

Wikimedia Foundation metrics meeting

29 September 2016



WIKIMEDIA
FOUNDATION

Agenda

- Welcomes
- Community update
- Metrics
- Research
- Product demo
- Feature
- Questions and discussion

Welcome

Requisition hires:

- Lani Goto - Finance & Administration - SF
- Natalia Harateh - Product - Scotland
- Sam Wilson - Product - Australia
- Lena Traer - Finance & Administration - SF
- Manuel Arostegui - Technology - Spain

Contractors, interns & volunteers:

- Leighanna Mixter - Legal - SF
- Katie Koerper - Communications - SF
- Thea Skaff - Advancement - SF
- Valonna Fowler - T&C - SF



Anniversaries

Mark Bergsma (10 yrs)

Erik Zachte (8 yrs)

Michelle Paulson (8 yrs)

Santhosh Thottingal (5 yrs)

Chris Johnson (5 yrs)

Dan Andreescu (4 yrs)

Dan Garry (3 yrs)

Jorge Vargas (2 yrs)

Ellery Wulczyn (2 yrs)

Alex Stinson (2 yrs)

Bahodir Mansurov (2 yrs)

Jeff Hobson (2 yrs)

Bartosz Dziewonski (2 yrs)

Marti Johnson (2 yrs)

Marcel Ruiz Fornes (2 yrs)

Sati Houston (2 yrs)

Jake Orlowitz (2 yrs)

Karen Brown (1 yr)

Alan Lau (1 yr)

Jeff Elder (1 yr)

Community update



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Wikimedia CEE Meetup 2016



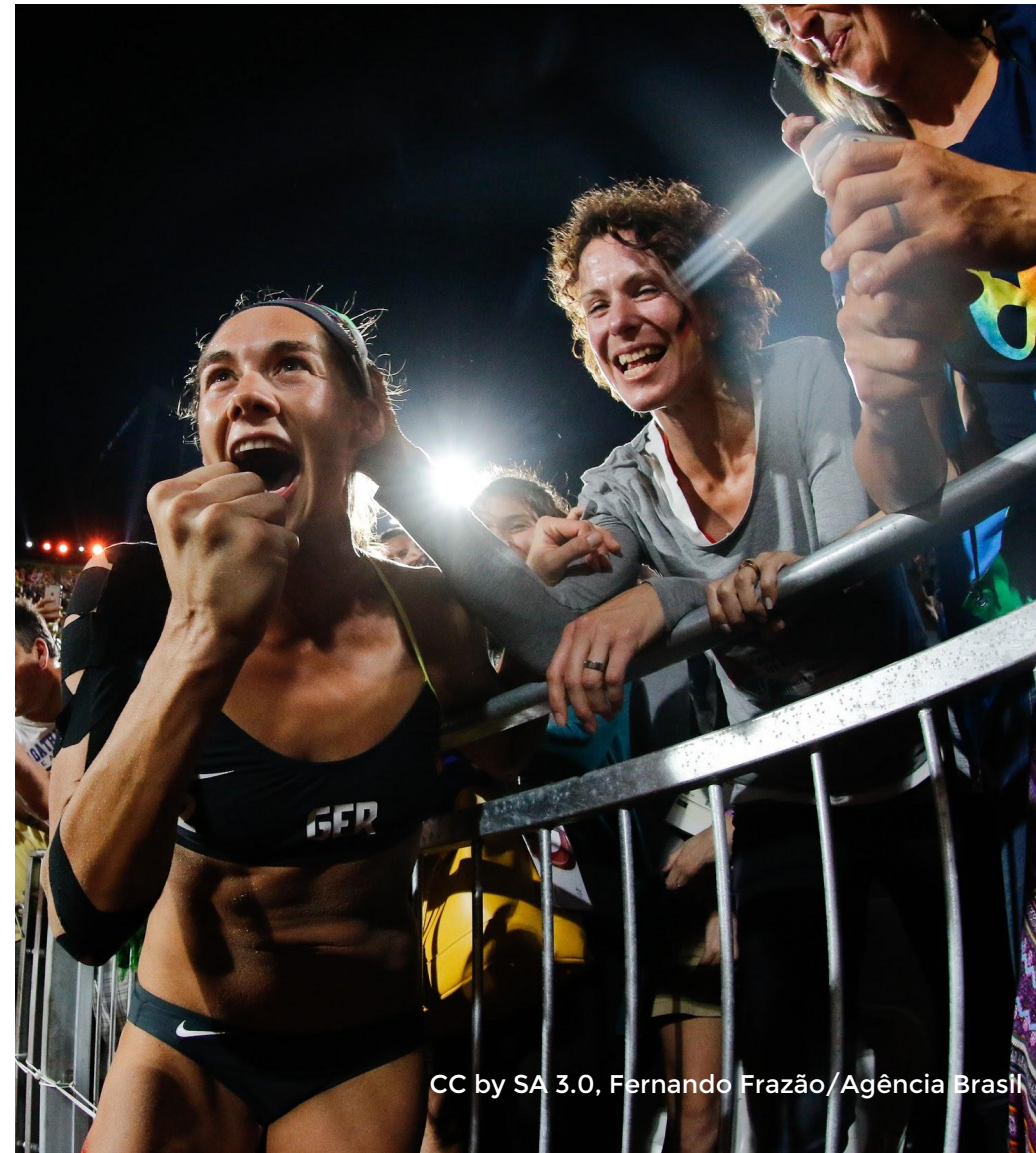
- Wikimedia Central and Eastern Europe, 5th annual meetup
- August 27 - 29
- ~60 people from over a dozen different countries
- **Trainings** on: social media, project management, wikidata, conflict management online, reporting and storytelling.
- **Programs** focus on: education, GLAM, WikiProject Med, Gender Gap.
- Reflections on the impact of small and large meetups.
- More:
https://meta.wikimedia.org/wiki/Wikimedia_CEE_Meeting_2016



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Wiki Loves the Olympics

- **Editing contest** organized by Wikimedia Iberocoop
- August 5 - September 18
- Covered 2016 Summer Olympics and Paralympics.
- ~ 30 participants across 13 languages, +1,050 articles edited
- Strong participation from **es.wp** community (~450 art.) followed by **pl.wp** (~190 art.)
- Created lists of articles requested using the **Missing Topics tool**.
- More:
https://meta.wikimedia.org/wiki/Wiki_Loves_the_Olympics



Women of the Antarctic



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- Editing marathon hosted by **Scientific Committee on Antarctic Research (SCAR)**, in partnership with **Women in Red** and **Women in Science**.
- August 23.
- ~**350 attendees** worked on **+100 articles** and added **72 new images** to acknowledge women scientists in the Antarctic.
- “This wikibomb gives us, and people everywhere, access to **greater knowledge**, strong role models, and a richer understanding of the history of this shared global space - women included.”
- Read more:
https://en.wikipedia.org/wiki/Wikipedia:Meetup/SCAR_2016



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Wikimedia project milestones

- **Wikidata** reached 20,000,000 items.
- **Chinese Wikipedia** reached 900,000 articles.
- **Albanian Wikipedia** reached 60,000 articles.



