A WIKIPEDIA GENDER GAP BRIDGING TOOLKIT

"

I raise up my voice – not so I can shout, but so that those without a voice can be heard... we cannot succeed when half of us are held back.

"

Malala Yousafzai

Pakistani female education activist, humanitarian

ACKNOWLEDGEMENTS

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This toolkit (1st Edition) is inspired by Ms. Emily Templewoods (<u>User: Keilana</u>)'s <u>Systemic Bias Workshop Kit</u>. As there has not been similar movement resources available in the Indian/South Asian context, this toolkit is dedicated to all South Asian Wikimedians to help bridge the gender imbalance and bias in our Wikimedia communities and projects.

This kit (1st Edition) was initiated and developed by <u>The Centre for Internet and Society</u> - Access to Knowledge (<u>CIS-A2K</u>) Team. CIS-A2K has persistently supported the research and the movement of gender gap bridging and hopes to create a repository of movement-related information for the South Asian communities.

(Leave a message on the talk page if you would like to discuss more!)

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1. INTRODUCTION

A warm welcome for those who make Wikipedia's better

Why did we create this toolkit?

As you may know, Wikipedia has a <u>wide gender gap</u> in participation and content coverage. Since the <u>editor survey in 2011</u> showing that among the active editors worldwide only 9% identified themselves as female¹, research and initiatives have been proposed and conducted to "bridge the gender gap" (see <u>Research and finding</u> for more details). Perhaps unsurprisingly, studies and documentation have been more complete in the Western context (English/European language Wikipedias and communities), while the movement dynamics of non-Western communities has not been explored fully.

Hence, the aim of this kit is to create a repository of knowledge and strategies for gender gap bridging movements specifically in South Asia. The output goal is to raise the awareness on the issue and to help members carry out gender gap bridging activities in their local communities.

But why does gender gap matter?

How would you respond to this question:

"But why does an editor's' gender matter? If we assume both men and women (and assumingly non-cisgender editors) are equally knowledgeable and capable, what's so wrong about men editing instead of women?"

The logic of this question signals the greatly problematic mindset that "female participation is good - in the sense that it's complementary rather than essential, because a woman's character, voice, and knowledge are replaceable or easily portrayable by another gender identity."

¹ The survey consists of 4930 samples (Wikipedia editors) from around the globe - although majority of the samples are still Wikipedians residing in North America and Europe.

To directly argue against this question, one has to refer to the <u>Feminist Epistemology</u> (please do read if you are interested!). But instead of going too deep into the study of gender and knowledge, we had come up with three main arguments on why women's (and non-cisgender editors') participation is indispensable:

1. Community diversity:

Including more women does not jeopardize men's participation. It only makes our communities more diverse and inclusive in a way that is beneficial to all editors and readers. As a free and open online encyclopedia, Wikipedia should be a place that welcomes diversified inputs, interests, and intellectual debates from editors with different identities. After all, what we know cannot be separated from who we are, our experiences, and how we make sense of the world; hence, there is no one identity capable of replacing another when it comes to knowledge creation.

2. Representation in knowledge and language

In our history, knowledge has been constructed under a patriarchal, male-as-default discourse - while women are positioned as periphery figures or "exceptional cases" when they are mentioned. The legacy of male-written history also continues to affect how we see history, knowledge, and the way we use the language. Of course, Wikipedia is not free of its impact. However, when creating a free and open encyclopedia for all, this hierarchy should be challenged. It is never too late to start making changes.

3. Remembering

While most women's voices were lost in our history, we cannot let the silence be continued. In a digital era today, knowledge can be immortalized, remembered, and disseminated to an extent that our ancestors cannot imagine. There has never been a time when we can store and share what we know this fast and freely. If women's participation of knowledge creation remains low in our time, we are risking our future generations to face an even bigger gap than what we see today.

Who is this toolkit designed for and how to use it?

It doesn't matter what gender we identify ourselves as, or how experienced we are as Wikimedians, we can all contribute to make the online and offline communities a better place and to encourage women's participation in knowledge creation. Whether you are passionate about gender issues, Wikipedia editing, or both, this is the toolkit for YOU!

In the second chapter, we talk about research findings using the data we had gathered from Indian Wikimedian communities. Afterwards, the toolkit will be focusing on event planning, organization, and execution. The chapters will provide guidelines and advice on how to conduct an event while taking gender inclusivity and sensitivity into account. In the later half of the kit, we look at what harassment means and how we should handle incidences in events and daily interaction on wiki. A chapter is also dedicated to discussing how we can edit without unconsciously using a gender-biased language.

Although the kit focuses specifically on the gender gap bridging initiative and movement, we recommend all community members to read through and make use of this toolkit even if you are **not** planning to do something gender-specific. Nurturing a gender-sensitive attitude among ourselves is the first step to bridge the gender gap and the systemic bias.

This chapter in a nutshell:

The gender gap issue is significant as it affects our community and the democratization of knowledge we are working towards. This toolkit provides guidelines and lessons on how to involve yourself in the gender gap bridging initiatives. Whether you are holding an event to tackle the issue or just trying to know more about how you can help, this toolkit is designed for you You may also edit it through the meta page link given.

2. RESEARCH AND FINDING

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From June 2016 to June 2017, Ting-Yi Chang from the University of Toronto had been working with the CIS-A2K team in Bangalore to conduct action research on the Wikipedia gender gap in India. The research aims to improve the understanding of the gender gap (imbalance) issue in Indian open source (particularly Wikimedia projects) communities while examining the local interventions. The study is one of the few to examine the issue in a non-Western context. This toolkit is a derivative of the research initiative.

Due to the timeline of the research and the limitation of space in this document, in this chapter we will only discuss the preliminary findings of the study, specifically for the following questions:

Q1: What are existing female Wikipedians' (regardless of one's activeness in editing) experience in the Wikimedian communities?

Q2: What are new female Wikipedians' (who participated in gender gap bridging events) attitude and preference toward these gender gap bridging activities?

In Q1, we used open coding to find recurring themes in the qualitative data collected through 18 semi-structured interviews with 21 female Wikipedians, and label them to find certain patterns of answers. To answer question 2, discussion and infographics will be presented to summarize the 64 survey responses we have gathered.

Q1: What are existing female Wikipedians' experience in the Wikimedian communities?

Research and survey² (which are mostly Western-based) had shown that a plausible reason behind the gender gap on Wikipedia is the discriminatory and unwelcoming environment within the editor communities. Comparing to other reasons that Sue Gardner, the former Executive Director of WMF, had pointed out in her 2011 blog post,

² See Appendix 7.5

we deem the "misogynist atmosphere" as the most problematic - it signals an unhealthy environment and structure for diversity and long term growth.

