Agenda

- Welcomes
- Community update
- Metrics
- Research
- Product demo
- Feature
- Questions and discussion
Welcome

Requisition hires:
- Lani Goto - Finance & Administration - SF
- Natalia Harateh - Product - Scotland
- Sam Wilson - Product - Australia
- Lena Traer - Finance & Administration - SF
- Manuel Arostegui - Technology - Spain

Contractors, interns & volunteers:
- Leighanna Mixter - Legal - SF
- Katie Koerper - Communications - SF
- Thea Skaff - Advancement - SF
- Valonna Fowler - T&C - SF
Anniversaries

Mark Bergsma (10 yrs)
Erik Zachte (8 yrs)
Michelle Paulson (8 yrs)
Santhosh Thottingal (5 yrs)
Chris Johnson (5 yrs)
Dan Andreescu (4 yrs)
Dan Garry (3 yrs)
Jorge Vargas (2 yrs)
Ellery Wulczyn (2 yrs)
Alex Stinson (2 yrs)

Bahodir Mansurov (2 yrs)
Jeff Hobson (2 yrs)
Bartosz Dzewonski (2 yrs)
Marti Johnson (2 yrs)
Marcel Ruiz Forns (2 yrs)
Sati Houston (2 yrs)
Jake Orlowitz (2 yrs)
Karen Brown (1 yr)
Alan Lau (1 yr)
Jeff Elder (1 yr)
Community update
- Wikimedia Central and Eastern Europe, 5th annual meetup
- August 27 - 29
- ~60 people from over a dozen different countries
- **Trainings** on: social media, project management, wikidata, conflict management online, reporting and storytelling.
- **Programs** focus on: education, GLAM, WikiProject Med, Gender Gap.
- Reflections on the impact of small and large meetups.
Wiki Loves the Olympics
● **Editing contest** organized by Wikimedia Iberocoop
● August 5 - September 18
● Covered 2016 Summer Olympics and Paralympics.
● ~30 participants across 13 languages, +1,050 articles edited
● Strong participation from es.wp community (~450 art.) followed by pl.wp (~190 art.)
● Created lists of articles requested using the Missing Topics tool.
● More: [https://meta.wikimedia.org/wiki/Wiki_Loves_the_Olympics](https://meta.wikimedia.org/wiki/Wiki_Loves_the_Olympics)
Women of the Antarctic
- Editing marathon hosted by Scientific Committee on Antarctic Research (SCAR), in partnership with Women in Red and Women in Science.
- August 23.
- ~350 attendees worked on +100 articles and added 72 new images to acknowledge women scientists in the Antarctic.
- “This wikibomb gives us, and people everywhere, access to greater knowledge, strong role models, and a richer understanding of the history of this shared global space - women included.”
Wikimedia project milestones

- Wikidata reached 20,000,000 items.
- Chinese Wikipedia reached 900,000 articles.
- Albanian Wikipedia reached 60,000 articles.
Upcoming collaborations with communities

- **Leadership Development Dialogue:** ongoing until October 16th. [meta:Community_Engagement/Leadership_Development_Dialogue](meta:Community_Engagement/Leadership_Development_Dialogue)
- **Legal consultation on CC 4.0:** Starts on Oct 4th.
- **WikiConference North America:** October 7 - 10 in San Diego, CA.

Share your collaborations with communities on Meta if you expect to reach 50+ people: [meta:Community_Engagement/Calendar](meta:Community_Engagement/Calendar)
Fundraising overview

$77.2 MILLION DOLLARS RAISED FROM
5.4 MILLION DONATIONS

* INCLUDES CHECKS, SPONTANEOUS DONATIONS AND ANONYMOUS GIFTS
ALL AMOUNTS IN USD

WIKIMEDIA FOUNDATION
Donations per continent

Note: all amounts rounded in USD. Continent totals may exclude anonymous donations.
Donations per month

