



# The State of the Wiki

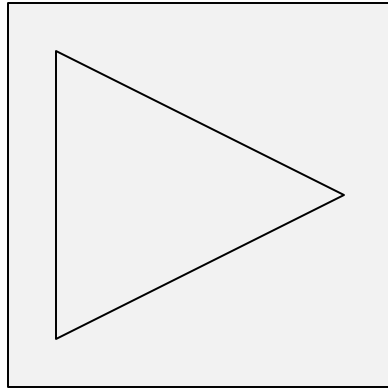
## Wikimedia Conference Japan 2013





**“The ideal encyclopedia should be radical –  
it should stop being safe.”**

Charles Van Doren, *The Idea of an Encyclopedia*, *American Behavioral Scientist*, Vol. 6, No. 1





# 5

**RANK OF WIKIPEDIA IN TOP SITES, GLOBALLY**



# 9

**RANK OF WIKIPEDIA IN TOP SITES, JAPAN ONLY**



# 483,000,000

**NUMBER OF PEOPLE WHO READ WIKIPEDIA EVERY MONTH**  
(according to third part measurement firm, comScore mediametrix, Dec 2012)



# 20 billion

NUMBER OF PAGE REQUESTS RECORDED BY WIKIMEDIA IN DEC 2013

# 1.53 billion

JAPANESE WIKIPEDIA PAGE REQUESTS RECORDED BY WIKIMEDIA IN DEC 2013



# 285

NUMBER OF WIKIPEDIA LANGUAGE VERSIONS





# Wikipedia and top 20 Japanese websites

Measured using unique JAPAN visitors. Data from comScore MediaMetrix.  
(JAPAN Unique Visitors, in millions of users)

1)	Yahoo	65.3 million
2)	Google	63.9 million
3)	FC2	53 million
4)	NHN (Livedoor etc)	48 million
5)	Microsoft	45.2 million
6)	Amazon	43.7 million
7)	Cyberagent (Ameba)	38.6 million
8)	NTT	38.3 million
9)	<b>Wikipedia (WMF sites)</b>	<b>36.9 million</b>
10)	Rakuten	36.2 million
11)	Dwango	33.4 million
12)	Apple	30.8 million
13)	GMO Internet	28.2 million
14)	Sakura Internet	27.5 million
15)	Seesaa	26.1 million
16)	Nifty	25 million
17)	DMM	24.6 million
18)	Kakaku.com	24.2 million
19)	Twitter	22.5 million
20)	Hatena	22.4 million