Thus, 18 private interviews were held to understand the positive and negative experience that existing female (Indian) Wikipedians have faced in the communities. In this question we are specifically looking at the interaction and interpersonal relationship between community members (editors), hence it does not include experiences like discouragement from speedy deletion or technical difficulty in editing.

In each of the two categories (positive and negative), we use three labels to cover the recurring themes mentioned. In "positive experience," these are (a) emotional support and respect, (b) bonding and friendship, and (c) other support. In "negative experience," the three labels are (a) neglected or belittled, (b) sexist comments, and (c) safety concern.

- In online context only
- In offline (in-real-life) context only
- Non-specified

Positive experience

Emotional support and respect

- Did not feel discriminated
- Felt respected in the community (given opportunities and priorities)
- Being valued and consulted in the community
- Work and contribution had been complimented in the community
- Felt like an escape from the society's value of what women can (or cannot) do

Bonding and friendship

Had an active chat group and feel

Negative experience (direct or indirect)³

Neglected or belittled

- Not being taken seriously
- Contribution and skill were suspected and questioned
- Some male members acted superior of women in events

Sexist comments

- Faced gender stereotypical comments (regarding what is "a women-thing to do")
- Faced/heard comments on physical appearance

³ The experience may be firsthand experience the interviewee(s) had faced, or second hand information which the interviewee(s) had witnessed/heard but not personally experienced.

- encouraged when participated in discussion
- Felt the community is close-knit
- Enjoyed the social events and celebration in the community
- Felt that people are very friendly
- Participated in regular meetups and made new friends

Other support

- Received technical support from the community
- Learned a lot from the senior community members

Safety concern

Felt uncomfortable and unsafe with an event location choice

It is interesting to note that although in most (Western-based) research, the positive and negative experiences were in the online context, the Indian female Wikipedians interviewed had mostly pointed out experiences that were either offline or in non-specified context. Comments on the online interaction dynamics were fairly rare and neutral, while negative experiences mostly occurred in the offline settings.

This can indicate that the communities' offline interaction dynamics leaves a much more significant impression (sadly, especially when it is negative) to female Wikipedians on their overall community experience. Additionally, it seems that compared to the Western/English context, Indian Wikipedian communities are more close-knit and active in the offline settings, that is, the editors are more likely to know each other personally in real life. This dynamics is a great plus to create positive experience such as strong bonding and emotional support. However, it may also be more toxic when the experience is negative as compared to if the experience was online and anonymous. In other words, sexist comments, deliberate neglect, and safety concerns can have an aggravated effect when faced in real life and personally.

In numbers, more positive experiences were mentioned than negative ones when a neutral question was asked (such as "How do you think about the community?" / "what is your experience in the editor community so far?"). Most negative experience were

only revealed when a negative-oriented question was asked (such as "Have you had any negative or uncomfortable experience so far?"). This may be interpreted that the interviewees' overall experiences are positive with only occasional negative encounters. However, this interpretation can still be biased if we consider the possibility that:

- A) There is a lack of trust between the researcher and the interviewees (i.e. Interviewees may have the intention to provide a more pleasing/non-controversial answer), or
- B) the selection of our interviewees was already biased since "existing" female Wikipedians can be those that have not experienced much negative experience (i.e. the female editors who were upset by more negative experiences and had already quit editing were not reachable when the interviews were conducted, or they might simply be uninterested in participating in the research).

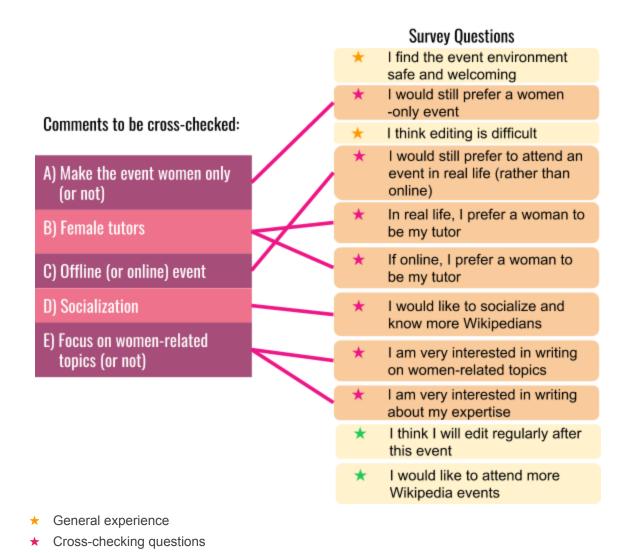
Q2: What are new female Wikipedians' (who participated in gender gap bridging events) attitude and preference toward these gender gap bridging activities?

As indicated from our last question, the offline interaction and activities seem to be very crucial in determining a female Wikipedian's overall experience in the community. In other questions throughout the semi-structured interview, we had asked existing female Wikipedians - who had been active in gender gap bridging event conduct - to discuss what can make an event more welcoming to women. Below are some of the answers given:

- A) A women-only event (although some also criticized that this approach often made the gender gap a "women-only" discussion)
- B) Female tutor's presence
- C) Offline events where women can meet others face to face (although some had mention that they prefer to participate online - which makes them feel safer and more comfortable)
- D) The chance for participants to socialize and make friends
- E) Write about women-related topics (although some had argued that a gender gap bridging event should not promote the tokenizing logic that (only) women should (only) edit on women-related topics)

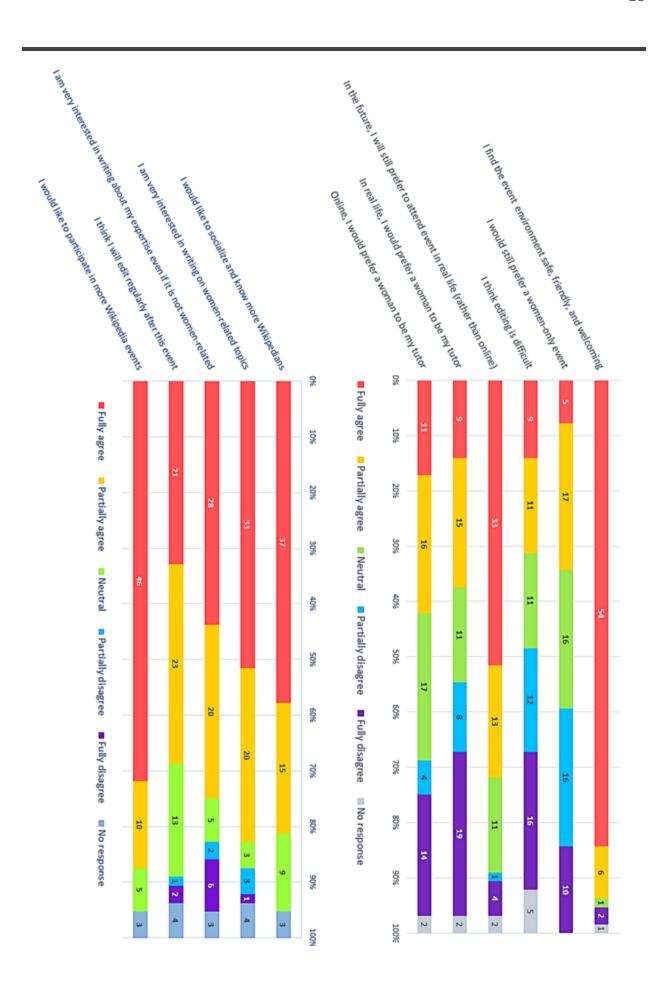
As you may notice, there are divergence of ideas regarding the points A, C, and E. In order to cross-check all these ideas, a survey of 11 scale-rating questions was

developed to understand the new female Wikipedians' (who participated in a gender gap bridging event) attitude and preferences. Three clusters of questions were formed - general experience, cross-checking questions, and attitude.