Monthly revenue as portion of total

- October: 47.5%
- November: 11.5%
- December: 10%
- January: 4.2%
- February: 7.7%
- March: 1.4%
- April: 1.1%
- May: 1.0%
- June: 0.8%
- July: 0.5%
- September: 0.1%
Change over time

- 2009 - 2010: $15.1 million, avg: $35.67
- 2010 - 2011: $26.4 million, avg: $27.75
- 2011 - 2012: $38 million, avg: $21.25
- 2012 - 2013: $45.3 million, avg: $17.27
- 2013 - 2014: $52.6 million, avg: $19.14
- 2014 - 2015: $75.5 million, avg: $15.20
- 2015 - 2016: $77.2 million, avg: $14.35

Notes:
- Currency shown in USD
- 2015 - 16 Fiscal Year totals represent gifts received during the year, excluding commitments for future donations.
Email overview

- '14-'15: $8.3m
- '15-'16: $16.9m
- 103% increase in revenue via email in 2015 - 2016
## Benchmark Comparisons

<table>
<thead>
<tr>
<th></th>
<th>Open Rate</th>
<th>Click Rate</th>
<th>Conversion Rate</th>
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<tbody>
<tr>
<td><strong>Industry Average</strong></td>
<td>17%</td>
<td>0.7%</td>
<td>0.28%</td>
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<tr>
<td><strong>M+R 2016 Fundraising Benchmarks</strong></td>
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<tr>
<td><strong>Wikimedia</strong></td>
<td>40% (2.35×)</td>
<td>9.9% (14.1×)</td>
<td>8.7% (30.9×)</td>
</tr>
</tbody>
</table>
Email newsletters

- A long-term test in Apr. - Dec. 2015 showed that donors who received 2 newsletters prior to the donation campaign were 14% more likely to give again.

- We are sending newsletters to 2 million US & GB donors in 2016, testing different types of content:
  - Video email
  - Blog highlights
  - Fun Facts from Wikipedia

WIKIMEDIA FOUNDATION
Banner tests

2,086 fundraising banners tested in FY1516
58% more banner tests than the previous cycle
58% of donors gave the first time they saw a banner

- Adopted Knowledge copy suggested by Staff:
  “We believe knowledge is a foundation. A foundation for human potential, for freedom, for opportunity. We believe everyone should have access to knowledge—for free, without restriction, without limitation.”

- Saw significant gains from localized copy tests, inserting Country Name in the opening line of desktop banners (e.g. *Today we ask readers in Malaysia to help Wikipedia.*) This copy beats the generic control by an average of 10.5%.
Highlight: Remind me later

204,459 email addresses collected

$1,350,000 estimated revenue from remind me later contacts in FY1617
Up next

- Mobile app fundraising messages
- Mobile web banner improvements
- Email optimization
- New payment methods
- Improvements to recurring donations

### Changing Readership

<table>
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<tr>
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<th>Annual change (2013-16, linear)</th>
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<tbody>
<tr>
<td>Total</td>
<td>-3%</td>
</tr>
<tr>
<td>Desktop</td>
<td>-18%</td>
</tr>
<tr>
<td>Mobile (web + apps)</td>
<td>+25%</td>
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</table>

Rise of mobile readership does not offset the decline of desktop
Major Gifts

$9,500,000 raised from 1,416 donations

Like extremely active editors who contribute a multitude of content to Wikimedia projects, benefactors who give at a high level bolster the foundations of our entire knowledge base.

Most Major Gifts support general operating budget. A few support specific programs such as Wikipedia Zero.

CC by SA 3.0, David Peters
FR-Tech

- CiviCRM: de-duplicate donor records
  - >2 million records “de-duped” as of today
  - Estimated 5% improvement, or + $850k, in conversion in email appeals
  - Estimated 40%-50% improvement in Major Gifts maintenance work during Big English

- Enabled donations in 8 new countries
  - Adjusted: Astropay, Worldpay, Adyen, Amazon

- Banner history offers a friendlier alternative to unique tokens.
Community Engagement

- June Staff Feedback sessions: 2 sessions with ~30 staff, generating 47 testable ideas
- Throughout FY 2016-17, we will host community feedback sessions
- Interested in getting involved? Contact seddon@wikimedia.org
Research update
What’s the single, most important ingredient of a Wikipedia article?
Wikipedia: Verifiability, not truth

From Wikipedia, the free encyclopedia

This essay contains the advice or opinions of one or more Wikipedia contributors on the Verifiability policies. Essays are not Wikipedia policies or guidelines. Some essays represent widespread norms; others only represent minority viewpoints.

