BEYOND THE ENCYCLOPEDIA
THE FRONTIERS OF FREE KNOWLEDGE

ERIK MÖLLER

WIKIMANIA – JULY 11, 2010

WIKIMEDIA FOUNDATION

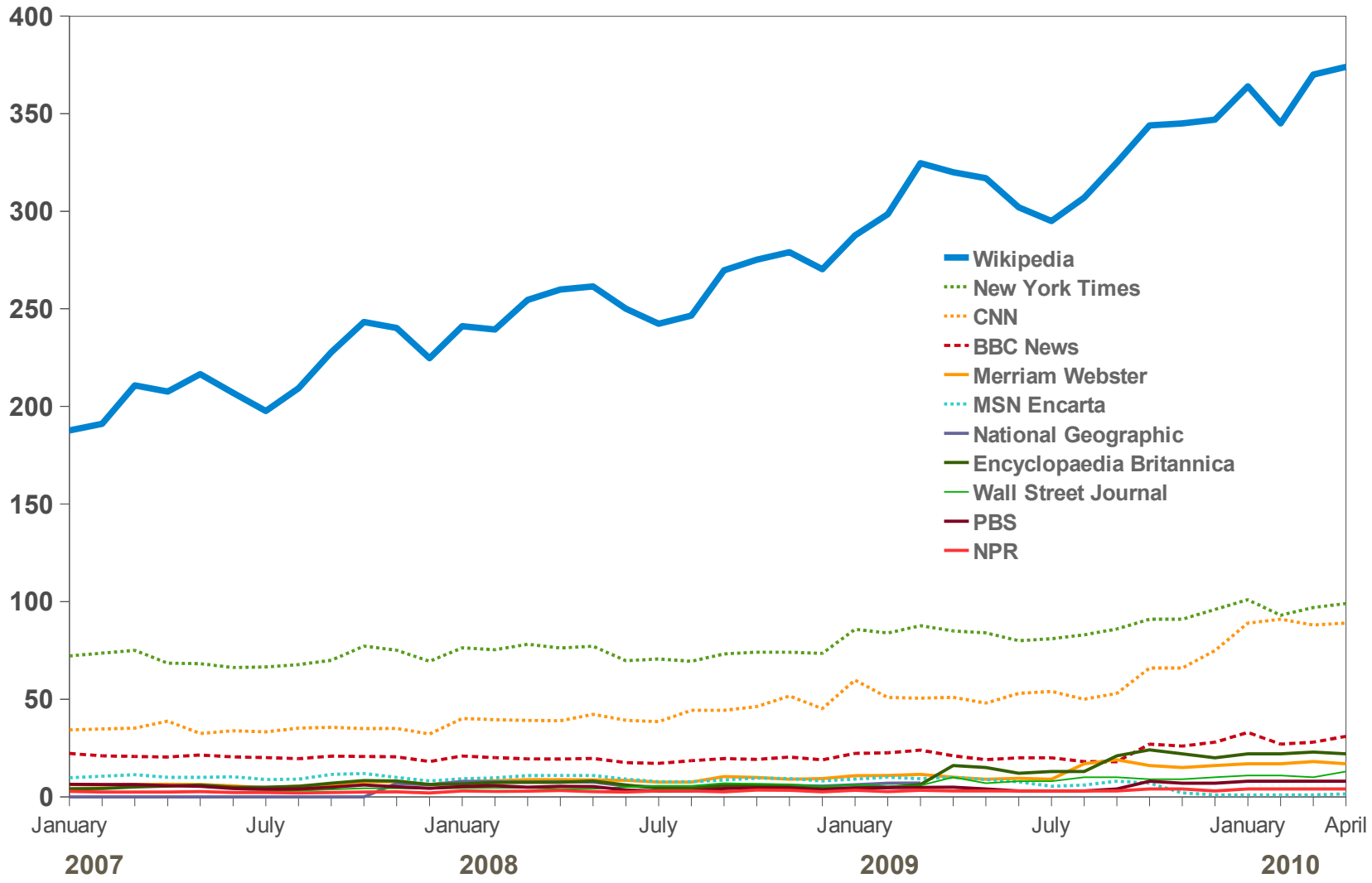
2005: Jimmy's 10 Challenges

1) Free the encyclopedia
2) Free the dictionary
3) Free the curriculum
4) Free the music
5) Free the art
6) Free the file formats
7) Free the maps
8) Free the product IDs
9) Free the TV listings
10) Free the communities

Wikimedia Audience Compared With Other Information Sites

Measured using unique visitors. Data from comScore MediaMetrix.

