

# Wikimedia Foundation metrics meeting

## 30 June 2016



An aerial photograph of a village nestled in a valley, surrounded by dense forests and rolling hills. The village features numerous buildings with dark roofs, interspersed with green fields and winding roads. The overall scene is captured in a slightly desaturated, blue-toned aesthetic.

# Agenda

Welcome

Community update

Metrics

Research

Product demo

Executive Director update

Questions & answers

Wikilove LIVE

# Welcome!

## Requisition hires:

- Emerald Ross - F&A - SF (conversion)
- Joe Walsh - Product - PA
- Leon Ziemba - Technology - NY
- Delphine Ménard - CE - Germany

## Contractors, interns & volunteers:

- Meenakshi Krishnan - Legal - SF
- Ritika Gopal - Legal - SF
- Loreen Ruiz - Community Engagement - SF
- Liz Williams - Talent & Culture - SF



# Anniversaries

Ryan Kaldari (6 yrs)

Chad Horohoe (6 yrs)

Paul Laphier (6 yrs)

Jonathan Morgan (5 yrs)

Victor Grigas (5 yrs)

Joseph Seddon (5 yrs)

Adam Wight (4 yrs)

Robert Coombe (3 yrs)

Emily Negrin (3 yrs)

William Peterzell (3 yrs)

Erica Litrenta (3 yrs)

Patrick Earley (3 yrs)

Elliott Eggleston (2 yrs)

Smith Gupta (2 yrs)

Papaul Tshibamba (2 yrs)

Max Binder (1 yr)

David Strine (1 yr)

David Causse (1 yr)

Leanne Schreiber (1 yr)

Sarah Malik (1 yr)

Petr Pchelko (1 yr)

Amy Elder (1 yr)

# Community update



# Wikimania Esino Lario

An aerial photograph of Lake Como, Italy, showing the lake's characteristic three-lobed shape. The foreground is dominated by lush green, forested hills. In the middle ground, a small town with red-tiled roofs is visible on a hillside. The background shows the lake extending towards distant mountains under a clear blue sky.

- Wikimania goes outdoors! In a town of 760 inhabitants by Lake Como, in the North of Italy, close to Milan.
- **~1,000 participants** have gathered through June 22 - 27.
- Hackathons and Learning Days in the pre-conference, a main conference with **4 tracks**: user digest, critical issues, movement discussions and training.

# Wiki Loves Earth

- WLE Biosphere Reserves
  - photos of **UNESCO Biosphere Reserves** on Wikipedia
  - Covering **669 biosphere reserves** in **120 countries**
  - **10 winning images** to be featured in UNESCO Man and the Biosphere blog
- 26 countries participating in the main photo contest

More details about WLE Biosphere Reserves at <http://www.wikilovesearth.bio> and WLE Albania at [https://commons.wikimedia.org/wiki/Commons:Wiki\\_Loves\\_Earth\\_2016\\_in\\_Albania](https://commons.wikimedia.org/wiki/Commons:Wiki_Loves_Earth_2016_in_Albania)

# Indic languages wiki birthdays

- **Odia Wikipedia** turned **14 years online**.  
Public celebration and three-day long training in two cities. Currently, there are 27 active editors and the project has 10,600 articles.
- **Odia Wiktionary** turned **11 years online**.  
108,482 entries. One of the most active Indic Wiktionary projects and is currently enriched by a 1930 lexicon by the only contributor and sysop.
- **Punjabi Wikipedia** turned **14 years online**.  
23,915 articles contributed by 40 active editors. A focus project of Punjabi Wikimedians (user group) that, during the celebration, received a DSLR camera to document community activities.



ਵਿਕੀਪੀਡੀਆ  
ਇਕ ਆਜ਼ਾਦ ਵਿਸ਼ਵਕੋਸ਼



# Wikimedia projects milestones & affiliates

- **Italian Wikisource** reached **100,000** text units
- **Kyrgyz Wiktionary** reached **200,000** page edits
- **Armenian Wikipedia** reached **200,000** articles
  
- 3 new user groups created; **Florida Librarians of Wikipedia User Group**, **Wikiversity Journal User Group**, **Kentucky Wikimedians User Group**



