

Wikimedia Foundation metrics meeting

31 May 2018



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Agenda

- **Welcome and introduction to agenda**
- **Movement update**
- **The Compact Language Links project**
- **Executive update**
- **Questions and discussion**
- **Wikilove**



Movement update



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Wikimedia Foundation highlights

- **Community event grant funding.** \$124,000 in funding was approved for 7 community conferences and events scheduled between July and November 2018. Many will focus on retaining and recruiting new editors, anti-harassment tools, and structured data on Commons.
- **[Mapframe feature](#).** The mapframe feature, which allows for embedded interactive maps, has been deployed on English Wikipedia. Contributors have been building modules and templates to help support the development and adoption of the new feature.
- **[Most Cited Works](#).** The Wikimedia Foundation's [dataset](#) and analysis of the most cited works on Wikipedia across languages was covered in WIRED and several other media outlets.
- **[Summer of Code](#).** As part of the Google Summer of Code 2018, the Wikimedia Foundation accepted 12 students who will work on projects with the help of 22 mentors.



Coming up in June

- **Wikimedia Foundation turns 15!** On the 20th of June, the Wikimedia Foundation will celebrate its 15th birthday.
- **Wiki Loves Pride.** In June, Wikimedia communities around the world will be improving knowledge about LGBTQ-related topics on Wikipedia and Wikimedia projects.



Compact Language Links



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GOAL:
**Make access
to knowledge
in different languages
easier**



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Before

Lots of languages to scan



The image shows a screenshot of the Wikipedia article for "Earth". At the top left is a globe icon with various characters. Below it is the Wikipedia logo and the text "The Free Encyclopedia". To the left of the main content is a sidebar with navigation links: "Main page", "Contents", "Featured content", "Current events", "Random article", "Donate to Wikipedia", "Wikipedia store", "Interaction", "Help", "About Wikipedia", "Community portal", "Recent changes", and "Contact page". The main content area has a title "Earth" and a subtitle "From Wikipedia, the free encyclopedia". Below the title is a paragraph of text: "This article is about the planet itself. For its hu...".

Problems:

- Too long
- Can't be ordered in a universal way because alphabets are different
- Less than 1% of readers click them
- User tests confirmed that many are not aware of the list and have hard time finding languages

A redesign attempt: 2010

Hiding the links to all the languages by default.
Part of Vector. Brought clicks **down** by 75%.
Reverted

