

Wikimedia monthly activities meeting

September 27, 2018



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Agenda

- **Welcome and introduction to agenda**
- **Movement update**
- **Wikimania 2018 recap**
- **Partnerships & Global Reach Update**
- **Wikimedia movement strategy**
- **Questions and discussion**
- **Wikilove**



Wikimedia movement highlights

- [Wikimedia Foundation releases gender equity report](#). The newly-released report highlights the experiences of 65 Wikimedians working toward gender equity on Wikimedia projects.
- [Community Engagement Insights 2018 report published](#). In April 2018, over 4,000 Wikimedia community members, answered up to 50 questions about their experiences working on the Wikimedia projects.
- [Drive to preserve National Museum of Brazil knowledge](#). As the global community of volunteer Wikimedia editors mourns the destruction of this amazing museum, editors are contributing restlessly to tell its story.
- [Global preferences across Wikimedia wikis rolled out](#). The Wikimedia Foundation's Community Tech team completed their work on global preferences, which brings unified preferences for users across all Wikimedia wikis.

Movement highlights continued

- [Editatona wins the 2018 FRIDA award](#). Editatona, Wikimedia Mexico's initiative to reduce the gender gap on Wikipedia and Wikimedia projects, won the 2018 Premio del Fondo Regional para la Innovación Digital en América Latina y el Caribe (FRIDA), under the Technology and Gender category.
- [Amazon donation](#). Amazon has made a \$1 million gift to the Wikimedia Endowment.
- [EU copyright vote](#). The European Parliament has rejected improvements which would have helped bridge the gap between the EU's copyright law and how people use the internet every day.
- [Wikimedia Foundation releases employee diversity data](#). The Wikimedia Foundation is publicly sharing our employee diversity data from our most recent Equal Employment Opportunity Report (EEO-1 Report) covering United States employees for the calendar year of 2017.



Coming up soon

- [Wikigraphists Bootcamp India 2018, 28-30 September 2018](#). Editors from Indic language communities will gather for a three-day workshop to learn and discuss the skills needed to create illustrations and digital drawings in SVG format so that the content can be used on Wikipedia articles.
- [WikiConference North America, 18-21 October, 2018](#). the annual conference of Wikimedia enthusiasts and volunteers in the United States, Canada, and Mexico will take place this year in Columbus, Ohio.
- [Wiki Techstorm, 26-27 October, 2018](#). The Wiki Techstorm will be a medium sized hackathon in the Netherlands.

Wikimania 2018 recap



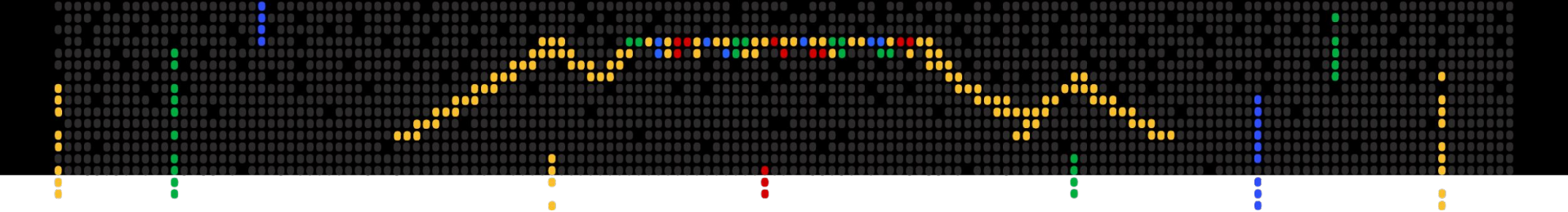
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WIKIMANIA CAPE TOWN

JULY 18 - 22, 2018

Purpose and Insights



What is Wikipedia or any Wikimedia project?

