Wikimedia Foundation metrics meeting
26 May 2016

WIKIMEDIA
FOUNDATION

Agenda

Welcome

Community update

News on Wikipedia

Metrics

Wikipedia Education Program updates

Q&A

Welcome!

Requisition hires:

- Joe Sutherland - CE - UK (conversion)

Contractors, interns & volunteers:

- Delbert Tran - Legal - SF
- Vahid Masrour - CE - Ecuador
- Stanton Kidd - Legal - SF

WIKIMEDIA
TALENT&CULTURE

Anniversaries

Roan Kattouw (7 yrs)

Pats Peña (5 yrs)

Maggie Dennis (5 yrs)

Daniel Zahn (5 yrs)

Katie Horn (5 yrs)

Ori Livneh (4 yrs)

Subbu Sastry (4 yrs)

Anna Lantz (3 yrs)

Alexandros Kosiaris (3 yrs)

Filippo Giunchedi (2 yrs)

Bernd Sitzmann (2 yrs)

Mukunda Modell (2 yrs)

Abigail Ripstra (2 yrs)

María Cruz (2 yrs)

Elena Hernandez (2 yrs)

Daniel Duvall (2 yrs)

Dylan Kozlowski (1 yr)

Volker Eckl (1 yr)

Casey Dentinger (1 yr)

Jaime Crespo (1 yr)

Samantha Lien (1 yr)

Benoît Evellin (1 yr)

Darian Anthony Patrick (1 yr)

Ed Erhart (1 yr)

Johan Jönsson (1 yr)

Community update

FDC Recommendations

- Funds Dissemination Committee: a **volunteer committee** that oversees 6 million USD in grants

- Met in Warsaw to review Annual Plan Grant applications by movement affiliates, and also **reviewed Wikimedia Foundation annual plan.**

- **1,138,000 USD** recommended funds for allocation, 90% of what was requested in this round.

- Read the extended feedback: https://meta.wikimedia.org/wiki/Grants:APG/FDC_recommendations/2015-2016_round_2

Photo by Mike Peel, CC by SA 4.0

Affiliate selected Board seats

Christophe Henner

- Board member of **Wikimedia France** for 10 years
- Involved in the **design and setup of the FDC**
- Became an editor in **2004** (user:schiste)
- Works as deputy CEO at Webedia, a global media agency in France.

Nataliia Tymkiv

- Board member of **Wikimedia Ukraine** for 4 years
- Involved in the **creation of Wikimedia CEE** (Central and Eastern Europe)
- Became an editor in **2009** (user:antanana)
- Works as Financial Director at Media Law Institute, a Ukrainian NGO.

Learning Days at WMCON 2016

- **65 people** from 49 different affiliates and the Foundation participated; including staff from Program Capacity and Learning, Community Resources, Technical Collaborations, and Communications.
- **27 program leaders engaged in co-presenting**, making it the highest engagement rate so far.
- 4 main focus areas: **engaging** and retaining **volunteers**, **best practices exchanges** with other leaders, **designing** Wikimedia **programs** and events, measuring and evaluating **impact.**
- More: https://meta.wikimedia.org/wiki/Grants:Evaluation/News/Pre-conference_for_Wikimedia_Conference_2016#Learning_Day_Outcomes
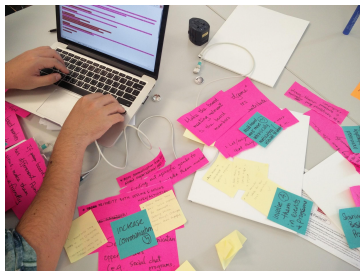
Europeana Art History Challenge

- A challenge to **improve the Wikidata item** and **create/translate the Wikipedia article** about the 10 important artworks from each participating country
- **24 nations** joined the challenge
- **850 articles** created or improved and raising, 80% increase from baseline.

More in This Month in GLAM: https://outreach.wikimedia.org/wiki/GLAM/Newsletter/April_2016/Contents/Special_story

Wooded Landscape with a Herdsman Seated by Thomas Gainsborough,Public Domain.

