

# 2014 Readership Update

Wikimedia Foundation Metrics Meeting

4 December 2014

**Meet our readers**

“I live in a little town where I felt very isolated when I was young.  
Now, thanks to internet and Wikipedia, I have the whole world at  
home! Thank you.”

“I love that I can explore any subject on Wikipedia. When **Nelson Mandela** passed away, I looked up his Wikipedia page. From there I clicked into the **Apartheid** and about the ethnic groups involved. I learned about the language of **Afrikaans**, which I had never heard of before, and some of the key activists and politicians in ending Apartheid.”



“Slammed my arrogant stock broker brother-in-law when we were arguing over which of two countries had the larger GDP.”



**What do we know?**

**What will we do about it?**

# Agenda

## Traffic Update

Toby Negrin — 15 minutes

## Design Research Updates

Jared Zimmerman + Abbey Ripstra — 5 minutes

## Product Updates

Erik Moeller + Maryana Pinchuk — 10 minutes

## The Next Billion Users

Carolynne Schloeder + Anasuya Sengupta — 10 minutes

## Discussion / Questions

10 minutes

# Traffic Update

# By The Numbers

**248,000,000,000 Articles served**

Oct '13 - Oct '14 [1]

**34 Articles per human on earth**

Oct '14 [2]

**235 Countries/regions**

Oct '14 [3]

[1,3] October 2014 data

[2] [http://en.wikipedia.org/wiki/World\\_population](http://en.wikipedia.org/wiki/World_population)

# High level summary: Readership

- **Mobile is growing, desktop is shrinking**
- **Globally, pageviews are flat (-0.9% AGR)**
- **Global North<sup>[1]</sup> traffic (72% of all traffic) is flat**
- **Global South traffic is increasing, driven by mobile**
- **In the US, pageviews are declining (-8.6% AGR)**
  - **In the US, decline on desktop is not fully offset by mobile web**

[1] [https://meta.wikimedia.org/wiki/List\\_of\\_Countries\\_by\\_Regional\\_Classification](https://meta.wikimedia.org/wiki/List_of_Countries_by_Regional_Classification)



# Global readership: summary

|                                     | Monthly pageviews (bn) | Annual growth rate |
|-------------------------------------|------------------------|--------------------|
| <b>Human, Desktop + Mobile site</b> | <b>16.8</b>            | <b>-0.9%</b>       |
| Human, Desktop site                 | 11.0                   | -18.5%             |
| Human, Mobile site                  | 5.8                    | +64.2%             |
| Total (incl. crawlers)              | 20.1                   | +3.8%              |

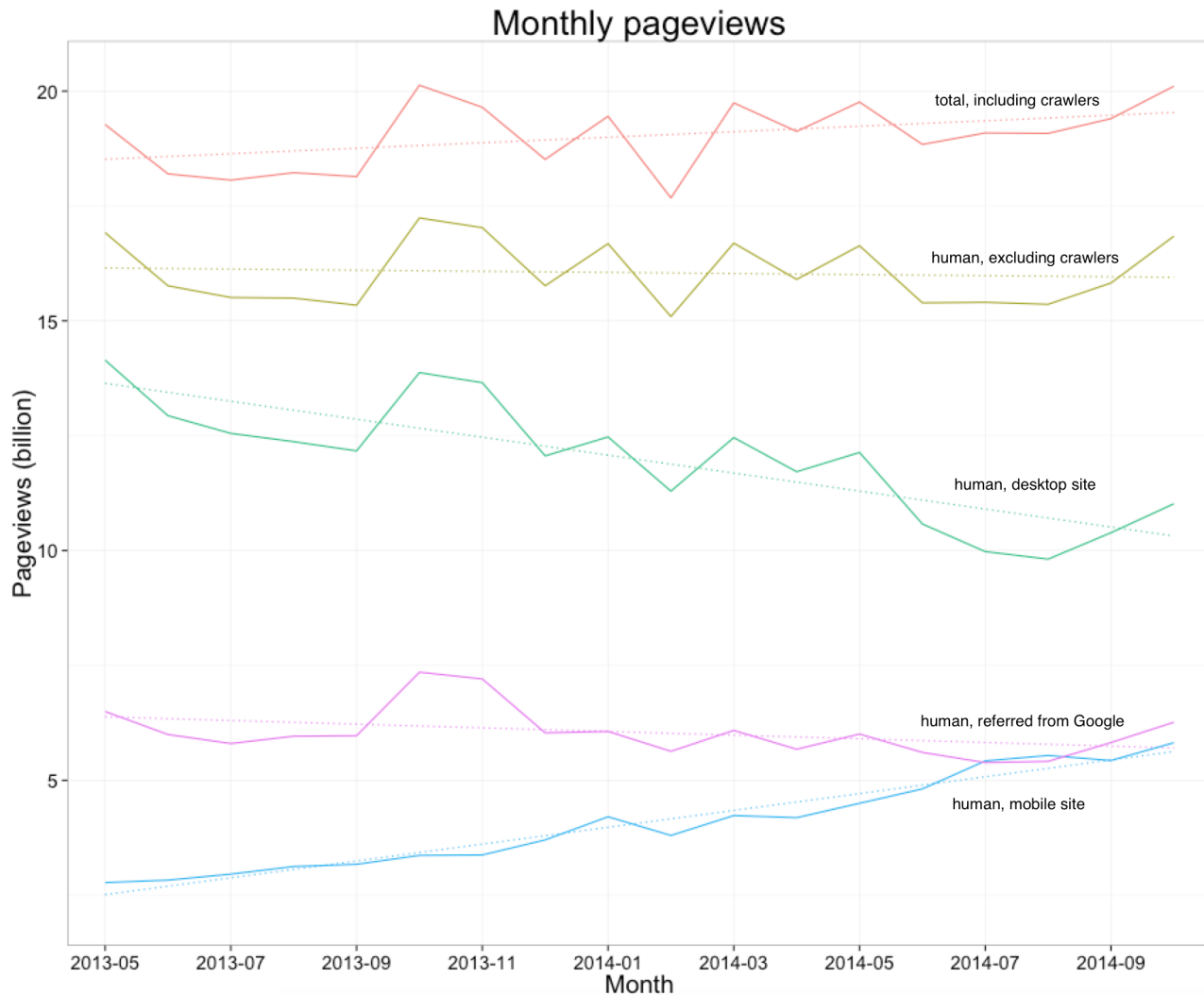
[October 2014 data](#); annual growth rates based on linear model (May 2013 - October 2014)

# World

"Globally, total human readership (excluding crawlers and automated traffic) is **flat**."

**Mobile growth is increasing** as desktop is declining.

Mobile growth is **replacing desktop readership.**"



# World / US

| Region | Metric                    | Monthly pageviews (bn) | Annual growth rate |
|--------|---------------------------|------------------------|--------------------|
| World  | Human PVs total           | 16.8                   | -0.9%              |
|        | Human PVs to desktop site | 11.0                   | -18.5%             |
|        | Human PVs to mobile site  | 5.8                    | +64.2%             |
| US     | Human PVs total           | 3.3                    | -8.6%              |
|        | Human PVs to desktop site | 2.1                    | -24.2%             |
|        | Human PVs to mobile site  | 1.2                    | +42.2%             |

[October 2014 data](#); annual growth rates based on linear model (May 2013 - October 2014)

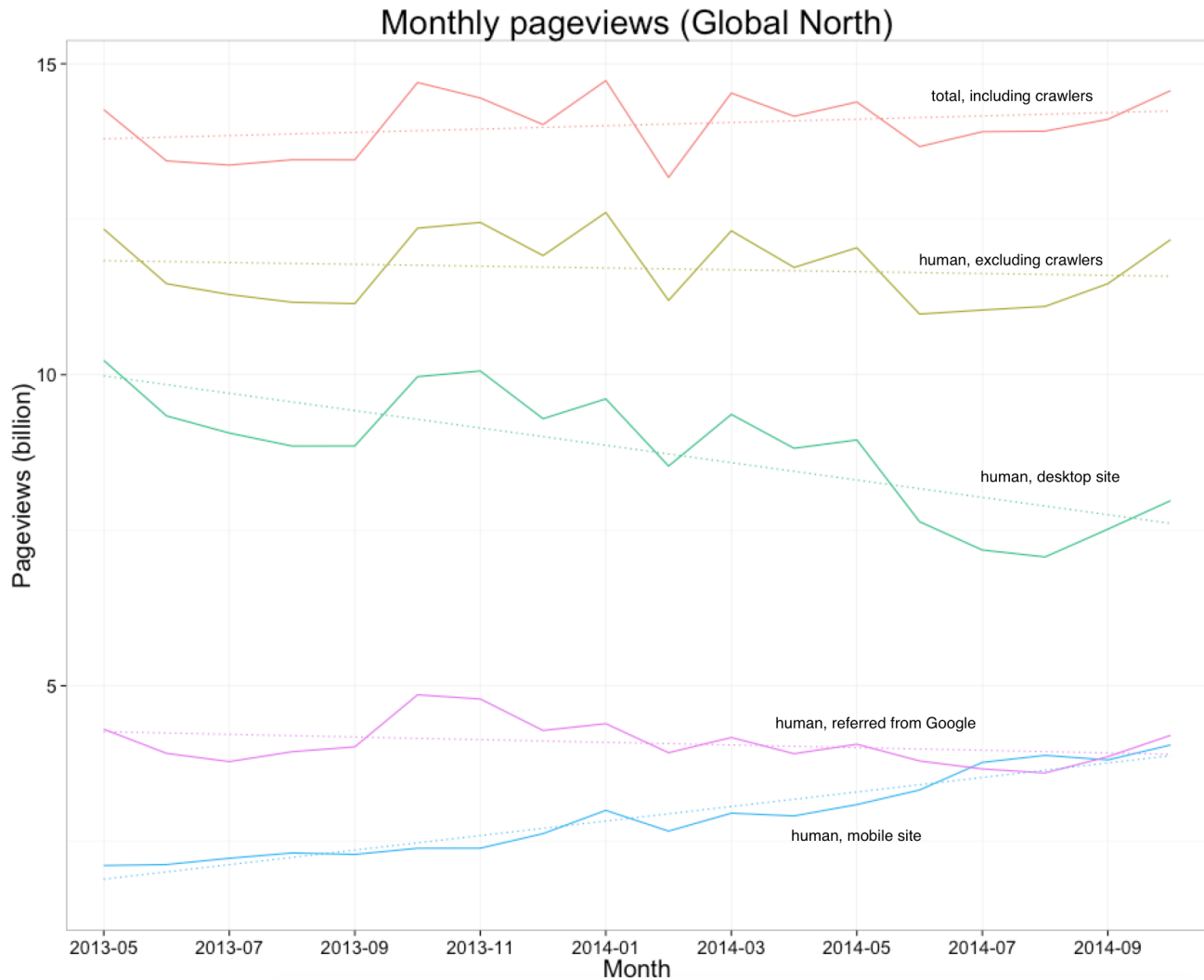
# Global North / Global South

| Region       | Metric                    | Monthly pageviews (bn) | Annual growth rate |
|--------------|---------------------------|------------------------|--------------------|
| Global North | Human PVs total           | 12.2                   | -1.5%              |
|              | Human PVs to desktop site | 8.0                    | -18.0%             |
|              | Human PVs to mobile site  | 4.0                    | +56.6%             |
| Global South | Human PVs total           | 4.0                    | +6.3%              |
|              | Human PVs to desktop site | 2.5                    | -16.5%             |
|              | Human PVs to mobile site  | 1.4                    | +84.0%             |

[October 2014 data](#); annual growth rates based on linear model (May 2013 - October 2014)

# Global North

The Global North is responsible for **72% of total human readership**, trends are similar to those observed globally.

