



# Media Viewer Research 2014

Prepared by the  
Multimedia Team  
Wikimedia Foundation

1/20/2015  
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# Goals

Media Viewer aims to:

- improve the **viewing experience** for readers
- make it easier to **preview** and **browse images**
- show **basic information**, link to **more details**
- help you **share**, **download** or **embed** images

[See the Demo](#)

◀ Previous



Enlarge (click to view original file)

Close ..... ✕

Full screen ↗

Disable ..... ⚙

Next ..... ▶

Download ↓

Share ..... ↗

Rapa Nui is full of moais, but Ahu Akivi are the only moai that face the ocean.

👤 Ian Sewell - <http://www.ianandwendy.com/OtherTrips/SouthPacific/Easter-Island/index.htm> © CC BY-SA 3.0

📄 More details

# Research

A variety of research methods were used to track Media Viewer's impact in 2014:

- **activity metrics** (e.g.: image views)
- **enable/disable rates** (e.g.: % opt-outs)
- **performance metrics** (e.g.: load times)
- **design research** (e.g.: usability testing)
- **user feedback** (consultations, survey, talk pages)

# Key Findings

Here are some important findings about Media Viewer in 2014:

- Media Viewer serves **a lot more images than before** (1)
- Most users **keep Media Viewer enabled** (2)
- Media Viewer **loads images as fast as file pages** (3)
- Media Viewer **key features were found easy to use** (4)
- Media Viewer is **more useful for readers than editors** (5)

(1) [Media Viewer dashboards](#) + [comparison chart](#)

(2) [Enabled logged-in visitors](#) + [opt-out rates](#)

(3) [Image load times](#)

(4) [Design research and usability tests](#)

(5) [Opt-out rates by user group](#)

See next slides for more details.

# Key Metrics

These key metrics were tracked for Media Viewer in 2014:

- **17M intentional image views** / day <sup>(1)</sup>
- **99.5% enabled rate** <sup>(2)</sup>

(1) See slide 10 for the definition. [Source: Wikimedia Foundation](#)

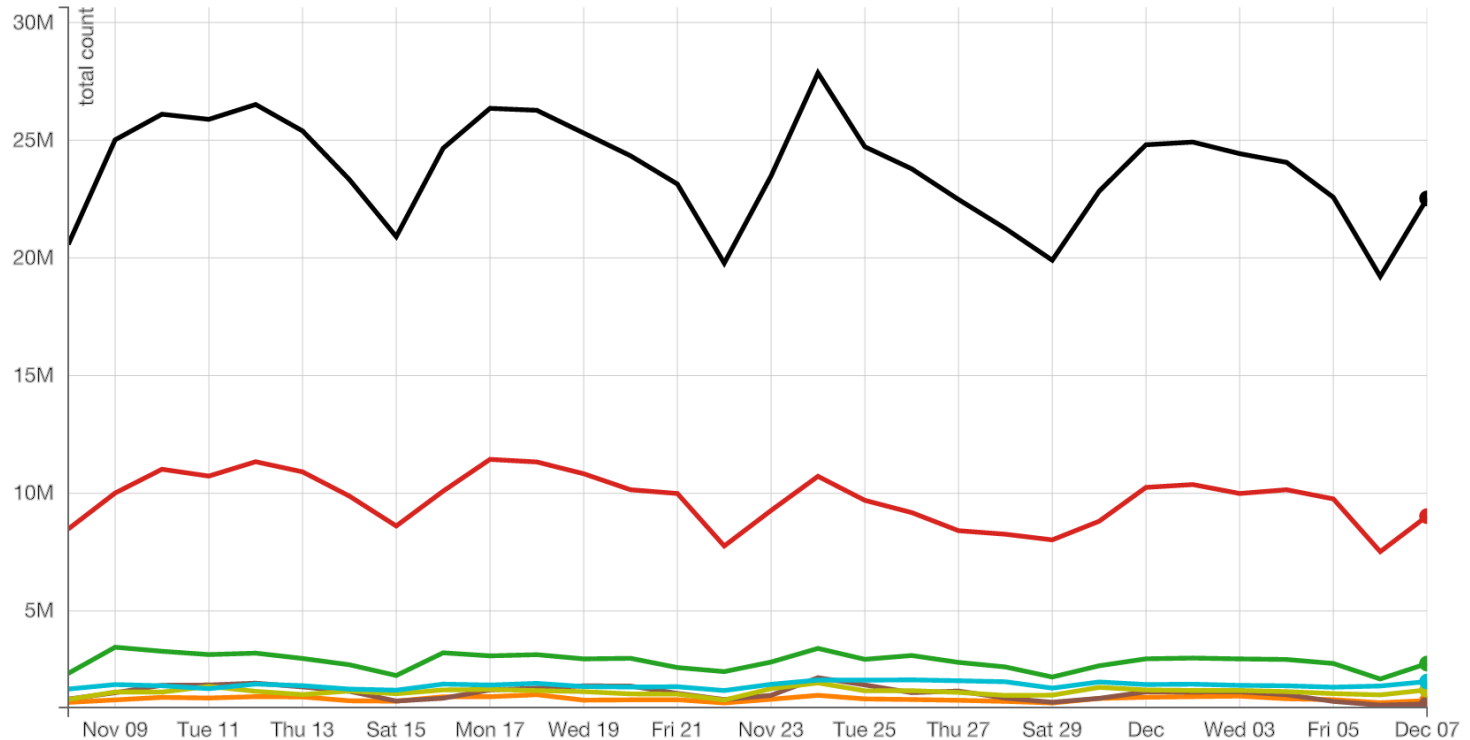
(2) Percent of enabled logged-in visitors in past 30 days in Nov.-Dec. 2014. [Source: Wikimedia Foundation](#)

# Image Views

# Image Views - Top Sites

07 Dec 2014

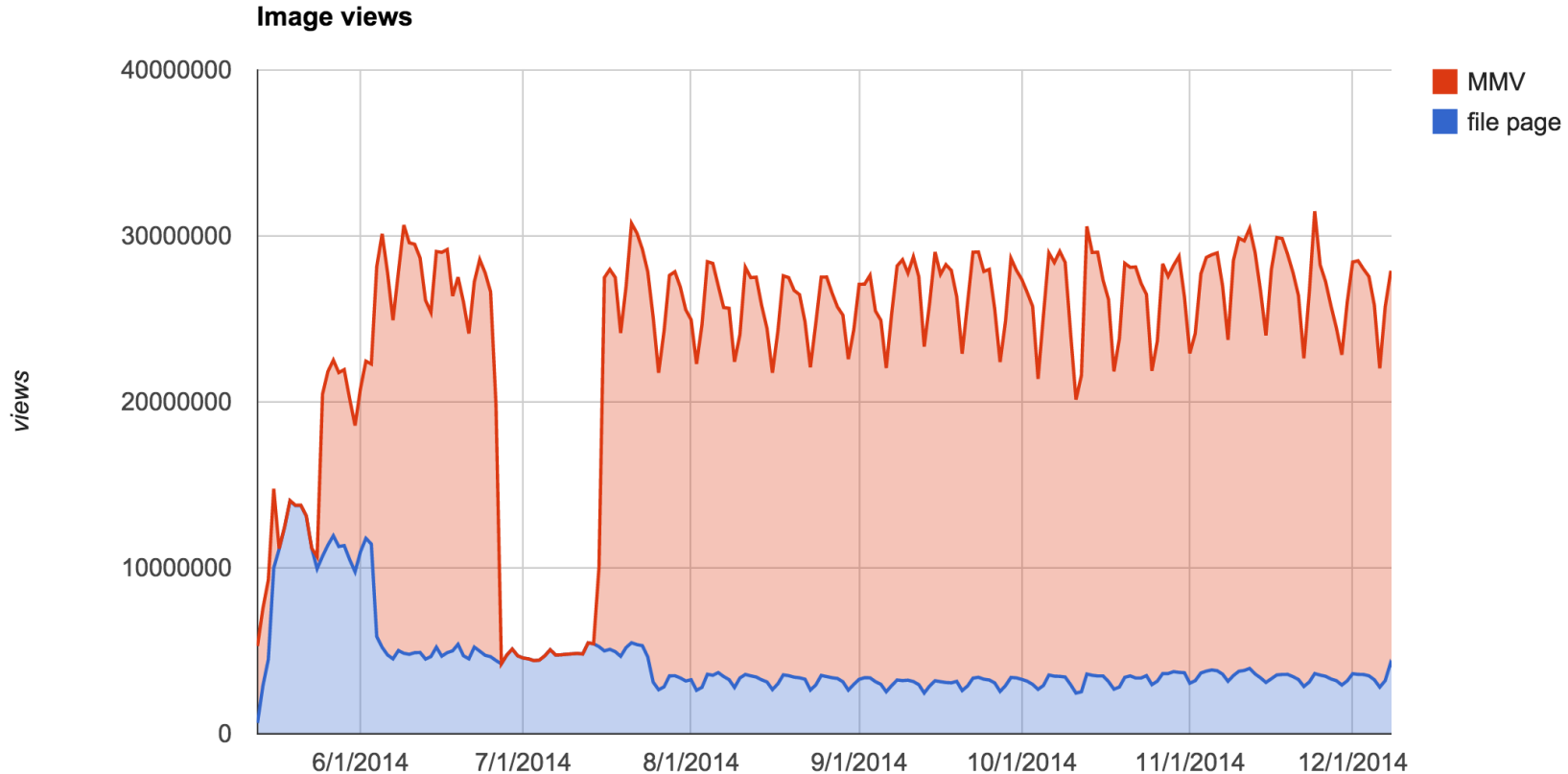
<b>global</b>	22.53M
<b>enwiki</b>	9.03M
<b>dewiki</b>	2.76M
<b>ruwiki</b>	2.00M
<b>frwiki</b>	1.65M
<b>commonswiki</b>	1.19M
<b>eswiki</b>	1.05M



