THE AGE OF NATIONS IS PAST.
IT REMAINS FOR US NOW,
IF WE DO NOT WISH TO PERISH,
TO SET ASIDE THE ANCIENT PREJUDICES
AND BUILD

WIKIPEDIA

...CHARDIN. S.I.

Wikimedia Foundation
The Year Ahead, and the Year in Review

SUE GARDNER

WIKIMANIA – WASHINGTON DC – 14 JULY 2012

Purpose of this presentation is two things:

■ Tell you what the WMF did in 2011-12
■ Tell you what the WMF plans to do in 2012-13

34.8 million dollars

You wrote the projects.
You earned the goodwill.
Your work is what donors are supporting.

Unique Visitors per Region (comScore)

492.39 Million

May 11 — May 12	19.79%
Apr 12 — May 12	4.02%

01 May 2012:

World:	492.4M
China:	5.9M
Europe:	185.3M
India:	20.0M
Latin America:	58.8M
Middle East/Africa:	42.8M
North America:	97.4M
Asia Pacific:	108.1M
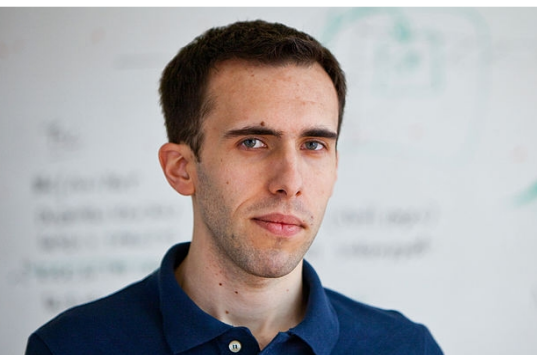
Recapping 2011-12

Recapping 2011-12 Activities

■ Supported 25% increase in readership from 400 to 500 million UVs;
■ Visual Editor – released with save/edit capability & new parser, in restricted namespace on Mediawiki.org;
■ Global Ed work is being done in 12 countries, and in eight the work is driven by volunteers – 19 million characters added to Wikipedia, with 50% female editors;
■ The mobile platform has been redeveloped, Android app released, mobile PVs up 187%. Wikipedia Zero launched with new deals with two companies covering 28 countries, and more underway;
■ Editor recruitment activity is underway in India and Brazil;
■ Wikimedia Labs is launched and exceeding participation targets;
■ Internationalization team has made significant improvements, particularly for Indic languages. It has also created new translation tools;
■ New editor engagement – MoodBar/Feedback Dashboard, AFTv5, New Pages Feed tool, plus many research projects and small experiments (e.g., warnings & welcoming study, lapsed editor e-mail experiment,Teahouse). Nonetheless, editors are down to 85 from 89K;
■ Upload wizard increased image uploads 27% over the year, with WLM causing a visible spike in September 2011.

Strategy Plan 2015 Goals
(for reference)

1) Increase readership.

2) Increase the quantity of material we offer.

3) Increase quality.

4) Increase participation (number of editors).

5) Broaden editor diversity. (women, and Global South editors)

Where we are failing

85,200.00

May 11 — May 12	0.38%
Apr 12 — May 12	3.25%

01 May 2012:

Total:	85.2K
English:	34.0K
Commons:	7.3K
French:	6.5K
German:	5.3K
Russian:	4.4K
Japanese:	4.4K
Spanish:	3.9K
Italian:	3.1K
Chinese:	2.0K

Active Wikimedia Editors for All Wikimedia Projects (5+ edits per month)

Five reasons why active editors are in decline..

Codyska (talk | contribs | block)   6 days ago

it's all HTML code and i don't understand that ???

Confused   ▶ Respond to this

SolieLInitiative (talk | contribs | block)

I need something to work on.

Confused   NoRwEgIaNbAcTeRiUm responded 16 hours ago

- ■ Poor usability
- ■ Lack of discoverability
- ■ Warnings & reversions
- ■ Lack of support & coaching
- ■ Policy cruft & complexity

Finland Harrow (talk | contribs | block)   6 days ago

I made an article and a random user just deleted it with their reason which is not true.

Sad   SwisterTwister responded 6 days ago

Tell the truth brits (talk | contribs)   1 day ago

Actually i'm sad and confused. I'm getting warnings from a "Bzuk". I don't get it! Help.

Confused   ▶ Respond to this

Mnafshin (talk | contribs)   4 days ago

It has a lot of Rules and it consumes alot of time to become familiar with it :| (Although wikipedia needs these rules :))

Confused   Vibhijain responded 3 days ago and Mnafshin finds it helpful

What will fix the problem?

Wikigpw (talk | contribs)   1 day ago

The wizard is good, maybe a ScreenCast (movie) that actually walks through and narrates the mental steps would be even better.

Happy   Webclient101 responded 23 hours ago

Copeland.powell (talk | contribs)

When I finally got the article approved, I did a victory dance. Really, I did.

Happy   Webclient101 responded 3 weeks ago

- Better usability
- Better discoverability – notifications/alerts/messaging
- Kinder reversions with positive feedback
- More expressions of love & support
- Policy simplification

Jaembree (talk | contribs)

With a little help from another editor, I feel much more confident.

Happy   Webclient101 responded 4 days ago

Bethlandymore (talk | contribs)

Good help on my first try.

