CONTENT GENDER GAP

building an international movement

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Wikimania | Esino Lario, Italy
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ESINO LARIO 2016

Some of you know that I am a cultural anthropologist at heart. I wanted to follow in the footsteps of Margaret Mead and study cultural anthropology at Barnard (my mom's alma mater), like Margaret did. I wanted to travel to Papua New Guinea and do research on its people, like Margaret did.

*But my dad said 'no' to majoring in anthropology – he wanted something more practical for my university studies. So now, years later, I get to live the life of an armchair cultural anthropologist, writing articles about Goaribari Island and its cannibals. **To all the girls out there with impractical dreams, this article is dedicated to you.*** (R. Stephenson-Goodknight, September 2013)

TWO NEW WIKIPROJECTS ESTABLISHED JULY 2015

Wikiproject Women

User:Dr. Blofeld

User:Rosiestep

Wikiproject Women in Red

User:Victuallers

User:Rosiestep

WHAT ARE THESE PROJECTS ABOUT?

- Content gender gap → systemic bias issue

- Content gender gap affects all language Wikipedias

- Content gender gap is not the same as editor gender gap. The former deals with content, while the later deals with editor demographics.

HOW DID WE MOVE THE NEEDLE?

3.6%

Percentage of women's biographies, 1957, in Rodríguez, Ramón Armando. *Diccionario Biográfico, Geográfico e Histórico de Venezuela* (in Spanish), Madrid, Spain.

15.5%

Percentage of women's biographies on English Wikipedia, January 2015.

16.34%

Percentage of women's biographies on English Wikipedia, week ending 19 June 2016

WIKIPROJECT WOMEN IN RED

- https://en.wikipedia.org/wiki/Wikipedia:WikiProject_Women_in_Red

- Established: **18 July 2015** @ Wikimania Mexico City

- Scope: content gender gap→ women's **biographies and women's works, broadly construed**

- Objective: turn "**redlinks**" into "**blue links**".

- In its first 10.5 months (18 July 2015 - 31 May 2016):

    - **19,300+** new articles within its scope

    - **2,800+** project Talkpage posts.

WIKIPROJECT WOMEN IN RED

According to the WikiProject Council (19 May 2016):

- **Women in Red is the most active WikiProject on a specific subject matter**

- **It is the third-most active WikiProject overall with 142 active participants**

"… There are many Wikipedian communities whose goal it is to increase the coverage of women's biographies, for instance: WikiProject Women Scientists, Art+Feminism, and Women in Red, just to name a few…

One concern of these organizations is if their editing efforts are making a large scale impact on Wikipedia.

Fortunately, **WikiProject Women in Red** *keeps metrics of how many biographies they add on a monthly basis, and we were able to conduct a cross-correlation between the time-series of monthly number of biographies created by Women in Red, and the number of female biographies added to English Wikipedia.*

The correlation between these activities is 0.657, which indicates a positive link." (-M. Klein, et al. (2016), "Monitoring the Gender Gap with Wikidata Human Gender Indicators".)

THE PEOPLE BEHIND WOMEN IN RED

- Globally distributed (virtual)

- Project members

- Event participants

- Contributors

- Coordinators

- Mailing list members

- Commons people; Wikidata people

- Many are polyglots

- We don't focus on editor gender and/or other demographics.

Mo.	New articles
July (18-31) 2015	1,002
Aug	1,854
Sep	1,590
Oct	1,989
Nov	1,787
Dec	1,473
Jan 2016	1,430
Feb	2,320
Mar	2,342
Apr	1,649
May	1,959
	19,395

VIRTUAL MEETUPS

1. Determine objective(s)
2. Define scope
3. Organize people
4. Affiliate with a partner?
5. Optimize timing
6. Pre-event deliverables
7. Choose tools
8. Project management
9. Post-mortem evaluation

1. Branding
2. Theme
3. Meetup page
4. Redlists
5. Comm Plan

Mo.	Topic	Org	Days	Participants	Articles
Jul			0		
Aug			0		
Sep	Asian Pacific American women	Smithsonian	3	10	**38**
Sep	Women in leadership		10	26	**182**
Oct	Women in architecture and design	Guggenheim	31	25	**164**
Nov	Women in science	NY Academy of Sciences	30	38	**342**
Dec	Women in religion		10	28	**131**

VIRTUAL EDITATHONS 2015

Mo.	Topic	Org	Days	Participants	Articles
Jan	Women in music		21	46	292
Feb	Black women's history	AfroCROWD	15	38	205
Mar	Art, feminism, activism	Art+Feminism	31	71	841
Apr	Year of Science	WikiEdu	*	*	*
Apr	Writers		30	40	393
Apr	Spies	University of Edinburgh	7	13	18
May	Photographers		31	21	121
May	MENA artists	Guggenheim	31	18	59
June	Entertainers		30	*	*
June	Jewish women	Center for Jewish History	15	*	*
June	LGBTQ women		15	*	*

