

Audiences I



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Agenda

Today: Audiences 1

1. Evolve our systems and structures
 - a. Community Wishlist
 - b. UI Standardization
 - c. Better Use of Data
2. Increase our reach
 - a. Search Engine Optimization
3. Wikidata
4. Finishing up last year's commitments
5. 3-5 Year Planning

Tomorrow: Audiences 2

1. Grow new contributors and content
 - a. New Content program
 - i. Progressive Onboarding
 - ii. Mobile Contribution
 - iii. Local Language Content

November 15th, 10am PST: Quarterly Metrics Meeting

[Audiences annual plan link](#)

Welcome to our newest faces!

Analysts:

- Morten Warncke-Wang, Growth & Anti-Harassment Tools
- Kate Zimmerman, Head of Product Analytics

Designers:

- Jess Klein, Editing

Software Engineers:

- Thalia Chan, Anti-Harassment Tools
- Kosta Harlan, Growth
- Jason Linehan, Reading Infrastructure
- Nicholas Ray, Web

Engineering Managers:

- Alex Ezell, Community Tech & Anti-Harassment Tools
- Marcella Florence, Editing

Technical Program Managers:

- Jazmin Tanner, Editing & Growth

Researchers:

- Claudia Lo, Anti-Harassment Tools

~ 15% Growth in 6 months

Community Wishlist



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Connection to Annual Plan

Annual Plan topline goal

Foundational Strength—evolve our systems and structures

The team works on development tasks that benefit the most active contributors, who participate in the curatorial and administrative layers of the Wikimedia projects, as well as contributors who work on technical features for the projects. The way we obtain our roadmap is by conducting an annual survey called the **Community Wishlist Survey**. We work on the top 10 wishes from the survey every year.

What we did

✓ **TemplateWizard**

Finished technical work and rolled out as beta feature on all projects

✓ **Grant Metrics tool**

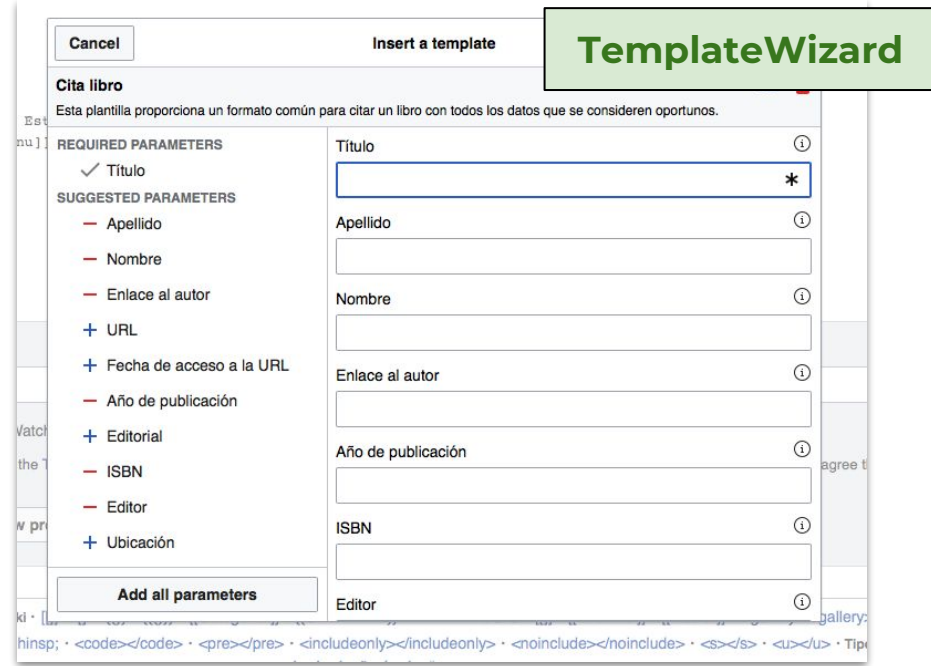
Implemented Wikidata support and Category Filtering

✓ **SVG Translate tool**

Completed product research and design explorations. Began technical development.

✓ **Event Metrics tool**

Completed product research to define MVP. Completed design explorations and tickets for the first release—two new reports, Event Summary and Pages Created



The image shows a screenshot of the 'TemplateWizard' interface for the 'Cita libro' template. The window title is 'Insert a template' and the wizard title is 'Cita libro'. Below the title, there is a description: 'Esta plantilla proporciona un formato común para citar un libro con todos los datos que se consideren oportunos.' The interface is divided into two main sections: 'REQUIRED PARAMETERS' and 'SUGGESTED PARAMETERS'. The 'REQUIRED PARAMETERS' section includes 'Título' (checked), 'Apellido', 'Nombre', 'Enlace al autor', 'URL', 'Fecha de acceso a la URL', 'Año de publicación', 'Editorial', 'ISBN', 'Editor', and 'Ubicación'. The 'SUGGESTED PARAMETERS' section includes 'Apellido', 'Nombre', 'Enlace al autor', 'Año de publicación', 'ISBN', and 'Editor'. Each parameter has a corresponding input field. The 'Título' field is highlighted with a blue border and contains an asterisk. At the bottom of the wizard, there is an 'Add all parameters' button. The background of the screenshot shows a blurred view of a web page with various elements like 'Watch', 'the T', 'w pr', 'ki ·', and 'gallery:'.

What we learned

- **Movement organizers have many needs beyond better metrics**

As the WMF puts a new focus on movement organizers this year, the following will be worth investigating :

- **Community-building tools**, to help organizers inform, engage and manage the work of their groups
- **Outreach and promotion tools**, to help advertise group activities and recruit new members
- **Event-management tools** to more efficiently carry out tasks like event signup and conference scheduling
- **Better guidance and documentation** about best practices and the many tools that do exist, which can be hard both to discover and employ

What's next

- Continue and complete **SVG Translate** tool
- Continue and complete **Event Metrics** tool
- Begin research and planning for **Data Portability** project
- Conduct **Community Wishlist Survey 2019** (started yesterday!)

