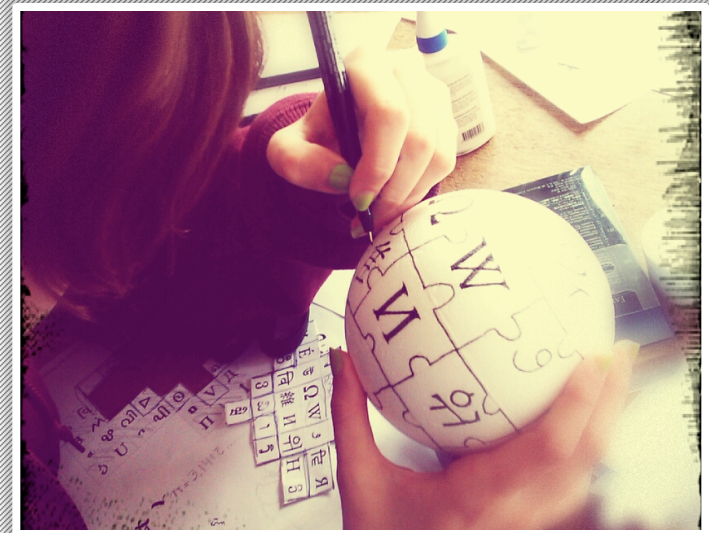


Make Things Happen!



Rosie Stephenson-Goodknight | user:Rosiestep | @rosiestep
Wikimedia Diversity Conference | National Archives | Washington, DC
17 June 2016 CC-BY-SA-3.0

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)

Tilt your thinking

Scientific American.

1 October 2014

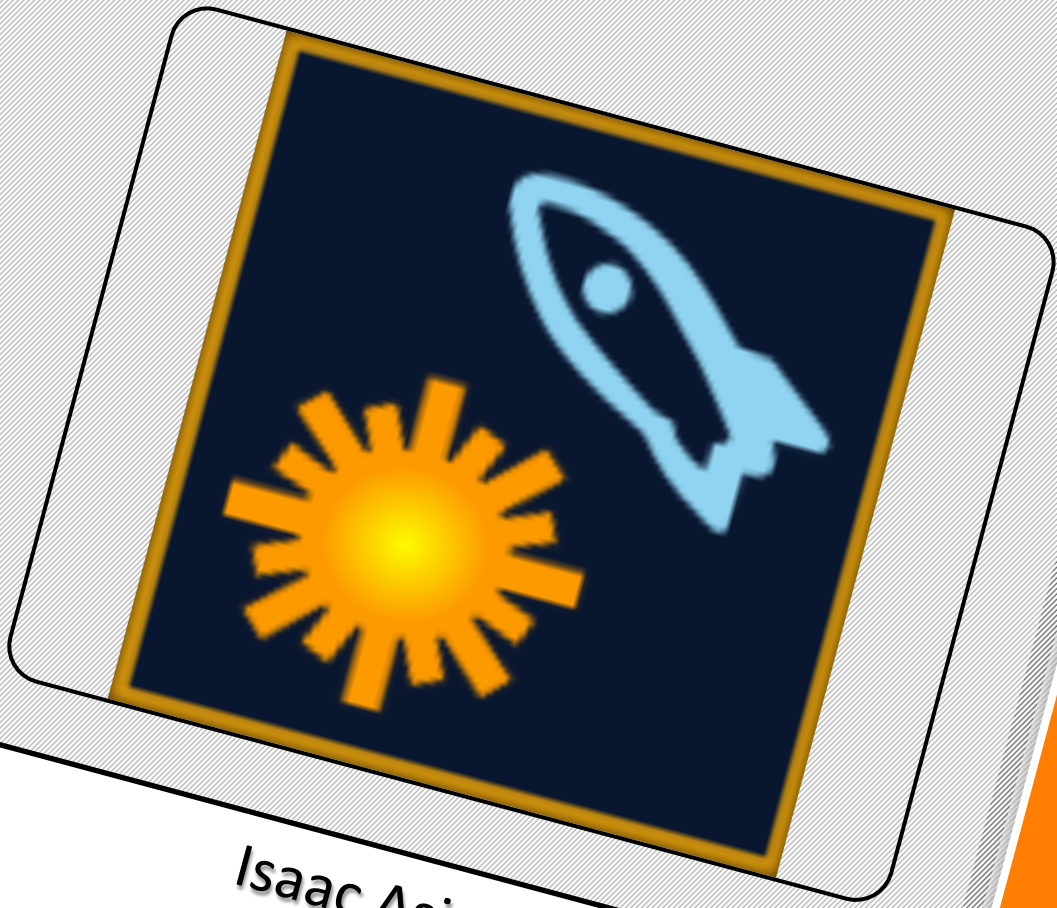
Diversity + Demographics:

