Back to our roots:

United in Knowledge

WIKIMANIA LONDON

I listened and I learned...

المؤتمر الإقليمي الأول لبرامج ويكيميديا في المنطقة العربية
ويكي عربية 2015
المنستير 3، 4 و5 أفريل 2015
ويكيبيديا
WIKIMEDIA TN User Group
WIKIMEDIA FOUNDATION
Libre : Association pour la Culture numérique Libre
عربية ويكي
WIKIARABIA
WIKIARABIA

WIKIMEDIA ISRAEL

Suggested topics:
➢ What are we missing? What should we NOT do?
➢ How can we work together as better partners?
➢ Coming in Q3 2015: a community consultation on our grants programs. Is there also interest in a consultation about the future roles of affiliates and WMF?
Other thoughts or questions
WIKIMEDIA CONFERENCE BERLIN

LEVANT USER GROUP

WIKIMEDIA POLAND

MUSEO SOUMAYA EDITATHON

We are **open communities** [1] of **knowledge** builders, sharers and seekers.

[1] *Using the word broadly, including users, affiliates, partners, readers, donors*

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

We are **more than the sum** of us

How did it work?

THE WORLD BOOK ENCYCLOPEDIA

Volume 60
Illiteracy—
Indian, American

BRAILLE EDITION

THE WORLD BOOK ENCYCLOPEDIA

Volume 80
Measure—Metropolitan

BRAILLE EDITION

THE WORLD BOOK ENCYCLOPEDIA

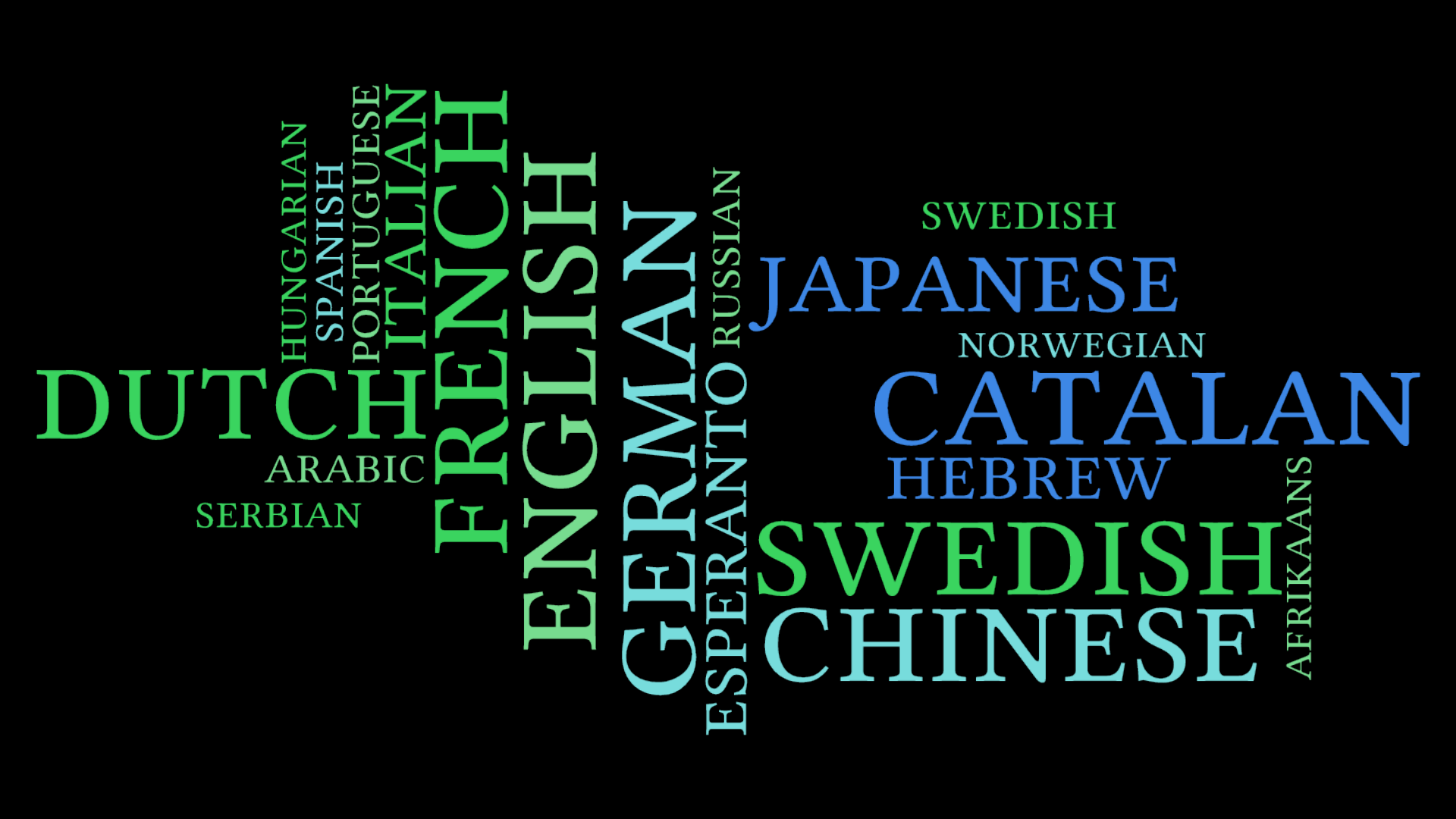
Volume 79
Measure—Measles

BRAILLE EDITION

21 20,000

OPEN

ART & FEMINISM EDITATHON, MONTREAL 2015


HUNGARIAN
SPANISH
PORTUGUESE
ITALIAN
FRENCH
ENGLISH
GERMAN
ESPERANTO
RUSSIAN
SWEDISH
JAPANESE
NORWEGIAN
DUTCH
CATALAN
ARABIC
HEBREW
SERBIAN
SWEDISH
CHINESE
AFRIKAANS

- We give **every human** a voice, a unique ability to make an impact
- We are uniquely **open, free channel** on the internet
- We are **united** behind **knowledge** and our innate human need to **explore, learn and share**

PEOPLE, INSTITUTIONS, ARCHIVES, DEVICES, PROGRAMS

- **5 billion people** are coming online in the next 10 years. The majority will be using mobile devices or IoT and be from Asia, Africa, South, and Central America.
- **The next generation** of users are fast-moving, digital integrators who use technology to learn, communicate, and create.
- **Knowledge creation** is changing. A.I. generates facts, putting pressure on the quality of human curation; but has advantages.
- **Knowledge formats** are changing from long-form text to rich, engaging media or short, simple summaries.
- **Institutions** are looking to share their knowledge and transform; massive knowledge sets represent a huge opportunity.