SVG Translate

← pick another file
File:100 Years War France 1435.svg
See on Commons.

English to हिन्दी Download or Upload to Commons

ATLANTIC	<input type="text" value="अटलांटिक"/>
OCEAN	<input type="text" value="महासागर"/>
Mediterranean	<input type="text" value="भेडिटरेयन"/>
Sea	<input type="text" value="सागर"/>
ENGLAND	<input type="text" value="एंग्लारेड"/>
FRANCE	<input type="text" value="फ्रान्स"/>
SPAIN	<input type="text" value="स्पेन"/>
HOLY	<input type="text"/>



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Event Metrics

EVENT SUMMARY
Name of Event

from 1 Apr 2016, 10:00 to 3 April 2016, 17:00 (America/New York) Content drive with GLAM & Directorate of Museums
in Venue at Location Wikis: *.wikipedia, commons and wikidata
Categories: Atomism, Mudras, Samkhya and 24 more.

A short event description if required. Phasellus pulvinar pretium elit, sit amet pellentesque augue viverra ac. Mauris fermentum mauris neque, eu interdum urna mattis scelerisque.

CONTRIBUTIONS · [View edit list](#)

PAGES CREATED	PAGES IMPROVED	EDITS	FILES UPLOADED	BYTES CHANGED	WIKIDATA ITEMS CREATED
61	732	90k	3.8k	+34m	55
WIKIDATA ITEMS IMPROVED					
870					

IMPACT

VIEWS TO PAGES CREATED	VIEWS TO PAGES IMPROVED	AVG. DAILY VIEWS TO FILES UPLOADED	PAGES WITH UPLOADED FILES	PLAYS TO UPLOADED AUDIO/VIDEO	NEW PAGE SURVIVAL RATE
42k	992k	5k	428	73	88%

UPLOADED FILES IN USE

99

UI Standardization



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Connection to Annual Plan

[Annual Plan topline goal: Evolve our systems and structures](#)

Improve Wikimedia's user interface library and continue to integrate it with the sites

Consistency and standardization of UX elements reduces confusion and aids in the usability of software. By supporting a common user interface library (OOUI) we make it easier for designers both in the Foundation and the Community to use common styles and affordances.

What we did

- ***SHIPPED*** New and improved settings page for all users on desktop Wikipedia!
 - Interface is consistent with newer parts of Wikimedia software
 - Settings are better accessible for wider range of contributors
 - Matches expectations of newcomers and less technically savvy segment of our audience
 - Unifying descriptive label styles and simplifying wording
- Made numerous UX improvements to our interface library OOUI
 - Easier interaction on touch screens in case of desktop view choice
 - Fully accessible tabbed layout

What was

- Enable email from other users
- Send me copies of emails I send to other users

[Restore all default settings \(in all sections\)](#)

User profile [Appearance](#) [Editing](#) [Recent changes](#) [Watchlist](#)

Basic information

Username: Testing

Member of groups: [Autoconfirmed users](#), [Users](#)

Number of edits: 0


Registration time: 20:28, 29 October 2018

Real name:

Real name is optional. If provided, it may be used to give you attribution for your work.

Password: [Change password](#)

Editor

Edit area font style: 

- Mark all edits minor by default
- Prompt me when entering a blank edit summary
- Warn me when I leave an edit page with unsaved changes
- Show edit toolbar
- Enable enhanced editing toolbar

Now is

- Better usable
- More accessible
- Consistently modern

Prohibit these users from emailing me:

2 1337 4 u X Add more...

Email me when a page or a file on my watchlist is changed

Email me also for minor edits of pages and files

Save

Restore all default settings (in all sections)

User profile

Appearance

Editing

Recent changes

Watchlist

Basic information

Username: Nirzardp

Member of groups: [Autoconfirmed users](#), [Users](#)

Connected apps: [Manage 2 connected applications](#)

Number of edits: 104

Password: [Change password](#)

Global account: [View your global account info](#)

Global preferences: [Set your global preferences](#)

Preferences set via global preferences page will apply to all wikis.

Editor

Edit area font style:

Monospaced font

Prompt me when entering a blank edit summary

Warn me when I leave an edit page with unsaved changes

Show [edit toolbar](#) (requires JavaScript)

Enable enhanced editing toolbar

Temporarily disable the visual editor while it is in beta

Editing mode:

Remember my last editor

What's next

- ***Standardizing special pages***
 - Convert more special pages (last 1/5 of 53 total) to using OOUI
 - Support use cases of advance editor mode project driven by Reading Web Team

- ***OOUI on mobile***
 - Evaluate strategic priorities and use cases of our UI library
 - Provide better interfaces for mobile design projects such as advanced editing, visual editor on mobile, growth

Better Use of Data



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Connection to Annual Plan

Annual Plan topline goal: Evolve our systems and structures

There is widespread desire among both the teams and their stakeholders to have more data, and to make better use of quantitative data in decision making and communication. This program will make improvements to our systems and structures for the effective collection, storage, analysis and sharing of data a top level goal across the Audiences department.

This program's goal is to make the use of quantitative data for decision making and communication a more effective and integral part of our department's systems and processes. Completing this program will result in more evidence based decision making at a feature team level, a better check on key indicators at the system level and much more cost effective analysis and sharing of data.