- Stephanie C. Hill, “When I Learned the value of diversity for innovation : In a diverse team, the best ideas are more likely to rise to the top”
- Victoria Plaut , “3 Myths Plus a Few Best Practices for Achieving Diversity”
- Katherine W. Phillips, “How Diversity Makes Us Smarter – Being around people who are different from us makes us more creative, more diligent and harder-working”

*Diversity is more
than demographics*

- Diversity is about the content we're creating and the content we don't create
- Diversity is about sociocultural ideology

WWHSD?



Isaac Asimov,
"The Foundation" series
(1942–1993)

WWHSD
*(What Would Hari
Seldon Do?)*

He had me at
cultural anthropology



According to the WikiProject Council, 19 May 2016:

- Most active WikiProject on a specific subject matter
- Third-most active WikiProject (142 active participants)

Diversity in action:
the case of
Women in Red



In the beginning, there was a talkpage post

- 12 February 2015
- From Roger Bamkin (user:Victuallers) to Rosie Stephenson-Goodknight (user:Rosiestep):
- “My proposed Wikimania talk ["How To Pick Up More Women" is here](#)... you may realise that this is about what we have been doing for the last year and more. So I'm using women as the hook cos lots of people understand the issue. However I have a serious idea that what I'm trying to solve here is a problem of ... Cultural Anthropology... if you have some thoughts then I'd be be very pleased to listen.”



Wikimania presentation proposal

1. Title1: “How to pick up more women”
2. Title2: “Content Gender Gap: how to improve the coverage of women on Wikipedia”
3. Scope: content gender gap; scope \neq editor gender gap
4. Focus: 15.5% - Percentage of women’s biographies on the English Wikipedia in January 2015
5. Surprise: An announcement



Pan- American Conference for Women



Group snapped at the International

Wikimania, 18 July 2015



- History of content gender gap
- Announced WikiProject XX (named after the chromosomes)
 - Objective: turn redlinks into bluelinks.
 - Scope: biographies of women, real and fictional, plus women's works, broadly construed.

A graphic with a green background on the left containing a pink plus sign and the text "Content gender gap: how to improve the coverage of women on Wikipedia". To the right are a blue square, a teal square, and the Roman numeral "XX". The Wikimania 15 logo is also present.

+

Content gender gap:
how to improve
the coverage
of women
on Wikipedia

WIKIMANIA 15
CIUDAD DE MEXICO / CITY OF FREEDOM AND HOPE

XX

Roger Bamkin & Rosie Stephenson-Goodknight

Wikimania 2015 | July 15-19, 2015 | Hotel Hilton Mexico City Reforma | Mexico City

CC BY-SA

1

3.6%



Percentage of women's biographies:

Rodríguez, Ramón Armando (1957).
*Diccionario Biográfico, Geográfico e
Histórico de Venezuela* (in Spanish).
Madrid, Spain.

