Communications audit

September 2016

Table of contents

Section one: Overview

This report analyzes all coverage garnered by Wikipedia and the Wikimedia Foundation between two time periods. For clarity, we have named these two periods **period one** (October 2014 - October 2015) and **period two** (November 2015 - May 2016), and were identified by the Foundation to analyze and best understand how coverage changes over time.

It is important to note that a discrepancy exists in the number of articles written between the two time periods as they are not equal in length. **Period one** covers 13 months while **period two** covers eight months. The periods are different to capture a baseline with one full year of coverage and the effects of the executive leadership transition that took place in March 2016 with issues that began in the public sphere in November 2015. This has an impact on several sections below, most notably, Number of Articles & Words Written, Topic Mentions and Keyword Mentions.

We took a two-pronged approach to do this work. The first part included analysis of 91 selected publications (**selected publications**), each representing the world's most influential and widely circulated publications, in addition to publications covering specific geographies and audiences (e.g., influential technology publications). As outlined in several internal Wikimedia Foundation strategy plans, Nigeria, India, Mexico, Brazil, Indonesia and Egypt are increasingly important emerging audiences with which the Foundation is engaging. As users come online in these countries – whether on mobile or traditional desktop – it is imperative that we get to know and work with outlets across these countries to develop lasting readership and community development. This section ends with a recap of the key takeaways and includes recommendations on how to strengthen the Foundation's messaging strategy.

Section three of this report analyzes coverage found through a third party media resource, Meltwater. Using this company's analytics, were were able to determine the extent and tone of coverage from a much wider cast of publications (roughly 200,000 online sources). This section is described in greater detail below.

Key findings

Understanding how our organization's communications strategy is received by the global media is integral to driving strong future coverage. In this communications audit, we learned that our organization's reach is broad and our media saturation rate is high. Based on a number of parameters, which will be discussed in the pages below, there is a strong interest and demand for news related to Wikipedia and the broader Wikimedia Movement. These are some of the key lessons we learned by crunching the numbers:

- **Having a plan matters.** Well planned, well executed messaging strategies that leverage multiple teams within our organization yield the highest rates of coverage with the most positive results (e.g., Wikipedia 15).

- **Our global reach is broad and coverage is high.** Countries in Western Europe and North America had the highest share of articles published. Looking to the future, we must prioritize fostering relationships and engaging outlets in other regions, including East Asia (China and Japan), and a host of nations identified through the [New Readers Initiative](#) (Nigeria, India, Mexico, Brazil, Indonesia and Egypt). We also noticed spikes of coverage internationally when Internet or open source regulation is an issue or when the Foundation or local chapter participate in an event.

- **Understanding who our top authors are can help us build better existing relationships** and also offers a blueprint to developing relationships with new authors. Of the top ten authors writing on Wikipedia, only one has continuously written overtly negative articles. In other words, 90% of the top writers covered us in a positive or neutral tone.

- **Sentiment tells us that writers and the public like and trust our organization.** The sentiment analysis section finds that coverage was heavily neutral and that sentiment remained nearly-constant across both time periods and across all outlets. Articles were neutral 65% of the time and positive 22.5% of the time, on average.

- **Topic mentions identify what conversations are being had around the community and the Foundation.** The highest share of topic mentions throughout all articles were on the topic of vandalism or articles that mention our organization only in passing. These two topics drove the most media coverage in both time periods. Wikipedia 15 stood out as the Foundation's best planned and executed messaging strategy between both time periods.

- **Keywords let us know which core messages and themes are resonating with the media and the public.** Keywords central to our organization, like "information," "knowledge," and "free" were most frequently used. These words are vital to describing the mission and purpose of our organization, indicating our communications strategy has succeeded in promoting our causes.

- **The outlets and authors that write on Wikipedia are loyal.** When we analyzed which outlets wrote on our organization most frequently, we found that, with one exception, the top five outlets remained the same across both time periods. Additionally, if an author writes one story on Wikipedia, there is a one in three chance she will author at least one more (i.e., almost one-third of all writers wrote more than one story on Wikipedia).

- **The origin of stories stayed the same across time -- but that might be changing.** Passive story origins predominated in both time periods and none of the three categories changed by more than +/- 4%. As our social media presence becomes more robust, we will likely see proactive origins increase substantially.

Methodology

We began our analysis by identifying the aforementioned 91 **selected publications**, a list created in consultation with the Wikimedia Foundation's Communications team.

After defining these outlets, we began researching articles written on our organization. We started by assessing the catalogue of articles housed on the [Wikipedia press coverage page](#), from which we were able to identify the articles written during **period one** and **period two**.

To ensure we found all articles written by the **selected publications**, we continued our analysis by searching GoogleNews for additional content. We did this by searching each outlet's name in two ways: first using "Wikipedia" and then by using "Wikimedia" and site:"publication website address." We also visited each outlet's website separately from GoogleNews and used search functions to see all articles written on "Wikipedia" and "Wikimedia" during the two periods analyzed.

We kept track of all articles in a Google Sheet and organized each article by a multitude of factors. First, we read the articles to make sure each was an article *about* Wikipedia and was not a caption credit for Wikimedia Commons or an article that had nothing to do with our organization.

We then coded each article along the following metrics: outlet, author, title of article, date, total number of words, topics mentioned, story origins, sentiment, and an array of 16 keywords. We then categorized articles into **period one** and **period two**, based on the date of publication.

The section that includes analysis on **Number of articles written, words written, and outlet share of voice** was created by tallying the totals for each of the metrics and ranking each by category.

The **number of articles by country** section was created by tallying the total number of articles by outlet. We then added the number of articles from each outlet to a list of corresponding

countries. To do this, we used each publication's headquarters as its geographic position (e.g., *AllAfrica* is based in Nigeria, but as the name implies publishes stories throughout Africa).

The **topic mentions** section was created by carefully reading each article and choosing a single, overriding topic. Because some articles touch on a number of topics or themes, we chose the most prominent for the purposes of this audit.

In order to understand how our organization's **keywords** played out in media coverage, we identified 16 words that were most important to the Foundation's work and purpose. This was done in coordination with the Wikimedia Foundation Communications team. We then read all articles and noted the number of times each of the 16 keywords were mentioned or discussed.

Sentiment analysis was conducted by dividing the tone and sentiment of an article between three categories: neutral, positive, and negative. We assigned a percent value for each article, with some being 100% in one category and others being dispersed across all three categories. In the case that an article's sentiment was not 100% in one category, we rounded sentiment to the nearest 10% (e.g., 70% positive, 30% neutral).

For the **top authors** section, we simply tallied the number of articles each journalist wrote and noted the top ten.

Wikimedia coverage arises in a number of ways. For the purposes of this report, we categorize **story origins** as proactive, reactive, social media, or independent. "Proactive" describes an article that was part of a strategic media push (e.g., Wikipedia 15); "Reactive" describes an article for which we were asked for a comment and provided one (e.g., Knowledge Engine); and finally "Passive" describes an article that was written completely independent of the Foundation or one in which we may have been asked to comment and passed on the inquiry.

Section two: MMI data analysis

Number of articles written, words written, and outlet share of voice

Explanation:

We totaled all articles and word counts from each of the **selected publications**. We then created *Figure 2* and *Figure 3* to illustrate the outlets publishing the most stories, and *Figure 4* and *Figure 5* show the share of voice (SOV) for these outlets. Finally, in *Figures 6* and Figure *7*, we show a SOV comparison, which shows the percent of total coverage for each of the top five outlets compared to all coverage from the remaining 86 **selected publications**. It should be noted that this section only includes written articles, not videos, which we marked with a "zero" word count, as transcripts were not available.

Analysis:

Table 3 (see *Appendix A*) lists each outlet in alphabetical order and noted its corresponding total number of articles and total number of words written. After we coded this data, we categorized the outlets into groups based on how many articles each wrote: 1) zero, 2) one to five, 3) more than five. The average across all 91 **selected publications** was 11.20 articles per outlet.

In **period one**, 84% of **selected publications** wrote *at least* one story:
- 16% wrote zero articles
- 41% wrote 1 - 5 articles, and
- 43% wrote more than 5 articles.

In **period two**, 80% of **selected publications** wrote *at least* one story:
- 20% wrote zero articles
- 54% wrote 1 - 5 articles, and
- 26% wrote more than 5 articles.

These data tell us that our organization's reach is broad and our media saturation rate is high, indicating that there is strong interest and demand for news related to Wikipedia and the broader Wikimedia Movement. This is substantiated in *Figure 1*, which shows the number of articles written across both **period one** and **period two**.

Figure 1

**Total Number of Articles Per-Month: Period One & Two**
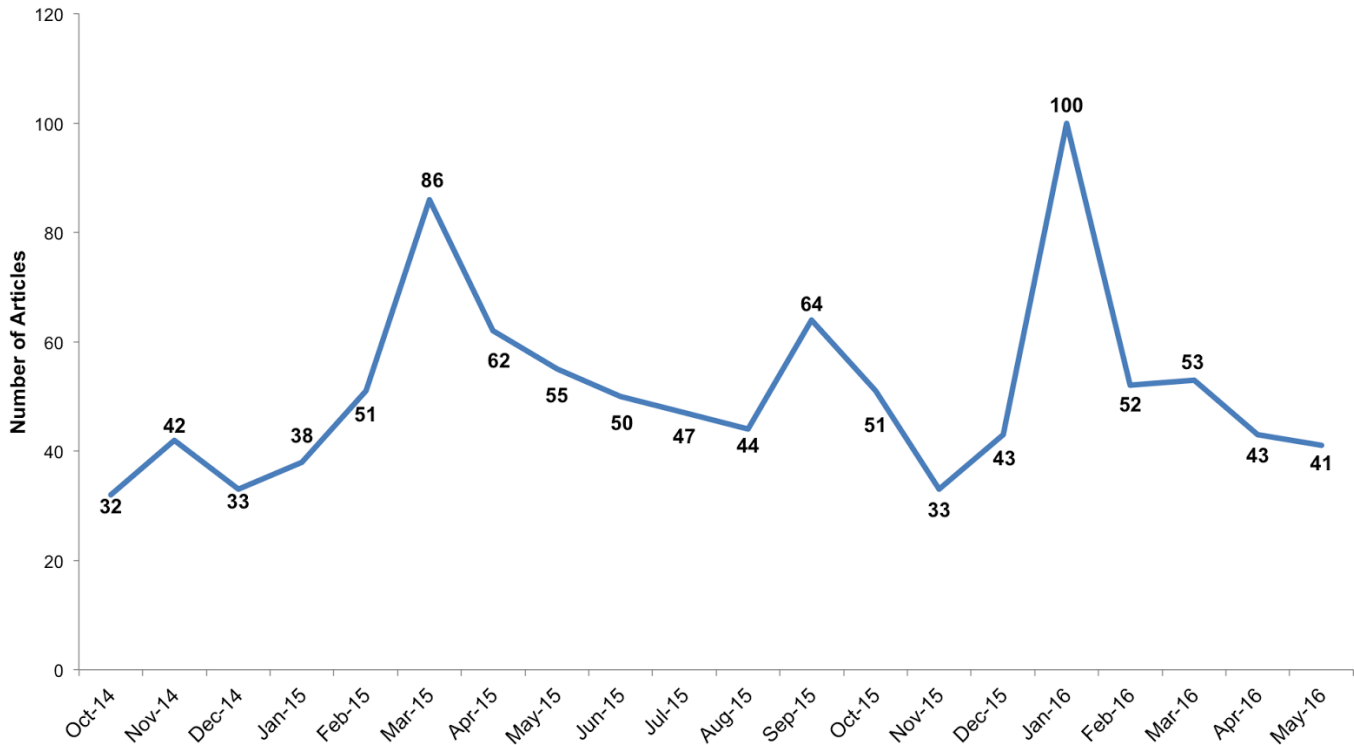
Figure 1 shows the total number of articles across both **period one** and **period two.** The spikes indicate larger stories that garnered more coverage in a small amount of time. In March 2015, the Wikimedia v. NSA lawsuit was announced, resulting in 27 NSA-related articles out of the 86 total of 86 articles written that month. In September 2015, there were 64 articles written, with 20 published on Wikipedia's decision to ban 381 "sock puppet" accounts. Another large spike in coverage occurred in January 2016 due to Wikipedia 15, which was Wikipedia's strongest messaging campaign during **period one** and **period two**. 100 articles were written this month; 46 of these were on Wikipedia's 15th birthday.

Both **period one** and **period two** had the same composition of the Top 5 outlets, with one exception: *The Guardian* was eclipsed by the German publication *Süddeutsche Zeitung* in **period two** (see *Figures 2 - Figure3)*. There is no clear indication as to why *Süddeutsche Zeitung* began publishing more frequently on Wikipedia; the number of articles written increased

from three to 14 from **period one** to **period two.** Article topics from this outlet in **period two** included two on "Decline of Wikipedia" and two "Passive Mention" articles.