MENA Artists Month

- Month-long **edit-a-thon** during May to promote **contemporary 20th-21st century art and artists** of the **Middle East and North Africa (MENA region)**; major activities will be **creating and enhancing articles**

- Planned in collaboration with **Guggenheim** and along with **Writing Middle Eastern Women into History**, **Wikipedia: WikiProject Women in Red** and regional **Wikipedia chapters**/**usergroups** from Africa, Americas, Asia and Europe

- Articles eligible for competition: at least **3500 bytes** and **300 words** (added either as new article or enhanced)

- More about the event at https://meta.wikimedia.org/wiki/MENA_Artists_Month

Translating Ibero-America

- Translation challenge May 1-31, organized by Iberocoop, to improve content coverage around **Ibero-American culture.**
- Open to all languages for translation, new article creation and improvement
- **74 Wikipedians** from **31** different **language projects** signed up so far!
- More: https://en.wikipedia.org/wiki/Wikipedia:Translating_Ibero-America
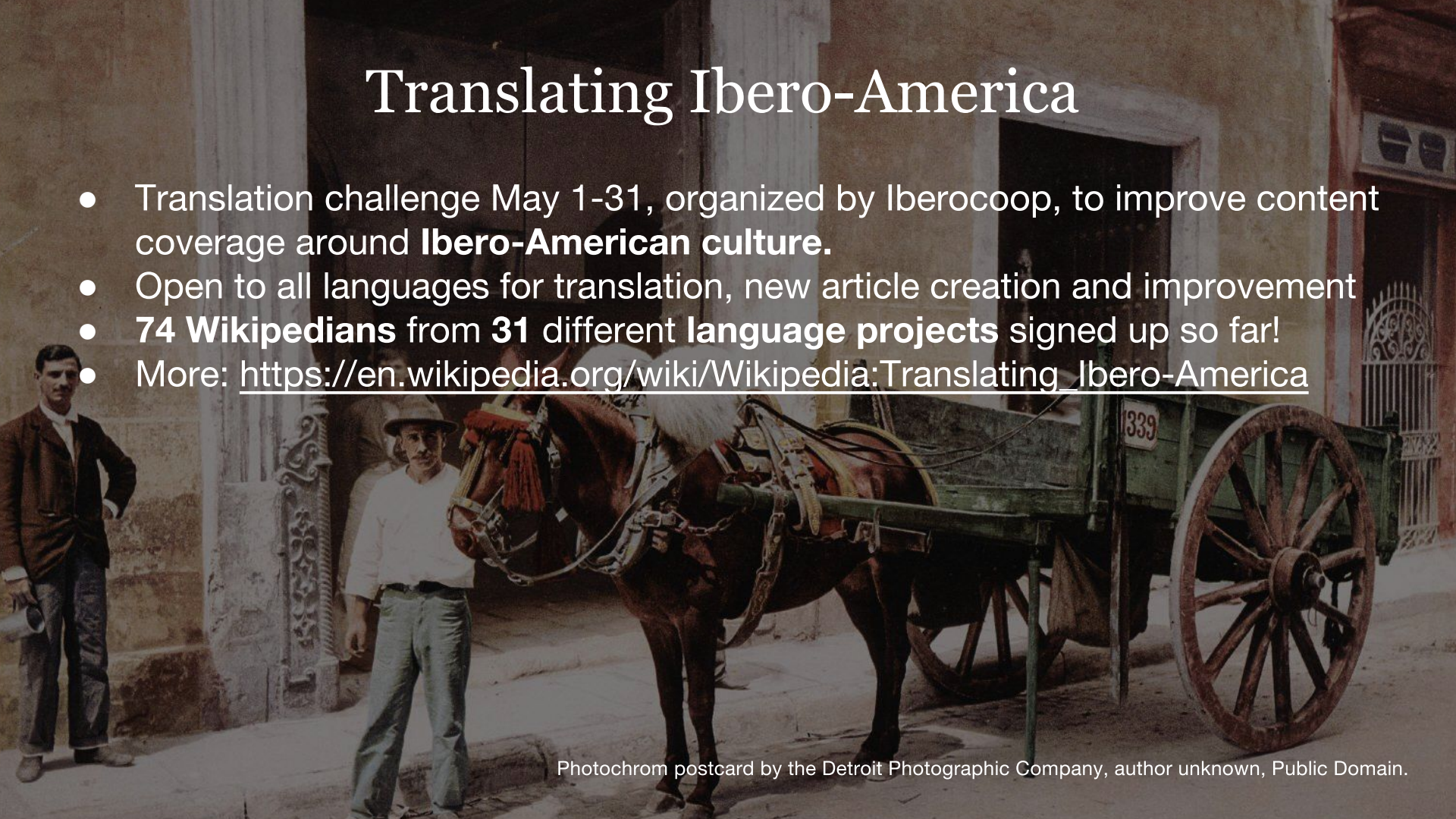
Photochrom postcard by the Detroit Photographic Company, author unknown, Public Domain.

