

Wikimedia Foundation metrics meeting

25 August 2016



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Agenda

- Welcomes
- Community update
- Metrics
- Summer 2016 Transparency Report
- Engagement survey update
- Research
- Questions and discussion



Welcome

Requisition hires:

- Riccardo Coccioli - Technology - Spain
- Melody Kramer - Communications - NC
- Olga Vasileva - Product - Spain
- Chelsy Xie - Product - SF
- Danny Kaufman - Advancement - SF
- Sam Patton - Advancement - NC
(conversion)

Contractors, interns & volunteers:

- Ana Maria Acosta - Legal - SF
- Tarun Krishnakumar - Legal - SF
- Limayli Huguet - F&A - SF
- Samir Elsharbaty - Communications - Egypt

Anniversaries

Brion Vibber (10 yrs)

James Alexander (6 yrs)

Jonathan Curiel (5 yrs)

Andrew Bogott (4 yrs)

Manprit Brar (3 yrs)

Brendan Campbell (1 yr)

Josh Minor (1 yr)

Peter Hedenskog (1 yr)

Eliza Barrios (1 yr)

Chuck Roslof (1 yr)

James Holder (1 yr)



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Community update



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WikiConference India 2016

- Organized by **Punjabi Wikimedians**, newest affiliate in the region.
- One of the largest regional conferences: **~250 Wikipedians** from **20 language** communities.
- **25%** of scholarships went to women.
- **7 tech projects** saw some progress during the hackathon.





UN Women: #HerStory

- Global campaign through alliance **UN Women + Wikimedia**, and **partnerships** in the local level.
- **12 cities** hosted in-person events + dozen communities joined online.
- Adding content on Wikipedia: **quality** (how to write from a gender perspective) + **quantity** (closing the gap)



Wikimedia project milestones & affiliates

- New language version **Wikipedia in Tulu** is now live! **680** articles and counting.
- **Occitans Wikipedia** reached **90,000** articles.
- **Punjabi Wiktionary** reached **1,000** entries.
- **WikiToLearn User Group**, dedicated to make content present on [WikiToLearn](https://wikitolearn.org/) easily accessible from Wikimedia sites.
- **Wikimedians of Iowa User Group**, starting activities in Des Moines.
- Affiliates Committee announced a **new criteria for chapter recognition**:
https://meta.wikimedia.org/wiki/Affiliations_Committee/Chapter_Summary_Matrix



ವಿಕಿಪೀಡಿಯಾ
ಒಂದು ಸ್ವತಂತ್ರ ವಿಶ್ವಕೋಶ



WIKIPÈDIA
L'enciclopèdia liura



ਵਿਕਸ਼ਨਰੀ
ਇੱਕ ਆਜ਼ਾਦ ਸ਼ਬਦਕੋਸ਼

Upcoming collaborations with communities

- **Wikimedia CEE Meeting 2016:** August 27 - 29. Dilijan, Armenia.
- **Leadership conversation:** starting in September.
- Share your collaborations with communities on Meta if you expect to reach 50+ people: [meta:Community_Engagement/Calendar](https://meta.wikimedia.org/wiki/Community_Engagement/Calendar)

Metrics



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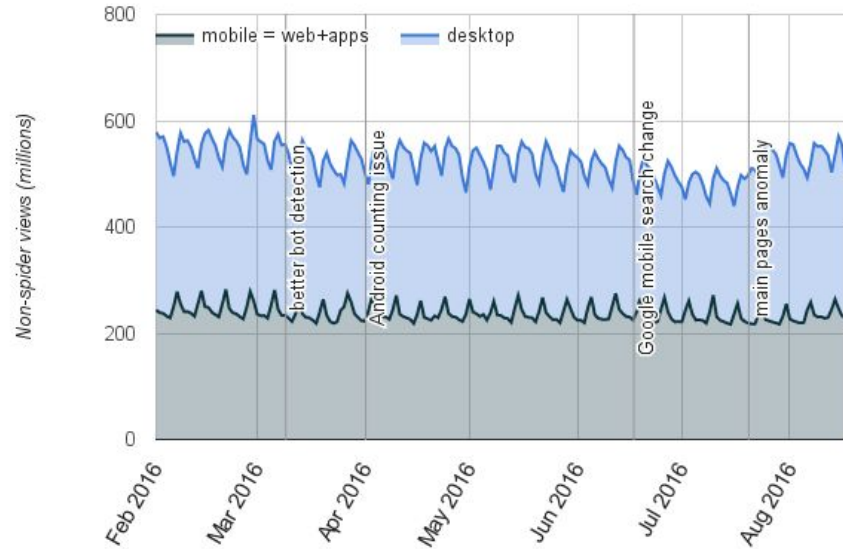
Global pageviews

Current (July 2016):

- 478m/day
- Desktop 51.7%
- Mobile web 46.9%
- Mobile apps 1.4%

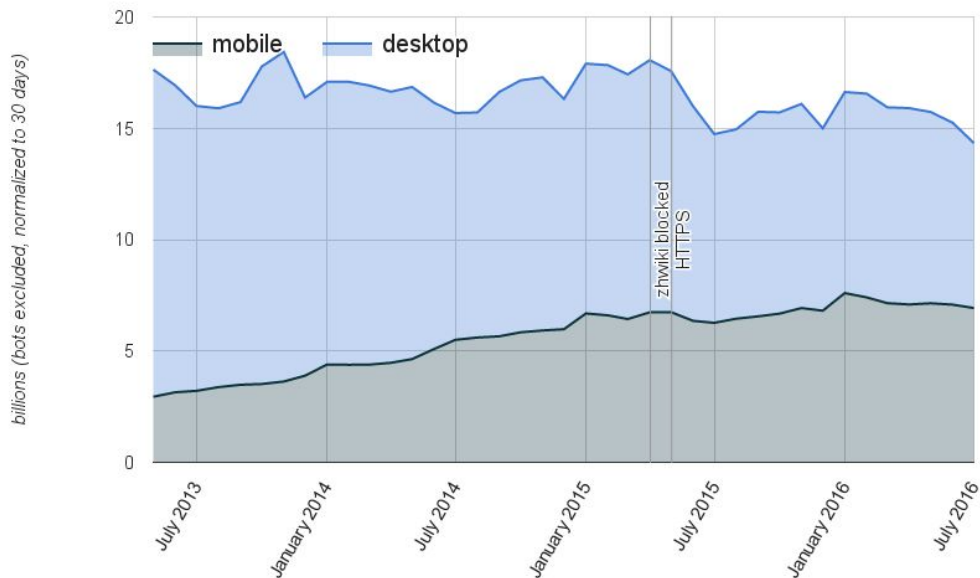
(Corrected for large amount of [anomalous traffic to some Wikipedias' main pages](#) since July 21, which increased total pageviews by about 11%)