**~ 80,000**

**NUMBER OF ACTIVE WIKIPEDIA EDITORS  
100% UNPAID VOLUNTEERS**



# Japanese Wikipedia

## #9 Wikipedia project

**jp.wikipedia.org**

Over 3900 active editors

842,837 articles

Started in March 2001

**de.wikipedia.org (German)**

Over 6459 active editors

1,542,171 articles

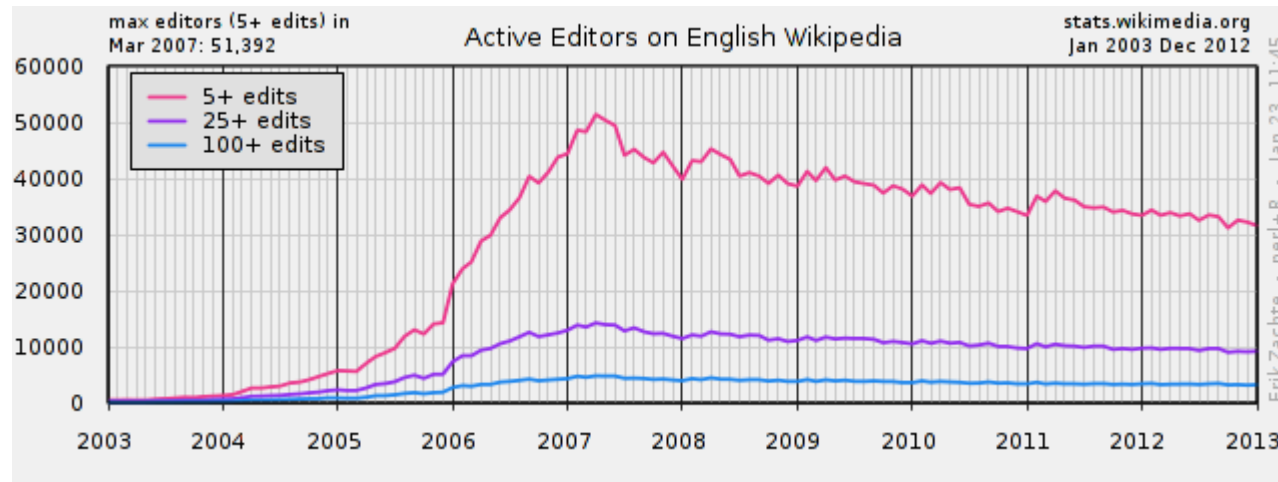
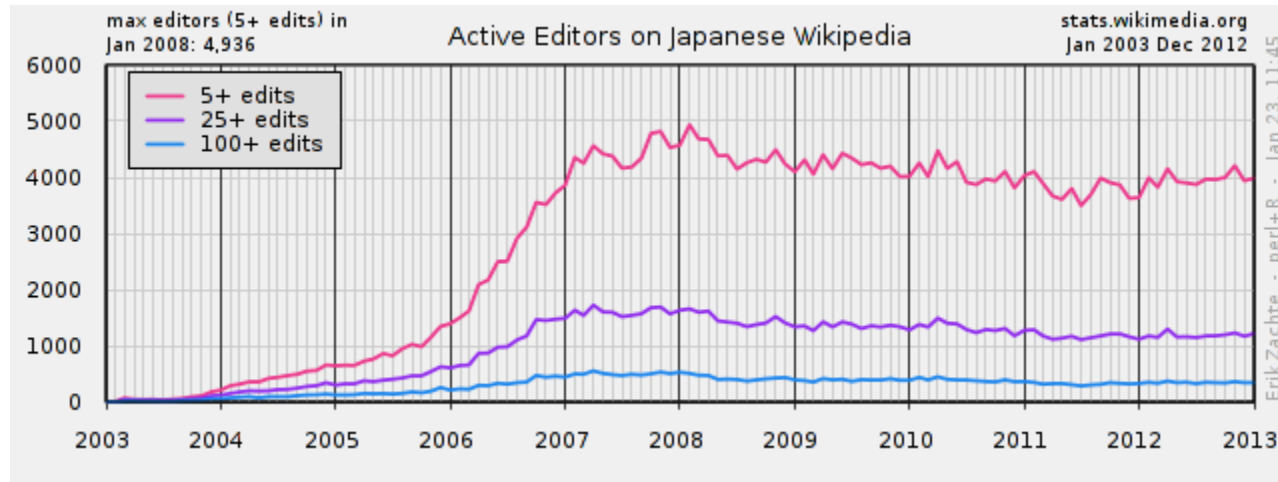
Started in March 2001

<http://stats.wikimedia.org/EN/SummaryJA.htm>  
[http://meta.wikimedia.org/wiki/List\\_of\\_Wikipedias](http://meta.wikimedia.org/wiki/List_of_Wikipedias)



# Japanese Wikipedia

## Active editors - Japanese Wikipedia and English Wikipedia





# Japanese Wikipedia

Rank	Article	Page views
1		21575019
2		4102008
3		3233236
4		1400907
5		1163714
6		948940
7		919113
8		780819
9		751072
10		748736
11		597492
12		574261
13		544323

<http://stats.grok.s>



# Japanese Wikipedia

## Some hypotheses about JP.WP

- We still see a strong preference for anonymity
- Very low ratio of Administrators vs. editors
- Faces similar issues as other WP projects
  - Declining participation (editors)
  - Low levels of diversity (editors)
  - Users encounter similar usability issues
  - Tough for newcomers
- Japanese public seem to have very similar impressions of the project: strong interest, careful about quality, increasing sense of credibility?



