

Wikimedia Movement Data Hub

Wikimedia metrics to understand and improve Diversity, Inclusion & Equity in the movement

Setting

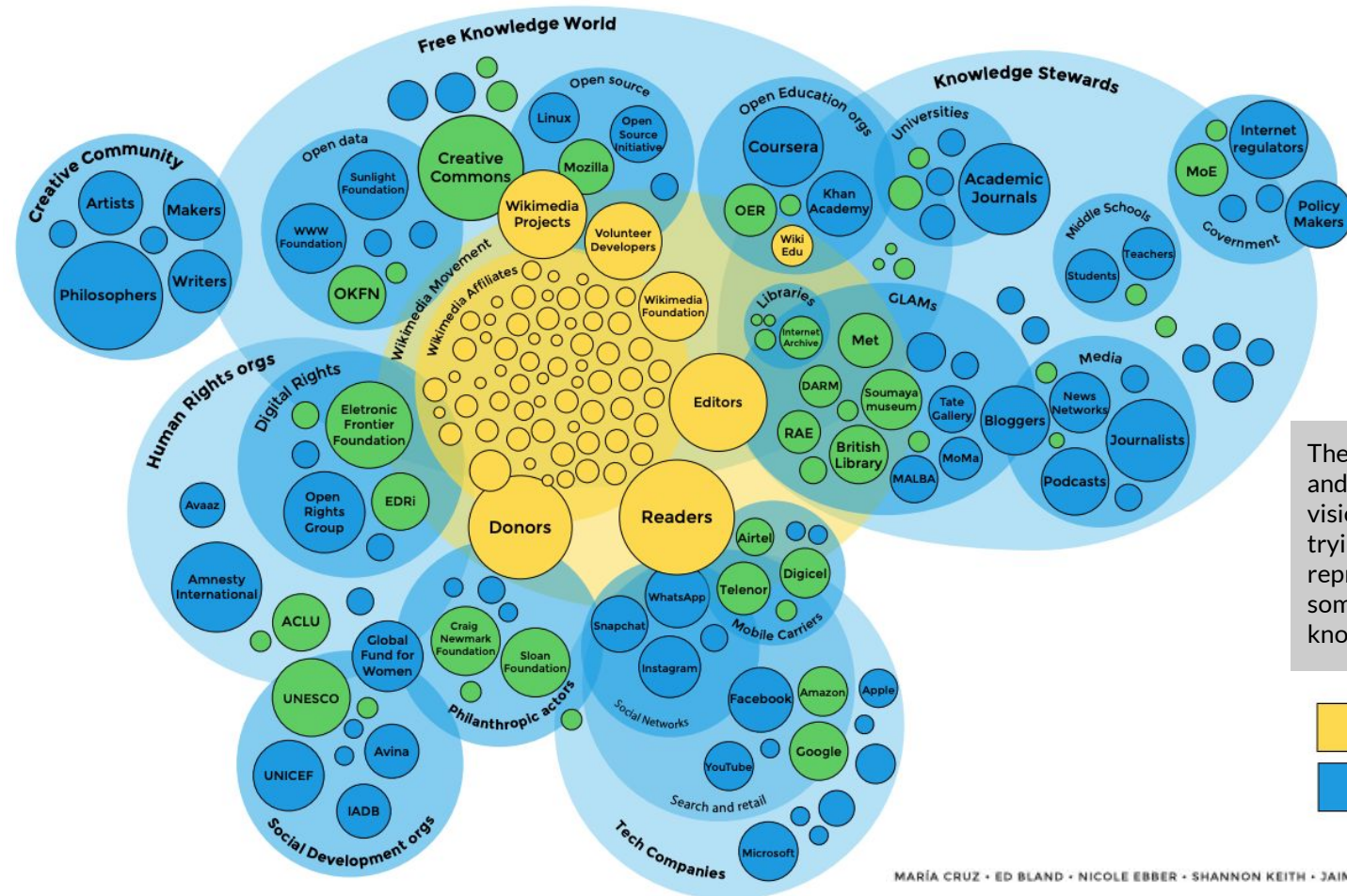
Wikimedia Movement Ecosystem

A diverse landscape of Wikimedia projects and movement actors

In 2017 the “Wikimedia Movement” got together and produced a shared strategic direction:

By 2030, Wikimedia will become the essential infrastructure of the ecosystem of free knowledge, and anyone who shares our vision will be able to join us.

