Wikimedia Foundation metrics meeting

27 October 2016

Agenda

- Executive Director update
- Welcomes
- Community update
- Metrics update
- Global Reach update
- Product update
- Questions and discussion
- Wikilove

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Executive Director update

Community wishlist:
https://meta.wikimedia.org/wiki/2016_Community_Wishlist_Survey

CC 4.0:
https://meta.wikimedia.org/wiki/Terms_of_use/Creative_Commons_4.0

Structured Data on Commons:
https://commons.wikimedia.org/wiki/Commons:Structured_data/Overview

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Welcome

Requisition hires:

- Nichole Saad - Community Engagement - SF
- Lauren Miranda - F&A - SF
- Carolyn Madeo - Product - SF
- Srishti Sethi - Community Engagement - SF
- Piotr Miazga - Product - Poland
- Erika Bjune - Product - SF

Contractors, interns & volunteers:

- Anna Van Sant - Advancement - SF
- Kavitha Muthu - Product - SF
- Ravi Ayyakkannu - Advancement - India
- Claire Martin - F&A - SF
- Zareen Farooqui - Product - MA

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Anniversaries

Ariel Glenn (8 yrs)
Trevor Parscal (8 yrs)
Guillaume Paumier (7 yrs)
Amir Aharoni (5 yrs)
Rachel Farrand (5 yrs)
Heather Walls (5 yrs)
Aaron Halfaker (5 yrs)
Antoine Musso (5 yrs)
Gabriel Wicke (5 yrs)
Andre Klapper (4 yrs)
Željko Filipin (4 yrs)
Brad Jorsch (4 yrs)
Adele Vrana (4 yrs)
Robert Miller (4 yrs)
Gergő Tisza (3 yrs)
Caitlin Virtue (3 yrs)
Caitlin Cogdill (3 yrs)
Rummana Yasmeen (3 yrs)
Edward Galvez (3 yrs)
Elena Tonkovidova (2 yrs)
Jon Katz (2 yrs)
Joaquin Hernandez (2 yrs)
Julien Girault (1 yr)
David Lynch (1 yr)
Zachary McCune (1 yr)
Jan Drewniak (1 yr)

Community update

CC by SA 4.0, Geraldshields11

- Held in San Diego, California, on **October 7 - 10**.
- Attended by **~300 people** primarily from United States, Mexico and Canada.
- Heavy focus on GLAM initiatives, especially working with libraries.
- Facilitated discussion about **movement-wide strategy:** 4 working groups focused on discussing movement organization, external partners, and content creation.

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CC by SA 4.0, Pax Ahimsa Gethen.

Wiki Loves Monuments

Rohtas Fort, Paksitan, under CC by SA 4.0, Hassantahir6009

- **43** participating countries; uploaded **271,136 images** of monuments and historic sites to Wikimedia Commons
- **Top 5 countries:** Germany, India, Ukraine, Russia, Italy.
- **100** participants joined the contest all over the world.
- International winners will be announced in November.
- More info (and pictures!): https://commons.wikimedia.org/wiki/Category:Wiki_Loves_Monuments_2016

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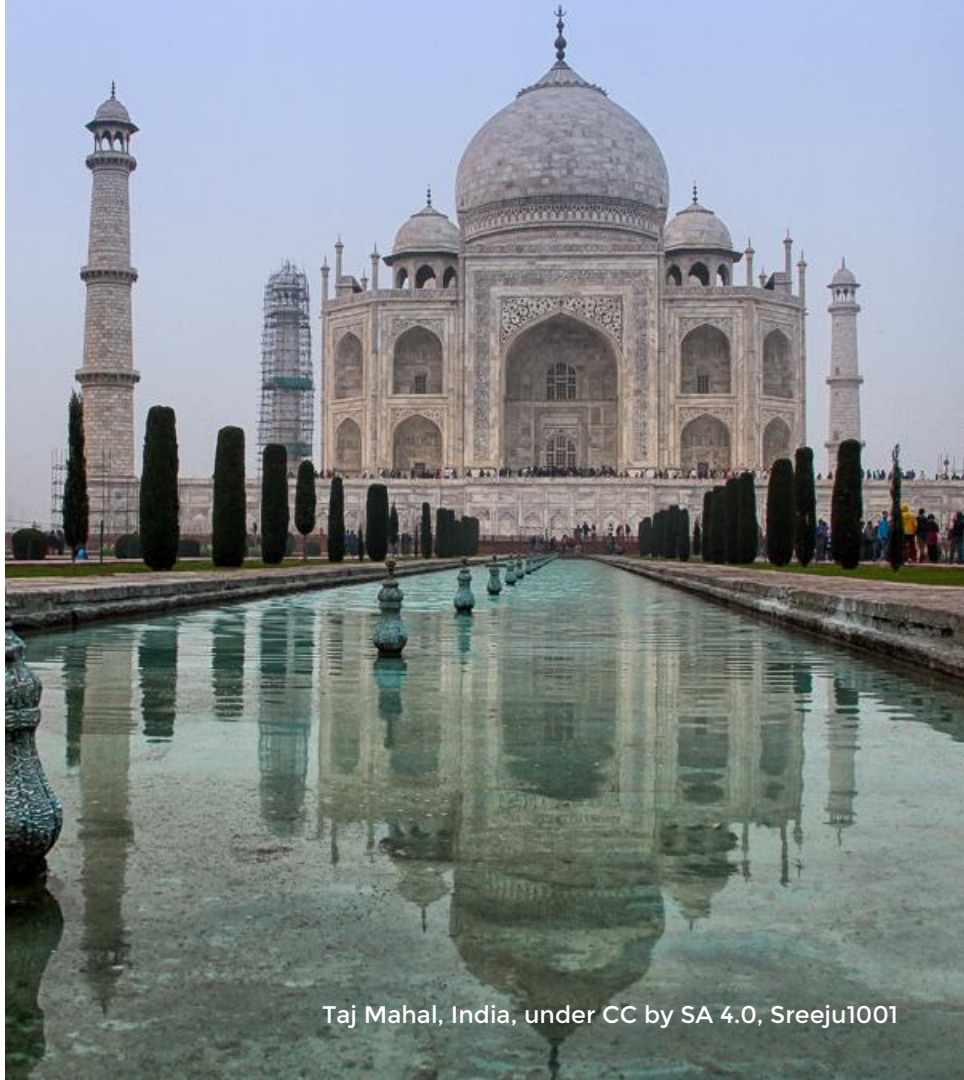

Taj Mahal, India, under CC by SA 4.0, Sreeju1001

Sound heritage

- Two simultaneous Edit-a-thons hosted by Europeana Sounds at the British Library and the Netherlands Institute for Sound and Vision.
- **202** files added; **67** language version Wikipedias + Wikidata + Wikispecies.
- More info: https://en.wikipedia.org/wiki/Wikipedia:GLAM/British_Library/British_wildlife_edit-a-thon_2016

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Wikimedia affiliates

Affiliations Committee recognized 5 new Wikimedia affiliates:

- **Whose Knowledge,** a user group dedicated to correct the skewed representations of knowledge across the different Wikimedia projects and the internet as a whole.
- **GLAM Macedonia User Group,** a group of contributors, teachers and researchers focused on GLAM.
- **Art + Feminism,** which aims to improve the coverage of women and the arts on Wikipedia.
- **Tremendous Wiktionary User Group,** that has the goal to promote and develop Wiktionaries.

Affiliates are independent organizations that support the international Wikimedia movement in different ways. **There are now over 100 Wikimedia affiliates!**

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Upcoming collaborations with communities

- **CE insights:** ongoing test survey is out to ~50 people until Oct 31.
- **Wikimedia Foundation values discussion:** ongoing until Nov 14.
- Community Wishlist Survey: proposal phase Nov 7 - 20.
- Annual Tool Labs survey: ongoing until Nov 4.
- **New Readers target countries conversation:** ongoing until Dec 5.

- Share your collaborations with communities on Meta if you expect to reach 50+ people: **meta:Community_Engagement/Calendar**

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Metrics

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Discovery

- Search
- Wikidata Query Service (WDQS)
- Interactive (Maps and Graphs)
- Wikipedia.org portal
- Externally referred traffic

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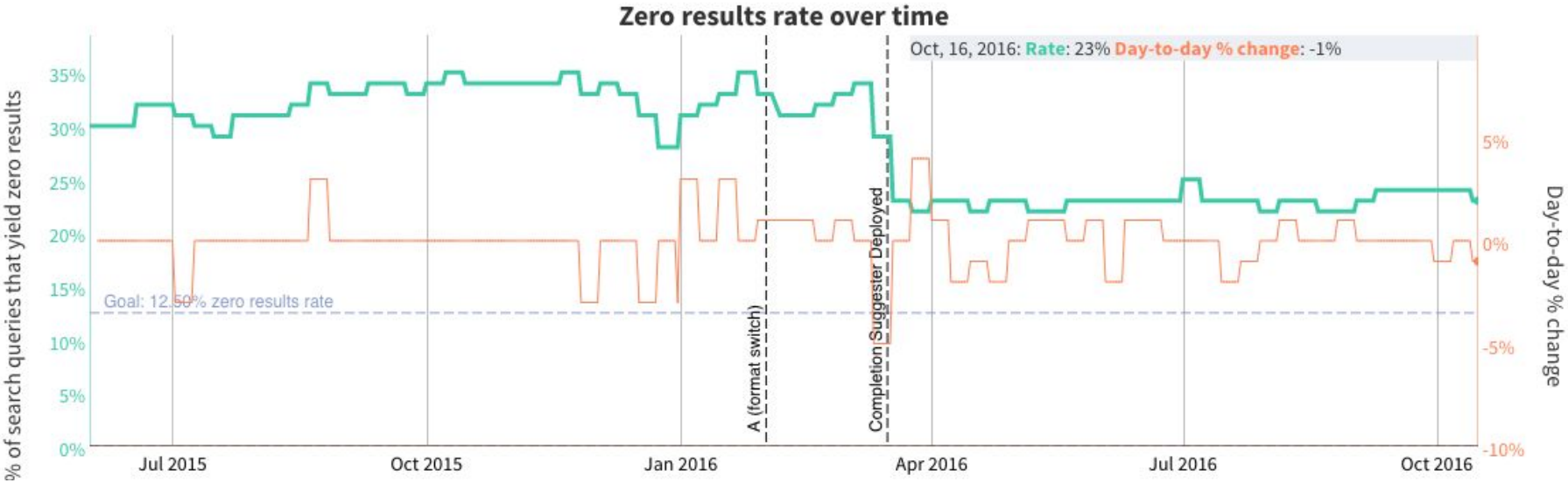
Discovery / Search / Proportion of searches yielding zero results



See also: **Improving search result relevancy on Wikipedia with BM25 ranking**

(https://wikimedia-research.github.io/Discovery-Search-Test-BM25/)