Upcoming community consultations in June

- May 20 - June 9: Wikimedia Labs terms of use consultation:
  - https://meta.wikimedia.org/wiki/Labs_TOU_Consultation_Round_1_(2016)

- June 2016:
  - Global metrics consultation
  - Inspire campaign on harassment

- Wikimania 2016 in Esino Lario, which includes:
  - June 22-23: Pre-Conference Learning Days
  - June 22-23: Wikimania 2016 Hackathon

- Anything else? Add to the calendars:
  - Public calendar: https://meta.wikimedia.org/wiki/Community_Engagement/Calendar
  - Internal calendar: https://office.wikimedia.org/wiki/Community_engagement/Calendar
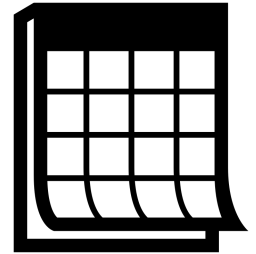
Wikimedia projects milestones

- **Polish Wikisource** reached **400,000 text units**

- **Serbo-Croatian Wiktionary** reached **900,000 entries**

- **Afrikaans Wikipedia** has reached **40,000 articles**

- **Maithili** and **Sardinian** reached **10,000 articles**

News on Wikipedia

WIKIMEDIA
FOUNDATION

The way people use Wikipedia when news is breaking has changed...

(and is important)

...because contributors are always updating information in real time.

(with sourcing and neutral point of view)

Ian Fraser
@Ian_Fraser

Astonishing how thorough @Wikipedia entry on Nov 15 #ParisAttacks already is en.m.wikipedia.org/wiki/November_ …

RETWEETS
84

LIKES
24

2:39 PM - 13 Nov 2015

We've been developing best practices to share this important aspect of Wikimedia with more people

Here is the spike
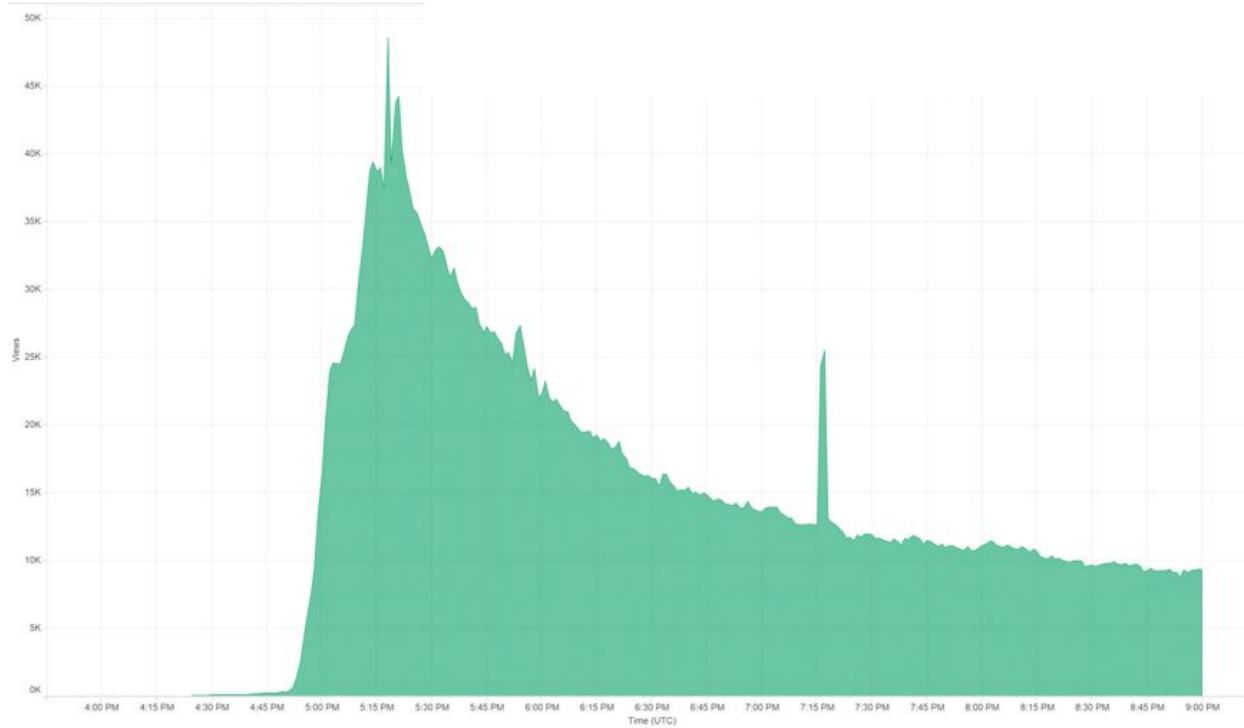
Here's what happened April 21

4:00 p.m. UTC

4:49 p.m. UTC

4:53 p.m. UTC

5:07 p.m. UTC

5:14 p.m. UTC

475,204 people reached

Wikipedia ✓

Published by Aubrie L. Johnson [?] · April 21 at 10:27am · 🌐

Wikipedians are updating the article for musician and songwriter Prince, who has died at the age of 57. Prince broke through in 1979 with the release of his self-titled album. By 2004, he was the highest-earning musician in the world, according to Rolling Stone magazine. In 2007, he played in the rain to 140 million people during Super Bowl XLI, his largest-ever audience.

