

Readers, Technical Program Management, Product Design Strategy, and Wikidata

May 2018 Quarterly Check-in



WIKIMEDIA
FOUNDATION

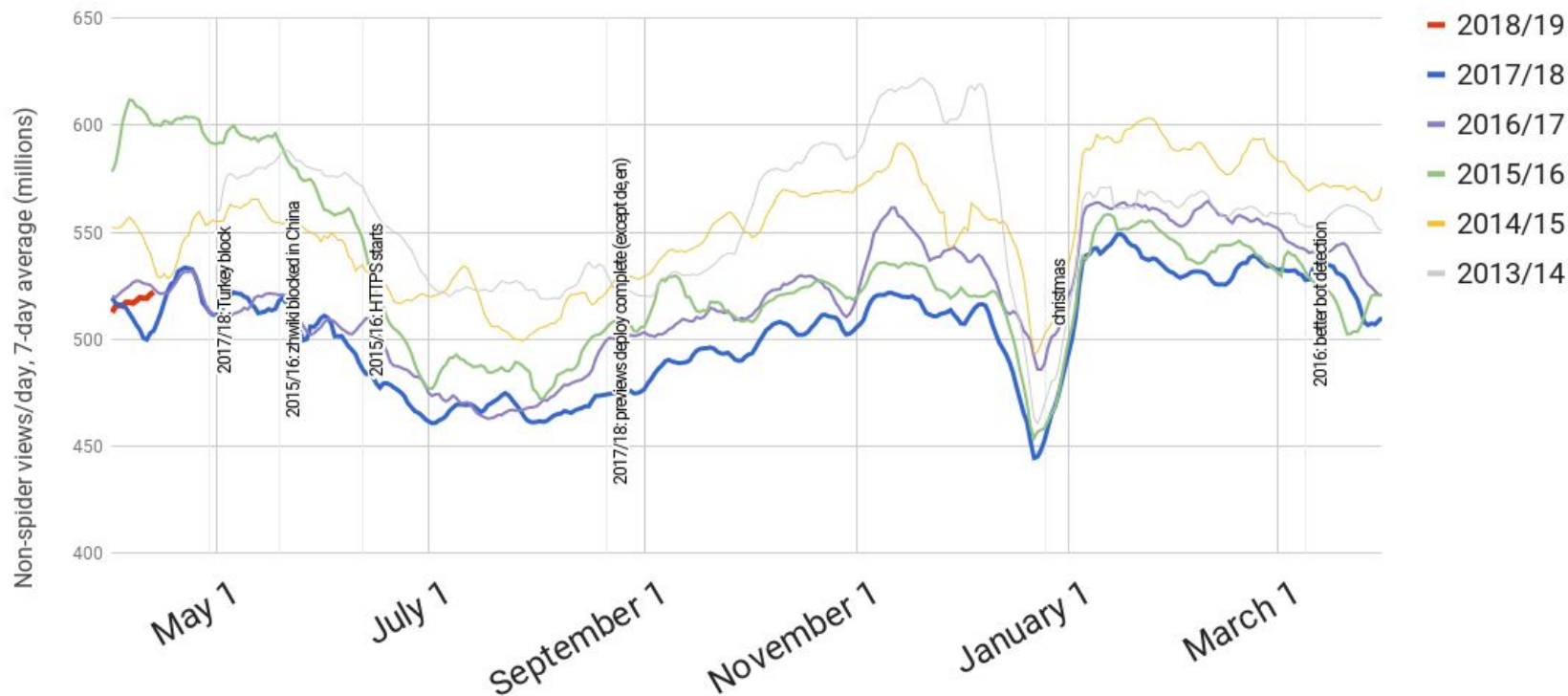
Readers



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Pageviews year-over-year comparison

Wikimedia pageviews year-over-year comparison, May 2013-March 2018



May 2018

Reading Summary

Org updates

- This was a big quarter in terms of releases
- Developed “better use of data” program
- Formed ‘Product Analytics’ team to better leverage learnings and best practices
- SEO investigation underway
- We anticipate a lot of adjustment as the “Reading” team refocuses on building features for editors
- Welcome, Alex Hollender, our first dedicated web designer!
- Collaboration team addressing issues in maps

May 2018

Reading Summary

Search engine optimization (SEO)

- More than 50% of our users arrive via Google search. Any change to how Google ranks or represents us could dramatically amplify or diminish our impact.
- In April, we finalized a contract with an SEO consultancy to perform an SEO audit of en.wikipedia to gain understanding and establish where improvements can be made.
- Project Timeline
 - Official start: April 24
 - Initial findings: May 30
 - Final report: June 20

May 2018

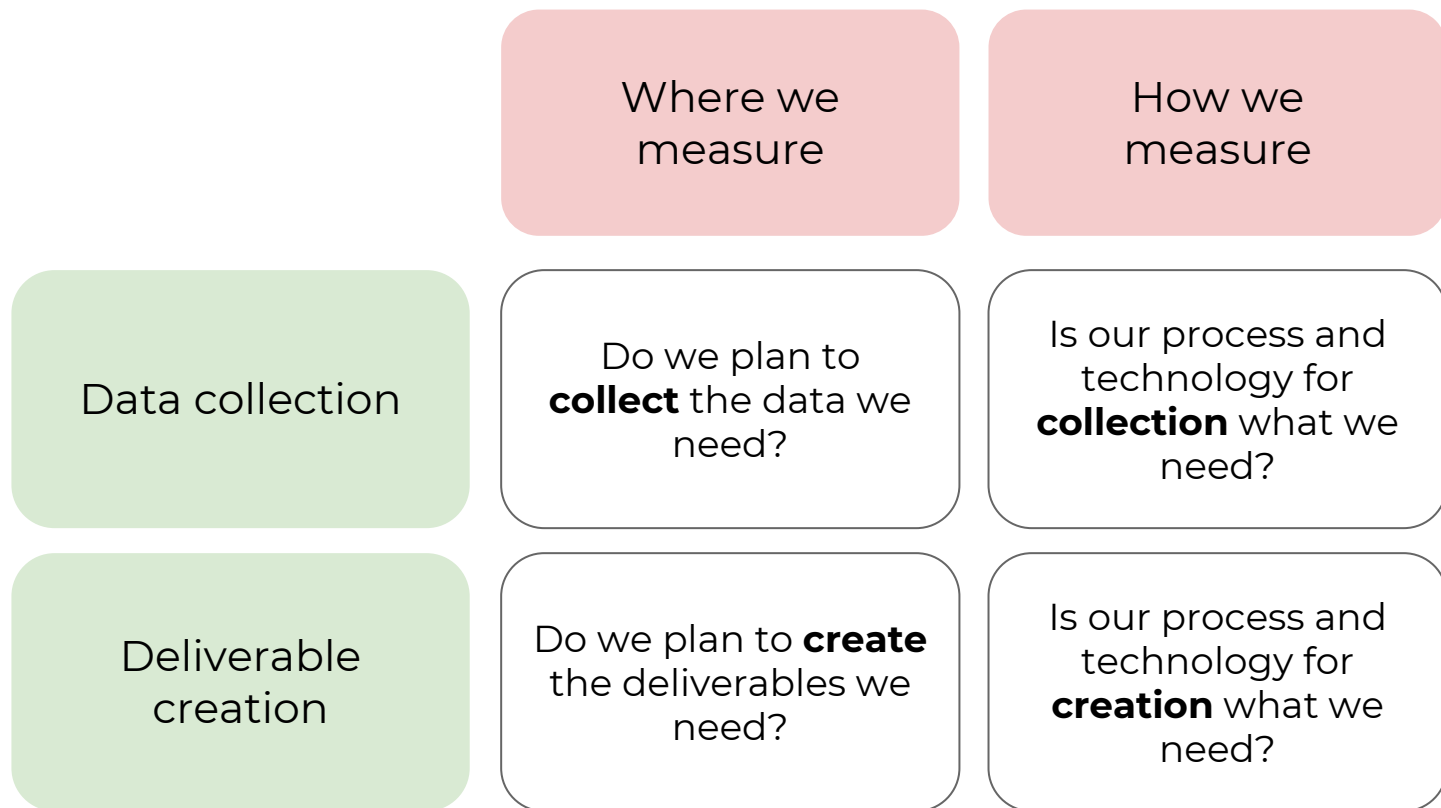
Readers: Product Analytics

GOAL: Identify needs to address with “Better use of data” program

| What is your objective / workflow? | Who are you working with? | What impact / deliverables are you expecting? |
|---|--|--|
| Assess the Audiences Department’s challenges around measurement and identify needs going forward. Prepare for “Better use of data” program. | THIS QUARTER | |
| | Product managers, product analysts, Analytics Engineering, software engineers, researchers | <ul style="list-style-type: none"> ● Framework for thinking about measurement. ● Written needs for data collection. ● Written needs for deliverable creation. |

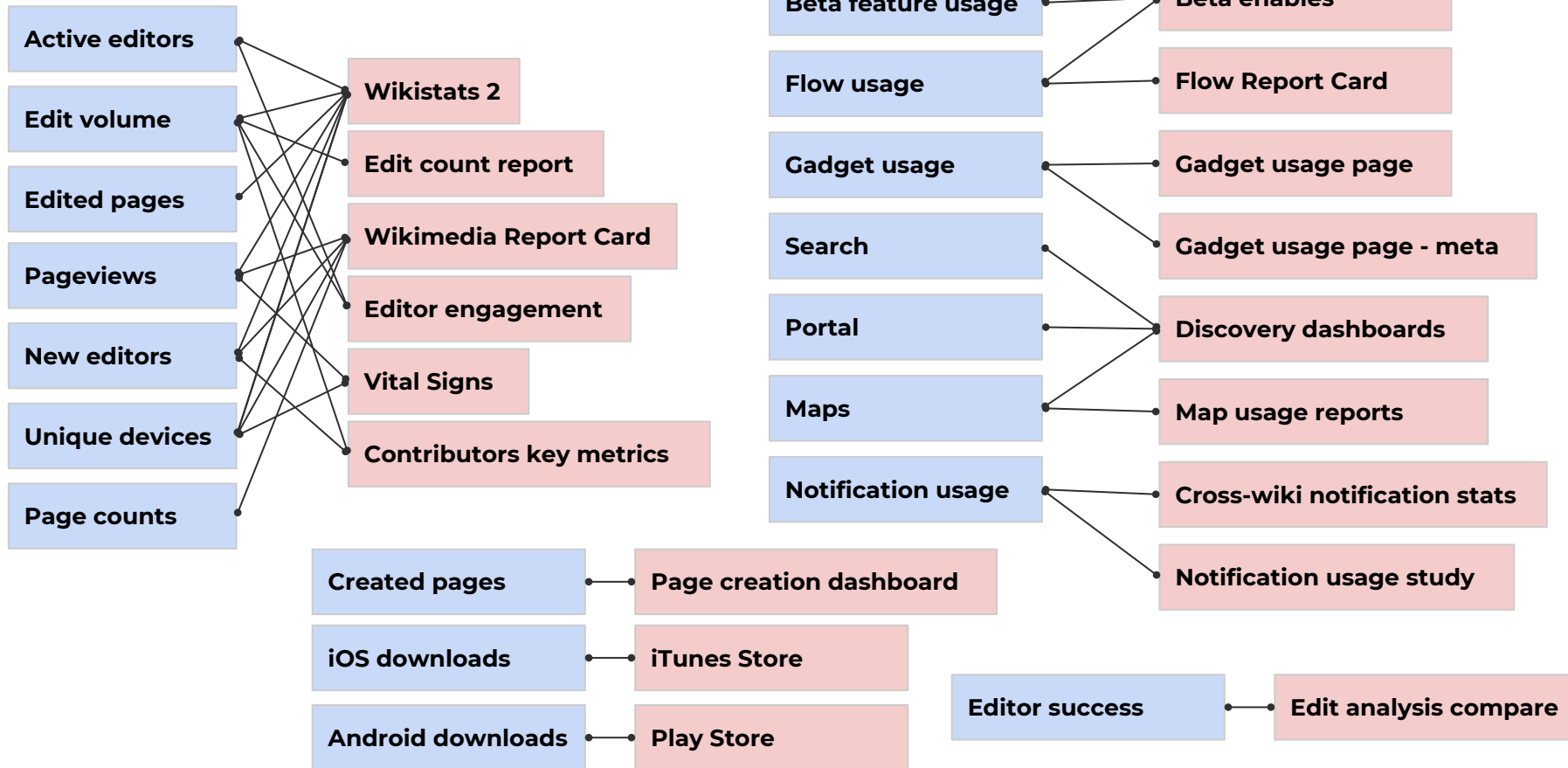
STATUS : OBJECTIVE ON TRACK

Framework for thinking about data



Current state of reports

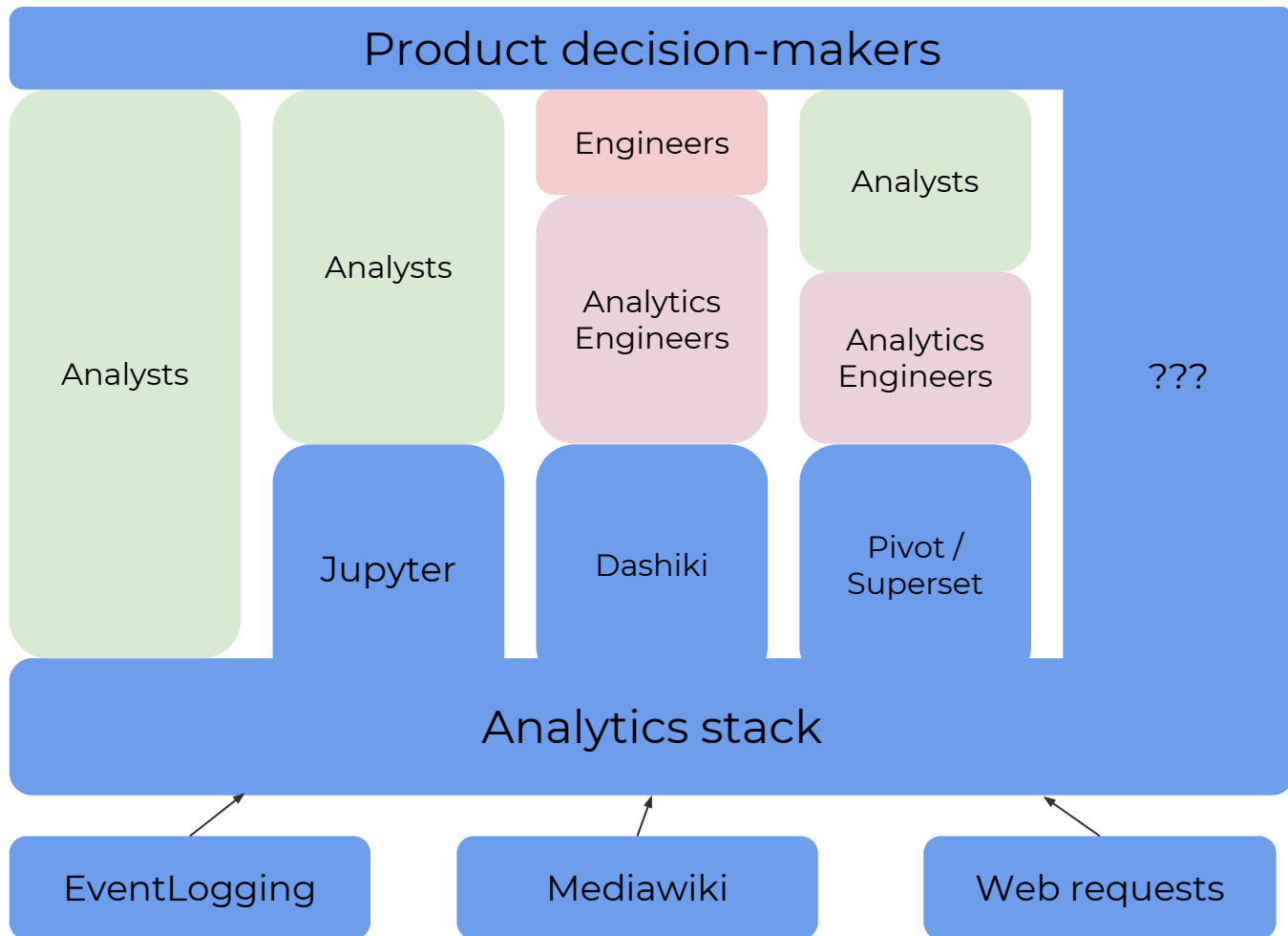
(Not exhaustive)



How we measure: deliverable creation

There are gaps between the data and the people who use it to make decisions.

