

# Wikimedia Foundation metrics & activities meeting

22 February 2018



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FOUNDATION

# Agenda

- **Welcome!**
- **Movement update**
- **WikiCite**
- **Meeting goes Meta**
- **Strategy update**
- **Questions and discussion**
- **Wikilove**





# Wikimedia Foundation highlights

- [Community Capacities Map](#). CE launched the Community Capacities Map, an initiative that aims to identify needs and ways to build capacity across different Wikimedia communities.
- [Visual Diffs](#). The Editing team introduced a new update that will allow users to visually review the changes made to Wikimedia sites without using the wikitext markup language.
- The [2016-17 annual report](#) was launched thanks to work from departments across the Foundation.
- **All Hands 2018**. 277 people and 1 puppy participated in All Hands this year. It was *awesome*.





# Coming up in March

- [WikiIndaba 2018](#), Tunis, 16 - 18 March. WikiIndaba is the regional conference for Africans both within Africa and in the diaspora. This year's conference aims to build capacity for African Wikimedians, foster growth of the coverage and involvement of Africa in the Wikimedia projects, and better connect African Wikimedians.
- **International Women's Day, 8 March:** Two affiliates (Wikimedia Sweden and Wikimedia France) are coordinating global campaigns to improve content about women on Wikipedia. Learn more about how you can get involved here: <https://meta.wikimedia.org/wiki/WikiGap/Events> and [https://en.wikipedia.org/wiki/Wikipedia:WikiProject\\_Women\\_in\\_Red/Events/UNESCO\\_2018](https://en.wikipedia.org/wiki/Wikipedia:WikiProject_Women_in_Red/Events/UNESCO_2018).
- **Art + Feminism.** Global events will take place from February through spring as part of an annual campaign to improve coverage of cis and transgender women, feminism, and the arts on Wikipedia.

# WikiCite



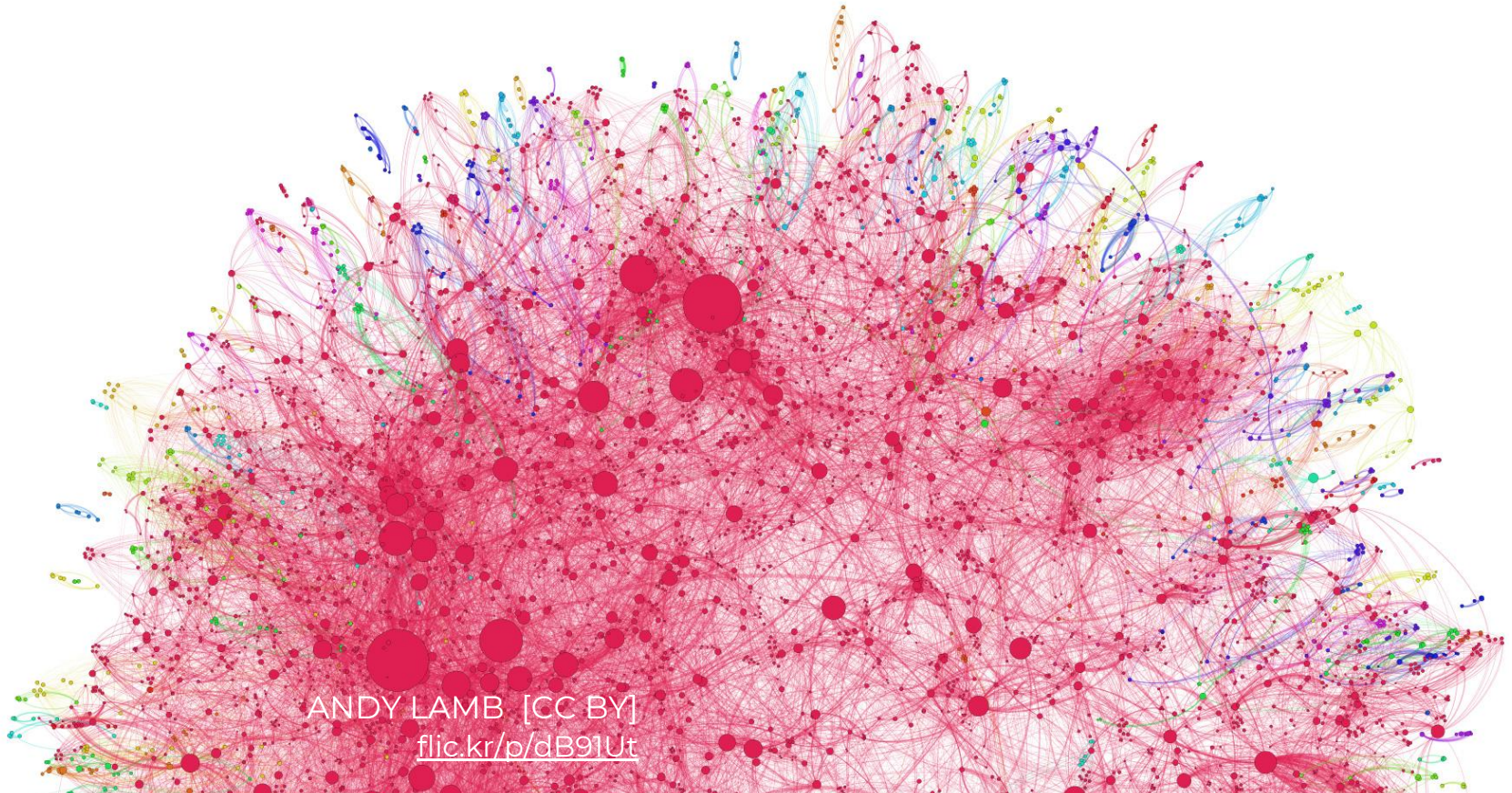
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# Wiki as a destination