Upcoming collaborations with communities

- **Leadership Development Dialogue:** ongoing until October 16th.
[meta:Community_Engagement/Leadership_Development_Dialogue](#)
- **Legal consultation on CC 4.0:** Starts on Oct 4th.
- **WikiConference North America:** October 7 - 10 in San Diego, CA.
- Share your collaborations with communities on Meta if you expect to reach 50+ people:
[meta:Community_Engagement/Calendar](#)

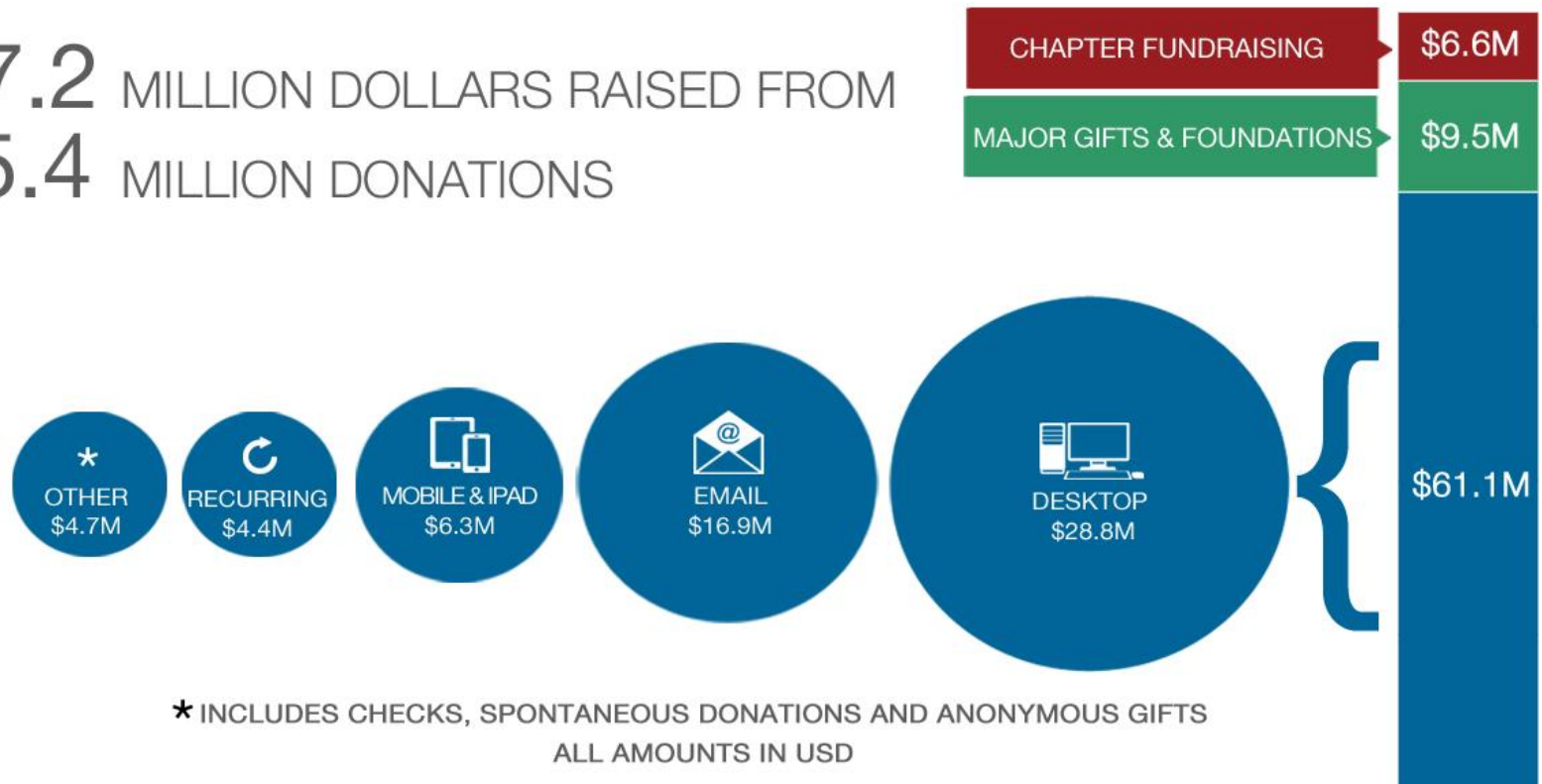
FY 2015-2016 Fundraising report



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Fundraising overview

\$77.2 MILLION DOLLARS RAISED FROM
5.4 MILLION DONATIONS

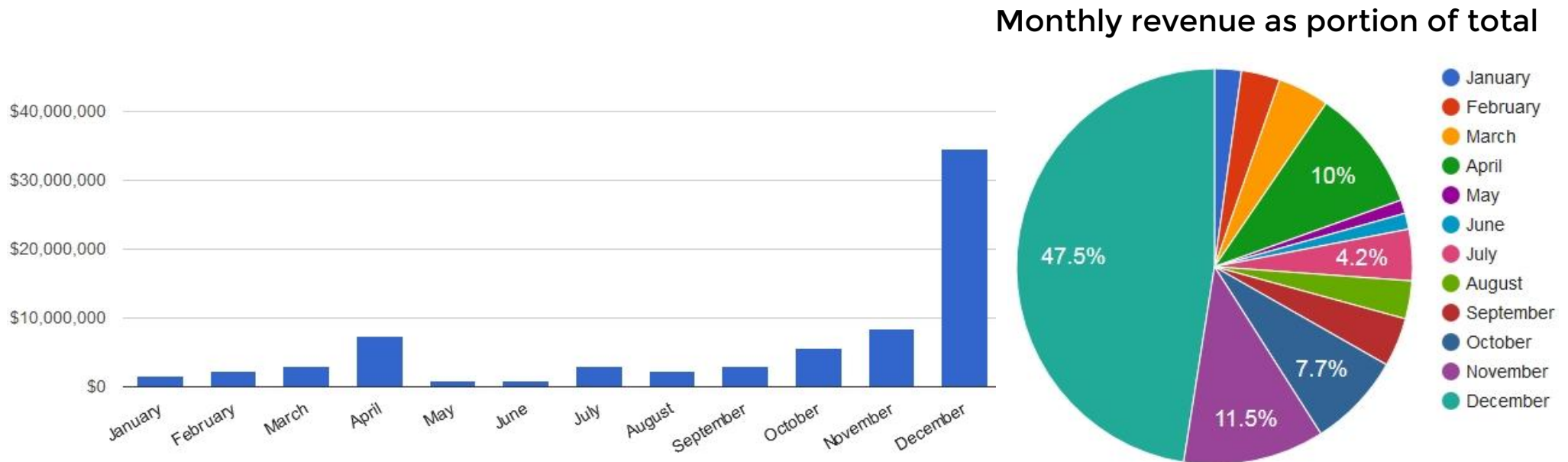


Donations per continent

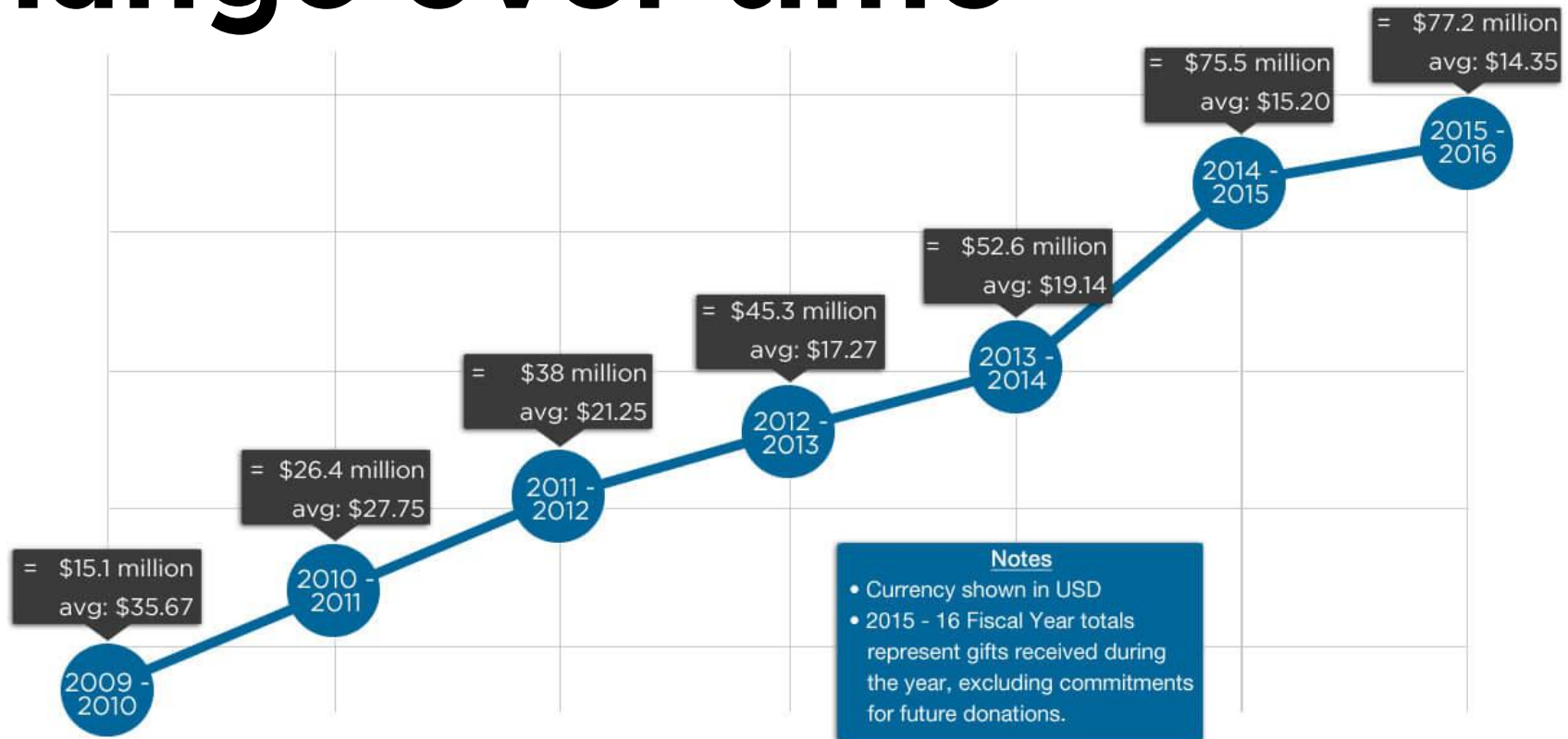
Note: all amounts rounded in USD. Continent totals may exclude anonymous donations.



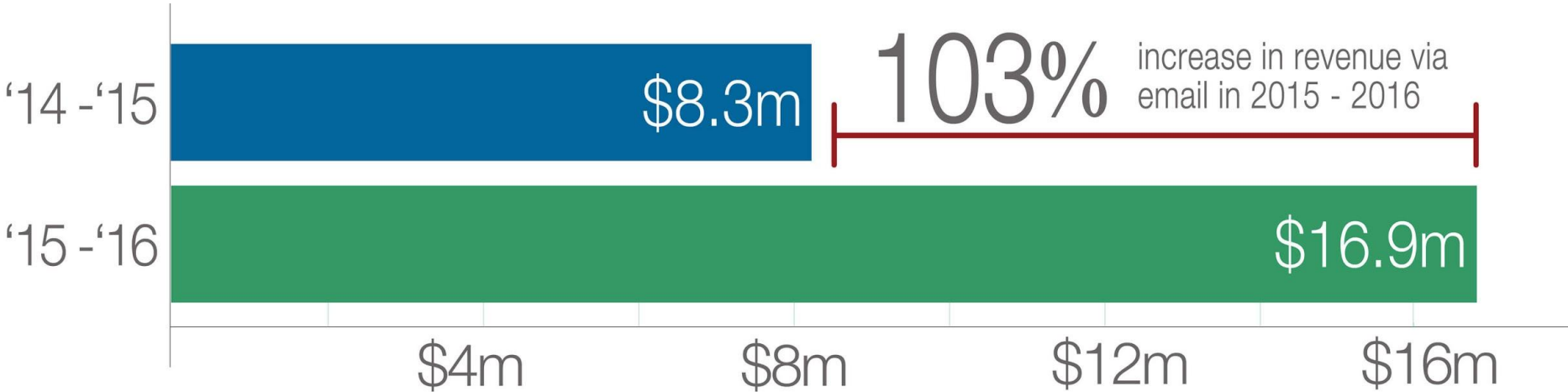
Donations per month





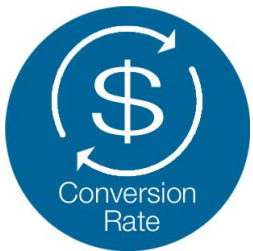
Change over time



Email overview



Benchmark Comparisons

