

# Global South Update

Wikimedia Foundation Monthly Meeting

5 February 2015

# **Global South introduction**

# What is the “Global South”?

A world map where the regions of Latin America, Africa, Asia, and Oceania are highlighted in a solid green color. The rest of the world, including North America, Europe, and Australia, is shown in a light grey color.

~**80%** of the world population

~**60%** of Internet users

~**20%** of Wikipedia contributors

~**30%** of Wikipedia page edits in 2014

# What is the “Global South”?

**It's not a monolith**

Each community has different challenges and opportunities



# Why do we care?

Our Vision:

*“Imagine a world in which every single human being can freely share in the **sum of all knowledge.**”*

# Why do we care?

Our Mission:

*“**Empower and engage** people around the world to collect and develop educational content under a free license or in the public domain, and to disseminate it effectively and globally.”*

# Why do we care?

There are ~**2.5 billion**<sup>3</sup> online but unreached today;  
**over half** are in the Global South

# WMF activities to date: little integration

## **Wikipedia Zero**

Begun in 2012. Working in 48 countries with 56 partners today

## **Language Engineering**

Incl. supporting content translation, fonts, display, and input methods

## **Ad-hoc tech-focused**

E.g. Hackathons in India

## **Wikipedia Education Program**

Begun in 2010. 70+ programs today of various size & activity, 47% of which are in the GS today

## **Catalyst programs in India and Brazil**

Begun in 2011. India program transitioned to partnership with CIS in 2012; Brazil program ended in 2014.

## **Mentorship & support for individuals and groups**

South Africa; Pakistan; India; Armenia; Serbia; Ukraine; ...

From all of these activities, we are assembling our collective knowledge -  
“What do we know today?”



# Agenda

## Global South Introduction

Siko Bouterse - 15 minutes

## What do we know: Readers & their environment

Smriti Gupta — 10 minutes

## What do we know: Contributors and communities

Asaf Bartov — 10 minutes

## Suggested takeaways and What's next

Asaf Bartov - 5 minutes

## Discussion / Questions

10 minutes

# What we know: Readers & their environment

**Current** readers: an affluent minority

**Prospective** readers:

- Access the internet primarily through **mobile**
- Need relevant **local language content**
- Lack WP **awareness**
- Face multiple **access barriers**

WIKIPEDIA

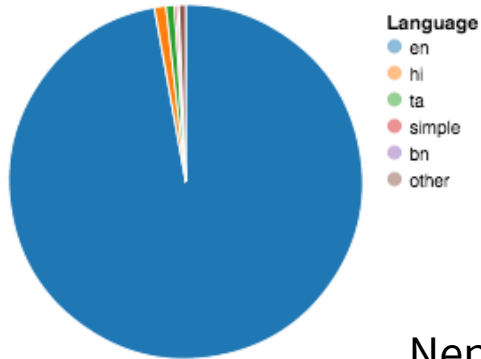
zero

**Access + Awareness + Local Content**

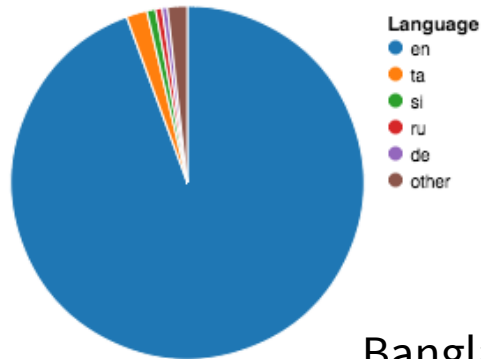
A world map where several countries are highlighted in green, including Russia, India, and various nations in Africa and Southeast Asia. The rest of the map is in light gray.

