THE AGE OF NATIONS IS PAST.
IT REMAINS FOR US NOW,
IF WE DO NOT WISH TO PERISH,
TO SET ASIDE THE ANCIENT PREJUDICES
AND BUILD

WIKIPEDIA
About Me

- Executive Director of the Wikimedia Foundation, the non-profit organization that operates Wikipedia
- Canadian
- Former journalist, and head of CBC.CA, the most popular news and information site in Canada and the website of Canada's national public broadcaster
- Registered editor on Wikipedia since 2007: I've got about 1200 edits on 10 projects.
About This Talk

- About the Wikimedia Foundation
- About the image filter
- About editor retention: our top priority
- Recruiting female editors

Any questions before I begin?
THANK YOU
FOR EDITING WIKIPEDIA
About the Wikimedia Foundation
Mission of the Wikimedia Foundation

“The mission of the Wikimedia Foundation is to empower and engage people around the world to collect and develop educational content under a free license or in the public domain, and to disseminate it effectively and globally.

In collaboration with a network of chapters, the Foundation provides the essential infrastructure and an organizational framework for the support and development of multilingual wiki projects and other endeavors which serve this mission.

The Foundation will make and keep useful information from its projects available on the Internet free of charge, in perpetuity.”
Ninety people work at the Wikimedia Foundation.
Half are engineers; the remainder do everything else.
40% were Wikimediants before they joined the staff.
Average staff tenure in the projects: ~4 years*
42% of WMF staff are not American; 70% have lived outside the U.S.
The Wikimedia Foundation speaks 41 languages, averaging 2.12 languages per staff member.

English, French, Spanish, German, Dutch, Hindi, Italian, Latin, Portuguese, Russian, Arabic, Japanese, Malayalam, Bahasa Melayu, Mandarin, Esperanto, Hebrew, Korean, Romanian, Catalan, Mandarin, Cantonese, Hokkien, Danish, Finnish, Frisian, Ghegnisht, Greek, Hawaiian, Kannada, Kölsch, Lithuanian, Norwegian, Polish, Réunion Creole, Gjuha-shqipe letrare, Swahili, Swedish, Tamil, Ukranian and Vietnamese.

First sort is by number of staff speakers, secondary sort is alphabetical. Accurate as of November 2011, Wikimedia Foundation staff of about 90.
About the image filter
May 2010  WMF Board first starts discussing controversial content

June 2010  Board asks me to commission a study: I hire Robert Harris to conduct deliberations on meta*

Oct 2010  Harris study delivered to the Board for discussion

June 2011  Board asks me to build an image filter which would offer users the ability to individually opt out of seeing images they don't want to see

Aug 2011  I develop a design & commission a community vote: result is majority weak support and a strong minority opposed

Sep 2011  deWP runs a poll: result is strong opposition, including prominent & credible Wikipedians

Nov 2011  I come to Hanover to talk with you about it

*To develop his report, Robert Harris gathered together 40 studies, white papers and other research from 15 countries around the world originating in 15 countries and covering attitudes, regulations and practices in 76 countries. He read hundreds of wiki policy pages and had on-wiki, e-mail and voice conversations with hundreds of editors from multiple countries. The report was developed on meta, and commented upon and publicly discussed at every stage.
Does the Wikimedia Foundation intend to impose an image filter on the German Wikipedia, against its will?
Some German editors have told me that they cannot accept an image filter of the type we originally designed. Its introduction would make them want to leave the projects. I take that very seriously. The Wikimedia Foundation will not impose an image filter on German editors that editors strongly oppose.

Having said that: I am not promising that nothing will ever change on the German Wikipedia without consensus agreement. As a movement, we need to be able to be bold, and to experiment freely.

The image filter is different though: it is not an ordinary feature, and so it required special, serious advance discussion.
Does the Wikimedia Foundation intend to go ahead with its original plan to build a category-based image filter?
The Wikimedia Foundation does not intend to build a category-based image filter.

It was clear in the referendum results and the discussion afterwards that a category-based filter system would be unworkable and unacceptable to many editors.

Therefore, we will not build it.
So: what will happen next?
The Board has not rescinded its request to me to build a personal image hiding feature, and so I intend to do it.

