

Wikimedia Foundation metrics meeting

1 October 2015



Agenda



Welcome

Community update

Metrics

Feature

Research

Product demo

Q&A

Welcome!

Requisition hires:

- Alan Lau - F&A - SF
- Boryana Dineva - Talent & Culture - SF
- David Lynch - Engineering - MO
- Ed Erhart - Communications - SF (conversion)
- Ellie Young - Community Engagement - SF (conversion)
- Jeff Elder - Communications - SF
- Julien Girault - Engineering - SF
- Karen Brown - Community Engagement - NY

Contractors, interns & volunteers:

- Fredric Bolduc - Engineering - Canada
- Gaeten Goldberg - Legal - SF
- Hannah Hernandez - Advancement - GA
- Jennifer Grace - Legal - SF
- Jonathan Unikowski - Legal - SF
- Nancy Liao - Communications - SF
- Thalia Chan - Engineering - UK



Anniversaries

Ariel Glenn (7 yrs)

Trevor Parscal (7 yrs)

Guillaume Paumier (6 yrs)

Amir Aharoni (4 yrs)

Rachel Farrand (4 yrs)

Heather Walls (4 yrs)

Aaron Halfaker (4 yrs)

Oliver Keyes (4 yrs)

Antoine Musso (4 yrs)

Gabriel Wicke (4 yrs)

Andre Klapper (3 yrs)

Željko Filipin (3 yrs)

Brad Jorsch (3 yrs)

Adele Vrana (3 yrs)

Robert Miller (3 yrs)

Gergő Tisza (2 yrs)

Caitlin Virtue (2 yrs)

Caitlin Cogdil (2 yrs)

Rummana Yasmeen (2 yrs)

Kunal Mehta (1 yr)

Elena Tonkovidova (1 yr)

Jon Katz (1 yr)

Joaquin Hernandez (1 yr)

Frances Hocutt (1 yr)



Community update



Wikimedia CEE Meetup 2015

- September 10 - 15 in Estonian countryside.
- **Share practices** and learn from other experiences that are **locally relevant**. Important topics: advocacy and governance, programmatic activities.
- ~ **70** participants, **32** countries, **28** language communities.



Wikimedia CEE Meetup 2015

- **The Wikipedia Education Program** is an important **gateway** for other knowledge societies (outside the movement) to engage with Wikimedia projects in emerging communities.
- There are education programs in **21 CEE countries**, which represent **25% of education programs** all over the world.
- CEE education programs have created **+82,001** articles, improved **+525** articles, translated **+770** articles, uploaded **+2,270** files, and contributed **+225M bytes** of content to the Wikimedia projects.
- 2 new pilots of this program announced after CEE Meeting 2015.

WikiUNAM Editathon

- **12 hour editathon** with one of the largest public (as in free) universities in Latin America.
- Goal was to engage professors in editing Wikipedia, towards developing new WEPs.
- **139 participants**, 38% created at least 1 article.
- Diversity. **81 new articles** created:
 - 75 on es.wp
 - 3 on fr.wp
 - 2 wikidata entries
 - 1 page on Wikibooks.

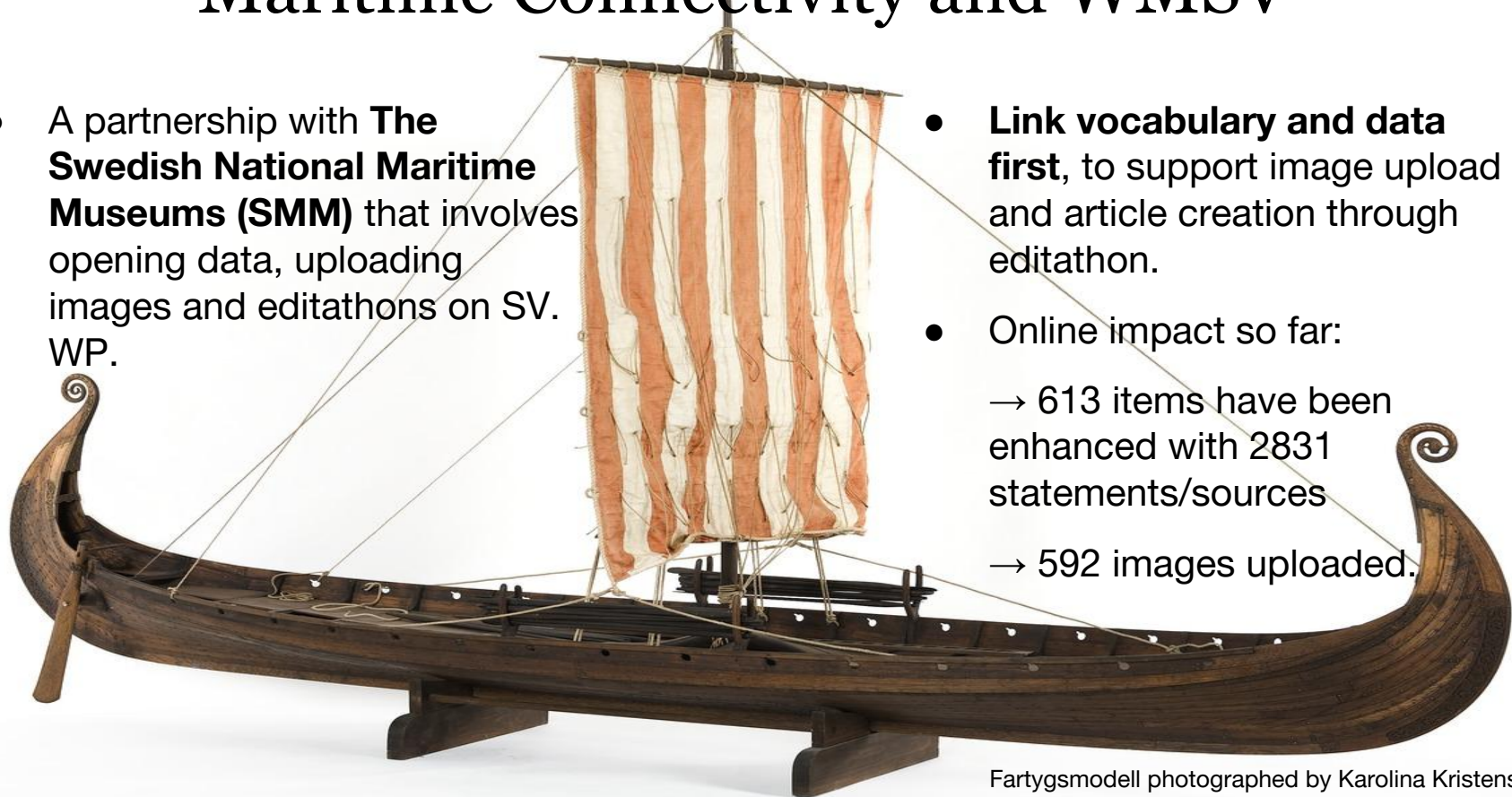


Wiki challenges!

