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Mary Gardiner of the Ada Initiative at  
Wikimania 2012 on Thursday July 12.**

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# **Fostering diversity**

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**Not a boring chore;  
a critical opportunity.**

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# Wiki projects as social change

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# Then (2001)

**“Aardwolf”**

**“Small animal from South Africa. Related to the Hyena. Lives in the ground. Nocturnal hunter.”**

# Now

## Aardwolf

From Wikipedia, the free encyclopedia

*For other uses, see [Aardwolf \(disambiguation\)](#).*

The **aardwolf** (*Proteles cristata*) is a small, [insectivorous mammal](#), native to [East Africa](#) and [Southern Africa](#). Its name means "earth wolf" in the [Afrikaans / Dutch language](#).<sup>[2]</sup> It is also called "maanhaar jackal".<sup>[3]</sup> The aardwolf is in the same family with the [hyenas](#), but unlike its relatives, the aardwolf does not hunt large [animals](#). The aardwolf usually eats [insects](#). It eats mostly [termites](#), and one aardwolf can eat about 200,000 termites during a single night by using its long, sticky [tongue](#) to capture them.

The two [subspecies](#) of aardwolves are the only surviving species of the mammalian [subfamily Proteolinae](#). These two species are the *Proteles cristatus cristatus* of [Southern Africa](#) and the *Proteles cristatus septentrionalis* of [East Africa](#).<sup>[4][5]</sup>

The aardwolf is usually classified with the [Hyaenidae](#), though it was formerly placed into the family [Proteidae](#). The aardwolf lives in the scrublands of eastern and southern Africa. This is an areas of open land covered with stunted trees and shrubs. Aardwolves usually hide in [burrows](#) during the day, and then they come out at night to seek food. Their diet nearly always consists of termites, insect [larvae](#), and the [carrion](#) of larger animals.<sup>[6]</sup>

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### Physical characteristics

[[edit](#)]



The aardwolf looks somewhat like a very small [Striped Hyena](#). They have more slender [muzzles](#), sharper [ears](#) that they use in the hunt for termites, black vertical stripes on a coat of yellowish fur, and a long, distinct [manes](#) down the midlines of their necks and backs. This mane is raised during confrontations in order to make the aardwolves appear to be larger. An aardwolf is about 55 to 80 [centimeters](#) long, excluding its bushy tail about 20 to 30 cm long, and one stands about 40 to 50 cm tall at the shoulders. An adult aardwolf usually weighs between nine and 14 kilograms.<sup>[6]</sup> Its front feet have five toes apiece, unlike other the related hyenas that have four toes.<sup>[4]</sup> The teeth and skull of the aardwolf are similar to those of the hyena, though its cheek teeth are specialised for eating insects.<sup>[4]</sup>

As the aardwolf ages, it will normally lose some of its teeth, though this has little impact on their feeding habits due to the softness of the insects that they eat.<sup>[6]</sup> The aardwolf has two glands at its rear end that secrete a musky fluid for marking territory and for communicating with other aardwolves.

### Distribution and habitat

[[edit](#)]

**Aardwolf**  
Temporal range: [Pleistocene](#) - [Recent](#)



Aardwolf

**Conservation status**

Extinct EW CR EN VU NT LC

[Least Concern](#) ([IUCN 3.1](#))<sup>[1]</sup>

**Scientific classification**

Kingdom: [Animalia](#)

Phylum: [Chordata](#)

Class: [Mammalia](#)

Order: [Carnivora](#)

Family: [Hyaenidae](#)

Subfamily: [Proteolinae](#)  
Flower, 1869

Genus: ***Proteles***  
[J. Geoffroy Saint-Hilaire](#), 1824

Species: ***P. cristata***

<http://en.wikipedia.org/wiki/Aardwolf>, Wikipedia editors, CC BY-SA

# Then (1995-ish)



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# Now

**Colorectal cancer, Unanimity, IUD with progestogen, The Beatles, Nucleic acid test, Archaeoastronomy and Stonehenge, Solstice, Ibuprofen, Allison Randal, Cloverleaf interchange, We All Fall Down (Robert Cormier novel), Ataxia telangiectasia, Telephone numbering plan, Missy Higgins, That Dog, Hematopoietic stem cell transplantation, T-Mobile USA, Gerund**



# **Then (1990)**

**120 000 copies of Encyclopaedia Britannica sold, their highest volume ever.**

# **Now (well, 2010)**

**8500 printed editions sold in 2010 when  
Encyclopaedia Britannica announced the end  
of their print edition**

**... but 450 million visits to their website.**

# Then (2006... !)

- **18% of the world's population using the Internet**
- **3% of African population using the Internet**
- **11% of Asia/Pacific population using the Internet**

