

Wikimedia Foundation metrics meeting

29 June 2017



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Theme: The future of the Wikimedia movement - movement strategy



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Agenda

- Welcomes
- Movement update
- Community conversations around movement strategy
- New Voices research findings from movement strategy
- Strategy next steps
- Questions and discussion
- Wikilove

Welcome

Requisition hires:

- Keith Herron - TechOps - MA
- David Barratt - Community Tech - FL

Contractors, interns & volunteers:

- James Hare - Learning & Evaluation- SF
- Wendy Chu - Legal - SF
- Niharika Ved - Learning & Evaluation - SF
- Abel Asrat - Community Engineering - OH
- Petar Petkovic - Product - Serbia
- Margarita Noriega - F&A - NY

Anniversaries



Ryan Kaldari (7 yrs)

Chad Horohoe (7 yrs)

Jonathan Morgan (6 yrs)

Victor Grigas (6 yrs)

Joseph Seddon (6 yrs)

Adam Roses Wight (5 yrs)

Peter Coombe (4 yrs)

Toby Negrin (4 yrs)

Keegan Peterzell (4 yrs)

Erica Litrenta (4 yrs)

Patrick Earley (4 yrs)

Papaul Tshibamba (3 yrs)

Elliott Eggleston (3 yrs)

Max Binder (2 yrs)

David Strine (2 yrs)

David Causse (2 yrs)

Leanne Schreiberstein (2 yrs)

Sarah Malik (2 yrs)

Petr Pchelko (2 yrs)

Delphine Ménard (1 yr)

Movement update



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Wikimedia Foundation highlights

- **2017 Movement Strategy conversations** -- finalized cycle 2 of conversations, debating the 5 themes that emerged from cycle 1.
- **Wikimedia Foundation v. NSA** -- the 4th Circuit Court of Appeals ruled that the Wikimedia Foundation had standing in our suit against the NSA. The case was remanded back to the District of Maryland for further proceedings.
- **Code of conduct** -- Members of the Wikimedia tech team and volunteers launched the new code of conduct for Wikimedia technical spaces.
- Foundation staff marched in the **San Francisco Pride parade**, and got a recognition for our work to support free knowledge.



Coming up in July

- **WikiWomenCamp. July 6 - 9.** The conference will bring together volunteers who identify as women from around the world to engage in discussion around the gender gap-related topic in the Wikimedia movement.
- **Remote week. July 24 - August 4.** Foundation staff can participate in remote working weeks from July 24 - August 4.

Community conversations around movement strategy



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Marco Correa Pérez

President of Wikimedia Chile



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Strategy process in Spanish

- Individual contributors
- Organized groups
- New Voices

Strategy sessions at Iberoconf 2017

D. La fuente de conocimiento más respetada

Trabajaremos hacia un contenido cada vez más preciso y verificable. Para 2020, los proyectos Wikimedia serán vistos como la fuente de conocimiento libre más confiable, de alta calidad, neutral y relevante en el mundo. Aumentaremos la credibilidad del conocimiento disponible y mejoraremos nuestros estándares de contenido verificable y neutral. Invitamos a expertos a unirse a nosotros. Ayudaremos a la gente a entender cómo nuestro proceso nos hacen confiables. Mostraremos a la gente la información más relevante donde y cuándo la necesita.

Buenos Aires, Argentina

June 10-12, 2017

Experts & partners meeting

Santiago de Chile, June 6th, 2017.

Organized by Wikimedia Chile.

8 experts + 6 wikimedians.



Agenda

- Presentation
- **The future of free knowledge**
- Coffee break
- **The future of Wikimedia**
- Final message to Wikimedia



Outcomes

- **Openness and diversity** of the process were highly valued.
- Most of the people considered **theme A the most important**.

Ivonne Kristiani

Deputy Chair -- Wikimedia
Indonesia



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Wikimedia Indonesia

Activities:

- Online surveys
- Expert interviews
- External outlook - panel discussion for WMID strategy
- Movement strategy salon (coming up! July 11)

Online surveys

Key themes:

- Improvement of contents' quality and quantity
- Trustworthiness of the projects
- Increased awareness
- Inclusiveness



Expert interview insights

- **Data visualization** -- The future of data is visual and interactive. Many prefer infographic formats. Wikipedia's UI is unattractive.
- **Wikipedia awareness** -- Wikipedia has a large readership base in Indonesia, but an extremely low awareness of how it works. Most people don't realize that they could contribute to Wikipedia.
- **Wikipedia's open model is seen as a weakness** -- Those who know that everyone can edit Wikipedia saw this as a weakness instead of a strength. Especially among academics and in universities where Wikipedia is still considered unaccountable.
- **Information retrieval** -- The model of information retrieval has greatly changed and Wikipedia is in the position to play a big role. However, there is a lack of quality and diversified content.



