CROSS-DEPARTMENT PROGRAMS

May 2018 quarterly check-in

WIKIMEDIA
F O U N D A T I O N

New Readers

Program lead: Anne Gomez

Key Staff:
Abbey Ripstra, Jorge Vargas, Jack Rabah, Dan Foy, Zack McCune, Joe Sutherland, Kacie Harold, Ravi Ayyakkannu, Satdeep Gill, Georgina Fields, Olga Vasileva, Charlotte Gauthier
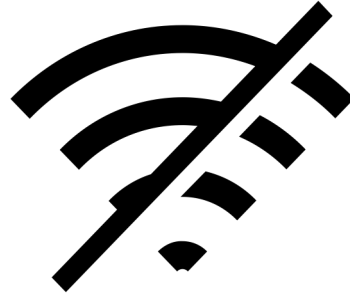
Teams:
Communications
Community Resources
Design Research
Partnerships & Global Reach
Programs (Audiences)
Readers

WIKIMEDIA
FOUNDATION

Increase readership by...
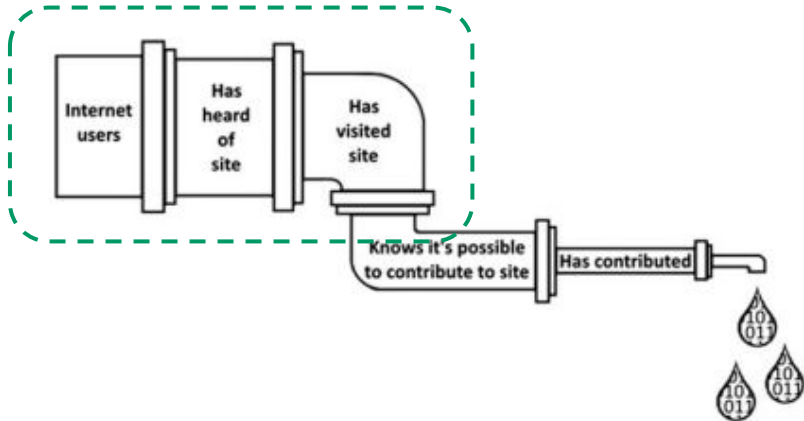
Increasing **awareness** and understanding of Wikipedia

Improving **access** to Wikipedia through offline support and addressing affordability

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FOUNDATION

Icons from the noun project,
CC BY SA 3.0 by corpus delecti & Curve

Evolution for FY1819

Primary audience:
People who use the internet but do not yet read Wikipedia
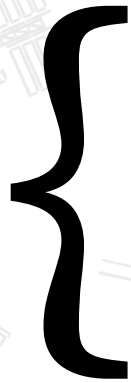
Secondary audience:
People in situations without internet access

Awareness

{

Recognition
I have heard of Wikipedia
Use Value
I use Wikipedia for ...
Attribution
I got it from Wikipedia

WIKIMEDIA
FOUNDATION

Nigeria

CHECK IN

May 2018

TEAM/DEPT

New Readers

PROGRAM

**WIKIMEDIA
FOUNDATION
ANNUAL PLAN**

GOAL: Increase awareness of Wikipedia in Nigeria

What is your objective / workflow?	Who are you working with?	What impact / deliverables are you expecting?
1.1 Develop and launch video-marketing campaign to promote Wikipedia in Nigeria.	**LAST QUARTER**	
	New Readers team, Global Reach, Anakle (advertising agency), Android team	- Completed 2nd phone survey - Drafted full report to understand 3-month impact of marketing efforts in the region
	THIS QUARTER	
	New Readers team, Global Reach, Anakle (advertising agency), Android team	- Follow-on "product marketing" campaign to promote offline features in the Wikipedia app

STATUS: ON TRACK - IN PROGRESS (MEASUREMENT)

NIGERIA: Campaign & other impact

2016 > 2018→

71%

increase in awareness by internet users
(28% > 48%)

New awareness→

15%

Of internet users in the survey learned about Wikipedia for the first time through the videos

New usage

23%

Increase in mobile page views during the campaign period*

*Without direct tracking links from video posts the attribution is indirect, = correlated to time period of promotion.

CHECK IN

May 2018

TEAM/DEPT

New Readers

**WIKIMEDIA
FOUNDATION
ANNUAL PLAN**

What you learned working on this objective or workflow:

Did anything unexpected (good or bad) happen?

We were challenged to assess meaningful usage impact from the wide-reaching awareness campaign. The model of behavior we expect is currently high-reach and awareness change = notable usage increase. But directly attributing traffic pattern changes to awareness growth requires new approaches to tracking clicks or better specifying referrers.

What would you do differently if you had to do it again?

Track campaign clicks by using a custom link alongside videos (will be done in Hindi) to understand campaign effect.

Did you struggle with anything?

Phone surveys took longer than expect to complete, delaying project reporting.
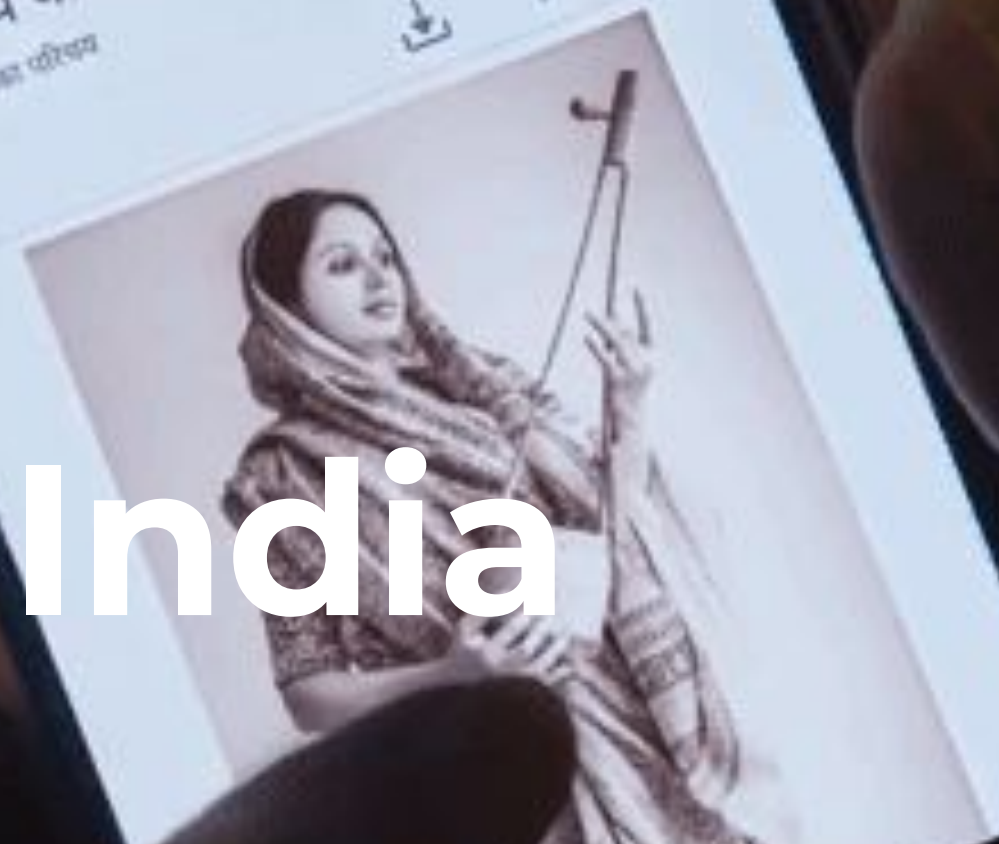
India