# Across Asia, Wikipedia page views in English

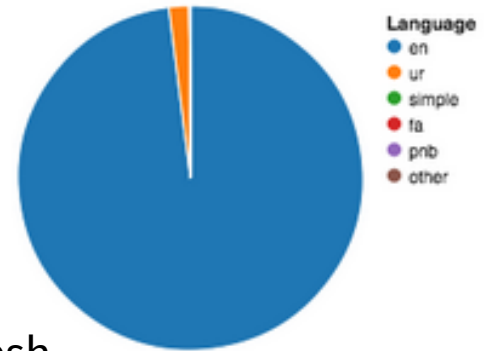
India



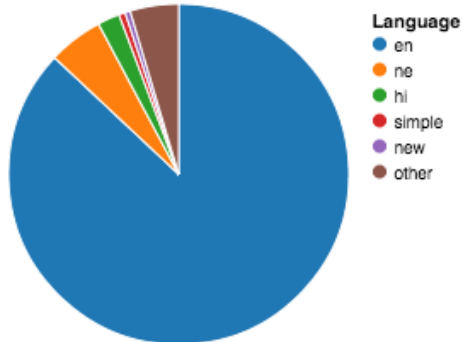
Sri Lanka



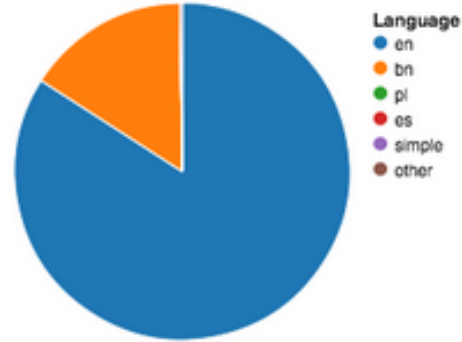
Pakistan



Nepal



Bangladesh



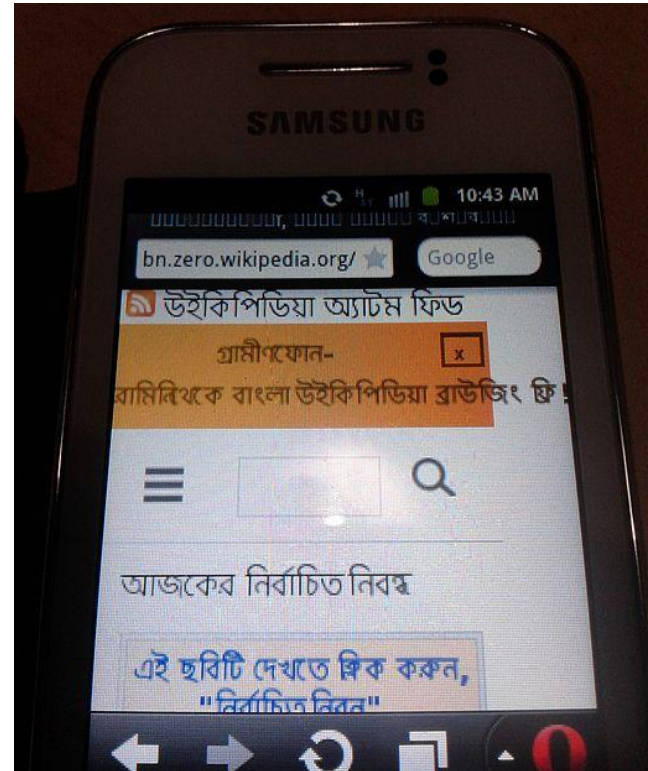
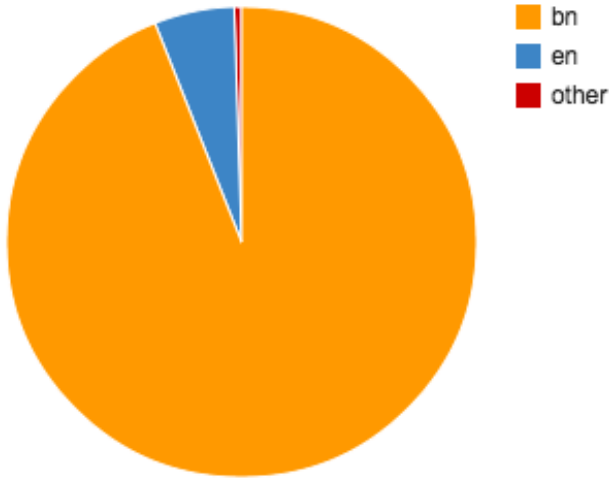
# What's going on in India?



