

Proposal for Taghreedat and Wikipedia Cooperation

Wikipedia | Taghreedat

Contents

This Proposal.....	3
Background	4
Project Summary.....	5

This Proposal

This proposal is prepared by the Taghreedat Co-Founders & Heads: Mina Nagy Michel Takla & Sami Mustafa Mubarak to the Wikipedia Global Development Team to propose a mutual collaboration for a number of short-term and long-term collaboration projects.

The purpose of this document is to:

- Offer a clear understanding of the mutual projects that Taghreedat & Wikipedia can collaborate on.
- Present a brief background about the Taghreedat Initiative.
- Establish mutual understanding on how & when to execute, prioritize and kick off these projects to create both short term and long term partnership between Wikipedia and Taghreedat.
- Open the door for future collaborations in areas not yet tapped into.

Background

About Taghreedat

Taghreedat (a commonly used Arabic term for “tweets”) is a regional Arabic e-content community building initiative, with 92 Ambassadors (members) in 10 Arab countries and a community of over 3,500 Arab volunteers in 28 world countries, of which are 20 Arab countries, including the UAE. The initiative started on May 31, 2011 on Twitter, as a call to action to increase the quality and quantity of Arabic e-content on Twitter. Since then, we have created a community of Arabic e-content enthusiasts from all parts of the Arab world, through our account on Twitter: @Taghreedat, which currently has over 44,000 followers.

Initiative Goals & Objectives

The overarching goal of the Taghreedat initiative is: building an active, vibrant and vocal Arabic e-content creation community that contributes directly and significantly to increasing the quality and quantity of Arabic e-content.

Under that goal, the initiative has a number of objectives to achieve the over-arching goal:

1. Producing Arabic e-content
2. Increasingly form & grow a regional and diverse Arabic e-content community
3. Leading community-building Arabization projects
4. Connecting with the Arabic e-content community both online and offline to create awareness and motivate users to contribute to Arabic e-content

The Twitter Arabization Project

The first of Taghreedat’s projects, the Twitter Arabization project gathered an immensely large community of volunteers to Arabize over 170 Twitter glossary terms from English to Arabic to be then applied on a fully Arabic interface for the world’s most popular social networking website to date.

Taghreedat is the first & only Twitter account to have been able to reach Twitter and work directly and closely with Twitter on the first project to translate Twitter into Arabic. This made it one of the very first (and few) Arabic e-content community building projects in the region to be community driven. These volunteers are tasked with

Wikipedia | Taghreedat

Arabizing – for the first time ever - the full Twitter glossary and over 170 Twitter terms, in addition to setting Arabic translation guidelines.

Moving Forward

With the Twitter project accomplished as all Arab Twitter users are now voting on the Taghreedat-submitted terms at Twitter's Translation Center, Taghreedat is very interested to continue growing and using its volunteers base to work in other important Arabization projects, as well as using such vast community so that their skills, enthusiasm, language skills and diverse cultural backgrounds would all feed into Arabic Wikipedia.

Uniqueness

What sets the Taghreedat and Wikipedia partnership differently from other existing activities in the Arab world is a number of factors:

1. It's community driven – hence very in line with Wikipedia's values.
2. It's regionally focused – hence helps expand Wikipedia's reach in the Arab world.
3. It builds on an already wide existing reach that Taghreedat possesses (44,000 Arab followers).
4. It will result in projects and awareness – long and short term goals for Wikipedia.
5. It is also sustainable due to the fact that Taghreedat will be structured so it would ensure it's more than just an ad-hoc project.

Projects Summary

Three key projects – both short term and long term – are proposed in this document:

1. Arabic Wikipedia Community Building (Database)
2. Arabic Wikipedia Interface – Usability Project
3. Translate Wiki Community Building

These projects are ultimately based on Taghreedat's strong regional reach and its existing community, which is composed of:

- Over 44,000 Arab followers on Twitter (<http://www.twitter.com/taghreedat>)
- Over 3,500 translators, language experts & students & degree holders, media enthusiasts and technically skilled Arabs.
- These followers and translation community members are from 28 world countries, including the Arab world, USA, Canada, Australia and Europe.

Wikipedia | Taghreedat

- The demographic structure of this community is quite diverse: ranging from university students, professors and teaching assistants to engineers, open source analysts, to media personalities, bloggers, social media specialists, graphic designers and more!

Collaboration

For all the below projects, mutual support & collaboration is required by Taghreedat & Wikipedia:

1. Wikipedia's team to help review, supervise and approve messaging and projects' scope across the various projects outlined.
2. Wikipedia team to also help promote these projects within their existing Wikipedia community database.
3. These projects will be co-branded: Wikipedia and Taghreedat.
4. There will be, as part of some of these projects, some travel needed from Wikipedia's side to help raise awareness within timeframes that are mutually agreed upon.
5. Taghreedat will do the extensive online promotion for such projects.
6. Forming the online Wikipedia community database will mostly be a Taghreedat task, with direct and close supervision by Wikipedia.
7. Linking Taghreedat to relevant Wikipedia/Wikimedia projects.
8. Some of the below projects are short term while others are on-going, running ones. This will be further explained.
9. The outcome of these projects will be covered in regional media and would need to be also showcased at regional and international Wikipedia community events (for example: the Wikimania conference and others).

Project ONE: Arabic Wikipedia Community Building

Project Goals:

1. Create a regional Arabic Wikipedia community, starting from the Gulf region.
2. Create awareness about the culture and significance of Wikipedia.

