Movement Brand Project

Naming Survey
Feedback Report

October 2020
From 16 June to 7 July 2020, the Wikimedia Foundation Brand Project Team invited affiliates, individual contributors and Wikimedia Foundation staff to provide feedback on 3 proposed naming conventions for our movement.

The purpose of the survey was to understand which proposal(s) and which elements of each proposal should be removed, refined and recombined to then be able to develop one naming proposal.

This was a call for feedback, not for a vote. This document summarizes feedback and areas for further work on Movement naming.
<table>
<thead>
<tr>
<th>Proposal 1</th>
<th>Proposal 2</th>
<th>Proposal 3</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>WIKIPEDIA AS A NETWORK</strong></td>
<td><strong>WIKIPEDIA AS A MOVEMENT</strong></td>
<td><strong>WIKI + WIKIPEDIA</strong></td>
</tr>
<tr>
<td>Movement</td>
<td>Movement</td>
<td>Movement</td>
</tr>
<tr>
<td><strong>Wikipedia Network</strong></td>
<td><strong>Wikipedia Movement</strong></td>
<td><strong>Wiki</strong></td>
</tr>
<tr>
<td>Movement tagline</td>
<td>Movement tagline</td>
<td>Movement taglines</td>
</tr>
<tr>
<td><strong>Part of the Wikipedia Network</strong></td>
<td><strong>Part of the Wikipedia Movement</strong></td>
<td>[For Projects] A Wiki Project</td>
</tr>
<tr>
<td>User groups</td>
<td>User groups</td>
<td>[For Orgs] A Wiki Organization</td>
</tr>
<tr>
<td><strong>Wikipedia Group Penguins</strong></td>
<td><strong>Wikipedia Group Penguins</strong></td>
<td><strong>Wiki Group Penguins</strong></td>
</tr>
<tr>
<td>Chapters / Thematic Orgs</td>
<td>Chapters / Thematic Orgs</td>
<td>User groups</td>
</tr>
<tr>
<td><strong>Wikipedia Network Antarctica</strong></td>
<td><strong>Wikipedia Organization Antarctica</strong></td>
<td><strong>Wiki</strong></td>
</tr>
<tr>
<td>Foundation</td>
<td>Foundation</td>
<td><strong>Wikipedia Foundation Antarctica</strong></td>
</tr>
<tr>
<td><strong>Wikipedia Network Trust</strong></td>
<td><strong>Wikipedia Organization</strong></td>
<td><strong>Wikipedia Foundation</strong></td>
</tr>
</tbody>
</table>
Who did we hear from?
Global balance of affiliates (63 affiliates total, 33% European, 24% African, 16% Asian) with overwhelmingly male (72.5%) and Western (70% from Europe or North America) individual contributor perspectives.

What conclusions may be drawn?
Affiliates in Asia and Africa agree the most that a Wikipedia-based naming systems "will help their affiliate" compared to European and North American affiliates who mostly disagree.

“Network”, “Organization”, “Trust”, and “Wiki” terms were ranked low and should be removed from future naming considerations. “Movement” term was productively associated with humans, progression, the future, and social justice and should be further refined.

No single naming system showed sufficient scoring to be recommended, and a second round of revision is advised (as per project plan.)
Contents

- Who we heard from
- What we learnt
  - Key Insights
- What to remove, refine & recombine
- Overview of response data
  - Response data per proposal
Before we go any further

We, the Brand Project Team understands that some people would prefer to continue using the Wikimedia name for different elements of our movement, and some oppose the use of ‘Wikipedia’ for anything other than the free encyclopedia. We have been closely following this feedback, including in responses to the naming survey and in the community-initiated RFC and the community open letter. We acknowledge and recognize all feedback that shared this sentiment.

This project, and therefore this survey, is dedicated to developing an alternative naming system centered around the movement’s most well known brand, Wikipedia. The overall project was reviewed by the Board in 2018, and in 2020 the Board affirmed support for the project and instructed the Brand Project Team to complete it.

Therefore, information relating to the removal of Wikipedia from the proposed system and a preference for the continuation of Wikimedia names is included in this report. That said, it will not be the focus of the recommendations of what to remove, refine and recombine in next steps for the project.
Who we heard from
Movement Brand Project - Who we heard from in naming feedback

63 affiliates

23 Chapters and 40 User Groups participated. African affiliates were 2nd largest regional group, offering 24% of surveys.

