

# Targeted projects. An effective tool for attracting new editors. WMROMD experience

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Wikimedians of Romania and Moldova

# Outline

- WMROMD presentation
- Personal “Vulgate” of Strategy 2030
- Targeted projects



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# WIKIMEDIANS OF ROMANIA AND MOLDOVA

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**- The trigger event -**

*Overall Winner Prize at the contest of projects dedicated to the World War I Commemoration organized by Europeana & Wikimedia Foundation*

**EUROPEANA 14-18**

# Who?

- A group of users active on the Romanian Wikimedia projects who are interested in organizing and participating in outreach activities on national and international level.
- Established on 31 January 2018
- Present members: 5

# Scope

- ❑ **Increasing the relevance and perception of Wikimedia projects:**
  - among the regular readers and users
  - within the cultural and scientific Romanian communities
  
- ❑ **Strategic goals:**
  - help alleviating the different **participating gaps** within our community (geographical distribution of the editors, gender and age etc.)
  - attract a significant number of **new contributors**
  - help increasing the quality of the contributions by **targeted projects**
  - increase the number of materials made available by the **GLAM partners**

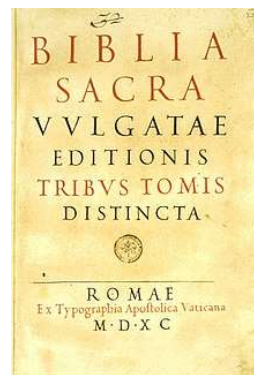
# What we try to do?

- ❑ conduct ***regular meetings*** with the contributors in the major cities of Romania and Moldova for discussions, conferences, workshops, etc.
- ❑ empower and ***engage active members*** online on Wikimedia Romania projects in offline activities, too
- ❑ provide ***support for the projects developed by the wikimedians*** from Romania and Moldova
- ❑ conduct online and offline ***editing contests and editathons***
- ❑ identify appropriate environments for ***recruiting new contributors*** and conduct specific activities
- ❑ establish a ***relevant network of contacts and relations*** with other entities from the cultural and scientific communities
- ❑ engage and develop ***common projects with the GLAM community***



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# A PERSONAL ”WIKI-VULGATE” or a non-educated editor’s translation of the ”Strategy 2030”



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*The next slides present personal opinion of the speaker, not necessary assumed by the WMROMD-UG*



# A paramount question mark

## How to translate the strategy words in the language of our wiki foot-soldiers?

*“Despite you talk to me  
in understandable word  
I could not understand you”*

Mihai Eminescu  
Romanian national poet  
1850-1889



**By 2030, Wikimedia will become the essential infrastructure of the ecosystem of free knowledge, and anyone who shares our vision will be able to join us.**

We, the Wikimedia contributors, communities, and organizations, will advance our world by collecting knowledge that fully represents human diversity, and by building the services and structures that enable others to do the same.

We will carry on our mission of developing content as we have done in the past, and we will go further.

**Knowledge as a service:** To serve our users, we will become a platform that serves open knowledge to the world across interfaces and communities. We will build tools for allies and partners to organize and exchange free knowledge beyond Wikimedia. Our infrastructure will enable us and others to collect and use different forms of free, trusted knowledge.

**Knowledge equity:** As a social movement, we will focus our efforts on the knowledge and communities that have been left out by structures of power and privilege. We will welcome people from every background to build strong and diverse communities. We will break down the social, political, and technical barriers preventing people from accessing and contributing to free knowledge.

