

Worldwide Readership Tuning Session Q4 FY 20-21



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Worldwide readership / Product

	Q1	Q2	Q3	Q4
Worldwide Readership	→	→	→	→
Desktop Refresh	↗	→	→	→
Growing Readership	↗	↗	↗	↗
Readership: Protect	↗	→	↘	↘
New Knowledge Formats	→	→	↘	↘
Increase Impact of Knowledge	↗	→	→	↘
Product and Technology Collaboration	↗	↗	↗	↗
Trust and Safety Software	→			
Better Use of Data	↗	→	→	↘

MTP Priority slides



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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

- The major user facing projects continue to move forward. Desktop refresh continues to roll out more features to more wikis and KaiOS experiments continue to help us learn about engaging in users in new countries.
- The Wikipedia Preview feature was released giving us more reuse capabilities across external sites.
- Content translation continues year over year increases in article creation in emerging communities.
- Abstract Wikipedia continues to progress albeit with some delays related to staffing holdups; we expect to launch Wikifunctions MVP in Q3 FY 2021-22.
- Structured data across Wikipedia (SDAW) made the new Media Search default for all users and now needs to align architectural and product vision for subsequent work on the grant.



OKRs

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

Actions

- Hiring and retention are serious issues in a white-hot tech market
- Ensure SDAW has product and tech vision in place to allow team to continue to move forward.

Worldwide Readership Metrics

MTP Outcomes

Make incremental but meaningful changes to our core products.

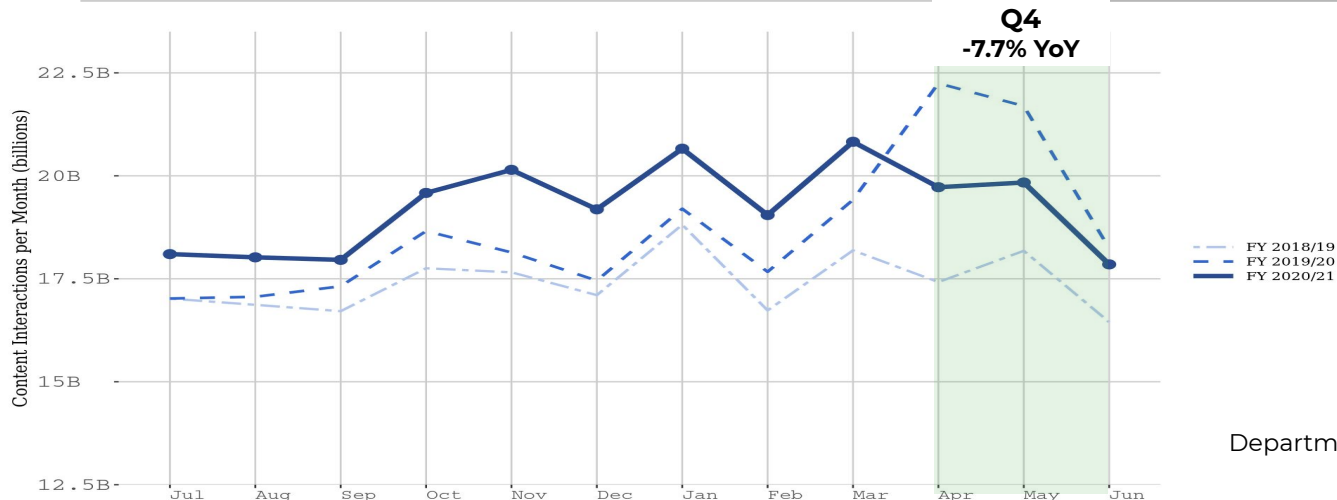
Substantially extend our core product experiences

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 Baseline: 20.7B/month	+4% YoY	+5.3% YoY (18.0B/mo*)	+8.6% YoY (19.6B/mo*)	+7.5% YoY (20.2B/mo*)	-7.7% YoY (19B/mo*)
Established markets ¹	+4% YoY	+3.8% YoY (13.6B/mo**)	+5.3% YoY (14.7B/mo**)	+5.8% YoY (15.5B/mo**)	-9.4% YoY (14.4B/mo**)
Emerging markets ¹	+4% YoY	+7.5% YoY (4.3B/mo**)	+8.8% YoY (4.4B/mo**)	+14.2% YoY (4.6B/mo**)	-9.5% YoY (4.4B/mo**)



Worldwide Readership Metrics

MTP Outcomes

Make incremental but meaningful changes to our core products.

