

Worldwide Readership Q3 FY19-20



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MTP Priority slides



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Worldwide Readership



Overview

Worldwide Readership is how we transmit knowledge, build awareness, and connect with donors. Without global readership, the importance of the projects would be diminished.

Progress and Challenges

Biggest challenge this quarter has obviously been the COVID-19 pandemic. I've been proud of the whole team -- people have taken care of the right things.

- **Desktop Refresh**
 - Latest release delayed due to de-risking protocols
- **Growing Readership**
 - Staffing, partner delays as well as regional events impacted schedule. These are now resolved.
- **Wikidata**
 - Progress has flagged on some major initiatives and architectural problems are emerging.

Key Deliverables

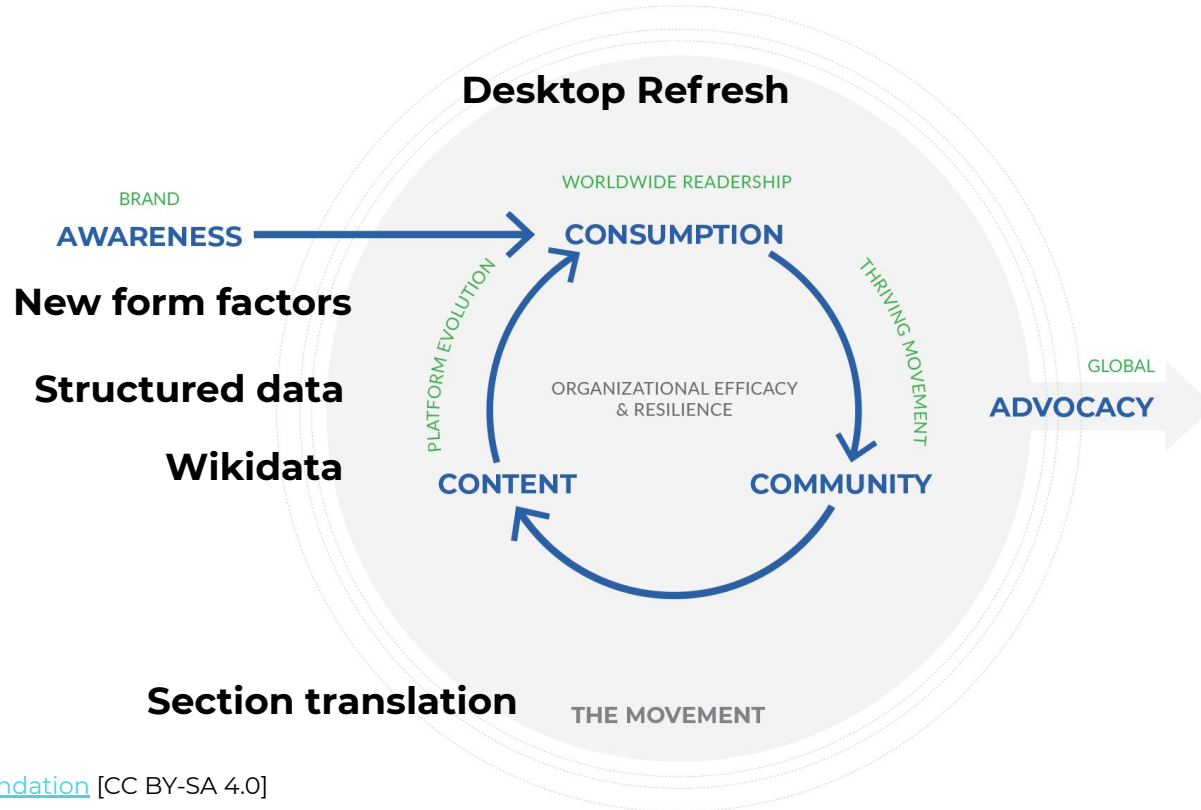
Desktop refresh	
Growing readership	
Wikidata	

Actions

- Continue to monitor DR schedule in light of COVID-19 delays
- Work with T&C on international hiring (in progress) & partnerships
- Bring concerns to WMDE in context of annual planning



Worldwide Readership



Worldwide Readership



MTP Outcomes

Make incremental but meaningful changes to our core products.

