"I can’t find it!"

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Jorge Vargas
@jorgeavargas

Jan Gerlach
@pd_w

3.8 billion not online...

Infrastructure	Affordability	Consumer readiness	Content
Mobile infrastructure	Mobile tariffs	Basic skills	Local relevance
Network performance	Handset price	Gender equality	Availability
Other enabling infrastructure	Income		
Spectrum	Inequality		
	Taxation		

Source: GSMA Connectivity index

Lack of relevant content online is a big barrier to access.

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Why?

Some potential ideas...

- Local / geographical relevancy
- Not available in local language
- Content may not be trustworthy or trusted.
- Content not relevant to a certain age group, ethnicity, cultural group, or other cohort.
- Reliance on non-written or otherwise non-traditional ways to preserve knowledge

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How can we measure?

To start...

- Accessibility of top ranked Google Play mobile apps
- Number of apps available in first language
- Proportion of population with accessible apps in first language
- Local Relevance
- Mobile Social Media Penetration

GSMA Mobile Connectivity Index

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Wikipedia is also a great indicator

- Wikipedia content:
  - Wiki Stats 2.0 (in progress)
- Number of languages
- Number of articles
- Number of active editors in local languages

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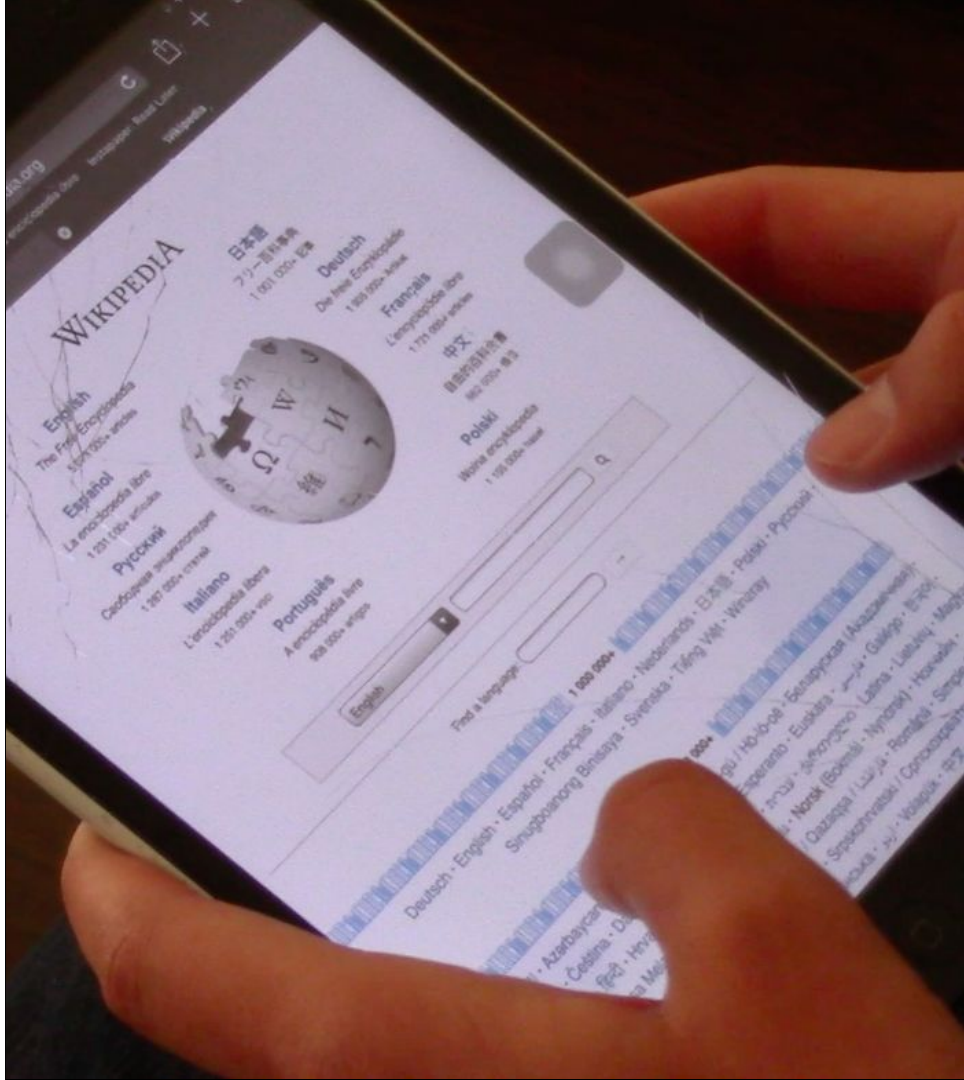

What is Wikimedia doing?