WIKISOURCE



Уикисөздүк  
эркин сөздүк



ՎԻԿԻՊԵԴԻԱ  
Ազատ Հանրագիտարան

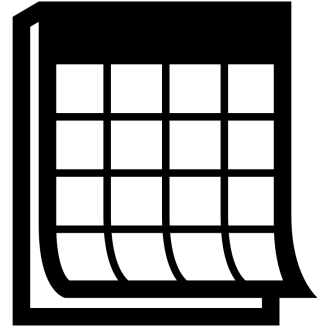
# Upcoming collaborations with communities

## July 2016

- **Global metrics** consultations

Update the **collaboration calendar on meta** if you have a survey, consultation or event that is reaching out to **50+ people**:

**meta:Community\_Engagement/Calendar**



# Metrics



# Update from Discovery - wikipedia.org

20th May: launched new footer on [www.wikipedia.org](http://www.wikipedia.org)



Wikipedia is hosted by the [Wikimedia Foundation](http://www.wikimedia.org), a non-profit organization that also hosts a range of other projects.

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[Privacy Policy](#)



**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

# Update from Discovery - wikipedia.org

This is the old footer:



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 *slightly* more likely to navigate to sister projects

Not logged in Talk Contributions Create account Log in

Main page Discussion Read View source View history Search

## 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: language detection

**WIKIPEDIA**  
Brīvā enciklopēdija

**Latviešu**  
68 000+

**English**  
5 165 000+ articles

**Русский**  
1 314 000+ статей

**日本語**  
1 017 000+ 記事

**Español**  
1 261 000+ artículos

**Deutsch**  
1 945 000+ Artikel


**Français**  
1 761 000+ articles

**Italiano**  
1 275 000+ voci

**Português**  
922 000+ artigos

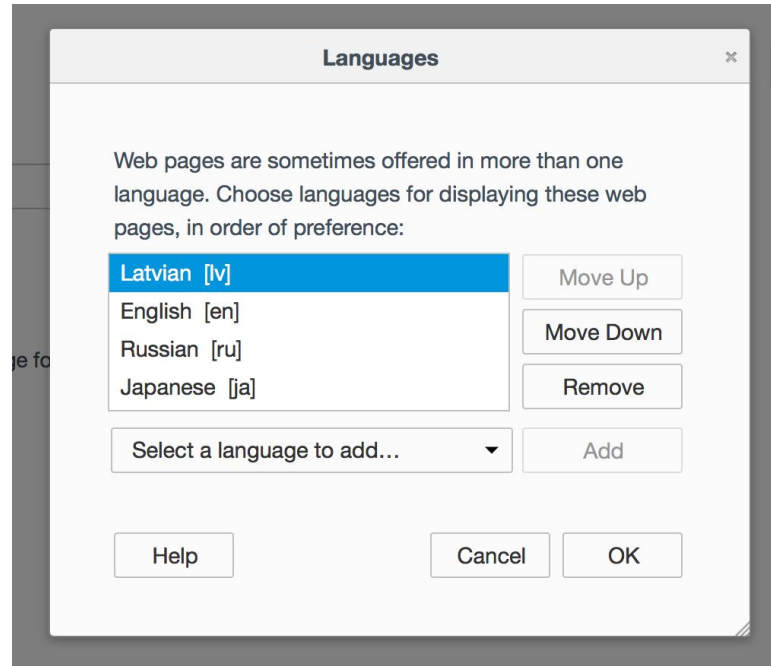
**中文**  
881 000+ 條目



LV 

# Update from Discovery - wikipedia.org

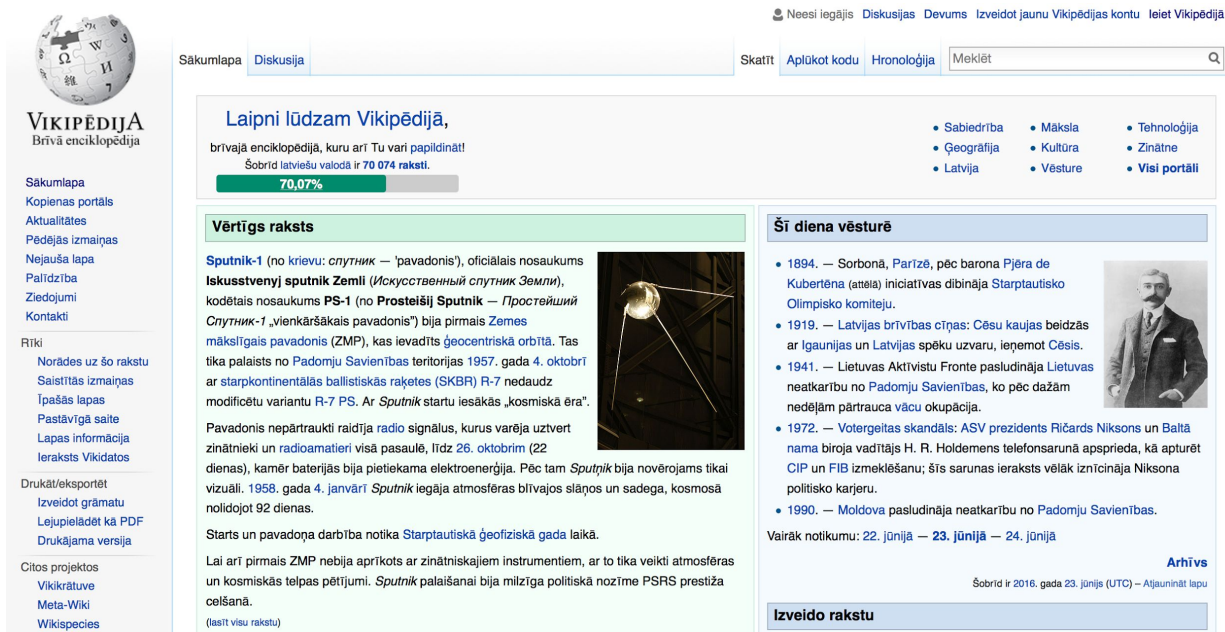
How does the site know the best language? Your browser tells it!





# Update from Discovery - wikipedia.org

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



