



WIKIMEDIA
FOUNDATION

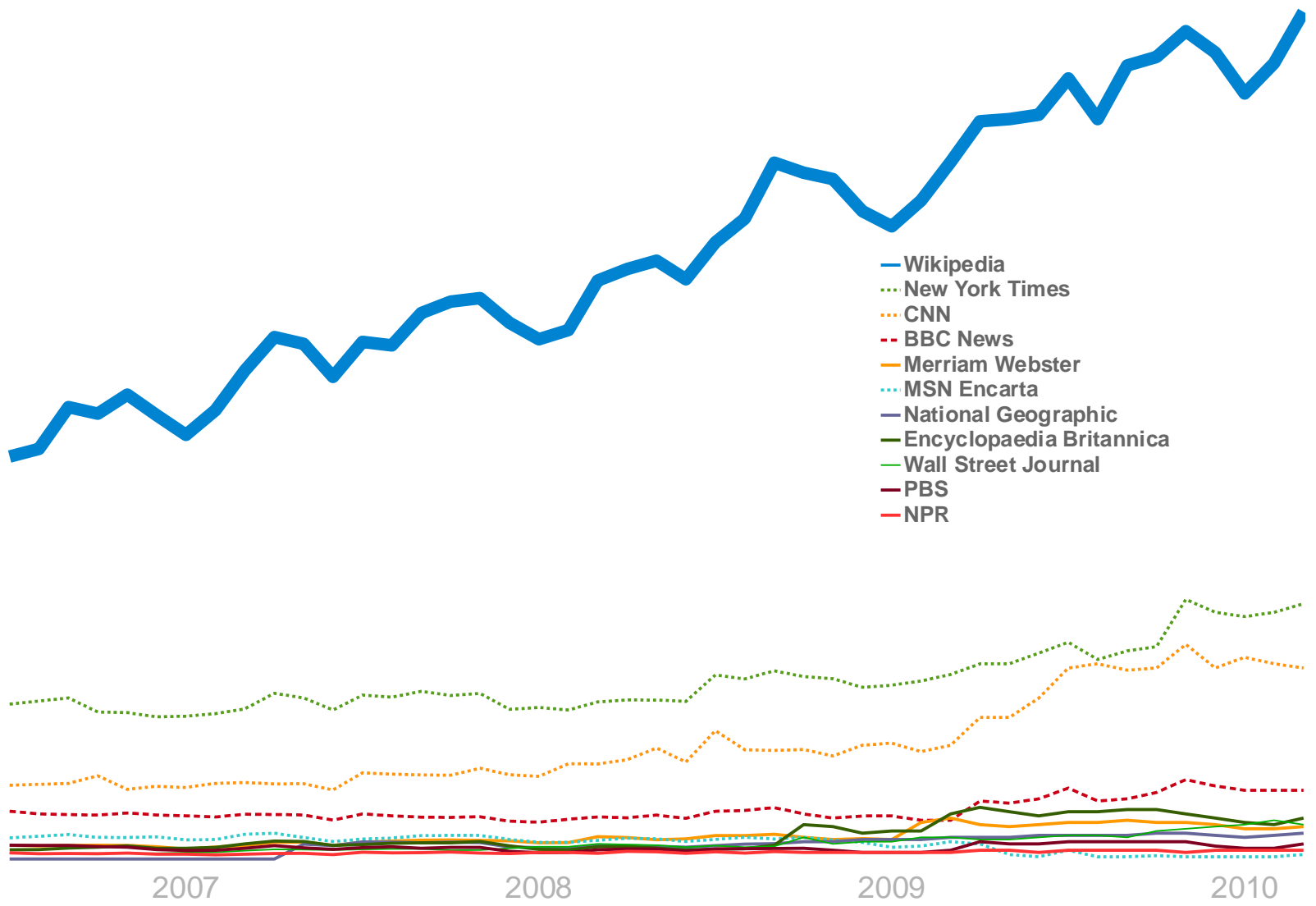
SUE GARDNER, EXECUTIVE DIRECTOR
IMPERIAL COLLEGE, LONDON, 13 NOVEMBER 2011

THE AGE OF NATIONS IS PAST.
IT REMAINS FOR US NOW,
IF WE DO NOT WISH TO PERISH,
TO SET ASIDE THE ANCIENT PREJUDICES
AND BUILD

