wikipedia since 2007: I've got about 1200 edits on 10 projects.

# About This Talk

- About the Wikimedia Foundation
- About the image filter
- About editor retention: our top priority
- Recruiting female editors

Any questions before I begin?



**THANK YOU**  
**FOR EDITING WIKIPEDIA**

# **About the Wikimedia Foundation**

# Mission of the Wikimedia Foundation

“The mission of the Wikimedia Foundation is to empower and engage people around the world to collect and develop educational content under a free license or in the public domain, and to disseminate it effectively and globally.

In collaboration with a network of chapters, the Foundation provides the essential infrastructure and an organizational framework for the support and development of multilingual wiki projects and other endeavors which serve this mission.

The Foundation will make and keep useful information from its projects available on the Internet free of charge, in perpetuity.”

Google



World Vision

ebay



REPORTERS  
SANS FRONTIERES

POUR LA LIBERTE DE LA PRESSE

You Tube

DER SPIEGEL



creative  
commons



ГОСУДАРСТВЕННЫЙ ЭРМИТАЖ



THE STATE HERMITAGE MUSEUM





# Ninety people work at the Wikimedia Foundation.





Half are engineers;  
the remainder do everything else.





40% were Wikimedians before they joined the staff.





# Average staff tenure in the projects: ~4 years\*





42% of WMF staff are not American;  
70% have lived outside the U.S.



# **The Wikimedia Foundation speaks 41 languages, averaging 2.12 languages per staff member.**

English, French, Spanish, German, Dutch, Hindi, Italian, Latin, Portuguese, Russian, Arabic, Japanese, Malayalam, Bahasa Melayu, Mandarin, Esperanto, Hebrew, Korean, Romanian, Catalan, Mandarin, Cantonese, Hokkien, Danish, Finnish, Frisian, Ghegnisht, Greek, Hawaiian, Kannada, Kölsch, Lithuanian, Norwegian, Polish, Réunion Creole, Gjuha-shqipe letrare, Swahili, Swedish, Tamil, Ukranian and Vietnamese.

*First sort is by number of staff speakers, secondary sort is alphabetical. Accurate as of November 2011, Wikimedia Foundation staff of about 90.*



# **About the image filter**

- May 2010** WMF Board first starts discussing controversial content
- June 2010** Board asks me to commission a study: I hire Robert Harris to conduct deliberations on meta\*
- Oct 2010** Harris study delivered to the Board for discussion
- June 2011** Board asks me to build an image filter which would offer users the ability to individually opt out of seeing images they don't want to see
- Aug 2011** I develop a design & commission a community vote: result is majority weak support and a strong minority opposed
- Sep 2011** deWP runs a poll: result is strong opposition, including prominent & credible Wikipedians
- Nov 2011** I come to Hanover to talk with you about it

*\*To develop his report, Robert Harris gathered together 40 studies, white papers and other research from 15 countries around the world originating in 15 countries and covering attitudes, regulations and practices in 76 countries. He read hundreds of wiki policy pages and had on-wiki, e-mail and voice conversations with hundreds of editors from multiple countries. The report was developed on meta, and commented upon and publicly discussed at every stage.*

Does the Wikimedia Foundation intend to impose an image filter on the German Wikipedia, against its will?

Some German editors have told me that they cannot accept an image filter of the type we originally designed. Its introduction would make them want to leave the projects. I take that very seriously. The Wikimedia Foundation will not impose an image filter on German editors that editors strongly oppose.

Having said that: I am not promising that nothing will ever change on the German Wikipedia without consensus agreement. As a movement, we need to be able to be bold, and to experiment freely.

The image filter is different though: it is not an ordinary feature, and so it required special, serious advance discussion.

Does the Wikimedia Foundation intend to go ahead with its original plan to build a category-based image filter?



The Wikimedia Foundation does not intend to build a category-based image filter.

It was clear in the referendum results and the discussion afterwards that a category-based filter system would be unworkable and unacceptable to many editors.

Therefore, we will not build it.

So: what will happen next?

The Board has not rescinded its request to me to build a personal image hiding feature, and so I intend to do it.

To that end, the Wikimedia Foundation will work in partnership with editors, engaging in discussion, until we figure out a solution that will work for everyone.

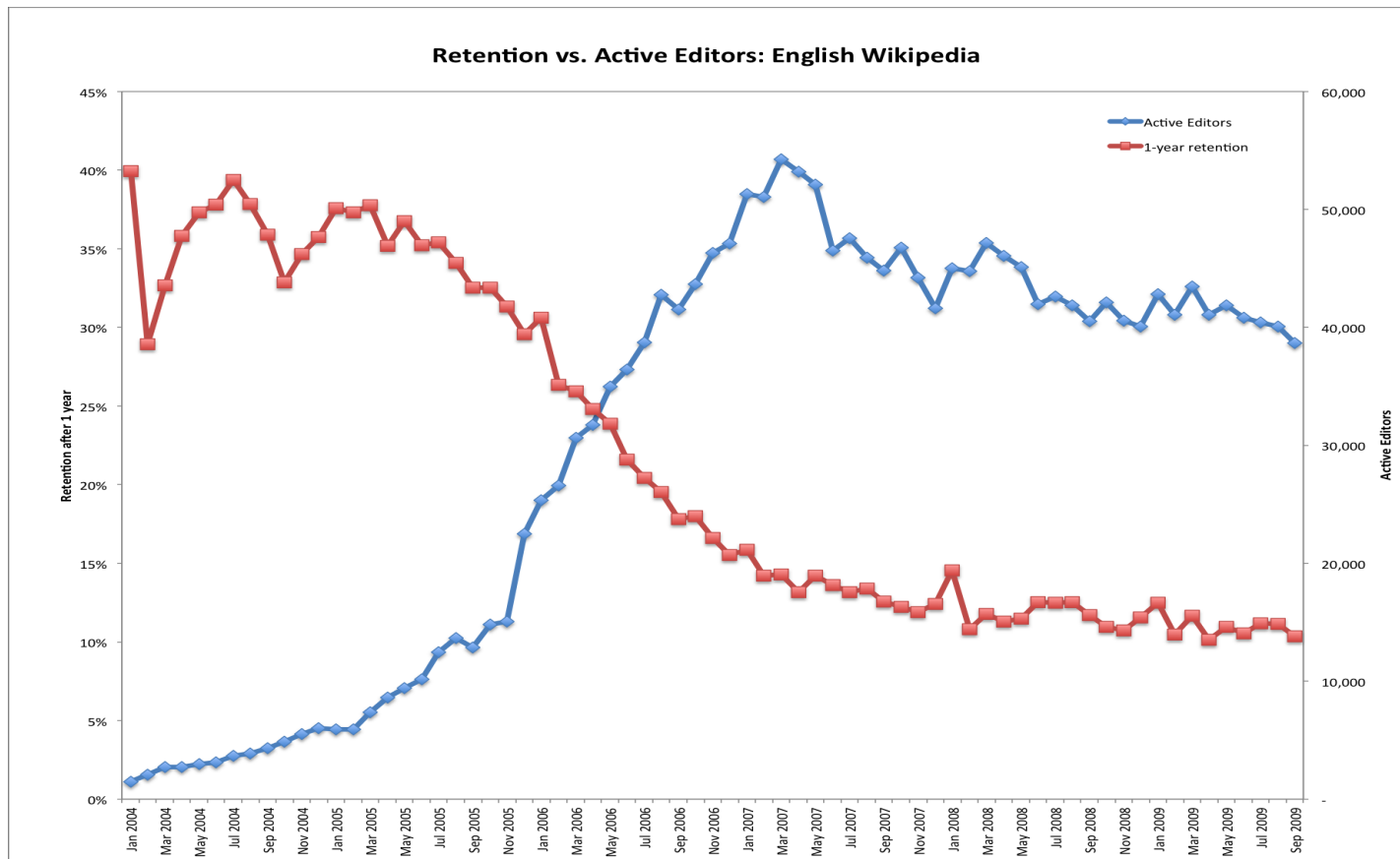
Right now some ideas, such as a general images on/off switch, seem to have broad general support. A few proposals are in development, and being discussed.

My hope is that we can have a good, rich, open conversation about acceptability and usefulness of different ideas, and figure this out in a way that works for everyone. I hope you'll participate on pages like [Controversial content/Brainstorming](#) and talk through some of the options there.

We wanted to do something; we asked you what you thought of it. You raised serious objections, and we listened to you. Now, we're rethinking.

