contributors

In order to reach our 2030 knowledge equity goal it will be necessary to diversify the pool of people contributing to the projects, to expand the modalities of engagement and to open the door to new types of content that can be contributed. That is, it must be possible for the next wave of contributors to provide raw text, speech, images, video and other multimedia formats; to contribute new data in a structured way; and to perform discrete editing tasks to improve existing content. This next wave of editors must also be empowered with the tools necessary to *storify* (assemble and add context to) the raw content uploaded by others. The next wave of contributors must be able to create short form content (e.g. parts of articles) as well as *rich articles*. We're going to need to both make our contributing experiences both cheaper and easier as well as richer and more complex.

Wikipedia is currently a reading *and* editing tool, but in the next three to five years these experiences must be separated and optimized for their purpose. In this near term future Wikipedia will become a reading and recruiting entry point (driven by search traffic, and reinforced by citations across the internet) while another more purpose-built experience will be created to optimize the contributors' experience. This new experience must focus on better supporting the myriad of tasks related to uploading, labeling, editing and monitoring contributions.

Finally, we're going to need to make sure that the moderation experiences around the next contribution modalities and types are going to work for existing and new contributors (satisfying "Risker's checklist"[1]) ensuring that the content creators are happy with the new content created and it meets reader needs for quality and trust.

Sections

Modalities of Content

To diversify the pool of contributors and perspectives we must diversify the modalities of content we accept. This means that we must "open the aperture" and start managing contributions that are both richer and more complex than existing models, but also cheaper and easier.

With diverse modalities comes the new responsibilities of storifying these contributions, creating new types of editing tasks, even as other types of content creation (see augmentation et al) reduce traditional editing tasks.

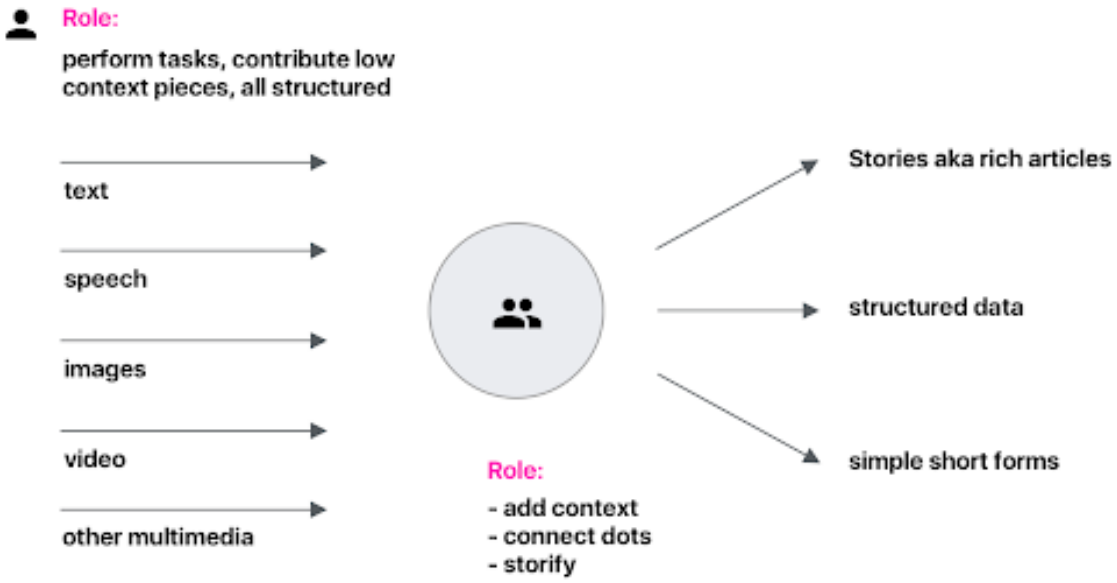
Speech

New methods like speech-to-text are vital for many use cases and audiences:

- Local languages : Languages which are less compatible with technology or where entry is difficult with traditional tools like keyboards or small screens [3]
- Oral histories (could we really write this document without mentioning oral histories?)
- Tools to support voice consumption and navigation.
- Older than average users: The typical user of voice assistant applications is a 52 year old woman [1]
- Mechanisms to augment existing content with audio, animations or other forms of more dynamic content (but not maps)

Video

Our own research has shown there is demand and need for rich content on Wikipedia [citation needed]
Our commitment to open media formats has held us back for years and we may need to find a way to find a compromise between the open source values of the



community and the modern expectations of web users.

