Wikimedia Foundation metrics meeting
14 January 2016

Agenda

Welcome

Strategy

Funds Dissemination Committee [FDC] and WMF

Wikimedia Developer Summit 2016

Engagement Survey

Metrics

Question & answer time

Welcome!

Requisition hires:

- Julianne Joe - Finance - SF
- Marc Brent - Advancement - SF
- Jack Rabah - Advancement - Jordan
- Deborah Tankersley - Product - CO
- Petr Pchelko - Technology - SF (conversion)
- Emanuele Rocca - Technology - Germany
- Luca Toscano - Technology - Italy
- Nathaniel Schaaf - Technology - MS
- Leanne Schreibstein - Adv - SF (conversion)

Contractors, interns & volunteers:

- Jane Pardini - Legal - SF
- Anisha Mangalick - Legal - SF
- Andromeda Yelton - CE - MA
- Hilary Burgess - Admin - SF
- Nathan D'Annibale - Finance - SF

Anniversaries

Dario Taraborelli (5 yrs)

Andrew Otto (4 yrs)

Stephen LaPorte (4 yrs)

Joady Lohr (4 yrs)

Runa Bhattacharjee (3 yrs)

Doreen Dunican (3 yrs)

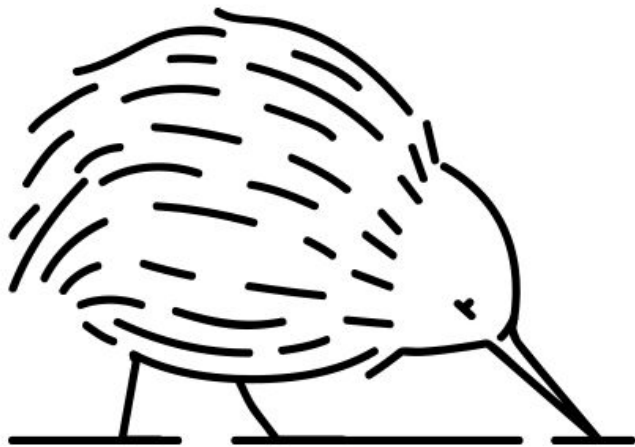Gilles Dubuc (2 yrs)

Alex Wang (2 yrs)

Sam Smith (2 yrs)

Anne Gomez (2 yrs)

Brian Gerstle (1 yr)

Corey Floyd (1 yr)

Aeryn Palmer (1 yr)

Tomorrow is Wikipedia Day!

There is a website >> **15.wikipedia.org**

There will be a party >>

6:00 - 8:00 PM
149 New Montgomery Street
5th floor lounge

RSVP to jkim@wikimedia.org

Tomorrow is Wikipedia Day!

And of course there are t-shirts in the store store. wikimedia.org

Strategy

WIKIMEDIA
FOUNDATION

Reach. Communities. Knowledge.

Imagine a world in which **every** single
human being can freely share
in the sum of **all knowledge**.

We have a strategy for the movement.