(Global Unique Visitors, in millions of users)



Activity by project (Apr 2010)

Project	Pageviews	Editors ▼	Start date
Wikipedia	11700M (~97%)	93,505	Jan 2001
Commons	164M	12,294	Sep 2004
Wiktionary	109M	920	Dec 2002
Wikibooks	30.3M	612	Jul 2003
Wikisource	30.1M	459	Nov 2003
Wikiquote	34.8M	334	Jul 2003
Wikinews	11.1M	179	Nov 2004
Wikiversity	6.0M	169	Aug 2006

Who else creates free knowledge / culture?

Expand this list: http://tinyurl.com/NewFreeThings

Maps	OpenStreetMap
Photos	Flickr (!)
Movie productions	Blender Institute, Vodo
3D objects	Thingiverse
Textbooks	CNX, CK12, others
Courseware	MIT, WikiEducator, ...

Key Questions

- Which free culture efforts are successful?
- What's driving their success?
- What are our immediate opportunities?
- What are long-term challenges?
- How can you help?

Theory of success

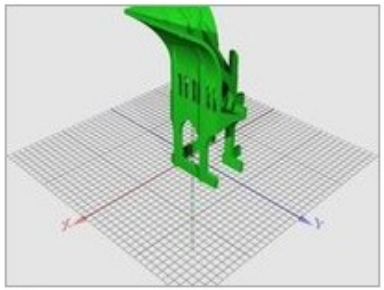
- Clearly articulated mission
  - Broad vs. specialized appeal
- Low barriers to participation
- Appropriate technology
- Volunteer gratification || Paid labor
  - Small, independently useful work units
  - Opportunities to collaborate
  - Feedback / support
- Functioning governance

Emerging Free Culture Success Stories

How do they map against these characteristics?

Appropriate technology: Thingiverse

Gothic Cathedral Play Set by Skimbal



Description

Have you ever wanted a Gothic Cathedral of your very own?

Are you intimidated by the centuries long construction schedule, and the punishing job requirements of being a European Bishop during the Dark Ages?

Then We Have a Thing For YOU!

The Gothic Cathedral Play Set!

Instructions

The Gothic Cathedral Play Set is designed to be modular. Print as few or as many parts as you want. Then assemble them into a configuration of your choosing.

The full model pictured here is made up of 20 parts.