What is the best way to close the gap for each type of measurement?



May 2018

Readers: Web3 [\[LINK\]](#)**GOAL: Improve the encyclopedia experience**

| What is your objective / workflow? | Who are you working with? | What impact / deliverables are you expecting? |
|---|--|---|
| Increase retention across our Reading experiences | LAST QUARTER | |
| | Web and Community liaisons, Services, Reading infrastructure, Analytics, Communications | Increase learning by lowering the cost of exploration <ul style="list-style-type: none"> • Deploy page previews to English and German Wikipedias • Publish page previews A/B test results • Initiate community consultations with dewiki and enwiki to determine future configuration for logged in readers |
| | NEXT QUARTER | |
| | Web and Community liaisons | Perform small updates and final configuration for logged-in readers. |



A **heavenly body** or celestial object is a naturally occurring physical entity, association, or structure that current science has demonstrated to exist in the observable universe. The term heavenly body is used interchangeably with astronomical body.



Spiral galaxies form a class of galaxy originally described by Edwin Hubble in his 1936 work *The Realm of the Nebulae* and, as such, form part of the Hubble sequence. Most spiral galaxies consist of a flat, rotating disk containing stars, gas and dust, and a central concentration of stars known as the **bulge**. These

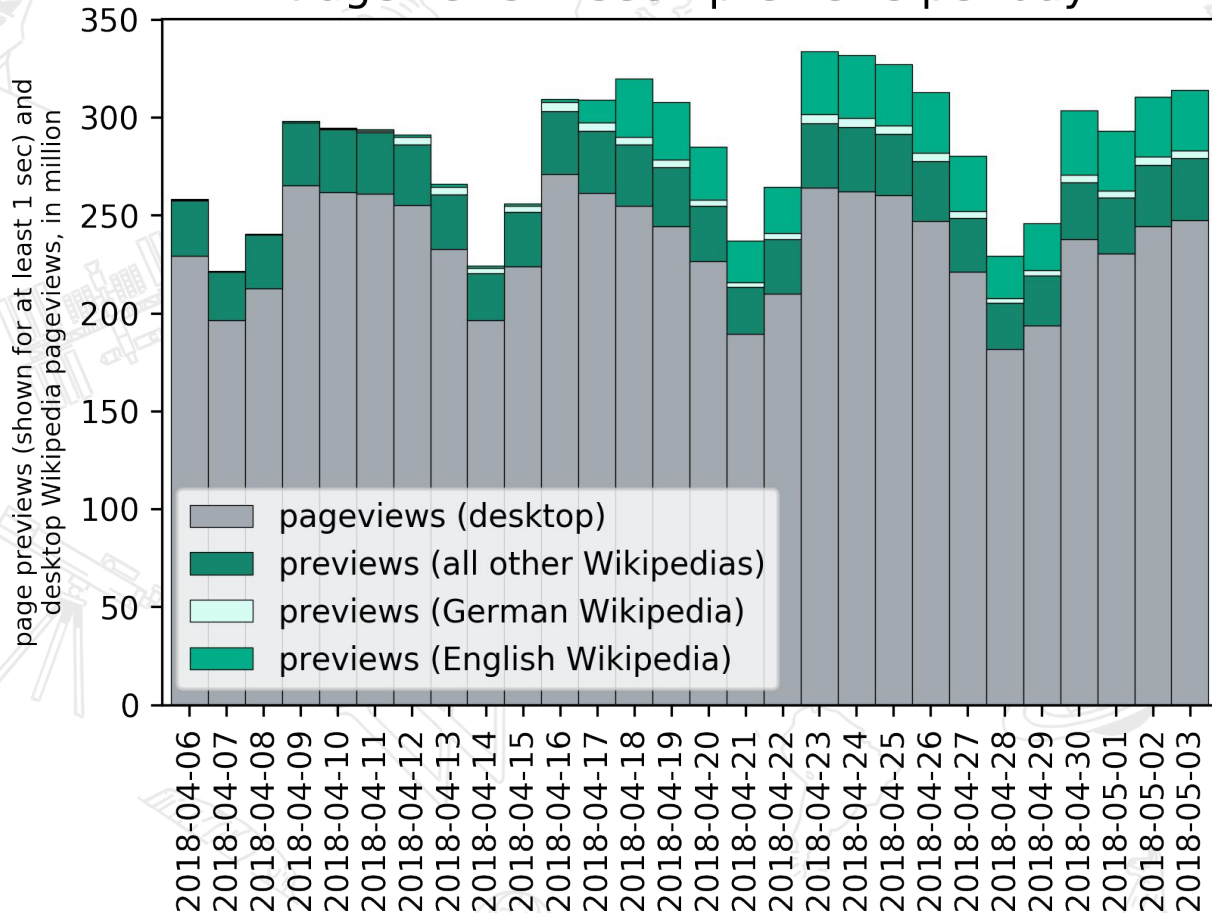


आहट सोनी टीवी पर प्रसारित होने वाला एक धारावाहिक है। इसके अब तक ६ संस्करण बन चुके हैं। यह सर्वप्रथम ५ अक्टूबर १९९५ को प्रदर्शित हुआ था।



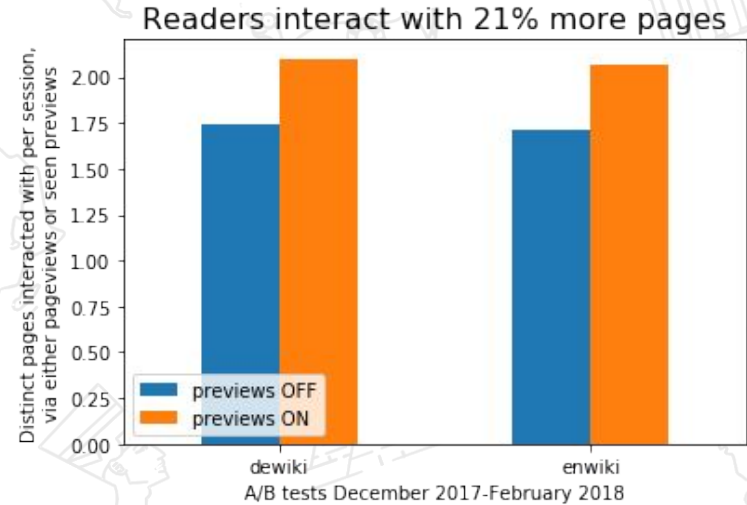
Readers now use this feature more than **50 million times per day** to quickly learn more about a linked topic.

Pageviews + seen previews per day



From our A/B tests

Readers interact with **21% more pages** overall despite pageviews per session **decreasing by 3-5%**



Disable rates were very low - the feature was disabled in around 0.01% of sessions on both the English and German Wikipedias.

May 2018

Readers: Web

3 [\[LINK\]](#)

Communications and reception

- We worked with the comms team to write up and communicate the deployment. So far, we've received a lot of love across the internet [1].
- The deployment was covered in a number of publications[2] in 15 different languages including the Verge, Mashable, TechRadar, Economic Times, and more.
- We wrote three blog posts[3]:
 - An announcement post for the feature
 - A design post written by Nirzar that attracted attention from reddit and other news sources
 - A detailed post on the history of the feature written by Jon Robson that went viral on hacker news , getting 32K+ views

[1] [https://twitter.com/search?q=wikipedia%20%2B%20\(hover%20OR%20preview%20OR%20popup\)&src=typd&lang=en](https://twitter.com/search?q=wikipedia%20%2B%20(hover%20OR%20preview%20OR%20popup)&src=typd&lang=en)

[2] <https://goo.gl/GdUwLn>

[3] <https://blog.wikimedia.org/2018/04/17/wikipedia-page-previews/>, <https://blog.wikimedia.org/2018/04/18/how-we-designed-page-previews-for-wikipedia/>, <https://blog.wikimedia.org/2018/04/20/why-it-took-a-long-time-to-build-that-tiny-link-preview-on-wikipedia/>

May 2018

Readers: Web3 [[LINK](#)]

Working with our communities

- Addressed all concerns from previous discussion in which the English Wikipedia community showed no consensus
- Published regular announcements about updates to the feature as well as the eventual deployment
- Doing research ahead of time was very important and helpful - we found ourselves in a place where we could answer any question that came our way
- The conversations on both dewiki and enwiki were fairly short - most people were either excited about the feature or had some comments on the ways in which the conversation should take place. Nobody had any negative feedback about the feature itself, which made us comfortable with moving forward with the deployment

GOAL: Improve the encyclopedia experience

| What is your objective / workflow? | Who are you working with? | What impact / deliverables are you expecting? |
|---|--|--|
| Increase retention across our Reading experiences | LAST QUARTER | |
| | Web with Community Liaisons, New Readers, Services | Continue improving the ways that users can download articles of interest for later consumption <ul style="list-style-type: none"> ● Deploy new renderer and replace the Electron rendering service ● Determine next steps with books rendering ● Improve mobile PDF functionality (More on this in the CDP presentation) |
| | NEXT QUARTER | |
| | Web with Community Liaisons, New Readers, Services | <ul style="list-style-type: none"> ● Deploy new renderer and replace the Electron rendering service ● Determine timeline for PediaPress takeover of books functionality ● Deploy PDF button to more browsers on mobile - currently, the button is being used to download between 100,000 and 200, 000 PDFs per day |

May 2018

Readers: Web3 [[LINK](#)]**GOAL: Improve the encyclopedia experience**

| What is your objective / workflow? | Who are you working with? | What impact / deliverables are you expecting? |
|--|------------------------------------|--|
| Enable readers to gauge the quality and reliability of an article prior to reading | LAST QUARTER | |
| | Web with Community Liaisons | Begin scoping and planning the improved version of mobile page issues: <ul style="list-style-type: none"> • Perform user testing based on initial prototypes • Preparing A/B tests of the new versions of mobile page issues |
| | NEXT QUARTER | |
| | Web with Community Liaisons | Change visual styling of page issues on the mobile website to improve awareness of particular issues within an article |

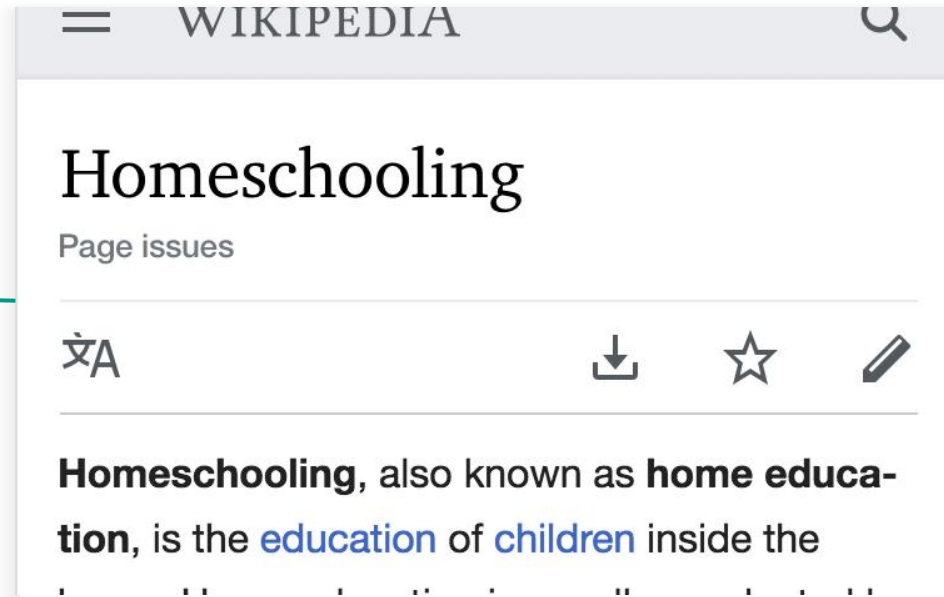
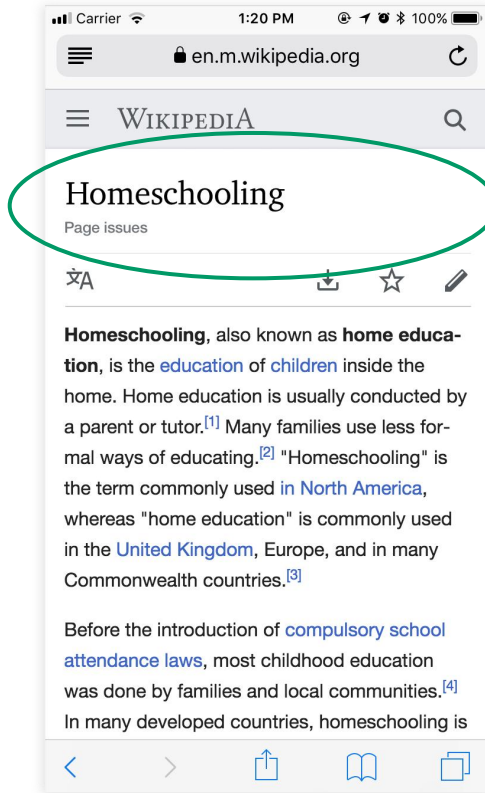
STATUS : OBJECTIVE ON TRACK

