

Wikimedia Foundation monthly meeting
2 **July** 2015

Agenda

Welcome

Community update

Results of the community strategy consultation

Discussion / Questions

Welcome!



Requisition hires:

- Bob Flagg - Engineering - VA
- Sarah Malik - F&A - SF
- Amy Elder - HR - SF
- Samantha Lien - Communications - SF (conversion)
- Maria Cruz - Community Engagement - Argentina (conversion)

Contractors, interns & volunteers:

- D'Ana Hamilton - HR - SF
- Mona Park - Community Engagement - SF
- Alex Meyer - Advancement - NY
- Petr Pchelko - Engineering - Russia
- Dominic Vallely - Communications - UK
- Samuel Coniglio - OIT - SF

July anniversaries

- Aaron Schulz (7 yrs)
- Philippe Beaudette (6 yrs)
- Arthur Richards (5 yrs)
- Michael Beattie (4 yrs)
- Jeff Green (4 yrs)
- Niklas Laxström (4 yrs)
- Tilman Bayer (4 yrs)
- Lynette Logan (3 yrs)
- S Page (3 yrs)
- C Scott Ananian (2 yrs)
- Lisa Martinez (2 yrs)
- Dennis Porter (2 yrs)
- Anna Koval (2 yrs)
- Tighe Flanagan (2 yrs)
- Bryan Davis (2 yrs)
- Victoria Shchepakina (1 yr)
- Kristen Lans (1 yr)
- Nick Wilson (1 yr)
- Josephine Gulingan (1 yr)



Community update
2 **July** 2015

Picture of the day



Reliability and Wikidata

- **German:** [25K words](#)
- **English:** [ongoing](#) (but positive)
- **Key themes:** monitoring changes; citation; usability; different community standards



Summer of Code and Outreachy

- 9/10 projects passed mid-term evaluations
- Topics include:
 - Newsletters for mediawiki
 - Better watchlists
 - Graph editing

Reaching out to governments

- **Italy:** BarCamp for Italian Chamber of Deputies on images of cultural heritage
- **Armenia:** 10th anniversary and new office — with President, Minister of Culture, and Minister of Education ([link](#))
- **Colombia and Venezuela:** Event supporting the threatened Wayuu language via Wayuunaiki Wikipedia ([link](#))

Princess of Asturias Award for International Cooperation



- Yay us!
- Previous recipients:
Gates Foundation;
International Red Cross;
International Space
Station

Community strategy consultation
2 July 2015

2015 Strategy Consultation

The objective:

- Initiate a conversation about future trends that will affect the Movement.
- Collect ideas for how WMF and the Movement can respond to emerging trends.
- Inform the emerging WMF strategy.

2015 Strategy Consultation

The design:

- Facilitate a 10-day global consultation across projects and languages: February 23 - March 6, 2015.
- Use open-ended prompts to elicit broad, qualitative feedback and insights.
- Track, manage and interact with responses and consultation pages *daily* during consultation period.
 - Translate, maintain, remove vandalism.
 - Construct initial thematic categories.
 - Engage C-level executives to review & respond.

2015 Strategy Consultation

The design:

- Use templates to minimize visible wiki-code to make it easier for those unfamiliar with wiki-text to participate.
- Fully translate 15 languages [we've usually done 6 or 7].
- Translate interface elements within the consultation pages (such as instructions embedded within the input box).
- Suppress banner views (after 5 per device) to ensure exposure, encourage participation, and limit banner fatigue.
- Deep tracking of comments to be sure that we engaged with them.

2015 Strategy Consultation

The players:

- CA and CL teams
- Community members and paid translators
- WMF C-level team
- Kim Gilbey

2015 Strategy Consultation

The scenario

- The world is going mobile.
- The next billion Internet users are coming online

The questions

1. What major trends would you identify in addition to mobile and the next billion users?
2. Based on the future trends that you think are important, what would thriving and healthy Wikimedia projects look like?

Who showed up?

2015 Strategy Consultation

Participation outcome:

1295 Respondents on Meta

69% Anonymous respondents

31% Logged-in users

2015 Strategy Consultation - Pattern of response

This chart graphs the patterns of response during the consultation.

Note the high(er) number of anonymous contributors.

n = 1295 respondents

891 Anonymous

404 Logged-in



2015 Strategy Consultation

Design “lessons learned”:

- Many more *Anonymous* and *New Account* participants:
 - Use of templates simplified participation.
- Broader range of language, project, and country representation:
 - Use of additional translation languages broadened potential audience. Global south emphasized in translation.
- Suppressing banner views after 5 exposures
 - Click-through rates remained strong for the duration of the consultation; we did not hear significant banner-related complaints.

What did we find out?

Data Analysis - 2-level analysis

Level 1: *RESPONDENTS*

- What data did we collect?

Anonymous user: ISP country of origin, language

Logged in user: Home wiki, global edit count, language

- **1295 Respondents**

891 Anonymous

404 Logged-in

Data Analysis - 2-level analysis

Level 2: COMMENTS

- Open-ended prompts elicited responses with multiple components
 - Each response was assessed and parsed into its component parts to produce individual “comments” for analysis.
 - As needed, someone from the c-level or CA/CL teams asked for further info, or commented/discussed.
 - Each comment was hand-coded into thematic categories.
 - Each category was analyzed for emergent patterns.
- **Total comments categorized: 2,468**
 - Logged-in comments: 1,052 (42.6%)
 - Anonymous comments: 1,416 (57.4%)

Level 1 Analysis - Descriptive Respondents

$n = 1295$

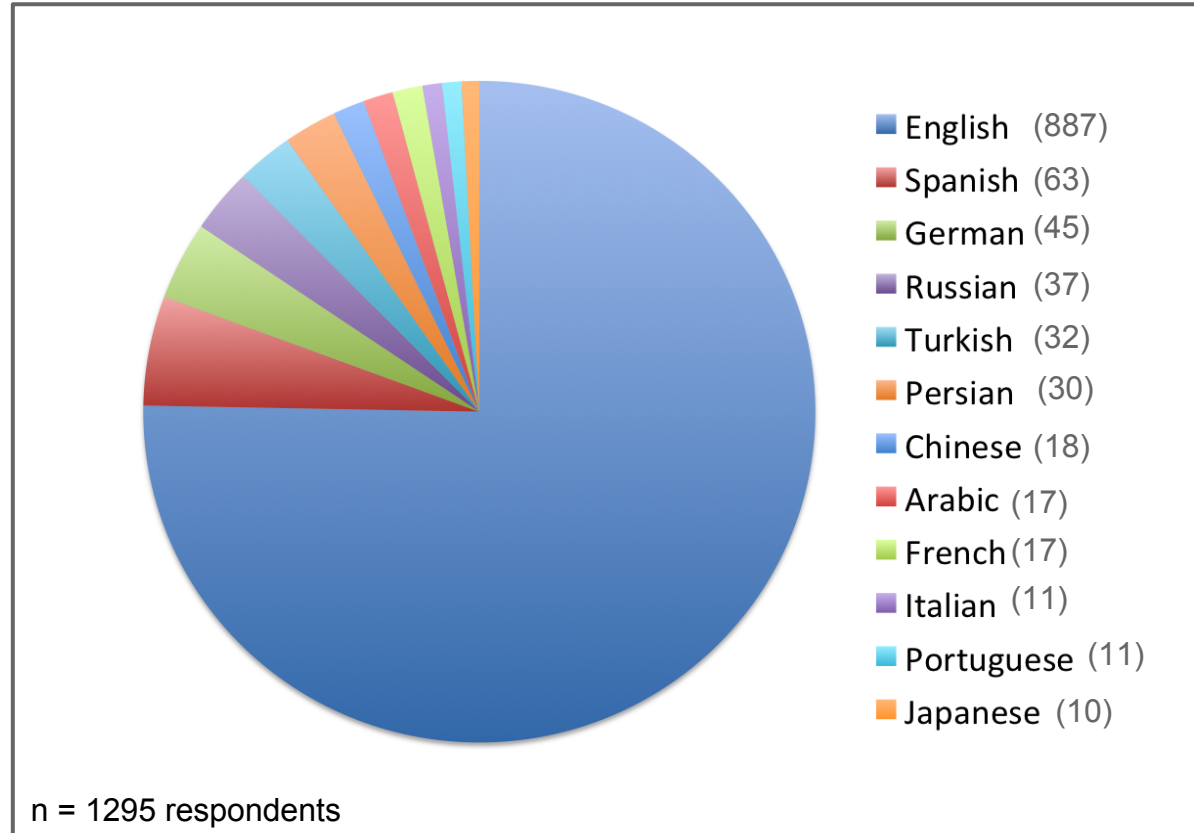
The top 10 language categories (number of respondents)

Responses were submitted in a total of **29 languages**

The top 10 languages represent over 90% of the total submissions.