THE WORLD IS CHANGING

What you told us: strategy consultation

2,468 comments

1,295 people

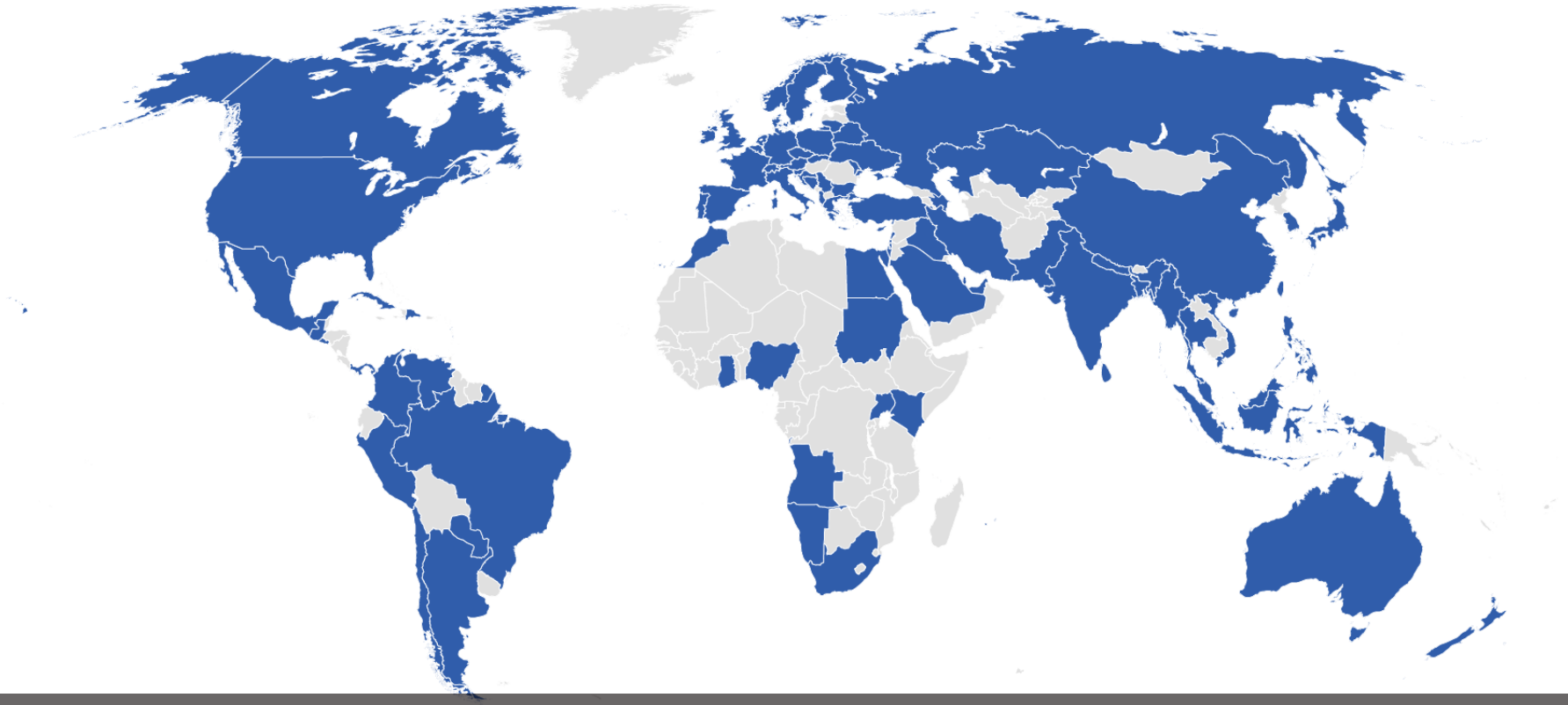
86 countries

40 Wikimedia projects

29 languages

15+ languages translated

STRATEGY CONSULTATION



STRATEGY CONSULTATION

- ✔ **Mobile**
- ✔ **Citations**
- ✔ Improved Editing
- ✔ **Editing** tools
- ✔ Content **quality**
- ✔ **Translations**

SOME THINGS WE EXPECTED

International New York Times

Business Day
Technology

WORLD | U.S. | N.Y. / REGION | BUSINESS | TECHNOLOGY | SCIENCE | HEALTH | SPORTS | OPINION

Fact-Driven? Collegial? This Site Wants You

By PETER MEYERS
Published: September 20, 2001

FOR all the human traffic that the Web attracts, most sites remain fairly solitary destinations. People shop by themselves, retrieve information alone and post messages that they hope others will eventually notice. But some sites are looking for ways to enable visitors not only to interact but even to collaborate to change the sites themselves.

