

W I K I

G A P

E V E N T M A N U A L

ABOUT WIKIGAP

Wikipedia is the world's largest online and user-generated encyclopaedia. Its content has the potential to colour our view of the world. But there is great imbalance on Wikipedia, like in society at large.

Ninety per cent of those who add content are men. There are more than four times as many articles about men as there are about women. The figures vary by region and language, but the picture is clear: the information about women is less extensive than the information about men.

[#WikiGap](#) is an initiative originally launched by Wikimedia Sweden and the Swedish Ministry for Foreign Affairs to gather people around the world to increase the representation of articles by and about women on Wikipedia.

[#WikiGap](#) events have already been held in more than 50 countries. But there is more work to be done. And anyone can contribute.

This manual contains general guidelines, advice and tips that are intended to support, step-by-step, your work to arrange your own [#WikiGap](#) event.



EVENT MANUAL



BEFORE THE EVENT /04



DURING THE EVENT /15



AFTER THE EVENT /19



B E F O R E

BEFORE THE EVENT

BEGIN PREPARATIONS

IDENTIFY COOPERATION PARTNERS

CHOICE OF THEME

RECRUIT PARTICIPANTS

PLAN COMMUNICATIONS

LOGISTICS

BEGIN PREPARATIONS

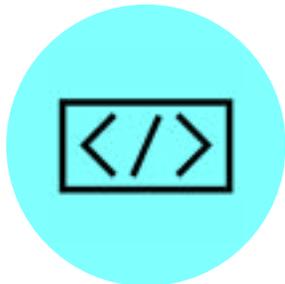
The foundation of a successful #WikiGap event lies in its preparations. It is a good idea to get started two to three months before the event.



IDENTIFY COOPERATION PARTNERS

WIKIPEDIA EDITORS – COOPERATE WITH WIKIMEDIA

Edit-a-thons like #WikiGap are most successful when experienced Wikipedia users are on hand to teach participants who lack experience of writing and editing articles on Wikipedia. The Wikimedia Foundation is a global organisation with local chapters and user groups around the world. They are non-profit associations based on voluntary work and many have their own goals of improving women's representation on Wikipedia. These local Wikimedia groups have a lot of experience of organising thematic edit-a-thons. Cooperation with the closest Wikimedia group is recommended for a successful #WikiGap event. Wikimedia can provide support, competence and marketing of the edit-a-thon.



In some countries, the local Wikimedia group employs administrative staff who can help out, and in many cases voluntary editors from the Wikipedia community get involved. In some countries and regions, the number of active Wikipedia users is small and they are often booked up far in advance. It is therefore important to plan the edit-a-thon in good time and contact Wikimedia as early as possible during preparations.



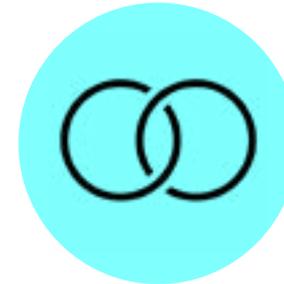
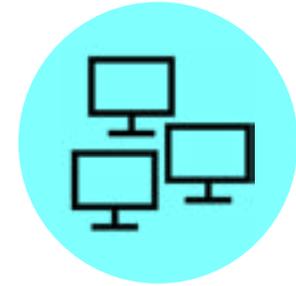
Contact details for local Wikimedia affiliates are available here:
https://meta.wikimedia.org/wiki/Wikimedia_movement_affiliates.

In places where local Wikipedia editors are not available, you should look into the possibility of offering reimbursement to the closest Wikimedia chapter to cover travel to the event. Another option is to try to connect with them via a video link. It is not recommended to conduct a #WikiGap event without support from experienced Wikimedia editors.

PARTNER ORGANISATIONS

You can also reach out to other possible partner organisations if you think it could benefit your #WikiGap event. A partnership with a local organisation with a strong commitment to gender equality issues can help to create legitimacy and local ownership. Libraries, universities and other institutions may also be able to provide a good venue with internet access and help you recruit participants.

Both UNESCO and UN Women, which have previously collaborated with Wikimedia globally, are involved in initiatives to close the internet gender gap. It may be a good idea to reach out to them too, in addition to Wikimedia, if you are looking for partners for your #WikiGap event.



