

# Wikimedia Foundation metrics meeting

31 August 2017



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FOUNDATION

# What it means to be a Wikimedia contributor



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# Agenda

- Welcomes, theme introduction
- Movement update
- Contributing to Wikisource
- New editor experiences research
- Questions and discussion
- Wikilove



# Welcome

## Requisition hires:

- Cormac Parle - Audiences - Ireland
- Diego Saez-Trumper - Technology - Spain
- Moska Noor - Advancement - TX
- Ben Vershbow - CE - NY
- Sharvani Haran - Audiences - SF
- Cooltey Feng - Audiences - SF
- Ramsey Isler - Audiences - CA

## Contractors, interns & volunteers:

- Katie Gavigan - T&C - SF



# Anniversaries

A scenic landscape featuring a calm lake in the foreground, surrounded by tall reeds and grasses. In the background, a dense forest of trees stretches across the horizon. The sky is a mix of soft blues and oranges, with a faint rainbow visible in the distance.

Brion Vibber (11 yrs)

James Alexander (7 yrs)

Jonathan Curiel (6 yrs)

Andrew Bogott (5 yrs)

Chris Schilling (2 yrs)

Peter Hedenskog (2 yrs)

Eliza Barrios (2 yrs)

Chuck Roslof (2 yrs)

James Holder (2 yrs)

Brendan Campbell (2 yrs)

Gregory Varnum (2 yrs)

Josh Minor (2 yrs)

Sam Patton (1 yr)

Melody Kramer (1 yr)

Olga Vasileva (1 yr)

Chelsy Xie (1 yr)

Danny Kaufman (1 yr)

Pamela Swaby (1 yr)

Lani Goto (1 yr)

# Movement update



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# Iberoconf 2017

Anna Torres Adell  
Wikimedia Argentina



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# WikiWomen Camp 2017

Carmen Alcázar [[User:Wotancito]]  
Wikimedia México



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**WIKIWOMEN**  
**CAMP 2017**  
CIUDAD DE MÉXICO

- ¿Qué es Wiki Women Camp?
- Principales aprendizajes del encuentro
- Wiki Women Camp 2012
- ¿Cuál es el estado de los esfuerzos de Gender Gap en el mundo?
- Importancia de las reuniones presenciales
- Retos



WIKIWOMEN  
CAMP 2017  
CIUDAD DE MÉXICO









Carolina de Luna / Blossom Orozumba - CCBYSA 4.0









# Wikimedia Foundation highlights

- [Draft movement strategic direction](#) -- the draft strategic direction has been published on-wiki, and the strategy team is in the process of reviewing feedback from Wikimania and through the wikis. Thank you to everyone for submitting comments. Draft two will be published sometime in early to mid September. Then we will have a 2-week period for community review. If all goes according to plan, the final draft will be posted by the end of September.
- [How to draft training modules](#) -- SuSa completed a “How to” draft for community members to design and build their own training modules for programs and events. This draft will be tweaked and posted on Meta-Wiki.
- **Inclusion survey** -- T&C launched the Inclusion survey, open to all Wikimedia Foundation staff, contractors, temps, and interns. Participation is voluntary, and candid responses are encouraged. Look for the survey link in an email that was sent by Angel Lewis. The survey closes tomorrow, 1 September.

# Coming up in September

- [Wikimedia CEE Annual meeting](#). **September 22-26, Warsaw, Poland**. The sixth annual conference for the regional Wikimedia network of Central and Eastern Europe is bringing together affiliates from the region, to promote, support and develop, cross-border collaboration.
- [2017 Wikimedia Strategy process](#). **September**. Draft two of the strategic direction will be available for community review in early to mid September. Please continue to add comments!

# Contributing to Wikisource

Sonja N. Bohm  
(User:Londonjackbooks)



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# Wikisource

## is...

- a Wikimedia Foundation project
- an online library of free content source texts maintained by volunteers
- poetry, fiction, nonfiction, dictionaries, etc.
- free to read, edit, and improve

[wikisource.org](https://wikisource.org)



# Purpose

- Some background information
- My introduction to Wikisource
- Sharing the poetry of [Florence Earle Coates](#) and the works of other authors
- Exercising hobbies and skills through [proofreading](#), editing, and working with images



Restored by

User:Adam Cuerden.

This is a Featured picture at Wikimedia Commons.

