

Wikimedia monthly activities meeting

30 August 2018



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Agenda

- Welcome and introduction to agenda
- Movement update
- Update on mobile personas work with Logic Department
- Introducing the Wikimedia Product Principles
- Update on Wikimedia monthly activities meeting
- Questions and discussion
- Wikilove



Movement update



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Wikimedia movement highlights

- [Hardware Donation Program](#). 19 Wikimedia Foundation-used laptops were delivered to volunteers during Wikimania as part of the Hardware Donation Program.
- [Transparency Report](#). On July 20th, the Wikimedia Foundation released the latest Transparency Report. It covers content alteration or takedown requests and requests for user data received from January to June 2018.
- **Brin Wojcicki Foundation donation.** The Brin Wojcicki Foundation renewed their gift of \$1 million to the Wikimedia Foundation.
- [Wikimedia Commons picture of the year](#). Photo of two *Phyllomedusa rohdei*, frogs endemic to Brazil, taken by Renato Augusto Martins was selected as this year's picture of the year.



Coming up soon

- [Brazilian Hackathon 2018, 14-16 September 2018](#). This project aims to organize the first Hackathon in Brazil with the main goal of create a strong local technical community.
- [Wikigraphists Bootcamp India 2018, 28-30 September 2018](#). Editors from Indic language communities will gather for a three-day workshop to learn and discuss the skills needed to create illustrations and digital drawings in SVG format so that the content can be used on Wikipedia articles.
- [Wiki Techstorm, 26-27 October, 2018](#). The Wiki Techstorm will be a medium sized hackathon in the Netherlands.



Update on mobile personas work with Logic Department



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Research overview

- Process
 - Stakeholder Interviews
 - User Interviews
 - Workshop
- Personas
- Kudos



A young man with dark hair, wearing a dark jacket over a grey t-shirt, stands in a field of tall, dried, brown plants. He is smiling broadly and looking slightly to his right. The background is a soft-focus landscape with trees and a warm, golden light, suggesting a sunset or sunrise. The overall mood is positive and hopeful.

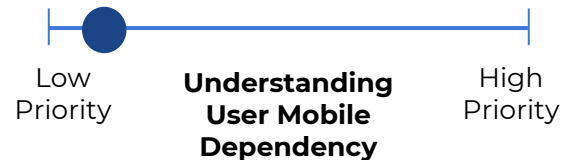
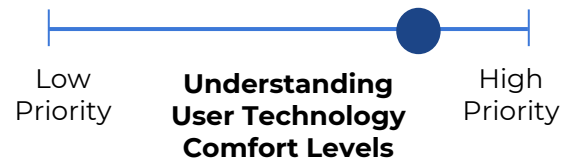
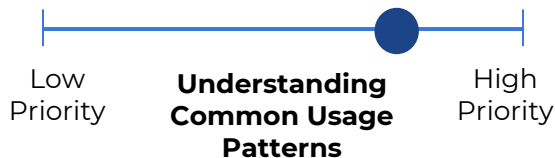
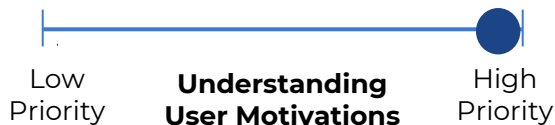
First, a note about personas



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By [Warren Wong](#) on [Unsplash](#)

Stakeholder findings



Recruiting & Interviews

WMF Recruitment

- Existing pool of participants
- Social media push by communications team

Logic Dept. Recruitment

- Social media push on professional channel

Total Respondents

- 89 respondents from across the United States

23 Interviews Conducted

- 30-40 minute phone interviews
- Semi-structured interviews
- Transcribed for analysis



USERS HAVE A...

- DESIRED LEVEL OF...
- FREQUENCY OF...
- MOTIVATION FOR...
- LEVEL OF...
- PERCEPTION OF...
- UNDERSTANDING OF...
- KNOWLEDGE ABOUT...
- DEPTH OF...

