MTP Priority slides
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 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
- Growing readership
- Wikidata

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

Department: Product
Worldwide Readership

New form factors
Structured data
Wikidata
Section translation

Desktop Refresh

Wikimedia Foundation [CC BY-SA 4.0]
Wikimedia Content Interaction year-over-year comparison
July 2017 - June 2020

Q4
+19.5% YoY
(Goal: +1.25% YoY)
Wikimedia Total Edits (non-Wikidata) year-over-year comparison
July 2017 - June 2020

Q4
+32.2% YoY
(Goal: +5% YoY)
Wikimedia Net New Content (non-Wikidata) year-over-year comparison
July 2017 - June 2020

Q4
+25.5% YoY
(Goal: +18% YoY)
<table>
<thead>
<tr>
<th>MTP Outcomes</th>
<th>MTP Metrics</th>
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<td>+1.25% YoY</td>
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<td>Department: Product</td>
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Key Deliverable slides
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

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<tr>
<td>Deliver on 12 program milestones</td>
<td>12</td>
<td>2 of 3</td>
<td>6 of 6</td>
<td>8 of 9</td>
<td>10 of 12</td>
</tr>
<tr>
<td>Baseline: 0 milestones</td>
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<td>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</td>
<td>Default on 5 wikis</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
<td>Default on 1 of 5 wikis</td>
</tr>
<tr>
<td>Opt out rate is 40% or lower on default wikis</td>
<td>&lt; 40% opt-out rate</td>
<td>n/a</td>
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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 oxydables 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 blanc 13 — 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.
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Sommaire [masquer]
1 Généralités et présentation de l'élément argent
2 Isotopes
3 Occurrences dans les milieux naturels, minéralogie et géologie
4 Gisements exploitables et techniques de production
5 Corps simple et corps composés chimiques
   5.1 Propriétés physiques et chimiques du corps simple
      5.1.1 Solubilité

Position dans le tableau périodique

Cristal d'argent obtenu par électrolyse

Tableau complet • Tableau étendu
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.

Department: Product
## Growing Readership

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Growing Readership: Current Commons Search
Growing Readership: MediaSearch

Search media

Search: van gogh

Images Audio Video Categories

Sunflowers Iris Vincent Stolen Paintings

[Images of Vincent van Gogh's works, including 'Sunflowers', 'Iris', 'Stolen', and 'Paintings'].

Media size: -
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
**Key Results**

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<td>By end of June 2020 at least 5 new instances outside of Wikimedia projects will have integrated Wikidata content. <strong>Baseline:</strong> 0</td>
<td>5</td>
<td>n/a</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>A quality score for data objects will have been defined and implemented and baselines will have been defined by end of June 2020. <strong>Baseline:</strong> No quality score</td>
<td>✔</td>
<td>-</td>
<td>✔</td>
<td>✔</td>
</tr>
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<td>By end of June 2020 at least 2 different language Wikipedias are using a first prototype to edit Wikidata directly from their Wikipedia project. <strong>Baseline:</strong> 0 Wikipedias</td>
<td>2</td>
<td>0</td>
<td>0</td>
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Department: Product
Department slides
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 (%)  
--- | ---  
255.0M | 21.8%  
54.5 M | 7.1%  
88.5 M | 52.5%  

Total Content

Wikipedia

Wikidata

Interactions | Q4 Actuals | YoY (%)  
--- | --- | ---  
62.2 B | 19.5%  

Pageviews | Q4 Actuals | YoY (%)  
--- | --- | ---  
55.3B | 18.2%  

Active Editors | Q4 Average | YoY (%)  
--- | --- | ---  
98,800 | 14.9%  

readers

content

editors
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

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