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
<table>
<thead>
<tr>
<th>Anniversaries</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Dario Taraborelli (5 yrs)</td>
<td>Alex Wang (2 yrs)</td>
</tr>
<tr>
<td>Andrew Otto (4 yrs)</td>
<td>Sam Smith (2 yrs)</td>
</tr>
<tr>
<td>Stephen LaPorte (4 yrs)</td>
<td>Anne Gomez (2 yrs)</td>
</tr>
<tr>
<td>Joady Lohr (4 yrs)</td>
<td>Brian Gerstle (1 yr)</td>
</tr>
<tr>
<td>Runa Bhattacharjee (3 yrs)</td>
<td>Corey Floyd (1 yr)</td>
</tr>
<tr>
<td>Doreen Dunican (3 yrs)</td>
<td>Aeryn Palmer (1 yr)</td>
</tr>
<tr>
<td>Gilles Dubuc (2 yrs)</td>
<td></td>
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</tbody>
</table>
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. wikimedia.org
Reach. Communities. Knowledge.
Imagine a world in which every single human being can freely share in the sum of all knowledge.

Source: https://wikimediafoundation.org/wiki/Vision
We have a strategy for the movement.

Source: https://strategy.wikimedia.org/
Movement strategic goals

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

Source: https://wikimediafoundation.org/wiki/Wikimedia_Movement_Strategic_Plan_Summary
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.

Source: https://wikimediafoundation.org/wiki/Mission_statement
Understand the issues

Propose strategic approaches

Build the strategic plan

Develop the annual plan & metrics

All discovery research from August 2014 - December 2015

18 approaches developed from discovery based on the 3 focus areas

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

WMF teams submit annual plans by April 1
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.
Summary of Findings

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.
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.
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.
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?
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

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

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

By Ed Berg http://toyconnect.blogspot.com/ (Own work) [CC BY-SA 3.0 (http://creativecommons.org/licenses/by-sa/3.0)], via Wikimedia Commons
How do we make accessing and distributing our data easier and more useful?
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
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.
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.
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
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.
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
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

```json
{
    "items": [
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            "project": "en.wikipedia",
            "article": "Main_Page",
            "granularity": "daily",
            "timestamp": "2016010100",
            "access": "all-access",
            "agent": "user",
            "views": 16226325
        }
    ]
}
```
<table>
<thead>
<tr>
<th>Rank</th>
<th>Name</th>
<th>Description</th>
<th>Views (↑ from yesterday)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>David Bowie</td>
<td>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.</td>
<td>6.9M</td>
</tr>
<tr>
<td>2</td>
<td>Iman (model)</td>
<td>Iman Mohamed Abdulmajid (Somali: Imaan Mohammed Abdulmajid; Arabic: إيمان محمد عبد المجيد; born 25 July 1955), professionally known as Iman (&quot;faith&quot; 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.</td>
<td>1.4M</td>
</tr>
<tr>
<td>3</td>
<td>Duncan Jones</td>
<td>Duncan Zowie Haywood Jones (/ˈdʌŋkiən ˈzoʊiˈheʊwd/; 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.</td>
<td>1.2M</td>
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1. **Pakistan**

اسلامی جمہوریہ پاکستان جنوبی ایشیاء کی شمال مغربی وسطی ایشیاء اور غربی ایشیاء کی اشتراق ترانشی کی 867،695 کلومیٹر (337،094 میل) سے پہلے عاماً ہے۔ پاکستان کی دار الحکومت وسیمہ بہار، حیدر آباد میں واقع ہے۔

2. **Mohammed Ali Jinnah**

محمد علی جنگ (25 نومبر 1876 - 11 ستمبر 1948) کو نام بکل 1947 سے استقلال نے پاکستان کے اہم وقائع کا رواج ملایا تھا۔ محمد علی جنگ نے اپنے وفات کے بعد ایک مثالی نوازش کے عالمی ابتدائی کمال کی ایک اہم رہنمائی کی۔

3. **Muhammad Ali Shah**

محمد علی شاہ (1658 - 1716) پاکستان کے سیدی باشا تھے جنہوں نے بلوچستان کو آزاد کیا۔
Pageview API links

Blogpost

Documentation

Sample App: article comparison

Hatnote’s Top 100 Articles

Pageview data dumps