Wikimedia Movement Ecosystem and Actors



There is a broad ecosystem of actors within and beyond Wikimedia that impact the vision of free knowledge we are collectively trying to achieve in the world. Some actors represent current or potential partners and some may represent potential threats to free knowledge.

Who is part of our movement?

How are people getting involved?

Where are our
fastest growing communities?

**Where are we showing promise in
diversity and inclusion; where are we
most challenged, and how?**

What supports movement collaboration;
how and where can we improve?

**Are we equitably supporting
emerging communities?**

Where are they?

Where are Wikimedia projects and
communities keeping up or falling behind
global infrastructure gains?

**What voices are missing from our
projects and communities?**

Are our growth targets equitable?

Situation

Measuring our Movement Ecosystem

A need for a more diverse datascape

Our MTP and movement strategy bring a need to define what equity, diversity, and inclusion mean in data.

We have a lot of data, the world has a lot of data, let's compile what we have to begin answering basic questions.

The Big Idea: Provide easily accessible data on inequities within the world and our movement.

The Vision

Imagine a Wikimedia Foundation and movement enabled to identify disparities in outcomes across movement spaces; to track our shared progress at increasing diversity, inclusion, and equity; and to provide data and analyses by which we can direct opportunities for change and hold ourselves accountable to our 2030 movement strategy aims.

Who will use the dashboards and reports?

Foundation decision-makers, Movement organizers, and Grantees

How will it change how we work?

It will help Foundation and movement gatekeepers to use data-informed decision-making processes to direct outreach and development programs, grants & partnerships programs, as well as potential product innovations & community growth initiatives. Further, this data will foster accountability in measuring equity for the Foundation's OKRs.



How will the movement change, what impact will this have?

With increased data awareness of inequities, movement stakeholders will reinforce pathways for diversity, inclusion, and equity and target interventions that eliminate barriers in the Wikimedia Movement.

If the above happens successfully, we will see coefficients of inequity and diversity for the distribution of key resources improve to be more fair across the movement.

Strategy

Mapping movement engagement

Operationalizing diversity, inclusion, and equity in data

Strategy

■	How We Get There
■	Timeline
■	The Metrics: Wikimedia Presence & Growth
■	The Mock-up & Pilot Learning & Practice Demo

We will gather and structure our data annually to track participation to understand engagement in terms of diversity & inclusion, and equity

Participation

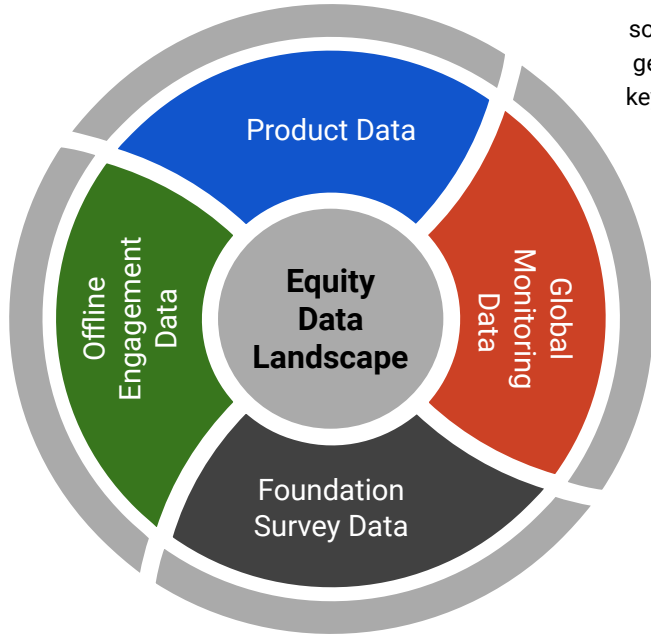
- Demographics of our movement
- Global Participation Data
- Intersections among our Movement Organizers & Contributors
- Social Climate Data

