

Wikimedia Foundation metrics meeting

3 December 2015



Agenda



Welcome

Strategy update

Community update

Research

Product demo

Q&A

Welcome!

Requisition hires:

- Liz Velarde - Talent & Culture - SF
- Lindsey Anne Frankenfield - Product - SF
- Aeryn Palmer - Legal - SF (conversion)
- Joe Matazzoni - Product - SF

Contractors, interns & volunteers:

- Jessica Lagarde - Admin - SF
- Divya Saha - Communications - SF



Anniversaries



Janice Tud (5 yrs)

Max Semenik (4 yrs)

Yuvi Pandian (4 yrs)

Matt Flaschen (3 yrs)

Katy Love (3 yrs)

Moiz Syed (2 yrs)

Nuria Ruiz (2 yrs)

Sherah Smith (2 yrs)

David Chan (2 yrs)

Prateek Saxena (1 yr)

Marko Obrovac (1 yr)

Nirzar Pangarkar (1 yr)

Maria O'Neill (1 yr)

Strategy update



Feedback on Strategy

More transparency

Increases opportunities for collaboration

Reduces confusion about process, purpose, and intended outcome

More focus

Clear top priority to guide decisionmaking

Clear alignment with vision and user needs

Transparency: What's been done?

1. Set up and met with collaborative Platypus team
2. Drafted potential strategy processes, evaluated timelines
3. Decided on meta as the collaboration location
4. Spoke with a possible strategy consultant
5. Determine which collaborative process to follow:

Long (12 month) fully fleshed out strategy, including objectives and tactics

Short (2 month) clear strategic direction, including top priority goals

Guiding Focus: What's next?

- Reach
- Community
- Knowledge

Next steps

Choose top level priority (by end of year)

Helps us make choices

Is true to our vision

Is where WMF can make most impact

Is focused in response to our user needs

Plan community consultation (Q3)

For transparent, collaborative strategy goals against top priority

Thank you!

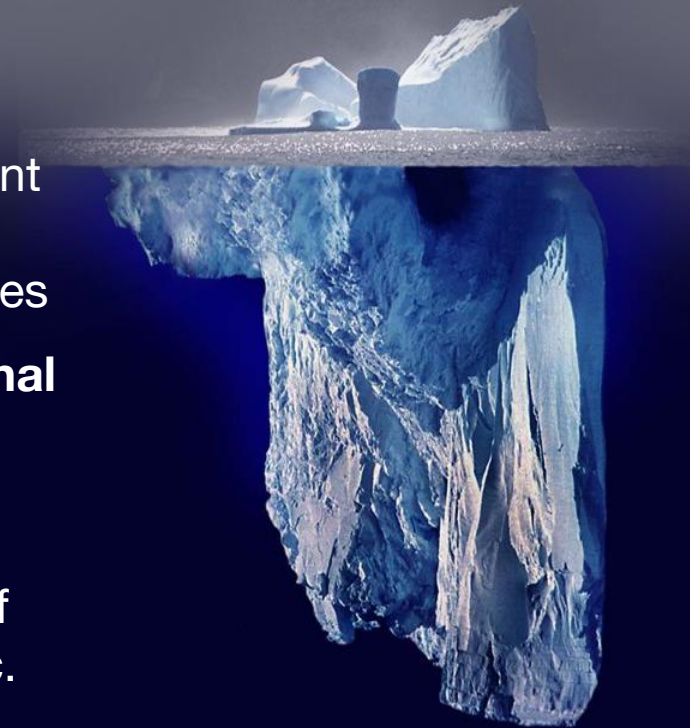


Community update



WikiSource Conference

- November 20 - 22.
- **Empowering volunteers** who want to run or activate dormant communities
- Projects with **external partners** were represented: Europeana, and National Libraries of France and Quebec.
- Collaborative brainstorm on the **identity and mission** of the Wikisource project.
- Workshop on the **technical needs of Wikisource**.
- **Largest and most diverse** gathering of Wikisource stakeholders ever assembled.



Wikimedia Stewards annual meeting

- Wikimedia Stewards visited San Francisco HQ in mid October.
- Discussed numerous issues from OAuth and developer relations to global bans and dispute resolution.
- Meetings with key staff about how the WMF can support them and a brown bag allowing the wider staff to meet them and ask questions.



Image by Jeff Elder under CC-BY-SA 4.0

Wikimania 2015 and beyond

- We have completed the 1st part (quantitative) of the report on Wikimania Feedback survey.
- **98%** agree that the conference helped them to **gain knowledge from others**, **54%** made 1-5 **new connections**.
- 3 top favorite sessions:
 - **Bringing free education to the world** (Luis von Ahn);
 - **My life as an Autistic Wikipedian** (Guillaume Paumier);
 - **The coolest projects of Wikimedia Chapters - be inspired** (Deror Avi).
- Worked with key community members on a **Learning Circle**, to capture lessons for future issues of the conference, and a community consultation is upcoming in December.

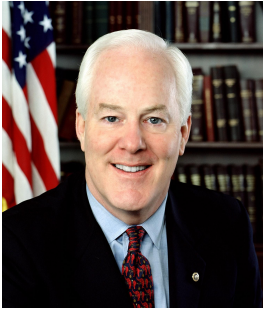


→ Read more:

Meta:Grants:Evaluation/Case studies/Wikimania Mexico Survey Results

Picture by [बिप्लब आनन्द](#) under CC-BY-SA 4.0

US Senate meets Wikimedia DC



1

Digital manager of Senator John Cornyn reached out to ask for help with poorly sourced **negative commentary** entering Cornyn's article and others.

2

After **learning how WP works**, and how the system was working in this specific case, Cornyn's aide wanted to **multiply those efforts**.

3

Offered to facilitate an **education session** for Senate communicators, hosted by Wikimedia DC.

