

# Why

the world needs

# Wiki Education

more than ever

Strategy 2023–26





## The public relies on Wikipedia.

Bad actors use the internet to spread disinformation and misinformation — for profit, to create harm, or to advance political or ideological goals. This has become a major problem for the U.S. and the world. But Wikipedia has proven resilient against disinformation and misinformation, and has emerged as the main place online where people can find information they can trust.

# We serve the public.

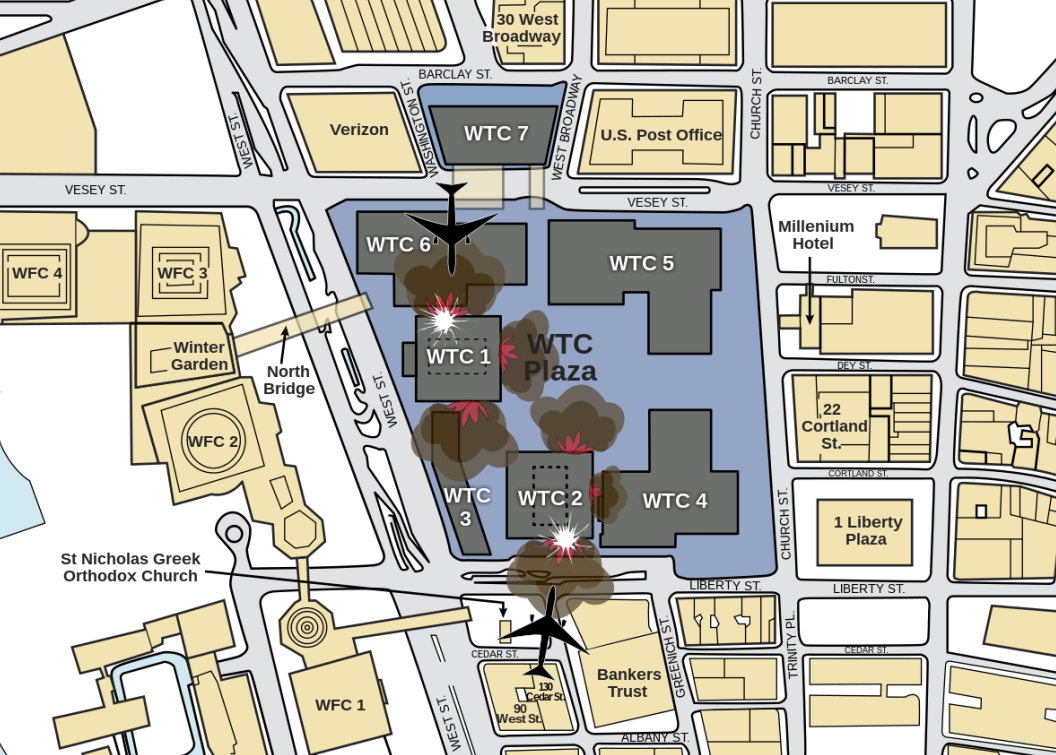
Since 2010, we have systematically improved Wikipedia in underdeveloped areas.

Through collaborations with academic and cultural institutions, and by bringing subject-matter experts to Wikipedia, we have ensured that people have access to information that is representative, accurate, and complete.

Participants in our programs have added the equivalent of more than two full copies of the last print edition of *Encyclopædia Britannica* to Wikipedia.



The global COVID-19 pandemic was a perfect storm for disinformation and misinformation. People urgently wanted reliable information, and there wasn't much available. We knew the public would turn to Wikipedia for help. By running a targeted campaign to improve the quality of information related to the impacts of the pandemic, and by improving numerous health-related articles, we helped people find reliable and accurate information when they needed it most.



# We create results.

We bring 19% of all new active editors to Wikipedia. 70% of our program participants identify as women. Millions of people benefit from our work.

How do we know all of this? Because we're a highly results-focused organization that excels at keeping track of its impact.

Prior to the 20th anniversary of the 9/11 attacks, we worked with a group of peace and security studies experts to fill information gaps in Wikipedia's articles related to September 11, the War on Terror, and related topics. Within weeks, the experts updated information, added new information, and removed inaccuracies. This improved the quality of information for more than 17 million readers.

Since our founding in 2014, we've continuously honed our evaluation methodology and built tools to measure Wikipedia contributions at scale. Closely monitoring our results helps us maximize our efficiency and impact.

# We are values-driven.

Everyone deserves access to knowledge. That's why we support free and open platforms like Wikipedia and Wikidata.

**Wikipedia and education belong together. That's why—over the course of more than a decade—we've been a leading force in bringing those two worlds together.**

To create information that's free of bias, you need a diverse array of participants and sources. That's why we've been focused on making Wikipedia more diverse from day one.