Diversity & Inclusion

- Representativeness
- Experiences around Diversity & Inclusion

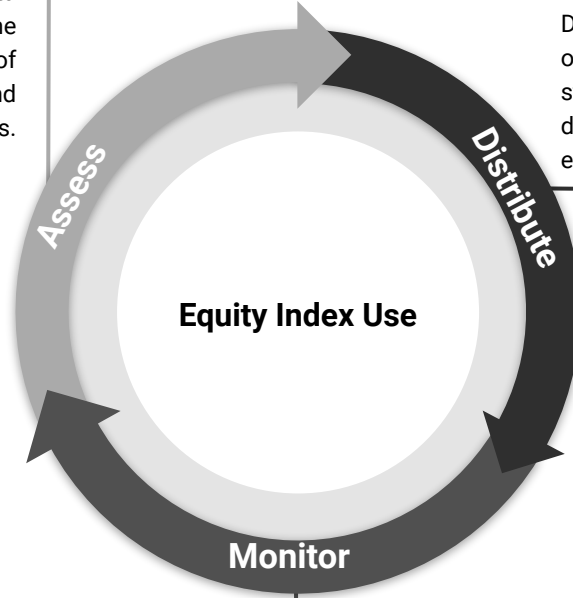
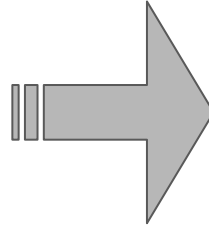
Equity

- Resource Access
- Infrastructure Access
- Personal/Volunteer Investment to Participation and/or Outcomes
- How do we stack up against Sustainable Development Goals and progress?



Assess relative movement presence & growth

Triangulate across data sources to learn about the geographic distribution of key project, language, and organizing supports.



Distribute resources and opportunities equitably

Distribute resources and opportunities more strategically toward diversity, inclusion, & equity

Measure, monitor, & report on progress

Use coefficients of inequity and diversity to measure and monitor progress toward equitable distribution of opportunities and resources

We will use participatory engagement practices to shift power to community for shared sense-making

Step 1

Gather input and consult internally on development plans by engaging:

- Internal stakeholders who are key use cases
- Internal data stewards as well as research and analytics partners
- Internal decision-makers

Step 2

- Build initial dashboard based on initial metrics
- Gather structured input internally
- Work with legal and analytics to review privacy for public pre-initial version

Step 3

Consult with external movement leadership for their input by engaging:

- Project Admin, Bureaucrat, & Steward groups
- Affiliates and Grantees
- Individual movement organizers
- Movement partners/ Allied organizations

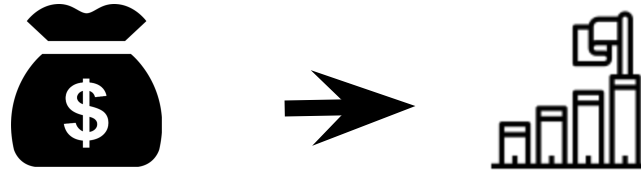
Step 4

- Integrate feedback and share out public initial version
- Collect ongoing feedback as movement leaders internal and external to the Foundation pilot the tools use

Two Use Case Examples (Briefly)

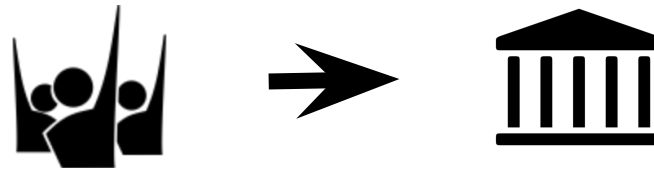
Use Case 1: Direct grant funds and resource opportunities to spaces ready for growth

Actors: Grant applicants, Grants officers, Grant-making committees.



