

New Readers evolution

FY1718 > FY1819



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Bringing new readers to Wikipedia

ATTRACT

Developing brand
recognition and use
value
(awareness)

**FIRST
TOUCH**

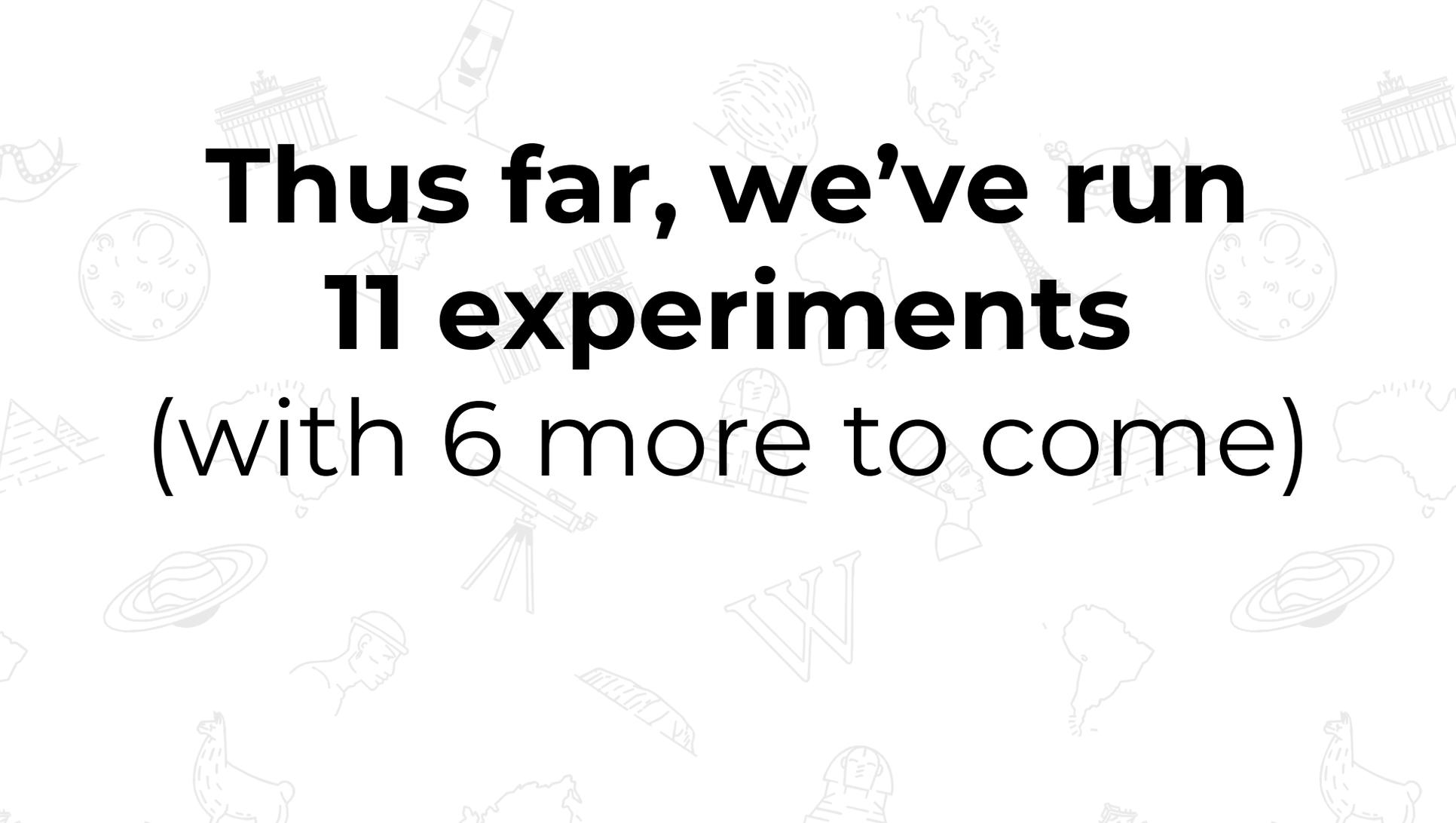
Removing barriers to
access
(offline & affordability)

