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

1 0.4% of all new articles created in the top 30 Wikipedia's during the same time period (includes bots).
2 9.3% of all uploads to Commons during the same time period (does not include bots).
3 Participants of programs funded through September 2014.

This graphic was a collaboration of Wikimedia Foundation staff: Maria Cruz, Anasuya Sengupta & Heather Walls.
Grants in Q2

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

<table>
<thead>
<tr>
<th>Diversity of grants</th>
<th>Number of grants</th>
<th>Amount in dollars</th>
<th>Proportion</th>
<th># of grants</th>
<th>$ of grants</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individuals</td>
<td>18</td>
<td>$120,331</td>
<td>51%</td>
<td>3%</td>
<td>1%</td>
</tr>
<tr>
<td>Global South</td>
<td>14</td>
<td>$450,934</td>
<td>38%</td>
<td>11%</td>
<td>1%</td>
</tr>
<tr>
<td>Gender Gap</td>
<td>5</td>
<td>$ 36,768</td>
<td>14%</td>
<td>1%</td>
<td>1%</td>
</tr>
</tbody>
</table>
## Background: Overarching goals for Grantmaking, Q3&4

<table>
<thead>
<tr>
<th><strong>Expand Quality Content</strong> (Quality)</th>
<th>Support the creation and improvement of quality content, particularly from GS and women</th>
<th>Target: 10% increase in quality content</th>
</tr>
</thead>
<tbody>
<tr>
<td>Key indicators:</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>25,500+ new or improved article pages (excludes added images)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>8,000+ articles created</td>
<td></td>
</tr>
<tr>
<td></td>
<td>58,000 unique media used in articles</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Grow Healthy Communities</strong> (Participation)</th>
<th>Support contributors to build strong communities, particularly in the GS and for women</th>
<th>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)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Key indicators:</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>15,000+ participants reached directly through grantee programs participation</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Develop Capacities and Competencies</strong></th>
<th>Ensure capacity-building &amp; leadership development as a key enabler for both quality and participation</th>
<th>Target: Deepen non-monetary support and resources for over 300 project and program leaders</th>
</tr>
</thead>
<tbody>
<tr>
<td>Key indicators:</td>
<td></td>
<td>15% increase* in on-wiki resource use</td>
</tr>
</tbody>
</table>
For this QR: Grantmaking’s reporting is split into two major focus areas (phases of development)

<table>
<thead>
<tr>
<th>Experimentation &amp; Community Health</th>
<th>Community Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Focuses on <strong>innovative experimentation and research</strong> with current and future communities, as well as identifying and supporting new knowledge.</td>
<td>Focuses on the expansion of quality content (knowledge) and supporting the growth of successful programs and communities.</td>
</tr>
<tr>
<td>Includes:</td>
<td>Includes:</td>
</tr>
<tr>
<td>● Seed Grants &amp; Experiments: IdeaLab, IEG, PEG &gt; Inspire</td>
<td>● Wikipedia Education Program</td>
</tr>
<tr>
<td>● Community Research: Global South</td>
<td>● The Wikipedia Library</td>
</tr>
<tr>
<td></td>
<td>● Annual Plan Grants</td>
</tr>
<tr>
<td></td>
<td>● Learning &amp; Evaluation (programmatic capacity-building and impact)</td>
</tr>
</tbody>
</table>
Seed Grants & Experiments

Q2: IdeaLab -> IEG + some PEG

Q3: Inspire Campaign
What we did

Q2 Responsive Grantmaking
<table>
<thead>
<tr>
<th>Objective</th>
<th>Measure of success</th>
<th>ETA</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Source new seed projects (IEG r 2 2014, + partial PEG)</td>
<td>$100k disbursed to new projects w/ impact potential on- and off- wiki.</td>
<td>December 5 2014</td>
<td>IEG: 7 projects, 13 new grantees, 100k (1 gender gap/2 GS)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>PEG: 5 projects, 30k (1 gender gap/3 GS)</td>
</tr>
<tr>
<td>Structured workflow for expanding new Ideas to Grant Proposals</td>
<td>Integrated user interface available to Idea creators</td>
<td>December 2014</td>
<td>Deployed</td>
</tr>
<tr>
<td>Support 7 gender gap initiative teams (post Wikimania consult) to develop work plans</td>
<td>Increase non-male content &amp; contributors</td>
<td>Ongoing</td>
<td>Deprioritized 4, now focus only on 3 (Inspire, friendly space &amp; events)</td>
</tr>
</tbody>
</table>
### Q2 Seed Grants: Experimental outcomes

