

WMF Research Team



Wikimedia Research Showcase October 2021

The Research Team

...and many formal collaborators



<u>Leila Zia</u> Director, Head of Research



Pablo Aragón Research Scientist



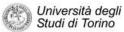
<u>Martin Gerlach</u> Research Scientist



Isaac Johnson Research Scientist













UNIVERSITY OF MINNESOTA



Fabian Kaelin Senior Research Engineer



<u>Emily Lescak</u> Senior Research Community Officer



<u>Miriam Redi</u> Research Manager



Diego Sáez-Trumper Senior Research Scientist













h Institute for Basic Science

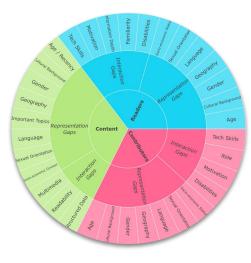
The strategic direction: Knowledge Equity [from Movement Strategy]

Knowledge equity: As a social movement, we will focus our efforts on the **knowledge and communities that have been left out by structures of power and privilege**. We will welcome people from every background to build strong and diverse communities. We will **break down the social, political, and technical barriers** preventing people from accessing and contributing to free knowledge.

The research program: Addressing Knowledge Gaps

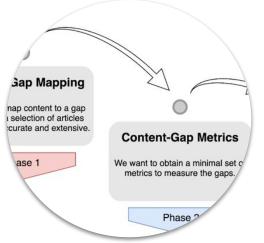
Identify gaps

September 2020: https://w.wiki/4DWU



Measure gaps

Ongoing: https://w.wiki/4Exh



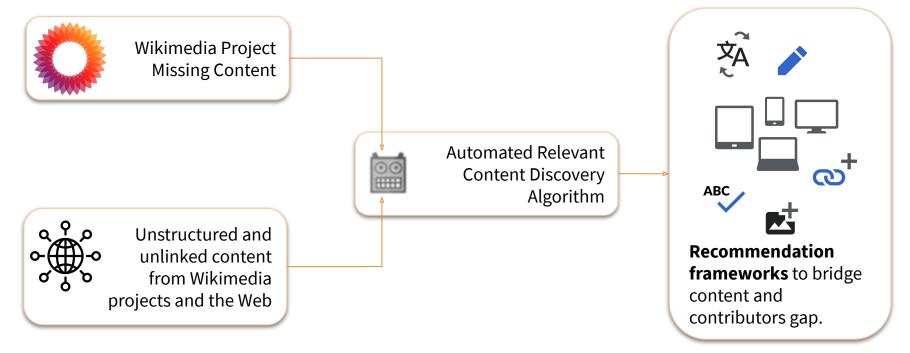
Bridging gaps

Today: https://w.wiki/4DWe

MIND THE GAP



Bridging knowledge gaps: Automated tools for content discovery and recommendation.



Bridging knowledge gaps: Previous research work from our team

Wikipedia ConFinder		
Causes of the vote in favour of Brexit		E >
The result of the United Kingdom European Union Referendum of 2016 was a victory for the "Leave" campaign, amassing a to Brexit. Consequently, UK Prime Minister Theresa May triggered Article 50 on 29 March 2017, starting the process of British wi The result provoked considerable debate as to the factors that contributed to the victory, with various theories and explanation being made. ¹³²	thdrawal from the European Union. ^[2]	Part of a series of articles on Brexit
Contents 1 Sovereignty 2 Immigration 3 Demographic and cultural factors 3.1 Age of volters 3.2 Education level 3.3 The order vesus openness' divide		A SE
3.4 The 1eft behind' 3.5 Britons feit less integrated with the EU than other European citizens 3.6 Identity and change		Withdrawal of the United Kingdom from the European Union
3.7 English National Identity		Background
4 Economy		2016 referendum
5 Anti-establishment populism 5 Role and influence of politicians		Notification of withdrawal
6.1 Decision to call referendum		Brexit negotiations
6.2 Effect on voters		Future relationship
6.3 Establishment euroscepticism		Parliamentary votes
7 Presentational factors during the campaign 7.1 Information Interpretation		Impact
7.2 Branding and wording choices		
7.3 Prospect theory		Debate in UK
7.4 Vote Leave analysis		Timeline
7.5 Shortcomings of the Remain campaign 8 Historic policy decisions 8.1 Decision not to impose tougher migration restrictions	3	United Kingdom portal European Union portal
8.2 European Migrant Crisis		V*T*E
9 The role of the media 10. See also		
10 See also 11 References		
Sovereignty		
Sovereighty		
Main article: European Union Iaw See also: Democratic deficit in the European Union		
On the day of the referendum Lord Achord's polling team questioned 12,389 people who had completed volting. ¹⁰⁷ This poll p European Union was 'the principle that decisions about the UK should be taken in the UK-", reling the UK- took decision making further away from the people' in favour of domination by regulatory bodies – in particular the European (volters wanting to end or reverse the process of EU Intraunce in the UK- ¹⁰⁰	" logically implying: "on behalf of 66 million UK citizens not 508 million EU resid	dents.") The sense that EU membership
Immediately prior to the vote, Ipsos MORI data showed that Europe was the third most highly ranked problem by Britons who	were asked to name the most important issues facing the country, with 32% of	respondents naming it as an issue. ^[7]
lanan izan tina. A		Ð
< >>		Create from scratch Translate