- The power of daring editors takes many forms: education purposes, summoning communities, engaging existing editors.
- **WikiReto** (by WEP in Tech de Monterrey, México):
 - Engages students on Wikimedia projects, cross-media
 - Adds content: 5,000 files to Commons, including 10 videos; 30 articles in multiple languages
- **Translation challenge on es.wiki:**
 - Promotes the translation tool in the community
 - Adds content: 219 articles submitted to the challenge, 167 translated during September.

Maritime Connectivity and WMSV

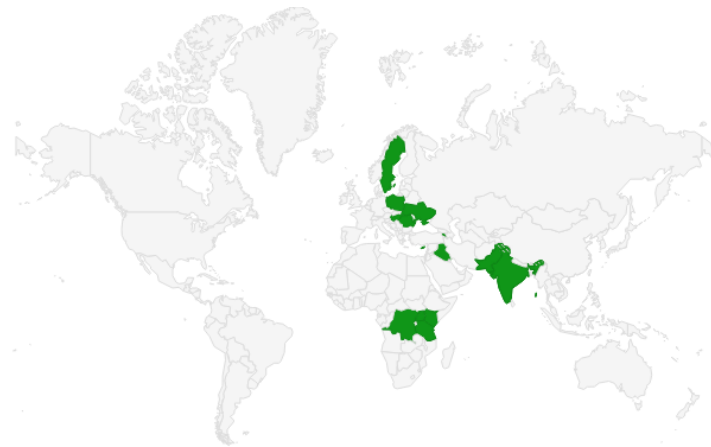
- A partnership with **The Swedish National Maritime Museums (SMM)** that involves opening data, uploading images and editathons on SV.WP.



- **Link vocabulary and data first**, to support image upload and article creation through editathon.
- Online impact so far:
 - 613 items have been enhanced with 2831 statements/sources
 - 592 images uploaded.

Wikimedia projects milestones

- Swedish Wikipedia hits 2,000,000 articles
- Urdu Wikipedia hits 80,000 articles
- Swahili Wikipedia reached 30,000 articles
- Armenian Wiktionary hits 90,000 entries



WIKIPEDIA
Den fria encyklopedin



ويکيپيڊيا
آزاد دائره المعارف



WIKIPEDIA
Kamusi elezo huru



Վիքիբառարան
ազատ բառարան

Community resources
consultation
August-September 2015



Problem

1. **People with ideas don't know how to get the support they need.**
2. **Processes are too complicated and rigid; many gaps, overlaps and exceptions**
3. **Committees and staff are at maximum capacity, with single points of failure**

Reimagining WMF Grants

Design principles:

1. **Clear entry points and pathways for each grant type.**
2. **Level of simplicity for applying and reporting aligned with amount of money and risk.**
3. **Funding amount tied to demonstrated impact.**

Why should you care?

Last year, WMF distributed
over **6.3 million dollars** from donors
to communities in **72 countries**
via **258 grants**.

Starting with an Idea...

Project grants to experiment with new ideas, and to sustain and scale ideas that work.



Annual plan grants to support organizations in developing and sustaining effective programs.



Event grants including funding, travel, and logistical support for events that enable community-building and learning.



...for the community to discuss and improve

Goals:

- Communicate proposed changes early
- Gather input widely from stakeholders
- Make improvements to the reimagined idea

Consultation setup

Inputs

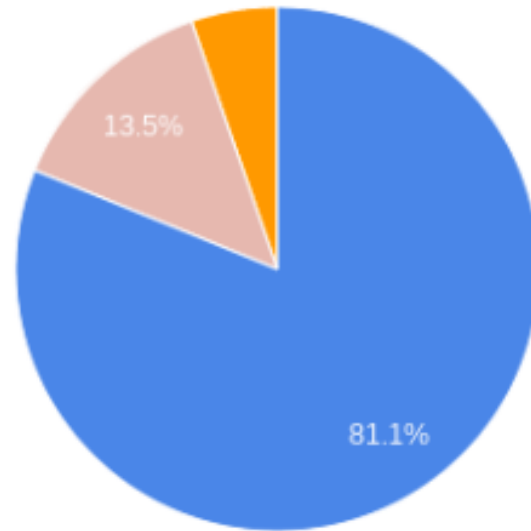
1. **Survey:** private feedback from most active in grants namespace
2. **IdeaLab idea:** public feedback via meta-wiki discussion
3. **Small focus groups:** IRC and Hangouts for deeper Q&A discussion

Responses aggregated, anonymized, and shared back on-wiki

245 responses in total

(target=200 participants)

