

How banner campaigns can be requested to reach marginalized groups or contents



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Martin Rulsch

- active in Wikimedia projects since 2005
- author, photographer, admin, organizer, mentor, software developer and lecturer
- Wikimedia Steward since 2007 → access to banners since their inception
- Wikimedia Deutschland
 - board member 2011–13
 - employee since 2015
 - currently responsible for the promotion of the volunteer support programs, etc.



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PAST

Other banner types

MediaWiki:Watchlist-summary

Spezialseite Wikipedia durchsuchen

Beobachtungsliste Hilfe

Es gibt momentan ungesichtete Bearbeitungen, die sich auf deiner Beobachtungsliste befinden. [Einklappen]

4.377 beobachtete Seiten. Änderungen an Seiten, die du seit ihrem Auftreten nicht besucht hast, sind **fett** markiert. Deine Liste der beobachteten Seiten bearbeiten

Vom 8. Mai, 00:00 Uhr MESZ bis zum 21. Mai 2019, 23:59:59 Uhr MESZ läuft die Schiedsgerichtswahl.

Alle Änderungen als gesehen markieren Gespeicherte Filter

Aktive Filter Ausblenden
Keine aktiven Filter. Es werden alle Beiträge angezeigt. Standardfilter wiederherstellen

Änderungen filtern (Menü oder Suche für den Filternamen verwenden) Namensräume Markierungen

Live-Aktualisierungen Neue Änderungen seit 3. Okt. 2019, 12:20:26 ansehen 1.000 Änderungen, 30 Tage

3 Oktober 2019 Liste von Abkürzungen: [Einklappen]

MediaWiki:Sitenotice

Brionv [mie discussioni](#) [preferenze](#) [osservati speciali](#) [miei contributi](#) [esci](#)

Messaggio [Discussione](#) [Leggi](#) [Modifica](#) [Visualizza cronologia](#) [Vai](#) [Ricerca](#)

Set \$wgLogo to the URL path to your own logo image.

Navigatione

This is my sitenotice!
It's pretty awesome. You'll like it.
Even though it's huge. [nascondi]

CentralNotice

m:Special:CentralNotice

Content page Discussion

Read Edit View history  More ▾

Search Meta 



Voting has begun in the Wikimedia Foundation Board of Trustees elections!
Voting ends at 23:59, 17 August 2021 (UTC). Verify your eligibility and vote now.

[Help with translations!]

CLOSE ✕

[Vote now](#)

Main Page

Content page Discussion

Read Edit View history  More ▾

Search Meta 



Wiki Loves Monuments: Photograph a monument, help Wikipedia and win!

[Learn more](#)

✕

Main Page



WIKIMEDIA
META-WIKI

Main facts

- accessible on metawiki ([m:Special:CentralAuth](#))
- can be requested by anyone on metawiki ([m:CentralNotice/Request](#)), please respect the calendar ([m:CentralNotice/Calendar](#))
- handled by very few [CentralNotice administrators](#), [Stewards](#) or [WMF staff](#)
- originally developed for fundraising campaigns (~2012), adjusted for WLM campaigns, since then also used by community
- low coordination, barely improved by developers

m:CentralNotice/Request

Content page [Discussion](#) [Read](#) [Edit](#) [View history](#) [☆](#) [More](#)

CentralNotice/Request [\[edit\]](#)

[< CentralNotice](#)


CENTRALNOTICE	Banner Requests	Campaign Calendar	Usage Guidelines	Admin Interface	Interface Documentation
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Start your request for a CentralNotice banner campaign here!

The aims of this process are as follows:

- To improve community access to central notice through a clear and transparent process.
- To improve best practice and ensure greater consistency in campaign implementation.
- To improve communication around campaigns. Creating clear forums for feedback on campaigns, providing metrics back to campaigns and also a clear method for assessing community consensus for campaigns relating to advocacy.
- To reduce potential clashes between campaigns





 Requests must be made, at minimum, 10 days in advance of any campaign

m:CentralNotice/Request

Creating CentralNotice/Request/Test

Please add your request at [CentralNotice/Request](#), after creation. Thank you!

B *I*       > [Advanced](#) > [Special characters](#) > [Help](#)

```
{{subst:CentralNotice/Request/Source
|Name= {{subst:SUBPAGENAME}}
|campaigndescription=
|from =<!-- Date-Month-Year: 1st January 1900 --->
|to   =<!-- Date-Month-Year: 1st January 1900 --->
|projecttarget = <!-- Wikipedia/Wikibooks/Commons etc. --->
|languagetarget = <!-- One Language (English) / Multiple Languages (Farsi/English/Malay etc.) --->
|usertarget = <!-- Logged In users, Anonymous Users or Both? Do you want to target users with a specific
number of edits or average monthly? --->
|countrytarget =
|Metrics=
|bannerchoice=
|landingpagelink=
|granttype=
|grantlink=
}}
```



m:CentralNotice/Request

CentralNotice/Request/Wiki Loves Folk 2019 [edit]

Wiki Loves Folk 2019 [edit]

- Rodelar (talk · contribs · page moves · block user · block log), *primary contact* (Requested at 15:06, 19 September 2019 (UTC))

Central Notice Settings [hide]

What is the campaign duration?

