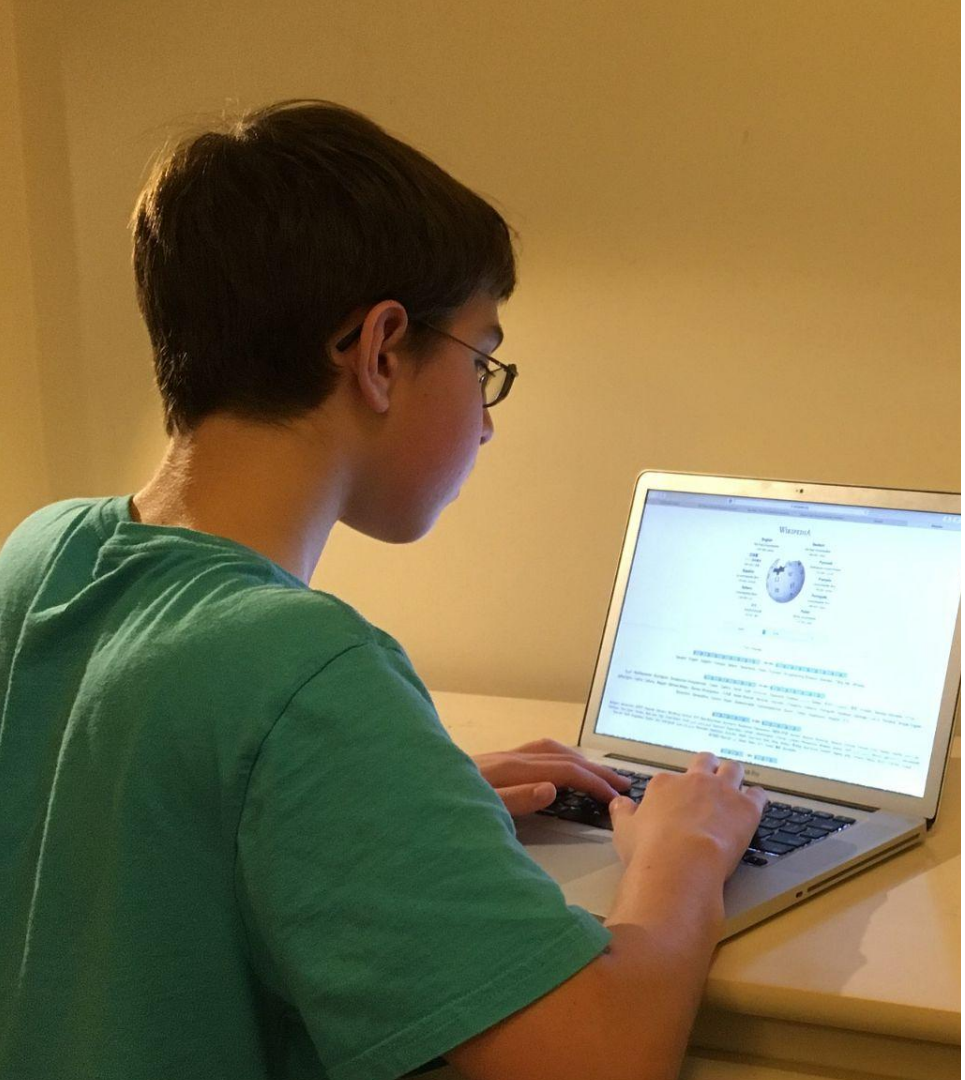
Understanding developer advocacy *in Wikipedia's technology landscape*

Presented by Srishti Sethi

What *is developer advocacy?*

Developer Advocacy
User → Contributor → Maintainer



Contribution

vs. Adoption

Goal: Better Software for Wikimedia

```php
<?php
$is_contributor_happy = true;
$is_contributor_lost = false;
$contributor = array();

if ( $is_contributor_happy ) {
  array_push( $contributor, "significant contributions", "sense of
    belonging", "identity", "long term contributor" );
  echo "Contributor is happy 😊 ";
}
if ( $is_contributor_lost ) {
  $i = 0;
  while ($i < count( $contributor ) ) {
    array_pop( $contributor );
    $i++;
    echo "Oops! Contributor is lost 😞 ";
  }
?>
```