Note:

Responses submitted in languages other than English were translated using Google Translate for analysis.



Language representation

29 languages were represented in the responses

1. English (887)	9. French (17)	17. Vietnamese (3)	25. Hindi (1)
2. Spanish (63)	10. Italian (11)	18. Bengali (2)	26. Interlingua (1)
3. German (45)	11. Portuguese (11)	19. Hebrew (2)	27. Norwegian (1)
4. Russian (37)	12. Japanese (10)	20. Polish (2)	28. Slovak (1)
5. Turkish (32)	13. Dutch (5)	21. Ukrainian (2)	29. Swedish (1)
6. Farsi (30)	14. Indonesian (4)	22. Afrikaans (1)	
7. Chinese (18)	15. Czech (3)	23. Azerbaijani (1)	
8. Arabic (17)	16. Korean (3)	24. Finnish (1)	

n = 1295 respondents

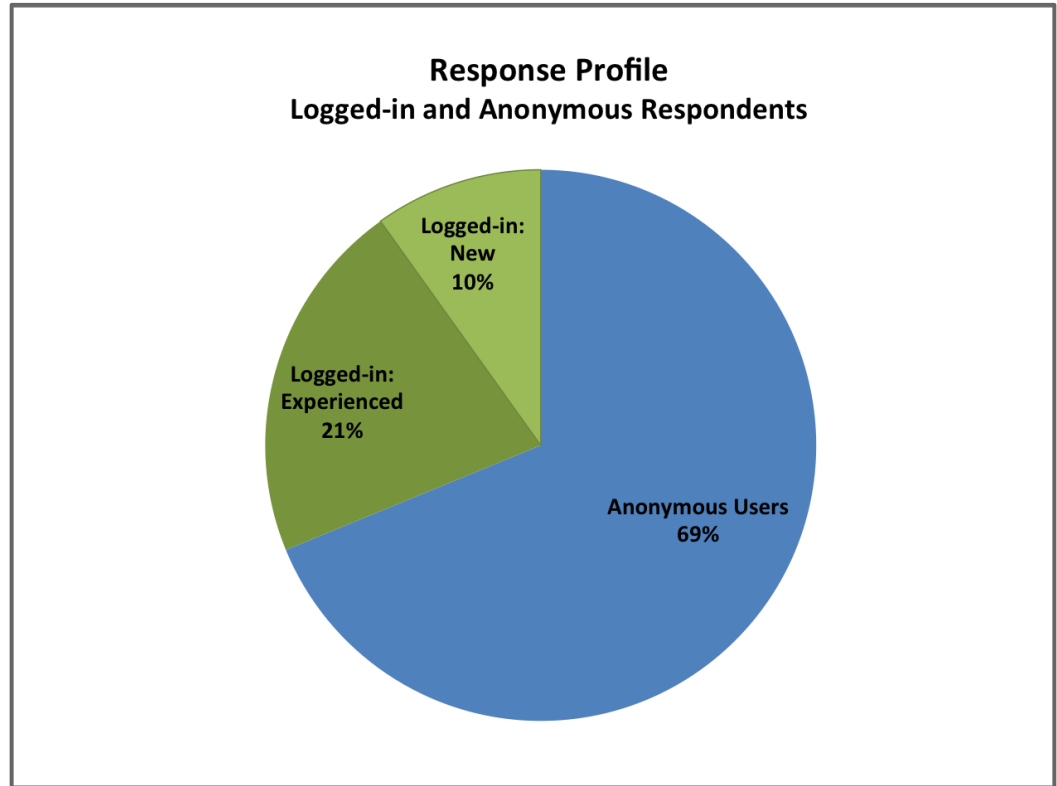
Translation languages highlighted

Consultation Respondents (Logged-in versus Anonymous)

n = 1295

- 891 Anonymous users (69%)
- 404 logged-in users (31%)

Of the 404 Logged-in users - (128) registered as new users *during* the consultation, 80% of which made their only global edit to the consultation page.



n = 1295 respondents

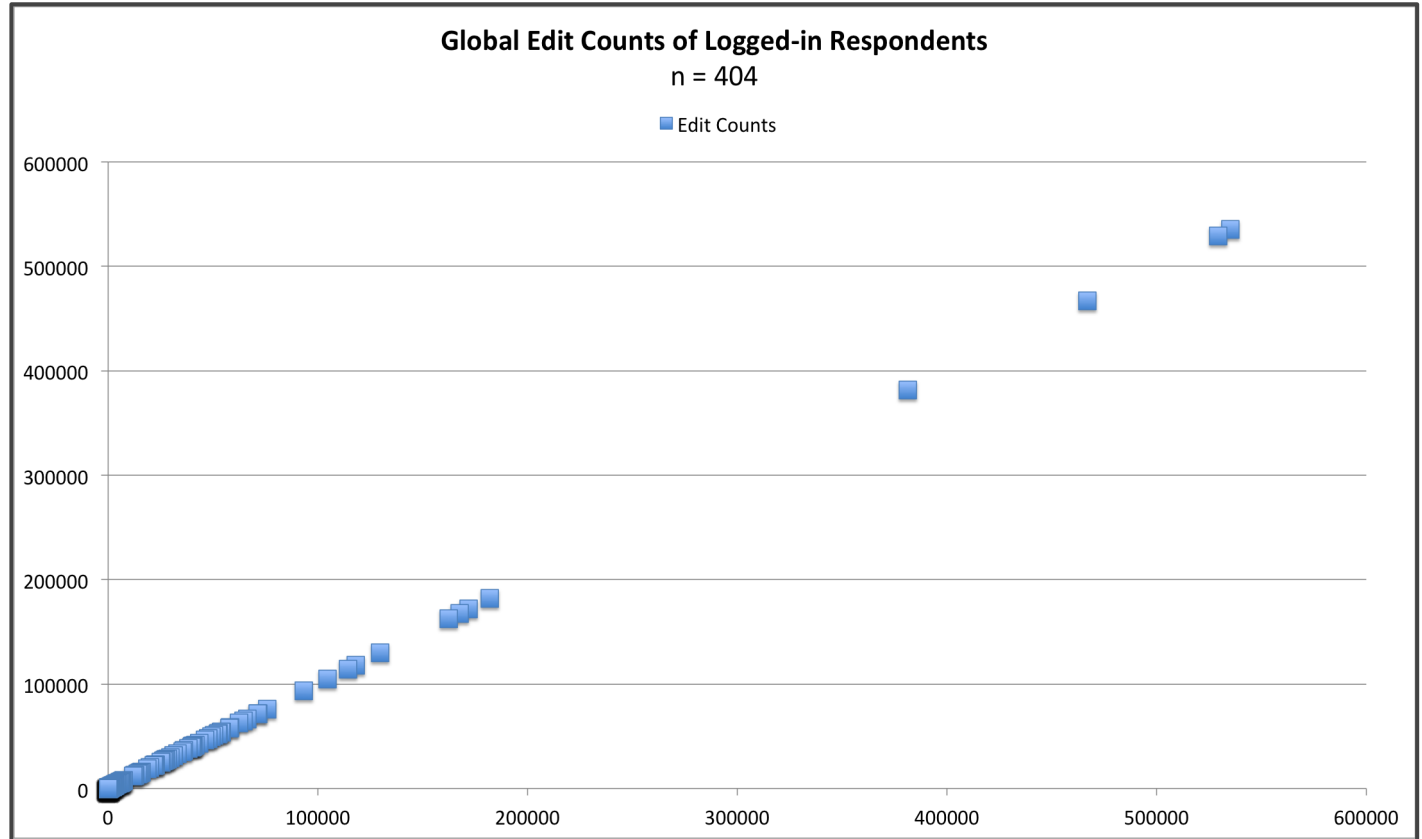
Logged-in Respondents

$n = 404$

Logged-in Respondents - Edit Count Profile

Top 10 Respondents:
(by global edit count)