Public domain





# The bigger picture

- Why I contribute
- [Beginner's guide to Wikisource](#)
- English Wikisource now tweets [@wikisource\\_en](#)

“...a beast, no more.” —Shakespeare's *Hamlet*



# New editor experiences research



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**Meet Lenka,  
a new editor in Brno.**



***“Information is the most luxurious good. If you have good information you are rich, and I want to be rich.”***

*Lenka, Customer Assistant, Brno*

**We met a new editor in Seoul, South Korea. She writes about women's studies and Feminism.**





**Little by little, she works to  
change gender bias in society.**



# New Editor Experiences research

Audiences / Design Research, Contributors,  
Communications, Community Engagement

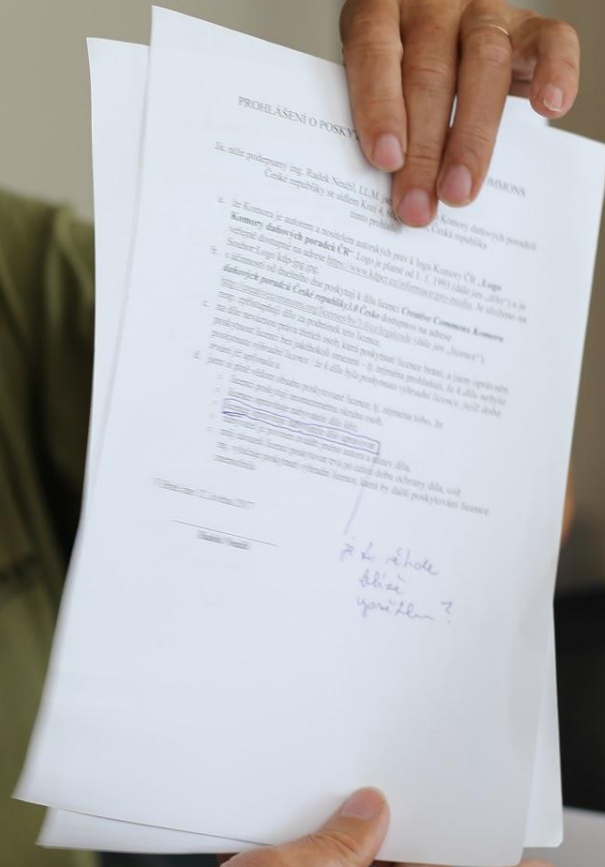
May - August 2017



**Our goal? To learn more  
about new editors.**



# Their backgrounds and motivations

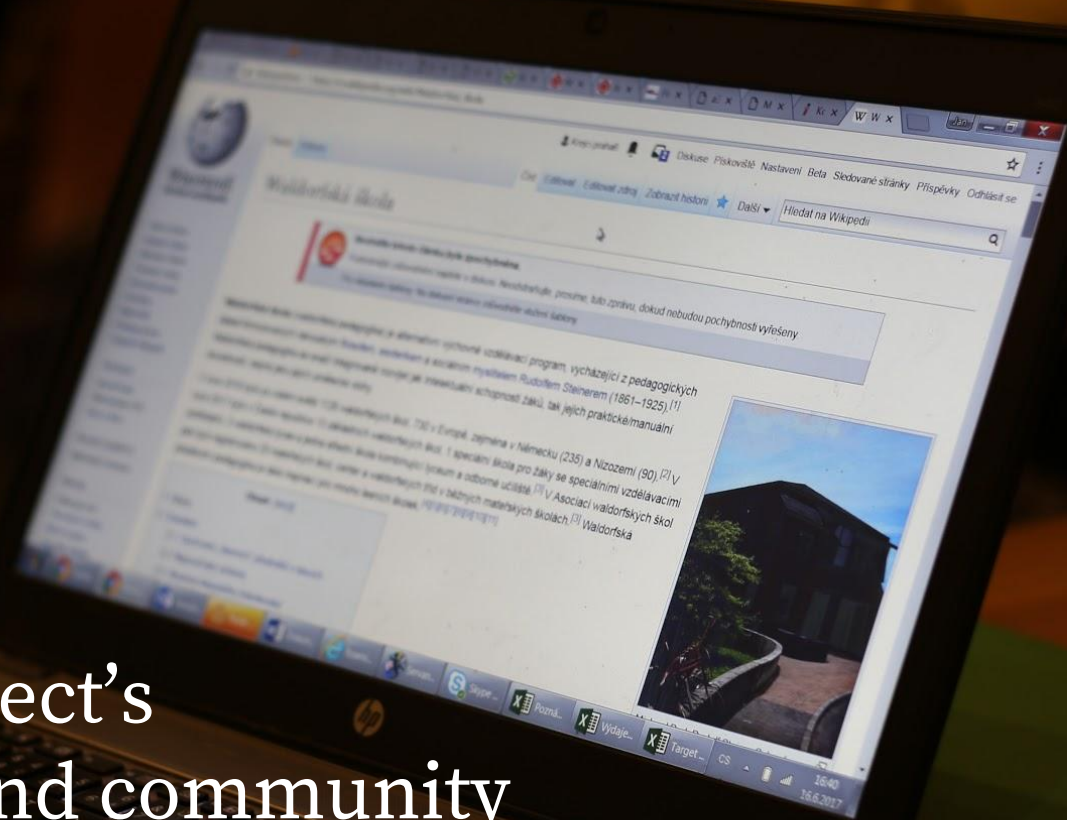




# Their engagement with Wikipedia



How the project's  
technology and community  
shaped their experience as  
contributors



**We picked the  
Korean and Czech  
Wikipedias.**



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# They are mid-size.