Community
vs. Marketing

Good ROI: Happy Contributor 😊

Why *developer advocacy?*

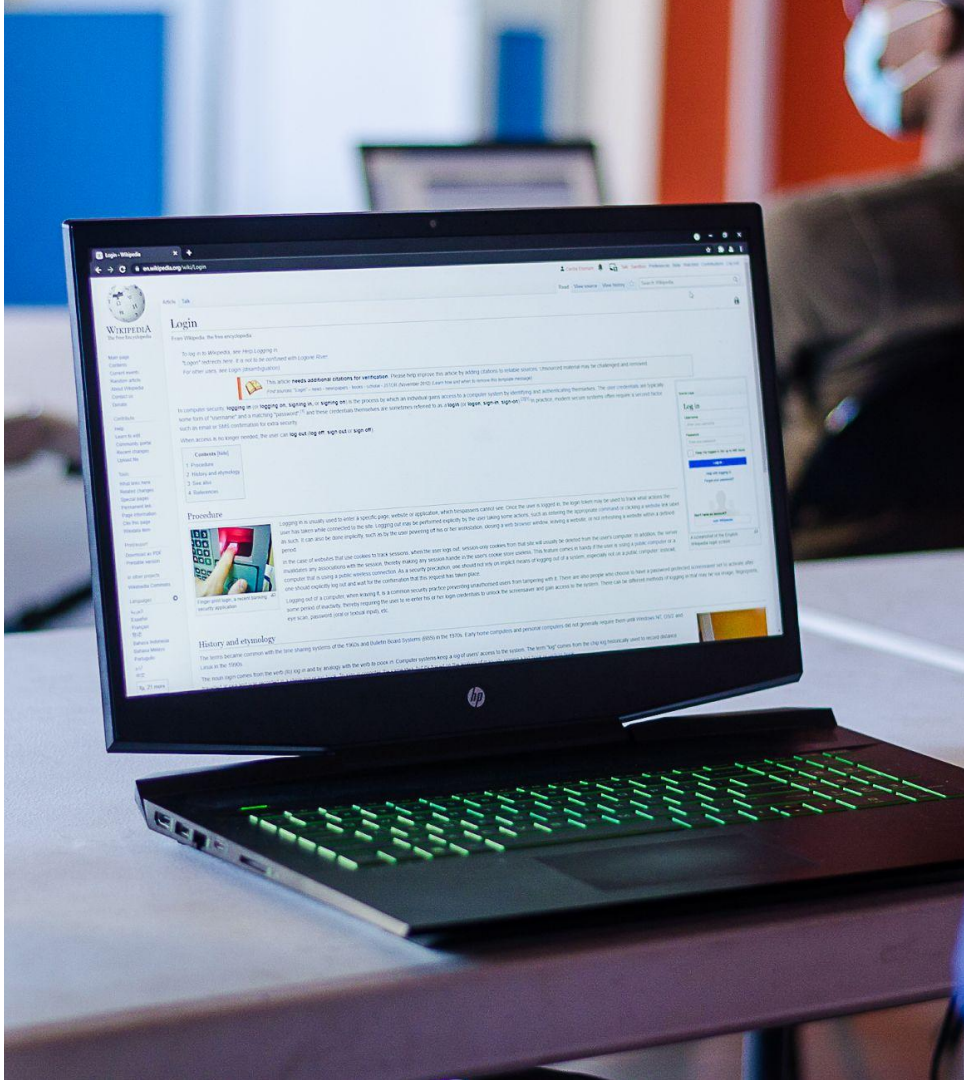
Wikipedia *and family*

Over **870 Wikipedia and umbrella sites** available in other languages.

Mediawiki, *the software behind Wikipedia*

A **free and open source** collaboration and documentation software used by thousands of orgs and individuals. Many extensions are available:

- ➜ VisualEditor (a WYSIWYG editor)
- ➜ Wikibase (structured content)



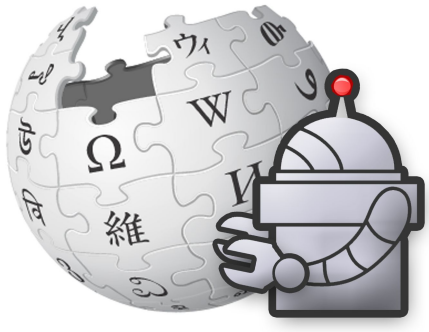
Wikipedia's technology ecosystem *is vast*