<table>
<thead>
<tr>
<th>Wiki Camp Armenia</th>
<th>Senior Citizens Write Wikipedia</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>$30,500</strong></td>
<td><strong>$4,000 (first half)</strong></td>
</tr>
<tr>
<td>135 campers (age 12-18)</td>
<td>37 <strong>digitally literate seniors</strong> (age 55 &amp; up)</td>
</tr>
<tr>
<td><strong>5,425 new articles</strong></td>
<td>18 new articles, 84,828 bytes added</td>
</tr>
<tr>
<td>246 articles improved</td>
<td><strong>50% retention 2 months after course ends</strong> (compare to 3% of students in WEP)</td>
</tr>
<tr>
<td><strong>36 articles featured</strong></td>
<td>Early finding: <strong>ads on FB showing promise</strong> to target women age 55-65</td>
</tr>
</tbody>
</table>

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

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

[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:

Revision scoring as a service
AI > tools > PT, TR, EN, AZ contributors > quality content
Support: $16875 + analytics + services engineering

Telugu catalogue digitization
sources > TE contributors > quality content
Support: $4270 + TWL + CIS

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

7 projects funded
$98k for 13 grantees targeting 8 wikis
3 tools, 3 outreach/partnership, 1 online community organizing

25% go to PEG (& TWL)

11% discard
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

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

**Median endorsements per 2014 IEG proposal**

- **Funded**
- **Not funded**

**IEG + IdeaLab: Endorsements per 2014 funding round**

- **Round 1**
- **Round 2**

*with Addme gadget*
Q2 Seed Grants: IdeaLab scale is still untested
reach is limited w/o focused topic, community organizing or integration w/ tech
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

Budget
$250,000 for funding projects

Funding advisors: 8 committee members so far...

Skud + team
Community organizers

Kimi Lawrie  Design
Frances Hocutt, Jeph Paul, Jon Harald Søby, Hahc21
IdeaLab Build

Siko Bouterse
Strategy & Team Builder

Jonathan Morgan
Researcher & IdeaLab PM

Alex Wang
Program Officer

(left-right, top-bottom)
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

<table>
<thead>
<tr>
<th>language</th>
<th>tagged, non-male</th>
<th>tagged, all</th>
<th>% non-male (Oct 2014)</th>
<th>% change (from 2013)</th>
<th>total articles</th>
<th>active editors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arabic</td>
<td>6069</td>
<td>43973</td>
<td>14%</td>
<td>1%</td>
<td>291,578</td>
<td>754</td>
</tr>
<tr>
<td>English</td>
<td>186361</td>
<td>1202339</td>
<td>15%</td>
<td>-3%</td>
<td>4,656,030</td>
<td>31,819</td>
</tr>
<tr>
<td>Spanish</td>
<td>37889</td>
<td>237414</td>
<td>16%</td>
<td>-1%</td>
<td>1,117,161</td>
<td>4,142</td>
</tr>
<tr>
<td>Malayalam</td>
<td>1234</td>
<td>6595</td>
<td>19%</td>
<td>2%</td>
<td>37,074</td>
<td>61</td>
</tr>
<tr>
<td>Telugu</td>
<td>653</td>
<td>2774</td>
<td>24%</td>
<td>5%</td>
<td>58,792</td>
<td>57</td>
</tr>
<tr>
<td>Ukrainian</td>
<td>11505</td>
<td>84130</td>
<td>14%</td>
<td>-2%</td>
<td>523,520</td>
<td>756</td>
</tr>
</tbody>
</table>
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 number of people is with GS non-readers online today