To that end, the Wikimedia Foundation will work in partnership with editors, engaging in discussion, until we figure out a solution that will work for everyone.

Right now some ideas, such as a general images on/off switch, seem to have broad general support. A few proposals are in development, and being discussed.

My hope is that we can have a good, rich, open conversation about acceptability and usefulness of different ideas, and figure this out in a way that works for everyone. I hope you'll participate on pages like Controversial content/Brainstorming and talk through some of the options there.
We wanted to do something; we asked you what you thought of it. You raised serious objections, and we listened to you. Now, we're rethinking.

This is how it's supposed to work.
Editor retention: our top priority
It's getting harder for new people to join our projects. Newbies are making up a smaller percentage of editors overall than ever before, and the absolute number of newbies is dropping as well.

Source: http://strategy.wikimedia.org/wiki/Editor_Trends_Study
Why are new editors dropping? Warnings are up, criticism is WAY up, praise and thanks are in decline.

http://meta.wikimedia.org/wiki/Research:Newbie_teaching_strategy_trends
Over the years, good faith newbies* have become much less likely to be praised, and criticism has skyrocketed.

(*non-vandalizing, non-spamming, non-sockpuppeting)

Today, four of five first messages to new editors are bot-delivered, and 65% are warnings.

http://meta.wikimedia.org/wiki/Research:First_messages_to_new_users
Deletions and reversions make new editors less likely to stick around – and that effect is strongest for new editors who are highly prolific.

Source: http://meta.wikimedia.org/wiki/Research:First_edit_session
The story is not different for the German Wikipedia.
Editors with less than one year experience
Cumulative: 10, Yearly: 50
January Cohorts: German Wikipedia
Cumulative: 10, Monthly: 1

% of initial group

Months after becoming New Wikipedia

http://commons.wikimedia.org/wiki/File:Dewp-jan-cohorts--10-1-.png
Why is this a problem?
Editor decline means there aren't enough people to do all the work that needs to be done.

- Existing editors risk stress, overwork and burn-out
- Experienced editors can't take on leadership roles because they are bogged down in basic tasks
- Bureaucrat, administrator and Arb Com-type positions get harder to fill
- Vicious circle comes into play, with newbies increasingly being criticized, warned, and driven off
- Systemic bias gets worse, and we don't benefit from the quality improvements (breadth & depth) that new people would bring
- Older editors may naturally 'age out,' with no-one to ever replace them.
What should we do about it?
“Wikimedia needs to attract and retain more new and diverse editors, and to retain our experienced editors.

A stable editing community is critical to the long-term sustainability and quality of both our current projects and our movement.

We consider meeting this challenge our top priority.”

Wikimedia Foundation Board of Trustees
March 2011
http://wikimediafoundation.org/wiki/Resolution:Openness
We urge the Wikimedia community to promote openness and collaboration, by:

- Treating new editors with patience, kindness, and respect; being aware of the challenges facing new editors, and reaching out to them; and encouraging others to do the same;
- Improving communication on the projects; simplifying policy and instructions; and working with colleagues to improve and make friendlier policies and practices regarding templates, warnings, and deletion;
- Supporting the development and rollout of features and tools that improve usability and accessibility;
- Increasing community awareness of these issues and supporting outreach efforts of individuals, groups and Chapters;
- Working with colleagues to reduce contention and promote a friendlier, more collaborative culture, including more thanking and affirmation; and encouraging best practices and community leaders; and
- Working with colleagues to develop practices to discourage disruptive and hostile behavior, and repel trolls and stalkers.

