

Wikimedia Foundation metrics meeting

31 March 2016



Agenda

A row of tall, bare trees silhouetted against a sunset sky. The sun is low on the horizon, creating a warm, golden glow. The trees are dark against the lighter sky, and their branches are intricate and detailed.

Welcomes

Community update

Strategy & annual plan update

Strategic partnerships update

Research

Wikimedia top-level metrics

Product demo

Q&A

Welcome!

Requisition hires:

- Kacie Harold - CE - SF (conversion)
- Sara Benson - Talent & Culture - SF (conv.)
- Jan Gerlach - Legal - SF
- Rita Ho - Product - Denmark

Contractors, interns & volunteers:

- Inayat Chaudhry - Legal - SF
- Steven Pong - Legal - SF
- Subhashish Panigrahi - CE - India
- Shannon Badiie - Product - SF



Anniversaries



Asaf Bartov (5 yrs)

Lisa Gruwell (5 yrs)

Pau Giner (4 yrs)

Dan Foy (4 yrs)

Dan DeJarnatt (4 yrs)

Ellie Young (3 yrs)

Meron Kristos (3 yrs)

Yuri Astrakhan (3 yrs)

Adam Baso (3 yrs)

Chase Pettet (2 yrs)

Kevin Leduc (2 yrs)

Anna Stillwell (2 yrs)

Kevin Smith (1 yr)

Wes Moran (1 yr)

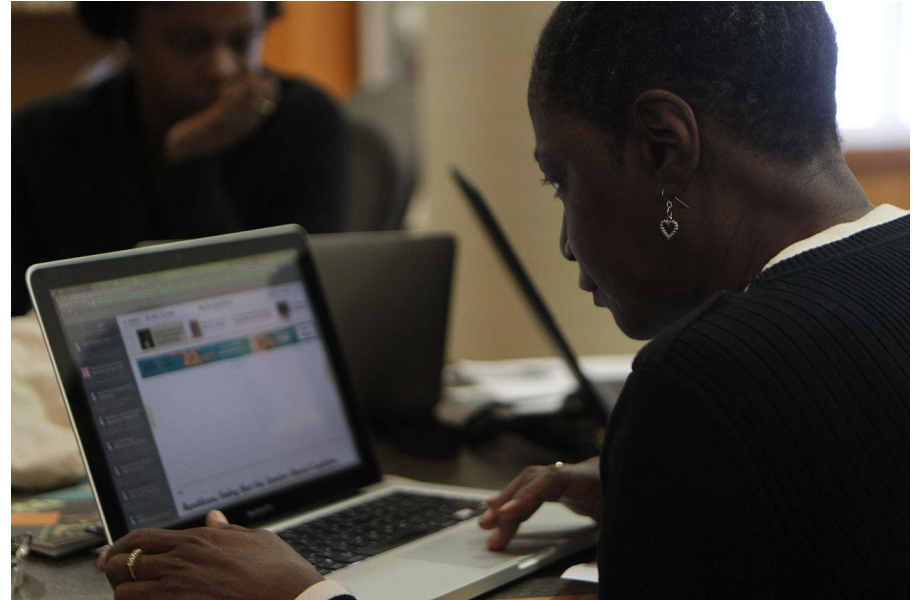
Michael Holloway (1 yr)

Community update



Black WikiHistory month (February)

- Events that focus on **Black History in the US** and worldwide.
- **23 edit-a-thons** in several cities in the US and 1 in London
- **High ratio of participants per article** created or improved:
 - 1 participant per article
 - 550+ articles created or improved.



Women's history month & Art+Feminism

Women's history month & Art+Feminism

- **2,000+** articles in EN, DE, ES, FR, NL, EO, FI, AR and TR Wikipedias
- Image/picture creating
- **100+** global events and edit-a-thons
- Train the trainer workshops

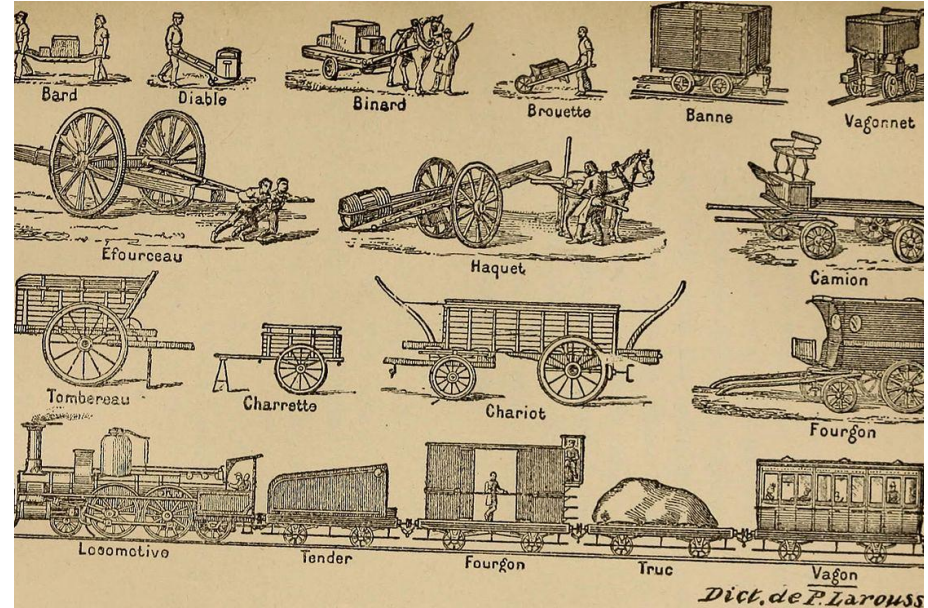
Women in science:

- Wikimedian Emily Temple-Wood turns online harassment into Wikipedia articles ([blog](#))




International Francophone contribution month

- **Themes:** Science, Feminism, Literature, Language, Geography and History
- Celebrating “International Day of Francophonie” (March 20), **week of the French language** (March 20-28), month of “*Francophonie des Amériques*”
- All March: Dozens of events, training workshops, conferences, and photo walks in **13 Francophone countries**