The screenshot shows the Latvian Wikipedia page for "Sputnik-1". The page is in Latvian and features a navigation menu on the left, a main content area with a progress bar for the article's completion (70.07%), and a list of "Šī diena vēsturē" (This day in history) events. The main content area includes a section for "Vērtīgs raksts" (Valuable article) and a detailed description of the Sputnik-1 satellite launch in 1957. The page also includes a search bar and various user options at the top.

**VIKIPĒDIJA**  
Brīvā enciklopēdija

Sākumlapa **Diskusija** Skatīt Aplūkot kodu Hronoloģija Meklēt

Neesi ielogojies Diskusijas Devums Izveidot jaunu Vikipēdijas kontu Ieiet Vikipēdijā

**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 **Iskusstvenjij sputnik Zemli** (*Искусственный спутник Земли*), kodētais nosaukums **PS-1** (no **Prosteišij 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 atmosfērā blīvajos slāņos un sadega, kosmosā nolidojot 92 dienas.

Starts un pavadona 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. — Votergēitas skandāls: ASV prezidents Ričards Niksons un Baltā nama biroja vadītājs H. R. Holdemēns 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. jūnijā — 23. jūnijā — 24. jūnijā

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

**Izveido rakstu**

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

**Sākumlapa**  
Kopienas portāls  
Aktualitātes  
Pēdējās izmaiņas  
Nejaušā lapa  
Palīdzība  
Ziedojumi  
Kontakti

**RTK**  
Norādes uz šo rakstu  
Sastīlītās izmaiņas  
Īpašās lapas  
Pastāvīgā saite  
Lapas informācija  
Ieraksts Vikidatos

Drukāt/eksportēt  
Izveidot grāmatu  
Lejupielādēt kā PDF  
Drukājama versija

Citos projektos  
Wikikrātuve  
Meta-Wiki  
Wikispeices

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

# Why improve search on wikipedia.org?

A multilingual entry point to Wikipedia... now *even more* multilingual!

