

Worldwide Readership Tuning Session Q3 FY 20-21



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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

- Our core health metrics remain strong and we remain in aggregate above our MTP goals (there was a small drop in a content metrics this quarter)
- Desktop refresh is back on track; the search widget was shipped and we don't see any red flags in our guardrail metrics as we roll out to more wikis
- Growing readership sees us pivot towards reader engagement as we have enough users and data to start iterating with our KaiOS app
- Content translation sees continued strong usage and section translation, our new mobile friendly feature is seeing positive reception
- Readership protect has deferred activities to next quarter.
- Abstract Wikipedia is back on track schedule-wise, with a new logo, an expanded team and several milestones reached.
- Media search is now default on commons and the structured data across wikipedia team is making progress on UX and storage architecture



OKRs

Desktop refresh	
Growing readership	
Readership: Protect	
New knowledge formats	
Increase impact of knowledge with data	

Actions

- Teams are working closely with product management to assess alignment with new product strategy

Worldwide Readership Metrics

MTP Outcomes

Make incremental but meaningful changes to our core products.

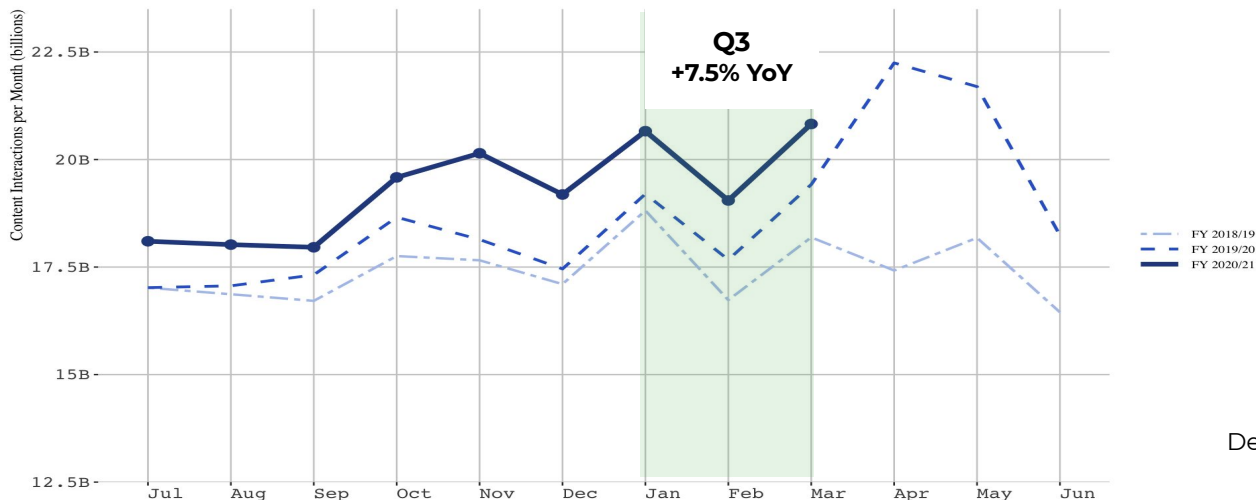
Substantially extend our core product experiences

MTP Metrics

Total monthly Content Interactions increase YoY

Baseline: 20.7B/month

	Y2 Goal	Q1 Status	Q2 Status	Q3 Status	Q4 Status
Total monthly Content Interactions increase YoY	+4% YoY	+5.3% YoY (18.0B/mo*)	+8.6% YoY (19.6B/mo*)	+7.5% YoY (20.2B/mo*)	-
Established markets ¹	+4% YoY	+3.8% YoY (13.6B/mo**)	+5.3% YoY (14.7B/mo**)	+5.8% YoY (15.5B/mo**)	-
Emerging markets ¹	+4% YoY	+7.5% YoY (4.3B/mo**)	+8.8% YoY (4.4B/mo**)	+14.2% YoY (4.6B/mo**)	-



