

Wikimedia Foundation monthly meeting
6 August 2015

Agenda

Welcome

Community update

Quarterly report

Analytics

Research

Q&A

Welcome!



Requisition hires:

- Amanda Bittaker - Community Engagement - SF (conversion)
- Sati Houston - Community Engagement - SF (conversion)
- Katie Francis - Legal - SF (conversion)
- Sylvia Ventura - Advancement - SF (conversion)
- Papaul Tshibamba - Engineering - TX (conversion)
- Trey Jones - Engineering - MD
- Sheree Chang - Advancement - SF
- Mikhail Popov - Engineering - CA

Contractors, interns & volunteers:

- Alexandre Cella - F&A - SF
- La Nie Rueles - F&A - SF
- Emerald Ross - F&A - SF
- Christopher Schilling - Community Engagement - IL
- Kossi Noglo - Advancement - MN
- Srijan Kumar - Community Engagement - SF

August anniversaries

- Brion Vibber (9 yrs)
- Tomasz Finc (7 yrs)
- James Alexander (5 yrs)
- Garfield Byrd (4 yrs)
- Jonathan Curiel (4 yrs)
- Rosie Lewis (3 yrs)
- Andrew Bogott (3 yrs)
- Manprit Brar (2 yrs)



Community update



Wikimania!

And they lived happily wiki after...

“sickness or health,
Articles for Deletion or
peer reviews”



Welcome Konkani!

- Spoken primarily in Goa (Western India)
- 7+M speakers
- 9 years in incubation
- University of Goa donated an existing encyclopedia to help seed

कोंकणी विश्वकोश

खंड पयलो

(अं ते ज)

मुखेल संपादक
डॉ. मनोहरराय सरदेसाय


कार्यकारी संपादक
डॉ. तानाजी हळर्णकार





गोवा विश्वविद्यालय, ताळगांव - गोंय
१९९९


Quarterly Report


Quarterly metrics scorecard

 Participation		
Sign-ups	1,329k	-11.8% from Q3 +36.6% y-o-y
New editors	15.8k/mo	-7.9% from Q3 -1.5% y-o-y
Active editors (5+ edits/month.)	79.4k/mo	+1.7% from Q3 +4.1% y-o-y

 Site reliability		
Read uptime (May-June)	99.944%	Q3: N/A y-o-y: N/A
Write uptime (May-June)	99.942%	Q3: N/A y-o-y: N/A
Read latency Median first paint time	1.3 seconds	Q3: 1.4 seconds
Write latency Median page save time	1.6 seconds	Q3: 2.0 seconds

 Readership		
Page Views Crawlers excluded	17.8B/mo	Q3: N/A y-o-y: N/A
Visitors	Unique visitors to come	comScore desktop UVs (deprecated): 417M/mo in Q4

 Content		
New articles	6.7k/day	-14.9% from Q3 -41.3% y-o-y
Edits (in WP articles)	11.55M/mo	+21.7% from Q3 +17.7% y-o-y

 Fundraising		
Amount raised	\$9.3M (exceeded \$7M target)	Q3: \$9.9M
On mobile	10%	Q3: 21%

Q4 2014/15: Successes/misses by team

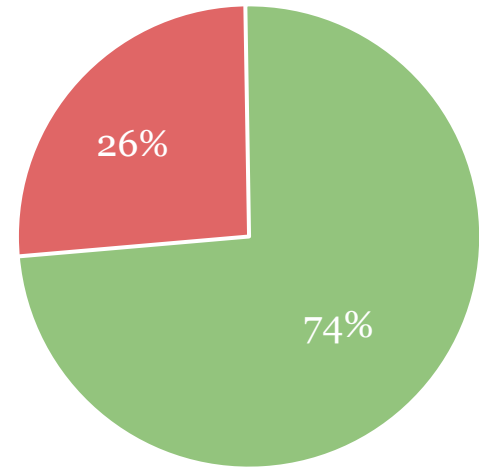
Community Engagement	Learning & Eval. 	Advancement	Fundraising (gen.) 	Discovery 		Legal 		
	Comm. Resources 		Online Fundraising 	Reading 		Communications 		
	Education 		FR Operations 	Editing	Collaboration 	Infrastructure	Analytics 	
	Comm. Liaisons 		Major Gifts 		Language Eng. 		Release Eng. 	
	Comm. Advocacy 		Fundraising Tech 		Multimedia 		Services 	
	Eng. Community 		Wikipedia Zero 		Parsing 		Operations 	
	Wikipedia Library 		Partnerships 		VisualEditor 		Labs 	
Talent & Culture 		Finance & Admin 		CTO	Research & Data 			
		Team Practices 			Performance 			
						Design Research 		
						Security 		

Q4 2014/15 objectives

118 objectives

35 teams

- **87 successes (74%)**
- **31 misses (26%)**



Misses include anything not delivered as planned, including “yellow” goals and those that were intentionally revised or abandoned due to changing priorities.

