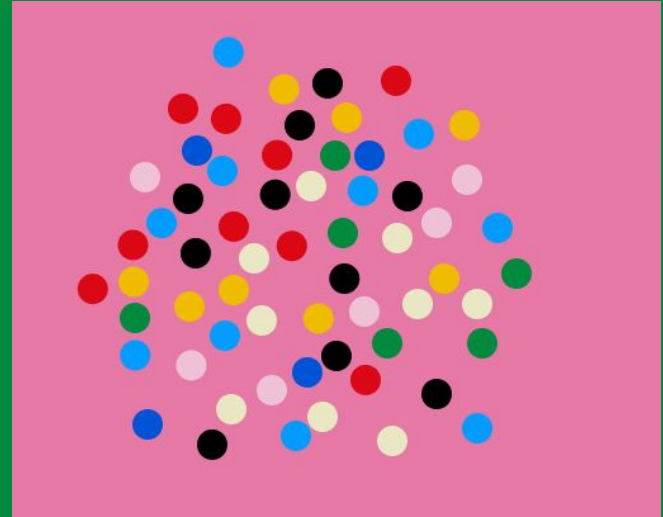


**Supporting a gentle  
discussion –  
Can we raise awareness  
through research results  
to bring about change?**



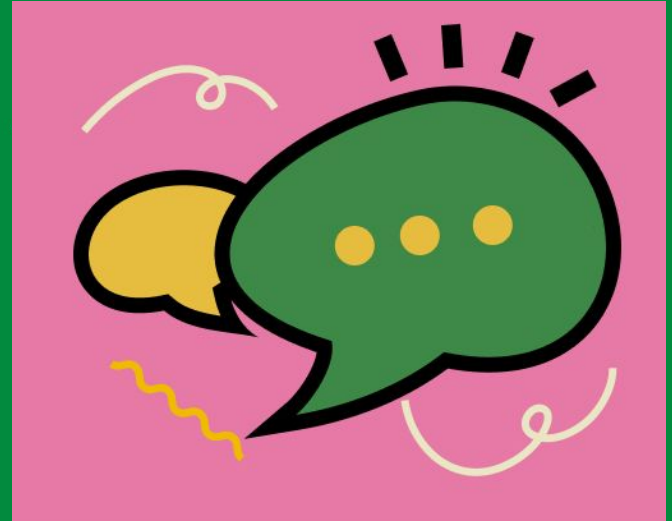
# Agenda

- Intro
- State of research: problems and challenges for the communication culture
- Raising awareness
- Q&A: How can we use these findings to now activate the different community groups and raise awareness for kinder and more considerate communication?



# Intro

- How and through what have you gained awareness for certain topics in your life? (eg. travel, books, special encounters, stroke of fate)



# Key Findings conducted by community events



- Problems analysed in workshops with different community groups:
  - Destructive communication & conflict resolution (bodies)
  - Dealing with newbies
  - Too many rules, dodgy rule application
  - Rejection of gender-sensitive language

# Destructive behaviour from the perspective of the people affected



## Destructive communication

- Unconstructive criticism in early stages of volunteer work (deletion of articles rather than support for improvement)
- **Frequently:** Wiki-Hounding, stalking, sexist insults
- **Rarely:** doxing, hate mail, death threats

## Trigger

- Informal hierarchies create power structures
- Admins decisions
- Confusing set of rules
- Source citation vs. access to scientific databases

# Analysis of causes of conflicts



- Conflict resolution bodies
- Set of rules
  - Too many
  - Too complex
- Technical requirements don't support a constructive conflict solution
- Self-conception of what Wikipedia is



## Research findings and raising awareness

- Raising awareness = irritation, admission of wrongdoing, willingness to unlearn
- Transfer of findings
  - Timing
  - Personal relation to the problem
  - Participation to support community engagement
- Appreciation of community's expert opinion

## Discussion



How can we use these findings to now activate the different community groups and functionaries and raise awareness for kinder and more considerate communication? Is science the best way to address these problems?



**Thank youuuuu**

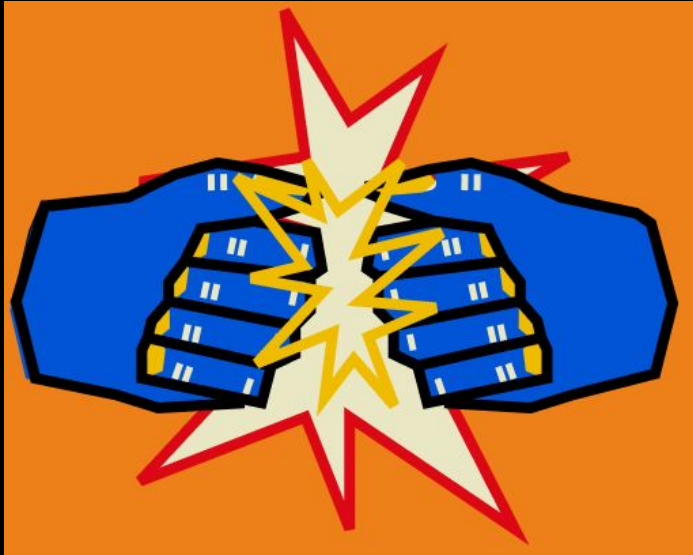
**WIKIMANIA**

**BE KIND  
TO UNKIND  
PEOPLE.**

**THEY NEED IT  
THE MOST.**



# Project context



- goal: improvement of conflict regulation by empowering the community to find its own solutions (skills development)
- behaviour and structures
  - improve conflict resolution competence
  - structure for conflict resolution: reviewed and modified

problem: “harsh tone”



## Context/ Empiricism

- **hate/ discriminatory speech in general**
  - women and marginalized groups are more affected than men (according to the newest and biggest German survey)
  - analogies to social media like Facebook, Twitter and so on
- **debate culture in general**
  - polarization of public discourse
  - moralization of public opinion
    - online communication reinforces this development

Wikipedia is a part of this development ?