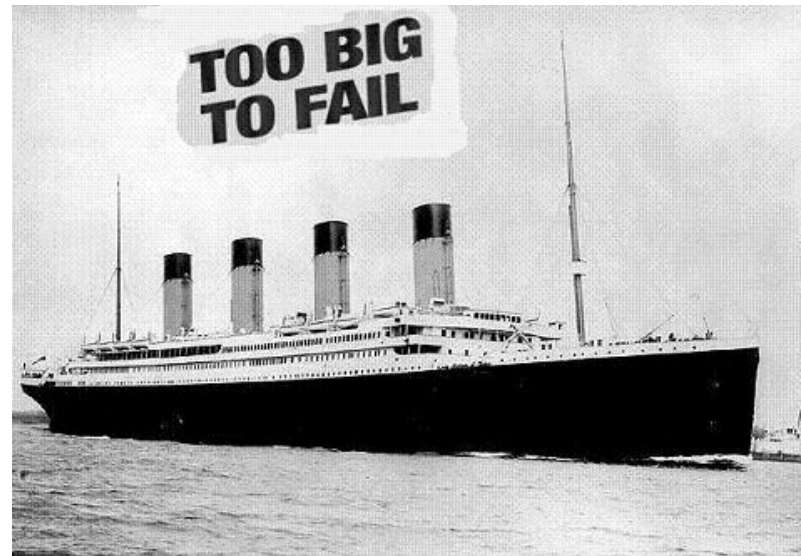
*This slide presents personal opinion of the speaker, not necessary assumed by the WMROMD-UG*

# Wikipedia in the digital world

*Being the No. 1 knowledge site on the Internet, Wikipedia is part now of a very special category:*

***”To big to fail”***

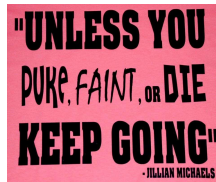
Why? Because there is no alternate “No. 2”, 3 ...



# So, what we are supposed to do?

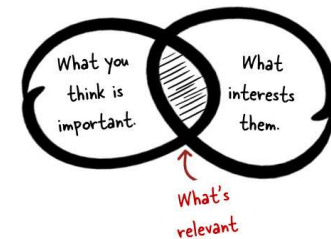
## 1. To keep it running

- we already now this



## 2. To keep it relevant

- quality vs. quantity
- "editors 2.0"



## 3. To keep it open

- refocus on editorial works
- art of dealing with the knowledge ceilings

To open a shop is easy, to keep it open is an art  
- Chinese Proverbs

## 4. To keep it challengeable

- the same but shared knowledge for all
- prevent it to become "The Knowledge"

But that's the challenge -- to change the system more than it changes you.

