Worldwide Readership Tuning Session Q2 FY 20-21

WIKIMEDIA
FOUNDATION

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 covid bump is not diminishing as quickly as we expected, this is good news, we share some reasons in the metrics slides. We met or exceeded all our MTP targets this quarter.

Desktop refresh is well received on early adopter wikis but the deployment of the search feature was delayed due to process misunderstandings

Growing readership, our emerging markets initiative launched the KaiOS app globally, testing page previews with an Indonesian news site, saw robust growth in content translation usage and progressed on section translation.

Our first marketing project directed towards readers, "Readership protect" has launched and the team will share insights and examples.

Abstract Wikipedia is the center of our new knowledge formats initiative. The team is slightly behind their expected milestones but has on boarded two new developers this quarter.

We continue to see vigorous uptake of structured data on commons and the structured data team is making progress on planning for the next round of features.

The WMDE relationship has progressed well this quarter. We are finishing up the new agreement and have a good sense of collaboration opportunities moving forward.

OKRs

Desktop refresh	→
Growing readership	↗
Readership: Protect	→
New knowledge formats	→
Increase impact of knowledge with data	→

Actions

- We are convening a series of retrospectives on Product-Technology decision making
- As part of recalibration, we postponed 2 KRs around search quality measurement

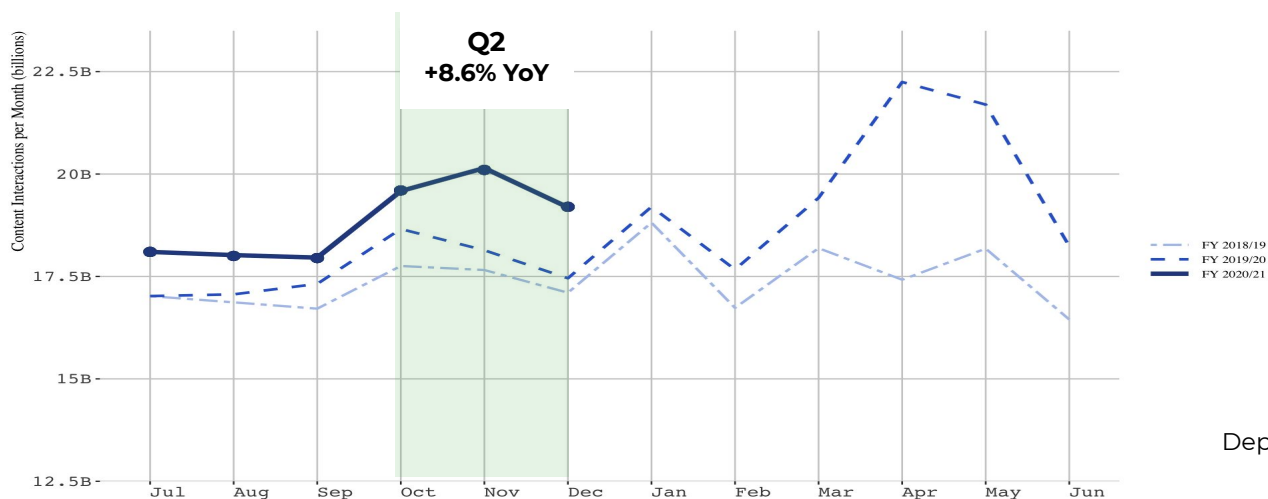Department: Product

Worldwide Readership Metrics

MTP Outcomes

Make incremental but meaningful changes to our core products.

Substantially extend our core product experiences

MTP Metrics

MTP Metrics	Y2 Goal	Q1 Status	Q2 Status	Q3 Status	Q4 Status
Total monthly Content Interactions increase YoY **Baseline**: 20.7B/month	+4% YoY	**+5.3% YoY** (18.0B/mo*)	**+8.6% YoY** (19.6B/mo*)	-	-
Established markets[1]	+4% YoY	**+3.8% YoY** (13.6B/mo*+)	**+5.3% YoY** (14.7B/mo*+)	-	-
Emerging markets[1]	+4% YoY	**+7.5% YoY** (4.3B/mo*+)	**+8.8% YoY** (4.4B/mo*+)	-	-

Q2
+8.6% YoY

Content Interactions per Month (billions)

