

# Wikimedia Foundation metrics meeting

17 November 2016



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**We're trying  
something new**



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# What's new?

- Tied to a theme
- Connects us to the broader movement
- More guest speakers (community or external organizations)



# What about metrics?



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# Speaker nomination process

- C-level nominations
- Open nominations on-wiki for staff and community

Stay tuned!



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# Feedback welcome!

Email Juliet Barbara  
([jbarbara@wikimedia.org](mailto:jbarbara@wikimedia.org)) or Sam Lien  
([slien@wikimedia.org](mailto:slien@wikimedia.org)).



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# Theme: Building an inclusive movement



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# Agenda

- **Welcomes, theme introduction**
- **Community update** - María Cruz
- **June 2016 Inspire Campaign** - Chris Schilling
- **Wikipedia Asian Month** - Addis Wang
- **Executive Director update** - Katherine Maher
- **Questions and discussion**





# Welcome

## Requisition hires:

- James Baldwin - F&A - SF
- Victoria Coleman - Technology - SF
- Vahid Masrour - CE - Ecuador

## Contractors, interns & volunteers:

- Paul Norman - Product - Canada



# Anniversaries



Megan Hernandez (7 yrs)

Winifred Olliff (6 yrs)

Quim Gil (4 yrs)

Sandra George (2 yrs)

Amanda Bittaker (2 yrs)

Juliet Barbara (2 yrs)

Jacob Rogers (2 yrs)

Grace Gellerman (2 yrs)

Stas Malyshev (2 yrs)

Jerry Kim (2 yrs)

Niharika Kohli (2 yrs)

Joe Matazzoni (1 yr)

Lindsey Anne Frankenfield (1 yr)

Liz Velarde (1 yr)

Nathaniel Schaaf

# Stories from Communities



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# Donostiapedia



- A project to promote and value the city's history, in a **key cultural moment for Donostia**.
- Overarching project that combines **several programs**: WikiCity (with QR Codes), Wikipedians in Residence, working with libraries, a printed book, editing workshops, etc.
- Read more:

[https://eu.wikipedia.org/wiki/Wikiproiektu:Donostiapedia\\_Liburu\\_a/](https://eu.wikipedia.org/wiki/Wikiproiektu:Donostiapedia_Liburu_a/)







# Wikiexperiments

- A year-long project by **Shared Knowledge User Group** (Macedonia)
- **45 high quality videos** of chemistry and physics experiments to illustrate scientific concepts and phenomena, now adding to Wikipedia.
- Watch:  
<https://commons.wikimedia.org/wiki/Category:Wikiexperiments>





**Errata!**



# Wiki Loves Monuments

- 11,033 Uploaders (77% registered after competition started)
- **International winners** announced first two weeks of December



# Wikimedia projects and affiliates

- **French Wikisource** reached 1,000,000 proofread pages.
- **Russian Wikinews** reached 100,000 total pages.
- **Welsh Wikipedia** reached 80,000 articles.

Affiliations Committee recognized 2 new Wikimedia affiliates:

- **WikiDonne**, a user group in Italy that focuses on women's topics in the Wiki World.
- **WikiConference North America**, a user group dedicated to coordinating the planning and hosting of the regional event in the coming years.

# Upcoming collaborations with communities

- [Community Wishlist Survey](#): voting phase Nov 28 - Dec 12.
- [Annual Tool Labs survey](#): ongoing until Nov 4.
- **New Readers target countries conversation**: ongoing until Dec 5.
- Share your collaborations with communities on Meta if you expect to reach 50+ people: [meta:Community\\_Engagement/Calendar](https://meta.wikimedia.org/wiki/Community_Engagement/Calendar)

# June 2016 Inspire Campaign



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# Rationale

- Harassment is a common experience (WMF Harassment Survey)
- Handling of harassment is often considered ineffective (WMF Harassment Survey)
- Harassment threatens the welfare of contributors.



# Challenges



Public Domain, Library of Congress

# Challenges

Disruptive behavior:

- Submission of intentionally disruptive ideas
- Provocation and disparagement of idea creators who submitted ideas in good faith

# Challenges

Ideas that fundamentally change project participation, e.g.