15.5%

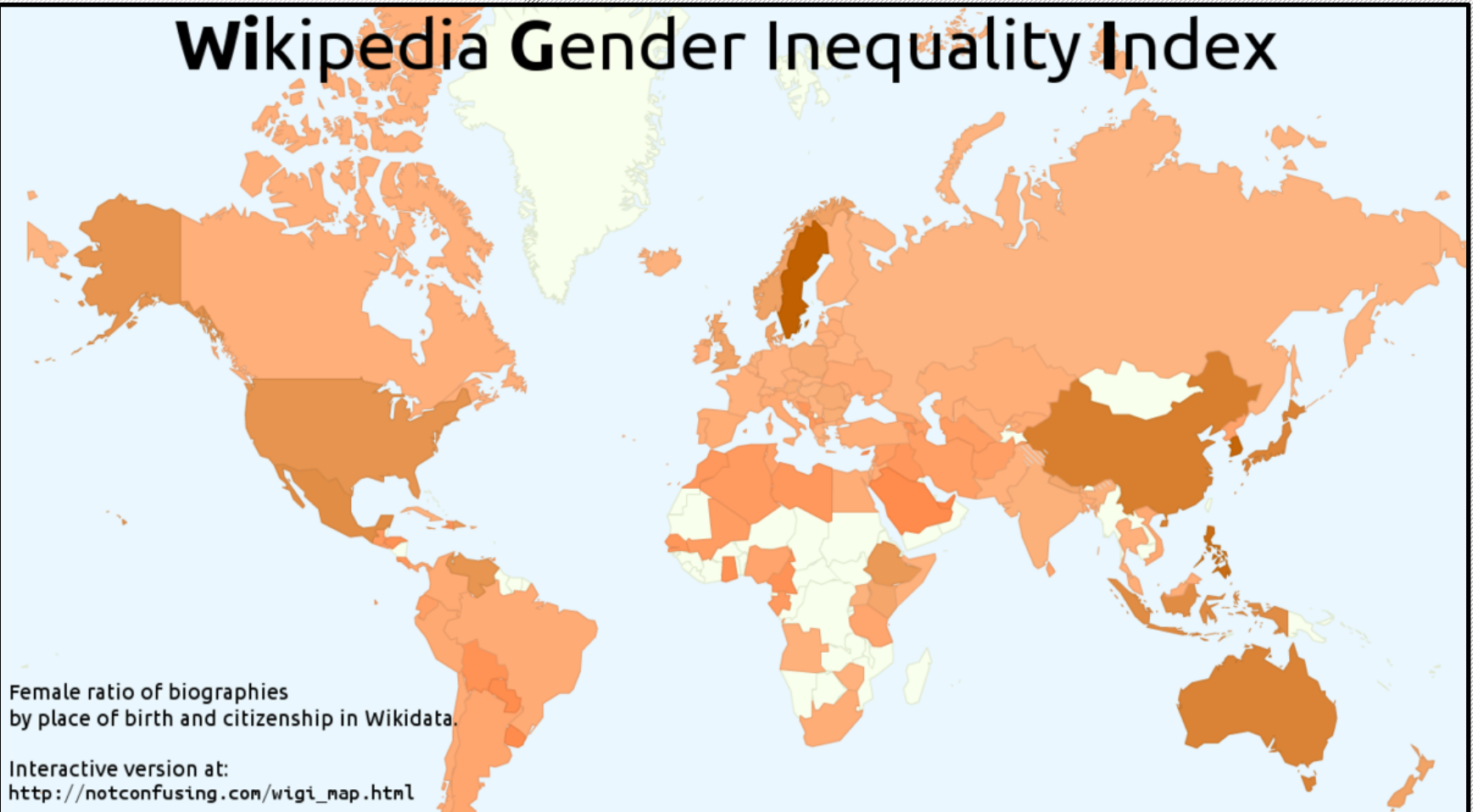


- Percentage of women's biographies on English Wikipedia, January 2015
- Source: Wikipedia:WikiProject Countering systemic bias/Gender gap task force/Media and research, cited to Graells-Garrido, Eduardo; Lalmas, Mounia; Menczer, Filippo (9 February 2015) "First Women, Second Sex: Gender Bias in Wikipedia. (PDF). <http://arxiv.org>. p. 3.

Project design changes



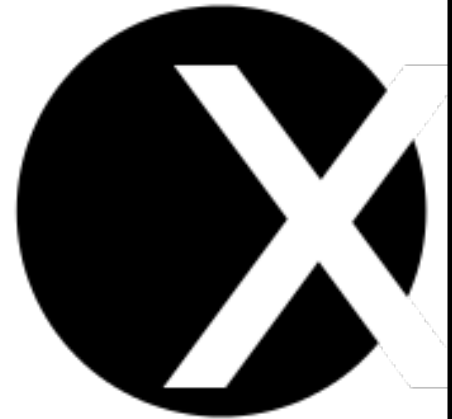
Wikipedia Gender Inequality Index



Project design changes

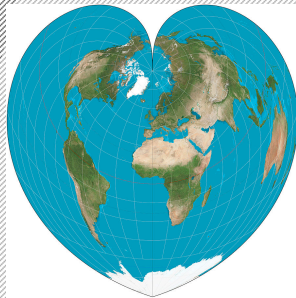


WIKIPROJECT



Post Wikimania 2016

WikiProject XX (as in chromosomes) →
WikiProject Women in Red (as in redlinks)



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	New York 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

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
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



You are invited...



LGBTQ worldwide online edit-a-thon

- Hosts: Women in Red, Wiki Loves Pride 2016
- 16 to 30 June 2016
- `#wikiwomeninred`



A barnstar for your contributions



**55 new articles were created
including *Mona Saudi*.**

It wasn't a competition but if it was then **Big Iron** won it.