Below is an infographics on the 64 responses we had collected:

★ Attitude



From the infographics above we can see that event participants' overall experience are positive. However, it may still be far from perfect as there were 2 respondents who "fully disagreed" with the statement "I find the event environment safe, friendly, and welcoming." There are still more than 40% of the respondents who thought editing is difficult (or somewhat difficult), which means improvement is needed in our event tutorship or a re-estimation participants' skill levels is needed. Participants' attitude towards the events was also mostly positive as indicated in the last two questions.

Cross-checking (A): Do women prefer a women-only event?

During the events, the presenters and resource persons usually encouraged male participation in the initiatives and stressed that the gender gap bridging efforts cannot be a further segregation between men and women editors. Hence, we do expect this to influence the answers given to the statement "I still prefer a women-only event." Still, more than one-third of the participants indicated their preference in women-only events; we expect the actual rate to be even higher if the said factor was not present.

Cross-checking (B): Is the presence of female tutor(s) important? (Does a tutor's gender matter?)

Question 5 and 6 show very interesting results. In the offline (in real life) event context, there seem to be more disagreement⁴ on the statement "I would prefer a woman to be my tutor." These responses can be affected by the fact that majority of the tutors in Wikipedia events were still men, and if a participant had generally positive experience throughout the event, they might not be against the idea of having a male tutor again. Nonetheless, interestingly, the answer turned the other way around when the scenario changed to an "online" setting. More respondents then agreed that they would prefer a women as their tutor.⁵ This may be a sign that women are more alert and defensive when it comes to online interaction with people in the opposite sex.

⁴ 27 out of the 64 respondents chose either partially or fully disagree, while 24 chose either partially or fully agree

⁵ 27 out of the 64 respondents chose either partially or fully agree, while 18 chose either partially or fully disagree

Cross-checking (C): Do women prefer offline (in-real-life) events over online ones?

Over 50% of the respondents chose "fully agree" to the statement while only 5 respondents chose either fully or partially disagree. We can conclude that women who had experience in an offline (in-real-life) event would still prefer the same setting in the future. However, of course, we cannot be sure how many women may have turned down this first event experience because it was offline. In other words, we do not know if the preference of women who had never attended any events. However, what we know is that mass majority of those who had one offline event experience would prefer the offline setting over an online participation.

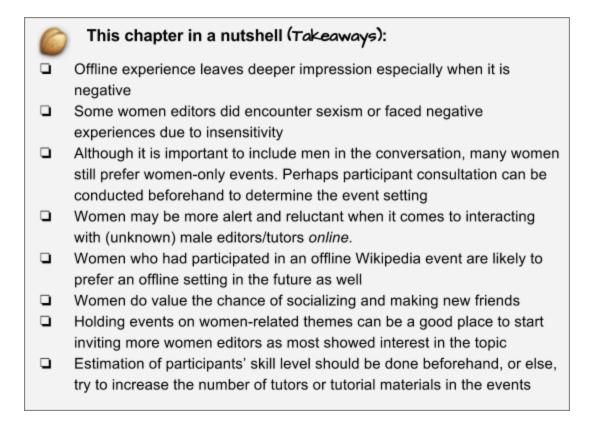
Cross-checking (D): Does socializing matter to women?

Majority of the respondents fully agreed with the statement "I would like to socialize with and know more Wikipedians." This is one of the very few questions where no one disagreed to. Although we cannot calculate the personal utility of socializing or conclude that socializing is "necessary" to make women feel more comfortable, we can assume that it will be a positive addition to the events if women can make new friends in the communities.

Cross-checking (E): Are women interested in women-related topics? Or would they have preferred to write about their expertise areas?

From the survey, we found that more women actually showed interest in writing on women-related topics than on their expertise subjects. Over 80% of the respondents agreed that they were interested in writing more about women (and related topics) while slightly fewer women said the same about their expertise knowledge. Only 8 out of 64 respondents rated their interest in writing about their expertise higher than writing about women-related topics. Hence, it seems that women-related topics are a good place to start (for one's first Wikipedia event experience) as most women enjoyed it. One thing we are not able to estimate is how long can this interest be sustained.

This toolkit, thus, is to ensure that we learn from our past experiences and the research to ensure a more enjoyable editing/event experience for all.



If you are interested in the academic research of the Wikipedia gender gap issue, you can find a list of recommended readings in <u>Appendix 7.5</u>.

3. HOLDING GENDER GAP BRIDGING EVENTS

So you are interested in holding an event to bridge the gender gap? Wonderful!

In fact, one of the best ways to recruit new editors *and* keep existing editors active is to hold events such as workshops and edit-a-thons. For gender gap bridging initiatives, events are especially crucial to raise awareness on the issue.

3.1 TIMELINE

The time you will need to organize the event depends on the scale of the events and the organizers' (and partners') capability. In general, we encourage everyone to start planning the event one to two months beforehand.

8 to 7 weeks before	 Choose an event theme and goal (what you would want to achieve through this event) Contact potential partners for collaboration
7 to 6 weeks before	 Consult community members (through posting on the Village Pump or mailing lists) to decide date, venue, and themes
5 weeks before	 Confirm event details and logistics Create an event page Apply for rapid grant or post on CIS A2K request page if you need support
4 weeks before	 Start advertising and promote on social media Provide an RSVP link to start estimating the number of participants, demographic groups, and gather their contacts Start checking if the RSVP'ed participants need any special arrangement (e.g. accessibility, medical help, child care facility)
3 weeks before	□ Start finding citable sources available for the theme□ Confirm guest speakers (if any) and presentation

2 weeks before	☐ Start preparing for the logistics and visit the event venue in person to check if there is any potential problems
1 week before	 □ Final checking of the event venue, make sure everything is set up □ Print out materials such as cheatsheet □ Borrow citable sources from libraries □ Countdown on social media □ Request for account creator permission (to create more than 6 accounts on the day of) □ Send reminder email to RSVP participants and ask them to create account before coming
1 week after	 Bill and reimbursement claim should be submitted to grants or support providers Finish documentation on meta/event page Continue monitoring on the pages created to see if there are deletion tags or other controversy
2-3 weeks after	 Publish blog posts Complete reimbursing event participants (if applicable) Follow up with participants casually and plan a follow up event if they are enthusiastic

3.2 LOGISTICS

Now you have a general plan of how your event is going to be carried out, it is time to plan the logistics. Logistics can include anything from facilities to food to participants' travel and accommodation arrangement. Some might consider logistic arrangement as some simple tasks that can be easily outsourced or decided. However, researched and strategized logistic planning can help the event reach its full potential and minimize potential challenges!

