



How Wikimedia is Scaling Open Source Innovation

Eugene Eric Kim
Strategy Guy

Welcome to Wikimedia

Wikimedia is owned and operated by the Wikimedia Foundation, a non-profit foundation dedicated to bringing free content to the world. The various Wikimedia projects are listed below:



a multilingual free
encyclopedia
Wiktionary
[ˈwɪkʃənəri] n.,
a wiki-based Open
Content dictionary
Wileo [ˈwiːlɪ kəʊ]



Top Five Worldwide Web Sites

	920 million	\$23,000,000,000	20,600
Microsoft®	740 million	\$58,000,000,000	93,000
YAHOO!	600 million	\$6,000,000,000	13,900
	470 million	\$300,000,000	1,200
	350 million	\$10,000,000	35

Volunteers



**WIKIMEDIA
FOUNDATION**

27 worldwide chapters

Aligned organizations

“

Imagine a world in which every single human being can freely share in the sum of all knowledge.

That's our commitment.

”

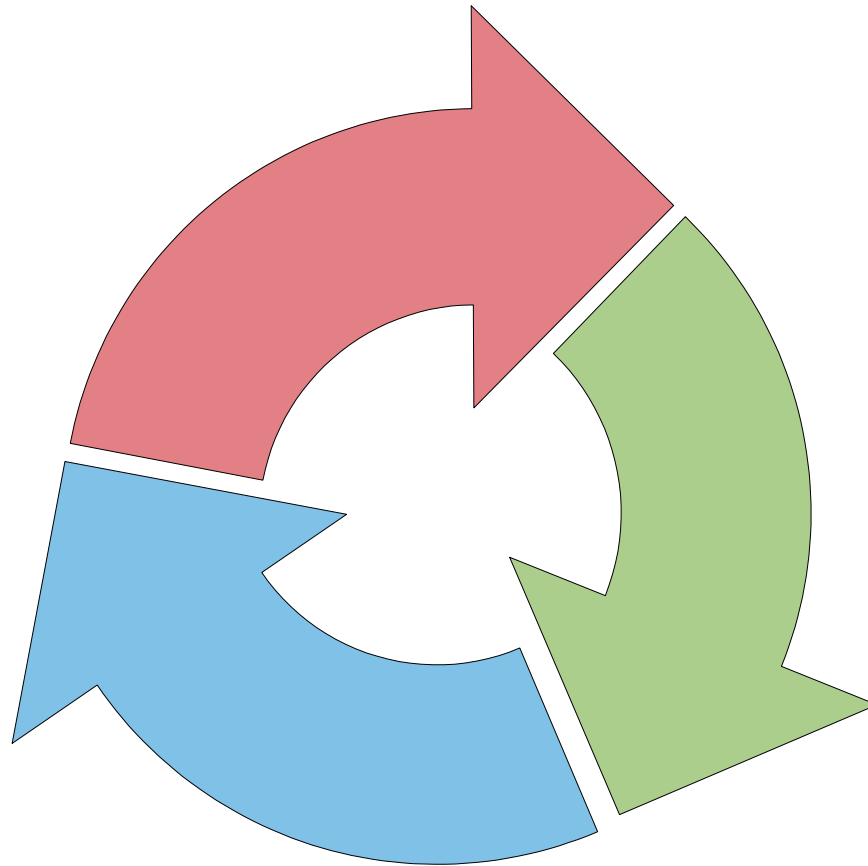


Free Content

Free Software

Open Infrastructure

Participation



Reach

Quality

Technology is the
Wikimedia Foundation's
most powerful lever
for effecting change.

Trevor Parscal

Lead Front-end Developer, UX Programs

Lower the Barriers of Entry for **Editing**



WIKIMEDIA
USABILITY INITIATIVE

Use a WYSIWYG EDITOR!

Addition of Template:Backstage projects

Google Docs Editor Style

Database and new-wiki creation

"Move" -> "Rename"

MultiUpload

Add support for templates

Please rename this project

Make the 'edit' button blue, like on the French Wikipedia

Full-fledged, WYSIWYG word processor

Login and user privileges

Make reftools 2.0 default

Fix all accessibility bugs

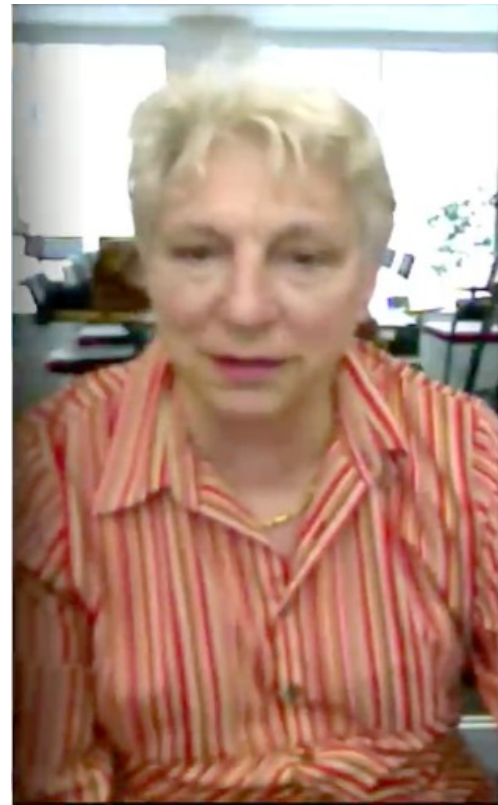
Advanced search

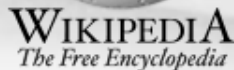
Passing changes upstream

What are you doing?

More convenient replacement for the tag "ref"

Fix the Category Page





- [Main page](#)
- [Contents](#)
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- [Current events](#)
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Go Search

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- [Help](#)

- [What links here](#)
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- [Upload file](#)
- [Special pages](#)

Editing Manchester Small-Scale Experimental Machine



[[File:SSEM Manchester museum.jpg|thumb|300px|alt=A series of seven tall metal racks filled with electronic equipment standing in front of a brick wall. Signs above each rack describe the functions carried out by the electronics they contain. Three visitors read from information stands to the left of the image.]]