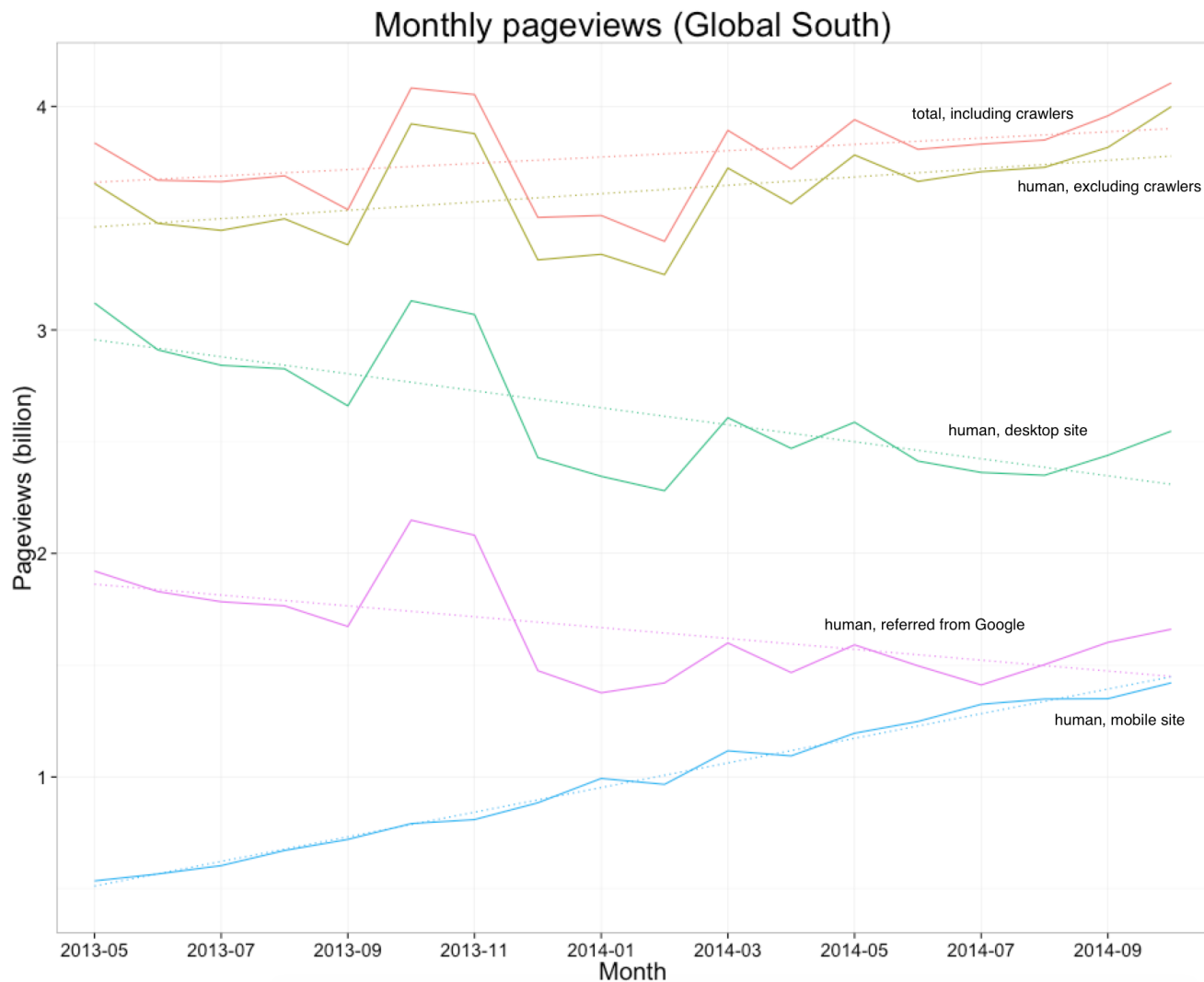


# Global South

The Global South is responsible for **24% of total human readership**.

It's seeing the **fastest mobile growth**, although the majority of mobile traffic still comes from the Global North.

Automated traffic from the Global South is a negligible fraction.



# Top Growers

With the exception of Russia, South Korea and Ireland, all of the top growers among the largest countries by traffic are in the **Global South**.

**India** and **Russia** stand out as fast growing, major drivers of readership.

Traffic from Russia needs to be better understood, particularly for botnet or crawler requests that may not be accurately identified.

| Country       | Monthly pageviews (bn) | Annual growth rate |
|---------------|------------------------|--------------------|
| Iran          | 0.14                   | +167.9%            |
| Ukraine       | 0.25                   | +52.2%             |
| South Korea   | 0.12                   | +37.7%             |
| Nigeria       | 0.03                   | +23.0%             |
| Pakistan      | 0.05                   | +22.7%             |
| Ireland       | 0.08                   | +18.3%             |
| Indonesia     | 0.2                    | +18.2%             |
| <b>India</b>  | <b>0.53</b>            | +12.7%             |
| Singapore     | 0.07                   | +10.5%             |
| <b>Russia</b> | <b>0.9</b>             | +10.3%             |

countries in the top 25% by total human PVs as of [October 2014](#); annual growth rates based on linear model (May 2013 - October 2014)

# Top Decliners

The fastest declining countries in the top sources of traffic are in **Latin America**.

**Mexico** and **Brazil** are key countries to monitor, given that they each generate over 300m human pageviews per month.

| Country       | Monthly pageviews (bn) | Annual growth rate |
|---------------|------------------------|--------------------|
| Ecuador       | 0.04                   | -30.5%             |
| Belgium       | 0.08                   | -29.6%             |
| Venezuela     | 0.09                   | -28.0%             |
| Portugal      | 0.05                   | -23.8%             |
| <b>Mexico</b> | <b>0.34</b>            | <b>-23.2%</b>      |
| Colombia      | 0.14                   | -23.2%             |
| Thailand      | 0.08                   | -22.6%             |
| Chile         | 0.08                   | -22.3%             |
| <b>Brazil</b> | <b>0.32</b>            | <b>-21.0%</b>      |
| Peru          | 0.06                   | -17.8%             |

countries in the top 25% by total human PVs as of [October 2014](#); annual growth rates based on linear model (May 2013 - October 2014)



# Wikimedia vs. the Internet

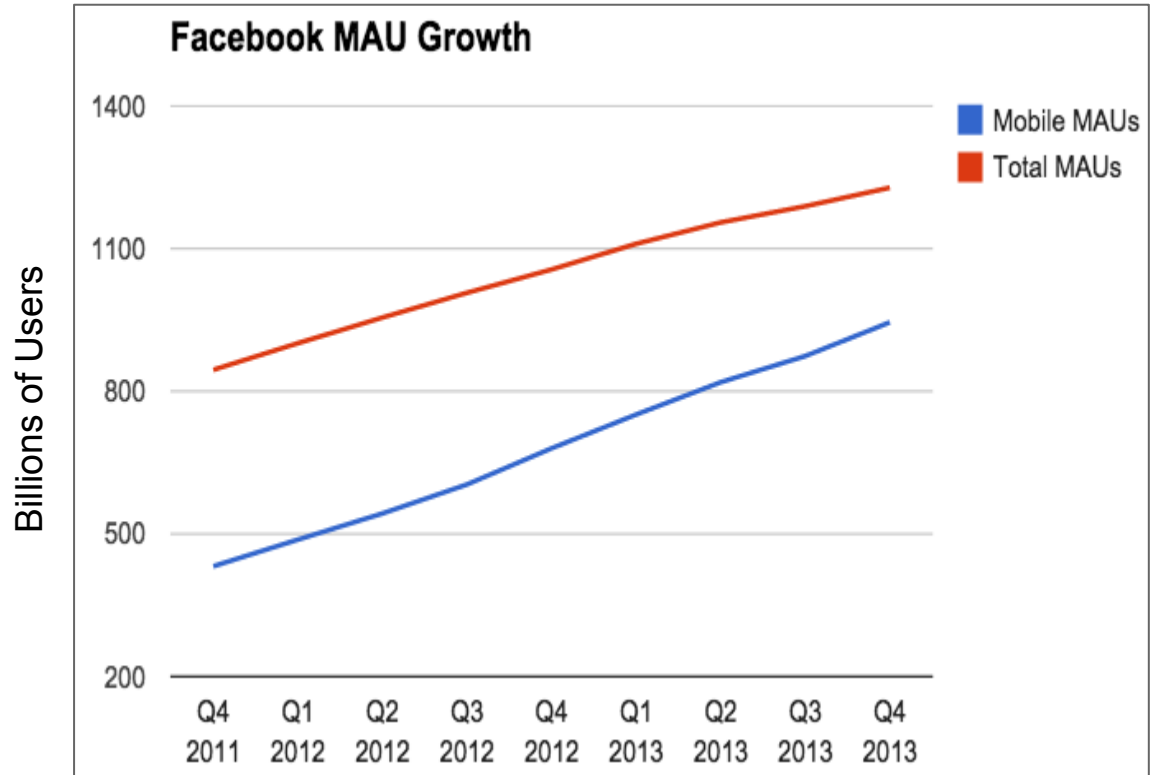
- **Mobile:** We are following the global trend, but not yet leveraging organic readership growth
- **International:** We are following the global trend, and adding to it through Wikipedia Zero
  - **3 Billion Connected; 4 Billion Unconnected**
- **Social:** We are *trailing* the global trend
- **Structured Data:** Leading trend with Wikidata

Source: Mary Meeker's Internet Trend Reports (2013,2014) <http://www.kpcb.com/internet-trends>

# Case Study: Facebook

“We believe that **mobile usage** of Facebook is **critical** to user growth and engagement over the long term, and accordingly are **prioritizing mobile product development.**”[1]

[1] Facebook’s 2012 Annual Report



Data from Facebook’s 2103 Annual Report

# Sailing with the Wind

- **2010: Launched Facebook Zero**<sup>[1]</sup>
- **2012: Bought Instagram, a mobile only photo-sharing application**<sup>[2]</sup>
- **2013: Reorganized engineering around mobile development**<sup>[3]</sup>
- **2014: Bought WhatsApp, a mobile only messaging app popular in Asia**<sup>[4]</sup>

[1] [http://en.wikipedia.org/wiki/Facebook\\_Zero](http://en.wikipedia.org/wiki/Facebook_Zero)

[2] <http://en.wikipedia.org/wiki/Instagram>

[3] <http://techcrunch.com/2013/12/04/facebook-org-charts/>

[4] <http://en.wikipedia.org/wiki/WhatsApp>

# About This Data

- Extrapolation from 1:1000 sampled log data
  - New pageview definition
  - Bugs in old data collection fixed, may cause discrepancies
- Caveats
  - Still PV-based
  - WMF uniques measure is in development, but will not be tracking uniques across devices
  - Apps (<1% of all traffic) are not broken out (but can be)

# User Research Update

# REFLEX

## Reporting for Longterm Experiences

**Create a metric for  
usability readiness  
for our products**

# Why?

- **Better understand users' experience**
- **Focus on opportunity for improvement**
- **Evaluate how our changes affect user experience**



# How?

## Qualitative, self reported measures (REFLEX)

- confidence of task completion
- ease of use
- enjoyability

# How?

## Task group level rollups

- **NPS (for a group of tasks)**
- **Sentiment matrix**

# How?

## Quantitative measures

- **success or fail**
- **time on task**
- **click path aggregation**

# Reusable Tasks

Find average low February temperature in San Francisco  
Who was the second spouse of Albert Einstein  
Find the name of a source referenced used for a particular statement in an article  
Find articles which subject matter is related to the Sudan Golden Sparrow  
Find a specific article which is not the first search result  
Navigate to similar or related content on other Wikimedia

