

Movement Brand Project



Naming Survey Feedback Report

October 2020

Overview

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.

Movement Brand Project - [Refresher] June 2020 Naming Proposals

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

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

PROPOSAL 3

WIKI + WIKIPEDIA

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

Executive Summary

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

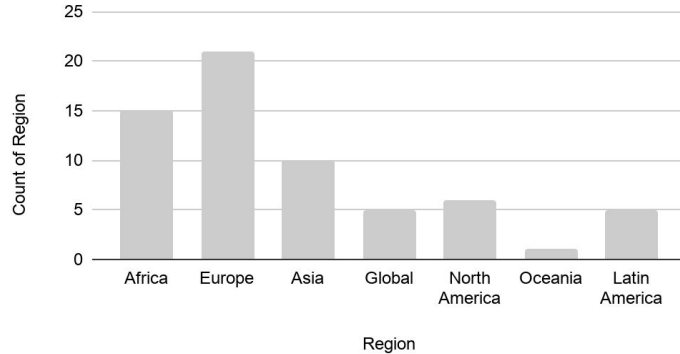
We, the Brand Project Team understands that some people would prefer to continue using the Wikimedia name for different elements of our movement, and some oppose the use of 'Wikipedia' for anything other than the free encyclopedia. We have been closely following this feedback, including in responses 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.

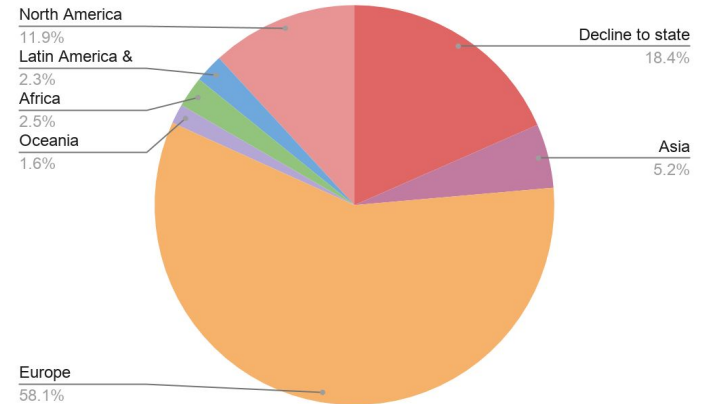
63 affiliates

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 2/3 of responses.
72.5% of respondents identified as male.



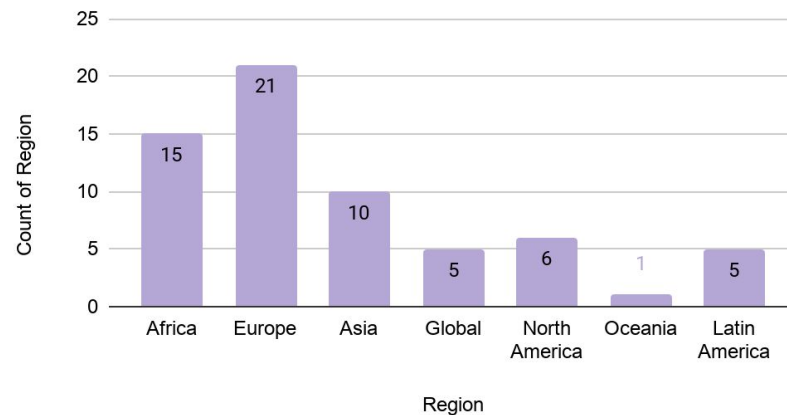
63 affiliates

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

Affiliate Responses: Count of Region



1080 individual contributors

Most represented region: Europe

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

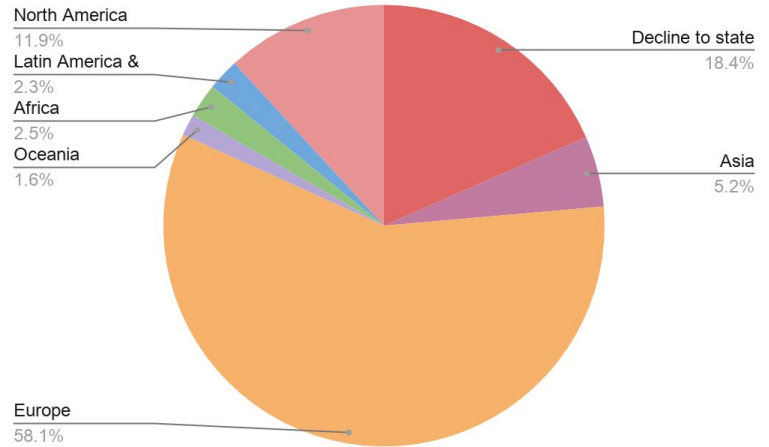
Age range spanned from 18 -84

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”.

Individual Contributors: Count per region



1080 individual contributors

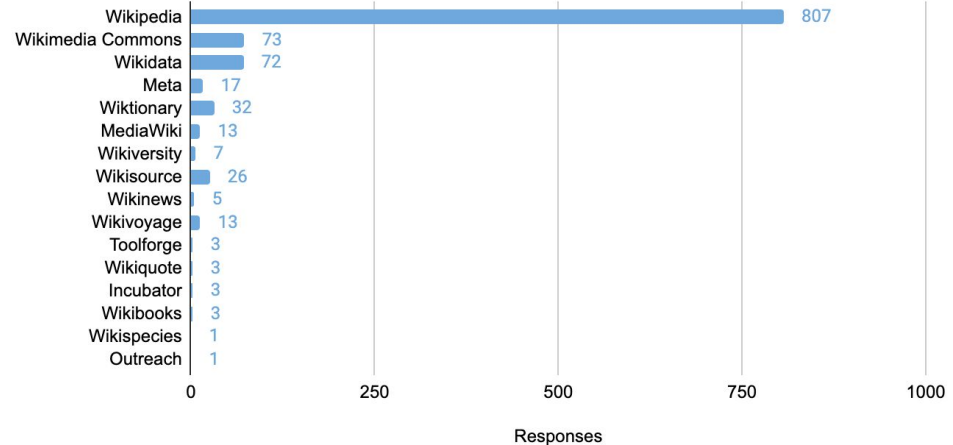
Most active Wikimedia project: Wikipedia

Approximately $\frac{3}{4}$ 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%).

Most Active Project Per Individual Contributor



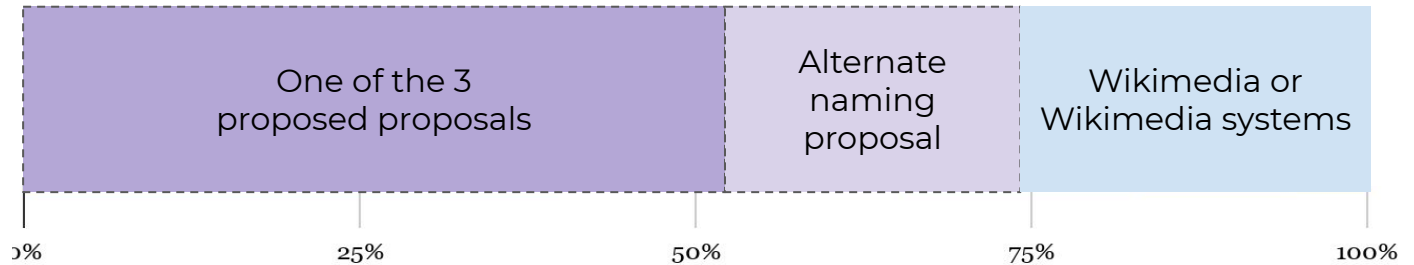
Collective feedback from all 8 Foundation departments

- Legal
- Communications
- Product
- Technology
- Operation
- Talent & Culture
- Advancement

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*

Respondents' 1st preference of proposals to "help reach 2030 goals":



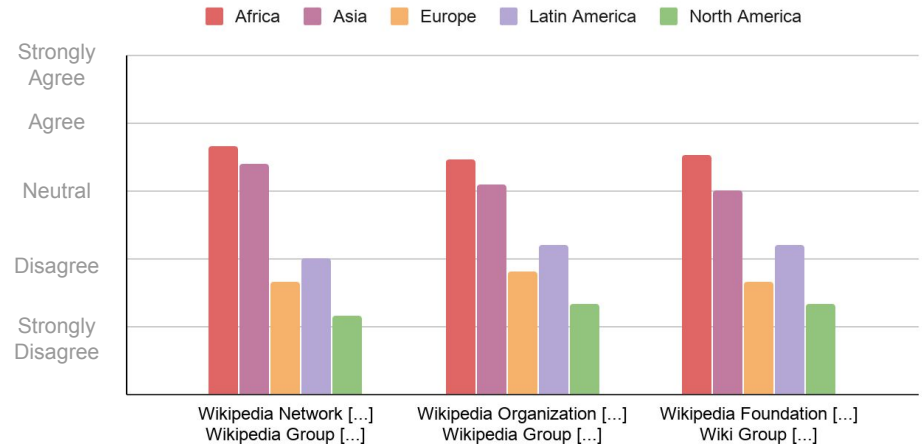
**This is not a vote or endorsement for a naming system change, but an indication of how different naming possibilities serve strategic goals.*

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**

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

**“Network” makes
negative associations
between the
movement and:**

Media corporations

Social media networks

The internet

The past

“Corporate life”

“Movement” imparts qualities of a mission-driven brand.