Replica of the Small-Scale Experimental Machine (SSEM) at the [[Museum of Science and Industry (Manchester)|Museum of Science and Industry]] in [[Manchester]]

The '''Manchester Small-Scale Experimental Machine''' ('''SSEM'''), nicknamed '''Baby''', was the world's first [[Von Neumann architecture|stored-program]] [[computer]]. It was built at the [[Victoria University of Manchester]] by [[Frederic Calland Williams|Frederic C. Williams]], [[Tom Kilburn]] and Geoff Tootill, and ran its first program on 21 June 1948.<ref>{{citation |last=Enticknap |first=Nicholas |title=Computing's Golden Jubilee |journal=Resurrection |issue=20 |publisher=The Computer Conservation Society |date=Summer 1998 |url=http://www.cs.man.ac.uk/CCS/res/res20.htm#d |issn=0958-7403 |accessdate=19 April 2008.}}</ref>

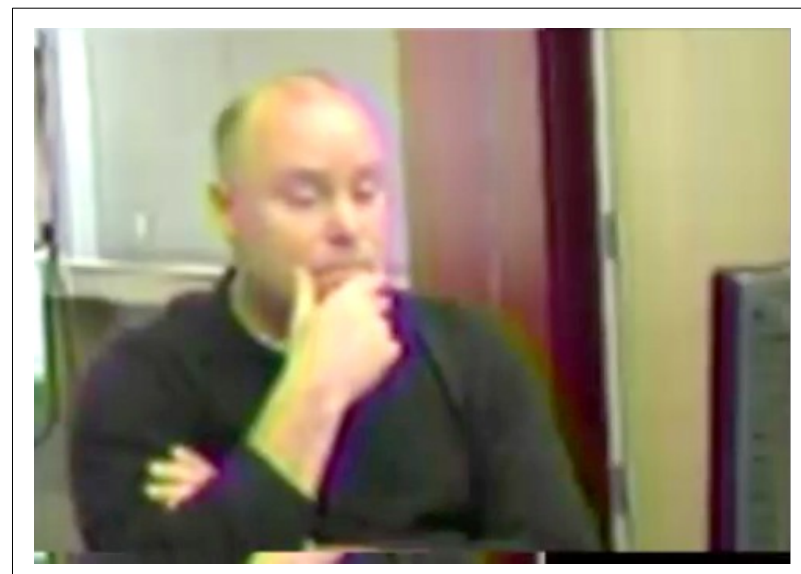
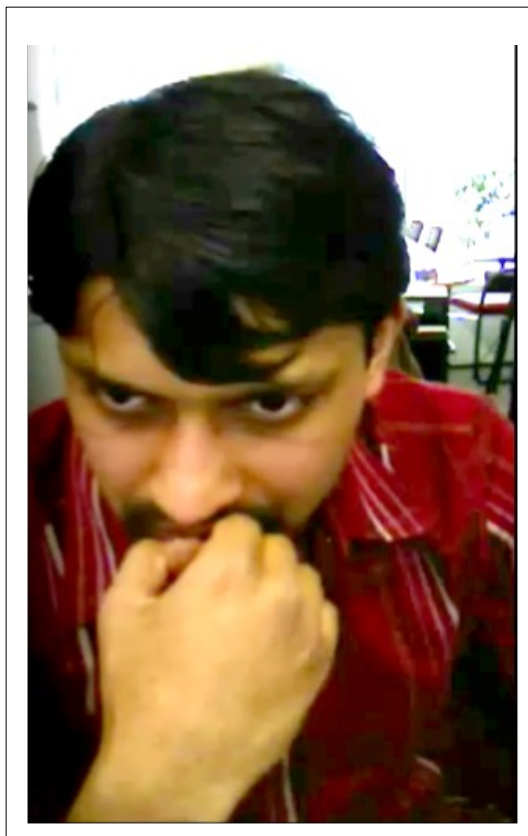
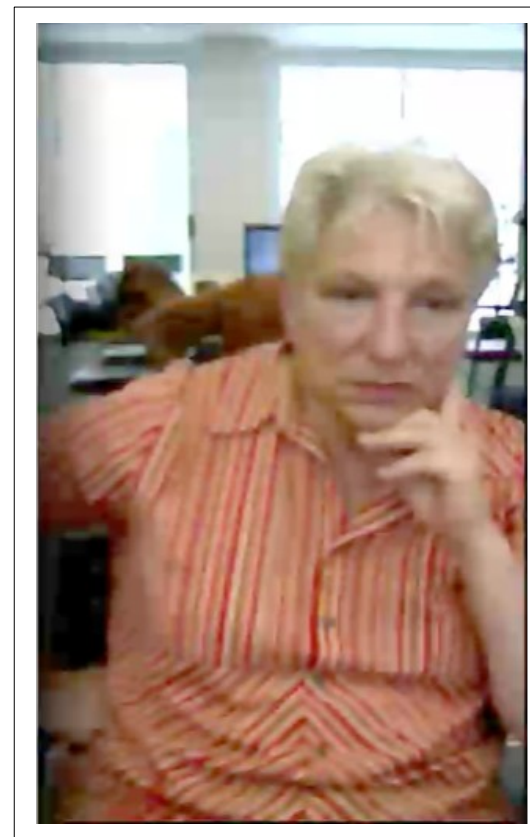
The machine was not intended to be a practical computer but was instead designed as a [[testbed]] for the [[Williams tube]], an early form of computer memory. Although considered "small and primitive" by the standards of its time, it was the first working machine to contain all of the elements essential to a modern electronic computer.<ref name=EarlyComputers /> As soon as the SSEM had demonstrated the feasibility of its design, a project was initiated at the University to develop it into a more usable computer, the [[Manchester Mark 1]]. The Mark 1 in turn quickly became the prototype for the [[Ferranti Mark 1]], the world's first commercially available general-purpose computer.<ref name=NapperMK1>{{citation |last=Napper |first=R. B. E. |title=Introduction to the Mark 1 |url=http://www.computer50.org/mark1/mark1intro.html |publisher=The University of Manchester |accessdate=4 November 2008.}}</ref>

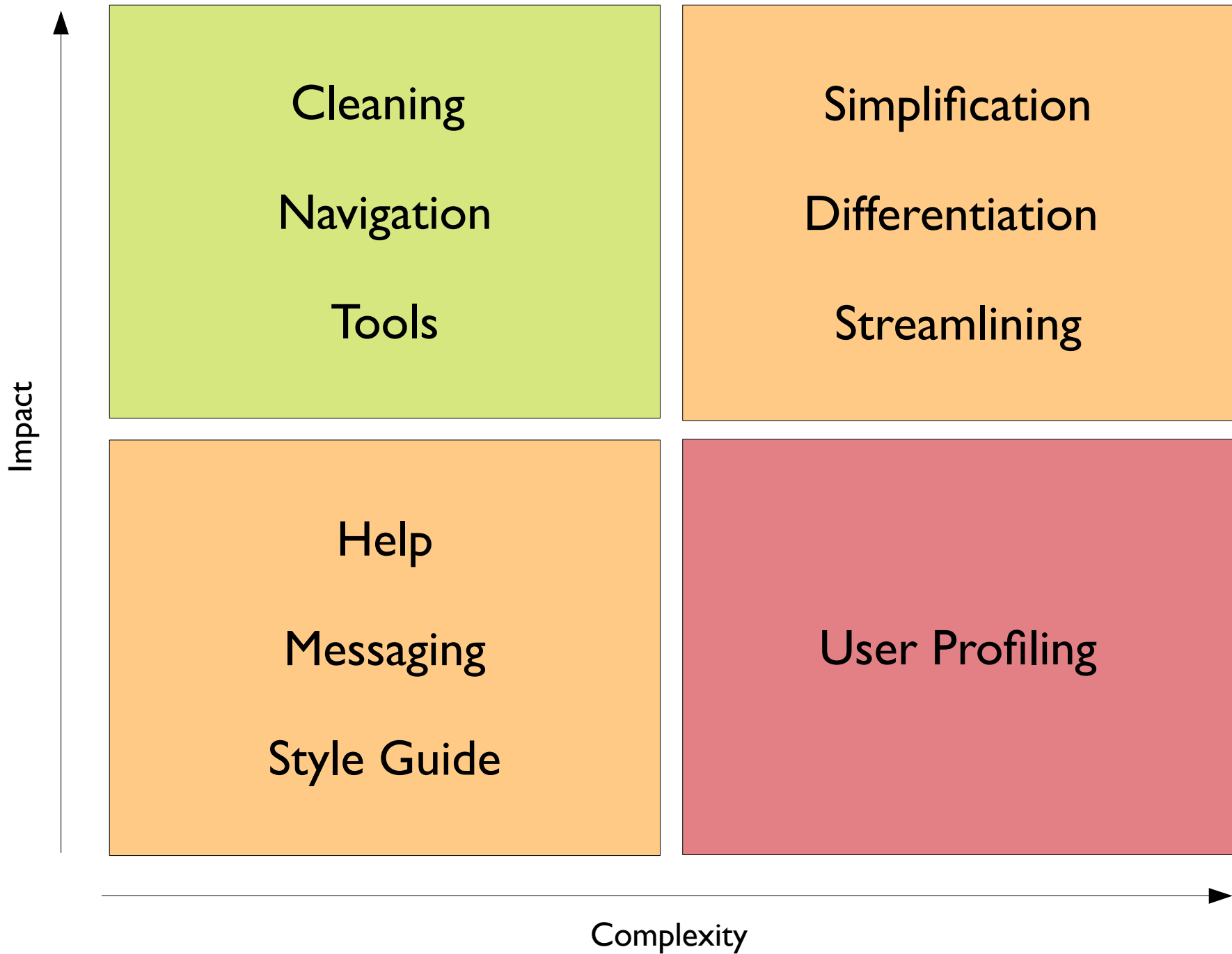
The SSEM had a 32-[[bit]] [[word (computing)|word]] length and a [[computer memory|memory]] of 32 words. As it was designed to be the simplest possible stored-program computer, the only