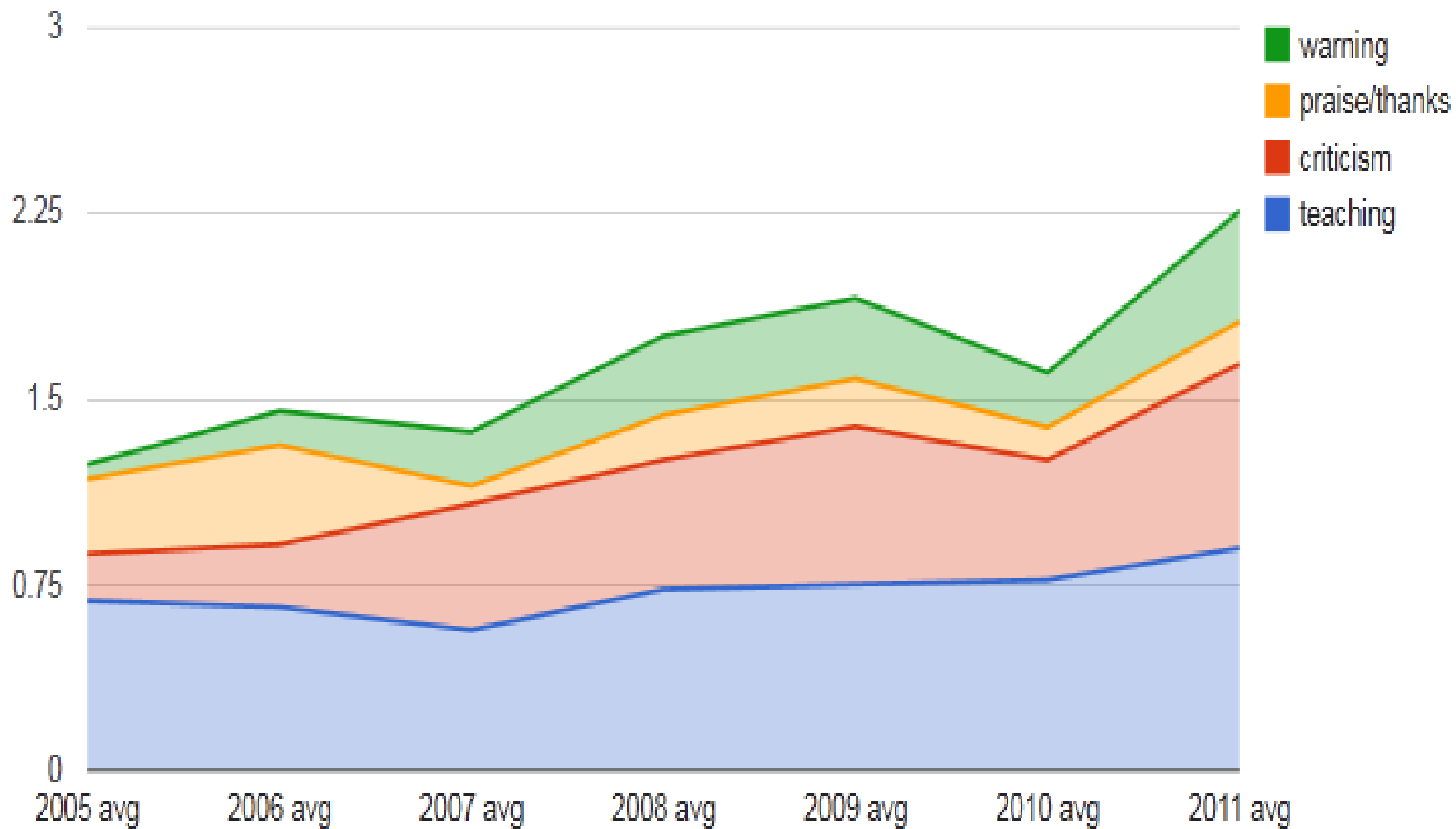
**This is how it's supposed to work.**

**Editor retention: our top priority**



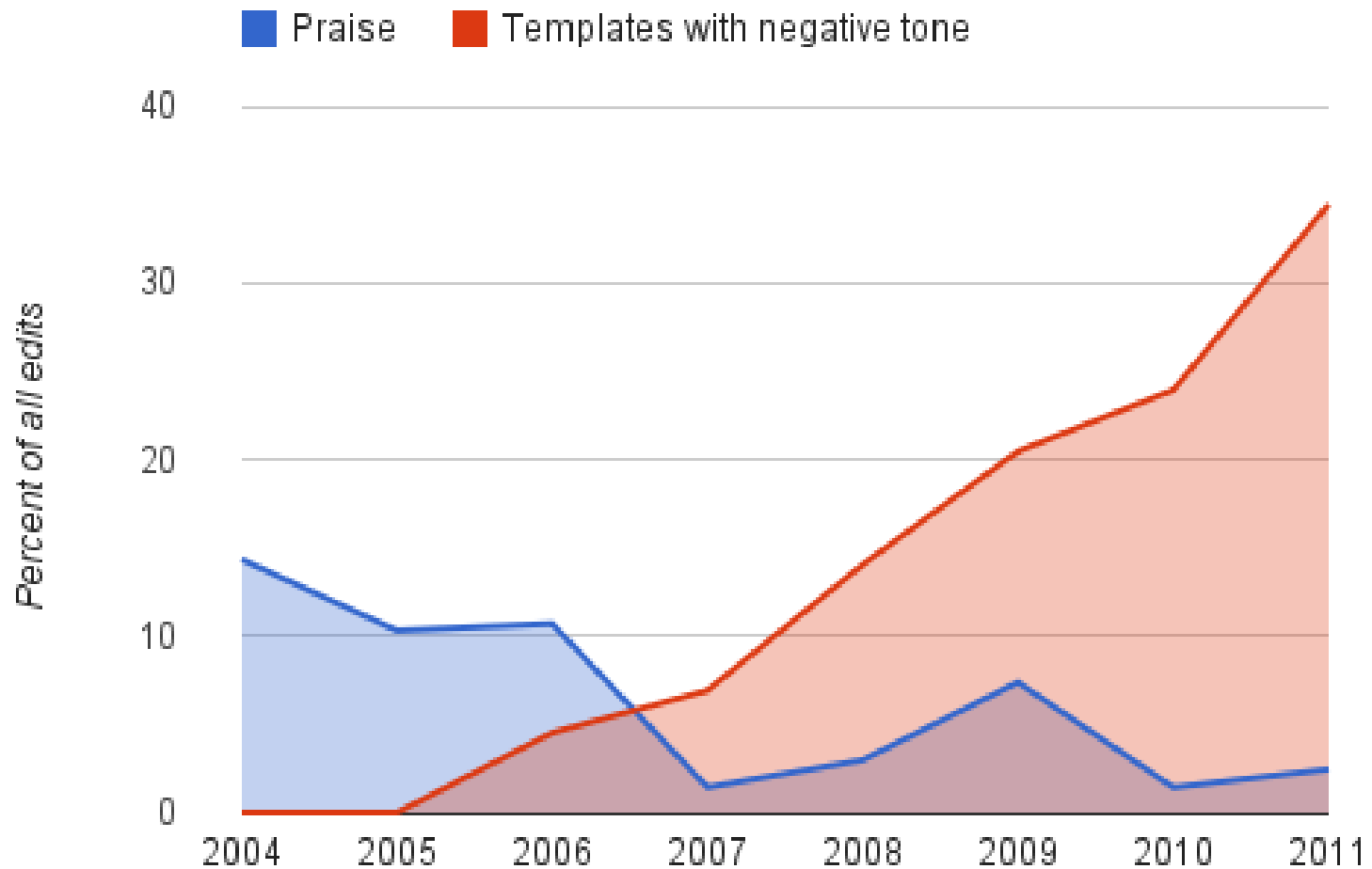
It's getting harder for new people to join our projects. Newbies are making up a smaller percentage of editors overall than ever before, and the absolute number of newbies is dropping as well.

Source: [http://strategy.wikimedia.org/wiki/Editor\\_Trends\\_Study](http://strategy.wikimedia.org/wiki/Editor_Trends_Study)



Why are new editors dropping? Warnings are up, criticism is **WAY** up, praise and thanks are in decline.