Movement strategic goals

- 1 billion people
- 50 million articles
- 25% increase in quality
- 200,000 active editors
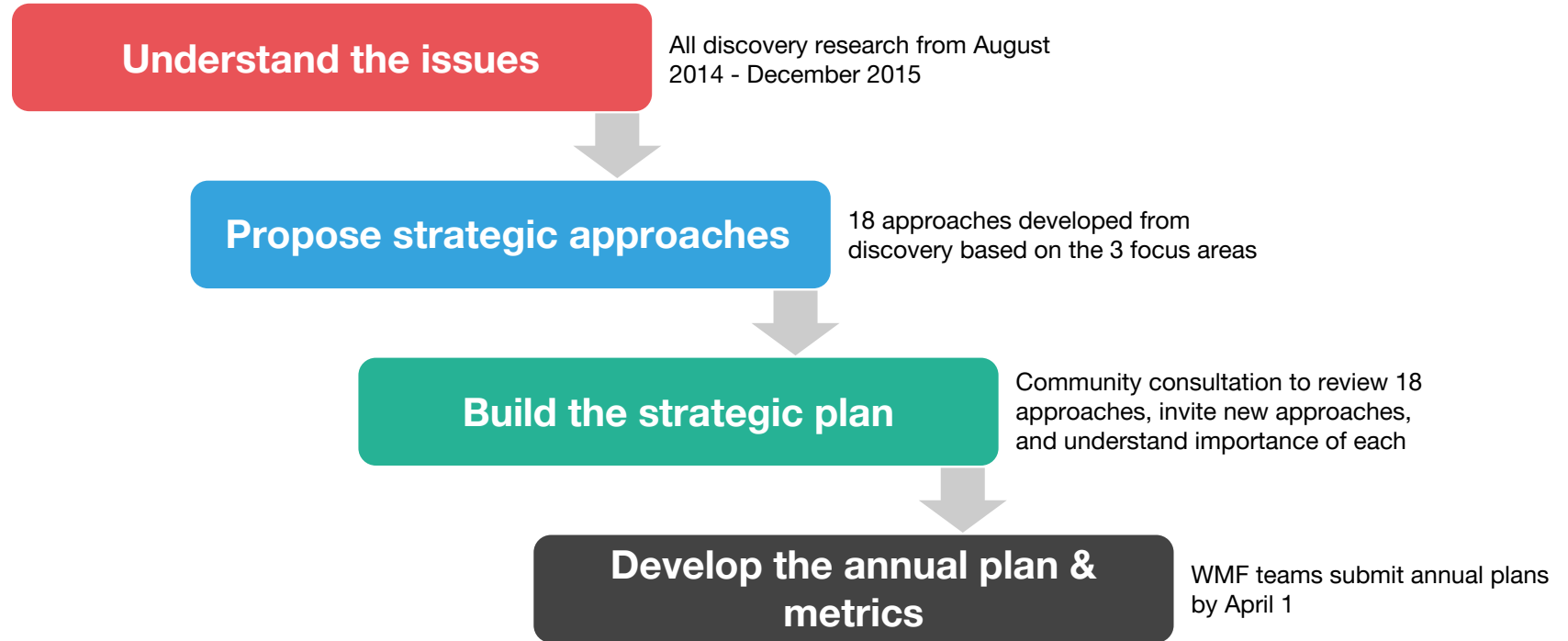- 25% female editors
- 37% Global South editors

A strategic plan for the Foundation.

To empower and **engage people** around the world to **collect and develop educational** content under a free license or in the public domain, and to **disseminate it effectively and globally**.

Strategic planning process

Understand the issues

All discovery research from August 2014 - December 2015

Propose strategic approaches

18 approaches developed from discovery based on the 3 focus areas

Build the strategic plan

Community consultation to review 18 approaches, invite new approaches, and understand importance of each

Develop the annual plan & metrics

WMF teams submit annual plans by April 1

Strategic framework

What's done, what's next

- **What we did**
  - A ton of research. Chose primary focus areas.
  - Consulted with staff (~22%) and small community groups
    - Identified key challenges and potential solutions
    - Identified a top-level priority (**reach**)
  - Planned community consultation

- **What's next**
  - Launch community consultation on Meta
    - January 18 - February 15

Most **impact** on our shared vision.
The greatest **challenges** the movement faces.
The Foundation's **unique value**.

Our impact

- What is the Foundation's impact within the movement?
- Where are we in more of a supporting or proactive role?
- Can we measure our actions (qualitatively or quantitatively) for success?
- Do we have unique capacity, different from volunteers or other movement organizations?

Our challenges

- Declining direct readership since 2013, editorship since 2007
- Increased consolidation of media and internet access
- Changes in access and user behaviors, the rise of mobile
- Forms of content: video, audio, semantic & big data, artificial intelligence
- Increased production of digital knowledge by organizations and people
- Our own challenges: legacy systems, heavy and unwelcoming policies

Our unique value

- Global perspective into different communities
- Ability to coordinate across movement organizations
- Serve immediate community needs through consultative process
- Support the future of the movement through long-term planning
- Fulfill essential administrative and other support functions

Reach. Communities. Knowledge.

For every human to share in the sum of all knowledge, Wikimedia must adapt to and anticipate the changing needs of people around the world.

We must partner with communities to reinvigorate Wikimedia's original promise of open collaboration and mutual respect, harness emerging technologies, include new forms of knowledge and reach out to wider audiences of readers and contributors with more of this knowledge.

Potential approaches for reach

What do you think is the best way to encourage traffic to come to our projects while also supporting free, external content reuse?