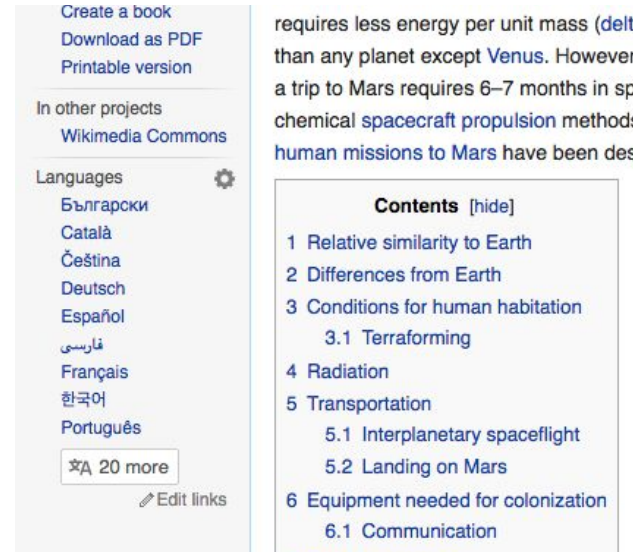
Before and after

Before: lots of language to scan



The screenshot shows the Wikipedia article for "Earth". On the left, there is a sidebar with the Wikipedia logo and a list of navigation links: Main page, Contents, Featured content, Current events, Random article, Donate to Wikipedia, Wikipedia store, Interaction, Help, About Wikipedia, Community portal, Recent changes, and Contact page. The main content area has a search bar with "Article" and "Talk" tabs, the title "Earth", and a sub-header "From Wikipedia, the free encyclopedia". Below this is a disclaimer: "This article is about the planet itself. For its hu". The main text begins with "Earth is the third planet from the Sun and the only According to radiometric dating and other sources ago.^{[24][25][26]} Earth's gravity interacts with other ol Earth's only natural satellite. During one orbit arou 365.26 times; thus, an Earth year is about 365.26". The text continues with "Earth's axis of rotation is tilted, producing seasona gravitational interaction between the Earth and Mc orientation on its axis, and gradually slows its rotal System and the largest of the four terrestrial plane Earth's lithosphere is divided into several rigid tect".

After: the languages you use



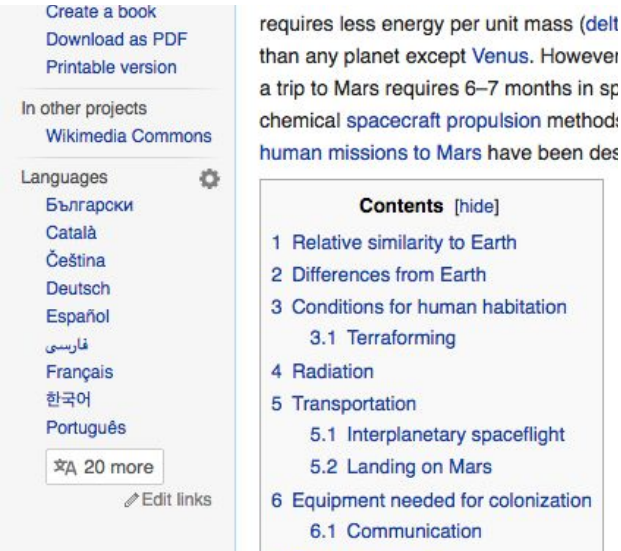
The screenshot shows the same Wikipedia article for "Earth", but with a different interface. On the left, there is a language selection menu with options: Create a book, Download as PDF, Printable version, In other projects (Wikimedia Commons), Languages (with a gear icon), and a list of languages: Български, Català, Čeština, Deutsch, Español, فارسی, Français, 한국어, and Português. Below the list is a button "✖ 20 more" and a link "Edit links". The main content area is the same as in the previous screenshot, but the text is partially obscured by the language menu. The text visible includes "requires less energy per unit mass (delt than any planet except Venus. However a trip to Mars requires 6–7 months in sp chemical spacecraft propulsion method: human missions to Mars have been des".

After

Solutions:

- A compact list shows that *some* languages are there
- The most likely languages are shown initially: Mainly by operating system and country
- All languages are available with one click
- **Once clicked, languages are prioritized**
- The search box works in any language

After: the languages you use



The screenshot shows a Wikipedia page interface. On the left, there are navigation options: 'Create a book', 'Download as PDF', and 'Printable version'. Below these are 'In other projects' (Wikimedia Commons) and a 'Languages' section with a gear icon. The 'Languages' list includes: Български, Català, Čeština, Deutsch, Español, فارسی, Français, 한국어, and Português. A search box contains '☆ 20 more' and an 'Edit links' link is at the bottom.

requires less energy per unit mass ([delta](#) than any planet except [Venus](#). However a trip to Mars requires 6–7 months in [spacecraft propulsion](#) method: [human missions to Mars](#) have been des

Contents [hide]	
1	Relative similarity to Earth
2	Differences from Earth
3	Conditions for human habitation
3.1	Terraforming
4	Radiation
5	Transportation
5.1	Interplanetary spaceflight
5.2	Landing on Mars
6	Equipment needed for colonization
6.1	Communication

Search and grouping



The image shows a screenshot of a Wikipedia page with a language search dropdown menu open. The background page content includes a table of contents with sections like "3.3 Internal structure", "3.4 Heat", "3.5 Tectonic plates", "3.6 Surface", "3.7 Hydrosphere", "3.8 Atmosphere", "3.9 Gravitational field", "3.10 Magnetic field", and "4 Orbit and rotation".