Rank	Wikipedia language	Monthly active editors
1	English	32 500
2	German	5 680
...	...	...
15	Arabic	793
16	Korean	773
17	Swedish	698
18	Czech	615
19	Turkish	562
...	...	...



# Their editors live close together...



KR map (left): [Ksiom, CC-BY-SA 3.0](#)  
CZ map (right): [Rob984, CC-BY-SA 4.0](#)

# ...in countries that are far apart.



KR map (left): [Ksiom, CC-BY-SA 3.0](#)  
CZ map (right): [Rob984, CC-BY-SA 4.0](#)



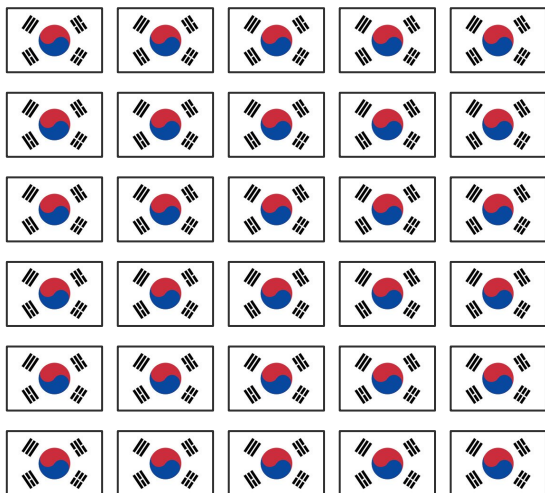
# The Czech chapter is very active.



**We met with 64  
editors.**

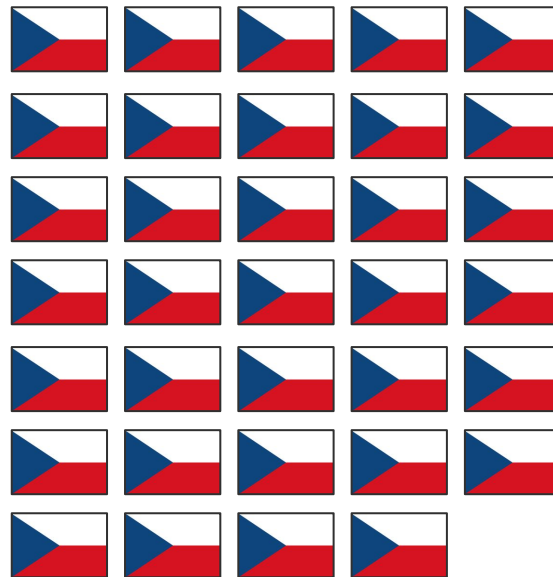
# 30

in South Korea



# 34

in the Czech Republic



EDITOR TYPE:

**74%** (47)

**New**

**26%** (17)

**Experienced**

**41%** (26)

**Non-retained**

**33%** (15)

**Retained**





# ORIGIN OF NEW EDITORS:


**81%**  
(38)

**Web**  
*(organic)*

**19%**  
(9)

**Program**



A photograph of an office cubicle. The central feature is a corkboard densely packed with numerous colorful sticky notes in shades of yellow, pink, blue, and red. To the left is a light blue door with a 'Staff Only' sign. In the foreground, a desk holds a printer, a lamp, and some papers. The overall scene suggests a busy, organized workspace.

