Grantmaking Quarterly Review: Experimentation & Community Health

Wikimedia Foundation - Q2 of FY14-15

Agenda

Intro & Overview - 5 minutes

Seed Grants & Experiments: IdeaLab,IEG,PEG -> Inspire

    Q2. What we did & learned - 15 minutes

    Q3. What's next, learning, key needs - 20 minutes

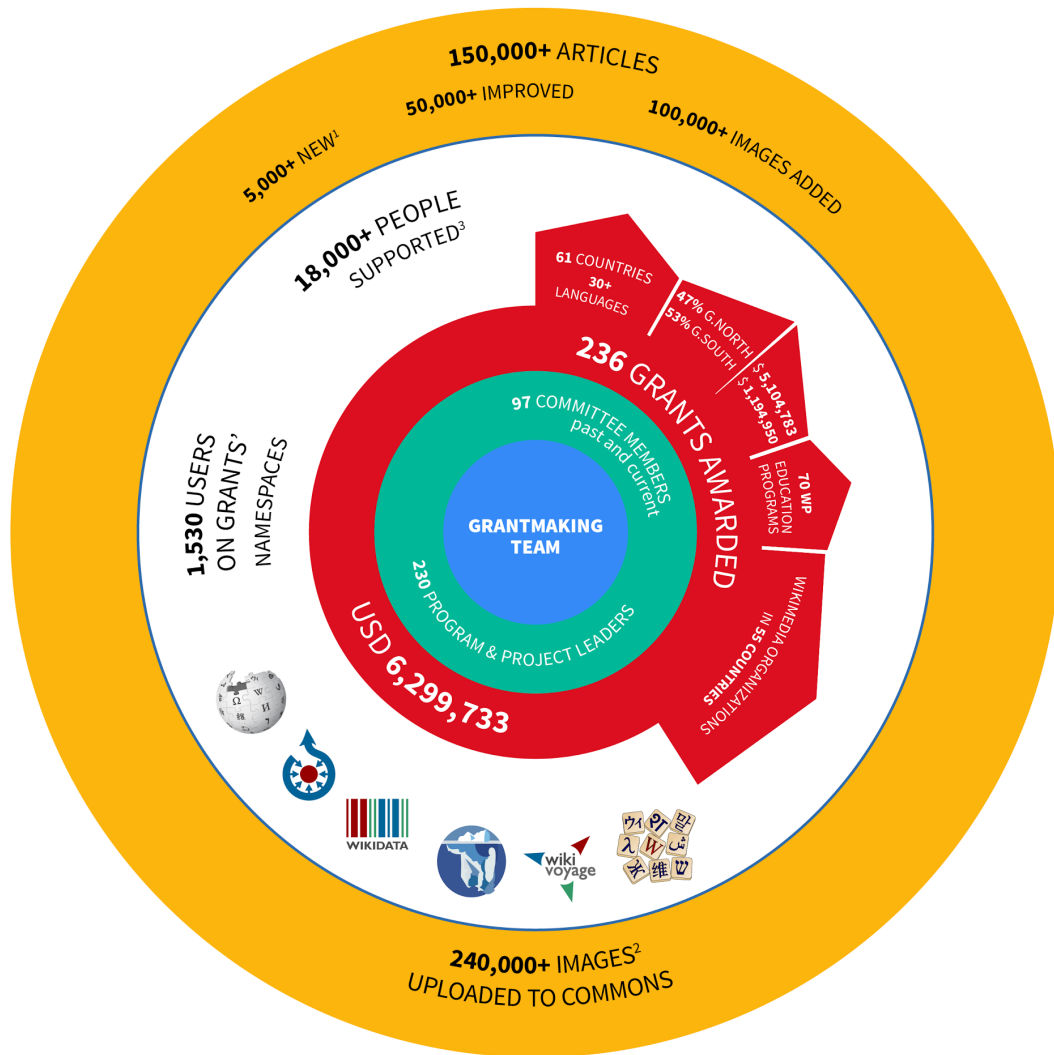**Community Research: Global South**

    Q2. Background & what we did - 10 minutes

    Q2. What we're learning - 15 minutes

    Q3. What's next - 10 minutes

Questions & Discussion - 15 minutes

2014 Reach and Impact through Global Contributors and Communities

150,000+ ARTICLES

50,000+ IMPROVED

5,000+ NEW[1]