Figures 4 - 5 show the share of voice (SOV) for the top five outlets and *Figures 6 - 7* show the SOV for each outlet in comparison to all other coverage garnered for both **period one** to **period two**. While these outlets may have written dozens of more articles and thousands more words than other outlets, each publication's coverage represented, on average, less than 5% of all articles or words being written across the **selected publications**.
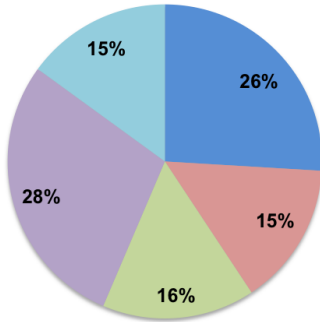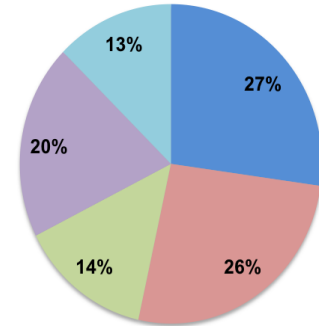
Figure 2

Total Outlets: Period One

Figure 3

Total Outlets: Period Two
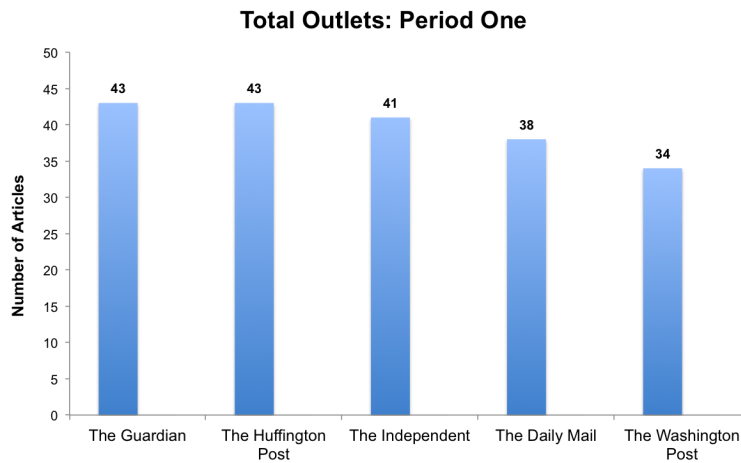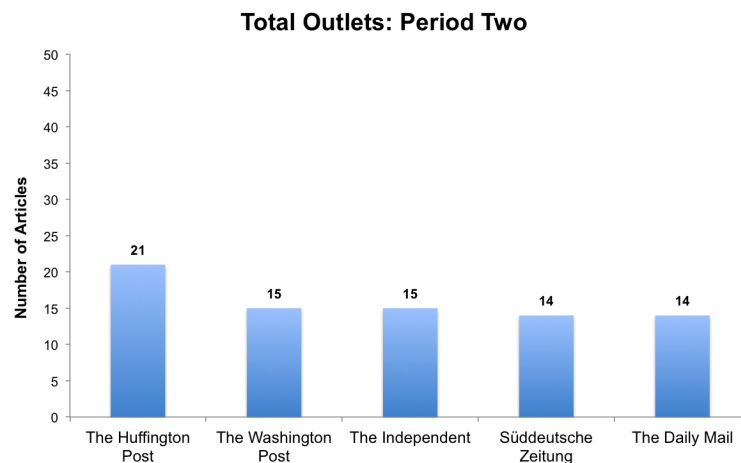
Figures 4 - 5 [1]

Share of Voice: Period One

26%
15%
16%
28%
15%

- The Guardian (30,302)
- The Huffington Post (17,237)
- The Independent (18,344)
- The Daily Mail (33,393)
- The Washington Post (17,503)

Share of Voice: Period Two

27%
26%
14%
20%
13%

- The Huffington Post (14,992)
- The Washington Post (14,466)
- The Independent (7,779)
- Süddeutsche Zeitung (10,889)
- The Daily Mail (6,970)

Figures 6 – 7

Share of Voice Comparison: Period One

6%
3%
4%
7%
4%
76%

- The Guardian (30,302)
- The Huffington Post (17,237)
- The Independent (18,344)
- The Daily Mail (33,393)
- The Washington Post (17,503)
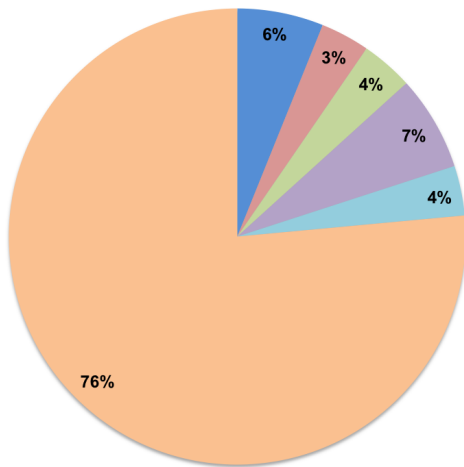- All Coverage (378,659)

Share of Voice Comparison: Period Two

5%
5%
3%
4%
3%
80%

- The Huffington Post (14,992)
- The Washington Post (14,466)
- The Independent (7,779)
- Süddeutsche Zeitung (10,889)
- The Daily Mail (6,970)
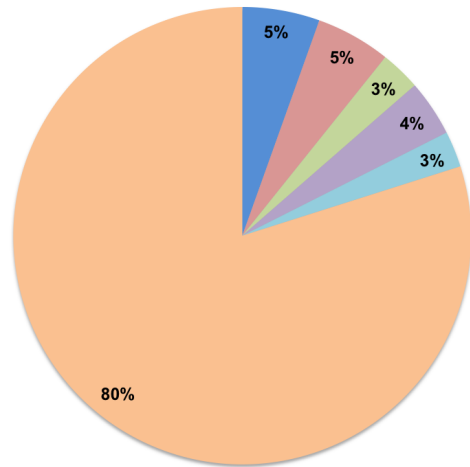- All Coverage (212,786)

---

[1] The Share of Voice (SOV) and SOV Comparison graphs below show the total number of words for each outlet next the outlet's name.

Future implications:

The information analyzed in this section creates a benchmark for future coverage audits by showing what an average number of articles a given outlet will generate. In the future, if article publication rates drop to zero or increase in the "More Than 5 articles" category of our analysis, we will know that a shift has occurred in *which* media outlets cover our organization and *how.*

Number of articles by country:

Explanation:

This section explores the geographic reach and international interest in stories relating to Wikipedia or the Wikimedia Movement. We used each publication's headquarters as its geographic position (e.g., *AllAfrica* is based in Nigeria, but as the name implies publishes stories throughout Africa). These data are included in *Table 2* below.

Analysis:

This section gives us the ability to see the international reach of our organization, where our messaging is resonating, and which countries are paying the most attention to us. Countries in Western Europe and North America had the highest share of articles published. Two of these three regions – North America and Europe – also comprise the largest fundraising blocs for the Wikimedia Foundation, globally.[2] Africa and South East Asia – outside of India – received far less coverage.

---

[2] North America: $45.3 million; Europe: $23.4 million (Source: Wikimedia Foundation 2014-15 Fundraising Report).

Table 1

Country	Total number of articles: Period one	Total number of articles: Period two
Australia	9	8
Brazil	2	3
Canada	11	9
China	1	3
Egypt	0	0
France	11	14
Germany	13	24
India	20	12
Indonesia	1	2
Italy	3	10
Mexico	4	3
New Zealand	1	1
Nigeria	0	4
Spain	13	3
UK	166	41
USA	379	207

These data are consistent with areas in which Wikipedia is used most frequently and where the Community is most robust. Now we have a baseline to which we can compare future international coverage (from pre-selected outlets) and illustrate where Wikipedia "hot spots" are. Moving forward, these data will be particularly helpful in determining which geographic regions and nations should be targeted for future messaging strategy and pitching efforts.

The results of this analysis indicate that **the Wikimedia Foundation has an opportunity to spend more time tailoring messaging strategies to East Asia, specifically China and Japan**.

Xinhua, China's largest wire service, and *JIJI,* Japan's largest wire service, both published few if any articles based on our analysis. *Xinhua* published one article in **period two** while *JIJI* published no articles in either **period one** or **period two**. It is imperative to engage these two countries – and the media within their borders – as they comprise the two largest economies in Asia and have two of the largest populations in the region. By offering more tailored messaging and outreach efforts, we will better able to connect with local audiences and media outlets. This will expand coverage and has the potential to increase user activity.

This effort will also need to entail a thorough media landscape analysis of the two nations in order to understand which outlets our messaging aligns with most and to identify which publications are most interested in building positive relationships with the Wikimedia Foundation. It should be noted that this portion of the audit only comprises major wire services, and therefore any smaller national or local outlets in China and Japan were not captured here. For a more broad look, please see the Meltwater analysis of this audit.

We also found that when the Foundation hosts or participates in an event outside the US, the result is a spike in press coverage within that nation. Take Spain for example: in June 2015, the Wikimedia Foundation accepted the Princess of Asturias Award; coverage was widespread in Spain in the days surrounding this event, with *EFE* ([Wikipedia: Receiving Spanish award is "incredible honor"](#)) and *El País* ([Wikipedia, Princess of Asturias Award for Cooperation](#)) driving coverage.

Coverage also tends to shift by location based on the temporality and resonance of certain messages and topics. In France, issues surrounding privacy and internet regulation drive a major portion of Wikipedia-related media coverage. A court ruling or the announcement of a new policy can also increase coverage: in April 2016 a [Swedish court ruling](#) was publicized by *AFP* and quickly spread throughout France, where a hotly contested debate on the subject of access to the public domain continues today.

Future implications:

In the future, this information will be helpful in determining which geographic regions, language regions (e.g., Spanish- or French-speaking regions), and nations we should target for future campaigns. We have now established a baseline of data to which we can compare future coverage to assess if certain regions see an increase or decrease in coverage.

The Foundation has recently undertaken a new strategy to increase its international presence by focusing concentrated outreach on the next billion people to come online. The New Readers Initiative has identified the following countries as areas of focus: Nigeria, India, Mexico, Brazil, Indonesia and Egypt. We have identified China and Japan as additional countries with which to engage, given their high importance in the geopolitical landscape and their large populations.

Finally, as more and more users shift to mobile platforms when using Wikipedia, another major campaign focus will be in attracting new users and editors across both mobile and traditional platforms.

Topic mentions

Explanation:

The data in this section can help us understand the most compelling or newsworthy topics being discussed and the prominence of certain themes. We chose a single, overriding topic after reading each article. Because some articles touch on a number of topics or themes, we chose the most prominent for the purposes of this audit.

Analysis:

Understanding what topics interest the media most – and which can shape a news cycle – is important to building stronger relationships with media outlets and in understanding which messages are resonating with the general public. *Figures 8 – 9* show the top 5 topic mentions during both **period one** and **period two**. In addition, there is a full catalogue of all topic mentions in *Appendix A (Table 4)*. The data in the Topic mentions section provides a broad overview of what media outlets have paid particular attention to over the last two years. This

analysis is particularly important to understanding where the media's interest lies within Wikipedia and the Wikimedia Movement.

Figure 8

Top Topics Mentioned: Period One
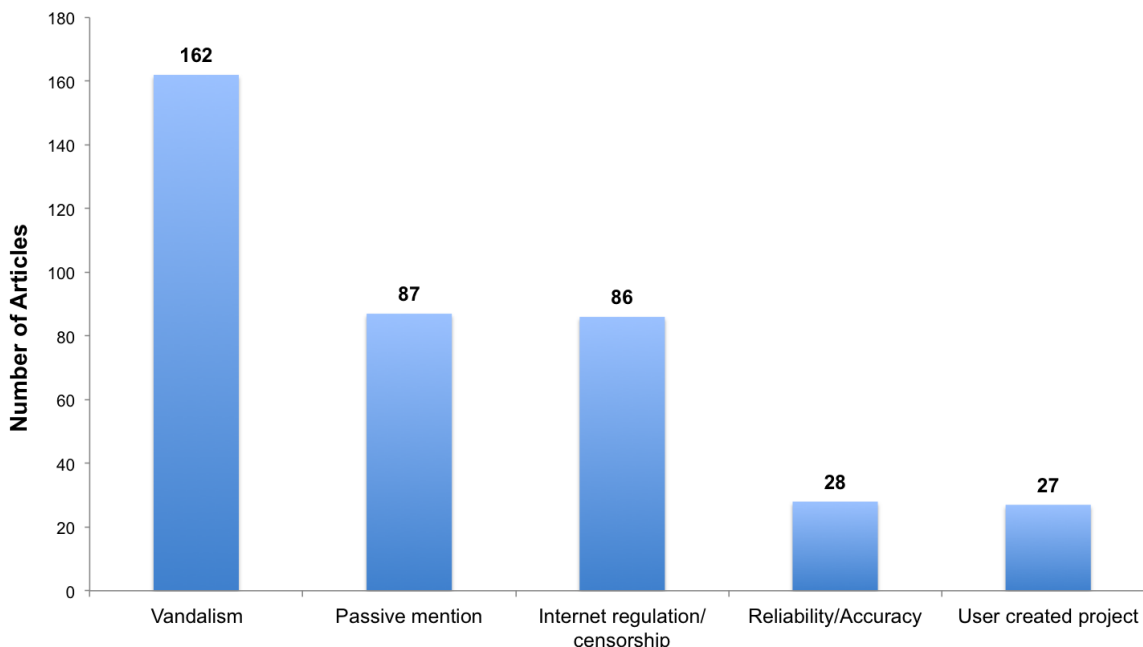
During **period one**, "Vandalism" was the topic written about most. Vandalism refers to any article written about edits made to a specific Wikipedia page that go against editing guidelines. These articles typically center on harsh or vulgar edits made to celebrity or politician pages. For example, in July 2015, editors changed several sentences in Nicki Minaj's article, as noted by *The Daily Mail*. For **period two**, Vandalism dropped to the second most discussed topic, after Wikipedia 15.

"Passive Mention" was the second most published topic, and we defined this as when an article is largely about a separate topic, but in which Wikipedia or the Foundation is mentioned briefly. Articles like this tended to focus on themes of technology, collaboration, or the open-source movement more broadly. When an author is discussing how an organization might build a collaborative movement, she might choose to reference a brand to help her readers contextualize the argument. For instance, in a *Wired* article published in July 2015, an author describes the "meltdown" of the Reddit community during the height of the Ellen Pao leadership

controversy; Wikipedia is passively mentioned as an example of an organization that has prevented the same situation through its organizational structure. Wikipedia shows up again and again through passive mentions in this way. As a Top 10 website, it is to be expected that the media will often reference our name and organization – even if the entire article does not center on us.

"Internet Regulation/Censorship" was the third most written about topic in **period one**, indicating that media outlets are interested in the way government bodies choose to restrict or influence the role of technology in society. Based on current organizational goals – like working with the French government to address issues with laws like Right to Be Forgotten – this is an important signal that the media has an appetite for our perspective on regulatory measures.

In articles published on or around August 21, 2015, the Russian government blocked all of Wikipedia because of an article describing cannabis. *The Independent* [was one of the first to break the story](). The move to block Wikipedia, which was quickly reversed after negative media coverage and the Russian chapter's swift editorial response, is just one example of how nations and governments try to regulate free knowledge. The spike in coverage around this date shows the widespread media attention paid to sudden acts of censorship by governments, and how the Wikimedia Movement is considered a bellwether for Internet freedom.

