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

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Movement update

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.

Demetrius Will Lima, CC BY SA 4.0

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.

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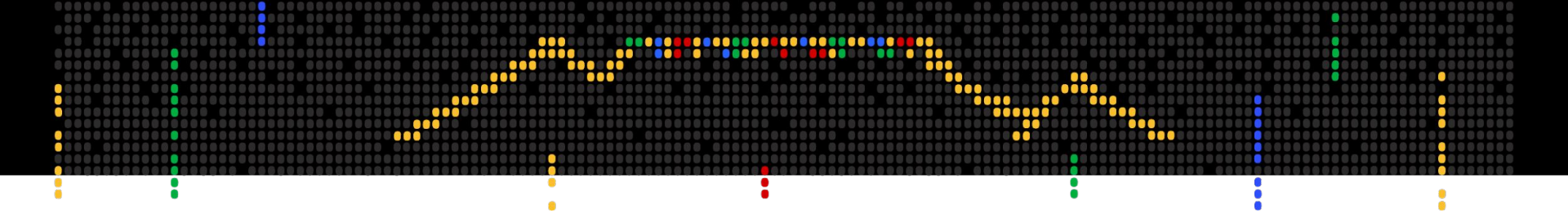
Wikimania 2018 recap

Purpose and Insights



What is Wikipedia or any Wikimedia project?