CHECK IN

May 2018

TEAM/DEPT

New Readers

PROGRAM

WIKIMEDIA FOUNDATION ANNUAL PLAN

GOAL: Increase awareness of Wikipedia in India

What is your objective / workflow?	Who are you working with?	What impact / deliverables are you expecting?
1.1 Develop and launch video-marketing campaign to promote Wikipedia in India.	**LAST QUARTER**	
	Communications, Global Reach, Wikimedia India volunteers, Finance, Happy mcgarrybowen (advertising agency)	- Launch of marketing campaign - Preliminary evaluation of marketing impact - Pre and post campaign phone surveys
	THIS QUARTER	
	Communications, Global Reach, Wikimedia India volunteers, Finance, Happy mcgarrybowen (advertising agency)	- Evaluation of campaign impact - Optimization and extension of campaign

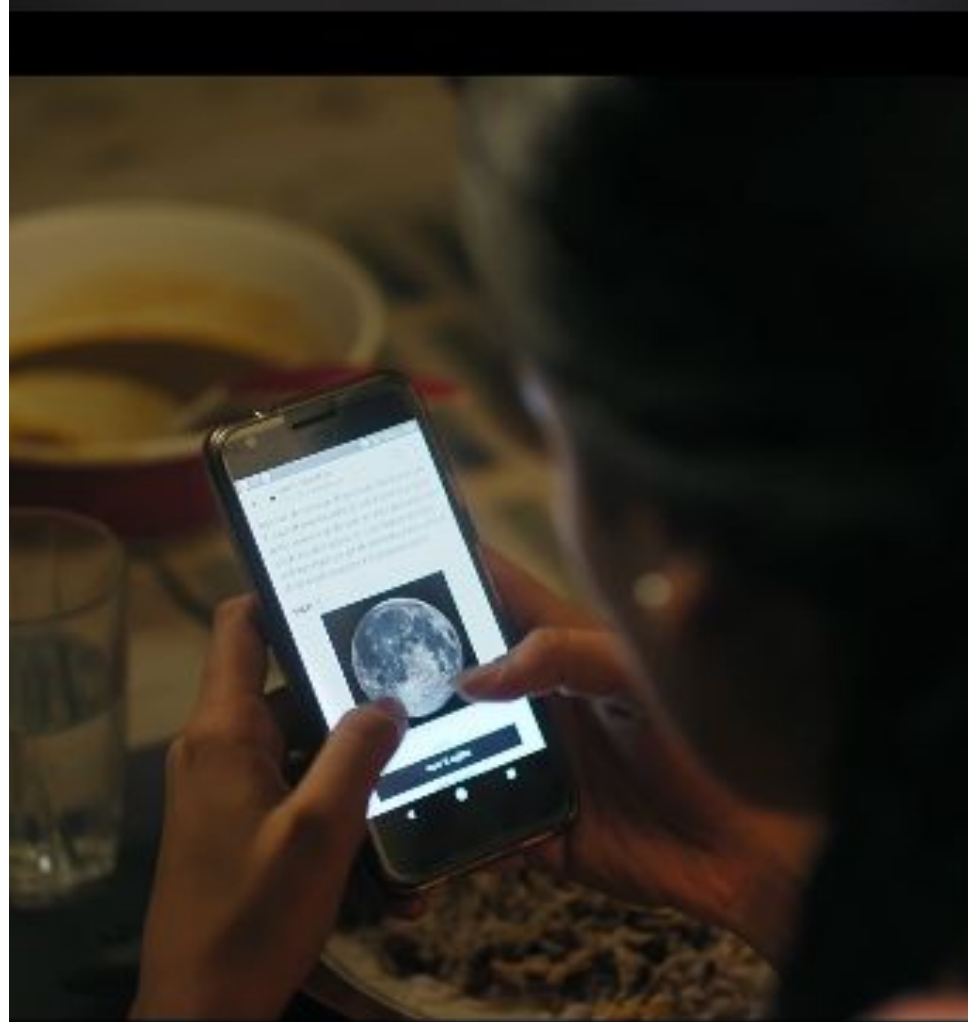**STATUS: ON TRACK - IN PROGRESS (LAUNCHED & PROMOTING)**

Campaign status (May 1)

2.7 million
Video views

- 46% below our view goals
- Establishing 1st benchmarks:
  - 7% video engagement
  - 1.1% click thru rate

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FOUNDATION

CHECK IN

May 2018

TEAM/DEPT

New Readers

**WIKIMEDIA
FOUNDATION
ANNUAL PLAN**

What you learned working on this objective or workflow:

Did anything unexpected (good or bad) happen?

Video has not reach our distribution goals of 5 million. Facebook failed to earn even 1 million views despite being promoted more than 7 million times to students (our target) in Madhya Pradesh. The agency believes this is partly due to the creative (particularly the length of the video and slowness of the start) and partly due to challenges of playback on slow internet connections in the region. The YouTube playback would not face similar challenges because the company has invested in support for low bandwidth and even offline playback (aka YouTube go).

What would you do differently if you had to do it again?

-   Optimize ad spend earlier, shifting resources away from Facebook
-   Drive to clicks more aggressively: surface link in beginning of video description, add hover link on YouTube

Did you struggle with anything?

The team has received continued small concerns and doubts re-surfaced from Hindi community voices. The pattern is that they are old questions asked by new voices, setting up repeating conversations. We would like to find a longer term approach to building and maintaining community trust.

