

Wikimedia Foundation metrics meeting

14 December 2017



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A year of Wikimedia



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Agenda

- **Wiki Loves Butterfly**
- **#DiaDeLasEscritoras**
- **Sesame Street and Wikipedia**
- **Wiki Loves Monuments**
- **Wikipedia from Space**
- **Promoting Wikipedia in Nigeria**



Wiki Loves Butterfly



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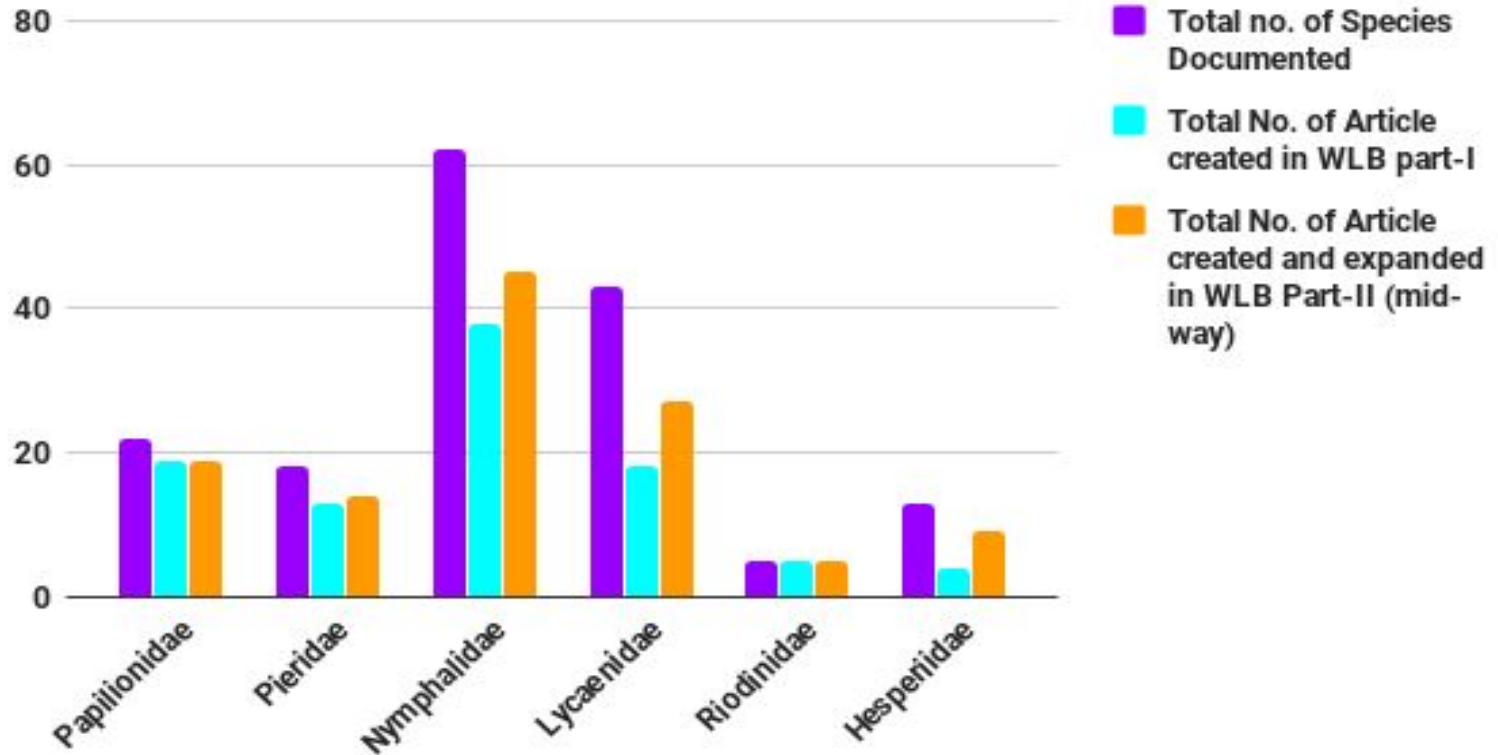