"Reliability/Accuracy" was the fourth most written about topic in **period one.** Articles on this topic tend to focus on studies published on Wikipedia's accuracy and result in both negative and positive news coverage. An example of negative coverage on this topic is seen in an article published in September 2015 in *Wired*, which focused on a study that found that the majority of editors in our community were "[rich, white and Western]()." On the other hand, a *New York Times* article published during the Ebola epidemic in October 2014 praised Wikipedia as a [trusted and noteworthy source of information]() on the outbreak. Most articles in this category were neutral in tone. The breakdown of tone in articles related to "Reliability/Accuracy" is as follows: 24% positive, 30% negative and 46% neutral. Coverage on this topic will likely continue to follow this pattern of both positive and negative stories due to the differing nature of studies and bias on the part of the authors.

Figure 9

For **period two** there was a tremendous amount of coverage on Wikipedia 15 (see full coverage report in *Annex B*). A great deal of proactive work was done to ensure that Wikipedia's 15th birthday produced as big a splash as possible. With roughly 900 articles published and an estimated reach of roughly one billion people, this is the best example of a Foundation-led narrative. For one, the blog post surrounding the festivities was crucial in driving coverage, especially among lower-tier outlets that we did not directly pitch. In addition, top tier outlets also referenced the blog post and the list of the 15 most edited articles. This particular list made its way into 10 outlets. Another prominent example of coverage resulting from this proactive pitching effort is seen in an article published by *The Economist* [detailing the success of the website and its 15 year history](). The days following January 15, 2016 showed a surge in positive news coverage of our organization, mostly around the narrative that Wikipedia is an indispensable force for good in the world. This campaign exemplifies the power of proactive and strategic media outreach.

Both "Vandalism" and "Passive Mention" remained in the top five most covered topics during **period two** being the second and third most covered topics, respectively (see *Figure 9*).

The remaining top two topics in **period two** were "Specific Wikipedia Page" and "Gender Issues," which received far less coverage than the top three topics. The former can be seen in

stories that focus on a specific Wikipedia page, like a celebrity's page or a page describing a little-known fact. One interesting article on this topic comes from a series run by *The Washington Post*. In March 2015, the outlet ran a story introducing America to Ted Cruz, which included references to text from Cruz's Wikipedia article and which referenced the site throughout. Another example comes from *Gawker*, which posts articles focused exclusively on pages deleted from Wikipedia. Ashley Feinberg, the author of these posts, often refers to obscure articles that have recently been deleted.

Articles published on "Gender Issues" vary from complaints about poor gender representation on Wikipedia to coverage of Art+Feminism edit-a-thons to stories about prominent female editors trying to make a difference. Emily Temple-Wood is a notable member of the community, and in March 2016, *The Washington Post* ran a story on the way she addressed discrimination as an editor. The sentiment had the following breakdown for the topic "Gender Issues:" 29% of stories were positive, 28% of stories were negative, and 43% were neutral.

For the majority of articles focused on "Passive mention" and "Vandalism," we found that the Wikimedia Foundation had no role in promoting the stories (based on story origin) and, in nearly every case, did not provide comment (we may not have been asked, or we may have declined): our organization was neither reactive nor proactive in these stories, and instead was largely side-lined. The stories falling under the two most covered topics had to do with non-policy or technology related news and oftentimes the premise or inherent message of these articles was that Wikipedia is unreliable.

Overall, this section provides context for the media's interest in our organization. Some topics were the result of proactive media engagement and some were reactive (e.g., offering a statement on the gender gap). But the vast majority were stories over which we had no control or input: stories that don't involve the members of the Movement or our organization in a real way, but which dealt with Wikipedia in an observational way.

Future implications:

By monitoring articles and their subject matter, we are better able to understand what top journalists are saying – and where and in what way we should be directing messaging and resources. It is imperative to continue monitoring stories and conversations that originate without input from the Foundation. In addition, it is suggested that the Communications team think critically about ways to reduce the frequency of being side-lined by a media culture dominated by loose and – in the case of vandalism articles – frivolous journalism. This is especially true of article about vandalism or on in which we are passively mentioned.

Keywords

Explanation:

In coordination with the WMF communications team, we identified 16 keywords from Foundation messaging to monitor during the audit process. During the initial analysis of coverage, we read all articles and noted the number of times one of the 16 keywords were mentioned or discussed.

Analysis:

Between **period one** and **period two**, our analysis found that the share of keyword mentions remained roughly consistent. The four most-mentioned keywords were: 1) Free, 2) Community, 3) Knowledge and 4) Access. Although the number of mentions varied slightly between **period one** to **period two**, it is clear that the subject of the majority of all articles assessed focused on these four topics, as seen in *Figure 10.*

Keywords offer an in-depth perspective of what drives media interest in our organization and how our messaging resonates in earned media coverage. The media's use of certain keywords (for example, "Gender Issues") may wax or wane depending on current events. Gender issues, as a topic, were more prominent during **period one** (88 mentions) when several editorials and long-form articles were written on the gender gap. Specifically, coverage in 2014 focused on the lack of diversity within the editing community. Articles like *The Atlantic*'s Wikipedia's Hostility to Women are a notable example of this theme. Gender gap coverage was partially spurred by a report released in 2014 in the *Journal of Information, Communication and Society*, which detailed the "internet skills gap."

Figure 10

Total Number of Keyword Mentions:
Period One & Two
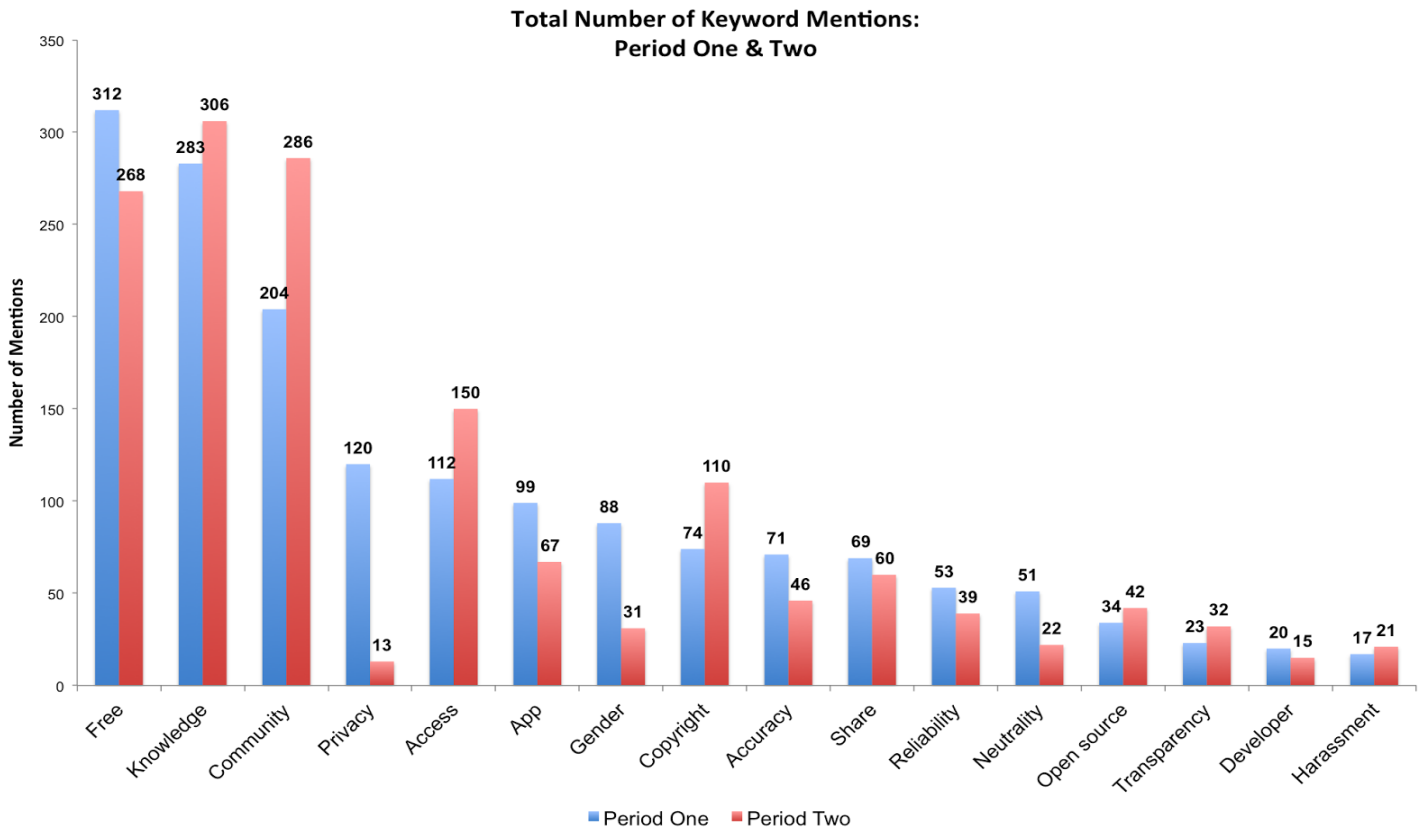
In **period two,** the prevalence of stories on gender decreased dramatically (a net difference of 57). Articles in **period two** dealing with gender were mostly centered on the popular Art+Feminism edit-a-thons, as seen in this article from *Vice,* Breaking Records at Art+Feminism's Wikipedia Edit-A-Thon. There was also a flurry of articles in the second period that discussed the gender gap after Andrew Lei penned an op-ed in the *Washington Post*. In addition, coverage of "Gender Issues" likely declined in **period two** because the subject had been covered so much in the previous year; it was no longer newsworthy.

Discrepancies can be seen with other keywords as well. Harassment is currently a hotly debated topic across Silicon Valley. In our analysis, however, it was the least mentioned keyword across both **period one** and **period two**. There are a variety of factors that may describe this, the most notable of which is that the Foundation has not recently undertaken concerted messaging efforts on this topic. Should the Communications team and the broader Foundation decide to begin messaging around this, the number of mentions in articles would likely increase substantially. Despite a scathing article published in *Vice Motherboard* in May

2016, it appears that harassment within the Wikimedia movement has not been a topic media outlets are interested in reporting on. Had the *Vice Motherboard* article spurred coverage in other outlets, harassment may well have become a major keyword for **period two.**

It is also important to note that, between **period one** and **period two,** there is a discrepancy in the number of mentions of the keyword "Copyright." While this keyword was not in the Top 5 Keywords mentioned in either time period, it has special importance to the Foundation due to its impact on issues including freedom of the public domain and censorship. In **period one**, "Copyright" was mentioned 74 times; in **period two** this number jumped to 110.

The increase in total mentions of the keyword "Copyright" does not seem to have a clear origin, based on the story these particular data tell:
- Number of articles with at least one mention of "Copyright"
    - **Period one**: 27
    - **Period two**: 25
- Average number of copyright mentions per-article:
    - **Period one**: 2.6
    - **Period two**: 4.2

The majority of articles mentioning this keyword focused on outstanding legal battles or the conclusion of court cases. For instance, in a *Wired* article entitled, "Happy birthday and monkey selfies -- why copyright matters," the author discusses the infamous monkey selfie case. In these articles, the discussion focuses on the way our free and open Internet values can come into conflict with legal frameworks. In **period one**, 12 articles were written on legal or court cases; in **period two** there were 11 articles on legal or court cases.

Overall, the top four keywords were all positive-leaning topics for the Foundation. Stories on "Knowledge" and "Community" are particularly powerful ways for the Foundation to promote its mission and successes. The fact that the keyword "Free" was the number one keyword mention for **period one** to **period two** signifies that this is one Wikipedia's biggest selling points.

Word-by-word overview:

Free, Knowledge & Community

These words from our current messaging seem to resonate and each has yielded a high mention rate. In **period one**, the average monthly mentions stood at 24, 21.8, 15.7, respectively. In **period two**, the average mentions were 20.6, 28.3, and 35.8, respectively. We will continue to emphasize them in Wikimedia messaging, including assessing ways to further increase the coverage of these keywords.

Access

Access was the 4th most frequently mentioned key words in selected publications, meaning the mention rate was high. In **period one**, there was an average of 8.6 mentions per-month. In **period two**, this average jumped to 18.8 mentions per-month. This is large increase is attributed to an overall increase in coverage on topics like Gender (5 articles), WP Zero (6), New product launch (6), Knowledge Engine (7), WP 15 (8). These five article topics cover 31 of the 75 articles in which "Access" is mentioned.

Transparency

The mention rate was low for this keyword. In **period one**, the average monthly mention was 1.8 and, in **period two**, this increased to 4 mentions. Transparency is a core value of the Wikimedia Foundation. The Communications team will discuss the importance of transparency for our messaging strategy. If identified as priority, we'll find opportunities to increase storytelling around transparency and aim to raise mentions.

Harassment

This keyword had a surprisingly low mention rate: in **period one**, average monthly mentions stood at 1.3 and, in **period two**, they slightly increased to 2.6. Although the harassment debate has grown in recent years and become more prominent on the Wikimedia projects, it has received little attention from the media. This could grow as it becomes a more prominent issue in the Wikimedia community.

Privacy

Privacy had a high mention rate, especially in **period one** (9.2 average monthly mentions) due to the NSA lawsuit, which garnered significant press. But it dropped dramatically in **period two**

(1.6), reflecting that Wikimedia and privacy are not usually discussed in major media unless we have a news event.

Open source & Developer

These two keywords are among the least frequently mentioned, indicating that current messaging in the tech space is not resonating as it is within other media sectors. For period one, open source and developer had an average monthly mention rate of 2.6 and 5.3, respectively. For period two, rate was lower at 1.5 and 1.9, respectively. Future messaging on the Open Movement and should include a focus on the tech behind the movement and the developers who make it happen. More attention is also needed on developers when we launch new products.

Neutrality

Neutrality had a very low mention rate, either indicating that outlets are not interested in this topic or that we have not done enough proactive pitching to generate interest. Average monthly mentions stood at 3.9 for **period one** and 1.9 for **period two**, respectively. Net Neutrality stands out as one example on which these keywords were covered.

Reliability & Accuracy

Both of these keywords had a low mention rate, with Reliability generating an average monthly mention rates of 4.1 (period one) and 5.5 (period two) and Accuracy generating a monthly rate of 4.9 (period one) and 5.7 (period two). Both keywords relate to the content across our projects. Outlets tend only to mention these words when writing about a study that either shows that Wikipedia is scientifically reliable/accurate or not. These keywords are also sometimes mentioned in articles written about vandalism. More proactive stories should be pursued, especially when new data are released to ensure our status as a trustworthy and accurate source of information.

