

# Wikimedia Foundation metrics & activities meeting

26 April 2018



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# Agenda

- **Welcome and introduction to agenda**
- **Movement update**
- **#WeMissTurkey campaign**
- **Video greetings from Berlin**
- **Next version of Content Translation**
- **Questions and discussion**
- **Wikilove**



# Movement update



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# Wikimedia Foundation highlights

- [Wikimania 2018](#). The 2018 Wikimania scholarships were announced: 128 recipients received full scholarships and 18 received partial scholarships.
- [Wikipedia awareness video](#). As part of the New Readers program, staff worked with the Hindi Wikimedians User Group to produce a video raising awareness of Wikipedia in India. The video has been viewed more than 1.5 million times on YouTube.
- [Annual plan](#). The draft of the Wikimedia Foundation's 2018-2019 annual plan was published on Meta-Wiki. The draft will be open for community review until May 15th.
- [Page previews feature](#). Page previews, which allows readers to preview the opening image and sentence of an article without leaving the existing article page, is now live on English Wikipedia for logged out users.



# Coming up in May

- [ESEAP conference](#) (5-6 of May) Bali, Indonesia. This is the first regional conference for Wikimedia communities of East Asia, Southeast Asia, and the Pacific.
- [Wikimedia Hackathon 2018](#) (18-20 of May) Barcelona, Spain. The hackathon will bring together developers from all around the world to improve the technological infrastructure of Wikipedia, particularly the MediaWiki platform on which it is based, and the Wikimedia code development.
- [FDC Recommendations on 2017-2018 Round 2 proposals](#). At the end of May, the FDC will meet to make recommendations to the Wikimedia Foundation's Board of Trustees on how to allocate movement funds to these affiliates in order to achieve the most impact. Your [input and participation](#) is valuable as they make these recommendations.

# #WeMissTurkey campaign overview



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# Why call it “We Miss Turkey”?





**We invited the world  
to share their support  
for Wikipedia in  
Turkey.**

# How did the campaign go?



**One week of  
knowledge about  
Turkey... only Turkey.**

# Photo frames





# How did you find the artists?



@aahsocute



@sibel\_bibel



@busrauzgun



@sarpsozdinler









# What was the impact?

# Reach

- Reached an estimated total audience of 15.8 million people
- **On Twitter:** we reached an estimated 13.2 million users
- **On Facebook:** we reached 3.6 million users, with over 3.5K using the Facebook frame to support

# Response

- 194,000 people have engaged with our messages to show support or start a discussion, and the sentiment of response has remained very positive.
- 35+ media articles, 80% in Turkish press.





# What happens next?



April 29 marks  
1 year

# Video greetings from Berlin



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# Next version of Content Translation



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Our goal with Wikimedia  
projects is to provide access to  
the sum of all human  
knowledge

**in all languages**





**Language is a barrier  
to access knowledge  
for many users**

# New editors research

“Many editors [...] are less inclined to contribute to Korean/Czech Wikipedia because **the content gap that needs to be filled feels too large.** This perception creates a vicious cycle that prevents medium-sized wikis from reaching a critical mass of value.

[https://www.mediawiki.org/wiki/New\\_Editor\\_Experiences](https://www.mediawiki.org/wiki/New_Editor_Experiences)



## NEW EDITOR EXPERIENCES

*Summary of Findings from  
Korean and Czech Wikipedia*

Submitted to the Wikimedia Foundation  
Prepared by Reboot  
August 29, 2017  
[www.reboot.org](http://www.reboot.org)



A person wearing a blue button-down shirt is holding a red notebook with a pixelated character on the cover. They are also holding a green pen and several colored pencils (yellow, purple, blue, and light blue). The background is a blurred blue and green pattern.