Global daily image views in Media Viewer, as well as for the top 6 Wikimedia sites, Nov.-Dec. 2014. [Source: Wikimedia Foundation](#)



# Image Views - Media Viewer vs. File page



Daily image views for Media Viewer and File Page, May-Dec. 2014. [Source: Wikimedia Foundation](#)

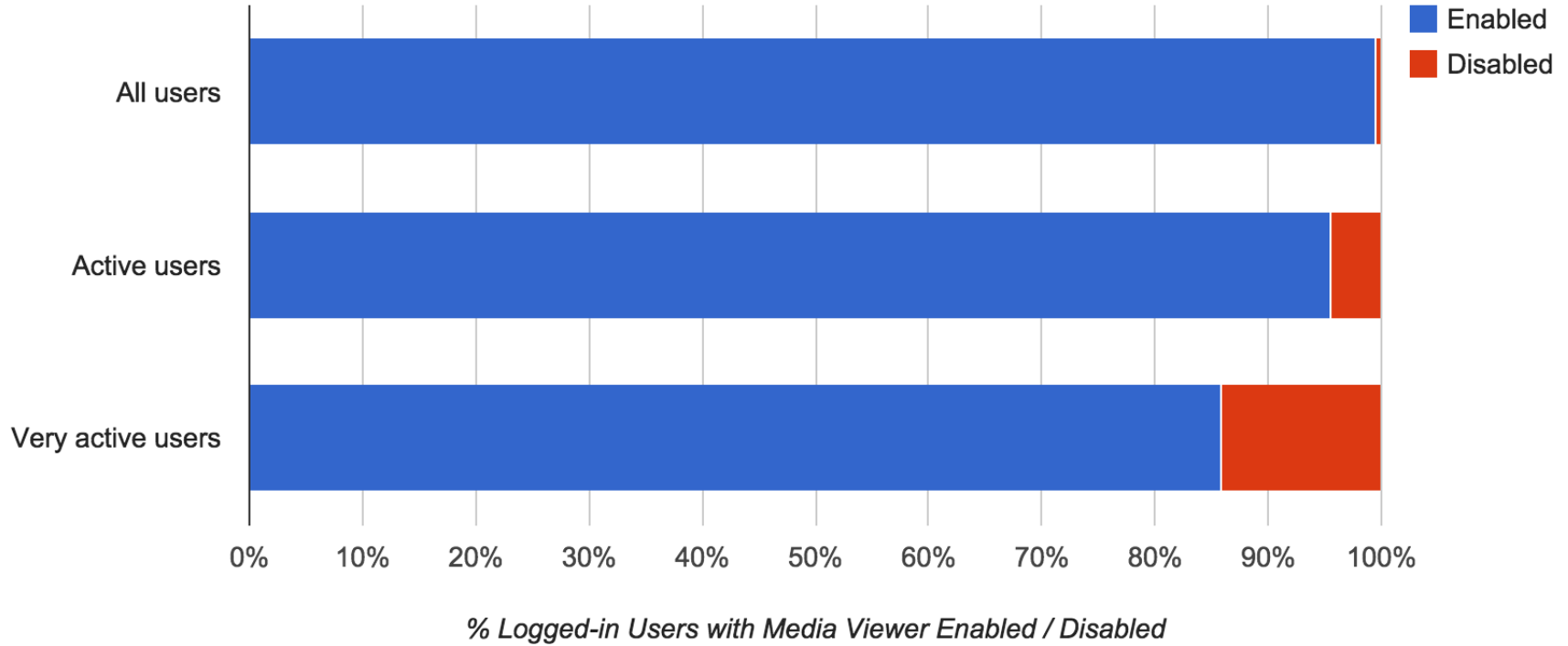
# Intentional Views

Here's an estimate of which Media Viewer image views were 'intentional' or not in 2014:

- **'intentional' views** (~17M/day)
  - thumbnail + magnifier clicks
  - next clicks
  - hash loads
  - file page views
- **'unintentional' views** (~6M/day)
  - previous clicks
  - history navigation events
- **Media Viewer made users look at images more**  
(estimated ~50% increase in the sum of traditional file page visits + intentional image views after Enwiki/Dewiki releases, to be validated with more research)

# **Enable / Disable Rates**

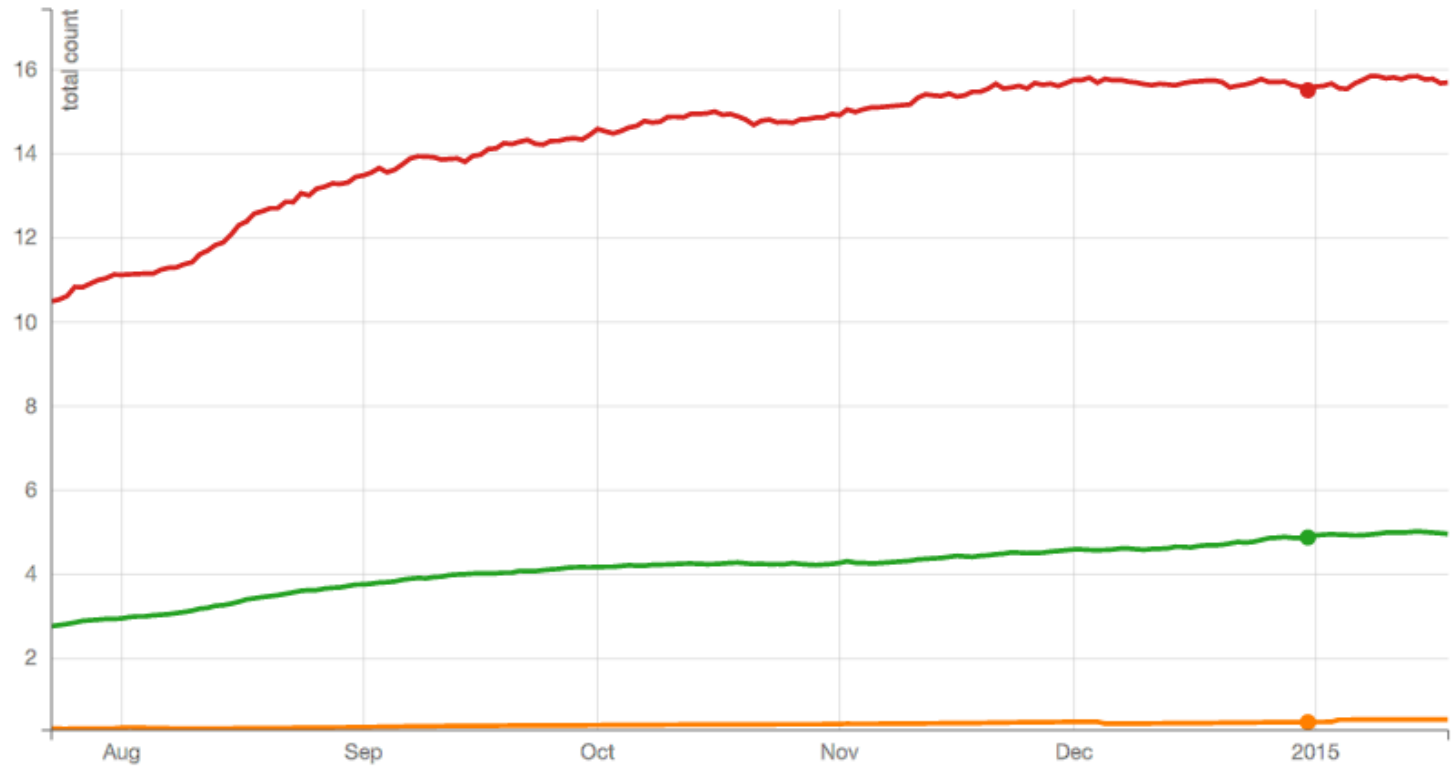
# Enabled Rates - Logged-in Users



Percent of global logged-in users with Media Viewer enabled or disabled as of Dec. 8, 2014, by user group. [Source: WMF](#)

# Disable Rates - Logged-in Users

31 Dec 2014	
% of opted-out in logged-in users	0.49
% of opted-out in active users	4.88
% of opted-out in very active users	15.51

