

Product Tuning Session Q4 FY19-20



WIKIMEDIA
FOUNDATION

MTP Priority slides



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Worldwide Readership



Overview

Worldwide Readership is how we transmit knowledge, build awareness, and connect with donors. Without global readership, the importance of the projects would be diminished.

Progress and Challenges

The biggest challenge this quarter was the COVID-19 pandemic. This delayed our objectives into the current quarter.

- **Desktop Refresh**
 - Readers can now collapse our lengthy menu on one of our five early adopter wikis
 - Introduced a maximum width to article pages for improved readability
- **Growing Readership**
 - We have a working prototype of a new search interface on commons!
- **Wikidata**
 - Progress has flagged on some major initiatives and architectural problems are emerging.

Key Deliverables

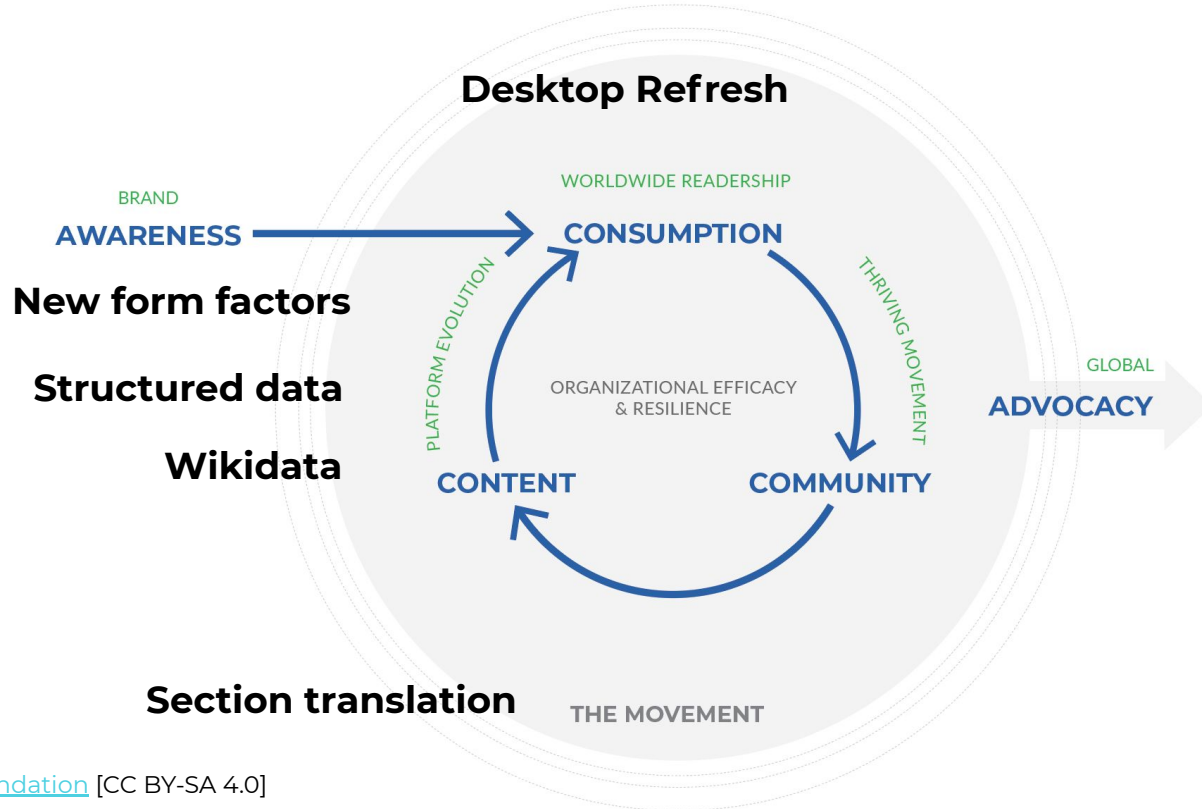
Desktop refresh	Yellow
Growing readership	Yellow
Wikidata	Red

Actions

- Connect with Comms to firm up plans for the desktop refresh launch & 20th birthday
- Continue to work with partnerships around launching KaiOS and Wikipedia Previews
- Work with WMDE on a revised set of goals for the next phase of the collaboration agreement.
- Investigate additional options for data quality/engineering alongside Abstract Wikipedia

