

# The year in review and the year ahead

Sue Gardner, Executive Director,  
Wikimedia Foundation

**Hi, I'm Sue.**  
**Welcome.**

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4 priority areas:

**Editor Engagement**

**Grantmaking**

**VisualEditor**

**Mobile**

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# What we're doing.

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Editor Engagement   Grantmaking   VisualEditor   Mobile

**2012-2013**  
2013-2014

# What's next.

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Editor Engagement   Grantmaking   VisualEditor   Mobile

2012-2013  
**2013-2014**

**Editor Engagement**

**We spent a lot of time learning what keeps people from editing.**

**Now we are helping them.**

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**Editor Engagement**

Grantmaking

VisualEditor

Mobile




**2012-2013**  
2013-2014

# Cracked it. Small changes, data-informed.

**Welcome to Wikipedia, HiWikimania!**

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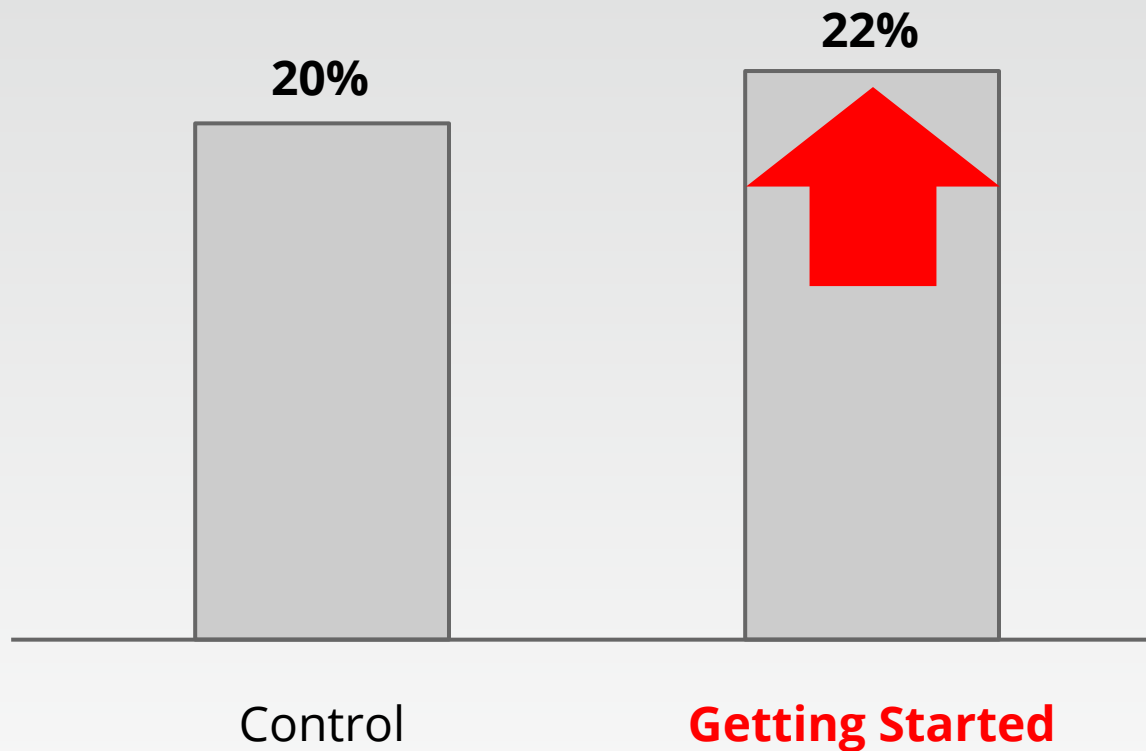
Looking for an easy way to get involved? Just choose one of the three options below, and we'll give you a suggested article to edit.

-  **Fix Spelling & Grammar**  
The easiest way to get started!
-  **Improve Clarity**  
Simplify or reword sentences.
-  **Add Links**  
Connect Wikipedia articles together.

[← No thanks, return to the page I was reading](#)



Proportion of newly-registered users editing articles within 24 hours



~130k  
registrations/month =  
+2.6K editors monthly

GS users don't get  
reverted at higher rate

Incremental interface  
changes will increase #  
of editors.

