



# Proposal: Ford Foundation Multimedia Participation Project

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*Imagine a world in which every single human being can freely share in the sum of all knowledge. That's our commitment.*

**– Wikimedia Foundation Vision Statement**

<b>1. OVERVIEW AND CONTEXT.....</b>	<b>4</b>
<b>2. PROJECT GOAL SUMMARY.....</b>	<b>5</b>
<b>3. BACKGROUND.....</b>	<b>5</b>
3.1. ABOUT THE WIKIMEDIA FOUNDATION .....	5
3.2. ABOUT WIKIPEDIA.....	5
3.3. ABOUT MEDIAWIKI .....	6
3.4. ABOUT WIKIMEDIA COMMONS .....	6
<b>4. UNIQUE QUALITIES OF WIKIMEDIA AS A RICH MEDIA COMMUNITY.....</b>	<b>7</b>
4.1. OVERVIEW.....	7
4.2. COMMONS IS AN EDUCATIONAL PLATFORM.....	7
4.3. COMMONS IS A COLLABORATIVE, COMMUNITY PROJECT.....	8
4.4. COMMONS FOSTERS INTERNATIONALISM AND LANGUAGE DIVERSITY.....	8
4.5. COMMONS IS A MASSIVE CONTENT DISTRIBUTION ENGINE.....	8
4.6. COMMONS INCLUDES METADATA AND LINKS TO CATEGORIES.....	9
<b>5. BARRIERS TO PARTICIPATION.....</b>	<b>10</b>
5.1. OVERVIEW.....	10
5.2. CURRENT MEDIA UPLOADING PROCESS.....	11
<b>6. PROJECT PROPOSAL .....</b>	<b>14</b>
6.1. SCOPE.....	14
6.2. GUIDING PRINCIPLES.....	14
6.3. PROJECT DESCRIPTION .....	15
6.3.1. <i>Stage 0: Preparation and Set-Up (2 months)</i> .....	15
6.3.2. <i>Stage 1: User testing (1 month)</i> .....	15
6.3.3. <i>Stage 2: Development specifications; development (6 months)</i> .....	15
6.3.4. <i>Incremental roll-out and refinements (3 months)</i> .....	16
6.3.5. <i>Final user testing (1 month)</i> .....	16
6.4. MEASURES OF SUCCESS.....	16
<b>7. IMPACT SCENARIOS .....</b>	<b>16</b>
7.1. BENEFIT TO COMMUNITIES IN MANY LANGUAGES.....	16
7.2. BENEFITS TO THE FREE CULTURE ECOSYSTEM .....	17
7.3. BENEFITS TO DISADVANTAGED COMMUNITIES.....	17
<b>8. PROJECT PLAN.....</b>	<b>18</b>
8.1. HIGH-LEVEL TIMELINE.....	18
8.2. MANAGEMENT.....	19
8.3. PROJECT TEAM.....	19
<b>9. BUDGET.....</b>	<b>20</b>



These photos\* from the Wikimedia Commons repository are included on the “XO” laptops distributed by the One Laptop Per Child program. Daniel Drake from the OLPC Ethiopia program writes in his blog about two researchers studying the use of the XO laptops by Ethiopian school children:

*“Later in their journey, still before reaching the school, they find a child under a tree using his XO. Unlike all the other kids, he’s not at all excited about their presence, or them taking photos, and has no interest in seeing those photos on the camera display. He’s glued to his XO screen. They peer around to see what is draining all his attention, and they see the child looking through the [Wikimedia Commons] Nature Images bundle. This kid is fascinated by photos of the Eiffel tower, space shuttles, etc. His horizons just exploded...”*  
 [ <http://www.reactivated.net/weblog/archives/2008/10/ethiopias-second-olpc-deployment/> ]

\* Licensing information at: [http://wiki.laptop.org/go/Nature\\_images](http://wiki.laptop.org/go/Nature_images)

## 1. Overview and Context

The Wikimedia Foundation requests a grant in the amount of \$300,000 in order to empower people of all languages and cultures to collectively create, share, improve and describe educational images, sounds and videos under open access licenses, and under the “fair use” doctrine of United States copyright law and similar jurisdictional exemptions to copyright law. Funds from this grant will support research and development to systematically assess legal and technical complexity associated with peer production already happening in the Wikimedia community, and to address discovered complexities through open source technology improvements and the implementation of simple and clearly documented workflows.

Google and Yahoo! have empowered millions of people to share videos and photographs through YouTube and Flickr. Their success, exemplified by the U.S. President's weekly YouTube video address, makes it remarkable that as of January 2009, YouTube is available in only eight languages, and Flickr is available in only 14, excluding speakers from the largest languages (such as Arabic, Hindi, Russian, Vietnamese) and smallest languages alike.

The Universal Declaration of Human Rights recognizes freedom of expression (Art. 19) and a right to education (Art. 26). The Internet has undeniable transformative potential to confer these rights to a greater degree, and to more people, than ever before in human history. Commercial services cannot be expected to fully achieve this potential, and indeed they have not done so. There is a “transformative gap” between what is possible (non-discriminatory, community-based expression and collaboration contributing to an ever-growing educational commons), and what has been achieved (a new media landscape that is divided by languages, economic access, and the motives of individual participants).

Unlike commercial services, Wikipedia has from the beginning been committed to principles of universal access in all languages under open licensing policies. More than 150,000 volunteers world-wide have, from the bottom up, developed encyclopedias in more than 250 languages – for many of which it is the first encyclopedia on the web. The non-profit Wikimedia Foundation, through its international outreach programs, is actively engaged in growing this global community.