<table>
<thead>
<tr>
<th>Access &amp; Infrastructure</th>
<th>Already online today</th>
<th>Not currently Readers</th>
<th>Not yet online today</th>
</tr>
</thead>
<tbody>
<tr>
<td>World</td>
<td>~70K</td>
<td>~0.5B</td>
<td>~2.5B</td>
</tr>
<tr>
<td>Global South</td>
<td>~14K (20%)</td>
<td>~0.15B* (30%)</td>
<td>~1.6B (64%)</td>
</tr>
<tr>
<td><strong>Current Contributors</strong></td>
<td>Sufficient access &amp; infra. to contribute</td>
<td>Sufficient access and infra. to read</td>
<td>Sufficient access and infra. to read</td>
</tr>
<tr>
<td><strong>Current Readers</strong></td>
<td>Adequately aware of the Wiki projects</td>
<td>Adequately aware of the Wiki projects they read</td>
<td>Largely unaware of the Wiki projects</td>
</tr>
<tr>
<td><strong>Not currently Readers</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Not currently Readers</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Motivation</strong></td>
<td>Motivated to contribute content</td>
<td>Interested in reading; multiple dimensions involved in conversion to editors</td>
<td>no awareness = no motivation</td>
</tr>
</tbody>
</table>

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

- Mexico (~18% enWP; 82% esWP*)
- Argentina (~10% enWP; ~88% esWP*)
- Egypt; Jordan; Saudi Arabia (~91% enWP*)
- Indonesia (~52% enWP; ~45% idWP*)
- Philippines (~97% enWP; ~2% tlWP*)
- Tunisia
- Turkey
- South Africa
- India (~91% enWP*)
- Tunisia
- Ukraine
- Vietnam

Legend
- Currently engaged with local community
- Currently researching

Note: 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

<table>
<thead>
<tr>
<th>Ended the Catalyst programs in India &amp; Brazil</th>
<th>Conducted research into community health and development needs</th>
</tr>
</thead>
<tbody>
<tr>
<td>● <strong>Stopped investing in proactive work in Brazil</strong> (did not renew partnership)</td>
<td>Three main pieces of research to understand communities on-/off-wiki:</td>
</tr>
<tr>
<td>● <strong>Integrated CIS partnership into standard APG program</strong>, ending its exceptional status</td>
<td>1. Social mapping of on-wiki interactions</td>
</tr>
<tr>
<td>● Held large in-person <strong>community consultations</strong> in both with top online and outreach contributors</td>
<td>2. Global South survey of readers and contributors</td>
</tr>
<tr>
<td></td>
<td>3. Community Development Framework for community enablement</td>
</tr>
</tbody>
</table>

**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

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Avg. monthly Active editors*</td>
<td>~95</td>
</tr>
<tr>
<td>Percentage Males</td>
<td>77% in Readers (2170 total)</td>
</tr>
<tr>
<td>Access through Computer only**</td>
<td>80% (1874 total)</td>
</tr>
<tr>
<td>Translate articles to their language¹</td>
<td>17% (287 total)</td>
</tr>
<tr>
<td>More contributions if acknowledged²</td>
<td>45% (1125 total)</td>
</tr>
</tbody>
</table>

### Arabic community

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Avg. monthly Active editors*</td>
<td>~660</td>
</tr>
<tr>
<td>Percentage Males</td>
<td>70% in Readers (5220 total)</td>
</tr>
<tr>
<td>Access through Computer only**</td>
<td>79% (4143 total)</td>
</tr>
<tr>
<td>Translate articles to their language¹</td>
<td>25% (559 total)</td>
</tr>
<tr>
<td>More contributions if acknowledged²</td>
<td>49% (2554 total)</td>
</tr>
</tbody>
</table>

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”

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

### Capabilities to enable growth

1. **Environmental context**
   - Governmental / Political climate
   - Geographic dispersion
   - Literacy
   - Access & associated infrastructure
   - Cultural norms and behaviors

2. **Attributes of existing wiki community**
   - 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)

3. **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)

Enablement through:

- Toolkit solutions
- Mentoring
- Custom solutions
Global South: What’s next
## Goals for Q3 and Q4

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