- Low Wikipedia awareness among regional language speakers
- Prepaid mobile data use limited
- Indic fonts not supported on all phones

# But there was one success story in Bangladesh

Pageviews by language



By Munirujjaman (Own work) [CC BY-SA 4.0], via Wikimedia Commons

**WIKIPEDIA zero**

**Access + Awareness + Local Content**

A world map where several countries are highlighted in a light green color. The highlighted countries include Russia, China, India, and various nations across Africa, South America, and Southeast Asia. The rest of the world's landmasses are shown in a light gray color.

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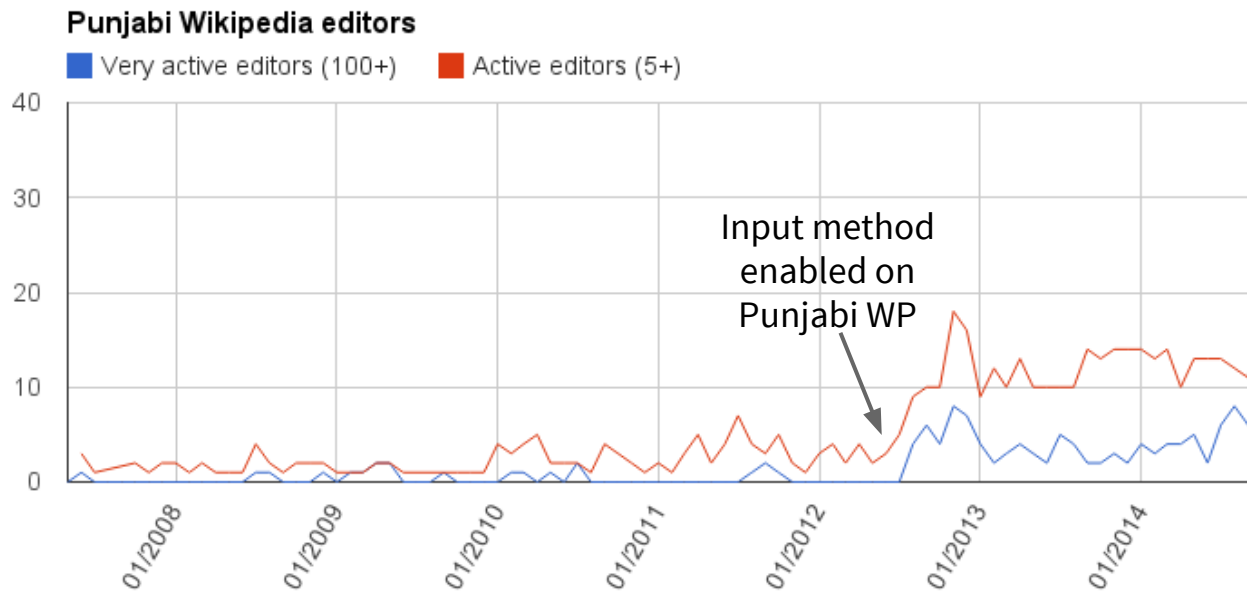
# What we know about: **Contributors**

A **complex language landscape** affects editing:

- More than one language; **context** matters
- Education, secondary sources, media, technological support all vary by language

# But enabling contribution in all languages is critical

## 1 Already done: **Universal Language Selector**



## 2 Just deployed: **Content Translation**

*18% of contributors said\* they frequently translate articles into their language, with the highest in **Egypt at 55%***

\*From 2014 Global South Survey (n=47000)

# What we know about: **Contribution**

## **Low-bandwidth-friendly UX** remains an inhibitor

User:ViswaPrabha is a longtime Malayalam Wikipedian, with more than **36,000 edits**.



*"I could have made at least **double [my edits]**, if clicking Edit (wikitext) took less than **30 seconds** to get to the editable area, on my **low-bandwidth** connection. While I wait, I switch over to the tab with Facebook...*

*...**two hours later**, I realize I wanted to edit something on that page... but what?"*

# Interpretation of **notability, reliable sources** may create bias

- The **policy is fine!**
  - Good-faith **policy**-compliant contributions rejected
  - WP:RS interpreted narrowly
- Existing **non-western traditions** of knowledge hard to cite
- **Oral** knowledge uncitable

## Bisi Adeleye-Fayemi

From Wikipedia, the free encyclopedia

This is an **old revision** of this page, as edited by **Anasuyas** ([talk](#) | [contribs](#)) at 02:11, 21 June 2014. [Click here](#) to link to this revision, which may differ significantly from the [current revision](#).