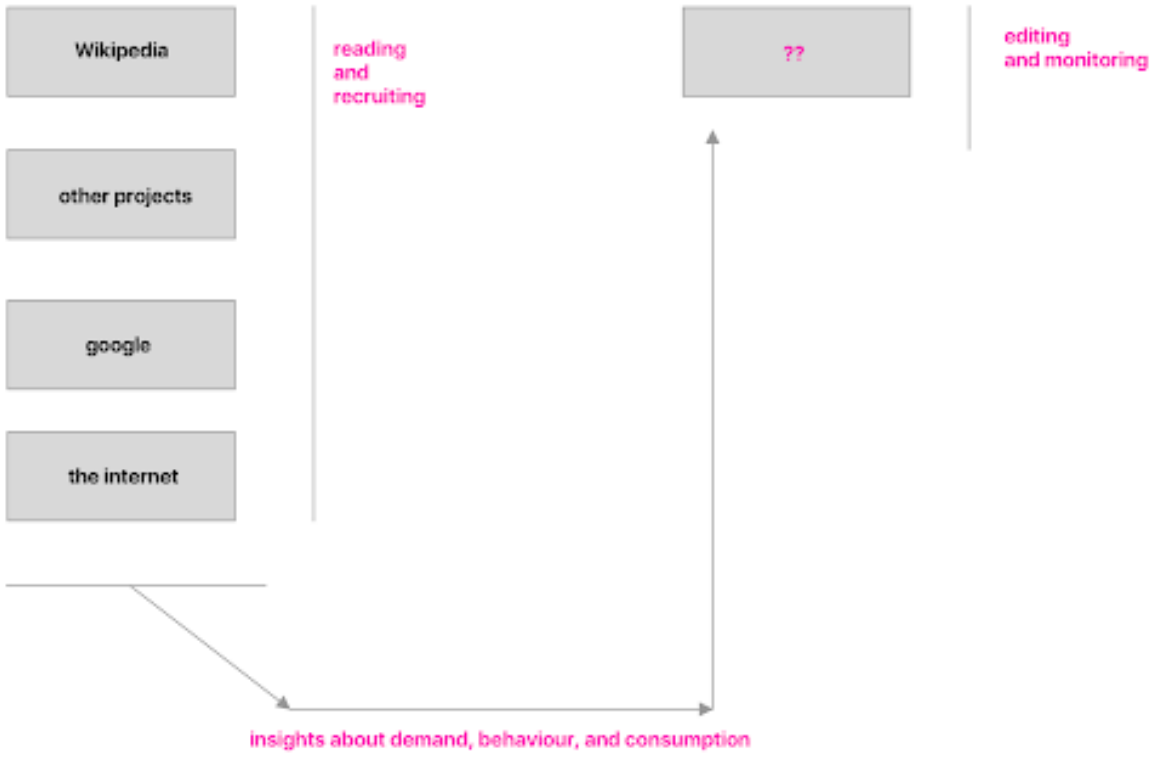
Youtube is a surging platform for procedural learning. Research shows using TAM (Technology Acceptance Framework)[1] framework, the user acceptance of this behaviour is sufficiently high enough to call it a leading place for learning. [2]

- Wikimedia should seek partnership opportunities with Youtube or Youtube like service
- Youtube could serve as a potential bypass to open source policies for video distribution on Wikipedia projects

The contribution experience

We use Wikipedia as reading and editing tool
In next 3 to 5 years, we need to separate these
Reading and editing have drastically different intentions
The funnel problem can be still solved by following method
The wall can still be tore down by surfacing information

We will need to design editing (and moderation) experiences for the rich media experiences described in the experience section. It seems likely that a new type of contributor as well as tools



will be necessary to product the type of content necessary for an omnichannel experience.

