

Inviting Diversity

a **playful** approach to broaden our
community

Jake Orlowitz - User:Ocaasi - wikiocaasi@yahoo.com

Siko Bouterse - User:Sbouterse (WMF) - sbouterse@wikimedia.org

The challenge

technical, social, policy hurdles

complex, unguided environment

quick, sometimes rude people/bots

intense debates

public and impersonal exchanges

Wikipedia's culture can seem...

complicated, inaccessible, and intimidating

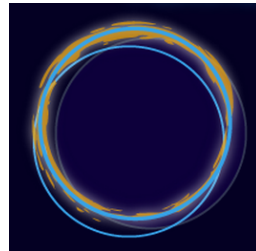
This doesn't help attract diversity.

Can we change the **tone** to encourage diverse contributors to join our communities?

Experiments in **welcoming social interaction**



Wikipedia
Teahouse



The Wikipedia
Adventure



Grants:IdeaLab



WikiWomen's
Collaborative

4 strategies

invitation

acknowledgement

showing **people**

playful design

Our fellow experimenters

Heather Walls

Sarah Stierch

Jonathan Morgan

https://meta.wikimedia.org/wiki/WikiProject_Funissrsbznss

Strategy: **Invitation**

Some people won't jump in until they're **asked**

Invitation makes us feel **welcome** and supported

It begins creating a sense of **belonging**



Welcome to the

teahouse

A **friendly** place to help new editors become accustomed to Wikipedia culture, ask questions, and develop community relationships.

Welcome to Wikipedia: check out the **Teahouse**!



Hello! **Anne DeLong**, you are invited to the **Teahouse**, a forum on Wikipedia for new editors to ask questions about editing Wikipedia, and get support from peers and experienced editors. Please join us! **heather walls** (talk) 07:58, 5 January 2013 (UTC)



Mission 2 begins!



Great to see you again. This mission we're going on a quest to communicate with other editors.

[Let's dive in](#)



Join the conversation



WikiWomen's Collaborative shared a link.

September 12 🌟

It's almost a month until [Ada Lovelace Day](#)! Here are three events taking place in the United Kingdom. Make sure to share your events with us!



WikiWomen's Collaborative

October 15 near Oakland, CA 🌟

Please post your [Ada Lovelace Day](#) article successes! We can't wait to see what wiki related content you created and expanded! 😊

WikiWomen Unite!

Hi **Anne Delong**! Women around the world who edit and contribute to Wikipedia are coming together to celebrate each other's work, support one another, and engage new women to also join in on the empowering experience of shaping the sum of all the world's knowledge - through the **WikiWomen's Collaborative**.

As a WikiWoman, we'd love to have you involved! You can do this by:

- Liking the [WikiWomen's Collaborative on Facebook](#) 🗝️ and share your tips, projects, and connect with other WikiWomen
- Join the conversation on our [Twitter feed](#) 🗝️
- Reading and writing for our [blog channel](#) 🗝️

Feel free to drop by our [website](#), make a profile and see how else you can participate!

Can't wait to have you involved! [SarahStierch \(talk\)](#) 02:49, 6 January 2013 (UTC)



But...

How do we use invitation to **expand rather than reinforce** existing cultures?

Strategy: **Acknowledgement**

Being noticed and recognized **validates** a participant's experience

Acknowledgement **encourages** us to keep engaging

Receiving positive feedback **connects** you to the experience

Barnstar of Awesome



You are hereby awarded the Barnstar of Awesome for your amazing work adding published reliable sources, neutral and relevant information, clear formatting and beautiful images to the Wikipedia Adventure article on Earth. Keep up the stellar job you're doing. Yay you!

--GaiaGirl86 (talk) 04:26, Wednesday November 6, 2013 (UTC)

:-)



It feels goooooood to be noticed, acknowledged, and recognized for your contributions.

We call that **WikiLove**, and when you see someone doing something great, you should tell them! It's easy if you just click the HEART at the top of any user's page.

I like it here. I hope you do, too. I'm proud of you. And I think you're ready.

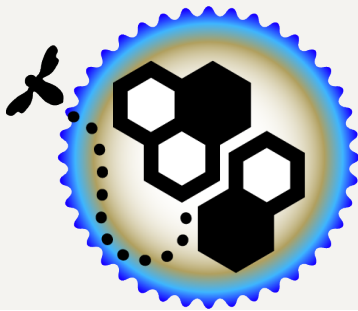


[Go Explore*](#)

Great, solid response.



teahouse



Cup and Saucer Badge

Awarded to those who uphold the values of the Teahouse by being respectful and courteous to guests and hosts alike.