Using **“Movement”** makes links between the movement and:

“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

Humans

Progression

The future

Social justice

Politics

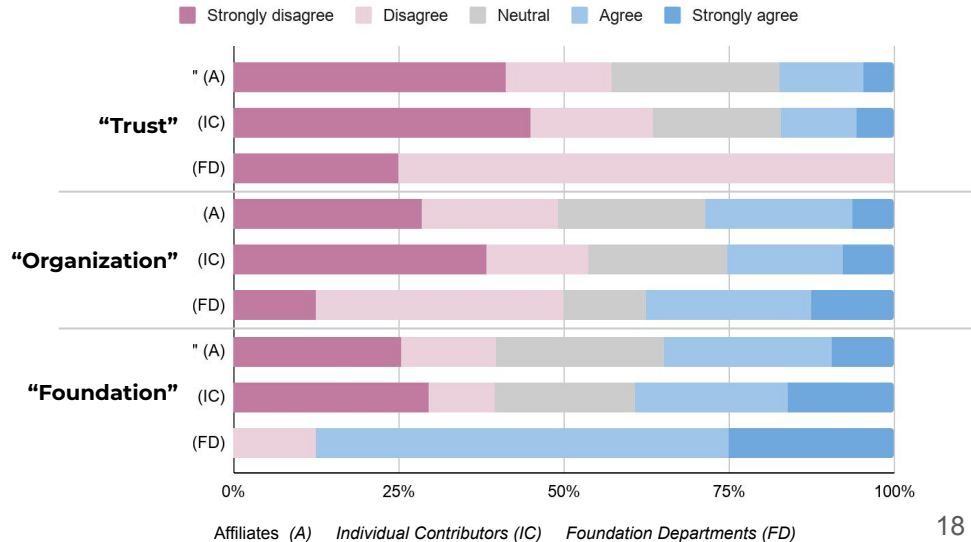
“Foundation” name preferred as title for the global organization

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

“This term will help explain different elements of the movement”



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.

“Organi(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

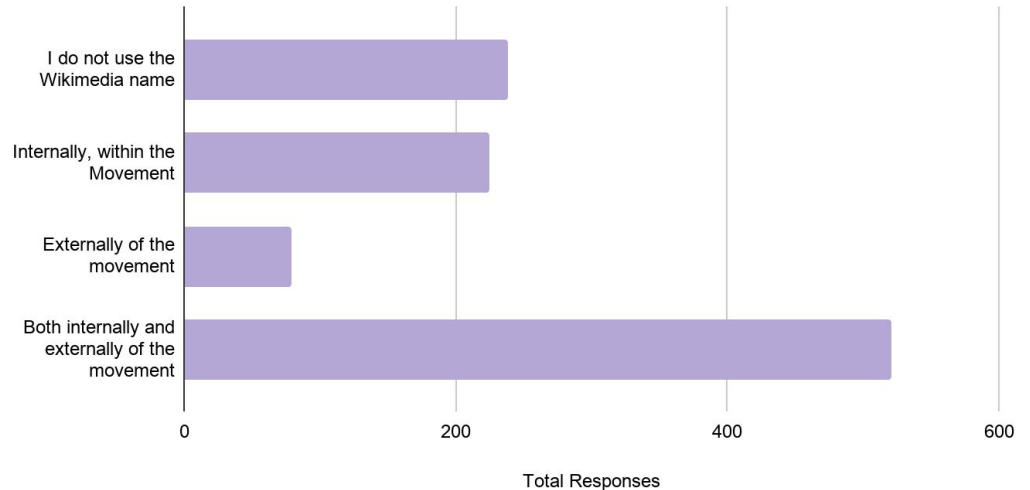
The most repeated comments throughout the survey highlight confusion of how prioritizing one project, Wikipedia, will help reduce confusion and support sister projects.

“ 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".

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.

Breakdown of how the "individual contributors" use the Wikimedia name

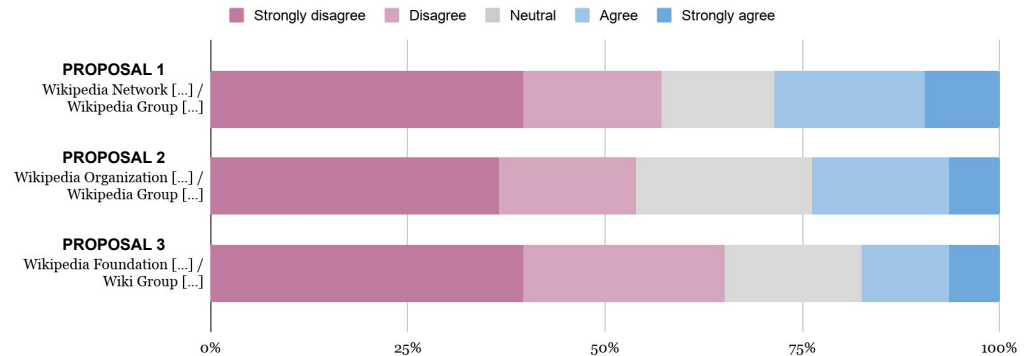


As planned, second revisions on naming are needed

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.

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



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”.

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.

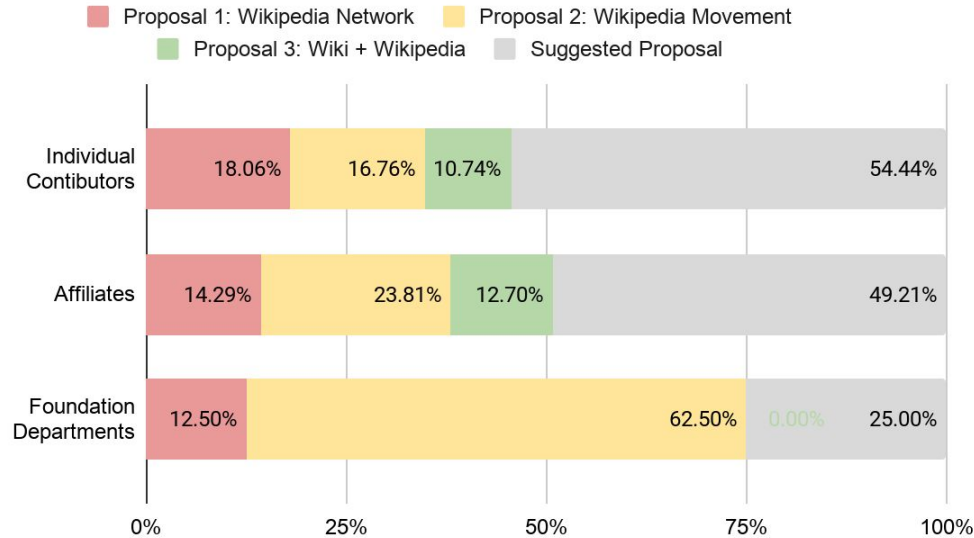
Non english words

Exploring further the meaning of non english words rather than the direct translation.