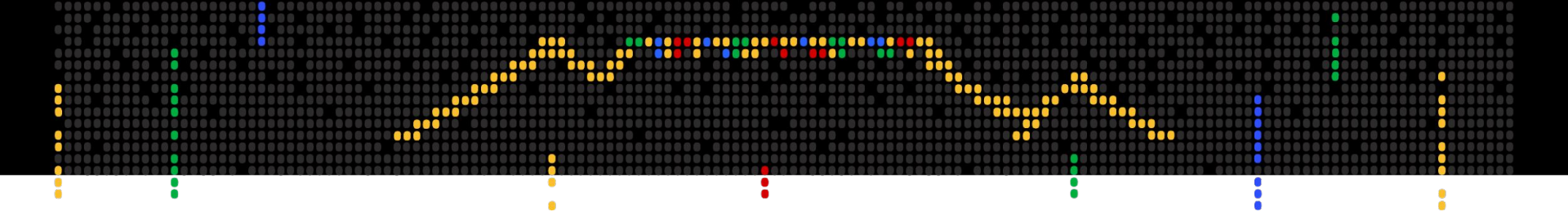
Community

My opinion: Community

Community

Community

community



Wikimania is about strengthening
that **community**

Regulars

Local community

Outreach



WMZA objectives for Wikimania 2018

Why we wanted it

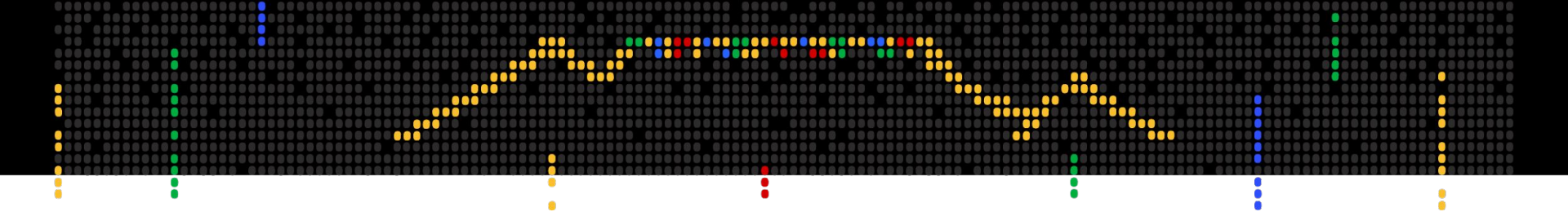
What we needed to get from it

Local networks



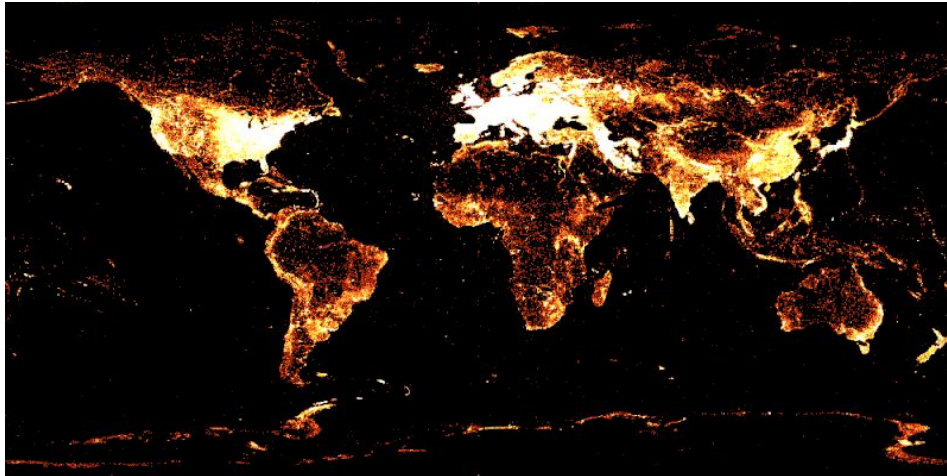
WMZA objectives for Wikimania 2018

- Build local community
- Grow local community of editors - increase local awareness
- Focus Community consensus.
- Support existing projects