Substantially extend our core product experiences

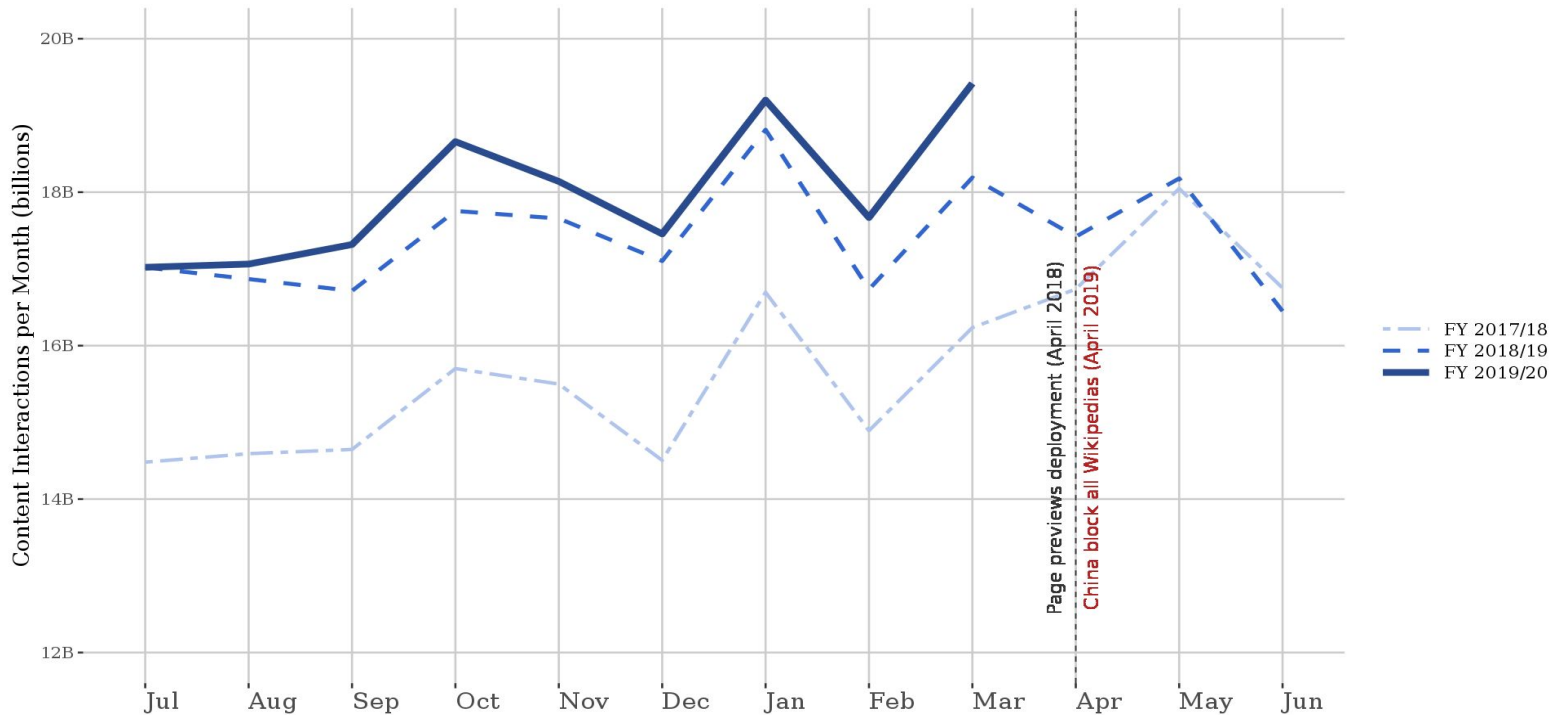
MTP Metrics

	Y1 Goal	Q1 Status	Q2 Status	Q3 Status
Total monthly CI increase YoY	1.25% YoY	3.6% YoY (17.1B/mo*)	3.4% YoY (18.1B/mo*)	5.0% YoY (18.8B/mo*)
Established markets	0.5% YoY	n/a	8.5% YoY (14.0B/mo*)	7.3% YoY (14.7B/mo*)
Emerging markets	3.3% YoY	n/a	-4.8% YoY (4.0B/mo*)	-2.4% YoY (4.0B/mo*)
Baseline: 17.3B/month				
Total monthly edits increase YoY	5% YoY	0% YoY (38.8M/mo*)	18.6% YoY (24.2M/mo* ^{o+} #)	22.5% YoY (26.7M/mo* ^{o+} #)
Established markets	4.5% YoY	n/a	(8.94M/mo* ^{o+} #)	(10.57M/mo* ^{o+} #)
Emerging markets	12.8% YoY	n/a	(2.04M/mo* ^{o+} #)	(2.23M/mo* ^{o+} #)
Baseline: 46.1M/month				
Net new content increases YoY	18% YoY	47.7% YoY (2.58M/mo)	6.7% YoY (1.11M/mo ^o)	45.4% YoY (1.41M/mo ^o)
Established markets	n/a [^]	n/a	(551K/mo ^{o+} #)	(1.01M/mo ^{o+} #)
Emerging markets	n/a [^]	n/a	(185K/mo ^{o+} #)	(255K/mo ^{o+} #)
Baseline: 1.86M/month				