**Translation was a  
complex manual  
effort**

**Content  
Translation  
makes it easy  
to translate.**



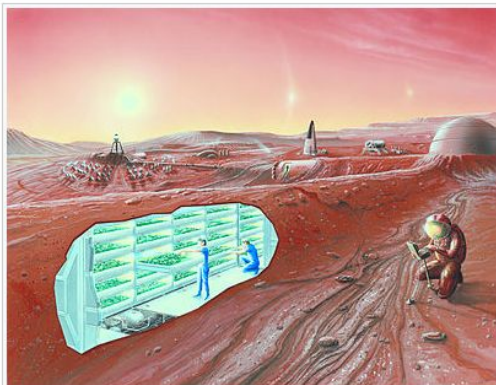
[All translations](#)

Saved 6 minutes ago


[Publish translation](#)

# Colonization of Mars

English

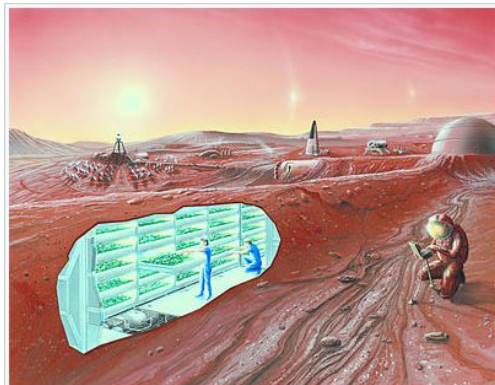
[view page](#)
[5 categories](#)


An artist's conception of a human Mars base, with a cutaway revealing an interior horticultural area

**Mars** is the focus of much scientific study about possible **human colonization**. Its surface conditions and the presence of **water on Mars** make it arguably the most **hospitable of the planets in the Solar System**, other than Earth. Mars requires less energy per unit mass (**delta-v**) to reach from Earth than any planet except **Venus**.

# Colonización de Marte

español

[2 categories](#)


La concepción de un artista de una base de Marte humana, con un cutaway revelando un interior área hortícola

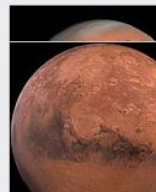
**Marte** es el foco de mucho estudio científico sobre **colonización humana** posible. Sus condiciones de superficie y la presencia de abreviar encima marca de Marte él arguably el más **hospitalario de los planetas** en el **Sistema Solar**, otro que **Tierra**. Marte requiere menos energía por masa de unidad (**delta-v**) para lograr de la tierra que cualquier planeta exceptúan **Venus**.



Search for a word

B

I



Link

English

Link

español

[Marte \(planeta\)](#)
[X Remove link](#)

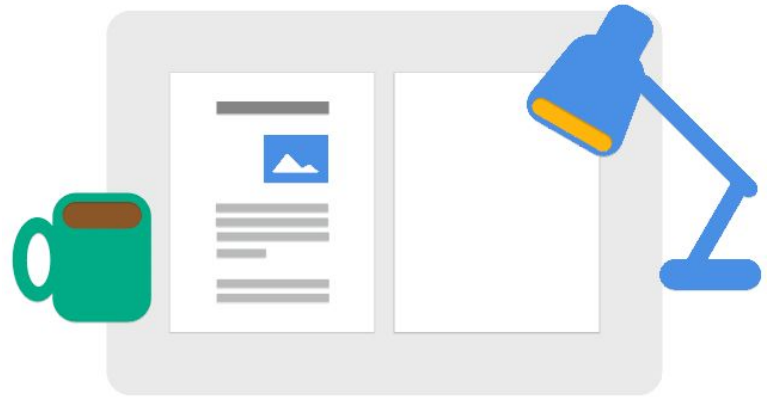
[Link to another page](#)

[Provide feedback](#)

# What does translation mean on Wikipedia?

# 1. Translate as much as needed

Wikipedia articles across languages are not intended to be exact replicas





# 2. Check the context all the time

Translating requires moving across many pieces of information.

**Plants in space** are plants grown in outer space typically in a weightless but pressurized controlled environment in specific space gardens.<sup>[1]</sup> In the context of human spaceflight, they can be consumed as food and/or provide a refreshing atmosphere.<sup>[2]</sup> Plants can metabolize carbon dioxide in the air to produce valuable oxygen, and can help control cabin humidity.<sup>[3]</sup> Growing plants in space may provide a psychological benefit to human spaceflight crews.<sup>[3]</sup>

The first challenge in growing plants in space is how to get plants to grow without gravity.<sup>[4]</sup> This runs into difficulties regarding the effects of gravity on root development, providing appropriate types of lighting, and other challenges. In particular, the nutrient supply to root as well as the nutrient



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# 3. Focus on quality

Automate steps responsibly, let translators create good content.

