

#### **Our Quest...every single human being**

Wikiconference India Barry Newstead Chief Global Development Officer 20 November 2011



### **Our Quest...every single human being**

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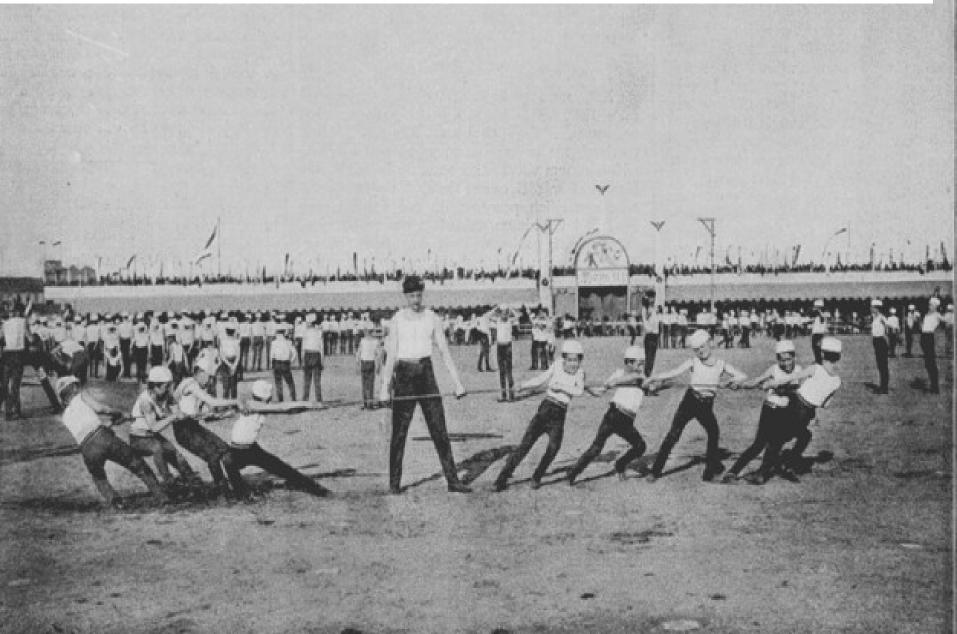
# **Gift to humanity: A limitless way to find, share knowledge**

By United States Air Force photo by Senior Airman Joshua Strang [Public domain], via Wikimedia Commons

### Demonstrating the power of people to do great things

By Lilian Wagdy (DSC\_9245 Uploaded by The Egyptian Liberal) [CC-BY-2.0 (www.creativecommons.org/licenses/by/2.0)], via Wikimedia Commons

### Neutral point of view, verifiable facts, seeking truth



By Rudolf Bruner-Dvořák (1864 - 1921) [Public domain], via Wikimedia Commons

## Free as in Ice cream...

## ...ad-free experience on the web

By Tudokin (Own work) [CC-BY-SA-3.0 (www.creativecommons.org/licenses/by-sa/3.0)], via Wikimedia Commons

