THE AGE OF NATIONS IS PAST.
IT REMAINS FOR US NOW,
IF WE DO NOT WISH TO PERISH,
TO SET ASIDE THE ANCIENT PREJUDICES
AND BUILD
WIKIPEDIA.
Data represents global unique visitors, as measured by comScore MediaMetrix.
282

WIKIPEDIA LANGUAGE VERSIONS
5
RANK OF WIKIPEDIA IN TOP SITES, GLOBALLY
425 million

PEOPLE READ WIKIPEDIA EVERY MONTH
0

DOLLARS SPENT ON ADVERTISING
90
PAID EMPLOYEES
WIKIPEDIA EDITOR VIDEOS

http://youtu.be/MTzUwXaAK2s

http://youtu.be/25hWh1Pa44M

http://youtu.be/St1JN6m0FTI
Wikipedia flourished because it was a shrine to altruism - a place for shy, learned people to deposit their trawls.

Wikipedia works because those who know the truth are usually more numerous & committed than those who believe in a falsehood.

Wikipedia represents a belief in the supremacy of reason and goodness of others.

Daniel Pink, “The Book Stops Here,” Wired magazine, March 2005
ABOUT THE WIKIMEDIA FOUNDATION
Ninety people work at the Wikimedia Foundation.
Half are engineers; the remainder do everything else.
40% were community members before they joined the staff.
Average staff tenure in the projects: ~4 years
42% of WMF staff are not American; 70% have lived outside the U.S.
The Wikimedia Foundation speaks 41 languages, averaging 2.12 languages per staff member.

English, French, Spanish, German, Dutch, Hindi, Italian, Latin, Portuguese, Russian, Arabic, Japanese, Malayalam, Bahasa Melayu, Mandarin, Esperanto, Hebrew, Korean, Romanian, Catalan, Mandarin, Cantonese, Hokkien, Danish, Finnish, Frisian, Ghegnisht, Greek, Hawaiian, Kannada, Kölsch, Lithuanian, Norwegian, Polish, Réunion Creole, Gjuha-shqipe letrare, Swahili, Swedish, Tamil, Ukranian and Vietnamese.

First sort is by number of staff speakers, secondary sort is alphabetical. Accurate as of November 2011, Wikimedia Foundation staff of about 90.
So why does Wikipedia have a gender problem?

(only 9% of editors are women)
1) Wiki syntax is a pain.
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2) Too busy!
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2) Too busy!
3) “Who am I to change what the person before me has written?”
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2) Too busy!
3) “Who am I to change what the person before me has written?”
4) “I am not thick-skinned enough for Wikipedia.”
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7) sexualized culture?
8) The software calls me male.
9) It's not social / friendly enough.
everyone who's literate
owns a computer, is online
has a little time
reasonably tech-comfortable
reasonably thick-skinned
pedantic!

topic you love

The Wikipedia conversion funnel
Join us.
We want your help!
THANK YOU
Questions?