It is important to differentiate "logistics planning " and "program/activity planning." Consider program and activity planning to be the answer to the question "how do we have participants engaged actively in order to meet our event target output/outcome?" While logistics planning is to answer "how do we ensure the event can be smoothly carried out with least exogenous factors jeopardizing our program and activity plans?"

When planning out your events' logistics, a good organizer should take 4 points into consideration particularly:

1. The activity plans and length of the event/activities

- "What are the service and resources required for this event's program and activities so that these activities can help us meet our event goal?"
- "What can go wrong in logistic arrangement that may hinder the programs/activities we had planned?"
- "How does the factor of time (length of event) affect the above questions?"
- 2. **The participants demographic** (number, gender, age, level of experience in the community, etc.)
 - "What's the estimated number of participants? Will our arrangement accommodate their needs?"
 - "Who will/may be the minority demographic of this event/activity? How do we ensure that their needs are met, voices are heard? And how will we make them feel safe and welcome?"

3. Safety and emergency response

- "Will ALL the participants feel safe and comfortable about the event's location, schedule, topic, and any other arrangement?"
- 'In case of medical or safety emergency, what is the handling mechanism?"

4. And of course, affordability

- "What is our budget and is our event plan and budget allocation realistic and reasonable?"
- "What other financial support do we need in order to conduct the events/activities successfully?" (See the <u>next section</u>)

For a complete checklist of event logistics, please see Appendix 7.2.

This section in a nutshell:

When planning event logistics, organizers should strategize the plans around (1) the length and activities of the event, and (2) the demographic composition of the participants. Don't forget to also take safety, friendly space policies, emergency handling, and your budget into account.

3.3 FUNDING & NON-FINANCIAL SUPPORT

Holding Wikimedia events should not become a burden on your wallet. In fact, there are many methods to acquire the financial (and non-financial) support you and your community need. For a Wikimedian community or individual in South Asia, you have 2 places to ask for grant and support - you can either apply for the <u>Rapid Project Grant</u> from the Wikimedia Foundation, or submit a request on the <u>CIS-A2K request page</u>.

Apply for Rapid Grant from the WMF

Directly applying Rapid Grant from the WMF can help your community initiatives reach the international level of recognition. It is also a good learning experience to get support and feedback from the Foundation itself. Please note that Rapid Grants are mostly granted for community "projects" consisting of more than one activity.

Procedure:

STEP 1: [VERY IMPORTANT] Check if you are <u>eligible</u> to apply for the Rapid Grant
STEP 2: Thoroughly plan out your project. See if you can answer the following questions in detail:

- → What is the goal of your project/events and why is it important to your Wikimedian community?
- → What's the scale and time span of your project/events?
- → Who will be in charge?
- → Who are your targeting participants? (if you have specific target)
- → How will you promote the event/projects?
- → What's your expected output and outcome of this project/events?

- → What is your project/event activities and strategies to keep participants actively engaged?
- → What is your follow up plans?
- → How much do you want the WMF to fund your project/events and how will the money be spent?
- STEP 3: If you think you are able to answer the above questions, you are ready to fill out a Rapid Grant application proposal here!
- STEP 4: Ask for community endorsement on your proposal page
- STEP 5: During the review process (approximately 2 weeks) you will still be able to revise your submitted proposal if needed. You can find the proposals under review here. Please also keep the talk page of the proposal on your watch list in response to any questions raised by the WMF rapid grant team.
- STEP 6: Once your proposal is approved, you will need to sign a Grant Agreement form.

 And the fund should be transferred to you shortly.
- STEP 7: Immediate after the project/events, you are required to submit a report to the WMF. Start drafting your report here as early as possible!
- STEP 8: You may edit your report afterwards but it should be finalized within 1 month after the event. Make sure to keep your report and the talk page on your watch list. The WMF rapid grant team will review it and approve if they consider the report is complete.

Criteria:

Rapid Grant application will be reviewed and prioritized based on the following criteria:

- Strategic priority: Do your activities improve one or more of Wikimedia's existing websites?
- Potential outcomes and impact: What are the concrete outcomes that are anticipated as a result of the activities? What difference do you expect your project to make?
- Contribution record: Do you have a history of engaging with Wikimedia projects and communities?
- Support and endorsement: Do you have sufficient volunteers to complete the project and endorsements from community members?

Submit requests to CIS-A2K

Another method to get financial (and non-financial) support is through CIS-A2K's request page. This may be easier for small requests in a shorter period of need. Our support include 5 categories: (1) community events and activities, (2) individual support (enabling participation), (3) technical support, (4) swag support, and (5) outreach support. For non-financial support items that CIS-A2K can provide, please see the section after this one.

Procedure:

- STEP 1: Thoroughly plan out your event and mention the following details when you post on CIS-A2K request page:
 - → The goal of the event
 - → Venue, date, time and other basic information of events
 - → Activities planned
 - → Request items (financial and non-financial) and amount breakdown
 - → What will be the impact/outcome of your event?
 - → A link to the event page you created
- <u>STEP 2:</u> Encourage community endorsement
- STEP 3: It is very likely that CIS-A2K members will respond to the thread with more questions to clarify the activity plans. Please do keep the page on watch list and answer the inquiries as soon as possible to minimize the wait time
- STEP 4: Within 2 weeks after the event, submit the original bills of your event expenses, and update the expenditure account statement (see example) onto the thread of your proposal.
- STEP 5: Within 2 weeks after the event, submit a detailed report or <u>learning patterns</u> about lessons learned in your event to the CIS-A2K (on the request thread or through other communication methods). If you have documented those on your event page, please provide the CIS-A2K team your event page URL again for them to check out the updated page.

Criteria:

The requests posted on CIS-A2K request page will be reviewed and prioritized based on the following criteria:

- Continuity: The event/activity proposed is NOT a one-off event (without followups).
- Expected output and Rol: Is there a visible output on the <u>global metrics</u>? Is the amount you are requesting more than what is necessary to deliver the projects and output?
- Previous performance and record: Do you have pending bills, expenditure statement, or reports yet to be submitted/updated for a previous request? If so, your request may be declined until the previous task(s) is completed.
- Details provided: Have you included all important details about your event in the request? Have you created an event page? Have you discussed with your community through Village Pump or other discussion platforms?
- Alternatives: CIS-A2K would NOT provide support if the request typically can be provided through in-kind support (such as venue, projector, internet, computers) through your local institutional/organizational partnership. Exceptions may apply if detailed explanation is provided.

