# Scaling Up ↑

## Can Wikimedia Become A 300 Million People Movement By 2020?

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Wikimania, Buenos Aires

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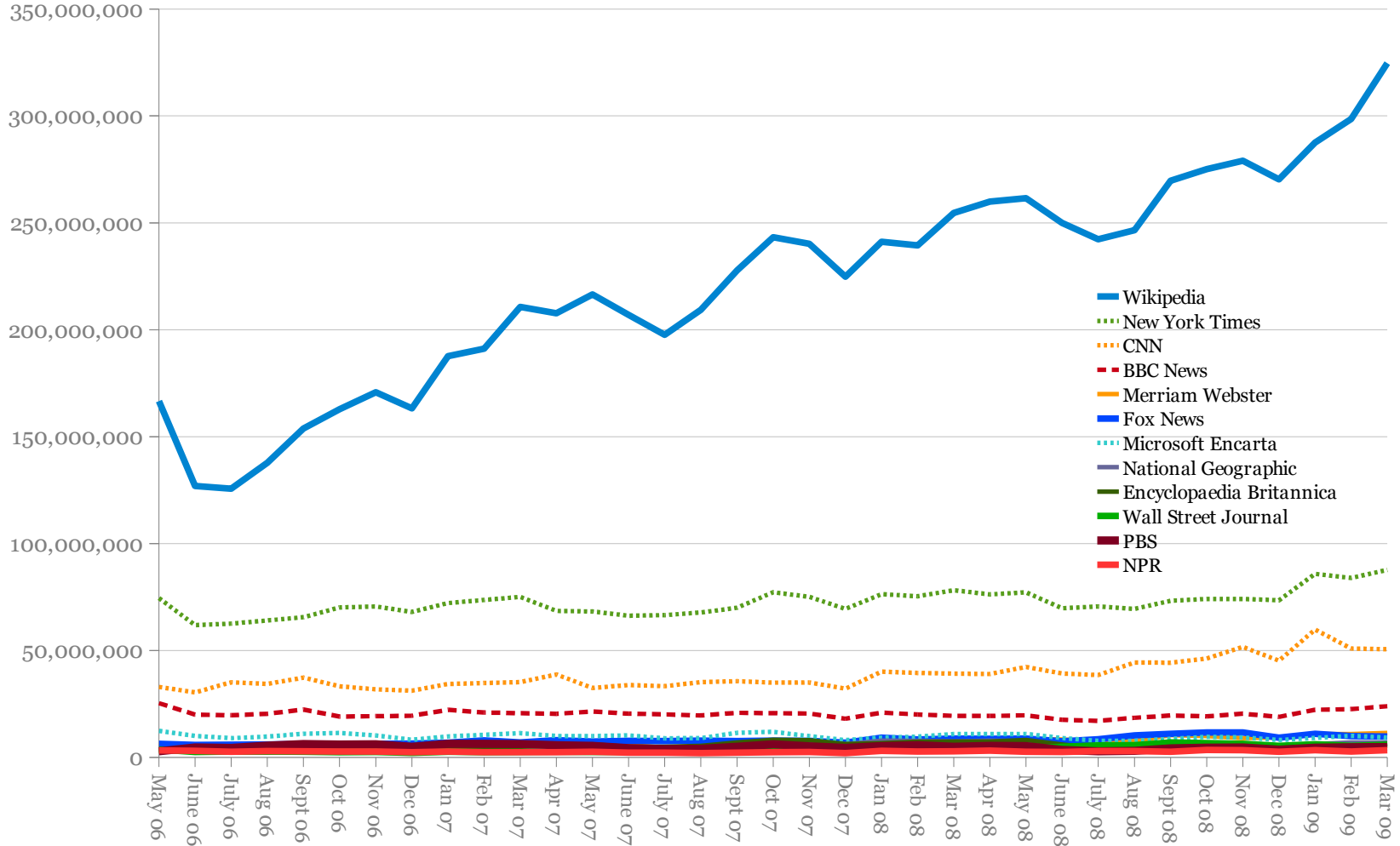**WIKIMEDIA**
**FOUNDATION**