(diff) ← Previous revision | [Latest revision](#) (diff) | [Newer revision](#) → (diff)

**Bisi Adeleye-Fayemi** (born June 11, 1963) is a Nigerian activist, author and fund-raiser. She is currently [First Lady](#) of [Ekiti State](#) in western [Nigeria](#).<sup>[5]</sup>

### Education

Adeleye-Fayemi received her [Bachelors](#) ([B.A.](#)) and [Masters](#) ([M.A.](#)) in [History](#) from the [University of Lagos](#) in Nigeria. She also holds a Masters in [Gender Studies](#) from the [University of Middlesex](#). Her interest in women's contributions to socio-economic development in south-western Nigeria prompted her to continue on to a Masters in Gender and Society at Middlesex.<sup>[7]</sup>

### Career

In 2001, Adeleye-Fayemi with Hilda M Tardia and Joana Foster, founded the [African Women's Movement in Africa](#).<sup>[8]</sup> She was appointed its first Executive Director.<sup>[9]</sup> She is also the international development organisation for African women, based in the [United Kingdom](#), the [Women's Leadership Institute](#) (AWLI) which has helped train over 3,000 women from 40 countries.

### References

- ↑ "[About Bisi Fayemi](#)". <http://erelufayemi.com/>. Retrieved June 21, 2014.
- ↑ "[Board](#)". [www.awdf.org](http://www.awdf.org). Retrieved June 21, 2014.
- ↑ "[Bisi Adeleye-Fayemi Profile](#)". [philanthropyforum.org](http://philanthropyforum.org). Retrieved June 21, 2014.
- ↑ "[Profile About Bisi Adeleye-Fayemi](#)". Ashoka [www.changemakers.com](http://www.changemakers.com). Retrieved June 21, 2014.
- ↑ Okwara, Vanessa (June 15, 2014). "[I want my husband to be a great leader - Erelu Bisi Adeleye-Fayemi](#)".
- ↑ "[Bisi Adeleye-Fayemi Profile](#)". [philanthropyforum.org](http://philanthropyforum.org). Retrieved June 21, 2014.
- ↑ Adesina, Gbenro (19 June, 2013). "[The Story of My Life - Erelu Bisi Adeleye-Fayemi](#)".
- ↑ 2014. Check date values in: |date= (help)
- ↑ "[About AWDF 10 Years of Leadership and Empowerment for African Women](#)". [www.awdf.org](http://www.awdf.org). Retrieved June 21, 2014.
- ↑ Waweru, Nduta. "[Nana Darkoa-Seykiamah opens windows to African women's business](#)".
- ↑ "[Bisi Adeleye-Fayemi Profile](#)". [philanthropyforum.org](http://philanthropyforum.org). Retrieved June 21, 2014.
- ↑ "[Profile About Bisi Adeleye-Fayemi](#)". Ashoka [www.changemakers.com](http://www.changemakers.com). Retrieved June 21, 2014.

# (Literally) Five minutes later!

***This article may meet Wikipedia's [criteria for speedy deletion](#) as an article about a real person, individual animal, organization (band, club, company, etc.), web content or organized event that does not credibly indicate the importance or significance of the subject. See [CSD A7](#).***

If this article does not meet the criteria for speedy deletion, or you intend to fix it, please remove this notice, but **do not remove this notice from pages that you have created yourself**. If you created this page, and you disagree with the given reason for deletion, you can click the button below and leave a message, explaining why you believe this article should not be deleted. You can also [visit the talk page](#) to check if you have received a response to your message.

Contest this speedy deletion

Note that once tagged with this notice, this article may be deleted at any time if it unquestionably meets the speedy deletion criteria, or if an explanation posted to the talk page is found to be insufficient.

**Note to administrators:** this article has content on its [talk page](#) which should be checked before deletion.

Please use a more specific template - `{{db-person}}`, `{{db-animal}}`, `{{db-band}}`, `{{db-club}}`, `{{db-inc}}` or `{{db-web}}` where possible.

