CONTENT
GENDER GAP
building an international movement

Rosie Stephenson-Goodknight | user:Rosiestep | @Rosiestep
Wikimania | Esino Lario, Italy
25 June 2016 | CC-BY-SA-3.0
Some of you know that I am a cultural anthropologist at heart. I wanted to follow in the footsteps of Margaret Mead and study cultural anthropology at Barnard (my mom’s alma mater), like Margaret did. I wanted to travel to Papua New Guinea and do research on its people, like Margaret did.

But my dad said ‘no’ to majoring in anthropology – he wanted something more practical for my university studies. So now, years later, I get to live the life of an armchair cultural anthropologist, writing articles about Goaribari Island and its cannibals. **To all the girls out there with impractical dreams, this article is dedicated to you.** (R. Stephenson-Goodknight, September 2013)
TWO NEW WIKIPROJECTS ESTABLISHED JULY 2015

WikiProject Women
User: Dr. Blofeld
User: Rosiestep

WikiProject Women in Red
User: Victuallers
User: Rosiestep
WHAT ARE THESE PROJECTS ABOUT?

• Content gender gap → systemic bias issue

• Content gender gap affects all language Wikipedias

• Content gender gap is not the same as editor gender gap. The former deals with content, while the later deals with editor demographics.
HOW DID WE MOVE THE NEEDLE?

**3.6%**
Percentage of women’s biographies, 1957, in Rodríguez, Ramón Armando. *Diccionario Biográfico, Geográfico e Histórico de Venezuela* (in Spanish), Madrid, Spain.

**15.5%**
Percentage of women’s biographies on English Wikipedia, January 2015.

**16.34%**
Percentage of women’s biographies on English Wikipedia, week ending 19 June 2016.
Established: 18 July 2015 @ Wikimania Mexico City

Scope: content gender gap → women's biographies and women's works, broadly construed

Objective: turn "redlinks" into "blue links".

In its first 10.5 months (18 July 2015 - 31 May 2016):

- 19,300+ new articles within its scope
- 2,800+ project Talkpage posts.
According to the WikiProject Council (19 May 2016):

- Women in Red is the most active WikiProject on a specific subject matter
- It is the third-most active WikiProject overall with 142 active participants
“... There are many Wikipedian communities whose goal it is to increase the coverage of women’s biographies, for instance: WikiProject Women Scientists, Art+Feminism, and Women in Red, just to name a few...

One concern of these organizations is if their editing efforts are making a large scale impact on Wikipedia.

Fortunately, **WikiProject Women in Red** keeps metrics of how many biographies they add on a monthly basis, and we were able to conduct a cross-correlation between the time-series of monthly number of biographies created by Women in Red, and the number of female biographies added to English Wikipedia.

*The correlation between these activities is 0.657, which indicates a positive link.*” (M. Klein, et al. (2016), “Monitoring the Gender Gap with Wikidata Human Gender Indicators”.)
THE PEOPLE BEHIND WOMEN IN RED

- Globally distributed (virtual)
- Project members
- Event participants
- Contributors
- Coordinators
- Mailing list members
- Commons people; Wikidata people
- Many are polyglots
- We don’t focus on editor gender and/or other demographics.
<table>
<thead>
<tr>
<th>Mo.</th>
<th>New articles</th>
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<tbody>
<tr>
<td>July (18-31) 2015</td>
<td>1,002</td>
</tr>
<tr>
<td>Aug</td>
<td>1,854</td>
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<tr>
<td>Sep</td>
<td>1,590</td>
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<td>Nov</td>
<td>1,787</td>
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<tr>
<td>Dec</td>
<td>1,473</td>
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<tr>
<td>Jan 2016</td>
<td>1,430</td>
</tr>
<tr>
<td>Feb</td>
<td>2,320</td>
</tr>
<tr>
<td>Mar</td>
<td>2,342</td>
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<tr>
<td>Apr</td>
<td>1,649</td>
</tr>
<tr>
<td>May</td>
<td>1,959</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>19,395</strong></td>
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</tbody>
</table>
1. Determine objective(s)
2. Define scope
3. Organize people
4. Affiliate with a partner?
5. Optimize timing
6. Pre-event deliverables
7. Choose tools
8. Project management
9. Post-mortem evaluation