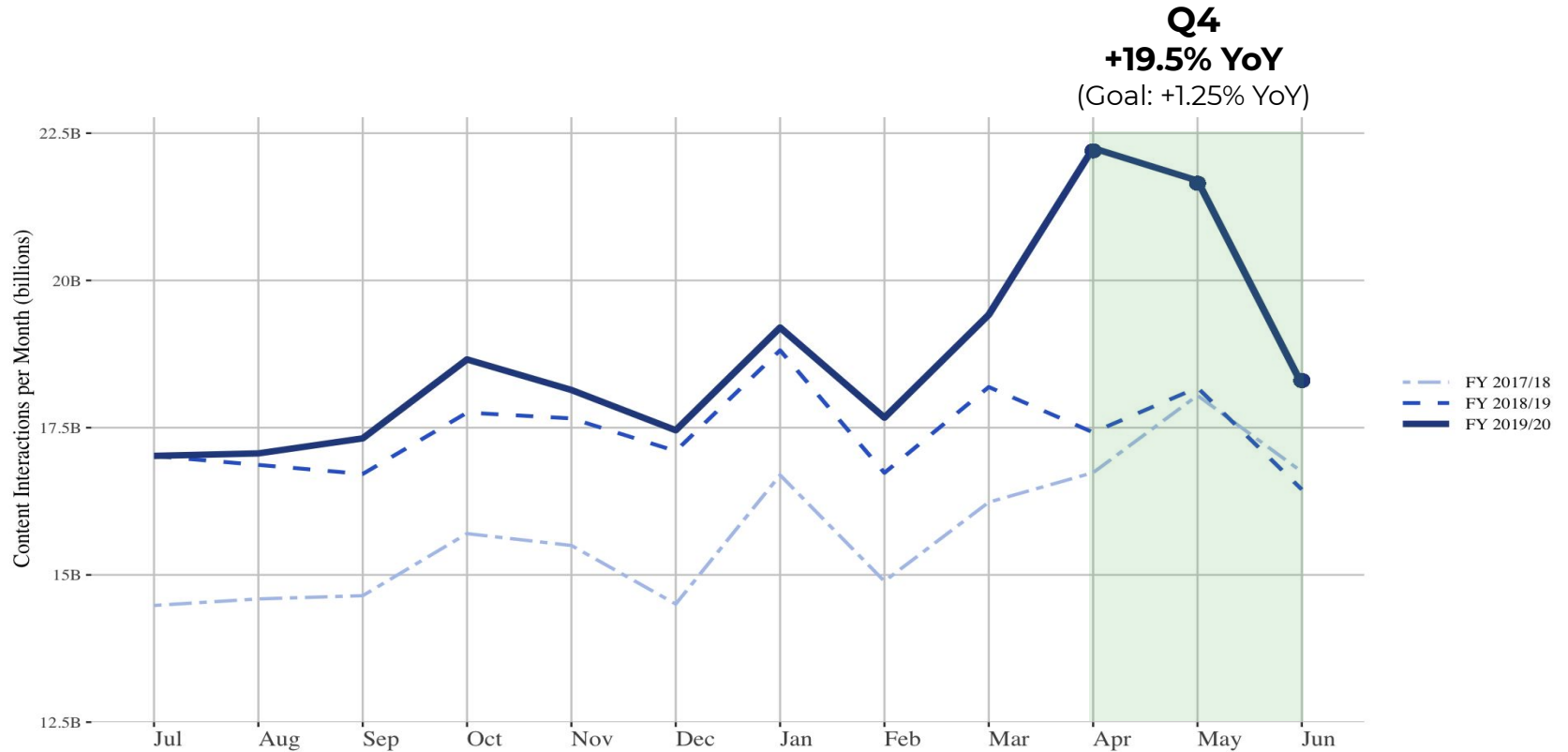


Worldwide Readership

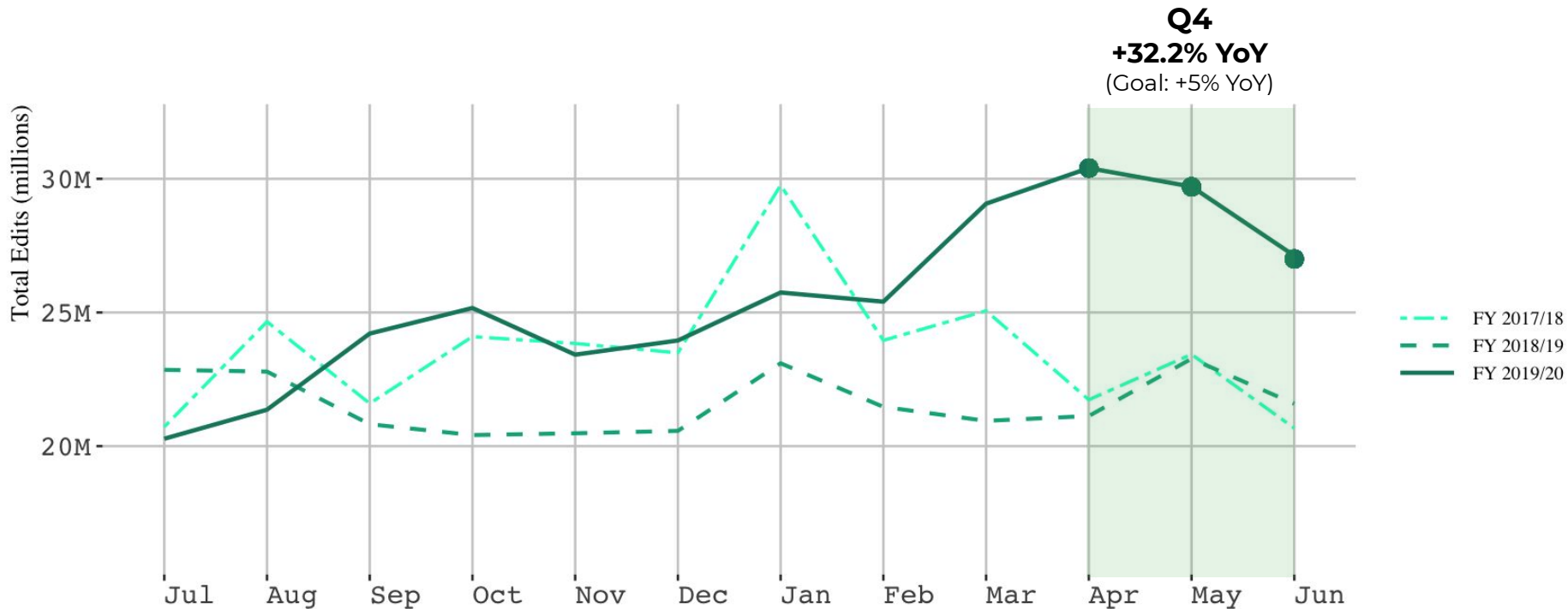


Wikimedia Content Interaction year-over-year comparison

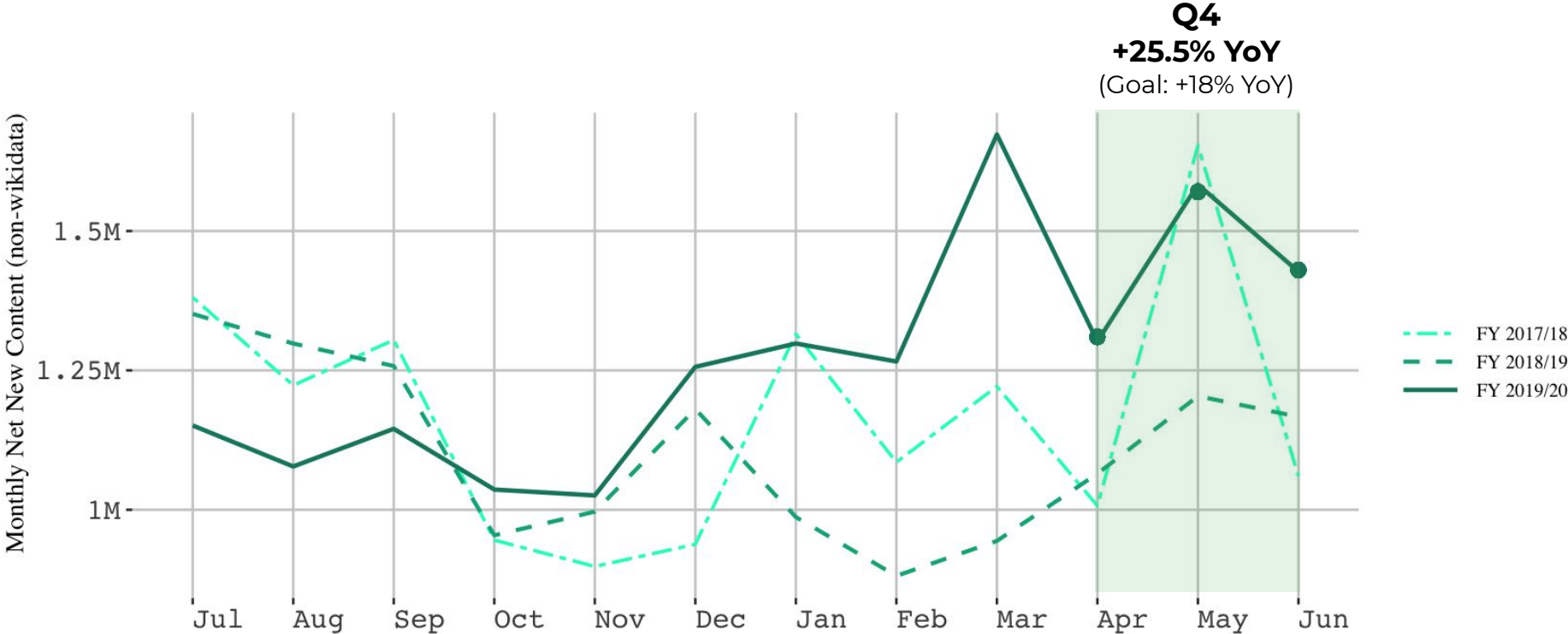
July 2017 - June 2020



Wikimedia Total Edits (non-Wikidata) year-over-year comparison July 2017 - June 2020



Wikimedia Net New Content (non-Wikidata) year-over-year comparison July 2017 - June 2020



Worldwide Readership



MTP Outcomes

MTP Metrics

Y1 Goal

Q1 Status

Q2 Status

Q3 Status

Q4 Status

Make incremental but meaningful changes to our core products.

Total monthly CI increase YoY	+1.25% YoY	3.6% YoY (17.1B/mo*)	3.4% YoY (18.1B/mo*)	5.0% YoY (18.8B/mo*)	+19.5% YoY (20.7B/mo*)
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Established markets

+0.5% YoY

n/a

8.5% YoY
(14.0B/mo*)

7.3% YoY
(14.7B/mo*)

+19.5% YoY
(15.9B/mo*)

Substantially extend our core product experiences

Emerging markets	+3.3% YoY	n/a	-4.8% YoY (4.0B/mo*)	-2.4% YoY (4.0B/mo*)	+19.7% YoY (4.8B/mo*)
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Baseline: 17.3B/month

Total monthly edits increase YoY	+5% YoY	0% YoY (38.8M/mo*)	18.6% YoY (24.2M/mo*o)	22.5% YoY (26.7M/mo*o)	+32.2% YoY (29.1M/mo*o)
