

# Wikimedia Foundation metrics meeting

## 25 February 2016



# Agenda



Welcome

Wikipedia 15 review

Community update

Strategic planning update

Metrics

Feature: Individual Engagement Grant grantees

Product demo

Questions & answers

# Welcome!

## Requisition hires:

- Sarah Roth - Talent & Culture - SF
- Chuck Roslof - Legal - SF (conversion)
- Guillaume Lederrey - Discovery - Switzerland
- Joseph Seddon - Advancement - UK (conv.)
- Chris Koerner - CE - MO
- Jaime Villagomez - Finance - SF

## Contractors, interns & volunteers:

- Sara Benson - Talent & Culture - SF
- Adrienne Davidson - Talent & Culture - US
- Kevin Jacobsen - Legal - SF
- Riccardo Ciccioli - Technology - Spain



# Anniversaries

Tony Le (5 yrs)

Geoff Brigham (5 yrs)

Jon Robson (4 yrs)

Mark Holmquist (4 yrs)

Ed Sanders (3 yrs)

Greg Grossmeier (3 yrs)

Amy Vossbrinck (3 yrs)

Leila Zia (2 yrs)

Rachel Stallman (2 yrs)

Megan Neisler (2 yrs)

Karen Zwicker (2 yrs)

Tyler Cipriani (1 yr)

Joseph Allemandou (1 yr)

Eric Evans (1 yr)



# Wikipedia 15





15 years of Wikimedians creating an amazing  
example of generosity and collaboration





Wikipedia 15

Photo by, Nirzar Pangarkar CC by sa 3.0





**850+ PRESS STORIES IN NEARLY 80 COUNTRIES**

And it was really good news: 81.5% of English-language press was positive, just 12.4% negative

**188 COMMUNITY EVENTS IN 78 COUNTRIES**

Cakes! Edit-a-thons! Fondue illustrations!

**OVER 6.5 MM VISITS TO BIRTHDAY SITE IN FIRST WEEK**

1.4 Million visits on birthday day alone

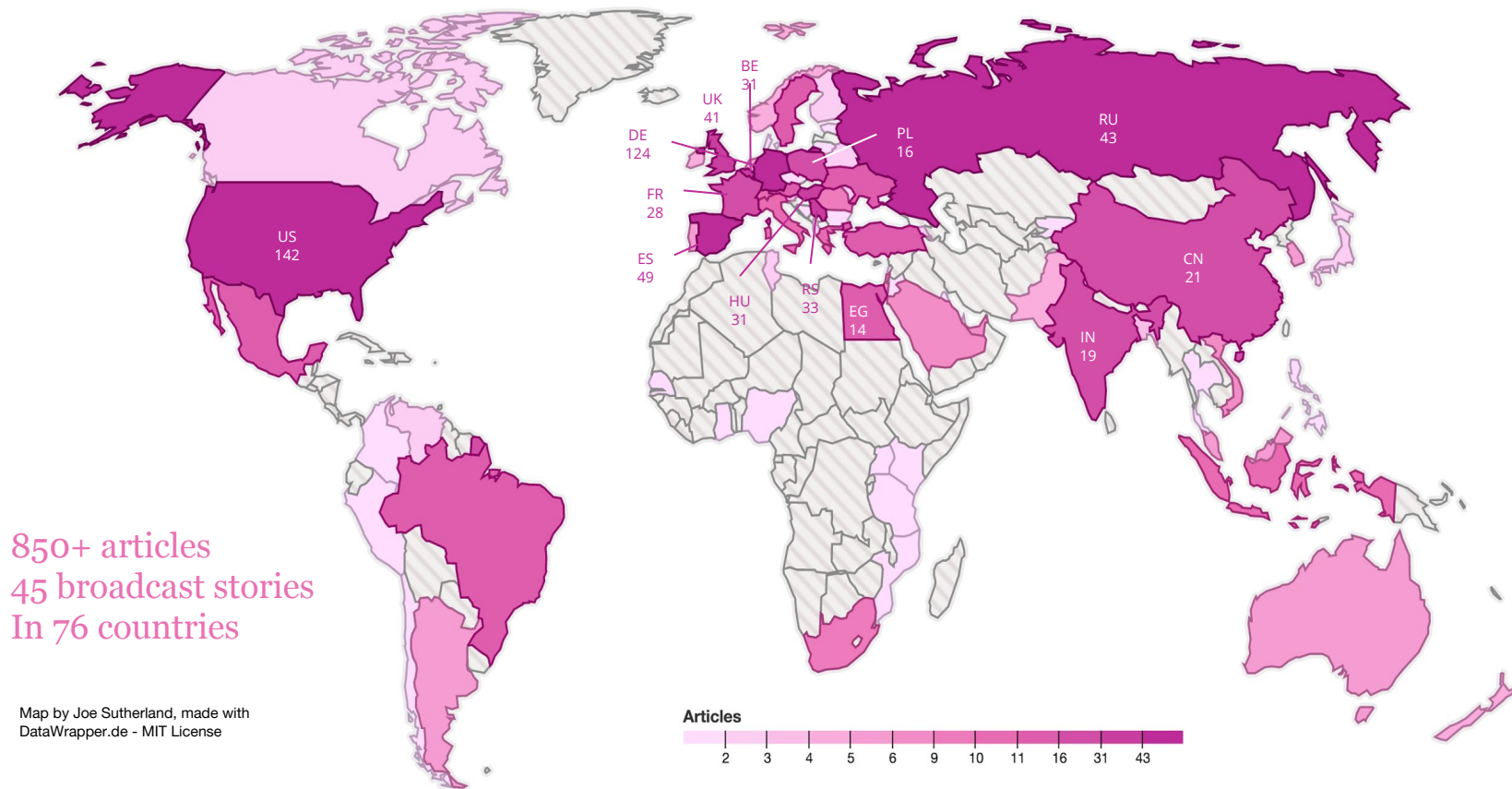
**98.2K UNIQUE HAPPY BIRTHDAY WISHES ON TWITTER**