This page was [last edited](#) by [Ireneshih](#) ([contribs](#) | [logs](#)) at 09:28 UTC ([7 months ago](#))

Please consider placing the [template](#):

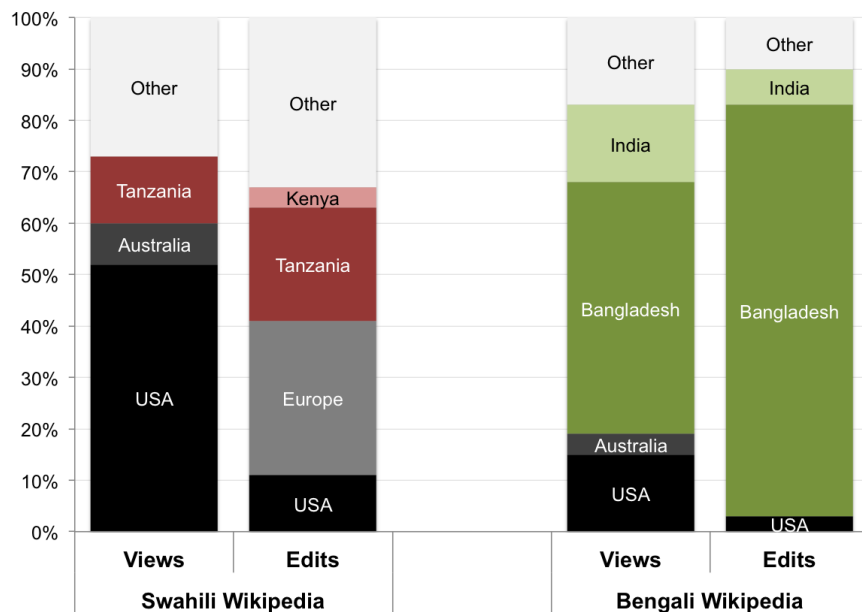
```
{{subst:db-notability-notice|Bisi Adeleye-Fayemi|header=1}} ~~~~
```

on the talk page of the author.

# What we know about: **Communities**

Communities are **geographically dispersed** both in and out of country, with **editorship not necessarily following viewership**

Examples of out-of-country dispersion\*



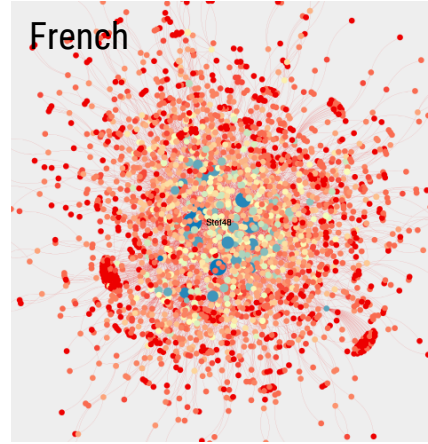
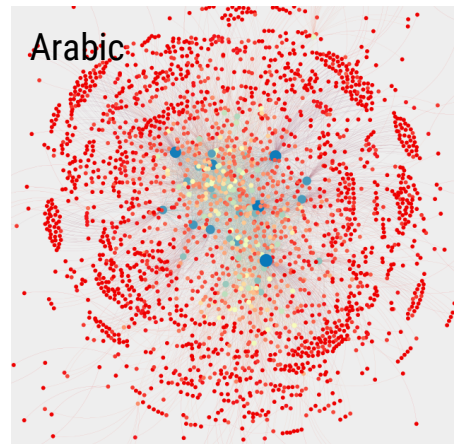
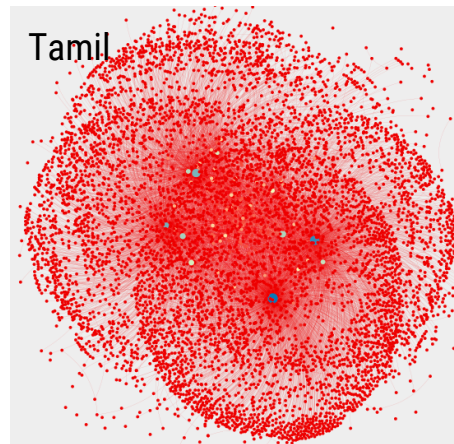
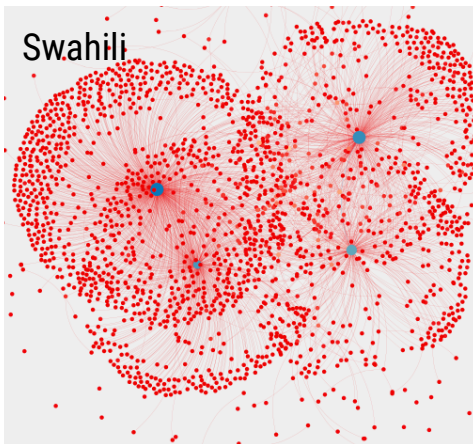
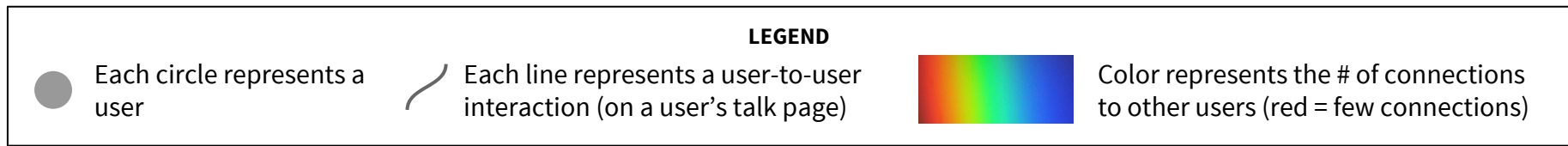
Examples of in-country dispersion