FY 2018/19
FY 2019/20
FY 2020/21

Department: Product

Worldwide Readership Metrics ⊕→

MTP Outcomes
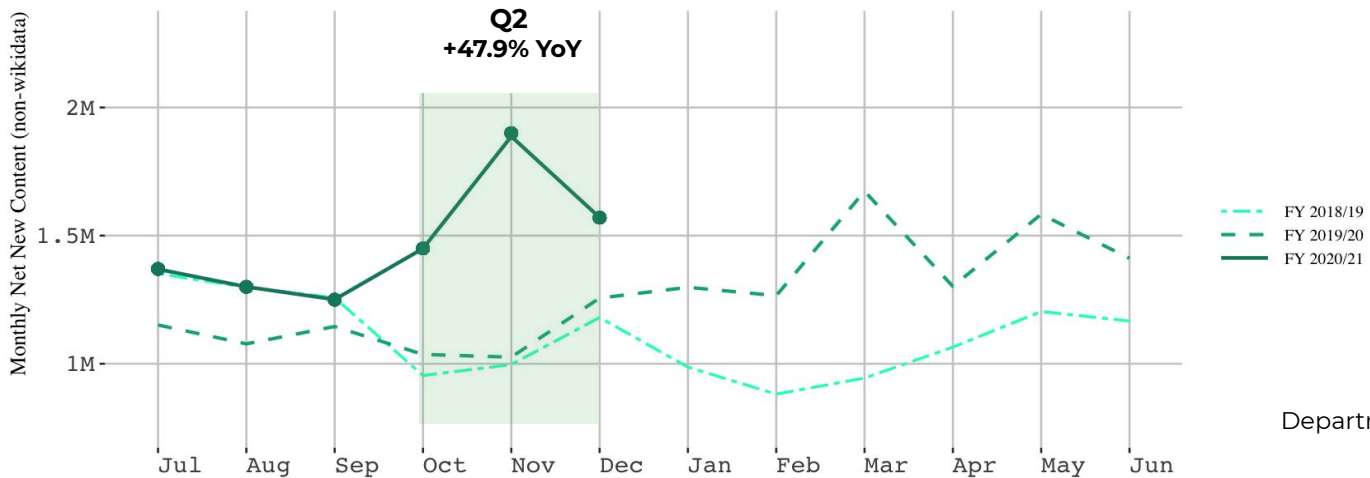
Make incremental but meaningful changes to our core products.

Substantially extend our core product experiences

MTP Metrics

MTP Metrics	Y2 Goal	Q1 Status	Q2 Status	Q3 Status	Q4 Status
Monthly net new content increases YoY **Baseline**: 3.3M/month	+2% YoY	**+24.5% YoY** (1.31M/mo*°)	**+47.9% YoY** (1.64M/mo*°)	-	-
Established markets[1]	+2% YoY	**+66.7% YoY** (0.9M/mo°⁺)	**+90.4% YoY** (1.1M/mo°⁺)	-	-
Emerging markets[1]	+2% YoY	**+128.0% YoY** (342K/mo°⁺)	**+128.0% YoY** (342K/mo°⁺)	-	-

Q2
+47.9% YoY

Monthly Net New Content (non-wikidata)

- - - FY 2018/19
- - - FY 2019/20
—— FY 2020/21

Jul Aug Sep Oct Nov Dec Jan Feb Mar Apr May Jun

Department: Product

MTP Priority OKRs

Desktop Refresh

Objective:

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

This quarter, the Desktop Refresh deliverable focused on completing the new search widget:

- Completed building the functionality for our first vue.js search widget, focused on providing a more intuitive search on all our projects
- Focused on resolving technical challenges and collaborative solutions via the vue.js task force
- Performed an A/B test and evaluated the success of the search move feature

Target quarter for completion: Q2 FY 21-22

Desktop Refresh

Key Results	Y2 Goal	Q1 Status	Q2 Status	Q3 Status	Q4 Status
2% increase in reported positive sentiment towards Wikipedia across all surveyed topics over the baseline studies on target wikis, after establishing baseline sentiment **Baseline:** Qualitative. Established via quicksurveys	Qualitative increase over baseline	Baseline established with very high positive sentiment	n/a (next survey will be run in Q4)-	-	-
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	No decrease observed YoY	-	-
Opt out rate is 40% or lower on default wikis **Baseline:** n/a	< 40% opt-out	1.60% - 4.09%	1.60% - 4.09%		

Department: Product

Drill Down: Desktop Refresh

The situation

The OKR which measures the qualitative surveys for positive sentiment did not have a sufficient level of specificity on the amount of increase in positive sentiment we're expecting across topics (trust, welcoming, ease of navigation, recommend to a friend)

The impact

Lack of specificity could lead to an underestimation or overestimation of the impact the project can have

The recommendation

Due to the high levels of the baseline, we have quantified the expectation to a 2% increase, with the caviat that on some of the smaller wikis, this number may not be measured with confidence

Department: Product

Drill Down: Desktop Refresh →

The situation

After months of miscommunication, release of the vue.js search was blocked on concerns around the technical approach taken by the team