Almost 4 million images, sound files and videos have already been contributed to Wikipedia's multimedia archive, Wikimedia Commons. Users must overcome significant technical and legal challenges when using the repository; complexity is a typical side-effect of bottom-up community development processes and also found in many other open source projects. In partnership with the Ford Foundation, the Wikimedia Foundation will reduce some of that accumulated complexity through clear instructions, simplified workflows, and sensible defaults. We will therefore significantly strengthen Wikimedia Commons as a non-profit, community-driven, multilingual, open access educational environment that can help to close the transformative gap identified above.

## 2. Project Goal Summary

The primary goal of this project is to achieve a measurable increase in the ease of contributing to Wikipedia's multimedia repository, *Wikimedia Commons*, thereby leading to a growth in participation resulting in a greater number of freely available high quality educational media. This goal will be achieved through the technical development of a user-friendly process that will make it easy for anyone – even those without prior experience contributing to Wikipedia or prior knowledge about open access licensing frameworks and fair use – to upload multimedia. The development of this open source software will be facilitated through user testing and community consultation.

This project will help to establish Wikimedia Commons as the leading repository of open access educational multimedia content, benefiting the free culture ecosystem in all languages and cultures, and making knowledge and educational media accessible to a global community. It will foster collaboration and participation by a global community.

## 3. Background

### 3.1. About the Wikimedia Foundation

The Wikimedia Foundation (WMF, [www.wikimediafoundation.org](http://www.wikimediafoundation.org)) is an audited, 501(c)(3) non-profit charitable organization based in San Francisco, California. It is dedicated to making free knowledge available to everyone on the planet by empowering a global network of volunteers to collaboratively develop educational resources. The goals of the Wikimedia Foundation are central to all of its activities, in particular its goals to raise participation and community engagement, and increase the quality and dissemination of information.

For the fiscal year 2008-2009, WMF has budgeted 5.97 million dollars of annual expenses. As of February 2009, WMF employs 23 full-time staff members. The overwhelming majority of WMF's revenues come from donations and grants. Its projects do not include advertising. The flagship project operated by the Wikimedia Foundation is Wikipedia, a free encyclopedia.

### 3.2. About Wikipedia

Wikipedia ([www.wikipedia.org](http://www.wikipedia.org)) is a web-based encyclopedia containing more than 11 million articles in 265 languages. The English language Wikipedia is the most comprehensive edition and contains more than 2.6 million articles. According to comScore, 289 million people visited Wikipedia in January 2009, making it the 4th most popular website in the world.

Wikipedia's articles are written by volunteers. As of February 2009, the Wikimedia Foundation estimates the active number of volunteer contributors to be greater than 150,000 world-wide.

Launched in January 2001, Wikipedia has become the most comprehensive, most multilingual and most frequently used encyclopedia in human history. The knowledge in Wikipedia is distributed under “open access” copyright licensing terms, making it freely available forever.

### **3.3. About MediaWiki**

MediaWiki ([www.mediawiki.org](http://www.mediawiki.org)) is the authoring software used to develop the content of Wikipedia and other wiki projects, including Wikimedia Commons. MediaWiki is open source software that is managed and maintained by the Wikimedia Foundation. To date, its user interface has been translated into more than 100 languages.

The first software package used by Wikipedia was an existing open source wiki software. In 2002, volunteer software developers began work creating a new software package specifically for Wikipedia. Until 2005, all MediaWiki developers were volunteers, and as of February 2009, the Wikimedia Foundation employs only five software developers.

Nevertheless, MediaWiki is one of the world's most popular publicly-available wiki software packages. It is used by thousands of wiki websites in addition to the ones hosted by the Wikimedia Foundation, including wikis run by Novell, Intel, Sun Microsystems, Microsoft, Siemens and Gartner, the US federal government, and many academic and educational projects.

### **3.4. About Wikimedia Commons**

Wikimedia Commons (Commons, [commons.wikimedia.org](http://commons.wikimedia.org)) is an online repository of free educational multimedia content (images, sound files and video clips). Anyone can upload, edit, copy, reuse, modify, or download Commons content for offsite use. Commons is the designated shared repository for all open access multimedia that enriches and augments Wikipedia articles in all languages, as well as Wikimedia's other projects. Its contributors are typically volunteers who are already active in one or more Wikimedia projects.

As of February 2009, it contains approximately 3.9 million multimedia files. These can be broken down as follows (all numbers approximate):

- 3.1 million JPEG files (primarily photos)
- 90,000 GIF files (primarily animations)
- 430,000 PNG files (primarily screenshots, illustrations and scanned texts)
- 220,000 SVG files (scalable vector graphics illustrations)
- 93,000 Ogg Vorbis files (sounds, music, spoken Wikipedia articles, dictionary pronunciation files, etc.)



- 2,500 Ogg Theora files (videos)<sup>1</sup>
- 3,000 DjVu files (multi-page files containing digitized texts)

All these file types are supported intelligently by the software. SVG illustrations, for example, are also automatically converted to the more widely supported PNG format for display purposes. Ogg Vorbis and Ogg Theora sound and video files can be played back using an embedded player. DjVu multi-page scans include a page navigation tool. Images, animations and videos are resized as required.

While Wikimedia Commons primarily recruits new volunteers from Wikipedia's active community of more than 100,000 people world-wide, its community has developed many rules and guidelines of its own.<sup>2</sup> Most importantly, to be permitted on Commons, files must serve an educational purpose and be available under open access terms (including the permission to use the files commercially).