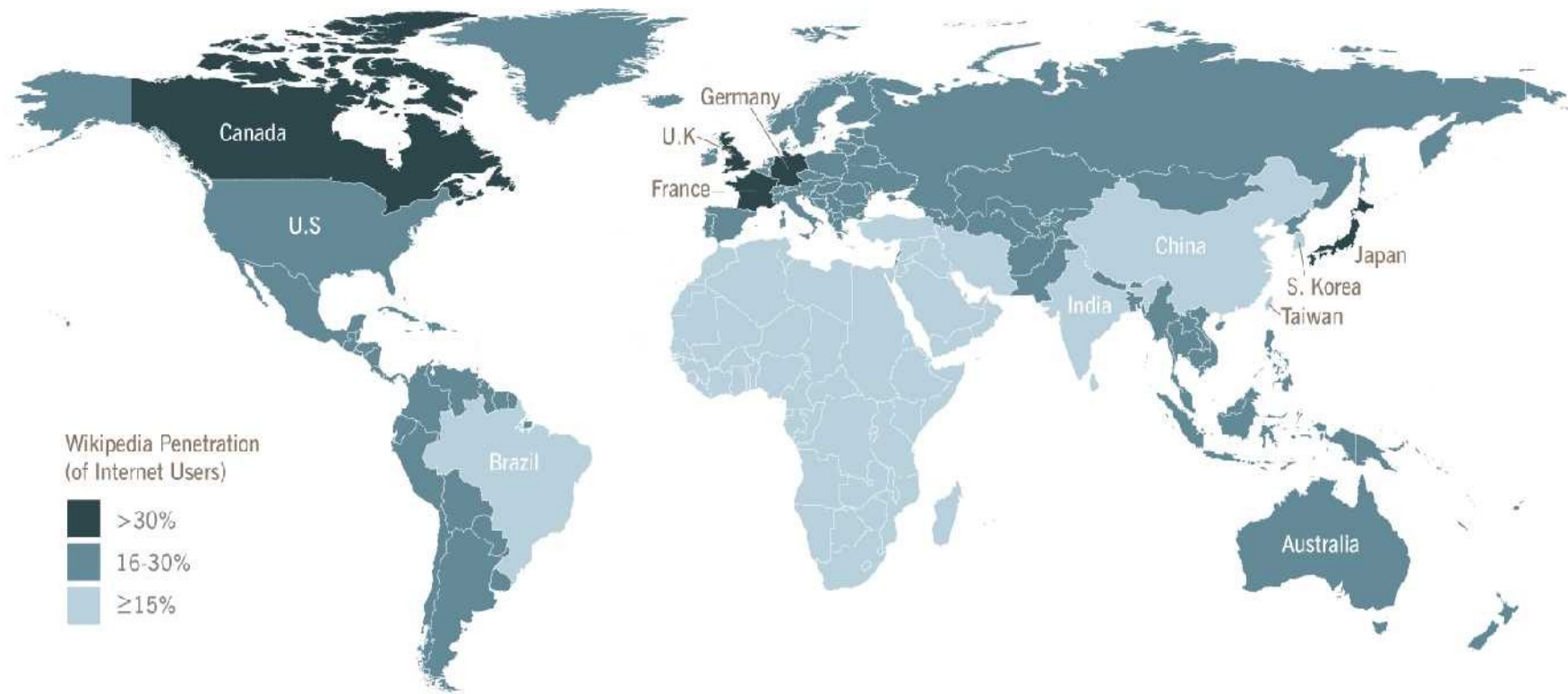
WIKIPEDIA

RICHARDIN, S.J.





Data represents global unique visitors, as measured by comScore MediaMetrix



282

WIKIPEDIA LANGUAGE VERSIONS

5

RANK OF WIKIPEDIA IN TOP SITES, GLOBALLY

425 million

PEOPLE READ WIKIPEDIA EVERY MONTH

0

DOLLARS SPENT ON ADVERTISING

0

COST TO USE

90

PAID EMPLOYEES

100,000

WIKIPEDIA EDITORS

WIKIPEDIA EDITOR VIDEOS

<http://youtu.be/MTzUwXaAK2s>

<http://youtu.be/25hWh1Pa44M>

<http://youtu.be/St1JN6m0FTI>

**Wikipedia flourished because it
was a shrine to
altruism - a place for
shy, learned people to deposit
their trawls.**

Nicholson Baker, "The Charms of Wikipedia," March 2008, The New York Review of Books

**Wikipedia works because those who
know the truth are usually
more numerous &
committed than those who
believe in a falsehood.**

Cass Sunstein, *Infotopia: How Many Minds Produce Knowledge*, Oxford University Press 2006

**Wikipedia represents a belief
in the supremacy of
reason and
goodness of others.**

Daniel Pink, "The Book Stops Here," Wired magazine, March 2005

ABOUT THE WIKIMEDIA FOUNDATION

Google



World Vision

ebay



**REPORTERS
SANS FRONTIERES**
POUR LA LIBERTE DE LA PRESSE

You Tube

DER SPIEGEL



**creative
commons**



ELECTRONIC FRONTIER FOUNDATION



Ninety people work at the Wikimedia Foundation.



Half are engineers;
the remainder do everything else.



40% were community members
before they joined the staff.



Average staff tenure in the projects: ~4 years



42% of WMF staff are not American;
70% have lived outside the U.S.