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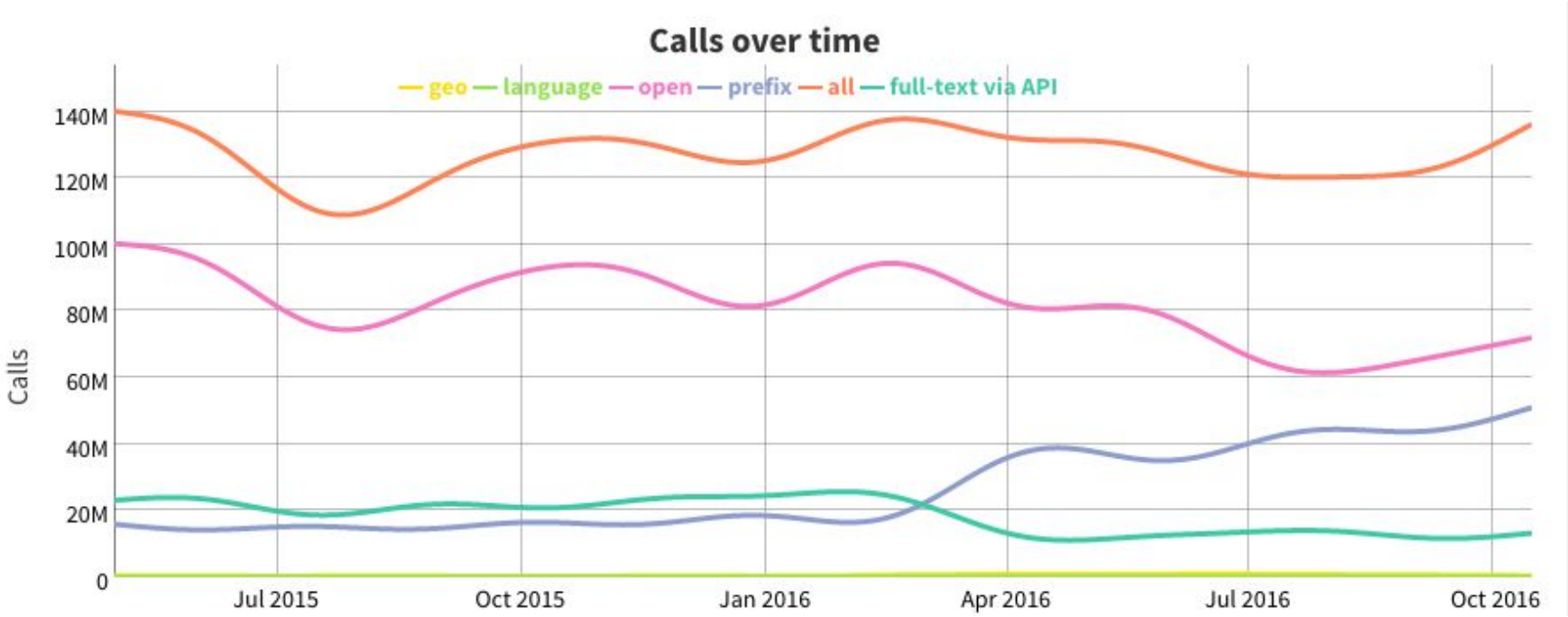
http://discovery.wmflabs.org/metrics/#kpi_zero_results

Discovery / Search / Search API usage



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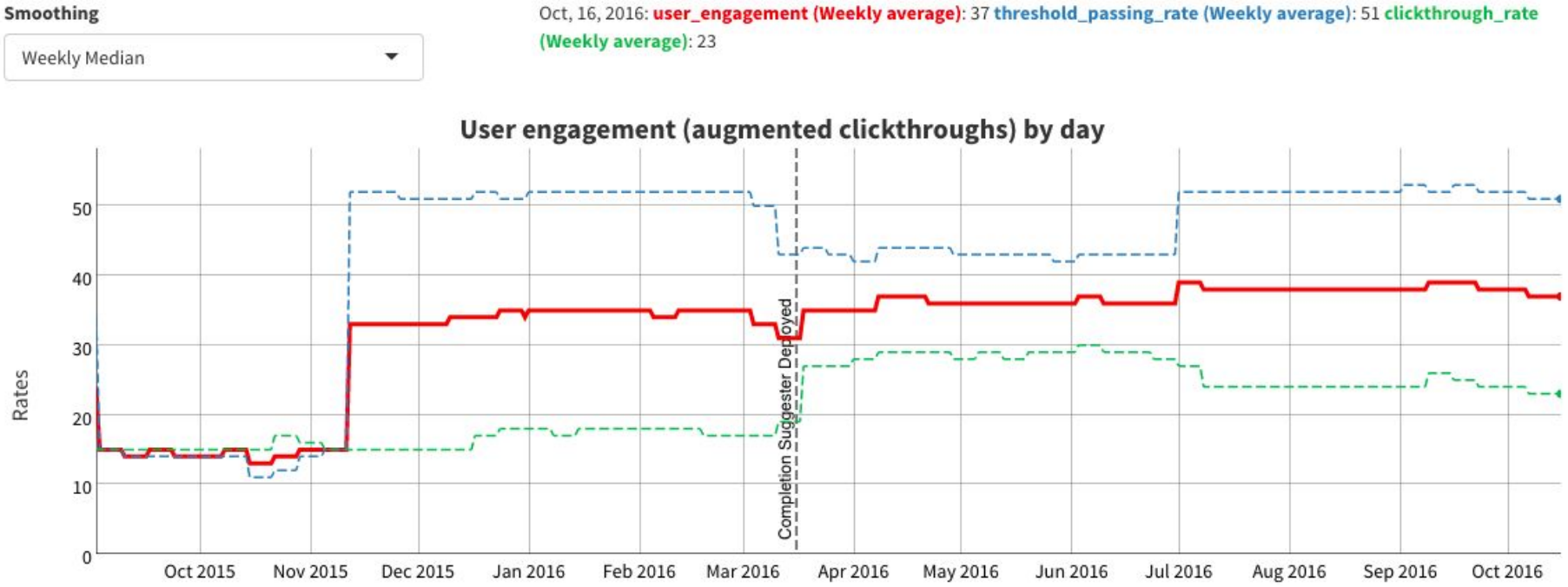
http://discovery.wmflabs.org/metrics/#kpi_api_usage

Discovery / Search / User engagement



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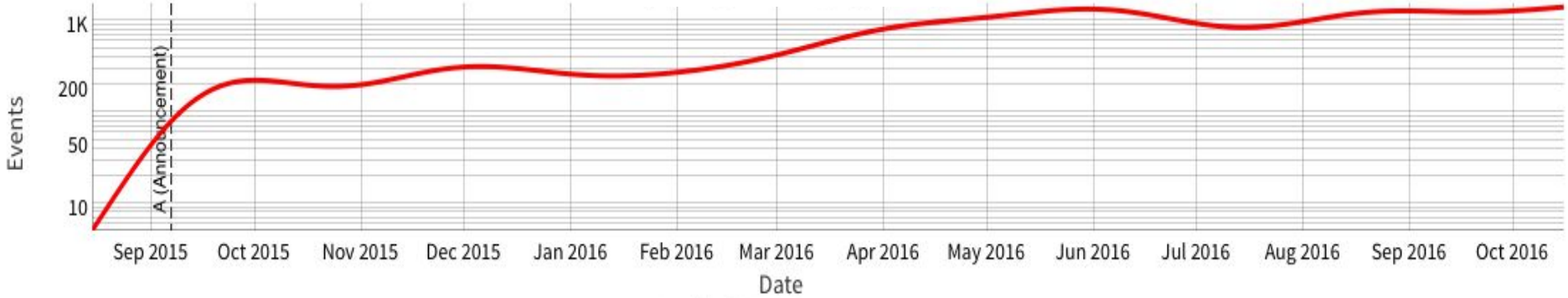
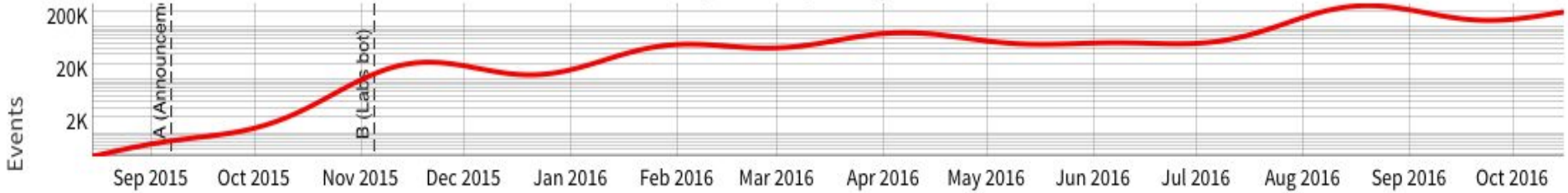
http://discovery.wmflabs.org/metrics/#kpi_augmented_clickthroughs

Discovery / Wikidata Query Service (WDQS) usage

Daily WDQS Homepage usage



Daily SPARQL usage



See also: File:Exploration on the Use of WDQS - Breakdown by Geography, User Agent and Referer Class.pdf

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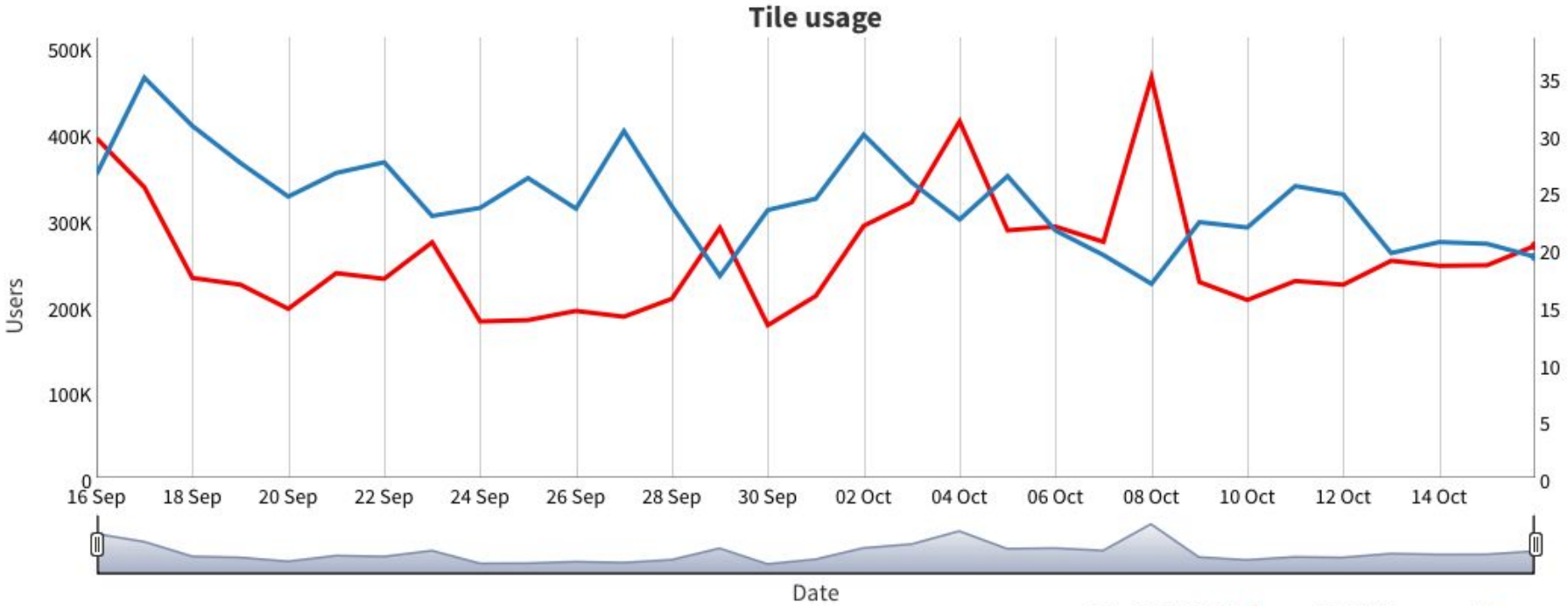
Discovery / Interactive (Maps) / Users & tiles served