 Search for a word



Your translation contains 100% of unmodified machine-translated text

Machine translations are provided only as a starting point. You need to make sure that the content is accurate and reads naturally in your language.

[View translation guidelines](#)

Machine translation

From Apertium ▾

Use source text

Clear paragraph

# Impact of Content Translation

More than  
**310,000**  
**articles translated**

(If these articles formed a single Wikipedia, it would be already the  
#30 in articles)



**Used by many wikis  
on a daily basis**



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# **13%** of all articles created in Spanish and Tamil Wikipedia\*

\*since 2015, when the tool was available



# **19%** of all articles created in Catalan Wikipedia\*

\*since 2015, when the tool was available





# Lower deletion ratios

(better than starting from scratch)



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**Spanish Wikipedia:  
10% of deleted  
translations, 52%  
deleted otherwise**



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**French Wikipedia:  
5% of deleted  
translations, 27%  
deleted otherwise**



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**Hebrew Wikipedia:**  
**3%** of deleted  
**translations, 21%**  
**deleted otherwise**

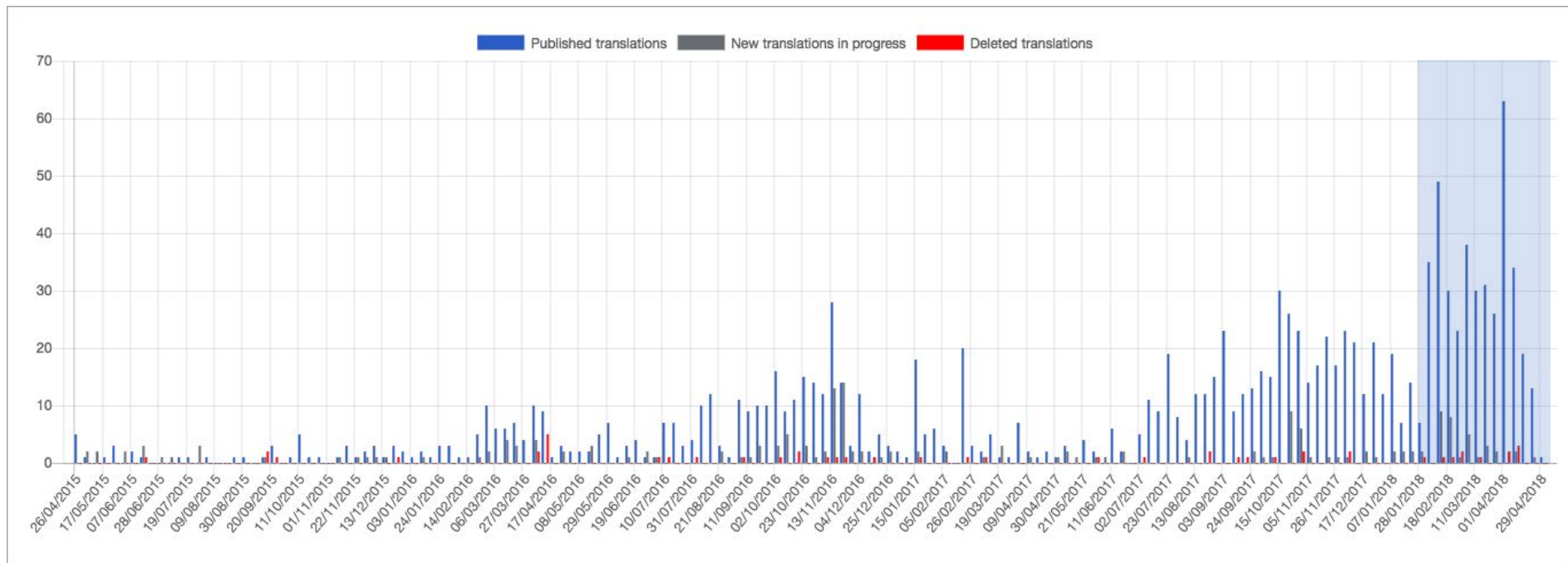
# An extensible platform

Not all languages have automatic  
translation support, for now



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# Basque translations increase after Matxin became available