Overview of response data



Highest preferred naming proposal per survey group

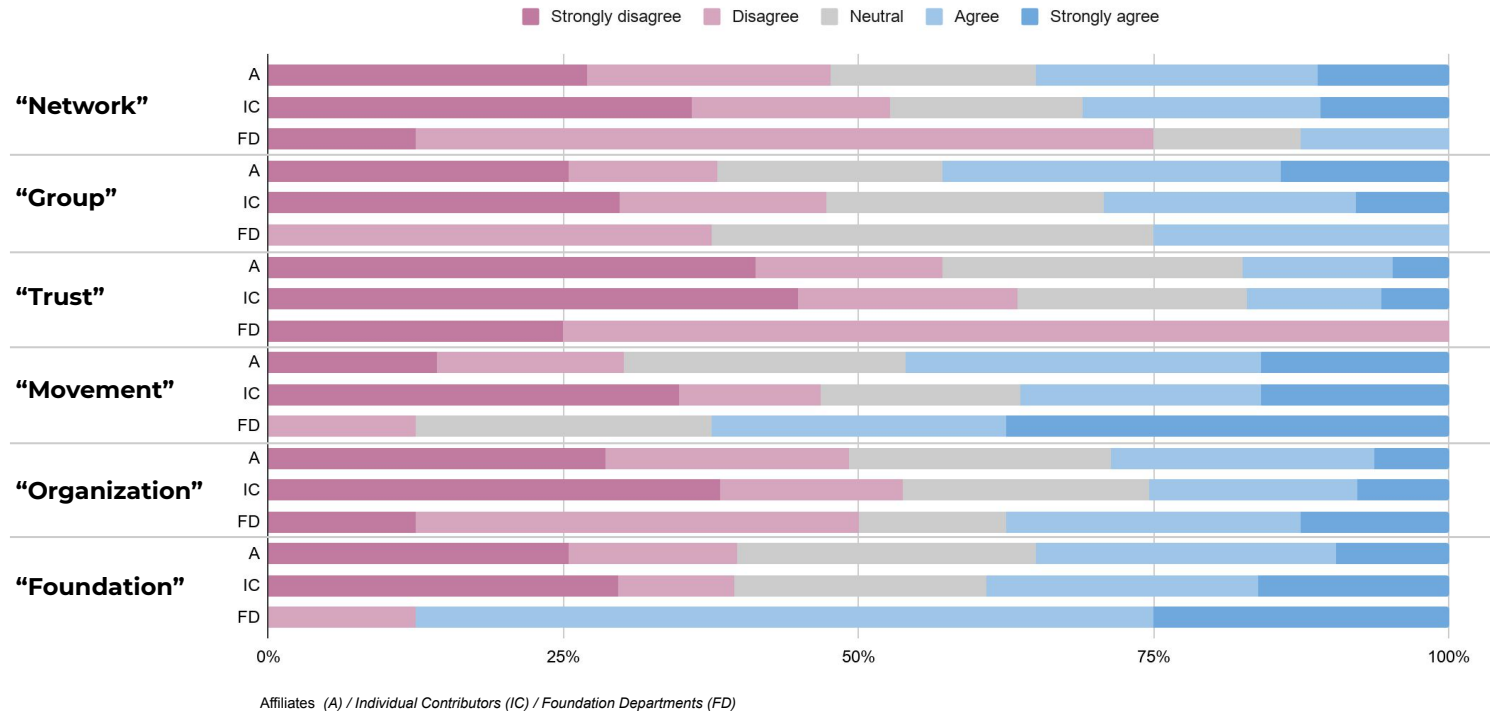


KEY TAKEAWAYS

- 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

"This descriptor term will help explain different elements of our movement"



KEY TAKEAWAYS

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

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:

Movement	Wikipedia Movement	Wikipedia Movement	Wikipedia Movement	Wikipedia
Movement tagline	Part of the Wikipedia Movement	Part of the Wikipedia Movement	Wikipedia	Part of Wikipedia
User groups	Wikipedia Group <i>Penguins</i>	Wikipedia (User) Group <i>Penguins</i>	Wikipedia Group <i>Penguins</i>	Wikipedia (group) <i>Penguins</i>
Chapters / Thematic orgs	Wikipedia Organization <i>Antarctica*</i>	Wikipedia Movement <i>Antarctica</i>	Wikipedia Chapter <i>Antarctica</i>	Wikipedia <i>Antarctica</i>
Foundation	Wikipedia Foundation	Wikipedia Movement Foundation	Wikipedia Foundation	Wikipedia Foundation

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

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.

For the Movement

Open Wiki Initiative

OpenWiki

Wiki Worldwide Knowledge

Wiki Community

Wiki Projects Movement

Wikiknowledge / Wiki Knowledge

For Chapters

Wiki Knowledge + location

Wikiknowledge + location

For the Foundation

Open Wiki Trust

OpenWiki Trust

Wiki Projects Foundation

WikiProject Foundation

Wiki Movement Foundation;

WikiFoundation;

Wiki Knowledge Foundation

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 recombined.

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.

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

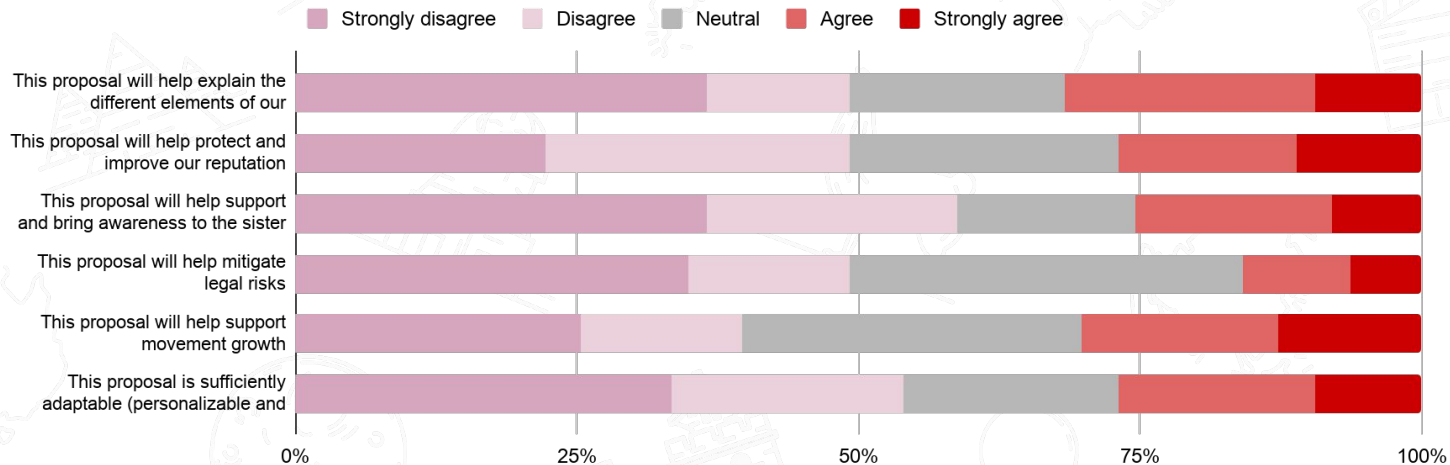
Foundation

Wikipedia Network Trust

Affiliates assessment based on the 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

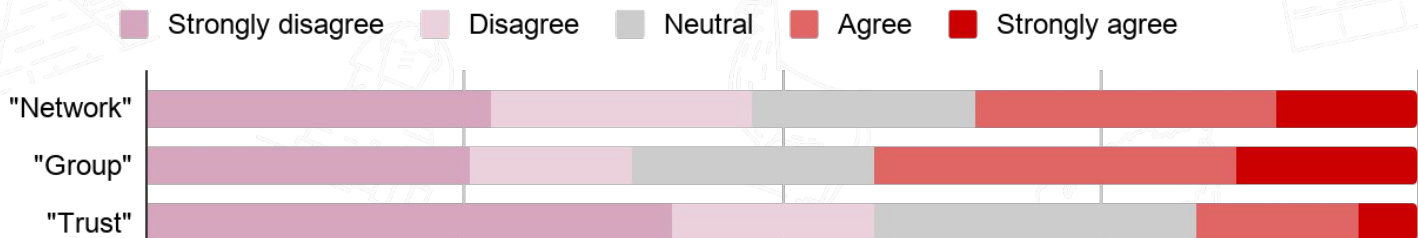


KEY TAKEAWAYS

- 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"



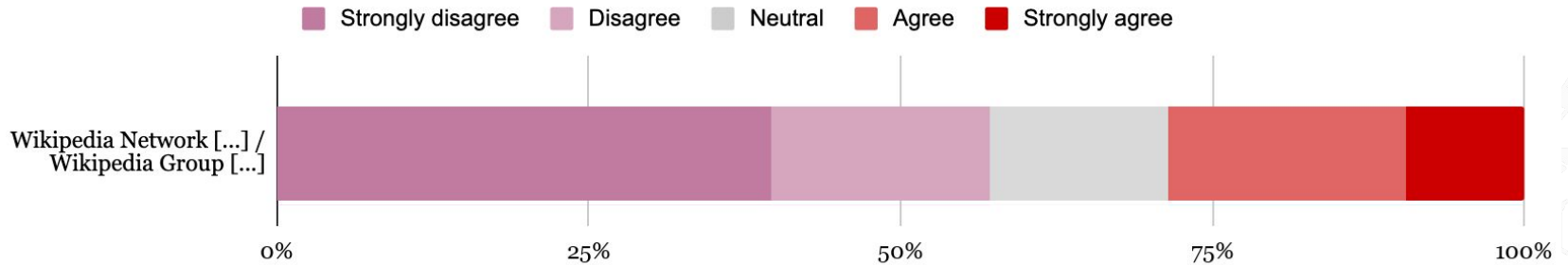
KEY TAKEAWAYS

- "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"



SUPPORTING THEMES:

73% of affiliates provided comments:

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:

