

“Imagine a world in which every single human being can freely share in the sum of all knowledge.

That's our commitment.”

Jimmy Wales

Nyenrode

Lodewijk Gelauff

January 2011



# This presentation

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Expect:

Introductions, explanations and exclusions

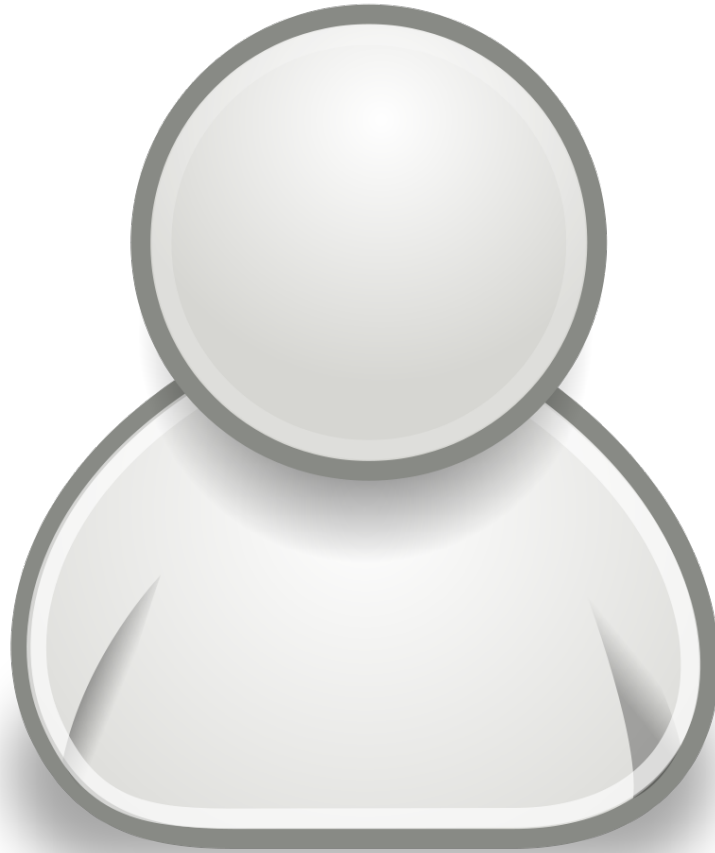
Do not expect:

“The answer to life, the universe and everything”



# Who?

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# Wiki-what?

Wiki: software

Pedia: encyclopedia

Wikipedia:

Collaboration

Never finished

# Wikipedia

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Top-10 website

400 million+ unique visitors per month

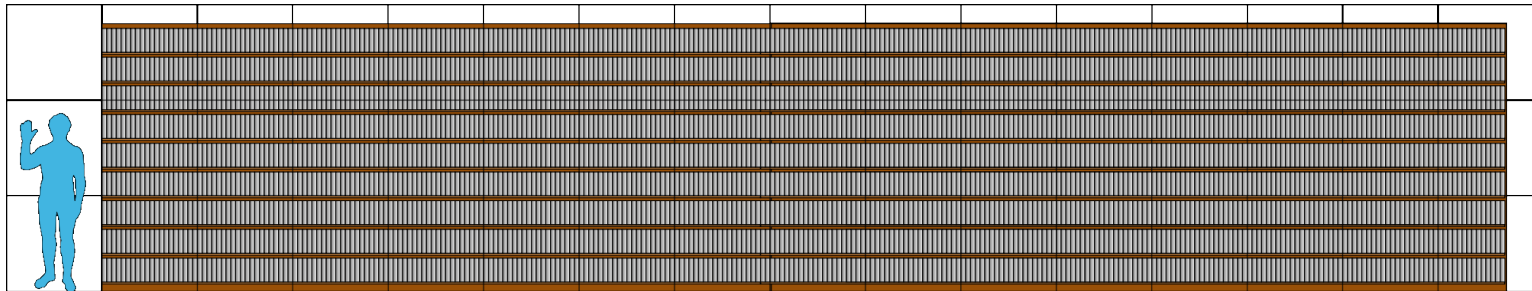
7500 new articles per day

Volunteers

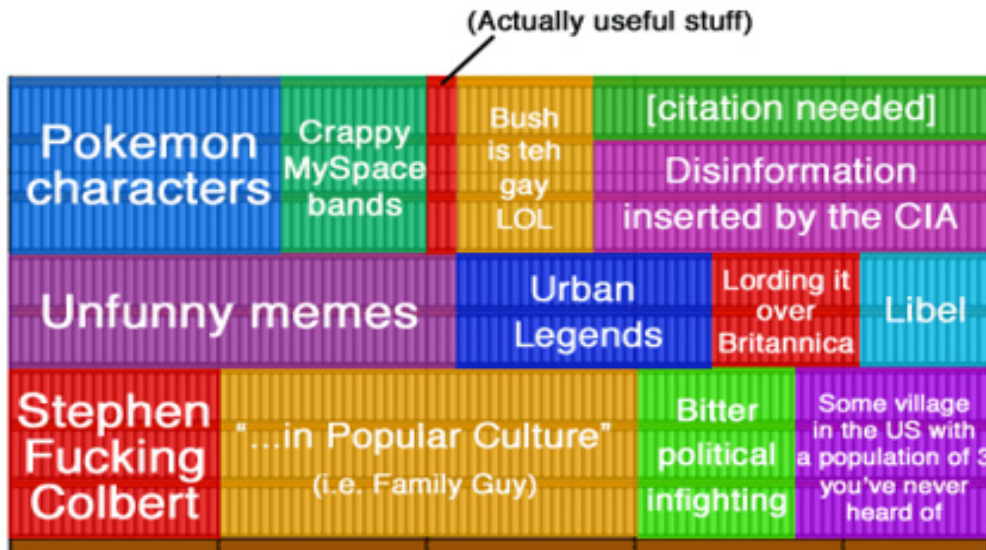