The Theme

Bridging knowledge gaps: the Ubuntu way forward



Denny Vrandeic and Lydia Pintscher, CC0 1.0



Impact

Expected 500 attendees | got 800 attendees

Over: 100 local scholarships | 100 international scholarships

200% increase in WMZA membership

170 media articles | 35 interviews



Learnings

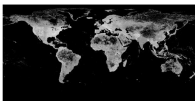
- Importance of flexibility
- Plan way ahead of time
- Power of talking about a focused issue to death
- One issue, multiple goals
- Outreach takes years, start early, hard to measure
- Volunteer team accountability ($\frac{1}{3}$ observation)
- Always take the opportunity to talk about the issues with anyone

Wikimania 2018 | Cape Town

Theme

Bridging knowledge gaps: the ubuntu way forward

In the effort to try and reach the "sum of human knowledge" we need a ever broader range of people contributing to free knowledge projects like Wikipedia. As an important example: Africa will be one of the most populous places on earth in the future. Its subjects and knowledge systems are currently poorly reflected on Wikipedia. We hope to help change that.



Worldwide density of GeoNames entries
Geographical content to add

The three maps to the right help illustrate knowledge gaps on Wikipedia. The map on the top represents all the GeoNamed places on Earth; 10 million locations in all. Some have Wikipedia entries (middle map) some have geolocated images on commons (bottom map). Most locations have no presence on Wikipedia. Changing that is important.



Worldwide density of geotagged Wikipedia entries
Geographical content added

By doing this we will also be helping to reduce Systemic bias on Wikipedia.



The 2.9M geolocated images in Wikimedia Commons

Wishlist

- Resources
- Expanded knowledge ecosystem
- Friendlier space for:
 - New editors
 - African references

Wiki Indaba feedback

At Wiki Indaba 2018 we asked African Wikimedians what they most wanted to get out of Wikimania 2018 in Cape Town. Here are the top three voted issues.

Ongoing engagement before, during, and after Wikimania



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Empowering volunteers



Author: ©Wikimedia Foundation Ltd. CC BY 4.0. Available at: <https://commons.wikimedia.org/wiki/File:Empowering.png>

Establishing alternative delivery and referencing methods



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Thank You

Partnerships and Global Reach update



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Introducing Project Tiger



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Summary & Objectives

Overview: Pilot project to create locally relevant, high quality content in 11 Indian languages

Objectives:

- Empower existing active editors
- Upskill high potential communities
- Foster long-term community health



Pilot Approach

- Curated list of 2,000 underserved topics per language
- Provided resources (laptops & internet stipends)
- Held article writing contest with prizes & training for winning community



[Gopala Krishna A. Project Tiger Chromebook recipient 2018 CC BY-SA 4.0](#)



Highlights

Results

- More than **4,400 articles** written in 12 languages during the pilot.
- More than **200 editors** participated.
- Best performing community:

Punjabi Wikipedia!

ਪੰਜਾਬੀ
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What Did We Learn

- **Incorporating support mechanisms** good for community health.
- **Movement-wide enthusiasm for Project Tiger:** interest and support of the Project Tiger approach among communities in emerging regions.
- **Community outreach** before project launch & during project implementation.



Where do we go
from here?



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Growing Local Language Content on Wikipedia (GLOW) Program

Google wants to fund the expansion of the project in other emerging markets around the world.

GOAL: Increase Local Language Content on Wikipedia

Target:

- > 10,000 articles in 6-10 local languages over 2 years



Learn More

Pilot:

https://meta.wikimedia.org/wiki/Supporting_Indian_Language_Wikipedia_Program

Writing contest:

https://meta.wikimedia.org/wiki/Supporting_Indian_Language_Wikipedia_Program/Contest/Stats

Email:

gfields@wikimedia.org



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Mobile Internet Skills Training Toolkit (MISTT)



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Partnership with GSMA

- WMF developed a Wikipedia module in 2017.
- Wikipedia is one of five apps.
- Blog post announced partnership with GSMA June 2018.



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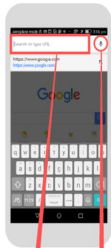
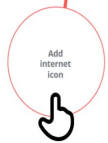
What is MISTT?



