



South Asia learning session Reflecting on our collective work

September, 2022

दक्षिण एशिया

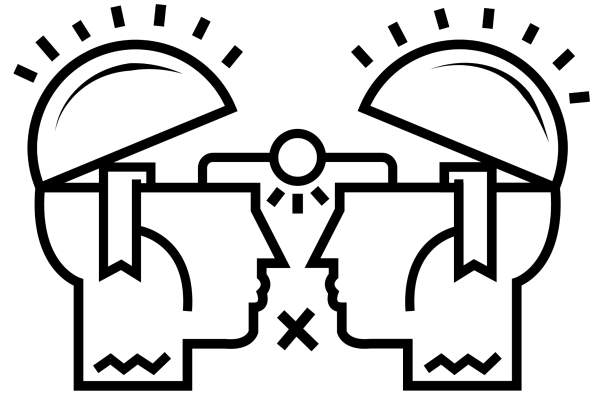
दक्षिण एशिया

தெற்காசியா



Why this session?

- The **start** of conversations to use and reflect on data together and collectively learn, iterate and adjust
- More connection between all partners involved



Not this

This



Fun, safe, empathetic, honest and connecting

Outcomes of this session

- Feed into the annual report with some regional reflections
- Generate interest to continue reflecting together
- Use this analysis to think about your work in a way that is important to you - *these are not guidelines*



Agenda

01 Check-in **10 min**

02 Some insights to share **30 min**

03 Collective reflection **70 min**

04 Next steps **10 min**



WIKIMEDIA
FOUNDATION



1. I am very tired after a long day!



2. I am happy to be here and just want to share with my colleagues



3. I feel a bit quiet and don't know if I will speak here



4. I am not sure what this meeting is about, but I am curious



5. I read the document and have loads of comments or questions.

6. Other

Grantees' intentions

Important note: The information gathered here is based on 100 grantees' application proposals for the General Support and Alliances Fund submitted on the Fluxx portal. We have tried to capture **global tendencies**, as well as highlight some things that may be specific to the **South Asia region**. This report was created to support understanding about programming across grantees and discussion for learning.

Structure of the analysis

5 key areas of work:

- 1) Attracting and maintaining contributors
- 2) Content contribution,
- 3) Building organisational capacity,
- 4) Awareness-raising & advocacy
- 5) Partnerships.

Theory of Change

What are the challenges / what is the change desired?



What are the strategies?

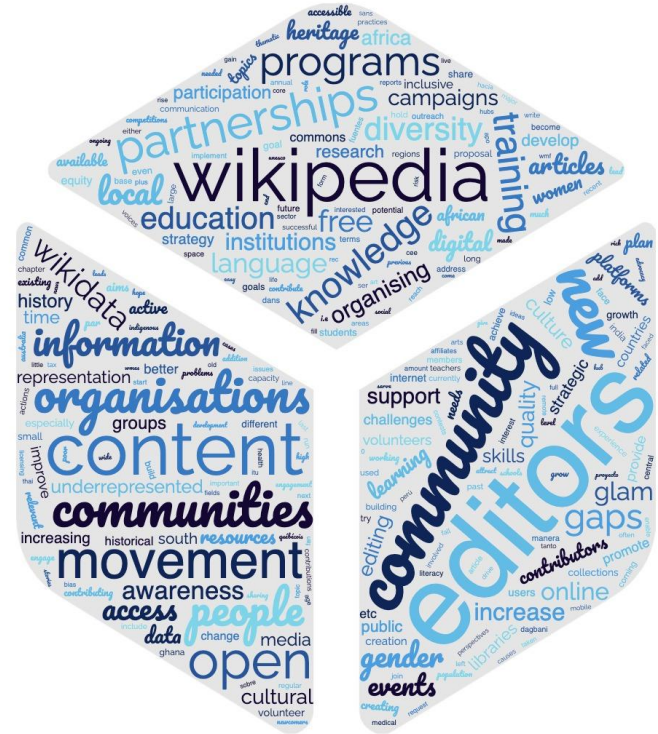


What do want to learn and evaluate from this that support future work



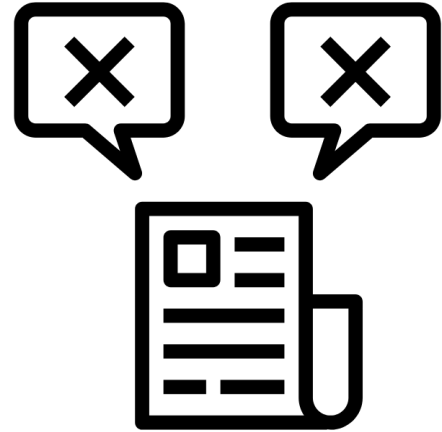
What are some of the challenges grantees want to address?