Goal: A more reliable, efficient and accessible means of collecting, interpreting and sharing data

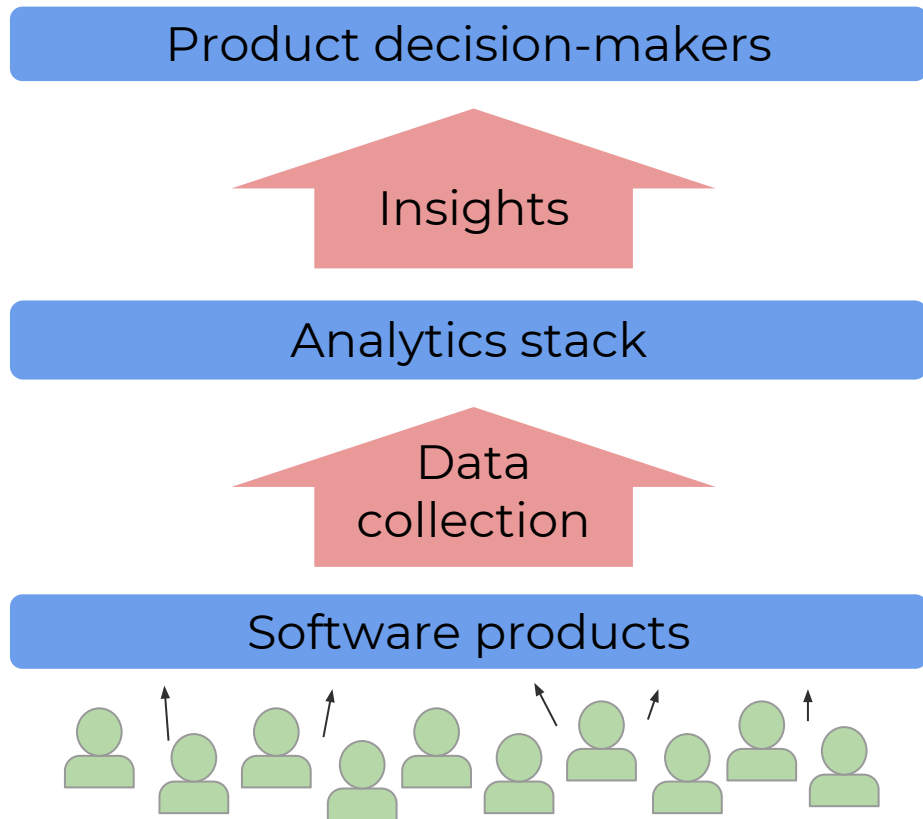
We've had issues throughout the data pipeline, from asking the right questions to generating reports:

In particular:

Instrumentation: Gaps between the software usage and the databases.

Reporting: Gaps between the databases and the people who use it to make decisions.

[Link to annual plan](#)



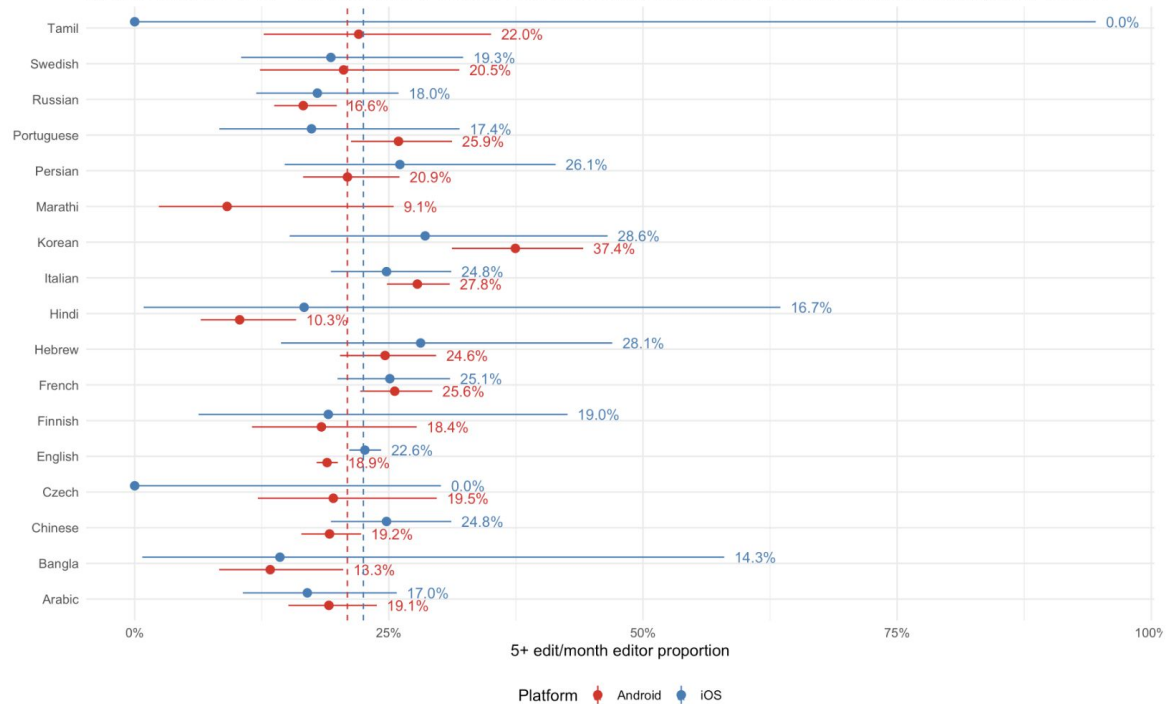
What we did

- Conducted gap analysis and established high-level requirements ([results](#))
- Hired a Head of Product Analytics (Kate) and Software Engineer (Jason) who both started 2 weeks ago
- Created wiki segments (finished stage #1 of 3)
- Redefined board metrics to better represent project health and core values
- Created cross-departmental data working group to tackle most demanding challenges
- Developed [DACI](#) to govern our event collection process (one of the most fraught components of our analytics process)

Example: Android and iOS

Proportion of registered editors who have at least 5 edits per month

By target Wikipedias in Jul - Sep 2018, with 95% confidence intervals. Dash line represent the global proportion across all wikipedia by platform.