[http://en.wikipedia.org/wiki/Global\\_Internet\\_usage](http://en.wikipedia.org/wiki/Global_Internet_usage)

# Now

- **35% of the world's population using the Internet**
- **13% of African population using the Internet**
- **27% of Asia/Pacific population using the Internet**

[http://en.wikipedia.org/wiki/Global\\_Internet\\_usage](http://en.wikipedia.org/wiki/Global_Internet_usage)

# **Social change**

**Open access**

**Death of print**


**Creative  
Commons**

**The Internet**

**Free software**

**e-books**

# Wikipedia and diversity

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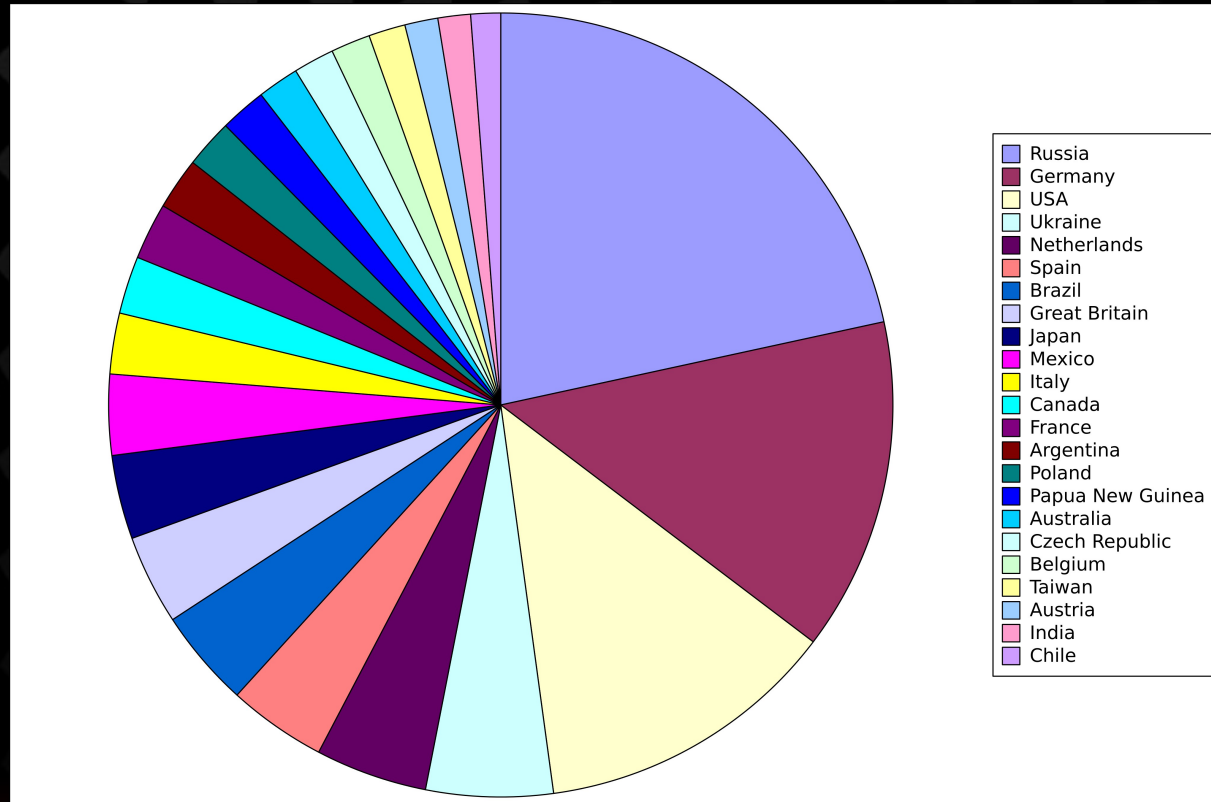
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# The good news

- **285 Wikipedias**
- **4 with 1 million+ articles**
- **40 with 100 000+ articles**
- **112 with 10 000+ articles**
- 

[http://meta.wikimedia.org/wiki/List\\_of\\_Wikipedias](http://meta.wikimedia.org/wiki/List_of_Wikipedias)