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NATURAL

VIAGR

### **Beacon for free speech and the open/free Internet**



by Rodrigo Paoletti (Own work) CC-BY, via Flickr

## At the heart of it for me: Knowledge = freedom and opportunity for everyone on the planet

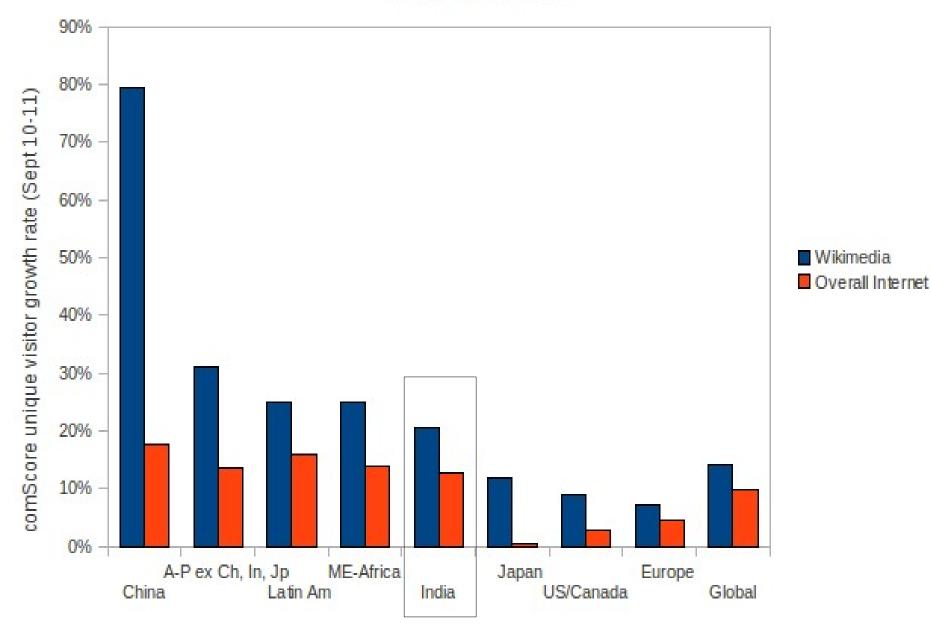
By Masae (Own work) [Public domain], via Wikimedia Commons

### How are we doing in our quest?

By Pavel Novak [CC-BY-SA-2.5 (www.creativecommons.org/licenses/by-sa/2.5)], via Wikimedia Commons