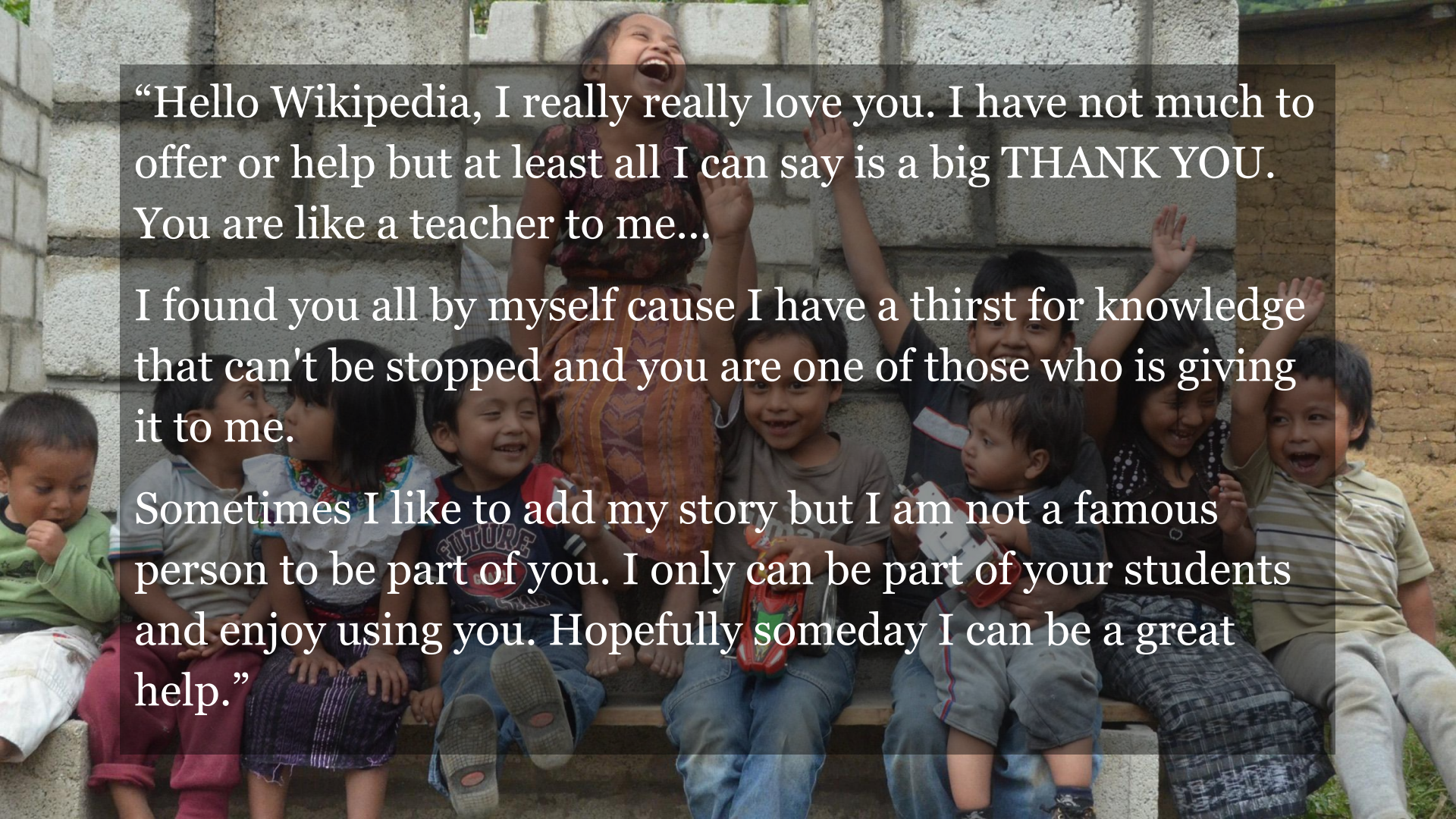
Wikipedia (www.wikipedia.com) is one such site, a place where 100 or so volunteers have been working since January to compile a free encyclopedia. Using [illegible] called Wiki, they are involved in a kind of virtual barn-raising.

FACEBOOK
TWITTER
GOOGLE+
EMAIL
SHARE
PRINT
REPRINTS

BUREAUCRACY AND CLIMATE

- Rich, immersive **multimedia** experiences
- Engaging, interactive, modern **UX**
- Dynamic **mobile** experiences
- Sharing & **social** integration
- **Translation** & language capabilities

LOGGED OUT USERS WANT EVOLUTION



“Hello Wikipedia, I really really love you. I have not much to offer or help but at least all I can say is a big THANK YOU. You are like a teacher to me...

I found you all by myself cause I have a thirst for knowledge that can't be stopped and you are one of those who is giving it to me.

Sometimes I like to add my story but I am not a famous person to be part of you. I only can be part of your students and enjoy using you. Hopefully someday I can be a great help.”

MODERN TOOLS, HELPING HANDS

Where is the WMF going?

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

CALL TO ACTION

HOW DO WE GET READY?

Paragraph | A | Cite | Insert | Ω

was reelected president in November 2012 defeating Republican nominee Mitt Romney,
January 20, 2013. During his second term, Obama has promoted domestic policies relate
y Hook Elementary School shooting, and has called for full equality for LGBT Americans
s which urged the Supreme Court to strike down the Defense of Marriage Act of 1996 ar
utional. In foreign policy, Obama ordered U.S. military involvement in Iraq in response to
ter the 2011 withdrawal from Iraq, continued the process of ending U.S. combat operatio
normalize U.S. relations with Cuba.