Analytics Update

Readership

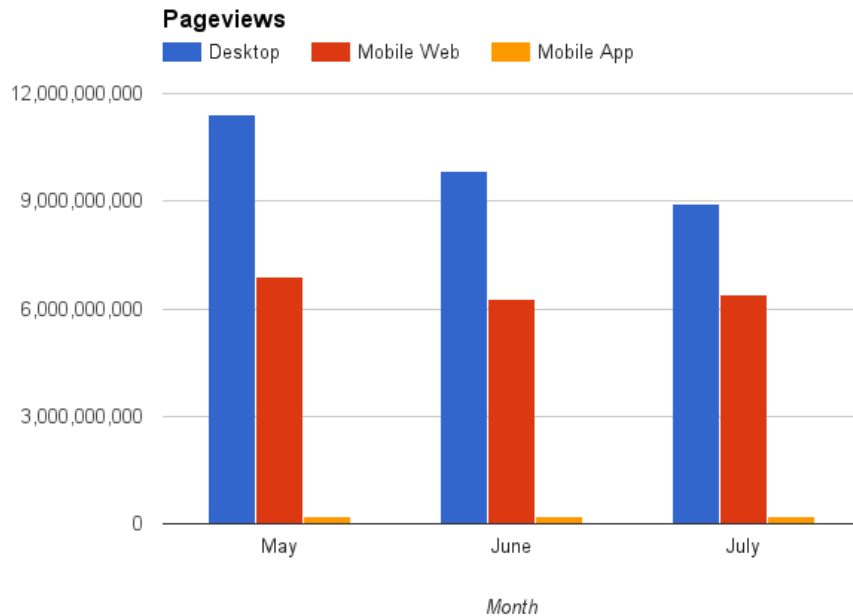
Editing

Discovery

Readership

	May	June	July
Desktop	11,414,068,284	9,839,076,568	8,934,443,515
Mobile web	6,890,346,631	6,276,296,162	6,391,948,976
Mobile app	222,756,285	207,228,677	213,708,549
Total	18,527,171,200	16,322,601,407	15,540,101,040

