

### Key themes:

- Interested in the small language Wikipedias (not just about getting more readers in India and China, but that is important as a first step already in progress)
- Need to identify different types of barriers (and solutions) for different Wikipedias to spur their growth
- There is a need for space within Wikimedia to experiment, pilot and learn

### Vision for next 5-10 years?

- My bias is toward globalism: focusing on small languages
  - o Less concerned about tech infrastructure – not because it isn't important, but because we are good at it; this will have an impact on other pieces and could be a barrier for expansion
  - o Interest in new languages and growth of smaller language Wikipedias
- Recognizes that countries may fall into different segments, face different challenges to growth.

#### Examples:

- o Chinese: what should we do to fuel growth? Need to stay unblocked, need to get known (need media coverage)
- o Punjabi: media is less important; the problem is that there is not a large enough community there; we need help from an Indian chapter
  - Does not think that the issue with India is that everyone is using English Wikipedia
- o Africa: there are deeper issues here, in terms of use of colonial languages as well as access to computers
- o In some cultures, challenge that the concept of encyclopedia is foreign
  - OSI report on Arabic encyclopedias notes there is less of a culture of encyclopedias in Arabic
- Interested in expanding from 300M to 1B users. This requires getting India and China, but as a charity, it is not just about getting more eyeballs.
  - o We need to care a lot about our charitable mission: the good we can do in a lot of languages.
    - Goal: Someone, somewhere has access to the internet, wants to know more and is wondering about something and can find the answer.
  - o Not so concerned about the mix of knowledge on Wikipedia; believes there is value in reading, in looking things up and getting answers. Some concern about mix of topics, but not a huge amount – quality is key
  - o Recognizes tension in terms of focusing on new readers/editors and prioritizing Punjabis over Americans, for example. As a charity, we should care about next 88M Punjabis as much as we do about the next 88M Americans, but there is a tension for fundraising. (Americans might represent significantly more money to the Foundation.) We have a moral mandate based on

our mission to serve the Punjabis.

**Concerns about strategy process?**

- Wants to make sure that the Foundation doesn't just listen to the squeaky wheels
- We will need to build the capacity to do pilot projects.
  - o To build out new languages, may want to experiment with hiring a language manager, having them hire 4-5 college interns to start writing content
- We need a systematic process for trying, measuring, failing, and learning from that