

Quarterly review

Discovery

Q4 - 2015/16

Approximate team size during this quarter: 12 FTE

Time spent: strengthen 40%, focus 30%, experiment 30%

Key performance indicators

User satisfaction	Start Q4: 35%	End Q4: 39%	-- YoY
Zero Results Rate	Start Q4: 30%	End Q4: 23% (now excluding queries before incorrectly counted as zero results)	-- YoY

Q4 - Discovery

Objective: Improve inter-wiki integration



Objective	Measure of success	Status
<p>Enhance search results and expose users to other interesting content by improving interwiki search integration.</p> <p><i>Team members involved: 5</i></p>	<p>Run A/B tests that:</p> <ul style="list-style-type: none">• Uses <u>TextCat</u> to detect the language of the user's query• Adjusts results to match that language <p>Depending on user feedback and metrics, roll out as production feature</p>	<p>A/B test was launched, data inconsistencies were found</p> <p>A/B test was relaunched but insufficient data was collected</p> <p>A/B test was left running to collect more data</p> <p>Analysis is expected to be finished mid-July</p>

Although the delay is unfortunate, it's definitely a good thing that our standard A/B testing processes caught these issues to prevent us drawing incorrect conclusions from faulty data.

We ported TextCat to PHP and it's available as a library: <https://github.com/wikimedia/wikimedia-textcat>

Q4 - Discovery

Objective: Upgrade Elasticsearch



Objective	Measure of success	Status
<p>Add real-time index updates to completion suggester and improve stability and performance by upgrading to Elasticsearch 2.x</p> <p><i>Team members involved: 5</i></p>	<p>Upgrade search cluster to Elasticsearch 2.x</p> <p>Add real-time index updates to completion suggester</p>	<p>Successfully upgraded to Elasticsearch 2.3</p> <p>Real-time index update feature was removed from Elasticsearch 2 by Elastic so we're unable to add this feature to completion suggester at present; will do so after Elasticsearch 5 upgrade</p>

Despite the real-time index feature being delayed to Elasticsearch 5 (the next major version), we proceeded with the upgrade because keeping the software up to date is important. Elasticsearch 2 also allows us to switch from [tf-idf](#) to [BM25](#) in Q1 2016/17 which should fix a multitude of search result relevance issues; e.g. searching for “kennedy” doesn’t give you “John F. Kennedy” in the first page of results!

Q4 - Discovery

Objective: Geospatial queries for WDQS



Objective	Measure of success	Status
<p>Allow users to perform geospatial queries by adding support for geo-coordinate functionality into Wikidata Query Service (WDQS).</p> <p><i>Team members involved: 2</i></p>	<p>Add support for geo-coordinate functionality to Wikidata Query Service in production</p>	<p>This was done!</p> <p>Results on query.wikidata.org integrated with maps service piloted by Discovery to present appealing visualisation of results to let users explore (example on next slide).</p>

Usage of the service is holding strong and slowly trending upwards over time; we continue to invest in keeping the service stable.