It is not an exaggeration to call this the Mount Everest of MakerBot prints. The

Creator

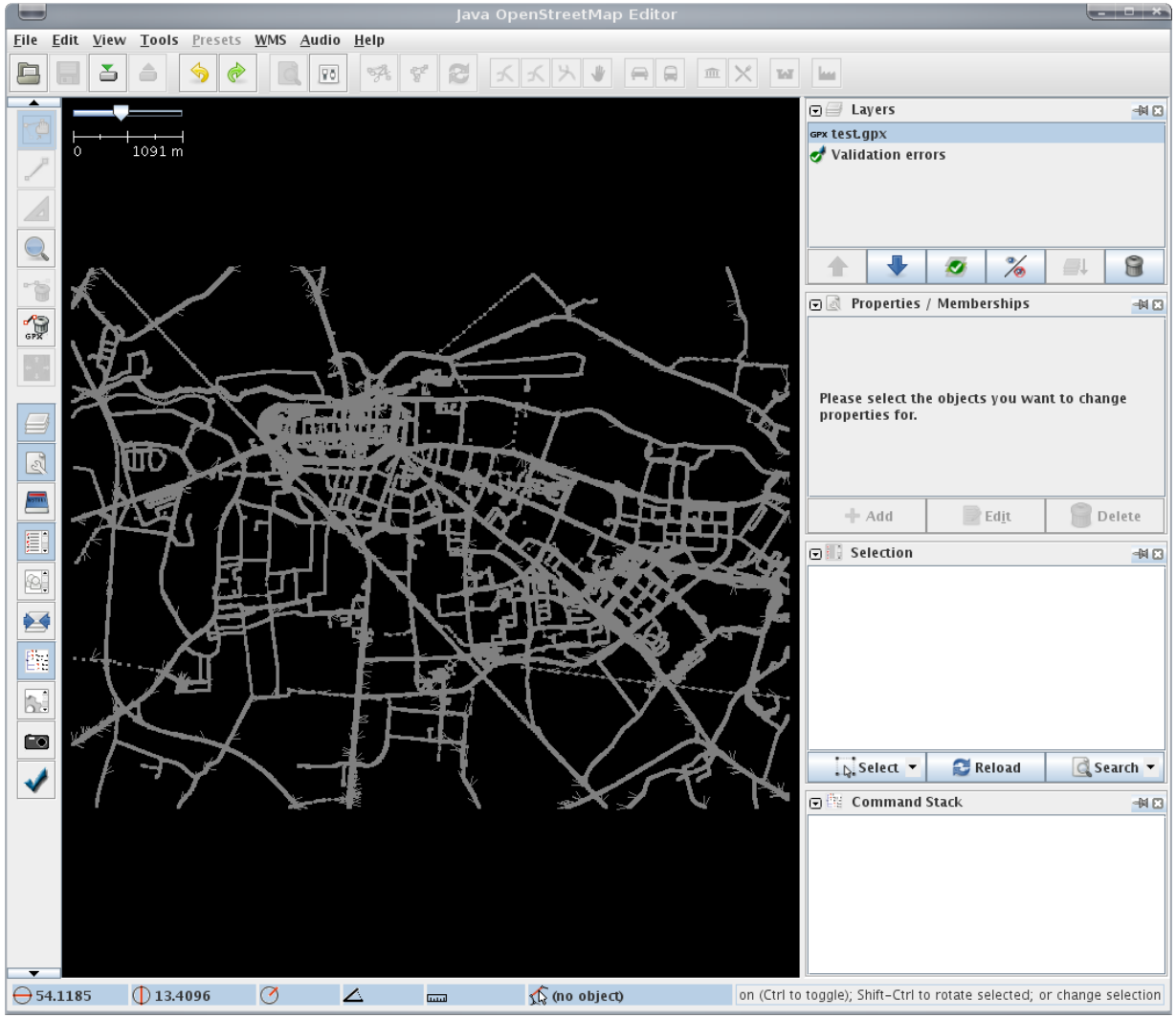
Skimbal
4 months ago

Rating

39 votes

Likes

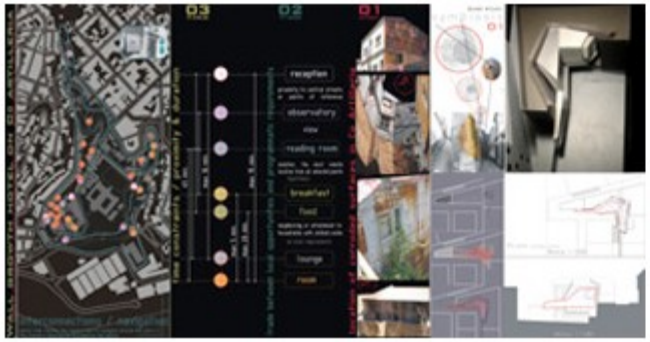
Appropriate technology: OpenStreetMap



Paid work / Support: MIT OpenCourseWare

Architecture

DONATE NOW



Architecture home

Department curriculum

Undergraduate Courses

Graduate Courses

RSS Notify me of course updates

The Department of Architecture, established in 1865, is the oldest architecture department in the United States and is consistently ranked as one of the top programs in the U.S.

› Read more about Architecture at MIT

Available Courses

Lecture notes	Projects and examples	Image Galleries
Selected lecture notes	Projects (no examples)	Online textbooks
Assignments and solutions	Exams and solutions	Multimedia content
Assignments (no solutions)	Exams (no solutions)	

Paid work: Blender Institute

Paid work: Vodo

Funding engine: Kickstarter

Socks, Inc. (an Alternate Reality Game)

by Jim Babb

Your hand has character, unlock it's creative potential to tell a story. Socks, Inc. is a dynamic storytelling game for kids and adults alike.

$6,320.55 PLEDGED

105% FUNDED **30 DAYS TO GO**

GAMING

Socks, Inc. is an alternate reality game where real world things happen in a fictional environment. To play, all you need to do is make a sock puppet avatar and join the fun! For just $25 you can be a beta tester + get an awesome embroidered patch.