# Wiki as a gateway

Maggio et al. (2017)  
Teplitskiy et al. (2017)



ANDY LAMB [CC BY]  
[flic.kr/p/dB91Ut](https://flic.kr/p/dB91Ut)



# Linking



“**Linking is a small act of generosity** that sends people away from your site to some other that you think shows the world in a way worth considering.

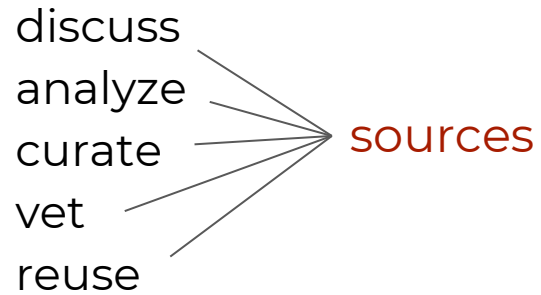
Sources that are not generous with linking are a stopping point in the ecology of information.”

The molecular origins of insulin go at least as far back as the simplest unicellular [[eukaryotes]].<ref name='LeRoith'>{{cite journal | vauthors = LeRoith D, Shiloach J, Heffron R, Rubinovitz C, Tanenbaum R, Roth J | title = Insulin-related material in microbes: similarities and differences from mammalian insulins | journal = Can. J. Biochem. Cell Biol. | volume = 63 | issue = 8 | pages = 839-49 | year = 1985 | pmid = 3933801 | doi = 10.1139/o85-106 }}</ref> Apart from animals, insulin-like proteins are also known to exist in Fungi and Protista kingdoms.

# { } wikicite

An open database of sources  
to serve as a foundation for free knowledge

# { } wikicite





# { } wikicite

Vienna, 23-25 May 2017



Stephen LaPorte [CC BY]

# 33% of Wikidata (14m items) represent sources

## On the origin of species (Q20124)

On the origin of species by means of natural selection, or, The preservation of favoured races in the struggle for life |