# Tooling & Plan

## Q2

- **Evaluate 2 tools, UserZoom and Loop11**
- **Pilot in realistic snapshot of production site**

# Tooling & Plan

**Q3**

- **Implement tool on snapshot site, ramp testing to 100-500 users per quarter**

Removed UserZoom screenshot





## Clips

Clips Gallery

## Raw Videos

Session Replay

## Filters

## Tasks

All

Task 1: Target Task 1

## Viewed

## Clipped

## Availability

Search

All Videos - 13

Actions

Select Action

Apply



| <input type="checkbox"/> | Video ID | Task | UZ ID      | Profile | Effectiveness | Duration |  |  |  |  |  |  | Actions |
|--------------------------|----------|------|------------|---------|---------------|----------|--|--|--|--|--|--|---------|
| <input type="checkbox"/> | 4        | T1   | C59S771_4  | PF1     | Abandon       | 3:36     |  |  |  |  |  |  |         |
| <input type="checkbox"/> | 3        | T1   | C59S771_11 | PF1     | Abandon       | 2:51     |  |  |  |  |  |  |         |
| <input type="checkbox"/> | 10       | T1   | C59S771_38 | PF1     | Abandon       | 1:10     |  |  |  |  |  |  |         |
| <input type="checkbox"/> | 1        | T1   | C59S771_6  | PF1     | Error         | 0:24     |  |  |  |  |  |  |         |
| <input type="checkbox"/> | 2        | T1   | C59S771_10 | PF1     | Error         | 1:36     |  |  |  |  |  |  |         |
| <input type="checkbox"/> | 5        | T1   | C59S771_14 | PF1     | Error         | 1:53     |  |  |  |  |  |  |         |
| <input type="checkbox"/> | 6        | T1   | C59S771_20 | PF1     | Success       | 0:07     |  |  |  |  |  |  |         |
| <input type="checkbox"/> | 9        | T1   | C59S771_36 | PF1     | Success       | 1:26     |  |  |  |  |  |  |         |
| <input type="checkbox"/> | 11       | T1   | C59S771_39 | PF1     | Success       | 0:07     |  |  |  |  |  |  |         |
| <input type="checkbox"/> | 12       | T1   | C59S771_40 | PF1     | Success       | 0:13     |  |  |  |  |  |  |         |
| <input type="checkbox"/> | 13       | T1   | C59S771_41 | PF1     | Success       | 0:09     |  |  |  |  |  |  |         |



Main page  
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User help  
FAQ  
Technical manual  
Support desk  
Communication

Development  
Bug tracker  
Code repository  
Code docs  
Statistics  
Wikimedia engineering

MediaWiki.org  
Browse categories  
Community portal  
Recent changes  
Current issues  
Sandbox

Print/export  
Create a book  
Download as PDF



## Talk:Sparrow (usability testing)



Newest topics

*Start a new topic*

### Red sparrow territory



Reply • 1 comment • 20 hours ago

**DannyH (WMF)**

Right now, the article says that red sparrows only live in North America. Is that true? I thought that there were red sparrow colonies in Central America too. What's the source for the claim about North American red sparrows?

Reply • Thank

20 hours ago

*Reply to "Red sparrow territory"*

### What scent is Sparrows most attracted to?



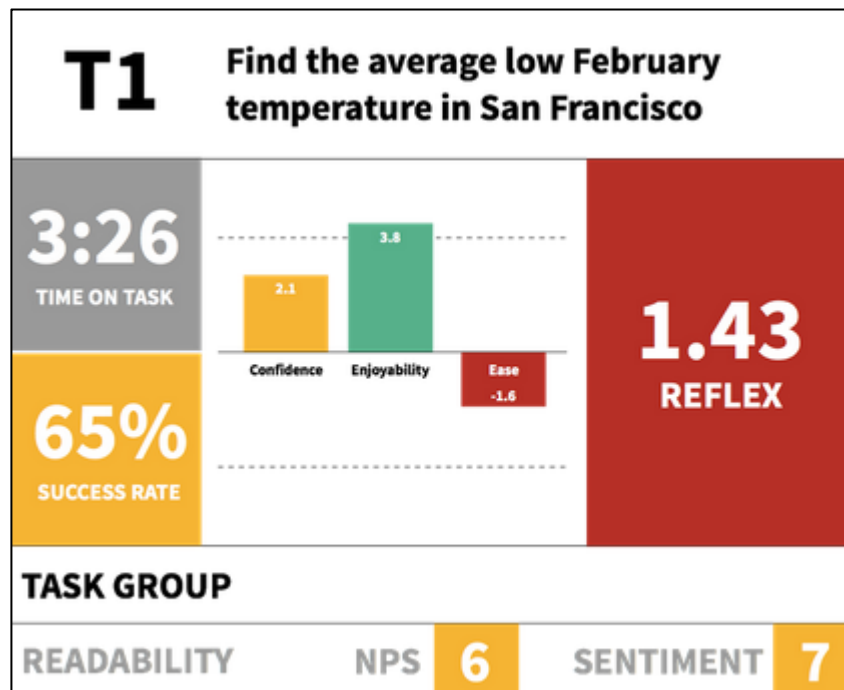
Reply • 1 comment • a day ago

**DRtester1**

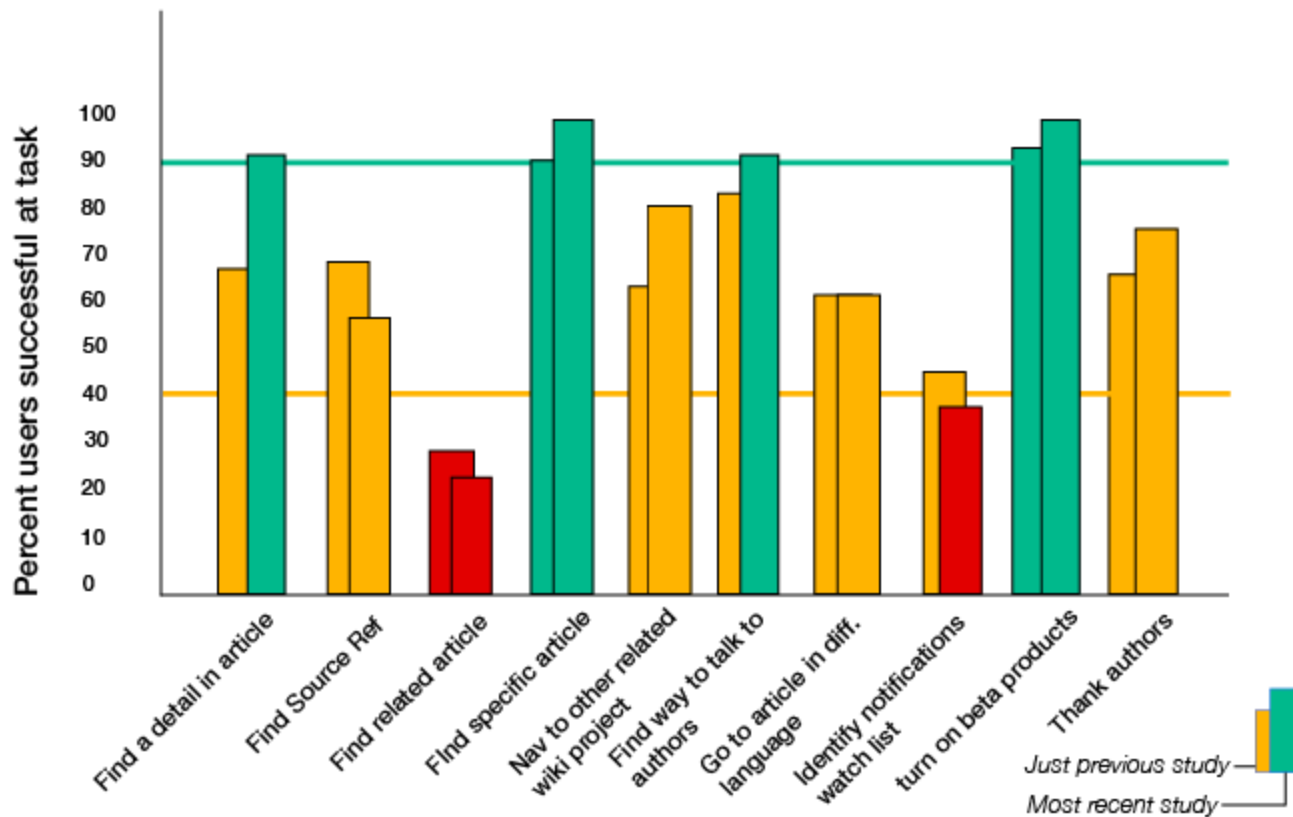
# Reporting + Analysis

- **Video, audio, click paths**
- **Finding patterns that describe issues**
- **Recommendations for improving experiences**

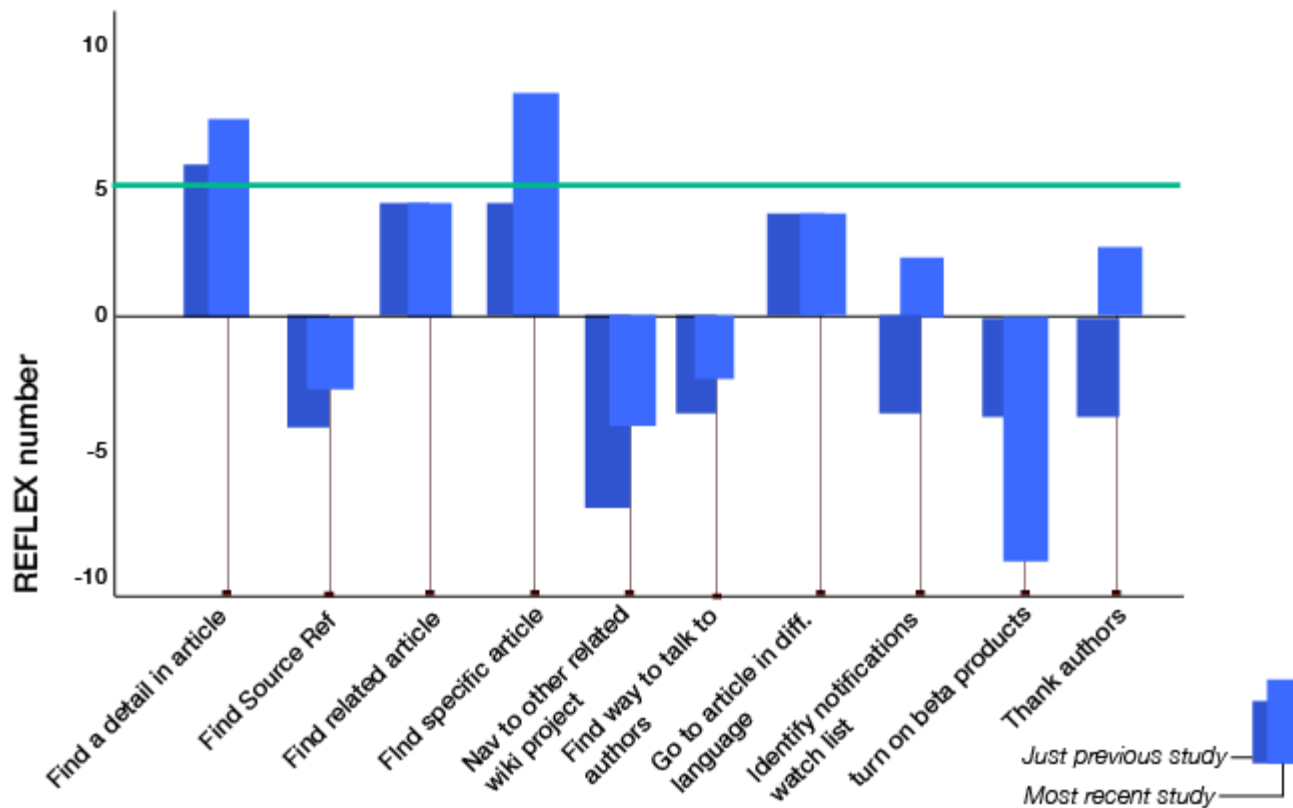
# Task Details



# Task Success Rates



# Task REFLEX Numbers



# Product Update

# What are we doing about this?

Mobile is the place to grow WMF readership.

