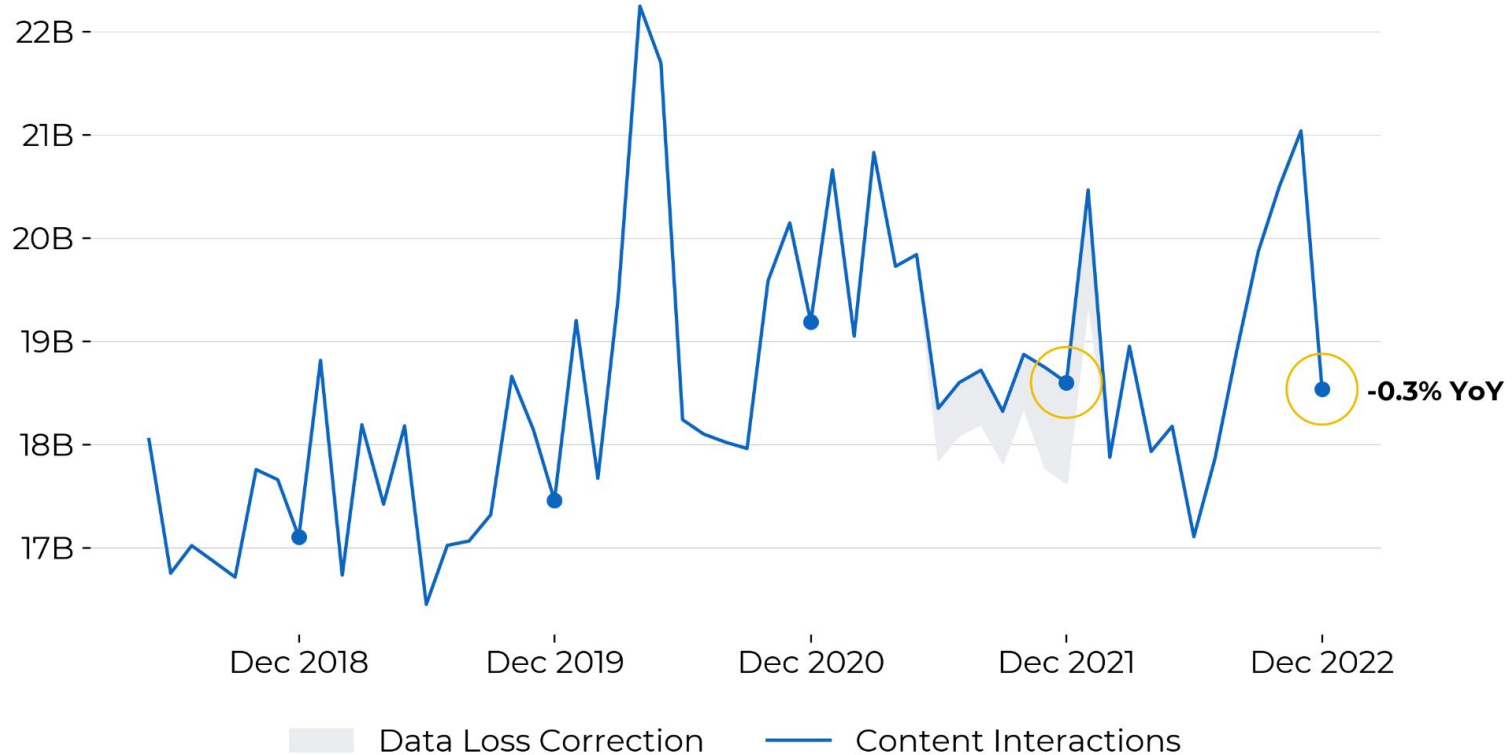


# December 2022 Wikimedia movement metrics

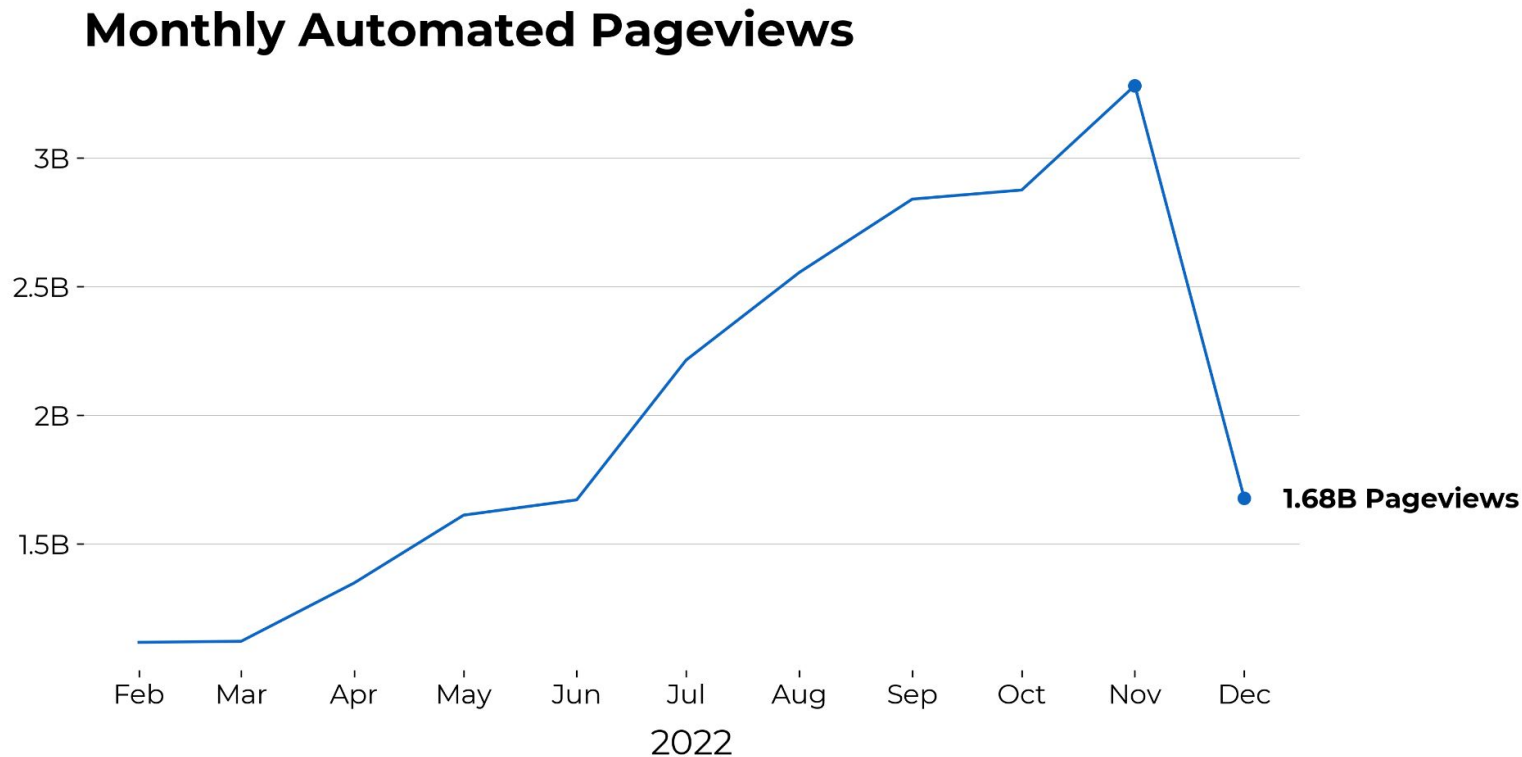


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**Content interactions:** There were 18.5B content interactions in December, a -0.3% drop over last year

