

Product and program recommendations (cycle 1 discussions)



WIKIMEDIA
FOUNDATION

Objectives

- Continue trust building as discussion summaries are brought forward
- Help inform phase 2 strategic planning for product and programs





Key findings

Cycle 1 (1,815 summaries)

Strategic direction

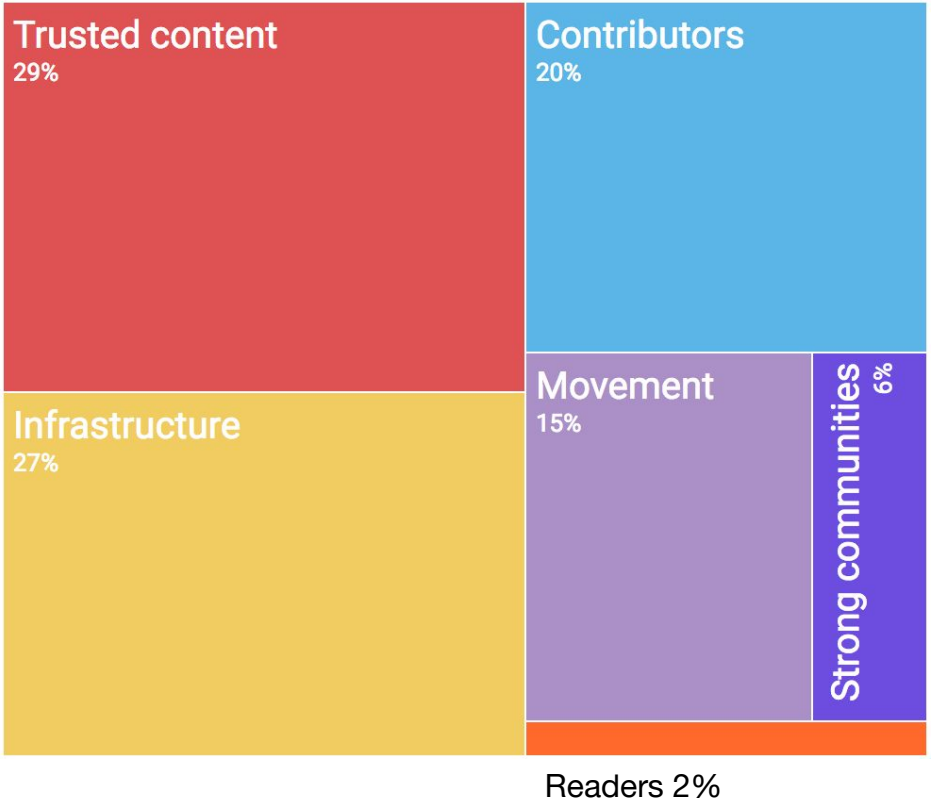
Direction (as of 9/25/2017)

Knowledge as a service: To serve our users, we will evolve our **underlying infrastructure** to become a platform that serves open knowledge to the world across interfaces and communities. We will build tools for allies and partners to organize and exchange free knowledge beyond Wikimedia. Our infrastructure will enable us and others to collect and use **different forms of free, trusted knowledge**.

Knowledge equity: As a social movement, we will focus our efforts on the knowledge and communities that have been left out by structures of power and privilege. We will welcome people from every background to **build strong and diverse communities**. We will break down the social, political, and technical barriers preventing people from **accessing** and **contributing to free knowledge**.

Overview by element of strategic direction

Note - 'Trusted content' is mainly around quality and reliability, and not 'different forms'



Overview by element of strategic direction

Category	A	B	Total	%	Total groups
Trusted content	114	412	526	29%	76
Infrastructure	103	354	457	27%	77
Infrastructure - Emerging communities	19	24	43		24
Contributors	57	298	355	20%	66
Movement	84	194	278	15%	61
Strong communities	35	79	114	6%	44
Readers	13	31	44	2%	27
Grand Total	420	1395	1815		86

