Key takeaways:

- Shift in internet: used to be the thinking that language of internet would be English, no need to build out native tongue resources, but now seeing trend in other direction (e.g., blogging)
- Building small language Wikipedia is going to take a totally different approach than was taken with building German, English – this does not mean translation (this is not acceptable), but potentially about linking into formal education system (high school level)
- Sees enormous potential in creating affinity groups within Wikipedia – those working on smaller Wikipedias in e. Europe, Africa, Asia – who are facing similar challenges, can learn from each other; learning from other organizations like Global Voices on how they’ve identified connectors and indigenous leaders who are interested in technology/information
- Very excited about strategy process, interested in serving in advisory capacity and had lots of suggestions of individuals within developing world to connect with

On process:

- Glad to have this conversation about strategy process; Advisory Board has not been fully integrated yet
- Community perception of Advisory Board is that we are outsiders brought in by Jimmy, who don’t understand wiki culture; my response is that, “yes, we are a group of outsiders, and that is a good thing”
- Tricky thing is that Wikipedia has evolved its own unique culture and cultures, with impenetrable mailing lists, it’s a full time job to read
- People who have jobs in real world, are not fully integrated into the community
- Very interested in serving as an “expert on call” to strategy process; devote an hour a week over 2 months, responding to well-structured questions

Very excited that extending reach/participation to developing countries is an issue that we are grappling with in strategy process

- If we ask, “Are we a free encyclopedia for everyone? Are we close or far from that goal?” One version is that we are close to it, participation is leveling because we have a good encyclopedia
- Writing an article in the Future of Foreign News – “Wikipedia is emerging as newsroom, hard to beat”
- As it turns out, Wikipedia kills Wikinews in terms of development, and that’s okay
- I would expect that path going forward - English Wikipedia is about refinement, quality on existing articles, and all new work will be breaking news
Shift to a different paradigm, we will be closer to being a newsroom than being an encyclopedia

- This is a really different case than in Bambara (language in Mali) few hundred pages, authors not Malian
  - Who is using? Who is writing? How do we build a small language? Wikipedia?
  - Do we take best articles from French Wikipedia or from simple language and translate? Can we build same way as build a big one?
    - We had a good conversation about this, we had a session on this at Wikimania in Boston - Swahili Wikipedia

- About 5 years ago saw a shift in the Internet: moving towards native tongues
- Prior to 5 years ago, all in English: bloggers were in English to have national audience
- hi Wikipedia 5 years ago was small; Indians wrote in en WIK
  - en Wikipedia had an audience, hi did not
  - But as increasing number of hi speakers go online, the shift is happening
- Jordanians now write in Arabic (2/3 now blogging in Arabic), since so many more Arabic speakers online
- Icelandic and Welsh Wikipedia have survived too: the reason is a statement of cultural identity
  - Cultural focus within these Wikipedias (most edited sections)
  - Bring culture from 20th to 21st century – bring into digital age
- This argues for NOT translating from larger WIK since this is not what these smaller WIKs are all about - should be about culture

- What is holding them up?
  - Not the “rules”
    - If I am a young Bambara speaker, I’m going to make my contribution in French since what I am writing about and what I want to engage with others with will be is French: most widely used Internet language for me
      - Class issue: the folks who can contribute are bi- and tri-lingual, and Bambara-only language users are not online to engage
      - Only incentive there is cultural preservation
    - Small languages maintained by passionate Europeans (10K articles) – e.g. Welsh – has 25K articles – it is cultural preservation
  - Look at 10K+ and 25K+ and look to see what they are doing, the ones who have language choice and choose to go with smaller language
Did they start with colonial language and then shift?

Need post-colonial language for educational resource: there is a shift in education towards native language at primary level will be using Bambara: reading and basic math

- What can WMF and Community to do?
  - Let's figure out who is doing this well and what they are doing

- We built Global Voices – we looked at people who were blogging in local natives
  - "Bridge bloggers": we latched onto them
  - "Bridge bloggers" wanted to do their work in native tongue: no strong business reasons, but there is community enthusiasm
  - Using broken English as their working language, “bridge bloggers” started helping each other out: those with similar issues start

- Can we build an alliance between different African speakers – build cross-language working groups?
  - Wikipedias of thriving languages (more than 10K articles), clearly spoken/working language - can we bridge them both in person (scholarships to working group at Wikimania) and online?
    - Define common work language so they can bridge/work together

- How do we find these people – even to start these small language? Where do we start?
  - Wikipedia is an encyclopedia funded by the European education system (Europeans enrolled in free universities and aren’t requiring them to attend classes - e.g. Germany)
  - E.g. Ghana – guys who have college education, good Internet skills, disposable income – they are fantastically over-committed – already building new industries, most desirable hires, there is not the same class of “cafe dwelling”
    - Same in Arabic world – all starting businesses in their free time
  - Need to co-op the education system – need to insert in the education system
    - E.g. Indonesia -- better than descent education system, want to preserve Bahasa Indonesian, there is a spread of Internet cafes, but 20-somethings are getting jobs – tough folks to buy their time of because they have a pressure to make money and support their parents generation --- Wikipedia would need to get them earlier (high school or college)
      - This would require getting involved in middle-development countries, finding creative educators and integrating Wikipedia into the curriculum
    - Would need to build one school district at a time? Can we do pilots in critical nations – 50M or more speakers and 10K or more articles?
      - Identify who are the big editors (local or not), drivers – need people on the ground (chapter, heavy contributors) – with strong
community roots

- Experiments – go to local schools, can we integrate WIK article creation? e.g. writing articles on Indonesian authors
  - Very much about preservation of culture and language, combined with education

- Model at Global Voices: Rising Voices -- open call for proposals ($5K) -- figure out how to do citizen journalism in your local area, in high-need areas (20 projects, 100 or so in touch via email)
  - Need great support --- project director flew from project to project around the world
  - Foko Club – group of after-school clubs in Madagascar that were doing after-school computer training, added journalism training --- basically those kids are now doing journalists as the country fell into chaos/coup
    - Did not send European bloggers to Madagascar, but had local bloggers to teach/learn from
    - Project director was the bridger who bridged between different projects so they could learn from each other and support each other (usually speak in 1 of 5 languages: en, zh, ru, es, ar)

- Wikipedia is good at high school level:
  - Do your report in Wikipedia is first step
  - Hope that some kids start to edit each other’s work – that’s when they become Wikipedians

- Could One Laptop per Child be a pathway?
  - Is it alive or dead?
  - Better to put out a call for proposals --- e.g. Global Voices says if you are critical to project, we’ll fly you to our national summit (analogue is Wikimania)
    - Scholarships for Wikimania
    - Maybe also be small funding per project

- Do we need different task forces tackling SE Asia and S Asia—India, Pakistan, Bangladesh, Nepal—different set of issues
  - Recommend separating them since they are different
    - S Asia – bridge language in English
      - Issues are around domestic issues: education, caste, university entrance system
    - SE Asia – need to look at differently – in some cases, won’t be able to use local communities (e.g. Vietnam, Burma) – tough to get locals because of human rights issues
• Issues: human rights, population on Internet
  o Global Voices have segmented the world – might be helpful --- took them 1 year
    • Sub-Saharan African Anglophone, etc.
    • Leverage communities around Global Voices, other digital communities and reach out to them to help develop WIK -- well established people in their own communities, but not to WIK -- how do we deal with this?
  • Wikipedia culture is now hard to engage with for newbies