# Is it because they are vandals or spammers? No.



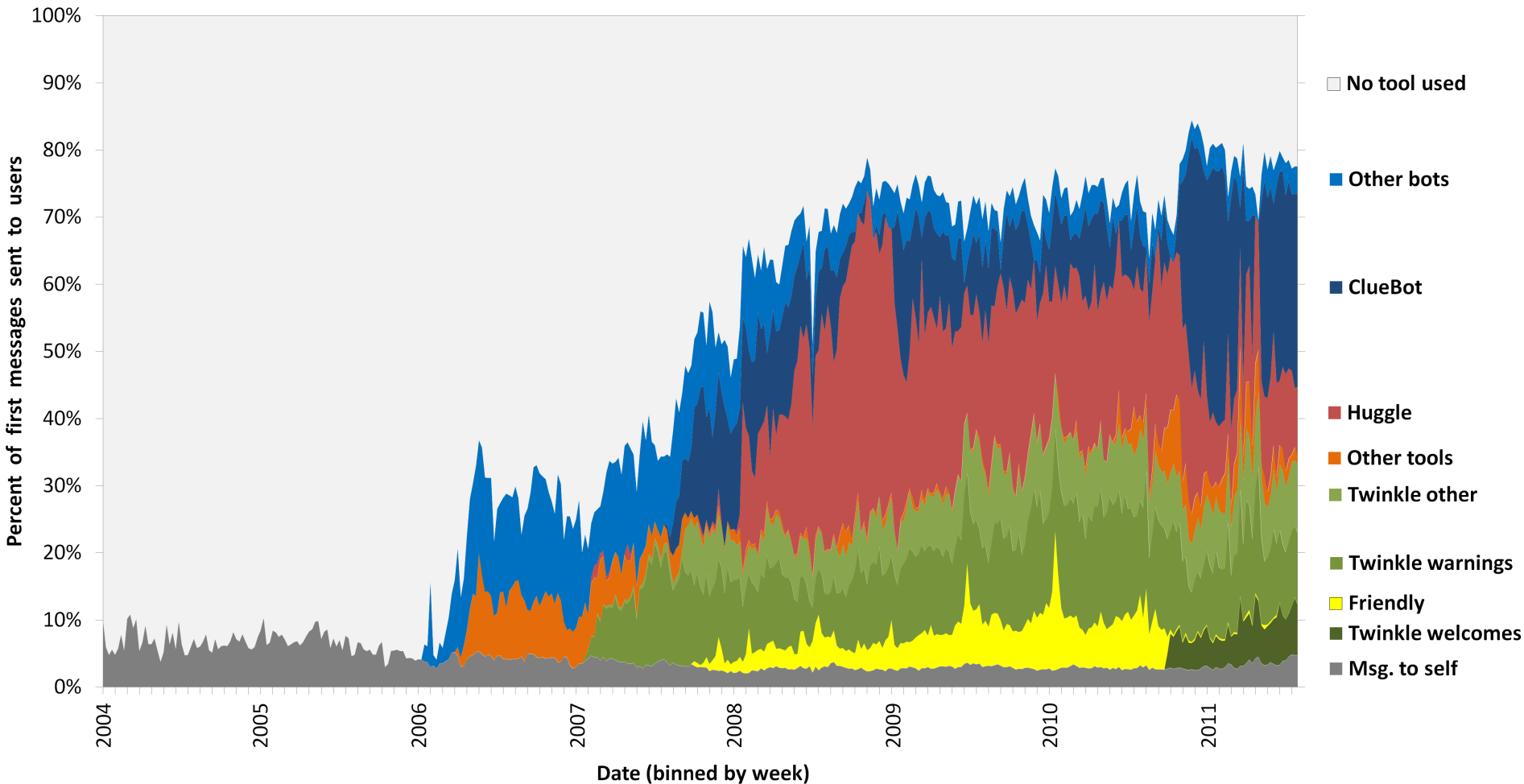
Over the years, good faith newbies\* have become much less likely to be praised, and criticism has skyrocketed.

(\*non-vandalizing, non-spamming, non-sockpuppeting)

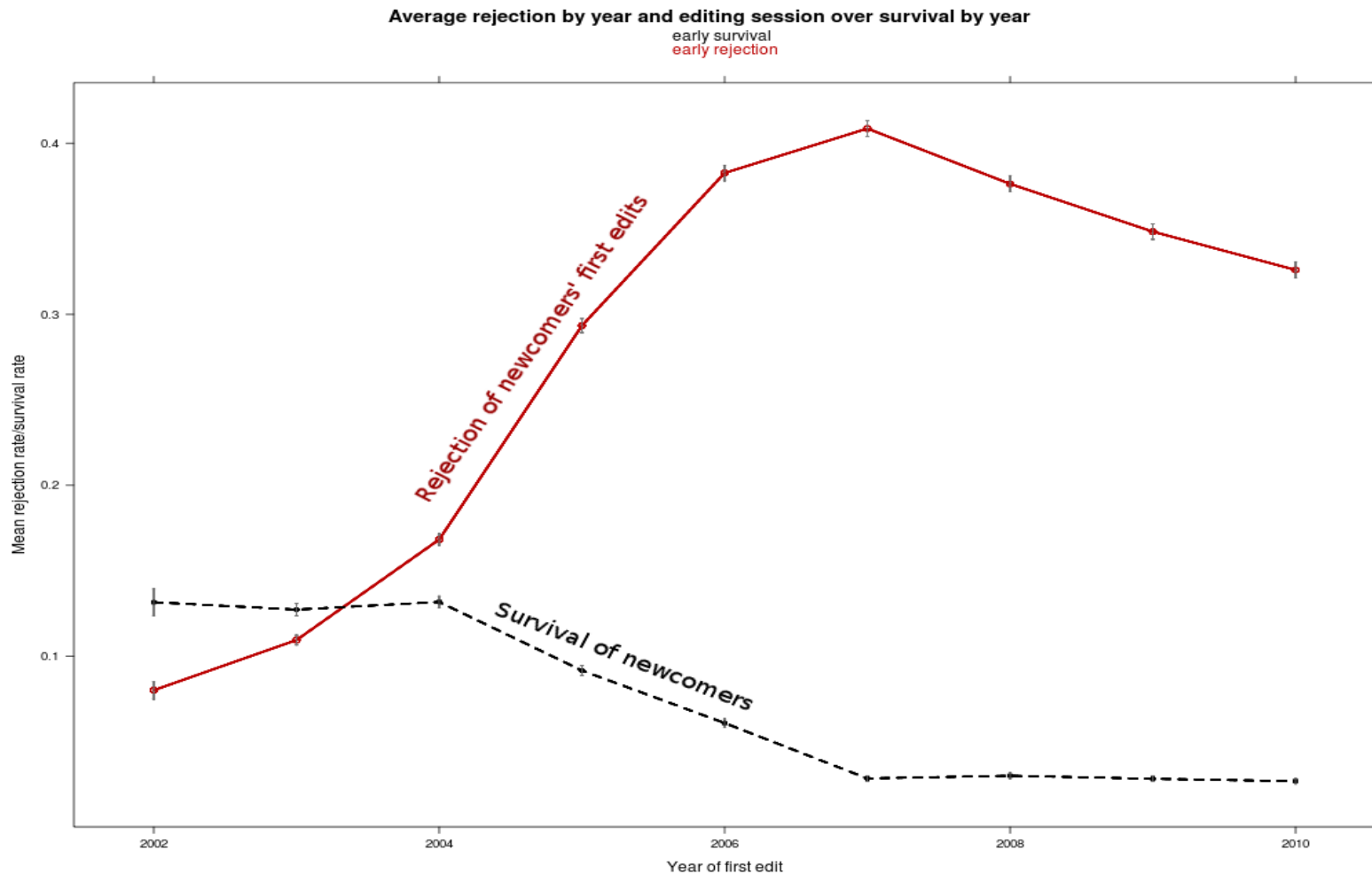
Source: [http://meta.wikimedia.org/wiki/Research:Communication\\_to\\_New\\_Editors\\_2004-2011](http://meta.wikimedia.org/wiki/Research:Communication_to_New_Editors_2004-2011)



First messages sent to new users, by tool and bot used (proportional)



Today, four of five first messages to new editors are bot-delivered, and 65% are warnings.