1080 individuals

75 countries were represented. Europe alone was nearly ⅔ of responses. 72.5% of respondents identified as male.
63 affiliates

23 Chapters and 40 User Groups responded with collective feedback.

The top regions represented were Europe (33%), Africa (23.8%) and Asia (15.9%)

Oceania (1.6%) was the least represented
1080 individual contributors

**Most represented region: Europe**
75 countries were represented in these responses with Europe being the most represented region (58.1%).

**Age range spanned from 18 -84**
Three most selected age ranges were 25-35 (23.5%), 34 - 44 (22.1%), 45-55 (15.2%)

**72.5% of respondents identified as male**
783 individual contributors identified as “Male/man”, 147 identified as “Female/woman”, 25 identified as “Non-binary”.
1080 individual contributors

Most active Wikimedia project: Wikipedia
Approximately ¾ of respondents stated that Wikipedia was their most active project.

78 project languages represented
The five most selected project languages were English (32.1%), German (17.2%), Italian (14.0%), French (10.3%), and Spanish (2.6%).
Collective feedback from all 8 Foundation departments

- Legal
- Communications
- Product
- Technology
- Operation
- Talent & Culture
- Advancement
What we learnt
Responses explored how naming can best aid 2030 goals

Approximately 75% selected one of the three proposals or suggested an alternate name, approximately 25% suggested keeping Wikimedia to help reach 2030 goals*

*This is not a vote or endorsement for a naming system change, but an indication of how different naming possibilities serve strategic goals.
Emerging communities see most value in the proposed Wikipedia names.

Affiliates located in **Africa** and **Asia** scored the proposed Wikipedia name systems more favorable to helping them do their work.

North American affiliates scored Wikipedia naming proposals lowest in helping them do their work.

"This name will help our affiliate" average score by region

*Oceania was not included due to the sample size (n=1) being too small.
“Wiki” is not expressive as movement name

“Network” makes negative associations between the movement and:

- Media corporations
- Social media networks
- The internet
- The past
- “Corporate life”

It is a generic term considered broader than the movement. Respondents advise that it will cause confusion by creating a stronger connection to Wikileaks and other non-Wikimedia projects.
“Movement” imparts qualities of a mission-driven brand.

Using “Movement” makes links between the movement and:

Humans
Progression
The future
Social justice
Politics

“Movement is already used quite often to refer to Wikipedia and sister projects. It seems to help put focus on the people behind it, driving it forward, and fits its status as a charity.”

- Individual Contributor
“Foundation” name preferred as title for the global organization

The term “Foundation” was the most favored descriptor term across all 3 proposed naming systems. While research previously captured concerns that “Foundation” implied an endowed charity and did not highlight a full range of technical and programmatic work, survey feedback showed positive associations.

"Foundation" lets people know we’re a non-profit right away, “Network” or “Trust” don’t provide that for us.

- Wikimedia Foundation Advancement Department
Chapters cannot use “Foundation” in their name.

At least 34% of Chapters state that they will face legal restrictions in trying to use the term “foundation” in their name.

"...Une fondation a statut juridique spéciale en France donc nous ne pourrions pas nous appeler Fondation même si nous le voulions...”

Translation: A foundation has a special legal status in France so we could not call [ourselves] Foundation even if we wanted to.

- Wikimedia France
"Trust" & "Organization" do not work as descriptor terms.

"Trust" is too limiting as a naming element for the Foundation

Top themes from comments:
- "Trust" is not localizable as a concept.
- "Trust" is connected to the terms "financial/legal" which could have negative implications.

"Organis(z/s)ation" is too vague to be used as a naming element for affiliates and the Foundation.

Top themes from Comments:
- Lacks purpose and specificity
- Is generally associated with for-profit entities
- Will cause confusion with multiple ways it can be spelt
Affiliates continue to have legal concerns

55% of affiliates disagree that the proposed naming systems that include Wikipedia will help mitigate legal risks.

"[this name] eliminates confusion between Wikipedia and Wikimedia (I just had yet another person asking me about this today). However, I fear that it makes us held accountable for all Wikipedia's content.

- Egypt Wikimedians User Group

While we feel that this option is the best of the 3 naming proposals, there is the risk of aligning ourselves with Wikipedia as we don't know its future and our ability to distance ourselves from one particular project will be diminished if anything goes wrong. Naming ourselves Wikipedia Network UK also makes it more likely that unhappy users will be able to sue us for content on the Wikipedia site.