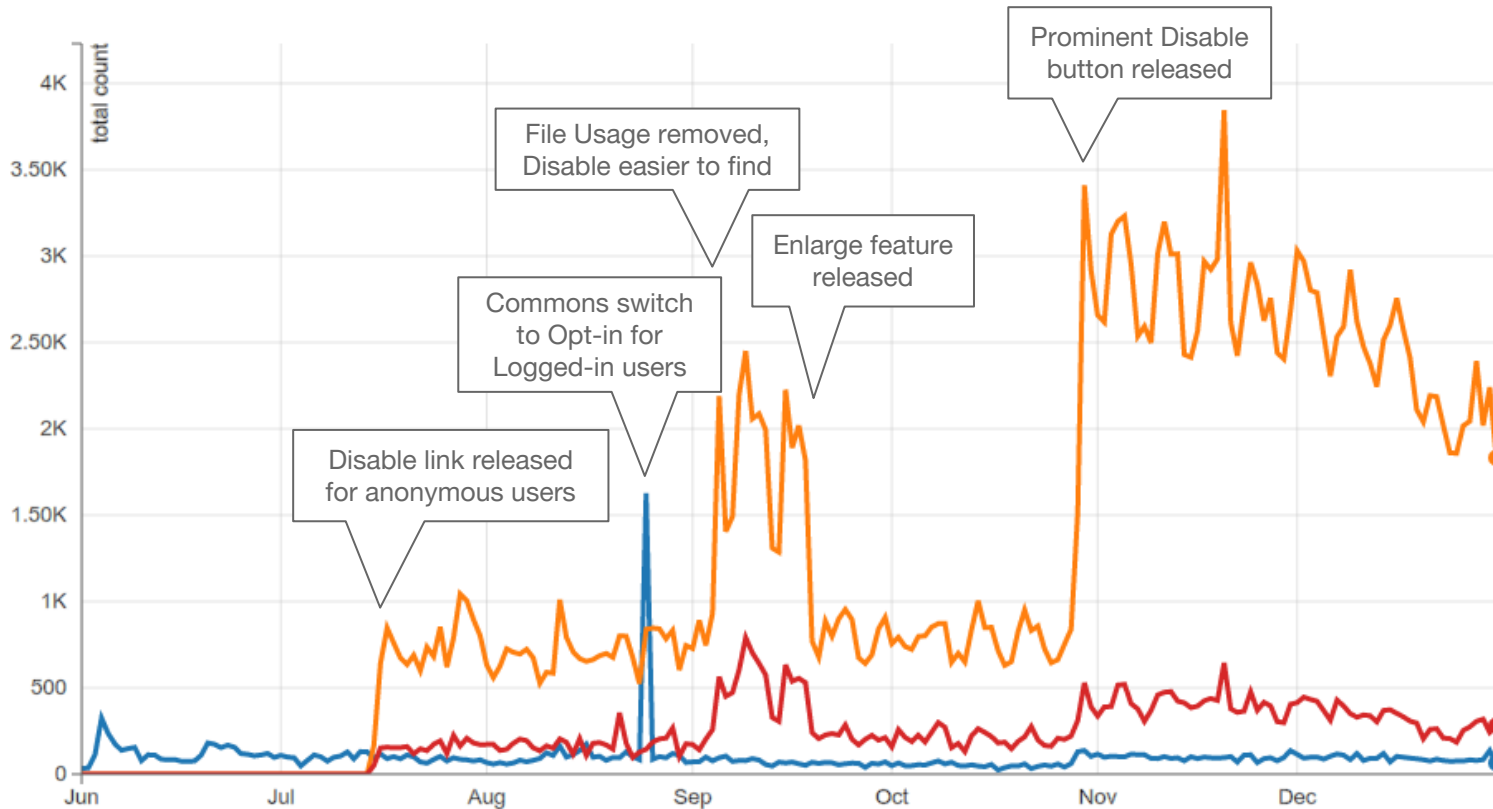


Cumulative opt-out rates for logged-in users show more active users disabled Media Viewer from Aug. to Dec. 2014. [Source: WMF](#)

# Opt-ins/outs - Logged-in vs. anonymous

31 Dec 2014

opt-out (anon)	1.83K
opt-in (anon)	281
opt-out (loggedin)	65



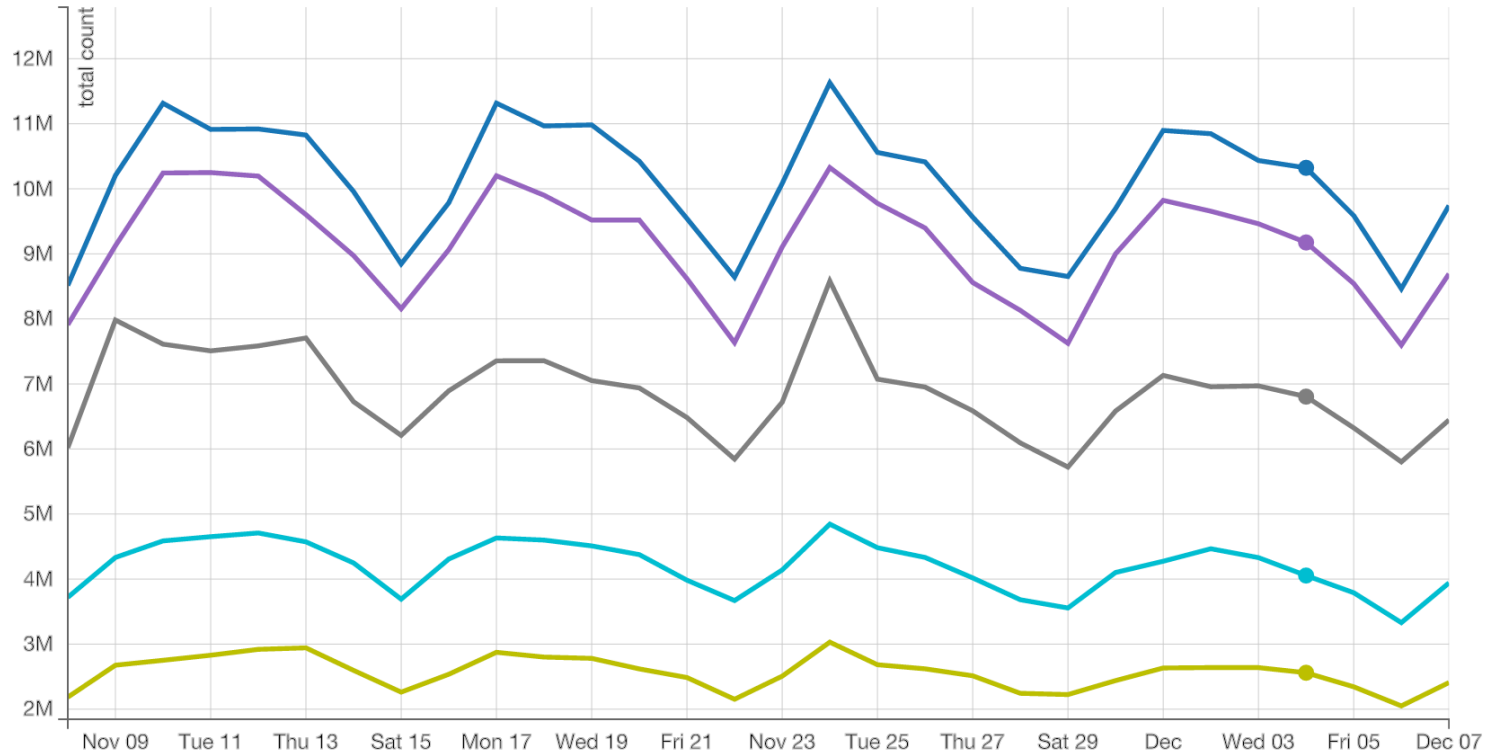
Global opt-outs by anonymous users varied as new features were released, then decreased by end of 2014. [Source: WMF](#)

# Activity Metrics

# Top 5 Actions

04 Dec 2014

thumbnail click	10.32M
close	9.17M
next image	6.81M
history navigation	4.05M
prev image	2.56M