# Japanese Wikipedia

## Japanese Wikipedia #2 most visited mobile site

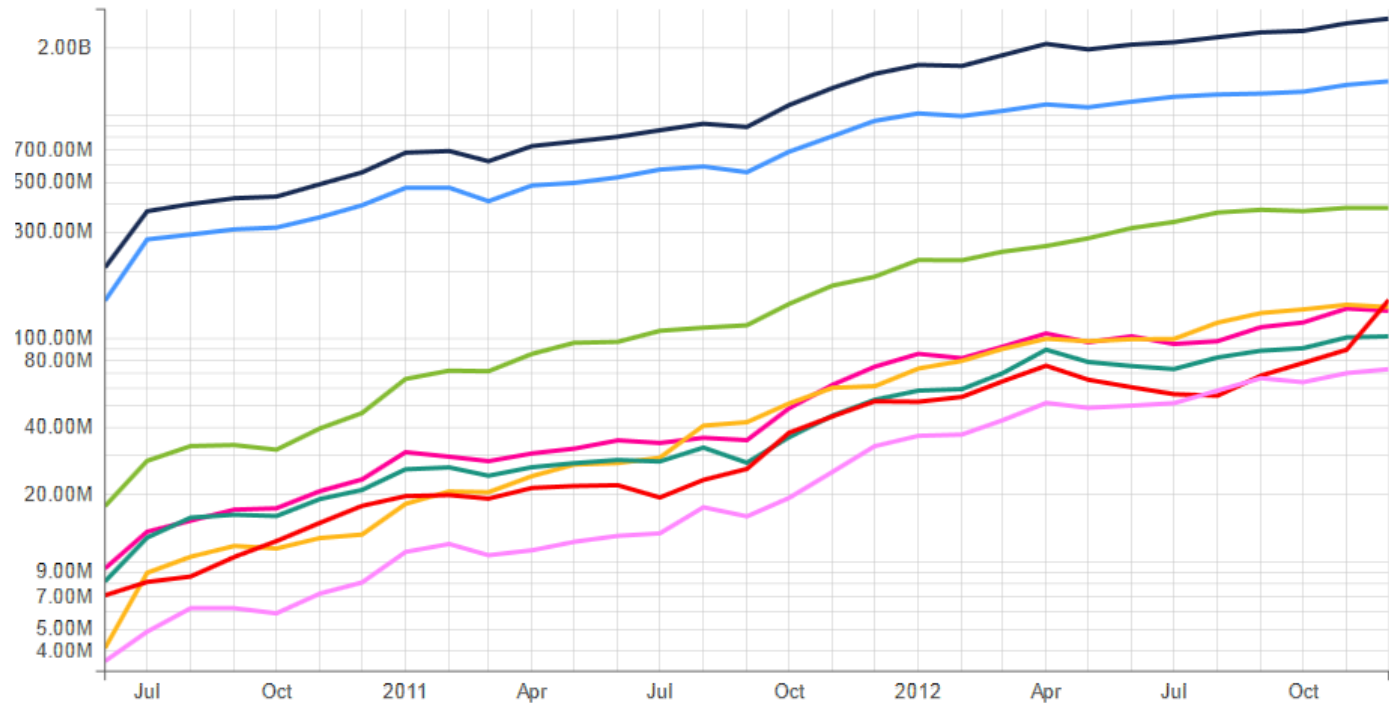
2.71 Billion

Page Views to Mobile Site

Dec 11 — Dec 12 76.61%  
Nov 12 — Dec 12 4.90%

Oct 2012

<b>Total</b>	2.39B
<b>English Mobile</b>	1.28B
<b>Japanese Mobile</b>	372.74M
<b>German Mobile</b>	118.21M
<b>Spanish Mobile</b>	135.25M
<b>French Mobile</b>	90.71M
<b>Russian Mobile</b>	77.86M
<b>Italian Mobile</b>	63.87M



Raw Data used by this graph

[/data/datafiles/rc/rc\\_page\\_requests\\_mobile.csv](#)