## **4. Unique qualities of Wikimedia as a rich media community**

### **4.1. Overview**

Wikimedia Commons is uniquely placed to foster a culture of participation and community engagement through multimedia. It is defined through the core values of the Wikimedia Foundation, which include a commitment to providing educational content; creating a collaborative and transparent work environment; sharing information across linguistic and cultural barriers; providing educational content under free licenses so that it is universally accessible and reusable; and employing open source technology.

### **4.2. Commons is an educational platform**

Where Commons differs from other repositories of media is its unique focus on education. There is no shortage of websites on which personal media (photos of birthday parties, holiday photos, "baby's first steps" videos, etc.) can be uploaded, stored, and shared. Commons' commitment to educational goals, however, is a defining quality. This core value is defined on the Wikimedia Commons project scope page: "Wikimedia Commons is a media file repository making available public domain and freely-licensed educational media content (images, sound and video clips) to all."

Personal photos are rarely placed on Commons, because they possess little educational value. As a simple example, a photo of a historically significant building with a person posing in the foreground would be an appropriate picture on a photo sharing site like Flickr, but only the building itself would be of interest to the Commons community.

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<sup>1</sup> The low number of video files is explained in part by Wikimedia's position to only support file formats which are open standards unencumbered by licensing fees, and Ogg Theora and Ogg Vorbis are still less popular and less widely supported than, for example, the proprietary MP3 and H.264 formats. The built-in support for Ogg Theora and Ogg Vorbis in Firefox 3.1 is expected to significantly increase adoption.

<sup>2</sup> See [http://commons.wikimedia.org/wiki/Category:Commons\\_policies](http://commons.wikimedia.org/wiki/Category:Commons_policies)

Educational illustrations, photos of persons of contemporary or historical significance, maps, scientific conceptualizations, audio recordings of notable historic or creative note, digitizations of valuable manuscripts, scans of historic paintings, and so forth – these are examples of media that would be appropriate on Commons.

Commons includes a "media of the day" section that contains some of the best educational media on Commons.<sup>3</sup> Recent "media of the day" features include Charles Lindbergh's arrival at Brussels at the conclusion of his transatlantic flight, an audio clip of the music of Monteverdi, and the deposit of bacterial broth into a petri dish.

#### **4.3. Commons is a collaborative, community project**

Volunteers frequently update categories and metadata as more information is discovered, and generally assure that information on multimedia is up-to-date and available in multiple languages. This carefully cultivated atmosphere of mass collaboration (based on the same fundamental principles of Wikipedia) ensures that Commons media files remain useful, accurate, and relevant.

The community of volunteers has grown organically along with the project. Volunteers specialize and contribute in several ways, such as: identifying license compliance issues, appropriately categorizing images, patrolling recently uploaded images to be within the project's educational scope, nominating high quality media to be added to a list of featured media, restoring historic photographs, translating descriptions into other languages, and so forth.

This is an almost unique quality, as most media repositories rely on the uploader of any given media object to provide the entire metadata for the object, and do not allow others to improve the metadata or the object itself. The historical image restoration community in Wikimedia Commons has become a small but notable sub-community, and has lobbied for the creation of a dedicated Wikimedia project for this purpose.

#### **4.4. Commons fosters internationalism and language diversity**

Wikimedia Commons owes a substantial amount of its success to the level to which it has been internationalized, particularly with regard to the translation of the interface, instructions, and tools in languages other than English. The Commons interface has been translated into more than 85 languages. This diversity of languages allows for exceptional opportunities to motivate contributors not just in countries with highly developed economies. Where no media repository exists in a particular language, Wikimedia Commons becomes the default archive for creators of freely licensed media content.

#### **4.5. Commons is a massive content distribution engine**

Content uploaded to Wikimedia Commons is highly exposed and very likely to have large international and global reach. This is achieved through three key mechanisms:

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<sup>3</sup> [http://commons.wikimedia.org/wiki/Commons:Media\\_of\\_the\\_day](http://commons.wikimedia.org/wiki/Commons:Media_of_the_day)



- Commons is the designated shared multimedia repository for all Wikipedia languages. After a file has been uploaded to Commons, any Wikipedia author can add this file to an article simply by typing its name into the edit interface. This instant usability of media in Commons means that they are often very quickly added to Wikipedia articles in multiple languages. Due to Wikipedia's extraordinary global reach and its search engine ranking on many key terms, media on Commons will often be the first thing that people searching for any given relevant term will see.

- As noted above, all media in Wikimedia Commons are published under open access terms. As such, they can be and are re-used across the boundaries of the media repository – on other websites, and in other media. An example quoted in the beginning of this proposal is the bundling of high quality media from Wikimedia Commons on tens of thousands of laptops distributed by the *One Laptop Per Child* project.

- MediaWiki, the open source software powering all Wikimedia projects, can be configured to use Wikimedia Commons as its media repository. This means that any wiki installation world-wide can access Wikimedia Commons in the same way Wikipedia does, allowing transparent use of media uploaded to Commons. This feature was only introduced to MediaWiki in August 2008, but some sites have already adopted it, including WikiEducator.org, an open educational community.

Files from Wikimedia Commons have appeared in thousands of publications across the world, both in print and online. The Wikimedia Commons community tracks those uses, and a real-time directory of known uses is available.<sup>4</sup>

#### **4.6. Commons includes metadata and links to categories**

Far from being just a collection of files, Wikimedia Commons is a rich archive with built in categorization and descriptive information important to the file. When uploading files, users are encouraged to add as “metadata” as much information as they know about a file: what does it represent? Why is it important? Under which license is it covered?