**Apps** can be developed at high velocity, offer native capabilities, still have low usage - great place to trial **new ideas**.

**Mobile web** is where 99% of our mobile users are. It's the current growth engine for readership. This is also where most of our mobile development effort is today.



# Readers love mobile



**Nuno Job** (Нуно Джоб)  
@dscape



@glennsc amazing how mobile wikipedia looks so much better on regular desktop. maybe they should make this regular wikipedia



6:54 AM - 15 Nov 2014



**dave epstein**  
@epstein



Wikipedia's mobile site looks better on desktop than their desktop site.

[en.m.wikipedia.org/wiki/San\\_Franc...](http://en.m.wikipedia.org/wiki/San_Franc...)



11:05 AM - 18 Nov 2014



**Ev# Mistress** ♡  
@mirell



Wow, the mobile design of Wikipedia on the Desktop is a way cleaner design.



9:41 AM - 22 Nov 2014



**Levi McGranahan**  
@levimcg



Wow! Go to the mobile Wikipedia site on desktop. Scaled up mobile site kinda blows the actual desktop version away!  
[en.m.wikipedia.org/wiki/Tacos](http://en.m.wikipedia.org/wiki/Tacos)



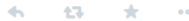
1:51 PM - 3 Dec 2014



**m#nt**  
@minthues



wikipedia's mobile on desktop view looks so nice  
[en.m.wikipedia.org/wiki/Types\\_of\\_...](http://en.m.wikipedia.org/wiki/Types_of_...)



6:20 AM - 15 Nov 2014



**Ricky Mondello**  
@mondello



"Mobile" wikipedia viewed on a "desktop" is much nicer than the "desktop" version. Compare:

[en.m.wikipedia.org/wiki/The\\_Last\\_...](http://en.m.wikipedia.org/wiki/The_Last_...)

[en.m.wikipedia.org/wiki/The\\_Last\\_...](http://en.m.wikipedia.org/wiki/The_Last_...)



11:54 PM - 2 Nov 2014



**Piotr Bakker**  
@piotrbakker



Wikipedia's mobile site on desktop is so much better than the desktop site. I'm switching.  
[en.m.wikipedia.org](http://en.m.wikipedia.org)



4:50 AM - 20 Nov 2014



**Henry Tsai**  
@henry\_tsai



I'm exclusively using mobile version of Wikipedia on desktop these days  
[m.wikipedia.org](http://m.wikipedia.org)



FAVORITE

1

8:31 AM - 20 Nov 2014



**Jacob Simon**  
@jakesimon



Wow, the mobile version of wikipedia looks really nice on the desktop:  
[en.m.wikipedia.org/wiki/Tree](http://en.m.wikipedia.org/wiki/Tree)



6:00 PM - 22 Nov 2014

# What readers currently do

## Quick fact lookup

e.g., “How tall is Arnold Schwarzenegger?”  
“When will *Better Call Saul* start airing?”  
“Where did Elizabeth Garrett go to school?”

## Learn about topic

e.g., “What is normcore?”  
“What’s the history of chandeliers?”  
“What is Michael Larson’s background?”

## Measures of engagement

On Wikipedia app:

**4.1** sessions/month

**2.6** pages/session

## Industry average\*

On all apps:

**13.7** sessions/month

**75%** of apps have **7+** sessions/month

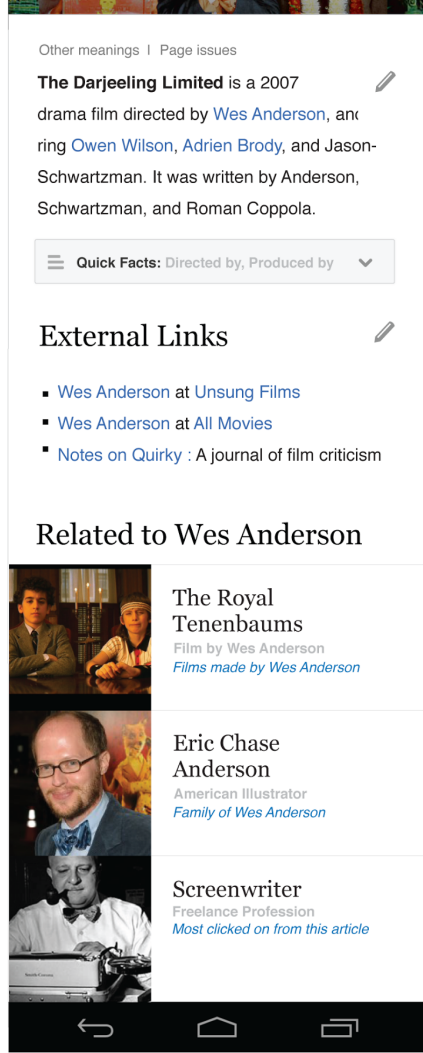
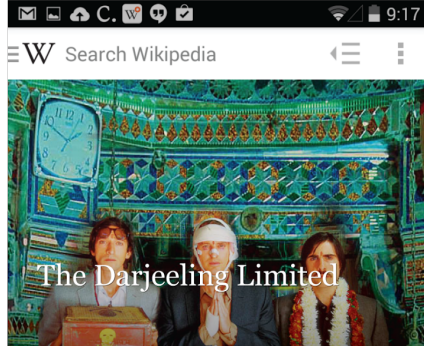
\* <http://therealtime.com/2014/07/29/75-of-apps-are-used-at-least-seven-times-per-month/>

# How do we engage readers more?

Some possible approaches:

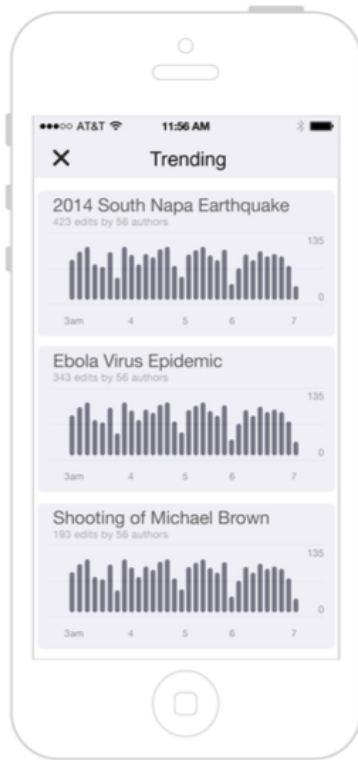
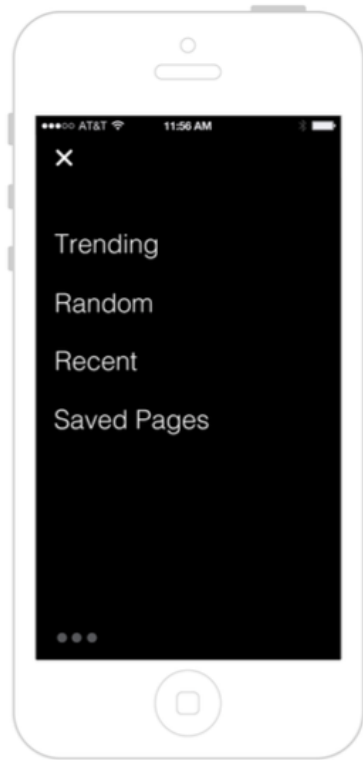
1. Learn more
2. Reasons to return
3. Easy sharing
4. Browsing and discovery
5. Beautiful content

**Wikipedia is: where I end up → where I go**



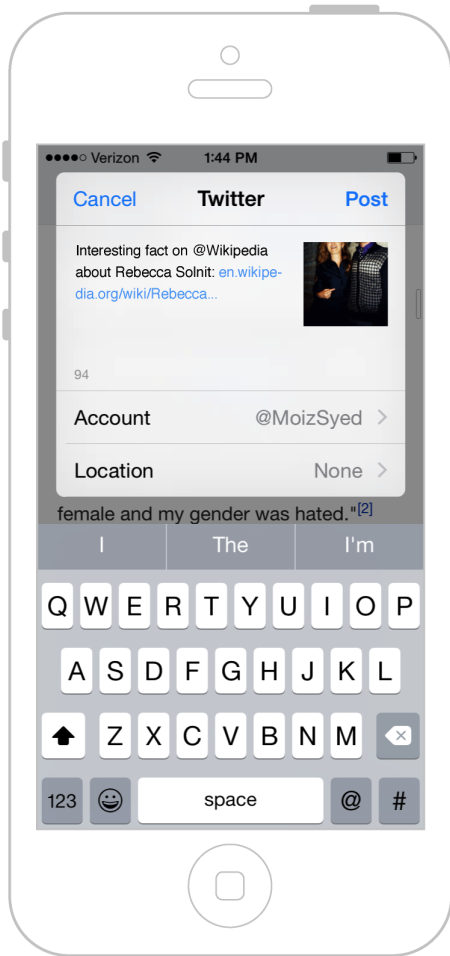
**1. Related content**  
Learn more about this topic

in development



## 2. Trending articles

A reason to return

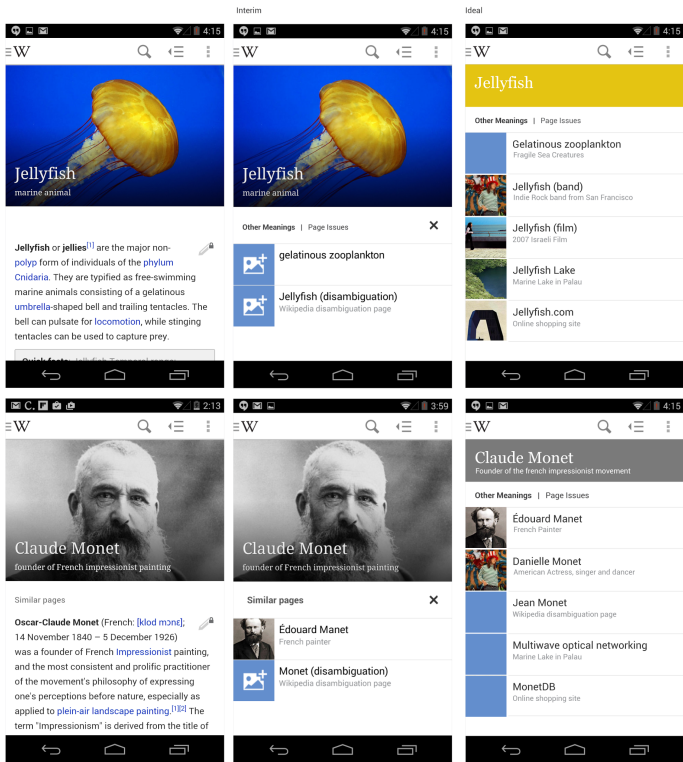


**3. Tweet a fact**  
Easy, lightweight sharing  
of knowledge

Unfree screenshots removed

## **4. Curated lists**

Browsable collections  
created/curated by readers



Gathering links from the disambiguation page and bringing them one step closer to the user is the long term goal for 'other meanings'

# 5. Beautiful content rich, visual, modern reading experience

in alpha



# How do we measure engagement?

- The number of people who read Wikipedia  
*(Unique users/month)*
- How many times they come back  
*(Sessions/month)*
- How much they read every time they visit Wikipedia  
*(PV/Session)*