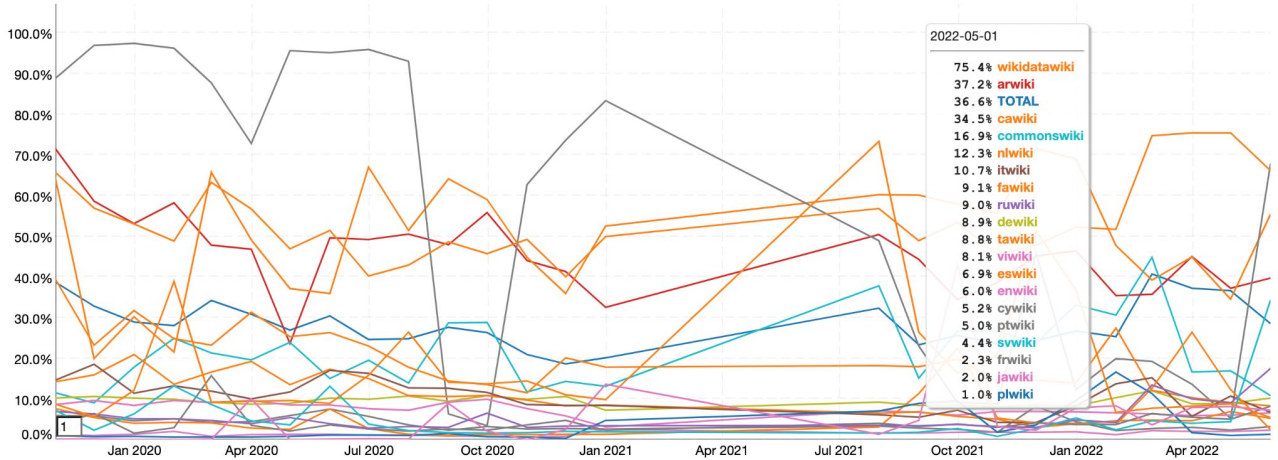
Even NASA uses the software behind Wikipedia - **MediaWiki** for organizing content around their space missions!

400,000+ MediaWiki uses exist

Community bots & tools

1/3rd of edits made to over **800 Wikimedia wikis contributed by bots and tools** using our cloud infra

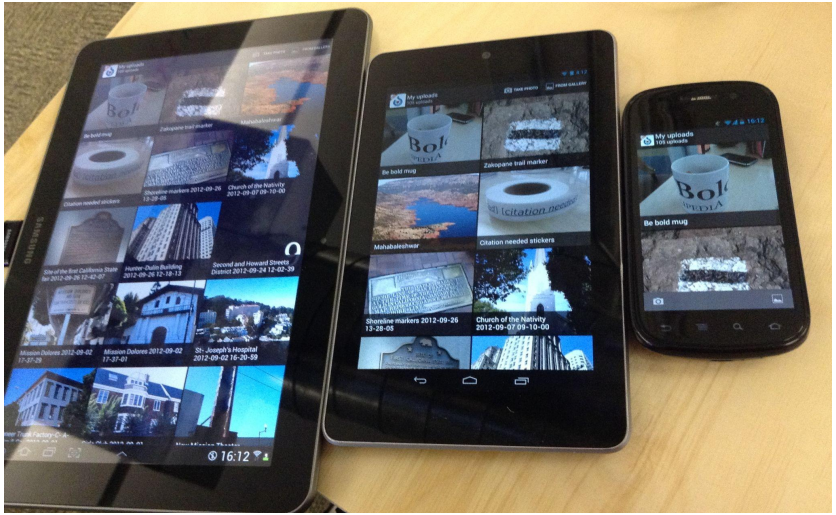




Desktop & mobile apps

Kiwix - Wikipedia offline reader in schools

Provides access to Wikipedia in limited internet access regions, particularly in educational settings.



Android app for Wikimedia Commons

Allows editors to contribute audio, video, media files from their smartphone devices.

2004: *One lead developer*

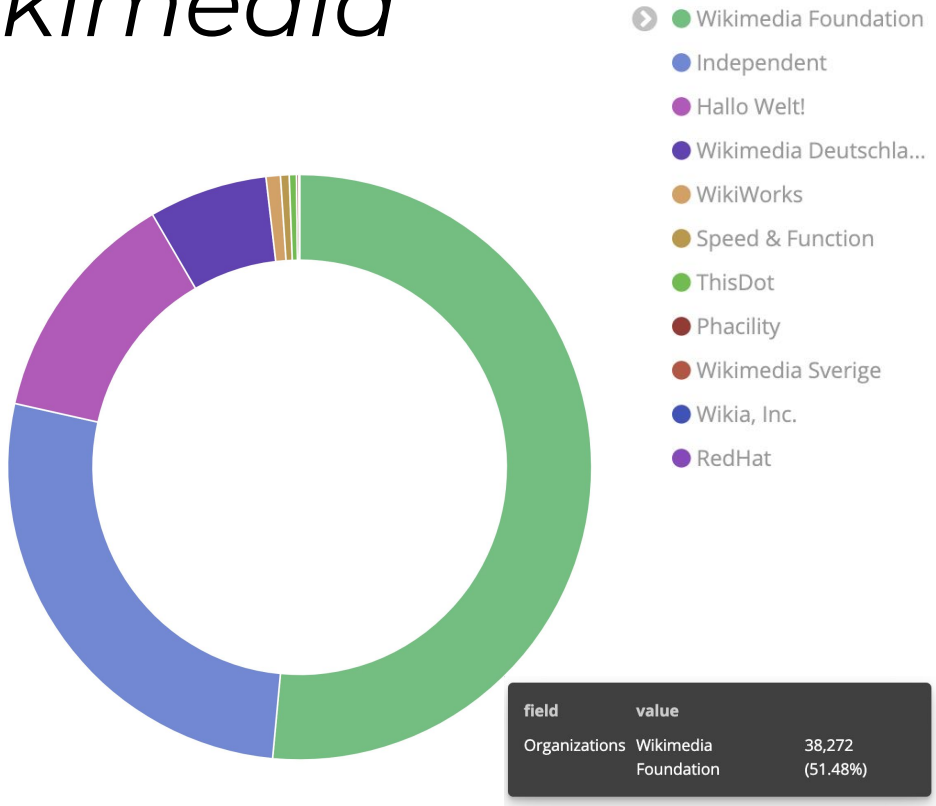
2023: *>700 people, remote-first, global org*
WIKIMEDIA FOUNDATION

