

# Discovery

The mission of the Wikimedia Foundation is to empower and engage people around the world to collect and develop educational content under a free license or in the public domain, and to disseminate it effectively and globally.

Source: [https://wikimediafoundation.org/wiki/Mission\\_statement](https://wikimediafoundation.org/wiki/Mission_statement)



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

Source: <https://wikimediafoundation.org/wiki/Vision>



# The Problem

While, creating content has never been easier...

- **Consolidation** and **controlled** consumption and curation are growing patterns
- **Tightening of open access** spaces (UI, device ecosystems, search, and media)
- **Proprietary algorithms** are obscuring content collection and visibility
- **Loss of privacy** and anonymity
- **Harder to gauge truth** and validity

# Wikimedia Solution

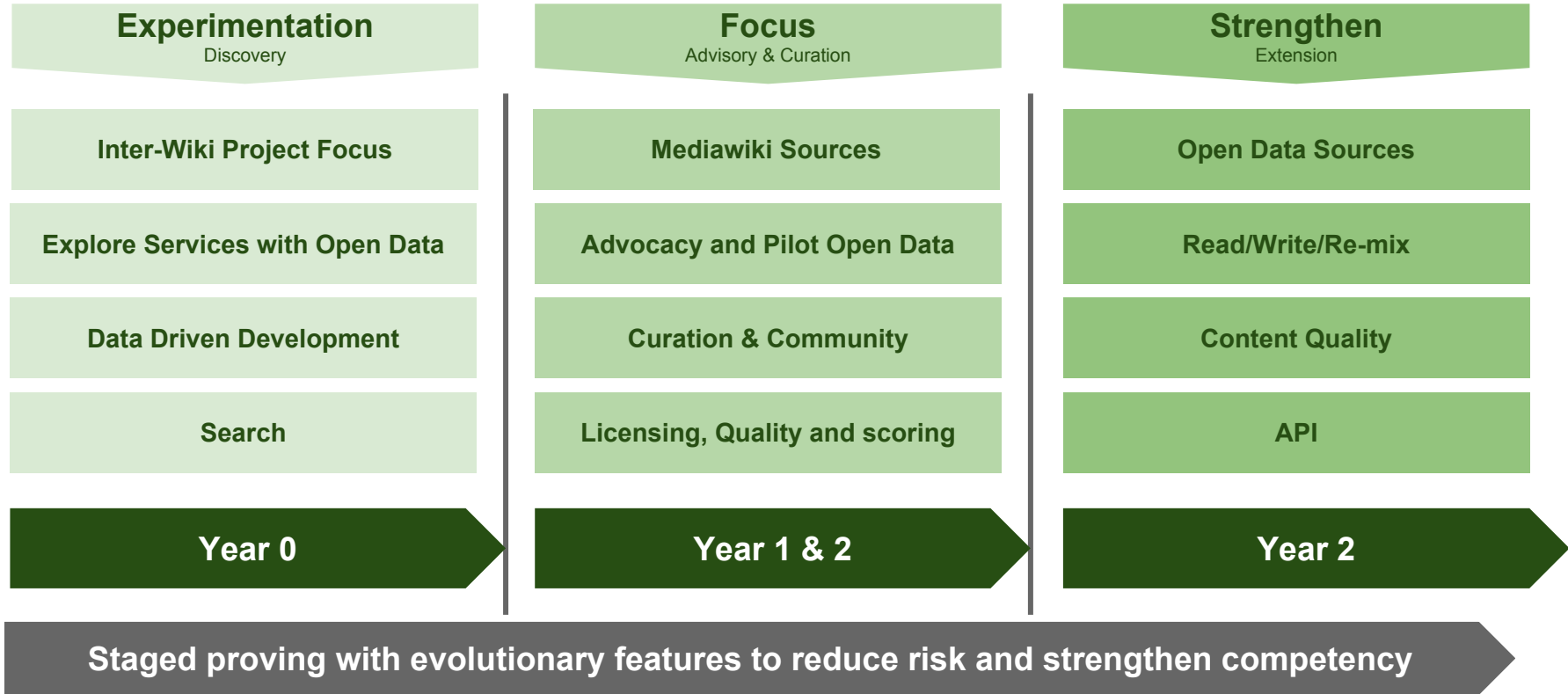
- **Quality** and accuracy through public curation, depth and factual currency
- **Credibility** through source relevancy and ranking
- **Transparency** of public process and information
- **Open** read/write/remix to all data, analytics, repository for institutions
- **Privacy** of the user protected, does not re-sell or re-target to advertising or tracking
- **Global** focus and multi-lingual access