**e.g., make knowledge a daily part of people's lives!**

# **Wikipedia Zero and the next billion users**

Unfree diagram removed

# Focus Areas

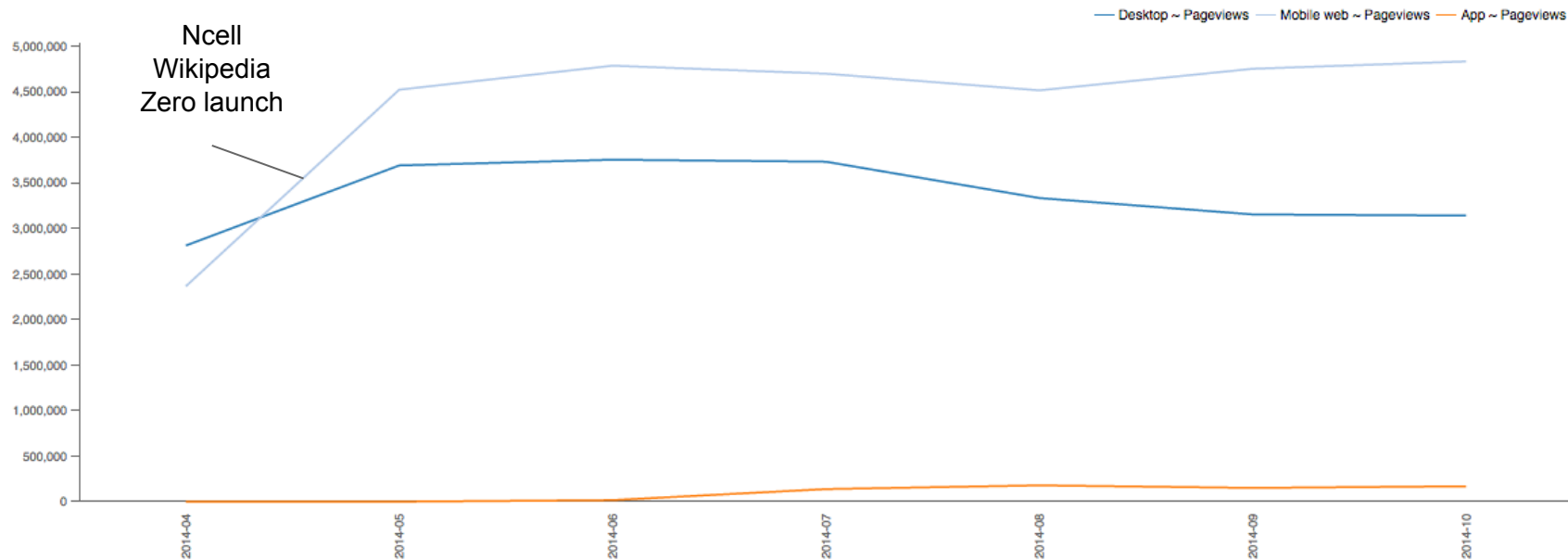
Unfree diagram removed

# Affordability

WIKIPEDIA | zero



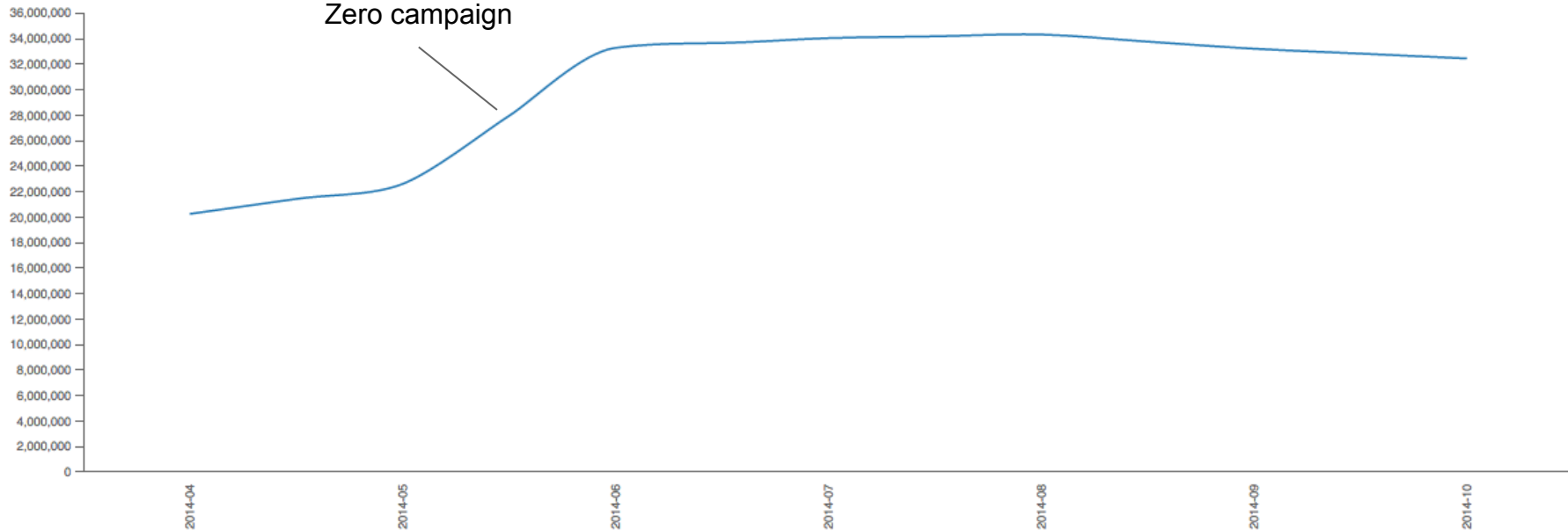
# Awareness



Mobile pageviews in Nepal doubled with Wikipedia Zero launch, now exceeding desktop

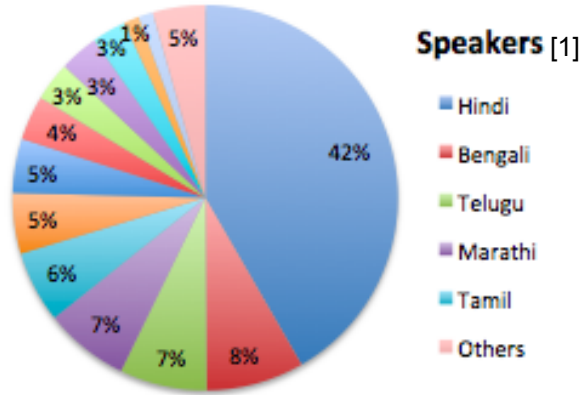
# Awareness

Smart Wikipedia  
Zero campaign

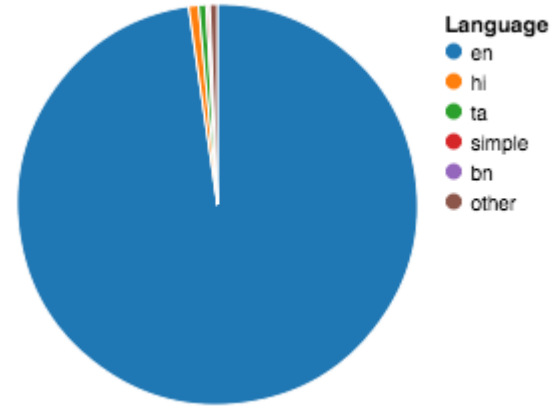


Mobile pageviews in the Philippines jumped 47% during ad campaign

# Local Language Content



*10% of Indians speak English[2]*



*95% of mobile Wikipedia page views in India are on en.wikipedia.org*

[1] [http://en.wikipedia.org/wiki/List\\_of\\_languages\\_by\\_number\\_of\\_native\\_speakers\\_in\\_India](http://en.wikipedia.org/wiki/List_of_languages_by_number_of_native_speakers_in_India)

[2] [http://en.wikipedia.org/wiki/List\\_of\\_countries\\_by\\_English-speaking\\_population#List\\_in\\_order\\_of\\_total\\_speakers](http://en.wikipedia.org/wiki/List_of_countries_by_English-speaking_population#List_in_order_of_total_speakers)

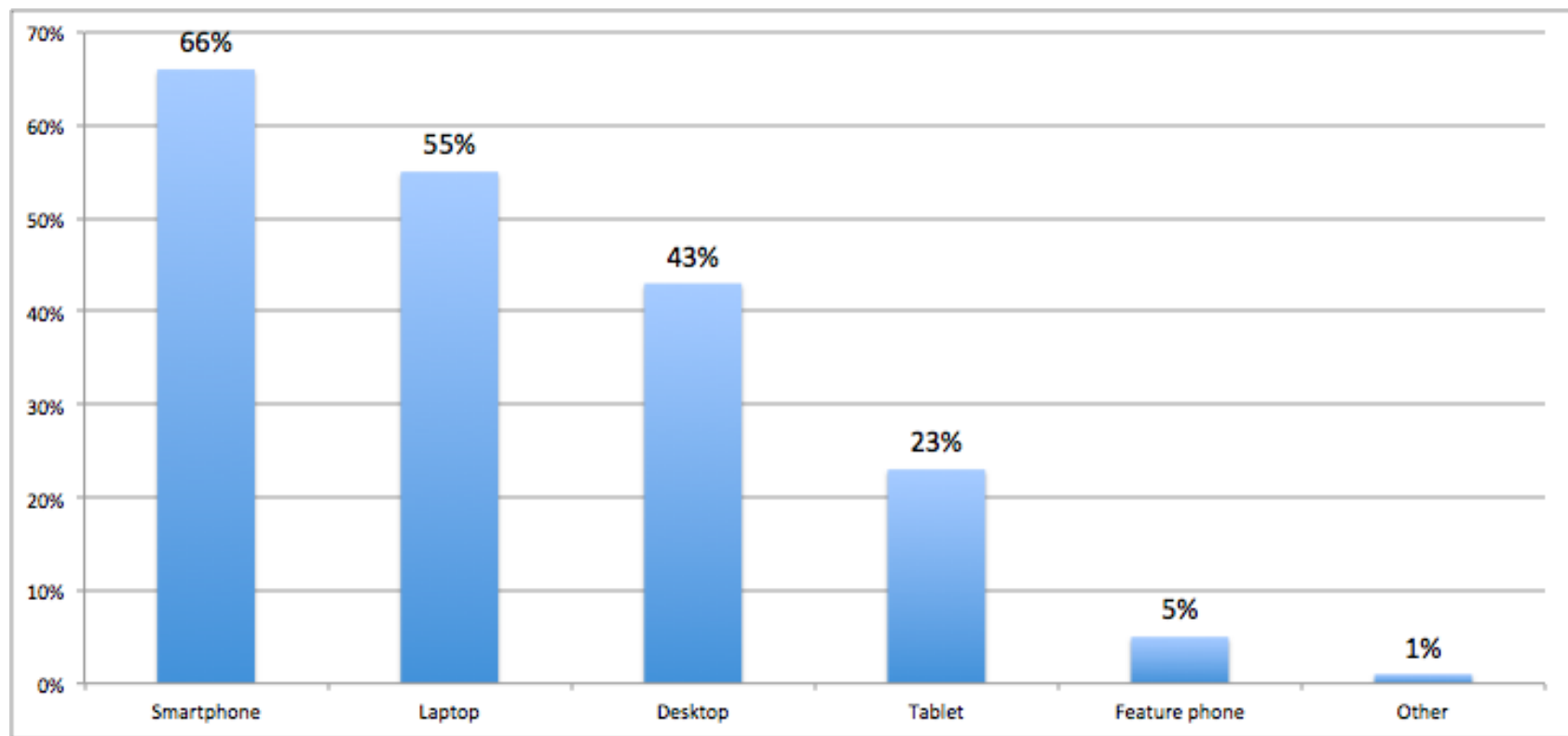


# Global South User Survey 2014

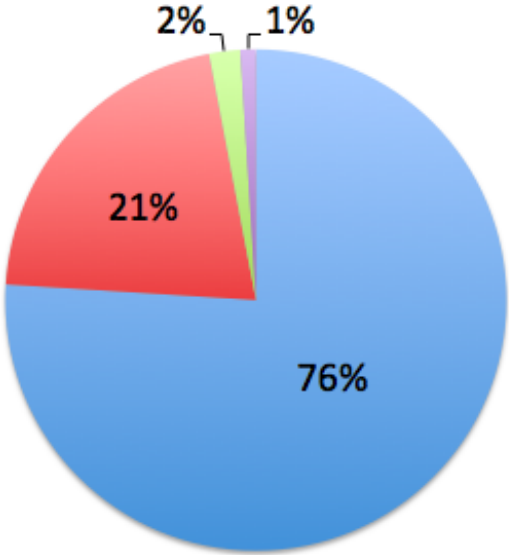
# Who, where and how

- Survey in 11 Countries, 16 Languages
- Total Responses : ~96000, Dropout rate : 51%, Completed: ~47000
- Survey ran on desktop and mobile

