

Worldwide Readership Tuning Session Q1 FY20-21



WIKIMEDIA
FOUNDATION

MTP Priority Update



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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

Our initiatives are yellow, trending flat this quarter. Most of the projects are on track but as we are just beginning to have discussions with Wikimedia Deutschland about Wikidata priorities, we feel it's prudent to call the entire initiative flat until we have more clarity about Wikidata.

Desktop refresh is our project to update the desktop experience. The desktop experience is so central to the wiki experience and it's a core component of product modernization. This quarter we moved search to a more intuitive location and started measuring our acceptance criteria.

Growing readership is our emerging markets initiative. The Inuka team released an app for KaiOS, an operating system that's widely used around the world and saw more than 1 million downloads in the first month after release!

Deb from the Comms team will introduce Readership protect, our first major marketing campaign focused on readership.

Abstract Wikipedia is the center of our new knowledge formats initiative. This project is on track and making good progress.

Finally will show how we're using structured data to augment and create our reader experiences, focusing on image search and structured data across wikipedia.



OKRs

| | |
|--|--|
| Desktop refresh | |
| Growing readership | |
| Readership: Protect | |
| New knowledge formats | |
| Increase impact of knowledge with data | |

Actions

- Department had a good quarter but we're concerned about burnout and load -- we will review OKRs next week

Worldwide Readership Metrics

MTP Outcomes

Make incremental but meaningful changes to our core products.

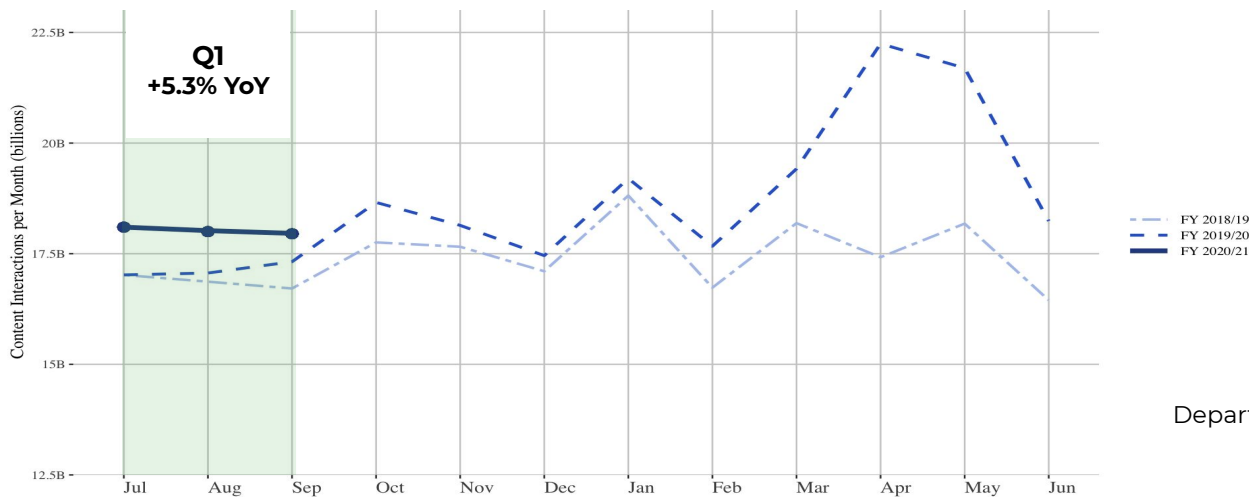
Substantially extend our core product experiences

MTP Metrics

Total monthly Content Interactions increase YoY

Baseline: 20.7B/month

| | Y2 Goal | Q1 Status | Q2 Status | Q3 Status | Q4 Status |
|---|---------|----------------------------------|-----------|-----------|-----------|
| Total monthly Content Interactions increase YoY | +4% YoY | +5.3% YoY (18.0B/mo*) | - | - | - |
| Established markets | +4% YoY | +3.8% YoY (13.6B/mo**) | - | - | - |
| Emerging markets | +4% YoY | +7.5% YoY (4.3B/mo***) | - | - | - |