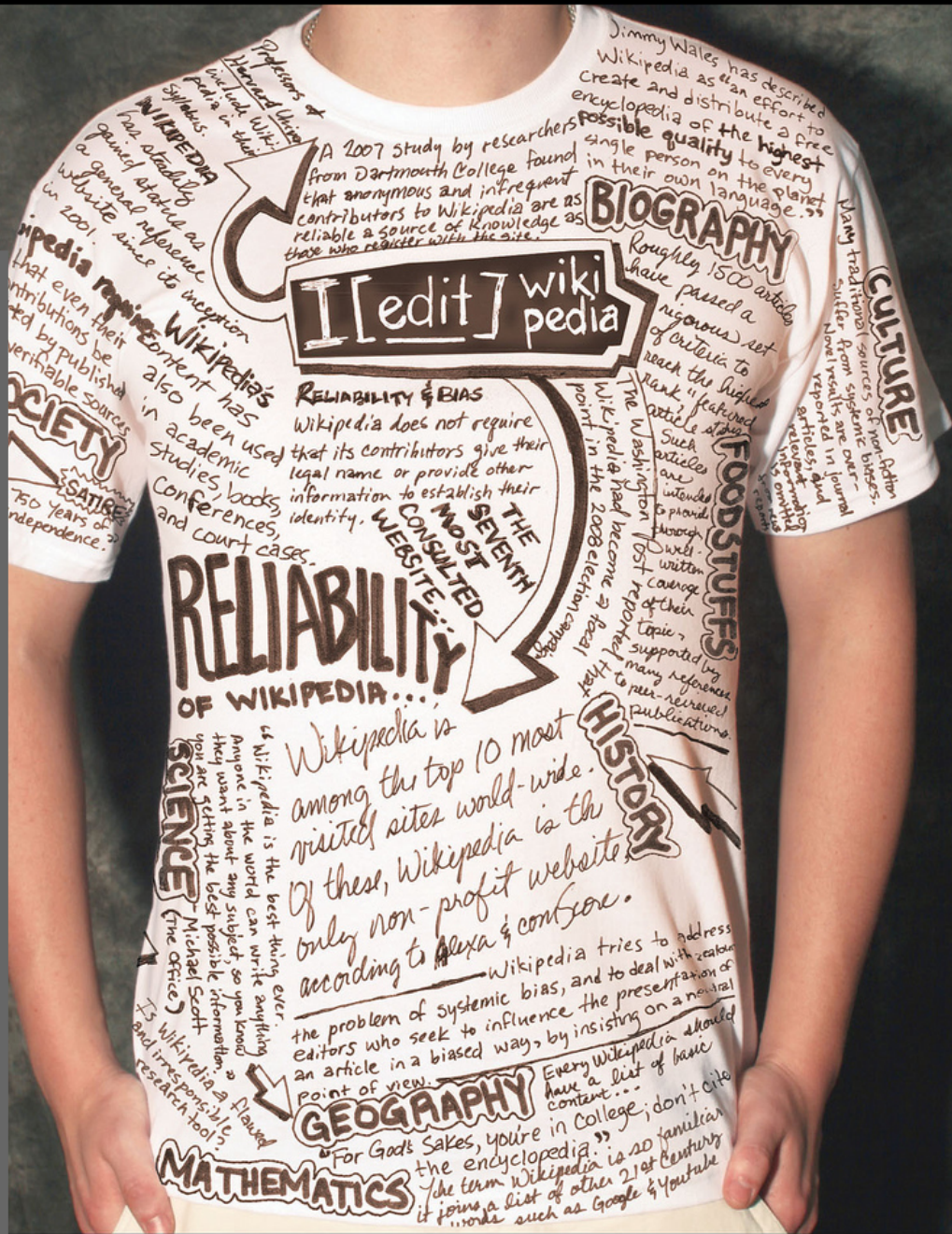
# Articles

Aug  
2010:



Aug  
2007:





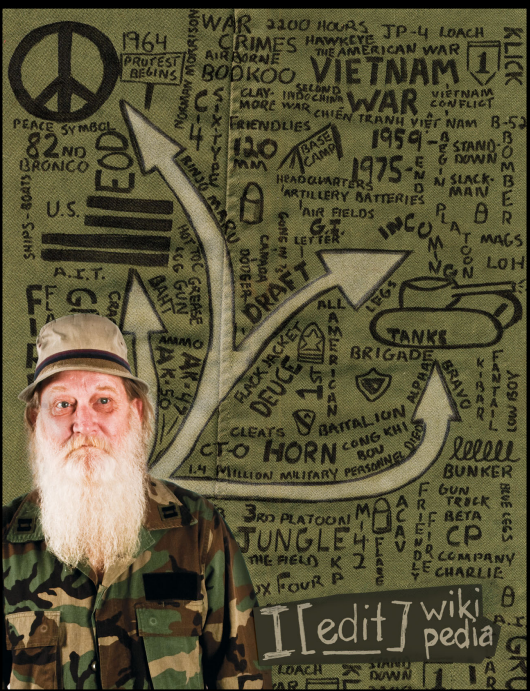
So in the beginning, anybody could edit Wikipedia.

And then anybody could edit Wikipedia.

And as of tomorrow, anybody can edit Wikipedia.