Use Case 2: Direct non-monetary support and partnering opportunities to spaces ready for development.

Actors: Community Organizers, Affiliates, Grantees, Community engagement and support teams.



**We will examine the
collection of data in light of
global data to see how our
movement progress stack's
up.**

The FY21-22 Development Timeline

Jul-Aug 2021

Mapping external and internal data pipelines.

Initiate language data linkages in the build plans for cross-referencing between languages and geospaces

Sep - Oct 2021

Communications & Privacy review planning

Communications & Privacy review planning

Disseminate documentation to update stakeholders on progress

Jan - Feb 2022

Update for 2021 data, including equity metrics, and analyze for YoY progress for reporting

Promote Wikimedia Movement metrics use in Annual Planning

Nov - Dec 2021

Deliver MVP in superset and onboard teams

Initiate data privacy review for public release plans

Announce project and consultation/pilot plans for participant recruitment

Develop pilot index scoring and analyze for YoY progress or decline & share initial reporting with 2-3 original pilot teams

Feb - Mar 2021

Host community stakeholder pilots and onwiki discussions to consult in optimizing to a few key external use cases around advancing movement DE&I with the dashboard metrics

Apr 2021

Integrate functional improvements and document changes.

Develop priorities for potential future dashboard data iterations.

May 2021

Project review to see if we have met the goals of providing supplemental research meaningful to critical planning needs for the Foundation.

Jun 2021

Complete initial public dashboard build & release.



Underlying proxy indicators and indices

Domain	Measures	Domain	Measures
Readership	Average monthly unique devices Average monthly pageviews	Affiliate Leadership	Highest Governance Type Affiliate grants Affiliate count, size, and tenure Count new recognitions Count organizing hubs engaged
Editorship	Average monthly editors Average monthly % active editors	Access	Population Accessing Internet GSMA Mobile Connectivity Score Social Progress: Access to Basic Knowledge & Information and Communications
Program Leadership	Count Education Events Count GLAM Events Self-reported capacities	Freedom	Freedom Index World Press Freedom Index Control of Corruption Score
Grants Leadership	Annual grants FY Historic grants Growth in Grants	Population	World Population Population Growth

The domain-level metrics: The triangulation of measures for presence and growth across key measurement domains.

Readership = Average of two ranks:

- Avg. monthly unique devices * Annual growth in avg. monthly unique devices
- Avg. monthly pageviews * Annual growth in avg. monthly pageviews

Editorship = Average of three ranks:

- Wikipedia “presence” in avg. unique monthly editors * annual “growth” in avg. unique monthly editors.
- Avg (wikipedia presence * growth, wikidata presence * growth, wikisource presence * growth, commons presence * growth, and mediawiki presence * growth)
- Percentile rank of % editors active or very active

Program Leadership = Average of five ranks:

- Historic Grants (weighted by GDP, PPP), Annual Grants (weighted by GDP, PPP), Education Events, GLAM Events, Self-reported capacities for programs & events

Grants Leadership = Average of three ranks :

- Historic Grants (weighted by GDP, PPP) * (5-year growth/5)
- Annual Grants (weighted by GDP, PPP) * (5-year growth/5)
- Avg. rank (Historic grants count, Annual grant count)

Affiliate Leadership = Average of six ranks:

- Highest governance type, Affiliate tenure, Affiliate grants, Affiliate count, Affiliate size,, count organizing hubs engaged

Access = Average of four ranks:

- Population accessing internet * Annual growth in population accessing the internet
- GSMA Mobile Connectivity Score * Growth in GSMA Mobile Connectivity Score
- Access to Basic Knowledge (from Social Progress Index)
- Access to Information and Communications (from Social Progress Index)