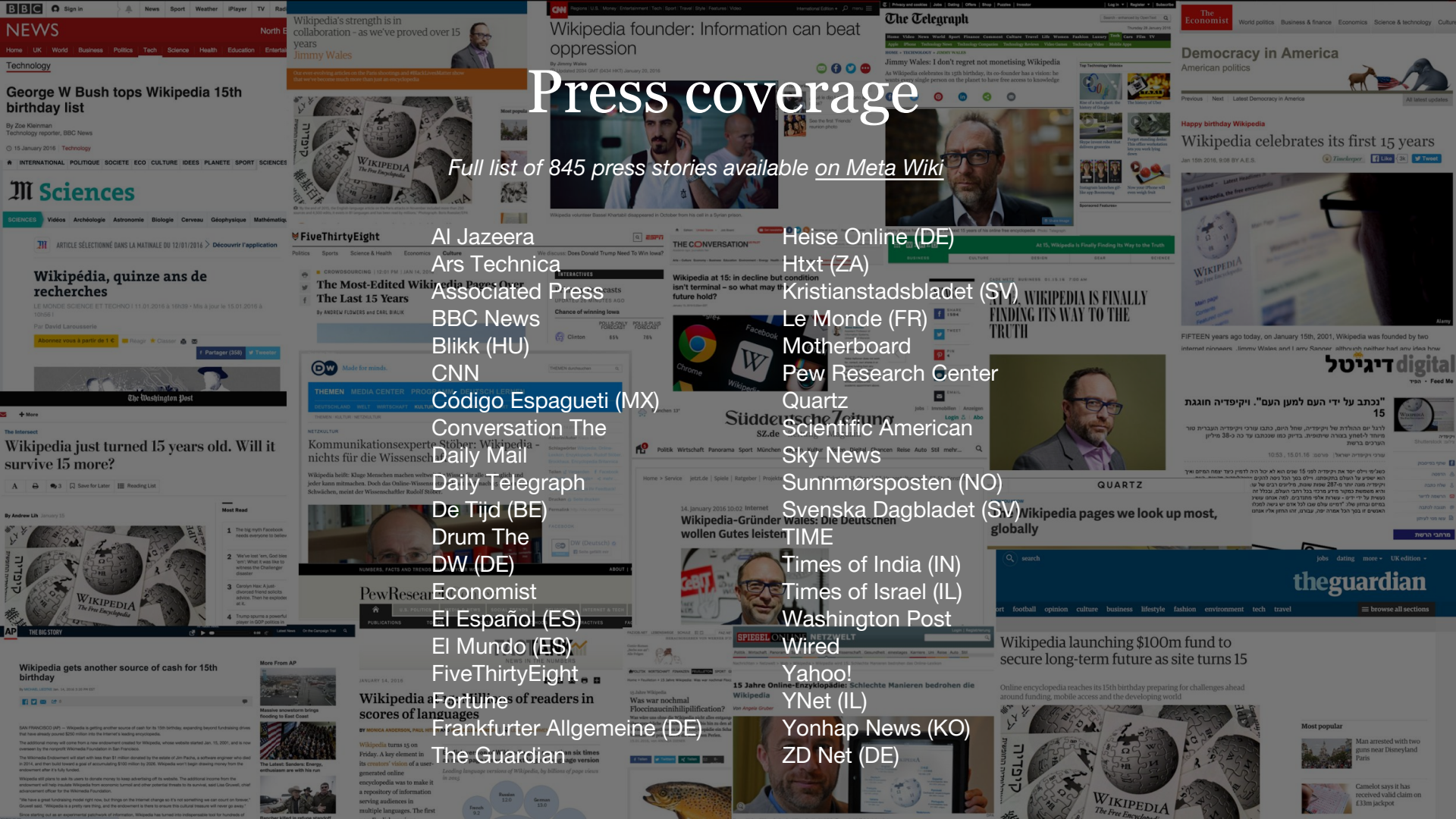
Wikipedia was also the #1 Science & Technology trend on Facebook where over 1.9 Million people learned it was Wikipedia's birthday

**1.9B IMPRESSIONS ON BANNERS IN 143 LANGUAGES**

The click through rate was 0.447%, 3x the Wikimedia benchmark!

