



WIKIMEDIA FOUNDATION

Imagine a world in which every single human being can freely share in the sum of all knowledge. That's our commitment.



Topics to Cover

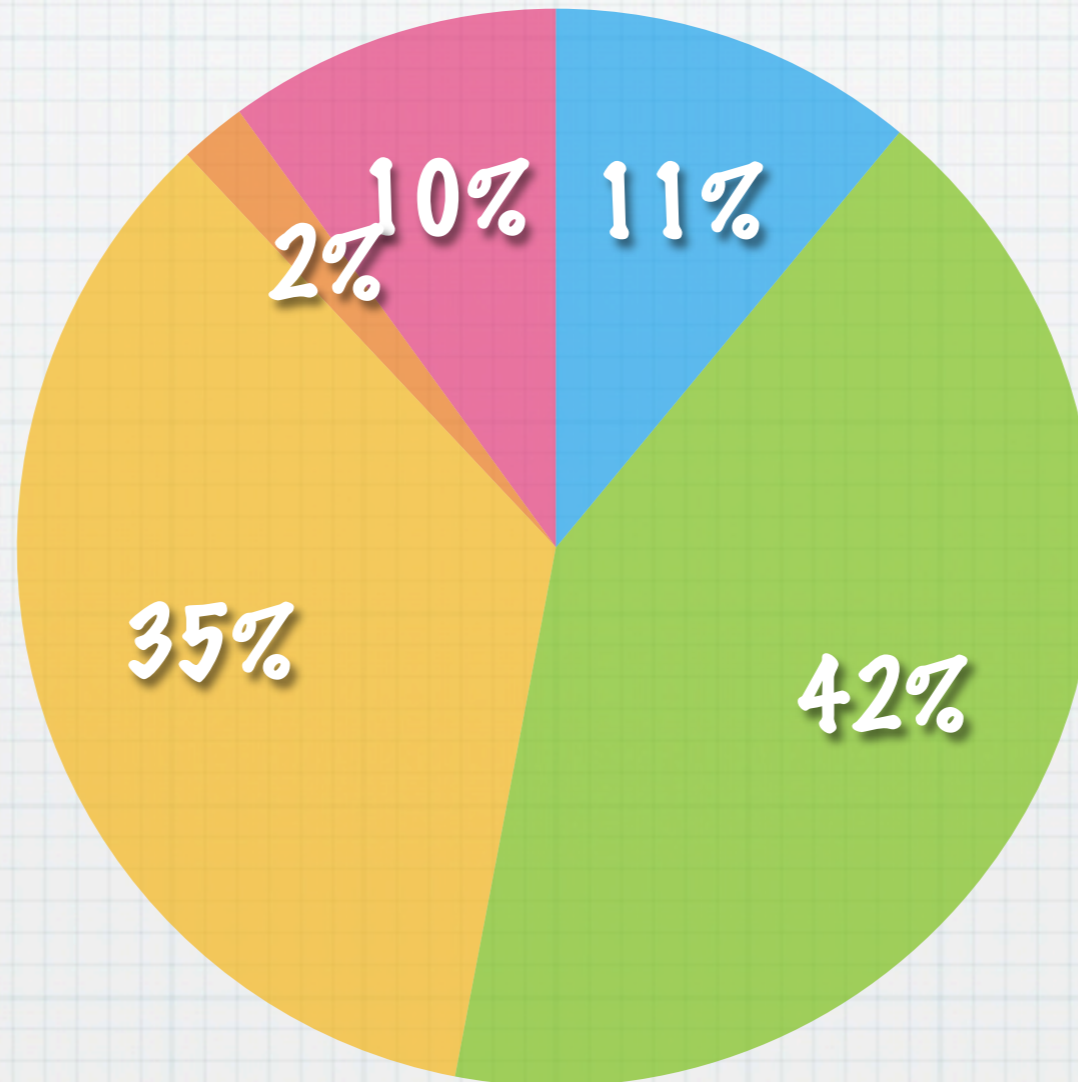
- * The Wikimedia Foundation & the projects
- * Strategic Planning Wiki Style
- * Running the 5th most visited site
- * Opportunities to get involved