Wiki Loves Butterfly

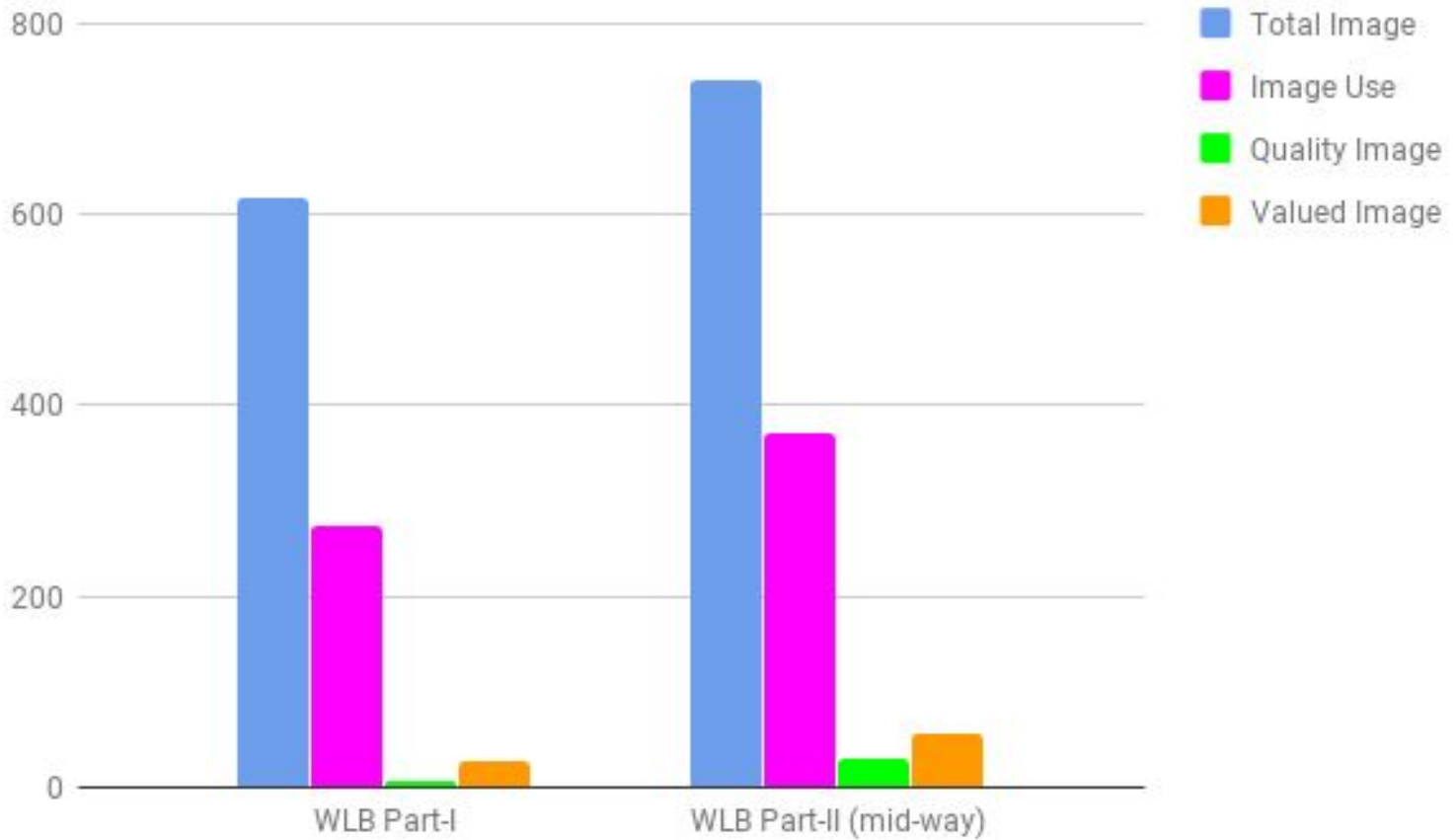
- Create, share, and add more freely-licensed quality photos of Lepidoptera (especially butterflies)
- Create and develop articles in Bengal Wikipedia,
- To document species in Wiki species and Wiki data



No. of Species documented and No. of Article created in WLB project



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Behind the success



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Teamwork

- Team and task allocation to meet the goal
- Field work specification for best results
- Mark the track



Biggest lessons

- Dedicated teamwork has no alternative to meet the goal.
- Involve the local enthusiasts actively
- Proper and verified planning of fieldwork
- Suggestions and guidance of resource person



Papilio memnon agenor – Continental Great Mormon



CC by SA 4.0, Biplabwiki

Delias pasithoe – Red-base Jezebel



CC by SA 4.0, or Sandipoutsider

Charaxes solon solon – Pale Black Rajah



CC by SA 4.0, Sayan Sanyal

Heliophorus epicles latilimbata – Himalayan Purple Sapphire



CC by SA 4.0, Sandipoutsider

Choaspes benjaminii japonica – Oriental Common Awlking



CC by SA 4.0, Subhendukhan

Kallima inachus inachus – Himalayan Orange Oakleaf



CC by SA 4.0, Atudu

#DíaDeLasEscritoras



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Giving visibility to female writers