# Wikipedia 15 press overview

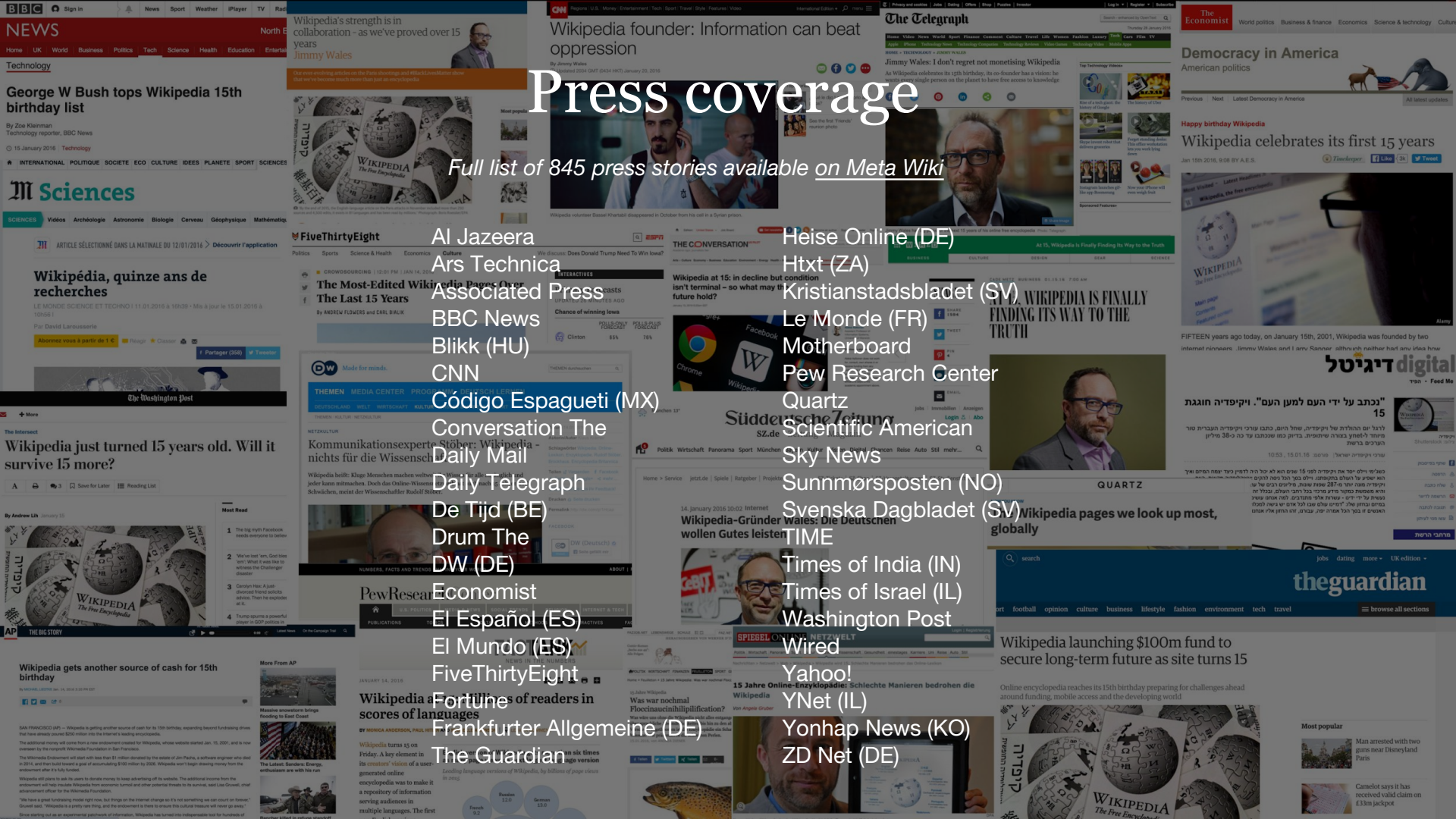




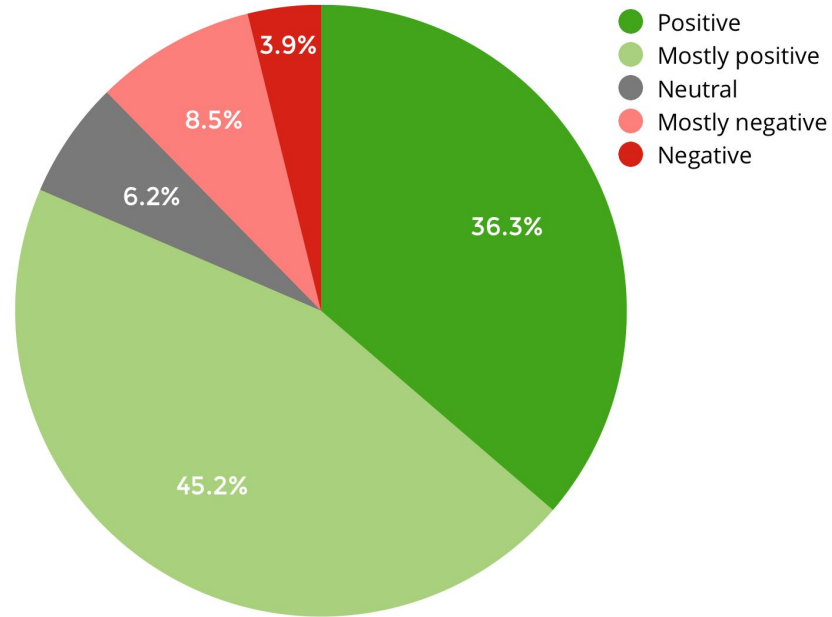
# Press coverage

Full list of 845 press stories available on Meta Wiki

- Al Jazeera
- Ars Technica
- Associated Press
- BBC News
- Blick (HU)
- CNN
- Código Espagueti (MX)
- Conversation The Daily Mail
- Daily Telegraph
- De Tijd (BE)
- Drum The DW (DE)
- Economist
- El Español (ES)
- El Mundo (ES)
- FiveThirtyEight
- Fortune
- Frankfurter Allgemeine (DE)
- The Guardian
- Heise Online (DE)
- Htxt (ZA)
- Kristianstadsbladet (SV)
- Le Monde (FR)
- Motherboard
- Pew Research Center
- Quartz
- Scientific American
- Sky News
- Sunnmørsposten (NO)
- Svenska Dagbladet (SV)
- TIME
- Times of India (IN)
- Times of Israel (IL)
- Washington Post
- Wired
- Yahoo!
- YNet (IL)
- Yonhap News (KO)
- ZD Net (DE)



# Wikipedia 15 press sentiment



Personally reviewing English language press coverage, the Communications team found an 81.5% positive reaction to the milestone, with just 12.4% of coverage negative or inaccurate.

# Wikipedia 15 negative press examples



It will only thrive for another 15 years if that community can work cooperatively with the Wikimedia Foundation — and infighting doesn't splinter the movement.

— *Andrew Lih, Washington Post*

The problem, most researchers and Wikipedia stewards seem to agree, is that the core community of Wikipedians are too hostile to newcomers, scaring them off with intractable guidelines and a general defensiveness.

— *Chris Wilson, TIME*

[38 million articles] may sound expansive, but the site has come under criticism for not covering all subjects, regions or issues with equal depth.

— *Tarek Bazley, Al Jazeera*

# Wikipedia 15 positive press examples

“It's hard to imagine a world before Wikipedia. Saviour of student deadlines everywhere and settler of endless pub arguments, Wikipedia is now a ubiquitous part of the online world.  
—*Emily Reynolds, Wired UK*

We've learned one thing for sure—Wikipedia remains a good way to get a quick summary on just about any topic you can think of. Thankfully it's also a great way to find references to more reliable sources on said topic.  
—*Ars Technica*

If you want a modern wonder of the internet, look no further than Wikipedia, which turns 15 years old today. It's gigantic [...] and gigantically useful for those seeking a grounding in any topic.  
—*Charles Arthur, Daily Telegraph*

# Birthday banners

5 birthday banner designs were created on Central Notice. Banner copy was finalized more than 2 weeks in advance, allowing the community to contribute [143 language](#) translations.

Russian and Chinese translations were shown on CNN during Jimmy Wale's TV interview.



# Birthday banner language



**Tell us what Wikipedia means to you.**

說一說維基百科對你的意義吧。

Esaguzu zer den Wikipedia zuretzat.

हामीलाई भन्नुहोस् विकिपीडियाले तपाईंको जीवनमा के अर्थ राख्छ।

Dicez a ni qua Wikipedio signifikas a vu.

ನಿಮಗೆ ವಿಕಿಪೀಡಿಯ ಅಂದರೇನು ಎಂದು ನಮಗೆ ತಿಳಿಸಿ.

Innis dhuinn dé tha Wikipedia a' ciallachadh dhutsa.

ꠘ꠆ꠘ꠆ꠘ꠆ꠘ꠆ꠘ꠆, ꠘ꠆ꠘ ꠘ꠆ꠘ꠆ꠘ꠆ ꠘ꠆ꠘ꠆ꠘ꠆ꠘ꠆ꠘ꠆ ꠘ꠆ꠘ꠆ꠘ꠆ꠘ꠆ꠘ꠆.

당신에게 위키백과란 무엇인가요?

Erzähl uns, was Wikipedia für dich bedeutet.

Википедия празднует пятнадцатый День рождения!

Πείτε μας τι σημαίνει η Βικιπαίδεια για σας.

ᠮᠠᠮᠤᠯᠦᠯᠤᠰᠤ ᠰᠢᠴᠢ ᠬᠤ ᠠᠨᠢᠨᠠᠨᠠᠭᠤᠯᠠᠭᠤ ᠠᠨᠠᠨᠠᠨᠠᠭᠤᠯᠠᠭᠤ:

ଆପଣଙ୍କ ଜୀବନରେ ଉଇକିପିଡ଼ିଆ କଣ ଆମକୁ ଦେଖାନ୍ତୁ

Cuéntanos lo que Wikipedia significa para ti.

บอกเราสิ สำหรับคุณวิกิพีเดียหมายถึงอะไร

Na tregoni se çfarë nënkupton Wikipedia për ju.

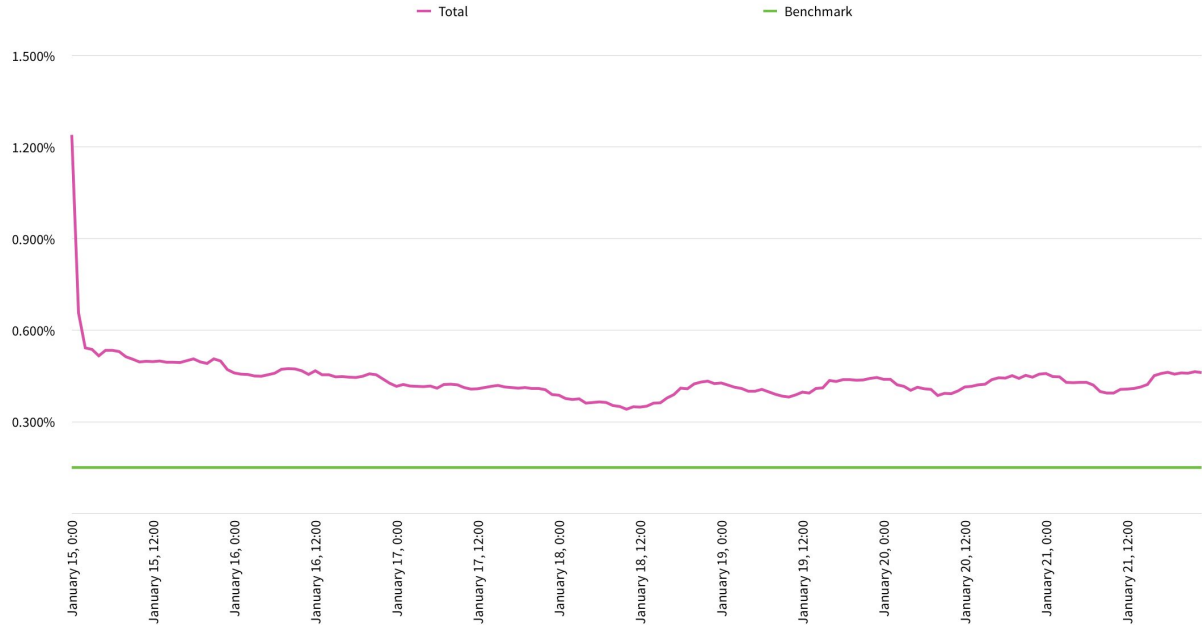


# Birthday banners click through rates\*

Wikipedia 15 banners were shown for 6 days, and limited to 10 impressions. Click through rates (CTR) were reviewed hourly.