App

Mentions of the keyword App are typically found in stories on a Wikipedia app launch or update. This word had a medium mention rate, with an average of 7.6 and 8.4 monthly mentions in

period one and **period two**, respectively. Although this keyword does not fall into the top five keyword mentions, it is a highly relevant and visible part of the Foundation's messaging.

Gender

The mention rate for Gender issues was low, with an average of 6.8 monthly mentions in **period one** and 3.9 during **period two**. The keyword was more prominent during **period one** (88 total mentions) when articles were written on the gender gap and the lack of diversity within the editing community. In **period two**, the prevalence of stories on gender decreased in monthly mentions, covering more positive topics like the popular Art+Feminism edit-a-thons.

Copyright

Copyright had a medium mention rate, with average monthly mentions changing greatly between **period one** (5.7) and **period two** (13.8). This keyword often crops up in articles surrounding legal issues. Generally articles in which this keyword are mentioned are solely about Copyright issues. There was an increase in mentions in P2, mostly stemming from articles that re-hashed the monkey selfie story and cases relating to artwork placed on a Wikimedia project.

Share

The average monthly mention rate of this keyword was low: Mentions of Share increased slightly from **period one** (5.3) **period two** (7.5). This is attributed to article topics like WP15, WP Zero and New product launch being covered. Overall, mentions of this keyword have remained low over time. Because this is a fundamental part of our mission, more proactive story telling on this topic is suggested.

Future implications:

It is helpful to know which keywords outlets found relevant and important across time and how keywords affect the total number of articles in a given month. For the two time periods assessed, it is possible that certain keywords will remain popular (like "Knowledge" or "Community") because they are fundamental to Wikipedia and the Wikimedia Movement. Others may crop up here and there based on research published at a certain time or the happenings of world events, like an uptick in harassment cases or a new form of censorship. Keywords like

"Copyright" and "Harassment" will need to continue to be assessed to see what, if any, significant changes take place in the next audit.

Sentiment analysis

Explanation:

Sentiment analysis is a useful way to gauge the media's perception of our organization. In this section, we divided the tone and sentiment of an article between three categories: neutral, positive, and negative. We assigned a percent value for each article, with some being 100% in one category and others being dispersed across all three categories. In the case that an article's sentiment was not 100% in one category, we rounded sentiment to the nearest 10% (e.g., 70% positive, 30% neutral).

Analysis:

Of all the analyses performed in this audit, sentiment is perhaps the most important: it offers a chance for us to understand how the media – and the public, at large – feel about Wikipedia and the Wikimedia Movement. It is a useful tool to use to gauge how a certain breaking story (e.g. controversy around Lila Tretikov's tenure) affects the public perception of our organization. In this way, we can learn a great deal about which narratives to push, which to downplay, and those which should be ignored altogether.

As seen in *Figures 11 – 12,* the overwhelming majority of articles were neutral in tone. During **period one**, roughly 70% of articles were tagged as neutral, 20% of articles were deemed "Positive," with only 10% of coverage being termed "Negative." This was roughly consistent with **period two** where 60% of articles were neutral, 25% were positive, and 15% were negative.

Figures 11 - 12

The high degree of neutral articles is due to article topics like "passive mention" and others that neither paint our organization in an overtly negative or positive light. The sentence, "websites like Wikipedia have changed the way we consume information…" is a prime example of why neutrality is nothing to fret over. Another example is seen in a February 2015 article that appeared in *VentureBeat* entitled, "[OpenStreetMap, the Wikipedia of maps, now offers A-to-B directions on its site to solicit more edits](#)." Calling OSM "the Wikipedia" of maps shows that we are a figurehead in the open source community.

Stories marked "Positive" were frequently associated with topics like "Wikipedia 15," "New product launch," or "Community." Stories marked "Negative" focused on topics such as "Gender issues," "Knowledge Engine," "The Decline of Wikipedia" or "Community discord." [3]

While a higher proportion of positive articles would be preferred, it is not an objectively bad thing to have high proportion of neutral articles, especially when accounting for the top keyword and topics of articles (most of which were neutral, as well). For some organizations, especially those with troubled relationships with the public (e.g. Congress), this would be a highly valued result.

Future implications:
This section is particularly important for assessing how sentiment changes over time. If the gender gap remains (or if it worsens), we may expect a slight rise in negative coverage. Similarly, if the gender gap is found to have been resolved, we would likely see a marked

---

[3] For further information, please see Keyword and Topic mentions sections.

increase in positive coverage. Regardless of the topic and its sentiment, this section provides an important view into how Wikipedia and the Wikimedia movement are perceived by members of the media and the public at large.

Top authors

Explanation:

This section examines the authors writing the most stories on Wikipedia or the Wikimedia Movement.

Analysis:

Both authors with whom we have strong and poor relationships made their way into the top ten. In *Table 2*, we see that writers like Paul Sawers (*VentureBeat*) and Caitlin Dewey (*The Washington Post*) were among those who made the list from the friendly side. In addition writers like Jason Koebler (*Motherboard*) were among those who made the list from the less friendly side.[4]

The spread of articles between friendly and less friendly is weighted towards the friendly or neutral side. Jason Koebler is the only overtly critical author to make this list. One article in particular, "The Secret Search Engine Tearing Wikipedia Apart," helped to spur a flurry of negative coverage from other outlets like *The Next Web* and *The Verge* in February 2016. Although several outlets reported the grant the Wikimedia Foundation received to pursue this project, *Motherboard* was the one of the first articles published – and certainly the most vehement – on the negative aspects concerning the topic. As such, we gave this article a full negative rating (100%) in our analysis. Coverage surrounding Knowledge Engine was 64% negative and 36% remaining neutral. 0% were marked positive.

Table 2

Outlet	Author	Number of articles
VentureBeat	Paul Sawers	18
The Washington Post	Caitlin Dewey	10

---

[4] For more detailed information on each author's most-written about topic and average sentiment, please see *Table 7* in *Appendix A*.

Gawker	Andy Cush	10
Vice Motherboard	Jason Koebler	7
The Guardian	Randeep Ramesh	6
The Independent	Andrew Griffin	6
TechCrunch	Sarah Perez	5
The Times	James Dean	5
The Verge	James Vincent	5
Engadget	Mariella Moon	4

With regard to positive story trends, authors like Paul Sawers of *VentureBeat* routinely help the Foundation spread information about new product launches and is often one of the first to publish a story on an app update. In March 2016, when the updated iOS app was launched, he published one of the first articles; coverage quickly appeared in numerous lower-tier outlets.

Overall, the data in this section indicate that a majority of the top writers who author stories on Wikipedia do so in a positive manner. This means that outreach efforts to writers like Paul Sawers continue to be strong, yielding favorable coverage. It also means that outreach efforts to outlets that routinely publish negative articles on Wikipedia need to be assessed.

Table 7, located in *Appendix A*, adds further detail to which topics each author wrote on most and the average sentiment across each author's articles. This kind of analysis allows us to better understand individual reporters, their attitudes towards the Wikimedia Foundation, and which topics interest them. This is a useful tool to use when building future press lists, as we can more accurately gauge whether pitching a certain reporter will pan out or not. For instance, in *Table 7* we find that author Andy Cush writes almost exclusively on specific Wikipedia pages and vandalism, of which 5% were positive, 15% were negative, and 80% were positive. This tells us that, while the type of article he writes is neither groundbreaking nor substantive, his sentiment is heavily neutral.

Future implications:

It will be important to keep a running order of which outlets and authors continue to publish positive and negative stories. It is clear that authors like Paul Sawers and Jason Koebler will continue to pursue stories in the same way they have. Fostering relationships with both

friending and unfriendly journalists is recommended as way to improve media relations across the board.

Story origins

Explanation:

We assessed each article based on its origin. "Proactive" describes an article that was part of a strategic media push (e.g., Wikipedia 15)[5] ; "Reactive" describes an article for which we were asked for a comment and provided one (e.g., Knowledge Engine); and finally "Passive" describes an article that was written completely independent of the Foundation or one in which we may have been asked to comment and passed on the inquiry.

Analysis:

The origin of a given story is an increasingly important example of how the Wikimedia Foundation interacts with the media. We have presented the resulting information in the Share of Story Origin (SoSO) pie graphs, one for each time period (*Figures 13* and *14*).

The vast majority of story origins were "Passive," at 65% for the **period one** and 63% for **period two**. The origin with the second highest proportion of stories was "Proactive," followed by "Reactive." *Figures 13* and *14* show that the origins of a story were roughly constant across time – each story origin label saw a percentage change of less than ±4% across time. This indicates that this proportion will likely remain the same, barring a significant shift in the way that the Communications team pursues pitching or reacting to stories.

One notable example of a strong and coordinated "Proactive" push is the blog post announcing the *Wikimedia v. NSA* court case. This blog post enhanced our messaging strategy when pitching reporters on the subject and offered them the chance to go directly to the blog for quotes and statements. The resulting spike in media coverage was notable, as seen in *Figure 1* (roughly 30 articles). A more ubiquitous and established example of how the blog spurs coverage is seen with new product launches. When authors write articles detailing an updated iOS app (*The Next Web*, March 2016), for instance, there is nearly always at least one quote

---

[5] This includes articles spurred by social media efforts (e.g., coverage surrounding the blog post on the Wikimedia Foundation suing the NSA).

pulled directly from the blog post in each article. Often, the entire blog post has been pasted at the end of the article, reading like a statement or press release put out by the Foundation. These examples demonstrate the need for the Foundation to continue to align its social media and blog posts with on-going messaging strategies and press pitching efforts.
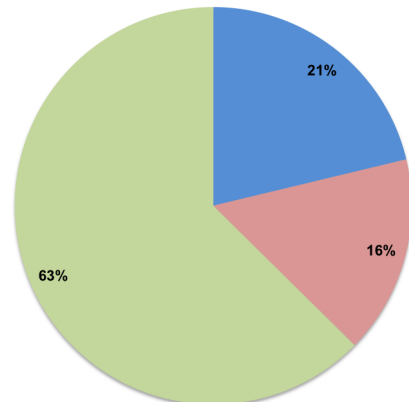
Figures 13 - 14

Share of Story Origin: Period One
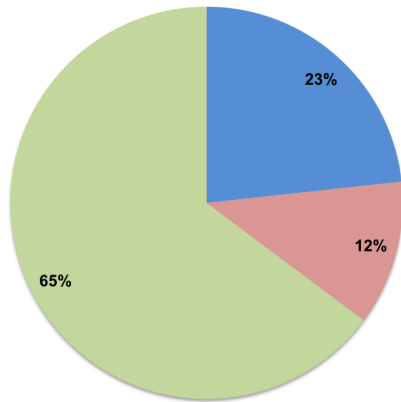
Share of Story Origin: Period Two

- Proactive ■ Reactive ■ Passive

- Proactive ■ Reactive ■ Passive

Future implications:

These data will be useful to reference in the future. As our communications and messaging strategies change and are informed by this audit, we will determine new ways of pitching outlets and whether this results in an increase or decrease in media coverage. Additionally, as the Social Media component of the Communications team becomes more formalized and built-out (in terms of dedicated staff and editorial plans) and as each platform's following increases, it will increase the proportion of social media-based stories in "Proactive" category of the SoSO spread.

As such, the impact of social media should be considered as a core component in our strategy to increase proactive media relations. This would benefit the Foundation in several tangible ways, including allowing us to better control and shape narratives. We recommend pursuing proactive pitching and media strategies that rely on accompanying editorial content (e.g., a blog post highlighting the subject we are pitching). By engaging outlets in a compelling way we are

better poised to garner coverage and shape the narrative in a way that benefits our programs and organization.

Finally, the Communications team currently provides comment on articles infrequently, generally based on the tier of the outlet (i.e., we prefer upper-tier outlets over lower-tier publications and blogs), and whether a comment would shed positive light on our organization. In the future, it is suggested that we begin to check the sentiment, tone and the author and outlet's history with Wikipedia. This will help us gauge whether it is worthwhile to offer a comment, should one be requested. For instance, given the articles written by Jason Koebler (*Motherboard*) recently, offering a comment would most likely do little to advance our messaging strategy.

Recommendations

We've learned a great deal of new information about the Wikimedia Foundation's messaging strategy through this audit. Following are a number of recommendations that are informed by what we've learned and which aim to help the Communications team increase reach, develop better methods of storytelling, and succeed in securing better and wider press coverage.

Campaigns work

When we take the time to sufficiently plan around big news, we tend to get big results (e.g. Wikipedia 15 or the NSA lawsuit). We recommend that the Foundation focus on planning and executing large-scale, detailed and well-planned campaigns when the occasion is called for. To start this process, we have identified a few steps that help ensure a successful campaign.

First, we recommend engaging our global network of local Wikimedia community chapters. The Foundation needs to support the local chapters by developing multimedia materials (like social media plans or media training) for big campaigns. It is critical to give these chapters enough lead time to get prepared. By increasing a local chapter's ability to engage with local press, we are better positioned to expand reach and dive deeper into target regions and countries.

Another key point is to leverage talent across all relevant teams in the organization during a campaign. We've seen that when Product, Legal, Partnerships and Communications work together, with enough time, the launch of an app or new program can easily garner 50 or more media hits. In addition, it is important to activate around actual news. Emphasising new or previously unreleased information is another example of smartly executing a campaign (e.g., most edited articles push during the Wikipedia 15 campaign). Finally, it bears repeating that advance planning is crucial to a campaign's success.

Engage globally

As a global organization, it's important to be embedded in the global community. We engage in dialogue with reporters in countries that happen to be mainly English-speaking, yet we tout the hundreds of languages in which Wikipedia is available.

To fix this gap, we recommend the following options. First, the Foundation should set out to identify spokespeople within local Wikimedia chapters that can speak clearly and intelligently to the work of the Wikimedia Foundation. It is also crucial to ensure that there is advance translation of materials for global announcements. For the purposes of sharing these materials, it is also important to create, curate and maintain a global list of Wikipedia-dedicated journalists and include them in press announcements -- big or small.

In terms of regional priorities, we suggest focusing first on Asia, with an emphasis on Hong Kong and Japan. This suggestion is informed above in the report, based on the analysis of data we've presented. To get granular, Japan is one of our largest traffic sources but represents a relatively smaller proportion of earned media than other countries with lower traffic metrics.