- 1st November 2019 → 30th November 2019

Which projects will you be targeting?

- All

What languages will you be targeting?

- All

Do you wish to show banners to Logged In users, Anonymous Users or Both? Do you want to target users with a specific number of edits or average monthly?

- Logged and Anonymous users

What countries will your campaign target?

- Spain

Banner/Campaign Diet:

- To be determined by Central Notice admin

What is the purpose of the campaign? How will you measure the success of the campaign? [edit]

Description - The objective is to attract more participants to the photographic contest Wiki Loves Folk

Metrics - Number of participants and uploaded images

What banner(s) will you use? What will be your landing page? [edit]

Banners - https://commons.wikimedia.org/wiki/File:Wiki_Loves_Folk_Logo.svg, as logo. The banner could be something like [this](#)

Landing Page - https://www.wikilov.es/es/Wiki_Loves_Folk

Is this project grant funded? Please provide a link [edit]

Type of grant -

Link to grant -

Discussion [edit]

Admin interface



- Main page
- Wikimedia News
- Translations
- Recent changes
- Random page
- Help
- Babel
- Community
- Wikimedia Resource Center
- Wikimedia Forum
- Mailing lists
- Requests
- Babylon
- Reports
- Research
- Planet Wikimedia
- Beyond the Web
- Meet Wikimedians
- Events
- Movement affiliates
- Donate
- Tools
- Upload file

Campaigns Banners

Allocation Logs

Central notice admin

Help

CENTRALNOTICE	Banner Requests	Campaign Calendar	Usage Guidelines	Admin Interface	Interface Documentation
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This extension allows administrators to create and edit banner campaigns across multiple wikis. Documentation can be found at [Help:CentralNotice](#). [edit]

Please add potential notices to the CentralNotice calendar and discuss potential changes with the project sponsor prior to making them. See also the CentralNotice usage guidelines and banner guidelines.

Current cache settings: Banners: 10min server, 0min client; Geo: 0min. *Note: Campaigns are not cached - rather, banners assigned to campaigns are cached.*

Testing: The Afar Wikipedia (aawiki) and many others have been closed, but are still live and can be targeted from CentralNotice campaigns. Alternately you can test on [test.wikipedia.org](#) but note that it runs a completely separate instance of CentralNotice.

Emergencies: Any urgent issue regarding any ongoing campaign or live banner should be reported to [#wikimedia-fundraising](#)^{connect} or jseddon@wikimedia.org.

Building a banner? Need a template to use? Try [templatev2](#)

Manage campaigns

Show archived campaigns

Campaign name	Projects	Languages	Countries	Starting (UTC)	Ending (UTC)	Enabled	Priority	Limit traffic	Locked	Archive
wmcz_conference_2019_round2	All	All	CZ and SK	2019-11-16 00:00	2019-11-16 01:00	<input checked="" type="checkbox"/>	normal	50%	<input type="checkbox"/>	<input type="checkbox"/>
wmcz_conference_2019_round1	All	All	CZ and SK	2019-10-15 00:00	2019-10-15 01:00	<input checked="" type="checkbox"/>	normal	50%	<input type="checkbox"/>	<input type="checkbox"/>



Campaign

Campaign: wmcz_conference_2019_round2

Start date (UTC)

Start time (UTC)

End date (UTC)

End time (UTC)

Projects

15 items selected	Remove all	<input type="text"/>	Select all
wikipedia	-		
wiktionary	-		
wikiquote	-		
wikibooks	-		
wikidata	-		
wikinews	-		
wikisource	-		

Languages

443 items selected	Remove all	<input type="text"/>	Select all
aa - Afar	-		
ab - Abkhazian	-		
abs - Ambonese Malay	-		
ace - Achinese	-		
ady - Adyghe	-		
ady-cyrl - Adyghe (Cyrillic script)	-		
aeb - Tunisian Arabic	-		

Geotargeted



Countries

2 items selected	Remove all	<input type="text"/>	Select all
Czechia	-	Afghanistan	+
Slovakia	-	Albania	+
		Algeria	+
		American Samoa	+
		Andorra	+
		Angola	+
		Anguilla	+

Campaign

Large banner limit and switch

Show a large banner once, then switch to small banners. Place large banners in buckets A and B and small banners in buckets C and D.

Banner sequence

Set multiple banners to display in a specific order.