## WIKIPEDIA

### English

*The Free Encyclopedia*

5 077 000+ articles

### Español

*La enciclopedia libre*

1 233 000+ artículos

### 日本語

フリー百科事典

1 001 000+ 記事

### Русский

*Свободная энциклопедия*

1 289 000+ статей

### Italiano

*L'enciclopedia libera*

1 252 000+ voci

### 中文

自由的百科全書

863 000+ 條目

### Deutsch

*Die freie Enzyklopädie*

1 907 000+ Artikel

### Français

*L'encyclopédie libre*

1 723 000+ articles

### Português

*A enciclopédia livre*

909 000+ artigos

### Polski

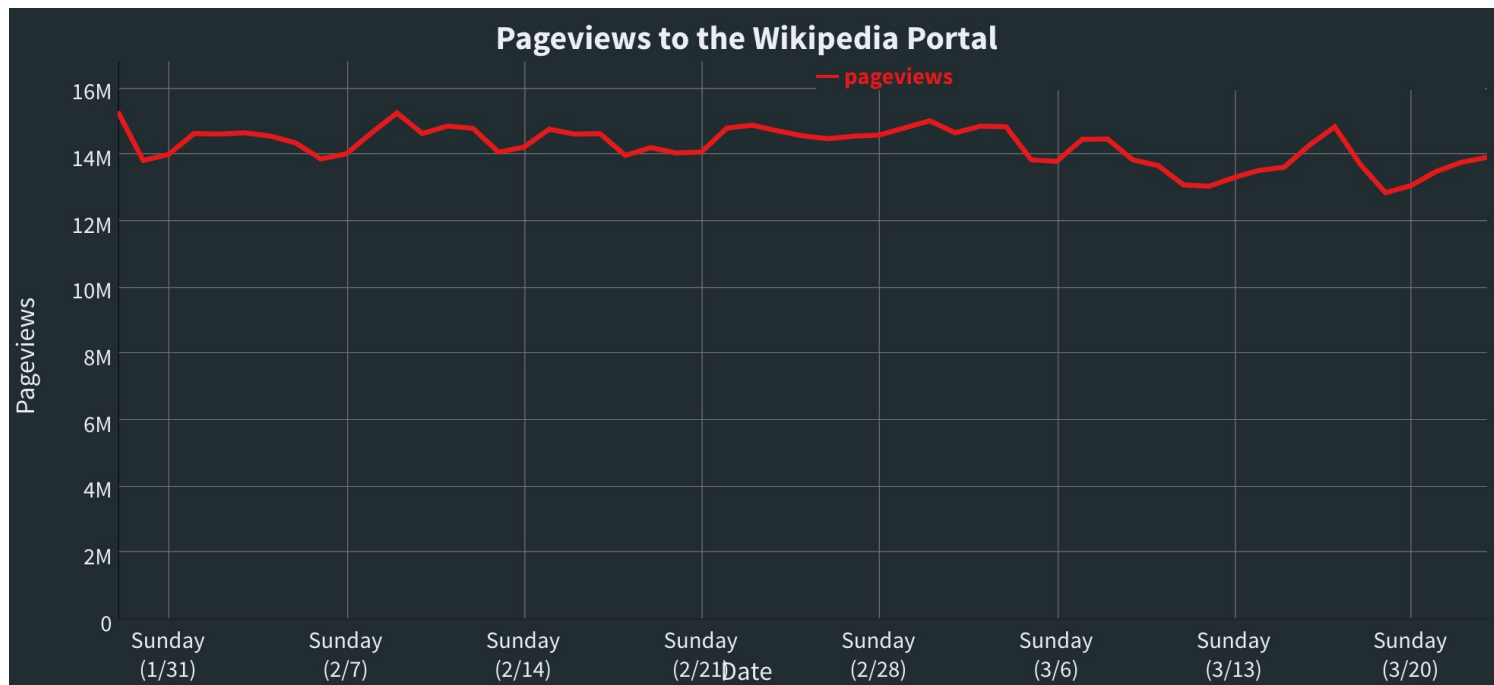
*Wolna encyklopedia*

1 154 000+ haseł



# Why improve search on wikipedia.org?

Around [14 million page views per day](#)



Source: [http://discovery.wmflabs.org/portal/#pageview\\_tab](http://discovery.wmflabs.org/portal/#pageview_tab)

# Thank you!

Thanks to everyone in the [Discovery Department](#) who made this possible

What's next? Check out our [Q1 goals \(July 2016 - September 2016\)](#)

Contact us: [discovery@lists.wikimedia.org](mailto:discovery@lists.wikimedia.org)

Contact me: [dgarry@wikimedia.org](mailto:dgarry@wikimedia.org)

# Research



# How college students use free online resources



## **Many college students use Wikipedia as a ‘supplement’**

*Why do they use Wikipedia?*

- Accuracy and up-to-dateness
- Quantity and coverage
- Availability and ease of access