In **Turkey** (~500 active editors), editors live in many of Turkey's ~80 cities. **They do not meet up or conduct off-wiki activities**, even in Istanbul or Ankara.

In **Brazil** (~1500 active editors), editors live all over the country. **Only the São Paulo community meets up, 2-3 times a year.** Sporadic off-wiki programmatic work by individuals or small teams.

\*Source: <http://stats.wikimedia.org> for Dec 2014

# But there are evolving forms of on-wiki communication, varying by community size



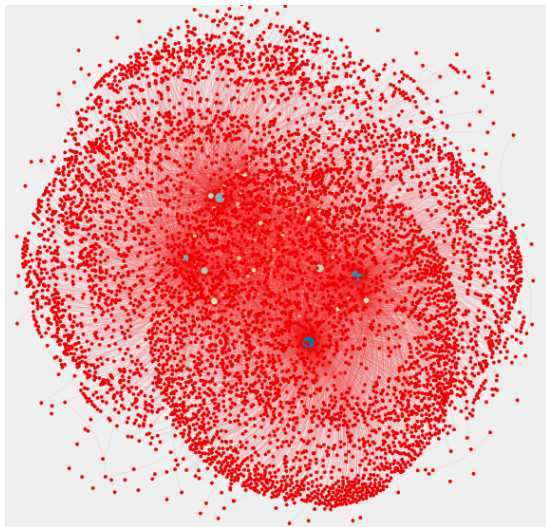
*Increasing number of Wikipedia editors*

Note: Social maps generated from interactions on User talk pages only; the more connections with other users, the closer a user is brought toward the center;  
Data notes: Article count as of Dec 2014; (\*) Average calculated over Sept 2013 to Sept 2014



