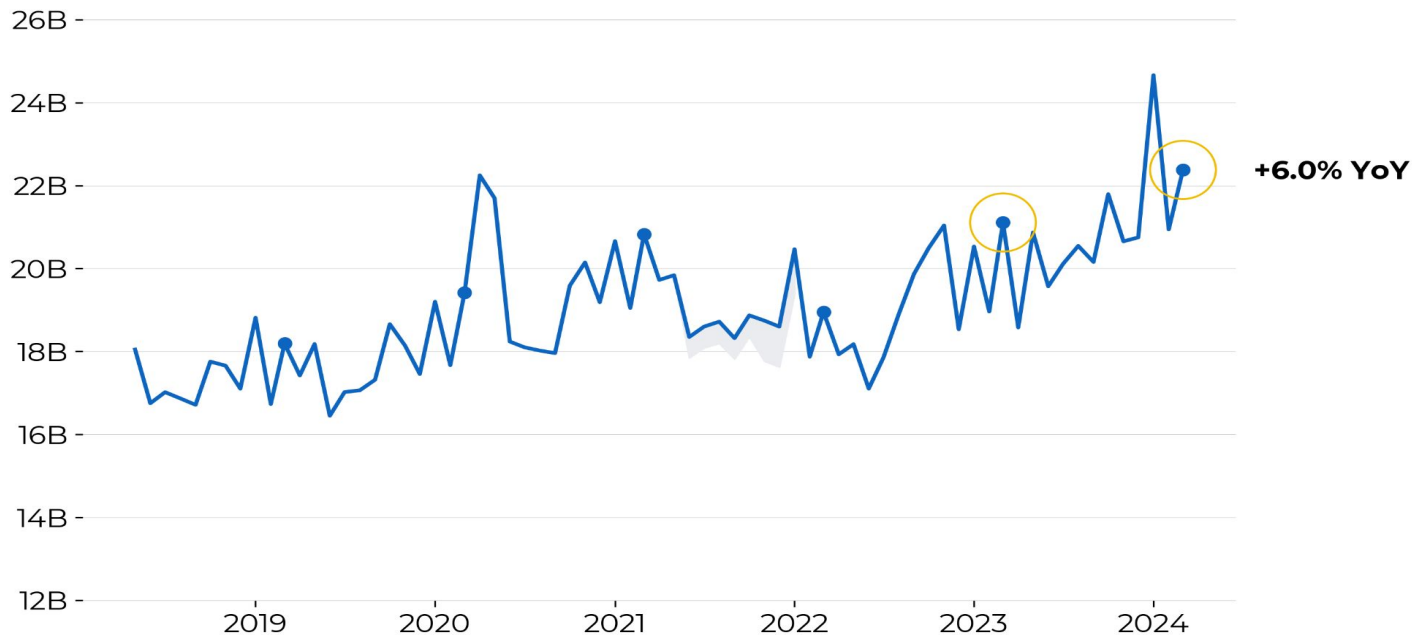


March 2024 Wikimedia movement metrics

Content interactions (March): Across Wikimedia, there were 22.4B content interactions in March, a 6% YoY increase

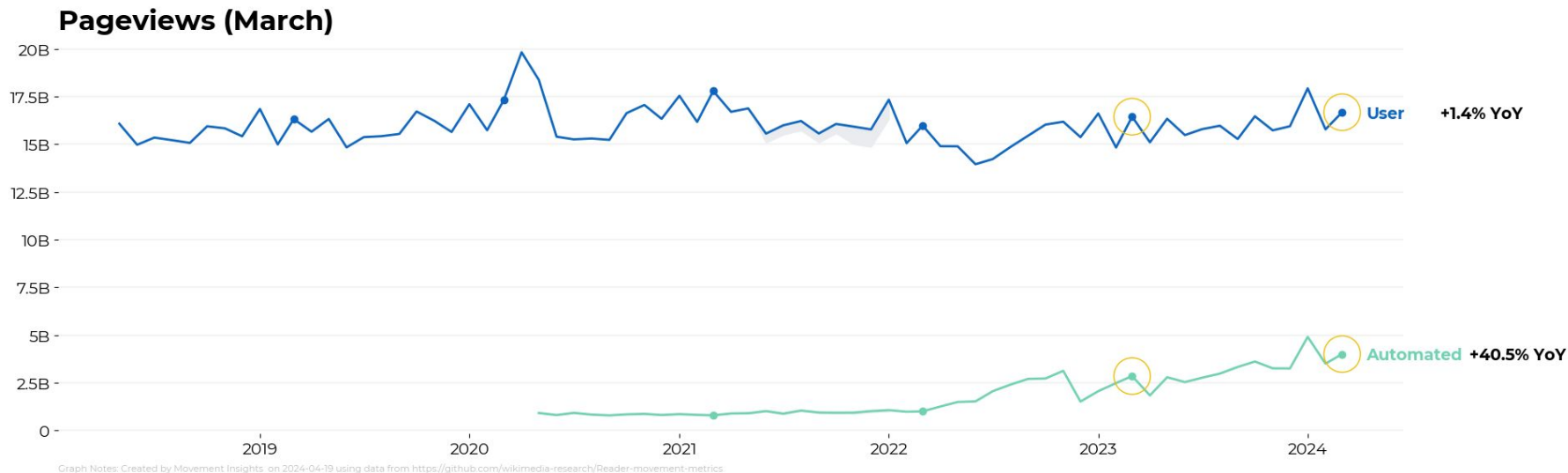
Content Interactions (March)



