

|WMUK Quarterly Performance Report 2016/17 - QUARTER 3

1. Summary of quantitative indicators to date

INDICATOR		Past results		2016-17 targets	QUARTER 1	QUARTER 2	QUARTER 3	TOTAL
		2014-15 actual	2015-16 actual		Actual	Actual	Actual	Actual
1. Total audience and reach		N/A	N/A	N/A	18,286	18,965	22,085	-
2. Number of active editors involved	GM 1	N/A	708	200	89	56	242	387
3. Number of newly registered editors	GM 2	N/A	438	300	366	228	152	746
4. Number of individuals involved	GM 3	765	1,856	500	1,023	710	1,256	2989
5. Number of leading volunteers		987(Wikimania)	70	260	31	35	63	129
6. Percentage of above who are women		38%	N/A	33%	34.3%	29%	35%	32.75%
7. Estimated number of volunteer hours		N/A	N/A	4,600	5,558	3,468	3,854	12,880
8. Percentage of above by women		N/A	N/A	38%	22%	15%	21%	19%
9. Volunteers recommend WMUK		N/A	80%	85%	Annual Target	Annual Target	Annual Target	-
10. Volunteers feel valued by WMUK		N/A	70%	80%	Annual Target	Annual Target	Annual Target	-
11. Volunteers developed new skills		N/A	70%	75%	Annual Target	Annual Target	Annual Target	-
12. Images/media added to Commons	GM4b	168,283	20,797	20,000	35,983	1,842	7,172	44,997
13.Images/media added to WM pages	GM4a	6,058	2,217	2,000	1,878	138	684	2700
14. % uploaded media in article pages		3.6%	11%	10%	5%	7%	10%	7%
15. Files with featured status		63	57	80	24	34	15	73
16. Articles added and/or improved	GM 5	N/A	13,072	10,000	28,354	15,928	395,758	440,040
17. Articles added		835	6,712	1,000	1,347	3,907	360,327	365,581
18. Bytes added and/or deleted	GM 6	16,459,774	68,430,511	6 million	23,633,330	32,004,982	1,396,581,510	1,452,219,822
19. Number of social media followers		N/A	N/A	N/A	17,263	18,255	20,829	-
20. Number of partnerships developed		N/A	N/A	N/A	Annual Target	Annual Target	Annual Target	-
21. Responses to consultations		2	4	3	0	1	1	2
22. Evidence taken into consideration		5	3	3	0	2	1	3

Achieved	Target has been achieved or exceeded
On track	On track to achieve the target
Opportunity for improvement	Some progress has been made towards achieving the target, but the target is not on track
Attention required	Little or no progress has been made towards achieving the target

2. Progress against our Strategic Goals

Strategic Goal 1: Increase the quality and quantity of coverage of subjects that are currently underrepresented on Wikipedia and the other Wikimedia projects

We have supported the creation of a very high amount of content this quarter, in terms of images (primarily via Wiki Loves Monuments with around 6,000 photos), articles on Wikipedia, and Wikidata. Adding and improving information through Wikidata has been unusually extensive and very impressive. This came from a variety of sources, with a staggering 300,000+ Wikidata item edits (most were new items) from a Historic England dataset of Grade II listed buildings which we were given. This was then uploaded by Magnus Manske, and fed into the Wiki Loves Monuments map tool, allowing people to find eligible sites for photography. This is the biggest dataset upload we have supported so far, representing over one billion bytes added.

Metrics 16 and 17 show all Wikimedia project additions (i.e. Wikidata items are counted in the same way as Wikipedia articles), but it's worth stressing that whilst the dataset referred to above could be seen to skew these figures, our projects delivered very well in terms of Wikipedia as well. Almost 20,000 articles were created for a volunteer competition contest Africa Destubathon, and almost 10,000 articles created on Welsh Wikipedia as a continuation of the Llen Natur project.

There were many more projects which contributed to our numeric results in smaller ways, but which are no less valuable as they focus on developing underrepresented content:

- We are working with the Kurdish Cultural Society to reach the vibrant Kurdish community in London, initially training several people in October to serve as trainers in the community. We are arranging subsequent training with a group of Kurdish teachers, and aim to support those people to train others in editing. Once this gains momentum, we will be working with the Kurdish community to develop content on the Arabic, English and Kurdish Wikipedias.
- We have partnered with Hypatia Trust - the organisation focusing on the literary, artistic and scientific works of women and their contributions to society and culture in Cornwall - to deliver a Wikimedian in Residence project.
- National Library of Scotland has partnered with us to recruit a Gaelic Wikipedian, to deliver a language and community development project starting in early 2017. This will tie in with other minority language and community programmes we are supporting. The Wikimedian in Residence at the Edinburgh University is already looking for overlaps, talking to the Gaelic Language and Policy Officer at the Historic Environment Scotland about potential future collaborations.
- The WIR at Wellcome continues with her focus of comparing gaps on Wikimedia with content held by Wellcome - e.g. via working with Royal College of Nursing to improve content on women in medicine. The resident has been using Wikidata to uncover what pages related to the history of mental health and psychiatry might be missing.