RANGE OF CONTEXTS OF USE

UNDERSTANDING OF WHAT
 - YOU CAN DO ON WIKI
 - FUNCTIONALITIES

RANGE OF HABITS

- SUPERFICIAL TO SERIOUS TOPIC SEARCHING
- LOOKING FOR CONTENT ON THE GO

EDITING
 REASONS FOR EDITING
 FEAR OF EDITING ✓

FREQUENCY OF USE

MOTIVATED BY SOCIAL MEDIA

HABITUAL CONTEXTS OF USE

✓ RANGES OF TRUST

PERCEPTION OF
 - RELIABILITY
 - TRUST

AREN'T AWARE OF WHAT PLATFORM THEY'RE ON

✓ MOTIVATED TO DL/NOT DL APP

INTEREST IN BROWSING HISTORY

PERCEPTION OF GOOGLE RELATED TO WIKI

DESIRED LEVEL OF CUSTOMIZATION

WHAT THEY ARE WILLING TO READ

✓ LEVELS OF SATISFACTION

LEVELS OF FRUSTRATION

RP 2 + MOST SPECIFIC TO MOBILE
 ATTRIBUTES
 WHO DOES THIS MISS?
 DEMOGRAPHICS

RANGE OF CITATION USE

DELIGHT VS FRUSTRATION

DEPTH OF TIME SPENT READING (RABBITHOLE VS BRIEF)

Patterns

Editing Perception

- Who's involved?
- How users would contribute
- Types of editing

Usage Perception

- Professional and personal
- Browser vs. app advantages or disadvantages

Features

- Wants and Needs
- Awareness of Existing Features

Downloading Apps

- iPhone vs. Android
- Motivations to download
- Restrictions to download

Trust in Wikipedia

- Visual triggers
- Types of articles



Personas

Reyna



By [Ivan Leung](#) on [Unsplash](#)

Marcos



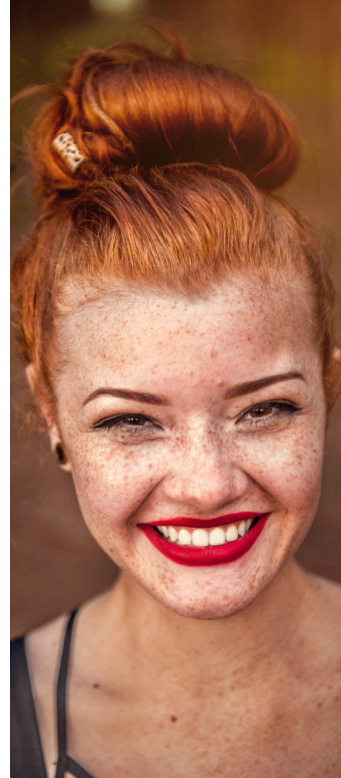
By [Warren Wong](#) on [Unsplash](#)

David



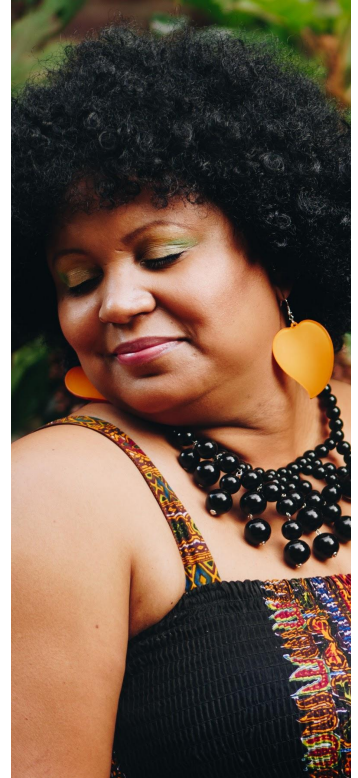
By [Foto Sushi](#) on [Unsplash](#)

Ashley



By [Gabriel Silvério](#) on [Unsplash](#)

Patricia



By [Eve for Ebony](#) on [Unsplash](#)

Personas

Persona A

Reads briefly or deeply

Doesn't know a Wikipedia app exists

Persona B

Uses Wikipedia to prove a point during an argument/Looks up facts quickly

Overwhelmed or scared of the phone editing interface

High concern about deletion of contributions

Persona C

Doesn't feel like a topic expert

Only comfortable editing small text errors on mobile

Not always sure whether or not their in the app or browser

Habitually starts on the browser but will go direct to Wikipedia

Less concerned about deletion of contributions

Low awareness of editing policies

Persona D

App user - and knows that they're in the app

Proud of contributions

Awareness of app features

Feels like an app expert

Not a deep reader

Not concerned about deletion of contributions

Persona E

Has had experience with editing before

Invested in content

Feels like a subject matter expert

Has more time to potentially fill knowledge gaps in content

Awareness and confidence in the Wikipedia process/ecosystem

Awareness of 'flagging'



Learn more

- Read on the wiki
 - [Personas for product development](#) (personas research projects, completed and in-process)
 - [Mobile Personas](#) (includes final report, personas, user journey, etc.)
- Contact [me](#) or [Margeigh](#)



Introducing the Wikimedia Product Principles



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Purpose

- Define *the kind* of products and experiences we aspire to build
- Distill a shared sense of purpose for the impacts, plans, technologies and tools that the Audiences department will create
- Give Audiences leadership a chance to define highest level expectations for our products
- Explain what we hope we're doing here to other staff and communities
- Not a strategy. Not a new direction.