# But similarities in community size aren't enough to draw conclusions

out:~530  
in: ~115



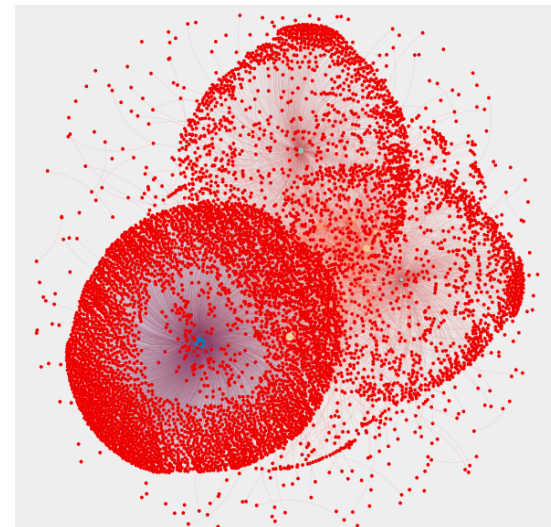
out:~1000  
in: ~100

Tamil community

Specific opportunities: State-level **institutional partnerships**

Specific challenges: Increasing **volunteer pool**; **retention**

out:~1200  
in: 22



out:~4000  
in: 7

out:~1000  
in: 0

Hindi community

Specific opportunities: Nat'l-level partnerships; **mass campaigns**

Specific challenges: **Geographic dispersion**; **large turnover**.



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# Suggested takeaways

Access + Awareness + Local language content

Native language contribution is **complex but crucial**

There is **no one context** to rule them all

We need to **scale** and customize **carefully**

We need **diversity** of language/community models **in Product** thinking

# Where can you learn more?

## **WMF Tech Talk: Wikipedia Zero**

Week of February 16, 2015 - Time/Date TBD

## **Research showcase: Global South survey by Haitham Shammaa**

**Feb 18, 2015 11:30AM PST - 6th Floor Collab + Hangout**

## **Documentary: *People are Knowledge* by Achal Prabhala**

**March 4, 2015 4-5:30PM PST - 6th Floor Collab + Hangout**

Viewing of 45m video, followed by Q&A with journalist and filmmaker Achal Prabhala

## **Panel discussion on Global South activities to date -**

**“What we have done so far, have we tried \$IDEA, and can I haz links?”**

**March 2015 - Time/Date TBD**

Q&A with Asaf Bartov, Amir Aharoni, Carolynne Schloeder, Jan Eissfeldt, and Quim Gil

# Discussion

# Appendix

# Notes & Sources

- [1] **Note:** Population and Internet users estimates as of July 2014  
**Source:** [Internet Live Stats](#) (Elaboration of data by ITU, United Nations Population Division, Internet & Mobile Association of India (IAMAI), World Bank)
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- [2] **Source:** [Wikimedia Traffic Analysis Report - Wikipedia page edits per country](#)
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- [3] **Note:** Population estimates as of July 2014  
**Source:** [Internet Live Stats](#) (Elaboration of data by ITU, United Nations Population Division, Internet & Mobile Association of India (IAMAI), World Bank)
- 
- [4] **Note:** Assumes proportion of readers from the GS follows proportion of page views (~30% of total page views from Global South)
- 
- [5] **Source:** <http://tools.wmflabs.org/grantmaking/geo-data-prototype.html>
- 
- [6] **Note:** The number Ethnologue 2013 supports is 1200M (1.2B) English speakers, 400M native + 800M L2 speakers.  
**Source:** **Ethnologue, 17th edition, 2013.**

# Biggest opportunity for WMF to affect largest number of people is with GS non-readers online today

	Already online today			Not yet online today
	Current Contributors	Current Readers	Not currently Readers	
<i>World</i>	~70K	~0.5B	~2.5B	~4.2B
<i>Global South</i>	~14K (20%)	~0.15B* (30%)	~1.6B (64%)	~4B (95%)
<b>Access &amp; Infrastructure</b>	Sufficient but variable access & infra. to contribute	Sufficient but variable access and infra. to read	Sufficient but variable access and infra. to read	No or nascent access & infrastructure
<b>Awareness</b> <i>Exposure and understanding of the projects</i>	Adequately aware of the Wiki projects, potentially more broadly than their home wiki	Adequately aware of the Wiki projects they read	Largely unaware of the Wiki projects	Largely unaware of the Wiki projects; very small group using Offline WP
<b>Motivation</b> <i>Interest in engaging in the content or the movement</i>	Motivated to contribute content	Interested in reading; multiple dimensions involved in conversion to editors	Lack of awareness inhibits motivation	Potential obstacles in: cultural/behavioral norms, perception of reliability

Note: Population estimates as of July 2014; (\*) Assumes proportion of readers from the GS follows proportion of page views (~30% of total page views from Global South)

Source: [Internet Live Stats](#) (Elaboration of data by ITU, United Nations Population Division, Internet & Mobile Association of India (IAMAI), World Bank)