Wikimedia Foundation metrics meeting

27 July 2017

WIKIMEDIA
FOUNDATION

Theme: How Wikimedia is perceived by the world

WIKIMEDIA
FOUNDATION

Agenda

- Welcomes, theme introduction
- Movement update
- Why people read Wikipedia, and why they don’t
- WikimediaFoundation.org discovery findings
- Questions and discussion
- Wikilove

WIKIMEDIA
FOUNDATION

Welcome

Requisition hires:

- Sandra Fauconnier - CE - Netherlands
- Christel Steigenberger - CE - Germany
- Morgan Jue - CE - SF (conversion)
- Cindy Cicalese - Technology - Maryland
- Dayllan Maza - Audiences - Florida

Contractors, interns & volunteers:

- Swati Goel - Technology - SF
- Siebrand Mazeland - Audiences - Netherlands
- Kate Petty - Communications - Maryland

WIKIMEDIA
FOUNDATION

Anniversaries

Aaron Schulz (9 yrs)
Arthur Richards (7 yrs)
Michael Beattie (6 yrs)
Jeff Green (6 yrs)
Niklas Laxström (6 yrs)
Tilman Bayer (6 yrs)
Lynette Logan (5 yrs)
C Scott Ananian (4 yrs)
Dennis Porter (4 yrs)
Nick Wilson (4 yrs)

Tighe Flanagan (4 yrs)
Bryan Davis (4 yrs)
Kristen Lans (3 yrs)
Josephine Gulingan (3 yrs)
Katie Francis (2 yrs)
Trey Jones (2 yrs)
Mikhail Popov (2 yrs)
Emerauld Ross (2 yrs)
Gretchen Yen (1 yr)

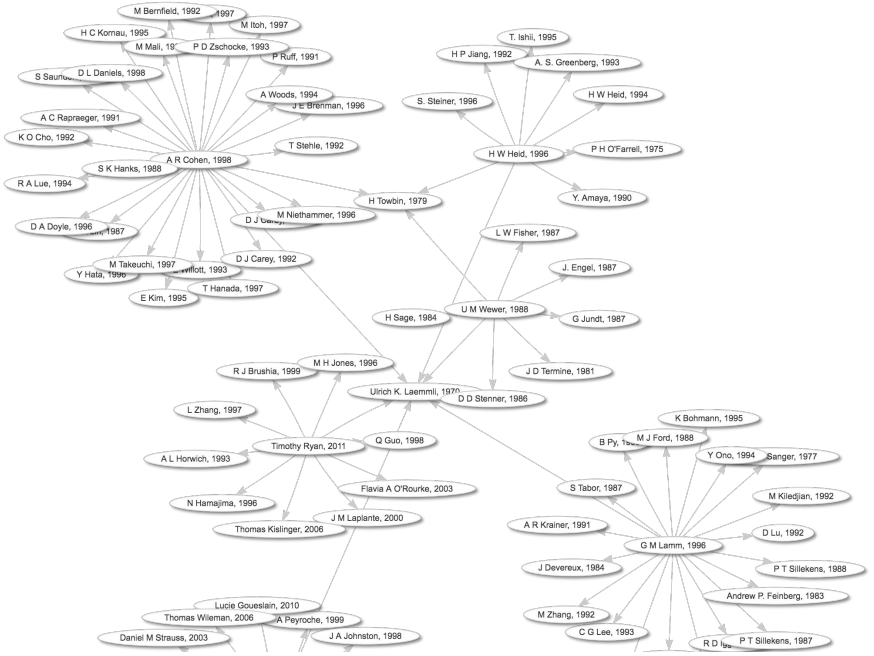
CC BY 2.0, Thomas Bresson

Movement update

WikiCite

WikiCite

- WikiCite is a proposal to build a **bibliographic database** in Wikidata to serve all Wikimedia projects.
- Creates, refines and uses data models for works cited as references across Wikimedia projects (books, articles, data, court cases, patents etc.).
- **Citation graph** between works, coordinated with OpenCitations and the Initiative for Open Citations.
- Tools (e.g. ShEx), workflows (e.g. Zotero translators) and pilot corpora (e.g. on Zika virus).
- Two meetings organized so far; 94 participants at WikiCite 2017.



