Thriving Movement
Q3 FY19-20

WIKIMEDIA

F O U N D A T I O N

MTP Priority slides

WIKIMEDIA
FOUNDATION

Thriving Movement

Overview

The Thriving Movement portfolio is critical for the Foundation to foster community growth, sustainability, and diversity.

Progress and Challenges

Attract and retain a larger and more diverse editor base (*ARMDEB*) deployed V1.0 of the **new reply tool** on Wikipedia Arabic, Dutch, French & Hungarian. **500+ editors** enabled the tool, **85% of these using feature within 7 days.** *IP Masking* completed volunteer consultations on Meta, Swedish & French WP, and has improved **CheckUser** software in preparation for masking IPs on projects.

Due to global school closures, **Reading Wikipedia** pilots are on hold and the Edu team has pivoted to a COVID-19 response plan.

Key results for *Community Leadership Development* have been fully completed. The outcomes will inform the development of the online learning platform, gender equity project & community network project as well as support community facing work.

UCoC local language consultations are underway in 19 languages and on track for finalization by EOFY. #WikiforHumanRights pilot launched as proof of concept for topic based campaigns.

Key Deliverables

Deliverable	Status
ARMDEB	🟩
IP Masking	🟩
Movement Diversity	🟥
Community leadership development	🟦
Diverse content	🟨
Address knowledge gaps	🟩
Safe and Secure Spaces	🟨

Actions

- Secure cross-dept commitment for gender equity prg
- Finalize Crisis response manager hire
- Cteam agree on aligning regional growth strategy with MS recommendations

Thriving Movement Metrics

MTP Outcomes	MTP Metrics	Y1 Goal	Q1 Status	Q2 Status	Q3 Status
N/A	Monthly active editors increase YoY **Baseline:** 86K/mo	5% YoY	**3.8% YoY** 83K/mo	**4.3% YoY** 85K/mo	**4.6% YoY** 90K/mo
We will welcome and support newcomers.	New editor retention rate increases YoY **Baseline:** 6.6%/mo	5% YoY	**1.9% YoY** 5.3%/mo	**1.4% YoY** 7.0%/mo	**-1.6% YoY** 6.0%/mo
We will have strong, diverse, and innovative communities that represent the world.	Increase participation of youth, diverse genders, and diverse sexual orientations **Baseline:** Youth ages 18-24 - **15%** Ciswomen - **11.5%** Trans/Nonbinary - **1.8%**	Collect baseline	**N/A**	Youth **15%** Ciswomen **11.5%** Trans/NB **1.8%**	*[Collected 1x/year]*
We will have safe, secure spaces and equitable, efficient processes for all participants.	Decrease in reported threats to safety **Baseline**: 24.75% stated feeling unsafe	Collect baseline	**N/A**	24.75%	*[Collected 1x/year]*
	Documentation and announcements available in 10 most spoken languages **Baseline**: English only	3+ languages	N/a	paused	paused

Thriving Movement Metrics

MTP Outcomes	MTP Metrics	Y1 Goal	Q1 Status	Q2 Status	Q3 Status
We will welcome and support newcomers.	Improve newcomer empowerment and belonging **Baseline:** 72.7%	Collect baseline	N/A	72.7%	*[Collected 1x/year]*
We will have strong and empowered movement leaders and affiliates.	Increase diversity of movement leaders **Baseline:** Ciswomen - 19% Nonbinary - 2% Outside Europe/NA - 37%	Ciswomen 25% Nonbinary 1% Outside Eur/NA 45%	N/A	Ciswomen - 19% Nonbinary - 2% Outside Europe/NA - 37%	*[Collected 1x/year]*
	Movement leaders feel supported **Baseline:** 45%	Collect baseline	N/A	45%	*[Collected 1x/year]*
We will support diverse content creation.	Movement leaders satisfied with environment for large-scale contribution **Baseline:** not measured yet	Collect baseline		Decided to change this metric	New metric on quantity & diversity of content
	Increased presence of underrepresented forms of knowledge **Baseline**: not measured yet	Collect baseline			Method identified, baseline coming in Q4

Department:

Key Deliverable slides

WIKIMEDIA

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Attract and Retain a Larger and More Diverse Editor Base

Objective:

Build useful, delightful, and newcomer-friendly features, in order to attract and retain a larger and more diverse editor base.