Participation methods

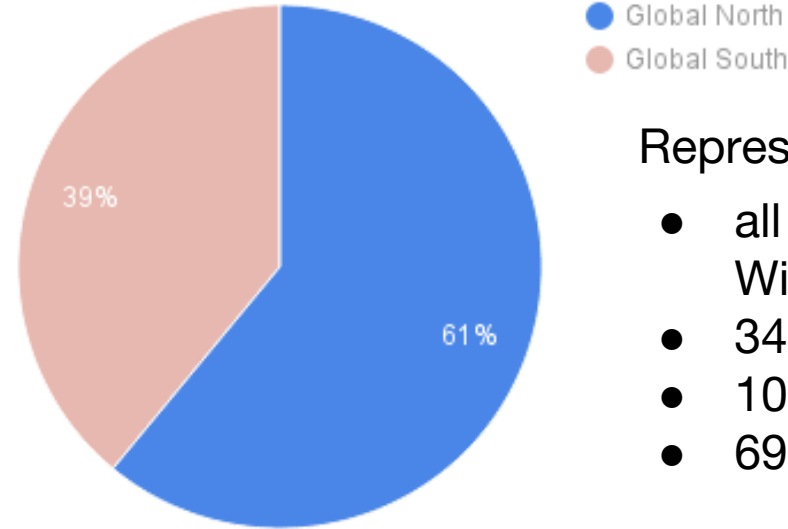


- Survey
- IdeaLab
- Other

- 198 survey
- 34 on-wiki
- 13 small group or 1:1 conversations

Diversity of respondents

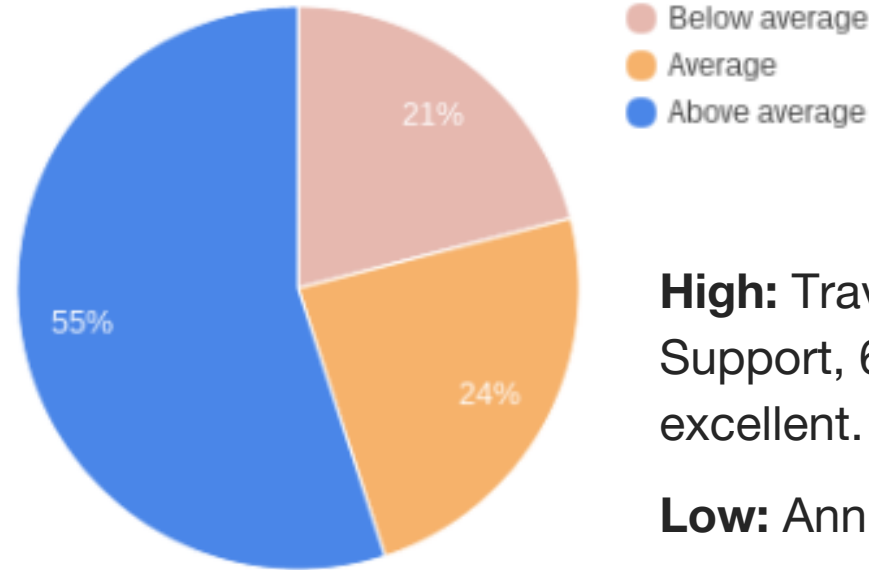
Respondents by region



Representation from...

- all Wikimedia projects, 51%
Wikipedia
- 34 language projects
- 101 countries
- 69% men, 21% women

Satisfaction with overall experience



High: Travel and Participation Support, 63% average or excellent.

Low: Annual Plan Grants, 38% average or excellent.

1/2 find overall grants process easy 1/4 finds it difficult



Easiest:

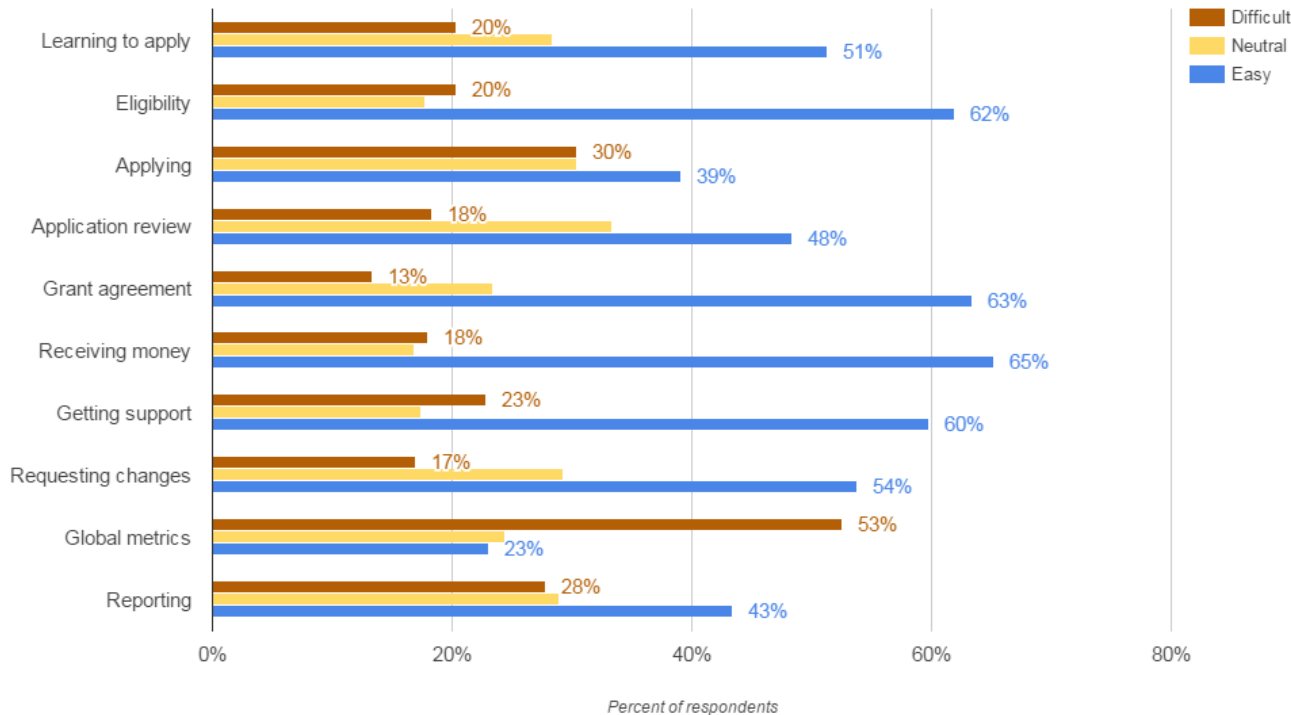
Paperwork and getting the money

Most difficult:

Applying,
Collecting global metrics for reporting.



Ease and difficulty of the grants process



Top priorities for **grants**: Easy/fast applications & achieving impact

Ranked priorities for grants	
1	simplicity in the application process
2	achieving impact on the Wikimedia projects through grants
3	speed of the application process
4	simplicity in the reporting process
5	cultivating innovation and new ideas, diversity of grantees
6	grantees can show the movement how they spent funds
7	community participation (e.g. committee review)
8	partnering with local leaders and groups to provide local resources
9	developing leaders in the movement
10	other

Top priorities for **non-monetary** resources: Connections, budget guidelines, online program resources

Ranked importance of resources		Satisfaction
1	Connections to others	3.3
2	Budget or financial guidelines	3.3
3	Online Program Resources	3.2
4	Specific Feedback or Coaching	3.5
5	Mentorship from WMF Staff	3.4
6	Logistical support for projects	3.4
7	Suggestions from grant committees	3.3
8	In-person training focused on developing skills	3.2
9	Online training	3.0
10	Collaborating on ideas in idealab	3.1

Overall endorsement of restructure idea, +many improvement suggestions

40 endorsements

6 rejections

142 identified strengths

139 identified concerns

>100 suggestions

Much clearer for those that have great ideas or ambitions to have the opportunity to more easily apply for funding to fulfill those ambitions.

The kinds of funding offered in each of these categories are not intuitive.

Like that it now has an option for small level grants, rather than having to go through the full process for very small amounts of money.

How much time and resource would a user have to commit to get a grant filed and approved?
As low as possible, ideally.

Set the rules of engagement, give it a more professional feel. Make it a safe space for people to apply.

I think it would be great to provide access to WMF tech staff for grantees.