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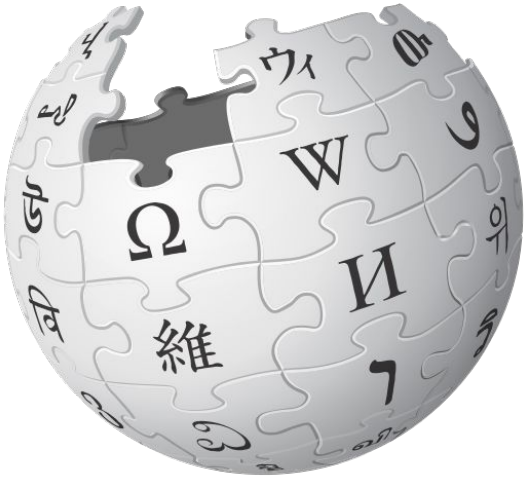
Wikipedia

45,000,000M articles

75,000 active editors

300 languages



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Freedom on the Net report (Freedom House)

In Nigeria, which is “home to over 500 local languages, most internet content is in English, and local language content is vastly underrepresented. For example, the Wikipedia pages in the three major Nigerian languages of Yoruba, Hausa, and Igbo are sparsely developed, and in many instances, Wikipedia entries on Nigerian topics are edited by editors not residing in Africa.”

Freedom House

Empowering local creation of content

Editathons! Translatathons!

CC-by-SA 4.0 - Zachary McCune

Preserving indigenous languages

Bolivia: Quechua and Aymara

CC-by-SA 4.0 - Barrioflores

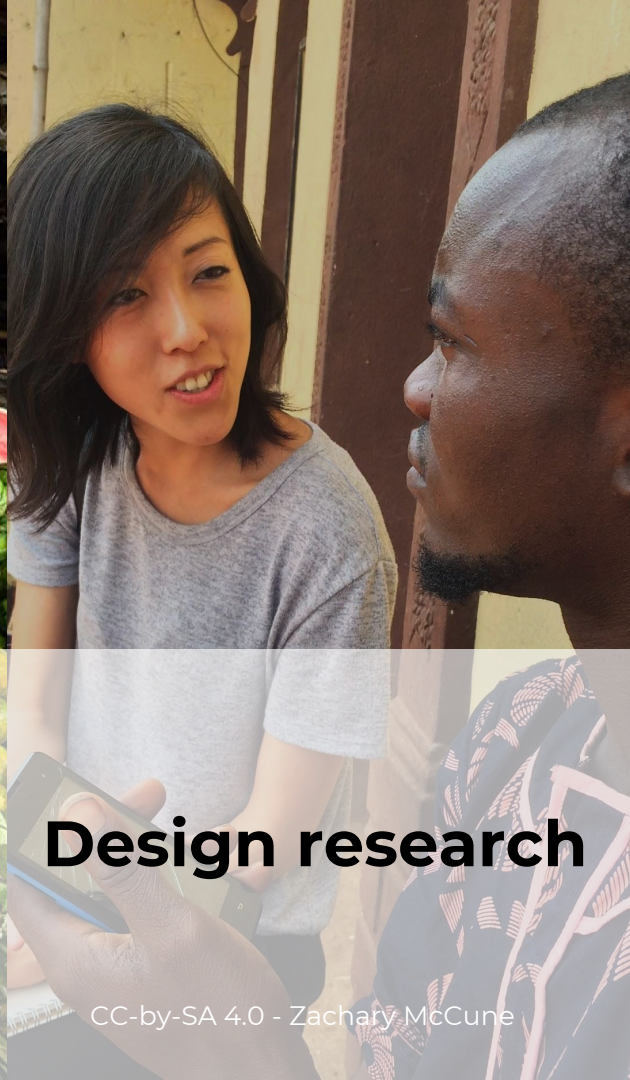
"New Readers" research

Community engagement

CC-by-SA 4.0 - Zachary McCune

Phone surveys

CC-by-SA 3.0 - Omaranabulsi



Design research

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What can we do?

Proactive Public Policy actions

- Changes to copyright law: promote the public domain
- Funding policies for the creation of content
- Education policies that foster digital literacy
- Policies focused on marginalized groups and content creation: i.e. gender gap actions

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Negative policies to address

- Laws, regulations, or cultural actions that prohibit a language.
- Policies that affirm one language over others where there's plurality.
- Censorship, surveillance, and other issues keeping people away from creating content.

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Thank you!

jvargas@wikmedia.org
@jorgeavargas