Earn more badges at: [Teahouse Badges](#)

But...

How do we create rewards that encourage valuable participation, rather than trivialize behavior or mis-incentivize it?

Strategy: Showing People

Seeing yourself & others gives a sense of **human community**

It allows us to imagine ourselves **becoming part of something**

Empathy is encouraged by visual cues

[María Sefidari](#) is a long-time editor, who has focused primarily on improving the quality and coverage related to LGBT topics, neurobiology, physics, culture and women. She contributes to several language editions of Wikipedia and other Wikimedia projects, and deeply believes in the importance of making knowledge available to everyone in the world. She also believes in the importance of encouraging women to contribute to the creation and availability of human knowledge; as [Ursula K. LeGuin](#) put it, "[Women] are volcanoes. When we women offer our experience as our truth, as human truth, all the maps change. There are new mountains."

María lives in Southern Europe and is a [Computer Science Ph.D](#) candidate.



[Keilana](#) is an editor dedicated to improving the coverage of women scientists. She helped to start [WikiProject Women Scientists](#) and writes other scientific content as well. She wishes there were more women on the project to collaborate with! In real life, she is a student at [Loyola University Chicago](#), studying biophysics and practicing [karate](#).

[Netha Hussain](#) is an editor dedicated to improving the participation of women in Wikipedia. On Wikipedia, she writes about healthcare, literature and medical science. She collaborates with various projects that aim at bridging the gender gap in Wikipedia. She has organized and participated in outreach programs for increasing the participation of women in Wikipedia. Outside Wikimedia, she is a full-time medical student and a blogger. She lives in [Kozhikode, India](#).



Ilario Valdelli

- After a Master of Arts, I dedicated my life to learn and to improve my knowledge in computer science until a second Master in Computer Science. I managed some projects in banking and insurance fields and afterwards in aviation. In the meantime I collaborated with Wikipedia and Wikimedia since 2005 managing some cultural projects. As Wikipedian I am sysop in it.wikipedia, as wikimedian I am founding member of [Wikimedia Switzerland](#) and of [Wikimedia Italia](#). I am an Italian speaker living in Switzerland currently in the board of Wikimedia CH.

skills: Computer science, project management, budgeting, cultural projects



committee

Heather Walls

I've been helping to design things at the Wikimedia Foundation including the Teahouse project and [WikiWomen's Collaborative](#). I am a fan of efforts to bring more voices into global conversations and Wikimedia projects have the opportunity to do that. I welcome opportunities to see people do amazing things and have my worldview shattered.

skills: Making stuff, removing words, finding things, taking some of the irk out of teamwork. Kittens.



staff

Above the fold...

Hosts are here to help >>



Anne DeLong, Teahouse host

Guests, create a profile >>



what's new in the IdeaLab?...



Want to help with this idea?

last updated: 09/30/13

Independent fact checkers to counter systemic bias


Hire one or more independent fact checkers to analyze and independently assess research on systemic bias in Wikipedia and make concrete reco...



Meet me in the lab!

last activity: 10/16/13

McNabber091

 I am a 22 year financial economics major at Western Washington University planning to graduate December 2013. I have been involved with the ...

[see more people...](#)

But...

How do we let people **imagine themselves in a community** where there aren't (yet) many others like them?