CITATIONS

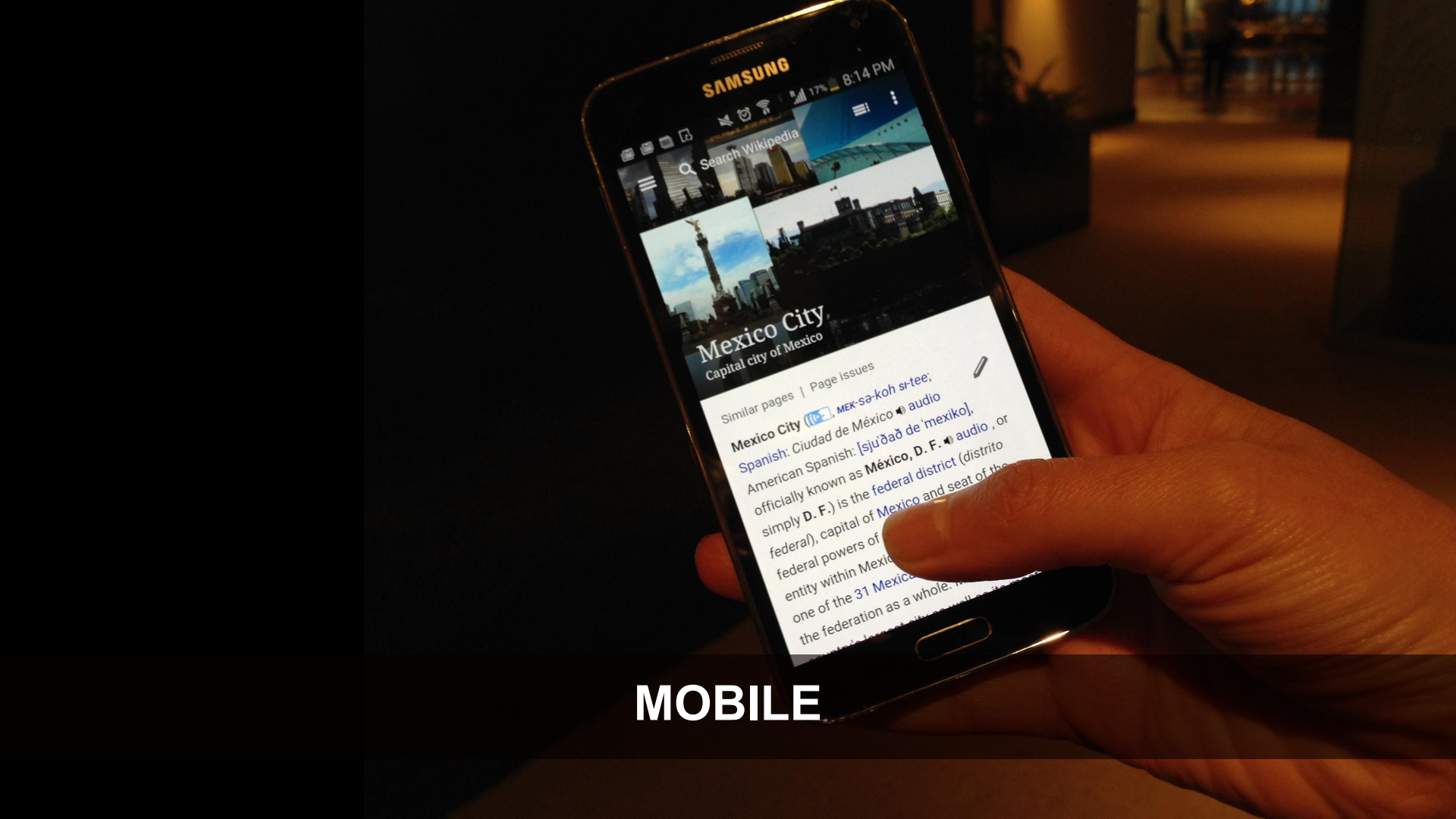
Reduce human reassessment

92%

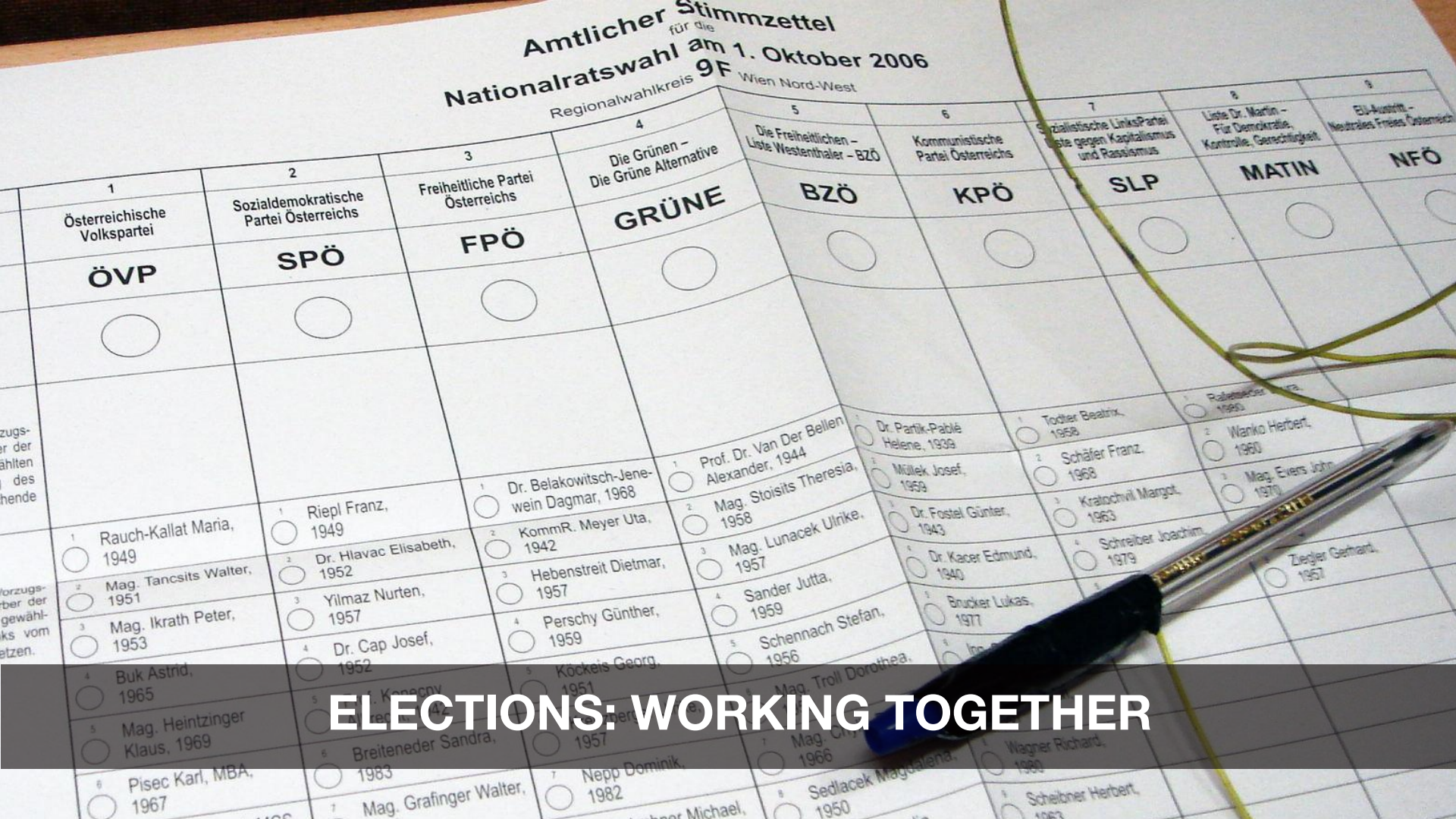
Detect bad edits

93%

REVSCORE ARTICLE QUALITY ASSESSMENT


SAMSUNG
8:14 PM
Search Wikipedia
Mexico City
Capital city of Mexico
Similar pages | Page issues
Mexico City
Spanish: Ciudad de México audio
American Spanish: [sjuˈðað de ˈmexiko],
officially known as México, D. F. audio , or
simply D. F.) is the federal district (distrito
federal), capital of Mexico and seat of the
federal powers of
entity within Mexi