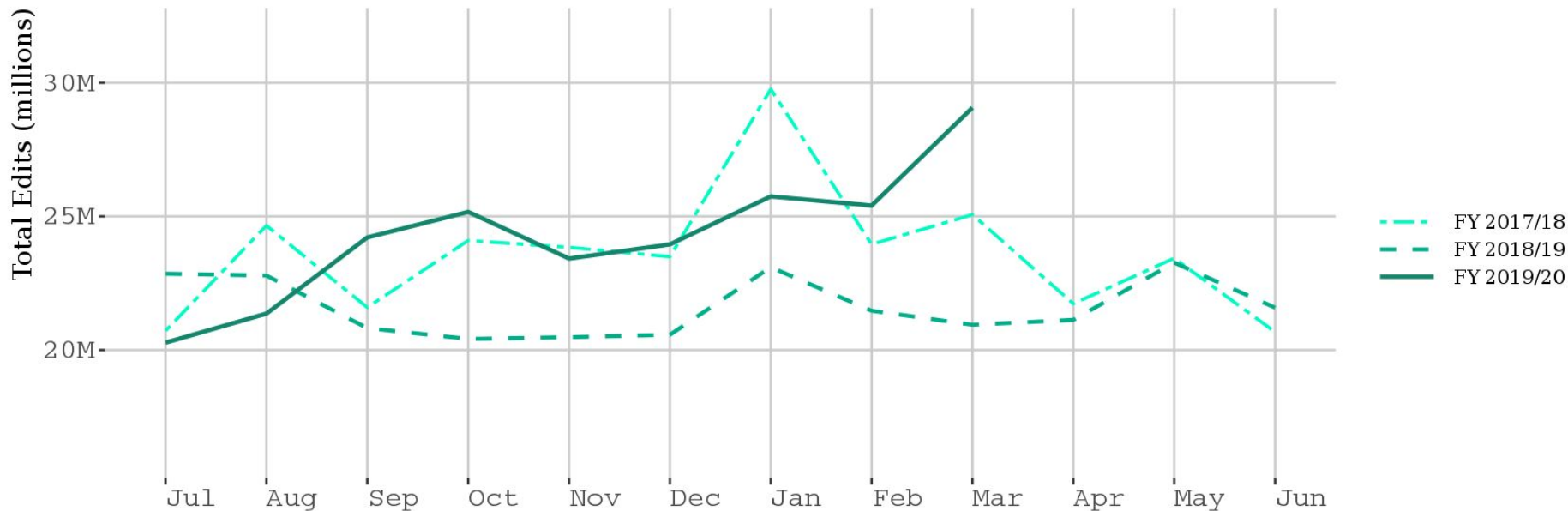
Wikimedia Content Interaction year-over-year comparison

