

CROSS-DEPARTMENT PROGRAMS

Jan 2018 quarterly check-in



WIKIMEDIA
FOUNDATION

New Readers

Program lead: Anne Gomez

Key Staff:

Abbey Ripstra, Jorge Vargas,
Jack Rabah, Dan Foy, Zack
McCune, Joe Sutherland, Kacie
Harold, Ravi Ayyakkannu,
Satdeep Gill, Georgina Fields,
Olga Vasileva, Charlotte
Gauthier

Teams:

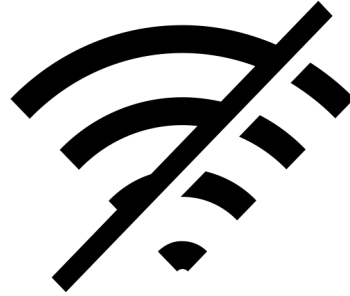
Communications
Community Resources
Design Research
Partnerships & Global Reach
Programs (Audiences)
Readers



Increase readership by...



Increasing **awareness** and understanding of Wikipedia



Improving **access** to Wikipedia through offline support and addressing affordability

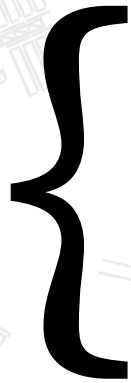


January 2018 New Readers

Mobile traffic

		Unique devices (mobile domain)				Pageviews (mobile web)			
Country	Language	Q2	Q1	QoQ	YoY	Q2	Q1	QoQ	YoY
Nigeria	English	27,615,846	29,971,434	-8%	30%	78,272,320	85,351,449	-8%	2%
India	English	446,245,681	424,697,374	5%	46%	1,198,441,304	1,133,620,247	6%	24%
	Hindi	37,200,494	33,924,562	10%	174%	89,493,435	78,405,272	14%	127%
Mexico	Spanish	165,060,304	154,998,110	6%	19%	395,279,615	381,963,073	3%	1%
	English	17,268,272	17,230,844	0%	10%	43,444,075	44,306,372	-2%	2%

Awareness



Recognition

I have heard of Wikipedia

Use Value

I use Wikipedia for ...

Attribution

I got it from Wikipedia



WIKIMEDIA
FOUNDATION

January 2018
New Readers

GOAL: Increase awareness of Wikipedia in Nigeria

What is your objective / workflow?	Who are you working with?	What impact / deliverables are you expecting?
1.1 Develop and launch video-marketing campaign to promote Wikipedia in Nigeria.	LAST QUARTER	
	Communications, Global reach, Wikimedia User Group Nigeria, Anakle (advertising agency)	<ul style="list-style-type: none"> - Launch of marketing campaign - Preliminary evaluation of marketing impact
	THIS QUARTER	
	New Readers team, Global Reach, Anakle (advertising agency), Android team	<ul style="list-style-type: none"> - Completing 2nd phone survey - Full report to understand 3-month impact of marketing efforts in the region - Investigating possibilities for media placement of videos - Follow-on campaign to promote offline features in the Wikipedia app

STATUS: ON TRACK - IN PROGRESS (MEASUREMENT)

A photograph of a classroom filled with students. In the foreground, a young boy in a white t-shirt is raising his right hand, pointing upwards. He is sitting at a desk with a stack of books. To his right, a girl in a patterned top is looking towards the camera. In the background, other students are seated at desks, some looking towards the front of the room. The classroom has large windows and a brick wall.

Raising awareness in Nigeria



Raising awareness in Nigeria

- 12 Million total video views over 6 weeks
- ~60% increased Wikipedia portal traffic from Nigeria
- ~25% increase in Wikipedia app installs

CHECK IN

TEAM/DEPT

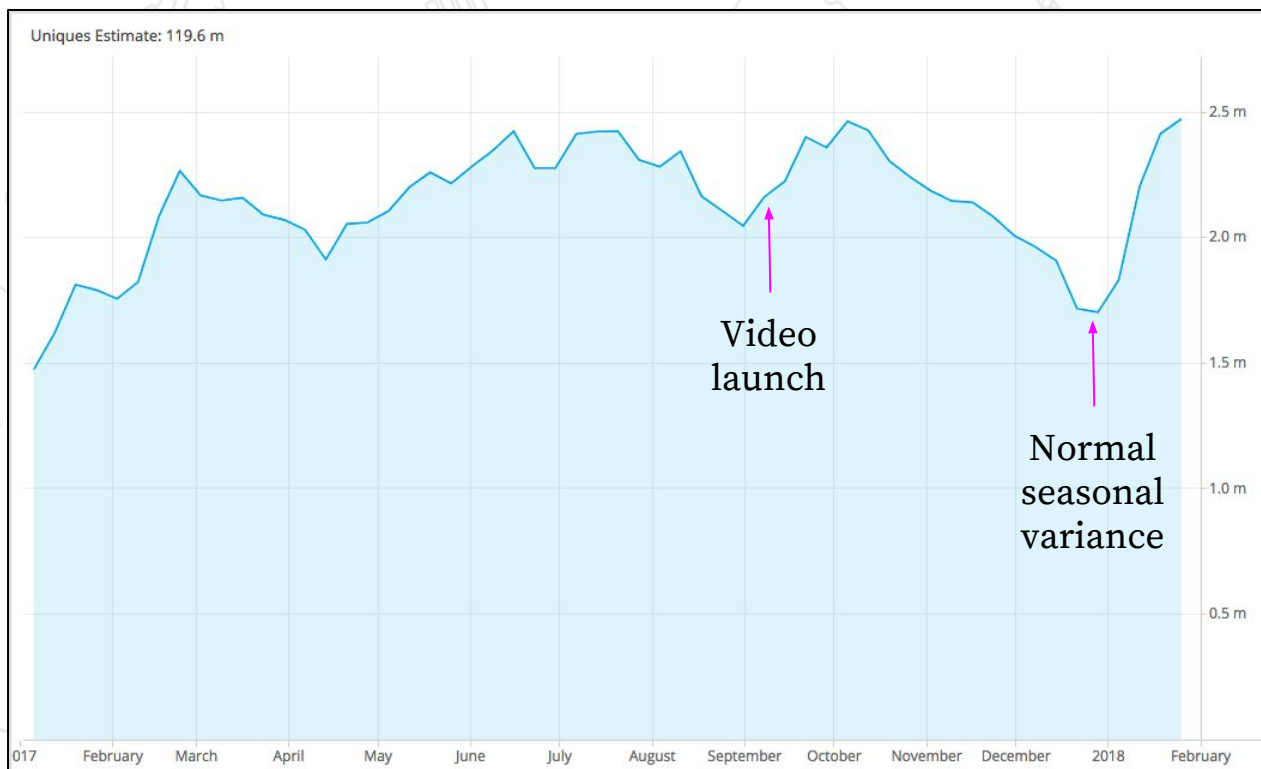
PROGRAM

WIKIMEDIA
FOUNDATION
ANNUAL PLAN

Jan 2017

New Readers

Unique devices to en.m.wikipedia.org in Nigeria



January 2018**New Readers**

What you learned working on this objective or workflow:

Did anything unexpected (good or bad) happen?

Videos earned more than 2x our view goal (5 million, based on the reach of Iraqi video projects) and earned more than 6 million unpaid (“organic”) views due to viral sharing. The “Emmanuella goes to school” video earned 1 million views in the first day alone, becoming Wikipedia’s most successful video post ever. There was widespread press coverage of the campaigns in Nigeria (stories in more than 15 news outlets) including coverage in The Guardian NG, a national newspaper of record. Coverage was very positive.

What would you do differently if you had to do it again?

Measurement, particularly phone surveying, is proving to be very hard to repeat (vendors change, contracts need to be adjusted) and slow to complete. This holds our ability to fully evaluate the impact of the campaign until far after its completion. As of January 2018, we have still not begun phone surveying for this campaign which ended in October.

Did you struggle with anything?

We have been challenged to complete the campaign impact report because of incomplete data, specifically phone surveys).