— Michael Pallan —

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# Joining to Wikipedia



2001

2018

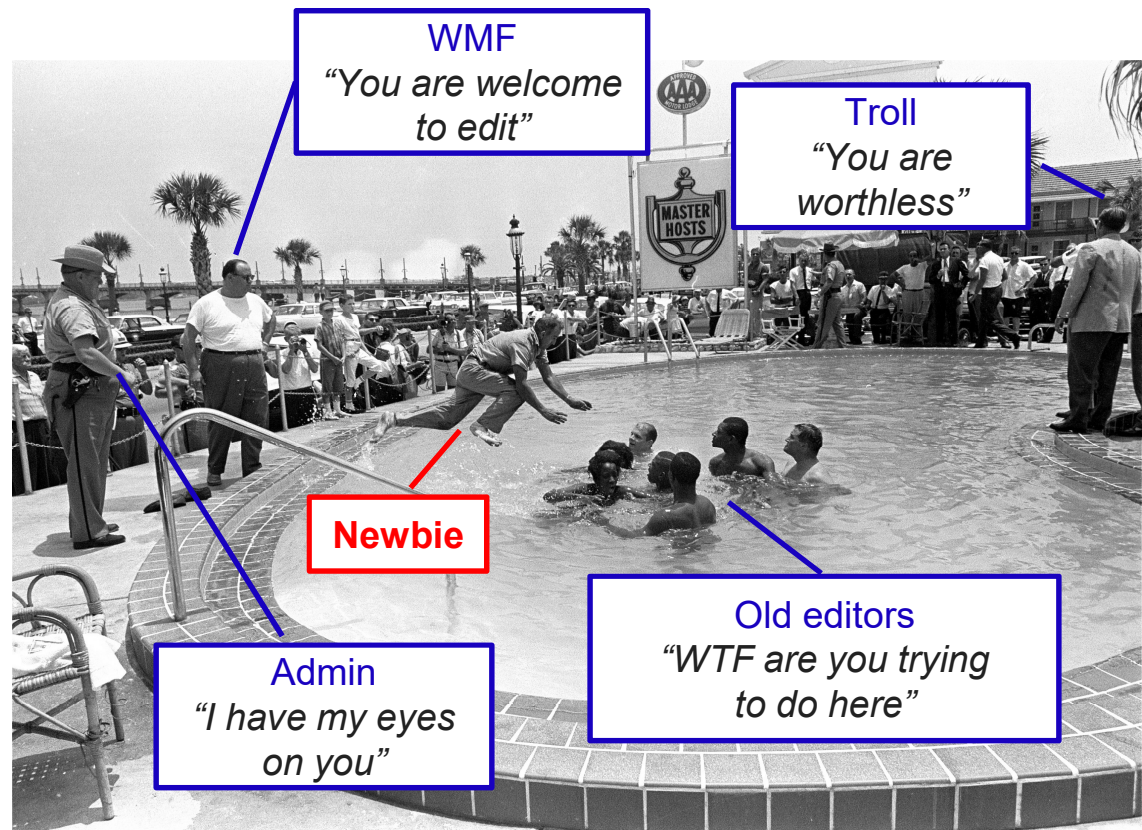


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# “Editors 2.0”

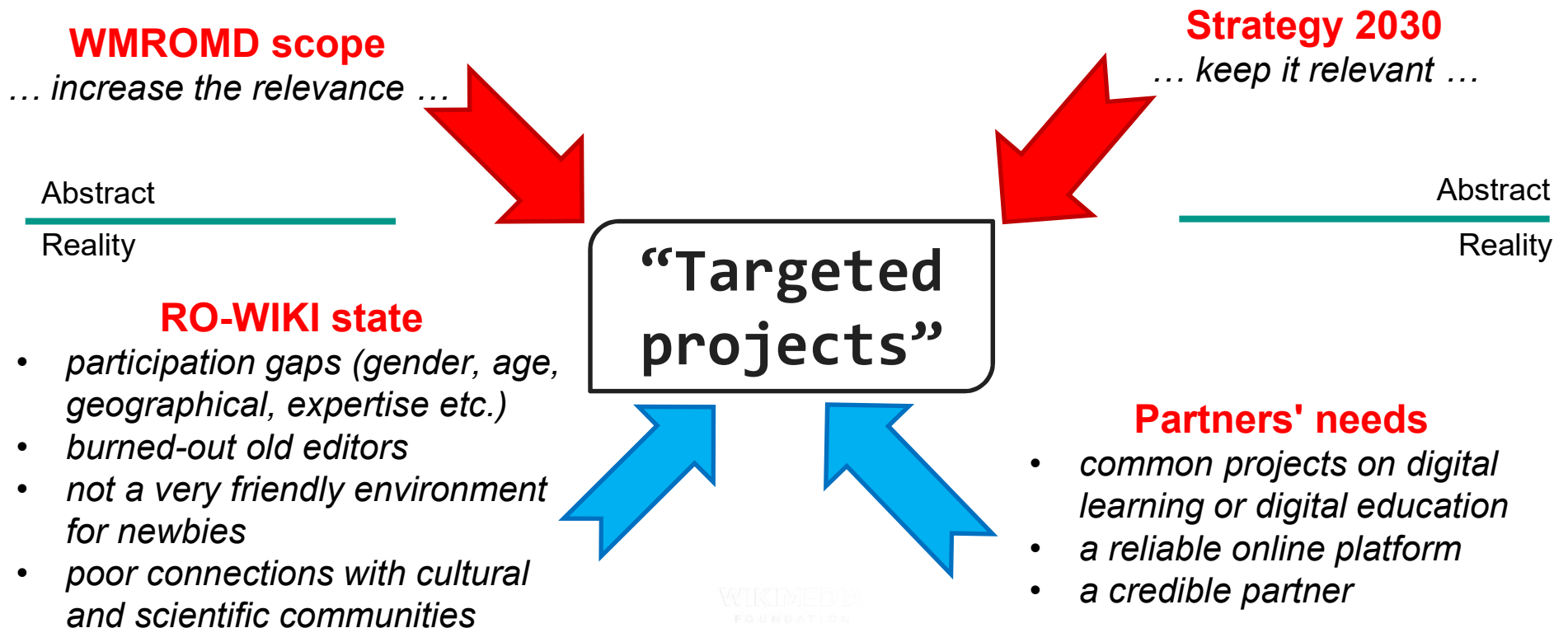
A courageous newbie that:

- is a believer (*WMF credo*)
- know to swim (*has expertise*)
- jump in deep waters (*high knowledge ceilings*)
- with no protection suit (*previous training*)
- not being aware of underwater dangers (*old editors & habits*)
- with lifeguards (*admins*) waiting for him to cry for help
- hoping that he will manage to stay alive (*editing articles*) for a long time



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# Trying to find “Editors 2.0”





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# TARGETED PROJECTS

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# What is it?