CHOICE OF THEME

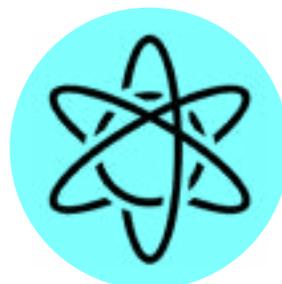
Having a theme for your #WikiGap event will help you identify gaps on Wikipedia and prepare a list of articles that can be written during the event. In choosing a theme, the following may offer guidance:

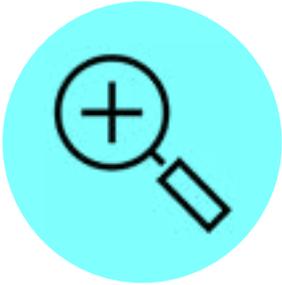
- Think about where examples of notable women may be found and see if they are represented on Wikipedia.
- Begin with topics that are currently debated and see if there is information about them on Wikipedia.
- Consult with the local Wikipedia editors, who may have knowledge of where gaps exist with regard to the representation of women on Wikipedia in different languages.
- Make inquiries in social media channels about what people think is missing with regard to the representation of women on Wikipedia.

You can also find an index of gaps that have already been identified here: https://en.wikipedia.org/wiki/Wikipedia:WikiProject_Women_in_Red/Redlist_index.

PROPOSALS FOR THEMES:

- Women in science/research
- Women in business/entrepreneurs
- Women in culture (in your country)
- Women in politics (in your country)





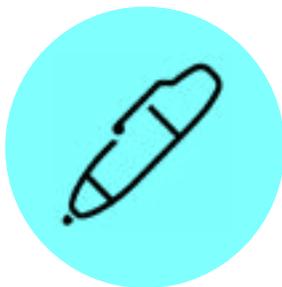
CENSORSHIP AND CONTROVERSIAL SUBJECTS

In some countries, Wikipedia is wholly or partly censored. Wikimedia's local chapters and user groups are normally well-equipped to help avoid controversial subjects or those that are restricted by censorship. Also remember that Wikipedia does not allow you to write articles about yourself or your organisation, which is seen as a conflict of interests.



PREPARE INFORMATION RESOURCES ON THE THEME

Together with your Wikimedia contact, prepare a to-do list for the chosen theme. Identify people that the participants can write about (or edit existing Wikipedia articles about) during the edit-a-thon. Even if this is not exactly what will be produced, it will help to inspire and give ideas about what the participants can help with. A prepared list shortens the time that the participants need to spend looking for information about their subject. Prepare information resources ahead of the edit-a-thon and link to them on the edit-a-thon's Wikipedia page, which Wikimedia can help you set up. A list also facilitates follow-up during and after the edit-a-thon as it makes it easier to visualise the results.



RECRUIT PARTICIPANTS

One key to a successful #WikiGap event is engaged participants who want to make a difference. You can use social media, member lists and other networks to recruit participants. There are also several other free services to market your event, such as eventbrite.com and meetup.com.

TAKE KNOWLEDGE LEVEL INTO ACCOUNT

It is important to keep in mind that computer skills in general, and about Wikipedia specifically, may vary a great deal between the participants. This should inform the goals of the event. If the overall knowledge level is low, and the event is to run for just a few hours, a significant proportion of the time will be spent showing the participants how to write and edit on Wikipedia. This will mean that the number of articles written and edited during the event will be limited. In this case, a longer event should be considered, lasting a full day or two half days. Ask the local Wikimedia group how many beginners each experienced user can instruct during the edit-a-thon. A rule of thumb is that an experienced writer can instruct approximately 10 participants.

EXPECTATIONS

It is important to have realistic expectations – with regard to participation and the number of articles produced. An unrealistic objective may lead to dissatisfaction among cooperation partners and participants.

WORKING LANGUAGE

Think about the language(s) used during the edit-a-thon. Since the English version of Wikipedia is already incredibly comprehensive, writing in English may limit the subject range. If the participants are writing in a smaller language, there are often many more gaps to fill. Participants who speak more than one language may be able to translate other participants' articles.



PLAN COMMUNICATIONS

#WikiGap provides an opportunity to create interest via traditional media and social media channels in the edit-a-thon itself and gender equality issues in general. Planning communications in advance will help you gain attention for the event.