The language search dropdown menu is titled "Search for a language" and lists various languages under the heading "Middle East". The languages listed are:

Language	Script
اردو	پښتو
العربية	كوردی
تۆركجه	Адыгабзэ
فارسی	★ Русский
لۆزی شومالی	
ماڤرونی	
مصری	

Other languages visible in the background include: Deutsch, Español, Français, 한국어, Italiano, Русский, Tagalog, Tiếng Việt, and 中文. A search bar at the top of the dropdown menu contains the text "Search for a language".



Language priority

Initial list built according to:

- Languages you clicked previously
- Web browser
- Babel boxes
- Country
- Languages mentioned in the page
- Featured articles
- Major world languages

Deployment timeline

- 2014: beta
- 2016: out of beta gradually for all except the top 5 languages
- 2017: out of beta Dutch, Swedish, French, German
- Throughout the whole time: collecting feedback, fixing bugs, improving design
- **February 2018: English**

After: the languages you use



Create a book
Download as PDF
Printable version

In other projects
Wikimedia Commons

Languages 

Български
Català
Čeština
Deutsch
Español
فارسی
Français
한국어
Portugués

🌐 20 more

 Edit links

requires less energy per unit mass (delt than any planet except Venus. However a trip to Mars requires 6–7 months in sp chemical spacecraft propulsion method: human missions to Mars have been des

Contents [hide]

- 1 Relative similarity to Earth
- 2 Differences from Earth
- 3 Conditions for human habitation
 - 3.1 Terraforming
- 4 Radiation
- 5 Transportation
 - 5.1 Interplanetary spaceflight
 - 5.2 Landing on Mars
- 6 Equipment needed for colonization
 - 6.1 Communication

Impact

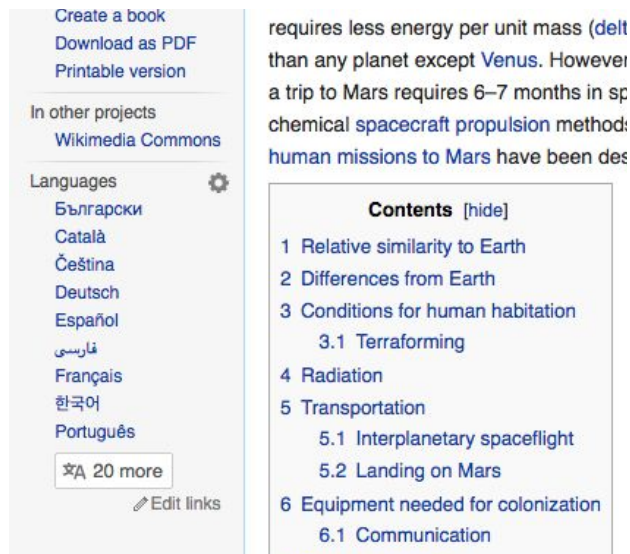
From February to March 2018:

- 9.4% increase in visits from English to other languages using the language links.
- 45% increase in visits to all languages coming through language links.
- More than 1% of the users click the links:
2016: 34 Wikipedias
2018: 275 Wikipedias

Overall:

- 98% increase in visits to all languages compared to June 2016 (before starting to go out of beta)

After: the languages you use



The screenshot shows a Wikipedia page with a sidebar on the left and a table of contents on the right. The sidebar includes links for 'Create a book', 'Download as PDF', and 'Printable version'. Below these are links for 'In other projects' (Wikimedia Commons) and a 'Languages' section with a gear icon. The 'Languages' list includes: Български, Català, Čeština, Deutsch, Español, فارسی, Français, 한국어, and Português. A button labeled '☆ 20 more' and a link 'Edit links' are also visible. The table of contents on the right is titled 'Contents [hide]' and lists six main sections: 1 Relative similarity to Earth, 2 Differences from Earth, 3 Conditions for human habitation (with a sub-section 3.1 Terraforming), 4 Radiation, 5 Transportation (with sub-sections 5.1 Interplanetary spaceflight and 5.2 Landing on Mars), and 6 Equipment needed for colonization (with a sub-section 6.1 Communication).