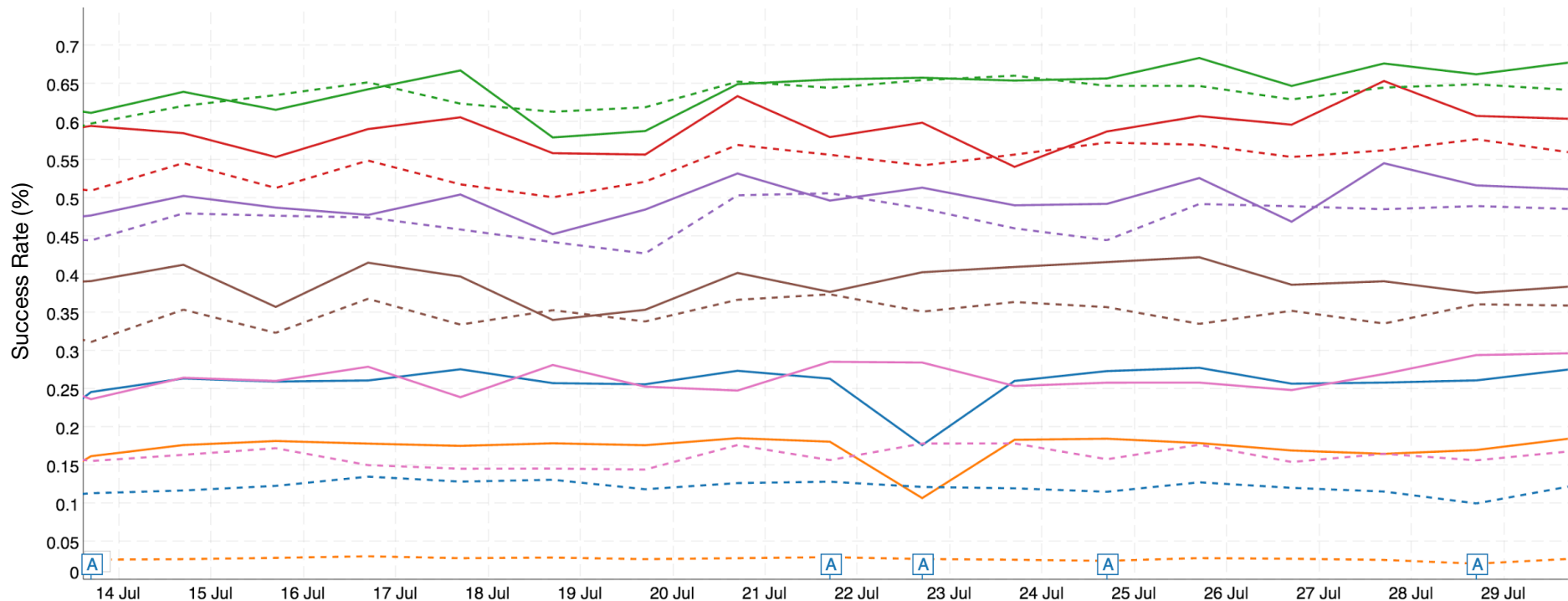
**Global pageviews
(excludes spiders)**



Editing dashboard

Success by Experience of User

MAR 31 - AUG 3



Source: <https://edit-analysis.wmflabs.org/compare/>

Editing successfully

Type of user	Visual editor
1000+ Edits	65%
100+ Edits	59%
5+ Edits	50%
First Edit	27%
Anonymous	17%
All Edits	26%

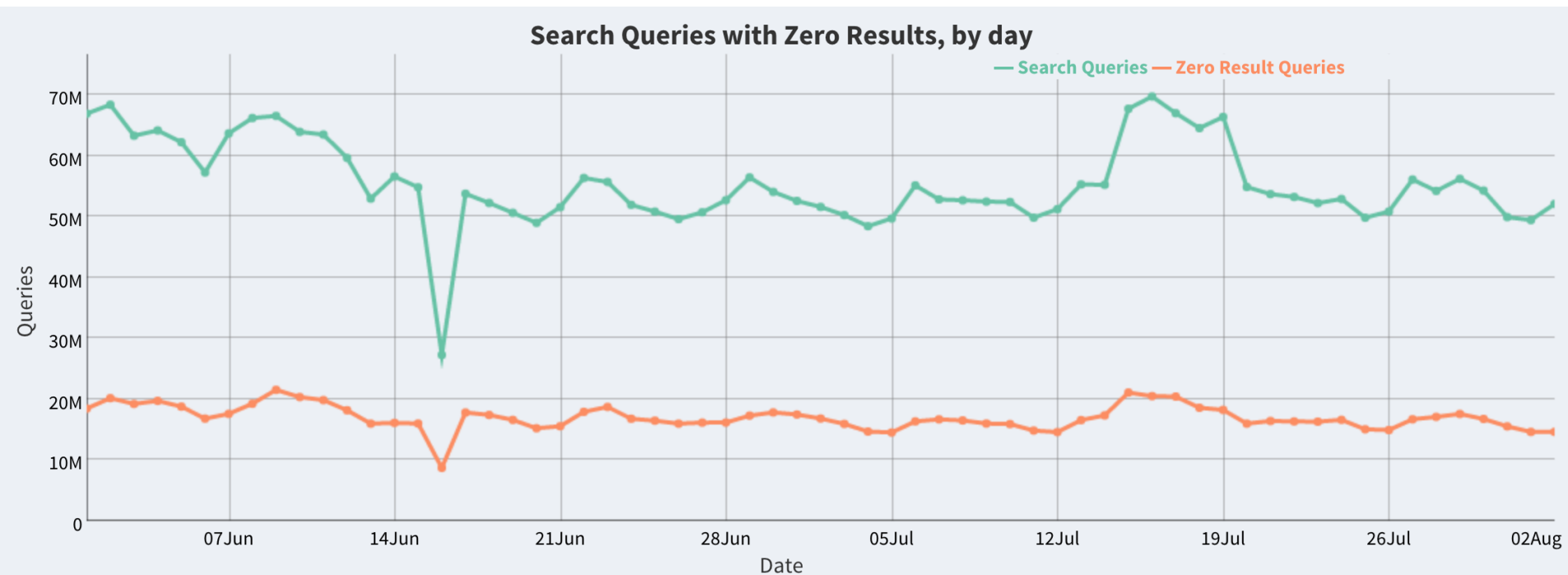
* Average from 2015-07-19 to 2015-8-1

Editing successfully

Type of user	Visual editor	Wikitext
1000+ edits	65%	63%
100+ edits	59%	55%
5+ edits	50%	47%
First edit	27%	16%
Anonymous	17%	2%
All edits	26%	12%