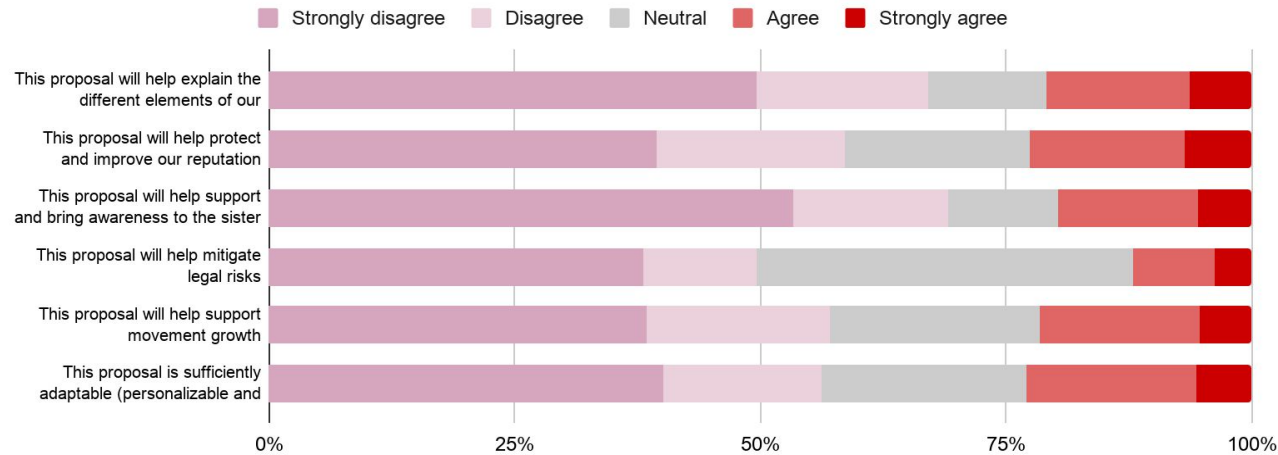
Reduces confusion between Wikipedia / Wikimedia

This name establishes enough distinction between organization and product.

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

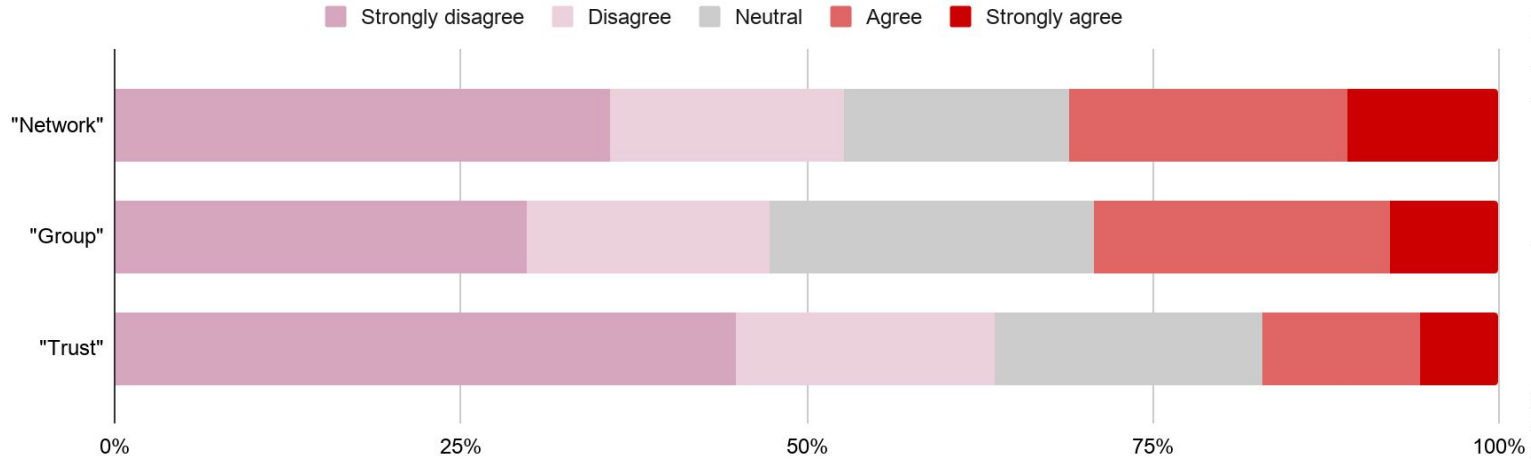


KEY TAKEAWAYS

- The most refinement/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”



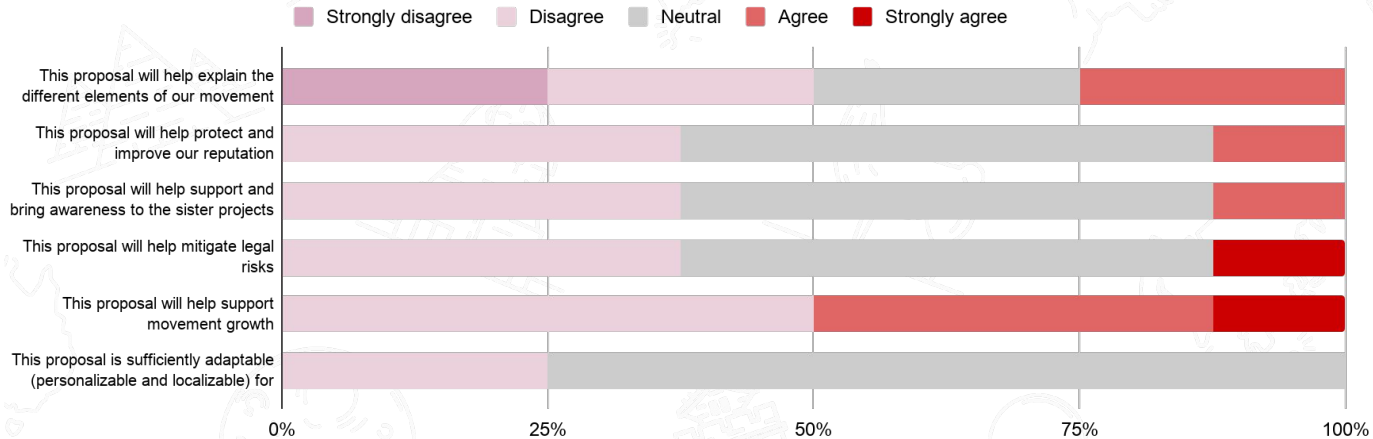
KEY TAKEAWAYS

- “Trust” has the least potential of describing elements of the movement
- “Network” has a strong divide for if it can be helpful or not

Foundation departments assessment based on the of the 6 criteria for good movement branding:

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

6 Criteria for Good Movement Branding

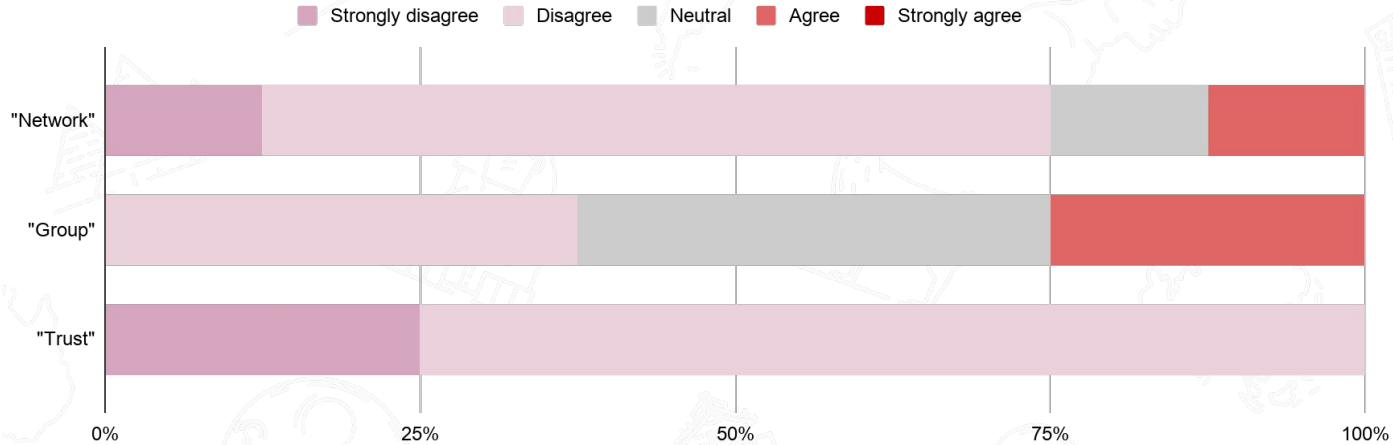


KEY TAKEAWAYS

- 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”