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Established markets

+4.5% YoY

n/a

(8.9M/mo*o+#+)

(10.6M/mo*o+#+)

+53.9% YoY
(13.3M/mo*o+^)

Emerging markets

+12.8% YoY

n/a

(2.0M/mo*o+#+)

(2.2M/mo*o+#+)

+29.0% YoY
(2.8M/mo*o+^)

Baseline: 46.1M/month

Net new content increases YoY	+18% YoY	47.7% YoY (2.58M/mo)	6.7% YoY (1.11M/mo*o)	45.4% YoY (1.4M/mo*o)	+25.5% YoY (1.4M/mo*o)
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Established markets

n/a

n/a

(551K/mo*o+#+)

(1.0M/mo*o+#+)

+75.2% YoY
(0.9M/mo*o+^)

Emerging markets

n/a

n/a

(185K/mo*o+#+)

(255K/mo*o+#+)

+81.6% YoY
(262K/mo*o+^)

Baseline: 1.86M/month

Department: Product

Key Deliverable slides



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Desktop Refresh



Objective:

Strengthen brand affinity by increasing site utility amongst readers and maintaining utility for our existing editors.

The Desktop Refresh deliverable saw crucial progress over the last quarter:

- The collapsible sidebar development was completed and the feature was deployed on one of our five pilot wikis
- A fixed width was introduced to article pages for improved readability and information retention
- The development of a search widget in vue.js was began in collaboration with members of the Core Platform Team and other teams across the foundation
- Deployment of the initial set of features on all wikis was postponed due to delays in the development of the fixed width. Current deployment date is set for July 20, 2020

Target quarter for completion: Q4 2021



Desktop Refresh



MTP Metrics

	Y1 Goal	Q1 Status	Q2 Status	Q3 Status	Q4 Status
Deliver on 12 program milestones Baseline: 0 milestones	12	2 of 3	6 of 6	8 of 9	10 of 12
Deploy the first stages of the new desktop experience as an opt-in preference to all wikis, with at least 5 wikis where the experience is default	Default on 5 wikis	n/a	n/a	n/a	Default on 1 of 5 wikis
Opt out rate is 40% or lower on default wikis	< 40% opt-out rate	n/a	n/a	n/a	n/a



Desktop Refresh



Article [Discussion](#)

Lire

[Modifier](#)

[Modifier le code](#)

[Voir l'historique](#)



Plus ▾

Rechercher dans Wikipédia

Argent



Cet article concerne l'élément chimique nommé argentum en latin, le corps simple et ses composés ou combinaisons. Pour les autres significations, voir [Argent \(homonymie\)](#).