Progress during the pandemic is a bit slower, but our teams are moving forward with a positive spirit.

- Talk page reply tools have been released as a beta feature on four Wikipedias.

- Newcomer tasks is using new topic matching from ORES, and is being deployed on more wikis.

- Community Tech has released a new security-minded feature, Password Reset Update.

- Wikipedia Library is preparing to release proxy & bundle access to our library content, making it easier for active contributors to access the sources they need.

Target quarter for completion: EOY

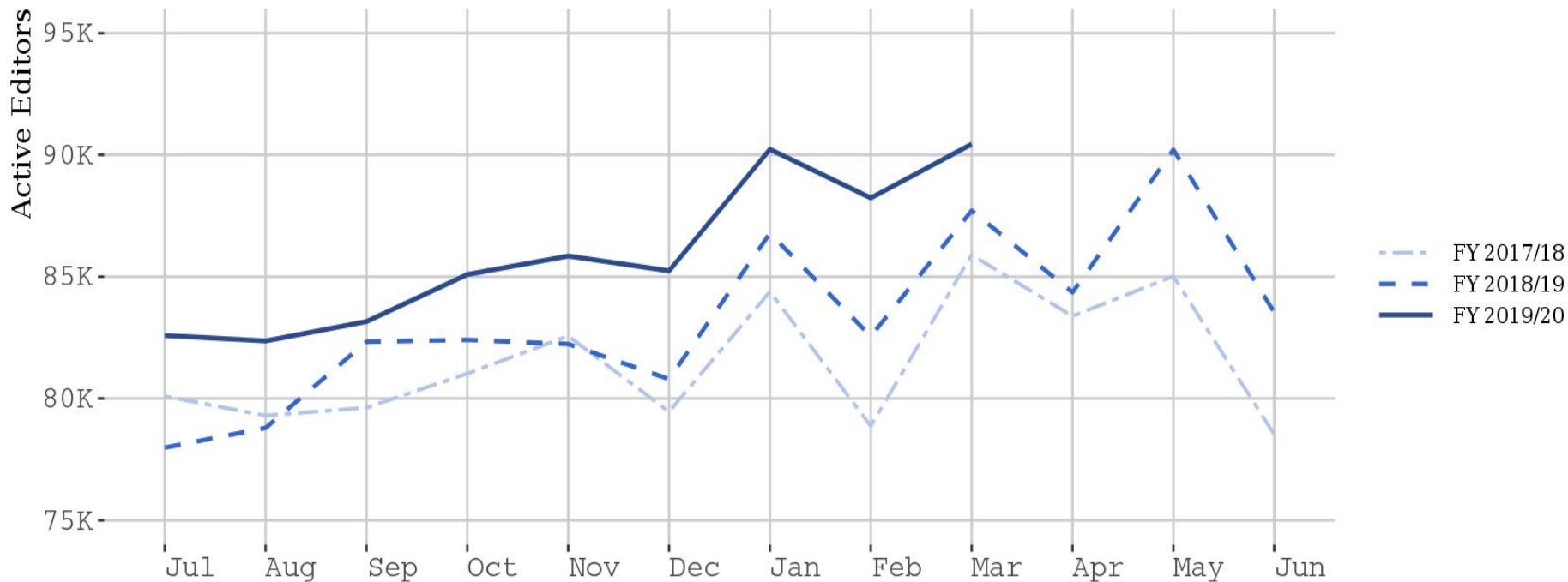# Attract and Retain a Larger and More Diverse Editor Base