- * Nonprofit 501(c)3 organization
- * Small (but growing) staff of employees
- * Dedicated to encouraging the growth, development and distribution of free, multilingual content, and providing the content to the public free of charge

Wikimedia Spending

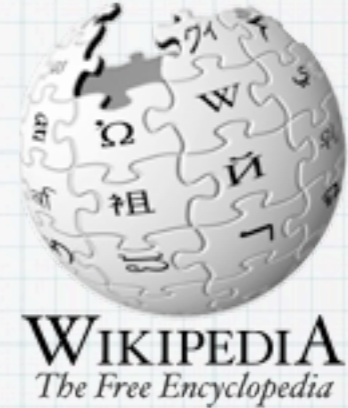
● Fundraising ● Programs ● Technology ● Governance ● Admin.



Meet the Wikimedia Projects



Wikipedia



- * The free online encyclopedia
- * Over 270 language specific Wikipedias
- * Almost 3.3 million articles on EN Wikipedia
- * 153,000 active users in last 30 days
- * Worldwide community of volunteer editors and administrators
- * 27 chapters in countries around the globe

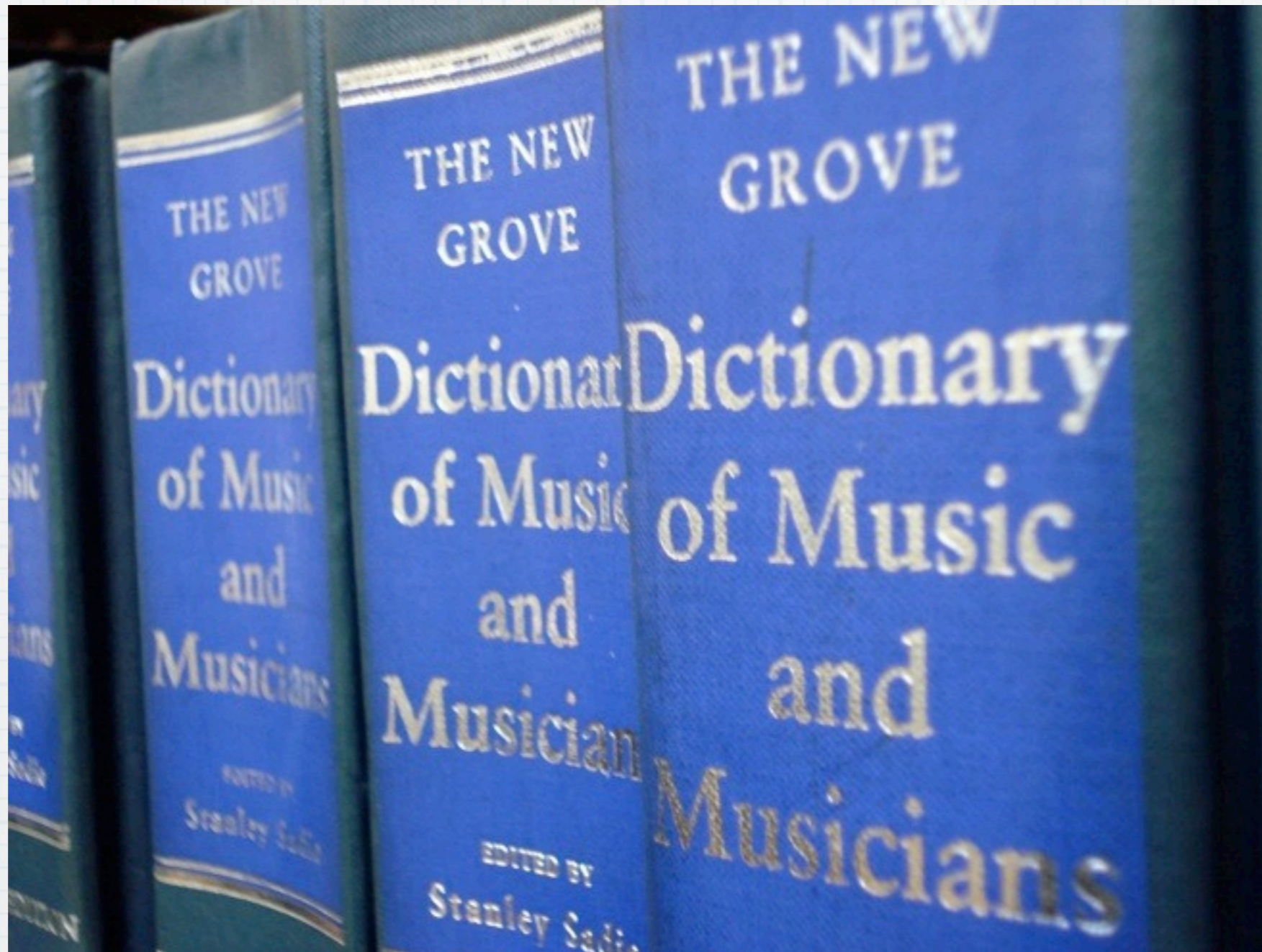
To understand what Wikipedia is it can be helpful to first understand what it is not...