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Edit summary (Briefly describe the changes you have made)

Save page Show preview Show changes Cancel | Editing help (opens in new window)





Rendering, uploaded to project wiki



WIKIPEDIA
USABILITY INITIATIVE

navigation

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search

toolbox

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[special page](#)

Search results

Articles Files Help Everything Advanced

Results 1 - 20 of 24 for usability

Create the page "**Usability**" on this wiki!

Links

org/wiki/User:AxelBoldt/Wikipedia_**usability**_problems en:User:AxelBoldt/Wikipedia
usability problems. http://en.wikipedia.org/wiki/Wikipedia:_usability_...
2 KB (266 words) - 14:22, 24 March 2009

Prototype

The prototype wiki (at <http://usability.wikimedia.org/prototype>) is aimed at recreating the user ...
423 B (57 words) - 22:01, 24 March 2009

Sandbox

The sandbox wiki (at <http://usability.wikimedia.org/sandbox>) provides an environment for testing and ...
215 B (24 words) - 02:38, 17 April 2009


Main Page

NOTOC_Welcome to the Wikipedia **Usability** Initiative wiki. This wiki serves as a knowledge collective and collaboration space **used** by both ...
2 KB (267 words) - 00:20, 25 March 2009

more search results here...

1 2

Screen-shot of working software



WIKIPEDIA
USABILITY INITIATIVE

special page

Search results

Content pages [Multimedia](#) [Help and Project pages](#) [Everything](#) [Advanced](#)Results 1 - 20 of 103 for **usability**

Create the page "**Usability**" on this wiki!

[Wikipedia Usability Initiative/Links](#) (section **Usability**)
org/wiki/User:AxelBoldt/Wikipedia_**usability**_problems en:User:AxelBoldt/Wikipedia
usability problems. [http://en.wikipedia.org/wiki/User:AxelBoldt/Wikipedia_usability_...](http://en.wikipedia.org/wiki/User:AxelBoldt/Wikipedia_usability_problems)
2 KB (304 words) - 23:38, 12 December 2009

[Wikipedia Usability Initiative](#)
The Wikipedia **Usability** Initiative is realized by a grant from the U.S.-based ...
measurably increase the **usability** of Wikipedia for new ...
3 KB (402 words) - 11:38, 5 May 2010

[Usability, Experience, and Progress Study](#)
NOTOC_The **Usability** Initiative conducted its **Usability**, Experience, and Progress ...
In fact, one user actually **used** the box successfully, and ...
21 KB (3,132 words) - 19:19, 7 April 2010

[How to fix **usability** accounts](#)
If a feature is not available for a given **Usability** N account but is for **Usability** M, the
following causes are possible: User JS/CSS out ...
1 KB (211 words) - 23:10, 23 March 2010

[Usability and Experience Study](#)
The Wikimedia **Usability** Initiative Team partnered with <http://www. ...> In fact, only one
subject **used** the "shortcut" for an internal link in ...
35 KB (5 288 words) - 10:37, 28 March 2010

navigation

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search

toolbox

- [Special pages](#)

Log in / create account



Welcome to Wikipedia,

the free encyclopedia that anyone can edit.

123 articles in English

- Arts
- History
- Society
- Biography
- Mathematics
- Technology
- Geography
- Science
- All portals

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Toolbox

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Today's featured article




The **Manchester Small-Scale Experimental Machine** was the world's first stored-program computer. It was built at the [Victoria University of Manchester](#) by [Frederic C. Williams](#), [Tom Kilburn](#) and [Geoff Tootill](#), and ran its first program on 21 June 1948. The machine

was not intended to be a practical computer but was instead designed as a [testbed](#) for the [Williams tube](#), an early form of computer memory. It was considered "small and primitive" compared to its contemporaries, although it did contain all of the elements essential to a modern electronic computer.

As soon as the SSEM had demonstrated the feasibility of its design a project was initiated at the university to develop it into a more usable computer, the [Manchester Mark 1](#). The Mark 1 in turn quickly became the prototype for the [Ferranti Mark 1](#), the world's first commercially available general-purpose computer. The SSEM had a 32-bit word length and a [memory](#) of 32 words. It was designed to be the simplest possible stored-program computer; the only arithmetic operation it could perform was subtraction. The first of the three programs written for the machine found the highest [factor](#) of 2^{18} (262,144), a calculation it was known would take a long time to run—and so prove the computer's reliability. The program consisted of 17 instructions and ran for 52 minutes before reaching the

In the news

- In the **Second Battle of Swat** against the [Taliban](#), the [Pakistani military](#) (*main battle tank pictured*) announces that it has fully regained control of [Mingora](#), the largest town in the [Swat Valley](#). 
- A **bus accident** kills 16 people and injures at least 20 others in [Yambol](#), [Bulgaria](#).
- The discovery of a 4,000-year-old skeleton showing the earliest known evidence of [leprosy](#) in the [Indian state](#) of [Rajasthan](#) is announced.
- [President of Niger Tandja Mamadou](#) dissolves the **National Assembly** after the [constitutional court](#) rejects his attempt to remove presidential [term limits](#).
- In association football, [FC Barcelona](#) defeat [Manchester United](#) to win the **2009 UEFA Champions League Final**.
- Soyuz TMA-15** is launched at the [Baikonur Cosmodrome](#) in [Kazakhstan](#), carrying [Expedition 20](#), part of the first six-man crew of the [International Space Station](#).