# Next up: talk pages.



Hello, Quiddity. You have new messages at [Wikipedia talk:WikiProject Anthroponymy#Surname + Given name + disambig.](#)

You can remove this notice at any time by removing the `{{Talkback}}` or `{{Tb}}` template.

## Infobox Classical musician

*Note to self: [Template:Infobox composer/draft](#) and [Wikipedia talk:WikiProject Composers/Infoboxes RFC](#)*

[Ravpapa](#) (talk · contribs) seems interested in designing a new Infobox for classical musicians, also. A collaborative effort by two knowledgeable editors would be far better than efforts of a single editor that hasn't a clue what he's doing (i.e. *me*). I've requested that my old deleted userspace be undeleted for your convenience, also. The 2007 attempt by [Turangalila](#) (talk · contribs) is also worth a look:

[User:Turangalila/sandbox/Infobox composer](#). That's basically where my attempt stemmed from. Cheers --[Jubilee](#) [clipman](#)

2:22 pm, 23 February 2010, Tuesday (3 years, 5 months, 8 days ago) (UTC-8)

I think the extended box is fine. I can think of lots of additional information I would like to see presented in a structured way (for example, *genres* (symphony, piano, chamber, opera, etc), *main cities of residence* (Vienna, Salzburg, ...), and more. But considering the politics surrounding the issue, and the vituperation it inspires, I think that less is better. Regards, --[Ravpapa](#) (talk)

11:03 pm, 27 February 2010, Saturday (3 years, 5 months, 4 days ago) (UTC-8)

I'm not sure how to word the documentation advice concerning the fields "Era", "Styles/schools", and "Principal\_genres" (at [Template:Infobox composer/draft/doc#Long example](#)). Please have a go, or suggest a delegate who might be good at an initial go (it'll all get refined eventually :) Thanks. -- Quiddity (talk)

11:55 pm, 27 February 2010, Saturday (3 years, 5 months, 4 days ago) (UTC-8)

Styles: Medieval, Renaissance, Baroque, Classical, Romantic, Late Romantic, Impressionist, 12-tone, Modern. I think any finer resolution is likely to cause problems.

Principal genres: Symphonic, Piano, Chamber music, Opera, Vocal, other. Other would include composers like Gesualdo (who wrote only madrigals), or composers who wrote for a single instrument (Devienne, who wrote for flute). --[Ravpapa](#) (talk)

12:35 am, 28 February 2010, Sunday (3 years, 5 months, 4 days ago) (UTC-8)

For Styles, I think I've had them accidentally swapped/mixed with Eras? Please tweak what I've currently got at [Template:Infobox composer/draft/doc#Long example](#). I'm going to sleep on it :) -- Quiddity (talk)

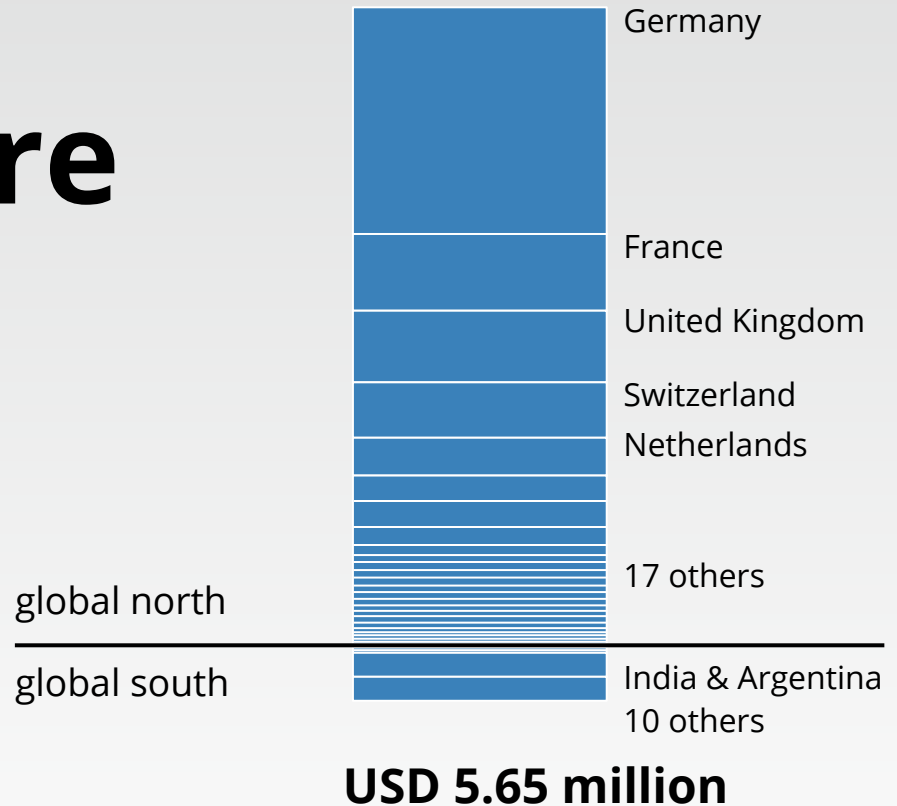
1:27 am, 28 February 2010, Sunday (3 years, 5 months, 4 days ago) (UTC-8)