CHECK IN

May 2018

TEAM/DEPT

New Readers

PROGRAM

**WIKIMEDIA
FOUNDATION
ANNUAL PLAN**

GOAL: Increase awareness of Wikipedia in Mexico

What is your objective / workflow?	Who are you working with?	What impact / deliverables are you expecting?
1.1 Plan marketing campaign to promote Wikipedia in Mexico.	**LAST QUARTER**	
	Communications, Global Reach, Wikimedia Mexico volunteers, Finance, advertising agency TBD	Consulted with Wikimedia Mexico on approaches to raising awareness, development of project brief (goals, audiences, methods), outreach to potential agency partners, project timeline set. Contract for phone survey.
	NEXT QUARTER	
	Communications, Global Reach, Wikimedia Mexico volunteers, Finance, ISLA (advertising agency)	Develop project scope with ISLA agency, select creative direction, conduct preliminary phone surveys to establish benchmarks

STATUS: ON TRACK - IN PROGRESS (NEW PROJECT)

GOAL: more communities know that low awareness is a problem where they live.

INSPIRE CAMPAIGN > RAPID GRANTS

Build understanding of what "awareness" is, fund projects, and create guidelines for future awareness grants

362 ideas
Target: 150

538 participants
Target: 300

9 funded grants
Target: 20
[3 Nigeria, 3 India, 1 Nepal, 1 DRC]

Icons from the noun project, CC BY SA 3.0 by Tengwan & corpus delecti

CHECK IN

May 2018

TEAM/DEPT

Audiences: Programs

PROGRAM

New Readers

**WIKIMEDIA
FOUNDATION
ANNUAL PLAN**

What you learned working on this objective or workflow:

Did anything unexpected (good or bad) happen?

- We didn't see as many grant proposals as we expected. Some hypotheses include: ideas were large in scope/not suitable for rapid grants, bad timing for education related grants with academic calendar, ideas were not executable by idea creators, were not able to reach as many potential grantees as desired due to issues with mobile, some users may not check their talk pages/notifications
- Lots of participation from communities that we have strong relationships with, in particular Nigeria and India.

What would you do differently if you had to do it again?

- Extend the time period between close of Inspire and grant round in order to work more with idea creators towards grants
- Additional community coordinator(s) in major community groups/regions/languages

Did you struggle with anything?

-

CHECK IN

May 2018

TEAM/DEPT

New Readers

PROGRAM

**WIKIMEDIA
FOUNDATION
ANNUAL PLAN**

GOAL: Increase awareness of Wikipedia through partnerships

What is your objective / workflow?	Who are you working with?	What impact / deliverables are you expecting?
1.3. Pursue partnerships with mission-aligned governments, for-profit companies, media houses, and non-profit organizations to launch initiatives that allow new readers to discover Wikipedia and Wikimedia content, through inclusion in the partners' programs, products, or services and distribution of marketing materials.	**LAST QUARTER**	
		[GOAL 3] Explore inbound opportunities for syndication through potential partners' products. Assess potential impact of each opportunity. For those that are judged viable, develop implementation and evaluation plan for pilot.
	THIS QUARTER	
		Implement learnings from syndication discussiones (i.e. BBC and Guardian media groups) to refine pitch for upcoming opportunities, and determine the best approach to minimize product implementation requirements on our partners. Also exploring opportunities outside media houses (i.e. education sites)

STATUS: OBJECTIVE ON TRACK

CHECK IN

May 2018

TEAM/DEPT

New Readers

PROGRAM

New Readers

Access

{

Offline
I have less internet access
Affordability
Internet access is expensive for me

CHECK IN

May 2018

TEAM/DEPT

New Readers

PROGRAM

**WIKIMEDIA
FOUNDATION
ANNUAL PLAN**

GOAL: Support fully offline reading

What is your objective / workflow?	Who are you working with?	What impact / deliverables are you expecting?
2.3. Support fully offline reading by distributing offline products through partnerships.	**LAST QUARTER**	
	Global Reach, Programs, Kiwix	Complete impact assessment of offline strategies and test viability with 2 pilots. Continue to advise Kiwix on their new grant.
	NEXT QUARTER	
	Global Reach, Programs, Kiwix	Sign term sheet and begin deployment of pilot program to support offline medical Wikipedia in Nigeria. Sign agreement with Kiwix for direct funding in upcoming FY, as described in annual plan.

STATUS: OBJECTIVE ON TRACK

# Wikipedia Offline Medical Pilot (Nigeria)

Wifi hotspot distribution in partnership with:
- The Africa Center (Uzo Iwaela)
- WikProject Medicine (James Heilman)
- Internet in a Box (Tim Moody)

The pilot will run 12 months in all 36 states in Nigeria. Data collection and analysis will support a possible wide-scale rollout following the pilot.

The start date is currently scheduled to begin on July 1, 2018. The contract agreement will be shared for both parties to sign shortly.

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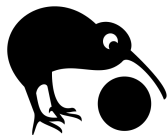
Direct funding for Kiwix

Kiwix is central infrastructure for offline content. Funding them directly will support more mature products and strategy.

Goals:

1. Develop clearer strategy for Kiwix, with focus on reusers
2. Develop feedback loops between Kiwix and their reuse customers
3. Resolve technical issues in Foundation-owned code that interfere with parsing & presenting content offline
4. Reduce Kiwix's technical complexity, allowing for easier reuse
5. Improve user experience of Kiwix apps

WIKIMEDIA
FOUNDATION

CHECK IN

May 2018

TEAM/DEPT

New Readers

PROGRAM

**WIKIMEDIA
FOUNDATION
ANNUAL PLAN**

What you learned working on this objective or workflow:

Did anything unexpected (good or bad) happen?

- Coming to an agreement and structuring the contract for WOMP has been slower than expected.
- Working with Kiwix to design an agreement for next FY has demonstrated how aligned we are. Theory of change template works well.

What would you do differently if you had to do it again?

- Schedule a preliminary meeting with both parties' legal teams to address responsibilities and contractual details.
- Presenting all the pilot details with legal before kickstarting the term sheet to streamline the contractual process.

Did you struggle with anything?

- Contract process for WOMP has been faltering.
- Many moving parts with figuring out the granting/funding model, the legal aspect with the contract agreement, and ensuring all the communication is shared with the parties involved (TAC, James Heilman, Internet-in-a-box).
- The process of agreeing to a usage logo for the devices has also been confusing and not clear.