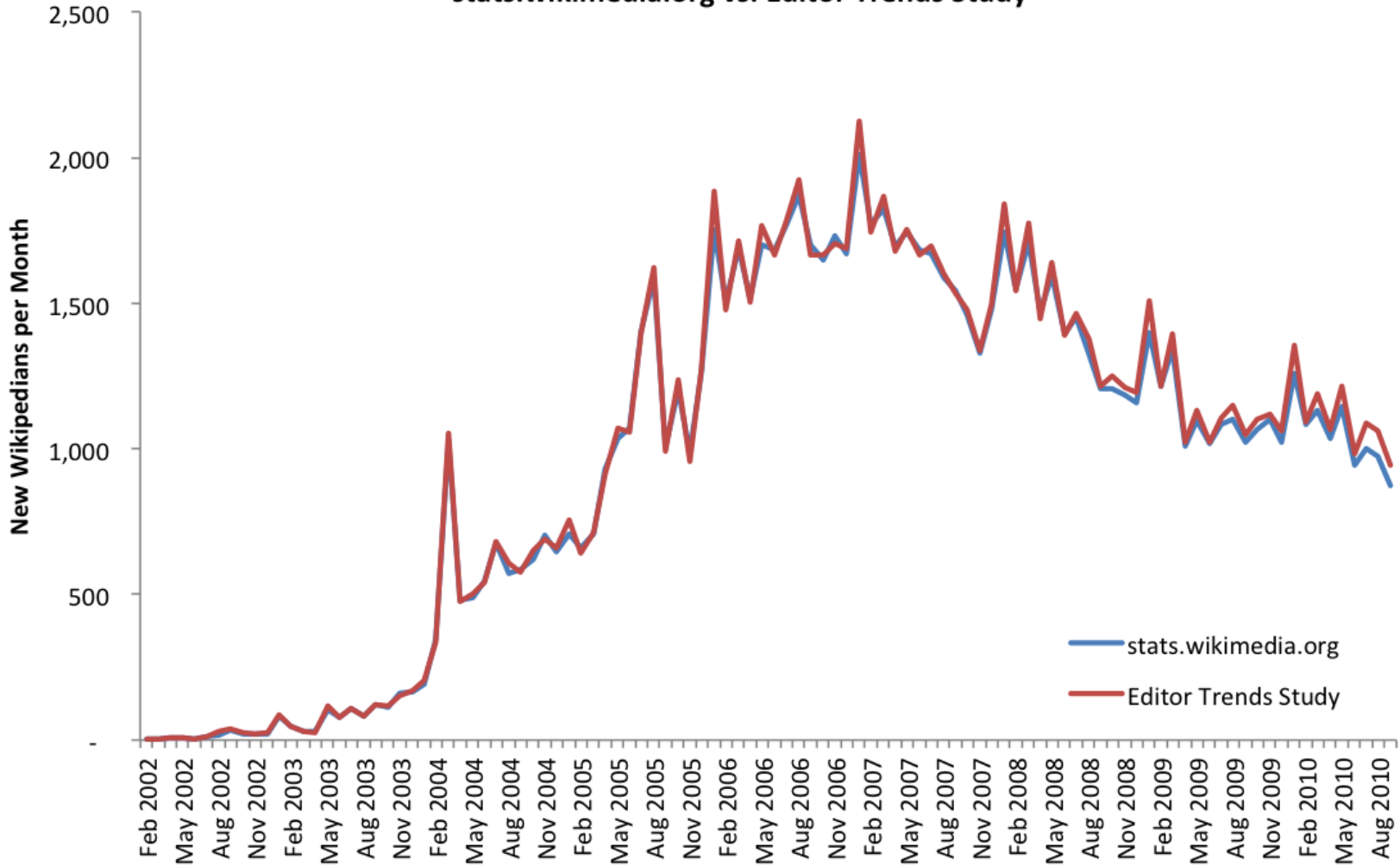
Deletions and reversions make new editors less likely to stick around – and that effect is strongest for new editors who are highly prolific.

Source: [http://meta.wikimedia.org/wiki/Research:First\\_edit\\_session](http://meta.wikimedia.org/wiki/Research:First_edit_session)

**The story is not different for the  
German Wikipedia.**

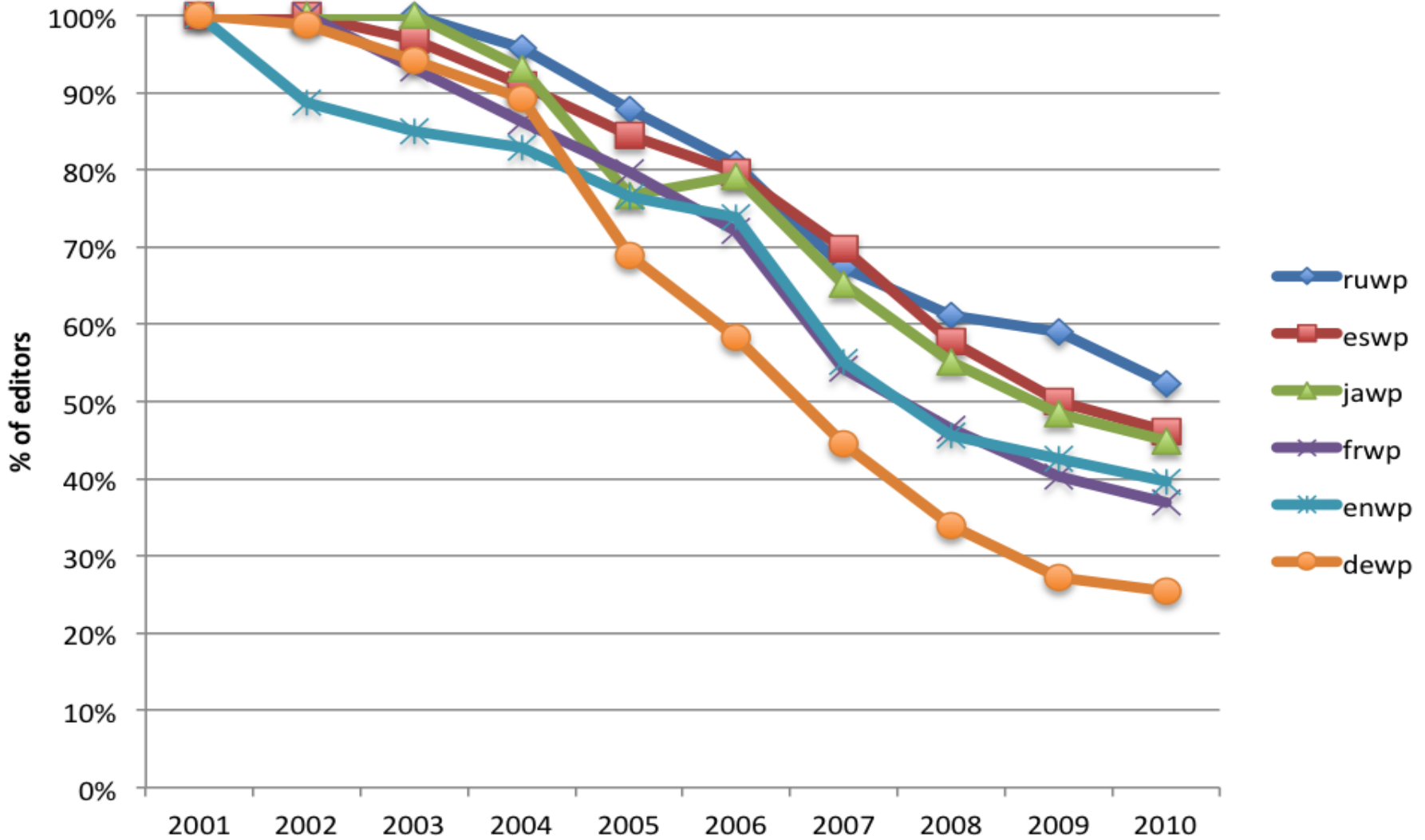
# Monthly New Wikipedians: German Wikipedia

stats.wikimedia.org vs. Editor Trends Study



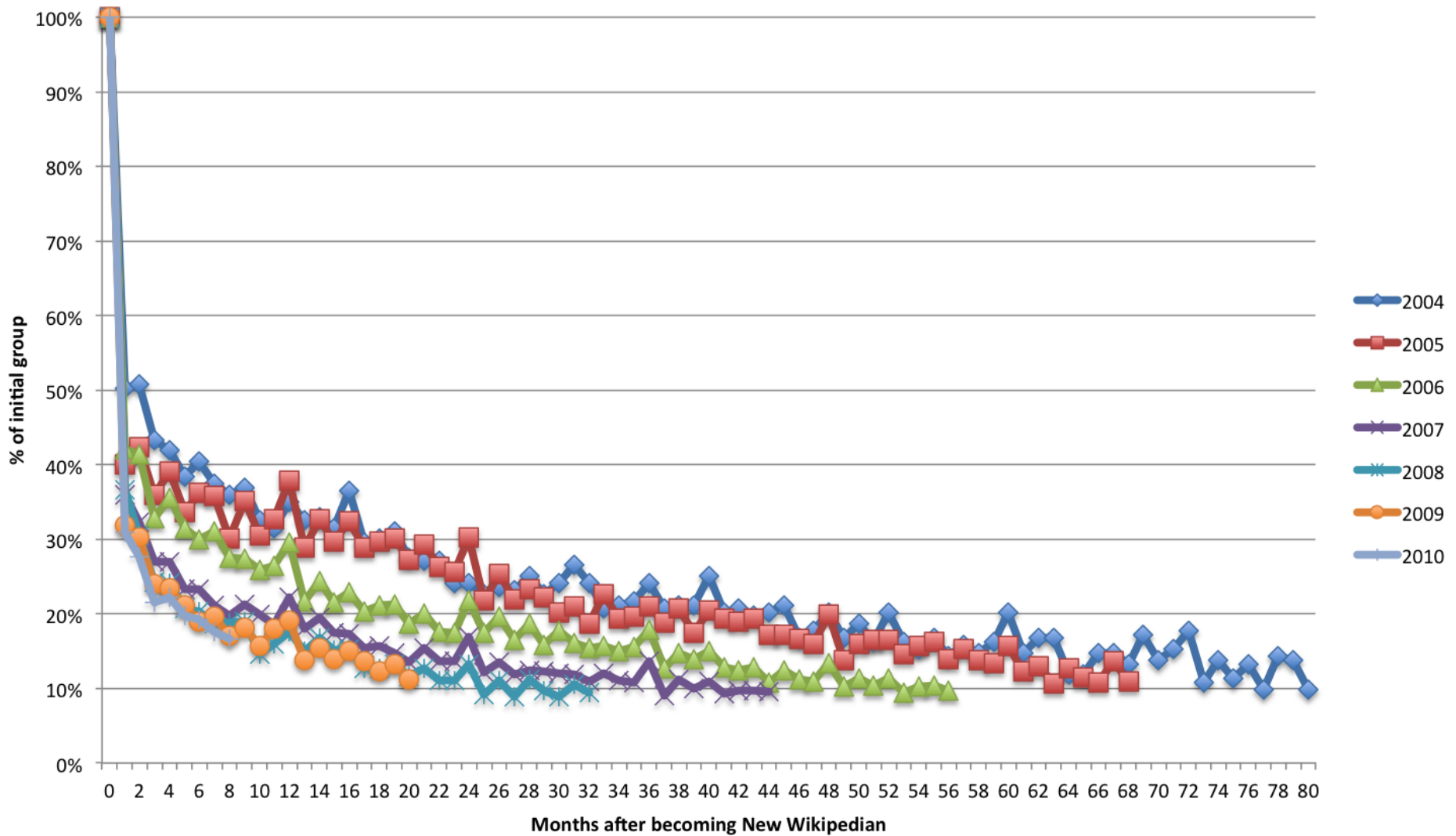
# Editors with less than one year experience