Delorean Hovercraft

by Matthew Riese

I'm building a hovercraft based on the blueprints of a popular kit hovercraft, modified to look like a Delorean. I need funding to finish the project.

$2,589.88 PLEDGED

47% FUNDED **12 DAYS TO GO**

TECHNOLOGY

Matt Reise is building a Delorean Hovercraft! His skill and attention to detail in recreating this iconic 80s time machine has entranced hobbyists and pop culture lovers alike. It may not go 88 mph but, hot damn, it looks like a real Delorean. Help make this Delorean Hovercraft a reality and Reise will take you for a spin.

Small work units; appropriate tech: Translatewiki

Projects using translatewiki.net

MediaWiki
MediaWiki software and extensions

StatusNet
StatusNet software and extensions

OpenStreetMap
a free editable map of the whole world

FUDforum
a free and open source discussion forum

MediaWiki mobile
the mobile interface for MediaWiki

Freecol
a turn-based strategy game

Wikia
MediaWiki extensions used by Wikia

OpenLayers
free maps for the web

Okawix
off-line Wikipedia reader

WikiReader
off-line Wikipedia reader

MantisBT
web-based bugtracking system

Pediapress
exporting MediaWiki pages as PDF documents

NOCC
a webmail client

Wikiblame
categorise the quality of authors

Shapado
a question and answer environment

Feedback and support: LibriVox

Books (Volunteer for Reading & Other Things)			
Book Suggestions Suggest and discuss books to read (all languages welcome!) Moderator Mods	1423	9133	Thu Jul 08, 2010 5:15 pm Starlite
New Projects Launch Pad Post ALL new projects here (solos, books, short works/poetry collections, drama -- in any language.) Please read the stickies first Moderator Mods	15	54	Sat Jul 10, 2010 5:20 am smijen
Readers Wanted: Short Works (Poetry & Prose) Short Poetry Collections, Short Story Collections, and our Weekly Poetry Project (projects may be in any language) Moderator Mods	29	1588	Sat Jul 10, 2010 3:44 am chsantizo
Readers Wanted: Books Every work here needs a reader! Please sign up and help us complete these books (projects may be in any language) Moderator Mods	82	5871	Sat Jul 10, 2010 5:44 am miss stav
Readers Wanted: Dramatic Works Plays and other dramatic works (projects may be in any language) Moderator Mods	27	4353	Sat Jul 10, 2010 6:10 am Gesine
Readers Found Upcoming books fully-subscribed with readers. Check progress here, too Moderator Mods	63	8717	Sat Jul 10, 2010 6:02 am miss stav
Going Solo Upcoming books being recorded by a solo reader Moderator Mods	267	8366	Sat Jul 10, 2010 6:01 am annise
Listeners & Editors Wanted Help check audio files, and provide editing services Moderator Mods	262	1176	Sat Jul 10, 2010 2:08 am Starlite
Completed Projects Solo or group efforts that are fully available for listeners Moderator Mods	3587	267642	Sat Jul 10, 2010 2:49 am Jc
Volunteers Wanted: Other Projects Non-reading projects need your help too! Moderator Mods	150	7703	Sat Jul 10, 2010 12:51 am bart

Wikimedia Projects: A Preliminary Assessment

[omitting Wikiquote, Wikispecies]

Opportunity: How likely are we to succeed?
Difficulty: How hard is it going to be?

Wikimedia projects assessed

- Wikipedia
  - Small, independently useful work units
  - Critical mass of users provides gratification
  - As expectations grow and gratifications diminish, activity maxes out
- **Opportunity: high, Difficulty: high**
  - **Usability, social tools, micro-contributions, outreach, skills development ...**

Wikimedia projects assessed

- Wikimedia Commons
  - Small, independently useful work units
  - High usefulness (great traffic/activity ratio)
  - Technology flawed, but usable
- **Opportunity: high, Difficulty: medium**
  - **Usability, search, media support, ...**

Wikimedia projects assessed

- Wikinews
  - Relatively large work units
    - Unfinished units are discarded
  - Technology still hackish
  - Limited collaboration
  - Usefulness falls off quickly
  - Successes
    - Contests
    - New feedback technology, DPL
- **Opportunity: medium, Difficulty: very high**
  - **Funding, spaces, real-time technology, ...**