Partial citation graph around a famous publication

CC0, Finn Årup Nielsen, Daniel Mietchen, Dario Taraborelli

Wiki Loves Earth 2017

wiki loves EARTH

2012 — idea born

2013 — was run in Ukraine only

2014 — 16 countries

2015 — 26 countries

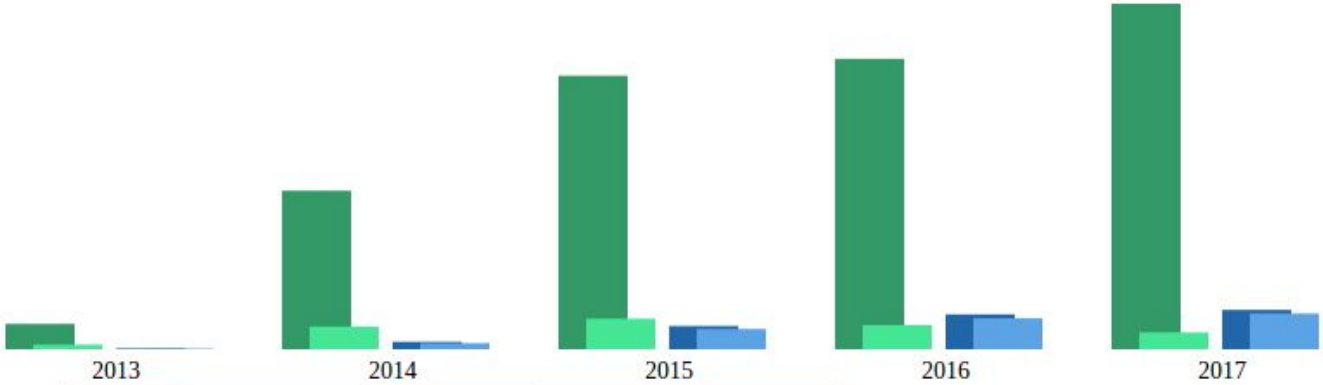
2016 — 24 countries

2017 — 37 countries

Logos: Zlir'a, Toomasb, Bachounda, Brainmachine, Interfase, Krish Dulal, Ivan25, Yarl, Digr
All CC BY-SA 3.0

Wiki Loves Earth

Tool Labs – Tools for Wiki Loves Photo Competitions



Year	Uploads	Images used in the wikis	Uploaders	Uploaders registered after competition start
2013	9691	1761 (18%)	350	276 (78%)
2014	60456	8628 (14%)	2854	2327 (81%)
2015	104326	11650 (11%)	8862	7732 (87%)
2016	110764	9226 (8%)	13301	11811 (88%)
2017	131759	6397 (4%)	15018	13632 (90%)

Screenshot GNU general public license 3.0

Wikimedia Foundation highlights

- **AbuseFilter conversation** -- The Anti-Harassment Tools team began a structured conversation about the AbuseFilter tool on both Meta and English Wikipedia. This is an important preparation stage for prioritizing work to be done by the team and gathering input from users who write and manage filters.
- Event documentation **from Developer Relations** -- The Developer Relations team has finished a three week project to document and organize guidelines and resources around Wikimedia Hackathons. The resource is meant to be a guide for anyone who's interested in organizing a hackathon or learning more about how to participate at one, however event organizers working on other types of events should find it useful as well.
- Community Engagement Insights -- Individual graphics are available, but the report is still being finalized. Some data was shared with Wikimedia Foundation staff recently; we will be hosting a complete presentation of the report to communities a few weeks after Wikimania.
- Wikimedia Resource Center -- After processing feedback from community members, we redesigned the space and launched version 2.0. Resources are now filtered by user types, and we enabled contributions from anyone.

Coming up in August

- **Wikimania 2017 - August 9 - 13.** The 13th annual Wikimania conference will be in Montreal next month. Preconference programming also includes the Hackathon, Learning Days, WikiConference North America, Wikiproject Med Conference, WMCON follow up day, and an edit-a-thon for First Nations on Wikipedia.

WIKIMEDIA
FOUNDATION

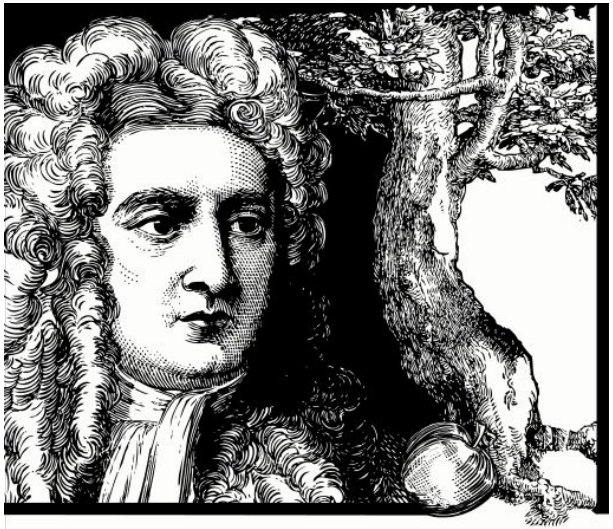
Why people read Wikipedia, and why they don't

WIKIMEDIA
FOUNDATION

Movement Strategy Brand Research

Scope & methodology

Objective: Understanding Wikipedia's brand in high-awareness regions



By User:LadyofHats CCO 1.0

- Wellspring Insights & Innovation
- US, UK, Spain, France, Russia, Japan & Germany
- Non-probability sampling

WIKIMEDIA
FOUNDATION

Preliminary Insights

Public Domain

On average, people think of Google about nine times more often than Wikipedia.

