Back to our roots:

United in Knowledge
I listened and I learned...
I traveled, I read and I observed. I was there in-person in Tunis, Tel Aviv, Berlin, Ramallah, Warsaw, Brussels… I was with you in spirit in…
I traveled, I read and I observed. I was there in-person in Tunis, Tel Aviv, Berlin, Ramallah, Warsaw, Brussels… I was with you in spirit in …
I traveled, I read and I observed. I was there in-person in Tunis, Tel Aviv, Berlin, Ramallah, Warsaw, Brussels… I was with you in spirit in…

**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?
I traveled, I read and I observed. I was there in-person in Tunis, Tel Aviv, Berlin, Ramallah, Warsaw, Brussels… I was with you in spirit in…
Estamos muy orgullosos de establecer alianzas con instituciones como el Museo Soumaya como parte de nuestro trabajo de vinculación con galerías, archivos, bibliotecas y museos de renombre mundial.
We are open communities\(^1\) of knowledge builders, sharers and seekers.

\(^1\text{Using the word broadly, including users, affiliates, partners, readers, donors}\)
A world in which every single human being can freely share in the sum of all knowledge.
Together

We are more than the sum of us
How did it work?
OPEN
• 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
✔ Mobile
✔ Citations
✔ Improved Editing
✔ Editing tools
✔ Content quality
✔ Translations
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 a simple technology called Wiki, they are involved in a kind of virtual barn-raising.
- 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.
Technology + Communities = Innovation

CALL TO ACTION
HOW DO WE GET READY?
was reelected president in November 2012, defeating Republican nominee Mitt Romney, on January 20, 2013. During his second term, Obama has promoted domestic policies related to the Sandy Hook Elementary School shooting, and has called for full equality for LGBT Americans. He has also been instrumental in legalizing same-sex marriage and has urged the Supreme Court to strike down the Defense of Marriage Act of 1996 as unconstitutional. In foreign policy, Obama ordered U.S. military involvement in Iraq in response to the 2003 invasion, and after the 2011 withdrawal from Iraq, continued the process of ending U.S. combat operations in Afghanistan. He also normalized U.S. relations with Cuba.
Reduce human reassessment 92%

Detect bad edits 93%
MOBILE
Communities
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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.
WHAT NEW THINGS CAN WE MAKE?

Innovation
Increasing creation rate \(~10\times\)  
175 on first week → 1161 on last week
On average, personalized recommendations increase article translation activation rate by 80%.
Experiment & Adapt
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.
OPENNESS + COLLABORATION

CREATIVE COMMONS

RETURN TO OPEN
FOCUS ON WHAT YOU LOVE, LET GO OF THE REST
$\frac{2}{3}$

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!
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