Another priority is to target top-tier Spanish language news sources. Outlets like *El Pais* and the Spanish wire service *EFE* can translate to truly global coverage. For instance, an article that originates in Spain may spread to the whole of South America, depending on the source and story. This was seen clearly with coverage surrounding the Princess of Asturias Awards coverage in 2015.

Vandalism pushback

Vandalism was identified as one of the most popular topics across all articles. It ranked first in **period one** and ranked second in **period two**. This presents a problem for our messaging strategy, because it causes global readers to direct a disproportionate amount of attention to a specific aspect of editing on Wikipedia.

Currently, vandalism accounts for almost 20% of all articles across both time periods. However, according to a recent study by researchers Bauhaus-Universität Weimar, most edits are constructive, with vandalism occurring in only 7% of all edits. To fix this, we recommend turning negative press coverage on vandalism into positive press coverage by changing the narrative.[6]

The first step is to highlight the good work our community does in the way of policing vandalism. One example would be to proactively pitch a story highlighting the top five "vigilante" editors

---

[6] This study, from University of California Santa Cruz, has also revealed significant findings about the share of vandalism edits on Wikipedia.

who frequently catch and amend vandalism. This has the added benefit of bringing a face to the reliability and accuracy of Wikipedia. Another example would be to use media inquiries around vandalism to get out positive messages of contribution and encourage people to fight back by "helping, not hurting." Finally, when we get these inquiries, we recommend rapidly issuing short responses that focus on a simple, consistent main message.

Position the Foundation as a leader in the Open Movement
We have an opportunity to double-down on several elements of the "open" narrative. Currently, we aren't getting the credit we deserve for our work in open software development and open source culture development. But that is only part of the equation.

In order to own and increase the visibility of our involvement in the open movement, we should actively engage in more storytelling about our work on open software development and the way in which our community helped bring about the open movement, more generally. One way to achieve this is to continue messaging around the idea of Open vs. Closed (as opposed to Left vs. Right).

In addition, we advocate for the Foundation to continue sending high-level staff to open source conferences and events. A continued presence at places like Mozilla Festival and the Open Street Maps conference can go a long way to establishing relationships and, equally as important, receiving the recognition we deserve as pioneers in the open movement space.

Neutrality
Given today's record levels of partisanship and polarization, and the continued rise of opinion-based media (perhaps embodied most in the U.S. election), we have an opportunity to bolster our messaging around neutrality.

One strategy to introduce more messaging around neutrality would be to pursue a post-election gag along the lines of "The election is over: it's time to get back to the facts now." Another option would be to bring back "Citation needed" messaging to both mainstream and fringe media. One way to achieve this is pushing out our balanced coverage of the most controversial subjects. A novel strategy to achieve this goal would be to introduce a breaking news Twitter feed that pushes out neutral content when controversial events transpire.

Find the controversy

If it bleeds, it leads. In addition to pursuing the return to neutrality, we also recommend seeking out and dispelling controversial issues. In the past, we've been successful in calling out and taking a stand on issues that energize the community and the media. The NSA lawsuit is a perfect example of this. As mentioned above in the report, we tend to get the most coverage outside the U.S. when we find a legislative issue or event to challenge.

First, we recommend identifying hot-button issues that affect our organization and our mission. Diving into the fray may seem imprudent, but doing so in a careful, clever and snappy manner could yield significant results. Part of the success of an effort like this depends on finding a non-Foundation partner to stand by our side; going it alone won't cut it. Again, the NSA lawsuit provides a useful example: the added heft of partnering with the ACLU increased the legitimacy of our core argument and allowed our message to spread further by utilising the ACLU's networks and media streams.

Leverage positive studies

Finally, we recommend doing more to promote the studies and reports that showcase the reliability and accuracy of our content. Currently, we get relatively little coverage out of studies about the reliability of our content.

One way to better leverage the science behind Wikimedia's accuracy is to consider positioning Wikimania as, in part, a scientific conference. This has the benefit of encouraging researchers to publish major science about Wikipedia, free knowledge, and open movements and to do so at our event. Indeed, this has the potential to increase the coverage generated around the annual conference, as well.

Section three: Meltwater analysis overview

In **Section three**, we used Meltwater analytics to better understand the coverage that Wikipedia and the Wikimedia Movement have received since October 2014 across the board. This secondary analysis provides a broad understanding of the global media landscape and our place within it, albeit with less granularity than **Section two's** analysis. There are several reasons for the distinction between the two analyses, but most notable are a difference in search parameters and a difference in the type of outlets analyzed.

For **Section three's** analysis, **period one** extends from October 1st, 2014 until September 30th, 2015, while **period two** extends from October 1st, 2015 until May 31st, 2016. These time periods do not match **Section two's** time periods due to a search parameter discrepancy within Meltwater's analysis tools, which are only capable of analyzing a maximum length of one year.

Meltwater's search database covers more than 200,000 online news sources in 202 countries and 87 languages and our search for **Section three** included all of these global online news sources but excluded Meltwater's social media search capabilities (which tracks Twitter, YouTube, Facebook, and non-editorial blogs). Having access to this trove of writers and publications allows us to gain a deeper and broader understanding of the coverage we have garnered. Using a higher number of outlets increases our understanding of what we're doing right and what we're doing wrong. It also helps us understand the conversations that are happening about our organization and community, whether we were asked to participate or not.

The search parameters were defined by the Boolean query below:

(title: "Wikimedia" or title: "Wikimedia Foundation" or title: "Wikipedia editor" or title: "Wikipedia" or (title: "Jimmy Wales" near/20 "wiki")) NOT ("credit: wikipedia" or "according to wikipedia" or "credit: wikimedia commons" or "photo by wikipedia" or URL:"http://detail.chiebukuro.yahoo.co.jp/qa/question_detail/q12162854327" or URL:"http://detail.chiebukuro.yahoo.co.jp/qa/question_detail/q13162845843" or URL:"http://detail.chiebukuro.yahoo.co.jp/qa/question_detail/q11162845546" or URL:"http://chiebukuro.yahoo.co.jp" or "sourceid:108199" or URL:"http://www.usnewsdaily.net/*"*

or URL:"http://usnewsdaily.net/" or URL:"https://www.scribd.com/*" or URL:"www.scribd.com/doc/*" or URL:"http://detail.chiebukuro.yahoo.co.jp/qa/question_detail/q*")*

The Boolean terms in this search were determined in collaboration with the Wikimedia Foundation Communications team and Meltwater customer support to focus on Wikimedia- and Wikipedia-focused news coverage, including news related to Jimmy Wales in his capacity as the co-founder of Wikipedia (where the term "Jimmy Wales" was found within 20 words of the term "wiki" in any given article). Search results excluded from the analysis (defined by the terms following the "NOT" in the Boolean query above) include passive mentions of Wikipedia or Wikimedia Commons as sources for either information or media, such as freely licensed photos for news stories.

Also excluded from the analysis were bot-generated posts that did not qualify as media coverage. For example, a number of automated posts were found to be PDFs of Wikipedia articles. These were excluded to focus search results on relevant media coverage taking place on legitimate news sources.

Another important component of this analysis to discuss is the advertising value equivalency (AVE) section, which estimates the dollar value of media coverage by comparing it to an equivalent volume of paid-for advertising. Meltwater uses the below formula to estimate AVE:[7]

> *AVE = (Unique Visitor Value)* x (*Estimated value of given media hit*) x (*Estimated probability that a unique visitor reads the given article on that publication*)

Meltwater uses comScore's analysis of website traffic to determine the Unique Visitor Value, which is based on the unique number of IP addresses that have visited a given publication within the last month. Meltwater's estimated value of a given media hit is a conservative $0.371 (about 37 cents). Meltwater's estimated probability that a unique visitor reads the given article on that publication is .025 (or 2.5%). With these values, the formula becomes:

> *AVE = (Unique Visitor Value)* x (.371) x (.025)[1]

---

[7] The above is Meltwater's proprietary formula to estimate AVE. There is no universal AVE formula.

Overall, the Meltwater analysis reflected similar themes found in **Section two's** analysis. Beyond that, it offered a broader view of the media coverage Wikipedia and the Wikimedia Movement received during **period one** and **period two** by analyzing a wider scope of outlets. This enables us to better understand how lower-tier outlets wrote about us.

The sentiment analysis in this section, however, tells a different story compared to **section one's** analysis. This is likely caused by the fact that Meltwater's accuracy for English-language Sentiment Analysis is 62.75%. As such, sentiment from **section three's** analysis reflected similar trends but showed different proportions of sentiment: the proportion of "negative" and "positive" articles was lower in **section two** than it was in **section three**, meaning a greater number of articles were marked neutral for the latter section.

One unique aspect of this analysis was that it allowed us to compare metrics like Number of articles written to AVE or Potential reach. We were able to isolate spikes in coverage – say around the *Wikimedia v. NSA* lawsuit – and were then able to see how this spike in coverage spread across the globe. This deepens our understanding of how stories evolve and develop in the global media and how we can best position ourselves for positive and larger-scale coverage in the future.
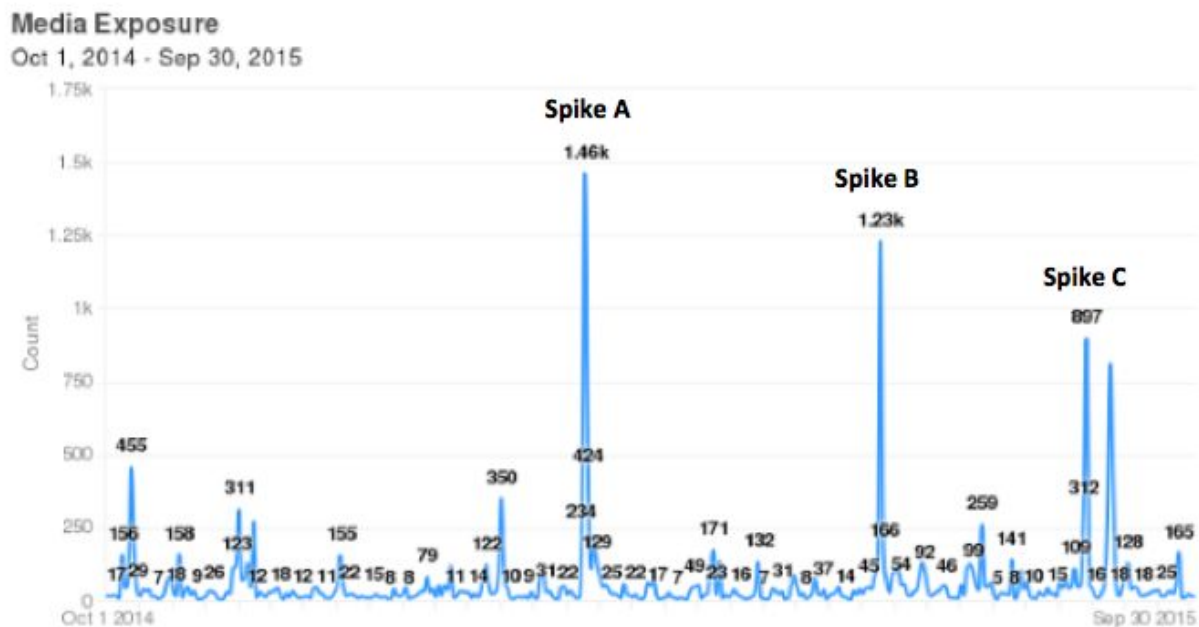
Data analysis

Number of articles written

Figure 15, below, illustrates the number of articles written each month in **period one** (20,856 hits) and shows several major topics that resulted in a spike[8] during in this period..

- In March 2015, coverage around the NSA lawsuit resulted in 2,120 articles and a potential reach of roughly 4 billion people (See Spike A).
- In June of that year, coverage spiked after the Wikimedia Foundation won the Princess of Asturias Award, resulting in 1,229 articles and a potential reach of over 3.2 billion (See Spike B).
- Finally, in August there was a spike in coverage after Russia temporarily banned Wikipedia, which resulted in 897 articles and a potential reach of over 4.3 billion (See Spike C).

Figure 15

---

[8] The spikes we have identified as interesting for the purposes of this report do not necessarily indicate that *all* articles written on a given date were on a single subject. Where there were spikes in coverage, we read through all articles posted on that date and chose the topic(s) that received the highest share of articles.

Figure 16, below, illustrates the number of articles written each month in **period two** (13,123 hits). We identified several major story spikes below:

- In December 2015, two stories drove a spike in coverage. First, was a story about a fan who edited Wikipedia to get backstage at a Peking Duk concert and second was a story on the roll-out of Wikipedia's new robot editor. Together resulted in 195 articles and a potential reach of roughly 2 billion people (see Spike A).

- In January 2016, there was a massive spike in coverage surrounding Wikipedia's 15th birthday, which resulted in a total of 2,681 articles with a reach of well over three billion people (see Spike B).

- In February 2016, Founder Jimmy Wales gave an impassioned speech about how Wikipedia wants to "make the world a better place" during the World Mobile Congress, which generated 251 articles with a reach of 219 million (see Spike C). Additional coverage focused on Wikidata.

- Later that month, former Executive Director Lila Tretikov resigned her position at the Foundation, which resulted in roughly 257 articles with a reach of roughly 370 billion people (see Spike D).

- In March 2016, coverage of a Wikipedia 'speech engine' for the visually impaired, coverage surrounding Emily Temple-Wood's response to harassers, and articles on the updated iOS app garnered over 194 articles with a reach of 250 billion (see Spike E).

