



Wikigender Annual Report 2014

[www.wikigender.org](http://www.wikigender.org)

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## 1. INTRODUCTION

Launched in 2008, Wikigender is the first OECD-hosted wiki platform specifically dedicated to the exchange of information and knowledge on gender equality and to engage with new audiences left out of key policy debates. Since then, the platform grew to become a major hub for the gender community to share such information and data.

Wikigender aims to inform and facilitate knowledge sharing on gender equality issues with a global audience. With the use of web 2.0, Wikigender brings together news, events, publications, case-studies and data from around the world. The platform facilitates collaboration, discussions and networking opportunities in the area of gender equality. This summary report presents the advancements Wikigender made in 2014 to support its mission.

## 2. CONTENT

There are several ways in which Wikigender informs its audience on gender equality and provides a space for discussion.

### ARTICLES

The majority of the content in Wikigender is in the form of wiki articles. With more than 100 new articles gained in 2014, the platform has now **over 1,806 articles**, either focusing on a specific topic, or presenting an event, a publication, an index or an initiative. Content is drawn from a wide variety of sources, including the OECD, other international organisations, governments, research bodies, and NGOs. All Wiki articles are classified by [categories](#), which helps the user to navigate easily and find their topic of interest (see examples of categories on the right).

Wikigender also has detailed [country profiles](#) including the most recent information from the OECD's Social Institutions and Gender Index (SIGI) but also from other sources, such as the Women, Business and the Law, the FAO Gender and Land Rights Database and the Africa for Women's Rights Campaign. In 2014, the country pages were updated with new information from the 2014 edition of the Social Institutions and Gender Index (SIGI) (see [www.genderindex.org](http://www.genderindex.org)).



### WIKIGENDER UNIVERSITY

A significant number of articles also directly come as a result of collaborations through the [Wikigender University Programme](#). In 2014, **27 new articles** were created by the School of Economics and Public Policy at [Srinakharinwirot University](#) in Thailand and by [The University of Manchester](#) in the United Kingdom, a new addition to the programme.



## The School of Economics and Public Policy at Srinakharinwirot University in Bangkok, Thailand

The project ran from October until December 2014, involving 56 students from the School of Economics and Public Policy. The students were divided into 12 groups and each group wrote 2 articles during the duration of the project.



Find out more [here](#).

## The University of Manchester, United Kingdom

Since October 2014, two students from the Institute for Development Policy and Management (IDPM) at the University of Manchester started writing and editing articles in Wikigender.



The University of Manchester

Find out more [here](#).

We strongly encourage our partners to disseminate the concept of the programme to their contacts and networks, and to suggest universities that we could approach.

## WIKIGENDER COMMUNITY PORTAL

The **Community Portal** (CP) is a regularly updated news and information source focused on gender equality. It includes 6 sections: the **Special Focus**, which is an opportunity to highlight an event, a publication or an issue that is widely covered by the media; the **Media Review** is a compilation of news and blog articles on gender equality; **Online Discussions** highlights the latest discussion that took place on Wikigender; the last 3 sections are **publications**, **multimedia gallery**, and news updates by the **UN gender equality newsfeed**.

In 2014, the Community Portal had over **400 news articles and blog posts related to gender equality** in its media review, which represents on average 33 news and blog articles published each month. The special focus of the Community Portal is changed at least once a month. In 2014, the following topics were highlighted:

[Improving girls' education and literacy](#)

[Where do we stand on Millennium Development Goals for women and girls?](#)

[Fostering girls' interest in STEM](#)

[Women and Indian elections](#)

[Women and Information and Communications Technology \(ICT\)](#)

[Campaign to end gender discrimination on nationality laws](#)

[Follow up on the Girl Summit 2014](#)

[Engaging men and boys for gender equality](#)

[100 Women 2014](#)

[25<sup>th</sup> Anniversary of the Convention on the Rights of the Child](#)

We strongly encourage the Wikigender community to contribute by adding more articles and uploading new publications or videos to the Community Portal.

## ONLINE DISCUSSIONS

Online discussions are regularly organised with different partners to reach a wider audience and engage in a global conversation on selected topics. It also gives an opportunity to exchange our knowledge and present the main messages of the discussions in the events organised by the OECD Development Centre.