Happy   ▶ Respond to this

Benjibou (talk | contribs)

Rules were well explained and it really is participative!
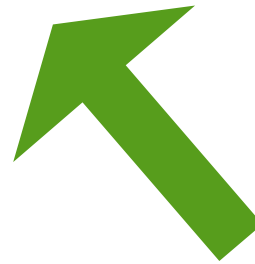
Happy   Lectonar responded 5 hours ago and Benjibou finds it helpful

The WMF must do this

- Better usability
- Better discoverability – notifications/alerts/messaging
- **Kinder reversions with positive feedback**
- **More expressions of love & support**
- **Policy simplification**

You can do this!

2012-13 Plan Overview

The 2012-13 plan continues our focus on solving editor retention, mostly by adding engineering resources to priority projects:

- Visual Editor – limited enwWP launch by December 2012, ready for default use by July;
- Editor Engagement projects – notifications, alerts, messaging;
- Editor experimentation – 15 experiments, with the most successful productized through the year.

- Wikimedia Labs – toolserver-style DB replication and access to analytics datasets
- India, Brazil, MENA
- Grants and Fellowships
- Global Education project
- Mobile photo uploading & mobile contributions, better multimedia usability
- More Wikipedia Zero partnerships
- Better site performance and responsiveness – reduce response time, reduce rendering time

Also in 2012-13, we will **launch the Funds Dissemination Committee (FDC)**, a volunteer-driven body designed to support the WMF in giving out money enabling Wikimedia entities to do important programmatic work.

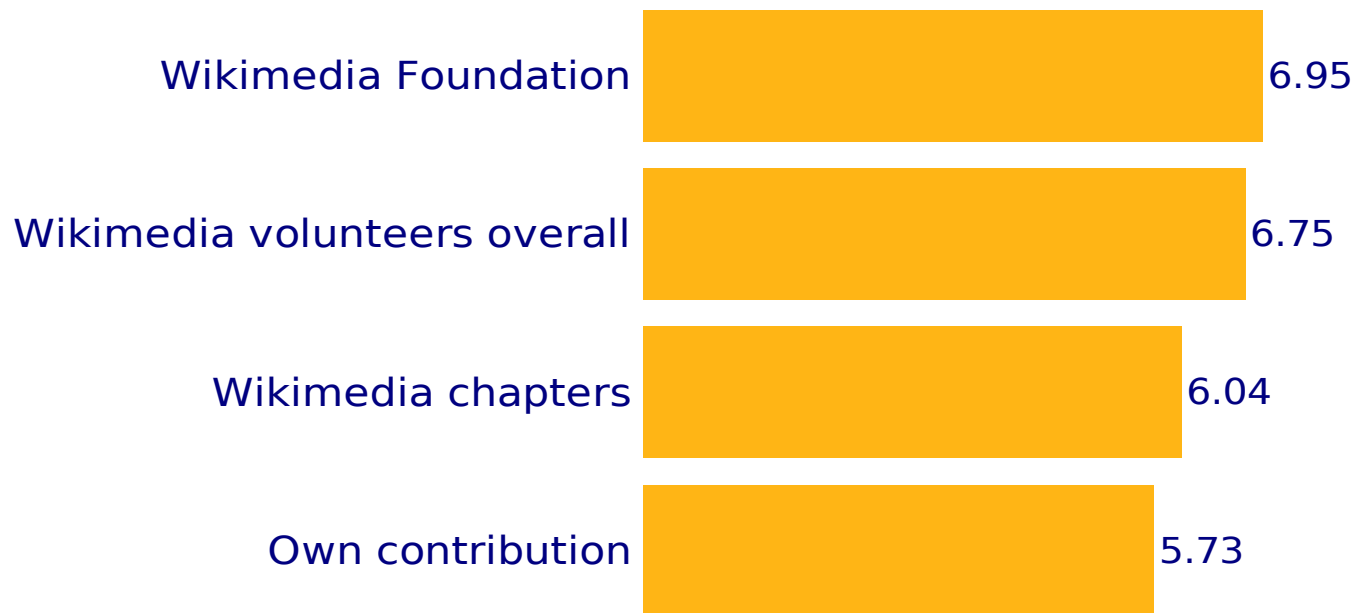## supporting current volunteers

growing new volunteers

Responding to editor proposals & ideas

The catalyst projects: India, Brazil, MENA

Wikimedia Labs

Helping resolve emergencies, threats, harassment

The Visual Editor

Wikipedia Zero

Legal interpretations for volunteers

Improving multimedia usability

Fellowships (e.g, Teahouse, dispute resolution)

Supporting wiki protests (e.g., SOPA)

20% time volunteer code review

Editor experimentation projects

Reporting activities, performance

Editor engagement projects

Localization & internationalization

Global Education Program

Global South development

Mobile engineering

Legal advice to chapters, including WCA

Site performance & responsiveness

Responding to complaints, "whistleblowing"

Maintaining Mediawiki

Talent & Culture

Grants

Issues management, handling media inquiries

Form 990

Internal movement communications, blogging

Handling legal threats

Visits, presentations & greetings

Domain names

Compliance, governance, accountability

Trademark portfolio

Fundraising

Funds Dissemination Committee

Install the servers, pay the bandwidth bill

Chapter agreements

basic site & 501(c)3 operations

building ecosystem of entities

One last slide...

"On a 0-10 scale, with 0 being NOT AT ALL GOOD and 10 being EXTREMELY GOOD, how would you rate the performance of each in contributing to the Wikimedia movement?"

Wikimedia Foundation	6.95
Wikimedia volunteers overall	6.75
Wikimedia chapters	6.04
Own contribution	5.73

THANK YOU

For participating in the projects, working to
make information freely available for everyone
all over the world :-)