What is the Wikimedia Foundation doing to solve this problem?
First, we did a bunch of analysis.
### Decline Theories

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<td>1</td>
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<td>Decline Theories</td>
<td>Relevant To Which Stage of the Editor Life-cycle</td>
<td>Former Editors Survey</td>
<td>UNU-Merit Survey</td>
<td>Editor Trends Study</td>
<td>server log data</td>
<td>Usability Studies</td>
<td>Mobile user experience research</td>
<td>Editor Survey 2011</td>
<td>Expert Barriers Survey</td>
<td>Newbie Treatment at CSD Study</td>
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<td>Everybody who wants to edit Wikipedia is already doing it.</td>
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<td>There is lots of stuff to do online today, and activities like Facebook and Twitter are cutting into time that would otherwise have gone towards editing Wikipedia</td>
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<td>There was some precipitating external event that caused a drop-off in new editors e.g., Seligenthaler scandal dissuades people from editing, or a global famine, war, poor economy distracts everyone</td>
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<td>Site slowness means actions take a long time to perform, making editing frustrating</td>
<td>E1-99, E100-999</td>
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<td>Trolls and bullies have created sufficient toxicity to drive away experienced editors</td>
<td>E100-999, E1000+</td>
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<td>Crowding: As the size of a group increases, conflict will also increase</td>
<td>All except E-1, E0</td>
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<td>Eternal September in general: Wikipedia editors feel overwhelmed by clueless newbies, so they have erected lots of barricades to manage their input, that have the effect of deterring newbies</td>
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<td>Eternal September, Barrier #1: Too many policies and practices, too high an Editorial learning curve (are technical challenges but</td>
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<td>Amsterdam Museum Images donation</td>
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## Attrition Pipeline: Impediments to editing at each stage of the editor life-cycle

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<td><strong>Don't want to edit</strong></td>
<td>Click edit, see the wiki syntax, and quit</td>
<td>Successfully complete an edit, but am deterred by wiki syntax from editing again</td>
<td>Successfully complete an edit, but am deterred by warning templates from editing again</td>
<td>Successfully complete an edit, but don't really feel &quot;at home&quot; on the projects</td>
<td>Successfully complete an edit, but am deterred from continuing by lack of affirmation, friendliness and thinking</td>
<td>Successfully complete an edit, but am deterred from continuing by policy complexity</td>
<td>Successfully complete some edits, but am deterred from continuing by systemic bias (editorial unfairness resulting from gatekeeper hegemony)</td>
<td>Successfully complete many edits, but am deterred from continuing by bullies, rule-basing, and general fightyness</td>
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- People who are not tech-centric, likely overrepresenting older people, people with credentials/reputation
- People who are particularly sensitive to criticism, likely overrepresenting older people
- People who are particularly sensitive to criticism, likely overrepresenting people with credentials/reputation
- People who are particularly seeking of affirmation, likely overrepresenting
- People whose demographics or attitudes are underrepresented in the Wikimedia community: primarily, women, people who do not like fightyness,
Nightscream
pages: 1648
New: 1074
Lifetime: 13,574
AC: 1,304,733

Charles Matthews
pages: 3570
New: 1075
Lifetime: 225,725
AC: 1,304,057

Pico
pages: 122
New: 121
Lifetime: 20,727
AC: 1,178,246

Toby Bradbury
pages: 1120
New: 114
Lifetime: 35,011
AC: 1,103,099

Kapitan
pages: 678
New: 90
Lifetime: 4,303
AC: 1,088,846

The FBH
pages: 1088
New: 339
Lifetime: 29,918
AC: 1,078,740
Top 100 Editors, NS4&8
(Wikipedia namespace)
Ranked by net NS4&5 byte cha
Marek69
net: 610,693
lifetime: 135,540
AC: 4,732,660
Now, we are building things.
We will have the first opt-in user-facing prototype of the Visual Editor available before 2012.
Wikilove* makes it easy for editors to thank and praise each other. *Currently on English Wikipedia, Chinese, Swedish, Portuguese, Oriya, Arabic, Hebrew, Hindi, Hungarian, Japanese, Malayalam, Macedonian, Norwegian and Commons.
The Article Feedback Tool* is a low-risk way for new people to participate.

* Currently on English Wikipedia, plus being tested for Spanish, Hindi, Hungarian, Portuguese, Portuguese Wikibooks, Chinese and Meta.
And, we are using it as an on-ramp to encourage editing.
The Feedback Dashboard shows us what newbies are experiencing in real time...

