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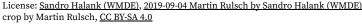
Martin Rulsch

martin.rulsch@wikimedia.de

Wikimania 2021

Martin Rulsch

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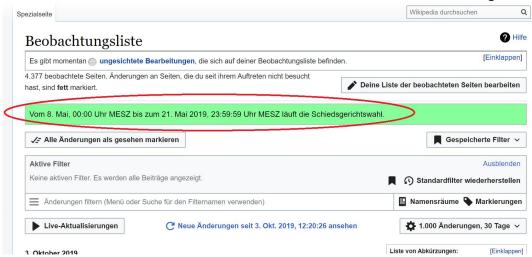
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PAST

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Other banner types

MediaWiki:Watchlist-summary

MediaWiki:Sitenotice

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CentralNotice

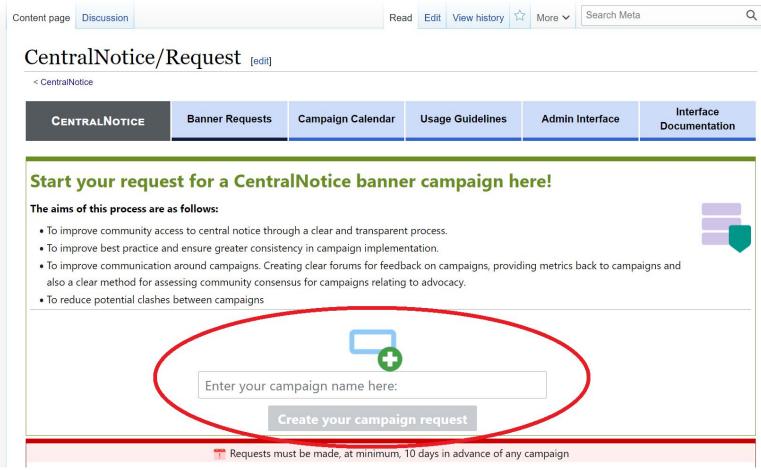Martin Rulsch, Banner campaigns for marginalized content, Wikimania 2021

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

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META-WIKI

m:CentralNotice/Request

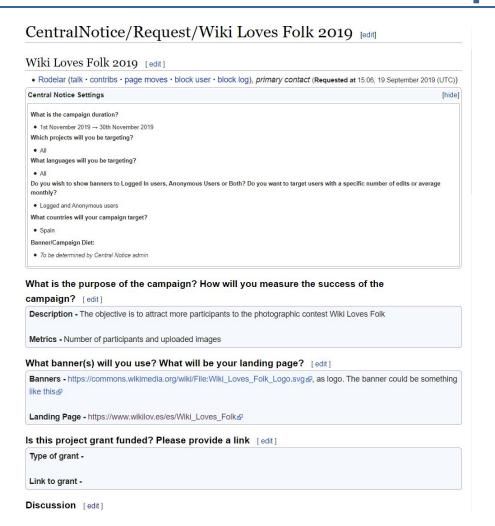Martin Rulsch, Banner campaigns for marginalized content, Wikimania 2021