WIKIMEDIA
FOUNDATION

When you want to find information online, what three websites would you say you go to most often?

	TOT	FR	DE	JP	RU	SP	UK	US
Google	85%	88%	93%	80%	75%	89%	83%	89%
Wikipedia	**45%**	**59%**	**55%**	**29%**	**29%**	**61%**	**45%**	**48%**
YouTube	43%	41%	49%	40%	39%	42%	39%	48%
Yahoo!	21%	12%	9%	58%	1%	16%	12%	25%
Facebook	17%	27%	29%	7%	4%	14%	17%	21%

WIKIMEDIA
FOUNDATION

Only 50 percent of Gen Z knows we are a non-profit.

WIKIMEDIA
FOUNDATION

And only 40 percent overall know we are funded by reader donations.

WIKIMEDIA
FOUNDATION

On a scale of 0-10, please rate how strongly you associate Wikipedia with each of the following words or phrases.

N = 6768

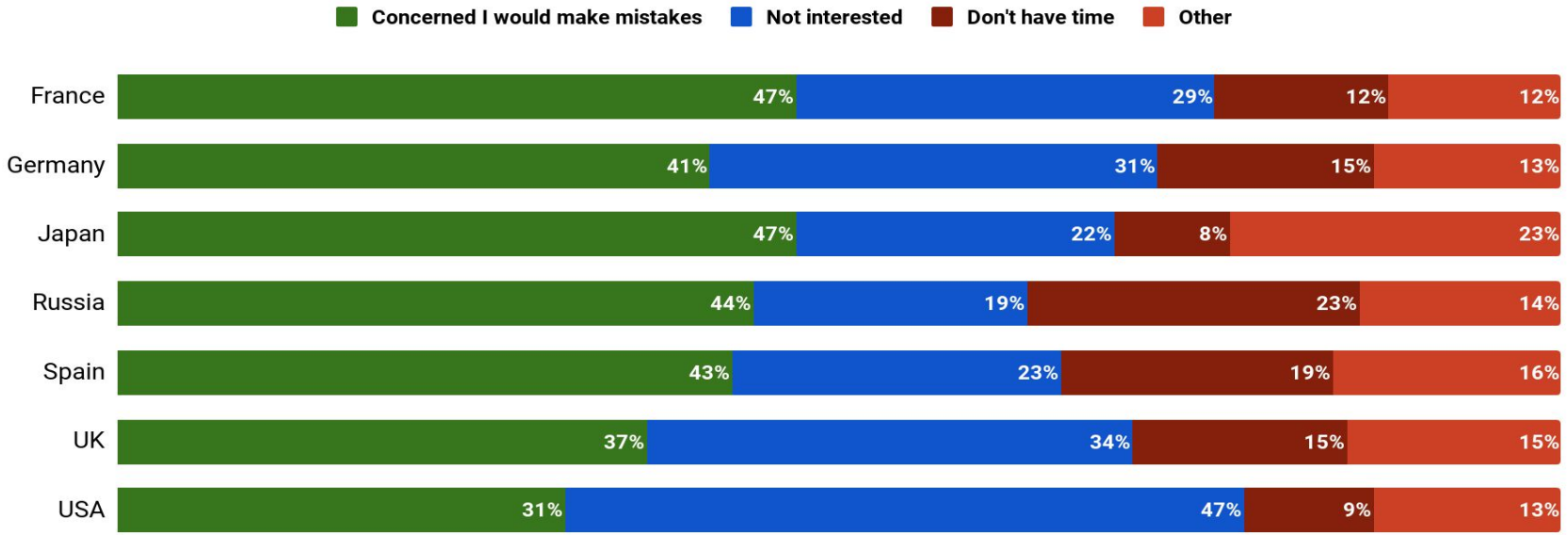
	TOT	GenX 36-49	GenY 20-35	GenZ 13-19
Free knowledge for every person	**8.5**	**8.6**	**8.5**	**8.4**
Useful	**8.3**	**8.4**	**8.3**	**8.0**
Easy to read	7.7	7.9	7.8	7.0
Free of advertising	7.3	7.4	7.4	6.9
Comprehensive	7.3	7.5	7.3	6.9
High Quality	7.1	7.3	7.1	6.8
Professional	7.0	7.2	7.0	6.7
Neutral, unbiased content	7.0	7.2	6.9	6.6
Transparency	6.9	7.1	7.0	6.2

WIKIMEDIA FOUNDATION

Only 47 percent of GenZ knows content is volunteer created.

