'Stop Spamming' vs. 'Nobody Told Me'

The state and future of movement broadcasting mechanisms

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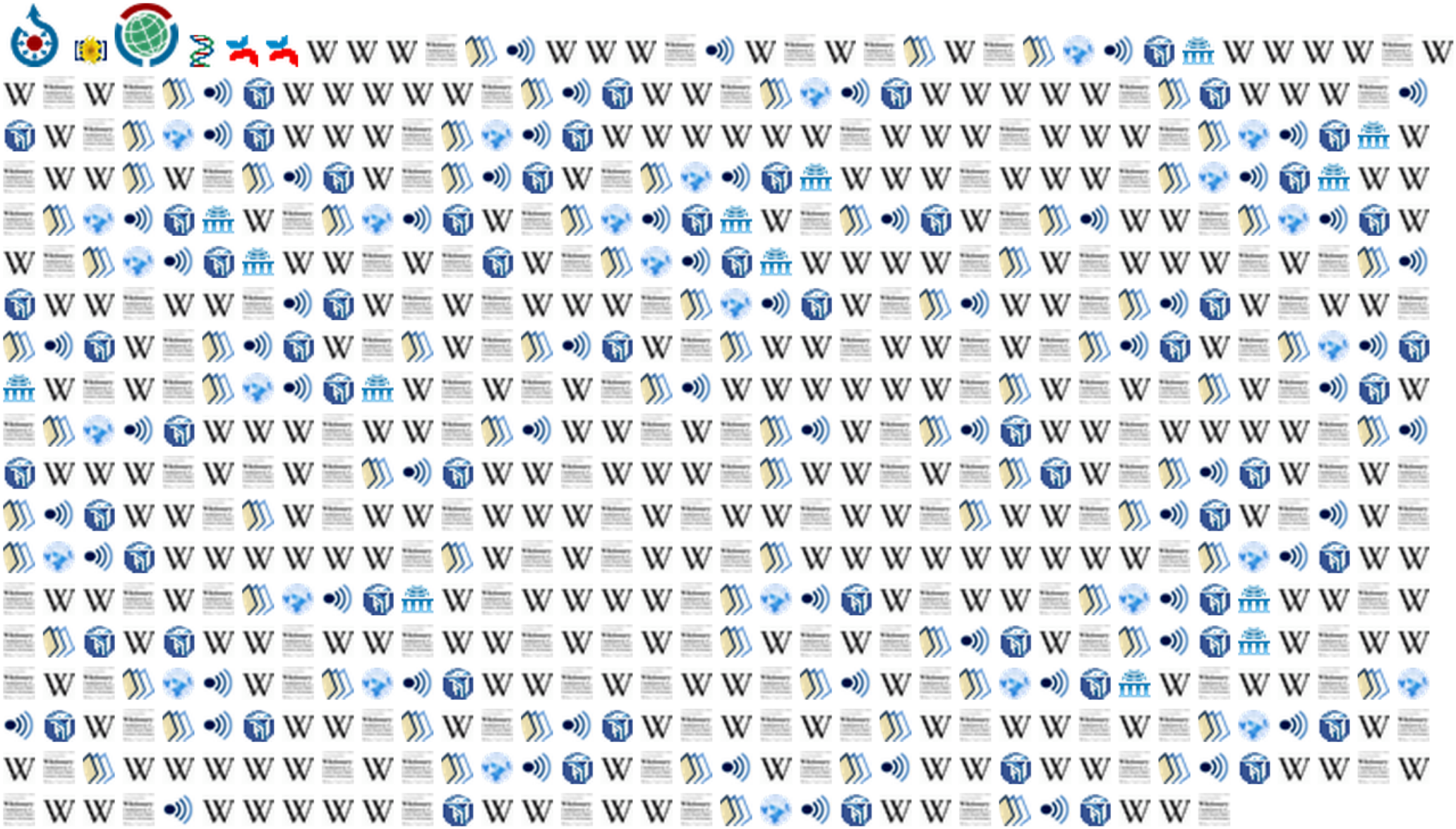
Wikimania 2012
July 12, 2012

