Mobile Madness: The Changing Face of Wikimedia

Oliver Keyes
Wikimedia Foundation
{{User:Ironholds}}

- WMF researcher
- Studying readership
- Studying systemic bias
- That Person Making The New Pageviews Definition
Overall Pageviews Trend

Wikimedia pageviews, by month

- Desktop
- Mobile
- Total
The Singularity is Here
Expected Behavioural Changes

Proportion of mobile and desktop read actions, by hour (localised)
Expected Behavioural Changes

- Shorter sessions
- Fewer pageviews per session
- More sessions
- ...but not enough to make up for the fewer pageviews.
The Singularity is...wait.
Proportion of mobile and desktop edits, by hour (localised)
• Mobile is not 'coming'. Mobile is here. 35% is a deceptive number.
• Mobile readers are less active.
• Mobile readers are active at different times of the day.
• Mobile editors are active at different times of the day.
• How do we optimise calls to action to grab people with fewer exposures?
• What metrics do we use to measure our impact, with such a pageview disparity between device types?
• How do we build systems to monitor at the per-wiki, per-country level?