January 2018
New Readers

GOAL: Increase awareness of Wikipedia in India

What is your objective / workflow?	Who are you working with?	What impact / deliverables are you expecting?
1.1 Develop and launch video-marketing campaign to promote Wikipedia in India.	LAST QUARTER	
	Communications, Global reach, Wikimedia India volunteers, Finance, Happy mcgarrybowen (advertising agency)	Selection of creative direction, finalization of script, video production and development in Mumbai, confirmation of target region
	THIS QUARTER	
	Communications, Global Reach, Wikimedia India volunteers, Finance, Happy mcgarrybowen (advertising agency)	<ul style="list-style-type: none"> - Launch of marketing campaign - Preliminary evaluation of marketing impact - Pre and post campaign phone surveys

STATUS: ON TRACK - IN PROGRESS (PUBLISHING)

Raising awareness in India



What you learned working on this objective or workflow:

Did anything unexpected (good or bad) happen?

Video has taken longer to edit than expected. Production agency had promised video draft review by December 12 but moved review until after holiday.
Satdeep hire has been hugely helpful.

What would you do differently if you had to do it again?

Extend the timeline. Generally, we are learning that the awareness projects take 2 full quarters (6 months) to produce. It is better to manage expectations for a long project timeline, and then positively surprise participants with accelerated work.

Did you struggle with anything?

This project was supposed to be all-but-published by the end of this quarter. Failing to make the milestone pushes back our work timelines for other projects (including the Mexico awareness project).

January 2018
New Readers

GOAL: Increase awareness of Wikipedia in Mexico

What is your objective / workflow?	Who are you working with?	What impact / deliverables are you expecting?
1.1 Plan marketing campaign to promote Wikipedia in Mexico.	THIS QUARTER	
	Communications, Global Reach, Wikimedia Mexico volunteers, Finance, advertising agency TBD	Consultation with Wikimedia Mexico on approaches to raising awareness, development of project brief (goals, audiences, methods), outreach to potential agency partners, project timeline set. Contract for phone survey.

STATUS: ON TRACK - IN PROGRESS (NEW PROJECT)

Jan 2018

New Readers**GOAL: Increase awareness of Wikipedia through grants**

What is your objective / workflow?	Who are you working with?	What impact / deliverables are you expecting?
1.2. Inspire campaign to develop ideas for awareness projects in low-usage communities globally, followed by a round of Rapid Grants focused on raising awareness through community advocacy.	LAST QUARTER	
	Community Resources, Learning & Evaluation, Communications, Admin	Finalize content and outreach plan for Inspire campaign and round of Rapid Grants in Q3 to support communities increasing awareness locally.
	NEXT QUARTER	
	Community resources, Learning & Evaluation, Communications, Admin	[GOAL 2] The Inspire campaign and Rapid Grants round should both be conducted in Q3. Targets: Inspire campaign generates 150 ideas with 300 participants. The Rapid Grants round has 20 proposals.

STATUS: OBJECTIVE ON TRACK



1. INSPIRE CAMPAIGN

Build understanding of what
“awareness” is.

Generate ideas for projects.

GOAL: more communities know that low awareness is a problem where they live.

362 ideas

Target: 150

538 participants

Target: 300

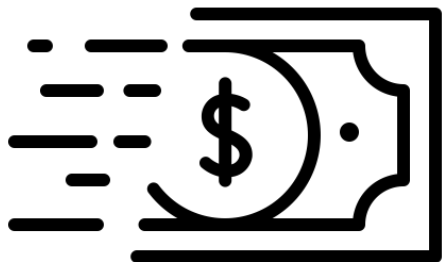
Additionally...

- 52 people have joined or watched workshops (above average for inspire workshops)
- 3,500 pageviews (~200 daily)
- Showing banners in 148 low awareness countries that say: “Less than 50% of internet users in your country know about Wikipedia. How would you attract new readers?”

[Note: numbers as of January 31, 2018]

Jan 2018

New Readers



2. RAPID GRANTS

Develop cohort of grantees globally.

Support with evaluation strategies and messaging.

GOAL: Fund the most promising ideas from the campaign so communities can do a pilot project and test whether their idea is effective.

TARGETS: 20 rapid grants awarded to people in emerging communities

Supporting tactics:

- Fund projects that can be completed by end of Q4
- Provide grantees with project evaluation plans so we can identify effective awareness building strategies
- Group grantees in cohorts based on project type
- Grants are for a max of \$2,000
- Grants awarded in February, projects begin in March
- Projects that don't require funding will be encouraged to test their ideas and report outcomes.

Jan 2018

Audiences: Programs

New Readers

What you learned working on this objective or workflow:

Did anything unexpected (good or bad) happen?

- Mobile has been a real challenge, which is where we expect the majority of target users for this campaign to be browsing.. FormWizard does not work on mobile, and therefore people can't contribute their ideas easily from a mobile device without knowing wikitext. Idealab is working on mobile, but still needs more to be optimized. Visual Editor does not work on mobile on meta.
- People visiting the campaign are eager to contribute, but it is difficult to monitor a large volume of ideas. Page views and new ideas spiked to 1,500 and 106 respectively on the one day the banner was visible to desktop readers. For now, we have limited the banners to logged in desktop users while we create a workflow to manage incoming ideas efficiently.

What would you do differently if you had to do it again?

- Mobile testing during project planning. We have a long way to go to adapt our tools and workflows to work for this audience.

Did you struggle with anything?

- It has been challenging to adapt the Inspire campaign tools, format and workflows to reach and engage the target audience, which is readers in low-awareness countries who are likely using mobile phones.. The tools have limited functionality on mobile, and the format favors people who are logged on, and will respond to messages on talk pages.

Jan 2018

New Readers**GOAL: Increase awareness of Wikipedia through **partnerships****

What is your objective / workflow?	Who are you working with?	What impact / deliverables are you expecting?
<p>1.3. Pursue partnerships with mission-aligned governments, for-profit companies, media houses, and non-profit organizations to launch initiatives that allow new readers to discover Wikipedia and Wikimedia content, through inclusion in the partners' programs, products, or services and distribution of marketing materials.</p>	NEXT QUARTER	
		<p>[GOAL 3] Explore inbound opportunities for syndication through potential partners' products. Assess potential impact of each opportunity. For those that are judged viable, develop implementation and evaluation plan for pilot.</p>

STATUS: OBJECTIVE ON TRACK

CHECK IN

Jan 2018

TEAM/DEPT

New Readers

PROGRAM

New Readers

Access



Offline

I have less internet access

Affordability

*Internet access is expensive
for me*

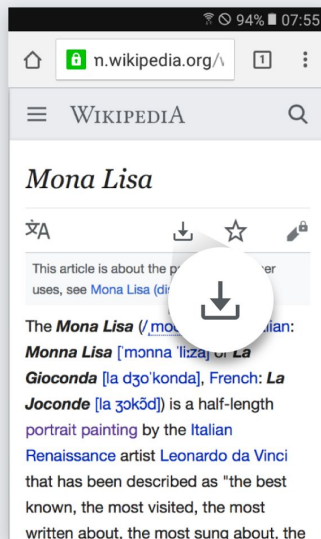
GOAL: Support **partial offline reading**

What is your objective / workflow?	Who are you working with?	What impact / deliverables are you expecting?
<p>2.1. Build better interfaces for offline support for individuals who sometimes have internet access across all platforms, working hand in hand with existing solutions (both community and external). In particular:</p> <ul style="list-style-type: none"> - extend functionality in Android app - build initial offline functionality for the mobile web 	LAST QUARTER	
	Readers	<p>[GOAL 2 Android] Deploy Offline Libraries (ZIM files) feature in Android app, allowing readers who have ZIM files to open and read them in the app.</p> <p>[Web] Print to PDF button deployed on mobile for Android/Chrome.</p>
	NEXT QUARTER	
	Readers (Android), Communications, Readers (Web)	Offline marketing for app in Nigeria to test if offline is a differentiating feature.