CHECK IN
May 2018

TEAM/DEPT
New Readers

SCORECARD
Mobile traffic

		Pageviews (mobile web, non-Opera*)			
Country	**Language**	**Q3**	**Q2**	**QoQ**	**YoY**
Nigeria	English	40,080,796	36,177,358	**11%**	**11%**
India	English	1,201,977,287	1,129,139,770	**6%**	**26%**
	Hindi	92,881,353	83,602,191	**11%**	**90%**
Mexico	Spanish	410,145,971	390,849,690	**5%**	**-5%**
	English	47,883,471	43,084,587	**11%**	**-1%**

* a bug in Opera browser's IP assignment from February 6 - April 17, 2018 means that QOQ and YOY data for Q3/4 must exclude Opera traffic.
In 2017, Opera mini traffic was 55% of Nigeria's mobile traffic and 7% of India's.

Anti-Harassment Tools team focus areas

🔍 **Detection** — Tools to identify and flag harassing behavior.

🗣️ **Reporting** — Improved ways to report instances of harassment.

⚖️ **Evaluation** — Tools to help volunteers evaluate harassment cases.

✋ **Blocking** — Methods to remove troublesome actors from communities.

97.4%

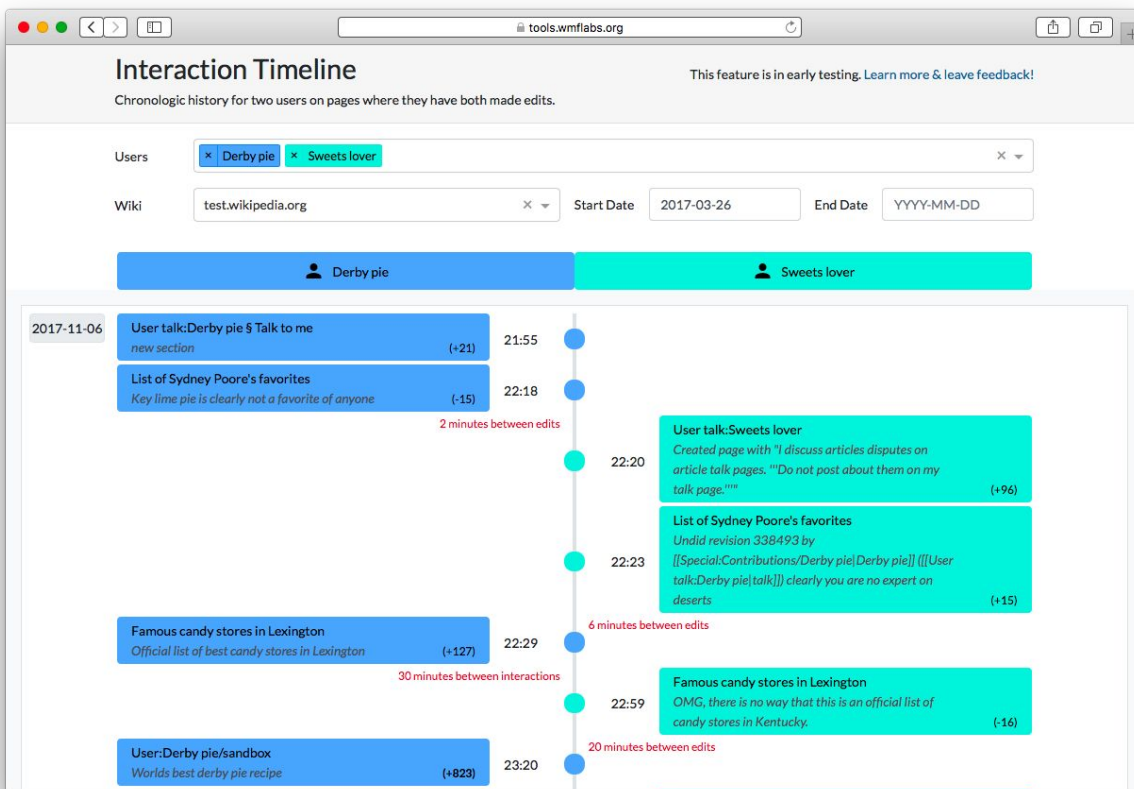**English Wikipedia administrators confident with their skills to mitigate <u>vandalism</u>**

39.3%

English Wikipedia administrators confident with their skills to mitigate <u>harassment</u>

WIKIMEDIA
FOUNDATION

# CommTech: Interaction Timeline

- [Basic feature set](#) shipped March 26

- In April, the tool received 295 pageviews from 247 unique users
  - 136 AN/I cases on EN
  - 536 sockpuppet cases on EN

- How we're spreading the news:
  - Announce the V1 functionality with 34 project talk page participants
  - Share with moderators unaware of the tool
  - Host training sessions

Data: April 1-30, 2018 via piwik

May 2018

CommTech: Blocking tools

- **New tools**
  - CheckUsers will be able to block by device
  - Admins will be able to block a user from a specific page, category, or namespace

- **Improving the current block experience**
  - More informative mobile web block warning
  - Easier for admins to set block expiration
  - Harder for logged-out users to evade blocks

- **Across all wikis...**
  - 2.62 blocks are set every hour on average. Russian WP sets 241 hourly, English 61, and Polish 23
  - 62,467 blocks are active right now
  - We expect block usage to increase.

Data: May 8 2018 via T190328
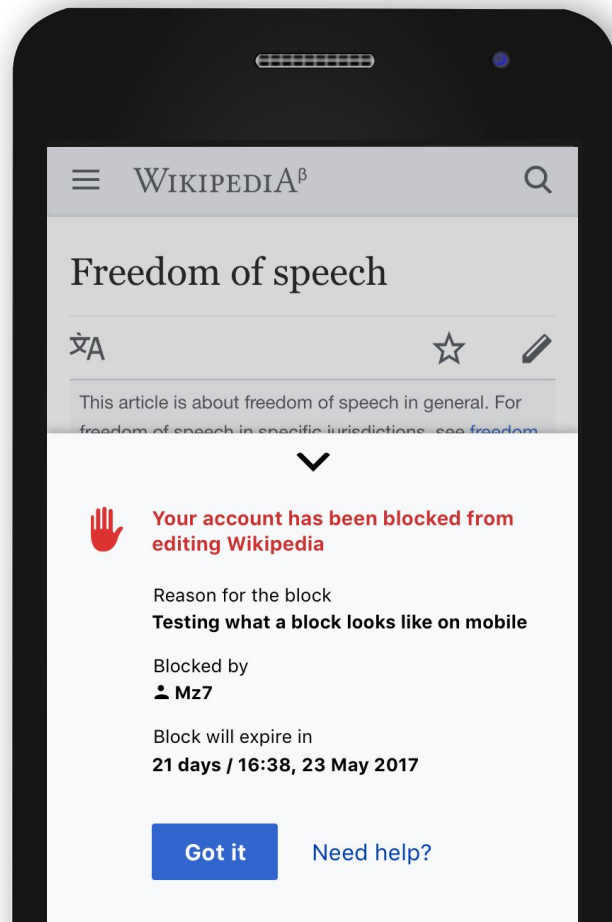
3,083

Cases on the Admin's Noticeboard for Incidents last year. Only 322 participating administrators.

