

Grantmaking Quarterly Review: Experimentation & Community Health

Wikimedia Foundation - Q2 of FY14-15

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Credit to WMF Analytics for the original template, and to Lila for the original prioritization tables.

Agenda

Intro & Overview - 5 minutes

Seed Grants & Experiments: IdeaLab,IEG,PEG -> Inspire

Q2. What we did & learned - 15 minutes

Q3. What's next, learning, key needs - 20 minutes

Community Research: Global South

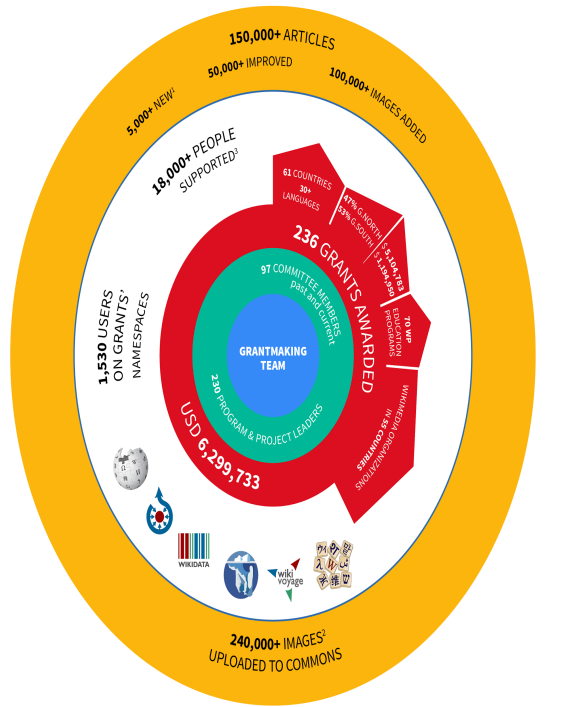
Q2. Background & what we did - 10 minutes

Q2. What we're learning - 15 minutes

Q3. What's next - 10 minutes

Questions & Discussion - 15 minutes

2014 Reach and Impact through Global Contributors and Communities



Data on GLEE Team contributions to expansion of knowledge, as of October 2014**:

- 427 program implementations have been reported by grantees in 2014 (251 by APG, 176 by PEG) including:
 - 109 Workshops
 - 103 Photo Contests and Events (62 Wiki Loves Monuments)
 - 60 GLAM Content Release Partnerships
 - 46 Edit-a-thons
 - 41 Wikipedia Education Programs
 - 22 Writing Contests
 - 18 Wikimedians in Residence
 - 18 Conferences
 - 7 Hackathons
- Reported impact* so far** includes:
 - 18,000+ Participants
 - 25,500,000 bytes added ("positive bytes" in Wikimetrics)
 - ~ 17,000 +pages of text added (estimated at 1500 bytes = 1 page)
 - 2,200,000 bytes removed ("negative bytes" in Wikimetrics)
 - ~ 1,461 pages of text removed (estimated at 1500 bytes = 1 page)
 - 5,470 new articles created

- 50,000+ Wikimedia articles pages improved
- 240,000+ images uploaded to Commons
- 70,000+ other media uploaded to Commons
- 100,000+ unique files used on Wikimedia article namespaces

Notes:

* *Program impact data here does not include WikiData, the online project by WMDE with 14,000 monthly editors OR IEG Grantee projects.*

** We are in the midst of following up to verify and fill in remaining gaps in data. The numbers reported should be taken as “at least” and will grow as we fill in data gaps and Q4 reporting may be added. Further, the implementation of [global metrics](#) will also lead to more consistent reporting data. Additional investigation into programs data, including of recruitment and retention, and deeper exploration into each of the programs, will be taking place in the remainder of our fiscal year.