Bridging gaps: Developing automatic tools

- Section alignment (Diego Sáez-Trumper) <u>https://w.wiki/Bb6</u>
 - In Collaboration with the <u>Language team</u>
- Link recommendation (Martin Gerlach) <u>https://w.wiki/4BCP</u>
 - In Collaboration with the <u>Growth team</u>
- Image recommendation (Miriam Redi) <u>https://w.wiki/4DW8</u>
 - In Collaboration with the <u>Growth</u> and <u>Structured Data teams</u>
- Equity in recommendations (Isaac Johnson) https://w.wiki/\$4P

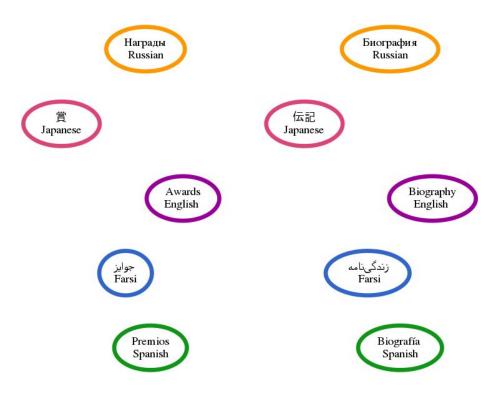
Section alignment

Diego

WIKIMEDIA

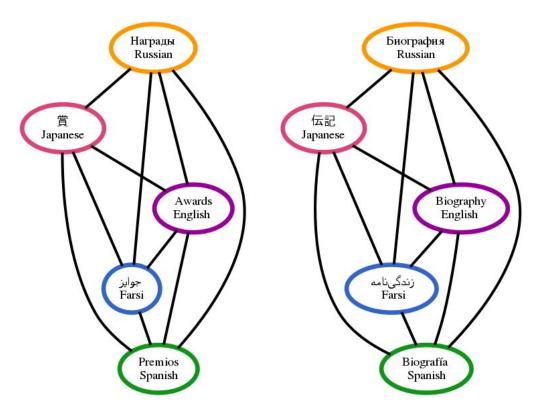
Problem: Translation engines can not be directly used on Wikipedia

- We want to compare sections and share content across languages.
- We can't compare sections across languages.



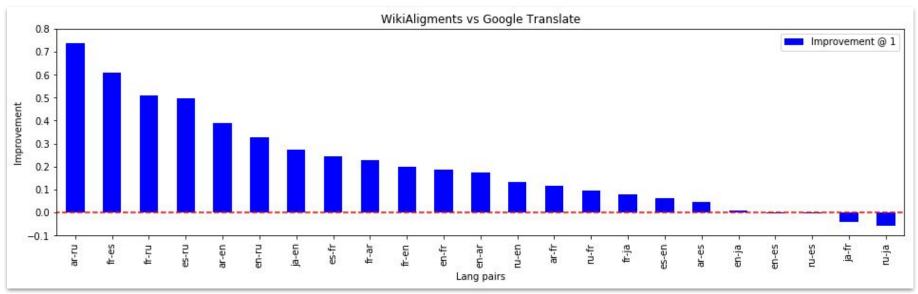
Solution: Cross-lingual section alignment

• Create an ML system to align sections across languages.