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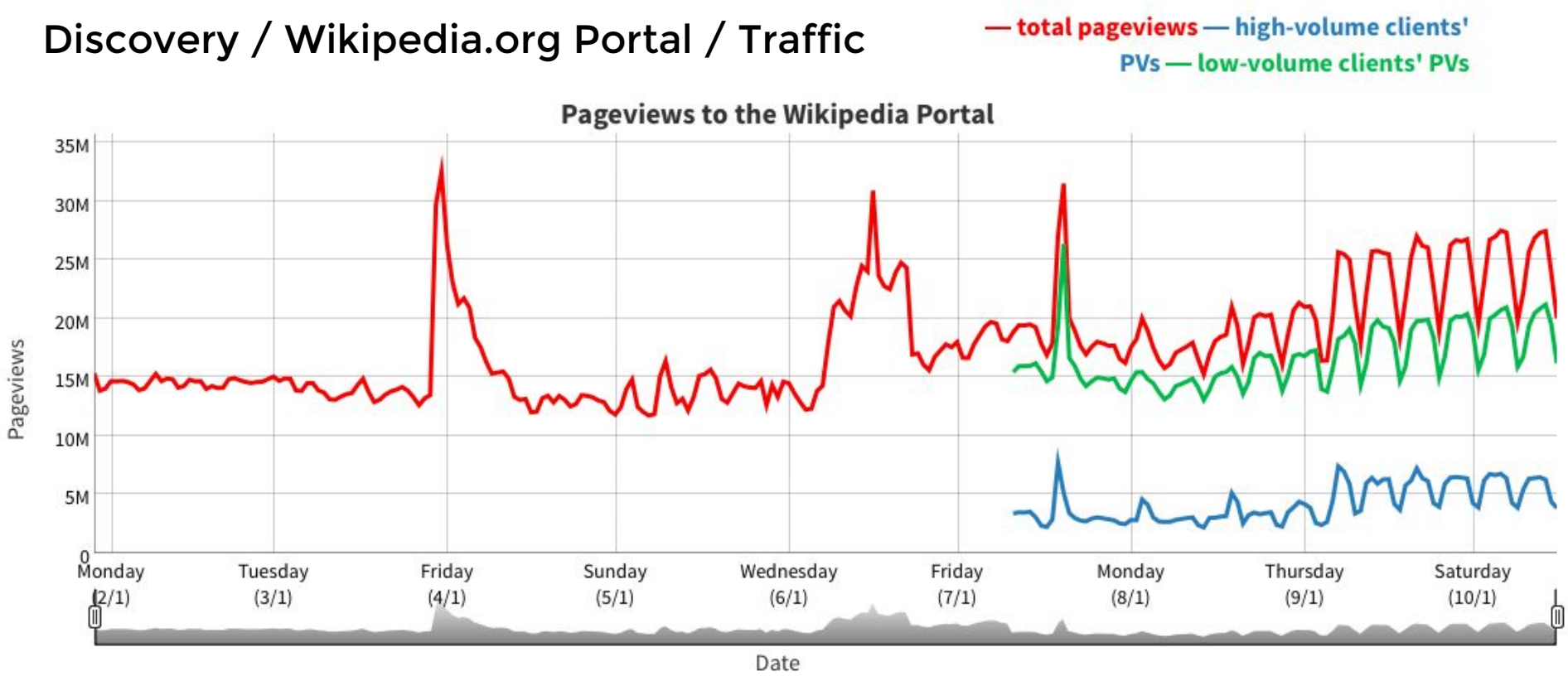
http://discovery.wmflabs.org/maps/

Discovery / Wikipedia.org Portal / Traffic



Pattern observed in September & October was inconclusively investigated in [T146214]

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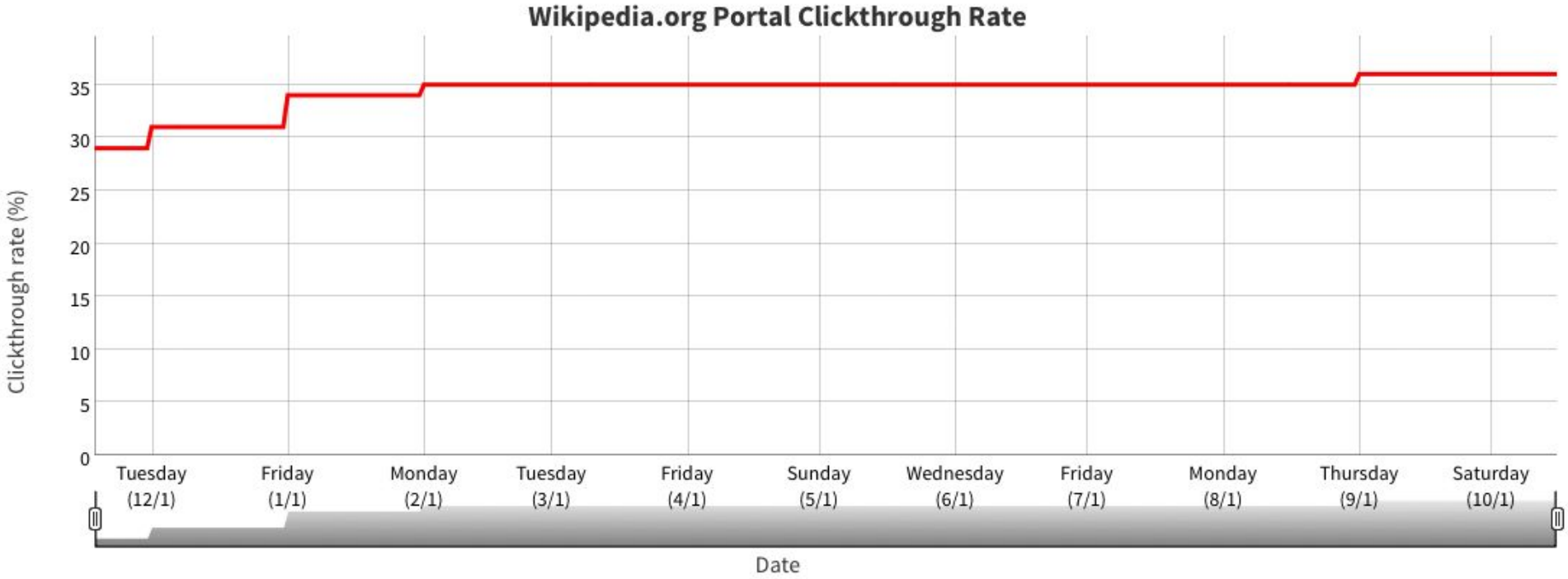
http://discovery.wmflabs.org/portal/#pageview_tab

Discovery / Wikipedia.org portal / Engagement



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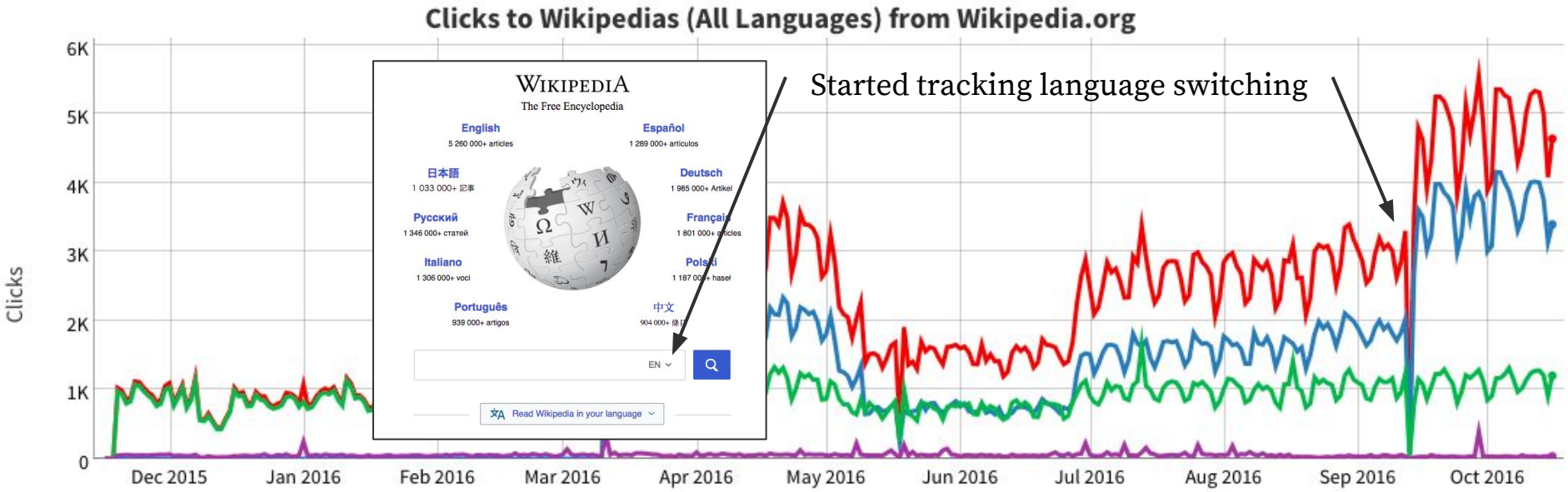
http://discovery.wmflabs.org/portal/#clickthrough_rate

Discovery / Wikipedia.org portal / Clicks to Wikipedias



total clicks | from search | from primary section | from secondary

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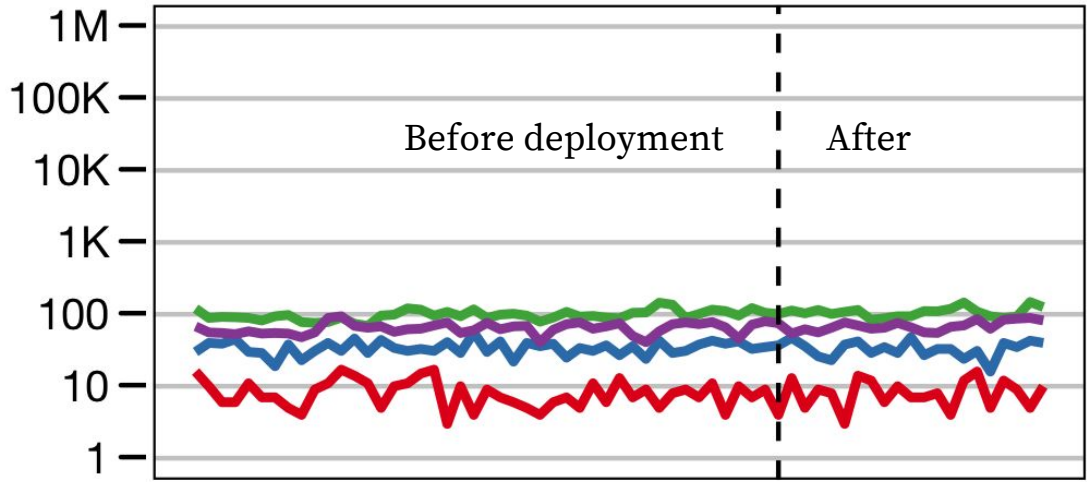
http://discovery.wmflabs.org/portal/#languages_summary