Substantially extend our core product experiences

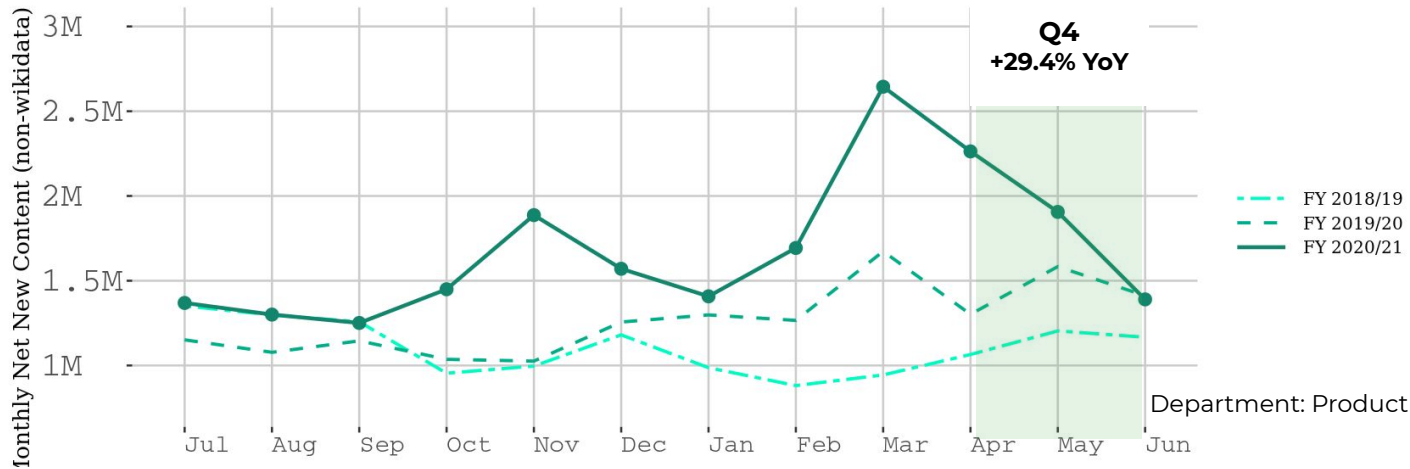
MTP Metrics

Monthly net new content increases YoY

Baseline: 3.3M/month

	Y2 Goal	Q1 Status	Q2 Status	Q3 Status	Q4 Status
Monthly net new content increases YoY Baseline: 3.3M/month	+2% YoY	+24.5% YoY (1.31M/mo ^{o*})	+47.9% YoY (1.64M/mo ^{o*})	+35.6% YoY (1.9M/mo ^{o*})	+29.4% YoY (1.9M/mo ^{o*})
Established markets ¹	+2% YoY	+66.7% YoY (0.9M/mo ^{o*})	+90.4% YoY (1.1M/mo ^{o*})	+42.6% YoY (1.4M/mo ^{o*})	+63.2% YoY (1.5M/mo ^{o*})
Emerging markets ¹	+2% YoY	+128.0% YoY (342K/mo ^{o*})	+128.0% YoY (342K/mo ^{o*})	-4.0% YoY (245K/mo ^{o*})	-22.3% YoY (204K/mo ^{o*})

Monthly Net New Content (non-wikidata)



OKR slides



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Desktop Refresh



Objective:

Readers and existing editors will have greater affinity for our sites, created by increasing utility amongst readers and maintaining utility for our existing editors

This quarter, the Desktop Refresh deliverable focused improving our navigation:

- Built the user menu functionality that clarified what user tools are available for newcomers
- Deployed the new language functionality to all pilot wikis, allowing multilingual readers and editors to find and have access to the languages they need quicker
- Analyzed the feedback for the prototypes for our upcoming features - sticky header and user menu, and made iterations according to the results

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)-	n/a (results of next survey will be available in Q1)
<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	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	1.50% - 7% (registered) ~11% (active users)



Desktop Refresh



Community - round 2

https://de-community-round-2.web.app/Nina_Simone

WIKIPEDIA
The Free Encyclopedia

Search Wikipedia

A Hollender (WMF)

Article Talk

Read Edit View history

95 Languages

From Wikipedia, the free encyclopedia

Eunice Kathleen Waymon (February 21, 1933 – April 21, 2003), known professionally as **Nina Simone**, was an American singer, songwriter, musician, arranger, and *civil rights activist*. Her music spanned a broad range of musical styles including classical, jazz, blues, folk, R&B, gospel, and pop.

