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About me and Wikimedia Deutschland

- Me
 - born 1968 in East Germany
 - Wikipedia Editor since 2003 (mainly German Wikipedia and Commons)
 - co-founder of Wikimedia Deutschland; Board Member since 2011
 - volunteer
- Wikimedia Deutschland
 - founded 2004 (first Chapter)
 - members: ~6,000 (October 2013); 2,606 (2012); 1,259 (2011)
 - donations: \$6 Mio (2012), \$4 Mio (2011), \$2 Mio (2010)

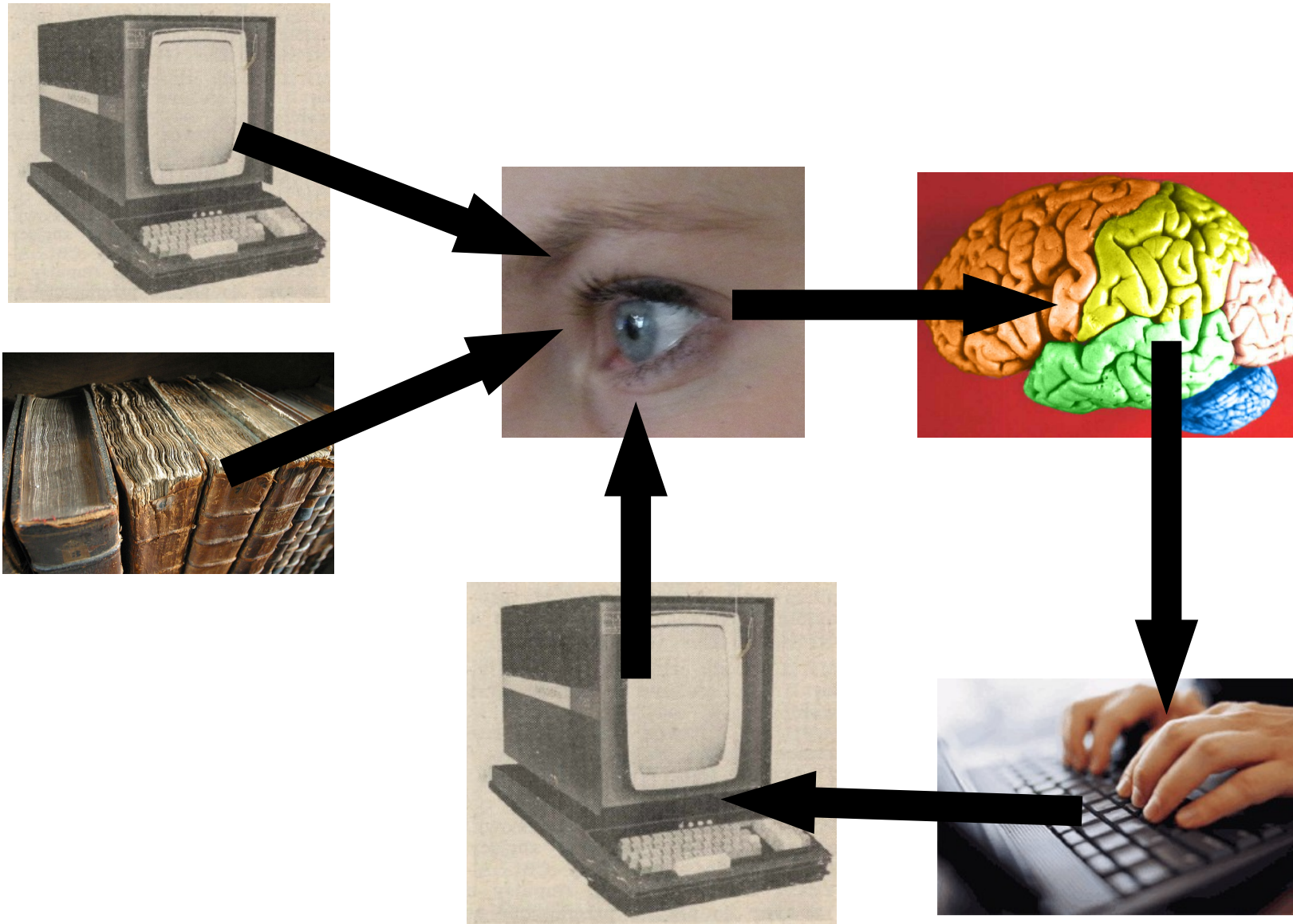
Disclaimer: I speak for myself, not in the name of Wikimedia Deutschland