July 2017 - March 2020



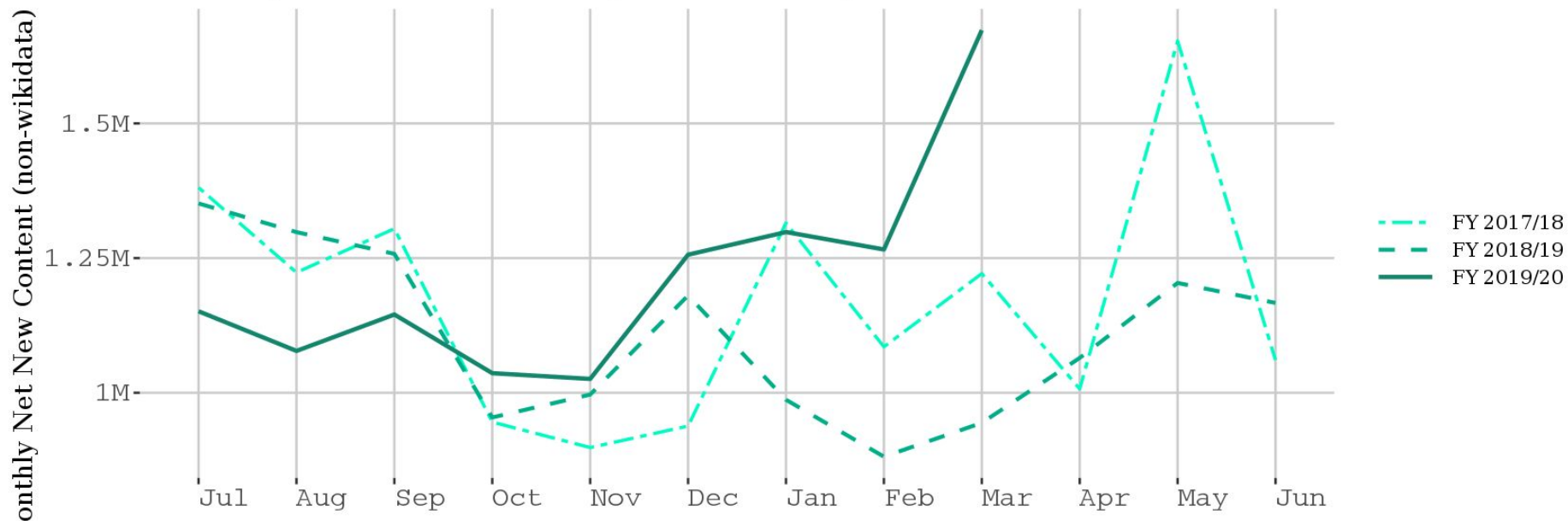
Wikimedia Total Edits (non-Wikidata) year-over-year comparison July 2017 - March 2020

Monthly Total Edits (non-Wikidata)



Wikimedia Net New Content (non-Wikidata) year-over-year comparison July 2017 - March 2020

Monthly Net New Content (non-wikidata)



Key Deliverable slides



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Desktop Refresh



Objective:

Strengthen brand affinity by increasing site utility amongst readers and maintaining utility for our existing editors.

The Desktop Refresh deliverable saw crucial progress over the last quarter

- Prototype testing collected feedback of more than 230 editors. Results were mostly positive, with some smaller concerns. Similarly, user testing with readers confirmed issues with current desktop site.
- The team iterated on the feedback and built the first features of the project: opting-in preference, logo and header changes, and began to build the collapsible sidebar with fixed text width
- Deployment of the first features to test wikis was postponed due to covid-19 risk mitigation
- Collaborating with the FAWG and core platform team on building out the search widget in vue.js

Target quarter for completion: Q4 2021



Desktop Refresh



MTP Metrics

Y1
Goal

Q1
Status

Q2
Status

Q3
Status

Deliver on 12 program milestones Baseline: 0 milestones	12 (9 as of Q3)	2 of 3	6 of 6	8 of 9
Deploy the first stages of the new desktop experience as an opt-in preference to all wikis, with at least 5 wikis where the experience is default	Default on 5 wikis	n/a	n/a	n/a
Opt out rate is 40% or lower on default wikis	< 40% opt-out rate	n/a	n/a	n/a



Desktop Refresh



WIKIPEDIA
The Free Encyclopedia

Not logged in | Talk | Contributions | Create account | Log in

Article **Talk** | Read | Edit | View history | Search Wikipedia... | 9 languages

Sam Cooke

From Wikipedia, the free encyclopedia

For other people named Sam Cooke, see Sam Cooke (disambiguation).

Samuel Cook^[2] (January 22, 1931 – December 11, 1964),^[2] known professionally as **Sam Cooke**, was an American singer, songwriter, civil-rights activist and entrepreneur.

Influential as a singer, composer, and producer,^[3] he is commonly known as the **King of Soul** for his distinctive vocals and importance within popular music. He began singing as a kid and joined the **Soul Stirrers** before moving to a solo career where he scored a string of hit songs including *"You Send Me"*, *"A Change Is Gonna Come"*, *"Cupid"*, *"Wonderful World"*, *"Chain Gang"*, *"Twistin' the Night Away"*, and *"Bring It On Home to Me"*.

