**PROJETO BRASIL CATALISADOR**

Este documento faz parte do relatorio de progresso de trabalho do Projeto Brasil Catalisador. O [Projeto Brasil Catalisador (Brazil Catalyst Project)](http://meta.wikimedia.org/wiki/Global/Brazil) visa desenvolver e abrir abordagens de colaboração pelo qual a [Fundação Wikimedia](http://wikimediafoundation.org/wiki/Home) pode apoiar o fortalecimento e crescimento da comunidade da Wikimedia no Brasil. A [Fundação Wikimedia](http://wikimediafoundation.org/wiki/Home) não tem agenda definida para além de ver o crescimento da comunidade contribuinte e de leitores no Brasil. Em última análise, o projeto vai criar um plano que recomende um conjunto de iniciativas e projetos-piloto com o potencial de ajudar a avançar a nossa missão coletiva no Brasil e para possivelmente gerar exemplos de sistemas, processos e métodos para o avanço dos projetos da Wikimedia em outras áreas geográficas.

Ele foi desenvolvido por Carolina Rossini para a Wikimedia Foundation e apresenta as conclusões preliminares relativas ao estudo da comunidade Brasileira devotada a projetos da WMF. Desta forma, este documento foca-se principalmente na execução dos objetivos 4.1, 4.2, 4.3, e 4.4 aqui listados http://meta.wikimedia.org/wiki/Global/Brazil

O documento abaixo encontra-se em inglês, mas seu sumario executivo encontra-se em Português. A publicação desse documento e sua distribuição a comunidade brasileira visa continuar o debate ao redor dos objetivos do projeto Brasil Catalisador e, principalmente, aprofundar a conversa em relação a possíveis modelos estruturais para atuação da WMF no Brasil.

Duvidas, sugestões ou criticas podem ser enviadas para Carolina Rossini no email [carolrossiniatwiki@gmail.com](mailto:carolrossiniatwiki@gmail.com) **ou – preferencialmente – postadas na página de discussão do**[**http://meta.wikimedia.org/wiki/Global/Brazil/Progress\_Report**](http://meta.wikimedia.org/wiki/Global/Brazil/Progress_Report) . Paginas especificas serão abertas no MetaWiki para discussão dos modelos estruturais aqui apresentados e que possam surgir ao longo do projeto. Sua contribuição e indispensável!

**(PORTUGUESE)**

**I – Sum**á**rio Executivo**

Um bom progresso foi obtido até o momento. Metade das entrevistas programadas já foi realizadas, e outras já estão programadas.  Uma reunião foi organizada em São Paulo e estamos no processo de obter uma sólida compreensão das comunidades no Brasil. Neste ponto, ideias de possíveis estruturas e intervenções estão se configurando e o nosso foco futuro será manter o “momentum” e começar a testar, junto a comunidade, as possíveis futuras ações da WMF.

A situação encontrada no Brasil é complicada e não apresenta respostas óbvias. Três são as conclusões formuladas até o presente momento:

1. O crescimento da comunidade de editores encontra-se estagnado, e constatamos, inclusive, uma leve caída de alguns números, mas ainda não sabemos com exatidão o que isso significa. Esse fato pode ser somente parte do ciclo histórico de tal comunidade – compare, por exemplo, dados de 2007 a 2010 – ou uma questão conjuntural devido ao momento politico do pais (eleições presidenciais).  Precisamos continuar investigando tal fato.

O que é claro é que padrões de comportamento de editores podem ser relacionados a padrões de saída da comunidade de editores. O surgimento de editores ou grupos de editores que concentram “poder” espelha a capacidade da comunidade definir ou mudar regras. Isso teve como conseqüência recente, por exemplo, a dificuldade da comunidade suportar o surgimento de editores que possam ou queiram exercer cargos com mandatos.

Grupos formam-se dentro de grupos e tais grupos discutem entre si, criando tensões na comunidade. Paralelamente constata-se uma falta de eficiência na comunicação formal da comunidade que acaba por optar, em muitos casos, por comunicação paralela não documentada. A percepção de “perda de poder” nesses grupos também pode estar ligada com o “exôdo” de grupos de editores.

1. **A investigar:**Como criar condições para o surgimento e desenvolvimento de um maior equilíbrio na comunidade? Seria recrutar indivíduos alienigenas a atual comunidade ou indivíduos não diretamente ligados as comunidades ou brigas de poder constatadas uma alternativa? Como encorajar o uso de canais formais de comunicação?

1. A resistência à formação de um capitulo brasileiro pode estar relacionada às percepções a tal modelo desenvolvidas pelos “indivíduos e personalidades” que fazem parte da comunidade de editores e da comunidade de Wikimedians, e que, em geral, não estão dispostos a liderar a formação da estrutura de capitulo. Entretanto, foi também constatada resistência a terceiros interessados em desenvolver o capitulo (por exemplo, resistência à iniciativa e liderança de pessoas consideradas “externas” aos grupos centrais).

a.    **A investigar**: A possibilidade de encontrar uma parte neutral (na comunidade ou externa à comunidade) e traze-la para iniciar o “capitulo”? Decidir por um modelo estrutural completamente novo e diferente ao do capitulo, como, por exemplo, a contratação de uma pessoa/time para prover suporte administrativo ou suporte a projetos da comunidade? Operar de forma direta por meio de iniciativas centralizadas da WMF como “Public Policy”, “Embaixadores”, “Mini-financiamentos”?