- Increase frequency of use and number of users by **adapting user experience to their needs** (this may result in additional content formats, making more of Wikimedia content easier to find, increasing language coverage, etc.).

- **Improve our understanding** of how and why our users come to and stay on our projects so we can better serve their needs.

- Understand how Wikimedia content is reused on external platforms and **explore how to encourage users** of such content to go to Wikimedia projects.

- Increase awareness and use of Wikimedia projects in **two Global South countries.**

- Enable others to reuse our content and build their own products by **improving and documenting our APIs** (application programming interfaces).

- Improve Wikipedia **mobile apps** to increase use.

Potential approaches for communities

What do you think is the best way for the Wikimedia Foundation to help improve the health, growth and diversity of our communities to help them be more welcoming and open so that the movement is sustainable?

- **Reduce harassment issues and the gender gap** to facilitate a safe, welcoming, and supportive environment for contributors and editors.

- Create and support programs to **increase volunteer participation** such as recognition, facilitated mentorship, and personalized re-engagement.

- **Increase communication and transparency** with and between our communities and across Wikimedia affiliates.

- Align efforts between our affiliate organizations and the Wikimedia Foundation to **increase local language and community coverage** on key initiatives.

- **Improve automation tools** to reduce manual work for managing content and projects.

- **Simplify policies and processes** for building communities and wikis.

Potential approaches for knowledge

What do you think is the best way for the Wikimedia Foundation to adapt to changing knowledge needs of readers (short snippets, diverse formats, language, etc.) and to help facilitate content quality?

- Provide easy-to-use tools and incentives to **contribute multimedia content and short-form text** to benefit mobile and quick lookup users.

- Expand content faster through **enabling community-led content partnership programs such as GLAM** (Galleries, Libraries, Archives, and Museums).

- Increase content quality and timeliness by technologically enhancing our **editors' ability to create, monitor, and process content**.

- Measure and **reduce systemic gender and other bias** in our overall content by project.

- Increase **coverage in key languages** through translation tools and human process.

- Explore ways to **scale machine-generated**, **machine-verified and machine-assisted** content.

What's next?

Consultation Timeline

Jan 3   Synthesize approaches from staff and limited community consultations

Jan 11   Post community consultation for translation

Jan 18   Launch community consultation on strategic approaches

Feb 15   Close community consultation on strategic approaches

Feb 26   Release synthesis of community consultation and priorities

Mar 4   Release 1st draft of strategy for comment

April 1   Submit annual plan aligned to strategy

Thanks!

Funds Dissemination Committee [FDC] and WMF

What is FDC?

Funds
Dissemination
Committee

FDC's role

- "to help make decisions about how to effectively allocate movement funds to achieve Wikimedia's mission, vision, and strategy"
- Elected by editor community
- Reviews Annual Plan Grant requests from large affiliates
- Advises affiliates on how to improve impact
- Supported by Resources team

FDC and WMF

- Submitted part of our budget in 2012 and 2013
- Regressed in 2014 - much shorter period for public review
- FDC's response:
  - "the FDC recommends that the WMF submit its 2016-17 annual plan ... [and] participate in both the community review and FDC review processes"
- Plan for 2016-2017: whole budget on advisory basis

Why?

- External assessment incorporates input from movement
- Improve community trust by modeling good practices
- Movement values: transparency in particular
- Review process already exists - don't have to wait for Jaime!

What does this mean for staff?

April 1st, April 1st, April 1st

What does this mean for staff?

Different forms and requirements -
less narrative, more SMART goals

What does this mean for you?

Explaining ourselves *publicly:*

30 day public comment period

(and listening to that feedback)

What does it *not* mean for staff?