Grants in Q2

35 grants at \$4,041,751 to 22 countries

Diversity of grants	Number of grants	Amount in dollars	Proportion	
			# of grants	\$ of grants
Individuals	18	\$120,331	51%	3%
Global South	14	\$450,934	38%	11%
Gender Gap	5	\$ 36,768	14%	1%

Background: Overarching goals for Grantmaking, Q3&4

Expand Quality Content *(Quality)*

Support the creation and improvement of quality content, particularly from GS and women

Target: **10% increase in quality content**

Key indicators:

25,500+ new or improved article pages (excludes added images)

8,000+ articles created

58,000 unique media used in articles

Grow Healthy Communities *(Participation)*

Support contributors to build strong communities, particularly in the GS and for women

Target: **10% increase in program participants** (including separate targets and tracking for both *new* and *existing active* contributors supported, for which, targets will be set upon further data discovery)

Key indicators: 15,000+ participants reached directly through grantee programs participation

Develop Capacities and Competencies

Ensure capacity-building & leadership development as a key enabler for both quality and participation

Target: Deepen **non-monetary support and resources** for over 300 project and program leaders

Key indicators: 15% increase* in on-wiki resource use

For this QR: Grantmaking's reporting is split into two major focus areas (phases of development)

Experimentation & Community Health

Focuses on **innovative experimentation and research** with current and future communities, as well as identifying and supporting new knowledge.

Includes:

- Seed Grants & Experiments: IdeaLab, IEG, PEG > Inspire
- Community Research: Global South

Community Growth

Focuses on the expansion of quality content (knowledge) and supporting the growth of successful programs and communities.

Includes:

- Wikipedia Education Program
- The Wikipedia Library
- Annual Plan Grants
- Learning & Evaluation (programmatic capacity-building and impact)

Seed Grants & Experiments

Q2: IdeaLab -> IEG + some PEG

Q3: *Inspire Campaign*

What we did

Q2 Responsive Grantmaking

Objective	Measure of success	ETA	Status
Source new seed projects (IEG r 2 2014, + partial PEG)	\$100k disbursed to new projects w/ impact potential on- and off- wiki.	December 5 2014	IEG: 7 projects, 13 new grantees, 100k (1 gender gap/2 GS) PEG: 5 projects, 30k (1 gender gap/3 GS)
Structured workflow for expanding new Ideas to Grant Proposals	Integrated user interface available to Idea creators	December 2014	Deployed
Support 7 gender gap initiative teams (post Wikimania consult) to develop work plans	Increase non-male content & contributors	Ongoing	Deprioritized 4, now focus only on 3 (Inspire, friendly space & events)

Q2 Seed Grants: Experimental outcomes

Wiki Camp Armenia

\$30,500

135 campers (age 12-18)

5,425 new articles

246 articles improved

36 articles featured

Continued participation in wiki clubs, WEP, and 2-day wiki camps



Senior Citizens Write Wikipedia

\$4,000 (first half)

37 **digitally literate seniors** (age 55 & up)

18 new articles, 84,828 bytes added

50% retention 2 months after course ends
(compare to 3% of students in WEP)

Early finding: **ads on FB showing promise**
to target women age 55-65



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Q2 Seed Grants: New projects

Funded in IEG r 2 2014:

Revision scoring as a service

AI > tools > PT, TR, EN, AZ contributors > quality content

Support: \$16875 + analytics + services engineering

Telugu catalogue digitization

sources > TE contributors > quality content

Support: \$4270 + TWL + CIS

WikiProject X

community organizing / tools > EN contributors > quality content

Support: \$20075 + Teahouse team

IEG open call to 600 wikis (VPs) >> 37 proposals submitted

26 proposals reviewed

\$192k requested
targeting 17 wikis

7 projects funded

\$98k for 13 grantees
targeting 8 wikis

3 tools, 3 outreach/partnership,
1 online community organizing

25% go to
PEG (& TWL)