His pioneering contributions to soul music contributed to the rise of **Aretha Franklin**, **Bobby Womack**, **Al Green**, **Curtis Mayfield**, **Stevie Wonder**, **Marvin Gaye**, and **Billy Preston**, and popularized the likes of **Otis Redding** and **James Brown**.^{[4][5][6]} **AllMusic** biographer Bruce Eder wrote that Cooke was "the inventor of soul music", and possessed "an incredible natural singing voice and a smooth, effortless delivery that has never been surpassed".^[7]

On December 11, 1964, at the age of 33, Cooke was shot and killed by Bertha Franklin, the manager of the Hacienda Motel in Los Angeles, California.^[8] After an inquest and investigation carried out by the Los Angeles Police Department (LAPD), the courts ruled Cooke's death to be a **justifiable homicide**.^[9] Since that time, the circumstances of his death have been called into question by Cooke's family.

Early life

Cooke was born Samuel Cook in **Clarksdale**, **Mississippi**, in 1931 (he added the "e" to his last name in 1957 to signify a new start to his life).^{[10][11]} He was the fifth of eight children of the Rev. Charles Cook, a minister in the **Church of Christ (Holiness)**, and his wife, Annie Mae. One of his younger brothers, L.C.

Sam Cooke



Cooke in 1963

Background information

Growing Readership



Objective:

Add new content structures, form factors, and localized content to substantially extend our product experiences in order to grow readership worldwide.

Growing readership deliverable saw significant progress over the last quarter, with some delays due to various circumstances

- KaiOS app 90% complete. Some complexity introduced by arranging agreements with the Jio and KaiOS app stores delayed the deployment to mid-April.
- Content Translation out of beta in 17 new wikis (goal was 12), reaching a total of 25. Section translation proof of concept delayed due to limited developer resources

Target quarter for completion: New knowledge form factors, Section translation: Q4 FY19-20. Structured Data on Commons: Q2 FY19-20. Structured Data Across Wikimedia: Q2 FY22-23.



Growing Readership



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Baseline: 1.86M/month				
Deliver on 19 program milestones (13 as of Q3)	19	4 of 5	11 of 11	11 of 13



Growing Readership: section translation



← Translate section Done

Kasaysayan

The ukulele is commonly associated with [music from Hawaii](#) where the name roughly translates as "jumping flea", perhaps because of the movement of the player's fingers. Legend attributes it to the nickname of the Englishman [Edward William Purvis](#), one of King [Kalākaua](#)'s officers, because of his small size, fidgety manner, and playing expertise. One of the earliest appearances of the word ukulele in print (in the sense of a stringed

Proposed translation from Google ...

Ang ukulele ay karaniwang nauugnay sa [musika mula sa Hawaii](#) kung saan ang pangalan ay halos isinalin bilang "jump flea", marahil dahil sa paggalaw ng mga daliri ng manlalaro.

[Edit translation](#)


← Apply Skip →

Original

The ukulele is commonly associated with [music from Hawaii](#) where the name roughly

✕ ↶ A ↷ ↻ ↺ ↻ ↷

Ang ukulele ay karaniwang nauugnay sa [musika mula sa Hawaii](#) kung saan ang pangalan ay halos isinalin bilang "jump flea", marahil dahil sa paggalaw ng mga daliri ng manlalaro.



Updating translation...
(and learning from your corrections)

65% edited by you

Hawayong [ukulele](#). Sa Nagkakaisang Kaharian, binaybay din itong [ukelele](#).

^ Kasaysayan new

Ang ukulele ay karaniwang nauugnay sa [musika mula sa Hawaii](#) kung saan ang pangalan ay halos isinalin bilang "jump flea", marahil dahil sa paggalaw ng mga daliri ng manlalaro. Ang katangian ng alamat ay sa palayaw ng Englishman na si [Edward William Purvis](#), isa sa mga opisyal ng King [Kalākaua](#), dahil sa kanyang maliit na sukat, matapat na paraan, at kasanayan sa paglalaro.

^ Sanggunian

- ↑ 1.0 1.1 "Yukulele, ukulele". *English, Leo James. Tagalog-English Dictionary*

✓ **New section added**
Your translation was published. Consider editing the contents further, or adding another section.

+ **Translate another section**
"Construction" and 3 more are missing

Wikidata

Objective:

Wikidata is a source of high quality data and is more connected to Wikimedia projects and external Wikibase instances.