# 300 million in context

**Number of Wikimedia unique visitors: >300 million (June 2009)**

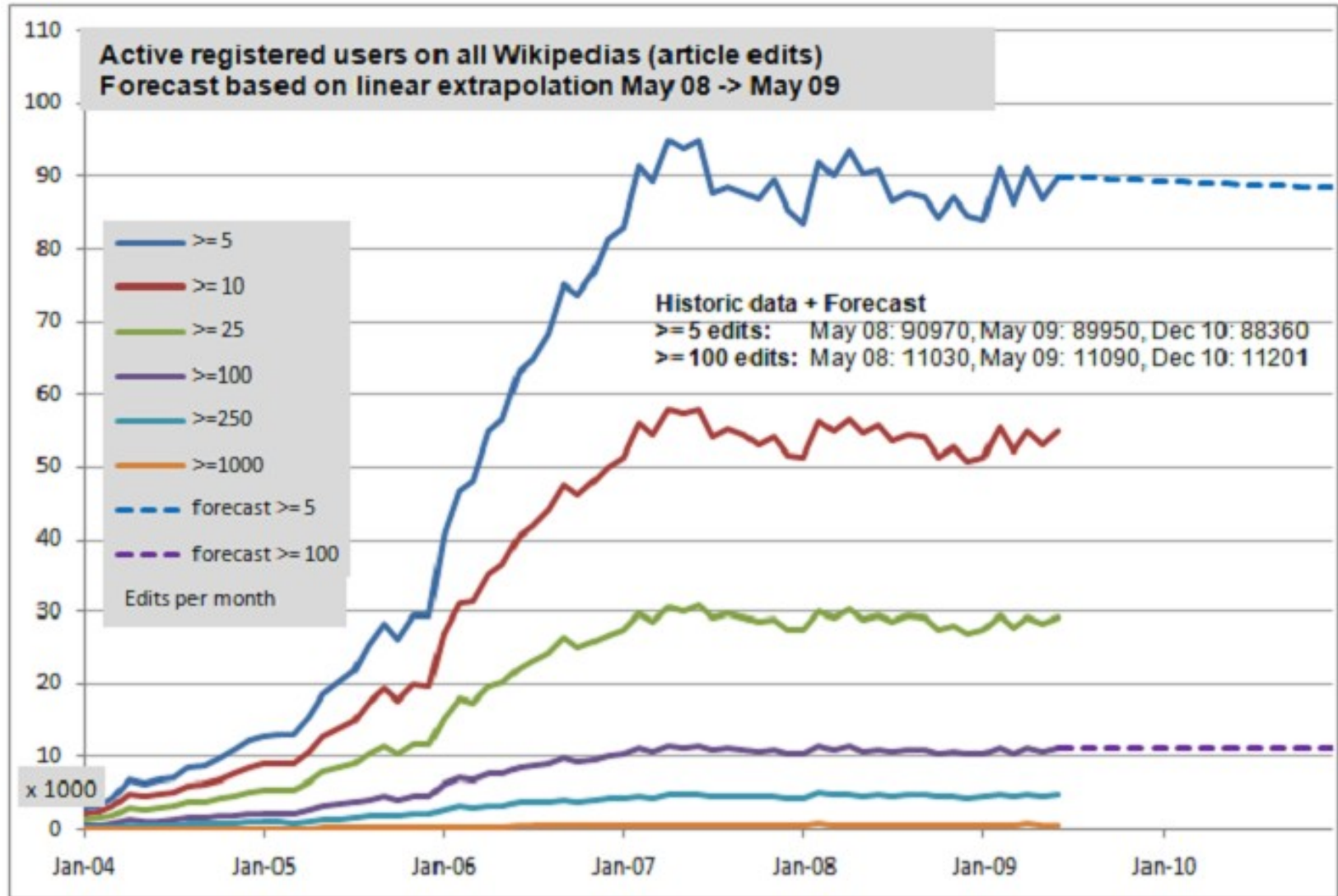**Number of Facebook accounts: >250 million**