Department: Product

Worldwide Readership Metrics

MTP Outcomes

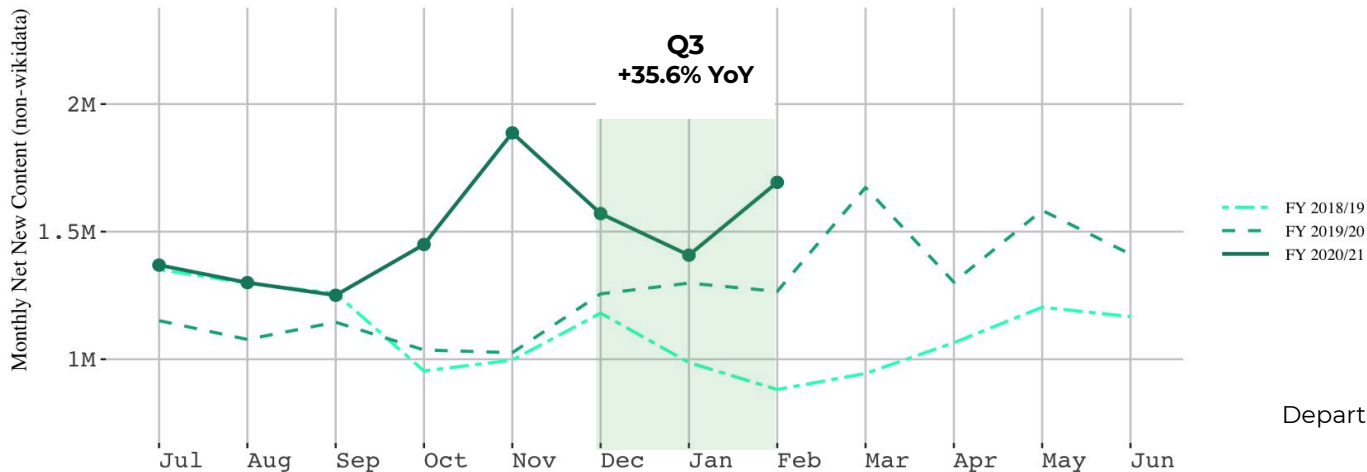
Make incremental but meaningful changes to our core products.

Substantially extend our core product experiences

MTP Metrics

Monthly net new content increases YoY
Baseline: 3.3M/month

	Y2 Goal	Q1 Status	Q2 Status	Q3 Status	Q4 Status
	+2% YoY	+24.5% YoY (1.31M/mo*0)	+47.9% YoY (1.64M/mo*0)	+35.6% YoY (1.9M/mo*0)	-
Established markets ¹	+2% YoY	+66.7% YoY (0.9M/mo*0)	+90.4% YoY (1.1M/mo*0)	+42.6% YoY (1.4M/mo*0)	-
Emerging markets ¹	+2% YoY	+128.0% YoY (342K/mo*0)	+128.0% YoY (342K/mo*0)	-4.0% YoY (245K/mo*0)	-



Department: Product

MTP Priority OKRs



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Desktop Refresh



Objective:

Increase site utility amongst readers and maintain utility for our existing editors with a redesign of our desktop site.

This quarter, the Desktop Refresh deliverable focused improving our language functionality:

- Deployed the new search widget and performed relevant A/B tests, initial analysis shows a 10% increase in search sessions initiated
- Moved the language switching functionality to the top of the page to provide an improved experience for our multilingual readers and contributors
- Prepared for the evaluation of the new language functionality via an A/B test
- Began gathering feedback from editors on 30 languages on the prototypes for our next-up features

Target quarter for completion: Q3 FY 21-22



Desktop Refresh



Key Results

	Y2 Goal	Q1 Status	Q2 Status	Q3 Status	Q4 Status
<p>2% increase in reported positive sentiment towards Wikipedia across all surveyed topics over the baseline studies on target wikis, after establishing baseline sentiment</p> <p>Baseline: Qualitative. Established via quicksurveys</p>	Qualitative increase over baseline	Baseline established with very high positive sentiment	n/a (next survey will be run in Q4)-	n/a (next survey will be run in Q4)-	-
<p>Redesign of flagship product is deployed on test wikis without pageviews dropping more than 5%"</p> <p>Baseline: YoY pageviews across pilot wikis</p>	< 5% decrease	No decrease observed YoY	No decrease observed YoY	No decrease observed YoY	-
<p>Opt out rate is 40% or lower on default wikis</p> <p>Baseline: n/a</p>	< 40% opt-out	1.60% - 4.09%	1.60% - 4.09%	TBD	



Growing Readership



Objective:

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

Reaching our users where they are:

- **KaiOS:** A new version of the Wikipedia for KaiOS app was released globally last quarter with improvements to the onboarding experience and guidance on how to use the app. A content engagement experiment showing regional trending content was released in 4 countries: Nigeria, Pakistan, Uganda and Tanzania, to see its effect on engagement with content.
- **Wikipedia Previews on other sites:** Feedback for potential partners led the Inuka team to prioritize the development of an official wordpress plugin. Work on the plugin starts in Q4

In their preferred language:

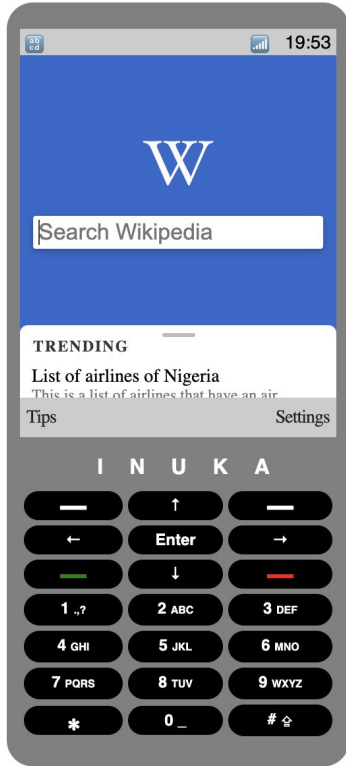
- **Section translation tool for mobile:** Section translation available in one wiki (Bengali Wikipedia) and early research shows positive feedback.
- **Encouraging translation:** During Q3 there were 67181 articles translated with Content Translation which represent a 39% YoY increase compared to last year's Q3 (48307 articles translated). The target was a 18% increase.



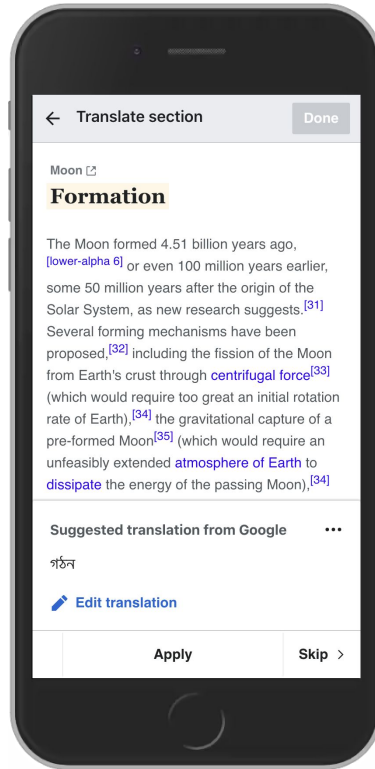
Department: Product

Target quarter for completion: Ongoing

Growing Readership



KaiOS app simulator



Section translation tool



Growth in article using the section translation tool

Department: Product

Growing Readership



Key Results

Y2 Goal

Q1 Status

Q2 Status

Q3 Status

Q4 Status

4% increase in content interactions in both emerging and established markets

	Y2 Goal	Q1 Status	Q2 Status	Q3 Status	Q4 Status
Total monthly CI increase YoY	+4% YoY	+5.3% YoY (18.0B/mo*)	+8.6% YoY (19.6B/mo*)	+7.5% YoY (20.2B/mo*)	-
Established markets	+4% YoY	+3.8% YoY (13.6B/mo**)	+5.3% YoY (14.7B/mo**)	+5.8% YoY (15.5B/mo**)	-
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Baseline: 20.7B/month					

2% net new content in both emerging and established markets

Net new content increases YoY	+2% YoY	+24.5% YoY (1.31M/mo*0)	+47.9% YoY (1.64M/mo*0)	+35.6% YoY (1.9M/mo*0)	-
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Baseline: 3.3M/month					

Readership: Protect



Objective:

Protect and maintain English Wikipedia site traffic by strengthening affinity with our brand.

- No update re Readership: Protect in Q3.

Due to some reorganisation within the Marketing team there were no activities which directly contributes to this in Q3. We will be back in Q4 with updates however, with the result of the Fundraising test campaign.

Target quarter for completion: Q4 FY20/21



Readership: Protect



Key Results

	Y1 Goal	Q1 Status	Q2 Status	Q3 Status	Q4 Status
<p>KR1: Maintain current Wikipedia US traffic among audiences ages 18-38 Baseline: Determined through A/B testing throughout the campaign.</p>	Maintain Wikipedia unique visits	Baseline established with Control/Exposed campaign surveys	Dec 2020 Protect Campaign maintained visit intent to Wikipedia Higher intent (5%) to visit Wikipedia among women in this campaign	No updates	-
<p>KR2: Shift user dependence on generic search results ~5% to seeking Wikipedia search results Baseline: Determined through A/B testing throughout the campaign.</p>	5% shift	Baseline established with Control/Exposed campaign surveys	The campaign did not shift reader's intent away from generic search result	No updates	-
<p>KR3: Deliver 1.5:1 ROI for paid media fundraising test in Q4. Baseline: Determined through A/B testing throughout the campaign.</p>	1.5 ROI	Test moved to Q4	Test moved to Q4	Test moved to Q4	-