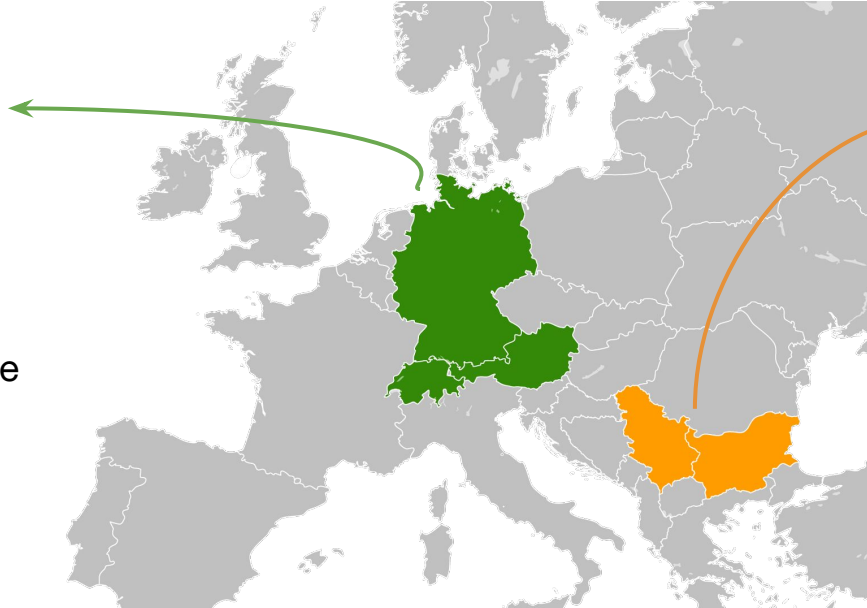
Cross-chapter collaborations

- Chapters are forming alliances to expand the reach and impact of their work, when they share a local context or work with the same language community.

WMDE, WMAT and
WMCH



focusing on strategy
and procedures to
communicate with the
german speaking
community



WMSR and WMBG



Wiki Expedition and
hands-on activity.

Wikimedia milestones

- Ukrainian Wikipedia reaches **600,000 articles**.
- #100 WikiDays reaches **4,000 articles** and 101 participants.

Research





The impact of the Wikipedia Teahouse on new editor retention



Welcome to the

teahouse

A **friendly** place to help new editors become accustomed to Wikipedia culture, ask questions, and develop community relationships.

*Do you have a **question** about editing?*

Get answers »

Recent questions...

Hi. I sent in my article draft:kresten bjerg for review. He is more or less the only psychologist in denmark to talk about "domestic psychology", and has a lot of publications behind him. I have a source for everything i wrote, but it keeps getting declined. Do you have any ideas to solve that matter? BR [Magnus bjerg \(talk\)](#) 11:01 pm, Yesterday (UTC-8)

Find the answer [here](#)

[...see another question](#)

Hosts are here to help »



Missionedit, Teahouse host

Guests, create a profile »



ConBlanchet

BA Cantab, Musician, Tutor.

Interested in art, culture, society, knowledge stuff. Quote: "This world is a comedy to those that think, a tragedy to those that feel"





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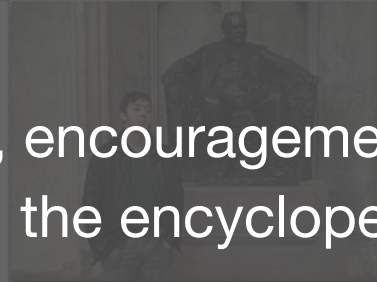
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The Teahouse is a populated, user-friendly help space that organizes experienced editors to provide peer support to new editors.

It provides new editors with answers, encouragement, and a glimpse into the community behind the encyclopedia.

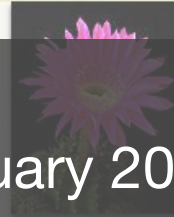


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The Teahouse was launched in February 2012 as a WMF Fellowship project aimed at increasing retention of new editors, especially women.

[Do you have a question about editing?](#)

[Get answers](#) »

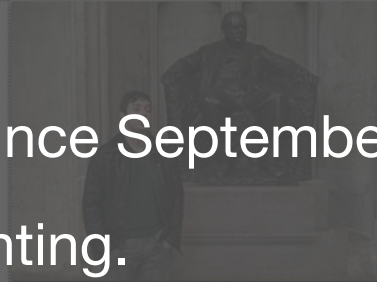
It has been entirely community-run since September 2012. 8,000 new editors served... and counting.

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[Questions, create a profile](#) »



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adding a link to verify a person on a bio page [Join this discussion](#) [\[edit source\]](#)

Help - I just created three new pages - all for writers and story editors for the NBC sitcom Undateable. But they've all been flagged to be deleted because I didn't cite a source. Can someone tell me how to edit the page and insert the link to the official NBC website that lists these people as writers on the show?[CatBrewer \(talk\)](#) 3:10 pm, Today (UTC-8)

Hello, [CatBrewer](#), and welcome to the Teahouse. I have added one for [Laura Moran](#), you can use it as an example. Please read [Referencing for Beginners](#) for more detail. [DES \(talk\)](#) 3:23 pm, Today (UTC-8) [@CatBrewer: DES \(talk\)](#) 3:24 pm, Today (UTC-8)

ack - I feel so out of my element --- I just updated the site for Laura Moran and Terrell Lawrence but not sure I did it correctly. I don't understand how to look at your revisions :(Sorry [CatBrewer \(talk\)](#) 3:30 pm, Today (UTC-8)

[@CatBrewer](#): click the History tab at the top of the page and then click the radio dial buttons on the 2 versions you wish to compare. Also, it is a much better idea, particularly for new editors, to create new articles in your sandbox work space and via the [WP:Article Wizard](#) as you will have much more time to make the content "ready for prime time" . -- [TRPoD aka The Red Pen of Doom](#) 3:33 pm, Today (UTC-8)

Can you tell me if I did it correctly for Terrell Lawrence? thanks! [CatBrewer \(talk\)](#) 3:31 pm, Today (UTC-8)

[@CatBrewer](#): you added a link that validates the existence of a person, but it does not address the concern that noted in the template that there is a credible claim of notability. See [this link for the basic criteria required for a stand alone article](#). And then you may wish to see [WP:REFB](#) for how to properly format the links. -- [TRPoD aka The Red Pen of Doom](#) 3:37 pm, Today (UTC-8)

(edit conflict) I made a refile and ref section on this article. [White Arabian Filly \(Neigh\)](#) 3:43 pm, Today (UTC-8)



MD Rashadul Islam Alif
Start and End.