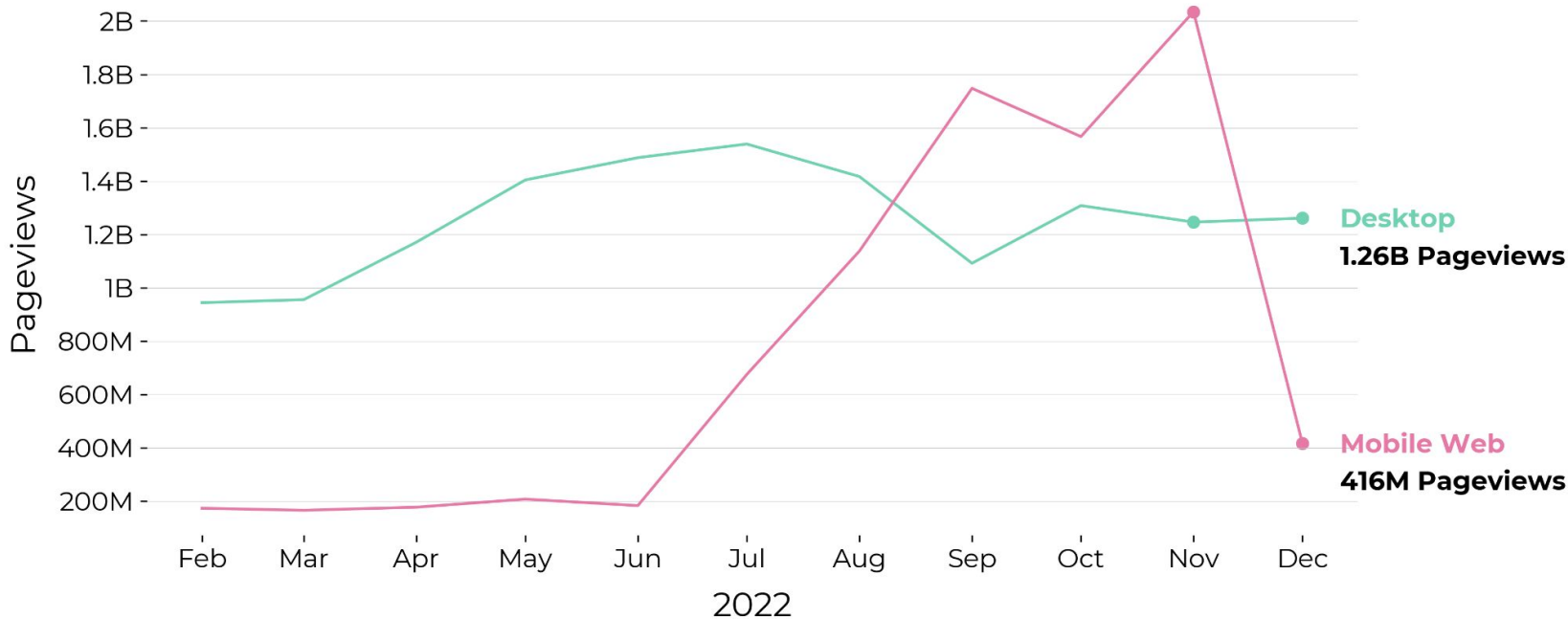


# Automated pageviews: Sharp drop in automated bot traffic compared to previous months

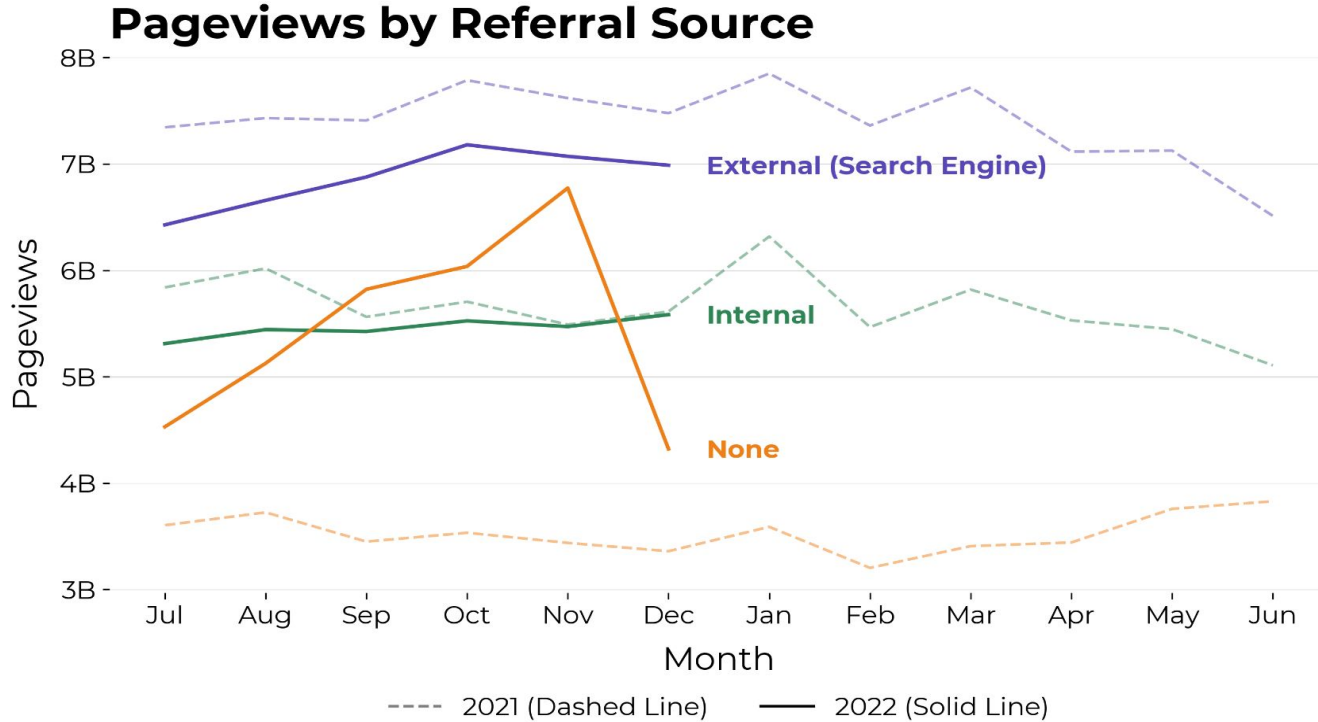


**Automated pageviews: desktop vs mobile web:** The drop in Automated traffic affected mobile web pageviews which saw a slower growth this month