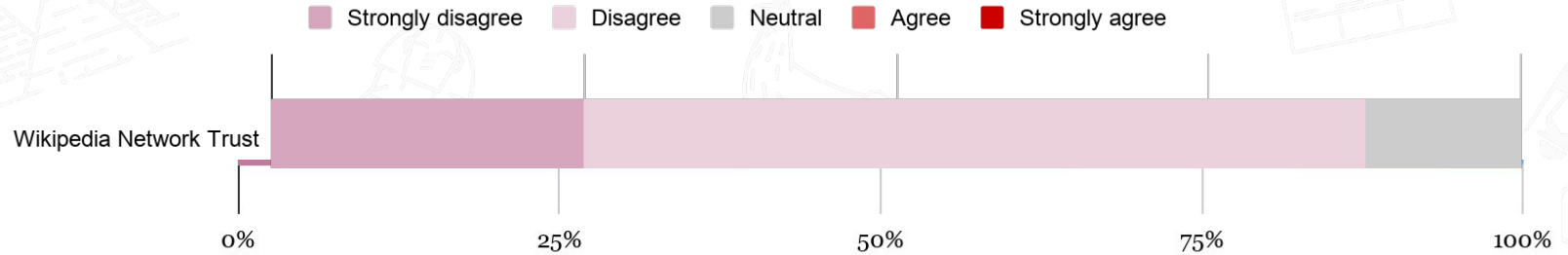


KEY TAKEAWAYS

- “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”



SUPPORTING THEMES:

50% of provided comments:

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”



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

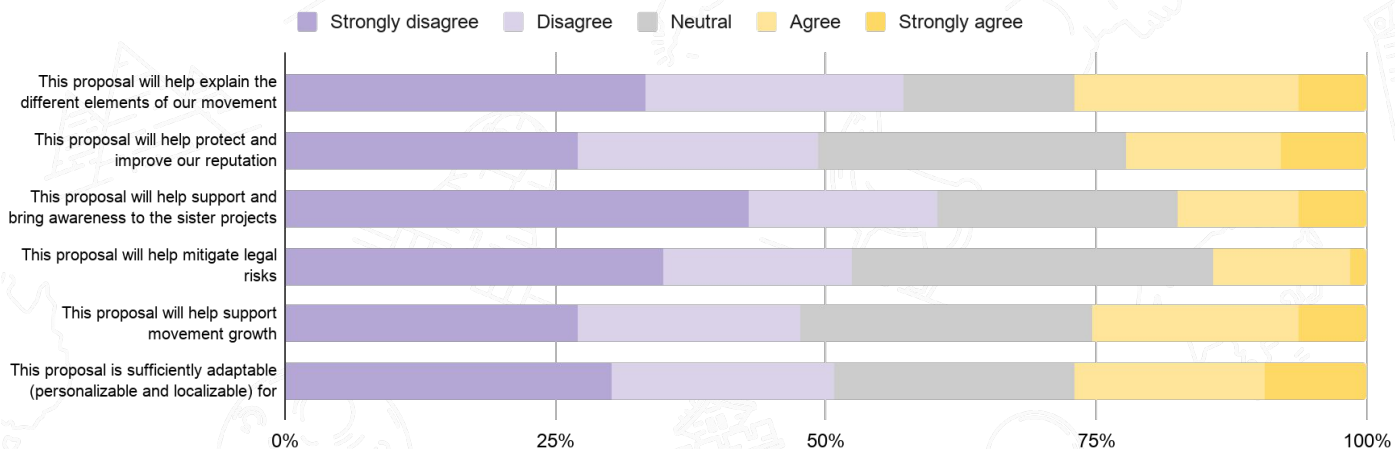
Foundation

Wikipedia Organization

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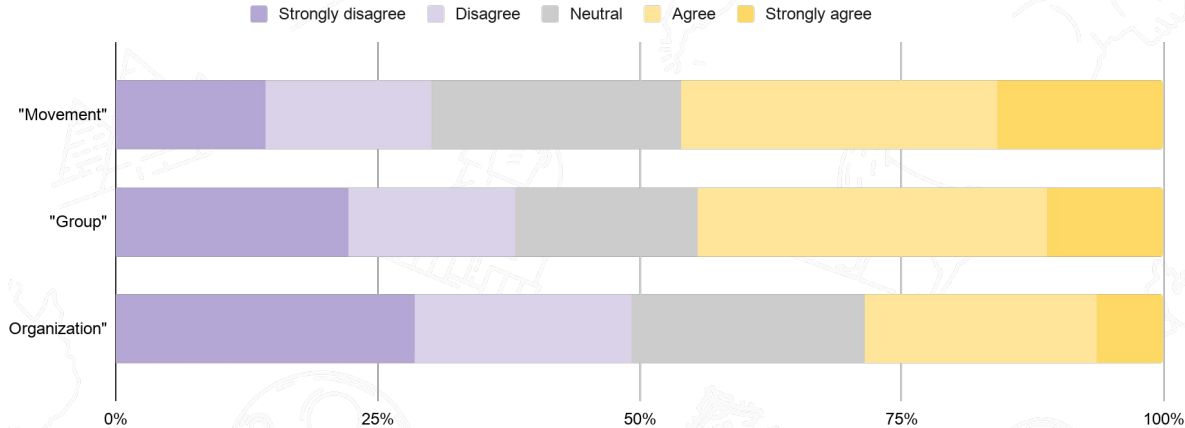


KEY TAKEAWAYS

- 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

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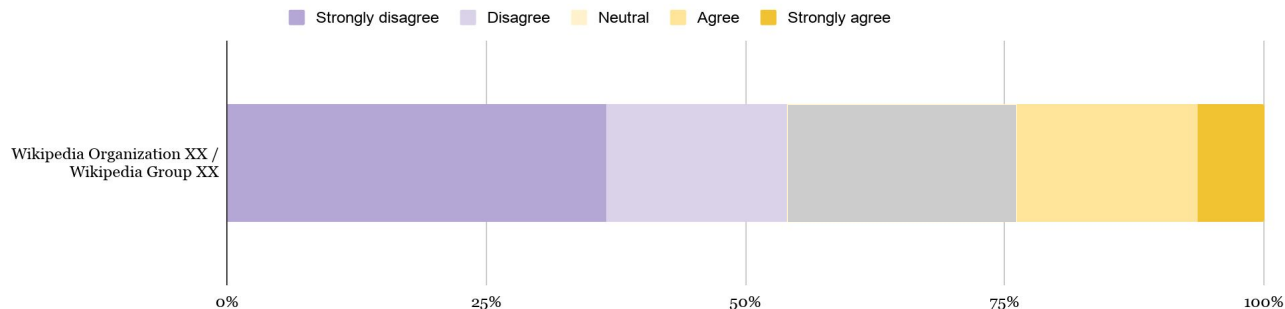


KEY TAKEAWAYS

- “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"



SUPPORTING THEMES:

54% of affiliates provided comments:

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.

Neutral:

Gain visibility but may lose respect of community

Describes us well / enhances our communication

Not enough representation of sister projects
Legal concerns

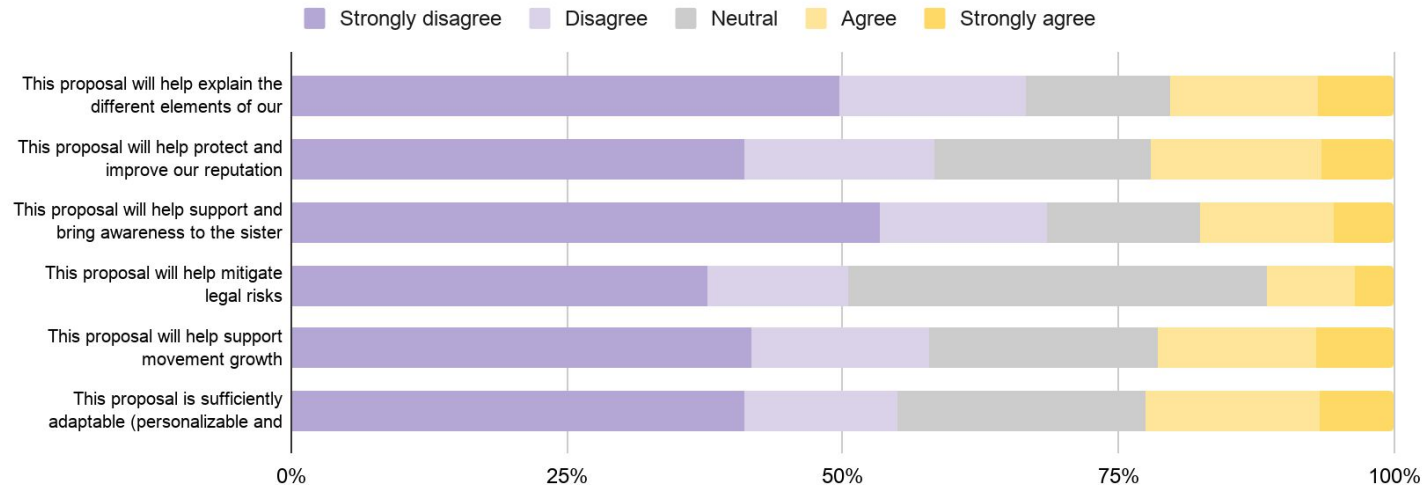
Agree / Strongly Agree:

Reduces confusion between Wikipedia / Wikimedia

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

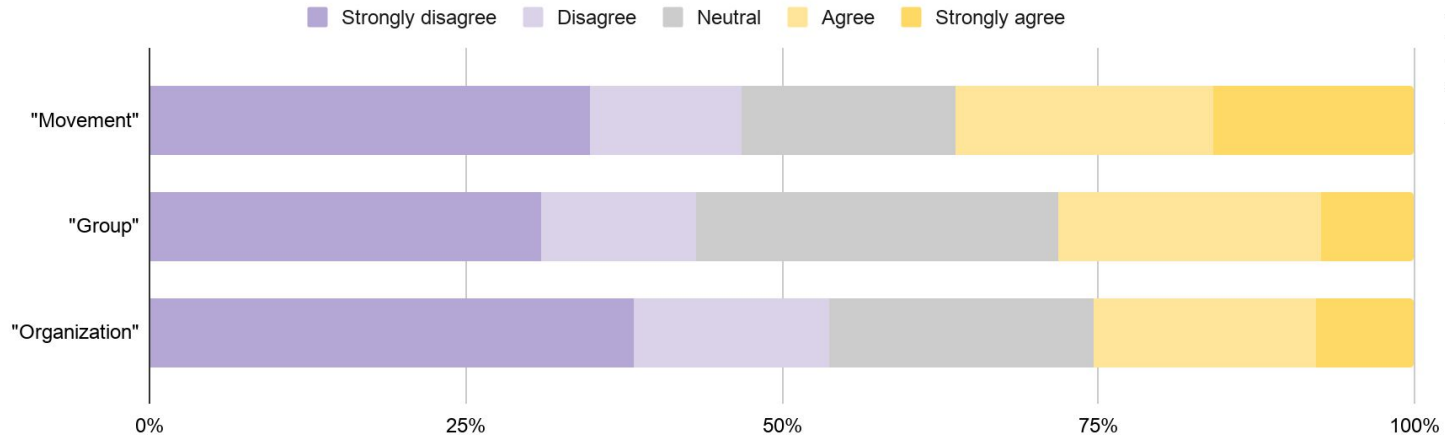


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Individual contributor assessment of descriptor terms

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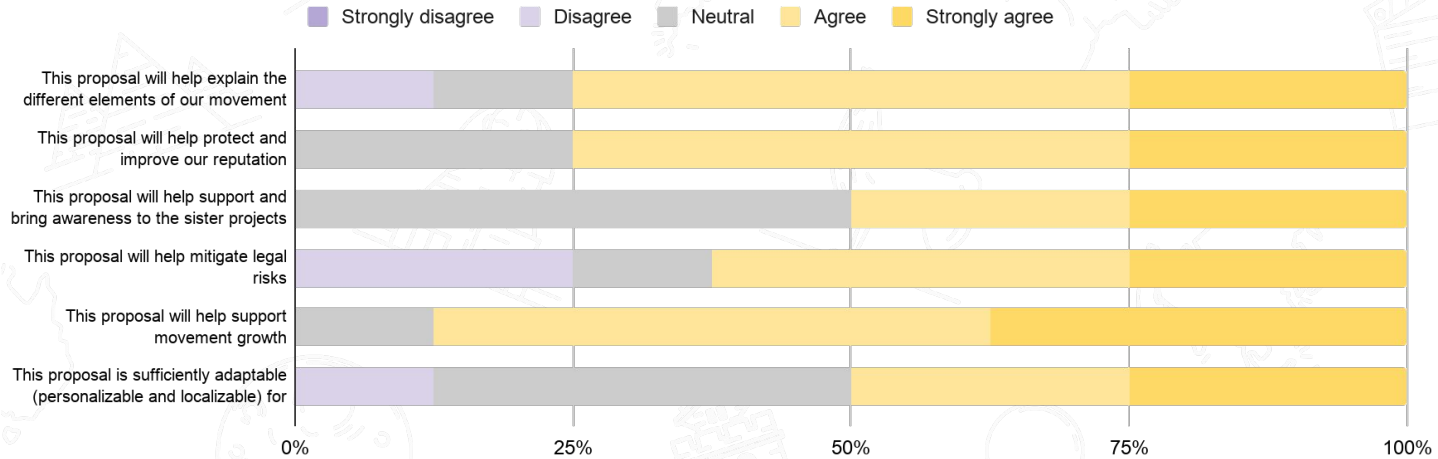
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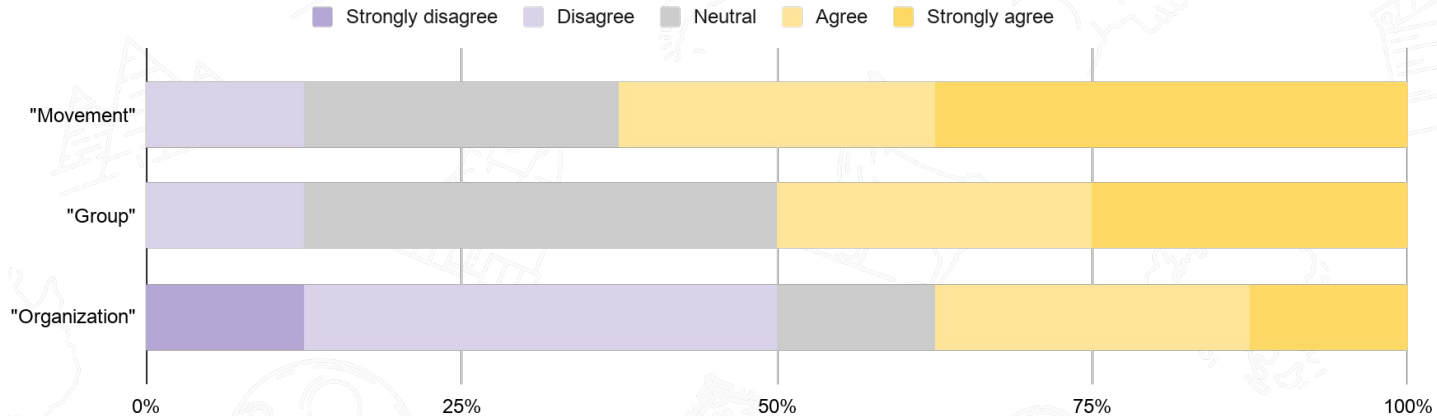


KEY TAKEAWAYS

- 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

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“These descriptor terms help explain elements of the movement”

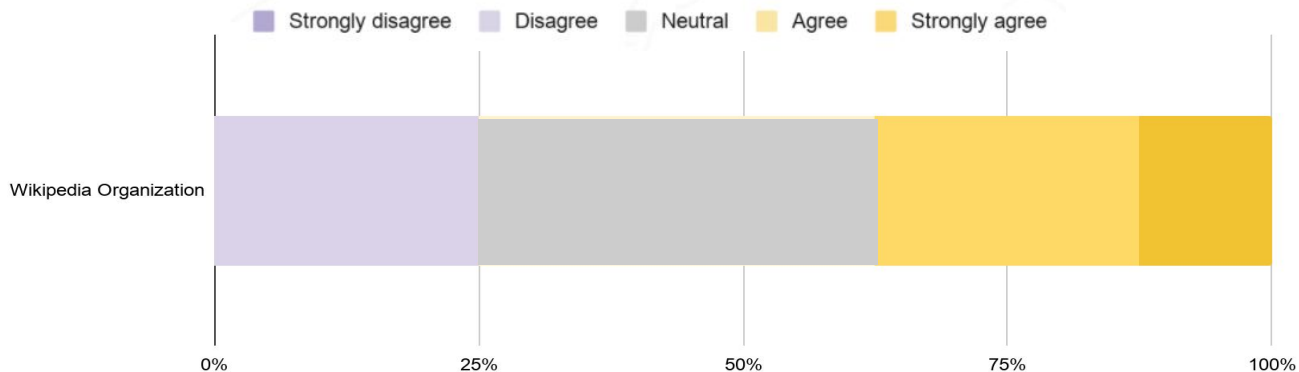


KEY TAKEAWAYS

- “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.



Top themes of refinement comments:

"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.

