

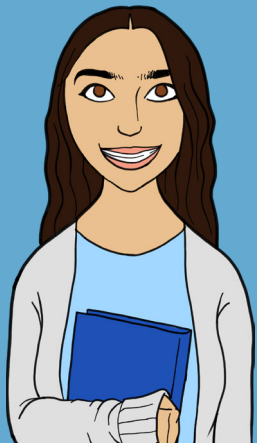
# Undergraduate Skill-Builder

Name	Bhoomika	Age	20
Lives in	Kolkata	Occupation	University Student
Languages	Bengali (Native) English Hindi	Platform Tenure	Wikidata 9 mos Not on Wikipedia

## Technological Comfort



## Connectedness



## Background

Bhoomika is a third-year political science major, and is constantly looking to learn new skills through any opportunity at the University: most recently two youth literacy projects with the Institute of Social Work. One of Bhoomika's professors, who is an active member of the West Bengal Wikidata user group, recruited her and a few other students to participate in an editathon adding Bengali labels. She is still trying to understand the full potential of Wikidata, but appreciates the exposure to the platform all the same. Bhoomika is going to be graduating soon and has recently started thinking about leveraging her experiences to land a job in the near future. She can see the importance of data access and organization she contributed to through the editathon, but she doesn't see it becoming a consistent passion of hers in the future.

## Goals

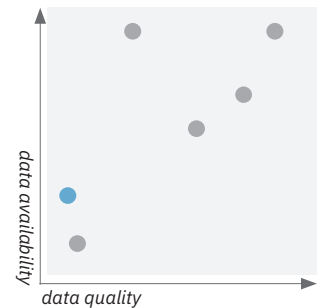
**Gain new skills and expand professional career possibilities** through social events and collaborating with peers, mentors, and professors.

**Meet others with similar social-political interests** related to community-based social work and engagement.

**Be part of a community** and work with others on projects that can make an immediate and tangible impact without requiring a long-term commitment.

**Expand content related to her country and culture** on Wikidata.

## Quality x Availability



This graph highlights the persona's activities in relation to data quality and data availability. The grey dots indicate the activities of other personas in this set.

## Barriers

**Initial learning challenges** At first, Bhoomika had a hard time understanding the platform and how to engage with it. She duplicated data by mistake the first time she was trying to upload. She tried to look for help on the platform but ultimately turned to her friend and her professor for help.

**Limitations of mobile editing** During editathons, Bhoomika tries to make use of every waking moment to fit in the volunteer commitment. While she is commuting on the bus, her editing is limited to labels and adding links. She hopes the mobile website will have

additional features like statements added in the future so she can edit much more while on the go.

**Limited time to both learn and contribute** Bhoomika is concerned about the amount of time she is having to dedicate to learning how to use the platform properly, and wishes there were a quicker (perhaps more targeted) way for her to contribute to the content itself. The editathons are starting to take time from her studies and she's not sure her volunteer hours are adding much.

## Activities

**Q A Editathon Volunteer** Bhoomika has been participating in events such as editathons and labelathons hosted at her university by various members of the local user group she met through prior workshops.

**A Cross-language Labeller** She collaborates with her professor on a local project adding Bengali, her native language, to Wikidata. She is helping to add labels in Bengali.

**Q A Data Retriever** In an effort to ramp up her technical skills, Bhoomika is learning how to use the Simple Query Builder Tool. With the help of a friend and Wikimedia video tutorials, she is practicing how to retrieve Bengali data and identify data gaps on the platform.

**Tools** Simply Query Builder

## Design Considerations

**Contributions of short-term volunteers like Bhoomika are significant** even though their unique number of edits are relatively low. Their goals are less focused on the mission of the platform, and more on personal growth and social and professional networking.

**Coordination and quality control are important activities with contributors like these:** short-term volunteers are less focused on the big picture and have less time committed over a shorter window, and are often working at the direction of another community member. Because most are learning for the first time, mistakes happen.