New Knowledge Formats



Objective:

Language agnostic content is used to make Wikimedia content more accessible, with broader participation, especially in emerging communities

Focus on Wikifunctions:

- Growing team: 1 SWE (Cory), 2 FE SWEs (total 30h/wk) contractors for Q3/Q4 (Simone, Lindsay). UX designer delayed, Aishwarya to join in Q4, and Carolyn support in Q4. Thanks everyone for making this happen!
- Development speeding up, [Phases 2 and 3](#) finished.
- Concluded logo concept community vote. 561 voters (highest participation in a project logo vote in a decade). Logo is now checked by legal.
- Good external outreach ([CACM](#), [Der Spiegel](#), [XLSemanal](#), [WWW conference](#), etc.).
- Outreachy concluded. Resulted in [tool](#) surveying Scribunto usage across wikis.
- Focus language selection together with Wikimedia Deutschland



Target quarter for completion: launch of Wikifunctions Q4 or Q1/ 2021/22



New Knowledge Formats



Key Results	Y2 Goal	Q1 Status	Q2 Status	Q3 Status	Q4 Status
25% of Wikidata items reused on other Wikimedia projects.	25%	20.7%	20.5%	20.6%	-
Determine resiliency and scalability metric in Q1 and targets for Wikidata and improve on them each quarter. Baseline: <i>Data point</i>	Determine metrics and improve on targets	(delayed)	We are in the process of negotiating these, expect them at the end of Jan	Postponed due to staff turnover, will return once SD Director onboarded	-
A public proof of concept capable of running functions and having the results from the function calls be capable of display in other Wikimedia projects. Baseline: No project for functions, some functionality scattered (Lua modules, ArticlePlaceholder, LSJBot, etc.)	Launch new Wikimedia sister project	Project kick-off. 3.5 people working. Phases defined. Phase 1 completed (Object creation)	Added one person (Geno). Name decided (Wikifunctions). Outreachy started. Phase 2 <i>not</i> completed.	Growing team (Cory, two FE contractors). Outreachy completed. Phases 2 and 3 started. Phase 2 completed. Logo vote completed.	-

Drill Down: New Knowledge Formats

The situation

Wikifunctions is introducing a new knowledge format: functions.

Functions as a knowledge format and their usefulness are not as well known as an encyclopedia is.

Functions are associated with a lack of diversity.

We are starting a new wiki community, and changing a community is much harder than setting the right seeds from the beginning.

The impact

Instead of having a wiki which appeals to tens of thousands we could reach an audience of millions.

We also want to ensure that our community and audience are diverse and representative.

We could truly democratize access to functions.

The recommendation

Have a wide conversation on how to explain functions, on the right metaphors and mental models.

Invest into UX and communications with the explicit aim to create a community that is more likely to be more diverse.



Drill Down: New Knowledge Formats

The situation

Wikidata KR postponed due to staff turnover, will return once SD Director onboarded.

The impact

This is an important metric for the health and integration of Wikidata, but does not affect our other strategic initiatives, so postponing it will not have an outsized adverse effect.

The recommendation

Return to WD metrics once SD Director is onboarded, no action needed from C team.



New Knowledge Formats



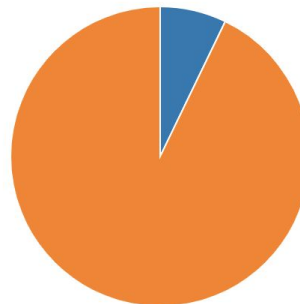
One thing that went really well:

Released a [dashboard to visualize the lexicographic coverage](#) in Wikidata:

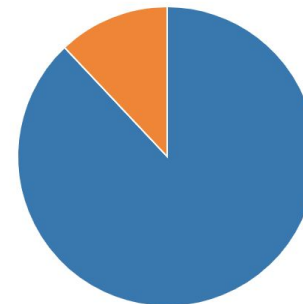
- We took Wikipedia as a corpus to check the completeness of the lexicographic data in Wikidata.
- We made this analysis actionable by creating a list of missing words.
- Community took ownership and is updating the dashboard now autonomously.
- Community added more languages and text corpora autonomously.
- Community significantly increased coverage in a number of languages in a very short time.
- Highlights: Czech 44% -> 55%, German 53% -> 67%, **Hindi 1% -> 15%**, Malay 15% -> 27%, Polish 16% -> 33%

en [edit]