Graph Notes: Created by Movement Insights on 2024-04-19 using data from <https://github.com/wikimedia-research/Reader-movement-metrics>

Explore [Content Metrics](#), [Readers Metrics](#) and [Editors Metrics](#) in Superset. Monthly aggregates are also available in Sheets: [Editors & Content](#) and [Readers](#). For metric definitions, see the [Product data glossary](#). For questions: [#insights-and-data](#)

Pageviews (March): Increases in content interactions continue to be primarily driven by automated pageviews from Google Chrome [private prefetch](#). User pageviews increased by 1.4% YoY.

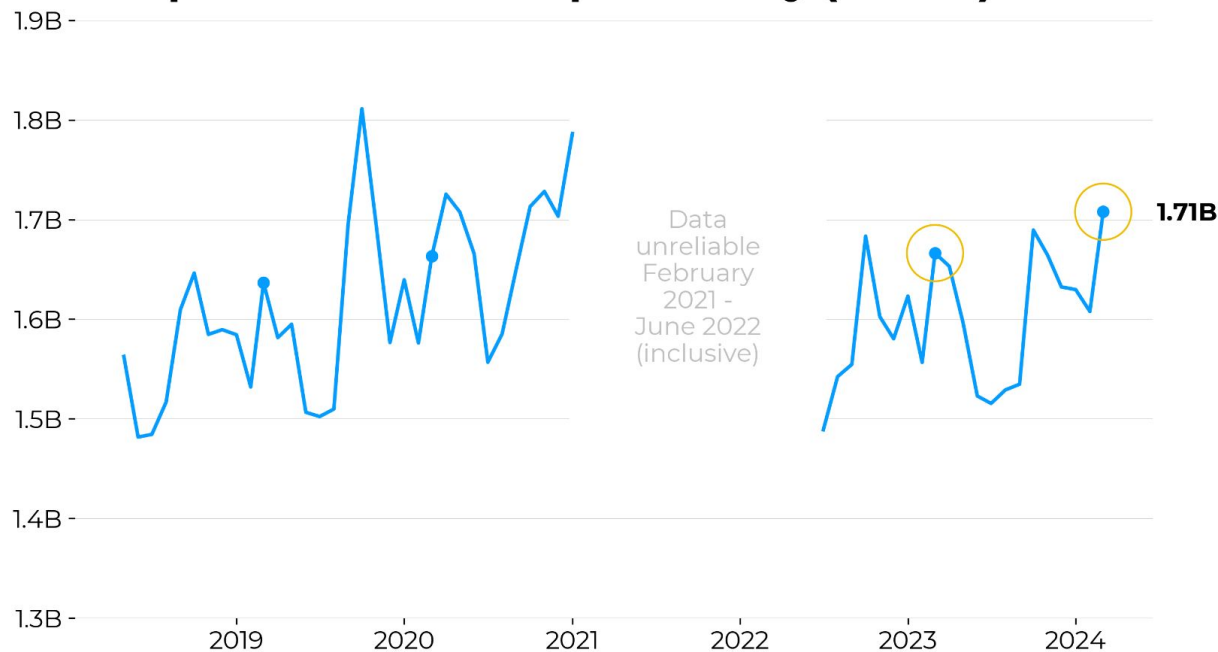


Explore [Content Metrics](#), [Readers Metrics](#) and [Editors Metrics](#) in Superset. Monthly aggregates are also available in Sheets: [Editors & Content](#) and [Readers](#). For metric definitions, see the [Product data glossary](#). For questions: [#insights-and-data](#)

Unique devices increased YoY

March reveals a 2.5% YoY increase and the sustained count of unique devices to Wikipedia, just beyond 1.7 billion

Unique Devices - Wikipedia Only (March)