- Restricting editing to logged-in users
- Requiring identification for contributors

Underdeveloped ideas

- Misunderstandings / difficulty in providing feedback.



# Overall campaign results



# Results

- 700 individuals participated
- 280 ideas submitted
- Highest participation compared to previous campaigns

# Results - Ideas

Changes to community guidelines, policies, and systems:

- Page protection
- Blocking policies
- Roles of Administrators
- Conflict resolution processes
- Codes of conduct
- Methods of reporting

WMF policies and actions:

- Image use policy
- Clarity around behaviors that constitute harassment
- Ombudsman for harassment cases
- Calls for outside expertise to advise/create policy



# Results - Ideas

- Community Health user group
- Nonviolent communication toolbox
- Building resource pages on all Wikimedia projects for handling harassment
- Training for handling harassment at online/offline programs & events for leaders and participants

# Results

- Few ideas have been submitted for grant funding. (12 proposals drafted, 4 formally proposed.)
- Ideas often did not need funding. (Not what I expected!)

**How should we support ideas that do not need funding?**

# Case study: Userspace protection

(ongoing)



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# Case study

Idea: Prevent vandalism and harassment on userpages by protecting them automatically.



# How did I support this idea?

- Advised on proposal building
- Summarized community feedback and recommended changes
- Helped develop implementation plan
- Invited volunteers and staff to help with implementation

# Recommendations

**We have to more proactively support  
idea creators to address harassment.**

**Collaboration in proposal building and incorporating feedback are key to community-supported policy changes.**

# Other kinds of support

We can support idea creators by helping them:

- consider the logistics of implementation
- redevelop their ideas into grant proposals
- build teams amongst supporters and staff

# Let's continue building inclusive communities together.



Chris Schilling

[cschilling@wikimedia.org](mailto:cschilling@wikimedia.org)

User: I JethroBT (WMF)



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# Wikipedia Asian Month



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# What is Wikipedia Asian Month?

- Annual edit-a-thon on Wikipedia promote content about Asia
- November 2015 was the first edition
- A global event that everyone can join in any language