Dashboard

To make sure the feature has positive impact, and prepare for further improvements, we made an auto-updating metrics dashboard with the Analytics team at

<https://language-reportcard.wmflabs.org/interlanguage/>

Dashboard

Navigation to:

Albanian

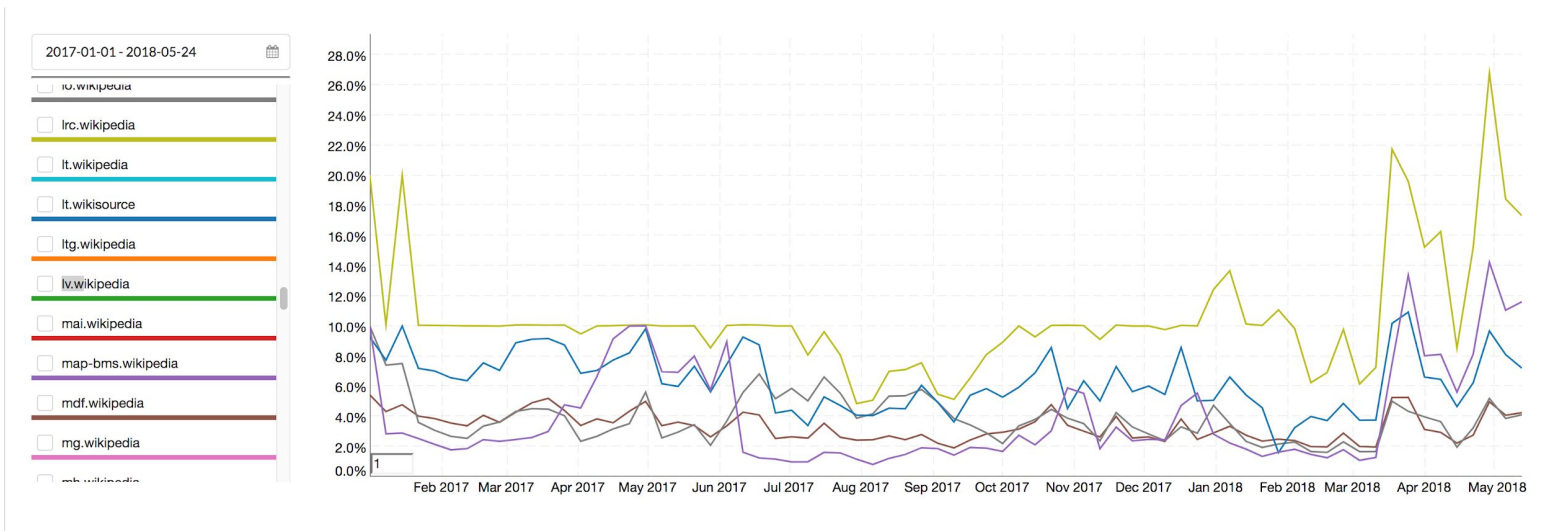
Hindi

Swahili

Tagalog

Tamil

since Jan. 2017



Search in any language

- 日本語, japanese, nihongo, תיני' → 日本語
- ქართული, georgian, грузинский, kartuli → ქართული
- español, castellano, اسپانیایی → Español
- hindi, हिन्दी, хинди → हिन्दी

Thanks to the CLDR!

Search with any keyboard

★ Русский 3.9 C
Tagalog 3.10
★ Tiếng Việt 4 Orbit ar
★ 中文

🔍 238 more Edit

armenian

Հայերեն

The search box makes new things possible

We can now know which articles are readers looking for in their languages and *cannot* find. This will help editors translate articles that are in demand.

What translations are people looking for?