**Since 2001, the way people use the internet has changed**

- Trend lines point towards mobile, multimedia, and interaction

*How have these changes affected students consumption habits?*



**Since 2001, many other free (gratis) content providers have appeared**

- They provide different content, or present it differently
- May work better for some learning styles, subjects, contexts, and use cases

*When and why do students choose other providers over Wikipedia?*

What we did

**Goal:** understand student use of **Free Online Information Resources (FOIRs)\***

- A survey focused on which resources students used, which features they found most valuable
- Developed with students at the University of Washington
- Deployed by students via social media, listservs
- 214 other students responded

\* *“free to use, accessible via the internet, not provided by UW, not a search engine”*

What we found

**Khan Academy**

**Stack Overflow**

**Wikipedia**

**YouTube**

**Google Scholar**

**Thesaurus.com**

**Investopedia**

**Yahoo Answers**

**Facebook**

**Medium**

**Dictionary.com**

**Coursera**

**Pinterest**

**The Microsoft Website**

**MIT OpenCourseWare**

**Microsoft Virtual Academy**

**Wolfram Alpha**

**The New York Times**

**Merriam Webster**

**Udemy**

**Code School**

**Reddit**

**Udacity**

**The National Archives at Seattle**

**StackExchange**

**Centers for Disease Control and Prevention**

**HyperPhysics**

**PubMed**

**www.theregister.co.uk**

**Stanford iOS course on iTunes**

**Encyclopedia Britannica**

**King County GIS Center**

**ActHub**

**Easytip**

**UAPM**

**Bookshare**

**Interactivepython**

**Mayo Clinic**

**The British Encyclopedia**

**Waschools**

**Twitter**

**SpanishDict**

**Business Insider**

**Automate the Boring Stuff with Python**

**Codecademy**

**Master Organic Chemistry**

**Web Science**

**CNN**

**Lynda**

**McGraw Hill**

**Quizlet**

**JSTOR**

**Dribbble**

**Paul's Online Math Notes**

**The National Archives at Seattle**

**Chemical Forums**

**Chemical Forums**

**WikiAnswers**

**www.instruction.com**

**SmartPhysics**

**www.nature.com**

**www.instruction.com**

**www.tellingstories.org**

**Pharoslight**

**ActHub**

**Purdue University Online Writing Lab**

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**Pharoslight**

**ActHub**

# Top 5 FOIRs

resource	mentions
<b>Wikipedia</b>	<b>74</b>
YouTube	40
Stack Overflow	32
Khan Academy	20
Coursera	11