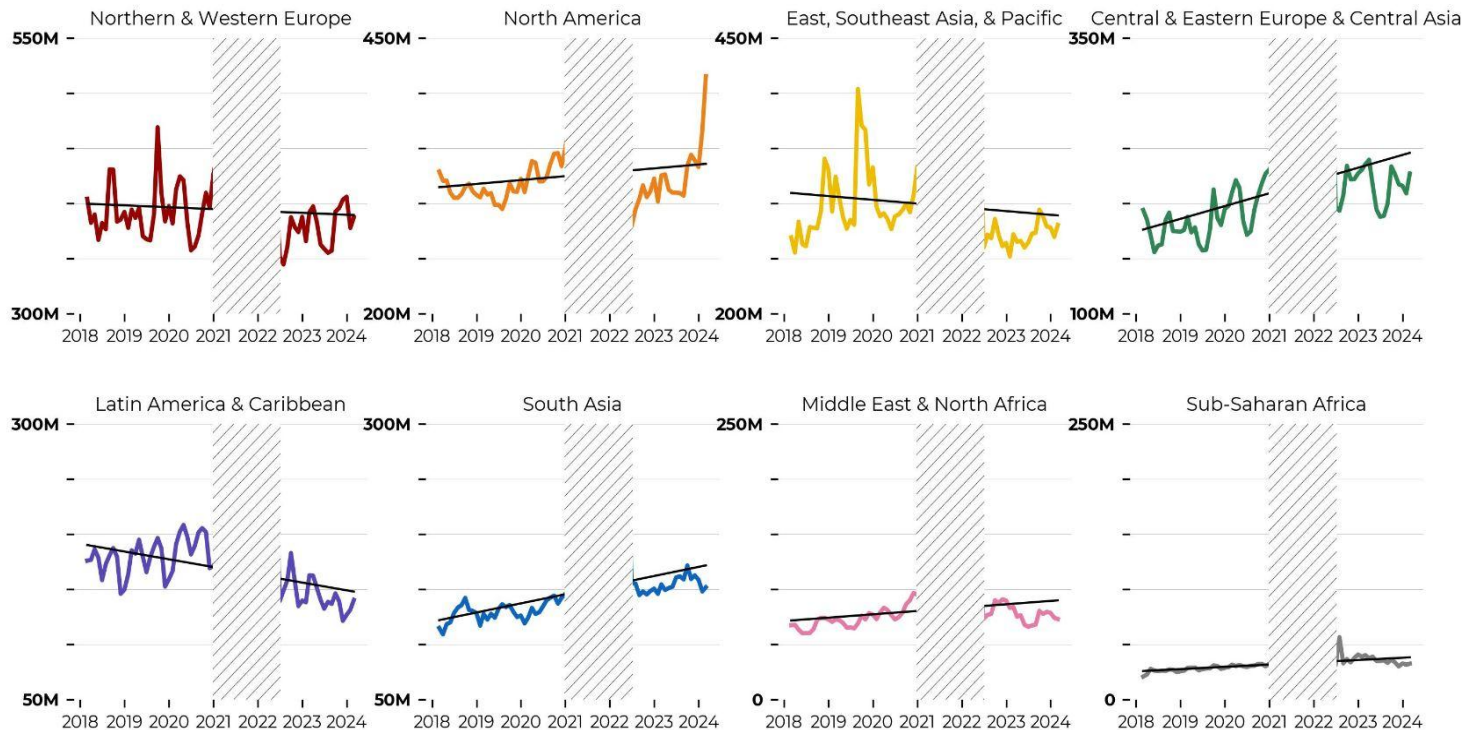


Graph Notes: Created by Movement Insights on 2024-04-19 using data from <https://github.com/wikimedia-research/Readers-movement-metrics>

Explore [Content Metrics](#), [Readers Metrics](#) and [Editors Metrics](#) in Superset. Monthly aggregates are also available in Sheets: [Editors & Content](#) and [Readers](#), as well as [monthly](#) and [quarterly](#) breakdowns by country. For metric definitions, see the [Product data glossary](#). For questions: [#insights-and-data](#)

Regional Unique Devices (March)

