



## Article Quality in Wikimedia Israel's Enterprises: Measurement System and Assessment Indicator

### Introduction

Wikimedia Israel is aimed at contributing to the **creation of high-quality content for Wikimedia's initiatives.**

In the education and academic programs, constituting the majority of our initiative, as well as in additional initiatives we lead, we make sure that each and every article is reviewed by professionals and professional volunteers. Among those involved in inspecting the articles are linguistics experts, content experts and Wikipedia editing experts. They take part in the programs pursuant to their roles in the education system, the academy or professional bodies, or voluntarily participate in the Wikipedia community.

The absorption rates of the initiatives' outcomes - almost 100% - partially testify of their quality. However, so far we had no systematic method to measure the quality of the outcomes.

We are happy to announce that at the end of a construed thought process, we developed a measurement system and indicator for assessing outcome quality. At this stage, the indicator relates to outcomes of one type: new Wikipedia articles, constituting the majority of outcomes in our work. Later on, we would like to develop assessment indicators for additional outcome types, such as translated and expanded articles.



### Measurement System

Quality measurement is a challenging task: naturally, quantitative data does not “capture” the quality of articles. For example, an article could have a seemingly appropriate number of words, internal links and categories, but once read, is found to be unclear, badly translated from another language, etc. Similarly, an article may include an impressive number of information sources, but when inspected, it is soon revealed that the reliability or relevance of these sources is doubtful.

Therefore, the measuring system we have developed is based on reading the article and scoring it by **human, rather than computer-based, evaluation.**

Assessment will be conducted **based on a detailed indicator**, presented below.

### Methodology

Non-computer based, human evaluation requires prolonged, in-depth reading of the outcomes. Therefore, it will be applied to **a sample of the initiatives' outcomes.** **The sampling frame** (sample population) will be all articles created in the initiative. The sample type will be **simple random sample**: the tested articles will be randomly chosen by the reviewer from the sampling frame. At this time, the sample will consider **15-20%** of the articles in each initiative, and at least **3** articles out of the article list in each course.

The lower the variance in scores among articles (i.e., the difference between high-quality articles and low-quality articles is less extreme), the more we can determine the sample is representative.

For that end, we wish to hold a pilot, and start with sample testing of the articles based on the quality measures during 2016.





## Assessment Indicator

### Using the Indicator

- The indicator encompasses five areas of assessment. For each of these five areas, the reviewer will rate the article on a scale of 1 to 100. For that end, the reviewer will use a description of three different performance levels in each area.
- The indicator determines the weight of each area in the final weighting of the data. After scoring each of the five measured areas, the reviewer will weigh them, and rate the article on a final scale of 1 to 100.
- The quality of articles will be determined by their score: 75-100 = **high-quality**; 50-75 = **pass**; 1-50 = **requires improvement**.
- After scores for all sample articles are determined, we will measure the percentage of high-quality articles out of all articles; this, while relating to all Wikimedia Israel's initiatives, and separately for each initiative.

Area and weight	Detailed requirements	Green: high performance level	Yellow: medium performance level	Red: Low performance level
<b>Content (25%)</b>	* <b>Good coverage of the topic</b>	* The article reviews the vital information for understanding the topic. * The article does not present redundant information.	* The article reviews a large part of the vital information for understanding the topic. * Some redundant information is presented.	* Some of the vital information for a basic understanding of the topic is lacking. * A large part of the information is redundant.
<b>Structure (20%)</b>	* <b>Coherent and logical structure</b> (for example: chronological, from general to specific, from important to minor, from universal to local)	* The article has a logical and coherent structure. * The article structure is reflected in division to paragraphs and sections. * The paragraph titles fit their content.	* Structure is mostly logical and coherent. * The article structure is usually reflected in division to paragraphs and sections. * The paragraph titles reasonably fit their content.	* Structure is illogical and incoherent. * Division into paragraphs and sections does not correspond to the article structure. * The paragraph titles do not fit their content.