<http://reportcard.wmflabs.org/>





# About the Wikimedia Foundation

**Our mission:**

**Support the expansion of free knowledge, globally.**



<http://wikimediafoundation.org>





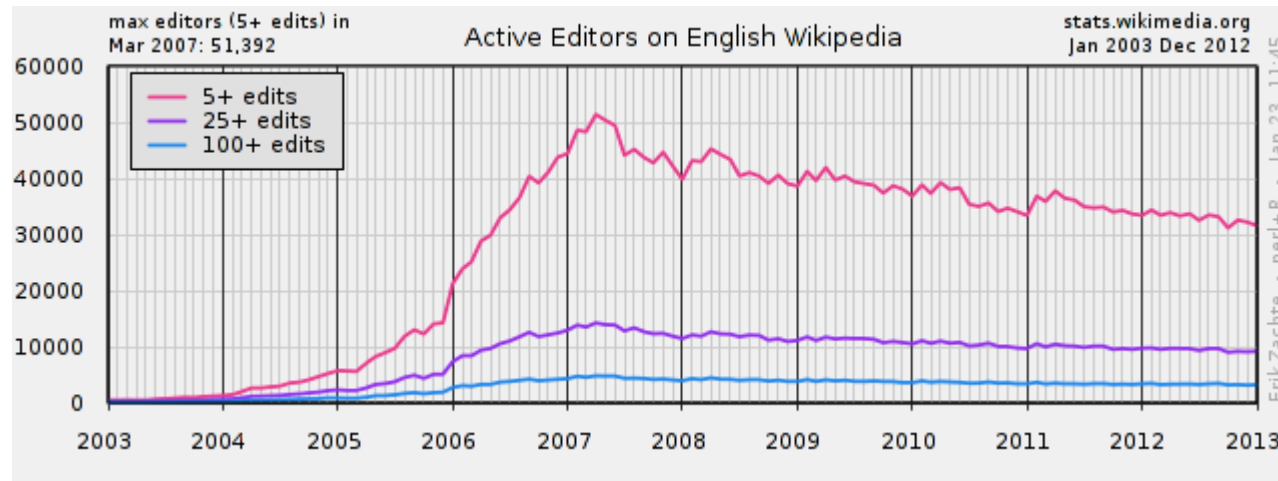
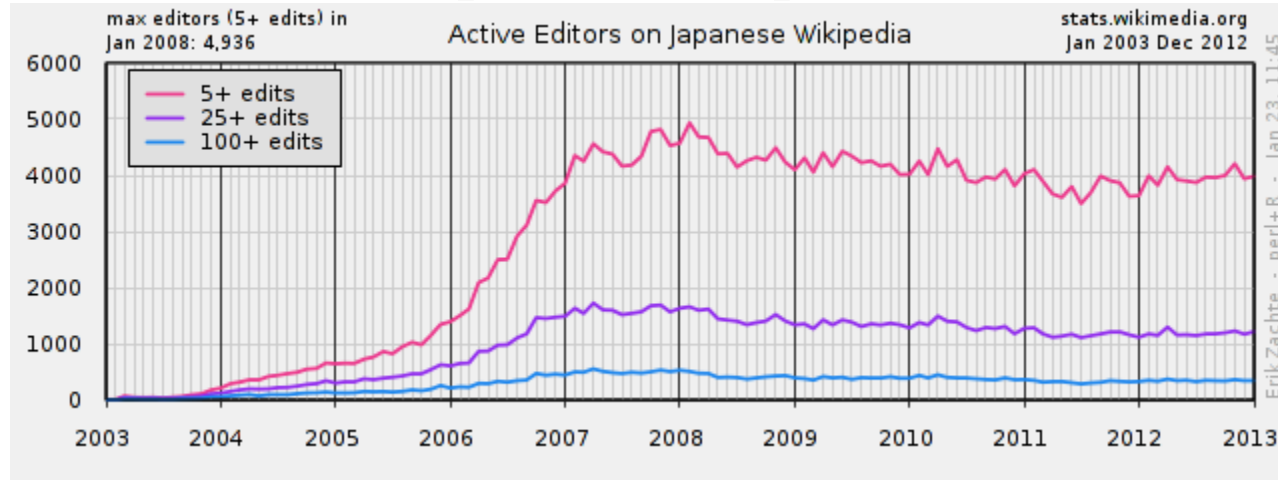
# The challenges we face



# 1. Supporting the global Wikimedia movement



# 2. Flat participation levels





## 2. Flat participation levels

We have theories about why this is happening

- Editors get tired after many years of activity, **constant workload**
- A sense that **much of Wikipedia is already written** (low-hanging fruit theory)
- Antiquated editor tools (**old software**)
- **Lack of civility** pushes editors away
- **Competition for participants**  
with other web projects (Quora, Twitter, Facebook, online games etc)



