The Wikipedia Model ▲

Massive knowledge creation through global collaboration

April 16, 2010
Wikimedia Academy Portugal

Kul Takanao Wadhwa, Managing Director
Wikimedia Foundation

"Imagine a world in which every single human being can freely share in the sum of all knowledge . . . **That's what we're doing."**

Jimmy Wales, founder of Wikipedia

La enciclopedia libre

Die freie Enzyklopädie

L'encyclopédie libre

Свободная энциклопедия

Wikipedia is the largest encyclopedia in history

2 billion+ words

L'enciclopedia libera

الموسوعة الحرة

14 million+ articles

□□□□

5.7 million+ images

De vrije encyclopedie

Roughly 4,500 new articles a day

250+ languages, independently authored

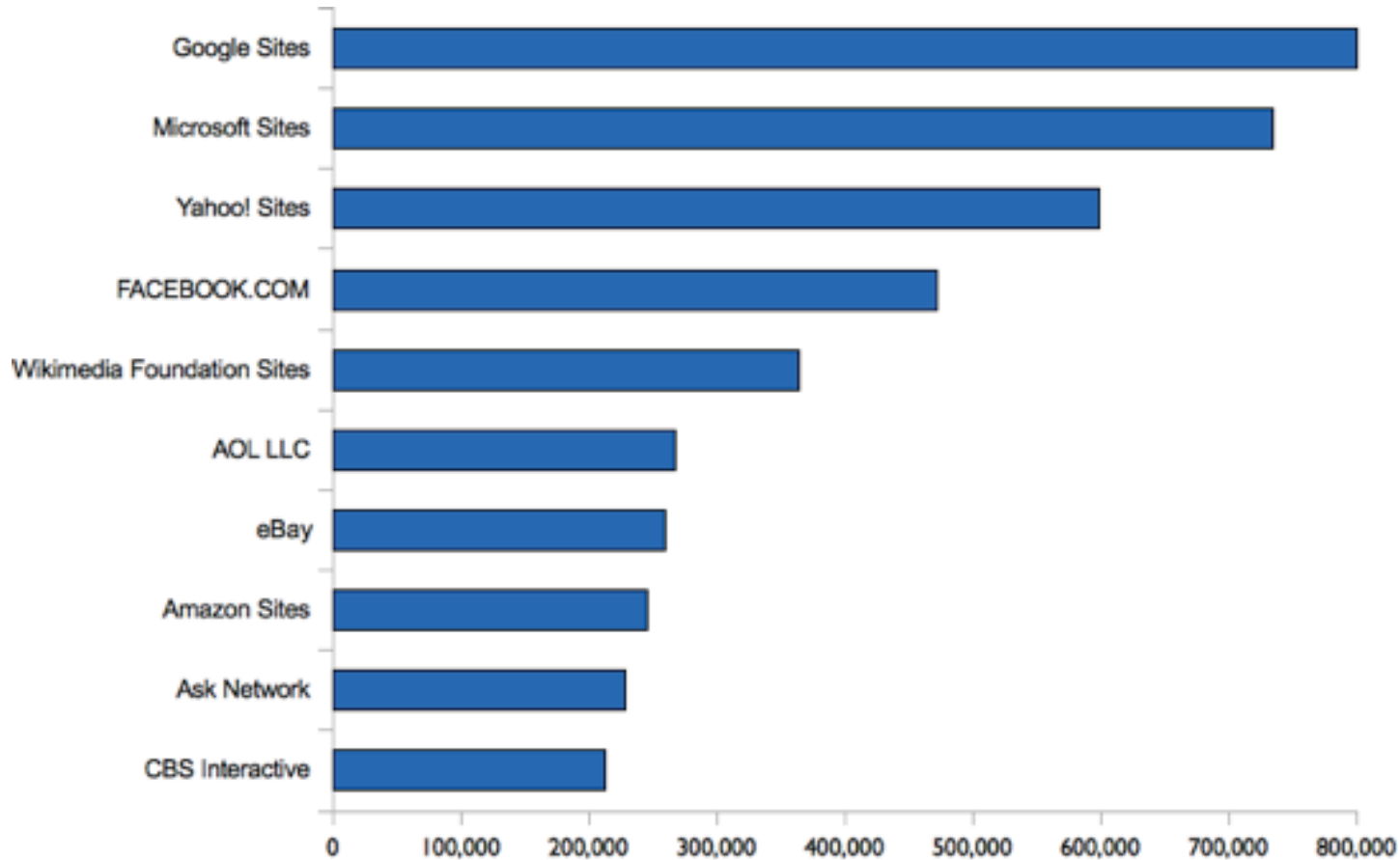Approaching 1,000,000,000 edits (all projects)