#DíaDeLasEscritoras

- Held by Spanish National Library
- Clásicas y Modernas + FEDEPE involved
- The edit-a-thon is part of a bigger initiative
- From a multi-site to a one-site event
- 2 years in a row and counting

Results

- 72 new articles
- 23 improved articles
- Engagement with 58 women
- New people joining WMES
- Raising awareness in society



Jane Jacobs in the Public Domain

What are the key success factors?

- Powerful partnerships
- Great references
- Safe space
- Informal atmosphere
- Collaboration
- Media coverage



Gender gap and the Wikimedia movement in Spain

INDICATOR	2011	2017	% ACTUAL
Wikipedia editors	10/100	15/100	15%
Biographies	-	22/100	22%
Members WMES	4/53	33/146	23%
Staff WMES	0/0	1/2	50%
Board WMES	1/7	1/7	14%

Sesame Street and Wikipedia



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“I’m really part of that first generation of people who grew up on *Sesame Street*. The work of *Sesame Street*, in its own way, is similar to my work in that [it’s] fundamentally about universal access to preschool education and my work is about universal access to knowledge. We both play a role in what I think has become much bigger than the time when *Sesame Street* started, the world of universal learning.”

- Jimmy Wales, quoted in L. Gikow (2009), *Sesame Street, A Celebration*, p. 303



“All roads lead to *Sesame Street.*”

- Christine W. Meyer, OR



Figureskatingfan stats

- 1st edit -- February 2007
- + 27,000 edits
- 23 featured articles and lists
- + 20 good articles
- 2 featured topics
- Niches: Children's television programming, Maya Angelou
- Co-creator, GA Cup



Stats:

2014-2015: 578 GAs reviewed.

2015: 341

2016: 620

2017: 619



The GA Cup

CC Public Domain

The Wiggles

Left to right: Anthony Field (original member), Lachlan Gillespie, Emma Watson, Simon Pryce.



“If you want to change the world, edit for Wikipedia.”

--Christine W. Meyer, OR

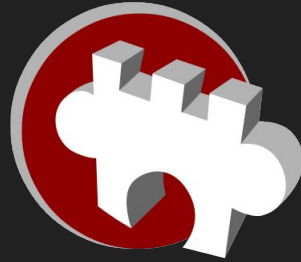


Wiki Loves Monuments



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Wiki Loves Monuments



Remember our vision?

**A world where every single human
being can freely share in the sum of
all knowledge.**

We created a focus for it

Every single human being can freely
share in the sum of all **built cultural**
heritage knowledge!



The entrance hall of the district court of Berlin, Germany (Ansgar Koreng, CC BY-SA 3.0)



Khandoba Temple, India (PKharote, CC BY-SA 4.0)



Royal Pavilion in Phraya Nakhon Cave, Thailand (BerryJ, CC BY-SA 4.0)



Sydney Opera House, Australia (Alphacontrol, CC BY-SA 4.0)