- Finally, in April 2016, a flurry of articles were written over reports that traffic to Wikipedia terrorism entries plunged after Edward Snowden revealed surveillance information, resulting in roughly 100 articles that reached nearly 650 billion (see Spike F).
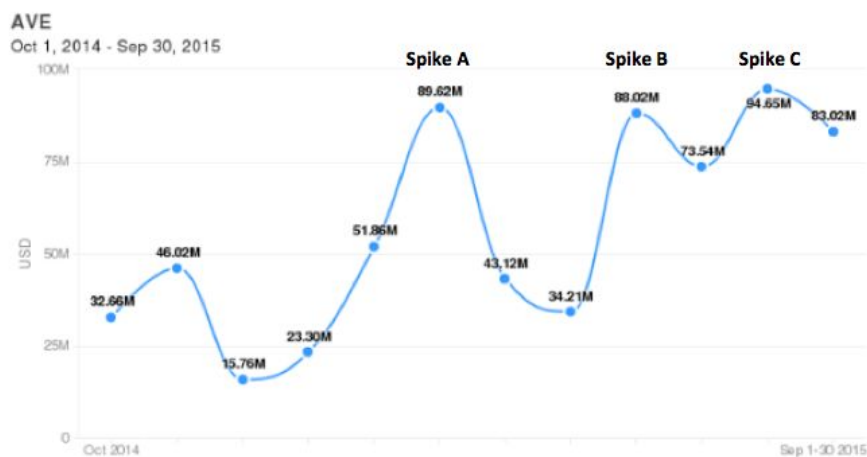
Figure 16

Advertising value equivalency

The Advertising value equivalency (AVE) graph shows the amount of money the Wikimedia Foundation would have paid for the coverage it earned had it not been for free. Overall, AVE data aligns almost identically with spikes in total number of articles being written. For instance, around Wikipedia 15, there is a strong correlation between the number of articles written the AVE figure (in total, over $675 million in free coverage). Below, we've outlined spikes in AVE.

For **period one**, AVE amounts to $677,484,906. Below, in *Figure 17*, there are clear spikes in the amount of money it would have cost to generate the same amount of coverage. These spikes correlate to the Number of Articles Written section above. The Advertising value equivalency for each of the spikes is as follows:[9]

- In March 2015, the advertising equivalent around the NSA lawsuit was $66.45 million (See Spike A).
- In June 2015, the advertising equivalent for the Princess of Asturias Award coverage was $43.6 million (See Spike B).
- Finally, in August 2015, the advertising equivalent for the coverage surrounding the Russian government's ban on Wikipedia and Wikipedia's ban on sockpuppet editors was $115 million (See Spike C).

Figure 17

---

[9] Please note that *Figures 17 - 18* show AVE on a monthly basis, meaning that each "spike" is showing a specific event within the context of an entire month's AVE. Weekly charts may be requested by speaking with The Wikimedia Foundation Communications team.

For **period two**, AVE amounts to $372,051,176. *Figure 18* shows clear spikes in coverage and the equivalent advertising value. These spikes correlate to the Number of articles written section above. The AVE for each of the spikes is as follows:

- In December 2015, coverage surrounding a music fan who edited an artist's page in order to gain access backstage and coverage surrounding a new robot editor on Wikipedia resulted in more than $20 million in free coverage (See Spike A).
- In January 2016, coverage of Wikipedia's 15th birthday celebration resulted in over $35 million in free coverage over the span of four days (See Spike B).
- In February 2016, coverage on Jimmy Wale's speech at the Mobile World Congress and coverage surrounding news about Wikidata resulted in $2.8 million in free coverage (See Spike C).
- Later in February, news of Lila Tretikov's resignation resulted in close to $3.5 million in free coverage (See Spike D).
- In March 2016, coverage surrounding a version of Wikipedia for the blind and news of the updated Wikipedia for iOS app yielded $2.25 million in free coverage (See Spike E).
- Finally, in April 2016, coverage of how traffic to Wikipedia terrorism entries declined after Edward Snowden's revelations resulted in $2.8 million in free coverage (See Spike F).

Figure 18

44
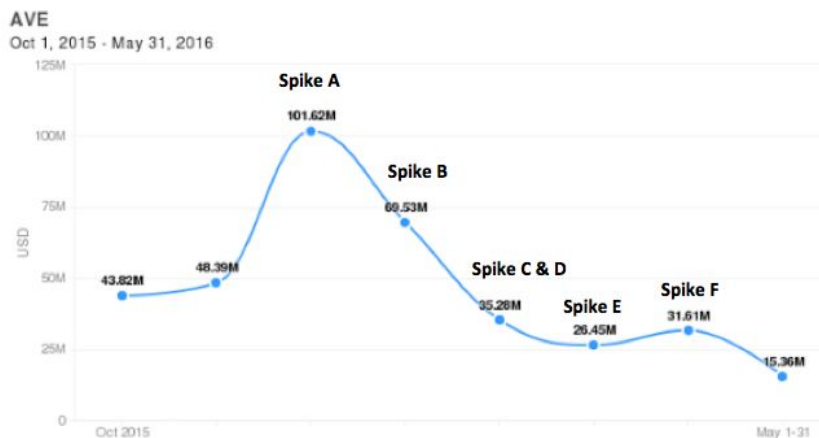
Potential reach

Potential reach shows the amount of people that may have viewed articles about Wikipedia or the Wikimedia movement across time periods. It should be noted that overlap between publications is not taken into account, meaning that if someone reads both *Publication X* and *Publication Y*, they are double counted as readers for both publications. This metric should be thought of more as an "impression" than reach. The total reach for **period one** was 73,244,392,819, while the reach for **period two** was lower at 40,218,401,829.

Figure 19

Figure 20

45
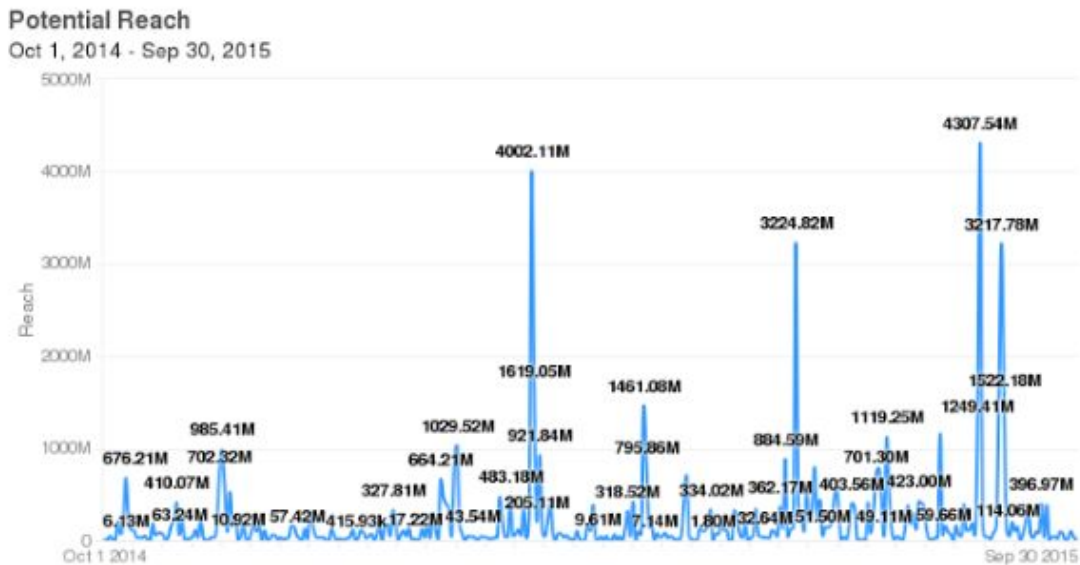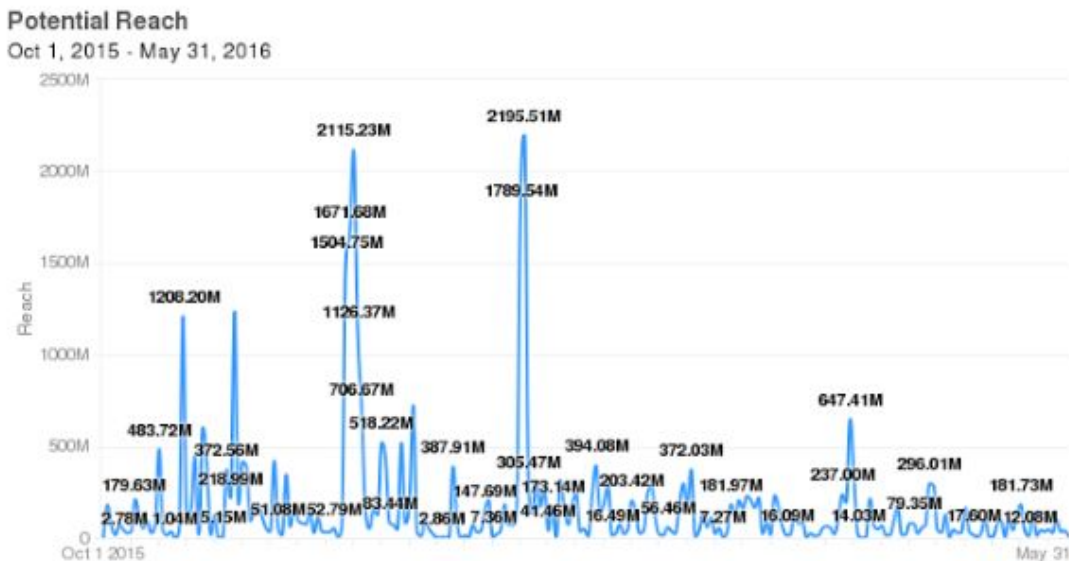
Heat map

The maps below (*Figure 21* and *Figure 22*) show the geographic reach of articles written during **period one** and **period two**. As shown, coverage is widespread and extends to every continent. These graphs are consistent with the data presented in **section two**, which showed that coverage is most highly concentrated in North America, South America, and Europe. Therefore, coverage hotspots are also consistent with the areas from which donations are highest. For instance, North America, South America and Europe received the highest concentration of coverage and also yielded the most donations. Nations across both Asia and Africa had far less coverage, which also is consistent with the rate of donations from these areas. Between **period one** and **period two**, there was a slight uptick in coverage in Nigeria and Germany and a slight decline in coverage in the United States.

Figure 21

Heat Map
Oct 1, 2014 - Sep 30, 2015
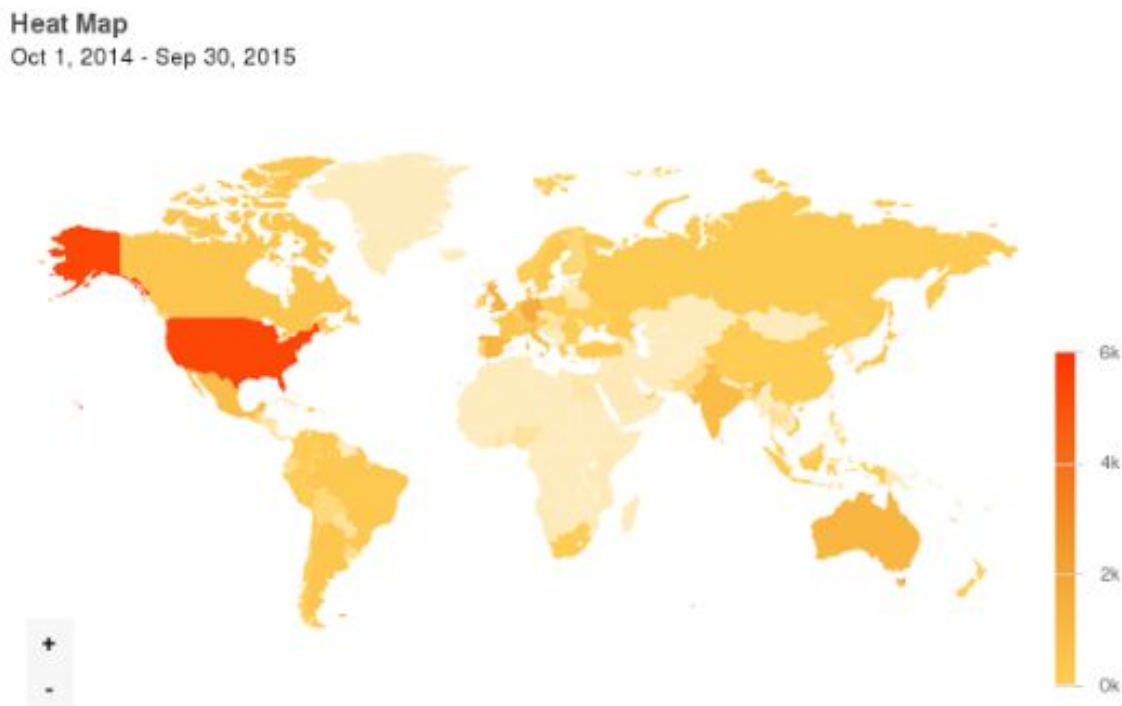
Figure 22

Heat Map
Oct 1, 2015 - May 31, 2016
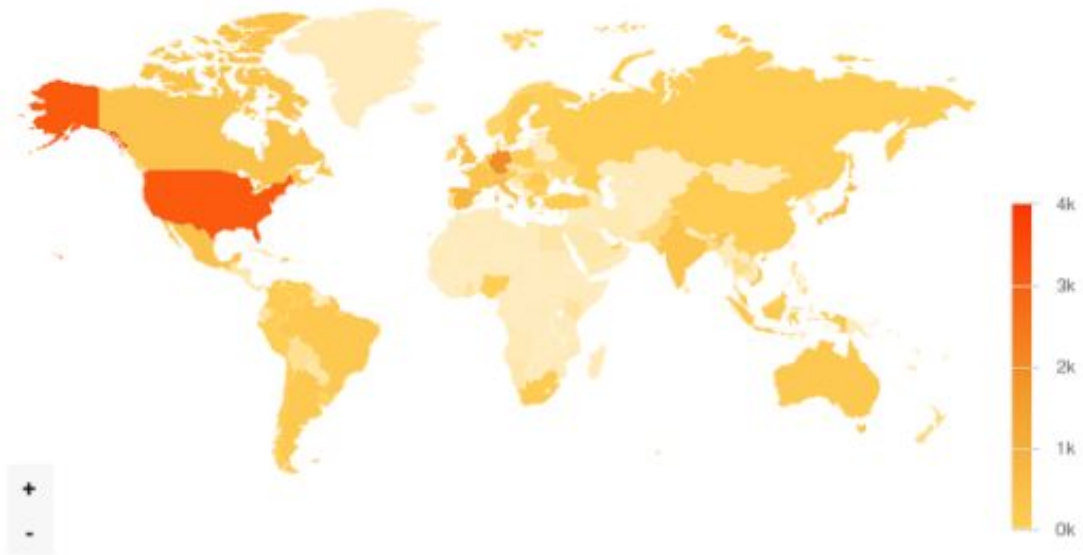
Top languages

Figures 23 and *24*, below, show the top ten languages in which articles were written during **period one** and **period two**.