Try Beta – Wikipedia, the free encyclopedia

W


http://en.wikipedia.org/w/index.php?title=Special:UsabilityInitiativeOptIn&from=Ma

Google

Google Gmail Hotmail Y! Mail Wave Identi.ca Twitter Voicemail Calendar Blogger Localhost Wikimedia Stuff Etherpads

Try Beta – Wikipedia, the free e... Google Docs – All items Projection Calculations

Try Beta Log in / create account



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The Free Encyclopedia

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special page

Try Beta

From Wikipedia, the free encyclopedia

The Wikipedia Usability Initiative has been working hard to improve the usability of Wikipedia. Would you like to try our Beta?

Let's do it!

No thank you

Log in and try out Beta *Return to previous page*

What has been improved?

B

I

AdvancedSpecial charactersHelp

Heading

List

Size

Baseline

Insert

==Historical context==

The history of the sub-Roman period in Britain is poorly sourced and the subject of a number of important disagreements among historians. It appears, however, that in the 5th century raids on Britain by continental peoples developed into migrations. The newcomers included {{Ancestry}}

Insert link

Target page or URL:

earth

Page exists

Text to display:

Mother Earth

To a wiki page

To an external web page

Enhanced Toolbar

The enhanced toolbar makes it easier to edit articles. New and improved icons make it clearer what action each tool performs. Expanded sections reduce clutter while keeping infrequently used tools just a click away.

Dialog

When creating links or tables, clicking the tool icon now opens a dialog box which helps you to create links and tables by filling out a simple form.

And More

We have introduced a number of other improvements such as enhanced navigation, cascading tabs, improved search, and more.

How to get involved

To find out more about the Usability Initiative, please visit our

Done1024x768

Page [Discussion](#)

Read

[View source](#)[View history](#)

Search



Welcome to Wikipedia,

the free encyclopedia that anyone can edit.

123 articles in English

- [Arts](#)
- [Biography](#)
- [Geography](#)
- [History](#)
- [Mathematics](#)
- [Science](#)
- [Society](#)
- [Technology](#)
- [All portals](#)

[Overview](#) • [Editing](#) • [Questions](#) • [Help](#)[Contents](#) • [Categories](#) • [Featured content](#) • [A-Z index](#)[Main page](#)[Contents](#)[Featured content](#)[Current events](#)[Random article](#)▼ [Interaction](#)[About Wikipedia](#)[Community portal](#)[Recent changes](#)[Contact Wikipedia](#)[Donate to Wikipedia](#)[Help](#)► [Toolbox](#)► [Languages](#)

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Mixed Feedback

“A much cleaner, more open or spacious feel.”

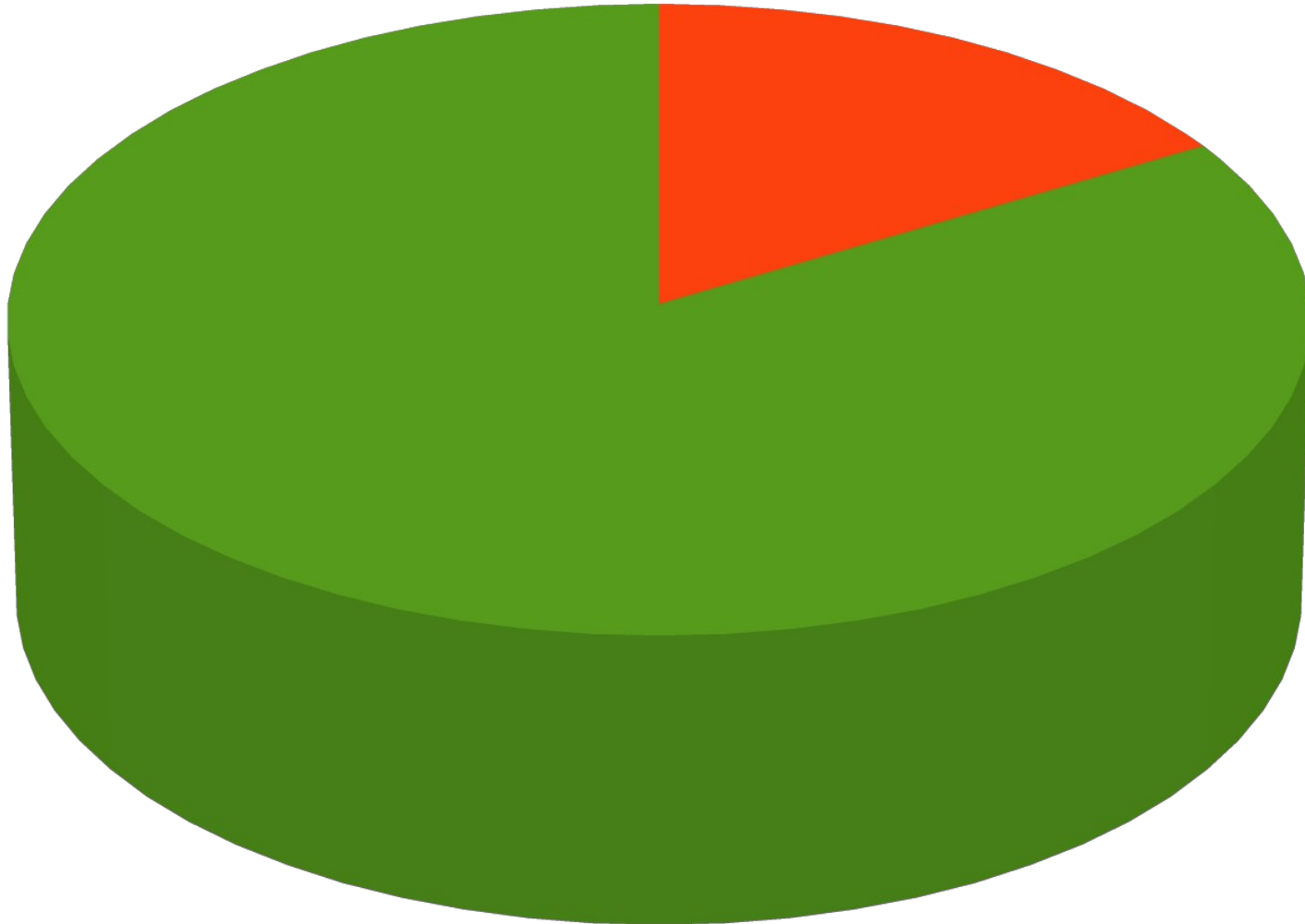
“Liked almost everything. Disliked nothing.”

“Should an encyclopedia built by volunteers really look like it was designed by Apple?”