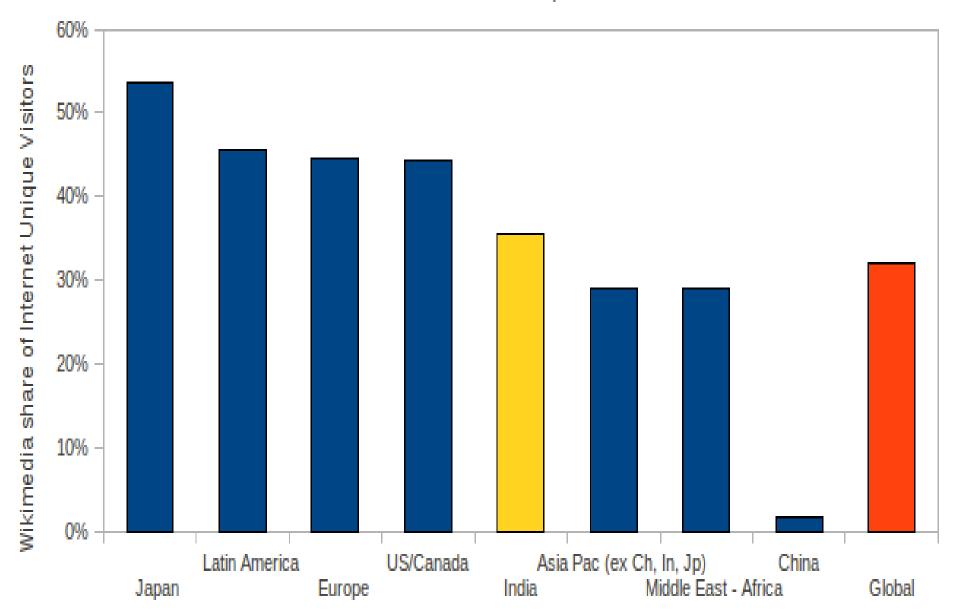
### 450 million UVs in Sept 2011

Source: comScore

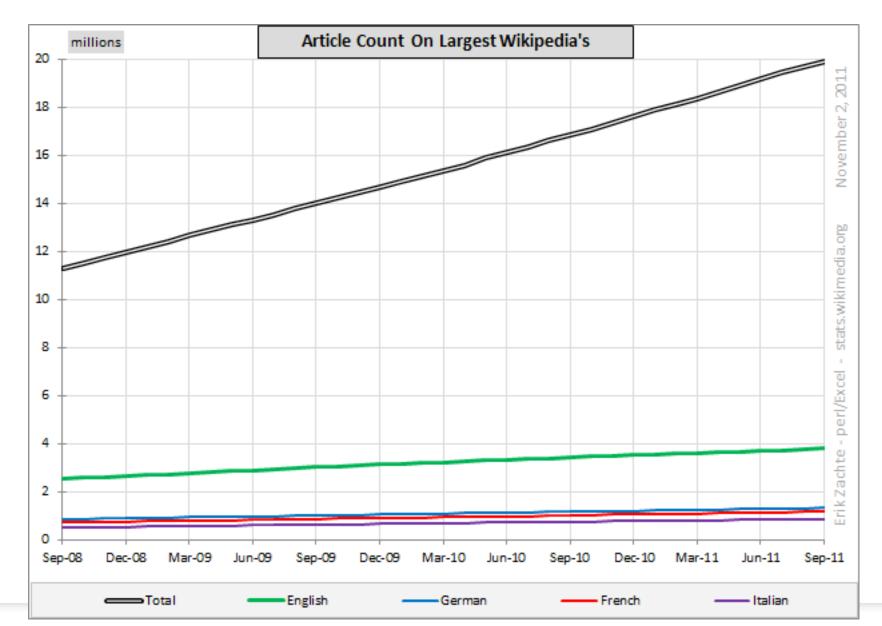


### 1/3 of global UVs are with us

Source: comScore, Sept 2011



## We are rapidly approaching 20 million articles and no sign of slowing



# English Wikipedia is doing well in becoming a truly global knowledge resource

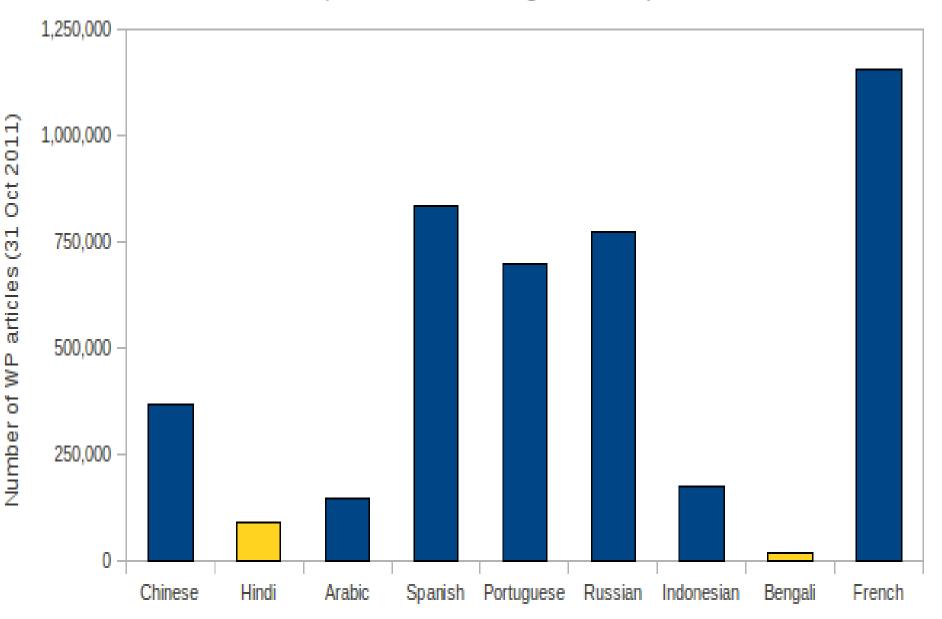
Geotagged Articles in English Wikipedia

Data obtained from Wikipedia in Nov 2011. Mark Graham, Bernie Hogan, Ahmed Medhat, and Richard Farmbrough. Oxford Internet Institute. In collaboration with Ilhem Allagui and Ali Frihida. Funding provided by the IDRC.