# Fundamental structure

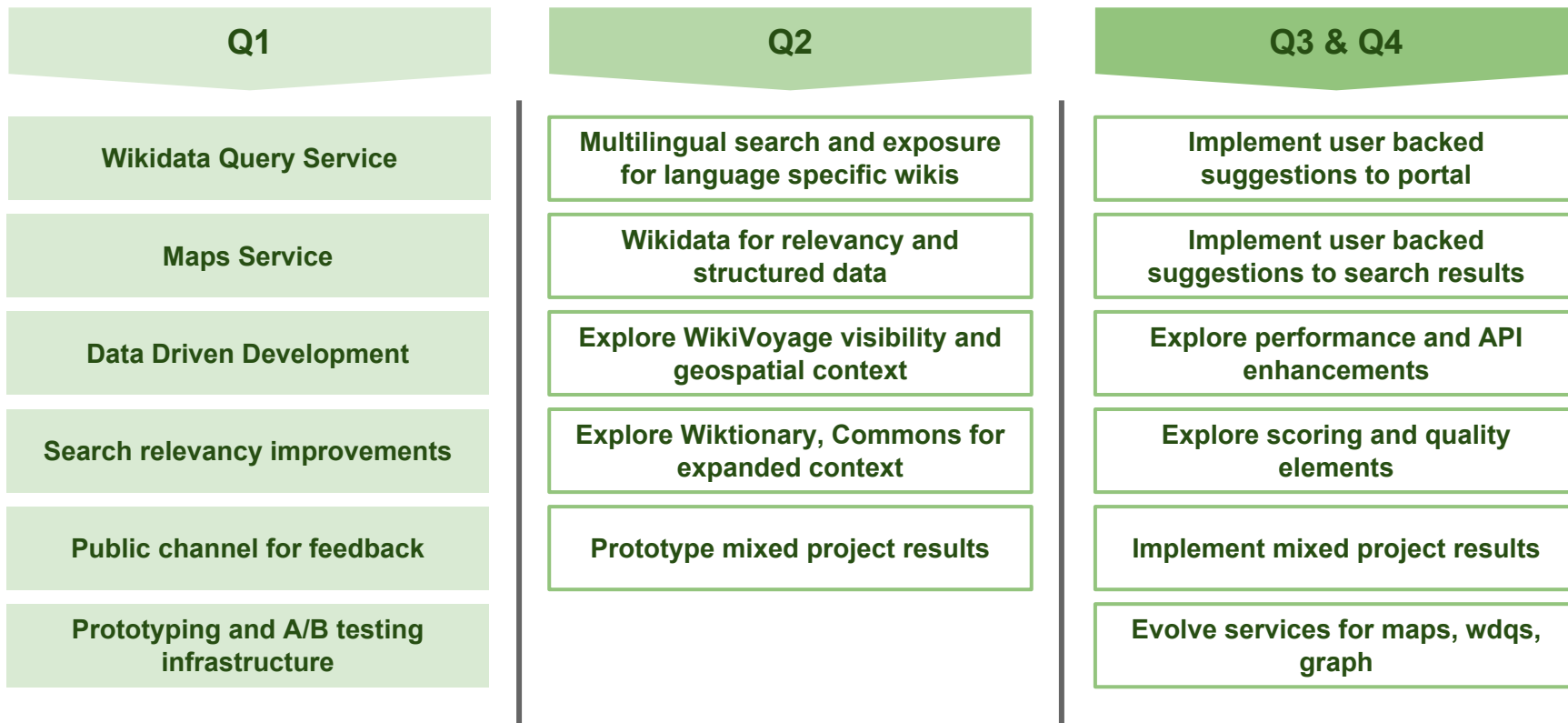
SC	= <a href="#">Community Strategic Consultation</a>
IF	= Internal Focus
EF	= External Focus

SC	Relevancy, accuracy and trustworthy ratings on index entities
SC	Extended context to geospatial, temporal, multimedia and relational paths of knowledge
SC	Display Inter-wiki projects (internal) and external open data sources
SC	Mobile, Voice, and modern consistent interface opportunity
SC	Multiple-lingual and global respective experience
IF	Designed to strengthen in wiki discovery of knowledge and increase time and contribution
IF	Explore pathways to syndicate and evolve beyond encyclopedic nature of product
IF	Collaboratively generated and human curated index to data sources
EF	Open API for discovering reliable and trustworthy public information
EF	Rewarding Discovery: answer + next to know - expand rabbit hole