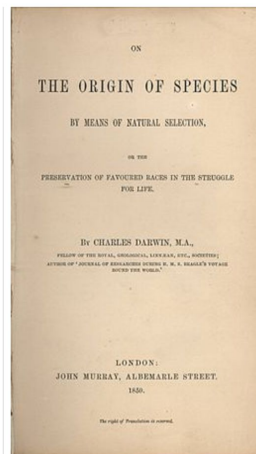
The origin of species | \* On the Origin of Species \*

book by Charles Darwin

**instance of:** On the origin of species is a(n) *academic work*, *book*

Statements	
Own statements	From related entities
<b>publisher</b>	John Murray (English publisher) >
<b>author</b>	Charles Darwin (British naturalist, author of "On the origin of species, by means of natural selection") >
<b>number of pages</b>	502 >
<b>genre</b>	scientific literature > biology (study of life) >
<b>original language of work</b>	English (West Germanic language originating in England) >
<b>edition(s)</b>	On the Origin of Species (1859) (1st edition) > The Origin of Species (1872) > Q24073728 > language of work or name : Russian (Slavic language)
<b>publication date</b>	1859-11-24 >
<b>title</b>	On the Origin of Species by Means of Natural Selection, or the Preservation of Favoured Races in the Struggle for Life [en] >

edit label



### Links

[Wikidata page](#)

[Official website](#)

[Wikipedia article](#)

[Reasonator](#)

# Extensive coverage of scholarly journals

32,840

Journals indexed in *Web of Science*

([source](#))

42,640

Wikidata items about scholarly journals

([source](#))





# Links to other Wikidata items

author (P50)

[1.9 million](#)

main subject (P921)

[1.4 million](#)





# Technical collaborations





# Funders and supporting organizations



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GORDON AND BETTY  
**MOORE**  
FOUNDATION



**WIKIMEDIA**  
ÖSTERREICH



**WIKIMEDIA**  
DEUTSCHLAND



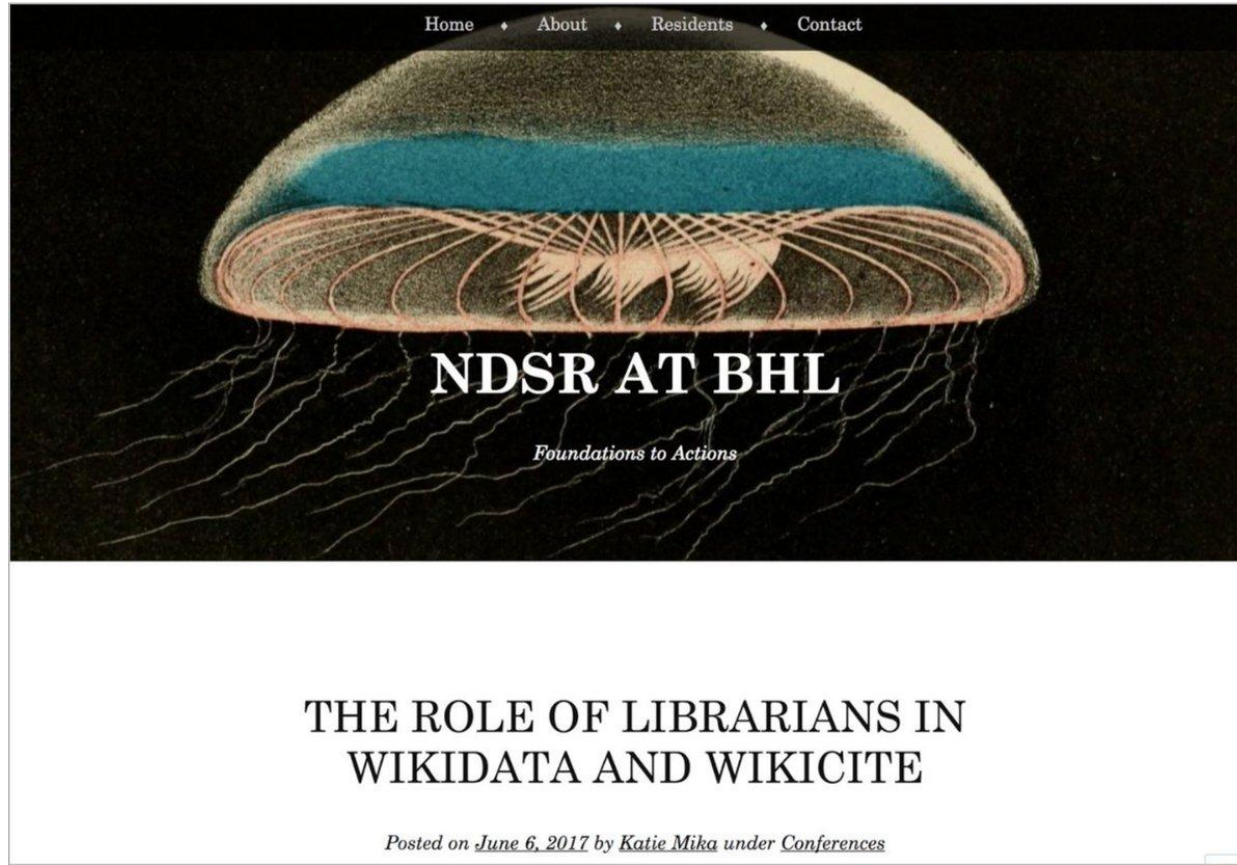
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# Outreach