How to use

Wikipedia

1 → 2 → 3 → 4 → 5



Type
www.wikipedia.org



Search
Wikipedia



Overview: MISTT guides first time Wikipedia users **how to find and read articles** in their local language.

Objectives:

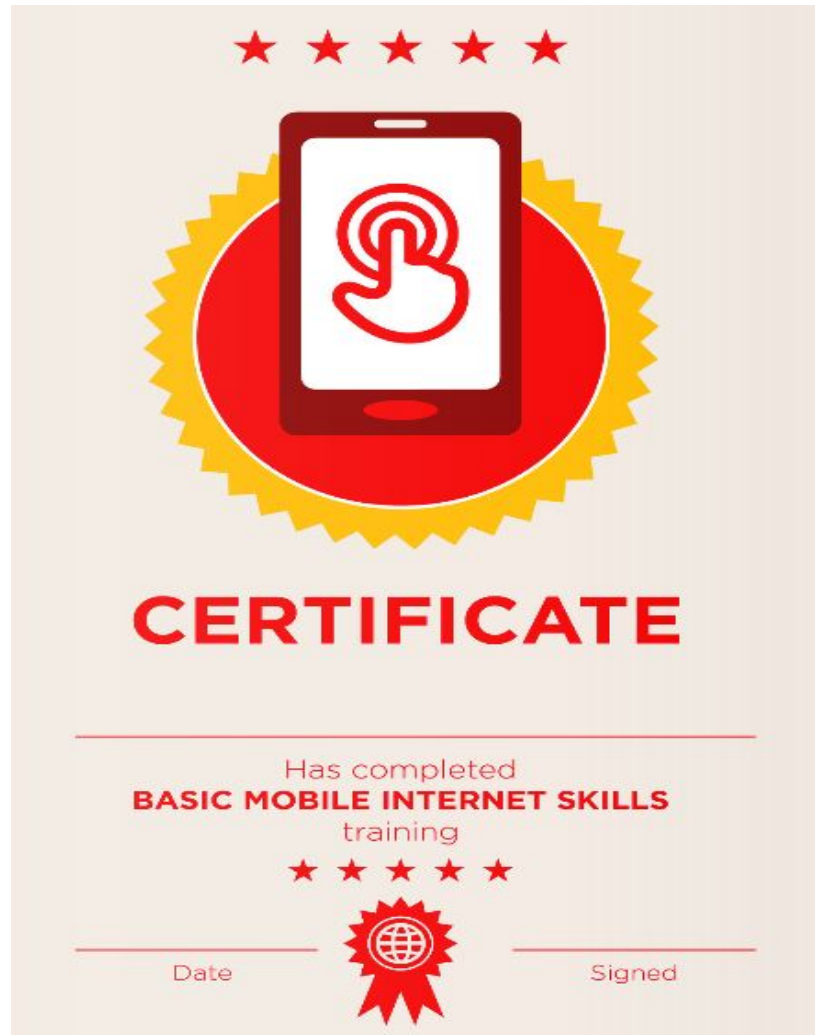
- MISTT explains the benefits of getting online.
- Improves digital skills.
- Increases awareness.
- Works towards achieving UN sustainable development goal #4.



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How does it work?

- Train > train > train.
- Visual and easy to follow curriculum.
- Demonstrates the value of the internet on mobile phones.
- Trainees are equipped with a deeper understanding and basic skills.



MISTT for internet skills

Outcome: Improved retention of new Wikipedia users, particularly those with limited digital skills, enabling them to find, interact, and consume our content in their local language.

Output:

- Wikipedia module available in English, Bengali, French, Hindi, Kinyarwanda and Swahili.
- In 6-months the Rwandan MNO pilot trained more than **300** sales agents who trained over **250,000** customers.
- In 2-months **40,000** trained in Burkina Faso.
- Nigeria and Bangladesh in the pipeline.

MODULE 5 - WIKIPEDIA

INTRO / BASIC USE / EVALUATING INFORMATION / SAFE USE / COST / LOCAL

Activity: Basic use of Wikipedia

Get practical!
Explain "Now, we are going to try using Wikipedia on the phone!"