Key Results	Y1 Goal	Q1 Status	Q2 Status	Q3 Status
We will increase average monthly active editors, in both emerging markets and established markets, and among new registered editors and returning registered editors. **Baseline:** 86K/month	5% YoY	**3.8% YoY** 83K/mo	**4.3% YoY** 85K/mo	**4.6% YoY** 90K/mo
We will increase average one-month retention by 5% for new registered editors in both emerging and established markets. **Baseline:** 6.6%/month	5% YoY	**1.9% YoY** 5.3%/mo	**1.4% YoY** 7.0%/mo	**-1.6% YoY** 6.0%/mo
Deliver on 15 program milestones. **Baseline:** 0	15	**4 of 5**	**6 of 8**	**11 of 12**

Department: Product

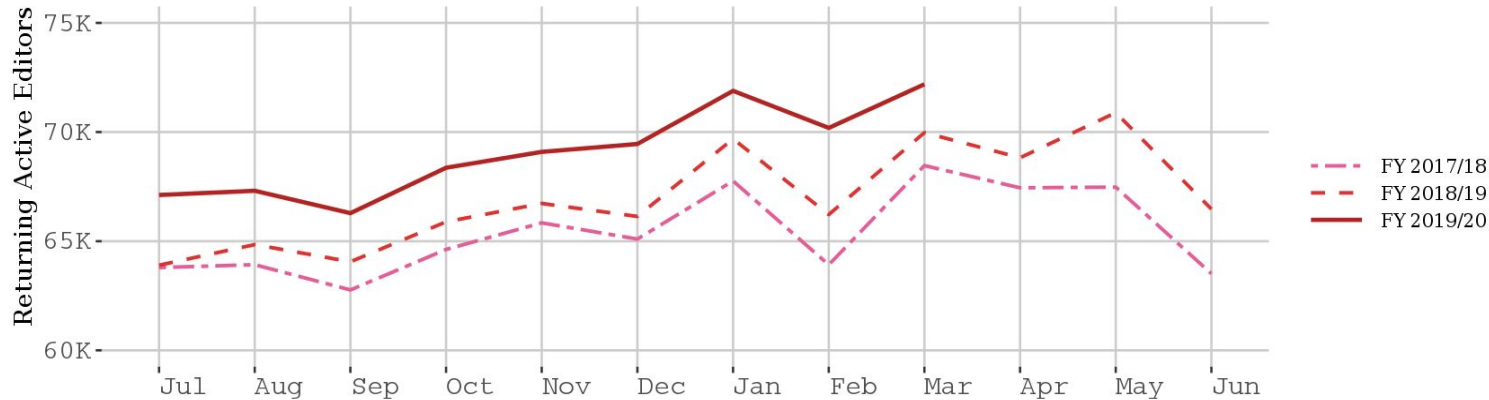# Wikimedia Active Editors year-over-year comparison
July 2017 - March 2020

Monthly New Active Editors

New Active Editors

- - - FY 2017/18
- - - FY 2018/19
—— FY 2019/20
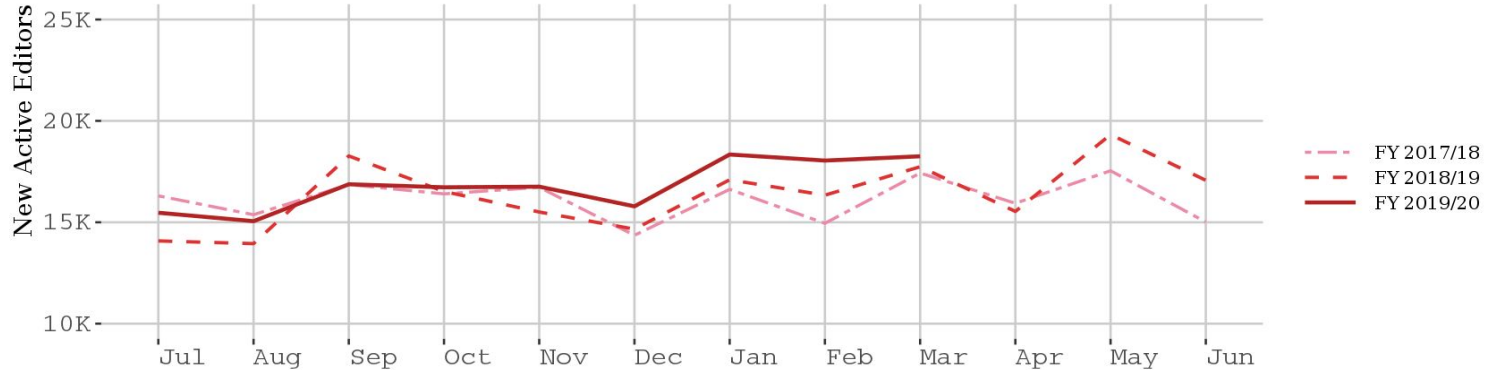
Monthly Returning Active Editors