Take-home #1:

Editors on the apps are much more likely to be active editors (Overall average is ~15%)

Take-home #2:

There are too few editors on the apps to make precise counts for most wikis.

Identifying new challenges

		Data	
		Detailed	Scale
Users	Readers	✗	✓
	Contributors	✓	✗

What's next

The top priorities for this program are currently:

- Output 3.1: Instrumentation
Continue improving the data collection process
- Output 3.2: Controlled experiment (A/B test) capabilities
An improved A/B testing toolset
- Output 4.2: Reporting technology.
Making it easier to generate reports (uniform schemas, data transferred to Druid->Superset/Turnilo)
- Output 4.3: Wiki segmentation
Continue segmentation project

Search Engine Optimization



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Connection to Annual Plan

Annual plan topline goal: Increasing our reach

Helping more people find the Wikimedia projects by investing in search engine optimization (SEO).

- **Search engine discoverability is crucial.** **At least 65% of our traffic comes from Google** - this brings more people to our projects - readers, donors, editors. We cannot take our current high position in search engines for granted
- **We have potential for improvement:**
 - Our high-quality results on English Wikipedia may not transfer to smaller projects. This creates an inequality of content access.
 - We are not investing in the most optimal ways to structure our content and potentially missing opportunities for improvement

What we did

Identifying weaknesses and opportunities for improvement:

- Contracting GoFish digital to review and recommend improvements
- Compiling and prioritizing SEO improvement recommendations
- Researching the viability and effects of suggested improvements

Moving towards rigorous analysis:

- Looking at current patterns in SEO
- Measuring effects of our changes through intervention analysis and A/B tests
- Prioritizing for impact, starting with English Wikipedia before moving to other languages

Implementing changes to make sites easier to crawl:

- Creating sitemaps to tell crawlers how pages relate to one another
- Adding annotations that make our sites easier to understand by crawlers

What we learned

SEO work contains a lot of unknowns

- It is difficult to predict the effect of our work without more transparency into Google's methods
- Going forward, we must be very careful about measuring the impact of our work using various methods
- These changes require collaboration between multiple teams across WMF and WMDE

Intervention analysis

- Deploying sitemaps resulted in an increase in pageviews of 0.75% on Italian Wikipedia
- This results is too small to make confident statements on the results of sitemaps
- We have launched similar tests on other wikis: Indonesian, Portuguese, Punjabi, Dutch, and Korean Wikipedias

A/B tests

- We don't know how long some of our changes (sameAs in particular) will take to propagate
- For these, we must compare results directly to filter improvements from noise or seasonal patterns that might be occurring

What's next

- Deploying sitemaps to more wikis so search engines can know what is there. Measuring impact.
- Focusing on better indexing on all of our platforms and measuring impact through intervention analysis.
- Ensuring crawlers can continue to understand our sites by adding Schema.org annotations and running an A/B test to measure impact.

Wikidata



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Data quality - better constraints

The screenshot shows a user interface with two data fields: "country of citizenship" and "given name". The "country of citizenship" field contains the value "Canada" and has a warning icon (an exclamation mark inside a square) to its right. A tooltip window titled "Potential issues" is open, pointing to the warning icon. The tooltip contains the following text:

Potential issues ✕

contemporary constraint [Help](#) [Discuss](#)

The entities [Marie-Rosalie Cadron-Jetté](#) and [Canada](#) should be contemporary to be linked through [country of citizenship](#), but the latest end value of [Marie-Rosalie Cadron-Jetté](#) is 5 April 1864 *Gregorian* and the earliest start value of [Canada](#) is 1 July 1867 *Gregorian*.

Data quality - better suggestions

The image shows a search interface with a dropdown menu. The search bar contains the text "writing system". The dropdown menu lists several suggestions, each with a title and a brief description. The "Cyrillic script" suggestion is highlighted in blue. To the left of the dropdown menu, there is a section titled "Identifiers" with a "PubMed ID" button. At the top right of the dropdown menu, there are buttons for "publish" and "cancel".

writing system

✓ publish × cancel

- Latin script**
writing system used to write most Western and Central European languages
- kanji**
adopted logographic Chinese characters used in the modern Japanese writing system
- Cyrillic script**
alphabetic writing system
- Hangul**
native alphabet of the Korean language
- Armenian alphabet**
alphabet used to write the Armenian language
- Chinese characters**
logographic writing system used in the Sinosphere region
- Arabic alphabet**
alphabet codified for writing the Arabic language
- Devanagari**
writing script for many Indian and Nepalese languages
- Hebrew alphabet**
alphabet of the Hebrew language
- Greek alphabet**
script that has been used to write the Greek language

Identifiers

PubMed ID

Lexicographical data - Senses + editor experience improvements

Senses

L21966-S1

en

dwarf planet near Neptune

[edit](#)

Statements about L21966-S1

item for this sense



Pluto

[edit](#)

[0 references](#)

[+ add reference](#)

[+ add value](#)

[+ add statement](#)

L21966-S2

en

Greek god

[edit](#)

Statements about L21966-S2

item for this sense



Pluto

[edit](#)

[0 references](#)

[+ add reference](#)

[+ add value](#)

[+ add statement](#)

L21966-S3

en

cartoon dog

[edit](#)

Statements about L21966-S3

item for this sense



Pluto

[edit](#)

[0 references](#)

[+ add reference](#)