Wiki Loves Monuments

Annual Global Federated Low-barrier



Photo competition

With three goals

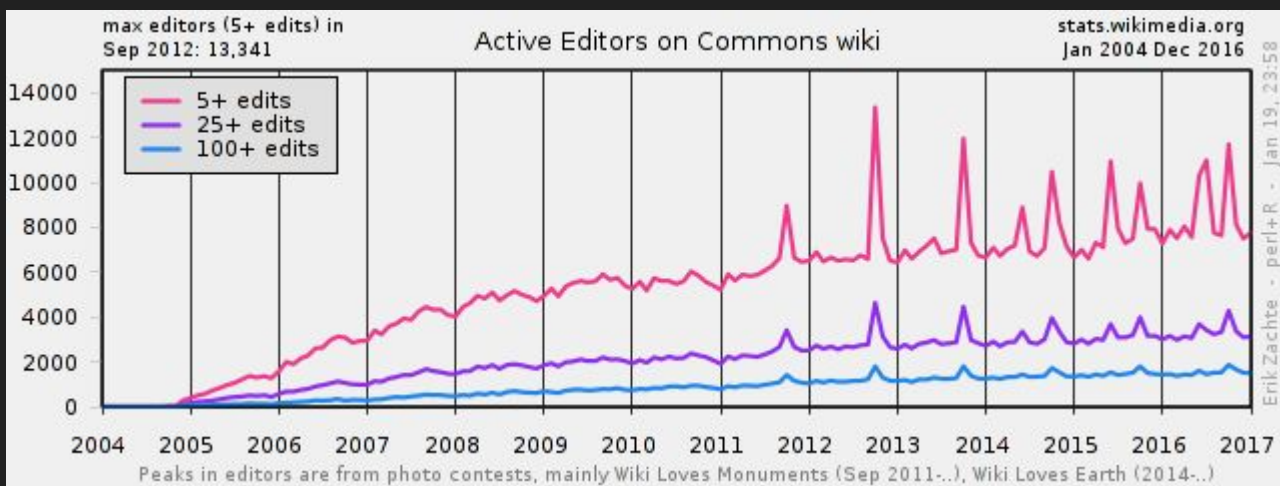
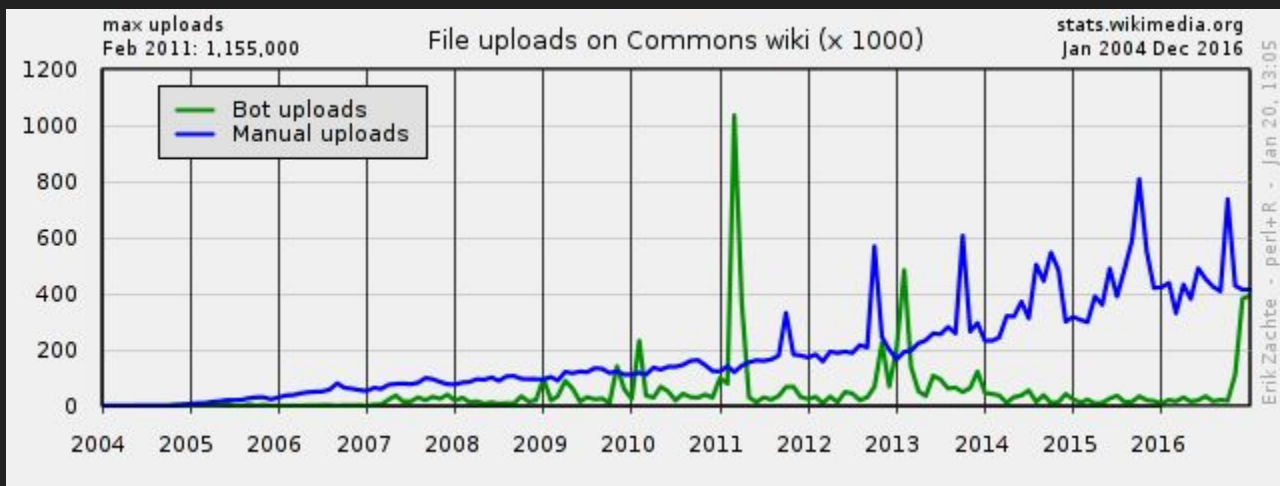
- Freely **documenting** and **raising awareness** of built cultural heritage
- Increasing **contributions** to Wikimedia projects such as Wikipedia
- Bolstering local Wikimedia **communities**

**Document
and
raise awareness**



The Great Mosque of Aleppo (مجد محبك, CC BY-SA 3.0)

**Increase contributions
to Wikimedia**



**Bolster local
communities**



A photo walk in Sousse, Tunisia (IssamBarhoumi, CC BY-SA 4.0)

**What have
we
achieved?**



Since 2010...

- A global free database of more than 1.4 million monuments from more than 80 national competitions
- 1.9M+ photo submissions
- 53K+ new Wikimedia contributors
- A global community around built cultural heritage

We have a formula that works!