- Jimmy Wales -

On Wikipedia's New Editing Policy - NPR, August 26, 2009



# Anyone can contribute? But seriously, who writes Wikipedia?

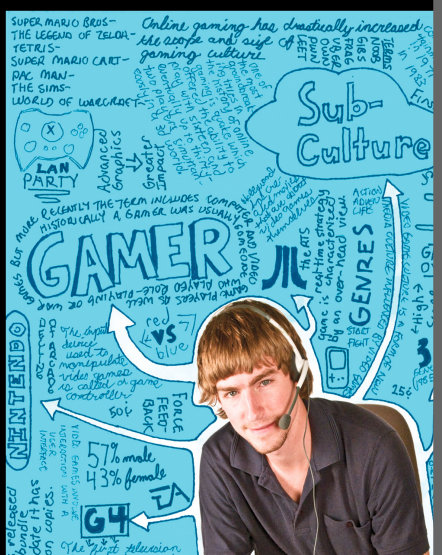
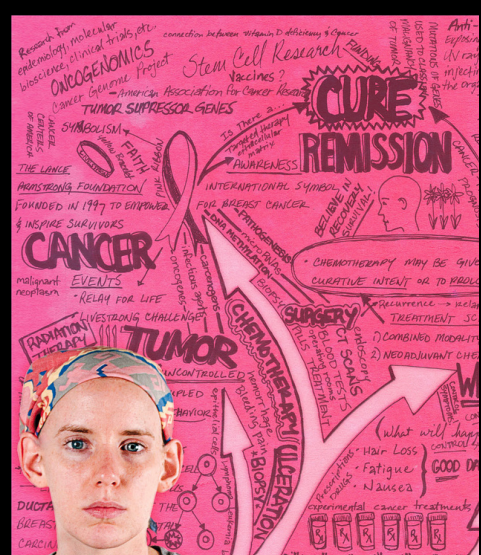
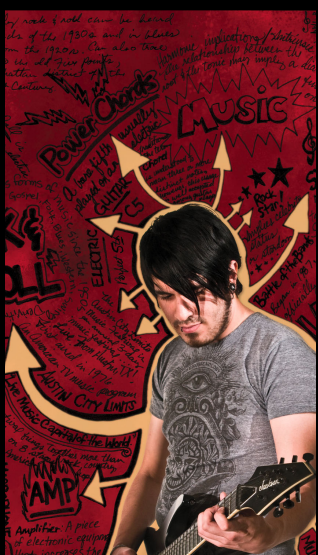
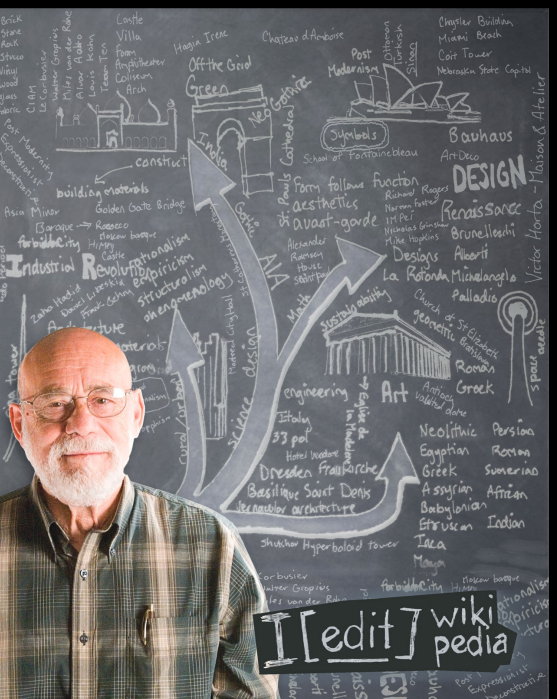
You, me, her, him, and thousands of volunteers, anonymous or not