3.    A WMF encontra-se em um momento oportuno para resolver tais questões e decidir quais seus próximos passos em relação ao Brasil. A comunidade sente que não recebe muita orientação e talvez alguma orientação não seja nem mesmo necessária. Entretanto um ponto comum nas entrevistas realizadas foi a abertura a intervenções vindas da WMF. Tais “intervenções” poderiam tomar a forma de atividades e programas que poderiam focar-se em aproximar a comunidade internamente para melhoria de seu funcionamento e para deixar algumas disputas de lado.  Adicionalmente, as TICs estão expandindo rapidamente no Brasil, e programas governamentais estão suportando e incentivando tal expansão, e mesmo com tempo resquício, ainda temos oportunidades caso movamo-nos rápidos e por meio de parcerias com atores e governo locais.

a.    **A investigar:**lista de potenciais atividades, parcerias  com instituições e atores locais com credibilidade, como governo, universidades, entidades da sociedade civil, etc.

**(ENGLISH)**

**I – Executive Summary**

We are making good progress. Half of our interviews are complete, with more scheduled. We’ve held a stakeholder meeting in Sao Paulo, and we are developing a solid understanding of community. We are now at the point where some potential interventions are emerging, and the focus going forward should be to maintain momentum and begin testing the waters as to future WMF actions.

The Brazil situation turns out to be complicated with no “obvious” answers. Although it is tempting to draw strong conclusions from the early data, the situation isn’t simple enough to do so yet. There are three core takeaways from the early research:

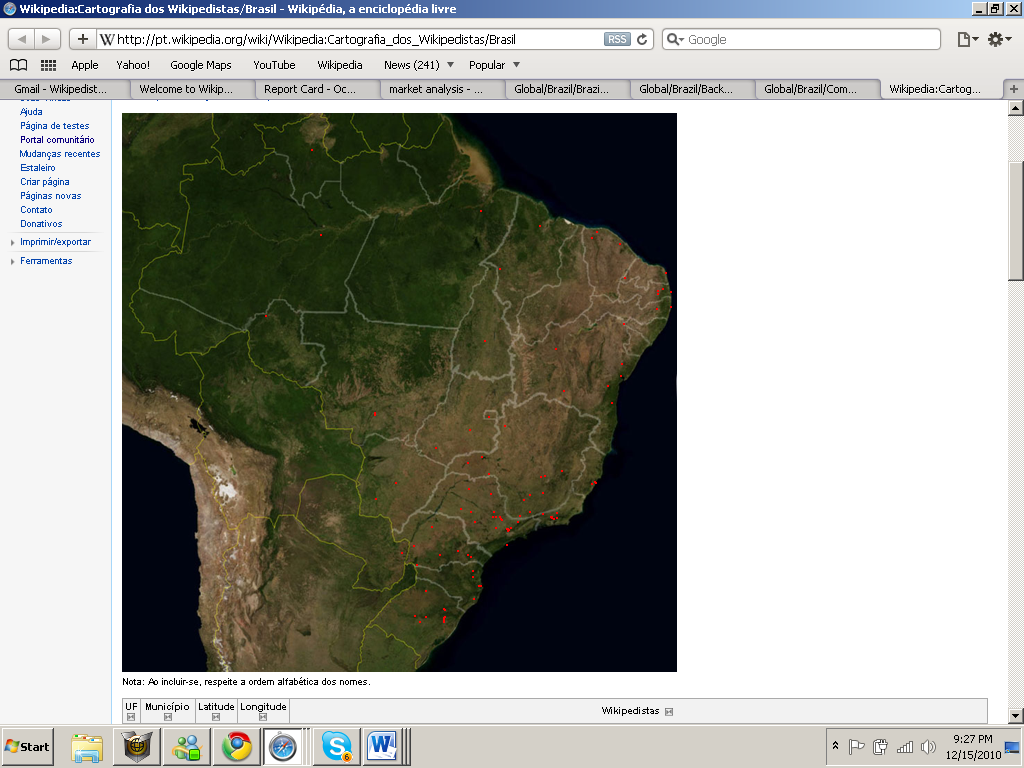
1. The editor community growth has stagnated, and we see some decrease in growing rate, but we don’t know exactly what that means yet. It may just be cyclical – see 2007 data. We need to keep investigating.   
     
   What is clear is that group patterns of behavior in editing can be tied to group patterns of leaving editing. The emergence of groups of editors who gain “power” can set norms and rules that prevent the emergence of mandate-based roles. Groups within groups form and then fight among each other, creating tensions in the community, with lots of communication happening outside regular Wikipedia communications channels. Perceived “losses” in power struggles can lead to exodus of entire groups of editors.  
   1. **To investigate:** how do we create conditions for more balance to emerge? Recruit more individual editors outside the existing group tensions? Encourage use of the formal channels?
2. “Resistance” to WMF Brasil chapter may just be correlated to the kinds of people doing editing or that are part of the Wikimedians-Br community, who don’t want to do the work of running a chapter. However, there is resistance to letting others do it, even as people don’t want to do it (example of resistance to people “external” to the core groups involved attempting to start a chapter).  
   1. **To investigate**: find a neutral party (within or outside the community) and come in with them to start chapter? Decide for a complete different model, such as an “administrative/support” type of person that can manage supporting initiatives? Operate directly, in an initiative-based fashion (public policy, ambassadors, mini-grants?) from the WMF?