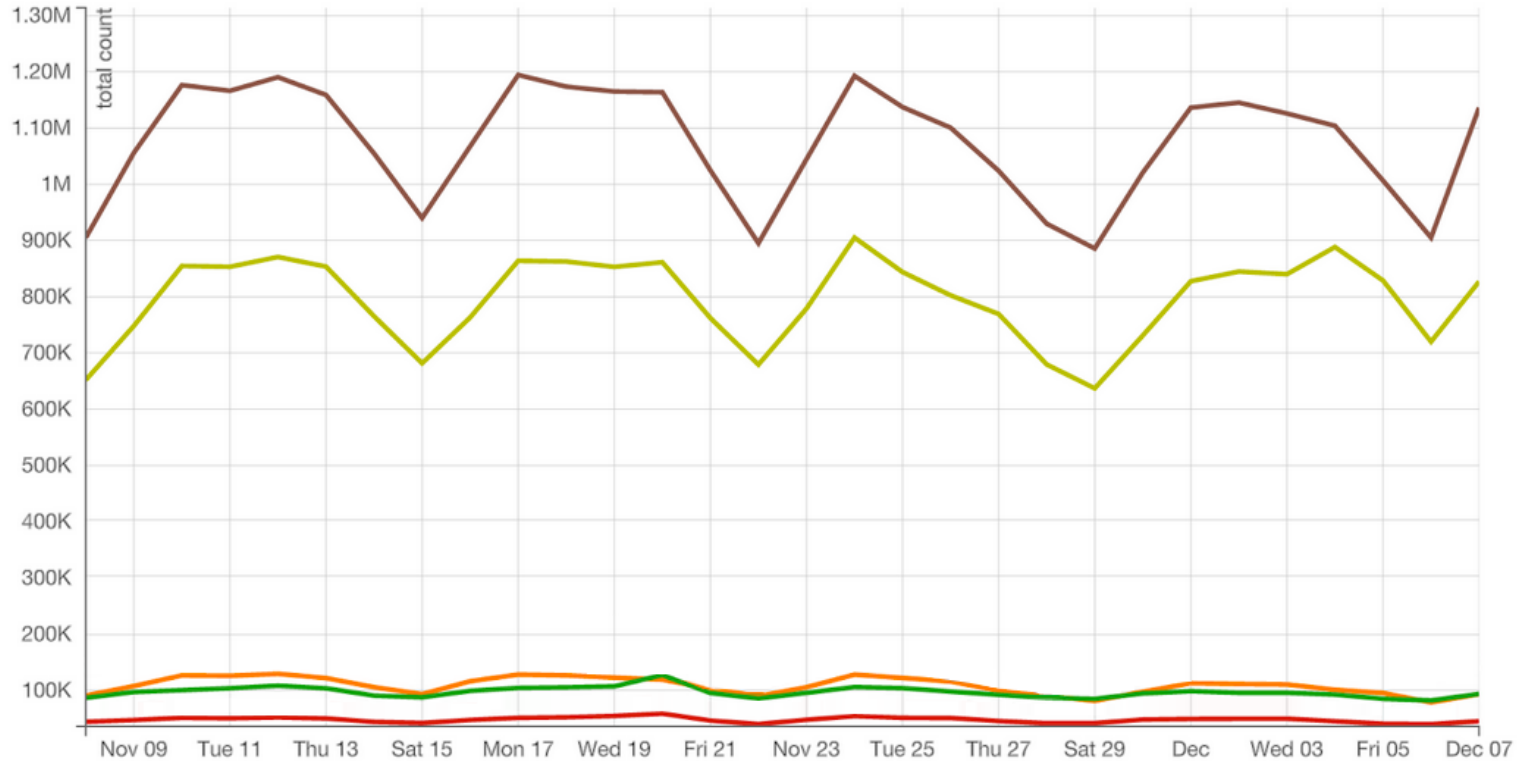
Global daily clicks for top 5 actions in Media Viewer, Nov.-Dec. 2014. [Source: Wikimedia Foundation](#)



# Enlarge & Full Screen

07 Dec 2014

<b>enlarge click 1:</b>	1.14M
<b>view original file</b>	826.99K
<b>hash load</b>	93.45K
<b>fullscreen</b>	93.09K
<b>enlarge click 2</b>	44.92K
<b>defullscreen</b>	44.92K

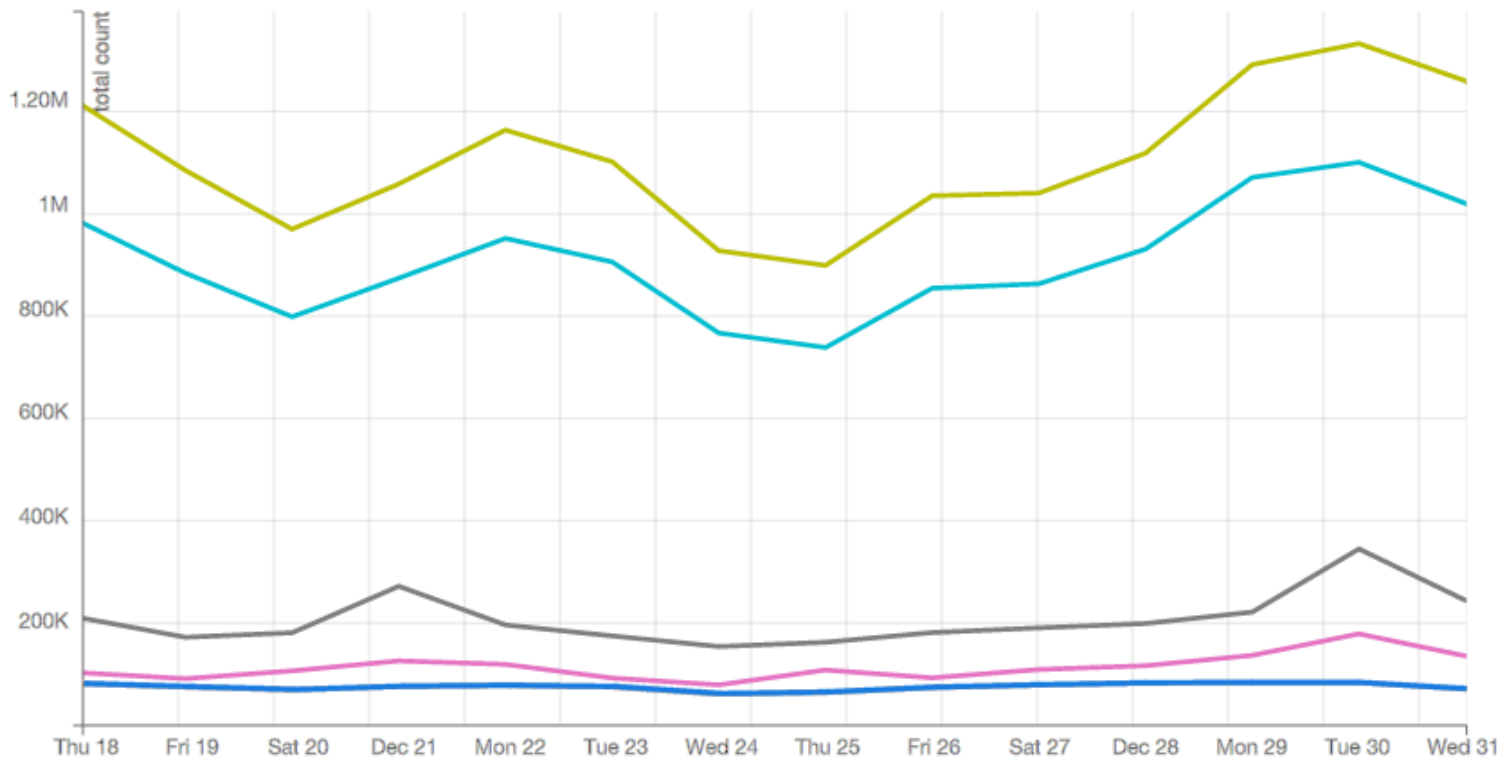


Global daily clicks for Enlarge, Full Screen and related actions in Media Viewer, Nov.-Dec. 2014. [Source: Wikimedia Foundation](#)

# Metadata & Details

31 Dec 2014

metadata open (scroll)	1.20M
metadata close (scroll)	970.93K
metadata open	129.17K
metadata close	232.52K
file description page ('more details')	67.55K