“Nie można ulepszyć ideału.”
(You can't improve the ideal)

“C'est de la merde!” (It is \$#!%)

84% Retention



Most who opted out, did so quickly



Tomasz Finc

Engineering Program Manager

Wikimedia Foundation is a non profit
501.c organization funded by community donations

Annual Fundraiser

November - January

2006 and 2007


Hauptseite – Wikipedia

W http://de.wikipedia.org/wiki/Hauptseite

software ▼ specs ▼ comix ▼ life ▼ log bugz stat YO Google

Anmelden

Artikel Diskussion Quelltext betrachten Versionen/Autoren

 **WIKIPEDIA**
Die freie Enzyklopädie

Navigation

- Hauptseite
- Über Wikipedia
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Mithmachen

- Hilfe
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- Spenden

Suche


Artikel Volltext

Werkzeuge

- Links auf diese Seite
- Änderungen an verlinkten Seiten
- Hochladen
- Spezialseiten
- Druckversion
- Permalink
- Artikel zitieren

Andere Sprachen







Done



 **You** can help Wikipedia to change the world! **10,549** have donated. **» Donate now!**

Hauptseite

Willkommen bei Wikipedia

Wikipedia ist ein Projekt zum Aufbau einer Enzyklopädie aus freien Inhalten in allen Sprachen der Welt. Jeder kann mit seinem Wissen beitragen. Seit Mai 2001 entstanden so 660.186 Artikel in deutscher Sprache. [Gute Autorinnen und Autoren sind stets willkommen.](#)

 [Geographie](#)  [Geschichte](#)  [Gesellschaft](#)  [Kunst](#)  [Religion](#)  [Sport](#)


 [Technik](#)  [Wissenschaft](#)

[Artikel nach Themen](#) · [Alphabetischer Index](#) · [Artikel nach Kategorien](#)

[Kontakt](#) · [Presse](#) · [Statistik](#) · [Andere Sprachen](#) · [Andere Ausgaben](#)

Wikipedia aktuell

- Derzeit läuft die diesjährige Spendenkampagne der Wikimedia Foundation. Es kann [direkt an die Foundation in den USA](#) gespendet werden; steuerlich absetzbar sind Spenden an die gemeinnützigen Vereine [Wikimedia CH](#) und [Wikimedia Deutschland](#).
- Die Wikipedia ist am 3. November 2007 auf dem [Linux-Info-Tag](#) in Dresden vertreten.




Artikel des Tages

In den Nachrichten

[Gewerkschaft Deutscher Lokomotivführer](#) · [Hurrikan Noel](#) · [Allerseenen](#)

- Nach der [Leitzinssenkung](#) der [US-Notenbank](#) hat der Referenzkurs des [Euro](#) am Freitag einen neuen Höchststand erreicht. Der [Goldpreis](#) überschritt am Donnerstag erstmals seit 1980 die 800-Dollar-Marke.
- 72 Staaten, darunter alle EU-Mitgliedsstaaten, haben bei den [Vereinten Nationen](#) einen neuen Resolutionsentwurf zur weltweiten Abschaffung der [Todesstrafe](#) eingereicht.



Prior Fundraisers

\$1 million in 2006

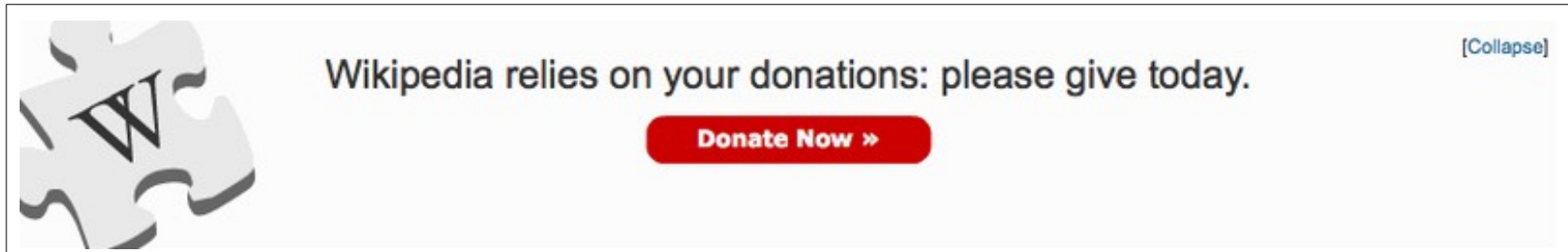
\$2 million in 2007

Mostly small donations

Prior Fundraisers

\$6 million in 2008

Which banner is most effective?



This banner features a large puzzle piece with the Wikipedia 'W' logo on the left. The text 'Wikipedia relies on your donations: please give today.' is centered. A red button with 'Donate Now >>' is positioned below the text. A '[Collapse]' link is in the top right corner.

Wikipedia relies on your donations: please give today.

[Donate Now >>](#)

[Collapse]



This banner features a large puzzle piece with the Wikipedia 'W' logo on the left. The text 'Wikimedia is there when you need it — now it needs you.' is centered. Below the text is a progress bar showing '\$3,396,848' and 'Our Goal: \$6 million'. A red button with 'Donate Now >>' is positioned below the progress bar. A '[Collapse]' link is in the top right corner.

Wikimedia is there when you need it — now it needs you.

\$3,396,848 Our Goal: \$6 million

[Donate Now >>](#)

[Collapse]



This banner features a large puzzle piece with the Wikipedia 'W' logo on the left. The text 'Wikimedia is a non-profit project: please donate today.' is centered. Below the text is a progress bar showing '\$3,396,848' and 'Our Goal: \$6 million'. A red button with 'Donate Now >>' is positioned below the progress bar. A '[Collapse]' link is in the top right corner.

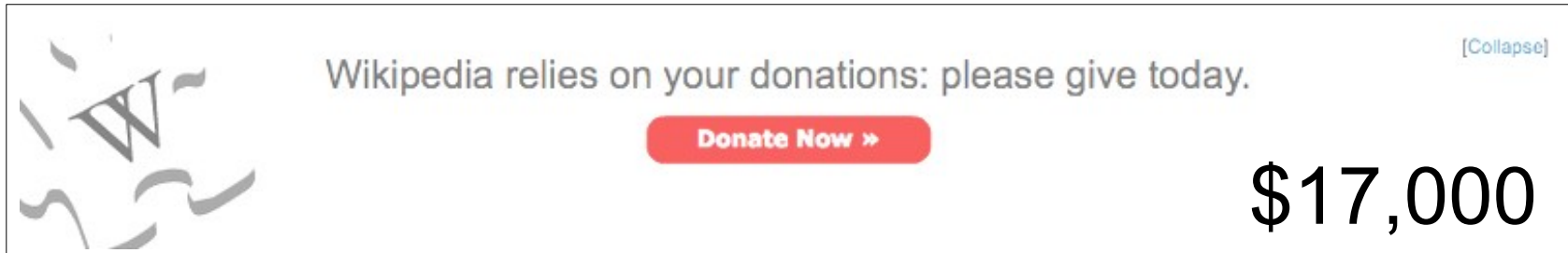
Wikimedia is a non-profit project: please donate today.

\$3,396,848 Our Goal: \$6 million

[Donate Now >>](#)

[Collapse]

Which banner is most effective?