Wikimedia daily pageviews, desktop + mobile



Long-term traffic trends

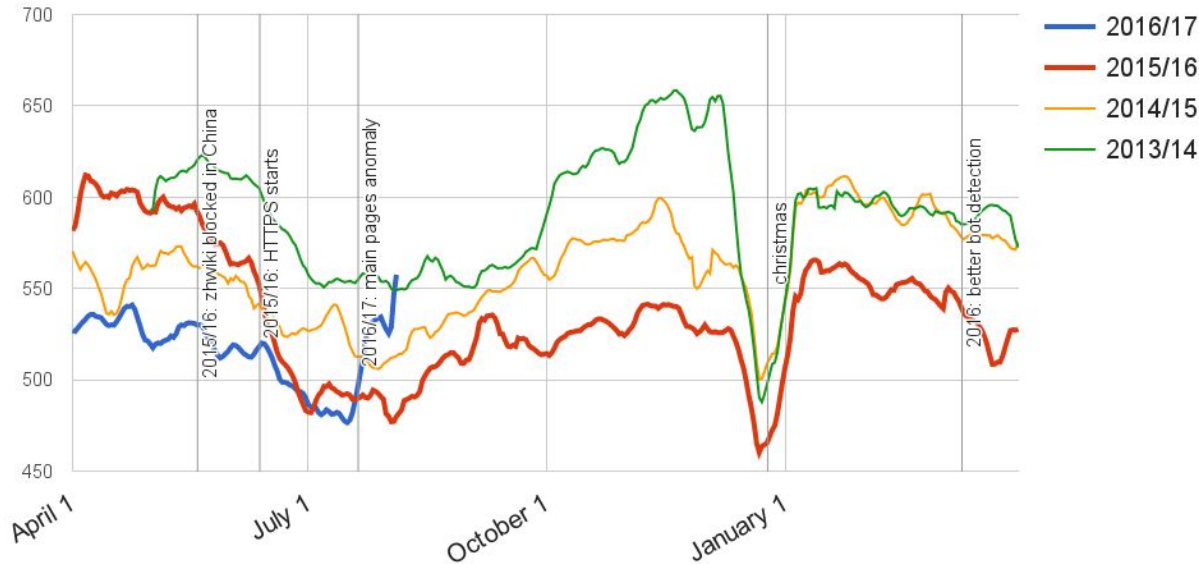
Wikimedia monthly pageviews (desktop+mobile), 2013-2016



	Annual change (2013-16, linear)
Total	-3%
Desktop	-18%
Mobile (web+apps)	+25%

Seasonal traffic changes

Wikimedia pageviews year-over-year comparison,
May 2013-July 2016

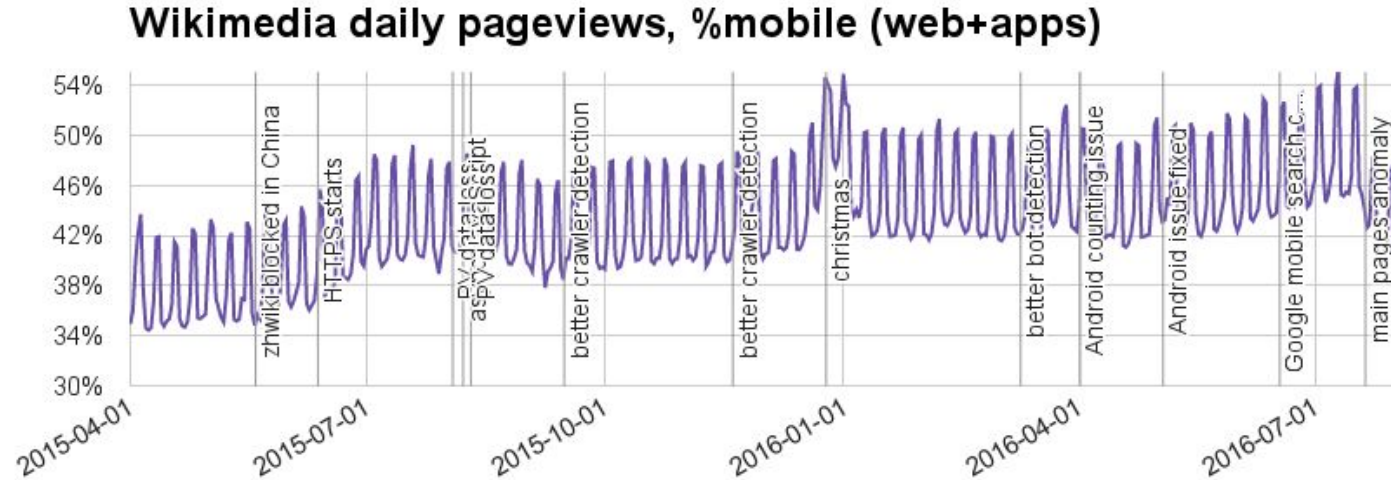


Which changes occur every year, which are due to one-time events? Until recently, we saw year-over-year decreases above the long-term trend (e.g. -12% from April 2015 to April 2016). Now these are much smaller (e.g. July: +1% including anomaly, -3% without). This confirms that two one-time events in May/June 2015 had cost us traffic: the switch to HTTPS-only connections and the block of the Chinese Wikipedia in China.



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Mobile traffic ratio



After largely stagnating earlier this year following the Christmas bump, the mobile percentage started to rise again towards parity around May.

Unique devices

Project	Monthly unique devices (desktop + mobile web) July 2016	% mobile
English Wikipedia	559 million	65%
Spanish Wikipedia	112 million	62%
German Wikipedia	78 million	56%
Japanese Wikipedia	54 million	66%
Russian Wikipedia	61 million	55%