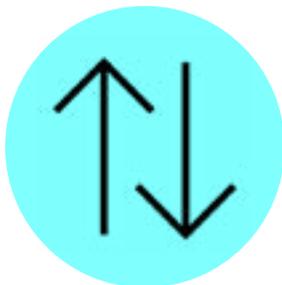
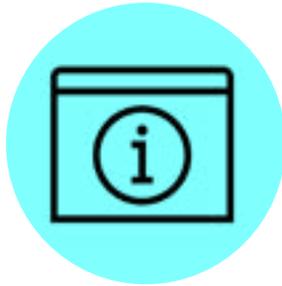
MESSAGES AND ANGLE

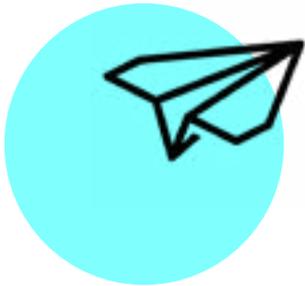
The main message of the #WikiGap campaign is the following: Together, we are creating more articles about women to achieve a more gender-equal internet – and a more gender-equal world.

The main message highlights the significant underrepresentation of women on Wikipedia, where four times more articles are about men than about women and nine out of ten articles are written by men.

To create interest for #WikiGap, a local angle is central. Try to find out information on the representation of women on Wikipedia in your country. Wikidata Human Gender Indicators (WHGI) provides real-time updates on the proportion of women biographies of all gender-specific biographies in Wikipedia's 40 largest languages. You can find more information here: <http://whgi.wmflabs.org/gender-by-language.html>.

Wikimedia's local chapters and user groups may also be able to provide some data.

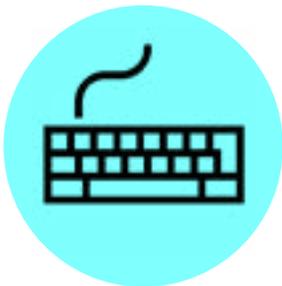




Traditional media – print and broadcast – are channels for broader impact for the event. Try to determine which journalists or media channels are most appropriate for this purpose in your country, and which way communications should be conducted for the best results. One possibility is to contact the prioritised journalist/media channel in good time before the event and offer an exclusive interview with a representative of the partner organisation, and possibly also a representative of your organisation. Continue contacting journalists/media channels in order of priority until you receive a positive response.



Invite the journalist to the event. Distribute a press release to a wider segment of national and local media channels on the day before the event and follow up with a phone call. Remember to include Wikimedia and contact information for representatives of your organisation in the press release.



Information about the event can also be shared in **social media channels** to reach many different target groups. In addition to helping to create interest in and awareness of the event, posts on social media channels can also be used to recruit participants if you want to invite members of the general public.

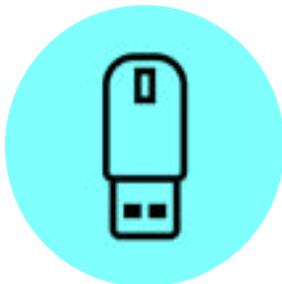
LOGISTICS



VENUE

The venue for your #WikiGap event can for instance be your own organisation's premises, a university or a local library.

Find out how many people the intended venue can accommodate, and limit the number of participants accordingly. Alternatively, estimate how many participants are likely to attend, and try to find a venue that accommodates them.



TECHNICAL NEEDS

Ensure that participants have reliable access to the internet during the event, preferably strong Wi-Fi. Some of Wikimedia's local chapters and user groups can provide portable Wi-Fi hotspots to ensure good connections everywhere. Consult with them to find out what resources are available.