# Wikipedia survey (2010)



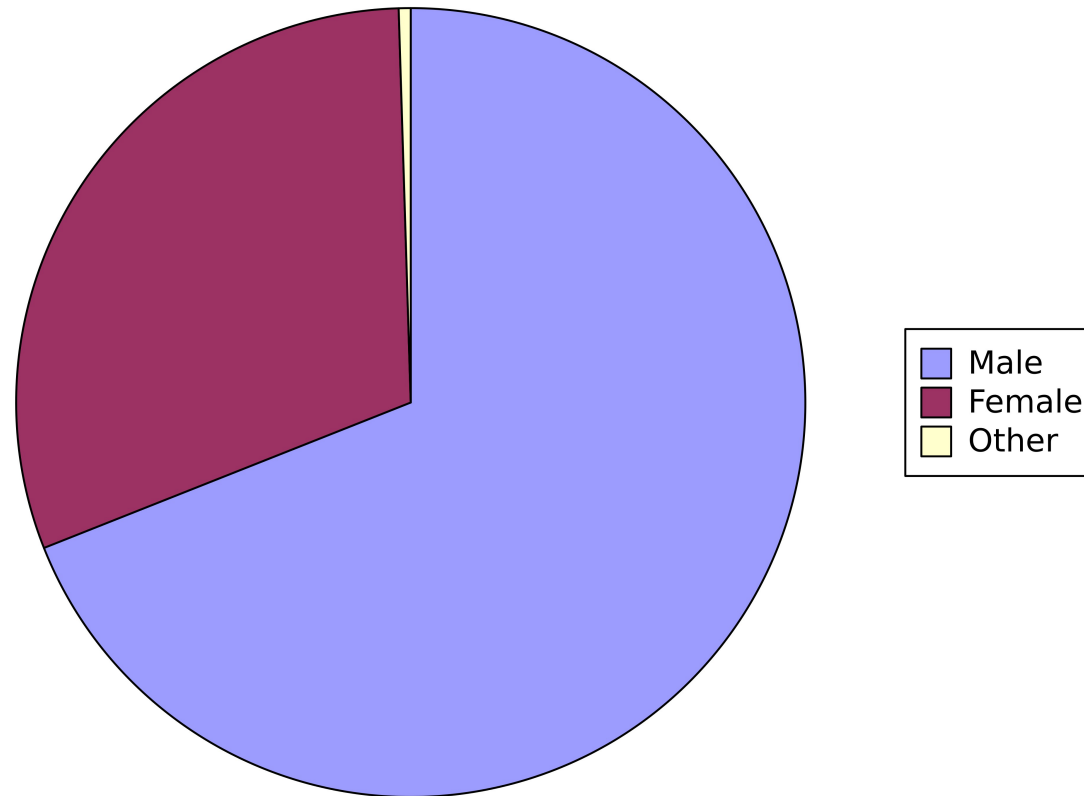
**Respondents in 231 countries**

<http://www.wikipediaurvey.org/>



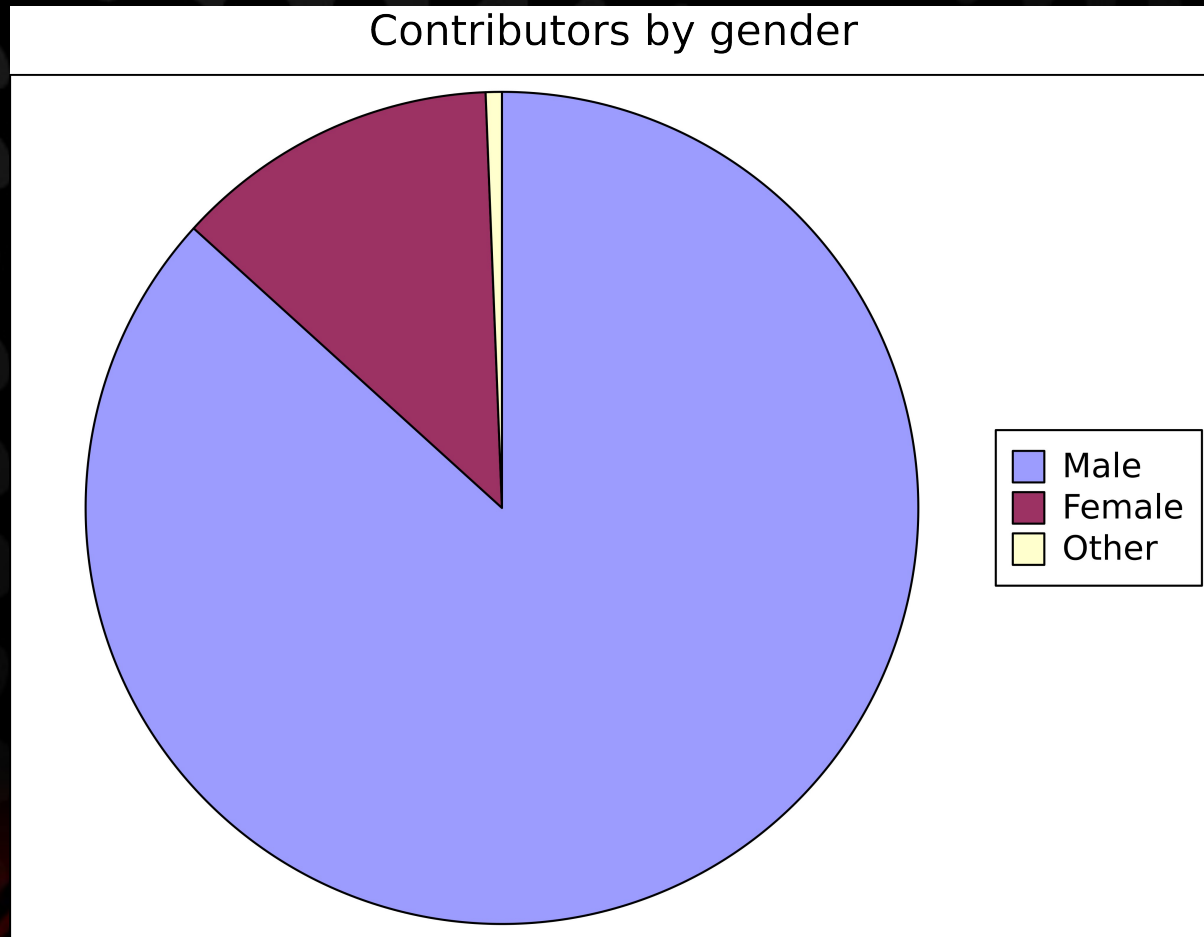
# The less good news

Readers by gender



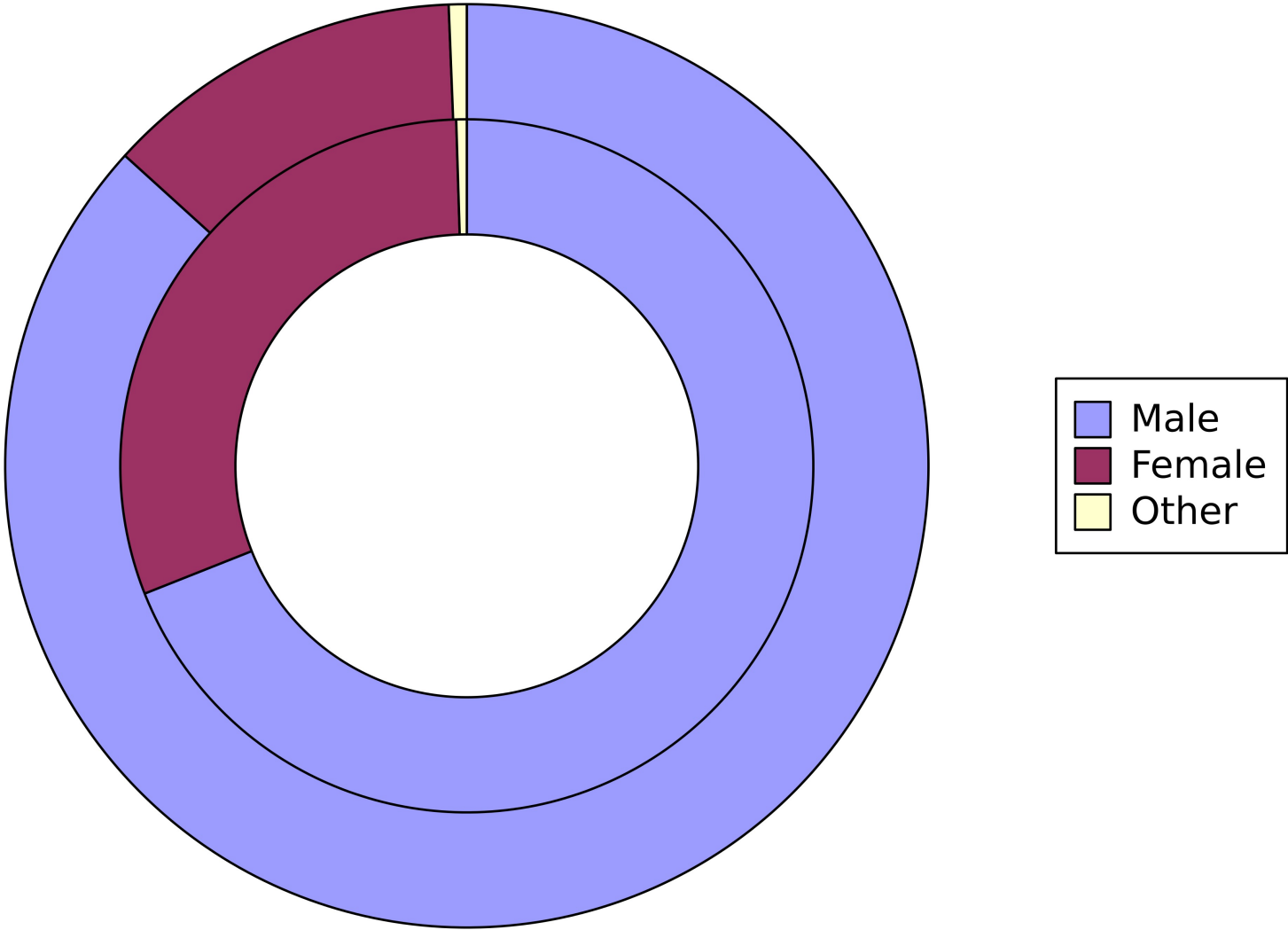
<http://www.wikipediasurvey.org/>

# The even less good news



<http://www.wikipediasurvey.org/>