# Strategic POC & Evolution

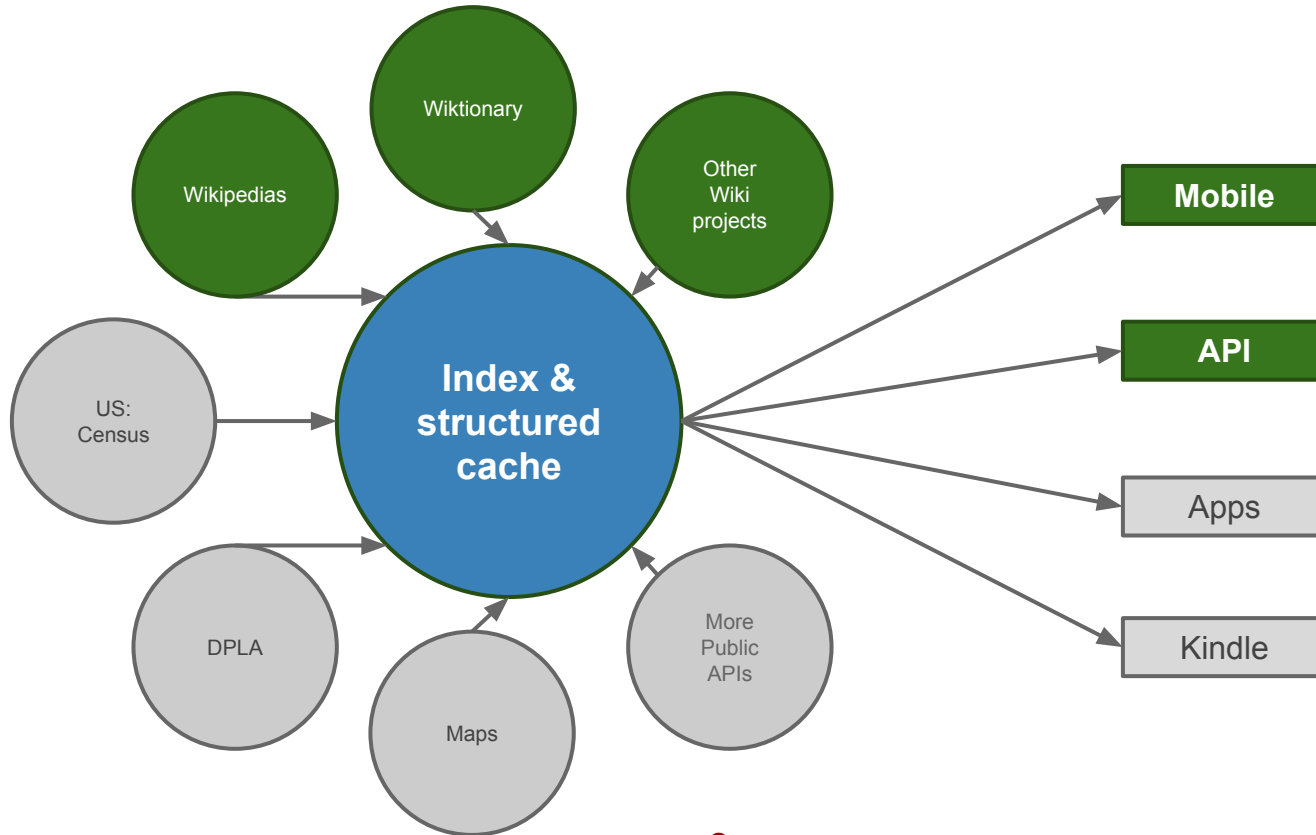


# Staging Value... Progress as we evolve





# Federated Open Data Sources



This is a set of examples that is subject to change as project evolves

# Discovery (thinking & validating) year 0

Establish core metrics that help understand what works: design, UX and curation tests. Evaluate feasibility of using the current Wikidata design. Prototype using some Wikimedia properties such as Wiktionary, Commons and WikiVoyage. Improve current search engine and api (establish data get/set API).

- We plan six months of deep research and user testing on current user flows
- We will build and maintain a dashboard of core metrics used in product development
- Explore relevancy through federation of open data including structured data via Wikidata, and curation of that data with human and machine learning
- Public discussion around relevance and legitimacy of result metrics

# Advisory (vetting the ideas) year 1

We want to build a clear relationship with key advisors to foster the growth, advocacy and strength of the knowledge engine.