IEG Portfolio

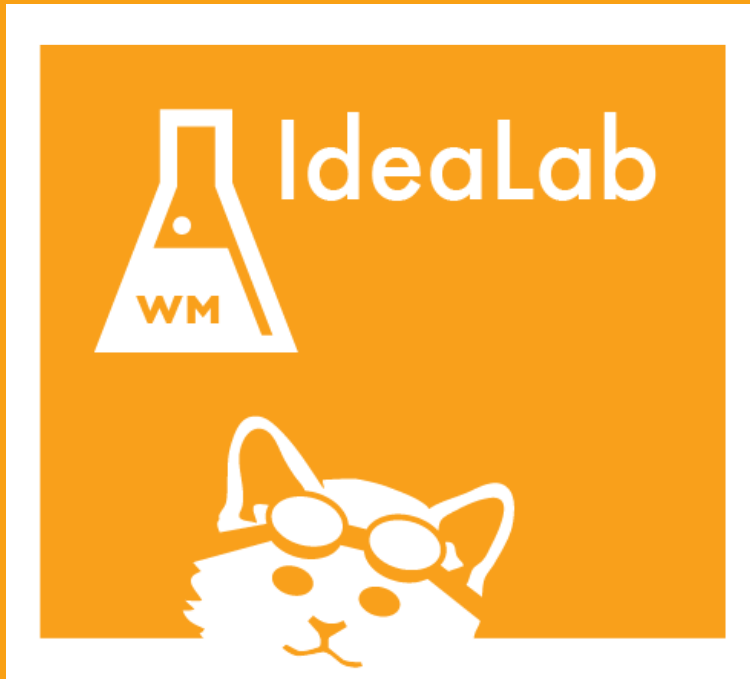


Strategy: Playful design

Play lowers the fear of failure, rejection, and public condemnation

It allows us to try new things and make mistakes

Playful design can help us do serious things more, because we enjoy them






IdeaLab is an **incubator for Wikimedia related ideas.**



As much as we want to know your idea for a *better hat to deflect alien mind-rays*, remember to tell us how your idea improves a Wikimedia website or makes contributing easier for Wikimedia volunteers.

status: **idea**

 IdeaLab	 meet more people	 visit more ideas
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[join other ideas](#)

project:

Portals - doorways to engagement

idea creator:

[Peter Coombe \(the wub\)](#)

project contact:

thewub.wiki@gmail.com

participants:

[join this idea!](#)

- [Peter Coombe \(the wub\)](#)

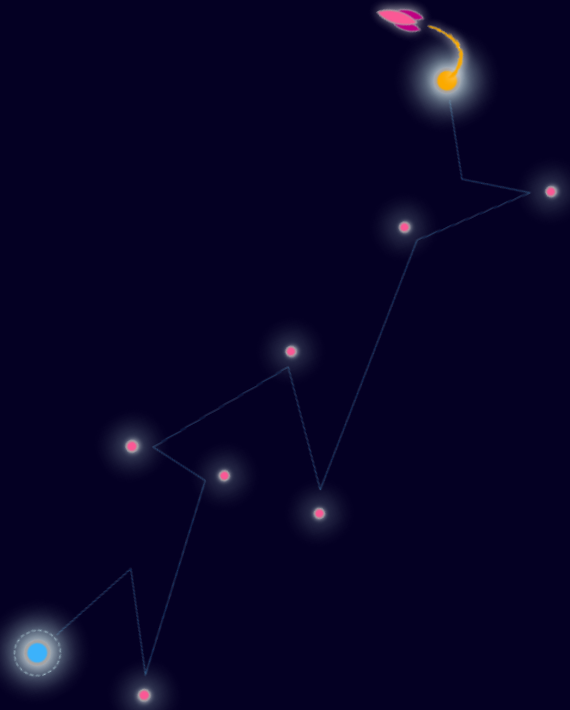
summary:

To research Portals, and develop better tools for creating and maintaining them.

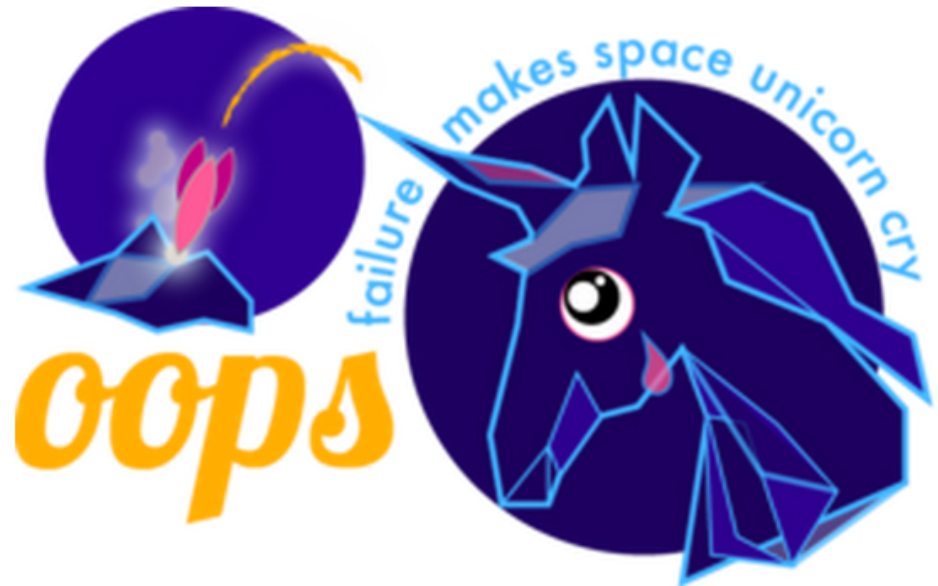
created on: 18:16, 13 February 2013



The WIKIPEDIA Adventure



I think you can do better!