	 Open Rate	 Click Rate	 Conversion Rate
Industry Average M+R 2016 Fundraising Benchmarks	17%	0.7%	0.28%
Wikimedia	40% (2.35×)	9.9% (14.1×)	8.7% (30.9×)

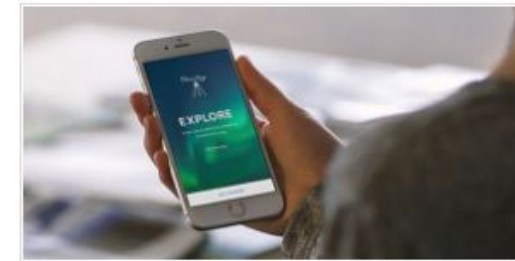
Email newsletters

- A long-term test in Apr. - Dec. 2015 showed that donors who received 2 newsletters prior to the donation campaign were 14% more likely to give again
- We are sending newsletters to 2 million US & GB donors in 2016, testing different types of content:
 - Video email
 - Blog highlights
 - Fun Facts from Wikipedia



15 Candles

Wikipedia celebrated its "golden" birthday this year, turning 15 years old on January 15th. What was only an idea 15 years ago is now a paragon of online collaboration, with millions of free and open license articles, media, and more. [Wikipedia belongs to each of us](#), and you have helped give the world 15 years of discovery and joy. Rediscover how the encyclopedia evolved and check out [the most edited Wikipedia articles of all time](#).