62.5%

English Wikipedians 'sometimes' (46.3%) or 'frequently' (16.2%) disagree with an AN/I outcome.

WIKIMEDIA
FOUNDATION

CHECK IN

May 2018

TEAM/DEPT

Support & Safety, CommTech

PROGRAM

CDP:CH1

WIKIMEDIA FOUNDATION ANNUAL PLAN

GOAL: Develop better processes and tools to reduce harassment in our communities

What is your objective?	Who are you working with?	What impact / deliverables are you expecting?
Support prioritization and development of improved tools, processes and policies to mitigate harassment of contributors	**LAST QUARTER**	
	SuSa, Community Tech **Program lead:** Trevor Bolliger, Patrick Earley	Deployed Interaction Timeline. Prioritized blocking tools projects based on on-wiki consultation & began development. Began research for requirements and direction of the English Wikipedia harassment reporting system.
	NEXT QUARTER	
	SuSa, Community Tech **Program lead:** Sydney Poore, Trevor Bolliger, Patrick Earley	Evangelize the Timeline. Release & evangelize new blocking tools. Continue research and community design for the English Wikipedia harassment reporting system. Begin developing reporting system prototypes for finalization for Wikimania.

STATUS: OBJECTIVE IN PROGRESS

Support & Safety:
Community Health Initiative

Growing Policy and Better Community Healths Metrics

WIKIMEDIA
F O U N D A T I O N

Support & Safety focus areas

🔬 **Measuring**
Understanding community health better through metrics

🐛 → 🦋 **Evolving policy**
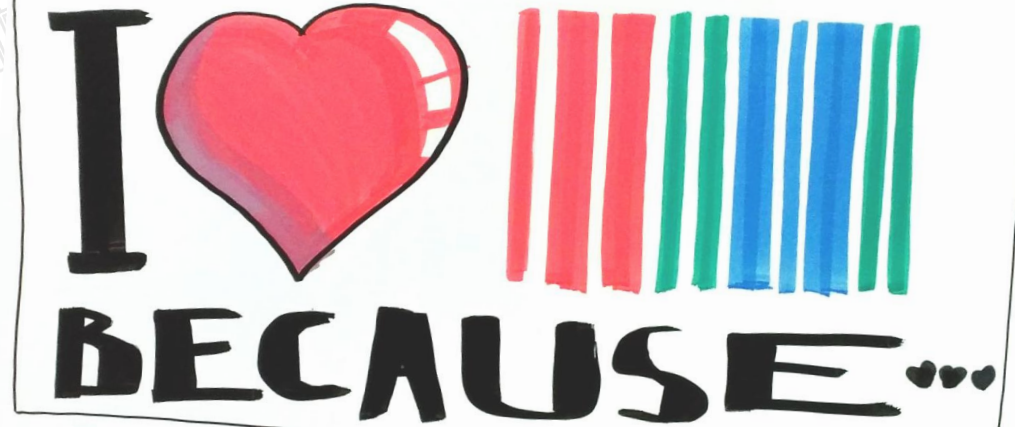Working with contributors to build better policy

Better Community Health Metrics

- Existing metrics on communities too broad

- Needed for Foundation priority setting

- Needed for community self-evaluation, policy and process change

Deo photographer, CC BY-SA 4.0

Wikidata and policy

- Project is growing

- Conduct policies underdeveloped

CHECK IN

Jan 2018

TEAM/DEPT

Support & Safety

PROGRAM

CDP:CH 2 & 3

WIKIMEDIA
FOUNDATION
ANNUAL PLAN

GOAL: Support better policy & enforcement growth in our communities

What is your objective / workflow?	Who are you working with?	What impact / deliverables are you expecting?
Provide research, analysis, & new options for how behavioural issues are reported, evaluated, and actioned in our communities. Measure community health in deeper ways. Work with a large Wikimedia project on policy evolution.	**LAST QUARTER**	
	SuSa, Community Tech (AHT), Design Research **Program lead:** Patrick Earley, Trevor Bolliger, Danny Horn	Presented the data and results from both the AN/I Survey and Data projects in a single readable, digestible form, with raw data presented separately. Present Harvard report alongside, with summary. Began preparations for structured discussion on better reporting.
	NEXT QUARTER	
	SuSa, Community Tech (AHT) Program lead: Patrick Earley, Trevor Bolliger, Danny Horn	Produce a map of community health measurement points, scope for priority and development needs to create worklist. Bring Wikidata stakeholders together for consultation. Create workplan for development in FY18-19

STATUS: OBJECTIVE IN PROGRESS

"[Noticeboards should have] a greater commitment to fairness.

Newcomers may not know all the ins and outs of Wikipedia but that doesn't automatically make them wrong in a dispute."

49%

Contributors indicated that policies need 'quite a bit' or 'a lot' of improvement.