Returning Active Editors

- - - FY 2017/18
- - - FY 2018/19
—— FY 2019/20
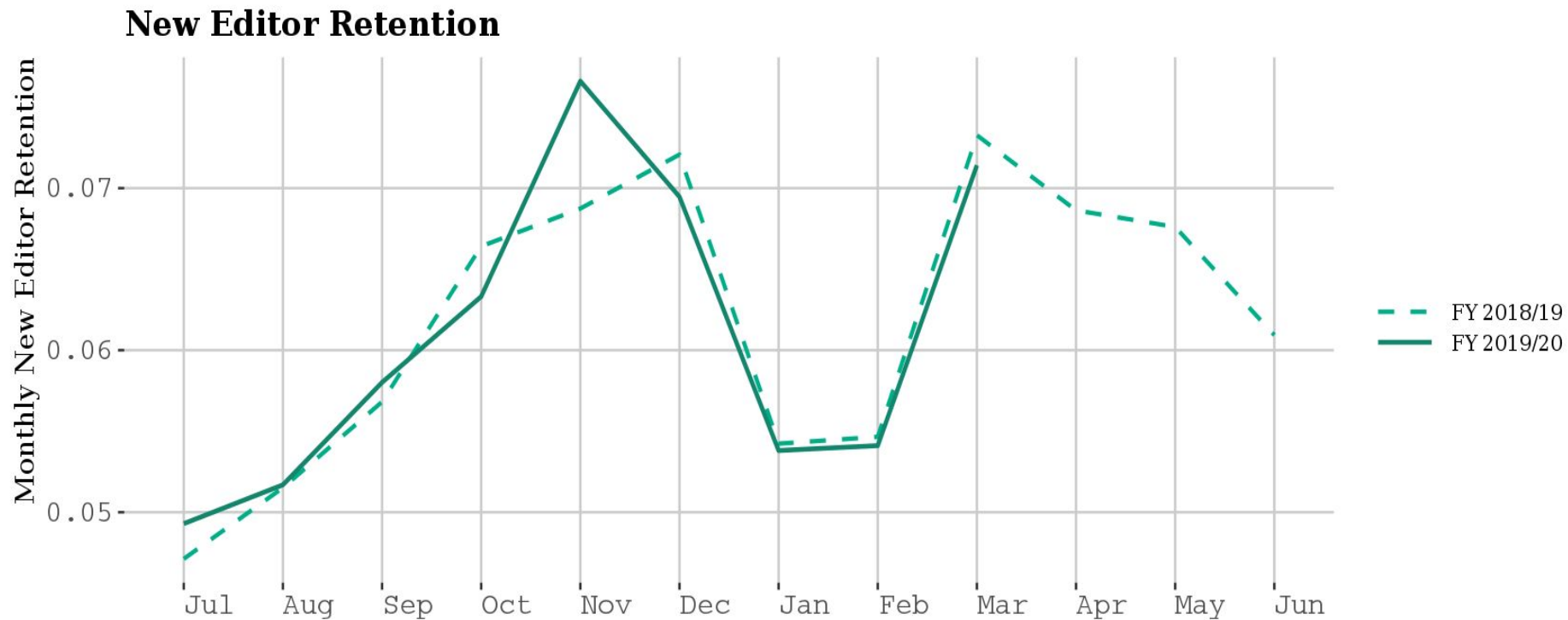
Project: Talk page reply tools

At the end of Q3, the Editing Team deployed V1.0 of the **new Replying tool** as a Beta Feature on four partner Wikipedias: Arabic, Dutch, French and Hungarian.