Using a system of categories (which can be easily updated and changed), users are able to put a file into a series of categories. For instance, a photo of a castle could be included in the categories “Castles”, “Castles in Spain”, “Basque Castles”, “Castles from the 1200s”, and many others. Users can then view each of those categories independently and quickly and accurately dissect the massive amount of media into precise, user-definable groups. The maintenance and categorization are not simply at point-of-entry – they are routinely updated both manually and by automatic scripts.

These categories, though, are defined on multiple levels, as are keywords on other media repository sites. Categories can be parents of each other, so that everything in the category "Apple" could also be listed in the category "Fruit". As media are appropriately categorized, the usability of that media increases exponentially. In addition to being used to

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<sup>4</sup><http://toolsserver.org/~para/caams.php> (may be slow to load)

classify media, categories are used internally for maintenance, such as identifying media licenses, or flagging problematic media.

## 5. Barriers to Participation

### 5.1. Overview

Wikimedia Commons has grown rapidly and exponentially as a project supporting Wikipedia, but this growth was only possible because there was an existing community of Wikipedia contributors familiar with the site's policies and its technical interface. Volunteers from Wikipedia and its sister projects therefore make up the Wikimedia Commons core community today.

Users do in fact only typically become familiar with the process for contributing multimedia *after* they have learned how to edit Wikipedia. As such, the potential of Wikimedia Commons to encourage multimedia participation does not extend easily into groups who could contribute valuable educational media: educators, students, institutions, and many others. A key reason for this is the complexity of the process, which can be divided into two categories:

- the complexity of uploading a file, properly describing it, and adding it to an article;
- the complexity of choosing a Wikimedia compliant license, and of understanding open access licensing in general.

Wikimedia also supports *fair use* of copyright protected content in very limited circumstances. Every community responsible for a Wikimedia project in a given language (e.g. the English version of Wikipedia, the German version of Wikibooks, etc.) can develop a so-called “Exemption Doctrine Policy” which lays out under what circumstances it is acceptable for copyrighted works to be added to the project. This system was developed to allow for policies that are appropriate for the predominant jurisdiction that applies to the volunteers of any given project, as the American “fair use” doctrine is not universally applicable.

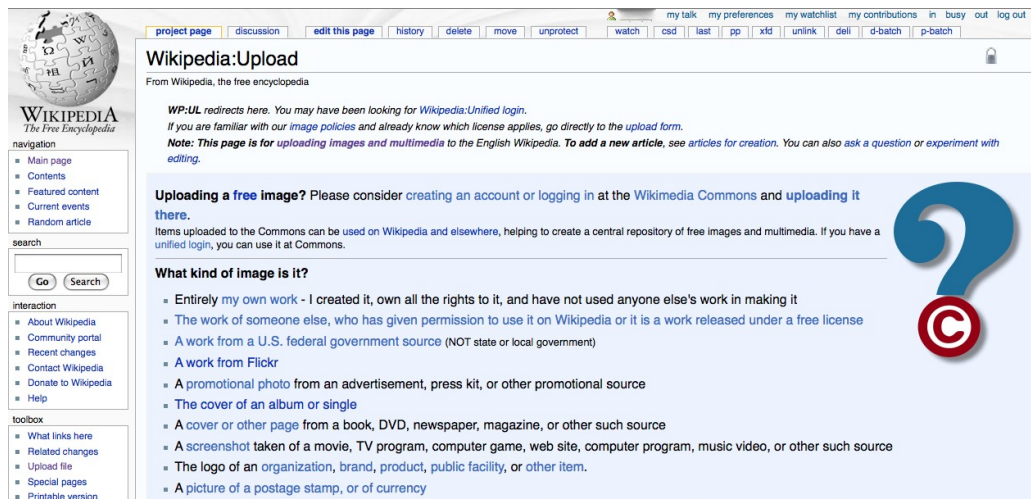
In the case of the English Wikipedia, project participants are permitted to upload a very limited set of copyrighted works, such as historically significant photographs, low resolution album and book covers, screenshots of movies, short samples of music recordings, and so forth.

In practical terms, users have to understand the distinction between contributing a freely licensed work to “the commons”, and uploading a copyrighted work under the fair use doctrine or its equivalent in non-US jurisdictions. This is accomplished by uploading the file to Wikimedia Commons, or specifically only to the project that allows fair use, e.g. the English Wikipedia.

## 5.2. Current Media Uploading Process

The process for adding any multimedia file to Wikipedia is currently complex and confusing in a number of ways. A barrier for first-time users is that the process for uploading files is completely decoupled from editing. It is accessed using the “Upload file” link in the sidebar of the Wikipedia user interface.