WIKIMEDIA
FOUNDATION

Which of the following best explains why you have never tried to edit a Wikipedia article?



N = 3859

WIKIMEDIA
FOUNDATION

Spain/Japan/Russia Outliers...

CC by SA 3.0, Richard Bartz

Why We Read Wikipedia

Philipp Singer*, Florian Lemmerich*, Robert West,
Leila Zia, Ellery Wulczyn, Markus Strohmaier, Jure Leskovec

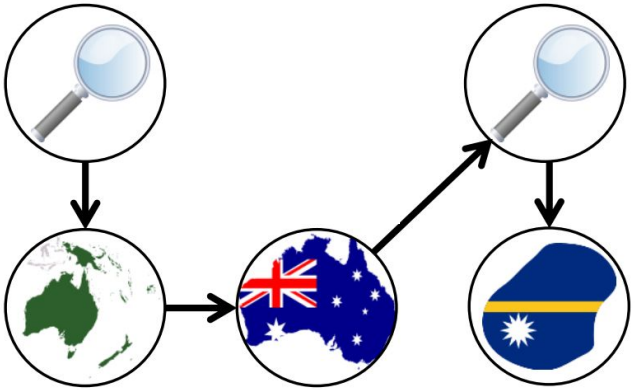
The readers

Every second, 6000 Wikipedia pages are viewed by people -- And we don’t know why!

Providing educational content and effectively disseminating it requires understanding the needs and motivations of the people behind these pageviews.

But where to start?

Surveys + Webrequest logs



CC BY SA 4.0, Singer, Philipp, et al. "Why We Read Wikipedia"

What to ask?

Survey 1: build the taxonomy (en)

“Personal interest about conflicts in middle east”

“So I can see the country’s population”

“NY Times today mentioned Operation Wetback, alluded to by Trump in debate, & wanted to learn more.”

“Confirming address for shipment going to this town”

“Studying for my med school test”

“Interest and curiosity”

“Because I am in a very boring art lesson”

“To find out more information about this aircraft.”

“Someone came by my desk talking about The Last Man on Earth (movie). So I looked it up.”

“To see a movie summary”

“I had previously edited it.”

WIKIMEDIA FOUNDATION

Why are you reading this article today?

Information need

I am reading this article to

- ❏ Look up a specific fact or to get a quick answer.
- ❏ get an overview of the topic.
- ❏ get an in-depth understanding of this topic.

Prior knowledge

Prior to visiting this article

- ❏ I was not familiar with the topic and I am learning about it for the first time.
- ❏ I was already familiar with the topic.

motivation

I am reading this article because

Please select all answers that apply

- ❏ the topic was references in a piece of media (e.g., TV, radio, article, film, book).
- ❏ I need to make a personal decision based on this topic (e.g. to buy a book, choose a travel destination).
- ❏ I am bored and randomly exploring Wikipedia for fun.
- ❏ the topic came up in a conversation.
- ❏ I have a work or school-related assignment.
- ❏ I want to know more about a current event (e.g. a soccer game, a recent earthquake, somebody's death)
- ❏ this topic is important to me and I want to learn more about it. (e.g., to learn about a culture).
- ❏ Other [ ]

What to ask?

Survey 1: build the taxonomy (en)

Survey 2: assess robustness (en, es, fa)

What to ask?

Survey 1: build the taxonomy (en)

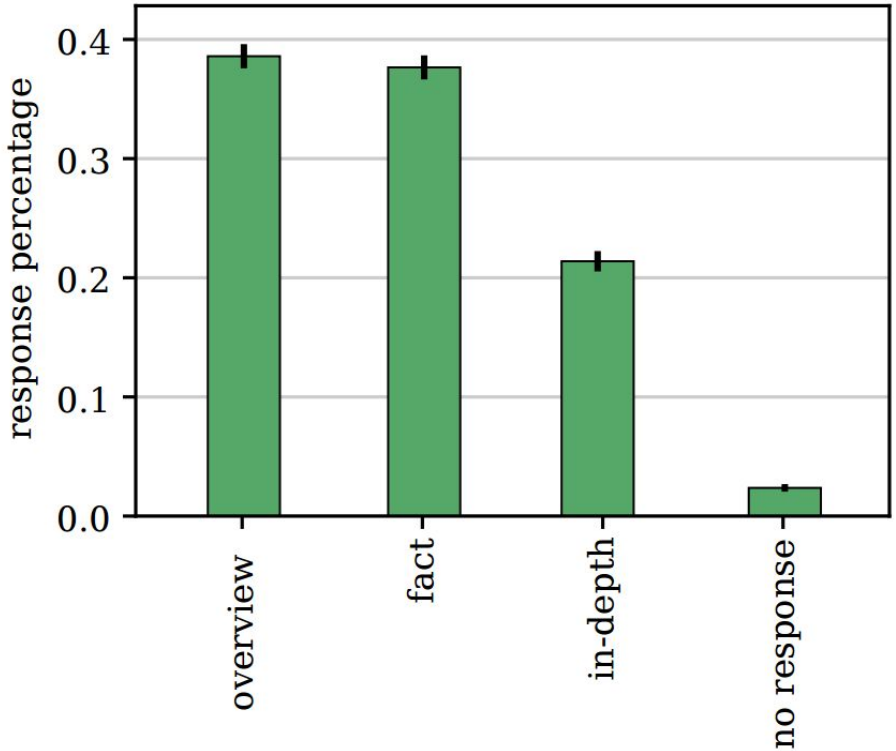
Survey 2: assess robustness (en, es, fa)

