

INTERNATIONAL WOMEN'S DAY

WIKIPEDIA EDIT-A-THON

EVENT REPORT • APRIL 2020

Authors: Chiara McDermott, Tai-Ying Lee, Cristiana Vagnoni

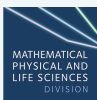


TABLE OF CONTENTS

Introduction.....	1
Sponsorship.....	2
Marketing.....	2
Event.....	3
Attendees.....	4
Lessons Learnt.....	5
Acknowledgements.....	6
Outcomes, Impact, and Evaluation Infographics.....	7
#IWDWikiOxford2020.....	10
Feedback.....	13
Organising Committee.....	15

INTRODUCTION

On 7th March 2020, we celebrated International Women's Day by organising an international Wikipedia Edit-a-thon at Christ Church College, Oxford. Its aim was to increase the number of women* role models and help combat systemic gender biases by creating and editing the Wikipedia profiles of women in academia. We were joined simultaneously by similar initiatives around the world, including in South America, North America and Europe. To keep track of everyone's contribution, we created a [Wikipedia dashboard](#) for our event, which was part of a bigger [Wikipedia campaign](#) including all the other edit-a-thons. This report was created to celebrate the event's success and to share our experience for future events.

**ALL who identify as women (trans, intersex and cis) as well all those who experience oppression as women (including non-binary and gender non-conforming individuals).*

PROGRAMME

INTERNATIONAL WOMEN'S DAY
**WIKIPEDIA
EDIT-A-THON**

18:20 - 18:40 Wikipedia Editing Tutorial Session I

18:40 - 18:45 Break

18:45 - 19:30 "Gender and Wikipedia"

19:30 - 20:00 Food and drinks

20:00 - 20:20 Wikipedia Editing Tutorial Session II

20:20 - 22:25 Wikipedia Editing Session + food and drinks

22:25 - 22:30 Closing remarks



SPONSORSHIP

Our event was kindly sponsored by [eLife](#), [Wikimedia UK](#) and the University of Oxford's [Department of Physiology, Anatomy & Genetics](#), [Oxford Neuroscience](#), [Social Sciences Division](#), [Mathematical, Physical and Life Sciences Division](#), and [Christ Church College](#). Our sponsors kindly provided us with a venue for the event, resources to fund refreshments and advertising material, and small token gifts for all of our attendees.



DEPARTMENT OF
PHYSIOLOGY,
ANATOMY &
GENETICS



Social
Sciences



eLIFE



MARKETING



We advertised our event using posters and social media platforms such as Eventbrite, Facebook, Twitter, as well as Oxford University societies' emailing lists. Our Eventbrite had 100 event registrations whilst our Facebook event saw 102 people registered as "Interested" and 28 people registered as "Going".

We set up the event Twitter page ([@IWD_Wiki_Ox](#)) in February, and throughout February and March, our Twitter page produced a total of 46 tweets resulting in a total of 38,700 tweet impressions (i.e. number of times a tweet appears in a user's timeline). Live-tweeting during the event garnered 4,454 organic impressions. Our Twitter profile was visited 1,139 times and gained 76 followers as well as 17 mentions as of 17th March.

EVENT

The event began with opening remarks by Tai-Ying Lee (co-chair of the event), who thanked all of our sponsors, overviewed the programme, and shared the necessary information of the event, including the Wikipedia dashboard and a list of suggested names for editing (focusing on women with underrepresented backgrounds).



Doug Taylor (Trustee & Lead Trainer for Wikimedia UK) then led the first editing tutorial session with demonstration from Cristiana Vagnoni (co-chair of the event). Participants learned all the basics of Wikipedia editing, from creating new pages and sections, checking notability criteria, to adding text boxes and references.

This was then followed by a talk on “Gender and Wikipedia” (live-streamed from UCSD, California) by Dr Maryam Zaringhalam, one of the leaders of [500 Women Scientists](#), an international initiative to promote openness, inclusivity and accessibility in science. Following this, attendees resumed a second editing tutorial session before embarking on an impressive 2-



hour editing session, with refreshments provided throughout the evening. The day ended with closing remarks summarising the contribution of all the participants, monitored live throughout the evening.

Our event was a great success with a total of 96 articles edited; 23,500 words added; 16 articles created; 1,040 total edits; 155 references added and 160,000 articles views all achieved by a total of 55 editors. Examples of women featured by our editors included the Taiwanese neuroscientist [Denise Hsien Wu](#), the British crystallographer [Pamela Thomas](#) and the Italian neurobiologist [Rita Levi Montalcini](#). The campaign worldwide comprised a total of 190 editors, with 308 articles edited; 93,900 words added; 55 articles created; 810 references added and 427,000 articles views.