The peak hourly CTR was 1.24% on the launch day, while the campaign average 0.44%.

Previous efforts averaged 0.15% which was used as benchmark.

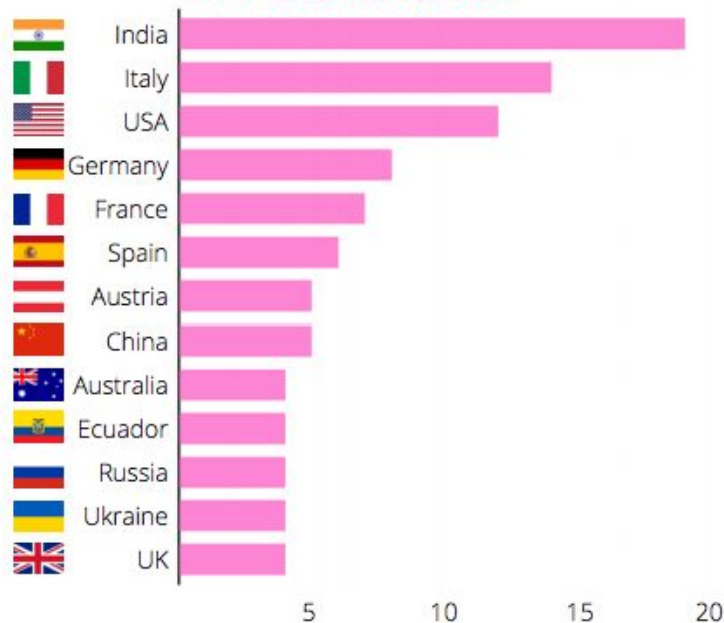


\*[Click-through rate \(CTR\)](#) is the ratio of users who click on a specific link to the number of total users who view a page, email, or advertisement.

# Wikipedia 15 events

There were 180 birthday events in 78 countries, and 8 online events for a total of 188.

India led the Wikimedia world in events with 19 total. Italy followed with 14, the US held 12, Germany hosted 7, and France held 6. The majority of these events were held on Wikipedia Day proper (Friday Jan. 15) with a few edit-a-thons held on the subsequent Saturday (Jan. 16).

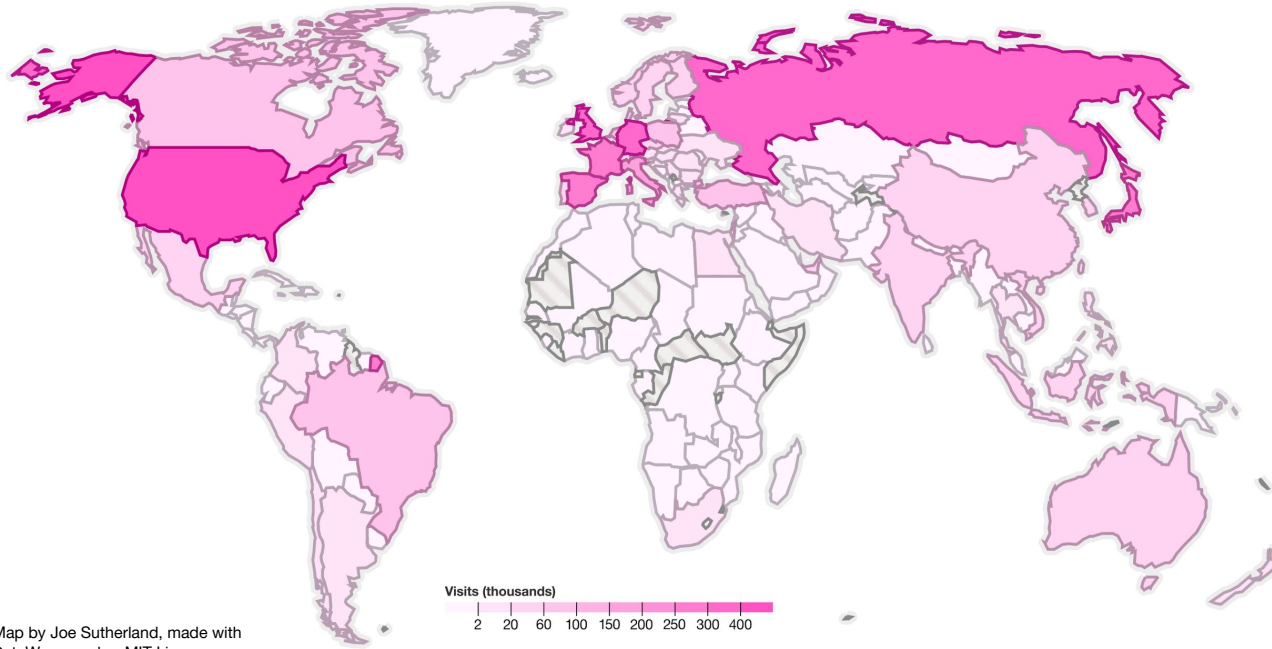




Over 42 cakes made and shared  
to Wikimedia Commons

Photos, [https://commons.wikimedia.org/wiki/Category:Wikipedia\\_15\\_cakes](https://commons.wikimedia.org/wiki/Category:Wikipedia_15_cakes)  
Full credit list also available in Appendix

# Wikipedia 15 site traffic sources



## Country

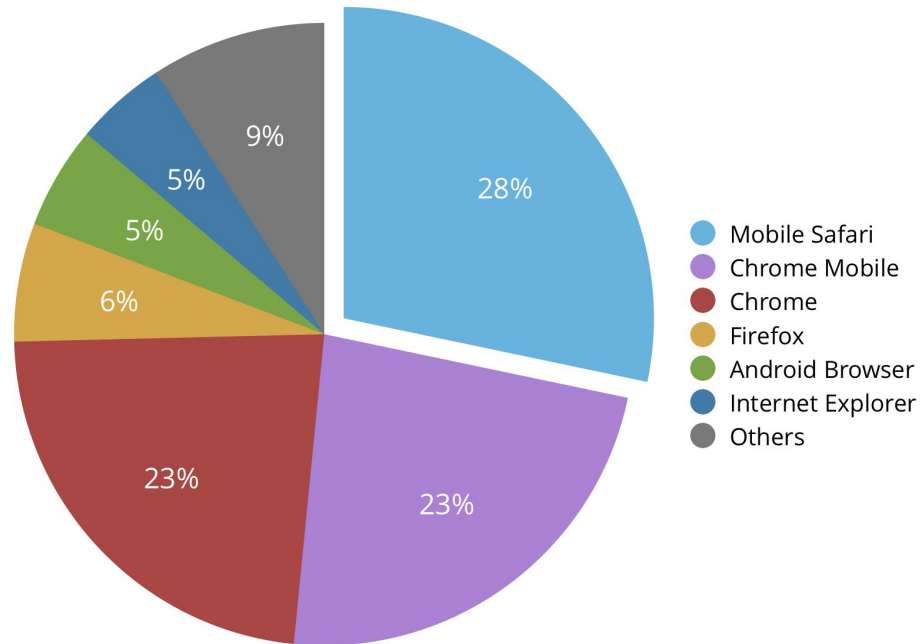
COUNTRY	VISITS
United States	35.4% 1,780,663
United Kingdom	7.5% 375,141
Russia	6.6% 333,946
Germany	6% 300,558
France	5.9% 296,735
Spain	5.4% 269,708
Japan	5.4% 268,965
Italy	3.9% 194,623
Poland	1.8% 88,294

