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What CC0 means for contributor motivation, data provenance, and the Wikipedia detour

# Introductions

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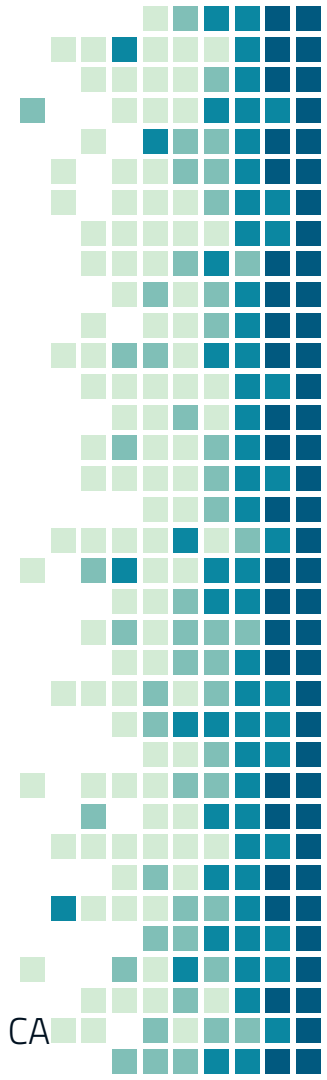
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# Is Wikidata's adoption of the CC Zero license a gift to the commons or a surrender to the corporate web?

Brief Presentation + Roundtable

McDowell & Vetter, WikiConference North America, 2023, Toronto, Ontario, CA



# Creative Commons Licensing + Wikimedia Ecosystem



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# Three areas of Wikidata concerns

1

Contributor alienation  
and motivation



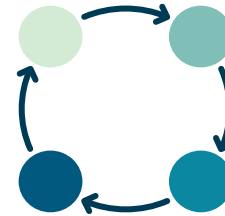
2

Data provenance



3

The Wikipedia detour



# Contributor Alienation & Motivation



- Downstream uses of Wikidata are mediated via “invisible machines” (Zhang et al., 2022)
- Contributors are left in the dark regarding uses of their contributions
- More transparency is needed, but may have further negative effect on motivation

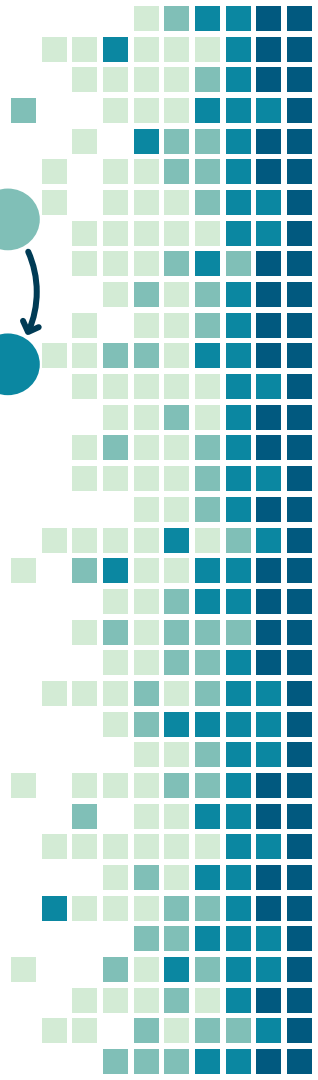
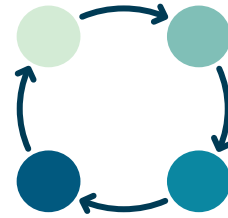
# Data Provenance



- No Attribution results in loss of data provenance via automated extraction (Ford, 2022)
- VAs such as Siri and Alexa, Google's Knowledge Graph, and generative AI models often obscure the social origins of information
- Repercussions for information literacy as "knowledge" becomes detached from epistemology

# The Wikipedia Detour

- Users no longer need to visit Wikipedia
- Leads to a loss in their interactions with information
- Missed opportunities for Wikimedia to 1) Recruit and diversify volunteer editors and
- And 2) fundraise via small-donor contributions

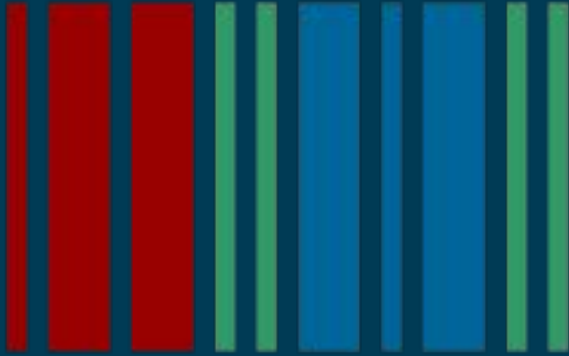




# How should the movement respond to these issues?

- Demand a return to more restrictive licensing? (Unlikely at this point)
- More transparency and reciprocity regarding large-scale reusers?
- Wikimedia imagining new ways to give back to the commons?



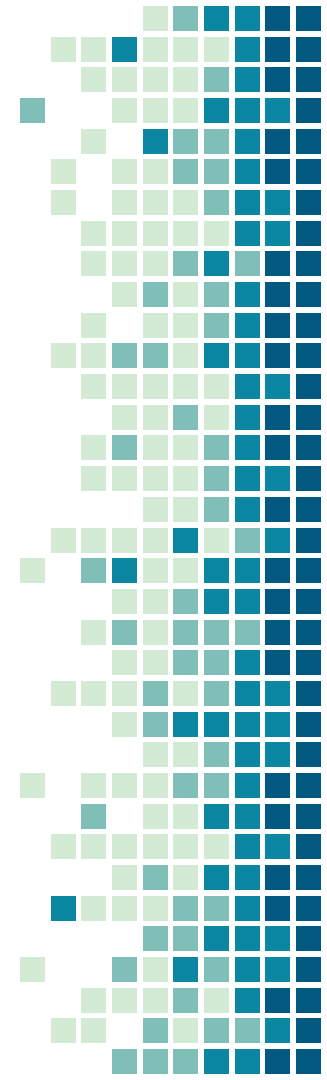


# Discussion

What does Wikimedia (the movement and/or the foundation) owe Wikidata contributors?

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# THANKS!

## Follow up?

Reach out to us

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