L'**argent** est l'**élément chimique** de **numéro atomique** 47, de **symbole** Ag. Entre le cuivre et l'or, l'argent appartient à la colonne de la classification périodique appelée "colonne des métaux à **frapper**". Ce sont en effet les trois métaux, peu ou pas oxydable à l'air, utilisés pour frapper la monnaie. Le terme "argent" s'est imposé dans la langue française pour parler de l'argent monétaire car il était plus rare que le cuivre mais moins que l'or, ce dernier n'étant pas assez abondant pour que tout le monde puisse avoir de "l'argent"¹².

Le corps simple argent est un **métal précieux** — alors parfois appelé argent métallique ou plus simplement argent métal, ou encore métal blanc¹³ — dont le nom désigne aussi en **français** dans le langage courant les **pièces** et **billets de monnaie**, voire par extension une certaine somme « d'argent ». Cependant, les **économistes** distinguent, à la différence du langage courant, l'argent métal ou réserve métallique de la **monnaie** comme outil de régulation des **échanges** économiques. Le faible niveau des réserves de ce métal en fait une **matière première minérale critique**.

Sommaire [\[masquer\]](#)

- Généralités et présentation de l'élément argent
- Isotopes
- Occurrences dans les milieux naturels, minéralogie et géologie
- Gisements exploitables et techniques de production
- Corps simple et corps composés chimiques
 - Propriétés physiques et chimiques du corps simple
 - Solubilité
 - Aspects

Argent



Cristal d'argent obtenu par électrolyse

Palladium ← **Argent** → Cadmium

Diagramme de la position de l'argent dans le tableau périodique. L'argent (Ag) est représenté par un carré noir dans la colonne 11, entre le cuivre (Cu) et l'or (Au). Le numéro atomique 47 est indiqué à côté du symbole Ag. Des flèches indiquent les directions de déplacement vers le haut (↑) et le bas (↓).

[Tableau complet](#) • [Tableau étendu](#)

Position dans le tableau périodique

Symbole	Ag
Nom	Argent

Growing Readership



Objective:

Add new content structures, form factors, and localized content to substantially extend our product experiences in order to grow readership worldwide.

Growing readership deliverable saw significant progress over the last quarter, with some delays due to various circumstances.

- Structured data: Strong community support to move forward with new commons search, based on prototype ([live example](#), [legacy search](#), screenshot on next slide).
- Language: Content Translation out of beta in 4 new wikis (28 total). Section translation mobile web releasing to users in Q1!

Target quarter for completion: New knowledge form factors Q1 FY20-21, Section translation: Q1 FY20-21. Structured Data Across Wikimedia: Q2 FY22-23.



Growing Readership



MTP Metrics	Y1 Goal	Q1 Status	Q2 Status	Q3 Status	Q4 Status
Total monthly CI increase YoY	+1.25% YoY	3.6% YoY (17.1B/mo*)	3.4% YoY (18.1B/mo*)	5.0% YoY (18.8B/mo*)	+19.5% YoY (20.7B/mo)
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Established markets	n/a	n/a	(551K/mo ^{o+^})	(1.0M/mo ^{o+^})	+75.2% YoY (0.9M/mo ^{o+^})
Emerging markets	n/a	n/a	(185K/mo ^{o+^})	(255K/mo ^{o+^})	+81.6% YoY (262K/mo ^{o+^})
Baseline: 1.86M/month					Department: Product

Growing Readership: Current Commons Search

✕ Search

Advanced search: Sort by relevance ✕ ▼

Search in: (Gallery) ✕ File ✕ Help ✕ Category ✕ Creator ✕ Institution ✕ ▼


[► Search categories](#) • [View other tools](#)

Create the page "**Van gogh**" on this wiki!

[Vincent van Gogh](#)

Vincent **van Gogh** (es); Vincent **van Gogh** (is); Vincent **van Gogh** (ms); Ван Гог, Винсент (os); Vincent **van Gogh** (en-gb); Vincent **van Gogh** (tr); ونستگ وان


23 KB (3,189 words) - 16:06, 25 May 2019



File:Vincent **van Gogh** - Self-Portrait - Google Art Project (454045).jpg

of Vincent **van Gogh** Spanish Autorretrato, Vincent **van Gogh**. French autoportrait de Vincent **Van Gogh** Catalan Autorretrat, Vincent **van Gogh** Marathi विन्सनत


(4,747 × 6,000 (10.19 MB)) - 21:08, 25 June 2020



File:Vincent **van Gogh** - Dr Paul Gachet - Google Art Project.jpg

J.-B. de la Faille: L'Œuvre de Vincent **van Gogh**, catalogue raisonné, F754 catalogue: The New Complete **Van Gogh**: Fully revised and enlarged edition of