1. WMF is in an opportune moment to figure this out. The community feels like they do not have much guidance but a common theme of interviews was openness to the intervention of WMF. This could take the form of activities and programs that could help bring the community together for a greater good and leave some internal disputes behind. ICT is exploding in Brazil, and programs are being formatted and implemented by government, and while we do not have a lot of time to put activities in place, there is enough time if we move quickly, mainly through partnerships with local community, and stakeholders (government and private sector).   
   1. **To investigate**: list out potential activities, national partnerships with organizations with local credibility, potential partnerships with government, public policy initiatives, etc.

**II – Community Profile**

**II.a) Diversity and Dispersion**

The Brazilian community dedicated to Wikimedia projects is diverse and geographically varied. The cartographic image below does not portray all contributors, but provide an idea of how dispersed is the community (red dots).

 Source: <http://pt.wikipedia.org/wiki/Wikipedia:Cartografia_dos_Wikipedistas/Brasil>[[1]](#footnote-1)

The community dynamic is impacted by the diversity (and sometimes the conflict) brought by other Portuguese-speaking communities, such as the Portuguese and, to a lesser extent, the Africans. The concentration of contributors mirrors the internet penetration within Brazil, and also its concentration within urban areas. It reflects areas where ICTs have been part of the lives of people for a long time when compared to the rest of the country.

**II.b) Internal structure and communication**

One observation on the community’s structure is related to the internal organization of the contributors in “sub-communities” which present low inter-sub-community communication or coordination. Rare exceptions are driven by those individuals who are part of two or more of these sub-communities, but even on those occasions it is clear the low engagement of a broader group of contributors.

The decrease, and in some cases, the lack of formalized (e.g. documented within a wiki, a public discussion list, and IRC conversation, etc) communication between contributors, and the use of one-to-one communication (such as email, MSN and skype) is also an emerging trend in Brazil and possibly related to the current state of the Brazilian community (fragmentation, increasing disputes, decreasing ethical behavior, etc). This represents a great challenge for our assessment, due to the “incompleteness” of information in regard to some events and the strong potential for miscommunication of private conversations to third parties.

There are two “macro” sub-community types, the “Wikimedias-Br” and the “project-focused” contributors.

I categorize the Wikimedians-Br as the “advocates” and “activists” of Wikimedia projects in Brazil. Some of its core members are also identified with related “movements” in Brazil, such as free-software, open educational resources, access to governmental information, access to knowledge and free culture.

A review of Wikimedia-Br wiki pages reveals that the same group of 5-10 individuals appears repeatedly over the last 3 years. They are present at the main meet-ups, capacity-building activities developed in Brazil to raise awareness of Wikimedia projects and goals, and the activities to provide general training on how to become a project contributor. This is the group driving the so-called “Mutirões”[[2]](#footnote-2), which are specific and targeted activities focused on quick training and awareness-raising in regard to Wikipedia and other Wikimedia projects, such as the Commons, and the general “internet collaboration and sharing” culture.

Additionally, other members of the Wikimedians-Br are those that joined the community more for academic reasons, mainly to “study” and “observe” the community and its dynamics. Many of these “stuck around” after achieving their personal academic goals[[3]](#footnote-3), but maintain low participation and community involvement or initiative.

In parallel, and often quite separate, are the project-focused communities. These are composed of contributors that prefer to dedicate their time to write articles and participate, with a great variation of intensity (from no participation at all to an “almost every day” participation), in the community rule-setting process.

However, it is also interesting to observe that a core and small group of contributors (10 to 15) – who in general are project contributors and also part of the Wikimedia-Br community – are the ones driving the discussions that are under our focus within the BCP, such as how to engage and enlarge the community, to develop or not a chapter and so on.

This group has tried to engage, at different moments and with different communication strategies (announcements within all projects, IRC communication, mailing list, post within an user discussion page, etc), a broader participation of Wikipedians, in strategic community planning or discussions around “Mutirões” of Wikipedia editing, with a low rate of success. This has resulted in disappointment and demotivation[[4]](#footnote-4). This issue, observed with our reviews of project pages and discussions, also appeared repeatedly within the interviews process.

**II.b.1) Community “Crisis”**

Disappointment and demotivation also appear within specific projects, such as Wikipedia – one of our foci during this first phase of the BCP. The result of such an environment can be seen within the Wikipedia-pt statistics[[5]](#footnote-5), but also in the recent failed elections of “bureaucrats” and “checkusers”[[6]](#footnote-6).

The general feeling of discontentment and demotivation also emerges from the contributors’ decreasing of the “good behavior”, which can sometime be observed in accusations of a lack of ethics, rudeness and an increasing focus on personal attacks rather than “problem solving”. Recent examples are the recent call for intervention from community member to Stewards in regard to users that were being blocked[[7]](#footnote-7); the combats over articles quality[[8]](#footnote-8) or articles blockage and related “fairness” or “how strictly” rules for blocking articles are applied in Brazil in comparison to the Wikipedia-Eng. (this last one actually ended-up in the Brazilian media in November 2010[[9]](#footnote-9)) or the discussions around the meaning and necessity of respecting the open licenses that regulate Wikipedia content.

These feelings (added to personal issues) also reflect on the fact that the only Portuguese-speaking Steward expressed, in personal email to us, that he will leave his position soon and stop dedicating time to Wikipedia.