Department: Product

Worldwide Readership Metrics

MTP Outcomes

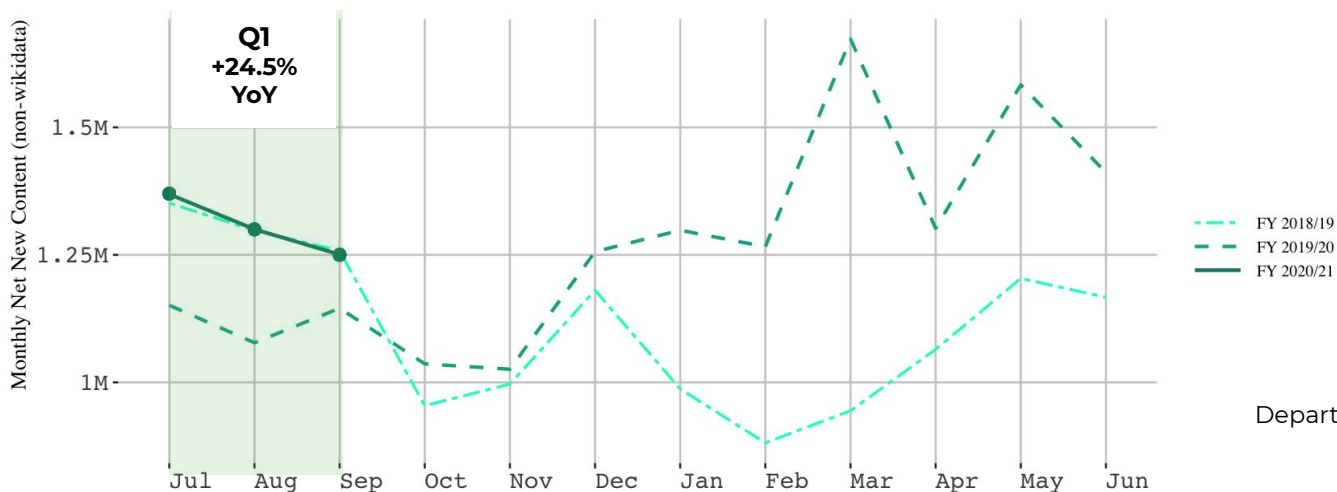
Make incremental but meaningful changes to our core products.

Substantially extend our core product experiences

MTP Metrics

Monthly net new content increases YoY
Baseline: 3.3M/month

| | Y2 Goal | Q1 Status | Q2 Status | Q3 Status | Q4 Status |
|---------------------|---------|--|-----------|-----------|-----------|
| | +2% YoY | +24.5% YoY (1.31M/mo*o) | - | - | - |
| Established markets | +2% YoY | +66.7% YoY (0.9M/mo ^{o*}) | - | - | - |
| Emerging markets | +2% YoY | +128.0% YoY (342K/mo ^{o*}) | - | - | - |



Department: Product

MTP Priority OKRs



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Desktop Refresh



Objective:

Increase site utility amongst readers and maintain utility for our existing editors with a redesign of our desktop site.

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

- Improved readability on our early adopter wikis by deploying the collapsible sidebar, new logo, and fixed width by default
- Allowed readers to search quickly and efficiently by improving the location of our search and building out functionality in our first vue.js search widget
- Evaluated the success of the collapsible sidebar feature, and built instrumentation to A/B test our search changes. First A/B test currently in progress
- Began the implementation of our communications strategy and got coverage on a number of new outlets

Target quarter for completion: Q2 FY 21-22



Desktop Refresh



Key Results

| | Y2 Goal | Q1 Status | Q2 Status | Q3 Status | Q4 Status |
|--|------------------------------------|--------------------------|-----------|-----------|-----------|
| Significant increase in reported positive sentiment towards Wikipedia over the baseline studies on target wikis, after establishing baseline sentiment Baseline: Qualitative. Established via quicksurveys | Qualitative increase over baseline | Baseline established | - | - | - |
| Redesign of flagship product is deployed on test wikis without pageviews dropping more than 5%" Baseline: YoY pageviews across pilot wikis | < 5% decrease | No decrease observed YoY | - | - | - |
| Opt out rate is 40% or lower on default wikis Baseline: n/a | < 40% opt-out | 1.60% - 4.09% | | | |