- Wikimedia UK
Remains undemonstrated how using the name Wikipedia will help reduce confusion & elevate the sister projects

The most repeated comments throughout the survey highlight confusion of how prioritizing one project, Wikipedia, will help reduce confusion and support sister projects.

“...It will easily be recognized that it is a group of people who are involved in Wikipedia related activities. However it may be tricky to know right away that this group deals with other Wikipedia sister projects as there is no reflection of the other Wikimedia projects unlike the former word "Wikimedia projects".

- Wikimedia Community User Group Tanzania
Movement Brand Project: insights

The movement name is a tool used both internally and externally

Majority of respondents reported using the brand both internally and externally, highlighting that the naming system must function well in both contexts.
As planned, second revisions on naming are needed

No one naming system is efficient enough to adopt.

Naming improvements to reduce confusion, bring awareness to sister projects, and help mitigate legal risks. The project process always planned to further refine naming with this round of community input.
What to remove, refine, recombine
Remove:

“Organization” as a descriptor term for Chapters and the Foundation
It is too vague, lacks purpose and is generally used by for profit entities.

“Network” as a descriptor term for the Movement
It negatively associates the movement with corporate entities like broadcast and social media networks.

“Trust” as a descriptor term for the Foundation
It is not a localizable concept and is generally associated to financial and legal entities.

“Wiki” for the name of the movement
It is too generic, heavily associated with non-Wikimedia “Wikis” and is not able to be trademark protected.

“Foundation” as a descriptor term for the Chapters (note: Foundation was favorably reviewed as a name for the international non-profit)
Many Chapters are legally restricted to be able to be called a “Foundation”.

Movement Brand Project - Naming elements to remove
Refine:

“Movement” as a term for the entire affiliate ecosystem
How should it be used for maximum benefit to reach the 2030 goals?

Newly suggested names and descriptor terms
Further exploration of suggested names and descriptor terms such as “Association” “Society”, “Community” and, “World/Global”.
(more information on slides 31 - 36)

The interconnection between Wikipedia & the Sister projects
Demonstrate how elevating one project can support the others and help reduce confusion.

Legal consequences for affiliates to adopt “Wikipedia” in their name
Further develop and assess the foreseen legal concerns so affiliates can have a greater understanding of Wikipedia centered name.
Recombine:

“Foundation” can be only the descriptor term for the global nonprofit
Recombine elements of proposal 1 & 3 where “Foundation” can be only used for WMF not Chapters

The balance between independence different organizations of the movement & the interconnection between all parts.
For example: Creating enough distinction yet connection between the WMF and affiliate names.

Non english words
Exploring further the meaning of non english words rather than the direct translation.
Overview of response data
Individual contributors were the most likely to suggest their own proposal and to rank it as their top preference.

Affiliates suggested their own proposal and ranked it as their top preference at a rate of nearly 50%, and Foundation departments at 25%. Between the three proposals, Wikipedia Movement was ranked as number one most often by both affiliates and Foundation Departments.
Feedback Overview: Descriptor terms

● "Foundation" and "Movement" were the most agreed upon descriptor terms across groups.
● "Trust" "organization" and "Network" had the least agreement across all groups.

KEY TAKEAWAYS
Approximately 45% of individual contributor and affiliate respondents, as well as 25% of the Foundation departments, suggested their own naming elements.

Of those who suggested their own naming elements:
Approximately 53% of individual contributors and 57% of affiliates wrote in the status quo or a comment that could be interpreted as support for the status quo.

Approximately 14% of individual contributors suggested Wiki elements, 11% suggested Wikipedia elements, 4% suggested Knowledge elements. The use of the term “free”, as well as Wikimedia variations, were also recurring.

Approximately 17% of affiliates suggested Wikipedia elements, 14% suggested Wiki elements, and 14% suggested Wikimedia variations.