Reimagined grants structure: Coming in 2016

Rapid Grants

quick support for low-risk opportunities

Project Grants

experiment & grow successes

Annual Plan Grants

simple process for program and operating expenses

full FDC process for general support funding

Conference & Travel Support

scholarships and support for travelers

funds, kits and logistics for organizers

Priorities & modifications

1. **Conference & Travel Support** instead of the broader "Events" concept.
2. **Rapid Grants** to meet the need for speed, simplicity, and flexibility in low-risk/cost needs.
3. **Keep Project Grants simple**, with 1 application, easy renewals, and clearer guidelines for seed-to-growth.
4. **Pilot Simple Process Annual Plan Grants**, featuring flexible support and no staffing limit.
5. **Prioritize upgrades to support** as follows:
 - P1: Applications, connections, budget guidance, online program guides
 - P2: Global metrics collection, reporting

Timeline

1 October 2015: Simple-process Annual Plan Grants (APG) pilot begins

March 2016: Preliminary evaluation of Simple APG pilot

July 2016: Implement improvements for Full Process APG for round 1 applicants

July 2016: Transition Individual Engagement Grants + Project and Event Grants
to Project Grants and Rapid Grants

March 2017: Evaluate and iterate based on grantee reports



Thanks to everyone that took part in the consultation!

Photo of the Community Resources team by María Cruz, under CC-BY-SA 4.0

Appendix

Rapid Grants

up to \$2000 for small needs
applications year-round
speedy staff-led review

Project Grants

up to \$100,000 for 12 months
applications 4x year
committee review by topic
1 application, guidelines/support for seed vs growth

Annual Plan Grants

simple process pilot in 2016
up to \$100,00 for 12 months
applications year-round, good for user groups

no changes to FDC process, learn 1st from simple pilot
no funding limit
applications 2x year

Conference & Travel Support

Keep TPS, Wikimania Scholarships as-is
applications year-round

Add Conference Support for event organisers, new
application/reporting

Priorities

*Quick support
Easy to apply/report
Lower risk, less money*

Priorities

*Deep community review
Higher expectations for more
money/risk*

Structure

1. **Rapid Grants.** To provide quick support for opportunities throughout the year. Up to \$2000 for low-risk experiments and standard needs (meetups, etc) that don't need broad review to get started.
2. **Project Grants.** To promote experiments and sustain ideas that work. Up to \$100,000 for 12 months. There will be different guidelines and support systems for experiments (seed) and established projects (growth), but one application process.
3. **Annual Plan Grants.** To support organizations in developing and sustaining effective programs. Up to \$100,000 for 12 months through a simple process, and full process for larger or unrestricted grants.
4. **Conference and Travel Support.** To support organizers and travelers attending conferences. Travel, kits and guidance, funds and merchandise, to foster community connections and learning.