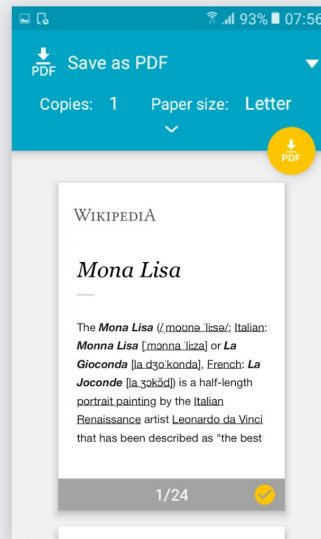
STATUS: OBJECTIVE ON TRACK

PDFs on the mobile website

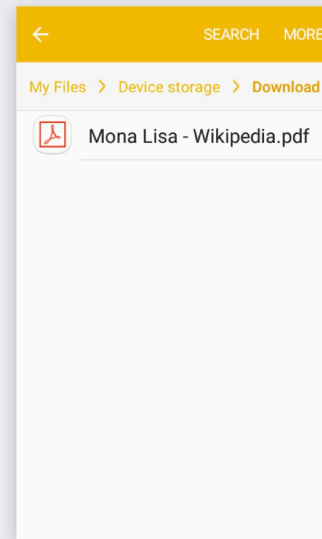
Download: New article action



Tapping triggers android print



Save to filesystem, read offline!



PDFs on the mobile website

~ **7.5x daily prints**

from minerva

~16,000 before → 120,000 after

~ **6% print
multiple articles**

of those who print at all

- Download as PDF functionality now available for Chrome browsers on all versions of Android that support PDFs
- For these browsers, **usage is stable over time**, suggesting deliberate use.
- (Note: this is a very rough approximation of the exact numbers for the button functionality. We will be instrumenting the button itself to increase accuracy)

CHECK IN

TEAM/DEPT

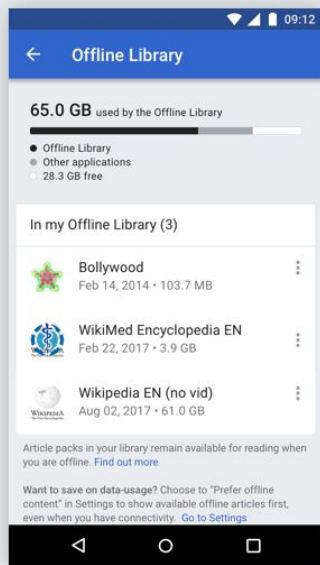
Jan 2018

New Readers

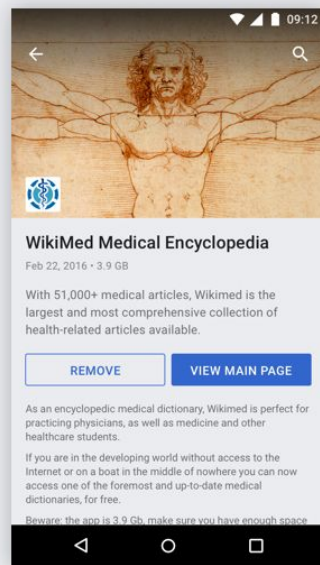
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Offline libraries on Android

Content packs in the Offline Library



Wikimed content pack details



Feature complete in December 2017

In “stealth mode” while tracking updates are completed. We will then announce the feature in our release notes.

We hope to share stats at the next quarterly check-in!

Jan 2018

New Readers

What you learned working on this objective or workflow:

Did anything unexpected (good or bad) happen?

- App is now in a state that is suitable for pre-loads, which has opened up a path for supporting access and awareness in target regions.

What would you do differently if you had to do it again?

- Deeper technical evaluation before taking on the PDF project.

Did you struggle with anything?

- Our existing PDF infrastructure has been shaky for a long time and we made the choice to deprecate it during this project. This has dramatically increased the amount of work for this goal and has limited us from deploying the feature to more users at least until the new rendering service is completed, if ever.
- Instrumentation has been a challenge.

Jan 2018

New Readers**GOAL: Support fully offline reading**

What is your objective / workflow?	Who are you working with?	What impact / deliverables are you expecting?
2.3. Support fully offline reading by distributing offline products through partnerships.	LAST QUARTER	
	Global Reach , Programs, Kiwix	Offline strategies are determined and prepared for impact analysis and testing. Kiwix finishes their grant from last fiscal year to develop the Wikimed app.
	NEXT QUARTER	
	Global Reach , Programs, Kiwix	Complete impact assessment of offline strategies and test viability with 2 pilots. Continue to advise Kiwix on their new grant .

STATUS: OBJECTIVE AT RISK

Jan 2018

New Readers

Offline partnerships opportunities

We will test the partnership-based approach for distributing two offline solutions for Wikipedia content in Nigeria, India, and Mexico. We will pursue, implement, and evaluate partnership pilots to distribute offline solutions to people with poor or no connectivity.

Offline Solution A: Android app preload on tablets used for in-school programs in Nigeria, Mexico & India.

- Nigeria Partner Opportunities: World Reader, N-Power (govt initiative), Samsung Smart School, Andela Google. Potential Reach: 500,000+ students
- Mexico Partner Opportunities: Aprende 2.0 (govt initiative), Unete, Enova. Potential Reach: 3M students
- India Partner Opportunities: State Governments. Potential Reach: 2M students

Offline Solution B: Wikimed "wifi hubs" for unconnected/rural clinics in Nigeria

- Nigeria Partner Opportunities: Africa Center, ORB Platform, CliniPAK

Jan 2018

New Readers

What you learned working on this objective or workflow:

Did anything unexpected (good or bad) happen?

- This workflow has forced valuable conversations about what our driving goal is. Reaching the largest number of people vs. reaching more marginalized communities have different tactics. It's been useful to tease this out.

What would you do differently if you had to do it again?

- Move to pilots faster in order to get useful information back earlier.

Did you struggle with anything?

- It has been difficult to get the fully offline strategy to a place where we could run pilots.

Community Health

Program leads:

Trevor Bolliger

Patrick Earley

Dario Taraborelli

Jacob Rogers

Teams:

Community Tech

Support & Safety

Research

Legal



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Community Tech: Anti-Harassment Tools

Building software and influencing community policy to reduce and fairly resolve incidents of harassment.



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Jan 2018

Community Tech**Anti-Harassment Tools team focus areas**

Detection – Tools to identify and flag harassing behavior.



Reporting – Improved ways to report instances of harassment.



Evaluation – Tools to help volunteers evaluate harassment cases.



Blocking – Methods to remove troublesome actors from communities.