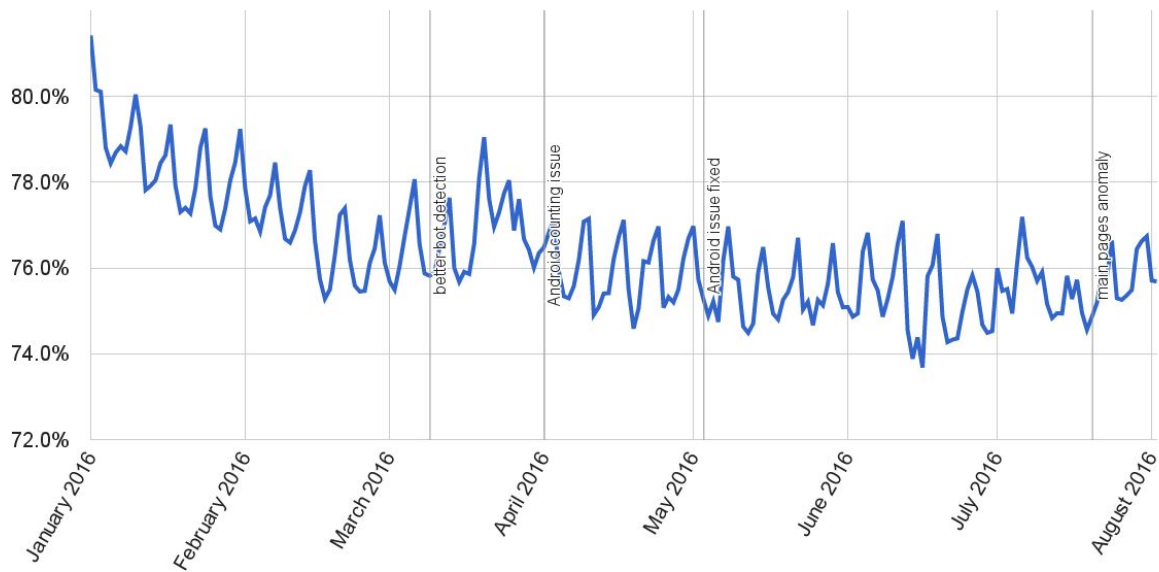
Monthly pageviews/device English Wikipedia July 2016 (not corrected for main pages anomaly)	
Desktop	22
Mobile web	9

Top 5 projects by overall unique devices - no global number available [yet](#))

NB: devices <> users

Regions

Percentage of pageviews from the Global North



After a notable decrease earlier this year (or, increase of the Global South ratio), this has been relatively steady in recent months.

NB: We are currently rethinking this metric and might replace it with a different country selection constructed as part of the work on the New Readers project.

For more detailed updates on our core metrics, see [\[\[mw:Reading/Readership metrics reports\]\]](#) and [\[\[mw:Wikimedia Product\]\]](#).

Summer 2016 Transparency Report



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“Every year, we receive requests from governments, individuals, and organizations to disclose information about our users or to delete or alter content on our projects.

Some are legitimate. Some are not.

The purpose of this transparency report is to shed light on the requests we receive and how we respond to them.”



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Deconstructing transparency

- Transparency as [Guiding Principle](#)
- Transparency as industry standard

Building blocks

- Content alteration/takedown
- Copyright takedown
- User data requests

Other features

Stories

We tell anonymized stories about requests we receive.

FAQ

We define legal terms & answer questions.

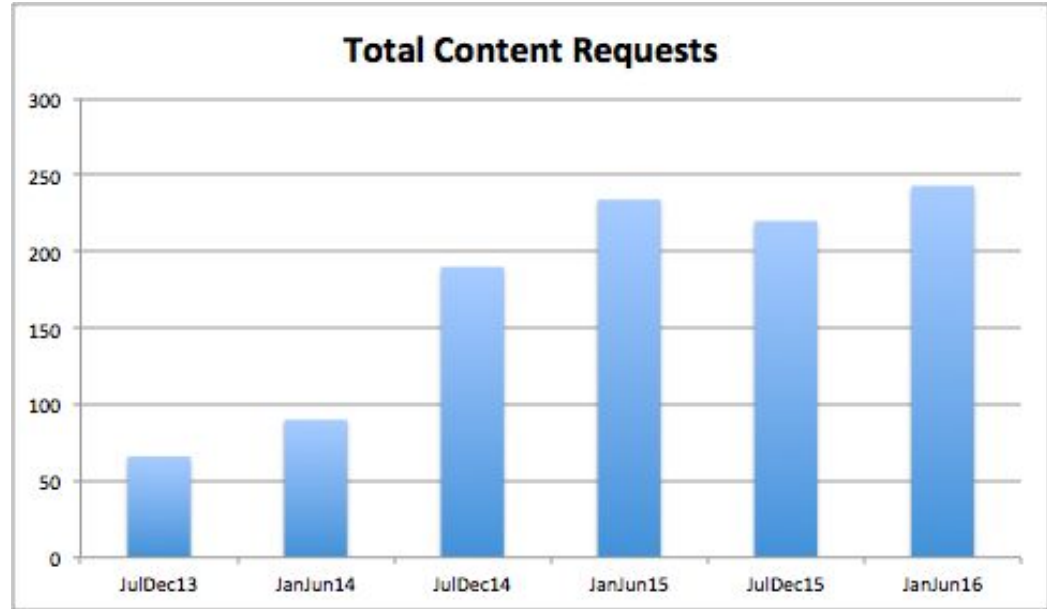


Content

REQUEST TYPE	TOTAL REQUESTS	REQUESTS GRANTED
Alteration/takedown	243	0%
“Right to be Forgotten”	5	0%

Content over time

- ~10% increase in content requests since last report
- Consistent distribution since Jul-Dec 2014
- Requests from more countries (42) than ever before



A close-up, low-angle shot of a glass filled with a golden-brown liquid, likely whiskey. The glass is tilted, and the liquid is captured in motion, creating a sense of pouring. The lighting is warm and dramatic, highlighting the texture of the glass and the color of the liquid. The text "Happy Hour" is overlaid in a large, white, sans-serif font in the center of the image.

“Happy Hour”

Copyright

A DMCA is a special notice under U.S. copyright law

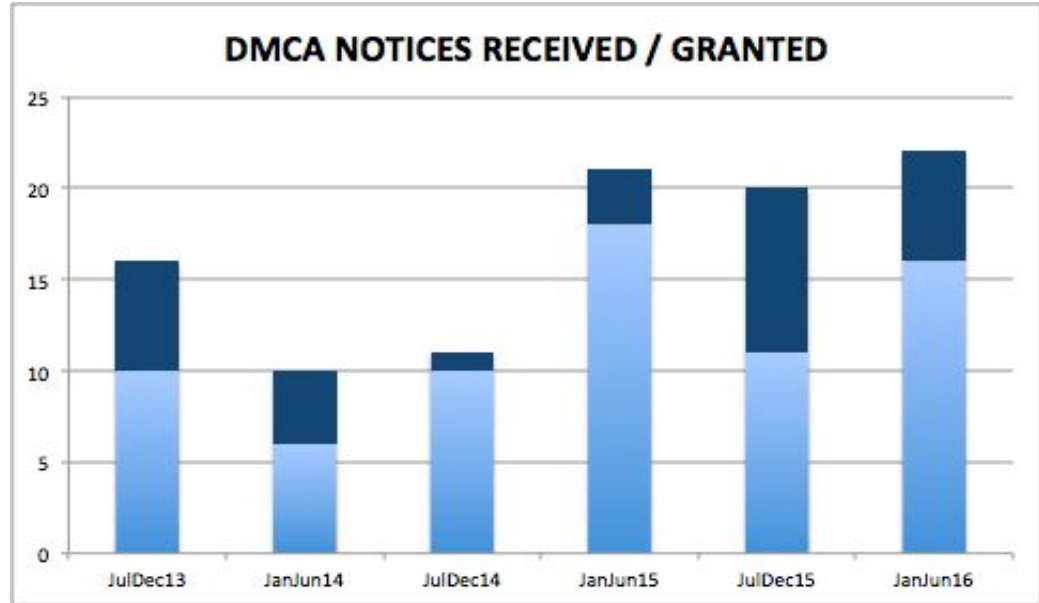
DMCA RECEIVED	DMCA GRANTED	COUNTER-NOTICES
22	6	2