Desktop Refresh



WIKIPEDIA
The Free Encyclopedia

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Article [Talk](#)

[Read](#) [Edit](#) [View history](#)

Pancake

From Wikipedia, the free encyclopedia

This article is about the food. For other uses, see [Pancake \(disambiguation\)](#).

"Griddle cake" redirects here. For the Irish style bread, see [Soda bread](#).

A **pancake** (or **hotcake**, **griddlecake**, or **flapjack**, not to be confused with oat bar [flapjacks](#)) is a flat cake, often thin and round, prepared from a [starch-based batter](#) that may contain eggs, milk and butter and cooked on a hot surface such as a [griddle](#) or [frying pan](#), often frying with oil or butter. Archaeological evidence suggests that pancakes were probably the earliest and most widespread cereal food eaten in prehistoric societies.^[1]

The pancake's shape and structure varies worldwide. In England, pancakes are often [unleavened](#) and resemble a [crêpe](#).^[2] In North America, a leavening agent is used (typically [baking powder](#)) creating a thick fluffy pancake. A *crêpe* is a thin [Breton](#) pancake of French origin cooked on one or both sides in a special pan or [crepe maker](#) to achieve a lacelike network of fine bubbles. A well-known variation originating from [southeast Europe](#) is a *palačinke*, a thin moist pancake fried on both sides and filled with jam, cream cheese, chocolate, or ground walnuts, but many other fillings—sweet or savoury—can also be used.

When potato is used as a major portion of the batter, the result is a *potato pancake*. Commercially prepared pancake mixes are available in some countries. When [buttermilk](#) is used in place of or in addition

to milk, the pancake develops a tart flavor and becomes known as a **buttermilk pancake**, which is common in Scotland and the US. Buckwheat flour can be used in a pancake batter, making for a type of [buckwheat pancake](#), a category that includes [Blini](#), [Kaletetz](#), [Ploye](#), and [Memil-buchimgae](#).

Pancakes may be served at any time of the day or year with a variety of toppings or fillings, but they have developed associations with particular times and toppings in different regions. In North America, they are typically considered a [breakfast food](#) and serve a similar function to [waffles](#). In Britain and [the Commonwealth](#), they are associated with [Shrove Tuesday](#), commonly known as "Pancake Day", when, historically, perishable ingredients had to be used up before the fasting period of [Lent](#).

History

Pancake



A stack of blueberry pancakes

Type **Batter**

 [Cookbook: Pancake](#)

 [Media: Pancake](#)

Desktop Refresh



WIKIPEDIA
The Free Encyclopedia



mapl

Search

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Maple syrup

Syrup made from the sap of maple trees



Maple Leaf Sports & Entertainment

Canadian sports and real estate company



Maple

genus of flowering plants, trees in the lychee family Sapind...



MapleStory

2D fantasy MMORPG



Maple syrup urine disease

Metabolic disorder affecting branched-chain amino acids. It...



Maplewood, New Jersey

Township in Essex County, New Jersey, United States



Maple (software)

computer algebra system



Maple Leaf Gardens

Former indoor arena in Toronto, Ontario, Canada, later re...



Maple Shade Township, New Jersey

Township in Burlington County, New Jersey, United States



Maple Ridge, British Columbia

City in British Columbia, Canada



Search for pages containing "mapl"

[Read](#) [Edit](#) [View history](#)

Pancake



A stack of blueberry pancakes

Type [Batter](#)

[Cookbook: Pancake](#)

[Media: Pancake](#)

Pancakes are a type of flatbread, often served with maple syrup or other toppings in different regions. In North America, they are typically considered a [breakfast food](#) and serve a similar function to [waffles](#). In Britain and the [Commonwealth](#), they are associated with [Shrove Tuesday](#), commonly known as "Pancake Day", when, historically, perishable ingredients had to be used up before the fasting period of [Lent](#).