1. 535,043
2. 529,292
3. 467,034
4. 381,340
5. 181,982
6. 171,823
7. 167,563
8. 162,325
9. 129,819
10. 118,067



n = 404 respondents

Home wiki representation - Logged in Responses (404)

30 different wiki projects were represented by respondents

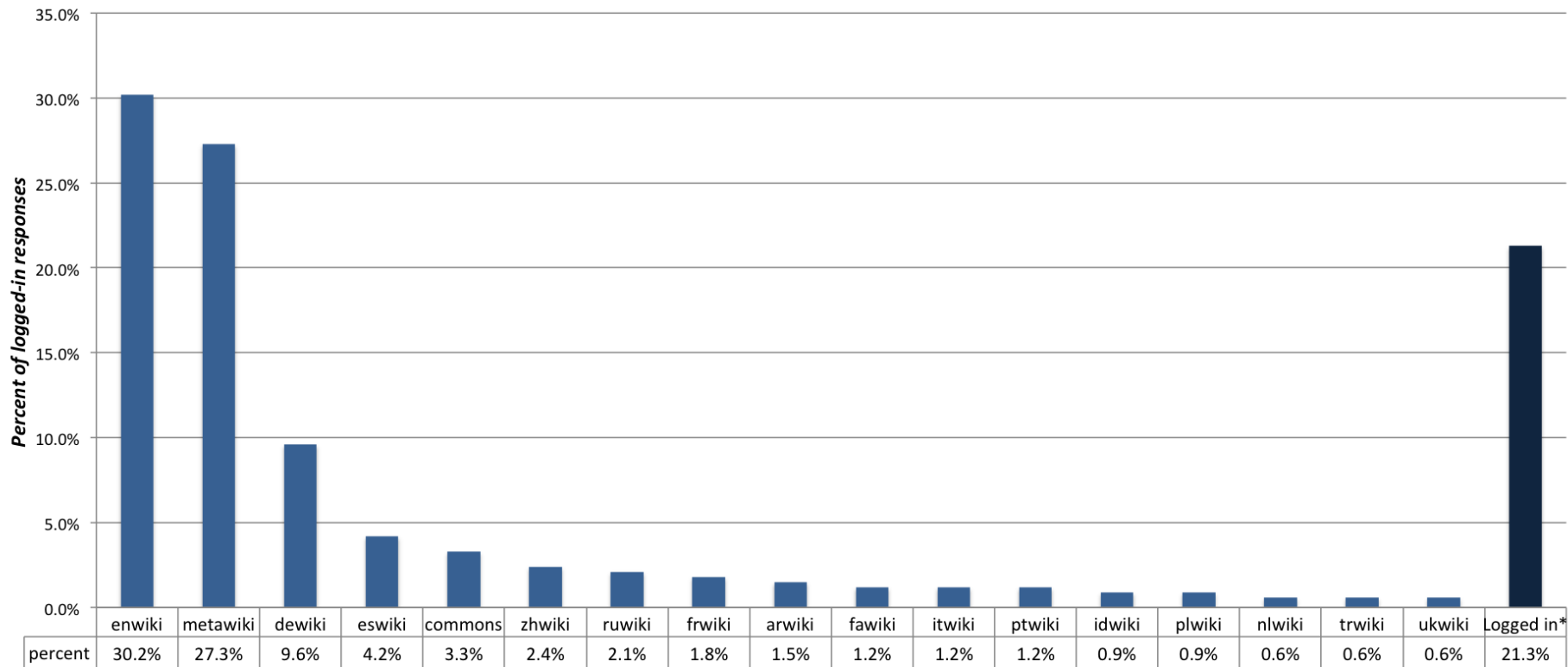
1. enwiki (122) English	7. ruwiki (7) Russian	13. idwiki (3) Indonesian	19. dawiki (1) Danish	25. iawiki (1) Interlingua
2. metawiki (91)* meta	8. frwiki (6) French	14. plwiki (3) Polish	20. elwiki (1) Greek	26. jawiki (1) Japanese
3. dewiki (32) German	9. arwiki (5) Arabic	15. nlwiki (2) Dutch	21. enwikinews (1) English Wikinews	27. kowiki (1) Korean
4. eswiki (14) Spanish	10. fawiki (4) Farsi	16. trwiki (2) Turkish	22. enwikiquote (1) English Wikiquote	28. nlwikinews (1) Dutch Wikinews
5. commons (11) Commons	11. itwiki (4) Italian	17. ukwiki (2) Ukrainian	23. enwikiversity (1) English Wikiversity	29. tenwiki (1) Wiki10
6. zhwiki (8) Chinese	12. ptwiki (4) Portuguese	18. cswiki (1) Czech	24. fiwiki (1) Finnish	30. tewiki (1) Telugu

n = 404 respondents

*Note: All (91) respondents with meta as their home wiki registered as new users during the consultation.

Home wiki representation - Logged in Respondents (404)

(All projects with >1 response)



Distribution of home wikis (% of logged-in responses)

n = 404
respondents

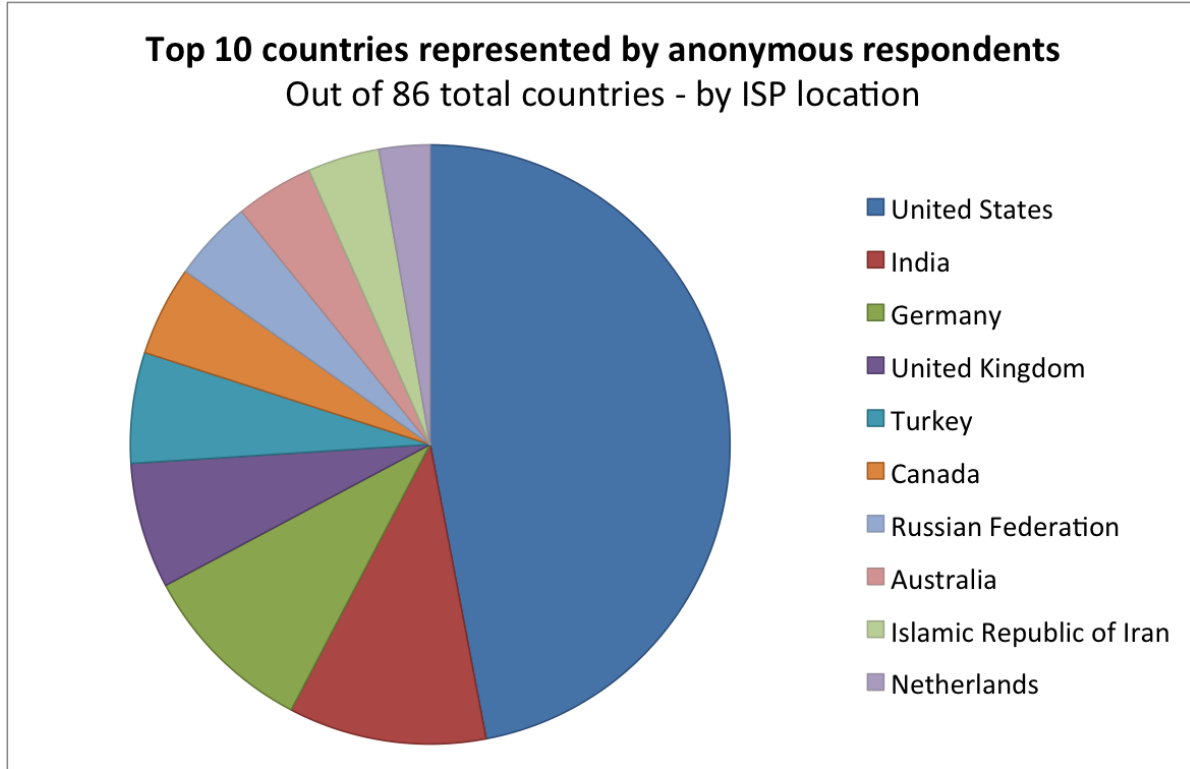
*Logged-in: Logged-in users with no recorded project data (n=71)