100,000+ IMAGES ADDED

18,000+ PEOPLE SUPPORTED[3]

61 COUNTRIES
30+ LANGUAGES

47% G.NORTH S 5,104,783
53% G.SOUTH S 1,194,950

236 GRANTS AWARDED

70 WP EDUCATION PROGRAMS

97 COMMITTEE MEMBERS past and current

GRANTMAKING TEAM

230 PROGRAM & PROJECT LEADERS

WIKIMEDIA ORGANIZATIONS IN 55 COUNTRIES

1,530 USERS ON GRANTS' NAMESPACES

USD 6,299,733

WIKIDATA

wiki voyage

240,000+ IMAGES[2]
UPLOADED TO COMMONS

Grants in Q2

35 grants at $4,041,751 to 22 countries

Diversity of grants	Number of grants	Amount in dollars	Proportion	
			# of grants	$ of grants
Individuals	18	$120,331	51%	3%
Global South	14	$450,934	38%	11%
Gender Gap	5	$ 36,768	14%	1%

Background: Overarching goals for Grantmaking, Q3&4

Expand Quality Content
(Quality)

Support the creation and improvement of quality content, particularly from GS and women

Target: **10% increase in quality content**

Key indicators:
25,500+ new or improved article pages (excludes added images)
8,000+ articles created
58,000 unique media used in articles

Grow Healthy Communities
(Participation)

Support contributors to build strong communities, particularly in the GS and for women

Target: **10% increase in program participants** (including separate targets and tracking for both *new* and *existing active* contributors supported, for which, targets will be set upon further data discovery)

Key indicators: 15,000+ participants reached directly through grantee programs participation

Develop Capacities and Competencies

Ensure capacity-building & leadership development as a key enabler for both quality and participation

Target: Deepen **non-monetary support and resources** for over 300 project and program leaders

Key indicators: 15% increase^ in on-wiki resource use

For this QR: Grantmaking's reporting is split into two major focus areas (phases of development)

Experimentation & Community Health

Focuses on **innovative experimentation and research** with current and future communities, as well as identifying and supporting new knowledge.

Includes:
- Seed Grants & Experiments: IdeaLab, IEG, PEG > Inspire
- Community Research: Global South

Community Growth

Focuses on the expansion of quality content (knowledge) and supporting the growth of successful programs and communities.

Includes:
- Wikipedia Education Program
- The Wikipedia Library
- Annual Plan Grants
- Learning & Evaluation (programmatic capacity-building and impact)

Seed Grants & Experiments

Q2: IdeaLab -> IEG + some PEG
Q3: Inspire Campaign

What we did

Q2 Responsive Grantmaking

Objective	Measure of success	ETA	Status
Source new seed projects (IEG r 2 2014, + partial PEG)	$100k disbursed to new projects w/ impact potential on- and off- wiki.	December 5 2014	IEG: 7 projects, 13 new grantees, 100k (1 gender gap/2 GS) PEG: 5 projects, 30k (1 gender gap/3 GS)
Structured workflow for expanding new Ideas to Grant Proposals	Integrated user interface available to Idea creators	December 2014	Deployed
Support 7 gender gap initiative teams (post Wikimania consult) to develop work plans	Increase non-male content & contributors	Ongoing	Deprioritized 4, now focus only on 3 (Inspire, friendly space & events)

Q2 Seed Grants: Experimental outcomes

Wiki Camp Armenia

$30,500

135 campers (age 12-18)

5,425 new articles

246 articles improved

36 articles featured

Continued participation in wiki clubs, WEP, and 2-day wiki camps

photo: By Beko (Own work) [CC BY-SA 3.0], via Wikimedia Commons

Senior Citizens Write Wikipedia

$4,000 (first half)

37 **digitally literate seniors** (age 55 & up)

18 new articles, 84,828 bytes added

50% retention 2 months after course ends (compare to 3% of students in WEP)

Early finding: **ads on FB showing promise** to target women age 55-65

photo: By Pavla Pelikánová (Own work) [CC BY-SA 4.0], via Wikimedia Commons

Q2 Seed Grants: New projects

Funded in IEG r 2 2014:

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Revision scoring as a service