RETAIN

Having the right
product
(understanding value,
software experience,
& content)



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**Thus far, we've run
11 experiments
(with 6 more to come)**

FY 1718



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Awareness

- 1.1 Marketing campaigns
- 1.2 Inspire campaign + grants
- 1.3 Partnerships for awareness

Offline

- 2.1 Offline experiences
- 2.2 *canceled*
- 2.3 Offline partnerships

Affordability

- 3.1 Wikipedia Zero support
- 3.2 Affordability partnerships
- 3.3 Site performance
- 3.4 Proxy browser support



Attract: awareness

FY1718

**MARKETING
CAMPAIGNS**



**INSPIRE >
RAPID GRANTS**



**PARTNERSHIPS
FOR
AWARENESS**



FY1819

Deepen marketing work through sustained campaigns, product marketing, wider distribution, and improvements to 1st user experience on Wikipedia

Passive: continuing rapid grants, building templates.

Pursue opportunities for Wikipedia content integration in other properties

Awareness: marketing

FY1718 (& before):

1.1 Marketing campaigns for brand recognition

1. Iraq campaign to support Zero launch
2. Nigeria campaign for general awareness (complete, report pending)
3. India campaign for general awareness (in progress)
4. Product marketing for offline in Android app (Nigeria, not yet started)
5. Mexico campaign for general awareness (not yet started)

LESSONS LEARNED:

Approach

- Working with local agencies and volunteer creative direction produces great results
- Dropping people on Wikipedia may be confusing for them

Execution

- Staffing for community and project support has been critical in Hindi campaign
- Requires analysts to dig deep into impact
- Campaigns take 5-6 months to execute



Awareness: community

FY1718:

1.2 Inspire campaign & rapid grants round

1. Inspire campaign to engage communities in awareness building (complete, targets exceeded)
2. Rapid grants to support development of awareness by volunteers, where they live (not yet started)

LESSONS LEARNED:

Approach

- Effective at generating community interest, but unlikely to move needle on usage at large scale

Execution

- Grants flows do not work on mobile
- Difficult to engage with ideas while campaign is ongoing
- Difficult to extract learnings from Ideas as a set



Awareness: partnerships

FY1718:

1.3 partnerships for awareness

- Wikipedia content syndication on 3rd party platforms (exploring opportunities)

LESSONS LEARNED:

Execution & approach

- Need more specific, actionable plans



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First touch: offline

FY1718

FY1819

PARTIAL OFFLINE (product)

Mobile web:
Test 3
concepts

Downloadable
flashcards

No user interest

Offline
reading lists

User confusion &
contentious, large
technical project

Mobile PDFs

Deployed to 95%
of Android
browsing, 120K
users/day.

Tracking: Progressive
Web App
implementation

Tracking:
deployment to other
browsers

Android

Offline
reading lists

Expanded
feature set
(complete)

Marketing offline
features to test if
drive usage

Offline
libraries

User testing revealed existing
content packs are not
appropriate for this. Released
as "secret" feature.

If marketing shows
offline drives usage,
continue development
of content for "libraries"

FY1718

FY1819

Investigated
potential
strategies

Education:
app preloads

No viable options
to scale, long
timelines.

Education:
software
integration

Tracking: Learning
Equality opportunity.
Would likely be direct
Kiwix integration.