Cumulative: 10, Yearly: 50



# January Cohorts: German Wikipedia

Cumulative: 10, Monthly: 1



**Why is this a problem?**

Editor decline means there aren't enough people to do all the work that needs to be done.

- Existing editors risk stress, overwork and burn-out
- Experienced editors can't take on leadership roles because they are bogged down in basic tasks
- Bureaucrat, administrator and Arb Com-type positions get harder to fill
- Vicious circle comes into play, with newbies increasingly being criticized, warned, and driven off
- Systemic bias gets worse, and we don't benefit from the quality improvements (breadth & depth) that new people would bring
- Older editors may naturally 'age out,' with no-one to ever replace them.



**What should we do about it?**

**“Wikimedia needs to attract and retain more new and diverse editors, and to retain our experienced editors.**

**A stable editing community is critical to the long-term sustainability and quality of both our current projects and our movement.**

**We consider meeting this challenge our top priority.”**

*Wikimedia Foundation Board of Trustees*

*March 2011*

*<http://wikimediafoundation.org/wiki/Resolution:Openness>*

## **We urge the Wikimedia community to promote openness and collaboration, by:**

- **Treating new editors with patience, kindness, and respect; being aware of the challenges facing new editors, and reaching out to them; and encouraging others to do the same;**
- **Improving communication on the projects; simplifying policy and instructions; and working with colleagues to improve and make friendlier policies and practices regarding templates, warnings, and deletion;**
- **Supporting the development and rollout of features and tools that improve usability and accessibility;**
- **Increasing community awareness of these issues and supporting outreach efforts of individuals, groups and Chapters;**
- **Working with colleagues to reduce contention and promote a friendlier, more collaborative culture, including more thanking and affirmation; and encouraging best practices and community leaders; and**
- **Working with colleagues to develop practices to discourage disruptive and hostile behavior, and repel trolls and stalkers.**

**What is the Wikimedia Foundation  
doing to solve this problem?**

**First, we did a bunch of analysis.**





# Attrition Pipeline ☆



File Edit View Insert Format Data Tools Help All changes saved

\$ % 123
10pt
B Abc
A
A
☐
☰
☰
☰
Σ
☰
☰

fx Successfully complete an edit but am deterred by warning templates from editing again Show all formulas X

	C	D	E	F	G	H	I	J	K	L	
1	Attrition Pipeline: Impediments to editing at each stage of the editor life-cycle										
2	2	3	4	5	6	7	8	9	10	11	
3	Don't want to edit	Click edit, see the wiki syntax, and quit	Successfully complete an edit, get deleted, and quit	Successfully complete an edit but am deterred by wiki syntax from editing again	Successfully complete an edit but am deterred by warning templates from editing again	Successfully complete an edit, but don't really feel "at home" on the projects	Successfully complete an edit, but am deterred from continuing by lack of affirmation, friendliness and thanking	Successfully complete an edit, but am deterred from continuing by policy complexity	Successfully complete some edits, but am deterred from continuing by systemic bias (editorial unfairness resulting from gatekeeper hegemony)	Successfully complete many edits, but am deterred from continuing by bullies, rules-lawyers, and general fightyness	
4											
5											
6											
7											
8											
9		People who are not tech-centric, likely overrepresenting older people,	People who are particularly sensitive to criticism, likely overrepresenting people with credentials/reputations,	People who are not tech-centric, likely overrepresenting older people,	People who are particularly sensitive to criticism, likely overrepresenting people with credentials/reputations,		People who are particularly seeking of affirmation, likely overrepresenting		People whose demographics or attitudes are underrepresented in the Wikimedia community: primarily, women, older people, and	People who do not like fightyness,	



Nightscream  
pages: 1648  
New: 1079  
lifetime: 53,594  
AC: 1,307,733

Charles Matthews  
pages: 3270  
New: 39,775  
lifetime: 225,768  
AC: 1,306,659

Foma  
pages:  
New:  
lifetime:  
AC:

PiCo  
pages: 212  
New: 141  
lifetime: 20,727  
AC: 1,178,296

Topradbury  
pages: 1120  
New: 114  
lifetime: 35,075  
AC: 1,163,099

Kapitan110295  
pages: 678  
New: 90  
lifetime: 4,303  
AC: 1,088,846

The FBH  
pages: 1088  
New: 339  
lifetime: 29,911  
AC: 1,078,740

# Top 100 Editors, NS4&5

(Wikipedia namespace)

Ranked by net NS4&5 byte cha



Marek69  
net: 810,693  
lifetime: 135,540  
Ac: 4.732,665



**Now, we are building things.**



# Visual editor

The Visual editor project aims to create a reliable rich-text editor for MediaWiki.

**Contents** [hide]

- 1 Rationale
- 2 Timeline
- 3 Additional documents
- 4 See also

## Rationale

[edit]

The decline in new contributor growth is the single most serious challenge facing the Wikimedia movement in the year 2011. Removing the avoidable technical impediments associated with Wikimedia's editing interface is a necessary precondition for increasing the number of Wikimedia contributors.

## Timeline

[edit]

Some level of exploration was done in 2010 by the [Wikipedia Usability Initiative](#).

The 2011 [product whitepaper](#) published by the Wikimedia Foundation's strategic product team identified rich-text editing as one of the "Great Movement Projects". Work subsequently started in May 2011.

First prototypes are expected in 2011; the final feature is expected to be delivered in late 2012. The [Wikimedia annual plan](#), released July 2011, states a goal for the Visual Editor: "First opt-in user-facing production usage by December 2011, and first small wiki default deployment by June 2012."

## Additional documents

[edit]

- User requirements:
- Specifications:

WMF engineering project

**Visual editor**

*Initial ideas and prototypes of a visual editor for MediaWiki*

Group: [Features](#)

Start: 2011-05-15

End:

Lead: [Alolita Sharma](#)

Team: [Trevor Parscal](#), [Neil Kandalgaonkar](#), [Inez Korczyński](#), [Roan Kattouw](#), [Brion Vibber](#), [Gabriel Wicke](#)

- Main page
- Browse categories
- Community portal
- Recent changes
- Tech blog
- Support
  - User help
  - Technical manual
  - FAQ
  - Support desk
- Download
- Development
  - Bug tracker
  - Download from SVN
  - View code changes
  - Code comments
  - Pending changes
  - Browse SVN
  - Statistics for SVN
  - Code docs
- Communication
  - IRC (#mediawiki)
  - Mailing lists

# We will have the first opt-in user-facing prototype of the Visual Editor available before 2012.

specifically will be targeting the oldest three months), as we want to copy edit as many of these as possible. Barnstars will be awarded to anyone who copy edits more than 4,000 words, and special awards will be given to the top 5 in the following categories: "Number of articles", "Number of words", and "Number of articles of over 5,000 words". We hope to see you there! – Your drive coordinators: [Diannaa](#), [Chaosdruid](#), [The Utahraptor](#), [Slon02](#), and [SMasters](#).

[>>> Sign up now <<<](#)

Sent on behalf of the [Guild of Copy Editors](#) using [AWB](#) on 00:45, 29 October 2011 (UTC)

A barnstar for you!



### The Random Acts of Kindness Barnstar

Thanks very much for being polite and kind. We don't have many copy-editors like you! [Commander](#) ([ping me](#)) 15:21, 4 November 2011 (UTC)

Thank you. :-) [Baffle gab1978](#) ([talk](#)) 17:19, 8 November 2011 (UTC)

A barnstar for you!