Young people need role models. But when it comes to STEM, role models are hard to find for girls and women, and Black and Latino people. By improving biographies on Wikipedia of STEM's hidden figures, we inspire young female and Black and Latino Wikipedia readers to take on careers in science, technology, engineering, or math.

# We are in the middle of a technological revolution.

In late 2022, generative AI tools started experiencing a major boom. Chatbots like ChatGPT have been seeing a rapid adoption since.

**Wikipedia's human-curated content plays a crucial role for AI-powered chatbots. The encyclopedia is not only one of the largest datasets for large language models, it is also the most reliable online source of information currently available.**

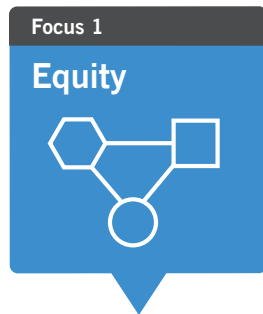
**In an era of disinformation and “hallucinating” AI chatbots, Wiki Education ensures that people get free access to information they can trust.**



Since 2015, we've been successfully using our “Dashboard” online platform for training program participants, tracking results, and for scaling our impact. In 2016, we made that platform available to others, and it is now the operational backbone for outreach efforts in the global Wikimedia community. We are proud that thousands of volunteers and staff members of Wikimedia organizations are using our technology to recruit new contributors and improve the public's access to knowledge.

# We stand by our commitments.

We renew our commitment to the three key focus areas that have guided us so far:



Increase knowledge equity — or the ability of everyone to access and shape knowledge — by focusing on underrepresented content and communities

Equity matters because knowledge should represent the diversity of humankind. We empower people from non-majority identities to take ownership of Wikipedia and Wikidata while also increasing the amount of information in equity-related fields.



Provide people who seek knowledge with accurate, unbiased, and trustworthy information in underdeveloped topic areas

In a world increasingly influenced by AI-powered tools, accurate and trustworthy information is more important than ever. We help real humans share their knowledge to the benefit of society.



Empower subject-matter experts to add and improve information that is in high demand

Reach matters because information that is in high demand shapes people's perception about topics that matter to society. We empower people to improve content about high-impact topics that are currently underdeveloped.

# We'll make an even bigger difference.

The world needs us more than ever. That's why we have a clear and strong vision for the future. These two programmatic priorities will guide our work starting in 2023:

## Programmatic priority

### 1. Combat disinformation and support democracy

Disinformation weakens confidence in public institutions and saps the health of our democracies.

“Reliable information is to civic health what proper sanitation and potable water are to public health. A polluted information supply imperils our nation’s civic health”, says Sam Wineburg, Professor Emeritus at Stanford University.

We combat disinformation and support democracy by improving Wikipedia’s coverage in areas that are the targets of disinformation campaigns, including public policy topics, civics, and history.

## Programmatic priority

### 2. Strengthen and expand our partnerships with cultural institutions

Museums, libraries, and archives have been preserving our cultural heritage for many generations.

In the 21st century, Wikipedia and Wikidata, the open repository for structured data, provide tremendous opportunities for those cultural institutions to massively expand their reach and share their treasures with millions of people around the world.

We will strengthen and expand our partnerships with cultural institutions in order to improve the public’s access to knowledge through Wikipedia and Wikidata.



# We'll continue to innovate and evolve.

We believe in experimentation, innovation, and continuous improvement. This is how we will explore new ways to increase our impact:

## Exploratory project

### 3. Explore ways to increase the impact of Education Programs globally

In 2010, we pioneered one of the world's first Wikipedia Education Programs. Today, volunteers and staff in more than 80 countries run programs that build bridges between Wikipedia and the world of education.

Many of those global efforts would benefit from our experience. In places where no Education Program exists yet, people are looking for practical advice to get started.

We will explore ways to increase the impact of Education Programs globally by helping with coordination and knowledge-sharing, access to online tools, and by providing context-specific support to further spur innovation and growth.

## Exploratory project

### 4. Pilot a "Wikidata for Students" program

When it comes to machine learning, it's all about the training data. And technologists increasingly realize that there's nothing more important for the future of AI than reliable, open structured data — like Wikidata.

Given that the next generation of internet users will live in a world that relies increasingly on AI systems, it is of utmost importance that younger people have a solid understanding of structured data and know how to contribute to structured data repositories.

We will explore ways of empowering students to understand the role and importance of structured data, and enable them to actively engage with Wikidata.

# We're in this together.

Whether you are a grantmaker, an individual donor, a corporate sponsor, a cultural institution, an academic association, a subject-matter expert, an instructor in higher education, or a free knowledge supporter – we'd like to talk to you.

Wiki Education is an agent of change, a small organization with a tremendous impact, and a trusted and reliable partner.

A better Wikipedia means a better world for all. Let's shape the future together!

[contact@wikiedu.org](mailto:contact@wikiedu.org)

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