However, it is also true that, the review of discussions threads within the Wikipedia-pt pages, show us community attempts to improve the dialogue and also statements that “we should stay calm, since this also happens in many other Wikipedias”, pointing to personal observations that this “crisis” is normal and maybe cyclical, inherent to collaborative communities.

**II.c) The discussion of chapter formation**

As we know, “Wikimedia Brasil” does not have a membership system. Anyone is entitled to participate, propose and organize “Chapter-like” activities as long as they observe the Statement of Principles[[10]](#footnote-10). As observed previously the “chapter-like” activities are organized under the name “Mutirões”[[11]](#footnote-11). This “Mutirões” are organically born initiatives that vary immensely (e.g.: event organization; participation within the strategic planning; Wikipedia editing courses; improvement a certain category of articles within Wikipedia; foster a certain Wikimedia project, such as Wikibooks or the Commons; establishing certain partnerships focused on fostering a certain project – such as with museums to gather multimedia for the Commons).

The “Mutirões” are truly grass-roots initiatives with specific or regional impacts. It is challenging to evaluate the success of the “Mutirões” due to the incompleteness of documentation within the Wikimedia-Br wiki – wiki that hosts the proposed “Mutirões”. However, many times, it is clear that a “mutirao” represents the effort of “just one hero” or of “the same group of heros”.

The justifications for not having the chapter formally constituted focus on a couple of factors that emerged in the interviews. We present these below as “perceptions” since we believe that many of these can be deconstructed, in some extent, over time and with the support of the WMF and local “experts” or “partners”, or even with the establishment of a transitional period where local partners serve has hosts of a certain structural support for community efforts. The “truth” and “intensity” of such perceptions also vary based on the expertise, personality and professional background of the community member.

1. A perception that the “chapter” structure is not culturally adequate[[12]](#footnote-12), and to force it “down the throat” would exhaust the community;
2. a perception that the country is so diverse and big that is hard to have a person or a group as an official representative of the community;
3. a perception that no one representative would be able to reach out to the whole community and support such community;
4. a perception that the needs of the projects are so different, that no one could be able to know and help all of them or at least that it is hard to set similar activities to foster community engagement within such a diversity of projects[[13]](#footnote-13);
5. a perception that such representative could become an “oppressor” and take from the community opportunities of direct contact with the WMF or other stakeholders such as the media and possible partners. This seem to translate into a fear of losing independency and freedom of organic and spontaneous action;
6. a perception of an overwhelming complexity of developing a non-profit organization or legal structure that would house the local chapter;
7. a perception that such organization or representation would bring personal legal liability to the chapter or chapter “staff” due to the lack of regulatory clarity within the “internet” field in Brazil;
8. a perception that it would be hard to raise funding locally due to the lack of a philanthropic culture in Brazil and uncertainty in regard to the role of WMF to raise funding for local events;
9. in contrast, a perception that grass-roots activities are low or zero cost activities, what creates a barrier to justify a chapter based on the necessity of funding for the community;
10. a perception of great dispersion of governmental actors, what contributes to create barriers to high impact activities;
11. a perception of low ICTs capabilities within the society, creating barriers for community engagement;
12. a perception of low acceptance of Wikimedia projects due to its quality and legitimacy (e.g. the low formal acceptance of Wikipedia as a “academic source”), what contributes to create barriers to high impact activities;

**II.d) Community Interviews summary**

**II.d.1) General interview justification and structure**

In order to reach out to a broader community, assessing the national trends beyond those presented by testimonials of the traditional Brazil-WMF interlocutors (a small number of contributors who are English-speakers, which have participated in international meet-ups and who, in general, are part of the “Wikimedians-Br”) and to investigate further issues covered in the previous sections, such as the chapter related “perceptions” and “community crisis” mentioned above, we developed a series of qualitative interviews.

We targeted 30-40 total interviews over the life of the project, of which 14 are complete and 5 more scheduled in the next couple of weeks. **This puts us at the halfway point of the most complex part of the outreach after two months.** The interviews are done by skype or over the phone, and vary from 1 to 2 hours of duration, with exception of a few that were done by email.

Before performing such interviews, we also reviewed some bibliography and community interviews within Brazil in past years. The bibliography review and the information we could find at the MetaWiki and through WMF staff people were inspirational sources for a fixed set of questions that we developed and submitted to community review. However, the dynamic of the interviews varied and, in many cases, the conversation flowed freely rather than adhering to structure. We adopted this strategy in order to allow the most important issues from the contributor point of view to emerge.

The level of interviewee knowledge about certain topics was varied. For example, there were a couple of interviewees that have never heard about the discussions around chapter formation. These contributors, however, are featured Wikipedia-pt editors, which shows, for instance, not lack of interest in such topics in general, but exclusive project-focus willingness of engagement. However, other cases show clear lack of interest in such “meta” issues.

After these initial interviews we decided to take a step back and evaluate the results obtained so far, plus spend some time doing research on the issues elucidated during the interviews. This also helps to put us back in a neutral stand point of view, so as not to transport “biased” assumptions from one interview to another, and contaminate the answers with our own personal conclusions.

**II.d.2) Key emerged topics and trends**

Below, we lay out a summary of the main topics and trends that appeared within the interviews. We also present potential next steps for the WMF or activities based on personal and interviews suggestions. These “next steps” are ideas, placeholders, and sparks for further internal and community based brainstorming rather than polished proposals for action.

