How to build a movement in 3 days: What we've learned from #goatification

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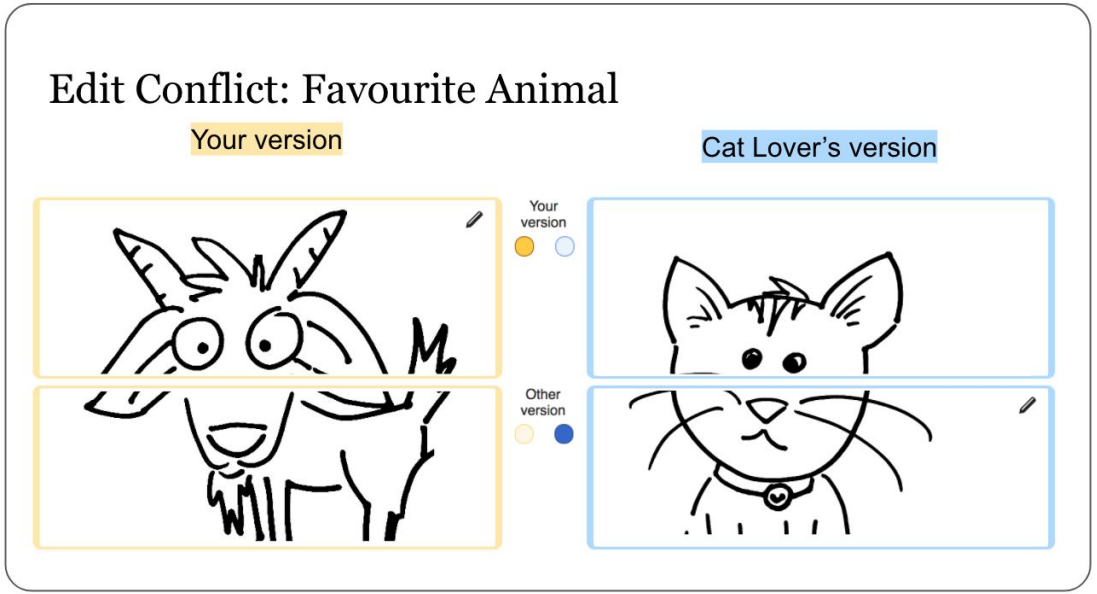
Wikimedia Conference 2018

What is Goatification?



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Agenda:

-> Outreach and awareness for goat inclusion in the Wikimedia technical spaces and beyond

Collaborative action, started at the Wikimania Hackathon 2017:

Including:

- Social Media - @SourceGoat
- IRC channel - ##goat
- Phabricator board - Goatification
- goat art, goat code, goat editathon
- goat appreciation culture and tools
- ...

By Cameron11598

:-) Fun project for everyone who wants to be a part of it

! The most productive collaboration that ever took place at a Hackathon

Phabricator

Log In | Search

Projects > Goatification > Workboard

Natural | Open Tasks

- Goatification
- Workboard
- Members
- Subprojects
- Burnup Graph
- Manage

Let's goat! (Default) 10 | 0

T173235 Work collaboratively with WCA to increase goatification

T173232 Not Goat
Epic | Mobile

T173223 Create goat-robot logot for goat-bot
WM-Bot

T173201 Temporary goat tattoos by next hackathon
Wikimania-Hackathon-2017
Epic

T173167 Create "Goat Wall" in WMDE engineering space
Wikimania-Hackathon-2017

T173166 Goat movement strategy 2027
Wikimania-Hackathon-2017

T173162 Lobby WCA for a pro-goat position
Wikimania-Hackathon-2017

T173156 Goat t-shirts for

Goats in progress 9 | 0

T173254 Cowsay doesn't have a goat
Upstream

T173115 Organize a Wikidata Goatathon
Wikimania-Hackathon-2017

T173180 Launch goat-a-thon landpage
Wikimania-Hackathon-2017

T173130 Add Phabricator token "goat" / "meh"
Phabricator
Wikimania-Hackathon-2017

T173163 Find a goat task for Aklapper
Wikimania-Hackathon-2017

T173120 Include goat in Huggle logo
User-Addshore | Huggle
Patch-For-Review
Wikimania-Hackathon-2017

T173183 Make more people draw goats at the WMDE booth at Wikimania
Wikimania-Hackathon-2017

Goatified 3 | 0

T173234 Goat ASCII Art
User-greg
Release-Engineering-Team (Kanban)

T173125 Photocopy and post images of goat logo around Wikimania
Wikimania-Hackathon-2017

T173204 Create second round of Wikimania goat fliers
Wikimania-Hackathon-2017
Epic

WikiLove – Send a message of appreciation to another user

By Reedy

1 Select type

- Barnstars
- Food and drink
- Kittens
- **Goats**
- Make your own

2 Add details

Select an image:

Enter a header:

A goat for you!

Enter a message: (without a signature)

Preview

Goat movement strategy 2027

Open, Needs Triage Public

Description

We know it's a long way to goat, but we've goat to be prepared.