Metrics

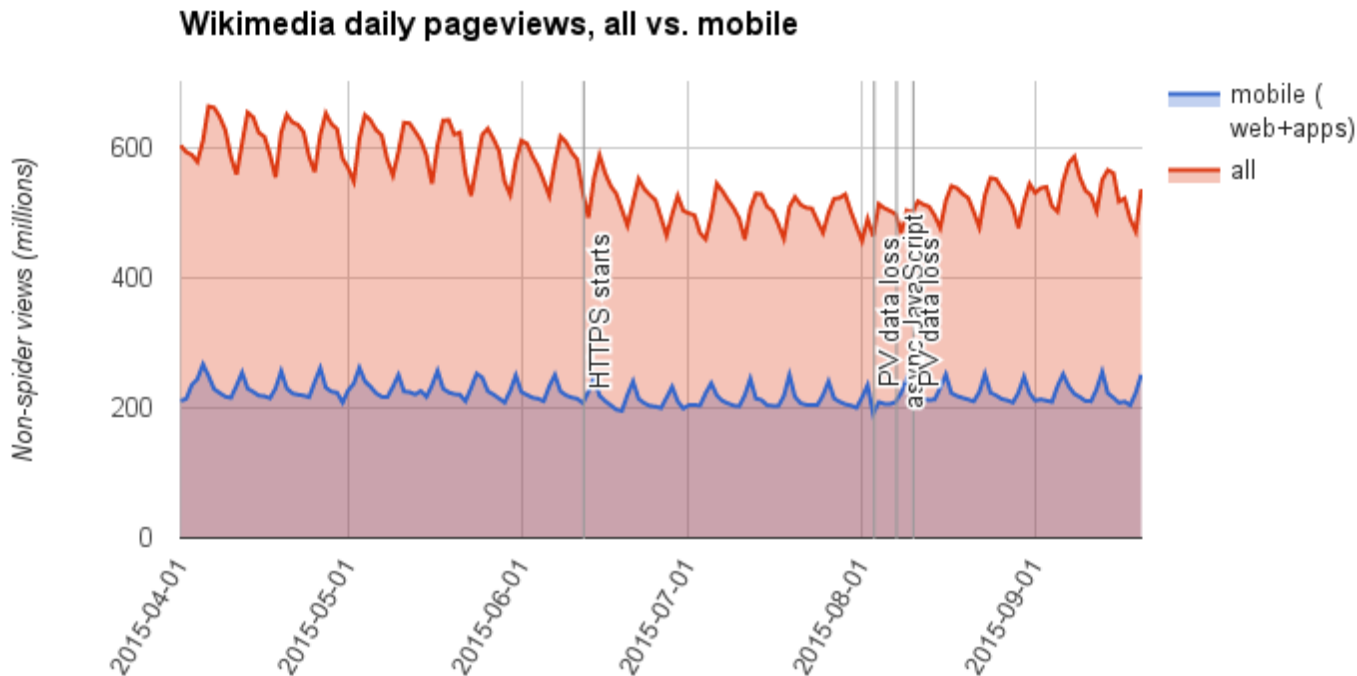


Pageviews: 523 million / day

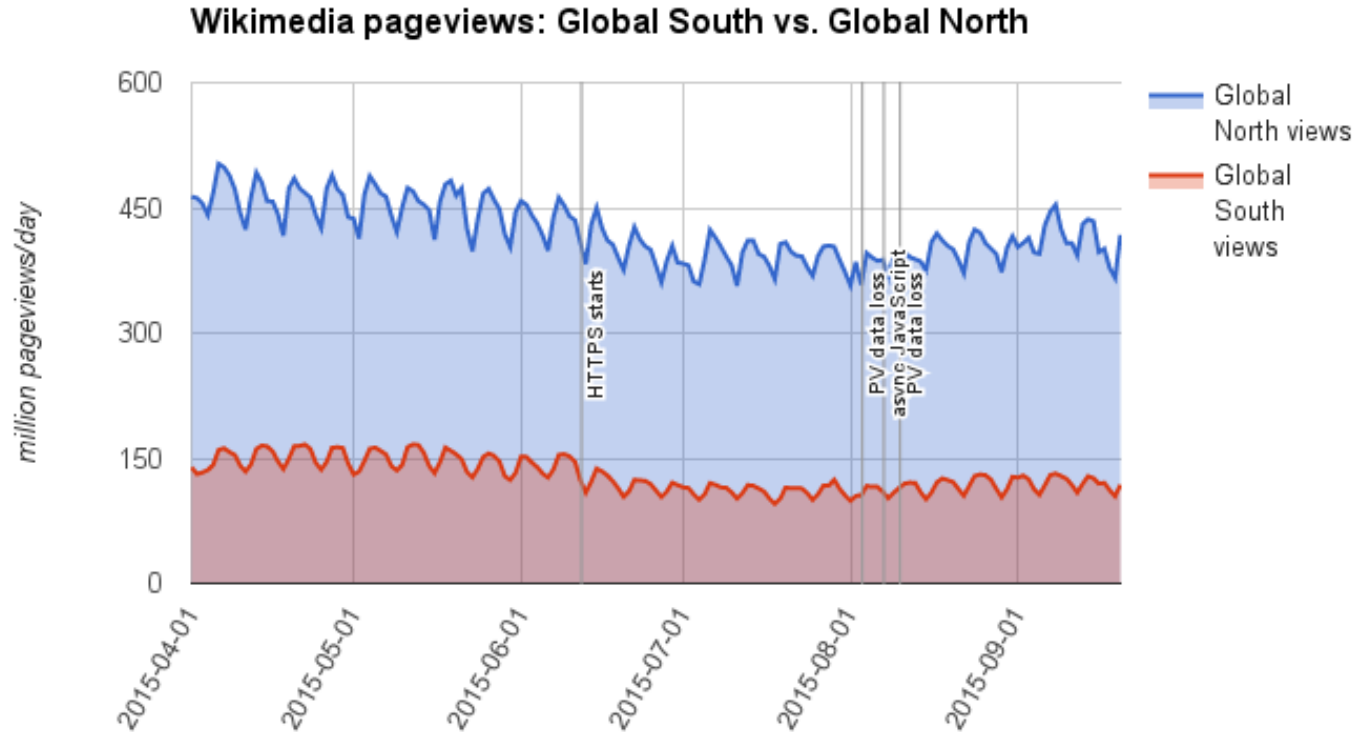
Desktop: 58.1%

Mobile Web: 40.7%

Apps: 1.2%



Global North ratio: 77.4% of pageviews



The problem with pageviews

We have multiple sources with different pageview definitions:

Wikistats (legacy pageview definition)

Custom reports (new pageview definition)

comScore (external, panel based definition)

Upcoming changes

Pageviews are the core Reading metric and the fact we don't have a consistent public source of data is problematic.

We will review the recommended definitions with key stakeholders and agree on an approved definition.

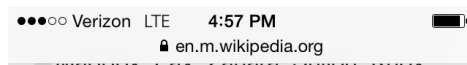
We propose to modify the most widely used source of data (Wikistats) with the approved definition and identify this publicly as the source of truth.

Feature



Quick Surveys

Do you
remember
WikiGrok?



and Vivienne. Since beginning his relationship with Jolie, he has become increasingly involved in social issues both in the United States and internationally.

Select tags that correctly describe Brad Pitt

Occupation
Television Actor

Occupation
Film Actor

Submissions are
released freely.

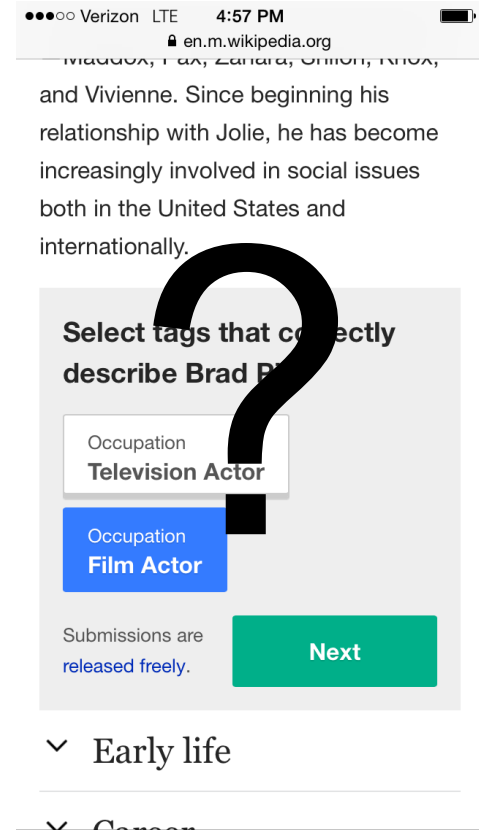
Next

∨ Early life

∨ Career

Quick Surveys

Can we use the
mechanic in a
different way?



The screenshot shows a mobile browser interface. At the top, the status bar displays 'Verizon LTE' and '4:57 PM'. The address bar shows 'en.m.wikipedia.org'. Below the address bar, there is a snippet of text from a Wikipedia article: '...Madoka, Pax, Zandra, Shien, Kira, and Vivienne. Since beginning his relationship with Jolie, he has become increasingly involved in social issues both in the United States and internationally.'

Overlaid on the right side of the screenshot is a large black question mark. Below the text snippet is a survey form with the title 'Select tags that correctly describe Brad Pitt'. There are two radio button options: 'Occupation Television Actor' (unselected) and 'Occupation Film Actor' (selected). Below the options is a green 'Next' button. At the bottom left of the survey form, it says 'Submissions are released freely.'

Below the survey form, there is a dropdown menu with 'Early life' selected, and another dropdown menu with 'Career' selected.

Quick Surveys

We had an idea, put together an experiment and looked at the data

Do you want to try some new features? By joining the beta, you will get access to experimental features, at the risk of encountering bugs and issues.