The impact

A vue.js task force was conceived including members across teams that held interest in the future of vue projects

The task force created short-term and long-term recommendations that unblocked the project

Deployment of the vue.js search feature was delayed and re-scheduled for Q3

The recommendation

Identifying the right stakeholders upfront across departments

Clear communication up and down the chain of command

Clear definition of the level of independence in technical decision-making for experimental projects

Having leadership select and clearly communicate a single decision-maker for the process

Department: Product

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:** The Wikipedia for KaiOS app launched globally last quarter. A Diff post was shared with the wider community
- **Wikipedia Previews on other sites:** See the definition of a term when you click on a link on a participating media site. A partner in Indonesia, Good News from Indonesia, tested out the functionality showing Indonesian language previews

In their preferred language:
- **Section translation tool for mobile:** Positive feedback based on user survey on the [test environment](). Enabling in Bengali Wikipedia next quarter.
- **Encouraging translation**: Content Translation enabled by default on 15 new wikis. Experimental open source Machine Translation support for 2 wikis lacking commercial support. Overall, 52% more translations compared to Q2 last year (from 44K to 67K).

Department: Product

Target quarter for completion: Ongoing

Growing Readership

goodnewsfromindonesia.id

dan jalan nasional di Pulau Jawa dan Sumatera yang secara keseluruhan dalam kondisi mantap," terang Menteri PUPR Basuki Hadimuljono.

Untuk pembangunan ruas-ruas utama yang menjadi backbone, Pemerintah menugaskan PT. Hutama Karya (HK) sebagai Badan Usaha Jalan Tol (BUJT) untuk melaksanakan

WIKIPEDIA

Jalan Tol Trans Sumatra adalah jaringan jalan tol sepanjang 2.818 km di Indonesia yang direncanakan menghubungkan kota-kota di pulau Sumatra, dari Lampung hingga Aceh.

Baca lebih lanjut tentang Wikipedia

Wikipedia Preview

Original

Although *Luna* landers scattered pennants of the Soviet Union on the Moon, and U.S.

A pesar de que Luna landers esparció banderines de la Unión soviética en la Luna, y banderas de EE.UU. eran simbólicamente plantadas en sus sitios de aterrizaje por el Apolo astronautas, ninguna propiedad de reclamaciones de la nación de cualquier parte de la superficie de la *Luna*.[1]

Section translation

Growing Readership

To support the KaiOS app launch, we are running "KaiAds" to increase downloads of the Wikipedia app:
- Wikipedia ads served to KaiOS users when using other phone apps
- Ads are in 4 languages (Arabic, English, French, Spanish) which cover ~90% of KaiOS users
- KaiAds were negotiated as part of the partnership with KaiOS, and they launched on 6 Jan
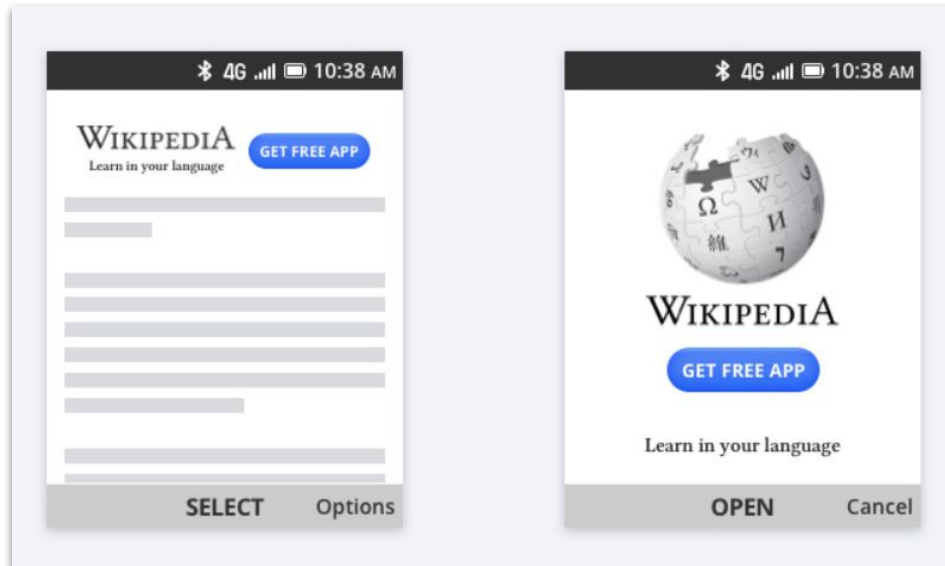
Growing Readership