1. Limited /overworked volunteer base
2. Diversifying content - Knowledge equity and as a Service
3. Raising awareness of the value of Wikimedia and Free Knowledge
4. Building organisational capacity



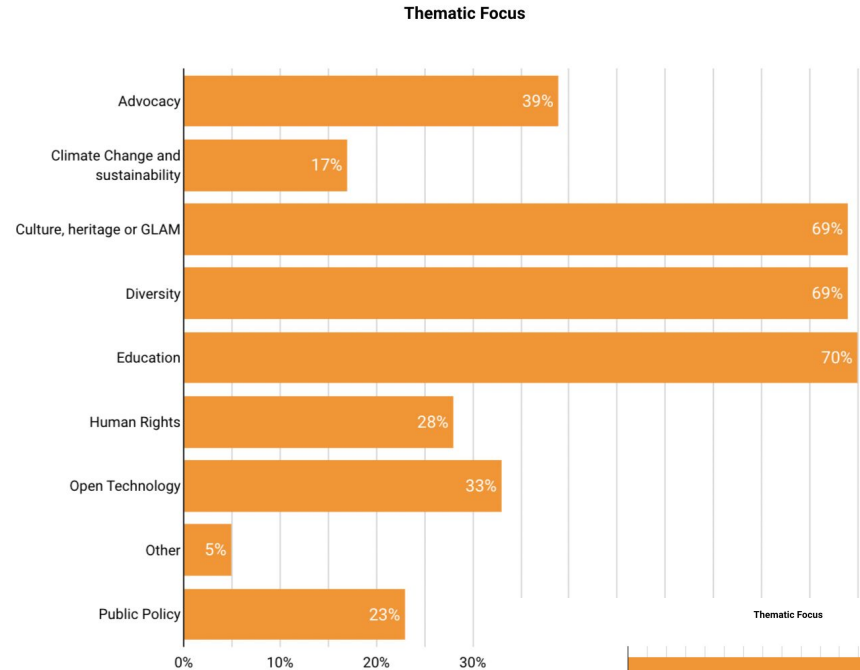
Societal challenges

1. Guaranteeing the [freedom of information](#) in complex political contexts and addressing policies that act as barriers to open access and free knowledge.
2. Addressing global issues through access to better information (ie human rights, climate change).
3. Address “knowledge injustices”
4. Promote media and information literacy skills (MIL)
5. Tackling “toxic interaction environments in large social networks”; and exclusion of access to quality content
6. Preserve culture and heritage.

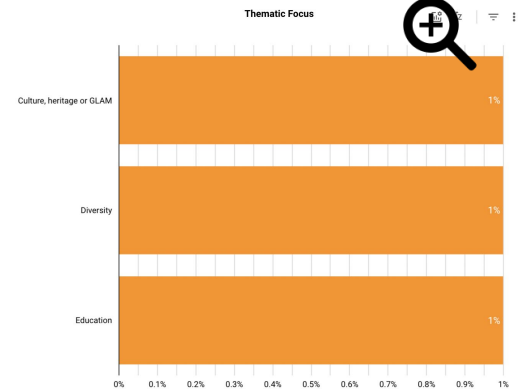


Thematic priorities

- Top 3 globally: **Education, GLAM, Diversity**
- The South Asia region reflects the global priorities.