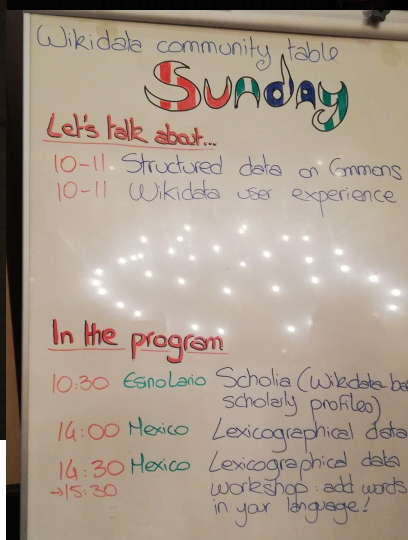
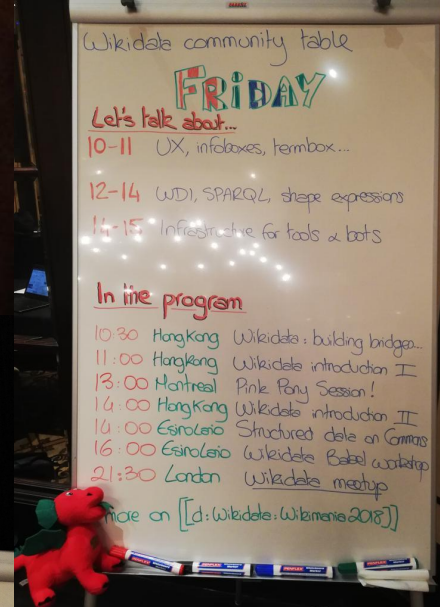
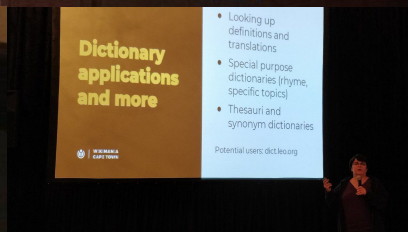
[+ add value](#)

[+ add statement](#)



Photos by Léa Lacroix, CC-0

Wikidata @ Wikimania 2018



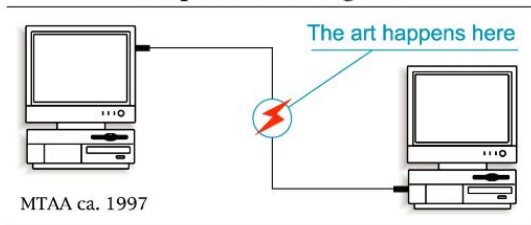
← NEWS

Many faces of Wikibase: Rhizome's archive of born-digital art and digital preservation

By Sandra Fauconnier

6 September 2018

Simple Net Art Diagram



Simple Net Art Diagram (1997) by MTAA.

MediaWiki, the free and open source software behind Wikipedia and its sister projects, is widely known and used outside the Wikimedia ecosystem, powering thousands of individual wikis around the world. Fewer people know that Wikibase—the software behind Wikidata, Wikimedia's knowledge base—is also available as free and open software, and can be used for external databases and linked open data projects. To highlight how organizations use Wikibase, the Wikimedia Foundation and Wikimedia Germany (Deutschland) are publishing a series of blog posts called the 'Many faces of Wikibase'.

