

One-Image a time; How
governments can help in
bridging the **information gap**
on Wikipedia!

Wikimania 2018, Cape Town



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**Are Non-availability of
images an information
gap?**

**What are the challenges?
What we have done!**

Image under CC-BY 4.0 by the
Government of Odisha

What people think of it

- We did a survey with 63 people...
- **90.5%** identified themselves as a Wikipedia editor
- And **39.7%** of them identified that images are very important on the scale 5.
- And **93.7%** says non-availability of images is an information gap.



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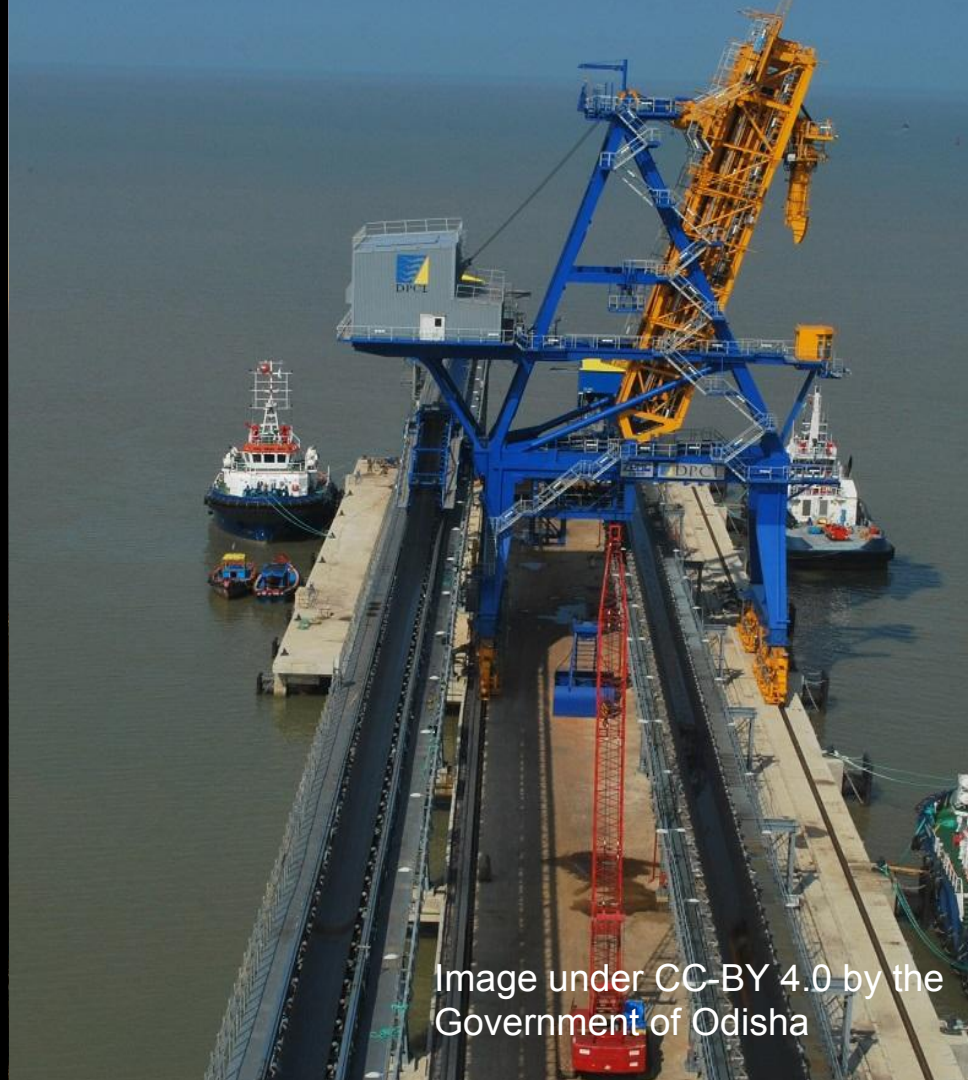


Image under CC-BY 4.0 by the
Government of Odisha

**But have you ever
collaborated with
Government?**

33.3% of them said **yes!**



Common Challenges

- **Difficult process**
- **Bureaucratic disinterest**
- **Understanding free license.**



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But why Government?