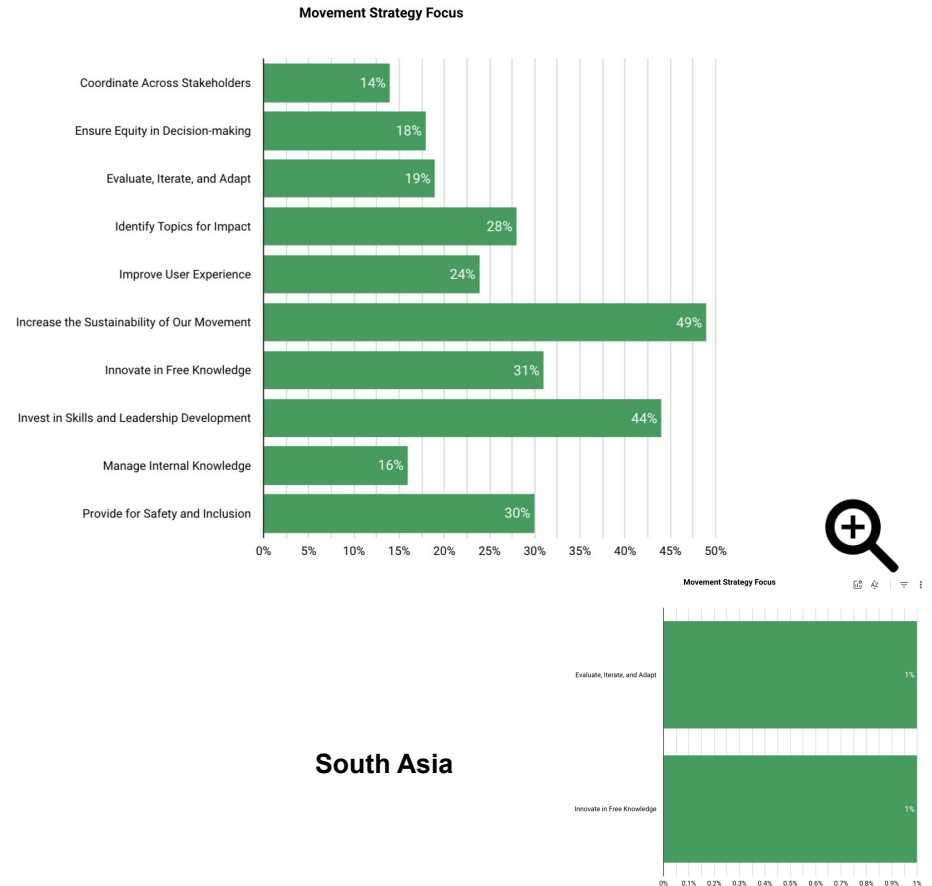
South Asia



Movement Strategy priorities

Top 2 globally: grantees globally prioritise- Sustainability of the movement and Skills and Leadership Development.

South Asia: place priority in [Innovate in Free Knowledge](#), [Evaluate, Iterate and Adapt](#).



Main strategies word cloud analysis



Global Word cloud analysis: analysis of the most frequent words that appear when talking about main strategies (over 30,000 words) and ways of bringing in new contributors. It is interesting to note the prevalence of the word students and teachers.



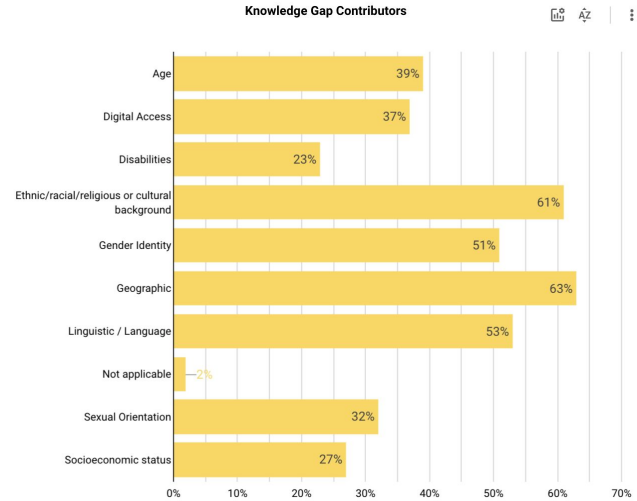
Contributors



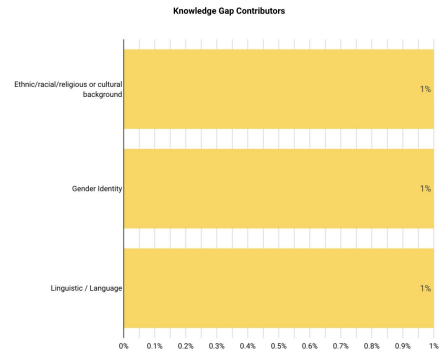
Contributor gaps prioritised

Top 3 globally: growing focus on underrepresented groups, prioritising diversity in terms of **geography, ethnic, cultural, racial, or religious backgrounds, and language.**

South Asia: Grantees describe gender as a priority in their narrative, however, only appears as top 3 priority CEE, LAC, and SA.



South Asia



Strategies

65% (grantees globally) main focus is bringing in newcomers.

Below are some global tendencies that are also relevant to the region. We have included some open questions to think about.

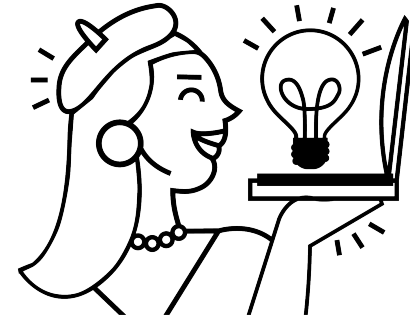
- **Education:** interest in the region to see the learning impact on students in the local context. What is the key outcome we are seeking? How can evidencing this lead to widespread use? How do we best learn from what is being experimented in the region like [this grant](#), also with a gender focus - **What outcomes are we looking for, how can this be scaled?**
- **GLAM** - Growing interest in the **digitization** of old books, documents and artifacts. How to build more autonomous processes within institutions and bringing in networks of GLAM contributors? Best strategies to preserve culture and heritage proactively, in times of crisis.
- **Explore partnerships** with grass roots/ like-minded organisations to bring in networks of new contributors - linking this to social and environmental issues. What types of engagement formats will work with these groups?