Wikipedia mobile apps are best in class

Last December, Wikipedia's mobile pageview count surpassed desktop pageviews for the first time in our 15-year history. Wikimedia Foundation developers have worked hard to redesign our mobile applications, and it's paying off. Wikipedia's Android app was named one of the [best apps of 2015](#), and our [completely redesigned iOS app](#) was just released this March. Explore app-only features like saving articles, improved search, and article suggestions tailored to your reading habits.



Banner tests

2,086 fundraising banners tested in FY1516

58% more banner tests than the previous cycle

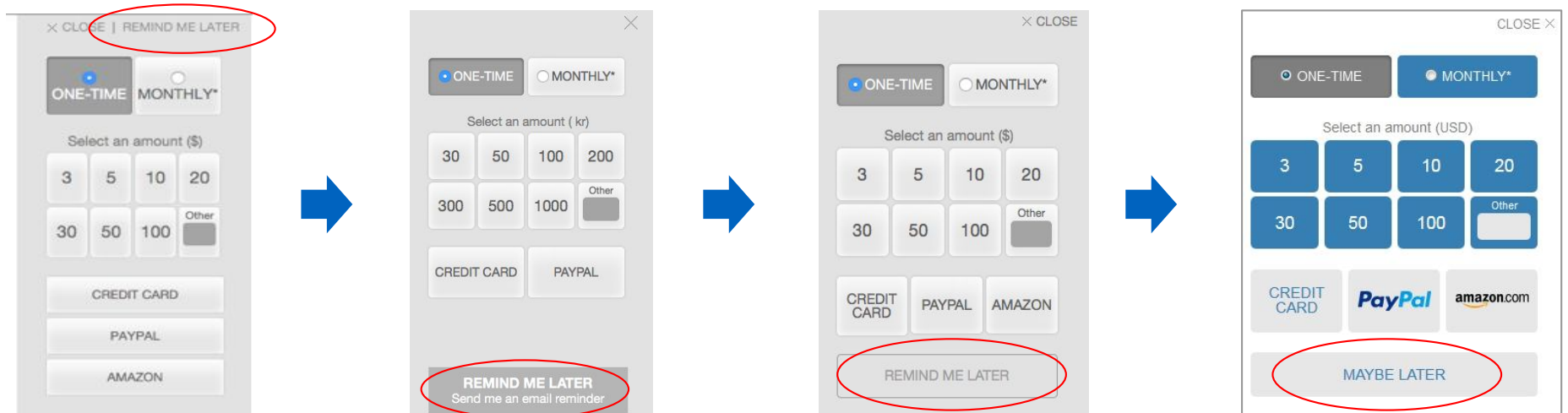
58% of donors gave the first time they saw a banner

- Adopted *Knowledge* copy suggested by Staff:
“*We believe knowledge is a foundation. A foundation for human potential, for freedom, for opportunity. We believe everyone should have access to knowledge—for free, without restriction, without limitation.*”
- Saw significant gains from localized copy tests, inserting Country Name in the opening line of desktop banners (e.g. *Today we ask readers in Malaysia to help Wikipedia.*) This copy beats the generic control by an average of **10.5%**.

Highlight: Remind me later

204,459 email addresses collected

\$1,350,000 estimated revenue from remind me later contacts in FY1617



Up next

- Mobile app fundraising messages
- Mobile web banner improvements
- Email optimization
- New payment methods
- Improvements to recurring donations

Changing Readership

	Annual change (2013-16, linear)
Total	-3%
Desktop	-18%
Mobile (web + apps)	+25%

Rise of mobile readership does not offset the decline of desktop

Major Gifts

\$9,500,000 raised from **1,416** donations
Like extremely active editors who contribute a multitude of content to Wikimedia projects, [benefactors](#) who give at a high level bolster the foundations of our entire knowledge base.

Most Major Gifts support general operating budget. A few support specific programs such as Wikipedia Zero.



CC by SA 3.0, David Peters

FR-Tech

- **CiviCRM: de-duplicate donor records**
 - >2 million records “de-duped” as of today
 - Estimated 5% improvement, or + \$850k, in conversion in email appeals
 - Estimated 40%-50% improvement in Major Gifts maintenance work during Big English
- **Enabled donations in 8 new countries**
 - Adjusted: Astropay, Worldpay, Adyen, Amazon
- **Banner history offers a friendlier alternative to unique tokens.**



By Gizlog (Own work) [CC BY-SA 3.0]

Community Engagement

- June Staff Feedback sessions: 2 sessions with ~30 staff, generating 47 testable ideas
- Throughout FY 2016-17, we will host community feedback sessions
- Interested in getting involved? Contact seddon@wikimedia.org



By Victorgrigas (Own work) [CC BY-SA 3.0]

Research update



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What's the single, most important ingredient of a Wikipedia article?





Text



Images



Videos



Table of contents



Internal links



External links



Interlanguage links



Infoboxes



Maps



Charts



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Categories



Text



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Internal links



External links



Interlanguage links



Infoboxes



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Charts



References



Categories



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Wikipedia:Verifiability, not truth

From Wikipedia, the free encyclopedia



This [essay](#) contains the [advice](#) or opinions of one or more Wikipedia contributors on the [Verifiability](#) policies. Essays are *not* [Wikipedia policies or guidelines](#). Some essays represent widespread norms; others only represent minority viewpoints.