Page Issues

Page issue notice on desktop

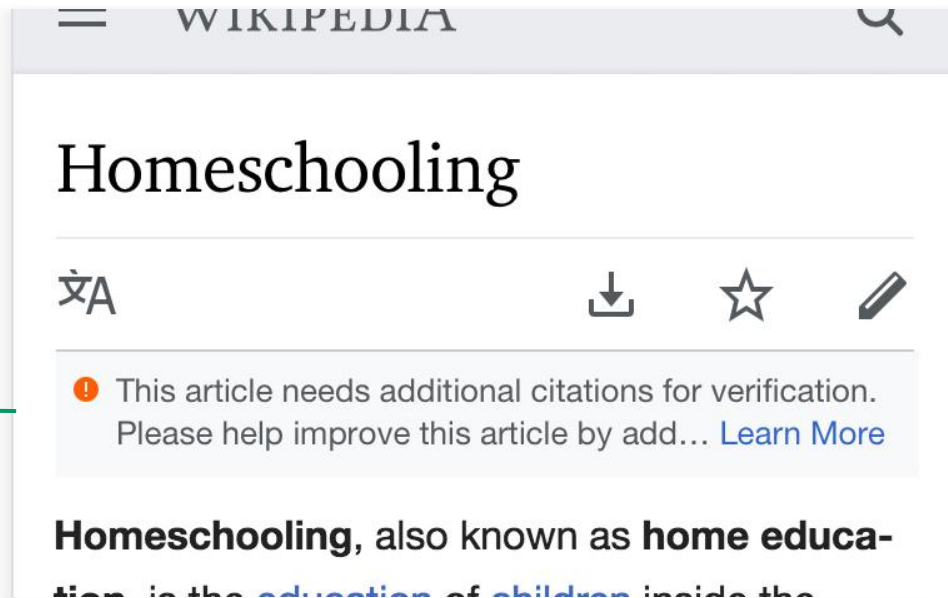
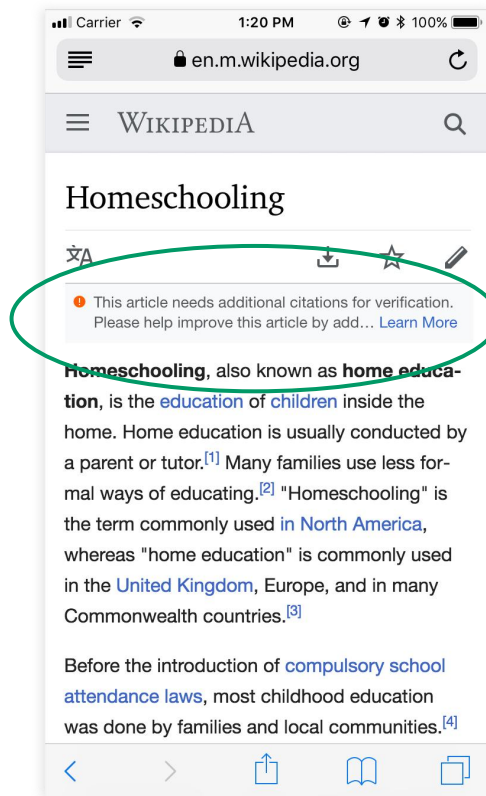
The screenshot shows the Wikipedia article for 'Homeschooling'. At the top, there's a navigation bar with 'Article' and 'Talk' tabs. Below that, the article title 'Homeschooling' is displayed, followed by the text 'From Wikipedia, the free encyclopedia'. A red banner with a book icon and the text 'This article needs additional citations for verification. Please help improve this article by adding citations to reliable sources. Unsourced material may be challenged and removed. (April 2013) (Learn how and when to remove this template message)' is positioned above the main text. The main text begins with 'Homeschooling, also known as home education, is the education of children inside the home. Home education is usually conducted by a parent or tutor.[1] Many families use less formal ways of educating.[2]'. To the right of the article, there is a 'Part of the Politics series on Youth rights' sidebar with a table of contents for 'Youth rights' including sections like 'Activities', 'Theory/concepts', 'Issues', 'Organizations', 'Persons', and 'Related'. At the bottom left of the article, there is a 'Contents' section with links for 'History' and 'Motivations'. A green arrow points from the text 'Page issue notice on desktop' to the red verification banner.

Page Issues




Current page issues treatment on mobile web is small gray text underneath the page title. When clicked, readers land in a modal with more information.

Page Issues



We tested new visual treatments that give the issue notice more prominence on the page.


Examples of page issues

 This article or section may have been copied and pasted from a source, possibly in viola... [Learn More](#)

 The truthfulness of this article has been questioned. It is believed that some or all of its con... [Learn More](#)

 This article does not cite any sources. [Learn More](#)

 This article may be written from a believer's point of view, rather than a neutral point of view. [Learn More](#)

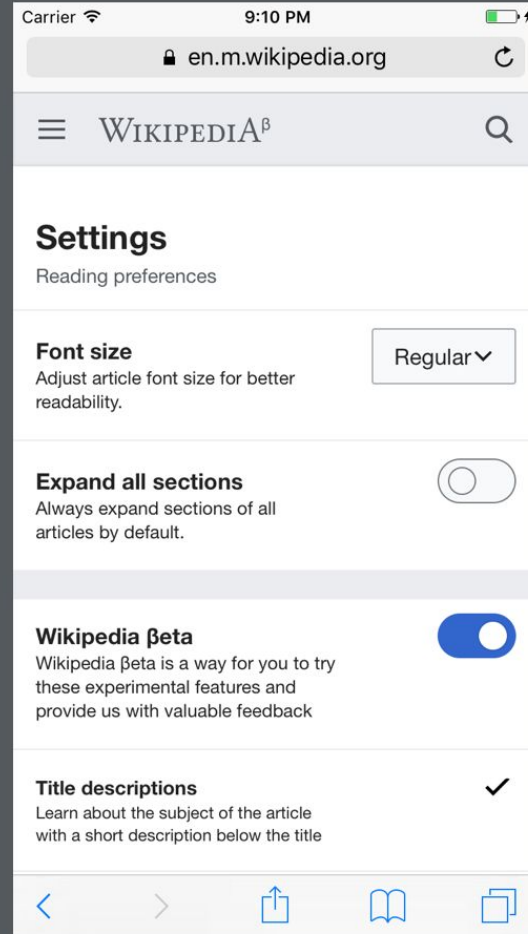
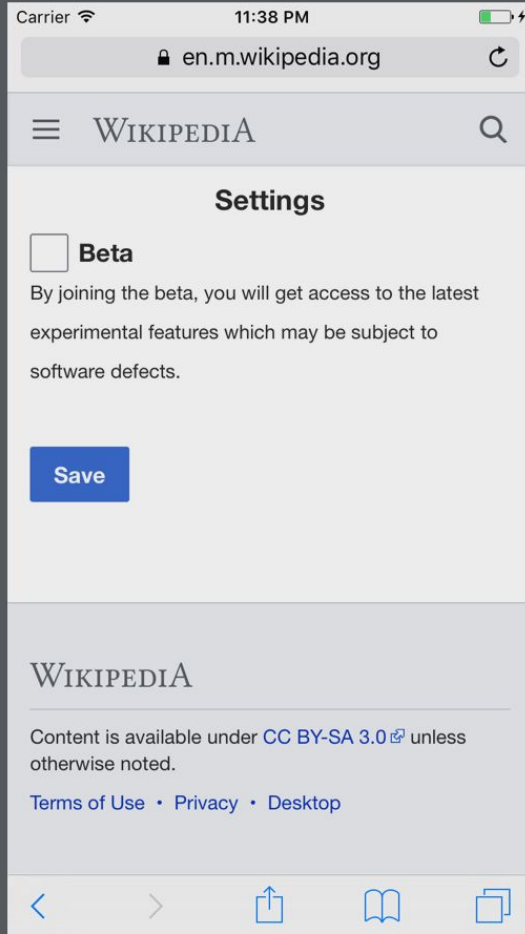
 This article may be confusing or unclear to readers. [Learn More](#)

 The neutrality of this article is disputed. [Learn More](#)

Research results

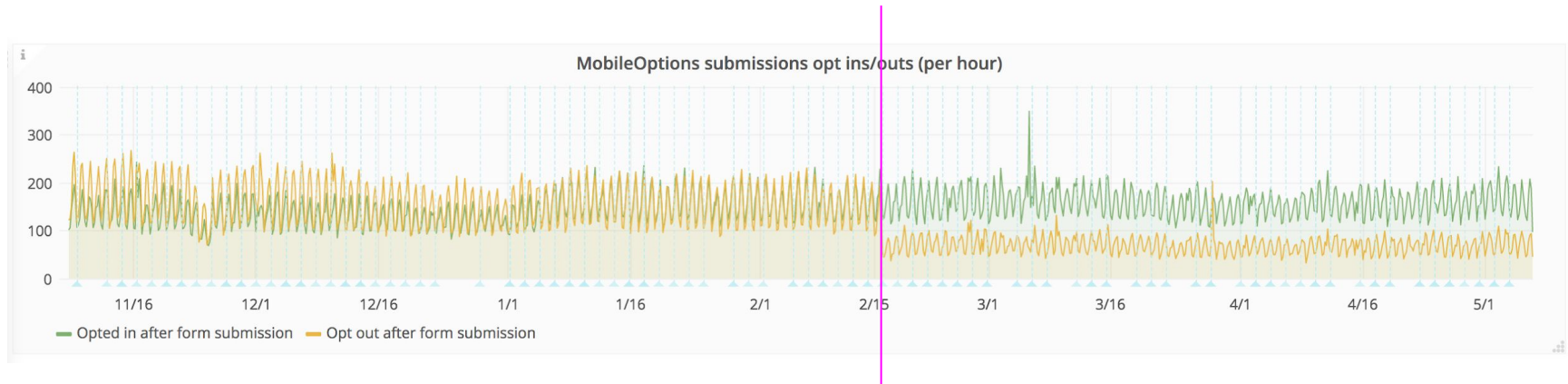
- Research goals:
 - Does the new treatment increase reader awareness of page issues?
 - How does awareness of page issues affect readers' perception of quality and reliability on Wikipedia?
- What did we learn
 - ✓ Test participants who saw the new treatment showed higher awareness (although the sample size was too small for firm conclusions).
 - ✓ Readers understand and appreciate being made aware of page issues (we might even say it increases trust in Wikipedia).
- Community involvement
 - We will be sharing our research and beginning the conversations with the communities on next steps

[Link to research page on Mediawiki](#)



Goals

- Transparency: Show users the benefits of opting into Wikipedia Beta before opting in
- Accessibility: Text size control for better article readability
- Option to keep sections always open for heavy readers and editors
- Increase the number of people opting into Wikipedia Beta program



May 2018

Readers: Android3 [\[LINK\]](#)**GOAL:** Launch an experience directed at New Readers

| What is your objective / workflow? | Who are you working with? | What impact / deliverables are you expecting? |
|--|-----------------------------|---|
| Attract new readers to download and experience the Android app through increasing awareness and speaking to the needs of each individual market. | LAST QUARTER | |
| | New Readers, Communications | Pilot Android app advertising in Nigeria, with a view to acquiring new app users in that market. A/B testing of app store descriptions. Localised app store assets to drive more downloads. (Promising so far but not yet statistically significant. Will report results next QCI.) |
| | NEXT QUARTER | |
| | New Readers, Communications | Acquiring more users via A/B testing of store descriptions, identifying features that will be of interest to new markets and thus drive downloads and engagement. Publish Nigeria pilot results. |

STATUS : OBJECTIVE ON TRACK

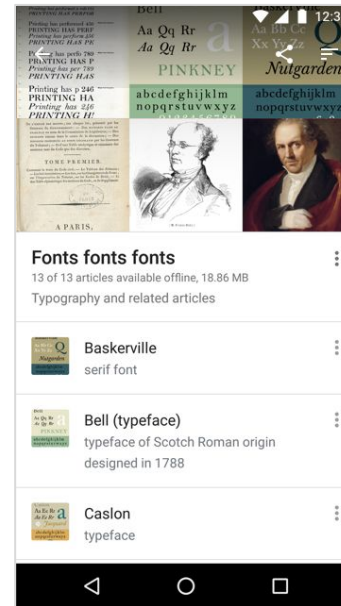
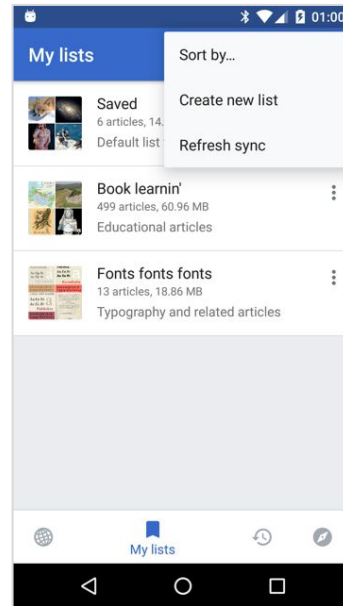
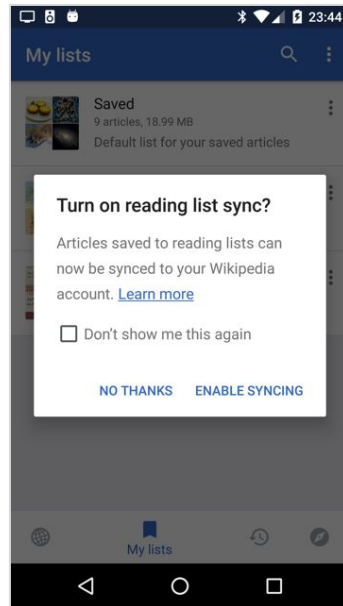
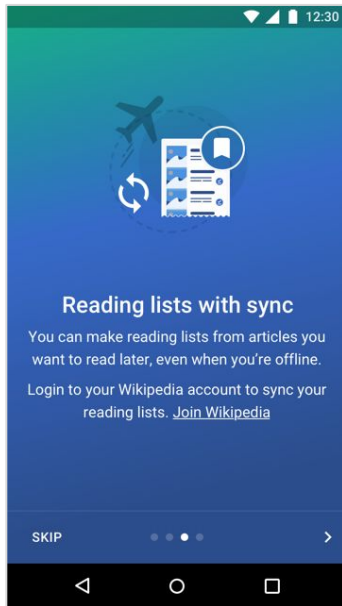
May 2018

Readers: Android3 [[LINK](#)]**GOAL:** Improve the encyclopedia experience

| What is your objective / workflow? | Who are you working with? | What impact / deliverables are you expecting? |
|---|--|--|
| Improve the Android app experience by offering multilingual users the ability to view and search content in multiple languages, and making reading a more primary activity within the app | LAST QUARTER | |
| | Reading Infrastructure, iOS, Web, Community Liaisons | Synchronised reading lists will enable users to enjoy their content on whatever device they're using at the moment, hopefully increasing repeat usage of the app. |
| | NEXT QUARTER | |
| | Reading Infrastructure, Community Liaisons | Increase engagement and visit depth via new multilingual search function and Explore feed. Increase in session in length/depth via improvements to the navigation structure and article view. |

STATUS : OBJECTIVE ON TRACK

Synchronised reading lists



May 2018

Readers: Android3 [\[LINK\]](#)

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Synchronised reading lists feedback

Sample pre-sync user requests:

“Having reading lists sync with my account across devices is #1 on my wish list!”

– [Reading list usage survey](#)

“I use this app constantly and over several years I had built up several reading lists with hundreds of pages... Please consider adding syncing... I would be willing to pay for a Pro version of the app that included this functionality.”

– [OTRS email March 2017](#)

“Thank you, Wikipedia for this syncing feature to sync across other devices very good and supportive I give a five-star rating from one of Wikipedia community members.”

– Anonymous beta tester ([feed card survey](#))

From: David Rensberger

To: Wikimedia Mobile team

Subject: Transferring Wikipedia reading lists

[OTRS ticket](#)

Just following up to say that I was overjoyed to see the update in Google Play that allows syncing of reading lists. I actually created a Wikipedia account for the first time in order to do this. (I expect I'll do some editing from time to time now too!). I resuscitated my old phone long enough to update the app there, log in to my shiny new account, and sync the lists. It worked like a charm (or worked a treat, if you happen to be in the UK!). I can now recycle the old phone; that was the last thing I needed it to do.

Thanks so much to your team for making this feature available, and for a great app overall. I probably use it more than any other app on my phone.

Apr 22, 2018 at 4:37 PM 0 0



I am in love with Wikipedia, she's my new girlfriend and more time I spend here more I love her.