Impression events sample rate

Set a non-default sample rate for logging impression events.

Assigned banners

Give all banners equal weight

Remove	Bucket	Banners
<input type="checkbox"/>	A ▾	wmcz_conference_2019_anon
<input type="checkbox"/>	A ▾	wmcz_conference_2019

Available banners

Filter banners

Filter banners (e.g. Jimmy 2008)

(newest | oldest) View (newer 20 | older 20) (20 | 50 | 100)

Add Bucket Banners

Banner

Settings

Category

Banners of a specific category share tracking variables and group settings (e.g. hide cookies and impression counts). Category names can be magic words like `{{campaign}}` or `{{banner}}` which will be automatically expanded at display time. Values must be alphanumeric.

Display to

- Logged in users
- Anonymous users (remember to uncheck unless necessary)

Display on: (if you are setting a banner to appear on the mobile site, please test it there first)

- (desktop) Desktop Computer
- (android) Android OS
- (iphone) All iPhone versions
- (ipad) All devices identified as iPads but not iPhones
- (unknown) Devices on the mobile site which are not iPhones, iPads, or Android - ([Selector logic](#))

Mixins

Check each mixin that you want to be included during banner delivery. (See [Banner mixins](#) for more information.)

PRESENT

Functions (beginners)

- each campaign can be focused on:
 - the current Wikimedia project
 - language of user settings
 - geolocation of IP address (national and regional)
 - full or partial display
 - logged-in or anonymous users
 - mobile or desktop version
- various statistics (tracking)
- campaign types (which can be disabled in user settings): advocacy, article writing, photography, event, fundraising, governance (+maintenance, special)

Functions (experts)

- display JavaScript or CSS
 - often just a clickable graphic are given in the request
 - various adjustments would be possible because magic words as well as MediaWiki configuration values can be used, e. g.:
 - edit count
 - registration date
 - page title
 - user groups
 - gender

CentralNotice

Edit banner

Warning: Loading external resources into a banner can compromise user privacy.

To create a localisable message, enclose a string in three curly brackets, e.g. {{{message_name}}}. To use a localisable message from another banner, include the banner name followed by a comma, then the message name, e.g., {{{banner_name,message_name}}}.

Magic words provided by banner mixins: {{{banner}}} and {{{campaign}}}

✖ Insert: [Close button](#)

```
<!-- For guidance or help with this banner, contact Seddon (WMF) -->
<!-- This banners is set up to run to loggedin users only -->
<style>

/* Main banner container. Banner: background, border colour and width and adding a margin between
banner and article header*/
.cnotice {
  position: relative;
  overflow: hidden;
  background: #f8f9fa;
  border: 1px solid #a2a9b1;
  border-radius: 2px;
  margin-bottom: 1em;
  cursor: pointer;
  color: #222;
  font-weight: 500;
}

/* Sets the minimum banner height. If img + logo-container margins > height. Banner will be
larger*/
#cnotice-main {
  display: table;
  width: 100%;
  height: 80px; /* need to set height for height 100% to work on elements within it */
}
```

Summary

Delete Clone Save

Magic words

Variables [edit]

Further information: *mw:Help:Magic words* § Variables, and *Wikipedia:Page name* § sub

Shortcut
WP:VAR

Page name variable	Output	Description
<code>{{FULLPAGENAME}}</code>	Help:Magic words	Canonical page name. <i>Title line</i> . Title unless letter-case is altered with <code>{{DISPLAYTITLE}}</code> .
<code>{{PAGENAME}}</code>	Magic words	Title line excluding namespace.
<code>{{BASEPAGENAME}}</code>	Magic words	Title of parent page, excluding namespace.
<code>{{ROOTPAGENAME}}</code>	Magic words	Title of topmost parent (before all subpages), excluding namespace.
<code>{{SUBPAGENAME}}</code>	Magic words	On a subpage, rightmost portion of <i>current</i> title; higher subpagenames show as backlinks.
<code>{{ARTICLEPAGENAME}}</code>	Help:Magic words	Title of the subject page associated with the current page. These are useful on talk pages (but see note about Category talk pages).
<code>{{SUBJECTPAGENAME}}</code>	Help:Magic words	
<code>{{TALKPAGENAME}}</code>	Help talk:Magic words	Title of the talk page associated with the current page. Useful on subject pages.
<code>{{NAMESPACENUMBER}}</code>	12	Number of the current page's namespace.
<code>{{NAMESPACE}}</code>	Help	Namespace of the title.
<code>{{ARTICLESPACE}}</code>	Help	On a talk page, the namespace part of the title of the associated subject page.
<code>{{SUBJECTSPACE}}</code>	Help	
<code>{{TALKSPACE}}</code>	Help talk	Namespace of the talk page associated with the current page.
<code>{{FULLPAGENAMEE}}</code> , <code>{{PAGENAMEE}}</code> , (etc.)	Help:Magic_words, Magic_words, (etc.)	Adding an E to the end of the above variables, renders the above encoded for use in MediaWiki URLs (i.e. with underscores replacing spaces).
<code>{{SHORTDESC}}</code>		Only works on the English Wikipedia, where it displays a short description below the article title on mobile platforms. See <i>Wikipedia:Short description</i> .