In the week since the tool became available, **500+ editors** have enabled it. A sample of these editors shows **85% are using the feature 7 days after first trying it**.*

In Q4, the team will begin analyzing the adoption and impact of the feature and introduce a new "visual" mode to make it possible for people to participate on talk pages without needing to know about or use wikitext.

This metric excludes people who did not make any qualifying edits on their 7th day after trying the feature.

Cats on the internet [edit source]

How do you think we ought to go about writing about the phenomenon? Ppelberg-test (talk) 01:13, 11 February 2020 (UTC) [**Reply**]

> I don't know but I do like cats. 90.127.168.56 (talk) 20:55, 19 February 2020 (UTC)

```
+1! Now, it seems the article could benefit from data that demonstrates the
popularity of cats on the internet. One thought that comes to mind: the number
of cat-related images uploaded to sites like [https://twitter.com Twitter] or
[https://facebook.com Facebook]...'''have you come across any data like
this'''?
```

Preview

+1! Now, it seems the article could benefit from data that demonstrates the popularity of cats on the internet. One thought that comes to mind: the number of cat-related images uploaded to sites like Twitter ⧉ or Facebook ⧉ ...**have you come across any data like this**? Ppelberg-test (talk) 01:41, 27 March 2020 (UTC)

By clicking "Reply", you agree to our Terms of Use and agree to irrevocably release your text under the CC BY-SA 3.0 License and GFDL

Cancel   **Reply**

IP Masking

Objective:

In order to protect our users from misuse of personally identifiable information and our communities and content from vandalism, spam, and harassment, make IP addresses accessible to as few people as possible while ensuring that admins, stewards, and checkusers remain able to effectively perform their duties.

- The team has defined a new set of moderation tools that will allow vandalism-fighters to continue to do their work in the absence of IPs.
- We've held consultations with volunteers on Meta, Swedish & French Wikipedia thus far. We are reaching out to Tamil Wikisource, Punjabi Wikipedia, Arabic Wikipedia and Chinese Wikipedia next.
- The team is kicking off exploratory work on the proposed tools.
- In the meantime, we have been working on providing enhancements to CheckUser tool, which will be vital in the absence of IPs. New Checkuser version has been deployed for internal testing. We will be opening it up for community members to test in the coming weeks.

Target quarter for completion: EOY

IP Masking

Key Results	Y1 Goal	Q1 Status	Q2 Status	Q3 Status
Deliver on 9 program milestones (2 per quarter starting Q2.) **Baseline:** 0 milestones completed	9	**2 of 2**	**5 of 5**	**7 of 7**

Department: Product

Improving CheckUser tools

Background: CheckUser is a critical piece of software in the fight against vandals and bad actors on our projects. Improving this tool is important in preparation for masking IPs on our projects. This project is directly in line with the Thriving Movement metric - *By 2023, at least 80% of affiliates, user groups, and on-wiki roles, such as admins, bureaucrats and stewards, will report having the support they need to sustain their roles.*

Goal: Our goal is to reduce the amount of time and effort it takes to extract information from CheckUser and conclude the results of a vandalism investigation.

What we did: Anti-Harassment Tools team has spent Q3 making some radical improvements to the tool and putting it through a series of user tests to guide our work. The new features are now available on testwiki.

Next steps: In Q4, we plan to rollout the improvements on all projects and gather feedback from checkusers and stewards.