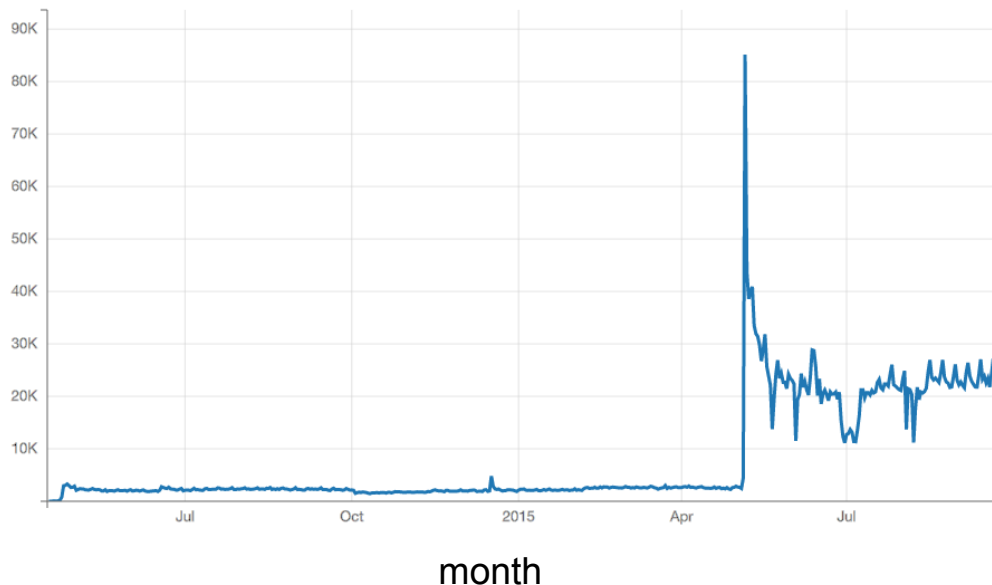
Okay

No thanks

Quick Surveys

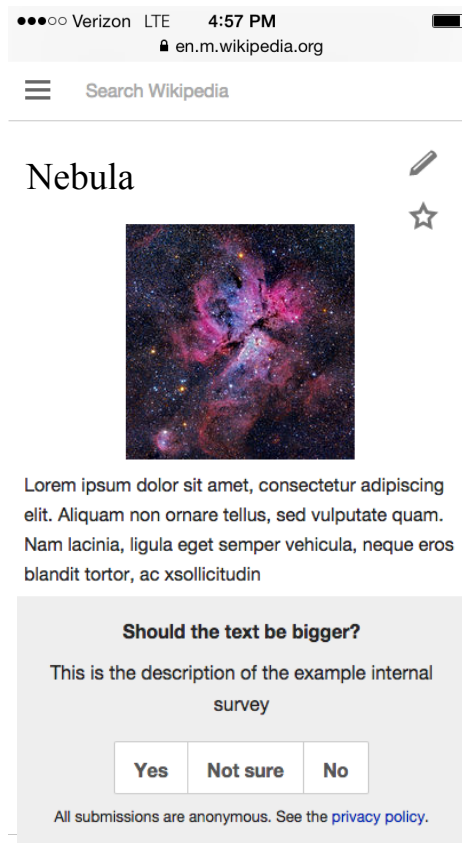
The results were encouraging

of people
who opt-in
to Beta



Quick Surveys

Introducing Quick Surveys



The screenshot shows a mobile browser interface. At the top, the status bar displays 'Verizon LTE', '4:57 PM', and a battery icon. Below the status bar, the address bar shows 'en.m.wikipedia.org'. A search bar contains the text 'Search Wikipedia'. The main content area displays the title 'Nebula' with a pencil icon for editing and a star icon for bookmarking. Below the title is a square image of a colorful nebula. Underneath the image is a paragraph of placeholder text: 'Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam non ornare tellus, sed vulputate quam. Nam lacinia, ligula eget semper vehicula, neque eros blandit tortor, ac xsollicitudin'. A survey overlay is positioned at the bottom of the page. The survey has a title 'Should the text be bigger?' and a description 'This is the description of the example internal survey'. It features three buttons: 'Yes', 'Not sure', and 'No'. At the very bottom of the survey, there is a note: 'All submissions are anonymous. See the [privacy policy](#).'

Quick Surveys

H Nebula



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam non ornare tellus, sed vulputate quam. Nam lacinia, ligula eget semper vehicula, neque eros blandit tortor, ac xsollicitudin tortor

Should the text be bigger?

This is the description of the example internal survey

Yes Not sure No

All submissions are anonymous. See the [privacy policy](#).

Test banner one (CentralNotice)

Headings

From Wikipedia

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam non ornare tellus, sed vulputate quam. Nam lacinia, ligula eget semper vehicula, neque eros blandit tortor, ac xsollicitudin tortor metus in nulla. In sed sem sapien. Pellentesque vel condimentum augue. Donec nec pharetra justo. Vestibulum bibendum scelerisque dui non tristique. Fusce luctus mi eget urna porta scelerisque. Fusce ac massa sit amet augue varius efficitur. Sed id dictum sem, pharetra varius massass. Praesent vel neque ut metus facilisis consequat et et mauris. Nunc elit sapien, suscipit sed pulvinar vitae, fringilla sit amet sapsaaen. Nullam at odio vitae risus ullamcorper blandit non vel purus test.

Pellentesque condimentum sem a metus tincidunt blandit. Donec nulla felis, pharetra ac velit quis, congue molestie augue. Aenean ac tempus augue, vel commodo ssaugue. Proin maximus erat leo, nec aliquam elit posuere vitae. Vivamus lacinia ante ligula, imperdiet egestas quam tempus sed. Aliquam ac ex nisi. Duis vitae nibh a arcu viverra posuere a nec est. In feugiat vulputate enim in egestas. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Sed auctor hendrerit odio, et molestie ligula congue eu. Nunc molestie, elit eget semper mattis, justo urna facilisis libero, ut lacinia elit sapien vel tellus test.

Contents [hide]

- 1 Heading level 1
 - 1.1 Heading level 2
 - 1.1.1 Heading level 3
 - 1.1.1.1 Heading level 4
 - 1.1.1.1.1 Heading level 5
 - 1.1.1.1.1.1 Heading level 6

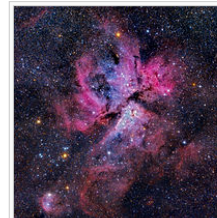
Heading level 1 [edit]

Should the text be bigger?

This is the description of the example internal survey

Yes Not sure No

All submissions are anonymous. See the [privacy policy](#).



Quick Surveys is a way to learn more about our Readers

Quick Surveys

- We're currently in the process of designing the first survey which we will run in Q2.
- We've updated the Reading page on Mediawiki about the feature and will let the Community know about our survey when we have more visibility into the schedule.
- We are currently focused on understanding our readers but we recognize this has the potential to be very valuable to teams across the Foundation and the movement.

For more information, please reach out to me, Jon Katz or Anne Gomez.