VIRTUAL EDITATHONS 2016

COMMUNICATIONS: INVITATIONS, THANK YOU NOTES & BARNSTARS

Invitation

Thank you with barnstar

Marilyn Monroe

Marilyn Monroe (born **Norma Jeane Mortenson**, June 1, 1926 – August 5, 1962) was an American actress and model. Famous for playing "dumb blonde" characters, she became one of the ___ sex symbols of the

Marilyn Monroe

Twitter banner for June 1st

HOW DO WE STAY ORGANIZED?

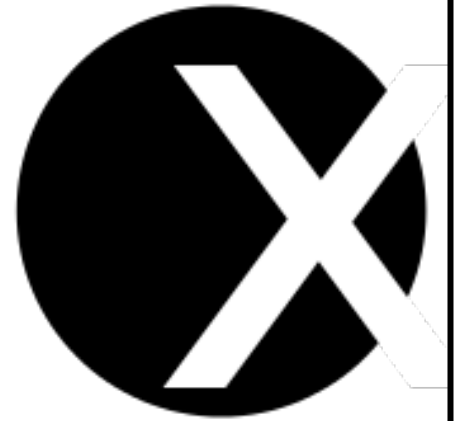|		Women in Red 💗 Talkpage	[hide]
V · T · E			
Events	**2015 edit-a-thons**	Asian Pacific American women · Women in leadership · Women in architecture and design · Women in science · Women in religion	
	2016 edit-a-thons	(January) Women in music · (February) Black women's history · (March) Art+Feminism · (April) Writers · (April) Spies · (May) Photographers · (May) MENA Artists · (June) Jewish women's history · (June) **Entertainers** · (June) LGBTQ · 17 · 18 · 19 · 20	
	2016 collaborations	(January) Wiki Loves Women · (March-April) Awaken the Dragon · (April-December) Wiki Year of Science	
Redlists	**Administration**	Index · Redlist header template	
	By focus area	Academics · Activists · Anthropologists · Archaeologists · Architecture · Art · Biology · Botany (plant sciences) · Business · Chemistry · Computers · Ecologists · Education · Engineering · Entertainment · Feminists · Food and drink · Geographers · Jewish women · Journalists · Labor activists · Leadership · LGBTQ · Librarians · Mathematics · Medicine · Military · Music · Novelists · Nurses · ODNB · Paleontologists · Photography · Physics · Playwrights · Poets · Politics · Psychology · Religion · Science · Social science · Social work · Space science · Sports · Spies · Technology · TED Speakers · Travelers · Video games · Writers · Writers (via WikiData) · Youth literature writers · Zoologists · Miscellaneous by focus area	
	By nationality	Argentina · Australia · Bolivia · Brazil · Canada · Chile · Colombia · Cuba · Ecuador · El Salvador · France · Germany · Greece · Guatemala · Honduras · Iceland · Italy · Ivory Coast · Japan · Kenya · Mexico · New Zealand · Nicaragua · Panama · Paraguay · Peru · Poland · Portugal · Russia · Spain · Switzerland · United States · Uruguay · Venezuela · Miscellaneous by nationality	
	By historical ties to a region	Africa · Asia/Pacific Islands · Black history · Indigenous women · Polar women · Texas women · Virginia women · Wisconsin women	
	By time period	Before 1850 · 1850-1899 · 1900-1909 · 1910-1919 · 1920-1929 · 1930-1939 · 1940-1949 · 1950-1959 · 1960-1969	
	Other	Awards & conferences · Books by women · Fictional women · Halls of Fame · Organizations	
Administration		Headers · Ideas & events planning · Metrics · Press · Templates	
Communication		Social media · invite1 · inv2 · inv3 · inv4 · inv5 · inv6 · inv7 · inv8 · inv9 · inv10 · inv11 · inv12 · inv13 · inv14 · inv15 · inv16 · inv17 · inv18 · inv19 · inv20	
Editors		Members (join us!) · Mailing list (opt in) · Mailing list (opt out) · Participants	
		⭕ Category · 📘 Facebook⧉ · 📌 Pinterest⧉ · 🐦 Twitter⧉	