Prince (musician) - Wikipedia, the free encyclopedia

Prince Rogers Nelson (born June 7, 1958), known by his mononym Prince, is an American singer, songwriter, multi-instrumentalist and actor and has…

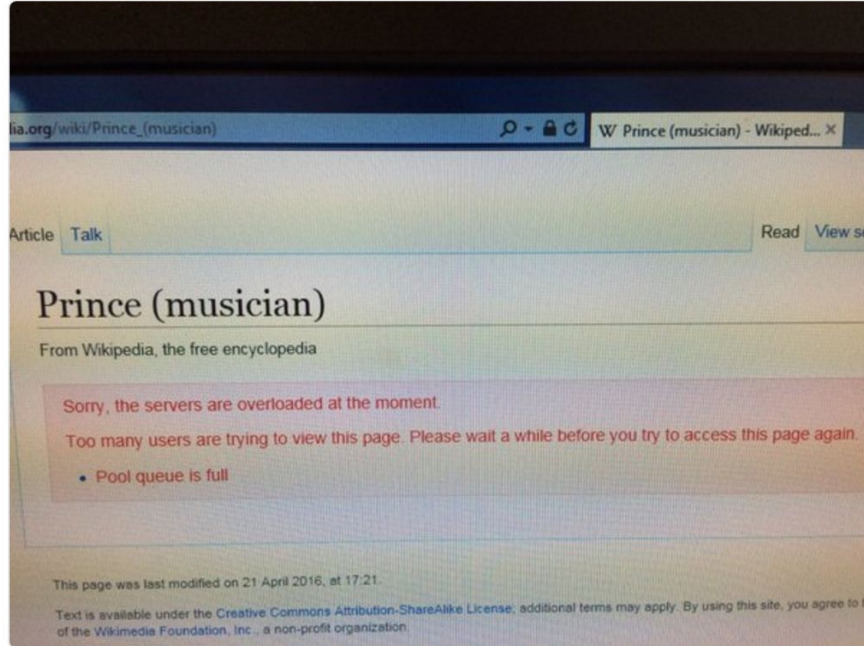EN.WIKIPEDIA.ORG

475,204 people reached

Michael Konopasek @MikeKonopasek · Apr 21

The @Wikipedia page for @prince has crashed

Prince (musician) - Wikiped... ✕

lia.org/wiki/Prince_(musician)

Article | Talk

Read | View so

Prince (musician)

From Wikipedia, the free encyclopedia

Sorry, the servers are overloaded at the moment.

Too many users are trying to view this page. Please wait a while before you try to access this page again.

- Pool queue is full

This page was last modified on 21 April 2016, at 17:21.

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↩   ⇄ 10   ♥ 9   •••

6:53 p.m. UTC

8:32 p.m. UTC

Wikipedia ✔
Published by Aubrie L. Johnson [?] · April 21 at 2:57pm · 🌐

What do the recording artist Prince and his music mean to you?

92,372 people reached

👍 Like   💬 Comment   ➤ Share   W ▾

👍😢❤️ Paul Saharov, Joose Israel Flores and 507 others   Top Comments ▾

2 shares   136 comments

[W] | Write a comment...   📷 ☺

Steven Mitchell Shea Dare to be different yet hold your head high.
Unlike · Reply · Message · 👍 18 · April 21 at 2:58pm

"Dare to be different, yet hold your head high": the impact of Prince's death on Wikipedia

By Ed Erhart, Wikimedia Foundation

April 22nd, 2016

Wikipedia ✔
Published by Aubrie L. Johnson [?] · April 22 at 6:17pm · 🌐

Facebook fan Burton in the United States says "[Prince] taught me that being black was more than a color. That despite our circumstances or limitations in life, you could change the world and you could reach out and touch the stars."

"Dare to be different, yet hold your head high": the impact of acclaimed entertainer Prince's...

The death of Prince—a musician, producer, and artist of rare talent and influence—on 22 April 2016 stunned the world.