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FOUNDATION

Left: Quotation from December 2017 survey, 136 participants, full data
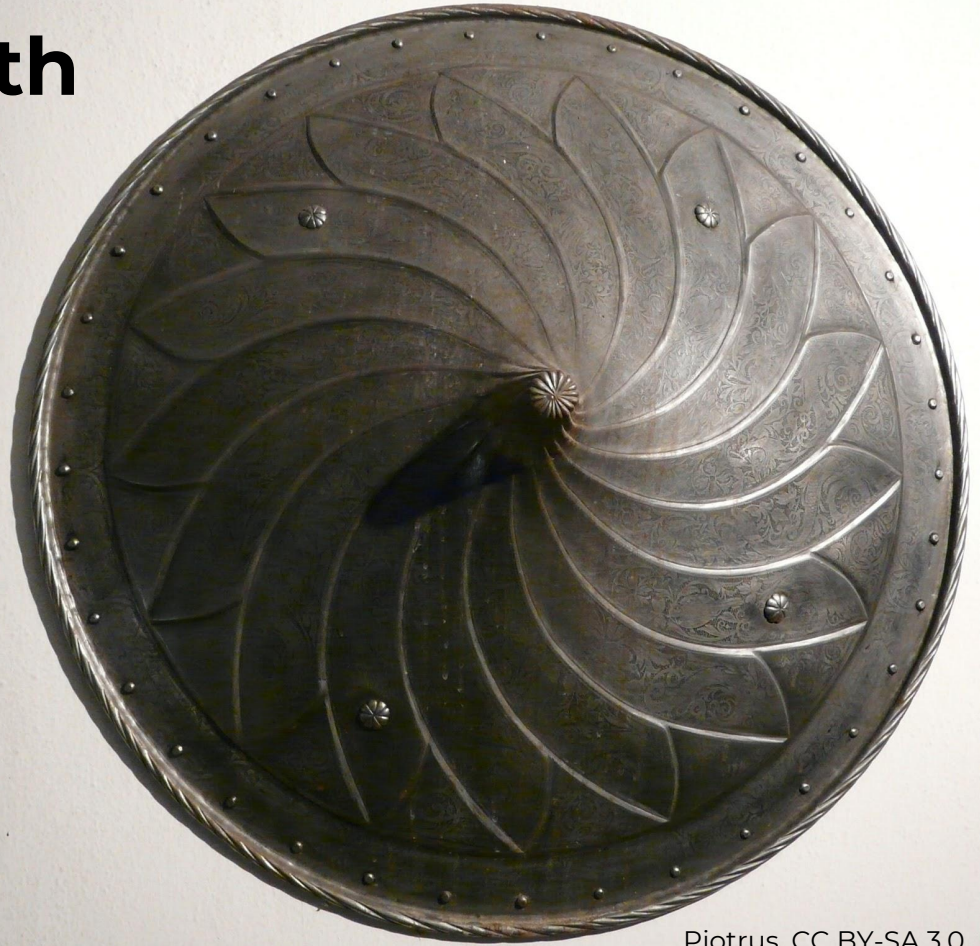Right: CE Insights 2016-17, full data

Legal:
Community Health Initiative

WIKIMEDIA
F O U N D A T I O N

Protecting users with advanced rights

- End of a long case in Greece

- When funding cases, we look for good faith action

Piotrus, CC BY-SA 3.0

CHECK IN

Jan 2018

TEAM/DEPT

Support & Safety, Legal

PROGRAM

CDP:CH 2 & 3

WIKIMEDIA
FOUNDATION
ANNUAL PLAN

GOAL: Provide legal support to community members who face significant harassment

What is your objective / workflow?	Who are you working with?	What impact / deliverables are you expecting?
Objective 1: Provide funding for community members to bring anti-harassment legal claims, as appropriate

Objective 2: Take direct legal action against users broadly disrupting the project, as appropriate | **LAST QUARTER** | |
	Legal, SuSa **Program lead:** Jacob Rogers, Patrick Earley	Closed long-running community member case in Greece.
	NEXT QUARTER	
	Legal, SuSa Program lead: Jacob Rogers, Patrick Earley, James Alexander	Provide support on additional cases as necessary to protect community members. Continue to investigate legal options for particularly severe or technically adept harassment.

STATUS: OBJECTIVE IN PROGRESS

Research:
Anti-Harassment Research

We aim to understand and model the characteristics of harassment in Wikimedia projects

WIKIMEDIA
FOUNDATION

1. Conversational failure on talk pages

Our paper on a model to detect **early signals of conversations gone awry** has been accepted at the main computational linguistics conference (ACL 2018).

We completed the design of an open source pipeline to **extract, reconstruct and score for toxicity** nearly 50 million conversation threads in English Wikipedia's talk pages.

Come to our research showcase on **June 13** to learn more about this project!

2. Characterizing wikihounding

We conducted an analysis of several hundreds threads in AN/I and determined that reports of "wikihounding" allegations are not clear-cut enough to produce a labeled data set for training purposes.

3. Detecting sockpuppets

Phase 1

Train models predicting accounts that will be blocked.

72% accuracy

Phase 2

Train models to identify accounts operated by the same users identified in Phase 1 and flag them as potential sockpuppets for review.

Privacy, Security & Data Management

Program leads:
Aeryn Palmer
John Bennett
Nuria Ruiz

Teams:
Advancement
Audiences
Community Engagement
Finance & Administration
Legal
Technology

WIKIMEDIA
FOUNDATION

Security Goals for Q4

Incident Response Simulation:
- **Security Incident tabletop exercise**

Security Awareness:
- **Application Security** for Developers
- **GSuite**

Security reviews as requested

Continue to **enhance security** capabilities and processes to align with changing compliance regimes.

Ninja Portrait
Image:Zach Dischner

WIKIMEDIA
FOUNDATION

Legal.

Structured Data on Commons

Program lead:

Amanda Bittaker

Key staff:

Sandra Fauconnier, Cormac Parle, Ramsey Isler, Cindy Cicalese, Matthias Mullie, Pam Drouin, Alex Stinson, Mark Holmquist, Brad Jorsch, Jonathan Morgan, Ben Vershbow, Stanislav Malyshev, Erik Bernhardson, Deb Tankersley, Erika Bjune, Lydia Pintscher, Daniel Kinzler, Katie Filbert, Adam Shorland

Teams:

Program Management
MediaWiki Platform
Wikidata (WMDE)
Search Platform
Multimedia
Community Programs
Research
Technical Collaboration

Make Commons more used by making it machine readable

Make **uploading** media and metadata easier

Make **finding** media and metadata easier

Make **reusing** media and metadata easier

WIKIMEDIA
FOUNDATION

5 outcomes

(and one corollary outcome)

1. Make editing metadata easier
   (and enable multilingual statements)
2. Make search more effective
3. Satisfy GLAM use case
4. Allow license compliant reuse
5. Support tool development