# Readers and contributors by gender



<http://www.wikipediaurvey.org/>

# Diversity



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# Instrumental versus beneficial



**“Nothing about us without us”**



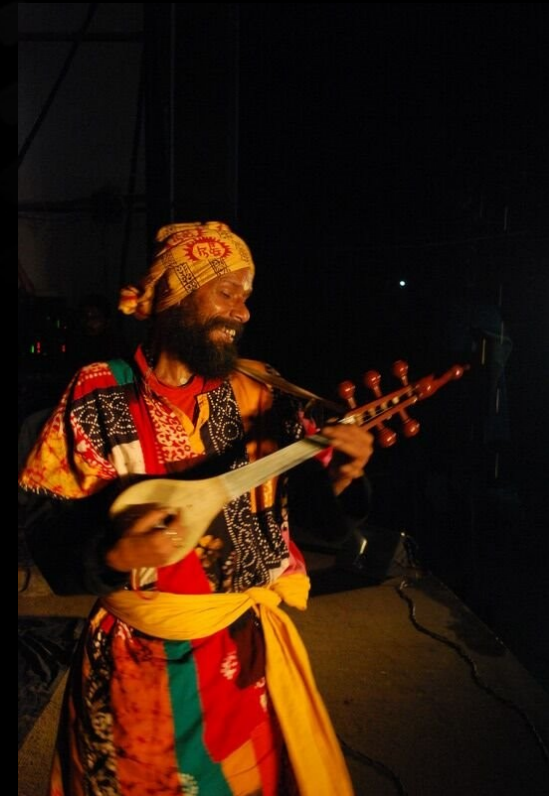
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# **Rationale for diversity**

- **Better understanding, and oneness**
- **Stimulating change**

# Dhokra and Baul: preserving by reforming

Peter Emberley (2011) Preserving by reforming, in Mahajan (ed),  
*Accommodating Diversity*




(Left) User:Sushilsakhuja, CC BY-SA, (Right)  
User:Kannanshanmugam, shanmugamstudio, Kollam, CC-BY

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# Recruiting: strategies and tactics