Assessment of Wikipedia.org “modal language links” deployment’s effect on traffic from Portal to Ukrainian Wikipedia

Pageviews to Ukrainian Wikpedia (Main Page) from Wikipedia.org Portal from Ukrainian IP addresses

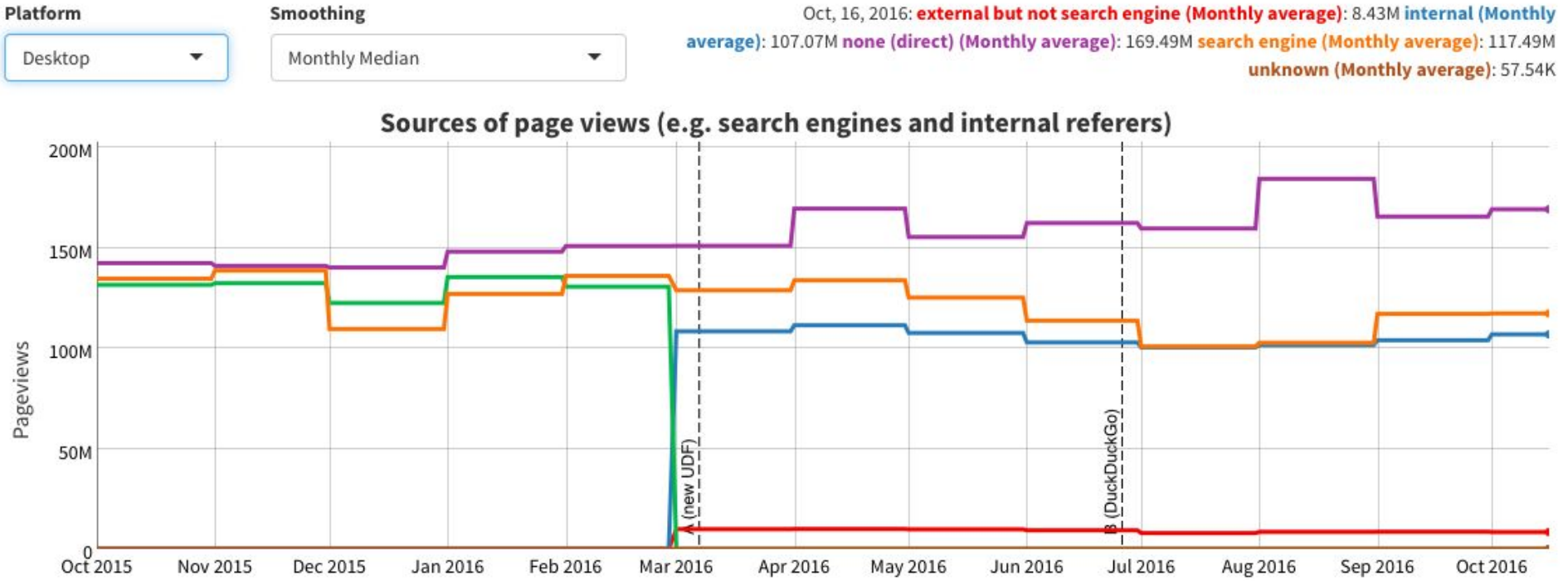


Browser language preferences — users who don't speak Russian or Ukrainian — users who speak Russian — users who speak Ukrainian — users who speak Ukrainian and Russian

Web version of the report: http://wikimedia-research.github.io/Discovery-Research-Portal/ukrainian/

PDF version of the report: File:The Wikipedia.org Portal and Ukrainian Wikipedia.pdf

Discovery / Externally Referred Traffic / Desktop



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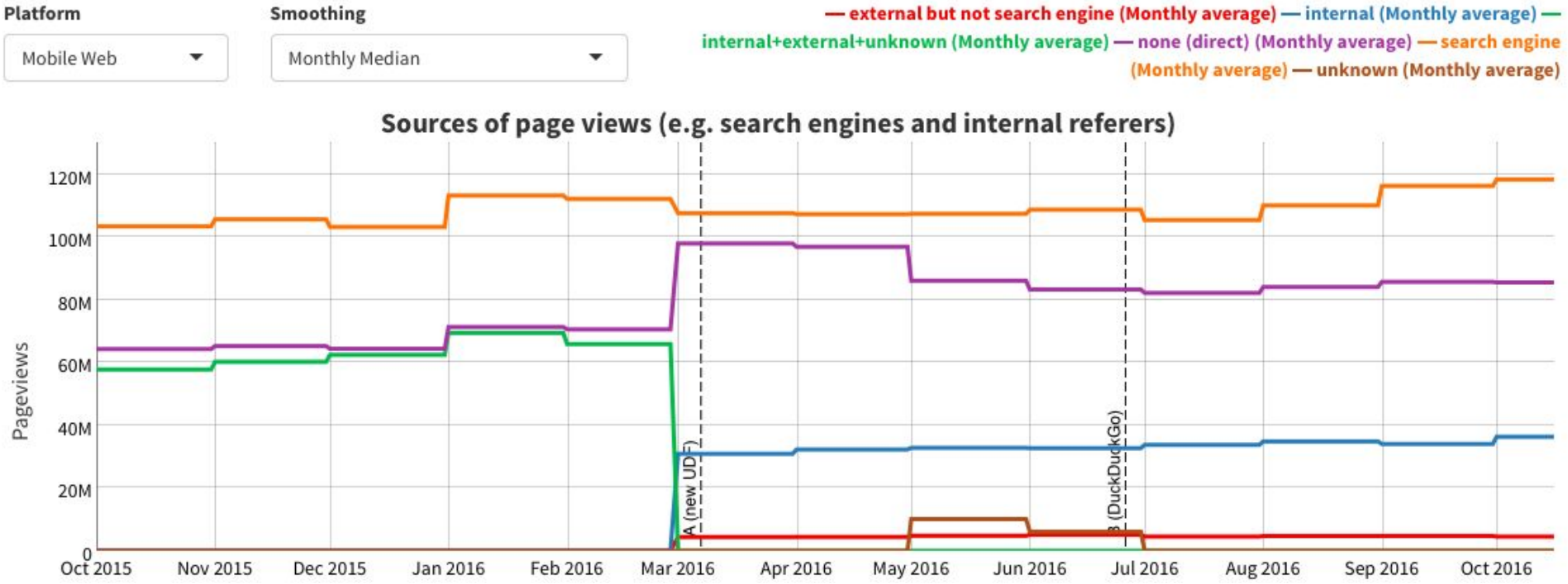
http://discovery.wmflabs.org/external/

Discovery / Externally Referred Traffic / Mobile web



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http://discovery.wmflabs.org/external/

Global Reach update

Who remembers this?
ZIRX
WIKIMEDIA
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Photo by Florian CC BY SA 4.0

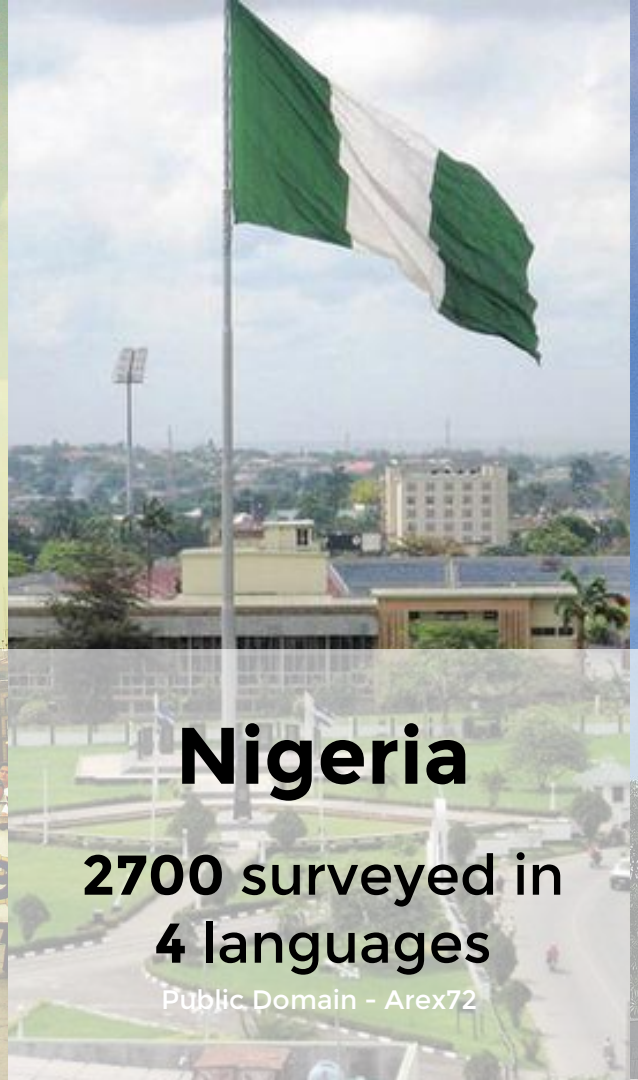
Lack of Wikipedia awareness is stopping us from realizing our vision.

Show me the data!