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Copyright over time

- Small ~10% increase in notices received
- Grant rate dropped from 45% to ~27%
- Received counter-notice for the first time



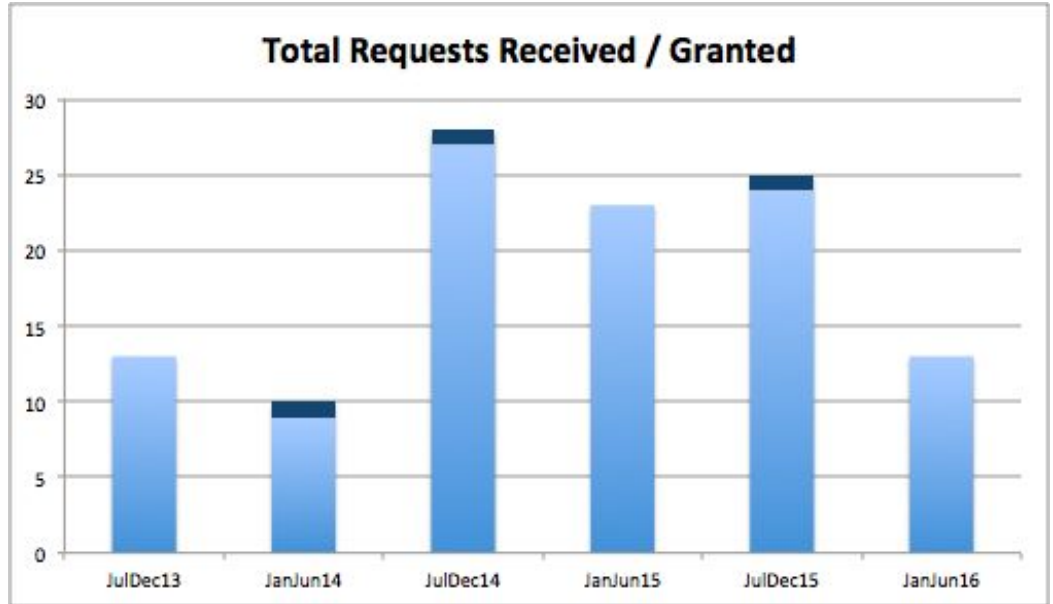
“Reuse Ruse”

User data

REQUEST TYPE	NUMBER RECEIVED	NUMBER GRANTED
Informal non-government	7	0
Informal government	6	0

User data over time

- Large drop (48%) in total requests
- Less varied - no formal legal process
- Still no National Security Letters



Changes

- “Users notified” category
- Information disclosed - “partial” vs. “all”

Thanks!



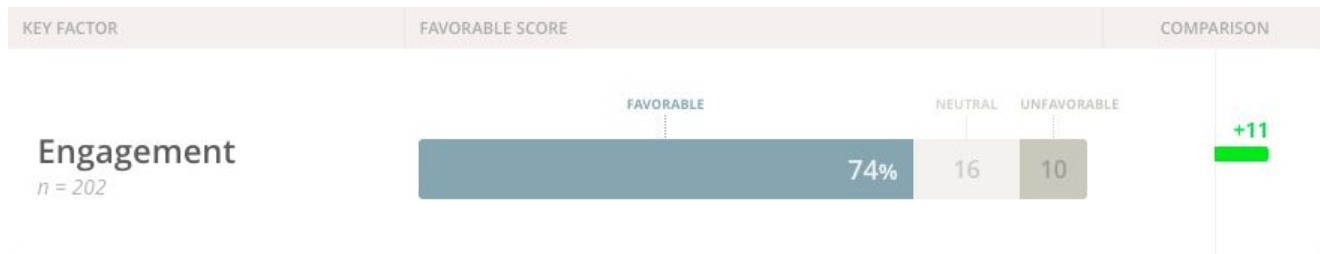
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May 2016 Engagement Survey



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Recap: May Survey



11% overall increase
90% participation
95% approval in ED

All leadership scores improved 23-63%

Still have a lot of work to do and room for improvement

Survey conducted by Culture Amp as impartial 3rd party

Results shared with staff & board in June

What's happened since?

Transparent & consistent ongoing survey process shared on office wiki

Engagement committee restarted, and did project workshop to help push engagement further

C-level also did workshop, with first engagement project rolled out in August

Talent & Culture rolled out foundational new manager training FQ1, with performance management training coming in FQ2. Plus ongoing projects on staff values, inclusion, wellbeing, transparency, orientations, etc.



What's next?

C-levels will be connecting with their teams to listen, ask questions, and collect more feedback

Engagement committee will roll out their project to share with staff

Talent & Culture will continue working hard on its heavy goal schedule to support staff at all levels

Engagement survey will be run again in November to see how we're doing!

Research



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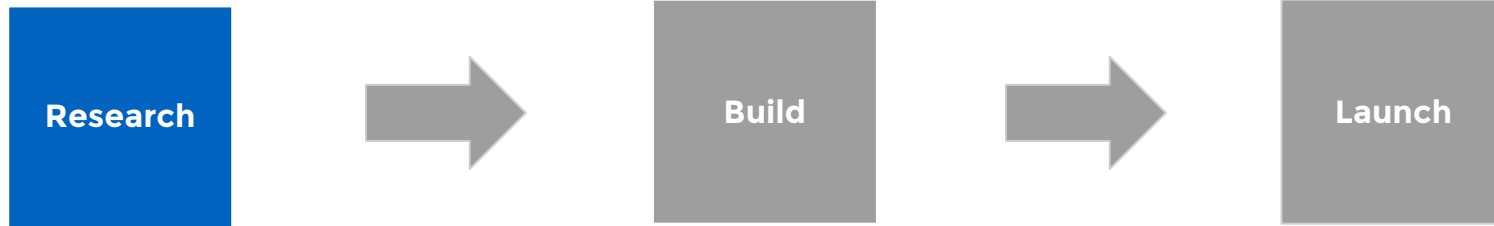
New Readers research