ATTENDEES

We welcomed a wide variety of genders, ages, backgrounds and nationalities: in terms of gender, 82% of our participants identified as female whilst 16% identified as male and 2% identified as other. Furthermore, the ages of our attendees ranged from 22 to 52 years with the majority falling within the 26–30 years bracket. We hosted individuals from 5 different continents and 14 different nationalities including British, German, American, Argentinian, Dutch, Bulgarian, Serbian, New Zealander, Austrian, Italian, Brazilian, Ghanaian, Spanish and Taiwanese.

We also found that of our total number of participants: 11.1% were Masters students, 61.1% were DPhil students, 5.6% were Post-Doctoral researchers, 5.6% were professors and 11.1% were non-academic professionals. Our academic guests came from 24 different specialisations including geography, physics, statistics, medicine, engineering, english, psychology, languages, computer science, philosophy, maths and many more! In total, 38% of our academic attendees were from the Medical Sciences, 8% from the Social Sciences, 36% from MPLS and 18% from Humanities.



LESSONS LEARNT

To gather feedback and improve future events, we analysed our post-event survey, which highlighted positive aspects of the Edit-a-thon as well as room for improvement. Some graphs representing the results of the survey can be found on page 7-9 while quotes from respondents' comments can be found on page 13-14.

Overview

We received very positive feedback with 44.4% of respondents on the post-event survey rating the event as Excellent. Quotes included "Love the energy!", "Great sense of community", "I felt so empowered". The pre-event information that we sent out was also very highly rated with 66.7% describing it as Excellent and the remaining as Good. The food and drinks during the event were very highly rated with 61.11% rating it as Far Above Average and 38.89% as Above Average.

Tutorial

The tutorial sessions were highly rated with 50% rating the sessions as Extremely Clear and 50% as Very Clear. Feedback suggested that the pace could be quickened a little to leave more time for editing. It is important to specify that the tutorial was a little longer than originally planned because the live-stream talk was delayed at UCSD, and we asked the trainer to prolong their session to accommodate this last-minute change of schedule.

Talk

The talk was less highly rated, with approximately half of the respondents rated it as Somewhat Interesting and Not Very Interesting. Future events could also consider if streaming a talk is a good format. In our case, even though the topic appeared interesting and very relevant for the occasion, organising the event to accommodate a live-stream in a different time zone required a series of adjustments. First, we had to host the event in the evening (with additional difficulties securing a venue and keeping people energetic throughout the night), to separate the tutorial session into two subsessions around the talk, and to allow less time for editing.

Editing

The help obtained during the session was rated 56.25% Extremely Helpful, 18.75% Very Helpful and 25% Somewhat helpful. Only 52.94% of the respondents said that they were able to edit all the Wikipedia articles that they had aimed for. Reasons for not being able to finish include not having enough time and not sure who to edit. Even though we did provide a list of names for participants on the day, future events might benefit from sharing the list in advance to allow participants to do more research before the event. Future organisers could also encourage participants to think up who they would like to edit before coming to the event. Even though some people were not able to edit all the Wikipedia articles that they had aimed for, we hope that the Edit-a-thon was just the beginning - any further small steps make a difference!

ACKNOWLEDGEMENTS

We would like to thank Prof Olaf Ansorge (Christ Church College), Doug Taylor (Wikimedia UK), Mariel Volz (Wikimedia UK), and Chris McKenna (Wikimedia UK) for their full support during the event. We would also like to thank again all our sponsors - [eLife](#), [Wikimedia UK](#) and the University of Oxford's [Department of Physiology, Anatomy & Genetics](#), [Oxford Neuroscience](#), [Social Sciences Division](#), [Mathematical, Physical and Life Sciences Division](#), and [Christ Church College](#) - for supporting this collaborative effort to increase awareness and visibility of women and other minorities in academia, a key step to inspire the next generations and improve equality and diversity across a wide range of fields.



eLIFE



If you would like to get in touch, please feel free to email:

tai-ying.lee@wadham.ox.ac.uk or cristiana.vagnoni@chch.ox.ac.uk

International Women's Day 2020 WIKIPEDIA EDIT-A-THON

On 7th March 2020, we celebrated IWD by hosting an international Wikipedia edit-a-thon at Christ Church college in Oxford to increase the number of female role models and help combat systemic gender biases by creating and editing the Wikipedia profiles of women* in academia.

96 ARTICLES
EDITED

WORDS
ADDED **23.5K**

1,040 TOTAL
EDITS



42 PEOPLE

...attended this event and were led through two editing tutorial sessions by Doug Taylor (Lead Trainer & Trustee for Wikimedia UK) before embarking on two hours of article editing!