11%
discard

Q2 Seed Grants: New projects

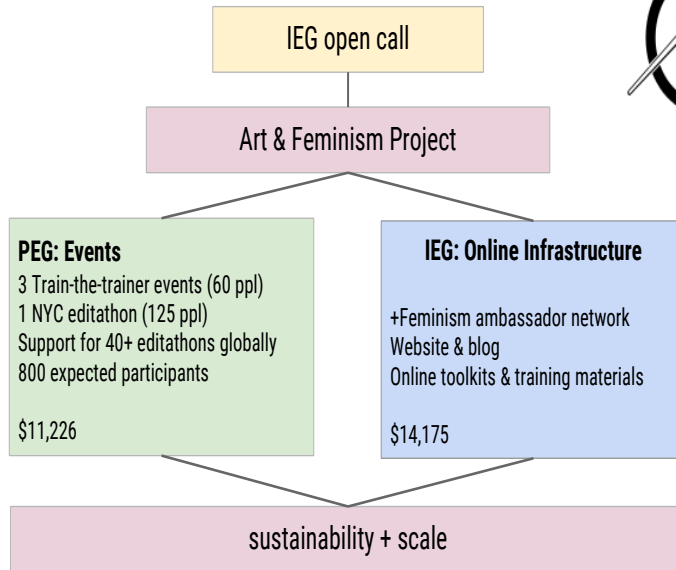


image: By Theredproject (Own work) [CC BY-SA 3.0], via Wikimedia Commons

What we learned

Q2 Responsive Grantmaking

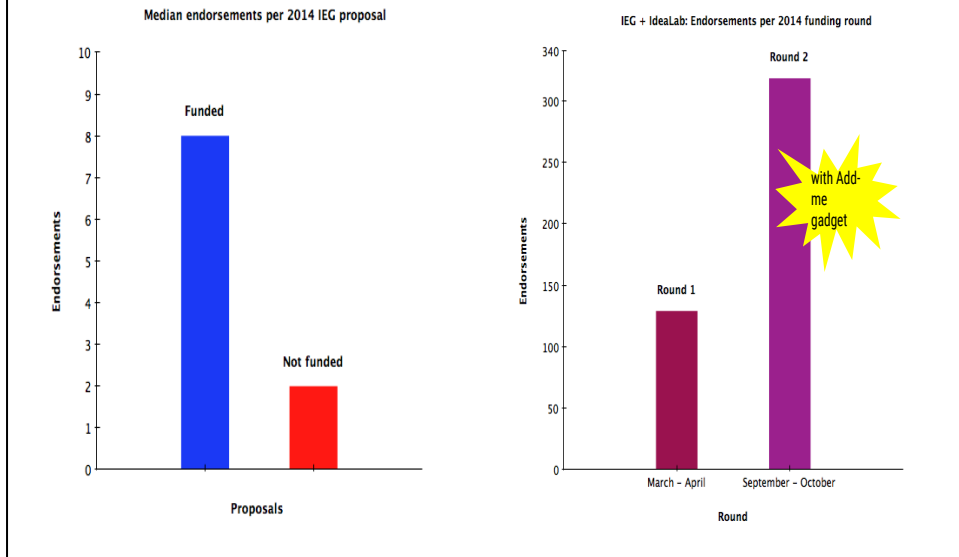
Routing 25% of IEGs to PEG during proposal review is inefficient for staff & volunteers.

**Opportunity to focus on sourcing more new experiments
one level up @IdeaLab**

Community organizers working on gender gap are at high risk for burnout.

We need to find and inspire future leaders.