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=
}}
```

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m:CentralNotice/Request

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Admin interface

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Campaign

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Campaign

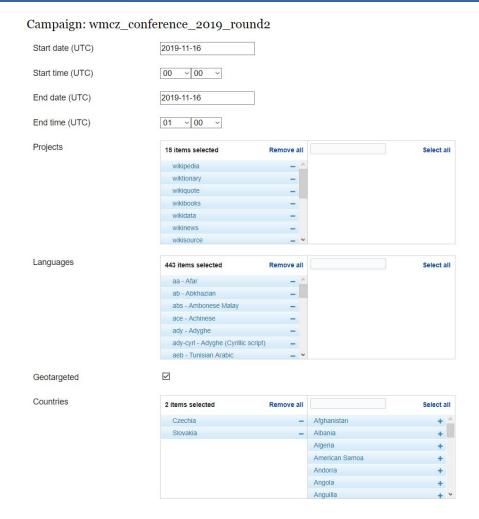☐ Large banner limit and switch
  Show a large banner once, then switch to small banners. Place large banners in buckets A and B and
  small banners in buckets C and D.

☐ 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
☐	A ⌄	wmcz_conference_2019_anon
☐	A ⌄	wmcz_conference_2019

Available banners

Filter banners

Filter banners (e.g. Jimmy 2008) [   ] Apply filter

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

Add   Bucket   Banners

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Banner

Settings

Category

{{{campaign}}} ▾

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.)

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PRESENT

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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)

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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

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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 Message about these changes (optional)   Delete | Clone | Save

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Magic words

Variables [edit]

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

Page name variable	Output	Description
{{FULLPAGENAME}}	Help:Magic words	Canonical page name. *Title line*. Title unless letter-case is altered with {{DISPLAYTITLE}} .
{{PAGENAME}}	Magic words	Title line excluding namespace.
{{BASEPAGENAME}}	Magic words	Title of parent page, excluding namespace.
{{ROOTPAGENAME}}	Magic words	Title of topmost parent (before all subpages), excluding namespace.
{{SUBPAGENAME}}	Magic words	On a subpage, rightmost portion of *current* title; higher subpagenames show as backlinks.
{{ARTICLEPAGENAME}}	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).
{{SUBJECTPAGENAME}}	Help:Magic words	
{{TALKPAGENAME}}	Help talk:Magic words	Title of the talk page associated with the current page. Useful on subject pages.
{{NAMESPACENUMBER}}	12	Number of the current page's namespace.
{{NAMESPACE}}	Help	Namespace of the title.
{{ARTICLESPACE}}	Help	On a talk page, the namespace part of the title of the associated subject page.
{{SUBJECTSPACE}}	Help	
{{TALKSPACE}}	Help talk	Namespace of the talk page associated with the current page.
{{FULLPAGENAMEE}}, {{PAGENAMEE}}, (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).
{{SHORTDESC}}		Only works on the English Wikipedia, where it displays a short description below the article title on mobile platforms. See *Wikipedia:Short description*.

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.

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MediaWiki configuration variables

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

Name	Type	Description	Availability
wgAction	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+
wgArticleId	Integer	The internal ID of the page. For non-existent pages and special pages, it is zero.	MW 1.8+
wgCanonicalNamespace	String	The canonical (i.e., not localized or aliased) namespace name of the page.	MW 1.8+
wgCanonicalSpecialPageName	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 false (since MW 1.16).	MW 1.9+
wgCategories	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), wgCategories will be an empty array.	MW 1.16+
wgCurRevisionId	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
wgUserEditCount	Integer	The number of edits the current user made (null if not logged in).	MW 1.21+
wgUserGroups	Array of strings	An array containing all the (local) user groups the current user is a member of, or null 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+
wgUserId	Integer	The numeric ID of the current user (null if not logged in).	MW 1.21+
wgUserLanguage	String	The language code for the user's interface language, as set in Special→Preferences (which may be overridden by a uselang= parameter in the URL).	MW 1.8+
wgUserName	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 null (*not* the user's IP address, unlike PHP $wgUser->getName() on the server).	MW 1.8+
wgUserRegistration	Integer	The time and date on which the current user registered, represented as milliseconds since epoch. Null if not logged in.	MW 1.21+

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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.

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FUTURE

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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

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WMDE project

- <u>√ Development of script and banners</u>: a prototype script was developed and works appropriately ([test code](#))

- <u>√ Combinability</u>: usable with other parameters like activity, magic words, MW configuration

- <u>Documentation</u> (planned): step by step manual for creating your own (sub-)category tree, transfer into the banner code and CentralNotice request

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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

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Future

What are your ideas for campaigns?

Do you have any other questions?

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

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