### The Tireless Contributor Barnstar

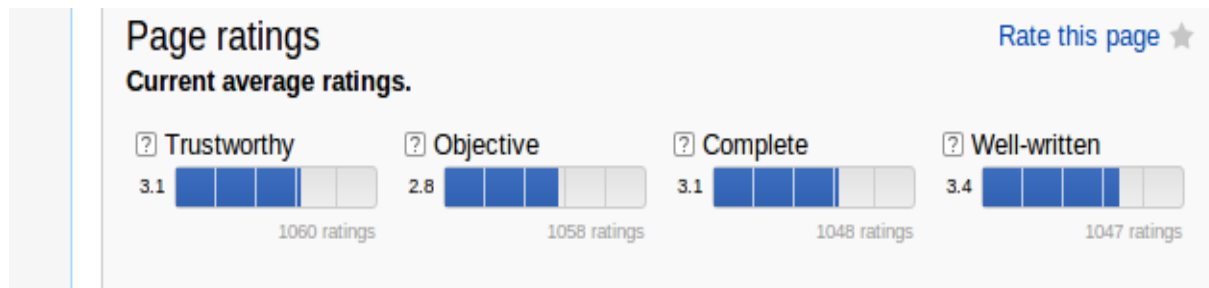
I would like to thank you for copy-editing [Dreaming of You \(album\)](#)! It was a longggg article that needed some light and you came in and helped it through the tunnel. Also, I wanted to give you this award because of all your hard work and tireless contributions to numerous of articles that were requested for c/e. Keep up the good work and have a wonderful break :) Best, [Jonayo!](#) [Selena 4 ever](#) 13:59, 16 November 2011 (UTC)

You deserve this and much more. You are a gem to Wikipedia. [★Jivesh 1205★](#) ([talk](#) / [give 4 a try!!!](#)) 14:01, 16 November 2011 (UTC)

This page was last modified on 16 November 2011 at 14:01.

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Wikilove\* makes it easy for editors to thank and praise each other. *\*Currently on English Wikipedia, Chinese, Swedish, Portuguese, Oriya, Arabic, Hebrew, Hindi, Hungarian, Japanese, Malayalam, Macedonian, Norwegian and Commons.*



The Article Feedback Tool\* is a low-risk way for new people to participate.

*\* Currently on English Wikipedia, plus being tested for Spanish, Hindi, Hungarian, Portuguese, Portuguese Wikibooks, Chinese and Meta.*



✓ Thanks! Your ratings have been saved.

Did you know that you can edit this page?

[Edit this page](#)

[Maybe later](#)

And, we are using it as an on-ramp to encourage editing.

The screenshot displays a vertical list of feedback comments from various users. Each comment is preceded by a circular smiley icon representing the user's mood: a green smiley for 'Happy', a yellow smiley with a downturned mouth for 'Confused', and a red frowny smiley for 'Sad'. The comments include the user's name, their message, and the time since they were posted. A vertical scrollbar is visible on the right side of the list.

User	Mood	Message	Time Ago
Asgharbhai	Happy	i feel proud to be a part of wikipedia,	2 hours 15 minutes ago
Gavin.nast	Happy	I can share my knowledge and provide useful information to people who will need it some day	2 hours 44 minutes ago
BQmUB2011140	Confused	I think that it is a little biy complicated to first understand how the wiki code works.	2 hours 50 minutes ago
Steffinpta	Confused	its not clear	3 hours 6 minutes ago
AnnEdita	Happy	I was more than happy to share my knowledge with other users!	3 hours 6 minutes ago
Walshy98	Happy	know all the aswers	3 hours 16 minutes ago
Mumulur	Sad	I added good info to a page but someone deleted it again... so i will recreate that page because the "original" is so incomplete!!! (list of	3 hours 21 minutes ago

The Feedback Dashboard shows us what newbies are experiencing in real time...

It is possible for administrators to hide pieces of feedback from view. Please do not hide things that are not blatantly abusive, and be sure to mention the feedback if you

## Participants

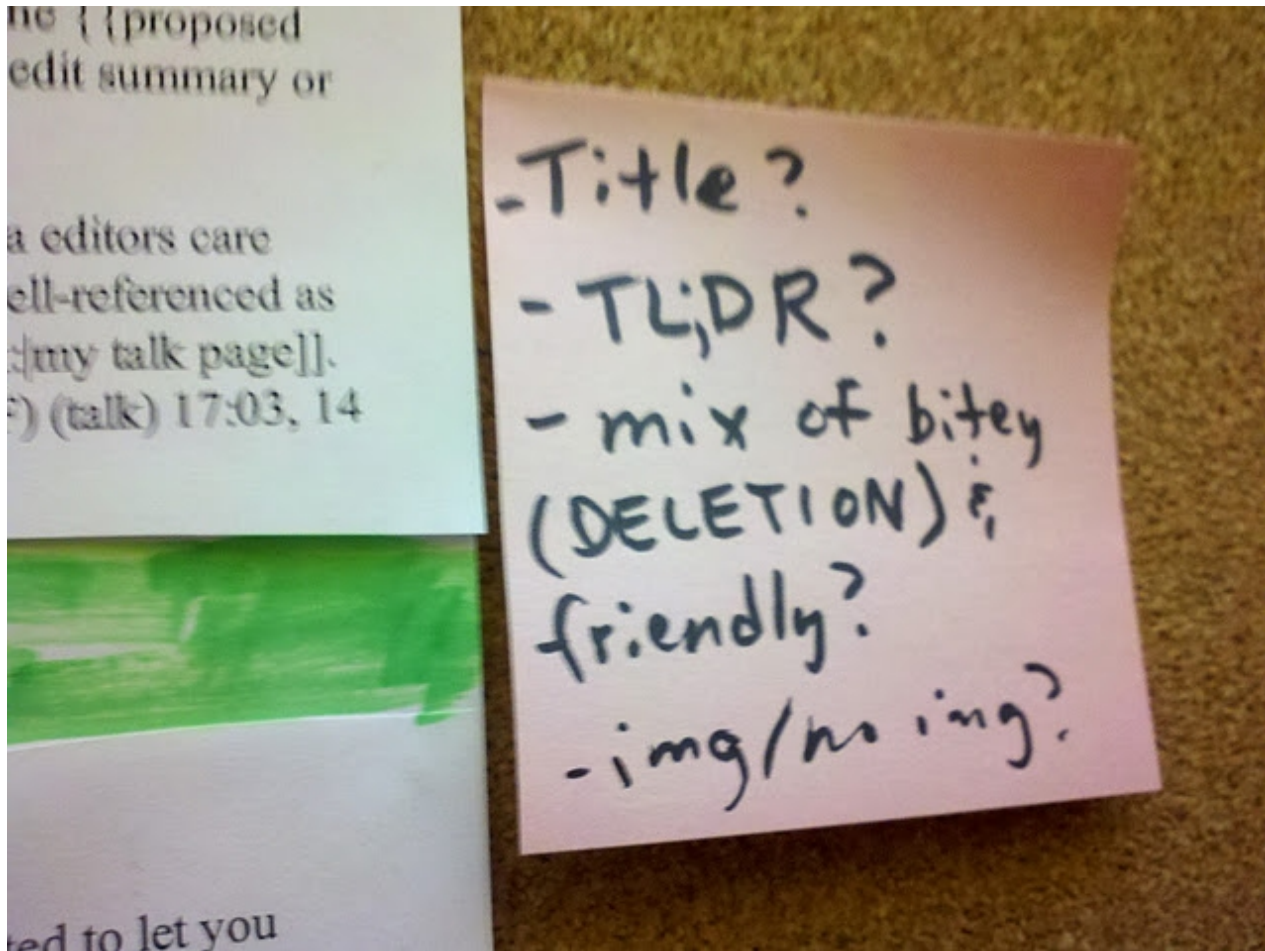
---

Sign up here if you'd like to help respond to comments on the Feedback Dashboard, and we'll make sure you stay updated about its progress.