External outlook

Jakarta | May 28, 3-7pm

Topics:

- Fake news and online media
- Big data and digital knowledge
- Beyond data: The implementation of open education in Indonesia



Movement strategy salon

Coming up on July 11,
Jakarta, Lara Djonggrang Restaurant

Some of the Invitees:

- Humanitarian Open Street Map
- Data Science Indonesia
- Open University Indonesia
- Open Data Lab
- Lontar Foundation

Tomasz Ganicz

President - Wikimedia
Polska





Wstęp do Strategii Ruchu
Wikimedia 2030

Konferencja Wikimedia Polska
3 sierpnia 2017
Bydgoszcz

Wikimedia Polska meeting with experts

Wikimedia Polska - meeting with experts

- Warsaw, June 5 | 6-10 pm.
- “Czerwony Wieprz” Restaurant
- 14 experts
- +3 Wikipedians

Attendees

GLAM people

Piotr Cywiński - CEO of Auschwitz Museum

Piotr Rypson - Vice-CEO of the National Museum in Warsaw

Marcin Wilkowski – historian, Initiator of the Polish edition of THATCamp

Hanna Wróblewska - CEO of Zachęta National Gallery of Art

Katarzyna Zielonka – head of Digitisation at the National Institute of Museology and Protection of National Heritage (NIMOZ)

Others

Sylwia Czubkowska - journalist (Newsweek Polska)

Waldemar Kuczyński - former Minister of Privatisation

Mirosław Filiciak - Ph.D., DSc. Head of The School of Ideas, SWSP University in Warsaw

Contemporary female artist who wanted to stay anonymous

NGO people

Jarosław Lipszyc – CEO of Modern Poland Foundation

Marta Puciłowska - CEO of “Schools with Class” Foundation

Alicja Pacewicz - CEO of Citizens’ Knowledge Foundation

Alek Tarkowski – CEO Centrum Cyfrowe Projekt:Polska

Krzysztof Siewicz – main creator of the Polish adaptation of Creative Commons licenses, Ph.D. lawyer



Agenda

- Presentation about strategy process and where we are now (~30 min)
- Dinner and informal talks (1 hr)
- General discussion about 5 themes of Cycle 2 (around 1 hr)
- Split into 2 groups (2 hrs)
 - a. A & C themes
 - b. D & E themes
- Final conclusions (30 min)



Outcomes

Retention of users

“Too strict editing control is based on fear that Wikipedia can be destroyed by trolls and hoaxes - the trust and assuming good faith should be re-established; doing anything due to fear is always counter effective.” - Piotr Cywiński

“The real threat is that there is very few young people starting editing; Wikipedia community is aging.” - Anonymous

NPOV and accuracy

“...in countries like Sudan or Russia [...] covering themes which are taboos for local governments may end up in blocking; so a trade-off of omitting some content is need in order to reach such places or we must be ready to leave these places in order to stay 100% NPOV.” - Waldemar Kuczyński ... but ...

“The big advantage of Wikipedia is that it is ongoing never-ending dispute about everything.” - Jarosław Lipszyc ...but...

*“The danger is ‘anti-intellectual democracy’ - the general attitude that traditional intellectuals' knowledge is useless and biased. It may affect Wikipedia by removing scientific knowledge and replacing it with pseudoscience and popular common sense.”
- Sylwia Czubkowska & Mirosław Filiciak*



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All agreed that...

“For younger generation[s], well sourced content doesn’t matter; they rather expect that trustworthy content is the one which is not manipulated, so the more important is to keep NPOV than verifiability.”

- Marcin Wilkowski



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Lessons learned

1. A variety of people in one room makes discussion more fascinating, but...
2. The dispute with one another takes time and it is not only about Wikimedia Strategy
3. One must push experts to focus on themes, but it is not that easy as they are not used to be directed by anyone...
4. Many outcomes are really surprising - so let them talk - don't tell them what they should think...

More info available at:

https://meta.wikimedia.org/wiki/Strategy/Wikimedia_movement/2017/Sources/Cycle_2/Wikimedia_Polska_Strategy_Dinner_-_Warsaw_June_5,_2017

New Voices research findings from movement strategy



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New voices

Bringing voices outside of our movement into the
Wikimedia 2030 discussion.



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Methodology

1:1 Interviews



So far, 96 interviews in Africa, Middle East, Asia, and LATAM, North Am., & Europe

Design, survey, and desk research



Research conducted with 3rd party partners in Brazil, Indonesia, USA, Russia, Japan, Spain, France, Germany, UK

WMF-led events



Workshops & Salons in India, Mexico, Nigeria, USA, Germany, Belgium

Affiliate-led events



Events in Chile, Cote d'Ivoire, Poland. Plans for Mexico, Bolivia, Venezuela, Brazil, Nigeria, Indonesia, Nepal, Israel, UK, India



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New voices? Who?



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¿Qué mensaje te gustaría dar al movimiento Wikimedia para nuestro futuro?

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Findings



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Consensus findings (to date)



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**Knowledge sharing is
highly social.**



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Technology is a key factor in meeting the changing needs of our readers, curators, institutions, and society as a whole.



**Movements are built
on emotion and
human connection.**



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**As learning platforms
evolve, we will need
to think beyond the
encyclopedia.**



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**There's a tradeoff
between credibility
and inclusivity.**



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**Wikimedia should be
an influencer in
shaping world policy
for access to
knowledge.**



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A more nuanced perspective



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**Emerging
technologies could
radically change
access to information.**



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**Privacy and
anonymity are still
relevant.**



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**Cycle 3 is about
engaging with these
findings. Join the
conversation!**

https://meta.wikimedia.org/wiki/Strategy/Wikimedia_movement/2017



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Strategy next steps



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New proposed timeline

July Complete Cycle 3. Integrate insights from New Voices. Draft the strategic direction.

August Share the strategic direction. Wikimania!
Finalize the direction.

September Sign on! Confirm support from around the movement.

Questions and discussion



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wikilove
LIVE