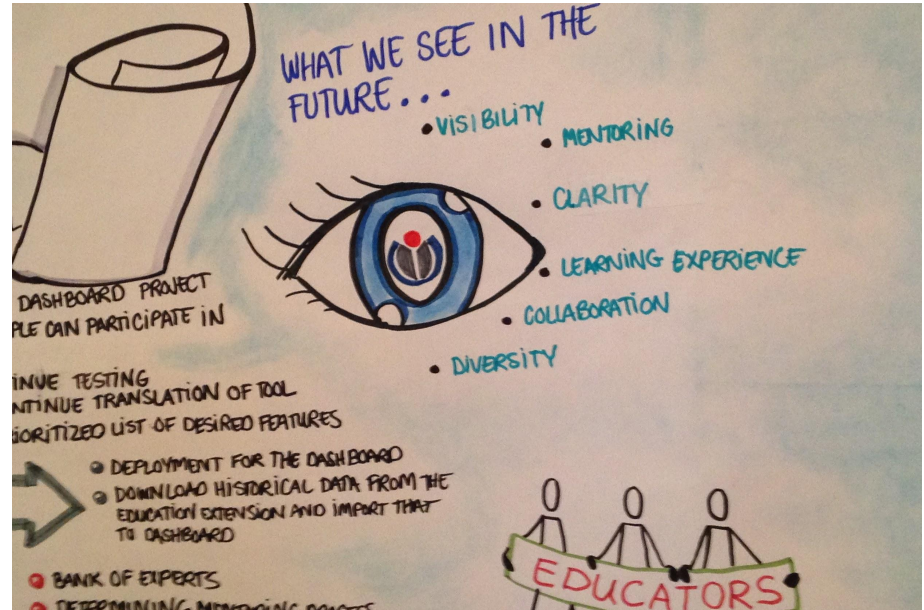


15 Anniversary: German and Catalan WP

- March 16, 2001, DE.WP was born: it revolutionized the way German speaking people inform themselves about the world.
 - Has come to replace the *Brockhaus*, and is close to 2M articles milestone.
 - A living expression of **German culture**: Wikipedia-Stammtisch have been key to the development of a strong language community.
 - Blog with German Wikipedians' testimonies: <http://blog.wikimedia.org/2016/03/16/german-wikipedia-fifteenth-anniversary/>
- 
- March 16, 2001, CA.WP was born. Currently surpassed the 500 K milestone.
 - “If we want the sum of all human knowledge to be freely available in Catalan, **the important thing is practice**, society needs to get involved and people need to collaborate from their home”
 - Celebrated with a hackathon about music: https://ca.wikipedia.org/wiki/Viquiprojecte:Esmuc/Viquimarat%C3%B3_Esmuc_2016

Education Collab Meet Up 2016

- **Education program leaders** met in Sweden to discuss the future of this international group of education program experts.
- So far, they have focused on capturing **lessons learned** for the education program, that has been running for ten years.
- Going forward, the collab will focus on:
 - Programs and Events Dashboard.
 - Mentoring.
 - Documentation and communication.
- More: https://outreach.wikimedia.org/wiki/Education/Wikipedia_Education_Collaborative



Wikimedia project milestones

- **Catalan Wikipedia** reached **500,000** articles.
- **Danish Wiktionary** reached **30,000** entries.
- **Kannada Wikipedia** has reached **20,000** articles.
- **Russian Wikinews** reached **10,000** articles.



Strategy and annual plan update



Recap on the strategic planning process



A guiding direction for the next 18-24
months

Three strategic priorities

Reach

We will better understand and respond to the needs of our global users so that more people can share in free knowledge.

Communities

We will increase volunteer retention and engagement through improved programs, experiences, and resources.

Knowledge

We will increase and diversify knowledge by developing high-priority curation and creation tools for user needs.

Strategic priority #1

Reach: We will better understand and respond to the needs of our global users so that more people can share in free knowledge.

- Evolving the user experience to meet user needs
- Engaging new readers and contributors from countries and communities with low Wikimedia awareness and use
- Improving research and analytics capacity for increased understanding
- Improving performance, reliability, and core infrastructure

Strategic priority #2

Communities: We will increase volunteer retention and engagement through improved programs, experiences, and resources.

- Improving retention rates of existing volunteers and new contributors
- Empowering volunteers in key functions with tools and training
- Improving outreach to new potential volunteers across diverse contribution areas
- Improving community culture and resiliency
- Improve collaboration with communities in product development

Strategic priority #3

Knowledge: We will increase and diversify knowledge by developing high-priority curation and creation tools for user needs.

- Improving mobile engagement and contribution
- Services to help volunteers improve quality (such as revision scoring and recommender systems)
- Developing and supporting administrative and other volunteer tools
- Facilitating institutional knowledge partners (such as GLAM)
- Improving tools for multimedia and Wikidata integration and use

FY16-17 Annual Plan

- \$63 million in annual operating expenses (vs. \$65 million FY15-16)
- To be published April 1st, in adherence with FDC structure and deadlines
- Lays out programs in detail, differentiating between core and strategic work
 - Core: essential regular work supporting the sites
 - Strategic: work to strengthen community and improve experiences
- Program work (both core and strategic) accounts for 70% of the overall Foundation budget*

* Programs budget makes up 70% of the entire WMF FY16-17 proposed budget. Non-programs account for 30%, which include operations (Finance, HR, Legal, Fundraising, etc.).

Next steps

April 1 Post on Meta

- WMF 2016-17 Annual Plan
- WMF revised strategy

April 1-30 Draft of Annual Plan available for comments

May 13-15 FDC deliberations in Warsaw

May 26 Revised Annual Plan given to Audit Committee and WMF Board

June Board votes to approve annual plan

July 1 FY16-17 begins

Strategic partnerships update



Meet the new Global Reach team



Adele Vrana

Head of Strategic Partnerships, Global Emerging Markets



Dan Foy

Mobile Partner Technical Manager



Smriti Gupta

Regional Manager, Strategic Partnerships - Asia and Eastern Europe



Jorge Vargas

Regional Manager, Strategic Partnerships - Latin America



Jack Rabah

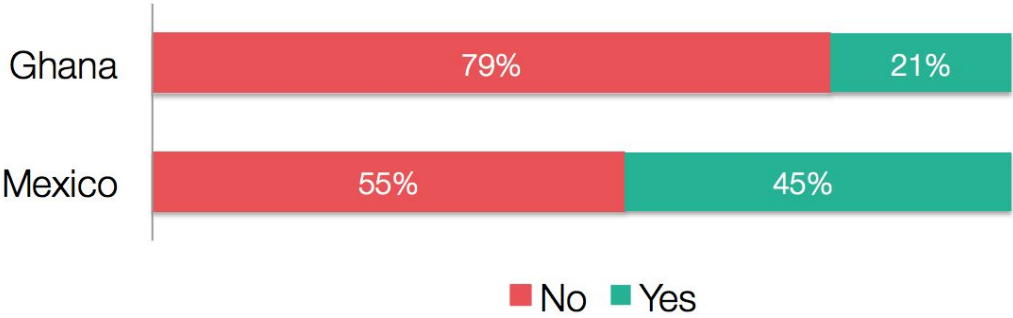
Regional Manager, Strategic Partnerships - Middle East and Africa



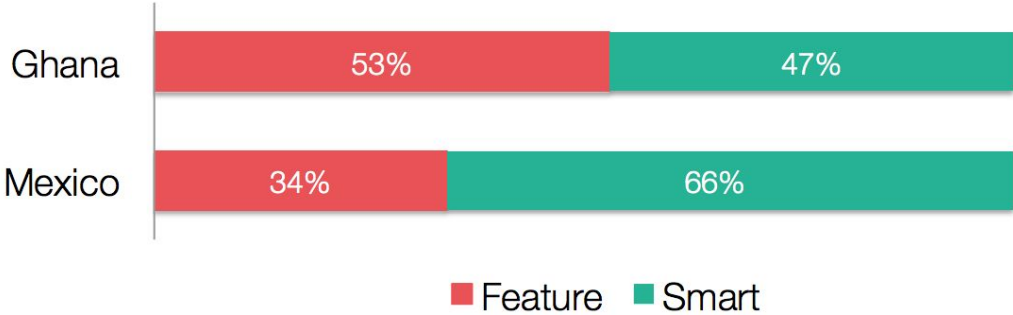
From anecdotes to data

Photo by Love Krittaya, public domain

Have you ever heard of Wikipedia?