BLOG.WIKIMEDIA.ORG

Prince

IN CONCERT

A Benefit Performance for the Capri Theatre

Friday, January 5, 8:00 pm

$4.00 in advance $4.75 at the door

Capri Theatre, 2027 West Broadway
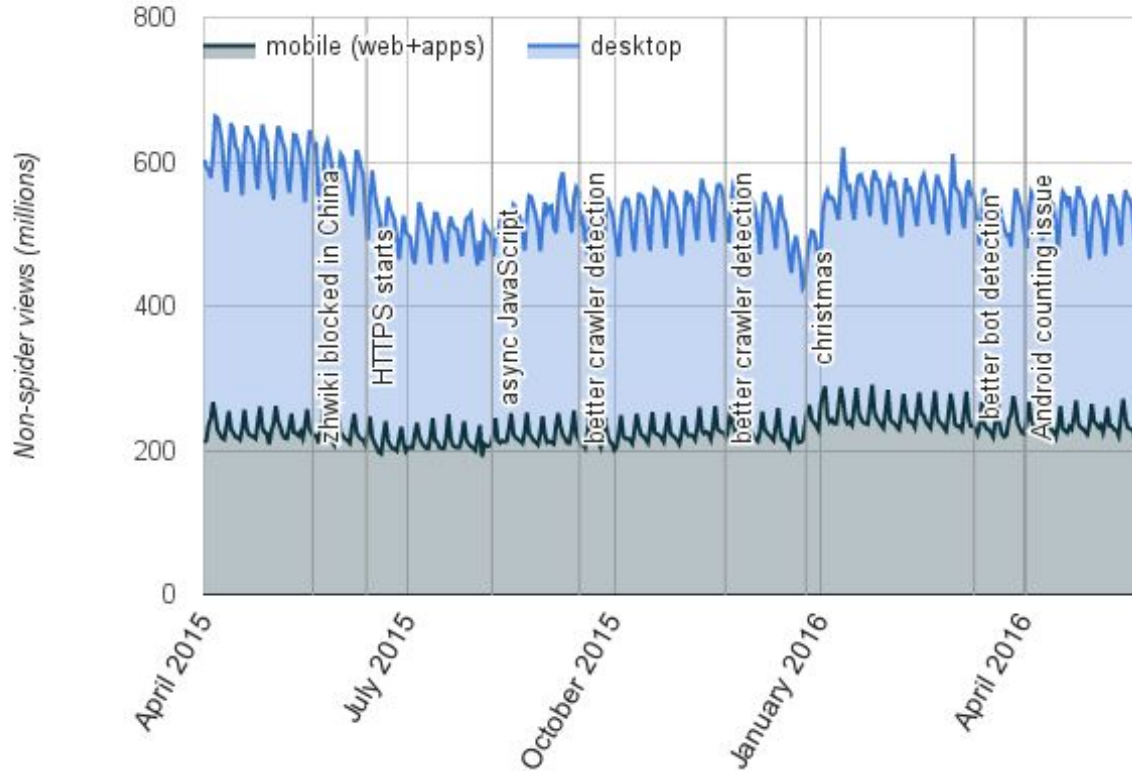
PRINCE

Being part of the breaking news of the world

Metrics

WIKIMEDIA
FOUNDATION

Current global pageviews

Wikimedia daily pageviews, desktop + mobile

Non-spider views (millions)

Legend: mobile (web+apps), desktop

Y-axis: 0, 200, 400, 600, 800

Annotations: Zhwiki blocked in China, HTTPS starts, async JavaScript, better crawler detection, better crawler detection, christmas, better bot detection, Android counting issue

X-axis: April 2015, July 2015, October 2015, January 2016, April 2016
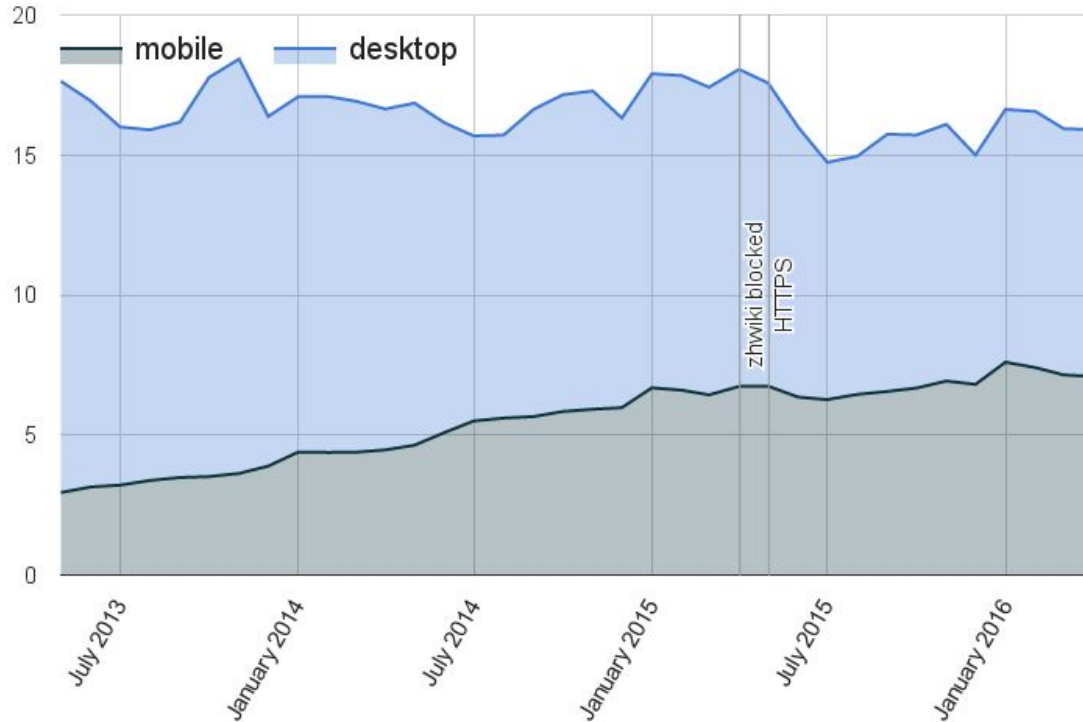
530 million/day