Strategies

- **Organisers: are seen as key to multiply activities.** How to create **skills development paths** for organisers? How to provide the necessary logistical support?
- **Some grantees question the impact of one off -edit-a-thons or activities.** How to learn from more structured online training (such as what is being done with Wikisource)?
- **Campaigns/contests:** what role can they continue to play as an exciting entry point for organised groups around topics of interest in the South Asia region? What can we learn from the proofreading competition format?
- **Engaging technical contributors:** meet-ups and outreach sessions are important mechanisms for training and mentoring newcomer tech contributors. What challenges are faced to scale this?
- **Safe spaces:** is there enough investment and skills building here? Only 15% mention this.

"We are only as strong as the group of people who wish to be involved in our projects."



What do people want to learn about contributors?



- What programmes are more effective for bringing in newcomers?
- What training is more effective - how to adapt this in the post-pandemic scenario?
- What are the needs of organisers (*community self-run activities*)?
- How are cognitive skills shaped by using Wikipedia as a platform of learning?

What is being measured?

- **80%** # of participants,, # editors, #organisers.
- **32%** disaggregate new or existing, **11% measure** if from underrepresented groups .
- **22%** measure retention differently measurements
- **21%** have a goal of feedback from training, only 10% measuring skills outcomes.
- **14%** volunteer hours
- **10%** training in interpersonal skills and conflict management



What can some of the metrics that were reported tell us? Is this useful for your work?



Participants, editors and organisers

Grantee partners'
TARGETS

South Asia

103K

Participants

4K

57K

Editors (involved
in grantee-led
activities)

3K (75% of target
participants)

3K

Organisers (involved
in grantee-led
activities)

70 (less 2% of
target participants)

Some insights:

- The Centre for Internet and Society. CIS only counts editors with more than 5 edits.
- West Bengal Wikimedia User Group.
- The average number of organisers per grant is 20, below the global average (33). The highest contributor is CIS including trainers and people working with partner organisations (such as professors and museum curators), and does not include CIS staff.

South Asia's contribution

SA 2% of funding, higher contribution of editors (5% of grantee global target)
SA represents 6% of global share of Movement-wide editors.

	% of target participants per region	% of target editors per region	% of target organisers
MEA	11%	13%	19%
ESEAP	7%	5%	4%
LAC	15%	6%	8%
SA	2%	5%	2%
NWE	32%	22%	40%
CEE	16%	22%	20%
USCA	18%	28%	8%



Reflection: thinking of the previous targets, how does this resonate in the South Asia region?

“Classical editor retention on the online projects is mostly dependent on factors that are beyond the influence of individual affiliates, hence most of us stopped using this as a classical goal and/or metric. Organisers on the other hand are in the realm of affiliate work and influencing and retaining these volunteers is a major goal for us, that we also want to measure.” (NWE grantee)

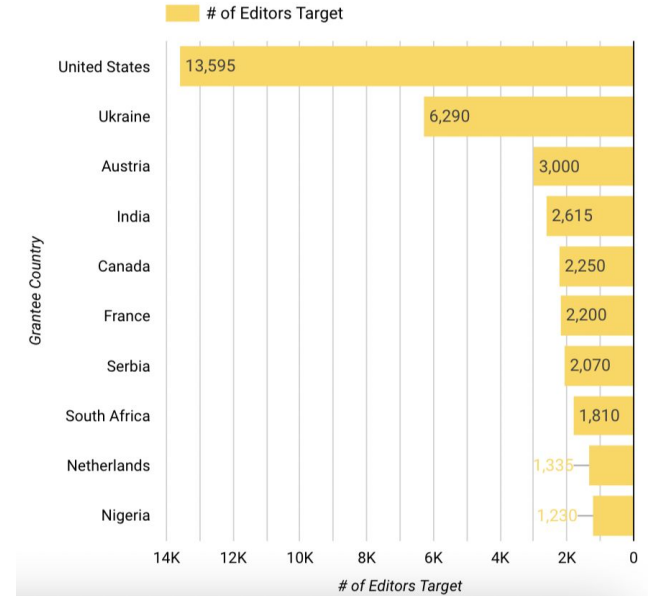
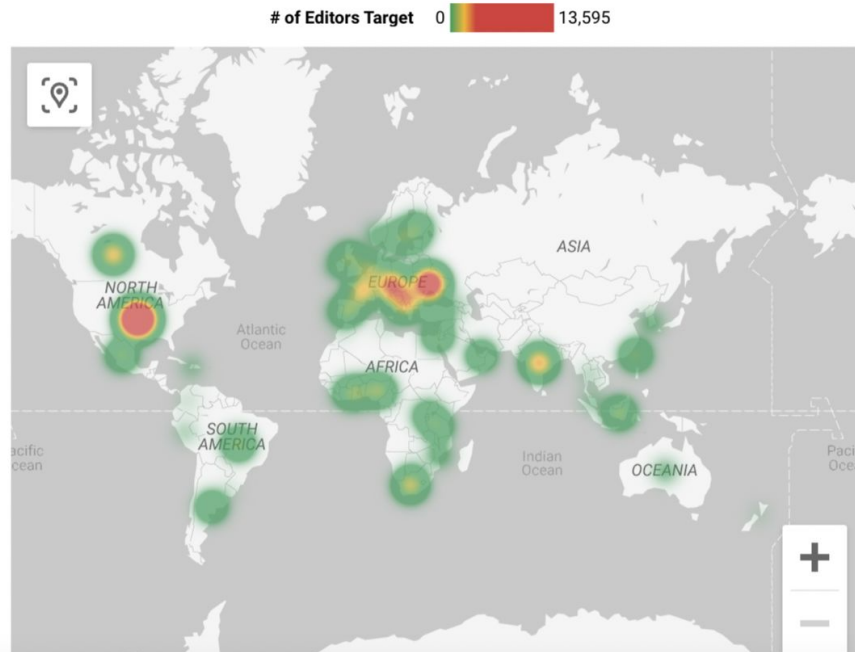
Considerations about data