Key Results	Y2 Goal		Q1 Status	Q2 Status
4% increase in content interactions in both emerging and established markets	**Total monthly CI increase YoY**	+4% YoY	**+5.3% YoY** (18.0B/mo*)	**+8.6% YoY** (19.6B/mo*)
	Established markets	+4% YoY	**+3.8% YoY** (13.6B/mo*+)	**+5.3% YoY** (14.7B/mo*+)
	Emerging markets	+4% YoY	**+7.5% YoY** (4.3B/mo*+)	**+8.8% YoY** (4.4B/mo*+)
	Baseline: 20.7B/month			
2% net new content in both emerging and established markets	**Net new content increases YoY**	+2% YoY	**+24.5% YoY** (1.31M/mo*°)	**+47.9% YoY** (1.64M/mo*°)
	Established markets	+2% YoY	**+66.7% YoY** (0.9M/mo°+#)	**+90.4% YoY** (1.1M/mo°+)
	Emerging markets	+2% YoY	**+128.0% YoY** (342K/mo°+#)	**+128.0% YoY** (342K/mo°+)
	Baseline: 3.3M/month			

Department: Product

Readership: Protect

Objective:

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

In Q2, we conducted the "Protect" marketing campaign test in the US against ages 18-34.
- Our research identified the need to maintain and grow younger audiences
- YouTube video campaign featuring 15-second non-skippable pre-roll ads

KRs and other campaign metrics were measured through a Control/Exposed survey (in lieu of user data).
- Site traffic intent was maintained overall; in particular, we saw a 5% lift in intent to visit Wikipedia among women, implying ~100K new or retained female readers, but the inverse was true for men who did not connect as well to the creative
- Did not shift intent to seek Wikipedia in Google search results
- Saw large lifts in brand affinity metrics which should improve loyalty and visits from current readers in the short term, and readership growth of new or lapsed readers in the long-term

Target quarter for completion: Q4 FY20/21
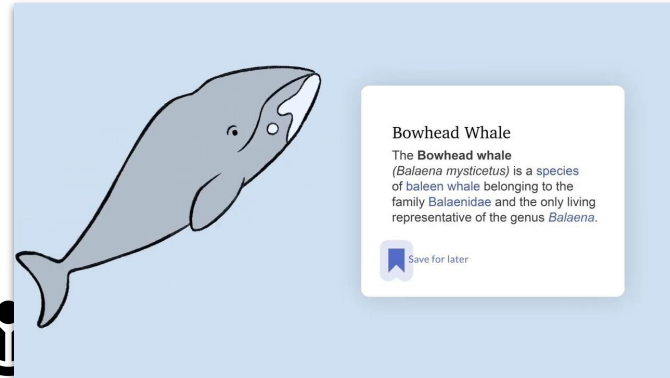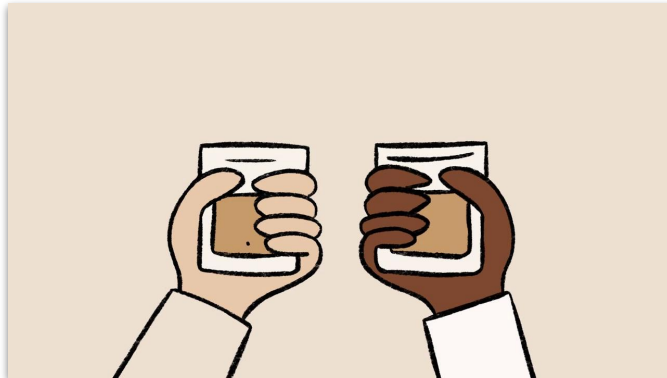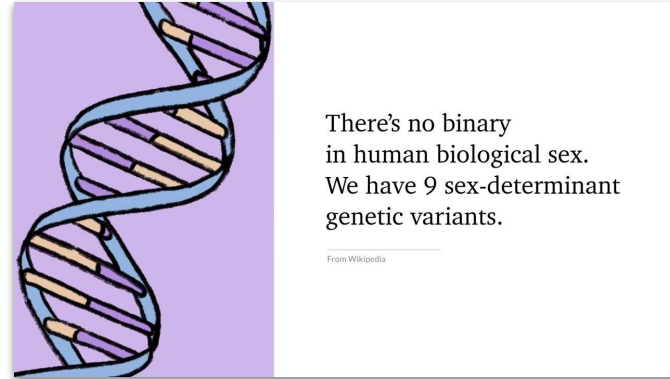
Readership: Protect