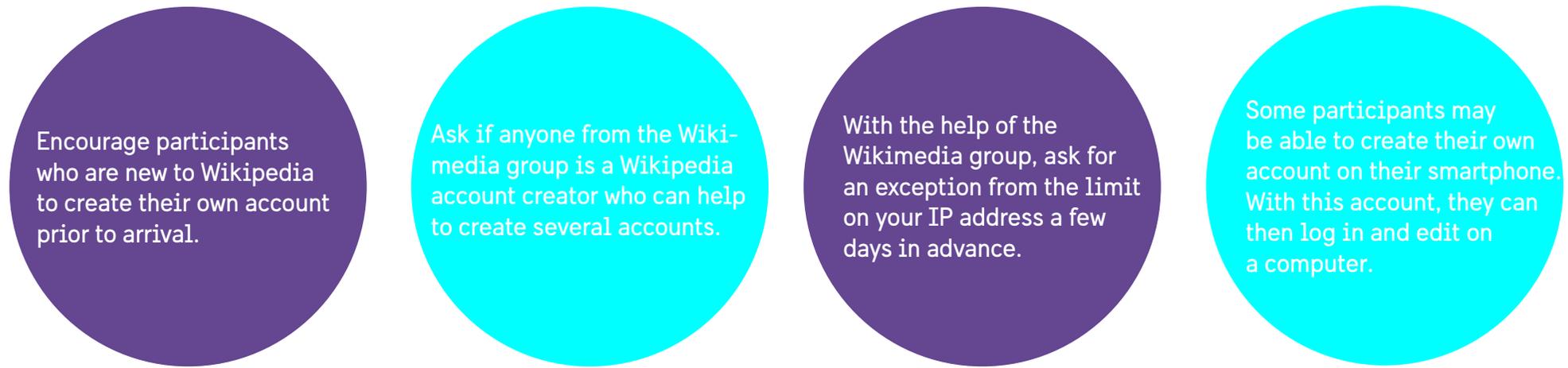


REGISTRATION

All participants should register on the event's own Wikipedia page, which the Wikimedia group can help to create. This allows you to compile statistics and capture the output and impact of your #WikiGap event.

USER ACCOUNTS

Only six Wikipedia accounts may be created from the same IP address during a single 24-hour period. If more than six people are expected to participate, you need to make sure that they all have their own account by using one or more of the following methods:



CATERING

By providing food and refreshments, participants will be encouraged to stay longer. Consider holding a reception or get-together after the edit-a-thon.



D U R I N G

DURING THE EVENT

SET-UP

TIPS AND ADVICE



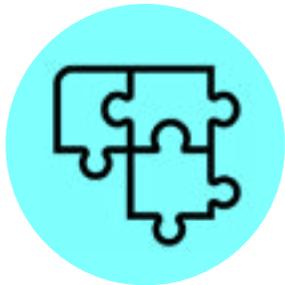
SET-UP

Begin with welcoming speeches by the organisers. If appropriate, another external speaker could be invited to add to the feminist frame. However, it is important that the initial speakers do not take up too much time so that the participants can get started with their work. If the participants do not know one another, it is a good idea to have a round of introductions. Name badges are also a good idea.



The floor is then left to the Wikipedia user or users present from the local Wikimedia group to explain to participants how to create and edit articles on Wikipedia. We recommend that the Wikipedia user goes through this process step-by-step and that participants go through these steps at the same time on their computers.

After this run-through, participants can get to work. During the process, it would be good for experienced Wikipedia users to be available to help participants.



When it is time to wind up, it would be a good idea to summarise for the participants how many articles have been published/improved as a result of their work.

TIPS AND ADVICE

COMPLY WITH WIKIPEDIA RULES

It is very important to make sure that Wikipedia's policies (neutrality, verifiability, no first-hand information) and guidelines (particularly concerning relevance and reliable sources) for articles are followed. Articles and entries that do not meet these requirements risk being deleted and the work having been for nothing. The local Wikimedia group has good knowledge of the criteria and should inform participants about these during the initial run-through so that the participants' work is not deleted after the edit-a-thon.

Document the proceedings!
Take photos!
Film!

Avoid having several participants working on the same article by asking them to provide the name of their subject. Use Etherpad or a similar tool allowing participants to edit a document together in real time.

Share updates about the edit-a-thon on your social media channels, using #WikiGap. Encourage participants to share their impressions on social media.



A F T E R

AFTER THE EVENT

COMPILE STATISTICS

COMMUNICATE THE RESULTS



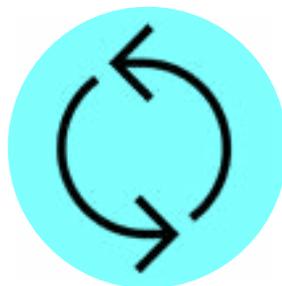
COMPILE STATISTICS

When the event is over, it is a good idea to compile relevant statistics, e.g. number of articles created and updated, number of participants, number of new Wikipedia editors and number of images uploaded. You can create a results section for statistics on the event's Wikipedia page, where participants can easily access them.



COMMUNICATE THE RESULTS

Start by contacting the journalist or journalists who reported ahead of the event and offer them access to the results before anyone else. Also offer an interview with a representative of your organisation. Sum up the experiences of the event and share them on your website and in social media. Use the compiled statistics as a way of showing the concrete effect of #WikiGap.



Highlight some of the women profiles who now have a new or updated biography on Wikipedia as a direct result of the event. Share a short description and an image on social media. Choose one or more women profiles of local relevance.

W I K I G A P