The analysis reveals that there were several notable shifts in which languages were covering Wikipedia most. For instance, **period two** saw the introduction of both Romanian and Greek while Russian and Swedish fell out of favor. In addition, the proportion of articles written in both French and Japanese increased between **period one** and **period two**, which indicates that outlets in these two nations became more interested in publishing stories relating to Wikipedia. The increase in French articles can be attributed to an increase in coverage surrounding outstanding legal and regulatory measures affecting the Internet and the public domain.

More research and analysis is needed to understand the impetus for the increase of coverage in several of these nations, a number of which have been identified as a leading places to pursue increased messaging and pitching efforts by the Communications team. One possible explanation for the high number of articles in languages that are less-developed on Wikipedia is that there are a higher number of lower-tier or blog-like outlets based in the countries in question. For instance, Dutch Wikipedia has fewer entries than French Wikipedia, yet Meltwater revealed a higher proportion of articles published about Wikipedia in Dutch compared to French. As shown in numerous media coverage reports (visit *Appendix B* to view these documents), The Netherlands has a robust and prolific blogging culture, which could explain the high number of articles counted by Meltwater. Italy and Germany are similar in this regard. More research is needed to understand the intricacy of small outlets publishing in these nations.

Overall, the number of articles written in each language was consistent with the rates of Wikipedia articles in each language. For instance, there were **roughly 10,000 articles written about Wikipedia in English**. English also has the highest share of articles on Wikipedia. This trend carries throughout the rest of the top ten languages, with the exception of French.

The top ten languages, and their corresponding number of articles, are shown for **period one** below and in *Figure 23*:

- English: **10,20**
- Spanish / Catalan: **3,500**
- German: **2,000**
- Italian: ~**1,000**
- Dutch: **500**
- Japanese: **450**
- French: **~450**
- Portuguese: **430**
- Swedish: **430**
- Russian: **300**

The top ten languages, and their corresponding number of articles, are shown for **period two** below and in *Figure 24*:

- English: **5,500**
- German: **2,350**
- Spanish / Catalan: **2,000**
- Italian: **520**
- Japanese: **520**
- French: **480**
- Dutch: **400**
- Portuguese: **380**
- Romanian: **370**
- Greek: **350**

Figure 23

Top Languages
Oct 1, 2014 - Sep 30, 2015

Results

	0	1k	2k	3k	4k	5k	6k	7k	8k	9k	10k	11k
English												
Spanish / Castilian												
German												
Italian												
Dutch												
Japanese												
French												
Portuguese												
Swedish												
Russian												
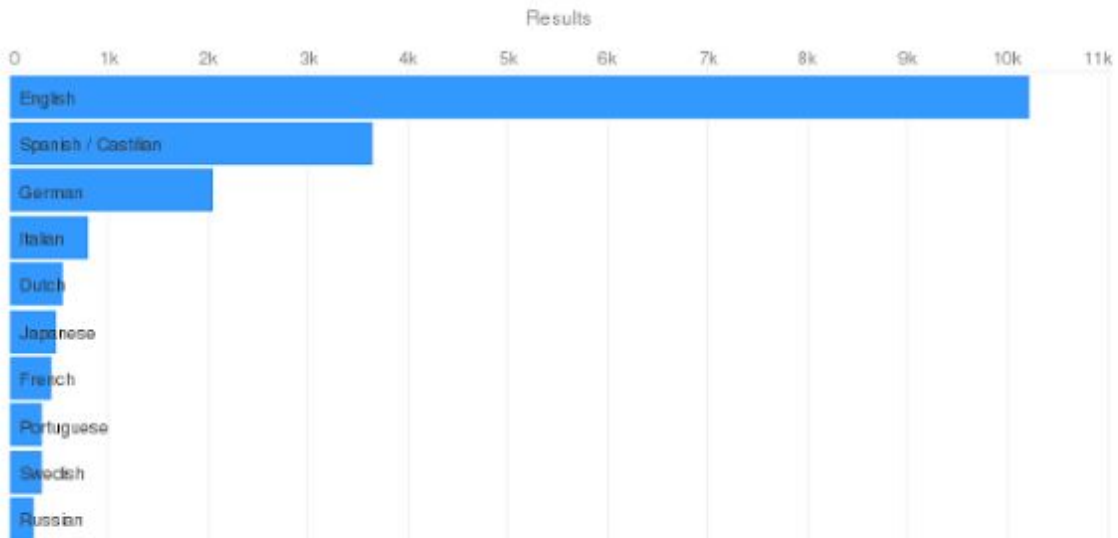
Figure 24

Top Languages
Oct 1, 2015 - May 31, 2016

Results

	0	500	1k	1.5k	2k	2.5k	3k	3.5k	4k	4.5k	5k	5.5k	6k
English													
German													
Spanish / Castilian													
Italian													
Japanese													
French													
Dutch													
Portuguese													
Romanian													
Modern Greek													
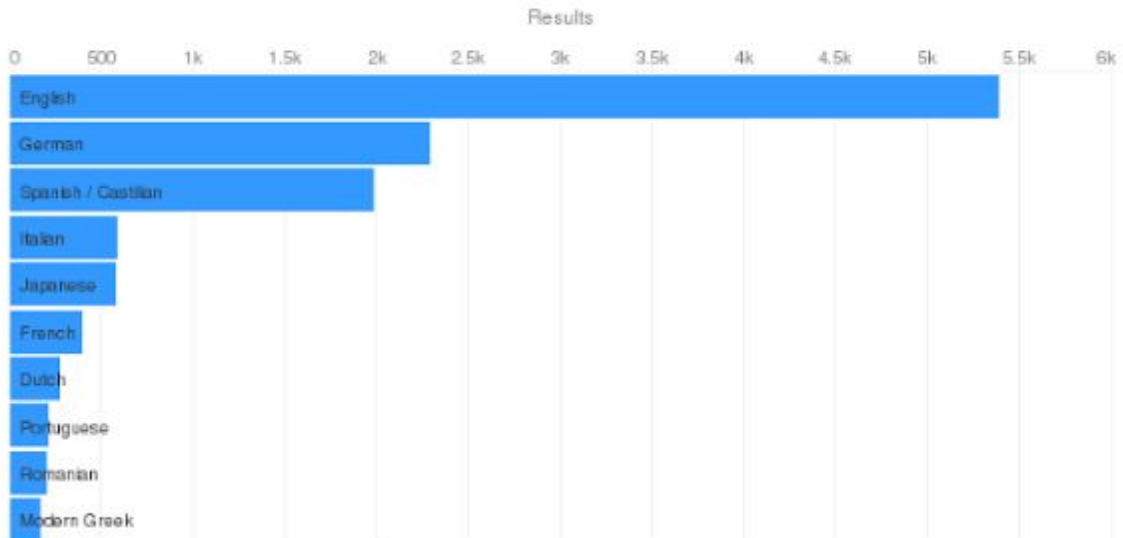
Top sources

The Top Sources graphs (*Figure 31* and *32*) show the outlets that wrote the greatest number of articles on Wikipedia or the Wikimedia Movement.

For **period one,** the following outlets wrote the most stories on our organization:

- ***Congoo News*** was a news aggregating site that is [no longer operational](). It had the highest share of articles, with a total of 270.
- ***The Sentinel*** a daily newspaper based in India, had the second highest proportion of articles, with just over 200 articles.
- ***Intopic*** is an Italian news website that has a robust technology beat. It generated 130 articles on Wikipedia.
- **"The NewHub - International News Reader"** is an RSS-like feed from [*Shafaqna*, an Iranian publication]().
- ***One News Page*** is a news aggregating site. It generated just over 100 articles.
- ***Gutefrage*** is a German news website. It published roughly 100 articles.
- ***Entorno Inteligente*** is a Spanish-language news aggregating site. It generated roughly 100 articles.
- ***Before It's News*** is a web forum (somewhat like Reddit) that shares mostly negative posts and articles about Wikipedia. It generated roughly 65 articles.
- ***De Volkskrant*** is a Norwegian news website that published about 60 articles.
- ***FACTS*** was a news website/forum that [shut down in January]() 2016. It published 50 articles.

Figure 25

Top Sources
Oct 1, 2014 - Sep 30, 2015
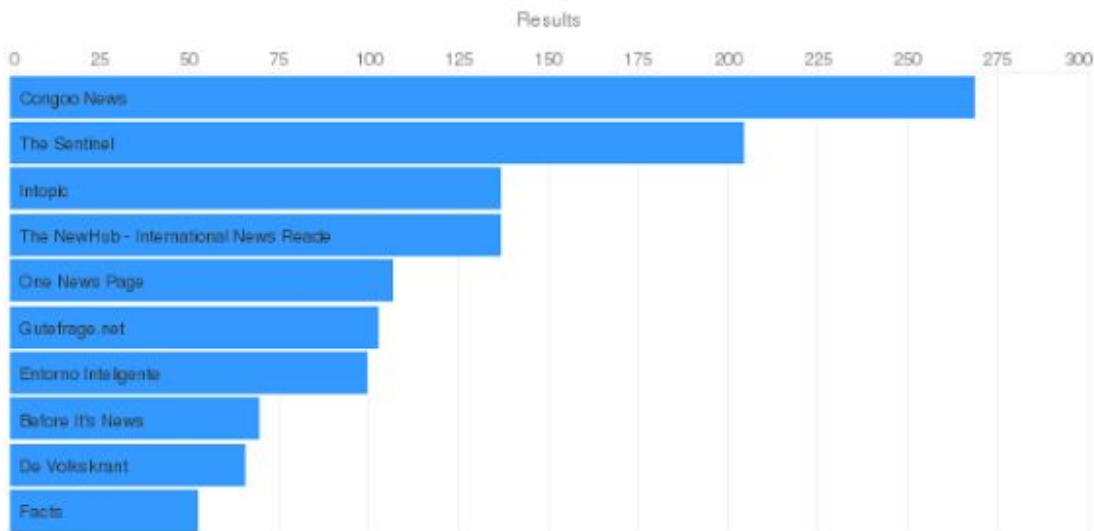
For **period two,** the following outlets wrote the most stories on our organization:

- (Hatena Bookmark) is a Japanese web property that is "Japan's largest social bookmarking site." It generated over 275 articles.

- *Intopic* is an Italian news website that has a robust technology beat. It generated just under 100 articles on Wikipedia.

- *Taringa!* is a social network geared toward Latin American users. The site consists of a 27 million registered user base and is used in Argentina (75 million unique visits per month), Spain, Colombia, Chile, Peru, and the US. The site published over 60 articles.

- *Zazoom Media* is a news aggregating website originally launched in Italy. In November 2015, Zazoom merged with social media video content company, Veuer. The platform wrote 43 articles.

- *Tribun News* is an Indonesian news website that features national, regional and international news. It is the 5th most visited website in Indonesia and published 41 articles.

- *Big News Network*, based in Dubai, offers original reporting, subscribes to various news agencies, and aggregates content for its inventory of more than 400 categories of news. It published 36 articles.

- **Before It's News** is a web forum (somewhat like Reddit) that shared mostly negative posts and articles about Wikipedia. It generated roughly 35 articles.
- **Palo** is the first Greek news aggregating website. It published 34 articles.
- **World News Report (EIN)** is a news aggregating website with roughly 3 million readers. It published 32 articles.
- **Congoo News** was a news aggregating site that is no longer operational. It published a total of 30 articles.

Figure 26

Top Sources
Oct 1, 2015 - May 31, 2016
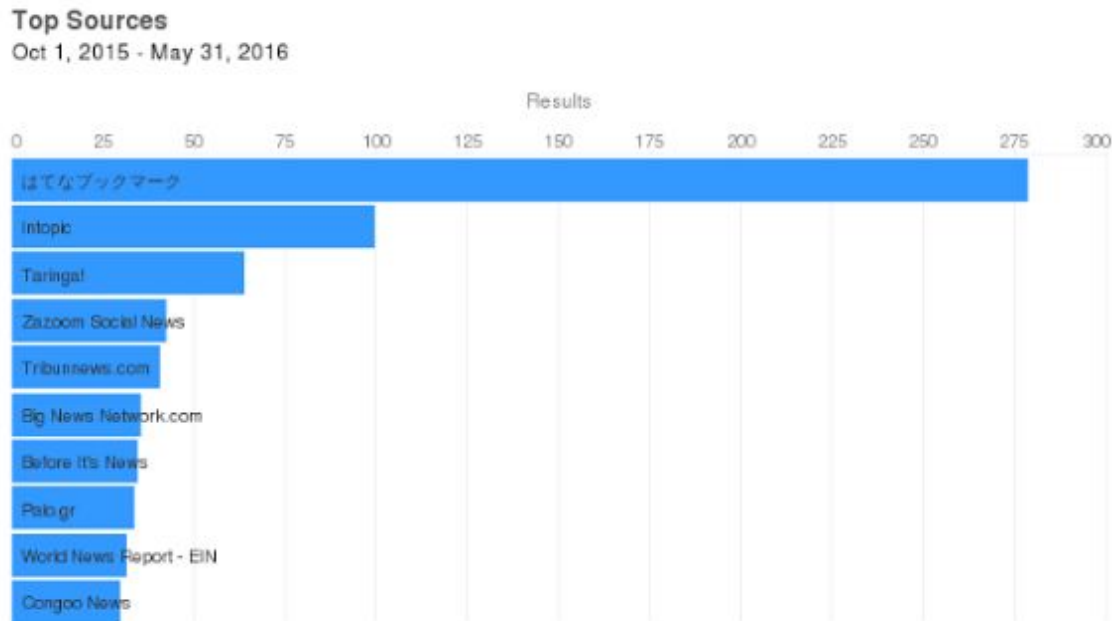
Sentiment analysis

Sentiment Analysis is a useful way to gauge the tone of all articles published during **period one** and **period two**. Consistent with **section two's** sentiment analysis, most articles published during these time periods were neutral in tone. However, there were slight differences in the tone of overall coverage: in this analysis, there were more negative articles published than positive ones, across both time periods. In **section two's** analysis, the opposite was true: there were more positive articles published than negative ones.