← NEWS

Many faces of Wikibase: Cataloging the history of the Illuminati

By Lisa Dittmer and Jens Ohlig

30 August 2018

SHARE

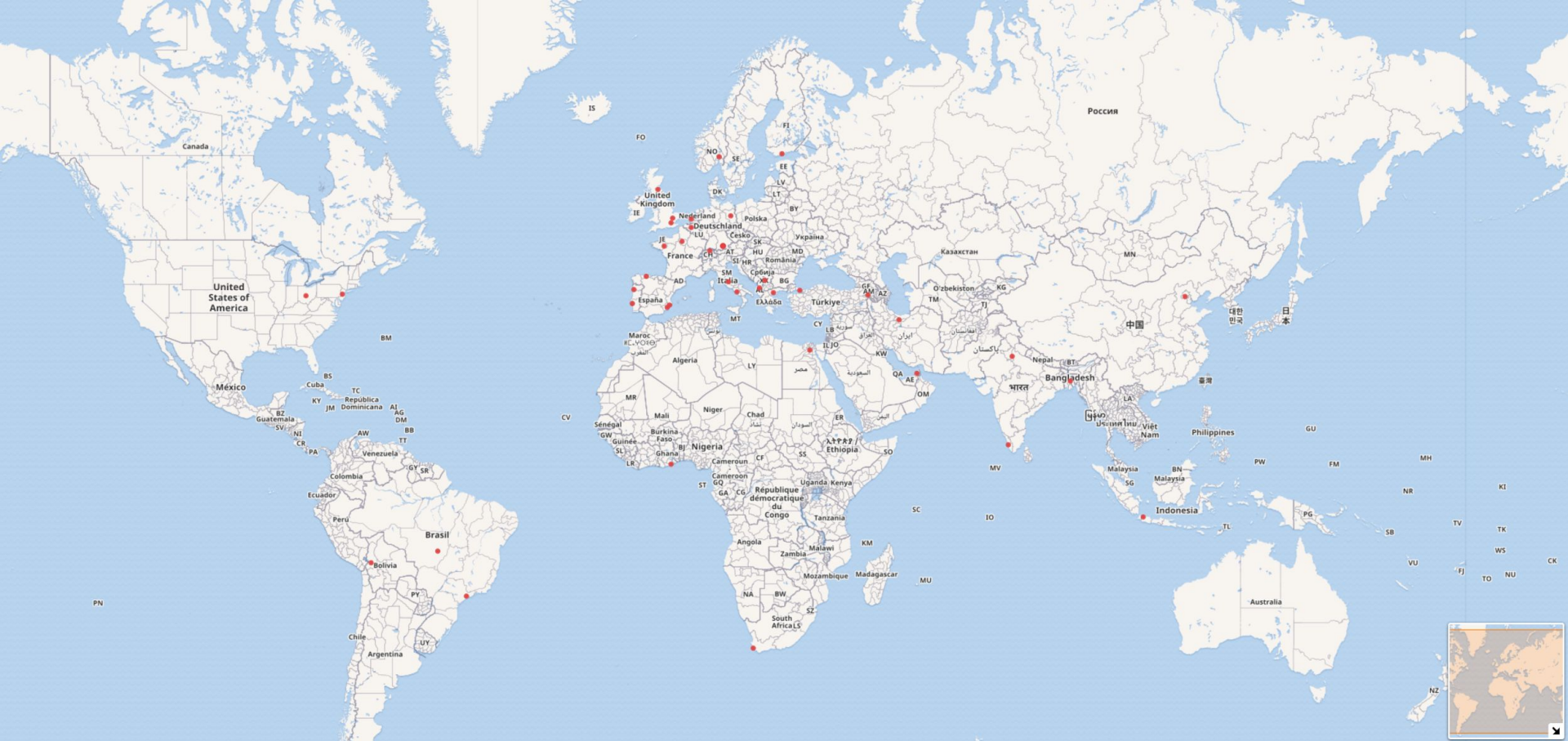


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[d:Wikidata:Sixth Birthday](#)

Photo by Lydia Pintscher, CC-0



We supported 37 events planned by communities all around the world for Wikidata's 6th birthday ([query](#))

Other noteworthy stuff (including work by volunteers and WMF)

- New tools: [Ordia](#), [Wikidata Lexeme Forms](#), [Wikidata Lexeme graph builder](#), [TopicMatcher](#), [Cradle](#), [ScienceStories](#), [ShapeExpression Inference tool](#)
- New releases/improvements: [EditGroups](#), [Terminator](#), [TABernacle](#), [Wikidata Toolkit](#), [OpenRefine](#)
- [Great Wikimania 2018 with a lot of Wikidata content](#)
- [Discussions about the future of WikiCite](#)
- OpenStreetMap started using Wikibase to [describe their tags and keys](#)

Recommended reading/viewing

- [The rise of Wikidata as a linked data source](#)
- [Underwater Basket Weaving: Russian Writers and Their Professions According to Wikidata](#)
- [Many faces of Wikibase: Cataloging the history of the Illuminati](#)
- [Many faces of Wikibase: Rhizome's archive of born-digital art and digital preservation](#)
- [Wikidata Sparql Query Log Analysis](#)
- [Wikidata SPARQL Query Log Item and Property Co-occurrence Analysis](#)

Oldies but goldies:

- [restricting the world](#)
- [on truths and lies](#)
- [a categorical imperative](#)

Finishing up last year's commitments



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Page Issues

Changing the visual styling of page issues on the mobile website to increase awareness of content issues within an article

- Before, mobile users had no visual indicator for page issues - this meant they could be reading articles marked for deletion or even hoax articles without knowing so
- This made our content appear less trustworthy
- We wanted to redesign page issues so they appear on the page

What we did

- Displayed page issues at the top of the page (as in desktop)
- Built indicators that identify the severity of the issue to the user
- Measured the effects of the change using A/B testing and qualitative testing:
 - Do users pay more attention to issues now than they did before?
 - How does this affect their reading habits?
 - Are editors more likely to edit when the issues are better exposed?
 - Do the new page issues increase trust in Wikipedia?

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Bass guitar

Page issues

🗨️ ⭐ ✎️

The **bass guitar**^[1] (also known as **electric bass**,^{[2][3][4]} or **bass**) is a **stringed instrument** similar in appearance and construction to an **electric guitar**, except with a longer **neck** and **scale length**, and four to six **strings** or **courses**. The four-string bass is usually tuned the same as the **double bass**,^[5] which corresponds to pitches one **octave** lower than the four lowest pitched strings of a guitar (E, A, D, and G).^[6] The bass guitar is a **transposing instrument**, as it is notated in **bass clef** an octave higher than it sounds. It is played primarily with the fingers or thumb, by plucking, **slapping**, popping, strumming, tapping, thumping, or **picking** with a **plectrum**, often known as a pick. The electric bass guitar has **pickups** and must be connected to an **amplifier and speaker**, to be loud enough to compete with other instruments.

Bass guitar



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Bass guitar

🗨️ ⭐ ✎️

! This article has multiple issues. Please help improve it or discuss these issues on the talk page. [Learn more](#)

The **bass guitar**^[1] (also known as **electric bass**,^{[2][3][4]} or **bass**) is a **stringed instrument** similar in appearance and construction to an **electric guitar**, except with a longer **neck** and **scale length**, and four to six **strings** or **courses**. The four-string bass is usually tuned the same as the **double bass**,^[5] which corresponds to pitches one **octave** lower than the four lowest pitched strings of a guitar (E, A, D, and G).^[6] The bass guitar is a **transposing instrument**, as it is notated in **bass clef** an octave higher than it sounds. It is played primarily with the fingers or thumb, by plucking, **slapping**, popping, strumming, tapping, thumping, or **picking** with a **plectrum**, often known as a pick. The electric bass guitar has **pickups** and must be connected to an **amplifier and speaker**, to be loud enough to compete with other instruments.