**Number of daily Facebook logins: >120 million**

# Wikipedia Audience Compared With Other Information Sites

*Measured using unique visitors. Data from comScore Media Metrix.*



Legend:
- Wikipedia
- New York Times
- CNN
- BBC News
- Merriam Webster
- Fox News
- Microsoft Encarta
- National Geographic
- Encyclopaedia Britannica
- Wall Street Journal
- PBS
- NPR

# Development of active contributors

## A more inclusive definition of our movement:

Anyone who makes a valuable contribution to Wikimedia's free knowledge initiatives.

# Why did Wikipedia grow in the first place?

- It was obvious what's missing (red links)

- There was no expection of perfection

- Any contribution, however small, was welcome

- Empowerment of the "founder generation"

# What's changed?

- Increased complexity of wiki markup

- Other venues of participation online

- Rules have developed and hardened

- Contributions are more cautiously scrutinized

## Early life [edit]



Natalie Barney at about age 13, painted by Alice Pike Barney.

Natalie Barney was born in 1876 in Dayton, Ohio, to Albert Clifford Barney and Alice Pike Barney.[4] Her father was the son of a wealthy manufacturer of railway cars and of English descent, and her mother was of French, Dutch and German ancestry.[5] When she was six years old her family spent the summer at New York's Long Beach Hotel where Oscar Wilde happened to be speaking on his American lecture tour. Wilde scooped her up as she ran past him fleeing a group of small boys, held her out of their reach then sat her down on his knee and told her a story.[6] The next day he joined Barney and her mother on the beach, where their conversation changed the course of Alice's life, inspiring her to pursue art seriously, despite her husband's disapproval.[7] She later studied under Carolus-Duran and James McNeill Whistler.[8] Many of Alice Pike Barney's paintings are now in the Smithsonian American Art Museum.[9]

Like many girls of her time, Natalie Barney had a haphazard education.[10] Her interest in the French language began with a governess who read Jules Verne stories aloud to her so she would have to learn quickly to understand them.[11] Later she and her younger sister Laura Clifford Barney attended Les Ruches, a French boarding school founded by feminist Marie Souvestre and attended by such notables as Eleanor Roosevelt.[12] As an adult she spoke French fluently without an accent and made her home in Paris. Nearly all her published works were written in French.

When she was ten her family moved from Ohio to Washington, D.C., spending summers in Bar Harbor, Maine. As the rebellious and unconventional daughter of one of the wealthiest families in town, she was often mentioned in Washington newspapers. In her early twenties she made headlines by galloping through Bar Harbor while driving a second horse on a lead ahead of her and by riding astride instead of sidesaddle.[13]

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==Early life==
[[Image:Natalie and Missal.jpg|thumb|left|Natalie Barney at about age 13, painted by Alice Pike Barney.]]

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<ref>Rodriguez, 18–19.</ref> Her father was the son of a wealthy manufacturer of railway cars and of [[English people|English]] descent, and her mother was of [[French people|French]], [[Dutch people|Dutch]] and [[German people|German]] ancestry.<ref>Rodriguez, 1–14.</ref> When she was six years old her family spent the summer at [[New York]]'s Long Beach Hotel where [[Oscar Wilde]] happened to be speaking on his American lecture tour.  Wilde scooped her up as she ran past him fleeing a group of small boys, held her out of their reach then sat her down on his knee and told her a story.<ref>Rodriguez, 31.  Barney recounted this incident in ''Adventures of the Mind'', 31.</ref> The next day he joined Barney and her mother on the beach, where their conversation changed the course of Alice's life, inspiring her to pursue art seriously, despite her husband's disapproval.<ref>Rodriguez, 30–31.</ref> She later studied under [[Carolus-Duran]] and [[James McNeill Whistler]].<ref>Haskell.</ref>  Many of Alice Pike Barney's paintings are now in the [[Smithsonian American Art Museum]].<ref>''Alice Pike Barney: Biography''.</ref>