May 2018

Readers: Android3 [[LINK](#)]

Synchronised reading lists by the numbers

The feature has not been out for long enough to determine whether we achieved our goal of driving repeat usage, but we have seen some promising signs:

- Of the 108,000 Android users who have created reading lists, slightly over half (58,000/53.7%) have enabled syncing. (n.b., this is still a small number compared to the app's total active users, but we hope to raise it through upcoming awareness campaigns)
 - The median number of reading lists per user is 2, with median 6 items across all lists. (Obviously this means there are quite a lot of outliers with large numbers of lists and articles saved - the average is 3.5 lists with 24 items across all lists.)
- Prior to releasing the update, the number of new account creations on Android was around 300 per day. After our update, account creations peaked at 1400 per day, and are leveling off at 1000 new accounts per day.

May 2018

Readers: iOS1 [[LINK](#)]**GOAL:** Increase retention and engagement

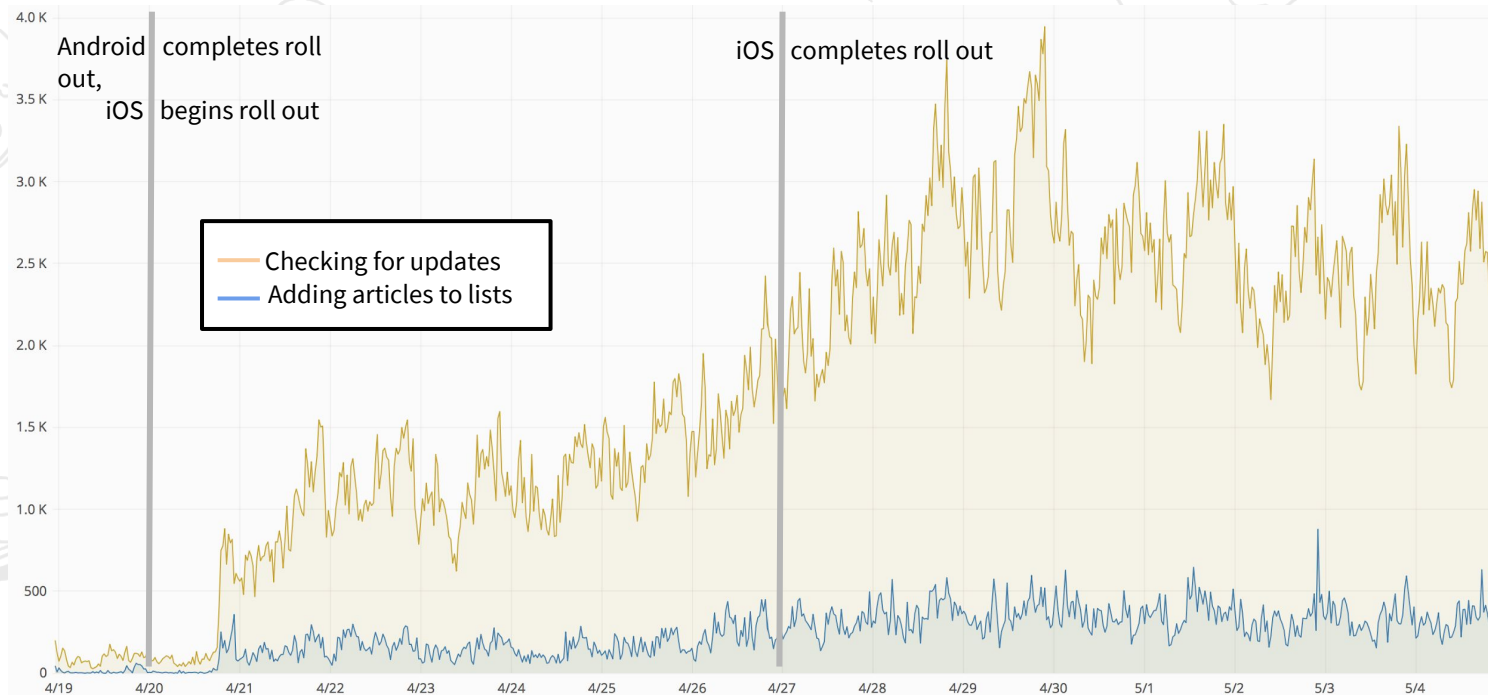
| What is your objective / workflow? | Who are you working with? | What impact / deliverables are you expecting? |
|--|---------------------------|--|
| Release a customizable, multi-lingual Explore feed, following on from the Android Release in Q1. | LAST QUARTER | |
| | Reading Infrastructure | Feature released! Detailed usage data will be gathering starting with next bug fix release. |
| | NEXT QUARTER | |
| | Reading Infrastructure | Explore customizability, leading to increased use of the Explore feed and more reading and retention in the app. |

STATUS: ONGOING

May 2018

Readers:Apps1 [[LINK](#)][WIKIMEDIA
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Hourly Reading List Service usage since launch



We use a “portfolio iteration” strategy on apps, meaning we trade off development of a feature to learn from each other. Syncing meant releasing together, relying on a new shared service.

May 2018

Readers:Apps1 [[LINK](#)]

In the 2 weeks since release:

- **144,006** lists have been synced to the service
- Roughly **50%** of lists are the built-in “default” list, and the rest are custom user lists
- **77,581** accounts have opted into syncing so far, nearly **5,000 per day** on average
- We have averaged **~8,000** batches (>1) of articles added per day

May 2018

Readers Infrastructure3 [[LINK](#)]**GOAL: Improve the encyclopedia experience**

| What is your objective / workflow? | Who are you working with? | What impact / deliverables are you expecting? |
|---|---|---|
| Increase retention across our Reading experiences | LAST QUARTER | |
| | Reading Infrastructure with WMF Services, Web, Android, iOS | Page Library: Began integration into PCS Page Content Service: Built and launched CSS API Reading Lists Service: Iteration for launch on iOS and Android |
| | NEXT QUARTER | |
| | Reading Infrastructure with WMF Services, Android, iOS | Page Library: Complete integration into PCS Page Content Service: Feature complete. Begin integration of data APIs (CSS, Media, Meta, References) Reading Lists Browser Extensions: Launch |

STATUS: OBJECTIVE IN PROGRESS

May 2018

Readers3 [[LINK](#)]

API first: Reading Lists Browser Extensions

- Completes the user story for apps users who want to add pages to their Reading Lists from the desktop
- Built on the same APIs we designed for the apps
- Based on user [feedback](#)
- Able to specify, design and develop for 3 different browsers in about **1 month**

May 2018

Readers3 [\[LINK\]](#)

API first

- Consistency
- Eases and speeds development
- Product focused
- Open to all

...and we are building muscles and processes for executing cross-team projects

May 2018

Readers: Multimedia

4

3D is here!

- **Launched officially at end of Feb.**
- **Just under 300 .stl files uploaded so far, BUT...**
- **Models are being used on prominent Wiki pages, and content partnerships coming soon**

May 2018

Readers: Multimedia4 [\[LINK\]](#)**GOAL: Support 3D Files**

| What is your objective / workflow? | Who are you working with? | What impact / deliverables are you expecting? |
|---|---|--|
| Add support for a 3D file type based on a community desire. | LAST QUARTER | |
| | Legal, Community Liaisons, Communications, Outside partners for 3D file support including Myminifactory | Finalized tech, announced release, fielded questions from community, fixed bugs. |
| | NEXT QUARTER | |
| | Legal, Programs, Outside partners for 3D file support including Myminifactory | Focusing on future support for more 3D formats and partnering with orgs that have 3D models to upload. |

STATUS: OBJECTIVE COMPLETE

Users are finding the 3D files and adding them to many different language wikis.

Example: the 3D file for Michelangelo's Pieta statue



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File usage on other wikis

The following other wikis use this file:

- Usage on de.wikipedia.org
 - Römische Pietà
- Usage on en.wikipedia.org
 - Pietà (Michelangelo)
- Usage on es.wikipedia.org
 - Piedad del Vaticano
- Usage on eu.wikipedia.org
 - Vatikanoko Pietà
- Usage on it.wikipedia.org
 - Pietà vaticana
- Usage on nl.wikinews.org
 - 3D-functionaliteit op Wikimedia Commons geïntroduceerd
- Usage on www.wikidata.org
 - Q235242
- Usage on zh.wikipedia.org
 - 哀悼基督 (米开朗琪罗)

May 2018

Readers: Multimedia

4

“3D model” is now a Wikidata property

Commons category



Le Penseur

edit

▼ 0 references

+ add reference

+ add value

topic's main category



Category:Le Penseur

edit

▼ 0 references

+ add reference

+ add value

3D model



Scan the World - The Thinker (Auguste Rodin).stl

edit

▼ 0 references

+ add reference

+ add value

Structured Data on Commons

May 2018 quarterly check-in



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May 2018

Readers: MultimediaStructured Data
on Commons**GOAL: Design and prototype core portions of SDoC features**

| What is your objective / workflow? | Who are you working with? | What impact / deliverables are you expecting? |
|---|---|---|
| <p>Designs and prototypes produced in this quarter will provide interactive tools that WMF staff and Wikimedia community members can play with and reach a better understanding of SDoC project direction and impact.</p> | LAST QUARTER | |
| | Community Liaisons, Search Platform, Readers Design | The creation and community review of wireframes and working prototypes illustrating new/updated functionality of SDoC's first feature, Upload Wizard, and File pages on Commons |
| | NEXT QUARTER | |
| | Community Liaisons, Search Platform, Readers Design | Items that were previously prototyped move into full development and deployment onto Beta Commons |

STATUS: OBJECTIVE MOSTLY COMPLETE

May 2018


Readers: Multimedia

4

**Work continues on
integrating Wikidata
info and UI into
Commons File pages
(this is actually really
hard to do)**

File history

Click on a date/time to view the file as it appeared at that time.

| | Date/Time | Thumbnail | Dimensions | User | Comment |
|---------|------------------------------------|--|------------------------|---|---------|
| current | 12:42, 5 July 2017 |  | 2,048 × 1,536 (375 KB) | Lydia Pintscher (talk contribs) | |

- You cannot overwrite this file.

File usage

There are no pages that link to this file.

MediaInfo:M13

File:LighthouseinDublin.jpg


No description defined [edit](#)

[In more languages](#) [Configure](#)

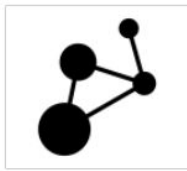
| Language | Label | Description |
|----------|--|---------------------------------|
| English | picture of Poolbeg Lighthouse in Ireland | worm's eye view of a lighthouse |

All entered languages

Statements

| | |
|--------------|--|
| Photographer | <div> <div> Lydia Pintscher edit</div> <div>+ 0 references</div> <div>+ add reference</div> <div>+ add value</div> </div> |
|--------------|--|

Screenshot of (work in progress) new Upload Wizard with multi-lingual file captions.




Title

Create a unique descriptive title using plain language with spaces. Omit the file extension, if any.

 Remove

Caption Optional

Add a brief caption of the file.

[Add a caption in another language](#)

Description

Describe what is notable about the file.

[Add a description in another language](#)

Date

Choose the date this work was created or first published.



Categories Optional

Add your file to [categories](#) so as to make it easier to find.

May 2018

Reading**What you learned:****Did anything unexpected (good or bad) happen?**

- “Aeryn from legal is great, and overall Legal continues to be a bright spot in my experience of the WMF.”
- Lani as a program manager meant greater coordination, streamlining apps and services development
- There were delays in getting our pdf-render deployed - due to SRE’s upgrading schedule
- We do not have dedicated maps resourcing on reading infrastructure past Q1 2018-2019. To ensure continued maintenance other timelines might shift.

What would you do differently if you had to do it again?

- More coordination with Technology - earlier and more often

Did you struggle with anything?

- Effective use of data continues to be an issue, due to current practices, infrastructure + privacy limitations
- Responding to community concerns when it’s unclear what our options are
- The maintenance burden for the web team continues to be considerable
- Projecting cross team schedules and understanding impacts on deliverables continues to be an issue
- Supporting MCR impacted the deliverables of the Reading Infrastructure team (Push Notifications)
- Wikidata Description Magic Word project has impacted several Audiences teams

Technical Program Management



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Roles & Responsibilities

- Manage the Technical Program Management team that helps teams in Audiences to focus on delivering product by:
 - Driving progress
 - Unblocking work that is stalled
 - Facilitating communication flows with other teams
 - Single point of contact
 - Distributing information about engineering team activities
 - Ensuring that value is delivered to our customers
 - Upholding accountability

WORKFLOW

| What is your workflow? | Who are you working with? | What impact / deliverables are you expecting? |
|---|--|--|
| Focus on delivery of customer value from teams in Audiences | LAST QUARTER | |
| | <ul style="list-style-type: none"> • Android, iOS, Reading Infrastructure • Web,MM • Data Analysts | <ul style="list-style-type: none"> • Hiring: hired Lani Goto as Associate Program Manager for Android, iOS, Reading Infrastructure and Jazmin Tanner as Technical Program Manager for Collaboration and Editing • Max Binder worked with newly formed Data Analyst team to develop processes and norms |
| | NEXT QUARTER | |
| | <ul style="list-style-type: none"> • Android, iOS, Reading Infrastructure • Web,MM, Data Analysts • Collab, Editing | <ul style="list-style-type: none"> • Highest priorities: provide Technical Program Management to more teams in Audiences: Parsing, CommTech, and Anti-H • Max will facilitate Web offsite where he'll teach some approaches to strengthening interpersonal communications and Jazmin will attend Editing offsite |

WORKFLOW

| What is your workflow? | Who are you working with? | What impact / deliverables are you expecting? |
|--|---|--|
| Focus on delivery of outputs leading to outcomes, collaboration between Audiences and Technology | LAST QUARTER | |
| | <ul style="list-style-type: none"> ● TemplateStyles ● ATWG ● Audiences ● Technology ● Finance ● | <ul style="list-style-type: none"> ● TemplateStyles is on svwiki, all Wikivoyages, dewiki, and ruwiki ● Audiences & Tech Working Group submitted plan that is Platform Evolution in the Annual Plan ● Experimented with weekly reporting on goals dependencies in Scrum of Scrums ● Consulted with Finance to design decision making process for a c-level Annual Planning meeting |
| Structure and guide effectiveness within Audiences | NEXT QUARTER | |
| | <ul style="list-style-type: none"> ● TemplateStyle ● Audiences ● Technology | <ul style="list-style-type: none"> ● Drive release of TemplateStyles to frwiki, zhwiki, nowiki, and remaining wikis ● Concentrating Audiences leaders' focus on relationship between Annual Plan goals, quarterly goals, and regular tasks and activities ● Helping Audiences leadership to drive transparency ● Business Ops Improvement Project with Finance |