□□□□□□□ *Wolna encyklopedia*

The Free Encyclop

- 5th most popular website **world-wide**

- 364 million unique visitors monthly
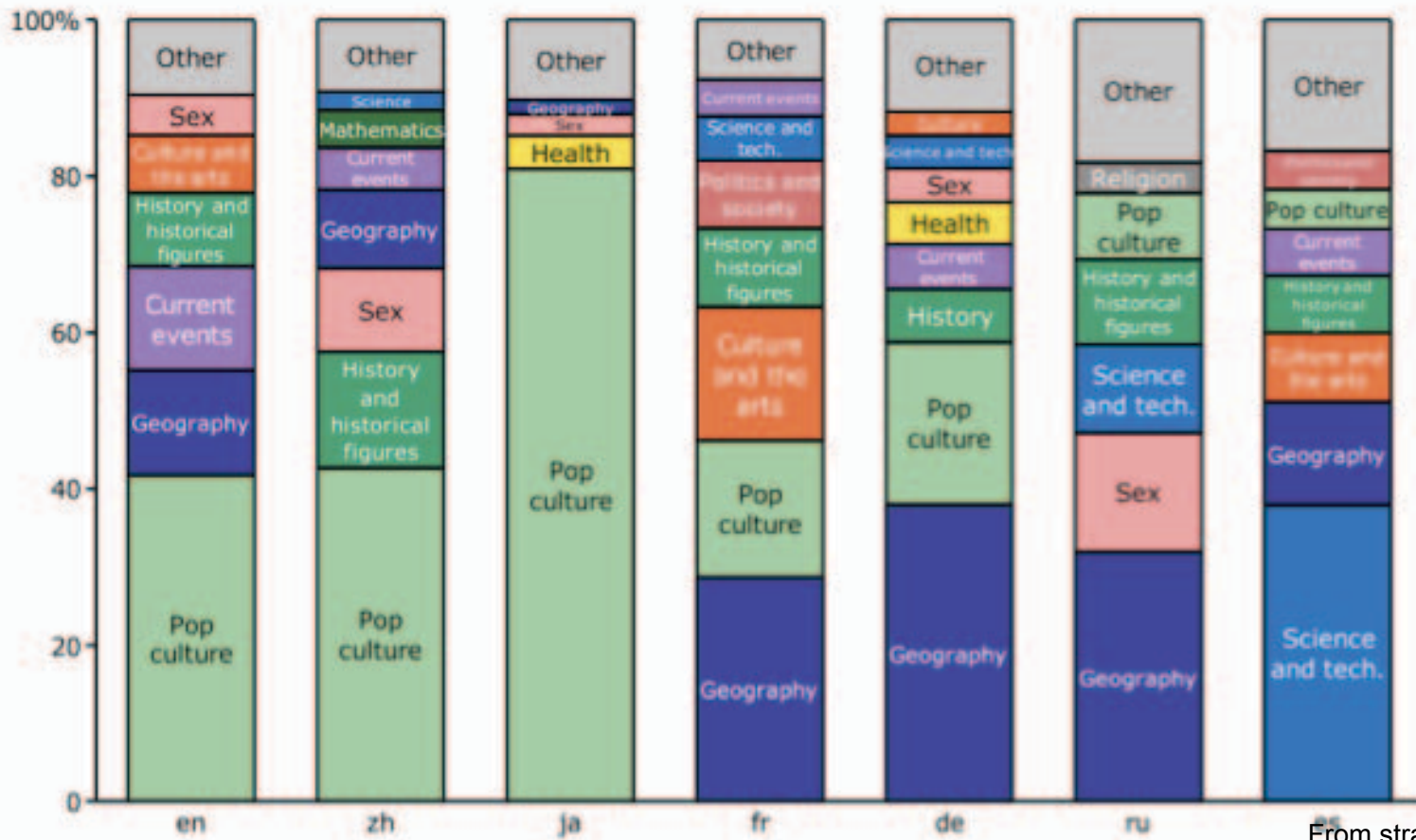
Wikipedia Global Traffic

□□□□□□□□□□ □□□□□□□□□ □□□□□□□□□□□□□□□□

comSCORE.

Some Wikipedias may already be shifting from encyclopedic core to more topical and current events content

% of page hits for top 100 pages

Source: Bridgespan analysis of data found at http://wikistics.falsikon.de/ (pulled August 2009)

From strategy.
Wikimedia.org

WIKIMEDIA FOUNDATION

Wikimania

Wikipedia

Wikibooks

Wikimedia Commons

Meta-wiki

Wikisource

Wikiquote

WIKIMEDIA

Wikinews

Wikispecies

Wiktionary

Media-wiki

Wikiversity

Wikimedia Incubator

Wikipédia Português

Started June 2001

The 5th Wikipedia

560,000+ Articles

9th Largest Wikipedia

What is the Wikimedia Foundation?

A not-for-profit charity based in San Francisco, California

A global, mission-focused organization:

"Spread free knowledge throughout the world."

Reach
Participation
Quality

Facilitators, not editors. No one at the Foundation actively edits Wikipedia or other projects as staff.