History

Growing Readership



Objective:

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

Reaching our users where they are:

- **KaiOS:** Thanks to help from partnerships and legal, Inuka team released the KaiOS Wikipedia app in India, leading to over 1M downloads and 5.8M pageviews. There was legitimate organic excitement, with thousands of user feedback despite typing challenges.
- **Wikipedia Previews on other sites:** See the definition of a term when you click on a link on a participating media site. Created demo site ([link](#)) for the “wikipedia preview” function for advancement to use with potential partners.

In their preferred language:

- **Section translation tool for mobile:** Implemented basic steps of the core workflow. Available in a [test instance](#). Including VisualEditor integration.
- **Deploying Content translation tool:** Enable Content Translation by default on 6 wikis: Welsh, Burmese, Urdu, Sundanese, Assamese, and Bashkir (+ 3 new ones automatically).

Target quarter for completion: Ongoing



Department: Product

Growing Readership



Key Results

Y2 Goal

Q1 Status

4% increase in content interactions in both emerging and established markets

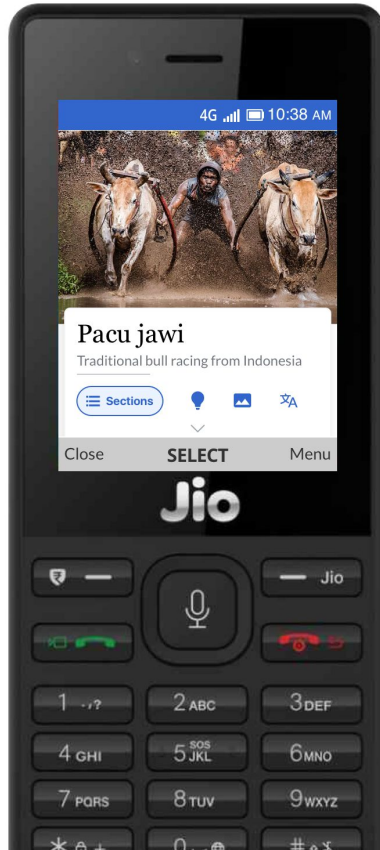
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| Emerging markets | +4% YoY | +7.5% YoY (4.3B/mo**) |
| Baseline: 20.7B/month | | |

2% net new content in both emerging and established markets

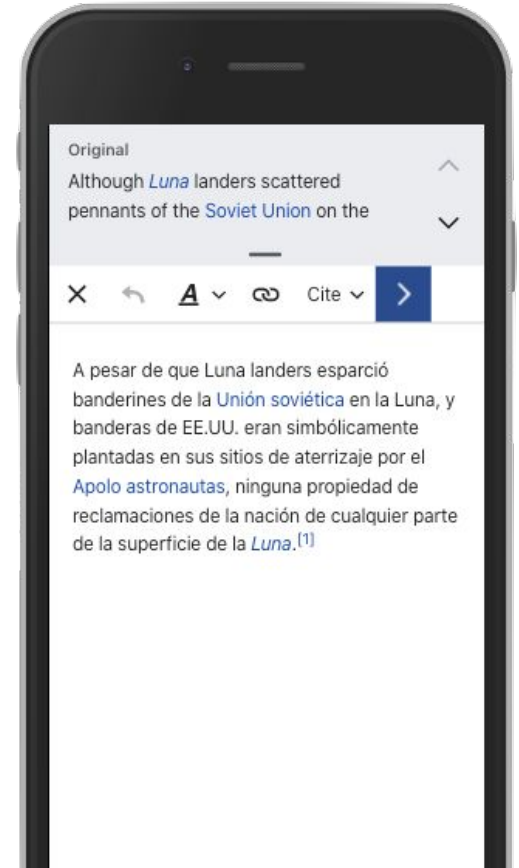
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| Emerging markets | +2% YoY | +128.0% YoY (342K/mo ^{0+#}) |
| Baseline: 3.3M/month | | |

Growing Readership

Wikipedia for
KaiOS App



Section translation
tool on mobile



Readership: Protect



Objective:

Protect and maintain English Wikipedia site traffic by strengthening affinity with our brand.