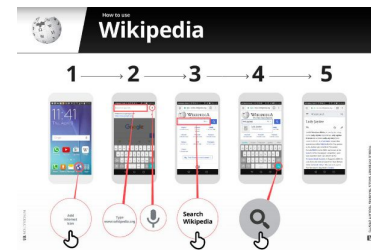
Show the 'How to use Wikipedia' poster

- **Explain** "This poster shows the steps for using Wikipedia to search for information."
- Take your trainees through the steps on their shared phones and do a simple search for their favorite musician.

Explain what your trainees are looking at:

- Each page begins with a summary of the thing you have searched for.
- As you read further down the page, you will discover more details, including history, politics, or other people connected.
- Each fact has a number at the end. This matches the number of a "Reference" at the bottom of the page, which is where the information came from.

Ask "Have you got any questions about what you are looking at here?"



***“I would pay
for training -
maybe 2000
shillings”***
male, rural

***“I’ve not heard of
this before - I
would get
knowledge on
how to use the
internet”***
male, urban

***“People want to learn
but they are shy - an
agent can teach
parents when it would
be shameful for a
daughter to teach”***
female, urban



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**MISTT's content, framework and approach
has been adapted by world leading
organizations to fit very different contexts
around the world.**

Learn More

Blog post:

<https://blog.wikimedia.org/2018/06/21/wikimedia-foundation-partners-gsma-digital-literacy/>

MISTT:

<https://www.gsma.com/mobilefordevelopment/connected-society/mistt/>

Video:

<https://www.youtube.com/watch?v=TxvjMnvL0EE>



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Wikimedia 2030

Movement strategy core team update

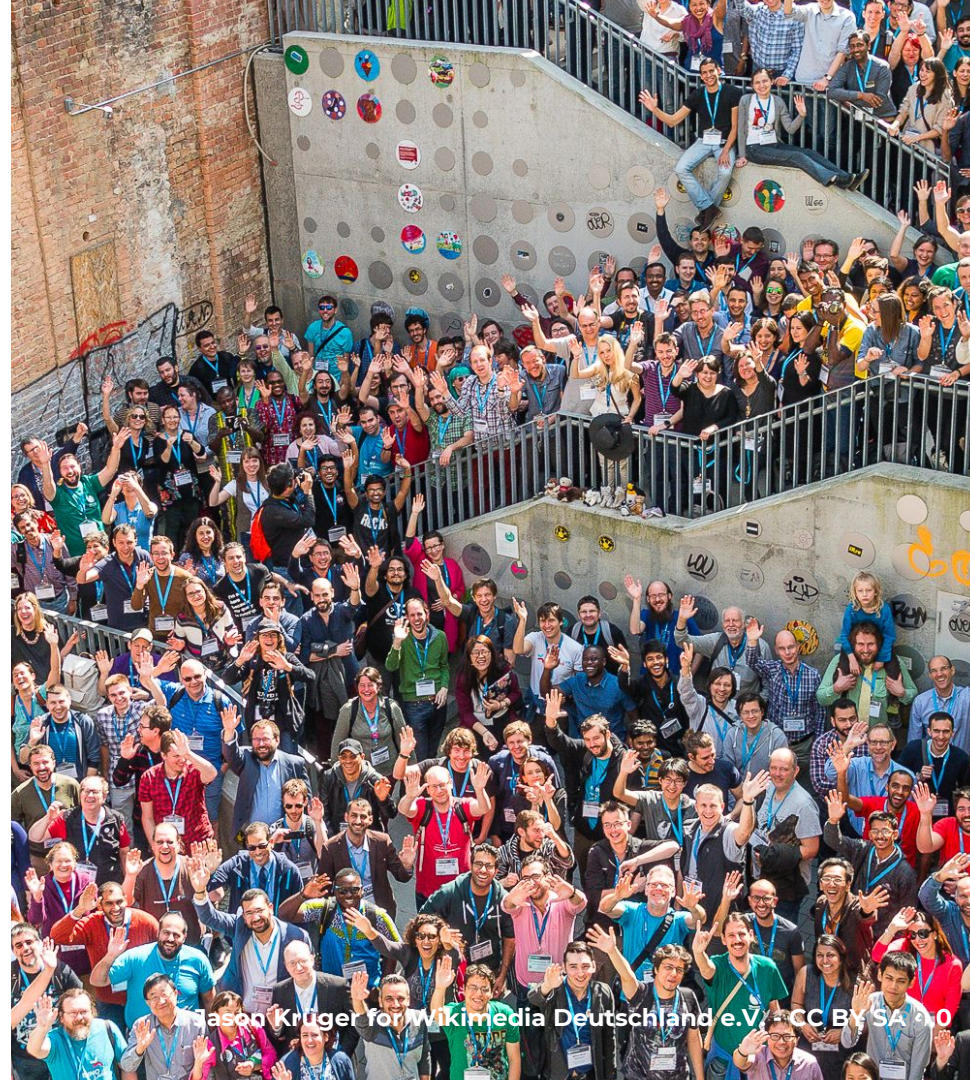


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**To become the essential
infrastructure in the
ecosystem of free knowledge,
our movement will need to
adapt and evolve.**

**Together, we will
update our structures
and programs, so that
we can successfully
advance in our
Strategic Direction.**



Evolving parallel process

Programmatic level

Affiliates and Foundation
Independent strategic plans
Contextually relevant



Structural level

Across the movement
Thematic Areas
Recommend and implement



Core Team

Support the Working Groups and the movement with process, operations, logistics, and focus



Movement Strategy Core Team

**Nicole
Ebber**

Program Manager

Germany

**Kaarel
Vaida**

Process Architect

Estonia

**Tanveer
Hasan**

Information &
Knowledge Manager

India

**Jodi
McMurray**

Project Manager

Canada

**Anna Lena
Schiller**

Thought & Process
Facilitator

Germany

**Bhavesh
Patel**

Process Support
Lead

UK

**Douglas
Ssebagala**

Information &
Knowledge Support

Uganda

**Anne
Kierkegaard**

Project Assistant

Germany

Hello.



Working Groups

Recommend how we should adapt and evolve within nine thematic areas



Working Group themes

Roles & Responsibilities	Revenue Streams	Resource Allocation
Partnerships	Community Health	Product & Technology
Capacity Building	Diversity	Advocacy

A photograph of four people—three men and one woman—standing in a row and smiling. They are positioned in front of a wall covered in a mosaic of small, colorful tiles. The mosaic features abstract shapes and colors, including black, white, yellow, red, and green. The person on the far left is a man wearing a white t-shirt and a dark baseball cap. The second person from the left is a man wearing a white polo shirt with a small black pattern. The woman in the center is wearing a dark blue top and glasses. The person on the far right is a man wearing a white button-down shirt and glasses.

Participate

Now: Apply to join a Working Group
Later: Community consultations

For updates

- 2030.wikimedia.org
- Movement events
- Monthly activities meeting
- Suggestions? [Let us know.](#)

Meet us at upcoming movement events

Event	Date	Location	Core Team participants
WikiCon	October 5-7	Sankt Gallen, CH	Nicole
Wikiconvention francophone	October 5-7	Grenoble, France	Kaarel
CEE Meeting	October 13-15	Lviv, Ukraine	Kaarel, Tanveer
WikiConference North America	October 18-21	Columbus, Ohio, USA	Jodi
Technology Conference	October 22-25	Portland, Oregon, USA	no Core Team, but WG
Mozilla Festival	October 26-28	London, UK	Nicole
GLAM Wiki Conference	November 3-5	Tel Aviv, Israel	Anna Lena, Kaarel
2019: WikiIndaba, Wikimedia Summit, Iberoconf, Creative Commons Summit, ...			

Thanks!

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Questions and discussion



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Submit your ideas!

Meta:[Wikimedia monthly activities meetings/Sign up](#)

wikilove
LIVE