Feature Phone vs Smart Phone



Wikipedia Zero



Search Wikipedia

Go

Africa

For other uses, see
[Africa \(disambiguation\)](#)

Africa





Expanding the toolkit

Nonprofits - Private sector - Governments - Education

Next steps

Phone surveys brownbag

Meta and Office presence

Feedback

Cross-functional focused on readership

Research



Mexico deep dive

Reading | Design Research | Communications | Global Reach | Community Engagement



Photo by Abbey Ripstra, [CC by SA 4.0](https://creativecommons.org/licenses/by-sa/4.0/)

Project goals

Prototype contextual inquiry to learn about new readers

Gather insights and build hypotheses for quantitative research and product development for:

Awareness campaigns

Partnerships

Product functionality for new readers and new contributors



We wanted to learn...

How do participants use online content for learning?

What technology do participants use?

What is internet access like for participants?

Do participants know about Wikipedia?

If they do, what kind of mental models do participants have of Wikipedia and how it works? What do they use it for?



What we did

Contextual inquiry & expert interviews

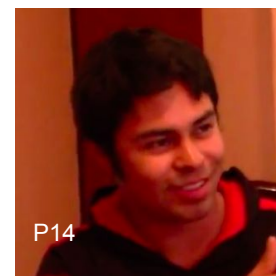
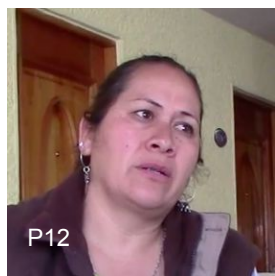
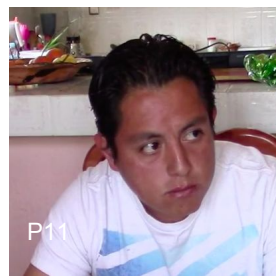
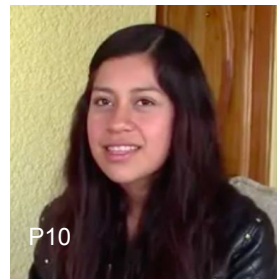
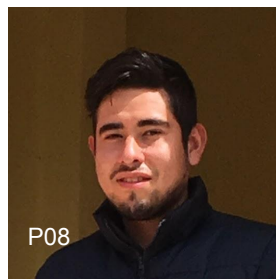
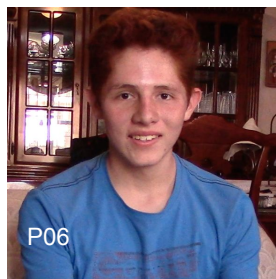
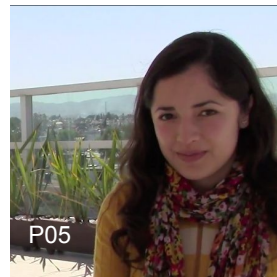
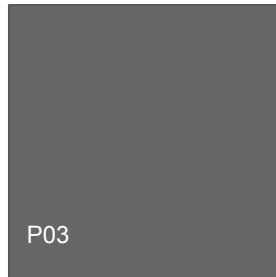
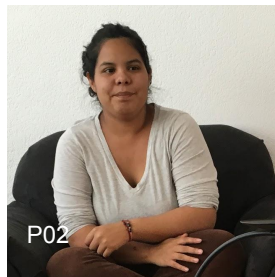
6 researchers:

Abbey Ripstra, Anne Gomez, Daisy Chen, Joaquin Oltra Hernandez, Jorge Vargas, Sherah Smith

Locations:

1. Mexico City
2. Puebla City, Puebla
3. Apizaco and Tlaxco, Tlaxcala





Gender

9 Women

6 Men



Internet connectivity

10 Consistent

3 Intermittent

2 Minimal



Day work

7 Working

6 In school

2 Neither



Age range

6 age 17 - 21

5 age 22 - 30

4 age 31 - 41



Expert interviews

Eric Huerta, Rhizomatica + Nancy Gertrudiz, CUDI

Dean of a public medical school + a PhD student/teacher/doctor

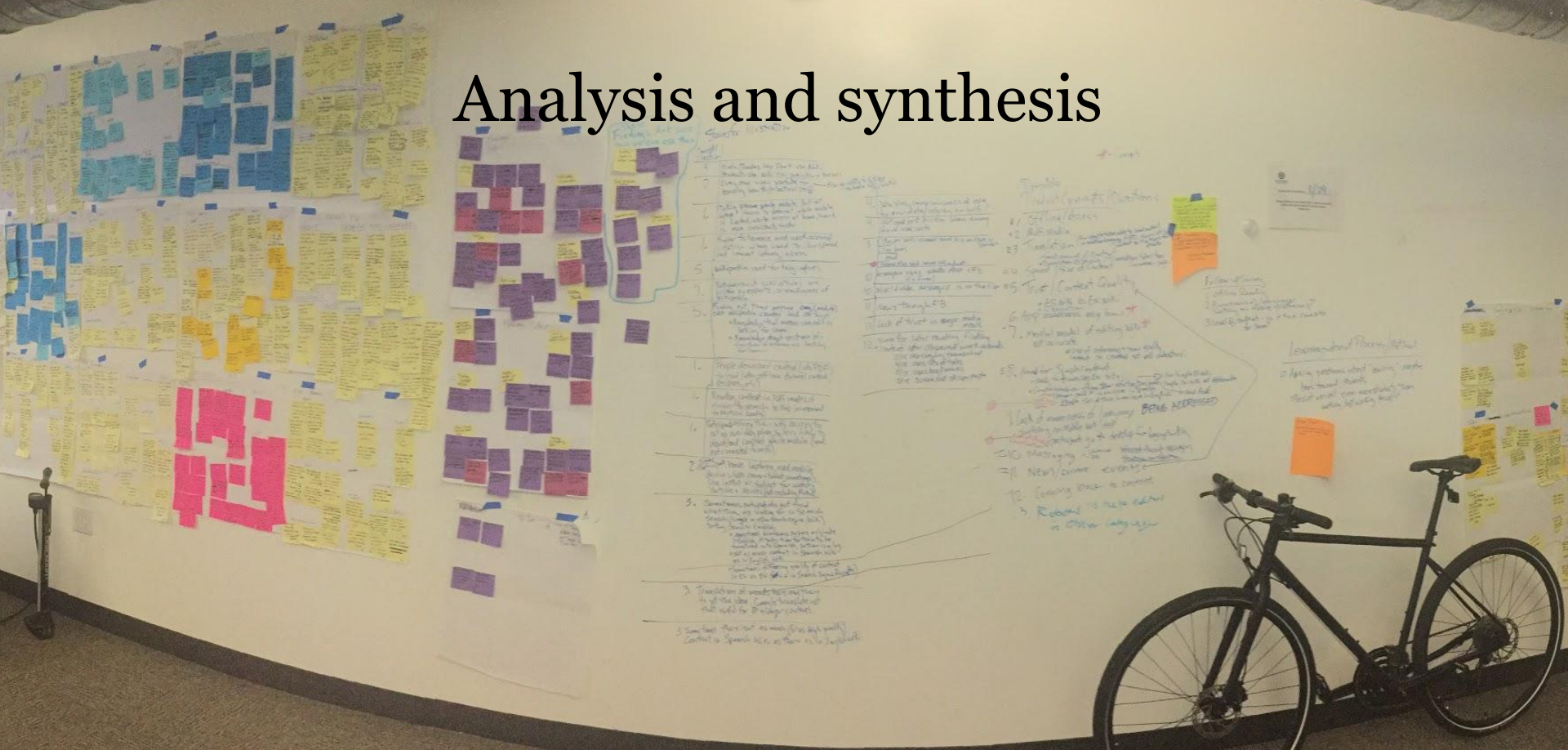
Leigh Thelmadatter, Wikipedian & professor of English at Tec de Monterrey