1. Steven Walling •talk 21:21, 7 November 2011 (UTC)
2. **Accedie**talk to me 21:22, 7 November 2011 (UTC)
3. ~ Matthewrbowker Say hi! 21:57, 7 November 2011 (UTC)
4. --Guerillero | My Talk 22:16, 7 November 2011 (UTC)
5. --Demiurge1000 (talk) 22:22, 7 November 2011 (UTC)
6. ZamorakO o (talk) 22:26, 7 November 2011 (UTC)
7. -- Mentifisto 22:27, 7 November 2011 (UTC)
8. KennethSides (talk) 23:44, 7 November 2011 (UTC)
9. Zidanie5 (talk) 00:13, 8 November 2011 (UTC)
10. Gwickwire (talk) 00:27, 8 November 2011 (UTC)
11. -- Luke (Talk) 00:34, 8 November 2011 (UTC)
12. Ariconte (talk) 01:54, 8 November 2011 (UTC)
13. --Screwball23 talk 03:09, 8 November 2011 (UTC)
14. Sumsum2010•T•C 03:45, 8 November 2011 (UTC)
15. Ratibgreat (talk) 05:08, 8 November 2011 (UTC)
16. CambridgeBayWeather (talk) 05:23, 8 November 2011 (UTC)
17. —James (Talk • Contribs) • 3:55pm • 05:55, 8 November 2011 (UTC)
18. The Interior (Talk) 05:57, 8 November 2011 (UTC)
19. Hydroxonium (T•C•V) 07:28, 8 November 2011 (UTC)
20. Hydriz (talk) 09:47, 8 November 2011 (UTC)
21. Dweller (talk) 09:52, 8 November 2011 (UTC)
22. Prashant Serai (talk) 15:13, 8 November 2011 (UTC)
23. mabdu1 17:41, 8 November 2011 (UTC)
24. Acather96 (talk) 19:11, 8 November 2011 (UTC)
25. Herostratus (talk) 15:57, 9 November 2011 (UTC)
26. H... (talk) 00:00, 11 November 2011 (UTC)

...and the new Feedback Response Team goes in to help them.

*[http://en.wikipedia.org/wiki/Wikipedia:New\\_editor\\_feedback/Response\\_team](http://en.wikipedia.org/wiki/Wikipedia:New_editor_feedback/Response_team)*



We're developing new warning templates\*, and testing which are best at encouraging editing.

*\* Currently testing on English and Portuguese Wikipedias*



- Main Page
- Goings-on
- Wikimedia News
- Translations
- Recent changes
- Random page
- Help

- Community
  - Wikimedia Forum
  - Babel
  - Babylon
  - Requests
  - Planet Wikimedia
  - Communication
  - Projects Group
  - Reports

- Beyond the Web
  - Meet Wikimedians
  - Events
  - Chapters
  - DVDs
  - Wikimania
  - Donate

Special page

## New Page Triage

Show: **Triaged Edits** Bots Redirects

There are currently **18 Users** working the queue

Jump to: [Back of Queue](#) | [Front of Queue](#)

Set Filters ▶

**Triage Checked** ▶ (check all)

**North West Stadium** (hist) • 1,140 bytes • 1 edit • 1 image • 1 category 20:05, 2 October 2011

By [UlubeGodwin](#) (talk • contribs) • 966 edits since 2009-08-10

Created page with '{{infobox stadium | name = North West Stadium | nickname = | logo\_image = | logo\_caption = | image = | caption = | fullname ...'

**Triaged** by [Raindrift](#) (29765 edits) • [Jorm](#) (134 edits) • [Kaldari](#) (1945 edits)



**hurrrg PET MEDS CHEAP** (hist) • 290 bytes • 1 edit • **NO images** • **NO Categories** 20:02, 2 October 2011

By [Spammer234344332](#) (talk • contribs) • 2 edits since 2011-02-10

Created page with 'Are dentists turning you away because of budget or insurance? Look through our large directory of top rated dentists in your area that work with your financial situation. Get whiter teeth you have always wanted and deserved by

**Triaged** by [Jorm](#) (134 edits)



**The Days of Being Dumb** (hist) • 1,140 bytes • 1 edit • 1 image • 1 category 20:01, 2 October 2011

By [SGardner](#) (talk • contribs) • 966 edits since 2009-08-10

Created page with '{{Infobox Chinese film | name = The Days of Being Dumb | image = | image size = | alt = | caption = | traditional ...'

**NOT TRIAGED**



**Wikipedia SUCKS** (hist) • 140 bytes • 1 edit • **NO images** • **NO Categories** 20:01, 2 October 2011

By [rTTTTTT](#) (talk • contribs) • 1 edits since 2011-02-10

Created page with 'WIKIPEDIA SUUUUUCKSS!!!!!!!!!!!!!! do my homework

**NOT TRIAGED**



A new page triage feature\* will support easier page patrolling, and provide ways to help new users, as well as to revert bad edits.

*[http://www.mediawiki.org/wiki/New\\_Page\\_Triage](http://www.mediawiki.org/wiki/New_Page_Triage) \*for all language versions*

## Terms of use

[Translate this page](#)

Other languages:

[Arabic](#) • [German](#) • **[\\*English\\*](#)** • [Spanish](#) • [Finnish](#) • [Faroese](#) • [French](#) • [Hindi](#) • [Italian](#) • [Japanese](#) • [Korean](#) • [Luxembourgish](#) • [Dutch](#) • [Portuguese](#) • [Romanian](#) • [Russian](#) • [Vietnamese](#)



**Please note** that this page has been protected from editing to preserve the format of a proposed Wikimedia Foundation legal document. If you have suggestions for the format or contents of the page, they are most welcome, but please add them to the [talk page](#) rather than editing boldly. Thank you!



**This page is currently a draft.** · More information pertaining to this may be available on the [talk page](#).

### Our Terms of Use

*Imagine a world in which every single human being can freely share in the sum of all knowledge. That's our commitment. – Our Vision Statement*

Welcome to Wikimedia! The Wikimedia Foundation, Inc. (“we” or “us”), is a nonprofit charitable organization whose [mission](#) is to empower and engage people around the world to collect and develop educational content under a [free license](#) or in the public domain, and to disseminate it effectively and globally, free of charge.

To support our vibrant community, we provide the essential infrastructure and organizational framework for the development of multilingual wiki [Projects](#) and other endeavors which serve this mission. We strive to make and keep useful information from the Projects available on the internet free of charge, in perpetuity.

We welcome you (“you” or the “user”) as a reader, editor, author, or contributor of the Wikimedia Projects, and we encourage you to join the Wikimedia community. Before you participate, however, we ask that you please read and agree to the following Terms of Use (the “Agreement”).

### Overview

This Agreement tells you about our services at the Wikimedia Foundation, our relationship to you as a user, and the rights and responsibilities that guide us both. We want you to know that we host an incredible quantity of informational content, all of which is contributed and made possible by users like yourself. Generally we do not contribute, monitor, or delete

The new Terms of Use will prohibit harassment, threats and stalking, and ask editors to be civil and polite in their interactions with others.

[http://meta.wikimedia.org/wiki/Talk:Terms\\_of\\_use](http://meta.wikimedia.org/wiki/Talk:Terms_of_use)

**How can the German community help?**



## **We urge the Wikimedia community to promote openness and collaboration, by:**

- **Treating new editors with patience, kindness, and respect; being aware of the challenges facing new editors, and reaching out to them; and encouraging others to do the same;**
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- **Increasing community awareness of these issues and supporting outreach efforts of individuals, groups and Chapters;**
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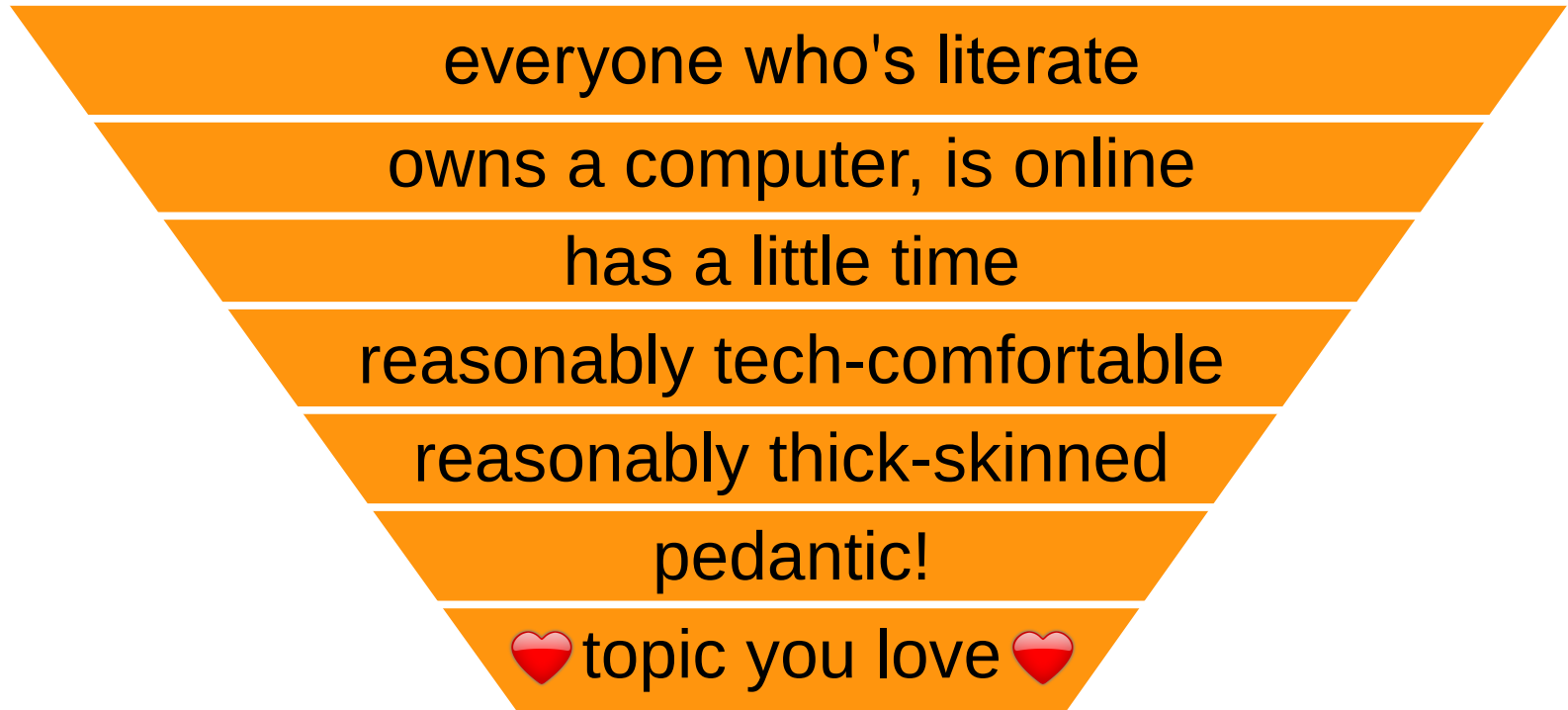