- Forms in Wikidata: 64,384
- Forms in Wikipedia: 1,060,999
- Tokens: 1,528,426,037
- Covered forms: 76,051 (7.2%)
- Missing forms: 984,948 (92.8%)
- Covered tokens: 1,344,474,815 (88.0%)
- Missing tokens: 183,951,222 (12.0%)



Forms
● Covered
● Missing



Tokens
● Covered
● Missing

Department: Product

New Knowledge Formats



One thing that really worries us: The narrative about functions

- We need to work on our narrative: What is a function? Why are functions useful?
- UX Research report [highlights](#) trouble
- We want to democratize access to functions and allow everyone to use and contribute
- BUT many people seem to believe that is too complicated and withdraw from participation
- Often assumption that “one needs to be a computer geek” or “good with numbers” in order to work with functions
- But Research (e.g. in [nature](#)) shows that language aptitude correlates with programming skills, not math!
- To generate 300+ natural languages - we need diverse contributors in addition to a technical audience

Two options:

- For now, restrict target group to technical audience (Risk: initial community has huge impact on long-term community)
- Cast a wider net from get-go (Risk: will take longer; may potentially estrange productive core community)

Feedback welcome!

Planned next steps: wait for Aishwarya and Carolyn to join  then explore options. Probably widen the conversation.

Increase Impact of Knowledge



Objective:

Users can easily discover, understand, contribute, and connect similar content across WMF knowledge properties

MediaSearch is now the default search experience on Commons for anonymous users. In addition to a new search algorithm that uses Structured Data to display results which are more comprehensive, accurate, and better in non-English languages, search on Commons now features a modernized, image-focused user interface.

The **Image Recommendations** collaboration with Android, Growth, PET, Research and community bot writers is ongoing and a Proof of Concept is in the works. Design Research, targeting experienced users, is also ongoing. We will be re-evaluating the goal to add media to 5 million content pages by the end of the grant period due to scalability concerns uncovered during the development process.

We entered the technical decision making process for the **Structured Data Across Wikimedia** architecture. As a result of that process, we created working groups and have a plan to complete a POC, specify required resourcing and create a path-to-production by the end of Q4.



Target quarter for completion: Q4 FY 20-21

Department: Product

Increase Impact of Knowledge

MTP Metrics

	Y2 Goal	Q1 Status	Q2 Status	Q3 Status	Q4 Status
<p>By the end of the year, at least 1 million of the target 5 million Wikimedia content pages have had multimedia added via our new tools, based on findings about the state of visual knowledge gaps</p> <p>Baseline: 0</p>	1 million content pages	Achieved milestones for Q1, on track to reach this by end of year	Achieved milestones for Q2, on track to reach this by end of year	Reevaluating the target metric due to technical limitations and time needed to scale	-
<p>By the end of the year, WMF determines whether modular content technical approach is the right direction through a prototype/proof of concept</p> <p>Baseline: No decision made</p>	Decision made	(Not planned for Q1)	Getting a jump on this	Worked through the technical decision making process and created working groups	-



Efficacy & Resilience OKRs

OKRs

Product & Technology Collaboration



Better Use of Data



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Product and Technology Collaboration

Objective:

In order to ship great software more easily, the Technology and Product groups will collaborate closely on high priority projects.

Product and Technology will deliver on this objective by identifying 3 areas to have KRIs in: 1) collaborating on mission critical projects on a quarter by quarter basis 2) putting Product Management in key technology team roles 3) creating a culture where we work together.

In Q3, the Product and Technology departments have collaboratively delivered:

- Platform Steering Committee process
- Onboarding for Platform Product Director, Search PM, API PM integrated

Target quarter for completion: Q4 '21



Product and Technology Collaboration

Key Results

	Y2 Goal	Q1 Status	Q2 Status	Q3 Status	Q4 Status
Establish best practices for how Product Management and teams work together. Baseline: Ongoing quarterly goals	Establish best practices across teams	API intake process created by Product, Platform working group	Delivered draft of joint Product & Technology strategy	Developed streamline work intake process	-
Integrate product managers with 2 tech teams	2 teams in tech have Product Managers.	1 in place, 2 positions currently open	Search PM, Platform Product Management Director hired	Platform Product Director, Search PM, API PM integrated	-
Improve sentiment of collaboration across teams by establishing a baseline and assessing improvement via surveys.	Project-based incremental improvements	Initial survey for API request process sent	API request process survey showed uniform dissatisfaction with existing process.	Established working groups for more collaborative devilment on projects and Api standards	-



Better Use of Data



Objective:

Foundation staff can better access and interpret production user data to identify areas of opportunity and make data-informed decisions to advance our MTP.