Dr. Luis Jiménez Botello, Dean of Medicine, Tec de Monterrey

Lourdes Epstein, Director of Library, Tec de Monterrey

24 Medical students at Tec de Monterrey

Analysis and synthesis



What we learned

Internet and technology use



Photos by Abbey Ripstra, [CC by SA 4.0](#)

Trust of content

9/15 compare information across sources to validate that information


9/15 participants get news from Facebook.

6/15 don't trust the information coming from major media.

Professors and teachers advise students to not use Wikipedia for their studies, but they do.



Mental model of how Wikipedia articles are written

A long, narrow, dimly lit alleyway with shops on both sides, leading to a brightly lit area in the distance. The alleyway is paved with stone tiles and has a patterned rug in the center. The shops have various awnings and signs, including one with a hashtag symbol. The lighting is warm and focused on the path, creating a sense of depth and perspective.

7/15 participants think experts write all the Wikipedia articles.

3/15 participants think there is a process to verify information before it is added to a Wikipedia article.

Editing stories



WIKIPEDIA
The Free Encyclopedia

- Main page
- Contents
- Featured content
- Current events
- Random article
- Donate to Wikipedia
- Wikipedia

Interaction

- Help
- About Wikipedia
- Community portal
- Recent changes
- Contact page

Tools

- What links here
- Related changes
- Upload file
- Special pages
- Page information
- Wikidata item

Languages



ARIPstra (WMF) 0 0 Talk Sandbox Preferences Beta Watchlist Contributions Log out

Article Talk

Read Edit source Edit View history



Search



Editing Shockwave (Transformers)

Content that violates any copyrights will be deleted. Encyclopedic content must be verifiable. Work submitted to Wikipedia can be edited, used, and redistributed—by anyone—subject to certain terms and conditions.

B *I*

4 participants had edited before, 2 did so in good faith.
The others were experimenting and seeing what would happen.

[[All plot|date=July 2011]]
[[in-universe|date=April 2010]]

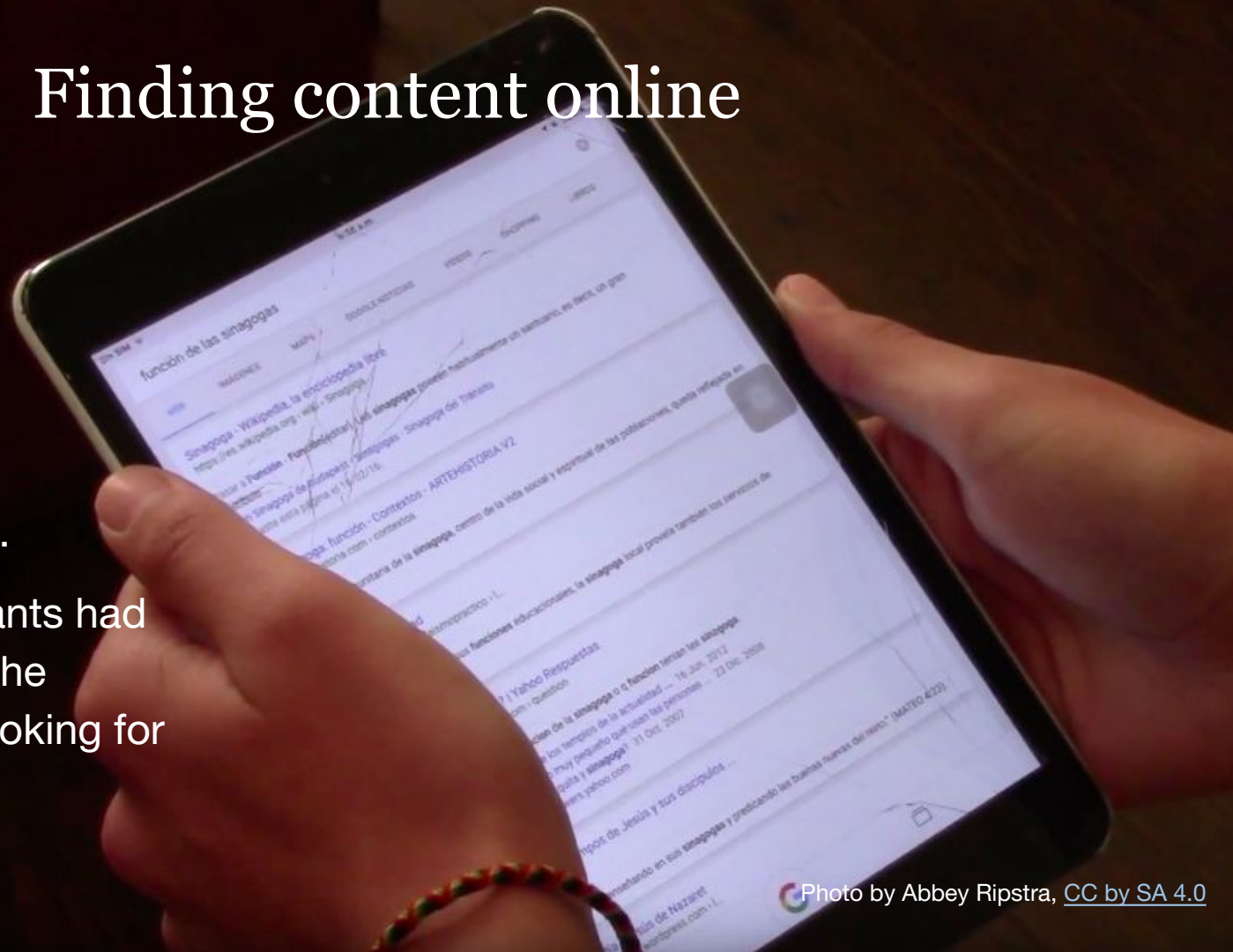
'''Shockwave''' is the name of several transformers in the [[Transformers]] franchise. Throughout his incarnations, he is usually distinguished by a [[raygun|laser cannon]] instead of one of his hands and his distinctive face, which is featureless save for a single robotic eye. He is also commonly portrayed as a cold, emotionless Decepticon.<ref>{{Cite book | title=The Unofficial Guide to Transformers 1980s Through 1990s Revised & Expanded 2nd Edition | last=Alvarez | first=J.E. | year=2001 | publisher=Schiffer Publishing Ltd.| ISBN=0-7643-1364-9 | page= 32}}</ref> Due to issues with [[Hasbro]]'s [[trademark]] of the name Shockwave, some products were also released under the name '''Shockblast''' or "Shockblast the Great".