Medical:
wifi hubs

WOMP: Offline medical
in Nigeria pilot, in
partnership with the
Africa Center

Infrastructure:
Kiwix

Direct funding to Kiwix,
intended to stabilize
and support

**FULLY
OFFLINE
(partnerships)**



First touch: affordability

FY1718

Support Zero

Program canceled

Partnerships for affordability

Performance improvements

Ongoing through Performance team, no active NR support. Tracking Progressive Web App implementation

Proxy browser support

Complete & integrated into QA workflows



FY 1819



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Primary audience: Online readers (Outcomes 2-5)



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The reader journey

Advocates

Advocacy: *"You should use Wikipedia"*

- Rapid grants

Readers

Attribution: *"I learn on Wikipedia"*

- Better content (not NR)

New readers

Use value: *"I know what to use Wikipedia for"*

- Product Marketing
- Site changes

Recognition: *"I have heard of Wikipedia"*

- Brand marketing
- Content syndication
- SEO

Role

Step in journey

Intervention

Developing the on ramp

We will dig deeper into understanding, attracting, and retaining the new reader.

Our marketing work will deepen, drawing out where we lose people in their journey to Wikipedia (and keeping more of them).

\$80k + staff time > 10M views > XX new readers > YY retained readers



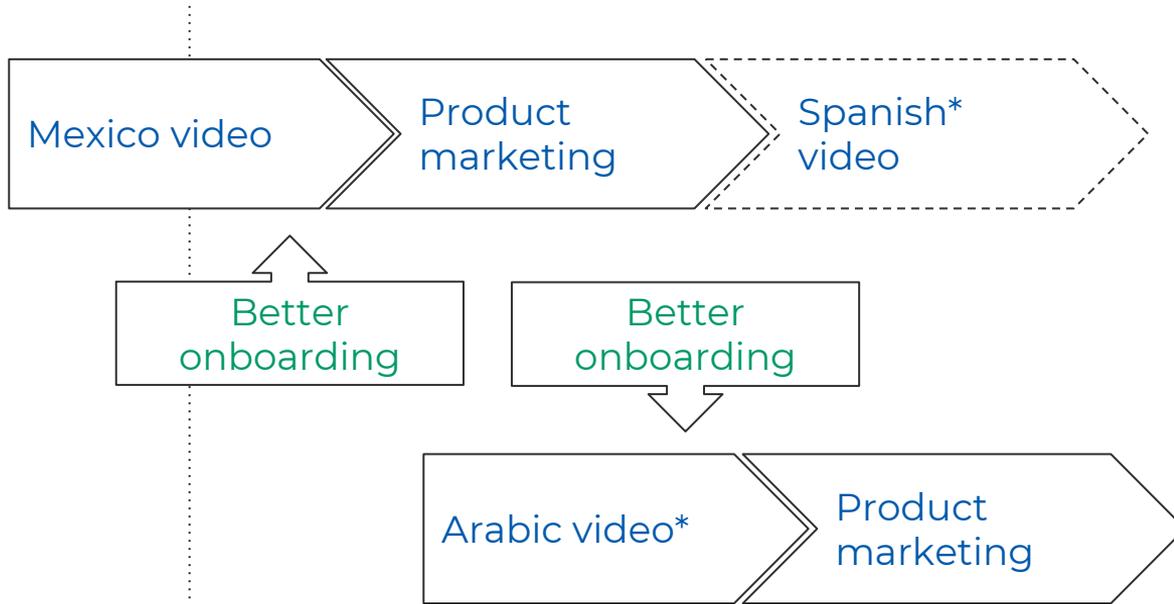
Developed last FY



Focus this FY

Attract & make aware (Outcome 2)

Marketing campaigns



FY1718 FY1819



Plan: multinational campaign, starting in 1 country with awareness & traffic analysis. Then expanding to other countries with a wider distribution, analyzing only marketing reach and traffic (skipping awareness).

Evaluation:

Contract analysts working with:

- Traffic patterns
- Marketing material engagement (reach, response, etc.) from platforms
- Awareness data (phone or web surveys)

** target audiences not yet confirmed.*

“Welcome to Wikipedia”

We plan to work with communities to see how we can improve the first time experience of people coming to the sites.

See this example of what we might do with main pages, which we’re developing with the Hindi community right now.