one of the 31 Mexico
the federation as a whole.
MOBILE

HOW CAN WE HELP YOU ENGAGE?



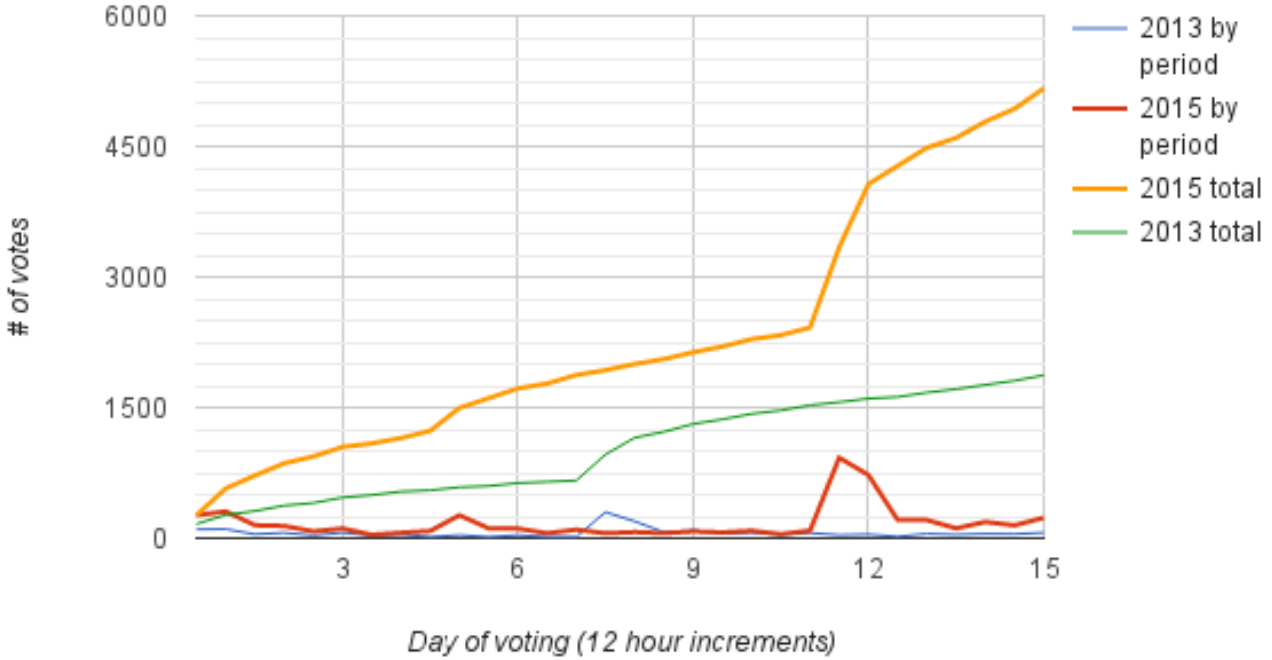
ELECTIONS: WORKING TOGETHER

Process improvement: A team exercise

Board of Trustees
Community Advocacy
Community Liaisons
Engineering
Legal
Wikimedia Community

Account unification (SUL)
Clean data
Election process
SecurePoll improvements
User experience

2015 ELECTION WORK



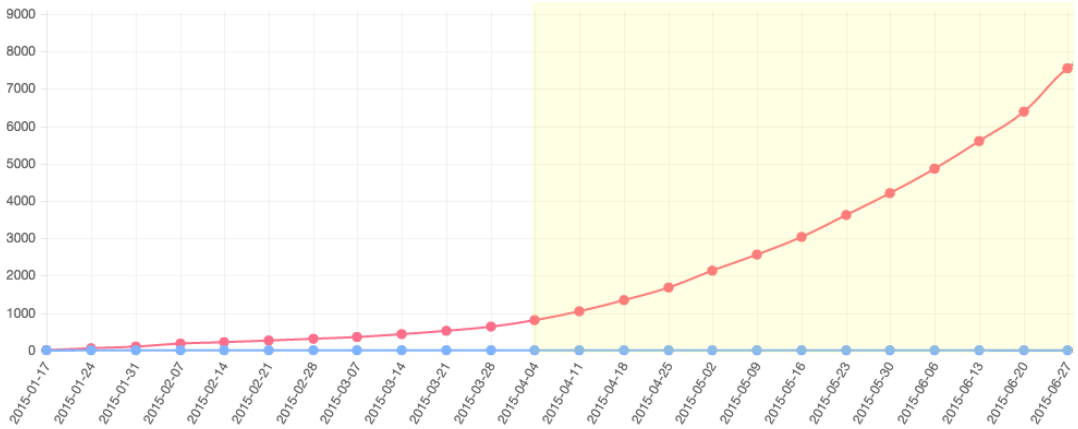
Note: The big spike on day 11 is the result of a mass reminder email sent by the team.