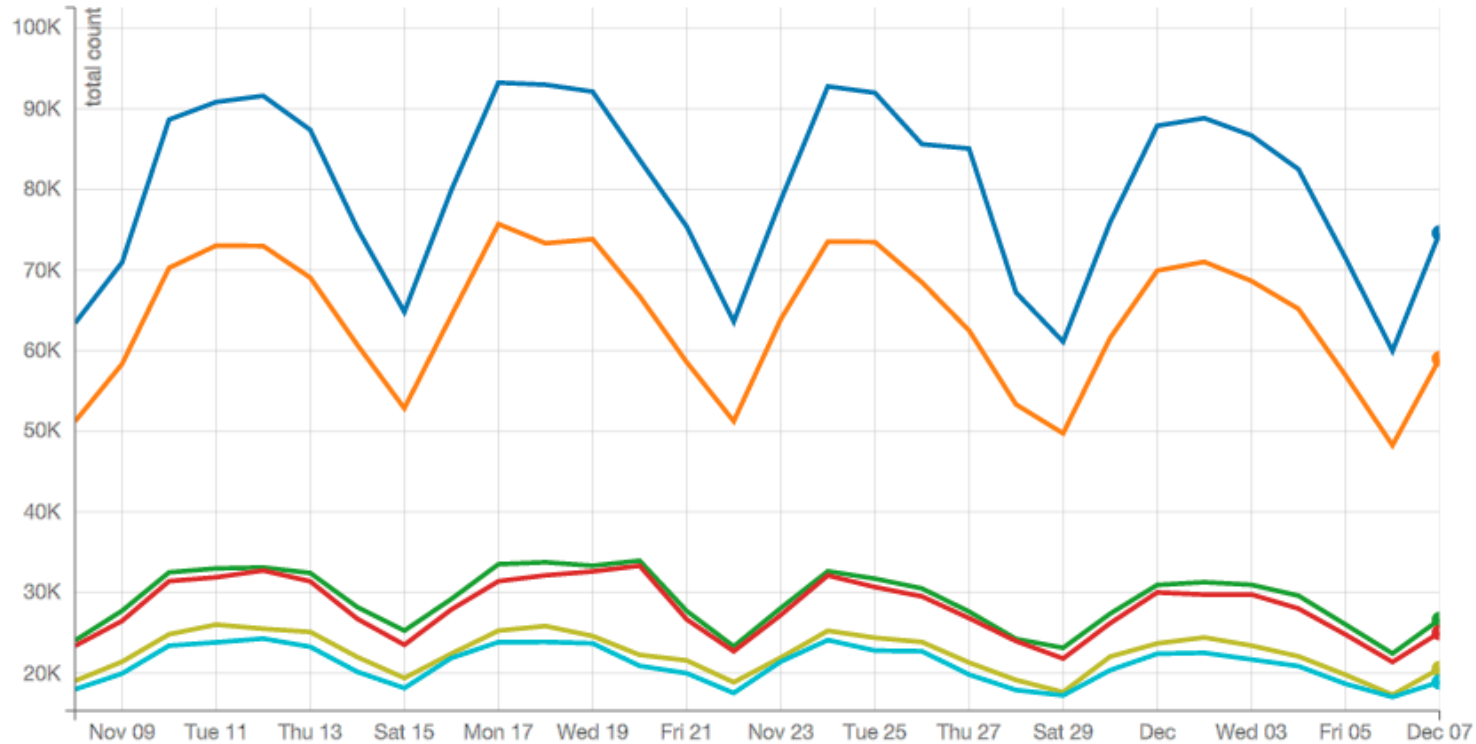


Global daily events to open/close the metadata panel, or view 'more details' on file pages in Media Viewer, Dec. 2014. [Source: WMF](#)

# Download, Disable & Share

07 Dec 2014

download open	74.59K
download closed	58.99K
options open	26.64K
options closed	25.02K
use this file open	20.54K
use this file closed	18.90K

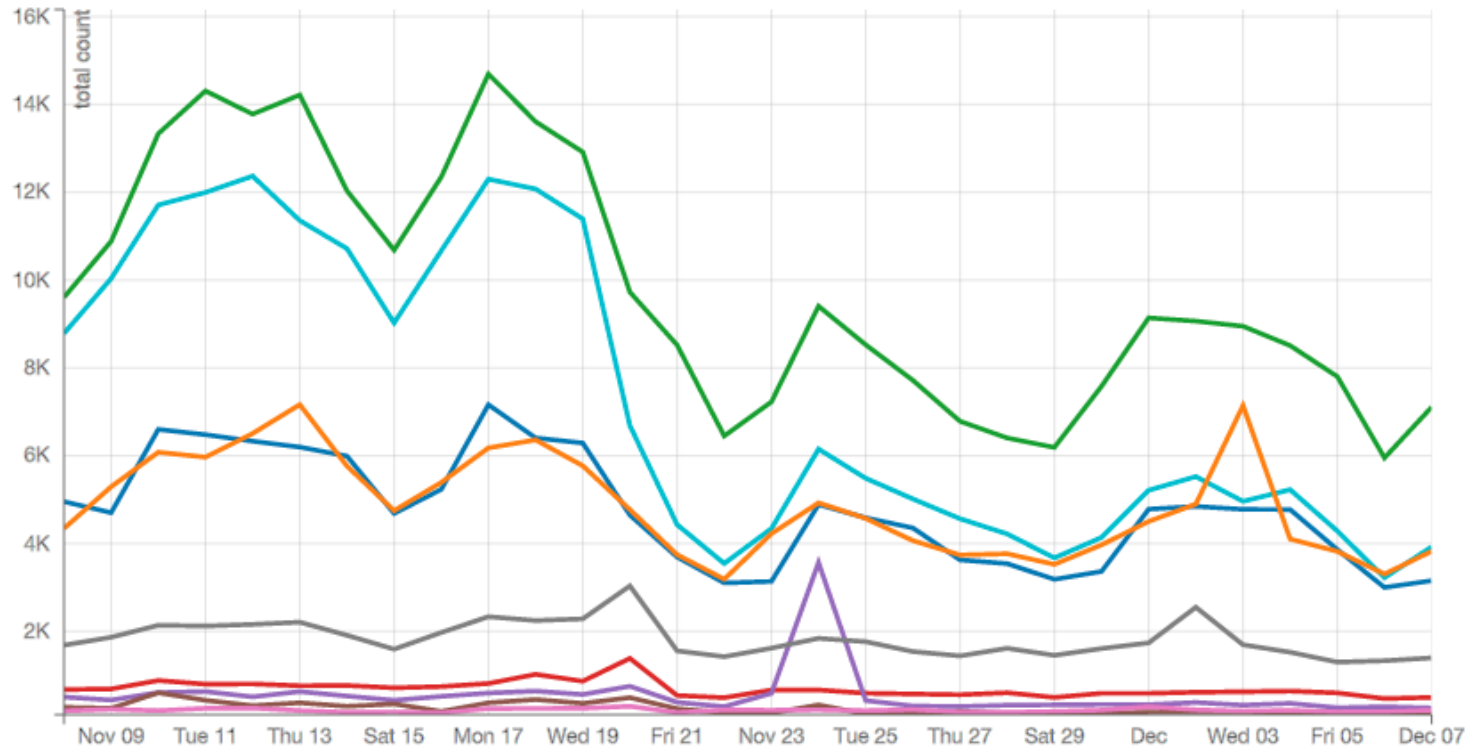


Global daily clicks for Download, Disable & Share panel actions in Media Viewer, Nov.-Dec. 2014. [Source: Wikimedia Foundation](#)

# Information Links

07 Dec 2014

source page	7.11K
terms open	3.92K
author page	3.83K
license page	3.15K
uploader page	1.40K
about page	496.00
discuss page	254.00
location page	204.00
help page	129.00

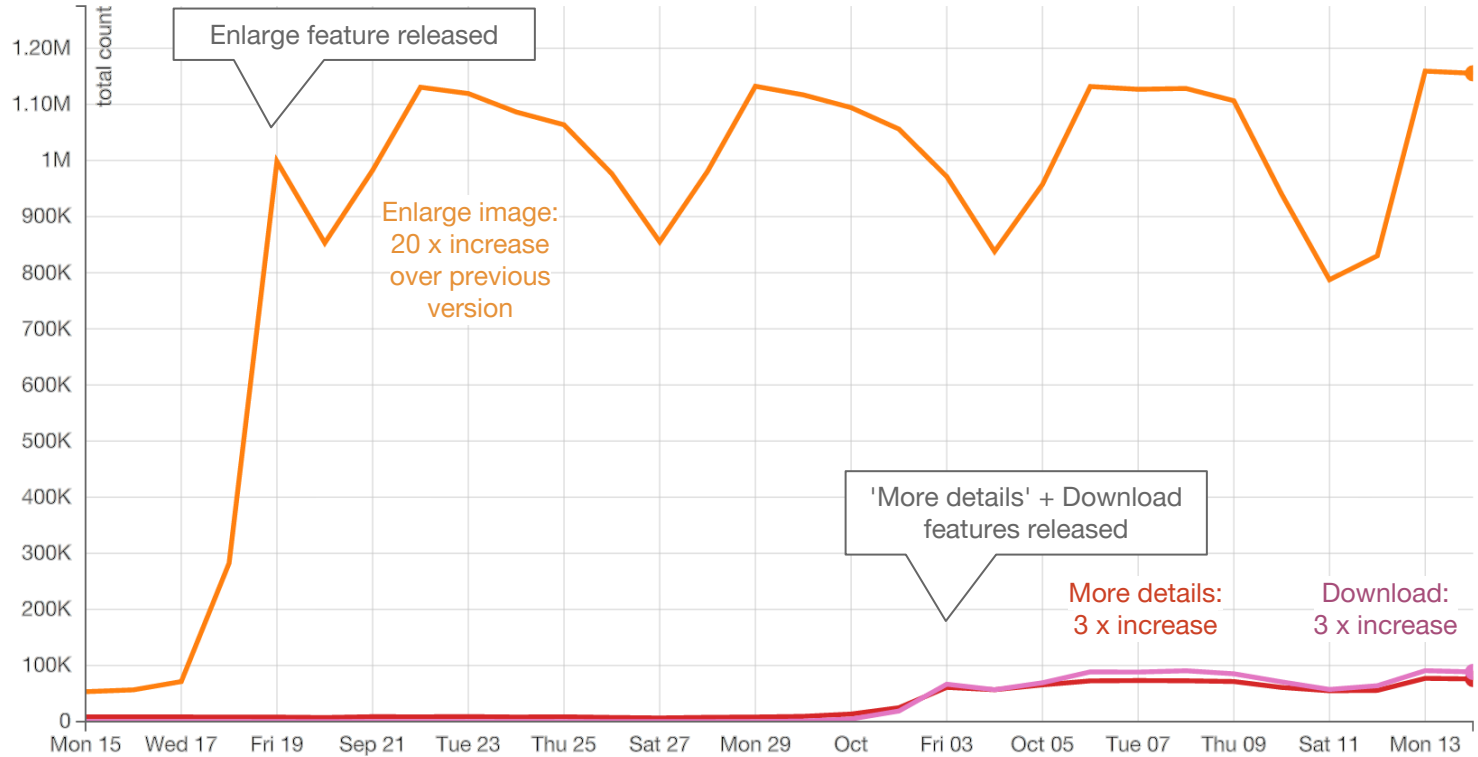


Global daily clicks for 9 information-related links in Media Viewer, Nov.-Dec. 2014. [Source: Wikimedia Foundation](#)