Better Use of Data Engineering

Session Length: privacy-aware instrument passed quality assessment, pipeline productionized, [Superset dashboard](#)

Metrics Platform: gathered v1 requirements, completed specification, agreed on API with partner teams & stakeholders

Working with Production Data

Compiled [insights from Q1 & Q2 surveys](#); continued surveying Foundation data analysts/scientists

Metrics Platform, built on top of Technology's Event Platform, is expected to help reduce the instrumentation timeline

Investigating expanding the survey to be Foundation-wide

Target quarter for completion: Q4 FY20-21



Better Use of Data



Key Results

	Y2 Goal	Q1 Status	Q2 Status	Q3 Status	Q4 Status
<p>Q1: Pilot Modern Event Platform (MEP) & clients with 2 product teams</p> <p>Q2: Evaluate efficacy & resolve tech issues</p> <p>Q3: Obtain commitment from 100% of Product teams to use MEP & clients</p> <p>Q4: 100% of newly tracked product features use MEP and clients</p> <p>Baseline: 0 product features use MEP & clients</p>	100%	2 of 2 pilots	Pilots evaluated and major tech issues addressed	<p>Reevaluating FY deliverables</p> <p>Session Length pipeline + dashboard</p> <p>Metrics Platform v1 specification + API</p>	-
<p>Q1: Start quarterly survey of data analysts to measure time spent gathering & processing production data, identify pain points</p> <p>Q4: Analysts report 50% decrease in time spent gathering & processing production data</p> <p>Baseline: 1.5 weeks +5.5 weeks if instrumentation is needed</p>	50% decrease	<p>1.5 weeks</p> <p>+5.5 weeks with instrumentation</p>	<p>1 day</p> <p>+5.5 weeks with instrumentation</p>	<p>4 days</p> <p>+4 weeks with instrumentation</p>	-



Drill Down: Better Use of Data

The situation

In the Q2 Tuning Session, we proposed narrowing our work focus and approaching tasks in a more serialized way.

We identified a need to hire a [Product Manager for Data](#), who can support specific data product and engineering initiatives.

We are temporarily down a key member of the working group.

The impact

We delivered Session Length, thanks in part to more streamlined and focused work processes.

We delayed work on the Metrics Platform, and began ramping up again midway through Q3 with increased input from Product Analysts.

We are on track to deliver v1 of the Metrics platform by the end of the Fiscal Year, and plan for widespread use in Q1 of FY21-22.

The recommendation

Provide a roadmap for the Metrics Platform detailing what is needed to deploy v1 by the end of Q4.

Plan for 100% of newly tracked product features to use the Metrics Platform in Q1 FY21-22.