In **period one**, 84.12% of articles published on Wikipedia or the Wikimedia Movement were neutral in sentiment. The second most-published sentiment was "Negative" (10.42%). As mentioned, negative articles received the lowest share in the **section two** analysis. The higher share of negative articles is likely explained by the fact that most outlets in the Meltwater analysis are lower-tier or blog-like in nature. This means they are more likely to publish negative articles, as the stricter standards and the editorial review processes of upper-tier outlets do not bind them. Finally, positive articles received the lowest share in the Metlwater analysis (5.4%). It is important to remember the accuracy of Meltwater's sentiment analysis is 62%. Sentiment analysis is more accurate in **Section two**, as we had individuals read and code each article, whereas Meltwater uses an algorithm to determine sentiment, making it less accurate.

In **period two**, we see a similar representation of tone (*Figure 28)*. "Neutral" again received the highest share of articles, with 79.04% of articles falling into this category. Neutral articles saw a decline of roughly 5% between time periods. We found an uptick in "Negative" articles in this period, up slightly over 1% from **period one** (11.76%). Finally, the share of "Positive" articles also saw a sharp increase to 9.20%, up over 4 percentage points from the previous period. The increase in positive articles could be attributed to major events like Wikipedia 15 and the announcement of several high profile product launches among other events.

Figure 27

Sentiment
Oct 1, 2014 - Sep 30, 2015

Positive: 5.46%
Negative: 10.42%
Neutral: 84.12%
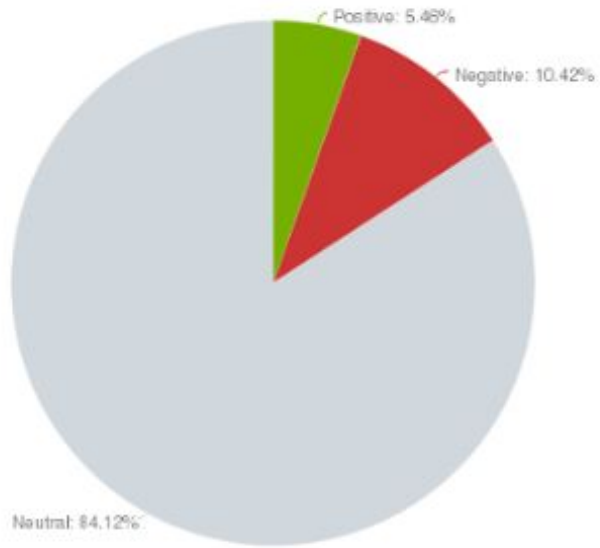
Figure 28

Sentiment
Oct 1, 2015 - May 31, 2016

Positive: 9.20%
Negative: 11.76%
Neutral: 79.04%
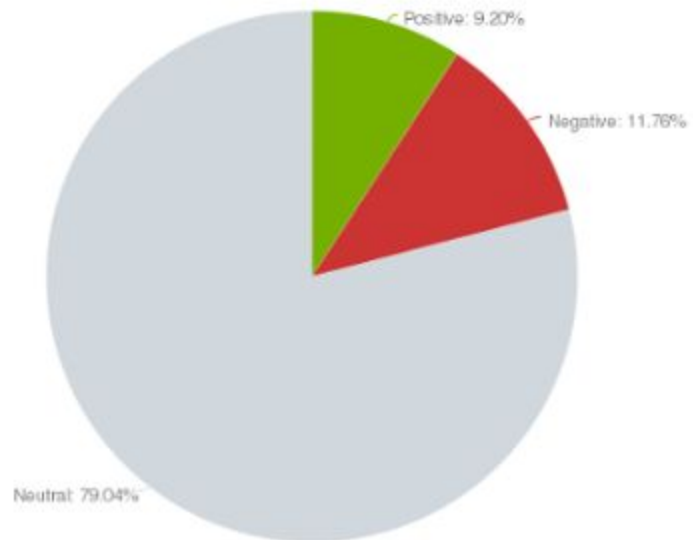
Trending themes

The Trending theme wordcloud below offers insight into the most popular themes found throughout all coverage in **period one** and **period two** .

For **period one**, the three most prominent themes were:
- Wikipedia: **12,336 mentions**
- Internet: **1,869 mentions**
- Information: **1,629 mentions**

For **period two**, the three most popular themes were:
- Wikipedia: **8,741 mentions**
- Articles: **1,503 mentions**
- Wikimedia: **1,018 mentions**

Across both time periods, the top themes included the namesake of our organization and broad themes like "Internet" and "information." These themes are quite vague and could be related to a number of topics, making their relevance somewhat obscure. However, there were also more event-specific themes that received less coverage. For **period one**, these event-specific themes include "(Princess of Asturias) Award" and the "(NSA) Lawsuit." For **period two**, notable themes include "15 años" (referencing Wikipedia 15) and "fundraising drives." *Figure 36* and *Figure 37* provide a high-level overview of the words that present themselves most often throughout all coverage in this period.

Figure 30

Trending Themes
Oct 1, 2014 - Sep 30, 2015

Figure 31

Trending Themes
Oct 1, 2015 - May 31, 2016

Appendix

A. Executive data summary

Table 3

Number of articles written	
Period one	656
Period two	356
Monthly average	51
Total (both periods)	1,012

Table 4

Number of words written	
Period one	379,462
Period two	214,929
Total (both periods)	594,391

Table 5

Outlet	Country of origin	Number of articles written period one	number of words written period one	Number of articles written period two	Number of words written period two
ABC	US	11	3,062	1	914
ABC	Australia	2	1,529	4	2,916
Agence France Presse	France	0	0	5	3,032
Al-Ahram	Egypt	0	0	0	0

AllAfrica	Nigeria	0	0	3	1,068
ANSA	Italy	1	210	4	679
ArsTechnica	US	8	4,052	12	9,832
Associated Press	US	5	690	1	592
BBC	UK	22	13,154	12	5,036
Bloomberg Businessweek	US	6	2,589	6	1,913
Buzzfeed	US	6	3,018	5	2,248
CBC	Canada	7	3,215	9	3,446
CCTV	China	1	139	2	1,048
Chronicle of Philanthropy	US	3	1,365	1	134
CNN	US	6	2,414	3	1,671
Der Spiegel	Germany	1	297	2	896
DigitalTrends	US	2	690	5	3,409
DPA	Germany	2	514	4	2,693
EFE	Spain	5	2,217	1	673
El País	Spain	8	5,955	2	1,730
El Universal	Mexico	3	1,439	3	1,017
Engadget	US	10	2,066	6	1,133
Fast Company	US	8	4,263	2	324
Financial Times	UK	12	8,247	0	0
Folha de São Paulo	Brazil	1	834	3	1,484
Forbes	US	14	9,104	7	6,107

FoxNews	US	13	5,448	1	85
Frankfurter AZ	Germany	10	5,435	8	5,790
Gawker	US	11	14,594	10	7,399
Glamour	US	1	469	2	778
Globe and Mail	Canada	2	1,626	0	0
Herald Sun	Australia	1	166	2	309
Hindustan Times	India	3	2,350	2	694
Jagran Post	India	4	780	1	231
Jeune Afrique (Francophone Africa)	France	0	0	0	0
Jezebel	US	7	19,985	1	300
JIJI	Japan	0	0	0	0
Kompas	Indonesia	1	263	2	766
La Jornada	Mexico	1	156	0	0
Le Figaro	France	5	2,246	4	1,645
Le Monde	France	6	2003	5	5,483
Lenny Letter	US	0	0	0	0
Maclean's	Canada	2	1,043	0	0
Marie Claire	US	0	0	0	0
Mashable	US	15	5,098	4	2,345
O Globo	Brazil	1	214	0	0
People's Daily	China	0	0	0	0
Philanthropy Daily	US	0	0	0	0

Politico	US	5	2,388	1	3,162
Press Association	UK	1	1,161	0	0
Press Trust of India	India	2	721	2	471
Quartz	US	14	10,127	8	3,526
Re/code	US	5	1,973	2	533
Reuters	UK	11	3,800	1	382
Salon	US	3	821	1	154
San Francisco Chronicle	US	0	0	1	0
San Jose Mercury News	US	1	542	0	0
Süddeutsche Zeitung[10]	**Germany**	**2**	**868**	**14**	10,889
TechCrunch	US	11	12,535	8	5,322
TechRadar	US	7	1,735	2	1,186
The Atlantic	US	9	15,308	5	4,274
The Daily Dot	US	6	2,053	2	813
The Daily Mail	**UK**	**38**	**33,393**	**14**	6,970
The Daily Telegraph	Australia	3	1,476	0	0
The Economist	UK	3	2,755	1	434
The Guardian	**UK**	**43**	**30,302**	**9**	6,216
The Huffington Post	**US**	**43**	**17,237**	**21**	14,992

[10] Bolded text in *Table 1* indicates outlets that published the most stories in **period one** and **period two.** These bolded outlets reflect the Top 5 outlets in *Figures 4 & 7.*

The Independent	**UK**	**41**	**18,344**	**15**	**7,779**
The Los Angeles Times	US	5	3,096	3	1,668
The New York Times	US	12	11,276	5	5,650
The New Yorker	US	1	1,252	1	1,006
The New Zealand Herald	New Zealand	1	165	1	170
The Next Web	US	15	5,398	10	4,407
The O Network	US	0	0	0	0
The Punch Newspaper	Nigeria	0	0	1	874
The Seattle Times	US	1	913	2	2,107
The Times	UK	14	0	1	0
The Verge	US	15	9,091	6	1,533
The Wall Street Journal	US	8	6,175	3	2,865
The Washington Post	**US**	**34**	**17,503**	**15**	**14,466**
Time	US	10	4,781	10	6,490
Times of India	India	11	3,335	7	2,392
USA Today	US	11	1,782	4	893
Vanguard Newspaper	Nigeria	0	0	0	0
VentureBeat	US	13	5,251	8	3,590
Vice	US	4	2,878	1	877

Vice Motherboard	US	2	1,333	14	11,662
Vogue	US	0	0	0	0
Wired	US	21	12,686	6	4,755
Wired (Italy)	Italy	2	1,757	6	2,699
Xinhua (China)	China	0	0	1	214

Table 6

Topic mentions	
Period one	*Period two*
Vandalism (162)	Wikipedia 15 (48)
Passive mention (87)	Vandalism (41)
Internet regulation/censorship (86)	Passive mention (33)
Reliability/Accuracy (28)	Specific Wikipedia page (19)
User created project (27)	Community (17)
Specific Wikipedia page (20)	Listicle (15)
Gender issues (18)	Gender issues (14)
Jimmy Wales Personal business (18)	Lila Tretikov (13)
Paid-for editing (18)	User created project (12)
Jimmy Wales personal opinion (18)	New product launch (12)
New product launch (16)	Jimmy Wales personal opinion (12)
Print Wikipedia (16)	Copyright violation (12)
Community discord (12)	Community Discord (12)
Research (12)	Fundraising (11)
Community (11)	Improper use of Wikipedia (10)

Languages (10)	Editing Complexities (9)
#edit2014 (8)	Internet regulation/censorship (8)
Competition (8)	ORES (8)
Editing complexities (8)	Plans for future (7)
Individual editors (8)	Knowledge engine (7)
Plans for the future (8)	Reliability/accuracy (7)
Copyright violation (7)	Wikipedia Zero (6)
Decline of Wikipedia (7)	Languages (6)
Fundraising (7)	Research (4)
Improper use of Wikipedia (7)	Competition (4)
Right to be forgotten (7)	Community Contest (3)
Awards (6)	Jimmy Wales personal business (2)
Wikipedia growth (5)	Decline of Wikipedia (2)
Lila Tretikov (3)	Wikipedia social standing (1)
Passive mention (Jimmy Wales) (3)	Wikimania (1)
Commons (2)	Print Wikipedia (1)
Listicle (2)	Individual editors (1)
Community contest (1)	#edit2015 (2)
Jimmy Wales (1)	Awards (1)
ORES (1)	
Sister projects (1)	
WikiGate (1)	
WikiHow (1)	
Wikipedia and Nobel Prize relations (1)	

Wikipedia PR (1)	
Wikipedia Zero (1)	
Wikipedia's and the digital revolution (1)	

Table 7

Keyword mentions	
Period one	*Period two*
Free (315)	Knowledge (306)
Knowledge (283)	Community (286)
Community (204)	Free (265)
Privacy (120)	Access (149)
Access (113)	Copyright (104)
App (99)	App (67)
Gender (88)	Share (560)
Copyright (80)	Accuracy (46)
Accuracy (71)	Open source (42)
Share (69)	Reliability (39)
Reliability (53)	Transparency (32)
Neutrality (51)	Gender (31)
Open source (34)	Neutrality (22)
Transparency (23)	Harassment (21)
Developer (20)	Developer (15)
Harassment (17)	Privacy (13)

Table 8

Sentiment analysis		
	Period one	*Period two*
Positive	20%	25%
Negative	10%	15%
Neutral	70%	60%

Table 9

Top authors (across both time periods)						
Outlet	*Author*	*Number of articles*	*Top topics covered*	*Average sentiment*		
				Positive	*Negative*	*Neutral*
VentureBeat	Paul Sawers	18	New product launch, Internet regulation/ censorship	38%	9%	53%
The Washington Post	Caitlin Dewey	10	Vandalism	10%	35%	55%
Gawker	Andy Cush	10	Specific Wikipedia page, Vandalism, Community	5%	15%	80%
Vice Motherboard	Jason Koebler	7	Knowledge Engine, Wikipedia Zero	12%	63%	25%
The Guardian	Randeep Ramesh	6	Vandalism	0%	0%	100%
The Independent	Andrew Griffin	6	Vandalism, Internet regulation/censors hip, Wikipedia 15	17%	8%	75%

TechCrunch	Sarah Perez	5	New product launch	60%	10%	30%
The Times	James Dean	5	Vandalism, Gender issues	20%	10%	70%
The Verge	James Vincent	5	Internet regulation/censorship, Wikipedia 15, Knowledge Engine	25%	0%	75%
Engadget	Mariella Moon	4	User created project	25%	12%	63%

Table 10

Story origins		
	Period one	***Period two***
Proactive	134 (23%)	76 (21%)
Reactive	75 (12%)	54 (16%)
Passive	75 (12%)	213 (63%)

B. Previous coverage reports

I. [#edit2014 Media Report](#) (December 2014)
II. [Print Wikipedia Global Media Report](#) (July 2015)
III. [Wikipedia 15 Global Media Report](#) (January 2016)
IV. [iOS App Launch Coverage Report](#) (March 2016)