

# Where are the women?



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and board member of Wikimedia Sweden.

*Photo: Lennart Guldbbrandsson CC0 1.0*

# Why diversity?

- Wider coverage
- Fulfillment of readers' demands
- Better regrowth
- Article perspective
- Power in defining knowledge

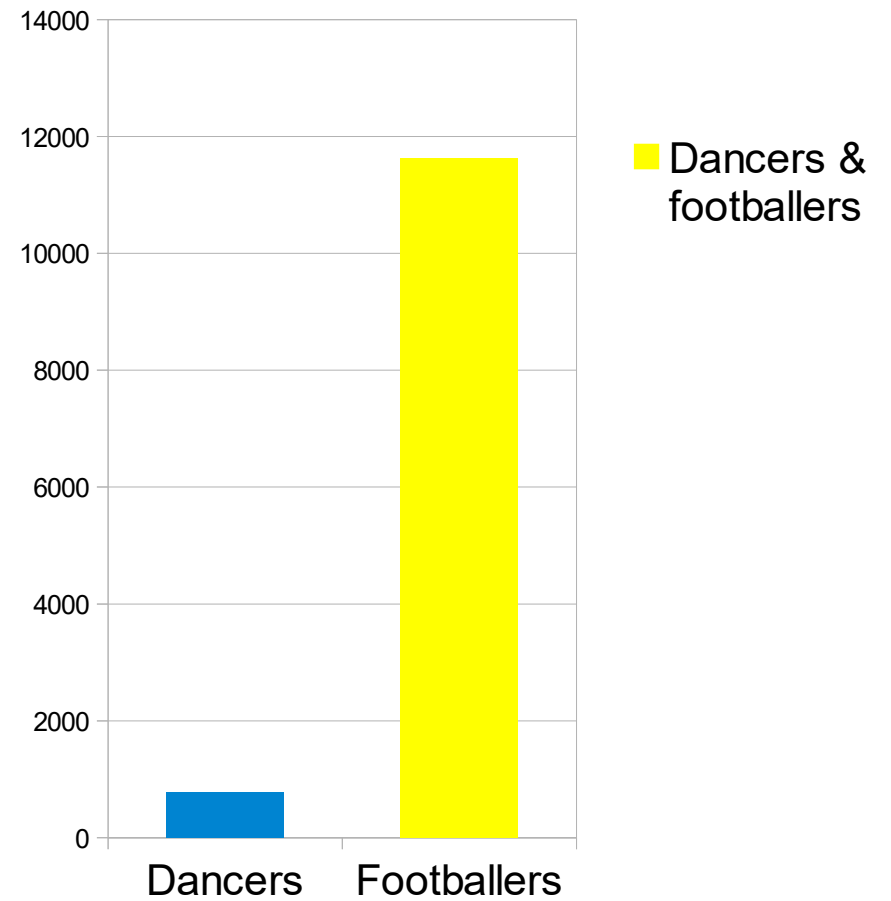
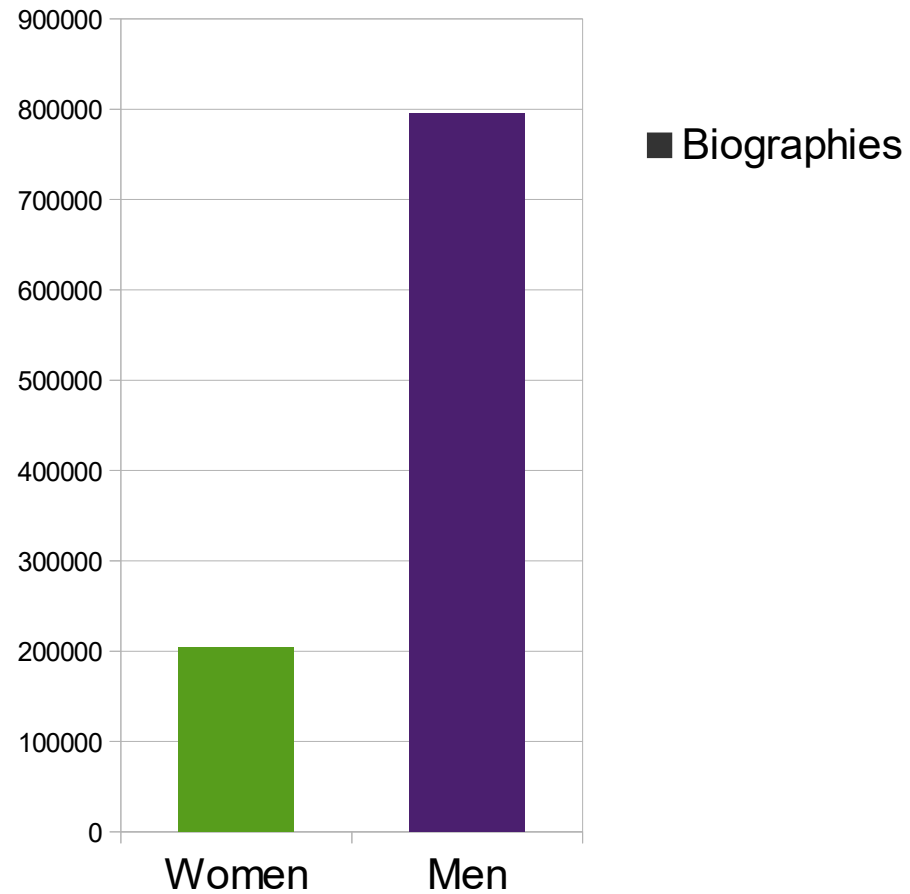
# Gender identity for editors at Swedish language Wikipedia