Anonymous Respondents

n = 891

Geographic representation

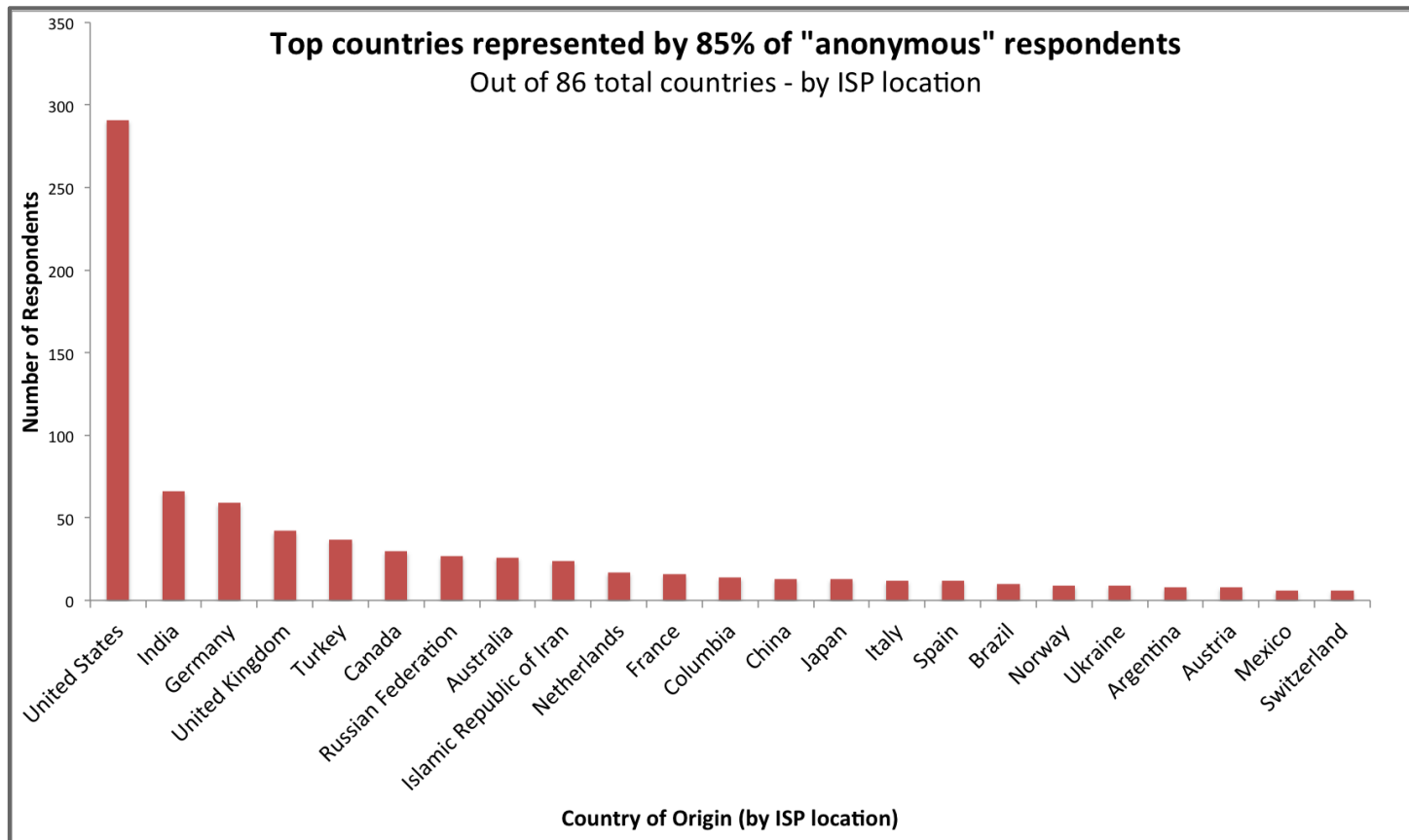
(891 Anonymous Respondents)



n = 891 Anonymous respondents

Geographic representation

(891 Anonymous Respondents)



n = 891 Anonymous respondents

Geographic representation*

86 countries were represented in the “Anonymous” responses (by ISP location)

1. United States (291)	13. China (13)	25. Israel (5)	37. Croatia (3)	49. Finland (2)
2. India (66)	14. Japan (13)	26. New Zealand (5)	38. Guatemala (3)	50. Ghana (2)
3. Germany (59)	15. Italy (12)	27. Pakistan (5)	39. Nepal (3)	51. Iraq (2)
4. United Kingdom (42)	16. Spain (12)	28. Philippines (5)	40. Peru (3)	52. Kenya (2)
5. Turkey (37)	17. Brazil (10)	29. Vietnam (5)	41. Poland (3)	52. Korea (2)
6. Canada (30)	18. Norway (9)	30. Belarus (4)	42. Portugal (3)	53. Qatar (2)
7. Russian Federation (27)	19. Ukraine (9)	31. Czech Republic (4)	43. Sweden (3)	54. Saudi Arabia (2)
8. Australia (26)	20. Argentina (8)	32. Morocco (4)	44. Angola (2)	55. Slovakia (2)
9. Iran (24)	21. Austria (8)	33. South Africa (4)	45. Bangladesh (2)	56. Sudan (2)
10. Netherlands (17)	22. Mexico (6)	34. UAE (4)	46. Bulgaria (2)	57. Thailand (2)
11. France (16)	23. Switzerland (6)	35. Venezuela (4)	47. Chile (2)	
12. Columbia (14)	24. Denmark (5)	36. Belgium (3)	48. Cuba (2)	

n = 891 Anonymous respondents

*All countries with >1 anonymous respondent

Geographic representation**

86 countries were represented in the “Anonymous” responses (by ISP)

58. Albania (1)	68. Kazakhstan (1)	78. Palestinian Territory (1)
59. Azerbaijan (1)	69. Lebanon (1)	79. Panama (1)
60. Bosnia and Herzegovina (1)	70. Lithuania (1)	80. Paraguay (1)
61. Cyprus (1)	71. Malaysia (1)	81. Serbia (1)
62. Dominican Republic (1)	72. Malta (1)	82. Singapore (1)
63. Egypt (1)	73. Mauritius (1)	83. Slovenia (1)
64. El Salvador (1)	74. Moldova (1)	84. Sri Lanka (1)
65. Greece (1)	75. Myanmar (1)	85. Taiwan (1)
66. Indonesia (1)	76. Namibia (1)	86. Uganda (1)
67. Ireland (1)	77. Nigeria (1)	

Level 2 Analysis - Comments

Comment Categories

$n = 2,468$

Consultation “Comments”