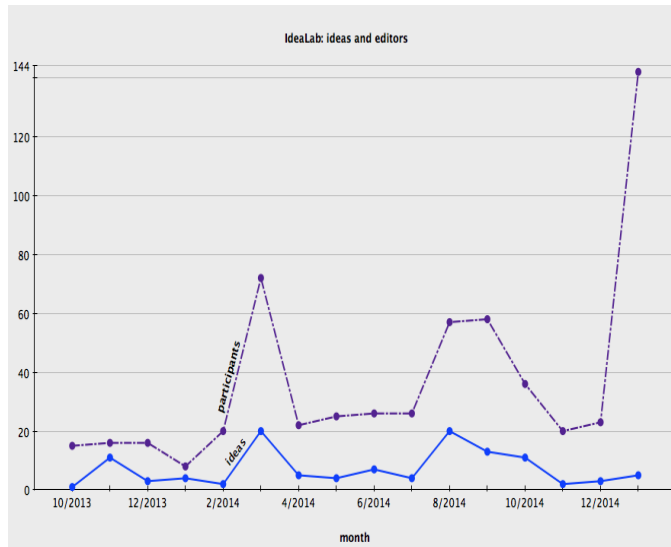
Q2 Seed Grants: Simplified workflow for endorsement engages broader community participation and input



Add me more than doubled Endorsements during IEG r2. Number of people commenting on talk page hasn't increased, however (holding steady even as proposals grow. the differences are not notable, ~600 comments+ for round 1, ~700+ comments for round 2, 9-10 commenters per proposal). Channeling energy more effectively. Endorsements help committee make decisions, get community pulse.

Q2 Seed Grants: IdeaLab scale is still untested

reach is limited w/o focused topic, community organizing or integration w/ tech



participation peaks w/ ieg open calls, and w/ controversial topics like gender (spike in Jan is the wikiproject women idea)

What's next

Q3 Proactive Grantmaking

Q3 Seed Grants: Focus on Inspire

Why

Wikipedia's gender gap is persistent. Few projects emerging organically at scale.

What

New focus, experiments and project leaders are needed to reduce systemic bias.

How

Global campaign to proactively source new projects aimed at increasing gender diversity.

1.

Ideas sourced in
IdeaLab

2.

Community
organizers connect,
mentor, develop

3.

Committee selects
top projects

4.

WMF supports high-
potential projects

Q3 Seed Grants: Inspire Planning

When

March 4th: Launch campaign

April: Grant selection

April-July: Project evaluation

Priority language communities

English Spanish

Arabic Ukrainian

Telugu Malayalam

Budget

\$250,000 for funding projects

(left-right, top-bottom)

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Funding advisors:
8 committee members so far...



Kimi Lawrie
Design



Frances Hocutt, Jeph Paul,
Jon Harald Søby, Hahc21
IdeaLab Build

Skud + team
Community organizers



Siko Bouterse
Strategy & Team Builder



Jonathan Morgan
Researcher & IdeaLab PM



Alex Wang
Program Officer

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Q3 Seed Grants: Inspire Goals

Source and support **20** new gender-focused projects

Upgrade IdeaLab for Inspire campaign

Establish better baselines for gender contribution & content

Target 1: 200+ currently active women editors, 1000+ newly registered women, 1500+ women involved

Target 2: increase in non-male classified gendered content (3% large wikis, 5% medium wikis, 7% small wikis)

Target 3: at least 50% of project leaders supported are women (increase from <30%)

Automated idea recommendations

Campaign splash page and leaderboard

Friendly space policy

Target 1: 10x increase in IdeaLab participants/month (=500+)

Target 2: 20x increase in new ideas/month (=100 ideas)

Aggregate baselines from Inspire-supported projects

Evaluate experimental methods for measuring gender in content & contributors

Increase in gender-focused reporting in Education program, APG

What we're learning

Q3 Proactive Grantmaking

IdeaLab, IEG, PEG

Q3 Seed Grants: Exploring gender-tagged content baselines

language	tagged, non-male	tagged, all	% non-male (Oct 2014)	% change (from 2013)	total articles	active editors
Arabic	6069	43973	14%	1%	291,578	754
English	186361	1202339	15%	-3%	4,656,030	31,819
Spanish	37889	237414	16%	-1%	1,117,161	4,142
Malayalam	1234	6595	19%	2%	37,074	61
Telugu	653	2774	24%	5%	58,792	57
Ukrainian	11505	84130	14%	-2%	523,520	756

Data pulled from MaximillianKlein's WikiData research project: <http://notconfusing.com/category/type/research/>