34 staff

100,000 + volunteer force

360,000,000 + readers per month

2009/2010 planned spending:
$9.4 million

Wikimedia Foundation Headquarters
San Francisco, California

Foundation structure

Board of Trustees

Fundraising

Programs / Outreach

Administration

Technology

Usability

Advisory Board

International volunteer chapters

Over 100,000 active volunteers

Global Chapters

Chapters launched in 2008-09

Wikimedia Brasil
Wikimedia Danmark
Wikimedia Suomi (Finland)
Wikimédia Magyarország (Hungary)
Wikimedia Indonesia
Викимедија Македонија (Macedonia)
Wikimedia Norge/Noreg/Norga (Norway)
Wikimedia Portugal
Викимедиа РУ (Russia)
Вікімедіа Україна (Ukraine)
Wikimedia United Kingdom
Wikimedia New York City

Pre-existing chapters

Wikimedia Argentina
Wikimedia Australia
Wikimedia Österreich (Austria)
Wikimedia Česká republika (Czech Republic)
Wikimédia France
Wikimedia Deutschland (Germany)
香港維基媒體協會 (Hong Kong)
Wikimedia Israel
Wikimedia Italia (Italy)
Wikimedia Nederland (Netherlands)
Wikimedia Polska (Poland)
Wikimedia Србије (Serbia)
Wikimedia Sverige (Sweden)
Wikimedia CH (Switzerland)
中華民國維基媒體協會 (Taiwan)

27 volunteer-run Wikimedia Chapters support the Foundation's mission around the world.

People

Wikimedia considers any person who **supports** our mission or **edits** on our projects to be a volunteer.

On our projects we consider an active editor to be anyone who has edited at least five times in a month.

In December 2009 over **95,849** people edited a Wikimedia project at least five times. **11,764** of those made 100+ edits in the same month

Since the creation of Wikipedia **nearly 1,000,000,000** individual edits have been made to Wikimedia projects.

People

Wikimedia volunteers created Wikipedia without any payment or compensation.

Beyond editing, they give time in other ways.

- Public outreach and communications

- Software development and systems administration

- Taking photos, making maps, creating video and audio

- Organizing meet-ups

- Building relationships with cultural institutions

- Fundraising

Who edits?

Editors come from virtually every part of the world

Typically male, early to late 20's, single

Academics, "smart geeks," technologically inclined

Often multi-lingual

Anecdotal evidence suggests this is true world-wide

Driven by Wikipedia's core values:

Neutral point of view
Verifiability
Notability
Proven facts/research only
Wikipedia is free

Open platforms let the world in.

Passion for fact is universal.

Sometimes you must meet.

Free is a powerful motivator.

Language borders, not geopolitical borders.

article   discussion   edit this page   history

2008 Mumbai attacks

From Wikipedia, the free encyclopedia

The **2008 Mumbai attacks** were more than ten coordinated shooting and bombing ... city, by Muslim[6] terro... drew widespread conde... November 2008 and la... people and wounding a...

Eight of the attacks oc... Shivaji Terminus, the O... Tower,[9] Leopold Cafe... hospital),[9] the Orthod... Metro Cinema,[11] and ... and St. Xavier's Colleg... Mazagaon, in Mumbai's... By the early morning of... hotel had been secured... An action by India's Na... November (the action is... Tornado) resulted in th... the Taj hotel, ending all fighting in the attacks.[13]

Ajmal Kasab,[14] the only attacker who was captured alive, disclosed that the attackers were members of Lashkar-e-Taiba, the Pakistan-based militant organization, considered a terrorist organization by India, the United States, and the United Kingdom, among others [15] The Indian Government said that the attackers

2008 Mumbai Attacks

Cama Hospital •

Rail Terminus

Oberoi Trident hotel

Leopold Cafe •• Taj Mahal hotel

Mumbai Chabad House

Map of the 2008 Mumbai attacks

Date	26 November 2008 – 29 November 2008 (IST, UTC +5:30)
Attack type	Bombings, shootings, hostage crisis[1]
Death(s)	175 (166 civilians and security personnel and 9 attackers)[2][3]

- •Over 43,000 words
- •142 references
- •34 language versions
- •Over 4,500 edits

Created 60 mins after the attacks, updated Feb 19, 2010

Hundreds of editors from around the world.

WIKIPEDIA
The Free Encyclopedia

navigation
- Main page
- Contents
- Featured content
- Current events
- Random article

search

[Go] [Search]

interaction
- About Wikipedia
- Community portal
- Recent changes
- Contact Wikipedia
- Donate to Wikipedia
- Help

toolbox
- What links here
- Related changes
- Upload file
- Special pages

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Gdańsk

From Wikipedia, the free encyclopedia

For alternative meanings of Gdańsk and Danzig, see Gdańsk (disambiguation) and Danzig (disambiguation)

Gdańsk, also known by its German name **Danzig** (see *Names* below), is a city on the Baltic coast in northern Poland, at the centre of the country's fourth-largest metropolitan area.[1]

Gdańsk is Poland's principal seaport as well as the capital of the Pomeranian Voivodeship. It is also historically the largest city of the Kashubian region. The city is close to the former boundary between West Slavic and Germanic lands and it has a complex political history with periods of Polish rule, periods of German rule, and two spells as a free city. It has been part of modern Poland since 1945.

The city lies on the southern edge of Gdańsk Bay (of the Baltic Sea), in a conurbation with the spa town of Sopot, the city of Gdynia and suburban communities, which together form a metropolitan area called the Tricity (*Trójmiasto*), with a population of over 800,000.[1] Gdańsk itself has a population of 455,830 (June 2009), making it the largest city in the Pomerania region of Northern Poland.