“movement broadcasting”

- = the dissemination of announcements or other timely information to a large number of recipients from Wikimedia projects within a short amount of time

The landscape of Wikimedia projects



678 Wikimedia Foundation wikis in 293 languages displayed

W = Wikipedia = Wiktionary = Wikibooks = Wikinews = Wikiquote = Wikisource

Derived from https://en.wikipedia.org/w/api.php?action=sitematrix on Thu, 12 Jul 2012. Locked (inactive) wikis, private wikis and most "special" wikis excluded

What information is broadcast?

- Examples (more later):
  - Announcements by WMF staff (e.g. software changes, terms of use update)
  - Newsletters (e.g. Signpost, “This Month in GLAM”) by community
  - Calls to action (e.g. Board votes, translators wanted, a WikiProject's article improvement drive, ...)

Home is where the wiki is

- Lots of off-wiki broadcasting mechanisms are being used: Mailing lists, IRC, blogs, Twitter/Identi.ca, ...
- But we have learned that many Wikimedians avoid using these, and want to be notified on their “home” wiki instead.
  - (See essay on Meta: “Not my wiki”)

Per-wiki broadcasting: Village pumps

- Dedicated announcement pages, users get notified via watchlist. But also lots of discussion/noise
- Example “Wikipedia:Village pump (technical)” on EN:WP (the most watched village pump, ca. 2400 watchers)

Movement broadcasting: CentralNotice

A proposal for a Wikimedia Foundation-run, wiki-based travel guide is currently discussed in a RfC. More comments welcome. [Hide]

CentralNotice/Calendar

< CentralNotice

Centralnotice calendar [edit]

The purpose of this page is to track the intended use of Centralnotice banners, and to provide contact information as to the banner's "sponsor". This also improves transparency: it gives the community the ability to comment on banners and to appropriately schedule them. Certain times (for instance, for WMF fundraising banners, steward elections, or referenda) may be reserved by the Foundation. That is, we certainly won't postpone the fundraiser because there's no banner time available. However, in all cases, project sponsors should be sensitive to the overall banner needs and mindful of the obligation to minimize the banners.

Please post here the purpose, projects, language versions, and project sponsor for banner campaigns.

Remember to consider whether Centralnotice is the right tool for the job: would your notice work as well using watchlist notices or sitenotice? Also remember to be judicious in your use of the tool, restricting it to just what's needed. Overuse hurts us all. Comments about banner campaign scheduling on talk.

Main page
Goings-on
Wikimedia News
Translations
Recent changes
Random page
Help

Community
Wikimedia Forum
Babel
Babylon
Requests
Reports
Research
Planet Wikimedia

Beyond the Web

CentralNotice / Sitenotice

- CentralNotice (HTML banner on top)
  - Targeting per project, logged in/out, country
  - Older system: Sitenotice (per wiki)
- Currently about 250million views/day on the English Wikipedia (if active for all users)
- In a May/June 2011 poll on German Wikipedia, 108 respondents said they felt the current use of banners was “annoying”, 34 disagreed.