==Transformers: Generation 1==
{{Transformers character}
name =Shockwave/Shockblast
|image =Shockwave_toy.jpg
|caption =Shockwave toy boxart
|affiliation =Decepticon
|japanname =Laserwave
|romaji =Rēzāwēbu
|subgroup =Action Masters, Alternators
|function =Lieutenant Commander, Military Operations Commander, Commander of Decepticon forces on Cybertron
|rank =9
|partner =Fistfight, [[Megatron]], [[Soundwave (Transformers)|Soundwave]]
|motto ='''Clarity of thought before rashness of action...'''
|alternatemodes =Cybertronian Laser Gun, [[Mazda RX-8]], steam-powered warship
|series = '''[[Transformers: Generation 1]]'''
 '''[[Transformers: Alternators]]'''

Finding content online

Google is a gateway.

Most of the participants had little trouble finding the content they were looking for on the internet.



Finding content in Wikipedias

Sometimes participants find content in English Wikipedia that is not in Spanish Wikipedia and have to translate to understand details, or even the overall story. (6/15)

Saving content for later



Photo by Abbey Ripstra, [CC by SA 4.0](#)

Potential focus areas

Awareness

Offline access

Multimedia (video)

Load speed & size of content

Trust in content

Language switching & in-context translations

Integration with messaging platforms

News/current events

Saving content for later

... and more.



Next steps

Early planning stages for additional research trips to Nigeria and India.
A brownbag about this research in Mexico in Q4, exact timing TBD.
For more detail, check out our evolving mediawiki page.

Metrics



Update from Discovery - wikipedia.org

10th March: launched search interface improvements on www.wikipedia.org

The screenshot shows the Wikipedia search results for the term "Montpellier". At the top, there is a search bar containing the text "Montpellier" and a language dropdown menu set to "EN". To the right of the search bar is a magnifying glass icon. Below the search bar, a list of search results is displayed, each with a small thumbnail image on the left and text on the right. The results are:

- Montpellier**: commune in Hérault, France. The thumbnail shows a map of France with Hérault highlighted.
- Montpellier HSC**: French association football club. The thumbnail is the club's crest, which features a shield with blue and white stripes and the text "MONTPELLIER Hérault Sports Club" and "1974".
- Montpellier Psalter**: The thumbnail shows a classical painting of a figure, likely a saint or a biblical figure.
- Montpellier Hérault Rugby**: French rugby union team. The thumbnail is the team's logo, which is a blue flower-like shape with the text "MONTPELLIER HÉRAULT RUGBY".
- Montpellier tramway**: transport track in Montpellier. The thumbnail shows a blue tram on a street.
- Montpellier–Méditerranée Airport**: airport. The thumbnail shows a view of the airport terminal and tarmac.

Below the search results, there are several language selection options. On the left side, there are icons for various languages and the text "English · Español · Français · ...". On the right side, there are icons for various languages and the text "Cebuano · Binisaya · Svenska · Tiếng ...". At the bottom of the page, there is a row of language selection options: "Basa Ugi · Venetio · waion · ... · Yoruba · 粵語 · Zermaieska".

Why improve search on wikipedia.org?

A multilingual entry point to Wikipedia

WIKIPEDIA

English

The Free Encyclopedia

5 077 000+ articles

Español

La enciclopedia libre

1 233 000+ artículos

日本語

フリー百科事典

1 001 000+ 記事

Русский

Свободная энциклопедия

1 289 000+ статей

Italiano

L'enciclopedia libera

1 252 000+ voci

中文

自由的百科全書

863 000+ 條目

Deutsch

Die freie Enzyklopädie

1 907 000+ Artikel

Français

L'encyclopédie libre

1 723 000+ articles

Português

A enciclopédia livre

909 000+ artigos

Polski

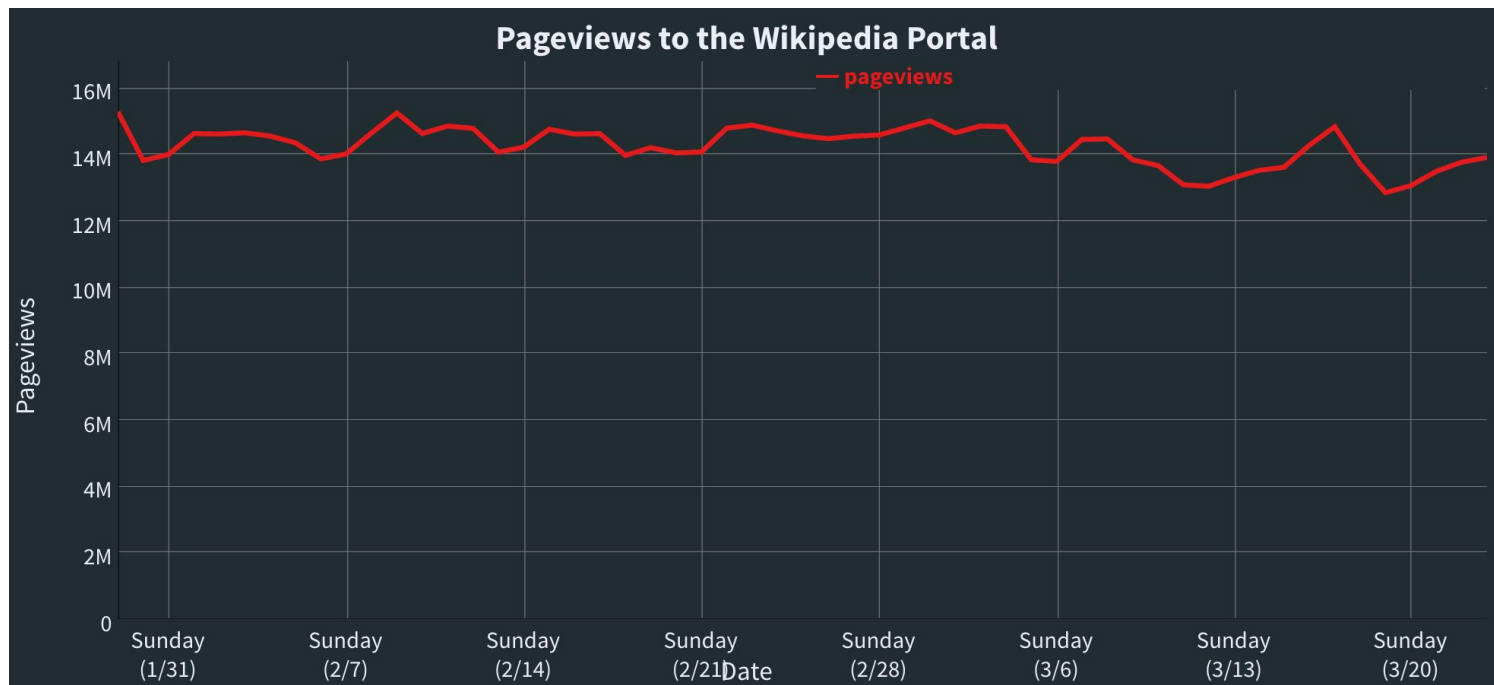
Wolna encyklopedia

1 154 000+ haseł



Why improve search on wikipedia.org?