* Average from 2015-07-19 to 2015-8-1

Discovery



Discovery's [Quarter 1 goal](#) is to reduce the Zero Results rate to 12.5%

In summary

- Pageviews are down.
- Edits attempts using the visual editor turn into successful edits more often than ones using the Wikitext editor.
- The Discovery team is trying to make search better.
- Analytics team builds infrastructure to support the verticals.
- The Readership, Editing and Discovery verticals each have product managers and analysts responsible for developing and monitoring their key metrics.

Research Update

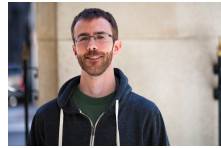


Photo by Flickr user digital internet CC BY-ND 2.0

Team Practices group



All teams have a seat at the table...



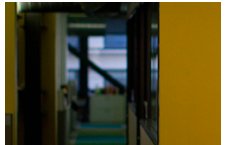
Product Management
and Engineering

Research Analytics

Design and Design Research



Communications



Community Engagement

Collaboratively decide (for this release)

Scope

Process

Success criteria

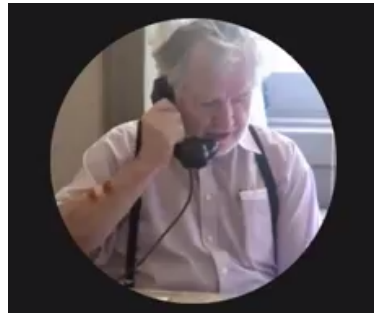
Scope

Focus on the basic editing tasks for new editors while not disrupting current Wikipedians.

Here's how it's working out from the research perspective...

Exploratory research before
getting around the launch table

Exploratory research: Interviews



We ran a survey to learn what kinds of tasks editors do and how frequently:

1. Add text (typos and grammar)
2. Add sentence, paragraph of text (add content)
3. Add an internal or external link
4. Add a reference / citation
5. Format text (bold, italic)

Fewer than 5 edits = 102

5-100 edits = 333

100+ edits = 291

Total respondents = 726

Editing Dog - Wikipedia

en.wikipedia.beta.wmflabs.org/wiki/Dog?action=edit

Testme Talk Sandbox Preferences Beta Watchlist Contributions Log out

Article Discussion Read Edit source Edit View history More Search

Paragraph A Cite Insert Ω Save page

Dog

From Wikipedia

This article is about the domestic dog. For related species known as "dogs", see Canidae. For other uses, see Dog (disambiguation).

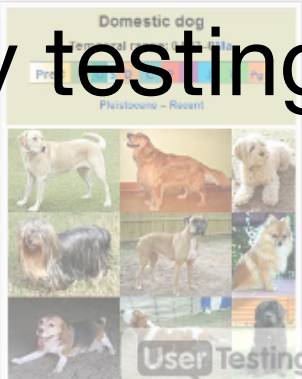
The domestic dog (*Canis lupus familiaris*) is a usually furry, carnivorous member of the *canidae* family. Domestic dogs are commonly known as "man's best friend". The dog was the first *domesticated animal* and has been widely bred by humans since at least 15,000 years ago. There are twelve recognized breeds of dog, with many others making them a total of over 300 breeds.