Common descriptor terms:
Common modifier terms suggested included movement, foundation, network, organization, community, association, society, world/global, alliance and trust. The frequency of Foundation and Movement were likely impacted by the fact that the survey labeled these entities this way. Network and Trust likely was suggested more frequently due to their presence in Proposal 1.
## Full proposals under consideration

Suggested full proposals that were recommended multiple times, align with the brand strategy and are under consideration for next round of naming:

<table>
<thead>
<tr>
<th>Movement</th>
<th>Movement tagline</th>
<th>User groups</th>
<th>Chapters / Thematic orgs</th>
<th>Foundation</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Naming elements under consideration

The suggested names below were recommended multiple times, align with the brand strategy and are under consideration for next round of naming:

For the Movement
- Wikipedia Society
- Wikipedia Community
- Wikipedia Projects
- Wikipedia Source
- Wikipedia Mission
- Wiki(pedia)

For Chapters
- Wikipedia Project + location
- Wikipedia Federation + location
- Wikipedia Association + location

For the Foundation
- Wikipedia Society Foundation
- Wikipedia Central
Descriptor terms under consideration

The suggested descriptor terms below were recommended multiple times, show alignment with the brand strategy and are under consideration for next round of naming:

- Ally
- Open
- Worldwide
- Knowledge
- Community
- Initiative
- Society
- Alliance
- World
- Association
- Projects
- Hub
- Central
- Free
- User
- Group
- Movement
- Open
- Foundation
- Mouvement
- Initiative
- Federation
- Knowledge
- Movimento
Naming suggestions deemed not advisable

The following names were recommended multiple times, but after review were deemed inadvisable. This was due to multiple factors:

1. The suggested name consists of generic terms that do not allow the name to be sufficiently trademarked
2. It is a wholly new name to the movement which requires considerable legal and marketing investment to establish.
3. The name does not benefit from the global brand awareness of Wikipedia.

<table>
<thead>
<tr>
<th>For the Movement</th>
<th>For Chapters</th>
<th>For the Foundation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Open Wiki Initiative</td>
<td>Wiki Knowledge + location</td>
<td>Open Wiki Trust</td>
</tr>
<tr>
<td>OpenWiki</td>
<td>Wikiknowledge + location</td>
<td>OpenWiki Trust</td>
</tr>
<tr>
<td>Wiki Worldwide Knowledge</td>
<td></td>
<td>Wiki Projects Foundation</td>
</tr>
<tr>
<td>Wiki Community</td>
<td></td>
<td>Wikiproject Foundation</td>
</tr>
<tr>
<td>Wiki Projects Movement</td>
<td></td>
<td>Wiki Movement Foundation;</td>
</tr>
<tr>
<td>Wikiknowledge / Wiki Knowledge</td>
<td></td>
<td>WikiFoundation;</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Wiki Knowledge Foundation</td>
</tr>
</tbody>
</table>
Comments left in open fields across the survey fell into 4 categories:

- **.strictly against the use of Wikipedia &/or Keep the Status Quo**
  These comments were often straightforward and concise.

- **The 6 Criteria of Movement Branding:**
  Majority of these comments were concerns about three of the six criteria: a Wikipedia-based name will increase confusion; a Wikipedia-based name will not support the sister projects; a Wikipedia-based name will increase legal risks.

- **Refinements and Improvements:**
  These comments were extremely helpful. They focused on the naming elements, what these elements represented to their culture and which ones should be removed, refined and recomposed.

- **The MBP Process:**
  These comments highlight areas of concern that have taken place over the course of the project. Common themes were around the feedback process and around feeling unheard.
Response data per proposal
PROPOSAL 1
WIKIPEDIA AS A NETWORK

Movement
Wikipedia Network

Movement tagline
Part of the Wikipedia Network

User groups
Wikipedia Group Penguins

Chapters / Thematic Orgs
Wikipedia Network Antarctica

Foundation
Wikipedia Network Trust
Affiliates assessment based on the 6 criteria for good movement branding:

"Affiliate, how much do you agree or disagree with the below statements?"

6 Criteria for Good Movement

- This proposal will help explain the different elements of our
- This proposal will help protect and improve our reputation
- This proposal will help support and bring awareness to the sister
- This proposal will help mitigate legal risks
- This proposal will help support movement growth
- This proposal is sufficiently adaptable (personalizable and

KEY TAKEAWAYS

- The most refinement/work remains on helping support/bring awareness to sister projects, making sure the naming proposal is adaptable through the movement and mitigating legal risks.
- The most promising refinement remains in helping support movement growth.
Affiliates assessment of descriptor terms

Affiliates, how much do you agree or disagree with this statement? "These descriptor terms help explain elements of the movement"

KEY TAKEAWAYS

- “Trust” has the least potential of describing elements of the movement
- “Group” has the most potential / with refinements
Affiliates assessment of their individualized proposed name:
Either “Wikipedia Network XXX” or “Wikipedia Group XXX”

Affiliates, how much do you agree or disagree with this statement?
"This name will help your affiliate"

- **Strongly disagree/disagree:**
  - This name is confusing
  - This name does not bring awareness to the sister projects therefore does not describe who we are
  - There are legal concerns of being seen as being responsible for Wikipedia content

- **Neutral:**
  - does not describe who we are

- **Strongly agree / agree:**
  - Reduces confusion between Wikipedia / Wikimedia
  - This name establishes enough distinction between organization and product.