2017



WIKI **loves**
monuments

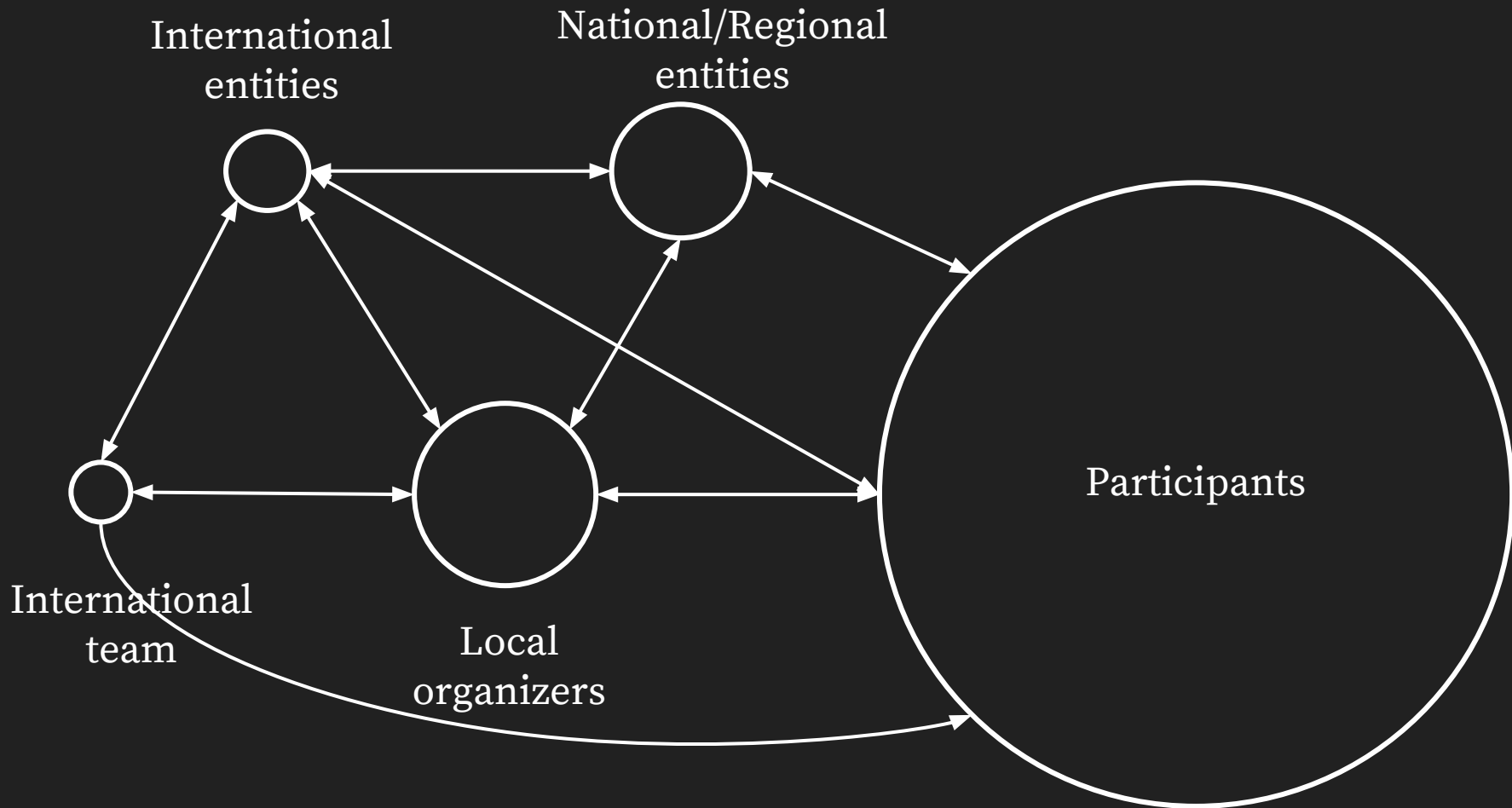
2017

**5 new countries:
Australia, Croatia,
Finland, Saudi Arabia,
Uganda**

246K entries
10K participants
75% newcomers

How does it work?

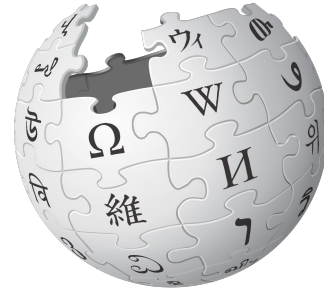




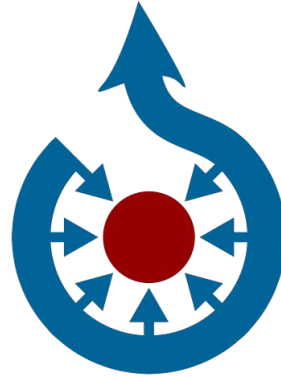
Platforms

We need platforms that help us

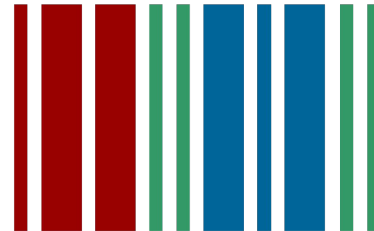
- promote
- raise awareness
- be open (to everyone)
- scale
- ...