“ *la notion de mouvement est intéressante (image de dynamisme, de création de nouveaux projets...)*

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" 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).*

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

PROPOSAL 3

Wiki + Wikipedia



Movement

Wiki

Movement taglines

[For Projects] A Wiki Project

[For Orgs] A Wiki Organization

User groups

Wiki Group Penguins

Chapters / Thematic Orgs

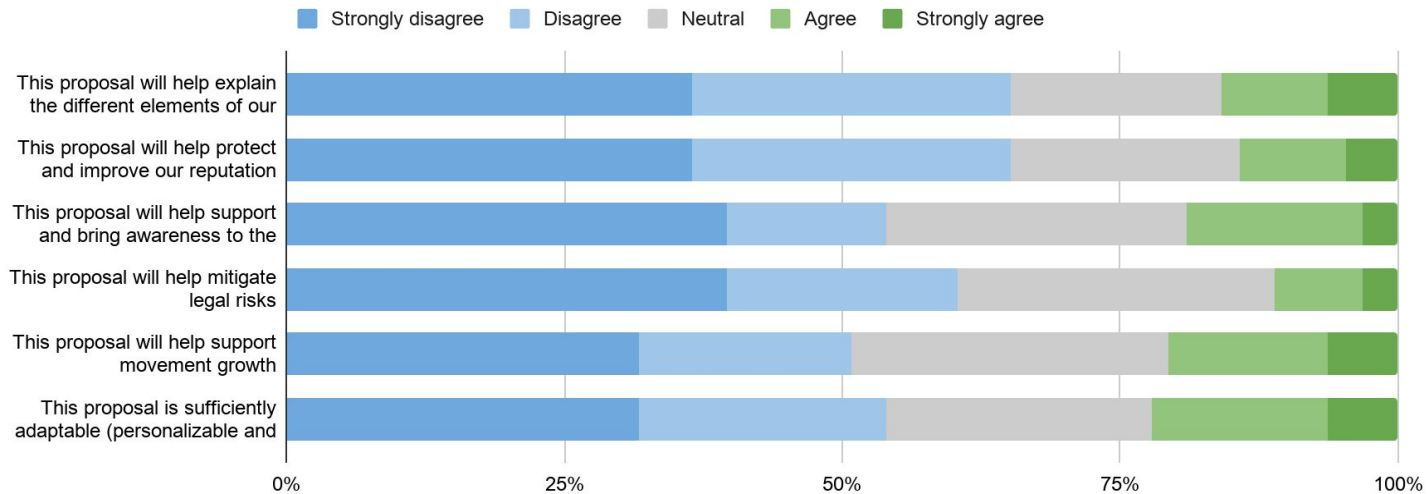
Wikipedia Foundation Antarctica

Foundation

Wikipedia Foundation

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

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

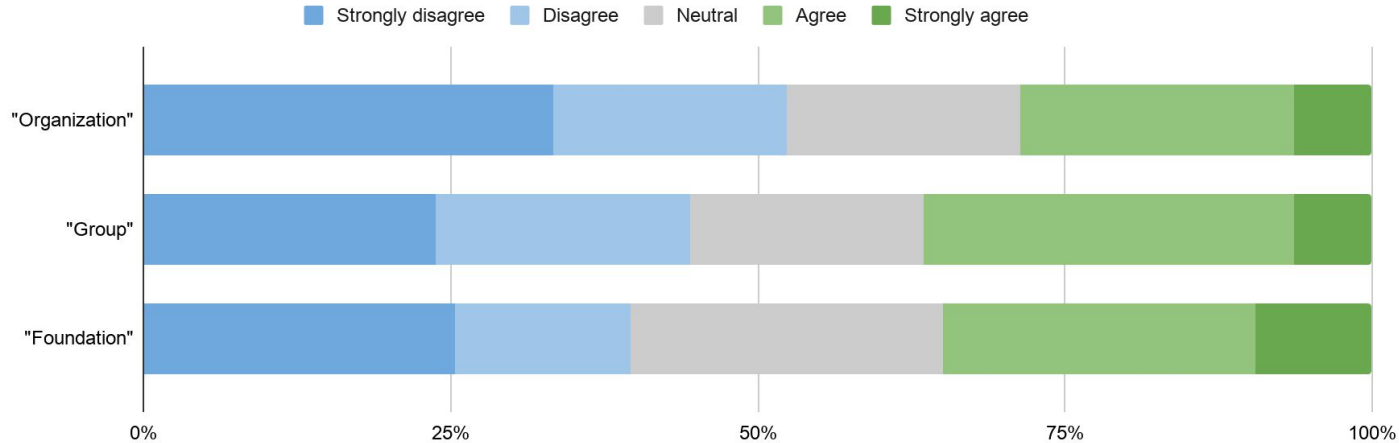


KEY TAKEAWAYS

- 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"

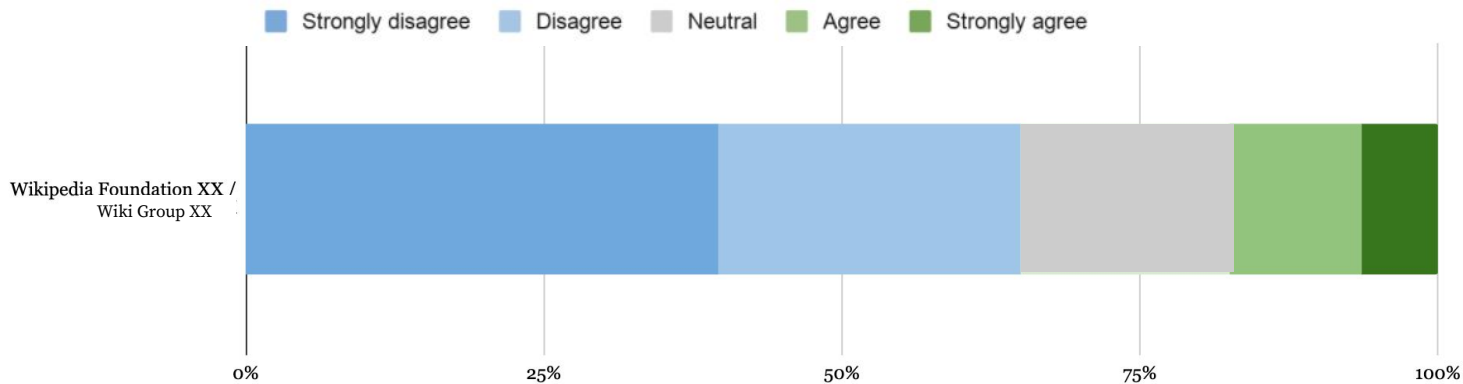


KEY TAKEAWAYS

- "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"



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:

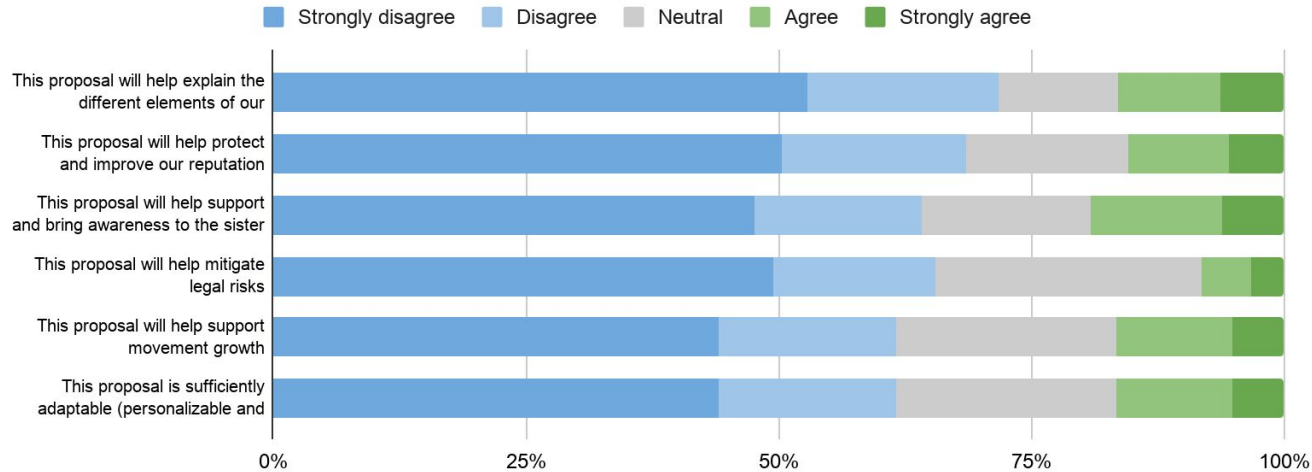
This name describes who we are /
reduces confusion