Thank you for taking the time to work on the infobox. As stated, I won't personally use it (at least, certainly not in the foreseeable future) it but others may find it useful --[Jubilee](#) [clipman](#) 2:23 pm, 25 February 2010, Thursday (3 years, 5 months, 6 days ago) (UTC-8)

2012-2013  
2013-2014

**Grantmaking**

# Infrastructure Process Systems



Editor Engagement

**Grantmaking**

VisualEditor

Mobile

**2012-2013**  
2013-2014

# Effectiveness Priorities Impact



USD 8 million

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Editor Engagement

**Grantmaking**

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2012-2013  
**2013-2014**

**VisualEditor**

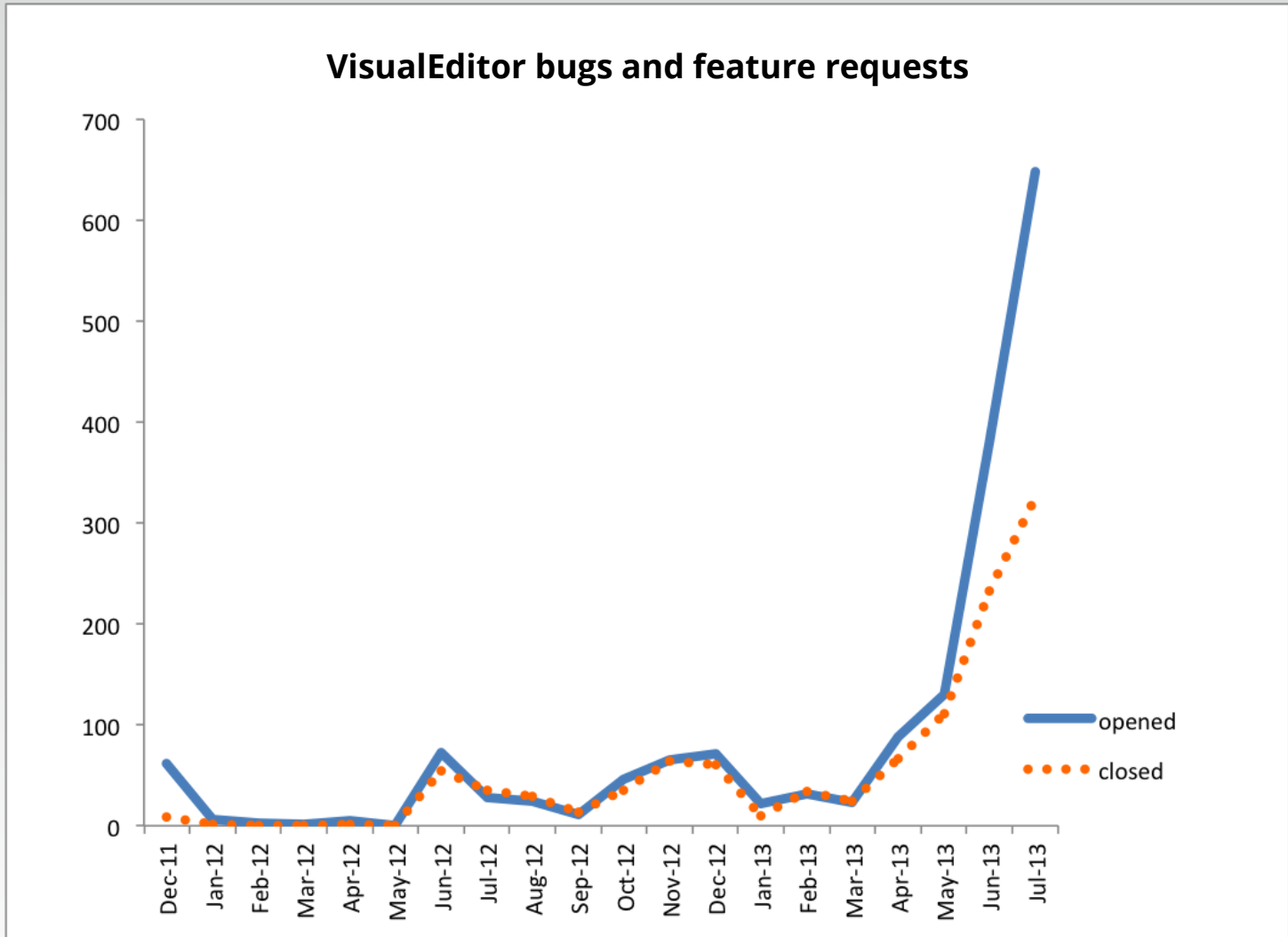


VisualEditor allows people to edit without having to learn wikitext markup. It should enable more readers to become editors.

**Why we need it.**







Editor Engagement

Grantmaking

**VisualEditor**

Mobile

2012-2013  
**2013-2014**

visual editor

→ Teaching Rooms M102-M111, N112-N116 課室  
Academic Secretariat Service Centre 教務處服務中  
↑ Teaching Rooms N112-N116