- In Q1 we completed the global market and audience research which:
 - Quantified achievable readership grow and protect goals through 2030
 - Identified the need to protect younger core audiences ages 18-38.
- Currently developing:
 - A protect marketing campaign, which will be US-only.
 - Theme: “righting history”
 - Strategy: Targets users while they are searching for topics that fall into popular search categories (music, food, history, etc...), and display a category-related, unknown fact from Wikipedia.
 - Risks: Post-election environment may impact start date

Target quarter for completion: Q4 FY20/21



Readership: Protect



Key Results

| | Y1 Goal | Q1 Status | Q2 Status | Q3 Status | Q4 Status |
|---|----------------------------------|--|-----------|-----------|-----------|
| <p>KR1: Changed maintain current unique device traffic for advancement's English Wikipedia markets with 0% decline monthly in Q2 (US, UK, Canada, Australia, New Zealand) Baseline: Determined with pre-campaign survey in Q2.</p> | Maintain Wikipedia unique visits | Baseline established in Q2 prior to campaign | - | - | - |
| <p>KR2: Shift user dependence on generic search results ~5% to seeking Wikipedia search results Baseline: Determined with pre-campaign survey in Q2.</p> | 5% shift | Baseline established in Q2 prior to campaign | - | - | - |
| <p>KR3: Deliver 1.5:1 ROI for paid media fundraising test in Q3. Baseline: Determined through A/B testing throughout the campaign.</p> | 1.5 ROI | Test moved to Q3 | - | - | - |

Drill Down: Readership: Protect

The situation

Yellow budget scenario

Recent research identified specific audience segments (ages 18-38).

Unique device monthly visits won't help us detect the impact of the campaign, and we are unable to track visits and users from Google ads.

The impact

Reduced funding for market reach from 5 to 1.

The initial protect marketing campaign audience target was too broad and needed to be reduced.

Campaign user behavior tracking and measurement is not possible as planned.

The recommendation

Change KR1 to: Maintain current Wikipedia US traffic.

Refine the protect marketing campaign to target US audiences ages 18-38.

Product analytics and audience engagement insights and analytics agreed to measure the protect marketing campaign through a pre and post campaign survey.



New Knowledge Formats



Objective:

Language agnostic content is used to make Wikimedia content more accessible, with broader participation, especially in emerging communities

Wikidata reached Q100000000, continuing to grow in size and active editors. We certified results with a deadline of year end for updated goals, delivered a “priorities and concerns” deck to WMDE, and engaged WMDE on their annual planning. We are encouraged by their response and expect intense but fruitful discussions in Q2.

Abstract Wikipedia project announced and started with exploratory team. Positive community reaction.

Messaging wiki of functions as milestone. Planning resources to productionize wiki of functions.

Phases for wiki of functions defined. Major dependency on funding.

Contest for naming the wiki of functions. *Wikilambda* and *Wikifunctions* currently most favored by community.

Target quarter for completion: Q4 FY20-21



New Knowledge Formats



Key Results

| | Y2 Goal | Q1 Status | Q2 Status | Q3 Status | Q4 Status |
|---|-------------------------------------|---|-----------|-----------|-----------|
| 25% of Wikidata items reused on other Wikimedia projects. | 25% | 20.7% | - | - | - |
| Determine resiliency and scalability metric in Q1 and targets for Wikidata and improve on them each quarter. Baseline: <i>Data point</i> | (undefined) | (delayed) | - | - | - |
| A public proof of concept capable of running functions and having the results from the function calls be capable of display in other Wikimedia projects. Baseline: No project for functions, some functionality scattered (Lua modules, ArticlePlaceholder, LSJBot, etc.) | Launch new Wikimedia sister project | Project kick-off. 3.5 people working. Phases defined. Phase 1 completed (Object creation) | - | - | - |

Department: Product

Drill Down: New Knowledge Formats



The situation

Work on Abstract Wikipedia has started by developing the wiki of functions. We are messaging the focus on the new wiki and working on the message “what is a function (and why do we need them)”.