**20+ talks and keynotes** at national and international conferences:

ELAG 2016 • Wikimania 2016 • VIVO 2016 • COASP 2016 • NIH Data Science lecture series • Crossref LIVE 2016 • DLF 2016 • OpenCon 2016 • Convegno delle Stelline 2017 • OER 2017 • Scientometrics 2017 workshop at ESWC 2017 • ElixirCONF 2017 • the 2017 European GLAM-Wiki Coordinators meeting • AAAS 2017 • Biocuration 2017 • Semantics 2017 • Wikimania 2017 • Sfide e alleanze tra Biblioteche e Wikipedia • FORCE 2017 • WikidataCon 2017 • Crossref LIVE 2017 • Biographical Data in a Digital World 2017 • SWAT4LS 2017 • SWIB 2017

# Media



<https://ndsrbhl.wordpress.com/2017/06/06/the-role-of-librarians-in-wikidata-and-wikicite/>

# A community



# The beginning of a journey

“WikiCite is an incredibly important project not just for academics and scholars but for the entire world. Creating universal, shareable citations has implications for the chain of verification needed for a modern information and knowledge ecosystem. Only a group of people with the ethos and motivation of the Wikimedia community could fulfill the mission of creating a citation system that spans geographic and pedagogical boundaries. Where financial incentives fail, the free and open community rises to the challenge.”

–Andrew Lih  
journalist, author of *The Wikipedia Revolution*

“The Internet Archive was honored to participate in the WikiCite 2017 gathering where we were able to advance efforts to enhance and support the addition of linked references, with rich metadata, to Wikipedia pages and services. We believe all content that can be linked and referenced should be, and in our perfect world every resource (book, music, software, TV news, academic paper, webpage, etc.) that is available via the Internet Archive and is referenced in a Wikipedia page, should be a click away. Working together we can realize our vision of Universal Access to All Knowledge. Let’s turn all citations blue!”

–Mark Graham  
Director, The Wayback Machine at the Internet Archive



# Join us!

{ } wikicite

*Citations for the sum of all human knowledge*

D. Taraborelli, L. Pintscher, D. Mitchen, S. Rodlund (2017) *WikiCite 2017 Report*. ©  
[doi.org/10.6084/m9.figshare.5648233](https://doi.org/10.6084/m9.figshare.5648233) • [commons.wikimedia.org/wiki/File:WikiCite\\_2017\\_report.pdf](https://commons.wikimedia.org/wiki/File:WikiCite_2017_report.pdf)

2



*WikiCite 2017 group photo - Stephen Laporte, CC BY SA 2.0*

## About

**WikiCite** is an initiative aiming to build a **comprehensive knowledge base of sources**, to serve the sum of all human knowledge. In 2017, we convened nearly 100 attendees from 22 countries in Vienna for our **annual event**, to discuss progress, community needs and technical challenges towards this vision. This report examines the impact, key milestones, and reach the WikiCite community has achieved over the course of the past year.