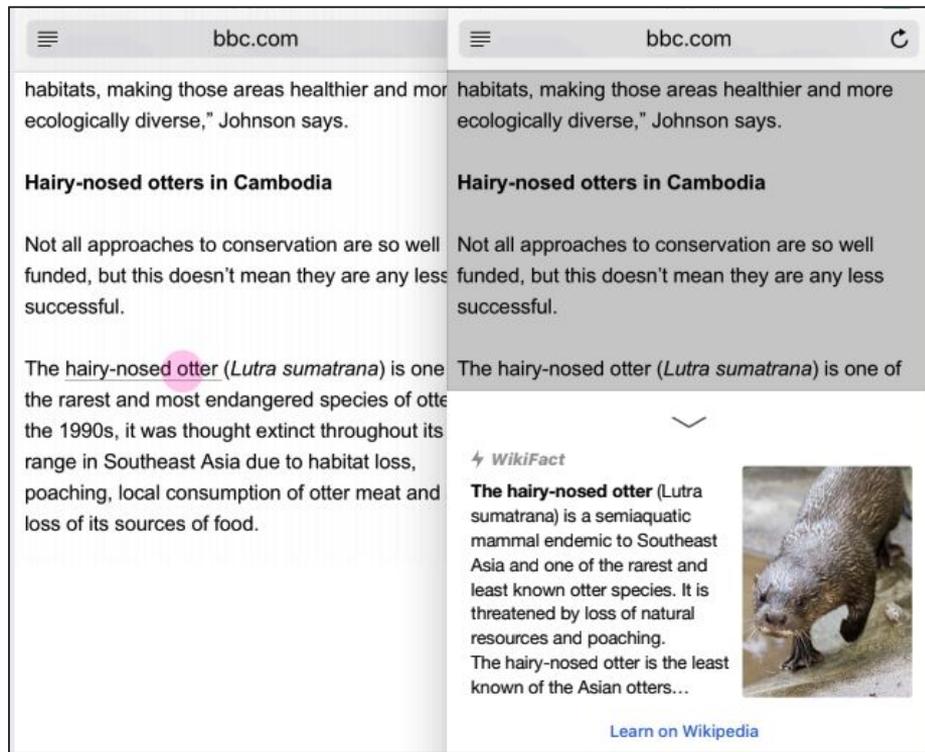


Attract (Outcome 3)

Support advocacy

We will finish the round of rapid grants that comes from the Inspire campaign in this fiscal year.

Following this round, we'll create Rapid grant application templates and funding guidelines focused on awareness to support further efforts.



The image shows a side-by-side comparison of a BBC article on hairy-nosed otters. The left side is the original article, and the right side is the same article with a Wikipedia fact box overlay. The fact box includes a lightning bolt icon, the text 'WikiFact', a paragraph about the hairy-nosed otter, a small image of the otter, and a link to 'Learn on Wikipedia'.

habitats, making those areas healthier and more ecologically diverse," Johnson says.

Hairy-nosed otters in Cambodia

Not all approaches to conservation are so well funded, but this doesn't mean they are any less successful.

The hairy-nosed otter (*Lutra sumatrana*) is one of the rarest and most endangered species of otter. In the 1990s, it was thought extinct throughout its range in Southeast Asia due to habitat loss, poaching, local consumption of otter meat and loss of its sources of food.

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⚡ WikiFact

The hairy-nosed otter (*Lutra sumatrana*) is a semiaquatic mammal endemic to Southeast Asia and one of the rarest and least known otter species. It is threatened by loss of natural resources and poaching. The hairy-nosed otter is the least known of the Asian otters...