visual editor

visual editor

visual editor

WIKIMANIA  
WIKI BOARD STATE

WIKI BOARD STATE

WIKI BOARD STATE











LISTS &  
SAVE  
SPACES

COMING TO  
OP 5.11  
-INTER-ARISE

LISTS (to be used)  
to help you  
get going

INLINE  
TEMPLATE  
EDITING



CONSULTANTS INTERNATIONAL









**Please continue to test  
& report on your  
experiences.**

**Mobile**

2011-12

2012-13

2013-14

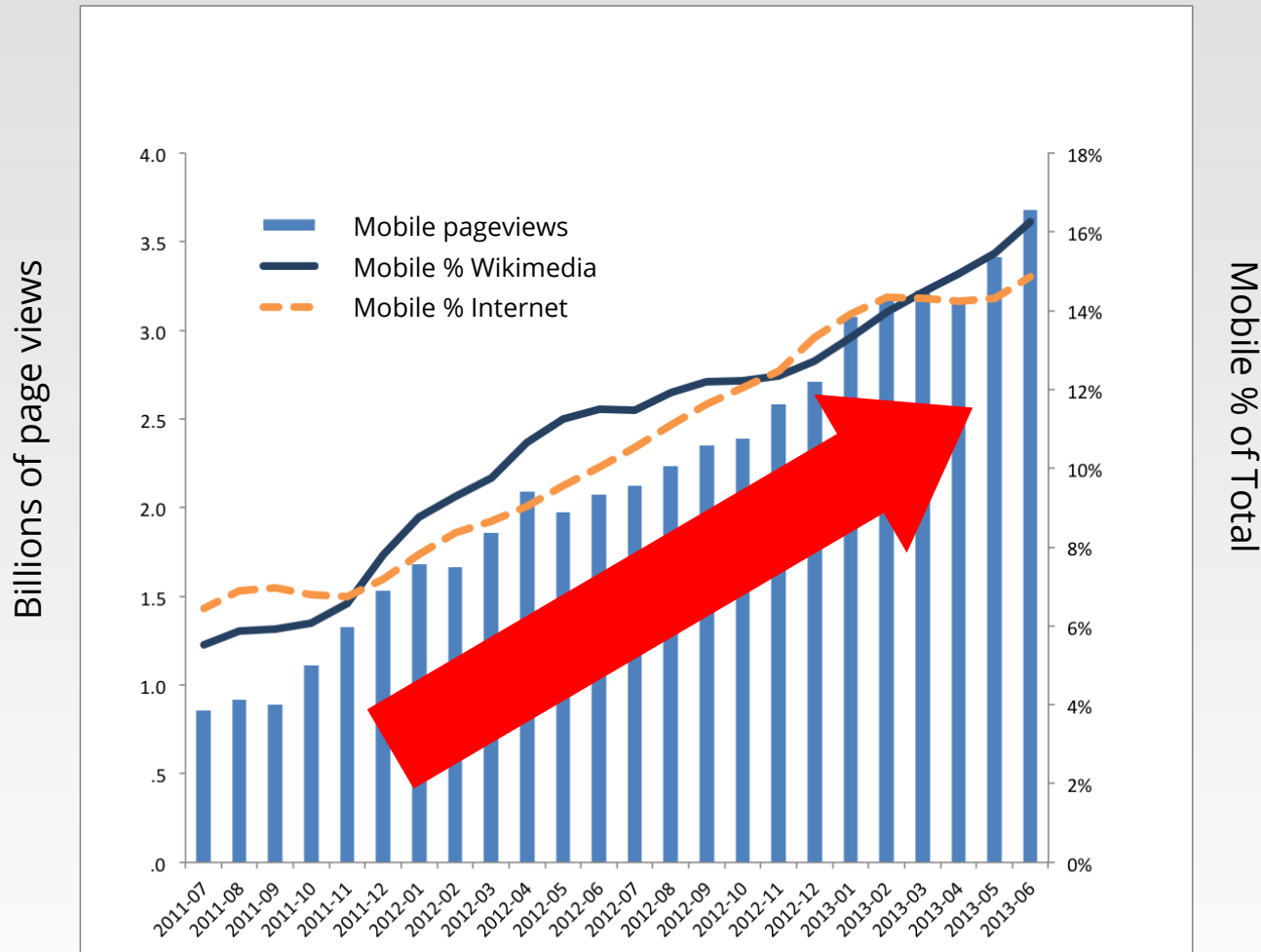
**Readership**

**Uploading**

**Editing**



# 2011-12: We fixed mobile readership.



Editor Engagement

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**2012-13: We made uploading images easy.**

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Editor Engagement

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Musée d'Orsay - 5th floor, by User:Oliver H CC-BY-SA 3.0