# Access Device

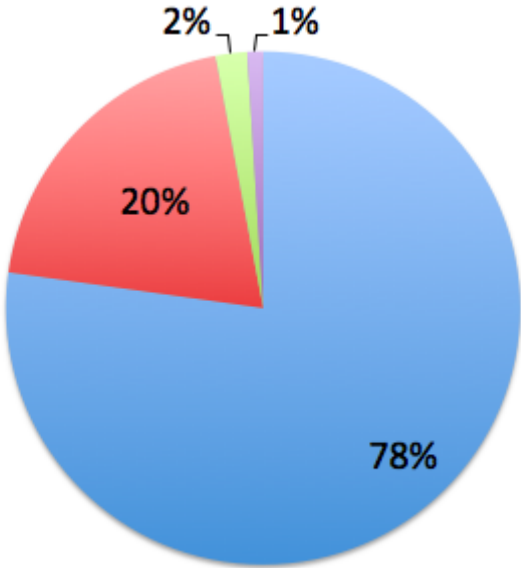


# Gender Gap



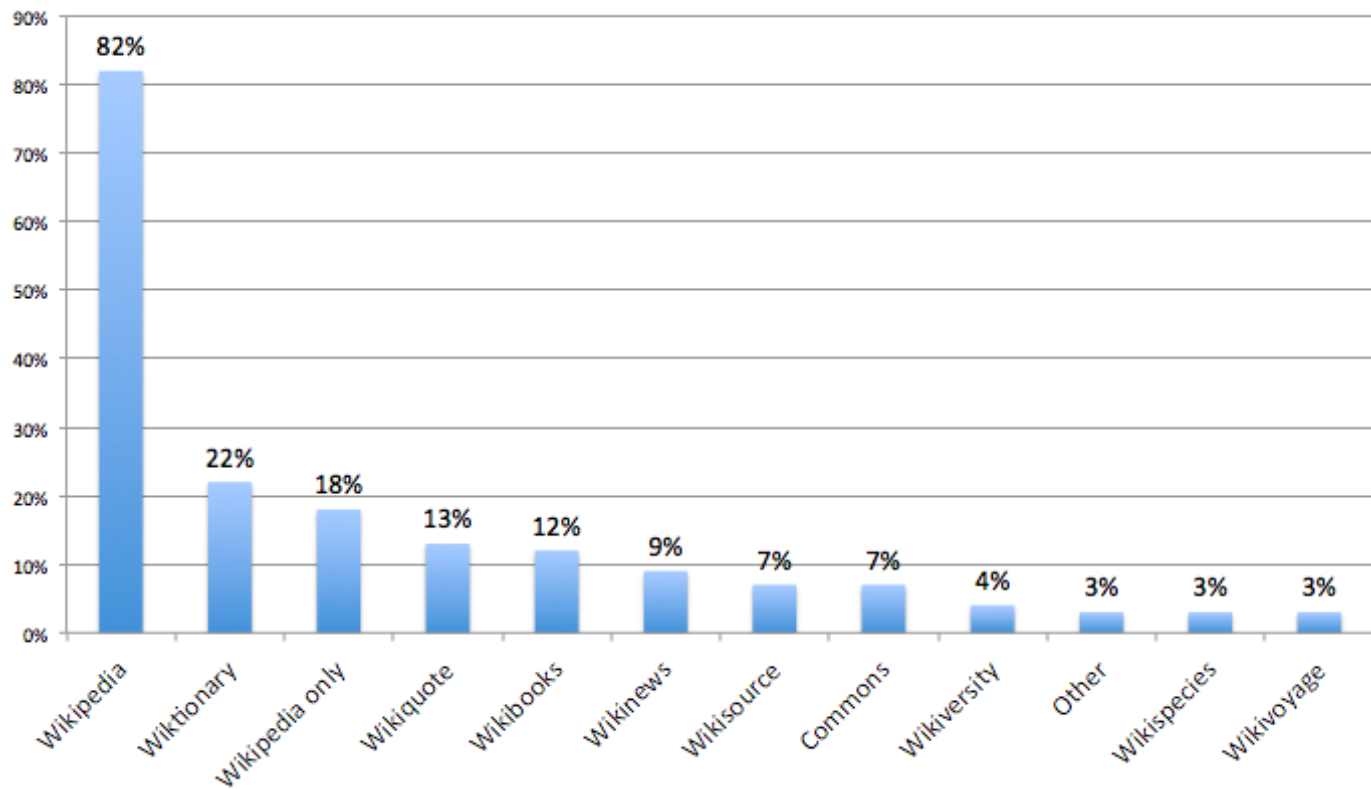
Readers  
35000 responses

- Male
- Female
- Prefer not to say
- Other

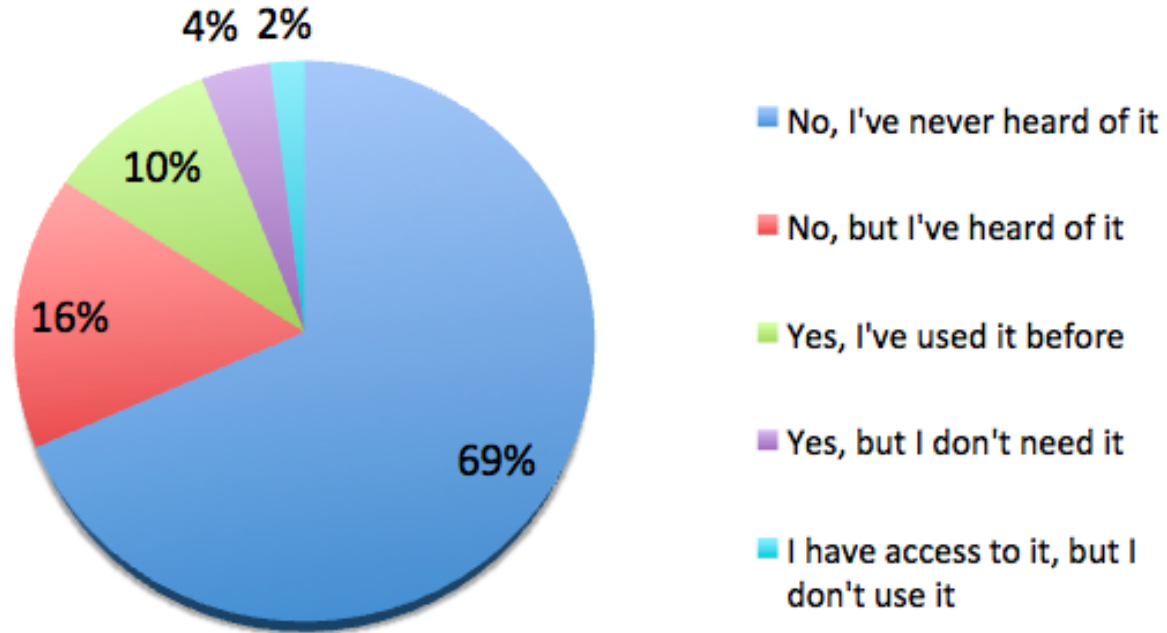


Contributors  
8000 responses

# Sister projects



# Offline Wikipedia



**The next billion readers  
live in the Global South and use  
mobile devices.  
Let's meet them!**