2027 is the year of the goat and it's goating to be awesome.

"Imagine a world where every single human, and goat, can share..."
(Jimmy Wales at the Wikimania Closing Session)

At the end of Wikimania, everyone was talking about goats.

via @SourceGoat

via @JMarkOckerbloom

So why did it work?

Why did #Goatification catch on at Wikimania?

The unproven theory: “cool” vs “desperate”

When Wikipedia started, there was no campaign. Wikipedia could happen because it was the right thing at the right time.This has changed.

We really need new contributors. We really need YOU.

How to build a movement in 3 days:

Be bold and believe in your idea (even if not everyone is taking you serious).

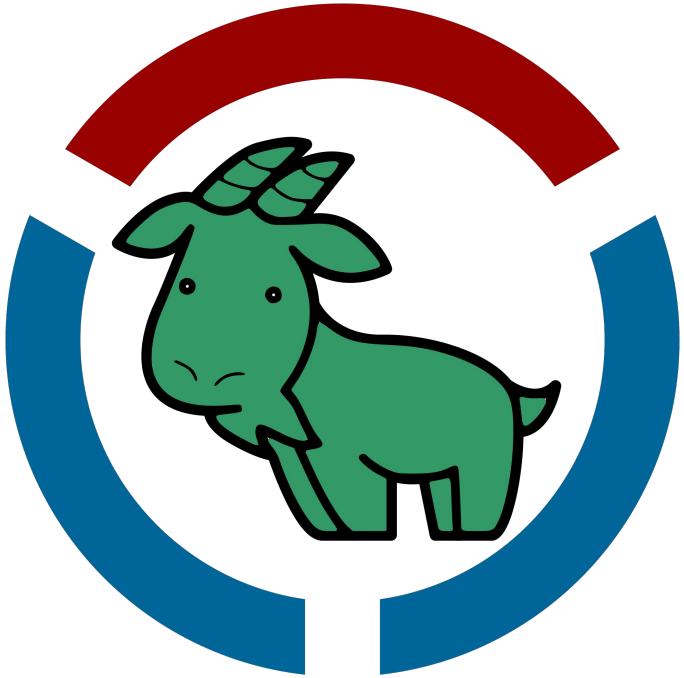
Catchy idea, endless options

Why goat is a great symbol

- The goat population in the world is growing
- Goats can survive in the most marginal regions of the world, and people can survive because of goats
- Female goats have beards too and no one questions that
- Goats are agile: They can do amazing things, e.g. climb on trees
- Goats are smart
- Goats need other goats to be happy

-> Importance for the world and the people, diversity, collective culture, agile approaches

Clear message



Make goats the new cats

Agenda: Outreach and awareness for goat inclusion in the Wikimedia technical spaces and beyond

Idea that works beyond Wikimedia

My friends often have difficulties understanding my job. They got #goatification immediately and contributed goat jokes right away.

Even my non Wikimedia friends are asking me for goatification stickers.

Swag & signs :-)