Taxonomy

In 1753, Carl Linnaeus listed among the types of *quadrupeds* familiar to him the Latin word for dog, *canis*. Among the species within this genus, Linnaeus listed the fox, as *Canis vulpes*, wolves (*Canis lupus*), and the domestic dog, (*Canis canis*). In later editions, Linnaeus dropped *Canis canis* and greatly expanded his list of the *Canis* genus of quadrupeds, alongside the foxes, wolves, and jackals and many more terms that are now listed as synonyms including *egyptius* (hairless dog), *aquaticus* (water dog), and *mustelinus* (literally "badger dog").

so that later experts have been widely used for domestic dogs as a species: *Canis domesticus* and *Canis familiaris*, the "common" or "familiar" dog.

ements in *molecular biology*, the mitochondrial DNA *mtDNA* analysis of extant (i.e. living today) *Canis* species indicated that "The domestic dog is an extremely close relative of the gray wolf, differing from it by at most 0.2% of *mtDNA* sequence.... In comparison, the gray wolf differs from its closest wild relative, the coyote, by about 4% of mitochondrial DNA sequence." In the same year, the domestic dog *Canis familiaris* was reclassified as *Canis*



Domestic dog

Platibeiro - Revert

User Testing

Nine different breeds of dogs.

Conservation status

Evaluative research. Usability testing

Step 3 of 10 | 01:46 | Next X

3 If you are not there already, please press the "Edit" tab on the top right of the page. Be sure to click on the "Edit" tab, and not the "Edit Source" tab. Now, let's do some editing!

Previous Remember: Tell us what you're thinking! Help

1.0x Send Video

01:46 14:20

Usability testing basic editing tasks

- Know how to begin editing
- Adding text
- Making existing text bold
- Making existing text italicized
- Creating a new subsection
- Adding a citation
- Editing a citation
- Adding an internal link
- Removing an internal link
- Adding an external link to the External Links section
- Finalizing/saving edits


Usability test results

- ✓ Know how to begin editing
- ✓ Adding text
- ✓ Making existing text bold (2 used “CTRL b”)
- ✓ Making existing text italicized (2 used “CTRL i”)
- ✗ Creating a new subsection 2 of 6 succeed
- ✗ Adding a citation 2 of 6 succeed
- ✓ Editing a citation 4 of 6 succeed
- ✗ Adding an internal link 3 of 6 succeed
- ✓ Removing an internal link 5 of 6 succeed
- ✓ Adding an external link to the External Links section 5 of 6 succeed
- ✓ Finalizing/saving edits 5 of 6 succeed

These tasks failed usability testing

- X Creating a new subsection 2 of 6 succeed
- X Adding a citation 2 of 6 succeed
- X Adding an internal link 3 of 6 succeed

Team discussion: What to fix before A/B



WIKIPEDIA
The Free Encyclopedia

- Main page
- Contents
- Featured content
- Current events
- Random article
- Donate to Wikipedia
- Wikipedia store

Interaction

- Help
- About Wikipedia
- Community portal







ARipstra (WMF) 1 Talk Sandbox Preferences Beta Watchlist Contributions Log out









Article Talk

Read Edit source Edit View history ☆ Search

Editing Design research

Content that *violates any copyrights* will be deleted. Encyclopedic content must be *verifiable*. Work submitted to Wikipedia can be edited, used, and redistributed—by anyone—subject to *certain terms and conditions*.


B I       Advanced ▶ Special characters ▶ Help ▶ Cite

Heading ▼ Format ☰     A⁺ A⁻ A⁺ A⁻ Insert    

:"For the store, see [[Design Research (store)]]."

""Design research"" was originally constituted as primarily research into the process of design, developing from work in [[design methods]], but the concept has been expanded to include research embedded within the process of design, including work concerned with the context of designing and research-based design practice. The concept retains a sense of generality, aimed at understanding and improving design processes and practices quite broadly, rather than developing domain-specific knowledge within any professional field of design.

== Origins ==



WIKIPEDIA
The Free Encyclopedia

- Main page
- Contents
- Featured content
- Current events
- Random article
- Donate to Wikipedia
- Wikipedia store





Interaction

- Help
- About Wikipedia

ARipstra (WMF) 1 Talk Sandbox Preferences Beta Watchlist Contributions Log out

Article Talk

Read Edit source Edit View history ☆ Search

← → Paragraph ▼  ▼   Cite ☰ ▼ Insert ▼  ▼ Ω ? ☰ Save page

Design research

From Wikipedia, the free encyclopedia

For the store, see [Design Research \(store\)](#).

Design research was originally constituted as primarily research into the process of design, developing from work in [design methods](#), but the concept has been expanded to include research embedded within the process of design, including work concerned with the context of designing and research-based design practice. The concept retains a sense of generality, aimed at understanding and improving design processes and practices quite broadly, rather than developing domain-specific knowledge within any professional field of design.