WIKIMEDIA

FOUNDATION

3 outputs

1. Build the infrastructure
2. Build the products
3. Get people to use them

WIKIDATA ♥ WIKIMEDIA COMMONS

WIKIMEDIA
FOUNDATION

Timeline

	Q1			Q2			Q3			Q4		
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun

MultiContent Revisions

MediaInfo Extension

Tools for editing and uploading: design/prototype/test

Tools for editing and uploading: build/test

Tools for search and reuse: design/prototype/test

Tools for search and reuse: build/test

CHECK IN
Jan 2018

TEAM/DEPT
Technology: MediaWiki Platform

PROGRAM
Structured Data on Commons

GOAL: Build the infrastructure

What is your objective?	Who are you working with?	What impact / deliverables are you expecting?
1.1 It is possible to store structured data within wiki pages, in particular on media file pages on Commons. We will enable the MediaWiki storage layer to correctly store and process structured data elements within wiki pages.	**LAST QUARTER**	
	MediaWiki Platform with support from Wikidata	Assist with the implementation of the MCR storage layer by completing 7 related tasks
	NEXT QUARTER	
	MediaWiki Platform with support from Wikidata	T174022 Implement multi-content revisions T174023 Implement MCR storage layer T174045 DB schema migration for MCR T174044 Deploy MCR storage layer T174043 Deploy Multi-Content Revisions

STATUS: OBJECTIVE AT RISK

CHECK IN
Jan 2018

TEAM/DEPT
Technology: Search Platform

PROGRAM
Structured Data on Commons

GOAL: Build the infrastructure

What is your objective?	Who are you working with?	What impact / deliverables are you expecting?
2.1 Readers, editors, and content re-users can find media [on Commons] using precise queries.	**LAST QUARTER**	
	Search Platform team with support from Multimedia and Wikidata teams	Spec search for file captions, including multilinguality Upgrade and re-implement full-text search on ElasticSearch on Wikidata Investigate using MCR with Wikidata
	NEXT QUARTER	
	Search Platform team with support from Multimedia and Wikidata teams	Update search backend for file captions Inform "full-search" specifications and begin prototyping

STATUS: OBJECTIVE ON TRACK

CHECK IN
May 2018

TEAM/DEPT
Technology:Research

PROGRAM
Structured Data on Commons

GOAL: Build the products

What is your objective?	Who are you working with?	What impact / deliverables are you expecting?
4.2 We will develop better understanding of existing needs for Structured Commons… [read more]	**LAST QUARTER**	
	Research team working with Multimedia	Interview 6-10 volunteer contributors to Wikimedia Commons to understand current workflows and impact of structured data (T175185)
	NEXT QUARTER	
	Research team working with Multimedia	Publish research report for T175185 research interviews and share findings with Program team
		Interview individual and organizational re-users of Commons media to current workflows and impact of structured data (T190228)
		User test instructions for eliciting captions and descriptions in Upload Wizard (T192843)

STATUS: OBJECTIVE ON TRACK

Interviews with 5 Commons Admins

Interviewee	Join date	Edit count
p1	2005	200k
p2	2004	100k
p3	2009	70k
p4	2004	200k
p5	2008	12k

https://meta.wikimedia.org/wiki/Research:Curation_workflows_on_Wikimedia_Commons

Interview findings

1. Commonists see categorization as their *most* important & fulfilling work
   Right now, they categorize with categories. If we want to get them to start using WikiBase properties instead of categories, we need to make that work feel as satisfying, meaningful, and (at least as) easy as the current approach.

2. Some concern that SDC program is not focused on addressing *their* needs

3. Commonists are most receptive to software changes that supplement (not replace) existing tools & workflows:
   a. Improvements to batch curation tools (Cat-a-lot, VisualFileChange)
   b. Microtasks/gamification approaches to adding structured metadata to existing media
   c. Machine learning-based approaches that help curators and end-users identify relevant media

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FOUNDATION

CHECK IN
Jan 2018

TEAM/DEPT
Community Engagement: GLAM

PROGRAM
Structured Data on Commons

GOAL: Build the products

What is your objective?	Who are you working with?	What impact / deliverables are you expecting?
4.2 We will develop better understanding of existing needs for Structured Commons… [read more]	**LAST QUARTER**	
	GLAM team working with Multimedia, Research and Technical Collaboration teams	Outline GLAM pain points in the batch upload and contribution process, partly based on the Q2 research by J. Morgan. Develop materials to support community, GLAM+Wikidata outreach. Design best practices for matching GLAM vocabularies and ontologies w/ Wikidata.
	NEXT QUARTER	
	GLAM team working with Multimedia and Technical Collaboration teams	Ideas for integrating SDC into existing affiliate programming generated in WMCon program planning workshop. 2-3 potential pilot projects for GLAM use of SDC are identified and are in process of being supported by end Q4. Support conversations around technical requirements for tool developers at Hackathon.

What does SDC
make possible for
new GLAM-Wiki
projects?

CHECK IN
Jan 2018

TEAM/DEPT
Audiences: Multimedia

PROGRAM
Structured Data on Commons

GOAL: Build the products

What is your objective?	Who are you working with?	What impact / deliverables are you expecting?
3.1 Commons contributors, partners contributing media, individual uploaders, and others interested in classifying structured data about media will enjoy a more seamless, predictable, and bug-free user experience.	**LAST QUARTER**	
	Multimedia team with support from Wikidata team	Designs and prototypes produced this quarter will provide interactive tools that turn the abstract ideas and promises of the SDoC project into concrete items that WMF staff and Wikimedia community members can play with and reach a better understanding of SDoC project direction and impact.
	NEXT QUARTER	
	Multimedia team with support from TechOps, WMDE, Search Platform, MediaWiki Platform, and Research teams	Development, testing, and evaluation of multilingual file captions on File pages and Upload Wizard deployed to beta environments by end of June (in preparation for a July launch target)

Multilingual file captions are indexed for Search and factor into Search Results. |

STATUS: OBJECTIVE ON TRACK

Upload Wizard file caption prototype

Upload Wizard

Leave feedback · Alternative upload methods

Learn   Upload   Release rights   **Describe**   Use

Title
Create a unique descriptive title using plain language with spaces. Omit the file extension, if any.

Reading time snuggles

Caption Optional
Add a brief caption of the file.

| English | A portrait of a woman and cat |
| French | Un portrait d'une femme et d'un chat |

Add a caption in another language

Description
Describe what is notable about the file.

| English | A portrait of a woman and cat snuggling while reading in digital watercolor |
| French | |

Add a description in another language

Date
Choose the date this work was created or first published.

File caption search prototype

⑦ Help

🔍 poolbeg   ⊗   **Search**   Result 1 of 1

Content pages   Multimedia   Translations   Everything   Advanced

Search in namespaces: Check: All None

☑ (Main)   ☐ Talk   ☐ MediaWiki   ☐ MediaWiki talk   ☐ Item   ☐ Item talk   ☐ Module   ☐ Module talk
☐ User   ☐ User talk   ☐ Template   ☐ Template talk   ☐ Property   ☐ Property talk   ☐ Translations ☐ Translations talk
☐ Commons   ☐ Commons talk   ☑ Help   ☐ Help talk   ☐ MediaInfo   ☐ MediaInfo talk
☑ File   ☐ File talk   ☑ Category   ☐ Category talk   ☐ Campaign   ☐ Campaign talk

☐ Remember selection for future searches

Create the page "**Poolbeg**" on this wiki! See also the page found with your search.