Functions are harder to describe (which is why it didn't lead the Abstract Wikipedia project). Readers often don't think of functions as something to solve their knowledge needs.

The impact

Functions have the potential to be a new knowledge format that can meet many knowledge needs of our readers.

We may also foster a new community with tens of thousands of new contributors that are currently not Wikimedia volunteers.

The recommendation

Treat the wiki of functions as a top-level product. Bring in user research and design earlier in order to identify potential contributors and readers and to take their use cases into account.

Ensure funding for the whole project in order to be able to implement the designs without risking loss of momentum.



Drill Down: New Knowledge Formats



The situation

We have some fundamental concerns about direction and ambition of WMDE roadmap. We've shared our concerns, they've been receptive.

We are using the structures contained in the collaboration agreement to effect substantial change in the direction of the product.

The impact

As Wikidata becomes more central to our organizational strategy, we achieve better results on product development, including scalability and reliability of the project and WMF product teams more able to make use of Wikidata in projects such as Structured Data Across Wiki, Structured tasks and work for emerging markets.

The recommendation

The results of these discussions will be integrated into the new collaboration agreement.



Increase impact of knowledge

Objective:

Users can easily discover, understand, contribute, and connect similar content across WMF knowledge properties

Users can use the new [MediaSearch](#) on Commons, and the Structured Data team is making further progress on it. Based on initial findings, users clearly prefer it to the old Commons search interface, more analysis underway.

Getting numbers out of our systems is hard. This is especially important as we see similar problems to solve in the next set of features (MediaSearch in VisualEditor.)

Target quarter for completion: Q4 FY 20-21



Increase impact of knowledge

Key Results

| | Y2 Goal | Q1 Status | Q2 Status | Q3 Status | Q4 Status |
|--|-------------------------|---|----------------------|-----------|-----------|
| By the end of the year, at least 1 million of the target 5 million Wikimedia content pages have had multimedia added via our new tools, based on findings about the state of visual knowledge gaps Baseline: 0 | 1 million content pages | Achieved milestones for Q1, on track to reach this by end of year | - | - | - |
| In Q1, identify a baseline and targets for search efficacy. In Q2-4, improve on that measure of search efficacy. Baseline: No baseline identified | (Not yet defined) | One metric identified and improved, more needed | - | - | - |
| By the end of the year, WMF determines whether modular content technical approach is the right direction through a prototype/proof of concept Baseline: No decision made | Decision made | (Not planned for Q1) | (Not planned for Q2) | | |



Efficacy & Resilience OKRs



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Efficacy & Resilience OKRs



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Product and Technology Collaboration

Objective:

In order to ship great software more easily, the Technology and Product groups will collaborate closely on high priority projects.

This quarter, Product and Technology established the first cross-department partnership in our departments' history, to help us plan and prioritize work to support the Product feature teams. This working group will guide both the Core Platform team and the Product Infrastructure teams' work.

In Q1, the Product + Platform working group has delivered:

- A process for requesting and prioritizing APIs
- An ongoing Steering committee that makes prioritization decisions
- A truly collaborative planning team for APIs!