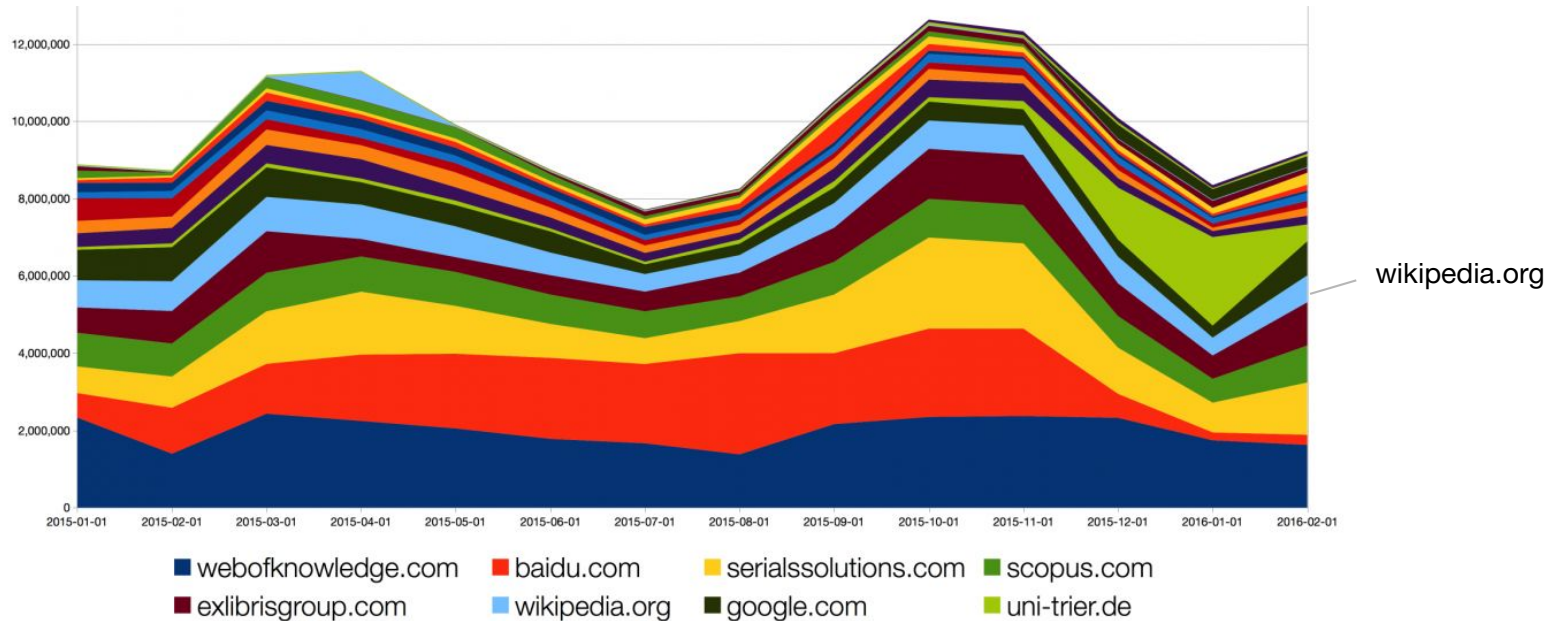
Shortcuts:
[WP:NOTTRUTH](#)
[WP:TRUTH](#)
[WP:VNT](#)



This page in a nutshell: Any material added to Wikipedia must have been published previously by a [reliable source](#). Editors may not add content solely because they believe it is true, nor delete content they believe to be untrue, unless they have verified beforehand with a [reliable source](#).

Wikipedia's core sourcing policy, [Wikipedia:Verifiability](#), used to define the threshold for inclusion in Wikipedia as "**verifiability, not truth**". "Verifiability" was used in this context to mean that material added to Wikipedia must have been published previously by a [reliable source](#). Editors may not add their own views to articles simply because they believe them to be correct, and may not remove sources' views from articles simply because they disagree with them.

World's top DOI referrals



crosstech.crossref.org/2014/02/many-metrics-such-data-wow.html

blog.crossref.org/2016/05/https-and-wikipedia.html



Preferred resource for knowledge acquisition

Results: The participants valued lecture notes (73.7%) and Wikipedia (74%) as their most important online sources for knowledge acquisition. Missing integration of e-learning into teaching was seen as the major pitfall (58.7%). The learning management system was mostly used for study information (68.3%), preparation of exams (63.3%) and lessons (54.5%). Clarity (98.3%), teaching-related contexts (92.5%) and easy use of e-learning offers (92.5%) were rated highest. Interactivity was most important in free-text comments (n = 123).

Back et al. (2016) *Int J Med Educ.*7:267-273; doi: [10.5116/ijme.57a5.f0f5](https://doi.org/10.5116/ijme.57a5.f0f5)



Most visited resource during public health crises

Most used internet site in Liberia, Sierra Leone and Guinea for Ebola during 2014 outbreak

Greater than CNN, CDC and WHO

Heilman (2016) tinyurl.com/jfuyduv





average goat lifespan

Web

Shopping

Images

Videos

News

More ▾

Search tools

About 367,000 results (0.39 seconds)

15 – 18 y

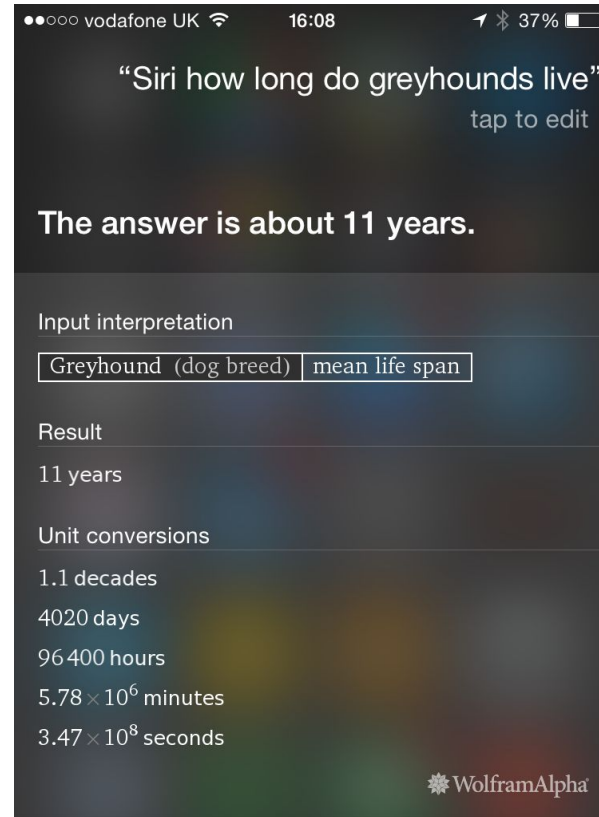
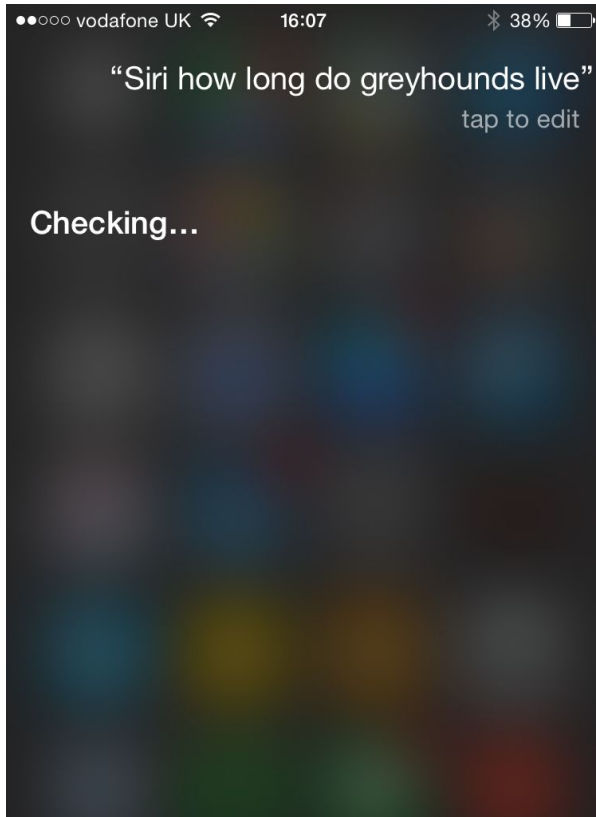
Goat, Lifespan