## Browser language

LANGUAGE	VISITS
English	43.4% 2,182,195
Spanish	9.3% 467,225
Russian	6.7% 334,783
German	6.6% 332,100
French	6.4% 320,291
Japanese	5.4% 268,984
Italian	3.9% 195,702
Portuguese	2% 102,452
Chinese	1.9% 97,300
Polish	1.8% 88,308

The Birthday site received 6.5 million visits in the first week, including 1.4 million on the birthday. Visitors came from 170 countries and represented 114 unique language groups.

# Wikipedia 15 site traffic sources



66% of traffic came from mobile devices, with mobile Safari and Chrome topping the most common browsers.



Learn more about Wikipedia 15:

[https://meta.wikimedia.org/wiki/Wikipedia\\_15/Results](https://meta.wikimedia.org/wiki/Wikipedia_15/Results)

Thank you!

15 years of Wikimedians

Knowledge is joy.

Millions of donors

Bazillions of readers and sharers

Mule Design: Andy D, Mia J, Mike M, Steph M

WMF: Dan A, James A, Kevin L, Stephen L, Tony L, Michelle P, Yuvi P, Nuria R, Chris S, Joe S, Caitlin V, Daniel Z, regrettably some people may have slipped this list

TWEET YOUR STORY



Ali



Rudi  
Indonesia

Image, <https://15.wikipedia.org/>



# Community update



# Strategy Consultation

- 4 weeks; **+550** participants
- 3 broad topic areas:
  - Reach
  - Communities
  - Knowledge
- **Feb 26:** synthesis of the consultation is expected.
- **March 4:** first draft of the strategy for comment.



*Semiramis Receiving Word of the Revolt of Babylon*, by Guercino, Public domain

# Wikimania Consultation

- Dec 15 - Jan 19; **119** participants
  - **37** public comments
  - **82** through private survey
- 2 main topics:
  - Shared understanding of **Wikimania's value**
  - **What new form Wikimania could take** to better serve the movement going forward.

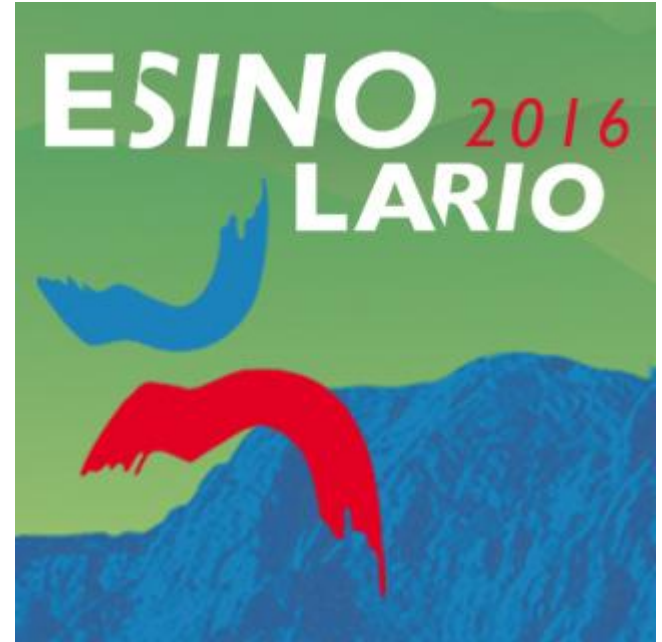
# Wikimania Consultation

- Participants supported experimenting with a new model for Wikimania:
  - Wikimania would be held every other year (2018 as the first non-Wikimania year)
  - In the years Wikimania is not held, regional and thematic conferences would receive increased support.
  - Benefits for this model include: 1) better access to conferences generally, 2) reduced costs, and 3) as reported by participants, regional/thematic conferences may serve as useful preparation for Wikimania (and vice-versa).
- Staff and committees will work on evaluating and recommending next steps in 2017.
- Read more on [the outcomes page](#).

# Wikimania 2016

*Esino Lario, Italy, June 22 - 26*

- Reminder: Fill out the attendance form and discuss with your manager.
- **Deadline: March 8**
- Questions regarding Wikimania:  
[eyoung@wikimedia.org](mailto:eyoung@wikimedia.org)





**Wikipedia**

**15**

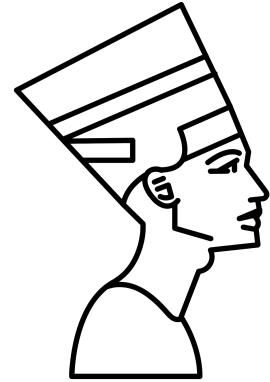
**#Wikipedia15:  
Programs  
& Communities**

Image by Beko, CC-BY-SA 4.0

# #Wikipedia15: Programs and Communities

## Wiki Loves Women Challenge

- 15 days to create 15 biographies of notable African women.
- **55** participants: **27** in English; **24** in French; **4** in Armenian.
- **234** new bios: **71** en; **122** fr; **41** am
- More info: [https://meta.wikimedia.org/wiki/Wiki\\_Loves\\_Women\\_Writing\\_Contest#Results](https://meta.wikimedia.org/wiki/Wiki_Loves_Women_Writing_Contest#Results)



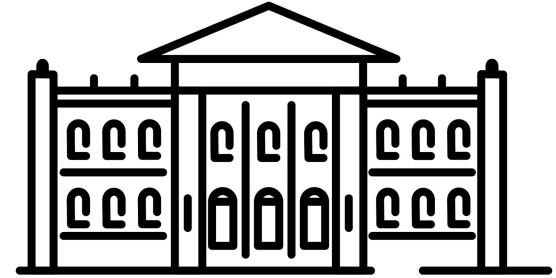
WIKIPEDIA**15**  
WIKI LOVES WOMEN  
#15CHALLENGE

# #Wikipedia15: Programs and Communities

## The Wikipedia Library: #1Lib1Ref

*Imagine a world where every librarian added one more reference to Wikipedia*

- **+500** librarians; **1,500** references to Wikimedia projects; **5 million** social media impressions
- **+50** blogs and periodicals covering the campaign
- Multiple **events** at university and national libraries
- More info: [www.1lib1ref.org](http://www.1lib1ref.org)



# WIKIPEDIA15

## #1Lib1Ref

1lib1ref.org / @wikilibrary



# #Wikipedia15: Programs and Communities

## Soy Wikipedista (I am a Wikipedian)

- A documentary that explores Wikimedia Argentina's local community.
- What was the first article you created? What problems did you face then? How did you get involved with the local chapter?
- +1,000 cumulative views.