Concerns to monitor:

Need to provide ongoing operating support in PEG for “Growth grants”

Our responsive grantmaking is appreciated by the communities who are already using our grants

Using edit-count-targeted CentralNotice banners to engage users is a blunt instrument

LCA notes community concerns with CentralNotice. Could a smarter notification solution serve LCA, TWL, Inspire and beyond?

concerns about banners:

*page bumps when extra query loads banner

*post-fundraiser banner blindness & ad blocker considering CN blocking

Q3++ Seed Grants: Key needs

Research support to better measure gender content/contributor outcomes > in discussion w/ analytics research team

Scaled solution for bringing users to campaign > notifications?

On-wiki front end developer > potential to grow this capacity in-house to stop recreating wheel for each new project?



**Community Research:
Global South**

Background: Biggest opportunity for WMF to affect largest number of people is with GS non-readers online today

	Already online today			Not yet online today
	Current Contributors	Current Readers	Not currently Readers	
<i>World</i>	~70K	~0.5B	~2.5B	~4.2B
<i>Global South</i>	~14K (20%)	~0.15B* (30%)	~1.6B (64%)	~4B (95%)
Access & Infrastructure	Sufficient access & infra. to contribute	Sufficient access and infra. to read	Sufficient access and infra. to read	No or nascent access & infrastructure
Awareness <i>Exposure and understanding of the projects</i>	Adequately aware of the Wiki projects, potentially more broadly than their home wiki	Adequately aware of the Wiki projects they read	Largely unaware of the Wiki projects	Largely unaware of the Wiki projects; very small group using Offline WP
Motivation <i>Interest in engaging in the content or the movement</i>	Motivated to contribute content	Interested in reading; multiple dimensions involved in conversion to editors	no awareness = no motivation	Potential obstacles in: cultural/behavioral norms, perception of reliability

Note: Population estimates as of July 2014; (*) Assumes proportion of readers from the GS follows proportion of page views (~30% of total page views from Global South)
Source: [Internet Live Stats](#) (Elaboration of data by ITU, United Nations Population Division, Internet & Mobile Association of India (IAMAI), World Bank)

Potential interventions for each group:

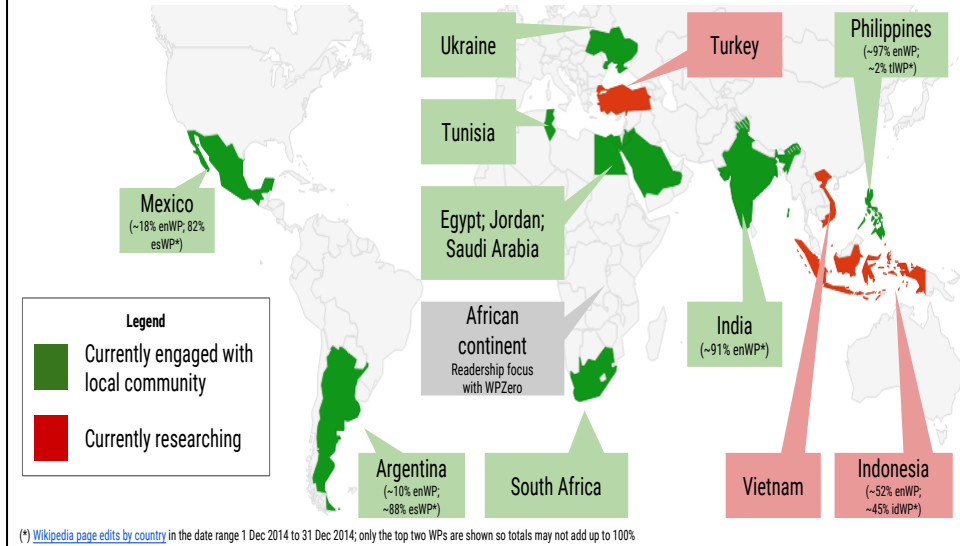
Current Editors: Capacity/capability building