# Why Wikipedia?

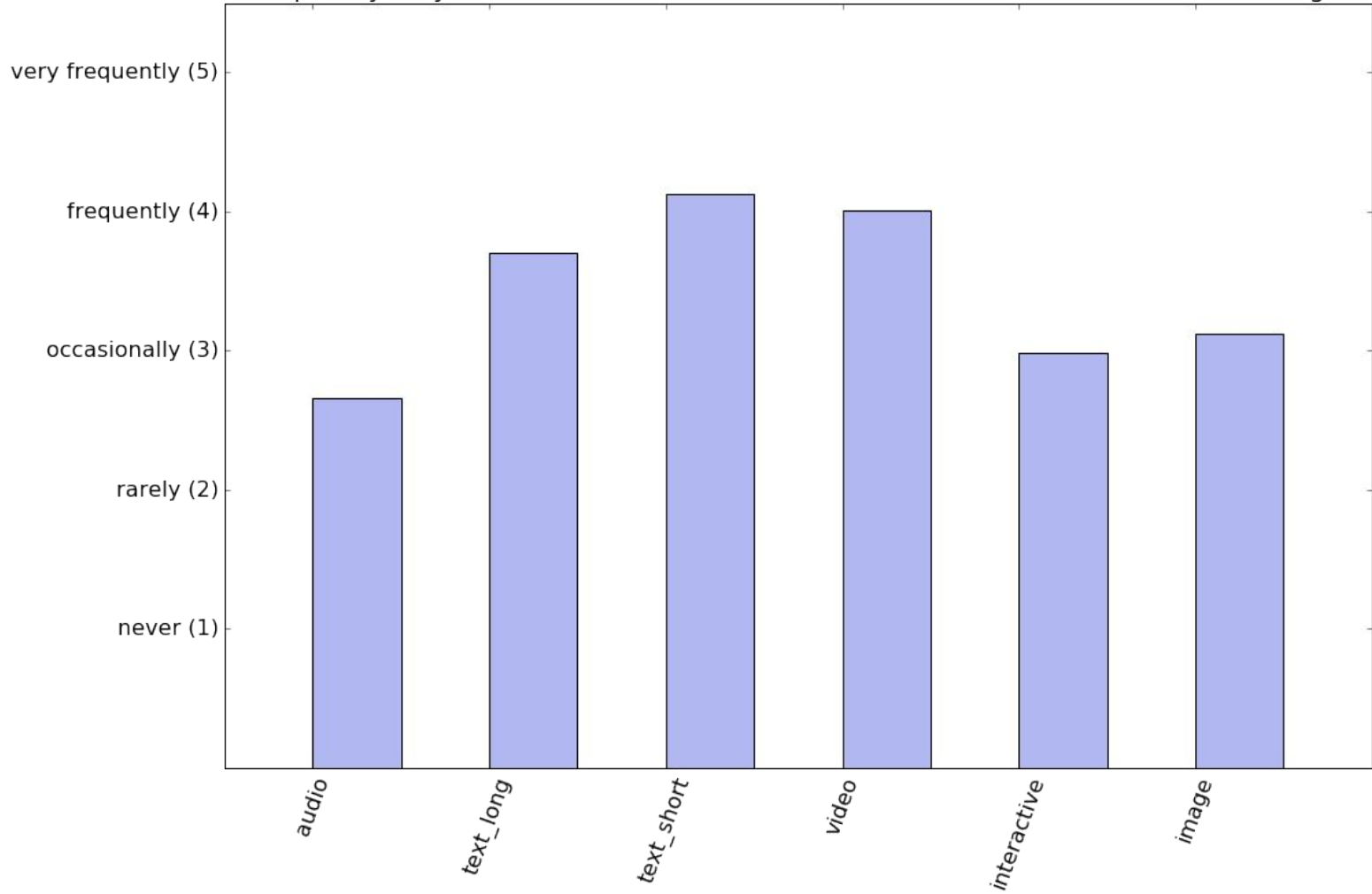
“**It's well-maintained and generally understandable.** I can go to it with only a little understanding of what it is I'm interested in and follow links until I feel like I understand the concept.”

“My profs don't allow Wikipedia to be used as a reference, but **I use Wikipedia as a 'jump off' for research.**”

“It is **quick and easy** to find information I need, though I know it is not the most reliable.”