Username ⇕	IP ⇕	User agent ⇕	Date range ⇕
NamelessNumbat	103.208.220.142 [1 edit] (~1 from all users)	Mozilla/5.0 (Windows NT 10.0; Win64; x64; rv:71.0) Gecko/20100101 Firefox/71.0	19:14, 22 January 2020
NamelessNumbat	198.73.209.241 [4 edits] (~10 from all users)	Mozilla/5.0 (Windows NT 10.0; Win64; x64) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/70.0.3538.102 Safari/537.36 Edge/18.18362	19:09, 22 January 2020 - 19:13, 22 January 2020
NamelessNumbat	198.73.209.241 [1 edit] (~10 from all users) Show all 4 users on this IP Whois · Geolocate · Proxy/VPN check	Mozilla/5.0 (Windows NT 10.0; Win64; x64; rv:69.0) Gecko/20100101 Firefox/69.0	19:11, 25 November 2019
Michael Show all IPs of this user	198.73.209.241 [1 edit] (~10 from all users)	Mozilla/5.0 (Windows NT 10.0; Win64; x64; rv:69.0) Gecko/20100101 Firefox/69.0	19:16, 25 November 2019
SecretServal Show all IPs of this user	198.73.209.241 [1 edit] (~10 from all users)	Mozilla/5.0 (Android 10; Mobile; rv:68.0) Gecko/68.0 Firefox/68.0	19:12, 22 January 2020
SecretServal Show all IPs of this user	198.73.209.241 [1 edit] (~10 from all users)	Mozilla/5.0 (Windows NT 10.0; Win64; x64; rv:71.0) Gecko/20100101 Firefox/71.0	19:06, 22 January 2020
Unregistered	198.73.209.241 [1 edit] (~10 from all users)	Mozilla/5.0 (Windows NT 10.0; Win64; x64) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/70.0.3538.102 Safari/537.36 Edge/18.18362	19:08, 22 January 2020
Unregistered	198.73.209.241 [1 edit] (~10 from all users)	Mozilla/5.0 (Windows NT 10.0; Win64; x64; rv:71.0) Gecko/20100101 Firefox/71.0	19:06, 22 January 2020

Movement Diversity

Objective:

By June 30, 2020 we will design 4 key programs to improve offline movement diversity in the following areas: gender, age, language, region

Parts of this deliverable (Youth and Regional Growth) remain suspended following the CE transition. Reading Wikipedia in the Classroom and a refactored Gender Equity strategy made good progress in Q3 but were disrupted by COVID-19.

- Reading WP: hired 6 local coordinators to work with schools in Bolivia, Morocco and the Philippines; initiated partnership building with local education administrators; and designed data collection tools for needs assessment
- Due to global school closures, Reading WP pilots are on hold and Edu team has pivoted to a COVID response plan
- The proposed FY 20/21 Gender Equity Initiative (cross-dept, anchored in Legal) had good momentum in annual planning but the timeline will likely need to be revised in light of further APP pause (see more in drilldown).
- Per C-level and Thriving Movement Task Force guidance, Youth Engagement program has been de-prioritized and Regional Growth strategy referred to the C-team to consider in relation to Movement Strategy implementation.

Target quarter for completion: Gender hire Q4 FY19/20, Reading WP pilot Q2 FY20/21

Department: Product, Legal

Movement Diversity

Key Results	Y1 Goal	Q1 Status	Q2 Status	Q3 Status
KR1: Prepare for the development of a Youth Advisory Council to co-develop a youth engagement strategy **Baseline: 0**	100% complete	0% complete	5% complete	N/A
KR2: Reading Wikipedia in the Classroom - Grow the capacity of at least 3 affiliates to engage students speaking underrepresented languages **Baseline: 0**	60% complete	10% complete	25% complete	35% complete
KR3: Hire a Gender program manager, and a regional liaison in at least 4 of 6 prioritized regions, by 6/30/2020 **Baseline: 5 vacancies**	5 new hires	5 Vacant	5 Vacant	N/A

Department: Product, Legal

Drill Down: **Movement Diversity** ↘

The situation

Our review suggests that pushing diversity on four axes is unlikely to succeed with the current Foundation configuration and delay in building regional liaisons.