Like many girls of her time, Natalie Barney had a haphazard education.<ref>Rodriguez, 62.</ref> Her interest in the [[French language]] began with a [[governess]] who read [[Jules Verne]] stories aloud to her so she would have to learn quickly to understand them.<ref>Secrest, 262.</ref> Later she and her younger sister [[Laura Clifford Barney]] attended Les Ruches, a French boarding school founded by feminist [[Marie Souvestre]] and attended by such notables as Eleanor Roosevelt.<ref>Rodriguez, 39.</ref> As an adult she spoke French fluently without an accent and made her home in Paris. Nearly all her published works were written in French.

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{{dablink|This article is about the country. For other uses of terms redirecting here, see [[Germany
(disambiguation)]] and [[Deutschland (disambiguation)]].}}
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# Let's not forget the rules ...

Sock puppetry (WP:SOCKS)

Biographies of living people (WP:BLP)

**Reliable Sources (WP:RS)**

No original research (WP:NOR)

**Neutral Point of View (WP:NPOV)**

Naming conventions (WP:NC)

**Three-revert rule (WP:3RR)**

Deletion Policy (WP:DP)

Username policy (WP:U)

**Conflicts of Interest (WP:COI)**

No legal threats (WP:NLT)

**Verifiability (WP:V)**

Image use policy (WP:IUP)

**Protection Policy (WP:PP)**

**Manual of Style (WP:MOS)**

No personal attacks (WP:NPA)

Banning policy (WP:BAN)

# What else?

- Wikis are wonderful for text collaboration

- They aren't *necessarily* wonderful for ..

    - Scheduling a conference

    - Collaborating on multimedia

    - Collaborating on structured information

    - Creating interactive content

- We can gradually address those shortcomings.

# Scaling up in five easy steps

# Step 1: Fix what's obviously broken

- WYSIWYG editing

- Much-simplified workflow for multimedia uploading

- General usability fixes

- See: http://usability.wikimedia.org/

- Community governance

  - Notability, verifiability

  - Rules creep

# Step 2: Enable new micro-transactions

- Leave a comment

- Annotate a picture

- Edit a paragraph / in-place section-editing

- Review an article

- Report a problem

**What do you think of this page?**

*Please take a moment to rate this page below. Your feedback is valuable and helps us improve our website.*

**Usefulness:** (unsure) ⇕ **Presentation:** (unsure) ⇕ **Neutrality:** (unsure) ⇕ Submit

Excellent
High
Fair
Low
Poor
(unsure)

# Step 3: Create new opportunities for collaboration

- Check a source

- Draw a picture

- Edit / transcribe a video

- Add a quiz

- Translate a page

- Record a spoken version

- Go to an event

# Step 4: Highlight what's possible

- Context-specific invitations

  - "Join WikiProject Ireland"

  - "Come to a meetup in your area"

- Content-specific invitations

  - Image is missing – upload it!

  - Source unchecked – verify it!