My thanks to the people who have helped the Wikimedia Foundation better understand editing trends, including but not limited to:

Ed Chi, Giovanni Luca Ciampaglia, Zack Exley, Howie Fung, R. Stuart Geiger, Aaron Halfaker, Fabian Kaelin, Melanie Kill, Yusuke Matsubara, Jonathan Morgan, Erik Moeller, Maryana Pinchuk, Diederik van Liere, Shawn Walker, Steven Walling.

# **Recruiting female editors**

- 1) Wiki syntax is a pain.
- 2) Too busy!
- 3) “Who am I to change what the person before me has written?”
- 4) “I am not thick-skinned enough for Wikipedia.”
- 5) “[Female YA authors] are not NOTEWORTHY. Meanwhile, 1-Book Nobody Dude’s Wikipedia page is 14 printable pages long!”
- 6) “I find myself facing attitudes of sexism and gender discrimination and attempts at silencing.”
- 7) sexualized culture?
- 8) The software calls me male.
- 9) It's not social / friendly enough.



# The Wikipedia conversion funnel



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## 2010-15 Strategy Plan – Targets

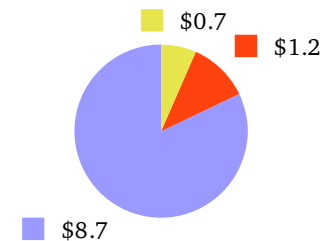
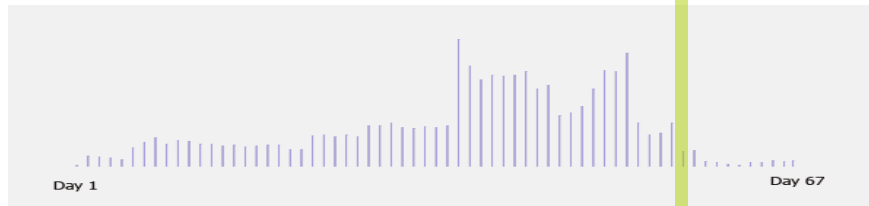
- 1) Increase the number of readers to one billion
- 2) Increase the number of articles to 50 million
- 3) Increase the percentage of material reviewed to be of high or very-high quality by 25%
- 4) Increase the number of active editors to 200,000
- 5) Increase female editors to 25 percent and Global South editors to 37 percent

Recapping last year's results....

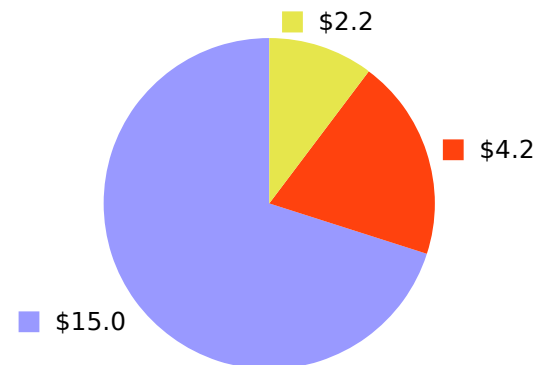
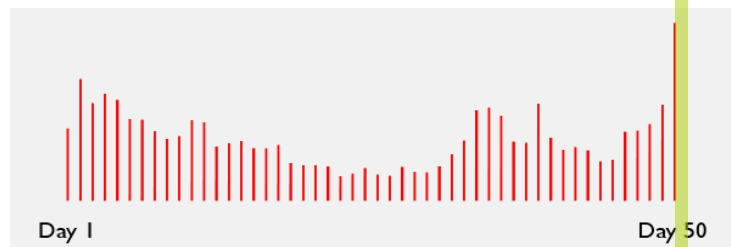


Revenue up 50% from previous year to USD 23.8 million, with USD 5.3 million added to the reserve, from a fundraiser that was 17 days shorter than in the previous year

## 2009 Campaign



## 2010 Campaign



*Green line denotes December 31*

■ Wikimedia Foundation  
■ Chapters (retained by chapter)  
■ Chapters (later transferred to WMF)

- 10<sup>th</sup> anniversary celebrations were great!
- New editor outreach work has begun in India and the groundwork is being laid in Brazil
- The Virginia data centre is up & running
- Public Policy Initiative added 1.8 million bytes of text to English Wikipedia, and quality improved 140%
- UploadWizard is fully deployed on Commons
- Article Feedback tool is deployed on English Wikipedia
- MobileFrontend extension dark-launched and field research was conducted into mobile usage
- ResourceLauncher is fully deployed to all projects
- WikiLove is deployed to English, Hindi and Arabic WPs
- Offline: tools developed for offline distribution of Wikimedia content (including an improved cross-platform reader application)
- WMF gave out \$770K to chapters, individuals and like-minded organizations
- Significant research has been conducted into editing patterns, and editor demographics, attitudes and satisfaction levels

## 2010-15 Strategy Plan – Targets

- 1) Increase the number of readers to one billion
- 2) Increase the number of articles to 50 million
- 3) Increase the percentage of material reviewed to be of high or very-high quality by 25%
- 4) **Increase the number of active editors to 200,000**
- 5) **Increase female editors to 25 percent and Global South editors to 37 percent**

What we're going to do this coming  
year...

*(see also the annual plan here  
[http://wikimediafoundation.org/wiki/Financial\\_reports](http://wikimediafoundation.org/wiki/Financial_reports))*

# 2011-12 Plan – Key Activities

- **Visual Editor:** new no-markup default editing environment
- **New Editor retention features:** experimental features designed to make on-ramping easier and more fun, and to improve interactions between new and experienced editors
- **Global Education Program:** launch of program designed to support professors in assigning article writing as coursework in India and Brazil, Canada, Germany and the UK
- **Mobile:** development of new platform, new participatory features and launch of Wikipedia Zero partnerships
- **India/Brazil:** India new editor recruitment program will expand; Brazil program will launch
- **Wikimedia Labs:** flexible sandbox and research environment
- **Internationalization:** better support of non-Western languages which are currently poorly supported technically

# 2011-12 Plan Targets

- 1) Increase the number of active editors** from just under 90K in March 2011, to 95K in June 2012.\*
- 2) Increase the number of Global South active editors** from approximately 15.7K in March 2011, to 19K in June 2012.
- 3) Increase the number of female editors** from approximately 9K in spring 2011 to 11.7K in spring 2012.\*\*
- 4) Increase page-views to mobile sites** from 726M in March 2011, to 2B in June 2012.
- 5) Develop Visual Editor.** First opt-in user-facing production usage by December 2011, and first small wiki default deployment by June 2012.
- 6) Develop sandbox for research, prototyping, and tools development,** with initial hardware build-out and first project access by December 2011, and full access for all qualifying individuals/projects by June 2012.
- 7) Increase read uptime** from 99.8% in 2010-11 to 99.85% in 2011-12.

*\* Our projections say that active editors will have declined to 79K by July 2012: this target assumes the decline is successfully reversed and new growth begins. \*\* As derived out of the annual Editor Survey.*

1) **MOBILE**: We want to reinvent ourselves to suit the way people use the Internet from their phones and tablets, in addition to continuing to support desktop and laptop usage.

2) **EDITOR GROWTH**: We want to attract and retain more editors, particularly women and people in the Global South.



# Wikimedia Strategic Plan

A collaborative vision  
for the movement  
through 2015



February 2011