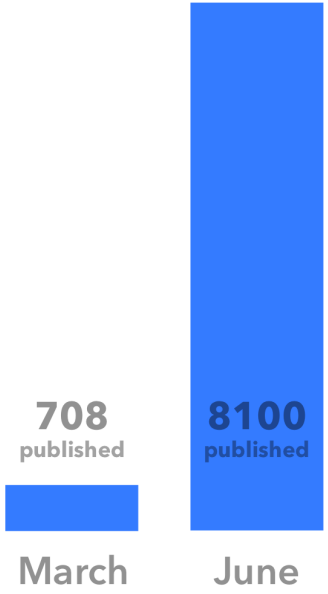
2015 ELECTION TURNOUT

WHAT NEW THINGS CAN WE MAKE?

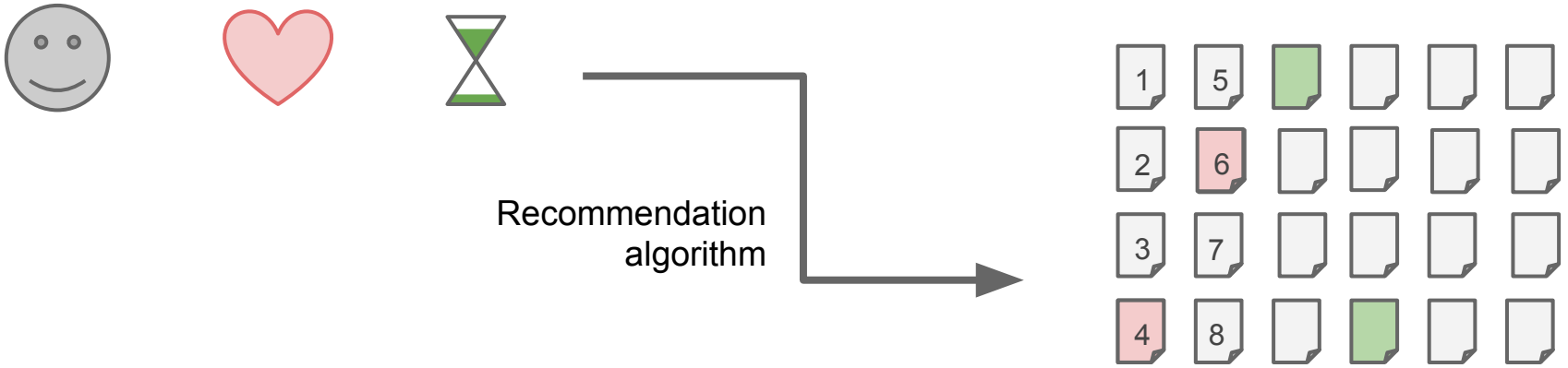
Increasing creation rate **~10x**

175 on first week → 1161 on last week





CONTENT TRANSLATION



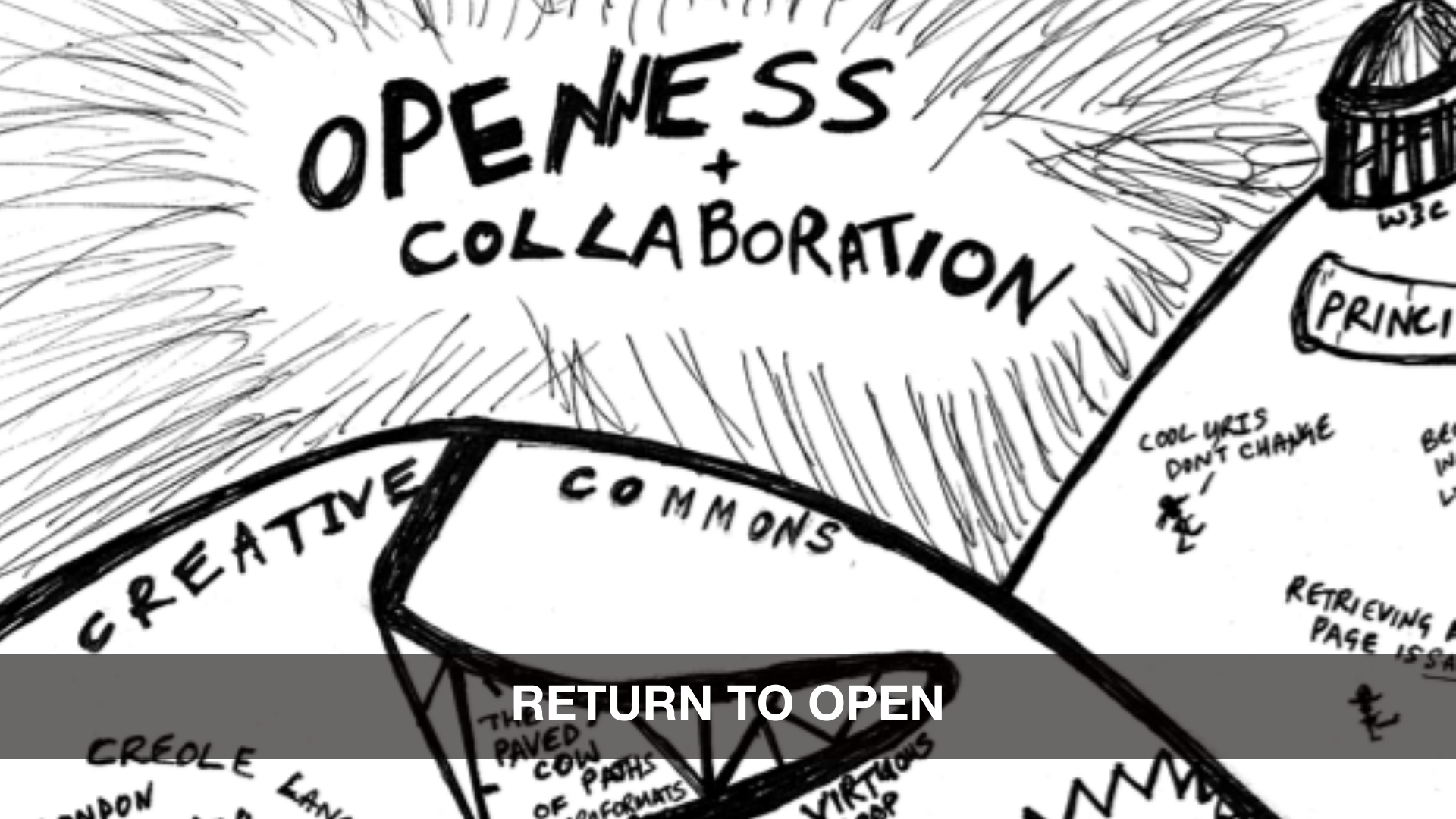
On average, personalized recommendations increase article translation activation rate by **80%**

Experiment & Adapt

[1]*Using the word broadly, including users, affiliates, partners, readers, donors*

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

BE BOLD. BREAK YOUR OWN RULES.