Why not let the people pay for Wikipedia?

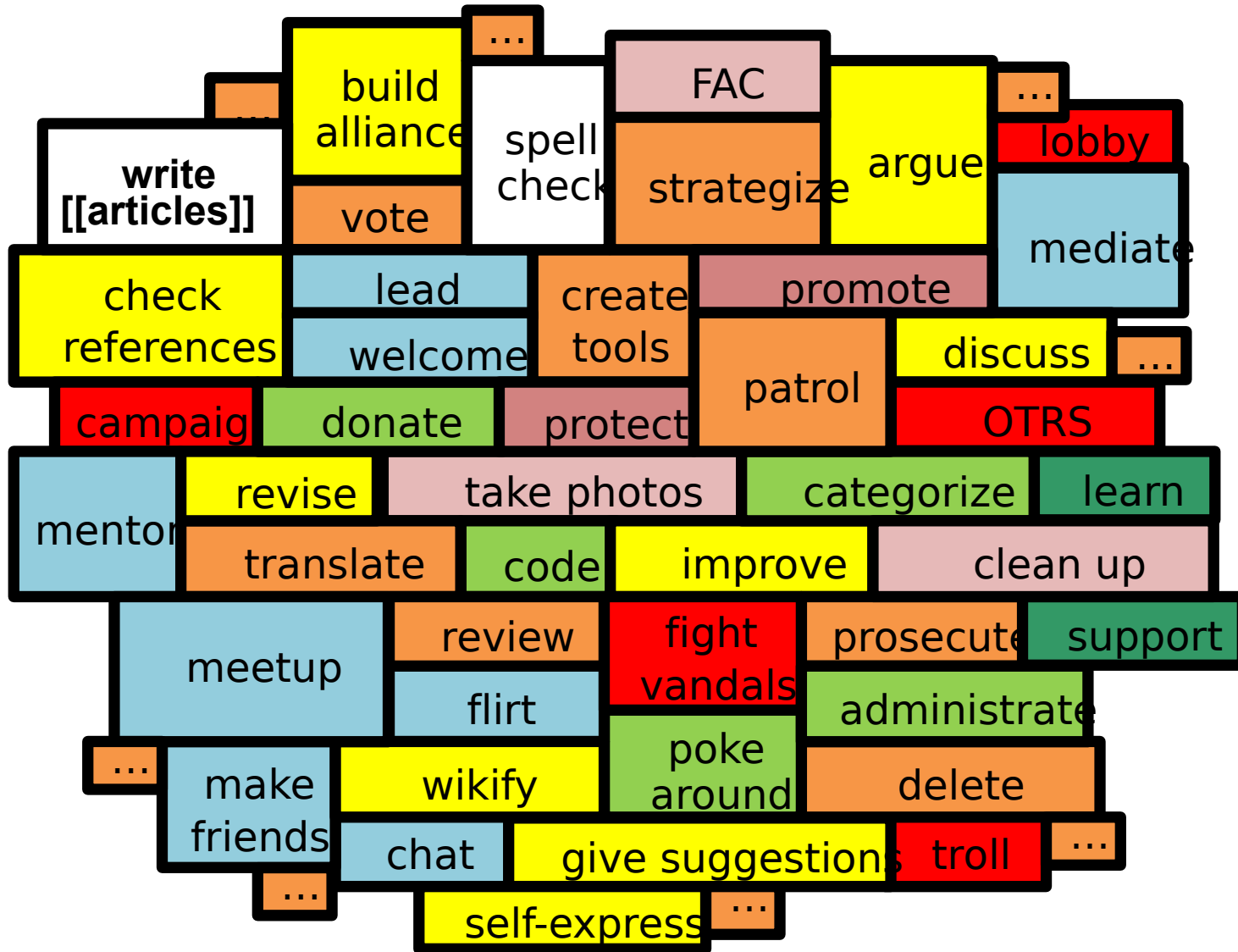
Who is „the people“ in context of Wikipedia?