- Loss of budget control: no dollar allocation
- Less is still more: focus on biggest priorities
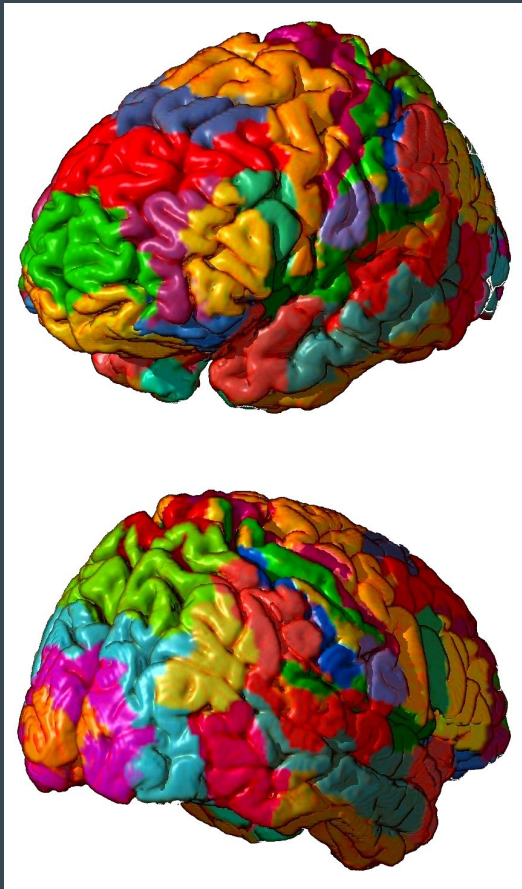- Understanding on all sides that this is an experiment

Next steps

- Department leads will be reaching out about planning in the upcoming week

Wikimedia Developer Summit 2016

Our plan for the Summit

Areas (T119018)

Areas of specialization/interest

Self-organization around problems

Areas beyond the Summit?

Area: Collaboration (T119030)

How do we scale editing our code up to populations similar to editing our projects, proportionally increasing our positive impact and productivity?

Area: Software Engineering (T119032)

How do we make software development more logical and obvious for all Wikimedia contributors, while simultaneously making Wikimedia software more useful and reliable for the Wikimedia sites?

By Petty Officer 1st Class Brandon Shelander (https://www.dvidshub.net/image/1180934) [Public domain], via Wikimedia Commons

Area: User interface presentation (T119162)

How to we make our software beautiful and joyful to use?

Area: Content access and APIs (T119029)

How do we make accessing and distributing our data easier and more useful?

Area: Content format [T119022]

How do we make manipulating our data easier and more useful? (both for humans and computers)

Wikimedia Developer Summit 2016 Thank You

Core organizing team

Rachel Farrand

Rob Lanphier

Valerie Aurora

Quim Gil

Area owners, facilitators, gatekeepers, timekeepers
and very specially the many and very efficient scribes!

Engagement Survey

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Participation

Engagement survey ran by Culture Amp

2015 participation rate: 93% [1] (226 participants)

2015 comments: 194 participants left 1,883 comments.

2013 participation rate: 58% (90 participants)

2012 participation rate: 66% (84 participants)

[1] Culture Amp selected benchmark/peer group participation average was 84%.

~75% surveys had 79% response rate or higher.

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TALENT&CULTURE

Engagement score

2015 engagement: 63% (7% below industry average of 70%[1])

2013 engagement: 71% [2]

2012 engagement: 71%

[1] The employee engagement benchmarks are based on the 2015 CultureAmp Tech 200+ Database from in industries including: publishing, entertainment, education, travel, storage, online business services, software development, games and application development, emerging energy technologies and in both the for-profit and non-profit sectors. Average organization size in the Tech 200+ is ~850 people. Organizations are located in Bay Area ~50%, East Coast US ~20%, West Coast (exc. Bay Area) ~10%, Australia/New Zealand ~10% and Other global ~10%. Average funding is ~ $200M. Average organization age is ~10 years and ~50% have existed for less than 10 years.

[2] Different survey provider used and different questions asked in 2012 and 2013. 2015 engagement score cannot be compared to 2013 and 2012 directly.

WIKIMEDIA
TALENT&CULTURE

Top positive and negative
(from survey ratings and comments)

Positive:

- Mission
- Flexible work arrangements
- Employee-manager relationships

Negative:

- Aggressive communications
- Performance management
- Leadership development
- Strategy
- Diversity

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TALENT&CULTURE

Next Steps

HR is working with team of staff and org leaders to identify problems with behavior and communication, and develop solutions

HR making improvements to WMF performance evaluation practices and training managers on improved performance management

Execs are working on improved communications and transparency

Ongoing work on WMF strategic plan with next phase in community consultation beginning next week

Comprehensive diversity initiative

WIKIMEDIA
TALENT&CULTURE

All hands 2016. Thank you.