(5,611 × 6,748 (18.91 MB)) - 21:06, 18 June 2019



File:La Chambre à Arles, by Vincent **van Gogh**, from C2RMF.jpg

Vincent **van Gogh**: Bedroom in Arles Artist artist

QS:P170,Q5582 Title Deutsch: Vincents Schlafzimmer in Arles English: Vincent **van Gogh**'s Bedroom in

Growing Readership: MediaSearch

Search media

van gogh



Search

Images

Audio

Video

Categories

Media size ▾

Sunflowers



Iris



Vincent



Stolen



Paintings



Wikidata



Objective:

Wikidata is a source of high quality data and is more connected to Wikimedia projects and external Wikibase instances.

Wikidata continues to grow in editors and content, but has not yet delivered on two of its three key deliverables for this fiscal year. The COVID-19 situation is certainly a contributor but as reported last quarter, there are other technical and product related root causes.

Target quarter for completion: Q4



Wikidata



Key Results	Y1-Goal	Q1 Status	Q2 Status	Q3 Status	Q4 Status
By end of June 2020 at least 5 new instances outside of Wikimedia projects will have integrated Wikidata content. Baseline: 0	5	n/a	0	0	0
A quality score for data objects will have been defined and implemented and baselines will have been defined by end of June 2020. Baseline: No quality score	✓	-	✓	✓	✓
By end of June 2020 at least 2 different language Wikipedias are using a first prototype to edit Wikidata directly from their Wikipedia project. Baseline: 0 Wikipedias	2	0	0	0	0