This page in a nutshell: Any material added to Wikipedia must have been published previously by a reliable source. Editors may not add content solely because they believe it is true, nor delete content they believe to be untrue, unless they have verified beforehand with a reliable source.

Wikipedia's core sourcing policy, Wikipedia: Verifiability, used to define the threshold for inclusion in Wikipedia as "verifiability, not truth". "Verifiability" was used in this context to mean that material added to Wikipedia must have been published previously by a reliable source. Editors may not add their own views to articles simply because they believe them to be correct, and may not remove sources' views from articles simply because they disagree with them.
World’s top DOI referrals

crosstech.crossref.org/2014/02/many-metrics-such-data-wow.html
blog.crossref.org/2016/05/https-and-wikipedia.html

wikimedia.org
Preferred resource for knowledge acquisition

Results: The participants valued lecture notes (73.7%) and Wikipedia (74%) as their most important online sources for knowledge acquisition. Missing integration of e-learning into teaching was seen as the major pitfall (58.7%). The learning management system was mostly used for study information (68.3%), preparation of exams (63.3%) and lessons (54.5%). Clarity (98.3%), teaching-related contexts (92.5%) and easy use of e-learning offers (92.5%) were rated highest. Interactivity was most important in free-text comments (n = 123).

Most visited resource during public health crises

Most used internet site in Liberia, Sierra Leone and Guinea for Ebola during 2014 outbreak

Greater than CNN, CDC and WHO

Heilman (2016) tinyurl.com/jfuyduv
average goat lifespan

15 – 18 y
Goat, Lifespan
“Siri how long do greyhounds live”
tap to edit

Checking...

The answer is about 11 years.

Input interpretation
Greyhound (dog breed) mean life span

Result
11 years

Unit conversions
1.1 decades
4020 days
96400 hours
5.78 \times 10^4 minutes
3.47 \times 10^8 seconds

*WolframAlpha*
Technical support for sourcing and verifiability
The molecular origins of insulin go at least as far back as the simplest unicellular eukaryotes.\cite{LeRoith} Apart from animals, insulin-like proteins are also known to exist in Fungi and Protista kingdoms.
References in Wikidata

tools.wmflabs.org/wikidata-todo/stats.php
A bibliographic database for all Wikimedia projects?
WikiCite goals

Build a repository of bibliographic metadata in Wikidata

Design data models, technology and workflows to improve the coverage, quality, standards-compliance, machine-readability of bibliographic metadata supporting Wikimedia references
### WikiCite workgroup reports

[meta.wikimedia.org/wiki/WikiCite_2016](http://meta.wikimedia.org/wiki/WikiCite_2016)