If a user tries to upload a file while editing, they will leave the editing interface (and may accidentally lose some edits in the process). If they upload the file separately, they will first be taken to a complex page presenting detailed instructions, warnings, and options:



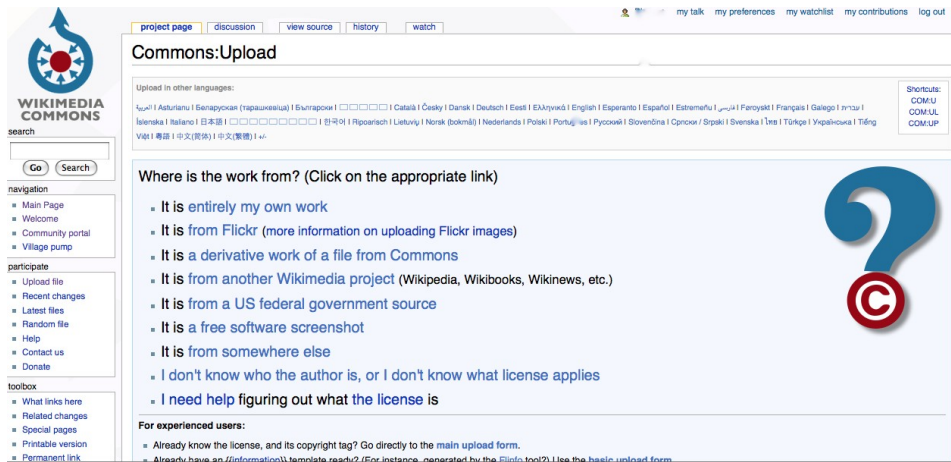
This screen invites the user to “create an account” at Wikimedia Commons if they are uploading a “free image”, and to upload the file there. (The hyperlinked word “free” leads to a Wikipedia definition of “free content”, explaining the concept of open access licensing.) If the user picks one of the other options characterizing the file, they will be taken to a *specialized* upload screen for that type of work (for example, a screen explaining the policies under which photos from Flickr are acceptable). Most of these upload screens refer back to Wikimedia Commons as an option for uploading freely licensed multimedia files.

The process suffers from three immediately obvious problems:

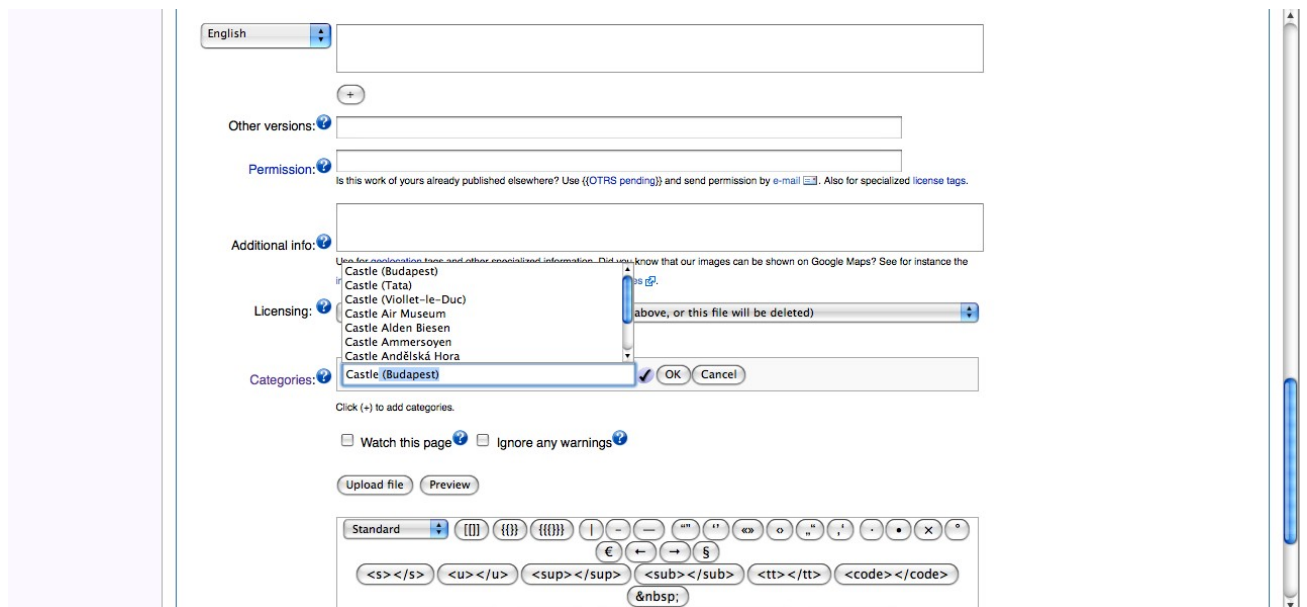
- Wikimedia Commons is a separate website and presented as such. Users are introduced to it, but the process of uploading a file to Commons is not integrated well into Wikipedia. The user may not understand the difference between an upload to the English Wikipedia and an upload to Wikimedia Commons.
- The process tries to intelligently navigate the user through all possible scenarios, while not making reasonable default assumptions. (For example, a reasonable default would be to assume that a user wants to upload a multimedia file they created and make it available under whatever license terms Wikipedia recommends.)

•The process tries to educate about copyright through the same interface that's used for uploading files. This “educational” aspect of the process is therefore something that users cannot avoid easily even after repeat uses of the system.

When crossing the bridge to Wikimedia Commons, the user is again presented with a similar but different selection interface:



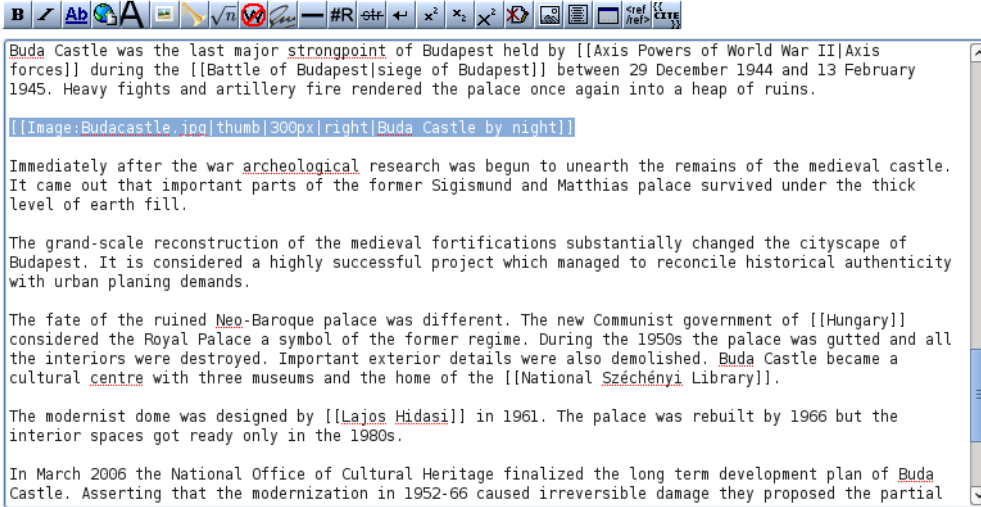
Provided the user has not given up yet, they will be taken to a specialized form, for example, the form for describing a work of their own. This form, again, includes a large header of instructional information, followed by the actual upload interface:



Note that even on a high resolution screen, the entire form does not fit into a maximized browser window without scrolling. While the form includes some documentation, many of the provided fields are irrelevant to common use cases. For example, the field “destination

filename” can be used to rename the file, and the field “other versions” can be used to reference other versions of the file that exist elsewhere on Wikimedia Commons.

If the file is successfully uploaded, the user is taken to a page embedding the file (e.g. a page displaying the picture, a page playing the video, etc.). This page, however, provides no obvious mechanism for actually adding the multimedia file to a Wikipedia article. In order to do so, the user has to navigate back to the Wikipedia article, edit it, and add the specific syntax that is used for adding and formatting images – the relevant syntax is highlighted below:



Buda Castle was the last major [strongpoint](#) of Budapest held by [\[\[Axis Powers of World War II|Axis forces\]\]](#) during the [\[\[Battle of Budapest|siege of Budapest\]\]](#) between 29 December 1944 and 13 February 1945. Heavy fights and artillery fire rendered the palace once again into a heap of ruins.

**[[Image:Budacastle.jpg|thumb|300px|right|Buda Castle by night]]**

Immediately after the war [archeological](#) research was begun to unearth the remains of the medieval castle. It came out that important parts of the former Sigismund and Matthias palace survived under the thick level of earth fill.

The grand-scale reconstruction of the medieval fortifications substantially changed the cityscape of Budapest. It is considered a highly successful project which managed to reconcile historical authenticity with urban planing demands.

The fate of the ruined [Neo-Baroque](#) palace was different. The new Communist government of [\[\[Hungary\]\]](#) considered the Royal Palace a symbol of the former regime. During the 1950s the palace was gutted and all the interiors were destroyed. Important exterior details were also demolished. Buda Castle became a cultural [centre](#) with three museums and the home of the [\[\[National Széchenyi Library\]\]](#).

The modernist dome was designed by [\[\[Lajos Hidasi\]\]](#) in 1961. The palace was rebuilt by 1966 but the interior spaces got ready only in the 1980s.

In March 2006 the National Office of Cultural Heritage finalized the long term development plan of [Buda Castle](#). Asserting that the modernization in 1952-66 caused irreversible damage they proposed the partial

Content that violates any [copyright](#) will be deleted. Encyclopedic content must be [verifiable](#). You irrevocably agree to release your contributions under the terms of the [GFDL](#).

[Edit summary](#) (Briefly describe the changes you have made):

Preview of edit summary: ([→History](#): )

As can be seen, the user needs to type the exact filename of the uploaded file into the edit window. This demonstrates, again, the problem with decoupling the uploading process from the editing process, as users can give up at any point in the process and end up with “orphaned” files that are not actually used in articles.

The process has grown to what it is today in part as a reflection of the deep commitment of the Wikipedia community to “get it right”: the community is concerned about keeping all its content compliant both with Wikimedia policies and with copyright law. It is also clear that the software itself has organically developed based on the needs of existing users, but never been systematically re-examined to lower barriers to participation for new users.

## 6. Project Proposal

### 6.1. Scope

The objective of this project is to increase participation in and contributions to Wikimedia Commons by implementing a 13-month software development, usability testing and documentation project to improve the interface for uploading multimedia files to Wikimedia Commons.

The deliverables should include the following key improvements:

- an integrated upload tool that can be accessed directly from the editing window;
- Wikipedia integration of Wikimedia Commons as a repository to store freely licensed media;
- an intelligent workflow for fair use media that are not permissible on Wikimedia Commons;
- an upload form process that emphasizes common defaults above less frequent use cases;
- separated instructions and tutorials for conveying key policy information and background on copyright law and licensing.

### 6.2. Guiding Principles

The success of MediaWiki up to this point has been the result of an open, agile development model, following the best practices pioneered by the open source community. We believe that it will be critical to the success of this initiative to follow these practices in the development of improvements to the MediaWiki software. They include:

- **Open source.** All software will be available under the terms of the GNU General Public License (GPL), allowing free modification and re-use by anyone else.
- **“Release early, release often.”** This key concept, which is common to both open source development and agile software development methodologies, simply means that changes are made iteratively, openly, and transparently, encouraging continuing review by peers, volunteer developers and user groups. Designs and tests are revisited and revised as iterative milestones are accomplished.
- **Openness to outside collaboration.** All development will happen in the Wikimedia Foundation's public code repository. Progress reports will be published in blogs, and outside contributions will be explicitly encouraged.
- **Building on the work of others.** An environmental scan will identify existing open source solutions which can be refined and built upon to meet defined requirements. As above, external contributors will be invited to collaborate.
- **Building on the knowledge of others.** When possible, we will try to hire developers with existing MediaWiki development experience. But, to the extent that



this is not possible, we will facilitate face-to-face workshops with paid and volunteer developers to share and document knowledge about the MediaWiki architecture.