- Editors
 - Create content.
 - Why?
- Donors
 - Give money.
 - Why?

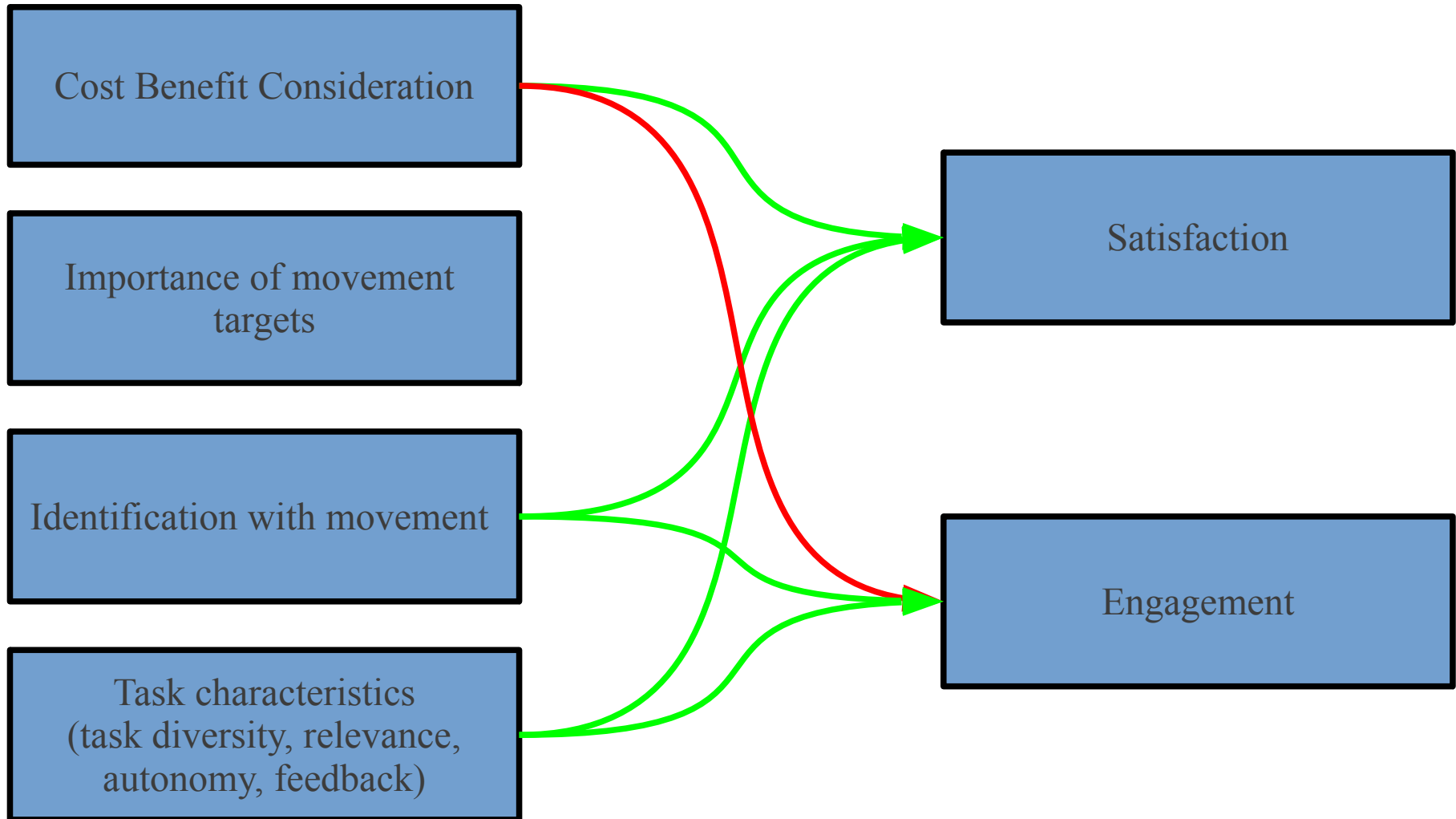
What editors do



What editors do



Editor motivation



Most editors do it not for money



The „but“: Paid editing

- Marketing, Politics, Ideology
- Practice to date: arbitrary tolerance
- Current paid contributors
 - temporary guests
 - only interested in their own articles
 - not interested in neutral point of view
 - very few from museums, archives, etc.
- Basic normative conflict: openness, anonymity, and voluntary work

Donors

I donor for Wikipedia, because...	Yes	No
I want to see no ads on Wikipedia	87%	13%
I want to protect Wikipedia from influencing and manipulation	92%	8%
I want to see an quality increase of Wikipedia content	73%	27%
I want assure free access to knowledge for everybody	85%	15%
I want to give something back to Wikipedia, that I use so often	96%	4%
I want to use Wikipedia for free further on	94%	6%

Donors survey 2011. Wikimedia Deutschland.

https://commons.wikimedia.org/wiki/File:Ergebnisse_Spender-Umfrage_2011_Wikimedia_Deutschland.pdf

Wikimedia Foundation 2012 Donations and Contributions Revenue

\$35.000.000

Wikimedia Foundation 2011–2012 Annual Report.

https://upload.wikimedia.org/wikipedia/commons/4/48/WMF-AR_2011%E2%80%932012_EN_SHIP2_17dec12_300dpi_hi-res.pdf

Conclusion

- They pay for Wikipedia.
- We ask – they pay.
- Voluntary.