97.4%

**English Wikipedia
administrators
confident with their
skills to mitigate
vandalism**

39.3%

**English Wikipedia
administrators
confident with their
skills to mitigate
harassment**

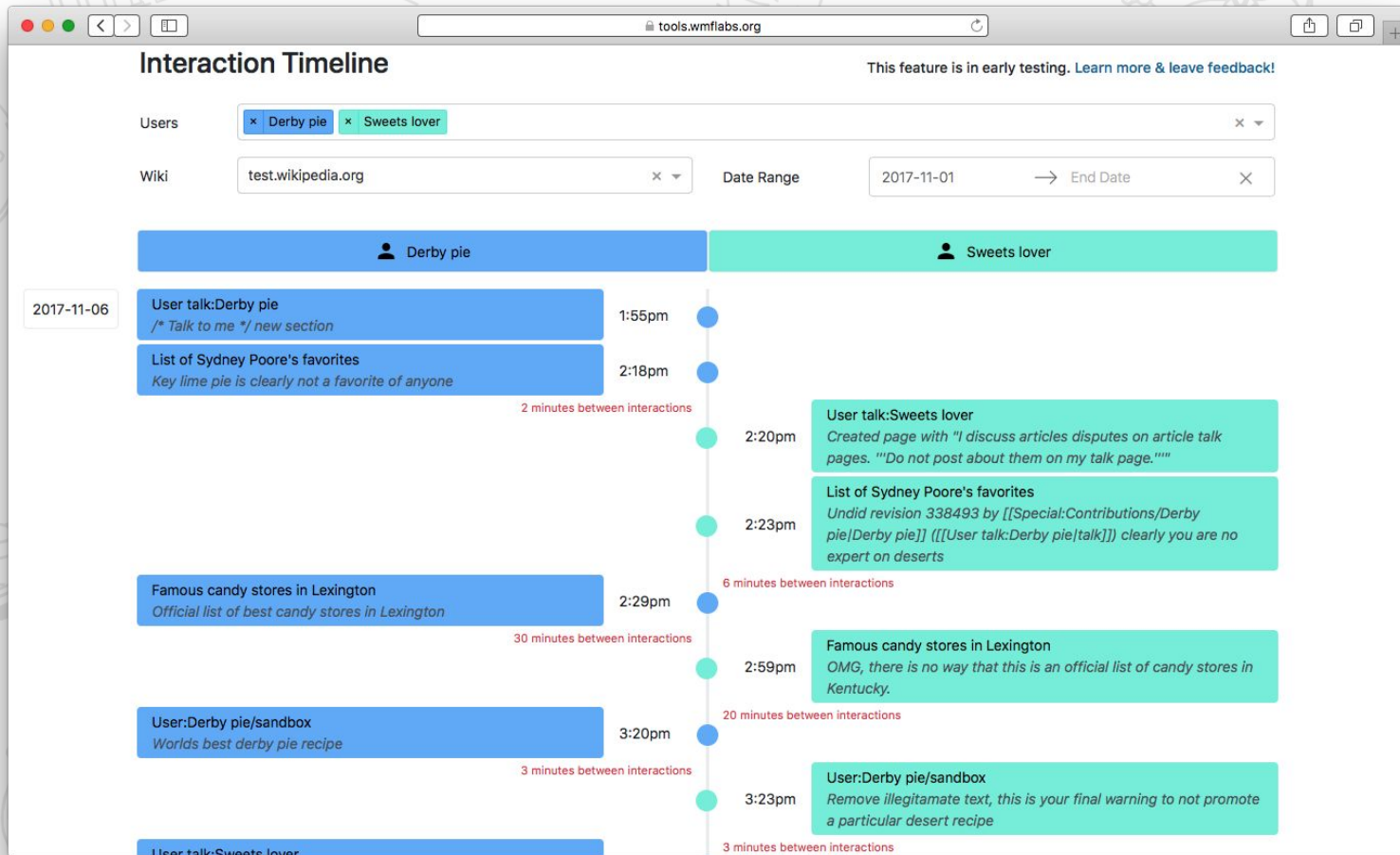


CHECK IN

TEAM/DEPT

Jan 2018

CommTech: Interaction Timeline



CHECK IN

TEAM/DEPT

Jan 2018

CommTech: Blocking consultation

40+

Participants

58

Proposed tools

4

Main categories

The screenshot shows a web browser window with the address bar at `meta.wikimedia.org`. The page title is `Talk:Community health initiative/Blocking tools and improvements`. The page content includes a navigation menu with options like 'Content page', 'Discussion', 'Read', 'Edit', 'Add topic', and 'View history'. A search bar is present with the text 'Search Meta'. The main content area features a large heading **Welcome to our discussion!** and a list of guidelines for participants. A lightbulb icon is visible on the right side of the main content area. The left sidebar contains the Wikimedia logo and a list of navigation links such as 'Main page', 'Wikimedia News', 'Translations', 'Recent changes', 'Random page', 'Help', 'Babel', 'Community', 'Wikimedia Forum', 'Mailing lists', 'Requests', and 'Babylon'. At the bottom left, it says 'Archives: 1'.

meta.wikimedia.org

English Not logged in Talk Contributions Create account Log in

Content page Discussion Read Edit Add topic View history Search Meta

Talk:Community health initiative/Blocking tools and improvements

< Talk:Community health initiative

Welcome to our discussion!

When participating in this discussion, please remember the following:

- Debate ideas, not people.
- Avoid discussing or linking to specific examples of harassment or user misconduct.
- To participate privately, contact our team via [email](#). (Your email may be shared internally but never publicly.)

Archives: 1

Jan 2018

CommTech: Granular Email preference

Email options

Email (optional)* `TBolliger@wikimedia.org` ([Change or remove email address](#))

* You do not have to provide an email address, but if you forget your password, you will not be able to regain access to your account without one. You can provide an email address later on, or change it. If you change your email address, you will need to **reconfirm** it. You also need to provide an email address if you wish to enable the "Email this User" feature to either send or receive emails via Wikipedia. Your email address is not revealed when other users contact you.

Email confirmation: Your email address was confirmed on 6 February 2017 at 23:39.

- Allow other users to email me
- Allow emails from brand-new users
- Send me copies of emails I send to other users

Prohibit these users from emailing me:

Jimbo Wales × [Add more...](#)

- Email me when a page or a file on my watchlist is changed
- Email me also for minor edits of pages and files

GOAL: Develop better processes and tools to reduce harassment in our communities

What is your objective?	Who are you working with?	What impact / deliverables are you expecting?
Support prioritization and development of improved tools, processes and policies to mitigate harassment of contributors	LAST QUARTER	
	SuSa, Community Tech Program lead: Trevor Bolliger, Patrick Earley	Built granular email preference. Facilitated conversations and begun development on the Interaction Timeline evaluation tool. Began broad consultation on challenges in blocking users & sockpuppetry to prioritize blocking tool improvements. Developed team communication best practices.
	NEXT QUARTER	
	SuSa, Community Tech Program lead: Sydney Poore, Trevor Bolliger, Patrick Earley	Continue consulting with community on blocking tool improvements; continue Interaction Timeline development; supported by Q2 work, begin research and community consultation on English Wikipedia for requirements and direction of the reporting system, for prototyping in Q4 & development in FY18-19.

STATUS: OBJECTIVE IN PROGRESS

50.0%

**Wikimedians in the 2017 CE Insights
survey think tools for reporting users
need to be improved
“Quite a bit” or “A lot”
(Only 16% said “none”)**



Research: Anti-Harassment Research

We aim to understand and model the characteristics of harassment in Wikimedia projects



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1. Conversational failure on talk pages

We submitted a paper describing a model that can detect **early signals of conversations gone awry**, with performance (**58% accuracy**) comparable to human judgment (**59.5%**)



2. Characterizing wikhounding

We conducted an exploratory analysis of “revert wars” between editors across topics, to try and differentiate topic-centered conflicts from personal conflicts.

[m:Research:Topical coverage of Edit Wars](#)
[m:Research:Wikhounding and Machine Learning Analysis](#)

Image: [Vincent van Zalinge, CC-0](#)

3. Detecting sockpuppets

Phase 1

Train models predicting accounts that will be blocked.

72% accuracy

Phase 2

Train models to identify accounts operated by the same users identified in Phase 1 and flag them as potential sockpuppets for review.



Support & Safety: Community Health Initiative

Moving toward a better understanding of existing
processes



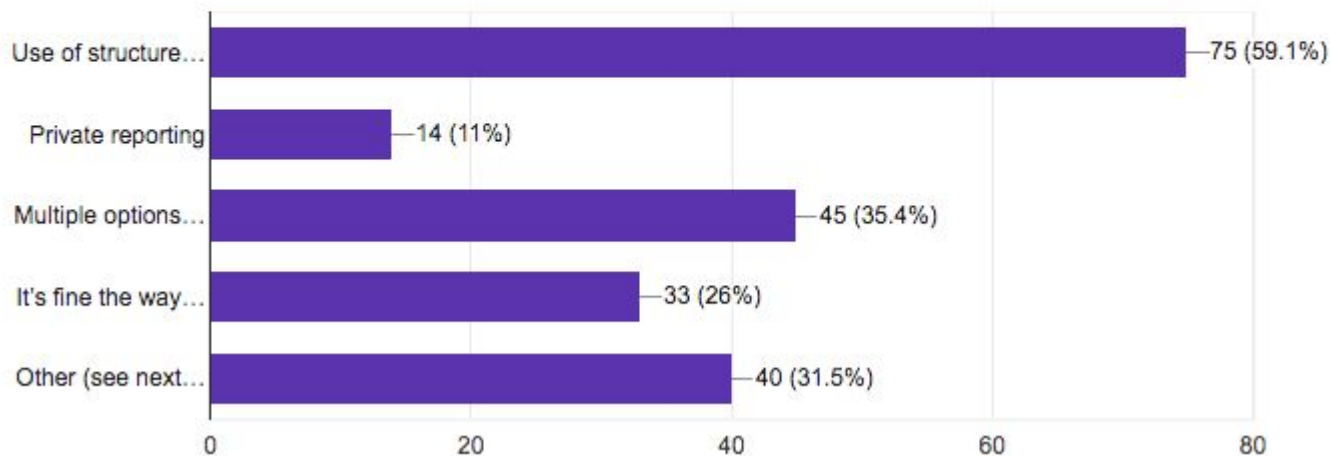
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Jan 2018