Product Design Strategy

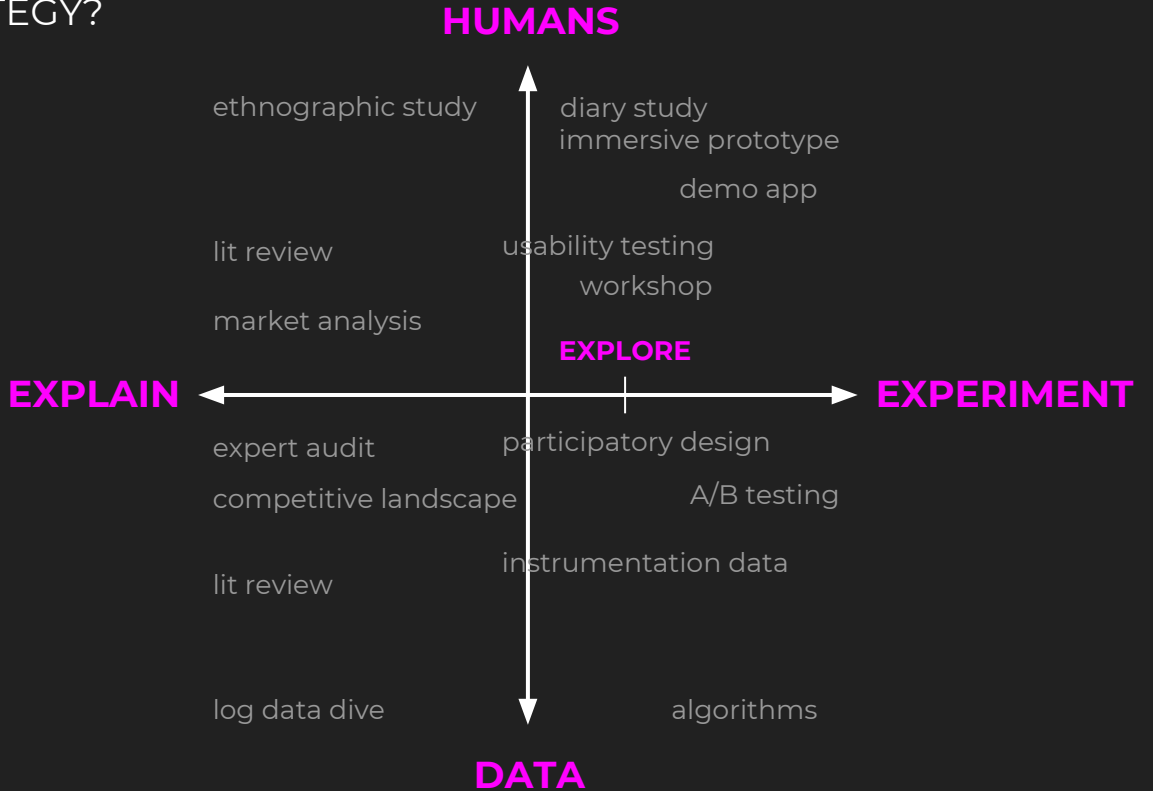


WIKIMEDIA
FOUNDATION

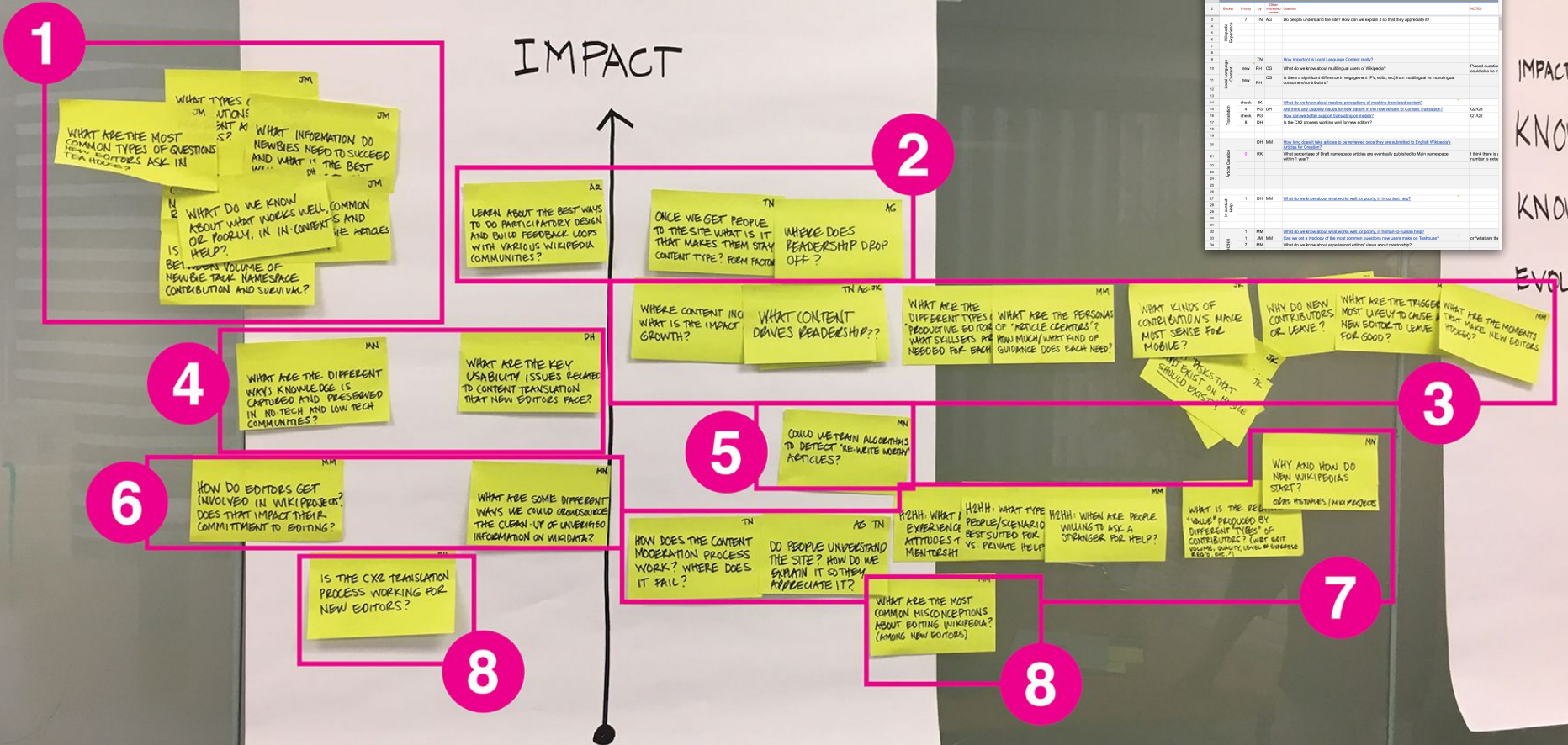
GOAL: Establish Transparent Team Practices

| What is your objective? | Who are you working with? | What impact / deliverables are you expecting? |
|--|--|---|
| <p>To establish a set of professional practices around how product research questions are surfaced, prioritized and resourced.</p> | <p>Toby N, Grace, Lani, Anne G, Runa B, Joe M, Jon K, Danny H, Marshall M, Abbey R, Daisy C, Aaron H, Jonathan M</p> | <p>Central repository of research questions/requests/projects</p> <ul style="list-style-type: none"> • Made what's planned and underway visible to all • Established an all-team process for prioritization of requests • Created Phab version for external visibility (thx Grace + Lani) • Formalized process of writing project briefs to clarify objectives, align expectations and limit scope before any research begins |
| <p>Articulate how the Design Strategy practice will partner with other WMF Teams and functions</p> | <p>Toby N. Collaborating teams</p> | <p>Collaboration Framework</p> <ul style="list-style-type: none"> • Illustrate scope of activities and outputs we can create to better inform product decisions • Pilot research activities in collaborations with other teams |
| <p>To standardize roles and accountabilities for each career level across design and design strategy (and be a model, if applicable, for other teams).</p> | <p>Nirzar P Toby N Format shared with Kristen L and Grace G</p> | <p>Standardized set of Roles/Responsibilities for each function and career level</p> <ul style="list-style-type: none"> • To clarify the path toward promotion • To establish a common standard that can be used in career development and performance reviews |

WHAT IS PRODUCT DESIGN STRATEGY?



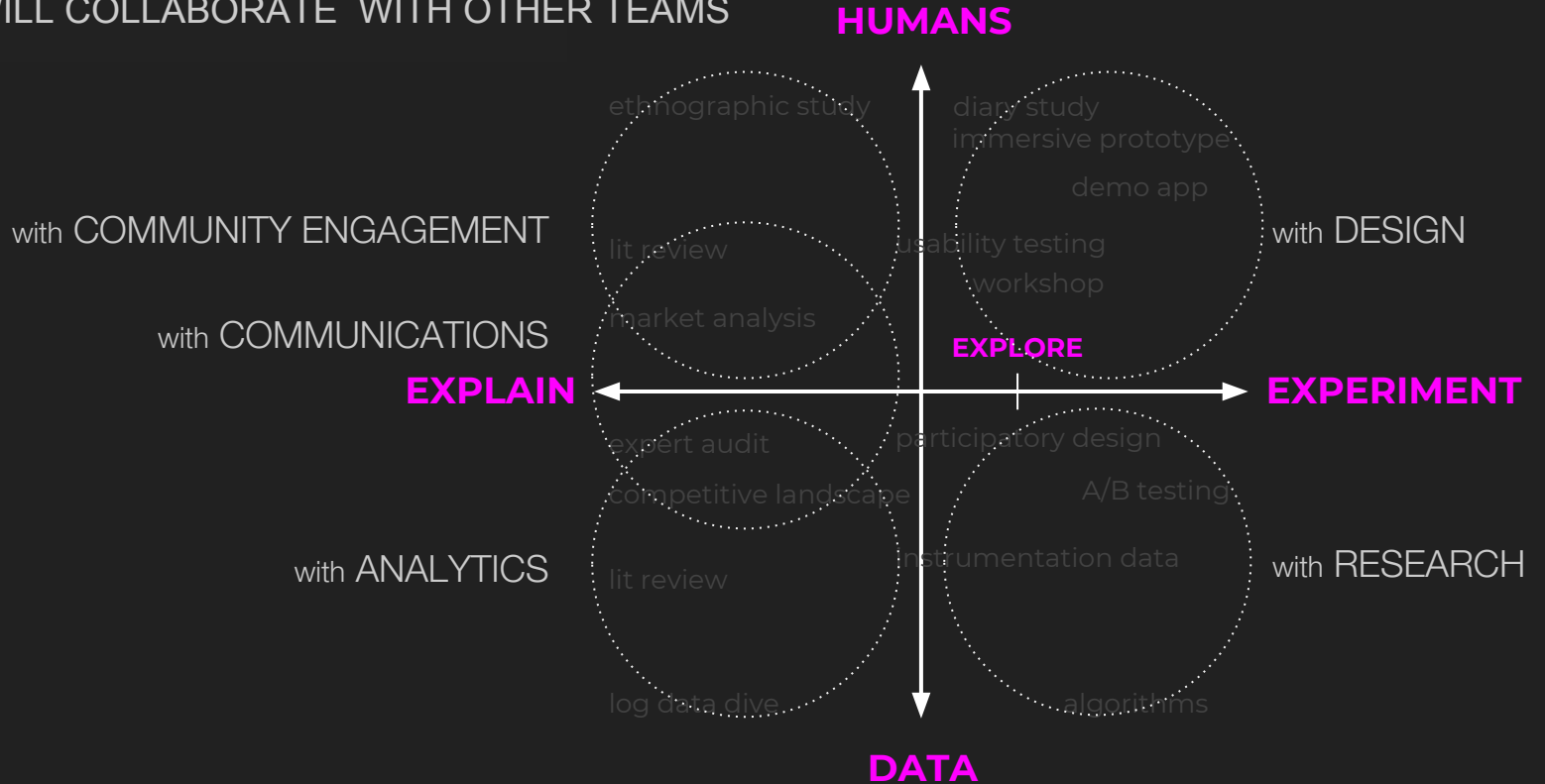
IMPACT



| Issue | Priority | Owner | Status | Notes |
|-------|----------|-------|--------|---|
| 1 | High | JM | Open | What do we know about multiple users of Wikidata? |
| 2 | High | JM | Open | Do people understand the site? How can we explain it so that they appreciate it? |
| 3 | High | JM | Open | How important is Local Language Content right? |
| 4 | High | JM | Open | What do we know about multiple users of Wikidata? |
| 5 | High | JM | Open | How can we improve our engagement with mobile, and how to improve our mobile engagement with mobile? |
| 6 | High | JM | Open | What do we know about mobile users of mobile content? |
| 7 | High | JM | Open | Are there any usability issues for new editors in the context of Content Translation? |
| 8 | High | JM | Open | How do we make mobile content available on mobile? |
| 9 | High | JM | Open | Is the CX2 process working well for new editors? |
| 10 | High | JM | Open | How long does it take to get a new article into the new editor's English Wikipedia Article for Content Translation? |
| 11 | High | JM | Open | What percentage of CX2 translations are eventually published to Main namespace pages? |
| 12 | High | JM | Open | I think there is a feature to work |
| 13 | High | JM | Open | What do we know about what works well on mobile in content translation? |
| 14 | High | JM | Open | What do we know about what works well on mobile in content translation? |
| 15 | High | JM | Open | What do we know about what works well on mobile in content translation? |
| 16 | High | JM | Open | What do we know about what works well on mobile in content translation? |
| 17 | High | JM | Open | What do we know about what works well on mobile in content translation? |
| 18 | High | JM | Open | What do we know about what works well on mobile in content translation? |
| 19 | High | JM | Open | What do we know about what works well on mobile in content translation? |
| 20 | High | JM | Open | What do we know about what works well on mobile in content translation? |

Team alignment on prioritization of research according to impact

HOW PDS WILL COLLABORATE WITH OTHER TEAMS



Standardized Roles & Levels for Design & Design Research

The image shows a screenshot of a Google Sheet titled "Roles Definition". The spreadsheet is organized into columns labeled A through G. The data is structured into rows, each representing a different role. Each role row starts with the role name in column A, followed by a sub-description in column B. Columns C and D describe the role's responsibilities and the areas they are accountable for, respectively. Column E lists specific levels or metrics. The roles listed are Design Research Intern, Assoc. Design Researcher, Design Researcher, and Sr. Design Researcher.

| | A | B | C | D | E | G |
|----|---|---------------------------------|--|--|---|---|
| 3 | | Design Research Intern | works with direction to... | accountable for | | |
| 4 | | time limit | provide logistical support for project activities | attitude and quality of logistical support | L | |
| 5 | | | own specific project activities | successful outcome of activity | K | |
| 6 | | | provide support to others' deliverables | attitude and quality of deliverable | L | |
| 7 | | | | | | |
| 8 | | | | | | |
| 9 | | Assoc. Design Researcher | works with direction to... | accountable for | | |
| 10 | | FT permanent | contribute to broader capabilities of team | expanding range of deliverables | T | |
| 11 | | | own specific project deliverables | quality and timeliness of deliverable | T | |
| 12 | | | | | | |
| 13 | | | | | | |
| 14 | | | | | | |
| 15 | | Design Researcher | all of the above AND works with oversight to... | accountable for | | |
| 16 | | | design an evaluative research project | seeking consultation on best practices for evaluative research | K | |
| 17 | | | produce stimuli for evaluative research | readiness and usability of stimuli | K | |
| 18 | | | execute an evaluative research project | modeling best practices for evaluative research | K | |
| 19 | | | analyze quantitative results | synthesis and presentation of findings | L | |
| 20 | | | provide support to larger projects | understanding project dependencies | K | |
| 21 | | | analyze qualitative results | quality of synthesis and presentation | L | |
| 22 | | | identify areas of growth | seeking mentorship on growth areas | L | |
| 23 | | | resolve problems by seeking advice or assistance | maintaining a positive attitude in the face of obstacles | K | |
| 24 | | | lead research activities for a single project) with support from project manager | meeting project milestones set by project manager | T | |
| 25 | | Sr. Design Researcher | all of the above AND can work independently to | accountable for | | |

GOAL: Provide data to support better product decisions

| What is your objective? | Who are you working with? | What impact / deliverables are you expecting? |
|--|---|--|
| <p>To provide Design Team with qualitative user data that will be needed to realize AP goals in the next FY</p> | <p>Daisy Chen Mobile teams Design Team Vendor: Logic Dept. (US) Vendor: Hureo (India)</p> | <p>Mobile User Personas</p> <ul style="list-style-type: none"> • 30 users recruited across a range of characteristics (including age, contributor status, frequency of Wikipedia use, phone platform, multi-lingual users, etc.) • Key user types will be distilled from patterns of use and motivation based on interviews • We are kicking off a follow-on study in three cities in India that will include Hindi and Urdu speakers as well as users whose primary language is a local dialect. |
| <p>To provide Product teams with more nuanced segmentation data for all Wikipedias and Wiki Projects</p> | <p>Neil Q P Community Health</p> | <p>Segmentation Data for all Wikipedias and Wiki Projects</p> <ul style="list-style-type: none"> • Allow team to cluster Wikipedia/Projects according to a number of parameters at once • To focus product and outreach interventions on groups of Wikis/Projects which share many of the same characteristics • Make it possible to see, report and influence more nuanced changes |

Analysis

Frame insights:

Find patterns in quantitative and qualitative data and extract insights.

abstract

Synthesis

Explore concepts:

Generate and evaluate concepts against research data and with users they are designed for.