Grindall Reynolds
Transplanted to New England 30-
odd years ago, eager to learn and
share the cultural history of my
adopted home.



Rajendra Muhammad Alfarrel
Hi! I'm Rajendra, I'm from
Indonesia. I like all about
transportation.



Stuti Saxena
I'm pursuing my PhD (Political
Science) and my interest areas lie in
Voting behavior, Political parties,
Political marketing.

He who never makes mistakes never makes anything - so apt for Wikipedia. No-one should be afraid to try and edit, as anything can be repaired if it's not right.



Nthep

Nthep is a bit of a [WikiGnome](#) with an interest in history. Most of his best Wikipedia work is done with feline assistance (see photo). He also prefers coffee or beer to tea. Favourite thing

I am a musician and a retired teacher-librarian with an interest in genealogy and computer programming.



Anne Delong

I am a regular reviewer in the Articles for Creation project, and I have been creating and improving articles about musical topics.

When was the last time that you tried something for the first time?



Cullen328 has been awarded these badges:



Cullen328

I concentrate on content creation, referencing and expanding mediocre articles, the "Articles for deletion" process, and welcoming and mentoring new editors. I recommend [A Primer for newcomers](#) to new editors.

Our five host expectations »

1. Welcome everyone
2. Be polite and patient
3. Keep it simple
4. Avoid over-linking
5. Leave a talkback notification



Hi **Killerbeez3**! Thanks for contributing to Wikipedia. Be our guest at [the Teahouse](#)! The Teahouse is a friendly space where new editors can ask questions about contributing to Wikipedia and get help from peers and experienced editors. I hope to see you there! I [JethroBT](#) (I'm a Teahouse host)

[Visit the Teahouse](#)

This message was delivered automatically by your robot friend, [HostBot](#) ([talk](#)) 17:25, 24 November 2015 (UTC)

Does the Teahouse work?



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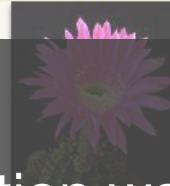
[Hosts are here to help](#) »

“The person who answered my question was really helpful. They gave me some specific pointers, but more than that they made me feel welcome and like I had someone to turn to for help.”

“They just seemed like they wanted me (a rank beginner) to succeed.”

Find the answer [here](#)

[...see another question](#)



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Current study

New editors who created an account between October 19, 2014 and January 12, 2015. *Criteria:* had made at least 5 edits, no red flags yet

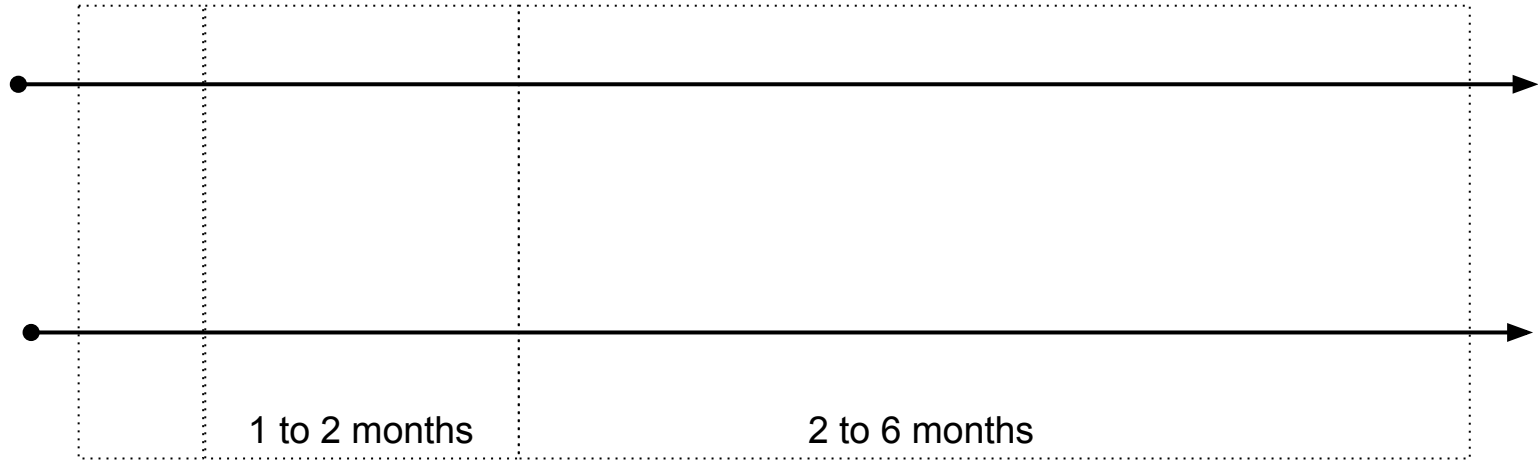


11,674 invited to Teahouse



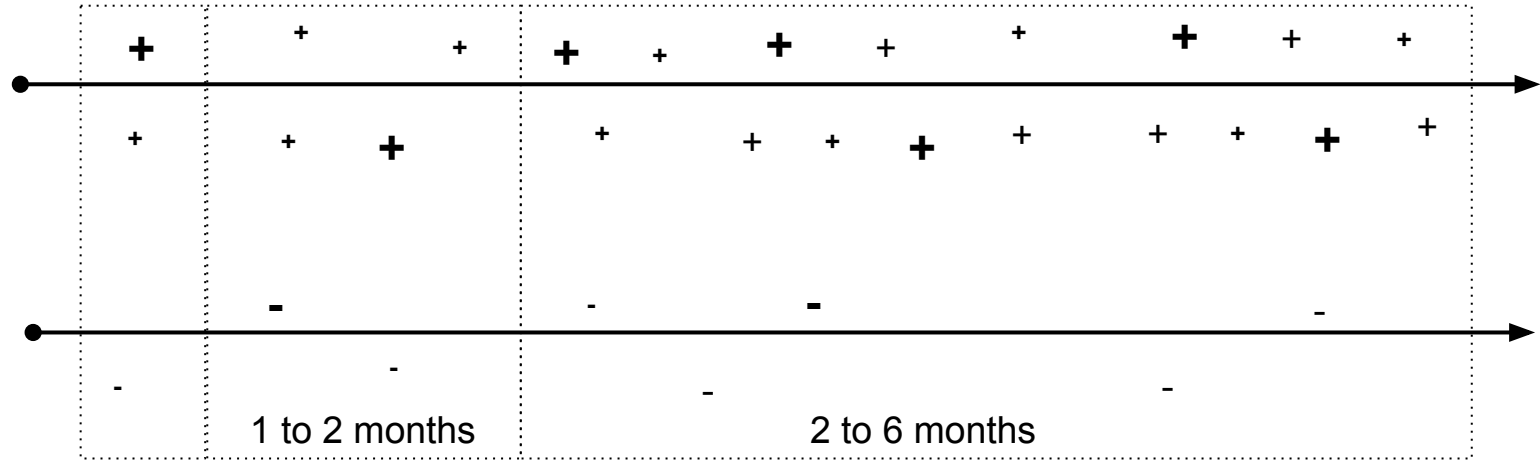
3,092 not invited (control)