What counts as non-financial support?

You may also request for the following non-financial support items from CIS-A2K. (Please note that CIS-A2K still has the right to reject these requests)

- Swags (e.g. Badges, stickers)⁶
- Resource persons / tutor or presenters for the events
- Support in institutional outreach
- Technical support (e.g. bug fixing, interface display issue)
- Data extraction (e.g. metrics, query)
- Gadget (ONLY IF it is crucial to the event and there is no in-kind support)
- Press release, media mention, promotion

⁶ For more expensive swags such as T-shirt and mug, only a limited number can be provided as support. The organizers should also make sure that the more expensive swags are NOT participation gifts (i.e. giving out to every single participant). They may be given out as prize for a limited number of participants.

	WMF Rapid Project Grant	CIS-A2K Request	
Open to	Any global Wikimedia community members (individuals, groups, or organizations)	Wikimedia community members (individual, groups) in the Indic language regions (South Asia)	
Grant period	Up to 12 months in length	For short periods (with exceptions only if given proper explanation)	
Apply before	6 weeks before the project begins	3 weeks before the event	
Wait time	Decision is typically made within 2 weeks after submission (please also take into account of international transaction processing time)	Decision is typically made within 2 weeks	
	 Code of Conduct/Safe and Friendly Space policy in place Details of your project/event plans Banking details 		
Requirement	 Grant Agreement form signed (Post-event)Report submission to the Rapid Grant page (within 1 months after the project) 	 Bill (original copies) submission (within 2 weeks after the event) Update expenditure account statement on the request page thread Provide CIS-A2K the URL to your event documentation, OR a detailed report of your learning, OR learning patterns created (within 2 weeks after the event) 	
Maximum amount	2000 USD (approx. 1,28,210 INR)	Not specified, but approval will depend on the event/project scale and importance	
Non-financial support?	No, WMF can provide funding to purchase the materials, but the funding cannot be used for paid work	Yes	
Contact	rapidgrants@wikimedia.org	https://meta.wikimedia.org/wiki/Talk :CIS-A2K/Requests	

This section in a nutshell:

You have two ways to request funding (or non-financial support) for your events and projects - the WMF Rapid Grant and CIS-A2K Request page. Neither of the two is obligated to accept your request; hence, please make sure to prepare detailed description of your plans when applying and follow the application timeline and requirements without fail.

3.4 ADVERTISING

Start advertising about your event around one month before the event date. There are many methods to promote your event - posters, mailing list, public announcement, social media invites, and even #hashtags.

For poster and other visual advertising (including print-outs and digital images)

		Avoid <u>objectification of women</u> in any images
		Create a simple logo for the event and put it on your poster, event page, social
		media page, etc. so that it is consistent, easy to spot and remember
		The event name should be easily visible on your poster or other visual
		advertisement
		For print-outs, make sure the size is big enough (preferably bigger than A4 size)
		Posters should be displayed in high traffic areas of your target participants
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Теж	ctua	al advertisement (including social media posts, emails, and texts on posters Mention the takeaways for participants, such as "In this event, you will learn how to edit a Wikipedia articles and have the photos you clicked used into an article"
Теж	ctua	al advertisement (including social media posts, emails, and texts on posters) Mention the takeaways for participants, such as "In this event, you will learn how to edit a Wikipedia articles and have the photos you clicked used into an article" If you estimate that the majority of event attendees would be men, put up a notice

- □ Event details (time, location, theme, organizer contacts, how to RSVP, target participants (if any)) should be clearly mentioned
- Avoid tokenism avoid sending the idea that "Because you are a woman and Wikipedia lacks women editors, you should edit Wikipedia" focus on the takeaways for them and what value they (as individuals) can contribute to the online encyclopedia

Which sounds better?

- Do you know that Wikipedia has a gender gap that only 9% of the active editors are women? We are looking for women who can help us increase this percentage! Come and become a "Wikipedian" with us.
- Do you know that Women-related content and women's perspectives are missing from Wikipedia? Do you have something special to contribute to the biggest encyclopedia? Come and become a "Wikipedian" with us!

Why is the first statement problematic?

By stating "We are looking for (any) women," we are generalizing and tokenizing the female identity into a singular, homogenous, and lifeless group. It diminished the new women editors' roles to simply a "percentage booster."

In comparison, the second statement focuses on the individuality of each woman - "Do YOU have something SPECIAL to contribute."

□ Avoid <u>guilt-tripping</u> - avoid sending the idea that "If you do not edit/come to the event, you are worsening the gender gap on Wikipedia" or "Gender gap on Wikipedia exists because women (like you) don't edit/care" - Instead, focus on motivation and positivity

Which sounds better?

- Studies have shown that women's participation in Wikipedia editing is very low (9%). If you care about women's role in knowledge creation, you should become a Wikipedian!
- Studies have shown that women's participation in Wikipedia editing is very low (9%). But you can be the person that makes a difference! Help us create more women biographies on Wikipedia!

Why is the first statement problematic?

The logic of "if you (care about)... you should (take this action)" creates the subtle accusation that "if you do not (take this action), you do not (care about)..." It also creates a patronizing attitude where the reader should do what you are suggesting.

On the other hand, the second statement mentioned the same issue but focused on how (if they come) they can "make a difference" - in other words, instead of condemning non-participation, it leaves the agency to the readers to decide whether they would like to do something positive.

Other media and marketing strategies

Create a #hashtag that is easy to remember and unique
Create a RSVP page (can be a google form or online survey) where potential
participants can indicate their interest AND provide their contact information
If you are inviting a guest speaker, put the news on your social media and other
advertising platforms
If you are partnering with an institutional or organizational partner, make sure to
make use of their network and social media to attract more participants
Few days before the event, send a reminder email, call, or message to those who
had RSVP'ed (or indicated interest on social media) - don't forget to remind them
that they should have an account set up before coming

This section in a nutshell:

Advertising your event is crucial to secure and reach more participants for the upcoming activities. Your advertising timeline and methods used will affect how effective the promotion is. Throughout the process, be sure to avoid misuse of texts or images that may cause backlashes- such as objectification of women, tokenism, and guilt-tripping.

3.5 ON THE DAY

Congratulations! The big day finally came and you are ready to carry out the fantastic event you have been working on for months/weeks!