RETURN TO OPEN

FOCUS ON WHAT YOU LOVE, LET GO OF THE REST

2/3

UNITE & INTEGRATE YOUR WORK

EMBRACE DIVERSITY

From Wikipedia and the sister projects → open engine of all knowledge

...where **people**, **institutions** and **computers** around the world contribute and discover knowledge on Wikimedia **every day**, on **every platform**, in their **own language**.

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

Thank you!

Image attribution

- Slide 2: Gruppenfoto Wikimania 2014 London.JPG by Ralf Roletschek. This file is licensed under the Creative Commons Attribution-Share Alike 3.0 Austria license https://commons.wikimedia.org/wiki/File:14-08-10-wikimania-gruppenfoto-01.jpg
- Slide 4: WikiArabia 2015 Group photograph.JPG by Fjmustak. This file is licensed under the Creative Commons Attribution-Share Alike 4.0 International license https://commons.wikimedia.org/wiki/File:WikiArabia_2015_Group_photograph.JPG
- Slide 5: Elef Milim Project - Wikipediansin the Old City of Jerusalem, Israel IMG 6793.JPG by Deror_avi. This file is licensed under the Creative Commons Attribution-Share Alike 3.0 Unported, 2.5 Generic, 2.0 Generic and 1.0 Generic license https://commons.wikimedia.org/wiki/File:Elef_Milim_Project_-_Wikipediansin_the_Old_City_of_Jerusalem,_Israel_IMG_6793.JPG
- Slide 6: Saturday - Wikimedia Conference 2015 - WMES - 06.jpg by Carlos Delgado. This file is licensed under the Creative Commons Attribution-Share Alike 4.0 International license https://commons.wikimedia.org/wiki/File:Saturday_-_Wikimedia_Conference_2015_-_WMES_-_06.jpg
- Slide 7: Wikimedian Meetup in Ramallah.JPG by User Moataz1997. This file is made available under the Creative Commons CC0 1.0 Universal Public Domain Dedication.
- https://commons.wikimedia.org/wiki/File:Wikimedian_meetup_in_Ramallah.JPG
- Slide 8: Wikimedia Polska - Lila w Warszawie-0011.jpg by Halibutt. This file is licensed under the Creative Commons Attribution-Share Alike 3.0 Unported license https://commons.wikimedia.org/wiki/File:Wikimedia_Polska_-_Lila_w_Warszawie-0011.jpg
- Slide 9: Segundo Editatón Soumaya Abierto 13.JPG by ProtoplasmaKid. This file is licensed under the Creative Commons Attribution-Share Alike 4.0 International license https://commons.wikimedia.org/wiki/File:Segundo_Editat%C3%B3n_Soumaya_Abierto_13.JPG
- Slide 12: (see attribution for slide 2)

Image attribution

- Slide 14: Old apple garden Zyablikovo Moscow (2).jpg by Gregory A. Kharikoff.This file is licensed under the Creative Commons Attribution-Share Alike 3.0 Unported license https://commons.wikimedia.org/wiki/File:Old_apple_garden_Zyablikovo_Moscow_(2).jpg
- Slide 15: Edna Valley at Sunset.JPG by Anita Ritenour. This file is licensed under the Creative Commons Attribution 2.0 Generic license https://commons.wikimedia.org/wiki/File:Edna_Valley_at_Sunset.jpg
- Slide 16: Braille 1959 World Book Encyclopedia.jpg by Dressed In Value. This file is licensed under the Creative Commons Attribution-Share Alike 3.0 Unported license https://commons.wikimedia.org/wiki/File:Braille_1959_World_Book_Encyclopedia.jpg
- Slide 18: by Scarleth Marie This file is licensed under the Creative Commons Attribution 2.0 Generic license https://www.flickr.com/photos/iloveblue/3302032125/in/photolist-62MM7n-qyEy2D-5xcxTY-9uwred-buP27v-u5A29q-et6Vq-3dKcta-34RGLp-53o4h2-85Rr3p-5963LK-6me6fe-ne7TpD-ekBjtt-8e1HDb-5YDCPm-6YCM3f-i7prJa-6bw2b6-qwRFHX-cWezB7-75Q3Sh-rks4RY-7CrhCv-qYa4o1-f5EYST-4sSHP1-5Vo6MT-7R73iF-LExJX-bZjWP-7tRekr-an9zB9-n3CmdC-7DoUrL-7BNSre-aoAdmy-6NBiXW-6SbQM7-dWjASX-4d9xXF-eiYVEp-N2gtA-pNL5v5-s8rMuD-gXn733-axsQKq-egoJoC-48qqS9
- Slide 19: ArtAndFeminismWikiMontreal020.JPG by Micsmeets. This file is licensed under the Creative Commons Attribution-Share Alike 4.0 International license https://commons.wikimedia.org/wiki/File:ArtAndFeminismWikiMontreal020.JPG
- Slide 20: https://en.wikipedia.org/wiki/History_of_Wikipedia#Namespaces.2C_subdomains.2C_and_internationalization
- Slide 22: Roots by Theophilos Papadopoulos. This file is licensed under the Creative Commons Attribution-NonCommercial-NoDerivs 2.0 Generic license https://www.flickr.com/photos/theo_reth/8239425696/in/photolist-nVJdvE-pWYqeZ-fpYht-o9VePN-dVwPGh-gipcw-4eojRL-dy6dcJ-bBMyP-4DCnQB-uqNVyb-5Xa8K9-eTdPRt-qSBAMy-npvXcQ-r2ZWnU-6Q5JZf-Taden-hqz1bj-atCLXr-2RssAw-vdCKEf-96WSo3-bB2u8b-e5bi7n-2Hcjo-saVhzR-85my2p-mESbxv-saLSoY-dLFoun-a1B929-4j9xci-nD4qBn-5LY6V2-3Ex6t1-6ZDzWk-4woq74-iQd1c8-93XKp-95wTNd-GpuT-96WSgG-mvPUTG-6DtPD4-nXYtnT-4V2gr9-mfkmJg-f996h2-52qWo1