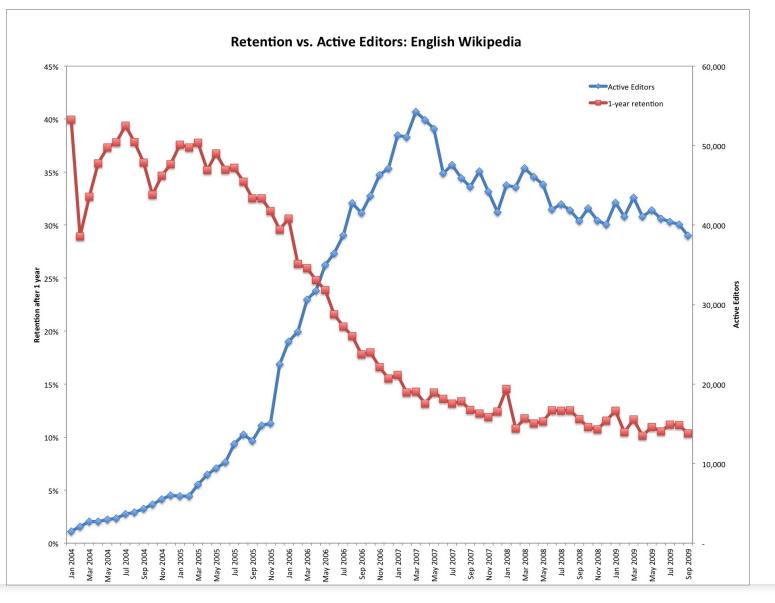
More info: Mark Graham (t: @geoplace) or www.oii.ox.ac.uk/vis

#### Number of Wikipedia articles for languages with >200M speakers (ex. English)

source: http://stats.wikimedia.org/EN/Sitemap.htm

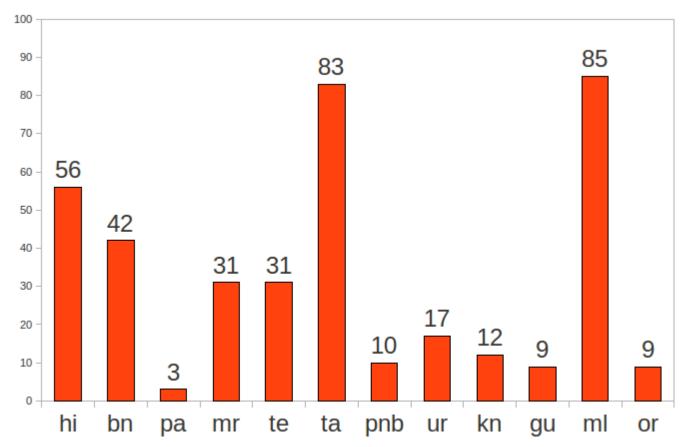


### We should be concerned about the decline of our editing community



# We should be concerned that we don't have communities needed to reach everyone

Selected Indic language active editors (Sept 2011)



Realizing our vision in India (and around the world)

By http://www.flickr.com/photos/ptwo/ (http://www.flickr.com/photos/ptwo/2991241224/) [CC-BY-2.0 (www.creativecommons.org/licenses/by/2.0)], via Wikimedia Commons

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# We need to expand our community...success starts here

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### We need to welcome and support newcomers

By Arjunaraoc (Own work) [CC-BY-SA-3.0 (www.creativecommons.org/licenses/by-sa/3.0)], via Wikimedia Commons

## We need to figure out how to engage students...as readers and contributors

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# Let's get Wikipedia into the hands of students and teachers

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### Let's explore new kinds of partnership to enrich our knowledge resource and community

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### We need to bring Mediawiki in line with 2011 U expectations

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in products

By Computer History Museum (archive.computerhistory.org) [CC-BY-3.0 (www.creativecommons.org/licenses/by/3.0)], via Wikimedia Commons

### We need to nail the mobile web experience



By Victorgrigas (Own work) [CC-BY-SA-3.0 (www.creativecommons.org/licenses/by-sa/3.0)], via Wikimedia Commons

# We need to try some experiments, innovate and remember the fifth pillar

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# We can do it here and around the world...if we remain an open, mission-driven community

By Tinucherian (Tinucherian) [GFDL (www.gnu.org/copyleft/fdl.html) or CC-BY-3.0 (www.creativecommons.org/licenses/by/3.0)], via Wikimedia Commons

### Thank you

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