

Wikimedia Foundation Partnerships in SEA Region



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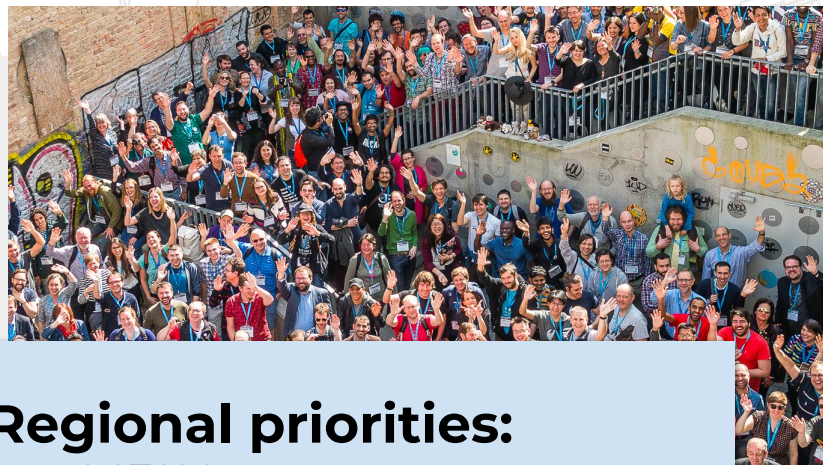
WIKINUSANTARA 2019 (YOGYAKARTA)



ABOUT PARTNERSHIPS

Through partnerships with governments, tech companies, nonprofits, and other key stakeholders around the world, we **expand Wikipedia's reach, grow participation** (i.e. readership and editors), and **ensure continuous technological advancements** of our Wikimedia free knowledge projects.

Goal: To form partnerships that serve the common vision of free knowledge for all people.



Regional priorities:

- LATAM
- South East Asia
- India
- MENA
- Sub Saharan Africa

Partnership In The Tech Ecosystem



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1

Integrating Wikipedia Preview for Content Reusers

Integrating the "[Page Previews feature](#)" into 3rd-party websites, Wikipedia Preview brings Wikipedia knowledge to readers where they are, providing important context about topics when they need it.

Designed as a **mobile first experience**, readers who want more information have the full Wikipedia article just a click away. More information is available on [Diff](#).

Major partners who used Wikipedia Preview in SEA

- [Good News From Indonesia](#)
- [BeED](#) (Malaysia)
- **Majalah SWA** (Indonesia)
- **MAFINDO - Turnbackhoax** (Indonesia)



2

The Wikipedia Library

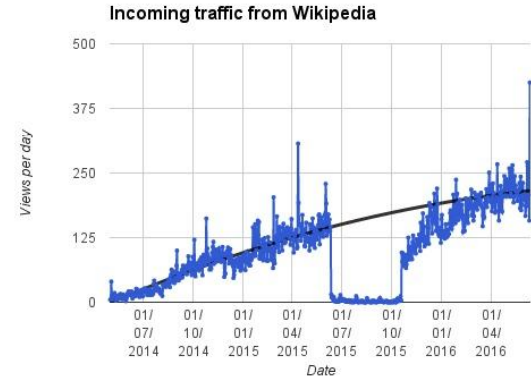


THE WIKIPEDIA LIBRARY

***DISCOVERY HAPPENS ELSEWHERE.
ELSEWHERE IS WIKIPEDIA.***

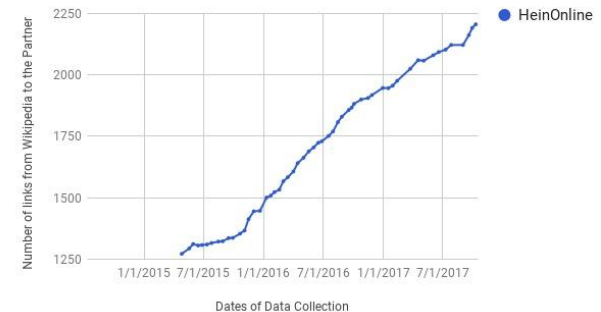
How it works

- Partner's provide a group of qualified and prolific Wikipedia editors free access to paywalled resources, and they use that access to write content on Wikipedia, adding citations back to the source.
- Partner can choose to provide a set number of accounts (say, 100) which we distribute through an application-and-approval process, or add your collections to the Library Bundle - a set of resources to which all editors meeting certain activity criteria have immediate access.
- The Wikimedia community patrols proper usage of resources per our inherent commitment to avoiding copyright violations (Wikipedia is very open, but we cannot share copyrighted content while maintaining an open license).
- Editors then use their access to cite and link directly to your resources across Wikipedia articles.
- When readers of Wikipedia articles check a reference on Wikipedia and follow the link, it will lead them to your site, providing increased visibility and the potential for broader awareness of your services (and possibly new users).