Key Results	Y1 Goal	Q1 Status	Q2 Status	Q3 Status	Q4 Status
KR1: Maintain current Wikipedia US traffic among audiences ages 18-38 **Baseline:** Determined through A/B testing throughout the campaign.	Maintain Wikipedia unique visits	Baseline established with Control/Exposed campaign surveys	Dec 2020 Protect Campaign maintained visit intent to Wikipedia Higher intent (5%) to visit Wikipedia among women in this campaign	-	-
KR2: Shift user dependence on generic search results ~5% to seeking Wikipedia search results **Baseline:** Determined through A/B testing throughout the campaign.	5% shift	Baseline established with Control/Exposed campaign surveys	The campaign did not shift reader's intent away from generic search result	-	-
KR3: Deliver 1.5:1 ROI for paid media fundraising test in Q4. **Baseline:** Determined through A/B testing throughout the campaign.	1.5 ROI	Test moved to Q4	Test moved to Q4	-	-

Department: Communications

Readership: Protect

The campaign featured three 15-second animated videos in the theme of "Righting History" and in support of the creative concept "Set Knowledge Free". Commons links:

- Top right: https://w.wiki/xj6
- Below left: https://w.wiki/xj5
- Below right: https://w.wiki/xj4

There's no binary in human biological sex. We have 9 sex-determinant genetic variants.

From Wikipedia

Bowhead Whale

The **Bowhead whale** *(Balaena mysticetus)* is a species of baleen whale belonging to the family Balaenidae and the only living representative of the genus *Balaena*.

Save for later

New Knowledge Formats

Objective:

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

Abstract Wikipedia:
- Added one person (Geno). Name for new wiki project decided (**Wikifunctions**). Outreachy started. Phase 2 *not* completed.
- Development was going a bit slower than hoped, but with new engineers starting we still hope to launch Wikifunctions in late Q4 (may slip to Q1 of next financial year).

Wikidata:
- Certified last year's deliverables and made payment on schedule
- New deliverables being finalized for the Jan-Jun 2021 collaboration agreement
- New strategy is to embrace engineering and partnerships collaboration and respect WMDE expert community guidance

Target quarter for completion: Q4 FY20-21

Department: Product

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%	20.5%	-	-
Determine resiliency and scalability metric in Q1 and targets for Wikidata and improve on them each quarter. **Baseline:** *Data point*	Determine metrics and improve on targets	(delayed)	We are in the process of negotiating these, expect them at the end of Jan	-	-
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)	Added one person (Geno). Name decided (Wikifunctions). Outreachy started. Phase 2 *not* completed.	-	-

Department: Product

Increase impact of knowledge →

Objective:

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

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Continuous contribution - Commons reached over 53 million files with structured metadata, including a milestone of over 3 million files with depicts statements. [MediaSearch](#), enhanced with structured data, will be gradually announced throughout Q3 and eventually made the default search interface on Commons.

Collaboration on image recommendations - The Structured Data Across Wikimedia and Platform Engineering teams extending work done by the Research team to enable consistently high-quality image recommendations for unillustrated articles.

Architecture progress - Architecture and Structured Data Across Wikimedia teams are laying the groundwork for future infrastructure that is critical for various projects aiming to improve discovery and enable links between content.

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	Achieved milestones for Q2, on track to reach this by end of year	-	-
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)	Getting a jump on this		

Department: Product

OKR Change: Increase impact of knowledge

Original

KR 2: In Q1, identify a baseline and targets for search efficacy. In Q2-4, improve on that measure of search efficacy.

Proposed

KR 2: Dropping this KR to focus on KRs 1 and 3.

Department: Product

Efficacy & Resilience OKRs

OKRs

Product & Technology Collaboration	↗
Better Use of Data	→

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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.

Product and Technology will deliver on this objective by identifying 3 areas to have KRs in: 1) collaborating on mission critical projects on a quarter by quarter basis 2) putting Product Management in key technology team roles 3) creating a culture where we work together.

In Q2, the Product and Technology departments have collaboratively delivered:
- Combined Product and Technology strategy V1
- Ongoing progress of API prioritization process
- New Director of Product Management for Platform starts January 19
- New Search PM has started

Target quarter for completion: Q4

Department: Product & Technology

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	Delivered draft of joint Product & Technology strategy		-
Integrate product managers with 2 tech teams	2 teams in tech have Product Managers.	1 in place, 2 positions currently open	Search PM, Platform Product Management Director hired	-	-
Improve sentiment of collaboration across teams by establishing a baseline and assessing improvement via surveys.	Project-based incremental improvements	Initial survey for API request process sent	API request process survey showed uniform dissatisfaction with existing process.	-	-

Department: Product & Technology

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
Big lift in engineering was getting full coverage for client libraries, all merged to production, all passed tests.
Logging to track session length in a privacy-sensitive way deployed on some wikis.