Content development in Wales has continued to be most impressive, building on the successes of previous projects:

- With Llen Natur's comprehensive bird database being finally ingested into Wikidata, it was possible to start creating Welsh Wikipedia articles from that information. 9,900 articles on birds were written by an ornithologist volunteer trained by our Wales Manager. We then linked those articles back from Llen Natur's Dictionary of Species to the corresponding articles on cywiki. All species with Welsh names were uploaded to Wikidata, and images and back-clicks now appear in The Dictionary of Species - 13,000 in total, not just birds. All 9,500 articles on birds included a Wikidata List of all species within the taxonomic family; this means that of the 12,800 articles which contain WD Lists, cy-wiki has 9,388.
- At the National Library of Wales the Dictionary of Welsh Biography project is continuing, now building on the content that has been produced on Wikidata in Q2. Volunteers are creating Wikipedia pages based on the information we've made available. (How this may work is explained here blog.wikimedia.org.uk/2016/09/no-article-no-problem/).
- In Q2, we created basic Wikidata for 550 19th century ships registered at Aberystwyth. Building on this in Q3, we set up a project with the Ceredigion County Archives and Royal Commission of Ancient and Historical Monuments of Wales - they are sharing additional data for each ship, which are being added to Wikidata. The aim of this project is to demonstrate how Wikidata can be used to merge data from different institutions to create powerful open data.
- With Wikidata being so crucial to Welsh content development, we were very pleased to see that the Wikidata Visiting Scholar has agreed to work with NLW on another data project focused on strengthening data on Welsh publishers with Dictionary of Welsh Biography entries; creating a detailed database of Welsh Publishers for the first time. This will also involve the creation of Wikipedia articles and lists in Q4 and beyond. The Scholar's achievements so far are highlighted in an engaging blog post for the Wikimedia Foundation: <https://blog.wikimedia.org/2016/11/05/wikidata-visiting-scholar-art-dataset/>.

Strategic Goal 2: Support the development of open knowledge in the UK, by increasing the understanding and recognition of the value of open knowledge and advocating for change at an organisational, sectoral and public policy level

The broad reach of our work has been strong in Q3 - we reached over 22K people, almost 21K of whom came from our media work from the office and Wales. We engaged with several hundred people via our awareness talks. As ever we were very busy in this respect, but to highlight several key engagements:

- Our CEO gave two presentations on diversity and equality on Wikimedia, at OSCON 2016, and Mozfest
- At Repo Fringe in Edinburgh, we were very well represented by Ewan McAndrew and Martin Poulter (the later attended by 120 people)
- Also in Edinburgh, Ewan McAndrew and Sara Thomas attended the Historic Environment Scotland Dataset Showcase to make a case for Historic Environment Scotland to get involved with Wikidata
- Jason Ewans talked about the benefits of creating Welsh Wikidata to the University of Wales Aberystwyth
- Jason also spoke at a cultural sector Museums+Tech conference on 'Sharing digital content with Wikimedia', with an audience of 200 people
- Alice White addressed the British Society for the History of Science Council about the opportunities for using Wikipedia to help meet the society's goals of bringing history of science scholarship to wider audiences, raising awareness of the field, and improving diversity.

Several of our programmes were covered in the media, to highlight just a few:

- STV News 'Live at five' covered the Ada Lovelace Day celebrated via our Wikimedian in Residence at the University of Edinburgh (<http://player.stv.tv/video/3jnm/live-five/ada-lovelace-day/>). This programme attracted a significant amount of coverage, e.g. <http://dangerouswomenproject.org/2016/10/10/wikipedias-women-problem/>
- NLW was featured in the high profile Museums Association's blog: '[NLW works with wiki to share collections](#)'
- The Gaelic Wikimedian in Residence post attracted media coverage, with articles quoting our CEO in newspapers as far afield as the Sheffield Telegraph!