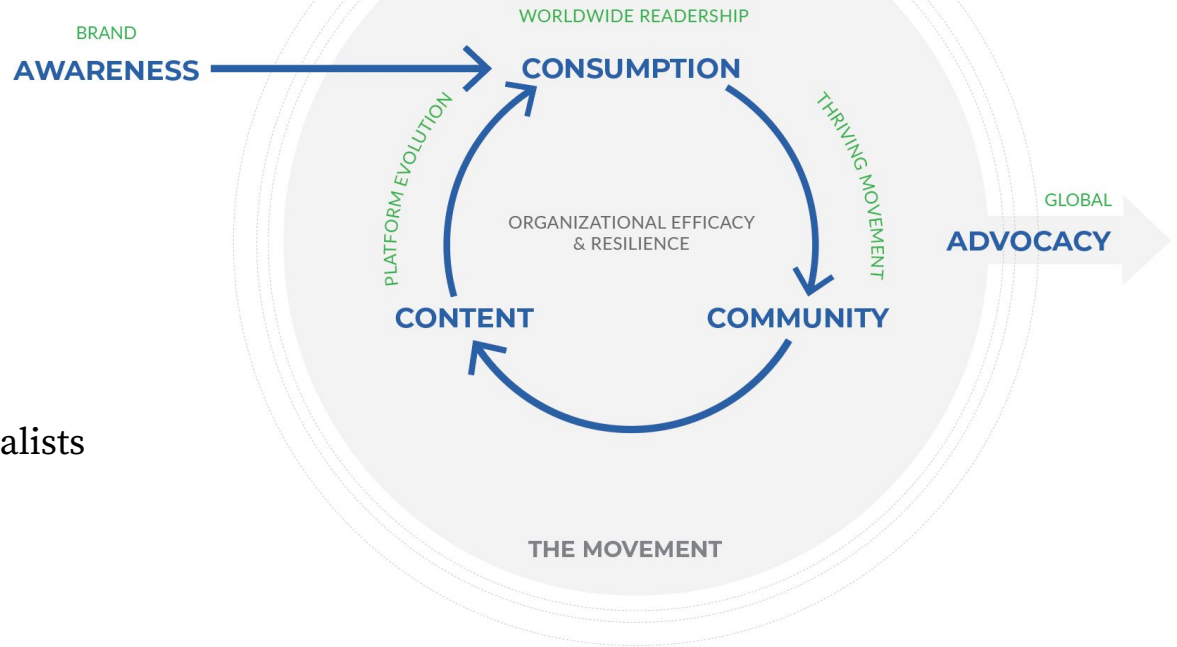
Department slides



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Product highlights

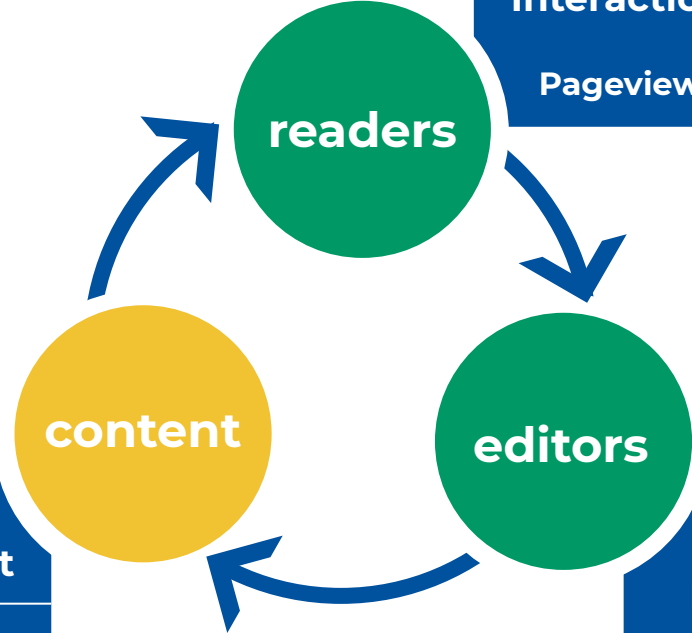
1. Project Metrics
2. Education highlights
3. GLAM and culture
4. Better use of data
5. Language support
6. Community Relations Specialists
7. Design research



Project metrics

Q4
Actuals YoY (%)

Interactions	62.2 B	19.5%
Pageviews	55.3B	18.2%



Q4
Actuals YoY (%)

255.0M	21.8%	Total Content
54.5 M	7.1%	Wikipedia
88.5 M	52.5%	Wikidata

Q4
Average YoY (%)

Active Editors	98,800	14.9%
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Education Highlights

COVID-19 Education Response

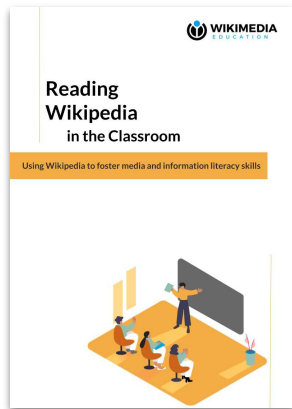
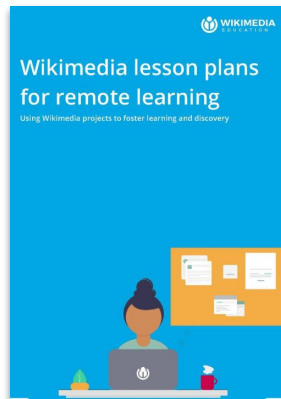
- Developed educational [resources](#) to support teachers to use Wikimedia projects for students during COVID-19 school closures.
- Adapted Reading Wikipedia in the Classroom for the COVID-19 context
- Joined the Inter American Development Bank [21st century skills coalition](#)

Graduate Fellows



Results

- 6+ Wikimedia affiliates adopted & adapted the EduWiki challenge campaign
- Our COVID-19 lesson plan packet will be distributed on 30,000 computers for teachers in Colombia
- We engaged 23K+ teachers through our outreach for Reading Wikipedia in the Classroom
- Our collaboration with World Scouts engaged 26K+ youth, especially during a "[Joti Live!](#)" segment with Sailesh



GLAM & Culture Spotlight on Wikisource

Wikisource Wishlist with CommTech

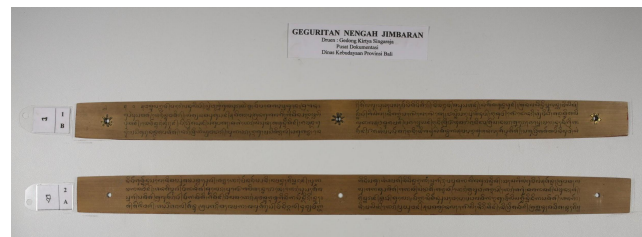
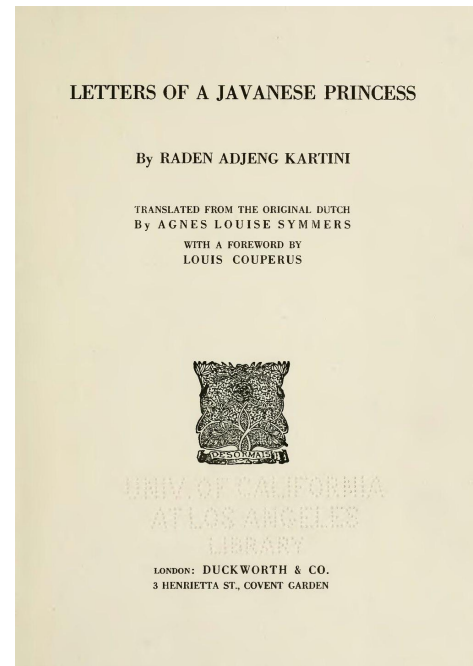
- First [project page](#) has feedback from >15 community members