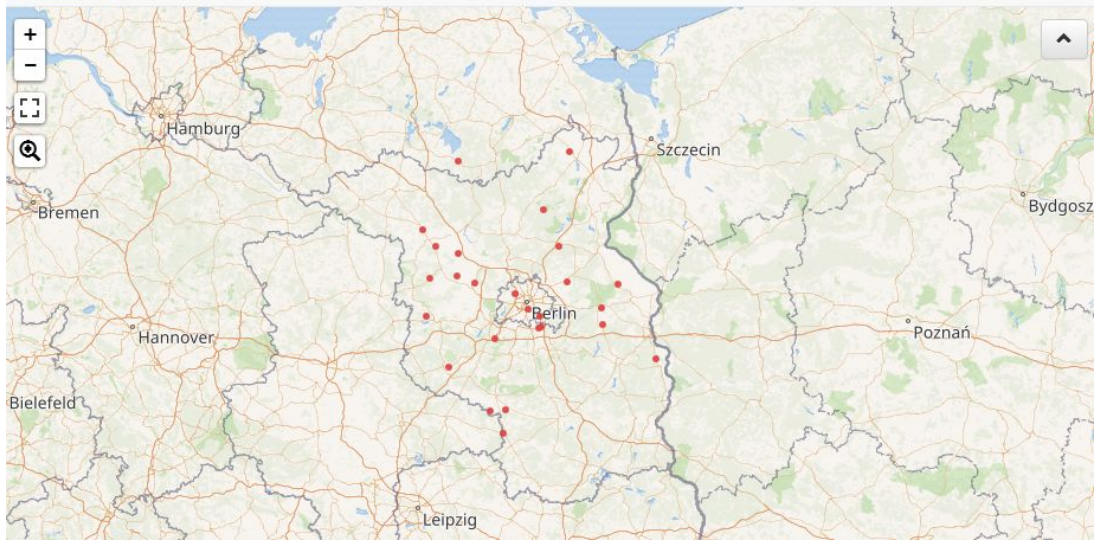
Example: Geospatial queries for WDQS

```
Wikidata Query Service Examples Prefixes Tools Help English
1 # Airports within 100km from Berlin
2 #defaultView:Map
3 SELECT ?place ?placeLabel ?location WHERE {
4   # Berlin coordinates
5   wd:Q64 wdt:P625 ?berlinLoc .
6   SERVICE wikibase:around {
7     ?place wdt:P625 ?location .
8     bd:serviceParam wikibase:center ?berlinLoc .
9     bd:serviceParam wikibase:radius "100" .
10  }
11 # Is an airport
12 ?place wdt:P31/wdt:P279* wd:Q1248784 .
13 SERVICE wikibase:label {
14   bd:serviceParam wikibase:language "en" .
15 }
16 }
```

Press [CTRL-SPACE] to activate auto completion.

Data updated **a minute** ago

Run Clear 26 Results in 1264 ms Display Download Link

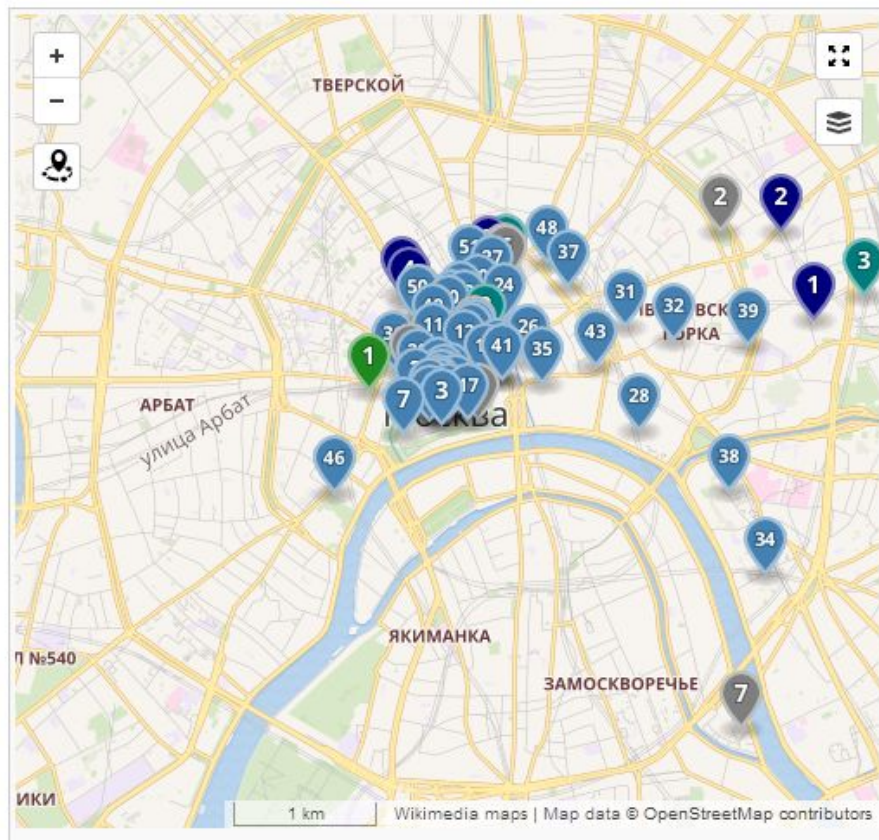


Q4 - Discovery

Objective: Native maps on Wikivoyage



Objective	Measure of success	Status
<p>Address Wikivoyage concerns to replace wmflabs-based hack maps with production level maps using OpenStreetMap data.</p> <p><i>Team members involved: 4</i></p>	<p>Wikivoyage sites switch away from Labs-based client code for maps and instead use the Kartographer extension in articles</p>	<p>This was done!</p> <p>Wikis are slowly migrating to new maps. We continue to gather their feedback on what's missing.</p>