Wikimedia's *technical community*

48.52% code contributions *from outside of the Wikimedia Foundation*

Received by independent volunteers and other organizations (July 21–June 22)

- ➜ **514** contributors
- ➜ **1,225** repositories
- ➜ **45,621** commits



How *developer advocacy operates?*

Day in the life *of a Developer Advocate at Wikimedia*

Is there anything remaining in this task before it can be marked as resolved?

Would you be interested in mentoring this project via the upcoming round of GSoC / Outreachy?

Could you please review & leave your feedback on this patch at your earliest? It really needs your attention.

Technical workshops are coming up! Interested in participating? Please sign-up on this wiki page.

Developer Advocacy *and its role in Wikimedia*

Srishti Sethi
@Srish_Aka_Tux

I'm reading an @Outreachy intern's bi-weekly report. She is a mother of two, highlights her struggles of raising kids as an immigrant in the US, and writes about the front-end development skills she picked up while working on the internship project:

lalitha711.home.blog
In Search Of Next Opportunity
It is almost the end of my first Outreachy internship and I am looking for another internship or apprenticeship ...

3:44 PM · Feb 25, 2020

1. **Outreach** *and mentoring programs*

Google Summer of Code OUTREACHY

2. Grants *enabling cultural heritage*

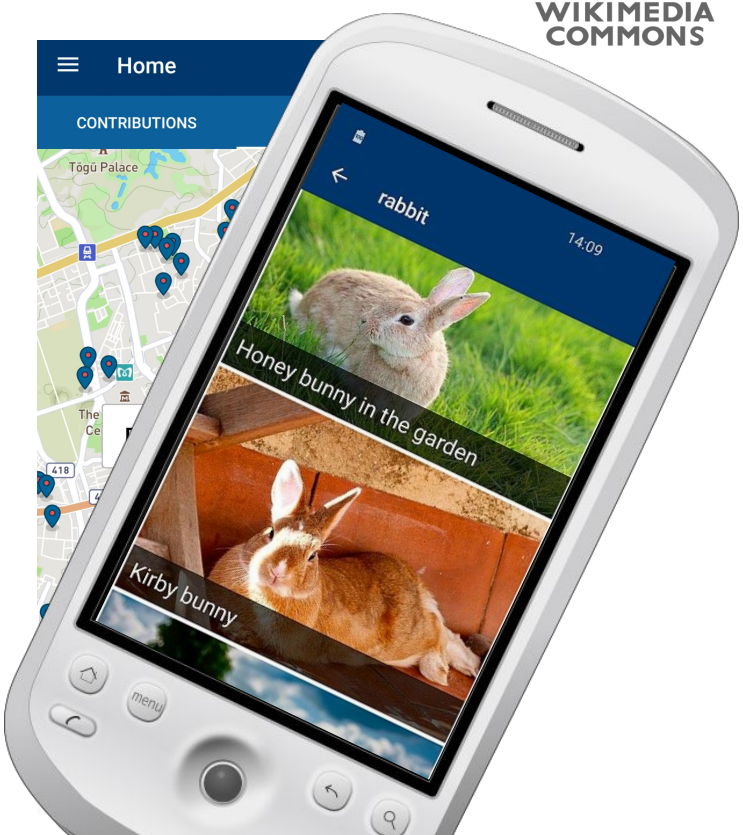
Lingua Libre

*"An **85 years old man** had the opportunity to share an old **Alsatian poem** through the Lingua Libre project. This man, had the opportunity to express himself with his own language in a public place. For many years, speaking Alsatian or other mother languages was repressed. This man felt pride to share but also that someone in Japan could listen to him speak in his mother tongue."*

~ LinguaLibre developer

2. Grants
unlocking free knowledge

Files uploaded via the Commons Android app are in use at **100,000+ places** on Wikipedia.