- **Readiness for internationalization.** Code contributions, whether from volunteer developers or paid developers, will be made in line with Wikimedia's internationalization architecture to allow user interface messages to be localized into all languages.
- **Consultation of stakeholders.** While our goal is to encourage and broaden participation in Wikipedia, we will strive to do so in consultation with the existing community of contributors, in order to help foster their understanding and acceptance of changes to the user interface.

### 6.3. Project Description

The project will be executed in the following stages.

#### 6.3.1. Stage 0: Preparation and Set-Up (2 months)

In this stage, the project staff will be hired and the project plan will be finalized.

#### 6.3.2. Stage 1: User testing (1 month)

An initial user test with at least 10 participants will be conducted. In this user test, participants will be asked to complete a series of tasks related to media uploading, including:

- adding an image, sound file or video they have created to a Wikipedia article;
- adding an example of legitimate “fair use” content to a Wikipedia article;
- uploading a file and subsequently editing its metadata.

We will not necessarily explicitly tell the participants about Wikimedia Commons, but instead observe whether they utilize the media archive on their own accord. In general, we will record success or failure, and follow up through interviews with each participant. The results will be made public as a report.

#### 6.3.3. Stage 2: Development specifications; development (6 months)

The project developer and UI advisor will collaborate under the supervision of the project manager to develop the project's initial set of specifications, based on user testing, and will implement these specifications on the MediaWiki platform. The Wikimedia Foundation Chief Technical Officer and other senior developers will support the development process.

The deliverables will include, but not be limited to:

- Integrated upload tool: Through a pop-up tool, users will be enabled to upload media directly from the editing interface. This upload tool will intelligently distinguish between Wikimedia Commons and a local project, depending on the licensing status of the file being uploaded. The user interface will be minimal, and more advanced options will be accessible for use cases that deviate from default assumptions.

•Help page / tutorial system. A key problem with the current uploading process is that instructions, warnings and explanations for many fringe cases have been mixed with the actual uploading interface. We will develop a context-aware help system that can optionally be accessed to explain difficult concepts such as fair use, free content licensing, and so forth. This help system may even include an interactive quiz that could potentially be used as a precondition for participation.

#### **6.3.4. Incremental roll-out and refinements (3 months)**

Once the specifications have been fully implemented, the software will be deployed on *Wikimedia Labs*, the Wikimedia Foundation testing environment for new software. We will invite our community to test the feature, make any necessary refinements, and then deploy it into production usage.

#### **6.3.5. Final user testing (1 month)**

After the project has been deployed in production usage, a final user test will be conducted to compare the ease of use of the revised upload process with the previous state. The development team will continue to refine the software in these last weeks, addressing any issues that are discovered before the project is wrapped up.

### **6.4. Measures of Success**

The key measure of success will be the ability of users in tests before and after the completion of the project to perform the given tasks. If the failure rate of users in performing the given tasks is significantly reduced, the project can be considered a success.

In the long term, we expect to see a relative increase of participation in Wikimedia Commons. We will be able to measure this increase by comparing the rate of uploads per day before and after the deployment of the software. However, providing such measurements may not be possible within the grant period of 13 months.

## **7. Impact Scenarios**

### **7.1. Benefit to communities in many languages**

*Wikimedia Argentina, a local Wikimedia chapter organization, determines that multimedia content depicting Buenos Aires is lacking.* While there is plenty of text describing the capital city and its history, there are significant gaps in the coverage of major buildings and historical sites. The chapter organizes a group of students to take photographs of assigned buildings, and to shoot video of key locations.

Using the new integrated upload tool, the students can upload the content to Wikimedia Commons directly from the edit pages of the relevant articles in the Spanish Wikipedia. The photographs and videos are discovered by Wikipedia users in other languages, the

content is added to articles in those languages, and the descriptions are translated. Thanks to the free licensing and multilingual descriptions, users from around the world are empowered to use and remix this multimedia content.

## **7.2. Benefits to the free culture ecosystem**

*A local college of engineering runs a wiki on the latest version of MediaWiki software. While there are good articles on their website that demonstrate engineering principles, the illustrations of basic engineering tools and practices are sub-par or non-existent. The engineering students start an upload contest to increase the number of illustrations on their local wiki. They use existing free content tools and freely license their illustrations. Because of their expertise, the illustrations are of high quality. Because they are also uploading the images to Wikimedia Commons using the new upload interface, the images are available to users on the English Wikipedia, who realize that they are high-quality images and eventually adopt the usage of some of the students' images.*