## Monthly Automated Pageviews (Source)

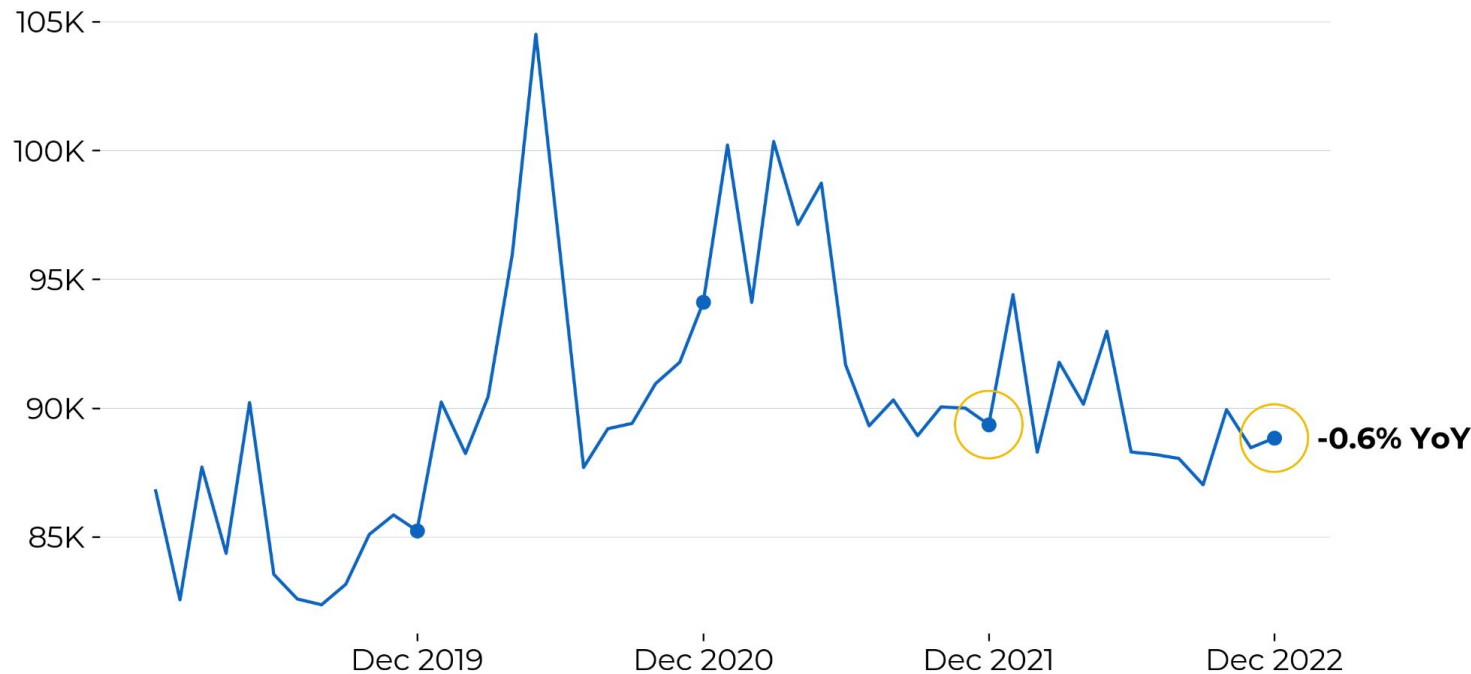


**Pageviews by referral source:** External Search referrer traffic continued steady decline by -6% YoY, Internal referrer traffic saw a -0.5% dip YoY. None or Direct traffic experienced a slower growth this month, due to the drop in automated bot traffic



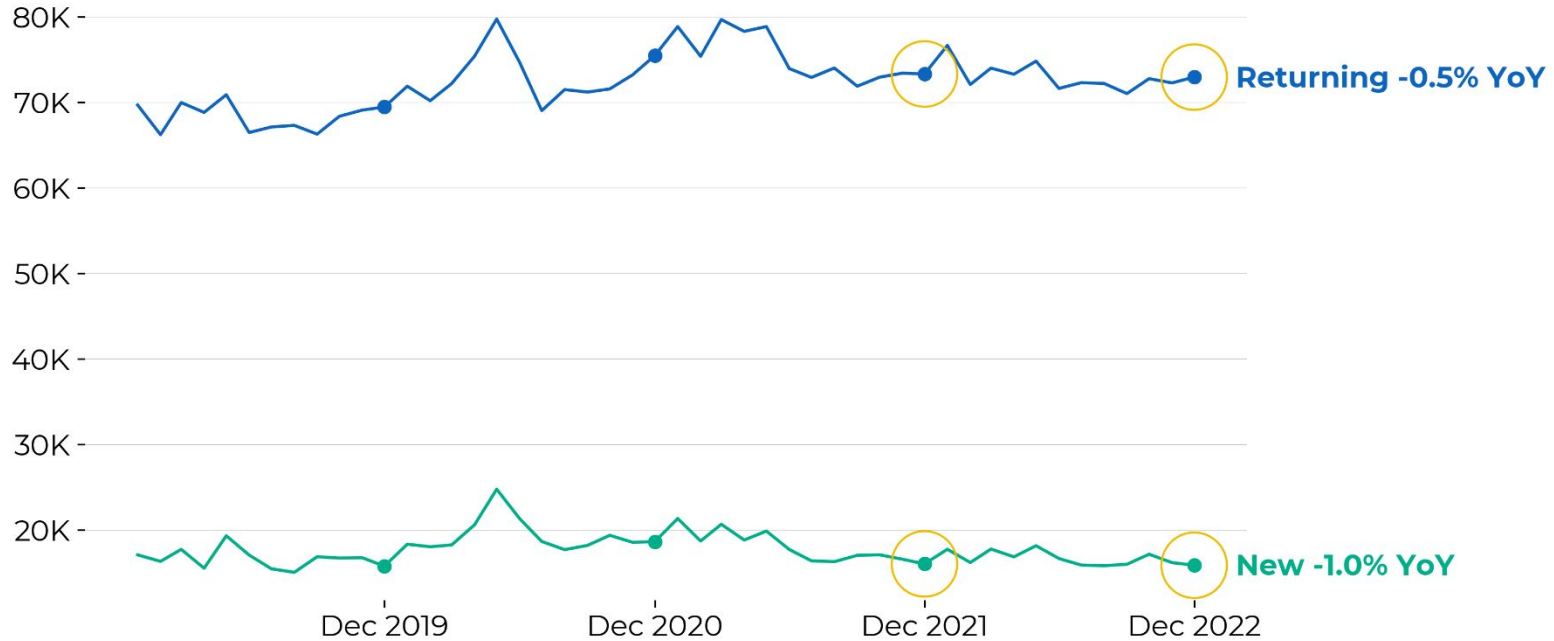
Data between July 2021 and January 2022 corrected for data loss.