Wikimedia projects assessed

- Wiktionary
  - Small, independently useful work units
  - High usefulness (great traffic/activity ratio)
  - Technology horribly unsuitable
- **Opportunity: high, Difficulty: high**
  - **Ontology editing technology (OmegaWiki, OntoWiki, ..)**

(Wiktionary)

```
==English==

===Etymology===
From {{etyl|enm}} [[stellifien]], from {{etyl|frm}} [[stellifier]], from Middle {{etyl|la}}
{{term|stella||star|lang=la}} + {{term|facio|faciō|make, do|lang=la}}.
{{attention|en|What is "Middle Latin" supposed to mean?}}

===Pronunciation===
* {{a|UK|US}} {{IPA|/ˈstɛl.I.faɪ/}}
* {{audio|en-us-stellify.ogg|Audio (US)}}

===Verb===
{{en-verb|stellifies|stellifying|stellified}}

# {{transitive|mythology}} To [[transform]] from an [[earthly]] body into a [[celestial bod
#:''In Classical mythology, being '''stellified''' was about the greatest posthumous honor

====Translations====
{{trans-top|mythology: to transform from an earthly body into an celestial body}}
* French: [[stellifier]]
{{trans-mid}}
* Russian: {{t|ru|превращать}} в {{t|ru|звезда|alt=звезду}}
{{trans-bottom}}
```

Wikimedia projects assessed

- Wikibooks
  - Very large work units
  - Limited usefulness of incomplete work
  - Technology perfectly adequate
  - Successes
    - In other projects, via funding/partners, sprints
- **Opportunity: medium, Difficulty: high**
  - **Funding, book sprints, partnerships, ...**

Wikimedia projects assessed

- Wikiversity
  - Still ambiguous mission/scope
  - Medium-sized work units
  - Limited usefulness of incomplete work
  - Technology limited
  - Governance broken (tiny community)
- **Opportunity: low, Difficulty: high**
  - **Clear definition, integration e.g. of quiz components with Wikipedia/Wikibooks**

Wikimedia projects assessed

- Wikisource
  - Relatively large work units
    - Unfinished units are of limited usefulness
  - Technology still hackish (getting there)
  - Currently more narrow appeal
  - Successes
    - Funded projects
    - Proofreading technology
- **Opportunity: medium, Difficulty: medium**
  - **Tech / workflows, partnerships, grants**

Overarching strategic gaps

- Physical spaces for free culture
- Content / research grants
- Real-time tools
- Wiki-to-wiki integration
- Structured data
- More edit/view plug-ins (3D, video ..)
- New project process improvements
- Inclusion policy improvements

New projects I'd love to see

- Wikidata Commons
- Designs of useful physical objects (from furniture to computer hardware)
- Organizational processes / practices
- Collaboratively created video documentaries
- How-to (even though WikiHow is awesome)

Many great ideas at
http://meta.wikimedia.org/wiki/Proposals_for_new_projects

StrategyWiki as a framework for innovation – please join!

http://tinyurl.com/ContentScope

Browse

View a complete list of proposals. (See below for a list sorted by activity.)

Edit

Improve existing proposals by commenting, editing, merging, and categorizing.

Sign-Up

Take action! Sign-up for a proposal, and help Wikimedia accomplish its five-year goals.

Propose

Have an idea that's not already listed? Propose it, and encourage others to participate!

Active Proposals	Highly-Ranked Proposals	Proposals by Sign-Ups
A "be bold" campaign	Allow image rating for Commons	Expert review (15 members)
Expert review	Expert review	A central wiki for interlanguage links (6 members)
Discussion Interface Study	Geonotice improvements	Wiki-assisted University and School (4 members)
A central wiki for interlanguage links	Real-time chat	Discussion Interface Study (3 members)
Create layouts to focus articles/en	Distributed Wikipedia	Geonotice improvements (3 members)
Run an annual prize for best featured content	A central wiki for interlanguage links	Study administrative contributions (3 members)
Organize users call center	A "be bold" campaign	Run an annual prize for best featured content (3 members)
Create directives to decide debates	Run an annual prize for best featured content	A "be bold" campaign (3 members)
Continuous Quality Improvement	Data.wikimedia.org	Two kinds of moderator (2 members)
Reduce content rules causing conflicts/en	Reward editors	Eliminate vandals on sight (2 members)
refresh *See more*	*See more*	*See more*