SuSa: Understanding AN/I

In your opinion, what changes should be made to how reports are made on AN/I? (feel free to choose more than one answer)

127 responses



GOAL: Support better policy & enforcement growth in our communities

What is your objective / workflow?	Who are you working with?	What impact / deliverables are you expecting?
<p>Provide research, analysis, & new options for how behavioural issues are reported, evaluated, and actioned in our communities. Two approaches (qualitative and quantitative) will provide a clearer picture of pain points and potentials for improvement.</p>	LAST QUARTER	
	<p>SuSa, Community Tech (AHT), Design Research Program lead: Patrick Earley, Trevor Bolliger, Danny Horn</p>	<p>AN/I survey successfully deployed, with 137 responses from experienced community members. Quantitative data reviewed and refined, new queries ran for a fuller picture of how and by whom the noticeboard is used.</p>
	NEXT QUARTER	
	<p>SuSa, Community Tech (AHT) Program lead: Patrick Earley, Trevor Bolliger, Danny Horn</p>	<p>Present the data and results from both the AN/I Survey and Data projects in a single readable, digestible form, with raw data presented separately. Present Harvard report alongside, with summary. Host structured discussion on results.</p>

STATUS: OBJECTIVE IN PROGRESS

Legal: Community Health Initiative



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GOAL: Provide legal support to community members who face significant harassment

What is your objective / workflow?	Who are you working with?	What impact / deliverables are you expecting?	
<p>Objective 1: Provide funding for community members to bring anti-harassment legal claims, as appropriate</p> <p>Objective 2: Take direct legal action against users broadly disrupting the project, as appropriate</p>	LAST QUARTER		
	<p>Legal, SuSa Program lead: Jacob Rogers, Patrick Earley</p>	<p>Supported WMF and community members in one major harassment case. Provided support and review of several WMF Global Bans against particularly problematic users, reviewed jointly by SuSa and Legal.</p>	
	NEXT QUARTER		
	<p>Legal, SuSa Program lead: Jacob Rogers, Patrick Earley, James Alexander</p>	<p>Provide support on additional cases as necessary to protect community members. Continue to investigate legal options for particularly severe or technically adept harassment.</p>	

STATUS: OBJECTIVE IN PROGRESS

Global Bans



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Sledgehammer
(33104910115) by
XoMEoX CC BY 2.0

Morgan Hill Case



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CC0

Privacy, Security & Data Management

Program leads:

Aeryn Palmer

John Bennett

Nuria Ruiz

Teams:

Advancement

Audiences

Community Engagement

Finance & Administration

Legal

Technology

We will improve security, privacy and data management for the WMF and the community by understanding and mitigating our vulnerabilities and collecting and sharing data in a way that is consistent with the values of the movement.

**Data
Security
Privacy**

Legal.

OUTCOME: Ensure high-quality protection and security of our infrastructure and data

What is your objective?	Who are you working with?	What impact / deliverables are you expecting?
Evaluate current security practices and make changes and provide training as appropriate	LAST QUARTER	
	<ul style="list-style-type: none"> - Security - Tech 	<ul style="list-style-type: none"> - Worked with appropriate teams to evaluate security practices and make appropriate changes
	NEXT QUARTER	
	<ul style="list-style-type: none"> - Security - Tech 	<ul style="list-style-type: none"> - Continue evaluating current practices and making improvements as appropriate

STATUS: OBJECTIVE IN PROGRESS

October 2017 **Legal**PS&DM

OUTCOME: Provide clear communications with members of the communities and public regarding our privacy practices

What is your objective?	Who are you working with?	What impact / deliverables are you expecting?
Work with relevant teams to answer user and donor privacy questions	LAST QUARTER	
		- Answered privacy inquiries from community members & general public
	NEXT QUARTER	
		- Respond to privacy-related inquiries from users and donors

STATUS: OBJECTIVE IN PROGRESS

OUTCOME: Provide clear communications with members of the communities and public regarding our privacy practices

What is your objective?	Who are you working with?	What impact / deliverables are you expecting?
Draft and update public-facing privacy-related policies and procedures	LAST QUARTER	
	- Various Teams	- Reviewed surveys and prepared survey statements
	NEXT QUARTER	
	- Various Teams	- Draft survey statements or other policies as needed

STATUS: OBJECTIVE IN PROGRESS

OUTCOME: Continue compliance with best practices for privacy

What is your objective ?	Who are you working with?	What impact / deliverables are you expecting?
Provide training in, draft internal policies relating to, and ensure privacy compliance	LAST QUARTER	
		- Provided training and drafted policies as necessary
	NEXT QUARTER	
		- Provide training and draft policies as necessary

STATUS: OBJECTIVE IN PROGRESS

OUTCOME: Continue compliance with best practices for privacy

What is your objective ?	Who are you working with?	What impact / deliverables are you expecting?
Ensure that privacy issues are considered throughout the product design process and lifecycle	LAST QUARTER	
		- Provided advice as necessary through Privacy by Design process
	NEXT QUARTER	
		- Provide advice as necessary through Privacy by Design process

STATUS: OBJECTIVE IN PROGRESS

OUTCOME: Continue compliance with best practices for privacy

What is your objective?	Who are you working with?	What impact / deliverables are you expecting?
Ensure compliance with applicable privacy, security, and data protection law	LAST QUARTER	
		- Provided counseling on privacy-related questions to all teams as needed
	NEXT QUARTER	
		- Continue to provide privacy-related counseling to all teams as needed

STATUS: OBJECTIVE IN PROGRESS

OUTCOME: Continue compliance with best practices for data management

What is your objective?	Who are you working with?	What impact / deliverables are you expecting?
Continue compliance with best practices for data management	LAST QUARTER	
		- Evaluate current practices and make improvements as appropriate to ensure adherence to best practices for data management
	NEXT QUARTER	
		- Evaluate current practices and make improvements as appropriate to ensure adherence to best practices for data management

STATUS: OBJECTIVE IN PROGRESS

SuSa.

GOAL: Support Privacy and Security policies

What is your objective / workflow?	Who are you working with?	What impact / deliverables are you expecting?
Provide the community with easy to understand guidelines and policies.	LAST QUARTER	
	New Goal	New Goal
	NEXT QUARTER	
	SuSa, Legal Program lead: James Alexander	Support Legal in policy development and review (EOQ)

STATUS: OBJECTIVE IN PROGRESS

Data

Management

This quarter, we continued our work to ensure compliance with our Privacy policy and Data retention guidelines, as well as general best practices for data management.

Security.