Q4 - Discovery

Objective: Understand Wikipedia map needs



Objective	Measure of success	Status
<p>Understand Wikipedia map user stories, user flows, and key activities.</p> <p><i>Team members involved: 4</i></p>	<p>A wiki page with a list of user stories, mockups and diagrams of how maps will be used in various scenarios, based on user experience and community discussions.</p>	<p>Conversation held with users and interested parties. Lots of good feedback was received.</p> <p>Plan for Q1 is to enable maps on all wikis except Wikipedia (for capacity reasons).</p>

https://www.mediawiki.org/wiki/Maps/Conversation_about_interactive_map_use

Q4 - Discovery

Objective: Improve www.wikipedia.org



Objective	Measure of success	Status
<p>Make wikipedia.org a portal for exploring open content on Wikimedia sites.</p> <p><i>Team members involved: 3</i></p>	<p>Run at least three A/B tests to decrease the page's 44% bounce rate and increase click-throughs.</p> <p>Graduate at least one successful A/B test to production.</p>	<p>A/B tests were run for:</p> <ol style="list-style-type: none">1. Improved footer with descriptive project text2. Language detection to resort primary links3. Collapsing secondary language links into a dropdown <p>1 and 2 were graduated to production this quarter; 3 has an ongoing public conversation about deploying</p>

Check out the screenshots (in the appendix) for work we've recently pushed to production :-)

Q4 - Discovery

Category	Workflow	Comments	Type
Staffing and hiring	Head of Discovery	Due to the departure of Tomasz Finc, Katie Horn took over as Head of Discovery on 30th May.	R
	Data Analyst	Opened hiring to backfill for Oliver Keyes on 1st March. Candidate accepted offer on 30th June. Exactly one quarter! :-)	R
	Senior UX Designer	Currently working on job description. Expected to open July 2016.	R
	Engineering Manager	On hold at present, pending other hiring. Expected to open July 2016.	N

Type: new, reactive, maintenance



Tests and Surveys:

- A/B test for adding descriptive text on sister project links
- A/B test for browser language detection and re-sorting of top 10 language wiki links
- Qualtrics survey asking 'how did you arrive at wikipedia.org'
- A/B test for collapsing secondary language links into a dropdown

Production releases:

- descriptive text on sister project links
- browser language detection and re-sorting of top 10 language wiki links
 - also localized 'The Free Encyclopedia' phrase

Update from Discovery - wikipedia.org

20th May: new footer with descriptive text for sister wiki projects



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Commons Freely usable photos & more	Wikivoyage Free travel guide	Wiktionary Free dictionary
Wikibooks Free textbooks	Wikinews Free news source	Wikidata Free knowledge base
Wikiversity Open course materials	Wikiquote Free quote compendium	MediaWiki Free & open wiki application
Wikisource The free library	Wikispecies Free species directory	Meta-Wiki Our community site

← Old

New →

Wiktionary	Wikinews
Wikiquote	Wikibooks
Wikidata	Wikispecies
Wikisource	Wikiversity
Wikivoyage	Commons
MediaWiki	Meta-Wiki



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Update from Discovery - wikipedia.org

The effect: users are more likely to notice the sister project links and navigate to them - to go to a Wikivoyage and beyond!