Institutional changes - to summarise our work in terms of organisational advocacy, we've had several local-level wins, many working towards the sustainability of our work:

- At **Edinburgh University**, the resident advocated for University's images.is.ed.ac.uk website to become CC-BY, which will hopefully be the first of many.
- As a sign of rising recognition within the University, the residency's Open Education team got 3rd place in ALT Learning Technology of the Year awards (<http://www.ed.ac.uk/information-services/about/news/open-education-team-place-third>). Additionally, the History of Medicine events get mentioned in the Innovative Learning Week Awards 2016 <http://www.festivalofcreativelearning.ed.ac.uk/ilw-awards-2016/ilw-awards-2016>
- To support the sustainability and scalability of the project, the Edinburgh resident trained 12 technologists and academic support librarians to become WP trainers/ambassadors. He also created a 'Wikibag' for WP trainers which contains what the trainers need to run training sessions or setting up editathons.
- In a similar fashion at the **Wellcome Library**, the resident is running refresher sessions for those trained in wiki skills, to build confidence and hopefully convert them into regular editors.
- Additionally, going beyond the original objectives of the project, the resident has been exploring possibilities of working with the vast Wellcome researcher community via the Open Access team. Using Wikimedia in researcher public engagement could be far reaching, although it has not been approved yet.
- The second year of the **Bodleian Library** WIR project has begun in Q3. This extension, funded through Oxford University's internal Innovation Fund, is a sign that the project has gained wide approval at the organisation.

It is worth highlighting that there were several training/editing events in Q3 which we run primarily for advocacy purposes, rather than to create content or new editors. For example, we ran a training session for House of Commons staff, making them more familiar with Wikimedia projects. In the background, the Parliamentary data service is consulting with users about how their data is released, and we are pushing for certain features that would help with incorporation into Wikidata. So this event was both a chance to meet with some key people working on this project, and make them more comfortable with Wikimedia, thus making it more likely that they will support working with us internally.

UK/EU advocacy

Through our Wales Manager the charity has been working with the Welsh Government for several years, but in Q3 we saw a rapid development of this partnership, which could potentially mark a start of a multi-year project to considerably scale up Welsh Wikipedia content and community. We will report on this in more detail next quarter. In parallel, we engaged in a high level meeting with all large bodies funded by the Welsh Government, to highlight the opportunities of releasing open content. Several projects may develop as a result of this.

In September we convened another meeting of the Advocacy Working Group to take forward our plans in this area. One of the key issues for discussion at this meeting were the EU's proposals for copyright reform, and in October our CEO attended a Ministerial Roundtable about these proposals at the Department for Business, Energy and Industrial Strategy (BEIS), where she represented the concerns of Wikimedia and the broader open knowledge movement. The IPO is running a formal consultation on the framework until 6th December and Wikimedia UK will be submitting a response to support the oral evidence shared at the BEIS meeting. In the meantime, the CEO has established relationships with a number of other organisations working in open, through participation in the roundtable and MozFest. Through these growing connections we recently supported a social media thunderclap about the proposed EU copyright reforms organised by Open Media and Creative Commons; and our CEO has been approached for comment on the Neighbouring Right by the Head of Public Policy at the Guardian.

Strategic Goal 3: To support the use of the Wikimedia projects as important tools for education and learning in the UK.

In Q3, the university courses we support via Wikipedia in Classroom project have gone quiet for the summer holidays which has had an effect on our metrics, particularly around volunteer hours and content. We would expect most of our current university project to become active again in Q4, or in 2017. For example, the repeat Psychology module at the University of Warwick is running in the first semester of the 2016/17 academic year, which covers our Q4. The course is supported by one of our volunteers who is available to train students as needed.

At the same time, we have seen some very successful developments via the WIR project at **Edinburgh University**. Although initially we were not sure whether it would be possible to set up any Wikipedia in Classroom projects within the first year of the project, after having one lecturer on board, others were encouraged to follow. We are now anticipating the resident and WMUK supporting the following projects:

- WP in classroom assignment in Reproductive Biomedicine for 4th year undergraduates, which includes plans to video interview students on their experiences creating the eight new Reproductive Biology articles and continue the assignment next year, as a summative assessment.
- WP in classroom assignment in World Christianity MSc where students conduct a literature review to create unrepresented terms on World Christianity on Wikipedia
- As highlighted in a case study below, the resident supported the Translation Studies MSc course to run a semester-long (4,000 word) project using WP's content translation tool to create content in various languages.
- A four week training course on the VLE for the Online History MSc course.