A dedicated common **niche** project, **tailored on a partner's needs**, developed with the **methodology of Wikipedia**, aimed to bring **quality content and new editors**

**Wikipedia leadership & partner management**



# Characterisitics

- Targeted** on a specific niche
- Limited** (objectives, duration, amount of content)
- Standardized** articles
- Subject-matters editors** provided by the partner
- Peer-reviewed** content

**May or may not be developed further in a partnership**

# Approach

- ❑ ***Pro-active*** towards the partners and communities
- ❑ Use the power of "***Wikipedia***" brand
- ❑ "***What Wikimedia projects can offer to you***" instead of "***What Wikimedia projects need from you***"
- ❑ **Tailored projects** on the partners needs
- ❑ Use the specific ***societal & cultural model*** of our countries

# КТО-КОГО?

	Wikipedia	Partner
Offer	- a brand	- a brand
	- a platform	- specialized knowledge - subject-matters editors
	- technical workload	- editorial workload
Gain	- good quality articles	- projects in portfolio
	- retained editors	- enhanced online visibility
	- image & relevance	- better promotion

## The workload burden



# Marketing the benefits

*What Wikimedia projects  
provide*

*Key competencies  
developed for the editors*

**Digital learning**



**Creativity**

**21<sup>st</sup> century learning**



**Adaptability**

**Scientific learning**



**Competitiveness**

**Personalised learning**



**Personal development**

# Mandatory “ToDo”

- Conclude a **protocol** (*Define the boundaries and limits of the project*)
- Agree the **list with the articles** to be created (*Tailored for partner needs*)
- Provided **digitized bibliography** (*Notability*)
- Model **standardized article** (*Wikization*)
- Develop a **simple & concise editing methodology** (*Wiki literacy*)
- Identify and prior **train some “trainers”** from the partner (*Wiki way of life*)
- Conduct a **general technical training** (*Wiki-alphabetization*)
- Conduct **editathons** (*Editing boosters*)
- On time **monitoring and evaluation** (*Peer-review*)
- Create a **dedicated support system** (*Make editing human*)
- Terminate** (*Make Wikipedia and the partner happy*)
- Way ahead** (*Partnership?*)

# Metering the success

***The red line - Keeping Wikipedia leadership on the project***

1. **Termination** = Reach the boundaries of the projects
2. **Content** = Quality of the articles
3. **People** = Retained editors – self-patrolled
4. **Reach** = Number of editors
5. **Quantity** = Number of articles created



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# FEMININE PERSONALITIES FROM ROMÂNIA AND MOLDOVA



**Proiect de traduceri  
Wikipedia  
la Catedra de engleză**

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CATEDRA DE ENGLEZĂ  
FACULTATEA DE LITERE

UNIVERSITATEA  
„ALEXANDRU IOAN CUZA“  
din IAȘI



Common projects with the Universities from Iași and Bucharest

## **TRANSLATIONS (English an Arabian cathedra)**





Common project with the University from Cluj  
**Project „Romania 100”**



Common project with the Goethe Institut from Bucharest

## **Contemporary German writers**

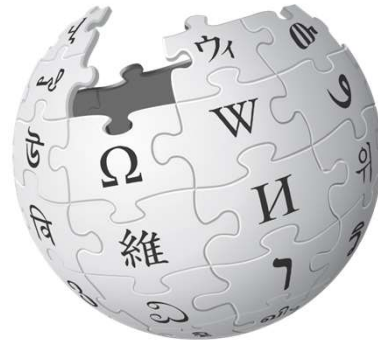


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Project dedicated to gymnasia and high schools (Wikisource targeted)

## **ONE CLASIC – ONE WORK**

WIKIMEDIA  MEETING 2018



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**“The greatest things are made from a lot of  
small things gather together.”**

WIKIMEDIA  
FOUNDATION

*Vincent van Gogh*