There were three [online discussions](#) organised in 2014:

- **27 January-14 February 2014:** [Data Gaps on Gender Equality](#) (88 comments)  
Wikigender partnered with the UN Foundation, Health Behaviour in School-Aged Children (HBSC), the EU-LAC Foundation, European Institute for Gender Equality (EIGE), ECLAC and PARIS21 to discuss where the data gaps on gender equality are and to engage in a discussion on pioneering initiatives that generate new data and new methodological approaches to address complex areas (e.g. unpaid care, time use, social norms). The main messages of this 3-weeks long discussion were presented on March 13th at our side event at the UN CSW in New York.
- **20-24 October 2014:** [Unpaid care in the post-2015 agenda](#) (84 comments)  
Wikigender organised a discussion on “Addressing unpaid care in the post-2015 agenda” with four lead discussants: Alison Aggarwal (Australian Human Rights Commission), Deepta Chopra and Zahrah Nesbitt-Ahmed (IDS) and Valeria Esquivel (UNRISD).
- **10 December 2014:** [Éliminer la discrimination contre les femmes dans l’agenda post-2015](#) (33 comments)  
Wikigender organised its first online discussion in French with Genre en Action on “Eliminating discrimination against women in the post-2015 agenda”. The discussion took place on 10 December, on the occasion of Human Rights Day and following the launch of the 2014 SIGI.

## EVENTS

The Wikigender events section documents conferences, trainings, seminars and global events on gender equality. It offers a practical calendar for those wishing to attend or follow such gatherings. In 2014, a total of **48 events** were added to the calendar.

## 3. COMMUNICATION TOOLS

In addition to posting and updating content on gender equality onto the platform, various methods are used to draw attention to the information on the site and create a dialogue around these issues. Wikigender’s main communication strategy includes the platform itself, social media outlets and a monthly newsletter.

## HOMEPAGE

The homepage features gender equality stories and news on an interactive banner, and has links to the Community Portal (including the Special Focus and the Media Review); the

calendar of events; and RSS feeds from UN Women Watch and UNFPA. There are also links to our social media outlets ([Twitter](#), [Facebook](#)) and to the Wikigender University portal.

## SOCIAL MEDIA

Social media outlets are actively used to promote news and information and to support initiatives from the gender community on Wikigender. Continued targeted activity on these platforms helps to drive traffic to Wikigender, highlight key topics and enlarge our audience.

### Twitter

Wikigender has had another successful year of mobilising the gender community via [Twitter](#). In particular, Wikigender has engaged in Twitter discussions at several major events (e.g. during the OIF / OECD DEV High-Level Panel on Gender, Social Norms and Post-2015 in Paris on 30 June and for the #SIGI2014 launch in Oslo on 27 November).

By 7 January 2015, Wikigender had **5,213 Twitter followers**, representing an increase of 884 new followers during 2014.

Wikigender also took part in and organised several tweekchats:

- On 21 May, Wikigender took part in the #welead tweekchat on [supportive female leadership](#)
- On 17 September, Wikigender participated in a UN Women #Beijing20 tweekchat together with the OECD Development Centre on "[How can we advance women's economic empowerment?](#)"
- On 27 November, Wikigender organised a #SIGI2014 tweekchat at 2pm Paris time on "[Why tackling discriminatory social norms is important for the post-2015 agenda](#)" together with Devex, The Guardian, and the Knowledge Gateway for Women's Economic Empowerment.

### Facebook

By 7 January 2015, the [Wikigender Facebook page](#) had a total of **2,240 'likes'**, with 309 new likes gained in 2014.

### You Tube

[Wikigender' YouTube Channel](#) had a total of **296 video views in 2014** from a total of **3,480 video views** over the lifetime of the channel.