* ***Distinction among “sub-communities”, e.g. Wikimedians x Wikipedias;***

*Summary of interviews:* For all the interviewees there are clear distinctions among those contributors that act under the label “Wikimedians” and those who act under the project labels, such as “Wikipedias”. This diversity of communities reflect on how strong certain perceptions occur, in regard, for example, chapter formation (see item “II.c” above) or in regard to the community’s capacity to implement initiatives focused on community growth (some Wikipedians expressed the concern that there might not be “enough” Wikipedians to deal with newcomers originated from initiatives of Wikimedians or initiatives driven by the WMF). It also creates legitimacy problems to have Wikimedians as “representatives” of all sub-communities or having them speaking to the media and partners about Wikimedia projects. However, it does not seem from the interviews that any “real” conflict exists among such communities. Instead, as mentioned above, there is actually little communication among such sub-communities. (It is true, however, that some Wikimedians try to reach out to Wikipedians looking for engagement in “meta” discussions and activities).

*Potential next steps for WMF:* Clarify community roles and communicate those to the community and the public in general. Generate different system of incentives and awards based on such differences. Suggest ways of, or focus in actions of, improving communication channels among sub-communities.

* ***Increasing “bureaucratization” of the community and installation of process to review Wikipedia-pt rules;***

*Summary of interviews:* Some interviewees noted the increased bureaucratization of the Wikimedia projects over the years, dividing the history of such projects in Brazil in two historical moments. The first from 2000 until 2005 when the community activities were marked by extreme freedom and 2005 up to now, where an increased number and complexity of rules and process were put in place. And, as pointed in item II.b.1 above, many of those rules and processes are, as we write this report, under review.

*Potential next steps for WMF:* Probably just wait and observe the community process of “fixing by themselves”. As a long term initiative, and as asked by some, possibly verify if any previous country or if the WMF performed such intense community rules review and build a directory for future community reference and best practices – if such initiative is part of the Global team “responsibilities”.

* ***Community crisis and actions to foster better community internal understanding;***

*Summary of interviews:* In relation to this topic, the interviews served as a guide for understanding and assessing the major issues around the current crisis (see II.b.1 above). What many of the interviewees questioned is if the WMF should step-in in any sense. Specifically, an issue discussed and that we will explore with more detail in the next item is the development of specific activities driven by the WMF in Brazil, such as the Public Policy initiative or similar ones. This type of initiative could drive community energy to specific goals and targets and away of a conflicted environment. Finally, another proposal was the creation of some type of mechanism that would develop some type of retention or recycling system for those editors who plan to leave Wikipedia from frustration or lack of patience in regard to the internal conflicts.

*Potential next steps for WMF:* Clarify the role of the WMF in regard to the community; provide direct channels of communication with the WMF; develop or support/value clearly project specific initiatives etc.

* ***Actions to foster community growth and types of desirable partners;***

*Summary of interviews:* All interviewees welcomed initiatives to foster community growth. However, some Wikipedians expressed concern in regard to the capability of the existing community to absorb newcomers. The main suggestions here were related to the support to partnership with community of experts that could contribute to reach the “high hanging fruits” – Wikipedia articles and categories that ask higher degree of knowledge or expertise – or with local communities to reach “regional relevant hanging fruits” – Wikipedia articles and categories that require a higher degree of knowledge of regional issues in order to value and attract a broader diversity to Wikipedia-pt.

Some ideas discussed were: (i) partnerships with Universities through public-policy or ambassador-like initiatives; (ii) “Caravans” to remote areas or areas with low number of contributors to provide local training on how to become an editor; (iii) expansion of the current Wikipedia “Tutors” program through a system of incentives and “training the trainer” methodology. Additionally, interviewees also mentioned the necessity of closing the gap between Wikipedia and the “real world”- in this sense the necessity was raised of a broader institutional participation of WMF within national relevant conferences and partnership with programs of digital inclusion within not just Universities, but also schools (k-12 equivalent), as a way of identifying target areas and which “type of knowledge” is in need within the Brazilian society. In this regard, actions such as distribution of DVDs with a Wikipedia version and edition tools and related offline initiatives are welcomed (two examples of country-based initiatives were mentioned: India and Peru). Finally, an interesting suggestion was the organization of activities focused on the youth who are part of Wikipedia, having the WMF recognizing their contributions and its present and future value.

*Potential next steps for WMF*: Investigate further the potential expansion of such initiatives to countries such as Brazil, involve local people in the current WMF discussions and planning of such initiatives, legitimate in some kind of public fashion Brazilian contributors to initiate and lead local version of such initiatives, and, if possible, provide grants for community elected relevant projects (see more on this last item under the “chapter formation and alternative models” topic below), investigate direct partnerships between the WMF and Brazilian institutions such as public libraries and museums to donate multimedia and articles to be worked by the Brazilian community.

* ***The capacity that the WMF, the media, etc has to give value and recognize/applaud other events beyond the increase in number of Wikipedia editors or articles;***

*Summary of interviews:* A complaint that appeared, in general, from those interviewees that are part of the Wikimedians-Br sub-community, is the lack of a clear incentive and recognition system for other activities that are not immediately focused on the “Wikipedia-pair” of “increasing editors/increasing articles”. This is also related to the lack of any formal methods for direct affiliation with the WMF which could provide legitimacy to regional initiatives or for volunteers to face the media.