- Languages in which there is no Wikipedia yet!
- Popular topics: movies, topics of Google Doodles, news events
- Articles with different ontology: E.g., the Russian Wikipedia has two articles about World War II, and one of them is not linked to the English Wikipedia, because only one article can be linked
- Articles that were deleted □□

Interlanguage links: future



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Disclaimer:

These are early ideas!

All of them will require user research, design, implementation, discussion, testing, and deployment.

Show both language names

Currently the interlanguage links show the autonym: The name of the language, written in that language. For example, Deutsch (German), 中文 (Chinese), etc. For many people it can be useful to also see the name in their own language.

Cleanup of the interlanguage area

We currently have the gear icon (language settings), “Edit/Add links” (Wikidata), and “More” (interlanguage links). They could be redesigned and unified.

Move the links higher up

Currently the user needs to scroll down to see the links. Moving the links to the top of the page may make them more accessible. This will require careful analysis of usage of other components on the page.

Switching language variants

Some languages have variants, most notably Chinese (Simplified, Traditional, etc.) and Serbian (Cyrillic and Latin). This is currently done at the top of the page. Usage analysis shows that many people try to switch the variants using Compact Language Links, so maybe it could be integrated.

Common design for mobile and desktop

The mobile website, the mobile apps, and the desktop site have different implementations of interlanguage links. The metrics, the design, and the implementation should be as unified as possible, with only the necessary platform adaptations, and serve the same goal: Make access to knowledge in different languages easier.

https://www.mediawiki.org/wiki/Interlanguage_links/Implementation_comparison

Show all the languages on all the pages

Currently we only show languages in which the current page is available. It would be better to make all languages directly accessible from all the pages, but we need to design how links to non-existent pages will look like, and where will they lead. This may have integration with major Wikimedia features, such as Wikidata, Article Placeholder, Content Translation, and others.

**Let's remember the GOAL:
Make access
to knowledge
in different languages
easier**



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Useful links

- General info and FAQ:

https://www.mediawiki.org/wiki/Universal_Language_Selector/Compact_Language_Links

- Blog post about the deployment:

<https://blog.wikimedia.org/2018/03/08/compact-language-links-launch/>

- Different platforms:

https://www.mediawiki.org/wiki/Interlanguage_links/Implementation_comparison

THANK YOU



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May 31!

- Annual planning
- Strategic direction
- Wikimedia events
- Donor love
- Equity in all things



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FY18-19 Annual Plan

Audit Committee: June 5
Board Meeting: June 12



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

Print/export
Create a book
Download as PDF
Printable version

Tools
What links here
Related changes
Special pages
Permanent link
Page information
Cite this page
Link by ID

In other languages
Add links

Wikimedia Foundation Annual Plan/2018-2019/Draft

Wikimedia Foundation Annual Plan | 2018-2019

Translate this page

Other languages: dansk • English • suomi • français • हिन्दी • português do Brasil • pycckий • 中文

The community comment period has now closed. Thank you for your feedback! The Foundation will consider the comments and questions we have received as we prepare our final draft of the Annual Plan. We will be presenting the final draft to the Board of Trustees and publish it on Meta by June 30th.

Contents [hide]

- 1 Introduction
 - 1.1 A movement with a direction
 - 1.2 The year ahead
- 2 Evolve our systems and structures
- 3 Grow new contributors and content
- 4 Increase our reach
- 5 Budget
- 6 Appendix 1: resources
 - 6.1 References and notes

Introduction [edit]

A movement with a direction [edit]

Over its 17 year history, the Wikimedia movement has accomplished the seemingly impossible. What started as a small, volunteer-led experiment has grown into one of the most widely used sources of information on the planet – accessed by more than a billion devices every month, and still created and maintained by volunteers. Today, we are a robust, global movement of researchers, writers, photographers, developers, and institutions, based in ideals of freedom of information and free knowledge for all.