AI>tools> PT, TR, EN, AZ contributors > quality content

Support: $16875 + analytics + services engineering

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Telugu catalogue digitization

sources > TE contributors > quality content

Support: $4270 + TWL + CIS

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WikiProject X

community organizing /tools > EN contributors > quality content

Support: $20075 + Teahouse team

IEG open call to 600 wikis (VPs)   >>   37 proposals submitted
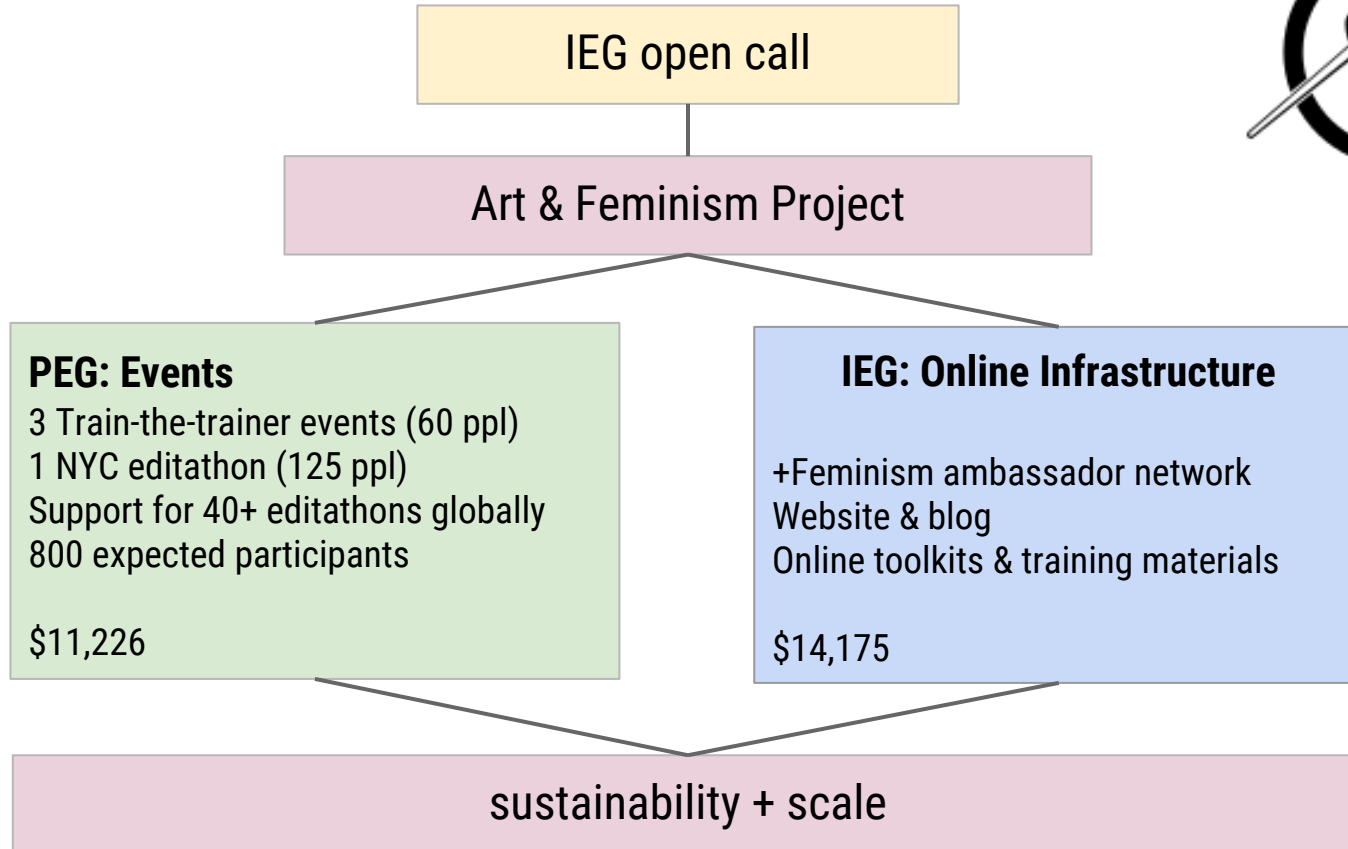
26 proposals reviewed
$192k requested
targeting 17 wikis

25% go to PEG (& TWL)

11% discard

7 projects funded
$98k for 13 grantees
targeting 8 wikis

3 tools, 3 outreach/partnership, 1 online community organizing

Q2 Seed Grants: New projects

IEG open call

Art & Feminism Project

PEG: Events
3 Train-the-trainer events (60 ppl)
1 NYC editathon (125 ppl)
Support for 40+ editathons globally
800 expected participants