Gdańsk is situated at the mouth of the Motława River, connected to the Leniwka, a branch in the delta of the nearby Vistula River, whose waterway system supplies 60% of the area of Poland and connects Gdańsk to the national capital in Warsaw. This gives the city a unique advantage as the centre of Poland's sea trade. Together with the nearby port of Gdynia, Gdańsk is also an important industrial centre. Historically an important seaport and shipbuilding centre, Gdańsk was a member of the Hanseatic League.

Gdańsk

Talk:Gdańsk

From Wikipedia, the free encyclopedia

⚠️ **This page is affected by the Gdańsk (Danzig) Vote.**   [hide]
The following rules apply in the case of disputes:

- For Gdańsk, use the name *Danzig* between 1308 and 1945
- For Gdańsk, use the name *Gdańsk* before 1308 and after 1945
- In biographies of clearly German persons, the name should be used in the form *Danzig (Gdańsk)* and later *Danzig* exclusively
- In biographies of clearly Polish persons, the name should be used in the form *Gdańsk (Danzig)* and later *Gdańsk* exclusively.
- For Gdansk and other locations that share a history between Germany and Poland, the first reference of one name in an article should also include a reference to other names, e.g. *Danzig (now Gdańsk, Poland)* or *Gdańsk (Danzig)*. An English language reference that primarily uses this name should be provided on the talk page if a dispute arises.
- Reverts to conform with community consensus are excluded from the three-revert rule (3RR). Only the place names can be reverted exempt from the 3RR according to the outcome of this vote, additional changes fall again under the 3RR. Please use descriptive edit summaries.
- Persistent reverts against community consensus despite multiple warnings may be dealt with according to the rules in Wikipedia:Dealing with vandalism. In case of doubt, assume good faith and do not bite newcomers.

The detailed vote results and the vote itself can be found on Talk:Gdansk/Vote. This vote has ended; please do not vote anymore. Comments and discussions can be added to Talk:Gdansk/Vote/discussion anytime. This template {{Template:Gdansk-Vote-Notice}} can be added on the talk page of affected articles if necessary.

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Language borders, not geopolitical borders.

Wikipedia languages

This Wikipedia is written in English. Started in 2001, it currently contains 3,201,760 articles. Many other Wikipedias are av the largest are listed below.

- More than 500,000 articles: Deutsch · Español · Français · Italiano · Nederlands · 日本語 · Polski · Português
- More than 150,000 articles: Català · Čeština · Magyar · Norsk (bokmål) · Русский · Suomi · Svenska · Українська · 中
- More than 100,000 articles: العربية · Bahasa Indonesia · Dansk · Esperanto · עברית · 한국어 · Lietuvių · Română · Slove Српски / Srpski · Tiếng Việt · Türkçe
- More than 40,000 articles: Bahasa Melayu · Български · Eesti · Ελληνικά · English (simple) · Euskara · فارسی · Galeg Norsk (nynorsk) · Slovenščina · ไทย

WIKIMEDIA
project

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Growth per Wikipedia wiki

Articles

Articles > 0.5Kb: ● 0% ● 50% ● 100%

2001 JAN

log
codes
editors
> >>>
>> ■

1: simple
2: zh-yue
3: be-x-old
4: zh-classical
5: bat-smg
6: zh-min-nan
7: nds-nl
8: map-bms
9: fiu-vro
10: cbk-zam
11: roa-tara
12: roa-rup

5M
2M
1M
500k
200k
100k
50k
20k
10k
5k
2k
1k
500
200
100
50
20
10
5
2
1

0   1   2   3   4   5   6   7   8   Age

ERIK ZACHTE

Project: **Wikipedia** Wikibooks Wikinews Wikiquote Wikisource Wikiversity Wiktionary
Canvas: 600x450 **800x600** 900x675 1000x750 1200x900 1600x1200
Author: Erik Zachte - http://infodisiac.com/

Growth per Wikipedia wiki

2009 JUL

Articles > 0.5Kb: ● 0% ● 50% ● 100%

1: simple
2: zh-yue
3: be-x-old
4: zh-classical
5: bat-smg
6: zh-min-nan
7: nds-nl
8: map-bms
9: flu-vro
10: cbk-zam
11: roa-tara
12: roa-rup

Classic cultural bias is less common

Borders/distance don't impede growth of a language

But national cultures persist (part of fact/knowledge)