Target quarter for completion: Q4



Product and Technology Collaboration

Key Results

| | Y2 Goal | Q1 Status | Q2 Status | Q3 Status | Q4 Status |
|--|--|---|-----------|-----------|-----------|
| Establish best practices for how Product Management and teams work together. Baseline: Ongoing quarterly goals | Establish best practices across teams | API intake process created by Product, Platform working group | - | - | - |
| Integrate product managers with 2 tech teams | 2 teams in tech have Product Managers. | 1 in place, 2 positions currently open | - | - | - |
| Improve sentiment of collaboration across teams by establishing a baseline and assessing improvement via surveys. | Project-based incremental improvements | API request process survey in progress | - | - | - |



Trust and Safety Software



Objective:

To increase safety and security on the platform, we will update privacy and security tools

After this OKR was created, it became the primary focus of the Board's Product Committee for Q1 2020-21. The product committee was concerned that the program was not sufficiently focused on the victims of harassment.

This resulted in a [high level framing](#) of the OKR around four distinct areas inside the Foundation and Community which helped the board understand and support our activities, particularly around our support of the victims of harassment.

Based on these activities, we are working to finalize unified sense of direction for the OKR between Legal (Trust and Safety) and Product (Anti-Harassment Tools), including a newly prioritized set of deliverables which will require a modification of the KRs for this ERF. The planned deliverable is not off the table, per se, but may be replaced or joined by others.

Target quarter for completion: Q4 FY 20-21



Trust and Safety Software



Key Results

To improve access to project positions of authority for broader pools of talent, we will make secure functionary elections available on 100% of affected projects by EOFY.

| Year Goal | Q1 Status | Q2 Status | Q3 Status | Q4 Status |
|-----------|---|-----------|-----------|-----------|
| Complete | Reassessing priorities as part of KR overhaul | - | - | - |



Drill Down: Trust and Safety Software



The situation

Based on guidance of the Board, aligned with Trust & Safety, guided by victim-centric and community governance lenses, feature stack ranked 25 proposed software improvements around reducing vulnerabilities for victims that are hard to identify, providing better tools to protect them and the people who help them, and improving our understanding of both. The 7 victim focused priority items are now being ranked further to determine next steps.

The impact

The prioritization exercise will evolve KRs to meet the expectations and direction of the Board. The impact should result in work that is more focused on what they and we agree to be critical needs as the trust & safety software team expands.

The recommendation

Over the next several weeks, stakeholders will produce their final ranked list of software approaches within the top 7 identified and will present their evolved KRs to the executive Product Advisory Board. With their alignment, this will then be presented to the c-suite and the Board for ratification to steer the work of the growing team.



Better Use of Data



Objective:

Foundation staff can better access and interpret production user data to identify areas of opportunity and make data-informed decisions to advance our MTP.

Better Use of Data Engineering

Proved out new infrastructure on 2 initial target platforms.

Provided a way to measure users' session length.

Extended visibility of MediaWiki errors to all projects except English Wikipedia.

Working with Production Data

Surveyed data scientists, analysts across WMF about workflows for measurement, data processing, and analysis.

100% of data scientists in Product and 50% of analysts in other departments responded.

Identified clear areas for improvement, namely streamlined & standardized processes, clearer data documentation.

Target quarter for completion: Q4 FY20-21



Better Use of Data



Key Results

| | Y2 Goal | Q1 Status | Q2 Status | Q3 Status | Q4 Status |
|---|--------------|--|-----------|-----------|-----------|
| Q1: Pilot Modern Event Platform (MEP) & clients with 2 product teams Q2: Evaluate efficacy & resolve tech issues Q3: Obtain commitment from 100% of Product teams to use MEP & clients Q4: 100% of newly tracked product features use MEP and clients Baseline: 0 product features use MEP & clients | 100% | 2 of 2 pilots | - | - | - |
| Q1: Start quarterly survey of data analysts to measure time spent gathering & processing production data, identify pain points Q4: Analysts report 50% decrease in time spent gathering & processing production data Baseline: 1.5 weeks +5.5 weeks if instrumentation is needed | 50% decrease | 1.5 weeks +5.5 weeks with instrumentation | - | - | - |