Freedom = Average of three ranks:

- Freedom Index * Freedom Index growth rate
- World Press Freedom Index * World Press Freedom Index growth rate
- Control of Corruption Score * Control of Corruption growth rate

Editor Population Penetration = Average monthly editor count / Population

- Avg. monthly active Wikipedia editor count / Population

Population Presence & Growth = Rank of single metric combination:

- UN population * UN Population growth rate

The stakeholder level metrics: The remaining Presence & Growth metrics are a set of four facets calculated across our different community data domains (Affiliates, Grantees, Editors, and Readers) and rolled up for cross-comparison.

- **Presence:** The comparative annual data presence across countries based on underlying measures relevant to the stakeholder group.
- **Growth:** The comparative rank in annual growth in a countries data presence based on underlying **Presence** measures relevant to the stakeholder group.

The high-level metrics: The combined metrics are then calculated based upon the set of developed metrics

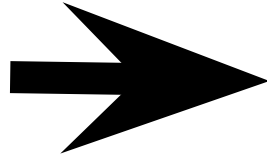
- **Overall Engagement:** Average of ranks for **Readership, Editorship, Program Leadership, Grants Leadership, Affiliate Leadership**
- **Overall Enablement:** Average of ranks in **Access, Freedom, and Population Penetration**
- **Rank in under-representation:** A combined rank based on gap between rank in **Population Presence and Growth** and rank in **Overall Engagement**

References

(see slide notes)

Identify areas ready for growth through grant funds and opportunities

Actors: International Grant-makers, Grant-making committees, Grant applicants, Regional hubs.

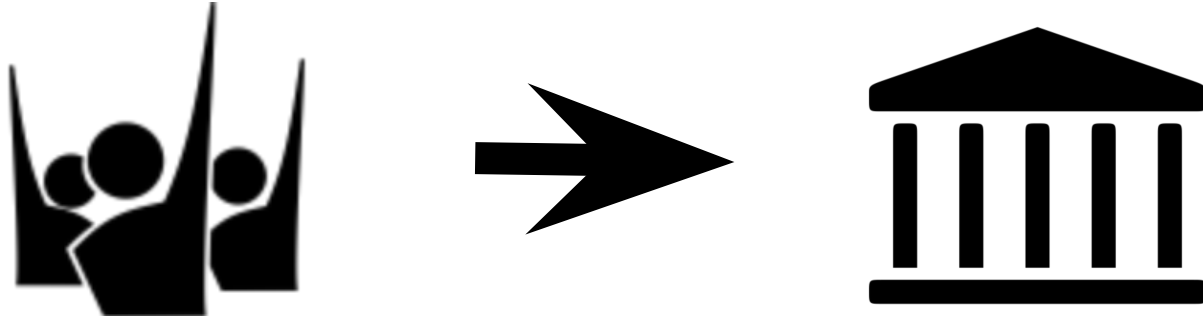


Potential reflection questions for decision-making:

- Is the grantee or partner(s) proposing a project in a country, language, and project space with an adequate reader or editor presence and/or high growth potential, to accomplish its goal(s)?
- Is the grant or partnership request in line with the country's Wikimedia presence, and is the grant's presence proportionate to their base?
- Might the grantee or partner(s) face potential barriers to freedom or access which may prevent reaching goals in the targeted geographic space(s)?
- How many other affiliates may be operating in the same for resources space?

Direct non-monetary support and partnering opportunities to spaces ready for development.

Actors: Community Organizers, Affiliates, Grantees, Governance and recognition committees, as well as International development, engagement, and/or support staff.



Potential reflection questions for decision-making:

- Which countries have a strong affiliate presence and reader base but are lacking in editorship?
- Does a country have a well-balanced movement organizer ecosystem to support an international event or extensive collaborative partnership?
- Which countries have the most potential for growth in different domains?
- To what extent does a country engage in various languages and projects?
- What countries need capacity support to enable movement coordination?