Security Goals for Q3

Trainings:

- **Application Security** for Developers

Security reviews as requested

Security Team hiring

John Bennett, Director of Security, started Jan 18th

1 contractor conversion in progress

4 additional positions to be filled

Structured Data on Commons

Program lead:

Amanda Bittaker

Key staff:

Sandra Fauconnier, Cormac Parle, Ramsey Isler, Cindy Cicalese, Matthias Mullie, Pam Drouin, Alex Stinson, Mark Holmquist, Brad Jorsch, Jonathan Morgan, Ben Vershbow, Stanislav Malyshev, Erik Bernhardson, Deb Tankersley, Erika Bjune, Lydia Pintscher, Daniel Kinzler, Katie Filbert, Adam Shorland

Teams:

Program Management
MediaWiki Platform
Wikidata (WMDE)
Search Platform
Multimedia
Community Programs
Research
Technical Collaboration

Make Commons more used by making it machine readable

Make
uploading
media and
metadata easier

Make **finding**
media and
metadata
easier

Make **reusing**
media and
metadata
easier



WIKIMEDIA
FOUNDATION

5 outcomes

(and one corollary outcome)

1. Make editing metadata easier
(and enable multilingual statements)
2. Make search more effective
3. Satisfy GLAM use case
4. Allow license compliant reuse
5. Support tool development

3 outputs

1. Build the infrastructure
2. Build the products
3. Get people to use them

Timeline

Q1			Q2			Q3			Q4		
Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
MultiContent Revisions											
MediaInfo Extension											
						Tools for editing and uploading: design/prototype/test					
									Tools for editing and uploading: build/test		
						Tools for search and reuse: design/prototype/test					
									Tools for search and reuse: build/test		

GOAL: Build the infrastructure

What is your objective?	Who are you working with?	What impact / deliverables are you expecting?
1.1 It is possible to store structured data within wiki pages, in particular on media file pages on Commons. We will enable the MediaWiki storage layer to correctly store and process structured data elements within wiki pages.	LAST QUARTER	
	MediaWiki Platform and Wikidata teams	MCR sufficiently ready such that the Multimedia and Search Platform teams can start using it to test and prototype things ✓ ...and 🔥 🔥
	NEXT QUARTER	
	MediaWiki Platform with support from Wikidata	Assist with the implementation of the MCR storage layer by completing 7 related tasks

STATUS: OBJECTIVE ON TRACK

First MCR patch in production!



GOAL: Build the infrastructure

What is your objective?	Who are you working with?	What impact / deliverables are you expecting?
<p>2.1 Readers, editors, and content re-users can find media [on Commons] using precise queries.</p>	<p>NEXT QUARTER</p>	
	<p>Search Platform team with support from Wikidata team</p>	<p>Search for file captions, including multilinguality Upgrade and re-implement full-text search on ElasticSearch on Wikidata</p> <p>Investigate using MCR with Wikidata</p>