Feedback



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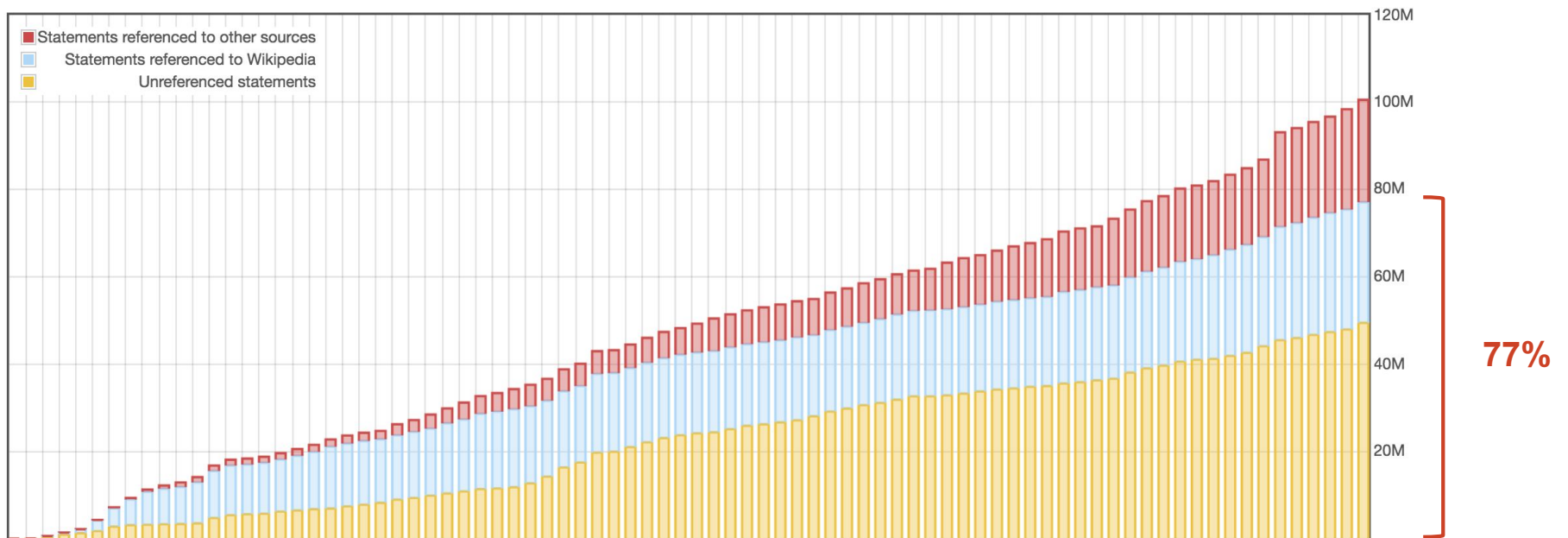
Technical support for sourcing and verifiability



References in Wikipedia

The molecular origins of insulin go at least as far back as the simplest unicellular [[eukaryotes]].<ref name='LeRoith'>{{cite journal | vauthors = LeRoith D, Shiloach J, Heffron R, Rubinovitz C, Tanenbaum R, Roth J | title = Insulin-related material in microbes: similarities and differences from mammalian insulins | journal = Can. J. Biochem. Cell Biol. | volume = 63 | issue = 8 | pages = 839-49 | year = 1985 | pmid = 3933801 | doi = 10.1139/o85-106 }}</ref> Apart from animals, insulin-like proteins are also known to exist in Fungi and Protista kingdoms.

References in Wikidata



tools.wmflabs.org/wikidata-todo/stats.php



A bibliographic database for all Wikimedia projects?





Vision
Technology
Community
Scale
Licensing
Independence



{ } wikicite



Alfred P. Sloan
FOUNDATION
WIKIMEDIA
FOUNDATION

GORDON AND BETTY
MOORE
FOUNDATION



WikiCite goals

Build a repository of bibliographic metadata in Wikidata

Design data models, technology and workflows to improve the coverage, quality, standards-compliance, machine-readability of bibliographic metadata supporting Wikimedia references



WikiCite workgroup reports

meta.wikimedia.org/wiki/WikiCite_2016

Main workgroups [\[edit | edit source \]](#)

Group 1: Modeling bibliographic source metadata

Discuss and draft data models to represent different types of sources as Wikidata items
[add here](#)

Group 2: Reference extraction and metadata lookup tools

Design or improve tools to extract identifiers and bibliographic data from Wikipedia citation templates, look up and retrieve metadata

Group 3: Representing citations and citation events

Discuss how to express the citation of a source in a Wikimedia artifact (such as a Wikipedia article, a Wikidata statements etc.) and review alternative ways to represent them

Group 4: (Semi-)automated ways to add references to Wikidata statements

Improve tools for semi-automated statement and reference creation ([StrepHit](#), [ContentMine](#))

Group 5: Use cases for source-related queries

Identify use cases for SPARQL queries involving source metadata. Obtain a small open licensed bibliographic and citation graph dataset to build a proof-of-concept of the querying and visualization potential of source metadata in Wikidata. Includes work on Zika virus

Additional workgroups [\[edit | edit source \]](#)

Group 6: Wikidata as the central hub on license information on databases

Add license information to Wikidata to make Wikidata the central hub on license information on databases

Group 7: Using citations and bibliographic source metadata

Merge groups working on citation structure and source metadata models and integrate their recommendations