Mexico

2600 surveyed in
2 languages

CC-by-SA 2.0 - Sandstein



Nigeria

2700 surveyed in
4 languages

Public Domain - Arex72

India

6000 surveyed in
12 languages

CC0 - harivyasi

Egypt

3900 surveyed in
1 language

CC-by-SA 2.0 - Lilian Wagdy

Brazil

3300 surveyed in
1 language

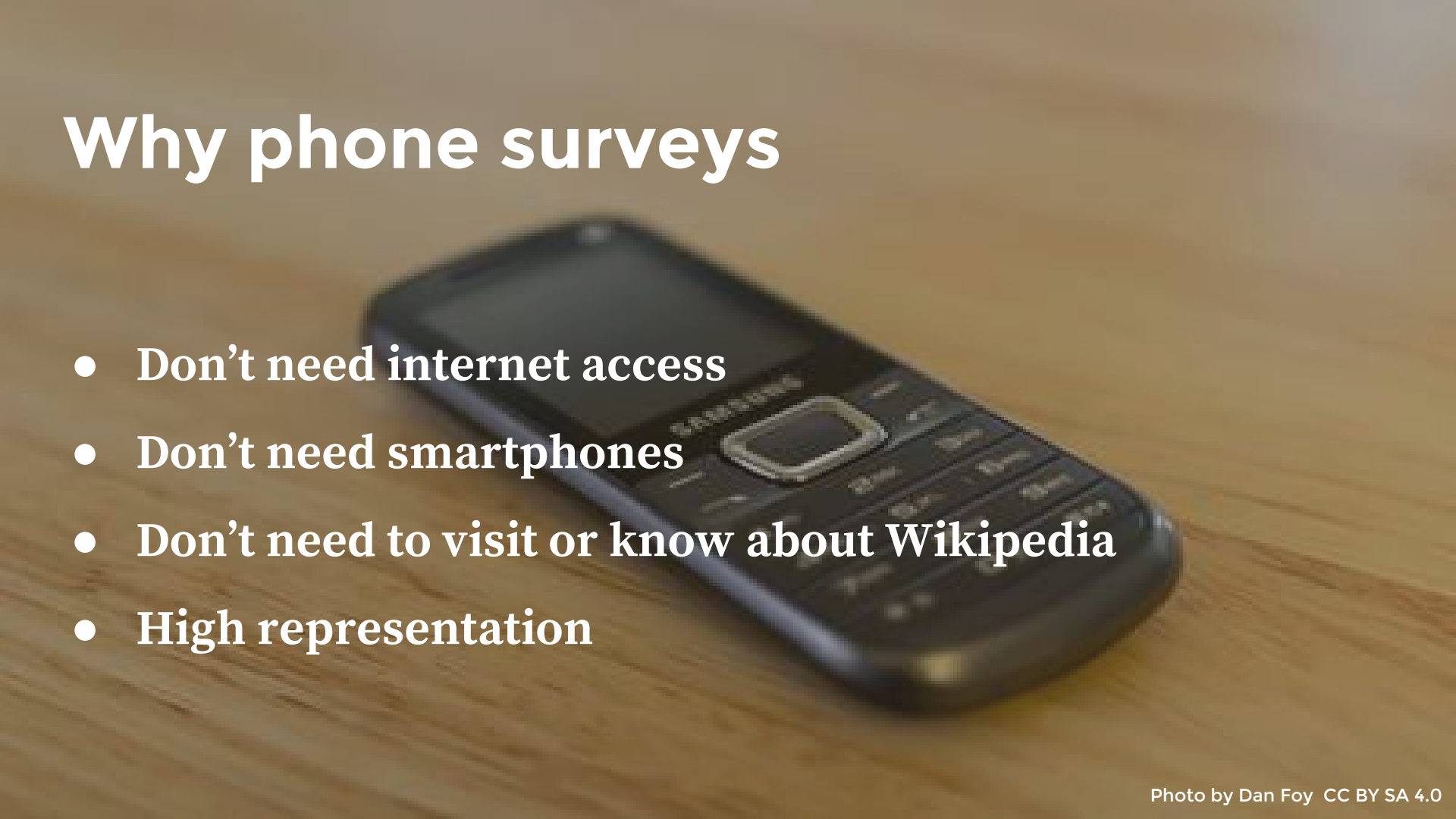
Public Domain - Almanaque Lusofonista

Why we should care

NASA - Public Domain

How we got the big picture

Why phone surveys



- Don’t need internet access
- Don’t need smartphones
- Don’t need to visit or know about Wikipedia
- High representation

Photo by Dan Foy CC BY SA 4.0

Votomobile

Agriculture
UNOPS
FARM RADIO INTERNATIONAL
ADMIRE ADAPTATION MITIGATION READINESS
Citizen Engagement
EQUAL ACCESS
Inform. Educate. Inspire.
Center for Global Development
THE WORLD BANK
APTIVATE
Economic Opportunity
IDEO.ORG
RENEW™
Navigating emerging economies
samasource
potential energy
Education & Youth
Human Network INTERNATIONAL
Aids Fonds
MILLICOM
THE DIGITAL LIFESTYLE
tigo
Gender
THE GIRL EFFECT
Good World Solutions
AMPLIFYCHANGE
STANFORD SCHOOL OF MEDICINE
Stanford University Medical Center
Health
unicef
ipa
INNOVATIONS FOR POVERTY ACTION
fhi360
THE SCIENCE OF IMPROVING LIVES
Abt
Vodafone Foundation

Data Validity

- Methodology
  - Random selection
  - Languages
  - Distribution
- Statistical sampling

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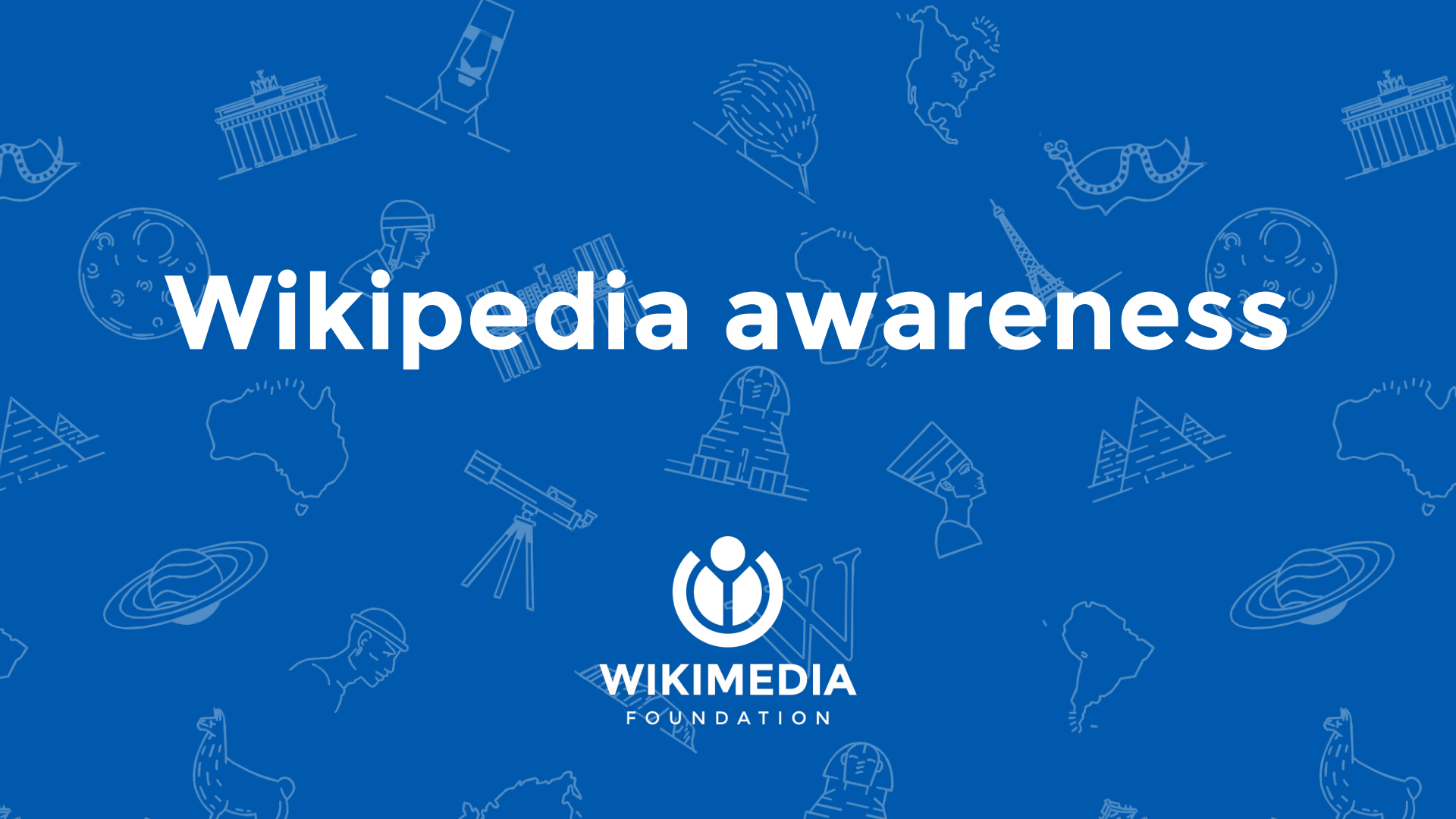
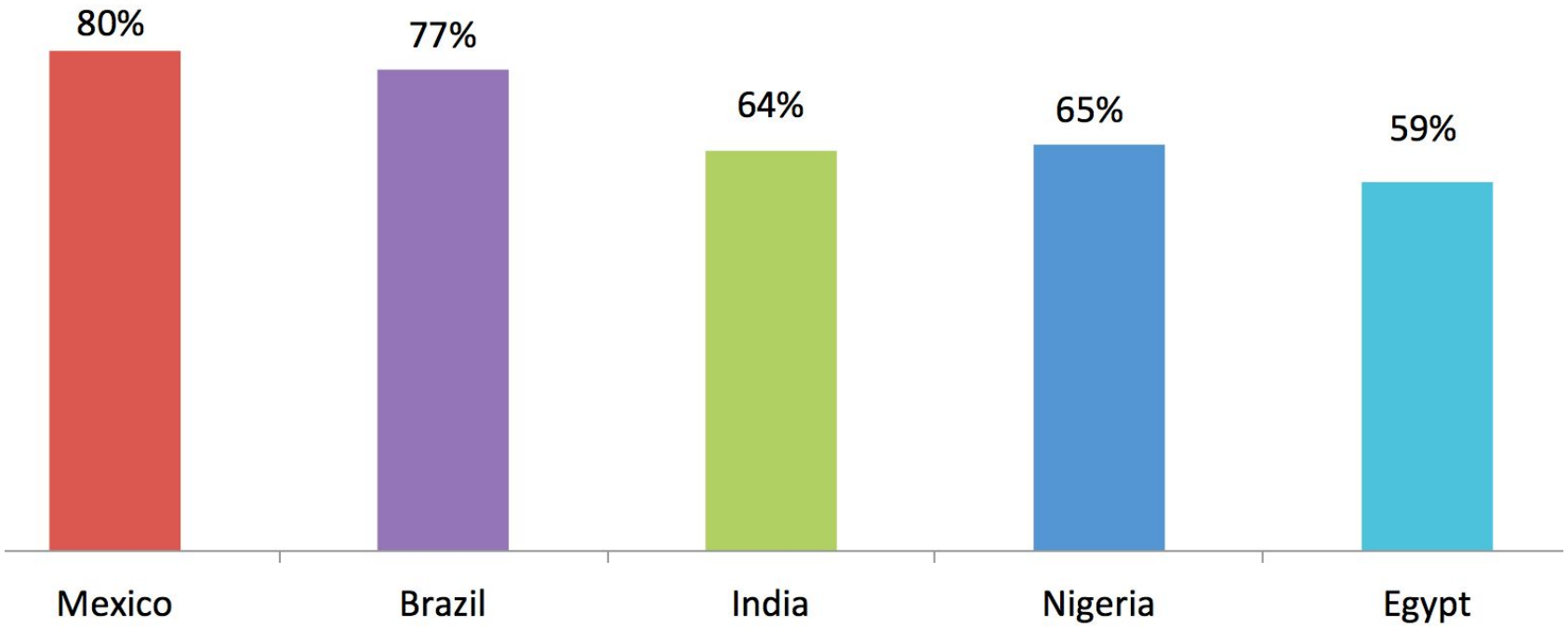
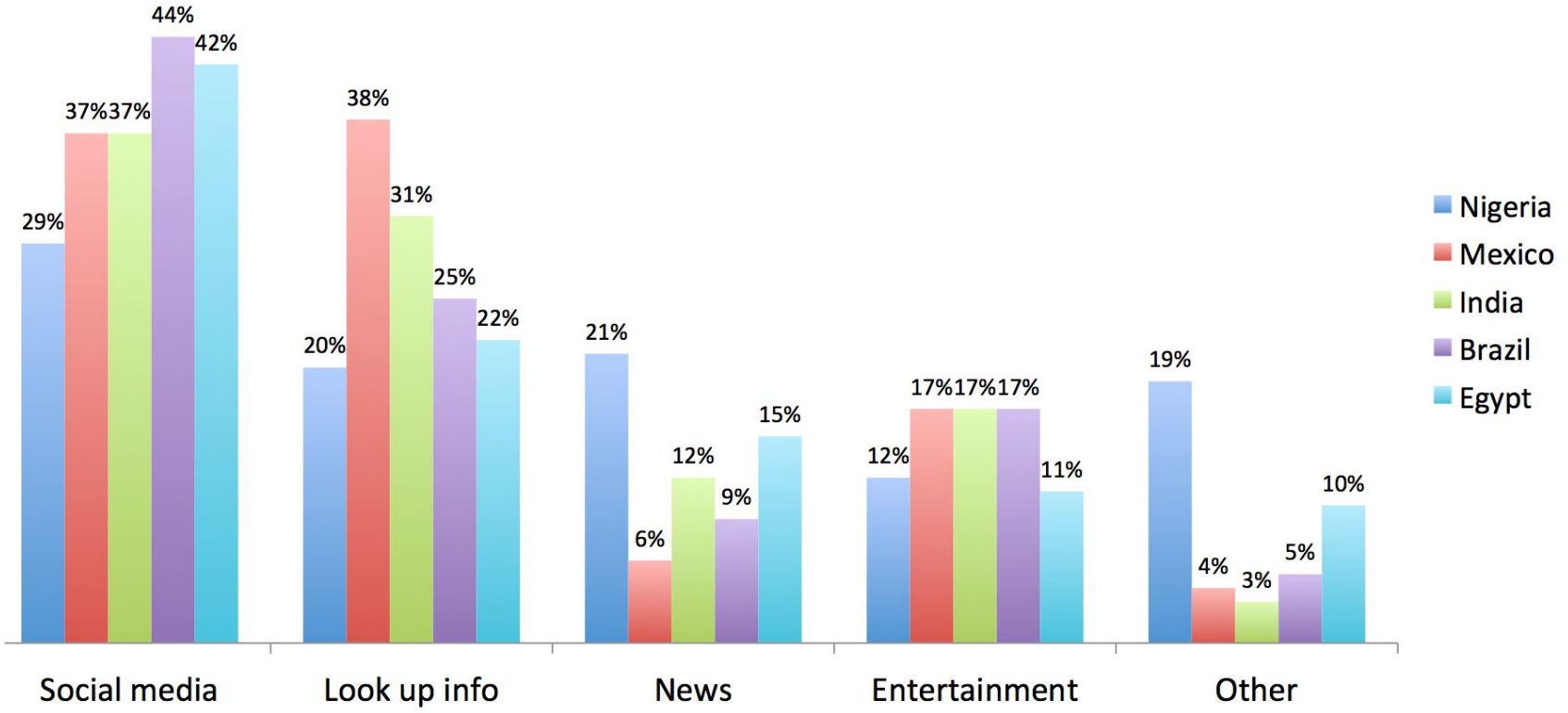
Wikipedia awareness