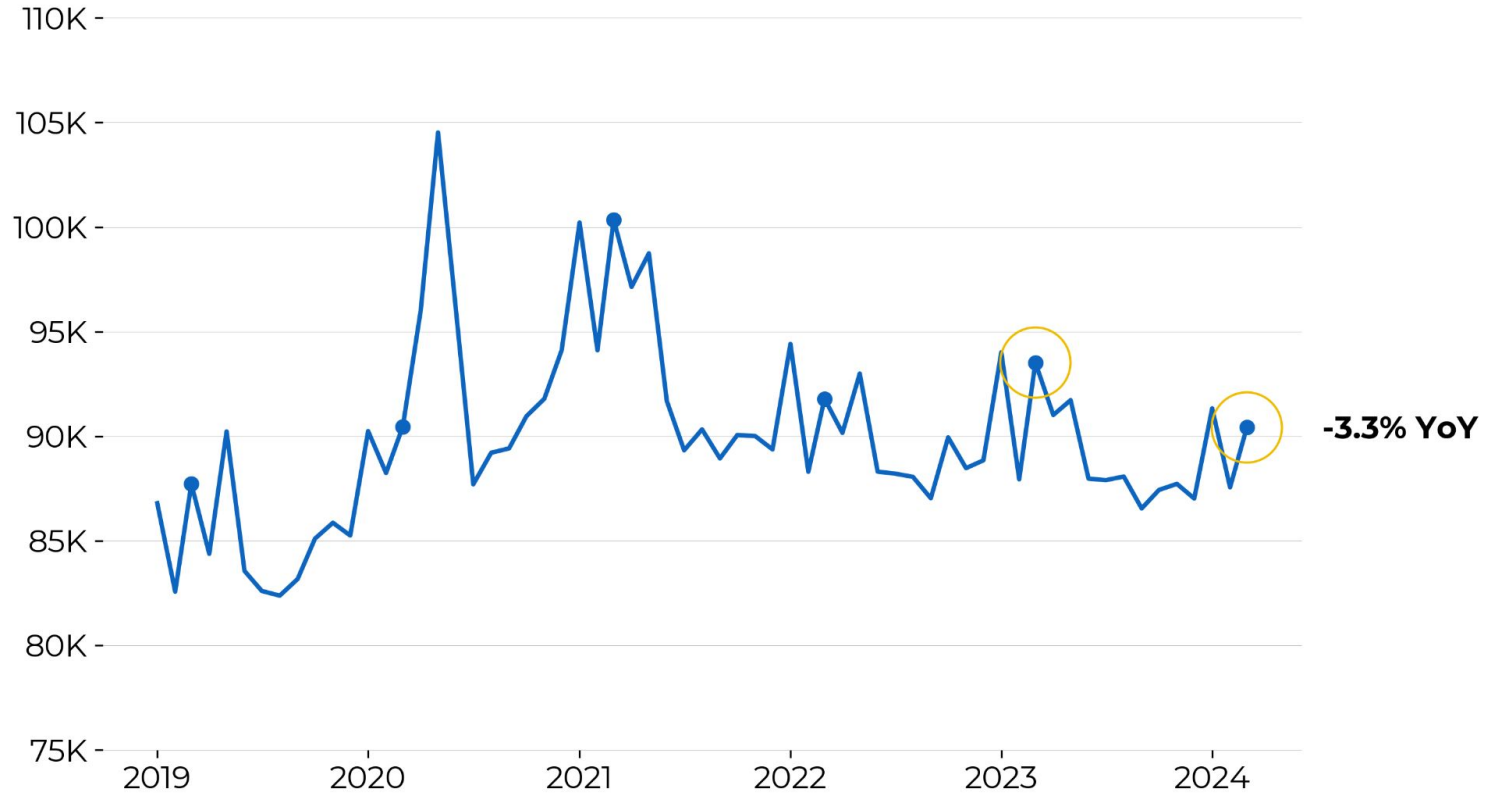
▨ Data unreliable [February 2021 - June 2022] (period not shown)



Graph Notes: Created by Movement Insights 2024-04-19 using data from https://docs.google.com/spreadsheets/d/13XrrnCaz9qsKs5Gu_IUs2jtsK9VrSiGillCleDgR6KM

Explore [Content Metrics](#), [Readers Metrics](#) and [Editors Metrics](#) in Superset. Monthly aggregates are also available in Sheets: [Editors & Content](#) and [Readers](#), as well as [monthly](#) and [quarterly](#) breakdowns by country. For metric definitions, see the [Product data glossary](#). For questions: [#insights-and-data](#)