Core Organizing Team
Katie H
Lynette L
Pats P
Trevor P
Janet R
Haitham S
Amy V
Heather W

All hands 2016. Thank you.

As always, we couldn't have done it without Robert, Limayli, Athena, Brendan

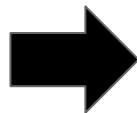# Metrics

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Pageview API

Pageview Dumps

Pageview API

https://wikimedia.org/api/rest_v1/
metrics/pageviews/
per-article/
en.wikipedia/
all-access/
user/
Main_Page/
daily/20160101/20160102

➡️

```
{
  "items": [
    {
      "project": "en.wikipedia",
      "article": "Main_Page",
      "granularity": "daily",
      "timestamp": "2016010100",
      "access": "all-access",
      "agent": "user",
      "views": 16226325
    }
  ]
}
```

ARTICLE COMPARISON
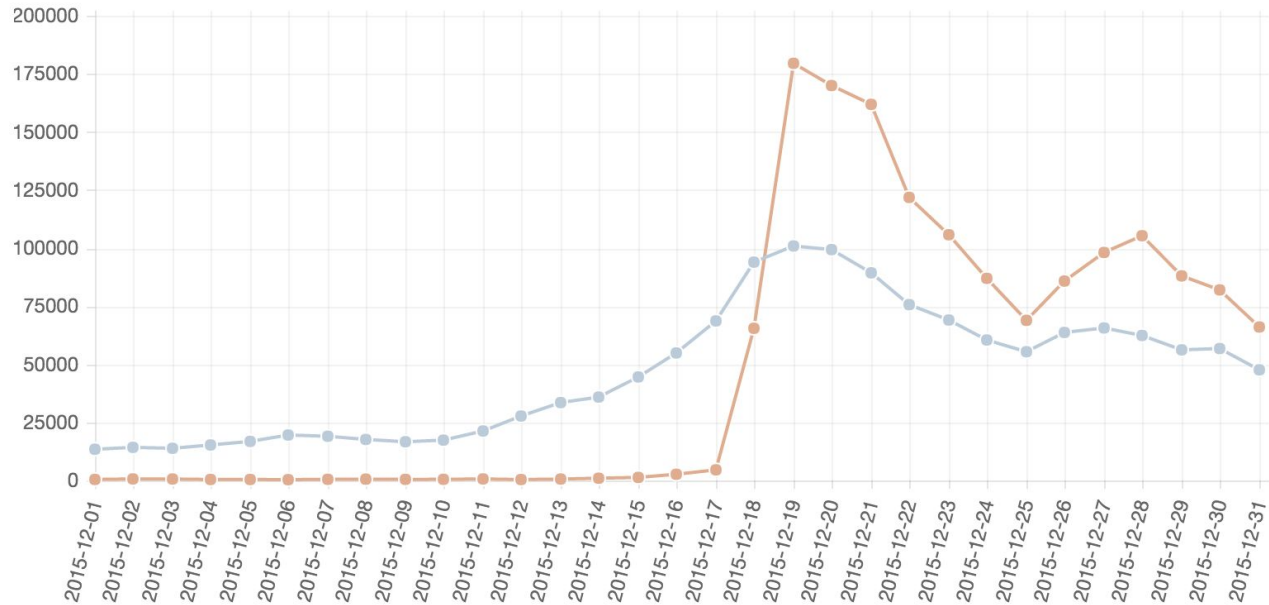
Sample App for Pageview API

Project   [enwiki   ▾]

Dates   [12/01/2015 - 12/31/201]

Articles   [✕ Darth Vader   ✕ Kylo Ren]

English Wikipedia **Top 100**

The most-visited English Wikipedia articles, updated daily. **Learn more**...

David Bowie

1

David Robert Jones (8 January 1947 – 10 January 2016), known as David Bowie (/ˈboʊ. i/), was an English singer, songwriter, multi-instrumentalist, record producer, arranger, painter and actor. He was a figure in popular music for over five decades, and was considered by critics and other musicians as an innovator, particularly for his work in the 1970s.

6.9M views (↑ from yesterday)

Iman (model)

2

Iman Mohamed Abdulmajid (Somali: Imaan Mohammed Abdulmajiid, Arabic: ايمان محمد عبد المجيد; born 25 July 1955), professionally known as Iman ("faith" in Arabic), is a Somali-American fashion model, actress and entrepreneur. A pioneer in the field of ethnic cosmetics, she is also noted for her charitable work. She is the widow of English rock musician David Bowie, whom she married in 1992.