Team decision:

- ~~X Creating a new subsection 2 of 6 succeed~~
- X Adding a citation 2 of 6 succeed
- ~~X Adding an internal link 3 of 6 succeed~~



Design iteration, and usability test again

Before

edia.beta.wmflabs.org/w/index.php?title=Dog&veaction=edit

Paragraph

runs across the width of the retina and gives them a very wide field of excellent vision. Some long-muzzled breeds (compared to 180° for humans). Short-nosed breeds, on the other hand, have an "area centralis": a central patch of retina, giving them detailed sight much more like a human's. Some broad-headed breeds with short noses have a "foveal pit".

Most breeds have good vision, but some show a genetic predisposition for myopia – such as Rottweilers, with which they also have a greater divergence of the eye axis than humans, enabling them to rotate their pupils farther in any direction, up to 25° depending on the breed.^[26]

Experimentation has proven that dogs can distinguish between complex visual images such as that of a cube or the silhouette of a dog on a screen, their own reflections, or videos of dogs; however, their interest declines sharply when the images are rotated.^[26]

Hearing

The frequency range of dog hearing is approximately 40 Hz to 60,000 Hz, which means that dogs can detect sounds far beyond the upper limit of the human auditory spectrum.^{[20][31][32]} In addition, dogs have ear mobility, which allows them to rapidly pinpoint the exact location of a sound. Eighteen or more muscles can tilt, rotate, raise, or lower a dog's ear. A dog can identify a sound's location much faster than a human can, as well as hear sounds at four times the distance.^[33]

The physiology of a dog ear.

dominated by a large visual cortex, the dog brain is dominated by a large visual cortex, relative to the size of the brain. The olfactory bulb in dogs is 100 times bigger than the olfactory bulb in humans, relative to the size of the brain. Consequently, it has been estimated that dogs, in general, have an olfactory sense ranging from one hundred thousand to one million times more sensitive than a human's. In some dog breeds, such as bloodhounds, the olfactory sense may be up to 100 million times greater than a human's.^[33] The wet nose, or rhinarium, is essential for determining the direction of the air current containing the smell. Cold receptors in the skin are sensitive to the cooling of the skin by evaporation of the moisture by air currents.^[34]

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big

After

Wikipedia x

edia.beta.wmflabs.org/wiki/Dog?veaction=edit

chrome to save your password?

Paragraph

The frequency range of dog hearing is approximately 40 Hz to 60,000 Hz, which means that dogs can detect sounds far beyond the upper limit of the human auditory spectrum.^{[20][31][32]} In addition, dogs have ear mobility, which allows them to rapidly pinpoint the exact location of a sound. Eighteen or more muscles can tilt, rotate, raise, or lower a dog's ear. A dog can identify a sound's location much faster than a human can, as well as hear sounds at four times the distance.^[33]

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big

As you may know, in Wikipedia, facts require citations. Please add a citation to the last sentence in the section entitled 'Hearing'. Here is the source website for you to use: http://www.k9puppydogs.com/html/dog_sense_of_hearing.htm

Transformation of the ears of a huskamute puppy in 6 days

The wet, textured nose of a dog

Add a citation

URL or DOI

Or use the full citation dialog to fill in the details yourself.

User Testing

Usability: Validating changes

- ✓ Creating a new subsection 7 of 10 succeed
- ✓ Adding a citation 9 of 10 succeed
- ✓ Editing a citation 9 of 10 succeed
- ✓ Adding a second citation 8 of 10 succeed
- ✓ Finalizing/saving edits 6 of 10 succeed
- ✓ Understanding 'automatic', 'manual', and 're-use' cite tab 10 of 10 succeed

Unblocked!
Ready for A/B testing

Aaron...



What happens when we give the visual editor to new editors?

H1. More of them will contribute productively.

(assumes technical literacy is a limitation)

H1. More of them will contribute productively.

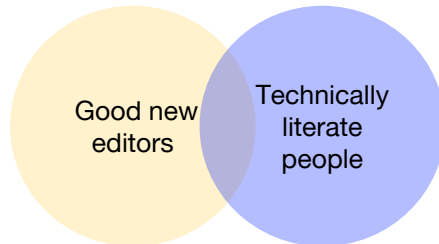
(assumes technical literacy is a limitation)

H2. There'll be way more damage!

H1. More of them will contribute productively.