The purpose of aggregating data is not to rank or value grantee's work solely on their target numbers.

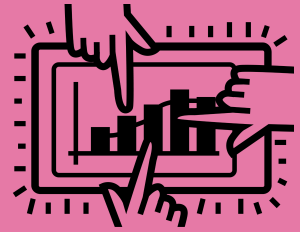
- We need **detailed and unified definitions** to count the same things
- **And put numbers into context:** Projects with small numbers may be making large equity efforts, innovations, testing new approaches, developing training material, sharing knowledge around practices.
- But...
 - Can number **benchmarks be useful** for grantees to review their targets, comparing these with grantees with similar programs, funding, or contextual dynamics?
 - Can they be helpful **for newcomers** that often express that they find it hard to set targets when initiating their work.

Look at the images in the next slide and think of how aggregating and presenting the data like this can be useful for your work and regional understanding.

How is presenting this type of data useful for you...and not unfair?



Collective data challenges



- Reduced team, resources, or tools to measure these in more depth
- How to build this capacity into funding.
- Can we think of small steps to collect data that is meaningful for you? Organisations in the region are seeking to **build capacities in storytelling** - can this be included in the funding?



2) Contents



Strategies

60% of grantees globally place content creation as one of the central parts of their work.

- Globally grantees prioritise content gaps related to **gender (65%), geography (64%), and language (61%)**. **South Asia:** gender, language and cultural/ethnic/religious background are the priorities in terms of content gaps.
- Globally **Wikipedia** is still the central focus for 80% of grantees. However in South Asia there is less of a focus on number of contributions and more on valuable contents on smaller language Wikipedias and cultural preservation on Wikisource.
- Globally there is a growing interest in **Wikimedia Commons and Wikidata**, as tools to service key partners by digitalizing and making them more accessible. There may be opportunities for growth here in South Asia with new partnerships outreach and scaling training efforts.



Strategies

- **Content mobiliser: Campaigns** (55% of grantees globally use this tactic). Is there a potential for more campaign mobilisation in South Asia, particularly with the aim of engaging like-minded organisations? Do we need new tactics?
- **GLAM partnerships** 69% of grantees globally are working with these partnerships to digitalise and open collections. How to show well researched and contextualised case studies so they are good advocacy tools in South Asia?



By Nilanjan Sasmal - Own work, CC BY-SA 4.0. Photograph of a Bengali fish cuisine was uploaded by a new user which secured 2nd position in Wiki Loves Food 2021 in India

Strategies

- **Educational partnerships**(40% of grantees working within educational institutions): Is content creation the main outcome or what is the real value?
- **Organiser-led initiatives:** how to meet the logistical support for content-creation activities.



Jagseer S Sidhu, CC BY-SA 4.0



What do people want to learn?



- How are free contents used? How has this benefitted those that use it?
- What are the best ways to support communities (organisers) to carry out content-creation activities?
- How do we most effectively identify knowledge gaps and work with volunteers to bridge them?

What is being measured?

- **89%** # of new content contributions per Wikimedia project
- 35% disaggregate type of contribution or offer a description (makes it hard to compare numbers)
- Only 10% are collecting data to analyse content use / quality.
- Only 5% disaggregate content targets per knowledge gap



Collective data challenges

- Tools that can measure content quality and use across several editors and content-creation activities and projects
- Clearer definitions and categorisation for all Wikimedia projects, specially the main ones.

A lot of different tools! (Frequency that tools are mentioned by grantees)

Program and Events
Dashboard 86
Hashtag tool - 30
Toolforge -21
Baglama - 17
Event metrics 16
Survey 14
Montage 12
Quarry 12
ISA 12
Glamorous 12
Google forms: 9
Fountain tool 8
Interviews 4
Focus group 2
Social media analytics 4
Cassandra 3
Glamoragan 2



Diy Tools GIF By Reuben Armstrong

What can some of the metrics that were reported tell us?