Working with Production Data
One major pain point we found in Q1 survey: lack of discoverability for datasets.
Initial step to address this pain point: created a [Data Dictionary](#) describing key datasets available in Superset.

Target quarter for completion: Q4 FY20-21

Department: Product

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	Pilots evaluated and major tech issues addressed	-	-
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	1 day +5.5 weeks with instrumentation	-	-

Department: Product

Drill Down: Better Use of Data →

The situation

New and transitioning data leadership roles. A couple of leaders who played supporting roles have moved on from the Foundation, while new leaders in the data space have joined.

The Product Manager who joined our group in Q1 is transitioning to another team.

The impact

The organizational shifts have impacted our ability to clarify and align our work, but they also bring opportunities to reevaluate how we approach improvements to our data workflow.

The recommendation

We're narrowing our work focus in Q3 and approaching tasks in a more serialized way.

Brainstorming and planning with other data leaders to draft an org-wide data strategy.

Begin hiring for a Product Manager for Data, who can support specific data product and engineering initiatives.
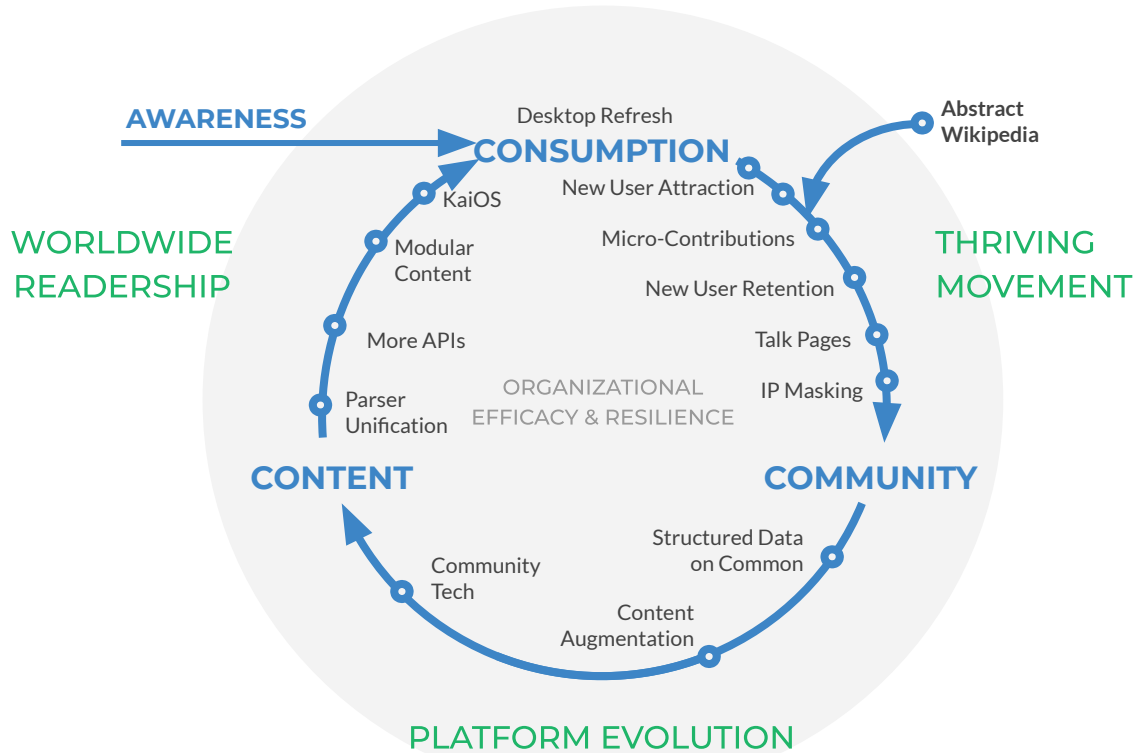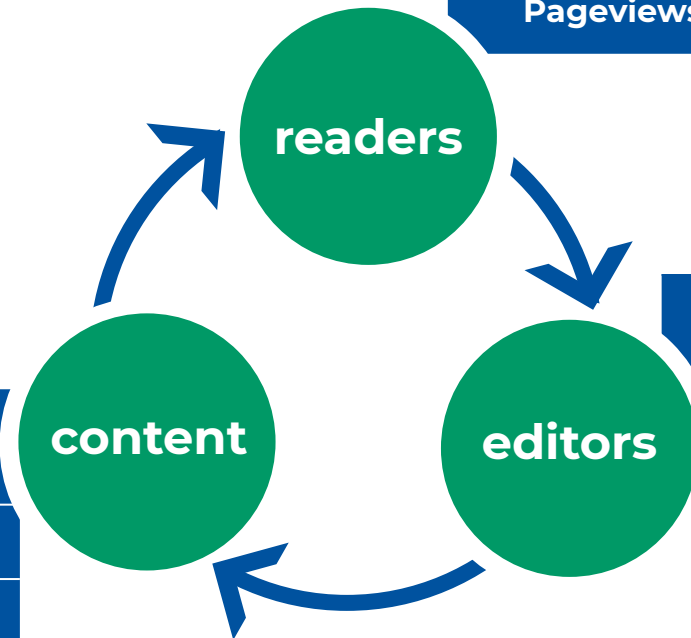
Department: Product