Per-wiki broadcasting: Watchlist notice

Per-wiki broadcasting: Watchlist notice

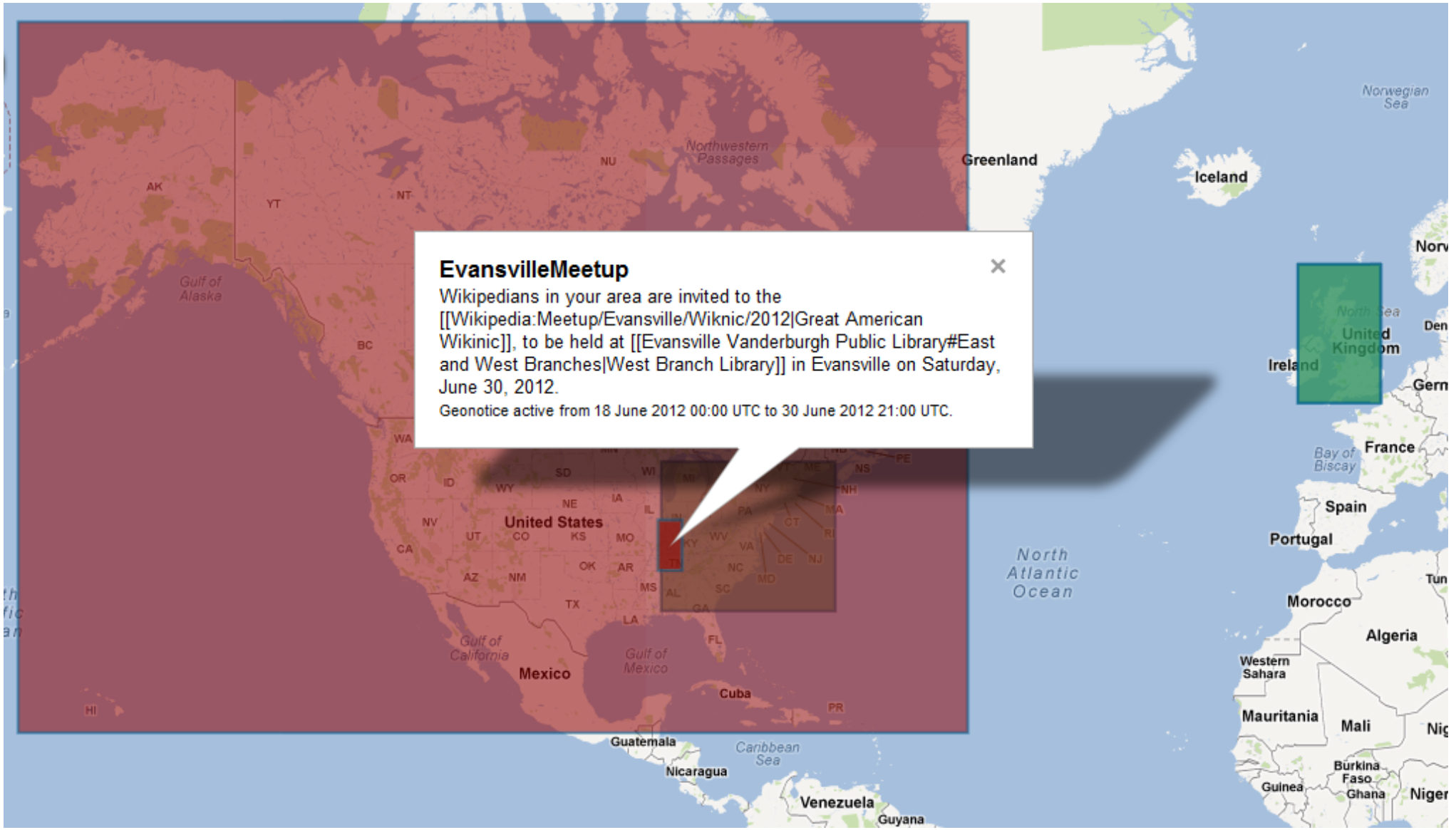
Per-wiki broadcasting: Watchlist notice