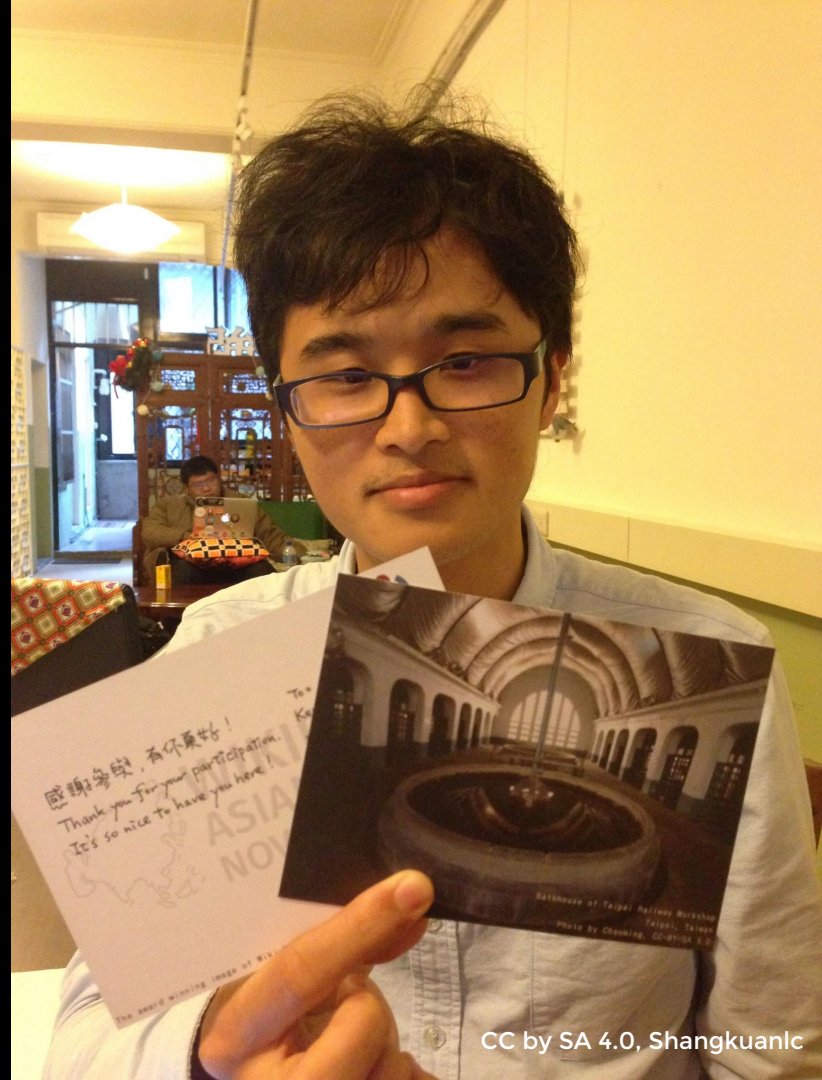


# How it works

- Send postcards to Wikipedians (with rules)
- Postcards sent from Asian communities
- Meaningful value bigger than physical value
- Rules ensure both quantity and quality



# Postcards!



# A growing Campaign

- 2015
  - 43 different language Wikipedias participated
  - 1,096 Wikipedians
  - 6,086 new articles were created
  - 23 Wikipedia projects had fewer than 10,000 articles
  - Sent postcards to 44 countries or regions
- 2016
  - Around 50 Wikipedia communities participating this year
  - Extended to Wikiquote and Wikisource, to encourage cross-wiki edits
  - More sophisticated judging tool
  - Postcards from more communities



# Lessons Learned

# Smaller communities

- Invite communities that are relatively small to participate
- Engage with people that have no/little experience with international collaboration
- Easy to do instruction: any experience level can organize
- Publicity: CN, brand, prize

# Frequent communication

- Stay clear and frequent communication with organizers
- MassMessage to broadcast the general updates
- Encourage communications on talk page, Facebook, IM, Email
- Q&A, Facebook event; Encourage communications between organizers and local participants.



# Small recognitions

- Reach the Wikipedians in the middle (less focused in the movement); Community Health
- Wikipedia Asian Ambassador: a piece of paper changes a lot
- Team building, brand loyalty, something can be “show-off”
- More Importantly: Very low cost



# Challenges

- Judging articles is not an easy job
  - Kenrick developed a judging tool last year and reduce some labor works
  - Le Loi brings a new tool this year called “Fountain”, makes judging/ statistics very easy
  - Look forward for more functions in next year

# How you can participate

- Visit us on meta: <https://meta.wikipedia.org/wiki/WAM>
- Write an article!
- Invite your friends and even organize
- Read - learn about Asian cultures, traditions, history and more on your language Wikipedia.

# Executive Director update



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**First of all..  
Welcome,  
Victoria!**



CC by SA 4.0, Myleen Hollero

# November Board meeting



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# What we discussed

- Financials to date
- Q1 progress against our goals (Reach, Communities, and Knowledge)
- Community culture
- Movement strategy process

A large, diverse audience is seated in a well-lit hall, likely during a presentation or meeting. Many audience members have their hands raised, indicating active participation or agreement. The room features high ceilings, large windows on the right, and professional lighting fixtures. The overall atmosphere appears to be one of engagement and collaboration.