We also exploring the potential for bringing education into the WIR project at the **Wellcome Library**:

- The resident, building on her professional networks, engaged with staff at the University of Kent to bring students to the Wellcome for tours and WP editor training, including discussions about how to incorporate WP editing into the formal assessment of students. The resident created a marking rubric fitting UK grade boundaries to help university staff when grading students' wiki assignments, a great resource which we may be able to reuse elsewhere.
- The British Society for the History of Science is keen to support a training programme for historians of science (particularly those in the early stages of their careers) to teach them how to use Wikipedia, both as researchers and potentially for teaching. We are working on setting this up, capacity allowing.

In line with our commitment to building the community of volunteer educators, we held a meeting in September that brought together key volunteers, staff and trustees to develop plans for 2017-18. We gave particular attention to planning an Open Education Summit in early 2017 in partnership with Middlesex University.

During the quarter the CEO responded to a UNESCO and Commonwealth of Learning online stakeholder survey on Open Educational Resources. This forms part of the regional consultations taking place in advance of the second World OER Congress in 2017, five years after the inaugural event in 2012.

4. Community (volunteer engagement and community health)

We had very positive results in terms of volunteer engagement in Q3, despite lower numbers on Wikipedia in Classroom editors (as mentioned above). Of the 1,200 people we engaged with this quarter, 250 participated in Wiki Loves Monuments and 130 in the Africa Destubathon. There were sizeable audiences of our talks as well as noted earlier.

All of those people together delivered 3,854 volunteer hours, and we are very grateful for this significant contribution. There were also 63 lead volunteers taking on organising and delivering projects with Wikimedia UK, almost twice the amount in Q2.

In terms of in-depth support of our community, we delivered a full Train the Trainer session at the end of Q2, and so we invested a lot of effort into building support for this cohort, while also developing resources for all of our trainers. To better support our trainers, we wrote and shared a new trainer role description, so that volunteers understand our expectations from them. Additionally, recognising that many of the new trainers haven't had much experience of WMUK or Wikimedia projects, we put together and delivered a Train the Trainer induction. This was well received, and we think could be replicated in other situations or for other groups.

We have also been exploring the issue of newly recruited trainers not going on to deliver events for Wikimedia UK. To overcome that, the programmes team have looked to pair new trainers with more experienced ones at Wikimedia events, helping to develop skills and confidence and enabling us to avoid becoming overly reliant on a small group of trainers. This approach requires more work from the team, but we are hoping to continue with it in order to grow our lead volunteers.

We have also spent some time this quarter on developing training materials and ensuring the training portal is a useful resource. This is an ongoing piece of work, and will develop as more input is received from lead trainers. Alongside this, we supported the creation of an introduction to Wikidata by Ewan McAndrew, which has been very popular:

<https://www.youtube.com/watch?v=GFh9gVUgbuA>

Several volunteers led on impressive projects in Q3, generating significant editor engagement as well as content and enabled through project grants and staff support:

- Looking towards bringing the English Wikipedia article on Portsmouth to Good Article status. A volunteer requested a project grant for books to ensure the content is well sourced and of high quality. By the end of September, the Wikipedia article had reached GA status with a pending review nomination for Featured Article status. This achievement is of significant importance to Hampshire and UK WikiProjects. Overall, the volunteer spent over 48 hours reading, researching and writing the article with 1,100 edits made.
- The West Country Challenge.: After noticing that a number of quality Wikipedia articles for the West Country is relatively low, a volunteer organised a 21-day online contest in August with three days allocated to each county. The Challenge was a considerable success, with 32 editors participating achieving 514 article improvements, 120 core article improvements and nearly 20 Good Articles.
- Wiki Loves Monuments UK. In September WMUK supported the project for the third time. More than 260 people took part for the UK, uploading 6,200 images. To support this year's competition the Historic England dataset of **300,000+** Grade II listed buildings was imported to Wikidata. Including this data made it easier for people to find eligible sites and represents WMUK's largest Wikidata import so far.

Coming across Wikimedia projects that developed without our support is very welcome and can be a sign of an active community. Amongst many others, two projects are worth highlighting:

- Earlier this year *The Scotsman* covered the efforts of a group of dentistry students at the University of Dundee to improve Wikipedia's coverage of their subject. It is a student led initiative and runs throughout the academic year. WMUK subsequently got in touch, offering resources support.
- In 2013 we run a training session with early career Eurostemcell researchers. This link reappeared this year in Q3 when we were contacted regarding setting up WP editing sessions for Eurostemcell content at European partner labs in Denmark - this was passed on to a contact in Copenhagen.