Austin skyline from town lake, by User:WikiTryHardDieHard CC-BY-SA 3.0





Galería Víctor Manuel, by User:Warko CC-BY-SA 3.0



Lion walking at the Nairobi National park, by User:Stephenwanjau CC-BY-SA-3.0



House boat, by User:Peter Astbury CC-BY-SA 3.0





Schweizerische Nationalbank, by roland zh CC-BY-SA 3.0

# S & S Diner

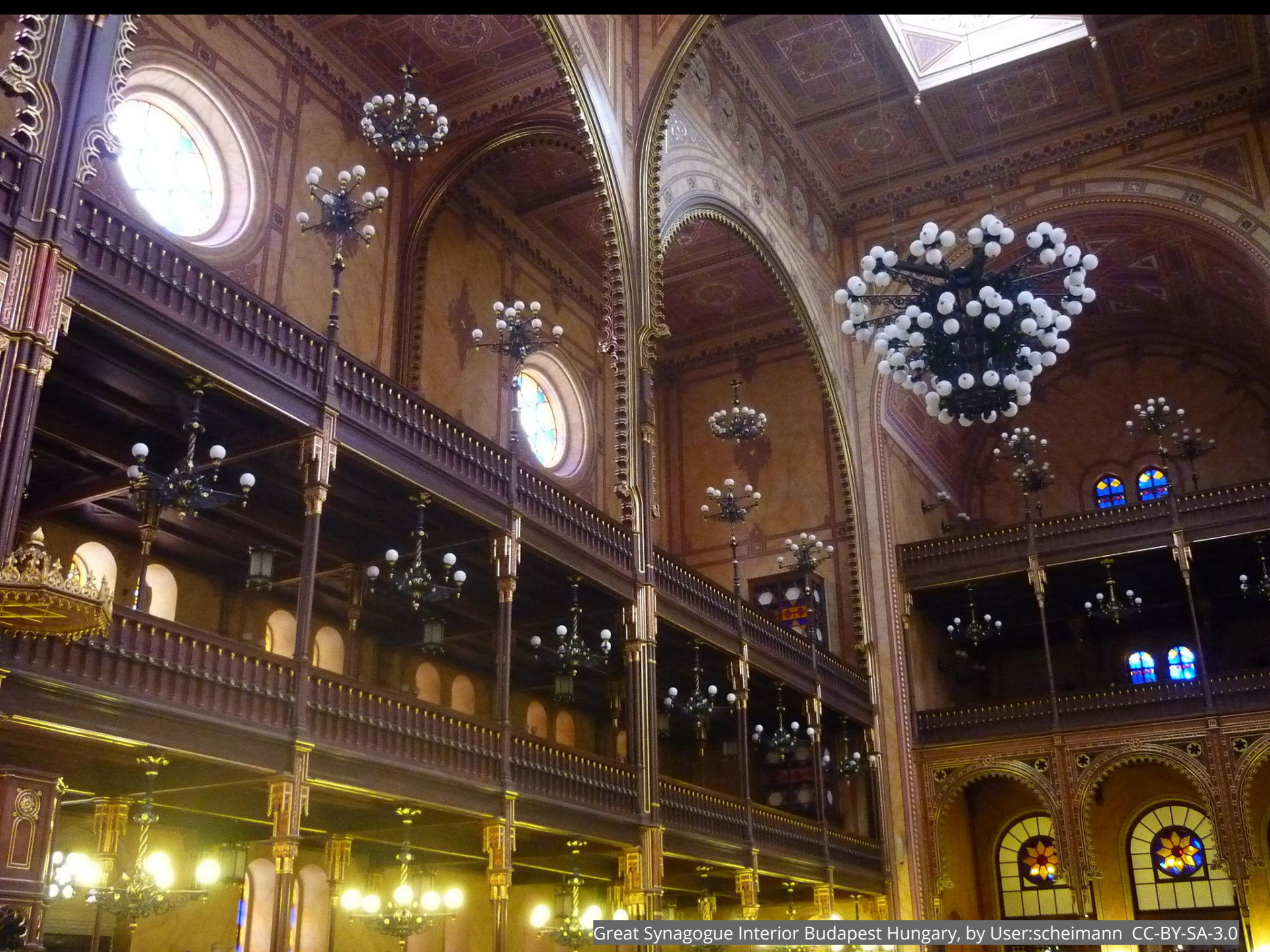