Frame solutions: Prioritize and plan for implementation of solutions and offerings.

understand

make

Know context and people: Look at the big picture for insight into contexts and people, unmet needs, and opportunities.

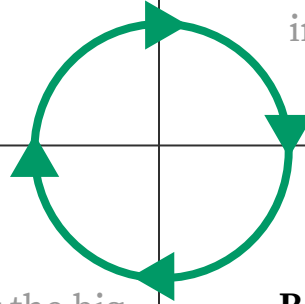
Realize solutions / offerings: Define MVP and release plan, build prototypes, iterate toward refinement with beta, release, maintain and sunset.

Research

Realization

(Implementation)

concrete



Analysis

Synthesis

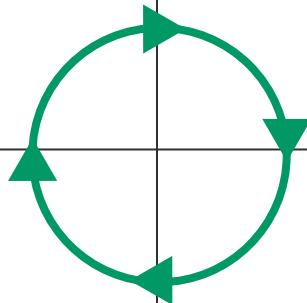
abstract

**Mobile personas
for iOS**

**Mobile
contribution**

understand

make



**Mobile personas
for Android**

**New Editors
Experiences**

**New
Readers**

Research

**Realization
(Implementation)**

concrete

GOAL: Build a Wikipedia Contribution Taxonomy

What is your objective?

Who are you working with?

What impact / deliverables are you expecting?

Create a [Wikipedia Contribution taxonomy](#), as a detailed reference about Wikipedia contribution workflows and steps.

In this initial round, we included:
Czech, English, French, Hindi and Korean Wikipedias.

LAST QUARTER

James Forrester, Carolyn Li-Madeo, Ambassadors: Benoît Evelin, Yongmin Hong, Martin Urbanec, Satdeep Gill and our steering committee

- **Master Inventory** of Wikipedia workflows
- **Criteria** for scoring each step and workflow
- **Weighting system** to focus selection on support for specific audiences or platforms
- Designed and iterated **visualization system**

THIS QUARTER

As above

- Complete the **visualization system**
- **Visualize** the workflows and steps selected by teams
- Complete a **“how to”** communication for others to use the **master inventory, criteria, weighting, and visualization** systems.
- **Share publicly** for others to use and contribute to

Contribution to Wikipedias

Creation

- Create new article
- Add new section
- Add image to article
- Reorganize article

Curation

- Tag section for expansion
- Tag a list as incomplete
- Fix a typo
- Add a reference

Moderation

- Revert an edit
- Fix mistaken changes
- Tell editor to stop something
- Nominate article for deletion

Governance

Out of scope

Financial contribution

Out of scope

Scoring and Weighting

| Process | Technical | Community | Personal | Domain | Parallel | High-detail | Time | Steps | Precision | Team rating | | | ~ # a day | Step | Tool | Code | 100% | 100% | 98% | 99% | 99% | Process | Technical | Community | Personal | Domain | Parallel | High-detail | Time | Steps | Precision | Team rating | | |
|---------|-----------|-----------|----------|--------|----------|-------------|------|-------|-----------|-------------|------|-----|---|--|--|------|------|------|-----|-----|-----|---------|-----------|-----------|----------|--------|----------|-------------|------|-------|-----------|-------------|------|------|
| | | | | | | | | | | iOS | Andr | Web | | | | | EN | KO | CS | HI | FR | | | | | | | | | | | iOS | Andr | Web |
| | | | | | | | | | | | | | [2.] Add links from other places as appropriate. | — [manual edit and use of WhatLinksHere; repeatable ; ends] | E7 | ✓ | ✓ | ✓ | ✓ | ✓ | 3 | 3 | 2 | 2 | 3 | 1 | 2 | 2 | 1 | 3 | | | | |
| | | | | | | | | | | | | | [3.] Make further edits as appropriate (other workflow) | — [manual edits; switch to different workflow] | W1 | ✓ | ✓ | ✓ | ✓ | ✓ | 2 | 3 | 2 | 1 | 2 | 1 | 2 | 2 | 3 | 3 | 9.3 | 9.7 | 10.1 | |
| | | | | | | | | | | | | | [1.] Follow wizard steps to "prove" you have no COI | Article creation wizard | R1 | ✓ | ✓ | ✓ | ✓ | ✓ | 2 | 1 | 1 | 1 | 1 | 3 | 1 | 1 | 2 | 3 | 2 | 7.0 | 7.4 | 7.2 |
| | | | | | | | | | | | | | 2a. Create article in Draft space for review | — [manual edit to create a page via default/user's editor] | C2 | ✓ | ✗ | ✗ | ✗ | ✓ | 2 | 3 | 2 | 2 | 3 | 1 | 3 | 2 | 3 | 3 | 9.9 | 10.3 | 10.6 | |
| | | | | | | | | | | | | | 2b. Create article in User space for review/advice | — [manual edit to create a page via default/user's editor] | C2 | ✓ | ✗ | ✗ | ✗ | ✓ | 2 | 3 | 2 | 2 | 3 | 1 | 3 | 2 | 3 | 3 | 9.9 | 10.3 | 10.6 | |
| | | | | | | | | | | | | | [3.] Comment on and fix up the article | — [manual edit; repeatable] | E7 | ✓ | ✗ | ✗ | ✗ | ✓ | 2 | 3 | 2 | 2 | 2 | 1 | 2 | 2 | 1 | 3 | 9.1 | 9.5 | 9.8 | |
| | | | | | | | | | | | | | [4.] Respond to comments and improve the article | — [manual edit; repeatable] | E7 | ✓ | ✗ | ✗ | ✗ | ✓ | 2 | 3 | 2 | 2 | 2 | 1 | 2 | 2 | 1 | 3 | 9.1 | 9.5 | 9.8 | |
| 2 | 2 | 2 | 2 | 3 | 1 | 2 | 2 | 2 | 3 | 3.8 | 4.2 | 4.2 | EN: ? KO: ? CS: N/A HI: ? FR: ? | 5a. Accepts the article, moves to main namespace | — [manual edit and move done by the author (once autoconfirmed); ends] | M1 | ✓ | ✗ | ✗ | ✓ | ✓ | 2 | 2 | 2 | 3 | 2 | 1 | 2 | 2 | 1 | 2 | 7.2 | 7.6 | 7.5 |
| | | | | | | | | | | | | | | — [manual edit and move done by another user (extended confirmed); ends] | M1 | ✓ | ✗ | ✗ | ✓ | ✓ | 2 | 2 | 2 | 3 | 2 | 1 | 2 | 2 | 1 | 2 | 7.2 | 7.6 | 7.5 | |
| | | | | | | | | | | | | | 5b. Declines the article, nominates for deletion | — [manual edit; switch to different workflow] | T2 | ✓ | ✗ | ✗ | ✓ | ✗ | 3 | 3 | 3 | 2 | 2 | 2 | 2 | 2 | 1 | 3 | 9.8 | 10.4 | 10.5 | |
| | | | | | | | | | | | | | 5c. Directly publishes the article by copy/pasting | — [manual cut-paste edit; ends; this is an anti-pattern] | M2 | ✗ | ✗ | ✗ | ✓ | ✓ | 3 | 3 | 4 | 4 | 3 | 2 | 1 | 2 | 2 | 1 | 3 | 9.7 | 10.3 | 10.3 |

Workflow scores

Weighted
aggregate
scores

Which Wikis have
this workflow step?

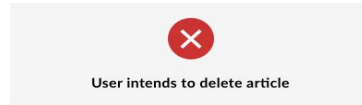
Step / Tool scores

Weighted
aggregate
scores

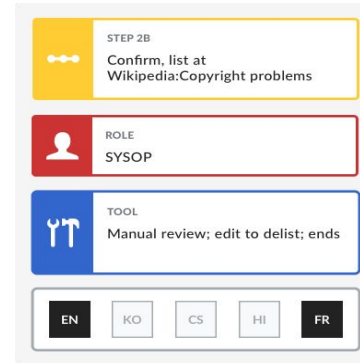
Visualization elements



User decisions and reasoning



User intentions

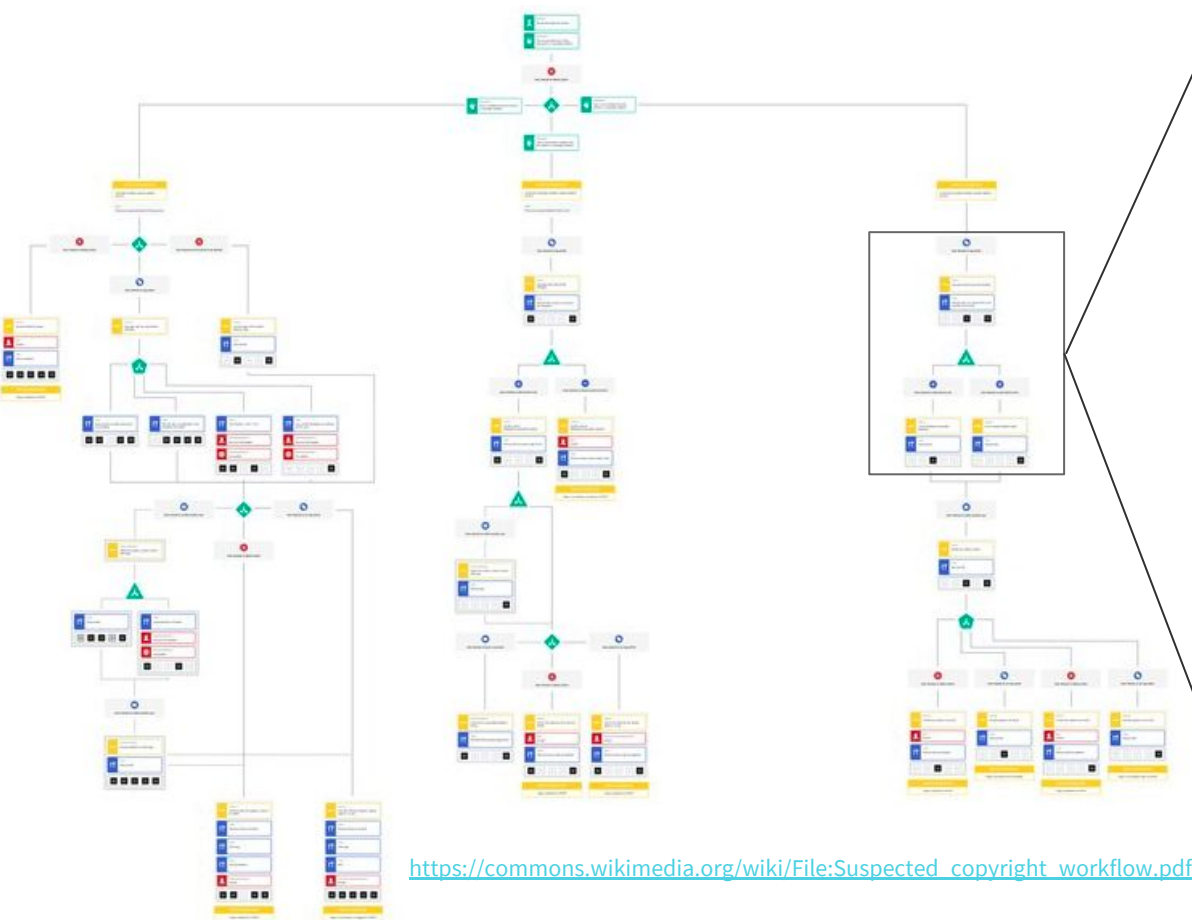


Steps, tools, roles and Wiki availability

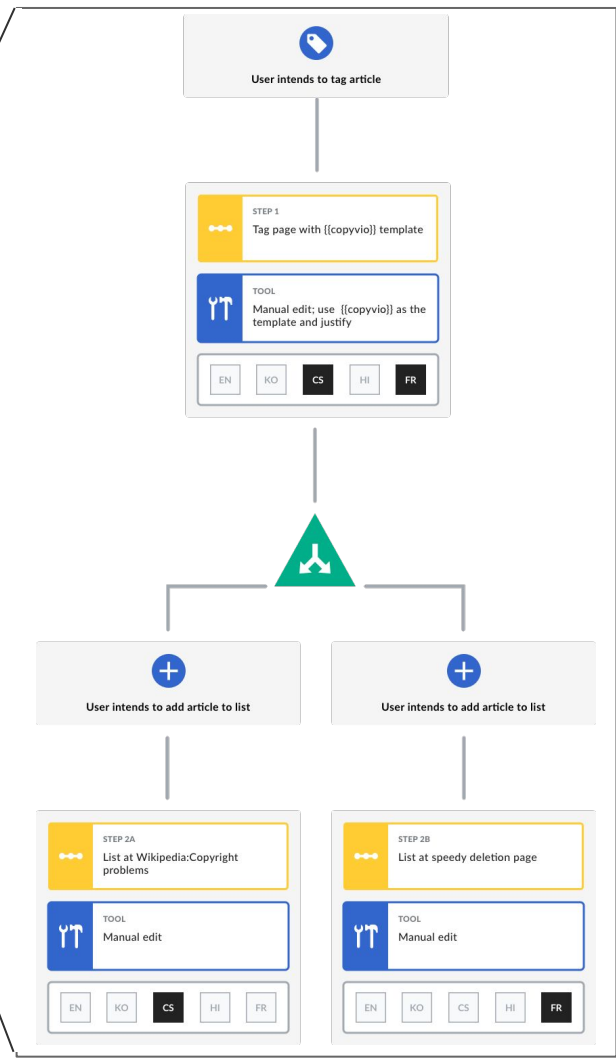


Decision points

Example workflow: Deletion for copyright violation



https://commons.wikimedia.org/wiki/File:Suspected_copyright_workflow.pdf



Impact: extending use

Anyone who works with complicated workflows will find this system useful, especially in working with multidisciplinary teams.

Some teams are already using it, or planning to

- **Mobile platform teams** (it was designed with their needs in mind)
 - iOS team already used the visualization system (for event logging)
- **Structured Data on Commons team**
- **Design team at Wikimedia Deutschland**
- It will be **public and available for anyone** to use.