$11,226

IEG: Online Infrastructure

+Feminism ambassador network
Website & blog
Online toolkits & training materials

$14,175

sustainability + scale

What we learned

Q2 Responsive Grantmaking

Routing 25% of IEGs to PEG during proposal review is inefficient for staff & volunteers.
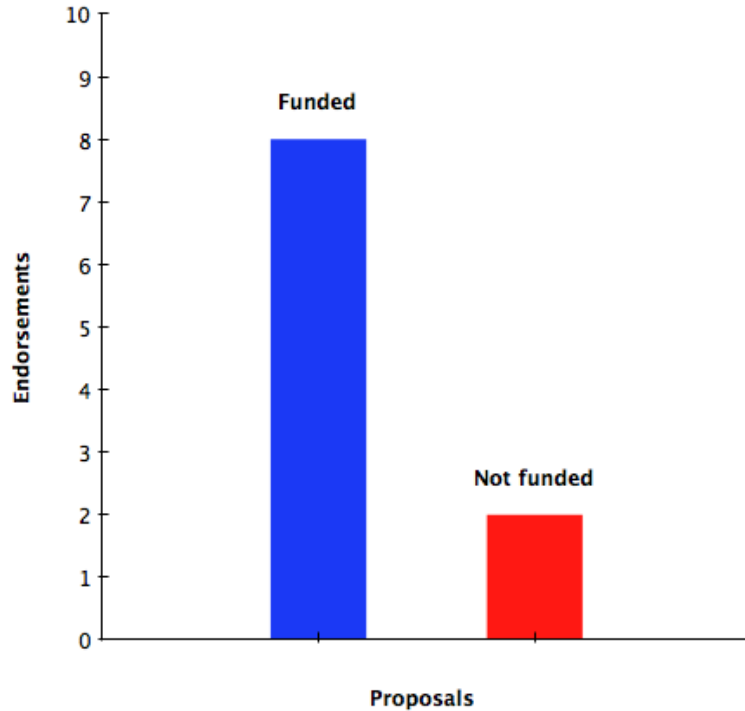
Opportunity to focus on sourcing more new experiments

one level up @IdeaLab

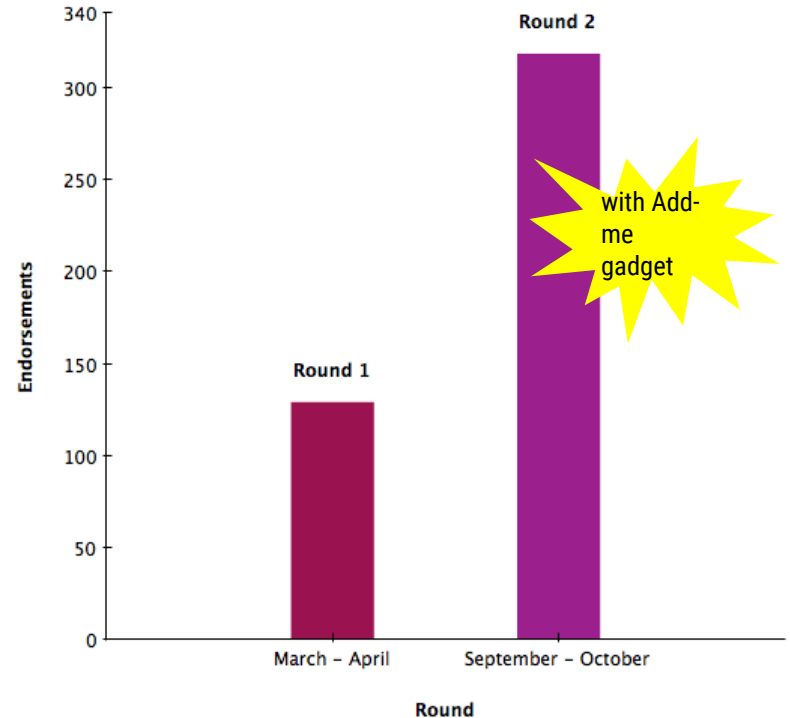Community organizers working on gender gap are at high risk for burnout.

We need to find and inspire future leaders.