As organizers, you should arrive at the event venue 60 to 30 minutes before the event starts to make sure that everything is all set up. Food order should be confirmed and if the food is already here, make sure to put them on a table that's conveniently accessible to all participants but will not distract people too much from their work later. Put up some signs around and inside your venue to guide participants. You may also prepare some name tag stickers at the reception table. Make sure all the desks and chairs are set up to accommodate a few more than your expected number of participants. If it is during summer, make sure the fan, cooler, or AC are turned on.

Few things to do upon participants' arrival:

(Stars indicate the importance/necessity level of this action)

1. Inquire if any of the participants do NOT want their photos taken during the event. For those who indicate they do NOT wish to have photos taken, a special and easily visible tag should be given for them to put on (later throughout the day, the photographers must delete photos if people with the tag is present in the picture)

- 2. Make sure that all participants had created accounts
- 3. Briefly introduce the venue space, organizer team/tutors, and agenda of the day
- 4. Create an etherpad (or google doc) to record the attendance (usernames) and to take notes later (don't forget to provide the etherpad link to your meta event page and social media page so that it will be more accessible to the participants even after the event)
- 5. Inform the participants about the Friendly Space policies or Code of Conduct in place (perhaps print out a poster of the rule and place it somewhere people will pass by, such as beside the food table or washroom, etc.)

During the event:

- 1. Clearly explain copyright, plagiarism, and the rules of <u>notability</u> / <u>verifiability</u> / <u>NPOV</u> in Wikipedia editing
- 2. Have a short introduction about the gender gap issue of Wikipedia and how they can make a difference
- 3. Indic language input tool tutorial
- 4. Technical tutorials on how to edit through Wiki markups or VisualEditor; how to insert templates, citation, and image (hang out the cheat sheet you had developed), and how to write in an encyclopedia format
- 5. Insert a template in the talk page of any pages created

A template example:



This article is created through "[[Event page|Event name]]" to bridge the gender gap on [[language]] Wikipedia. It is part of a collaboration between [[institution]] and the Art+Feminism initiative.

Since most of the participants were first time editors, there may be some mistakes on this page. Please help us improve it before deleting it

At the end of the event:

- 1. ★ Give out participation gifts (small swags)
- 2. Encourage participants to leave their contact details either on a sheet or on the etherpad, create a Whatsapp group if the participants are interested in keeping in touch with each other
- 3. Have the participants fill out an anonymous feedback form before they go
- 4. Explain the reimbursement process and timeline if the participants are eligible to be reimbursed
- 5. Inform the participants of where the pictures taken will be shared (on event page, social media, Wikimedia Commons, etc.)
- 6. Ask what would work best as a follow up event and set a tentative date/time
- 7. Encourage participants to finish food and/or bring some food back home with them

3.6 FOLLOW-UPS

It is very important to ensure that your event does not become a one-off event. In other words, there should be some follow-ups where

- the organizers can utilize what they had learned in earlier experience to do a better version of the event,
- 2) the organizers can get back in touch with some of the participants in the past events, and
- 3) the past participants are motivated to continue editing and learn new skills in the follow up event.

Follow-up events does not necessarily mean you have to do a replicate of the first event. Sometimes it is simply to push the conversation and personal bond one step forward so that we don't lose tie with whom we have engaged with. Typically, a follow-up event should be carried out within 2 months after the first event.

A follow up event can be:

- A casual meetup where some of the previous participants got to see each other again and discuss their progress
- A more advanced workshop (online or offline) to teach the previous participants more editing techniques
- An event with a different themes where the previous participants can work alongside with new editors
- A replicate of the first event (with a similar theme) where the previous participants can help out and contribute more on similar topics

4. GLOBAL INITIATIVES

Good news! You are not alone on the way to bridge the gender gap!

Do you know that there are many global Wikiproject initiatives and user groups already working on the issue? Why not incorporate your local event or campaign to a global initiative?

Below is a list of these global partners and initiatives you may consider consulting and/or working with for your gender gap bridging activities. For local partners that may collaborate or provide resources, please see Appendix 7.1.

Wikiprojects

A WikiProject is a group of contributors who want to work together as a team to improve Wikipedia. These groups often focus on a specific topic area, a specific location, or a specific kind of task. <Extracted from Wikipedia:Wikiproject>

- WikiProject Women in Red
- WikiProject Women
- WikiProject Women's History Month
- WikiProject Countering Systemic Bias
 - Countering Systemic Bias/Gender gap task force
- WikiProject Women Scientists
- WikiProject Wiki Loves Women

Past global campaign and events

These are some of the global campaign or events that have been carried out around the world. Although some of these were one-time activities, you can build your events with the same structure or rationale... or you may also contact some international partners and Wikimedians to revive these initiatives!

- Whose Knowledge
- United Nations Women Her story

- Writing Contest: The women you have never met
- BBC 100 Women

User groups

Wikimedia user groups are intended to be simple and flexible affiliates that are an alternative to chapters and thematic organizations but are still highly valued as equal players in the Wikimedia movement. <Extracted from Wikimedia user groups - meta>

- WikiWomen's User Group
- Wikimedia LGBTQ+
- Art+Feminism

Other platforms

- Wikiwomen's Collaborative
- Wikimedia Blog/Wikiwomen
- Gender gap global mailing list

As you may have noticed, the global initiatives and projects can usually be found on Meta Wiki or English Wikipedia. Although the context and discussion are usually in English, localizing the ideas of these initiatives for your event is very important and beneficial. Here are something to consider:

- Hold this event for your local language Wikipedia/Wikimedia projects instead of in English
 Localize the theme (e.g. famous female activists from Maharashtra) and using
- local language sources
- ☐ Fit the theme into local interest and current affairs
- ☐ Collaborate with a local partner organization/institution

This chapter in a nutshell:

There are many global initiatives dedicated to bridging the gender gap on Wikipedia. When thinking about organizing an event or creating a movement,

don't forget to reach out to global partners.

5. WHAT CONSTITUTES "HARASSMENT"

Why is this chapter important?

Bridging the gender gap necessitates that both the online and offline communities do not feel threatened or unsafe. The lack of female presence in the Wikimedia community is indicative of many factors, one of which based on the global research is the discriminatory treatment women face online.⁷

It is hence imperative for event organisers, participants, sponsors, staff, and other stakeholders to understand the harassment policies of an event so as to better participate in community activities and create a safer space for all. It is pertinent that all players become aware of their rights and obligations, and have guidelines to follow - a set of localized policies. Unclear safe space policies may cause confusion and troubles later.

What is a response team (in an event)?

A response team is a set of trusted persons amongst the organisers of an event who are trained in dealing with harassment and other incidences. They are mediators in conflict situations and purport to come to the most amicable solution between disputing parties.

How do you create a response team?

The selection of the response team is just as important as the policy, as they are the members who will be handling an occurrence.

1. Criteria:

⁷ Wikimedia Foundation, *Harassment Survey 2015*, available at: https://upload.wikimedia.org/wikipedia/commons/5/52/Harassment_Survey_2015_-_Results_Report.pdf.