Survival analysis



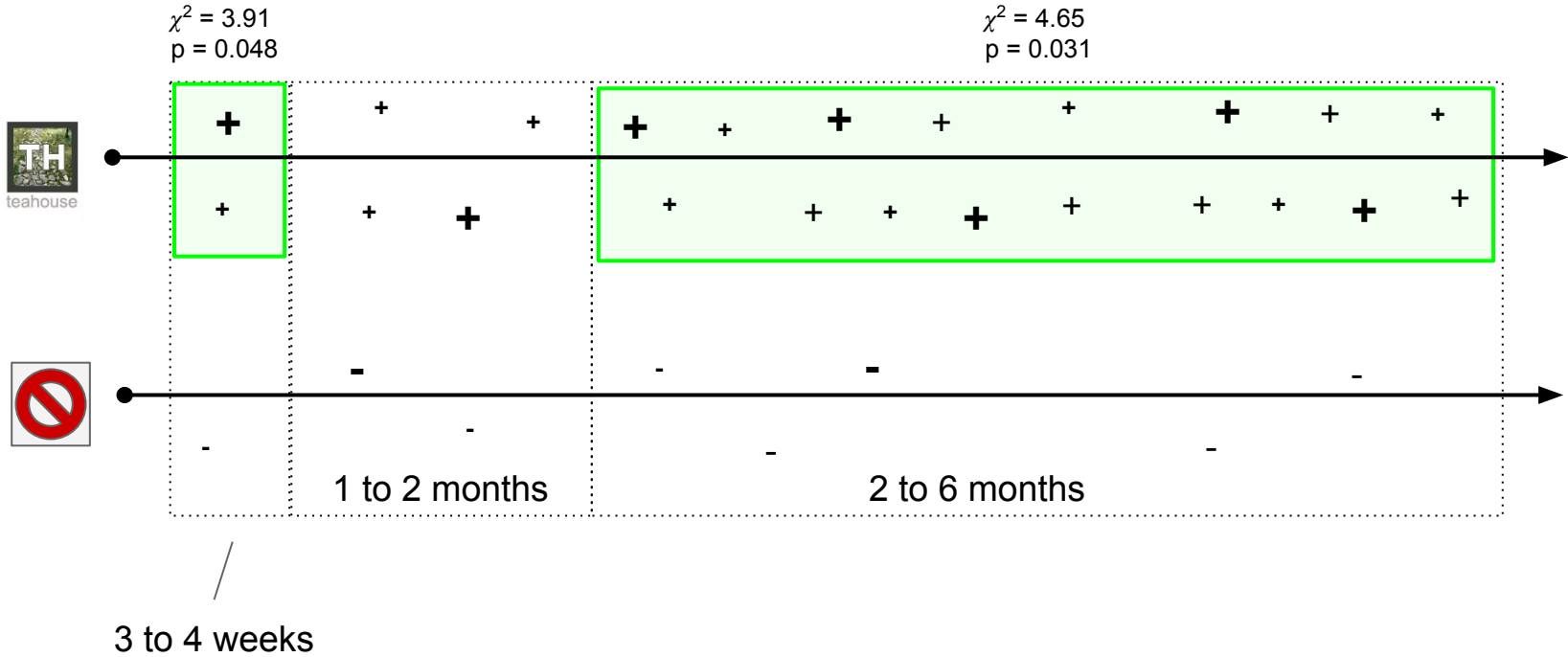
3 to 4 weeks

Survival analysis



3 to 4 weeks

Survival analysis



Short term survival

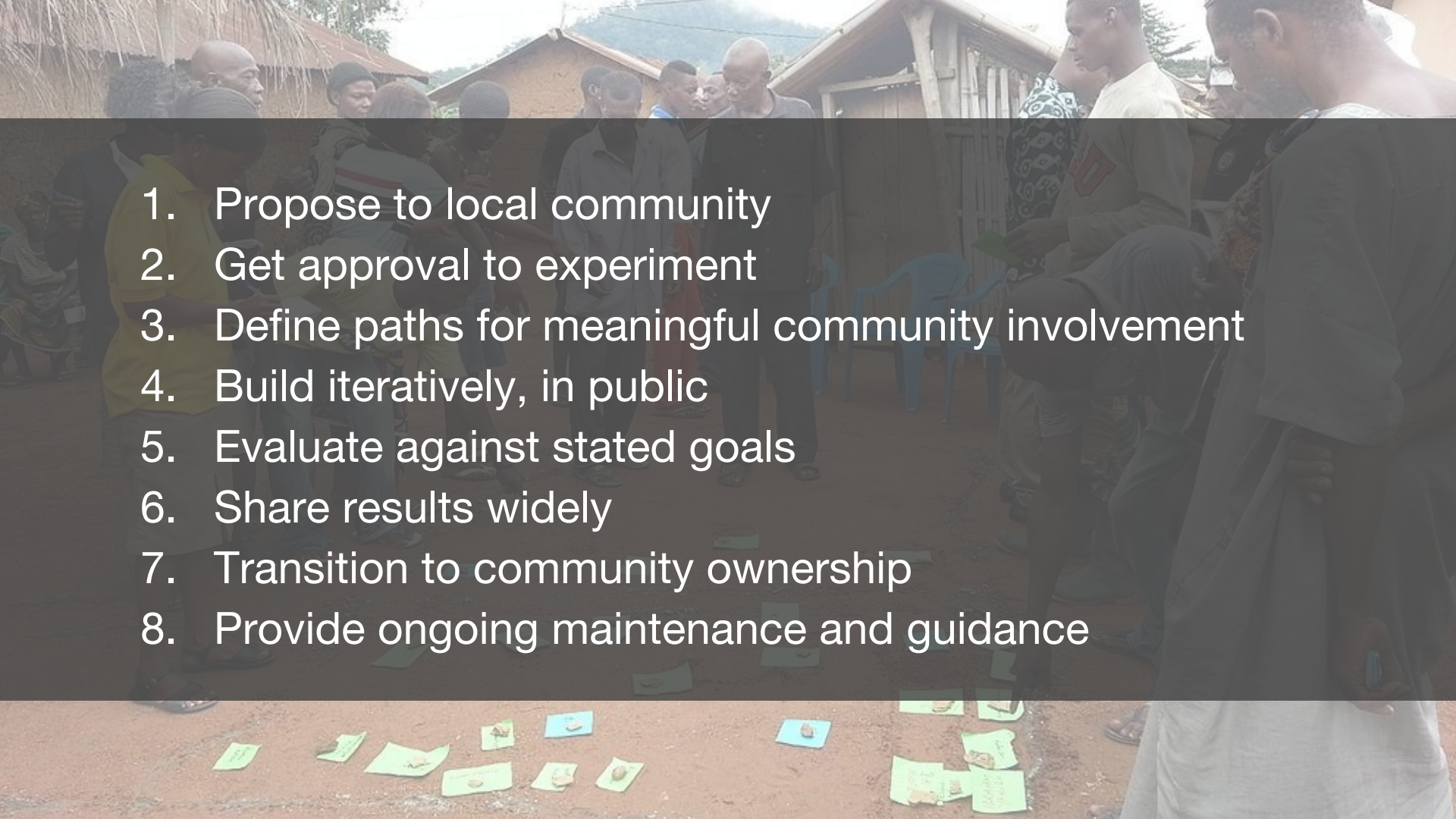
3-4 weeks out: 10% more invitees made at least 1 edit

Long term survival

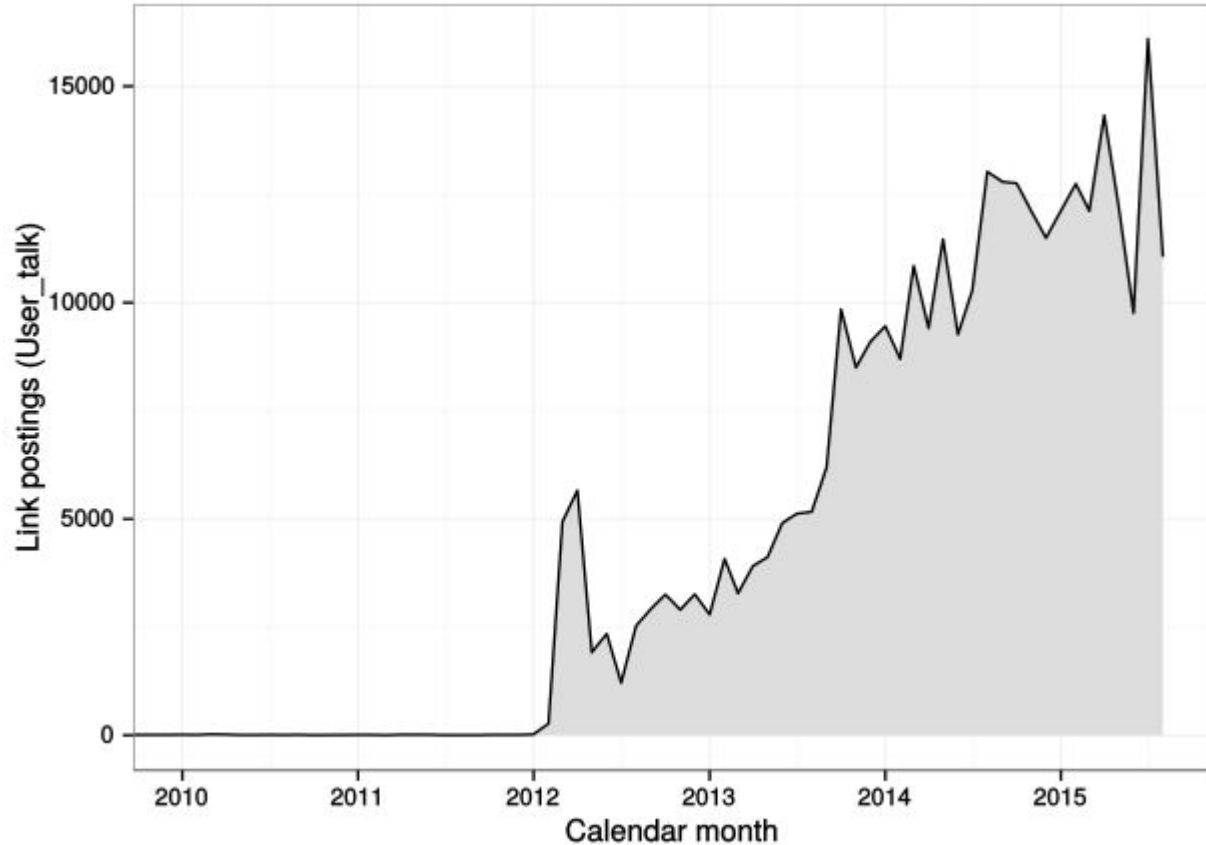
2-6 months out: 16% more invitees made at least 5 edits

The Teahouse has succeeded in an area
where Wikimedia has traditionally struggled:
new editor retention



- 
1. Propose to local community
 2. Get approval to experiment
 3. Define paths for meaningful community involvement
 4. Build iteratively, in public
 5. Evaluate against stated goals
 6. Share results widely
 7. Transition to community ownership
 8. Provide ongoing maintenance and guidance