Q2 Seed Grants: Simplified workflow for endorsement engages broader community participation and input
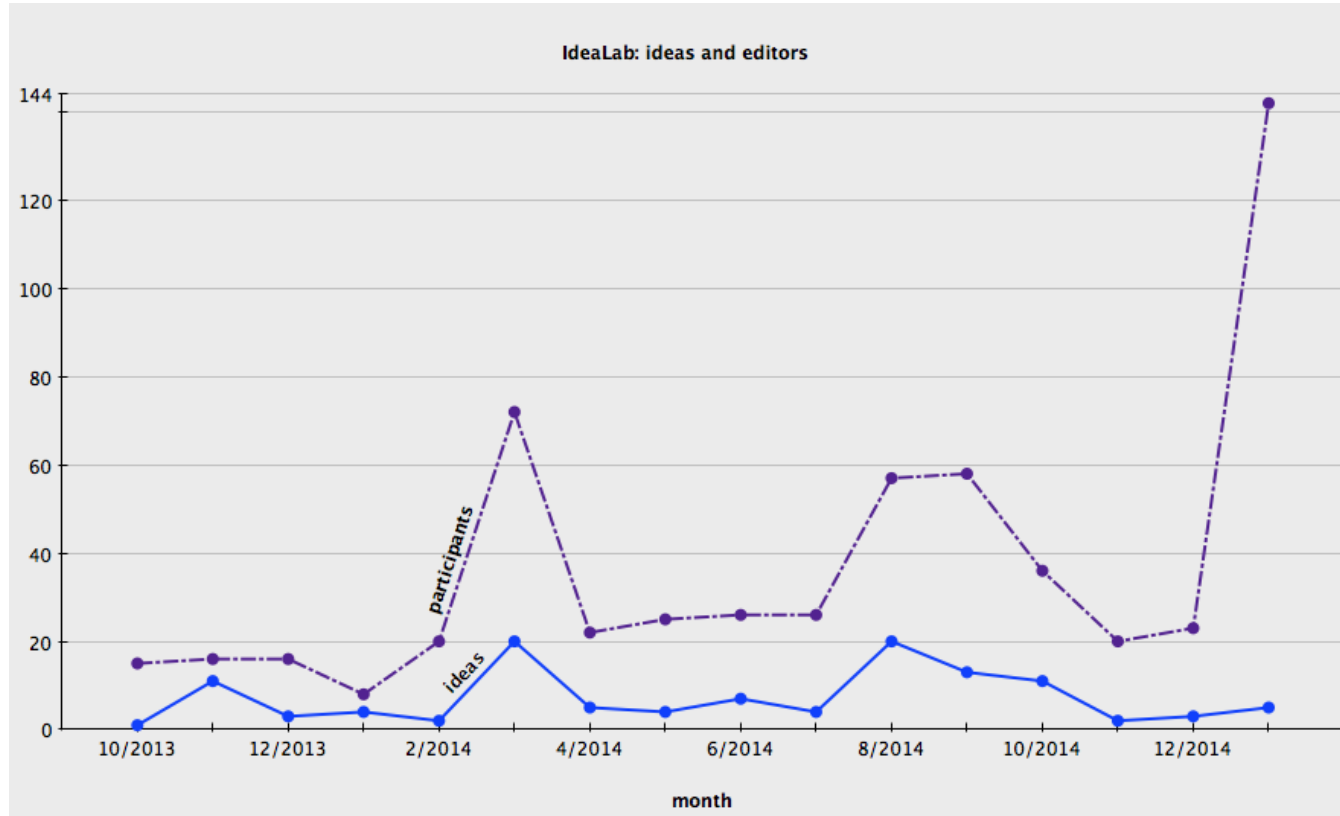
Q2 Seed Grants: IdeaLab scale is still untested
reach is limited w/o focused topic, community organizing or integration w/ tech

IdeaLab: ideas and editors

What's next

Q3 Proactive Grantmaking

Q3 Seed Grants: Focus on Inspire

Why

Wikipedia's gender gap is persistent. Few projects emerging organically at scale.

What

New focus, experiments and project leaders are needed to reduce systemic bias.

How

Global campaign to **proactively source** new projects aimed at **increasing gender diversity**.