- In the first year, we will build an extended advisory team, with key figures from the community as well as Technology, Media, Research, and Communications sectors
- We will revisit our annual goals with the Advisory Team and also do periodic reviews
- Advisors will help advocate and evaluate the proper pilots of open data
- We will originate and maintain the open source knowledge architecture

# Curation (community elevation) year 1 and 2

We will work with our community to expand public curation models to improve the relevance of our knowledge engine. We plan to actively utilize user feedback and structured data to create a scalable and holistic user centered relevance model.

- Identify pathways for the community to improve relevance via WikiData
- Actively highlight difficult to find knowledge and empower the ability to surface it in search, reading and editing flows
- We will promote open sources of knowledge to continually strengthen the legitimacy of our content through curation by humans and machines
- Create centralized project page, API documentation, development portal, discussion events, user labs, communication channels

# Extension (institutional engagement) year 2

We want to strengthen the use, quality and inclusiveness of all knowledge. We plan to actively seek out feedback on our API and extend the capabilities and participation of many knowledge sources within our engine by external parties.

- We will identify and collaborate with 3rd party sources to improve our api
- We will host discussion events hosted by team to discuss progress and concepts
- We will actively improve the inbound and outbound pathways for additional sources
- We will promote open sources of knowledge to strengthen legitimacy of our content