Observations

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Trust is universal

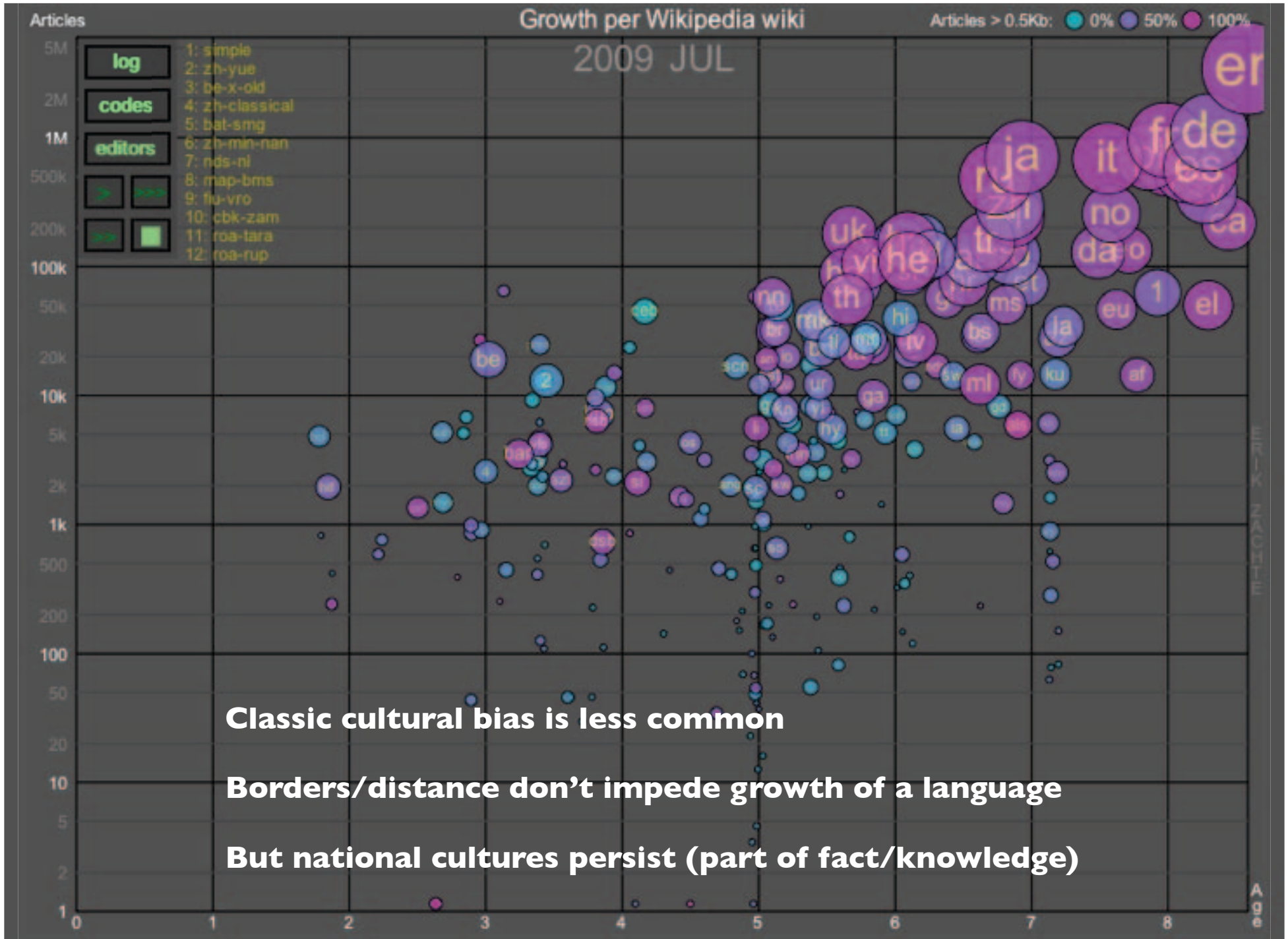**Boldness** is universal
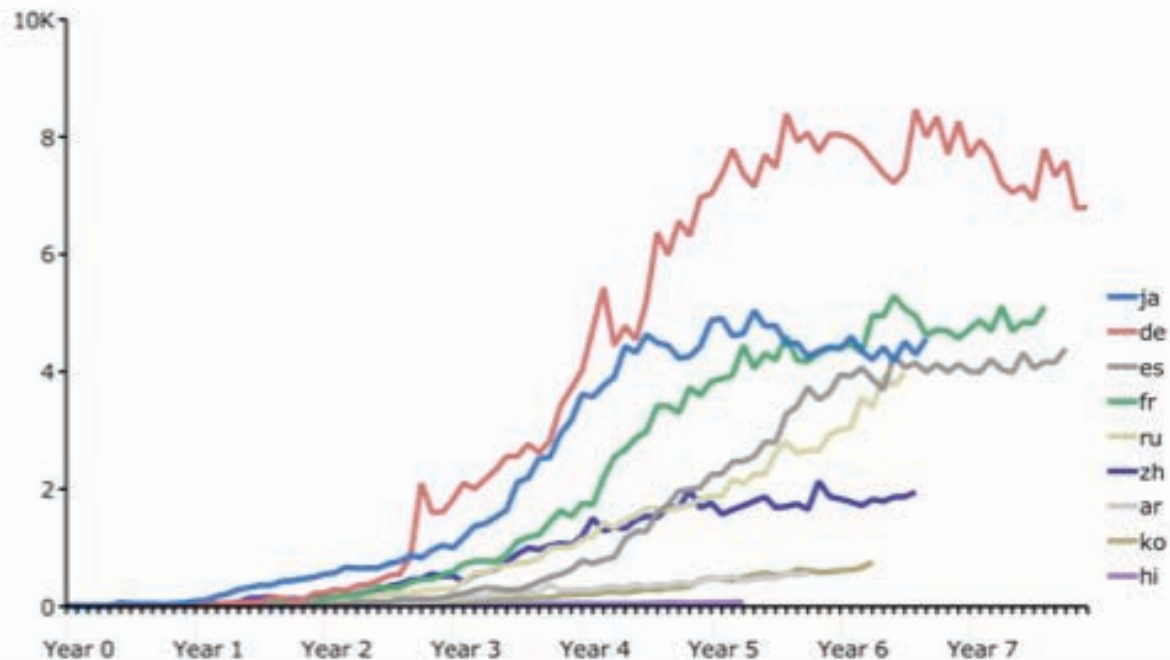
Our next steps

Five-year business plan

Global contributors for open strategy planning

Priorities

- Build the platform

- Strengthen the editing community

- Invest in key geographic areas, mobile development, and innovation

Number of active contributors appears to plateau as Wikipedias mature: Is this a threat to future health and growth?