Wikidata continues to grow in editors and content, but two of the three strategic areas of interest (Wikibase, data quality, and Wikidata integration into WP) are behind.

Target quarter for completion: Ongoing



Wikidata

Key Results	Y1-Goal	Q1 Status	Q2 Status	Q3 Status
By end of June 2020 at least 5 new instances outside of Wikimedia projects will have integrated Wikidata content. Baseline: 0	5 (0 as of Q3)	n/a	0	0
A quality score for data objects will have been defined and implemented and baselines will have been defined by end of June 2020. Baseline: No quality score	✓	-	✓	✓
By end of June 2020 at least 2 different language Wikipedias are using a first prototype to edit Wikidata directly from their Wikipedia project. Baseline: 0 Wikipedias using	2 (0 as of Q3)	0	0	0



Department slides

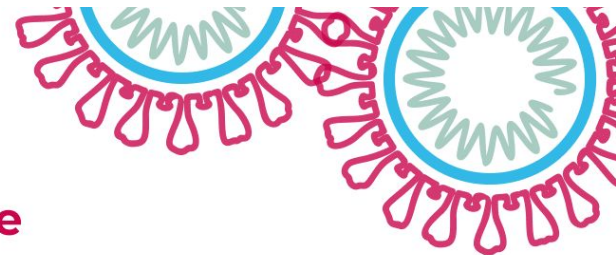


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COVID-19 response

1. Responding to community needs around data visualization: specifically data tables, graphs and maps to show the impact of the pandemic worldwide.
2. Prototyping a rapid response content generation campaign.
3. Pivoting Education work to focus on response to global school closures.
4. Triaging outstanding bugs that are most pressing for COVID-19 response, pairing them with *available* resources in Product and across org, tracked [here](#).
5. [#Covid-19-data](#) slack channel discussion tracking all page views and metric impacts.
6. Helping community fix unreadable tables in COVID-19 article for all platforms and screen-readers {{DONE}}
7. Some communities have added a COVID-19 bar to In the News (first change in a decade) -- we are supporting other communities who want to do this {{DONE}}
8. Producing site banners directing users to COVID-19 virus information {{DONE}}
9. Volunteer activities (eg, goaforyou.in from Prateek, remoting blog posts from TPgM)





Wikimedia, Education, and our COVID-19 response

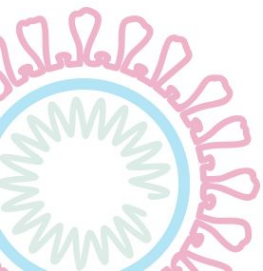
Our Action Plan

1. We will create and share learning resources related to Wikimedia in Education

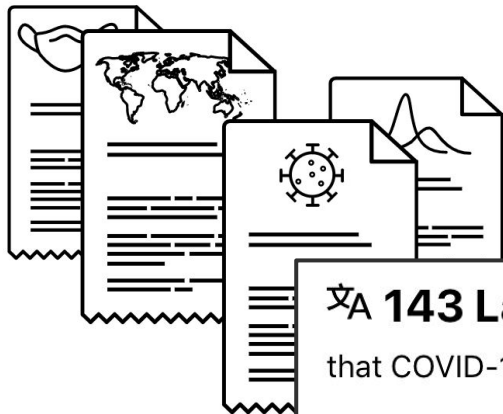
2. We will initiate an #EduWiki challenge on social media to support learning

3. We will foster knowledge sharing about the impact of COVID-19 on education

4. We will support the UNESCO COVID-19 Education Coalition



COVID-19 Analytics



🌐 **143 Languages**

that COVID-19 articles exist in

✎ **340,137 Edits**

in total have been made to COVID-19 articles, an average of **117 edits per hour** since December 2019

👤 **34,832 Editors**

have contributed to COVID-19 articles ^[2]



Yesterday, Wikipedias across all languages* received more than 650 million views—a new daily record.

11:11 AM · Mar 30, 2020 · [Twitter Web App](#)

153 Retweets 726 Likes

Recent Daily Pageviews



GLAM team Q3 highlights

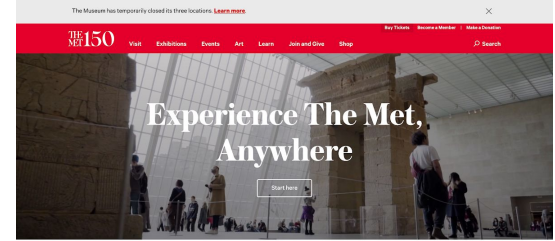
- Onboarded new Senior Program Manager, Fiona Romeo
- Satdeep Gill led project to [compile data](#) on a decade of GLAM-Wiki community projects (800+)
- Sandra Fauconnier completed and [documented](#) GLAM pilots for Structured Data on Commons
- Mentored the Digital Public Library of America, who have uploaded [400K+ media files](#) to Commons.
- Advised technical scoping for WMSE GLAM tools.