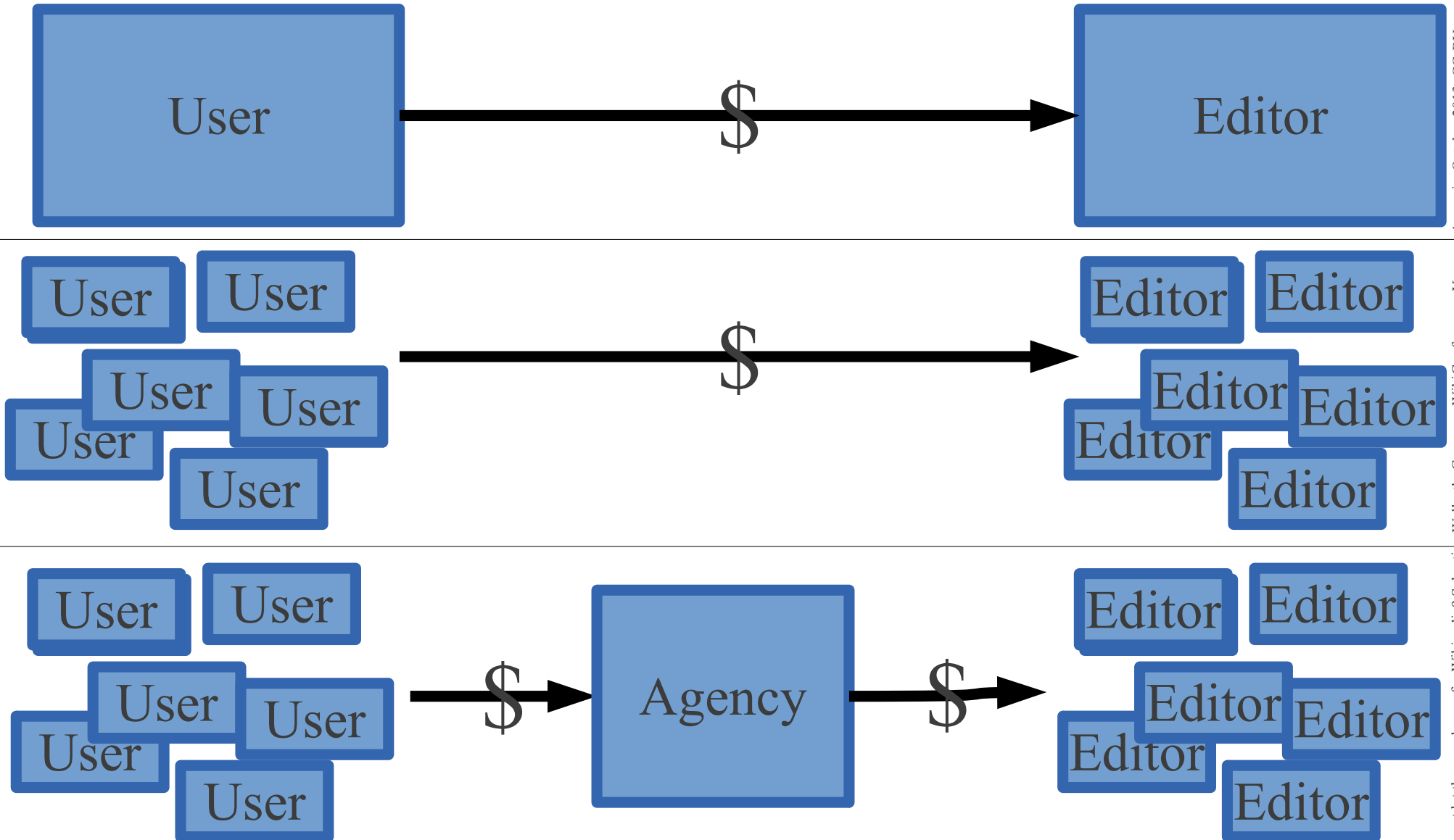
- Donors motivation
 - not to pay the editors
 - for a Free Wikipedia; for Free Knowledge

- Editors motivation
 - interesting tasks
 - identification with movement

Thought Experiment

- Let the customers (readers, re-users) pay.
- Pay the editors.
- What would be the effects of a classic business model to the Wikipedia project?

Money Flow



Editor Balance

- Armenia is a country.
 - Armenia is an orthodox christian mountainous country.
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 - Armenia (/ɑr'mi:niə/ Armenian: Հայաստան Hayastan), officially the Republic of Armenia (Armenian: Հայաստանի Հանրապետություն, Hayastani Hanrapetut'yun), is a mountainous country in the South Caucasus region of Eurasia.

Wiki-Watch's infos:

- Total:
 - Authors: 183
 - Edits: 297
 - List of references: 134
 - Links: > 1,000
- Within the observation period:
 - Authors: 9
 - MosMusy: 27%
 - HouseOfArtaxiad: 9%
 - BabbaQ: 9%
 - Zyzzzzy: 9%
 - NeroN BG: 9%
 - all others: 36%
 - Edits: 11
 - unfriendly reverts: 0
 - Protections of pages: 0
 - Visitors: 138,541

Editor Motivation

- Displacement of other motivation factors
- Shift of topic balance (interest driven → money driven)
- Divorce of communities

User Balance

- Reader
 - Frequency, Time, Device, Country, ...
- Re-User
 - Frequency, Time, Device, Country, ...
 - Modification
 - Private, Education, Business
 - Complete article, Basic information, Snippet



Conclusion

- Change of editor motivation could crash the project
- Editor share is always unfair
- Re-Use tracking is complex and money burning
- No guaranteed free access to knowledge

Questions and more Questions

Thank you.