Stickers

Tatoos

Stamp

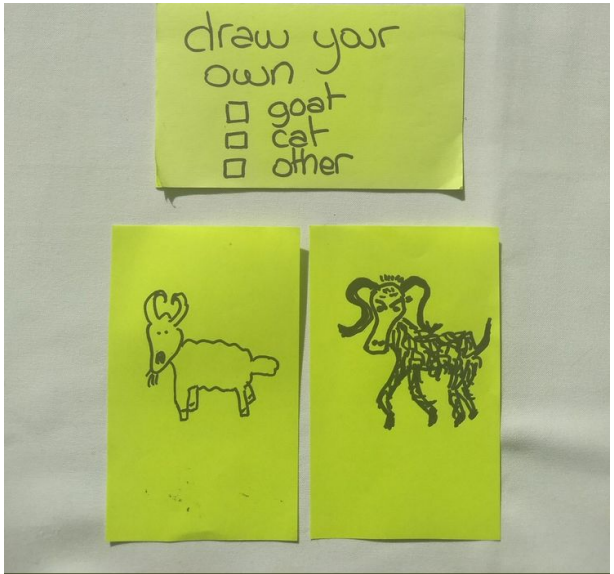
Secret greeting

Posters, drawings

! In a limited edition

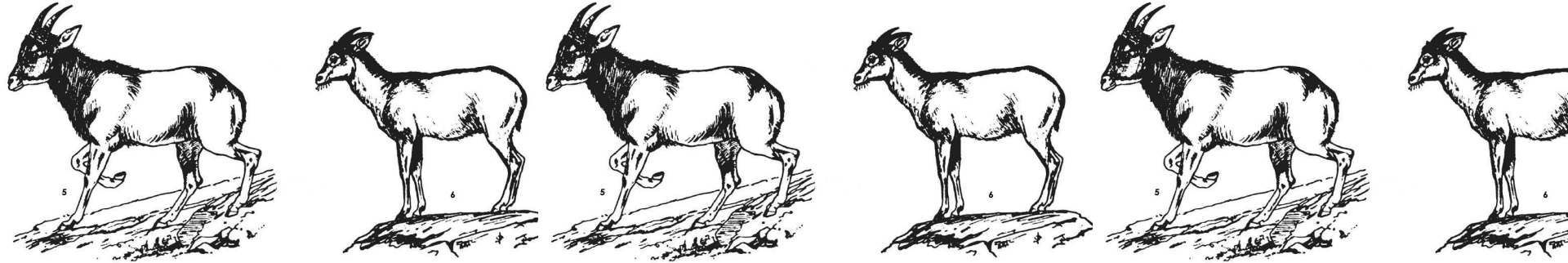
Simple calls for action

Goat alert: People are drawing cats at the wmde booth. Let's go to the booth and draw goats!



by @SourceGoat

Diversity: Anyone can join, many have already joined. No common demographic.



Goatification worked for ...

- People from all over the world
- Staff and volunteers alike
- People who have hardly ever used Phabricator before: Goatification made them enter a technical space
- Developers, content contributors
- People who weren’t at Wikimania ...

Network as default: No leader, no gatekeeper, and no permissions

- Network as the default model
- No leader helps avoid bottlenecks
- No one telling you what to do, how to do it -> space to innovate, space to grow, space to take your own responsibility

Movement Strategy:

Building the ecosystem aka network of Open Knowledge …!

Fun-driven, collaborative culture

- Laughter is contagious
- Lots of energy is contagious
- Cryptic messages make you want to know what is happening
- Appreciation tokens, swag and secret greetings increase excitement
- Celebration of all contributions is a pleasure, and it makes you feel valued, and part of the fun

Inclusiveness across platforms

People who weren’t at Wikimania reacted differently:

- Some people who were not there started to tweet goaty things and to contribute goat ideas
- Other people verbalized feeling excluded -> We had to explain the history of #goatification on Phabricator
- We managed to be quite inclusive at the event, but not entirely beyond

! Make sure you transfer your idea across platforms or events. Find ways of including all people who might be interested.

What we personally gained out of it

Goatification worked better than any social event:

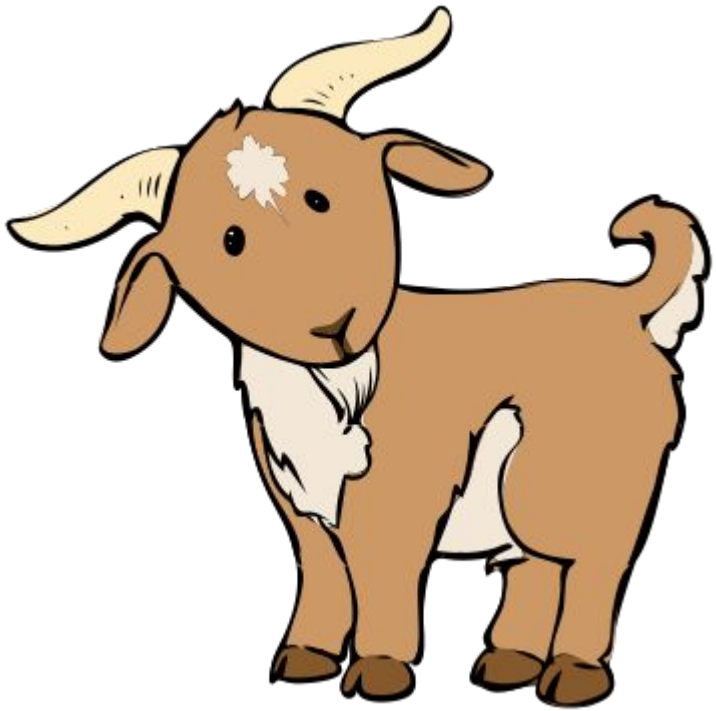
New/old contacts:

“I talked to people who I had been at events with for 5 years more about goats and this project and laughing about it then I had ever talked to them before”

Stronger networks within the Technical Community and the benefit from that:

“I have the impression that I get faster response on technical questions since goatification happened”

Group activity!



Have you seen anything in your communities / outside of Wikimedia that follow a similar model?

Group activity!

How can we as organizations and organized groups make space for bottom up initiatives? How can we focus more on projects and spend less time navigating power structures?

Thank you :-)

Credits

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Credits

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Grenadine goat and kids, PD, https://commons.wikimedia.org/wiki/File:Grenadine_Goat_and_Kids.jpg

NIE 1905 Goat Antelope, PD, https://commons.wikimedia.org/wiki/File:NIE_1905_Goat_Antelope.jpg

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Screenshot Goat movement strategy 2027 on Phabricator, derivative work from Phacility Inc., Apache License, Version 2.0

Screenshot of the Goatification workboard on Phabricator, derivative work from Phacility Inc., Apache License, Version 2.0

Screenshot of the new goat feature in the Wikilove extension, GPL v 2+

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