3. Hackathons & events

THE NEW INDIAN EXPRESS

Villupuram-based software company gets Silicon Valley call

The Wikimedia grant will help these youngsters set higher targets in life and through them, this 'most backward' district stands to gain a great deal.

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Published: 05th June 2022 04:27 AM | Last Updated: 05th June 2022 04:27 AM

Volunteers of the Villupuram GNU/Linux Users Group (V-GLUG). (Photo| EPS)

By Krithika Srinivasan

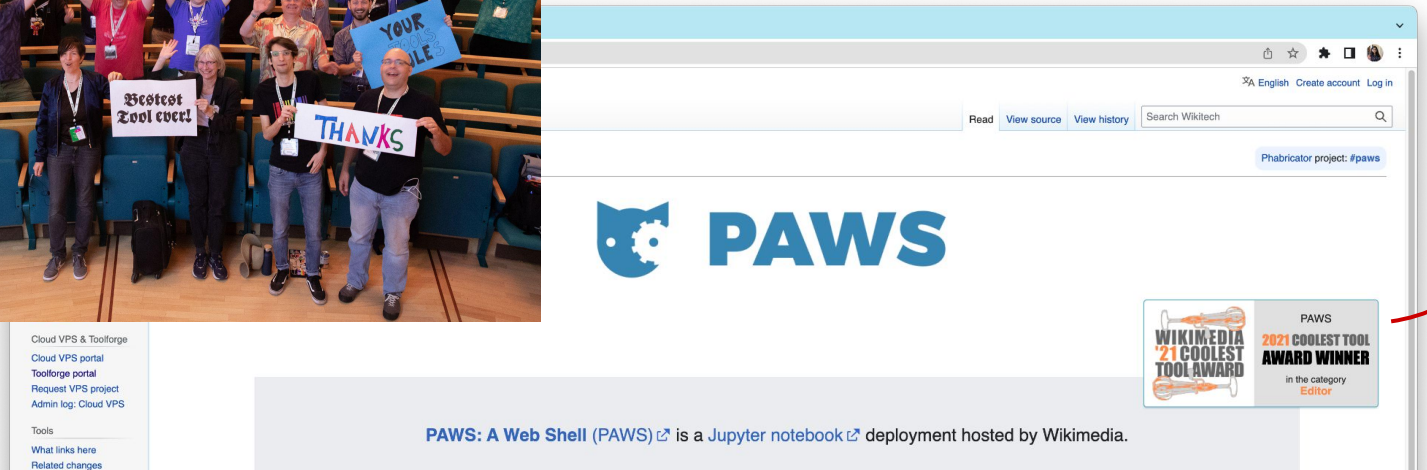
Express News Service

4. Capacity building *in wiki communities*

"I made a switch from editing as there were fewer technical contributors in my ***Hindi Wikipedia*** *community."*

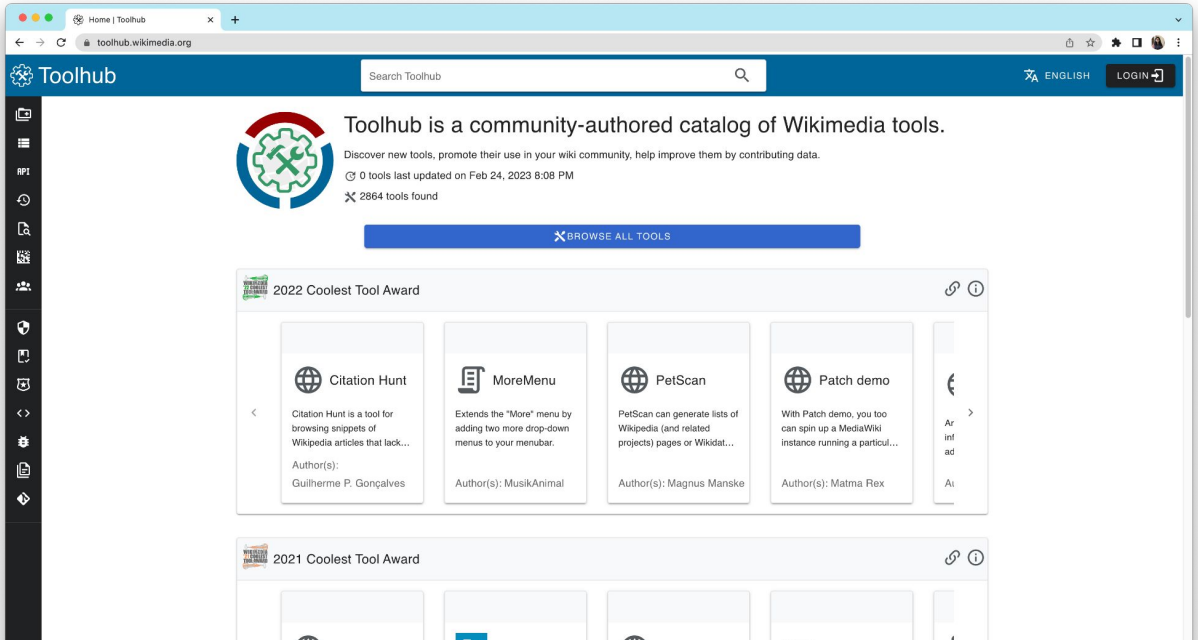
~ ***Jayprakash****, a Wikimedia dev from India*