1,2 million users

80.000 active gebruikers

10.000 very active

All volunteers





# Identity: pillars

Online Encyclopedia

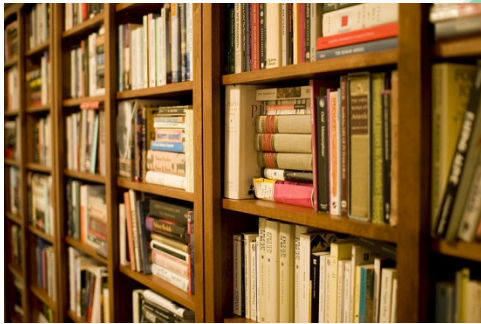
Neutral point of view

Free content

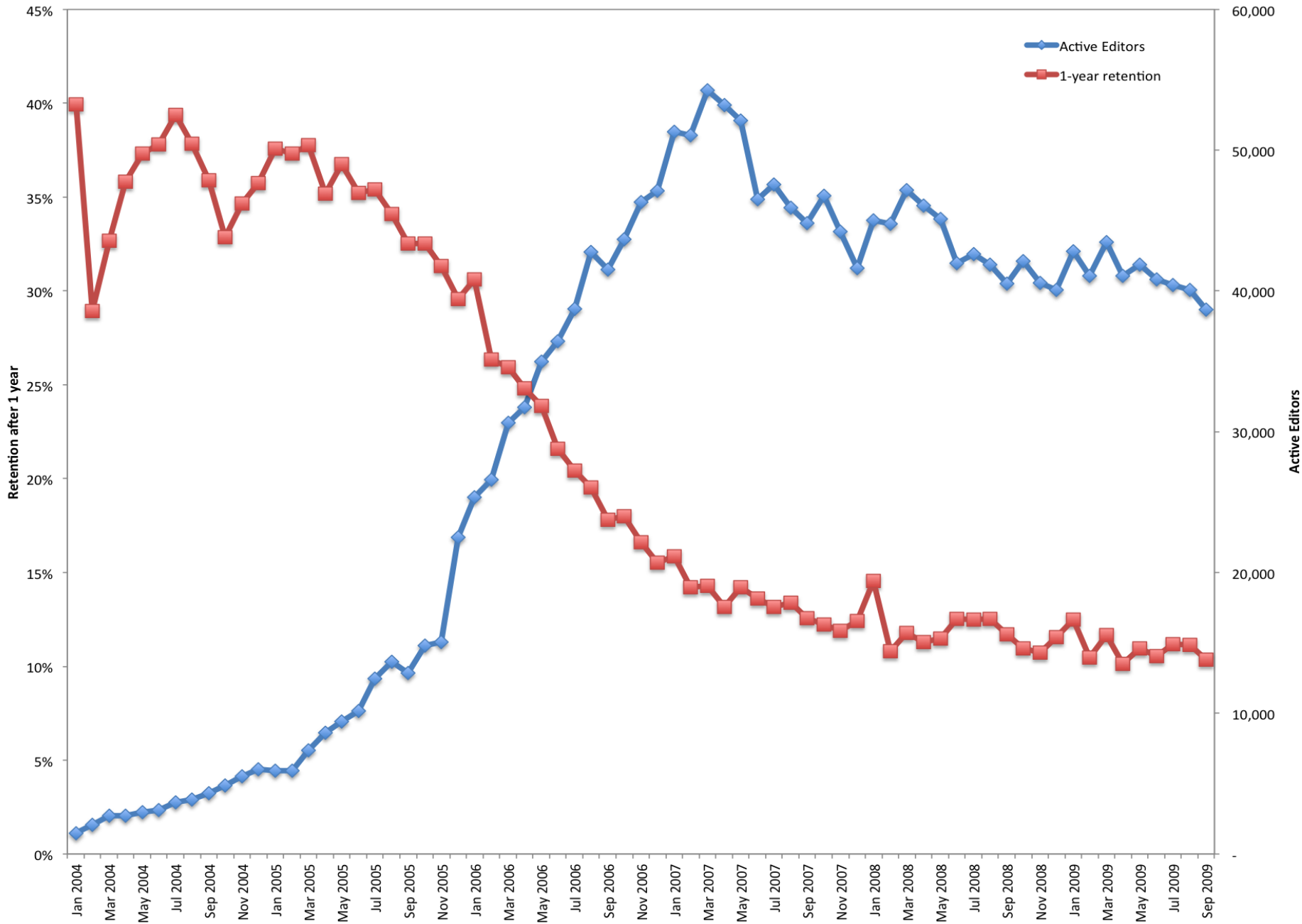
Respectful & civil

No firm rules





# Retention vs. Active Editors: English Wikipedia



# Do not panic

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Wikipedia is not dying,  
anytime soon





# Wikimedia



If everyone reading this  
donated €5, we could end  
the fundraiser today.

Please help

## Donations



# Wikimedia Nederland

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Association; 150 members, mainly volunteer based

Independent but with the same mission

Several activity areas:

- Public events (Wiki Loves Monuments)
- Collaborations with cultural heritage institutions (Tropenmuseum etc)
- Community support through internal events (conferences, meetings)
- Supporting rest of Wikimedia movement (keep the site up)
- Outreach



# Question

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€ 10.000 & 200 volunteer hours

Raise awareness at a large audience that Wikimedia Nederland is a **charity** that depends on public donations.

Raise awareness at a large audience that Wikipedia and other Wikimedia projects are dependent on the knowledge of its users, that the projects can be **edited** and that everybody can add his or her knowledge to Wikipedia.

How can Wikimedia Nederland use the available budget and volunteer time in such a way, that maximum result is reached?



Be creative, think out of the box

Keep values, identify and mission in mind

Executable by 'untrained' Wikimedia Nederland volunteers

The website infrastructure will not be available by default

Don't expect a full solution for everything

Ask the right questions to be able to limit the scope





**WIKIMEDIA**  
NEDERLAND

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# Questions?

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Slides will be available online.

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# Copyright

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Slide design based on work by Delphine Ménard, Frieda Brioschi, and André Koopal.



# Questions?

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