GOAL: Improve New Editor Experiences, Gain more New Readers, Misc.

| What is your objective? | Who working with? | What impact / deliverables are you expecting? |
|---|---|---|
| <p>New Editor Experiences (objective 1 and 2) Prepare with Ambassadors for product implementation cycles. Completed workshops that enabled teams to decide what to do as a result of research. Publish outcomes of workshops</p> <p>New Readers Supported review, brainstorming and decision making processes.</p> <p>Misc:</p> <ul style="list-style-type: none"> • Published Blog about fully remote collaboration • OSWG research support | <p>LAST QUARTER</p> <p>Neil Patel Quin Benoît Evelin Ambassadors: Yongmin Hong, Ko:Wiki Martin Urbanec, Cs:Wiki</p> <p>Anne Gomez and the New Readers</p> <p>Grace Gellerman Mel Kramer Ed Erhart</p> | <p>New Editors Ambassadors</p> <ul style="list-style-type: none"> • Established community advisory boards and processes • Publishing newsletters on new editor experiences work. <p>Began Publishing NEX workshop outcomes on MediaWiki.</p> <p>New Readers Designed workshop, frameworks, and facilitated our offsite, in support of collaborative review and decision making</p> <p>Blog about “how to” successfully run remote workshops across time zones.</p> |

Wikidata

Q1 2018 quarterly check-in
Lydia Pintscher

2018-04

Product Design Strategy

[4: New Editor success](#)
[New Readers](#)

GOAL: Improve New Editor Experiences, Gain more New Readers, Misc

What is your objective?**Who are you working with?****What impact / deliverables are you expecting?**

THIS QUARTER (Q4)

New Editor Experiences

Continue work with ambassadors to gather answers to specific questions for product definition, and **build participatory design methods** and **feedback loops**.

Publish NEX workshop outcomes.

New Readers

Support the team with process and frameworks for **brainstorming and problem solving**.

Neil Patel Quin, Benoît Evelin, and the Ambassadors:
Yongmin Hong, Ko:Wiki
Martin Urbanec, Cs:Wiki

New Readers Team

New Editors Ambassadors

Provide **detailed information from research** for product definition (from initial research and with Ambassadors):

- In Context Help
- Human to Human help and mentorship

All New Editor Experiences workshops published.

New Readers

- **Successful monthly working sessions** aimed at solving the most difficult problems and brainstorming solutions (whatever the team needs).

STATUS: ON TRACK

| Annual Goal | Objective | Status |
|--|--|--|
| <p>Increase numbers of volunteers in the Wikimedia projects benefit from Wikidata. We promote the integration of Wikidata and other Wikimedia projects, and we create the conditions so that data quality in Wikidata can further improve.</p> | <p>Use of data from Wikidata continues to increase from 326M data uses (as of August 1, 2017) to 386M by the end of 2018.</p> | <p>On track</p> |
| | <p>More editors from the Wikimedia projects additionally edit in Wikidata.</p> | <p>On track</p> |
| | <p>Data quality in Wikidata improves. This is measured through established quality indicators such as statement per item, % of statements with external references, and potential additional indicators.</p> | <p>Slightly behind due to continued large imports</p> |
| | <p>The support for lexicographical data is accepted by the community. A target indicating success is the entry of at least 5000 lexemes in Wikidata by the end of 2018.</p> | <p>Slightly behind due to underestimated feature complexity and team changes</p> |

| Annual Goal | Objective | Objective |
|--|--|------------------------|
| <p>Wikidata and other open data projects increasingly benefit from each other. To this end, we make Wikidata and Wikibase easier to use for external projects, and we expand the opportunities for collaboration among the projects.</p> | <p>The independent installation and operation of Wikibase becomes easier. As a result, ten new, publicly accessible websites that are bases on Wikibase are enabled by the of 2018.</p> | <p>On track</p> |
| | <p>At least five new success stories publicly showcase the usefulness of Wikidata and Wikibase for third parties.</p> | <p>Slightly behind</p> |
| | <p>Data in Wikidata are more useful for third parties, as measured by increase in daily queries to the Wikidata Query Service. (baseline 3.5M on 9/2017, to 4.5M by the end of 2018)</p> | <p>On track</p> |

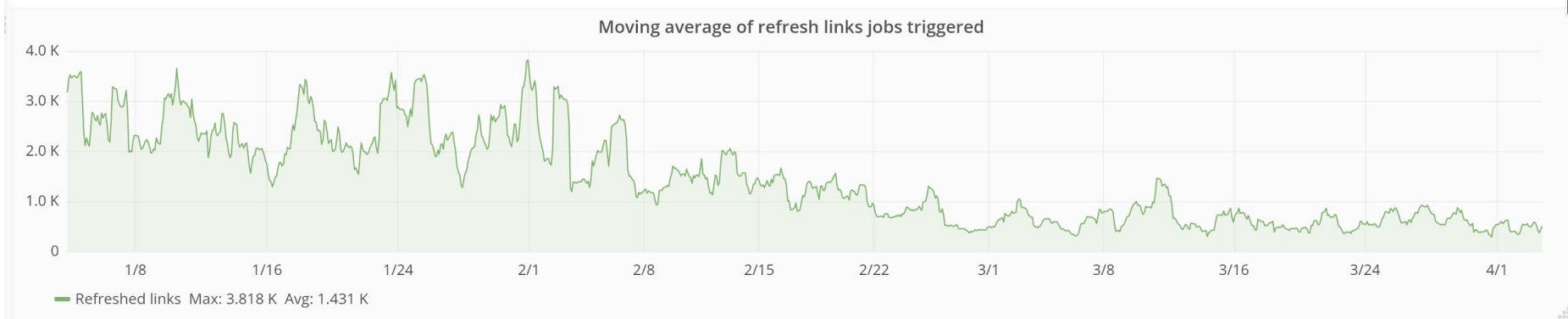
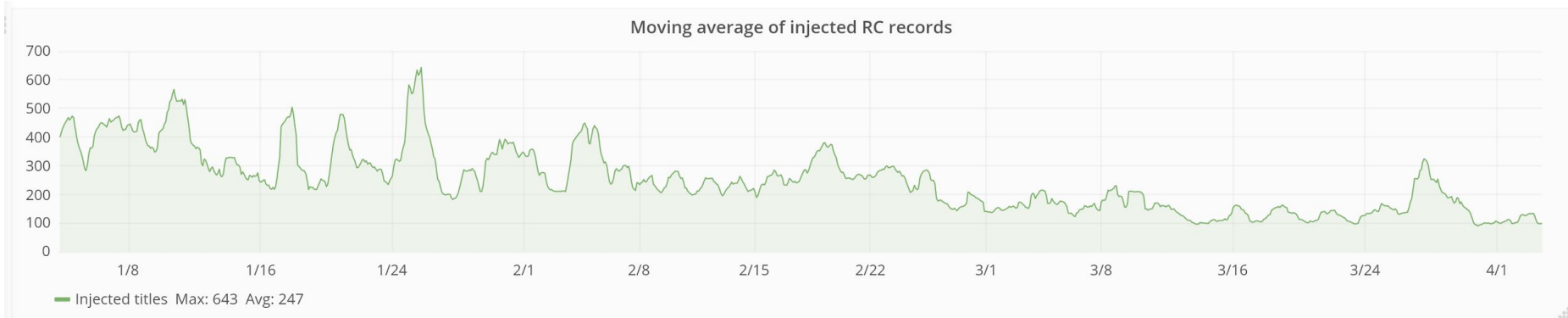
04/2018

Wikidata

3

Goal: Increase numbers of volunteers in the Wikimedia projects benefit from Wikidata. We promote the integration of Wikidata and other Wikimedia projects, and we create the conditions so that data quality in Wikidata can further improve.

| What is your objective? | Who are you working with? | What impact / deliverables are you expecting? |
|--|---------------------------|---|
| Use of data from Wikidata continues to increase from 326M data uses (as of August 1, 2017) to 386M by the end of 2018. | LAST QUARTER | |
| | | <ul style="list-style-type: none"> - Significantly improved what is shown in Recent Changes and Watchlist by removing on average $\frac{3}{4}$ of the changes because they are not relevant for the editors on that project since they don't influence their articles (fine-grained usage tracking) - Added new Lua function (getAllStatements) - Investigated further improvements and additions to Lua functions (studying of existing problematic usage and what people already told us) and asked for community input |
| | NEXT QUARTER | |
| | | <ul style="list-style-type: none"> - Further improvements to Lua functions and addition of new convenience functions based on last quarter's investigation and community input (e.g. new functions to traverse the ontology and check for the validity of an entity ID) |



These graphs show the drop in the number of edits from Wikidata we are sending to the Wikipedias to put them in the watchlists and recent changes there. The top shows the number of entries and the bottom the number of jobs doing the inserting.

04/2018

Wikidata

3

Goal: Increase numbers of volunteers in the Wikimedia projects benefit from Wikidata. We promote the integration of Wikidata and other Wikimedia projects, and we create the conditions so that data quality in Wikidata can further improve.

| What is your objective? | Who are you working with? | What impact / deliverables are you expecting? |
|---|---------------------------|--|
| Data quality in Wikidata improves. This is measured through established quality indicators such as statement per item, % of statements with external references, additional indicators TBD. | LAST QUARTER | |
| | | <ul style="list-style-type: none"> - Improved constraint checks (e.g. added new constraint types, checking references and qualifiers, automatic expansion of references with violations) - Enabled constraint checks for all logged-in users - Created the Wikidata vandalism dashboard |
| | NEXT QUARTER | |
| | | <ul style="list-style-type: none"> - Adding more constraint types (e.g. to be able to define which units are allowed for a property and to indicate that a property's values should not have uncertainty bounds) - Investigating replacement for the constraint report pages currently maintained by a bot - Start work on ShEx integration |

STATUS: SLIGHTLY BEHIND

Language code(s)

 *

Limit

 Changes in descriptions Changes in labels and aliases Sitelink removals

| Edit ID | Entity ID | Username | Entity title | Edit summary | ORES damaging score |
|-----------|-----------|---|--|--|---------------------|
| 674981778 | Q5493831 | 92.229.132.140 | Fraternitas Baltica | Added label in <i>de</i> : Fraternitas Baltica | 0.963 |
| 674976459 | Q3534781 | 89.204.153.188 | Virginia Slims of Houston 1984 | Added label in <i>de</i> : Virginia Slims of Houston 1984 | 0.963 |
| 674974997 | Q4296040 | Christian Dancker | Al Jazeera English | Added description in <i>de</i> : Englischsprachiger Nachrichtensender | 0.693 |
| 674971578 | Q21170301 | 2001:16B8:2BE2:4300:5944:7AB3:67AC:998F | Space Crusade | Changed description in <i>de</i> : Computerspiel | 0.971 |
| 674971575 | Q21170301 | 2001:16B8:2BE2:4300:5944:7AB3:67AC:998F | Space Crusade | Added label in <i>de</i> : Space Crusade | 0.959 |
| 674971389 | Q28704822 | 2A02:8071:A8A:A600:A5D3:56B1:C5A3:C3ED | german | Added label in <i>de</i> : german | 0.983 |
| 674963288 | Q3809434 | Feldkurat Katz | John Lyon-Bowes | Changed label in <i>de</i> : John Lyon-Bowes | 0.280 |
| 674950677 | Q1054860 | 158.181.42.51 | Kraftdrehkopf | Removed sitelink in <i>dewiki</i> : Kraftdrehkopf | 0.987 |
| 674929898 | Q6773079 | 2001:16B8:2BE2:4300:5944:7AB3:67AC:998F | Mars: War Logs | Changed description in <i>de</i> : Computerspiel | 0.970 |
| 674929897 | Q6773079 | 2001:16B8:2BE2:4300:5944:7AB3:67AC:998F | Mars: War Logs | Added label in <i>de</i> : Mars: War Logs | 0.952 |

instance of



mascot character ... 

 edit

of

KDE ...

designed by

Tyson Tan ...

▶ 3 references



fictional dragon ... 

 edit

color

green ...

▼ 0 references

+ add reference



anthropomorphic character ...

 edit

▼ 0 references

+ add reference

+ add value

04/2018

Wikidata

3

Goal: Increase numbers of volunteers in the Wikimedia projects benefit from Wikidata. We promote the integration of Wikidata and other Wikimedia projects, and we create the conditions so that data quality in Wikidata can further improve.

| What is your objective? | Who are you working with? | What impact / deliverables are you expecting? |
|--|---------------------------|--|
| The support for lexicographical data is accepted by the community. A target indicating success is the entry of at least 5000 lexemes in Wikidata by the end of 2018. | LAST QUARTER | |
| | | <ul style="list-style-type: none"> - Getting ready for first release (persistent storage of edits, diff support, edit summaries, Form and Lexeme data types, adding and removing Forms, security review, etc.) - Community discussions around roll-out and licensing |
| | NEXT QUARTER | |
| | | <ul style="list-style-type: none"> - Finishing the first release - Community work to support the first release to gather feedback and help prioritize next features - Continue to work on second release (e.g. support for Senses) |

STATUS: SLIGHTLY BEHIND

04/2018

Wikidata

3

Goal: Wikidata and other open data projects increasingly benefit from each other. To this end, we make Wikidata and Wikibase easier to use for external projects, and we expand the opportunities for collaboration among the projects.

| What is your objective? | Who are you working with? | What impact / deliverables are you expecting? |
|--|---------------------------|--|
| The independent installation and operation of Wikibase becomes easier. As a result, ten new, publicly accessible websites that are bases on Wikibase are enabled by the end of 2018. | LAST QUARTER | |
| | | <ul style="list-style-type: none"> - Improved Wikibase installation via Docker - Supported FactGrid among others to get a working system in place - Identified 18 existing Wikibase installations we can reach out to |
| | NEXT QUARTER | |
| | | <ul style="list-style-type: none"> - Contacting all existing known Wikibase installations to get their feedback and see if there is more we can do to help them - Work on documentation (documentation sprint) - Continue support for external partners, e.g. FactGrid, Michigan State University |

STATUS: ON TRACK

04/2018

Wikidata

3

Goal: Wikidata and other open data projects increasingly benefit from each other. To this end, we make Wikidata and Wikibase easier to use for external projects, and we expand the opportunities for collaboration among the projects.

| What is your objective? | Who are you working with? | What impact / deliverables are you expecting? |
|--|---------------------------|---|
| At least five new success stories publicly showcase the usefulness of Wikidata and Wikibase for third parties. | LAST QUARTER | |
| | | <ul style="list-style-type: none"> - Continued work on data partnerships / data donations: Talks with Reporter ohne Grenzen, Charity Navigator, OpenAI, Abgeordnetenwatch, Mycroft, Open Food Facts, DNB - Extensive support for key partners (Wikibase): MSU, FactGrid |
| | NEXT QUARTER | |
| | | <ul style="list-style-type: none"> - Outreach to multipliers: Creative Commons, EuropeanaTech - Prepare success stories |

STATUS: SLIGHTLY BEHIND

04/2018

Wikidata

3

Goal: Wikidata and other open data projects increasingly benefit from each other. To this end, we make Wikidata and Wikibase easier to use for external projects, and we expand the opportunities for collaboration among the projects.

| What is your objective? | Who are you working with? | What impact / deliverables are you expecting? |
|---|---------------------------|--|
| Data in Wikidata are more useful for third parties, as measured by increase in daily queries to the Wikidata Query Service. (baseline 3.5M on 9/2017, to 4.5M by the end of 2018) | LAST QUARTER | |
| | | - Improved the Wikidata Query Service UI (keyboard navigation, responsive menu, translation fixes, lazy loading of image grid results) |
| | NEXT QUARTER | |
| | | - Nothing planned. Work will continue in Q3 and Q4 |