5. Telling the story of Wikimedia UK

Translation Studies case study

The University of Edinburgh offers a taught MSc in Translation Studies. As part of an independent study module, students were asked to choose a Wikipedia article that was at least 4000 words long and to translate it into another language. 29 people took part in the assignment, translating articles from English to Arabic, Chinese, French, Greek, Turkish, Japanese and from Spanish, Chinese, Japanese, Arabic, and Norwegian (bokmal) into English. Students were allowed to choose the article and language they wished to work on but this had to be agreed by the course tutor, who checked the article's suitability for a class assignment and the degree of challenge in terms of the language used. Importantly, tutors were prepared to reject any articles they thought were too simple or frivolous, with students reminded that the purpose of the assignment was to further develop their translation skills whilst also supporting the dissemination of important articles in another language.

The course was structured with two in-person training sessions after which students were expected to translate and submit the articles in their own time. The first in-person session introduced the students to editing Wikipedia and then looked at article selection, with the Gapfinder tool used to identify trending pages with no corresponding coverage in the target language. A week later, at the second in-person session, the students began the process of translating their chosen article. The students used the Content Translation tool to prepare their translations, which helped with the formatting of the article so that they could focus on the translation itself. There is a screencast demonstrating how to use the Content Translation tool which students watched at the end of session one and received more detailed instruction on the use of the tool in session two. The students have until the end of the semester (15 December) to complete and publish the translations.

As of writing, there is nearly a month left of the semester in which the students will aim to publish their articles. The Wikimedian in Residence is talking to the course leader about whether a third in-person session would be useful to support this process, or whether one-to-one meetings would be more beneficial. A number of issues have arisen - such as the source article being edited by a Wikipedia community member during the translation process, or referencing and notability concerns - however students have been encouraged to email the Wikimedian in Residence for advice and support. The course is routinely monitored with any issues noted to ensure best practice is documented for future iterations of this project. Self-selecting students and course tutors are also going to attend an afternoon on 18th January 2016 to provide video interview feedback on the course.

This is the first time Wikimedia UK has supported a translation classroom course, and the first time it has encouraged the use of the Content Translation tool, so we are keen to learn how this will develop. For example, we are seeing that the Content Translation tool poses a similar issue to the sandbox as people don't always publish what they've written. Currently, we should have 30+ new articles rather than the four recorded through Wikimetrics. However, we believe the course has been making a positive impression within the university, with a commitment on both sides to continue this assignment next semester. In addition, through the running of this course in Translation Studies MSc, the Wikimedian in Residence has been introduced to Edinburgh University's Translation Society (EUTS). This student society works closely with the tutors and course leaders of the Translation Studies MSc course and has in excess of 100 student members. Student representatives from EUTS learned of the Wikipedia Translation assignment through the Translation Studies MSc course leader and requested to take part in the exercise. Whilst this wasn't possible, the resident has met with the EUTS reps and there are now plans to have an EUTS translation project in January or March 2017 for which the student reps will invite all 100+ of their members to participate. Discussions are at an early stage but both parties are keen to see this happen with current consideration being given to whether the project should have an over-arching theme that resonates with the students' interests and Wikimedia UK's strategic priorities, using University College London's translation editathon themed on women's health as a model for the collaboration.

There have been additional benefits from the session, as also in attendance during the assignment was a staff member from Edinburgh University's MRC Centre for Regenerative Medicine. A Eurostemcell Translation Manager, they are keen to support the translation of Eurostemcell related articles into different languages, as the Centre works closely with European partner labs to share research knowledge related to the study of stem cells, particularly on Wikipedia. Consequently, a Danish Wikimedia trainer has been contacted and secured for a scheduled Eurostemcell Wikipedia editathon at a Danish partner lab in Copenhagen at the end of November 2016. If this Danish pilot works well then the Eurostemcell team plan on holding Wikipedia editathons every year for World Stem Cell Day.

6. Implementation challenges and learning patterns

Learning pattern: [Identifying articles for translation](#)

Implementation challenges:

- We are pushing forward our plans for a Train the Trainer refresher course - an event for past attendees of Train the Trainer that have been less active. This event is aiming to re-engage with those trainers, and hopefully bring them back into our volunteer community. Making this happen by design is a difficult task, and we have not had many responses at this point in the process.
- We had planned to update the volunteer training portal, to make it more useful to our volunteers, especially the new trainers who need that support. However, it made more sense to bring it into a larger Wikimedia UK wiki overhaul and update, which means pushing the delivery deadlines forward.