Department Update



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The product flywheel



Health metrics

| | Q1 Actuals | YoY (%) |
|--------------|------------|---------|
| Interactions | 54.1 B | 5.3% |
| Pageviews | 48.3B | 4.3% |

| | Q1 Average | YoY (%) |
|----------------|------------|---------|
| Active Editors | 88,800 | 7.3% |



| Q1 Actuals | YoY (%) | |
|------------|---------|---------------|
| 262.0M | 20.3% | Total Content |
| 55.4M | 7.4% | Wikipedia |
| 90.7 M | 45.4% | Wikidata |

Community Relations Specialists

- Currently **supporting** the following major projects in Product in their community engagement needs: Growth features, Desktop Improvements, Apps teams features, IP Masking, Structured Data, Talk pages/Editing changes, Abstract Wikipedia
- We **continue our work in the "[Movement Consultations](#)" group**: Helped with the launch of Wikipedia for KaiOS and the shutdown of the Maps API. Currently on Abstract Wikipedia (renaming consultation + logo contest), Annual Plan & more.
- We renew our **commitment to enrich the "[State of the Communities \(SOTC\)](#)"** internal newsletter; now featuring monthly Programs edition, permanent link to Movement Consultations calendar, and a companion Slack channel with 80+ staff already.

Campaigns Strategy Update

How can the movement proactively recruit allies and partners to grow communities of content creators focused on impactful knowledge gaps?

Campaign Strategy Problems

Successful calls to action require adv. Wikimedia technosocial skills and sophisticated outreach.

Constant flow of attention to WMF and affiliates from new actors wanting to organize in diverse topics.

Campaign Action Center

Goal: Reduce complexity of initiating calls to action

What does success look like?

Software supports existing and new organizers to rapidly and responsively create topical calls to action which activate existing and new contributors around the world.

Topics for Impact

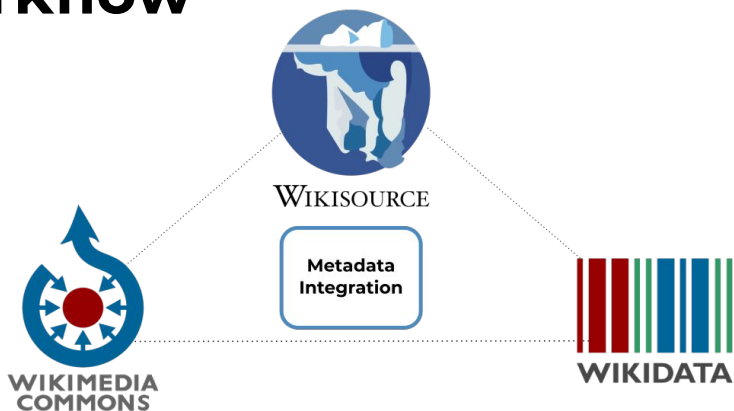
Goal: Recruit and support knowledge activists

What does success look like?

Once the Wikimedia Movement identifies topics for impact, we can recruit, support, and retain new partners and organizers around the world who bring new editors to create content in those gaps.

GLAM & Culture

Coordinating across stakeholders to improve the Wikisource workflow



With investment in a VisualEditor, Wikisource could become an onboarding platform for the movement, especially in non-Latin languages.

Diversity, Equity and Inclusion product development working group

Objective

The Foundation intentionally develops products in a diverse, equitable, and inclusive way.

Methodology

1. Establish a baseline by interviewing teams
2. Learning from third party resources, compilation
3. Synthesize what we've learned
4. Develop Framework & Expectations

Outcome

Do the right things: The products we create are inclusive, support diverse populations, and promote equity.

Do things right: The way we build products are inclusive, support diverse team members and promote equity.



THANK YOU!

Questions



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Appendix



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Acronyms

API: Application Programming Interface

WMDE: Wikimedia Deutschland

WS: Wiki Source

Vue.js: Front end JavaScript framework

LSJBot: Automated Wikipedia article-creating program

MEP: Modern Event Platform

IA: web-based tool for transferring (and creating where required) DjVu files from the Internet Archive to Wikimedia Commons.

OCR: Optical Character Reader

CI: Content Increase

CIS-A2K: Center for Internet - Access to Knowledge