- a) The response team can comprise as many members as necessary, keeping in mind the size of the event, the number of participants, and the handling capacity of each team member. A minimum of 2 members is recommended so that they may complement one another in their roles. This also avoids a conflict of interest in a situation that involves a member of the Response Team.
- b) Select members from a diversity of identities, and at least one from each gender to ensure approachability during events.
- c) Members should preferably have experience or prior training in handling emergency situations, particularly of harassment.
- d) The team must be consistent of persons capable of dispute settlement.
- e) Members who speak the local languages are also preferred.
- f) Ensure that members are well versed with the venue, staff, security details (such as watchmen), local laws, the event policies, and emergency tactics.
- g) The team must be trustworthy, dedicated and responsible in their actions.

2. Training:

- a) Assign tasks to each member so that they are clear on their roles and establish a chain of command. The accountability of the team emboldens trust in their abilities.
- b) Familiarize them with the harassment policies and in identifying/demarcating situations. The ability to recognise a situation of harassment is key.
- c) Train the team to keep calm while carrying out their responsibilities.
- d) Set out a specific set of guidelines for the team to follow when an incident is reported. This must include how to report > any forms/evidence to file > how to mediate>settlement of dispute.
- e) Decide on an escalation protocol in which a rapid reporting mechanism is set up. Create code words so that incidents might be reported in privacy without participants panicking.
- f) The team must be prompt, empathetic, and informative.
- g) Update the reporter along every stage of development of their case.

- h) Have simulated situations to train the member in how to talk to a reporter, what to say, how to report and document a case, how to settle the dispute.
- i) Read more on communication requirements.

3. Anonymity:

Anonymity is crucial to stakeholders feeling safe to report incidents. If their sensitive information is revealed, their safety might be at stake.

Maintaining anonymity can be done by:

- a) Promising all stakeholders that their names, contact details and other private information will be maintained in privacy within the response team.
- b) Providing quick methods of contact where such requests can be made and expedited. This can involve: email addresses, postal addresses to report to, phone contact numbers to message/call.
- c) Advertise the existence of an anonymity rule through the event page, online portals, posters/announcements/flags at the venue.
- d) Keep a segregated portion of the venue to report harassment. This could be a room/space that is accessible and private where a person will feel safe disclosing information without being recognised.
- e) Both the person(s) who has been harassed and the one(s) that witnessed harassment may file reports.
- f) Both verbal and written reports are acceptable. This choice is at the disposal of the reporter.

4. Inform:

- a) Advertise the response team through social media, event pages, venue posters, announcements, and broadcasting. This must include their contact information and pictures so as to have them easily identified.
- b) T-shirts or tags on the response team's person at the event will help identify them in a crowd.

- c) Prepare important information and advertise it through all means. This important information must include: harassment policy (a clear cut set of rules on behavior, discriminatory treatment, and what constitutes harassment), response team details, venue details, staff details and reporting mechanism. The brevity and accuracy of this information is central to its usage.
- d) Notify in writing that all participants who attend the event either online or offline are consenting to standards of behavior.

Are you facing harassment? What does it consist?

The checklist below can help you figure this out:

Trolling/Flaming	You have been receiving deliberate massages that intend to provoke or embarrass you.
Cyberstalking	You have been receiving unwanted and obsessive attention.
Vandalism	Your user page has been vandalised and your article contributions have been wantonly deleted, altered, or devalued without any basis.
Outing	Your personal information has been published without your consent.
Hacking	Your private accounts have been compromised, your access denied/altered.
Impersonation	An account claiming to be me has been created and used.
Revenge Porn	Sexually explicit content involving me have been created and published without my consent.
Threats	You have received threats of violence (sexual or otherwise) against yourself/a person known to you.
Discrimination	You have been treated differently based solely on your physical/personal attributes.

Hounding	You have been targeted and repeatedly confronted (on talk pages, forums, discussions).
Doxing	Your private information or conversations have been posted publicly without your consent.
Catfishing	You have been/attempted to be deceived by someone pretending to be a person/of a gender who does not exist.
Voyeurism	Someone captures/watches/shares media of you engaging in a private act without your consent.
Physical advances	Someone has made physical contact/advances towards you against your explicit consent.
Lewd Comments	Someone has passed sexually explicit/lewd comments that make you uncomfortable.
Uncomfortable remarks	Someone remarks on your physical appearance in an unwarranted manner/ demands sexual favors.
Pictures	Someone has morphed pictures of you and shared them with the intent to harass or defame you
Obscenity	Obscene or defamatory material about you has been posted on a public online platform.
Experiences	Do not confine yourself to these paradigms. If you undergo an experience that makes you uncomfortable, talk about it, report it. Nothing should make you feel unsafe.

How do you deal with harassment at an event? (Participant)

- Follow <u>etiquette</u> guidelines in your interaction with others.
- Stay clear of the harasser at the venue.
- Report it to the organizers/response team of the event or a CIS-A2K member.
- Provide details, context, and evidence of the episode.
- If you feel threatened, talk to someone you trust/a person of authority.
- If this is impossible, remove yourself from the area of threat.

(Organiser)

- The organisers must be fair and objective in their assessment of a situation.
- Make yourselves available and recognisable with either color coded shirts/tags.
- Make your names and contact details public knowledge so the participants may contact you directly.
- Show empathy, take notes, gather evidence, and make an informed decision that suits all parties to a dispute. The end goal here is to avoid a situation of conflict.
 Helping the reporter consider various methods of settlement is important. They must be made aware of all options available at their disposal so as to serve their best interests.
- In case of a violent/serious event, be prepared with the addresses and phone numbers of local authorities so that the participant may be directed there to report the incident.
- Keep a medical team/ambulance details on standby in case of an emergency. A
 first aid kit along with an authorised user must always be present at the venue.
- Follow up with reporters after the event as well to ensure their safety.
- Read up on how to keep your events safe and the appropriate means of response.

How to deal with harassment on Wiki?

- Do not panic, attempt at making civil conversation with the alleged harasser and try to resolve the situation by guiding them to the harassment policies and explaining to them why their behavior contravened the same
- If the above method fails, call/email/personally approach your local administrator. Find a local administrator from here.
- The member will keep your information confidential and guide you through the process.
- For more serious threat, report to <u>emergency@wikimedia.org</u>.
- Or, contact a community administrator/A2K member to resolve the matter.
- Refer to Appendix 7.5 for protective laws of your region.

See also

All parties to an online space/offline event must familiarize themselves with the following quidelines:

- Training Modules On Keeping Events Safe
- Wikipedia: Harassment
- Code of Conduct
- Friendly Space Policies
- Wikipedia: Assuming Good Faith
- Wikipedia: Civility
- Wikipedia: Forgive and Forget
- Wikipedia: Dispute Resolution
- Wikipedia: No Personal Attacks

As best practice, community members should localize (translate) the above policies/guidelines in their local languages, so the rules can be accessed and used by most users.