Active editors decreased by 3.3% YoY to about 90k in March

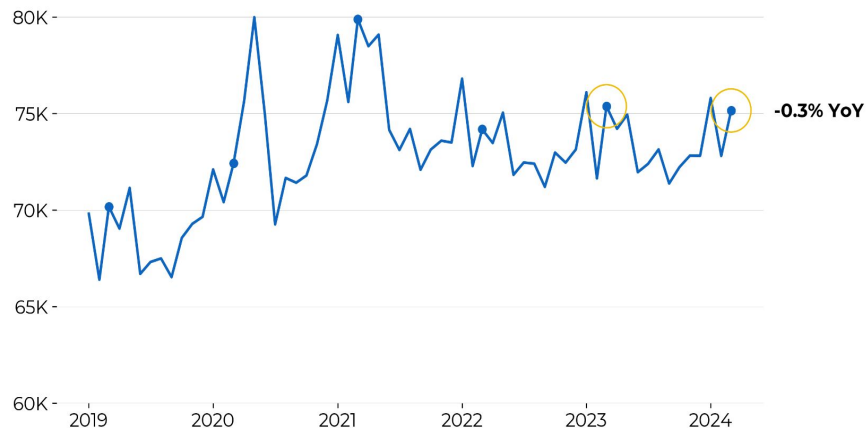


Graph Notes: Created by Movement Insights on 2024-04-19 using data from <https://github.com/wikimedia-research/Editing-movement-metrics>

Explore [Content Metrics](#), [Readers Metrics](#) and [Editors Metrics](#) in Superset. Monthly aggregates are also available in Sheets: [Editors & Content](#) and [Readers](#). For metric definitions, see the [Product data glossary](#). For questions: [#insights-and-data](#)

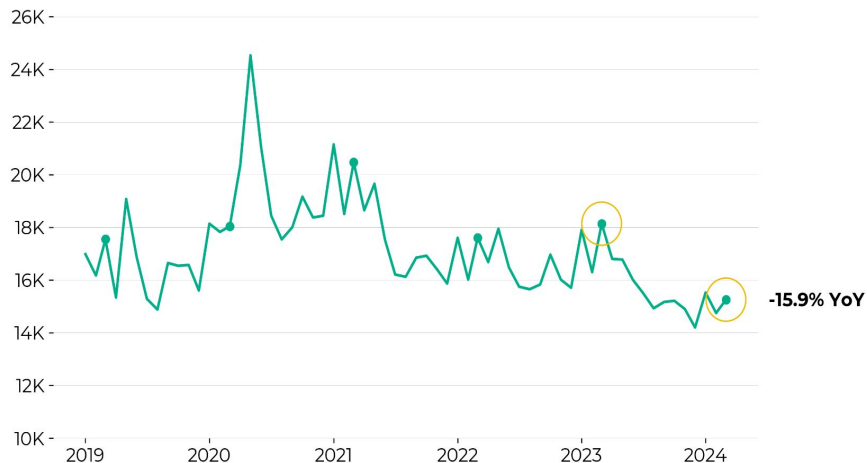
In March, returning editors decreased slightly by 0.3% YoY while new editors decreased significantly by about 15.9% compared to this time last year

Returning Active Editors (March)



Graph Notes: Created by Movement Insights on 2024-04-19 using data from <https://github.com/wikimedia-research/Editing-movement-metrics>

New Active Editors (March)