Current Reader: Education program, Editing courses (but **not** general-audience single-session outreach)

Currently online, but not readers: WPZero, Awareness campaigns

Soon to be online: WPZero, Offline WP

Background: Focused on 10 GS regions, selected based on population size, active editors, community capacity



Global South: What we did

Q2 activities focused on understanding community context and assessing health & development opportunities

Ended the Catalyst programs in India & Brazil

- **Stopped investing in proactive work in Brazil** (did not renew partnership)
- **Integrated CIS partnership into standard APG** program, ending its exceptional status
- Held large in-person **community consultations** in both with top online and outreach contributors

Conducted research into community health and development needs

Three main pieces of **research to understand communities on-/off-wiki**:

1. Social mapping of on-wiki interactions
2. Global South survey of readers and contributors
3. Community Development Framework for community enablement

Results

- **Restored (some) community trust** in Brazil and India
- Identified potential activities to support different Indian communities
- **26** social maps created, ~50% of which were of Global South communities
- First survey of ~47K Global South readers and contributors
- Currently scheduling interviews with **20** Global South communities

Global South: What we're learning

Main lesson learned from the Catalyst programs

Endorsement and active interest by the community is *essential* for effective deployment of paid staff

- Seeking to skip this was the biggest design flaw of the original catalyst projects. It was at the heart of ongoing difficulties in both India and Brazil.
- We (and other Wikimedia organizations) need to continue to maintain trust and be effective with our communities through well-designed and high-mandate **community consultations**.

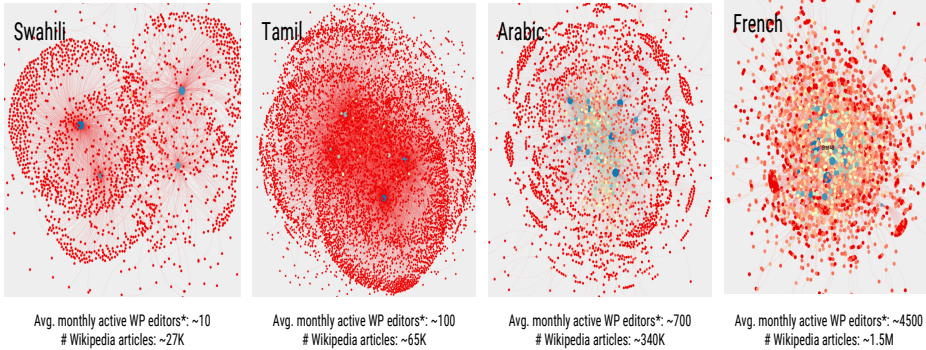
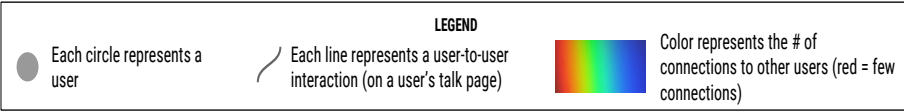
Broader Global South lessons learned

Most groups are in need (and would welcome) proactive support in *strategy and non-financial resources*

- Monthly check-ins seem effective and appreciated.
- Contact breeds trust; trust breeds initiative.

Without guidance, groups default to the obvious, even if ineffective (e.g. general-audience single-session outreach)

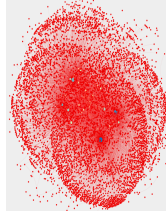
User talk page interactions revealed evolving forms of community communication, varying by community size



Increasing number of Wikipedia editors ➔

Note: Social maps generated from interactions on User talk pages only; the more connections with other users, the closer a user is brought toward the center;
 Data notes: Article count as of Dec 2014; (*) Average calculated over Sept 2013 to Sept 2014

Preliminary information on a community's context is being built out by combining multiple pieces of research