# Financials

**Tracking below budget.**

**Repurposing \$0.55M for initiatives that support Annual Plan commitments.**

**Clean Audit.**



**FY16-17**

**Q1 Expense**

**Actual vs.**

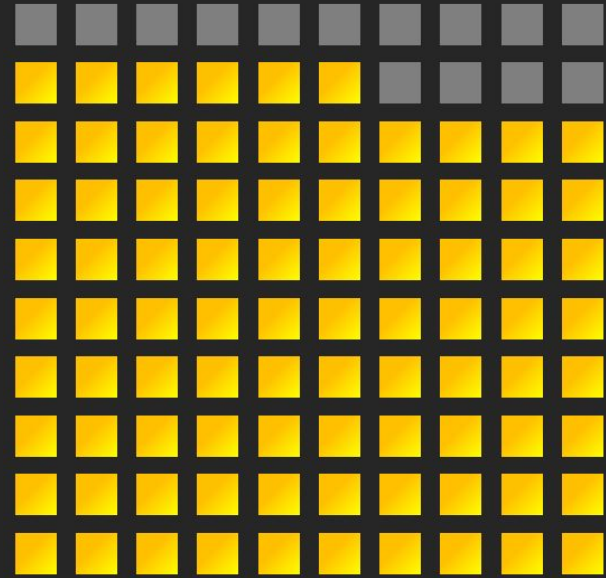
**Budget ratio is  
approximately**

**Actual: \$11,856K**

**Budget: \$13,794K**



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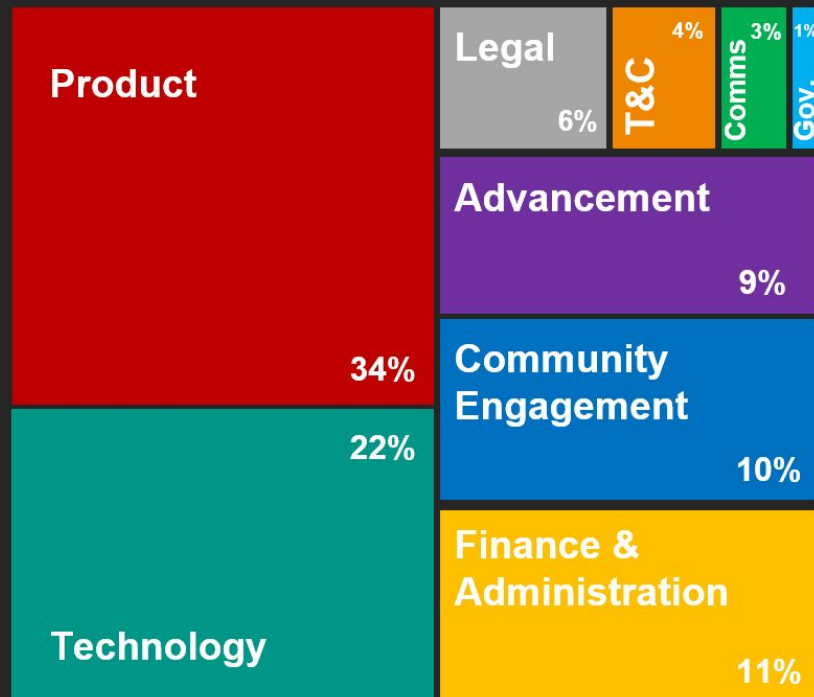


**86%**



# FY16-17 Q1 expense by department

Product:	\$4,010K
Technology:	\$2,551K
Finance & Administration:	\$1,347K
Community Engagement:	\$1,211K
Advancement:	\$1,034K
Legal:	\$670K
Talent & Culture:	\$476K
Communications:	\$411K
Governance:	\$146K



# Product metrics: September 2016

## Discovery audience

Tools and user flows that includes search, portal and interactive elements

		MoM	YoY
<a href="#">User Engagement</a> <sup>[1]</sup>	38%	0	+153.33%
Zero Rate <sup>(with bots)</sup> <sup>[2]</sup>	24%	+9.09%	-27.27%
API Usage	126.68M	+3.18%	-0.94%
User Load Time <sup>[3]</sup>	566ms	+0.35%	+31.02%

[1] Debut in mid September of 2015, User Engagement is steady MoM. Huge YoY increase is partially caused by clickthrough rate but mostly by % of search sessions lasting more than 10s.

[2] Zero Rate fluctuates month to month, most likely due to bots searching Wikipedia. Minor increases like this are not inherently bad, as we expect to yield zero results for queries that should yield zero results. YoY results are related to feature improvements.

Source: [Discovery Dashboards / Search Metrics / Monthly](#)

## Reading audience

User flows including Community Tech, Apps, Desktop & Mobile Web content

		MoM	YoY
<a href="#">Pageviews</a> <sup>[1]</sup>	15.6 B	+3.6%	-0.8%
Desktop	8.4 B	+8.9%	-8.8%
Mobile Web	7.0 B	-1.7%	+11.0%
<a href="#">Unique Devices</a> <sup>[2]</sup>	602 M	+5.5%	n/a

[1] From past years we know that total pageviews tend to drop in the northern hemisphere summer and rebound in the fall.