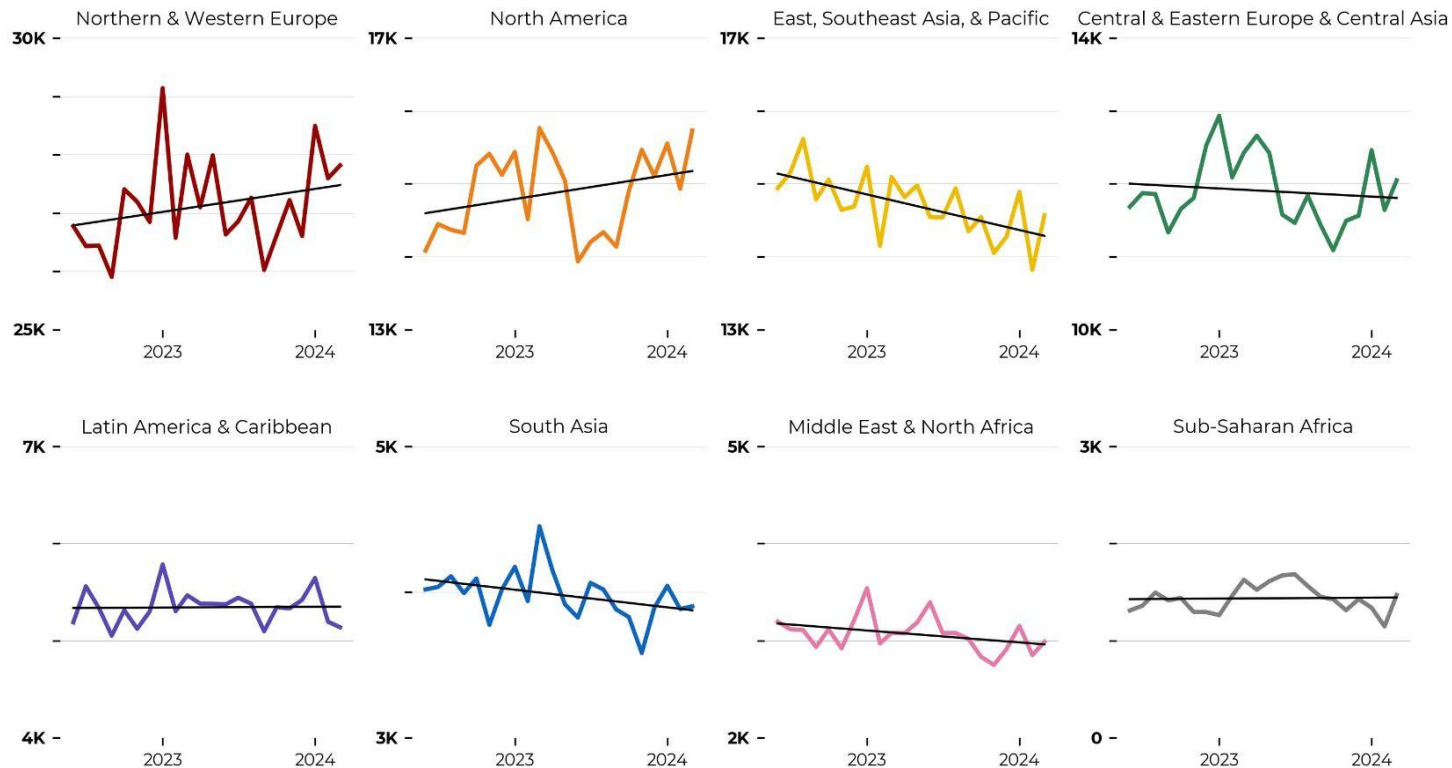


Graph Notes: Created by Movement Insights on 2024-04-19 using data from <https://github.com/wikimedia-research/Editing-movement-metrics>

Explore [Content Metrics](#), [Readers Metrics](#) and [Editors Metrics](#) in Superset. Monthly aggregates are also available in Sheets: [Editors & Content](#) and [Readers](#).

For metric definitions, see the [Product data glossary](#). For questions: [#insights-and-data](#)

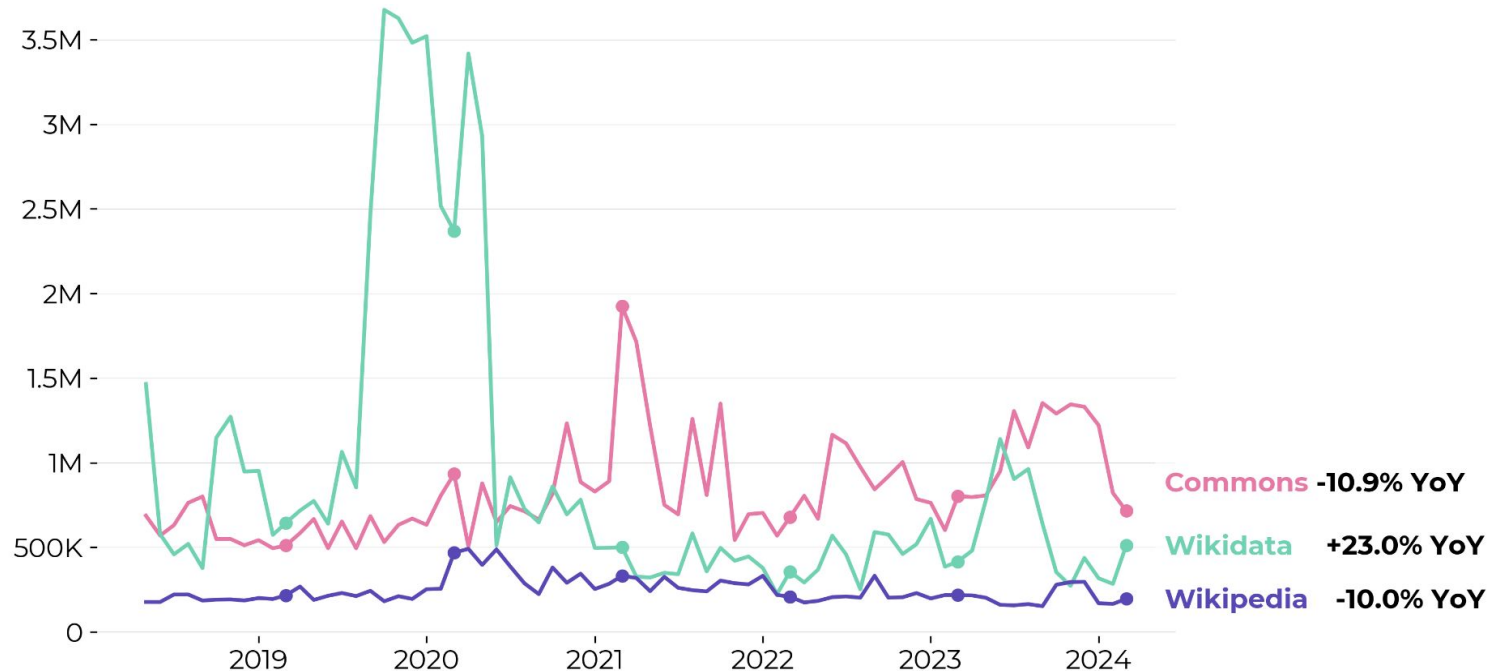
Regional Active Editors (March)