Number of contributors making 5+ edits in a month

- As active contributors level off, the pace of article creation is slowing, and more "maintenance" activities are occurring as a proportion of all edits (e.g. edits on talk pages and on "Wikipedia" pages, which concern governance and rules).
- Research shows that if active contributors continue to decrease, there may not be a large enough cohort to "look after" Wikipedia.
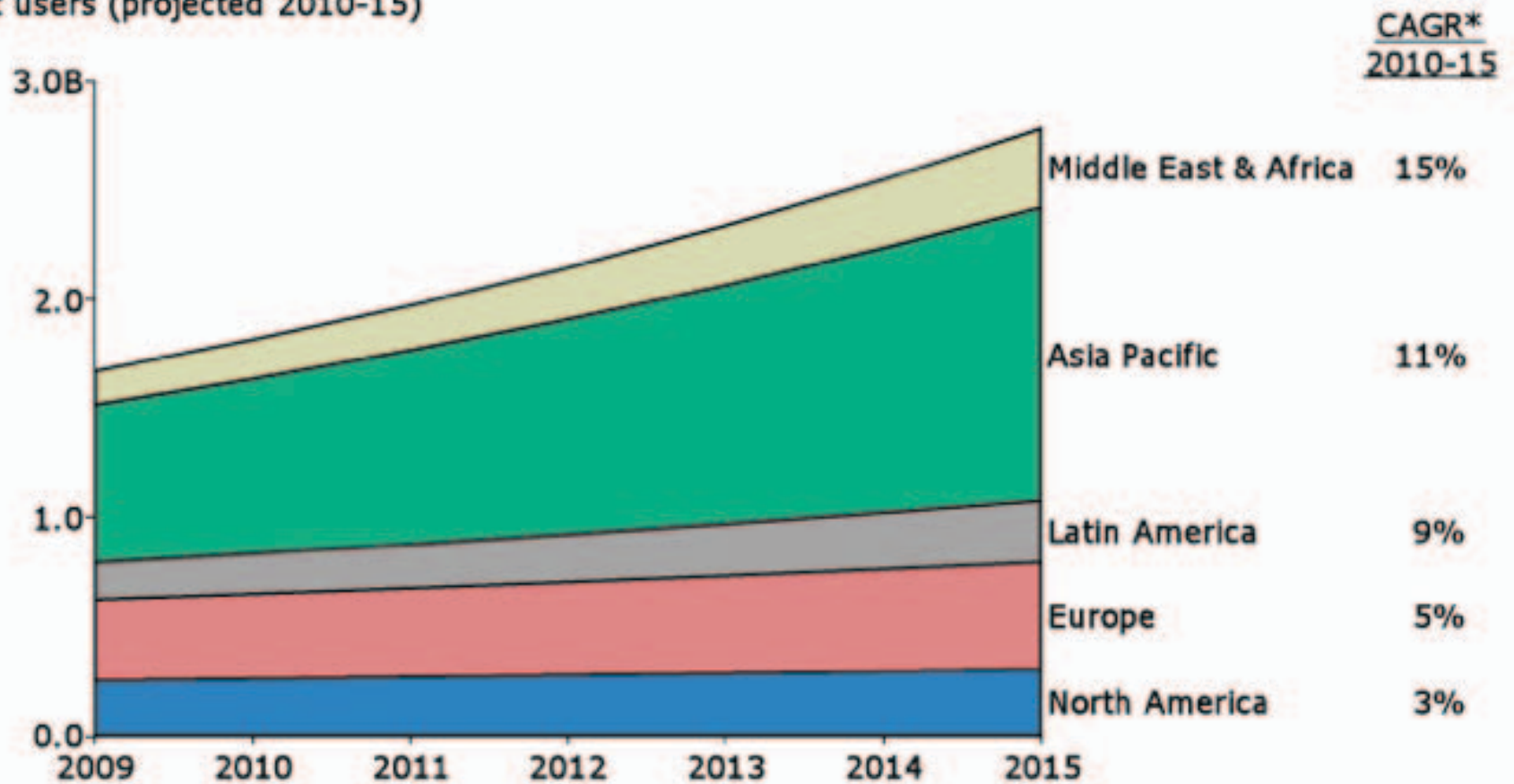
Note: Year 0 defined as first year in which a contributor made 5+ edits in a month. English excluded because of scale; follows similar pattern as German with slightly more pronounced drop-off.
Source: WikiStats; "Wikipedia: A quantitative analysis," Jose Felipe Ortega Soto, Universisad Rey Juan Carlos, 2000

Fastest growth in Internet users in Middle East/Africa and Asia Pacific

Internet users (projected 2010-15)

	CAGR* 2010-15
Middle East & Africa	15%
Asia Pacific	11%
Latin America	9%
Europe	5%
North America	3%