# 3. Barriers to access





# 3. Barriers to access

**New forms of mobile technology are great, however...**

- **Editing Wikipedia on smart phones is very, very difficult**
- **New models for consuming information (particularly apps) discourage browser-based editing**
- **The majority of new Internet users are coming online with the most basic kinds of cell phones**
- **Use of traditional desktop computers is on the decline.**



# 4. Complex and antiquated editing tools



ウィキペディア  
フリー百科事典

- メインページ
- コミュニティ・ポータル
- 最近の出来事
- 新しいページ
- 最近の更新
- おまかせ表示
- 練習用ページ
- アップロード (ウィキメディア・コモンズ)

- ヘルプ
  - ヘルプ
  - 井戸端
  - お知らせ
  - バグの報告
  - 寄付
  - ウィキペディアに関するお問い合わせ
- ツールボックス

アカウント作成 ログイン

ページ ノート

閲覧 編集 履歴表示

検索

2月1日から存命人物の伝記項目を対象とした第2回出典をつけよう大会を開催します。ふるってご参加ください。  
2月3日(日)東京大学にてWikimedia Conference Japan 2013を開催します。参加者募集中！

## 「ウィキペディア」を編集

**警告:あなたはログインしていません。**



そのまま投稿すると、このページの編集履歴にあなたのIPアドレスが記録・公開されます。なお、投稿の前にはプレビューが必要です。こちらの会話ページでこのIPアドレスに送られたメッセージを読むことができます。