1. Branding
2. Theme
3. Meetup page
4. Redlists
5. Comm Plan
<table>
<thead>
<tr>
<th>Mo.</th>
<th>Topic</th>
<th>Org</th>
<th>Days</th>
<th>Participants</th>
<th>Articles</th>
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<tr>
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<td>Smithsonian</td>
<td>3</td>
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<td>Women in leadership</td>
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<td>10</td>
<td>26</td>
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<td>Women in architecture and design</td>
<td>Guggenheim</td>
<td>31</td>
<td>25</td>
<td>164</td>
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<tr>
<td>Oct</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Nov</td>
<td>Women in science</td>
<td>NY Academy of Sciences</td>
<td>30</td>
<td>38</td>
<td>342</td>
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<tr>
<td>Dec</td>
<td>Women in religion</td>
<td></td>
<td>10</td>
<td>28</td>
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<td>Mo.</td>
<td>Topic</td>
<td>Org</td>
<td>Days</td>
<td>Participants</td>
<td>Articles</td>
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<tr>
<td>Jan</td>
<td>Women in music</td>
<td></td>
<td></td>
<td>46</td>
<td>292</td>
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<tr>
<td>Feb</td>
<td>Black women’s history</td>
<td>AfroCROWD</td>
<td>15</td>
<td>38</td>
<td>205</td>
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<tr>
<td>Mar</td>
<td>Art, feminism, activism</td>
<td>Art+Feminism</td>
<td>31</td>
<td>71</td>
<td>841</td>
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<td>Apr</td>
<td>Year of Science</td>
<td>WikiEdu</td>
<td>*</td>
<td>*</td>
<td>*</td>
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<tr>
<td>Apr</td>
<td>Writers</td>
<td></td>
<td>30</td>
<td>40</td>
<td>393</td>
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<tr>
<td>Apr</td>
<td>Spies</td>
<td>University of Edinburgh</td>
<td>7</td>
<td>13</td>
<td>18</td>
</tr>
<tr>
<td>May</td>
<td>Photographers</td>
<td></td>
<td>31</td>
<td>21</td>
<td>121</td>
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<tr>
<td>May</td>
<td>MENA artists</td>
<td>Guggenheim</td>
<td>31</td>
<td>18</td>
<td>59</td>
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<td>June</td>
<td>Entertainers</td>
<td></td>
<td>30</td>
<td>*</td>
<td>*</td>
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<tr>
<td>June</td>
<td>Jewish women</td>
<td>Center for Jewish History</td>
<td>15</td>
<td>*</td>
<td>*</td>
</tr>
<tr>
<td>June</td>
<td>LGBTQ women</td>
<td></td>
<td>15</td>
<td>*</td>
<td>*</td>
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</table>
Invitation

LGBTQ worldwide online edit-a-thon
- 16 to 30 June 2016
- #wikiwomeninred

Thank you with barnstar

55 new articles were created including Mona Saudi.

It wasn't a competition but if it was then Big Iron won it.

MENA Women Artists worldwide online edit-a-thon
- Host: Women in Red
- May 2016

Starting now: Women in Entertainment and Women in Jewish History
Twitter banner for June 1st
**HOW DO WE STAY ORGANIZED?**

<table>
<thead>
<tr>
<th>Events</th>
<th>2015 edit-a-thons</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Asian Pacific American women • Women in leadership • Women in architecture and design • Women in science • Women in religion</td>
</tr>
<tr>
<td></td>
<td>(January) Women in music • (February) Black women's history • (March) Art+Feminism • (April) Writers • (April) Spies • (May) Photographers • (May) MENA Artists • (June) Jewish women's history • (June) Entertainers • (June) LGBTQ • 17 • 18 • 19 • 20</td>
</tr>
<tr>
<td></td>
<td>(January) Wiki Loves Women • (March-April) Awaken the Dragon • (April-December) Wiki Year of Science</td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>Administration</th>
<th>Index • Redlist header template</th>
</tr>
</thead>
<tbody>
<tr>
<td>By focus area</td>
<td>Academics • Activists • Anthropologists • Archaeologists • Architecture • Art • Biology • Botany (plant sciences) • Business • Chemistry • Computers • Ecologists • Education • Engineering • Entertainment • Feminists • Food and drink • Geographers • Jewish women • Journalists • Labor activists • Leadership • LGBTQ • Librarians • Mathematics • Medicine • Military • Music • Novelists • Nurses • ODNB • Paleontologists • Photography • Physics • Playwrights • Poets • Politics • Psychology • Religion • Science • Social science • Social work • Space science • Sports • Spies • Technology • TED Speakers • Travelers • Video games • Writers • Writers (via WikiData) • Youth literature writers • Zoologists • Miscellaneous by focus area</td>
</tr>
<tr>
<td>By nationality</td>
<td>Argentina • Australia • Bolivia • Brazil • Canada • Chile • Colombia • Cuba • Ecuador • El Salvador • France • Germany • Greece • Guatemala • Honduras • Iceland • Italy • Ivory Coast • Japan • Kenya • Mexico • New Zealand • Nicaragua • Panama • Paraguay • Peru • Poland • Portugal • Russia • Spain • Switzerland • United States • Uruguay • Venezuela • Miscellaneous by nationality</td>
</tr>
<tr>
<td>By historical ties to a region</td>
<td>Africa • Asia/Pacific Islands • Black history • Indigenous women • Polar women • Texas women • Virginia women • Wisconsin women</td>
</tr>
<tr>
<td>By time period</td>
<td>Before 1850 • 1850-1899 • 1900-1909 • 1910-1919 • 1920-1929 • 1930-1939 • 1940-1949 • 1950-1959 • 1960-1969</td>
</tr>
<tr>
<td>Other</td>
<td>Awards &amp; conferences • Books by women • Fictional women • Halls of Fame • Organizations</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Administration</th>
<th>Headers • Ideas &amp; events planning • Metrics • Press • Templates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Communication</td>
<td>Social media • invite1 • invite2 • invite3 • invite4 • invite5 • invite6 • invite7 • invite8 • invite9 • invite10 • invite11 • invite12 • invite13 • invite14 • invite15 • invite16 • invite17 • invite18 • invite19 • invite20</td>
</tr>
<tr>
<td>Editors</td>
<td>Members (join us!) • Mailing list (opt in) • Mailing list (opt out) • Participants</td>
</tr>
</tbody>
</table>
# FOCUS ON REDLISTS