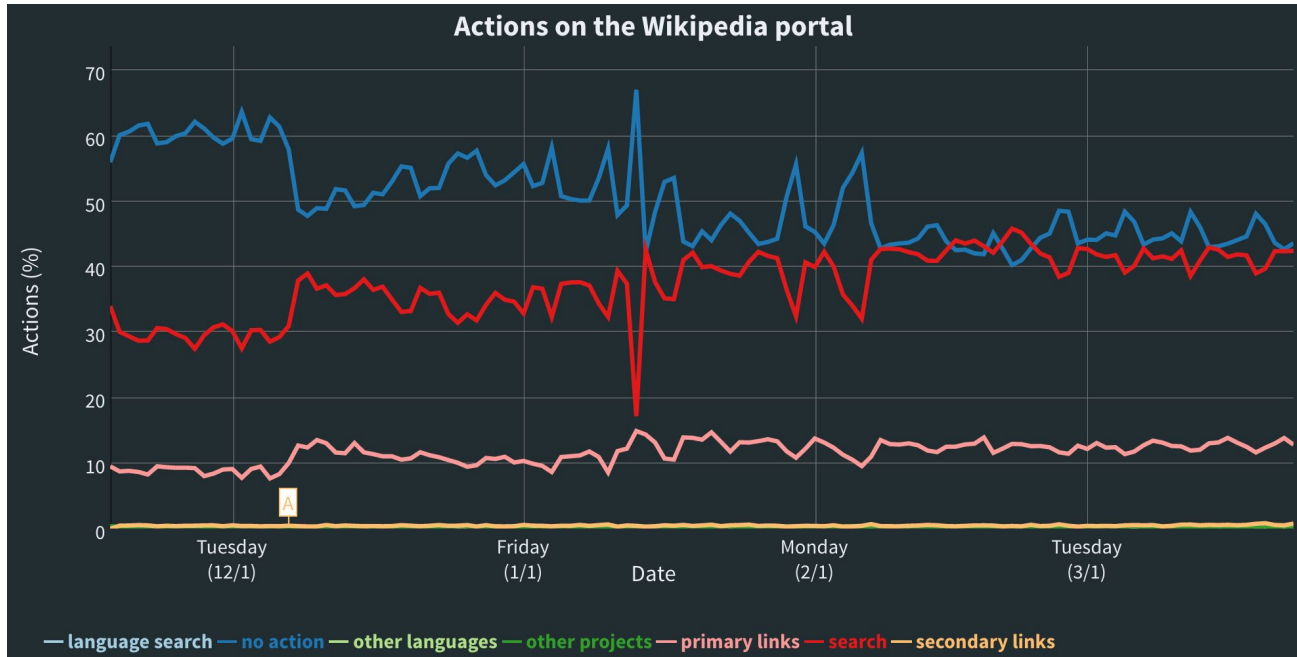
Around [14 million page views per day](#)



Source: http://discovery.wmflabs.org/portal/#pageview_tab

Why improve search on wikipedia.org?

Search is the [most common action](#) users take on the page



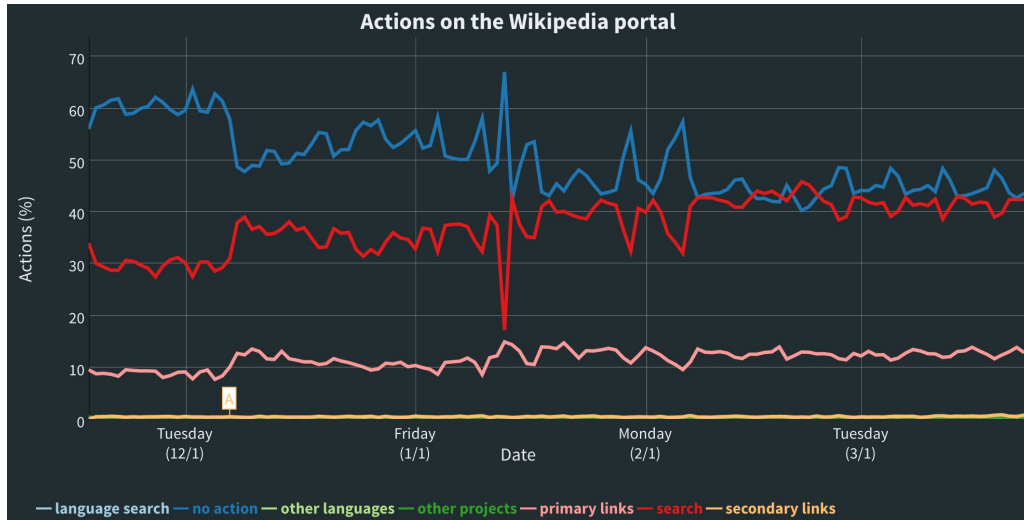
Source: http://discovery.wmflabs.org/portal/#action_breakdown

Effects of the search improvements

Early data shows increase in clickthrough rate as predicted by A/B tests!

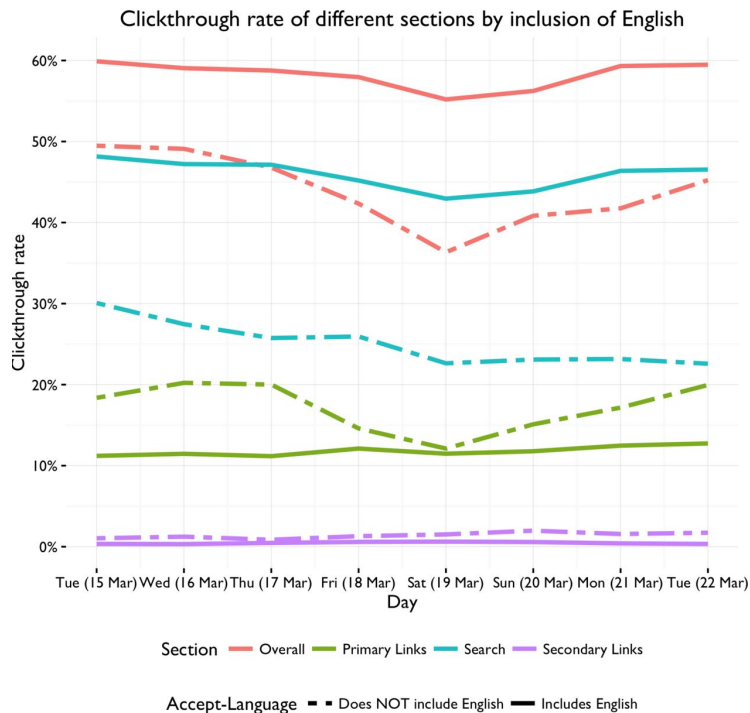
Good UI/UX makes a quantitative difference.

The change was small, but it was statistically significant.



Bonus data: localisation matters

Behaviour on the portal is vastly different for users that don't speak English.