Reading
Design Research
Communications
Global Reach
Community Engagement

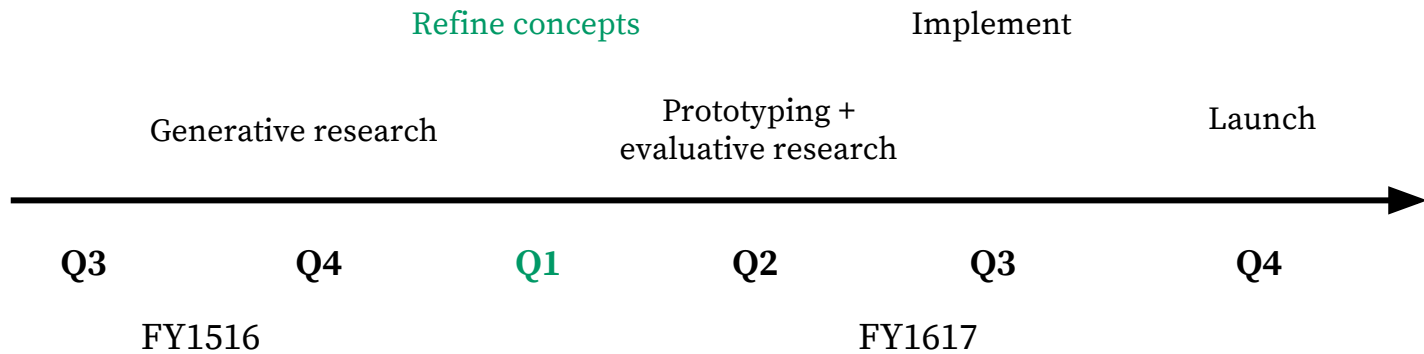
The Wikimedia movement seeks to increase readership in Asia, Africa, and Latin America—places where new internet users are emerging but may not know or use Wikimedia sites.



Progress



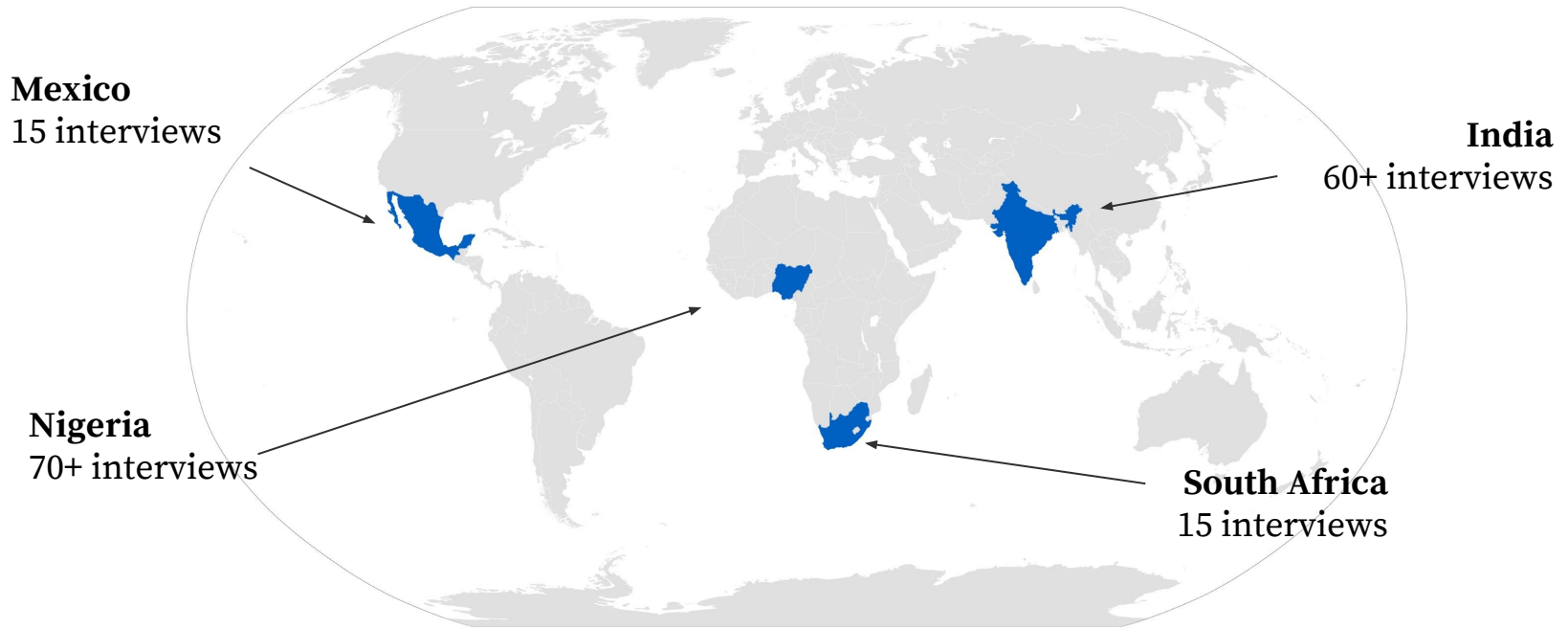
Timelines



About the research

A high-angle, wide shot of a densely packed city, likely Jaipur, India. The foreground on the right features a large, ornate stone dome with a tiered, decorative finial. The city below is a vast expanse of colorful buildings, with a prominent road or canal cutting through the center. The sky is overcast and grey.

Four countries





Community

CC-by-SA 4.0 - Zachary McCune



Phone surveys



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Design research

CC-by-SA 3.0 - Omaranabulsi

Design Research

- Ethnographic interviews
- User technology demos
- Key informant (expert) interviews
- Phone surveys