*ALL who identify as women (trans, intersex and cis) as well as all those who experience oppression as women (including non-binary and gender non-conforming individuals)

55 TOTAL
EDITORS

ARTICLES
CREATED **16**

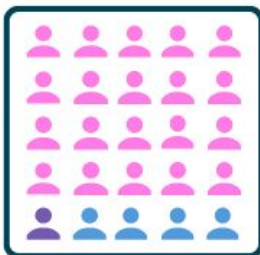
160K ARTICLE
VIEWS

Our event was inclusive to all gender identities and ages

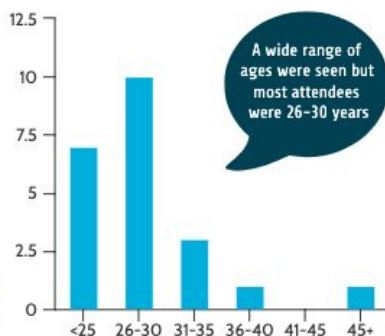
82%
female

2%
other

16%
male



Our event and venue was wheelchair accessible and catered to a wide range of dietary requirements



A wide range of ages were seen but most attendees were 26-30 years

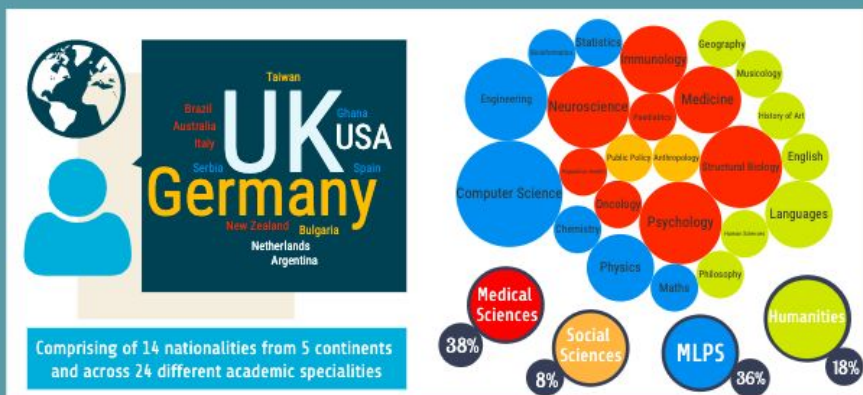
We kept our volunteers refreshed with pizza, beer and soft drinks to keep them going through the evening

Data collected from Wikipedia dashboard and feedback survey.

Infographics made by Chiara McDermott.

International Women's Day 2020 WIKIPEDIA EDIT-A-THON

We welcomed individuals from ALL over the world and
from all academic backgrounds



Comprising of 14 nationalities from 5 continents
and across 24 different academic specialities

We used social media to spread the word



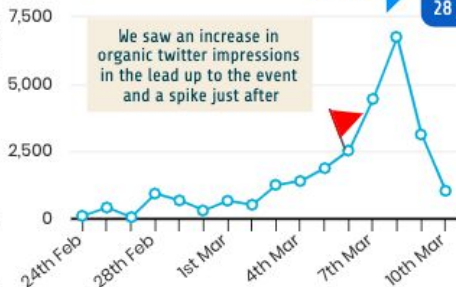
@IWD_Wiki_Ox

41.5K TWEET IMPRESSIONS

PROFILE VISITS 1,139

17 @ MENTIONS

TWEETS 46



We advertised our event through various social media channels, university mailing lists & physical posters placed around Oxford. We then used our twitter account to live tweet our progress throughout the event!

Data collected from feedback survey and Twitter Analytics as of 17th March.

Infographics made by Chiara McDermott.

International Women's Day 2020 WIKIPEDIA EDIT-A-THON

We received great feedback (with some room for improvement!)



And we are hugely grateful to our sponsors who made our event a success!



As well as all the colleges and departments that helped advertise our event and the hard-working volunteers who made this happen!

Data collected from feedback survey.
Infographics made by Chiara McDermott.