Graph Notes: Created by Movement Insights 2024-04-19 using data from https://docs.google.com/spreadsheets/d/13XrrnCaz9qsKs5Gu_IUs2jtsK9VrSiGlllCleDgR6KM

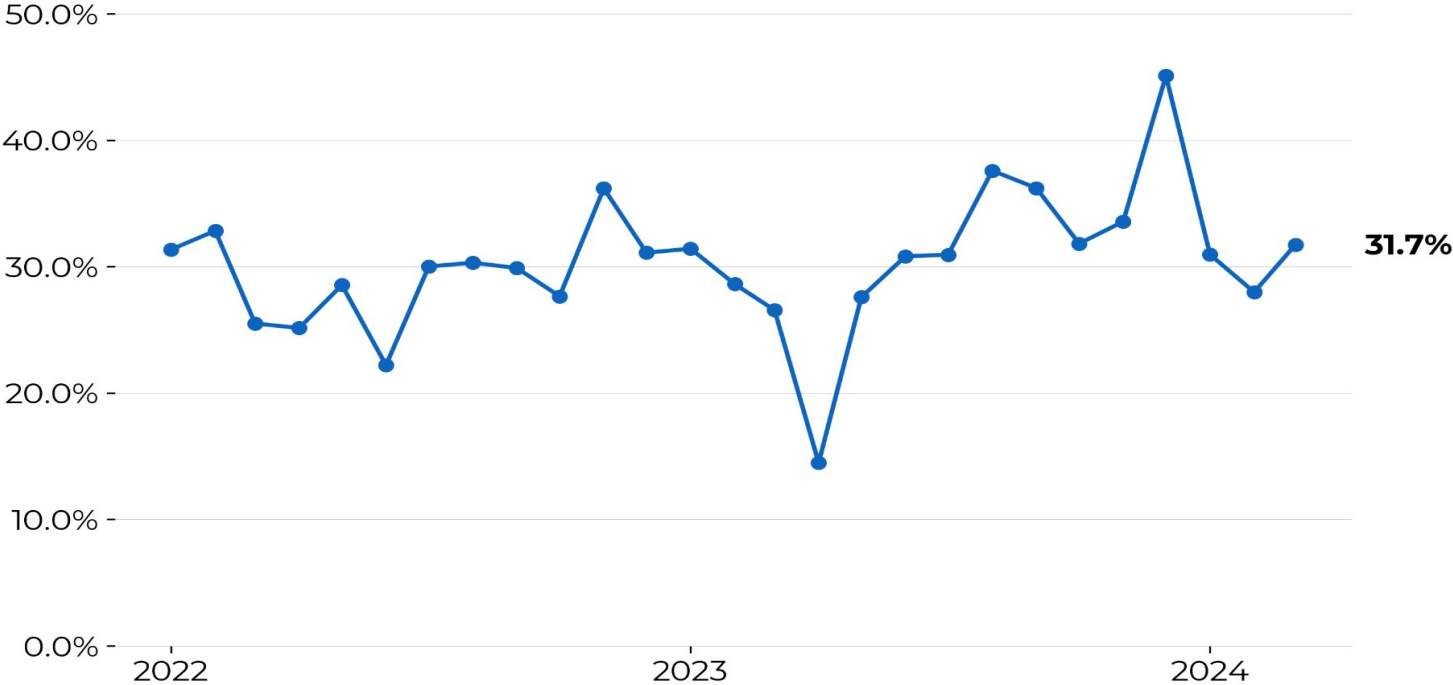
Explore [Content Metrics](#), [Readers Metrics](#) and [Editors Metrics](#) in Superset. Monthly aggregates are also available in Sheets: [Editors & Content](#) and [Readers](#). For metric definitions, see the [Product data glossary](#). For questions: [#insights-and-data](#)