Two additional wishes

- [Google Summer of Code](#) project will improve the experience for new users editing pagelists
- [Grant-funded project](#) by PanLex to move Balinese palm-leaf transcription to Wikisource extended to include IA-uploader fix

From the Community

- Wikimedia Indonesia: 17 participants proofed & validated 1,880 pages
- CIS-A2K: 193 participants from 10 different Indic communities proofread 22,446 pages and validated 10,616 pages
- Wikimedia UK: 60 staff at the National Library of Scotland worked on Wikisource as Covid-19 from home activity. 791 books transcluded!



Better Use of Data

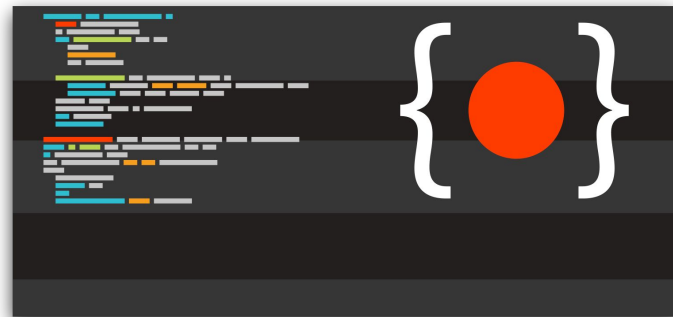
Instrumentation Update

Major improvements to event logging infrastructure

- Reduce the cost of measuring user behavior
- Unify event instrumentation across Wikimedia
- Providing critical error logging to new platforms like KaiOS

Enables next quarter's goals:

- Complete iOS event platform integration
- Use learnings to progress Session Length instrumentation



Language Support

More than 300 languages are provided with internationalization support at various levels across Wikimedia projects, of which the Wikipedias are the largest, with 289 languages. The tools created and maintained by the Language team are continually updated to increase the number of languages these tools cover. The goal of the team is to provide the same level of support for all languages and to provide translation tools.

Translation

- Fixed the notification system for targeted notifications about translation requests
- Created multi-step deployment process for translatewiki.net for reduced deployment errors
- 100% uptime for translatewiki.net since the new deployment process

Language Support

- Released a reusable unified library for language-data in PHP and JavaScript available for use by development teams
- Provided focused language and translation support for community and partnership initiatives in India and multiple African languages, respectively



Community Relations Specialists

- Currently **supporting** the following major projects in Product in their community engagement needs: Growth, Desktop Improvements, Apps teams features, IP Masking, Structured Data, Talk pages/Editing changes, Abstract Wikipedia
- **We became key actors in the "[Community Rollouts](#)" group:** Helped with the launch of Abstract Wikipedia and debut of OKAPI team.
- We renewed our **commitment to enrich the "[State of the Communities \(SotC\)](#)"** internal newsletter; we adopted a light structure and are now publishing a good amount of content on a weekly basis, receiving praise and encouragement from colleagues, and are planning further development this quarter.

Design strategy

Onboarded our new Design Strategy Team Manager, Ana Chang

Completed 10 research projects this quarter!

Android V5 Usability

Structured Data Across Wikimedia

Content Translation Survey

How Content Moderation Works on Wikipedia - a cheatsheet

Desktop Refresh phase 2

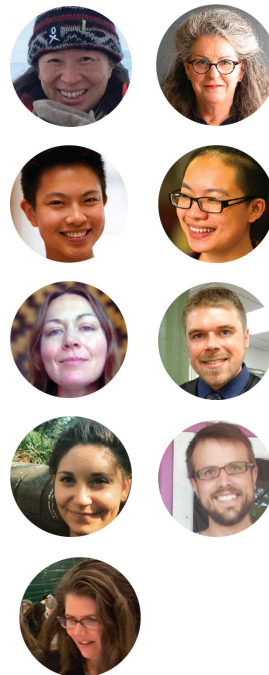
Checkuser workflow

Machine Translation Meets Human Perception: three language comparison

How do News/Media Companies use Wikipedia?

Interpersonal Communication & Coordination on Wikipedia

Ongoing : Partnerships with academic and 3rd party partners to focus on content integrity, visualization of the knowledge graph, and the “loudest voices” problem. **Next**: Validating the Flywheel?



Thank you!

Community
Foundation
Department