1. Ideas sourced in IdeaLab	**2.** Community organizers connect, mentor, develop	**3.** Committee selects top projects	**4.** WMF supports high-potential projects

Q3 Seed Grants: Inspire Planning

When

March 4th: Launch campaign

April: Grant selection

April-July: Project evaluation

…………………………

Priority language communities

English   Spanish

Arabic   Ukrainian

Telugu   Malayalam

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Budget

$250,000 for funding projects

Funding advisors:
8 committee members so far…

Kimi Lawrie
Design

Frances Hocutt, Jeph Paul,
Jon Harald Søby, Hahc21
IdeaLab Build

Skud + team
Community organizers

Siko Bouterse
Strategy & Team Builder

Jonathan Morgan
Researcher & IdeaLab PM

Alex Wang
Program Officer

Q3 Seed Grants: Inspire Goals

Source and support **20** new gender-focused projects

Target 1: 200+ currently active women editors, 1000+ newly registered women, 1500+ women involved

Target 2: increase in non-male classified gendered content (3% large wikis, 5% medium wikis, 7% small wikis)

Target 3: at least 50% of project leaders supported are women (increase from <30%)

Upgrade IdeaLab for Inspire campaign

Automated idea recommendations

Campaign splash page and leaderboard

Friendly space policy

Target 1: 10x increase in IdeaLab participants/month (=500+)

Target 2: 20x increase in new ideas/month (=100 ideas)

Establish better baselines for gender contribution & content

Aggregate baselines from Inspire-supported projects

Evaluate experimental methods for measuring gender in content & contributors

Increase in gender-focused reporting in Education program, APG

What we're learning

Q3 Proactive Grantmaking

Q3 Seed Grants: Exploring gender-tagged content baselines

language	tagged, non-male	tagged, all	% non-male (Oct 2014)	% change (from 2013)	total articles	active editors
Arabic	6069	43973	14%	1%	291,578	754
English	186361	1202339	15%	-3%	4,656,030	31,819
Spanish	37889	237414	16%	-1%	1,117,161	4,142
Malayalam	1234	6595	19%	2%	37,074	61
Telugu	653	2774	24%	5%	58,792	57
Ukrainian	11505	84130	14%	-2%	523,520	756

Concerns to monitor:

Need to provide ongoing operating support in PEG for "Growth grants"

Our responsive grantmaking is appreciated by the communities who are already using our grants

Using edit-count-targeted CentralNotice banners to engage users is a blunt instrument

LCA notes community concerns with CentralNotice. Could a smarter notification solution serve LCA, TWL, Inspire and beyond?

Q3++ Seed Grants: Key needs

Research support to better measure gender content/contributor outcomes > in discussion w/ analytics research team

Scaled solution for bringing users to campaign > notifications?

On-wiki front end developer > potential to grow this capacity in-house to stop recreating wheel for each new project?

Community Research:
Global South

Background: Biggest opportunity for WMF to affect largest <u>number</u> of people is with GS non-readers online today

	Already online today			Not yet online today
	Current Contributors	**Current Readers**	**Not currently Readers**	
World	~70K	~0.5B	~2.5B	~4.2B
Global South	~14K (20%)	~0.15B* (30%)	~1.6B (64%)	~4B (95%)
Access & Infrastructure	Sufficient access & infra. to contribute	Sufficient access and infra. to read	Sufficient access and infra. to read	No or nascent access & infrastructure
Awareness *Exposure and understanding of the projects*	Adequately aware of the Wiki projects, potentially more broadly than their home wiki	Adequately aware of the Wiki projects they read	Largely unaware of the Wiki projects	Largely unaware of the Wiki projects; very small group using Offline WP
Motivation *Interest in engaging in the content or the movement*	Motivated to contribute content	Interested in reading; multiple dimensions involved in conversion to editors	no awareness = no motivation	Potential obstacles in: cultural/behavioral norms, perception of reliability

Note: Population estimates as of July 2014; (*) Assumes proportion of readers from the GS follows proportion of page views (~30% of total page views from Global South)
Source: Internet Live Stats (Elaboration of data by ITU, United Nations Population Division, Internet & Mobile Association of India (IAMAI), World Bank)

Background: Focused on 10 GS regions, selected based on population size, active editors, community capacity

Ukraine

Turkey

Philippines
(~97% enWP;
~2% tlWP*)

Tunisia

Mexico
(~18% enWP; 82%
esWP*)

Egypt; Jordan;
Saudi Arabia

African
continent
Readership focus
with WPZero

India
(~91% enWP*)

Legend

Currently engaged with
local community

Currently researching

Argentina
(~10% enWP;
~88% esWP*)

South Africa

Vietnam

Indonesia
(~52% enWP;
~45% idWP*)