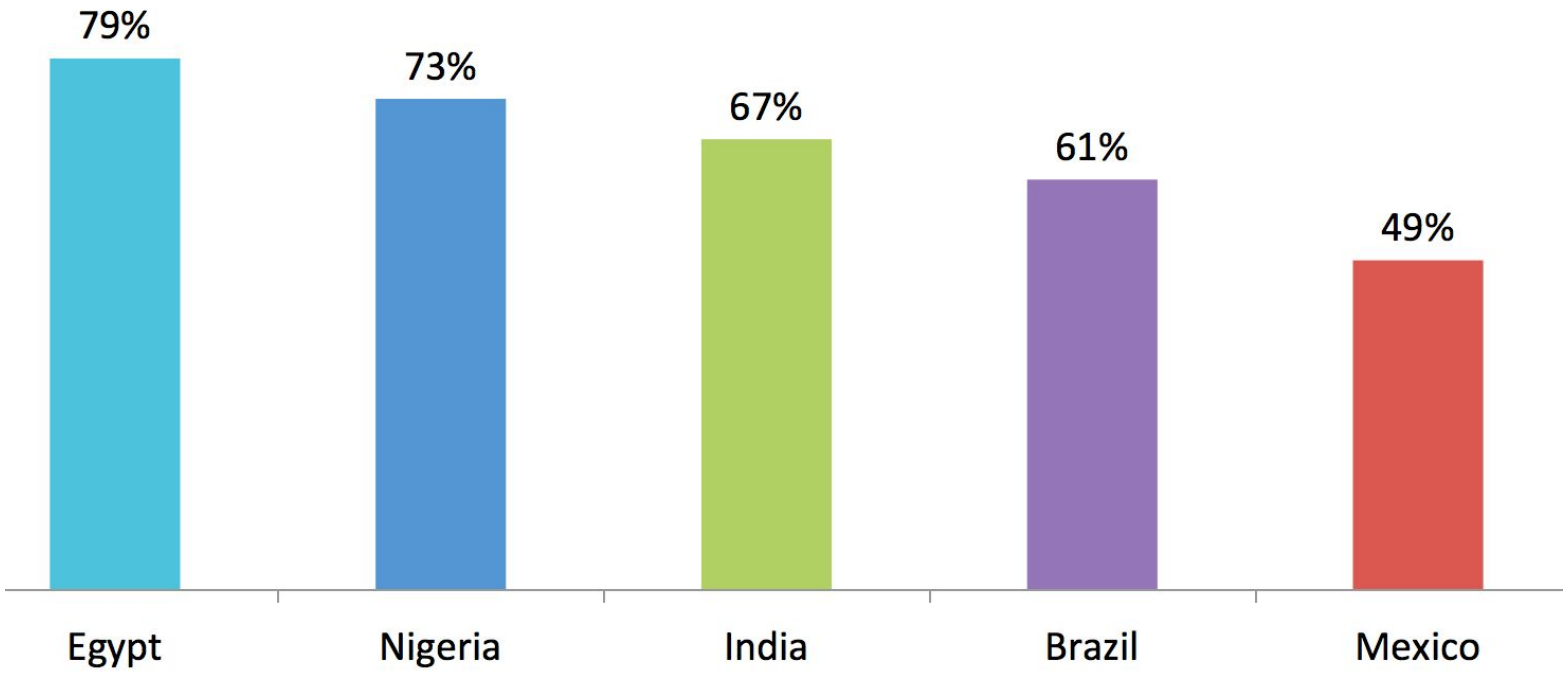
Do you use the internet?



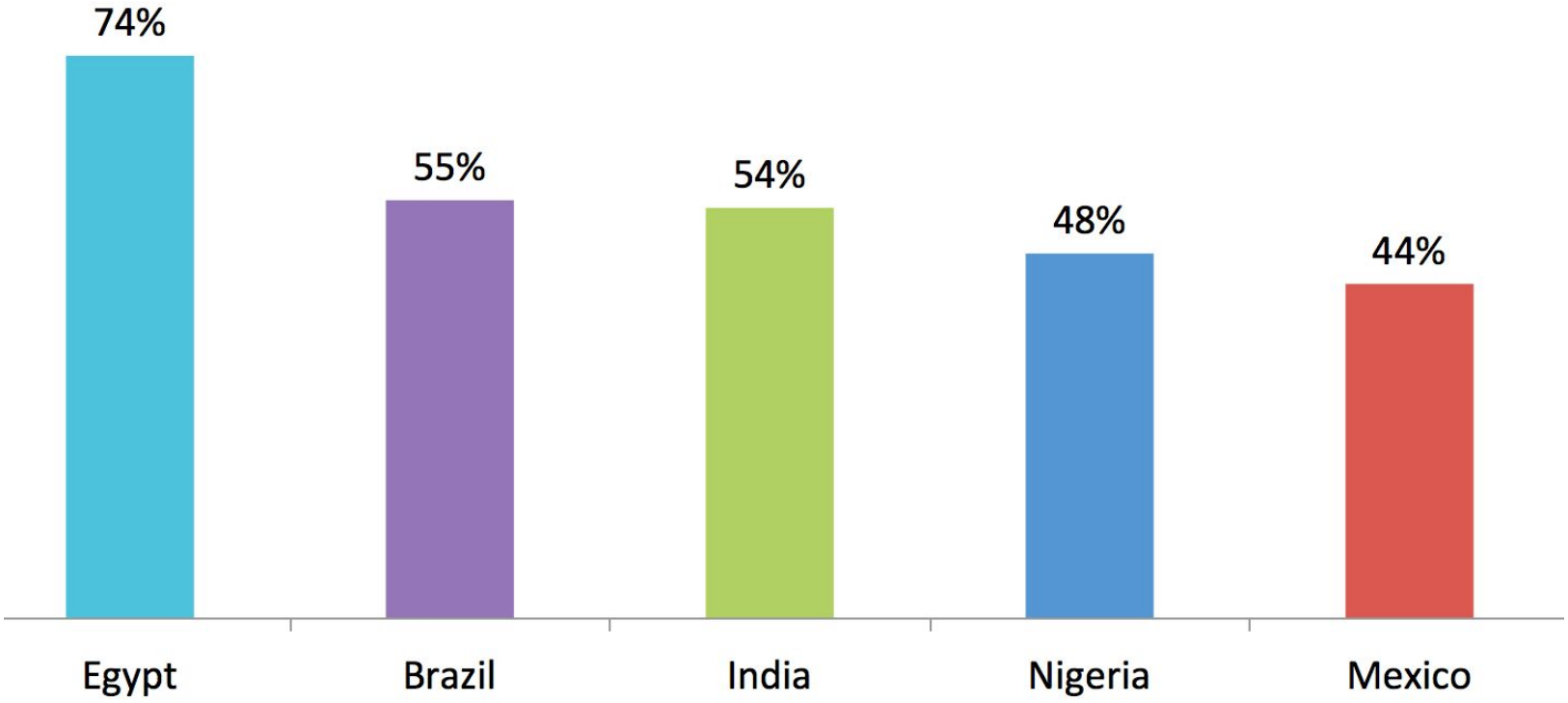
What do you use the internet for the most?



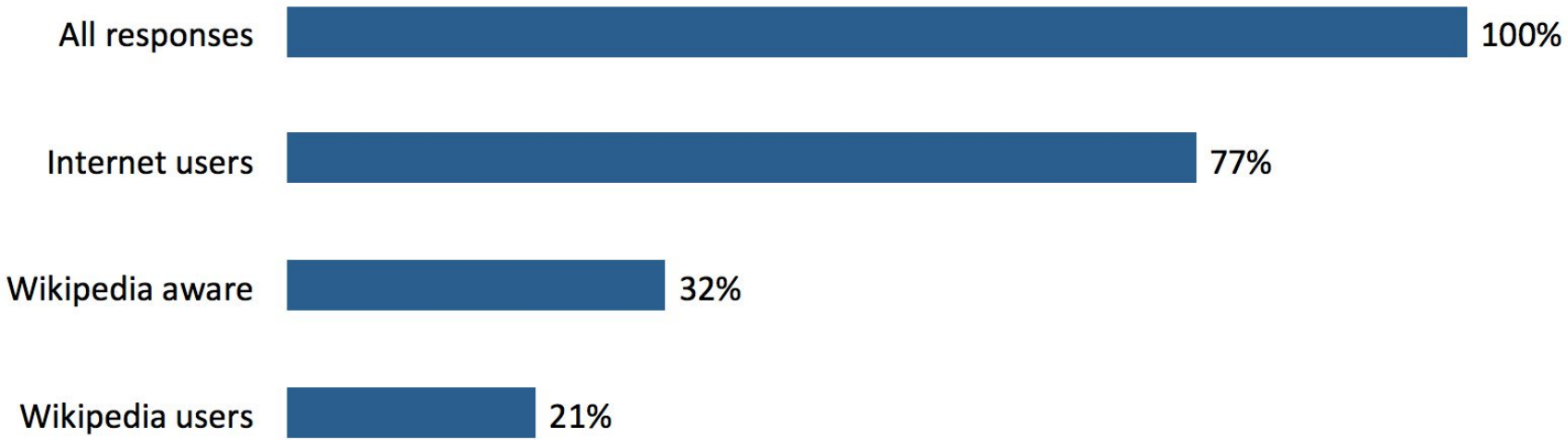
Internet users who haven't heard of Wikipedia