Survey 3: the grand survey (en)

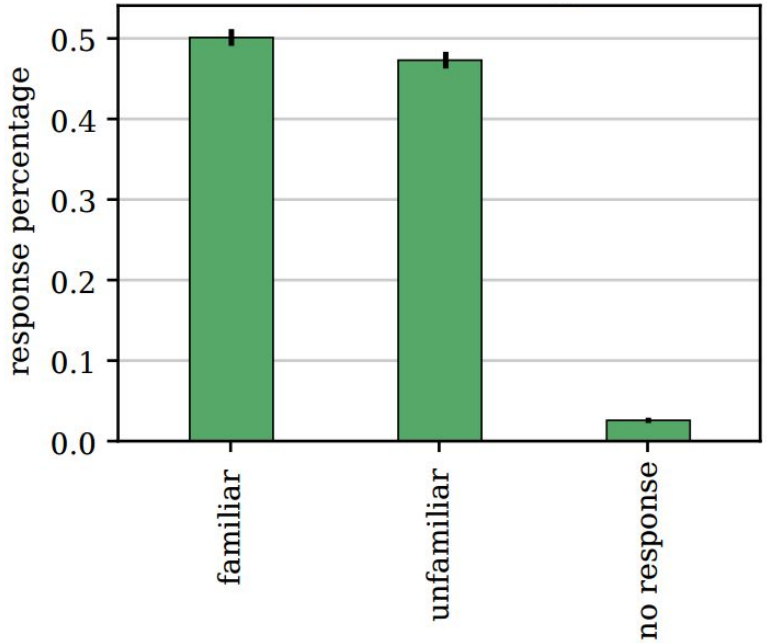
The grand survey

- Duration: 1 week
- Sampling rate: 1 out of 50
- English Wikipedia, mobile and desktop
- On article pages and to those with DNT off
- Participants: 29,372