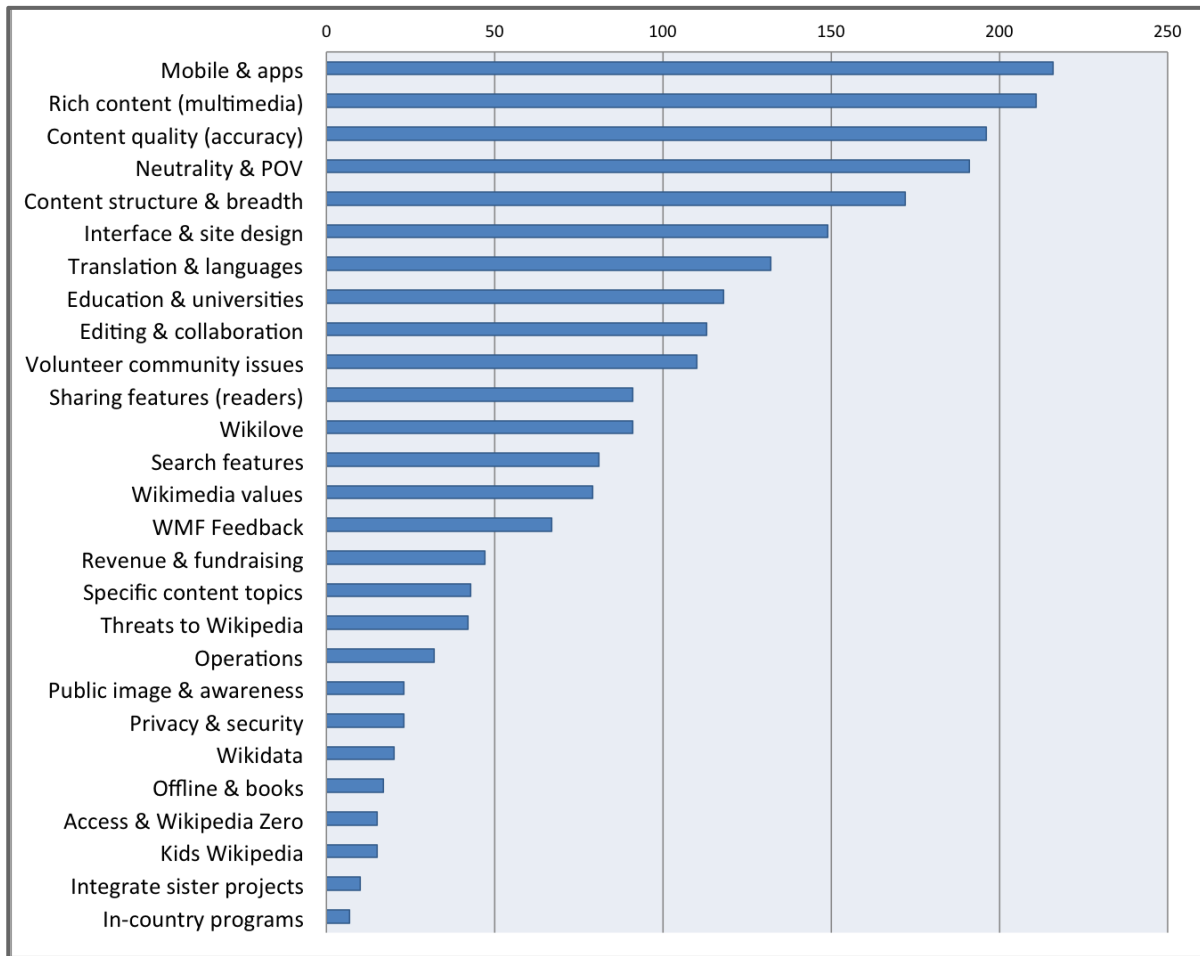
- Qualitative comments were individually examined, interpreted, and qualitatively coded into *emergent* categories.
- For deeper understanding and richer interpretation, initial analysis organized the 2,468 comments into 28 themes:

1. Mobile & Apps	15. WMF Feedback
2. Rich (multimedia) content	16. Revenue & fundraising
3. Content quality (accuracy)	17. Specific content topics
4. Neutrality and POV	18. Threats to Wikipedia
5. Content (quantity)	19. Operations
6. Interface & site design	20. Public image & awareness
7. Translation & languages	21. Privacy & security
8. Education & universities	22. Wikidata
9. Editing & collaboration	23. Offline & books
10. Volunteer community	24. Access & Zero
11. Social & sharing (readers)	25. Kids Wikipedia
12. Wikilove	26. Integrate sister sites
13. Search & discovery	27. In-country programs
14. Wikimedia values	28. (generic) Trends

Consultation Themes (2468 Comments)

Strategy Consultation Results Qualitative Comment Categories

$n = 2,468$ comments

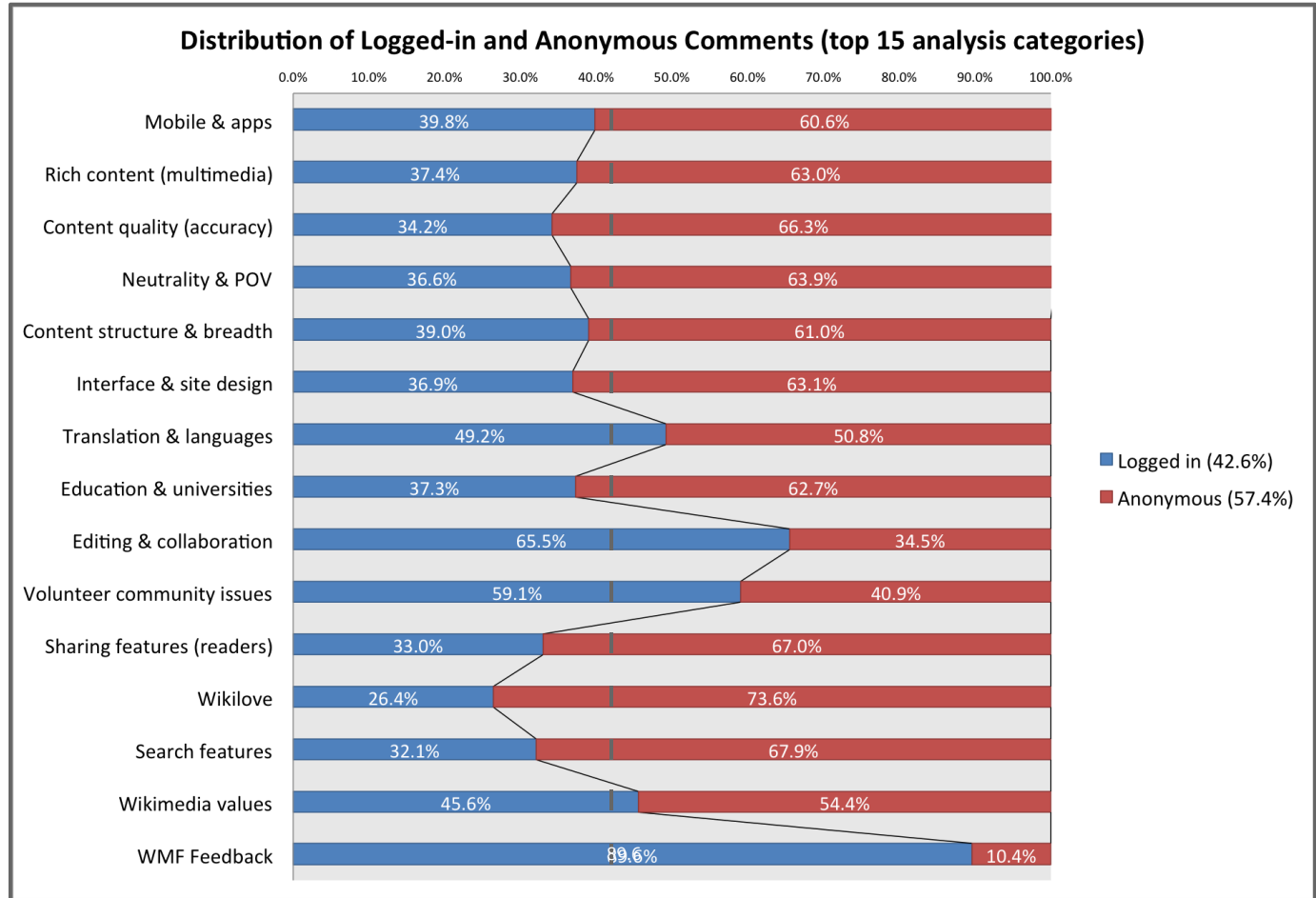


Note:

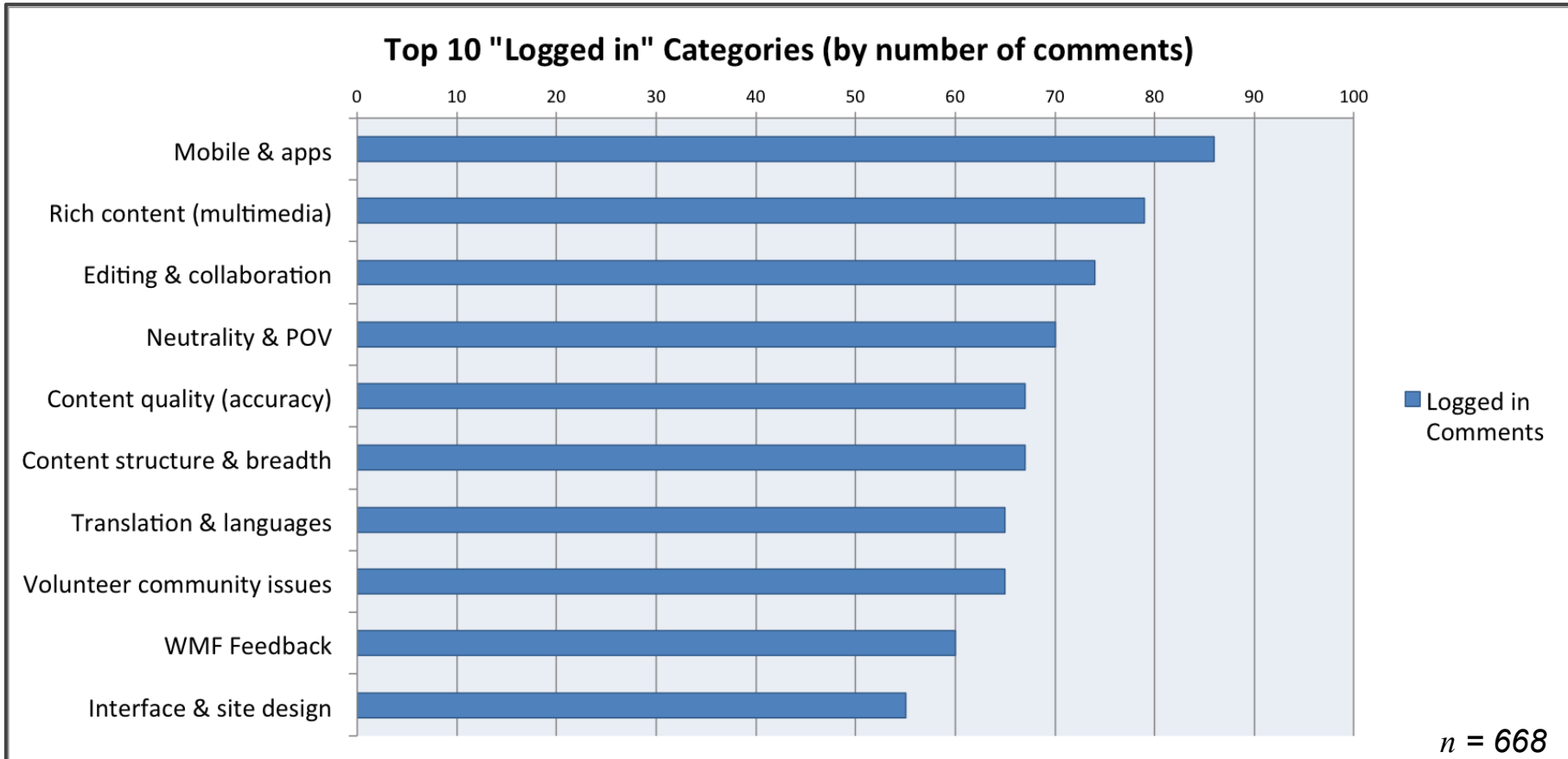
(Generic) Trends category not included

$n = 157$ comments

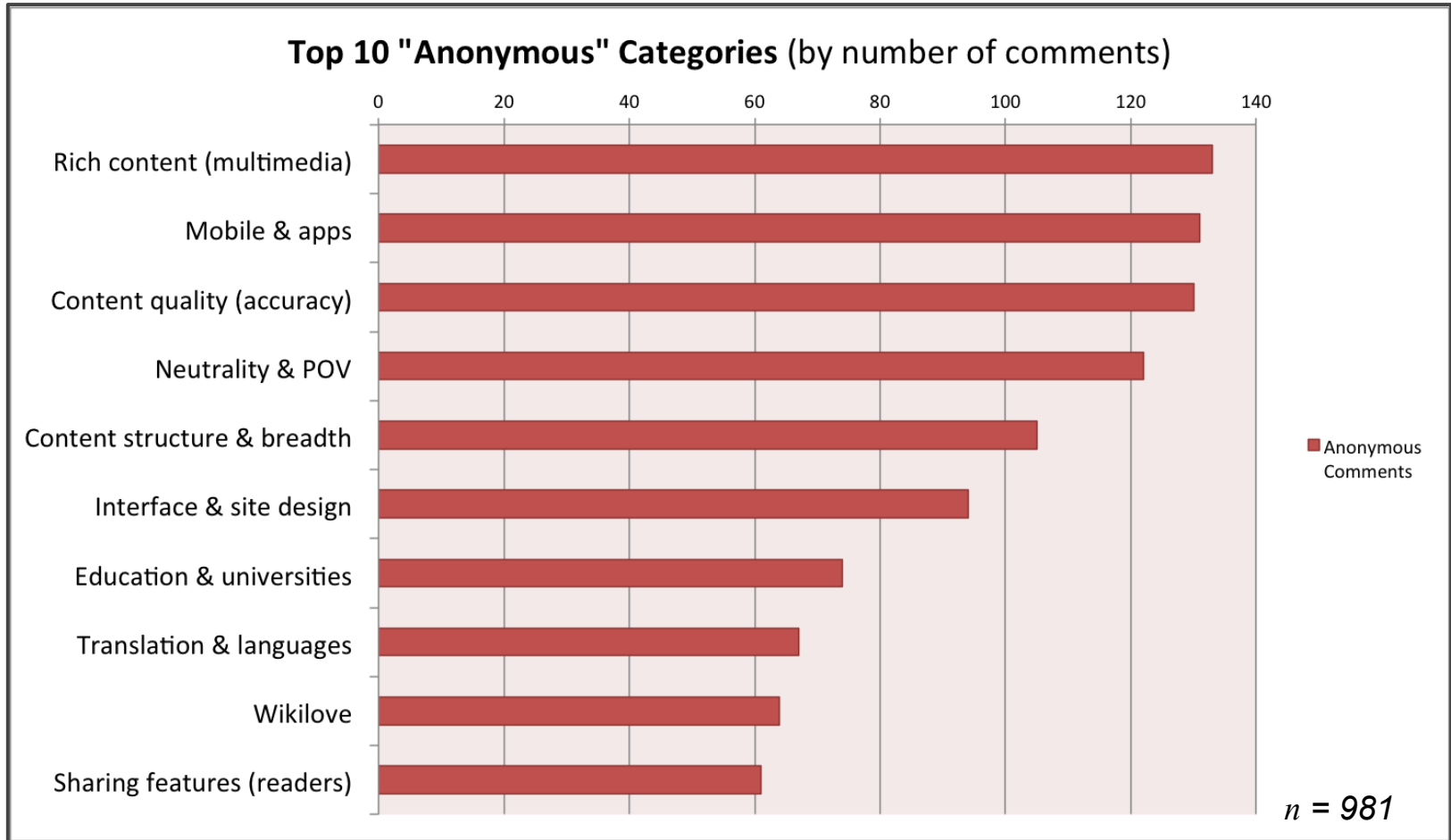
Top Comment Themes (2,013 Comments)