# New Features

14 Oct 2014

thumbnail click	10.70M
enlarge click	123.68K
fullscreen	116.77K
defullscreen	57.50K
close	10.20M
view original file	1.16M
file description page	NaN
file description page (above fold)	76.01K
use this file open	29.04K
use this file closed	27.05K
download open	88.56K
download closed	71.47K
image view	25.48M
metadata open	160.87K
metadata close	146.86K
next image	7.46M
prev image	2.71M
terms open	12.25K
license page	6.51K
author page	5.95K
source page	12.57K



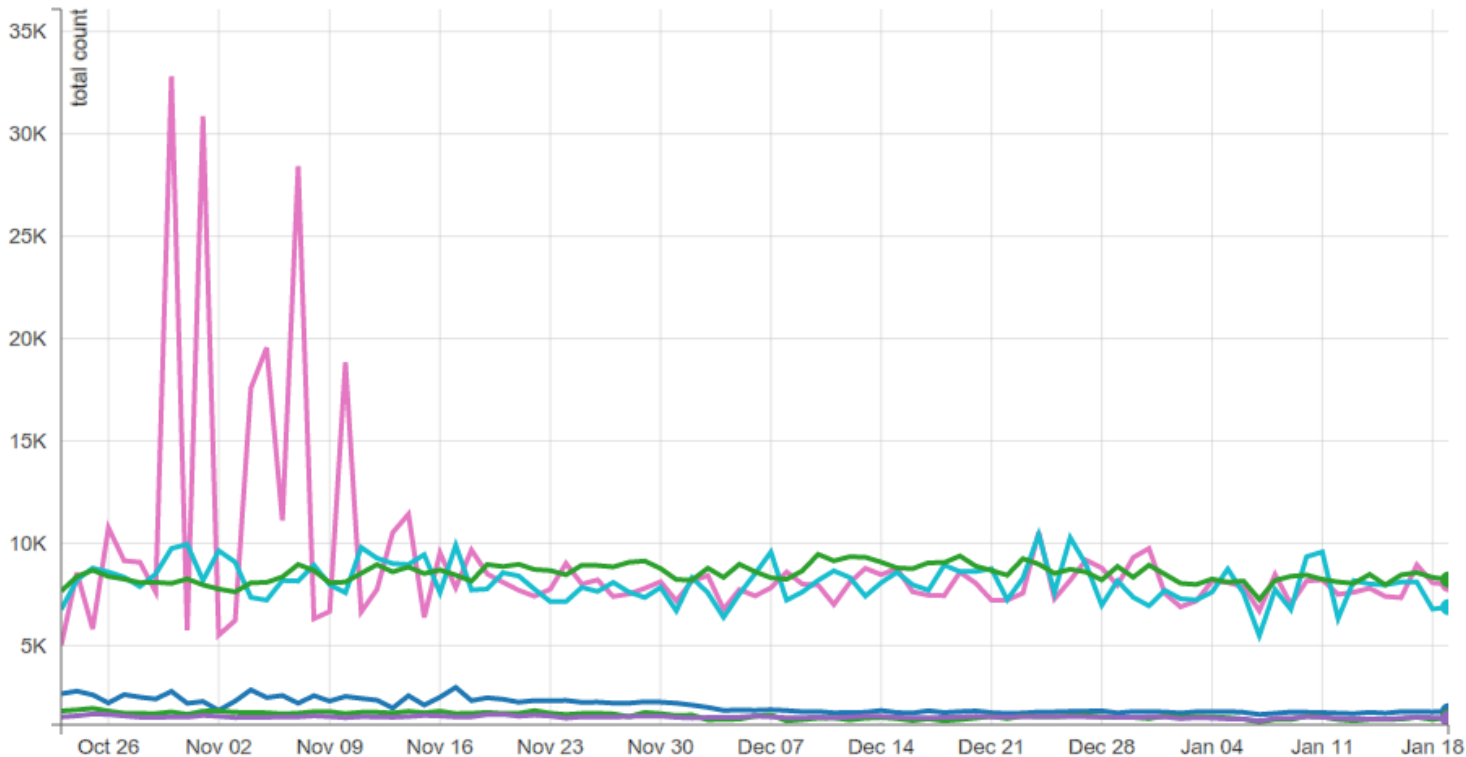
Global clicks on 'Enlarge', 'More details' and 'Download' surged after release in Sep.-Oct. 2014. [Source: WMF](#)

# Performance Metrics

# Media Viewer vs. File Page

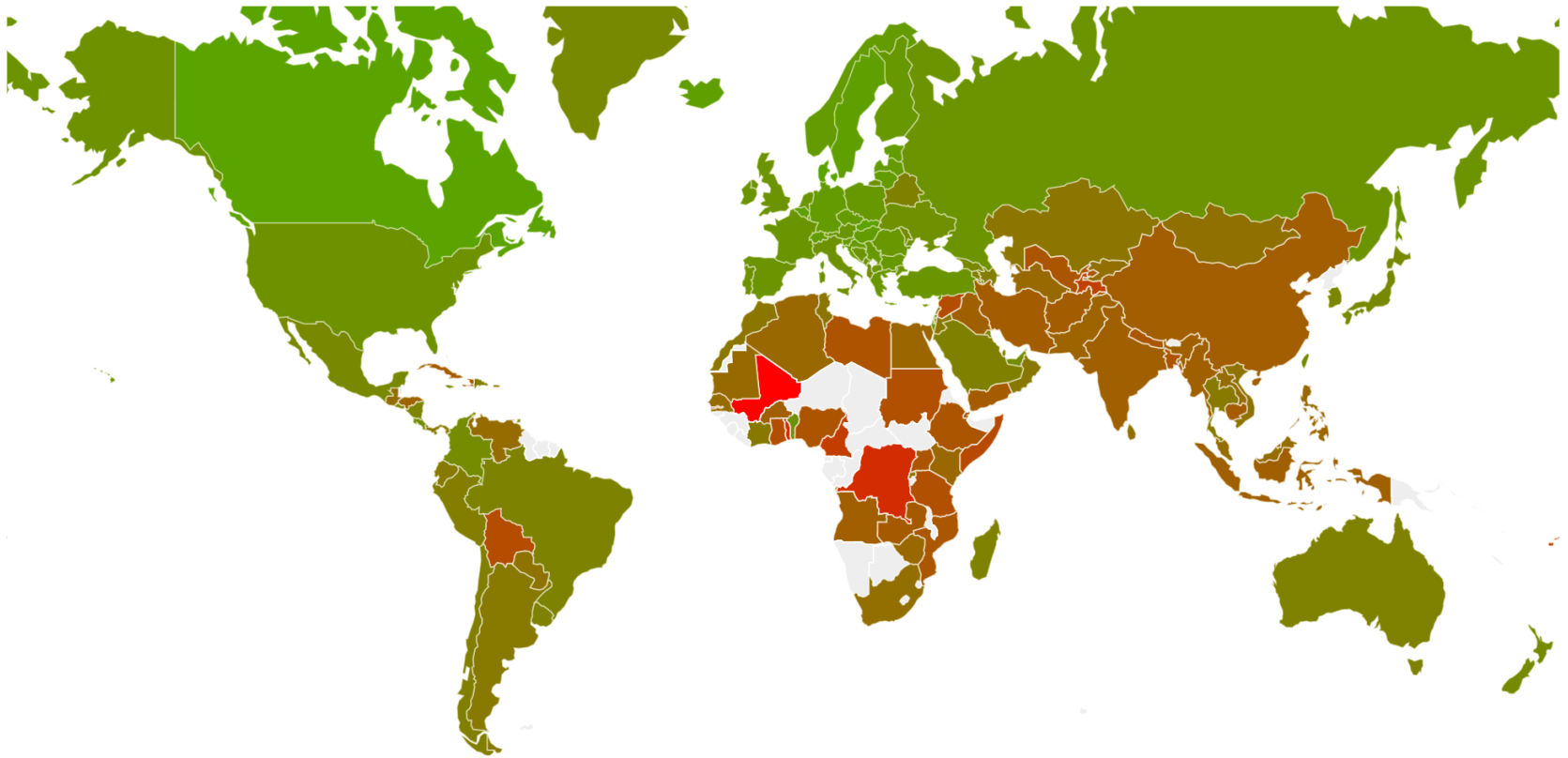
19 Jan 2015

file page (logged-in), median	1.80K
file page (logged-in), 95th percentile	8.00K
file page (anonymous), median	1.52K
file page (anonymous), 95th percentile	6.88K
Media Viewer, median	1.44K
Media Viewer, 95th percentile	8.23K



Global image load times for Media Viewer vs. File Pages are on par, for either median or 95th percentile, Dec. 2014. [Source: WMF](#)