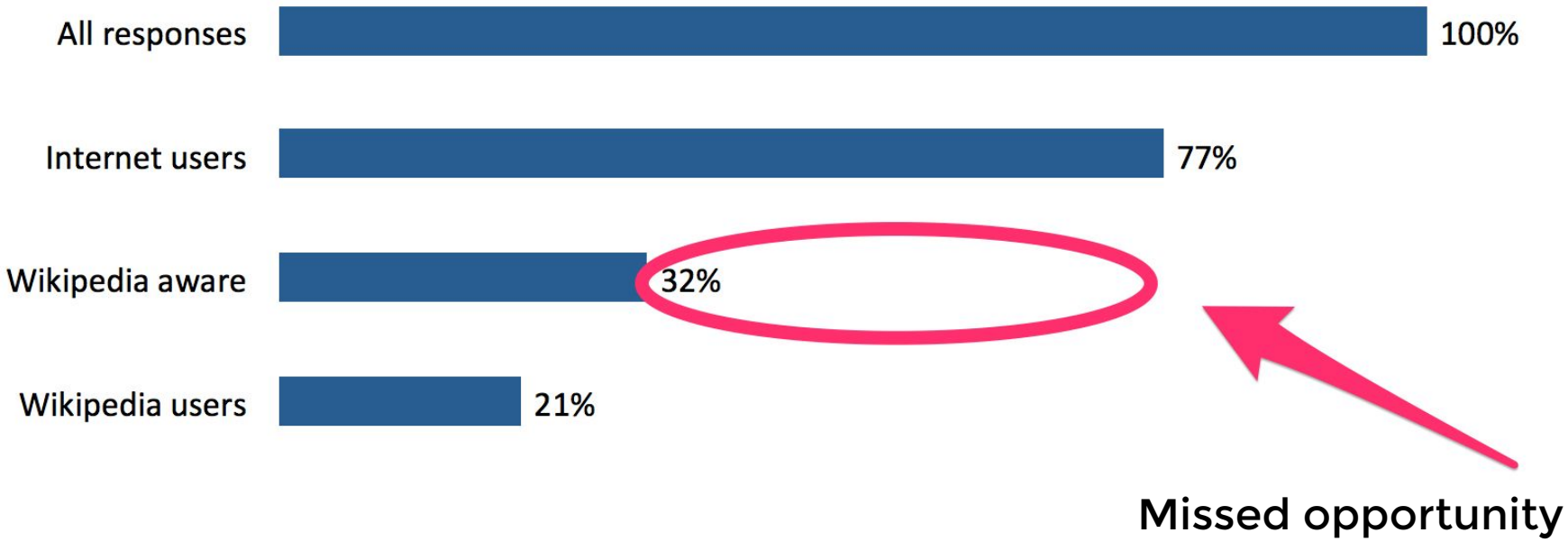
Information seeking Internet users who haven't heard of Wikipedia



Brazil


All responses
100%
Internet users
77%
Wikipedia aware
32%
Wikipedia users
21%

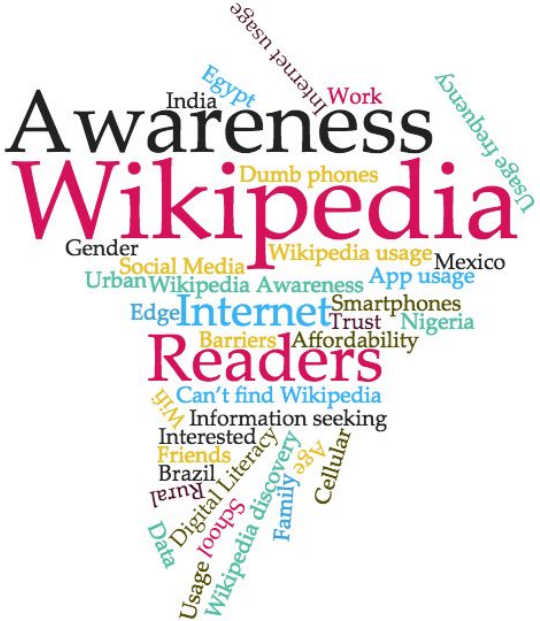
Brazil


All responses
100%
Internet users
77%
Wikipedia aware
32%
Wikipedia users
21%
Missed opportunity

Why this matters

CC-by-SA 3.0 - Pavithrah

Much more to share!



Imagine a world where every single human being can freely share in the sum of all knowledge. That's our commitment.

Product update

Reader motivation and behavior

By germanny - Flickr: bg_twitter, CC BY-SA 2.0

Why do people read Wikipedia?

What influences how someone uses Wikipedia?

Why it matters

- We prioritize and design features to serve user needs
- Editors might alter writing to serve user needs

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By http://wellcomeimages.org, CC BY 4.0

(grossly simplified)

Method

- Ask readers questions
- Record attributes + browsing patterns
- Analyze

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Why are you reading this article today?

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By Timothy Lauro - Own work, CC BY-SA 3.0

Curiosity.

Studying for my med school test

For work!

Because I’m currently watching this show and wondered when the episodes originally aired.

Bored.

To extend my research, comparing the April 2015 Nepal Earthquake and the September 11 attacks.

I want to build a deck “wooden” and support a hot tub at one end of it.

cuz yolo.

Answers fit into a few dimensions and categories

External Motivation

By germanny - Flickr: bg_twitter, CC BY-SA 2.0

Depth

By Eva holderegger walser - Own work, CC BY-SA 3.0

We also looked at other characteristics

User:

- Mobile/Desktop
- Time of day, day of week
- Country, Continent
- Stated familiarity with topic

Behavior:

- Session time, pageview #
- Branching within session
- Pages looked at
  - Topic, centrality, page rank

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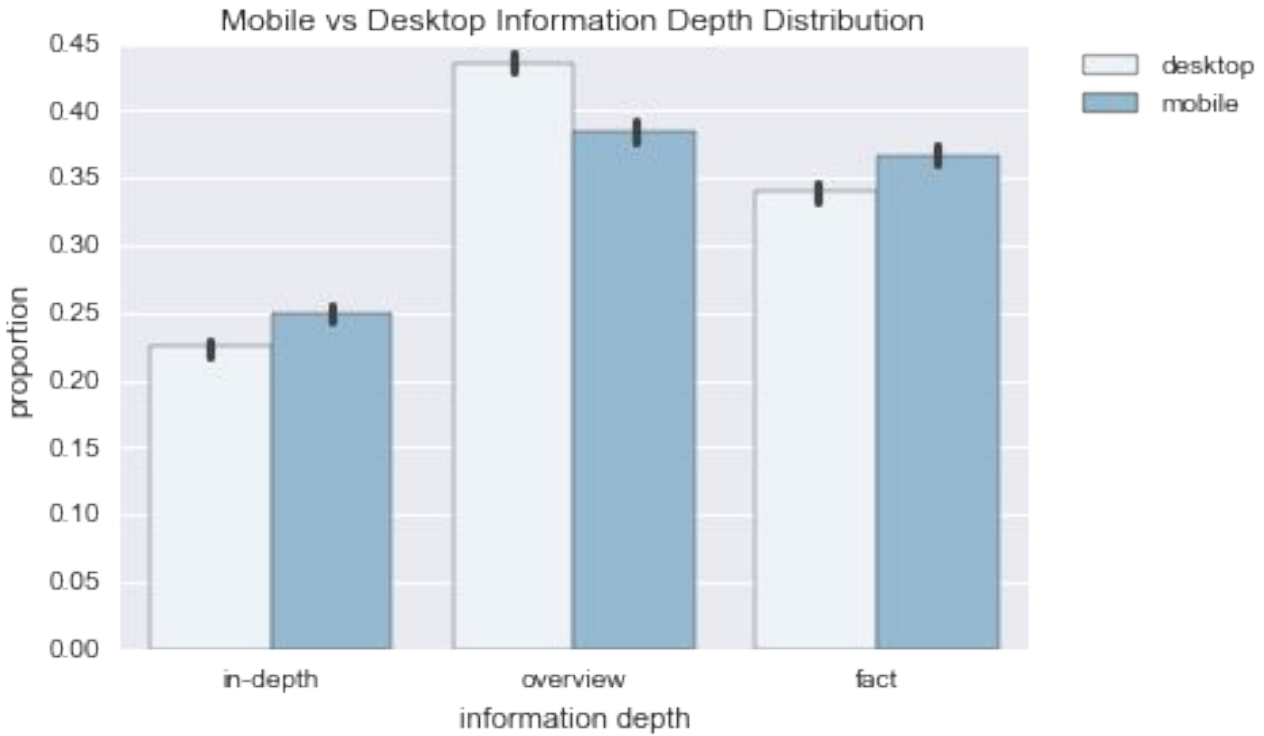
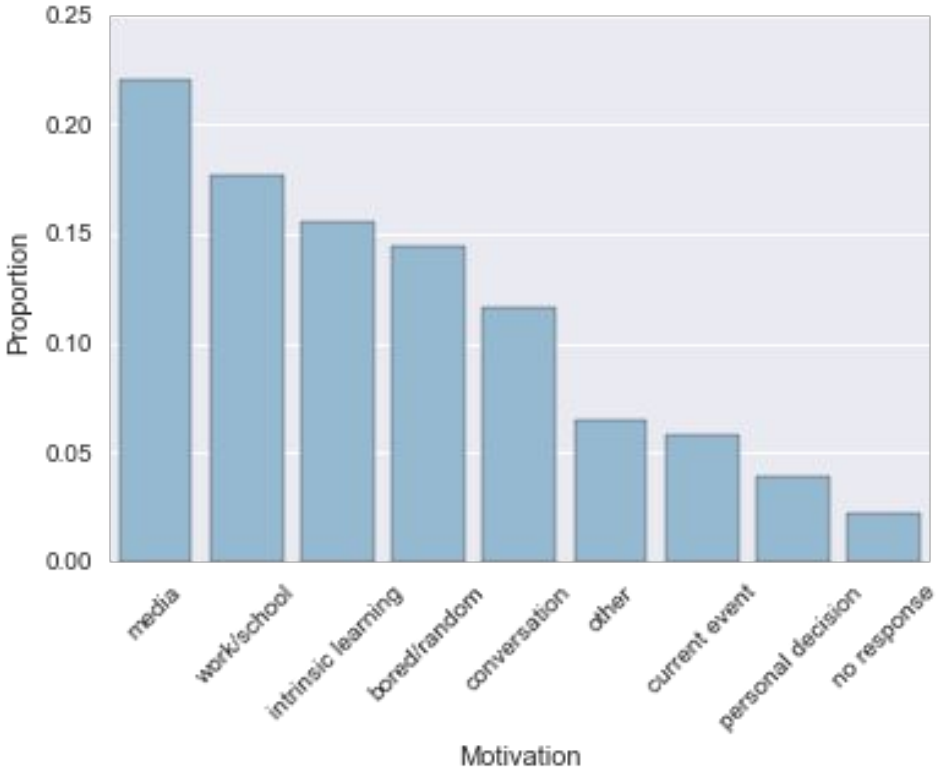
Selected results