To achieve meaningful impact, we have instead been focusing on the gender component, which requires commitments from Legal, Product, Communications, T&C, and Advancement to a multi-pronged initiative through which we hope to fill knowledge gaps and diversify our contributor base.

The impact

We will not hit our first and third key results. These key results need to be revisited and updated to reflect the Foundation's capacities and evolved resourcing plans.

The second KR, Reading Wikipedia in the Classroom, will be moved to Worldwide Readership in next year's annual plan, re-focused on growing awareness and content interactions via key influencer pathways (i.e. education systems).

The recommendation

For success, this multi-pronged gender equity initiative requires a lengthy preparation time. We had originally recommended a March 2021-March 2022 primary content campaign, but with COVID-19 challenges now propose **Aug 2021-Aug 2022**, with an important inflection point in March 2021 to begin preparing existing community to recruit, onboard, and retain more diverse volunteers.

Department: Product, Legal

Community Leadership Development ✓

Objective:

Improve learning and leadership development programming for our communities in order to support a diverse and inclusive movement.

Learning Days/Conference Program: Mentorship and strategic support is being provided to local organizers to move trainings online and ensure continued community connectivity i.e Brazil and India

Online Learning Research and Pilot: Outreach has begun for 3-5 movement populations, confirmed cohorts include admins, gender project community facilitators, campaign organizers and digital security volunteers.

Education Greenhouse: Completed online course successfully with 126 total participants (original target 50), with an average of 40 participants monthly, and 13 participants earning completion certificates.

Movement Leadership Framework Project: 53 total completed interviews to date and counting, code book created and synthesis began to formulate around 3 primary themes: Access, Community Practice & Skill development

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Department Talent and Culture, Product:

Community Leadership Development

| Key Results	Y1 Goal	Q1 Status	Q2 Status	Q3 Status
Develop and refine a Movement Leadership Development Framework by engaging at least 50 community-facing staff, new/existing movement organizers and affiliate leaders **Baseline: 0**	50 interviews	n/a	20 Staff interviews	33 Community interviews
Participants in the Wikimedia Education Greenhouse pilot report improved leadership skills for the Wikimedia movement. **Baseline:** 85% (unit 1 survey)	75% of participants improve	n/a	**93%** Of participants report improvement (unit 2 survey + interviews)	93%

Department: Talent and Culture, Product

Community Leadership Development

Country of residence of interviewees

Gender Identification of Interviewees

Non-Binary
3.8%

Female
34.6%

Male
61.5%

Department: Talent and Culture, Product
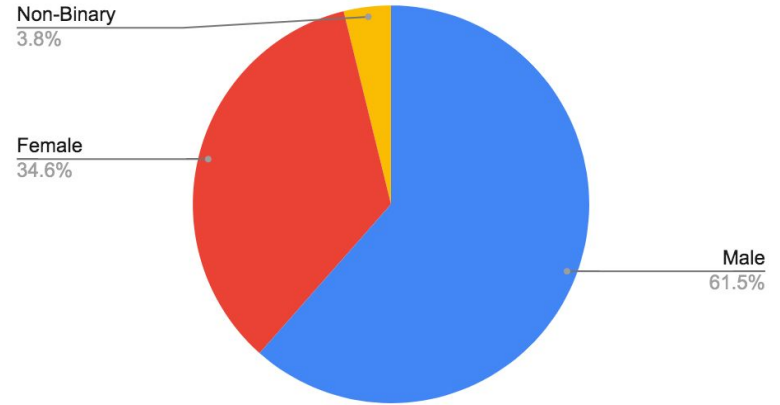
Diverse Content

Objective:

By June 30, 2020 design and initiate a suite of projects that lower barriers to diverse content creation across the movement.