Information need



Prior knowledge

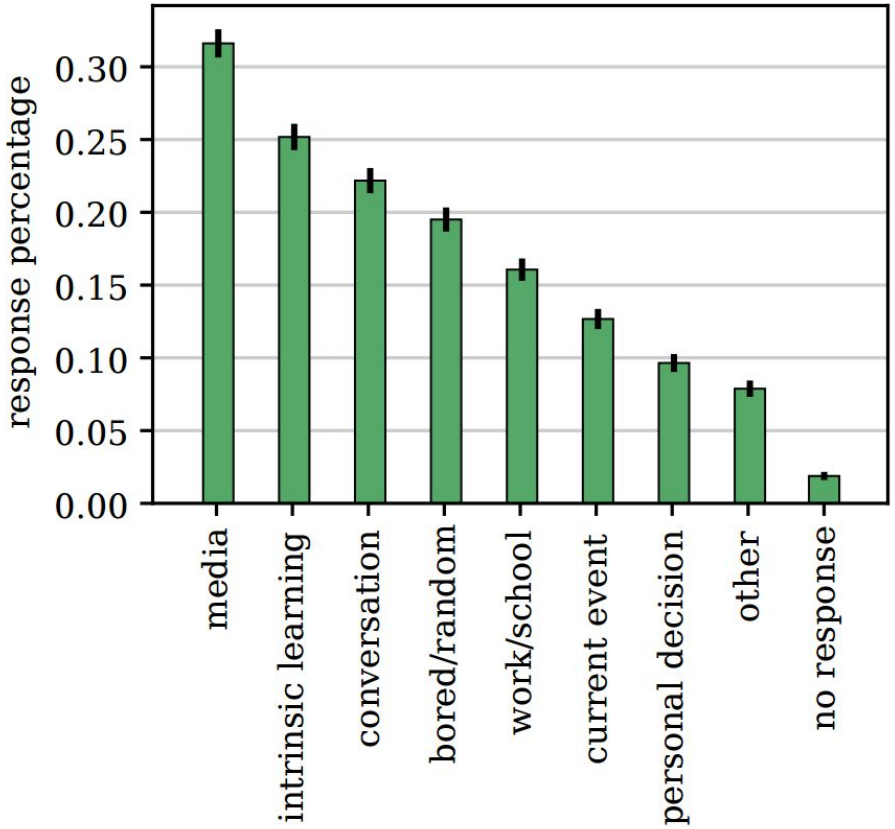


Prior knowledge

Users who report familiarity with articles and topics read:

- spare-time oriented topics, such as sports, 21st century, TV/movies/novels
- popular articles
- longer articles
- articles that are more central in the link network

Motivation


response percentage
0.30
0.25
0.20
0.15
0.10
0.05
0.00
media
intrinsic learning
conversation
bored/random
work/school
current event
personal decision
other
no response

Motivation: work/school

Those motivated by work or school projects:

- read articles about war & history, mathematics, technology, biology, chemistry, literature & arts
- read topics that are related to academic and professional activities than to leisure
- stay longer on an individual page
- are more likely to use external search engines
- use Wikipedia desktop version

Motivation: bored/rand.

Those who are bored or are randomly exploring Wikipedia:

- read articles about sports, 21st century, TV/movie/novels
- read topics that are more spare-time oriented
- spend only little time on individual articles
- come to Wikipedia more often
- switch topics frequently
- are more likely to use internal navigation

Key takeaway

English Wikipedia is read in a wide variety of use cases -- readers differ in their motivation triggers, depth of information, and prior familiarity

Next steps

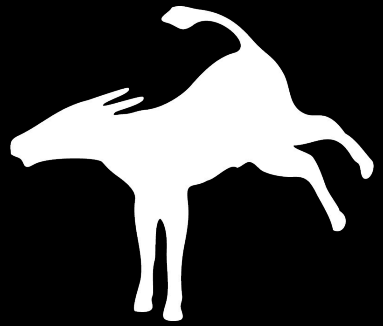
- Robustness of observations and prevalence across languages: Arabic, Bengali, Chinese, Dutch, English, German, Hebrew, Hindi, Hungarian, Japanese, Romanian, Russian, Spanish, and Ukrainian (250K+)

- Where to learn more
  - Paper: Why We Read Wikipedia
  - Ongoing documentation on meta
  - Wikimania

Wikimedia Foundation.org discovery findings

Hi!

We’re Mule.



We’ve worked with you before

policy.wikimedia.org

Screenshot CC by SA 3.0

"Wikimania 2014 - London 09" by Helpameout, licensed under CC BY-SA 4.0.

15.wikipedia.org

Screenshot CC by SA 3.0, photo by Tanya Habjouqa, CC-BY-SA 3.0

NEXT UP:

wikimediafoundation.org

Where we are in the process:

- ~~Audit~~
- Discovery
- Design
- Develop
- Deploy

What is **Discovery**?

What we did so far:

- Talked to over 40 members of Foundation leadership, staff, contractors, community members, and external audiences
- Conducted a comparative review of sites and materials from other organizations in the same space
- Reviewed existing content on Foundation wiki and select pages on Meta

What we learned:

- You are doing work relevant to the world
- There are many, many channels of communication at Wikimedia
- Key audiences for purpose of wikimediafoundation.org: general public, (potential) donors, press, job seekers, (potential) volunteers, ally and partner organizations (anyone with common cause)
- There is a great need for accessible communication about the work

We examined how you **find**, **organize** and **distribute** information

IRC

gChat

Mailing lists

Facebook

WhatsApp

meta

Talk pages

Email

There are three modes for sharing information.

CC by SA 4.0, Ganesh Dhamodkar

Collaboration

Documentation often impedes collaboration

Participation != Collaboration

CC by SA 4.0, National Library of Australia

Communication

Talking about the work will help.

CC by SA 4.0, Ragg Strand and Bjørn Fjørtoft

Documentation and collaboration are no substitute for **communication**.

CC by SA 4.0, German Federal Archives

Screenshot CC by SA 3.0, photo by ZMcCune WMF, CC by SA 4.0

The Wikimedia Foundation, Inc. is a nonprofit charitable organization dedicated to encouraging the growth, development and distribution of free, multilingual, educational content, and to providing the full content of these wiki-based projects to the public free of charge. The Wikimedia Foundation operates some of the largest collaboratively edited reference projects in the world, including Wikipedia, a top-ten internet property.

