Worldwide Readership
Q3 FY19-20
MTP Priority slides
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

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<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
<td>Desktop refresh</td>
<td></td>
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<tr>
<td>Growing readership</td>
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<tr>
<td>Wikidata</td>
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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

Department: Product
Worldwide Readership

Desktop Refresh

New form factors
Structured data
Wikidata
Section translation

Wikimedia Foundation [CC BY-SA 4.0]
## Worldwide Readership

### MTP Outcomes

- Make incremental but meaningful changes to our core products.
- Substantially extend our core product experiences.

### MTP Metrics

<table>
<thead>
<tr>
<th>MTP Metrics</th>
<th>Y1 Goal</th>
<th>Q1 Status</th>
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<td>Total monthly CI increase YoY</td>
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<td>Established markets</td>
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<td>Emerging markets</td>
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<tr>
<td>Total monthly edits increase YoY</td>
<td>5% YoY</td>
<td>0% YoY</td>
<td>18.6% YoY</td>
<td>22.5% YoY</td>
</tr>
<tr>
<td>Established markets</td>
<td>4.5% YoY</td>
<td>n/a</td>
<td>(8.94M/mo*)</td>
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<td>Emerging markets</td>
<td>12.8% YoY</td>
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<td>Net new content increases YoY</td>
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<td>Established markets</td>
<td>n/a^</td>
<td>n/a</td>
<td>(551K/mo*)</td>
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<td>Emerging markets</td>
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<td>n/a</td>
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<td>(255K/mo*)</td>
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<tr>
<td>Baseline: 1.86M/month</td>
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Department: Product
Wikimedia Content Interaction year-over-year comparison
July 2017 - March 2020

[Graph showing content interactions per month from July 2017 to March 2020, with key events such as FY 2017/18, FY 2018/19, and FY 2019/20 marked on the x-axis and content interactions in billions on the y-axis.]
Wikimedia Total Edits (non-Wikidata) year-over-year comparison
July 2017 - March 2020

Monthly Total Edits (non-Wikidata)
Key Deliverable
slides
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

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<tbody>
<tr>
<td>Deliver on 12 program milestones</td>
<td>12</td>
<td>2 of 3</td>
<td>6 of 6</td>
<td>8 of 9</td>
</tr>
<tr>
<td><strong>Baseline:</strong> 0 milestones</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>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</td>
<td>Default on 5 wikis</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
</tr>
<tr>
<td>Opt out rate is 40% or lower on default wikis</td>
<td>&lt; 40% opt-out rate</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
</tr>
</tbody>
</table>

Department: Product
Sam Cooke

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.[10][13] 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). 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., would later become a successful record producer and manager of the Comets, a popular R&B act. He grew up in Como, Mississippi, a town near Clarksdale.
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

# Growing Readership

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<td><strong>5.0% YoY</strong> (18.8B/mo*)</td>
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<td>Established markets</td>
<td>0.5% YoY</td>
<td>n/a</td>
<td><strong>8.5% YoY</strong> (14.0B/mo*)</td>
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<td>0% YoY (38.8M/mo*)</td>
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<td><strong>6.7% YoY</strong> (1.11M/mo°)</td>
<td><strong>45.4% YoY</strong> (1.41M/mo°)</td>
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<td>19 (13 as of Q3)</td>
<td>4 of 5</td>
<td>11 of 11</td>
<td>11 of 13</td>
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Growing Readership: section translation

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 naugnay sa musika mula sa Hawaii kung saan ang pangling ay halos isinalin bilang "jump flea", marahil dahil sa paggalaw ng mga daliri ng manilalalaro.

Edit translation

Updating translation...

(and learning from your corrections)

65% edited by you

Sanggunian

1. ↑ 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
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
### Key Results

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<tr>
<td>By end of June 2020 at least 5 new instances outside of Wikimedia projects will have integrated Wikidata content.</td>
<td>5</td>
<td>n/a</td>
<td>0</td>
</tr>
<tr>
<td>A quality score for data objects will have been defined and implemented and baselines will have been defined by end of June 2020.</td>
<td>✔</td>
<td>-</td>
<td>✔</td>
</tr>
<tr>
<td>By end of June 2020 at least 2 different language Wikipedias are using a first prototype to edit Wikidata directly from their Wikipedia project.</td>
<td>2</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>
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)
Illustrating your work

Need some guidance on what to include? Consider high priority deliverables that need to be surfaced to C-Team or organization-wide. Items of interest could include: Valuable lessons learned, Recognition, Critical shifts in Resources (people/money/time), Obstacles.

There is work we do beyond our MTP-segmented activities, including Core efforts and other critical work. Please feel free to create the best slide format you feel can clearly and effectively communicate the results of these activities.

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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

A 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]
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
Product x Programs integration

WORLDWIDE READERSHIP

AWARENESS

CONSUMPTION

Education

New User Attraction

Micro-Contributions

New User Retention

Talk Pages

IP Masking

ORGANIZATIONAL EFFICACY & RESILIENCE

CONTENT

Modular Content

Desktop Refresh

Parasoid Unification

Wikipedia Library Community Tech

GLAM

PLATFORM EVOLUTION

COMMUNITY

Talk Pages

IP Masking

Campanois

Structured Data on Commons

Content Augmentation

New User Attraction

Micro-Contributions

New User Retention

Talk Pages

IP Masking
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.
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
Org updates

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

Community Foundation Department