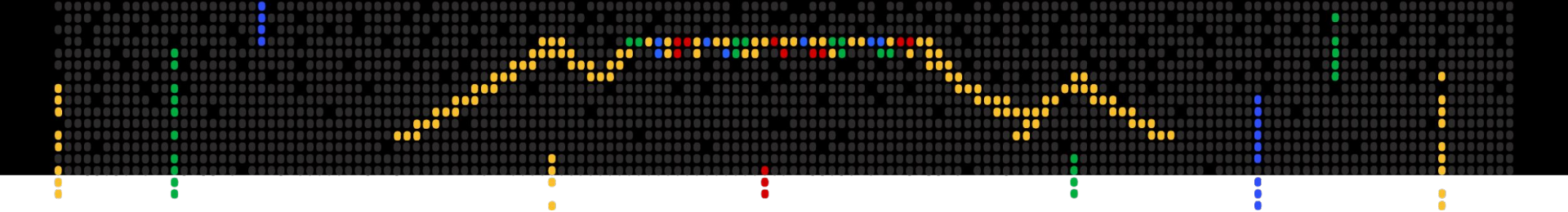
My opinion: **Community**

Community

Community

Community

community

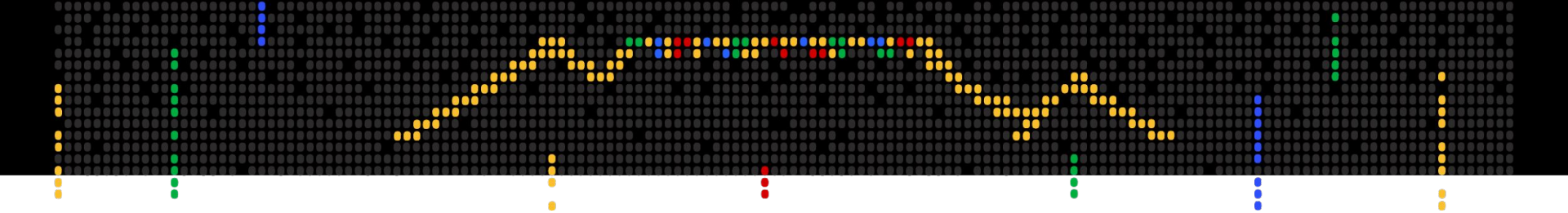


Wikimania is about strengthening that community

Regulars

Local community

Outreach

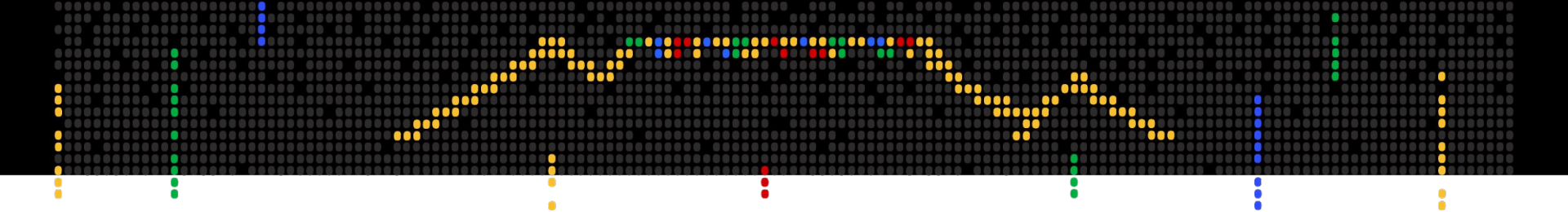


WMZA objectives for Wikimania 2018

Why we wanted it

What we needed to get from it

Local networks

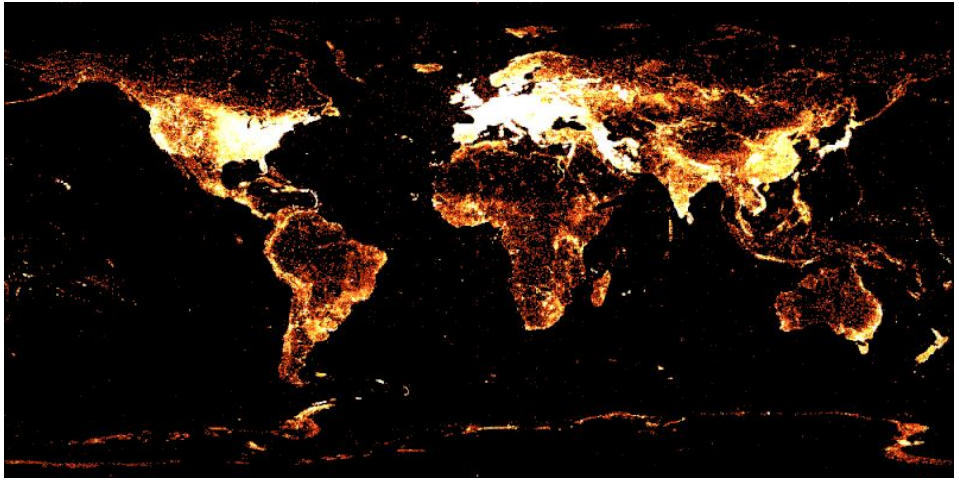


WMZA objectives for Wikimania 2018

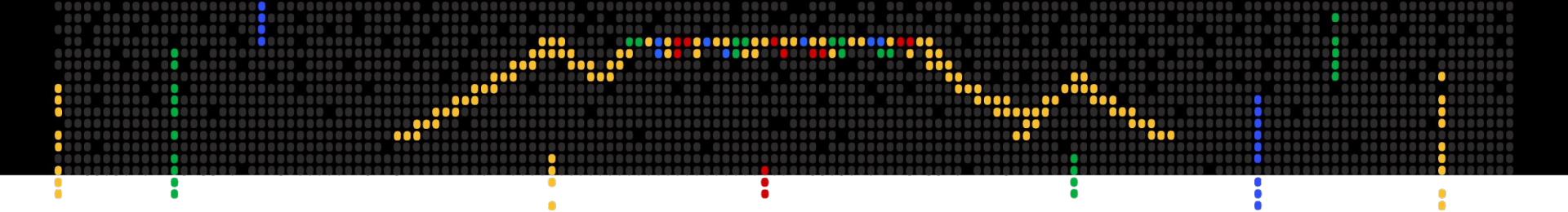
- Build local community
- Grow local community of editors - increase local awareness
- Focus Community consensus.
- Support existing projects