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

Home
About Wikimedia
Our projects
Contact us
Press room
Staff and contractors
Wikimedia blog
Work with us
Questions for Wikimedia?

Support
Donate
Benefactors
Legacy
Volunteering
Wikimedia Shop

Corporate
Board of Trustees
Advisory Board
Bylaws
Values
Policies
Resolutions
Annual Report
Financial reports and Form 990
Fundraising reports
Movement affiliates

Wiki

Job openings

See the job openings page for more information.

Recent Wikimedia Blog posts

- **Appeals court rules in favor of Wikimedia in Brazil**
  July 26, 2017
- **Italy's video game archive breathes life into gaming history and culture**
  July 26, 2017
- **Wikimedia Sweden loses case as court rules against free access to public art online**
  July 25, 2017
- **The Metropolitan Museum of Art: 375,000 windows on art history, and that's just the beginning**
  July 25, 2017
- **Wikimedia Research Newsletter, April 2017**
  July 24, 2017

Read the complete blog archive. »

Connect with the Wikimedia Foundation on social media. »

Support us

Reports and releases

The 2015–2016 Annual Report—Facts matter

Check out the press room for our press releases. Be sure to sign up to receive reports and announcements by e-mail.

Guiding documents

The annual plan documents the Foundation's 2016–17 financial plan,

Everyone's job is harder in the absence of **basic**, **accessible information** about the movement.

CC by SA 4.0, Mark Percyt

Provide people with a starting point

We looked at

- Mozilla
- Creative Commons
- EFF
- Linux Foundation
- 18F
- ProPublica
- Many Foundations
- 826 Valencia

Let’s look at other people’s websites!

Why, What, How, When + Donate

Screenshot CC by SA 3.0

Straight Forward

(while also providing a ton of information for many audiences)

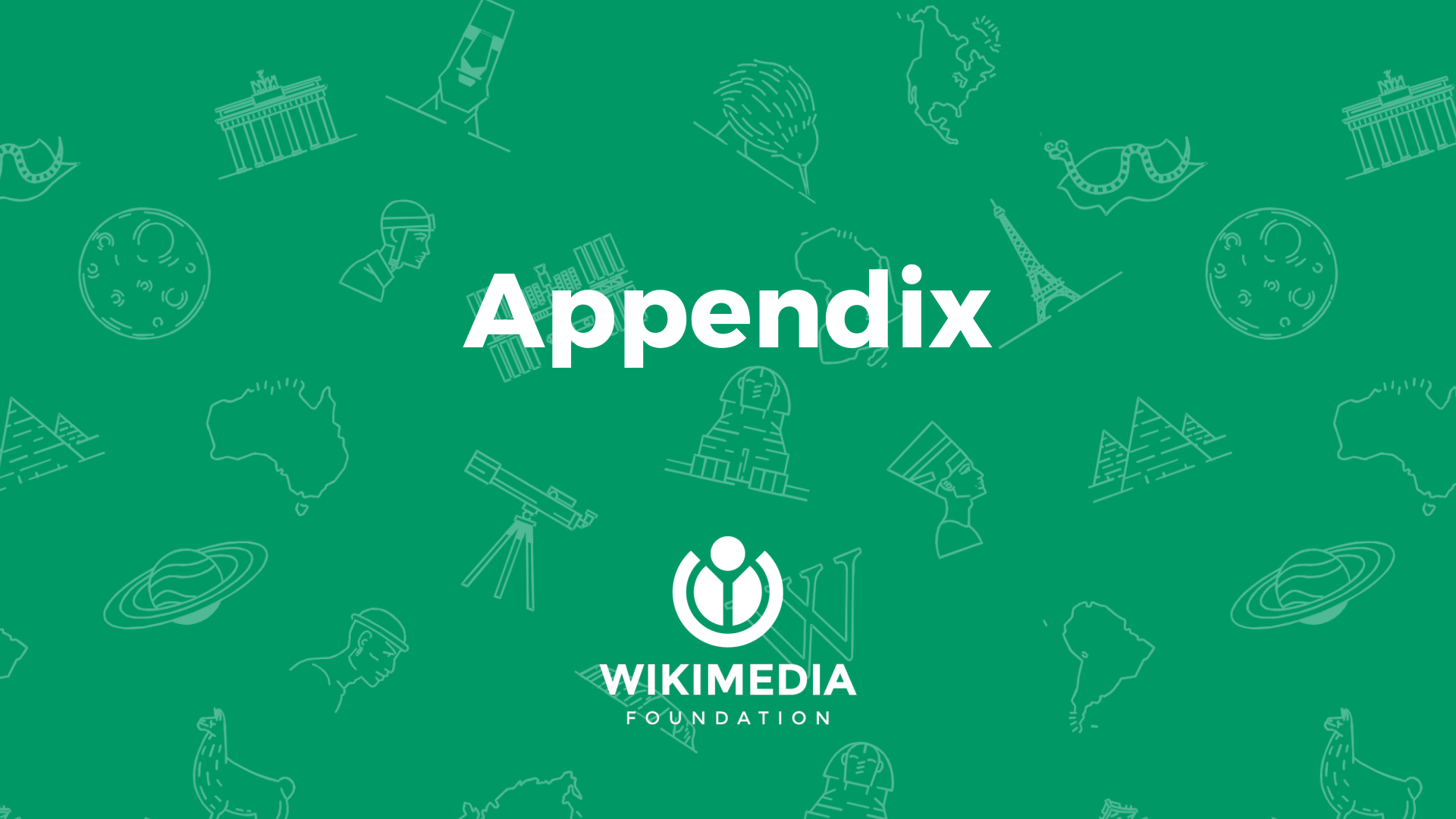
Friendly.
Inviting.
Quirky.
Fun :)