**SUPPORTING THEMES:**
73% of affiliates provided comments:
Individual contributors assessment based on the of the 6 criteria for good movement branding:

"IC, how much do you agree or disagree with the below statements?"

6 Criteria of Good Movement Branding

- This proposal will help explain the different elements of our
- This proposal will help protect and improve our reputation
- This proposal will help support and bring awareness to the sister
- This proposal will help mitigate legal risks
- This proposal will help support movement growth
- This proposal is sufficiently adaptable (personalizable and

KEY TAKEAWAYS

- The most refinement/work remains on helping support/bring awareness to sister projects, and in reducing confusion.
Individual contributors assessment of descriptor terms

ICs, how much do you agree or disagree with this statement?
“These descriptor terms help explain elements of the movement”

KEY TAKEAWAYS

- “Trust” has the least potential of describing elements of the movement
- “Network” has a strong divide for if it can be helpful or not
Affiliates rate Wikipedia Network and Wikipedia Organization similarly, and not yet reaching neutral, indicating that overall they believe these names will not yet help them do their work.

TOP REASONS: TBD.

KEY TAKEAWAYS

- The most work remains in helping protecting and improving the reputation and enhancing support for the sister projects.
- The most promising work remains in helping support movement growth.
Foundation departments assessment of descriptor terms

FD, how much do you agree or disagree with this statement? “These descriptor terms help explain elements of the movement”

- "Network" 
- "Group" 
- "Trust"

KEY TAKEAWAYS

- “Trust” shows no potential for helping describe elements of the movement
Foundation Departments assessment on the name “Wikipedia Network Trust”

FD, how much do you agree or disagree with this statement? “This name will help the Foundation”

- Strongly disagree/disagree:
  - Does not create awareness that we are a nonprofit
  - Causes confusion with other tech companies / social networks
  - Does not support the use of “trust”

- Neutral:
  - Remove the word “Trust”

SUPPORTING THEMES:
50% of provided comments:
Top themes of refinement comments:

"Network" : feels too corporate, is too related to media and social media, sounds dated, and doesn’t highlight the human elements of who we are.

"Network" comes across as very corporate and can have negative connotations to the free knowledge movement. That said, there is a level of trust for Wikipedia, and leading with it could draw more attention to our other projects.

“Trust” is not a good term / Foundation should stay with “Foundation”

“Trust seems to be more alien name than Foundation

"Network" has confusing implications when translated

La traducción red es un término que en castellano no funciona bien. La red = internet. Demasiado genérico. Network se asocia a canales o empresas de contenidos de entretenimiento audiovisual.

Translation:
Red translation is a term that does not work well in Spanish. The network = internet. Too generic. Network is associated with channels or companies of audiovisual entertainment content.

Approx 44% of individual respondents, 67% of affiliates and 20% of Foundation departments provided optional comments.
PROPOSAL 2
WIKIPEDIA AS A MOVEMENT

Movement
Wikipedia Movement

Movement tagline
Part of the Wikipedia Movement

User groups
Wikipedia Group Penguins

Chapters / Thematic Orgs
Wikipedia Organization Antarctica

Foundation
Wikipedia Organization
Affiliates assessment based on the of the 6 criteria for good movement branding:

Affiliate, how much do you agree or disagree with the below statements?