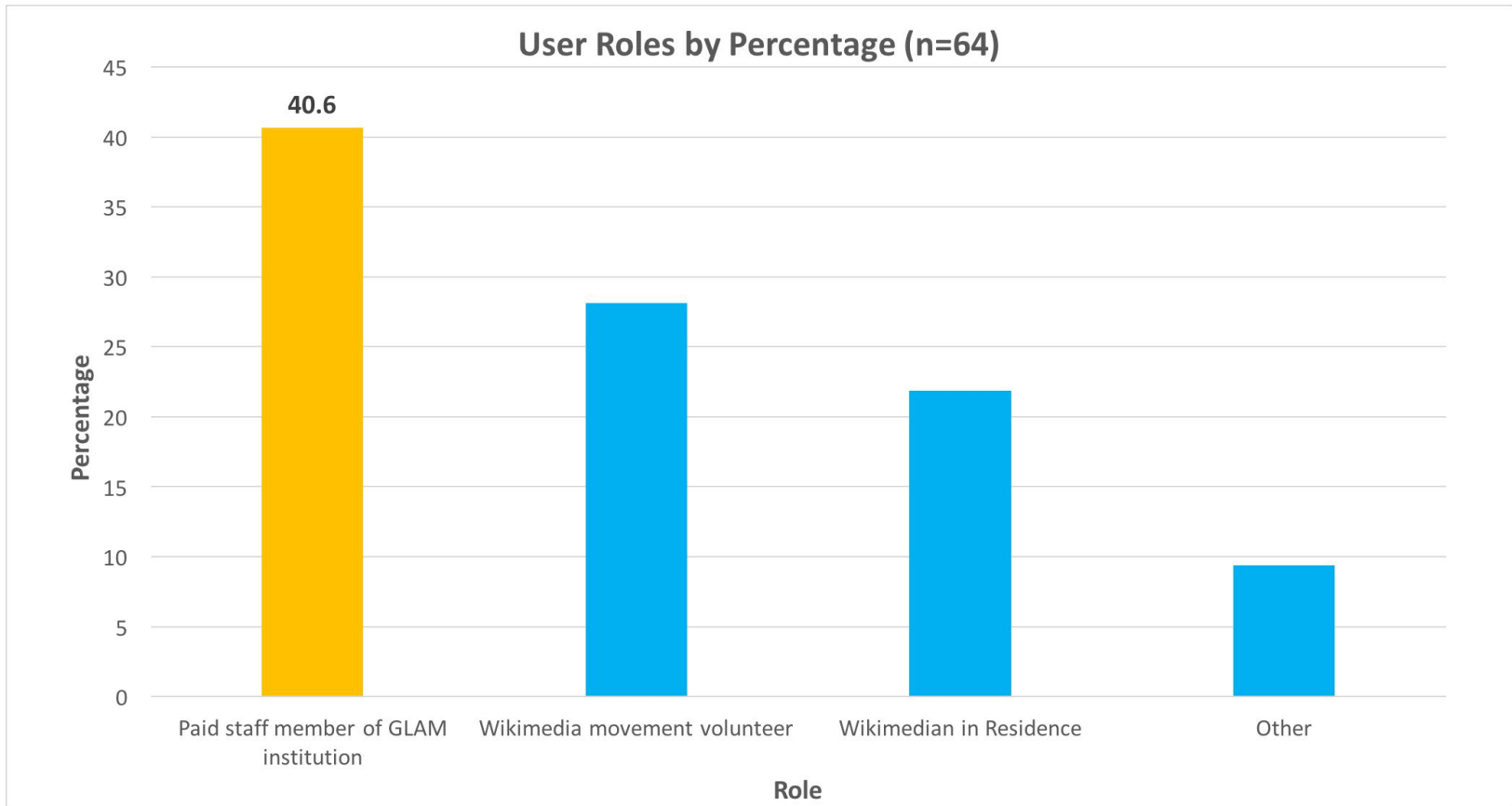
STATUS: OBJECTIVE ON TRACK

GOAL: Build the products

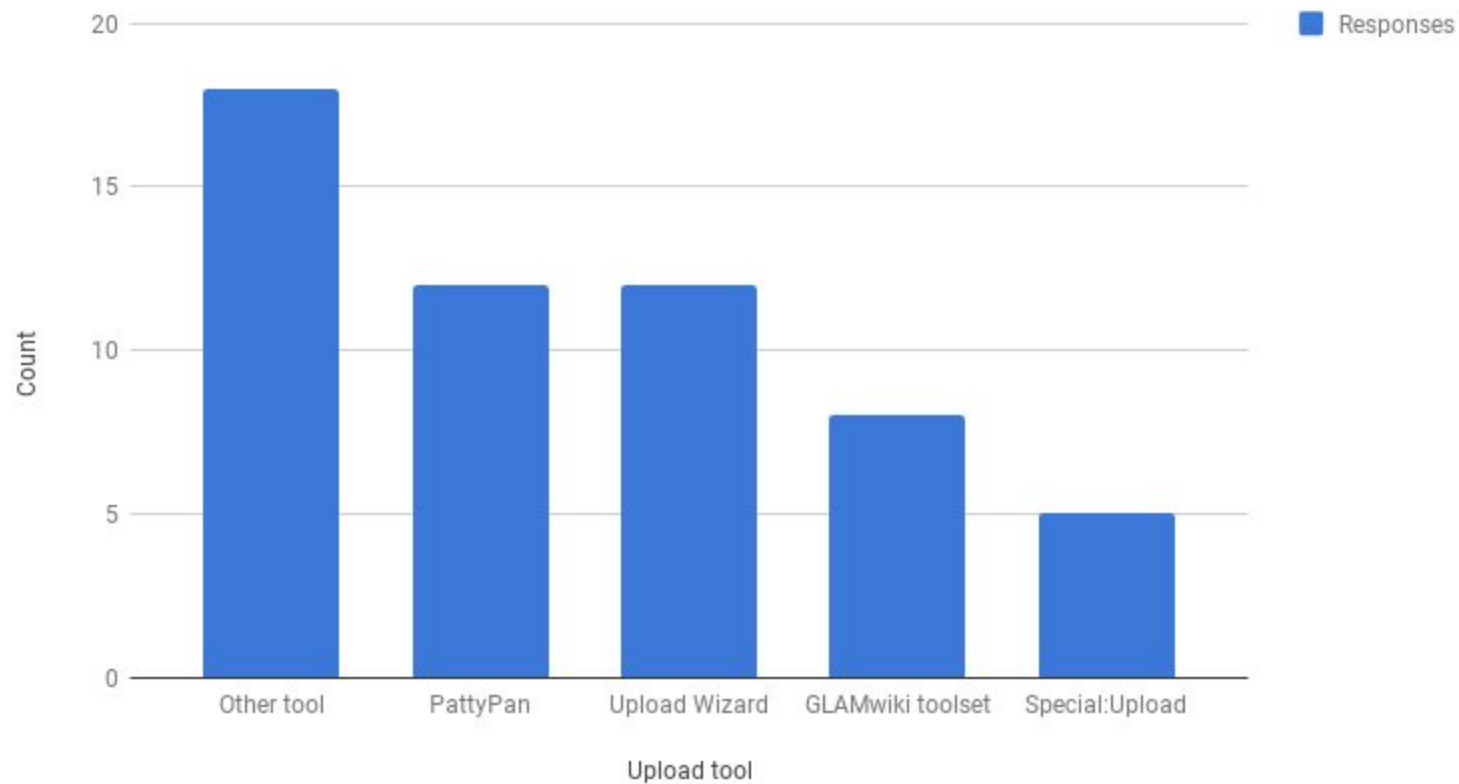
What is your objective?	Who are you working with?	What impact / deliverables are you expecting?
4.2 We will develop better understanding of existing needs for Structured Commons... [read more]	LAST QUARTER	
	Research team working with Multimedia, GLAM and Technical Collaboration	Conduct survey of GLAM Commons contributors' workflows, wants and needs (task T175188) ✓ Complete and report GLAM stakeholder interview research (task T159495) ✓
	NEXT QUARTER	
	Research team working with Multimedia, GLAM and Technical Collaboration	Interview 6-10 volunteer contributors to Wikimedia Commons to understand current workflows and impact of structured data (task T175185)

STATUS: OBJECTIVE ON TRACK

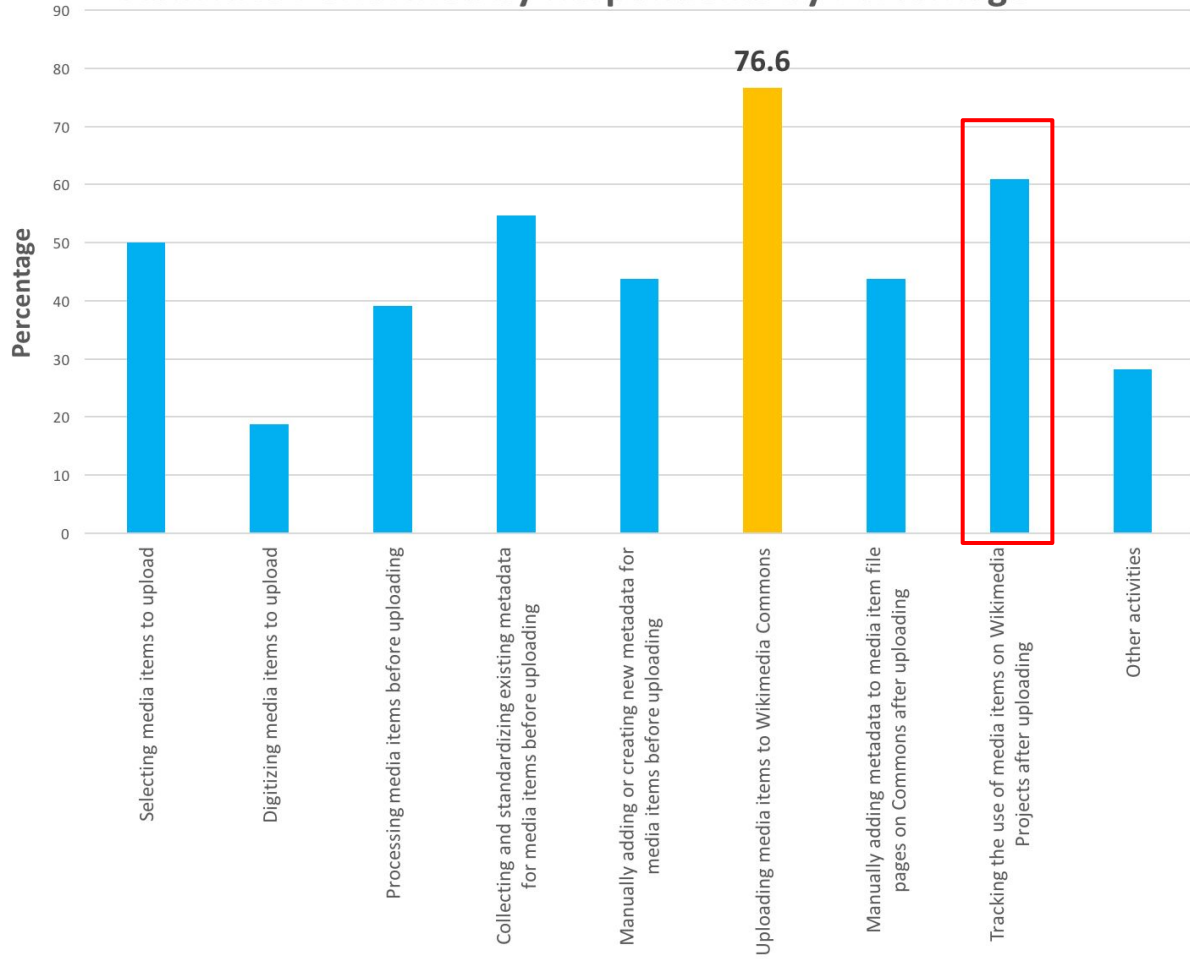
Survey



Tool used for upload (n=55)



Activities Performed by Respondents by Percentage





Category:Glass_plates

+

Category:Baldomer_Gili_i_Roig

+

Category:Collections_of_the_Museu_d'Art_Jaume Morera

||

Category:Glass_plates_by_Baldomer_Gili_i_Roig_at_Museu_d'Art_Jaume Morera



Size of this JPG preview of this OGG file: 800 × 450 pixels. Other resolutions: 320 × 180 pixels | 640 × 360 pixels | 1,024 × 576 pixels | 1,280 × 720 pixels | 1,920 × 1,080 pixels.
Original file (Ogg multiplexed audio/video file, Theora/Vorbis, length 24 min 24 s, 1,920 × 1,080 pixels, 3.53 Mbps overall)

“I could have created categories for each tag, but would have been entirely manual and taken a huge amount of time. But we wanted to capture it somehow, so that we could theoretically go back later.”

Summary [\[edit \]](#)

Author	VPRO
Title	Guy Consolmagno: Extra footage 1
Date	1 January 1960
Medium	Moving Image
Dimensions	PT24M23S
Current location	VPRO; Nederlands Instituut voor Beeld en Geluid
Accession number	oai:openimages.eu:1026848
Place of creation	Vatican City
Credit line	Guy Consolmagno
Notes	geology; meteorites; cosmology; physics; astronomy; Space exploration; Space; Science; philosophy; Religion; Christianity; Guy Consolmagno explains his fascination for meteorites and talks about combining science and religion; closeups of the Vatican meteorite collection; examples of special kinds of meteorite; a 3D scan of a meteorite

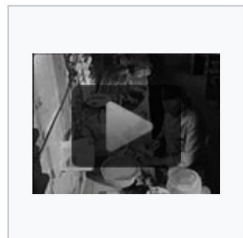
From Wikimedia Commons, the free media repository

Media in category "SVupload122015"

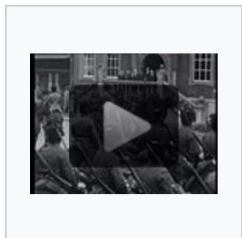


The following 200 files are in this category, out of 392 total.