- On ENWP: ca. 80,000 views/day

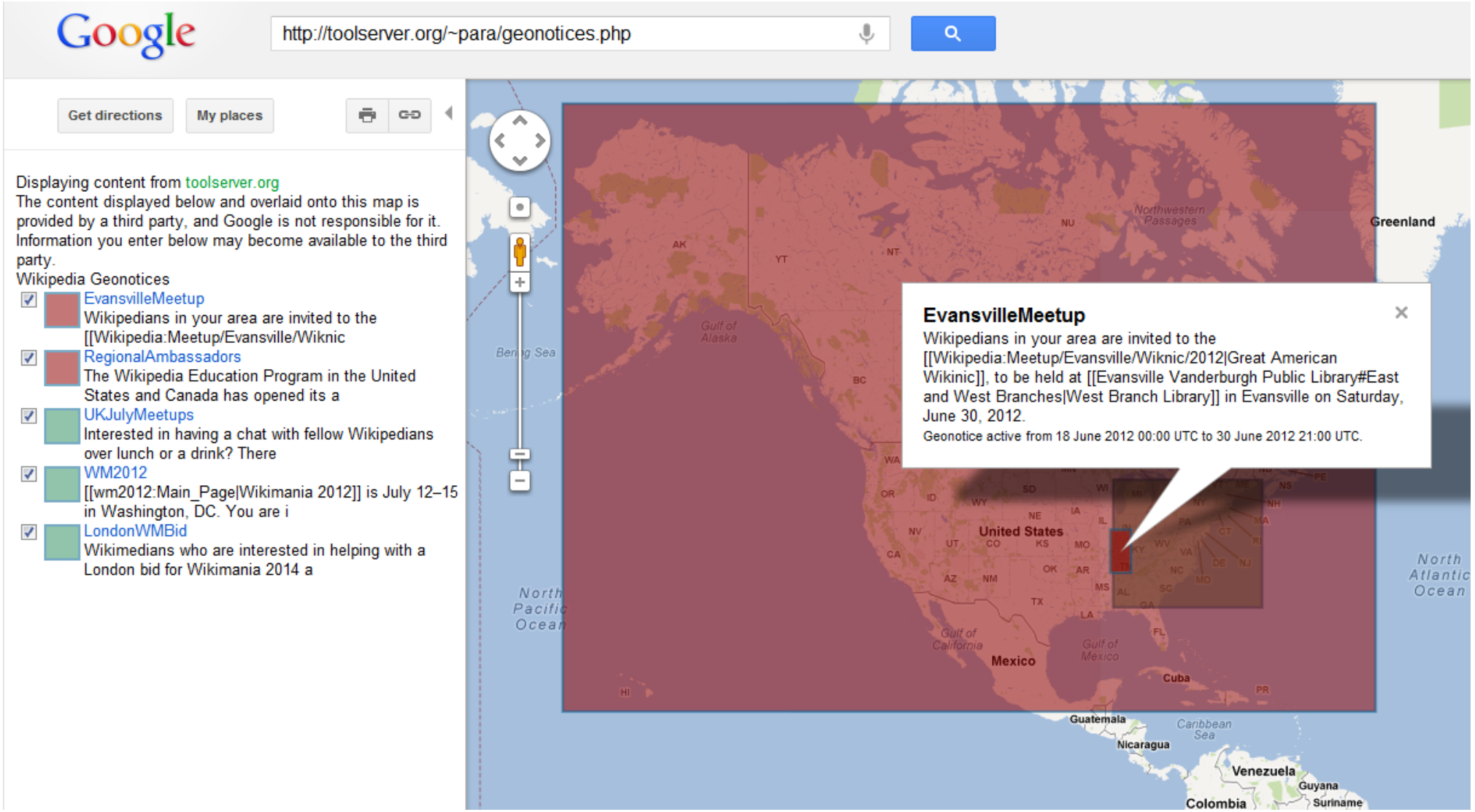
Geonotice

- Geotargeted watchlist notice
- Finer geotargeting than CentralNotice (below country-level)