Bass guitar



Page issues - preliminary conclusions

- Readers had very low awareness of page issues before the changes
- Awareness has increased significantly (click-throughs on issues notice increased three- to eightfold)
- So far, the change does not seem to have had large effects on editing behavior

Augmentation for New Pages Feed

[Installed ORES and copyvio algorithms](#) to help the New Page Patrol and Articles for Creation reviewers make efficient and informed decisions. This will help promote good content quickly while fighting spam. (Growth Team and Community Tech Team)

The screenshot displays the Wikipedia New Pages Feed interface. At the top, there are radio buttons for "New Page Patrol" and "Articles for Creation", with "Articles for Creation" selected. Below this, it says "Showing: All, Predicted class (C-class, B-class, Good, Featured), Potential issues (Spam, Copyvio)". A "Set filters" link is visible. On the right, it indicates "188 pages in your filtered list" and "Sort by: Created date (newest)".

A filter overlay is open, showing three columns of options:

- State:**
 - Unsubmitted
 - Awaiting review
 - Under review
 - Declined
 - All
- Predicted class:**
 - Stub
 - Start
 - C-class
 - B-class
 - Good
 - Featured
- Potential issues:**
 - Vandalism
 - Spam
 - Attack
 - Copyvio
 - None

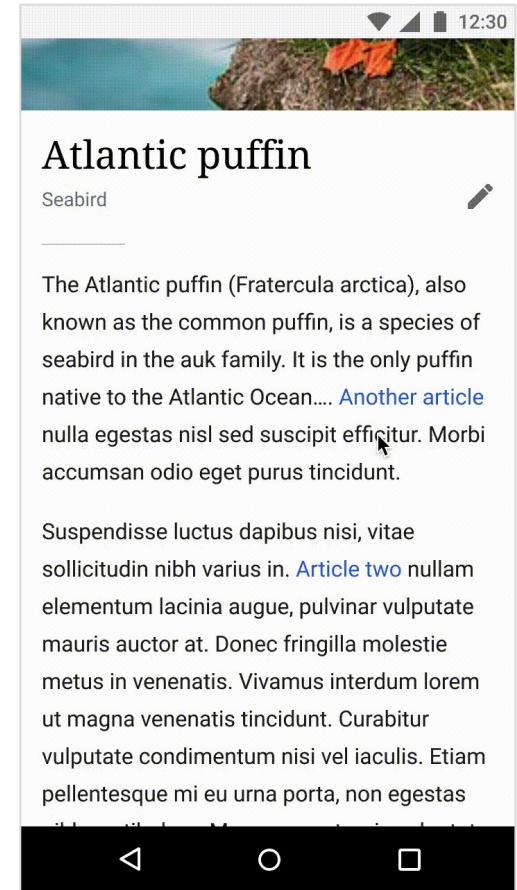
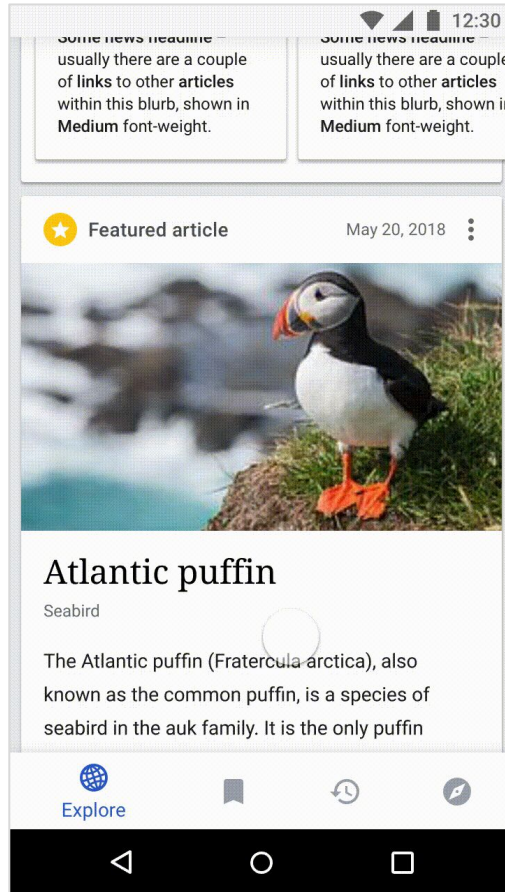
A green "Set filters" button is located at the bottom left of the overlay. In the background, a list of pages is visible, including one titled "Shannon as The Baker Twins" which is marked as "Declined" on "04:22, 23 October 2018" with the issue "Spam". Another entry is marked as "Declined" on "03:11, 19 October 2018". A "Refresh list" button is at the bottom right.

Android navigation redesign

We redesigned the app's navigation structure to place more emphasis on reading as a primary activity.

This version was overwhelmingly preferred by the users with whom we tested, and we hope to show a quantitative increase in article engagement.

Atlantic Puffin image: [Richard Bartz \[CC BY-SA 3.0\]](#)

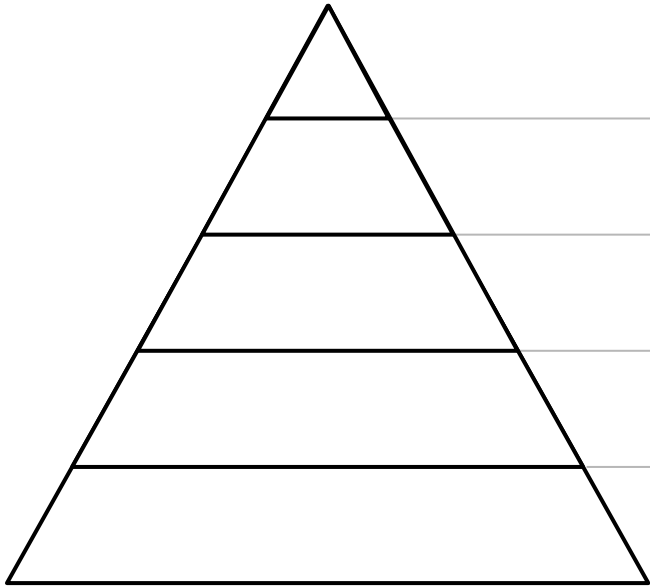


3-5 year planning



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3-5 year planning process



roadmap what we're actually going to do and in what order

plan what we'll do: w/ costs, risks, a relative priority, and coherent groupings of proposals