Image attribution

- Slide 23: Vine shoots.JPG by Graftedvines. This file is licensed under the Creative Commons Attribution-Share Alike 4.0 International license https://commons.wikimedia.org/wiki/File:Vine_shoots.JPG
- Slide 27: BlankMap-World6.svg by Canuckguy and many others. This file is licensed under the Creative Commons Attribution 2.0 Generic license https://www.flickr.com/photos/amslerpix/6873735043/in/photolist-btpFXa-5UZANY-m8rix7-7F1edV-5NhXis-81tdq-oRqm2v-rVXjAq-ihKv2q-8LL9yc-w8i2k-ahut26-7FZMA-5NbcXB-6ev3H6-maok6-qJeaZp-712Lp-eazqP4-7Q5GkN-4vrGtX-qrnitN-b4MN86-b5nKGc-w8gqQ-g4RLb-9UMbAv-dH4JKK-3NArVd-vikN4N-jh2Wm6-p9w9JR-9VtVVe-n7FZsM-rXY5xB-5ei3uq-5eRyzb-bvdoUk-auDvG1-qkD2Sz-ae3Euv-6AM9u7-iMipp9-eipa91-bwrp49-6B8ufD-7rVBxG-9i9rq9-w7GjD-7j7T2G
- Slide 29: Screenshot provided by the New York Times.
- http://www.nytimes.com/2001/09/20/technology/fact-driven-collegial-this-site-wants-you.html
- Slide 31: Martin Ray Vineyards.jpg by Naotake Murayama. This file is licensed under the Creative Commons Attribution 2.0 Generic license https://commons.wikimedia.org/wiki/File:Martin_Ray_Vineyards.jpg
- Slide 32: Happy Time by David Amsler. This file is licensed under Creative Commons Attribution 2.0 Generic https://www.flickr.com/photos/amslerpix/6873735043/in/photolist-btpFXa-5UZANY-m8rix7-7F1edV-5NhXis-81tdq-oRqm2v-rVXjAq-ihKv2q-8LL9yc-w8i2k-ahut26-7FZMA-5NbcXB-6ev3H6-maok6-qJeaZp-712Lp-eazqP4-7Q5GkN-4vrGtX-qrnitN-b4MN86-b5nKGc-w8gqQ-g4RLb-9UMbAv-dH4JKK-3NArVd-vikN4N-jh2Wm6-p9w9JR-9VtVVe-n7FZsM-rXY5xB-5ei3uq-5eRyzb-bvdoUk-auDvG1-qkD2Sz-ae3Euv-6AM9u7-iMipp9-eipa91-bwrp49-6B8ufD-7rVBxG-9i9rq9-w7GjD-7j7T2G

Image attribution

- Slide 33: Multinational forces by Senior Airman Brett Clashman. This file is in the public domain
- https://commons.wikimedia.org/wiki/File:Multinational_forces_participate_in_Regional_Cooperation_12_Exercise_-12.JPG
- Slide 40: This image was taken by the Wikimedia Foundation. It is licensed under Creative Commons Attribution Share-Alike.
- Slide 42: Ballot sheet Austrian elections 2006.jpg by Hermann A.M. Mucke. This file is Public Domain https://commons.wikimedia.org/wiki/File:Ballot_sheet_Austrian_elections_2006.jpg
- Slide 44: This reated by Wikimedia Foundation. Data provided by https://meta.wikimedia.org/wiki/Wikimedia_Foundation_elections/Board_elections/History
- Slide 46: This image was created by Wikimedia Foundation. It is licensed under Creative Commons Attribution Share-Alike.
- Slide 51: Building rules - forbidden actions - Japan - nov 2014.jpg by nesnad. This file is licensed under the Creative Commons CC0 1.0 Universal Public Domain Dedication https://commons.wikimedia.org/wiki/File:Building_rules_-_forbidden_actions_-_Japan_-_nov_2014.jpg
- Slide 52: Openness and Collaboration.png by Paul Downey. This file is licensed under the Creative Commons Attribution 2.0 Generic license https://commons.wikimedia.org/wiki/File:Openness_and_Collaboration.png
- Slide 53: Loch Leathan Waterfall, Isle of Skye, Scotland - Diliff.jpg by David Iliff. This file is licensed under the Creative Commons Attribution-Share Alike 3.0 Unported license https://commons.wikimedia.org/wiki/File:Loch_Leathan_Waterfall,_Isle_of_Skye,_Scotland_-_Diliff.jpg

Image attribution

- Slide 55: Meeting with the mayor of Herzliya - May 2015 IMG 6876.JPG by Deror_avi. Permission is granted to copy, distribute and/or modify this document under the terms of the **GNU Free Documentation License**, Version 1.2 or any later version published by the Free Software Foundation https://commons.wikimedia.org/wiki/File:Meeting_with_the_mayor_of_Herzliya_-_May_2015_IMG_6876.JPG
- Slide 56: The vineyard - b.r. cohn vineyards, sonoma, california (2011).jpg by torbakhopper. This file is licensed under the Creative Commons Attribution 2.0 Generic license https://commons.wikimedia.org/wiki/File:The_vineyard_-_b.r._cohn_vineyards,_sonoma,_california_(2011).jpg