The Wikimedia vision calls for a world in which every single person can freely share in the sum of all knowledge. In recent years, we as a movement have taken a close look at our progress towards that vision. We still have a ways to go together, and we are determined to see the Wikimedia movement thrive well into the future.

To that end, in 2017 we embarked on an ambitious global consultation to collaboratively develop a direction for the Wikimedia movement. We convened volunteers, partners, experts, Wikimedia chapters and other affiliates, and Wikimedia Foundation staff to discuss our future in roughly 20 languages, with participants from more than 70 countries.

The result was the Wikimedia 2030 strategic direction,^[1] summarizing the hundreds of conversations that took place all over the world, on wiki and off, and extensive research about where Wikimedia should go next. Nearly 100 Wikimedia affiliates have signed on to the direction, expressing their support for the guide we collectively created for our future.

The direction we've built together calls on us to become the essential infrastructure of the ecosystem of free knowledge, and a place where anyone who shares our vision will be able to join us. To achieve that, we will invest in two key areas: knowledge equity and knowledge as a service.

- Knowledge equity means focussing on the knowledge and communities that have been left out by structures of power and privilege, and welcoming people from every background to build strong and diverse communities.
- Knowledge as a service enables us to become a platform that serves open knowledge to the world across interfaces and communities, empowers allies and partners to organize and exchange free knowledge beyond Wikimedia, and allows us to collect and use different forms of free, trusted knowledge.

The year ahead [edit]

As we enter the 2018-19 fiscal year (July 2018 to June 2019), the Wikimedia movement finds itself in a moment of transition. Having completed a global consultation that yielded a powerful and ambitious strategic direction for our future, we now begin our work to achieve that vision.

It will take the entire Wikimedia movement – including affiliate organizations, volunteers, donors, and partners – to achieve our objectives. As the non-profit that supports the Wikimedia projects and movement, the Wikimedia Foundation plays a central role in this effort. This year, we will lay the groundwork for the central goals of that direction: knowledge equity and knowledge as a service.

Over the course of this year, the Wikimedia Foundation will make critical improvements to our systems and structures to ensure that we can effectively, securely, and rapidly achieve our long-term goals of knowledge equity and knowledge as a service. We will modernize and evolve our technical infrastructure, advance our privacy and security-related systems, and invest in structured data. We will implement scalable, measurable programs that increase the amount and diversity of content and contributors, particularly from parts of the world where we are underrepresented. We will extend the reach of the Wikimedia projects and brand, increasing our global traffic and making it possible for more people around the world to participate.

This work will not only move us closer to our strategic direction, but will prepare us to execute against a 3 to 5 year strategic plan, which the Wikimedia Foundation will create this year to guide our future organizational strategy. This plan will chart our path toward becoming the essential infrastructure for free knowledge.

Evolve our systems and structures [edit]

Wikimedia's very existence is remarkable. It's not just the idea that has proven compelling and useful to hundreds of millions of people around the globe. It is also remarkable that the Wikimedia community, and Wikimedia Foundation, has done so much with so little. Our traffic, community, use, and influence belie the lean nature of the organization. In the year to come, we will invest in the underlying systems and structures that quantify and sustain our projects, with the purpose of preparing ourselves for future work in support of our mission. This could include processes and norms internal to the Foundation, metrics that measure progress towards our strategic objectives, systems and structures that govern and support our movement, as well as the platforms and architecture that underlie our projects.

To achieve this goal, we will:

- Modernize our technology infrastructure, including our applications stack, services, and production platform; advance privacy and security-related systems; and invest in development of Wikibase and Wikidata.