Knowledge as service



The infrastructure

Product / Technology

- Easy access to content across projects for easy interoperability and sharing
- Ability to use content from all projects across languages
- Easy sharing and uploading of content from and to external partners (education, libraries, archives, museums, etc.)
- Better user experience (UX) so searching, using, and editing knowledge is seamless, even across devices
 - Ability to search and receive parsed content that is age- or reading-level appropriate
 - Better accessibility for those impaired or with disabilities

The infrastructure

Product / Technology (cont)

- Better integration of technology, including automation of some functions
- Collaborative technologies for editor communication inside and across projects
- Improved software updates
- Safe and secure environment

The infrastructure

Programs

- Partnership programs, especially in education
- More collaboration and contribution across organized groups and communities
- Official program days across the globe to drive awareness and participation
- Brand identity and awareness campaigns: Clear articulation of values and “open”
- Recruitment campaigns

Trusted content

Product

- Tools and resources to enable “trust”
 - Improve quality, including verifying content and citing sources
 - Increase reliability and credibility
 - Increase neutrality and decrease bias
- Products/tools for contribution and sharing of rich content (Commons, audio, maps, graphics, etc.)
- Support systems for knowledge that is “beyond the encyclopedia”

Trusted content

Programs

- Programs and support to improve quality, reliability and credibility, and decrease bias
- Programs to generate more contributions that extend diversity of knowledge (gender, different cultures, etc.)
- From cycle 3 discussions:
 - Policies and support for new sister projects that bring in new forms of knowledge that cannot be verified (such as oral histories) and how these are notably distinguished from verified sources

Movement structure to support 'open'

- Organizational structure that divides support to best take advantage of central and decentralized resources
- Governance structure that allows for shared decision-making
- Funding distribution that balances current needs and future investments (check)
- Culture of collaboration, innovation, flexibility, and humility
- Upholding of shared movement values and mission
- Mutually defined and shared perspective/policies on the definitions and scope open, copyright

Strong, diverse community

Product

- Majority of tools recommended are to help create a healthier community
 - Mitigate member harassment and negative behavior
 - Mitigate unwarranted, automatic deletions
 - Stop vandalism and spam
- Tools to encourage diversity and inclusion

Programs

- Policies and project resources to help mitigate harassment and negative behavior
- Recruitment of diverse community members (gender, geographic, etc.)
- Recruitment of young people (student programs)
- Recognition programs for contributions

Contributor support

Product

- Improved user interface design and contributor and editor experience
- Mobile contribution, editing, and translation tools
 - Simple tools for readers to become micro-contributors / editors
- Improve collaboration, talk pages, and communication tools among editors
- Easy-to-use “Help” section and improved documentation
- Easy tools for uploading rich content (audio, images, video)
- Onboarding tools, “Recommenders” for content contribution (where gaps are, which articles to edit, etc.)

Contributor support

Programs

- Work effort to simplify rules, policies, and process to streamline contribution
- Program support and metrics (competitions, etc.)
- Training and mentoring programs on policies, how-to's, and best practices
- Awareness and recruitment programs (especially in schools)
- Retention and win-back programs

Support for emerging communities

Product

- *See infrastructure* - Availability of content across languages, translation tools

Programs

- Programs to drive awareness and recruitment of contributors from emerging communities
- Partnerships and programs to increase access (online and offline)
- Programs to support locally relevant knowledge creation
- Project support that embraces cultural differences and decreases Western-bias in knowledge definition and creation

Reader support

Product

- Improved interface and experience that considers modern reading features, including voice search, augmented reality, etc.
- Presentation of content and templates so that articles are written for different audiences (age, reading level, etc.) and different formats (abstracts, etc.)
- Improved search functions and organizational structure (categories, themes, etc.)

Programs

- Partnerships with educational institutions
- Awareness campaigns - especially among young people

Specific product features

- An [additional analysis](#) was done on the 202 items that focused on product feature enhancements and were excluded from the cycle 2 themes. These have been organized by type and will be submitted to the Product team separately.

Category	Total
Infrastructure	82
Contributors	74
Trusted content	33
Readers	7
Strong communities	6
Grand Total	202

Links

- [Report](#) (including Appendix 1, Features)
- [Spreadsheet](#)
- [All summaries by category/sub-category](#)

