What should we know for the future?

Global trends that will impact the next 15 years of Wikimedia

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CULTURE + MEDIA + PHILANTHROPY

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Who are we?

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By 2030…

The world's population and media habits will change

- **Africa ascendant**

- **More kids—and more elders**

- **A leap in literacy**

- **Room to grow: for example, in Arabic**

- **Rapid growth in IP traffic in the Middle East and Africa is also predicted**

How can the movement support existing communities while welcoming newcomers?

Mobile will be the dominant platform—and support new formats such as VR, AR & bots

- **Always-on and in our pockets**

- **Desktop use declines**

- **Expanding choices for information seekers**

- **More visual, audio, and immersive**

- **A challenge for Wikimedia's relevance**

How can the movement adapt to mobile, emerging formats, and new user needs?

Misinformation will continue to grow and mutate

- **Trust in online information is in decline**

- **A "darkening" globe**

- **More types of fake content**

- **Responses: policy, technology, transparency, collaboration**

- **The Wikimedia movement can play pivotal role**

How can the movement welcome new contributors while still strengthening the reliability of content?

The open knowledge movement will be under threat

- **Rising proprietary platforms and increasing government interventions**
- **Wikimedians are not alone in resisting these trends**
- **Policy follows practice**
- **Time to take a stronger, more public stance?**

What is the movement's role in working with allies to advocate for its founding values?

New forms of literacy will rise, and GLAM institutions can become powerful partners

- **Literacy being redefined**
- **Students and citizens need trusted sources and training**
- **Free, quality information sources rapidly expanding**
- **Adaptive technologies will improve access**

How can the movement partner most effectively to help build the growing sphere of digital knowledge?

Disruption will not only continue, but accelerate

- **Social and technological change defy predictions**

- **Projections from trends are not sufficient**

- **Scenario planning, science fiction offer richer imaginings**

- **Wikimedia movement uniquely positioned to gather new visions**

How can the movement build capacity to track and potentially shape new realities?

Research briefs are posted on meta

Go to 2030.wikimedia.org

Click "LEARN"

Scroll to "Foundation research on major trends"

The first 3 of 6 research briefs are available today

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Thank you and please join the conversation!