Geonotice


EvansvilleMeetup
Wikipedians in your area are invited to the [[Wikipedia:Meetup/Evansville/Wiknic/2012|Great American Wikinic]], to be held at [[Evansville Vanderburgh Public Library#East and West Branches|West Branch Library]] in Evansville on Saturday, June 30, 2012.
Geonotice active from 18 June 2012 00:00 UTC to 30 June 2012 21:00 UTC.
United States
Mexico
Greenland
Iceland
Ireland
France
Spain
Portugal
Morocco
Algeria
Cuba
Guatemala
Nicaragua
Venezuela
Guyana
Gulf of Alaska
Gulf of California
Gulf of Mexico
Caribbean Sea
North Atlantic Ocean
Bay of Biscay
Northwestern Passages
Norwegian Sea
United Kingdom
Western Sahara
Mauritania
Mali
Burkina Faso
Guinea
Ghana

On-wiki: Geonotice



Geonotice

Editing Wikipedia...
Tbayer (WMF) My talk My sandbox My preferences My watchlist My contributions Log out
Special page
Search
WIKIPEDIA
The Free Encyclopedia
Main page
Contents
Featured content
Current events
Random article
Donate to Wikipedia
Wikipedia Shop
Interaction
Help
About Wikipedia
Community portal
Recent changes
Contact Wikipedia
My watchlist
For Tbayer (WMF) (Display watched changes | View and edit watchlist | Edit raw watchlist)
Wikimania 2012 is July 12–15 in Washington, DC. You are invited! [hide]
Watchlist options and notices
Editors are invited to participate in a discussion on how to word the lead section of the verifiability policy. [dismiss]
A global bans proposal is in the works. Feel free to participate in the discussion on Meta. [dismiss]
You have 80 pages on your watchlist (excluding talk pages).
Mark all pages visited
Below are the last 13 changes in the last 72 hours, as of 03:41, 9 July 2012.
Show last 1 | 2 | 6 | 12 hours 1 | 3 | 7 days all
Hide minor edits | Hide bots | Hide anonymous users | Hide logged-in users | Hide my edits | Hide patrolled edits
Namespace: all
Invert selection
Associated namespace
Go

Geonotice

Editing Wikipedia...
Tbayer (WMF) My talk My sandbox My preferences My watchlist My contributions Log out
Special page
Search
WIKIPEDIA
The Free Encyclopedia
Main page
Contents
Featured content
Current events
Random article
Donate to Wikipedia
Wikipedia Shop
Interaction
Help
About Wikipedia
Community portal
Recent changes
Contact Wikipedia
My watchlist
For Tbayer (WMF) (Display watched changes | View and edit watchlist | Edit raw watchlist)
Wikimania 2012 is July 12–15 in Washington, DC. You are invited! [hide]
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Hide minor edits | Hide bots | Hide anonymous users | Hide logged-in users | Hide my edits | Hide patrolled edits
Namespace: all
Invert selection
Associated namespace
Go

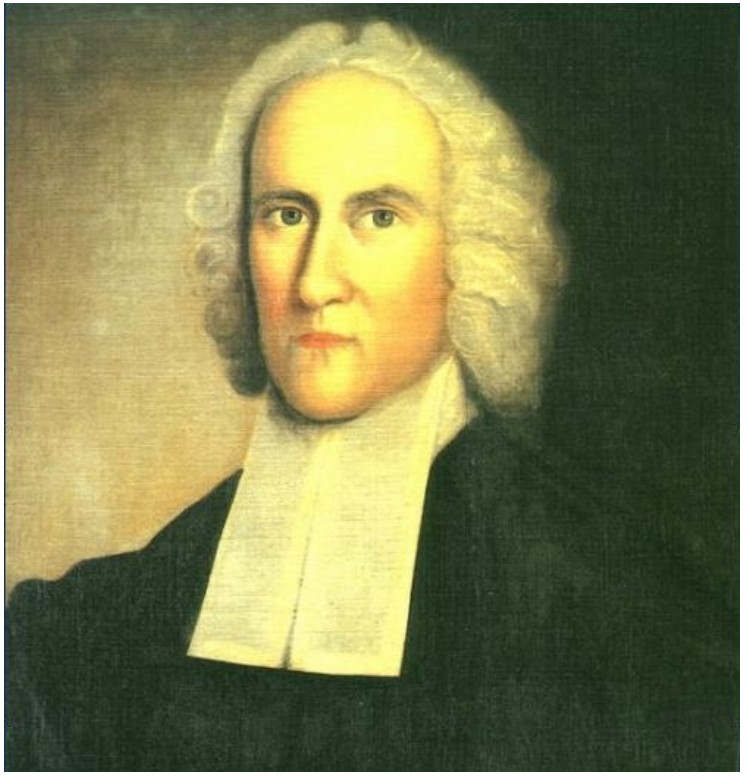
Where in the UI do these reach the user?