- **Asgharbhai**
  - i feel proud to be a part of wikipedia,
  - Happy

- **Gavin.nast**
  - I can share my knowledge and provide useful information to people who will need it some day
  - Happy

- **BQmUB2011140**
  - I think that it is a little biy complicated to first understand how the wiki code works.
  - Confused

- **Steffinpta**
  - its not clear
  - Confused

- **AnnEdita**
  - I was more than happy to share my knowledge with other users!
  - Happy

- **Walshy98**
  - know all the aswers
  - Happy

- **Mumulur**
  - I added good info to a page but someone deleted it again... so i will recreate that page because the "original" is so incomplete!!! (list of
  - Sad
Participants

Sign up here if you'd like to help respond to comments on the Feedback Dashboard, and we'll make sure you stay updated about its progress.

1. Steven Walling • talk 21:21, 7 November 2011 (UTC)
2. Accedia • talk to me 21:22, 7 November 2011 (UTC)
3. ~ Matthewbowker • Say hi 21:57, 7 November 2011 (UTC)
4. --Guerillero • My Talk 22:16, 7 November 2011 (UTC)
5. --Demiurge1000 • talk 22:22, 7 November 2011 (UTC)
6. Zamorakolo • talk 22:26, 7 November 2011 (UTC)
7. ~ Mentifisto • talk 22:27, 7 November 2011 (UTC)
8. KennethSides • talk 23:44, 7 November 2011 (UTC)
9. Zidanie5 • talk 00:13, 8 November 2011 (UTC)
10. Gwickwire • talk 00:27, 8 November 2011 (UTC)
11. ~ Luke • Talk 00:34, 8 November 2011 (UTC)
12. Ariconie • talk 01:54, 8 November 2011 (UTC)
13. --Screwball23 • talk 03:09, 8 November 2011 (UTC)
14. Sumsum2010-T-C • Talk 03:45, 8 November 2011 (UTC)
15. Ratibgream • talk 05:08, 8 November 2011 (UTC)
16. CambridgeBayWeather • talk 05:23, 8 November 2011 (UTC)
17. ~ James • Talk • Contribs • 3:55pm • 05:55, 8 November 2011 (UTC)
18. The Interior • Talk 05:57, 8 November 2011 (UTC)
19. Hydroxonium • Talk 07:28, 8 November 2011 (UTC)
20. Hydridz • talk 09:47, 8 November 2011 (UTC)
21. Dweller • talk 09:52, 8 November 2011 (UTC)
22. Prashant Sarai • talk 15:13, 8 November 2011 (UTC)
23. ~ mabdul • 17:41, 8 November 2011 (UTC)
24. Acather96 • talk 19:11, 8 November 2011 (UTC)
25. Herostratus • talk 15:57, 9 November 2011 (UTC)

...and the new Feedback Response Team goes in to help them.

We're developing new warning templates*, and testing which are best at encouraging editing.

* Currently testing on English and Portuguese Wikipedias
A new page triage feature* will support easier page patrolling, and provide ways to help new users, as well as to revert bad edits.

http://www.mediawiki.org/wiki/New_Page_Triage *for all language versions
The new Terms of Use will prohibit harassment, threats and stalking, and ask editors to be civil and polite in their interactions with others.

http://meta.wikimedia.org/wiki/Talk:Terms_of_use
How can the German community help?
We urge the Wikimedia community to promote openness and collaboration, by:

- Treating new editors with patience, kindness, and respect; being aware of the challenges facing new editors, and reaching out to them; and encouraging others to do the same;
- Improving communication on the projects; simplifying policy and instructions; and working with colleagues to improve and make friendlier policies and practices regarding templates, warnings, and deletion;
- Supporting the development and rollout of features and tools that improve usability and accessibility;
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- Working with colleagues to reduce contention and promote a friendlier, more collaborative culture, including more thanking and affirmation; and encouraging best practices and community leaders; and
- Working with colleagues to develop practices to discourage disruptive and hostile behavior, and repel trolls and stalkers.