#IWDWikiOxford2020



International Women's Day Edit-a-thon Oxford @IWD_Wik... · Mar 7

Everything is ready for #IWDWikiOxford2020 here in @ChCh_Oxford ! Thank you to all our sponsors! @eLifeCommunity @DPAGAthenswan @ChCh_Access @OxNeuro @oxsocsci @mplsoxford

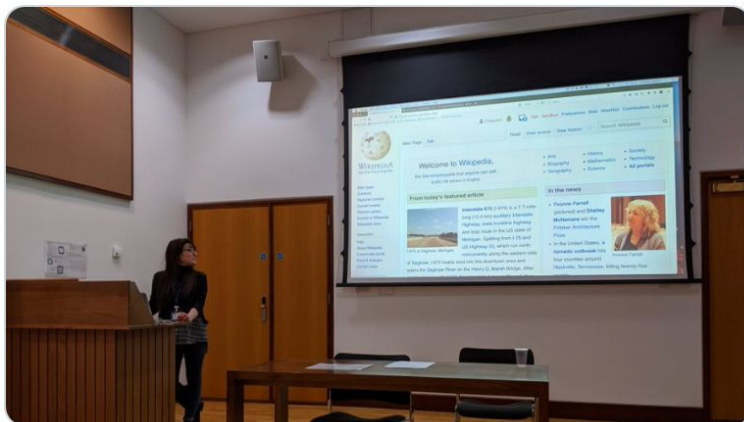


You and 3 others



International Women's Day Edit-a-thon Oxford @IWD_Wik... · Mar 7

And the tutorial session started! Led by Doug Taylor, Trustee and Lead Trainer of Wikimedia UK, and demonstrated by our wonderful @Neuronal_K! #IWDWikiOxford2020 #IWD2020 #IWDWiki2020



#IWDWikiOxford2020



International Women's Day Edit-a-thon Oxford @IWD_Wik... · Mar 7

Live streaming the talk from California by @webmz_ on Gender and Wikipedia! Thanks to @kenzieL6 for setting it up! #IWDWikiOxford2020 #IWD2020 #IWDWiki2020



International Women's Day Edit-a-thon Oxford @IWD_Wik... · Mar 7

Short break with pizza and drinks after listening to the talk on Gender and Wikipedia! #IWDWikiOxford2020 #IWD2020 #IWDWiki2020



#IWDWikiOxford2020



International Women's Day Edit-a-thon Oxford @IWD_Wik... · Mar 7

The #editing session started! Everyone is so focused 🧑🏻‍💻🧑🏻‍💻🧑🏻‍💻🧑🏻‍💻
#IWD2020 #IWDWikiOxford2020 #IWDWiki2020



1

3

14



International Women's Day Edit-a-thon Oxford @IWD_Wik... · Mar 8

The team is tired but so happy! Good job to our @Kathryn_EB, Sara (who doesn't have a Twitter account yet!), @lee_taiying and @Neuronal_K, for making sure that tonight's event ran so smoothly! 🍷🍷🍷🍷
🍷 #IWDWikiOxford2020 #IWD2020 #IWDWiki2020



2

16



FEEDBACK

The tutorials were clear, but the pace was very slow.

All the organizers were lovely, took feedback during the event, and were helpful. Thanks for running this.

I liked the tutorials and support, and getting everyone together to start editing - this gave me the basic knowledge and motivation to try it where I otherwise wouldn't have done so.

Instead of the talk probably rather link up briefly with another group doing a similar task.

Loved the energy! The explanations were just too slow.

It's wonderful that many people want to participate in such events, but it's also disheartening that of a crowd of women, 2 men kept making comments and kept asking questions.

Suggestion for the speaker in UCSD: perhaps having a live poll or something to engage the audience abroad?

FEEDBACK

What could have been helpful is more details around local parking for those driving in from outside of Oxford.

I think the use of time was not efficient, and when the event is to bring people together to productively edit, efficiency is important.

Maybe an icebreaker/introducing each other bit would have been helpful to get to know others a bit more easily, but to be honest it did feel like a friendly space so maybe this isn't necessary.

Great food, great tutorials, better earlier in the day

I really liked the event, the tutorial session on how to use Wikipedia was really useful and the food was great!

It really felt like we were all making a contribution to inclusivity and diversity in Academia - I felt so empowered!

Providing more guidance on how to find articles which require editing would be helpful.

ORGANISING COMMITTEE



Cristiana Vagnoni
Co-Chair
DPhil in Neuroscience



Tai-Ying Lee
Co-Chair
DPhil in Neuroscience



Chiara McDermott
Poster Design & Analytics
Neuroscience BA



Kathryn Boast
Event volunteer
and photographer
Access Officer, Physics Dept
STEM Outreach Officer,
Hertford College



Sara Danielli
Event volunteer
DPhil in Cellular &
Molecular Medicine



Melis Anaturk
Comms Officer
Postdoc in Psychiatry



Helena Rodriguez Caro
Comms Officer
Postdoc in Physiology
Anatomy & Genetics

INTERNATIONAL WOMEN'S DAY

WIKIPEDIA EDIT-A-THON