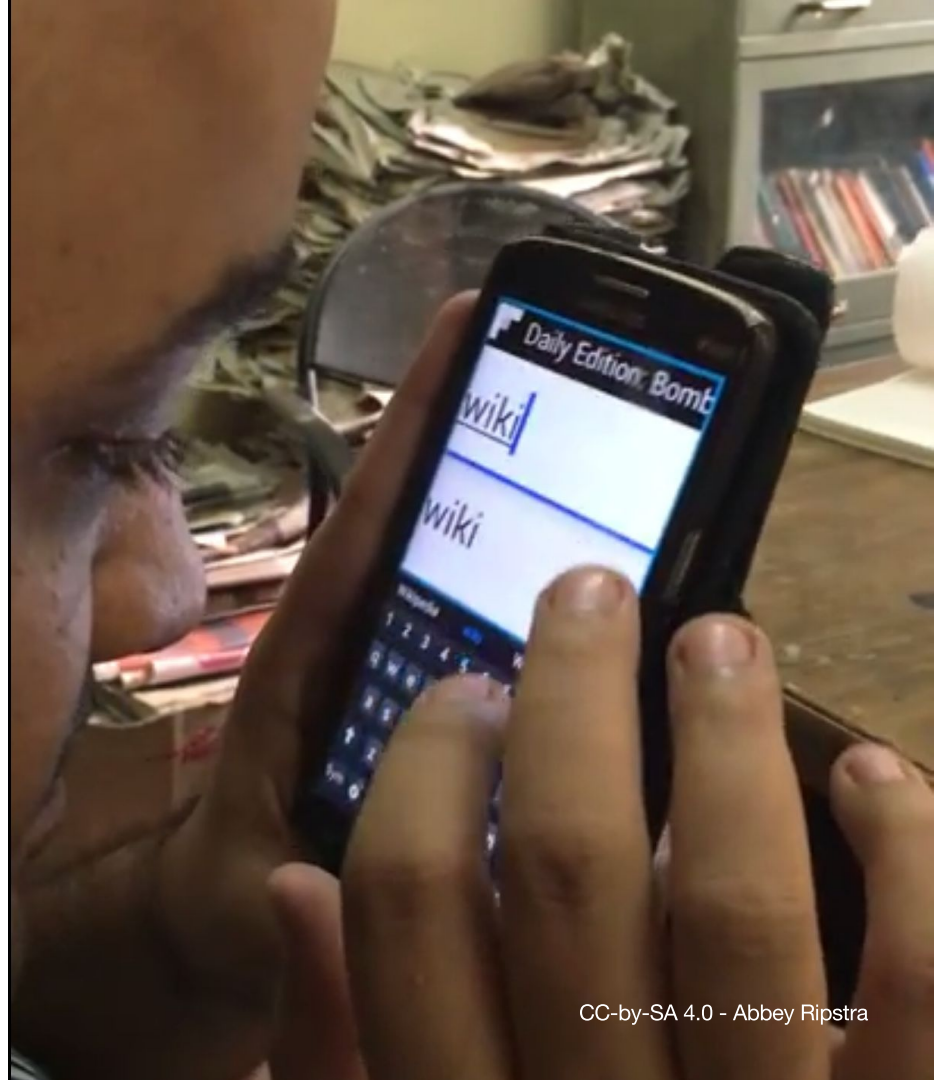
What we learned



Using Wikipedia

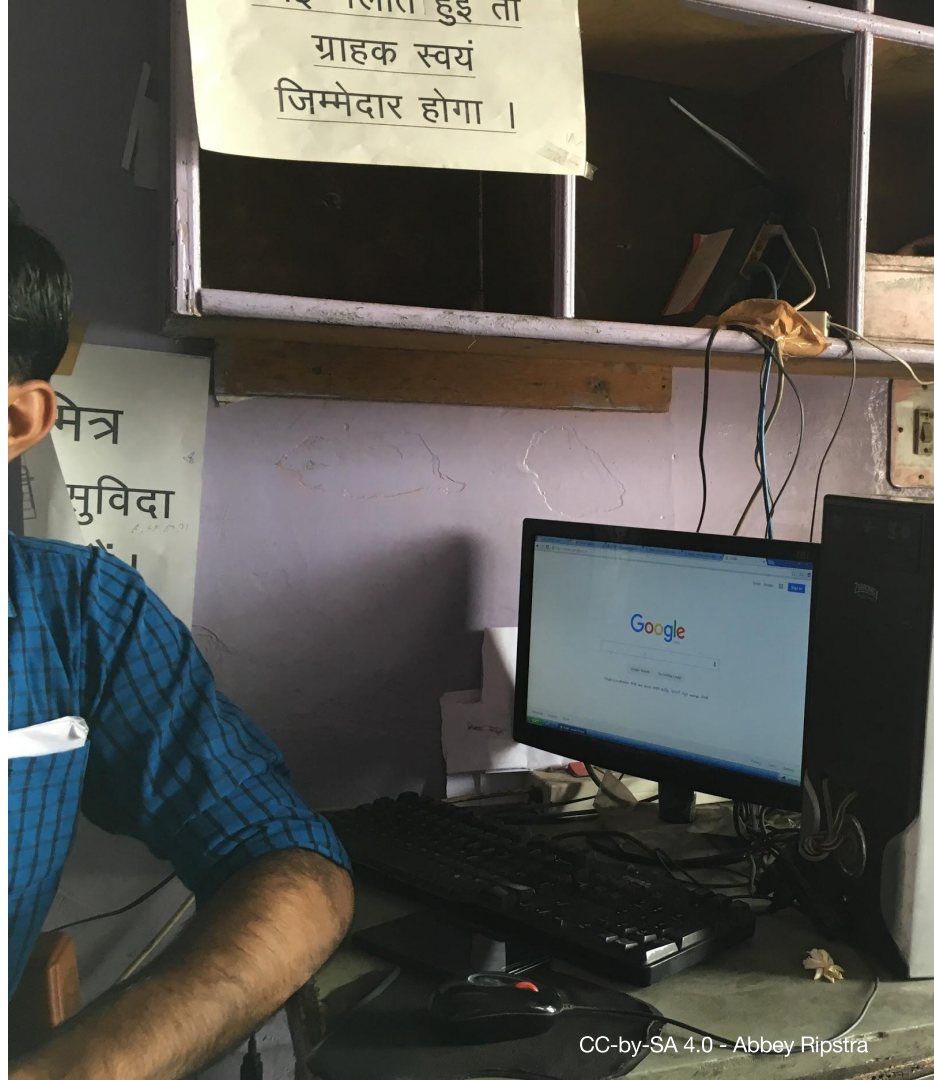
Wikipedia's content model can
arouse suspicion.

Despite this, there was no
observed relationship between
trust in, and reading of
Wikipedia.



Low bandwidth browsers

People are precious about data usage, and low-bandwidth browsers dominate.