Tamil community

Avg. monthly Active editors* ~95

Percentage Males	77% in Readers (2170 total) 76% in Contributors (478 total)
Access through Computer only**	80% (1874 total)
Translate articles to their language ¹	17% (287 total)
More contributions if acknowledged ²	45% (1125 total)



Arabic community

Avg. monthly Active editors* ~660

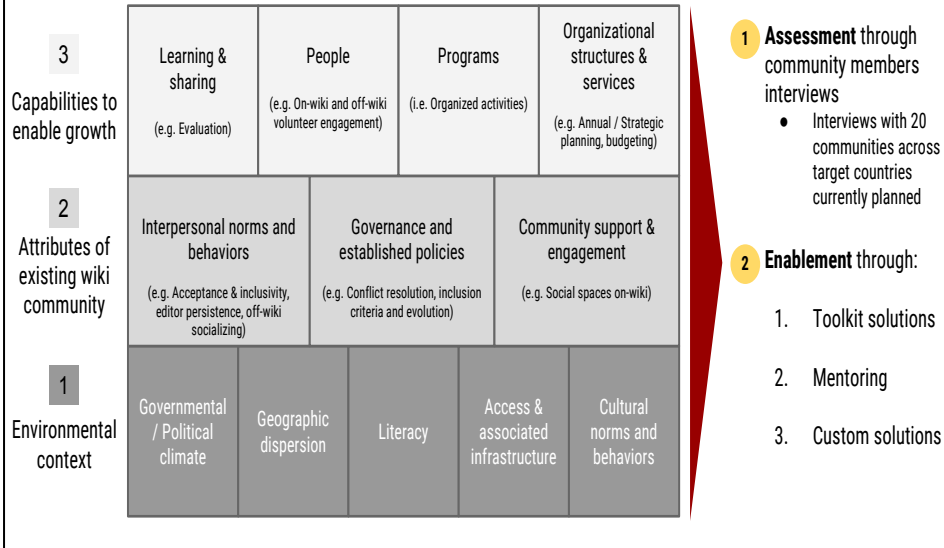
Percentage Males	70% in Readers (5220 total) 70% in Contributors (967 total)
Access through Computers only**	79% (4143 total)
Translate articles to their language ¹	25% (559 total)
More contributions if acknowledged ²	49% (2554 total)

Note: Social maps generated from interactions on User talk pages only; Global South survey conducted in 2014;

* Average calculated over Sept 2013 to Sep 2014;

** Includes both readers and contributors from both desktop and laptop computers; (1) Contributors only; (2) Non Contributors

Deeper assessment of a community's challenges & opportunities to be done through new "Community Empowerment Framework"



Global South: What's next

Goals for Q3 and Q4

Objective	Key Activities and Measures of Success	ETA
Implement core impactful programs (Healthy communities)	<ul style="list-style-type: none"> At least 3 national/regional WikiConference events take place in GS countries 	Q4
	<ul style="list-style-type: none"> At least 5 GS groups actively involved in utilizing/distributing TWL 	Q4
	<ul style="list-style-type: none"> At least 3 GS groups set up <i>recurring, low-barrier</i> activities 	Q4
Create content partnerships (Quality content)	<ul style="list-style-type: none"> Two GS groups supported in creating effective content partnerships with significant cultural institution in GS; integration of content from partnership on-wiki 	Q4
	<ul style="list-style-type: none"> Three APG grantees supported in effecting partnerships on Global South content (including GN partnerships regarding GS content) 	Q4
Capacity development for select GS communities	<ul style="list-style-type: none"> Publish Capacity Development Framework (CDF) 	Q3
	<ul style="list-style-type: none"> Map 10 major GS communities in terms of CDF 	Q3
	<ul style="list-style-type: none"> At least 5 GS groups self-assess with CDF and identify requested support 	Q3
	<ul style="list-style-type: none"> Major resources (PEG/IEG info; program resources) available in major GS languages (ES, PT, AR, ID, RU) 	Q4

talk about WikiArabia (from comments)



Questions & Discussion