Community adoption

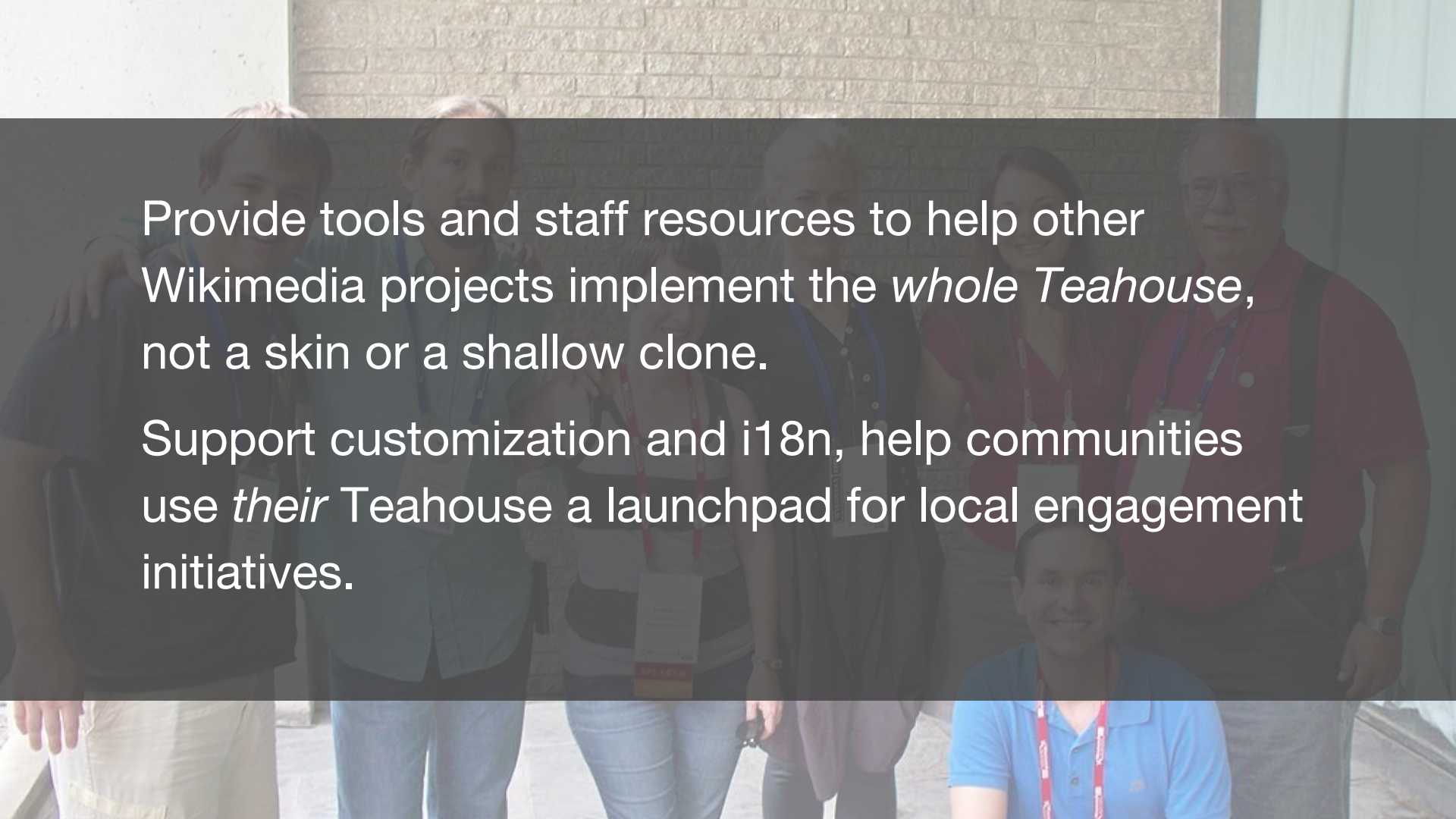


Links to the Teahouse
on user talk pages, by
month

How can we scale this?

Teahouse as a program



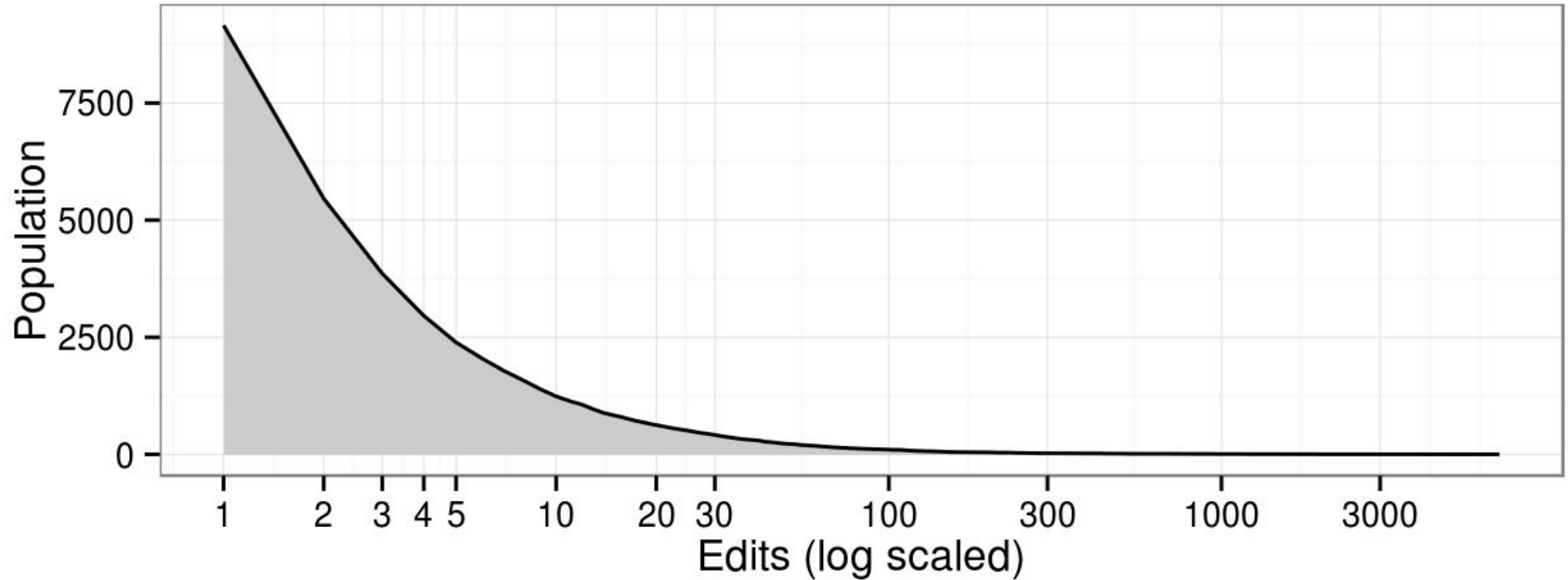


Provide tools and staff resources to help other Wikimedia projects implement the *whole Teahouse*, not a skin or a shallow clone.