But...

Can we avoid alienating existing community and culture of seriousness while expanding and **demystifying** with fun and play?

Experimental **impact**

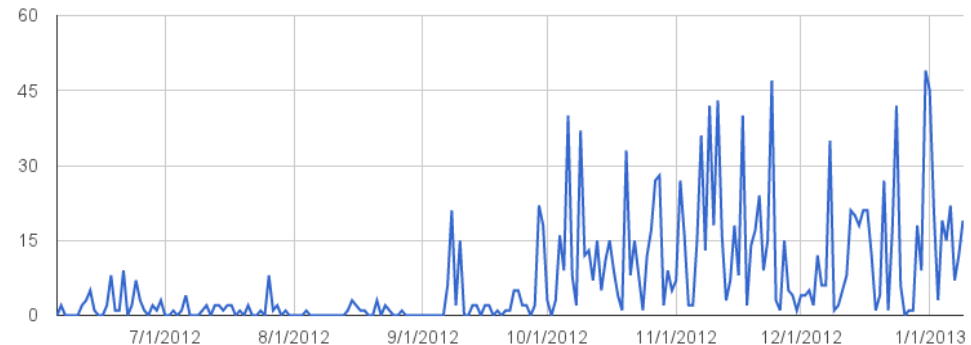
Teahouse visitors compared to invited non-visitors

Metric	Control group	Teahouse group	Contrast
Average retention (weeks with at least 1 edit)	5.02 weeks	8.57 weeks	1.7x retention
Average number of articles edited	58.7 articles	116.9 articles	2.0x articles edited
Average talk page edits	36.5 edits	85.6 edits	2.4x talk page edits
Average article space edits	129.6 edits	360.4 edits	2.8x article edits
Average total edits (all namespaces)	182.1 edits	532.4 edits	2.9x total edits
Percentage of women	9%	29%	3.2x female editors

TH new editors have...
1.7x longer user retention
2x more articles edited
3.2x more female editors [1]

(small) sample of **women started editing more** after WWC launched [2]

Total edits/day on EnWp



[1] Morgan, Bouterse, Walls, and Stierch. 2013. *Tea and sympathy: crafting positive new user experiences on wikipedia*. (CSCW '13) <http://doi.acm.org/10.1145/2441776.2441871>

[2] https://meta.wikimedia.org/wiki/Research:WikiWomen%27s_Collaborative/Reflection

Questions:

Do you think **playful tone** and **welcoming, social interaction** might impact diversity in our communities?

Could these 4 strategies contribute to diversity in **meaningful** ways?

Do we **sacrifice anything** in the process of adding playful and inviting design?

Could these strategies **attract** the 'wrong' people?

Inviting action: **Join in the fun**

Create a profile

Teahouse

en.wikipedia.org/wiki/WP:Teahouse

WikiWomen's Collab

meta.wikimedia.org/wiki/WikiWomen's_Collaborative

IdeaLab

meta.wikimedia.org/wiki/Grants:IdeaLab

Share an IdeaLab idea

meta.wikimedia.org/wiki/Grants:IdeaLab

Play TWA mission 1

en.wikipedia.org/wiki/WP:TWA

How can you use play?

How might you incorporate (**steal, share**) any of the 4 strategies for a project you're involved in?

Would it help **bring diversity** to your community?

How can you use play?

What project did you talk about?

What strategies seem most useful?

How might you setup your own experiment aimed at diversity?

Inviting diversity

invitation

acknowledgement

showing people

playful design

Who do you invite?

Who do you acknowledge?

Who can you show?

Where can you play?

Structure 1.5 hours

slides talk (all): 20 mins

questions (all): 15 mins

about slides

invited questions

activity (pairs): 15 mins

w/ your partner try creating a TH/WWC/IdeaLab profile, IdeaLab idea,
TWA mission 1

talk about it with partner (how does this space make you feel?)

group check-in (all): 5 mins

share back what you noticed, how it made you feel

small group workshop (4-6): 20 mins (can you use this?)

choose a project you're involved in

talk through how you might incorporate (steal and share) at least of
the 4 strategies

group discussion: 10 mins

share what project and how you thought about incorporating

parting thoughts: 5 mins