# Discussion



# **Extra Slides**

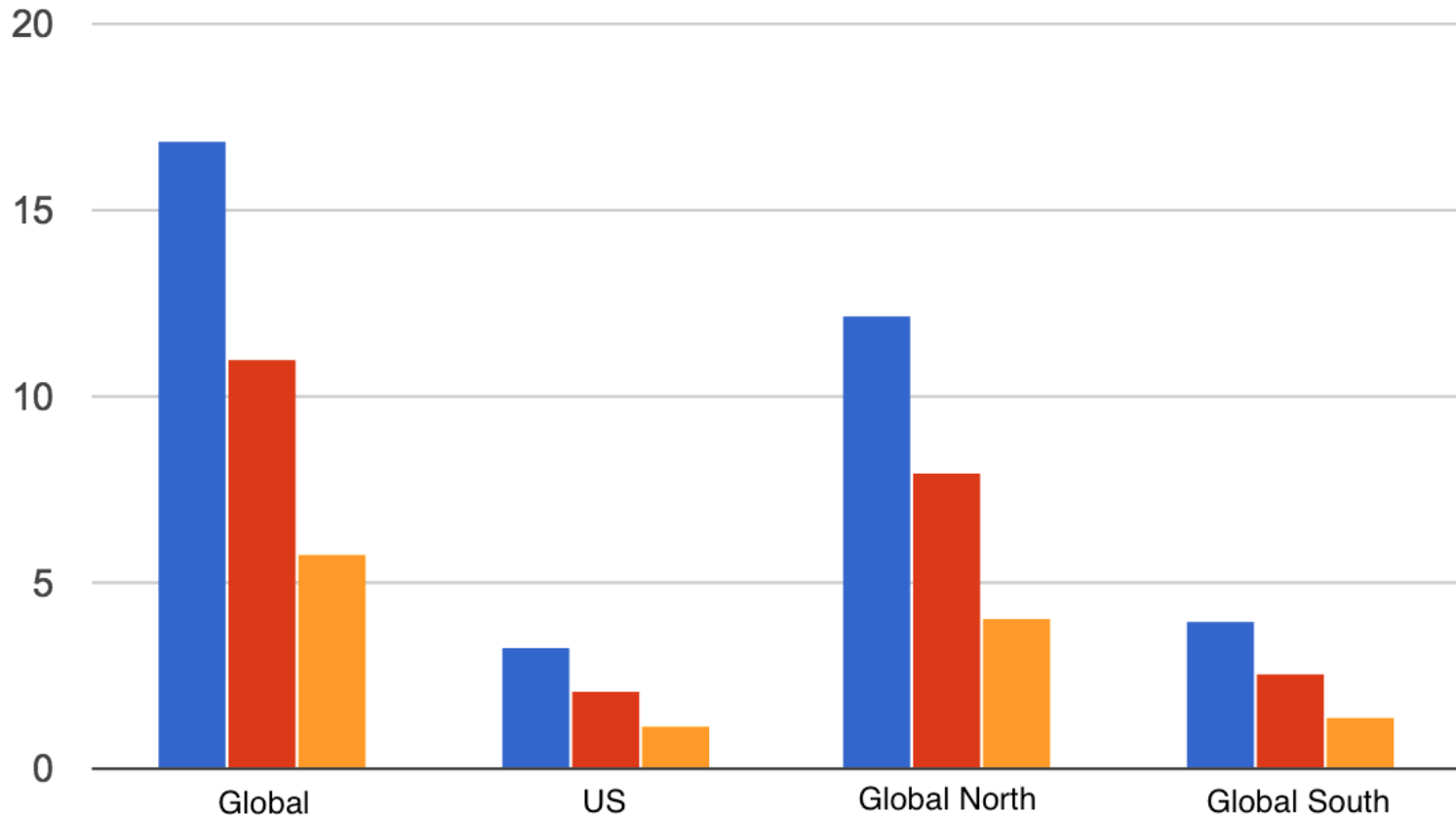
# **Apps Update**

# Global readership (bn) human pageviews

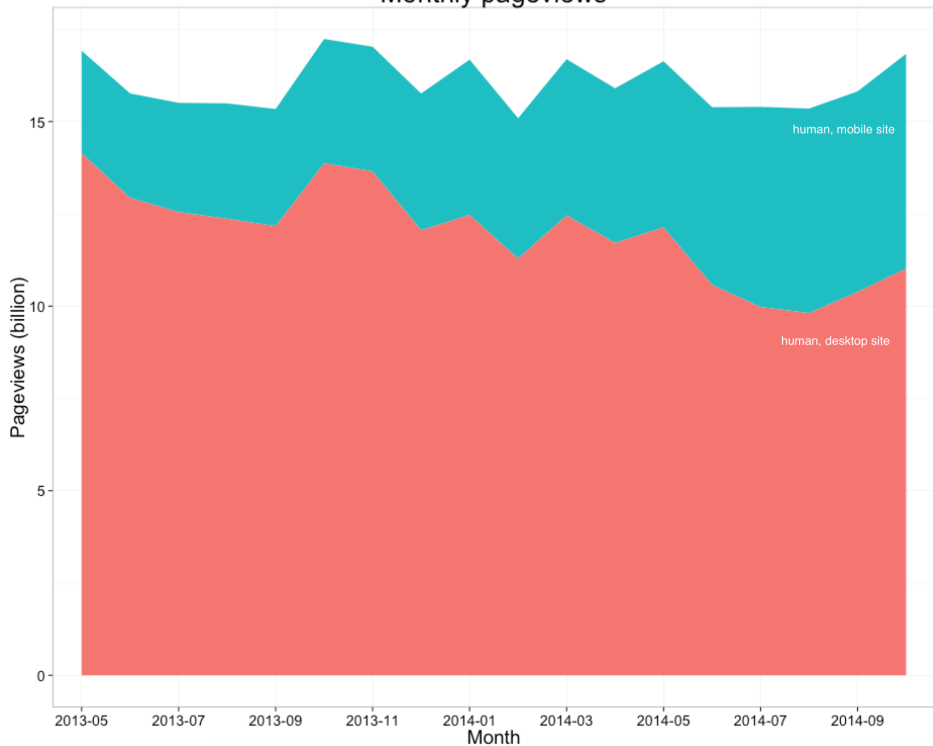
combined

desktop site traffic

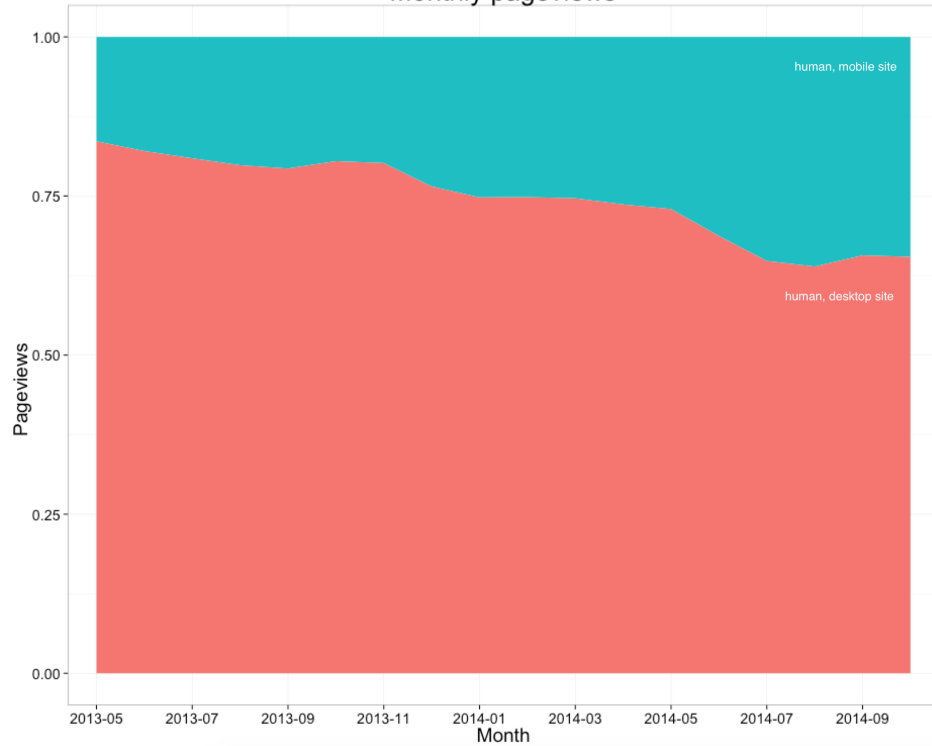
mobile site traffic



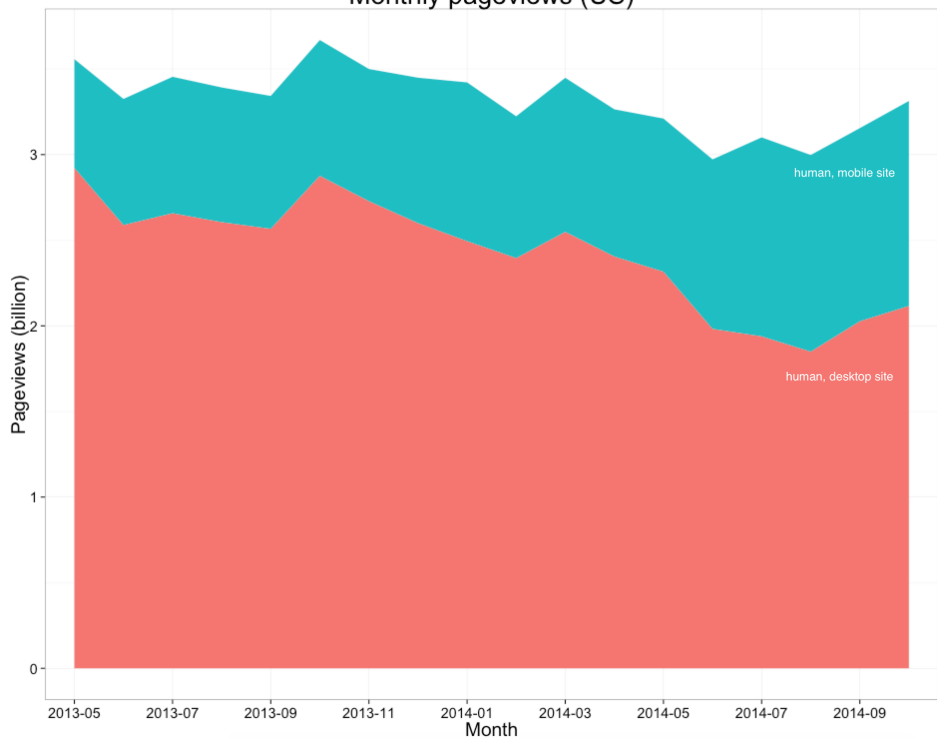
Monthly pageviews



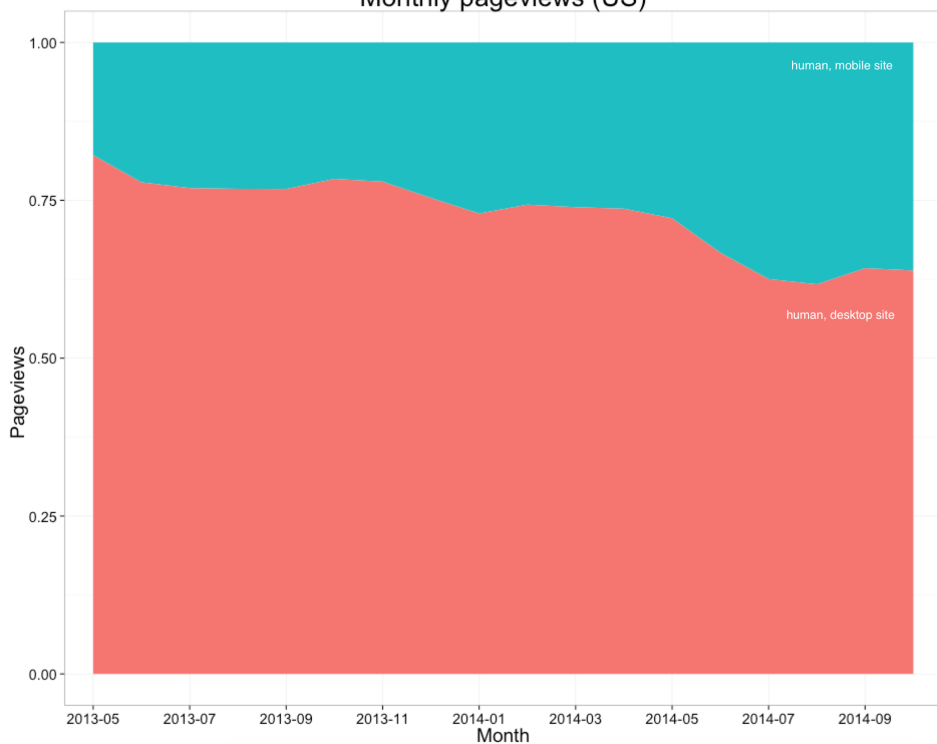
Monthly pageviews



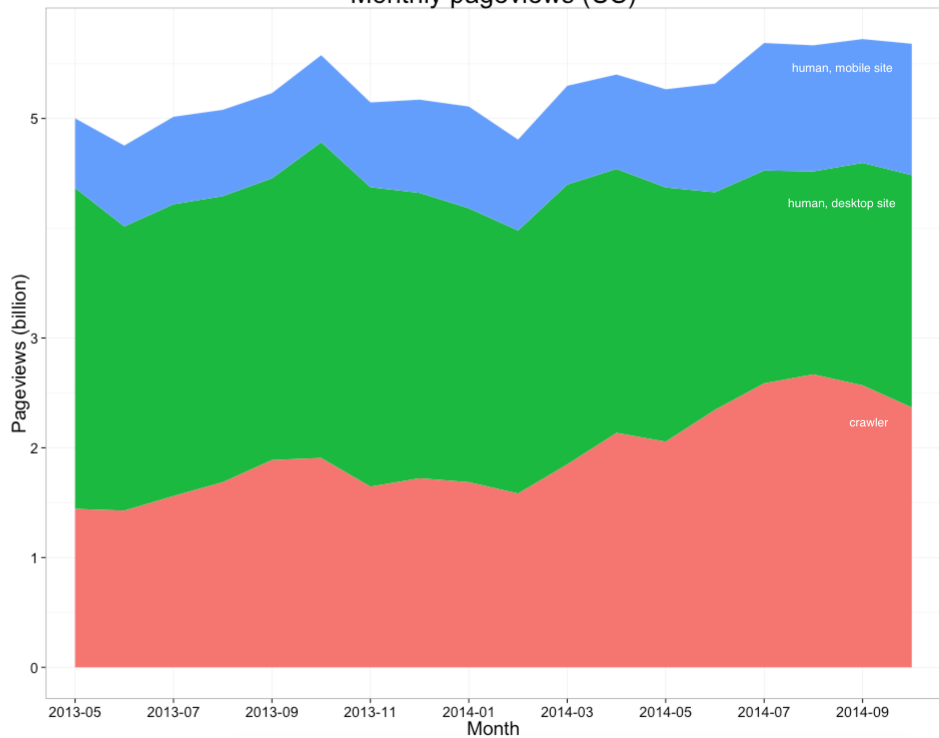
Monthly pageviews (US)