Research



Mobile contribution exploratory research

Our table at Wikimania



Design Research Team



Familiar workflows are disrupted

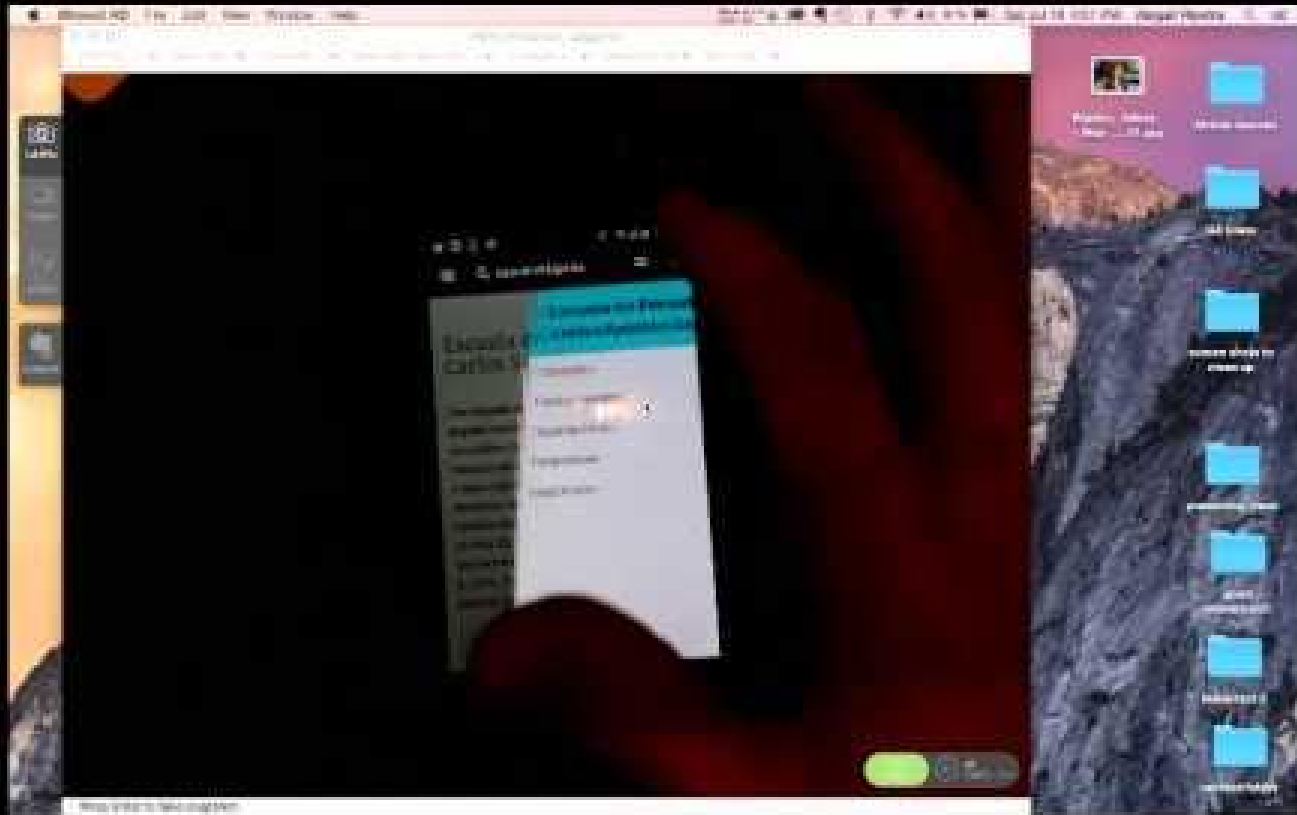
Finding and using talk pages

Finding the language switcher

Figuring out where to edit

Locating editing toolbars

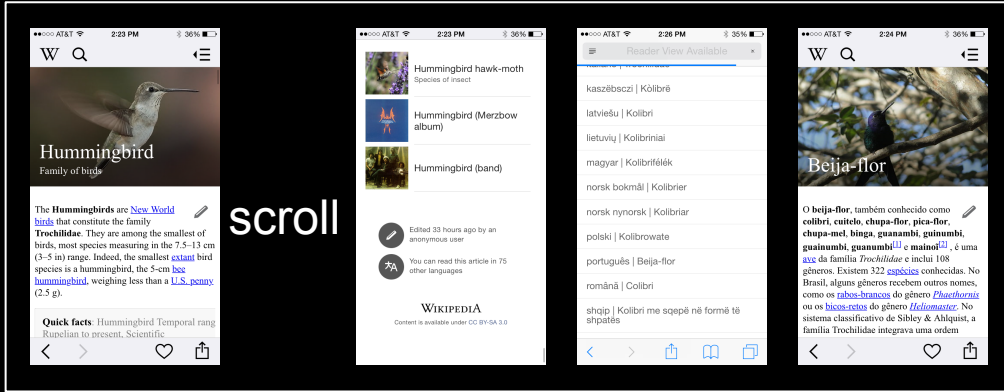
“I would feel awkward editing without checking the talk page.”