Global content contribution targets - grantees intention

201 K

Wikipedia (80% of grantees)

1.7 M

Wikidata (53% of grantees)

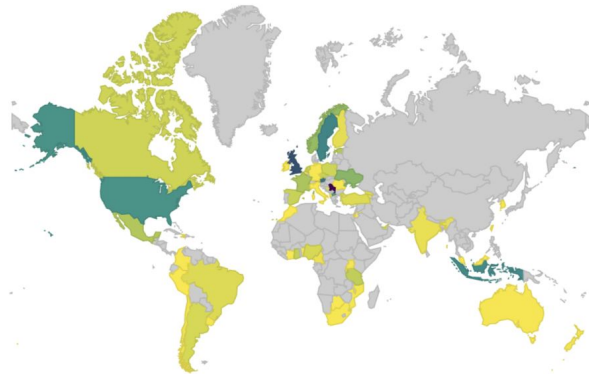
1.1 M

Wikimedia Commons (60% of grantees)

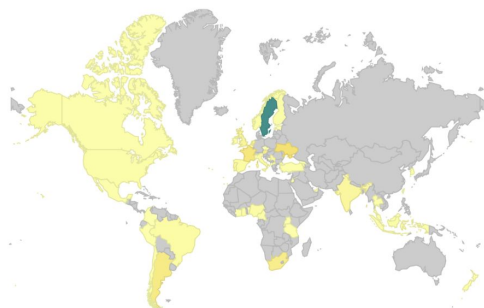


97% of contents.

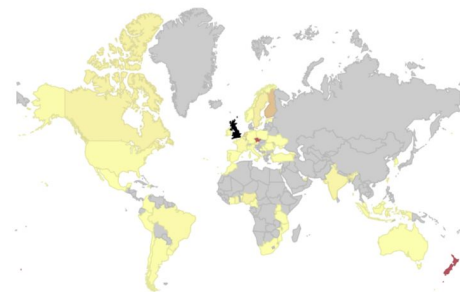
SA accounts for 1% of global target on Wikipedia (1.1k in 2 grantees, 91% CIS-A2K)



SA accounts for 2% of the global target on Wikimedia Commons (2.6K, 96% West Bengal UC)

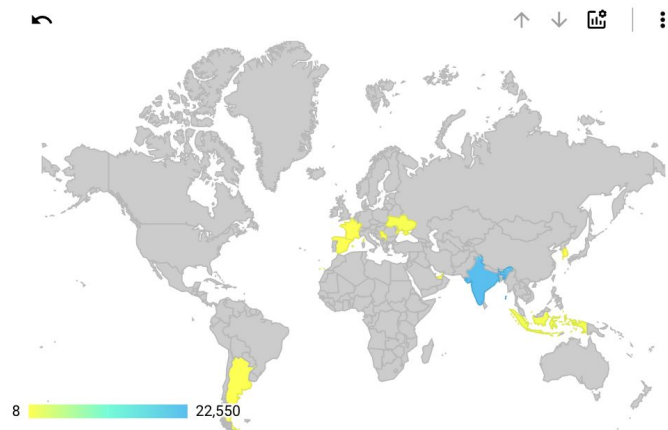


SA accounts for 1% of the global target on Wikidata (18K edits all CIS-A2K)



Smaller projects

Wikisource

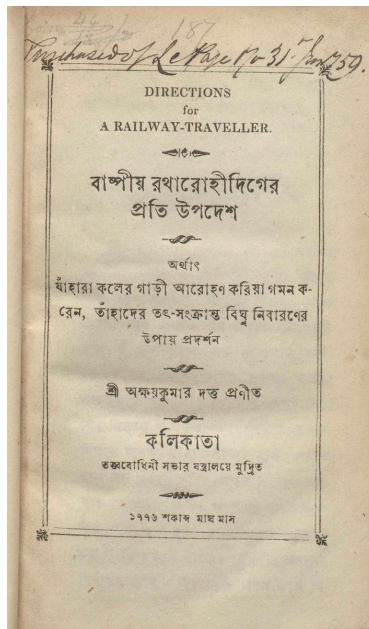


96% of Wikisource content goals are from 2 grants in South Asia with 22,000 pages proofread.
(West Bengal Wikimedia User Group and CIS-A2K)

Also investing funds in improving technology for Wikisource:
[Android app](#)



Globally, a small group of grantees are working on **smaller Wikimedia projects**, mostly newer grantees in South Asia, MEA, and LAC. They are seen as easier entry points for knowledge equity because of more lenient policies and formats for documenting knowledge. However, there are open questions about the use of this content and some uncertainty about future Movement-wide investments in these smaller projects for their sustainability and growth.