The sixth of eight children born to a poor family in Tryon, North Carolina, Simone initially aspired to be a concert pianist.^[1] With the help of a few supporters in her hometown, she enrolled in the *Julliard School of Music in New York City*.^[2] She then applied for a scholarship to study at the *Curtis Institute of Music in Philadelphia*, where she was denied admission despite a well-received audition,^[3] which she attributed to *racial discrimination*. In 2003, just days before her death, the institute awarded her an honorary degree.^[4]

To make a living, Simone started playing piano at a nightclub in *Atlantic City*. She changed her name to "Nina Simone" to disguise herself from family members, having chosen to play "the devil's music"^[5] or so-called "cocktail piano". She was told in the nightclub that she would have to sing to her own accompaniment, which effectively launched her career as a jazz vocalist.^[6] She went on to record more than 40 albums between 1958 and 1974, making her debut with *Little Girl Blue*. She had a hit single in the United States in 1959 with "I Loves You, Porgy".^[7] Her musical style fused gospel and pop with classical music, in particular Johann Sebastian Bach,^[8] and accompanied expressive, jazz-like singing in her contralto voice.^{[7][9]}

Contents (hide)

- Introduction

Nina Simone

Simone in 1966

Background information

Birth name	Eunice Kathleen Waymon
Born	February 21, 1933 Tryon, North Carolina, U.S.
Died	April 21, 2003 (aged 70)

New User tools menu

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:

- **Wikipedia Preview:** Released a wordpress plugin that lets websites show previews of content from Wikipedia
- **KaiOS:** rolled out a local content recommendations experiment in Nigeria, Uganda, Tanzania, and Pakistan that increased engagement by 15%

In their preferred language:

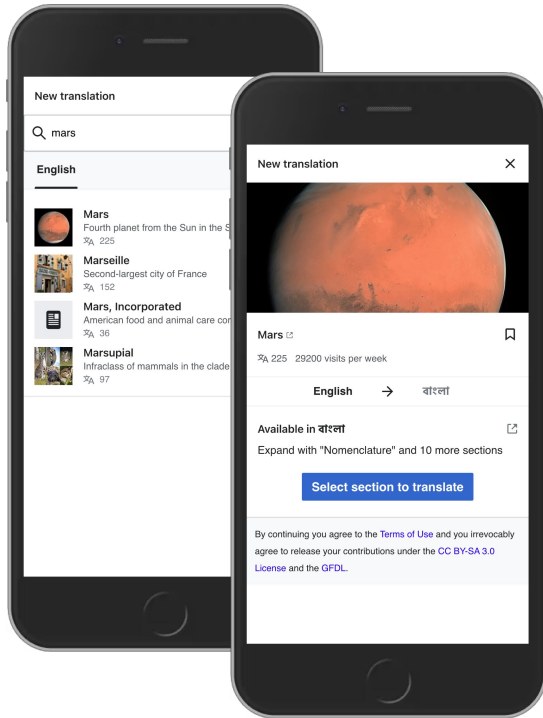
- **Section translation tool for mobile:** Relevant translation opportunities surfaced in two new situations: searching for specific articles, and creation of new articles section by section.
- **Encouraging translation:** This fiscal year 253K articles were translated with Content Translation which represent a 25% YoY increase compared to last year (203K articles translated). The target was a 18% increase.