[Learn on Wikipedia](#)

SEO

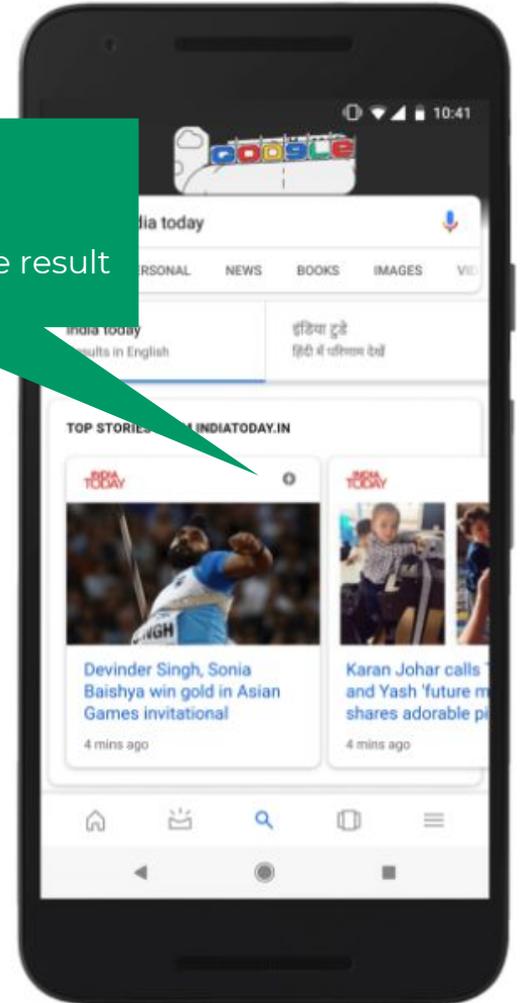
We will conduct data driven experiments to improve search engine rankings and appeal.

This may include:

- Structured markup
- AMP ([accelerated mobile pages](#))
- Placeholder articles

Example AMP:

- Faster page load
- Appealing search engine result



Retain (Outcome 4)

Support Multilingualism

Many people speak more than one language, and when there is less content in their native language(s) than in a major language, they utilize workarounds to support their learning. We can help.

We'll conduct data-driven product experiments such as:

- Truly multilingual search
- Cross-language project pollination
- In-context translations
- Geolocated portal languages

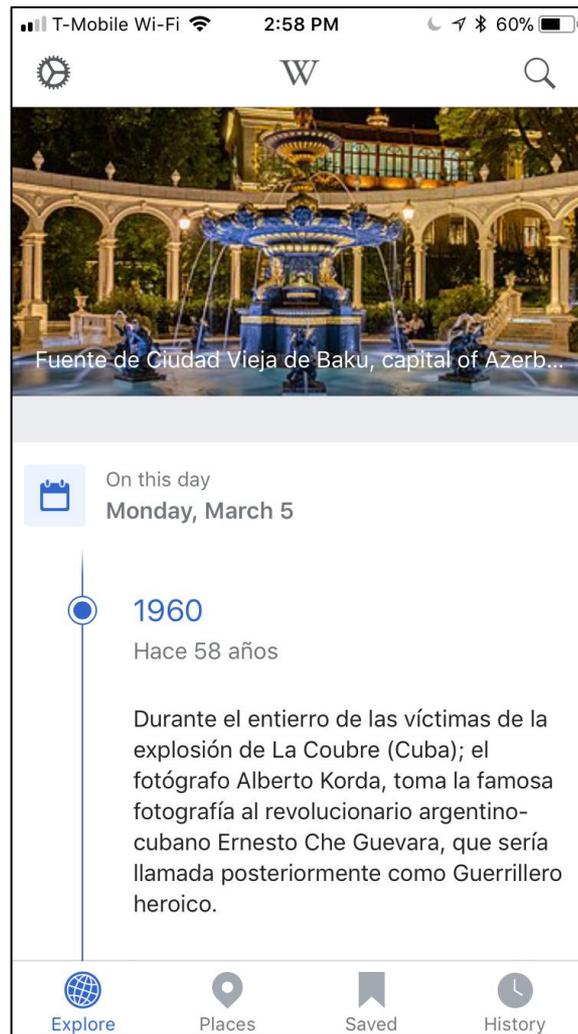


Enriched experiences

We will conduct data-driven product experiments to make Wikipedia a more appealing destination.