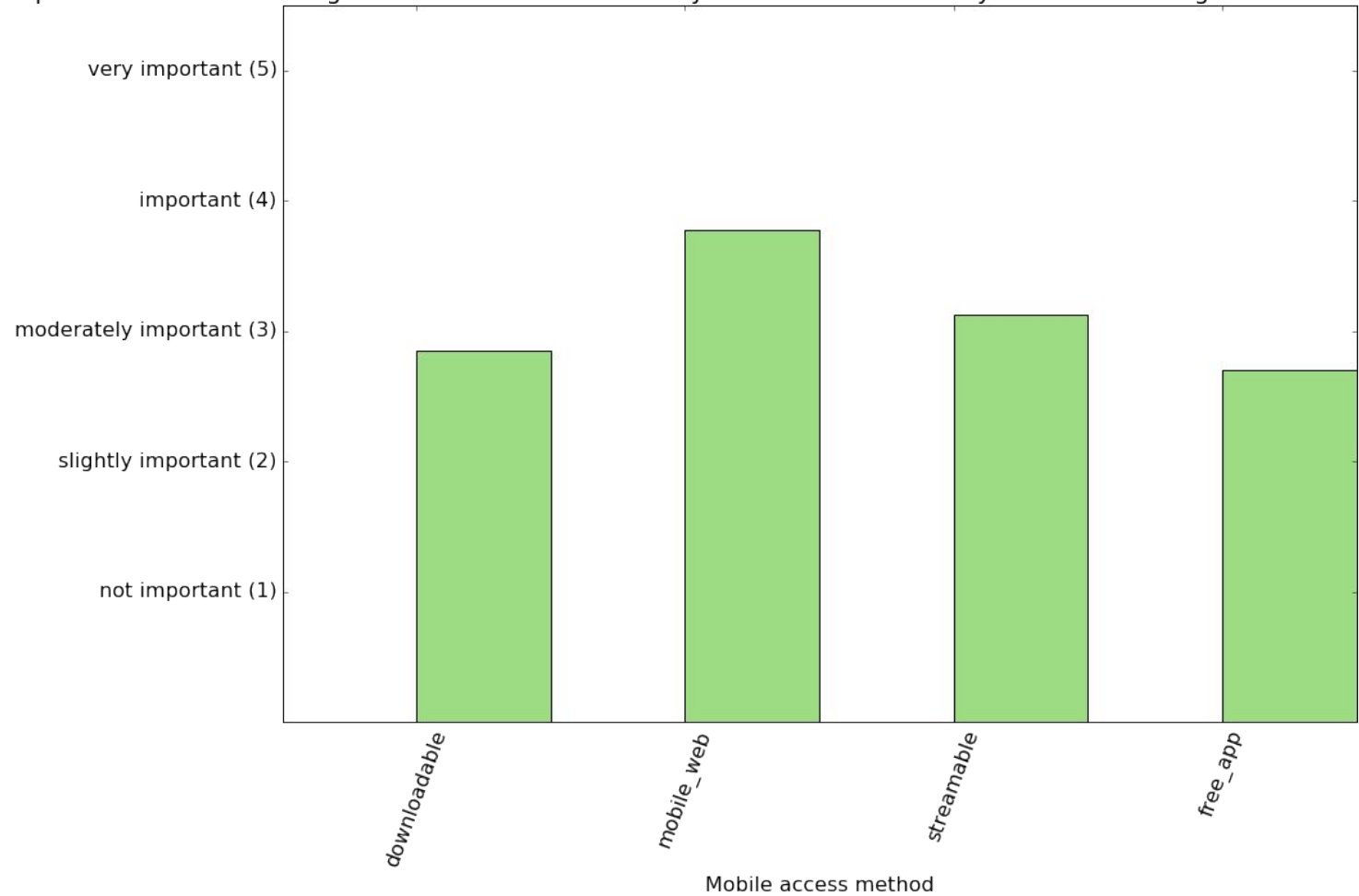
“It's **usually the first link that comes up** when I look up a topic on Google.”

How frequently do you consume information from free online resource in the following ways?





How important are the following factors related to availability on mobile devices to you when deciding whether to use a free online resource?



# Opportunities

**Full report:** [https://meta.wikimedia.org/wiki/Research:FOIR\\_survey](https://meta.wikimedia.org/wiki/Research:FOIR_survey)

Thank you!



Full report: [https://meta.wikimedia.org/wiki/Research:FOIR\\_survey](https://meta.wikimedia.org/wiki/Research:FOIR_survey)

Source: "UW FOIR research group poster planning session" Jonathan Morgan CC BY SA 3.0 2016

# Product demo



# RevisionSlider

Demo by Wikimedia Deutschland TCB team

<https://www.mediawiki.org/wiki/Extension:RevisionSlider>

# Executive Director update



Hi!





WIKIPEDIA  
The Free Encyclopedia

[Main page](#)  
[Contents](#)  
[Featured content](#)  
[Current events](#)  
[Random article](#)  
[Donate to Wikipedia](#)  
[Wikipedia store](#)

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[Help](#)  
[About Wikipedia](#)  
[Community portal](#)  
[Recent changes](#)  
[Contact page](#)

**Tools**  
[What links here](#)  
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# Star Apartments

From Wikipedia, the free encyclopedia

The **Star Apartments** are a purpose-built residential housing complex on Los Angeles' **Skid Row** that caters to the needs of the chronically [homeless](#).<sup>[1]</sup> Opened in October 2014, the Star Apartments include 102 units averaging 350 square feet, alongside amenities such as on-site medical services, counseling, fitness and art facilities and a community garden. The complex was developed by the [Skid Row Housing Trust](#), and designed by Los Angeles based firm Michael Maltzan Architecture. The building also houses the Los Angeles County Department for Health Services' Housing for Health division.<sup>[2]</sup>

## Contents [hide]

- Description
  - Location
  - Residency
  - Developer and Architect
  - Architecture
- History
- Critical Reception
- References

## Description [edit]

### Location [edit]

The Star Apartments are located in the Skid Row neighborhood, known for its large homeless population.<sup>[3]</sup> The site of the building has frontage on East 6th Street on the northeast, South San Pedro on the southeast, and San Julian Street to the northwest.