A mid-19th century rare guide book from TCIP collection for travelers on how to safely travel by train

There are now current grants contributing to Wikibooks, Wikiquote, Wiktionary, Wikivoyage or Wikiversity

3) Awareness-raising/advocacy Communications



Strategies: (some global tendencies, 30% mention this as a key outcome)

- Many grantees, particularly affiliates, play a crucial role in **raising awareness of the value of Wikimedia and Free Knowledge**. How to show the scope and impact of these efforts?
- Grantees focused on educational programs are doing awareness-raising of Wikimedia as open educational resource and a pedagogical tool to help develop media, literacy and information skills. How to best show and scale this?
- **Developing workshops or presentations** with a variety of stakeholders such as libraries and cultural institutions, government bodies, non-governmental organisations, and educational institutions. The continuity and scope of these activities can often be limited to the grantee team's capacity and measure the impact (changes in perception or practices within institutions).



Strategies: (SA specific observations)

- **Volunteer first approach:** Grantees based in SA are focusing on volunteer first approach where they are trying to bring new volunteers and develop strategies to retain them for the movement. Another facet of this strategy is to ensure that the active volunteers take up higher roles of responsibilities such as jury member, coordinator, ambassador, advisor to spread awareness.
- **Using opportunities to build essential partnerships:** Grantees are establishing contacts with government organisations, GLAM institutions to advocate for content donation and capacity building initiatives.



What do people want to learn?



- Which strategies work better to promote awareness?
- What is the non-editing impact on students and teachers?

“Awareness” only mentioned 8 times in key aspects grantees want to learn

What is being measured?

- Few grantees have awareness raising outcomes in their metrics
- 23% have social media metrics



4) Building organisational capacity



Strategies

Although mentioned as a key challenge, **globally only 38%** mention strategies or budget related to this.

- **Bottoms up approach:** Grantees in SA have focused on building programmatic track record and then establishing organisational set-up. A minimal set-up for staff and administrative capacity can be seen from the new funding requests coming from this region.
- **Understanding the regulatory landscape:** As the legal challenges exist across SA, many grantees operate at a muted level and have not expanded to their potential
- **Improve and sustain support for other organizations in the region:** Support for sustaining initiatives via institutional support is being reflected in the regional level discussions and applications.



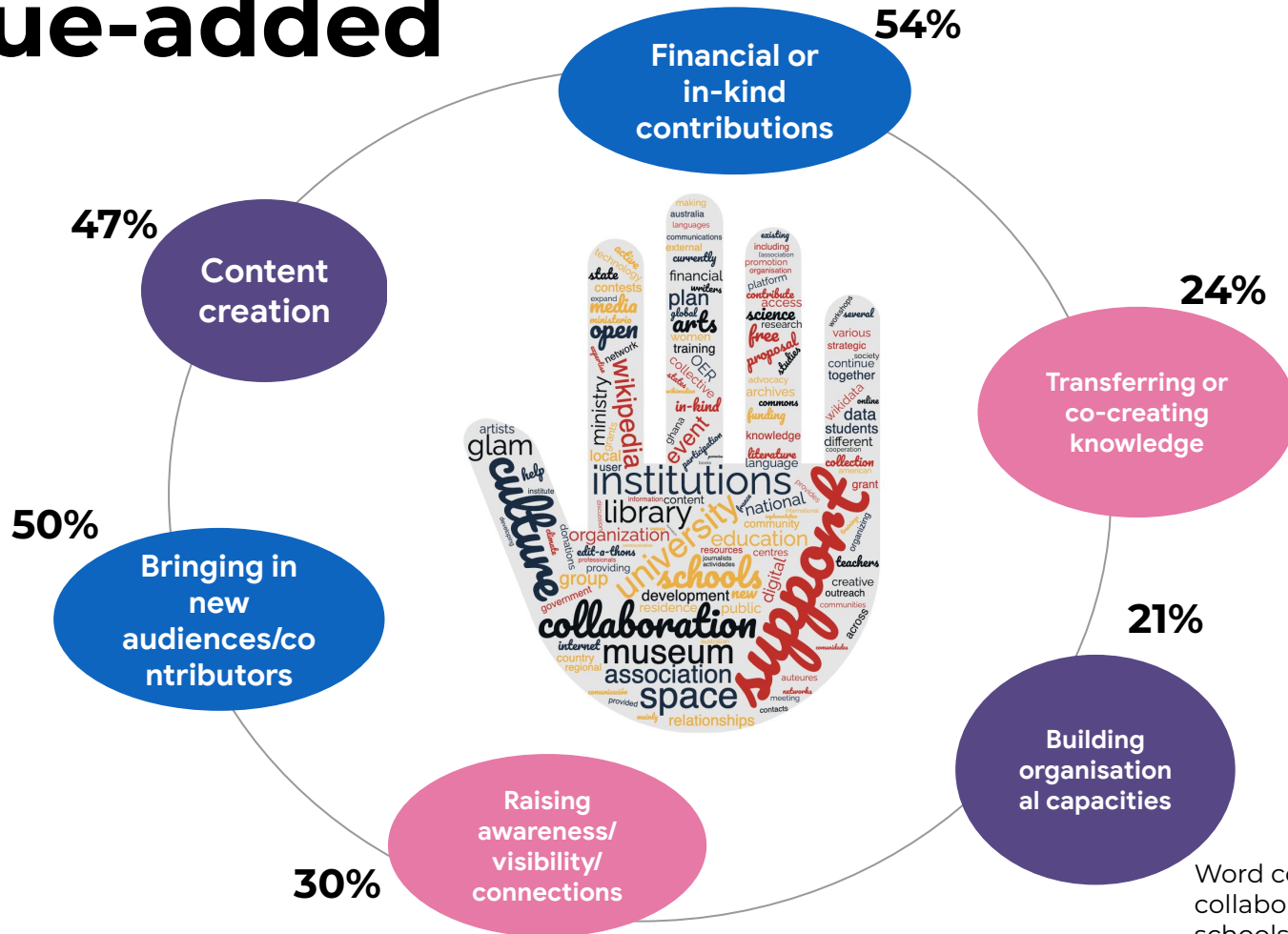
Governance and leadership challenges are less mentioned globally, however in South Asia region there are grantees mentioning the need for focusing on decentralising their activities and decision-making [1]