WikiCite 2017 is generously supported by:



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The WikiCite 2017 report [doi.org/10.6084/m9.figshare.5648233](https://doi.org/10.6084/m9.figshare.5648233)

@WikiCite

m:WikiCite

wikicite-discuss

# Metrics & Activities Goes Meta



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# How we got here...





# History of this meeting\*

## October 2008: "Report Card Meeting"

- On-site staff only
- Review of metrics from month to month
  - Online report card dashboard
- Remote staff and members of the internal-1 mailing list added over time

## 2012: Public metrics and activities meetings

- February: Video recordings begin
- October: Current Meta-Wiki page launched
- November: Live streaming and IRC participation

## 2012-2016: Increasing inclusion of community activities

## 2017: Communications department assumes coordinating efforts

\* - This is not a comprehensive history. Apologies for skipping several highlights.

# Wikimedia Foundation metrics meeting

23 March 2017



**This past  
year...**

# Meeting format

- Themes!
- Speaking times
- Guest hosting
- Projects in progress



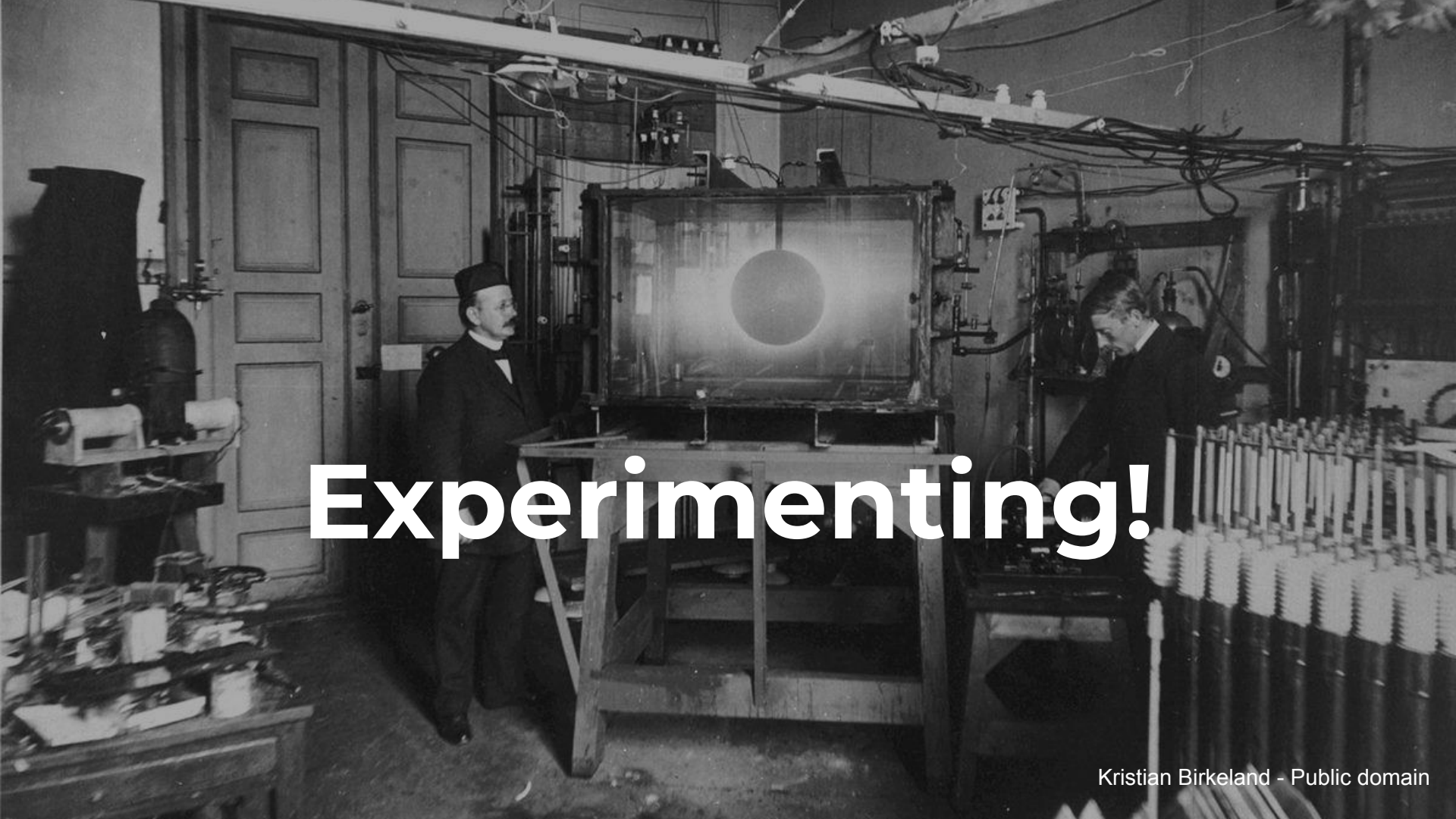
# Guest speakers!