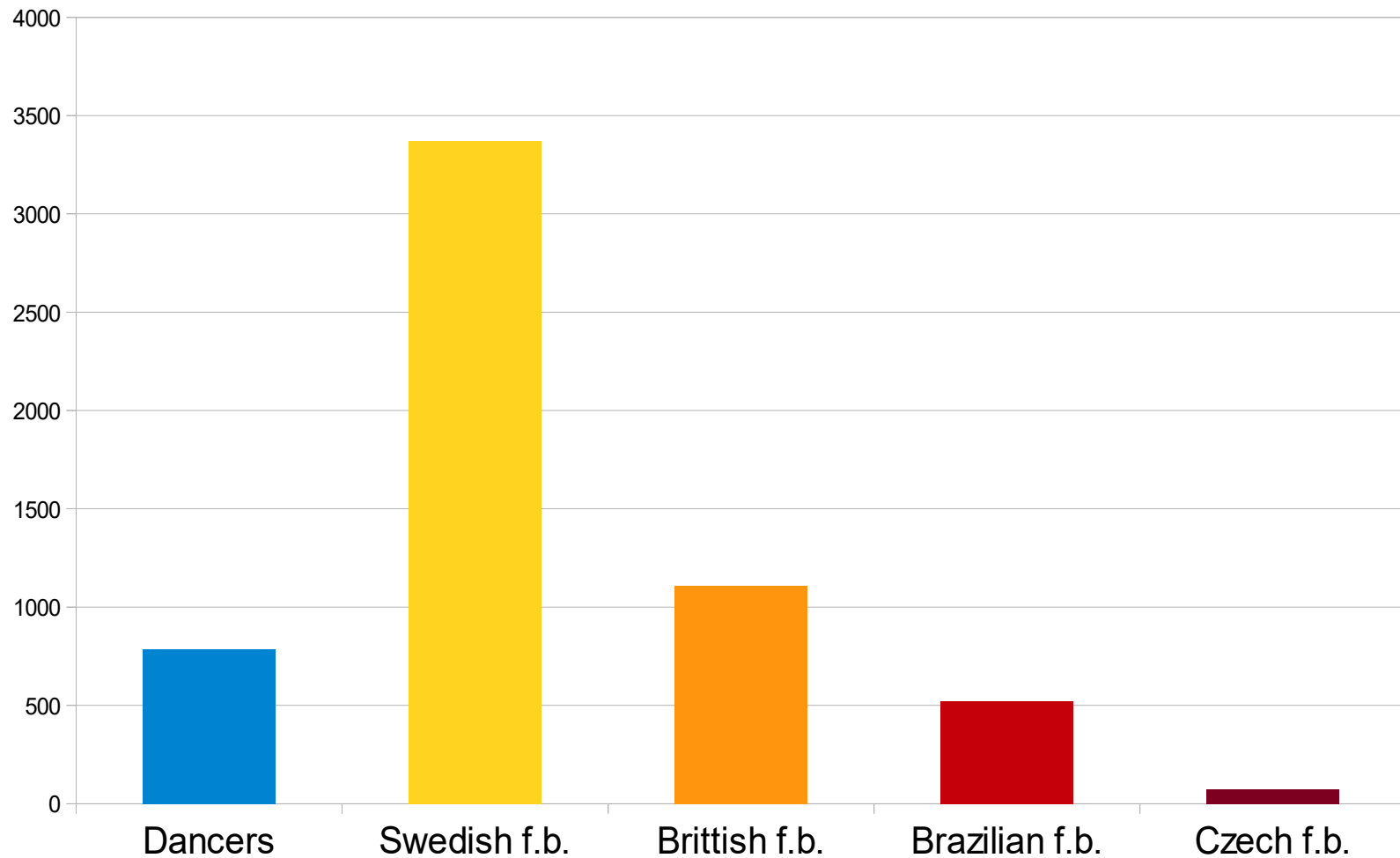
Man Kvinna Annan genusidentitet

Research done by Björn Helgeson, 2014.