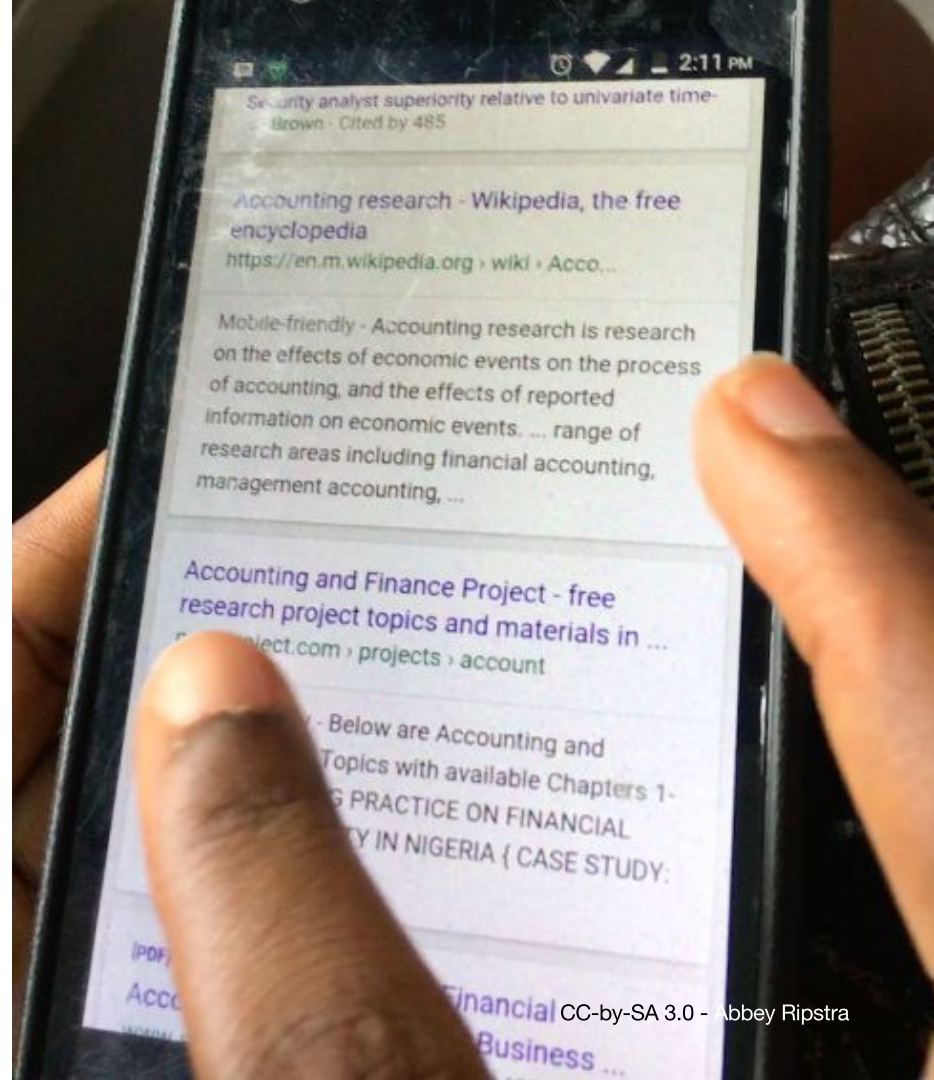
Language

People are using the internet in English, without expecting otherwise.



Language in Nigeria

English is the language of computing and the “general language”.



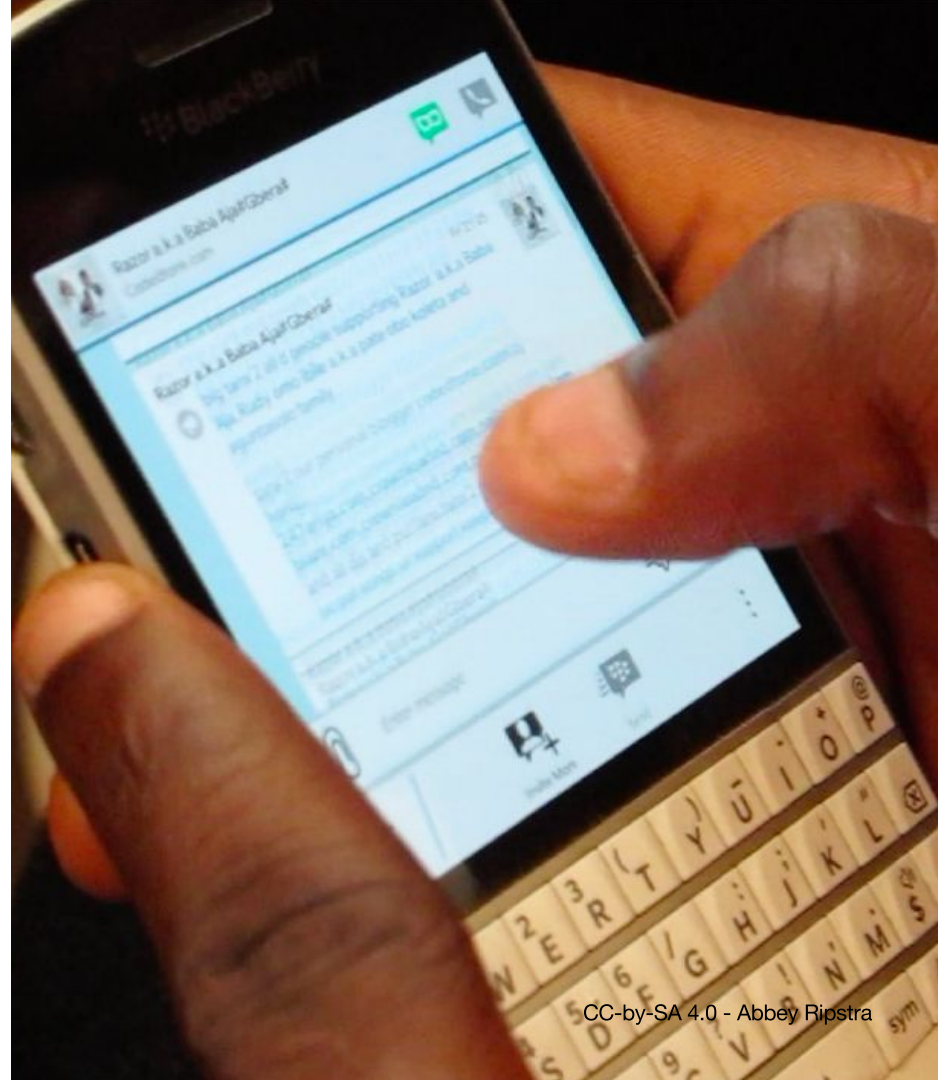
Language in India

People choose their “language of instruction” in school. That choice influences a person’s level of comfort with online search and reading.



Mobile

Mobile web dominates for getting online, and Android is the platform of choice.