**Working more  
closely with speakers  
on their  
presentations.**



**This upcoming year**



**Experimenting!**

# Request for comments

1. Why do you attend, watch, or otherwise follow this meeting?
2. What do you like about this meeting?
3. What would you like changed about this meeting?

**Meta:** [Wikimedia Foundation metrics and activities meetings/February 2018 RFC](#)

**Email:** [gvarnum@wikimedia.org](mailto:gvarnum@wikimedia.org) - [slien@wikimedia.org](mailto:slien@wikimedia.org)



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# Strategy update



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# We have a direction!



# The strategic direction

**By 2030, Wikimedia will become the essential infrastructure of the ecosystem of free knowledge, and anyone who shares our vision will be able to join us.**

We, the Wikimedia contributors, communities, and organizations, will advance our world by collecting knowledge that fully represents human diversity, and by building the services and structures that enable others to do the same.

We will carry on our mission of developing content as we have done in the past, and we will go further.

**Knowledge as a service:** To serve our users, we will become a platform that serves open knowledge to the world across interfaces and communities. We will build tools for allies and partners to organize and exchange free knowledge beyond Wikimedia. Our infrastructure will enable us and others to collect and use different forms of free, trusted knowledge.

**Knowledge equity:** As a social movement, we will focus our efforts on the knowledge and communities that have been left out by structures of power and privilege. We will welcome people from every background to build strong and diverse communities. We will break down the social, political, and technical barriers preventing people from accessing and contributing to free knowledge.

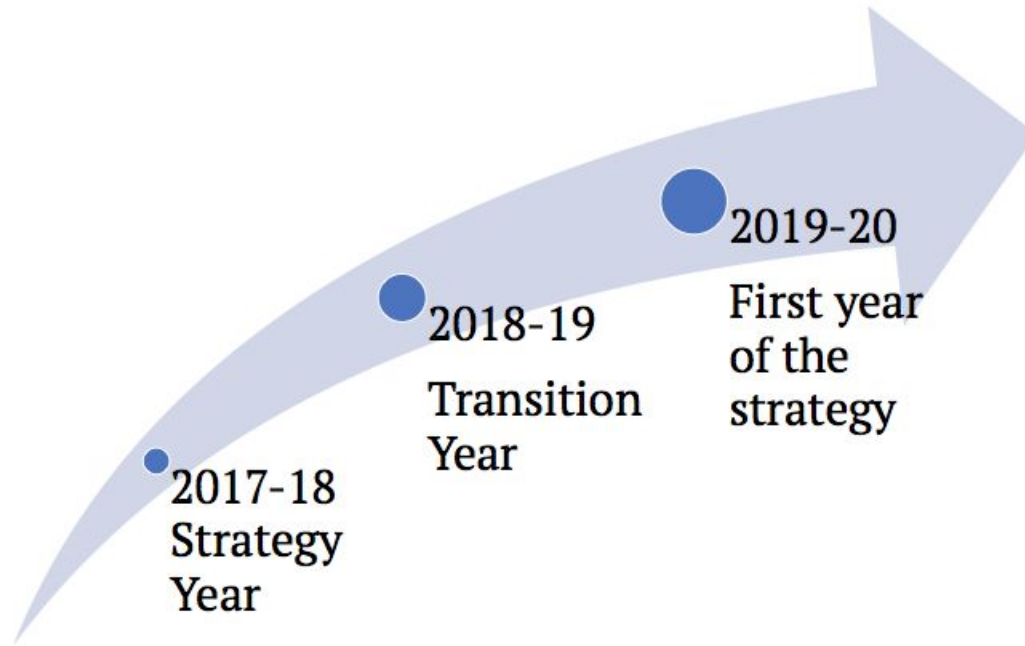
**Now we determine  
how we get there.**