Q3 saw good progress on both GLAM and Campaigns:

- Wikimedia Sverige delivered a strong technical proposal for GLAM batch upload and statistics tools to anchor an intended WMF-WMSE partnership agreement next FY.
- Community Programs completed two campaign experiments this quarter: #1lib1ref January and #WikiForHumanRights.
- Both had strong results and have helped design a process for WMF-internal collaboration on strategic topic campaigns that could be activated at greater scale in the proposed Gender Equity Initiative:
  - **#1lib1ref:** >8,000 edits in nearly 60 languages by more than 731 editors (36% YoY growth)
  - **#WikiForHumanRights:** 721 articles edited in more than 12 languages by 210 editors.

Target quarter for completion: Q4 FY19/20

Department: Product

Diverse Content

Key Results	Y1 Goal	Q1 Status	Q2 Status	Q3 Status
KR1: Develop partnership agreement with Wikimedia Sverige to develop a movement GLAM Hub, based on 5 streams of research **Baseline: 0**	100% complete 5 streams	10% research streams scoped	25% 2 nearing completion, 3 paused	40% 2 completed, 3 paused
KR2: Design a curriculum and strategy for a holistic "Campaign in a Box" framework based on at least 4 experiments **Baseline:** 0	100% complete 4 experiments	20% 2 initiated	40% 4 initiated, 2 nearing completion	75% 2 completed, 2 nearing completion, 1 in development
KR3: Develop a plan with external partners and stakeholders in at least 3 regions beyond Europe and North America for researching global heritage digitization needs. **Baseline:** 0	100% complete 3 regional stakeholders	0% 0	10% 0	N/A

Department: Product

#WikiForHumanRights campaign pilot

Can Wikimedia facilitate global community content campaigns on high-impact topic areas with UN-level partners?

- 721 articles edited in more than 12 languages by 210 editors; at least 8 in-person events across 6 countries

- Designing cross-dept collaboration needed for bigger campaigns

- Learning partner expectations

- Gauging community response

- Diagnosing internal capacity gaps

#WikiForHumanRights
Edit-a-thon Uganda

Join us now through 30 January, to improve and add articles about human rights in Uganda on Wikipedia.

"To claim your rights, you need to know your rights"

Address Knowledge Gaps

Objective:

Build the taxonomies of knowledge gaps for measuring and prioritizing knowledge gaps in order to help the Wikimedia Movement thrive

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We are building a Knowledge Gap Index that can be utilized by decision makers to inform their decisions about what areas to further invest in.

By building the taxonomy of knowledge gaps we are taking the first step to be able to build the Knowledge Gap Index.

We have identified three main branches to focus on: content, contributors, and readers.

Target quarter for completion: Q4 FY19/20

Address Knowledge Gaps

Key Results	Y1 Goal	Q1 Status	Q2 Status	Q3 Status
Build three or more taxonomies of knowledge gaps (the list of taxonomies: content, readership, contributorship, usage, and primary causes) **Baseline:** {0}	3	0.5	1.5	**1.7**
Provide a comprehensive write-up of the taxonomies developed during the year and present internally. **Baseline:** {0}	100%	25%	30%	**30%**

Department: Technology

Drill Down: Address Knowledge Gaps ↗

The situation

We dedicated roughly 3 weeks of the quarter to this key deliverable with 2.5 FTEs.

Unplanned work: developing metrics for the different branches of the taxonomy identified as well as discussing and defining normative measures.

We did a deeper search about possible future formal collaborators as not all expertise needed for it in FY21+ exist within the team.

The impact

Progress was slower than expected.

Slower progress than expected for finishing the branches of the taxonomy.

Slower progress than expected for finishing the branches of the taxonomy.

The recommendation

Create space for the team to work at the highest capacity available (without compromising the other key deliverable commitments).

Maintain flexibility towards unpredicted iterations as needed due to the high complexity involved in the project.

Same as above.

Department: Technology