5. Community recognition

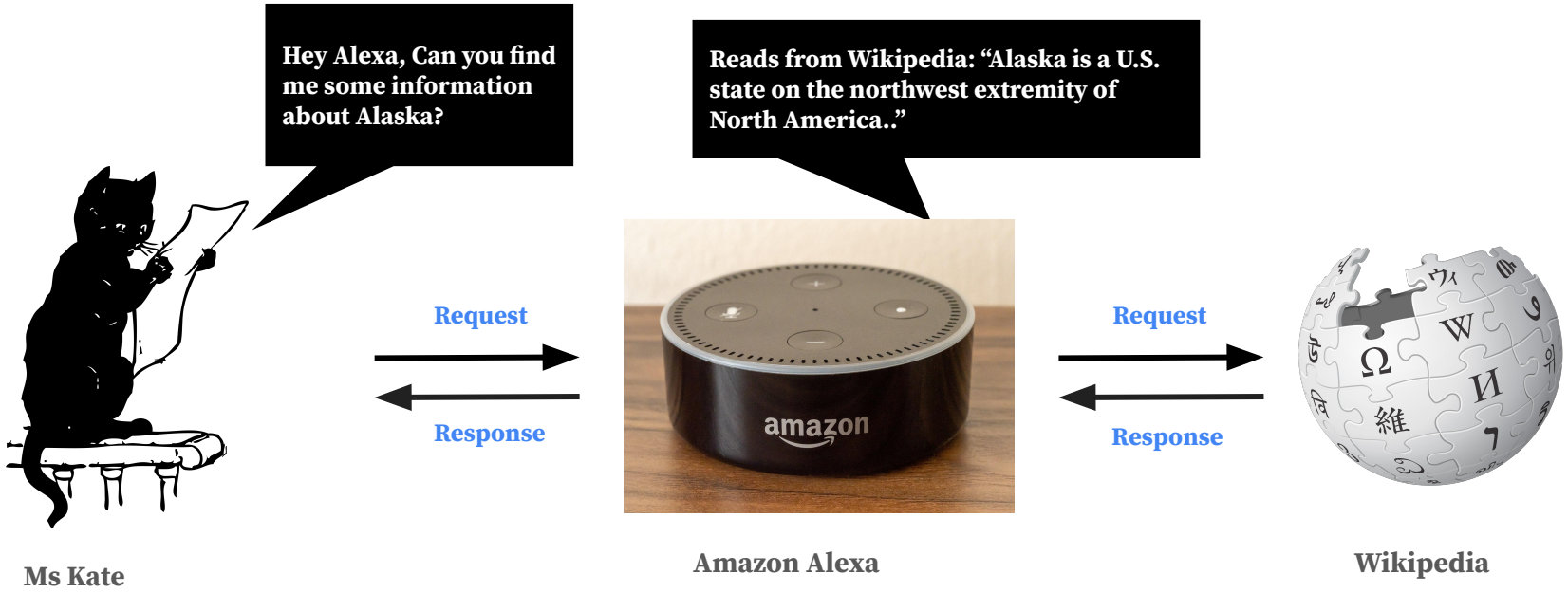


6. Technical support *for Wikimedia cloud services*

Thousands of tools leverage Wikimedia's cloud services infrastructure built upon Openstack, GridEngine, Kubernetes to host, run and maintain their tools.



