The Visibility Gap: #VisibleWikiWomen's Campaign for Visual Knowledge
The Problem

Wikipedia is the 5th most visited website in the world...

But when half a billion people visit Wikipedia every month...

What do they see?
The Problem

1 in 10 Wikipedia Editors is a woman

Only 20% of biographical information on Wikipedia is about women
And only 20% of articles about women include photos of women.
The Problem

"You can't be what you can't see."

Marian Wright Edelman

When women's faces are missing from Wikipedia, their invisibility spreads.
The Challenge

More women's faces on Wikimedia commons!
How we did it

- Coordinated with partners and allies to upload photos to Wikimedia Commons
- Created Multi-lingual resources
- Attended conferences in person to build networks and connections
- Publicized the campaign through social media and the Whose Knowledge? Blog
- Launched an edit-a-thon in May
Goal: Add 100 images of notable women to Wikipedia Commons by the end of March.

Result: Over 800 photos had been added by the beginning of April!
By the end of May, more than 500 of those photos had been used across Wikimedia projects!
The things we learned

- We got inspired by the stories we collected and the efforts of our partners to collaborate!
- These images have a connective power beyond and between the online and the offline - as we saw with our postcards!
- Dream big! When partners across the Wikimedia movement collaborate, especially beyond the movement, we can far exceed our own expectations!
THANK YOU
Discussion

- How can we reach a more diverse audience?
- How can we engage partners to include other people beyond Wikimedia movement?
- How can we persuade people to collaborate even more?
- What tools could help us in the future?