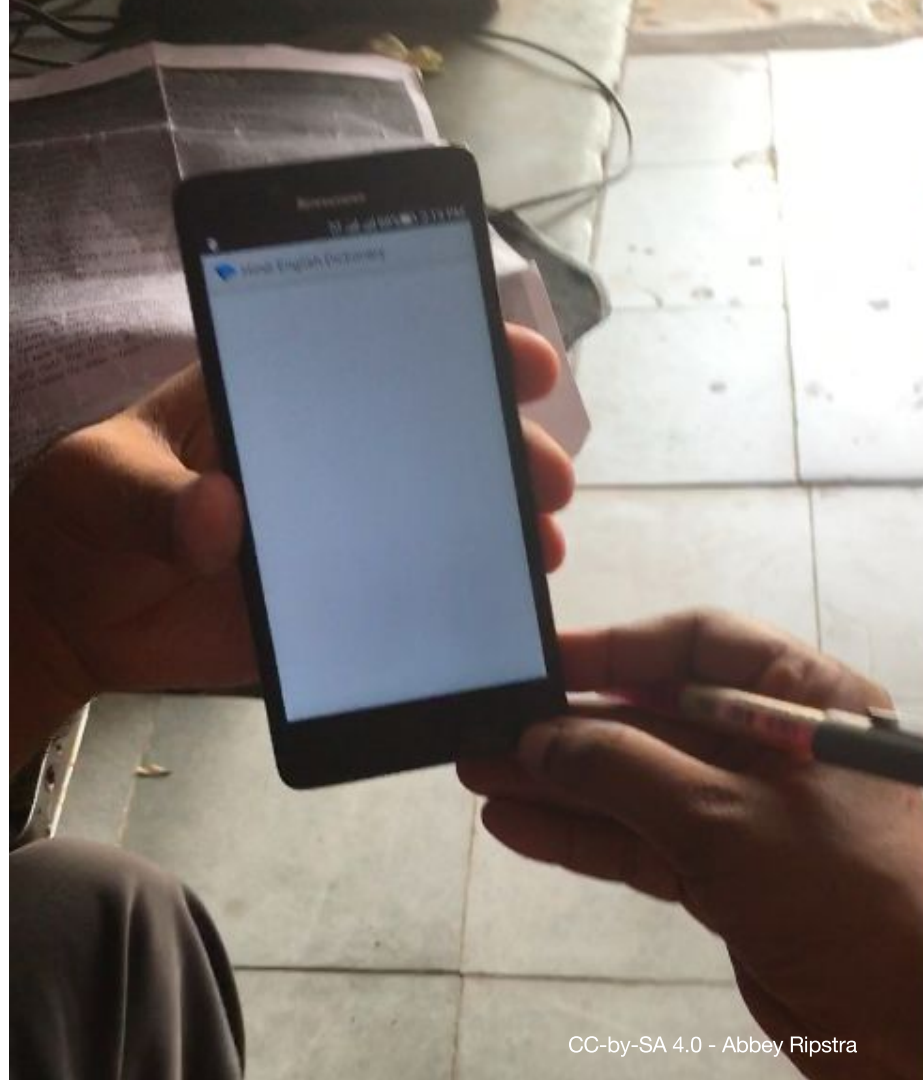
Learning technology

People are learning how to use the internet from others, both loved ones and professional intermediaries.



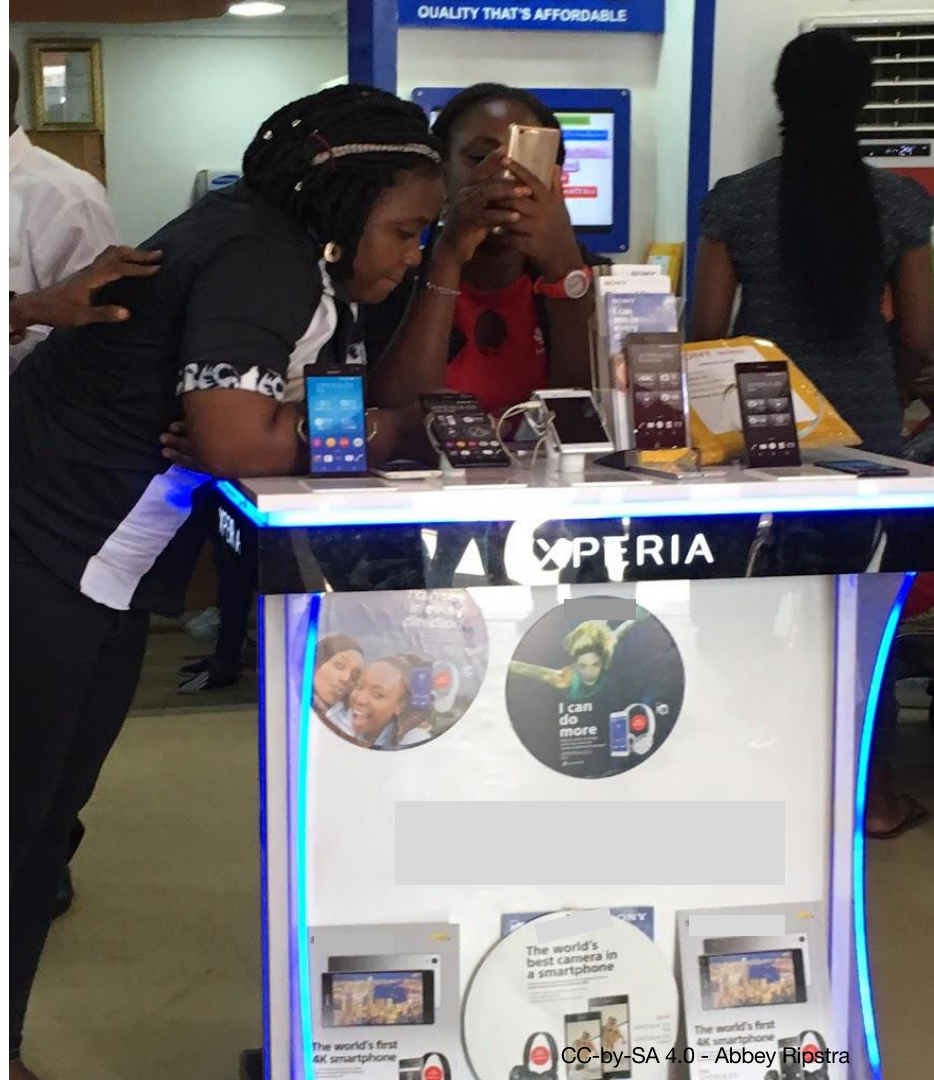
Learning technology India

Sharing devices between family members spurs digital learning within households.



Learning technology Nigeria

App shops are key sources of apps and customers often ask shop owners to install “whatever you think I’ll need”.



A blurred street scene in a developing area, likely in India, showing buildings, utility poles, and people. The text is overlaid on the image.

Use ≠ recognition
Familiarity ≠ trust
Repetition ≠ values

A blurred night street scene with a white bus and cars, overlaid with the text "Using the research". The background shows a city street at dusk or night, with a white bus in the center, cars in the foreground, and buildings and streetlights in the background. The text is in a large, white, sans-serif font.

Using the research

The background is a blurred photograph of a building at dusk or dawn. The sky is a mix of orange, yellow, and blue. The building has some lights on, and there are some trees and other structures visible in the distance. The overall scene is out of focus, creating a sense of motion or a candid shot.

Findings

[https://meta.wikimedia.org/wiki/
New_Readers/Findings](https://meta.wikimedia.org/wiki/New_Readers/Findings)

A photograph of a rural outdoor setting. In the foreground, a man is riding a motorcycle. To the right, two men are sitting at a table, possibly having a meal or a break. The background shows a simple building and some trees under a clear sky. The text 'Workshops: September (to be announced)' is overlaid in large white font.

Workshops: September (to be announced)

An elephant is walking on a paved road, carrying a person and a cart on its back. The cart is red and has the number '49' written on it. The person is wearing a white shirt and a white turban. The road is lined with trees and there are other vehicles in the distance.

New Readers next steps

Questions and discussion



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