Wikipedia | Taghreedat

3. Establish a database of (1) Arabic Wikipedians (2) Arab users interested in Wikipedia's activities and get a clear demographic and psychographical representation of such newly formed community.
4. Hold at least one event this year in Abu Dhabi (towards the end of the year), UAE to recognize the growing a Wikipedia community & the number & quality of their contributions to Arabic Wikipedia.
5. Increase the number of Arabic Wikipedia entries – by setting a goal of (x) number of entries by end of 2012 that can be done by the community.

Mechanism:

This project will be on a big scale:

1. Taghreedat and the Wikipedia team need to finalize a set of messaging to create such awareness.
2. Taghreedat would then either translate these messages (if presented by Wikipedia in English) into Arabic.
3. These messages will be transformed into Web 2.0 content (in a series of tweets for awareness and also forming a backbone for an awareness script to be created).
4. The database of Wikipedians in the Arab world will be maintained by Taghreedat with access for Wikipedia to such database.
5. This database will be more than just a compilation of names and demographic data – these users will be engaged with (as outlined in project 2).
6. Towards the end of the year, there will be one main event showcasing the community, its contribution to Arabic Wikipedia and more. Wikipedia's team would be very important to attend.

Community Building Tools To Be Used:

1. **Video Production:** Taghreedat is expected to be provided with video production facilities as part of its funding grant. This will be used to produce one video for the coming year (minimum) to create awareness – in a creative, animated way – for Wikipedia.
2. **Online:** Taghreedat will mainly depend on its Twitter account to promote and announce the project, accompanied with an online form for interested users to

Wikipedia | Taghreedat

register – which would then be exported to the database of Wikipedians to be formed.

3. **Event** – towards the end of the year, an event will be held to showcase the project outcomes.

Estimated Duration: 12 months (long term).

Project Needs:

From Wikipedia: general supervision needed – close intervention to design all the messaging required to build awareness – announcing the project in their community database/relevant channels – nominate one or more from your team to end the community event that will held towards the end of the year.

From Taghreedat: project promotion – community building - daily follow up – management and maintenance of the database system – event management.

Priority: We understand that as per our last discussion, this project has a very high priority for you.

Project Phases:

1. Finalize Timelines and messaging as well as linking us to your online team
2. Kick off awareness efforts online
3. Start forming the community and creating the database of Wikipedians
4. Simultaneously work with the Wikipedia team on producing the awareness materials
5. Start setting goals for the number of entries required.
6. Celebrate at the end of the year the gradual progress achieved this year.

Project TWO: Arabic Wikipedia Interface Usability

Project Goals:

1. Increase the usability and quality of the Arabic Wikipedia editing interface.
2. Increase the number of Wikipedia editors on the long run who would be comfortable with the system.

Wikipedia | Taghreedat

3. Reduce the current language barrier and increase adoption (because of the complexity of the language used throughout the editing system) hence add more new-comers to become editors & contributors.

Mechanism:

1. A group of Taghreedat volunteer translation community members will be involved in it.
2. Pieces of the interface will be dissected into a glossary structure and uploaded to an external surveying tool (Fluid Survey) which would allow the volunteers to vote on terms and assign preferences.
3. The final output will then be shared with the Wikipedia editing/moderating team.

Estimated Duration: 2-3 months (short term).

Project Needs:

From Wikipedia: helping Taghreedat pinpoint and prioritize the key editing interface components that need to be changed – and discussion in-depth after the project is completed on what terms to import to the interface – project promotion on Wikipedia as well as Taghreedat’s channels.

From Taghreedat: project promotion – community building - daily follow up – management of the survey system – analysis of output – presenting it to the Wikipedia team – discussing outcomes.

Priority: We understand that as per our last discussion, this project has a medium to high priority for you.

This project can go hand-in-hand with the first project as they both contribute to an end result of increasing entries in Arabic Wikipedia, by addressing two key barriers:

1. Lack of awareness of why being a Wikipedian is important
2. Low Usability of the interface

Project THREE: Translate Wiki Community Building & Translate Wiki Improvement

Project Goals:

1. Create awareness on how Translate Wiki works
2. Utilize the translation community to take part in translating the various strings required for Translate Wiki.
3. Work with Wikipedia on improving the functionality of Translate Wiki based on our moderation experience at Twitter's Translation Center, which currently serves more than 28 world languages.

Mechanism:

1. A group of community members will be involved in it.
2. Pieces of Translate Wiki will be dissected into a glossary structure and uploaded to an external surveying tool (Fluid Survey) which would allow the volunteers to vote on button names and assign preferences.
3. The final output will then be shared with the Translate Wiki assigned team for discussion and decisions on what output to upload.
4. This project will not be for the Arabic Wikipedia interface but would focus on the terms needed for the other sites that they feed into. We will need your help in prioritizing which set of terms to start localizing depending on which interfaces they would eventually be used for.

Estimated Duration: 4-5 months (long term).

Project Needs:

From Wikipedia: general supervision needed – prioritizing which set of terms to start with - and discussion in-depth after the project is completed on what terms to import to the interface – project promotion on Wikipedia as well as Taghreedat's channels.

From Taghreedat: project promotion - daily follow up – management of the survey system – analysis of output – presenting it to the Media Wiki Arabic team – discussing outcomes.

Wikipedia | Taghreedat

Priority: We assume that this project has a medium priority for you.

Project Phases:

1. Finalizing Project Scope
2. Generate Awareness on how the Media Wiki system works
3. Announce the Project (Kick off)
4. Call for Volunteers
5. Generate Volunteer Database (small scale for this project's purposes)
6. Export Translate Wiki glossary to the external system (Fluid Survey) to get votes & recommendations from the community on the interface buttons and components.
7. Analyze final output
8. Present it to Translate Wiki's Arabic team