

Wikimedia movement strategy salon with Smithsonian Institution Archives

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Wikimedia District of Columbia
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Agenda

- Introduction & inspiration
- Exploring our strategic direction
- Major themes
- Insights from new voices
- Conversations with you
- Next steps

The background features a light gray collage of various icons. These include architectural structures like the Brandenburg Gate and the Eiffel Tower, geographical maps of continents, animals such as a kiwi bird and a kangaroo, scientific symbols like a DNA helix and a planet with rings, and other symbols like a microscope, a lightbulb, and a person's profile. The icons are scattered across the white background.

Our vision:

“Imagine a world in which every single human being can freely share in the sum of all knowledge.”



Our belief:

Knowledge belongs to all of us.



Our future:

What do we want to achieve together over the next 15 years?

The background features a light gray collage of various icons. These include architectural structures like the Brandenburg Gate, a microscope, a globe, a stork, a map of North America, a pair of glasses, a map of Europe, a map of Africa, a map of Australia, a satellite, a telescope, a planet with rings, a camel, a sphinx, and a bear. The icons are scattered across the white background.

Building a Wikimedia strategic direction:

**Identify as a movement a cohesive direction that
aligns and inspires us all on our path to 2030.**



What we've done so far

Global consultations

- **Rich engagement with community and organized groups:**
 - Three community-wide discussions (March-July) in 18 supported languages with Wikimedia affiliates and thousands of people
 - On wiki, in-person discussions, virtual discussions, private survey
 - 17-hour strategy track at Wikimedia Conference Berlin with 150 participants
- **Learning about trends that will affect the knowledge ecosystem**
 - Over 150 conversations with experts and existing and prospective partners
 - Europe, Asia, Africa, North America and Latin America
 - Foundation and affiliate-led

Global research

- Deeper understanding of the needs of new voices (future and current users)
 - **Brand research** (awareness, attitudes, and usage) in France, Germany, Japan, Russia, Spain, United Kingdom, and United States
 - **Ethnographic research** in Indonesia and Brazil (new and prospective readers), to complement research in Nigeria and Mexico
 - **Desk research** on political, social, technological, and economic trends

A photograph of a classroom. The room is filled with rows of dark grey desks and bright orange plastic chairs. At the front of the room, there is a large whiteboard. Above the whiteboard, a projector is mounted on the ceiling. The ceiling also features recessed lighting and air vents. The walls are a light, neutral color. The overall atmosphere is clean and organized.

What we've learned so far

Major themes, Cycle 1

- Reliable, neutral, high-quality content
- Community health & support
- Internal & external collaboration
- Features
- Users, editors, & contributors
- Innovation
- Outreach, awareness, & promotion
- Funding, staffing, and other organizational needs
- Emerging communities
- Advancing education
- Movement values
- Knowledge
- Sustainability & growth

Major themes, Cycle 2

- **Healthy, inclusive communities**
- The augmented age (Advancing with technology)
- A truly global movement
- The most respected source of knowledge
- Engaging the knowledge ecosystem

By 2030, the Wikimedia volunteer culture will be fun, rewarding, and inclusive for both existing contributors and newcomers. We will welcome new volunteers to our movement and mentor them to ensure that they have a great experience and continue to participate in the projects. People from every background will feel part of a network of groups and organizations with deep relationships. As a result, our movement will grow both in size and in nature, as our projects flourish under our collective care.

Major themes, Cycle 2

- Healthy, inclusive communities
- The augmented age (advancing with technology)
- A truly global movement
- The most respected source of knowledge
- Engaging the knowledge ecosystem

By 2030, the Wikimedia movement will actively use technological innovations to help volunteers be much more creative and productive. We will use machine learning and design to make knowledge easy to access and easy to use. To greatly increase the quality and quantity of content in more languages, volunteers will, for example, have access to better machine translations. We will present and organize knowledge in ways that improve the way people learn and contribute — beyond the browser, the app, and the encyclopedia.

Major themes, Cycle 2

- Healthy, inclusive communities
- The augmented age (Advancing with technology)
- **A truly global movement**
- The most respected source of knowledge
- Engaging the knowledge ecosystem

By 2030, we will be a truly global movement. In particular, we will turn our attention toward regions we have not yet served well enough: Asia, the Middle East, Africa, and Latin America. We will work with communities of readers, contributors, and partners in these parts of the world. We will make space for new forms of contributions that reflect these regions (references, citations, and more). We will build awareness of the power of free knowledge and overcome barriers to access. We will build products adapted to the needs of these new members of our movement.