# Discovery Example Breakdown

# Roadmap (year 0)

To Do  Complete

■ Discovery ■ WMF Service ■ Advisory ■ Community

Q4

Q1

Q2

Q3

Q4

Build Discovery Team

Data Dashboard Development

Discovery on search

Performance improvements

Wikipedia.org Prototypes

Wikipedia.org Production

Universal results experiments

Search Zero Experiments

Multi-Lingual Experiments

API Experiments & Discovery

Inter-wiki experiments

Inter-wiki implementation

HACKATHON

TALK

WIKIMANIA

TALK

TALK

DEV SUMMIT

TALK

HACKATHON

Community feedback and review

WDQS Beta

WDQS Production

WDQS Review

WDQS improvements & plan

Map Service Prototype

Map Service Beta

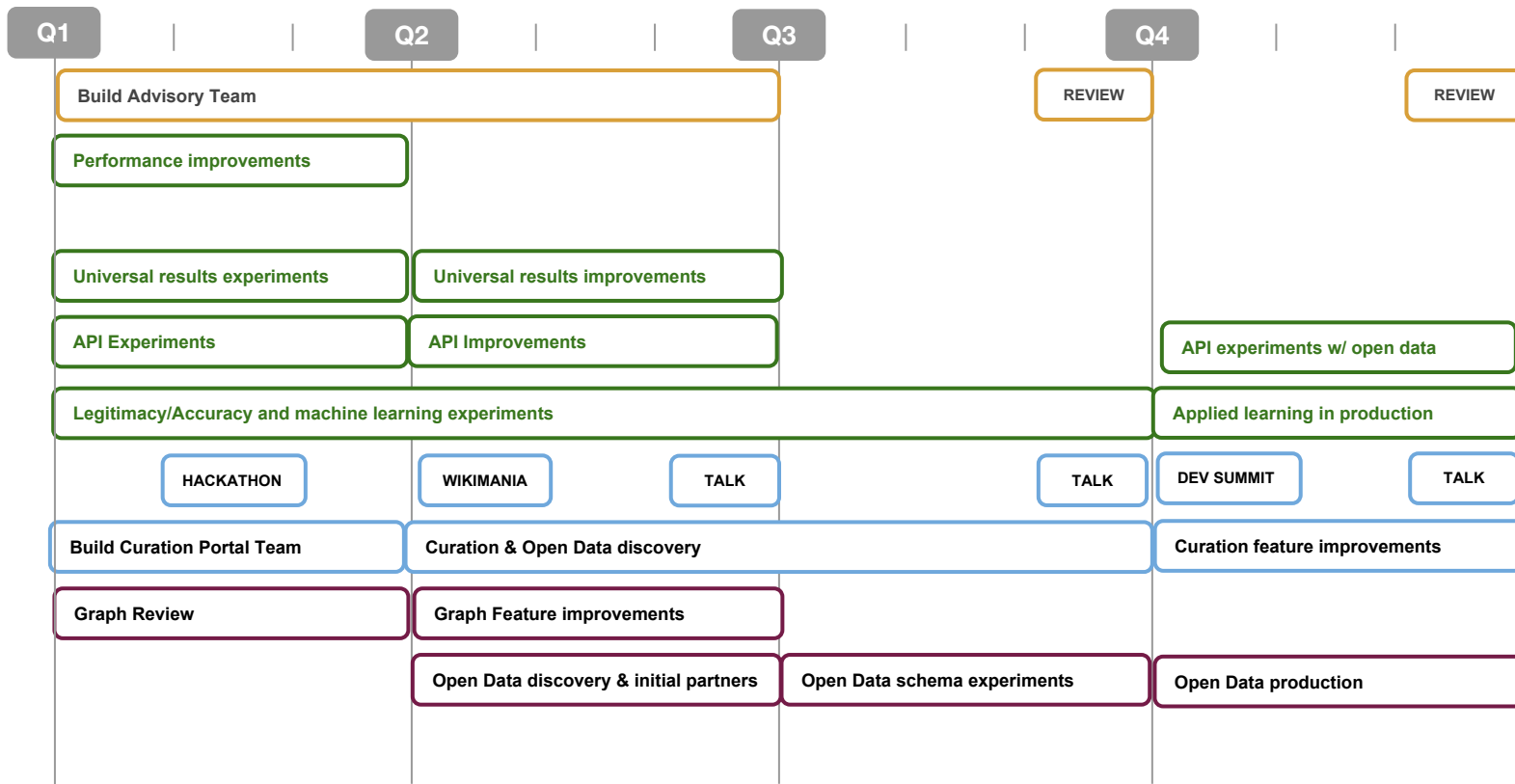
Map Service Review