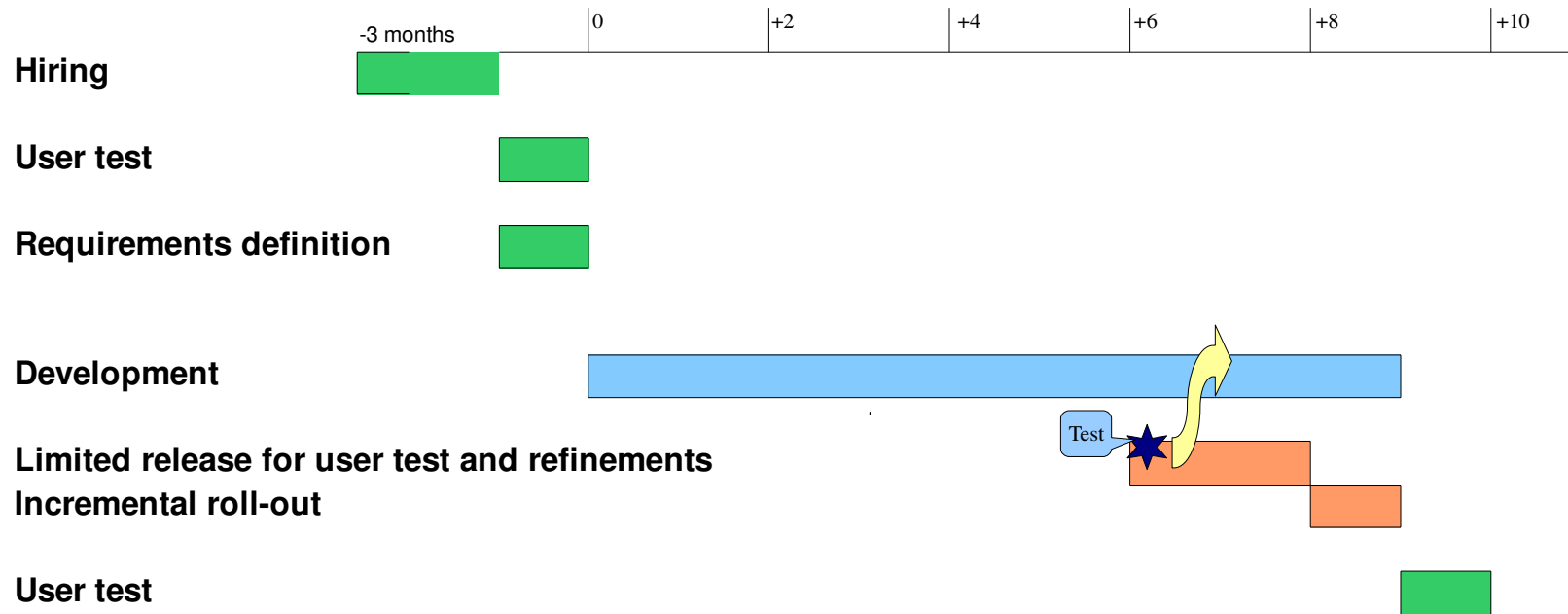
## **7.3. Benefits to disadvantaged communities**

*A local NGO in Chennai, India wants to engage citizens in a participatory multimedia project using cheap digital cameras. The NGO distributes the cameras and explains to users how they can upload photos to Wikimedia Commons in any Internet cafe. Because the Wikimedia Commons user interface is localized into the Tamil language, which is predominantly spoken in Chennai, even citizens who don't ordinarily participate actively in online media feel empowered to participate. The NGO, together with the Wikimedia community, facilitates a quality control process to ensure that the uploaded files are of educational value.*

## 8. Project Plan

### 8.1. High-Level Timeline

The timeline below is a simple visual representation of the project plan proposed above. We will report any significant changes to this timeline as the project progresses.



## **8.2. Management**

The project will be managed by a project manager with several years of experience managing both open source and traditional software development project. The project manager will report directly to the Deputy Director of the Wikimedia Foundation, and work closely with the Chief Technical Officer.

## **8.3. Project Team**

The project team will collaboratively work on identifying the barriers to participation from user tests. It will define requirements, design user interfaces, and develop and deploy the software. The project team will be comprised of a senior-level program manager, an interaction designer and mid-level software developer.

- Program Manager (50%): Responsible for overseeing the project as a whole. Senior position with 5+ years of project management experience in the software development industry.
- Software Developer (100%): Mid-level software engineer with 3+ years of experience in web development.
- Interaction Designer (50%): Software professional with 3+ years of experience in development of user interfaces and human interface guidelines (HIGs).

## 9. Budget

Organization: [1]  Total Annual Budget for Organization: [5]

Proposed Grant Term: [2]  Grant as a percentage of annual operational budget:

Proposed Start Date: [3]  to

Requested Grant Amount: [4]  (in US\$)

Budget Category [6]	Total Project Budget [7]	Support From Other Sources [8]	Requested Grant Budget [9]	Estimated Expenditures [10]
				Year 1
Salaries and Benefits (Prog. Mgmt)	\$ 56,000		\$ 56,000	\$ 56,000
Salaries and Benefits (UI Design)	\$ 56,000		\$ 56,000	\$ 56,000
Salaries and Benefits (Development)	\$ 112,000		\$ 112,000	\$ 112,000
Research (User group testing)	\$ 33,727		\$ 33,727	\$ 33,727
Travel	\$ 7,500		\$ 7,500	\$ 7,500
Equipment, Communications, Supplies	\$ 7,500		\$ 7,500	\$ 7,500
Administrative Overhead (10%)	\$ 27,273		\$ 27,273	\$ 27,273
<b>Totals</b>	<b>\$ 300,000</b>	<b>\$ 0</b>	<b>\$ 300,000</b>	<b>\$ 300,000</b>

Note: Budget category for salary and benefit is based on 85K salary, 17K benefits and 10K operational cost.

This budget has been reviewed and approved by the following individual responsible for financial reporting:

Name and Title: [11]

E-mail Address: [12]

Phone Number: [13]