Target quarter for completion: Q4 FY20-21

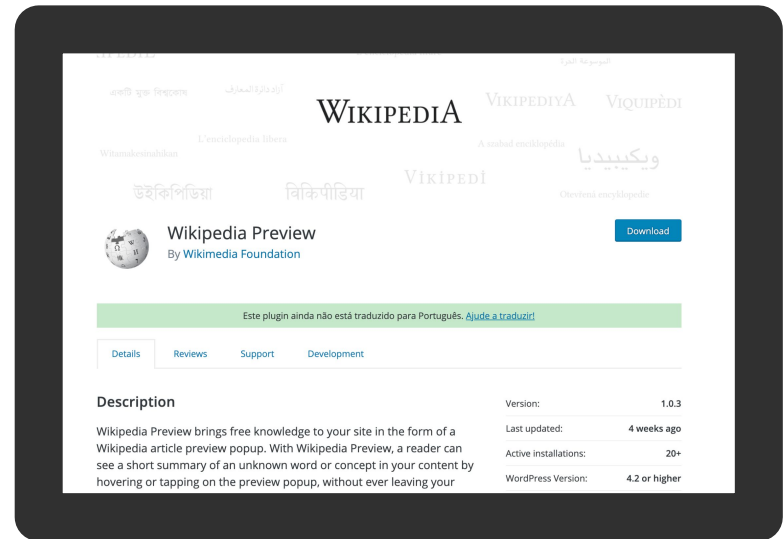


Department: Product

Growing Readership



Section Translation: search to translate a specific article.



Wikipedia Preview: Wordpress plug-in available for anyone to use.

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*)	-7.7% YoY (19B/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)	+29.4% 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.

- For KR3 we ran an awareness campaign from the 1st of June 1st to 30th of June
- The goal is to see if we can provide lift in donation by running an awareness ad before the donation ad.
- The messaging will be around an improved understanding of how Wikipedia operates.
- The target date for analysis completion will be the 2nd of August
- Analysis is being done together with the Fundraising team

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	No Campaigns added in Q4
<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	No Campaigns added in Q4
<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	Delayed delivery as we needed more time to analyse the campaign together with Fundraising

New Knowledge Formats



Objective:

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

Wikifunctions:

- Growing Abstract Wikipedia team:
 - Designer (Aishwarya) joined in Q4, Carolyn supported her in Q4
 - Initiated process for recruiting engineering management and two software engineering positions
- [Phases 4 and 5](#) finished
- Security review and Performance review initiated
- Beta Cluster preview ~September-October 2021, public MVP launch ~February-March 2022

Target quarter for completion: Q3 FY 21-22 (Wikifunctions MVP); ~Q2-Q3 FY 22-23 (Wikifunctions features stabilized)



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%	20.7%
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	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 completed. Logo vote completed.	Growing team (Aishwarya). Phases 4 and 5 completed. Security and Performance reviews initiated.

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 all 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 Suggestions** Proof of Concept was completed, and design research targeting experienced users. We redefined the goal metric to add media to 5 million content pages by the end of the grant period to 50,000 content pages due to scalability concerns uncovered during the development process. However, we have not yet written any code in production towards this metric this FY, and we plan to do so and achieve target metric next FY.

The technical decision making process for the **Structured Data Across Wikimedia** (SDAW) architecture is delayed due to staff turnover and the large number of dependencies. We made progress towards defining requirements for the **Section Topics** project, and began discussions with the community. We will continue to work towards defining a path-to-production in the next FY.

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	The target metric was rescoped to 50,000 content pages. We were not able to hit this metric in Q4, but plan to achieve it in the next FY
<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	Results from a proof of concept API were evaluated, but no decision has been made and we will plan to achieve this in the next FY



Drill Down: Increase Impact of Knowledge

The situation

Work on Image Suggestions, Section Topics, and SDAW architecture has been delayed due to a significant amount of staff turnover and onboarding.

And we were unable to begin building the future-state infrastructure because it needed additional clarification and design.

The impact

We prioritized MediaSearch, making it default for all users on Commons.

We delayed the production launch of image suggestions to the next FY.

An agreement on the path-to-production for Section Topics and SDAW architecture has also been delayed to the next FY.

The recommendation

Complete a product realignment early in Q1 of FY21-22 to ensure that the priorities, dependencies, and requirements are in place to meet the goals of the SDAW grant.

Minimize dependencies between user-facing features and infrastructure updates where possible to enable agile, iterative progress and make faster decisions, while continuing to invest in future-state infrastructure.



Department:

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 KRAs 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 Q4, the Product and Technology departments have collaboratively delivered:

- Developed shared OKRs, strategy, and roadmaps for API Platform and Data
- Introduced and adopted the concept of Value Streams across several Product and Technology engineering teams: Metrics Platform, API Platform, Data Platform, etc.
- Completed initial onboarding for Platform Product Management to Platform Engineering and Product Metrics Engineering and a Search PM

Target quarter for completion: Q4 '21



Department: Product & Technology

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	Leveraged work intake for APP planning Introduced Value Streams
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	Have integrated 2 PMs into tech and 2 directors. 3 Platform PM positions currently open
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 development on projects and Api standards	Introduced Value Stream concept and applied to 4 teams across Product & Tech



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: Dashboard released, promoted, and shared with internal stakeholders

Metrics Platform: Fully transitioned to metrics platform work; working toward MVP release with a focus on library build out and centralization as well as preparing Metrics Platform schema for testing.