Group 8: Citoid-Wikidata integration

Extend Citoid to write source metadata into Wikidata



WikiCite highlights



rich bibliographic data models

Journal articles	author · short author name · editor · title · subtitle · publication date · published in · volume · issue · page(s) · license · full text available at · reference URL · language of work or name · original language of work · main subject · Commons category · sponsor · external data available at · corrigendum / erratum · <i>Identifiers:</i> article ID · DOI · PubMed ID · PMCID · arXiv ID · ZooBank publication ID · JSTOR article ID · Social Science Research Network ID · NIOSHTIC-2 ID · Dialnet article · OpenCitations bibliographic resource ID
Journals	title · publisher · ISSN · place of publication · editor · license · language of work or name · original language of work · part of · distribution · inception · dissolved or abolished · printed by · main subject · Commons category · ISO 4 abbreviation · <i>Identifiers:</i> SUDOC editions · ZDB ID · JSTOR journal code · Norwegian Register journal ID · bibcode · Dialnet journal · HathiTrust id · Persée journal ID · UNZ journal identifier · Research Papers in Economics Series handle · BNE journal ID · Latindex ID

wikidata.org/wiki/Wikidata:WikiProject_Source_MetaData



all PubMed Central articles cited in English Wikipedia via a PMCID

The relative antibacterial activity of four penicillins
(Q24685088)

scientific article

instance of: The relative antibacterial activity of four penicillins is a(n) [scientific article](#)

Statements	
page(s)	1695-6
volume	2
issue	5214
short author name	L P Garrod series ordinal : 1
title	The relative antibacterial activity of four penicillins [en]
published in	British Medical Journal (peer-reviewed medical journal)
publication date	1960-12-10
original language of work	English (West Germanic language originating in England)

wikidata.org/wiki/Q24685088



500,000+
statements
representing
citations
between
works

cites (P2860)

bibliographic citation | citation

citation from one creative work to another

Type: WikibaseItem

subproperty of: cites is not a subproperty of any other property

instance of: cites is a(n) Wikidata property for items about works

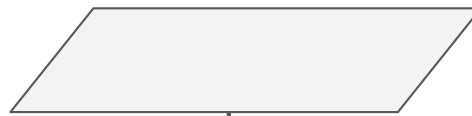
Property Usage	
Entities	77635 PD 0332991, a selective cyclin D kinase 4/6 inhibitor, preferentially inhibits proliferation of luminal estrogen receptor-positive human breast cancer cell lines in vitro , Animal cell differentiation patterns suppress somatic evolution , Tetrahydrohyperforin and octahydrohyperforin are two new potent inhibitors of angiogenesis ,
Values	How Wikipedia Works , The Assayer , The Wealth of Networks , Planned Parenthood v. Casey , Molecular Structure of Nucleic Acids: A Structure for Deoxyribose Nucleic Acid , Sociobiology: The New Synthesis , Sidereus Nuncius , The Extended Mind , The Double Helix , Imperialism, the Highest Stage of Capitalism , The Descent of Man, and Selection in Relation to Sex , Griswold v. Connecticut , The Structure of Scientific Revolutions , What Is to Be Done? , Epperson v. Arkansas , As We May Think , View of Delft , The Third Chimpanzee , Roe v. Wade , On the origin of species , ... further results
Typical Properties	PMCID , PubMed ID , page(s) , volume , issue , DOI , short author name , published in , publication date , title , original language of work , main subject , external data available at , article ID , ZooBank publication ID , Chinese Library Classification , NIOSHTIC-2 ID , sponsor , JSTOR article ID
Statements	520524 (6.7 per entity)

tools.wmflabs.org/sqid/#/view?id=P2860&lang=en



complete research literature on Zika

Encyclopedic layer



Expert curation layer



Bibliographic layer

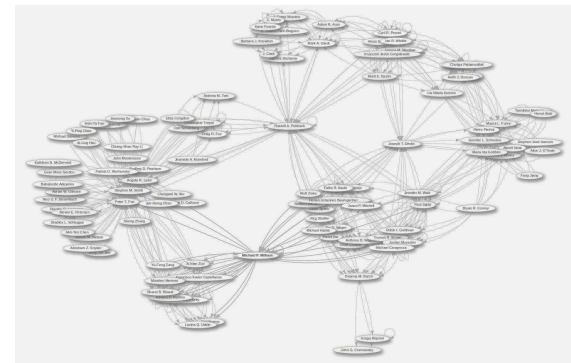


Open citation layer



Pathogen transmission process

mosquito borne transmission (type of insect borne pathogen transmission) <input type="checkbox"/>
Reference stated Concurrent outbreaks of dengue, chikungunya and Zika virus infections – an unprecedented epidemic in wave of mosquito-borne viruses in the Pacific 2012–2014 (scientific article)
contact transmission (type of direct pathogen transmission) <input type="checkbox"/>
placental transmission (type of congenital pathogen transmission process) <input checked="" type="checkbox"/>
Reference stated Zika virus damages the human placental barrier and presents marked fetal neurotropism (scientific article)
sexual intercourse (insertion of a male's penis into a female's vagina for the purposes of sexual pleasure, reproduction, or both) <input checked="" type="checkbox"/>
Reference stated in Potential sexual transmission of Zika virus (scientific article)



Join us

{ } wikicite

[meta:WikiCite](#)

[wikidata:WD:WikiProject Source](#)

[@wikicite](#)

[wikicite-discuss list](#)

WikiCite is a proposal to build a [bibliographic database](#) in [Wikidata](#) to serve all Wikimedia projects. [WikiProject Source MetaData](#) is the place on [Wikidata](#) where coordination of these efforts happens.

Events [[edit](#) | [edit source](#)]

- [WikiCite 2016](#) (Berlin, May 2016)
- [WikiCite 2017](#)

News [[edit](#) | [edit source](#)]

Media coverage, events and presentations related to WikiCite.

meta.wikimedia.org/wiki/WikiCite



Product demo: banner history



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Banner display history

- Users' actions in relation to banners depend on more than the actual content of banners.
- A significant factor is the history and timing of banners seen (or not).
- Logs of banner displays contained very little data about this history.
- More data should lead to better targeting of banners, and so less banners shown in all.

Some specific questions

- How effective is the large-banner-first approach?
- When does the cost of showing a client another banner outweigh the benefit of a possible donation?
- When does banner fatigue set in?

Banner history system

- The banner history logger accumulates log entries in the user's browser, in LocalStorage.
- Main data items stored:
 - Campaign, banner, time and date (reduced accuracy to protect privacy), hide/show status
- Data not stored:
 - articles seen and user actions, user names, addresses or any unique identifiers

EventLogging

- Some randomly selected users send their stored banner histories back to WMF.
- Banner histories are sent back for 100% of users who click on “Donate”.
- For users who click on “Donate”, a temporary unique ID is generated so we can correlate histories to donations.
- It should not be possible to correlate banner history with any data on wiki activity.