# What we can build on today

- A [Strategic Direction](#) with support across the movement
- [Research and sources from Phase 1](#) and earlier (e. g. [Chapters Dialogue](#))
- A window of opportunity that is wide open right now!
- Our community, identity, brand and connections
- Interest & engagement from different movement groups who already started to contextualize the direction in their work ([partnerships](#) and [diversity](#) groups)

# Phase II

# The big picture





# The work ahead

- **At every level:** How do we evolve in a healthy and consistent way? What do we need to change or adapt as we move toward the essential infrastructure for free knowledge?
- **Across the movement:** What are the critical questions we, as a movement, need to resolve around [roles, resources and responsibilities](#), in order to be successful?
- **In movement organizations:** How do we contextualize and apply the direction? What sort of programs and efforts should we undertake? What are our first priorities?
- **For projects and individuals:** What are the priorities for individual Wikimedia projects, or within projects? What do contributors need and care about?

# In other words...

- **Conceptual:** Constant and stable change process for the next two years, to guide the movement towards becoming the essential infrastructure for free knowledge
- **Structural (meta):** Discourse around [roles, resources and responsibilities](#), resulting in recommendations as well as agreement and process for implementation
- **Programmatic:** Contextualizing of the direction and the creation of goals and plans on organizational levels, incl. support, coordination and innovation across the movement
- **Tactical:** Project and community oriented processes and development guided by the key organizations' departments ([see product and program recommendations from phase 1](#))

# Scope of Phase II

The Wikimedia movement aims to become the essential infrastructure for free knowledge.

But we are many different pieces, individuals, and groups, with different strengths and situations, with complex relations.

How do we move forward? Do the things that we do today address our goals in an optimal way? Do we have the resources and capacities that we need? How do we manage the change?

- Over the next few years, individuals and movement organizations will be working to apply the direction in their own work. More on that in upcoming slides!
- **We're also launching a process to address the questions at the *movement* level: the ways we relate to each other and work together.**

# Phase II: Movement level

# A movement-level effort

What will be the same? We will:

- Build a core team to do the heavy lifting
- Assemble working groups and advisors from across the movement
- Conduct research and document our efforts
- Consult broadly, in many languages, in many forums
- Use WMCON and Wikimania as opportunities to test ideas and get feedback
- Make recommendations to the whole movement

# A movement-level effort

What will be different?

- The Foundation and Wikimedia Deutschland are working together to finalize a plan how to best support the process
- The core team will be made up primarily of Wikimedians and people from Wikimedia organizations (instead of external consultants)
- Our efforts will be focused on how we can be successful at making progress against the strategic direction, rather than “interpreting” it for new meaning
- We already have some initial areas of exploration, defined in Phase I

# Example key themes

- Roles: Governance and structures
  - How can we live up to our value of equity in our global structures and decision making processes? What are our goals for movement structures (e.g. national representation)?
- Resources: Funding and capacities
  - How can we rethink development, capacity building, learning, events, revenue models and funds dissemination in the movement so that they reflect our values of service and equity?
- Responsibilities: global, regional, and local levels
  - How do we share global, local and thematic responsibilities within and beyond our movement? How do we get those involved who are not part of the movement, yet?