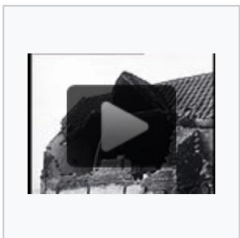
(previous page) ([next page](#))



"Wat Friese gleiers bakken"-516759.ogv
2 min 27 s, 768 × 576;
28.49 MB



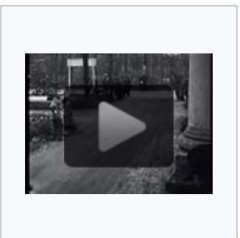
115 jarig bestaan van het regiment huzaren-517769.ogv
1 min 23 s, 768 × 576;
19.4 MB



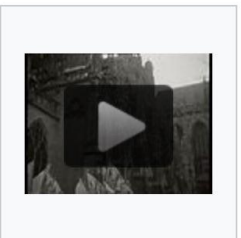
12 huizen afgebrand-522774.ogv
34 s, 768 × 576; 8.8 MB



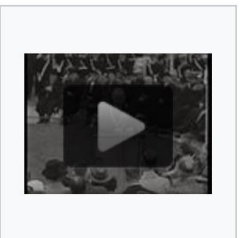
150 reddingsjaren KNZHRM-150 years of rescue by the KNZHRM-525031.ogv
3 min 36 s, 320 × 240;
12.98 MB



24 uur prestatierit van de vrijwillige burgerwacht-524791.ogv
56 s, 768 × 576; 9.87 MB



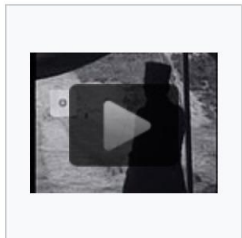
2500 pelgrims maken een boetetocht voor de vrede-518443.ogv
58 s, 768 × 576; 11.34 MB



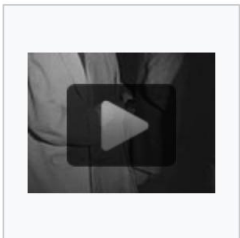
60 jaar Philips-Philips exists 60 years-510328.ogv
2 min 0 s, 768 × 576;
17.88 MB



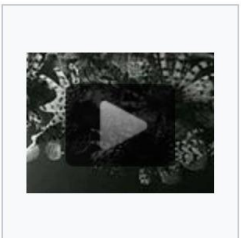
700 jaar stad-700 years a city-512149.ogv



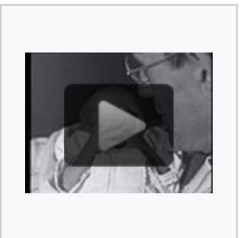
75 jaar bestaan van schietschool-524783.ogv



75 jaar stille omgang in Amsterdam-75 years of



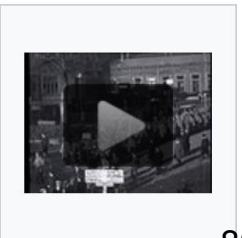
75-jarig bestaan van Artis aquarium-The 75



750.000ste amsterdammer geboren-



Aanbieding van het petitionnement voor een



Aankomst deelnemers aan de

Interview findings

[Read more here!](#)

Issues:	
Categories	“Categorizing on Commons requires insider knowledge.”
Templates	“I feel like I'm just guessing at what the best format is.”
Complexity & Usability	“We don't have the skills within our organisation to use any of the tools to systematise uploads.”
Metadata mapping	“You can only use the default [Information] template, not artwork, or books, etc.”
Validation and error handling	“[Manually] correcting errors with the media files which hadn't been flagged up in the preview/test viewer. For something like 500+ images that was a little intense!”
Available metrics	“For videos, we would love to see not just pageviews, but also logging whether people clicked the play button.”
Integration	“We tried to find statistics about views of the uploaded files. It was difficult to see if they actually were used/viewed.”
Reporting outcomes	“We don't have human resource to track the results.”

GOAL: Build the products

What is your objective?	Who are you working with?	What impact / deliverables are you expecting?
4.2 We will develop better understanding of existing needs for Structured Commons... [read more]	LAST QUARTER	
	GLAM team working with Multimedia, Research and Technical Collaboration	Created GLAM stakeholder outreach strategy (T175675) ✓ Supported Jonathan Morgan in performing a survey of GLAM Commons contributors (T175188) ✓ Published narrative describing the use of Wikidata in institutional catalogues. ✓
	NEXT QUARTER	
	GLAM team working with Multimedia, Research and Technical Collaboration Project lead: Sandra Fauconnier	Outline the main pain points in the batch upload and contribution process to Commons by GLAMs, partly based on the Q2 research by J. Morgan. Develop materials to support community, GLAM+Wikidata outreach. Design best practices for matching GLAM vocabularies and ontologies w/ Wikidata.

STATUS: OBJECTIVE ON TRACK

The List of Pain

Gap or pain point for a GLAM contributor to Commons	Painfulness	Product or Outreach?	Project Priority (5=high)	Point Person	In Structured Data on Commons scope?
Monitoring, tracking and metrics tools for media on Commons don't offer the needed (granularity of) functionalities	3 🙄 Pretty annoying	Product	5		In scope for SDC
Incomplete and confusing documentation on processes	4 🤬 Causes lots of distress	Outreach	1		Partially in scope
In the 'unstructured' Commons system, GLAM contributors have trouble finding and selecting appropriate categories to describe the media they donate.	4 🤬 Causes lots of distress	Product	4		Partially in scope



GOAL: Build the products

What is your objective?	Who are you working with?	What impact / deliverables are you expecting?
<p>3.1 Commons contributors, partners contributing media, individual uploaders, and others interested in classifying structured data about media will enjoy a more seamless, predictable, and bug-free user experience.</p>	LAST QUARTER	
	Multimedia team with support from Wikidata team	Complete of the MediaInfo extension for Wikibase ✓
	NEXT QUARTER	
	Multimedia team with support from Wikidata team	Designs and prototypes produced in this quarter will provide interactive tools that turn the abstract ideas and promises of the SDoC project into concrete items that WMF staff and Wikimedia community members can play with and reach a better understanding of SDoC project direction and impact.

STATUS: OBJECTIVE ON TRACK

File Captions in Upload Wizard!



Main page
Welcome
Community portal
Village pump
Help center

Participate
Upload file
Recent changes
Latest files
Random file
Contact us

Tools
Special pages
Printable version

Special page

Search Wikimedia Comm

Upload Wizard

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Please visit [Commons:Help desk](#) if you need to ask questions about uploading files.

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Title *

IMG 8041

Please choose a different, descriptive title ([more info](#)).

Caption

Remove

English

Caption the file

[Add a caption in another language](#)

Description

English

Describe the file

[Add a description in another language](#)

Date work was created or first published *



2017-10-23 18:04:29

Categories

Add a category...

Add location and more information ...

Latitude

47.601811111111

Longitude

-122.33138333333

Heading

161.95263157894738



Other information

Back

Publish



GOAL: Build the products

What is your objective?	Who are you working with?	What impact / deliverables are you expecting?
5.1 The Wikimedia communities, GLAM partners, and developers are fully on board with the Structured Data project. They participate in the different stages of planning and development, and adopt the new features.	LAST QUARTER	
	Technical Collaboration team	Cleanup and update drive for the info portal about Structured Data on Commons (T173820) ✓ Presented at WikidataCon 2017 ✓ Hosted IRC office hours ✓ Facilitated discussion on terms for file captions ✓
	NEXT QUARTER	
	Technical Collaboration team	Prepare for actions during hackathon Send 1 or 2 newsletters Host 1 or 2 IRC office hours Facilitate on-wiki conversations about design and prototypes Facilitate on-wiki conversations about structured licenses

STATUS: OBJECTIVE ON TRACK