Find us at **Wikimania**!

Questions and discussion

wikilove
LIVE

Appendix



WikiCite'17

- WikiCite is a proposal to build a **bibliographic database** in Wikidata to serve all Wikimedia projects.
- 94 participants from 62 different organizations, including **universities**, **archives**, **open knowledge** orgs, and several **Wikimedia** organizations.
- A program geared towards turning past experiences and future visions into concrete actions: understanding what tools are needed to centralize citations on **Wikidata**; potential collaborations with other research fields, like Medicine; and other topics.

{ } wikicite

Vienna, 23-25 May 2017

WIKIMEDIA FOUNDATION

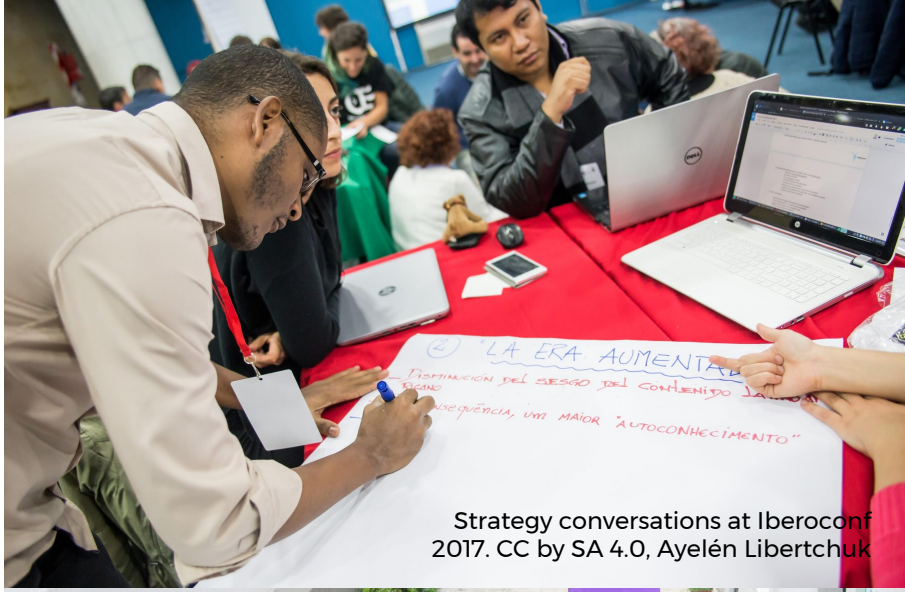
CC by SA 4.0, Dario Taraborelli

Wiki Loves Earth 2017

- An international photographic competition to collect photos of natural heritage sites all over the world.
- **37 countries** uploaded over **108,000 pictures.** Germany, Ukraine and Pakistan among the top ten country contributing to the contest.
- National competitions are running until June 30. International winners announced by the end of September.
- Read more: https://commons.wikimedia.org/wiki/Commons:Wiki_Loves_Earth_2017

Conferences in June and July

- Iberoconf 2017 was held in June in Buenos Aires, Argentina. It brought together affiliates from Latin America, Spain and Italy, to build a shared understanding of the value of the network and how to become stronger together.
- The group also submitted a statement letter with a plea to democratize the movement from a communications perspective, both allowing more inclusion of languages other than English in key communications and exchanges, and also promoting stories about collective impact.
- WikiWomen Camp 2017 was held in Mexico City in July, and it brought together 53 women from different countries in the Wikimedia movement, to focus on the gender gap.



Strategy conversations at Iberoconf 2017. CC by SA 4.0, Ayelén Libertchuk

WikiWomen Camp 2017. CC by SA 4.0, Carolina de Luna