In March, net new content decreased on Commons and decreased on Wikipedia, but increased on Wikidata compared to this time last year



Graph Notes: Created by Movement Insights on 2024-04-19 using data from <https://github.com/wikimedia-research/Editing-movement-metrics>

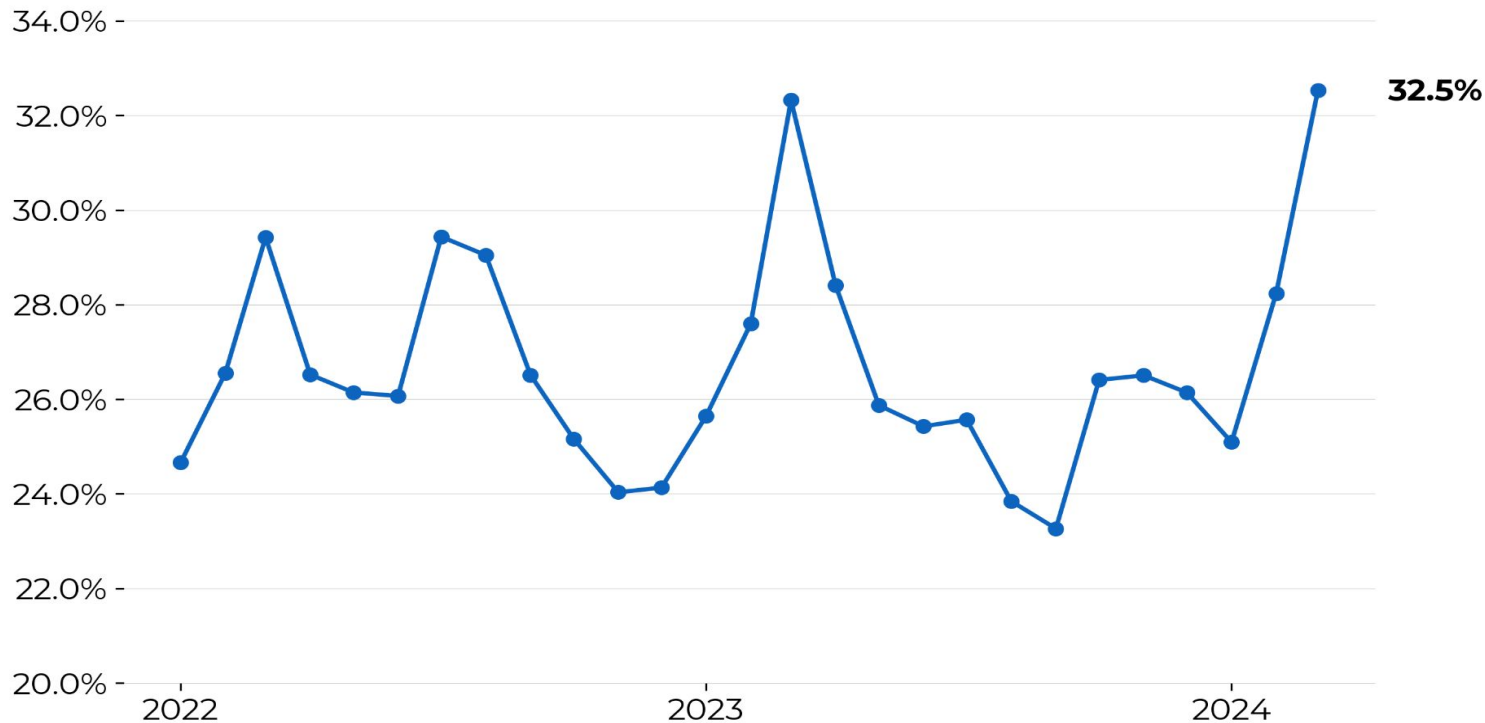
In March, 31.7% of new quality articles about geographic content were about content from underrepresented regions



Graph Notes: Created by Movement Insights on 2024-04-19 using data from the Knowledge Gap Index

Explore [Content Metrics](#), [Readers Metrics](#) and [Editors Metrics](#) in Superset. Monthly aggregates are also available in Sheets: [Editors & Content](#) and [Readers](#). For metric definitions, see the [Product data glossary](#). For questions: [#insights-and-data](#)

In March, the percentage of new biographical articles about women and gender diverse people increased to 32.5%



Graph Notes: Created by Movement Insights on 2024-04-19 using data from the Knowledge Gap Index

Explore [Content Metrics](#), [Readers Metrics](#) and [Editors Metrics](#) in Superset. Monthly aggregates are also available in Sheets: [Editors & Content](#) and [Readers](#). For metric definitions, see the [Product data glossary](#). For questions: [#insights-and-data](#)