Potential framework

Wikipedia and the internet becomes a reading and recruiting place. Part of wikipedia becomes a purely editing place.

These experiences are not desktop or mobile experiences but modes of contribution that are customized to their context. They need to provide a mental map of the contribution process to make the knowledge creation process transparent and navigable to all users, new and experienced.

Machine learning, personalization and customization are fully engaged across these experiences.

The workstation

The workstations is fully customizable to the need and the role of the contributor.
Bret Victor, noted design strategist notes that the current state of digital software as it is, is a medium where you do not manipulate your environment to match your needs. Take your desk, a carpenters workbench or any other working area for example. - Bret Victor. The workstation is similar to an integrated IDE where we double down on the community's use of add-ons and specialized tools.

- Ability to create pipeline (if.... Then.... that...) workflows
- Machine Learning to cut down gruntwork
- Citation suggestions and insertions
- Seamless Integration with media and structured data
- Advance discovery mechanisms to find issues and gaps
- Clear consistent APIs for extensions.

The launchpad

The launchpad is a more intuitive, simpler contribution tools. It's a place for newcomers to get help and see what impact they are making. More experienced users have personalised feeds of things that need to be done.

We will need to provide tools that connect other knowledge related activities such as reading, browsing, researching, discussing, taking photographs, recording sounds, downloading sensor data, etc and make them available for immediate

Power editor experience - The workstation	**New editor experience - the launchpad**
Focus on productivity	Focus on impact
Discovery based on customization	Discovery based on personalisation
Share details of what happened because of others	Share details of what happened because of you
Interface is tailored and workflows are co-designed	Interface is easy to use and workflows are assigned

content creation -- think of a “publish to wikipedia” button that carries a fact and citation information straight to the article. Loose content could also be stored in the workstation for integration into content at a later time.

Authors should always be able to contribute to discussions, review other edits quickly and easily so they feel connected to the community and the project all the time.

contributions for vandalism and spam and identify tasks for later. A necessary part of increasing the number and diversity of contributors is increasing the tasks and contexts where people can contribute.

The contribution reward

Social networks have succeeded because they variably distribute the most evolutionarily compelling reward possible: approval [4]

Our ecosystem does not give consistent reward for participation in the knowledge creation process nor is there any signposting for how to progress in skill and responsibility.

The community has created some mechanisms to do this but it is not particularly accessible and the look and feel is a bit dated. We need to retain the community control but clearly support a clear model of editing and provide mechanisms and rewards that make editing and rewarding and sticky experience.

Notes

[1] https://en.wikipedia.org/wiki/User:Risker/Risker%27s_checklist_for_content-creation_extensions

[1] https://en.wikipedia.org/wiki/Technology_acceptance_model

[1] The Past, Present, and Future of Speech Recognition Technology

https://medium.com/swlh/the-past-present-and-future-of-speech-recognition-technology-cf13c179aaf

[2] User acceptance of YouTube for procedural learning: An extension of the Technology Acceptance Model

https://www.sciencedirect.com/science/article/pii/S0360131512002229

[3] W. Knight, 2016 Powerful speech technology from China's leading Internet company makes it much easier to use a smartphone. https://www.technologyreview.com/s/600766/10-breakthrough-technologies-2016-conversational-interfaces/

[4] We're Primed to Be Addicted to Social Media https://zandercutt.com/2018/09/18/were-primed-to-be-addicted-to-social-media/

Sources

N. Pangarkar Research and Insights, Other contributors[1]: A. Baso, C. Gauthier, A. Hollender, D. Horn, R. Isler, J. Katz, J. Minor, T. Negrin, M. Novotny, N. Pangarkar, O. Vasileva

[1] If your name was left off the list by mistake please contact JMinor or MNovotny