[https://commons.wikimedia.org/wiki/File:Soy\\_Wikipedista.webm](https://commons.wikimedia.org/wiki/File:Soy_Wikipedista.webm)



# WikiComment

**A tool to help education programs focused on content creation.**

- Adds comments to exact letters/sentences/paragraphs to speed up the commenting process and make it easier to locate the issues.
- Better monitoring of the articles of interest.
- More info: <http://wikicomment.ut.ee/>

## Visual testing

The aim of visual testing is to ensure the ability of the system to handle data in a way that is expected. At the core of visual testing is the ability to capture and compare screenshots. Output videos are also possible. Visual testing provides a number of advantages. The quality of the test results will be high and the developer will have all the evidence he or she requires of a test failure. Visual testing is particularly well-suited for environments that do not support traditional testing. Ad hoc testing and exploratory testing are important methodologies.

# Wikimedia Projects milestones

- Wikimedia Commons reached **30,000,000** media files, a month after reaching 25k.
- Japanese Wikipedia reached **1,000,000** articles.
- Russian Wiktionary reached **700,000** entries
- Thai Wikipedia reached **100,000** articles



# Strategic planning update



# Timeline - consultation report in progress

- Jan 3 Synthesize approaches from staff and limited community consultations
- Jan 11 Post community consultation for translation
- Jan 18 Launch community consultation
- Feb 15 Close community consultation
- Feb 26 Release consultation report and recommended approaches**
- Mar 4 Release 1st draft of strategy for comment
- April 1 Submit annual plan aligned to strategy

# Next steps

## **Feb 26th** - Posting on Meta

- The community consultation report: Analysis of strategic approaches
- The summary of recommended strategic priorities

**March 4th to 18th** - Draft of strategic plan posted for comments

## **By April 1st**

- Departments will integrate strategic priorities and submit their annual plans

# Metrics



# 2016 Readership trends update

How did total human traffic develop from May 2013 to January 2016?

General takeaways:

- Total pageviews flat to slightly declining
- Mobile still rising, desktop still shrinking
  - Dec 20, 2015 was the first ever day with > 50% mobile
- Global North is flat, Global South is decreasing

(This is a followup to the [2014 Readership update](#), which was the first trends analysis after the new page view definition became available, and covered May 2013 to October 2014.)



# Global readership: summary

	Monthly pageviews (bn)	Annual growth rate
<b>Human, Desktop + Mobile</b>	<b>16.6</b>	<b>-3%</b>
Human, Desktop	9.0	-20%
Human, Mobile	7.6	+28%
Total (incl. crawlers)	20.2	-2%

[January 2016 data](#) (normalized to 30 days); annual growth rates based on linear model (May 2013 - January 2016).  
Data before May 2015 is [estimated](#) with ca.  $\pm 2$ pp uncertainty

# World

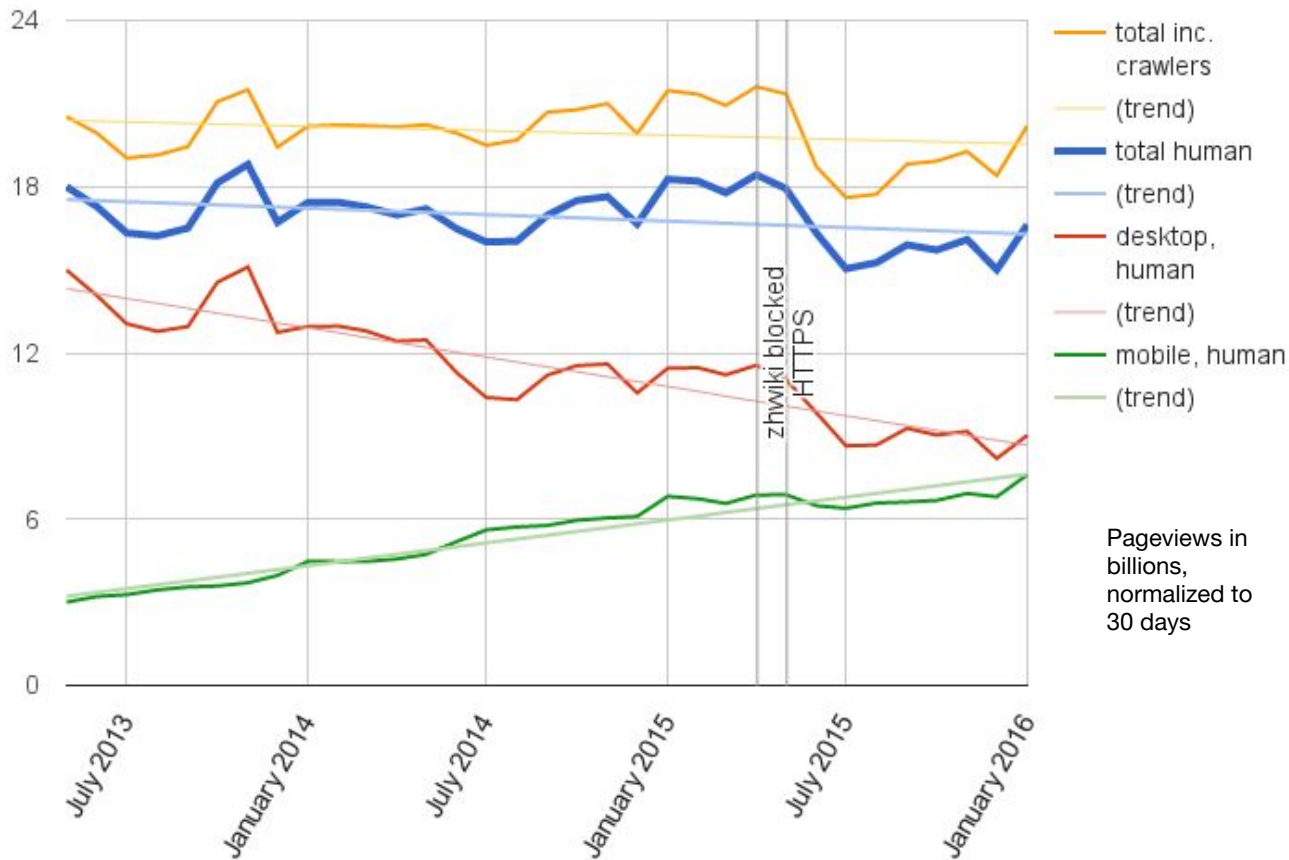
Globally, total human readership (excluding crawlers and automated traffic) is **slightly declining**. Possibly attributable to two one-time effects:

- Block of zhwiki in China in May 2015 (est. -1.5 to 2% drop in total traffic)
- Converting our sites to HTTPS-only in June 2015

**Mobile is increasing as desktop is declining.**

Mobile growth is **replacing desktop readership**, approaching parity.