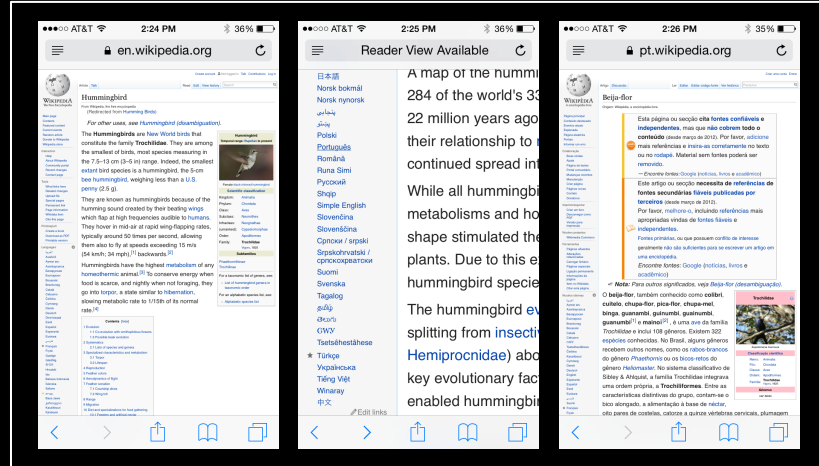
Three mobile contexts

App

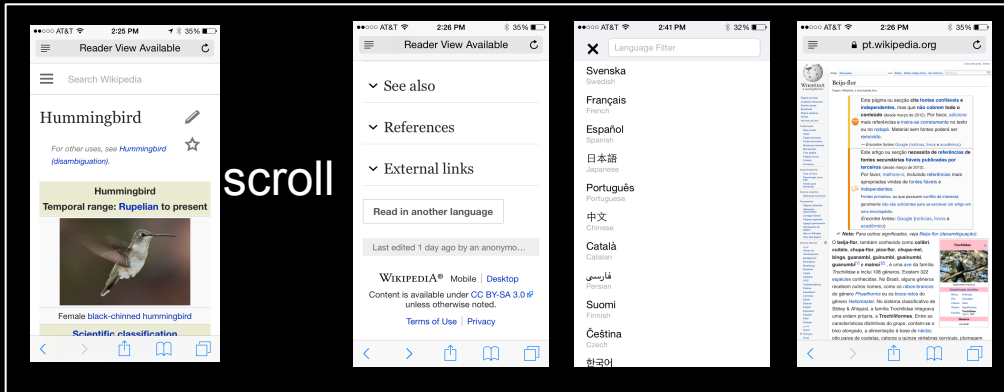
Desktop



scroll

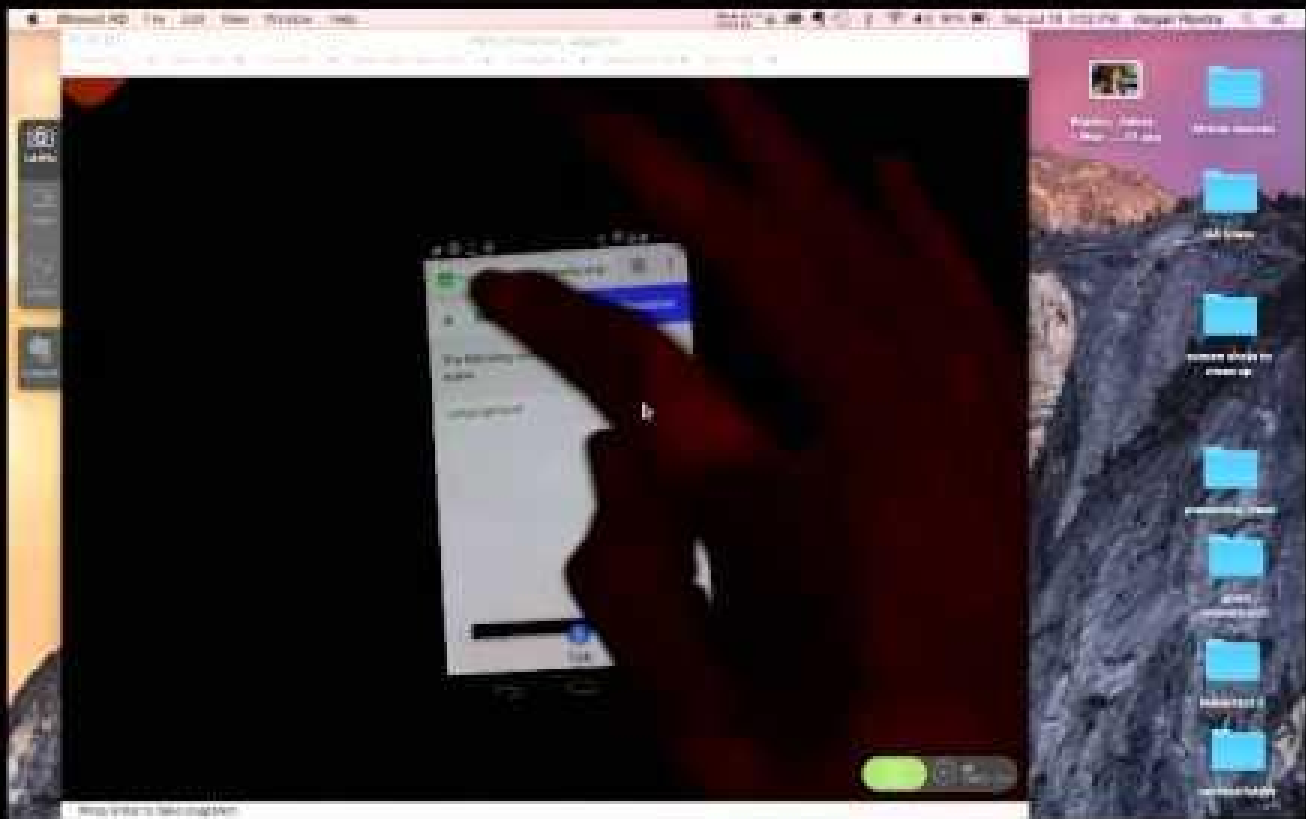


Mobile Web



scroll

People will likely make more mistakes on mobile



Mobile first people might be at a loss for learning opportunities

No formatting toolbar (have to have wikitext in your head or copy paste on app and mobile web).

Complex infobox text fills first few screens

May not be aware that the visual editor is available

May not be aware of talk pages, history, or diffs.

For people with intermittent internet, saving interim work would be very useful

One of the participants asked to have interim edits saved so when he gets disconnected from wireless, and then it comes back, he won't lose the work he had completed and not saved before wireless went out.

Super Wikipedians get work done (even with challenges)

One person we spoke with built a new language wikipedia, creates many articles, edits and translates UI on his Android phone.

However, not everyone will have the motivation to persevere through the challenges we observed to contribute to wiki projects on mobile devices.

Learning all this now is useful information for designing and building a better experience.

Also, we observed, or were told about some things working well:

- Playing the WikiData game

- Adding articles to collections

- Multiple tabs for browsing

- The “random” link

- The “nearby” feature

Let's make mobile contribution
a better experience!



Possible next steps for Design Research

Usability testing a first iteration of ve on mobile devices as soon as it is ready (We did a heuristic evaluation on ve on iOS and Android last week).

Dig into the strategy survey data since it was so focused on mobile needs.

Consider ways to make the cross platform experience less confusing.

Consider the benefits and drawbacks of using a responsive desktop to solve cross context and continuity issues?

Image attributions

Image page 4: J-mo Wikimania 2015 Community Village 03" by Antanana - Own work. Licensed under CC0 via Wikimedia Commons

All screenshots by Abbey Ripstra CC-BY-SA 3.0

video 1 <https://www.youtube.com/watch?v=wJG6CYJQJ8E>

video 2 https://www.youtube.com/watch?v=19cOnrem_oY

video 3 https://www.youtube.com/watch?v=NCPZtV_atlY

image page 15:

"A child plays with a mobile device at the retirement ceremony for U.S. Coast Guard Rear Adm. Joseph Castillo at the Coast Guard Academy in New London, Conn., April 5, 2013 130405-G-VG516-378" by Petty Officer 2nd Class Annie R.B. Elis - <http://www.defenseimagery.mil/imageRetrieve.action?guid=0d69b8be5330cd59aa1857fadfbb9ecc25e9eb88&t=2>. Licensed under Public Domain via Wikimedia Commons - https://commons.wikimedia.org/wiki/File:A_child_plays_with_a_mobile_device_at_the_retirement_ceremony_for_U.S._Coast_Guard_Rear_Adm._Joseph_Castillo_at_the_Coast_Guard_Academy_in_New_London,_Conn.,_April_5,_2013_130405-G-VG516-378.jpg#/media/File:A_child_plays_with_a_mobile_device_at_the_retirement_ceremony_for_U.S._Coast_Guard_Rear_Adm._Joseph_Castillo_at_the_Coast_Guard_Academy_in_New_London,_Conn.,_April_5,_2013_130405-G-VG516-378.jpg

Product demo



Splitting out Echo notifications and messages

<https://www.mediawiki.org/wiki/MediaWiki>

Q&A