<table>
<thead>
<tr>
<th>Main workgroups</th>
<th>edit</th>
<th>edit source</th>
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<tbody>
<tr>
<td><strong>Group 1:</strong> Modeling bibliographic source metadata  &lt;br&gt; Discuss and draft data models to represent different types of sources as Wikidata items</td>
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<tr>
<td><strong>Group 2:</strong> Reference extraction and metadata lookup tools  &lt;br&gt; Design or improve tools to extract identifiers and bibliographic data from Wikipedia citation templates, look up and retrieve metadata</td>
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<tr>
<td><strong>Group 3:</strong> Representing citations and citation events  &lt;br&gt; Discuss how to express the citation of a source in a Wikipedia artifact (such as a Wikipedia article, a Wikidata statement, etc.) and review alternative ways to represent them</td>
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<tr>
<td><strong>Group 4:</strong> (Semi-)automated ways to add references to Wikidata statements  &lt;br&gt; Improve tools for semi-automated statement and reference creation ([BrapiRel], [ContentMine])</td>
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<tr>
<td><strong>Group 5:</strong> Use cases for source-related queries  &lt;br&gt; Identify use cases for SPARQL queries involving source metadata. Obtain a small open licensed bibliographic and citation graph dataset to build a proof-of-concept of the querying and visualization potential of source metadata in Wikidata. Includes work on Zika virus</td>
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<tr>
<td><strong>Additional workgroups</strong></td>
<td>edit</td>
<td>edit source</td>
</tr>
<tr>
<td><strong>Group 6:</strong> Wikidata as the central hub on license information on databases  &lt;br&gt; Add license information to Wikidata to make Wikidata the central hub on license information on databases</td>
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<tr>
<td><strong>Group 7:</strong> Using citations and bibliographic source metadata  &lt;br&gt; Merge groups working on citation structure and source metadata models and integrate their recommendations</td>
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<td><strong>Group 8:</strong> Citoid-Wikidata integration  &lt;br&gt; Extend Citoid to write source metadata into Wikidata</td>
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WikiCite highlights
rich bibliographic data models

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<tr>
<th>Journal articles</th>
<th>author · short author name · editor · title · subtitle · publication date · published in · volume · issue · page(s) · license · full text available at · reference URL · language of work or name · original language of work · main subject · Commons category · sponsor · external data available at · corrigendum / erratum · Identifiers: article ID · DOI · PubMed ID · PMCID · arXiv ID · ZooBank publication ID · JSTOR article ID · Social Science Research Network ID · NIOSHTIC-2 ID · Dialnet article · OpenCitations bibliographic resource ID</th>
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<tr>
<td>Journals</td>
<td>title · publisher · ISSN · place of publication · editor · license · language of work or name · original language of work · part of · distribution · inception · dissolved or abolished · printed by · main subject · Commons category · ISO 4 abbreviation · Identifiers: SUDOC editions · ZDB ID · JSTOR journal code · Norwegian Register journal ID · bibcode · Dialnet journal · HathiTrust id · Persée journal ID · UNZ journal identifier · Research Papers in Economics Series handle · BNE journal ID · Latindex ID</td>
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</table>

wikidata.org/wiki/Wikidata:WikiProject_Source_MetaData
all PubMed Central articles cited in English Wikipedia via a PMCID

<table>
<thead>
<tr>
<th>Statements</th>
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</thead>
<tbody>
<tr>
<td>page(s)</td>
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<tr>
<td>volume</td>
</tr>
<tr>
<td>issue</td>
</tr>
<tr>
<td>short author name</td>
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<td>series ordinal :</td>
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<tr>
<td>title</td>
</tr>
<tr>
<td>published in</td>
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<tr>
<td>publication date</td>
</tr>
<tr>
<td>original language of work</td>
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</table>

wikidata.org/wiki/Q24685088
500,000+ statements representing citations between works

cites (P2860)
bibliographic citation | citation
citation from one creative work to another

Type: WikibaseItem
subproperty of: cites is not a subproperty of any other property
instance of: cites is a(n) Wikidata property for items about works

<table>
<thead>
<tr>
<th>Property Usage</th>
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<tbody>
<tr>
<td>Entities</td>
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<tr>
<td>PD 0332991, a selective cyclin D kinase 4/6 inhibitor, preferentially inhibits proliferation of luminal estrogen receptor-positive human breast cancer cell lines in vitro,</td>
</tr>
<tr>
<td>Animal cell differentiation patterns suppress somatic evolution,</td>
</tr>
<tr>
<td>Tetrahydrohyperforin and octahydrohyperforin are two new potent inhibitors of angiogenesis,</td>
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<tr>
<td>Molecular Structure of Nucleic Acids: A Structure for Deoxyribose Nucleic Acid, Sociobiology: The New Synthesis,</td>
</tr>
<tr>
<td>Sidereus Nuncius, The Extended Mind, The Double Helix, Imperialism, the Highest Stage of Capitalism,</td>
</tr>
<tr>
<td>The Descent of Man, and Selection in Relation to Sex, Griswold v. Connecticut,</td>
</tr>
<tr>
<td>The Structure of Scientific Revolutions, What Is to Be Done?, Epperson v. Arkansas, As We May Think, View of Delft, The Third Chimpanzee, Roe v. Wade, On the origin of species, ... further results</td>
</tr>
<tr>
<td>Typical Properties</td>
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<tr>
<td>Statements</td>
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</table>