*Potential next steps for WMF:* Develop some type of recognition or incentive system. Clarify to the public in general the role and “capacity” of volunteers. Have some system of “community-based-initiative” review.

* ***Chapter formation and alternative models;***

*Summary of interviews:* This summary should be read having item II.c above in mind. The focus of this part of the interviewees was to understand, first hand, what are the difficulties and barriers to a chapter formation in Brazil. The different grades of relevance of the “perceptions” mentioned within item II.c was evaluated and there is a clear lack of consensus in regard to what is the “real” problem, if any. However, it is also clear that the current community is not in favor of a formal chapter structure and is not moving in such direction at all. In some cases, mainly within Wikipedians, there is a real lack of knowledge or participation within the chapter discussion process. In parallel to the chapter formation some alternative models were discussed with those who clearly had spent some time thinking of such issue:

1. Keep the “Mutirões” format (the preferred solution by now);
2. Have the WMF form local partnerships with established institutions and in different regions of the country legitimating those to develop local initiatives, use the trademark, close certain deals, etc. Two partners appeared repeatedly within this category: the House of Digital Culture (Sao Paulo) and the Brazilian Society of Knowledge Management (Brasilia).
3. Establish a grant-making process to which the community could apply directly or the donation of a certain amount of funding for the Brazilian community (which would be administrated by the WMF) and the establishment of a grant-making process supported by community-based election of priorities.
4. Have a WMF representative – who does not need to be in Brazil, but should visit Brazil – propose and discuss with the community some type of decision making process to assist the community elect priorities. This type of model would be assisted by a community based and elected “advisory board”;
5. A direct hire by the WMF of an official WMF representative – this proposal have many variations and implications in regard to the grade of involvement and interaction between the community and such representative and the type of person to be hired (internal or external to the community). This representative can vary from an “administrative only”, “secretary” type person to a local “CEO”. The models closer to pure administrative and actually technical support are the most welcomed. In any of its possible formats this person would be assisted and/or guided by a community based and elected “advisor board”;
6. The reproduction of the “Chapter” structure (see II.c)

*Potential next steps for WMF:* Support a country wide discussion in regard to chapter formation; decide if to legitimate and support wide discussion in regard to “alternative” structural models and how much bandwidth the WMF has to dedicate to those. Develop a directory of best practices and experiences in regard to chapter formation and models.

* ***The role of WMF, and the necessity of more “personal” contact and less “structure”***

*Summary of interviews:* In addition to issues pointed under the topics above, there is a constant criticism from the interviewees in regard to the difficulties of direct communication between the community with the WMF, due, in great part, to the lack of Portuguese speaking representatives within WMF, specifically within the technical team and the high hierarchy of dispute settlement process (Stewards).

*Potential next steps for WMF:* Internal diversity, offer training for local developers…

**III – Brazil General ICT Landscape**

1. **Brazil ICT penetration Overview**

For a country with large social and economic disparities, [Brazil](http://en.wikipedia.org/wiki/Brazil) has made significant gains in expanding internet access and mobile-telephone usage in recent years. It is now home to the largest population of internet users in Latin America and the fifth largest in the world. The country first connected to the [internet in the late 1980s](http://www.v-brazil.com/science/history-internet-brazil.html), and connectivity is now available in most areas through a variety of technologies, though some infrastructural limitations remain.

1. **General Data on Internet Access in Brazil**

According to the International Telecommunication Union (ITU), Brazil had 72 million internet users as of December 2009, accounting for 36.2 percent of the population. However, penetration varies greatly among regions due to a lack of infrastructure that affects large segments of the population in rural areas ([IBGE Synthesis of 2008 Indicators](http://www.ibge.gov.br/home/estatistica/populacao/trabalhoerendimento/pnad2008/default.shtm,)). For instance, while the household penetration rate is 31.5 percent in the southeast, it is only 10.6 percent in the north. In addition, the cost of broadband access is prohibitively expensive for many Brazilians, amounting to about 5 percent of per capita income ([Comunicados do Ipea No. 46](http://agencia.ipea.gov.br/images/stories/PDFs/100426_comunicadodoipea_n_46.pdf)). Broadband access is increasing as prices fall, reaching 7 percent of the population in 2009.

Great improvements have been made in recent years as the government has initiated dozens of programs to connect the population to the internet, including investment in WiMax networks (mainly 3,5 GHz), [Digital Cities](http://www.guiadascidadesdigitais.com.br/site/pagina/o-que-cidade-digital) [projects](http://www.teleco.com.br/cidadesdigitais.asp), and a series of regional projects focused on media literacy and digital inclusion. Many of these programs employ broadband technology, and in 2010 the government launched the National Broadband Plan, which aims to triple broadband access by 2014 ([Br Ministry of Communications, 2010](http://www.mc.gov.br/wp-content/uploads/2009/11/o-brasil-em-alta-velocidade1.pdf)). Internet access has also been boosted by a proliferation of privately owned “LAN (local area network) houses,” in which small entrepreneurs have purchased multiple computers via a government loan program, then offered access at reasonable prices for users. In many regions, these sites have become the primary means of internet access. Research published by the Brazilian Internet Steering Committee in 2008 showed that nearly 80 percent of the people from the lowest income brackets who access the internet do so via commercial venues such as LAN houses, a dramatic increase from 48.08 percent in 2006.