Step 1: Let's try to do better than Automatic Machine Translation

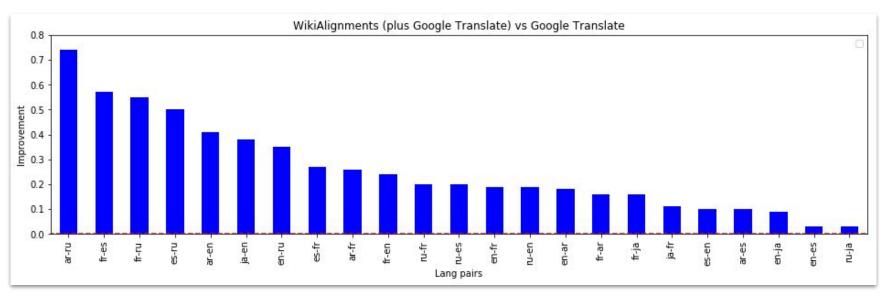
- Ask the community to help annotate data:
 - ar,es,fr,ja,ru,en (all pairs)
- Cross-lingual word-embeddings + Wikipedia specific features.



Step 1: Let's try to do better than Automatic Machine Translation



- Ask the community to help annotate data:
 - ar,es,fr,ja,ru,en (all pairs)
- Cross-lingual word-embeddings + Wikipedia specific features.



Learn more and test the system!

[[m:Research:Expanding Wikipedia articles across languages/Inter language approach]]

https://secrec.wmflabs.org

Section Recommendation Demo

Wiki: en.wikipedia v Article: Quilombo Quilombo - en.wikipedia.org

Article Summary:



A *quilombo* is a Brazilian hinterland settlement founded by people of African origin, and others sometimes called Carabali. Most of the inhabitants of quilombos, called quilombolas, were maroons, a term for escaped slaves.

Try Another Article

Go to Wikipedia and edit this article

Recommended sections:

- Etymology O Good O Redundant O Not Related
- Argentina O Good O Redundant O Not Related
- Infrastructure O Good O Redundant O Not Related
- Mexico O Good O Redundant O Not Related
- Organization O Good O Redundant O Not Related
- Economy O Good O Redundant O Not Related

Evaluate

Number of sections in other languages:

- es: 20 Quilombo
- fr: 6 Quilombo (esclavage)
- ru: 1 Киломбу

Current sections and subsections in this article are:

 ['Slavery in Brazil', 'History', 'Quilombos', 'Palmares', 'Mola', 'Curiaú', 'Cunani', 'Film', 'Constitution of Brazil', 'In Spanish', 'See also', 'References', 'Further reading', 'External links']

Step 2: Scale up to 100+ languages

- Add new languages and deploy.
- Test new embeddings and language models.
- Improve the recommender system.



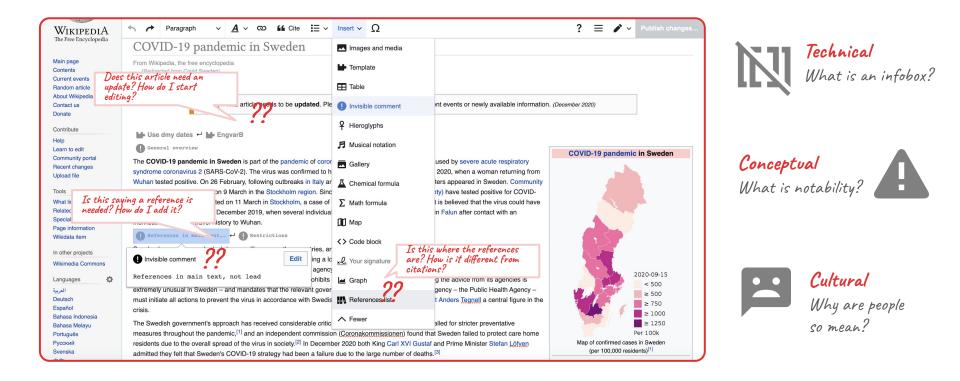
Link recommendation

Martin Gerlach (Research Team) Growth Team (Marshall Miller, Rita Ho, Kosta Harlan, many more) Djellel Difallah (NYU Abu Dhabi)



Problem

Editing is hard





Structured task editing

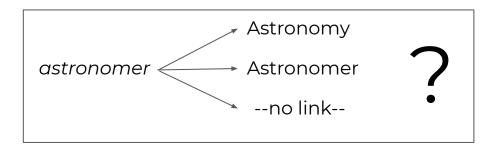
- Break down editing into simpler tasks
 - Easier to: understand, do on mobile, get positive experience
- We picked the task of: "adding a link"
 - Well-defined, frequent, and attractive task type
- Machine-in-the-loop:
 - Generate recommendations using ML approaches.
 - Editors verify the output and validate the insertion.