## Wikimedia monthly pageviews (worldwide), 2013-2016



# Global North / Global South: summary

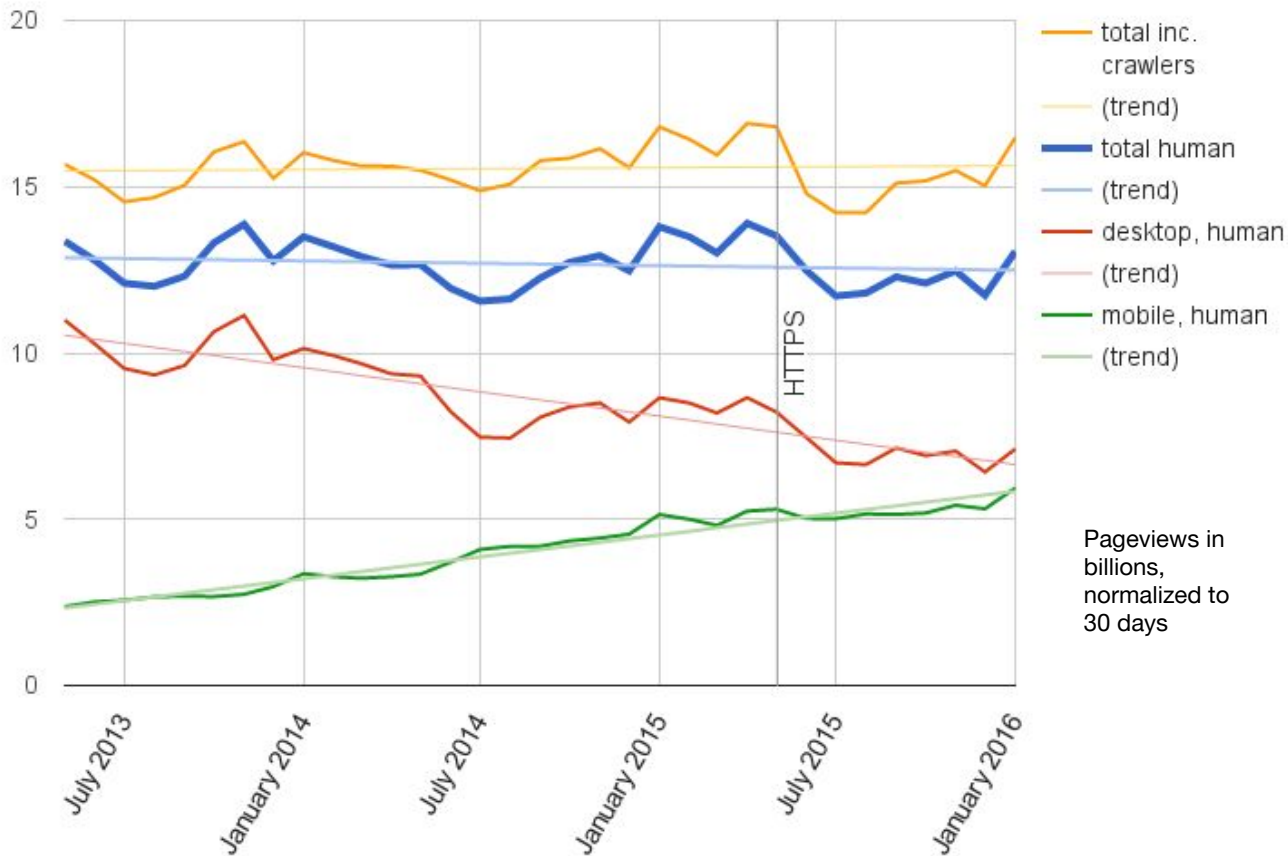
Region	Metric	Monthly pageviews (bn)	Annual growth rate
Global North	Human PVs total	13.0	-1%
	Human PVs to desktop site	7.1	-18%
	Human PVs to mobile site and on apps	5.9	+29%
Global South	Human PVs total	3.6	-8%
	Human PVs to desktop site	1.9	-26%
	Human PVs to mobile site and on apps	1.7	+23%

[January 2016 data](#) (normalized to 30 days); annual growth rates based on linear model (May 2013 - January 2016).  
Data before May 2015 is [estimated](#) with ca. ±2pp uncertainty

# Global North

The Global North is responsible for **78% of total human readership.**

## Wikimedia monthly pageviews (Global North), 2013-2016



# Global South

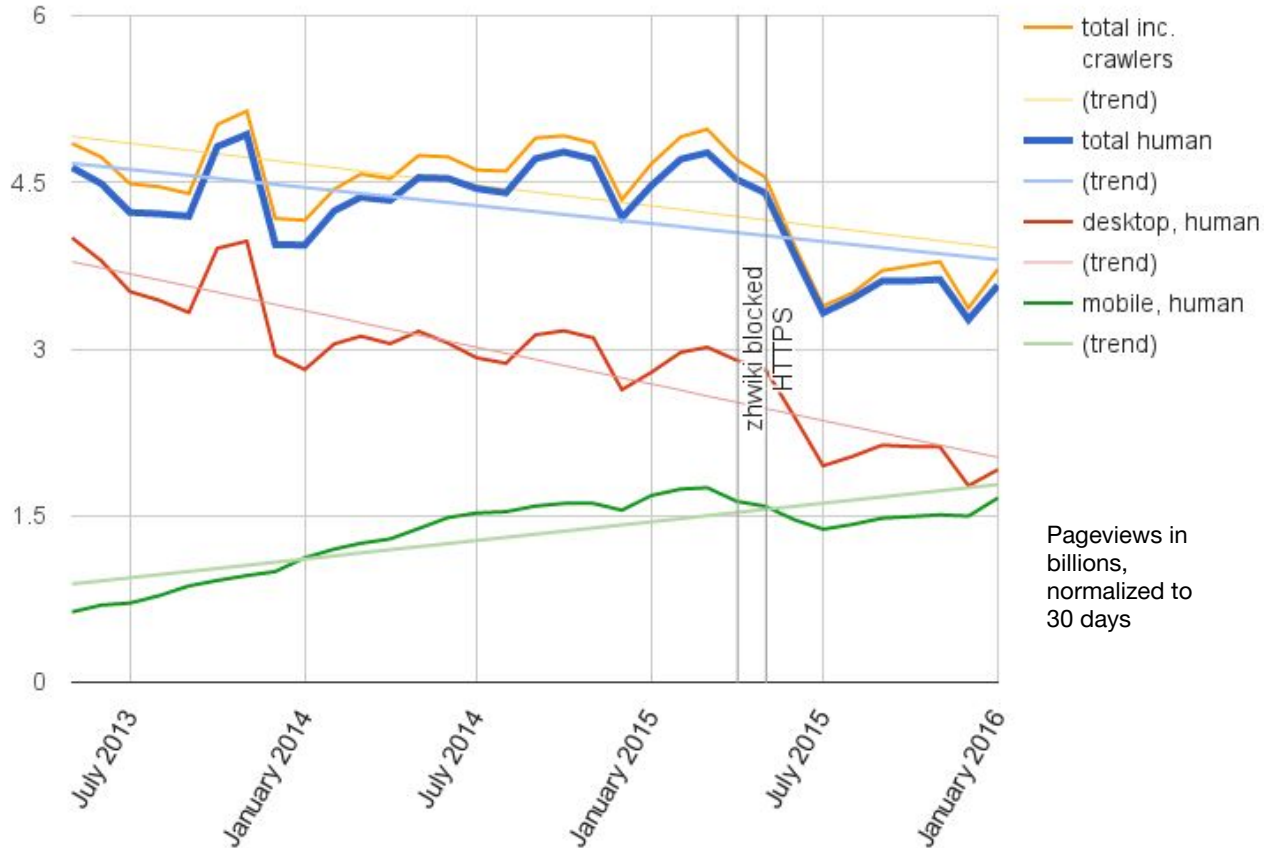
The Global South is responsible for **22% of total human readership**.