- One of the huge producer of original data and content
- But often it has limited access.
- So a lot of effort to share the content goes to waste



What Odia community has done?

Assisted the Odisha Government to release content under a free licence



Impact of the work on the overall Wikimedia Projects

- **462 files were added**
- **Many athletes... politicians... festivals got their images on Wikipedia!**
- **Made bridges...**

**67.6% of the files are
currently used in
different Wikimedia
projects!**



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**10,000,000+ page views in
last 11 months**

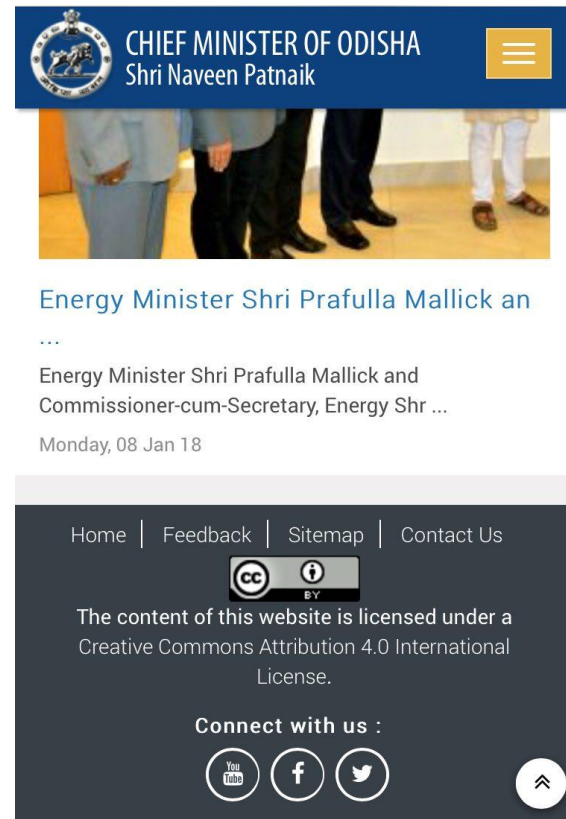


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Providing information on open licenses and case studies of previous success stories



Screenshot from the official website of the Chief Minister of Odisha

Pilot projects to open license content



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Promote the collaboration

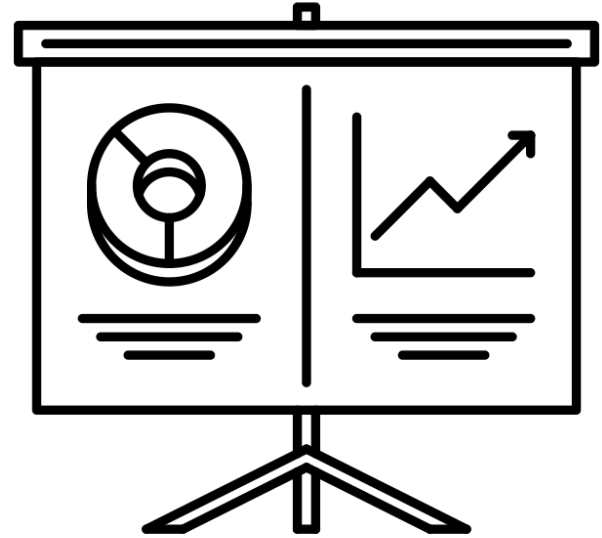


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Metrics to show the impact of their decision



Created by lastspark
from Noun Project

More pilots to normalise open licensing within the government



Created by Laymik
from Noun Project

Policy Level Changes



Created by Yogesh More
from Noun Project

Challenges

- **Not all contents are up-to-date**
- **Downloading pictures from Social Media and uploading them to Commons**
- **Man power**



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