Only ¼ of users come for in-depth learning



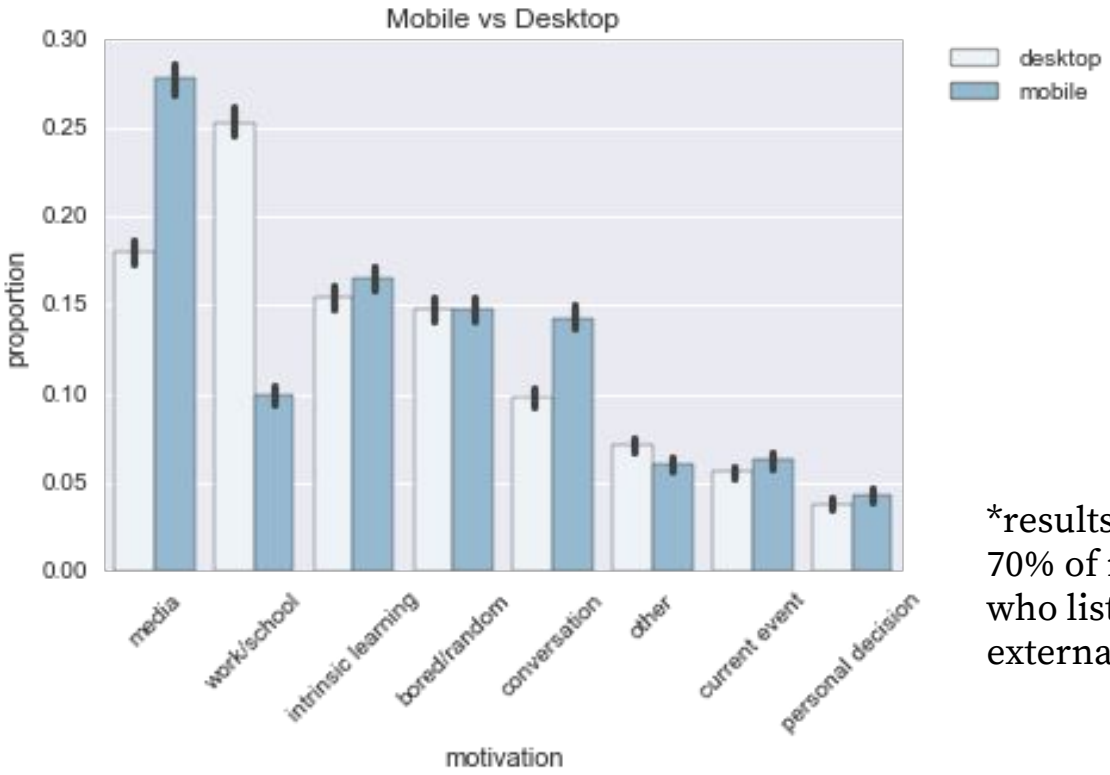
Media is the leading motivator



*results limited to the 70% of respondents who listed one external motivation

Platform matters

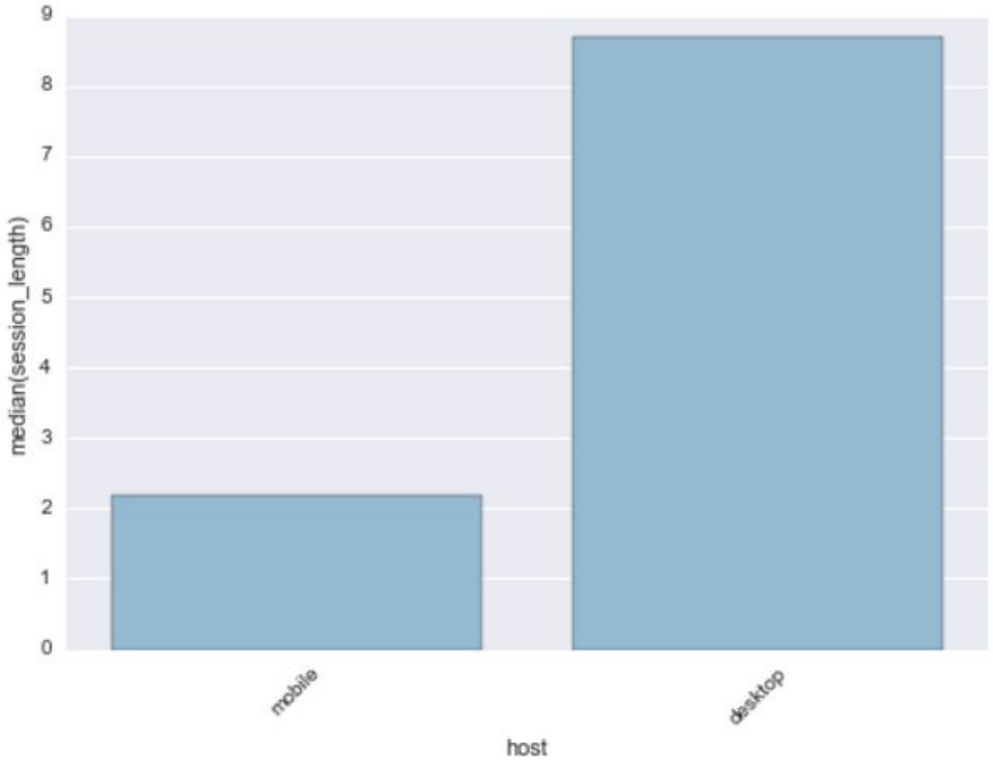
We see predictable differences between desktop and mobile.*



*results limited to the 70% of respondents who listed one external motivation

Desktop has longer sessions

- More pages
- More branching
- More time/page



How we use this

This informs every decision we make.

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Research Finding(s):

- ~37% of users want overviews
- mobile users don’t open as many pages

So we build something like…

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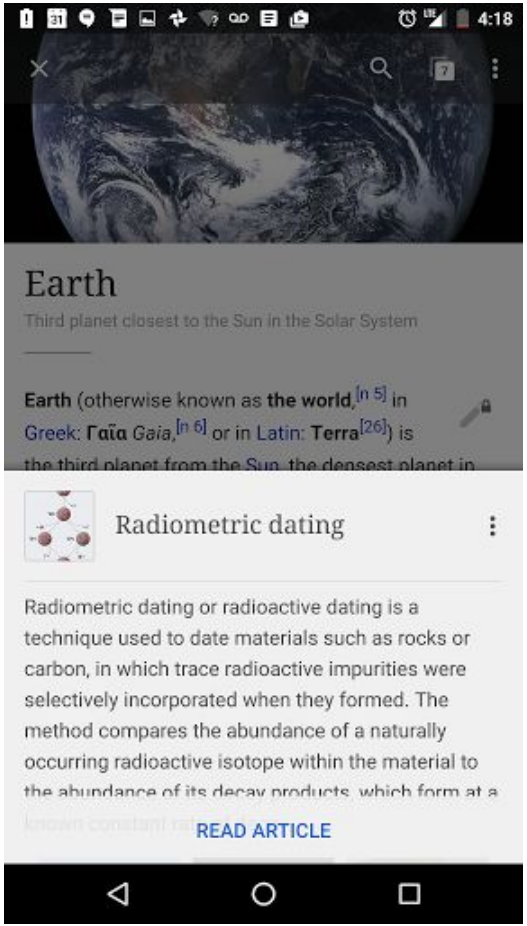
Link Previews

When someone clicks on a link:

- surface the first paragraph
- users get an overview at no cost
- ~20% increase in links clicked per page



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Research Finding:

People often don’t have a question or topic in mind.

So we build something like…

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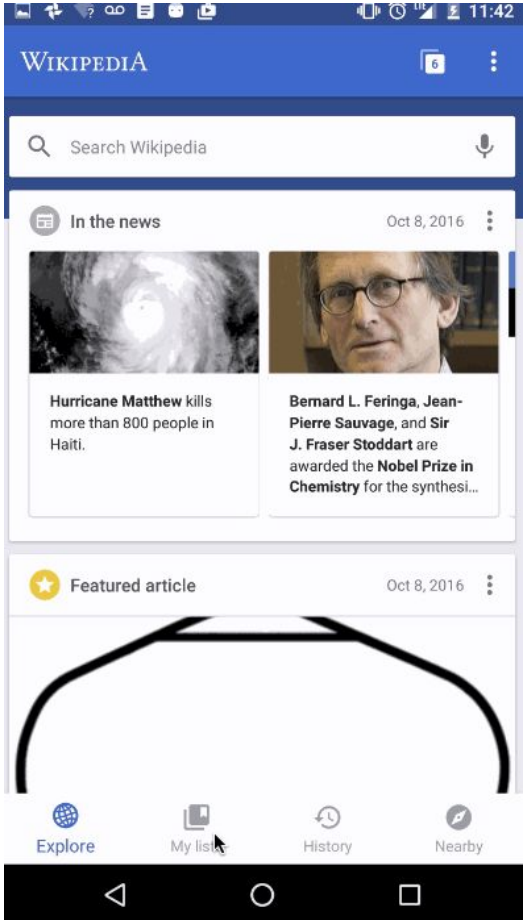
The feed

- We suggest articles
- Already ~12% the size of internal search in driving pageviews



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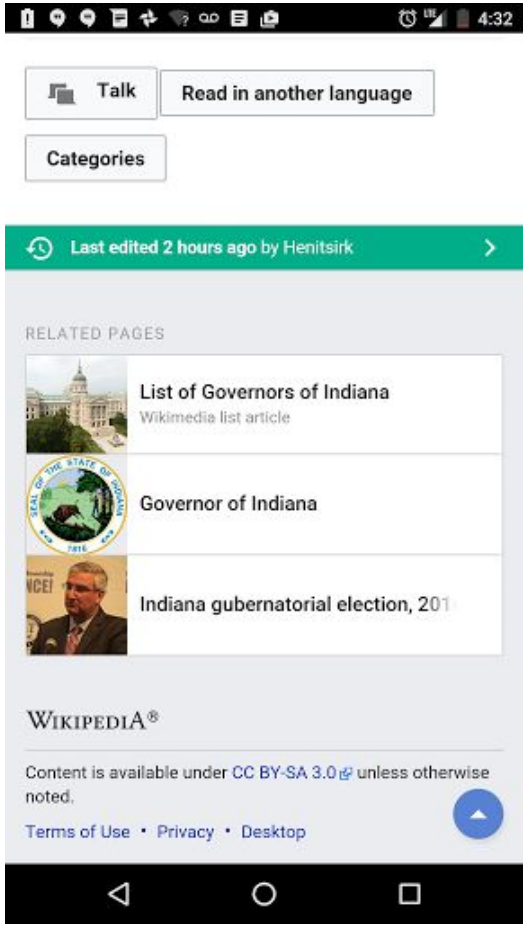
Related pages

- If you get to the bottom of a page, we suggest related topics
- ~20% of people who see it click in mobile web beta



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Next steps

Moar:

Full presentation:
https://docs.google.com/presentation/d/1qWvuRv3yiuVrYv7KK34qrgALkPcmrTj3krxWhWyvAVs/edit?usp=sharing

Background caveats and more here:
https://meta.wikimedia.org/wiki/Research:Characterizing_Wikipedia_Reader_Behaviour/S3-English_Large_Scale

More results:
https://github.com/ewulczyn/wiki-readers/tree/master/src/analysis

Paper pending

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By U.S. government, 1879, Public Domain

Questions and discussion

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