- Sitenotice, Centralnotice → top of any wiki page
- Village pumps etc → watchlist (itself)
- Watchlist notice → Top of watchlist page
- Mediawiki also offers User talk page change → "You have new messages" on top of any wiki page
  - (Ab)Use this, mass-posting user talk page notifications per bot or AWB

Message delivery bots: EdwardsBot

- Also usable for cross-wiki (movement) delivery, both user pages and village pumps
- Example: EdwardsBot/Global Message delivery
  - Total messages left globally (as of July 12, 2012): 205,949 edits
    - English Wikipedia: 189,527 edits

- Eighteenth-century theologian who delivered ~~annoying~~ passionate sermons



Message delivery bots: EdwardsBot

- Meta-Wiki houses global “distribution list”: 598 different village pumps

Global message delivery example

Mobile view as default view coming soon [editar]

(Apologies if this message isn't in your language. Please consider translating it, as well as the instructions on Meta)

The mobile view of this project and others will soon become the default view on mobile devices (except tablets). Some language versions of these projects currently show no content on the mobile home page, and it is a good time to do a little formatting so users get a mobile-friendly view, or to add to existing mobile content if some already exists.

If you are an administrator, please consider helping with this change. There are instructions which are being translated. The proposed date of switching the default view is June 21.

To contact the mobile team, email `mobile-feedback-l@lists.wikimedia.org`.

--Phil Inje Chang, Product Manager, Mobile, Wikimedia Foundation 08:28 16 jun 2012 (UTC)

Distributed via Global message delivery. (Wrong page? Fix here.)

> Edité la portada para que muestre las últimas noticias; sin embargo, al agregar el código `<div id="mf-ABC"> ... </div>` alrededor de `{{Portada:Últimas noticias}}`, la versión móvil muestra además la plantilla `{{Destacada economía}}`. Considero importante que se muestre las últimas noticias, pero las plantillas de destacadas no se ven bien en una pantalla pequeña. ¿Hay alguna solución? Ralgis[disc] 16:31 16 jun 2012 (UTC)
>
> > You have used the same mf id in several places. The letters ABC are meant to be replaced by the word of your choice. Each MF selector should be unique. If you have further questions, please email us at mobile-feedback-l at lists.wikimedia.org. --Pchang (discusión) 20:43 25 jun 2012 (UTC)

Global message delivery example

Mobile view as default view coming soon [modifier]

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The mobile view of this project and others will soon become the default view on mobile devices (except tablets). Some language versions of these projects currently show no content on the mobile home page, and it is a good time to do a little formatting so users get a mobile-friendly view, or to add to existing mobile content if some already exists.

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To contact the mobile team, email `mobile-feedback-l@lists.wikimedia.org`.

--Phil Inje Chang, Product Manager, Mobile, Wikimedia Foundation 16 juin 2012 à 08:29 (UTC)

Distributed via Global message delivery. (Wrong page? Fix here.)

Already done.