# Content Translation Version 2



# Plants in space

English

[view page](#)

4 categories

Use dmy dates



*Zinnia flower in space*

**Plants in space** are [plants](#) grown in [outer space](#) typically in a weightless but pressurized controlled environment in specific space gardens.<sup>[1]</sup> In the context of human spaceflight, they can be consumed

# Plants in space

español

No categories

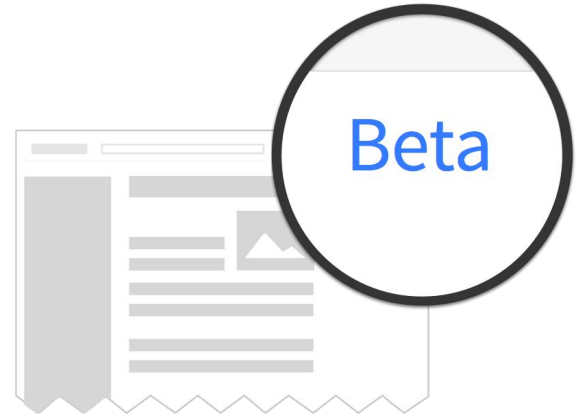
+ Add translation

- 1 Click paragraphs to translate  
You don't need to add them all
- 2 Make the text read naturally  
Machine translation is useful but you'll need to revise the text to make it accurate.
- 3 Publish the translation  
When you are happy with the result, press "Publish".

[View translation guidelines](#)

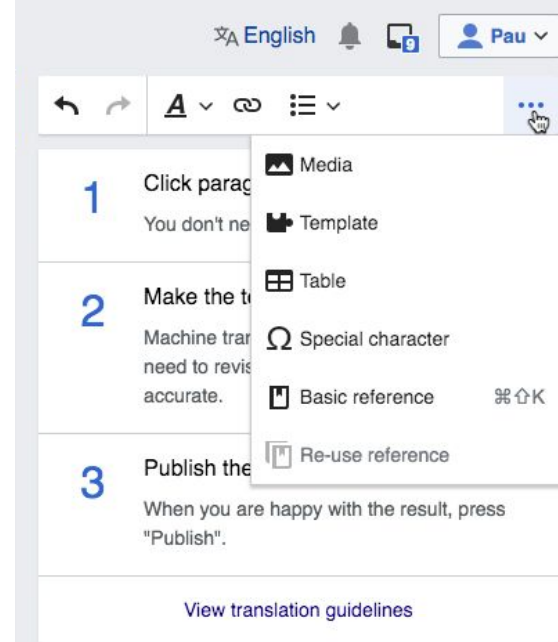
# 1. More solid

New editing surface based on Visual Editor,  
architecture update and aligning with  
Wikimedia design guidelines.