Link recommendation

WIKIPEDIA The Free Encyclopedia	🛓 MGerlach (WMF) 🌲 🔲 Talk Sandbox Preferences Beta Watchlist Contributions Log out					
	Article Talk Read Edit View history	Search Wikipedia Q				
	Hypatia					
	From Wikipedia, the free encyclopedia					
Main page	For other uses, see Hypatia (disambiguation).					
Contents Current events Bandom article	AD)[1][3] was a Hellenistic Neoplatonist	/patia				

Hypatia (born c. 350–370; died 415 AD) was a Hellenistic Neoplatonist philosopher, astronomer, and <u>mathematician</u>, who lived in <u>Alexandria</u>, <u>Egypt</u>, then part of the <u>Eastern</u> <u>Roman Empire</u>.



Entity-linking task

- Mention detection
- Link generation
- Link Disambiguation

The Add-a-link Task in Wikipedia

• Language support

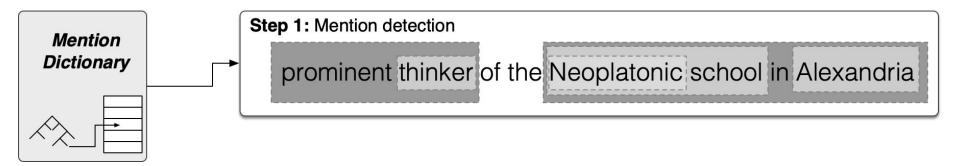
• 300+ language version of Wikipedia; highest impact for smaller communities.

• Other considerations

- Manual of style constraints
- Prefer simpler over complex models (scalability, transparency, etc)
- Utility: find a balance between precision over recall

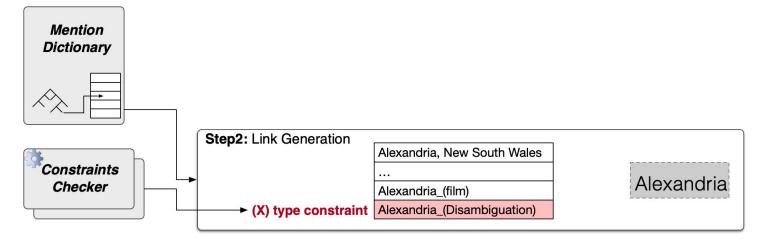
Step 1: Mention detection

- Build mention dictionary from all existing links
 - e.g. English Wikipedia: 7M anchors, 170M links
- String-matching sweeping window for all possible n-grams (N=1...10)
- Give preference to larger N



Step 2: Link generation

- From the anchor-dictionary extract all used links
- Drops links based on constraints (type-based)
- Drop links based on link probability heuristic:
 - Text to Link ratio < 6.5% (picked empirically, and supported by previous work)

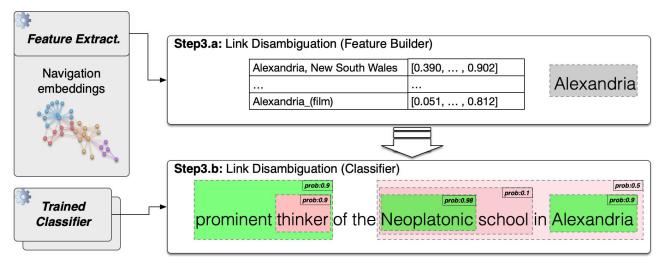


Step 3-a: Link disambiguation- features

- **N-gram size:** the number of tokens in the anchor (based on simple tokenization).
- **Frequency:** count of the anchor-link pair in the anchor-dictionary.
- **Ambiguity:** how many different candidate links exist for an anchor in the anchor-dictionary.
- **Kurtosis:** the kurtosis of the shape of the distribution of candidate-links for a given anchor in the anchor-dictionary
- Levenshtein-distance: a string similarity measure between the anchor and the link, e.g., the Levensthein-distance between "kitten" and "sitting" is 3.
- Wiki2Vec Distance (entity embedding): similarity between the article (source-page) and the link (target-page) based on the content of the pages.