Je précise qu'il s'agit de http://fr.m.wiktionary.org/ et non de http://fr.wiktionary.7val.com/. JackPotte ($♠) 16 juin 2012 à 08:50 (UTC)

Enfin, le résultat sur http://fr.m.wiktionary.org/ est franchement pas terrible. *Projet collaboration de la semaine* et *Communauté* en premier ? Aucuns liens vers les catégories ou portails de langues ? Et aucune phrase d'introduction expliquant au visiteur sur quel site il se trouve ? --GaAs 16 juin 2012 à 09:01 (UTC)

Je suis d'accord que le début est trop court mais cette page doit rester la plus petite possible étant donnée la limitation du 3G. JackPotte ($♠) 16 juin 2012 à 09:10 (UTC)

Trop court ? Je dirais trop long, et avec tout ce que je n'aurais pas mis, justement. --87.88.130.184 16 juin 2012 à 10:44 (UTC)

Il faut être sacrément déterminé ou masochiste pour contribuer à partir d'un téléphone portable. On ne devrait pas viré tout l'aspect projet collaboratif communautaire pour ce concentré uniquement sur l'aspect recherche ? *V!v£ l@ Rosière* /Murmurer…/ 16 juin 2012 à 14:05 (UTC)

Plutôt d'accord avec la proposition de la rosière même si n'ayant pas de téléphone portable se connectant au Web, je n'ai pas pu tester la contribution depuis un tel outil donc je peux me tromper. Pamputt [Discuter] 17 juin 2012 à 17:59 (UTC)

Moi non plus si ça peut te rassurer mais les rare fois qu'on m'en a prêté un pour appeler, ça me gavait déjà de composer les numéros. Le clavier tactile est vraiment tout pourri. C'est facile de taper sur les touches d'à côté par erreur Sans parler des touches de la wikisyntaxe qui doivent être inaccessible. *V!v£ l@ Rosière* /Murmurer…/ 17 juin 2012 à 20:37 (UTC)

Global message delivery example

Mobile view as default view coming soon

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To contact the mobile team, email `mobile-feedback-l@lists.wikimedia.org`.

--Phil Inje Chang, Product Manager, Mobile, Wikimedia Foundation 16 juni 2012 kl. 10.35 (CEST)

Distributed via Global message delivery. (Wrong page? Fix here.)

> Kan väl säga direkt att jag inte surfar öht med min mobil, så jag överlåter gärna det här till dem som begriper sig på... -- Lavallen (diskussion) 16 juni 2012 kl. 10.41 (CEST)
>
> > Den mobila huvudsidan ska se ut ungefär så här. Det jag saknar är något slags huvud på sidan men för få det måste man ändra litet på själva sidan tror jag. Jag har skissat litet på Användare:Thurs/Huvudsida med ett tydligare sidhuvud. Kan det vara något att utgå ifrån?--Thurs (diskussion) 16 juni 2012 kl. 13.46 (CEST)
> >
> > > Absolut! -- Lavallen (diskussion) 16 juni 2012 kl. 13.54 (CEST)

Future

- Planned “Echo” notifications framework for MediaWiki
- Proposed solution to fix wider communications problems
- Flow is a dependent project for user-to-user messaging (which is what this is currently considered)
- WMF priority in 2012-13
- Far future? Broadcast to users according to their stated interests/activity type (e.g. admins, GLAM, tech, …) as stored by MediaWiki: “GlobalProfile”

More use cases – yours?

(Sender) can send	(message content)	to (recipients)
Publishers of newsletters	announcement of new issues	subscribing users on any Wikimedia project
Translation coordinators	translation requests	translators who signed up for a specific language
WikiProjects or automated services	invitations to participate in specific tasks	WikiProject members, or service subsribers, or users who have indicated certain skills/interests in their Structured Profile
(Semi-)Automated summary services	Regular summaries of project discussions	Subscribers
WMF, chapters, other movement groups (e.g. WLM)	blog posts (RSS feeds?)	Subscribers who are interested in that group's activities / announcements
WMF Human resources department	New Job openings (community-facing, or all)	Subscribers (in particular: Community members who are interested in working for WMF)
WMF developers	Notifications about MediaWiki changes affecting editors	All users minus opt-out list?