Working with Production Data

The surveys in Q1 - Q3 have informed our work on the Metrics Platform.

We decided not to run the survey in Q4 as the Metrics Platform is still in development. We are shifting to exit surveys which we'll implement with the roll-out of the Metrics Platform.

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>Metrics Platform Central library & core component development</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>	<p>N/A</p> <p>Shifting from quarterly surveys to exit surveys</p>



Drill Down: Better Use of Data → Metrics Platform

The situation

In Q3, we completed our Metrics Platform roadmap to better map out our deliverables, needs, and timelines.

We are actively hiring for a [Platform Product Manager for Data](#), who can support specific data product and engineering initiatives.

We changed project managers and regained a member of the team at the end of the quarter. We have been operating with only 2 full-time engineers.

The impact

We transitioned the team from Better Use of Data to the Metrics Platform. We now have more focused sprints, meetings, and rituals that allow the team to agilely deliver on the platform.

With the tight resourcing of this team, capacity was severely strained throughout Q4 with only about 64% of engineering and 0% for QA.

The recommendation

With minimal resourcing, we will have to be flexible with delivery timelines.

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

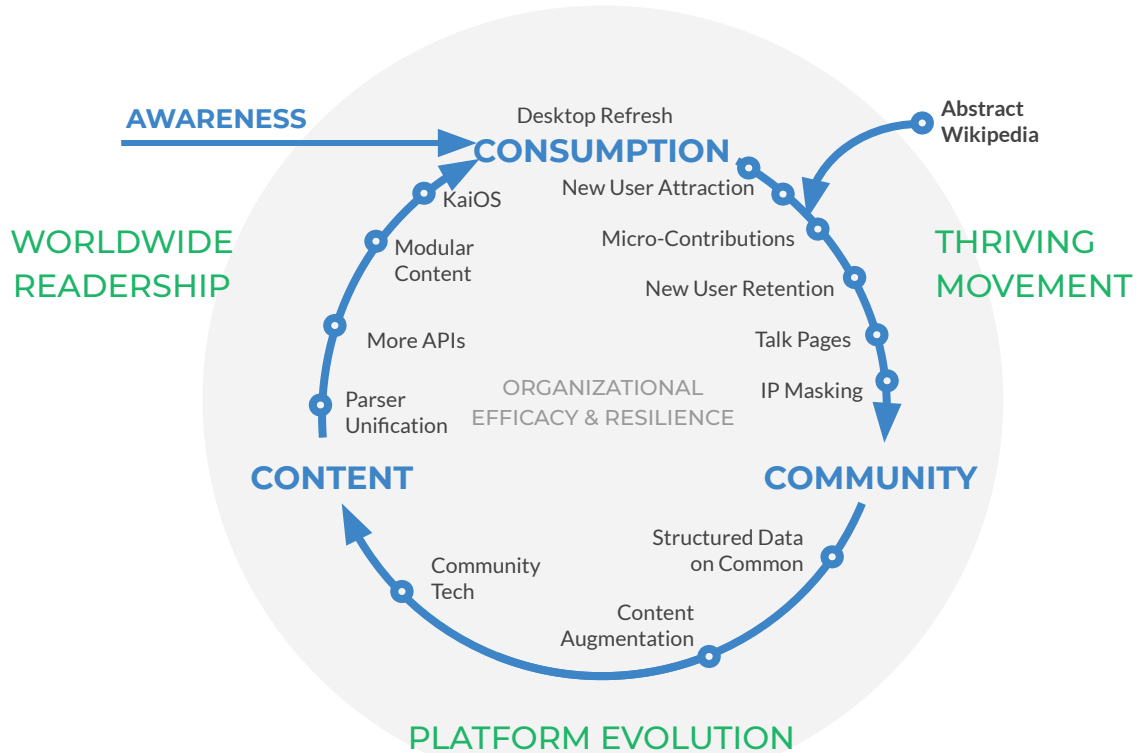


Department slides



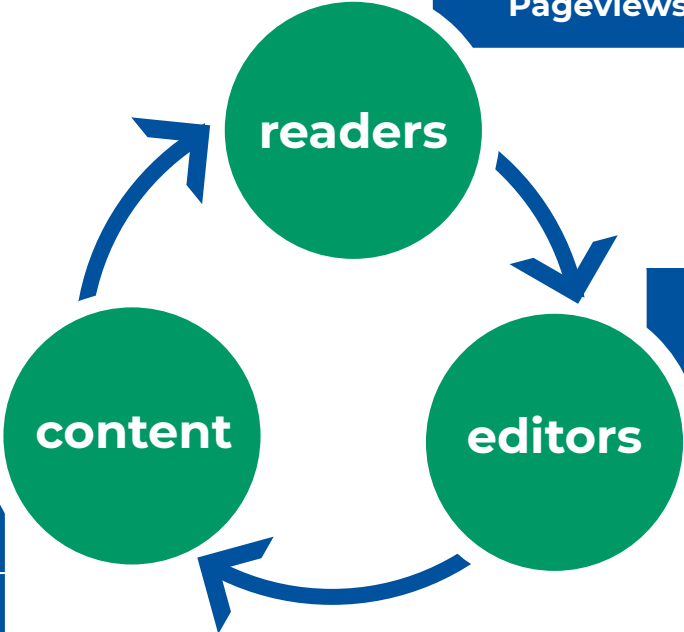
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The product flywheel



Health metrics

	Q4 Actuals	YoY (%)
Interactions	57.4B	-7.7%
Pageviews	51.5B	-7.0%



	Q4 Average	YoY (%)
Active Editors	95,842	-3.0%

Q4 Actuals	YoY (%)	
283M	10.7%	Total Content
58.2M	6.7%	Wikipedia
95.6M	8.1%	Wikidata