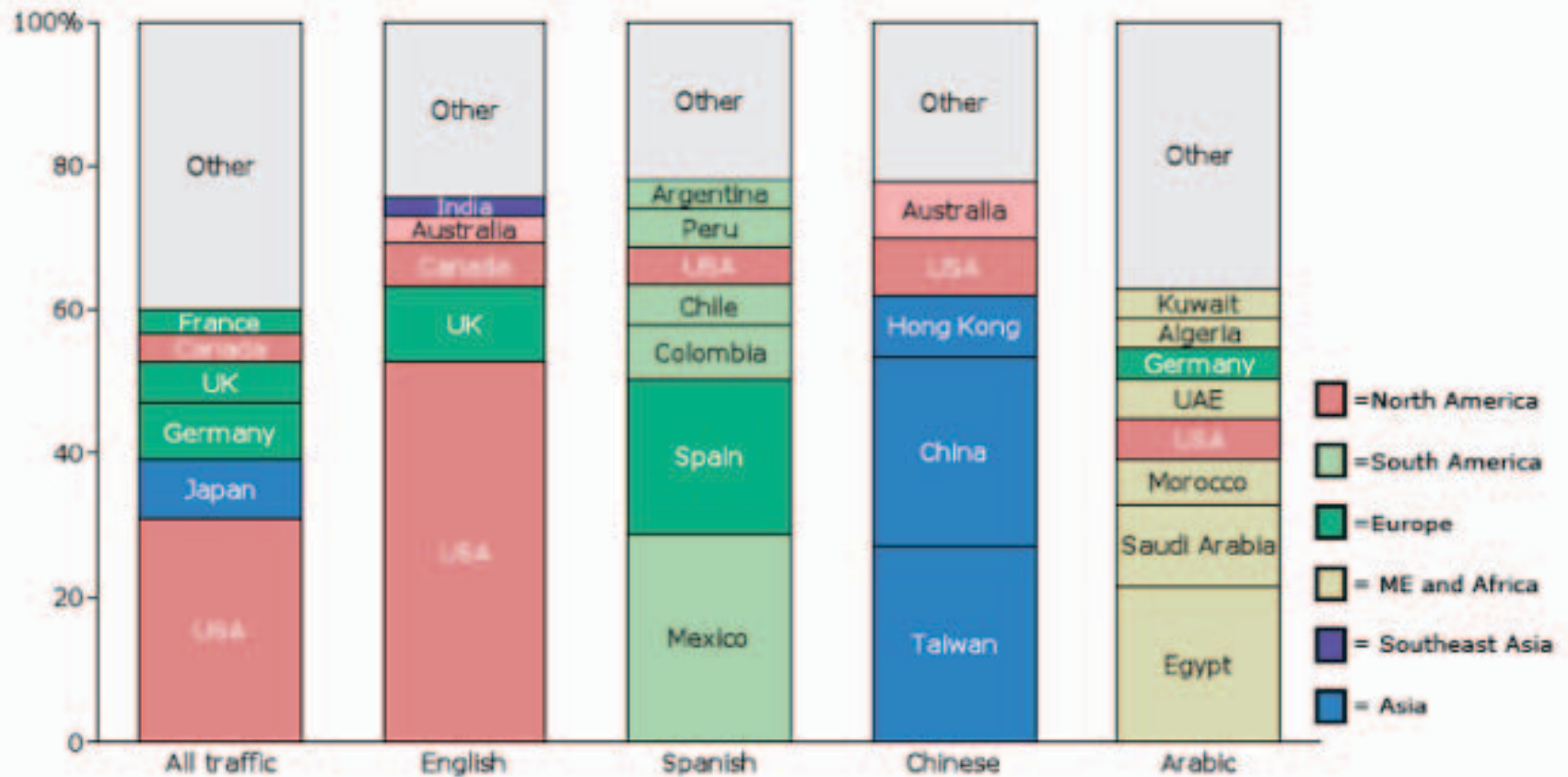*(Y-axis: 0.0 to 3.0B; X-axis: 2009, 2010, 2011, 2012, 2013, 2014, 2015)*

* CAGR is the compound annual growth rate

Source: Bridgespan analysis; market share data from comScore; data on the number of Internet users by region from The International Telecommunications Union; data on projected regional growth rates of Internet use from Forresters; Bridgespan analysis

Most Wikimedia traffic is from North America and Europe, but visitors are from all over the world