Brazil is currently the largest mobile-phone market in Latin America, and penetration is rapidly increasing. Statistics show an average annual increase of 18 percent in the rate of mobile-phone use over the last five years, with approximately 174 million mobile phones in use by December 2009. ([Teleco, 2010](http://www.teleco.com.br/en/en_estatis.asp))

1. **Future Trends**

Studies forecasting broadband in Brazil by 2020 have concluded that there will be large increase of penetration due to the reduction of costs of computers and connections. The two most important benefits coming from increased broadband are the improvement of professional productivity and of quality of life[[1]](http://www.fgv.br/seminarios/gestaodoativo/arq/4a%20mesa/Paulo%20Sergio%20Sgobbi.pdf) . [*(Wright, Silva and Spers 2010)*](http://consultoriaprofuturo.com/wp-content/uploads/2010/09/Internet-banda-larga.pdf)

*Booz and Company (2009)* noted that the increase of broadband penetration began as early as 2001, and that by December of 2008 it was already 5.2% per 100 inhabitants.

To cultivate this growth, the Brazilian government adopted a National Broadband Plan (2009). The definition of broadband in the NBP is broad, and is related to the capacity of Internet and Mobile users, at their homes or companies, to access and use services and multimedia applications with quality. Under this expansive concept a group of technologies is accepted as broadband - if the technology provides a "quality" connection. Thus, the plan does not distinguish or prioritize broadband technologies: DSL, cable, optical fiber, WLAN, 3G/UMTS, PCL, FWA, satellite and WiMax.

However, according to Wright, Silva and Spers (2010), cable and WiMAX technologies will be the top two technologies by 2020 and broadband penetration will be on the order of 99% for the [Brazilian Economic Class](http://www3.fgv.br/ibrecps/cpc/CPC_apresentacao_fim_eng_I_PA2.pdf) "A", 90% for class "B" and 60% for class "C". Cellphone connections will also rise with the increasing adoption of 3G and 4G technologies, and internet connection through this technology will be mainly seen in representatives of class "C".

1. **Internet Access in Schools**

Specifically regarding the use of ICTs and access to internet in schools, 40,000 schools have computer labs and almost 20,000 have broadband connections. The governmental plan is to connect, by 2010, all urban schools in Brazil (~55,000), while the remaining public schools in rural area (~87,000) are to be connected by 2018. The fulfillment of such a policy is conditioned on the accomplishment of universal access obligations assigned to telecommunications companies in Brazil and provision of computers through programs lead by MEC.

Ritla’s 2007 study Pencil, Eraser and Keyboard (Lapis, Borracha e Teclado) also notes that the availability of Internet access in public spaces, such as school or hot spots of digital inclusion, reinforces the divide that is observed in the rates of access to Internet from private spaces, such as homes. The study calls for plans that prioritize the access for sectors excluded from Internet - democratization of access – rather than the reinforcement of the economic divide via Internet access points. The fear is that the wealthy will be able to use the network ubiquitously but the poor only at school or other public spaces. However, it is important to recognize here that this pattern is probably partially explained by the broadband network reach provided by the telecom companies and also the high costs of other kinds of access, such as satellite for rural areas.

Ritla’s 2007 study, based on the PNAD data, found that in 2005 Brazil had 3,200,000 teachers. More than half (54%) had used the Internet in the 3 months before the census was done. However, the internal divide is enormous when comparing internet use of professors of higher education (93%) with the rest of the sample (29.4%). Also, regional variances are high: while 65% of educators from the south and southeast used the Internet, just 35% used in the north and northeast. 48% of Brazilian educators have computers in their homes, while 37% have Internet connectivity. The three main reasons that educators use Internet are: activities related to education, communication and reading of news.

1. **Governmental Programs to provide Computers and Internet access**

A series of National Initiatives are under developed in parallel to improve the country broadband infrastructure and access. Among those, there are three that caught our immediate attention: the “One laptop per Student” (proUCA - Programa Um computadore por Aluno), the “Computers for All” (Programa Computador para Todos) and the “Laptops for Teachers” (Programa Computador Portatil para Professores).

A more detailed analysis of these programs – which core goal is to provide free or cheap access to computers – will be provided in the next project report. An interesting fact is that many of these initiatives come with digital literacies strategies and programs lead by the government or its partners. Thus the deeper analysis of such initiatives will be focused on identifying the actors (government, foundations and private sector) involved and their roles. This analysis aims to identify opportunities for future partnerships or programs that the WMF could be involved with or could support the Brazilian community to get involved with.

1. See also <http://pt.wikipedia.org/wiki/Wikipedia:Cartografia_dos_Wikipedistas> and a more complete list of contributors per region can be found in the following links: <http://pt.wikipedia.org/wiki/Categoria:!Wikipedistas_do_Nordeste_do_Brasil>  
   <http://pt.wikipedia.org/wiki/Categoria:!Wikipedistas_do_Norte_do_Brasil>