This chapter in a nutshell:

Harassment can come in many forms, make sure you are aware of what harassment means. As an event organizer, you must have a Code of Conduct and Response Team in place and show high sensitivity while handling any incidences. As an event participant, you have the rights to point out discomfort and seek resolution. Harassment can also happen online/on wiki, make sure you take actions to call out the misbehavior.

6. APPENDIX

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Thank you for reading the Wikipedia gender gap bridging toolkit (South Asian Edition)! We hope you find the topics and suggestions helpful to you and your communities. Below are some extra materials and lists we recommend you to check out *and* please feel free to expand them on our meta page!

6.1 LOCAL PARTNERS

These are some institutional and organizational partners that CIS-A2K has partnered in gender gap bridging interventions. Although they might not have been continuously active, you may approach them for activity collaboration and/or ask for further guidance and experience sharing.

Gender gap bridging events and program partners of CIS-A2K (2015 - 2017)

Partner name	Collaboration details	Period
Savitribai Phule Mahila Ekatma Samaj Mandal, Aurangabad	Marathi Wikipedia Edit-a-thon	April 2017
Sambad, Bhubaneswar	100 Women Edit-a-thon, Women's History Month Edit-a-thon	March 2017
Sterlite Tech Foundation, Pune	Women's Day Edit-a-thon	March 2017
Jnana Prabodhini, Pune	Women's Day Edit-a-thon	March 2017
<u>Tata Institute of Social Sciences</u> , Mumbai	Women in Struggles	December 2016
Andhra Loyola College, Vijayawada	Wikisource Bible Bhashya Samputavali Volumes Proofreading Workshop	November 2016
<u>Indian Institute of Technology</u> , Mumbai	Hackathon and Women's Edit-a-thon	June 2016

Breakthrough, New Delhi	Gender-gap Wikipedia Edit-a-Thon	2015- 2016
Women's Studies Center, University of Pune, Pune	Sau Dhuni Teen	December 2015

6.2 EVENT CHECKLIST

Think you are ready for your event? You can make use of this checklist to see if your event is good to go! Each item indicates things that an event organizer should be aware of before and during an event.

Pre-event

Venue

	Safety of the venue and the area (will all the participants "feel" safe and comfortable?)
	Convenience and public transit proximity
	Cleanliness
	Accessibility for differently abled persons
	Enough, clean, and accessible washroom facility for different genders
	Childcare facilities (such as sitter and feeding room) if requested
	Internet access and technical equipments (computer, projector, microphones,
	etc.)
Accon	nmodation and transportation
	Cleanliness
	Safety of the area
	Accessibility service for differently-abled persons
	Check in / check out time
	Proximity to the event venue and transportation arrangement between
	accommodation and the event venue
	Room arrangement (single or double room, two single beds or one king size bed)

	Basic facility (hot water, power backup, security, etc.)
	Dining option (e.g. Breakfast)
u	Early day or late night transportation arrangement
Food	
	Registered participants' dietary restriction and food allergy
	Portion and amount (based on estimated number of participants)
	Variety (if it is a multiple day event)
	Utensils and environmental friendliness
	Food waste handling
<u>Other</u>	<u>S</u>
	Reminded participants to create their Wikipedia accounts
	Account registration right has been requested and approved to register more than
	6 new accounts with the venue IP address (just in case)
ш	If there are any interviews, live stream, or surveys taking place, the participants had been informed
	Social media posts have been made to promote the event
	(If the event or some activities are held outdoors) An alternative plan is in place in case of bad weather conditions
	Code of Conduct or safe space policies are in place
	Response team had been formed
	First aid kit and first aid training
On th	ne day
<u>Venue</u>	2
	Signs for direction around the event venue (to help participants find the right room)
	Signs for water and washrooms
	If the venue is big, provide printouts of the venue map

Accommodation and transportation

	Inform the transportation arrangement and options between accommodation to
	event venue
	Inform participants where to find the organizers at the accommodation (e.g. room number, intercom)
	(for multi-day events) Morning call if needed
Food	
	Regular tea break and refreshment
	Clear signs for wet waste, dry waste, and recycle bins
<u>Other</u>	<u>S</u>
	Acquire photo permission before the event starts
	Brief introduction to organizers, tutors, and speakers to provide the context
	Any changes/delay on the agenda should be announced earliest possible
	Inform participants of the code of conduct and response team
	Interview or survey consent should be clearly explained
	Gather feedback from participants
	Gather participants' contact (non-mandatory)
	Reimbursement process explained
Post-	<u>-event</u>
	Send a thank you email to participants for their participation and contribution
	(If feedback was not gathered during the event) Create a feedback form and encourage participants to fill out
	Document the event and output on your event page (including number of
	participant, gender ratio, topics covered, sessions, learning, and output such as
	pages improved)
	Submit reports or expense details to grant/financial support providers
	(optional) Write a blog post about the event within two weeks after it is over
	Hold a team (organizer) meeting to discuss the learning and participant feedback
	Plan a follow-up event and consult the (previous) participants within two months
	after the event is over

6.3 SELF-CARE & BURN OUT

Although we put this near the end of the document, it is one of the most important lessons to learn from being an activist (or more generally anyone who is very passionate about an issue). There are a few points to keep in mind when you start feeling overwhelmed...

- There is no failure, only lessons learned
- If you cannot handle organizing more than one event at the same time or holding several back to back, you can always ask for help, outsource some work, or of course, simply say "No"
- You are very important as an individual and a member in the local and global community. What you are doing today will show its value in the future
- We can't always quantify our influence, focus on the impact, the experience, rather than the numbers
- Give yourself time to stop, recharge, and observe what has been accomplished and what can still be worked on
- We cannot fix the gender gap in one day, through one (or any certain number of) event(s). Instead of focusing on how far we are from the destination, focus on the process.

Expect there to be bad days and down time when pushing for a big movement like bridging the gender gap. If you are too overwhelmed by the work or other responsibilities, or if you are not enjoying the process anymore, perhaps it is time to consult a friend or take a break, be it a short or a long one.

6.4 HARASSMENT LAWS IN SOUTH ASIA

INDIA

- The Indian laws and procedures on physical harassment.
- Procedural protections available to women.
- Online harassment laws.

SRI LANKA

- The Sri Lankan laws on physical harassment.
- Laws on information and internet crimes.
- Register a complaint against harassment.

PAKISTAN

- The Pakistani laws on physical harassment.
- Register a complaint against cyber crimes.
- How to register a complaint against cyber crimes.

BANGLADESH

- The Bangladeshi law on physical harassment.
- Cyber harassment laws.
- National helpline center.

7.5 RECOMMENDED READING OF ACADEMIC RESEARCH

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