1.4M views (↑ from yesterday)

Duncan Jones

3

Duncan Zowie Haywood Jones (/ˈdʌŋkən ˈzəʊi ˈheɪwəd ˈdʒəʊnz/; born 30 May 1971) is an English film director, film producer, and screenwriter. He is best known for directing the award-winning science fiction films Moon (2009) and Source Code (2011). He is also the director of the upcoming 2016 film adaptation of Warcraft.

1.2M views (↑ from yesterday)

Wikipedia اردو **Top 100**

The most-visited اردو Wikipedia articles, updated daily. Learn more...

11 January 2016

1 پاکستان

اسلامی جمہوریہ پاکستان جنوبی ایشیاء کے شمال مغرب وسطی ایشیاء اور مغربی ایشیاء کے لئے دفاعی طور پر اہم حصے میں واقع ایک خود مختار اسلامی ملک ہے ۔ 20 کروڑ کی آبادی کے ساتھ یہ دنیا کا چھٹا بڑی آبادی والا ملک ہے ۔ 796095 کلومیٹر (307,374 مربع میل) کے ساتھ یہ دنیا کا چھتیسواں بڑے رقبے والا ملک ہے ۔ اس کے جنوب میں 1046 کلومیٹر (650 میل) کی ساحلی پٹی ہے جو بحیرہ عرب سے ملتی ہے ۔ پاکستان کے مشرق میں بھارت، شمال مشرق میں چین اور مغرب میں افغانستان اور ایران واقع ہیں۔ پاکستان کو شمال میں ایک تنگ واخان راہداری تاجکستان سے جدا کرتی ہے جبکہ اس ملک کی سمندری سرحدی حدود عمان کے سمندری حدود سے بھی ملتی ہیں۔

344 views (↓18 from yesterday)   9+ day streak

2 محمد علی جناح

محمد علی جناح (پیدائشی نام، محمد علی جناح بھائی، 25 دسمبر 1876ء – 11 ستمبر 1948ء) کے نامور وکیل، سیاست دان اور بانی پاکستان تھے۔ محمد علی جناح 1913ء سے لے کر پاکستان کی آزادی 14 اگست 1947 تک آل انڈیا مسلم لیگ کے سربراہ رہے ، پھر قیام پاکستان کے بعد اپنی وفات تک، وہ ملک کے پہلے گورنر جنرل رہے ۔ سرکاری طور پر پاکستان میں آپ کو قائدِ اعظم یعنی سب سے عظیم رہبر اور بابائے قوم یعنی قوم کا باپ بھی کہا جاتا ہے ۔ جناح کا یوم پیدائش پاکستان میں قومی تعطیل کے طور پر منایا جاتا ہے ۔

300 views (↑22 from yesterday)   9+ day streak
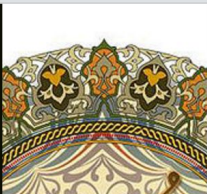
محمد صلی اللہ علیہ و آلہ و سلم

محمد بن عبد اللہ صلی اللہ علیہ و آلہ وسلم کی ولادت مشہور عام تاریخ کے مطابق 12 ربیع الاول عام الفیل بمطابق 570ء یا 571ء کو ہوئی۔ آپ صلی اللہ علیہ و آلہ وسلم تمام مذاہب کے پیشواؤں سے کامیاب ترین پیشوا تھے۔ آپ کی کنیت ابوالقاسم تھی۔ مسلمانوں کے عقیدہ کے مطابق حضرت محمد صلی اللہ علیہ و آلہ وسلم اللہ کی طرف سے انسانیت کی جانب بھیجے جانے والے انبیاء اکرام کے سلسلے کے آخری نبی ہیں جن کو اللہ نے اپنے دین کی درست شکل انسانوں کی جانب آخری بار پہنچانے کیلئے دنیا میں بھیجا۔ انسائیکلوپیڈیا بریٹانیکا کے مطابق آپ صلی اللہ

Pageview API links

[Blogpost](#)

[Documentation](#)

[Sample App: article comparison](#)

[Hatnote's Top 100 Articles](#)

[Pageview data dumps](#)

Q&A