### Residency [edit]

Residents of the Star Apartments have been identified as members of the "most vulnerable" population of [Los Angeles County](#), including the chronic homeless and those with a record of frequently utilizing emergency medical services.<sup>[4]</sup> Each resident is required to pay 30 percent of income or government assistance toward rent. Residency is non-conditional, meaning residents are not required to enroll in assistance programs offered on-site, including addiction counseling, medical assistance, or psychiatric counseling.<sup>[5]</sup>

The building received a certificate of occupancy in 2014, and is expected to reach full occupancy by November 2014.<sup>[6][7]</sup>



Wikimania





shared language



ready for change

An aerial photograph of a village nestled in a lush green valley. The houses have terracotta roofs and are surrounded by dense forests. The text "we're not sure where change will take us" is overlaid in white serif font across the center of the image.

we're not sure where change will take us



inclusivity

***TURTLE OF INCLUSIVITY***

Photo by Claudio Giovenzana, CC BY-SA 3.0.



let's find more ways to bring people in

A large group of King penguins stands on a snowy ice shelf under a clear blue sky. In the foreground, a single King penguin is captured mid-leap, its wings spread wide as it moves from the water onto the ice. The scene is bright and clear, with shadows cast on the snow.

how can we be relevant and meaningful in  
new places

A group of children and adults are playing in a snowy field. In the foreground, a woman in a dark jacket and blue pants is helping a child in a blue hoodie build a snowman. Other children in winter clothing are scattered across the snow, some standing and some walking. In the background, there are trees and a large, modern building with a wide, low roof. The sky is overcast and grey.

future built together





Prepare for a  
movement strategy

# Clear desire for a unifying vision

- Affiliate requests
- Community feedback
- FDC recommendations
- Trustee responsibility
- Wikimedia Foundation engagement survey results
- Major donor interest in our long-term vision

# Challenges

- Staff burnout from 2014-2015 process
- Community dissatisfaction with inclusivity, engagement, and consultation
- ~~Pending leadership search~~
- ~~Strategy and vision should come from permanent leadership~~

# Needs

- Engage Foundation staff with compelling vision
- Identify community and organizations operating roles within broader vision
- Address and prepare for longer-term opportunities and challenges
- Allocate resources against holistic strategy
- Build confidence in permanent leadership team

# Preparation and planning

- Identify:
  - Stakeholders
  - Resources
  - Timelines
- Review strengths and weaknesses of past processes:
  - 2010-15 Wikimedia movement strategy:
    - Process, strategy, results
  - 2016-18 Wikimedia Foundation strategy:
    - Captures all assets and strengths and opportunities
    - Counteracts all challenges
- Capture stakeholder feedback (Board, affiliates, staff)
- Make recommendations for movement-wide process

# Identify goals and build alignment

- Organize sessions with staff, Trustees, affiliates, and contributors around:
  - Strengths (our movement assets)
  - Destination (where we are going)
  - Purpose (why we want to be there)
  - Strategy (how will we get there)
- Engage Foundation departments through discussion on department-level ownership of their part of the vision

# Prepare for movement strategy

July	August	September	October	November
<p><b>Audit 2010-15 strategy</b> Strengths and weaknesses of process, plan, and results</p>	<p><b>Vision evaluation</b></p> <ul style="list-style-type: none"> <li>- WMF</li> <li>- Trustees</li> <li>- Affiliates</li> <li>- Contributors</li> </ul>	<p><b>Mapping vision</b> How do our current programs get us there?</p>	<p><b>Finalize recommendations</b> Process and implementation</p>	<p><b>Board strategy retreat</b></p>
<p><b>Audit 2016-18 strategy</b> Does it capture all assets, strengths, threats, opportunities?</p>	<p><b>Evaluate fundraising</b> Will current revenue model sustain us?</p>	<p><b>Explore metrics</b> How can we better measure against goal and vision?</p>	<p><b>Confirm agreement</b> Present to the Board</p>	
<p><b>Identify</b> timelines, stakeholders, &amp; actions</p>		<p><b>Confirm</b> timelines, stakeholders, actions needed</p>	<p><b>Prepare for</b> Strategy retreat with Board</p>	

Questions? Answers.



wikilove  
LIVE