Map Service improvements & plan

# Roadmap (year 1)

To Do  Complete

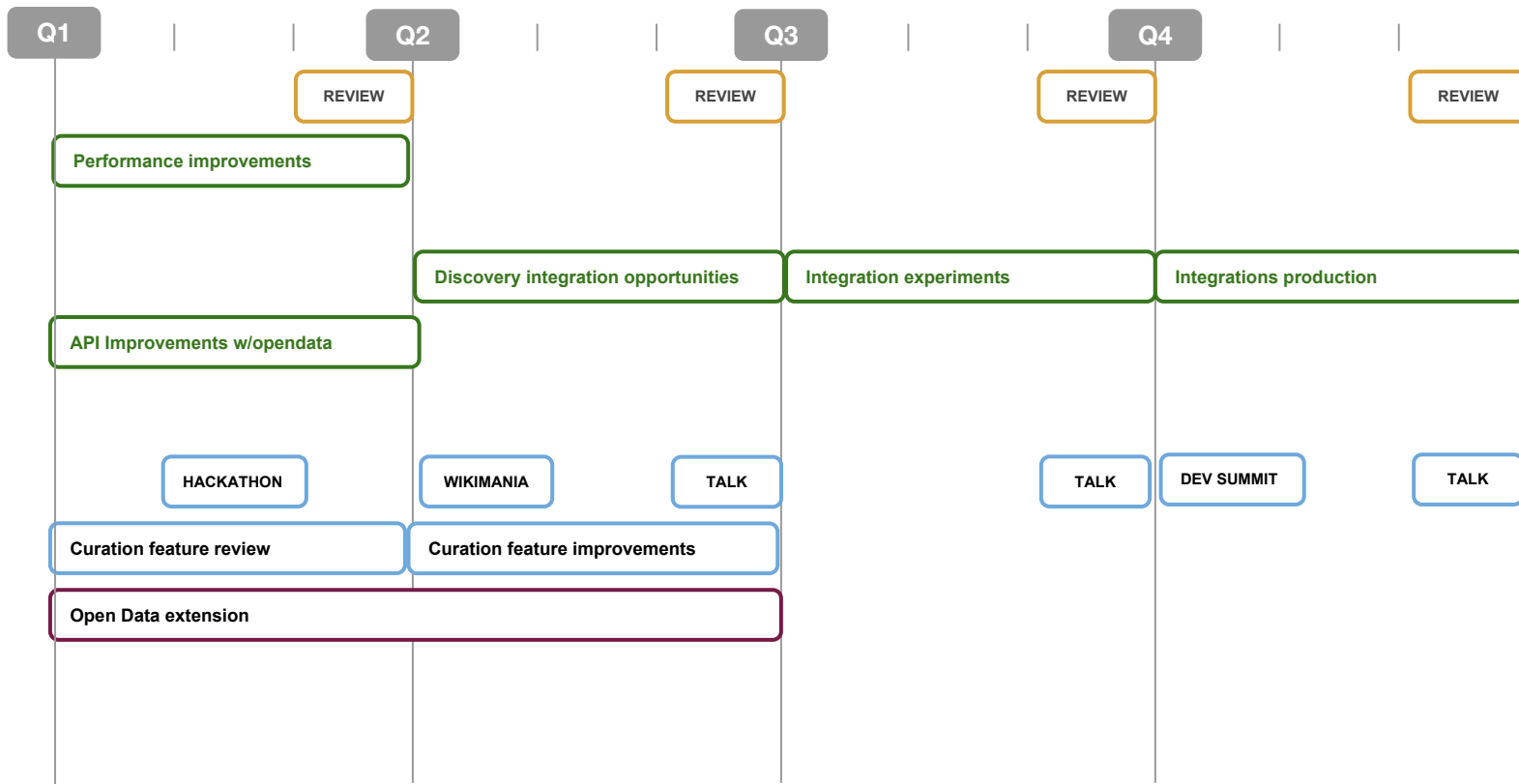
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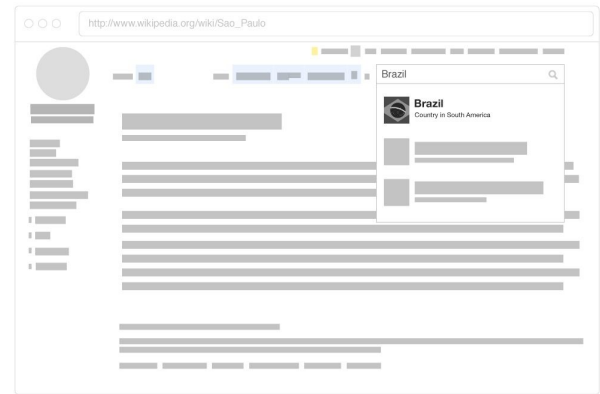
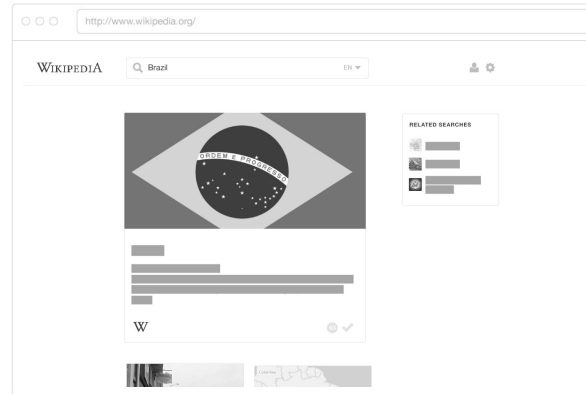
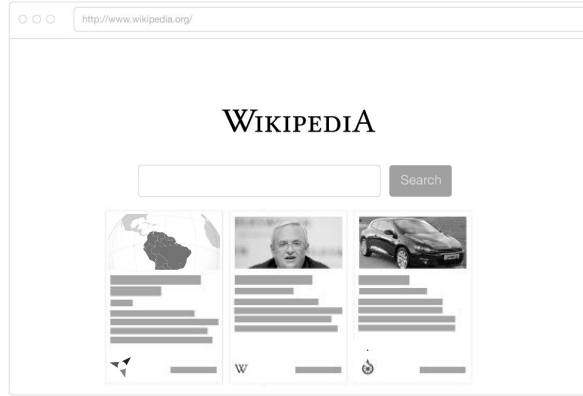
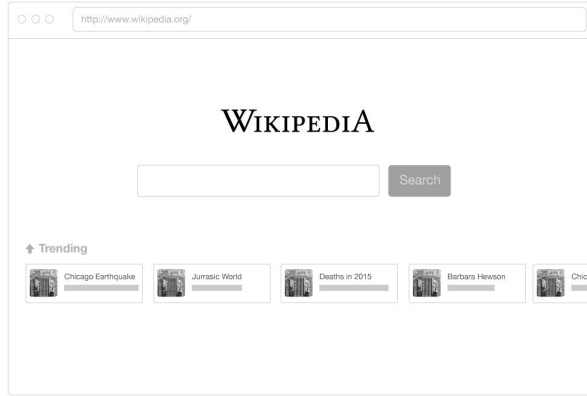


# Roadmap (year 2)



This is an estimate that is subject to change as project evolves

# Conceptual Directions for Discovery



"If you go and see a film about a particular subject, particularly a true life story, you can go home and look it up on Wikipedia and see if the basic things portrayed in the film are true or not and the same is true of science in the films."

Film Director, Christopher Nolan



# Thank You