File:LighthouseinDublin.jpg
Here is some unstructured text ...
(2,048 × 1,536 (375 KB)) - 10:15, 11 April
2018

File page file caption prototype

Size of this preview: 718 × 599 pixels. Other resolutions: 288 × 240 pixels | 726 × 606 pixels.
Original file (726 × 606 pixels, file size: 23 KB, MIME type: image/jpeg)

[🖼 Open in Media Viewer] [⚙]

File history

Click on a date/time to view the file as it appeared at that time.

		Date/Time	Thumbnail	Dimensions	User	Comment
delete all	current	12:15, 23 April 2018		726 × 606 (23 KB)	MarkTraceur (talk | contribs | block)	

- Upload a new version of this file

File usage

There are no pages that link to this file.

MediaInfo:M3

a test file for structured data on Commons   🖉 edit

▾ In more languages Configure

Language	Label	Description
English	test file	a test file for structured data on Commons

Statements

+ add statement

This page was last edited on 23 April 2018, at 12:15.

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CHECK IN
Jan 2018

TEAM/DEPT
Community Engagement: TC

PROGRAM
Structured Data on Commons

GOAL: Build the products

What is your objective?	Who are you working with?	What impact / deliverables are you expecting?
5.1 The Wikimedia communities, GLAM partners, and developers are fully on board with the Structured Data project. They participate in the different stages of planning and development, and adopt the new features.	**LAST QUARTER**	
	Technical Collaboration team	Prepare for hackathon Send 1 or 2 newsletters Host 1 or 2 IRC office hours Facilitate on-wiki conversations about design and prototypes Facilitate on-wiki conversations about structured licenses
	NEXT QUARTER	
	Technical Collaboration team	Facilitating conversations about designs and prototypes Facilitating multiple rounds of community discussion on structured licenses Present and coordinate SDC at Hackathon, including cohosting developer session

STATUS: OBJECTIVE ON TRACK

Brand & Identity

Key Staff:
Zack McCune; Chuck Roslof; Lisa
Gruwell (pending appointment
for Advancement)

Teams:
Communications
Legal
Advancement

WIKIMEDIA
FOUNDATION

Privacy/security appendix

CHECK IN

May 2018

TEAM/DEPT

Legal

PROGRAM

[PS&DM](#)

OUTCOME: Ensure high-quality protection and security of our infrastructure and data

What is your objective?	Who are you working with?	What impact / deliverables are you expecting?
Evaluate current security practices and make changes and provide training as appropriate	**LAST QUARTER**	
	- Security - Advancement	
	NEXT QUARTER	
	- Security	- Work with Security to improve our incident response procedures

STATUS: OBJECTIVE IN PROGRESS

May 2018   **Legal**   PS&DM

OUTCOME: Provide clear communications with members of the communities and public regarding our privacy practices

What is your objective?	Who are you working with?	What impact / deliverables are you expecting?
Work with relevant teams to answer user and donor privacy questions	**LAST QUARTER**	
	- CE - Donor Services	- Answered 4 privacy inquiries from community members & general public
	NEXT QUARTER	
	- Advancement - CE - Fundraising Tech	- Respond to privacy-related inquiries from users and donors

STATUS: OBJECTIVE IN PROGRESS

OUTCOME: Provide clear communications with members of the communities and public regarding our privacy practices

What is your objective?	Who are you working with?	What impact / deliverables are you expecting?
Draft and update public-facing privacy-related policies and procedures	**LAST QUARTER**	
	- Security - New Readers - Outside counsel	- Reviewed 9 surveys and prepared survey statements for various teams - Worked with New Readers on video releases
	NEXT QUARTER	
	- CE - Comms - Outside counsel	- Draft survey statements or other policies as needed

STATUS: OBJECTIVE IN PROGRESS

May 2018   **Legal**   [PS&DM](#)

OUTCOME: Continue compliance with best practices for privacy

What is your objective ?	Who are you working with?	What impact / deliverables are you expecting?
Provide training in, draft internal policies relating to, and ensure privacy compliance	**LAST QUARTER**	
	-N/A	
	NEXT QUARTER	
		- Create, update, and provide privacy trainings and internal policies as necessary

STATUS: OBJECTIVE IN PROGRESS

OUTCOME: Continue compliance with best practices for privacy

What is your objective ?	Who are you working with?	What impact / deliverables are you expecting?
Ensure that privacy issues are considered throughout the product design process and lifecycle	**LAST QUARTER**	
	- Community Health CDP	- One Privacy by Design check-in, with Community Health CDP - Addressed small questions from various teams on relevant issues
	NEXT QUARTER	
		- Provide advice as necessary through Privacy by Design process

STATUS: OBJECTIVE IN PROGRESS

OUTCOME: Continue compliance with best practices for privacy

What is your objective?	Who are you working with?	What impact / deliverables are you expecting?
Ensure compliance with applicable privacy, security, and data protection law	**LAST QUARTER**	
		- No substantial or unusual projects; addressed various small questions on relevant issues
	NEXT QUARTER	
		- Continue to provide counseling on relevant issues to all teams as needed

STATUS: OBJECTIVE IN PROGRESS

May 2018

Legal

[PS&DM]

OUTCOME: Continue compliance with best practices for data management

What is your objective?	Who are you working with?	What impact / deliverables are you expecting?
Complete the data mapping project	**LAST QUARTER**	
	- Tech - Security	- Data mapping project led by Tech and Security now
	NEXT QUARTER	
	- Tech - Security	- Provide legal support for data mapping initiative
STATUS: OBJECTIVE IN PROGRESS		

TEAM/DEPT

May 2018

Trust & Safety

PS&DM

OUTCOME: Continue compliance with best practices for data management

What is your objective?	Who are you working with?	What impact / deliverables are you expecting?
Support Legal & Security and provide the community with easy guidelines and policies	**LAST QUARTER**	
	T&S, Legal	Supported Legal in policy development and review (EOQ)
	NEXT QUARTER	
	T&S Legal	Supporting Legal as appropriate (EOQ)

STATUS: OBJECTIVE IN PROGRESS