a paper encyclopedia



Source: Old book bindings at the Merton College library. 25 August 2005. User:Brighterorange. Creative Commons ShareAlike 3.0 License. <http://commons.wikimedia.org/wiki/File:Old_book_bindings.jpg>

a dictionary



Source: The Grove Dictionary of Music and Musicians. 25 January 2008. User:Alton. Creative Commons Attribution 3.0 Unported License. <http://commons.wikimedia.org/wiki/File:New_Grove_shallow.JPG>

a publisher of original thought



Source: A newspaper exhibit at Eternal Gandhi Multimedia Museum, Gandhi Smriti, (Birla House). 4 May 2005. By Saad Akhtar. Creative Commons Attribution 2.0 Generic License. <<http://commons.wikimedia.org/wiki/File:Headlines.jpg>>

a directory



Source: Auckland 2004 Yellow Pages books. 14 September 2004. User:Kab100ey. Creative Commons Attribution-ShareAlike 3.0 Unported License. <http://commons.wikimedia.org/wiki/File:Auckland_Yellow_pages.jpg>

Five pillars of Wikipedia

- * Wikipedia is an encyclopedia
- * Wikipedia has a neutral point of view
- * Wikipedia is free content
- * Wikipedians should be civil and respectful
- * Wikipedia does not have firm rules - be bold, make changes

Wikipedia Policies

- * No, Wikipedia really isn't a lawless place where anything goes. There are rules!
- * Project roles: Administrators, Oversight, CheckUser, Volunteer response team
- * WP:NPOV (Neutral Point of View)
- * WP:Notability
- * WP:Verifiability (reliable sources)

Commons



- * **6.6 million
freely usable
media files**
- * **Anybody can
contribute**
- * **Audio, video,
pictures,
drawings, etc.**



Source: Sun Moon Lake in Taiwan. November 2009. User:Webbyj. Creative Commons Attribution-Share Alike 3.0 Unported. <<http://commons.wikimedia.org/wiki/File:Sun-Moon-Lake-Taiwan.jpg>>

Wikinews



- * Group of volunteers whose mission is to present reliable, unbiased and relevant news
- * 16,000+ articles published
- * Written from neutral point of view
- * Implemented an article “star” rating system
- * Content licensed under Creative Commons Attribution License

Other Wikimedia Projects

* Wikispecies



WIKISPECIES
free species directory

* Wikibooks - textbooks and manuals



* Wikiversity - learning materials and activities



* Wiktionary - dictionary and thesarus

a multilingual tree
encyclopedia

Wiktionary

[ˈwɪkʃənri] *n.*,
a wiki-based Open
Content dictionary

וִיקִיוֹנָרִי *[ˈwɪkʲɔnɑɪ]*

* Wikisource - content library



WIKISOURCE

* Wikiquote



Mediawiki



- * Open source licensed wiki software
- * Written in PHP
- * Powers Wikipedia and all Wikimedia projects + thousands of Web sites
- * Hundreds of community written extensions add functionality

What now?