アカウントを作ってログインしてから編集すれば、IPアドレスを非公開にできます。

A A ▶ 上級 ▶ 特殊文字 ▶ ヘルプ

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[[inobots]] [[WikipediaPage|
*ウィキペディアの簡単な紹介は「[[Wikipedia:ウィキペディアについて]]」を、
*新規参加者への総合案内は「[[Wikipedia:ウィキペディアへようこそ]]」を、
*[[日本語]]版の概要については「[[ウィキペディア日本語版]]」をそれぞれご覧ください。}}
[[Infobox オンライン情報源
| サイト名=ウィキペディア
| 画像=[[ファイル:Wikipedia-logo-v2.svg|100px|ウィキペディアのロゴマーク]]
<br/>[[Wikipedia:ロゴとマナー]]\ウィキペディアのロゴマーク]]

```



# 5. Lack of diversity

Wikipedians globally are known to be:

85 to 90% Male  
18 to 28  
Students or academics  
Mostly western  
Economically “well-off”

But the growing base of Internet readers are:

GLOBAL  
49 to 50% female  
Virtually all ages  
From a wide socio-economic background





# Wikimedia and the future



# WIKIPEDIA | zero

## Wikipedia Zero

Wikipedia on every mobile device, for free.

- The fastest growing population of Internet users are coming online with the most basic mobile phones on the market.
- Wikipedia Zero involves partnerships with global telecom companies and the development of middleware solutions to bring Wikipedia to these phones
- Through partnerships with global carriers like Orange / France Telecom, Saudi Telecom, and VimpelCom we deliver a low-bandwidth version of Wikipedia to over 300 million customers without data access fees.
- Our new advances in older technology (USSD, SMS etc) will help us reach over a billion customers in the coming year.

[http://www.mediawiki.org/wiki/Wikipedia\\_Zero](http://www.mediawiki.org/wiki/Wikipedia_Zero)



# New products to Support Wikipedians

**Article Feedback Tool**

**VisualEditor**

**Editor engagement**



# Article feedback tool

## Improve article quality and engage new editors

### Feedback on Golden-crowned Sparrow

This is a prototype, not a final product. Key features are still in development.

[View article](#) | [Talk](#) | [Help](#)

158 posts about this page  71% found what they were looking for


Showing: [Most relevant \(19\)](#) [All comments \(21\)](#)

Sort by: [Helpful](#)

 216.38.130.165 did not find what they were looking for. 3 months ago | [Details](#) [★ FEATURED](#)

Wanted to hear the bird's song. You could link to this site: [http://www.allaboutbirds.org/guide/Golden-crowned\\_Sparrow/sounds/ac](http://www.allaboutbirds.org/guide/Golden-crowned_Sparrow/sounds/ac)

Is this feedback helpful?  Yes  No 100% found it helpful

 24.151.234.151 posted a comment. 4 months ago | [Details](#)

Yes, I was looking for the breeding characteristics of this

**Feature this post** ✕

Add a note

[Feature this post](#) [Learn more](#)

[★ Unfeature this post](#)

[Mark as resolved](#)

[View activity](#)

[★ Feature this post](#)

[View activity](#)

#### Rate this page

[View page ratings](#)

Please take a moment to rate this page.

Trustworthy  Objective  Complete  Well-written

★★★★★  ★★★★★  ★★★★★  ★★★★★

I am highly knowledgeable about this topic (optional)

[Submit ratings](#)



# Wikipedia VisualEditor

## Removing the fundamental barrier to new editors



### Direct manipulation interface

In [computer science](#), direct manipulation is a [human-computer interaction](#) style which involves continuous representation of objects of interest, and rapid, reversible, incremental actions and feedback. The intention is to allow a user to directly manipulate objects presented to them, using actions that correspond at least loosely to the physical world. An example of direct-manipulation is resizing a graphical shape, such as a rectangle, by dragging its corners or edges with a [mouse](#).

Having real-world metaphors and actions can make it easier to learn and use an interface (some might say that the interface is more natural or intuitive), and rapid, incremental feedback allows a user to make fewer errors and complete tasks more quickly. See the results of an action before completing them to avoid mistakes.

The term was introduced by [Ben Shneiderman](#) in 1983 within the context of office applications and the desktop metaphor.<sup>[1]</sup> Individuals in academia and computer scientists doing research on future user interfaces often put as much or even more stress on tactile control and feedback, or sonic control and feedback than on the visual feedback given by most [GUIs](#). As a result the term direct manipulation interface has been more widespread in these environments.<sup>[citation needed]</sup>



# Editor engagement

## Rapid experiments and prototyping

The screenshot shows the Wikipedia interface for the article "Barack Obama". A green checkmark notification box at the top center reads "Your edit was saved." with a close button (X). The user "Munafassaf My" is logged in, with links for "My watchlist" and "My contributions". A search bar is visible on the right. The article content includes a redirect notice: "*'Barack' and 'Obama' redirect here. For other uses, see Barak (disambiguation) and Obama (disambiguation). For President Obama's father, the Kenyan economist, see Barack Obama, Sr.*". The main text describes Barack Hussein Obama II as the 44th and current President of the United States, born August 4, 1961. It details his education at Columbia University and Harvard Law School, his work as a community organizer and civil rights attorney in Chicago, and his political career, including his election to the U.S. Senate in 2004 and his presidency from 2009 to 2017. A portrait of Barack Obama is shown on the right, with a caption identifying him as the 44th President of the United States, incumbent, assumed office January 20, 2009, and Vice President Joe Biden.

[https://meta.wikimedia.org/wiki/Editor\\_engagement\\_experiments](https://meta.wikimedia.org/wiki/Editor_engagement_experiments)



# Global grantmaking

## Sharing resources and wealth

Small to large orgs are seeking funding  
support the movement:

- Wikipedia editing and outreach events
- Localization and internationalization of software
- Partnerships with education and culture organizations
- Capacity building and training for local chapters
- Academic research
- Expanding the free knowledge movement

**We need you! Consider applying for a grant today:**  
<http://meta.wikimedia.org/wiki/Grants:Index>



# How can we support Japanese Wikipedia community together?



# We need your help:



- **Coders: Get involved with the MediaWiki volunteer developer community**  
<http://www.mediawiki.org/wiki/MediaWiki/ja>
- **Apply for a grant to support your work:**  
<http://meta.wikimedia.org/wiki/Grants:Index>
- **Explore partnerships with cultural institutions**  
<http://outreach.wikimedia.org/wiki/GLAM>
- **Start a Wikimedia chapter ☺**
- **Tell us what improvements and technology you could use**
- **But most of all: EDIT!**

ありがとうございます！



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[https://en.wikipedia.org/wiki/File:Bangalore\\_blue\\_collar\\_guy\\_on\\_cellphone\\_closeup\\_November\\_2011\\_-34.jpg](https://en.wikipedia.org/wiki/File:Bangalore_blue_collar_guy_on_cellphone_closeup_November_2011_-34.jpg)

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