Ideas include:

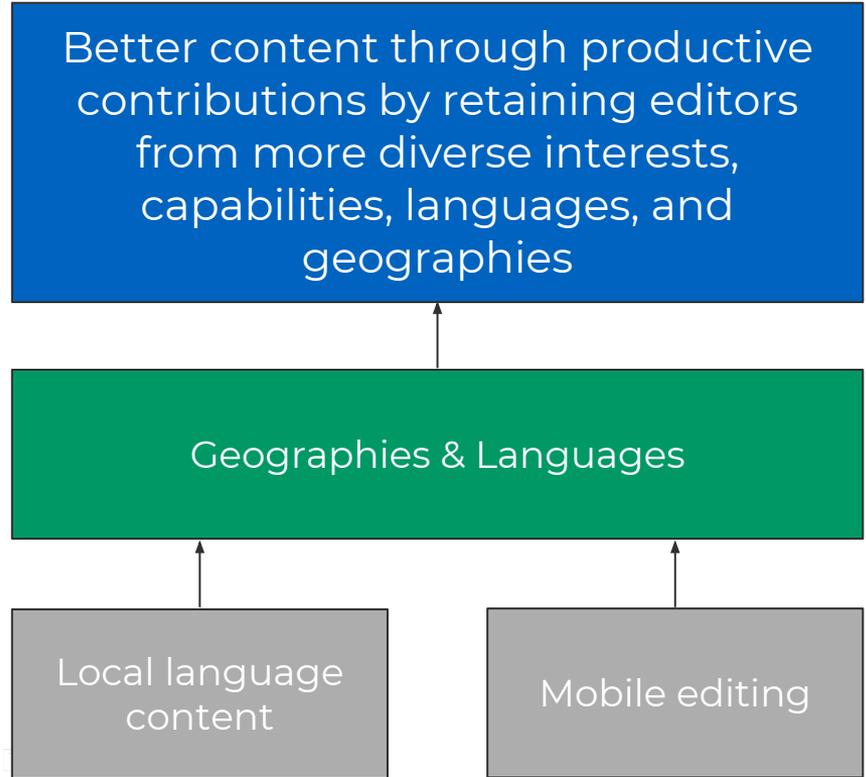
- Adding a feed to main page and/or portal
- Reducing cost of data through on-demand lazy loading
- A dedicated “lite” Android app
- Improved mobile experiences



Content growth

The New Readers team believes that growth in relevant content in local and major languages is critical to retaining our audiences, and will be tracking the work of Audiences and Partnerships towards this growth.

We will not explicitly drive this work.



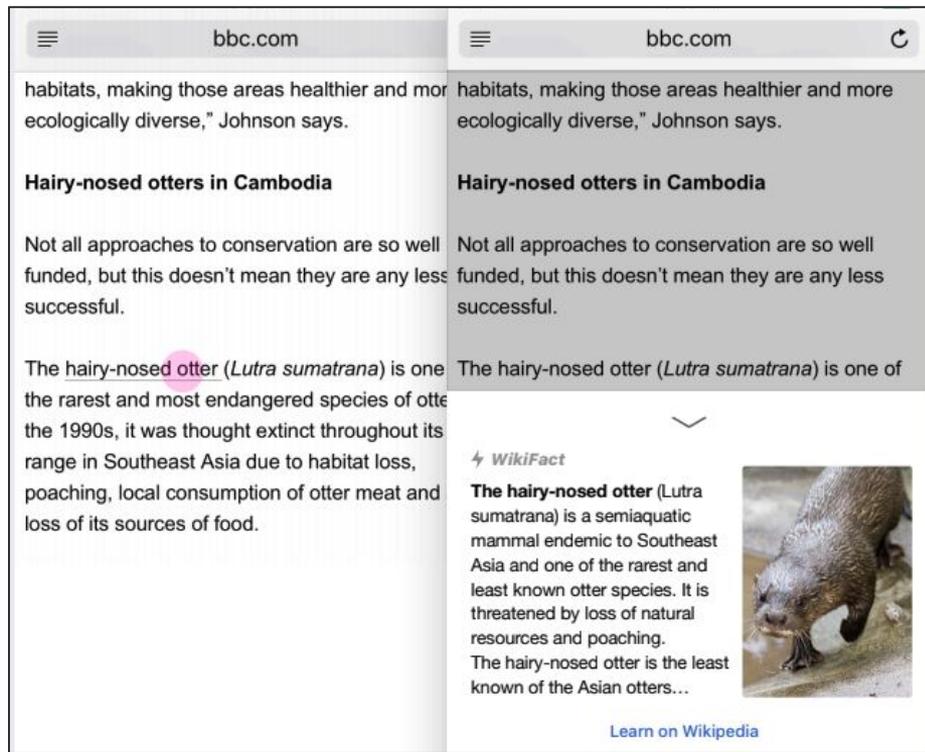
Disseminate (Outcome 5)