Imagine a world in which every single human being can freely share in the sum of all knowledge. That's our commitment.

Strategic Planning Wiki Style

- * How does one of the world's largest collaborative efforts go about planning?
- * Use a wiki to harness the collective power of many people of course!
- * strategy.wikimedia.org



Main Page Discussion Read View source View history

Have you checked out the page on movement priorities?

wikimediastrategy

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Welcome!

This is the workspace and community-gathering point for developing a five-year (2010–2015) strategic plan for the Wikimedia movement. (See process for more on this process.) The goal is to explore **where we are now**, **where we should go**, and **how we should get there**. There are **three phases** to this process:

Level-Setting	Deep Dives	Synthesis
<p>✓ Done</p> <ul style="list-style-type: none"> Proposals Research Emerging strategic priorities 	<p>✓ Done</p> <ul style="list-style-type: none"> Ongoing research Task forces Recommendations 	<p>Ⓢ Doing...</p> <ul style="list-style-type: none"> Ongoing research Evaluate Prioritize

Please Participate!

- Discuss **Task Force Recommendations**.
- Contribute to our knowledge base, **Wikimedia-pedia**.
- Spread the word.**

Featured Content:

News: Please help review and edit Wikimedia's 5-year strategic priorities.

Knowledge-base:

- Navigation
- Main page
 - Recent changes
 - Wikimedia-pedia
 - Recommendations
 - Task forces
 - Village pump
 - Donate
- Print/export
- Create a book
 - Download as PDF
 - Printable version
- Toolbox
- What links here
 - Related changes
 - Special pages
 - Permanent link
 - Cite this page



Strategic Planning Research by Goals

- * Reach
- * Quality
- * Participation
- * Operations

Three resulting priorities...

Priority #1

Build the technological and operating platform that enables Wikimedia to function sustainably as a top global Internet organization

Priority #2

**Strengthen, grow and increase diversity of
the editing community that is the lifeblood of
Wikimedia projects**




Priority #3

Accelerate impact by investing in key geographic areas, mobile application development and bottom-up innovation

Running a Top 5 Web site on a shoestring

- * Heavy users/supports of open source
- * Utilize LAMP (Linux, Apache, MySQL, PHP) stack
- * Core tech-team of less than a dozen employees for most of the life of the projects
- * One year Usability effort recently launched major design changes to EN Wikipedia

Top 5 Web Properties, by Numbers

Company	'09 revenue	visitors/mo	employees
	\$23.6 billion	919 million	20,621
Microsoft	\$58.4 billion	734 million	93,000
YAHOO!	\$6.4 billion	598 million	13,900
	\$300 million (2008 est.)	471 million	1200 + est.
	230,000 ppl donated \$8 million +	364 million	around 40

Source: Revenue and employee data taken from Wikipedia articles on each company. 16 May 2010. Unique visitors per month data taken from January 2010 comScore data.

Wikimedia Web Properties

- * March 2010 Report Card
- * 371 million unique visitors
- * 1 1.7 billion page requests
 - * That is **4,200+** page requests **per second**

What is this “free” thing?

- * Think “freedom of speech”, not “free beer”
- * Open Source =
 - * free to run the program, free to modify, free to distribute program with or without changes

**Freedom is perhaps the most important aspect
of Wikimedia's projects**



- * Nonprofit dedicated to making it easier for people to share and build upon the work of others, consistent with the rules of copyright
- * CC provides licenses and other legal tools
- * License conditions:
Attribution, Share Alike, Non-Commercial,
and No Derivative Works

Reusing Wikipedia Content

- * Wikipedia uses Creative Commons Attribution-ShareAlike 3.0 Unported License
- * Free to share and remix as long as you:
 - * Attribute the work
 - * Share Alike
- * Enables partnerships such as...

WikiReader



Source: Virtual keyboard on the WikiReader. User:WikiReader. Creative Commons Attribution 3.0 Unported License. <http://en.wikipedia.org/wiki/File:WikiReader_virtual_keyboard.jpg>

Opportunities to get involved

- * Opportunities working for the WMF
- * Contribute to Wikipedia or other projects
- * Get involved in local chapters

Questions?