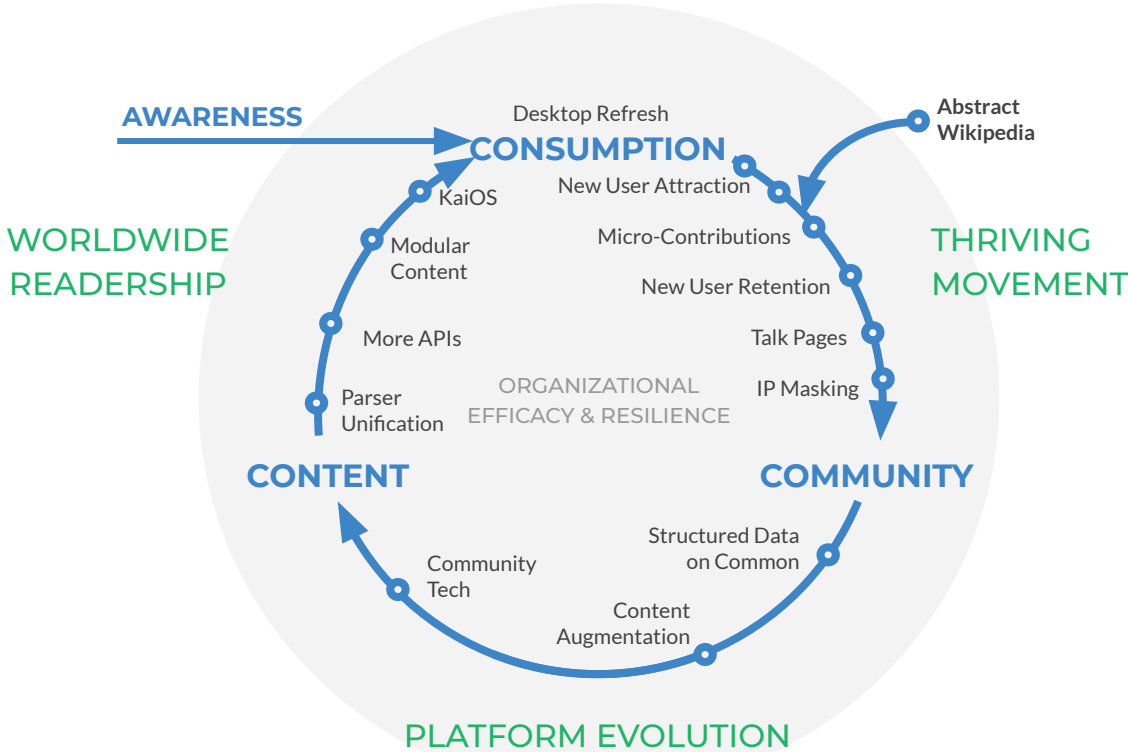


Department slides



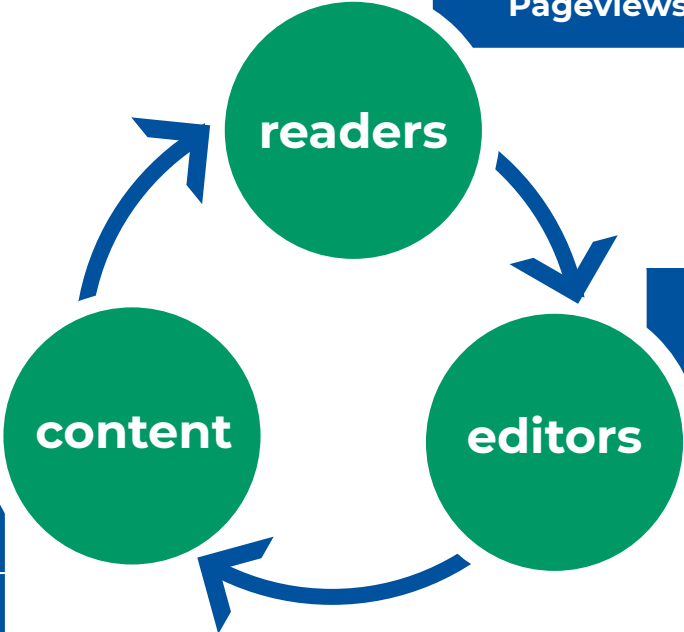
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The product flywheel



Health metrics

	Q3 Actuals	YoY (%)
Interactions	60.5B	7.5%
Pageviews	54.0B	7.6%



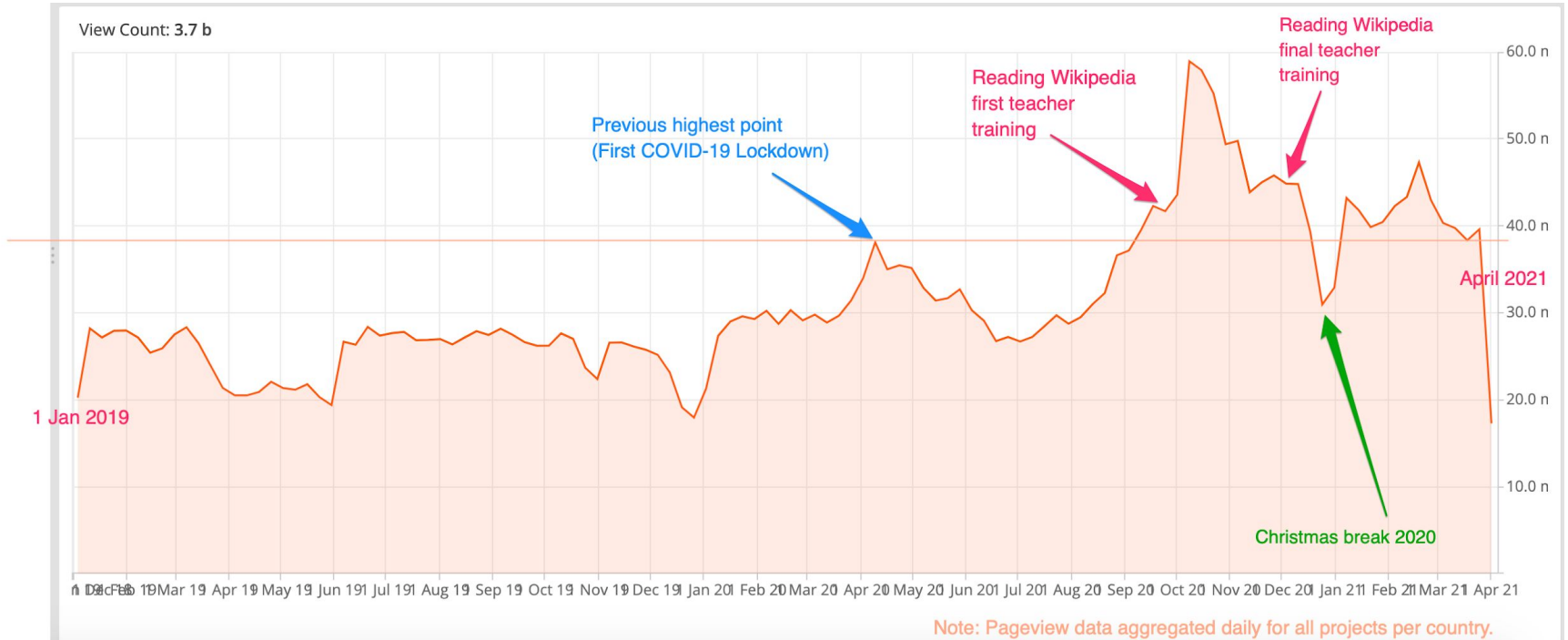
	Q3 Average	YoY (%)
Active Editors	98,000	9.6%