6000 human
pageviews
per second!



Receives
250K-350K
photo
uploads



monuments
lists and
metadata

Law and Policy

Participants should be able to legally take a photo of a monument and upload it under a free license.

Three main areas:

- Monument lists
- Freedom of Panorama
- Antiquities laws

Networks

*Vibrant and diverse networks
are key.
National and international
entities play a very important
role in this space.*



United Nations
Educational, Scientific and
Cultural Organization



flickr®

Software

We develop software, for Wiki Loves Monuments, but with impact for other Wiki Loves and photo competitions.



MONTAGE

WIKI LOVES MONUMENTS MAP

 Log in



Search for city, address or monument

or go to the map

jump to country

Ireland · Poland · Sweden · United Kingdom



Wikipedia in Space



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A photograph of the International Space Station (ISS) in orbit above Earth. The station's complex structure, including multiple large solar panel arrays, is clearly visible against the blue and white clouds of the planet. The Earth's horizon is visible in the upper right corner.

WIKIPEDIA FROM... OUTER SPACE

[https://commons.wikimedia.org/wiki/
Com:WikiVIP](https://commons.wikimedia.org/wiki/Com:WikiVIP)

Promoting Wikipedia in Nigeria



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Nigeria

27%

Have heard of Wikipedia



Full reports are available here:
https://meta.wikimedia.org/wiki/Global_Reach/Insights

“Wikipedia is a social network.
You’d use it if a friend in the US
was on it and you wanted to
connect with them.”

- Nigerian internet user,
New Readers research May 2016



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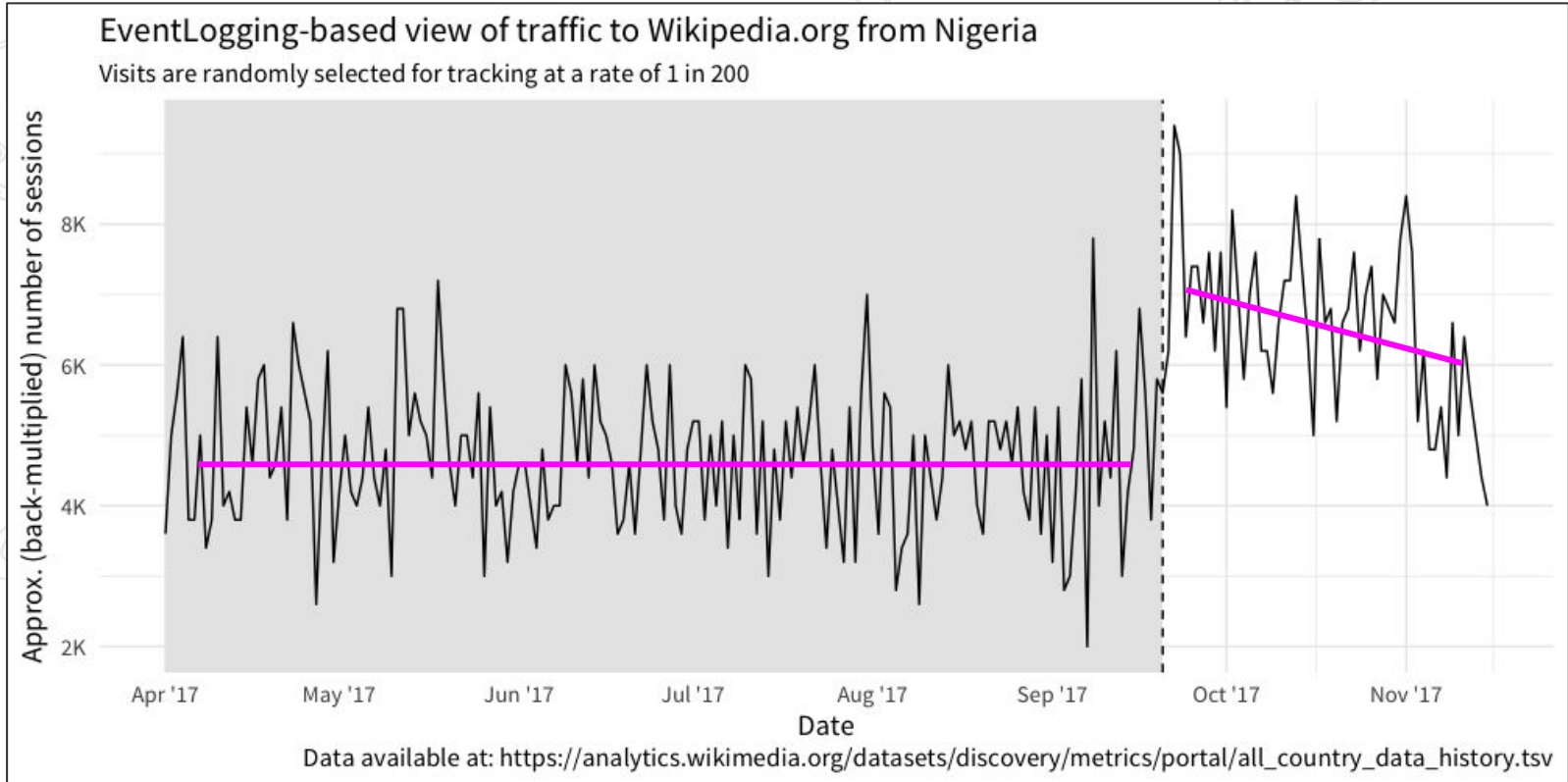