Desktop 55.1%

Mobile web 43.6%

Apps 1.3%

(May 16-22, 2016)

Long-term traffic trends (reminder/update)

**Wikimedia monthly pageviews (desktop+mobile), 2013-2016**

mobile   desktop

billions (bots excluded, normalized to 30 days)

zhwiki blocked
HTTPS

July 2013   January 2014   July 2014   January 2015   July 2015   January 2016

	Annual change (2013-2016, linear)
Total	-2%
Desktop	-18%
Mobile (web+apps)	+27%

See [February 2016 metrics meeting slides](#) for more detail

Mobile traffic

Wikimedia daily pageviews, %mobile (web+apps)
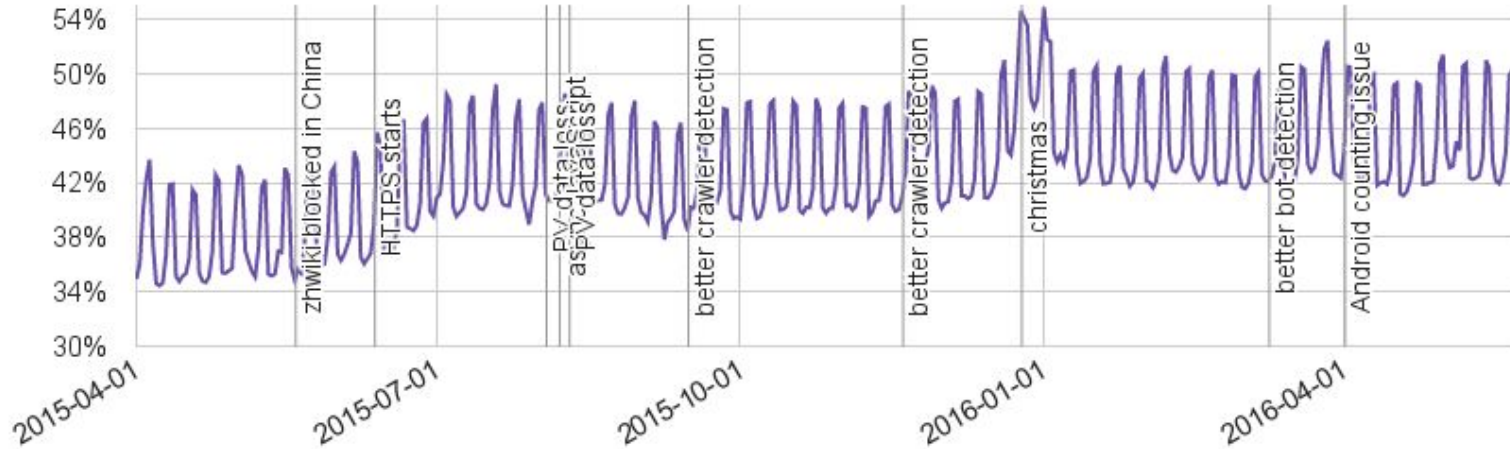
The Internet's Favorite Website

As web traffic shifts toward mobile, a new study finds Wikipedia remains the most popular informational site around.