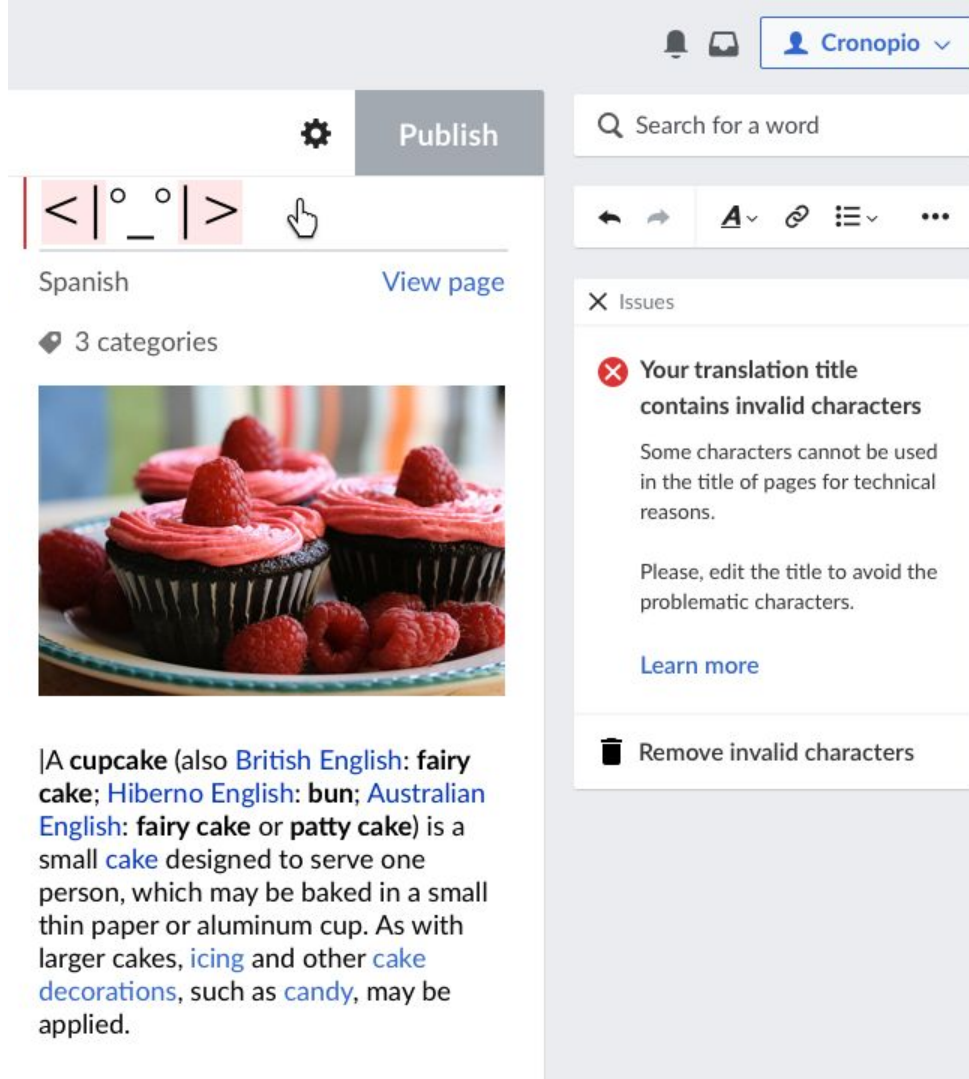
# 2. New possibilities

Many frequently requested features will be possible with the new architecture: reliable undo/redo, copy & paste rich content, adding templates...



# 3. Better guidance for newcomers

Helping new editors to better understand the issues they face and how to improve their translation.



The screenshot shows a translation tool interface. At the top right, there is a user profile for 'Cronopio'. Below that is a search bar with the text 'Search for a word'. A toolbar contains a settings gear, a 'Publish' button, and a cursor icon. The main text area shows the word 'Spanish' and a 'View page' link. Below this, it says '3 categories'. A large image of raspberries on a plate is displayed. Underneath the image, there is a text block starting with '[A cupcake (also British English: fairy cake; Hiberno English: bun; Australian English: fairy cake or patty cake) is a small cake designed to serve one person, which may be baked in a small thin paper or aluminum cup. As with larger cakes, icing and other cake decorations, such as candy, may be applied.]'. To the right of the main interface, a sidebar shows an 'Issues' section with a red 'x' icon and the message: 'Your translation title contains invalid characters. Some characters cannot be used in the title of pages for technical reasons. Please, edit the title to avoid the problematic characters. Learn more'. At the bottom of the sidebar is a trash icon and the text 'Remove invalid characters'.

# Roadmap overview

JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR
Replace editing surface and fix regressions			Basic tools to catch up with version 1			Better guidance for newcomers			Version 2 default in a wiki			Deployments, and response to feedback		

# More info and updates

[https://www.mediawiki.org/wiki/Content\\_translation/V2](https://www.mediawiki.org/wiki/Content_translation/V2)



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# Questions and discussion



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# Submit your ideas!

Meta: [Wikimedia Foundation metrics and activities meetings/Future meetings](#)





wikilove  
LIVE