6 Criteria for Good Movement Branding

- This proposal will help explain the different elements of our movement
- This proposal will help protect and improve our reputation
- This proposal will help support and bring awareness to the sister projects
- This proposal will help mitigate legal risks
- This proposal will help support movement growth
- This proposal is sufficiently adaptable (personalizable and localizable) for

KEY TAKEAWAYS

- The most refinement remains on helping support/bring awareness to sister projects and helping explain different elements of the movement.
Affiliates assessment of descriptor terms

Affiliate, how much do you agree or disagree with the below statements?
“These descriptor terms help explain elements of the movement”

KEY TAKEAWAYS

- “Movement” and “Group” have the most potential of being able to describe elements of the movement.
Affiliates assessment of their individualized proposed name:

Affiliates, how much do you agree or disagree with this statement? "This name will help your affiliate"

- **Neutral:**
  - Gain visibility but may lose respect of community
  - Describes us well / enhances our communication
  - Not enough representation of sister projects
  - Legal concerns

- **Agree / Strongly Agree:**
  - Reduces confusion between Wikipedia / Wikimedia

- **Disagree / Strongly Disagree:**
  - Is not inclusive of other sister projects
  - There are legal concerns of being seen as being responsible for Wikipedia content
  - This name does not describe our affiliate / “We don't like it”
  - This name will cause confusion.

**SUPPORTING THEMES:**
54% of affiliates provided comments:

- **Neutral:**
  - Gain visibility but may lose respect of community
  - Describes us well / enhances our communication
  - Not enough representation of sister projects
  - Legal concerns

- **Agree / Strongly Agree:**
  - Reduces confusion between Wikipedia / Wikimedia

- **Disagree / Strongly Disagree:**
  - Is not inclusive of other sister projects
  - There are legal concerns of being seen as being responsible for Wikipedia content
  - This name does not describe our affiliate / “We don't like it”
  - This name will cause confusion.
Individual contributors assessment based on the of the 6 criteria for good movement branding:

"IC, how much do you agree or disagree with the below statements?"

6 Criteria of Good Movement Branding

KEY TAKEAWAYS

- The most refinement remains on helping support/bring awareness to sister projects and helping explain different elements of the movement.
Individual contributor assessment of descriptor terms

IC, how much do you agree or disagree with the below statements?
“These descriptor terms help explain elements of the movement”

KEY TAKEAWAYS

- “Movement” has the most potential of being able to describe elements of the movement.
Foundation departments assessment based on the of the 6 criteria for good movement branding:

FD, how much do you agree or disagree with the below statements?

6 Criteria of Good Movement Branding

- This proposal will help explain the different elements of our movement
- This proposal will help protect and improve our reputation
- This proposal will help support and bring awareness to the sister projects
- This proposal will help mitigate legal risks
- This proposal will help support movement growth
- This proposal is sufficiently adaptable (personalizable and localizable) for

**KEY TAKEAWAYS**

- Overall the proposal shows immense potential of meeting all 6 criterias, especially when it comes to movement growth.
- There is room for refinement with mitigating legal risks
Foundation departments assessment on descriptor terms

FD, how much do you agree or disagree with the below statements?
“These descriptor terms help explain elements of the movement”

KEY TAKEAWAYS

- “Movement” & “Group” shows significant potential in describing elements of the Movement
- “Organization” would need further refinement
Foundation Departments assessment on the proposed Foundation name “Wikipedia Organization”

FD, how much do you agree or disagree with this statement? “This name will help the Foundation”

**SUPPORTING THEMES:**

60% provided comments:

**Disagree**

- Use “Foundation” instead of “organization”
- “Organization” is too generic and will not differentiate the Chapters and the WMF.

**Neutral:**

- “Organization” is vague and lacks humility
- Use “Foundation” instead of “Organization”

**Agree / Strongly Agree:**

- Like the use of “organization”, it shows our support to the pursuit of free knowledge.
"Movement" can have confusing implications when translated (linked to political connotations)

Mouvement et organisation évoquent une pensée commune, un aspect politique avec des valeurs à défendre en commun, des adeptes à recruter, etc... C'est plus idéologique et moins factuel.

Translation:
Movement and organization evoke a common thought, a political aspect with values to be defended in common, followers to be recruited, etc... It's more ideological and less factual.

"Organization" does not describe us well (normally associated with a for-profit entity / too vague / lacks purpose)

“Organization” is also commonly used for for-profit ventures, such as in the real estate industry. Overall, it doesn’t communicate one way or another the non-profit nature of the organization, whereas “Foundation” is quite clear in that regard.

Approx 40% of individual respondents, 57% of affiliates and 25% of Foundation departments provided optional comments.
Top themes of refinement comments:

"Movement" is linked to humans, momentum, and purpose.

"Movement" allows anyone to self select to join

Use “Foundation” instead of “Organization” for the WMF

"Wikipedia Organization" sounds scarily generic, and also makes it seem like it is producing Wikipedia directly (on the other hand, "Wikipedia Foundation" has the association of "the foundation on which Wikipedia is built", which is closer to the truth).

