

Gender Equity

THE EXPERIENCE OF UKRAINIAN WIKIPEDIA

Gender Equity vs. Gender Equality Cheat Sheet

Gender equality

- The general goal: providing equal opportunities for men and women (and other genders).
- **Example:** Men and women should have an equal voice in creating and improving wiki-projects.

Gender equity

- The means to achieve the goal: fair treatment of genders according to their respective needs.
- **Example:** A project devoted to creating articles about women doesn't have to be balanced by a project on writing about men.

Strategies for Ukrainian Wikipedia & Wikimedia Ukraine

- Bridging content gap: facilitating the creation of new content (example: “Lady in Red”).
- Bridging user (=>content) gap: attracting attention through thematic events
 - WikiGap marathon
 - Female entrepreneurs
 - Women in human rights.
- Most events are targeted at a particular audience of women => higher efficiency.



Case study: Lady In Red

- “Thematic month” devoted to bridging the gender gap (November-December 2017).
- Inspired by WikiProject Women in Red, though a different format.
- Numerical results: ~450 new articles, 0.09% growth in the ratio.
- More importantly — helped attract attention to the little-discussed topic.
- Empowering participation = aiming at gender equity.