COVID-19 impact on GLAM and culture (first thoughts)

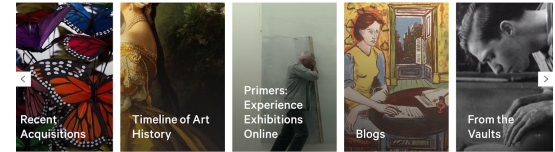
Institutions closed their buildings and are pivoting to digital — some more effectively than others.

- Immediate impact on artists, freelancers, and staff positions.
- Significant unused volunteer capacity.
- Increased demand for advice about open access.

Liam Wyatt started a Wikipedia page: [Impact of the 2019–20 coronavirus pandemic on arts and cultural heritage](#)



What's Online



A Message from The Met's Leadership

Daniel Weiss and Max Hollein on art's role in turbulent times and what's next for the Museum.

[Read more](#)

5,000 Years of Art, Online

From the first cities of the ancient world to the works of our time, experience our Collection Online.

[Browse artworks](#)



Visit Us from Home

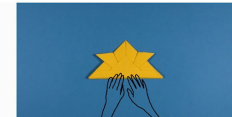
Witness our most iconic spaces in 360-degree video from the Museum.

[Take a virtual tour](#)

Make Art Anywhere

Follow along and learn how to find an original source habitat.

[Start folding](#)



Product x Programs integration





Vue.js



Growth updates

- 93 suggested edits over a week
- Topic selected: “Technology”
- Some articles edited (mostly adding links):
 - “Educational game”
 - “Copy-and-paste programming”
 - “Access control”
 - “Two generals’ problem”
 - “Digital signage”

[Bonus example: the most prolific newcomer.](#)

via Google Translate

User: Yassersjassim96



[أخف] Contents

Yassersjassim96	1
education	2
responsibilities	3
courses and certificates	4
skills	5
hobbies	6
external links	7
sources	8

[edit] **Yassersjassim96**

Hello, My name is Yasser Sadiq Jassim in [English](#) : ([Yassersjassim96](#)) or (Yasser S. Jassim) I work as *an application developer* at the [Take Kicks](#) ^[1] . digital platform

One of my favorite hobbies is writing, and I would like to help people on Arabic .Wikipedia correct information and language errors

[edit] **Education**

Bachelor's degree in Computer Science Department / [Al-Mustansiriya University](#) , Baghdad - Iraq

[edit] **Responsibilities**

- Smartphone application development
- UI / UX design
- Writing technical articles

Writing and developing programs according to specifications

People are saying

Trying out the Editing team's new reply tools:

"I am now very enthusiastic, good development. Delicate, intelligent, does not overwrite the usual things..."

— *Hungarian Wikipedia*

A steward reviewing the CheckUser improvements:

"Having all the information in one interface is very useful. And I love the highlighting feature."

— *during user testing*

Testing the prototype for Desktop refresh:

"I think it looks like a great change... would be great for showing folks how the overall experience of Wikipedia, not just the content, is ever-evolving. Keep up the good work!"

— *Mediawiki.org*

The Wikipedia Library helping an editor in need:

"The COVID-19 lockdown leaves me stuck at home without a public library and in dire need of UK historical newspapers."

— *Wikipedia Library access request*



wikimedia @Wikimedia · Feb 28

Have you ever found yourself reading a @Wikipedia article and wondering "who wrote that"? We have a tool to help! This new browser extension allows you to highlight over any Wikipedia content to immediately see all other content from the same author. More: mediawiki.org/wiki/Who_Wrote...



4 40 96



Dr Jess Wade

@jesswade

Replying to @Wikimedia and @Wikipedia

TY for this wiki wizards. grateful 🙏❤️

7:04 AM · Feb 29, 2020 · Twitter for iPhone

Org updates

1. VP Product search concluding
2. Community programs updates
3. Design organization complete
4. Hiring updates



Thank you!

Community
Foundation
Department