(assumes technical literacy is a limitation)

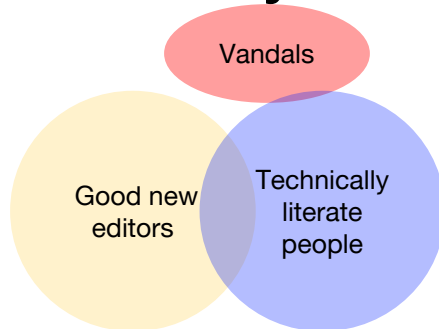
H2. There'll be way more damage!



H1. More of them will contribute productively.

(assumes technical literacy is a limitation)

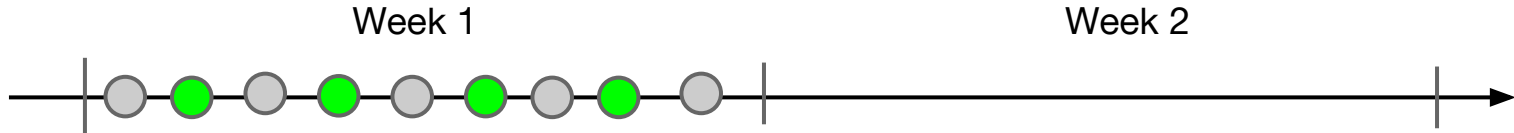
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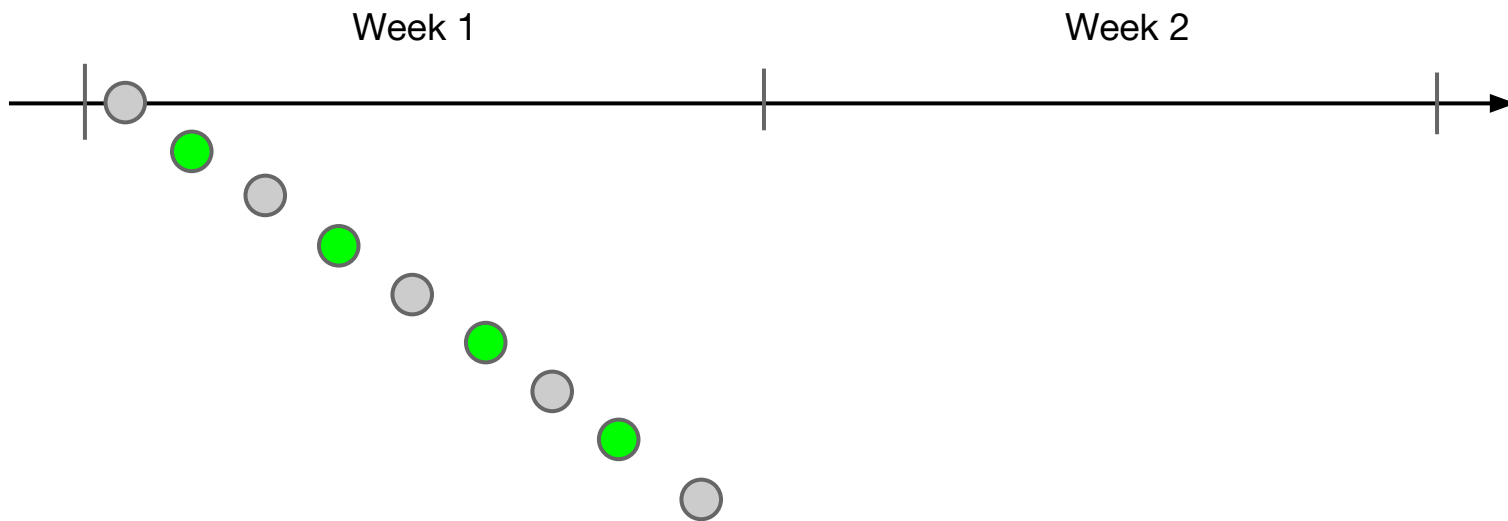
English Wikipedia