proposals what we might do to advance our goals given what we know right now

perspectives what we believe is true about the world : "the business case"

principles & research what we aspire to do & what we're doing now

movement strategy why we're doing what we're doing

what we did



product principles

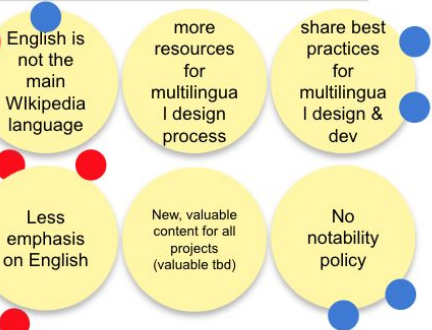
Community-centric: enabling a welcoming, vibrant community place where people come together to create, share, and discover knowledge through positive collaboration.

Usable for all: promoting equity through usable, useful, and inclusive tools and services that meet the needs of a diversity of people and machines across user experiences.

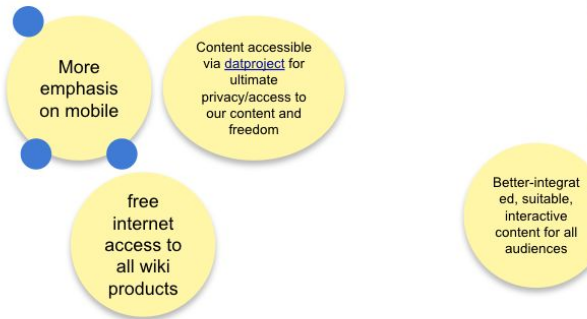
Intentionally transparent: demystifying the knowledge creation process and encourage participation by giving everyone visibility into how information is created, verified, and improved over time.

Extensible and sustainable: creating the conditions for people and machines to use, reuse, and build on top of our platform, extending free knowledge and supporting a sustainable future for Wikimedia.

Assuming Equitable, inclusive models of knowledge by default in Wikimedia Projects



Wikipedia available anywhere you are

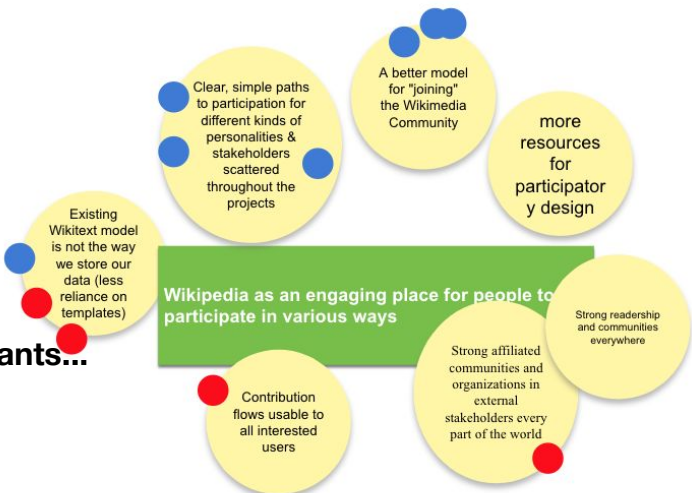


challenges serve.

and
acts
uses
ster,
er

4 sessions
27 AUD team participants...
7 from eng
6 from other depts

Wikipedia as an engaging place for people to participate in various ways



2 sessions
15 Aud Leads

Photo by Margeigh Novotny, CC-0

trust [read the abstract here](#)

experience [read the abstract here](#)

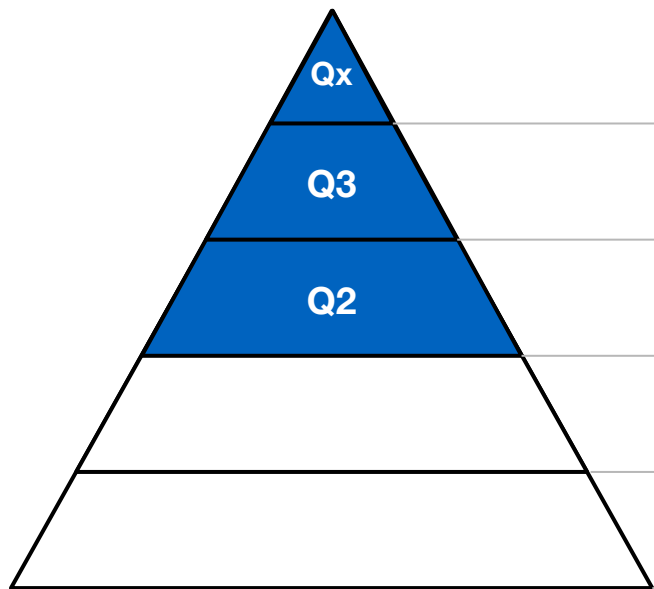
scale [read the abstract here](#)

augmentation [read the abstract here](#)

culture [read the abstract here](#)

tools [read the abstract here](#)

what's next.



roadmap Departmental leadership and WMF leadership confirm plans; teams and functional heads begin roadmapping at department, program and team levels in Q3-Q4

plan Planning group evaluation of recommendations and potential plans shared with Other departments at and after All Hands

proposals Open staff call for proposals aligned with the published perspectives and incorporating all peer feedback

perspectives

principles & research

movement strategy

THANK YOU



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