6. Technical support *for Wikimedia APIs*



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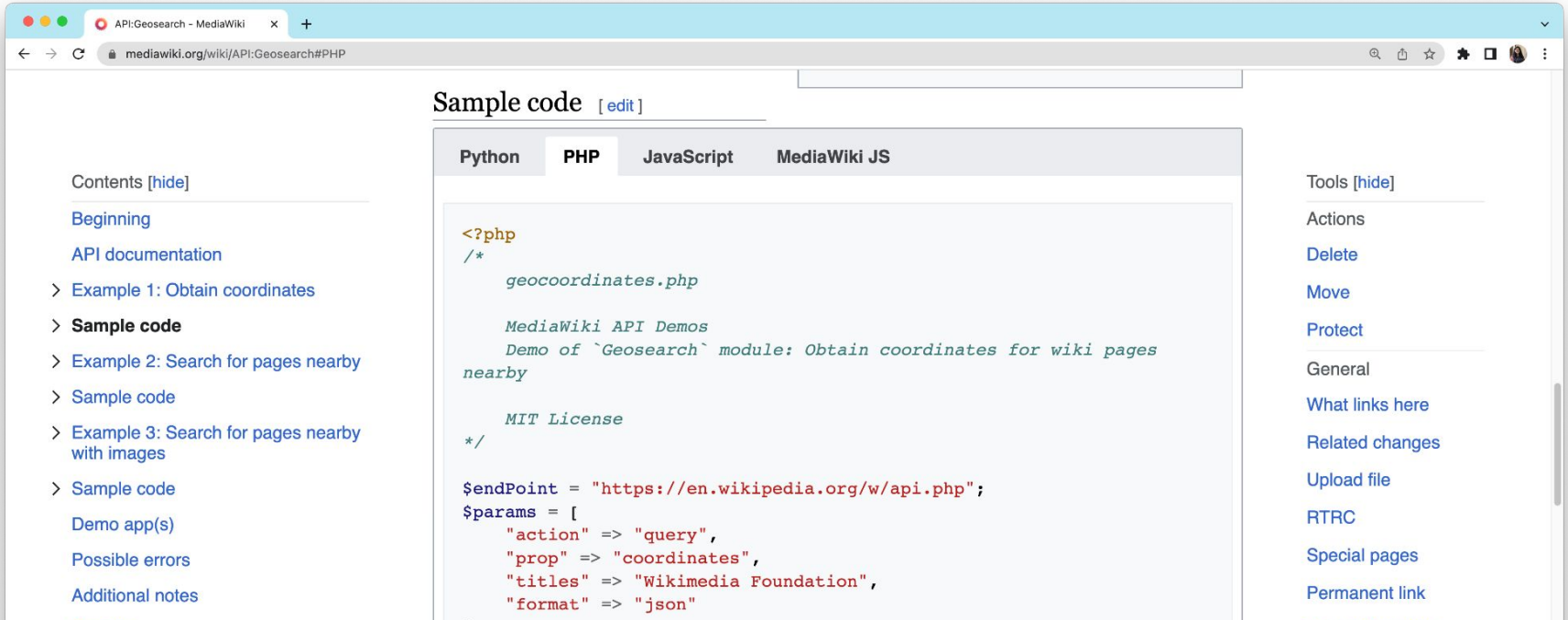
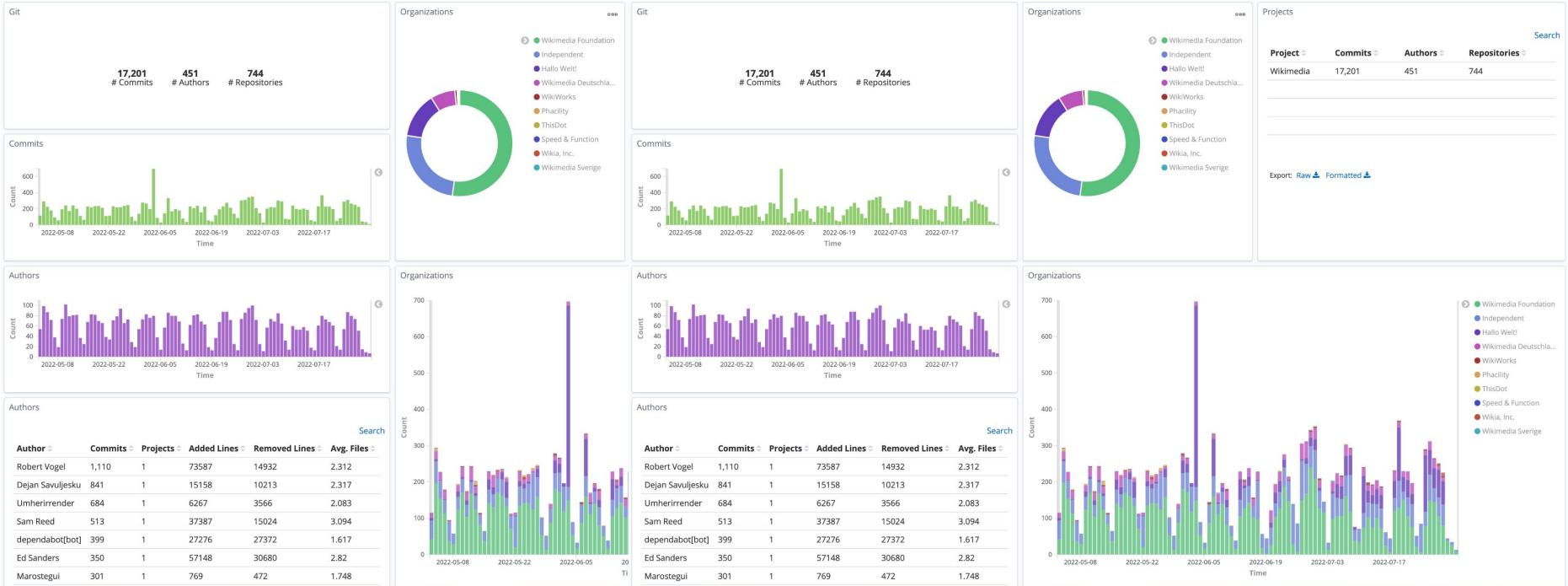