The image shows a screenshot of the Wikivoyage homepage. At the top right, there is a user status bar: "Not logged in" with links for "Talk", "Contributions", "Create account", and "Log in". Below this is a navigation bar with "Main page" and "Discussion" tabs, and a search box with "View source" and "View history" links. The main content area features a large world map background. On the left side of the map, there is a dark blue box with white text: "Welcome to Wikivoyage", "the FREE worldwide travel guide that *anyone can edit*.", "Where would you like to travel?", a search input field, and a "Search" button. Below this box, it says "Got a specific question? Ask it at the **tourist office**". At the bottom of the map area, there are links: "More: Destinations • Itineraries • Phrasebooks • Travel topics". Below the map is a banner for the "Featured Travel Topic" titled "Money", with a sub-headline: "No matter where you go and for how long, you're likely to need something to pay with. Check out our guide to learn of the advantages and drawbacks of different forms of payment." The banner image shows a storefront with "FOREX" signs.

Not logged in [Talk](#) [Contributions](#) [Create account](#) [Log in](#)

Main page [Discussion](#) [Read](#) [View source](#) [View history](#)

Welcome to Wikivoyage

the **FREE** worldwide travel guide that *anyone can edit*.

Where would you like to travel?

Got a specific question? Ask it at the **tourist office**

More: [Destinations](#) • [Itineraries](#) • [Phrasebooks](#) • [Travel topics](#)

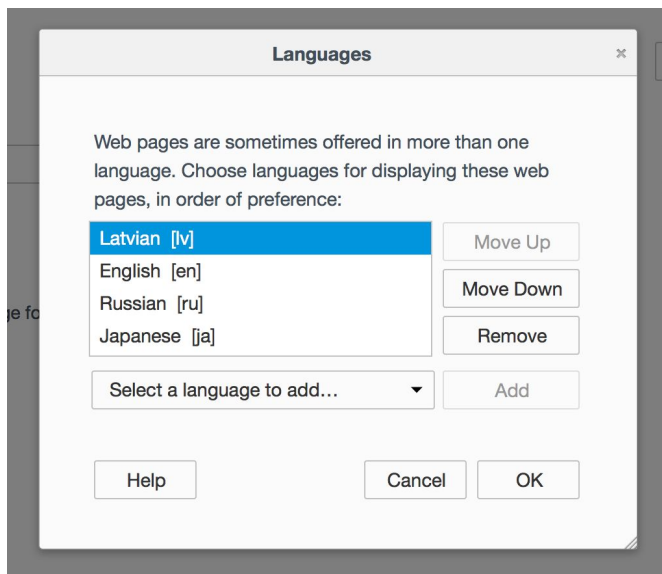
Money

Featured Travel Topic

No matter where you go and for how long, you're likely to need something to pay with. Check out our guide to learn of the advantages and drawbacks of different forms of payment.

Update from Discovery - wikipedia.org

2nd June: browser language detection, re-sorting of top 10 links based on language preference and localized *The Free Encyclopedia*



WIKIPEDIA
Brīvā enciklopēdija

Language	Articles
Latviešu	68 000+
English	5 165 000+ articles
Русский	1 314 000+ статей
Español	1 261 000+ artículos
Français	1 761 000+ articles
Português	922 000+ artigos
日本語	1 017 000+ 記事
Deutsch	1 945 000+ Artikel
Italiano	1 275 000+ voci
中文	881 000+ 條目

Search bar: | LV ▾ 🔍

Update from Discovery - wikipedia.org

The effect: users are more likely to go to a Wikipedia in their language



The screenshot shows the Latvian Wikipedia page for 'Sputnik-1'. The page layout includes a top navigation bar with 'Sākumlapa', 'Diskusija', and 'Skatīt' buttons, and a search bar. The main content area is titled 'Laipni lūdzam Vikipēdijā,' and features a progress bar showing '70,07%' completion. The article text describes 'Sputnik-1' as the first artificial satellite, launched in 1957. To the right, there are sections for 'Šī diena vēsturē' (Today in history) and 'Izveido rakstu' (Create article). The left sidebar contains various utility links like 'Sākumlapa', 'Kopienas portāls', and 'Rīki'.