MENA Women Artists worldwide online edit-a-thon

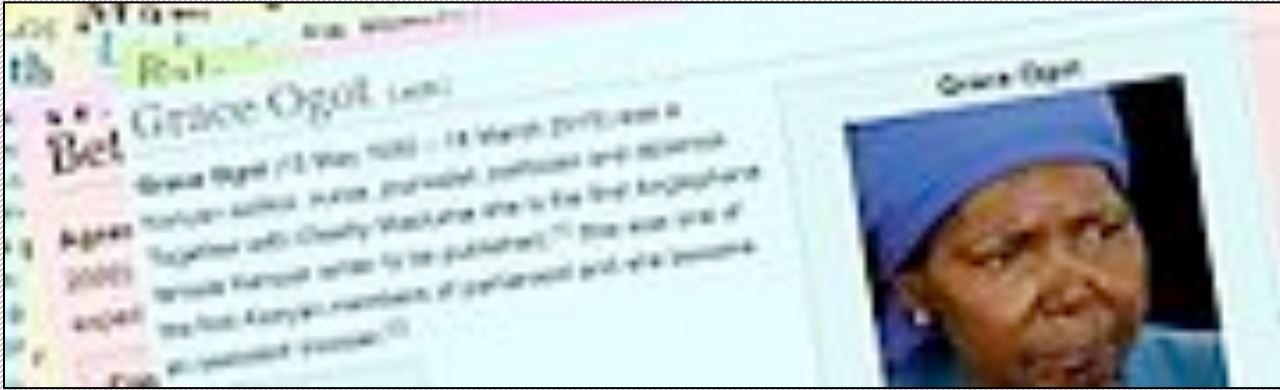
- Host: Women in Red
- May 2016

Starting now: Women in Entertainment and Women in Jewish History

Communications: invitations
& barnstar thank yous



Communications:
social media



Communications:
social media

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
	<u>19,395</u>

Women in Red:
New Articles

“... 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.” (-M. Klein, et al.)

June 2016
16.28%

Can we replicate gender gap projects/campaigns?



Women	WiR	Scientists	History	A+F
Catalan	Chinese	French	Persian	Dutch
German	Persian	Swedish		French
Spanish				

What's next?

Thank You

Make
Things
Happen!

Rosie Stephenson-Goodknight
Wikimedia Diversity Conference | National Archives | Washington, DC
17 June 2016

Credits

*https://wikidiversity.org/wiki/Main_Page

*Hill, Stephanie C., October 1, 2014, "When I Learned the Value of Diversity for Innovation", in "Scientific American" <http://www.scientificamerican.com/article/when-i-learned-the-value-of-diversity-for-innovation/> (page 4)

*Phillips, Katherine W., October 1, 2014, "How Diversity Makes us Smarter", in Scientific American <http://www.scientificamerican.com/article/how-diversity-makes-us-smarter/> (page 4)

*Plaut, Victoria, October 1, 2014, "3 Myths Plus a Few Best Practices for Achieving Diversity", in Scientific American <http://www.scientificamerican.com/article/3-myths-plus-a-few-best-practices-for-achieving-diversity/> (page 4)

*https://en.wikipedia.org/wiki/Wikipedia_talk:WikiProject_Women_in_Red/Archive_11 (page 9)

*Wikipedia:WikiProject Countering systemic bias/Gender gap task force/Media and research, cited to Graells-Garrido, Eduardo; Lalmas, Mounia; Menczer, Filippo (9 February 2015). "First Women, Second Sex: Gender Bias in Wikipedia" (PDF). <http://arxiv.org>. p. 3.

https://en.wikipedia.org/wiki/Wikipedia:WikiProject_Countering_systemic_bias/Gender_gap_task_force/Media_and_research (page 11)

*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> (pages 26)

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- <https://commons.wikimedia.org/wiki/File:RocketSunIcon.svg>
- https://commons.wikimedia.org/wiki/File:Group_at_the_International_Tree_Planting.png
- https://commons.wikimedia.org/wiki/File:Scientific_American_1848.png
- https://commons.wikimedia.org/wiki/File:Project_XX.png
- https://commons.wikimedia.org/wiki/File:Wigi_map.pngpg
- https://commons.wikimedia.org/wiki/File:Werner_projection_SW.jpg
- https://commons.wikimedia.org/wiki/File:Love_Heart_KammaRahbek.SVG
- https://commons.wikimedia.org/wiki/File:Women_in_Red_logo.svg
- https://commons.wikimedia.org/wiki/File:Content_Gender_Gap_-_how_to_improve_the_coverage_of_women_on_Wikipedia.pdf
- <https://commons.wikimedia.org/wiki/File:Socialmedia-pm.png>
- https://commons.wikimedia.org/wiki/File:Grace_15_May.jpg
- https://commons.wikimedia.org/wiki/File:Three_Friends,_by_William_H._Johnson.jpg