# Content and diversity



# Content and diversity



Global diversity?

# Projects in Sweden

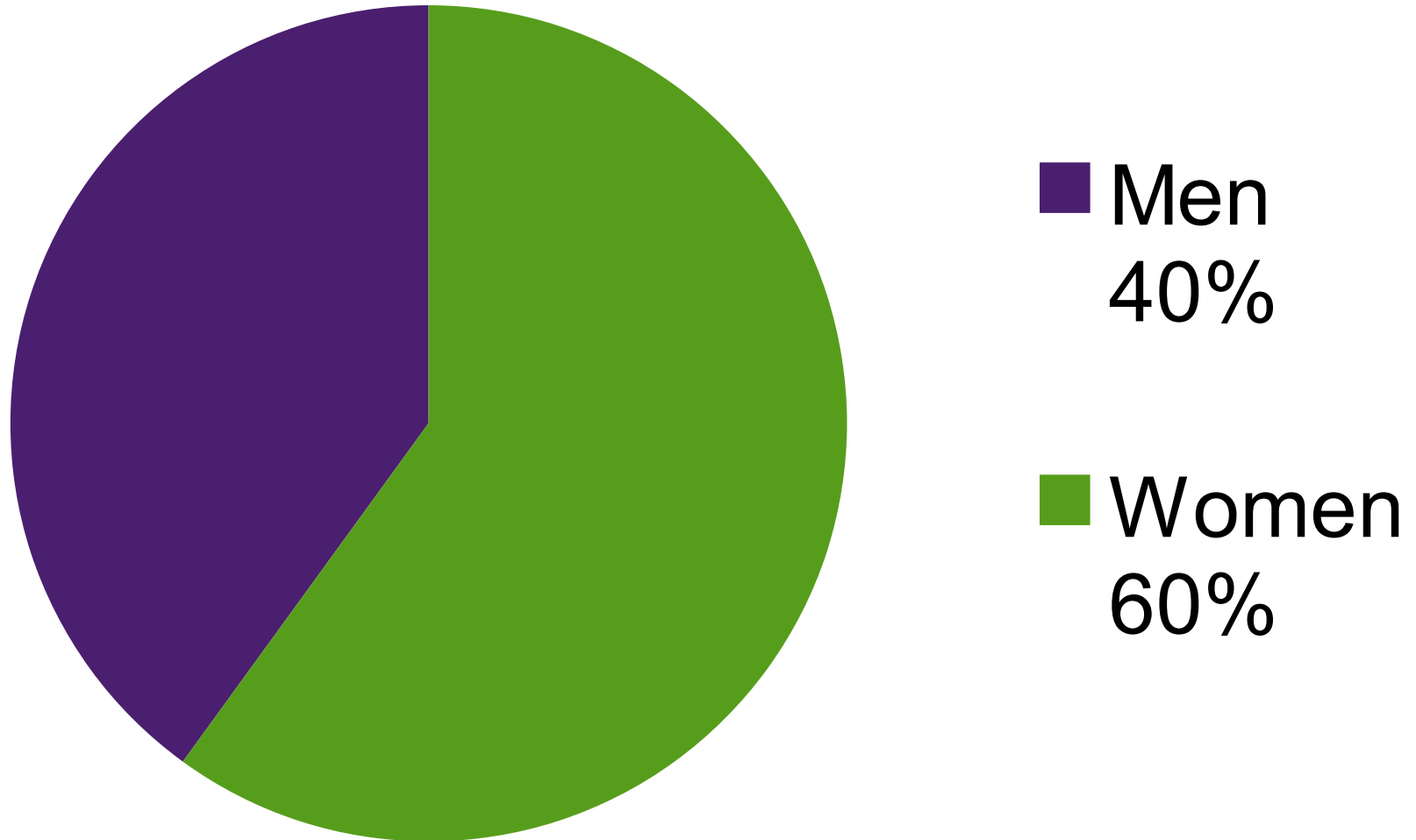
# Offline events

- Wikifika/wikipub ([wikifika.se](http://wikifika.se))
- Photo-safaries
- Wiki-workshop at Stockholm Pride (with three different working stations)
- Art&Feminism (at five different locations)
- Monthly edit-a-thons in Falun.
- Information booth and photographing at Göteborg Book Fair