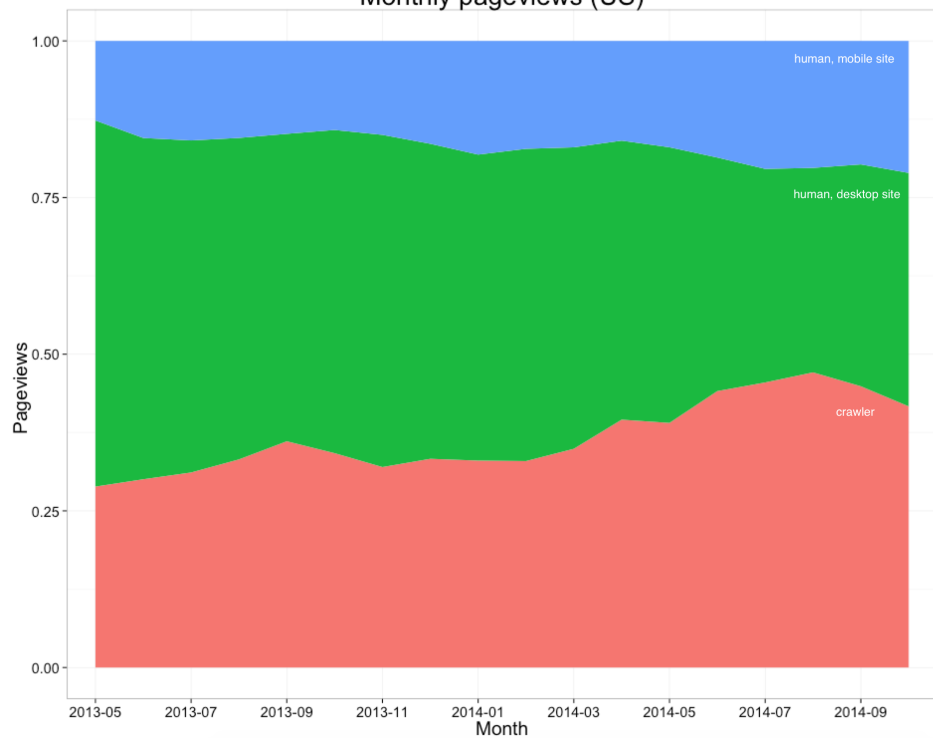
Monthly pageviews (US)



Monthly pageviews (US)

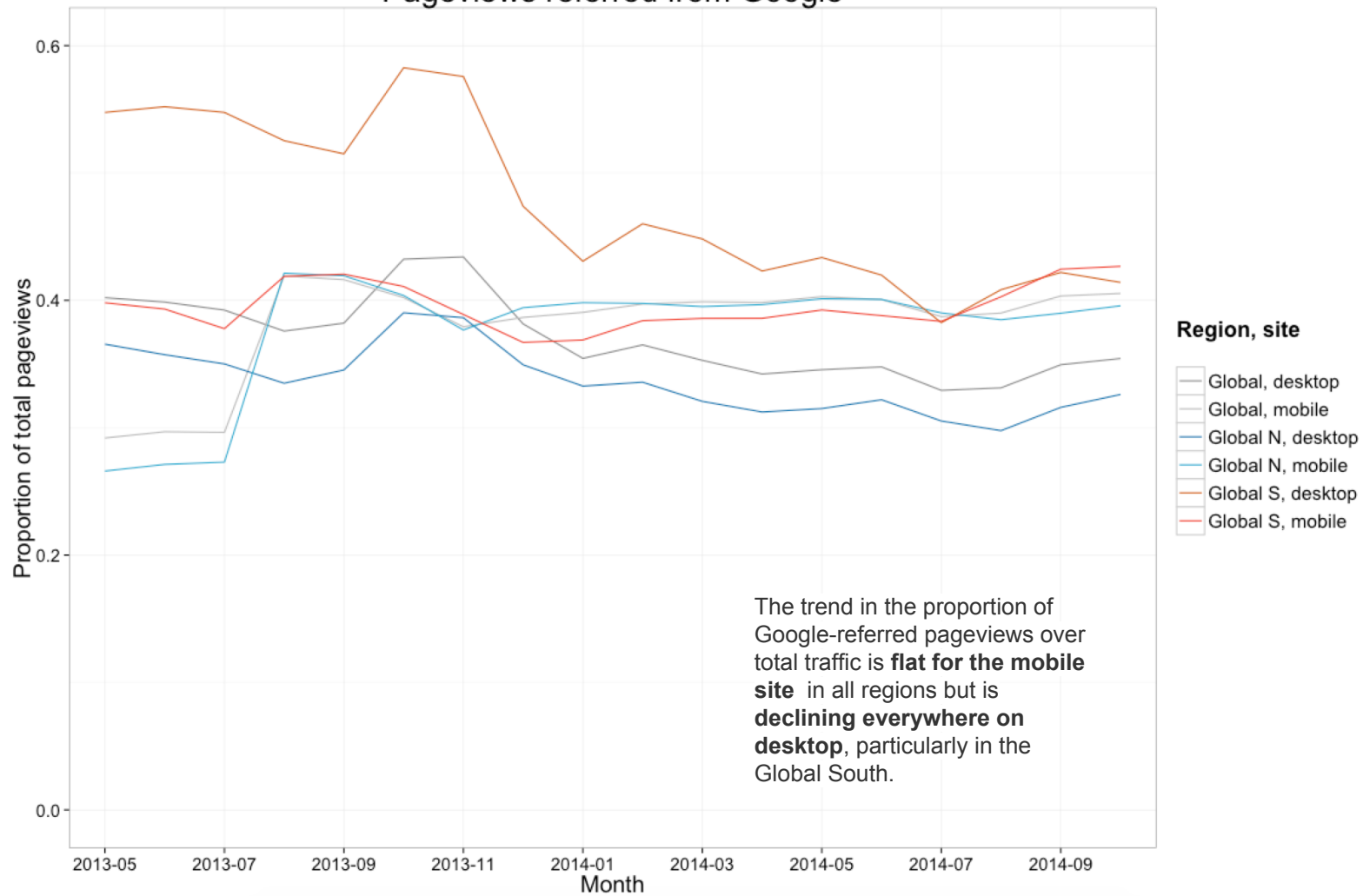


Monthly pageviews (US)



# Referred traffic

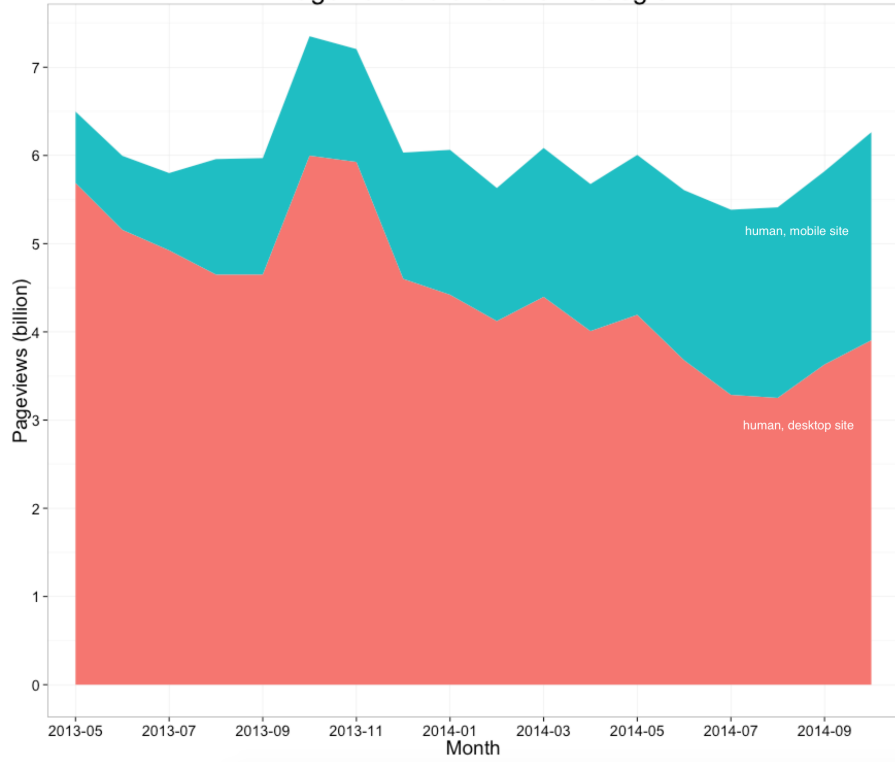
# Pageviews referred from Google



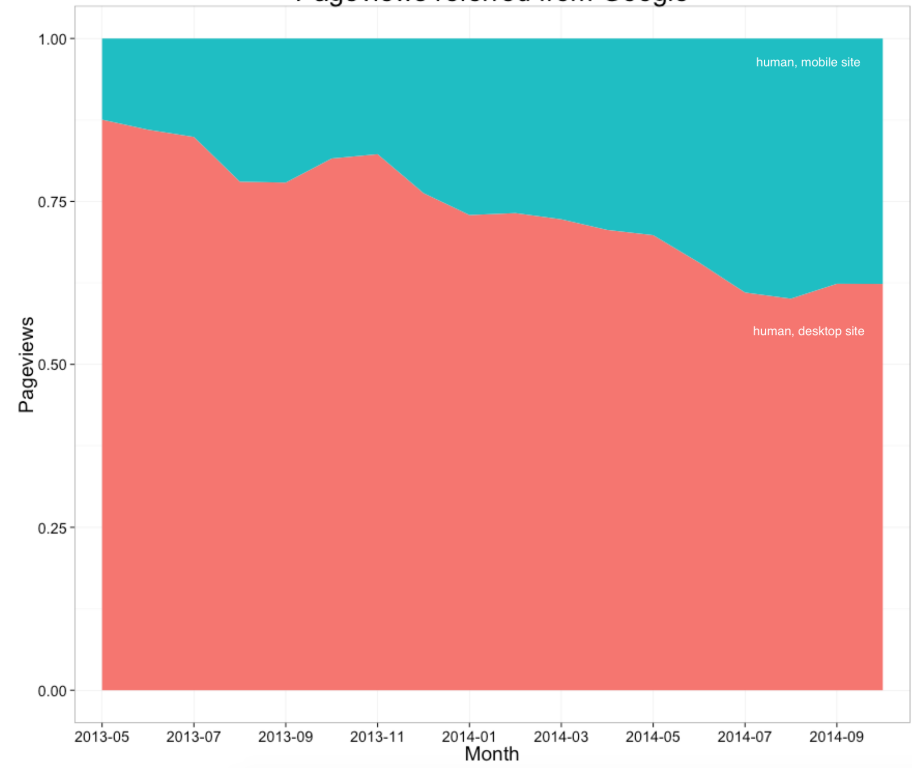


# Readership Trends

Pageviews referred from Google



Pageviews referred from Google



# High level summary: Referrals

- Referrals from Google on desktop are slightly declining, on mobile stable
  - Need to investigate referrals vs. overall changes in search volume/behavior
- Google dwarfs all other external referrals (37.2% of total human pageviews)
  - Yahoo+Bing combined = ~10% of Google traffic
- Social traffic (Twitter, FB, Reddit) negligibly small