My thanks to the people who have helped the Wikimedia Foundation better understand editing trends, including but not limited to:

Recruiting female editors
1) Wiki syntax is a pain.
2) Too busy!
3) “Who am I to change what the person before me has written?”
4) “I am not thick-skinned enough for Wikipedia.”
5) “[Female YA authors] are not NOTEWORTHY. Meanwhile, 1-Book Nobody Dude’s Wikipedia page is 14 printable pages long!”
6) “I find myself facing attitudes of sexism and gender discrimination and attempts at silencing.”
7) sexualized culture?
8) The software calls me male.
9) It's not social / friendly enough.
everyone who's literate
owns a computer, is online
has a little time
reasonably tech-comfortable
reasonably thick-skinned
pedantic!
-topic you love

The Wikipedia conversion funnel
2010-15 Strategy Plan – Targets

1) Increase the number of readers to one billion

2) Increase the number of articles to 50 million

3) Increase the percentage of material reviewed to be of high or very-high quality by 25%

4) Increase the number of active editors to 200,000

5) Increase female editors to 25 percent and Global South editors to 37 percent
Recapping last year's results...
Revenue up 50% from previous year to USD 23.8 million, with USD 5.3 million added to the reserve, from a fundraiser that was 17 days shorter than in the previous year.

- **2009 Campaign**
  - Green line denotes December 31

- **2010 Campaign**
  - Green line denotes December 31

- Wikimedia Foundation: $15.0
- Chapters (retained by chapter): $4.2
- Chapters (later transferred to WMF): $2.2
- Fundraiser: $0.7

*Note: The charts illustrate the revenue and funding distribution over the campaign periods.*
10th anniversary celebrations were great!
New editor outreach work has begun in India and the groundwork is being laid in Brazil
The Virginia data centre is up & running
Public Policy Initiative added 1.8 million bytes of text to English Wikipedia, and quality improved 140%
UploadWizard is fully deployed on Commons
Article Feedback tool is deployed on English Wikipedia
MobileFrontend extension dark-launched and field research was conducted into mobile usage
ResourceLauncher is fully deployed to all projects
WikiLove is deployed to English, Hindi and Arabic WPs
Offline: tools developed for offline distribution of Wikimedia content (including an improved cross-platform reader application)
WMF gave out $770K to chapters, individuals and like-minded organizations
Significant research has been conducted into editing patterns, and editor demographics, attitudes and satisfaction levels
2010-15 Strategy Plan – Targets

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What we're going to do this coming year...

(see also the annual plan here http://wikimediafoundation.org/wiki/Financial_reports)
2011-12 Plan – Key Activities

- **Visual Editor**: new no-markup default editing environment
- **New Editor retention features**: experimental features designed to make on-ramping easier and more fun, and to improve interactions between new and experienced editors
- **Global Education Program**: launch of program designed to support professors in assigning article writing as coursework in India and Brazil, Canada, Germany and the UK
- **Mobile**: development of new platform, new participatory features and launch of Wikipedia Zero partnerships
- **India/Brazil**: India new editor recruitment program will expand; Brazil program will launch
- **Wikimedia Labs**: flexible sandbox and research environment
- **Internationalization**: better support of non-Western languages which are currently poorly supported technically
2011-12 Plan Targets

1) Increase the number of active editors from just under 90K in March 2011, to 95K in June 2012.*

2) Increase the number of Global South active editors from approximately 15.7K in March 2011, to 19K in June 2012.

3) Increase the number of female editors from approximately 9K in spring 2011 to 11.7K in spring 2012.**

4) Increase page-views to mobile sites from 726M in March 2011, to 2B in June 2012.

5) Develop Visual Editor. First opt-in user-facing production usage by December 2011, and first small wiki default deployment by June 2012.

6) Develop sandbox for research, prototyping, and tools development, with initial hardware build-out and first project access by December 2011, and full access for all qualifying individuals/projects by June 2012.

7) Increase read uptime from 99.8% in 2010-11 to 99.85% in 2011-12.

* Our projections say that active editors will have declined to 79K by July 2012: this target assumes the decline is successfully reversed and new growth begins. ** As derived out of the annual Editor Survey.
1) **MOBILE**: We want to reinvent ourselves to suit the way people use the Internet from their phones and tablets, in addition to continuing to support desktop and laptop usage.

2) **EDITOR GROWTH**: We want to attract and retain more editors, particularly women and people in the Global South.