Area and weight	Detailed requirements	Green: high performance level	Yellow: medium performance level	Red: Low performance level
<b>Writing style (15%)</b>	<ul style="list-style-type: none"> <li>* <b>Clear and concise language</b></li> <li>* <b>Neutral-scientific writing</b></li> <li>* <b>Grammatically correct</b></li> </ul>	<ul style="list-style-type: none"> <li>* The article is written in clear and concise language.</li> <li>* The article is written in a manner that expresses facts, rather than the author's opinions.</li> <li>* In case of several important approaches to the topic, the neutrality rules in Annex B are maintained.</li> <li>* Medium-high register is used.</li> <li>* The article does not contain material grammatical errors.</li> </ul>	<ul style="list-style-type: none"> <li>* The language of the article is reasonably clear and concise.</li> <li>* Mostly, the article is written in a manner that expresses facts, rather than the author's opinions.</li> <li>* In case of several important approaches to the topic, the neutrality rules in Annex B are slightly violated.</li> <li>* Medium-high register is used, except extraordinary cases.</li> <li>* Grammar is reasonable, except extraordinary cases of material errors.</li> </ul>	<ul style="list-style-type: none"> <li>* Some parts of the article are unclear and/or too long.</li> <li>* In several cases, the article includes the author's opinions.</li> <li>* In case of several important approaches to the topic, the neutrality rules in Annex B are violated.</li> <li>* Register is relatively low.</li> <li>* The article includes material grammatical errors.</li> </ul>
<b>Using resources (25%)</b>	<ul style="list-style-type: none"> <li>* <b>Using relevant and reliable information sources</b> (books published by a reputable publishing house, lectures and papers published by experts, etc. - compared to unacceptable sources such as personal blogs and social media)</li> <li>* <b>Indicating the details of the information sources in footnotes</b></li> </ul>	<ul style="list-style-type: none"> <li>* The entire information is based on published sources that are diverse, reliable and relevant.</li> <li>* The information items include footnotes indicating their source.</li> <li>* The information sources details highly or fully correspond to the customary Wikipedia rules of presentation.</li> </ul>	<ul style="list-style-type: none"> <li>* The majority of information is based on published sources that are reliable and relevant.</li> <li>* Usually, the information items include footnotes indicating their source.</li> <li>* The information sources details reasonably correspond to the customary Wikipedia rules of presentation.</li> </ul>	<ul style="list-style-type: none"> <li>* Information is not based on published sources that are reliable and relevant.</li> <li>* Usually, the information items do not include footnotes indicating their source.</li> <li>* When details of the information sources are presented, it is made in a manner materially deviating from Wikipedia's customary rules.</li> </ul>



Area and weight	Detailed requirements	Green: high performance level	Yellow: medium performance level	Red: Low performance level
<b>Suitability for Wikipedia (15%)</b>	<ul style="list-style-type: none"> <li>* <b>Suitability to the customary Wikipedia article structure</b></li> <li>* <b>Links to existing or potential Wikipedia articles</b></li> <li>* <b>Photos, graphs and/or visual aids</b></li> <li>* <b>Categories for topic attribution in Wikipedia</b></li> </ul>	<ul style="list-style-type: none"> <li>* The article text contains many links to other Wikipedia articles in a manner that may assist the readers.</li> <li>* Visual aids are attached to the article to illustrate the topic, without violation of copyright laws.</li> <li>* Categories for topic attribution in Wikipedia are indicated at the end of the article.</li> <li>* Structure highly corresponds to the customary Wikipedia structure (see Annex A).</li> </ul>	<ul style="list-style-type: none"> <li>* The article text contains some links to other Wikipedia articles in a manner that may assist the readers.</li> <li>* Categories for topic attribution in Wikipedia are not indicated at the end of the article.</li> <li>* Structure mostly corresponds to the customary Wikipedia structure (see Annex A).</li> </ul>	<ul style="list-style-type: none"> <li>* The article text does not contain links to other Wikipedia articles, or contains links that do not assist the readers.</li> <li>* The article contained photos or other elements that were deleted due to violation of copyright laws.</li> <li>* Categories for topic attribution in Wikipedia are not indicated at the end of the article.</li> <li>* Structure does not correspond to the customary Wikipedia structure (see Annex A).</li> </ul>

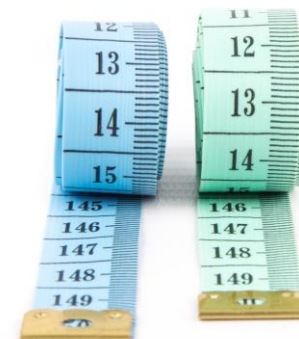




## Appendix I: Article structure

A Wikipedia article is normally structured to include the following parts:

1. Lead – a section in the beginning of the article that summarizes its content. The lead usually includes only information that is found elsewhere in the article.
2. Body – the main content of the article, usually divided into sub-sections.
3. Final sections – these sections are meant to provide additional relevant information, particularly information about external sources of information. The reference section should always appear at the end of a Wikipedia article, and it is recommended to add at least one of the other final sections, in this order:
  - a. See also / further reading: a list of links to related Wikipedia articles, lists or portals.
  - b. References: this section should **always be included**. This is a list of the sources on which the article is based, particularly those mentioned in the inline citations. This section allows the reader to verify the information in the article, hence its importance.
  - c. External links: a list of relevant links to pages on websites other than Wikipedia.



## Appendix II: Maintaining impartiality when presenting a controversial issue

When there are several significant approaches to the topic, or several major points of view from which it can be described, the following rules should be maintained:

1. All significant points of view will be presented in the article. However, views that are very marginal (“fringe theories”) should not be included.
2. The mainstream approach will be given precedence, namely, it will be described first and in more details.
3. The choice of sources will not be influenced by the writer’s preference for one of the approaches.