## By focus area
- Academics
- Activists
- Anthropologists
- Archaeologists
- Architecture
- Art
- Biology
- Botany (plant sciences)
- Business
- Chemistry
- Computers
- Ecologists
- Education
- Engineering
- Entertainment
- Feminists
- Food and drink
- Geographers
- Jewish women
- Journalists
- Labor activists
- Leadership
- LGBTQ
- Librarians
- Mathematics
- Medicine
- Military
- Music
- Novelists
- Nurses
- Paleontologists
- Photography
- Physics
- Playwrights
- Poets
- Politics
- Psychology
- Religion
- Science
- Social science
- Social work
- Space science
- Sports
- Spies
- Technology
- TED Speakers
- Travelers
- Video games
- Writers
- Writers (via WikiData)
- Youth literature writers
- Zoologists
- Miscellaneous by focus area

## By nationality
- Argentina
- Australia
- Bolivia
- Brazil
- Canada
- Chile
- Colombia
- Cuba
- Ecuador
- El Salvador
- France
- Germany
- Greece
- Guatemala
- Honduras
- Iceland
- Italy
- Ivory Coast
- Japan
- Kenya
- Mexico
- New Zealand
- Nicaragua
- Panama
- Paraguay
- Peru
- Poland
- Portugal
- Russia
- Spain
- Switzerland
- United States
- Uruguay
- Venezuela
- Miscellaneous by nationality

## By historical ties to a region
- Africa
- Asia/Pacific Islands
- Black history
- Indigenous women
- Polar women
- Texas women
- Virginia women
- Wisconsin women

## By time period
- Before 1850
- 1850-1899
- 1900-1909
- 1910-1919
- 1920-1929
- 1930-1939
- 1940-1949
- 1950-1959
- 1960-1969

## Other
- Awards & conferences
- Books by women
- Fictional women
- Halls of Fame
- Organizations
WHO DESIGNED OUR PROJECT PAGE?

User:Harej & User:Isarra
Portal project which launched July 2015.

Scope: Umbrella which unites more specific women's projects.

Objective: Readers and editors may not know that there's a project for women artists, women scientists, women writers, or women’s health, but if they reach this page, they can fork away to more specific areas if they wish.
INTERNATIONAL MOVEMENT

WIKIPROJECT WOMEN
- Arabic
- Catalan
- German
- Serbian
- Spanish
- Albania (later today!)

WOMEN IN RED
- Chinese
- Persian

WOMEN SCIENTISTS
- Arabic
- Swedish

WHAT ABOUT YOUR LANGUAGE COMMUNITY?
What’s next?
INTRODUCING...

WOMEN IN GREEN

- Founded By user:Dr. Blofeld.
- Task force focusing on article improvement.
- Daughter project of wikiproject women.
- Sister project of wikiproject women in red.
- “GREEN” as in “good article” designation on English wikipedia.

#2 INCREASED FOCUS ON...

- **WOMEN’S WORKS**, broadly construed

- **WOMEN’S ISSUES**, broadly construed, e.g. women’s health

- **ORGANIZATIONS**: Greater focus on GLAM-Wiki alliances

- **YOU**: Connect the stovepipes between other language gender gap work
Join us!
You are invited!

Wikimanians...
Please join us as we plan an internationally-connected, collaboratively-developed future for gender gap work.

Wikimania Discussion Room Session
Sunday @ 11:15am @ the School

“WOMEN & GENDER GAP – THE WAY FORWARD”
CREDITS AND REFERENCES

• https://en.wikipedia.org/wiki/Wikipedia_talk:WikiProject_Women_in_Red#We.27re_now_at_16.34.25 (page 1, 3, 24)
• https://commons.wikimedia.org/wiki/File:Women_in_Green_logo.svg (page 1, 20, 24)
• https://commons.wikimedia.org/wiki/File:Three_Friends,_by_William_H._Johnson.jpg (page 3)
• https://commons.wikimedia.org/wiki/File:Issues_icon.jpg (page 7)
• https://commons.wikimedia.org/wiki/File:Socialmedia-pm.png (page 13)
• https://commons.wikimedia.org/wiki/File:Marilyn_1_June.jpg (page 13)
CONTENT GENDER GAP...

building an international movement

THANK YOU