The Theme

Bridging knowledge gaps: the Ubuntu way forward



Denny Vrandecic and Lydia Pintscher, CC0 1.0



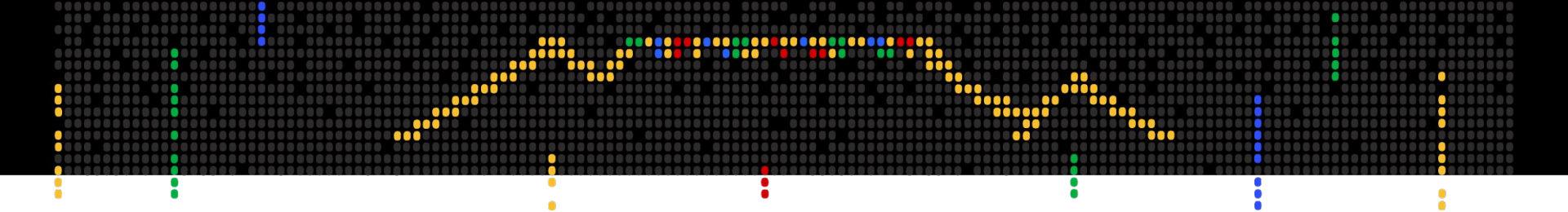
Impact

Expected 500 attendees | got 800 attendees

Over: 100 local scholarships | 100 international scholarships

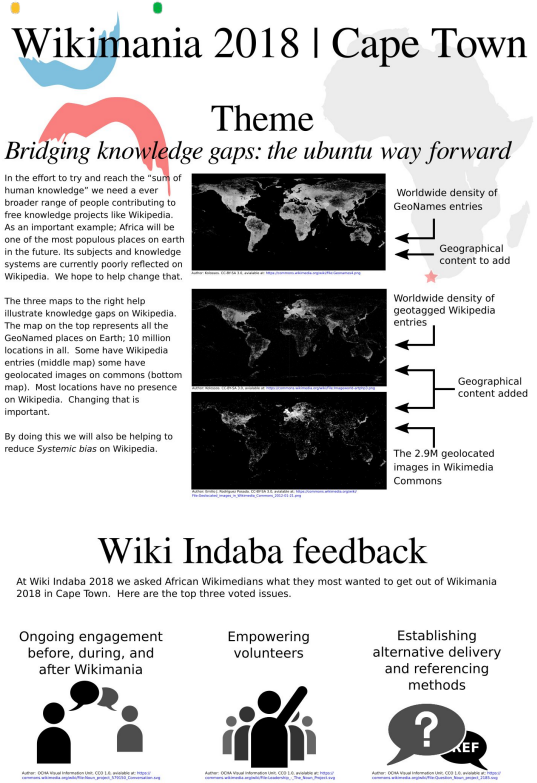
200% increase in WMZA membership

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 (⅓ observation)
- Always take the opportunity to talk about the issues with anyone



Wishlist

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

Thank You

Partnerships and Global Reach update

Introducing Project Tiger

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

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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

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Wikilover90. Punjabi Wikimedians User Group 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!**

Syed Wamiq & Ahmed Hashmi. The Word Punjabi CC BY-SA 4.0

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.

Suyash Dwivedi, Project Tiger Edit-a-thon 2018
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Where do we go from here?

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

Steven Lek. Het GLOW Festival in Eindhoven in 2015. CC-BY-SA 4.0

Learn More

Pilot:
https://meta.wikimedia.org/wiki/Supporting_Indian_Language_Wikipedias_Program

Writing contest:
https://meta.wikimedia.org/wiki/Supporting_Indian_Language_Wikipedias_Program/Contest/Stats

Email:
gfields@wikimedia.org

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Mobile Internet Skills Training Toolkit (MISTT)

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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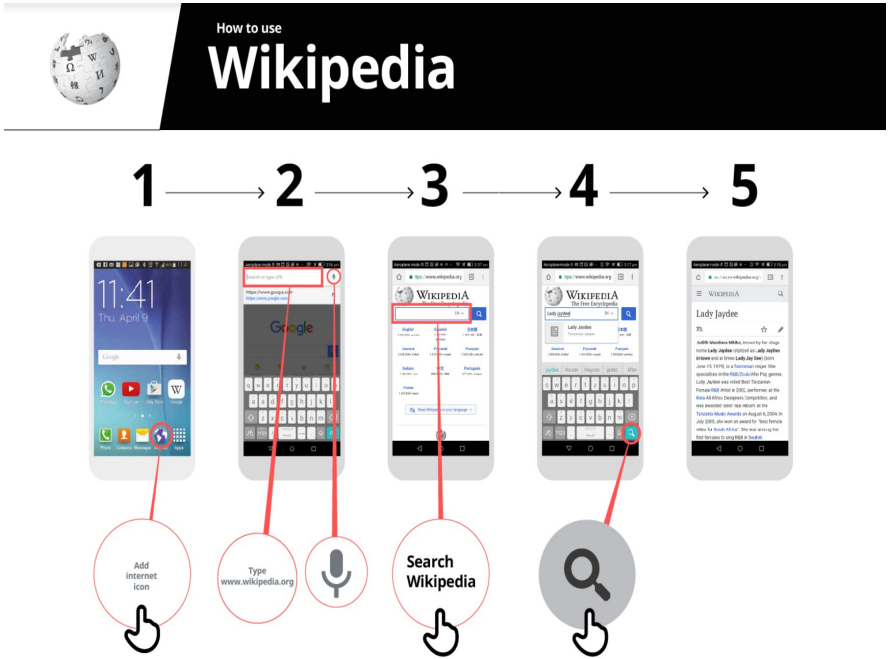
What is MISTT?



