

... the sum of all knowledge ...

... in perpetuity

... to every single person on the planet in their own language



*even if life is not always simple*



# Small Wikipedia Community Development: Lessons from Russia

[User:Frhdkazan](#)

[meta:Wikipedias in the languages of Russia](#)



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"Of the approximately 7,000 languages spoken today ... less than 5% ... can still ascend to the digital realm. ... key result of this study: No wikipedia, no ascent." [Digital Language Death](#)

**Objective:** To make sure that all languages of Russia overcome the [digital divide](#) and start using digital realm possibilities to [strengthen own vitality](#) – by engaging more of their speakers in [Wikimedia projects](#)

- 31 of 51 official languages have wikis
- 26 are smaller than [ttwiki](#)
- Few small wikis have more than 2 very active contributors
- No contributors to *my home wiki* seemed interested to engage in community development

*Wiki-hint: if you don't know the way, start looking for it ...*



"Still-life with a skull"  
Philippe de Champaigne

["If you can fill  
the unforgiving  
minute ..."](#)  
R. Kipling

Language ↕	Code ↕	Articles ↕	Total Pgvws (K) ↕	MainPage Pgvws (K) ↕	Active Users ↕	Speakers ↕	Spkrs/ Ac
Vepsian	<a href="#">:vep:</a>	5,600	148.8 <a href="#">↗</a>	10.93 <a href="#">↗</a>	24	3613	150.5
Mokshan	<a href="#">:mdf:</a>	1,170	53.7 <a href="#">↗</a>	10.48 <a href="#">↗</a>	9	2025	225
Hill Mari	<a href="#">:mrj:</a>	10,169	114.9 <a href="#">↗</a>	11.47 <a href="#">↗</a>	12	23062	1921.8
Livvi Karelian	<a href="#">:olo:</a>	2,264	75.03 <a href="#">↗</a>	N/A <a href="#">↗</a>	11	31000	2818.2
Finnish*	<a href="#">:fi:</a>	418,795	52948.8 <a href="#">↗</a>	3477.3 <a href="#">↗</a>	1,470	5400000	3673.5
Komi-Permian	<a href="#">:koi:</a>	3,448	60.85 <a href="#">↗</a>	10.5 <a href="#">↗</a>	11	63100 <a href="#">↗</a>	5736.4
Kalmyk	<a href="#">:xal:</a>	2,072	96.98 <a href="#">↗</a>	10.4 <a href="#">↗</a>	14	80546	5753.3
Komi-Zyrian	<a href="#">:kv:</a>	5,236	158.3 <a href="#">↗</a>	10.97 <a href="#">↗</a>	15	160599	10706.6
Meadow Mari	<a href="#">:mhr:</a>	9,622	167.05 <a href="#">↗</a>	11.15 <a href="#">↗</a>	26	365316	14050.6
Sakha	<a href="#">:sah:</a>	11,395	217.8 <a href="#">↗</a>	12.7 <a href="#">↗</a>	31	480000	15483.9
Lak	<a href="#">:lbe:</a>	1,211	55.4 <a href="#">↗</a>	10.6 <a href="#">↗</a>	9	145895	16210.6
Bashkir	<a href="#">:ba:</a>	39,473	323 <a href="#">↗</a>	15.9 <a href="#">↗</a>	71	1223744	17235.8
Crimean Tatar	<a href="#">:crh:</a>	5,297	125.98 <a href="#">↗</a>	13.1 <a href="#">↗</a>	29	500000	17241.4
Udmurt	<a href="#">:udm:</a>	3,963	93.04 <a href="#">↗</a>	11.2 <a href="#">↗</a>	18	324338	18018.8
Ossetian	<a href="#">:os:</a>	10,514	183.5 <a href="#">↗</a>	13.1 <a href="#">↗</a>	28	530000	18928.6
Buryat	<a href="#">:bxr:</a>	1,972	101.6 <a href="#">↗</a>	10.9 <a href="#">↗</a>	14	283000	20214.3
Ukrainian*	<a href="#">:uk:</a>	710,453	29436 <a href="#">↗</a>	624.5 <a href="#">↗</a>	2,218	45000000	20288.5
Erzyan	<a href="#">:myv:</a>	3,818	95.3 <a href="#">↗</a>	10.75 <a href="#">↗</a>	18	432000	24000
Karachay-Balkar	<a href="#">:krc:</a>	2,018	97.6 <a href="#">↗</a>	11.2 <a href="#">↗</a>	16	400000	25000
Russian	<a href="#">:ru:</a>	1,411,694	805131 <a href="#">↗</a>	19407 <a href="#">↗</a>	10,051	260000000	25868.1

Table sorted by last column *Speakers per Active User*

Source: [WLR July 2017 Readership report](#)

Concept presented @ [Wiki Sabantuy 2015](#)



# If larger wikis are better venues to find or share information, why do we need smaller ones?



[Bashkir Wikimedians Feb.2017 meeting](#)  
city of Ufa, Bashkortostan

- Shifting accent from [ethnic](#) and [national](#) to [linguistic](#) and [global](#) identities
- Innovation tolerance: Wiki skills & projects' incubator!
- WM [Vision](#) & WP [Purpose](#)

*Generations of humans have encoded their knowledge about various phenomena into human languages. Thus keeping languages alive is no less important than preserving knowledge of separate facts.*



*[“Social diminishing of the non-dominant languages are a fact of life.”](#)*



# Key takeaways

- Concentrate on what you can control
- Make existing treasures easy to find
- Improve attractiveness of your small wiki identity
- Everything has a lifecycle
- If identity is a rock, knowledge is water

## Small WPs' sources of traffic:

- \* Other WPs: 70-100%
- \* Search engines: <30%
- \* Direct: <10%
- \* Social networks: <3%

Source: [www.similarweb.com](http://www.similarweb.com)



Promoting [on-wiki contests](#), especially interwiki ones, (ex. [Wikipedia Asian Month](#), [WikiUral](#), [WLM](#) & [CEE Spring](#)) are a good way to challenge your community's established identity and help its culture to evolve



*When you don't know what to do, look for best practices within our community.*

WE THANK YOU AND ALL THOSE WHO CONTRIBUTE TOWARDS GROWING OUR WIKIVERSE!