Major themes, Cycle 2

- Healthy, inclusive communities
- The augmented age (Advancing with technology)
- A truly global movement
- **The most respected source of knowledge**
- Engaging the knowledge ecosystem

We will work toward ever more accurate and verifiable content. By 2030, Wikimedia projects will be seen as the most high-quality, neutral, and relevant source of knowledge. We will increase the depth of knowledge available and maintain our standards for verifiable and neutral content. We will invite experts to join us. We will help people understand how our processes make us reliable. We will show the most relevant information to people when and where they need it.

Major themes, Cycle 2

- Healthy, inclusive communities
- The augmented age (Advancing with technology)
- A truly global movement
- The most respected source of knowledge
- **Engaging the knowledge ecosystem**

We will build relationships with a wide variety of organizations dedicated to the ideals of free knowledge. Wikimedia communities will work with allies that they didn't know they had. Our content and technology will become a central part of formal and informal education around the world. We will partner with leading institutions in education, arts, entertainment, civil society, government, science, and technology. Together, we will invite a new generation of people who learn, create, and care for a growing library of free knowledge for all.

Major themes, Cycle 3, New Voices Synthesis Report

1. Knowledge sharing is highly social
2. Future information technology could radically change how knowledge is created, processed and shared
3. Movements are built on emotion and human connection
4. As learning platforms evolve, we will need to think beyond the encyclopedia in order to meet the needs of users
5. There's a tradeoff between credibility and inclusivity
6. Wikimedia should be an influencer in shaping world policy for access to knowledge
7. We are stronger when we work together, but we need direction
8. We need to be prepared for the risk of major societal and political changes in the future

A scenic landscape at sunset. The sky is a mix of orange, red, and purple, with the sun low on the horizon. In the foreground, a large tree with dark branches and clusters of bright red flowers is visible on the right side. The middle ground shows rolling hills and a body of water in the distance. The word "Reflection" is written in large white letters across the center of the image.

Reflection

Reflection 1

Engaging with New Voices. Indonesia & Brazil Design Research (Reboot).

- **Establishing Trust:** There is less of a role for neutral reporting, and the trustworthiness of a piece of information (or its source) doesn't necessarily determine its utility.
- **Broader Awareness:** Wikipedia must do a better job of communicating its values and how those fit into its model.
- **Knowledge Trends:** Information-seeking is increasingly task- and search-led, less discovery- and browsing-oriented.
- **Technology Trends:** Visual, real-time, and social are the characteristics of content platforms young people increasingly prefer.
- **Developing Partnerships:** Wikimedia should consider attracting and investing in allies and community members in the forums and channels they like to learn.

Reflection 2

Engaging with New Voices. Research on Major Trends (Dot Connector Studio and Lutman & Associates)

- **Misinformation, Verification, and Propaganda:** The Wikimedia movement will need to remain vigilant and to develop new methods of verification that match new technological capabilities.
- **Technology Trends:** As people continue to adopt mobile devices and turn away from traditional text and toward creating and sharing video, audio, and visual multimedia content, pressure is growing on technology platforms to evolve.
- **Emerging Platforms and Content Types:** New content types and platforms can serve as competition for the attention and time of Wikimedia project users, as content or topics for Wikimedia projects, as potential opportunities for distributing Wikimedia projects' content, or as vehicles for spreading the ethos of open editing and sharing of content.
- **Demographics:** Wikimedia pageviews by country correlate strongly with a country's economic strength.

Reflection 3

- ❑ **Healthy, inclusive communities:** By 2030, the Wikimedia volunteer culture will be fun, rewarding, and inclusive for both existing contributors and newcomers.
- ❑ **The augmented age (advancing with technology):** By 2030, the Wikimedia movement will actively use technological innovations to help volunteers be much more creative and productive.
- ❑ **A truly global movement:** By 2030, we will be a truly global movement. In particular, we will turn our attention toward regions we have not yet served well enough: Asia, the Middle East, Africa, and Latin America.
- ❑ **The most respected source of knowledge:** We will work toward ever more accurate and verifiable content.
- ❑ **Engaging the knowledge ecosystem:** We will build relationships with a wide variety of organizations dedicated to the ideals of free knowledge.

Discussion

- Reflections
- Rankings
- Next steps: How do we move forward together?



Thank You

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