STATUS: ON TRACK

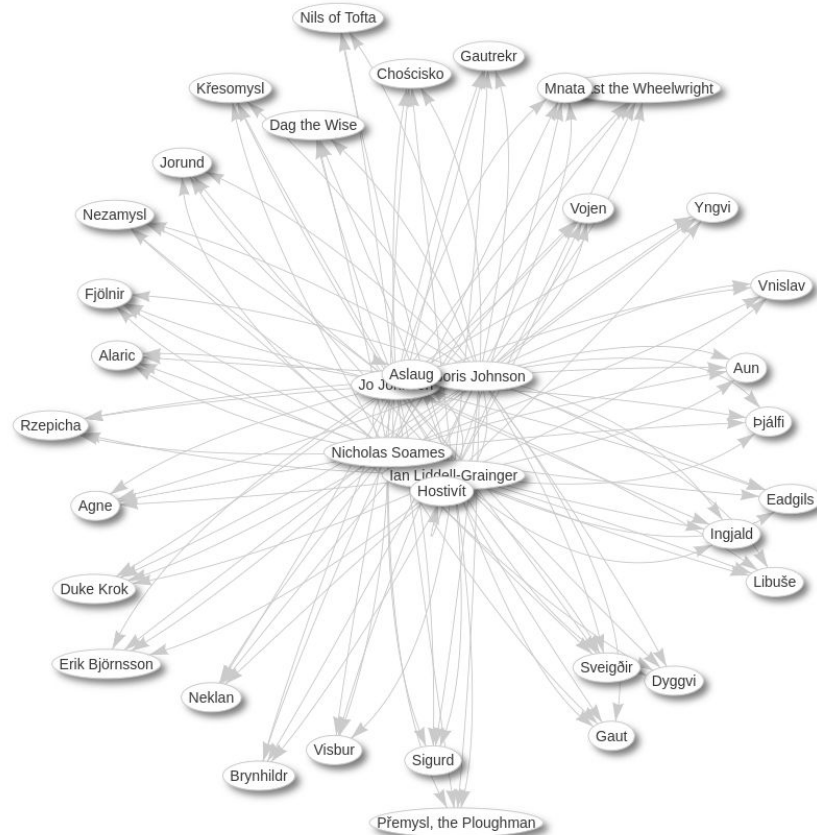
Other noteworthy stuff (including work by volunteers and WMF)

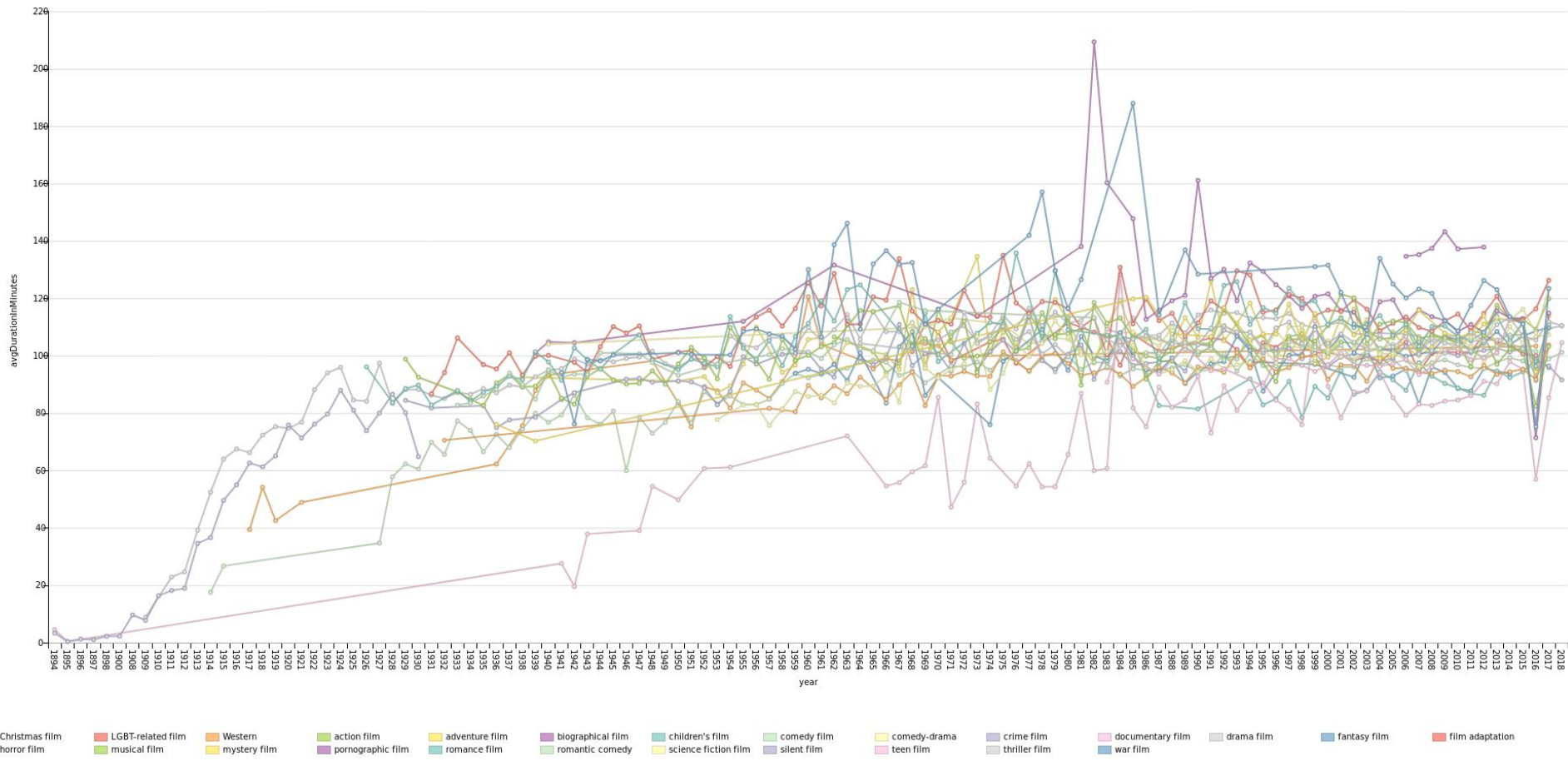
- New tools:
 - [Weapons of Mass Description](#)
 - [Hub](#)
 - [GraFa](#)
 - [Repology](#)
 - [Wikidata vandalism dashboard](#)
 - [George - Le deuxième texte](#)
 - [Relator](#)
 - [Tagger](#)
- [WDCM Journal](#)
- Wikidata got its own database server
- MCR work and other support for Structured Data on Commons continues
- Improved the size of the logging table to cope with growth
- Improving the wb_terms table to cope with growth
- Further improving search results on Special:Search (also in anticipation of lexicographical data)

Recommended reading/viewing

- [From the life of Wikidata](#)
- [Discovering types for entity disambiguation](#)
- [Using Wikidata to build an authority list of Holocaust-era ghettos](#)
- [Structured Data on Commons is the most important development in Wikimedia's usability](#)
- [Automatically Generating Wikipedia Info-boxes from Wikidata](#)
- [Towards a Question Answering System over the Semantic Web](#)
- [Practical Linked Data Access via SPARQL: The Case of Wikidata](#)
- [Mind the \(Language\) Gap: Generation of Multilingual Wikipedia Summaries from Wikidata for ArticlePlaceholders](#)
- [Making women more visible online—with Wikidata tools!](#)
- [A Reconciliation Recipe for Wikidata](#)
- [Some ways Wikidata can improve search and discovery](#)
- [Data on the history of Scottish witch trials added to Wikidata](#)
- [How we're using machine learning to visually enrich Wikidata](#)

Members of the current Parliament who have ancestors who are identified as possibly mythical





Average duration of movies by genre and year

Gender Gap in Wikidata

Denelezh provides statistics about the gender gap in the content of Wikidata and Wikimedia projects.

You can learn more about Denelezh by reading the [documentation](#) and the [current state of the project](#).

Shortcuts to gender gap in Wikidata: [global](#) — [by year of birth](#) — [by country of citizenship](#) — [by occupation](#) — [by Wikimedia project](#)

Filters

Count

Year of birth Any
 From to

Country of citizenship


Occupation

Wikimedia project

Subset threshold

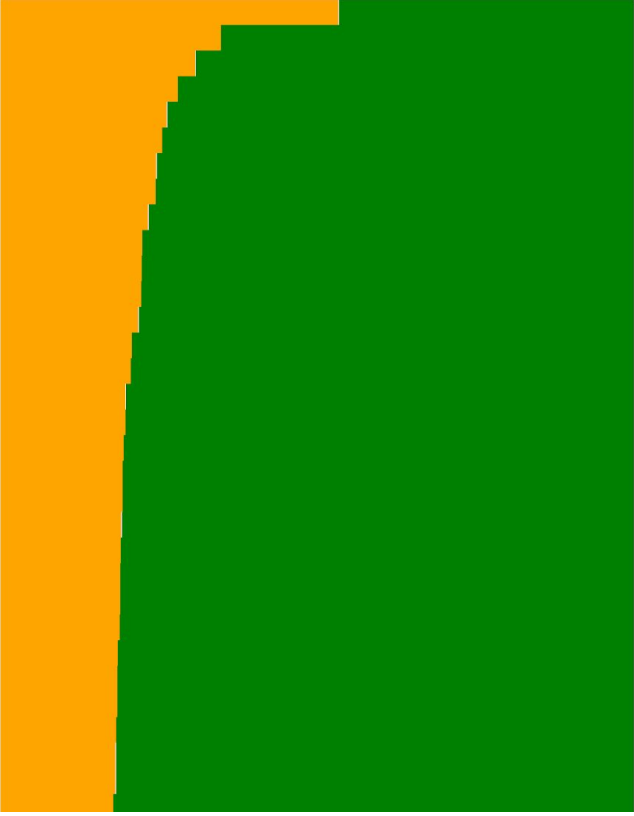
Wikidata dump

Global Gender Gap

| Total | Total with gender | Females | % Females | Gap | Males | % Males | Others | % Others |
|-----------|-------------------|---------|-----------|--|-----------|---------|--------|----------|
| 4,255,732 | 3,687,078 | 658,384 | 17.9 % |  | 3,028,229 | 82.1 % | 465 | 0.0 % |

Shortcuts to gender gap in Wikidata: [global](#) — [by year of birth](#) — [by country of citizenship](#) — [by occupation](#) — [by Wikimedia project](#)

Gender Gap by Wikimedia project

| Project ▲ | Total ▼ | Total with gender ▼ | Females ▼ | % Fem. ▼ | Gap | Males ▼ | % Mal. ▼ | Others ▼ | % Oth. ▼ |
|------------------------|----------------------|----------------------------------|------------------------|-----------------------|---|----------------------|-----------------------|-----------------------|-----------------------|
| cywiki | 21,668 | 21,537 | 11,492 | 53.4 % |  | 10,036 | 46.6 % | 9 | 0.0 % |
| astwiki | 13,343 | 13,298 | 4,628 | 34.8 % | | 8,665 | 65.2 % | 5 | 0.0 % |
| urwiki | 11,102 | 10,194 | 3,139 | 30.8 % | | 7,049 | 69.1 % | 6 | 0.1 % |
| mlwiki | 11,716 | 11,586 | 3,240 | 28.0 % | | 8,342 | 72.0 % | 4 | 0.0 % |
| azbwiki | 27,928 | 27,885 | 7,327 | 26.3 % | | 20,542 | 73.7 % | 16 | 0.1 % |
| tlwiki | 23,417 | 20,841 | 5,311 | 25.5 % | | 15,521 | 74.5 % | 9 | 0.0 % |
| brwiki | 11,996 | 11,908 | 2,935 | 24.6 % | | 8,968 | 75.3 % | 5 | 0.0 % |
| thwiki | 24,723 | 19,041 | 4,664 | 24.5 % | | 14,370 | 75.5 % | 7 | 0.0 % |
| kowiki | 94,345 | 83,193 | 19,428 | 23.4 % | | 63,735 | 76.6 % | 30 | 0.0 % |
| jawiki | 309,587 | 270,094 | 60,396 | 22.4 % | | 209,641 | 77.6 % | 57 | 0.0 % |
| fywiki | 10,315 | 10,265 | 2,286 | 22.3 % | | 7,977 | 77.7 % | 2 | 0.0 % |
| nowiki | 149,353 | 149,041 | 33,137 | 22.2 % | | 115,888 | 77.8 % | 16 | 0.0 % |
| hiwiki | 15,886 | 14,400 | 3,137 | 21.8 % | | 11,256 | 78.2 % | 7 | 0.0 % |
| fawiki | 116,731 | 116,232 | 24,096 | 20.7 % | | 92,061 | 79.2 % | 75 | 0.1 % |
| svwiki | 212,090 | 211,529 | 43,517 | 20.6 % | | 167,969 | 79.4 % | 43 | 0.0 % |
| eswiki | 341,878 | 341,516 | 67,557 | 19.8 % | | 273,833 | 80.2 % | 126 | 0.0 % |
| commonswiki | 343,162 | 342,440 | 67,626 | 19.7 % | | 274,705 | 80.2 % | 109 | 0.0 % |
| plwikiquote | 16,625 | 16,613 | 3,228 | 19.4 % | | 13,382 | 80.6 % | 3 | 0.0 % |
| simplewiki | 36,385 | 36,319 | 7,000 | 19.3 % | | 29,305 | 80.7 % | 14 | 0.0 % |
| specieswiki | 37,811 | 30,217 | 5,820 | 19.3 % | | 24,397 | 80.7 % | 0 | 0.0 % |
| bnwiki | 14,467 | 14,339 | 2,743 | 19.1 % | | 11,593 | 80.8 % | 3 | 0.0 % |
| zh_yuewiki | 12,022 | 11,338 | 2,158 | 19.0 % | | 9,178 | 80.9 % | 2 | 0.0 % |
| srwiki | 37,787 | 37,644 | 7,125 | 18.9 % | | 30,511 | 81.1 % | 8 | 0.0 % |
| zhwiki | 196,646 | 144,442 | 27,309 | 18.9 % | | 117,103 | 81.1 % | 30 | 0.0 % |
| etwiki | 44,043 | 43,098 | 8,127 | 18.9 % | | 34,968 | 81.1 % | 3 | 0.0 % |
| fiwiki | 138,215 | 137,800 | 25,588 | 18.6 % | | 112,185 | 81.4 % | 27 | 0.0 % |
| hewiki | 69,431 | 69,195 | 12,757 | 18.4 % | | 56,401 | 81.5 % | 37 | 0.1 % |
| viviki | 34,140 | 28,713 | 5,294 | 18.4 % | | 23,413 | 81.5 % | 6 | 0.0 % |
| sqwiki | 13,768 | 12,675 | 2,314 | 18.3 % | | 10,355 | 81.7 % | 6 | 0.0 % |
| scowiki | 11,847 | 11,838 | 2,157 | 18.2 % | | 9,678 | 81.8 % | 3 | 0.0 % |
| rowiki | 51,014 | 50,801 | 9,252 | 18.2 % | | 41,537 | 81.8 % | 12 | 0.0 % |
| otwiki | 211.802 | 210.509 | 37.481 | 17.8 % | | 172.970 | 82.2 % | 58 | 0.0 % |



Wikidata SCORECARDS FOR ONGOING WORK

April 2018 quarterly check-in

04/2018

Wikidata

| Topic | This quarter (forecast) | Previous quarter (31.03.2018) | QoQ | YoY |
|-----------------------------------|----------------------------|----------------------------------|--------|--------|
| edits/page | 13.4 | 13.69 | -1.72% | -21.81 |
| statements/item | 9 | 8.972 | 2.19% | 60.21% |
| entity usage | 600 Mio | 539.6 Mio | 17.46% | 77.79% |
| users (1+ edits) | 19800 | 19118 | 5.57% | 8% |
| active users (5+ edits) | 8550 | 8461 | 5.38% | 8.89% |
| very active users (100+ edits) | 1680 | 1660 | 7.79% | 17.73% |