FOCUS ON REDLISTS

By focus area	Academics · Activists · Anthropologists · Archaeologists · Architecture · Art · Biology · Botany (plant sciences) · Business · Chemistry · Computers · Ecologists · Education · Engineering · Entertainment · Feminists · Food and drink · Geographers · Jewish women · Journalists · Labor activists · Leadership · LGBTQ · Librarians · Mathematics · Medicine · Military · Music · Novelists · Nurses · Paleontologists · Photography · Physics · Playwrights · Poets · Politics · Psychology · Religion · Science · Social science · Social work · Space science · Sports · Spies · Technology · TED Speakers · Travelers · Video games · Writers · Writers (via WikiData) · Youth literature writers · Zoologists · Miscellaneous by focus area
By nationality	Argentina · Australia · Bolivia · Brazil · Canada · Chile · Colombia · Cuba · Ecuador · El Salvador · France · Germany · Greece · Guatemala · Honduras · Iceland · Italy · Ivory Coast · Japan · Kenya · Mexico · New Zealand · Nicaragua · Panama · Paraguay · Peru · Poland · Portugal · Russia · Spain · Switzerland · United States · Uruguay · Venezuela · Miscellaneous by nationality
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By time period	Before 1850 · 1850-1899 · 1900-1909 · 1910-1919 · 1920-1929 · 1930-1939 · 1940-1949 · 1950-1959 · 1960-1969
Other	Awards & conferences · Books by women · Fictional women · Halls of Fame · Organizations

WHO DESIGNED OUR PROJECT PAGE?

WIKIPROJECT X

User:Harej & User:Isarra

WIKIPROJECT WOMEN

Portal project which launched July 2015.

Scope: Umbrella which unites more specific women's projects.

Objective: Readers and editors may not know that there's a project for women artists, women scientists, women writers, or women's health, but if they reach this page, they can fork away to more specific areas if they wish.

Affiliates of WikiProject Women

Architects
Artists
Feminism
Health
History
History Month
Jewish women
Psychology
Scientists
Sport
Technology
Warfare & military
Writers
Missing articles department:
Women in Red
Good articles department:
Women in Green
See also:
Gender gap task force

INTERNATIONAL MOVEMENT

WIKIPROJECT WOMEN

- Arabic
- Catalan
- German
- Serbian
- Spanish
- Albania (later today!)

WOMEN IN RED

- Chinese
- Persian

WOMEN SCIENTISTS

- Arabic
- Swedish

WHAT ABOUT YOUR LANGUAGE COMMUNITY?

What's next?

#1

INTRODUCING…

WOMEN IN GREEN

- Founded By user:Dr. Blofeld.
- Task force focusing on article improvement.
- Daughter project of wikiproject women.
- Sister project of wikiproject women in red.
- "GREEN" as in "good article" designation on English wikipedia.

https://en.wikipedia.org/wiki/Wikipedia:WikiProject_Women/Women_in_Green

INCREASED FOCUS ON…

- **WOMEN'S WORKS**, broadly construed

- **WOMEN'S ISSUES**, broadly construed, e.g. women's health

- **ORGANIZATIONS**: Greater focus on GLAM-Wiki alliances

- **YOU**: Connect the stovepipes between other language gender gap work

You are invited!

Wikimanians...
Please join us as we plan an
internationally-connected,
collaboratively-developed future
for gender gap work.

Wikimania Discussion Room Session
Sunday @ 11:15am @ the School

"WOMEN & GENDER GAP – THE WAY FORWARD"

CREDITS AND REFERENCES

- https://en.wikipedia.org/wiki/Wikipedia_talk:WikiProject_Women_in_Red#We.27re_now_at_16.34.25 **(page 1,3, 24)**

- https://commons.wikimedia.org/wiki/File:Women_in_Green_logo.svg **(page 1, 20, 24)**

- https://commons.wikimedia.org/wiki/File:Three_Friends,_by_William_H._Johnson.jpg **(page 3)**

- https://commons.wikimedia.org/wiki/File:Issues_icon.jpg **(page 7)**

- https://commons.wikimedia.org/wiki/File:Wikipedia_-_filled_with_knowledge.jpg **(page 9)**

- https://en.wikipedia.org/wiki/Wikipedia:WikiProject_Women_in_Red/Communications/16 **(page 12)**

- https://en.wikipedia.org/wiki/Wikipedia:WikiProject_Women_in_Red/Communications/13 **(page 12)**

- https://commons.wikimedia.org/wiki/File:Socialmedia-pm.png **(page 13)**

- https://commons.wikimedia.org/wiki/File:Marilyn_1_June.jpg **(page 13)**

- ***Klein, Maximilian, Harsh Gupta, Vivek Rai, Piotr Konieczny, Haiyi Zhu, (to be published) "Monitoring the Gender Gap with Wikidata Human Gender Indicators".** http://wigi.wmflabs.org/monitoring-gender-gap.pdf **(page 6)**

CONTENT GENDER GAP…

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THANK YOU

Rosie Stephenson-Goodknight | Wikimania | Esino Lario, Italy | 25 June 2016