Process

1. Review predecessors
2. Wikimedia is a place...
3. Our products must... ¿*empower*?
4. Exploding “empower”
5. Framing in light of strategy
6. Wordsmithing



Wikimedia products should be...

- 1. Community-centric:** enabling a welcoming, vibrant community place where people come together to create, share, and discover knowledge through positive collaboration.
- 2. Usable for all:** promoting equity through usable, useful, and inclusive tools and services that meet the needs of a diversity of people and machines across user experiences.
- 3. Intentionally transparent:** demystifying the knowledge creation process and encourage participation by giving everyone visibility into how information is created, verified, and improved over time.
- 4. Extensible and sustainable:** creating the conditions for people and machines to use, reuse, and build on top of our platform, extending free knowledge and supporting a sustainable future for Wikimedia.





Wikimedia is a place,
not a database



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CC by SA 3.0, Mr Drake

A young girl with dark hair, wearing a yellow dress with black polka dots and a headband with a red rose and greenery, is looking intently at a smartphone held by a man. The man is wearing glasses and an orange patterned shirt. They are sitting on a white surface, possibly a bed or sofa, in a room with wooden paneling. The text "Usability is an equity issue" is overlaid in white on the image.

Usability is an equity issue



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CC by SA 3.0, [Biswarup Ganguly](#)



We must serve
more than just facts



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Public Domain, Webster's New
Illustrated Dictionary 1911

Learn More

Wiki:

https://www.mediawiki.org/wiki/Product_Principles

Email:

jminor@wikimedia.org



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Update on Wikimedia monthly activities meeting



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New name.
Same great (evolving) flavor.

A large group of people, mostly young adults, are gathered in a large hall for a Wikimania event in Cape Town. They are sitting on rows of chairs, some on the floor in the front, and are looking towards the camera. The background features a large screen displaying the text 'WIKIMANIA CAPE TOWN' and a graphic of a house made of dots. The text 'More community presentations (but we still love staff)' is overlaid in large white letters across the center of the image.

WIKIMANIA
CAPE TOWN

More community
presentations
(but we still love staff)

Come sign up to present!

Meta-Wiki: Wikimedia monthly activities meetings



Wikimedia monthly activities meetings

The **Wikimedia monthly activities meeting** is an opportunity to share stories, initiatives, projects, research, and more about the Wikimedia movement.



November 2012 monthly meeting

The meetings are hosted by the [Wikimedia Foundation](#) and open to anyone involved with or interested in the Wikimedia movement. Speakers include Wikimedia Foundation staff, volunteer Wikimedians from around the world, and other free and open knowledge leaders. We invite you to watch and learn more about Wikipedia, its sister sites, the free and open knowledge movement, and the people who make them possible.

The meetings typically take place on the last Thursday of each month at the [Wikimedia Foundation's San Francisco offices](#). The meetings are broadcast live and available for everyone to view via YouTube Live. Remote video participation via videoconference is possible, but limited to presenters.

Public video recordings will be available after the meeting under the same YouTube link and on [Wikimedia Commons](#). An automated log of the IRC conversation can be downloaded [here](#).

2018 schedule

- [27 September 2018 - 18:00 UTC](#)
- [25 October 2018 - 18:00 UTC](#)
- [29 November 2018 - 18:00 UTC](#) (tentative)

Participate

- [Sign up to present](#)
- [Attend next meeting](#)

Next meeting [\[edit \]](#)

- **When:** 30 August 2018 starting at [18:00 UTC](#) (11:00 Pacific Daylight Time)
- **Where:**
 - Physical location: Chip Deubner lounge, Wikimedia Foundation office, San Francisco, California, United States
 - IRC participation: [#wikimedia-office^{connect}](#) (log can be downloaded [here](#))
 - Video recording: [YouTube](#)

Agenda [\[edit \]](#)

Facilitator: Elena Goliy, Benefits and Wellness Administrator

- Welcome and introduction to agenda - 2 minutes
- Movement update - 3 minutes
- Update on mobile personas work with Logic Department - 10 minutes
- Introducing the Wikimedia Product Principles - 10 minutes
- Update on Wikimedia monthly activities meetings - 5 minutes

Questions and discussion



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wikilove
LIVE