   <http://pt.wikipedia.org/wiki/Categoria:!Wikipedistas_do_Sudeste_do_Brasil>  
   <http://pt.wikipedia.org/wiki/Categoria:!Wikipedistas_do_Sul_do_Brasil> [↑](#footnote-ref-1)
2. For a complete list of the past and current Mutirões, see: <http://br.wikimedia.org/wiki/Categoria:Mutirões> [↑](#footnote-ref-2)
3. For a list of academic publication focused on Wikimedia projects in Brazil see: <http://pt.wikipedia.org/wiki/Wikipedia:A_Wikip%C3%A9dia_na_academia> [↑](#footnote-ref-3)
4. For example, in a meeting in September 2009, a Wikimedia – which also contributes to Wikipedia-pt, the Commons and other projects – expressed his disappointment: “everton137: So, TSBr, I got kind of disappointed because very few people got interested in contribute with our interview process. I inserted the call in the “esplanade’ and have not received any feedback”. (free translation from: “**everton137**: Entao, TSBr fiquei um pouco chateado de poucas pessoas se interessarem em ajudar naquelas entrevistas. divulguei na esplanada e nao houve nenhum feed back.”) <http://meta.wikimedia.org/wiki/Wikimedia_Brasil/Encontros/2009.09.20_IRC> [↑](#footnote-ref-4)
5. Here it also worth noticing that Brazil was in presidential and regional campaign period for the 2010 elections and this historical fact may also contributed to the decrease of attention to Wikimedia projects within Brazil. It is right to affirm that many community members were dedicated to the presidential and regional campaigns. [↑](#footnote-ref-5)
6. In sum, what happened (and is still ongoing) is (i) not enough candidates showed up for the first round of elections, (ii) the elections were then postponed, (iii) a call for candidates was posted in many project pages, (iv) more candidates appear, (v) however, a great group of contributors hold-on the process to start a discussion and actually review the whole election process and rules, (vi) a Steward was called to intervene, (vii) the suggestions offered by the Steward and the community are now under discussion and community vote. During this period, the Wikipedia-pt does not have enough bureaucrats and checkusers (see: <http://pt.wikipedia.org/wiki/Wikipedia:Esplanada/propostas#Discuss.C3.A3o_das_propostas_da_Nova_Pol.C3.ADtica_de_Administra.C3.A7.C3.A3o>). [↑](#footnote-ref-6)
7. <http://pt.wikipedia.org/wiki/Wikipedia:Pedidos_de_opini%C3%A3o/Pedido_de_interven%C3%A7%C3%A3o> and <http://pt.wikipedia.org/wiki/Wikipedia_Discuss%C3%A3o:Pedidos_de_opini%C3%A3o/Pedido_de_interven%C3%A7%C3%A3o#Sobre_as_conclus.C3.B5es> . [↑](#footnote-ref-7)
8. As happened when the Russian Wikipedia was about to pass the Portuguese Wikipedia in number of articles and a specific Portuguese contributor started thousands of small articles: <http://pt.wikipedia.org/wiki/Wikipedia:Esplanada/Arquivo/2010/Novembro#Perigo.21_A_Wikipedia_em_Russo_est.C3.A1_nos_ultrapassando.21> [↑](#footnote-ref-8)
9. See thread <http://lists.wikimedia.org/pipermail/wikimediabr-l/2010-November/thread.html#5549> , <http://pt.wikipedia.org/wiki/Wikipedia:Esplanada/Arquivo/2010/Novembro#Wikip.C3.A9dia_n.C3.A3o_gosta_de_m.C3.BAsica.3F> and [↑](#footnote-ref-9)
10. <http://br.wikimedia.org/wiki/Wikimedia:Statement_of_Principles> [↑](#footnote-ref-10)
11. “Mutirões are self-assembled groups of autonomous volunteers who share a specific concrete goal. Volunteers who join a mutirão are required to observe the [Statement of Principles](http://br.wikimedia.org/wiki/Wikimedia:Statement_of_Principles). Each mutirão enjoys full independence from each other and organizes itself through a page in the chapter's wiki, where it must also welcome new contributors and report back to the community. There are a few special mutirões which are of general interest, like our relationship with the Wikimedia Foundation and the Chapter's Committee, answering the press, welcoming new members who haven't decided where to contribute, ideas for new mutirões and evolving our organizing principles. Those are kept separate on the wiki under the *Wikimedia* namespace. General discussion and announcements are made in a *village pump*-like area and through the mailing list, where critical issues that require quick response are also brought to.

    For all general issues, the main decision making tool is consensus, but within each mutirão participants may opt for other means compatible with the principles.” Source: <http://br.wikimedia.org/wiki/Relacionamento_com_a_Wikimedia_Foundation/Comitê_de_Cap%C3%ADtulos/Resposta_aos_questionamentos_2010_02> [↑](#footnote-ref-11)
12. “So we, the broader Wikimedia community, are left with a choice:

    * to preserve the word *Chapter* as a universally recognized reference to the functions they perform within our movement; at the cost of forking the term within the narrower community of people who are directly affected by whether they take a legal form. (A form that already varies from place to place.)

    *or*

    * to save this narrower community from the effort of cultural change; at the cost of forking a term that will make the world's understanding of how to relate to Wikimedia less clear, as for them the fork is *likely* meaningless. (And, perhaps, sends the wrong message about our ability to adapt to different local needs within our movement.)”

    [↑](#footnote-ref-12)
13. “It is a very different role from that of participating in another Wikimedia project, this roadbuilding. Just as, in fact, participating in Wikiversity is different from contributing to Wikipedia, and that for one is not like writing to Wikinews. Some people like to do one thing, others prefer another, a few like both, a handful would do all of them.” <http://br.wikimedia.org/wiki/Relacionamento_com_a_Wikimedia_Foundation/Comitê_de_Cap%C3%ADtulos/Resposta_aos_questionamentos_2010_02#What_do_we_mean_by_movement_and_why_is_it_a_chapter> [↑](#footnote-ref-13)