[2] YoY Unique Device numbers will be available in January 2017

Source and further details, also on mobile apps usage:  
[https://www.mediawiki.org/wiki/Wikimedia\\_Product#Reading](https://www.mediawiki.org/wiki/Wikimedia_Product#Reading)

## Editing audience

Collaborative, inclusive tools and user flows for creating and editing

		MoM	YoY
Active Editors	80.5 K	+2.4%	+0.7%
New Active Editors <sup>[1]</sup>	19.1 K	+17.1%	+5.3%
Non-bot Edits <sup>[2]</sup>	17.8 M	+4.7%	+16.1%
Mobile Edits <sup>[3]</sup>	694 K	-9.3%	+13.4%

[1] The month-on-month increase is primarily due to Wiki Loves Monuments, which tends to produce about 3,000 extra new editors on Commons each September. It's not clear how many of these new users stay active in following months.

[2] It's not clear what has caused the dramatic year-on-year increase. Wikidata edits and explicitly tagged bots are excluded, so this *should* mostly reflect human editing activity, but unidentified bots remain a strong possibility.

[3] It's not clear what has caused the month-on-month decrease in mobile edits. One possible explanation is seasonal variation, since September is the start of the Western academic year.

Source and further details:  
[https://www.mediawiki.org/wiki/Wikimedia\\_Product#Editing](https://www.mediawiki.org/wiki/Wikimedia_Product#Editing)



# Community health

*Photo by Jason Krüger, [CC BY-SA 4.0](#).*



# Movement strategy process

# Where we are today

- 2010-15 Wikimedia movement strategy
- 2012 Foundation Narrowing Focus exercise
- 2014 Call to Action
- 2016-18 Three-prong Foundation strategy
- 2016-30 Movement strategy

# The importance of now (1)

The world has changed: **Bad things.**

- The web is less open and more commercial.
- Secondary sources are more fragmented (and a greater proportion of them are unreliable).
- Copyright terms keep growing.
- Privacy is increasingly illusory.
- The window of discourse is narrowing globally.



# The importance of now (2)

The world has changed: **Good things.**

- Our scale and the scale of possibility has shifted dramatically.
- More people are connecting <sup>before</sup>.
- Literacy is rising across the globe.
- Access to connectivity is greater than it has ever been.
- Technology is evolving in ways that can augment our work and make it ever more accessible.
- Our community is growing, introducing new voices, goals, and perspectives to our work.



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# The importance of now (3)

## We are ready:

- Wikipedia is stable and evolving.
- Our name is known and trusted by many.
- The Foundation is stable and engaged.
- We are financially healthy.
- Our movement is maturing and self-organizing.
- Our projects are continuing to grow and evolve.
- Our work is more important than ever.

**This is our opportunity.**



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# How?



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# Understand our ecosystem

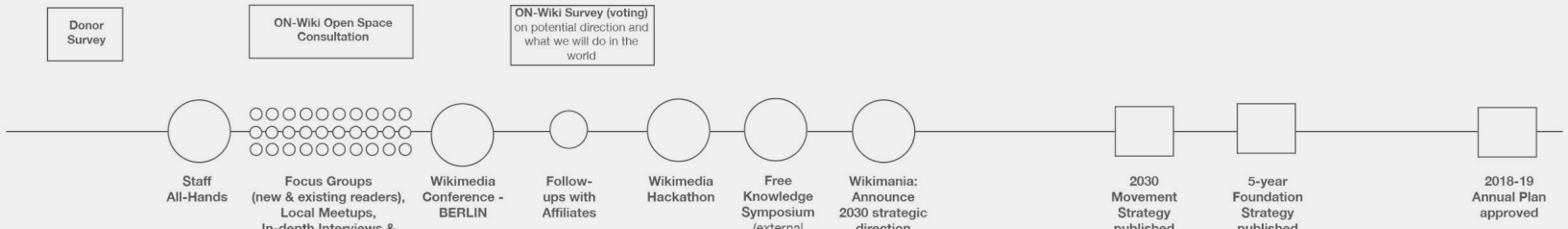
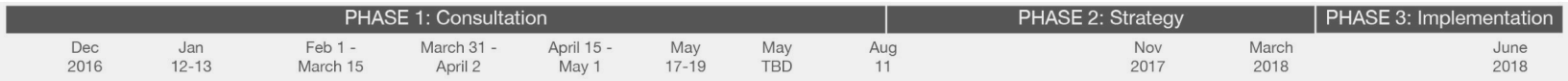
- Who are our communities and users?
- What do people need?
- What are the other players in our ecosystem?
- What does the future (tech, education, knowledge) look like?
- What are the challenges we should be watching?
- What are the opportunities to grow and meet our mission?
- What are our options, with our resources?