Increased external Link to Partners

HeinOnline links Statistics

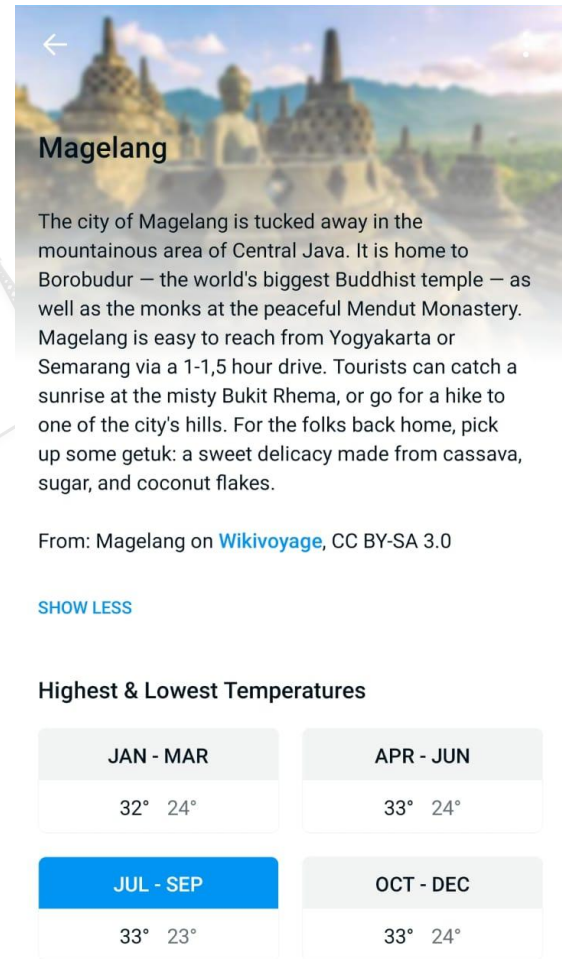


3

Content integration in the 3rd-Party App

One of our partners, [Traveloka](#), has been using **Wikipedia and Wikivoyage** (our Wiki project for traveller) contents as an explanation for several destinations on their “city guide” section.

Based on the data analysis that we jointly conducted, we found that **users are tend to spend more time in the “city guide” pages that depicting Wikipedia or Wikivoyage content.**



Magelang

The city of Magelang is tucked away in the mountainous area of Central Java. It is home to Borobudur – the world’s biggest Buddhist temple – as well as the monks at the peaceful Mendut Monastery. Magelang is easy to reach from Yogyakarta or Semarang via a 1-1,5 hour drive. Tourists can catch a sunrise at the misty Bukit Rhema, or go for a hike to one of the city’s hills. For the folks back home, pick up some getuk: a sweet delicacy made from cassava, sugar, and coconut flakes.

From: Magelang on [Wikivoyage](#), CC BY-SA 3.0

[SHOW LESS](#)

