Wikimedia Foundation metrics meeting

26 January 2017

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Theme: Building our future

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Agenda

- **Welcomes, theme introduction**
- **Movement update**
- **Reconstructing MediaWiki history**
- **Community capacity development**
- **Movement strategy update**
- **Questions and discussion**
- **Wikilove**

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Welcome

Contractors, interns & volunteers:
- Allison Davenport - SF - Legal
- Omar Shehata - MN - CE
- Faezeh Jahanshiri - FL - CE
- Anthony Borba - SF - Product
- Jacey Mitchell - ID - CE
- Jean Rene Branaa - CA - Technology
- Veronica Montenegro - OR - CE

Anniversaries

Dario Taraborelli (6 yrs)

Andrew Otto (5 yrs)

Stephen LaPorte (5 yrs)

Joady Lohr (5 yrs)

Doreen Dunican (4 yrs)

Runa Bhattacharjee (4 yrs)

Gilles Dubuc (3 yrs)

Alex Wang (3 yrs)

Sam Smith (3 yrs)

Anne Gomez (3 yrs)

Corey Floyd (2 yrs)

Aeryn Palmer (2 yrs)

Deb Tankersley (1 yr)

Jack Rabah (1 yr)

Nathaniel Schaaf (1 yr)

Chris Koerner (1 yr)

Movement update

Corfupedia

Students learn values of collaboration and cooperation with Wikimedia

- **The project was proposed by students** to their teachers, after noticing there is not much content about Corfu on Wikipedia in an introductory course to the encyclopedia.

- **60 students involved,** ages 12 to 68, from traditional and evening high schools.

- More: https://outreach.wikimedia.org/wiki/Education/Newsletter/December_2016/Greek_schools_collaborate_to_write_local_history_about_Corfu

Odysseus and Nausicaa, Public Domain, Friedrich Preller the Elder

Wiki Speaks your Language

Wikipedia will talk to you... and teach you pronunciation!

- A project started by **Shared Knowledge of Macedonia** to document spoken examples of different languages.
- The goal is to enrich the content on Wikipedia with **multimedia files,** to increase the quality and educational value of the written text.
- Partnering with GLAM, Education institutions and other Wikimedia affiliates.
- More: https://meta.wikimedia.org/wiki/Wiki_Speaks_Your_Language

Public Domain, author unknown

Hungarian Revolution of 1956

A future built through affiliate collaboration.

- A writing contest to commemorate the **60th Anniversary of the Hungarian Revolution.**

- The challenge was taken on by affiliates of **Wikimedia Central and Eastern Europe.**

- **7** participating countries, **390+** articles edited, only **1** edit-a-thon (in Hungary).

- Read more: https://meta.wikimedia.org/wiki/Hungarian_Revolution_of_1956

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WikiIndaba 2017

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- The **regional conference for Africans** to strengthen, support, and share knowledge within wikimedia communities both in the continent and in the diaspora.

- Took place in Accra, Ghana from **January 20th - 22nd.** Supported through a Wikimedia Foundation grant.

- **45+ participants** from **18 countries.**

- **Increasing visibility and awareness** of the movement identified as key area for development.

- Read more: https://meta.wikimedia.org/wiki/WikiIndaba_conference_2017

Foundation highlights

- **Inspire Campaign on gender gap.** The report for the first inspire campaign was published, offering key lessons learned from the first campaign on the topic of increasing gender diversity on the Wikimedia sites.

- **Structured Data on Commons.** A 3 MM dollars grant will enable work to connect Wikimedia Commons with Wikidata, improving search and machine-readable media.

- **1Lib1Ref.** The second annual 1Lib1Ref campaign kicked off in January 2017. The campaign encourages librarians to get involved with Wikipedia by adding citations to articles.

Foundation highlights

- **Wikimedia Developer Summit.** The international gathering took place in San Francisco from January 9-11. Volunteer and staff developers discussed 6 key topics, among which were creating a plan for the 2016 Community Wishlist top 10 ideas and how to grow the developer community.

- **Wikimedia Foundation All Hands.** The Foundation hosted its annual all staff meeting in January 12-13, where employees participated in sessions, connected in person, and discussed issues important to our work (also -- we had an amazing talent show from staff).

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F O U N D A T I O N

Coming up in February 2017

- Movement strategy process
- Annual planning!
- Board recruitment process

Reconstructing MediaWiki history

Simple questions are hard to answer

How many new editors across all wikis?


```
    new_editors.old.sql (~/projects/tmp) - GVIM
 1  select month,
 2          count(*)
 3   from (select substring(log_timestamp, 1, 6) month,
 4                  log_user
 5          from logging l
 6              inner join
 7              (select rev_user,
 8                      rev_timestamp
 9               from revision
10
11               union all
12
13               select ar_user rev_user,
14                      ar_timestamp rev_timestamp
15               from archive
16          ) edits                            on rev_user = log_user
17                                             and log_type = 'newusers'
18                                             and log_action = 'create'
19
20          where unix_timestamp(str_to_date(rev_timestamp, 'yyyyMMddHHmmss')) -
21                unix_timestamp(str_to_date(log_timestamp, 'yyyyMMddHHmmss'))
22                <= 86400
23          and log_timestamp between '20160101000000' and '20160201000000'
24
25          group by substring(log_timestamp, 1, 6),
26                  log_user
27
```

- 2 joins, 3 subqueries
- 3 tables on 800+ wikis
- **5 days** to run

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Data Lake

We brought mediawiki history in one place, patched missing data, and made getting answers simpler. We call this place the Data Lake.