Syndication

Give readers ways to read Wikipedia content without visiting Wikimedia properties.

We will conduct data-driven product & partnerships experiments in areas like:

- Messaging
- Voice
- Content syndication (“Context Cards”)



The image shows a side-by-side comparison of a BBC.com article. On the left is the original article snippet, and on the right is the same article with a 'Context Card' overlay. The article text is: 'habitats, making those areas healthier and more ecologically diverse,' Johnson says. **Hairy-nosed otters in Cambodia** Not all approaches to conservation are so well funded, but this doesn't mean they are any less successful. The hairy-nosed otter (*Lutra sumatrana*) is one of the rarest and most endangered species of otter. In the 1990s, it was thought extinct throughout its range in Southeast Asia due to habitat loss, poaching, local consumption of otter meat and loss of its sources of food.

The context card on the right contains: **Hairy-nosed otters in Cambodia** Not all approaches to conservation are so well funded, but this doesn't mean they are any less successful. The hairy-nosed otter (*Lutra sumatrana*) is one of

Below the text in the context card is a 'WikiFact' section: **The hairy-nosed otter** (*Lutra sumatrana*) is a semiaquatic mammal endemic to Southeast Asia and one of the rarest and least known otter species. It is threatened by loss of natural resources and poaching. The hairy-nosed otter is the least known of the Asian otters...

Accompanying the WikiFact is a photograph of a hairy-nosed otter. At the bottom of the context card is a blue link: [Learn on Wikipedia](#)

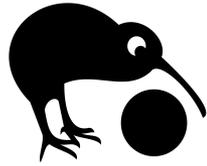
Offline

The easiest growth potential for Wikipedia is in online readers, but the disconnected still need knowledge.

In this FY, we'll reduce our focus on barriers to access and invest in 2 high-potential offline strategies.