The Atlantic

(US-only study, comparing WP with several news sites/apps, based on Nielsen data)

Unique devices

	Monthly unique devices (desktop + mobile web) April 2016	% mobile
English Wikipedia	590 million	61%
Spanish Wikipedia	131 million	58%
German Wikipedia	84 million	53%
Japanese Wikipedia	80 million	66%
Russian Wikipedia	75 million	53%

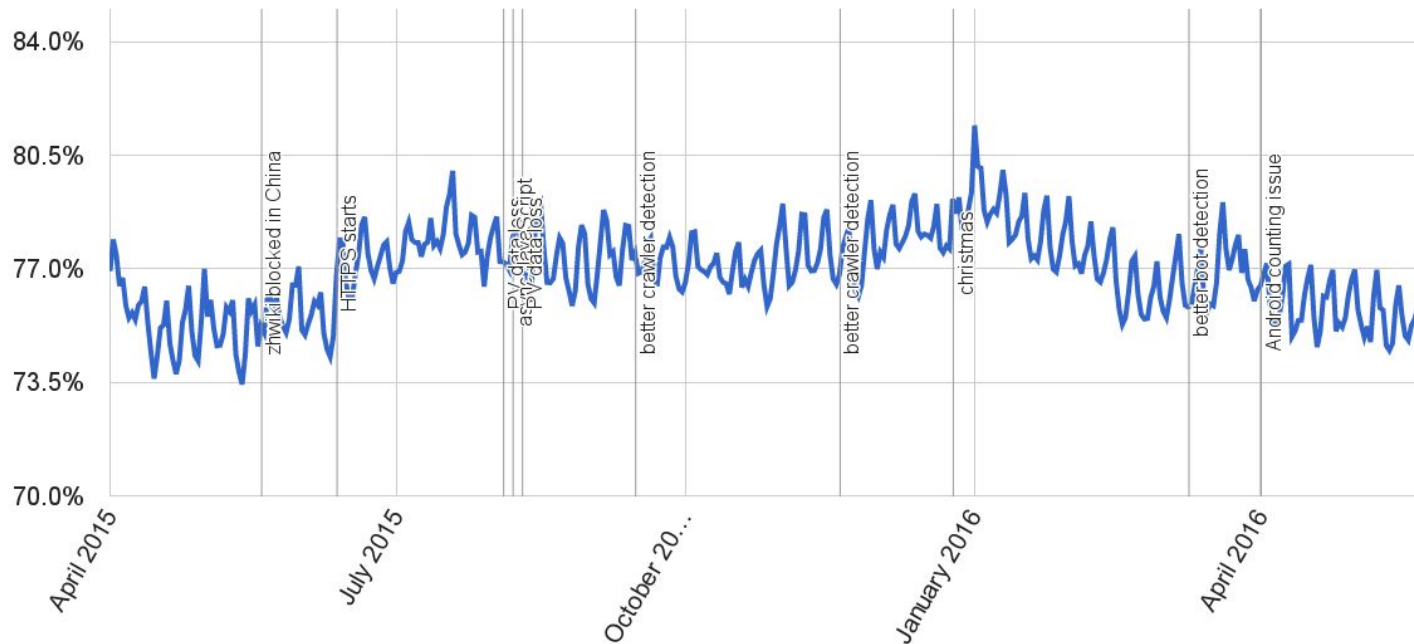| Monthly pageviews/device English Wikipedia April 2016	
Desktop	18
Mobile web	9

(Top 5 projects by overall unique devices - no global number available)
New metric constructed by the Analytics team
NB: devices <> users

Regions

Percentage of pageviews from the Global North

For more detailed updates on our core metrics, see [[mw:Reading/Readership metrics reports]]

Wikipedia Education Program updates

Wikipedia in Education is a simple idea …

Above, Photo by Shani Evenstein CC BY SA 4.0
Right, Photo by User:Beko, CC BY SA 4.0
Below, Photo by Motiur Rahman Oni, CC BY SA 4.0