How many new editors across all wikis?

```
new_editors.new.sql (~/projects/tmp) - GVIM
 1  select month,
 2         count(*)
 3    from (select substring(event_user_creation_timestamp, 0, 6) month,
 4                 event_user_id
 5            from history
 6           where event_entity = 'revision'
 7             and event_type = 'create'
 8             and event_user_id is not null
 9             and event_user_is_created_by_self
10             and unix_timestamp(event_timestamp, 'yyyyMMddHHmmss') -
11                 unix_timestamp(event_user_creation_timestamp, 'yyyyMMddHHmmss')
12                 <= 86400
13
14           group by substring(event_user_creation_timestamp, 0, 6), event_user_id
15
16         ) new_editors
17
18   group by month
19   order by month
20
```

- 0 joins, 0 subqueries
- 1 table
- **5 minutes** to run

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GNU Free Documentation License,
Wikimedia Foundation

How many were bots?

Today, we only know how many *are* bots right now.

How many were bots?

CONTAINS(event_user_groups, 'bot')
and
CONTAINS(event_user_groups_latest, 'bot')

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"Historified" fields

- User name   (why do users change their names?)
- User blocks
- User groups   (how does membership change over time?)
- Page title
- Page namespace
- Page was considered content

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New helpful fields

- Is a user anonymous, self-registered, named like a bot?
- User registration date?
- Was a revision deleted? When?
- Was a revision **reverted**? By what revision?
- How many bytes does a revision add or remove?
- Is a revision "**productive**"? What does reverting it mean?

What's next?

- Update Wikistats
- Public research
- Make available in Pivot
- Analyze revision text
- <<your question here>>

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Count [citation needed]

- How many [citation needed] tags are there in Wikipedia?
- All our projects?
- What about over time?

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Count what you need

Have a question or want to learn more?

Contact the Analytics team on IRC in #wikimedia-analytics, on our mailing list at analytics@lists.wikimedia.org, or on Wikitech

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A strategic pilot (by CR)

The hypothesis:

- There are certain community capacities all thriving communities need developed.
- Some Wikimedia communities have under-developed capacities, or plateaued and aren't developing a particular capacity.
- WMF can usefully assist a particular community to build a specific capacity, and to "level up".

Cuteness approved!

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The process

- Conduct research (community interviews)
- Select (emerging) communities for pilots -- **Brazil** (communications); **Tamil** (on-wiki tech skills); **Ukraine** (conflict engagement)
- Develop curriculum
- Deliver in-person in-country training with experts (hi Greg V., Yuvi P.)
- Evaluate
- (^ you are here)
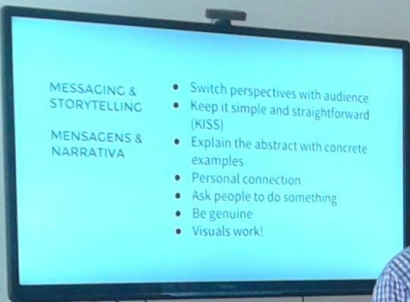- Decide about resourcing next fiscal year

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Apparently photos are important

தமிழ் இணையக் கல்விக்கழகம்
தங்களை அன்புடன் வரவேற்கிறது

MESSAGING & STORYTELLING

MENSAGENS & NARRATIVA

- Switch perspectives with audience
- Keep it simple and straightforward (KISS)
- Explain the abstract with concrete examples
- Personal connection
- Ask people to do something
- Be genuine
- Visuals work!

Conflict Engagement
for ~~Wikipedians~~humans

...E Meeting 2016, Yerevan

...Bartov <asaf@wikimedia.org>

So, does this work?

Short answer: yes

Longer answer: yes, and it has additional beneficial side-effects

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Key lesson

This "high-touch" approach works: communities appreciate attention and customization to their context. Communities successfully "leveled up".

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Key lesson

In-person, in-language training is effective and engaging

Key lesson

Materials are significantly re-usable. Needs are largely shared across many different communities.

Some concrete impact

Brazilians revamped their site, revived their blog and
social media handles, created a press kit.

Tamil community now engages with Wikidata. One
volunteer amassed 200K manual(!) edits to Wikidata in
under a year.

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Some quotations

- "The **quality and depth of the trainin**g by experienced WMF staff can't be matched by outsiders."

- "Very few people can come to the international events. **We need WMF to come to communities** in their own countries, and ideally in their own language."

- "I was aware of Wikidata, but **found it complicated, too confusing** to understand beyond interwiki. **Now I think it is the future** of Wikipedia. My mind was blown. **I was inspired and started contributing massively**."

- "I attended lectures about [Wikidata], but not one had engaged me and made me actually want to contribute. [...] I was finally persuaded that I should invest time and go to actively contribute to Wikidata"

So now what?

- This strategic **pilot** was **successful**. Recommended next steps are:

- 1. **Scale up** (additional communities; additional capacities)
  2. Develop "**core curriculum**" and **track** individual communities' progress in pursuing capacities toward mastery/comfort in curriculum. Plan training/help according to need and opportunity.
  3. Identify **already-effective trainers** and knowledge diffusers; **enhance their opportunities** to share knowledge; train prospective trainers and empower **successful** trainee trainers.

- The above implies **increased resourcing** (budget and staff time), as well as participation from additional teams. **Is WMF leadership interested?** When do we make a decision?

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Have a question or want to get involved?

Take a look at the Community capacity development page on Meta [[m:CCD]], or contact Asaf Bartov abartov@wikimedia.org

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Movement strategy update

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core strategy team

Whitney Williams, Ed Bland, and Guillaume Paumier

Project Managers: Shannon Keith and Suzie Nussel

wikilove
LIVE