[1]

- Increase support for the global Wikimedia community by rethinking and improving our community grantmaking, leadership development, and tools to make contributors' work easier and more productive
- Grow the Wikimedia Endowment to ensure the long-term health of the movement
- Live our values by supporting diversity and inclusion, staff development, and operational excellence across our organization, and including environmental sustainability in our decision-making processes

The world around us

- Billions of people have yet to access Wikipedia projects. Most content is long-form encyclopedia articles and images, leaving out other formats.
- In 2018, for the first time more than half of the world's population will be online.^[2]
- We face worldwide trends towards censorship, surveillance, and removal of content that prevents people from accessing information.
- The Wikimedia communities don't represent the diversity of the human population, notably in terms of gender and geography.
- This lack of representation and diversity has created gaps of knowledge and systemic biases.^{[3][4]}
- Readers expect multimedia formats beyond text and images, in real-time that supports sharing and conversation.^{[5][7]}
- More than 5 billion people use mobile phones, including billions who rely on phones as their only path to internet access.
- In the next 15 years, population will grow the most in regions where Wikipedia currently reaches the fewest users.^[8]
- The languages that will be the most spoken are primarily those underrepresented in our projects and communities.^[9]
- Automation, especially machine learning and translation, is changing how people produce content.^[10]
- High quality citations support verifiability. To build a more reliable internet based in facts, we need a more robust network of references on and beyond Wikipedia.

Foundation priorities*

By Goals	Final draft	
Evolve systems and structure	24.04M	26%
Grow new content and contributors	18.61M	20%
Increase reach and audiences	4.7M	5%
Other: Program**	26.32M	29%
Other: Non-program***	18.47M	20%
Total	92.14M	100%

* **Draft:** Final numbers will be updated after June 12

** **Other: Program** includes Core and currently resourced programs not included within the 3 goals.

*** **Other: Non-program** includes budgeted Core non-program expense not captured within Evolve Systems and Structures.

Phase II core team

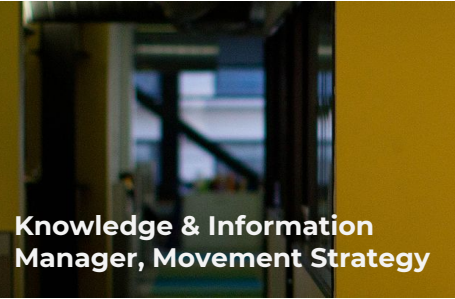


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Nicole Ebber: Program
Manager, Movement Strategy



Kaarel Vaida: Architect,
Movement Strategy



**Knowledge & Information
Manager, Movement Strategy**



**Project Manager, Movement
Strategy**



Anna Lena Schiller:
Thought & Process Facilitator



Bhavesh Patel: Process Support
Lead, Movement Strategy



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Anne Kierkegaard:
Project Assistant

Key Thematic Areas

Roles & Responsibilities	Revenue Streams & Resource Allocation	Diversity & Inclusion	Partnerships
Capacity Building	Community Health	Technology	Advocacy

Working Groups

- **Composition**
 - One working group per Thematic Area
 - 10-15 members from across the movement and beyond
 - Ensure diversity, representation and expertise
- **Responsibilities:**
 - Groups will develop recommendations for how we evolve
 - Recommendations will be developed in the open
 - Groups will define their own workflows, governance and timelines



WikiIndaba







WMCON





CC Global Summit



Dara Khosrowshahi
Chief Executive Officer



Barney Harford
Chief Operating Officer



Tony West
Chief Legal Officer



Liane Hornsey
Chief Human Resources
Officer



Jason Droege
Vice President,
UserEverything



Pierre-Dimitri Gore-Coty
Vice President & Regional
General Manager of
Europe, Middle East and
Africa



Prabil Adarkar
Vice President Finance



Rachel Holt
Vice President & Regional
General Manager of US &
Canada



Andrew Macdonald
Vice President & Regional
General Manager of Asia
Pacific, India, and Latin
America



David Richter
Global Head of Business
and Corporate
Development



POP

re:publica 18

MAY 2-4

re:publica

Donor events!

- Washington, D.C.
- New York
- Chicago
- Los Angeles (x2)
- London
- Seattle

Internal priorities

- Consistency
- Culture
- Equity



Questions and discussion



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Submit your ideas!

Meta: [Wikimedia Foundation metrics and activities meetings/Future meetings](#)



wikilove
LIVE