STUFFED PEPPER

CABBAGE W/ 2 SIDE



Monday - Friday  
8:30 am - 5:00 pm  
Saturday & Sunday  
8:00 am - 3:30 pm



Great Synagogue Interior Budapest Hungary, by User:scheimann CC-BY-SA-3.0





Paris-Orsay-museum-inside-overview, by User:Oliver H CC-BY-SA-3.0

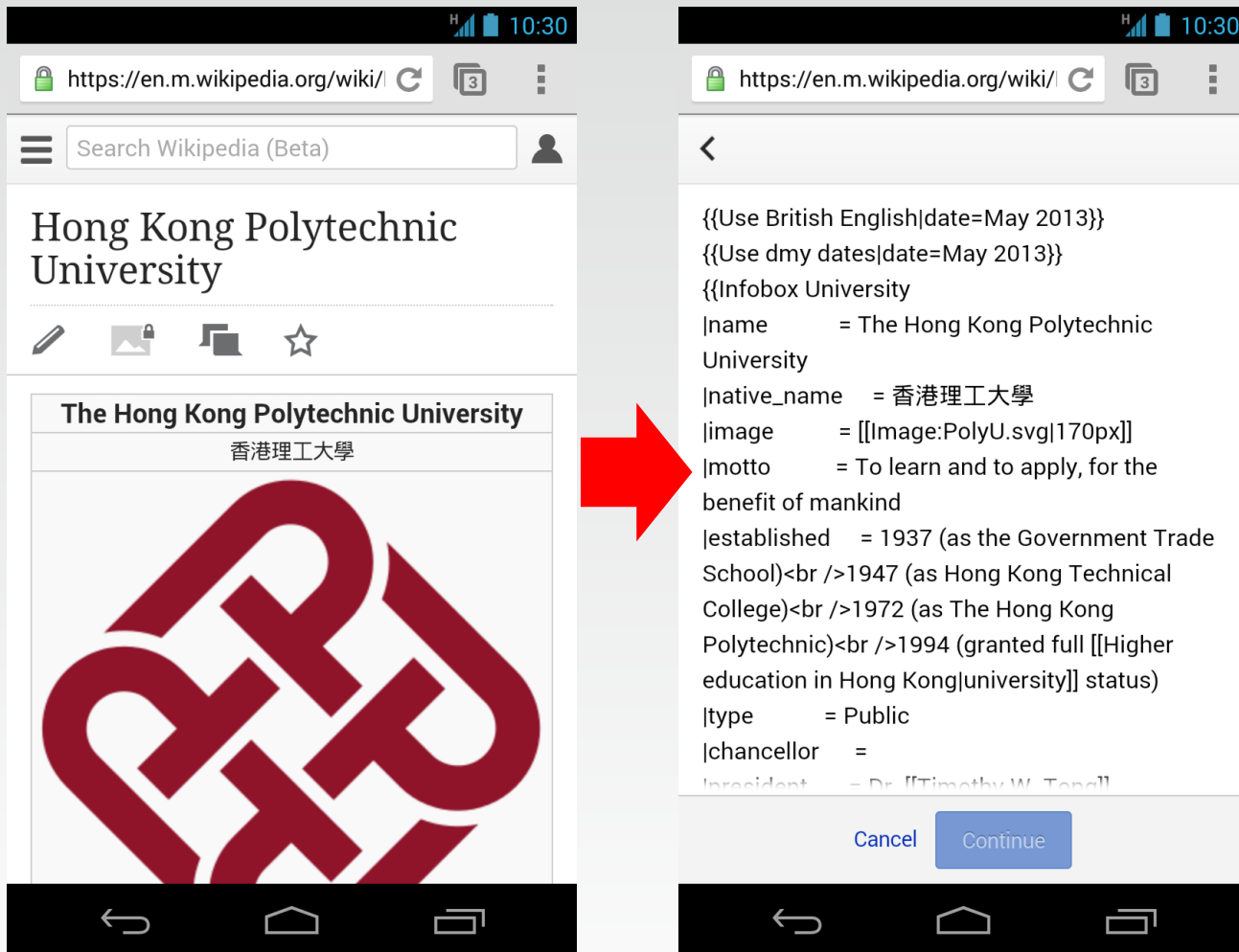


Paoay Church, by jacapph CC-BY-SA-3.0



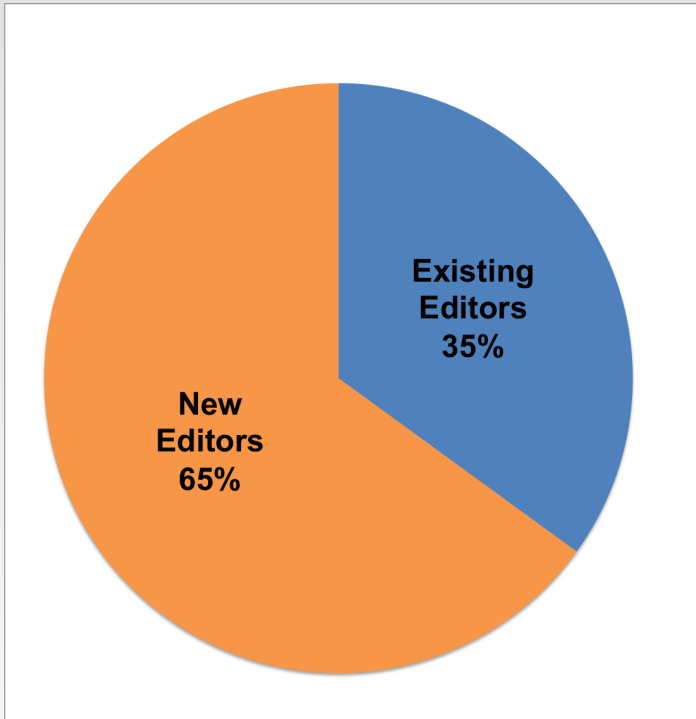
Alaskan glacier and ice field, by User:Andrewman327 CC-BY-SA 3.0

# 2013-14: Now, you can edit from the mobile web.





**Mobile editing attracts both existing & new editors,  
with reversion rates only 1% higher than normal.**



**3,014**

total users edited on mobile  
in the first week following launch

**Why it matters.**



Thank you.  
You are  
extraordinary.