The product flywheel

AWARENESS

Desktop Refresh

CONSUMPTION

Abstract Wikipedia

KaiOS

New User Attraction

THRIVING MOVEMENT

WORLDWIDE READERSHIP

Modular Content

Micro-Contributions

New User Retention

More APIs

Talk Pages

ORGANIZATIONAL EFFICACY & RESILIENCE

IP Masking

Parser Unification

CONTENT

COMMUNITY

Structured Data on Common

Community Tech

Content Augmentation

PLATFORM EVOLUTION

WIKIMEDIA FOUNDATION

Health metrics

Q2 Actuals		YoY (%)
Interactions	**58.9 B**	**8.6%**
Pageviews	52.6 B	**8.1%**

	Q2 Average	YoY (%)
Active Editors	**92,300**	**8.1%**

Q2 Actuals	YoY (%)	
269.0M	**15.9%**	**Total Content**
56.4M	**8.3%**	**Wikipedia**
93.1 M	**27.2%**	**Wikidata**

Content Data
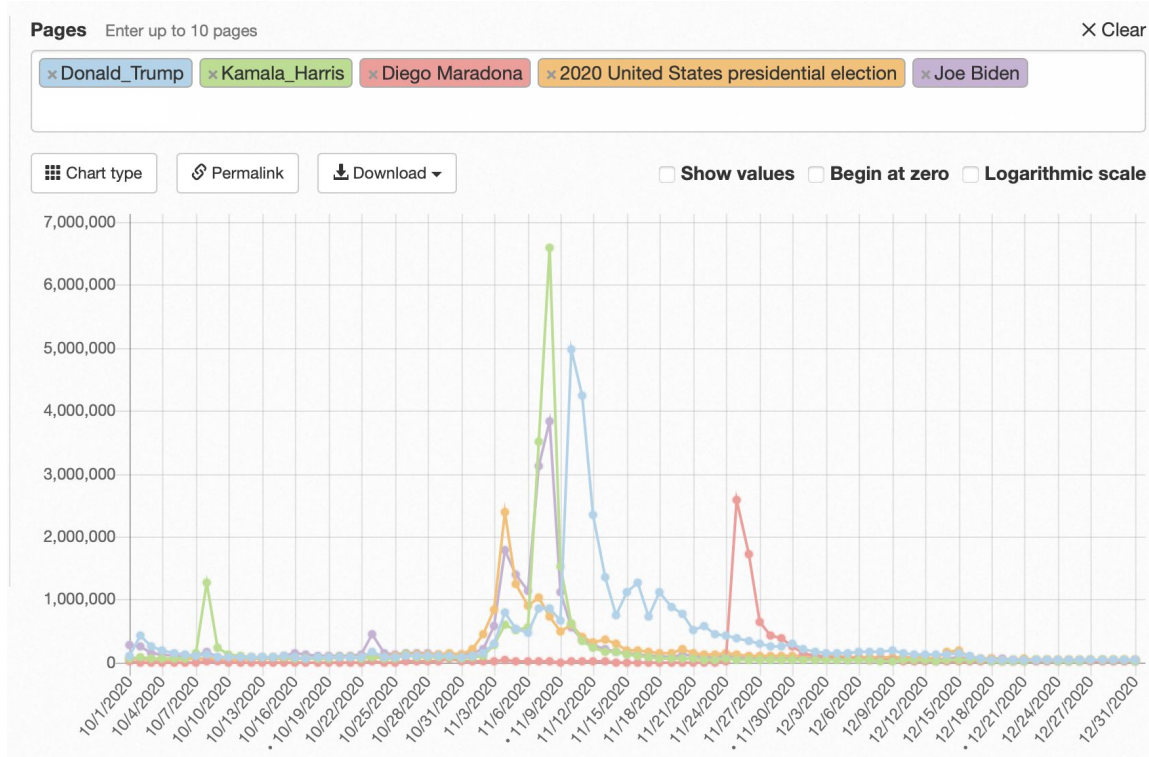
- When something happens in the world, it happens on Wikipedia
- How do we understand this systematically?