... across the movement ...
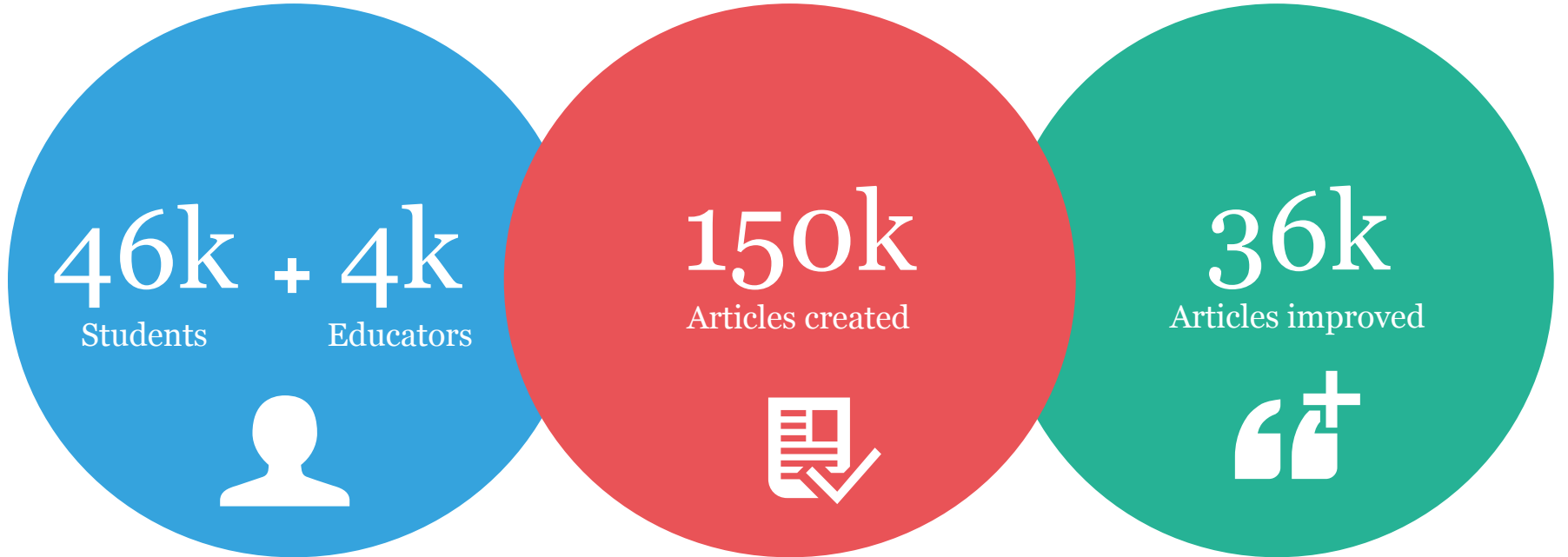
Historical context, since **2005**

91
countries

50
languages

10
projects

[[:outreach:Education/Historic_data/Table]]

... with a big impact!

Historical summary data, since 2005

46k + **4k**
Students   Educators

150k
Articles created

36k
Articles improved

[[:outreach:Education/Historic_data/Table]]

Wiki Education Foundation Dashboard

Spring 2016

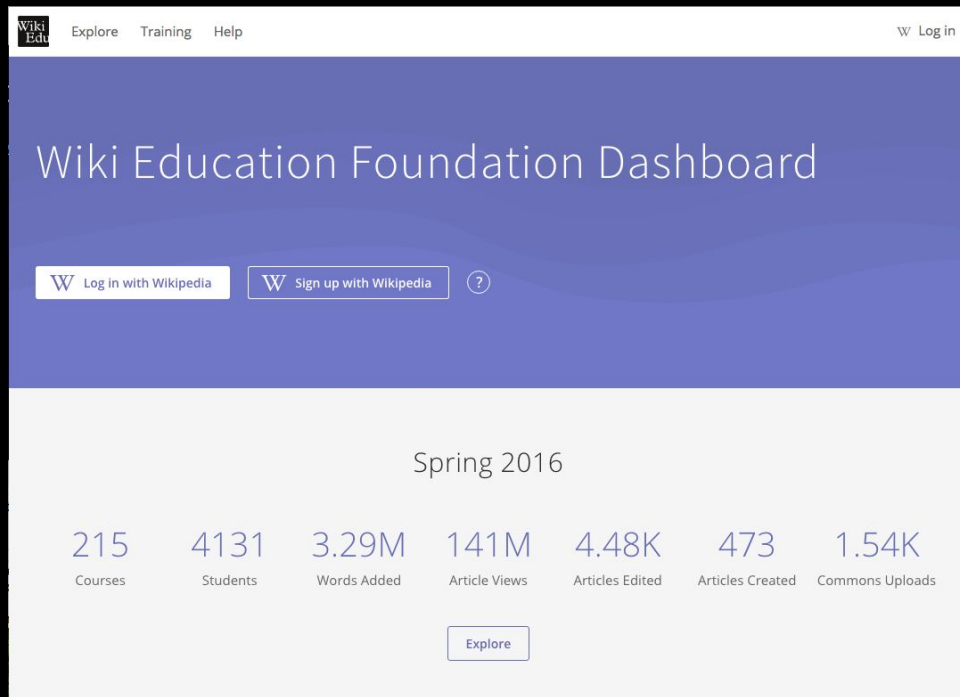| 215	4131	3.29M	141M	4.48K	473	1.54K
Courses	Students	Words Added	Article Views	Articles Edited	Articles Created	Commons Uploads

Explore

Support through tools and resources

Programs and Events Dashboard

[[:phab:project/view/1052/]]
[[:mediawiki:Wikipedia_Education_Program/Dashboard]]

Support through peer mentoring & learning

[[:outreach:Education/Wikipedia_Education_Collaborative]]

Wikipedia
Education
Collab

Photo by Björn Falkevik, CC BY SA 2.0

Q&A