~250,000 responses
9.4 million views

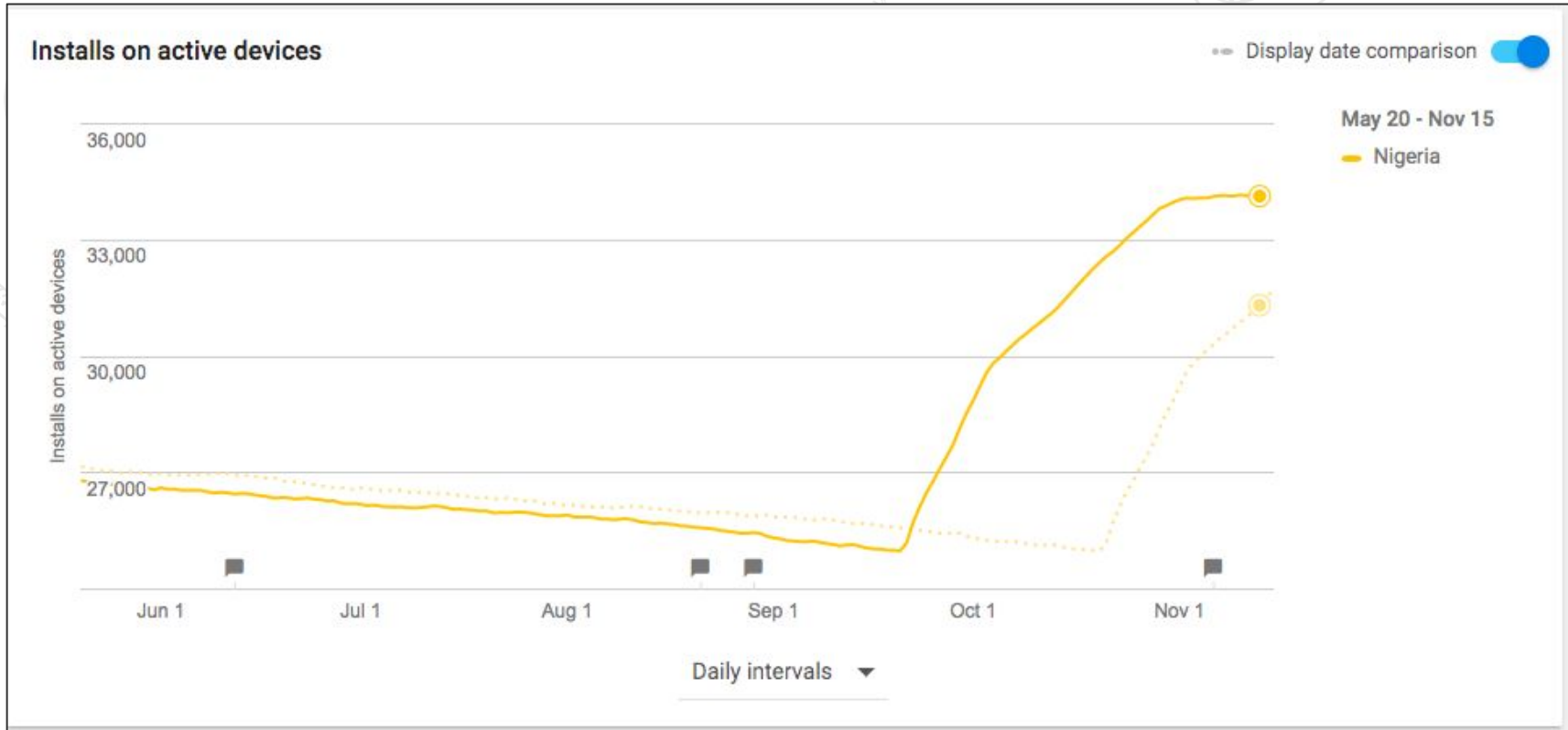


The video was published on [Facebook](#), Instagram, Twitter, and YouTube.
Less than half of the video views were from paid distribution.