## Active editors: Active editors continue to see a YoY decline, but remain above 2019 numbers



Graph Notes: Created by Hua Xi 12/12/22 using data from <https://github.com/wikimedia-research/Editing-movement-metrics>

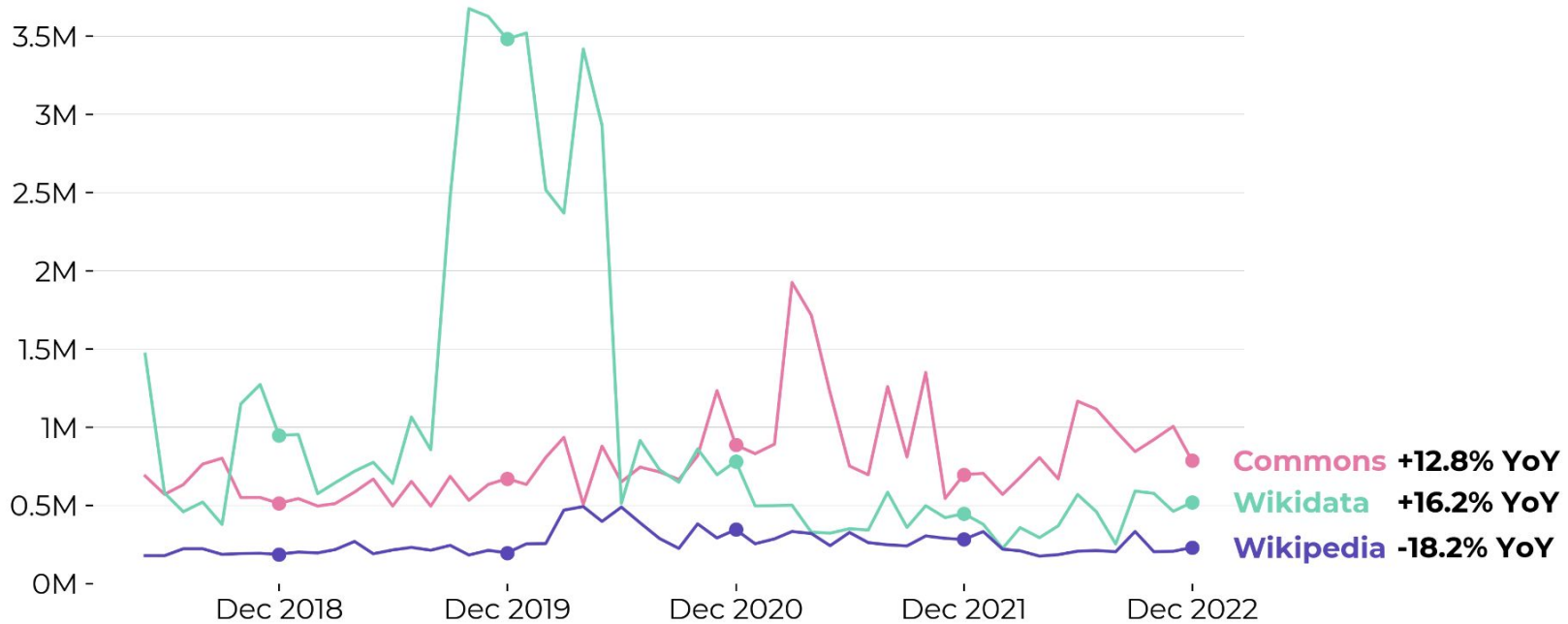
# Active editors: returning vs new: Slight drops YoY in new active and returning editors



Graph Notes: Created by Hua Xi 12/12/22 using data from <https://github.com/wikimedia-research/Editing-movement-metrics>

Explore [Content Metrics](#), [Readers Metrics](#) and [Editors Metrics](#) in Superset. Monthly aggregates are also available in Sheets: [Editors & Content](#) and [Readers](#). For metric definitions, see the [Product data glossary](#). For questions: [#product-analytics](#) or [email](#)

## Net new content: For the second month, net new content increased on Commons and Wikidata, but decreased on Wikipedia



Graph Notes: Created by Hua Xi 12/12/22 using data from <https://github.com/wikimedia-research/Reader-movement-metrics>