7. Community metrics

and health



[Wikitech-l] Patchsets by new Gerrit contributors waiting for code review and/or merge

Wikilist ×

[redacted] Thu, Jun 20, 2019, 12:09 AM

to wikitech-l

Summary of repos with more than one patch waiting:

5x WikiPEG. 4x Parsoid. 3x UnblockMe. 2x Cargo. 2x PageForms. 2x MW Core.

CR0: Please review and provide guidance if you are familiar with the code, and decide (CR±1 or CR±2):

* https://gerrit.wikimedia.org/r/#/c/mediawiki/extensions/Cargo/+/480039/
** Added new feature: order virtual fields by the order they inserted to list on cargo store
** 2018-December-17
** Maintainers/Stewards: ???

Summary

1. Focusing on new contributors through **outreach & mentoring programs**
2. Sustaining impactful projects with limited resources through **grants**
3. Bringing the community together through **hackathons & events**
4. Building **technical capacity** to improve equity in communities
5. Cultivating a culture of celebration through **community awards**
6. Providing **technical support** in various areas (cloud services, APIs)
7. Assessing **community metrics & health** to take informed decisions

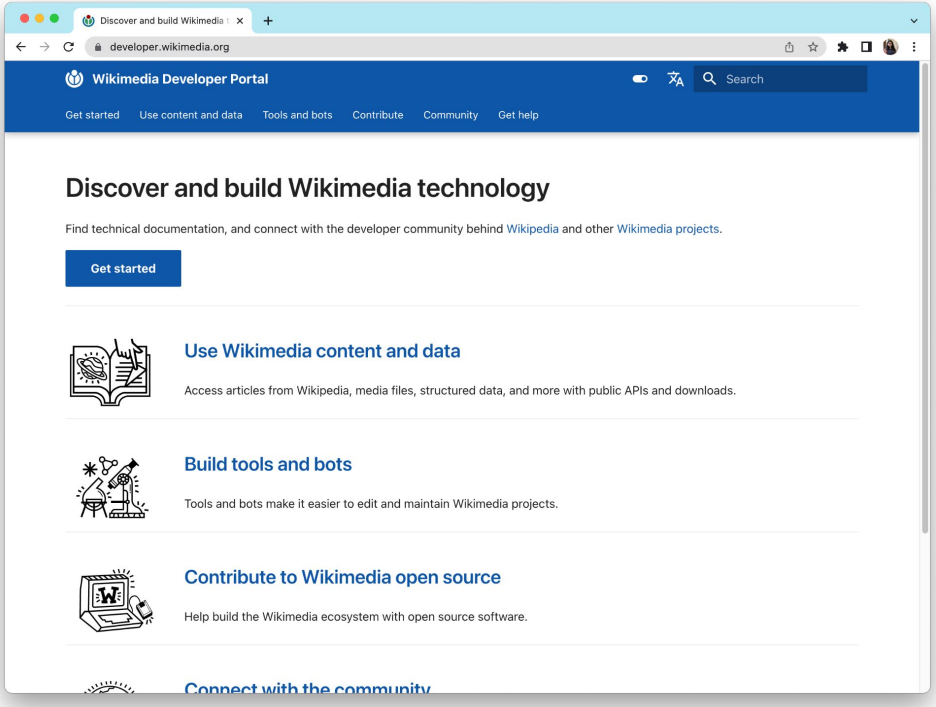
Key questions

- How do you **assess impact** of community engagement & outreach initiatives?
- How do you develop technical support initiatives that are **scalable & sustainable** for a multilingual, global community?
- How do you design for turning “casual” into “**long-term” contributions**?

Developer Resources

Interested in contributing to Wikimedia projects?

https://developer.wikimedia.org



Thank you for listening!

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