[tools.wmflabs.org/sqid/#/view?id=P2860&lang=en]
complete research literature on Zika

Pathogen transmission process

Encyclopedic layer

Expert curation layer

Bibliographic layer

Open citation layer

Wikimedia Foundation
Join us

{} wikicite

meta:WikiCite
wikidata:WD:WikiProject Source
@wikicite
wikicite-discuss list

WikiCite is a proposal to build a bibliographic database in Wikidata to serve all Wikimedia projects. WikiProject Source MetaData is the place on Wikidata where coordination of these efforts happens.

Events [edit | edit source]
- WikiCite 2016 (Berlin, May 2016)
- WikiCite 2017

News [edit | edit source]
Media coverage, events and presentations related to WikiCite.

meta.wikimedia.org/wiki/WikiCite
Product demo: banner history
Users’ actions in relation to banners depend on more than the actual content of banners.

A significant factor is the history and timing of banners seen (or not).

Logs of banner displays contained very little data about this history.

More data should lead to better targeting of banners, and so less banners shown in all.
Some specific questions

- How effective is the large-banner-first approach?
- When does the cost of showing a client another banner outweigh the benefit of a possible donation?
- When does banner fatigue set in?
Banner history system

- The banner history logger accumulates log entries in the user’s browser, in LocalStorage.
- Main data items stored:
  - Campaign, banner, time and date (reduced accuracy to protect privacy), hide/show status
- Data not stored:
  - articles seen and user actions, user names, addresses or any unique identifiers
EventLogging

- Some randomly selected users send their stored banner histories back to WMF.
- Banner histories are sent back for 100% of users who click on “Donate”.
- For users who click on “Donate”, a temporary unique ID is generated so we can correlate histories to donations.
- It should not be possible to correlate banner history with any data on wiki activity.
THANK YOU
Extra slides for questions
Campaign timeline

- Email program launches
- Desktop Banners
- Mobile Banners
- Impressions limited

# days before Banners:
Email campaign starts

- Desktop Banner
Campaign Enabled

- Mobile & iPad Banner
Campaign Enabled

Impressions limited to 3
We made a significant change to our mobile banners, moving from a bottom-of-page fixed overlay to an in-article banner inserted in the page. This “Inline” banner matched the fixed banner in donations per impressions, and we have continued to make improvements to its design and conversion.
U.S. readers survey

In October of 2015, the fundraising team engaged Lake Research Partners (LRP) to conduct a detailed survey of Wikimedia readers. Topics covered include recollection of and response towards Wikimedia fundraising messages, as well as general charitable habits and perceived value of Wikipedia.

- Majorities of readers see Wikimedia fundraising messages as necessary and relatively infrequent
- By a 2:1 margin, readers say they are not annoyed when fundraising messages appear on Wikipedia
- Laptop computers remain the most popular way to access Wikipedia, but both laptop and desktop usage declined in ‘16
- Smartphones have overtaken desktop computers as the second most popular way to access Wikipedia
The Wikipedia store

FY1516
Gross Sales: $85,503
Net Sales: $36,070
Community engagement

- Joseph Seddon, long time Wikimedian, joins as Advancement Associate
- Building better relations with the affiliates. Active consultation and coordination of campaigns. First attendance at the Berlin Wikimedia Conference for 5 years
- Creation of CentralNotice request process to improve transparency and ability of WMF to coordinate with community groups
- Community Merchandise Giveaway backlog cleared
Questions and discussion