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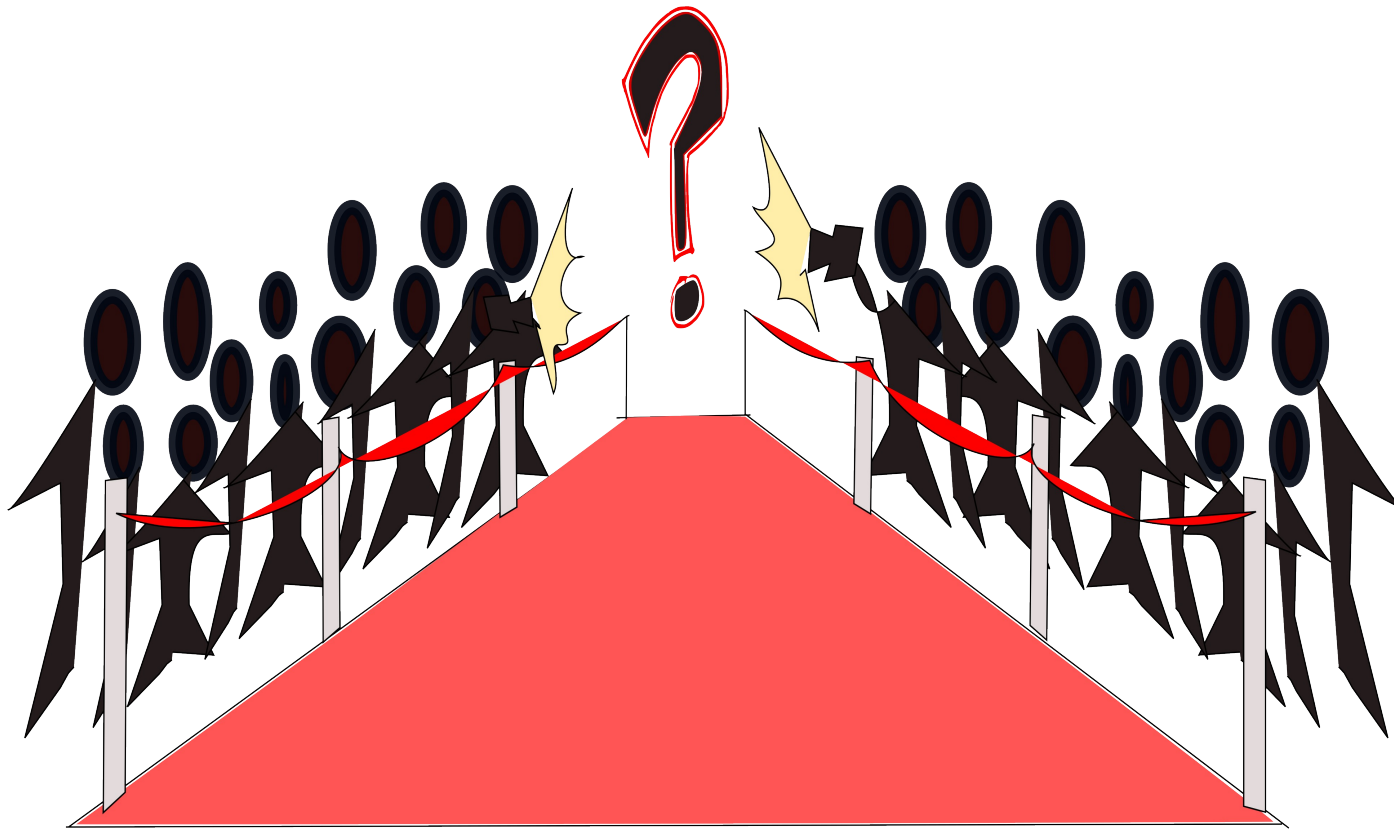
# The power of invitation




# Reach out to groups



# Support identification with a subculture



# Technological outreach

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# **Detroit Digital Justice Coalition**

**<http://detroitdjc.org/>**

**“People and organizations in Detroit who believe that communication is a fundamental human right”**

# Principles

- **... equal access to media and technology, as producers as well as consumers.**
- **prioritiz[ing] the participation of people who have been traditionally excluded...**
- **advanc[ing] our ability to tell our own stories...**
- **... the creation of knowledge, tools and technologies that are free and shared...**



# Technological outreach

- **Local caches of Wikipedia over mesh networks**
- **Distributed editing of Wikipedia over mesh networks**
- **Education about Wikipedia and contributing to it**

# Organisational outreach

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# Gender Links

<http://www.genderlinks.org.za/>

**“Gender Links (GL) is committed to a region  
in which women and men are able to  
participate equally in all aspects of public  
and private life”**

**“across the 12 countries of the Southern African region, women constitute just 17% of news sources. Women constitute just 19% of news sources in South Africa and black women, who constitute 41% of the population, account for a mere 7% of news sources.”**

# Gender Links

- **HIV**
- **Business**
- **Media literacy**
- **Sports**

# Organisational outreach

- **Reach out to:**
  - **cultural documentation and preservation groups**
  - **media literacy and education groups**
  - **digital education groups**
  - **NGOs and non-profits**

# Thank you

- **Ada Initiative staff**
- **Stephanie Alarcon, University of Pennsylvania Libraries**
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- **Sky Croeser, Curtin University**
- **Wikimania 2012 organising committee**