Wikipedia relies on your donations: please give today. [Collapse]

[Donate Now »](#)

\$17,000

This banner features a simple design with the Wikipedia logo on the left, a direct appeal in the center, a red 'Donate Now' button, and the resulting revenue on the right.



Wikimedia is there when you need it — now it needs you. [Collapse]

[Donate Now »](#)

\$41,000

This banner includes a progress bar showing the current amount raised (\$3,396,848) against a goal of \$6 million. It features the same logo and button as Banner 1, but with a more detailed visual representation of the fundraising goal.



Wikimedia is a non-profit project: please donate today. [Collapse]

[Donate Now »](#)

\$10,000

This banner is similar to Banner 2, featuring a progress bar and goal information, but uses a different headline: 'Wikimedia is a non-profit project: please donate today.' It includes the same logo and button.

Results 11/28 - 12/02



about wikimedia

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- News
- Press room
- Contact us
- Current staff
- Job openings
- Local chapters

SUPPORT WIKIPEDIA



Your donation will support **Wikipedia** and its sister projects (see [planned spending](#)) and is **tax-deductible** in the United States.

» [Donate now!](#)

Wikimedia blog

Site Notices: People Actually Read Them?

December 6th, 2008



SUPPORT WIKIPEDIA

Do people read site notices?

Yes. Absolutely. Our users respond to different messages... and we continue to test what messages resonate and drive donations. Reflect back to [my previous post](#) and you'll see that site notices with the thermometer had much higher click through rates than those without.

We decided that we wanted to test the impact of the meters over a few days (generating several million page views) to see how different notices performed with and without thermometers. Phase 1a, below, we went down to 3 notices in random cycling. One had a meter, the other two did not.

Phase	11/28/08 to 12/01/08	Display	Click	Number	Percent	Total	Average
1a		%	Throughs	Donations	who	Given	Gift
					Donated		
There Meter	Wikipedia is there when you need it — now it needs you.	33.3%	20301	1480	7.29%	\$41,029.20	\$27.72
Rely No Meter	Wikipedia relies on your donations: please give today.	33.3%	10123	556	5.49%	\$16,978.68	\$30.54

Blog Commentary in 2008

“

You should switch the thermometer to the messages that don't have it. Then, I think it would be interesting to compare all the messages without the thermometer to each other and then all the messages with the thermometer to each other. Although you would be comparing data collected at different times, I think you might be able to gain some new clarity if you keep the thermometer variable constant.

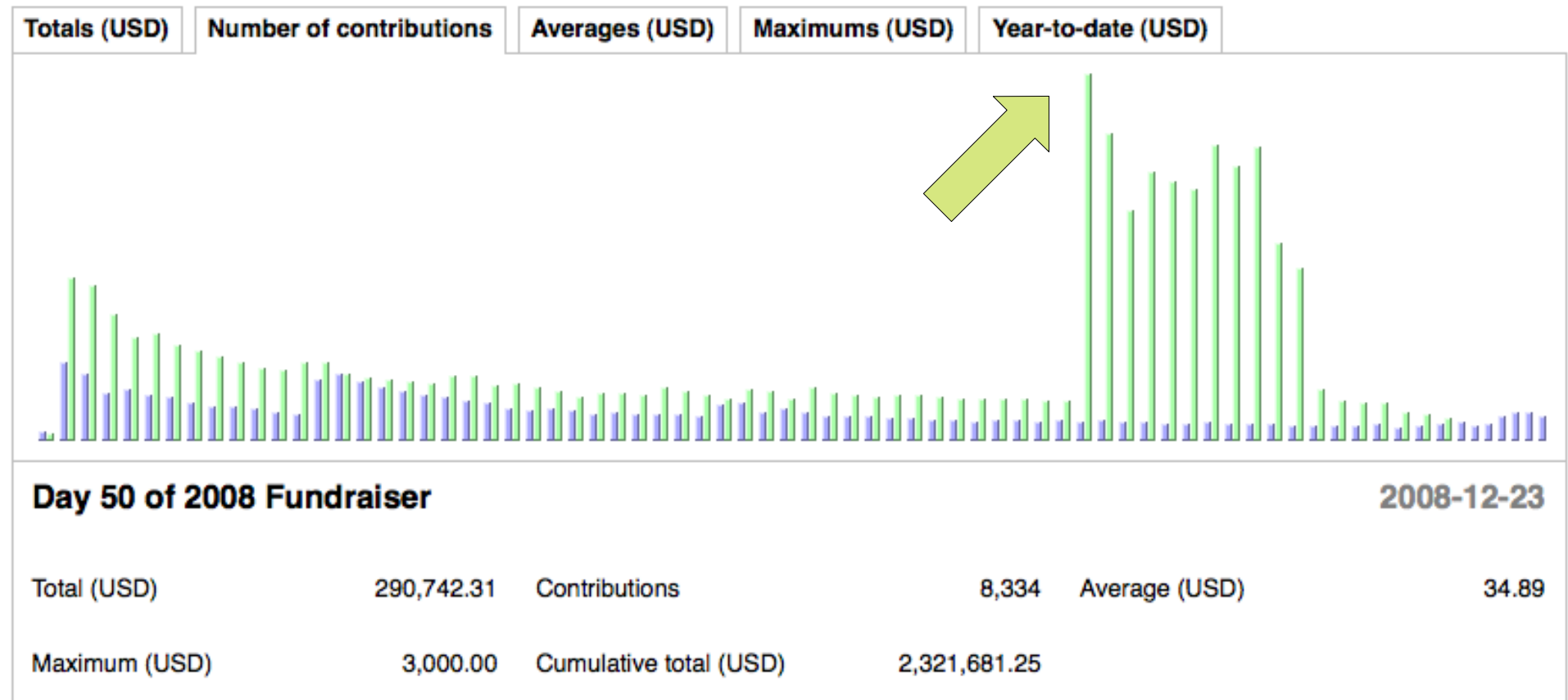
”

But what really pushed us toward
our goal for 2008?

The Jimmy Factor

Fundraiser statistics

From the Wikimedia Foundation



Prior Fundraisers

\$8.1 million in 2009

Which banner is most effective?

"I couldn't ignore that banner at the top of the site anymore... I use Wikipedia far too often to ignore the need!"

[\[Hide\]](#)

Donor: Verashni Pillay
Date: December 8th, 2009
Amount: USD 10.00

[Donate Now](#)

"My amount is little, but my support is sincere."

[\[Hide\]](#)

Donor: Yizhao Lang
Date: August 24, 2009
Amount: USD 1.95

[Donate Now](#)

"A small price to pay for the value received."

[\[Hide\]](#)

Donor: Richard Egg
Date: October 6, 2009
Amount: USD 200.00

[Donate Now](#)

Which banner is most effective?

"I couldn't ignore that banner at the top of the site anymore... I use Wikipedia far too often to ignore the need!"

[Hide]

Donor: Verashni Pillay
Date: December 8th, 2009
Amount: USD 10.00

[Donate Now](#)

\$44,000

"My amount is little, but my support is sincere."

[Hide]

Donor: Yizhao Lang
Date: August 24, 2009
Amount: USD 1.95

[Donate Now](#)

\$30,000

"A small price to pay for the value received."