Top 10 Logged-in Categories (by # of comments)



Top 10 Anonymous Categories (by number of comments)



Comment Categories

$n = 2,468$

Comment Category Review

Top 2 categories (# of comments)

- Mobile & Apps
- Rich Content (Multimedia)

Sample “Anonymous” categories

- Interface & site design

Sample “Logged in” categories

- Editing & collaboration

Top Categories

Mobile & apps

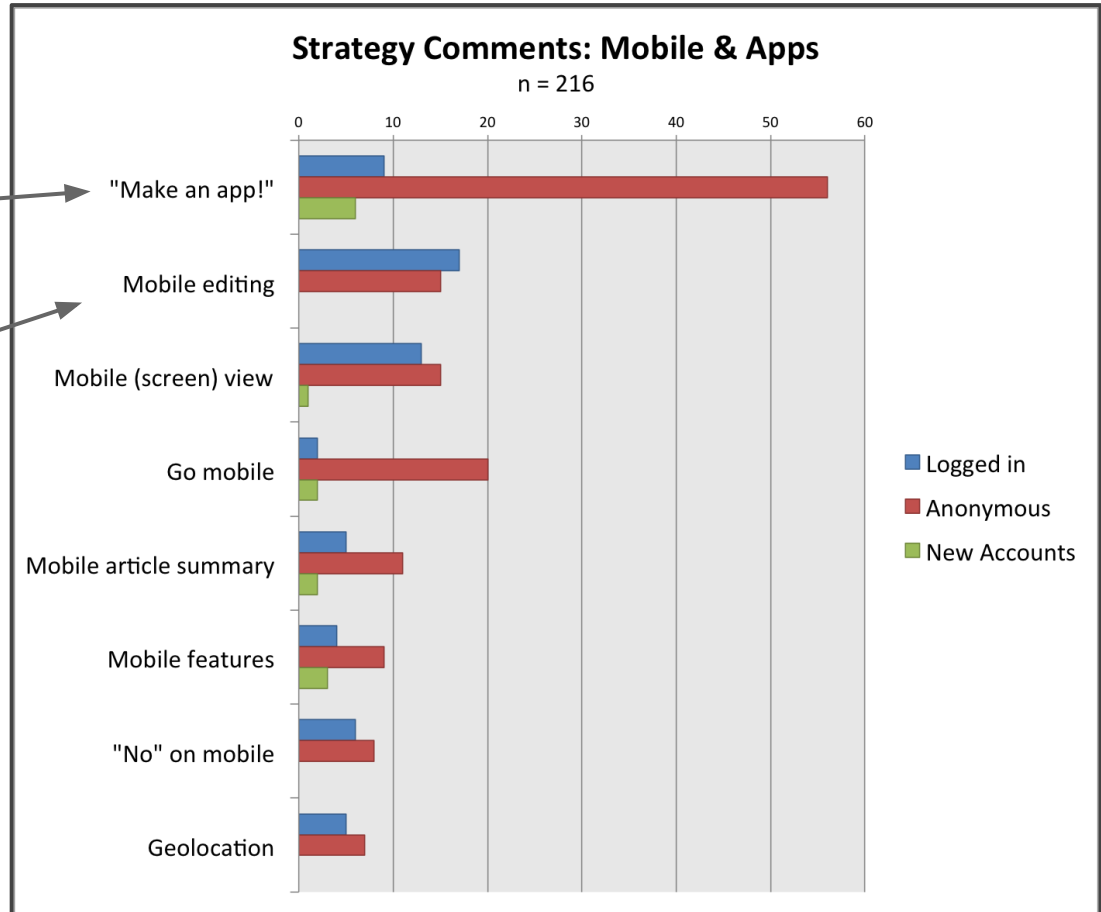
Rich content (Multimedia)

Mobile & apps (n = 216)

“Make an app!”
79% *anonymous*
respondents -
from 20 countries

Mobile editing

- 53% *Logged in*
- No *new account*



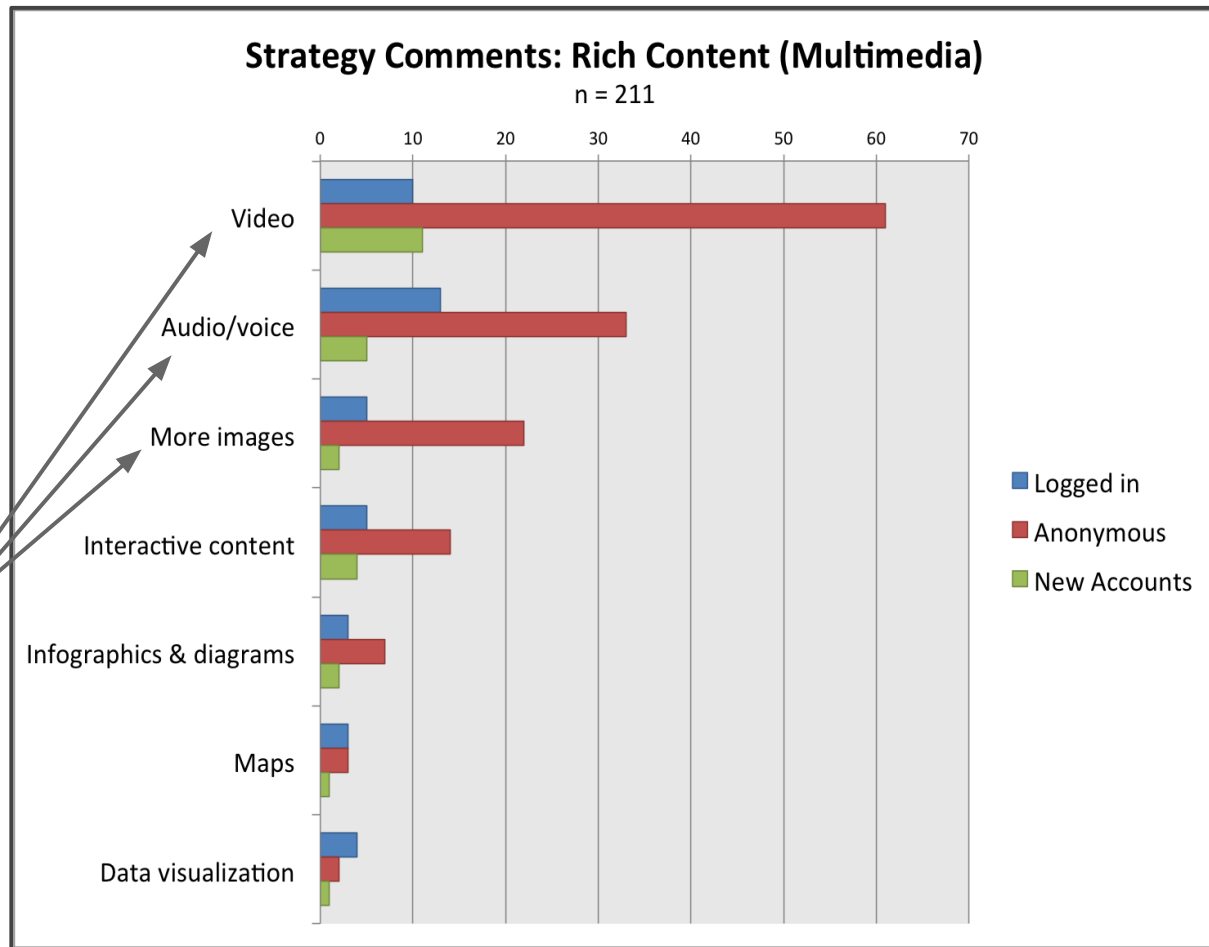
Mobile & apps (Examples)