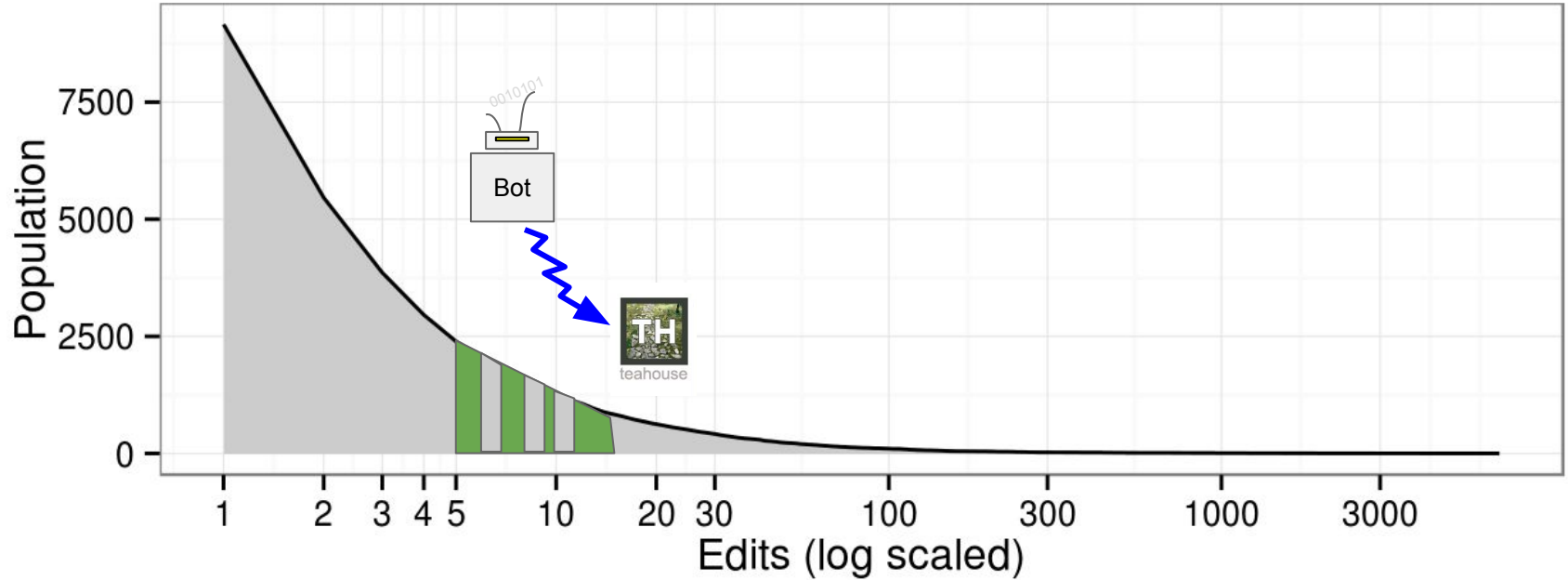
Support customization and i18n, help communities use *their* Teahouse a launchpad for local engagement initiatives.

Teahouse as a product

Most editors give up after a couple edits



We're not reaching enough people in time



Targeted outreach with revscoring

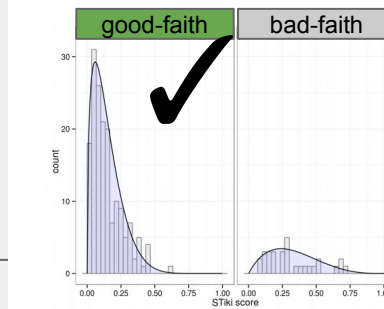
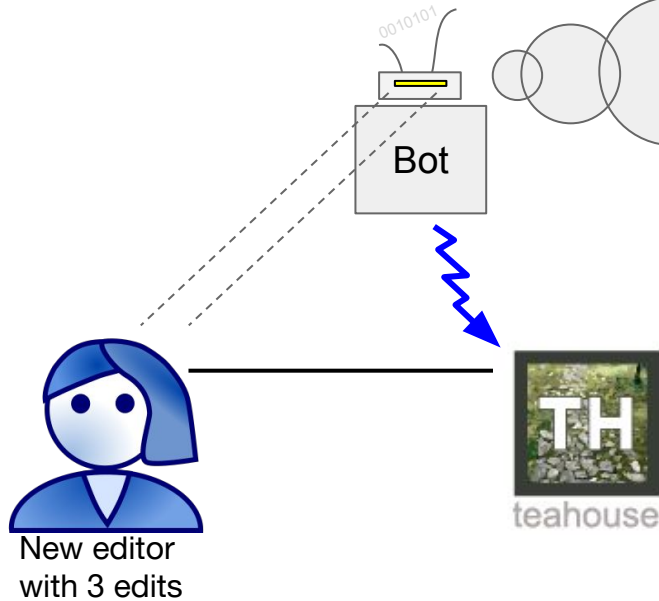


Figure 2: **Desirability scores.** Histograms of the frequency of STiki scores are plotted for the training set newcomers' edits with expectation maximization fits of beta distributions overlaid.