Note: The magic words above can also take a parameter, in order to parse values on a page other than the current page. A colon (:) is used to pass the parameter, rather than a pipe (|) that is used in templates, like `{{MAGICWORD:value}}`. For example, `{{TALKPAGENAME:wikipedia:MOS}}` returns `wikipedia talk:MOS` on any page.

Note: In the "Category" and "Category talk" namespaces, to wikilink (some) page name variables may require prefixing a colon to avoid unwanted categorization.

MediaWiki configuration variables

All pages (user/page-specific) [\[edit \]](#)

Name	Type	Description	Availability
<code>wgAction</code>	String	The action performed, e.g. "edit" for edit pages, or "view" for page views. See Manual:Parameters to index.php#Actions .	MW 1.10+
<code>wgArticleId</code>	Integer	The internal ID of the page. For non-existent pages and special pages, it is zero.	MW 1.8+
<code>wgCanonicalNamespace</code>	String	The canonical (i.e., not localized or aliased) namespace name of the page.	MW 1.8+
<code>wgCanonicalSpecialPageName</code>	String or false or not defined	On special pages, the canonical (i.e., not localized or aliased) name of the special page; otherwise it is not defined at all (up to and including MW 1.15) or is set to <code>false</code> (since MW 1.16).	MW 1.9+
<code>wgCategories</code>	Array of strings	The list of all the categories a page belongs to. This is essentially a JavaScript version of the category box shown on the page (grey box at bottom of page, in Monobook/Vector). If the category box is not shown on the current page (as is the case when editing/viewing history), <code>wgCategories</code> will be an empty array.	MW 1.16+
<code>wgCurRevisionId</code>	Integer	The top revision ID of the currently viewed page at the time the page was served. Also set on diff and history pages; zero for special pages.	MW 1.9+

Related to the user currently viewing the page:

Name	Type	Description	Availability
<code>wgUserEditCount</code>	Integer	The number of edits the current user made (null if not logged in).	MW 1.21+
<code>wgUserGroups</code>	Array of strings	An array containing all the (local) user groups the current user is a member of, or <code>null</code> for non-logged-in users. User groups are identified by the internal user group names, e.g. "sysop", "autoconfirmed", "bureaucrat", and so on. The default user group is named "".	MW 1.10+
<code>wgUserId</code>	Integer	The numeric ID of the current user (null if not logged in).	MW 1.21+
<code>wgUserLanguage</code>	String	The language code for the user's interface language, as set in Special:Preferences (which may be overridden by a <code>uselang=</code> parameter in the URL).	MW 1.8+
<code>wgUserName</code>	String	The user name of the user currently viewing the page, if it's a logged-in user. For non-logged-in users, it is <code>null</code> (not the user's IP address, unlike PHP <code>\$wgUser->getName()</code> on the server).	MW 1.8+
<code>wgUserRegistration</code>	Integer	The time and date on which the current user registered, represented as milliseconds since epoch. Null if not logged in.	MW 1.21+

What is possible atm?

- banner for all accounts with gender female set which have been created less than 3 years ago or just made between 10 and 50 edits per month in the last year
- invitation of active editors who read Wikipedia articles on chemistry to the WikiProject Chemistry
- notification for all functionaries to join the UCoC functionary meetings
- theoretically displayed for individual users or pages
- etc.

FUTURE

WMDE project

Background

- WMDE has identified topics and matching methods for promoting their [volunteer support program](#)
- one topic is LGBT content on German Wikipedia which can be found on [Category:LGBT](#) and subcategories

Goal

Display of banners in articles in [Category:LGBT](#) and subcategories for active community members

WMDE project

- ✓ Development of script and banners: a prototype script was developed and works appropriately ([test code](#))
- ✓ Combinability: usable with other parameters like activity, magic words, MW configuration
- Documentation (planned): step by step manual for creating your own (sub-)category tree, transfer into the banner code and CentralNotice request

Ideas for use in marginalized contexts

- notifying readers of articles on marginalized topics in a region to a nearby edit-a-thon on the same topic
- pointing new editors who browse through articles on marginalized topics to a matching WikiProject or user group
- inviting active users with female gender settings to a WikiWomen user group

Future

What are your ideas for campaigns?

Do you have any other questions?

How banner campaigns can be requested to reach marginalized groups or contents



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Wikimania 2021