**A little more about  
our process and  
methods.**



# What we learned

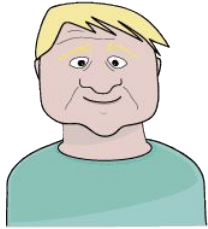


# Editors

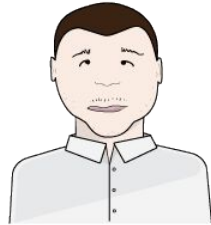
- Are innately curious, proactive learners.
- Choose between Wikipedia and their many interests for how they spend their limited free time.
- Do more complex tasks on desktops and use mobile for quick tasks.



# Motivations / Personas



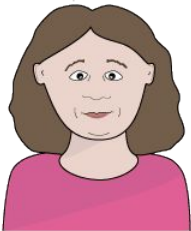
**Reactive Corrector**  
Josef



**Audience Builder**  
Gong-Yoo



**Box Checker**  
Mina



**Joiner-Inner**  
Helena



**Knowledge Sharer**  
Yankov



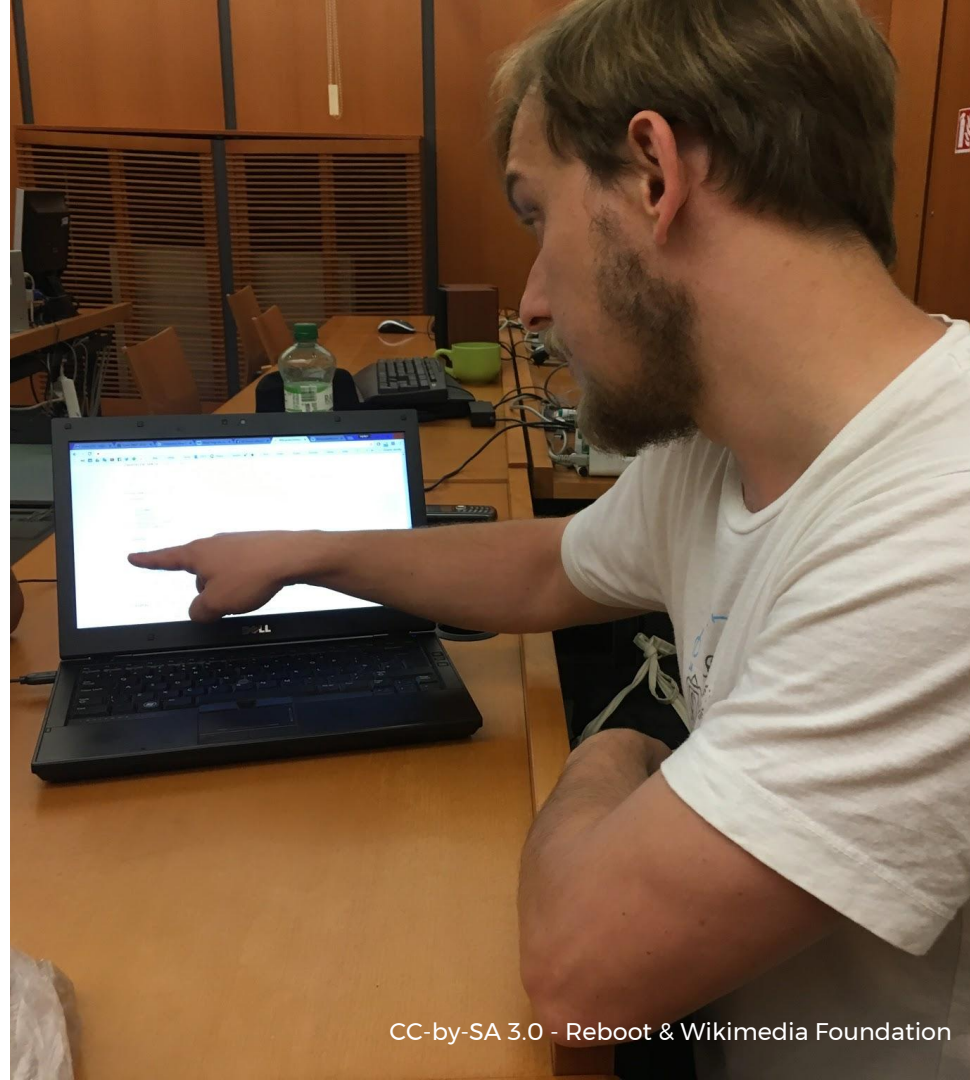
**Soical Changer**  
Jae-Hee

## Finding 1

**Wikipedia's prominence is both its greatest strength and its greatest weakness for attracting new editors.**

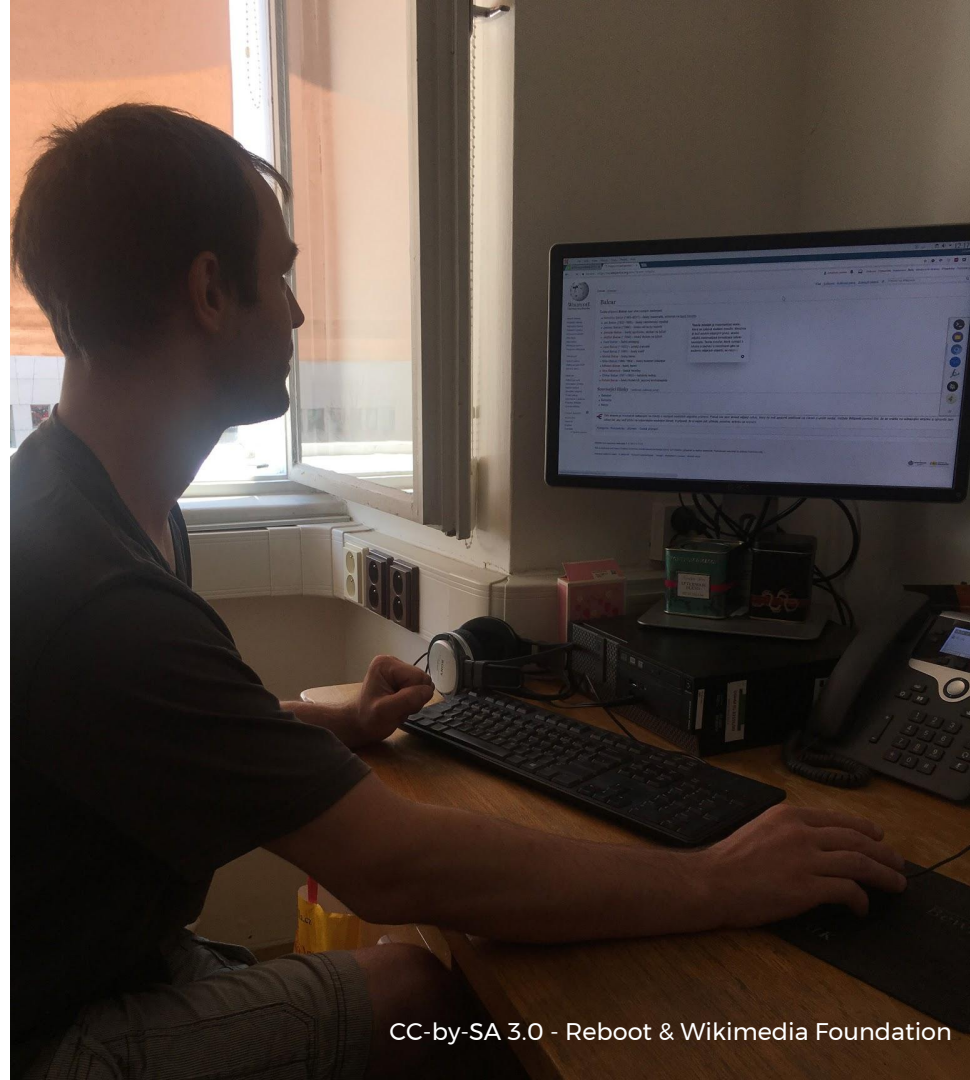
**Inspiring, trusted,  
and well connected  
intermediaries are a  
critical asset in  
recruiting and  
supporting new  
editors.**

**Finding 3**



**The complexity and separation of how Wikipedia is made, and the community behind it, make it difficult to convert readers to editors and new editors into experienced editors.**

**Finding 5**







**New editors' greatest challenges are not technological, but conceptual. They struggle to learn Wikipedia's policies and how to shape content "the Wikipedia way".**

**Finding 8**

**New editors go outside Wikipedia for help because they prefer targeted and sometimes personal, support.**

**Finding 10**





# Next steps



A photograph of a brick wall covered in graffiti. The graffiti includes various symbols, words, and drawings. One prominent word is "I♥EDIT". To the right of the wall, there are two electrical meters mounted on a dark surface. The overall scene is dimly lit, with the graffiti appearing as light-colored marks on the dark bricks.

**Want to learn more?**

Read the full report, and communicate with us here:  
[https://www.mediawiki.org/wiki/New\\_Editor\\_Experiences](https://www.mediawiki.org/wiki/New_Editor_Experiences)



# Questions and discussion



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wikilove  
**LIVE**