5) Partnerships

“True contribution and knowledge equity will not be achieved without the involvement of multiple partners, aligned movements and individuals across different, often intersecting, sectors”



Value-added



Word count top words: Support, collaboration, university, schools, institutions, culture.

Whilst the detailed analysis does not include rapid funds projects here are some interesting things happening in South Asia.....

Find incomplete pages and unuploaded books of Nationalised books of Tamilnadu in libraries, GLAM activities at Chennai metropolitan city and workshops in 6 cities of TamilNadu.

A toolkit to help Wikimedians transcribe oral knowledge on Wikimedia platforms,

Wiki Loves Folklore (for media content on local culture)

Various Hackathon formats for students, associated with larger tech events. Regional tech meetups.

Commons training

Articles on gender gap issues in South Asian Wikipedias focusing on women's empowerment. As well as creating articles on child abuse and neglect in Bengali Wikipedia and increasing the number of children's books in Bengali wikibooks.

A short word on funding

Report on meta

Funding data 2022 (global with SA data)

Number of grants

491

Globally a 35% increase from 2021 (364). South Asia: grants 14: 3 General Support, 11 Rapid.

Increase in funding

51%

Globally \$8.2M to \$12.4M
South Asia: 30% decrease from 2021, from 305K to 209 K (USD), representing. From 4% to 2% of global funding.

New countries

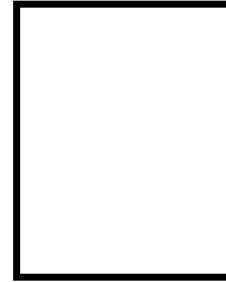
20

90% from non-high income countries.

New grantees

163

SA: 10 new grantees through rapid funds.



This is because of your hard work, in a region where funding has faced many difficulties!

Some opportunities

- Working with affiliates and partners in South Asia to build trust and face administrative barriers will be key to support communities in the region.
- Providing tech support to Wikimedia projects other than Wikipedia is also important for the active development of this region.
- For **Rapid Funds**, in 2022, 77% are distributed in the MEA region, and most of the other regions account for approximately 4% respectively. Given that this is an important entry point for newcomers, there is an opportunity for growth of this fund in other regions, particularly LAC, ESEAP, and South Asia.
- **Alliances Fund**: there are opportunities to grow in South Asia with partners working in Free Knowledge innovations and particularly with underrepresented knowledge.
- **Research Fund**: funds were awarded primarily in NWE and USCA (in terms of % of funds distributed), it has incorporated new grantees in almost all regions, except for South Asia. Likewise, there are opportunities for outreach here.

Some opportunities

- The average funding in the General Support Fund is \$117,000 USD per grant. In MEA, CEE, and South Asia the average is almost half this amount between **\$55,000-70,000** (and still 35% lower when adjusted to costs of living).
- It is also interesting to note that the average fund for all new grantees in most regions is \$20,000, whilst in the South Asia and MEA regions, it is **\$3,000-4,500**.
- Beyond issues such as grant experience, it is important to review if there are any barriers that imply inequity for newcomers in different regions, such as, the lack of organizational infrastructure, more rigorous review criteria and processes, including community review and feedback.
- Only 1 of 10 affiliates in the region are accessing funds, around 7 had accessed in the past.

Discussion

3 Questions

70 minutes (use 5-10 min reading time if needed)

https://etherpad.wikimedia.org/p/South_Asia_Learning_Session



THANK

**Let's continue
to learn
together
See you in the
session!**

YOU