# Network Performance: Image

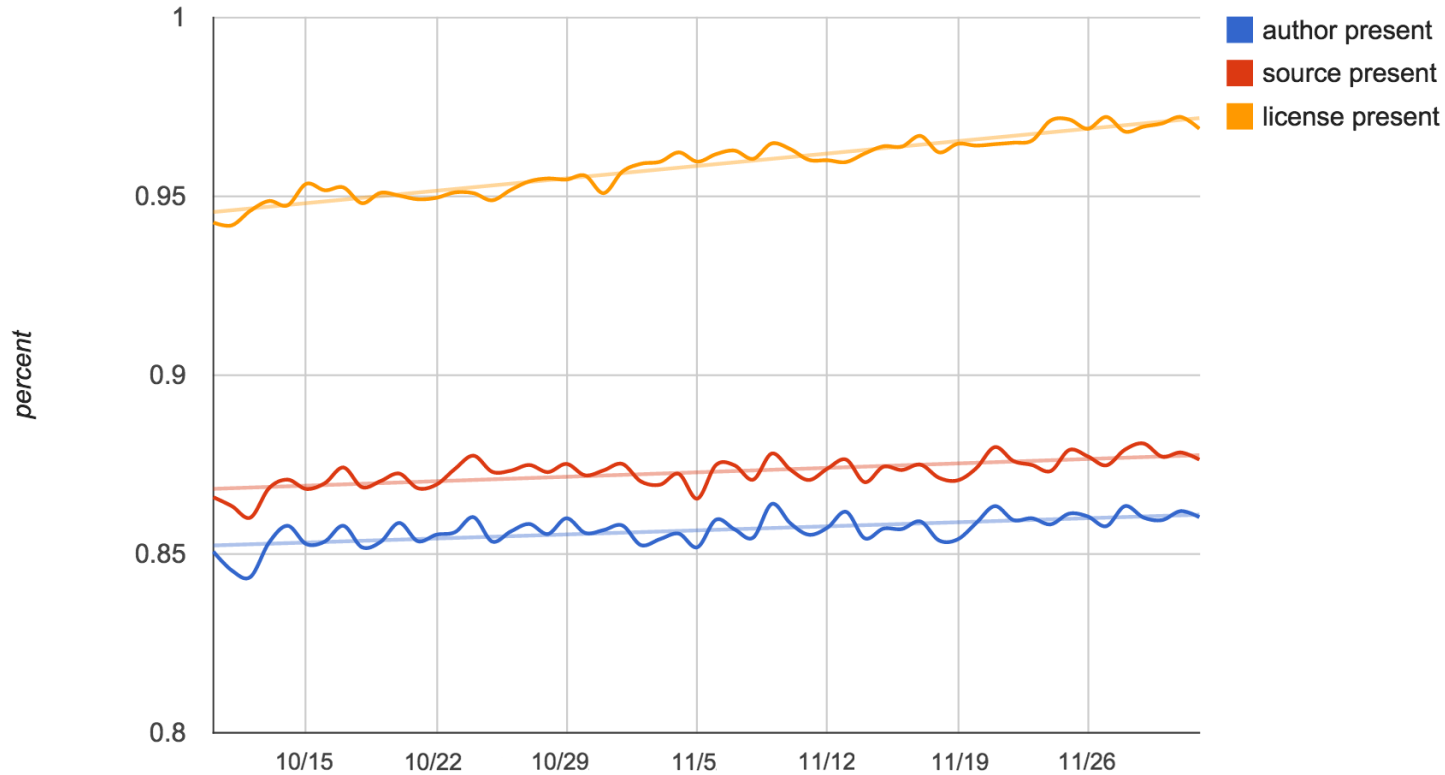


Network performance for Media Viewer image load times, in milliseconds - Dec. 2014. [Source: WMF](#)



# More Metrics

# Attributions & Licenses



Percent of images with author, source or license information in Media Viewer, Nov.-Dec. 2014. [Source: Wikimedia Foundation](#)

# Design Research

# Design research

The Wikimedia Foundation's [design research team](#) conducted a range of design research studies and usability tests for this project:

- **Study 1** (July 2014)
- **Study 2** (August 2014)
- **Study 3** (September 2014)
- **Study 4** (November 2014)
- **Usability tests** (Feb.-May 2014)

# User study 1

Here are key issues from our first user study of the current version in July:

- Hard to **discover info panel**
- Info panel **covers images** & is hard to control
- Hard to find '**View original file**' button
- Hard to find '**Download**' button
- Clarify meaning of **viewing options**

See [User study 1 slides](#) (July 2014)

# User studies 2 / 3

Users successfully completed all tasks listed below:

## *Primary Tasks*

- **Preview** images
- **Learn** about images
- **Get more details**
- **Browse** images
- **Disable** feature (passed 2nd test)
- **Re-enable** feature (passed 2nd test)

## *Secondary Tasks*

- **Enlarge**
- **Share**
- **Download**
- **Go back**

See [User Study 2 Slides](#) (August-September 2014)

# User study 4

We observed that readers were able to accomplish these key tasks with no problems:

- **View** images in Media Viewer
- Navigate to **next / previous** image
- Read a **long description**
- **Identify details** about images
- **Get more details** on file pages
- **Zoom in** to see details
- View image in **full screen**
- **Share** an image with a friend
- **Disable** Media Viewer
- **Re-enable** Media Viewer

See [User study 4 report](#) (November 2014)

# User Feedback



# Feedback channels

User feedback came from a variety of channels:

- 12+ **discussions** (in-person, IRC, hangouts)
- 20+ **talk pages** (mw.org, dewiki, enwiki, frwiki, etc.)
- 25K+ **beta testers** (for 6 months, throughout development)
- 18K+ **survey responses** (throughout release, in 8 languages)
- 30+ **user tests** and **studies** (throughout development and release)
- 3 **requests for comments** (RfCs on enwiki, drwiki + commons)
- 1 **community consultation** (on meta.wikimedia)

# Talk pages

Here are some key issues reported in talk pages:

- Make it **opt-in**
- Hard to find **file page link**
- Show **caption higher up**
- Can't **go back** quickly
- Image load **too slow**
- Issues on **tablets/mobile**
- Show **full file name**
- Show more **license info**
- Show label for **author**
- Make **image clickable**

See [Media Viewer Talk Page](#)

# Requests for comments (RfCs)

Three community RfCs were held from June to October 2014:

- **English Wikipedia RfC**
- **German Wikipedia RfC**
- **Wikimedia Commons RfC**

All RfCs requested that Media Viewer be **disabled by default**.

WMF did not fulfill these requests, due to concerns about lack of representation, but committed to more **improvements**, based on **community consultation**.

(see next slide)

# Community Consultation

A community consultation was held on [Meta](#), from August 28 to September 7:

- the goal was identify any **critical issues** needing improvement
- it was **widely promoted** on community channels
- community members made **130 suggestions**
- WMF **evaluated** and **prioritized** all suggestions
- selected **10 'must-have' tasks**
- developed **13 new improvements**
- all improvements were **released** and **validated**
- see next slide for **improvements list**

See [Consultation Page](#)

# Improvements

These improvements were made from Sep. to Nov. 2014, based on the community consultation:

- **An easier way for any user to disable the tool for their personal use**
- **Enlarge images by clicking on them**
- **A caption or description right below the image**
- **A more prominent link to the File: page: "More Details" button**
- **Separate icon for Download**
- **Clearer icon for Share / Embed**
- **A simpler metadata panel with fewer items**
- **Show file page link if attribution is missing**
- **Fix 'Licensed under Fair Use' credits**
- **Support metadata cleanup drive**

See [Improvements page](#)

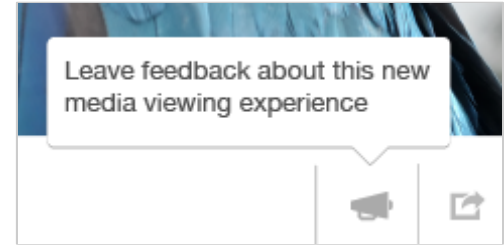
# Surveys

# Surveys

Users were asked for feedback in a short survey (April-July 2014):

- **optional survey** (subject to self-selection bias)
- **built-in feedback button** (opened survey popup window)
- **8 different languages** (ca, de, en, es, fr, hu, nl, pr, pt)
- **18K+ survey responses** (satisfaction ratings, some with comments)
- **a majority found the tool useful** (but sample is not representative)
- **a lot of actionable feedback** (hand-coded to identify and prioritize key issues)

See [Survey Report](#)



# Survey feedback

Here are top feature requests from surveys:

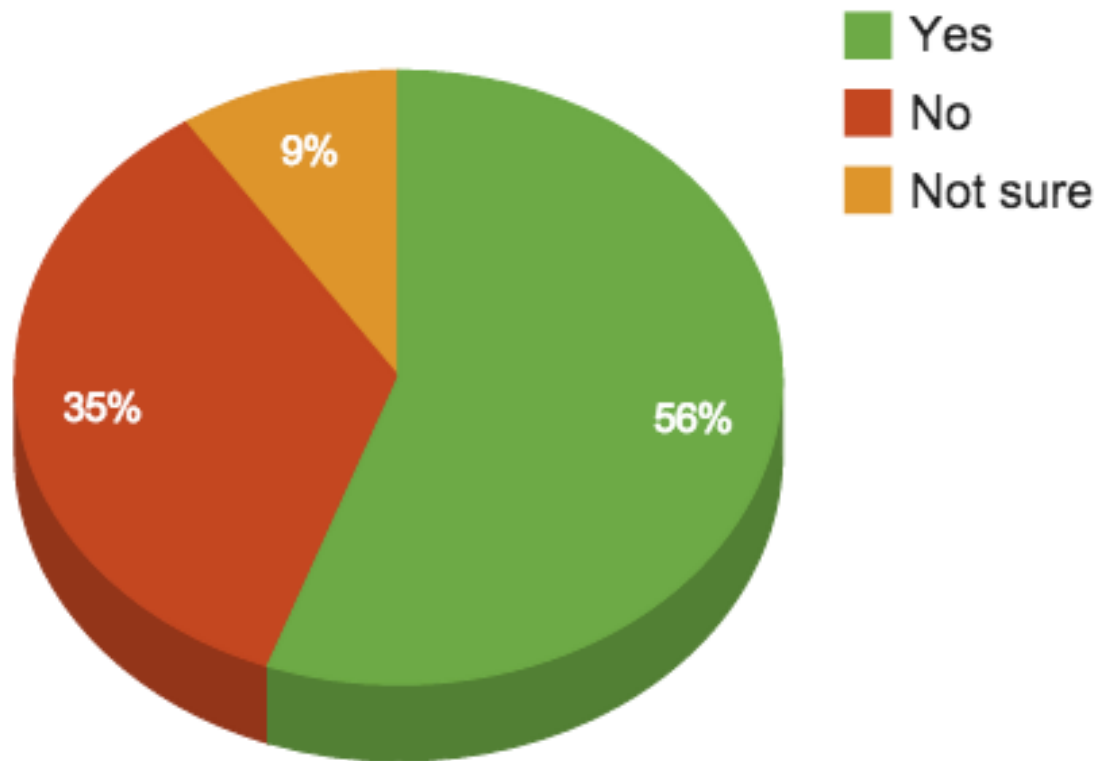
- Want **zoom** 14%
- **More image sizes** 8%
- Want **opt-out** 6%
- Easy way to **exit** 5%
- **Scroll down** for info 5%
- Info **cuts off images** 5%
- **Can't find info** 4%
- Show **whole image** 3%
- **More info above** 3%
- **Disoriented** by UI 3%

(% hand-coded survey requests)

See [Survey feedback](#)



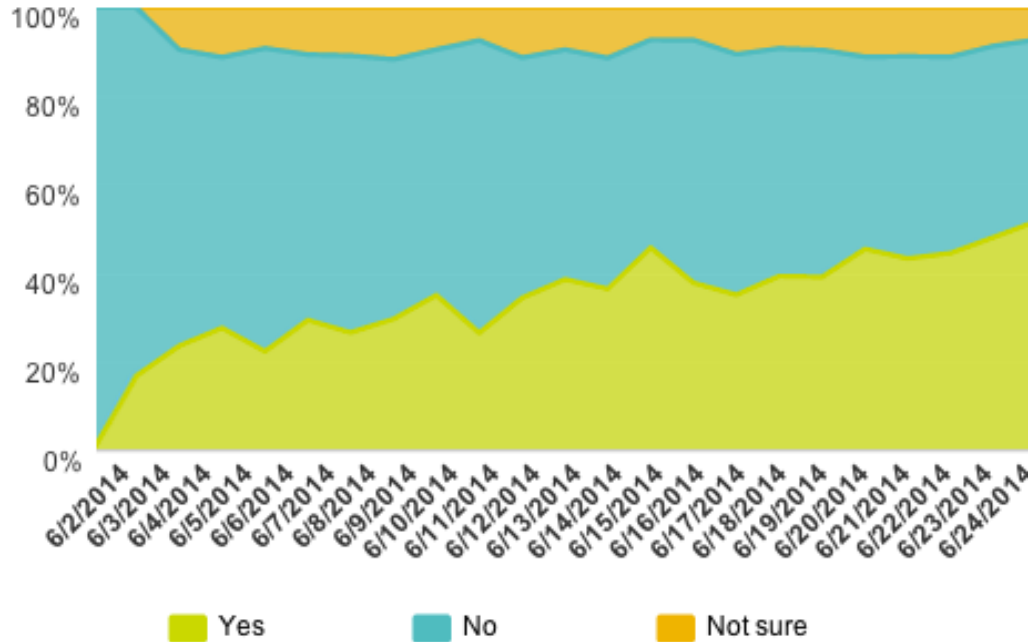
## Is Media Viewer useful?



Media Viewer survey responses as of July 8, 2014 - Source: Wikimedia Foundation.

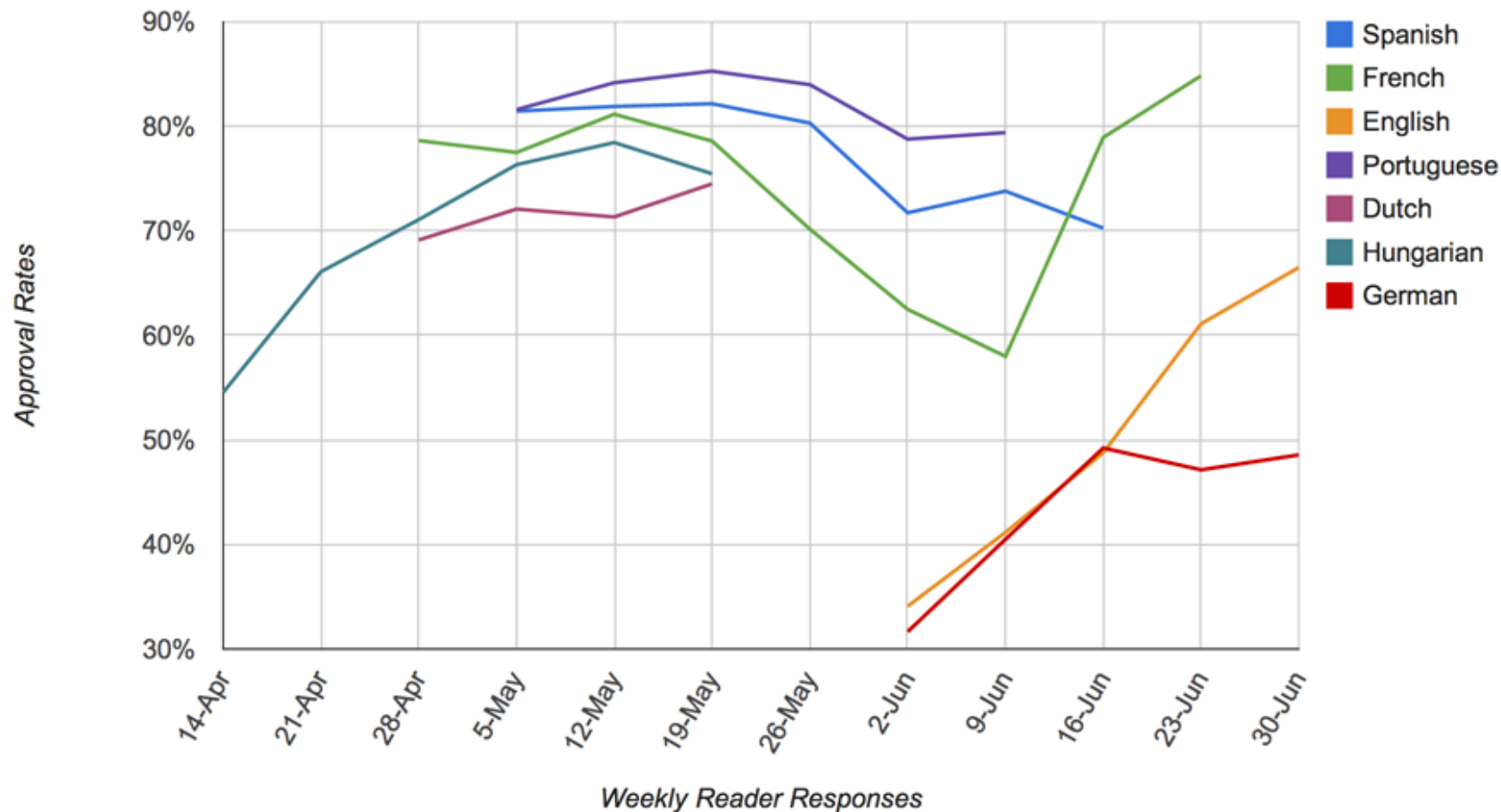
# Approval rates

Is this media viewer useful for viewing images and learning about them?



Survey responses from English users: daily approvals grew to 52% in June 2014, but response rate fell at the same time. [Source: WMF](#)

## Media Viewer: Reader Approval Rates



# About Media Viewer:

[mediawiki.org/wiki/Extension:Media\\_Viewer/About](https://mediawiki.org/wiki/Extension:Media_Viewer/About)

Join our mailing list:

[lists.wikimedia.org/mailman/listinfo/multimedia](https://lists.wikimedia.org/mailman/listinfo/multimedia)