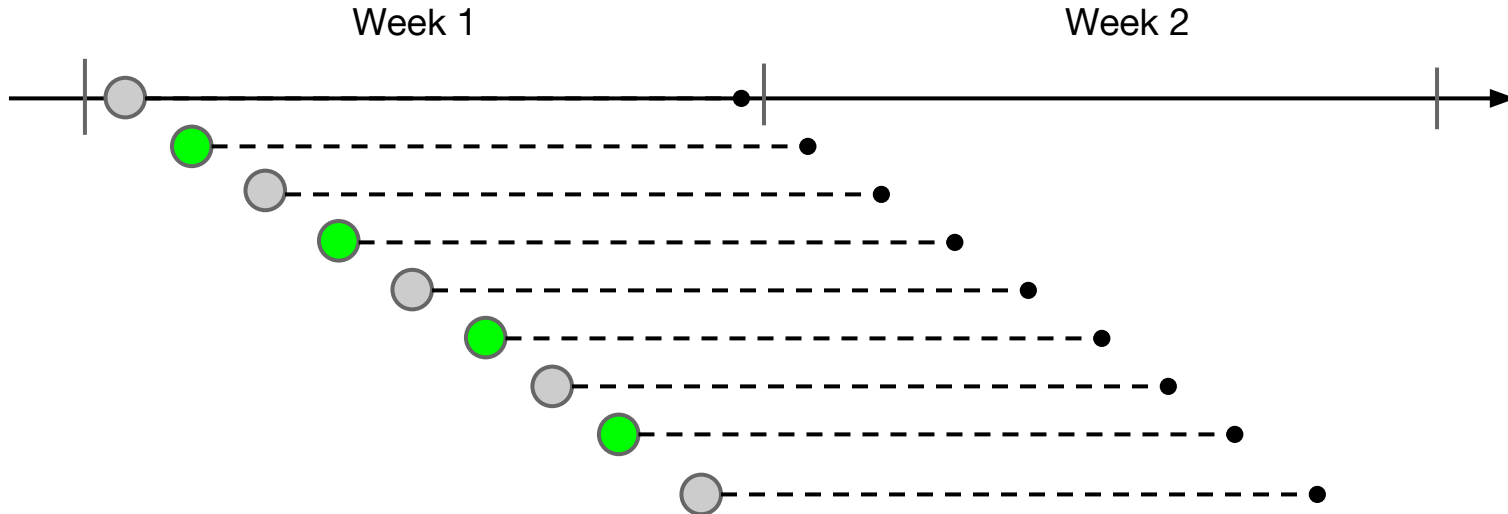
English Wikipedia



English Wikipedia



English Wikipedia



H1. More productive?

H1. More productive?

- Productive edits?

H1. More productive?

- Productive edits? *no significance*

H1. More productive?

- Productive edits? *no significance*
- Article edits?

H1. More productive?

- Productive edits? *no significance*
- Article edits? *no significance*

H1. More productive?

- Productive edits? *no significance*
- Article edits? *no significance*
- Editing sessions?

H1. More productive?

- Productive edits? *no significance*
- Article edits? *no significance*
- Editing sessions? *no significance*

H1. More productive?

- Productive edits? *no significance*
- Article edits? *no significance*
- Editing sessions? *no significance*
- Time spent editing?

H1. More productive?

- Productive edits? *no significance*
- Article edits? *no significance*
- Editing sessions? *no significance*
- Time spent editing? *no significance*

H1. More productive?

- Productive edits? *no significance*
- Article edits? *no significance*
- Editing sessions? *no significance*
- Time spent editing? *no significance*

No effect on productivity

H2. More damage?

H2. More damage?

- More newcomers blocked for vandalism?

H2. More damage?

- More newcomers blocked for vandalism?
 - Not significant

H2. More damage?

- More newcomers blocked for vandalism?
 - Not significant
- Reverted edits?

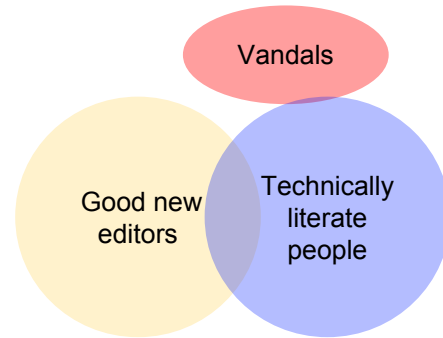
H2. More damage?

- More newcomers blocked for vandalism?
 - Not significant
- Reverted edits?
 - Significantly fewer -- but tiny effect.

H2. More damage?

- More newcomers blocked for vandalism?
 - Not significant
- Reverted edits?
 - Significantly fewer -- but tiny effect.

Slight reduction in damage



Vandals

Good new
editors

Technically
literate
people



Read more...

[\[:m:R:VisualEditor's effect on newly registered editors\]](#)

Q&A