“Make an app!”	make an application on android phones and ios phones (Philippines)
Mobile editing	The nice thing is that I have no trouble accessing Wikipedia from a mobile device. Editing from mobile is a little bit more difficult. Can addressing editor's mobile needs be a priority?(enwiki)
Mobile screen view	Redesigned UI, support for little screen. (Italy)
Mobile article summary	Mobile users will tend to read articles superficially and may not want to read in-depth articles. It would be good to keep wikipedia as much as it is with in-depth articles. If necessary a summary of an article could be given for those who want to read the basic's only. (Belgium)

Rich Content (n = 211)

Where comments focused on forms of multimedia and interactive content, we saw predominantly **anonymous users and new accounts**

- Of *Anonymous* and *New Users*:
 - 72 asked for video
 - 38 asked for audio
 - 24 asked for images



Rich Content (Examples)

Video	<p>At least every article ought to have one video of its topic...the format should be changed now and must be having a lot of pictures and audio clips because the pictures will indubitably intensify the ability of understanding any topic.(metawiki)</p> <p>video, audio even, we're well behind the times here - this isn't the near future it's the recent past. Is there any major website in the world with less video? (US)</p>
Audio/Voice	<p>narrate everything with clear explanation or write a story so that users can understand easily and will try to visit often when they want anything new. (India)</p>
Images	<p>Should be added to each article to wikipédii something like gallery of images where a reader can quickly find the images directly on the article. (Slovakia)</p>

“Anonymous” Sample Category

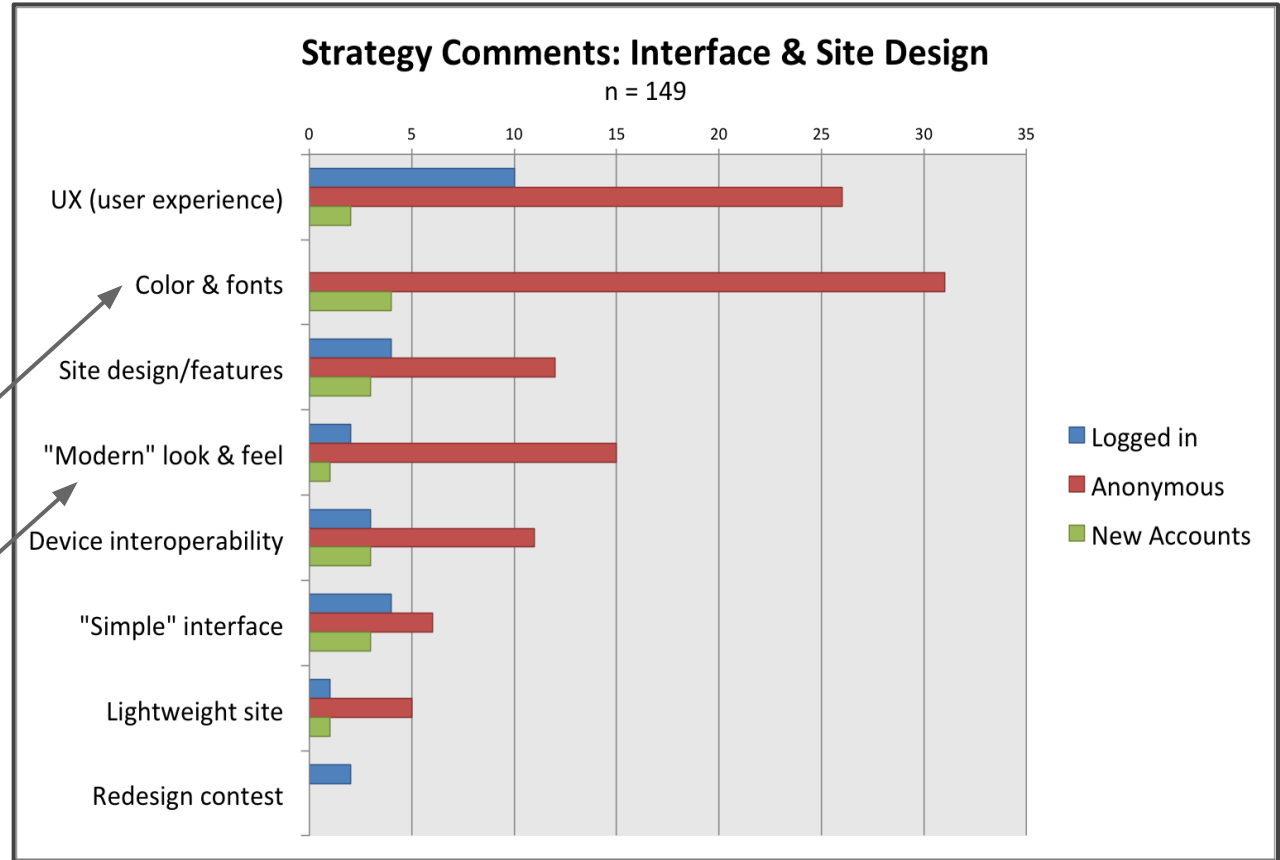
Interface & site design

Interface & site design (n = 149)

Anonymous users

contribute comments about the visual appeal and user experience of the site and apps.

- NO logged-in users commented about color and fonts, while 35 *Anonymous* and *New Accounts* did
- 18 respondents wrote specifically about need for a more “modern” design.



Interface and site design (Examples)

UX	<p>a new website layout perhaps (Albania)</p> <p>Get a good-looking interface...You need a functional interface. (Croatia)</p>
Color and fonts	<p>To get more users on wikipedia, get a more colorful webpage that's not so grey! This is a very important fact you guys need to realize. (Norway)</p> <p>You can show all things with more colors??? (Greece)</p>
“Modern” look and feel	<p>give Wikipedia a more modern user interface, both mobile-wise, and on the desktop. (US)</p>

“Logged in” Sample Category

Editing & collaboration

Editing & collaboration (n = 113)

Logged in users
contributed comments
related to editing and
collaboration in the areas of

- Simplify editing
- Collaboration
- Editing tools
- Editing process



Editing & collaboration (Examples)

Simplify editing	<p>Make editing easier...The popular opinion should ideally be that Wikipedia is edited by anyone with knowledge to share. Simplifying and streamlining the editing process will go far in making that happen. (enwiki)</p> <p>Please make editing pages easier because I'm having a hard time trying to figure out how to edit some text. Thanks in advance ! (Kenya)</p>
Collaboration	<p>I think in future editing will be an online in-time and collaborative activity (with chat/teleconf), rather than i-edit-from-my-basement, you-correct-from-your-basement... loop (metawiki)</p> <p>A direct chat features for editors, maybe even video conversations would greatly improve the discussion. (Germany)</p>
Editing process	<p>What I experience sometimes is there are certain articles / topics yet to include in Wikipedia. So, can this missing article and topic be alerted to user via SMS system. This could facilitate user to visit the site and do necessary edit. (commonswiki)</p>

Conclusion

Take-aways

- When you ask, Wikimedians (and readers!) will tell you what they think.
- *Anonymous* and *new users* are concerned with user-experience and site design issues:
 - mobile functionality
 - multimedia
 - accuracy/reliability of the content
 - translation and language capabilities
 - the look, feel and usability of the site/app
 - neutrality of content
 - simplicity/readability
 - sharing features & social integration

Take-aways

- *Logged in* users presented specific concerns about editing and community issues, including:
 - Mobile editing
 - Citations
 - Simplifying the editing process
 - Editing tools and collaboration
 - Community climate
 - Bureaucracy and rules

Next steps

- Post the Consultation results and data file for exploration by the community.

See you at Wikimania!

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Wikimania 2015 in Mexico City



Wikimania 2015