[Hide]

Donor: Richard Egg
Date: October 6, 2009
Amount: USD 200.00

[Donate Now](#)

\$14,000

Blog Commentary in 2009

“

My take is notice42 works because you kind of work with the emotion of guilt. There are many people, me included, who have an attitude of “I’m not donating, because there are richer, more financially independent people than me

”

Blog Commentary in 2009

“

I really like the idea of quoting donor comments. Here's a couple good one...

”

Blog Commentary in 2009

“

Thank you for your transparency on approach and results of fundraising. Although surprising to see such candor, it is completely in keeping with the spirit of your endeavor. Congratulations!

”

But what really pushed us toward
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The Jimmy Factor



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[Annual Report](#)

[Financial reports and Form 990](#)

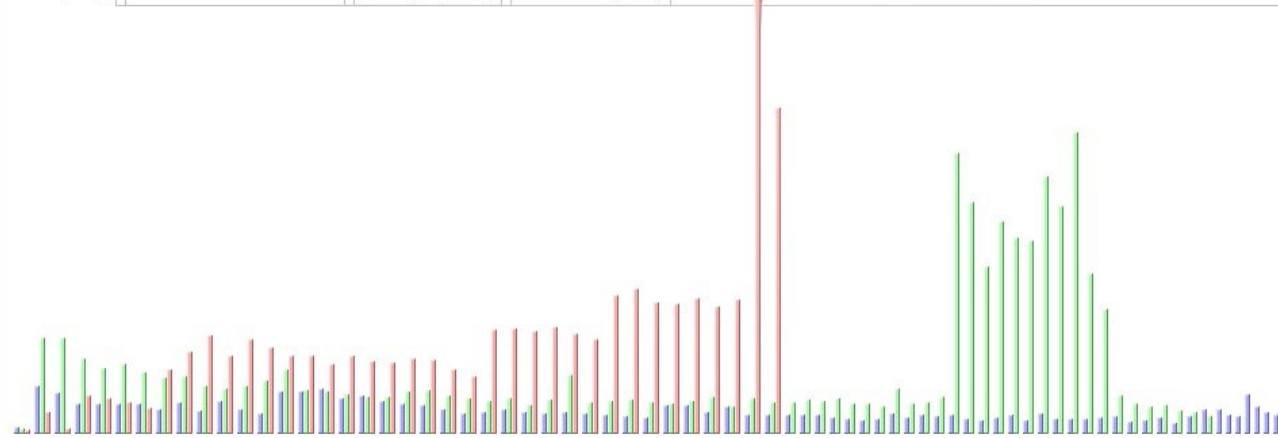
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Special page

Fundraiser statistics

Totals (USD) **Number of contributions** **Averages (USD)** **Maximums (USD)**



Day 37 of 2009 Fundraiser

Date	2009-12-16	Total (USD)	430,893.54	Maximum (USD)	5,000.00
Contributions	13,130	Average (USD)	32.82	Cumulative total (USD)	3,401,837.79

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Fundraising Lessons Learned

Involve the community early and often

Be as transparent as possible

Adapt quickly

Mobile & Offline

Community development on iPhone

Wikimedia Mobile App



Free App

Category: Reference

Updated: Apr 26, 2010

Current Version: 2.0

0.3 MB

Language: English

Seller: Wikimedia Foundation

© Wikimedia Foundation

Rated 4+

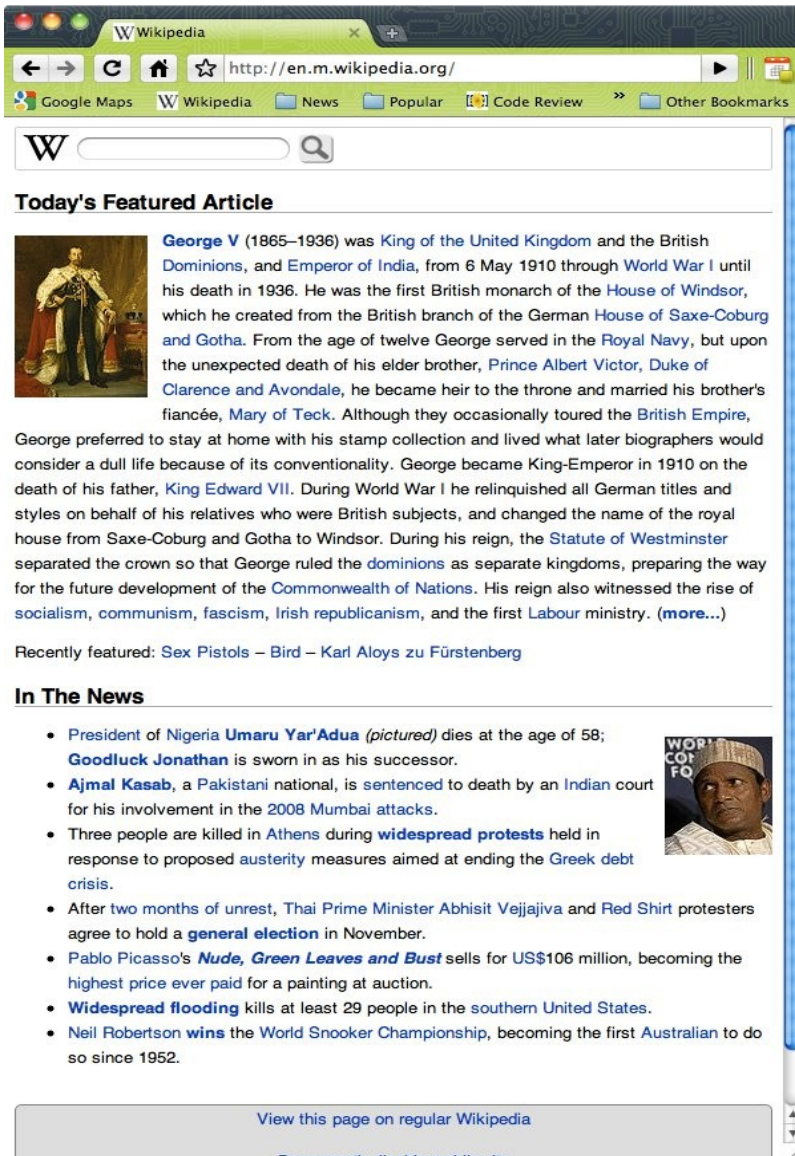
Requirements: Compatible with iPhone, iPod touch, and iPad. Requires iPhone OS 3.1.2 or later.