Translation: the notion of movement is interesting (image of dynamism, creation of new projects ...)

"Movement is clear, and describes what the purpose of Wikipedia (and the sister projects too) aim for a lot better than the other options, and it makes the other descriptors ("Group" and "Organizations") be better separated and clearer in their purpose and meaning.".

Probably "movement" gives more the idea of things that can be still done...
Movement

Wiki

Movement taglines

[For Projects] A Wiki Project
[For Orgs] A Wiki Organization

User groups

Wiki Group Penguins

Chapters / Thematic Orgs

Wikipedia Foundation Antarctica

Foundation

Wikipedia Foundation
KEY TAKEAWAYS

- The most refinement remains on reducing confusion, explaining elements of the movement and improving our reputation.
Affiliates assessment of descriptor terms

Affiliate, how much do you agree or disagree with the below statement?
"These descriptor terms help explain elements of the movement"

- "Organization" bars show a distribution of responses.
- "Group" bars show a distribution of responses.
- "Foundation" bars show a distribution of responses.

**KEY TAKEAWAYS**

- “Group” and “Foundation” terms have more potential over “Organization” in naming movement bodies.
Affiliates assessment of their individualized proposed name:

Affiliates, how much do you agree or disagree with this statement? "This name will help your affiliate"

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

Supporting Comments: 73% of affiliates provided comments:

**Strongly disagree/disagree:**
- Overall this name will cause confusion
- “Foundation” / “Wiki” does not describe their affiliate
- There are legal restrictions for 8+ chapters to be able to be named/classified as a “Foundation”.
- Legal concerns of using this name
- Against the use of “Wikipedia”

**Neutral:**
- Require further risk assessment and research
- “Foundation” does not describe who we are

**Strongly agree / agree:**
- This name describes who we are / reduces confusion
- This name establishes enough distinction between organization and product.
Individual contributors assessment based on the of the 6 criteria for good movement branding:

"IC, how much do you agree or disagree with the below statements?"

6 Criteria of Good Movement Branding

KEY TAKEAWAYS

- This proposal is not showing signs of meeting any of the 6 Criterias.
Individual contributor assessment of descriptor terms

IC, how much do you agree or disagree on the below statement? "These descriptor terms help explain elements of the movement"

KEY TAKEAWAYS

- "Group" and "Foundation" terms have more potential over "Organization" in naming movement bodies.
Foundation departments assessment based on the 6 criteria for good movement branding:

"FD, how much do you agree or disagree with the below statements?"

KEY TAKEAWAYS

- This proposal shows potential helping support movement growth and being sufficiently adaptable within the movement.
- The most refinement remains on supporting helping to protect and improve reputation and mitigating legal risks.
KEY TAKEAWAYS

- “Foundation” and “Group” shows stronger potential over “Organization” in naming movement bodies.
**Foundation Departments assessment on the name “Wikipedia Foundation”**

FD, how much do you agree or disagree with this statement? “This name will help the Foundation”

- **Strongly disagree**
- **Disagree**
- **Neutral**
- **Agree**
- **Strongly agree**

**SUPPORTING THEMES:**
- 50% provided comments:
  - **Disagree:** Do not support the use of “wiki”
  - **Agree / Strongly Agree:**
    - Easier to connect with Donors
    - Reduces confusion between Wikimedia and Wikipedia
    - Develop a higher level of trust being connected to Wikipedia.
Top themes of refinement comments:

“Foundation” doesn’t work for Chapters

“Chapters and the Foundation should not both use "Foundation", it would be confusing.”

“Wiki” is hard to protect

“"wiki" is probably now a common name, and so can't be protected in EU as a brand.”

“Wiki” is too vague and not exclusive to our movement

“It also invites confusion and ambiguity -- especially when trying to distinguish ourselves from, say, WikiLeaks. I get enough questions about that when teaching about Wikipedia.”

Approx 43% of individual respondents, 58% of affiliates and 50% of foundation departments provided optional comments.
Top themes of refinement comments:

“Wiki” will cause confusion with non-Wikipedia Projects

“Wiki” is a nice and simple entry point

Translation:
Cela risque véritablement de créer une confusion avec les autres wiki type wikiHow...

It’s clear, concise and simple to comprehend

Approx 43% of individual respondents, 58% of affiliates and 50% of foundation departments provided optional comments.
Thank you to everyone who provided feedback 😁