More traffic to the portal



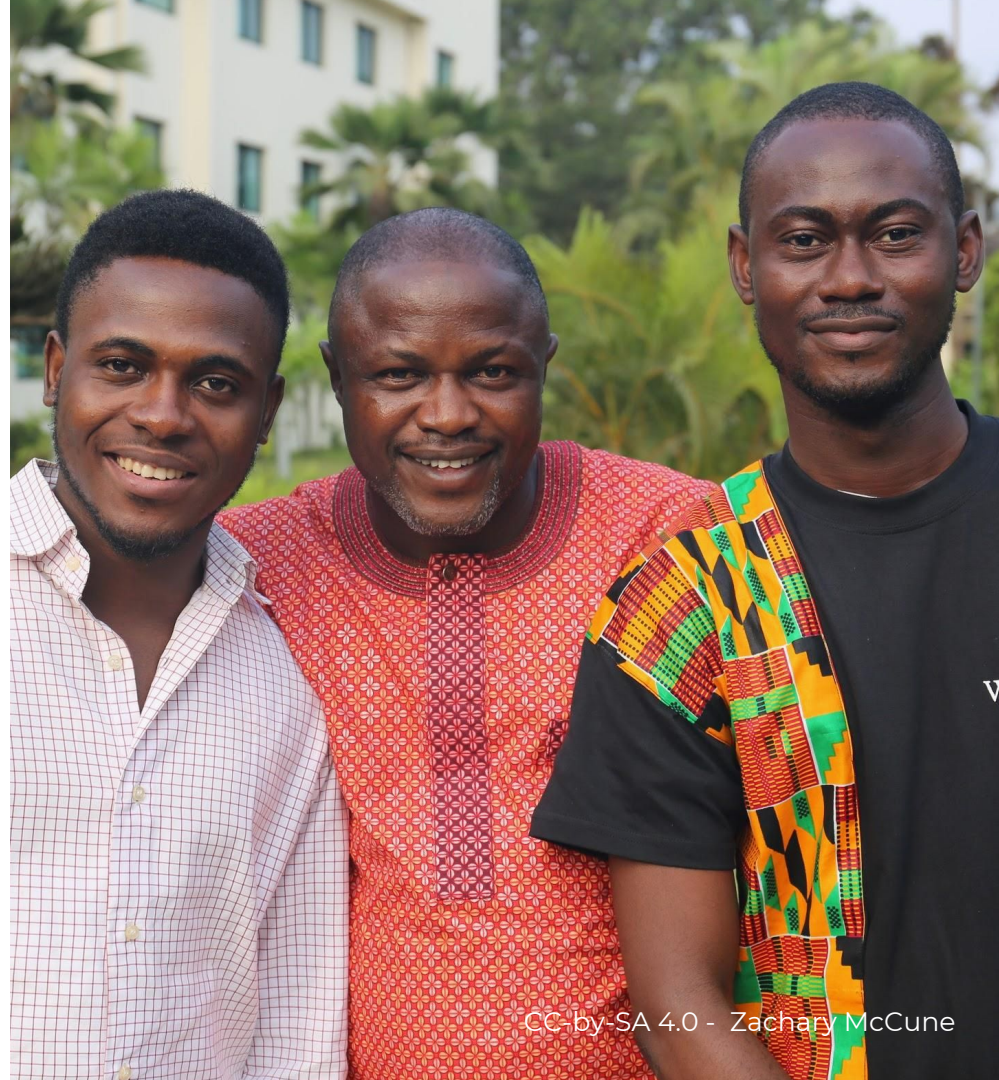
Way more app installs



“I have had a number of conversations with people who were wondering why the advert was about.

Well, it was an opportunity to educate them and to let them know... the videos are to simulate locals to put content up on Wikipedia.”

- **Wikimedia User Group
Nigeria member**



CC-by-SA 4.0 - Zachary McCune

Questions and discussion



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wikilove
LIVE



wikilove
YEAR END EDITION
LIVE

YEAR

EDITION

LIVE