(*) Wikipedia page edits by country in the date range 1 Dec 2014 to 31 Dec 2014; only the top two WPs are shown so totals may not add up to 100%

Global South: What we did

Q2 activities focused on understanding community context and assessing health & development opportunities

Ended the Catalyst programs in India & Brazil	Conducted research into community health and development needs

Stopped investing in proactive work in Brazil (did not renew partnership)
- **Integrated CIS partnership into standard APG** program, ending its exceptional status
- Held large in-person **community consultations** in both with top online and outreach contributors

Three main pieces of **research to understand communities on-/off-wiki**:
1. Social mapping of on-wiki interactions
2. Global South survey of readers and contributors
3. Community Development Framework for community enablement

Results

- **Restored (some) community trust** in Brazil and India
- Identified potential activities to support different Indian communities

- **26** social maps created, **~50%** of which were of Global South communities
- First survey of **~47K** Global South readers and contributors
- Currently scheduling interviews with **20** Global South communities

Global South: What we're learning

Main lesson learned from the Catalyst programs

Endorsement and active interest by the community is *essential* for effective deployment of paid staff

- Seeking to skip this was the biggest design flaw of the original catalyst projects. It was at the heart of ongoing difficulties in both India and Brazil.

- We (and other Wikimedia organizations) need to continue to maintain trust and be effective with our communities through well-designed and high-mandate **community consultations**.

Broader Global South lessons learned

Most groups are in need (and would welcome) proactive support in *strategy and non-financial resources*
- Monthly check-ins seem effective and appreciated.
- Contact breeds trust; trust breeds initiative.

Without guidance, groups default to the obvious, even if ineffective (e.g. general-audience single-session outreach)

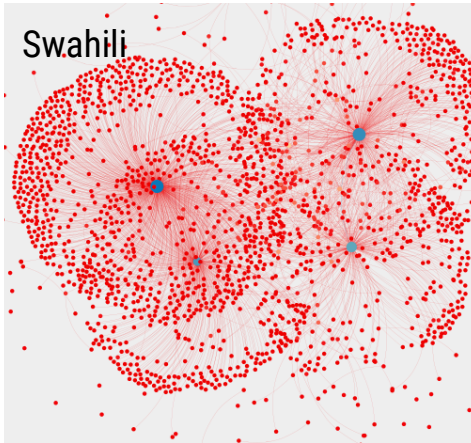# User talk page interactions revealed evolving forms of community communication, varying by community size

LEGEND

⬤ Each circle represents a user

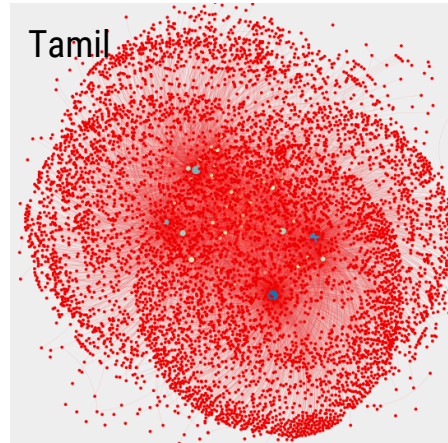⟋ Each line represents a user-to-user interaction (on a user's talk page)
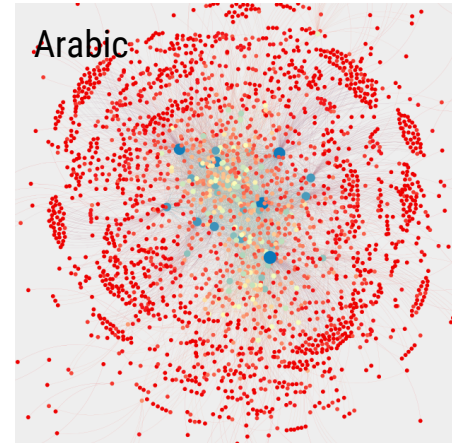
Color represents the # of connections to other users (red = few connections)

Swahili
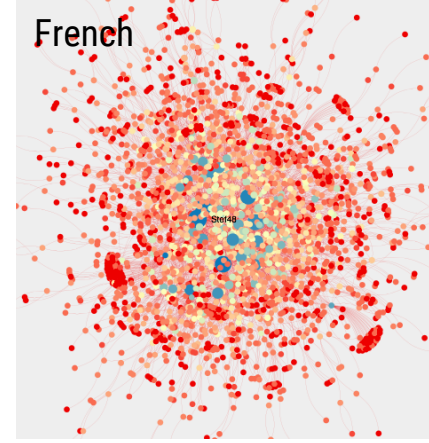
Avg. monthly active WP editors*: ~10
Wikipedia articles: ~27K