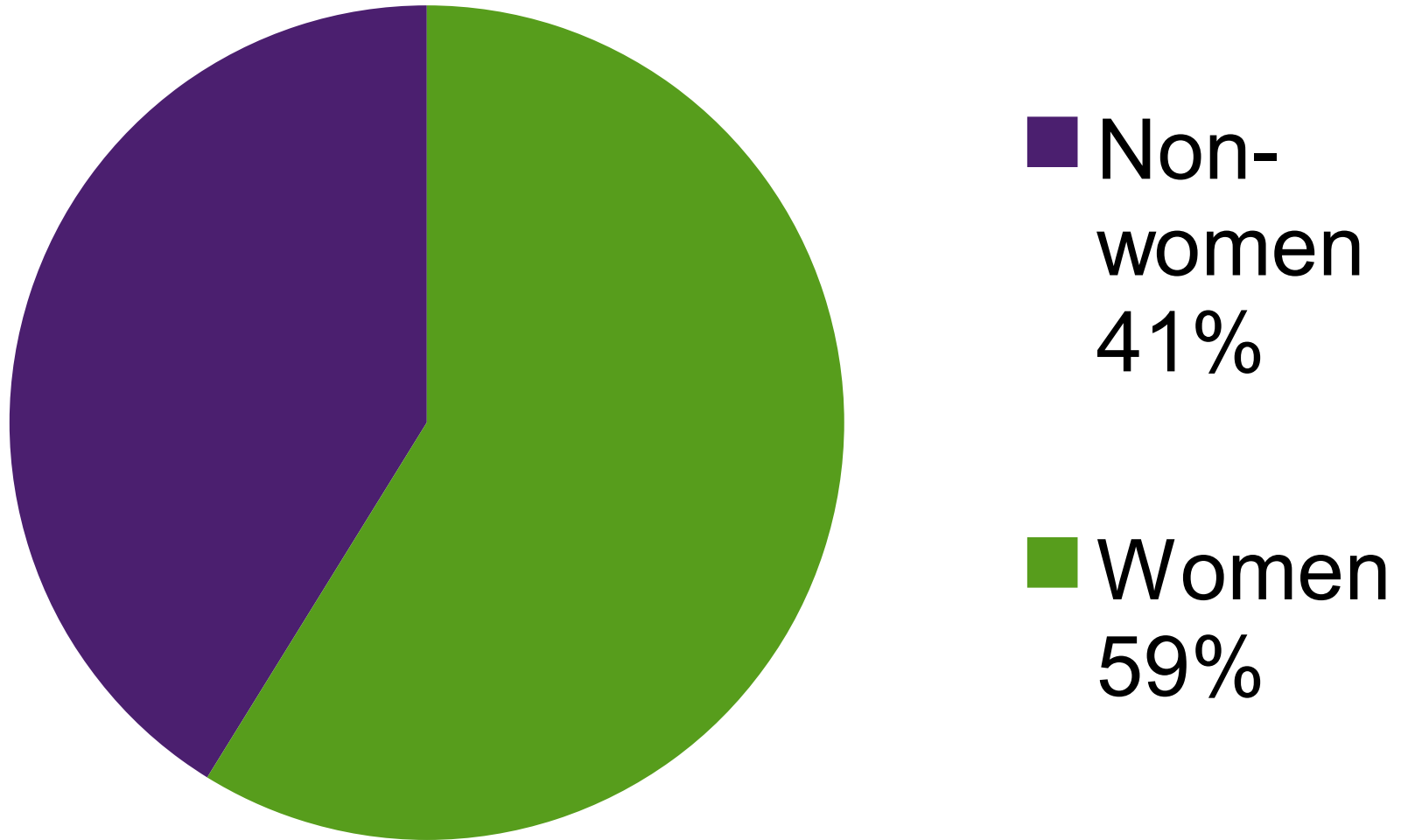
Photo: LA2 CC-BY-SA 4.0

# Wikipedia Education Program





# Edit-a-thons at Stockholm Public Library



# Wikipedia Camps in Molkom

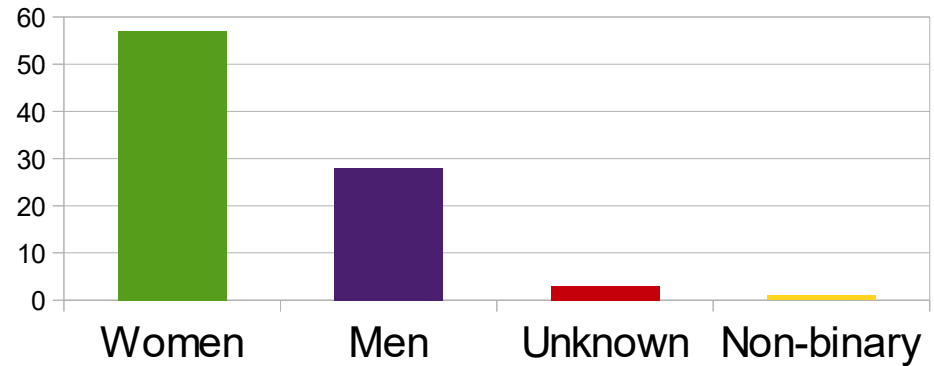
What we gained:

- Great ambassadors
- New editors
- New instructors
- Media coverage
- Social media interest
- Ripple effects



# Weekly edit-a-thons in Göteborg

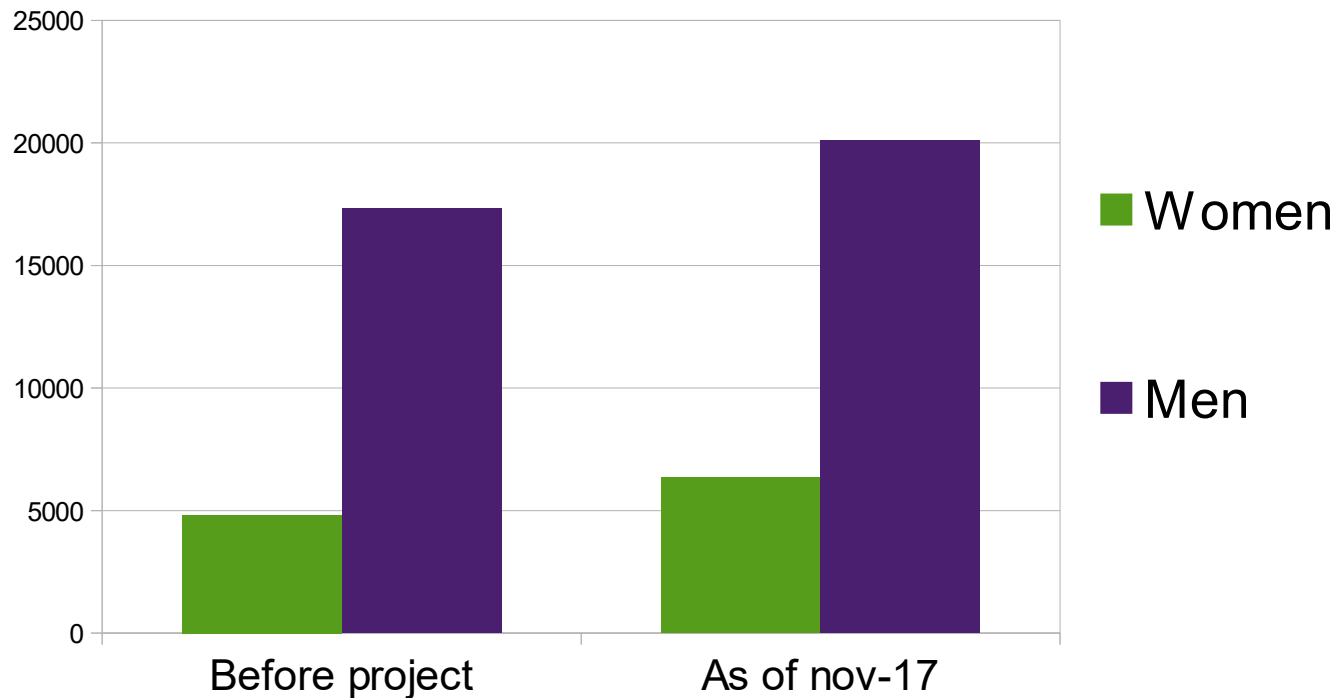
- 187 edit-a-thons
- >89 participants



*Photo: Lennart Guldbrandsson CC0 1.0*



# Content development – writer biographies



Articles about women writers increased by 32 %.

Articles about men writers increased by 18 %.

The total number of biografies about women writers went from 22 % to 24 %.

# How to make beginners stay?

- Be welcoming
- Don't bombard with templates, write something personal instead
- Use thank you-button
- Don't be over-informative
- Don't regard questions as weakness – or an invitation to be over-informative ;)
- Make or create space
- Invite – to projects, to competitions, to collaborations

Read about our first year of weekly edit-a-thons  
(in English!)

<https://blog.wikimedia.org/2015/01/07/weekly-edit-a-thons-in-sweden/>

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