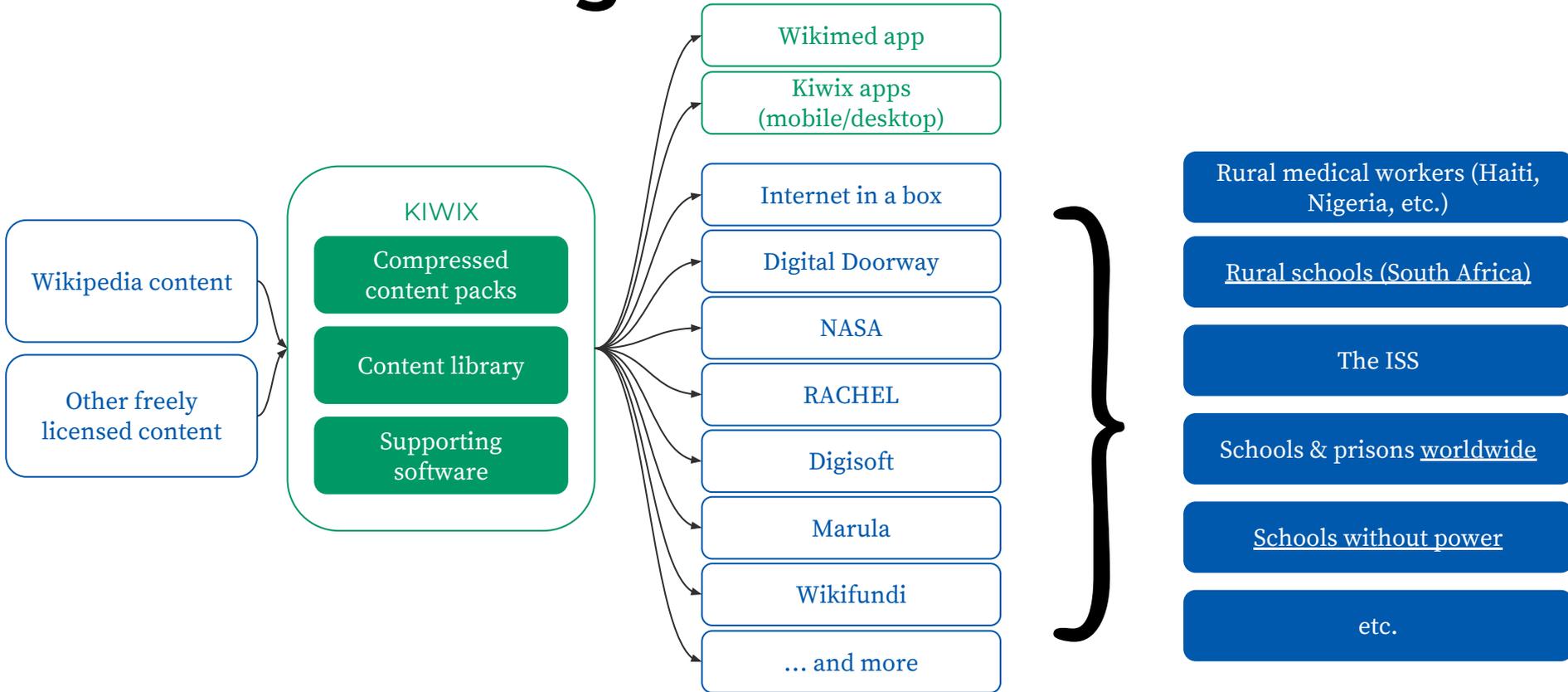
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Infrastructure

[Funding Kiwix]

Kiwix is central infrastructure for offline learning.



The Kiwix investment

Funding Kiwix will have the largest ripple effect for better access to Wikipedia for those without connection to the web. Direct funding to them will also make more space in the Project Grants program for other efforts.

To date, Kiwix has had a strong focus on delivering interfaces and resources for individual users, with some investment in their reusers. We'll fund them to better serve the NGOs, governments, and private companies that represent the greatest opportunity for impact.

With this focus and closer relationship, the Foundation can provide a more effective/efficient access to these relevant stakeholders via partnerships and established distribution channels.

Goals:

- Develop clearer strategy, with focus on reusers
- Develop feedback loops between Kiwix and their reuse customers
- Resolve technical issues in Foundation-owned code that interfere with parsing & presenting content offline
- Reduce Kiwix's technical complexity, allowing for easier reuse
- Improve user experience of Kiwix apps



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In the field: offline medical Wikipedia

Pilot: Offline in Nigeria

Starting in March 2018, we will be executing a 1-year pilot across Nigeria to deploy offline medical content to healthcare workers to test viability of this solution.

In our investigations in 2017, this proved to be the ripest opportunity.

The intention is that this pilot would provide sufficient context and data to support the application for a large, restricted grant to scale the program throughout west Africa.

Details:

- 12 months
- All states (36), with 1-10 deployments/state
- Partnership with The Africa Center (Uzo Iweala), Internet in a Box, and Wikiproject Medicine

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THE
AFRICA
CENTER

Internet-in
-a-Box



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