Tamil

Avg. monthly active WP editors*: ~100
Wikipedia articles: ~65K

Arabic

Avg. monthly active WP editors*: ~700
# Wikipedia articles: ~340K

French

Avg. monthly active WP editors*: ~4500
Wikipedia articles: ~1.5M

Increasing number of Wikipedia editors

Note: Social maps generated from interactions on User talk pages only; the more connections with other users, the closer a user is brought toward the center;
Data notes: Article count as of Dec 2014; (*) Average calculated over Sept 2013 to Sept 2014

Preliminary information on a community's context is being built out by combining multiple pieces of research
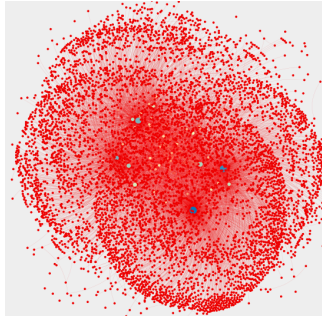
Tamil community

Avg. monthly Active editors*	~95
Percentage Males	77% in Readers (2170 total) 76% in Contributors (478 total)
Access through Computer only**	80% (1874 total)
Translate articles to their language[1]	17% (287 total)
More contributions if acknowledged[2]	45% (1125 total)
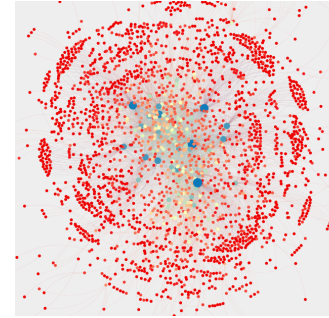
Arabic community

Avg. monthly Active editors*	~660
Percentage Males	70% in Readers (5220 total) 70% in Contributors (967 total)
Access through Computers only**	79% (4143 total)
Translate articles to their language[1]	25% (559 total)
More contributions if acknowledged[2]	49% (2554 total)

Note: Social maps generated from interactions on User talk pages only; Global South survey conducted in 2014;
* Average calculated over Sept 2013 to Sep 2014;
** Includes both readers and contributors from both desktop and laptop computers; (1) Contributors only; (2) Non Contributors

Deeper assessment of a community's challenges & opportunities to be done through new "Community Empowerment Framework"

3

Capabilities to enable growth

2

Attributes of existing wiki community

1

Environmental context

Learning & sharing (e.g. Evaluation)	People (e.g. On-wiki and off-wiki volunteer engagement)	Programs (i.e. Organized activities)	Organizational structures & services (e.g. Annual / Strategic planning, budgeting)

Interpersonal norms and behaviors (e.g. Acceptance & inclusivity, editor persistence, off-wiki socializing)	Governance and established policies (e.g. Conflict resolution, inclusion criteria and evolution)	Community support & engagement (e.g. Social spaces on-wiki)

Governmental / Political climate	Geographic dispersion	Literacy	Access & associated infrastructure	Cultural norms and behaviors

1 **Assessment** through community members interviews
- Interviews with 20 communities across target countries currently planned

2 **Enablement** through:

1. Toolkit solutions

2. Mentoring

3. Custom solutions

Global South: What's next

Goals for Q3 and Q4

Objective	Key Activities and Measures of Success	ETA
Implement core impactful programs (Healthy communities)	• At least 3 national/regional WikiConference events take place in GS countries	Q4
	• At least 5 GS groups actively involved in utilizing/distributing TWL	Q4
	• At least 3 GS groups set up *recurring, low-barrier* activities	Q4
Create content partnerships (Quality content)	• Two GS groups supported in creating effective content partnerships with significant cultural institution in GS; integration of content from partnership on-wiki	Q4
	• Three APG grantees supported in effecting partnerships on Global South content (including GN partnerships regarding GS content)	Q4
Capacity development for select GS communities	• Publish Capacity Development Framework (CDF)	Q3
	• Map 10 major GS communities in terms of CDF	Q3
	• At least 5 GS groups self-assess with CDF and identify requested support	Q3
	• Major resources (PEG/IEG info; program resources) available in major GS languages (ES, PT, AR, ID, RU)	Q4

Questions & Discussion