Update from Discovery - completion suggester

17th March: launched completion suggester on all wikis and platforms



The screenshot shows a Wikipedia page interface. At the top, there are navigation tabs: "Read", "View source", "View history", and a star icon. To the right is a search box with the text "Search" and a magnifying glass icon. Below the navigation is a grid of portal links:

- Arts
- Biography
- Geography
- History
- Mathematics
- Science
- Society
- Technology
- All portals

Below the portals is a section titled "In the news" with a blue header. The first item in the list is:

- **An explosion** in Ankara, Turkey, kills 37 people and injures at least 125 others.

To the right of the text is a small image showing a crescent moon or a similar celestial body against a dark background.

Why work on the completion suggester?

Prefix search has no tolerance for typos



The screenshot shows a portion of a Wikipedia page. At the top, there is a navigation bar with buttons for "Read", "View source", "View history", and a star icon, followed by a search box containing the text "Search". Below this is a section titled "Portals" with a list of categories: Arts, Biography, Geography, History, Mathematics, Science, Society, Technology, and All portals. Below the portals is a section titled "In the news" with a list of news items. The first item is "An explosion in Ankara, Turkey, kills 37 people and injures at least 125 others." To the right of this text is a small image of a crescent moon. To the left of the "In the news" section, there is a partially visible article snippet about a tropical cyclone named Charley.

Read View source View history ☆ Search

- Arts
- Biography
- Geography
- History
- Mathematics
- Science
- Society
- Technology
- All portals

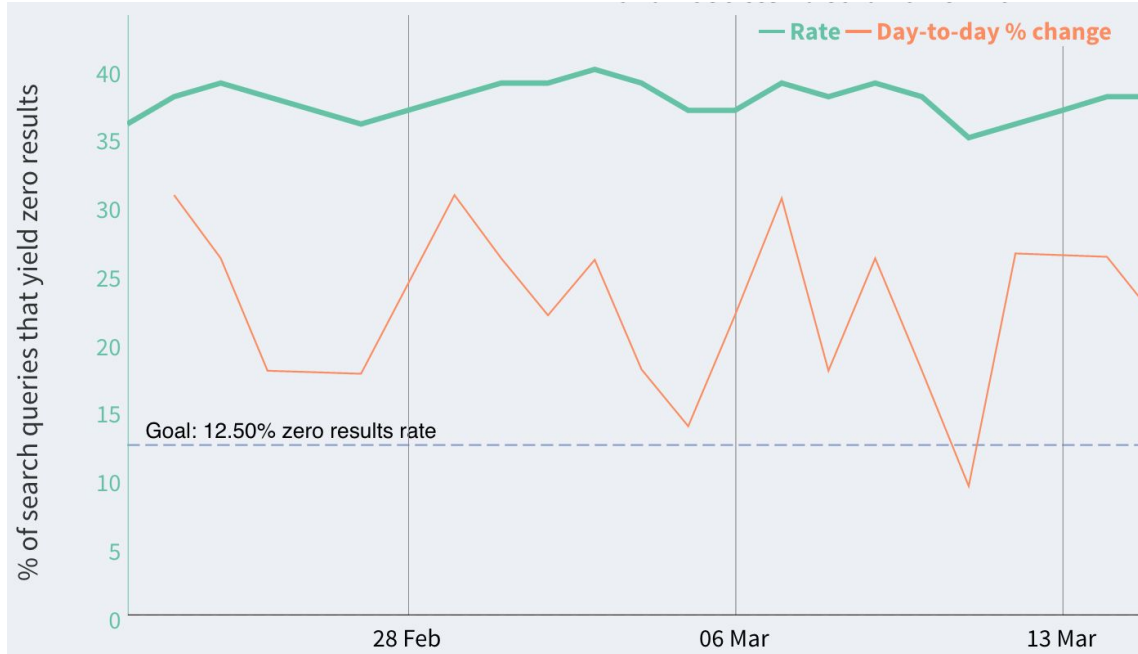
In the news

- **An explosion** in Ankara, Turkey, kills 37 people and injures at least 125 others.

ological cyclone of
third tropical
on, Charley

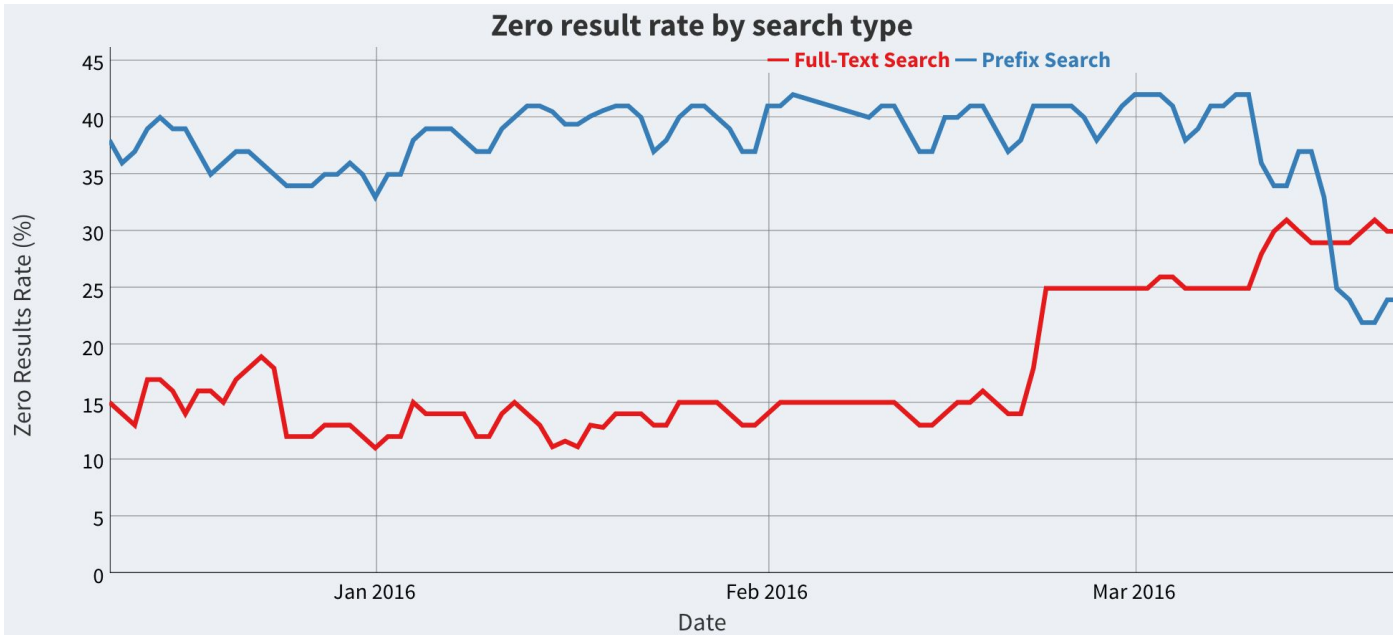
Why work on the completion suggester?