Traffic to Wikipedia language projects, by country

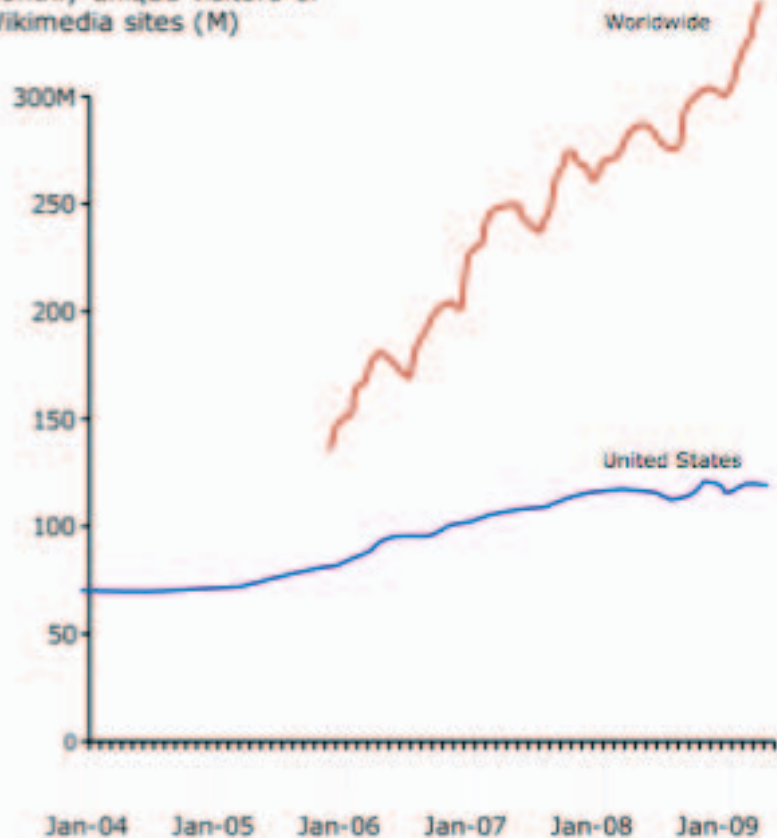Source: WikiStats' "Wikimedia Visitor Log Analysis Report"

Geographic priorities are determined by opportunities for mission impact: projected mobile and internet growth rates, size and growth of relevant Wikipedia language projects, number of current editors.

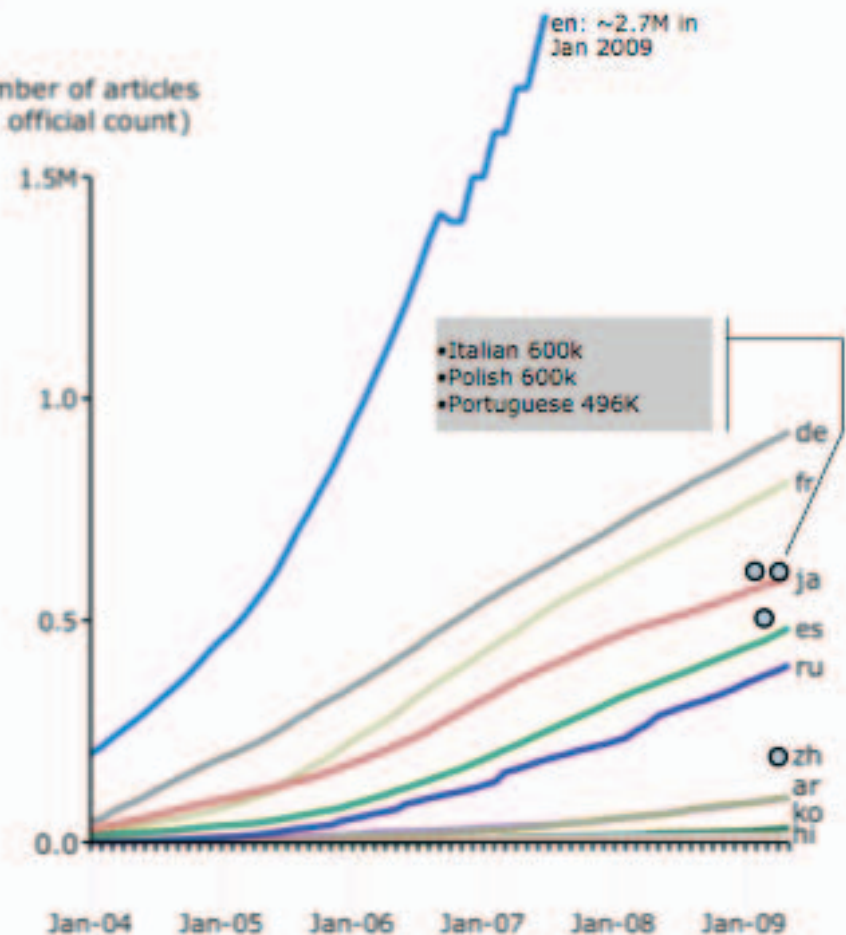**Key geographic priorities we're considering:**

- India
- Russia
- Turkey
- Middle East and North Africa
- Indonesia
- Brazil

Wikimedia has become a global phenomenon with strongest growth outside of the U.S.—though currently dominated by English, other European, and Japanese languages

Monthly unique visitors of Wikimedia sites (M)

Worldwide

300M

250

200

150

United States

100

50

0

Jan-04   Jan-05   Jan-06   Jan-07   Jan-08   Jan-09

Number of articles (M; official count)

en: ~2.7M in Jan 2009

1.5M

1.0

• Italian 600k
• Polish 600k
• Portuguese 496K

de

fr

ja

0.5

es

ru

zh
ar
ko
hi

0.0

Jan-04   Jan-05   Jan-06   Jan-07   Jan-08   Jan-09

Note: "Step function" in English Wikipedia curve caused by English numbers rounded to nearest million post 2006
Source: Visitor data from ComScore; article data from WikiStats

Muito Obrigado!