

Wikipedia,
the free encyclopedia,
that anyone can edit

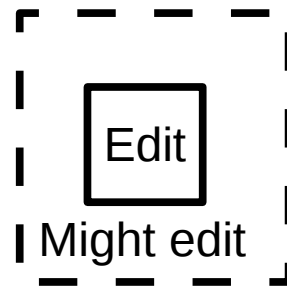
Wikipedia,
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Endless possibilities!
Bring knowledge to the world!
Educate the youth!
You can do it!

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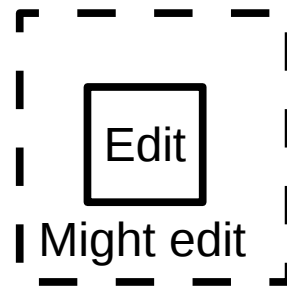
Yet, very few contribute.

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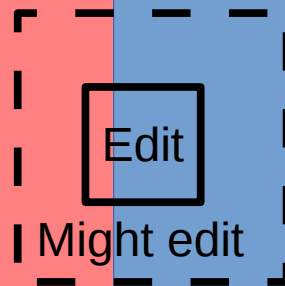
Most people never edit.

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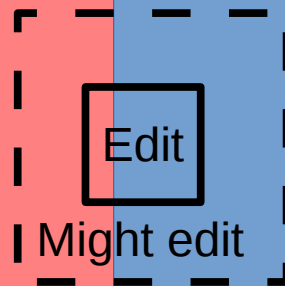
And when we look closer...

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Most editors are men!

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Why don't women edit?

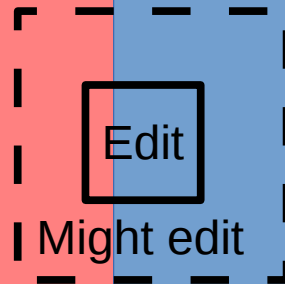
Wikipedia, the free encyclopedia, that anyone can edit

Maybe not so friendly

Don't have time

Not interested

Looks difficult



Why don't women edit?

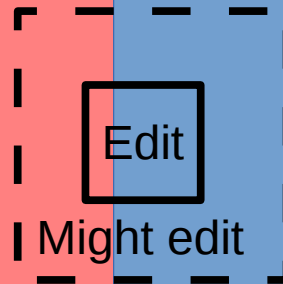
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Maybe not so friendly

Don't have time

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Looks difficult



So, we need to fix all that?

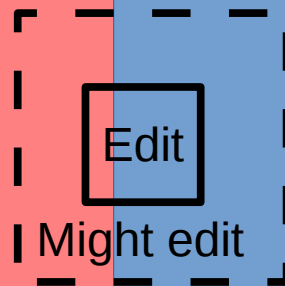
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Maybe not so friendly

Don't have time

Not interested

Looks difficult



But, hey, wait a minute...

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Maybe not so friendly

Don't have time

Not interested

Looks difficult

Maybe not so friendly

Don't have time

Not interested

Looks difficult

Edit

Might edit

Men say that too!

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Maybe not so friendly

Don't have time

Not interested

Looks difficult

Maybe not so friendly

Don't have time

Not interested

Looks difficult

Edit

Might edit

Most men never edit.

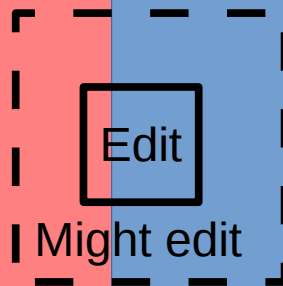
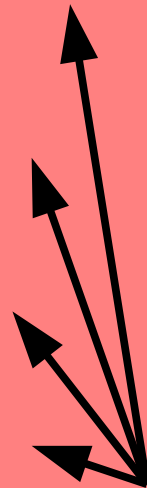
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Maybe not so friendly

Don't have time

Not interested

Looks difficult



Maybe not so friendly

Don't have time

Not interested

Looks difficult



Not our recruiting target.

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Maybe not so friendly

Don't have time

Not interested

Looks difficult

Maybe not so friendly

Don't have time

Not interested

Looks difficult

Edit

Might edit

Here's our recruiting target.

Wikipedia, the free encyclopedia, that anyone can edit

Maybe not so friendly

Maybe not so friendly

Don't have time

Don't have time

Not interested

Not interested

Looks difficult

Looks difficult

Edit

Might edit

We need to find them!