The Wikimedia Foundation speaks 41 languages, averaging 2.12 languages per staff member.

English, French, Spanish, German, Dutch, Hindi, Italian, Latin, Portuguese, Russian, Arabic, Japanese, Malayalam, Bahasa Melayu, Mandarin, Esperanto, Hebrew, Korean, Romanian, Catalan, Mandarin, Cantonese, Hokkien, Danish, Finnish, Frisian, Ghegnisht, Greek, Hawaiian, Kannada, Kölsch, Lithuanian, Norwegian, Polish, Réunion Creole, Gjuha-shqipe letrare, Swahili, Swedish, Tamil, Ukranian and Vietnamese.

First sort is by number of staff speakers, secondary sort is alphabetical. Accurate as of November 2011, Wikimedia Foundation staff of about 90.

So why does Wikipedia have a gender problem?

(only 9% of editors are women)

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2) Too busy!

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3) “Who am I to change what the person before me has written?”

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- 3) “Who am I to change what the person before me has written?”
- 4) “I am not thick-skinned enough for Wikipedia.”

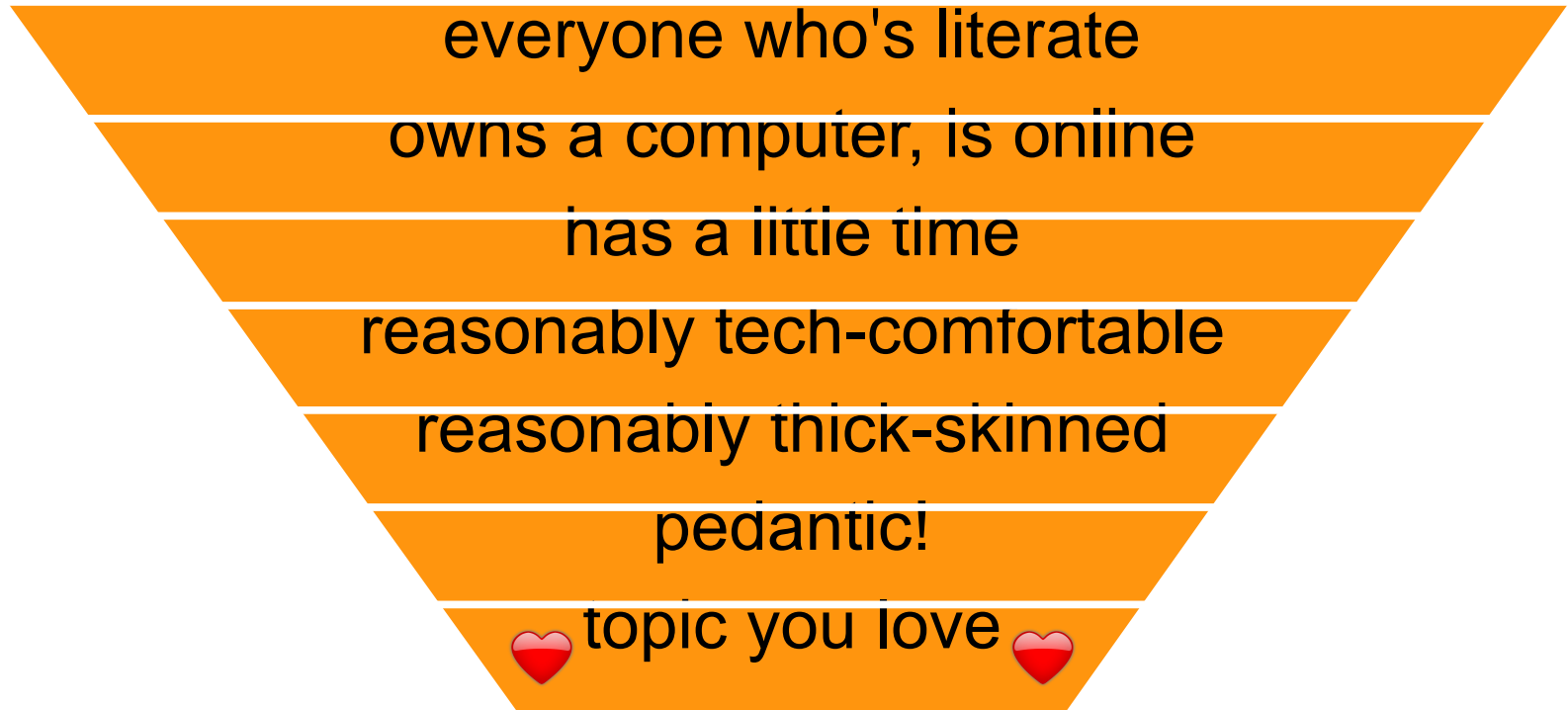
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- 7) sexualized culture?
- 8) The software calls me male.
- 9) It's not social / friendly enough.



The Wikipedia conversion funnel

Join us.

We want your help!

THANK YOU