# Who we'll engage

A broad group:

- Our Wikimedia communities
- Our users
- External experts (e.g. machine learning, education, emerging markets)
- Relevant institutions (companies, GLAMS, governments)
- Our donors
- Those we are not yet serving...

**We're going to cast a wider net.**



# How we're going to do it (draft process)

## Description of Major Events

- Donor Survey**
- 2-3 questions regarding wishes for movement
  - Send to projected 2 million donors
- Staff All-Hands**
- 4 hr facilitated sessions on big questions regarding wishes for movement, barriers, and discussions around Foundation's role, future of reach, usability, and accessibility
  - 300 Foundation staff
- On-Wiki Consultation (1 month)**
- Framing of research, concept of movement. Request for input on big questions regarding wishes/ideas for movement (simple format)
  - Launch on meta (80,000 contributors/editors invited to participate)

- Focus Groups (new and existing readers)**
- Focus on 6 new reader countries with 4 focus groups per country to understand needs
- Local Meetups**
- Rapid grants process for local discussions globally, focus on emerging markets
  - 4 hr facilitated sessions on big questions regarding wishes/ideas for movement
  - 50 groups
- External Conversations (in-person & virtual)**
- Focus on 6 new reader countries, external stakeholders in the Free Knowledge arena; discussion with technology trend experts
  - 240 In-depth interviews (40 per country), 6 events (1 per country)
  - Discussion on big questions regarding focus/wishes/needs for movement

- Wikimedia Conference - BERLIN**
- 200 additional people brought in to discuss strategy (mix of affiliates/users groups, community leaders, staff, external stakeholders)
  - 12 hr strategy track (200 people), 2 hrs for whole conference (400 people)
- Followup with Affiliates**
- Outputs from Berlin reviewed and discussed to understand potential implications to structure, roles, and work efforts
  - Input synthesized and given to Strategy Council for review
- Wikimedia Hackathon**
- 2-4 hr facilitated sessions to check barriers to operationalizing the potential strategic directions

- On-Wiki Survey**
- Community asked to vote on potential direction and to prioritize what we will do in the world (major work effort)
  - Launch on meta (80,000 contributors/editors invited to participate)
- Free Knowledge Symposium**
- 75-100 technology experts and Free Knowledge stakeholders brought together for a 1-2 day symposium to discuss the future of movement (wishes/needs/challenges)

Synthesis of Work Strategy Council

Remaining work completed by Foundation and organized groups:  
Major roadmap developed (structure, roles, what work, major tasks)  
Individual org high-level strategies developed

Foundation strategies and plans detailed:  
18-month product/program strategies  
key performance metrics

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2017



Process  
planning

Strategy  
development

Strategic  
planning

Strategy  
execution

New strategic  
Annual Plan

July  
2016

↑  
today

January  
2017

July  
2017

January  
2018

July  
2018

January  
2019

Foundation  
annual planning

Movement  
annual planning

Foundation  
annual planning



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# How will we do it?

- Recruit an experienced team
- Hold global, inclusive consultations
- Conduct audience and market research
- Listen to users and experts
- Communications that unite and inspire our movement and the world

# What we'll get

- Clarity of purpose and direction
- Clear priorities to enable decision making
- Alignment and common understanding
- Strategic insights into our users
- A network of expert allies
- A more focused and effective movement and Foundation

# What's next?

- Recruit the team
- Design the process
- Start the conversation



# Questions and discussion



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