THANK YOU

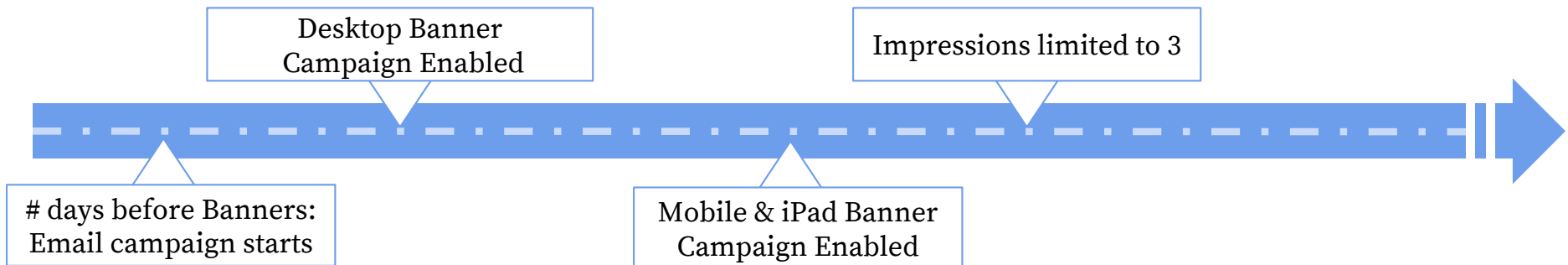


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Extra slides for questions

Campaign timeline

- Email program launches
- Desktop Banners
- Mobile Banners
- Impressions limited



Test highlight: Inline mobile banners

We made a significant change to our mobile banners, moving from a bottom-of-page fixed overlay to an in-article banner inserted in the page. This “Inline” banner matched the fixed banner in donations per impressions, and we have continued to make improvements to its design and conversion.

Inline Banner →


Bottom Banner →

In the news

- Gunmen **open fire** at Bacha Khan University in Pakistan, killing more than thirty people.
- The International Atomic Energy Agency affirms Iran has met its obligations under the **Joint Comprehensive Plan of Action**, triggering the removal of some sanctions.
- **Tsai Ing-wen** (*pictured*) is **elected** the first female President of Taiwan, and her Democratic Progressive Party wins a majority in the Legislative Yuan.
- AQIM militants **kill at least twenty-eight people** in Ouagadougou, Burkina Faso.
- Scientists describe **ASASSN-15lh**, the brightest known superluminous supernova ever detected, shining up to fifty times brighter than the entire Milky Way.

Ongoing events: [European migrant crisis](#)

Recent deaths: [Glenn Frey](#) · [Leonid Zhabotinsky](#) · [Alan Rickman](#)



Tsai Ing-wen

× CLOSE | REMIND ME NEXT TIME

Last chance: There are only a few hours left in 2015 to help Wikipedia. We're sustained by donations averaging about \$15. If we all gave \$3, the fundraiser would be over in an hour.

SELECT A PAYMENT METHOD

CREDIT CARD	PAYPAL	AMAZON
-------------	--------	--------

Read in another language

View edit history of this page.

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U.S. readers survey

In October of 2015, the fundraising team engaged Lake Research Partners (LRP) to conduct [a detailed survey of Wikimedia readers](#). Topics covered include recollection of and response towards Wikimedia fundraising messages, as well as general charitable habits and perceived value of Wikipedia.

- Majorities of readers see Wikimedia fundraising messages as necessary and relatively infrequent
- By a 2:1 margin, readers say they are not annoyed when fundraising messages appear on Wikipedia
- Laptop computers remain the most popular way to access Wikipedia, but both laptop and desktop usage declined in '16
- Smartphones have overtaken desktop computers as the second most popular way to access Wikipedia

The Wikipedia store

Women Men Kids Accessories Wiki15

🛒 0 items

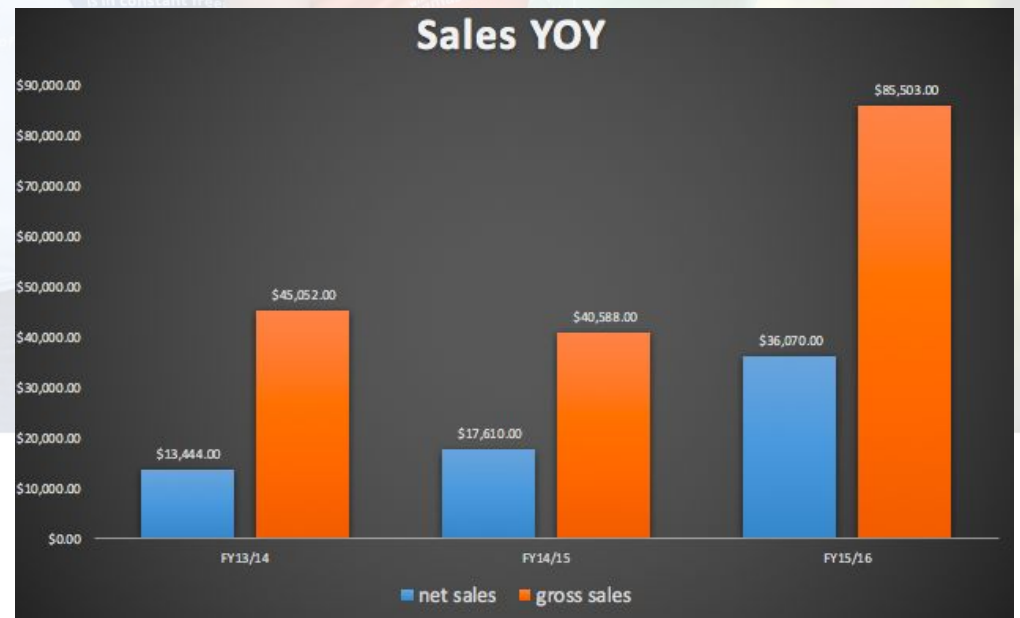
🇺🇸 USD ▾



FY1516

Gross Sales: \$85,503

Net Sales: \$36,070



Community engagement

- Joseph Seddon, long time Wikimedian, joins as Advancement Associate
- Building better relations with the affiliates. Active consultation and coordination of campaigns. First attendance at the Berlin Wikimedia Conference for 5 years
- Creation of CentralNotice request process to improve transparency and ability of WMF to coordinate with community groups
- Community Merchandise Giveaway backlog cleared

CENTRAL NOTICE:	Banner Requests NEW!	Campaign Calendar	Usage Guidelines	Admin Interface	Interface Documentation
-----------------	---------------------------------	----------------------	---------------------	--------------------	----------------------------

Start your request for a CentralNotice banner campaign here!

The aims of this process are as follows:

- To improve community access to central notice through a clear and transparent process.
- To improve best practice and ensure greater consistency in campaign implementation.
- To improve communication around campaigns. Creating clear forums for feedback on campaigns, providing metrics back to campaigns and also a clear method for assessing community consensus for campaigns relating to advocacy.
- To reduce potential clashes between campaigns

Enter your campaign name here:

Create your campaign request

Questions and discussion



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LIVE