Q3 Actuals	YoY (%)	
276.0M	13.0%	Total Content
57.3M	7.8%	Wikipedia
94.6M	15.9%	Wikidata

Community Relations Specialists

- **Handling the OTRS situation:** Important software that our communities rely upon reached EOL and had security holes - we quickly found an alternative, implemented the switch and are working with the communities on what's next
- **Welcomed and onboarded Luca Martinelli** as a temporary specialist for Structured Data Across Wikis (until EOFY at least), while Keegan is "on loan" to project manage Arbitrators' involvement in UCOC with Trust & Safety
- **Converted 4 people to staff:** Erica no longer has contractors who report to her!
 - **Q3 overall satisfaction rate** [with our work](#) = 100% "very or pretty satisfied"

Education: Reading Wikipedia in the Classroom & Readership trends in the Philippines



[See also: Readership vs. School year trends in the 3 Reading Wikipedia Countries](#)

GLAM and Culture: Spotlight on Wikisource

Wikisource Wishlist with CommTech

- Ebook export is now available on all 74 Wikisources (as opposed to 32 before), and the team decreased likelihood of encountering an error when downloading an ebook by 12X.
- Early data has shown a significant increase in ebook downloads.

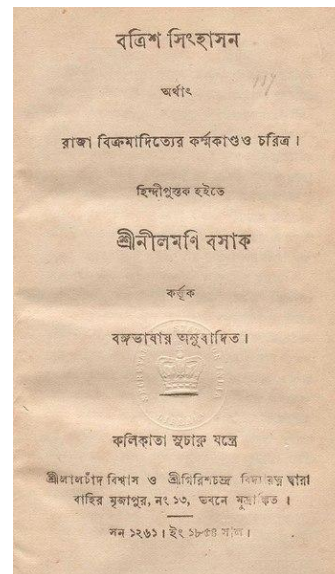


Coordinating across other stakeholders

- WikiCite Project Grant to improve Wikidata-Wikisource Integration has made progress which can be seen on Beta Wikisource now
- 2021 [Google Summer of Code](#) project will make further improvements to the pagelist widget creating during the 2020 Google Summer of Code

From the Community

- The British Library collaborated with West Bengal Wikimedians on an ongoing proofread-a-thon to transcribe rare Bengali books from their collection, highlighting growing partner interest in Wikisource as a multilingual transcription platform
- The Balinese community digitized ~600 Balinese manuscripts from 5 houses and a museum across Bali



Thank you

Appendix



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Acronyms

API: Application Programming Interface

WMDE: Wikimedia Deutschland

WS: Wiki Source

Vue.js: Front end JavaScript framework

LSJBot: Automated Wikipedia article-creating program

MEP: Modern Event Platform

IA: web-based tool for transferring (and creating where required) DjVu files from the Internet Archive to Wikimedia Commons.

OCR: Optical Character Reader

CI: Content Increase

CIS-A2K: Center for Internet - Access to Knowledge

SDC: Structured Data on Commons