Zero results rate is problematically high



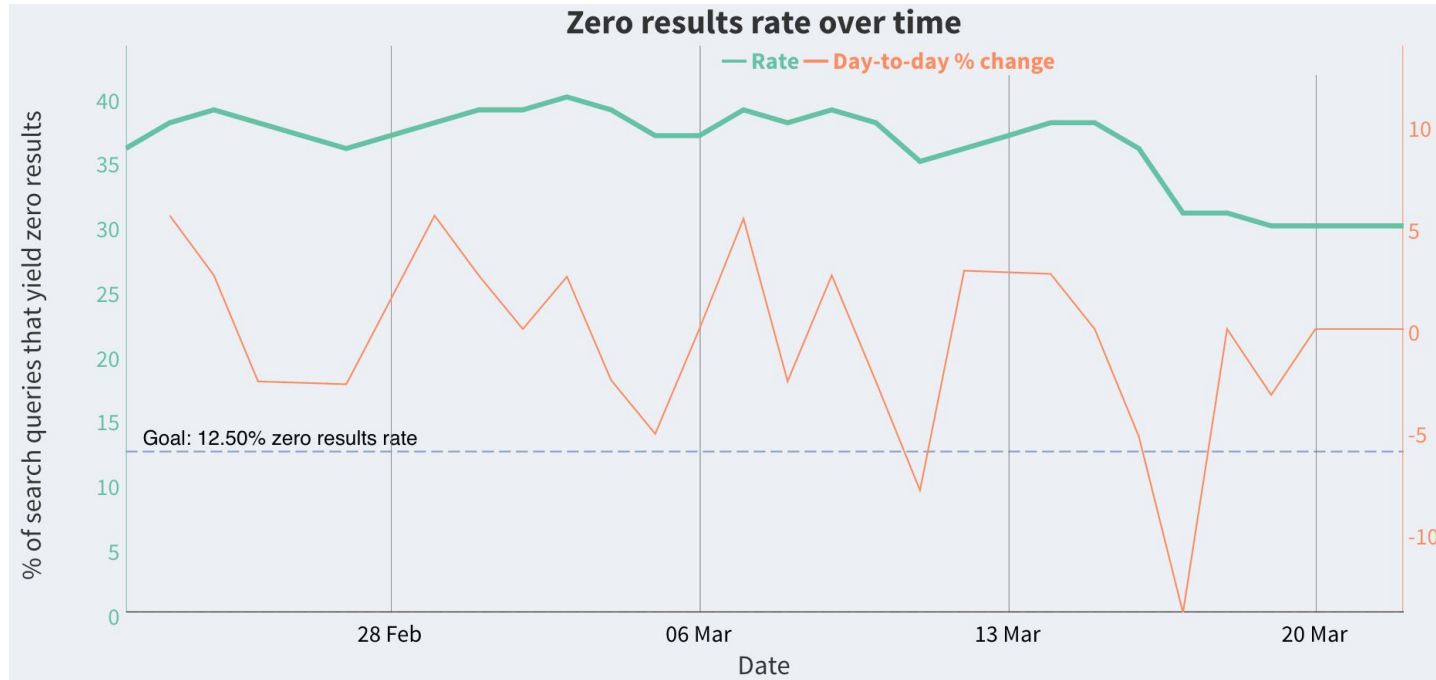
Effects of the completion suggester

Zero results rate for non-automata prefix search significantly lowered



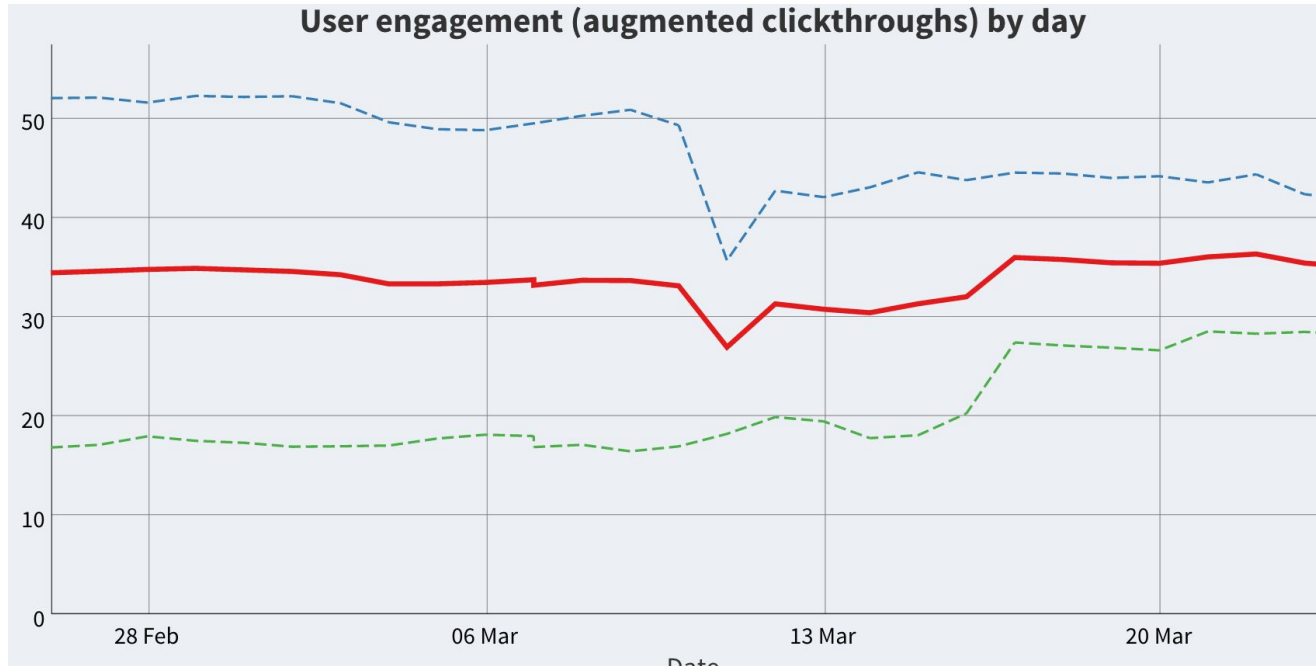
Effects of the completion suggester

Overall zero results rate significantly lowered



Effects of the completion suggester

Clickthrough rate on search results increased



data collection error - please ignore :-)

Source: http://discovery.wmflabs.org/metrics/#kpi_augmented_clickthroughs

Bugs fixed during beta and staged rollout

- Suggester ignoring stress marks in Greek language
 - [T129502](#)
 - Ευχαριστώ, [Rentzepopoulos](#)
- Suggester not indexing cross-namespace redirects on Hungarian Wikipedia
 - [T129545](#), [T129575](#)
 - Köszönöm, [Tacsipacsi](#)
- Indexing broken on the Hebrew Wikipedia
 - [T127216](#)
 - [קיפודנחש](#), תודה

Anything we missed? Any new bugs you've found? [Let us know!](#)

Thank you!

Thanks to everyone in the [Discovery Department](#) who made this possible

What's next? Check out our [Q4 goals \(April 2016 - June 2016\)](#)

Contact us: discovery@lists.wikimedia.org

Contact me: dgarry@wikimedia.org

Product demo



<https://www.mediawiki.org/wiki/Help:Extension:Kartographer>

Q&A