Community Relations Specialists

- **Q4 overall satisfaction rate** [with our work](#) = 100% "very or pretty satisfied"
- **Handling the OTRS situation, chapter II:** Removing OTRS branding: coordinating the VRTS admins to move pages and templates on the major wikis, generate new visual icons and replace old ones, write naming convention and communications policies, etc. Remaining work for this quarter is cleaning up the "long tail" wikis and developing a long-term plan for the software.
- **Keegan chairing the Technical Decision Committee:** Reviewing and approving decisions for the forum, designating policy responsibilities, reviewing practices.
- **Product Ambassadors:** The Product Ambassadors team has grown, and we supported three teams with eight persons to engage closely with eight different language communities in Q4.

GLAM and Culture: Spotlight on Wikisource

5 Wikisource community wishes were addressed this fiscal year: 2 by CommTech, 2 via funding, and 1 through the mentored GSoC program. **All improvements exceeded the target of 70% satisfaction.** Updates in Q4 follow:

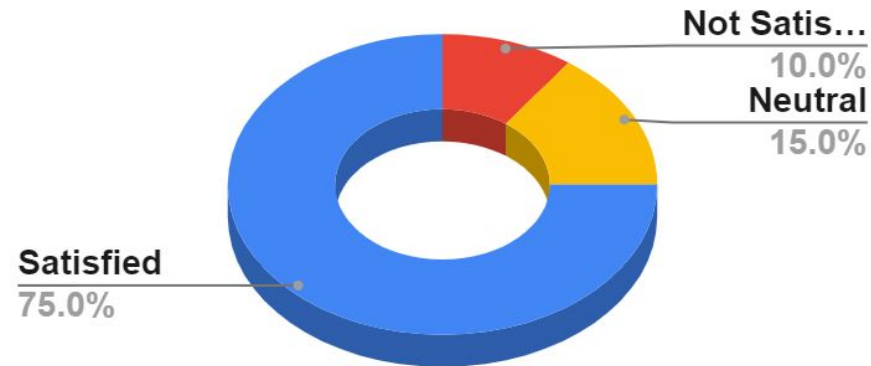
Wikisource Wishlist with CommTech

- The second wish to build OCR that runs various OCR engines was released and further improvements are being made in Q1 of FY 21-22
- N.b. bulk OCR could not be addressed with the time and resources available

Coordinating across other stakeholders

- The Balinese community's digitization of palm-leaf manuscripts kick-started a new language Wikisource (funded by project grants and WikiCite)
- Wikidata Integration is complete and integrated on 5 Wikisource projects (funded by WikiCite)
- *Digitizing rare texts with Wikisource* panel at Arctic Knot featured the Balinese and Bengali communities

Wikisource Satisfaction Survey 2021



Thank you

Appendix



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