Sākumlapa **Diskusija** **Skatīt** **Aplūkot kodu** **Hronoloģija**

Laipni lūdzam Vikipēdijā,
brīvajā enciklopēdijā, kuru arī Tu vari papildināt!
Šobrīd latviešu valodā ir **70 074 raksti**.
70,07%

Vērtīgs raksts

Sputnik-1 (no krievu: *спутник* — 'pavadonis'), oficiālais nosaukums **Iskusstvennyj sputnik Zemli** (*Искусственный спутник Земли*), kodētais nosaukums **PS-1** (no **Простейшij Sputnik** — *Простейший Спутник-1*, 'vienkāršākais pavadonis') bija pirmais **Zemes mākslīgais pavadonis** (ZMP), kas levadīts **ģeocentriskā orbītā**. Tas tika palaists no Padomju Savienības teritorijas 1957. gada 4. oktobrī ar starpkontinentālās ballistikās raķetes (SKBR) R-7 nedaudz modificētu variantu R-7 PS. Ar *Sputnik* startu iesākās „kosmiskā ēra”.

Pavadonis nepārtraukti raidīja radio signālus, kurus varēja uztvert zinātnieki un radioamatieri visā pasaulē, līdz 26. oktobrim (22 dienas), kamēr baterijas bija pietiekama elektroenerģija. Pēc tam *Sputnik* bija novērojams tikai vizuāli. 1958. gada 4. janvārī *Sputnik* iegāja atmosfēras blīvajos slāņos un sadega, kosmosā nolidojot 92 dienas.

Starts un pavadoņa darbība notika **Starptautiskā ģeofiziskā gada laikā**.

Lai arī pirmais ZMP nebija aprīkots ar zinātniskajiem instrumentiem, ar to tika veikti atmosfēras un kosmiskās telpas pētījumi. *Sputnik* palaišanai bija milzīga politiskā nozīme PSRS prestiža celšanā.

(lasīt visu rakstu)

Šī diena vēsturē

- 1894. — Sorbonā, Parīzē, pēc barona Pjēra de Kubertēna (attēls) iniciatīvas dibināja Starptautisko Olimpisko komiteju.
- 1919. — Latvijas brīvības cīņās: Cēsu kaujas beidzas ar Igaunijas un Latvijas spēku uzvaru, ieņemot Cēsis.
- 1941. — Lietuvas Aktīvistu Fronte pasludināja Lietuvas neatkarību no **Padomju Savienības**, ko pēc dažām nedēļām pārtrauca vācu okupācija.
- 1972. — **Votergeltas skandāls**: ASV prezidents Ričards Niksons un Baltā nama biroja vadītājs H. R. Holdemens telefonsarunā apsprieda, kā apturēt CIP un **FIB** izmeklēšanu; šīs sarunas ieraksts vēlāk iznīcināja Niksona politisko karjeru.
- 1990. — **Moldova** pasludināja neatkarību no **Padomju Savienības**.

Vairāk notikumu: 22. jūnija — **23. jūnija** — 24. jūnija

Arhīvs
Šobrīd ir 2016. gada 23. jūnija (UTC) — Atjaunināt lapu

Izveido rakstu

Sākumlapa
Kopienas portāls
Aktualitātes
Pēdējās izmaiņas
Nejausā lapa
Palīdzība
Ziedojumi
Kontakti

Rīki
Norādes uz šo rakstu
Saišķinātas izmaiņas
Ipašās lapas
Pastāvīgā saite
Lapas informācija
Ieraksts Vikidatos

Drukāt/eksportēt
Izveidot grāmatu
Lejupielādēt kā PDF
Drukājama versija

Citos projektos
Vikikrātuve
Meta-Wiki
Wikispecies

• Sabiedrība • Māksla • Tehnoloģija
• Ģeogrāfija • Kultūra • Zinātne
• Latvija • Vēsture • **Visi portāli**

End result for the Wikipedia.org Portal:

We've updated a widely used multi-lingual entry point into Wikipedia
To be *even more easier* to use to discover new knowledge!

WIKIPEDIA
The Free Encyclopedia

English 5 184 000+ articles		日本語 1 020 000+ 記事
Español 1 266 000+ artículos		Deutsch 1 954 000+ Artikel
Русский 1 324 000+ статей		Français 1 769 000+ articles
Italiano 1 280 000+ voci		Português 927 000+ artigos
中文 886 000+ 條目		Polski 1 174 000+ haseł

EN 