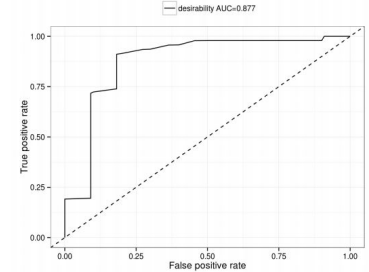
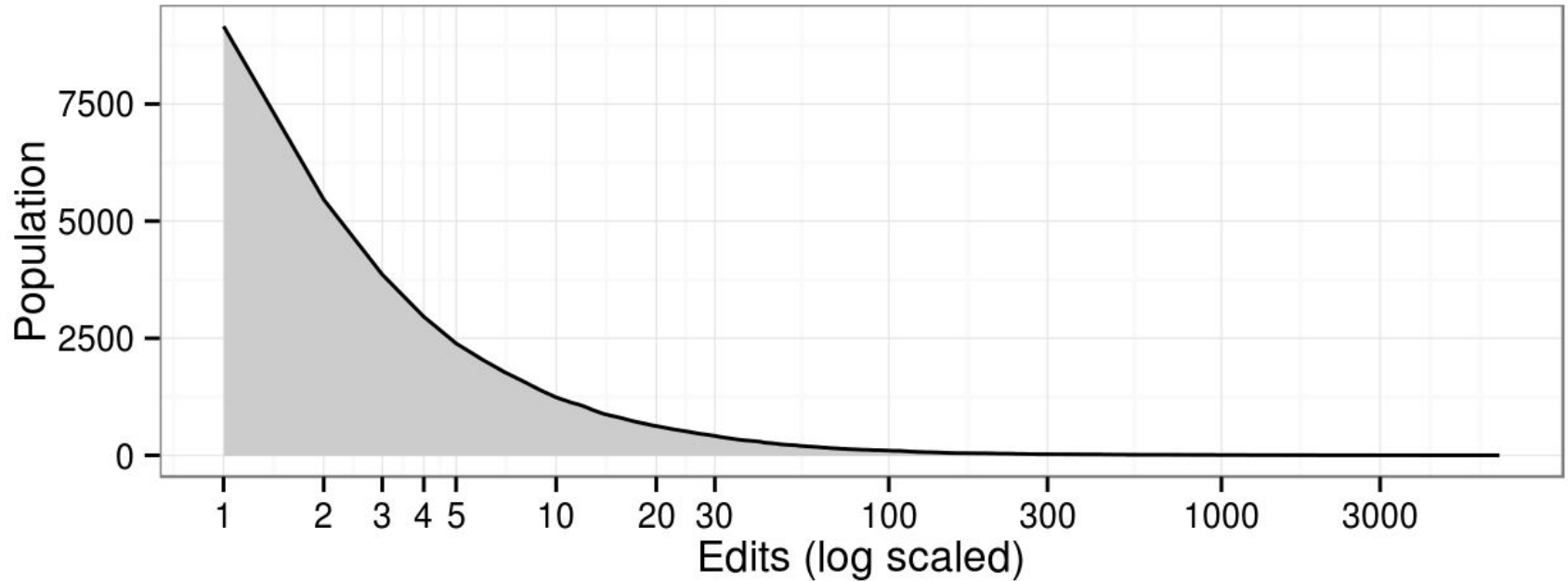
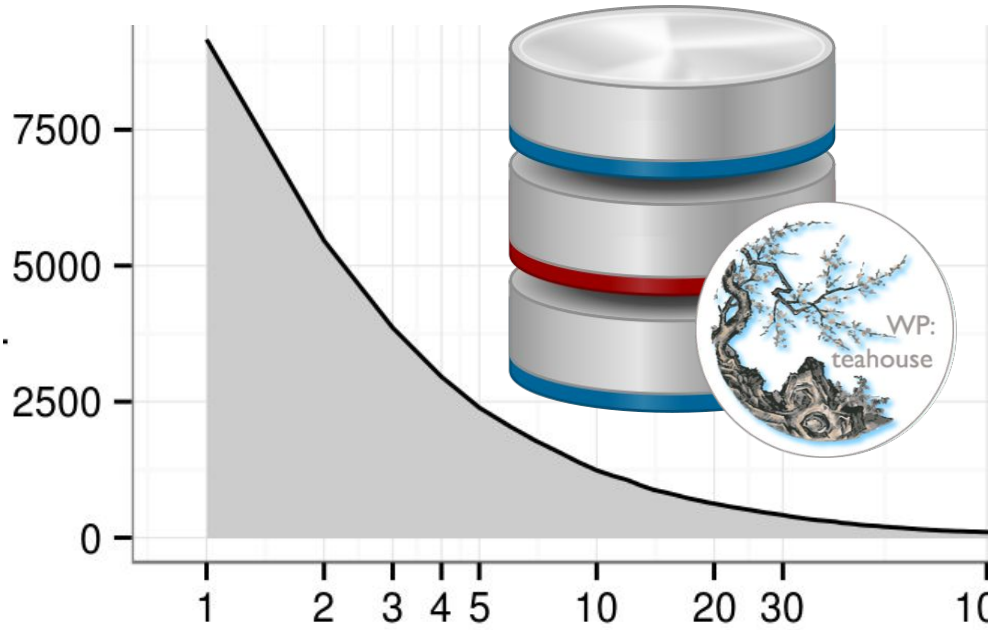


Figure 3: **Desirability ROC.** The receiver operating characteristic of the desirability ratio of newcomers from the test set is plotted.

The Teahouse won't work for everyone



Self-service knowledge base



Create a new editor help gadget powered by Teahouse Q&A

- 12,000 questions (and growing)
- phrased in newbie-speak
- with detailed, extended answers
- from real Wikipedians

Conclusion

Our projects are *living systems*—not software platforms, not content repositories.

We can't design around that; we have to design for it.

That means working with community, and taking community health seriously.

What can we learn from our successes?

Attributions

- <https://commons.wikimedia.org/wiki/File:Jonathan-Morgan.png> CC-BY-SA
- https://commons.wikimedia.org/wiki/File:Halfaker,_Aaron_Sept_2013.jpg CC-BY-SA
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- https://commons.wikimedia.org/wiki/File:20120404_wikidata1.svg CC-BY-SA
- https://commons.wikimedia.org/wiki/File:Teahouse_button.png CC-BY-SA
- <https://commons.wikimedia.org/wiki/File:U2713.svg> Public Domain

Product demo



Q&A