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



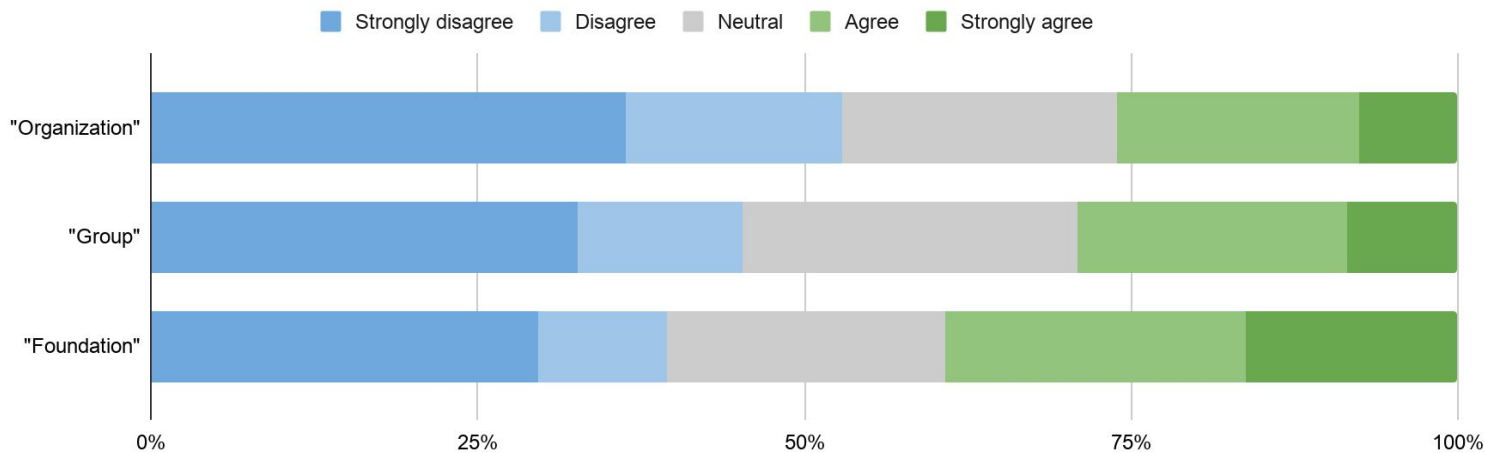
KEY TAKEAWAYS

- This proposal is not showing signs of meeting any of the 6 Criteria.

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"

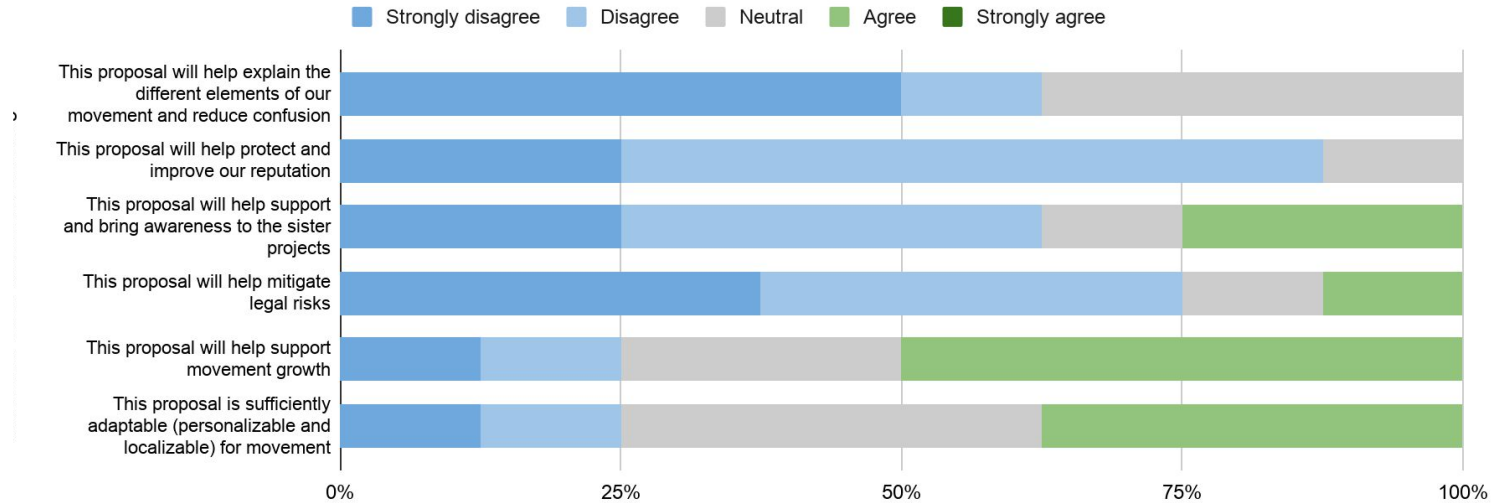


KEY TAKEAWAYS

- "Group" and "Foundation" terms have more potential over "Organization" in naming movement bodies.

Foundation departments assessment based on the of the 6 criteria for good movement branding:

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

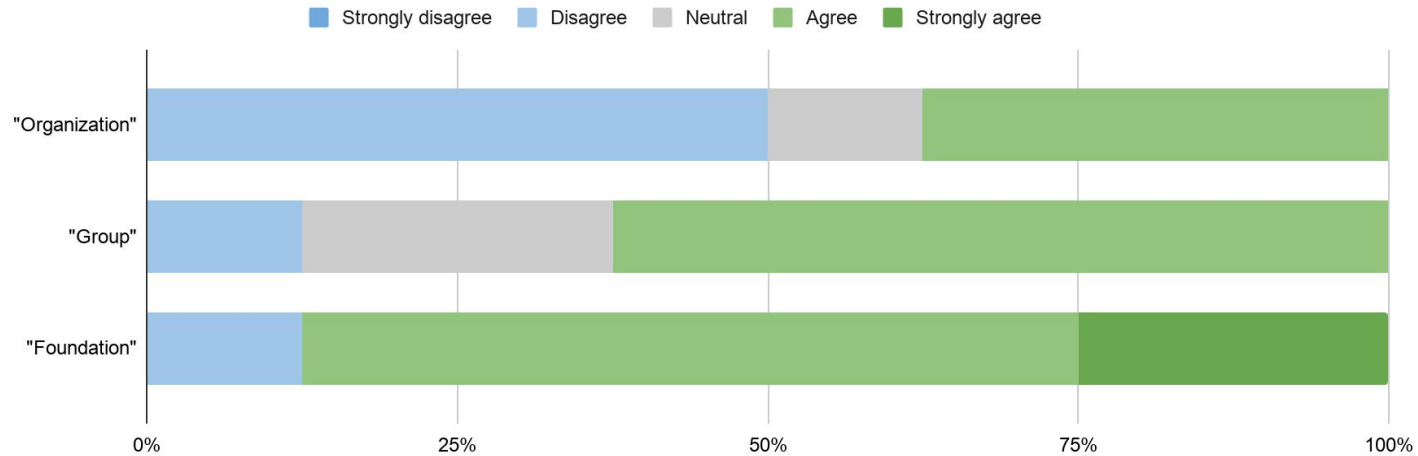


KEY TAKEAWAYS

- 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

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"

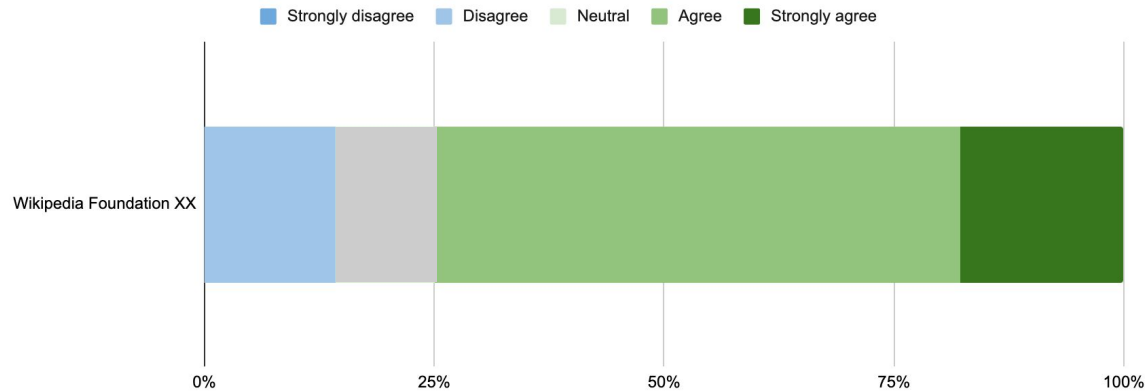


KEY TAKEAWAYS

- "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”



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 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.*

“Wiki” is hard to protect

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

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

“ *Cela risque véritablement de créer une confusion avec les autres wiki type wikiHow...* ”

Translation:

This really risks creating confusion with other wikiHow type wikis ...

“Wiki” is a nice and simple entry point

“ *It’s clear, concise and simple to comprehend* ”

Approx 43% of individual respondents, 58% of affiliates and 50% of foundation departments *provided optional comments.*