Overview: MISTT guides first time Wikipedia users **how to 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.

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

“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

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

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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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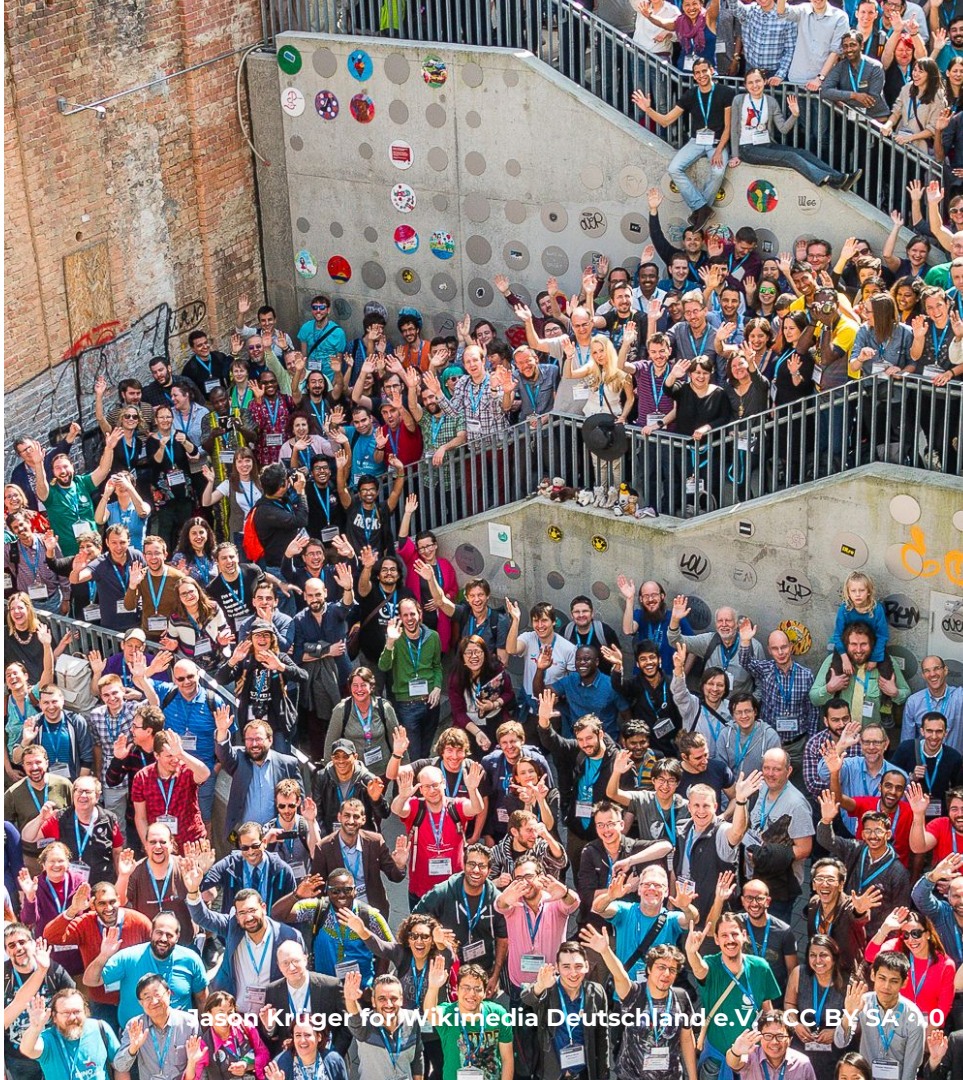
Wikimedia 2030

Movement strategy core team update

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

Who is working on structural change?

Movement Strategy Core Team + Working Groups

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 Ssebaggala** Information & Knowledge Support Uganda	**Anne Kierkegaard** Project Assistant Germany

Hello.

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Working Groups

Recommend how we should adapt and evolve within nine thematic areas

CC BY-SA 4.0, Nicole Ebber

Working Group themes

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

Application and diversification process

Map the gaps and grow the groups

Participate

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

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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!

Nicole:
nicole.ebber@wikimedia.de

Tanveer:
thasan@wikimedia.org

Kaarel:
kvaidla@wikimedia.org

Questions and discussion

Submit your ideas!

Meta:Wikimedia monthly activities meetings/Sign up

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