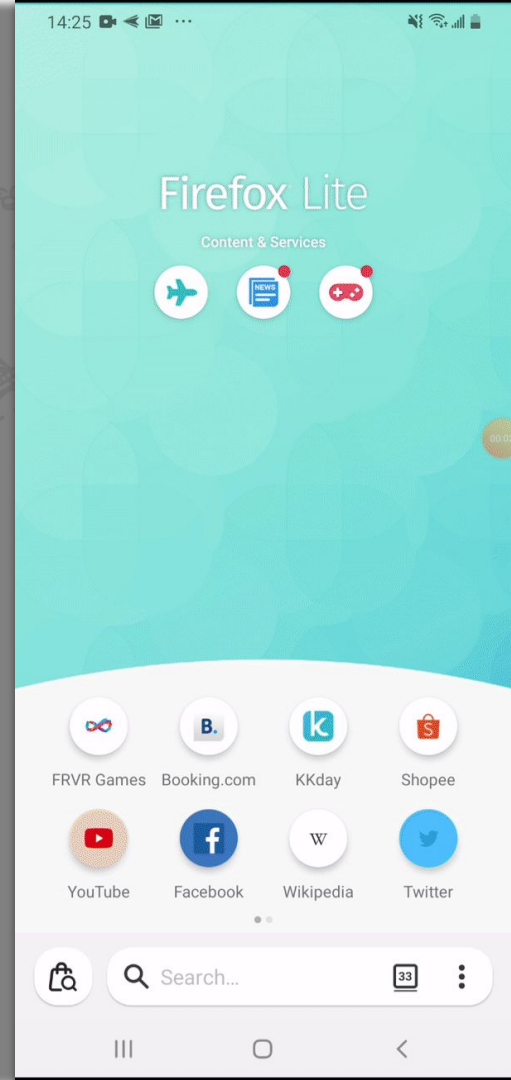
Highest & Lowest Temperatures

JAN - MAR	APR - JUN
32° 24°	33° 24°
JUL - SEP	OCT - DEC
33° 23°	33° 24°

4 API integration in the 3rd-Party App

In 2019, WMF and Mozilla Asia has successfully launched a **partnership to integrate Wikipedia on Firefox Lite (internet browser)** to provide **information box for destinations** in their “travel tab”

The partnership reflects the usage of Wikipedia content to enrich the experience and knowledge of third-party platform users.



Non Technology Partnerships



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PGRI: Hand Over The Partnership Opportunity with The Largest Teacher Association in Southeast Asia to The Community



About

- **PGRI (The Indonesia Teacher Association)** is the largest teacher association in Southeast Asia (**3 million members**). The institution was interested to work together with The Foundation to provide **Wikipedia article creation and editing training** for their members as part of their **digital literacy enrichment program**.
- We believed that our affiliate in the country, **Wikimedia Indonesia**, has the capacity to conduct such training thus we decided to hand over the partnerships to them, and **the decision was right**.
- The indirect impact of the training is immense due to **the participants of this training is trainer who then train other teachers and students** and it's happening across Indonesia (**affected thousands of teachers and students**).
- **The President of Republic Indonesia, [Joko Widodo](#), personally congratulate the success of the activity and acknowledged the importance of Wikipedia** in the education during the PGRI congress in 2019.



Data / Key Findings

- **40 teachers** participate in the first cohort in the early 2019 and grow to **more than 100 participants** at the end of 2019.
- From 2020 to date, **more Indonesian teachers are joining the Wikimedia Indonesia movement** and there is **one wikipedia “[master trainer](#)”** that currently proactively campaigning free knowledge movement in the country.
- President's speech about Wikipedia **[was covered by Kompas](#)** a major Indonesian media with average **270 million monthly pageviews** not to mention other smaller news portals.





Reading Wikipedia in the Classroom: To Improve Teacher's Media and Information Literacy Skill through Wikipedia

About

- As part of the Education's Team Global Pilot, [Reading Wikipedia in The Classroom](#) in the Philippines was a success. We conducted [online training sessions](#) (3 modules) on how to utilize wikipedia to leverage teacher's digital skill.
- The projects was fully supported by **The Department of Education of Philippines (School District Office Pasay City, Manila)**.
- Due to the success of the pilot project, the Education team recently is **conducting larger Training of Trainers (ToT) program to disseminate the Reading Wikipedia in The Classroom** for selected Wikimedia communities, teachers, and education stakeholders across the globe.
- In the First cohort of the training, **participants from Indonesia and The Philippines are successfully pass the selection process.**



Data / Key Findings

- More than **5,000 teachers** in the Philippines viewed the live training sessions.
- **400 teachers actively participated** in the 3 modules and **123 teachers earned a certificate of completion.**
- Average Wikipedia weekly views before the introduction of the training program was 27.3 million pageviews. **After the training program**, the readership is sustained at **43.4 million pageviews** with **the highest of 58.9 million** views in the first week after the first virtual training session.

UPCOMING PARTNERSHIPS IN SEA



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WIKI RESCUES MANUSCRIPTS



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Wiki Rescues Manuscripts

- Inspiration - Balinese community
- Beyond scanning & transcription!
- Improve the technology



Pilot: Indonesia

- 1 year
 - 3 islands
 - 3 languages
- Partners
 - Pusat Pengkajian Islam dan Masyarakat (DREAMSEA)
 - Wikimedia Indonesia
 - And more!



HAPPENING NEXT DOOR!



COMING SOON!

WIKISTORIES



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DISCUSSION



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Let's talk soon!

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