Customer Ratings



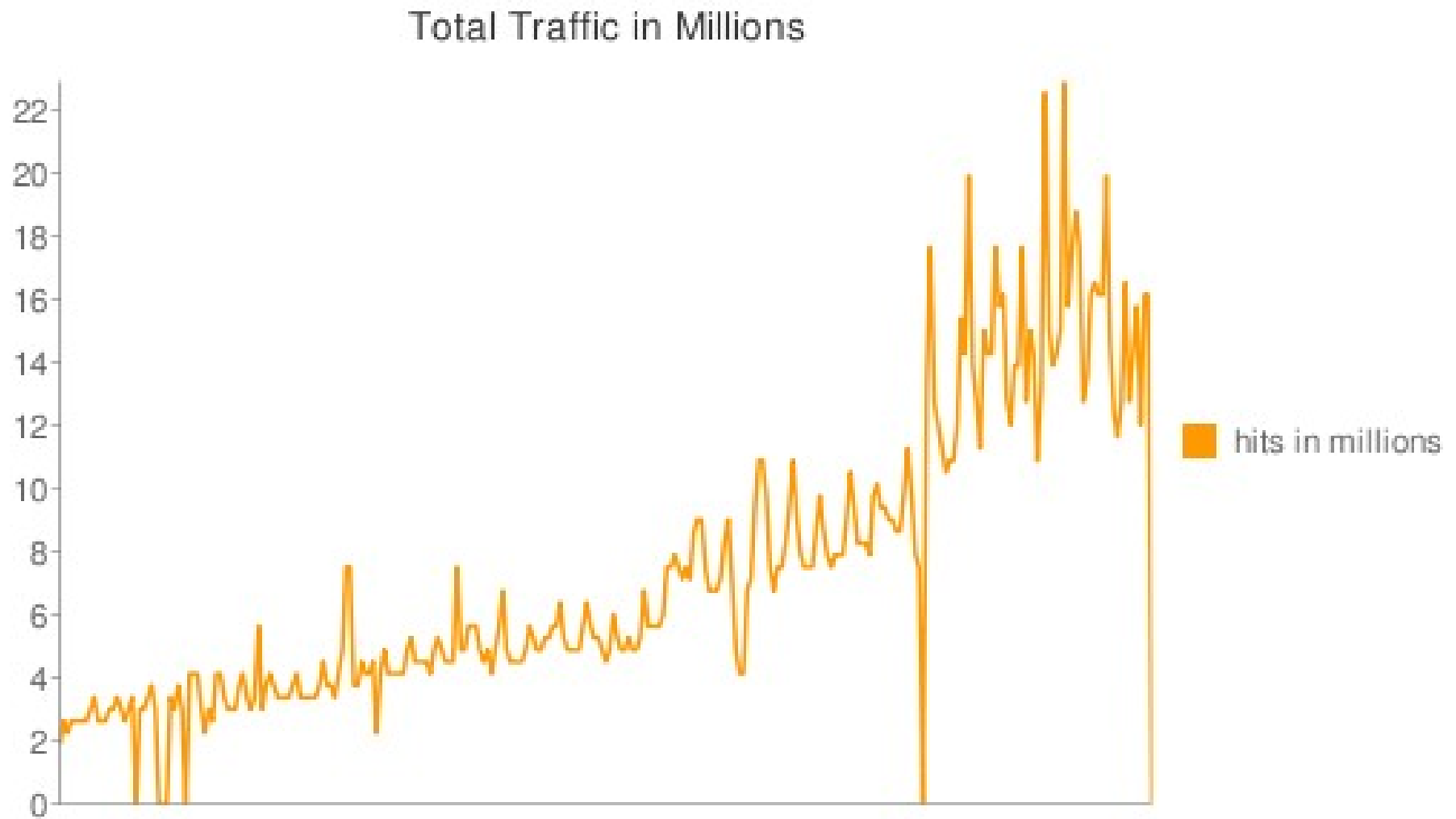
- BSD licensed open codebase
- Translated to over 25+ languages through community translations
- Geolocation of articles
- Actively being community developed

Mobile Gateway



- Ruby Based
- Collapsible Sections
- Fantastic proof of concept
- Active community improving code base

Mobile Server 06/20/09 - 05/5/10



But will everyone have a smart phone?

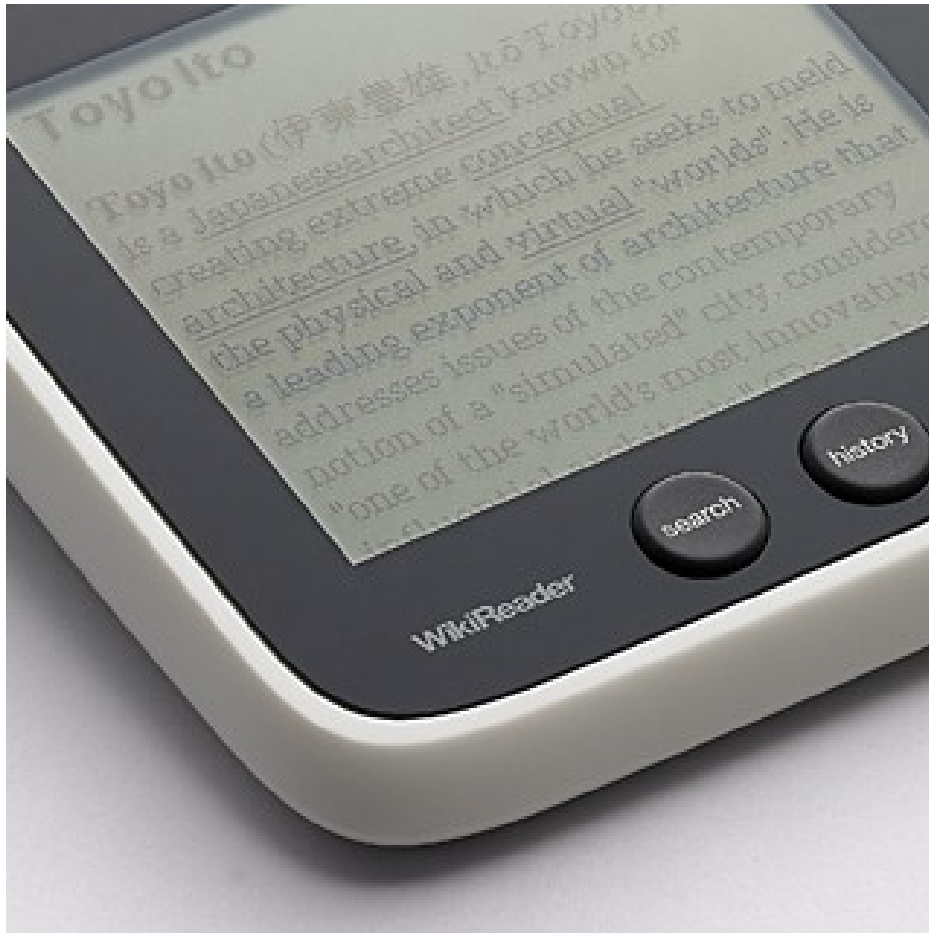
New Audiences

Less rich interfaces

Research

It's not just about mobile phones ...

Wiki Reader



- Full copy of English Wikipedia
- 12 months of battery life
- Touch screen interface
- Fully open GPL device

OLPC



- Affordability for developing world nations
- Educational tool
- Full copy of English Wikipedia

Given our open source nature...
How do we pick organizations to work with?

Organizations that value our mission

Orange

Telefonica

NTT Docomo

Google

Facebook

Eugene Eric Kim - eekim@blueoxen.com

Trevor Parscal - trevor@wikimedia.org

Tomasz Finc - tomasz@wikimedia.org

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