→ Themes and questions will be defined and prioritized in consultation with movement stakeholders

→ recommendations for each theme will be developed by the working groups



# Overview Roadmap 2018-2020

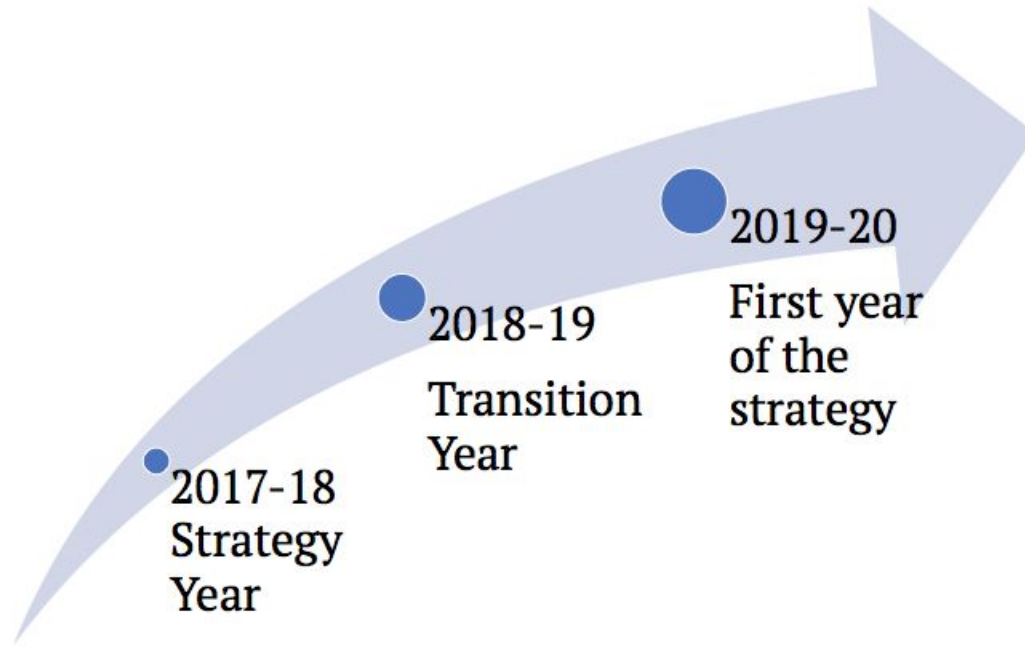
Work in progress  
(as of Feb 2018)

2017 (what we have)	2018	2019	2020
Trust & relationships	Contextual: Constant change process towards becoming the essential infrastructure for free knowledge. Cultural change; inclusive, open, transparent, true to our values.		
Research, Data	Structural: Roles, resources, and responsibilities. Recommendations, agreement, and processes for implementation		
Strategic direction	Individual: Contextualizing of the direction and the creation of statements of intent on organizational levels, inkl. support, coordination and innovation across the movement		
Community, identity, brand	Tactical: Project and community oriented processes and development guided by key organizations.		
			Led by Core team
			Supported by Core team
			Monitored by Core team

# Phase II: Wikimedia Foundation



# The big picture



# Timeline

FY17-18		FY18-19 (transition year)			
Q3	Q4	Q1	Q2	Q3	Q4
Annual planning		Strategic planning		Annual planning	
	Community consultation on Annual Plan	Community consultation on WMF priorities	Convert priorities to medium-term plan		Community consultation on Annual Plan
	Identify WMF medium-term priorities		3-5 year (medium-term) strategic plan >>>		
AH/DevSummit	WMCON	Wikimania		AH/DevSummit	WMCON

# Annual Plan 2018/19

20% effort margin for translating strategic priorities into 3-5 year plan



# Goals for FY18-19 / Transition Year

Goal 1:

# Knowledge Equity

Grow new contributors and content



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Goal 2:

# Knowledge as a Service

Increase reach and audiences



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Goal 3:

# Foundational Strength

Evolve our systems and structures



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# Questions and discussion



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LIVE