- The **top 10 visiting countries** were Saudi Arabia, the United States, the UK, France, Germany, Thailand, the United Arab Emirates, Kuwait, India and Spain.
- The **3 most popular Wikigender videos** were: Half the Sky Live, Wikis in Plain English and Tips on editing an article



## NEWSLETTER

Throughout 2014, Wikigender users continued to receive [Wikigender Connect](#), the monthly newsletter informing them of recent developments on the platform, key issues of interest, gender equality news and inviting them to contribute to the platform. Wikigender Connect also gathers partners and users' contributions to the wiki and calls for more participation. At the end of 2014, the Wikigender Connect had **1,852 subscribers**.



In 2014 [Wikiprogress](#) continued to feature Wikigender updates and a link to the Wikigender Connect in its monthly electronic bulletin, the [eBrief](#), which provides a snapshot of current news features and initiatives relating to progress and goes to over 33, 500 subscribers.

## 4. WIKIGENDER COMMUNITY

Throughout 2014, the Wikigender community of [Partners](#), Friends of the Wiki, Wikigender University editors, voluntary contributors and other collaborators have continued to enrich the content and drive the themes on Wikigender. This constant exchange of ideas and information keeps the quality and relevance of Wikigender up to date.

We are open to new partnerships and continuously seek new collaborations, including for running online discussions.

## 5. STATISTICAL ANNEX

*Please note that all figures in this report are taken from Google Analytics and Wikigender.*

Visitor numbers continue to increase steadily each year and these include the core of the gender research community worldwide. The involvement and interest from various organisations, think tanks, research bodies as well as students, NGOs and civil society reflect the relevance of the Wikigender platform to the gender community.

### Visits

Throughout 2014, Wikigender had over 40,000 visits per month on average. There were 13.1% returning visitors versus 86.9% new visitors coming to the platform. The Community Portal and the media review figured among the top 3 most viewed pages on Wikigender, after the homepage.

Below is a table comparing the trends for visits between 2010 and 2014:

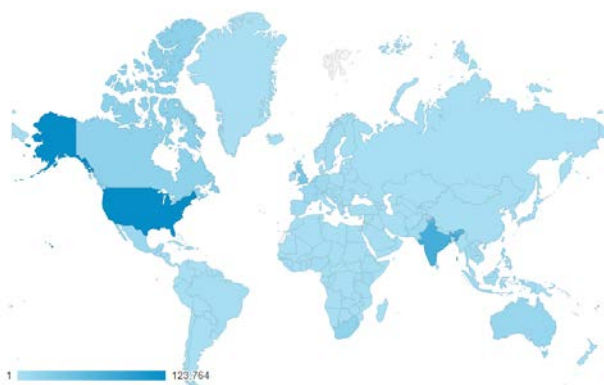
	January	Mid-Nov. to mid-Dec.	From Jan. to Dec.
<b>2014</b>	<b>35,685 visits</b>	<b>53,321 visits</b>	<b>500,433 visits</b>
2013	51,684 visits	58,285 visits	576,270 visits
2012	25,709 visits	52,793 visits	433,384 visits
2011	18,499 visits	28,856 visits	260,380 visits
2010	12,199 visits	20,679 visits	165,928 visits

## Editors and articles

As of 8 January 2015, Wikigender had over 1,806 articles maintained by more than 3, 075 editors. This means that during 2014, Wikigender gained over 100 articles and close to 300 new editors.

### Top countries over 2013-2014

As can be seen from the map and table below, great strides were made in Wikigender's reach, as there are visits from nearly every country in the world. In 2014, The US, India and the UK still occupy the top 3 places in terms of visits, with respectively 24.73%, 14.82% and 6.54%. Visits from India further increased since 2013, as well as visits from the Philippines and South Africa. Among the countries with the most visits, the Netherlands appears in the 2014 table, which was not the case in 2013. The low presence of Spanish and French speaking countries confirms that more efforts are needed to address the language diversity on Wikigender. This will be one of the objectives in 2015.



2013		2014	
Country	% Visits	Country	% Visits
US	26.62%	US	24.73%
India	13.84%	India	14.82%
UK	6.76%	UK	6.54%
Canada	4.36%	Canada	3.97%
Australia	2.75%	South Africa	3.55%
South Africa	2.47%	Australia	2.75%
Philippines	2.32%	Philippines	2.52%
Mexico	2.06%	Netherlands	2.22%
France	1.81%	Mexico	2.12%