Content Data

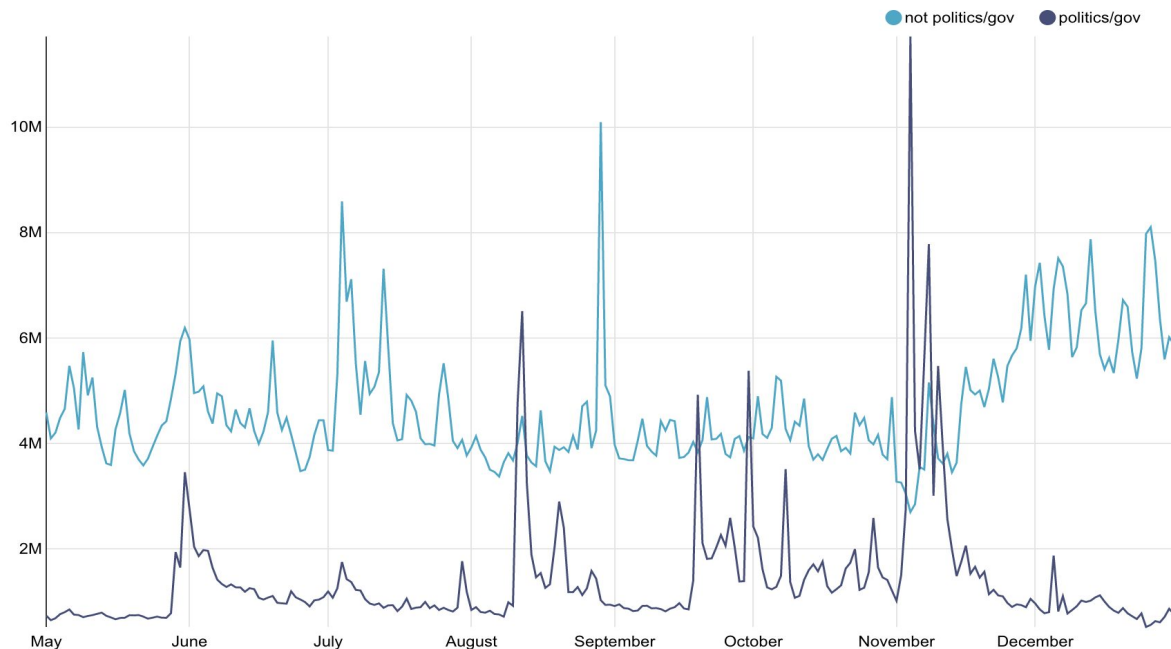Traffic to Politics & Government, and other pages ☆ ✎

490 rows | cached ⟳ | 00:00:00.43

● not politics/gov ● politics/gov

- Content Data Accessibility project [Requirement Document](#)

- Product Analytics ⇄ Research

- [MVP Dashboard on Superset](#)

Community Relations Specialists

- **Hired and onboarding** two new full time contractors, Sandister Tei (Ghana) and Uzoma Ozurumba (Nigeria)

- **Strengthening Product**'s community engagement by resourcing **3 additional teams**, Inuka, Language and Community Tech. Other projects supported: Growth features, Desktop Improvements, Apps teams features, Anti-Harassment, Structured Data, Talk pages/Editing changes, Abstract Wikipedia

  - **Q1 overall satisfaction rate** with our work = **92%** "extremely satisfied"

- We **continue our work in the "Movement Consultations" group:** Currently on WikiFunctions (logo contest starting soon), and staffing the comments phase for the Annual Plan.

Vue update

- In Q1, the Frontend Architecture Working Group (FAWG) recommended we migrate to Vue.js as our frontend development framework.

- The web team used Vue.js to implement the search widget in the desktop refresh project.

- There was miscommunication around process and best practices concerning security, release management and performance which were discovered late in the development cycle and blocked the launch

- When this became clear, we convened a task force to give the web team a path forward.

- The teams (including senior leadership) have been engaging in a series of retrospectives to ensure that we can learn from this and continue to work together on our projects. We'll have a more complete presentation at the upcoming staff meeting in February.

WikiCite

Documenting Balinese Palm Leaf Manuscripts

WikiCite Satellite Port-au-Prince

Knowledge Equity, Library Metadata & Wikidata

Stacy Allison-Cassin, York University
Karim Tharani, University of Saskatchewan

IFLA   YORK UNIVERSITÉ UNIVERSITY   UNIVERSITY OF SASKATCHEWAN   {} wikicite

Training & tools

In memoriam

Bernd Sitzmann

Thank you

Appendix

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

SDC: Structured Data on Commons