- Personal invitations

  - Based on user network and interests
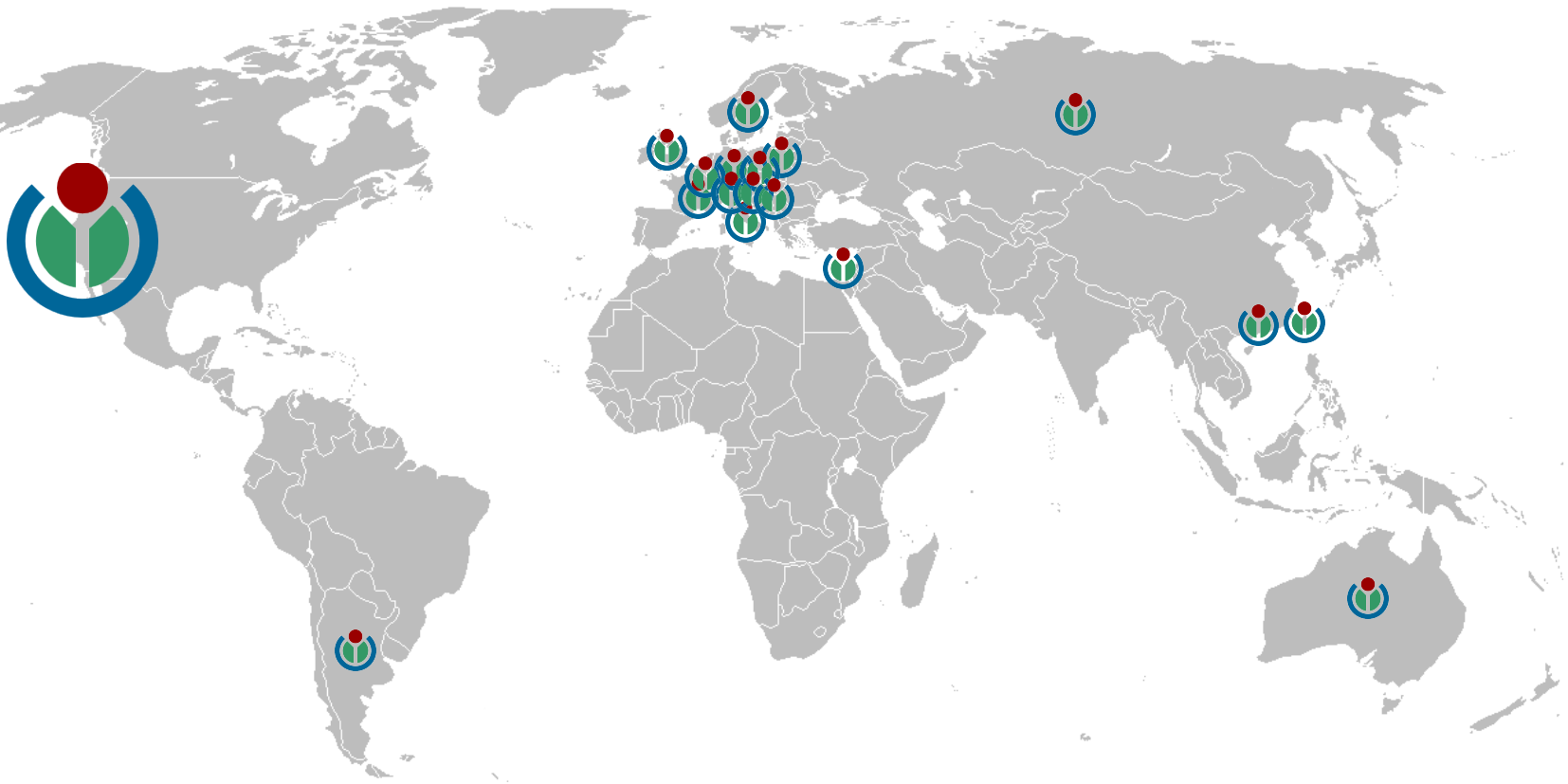
# Step 5: Take over the world :-)



- Dedicate physical spaces

  - Create new ones
    - Free Culture Centers?
  - Use existing ones
    - Universities
    - Libraries
    - Archives

- Adopt best practices
- Transform into a true social movement

# The path to scalability

# 300 million?

- It's aspirational. :-)

- Recap:

  - Step 1: Fix what's broken

  - Step 2: Create new micro-opportunities

  - Step 3: Create new larger opportunities

  - Step 4: Highlight both intelligently

  - Step 5: Become a social movement

- Your thoughts?

- Proposals also welcome at strategy.wikimedia.org !