After fast mobile growth through 2014, **mobile is now stagnating** in the Global South. **Desktop has been dropping** faster than in the Global North.

Block of zhwiki in China in May 2015 (est. -6 to 8% drop in human GS traffic)

Automated traffic from the Global South is a negligible fraction.

Wikimedia monthly pageviews (Global South), 2013-2016



# Other remarks & small print

- After a marked decline in the proportion of Google-referred pageviews from 2013 to 2014 (concentrated on desktop), this ratio has remained more stable since 2014, very roughly around a third of our total traffic. See the Discovery team's [dashboard](#) for recent developments since October 2015.
- Data before April 2015 is based on a different implementation of the new page view definition (Hive vs. Cube, Java vs. R) with some discrepancies. Our estimation here introduces about  $\pm 2\%$  uncertainty.
- Mobile App views (currently 1-1.5%) became available only after the 2014 readership analysis.
- Improvement in the Cube data mean that the 2013/14 numbers here do not match 2014 analysis.
- Annual growth rates (from linear model) are averaged over 31 months instead of over 2015 only.

# Feature





# Individual Engagement Grants

*New Grantees! Round 2 2015*

<https://meta.wikimedia.org/wiki/Grants:IEG>





# Changes to eligibility criteria...

- Any technical components must be standalone or completed on-wiki.</translate>

{{IEG/Grayed text|text=<translate><!--T:12-->

- Projects are completed without assistance or review from WMF engineering, so MediaWiki Extensions or software features requiring code review and integration cannot be funded. On-wiki tech work (templates, user scripts, gadgets) and completely standalone applications without a hosting dependency are allowed.</translate>}}

+ Technical projects should be completed independently.</translate>

{{IEG/Grayed text|text=<translate><!--T:12-->

+ Development of templates, gadgets, bots, and standalone applications are welcome. Software projects requiring code review and integration must demonstrate commitment from the related maintainers.</translate>}}

# IEG PROJECTS

Round 2 2015



**TOOLS**



**OUTREACH &  
PARTNERSHIPS**



**RESEARCH**



**COMMUNITY  
ORGANIZING**

**\$83,113**  
**14 projects,**  
**19 grantees**  
(+many volunteers/advisors)

New experiments to  
support our communities...

# Wikitherapy

\$2,367

User:Saintfevrier

**Training editors at the Argostoli Mental Health Center**

*Greek Wikipedia, Wikiquote, Wiktionary, and Commons*



## Senior Citizens

# Edit Sanskrit Wikipedia

User:NehalDaveND

\$2,500

**Engaging scholars at Sree Somnath Sanskrit University**

*Improving content quality on Sanskrit Wikipedia*

# Wiki Needs Pictures

\$2,830

AlessioMelia and Alexmar983

Image request system with a mobile-friendly, map-based interface

*Allows contributors to easily discover where there is demand for specific images*



# Wikimaps Warper 2.0

\$8,490

Chippy, Abbe98,  
Artturimatias, Susannaanas

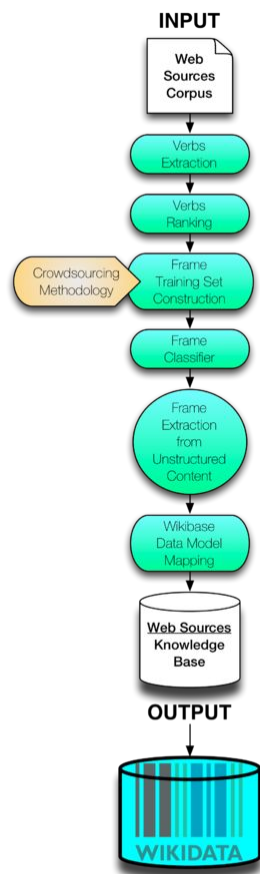
Improve technology for integrating historical maps into Wikimedia projects

*Make collecting and displaying historical geographic data fun and easy for volunteers*

# StrepHit: Wikidata Statements Validation via References

\$30,000

User:Hjfoacs



Using natural language processing, this project will take online content from a selection of (non-Wikimedia) websites and documents and then automatically convert the raw text into references to external sources thereby verifying the data provided in existing Wikidata statements.

*Improve trustworthiness of Wikidata assertions through validation against third-party resources*



engage

<https://meta.wikimedia.org/wiki/Grants:IEG>



learn

<http://blog.wikimedia.org/tag/individual-engagement-grants/>



create

<https://meta.wikimedia.org/wiki/Grants:IdeaLab>



# Product demo



# Wikipedia Mobile iOS version 5.0.0

Our goal was to rebuild the app to increase retention of users and provide app specific value for iOS Wikipedians.

Two key changes to highlight:

- Shiny new looks and navigation, including 3D touch gestures
- New Explore screen is a mobile friendly way to find something new to learn:
  - Personal recommendations based on what you've read
  - Featured articles, picture of the day and random articles
  - Articles geotagged near your location
  - Most read articles (props to Analytics!)

# When is it coming out?

After 4 builds and 2 months, Beta feedback has been largely positive with 1200 signed up testers and nearly 100 completed surveys.

Also gathering qualitative feedback with help from Design Research.

Planning to submit to Apple next week!

Questions? Comments? Join us on IRC # or email me at [jminor@wikimedia.org](mailto:jminor@wikimedia.org)

And now for a demo...

Q&A

# Wikipedia 15 birthday Cake photo credits

["2016-01-15 Wikipedia 15 at Lokal K \(Köln\) by DCB-2.jpg"](#) by [DCB](#), CC BY-SA 3.0

["Anniversary Wikipedia 19.jpg"](#) by [Star61](#), CC BY-SA 4.0

["Armenian Wiki birthday cake 2016 01.jpg"](#) and ["Armenian Wiki birthday cake 2016 02.jpg"](#) by [Beko](#), CC BY-SA 4.0

["BashWiki meeting UFA3 \(2016-01-15\).jpg"](#) by [Рестәм Нурыев](#), CC-BY-SA 4.0

["Ceremony WLM2015 and Wikipedia 15, Tunis 2016, 08.jpg"](#) by [Nizar Kerkeni](#), CC-BY-SA 4.0

["Cologne Wikipedia 15 birthday cakes -4481.jpg"](#), ["Cologne Wikipedia 15 birthday cakes -4482.jpg"](#) and ["Cologne Wikipedia 15 birthday cakes -4502.jpg"](#) by [Elke Wetzig](#),

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["Praha, Skautský institut, oslava 15 let Wikipedie, dort II.jpg"](#) and ["Praha, Skautský institut, oslava 15 let Wikipedie, dort III.jpg"](#) by [Aktron](#), CC BY 4.0

["Raduno per il 15° Anniversario di Wikipedia a Palermo 09.jpg"](#) by [Daniele Pugliesi](#), CC-BY-SA 3.0

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["Wikipedia 15 år \(185627\).jpg"](#) by [Tore Sætre](#), CC-BY-SA 4.0

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["Wikipedia 15 Cake 001.jpg"](#) by [Olaniyan Olushola](#), CC-BY-SA 4.0

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