Step 3-b: Link disambiguation- classifier

- Extract fully linked sentences from the lead sections
 - Positive example: linked mention with correct link
 - Negative example: linked mention with incorrect link, unlinked mention
- Train a binary classifier (XGBoost)



Evaluation



Held-out testset + Manual evaluation

(thanks: Bennoit Evellin, Habib Mhenni, Martin Urbanec, Bluetpp, -revi)

Tested Wikis: Arabic, Bengali, Czech, English, French, Vietnamese

Precision: 70% - 92% How many suggestions are correct?

Recall: 30% - 66%

How many of the possible links captured?

Link recommendation model

- Training pipeline for each language.
- Models/datasets published publicly
- Link recommendation API on kubernetes

Get link recommendations

Discussion 🚯 Updated 24 June 2021



/service/linkrecommendation/v1/linkrecommendations/wikipedia/{language}/{title}

Get a set of possible links that can be added to improve an article on Wikipedia.

https://api.wikimedia.org/wiki/API_reference/Service/Link_recommendation

User interface

2

Next >

Evaluate the suggestion

\times Suggestions

Ke zdárnému růstu potřebuje sice tropické podnebí
, roste však i v místech se studenějším zimním počasí. S nástupem chladného počasí shodí listy a přečká ve stavu vegetačního klidu, dospělé rostliny přežijí i období s krátkodobými teplotami pod 0 °C. Preferuje vlhčí klima, špatně snáší suchý vzduch
, obvykle prospívá až do nadmořské výšky 1200 m. Potřebuje hlubokou a výživnou půdu s dostatkem vlhkosti a dobrou drenáží, nesnáší delší sucho. Na nevyhovujícím stanovišti a v málo výživné půdě plodí slabě

😐 1/7 🔹 • • • • • •

Text podnebí

Should this link to the following article?



✓ Yes X No

Feedback on algorithm

×	Suggestions	
V	ап јѕоц рочадочану да очосе спицусн.	
obsa	chny části rostliny, nezralé plody i sem ahují alkaloidy, anonain, liriodenin, retic é jsou toxické. Semena je možno bez	
nek lids Míz zap	Why is this not a good link? Your answers improve future suggestions.	ní. n
pot	O Almost everyone knows what it is	
Šťá pοι	Linking to wrong article (e.g. linking "moon" to "planet")	
z li: k lé	Text should include more or fewer words (e.g. "palm tree" instead of "palm")	
ġ	Other	
Tex	\bigcirc	
ků	Done	
Shou	Id this link to the following article?	
	Kůže orgán pokrývající těla obratlovců	
<	✓ Yes × No Nex	at >

Edit summary

< Save your changes	Publish
Summary	
Suggestion	Linked?
podnebí: 💿 Podnebí	~
vzduch: രാ Vzduch	-
stálezelené: 🔊 Stálezelená rostlina	_
na dotek: 💿 Na dotek	~
období sucha: 🔊 Období sucha	~
hnojiv: 👁 Hnojivo	~
kůže: രා Kůže	×
By saving changes, you agree to the Terms of L agree to release your contribution under the CC 3.0 C and GFDL C licenses.	

Review your changes

Next suggestion

≡ W	/ikipediA		Q	52	
	Color Out of Space (film) Page Discussion				
	*	Ð			
	This article's plot summary may be too long or excessively detailed. (February 202 Learn more				
Color Out of Space is a 2019 American science fiction cosmic horror ^[8] film directed You've published an edit. Thanks and keep going!					
Edit another suggestion:					
	Jonathan (Gresham Add links betw	veen art	icles	
View more suggested edits					
Close and edit this article again					

In practice

- Results from pilot-wikis (Arabic, Bengali, Czech, Vietnamese)
 - Newcomers prefer structured editing
 - Revert rate of structured edits is much lower (7.9% vs 25.5% for unstructured tasks)
 - Careless editing is rare
 - Reactions from community mostly positive
- Deployment
 - Currently: Arabic, Bengali, Czech, French, Hungarian, Persian, Polish, Romanian, Russian,
 Vietnamese
 - Planned: Catalan, Hebrew, Hindi, Korean, Norwegian, Portuguese, Simple English, Swedish,
 Ukrainian

Image recommendation

Miriam

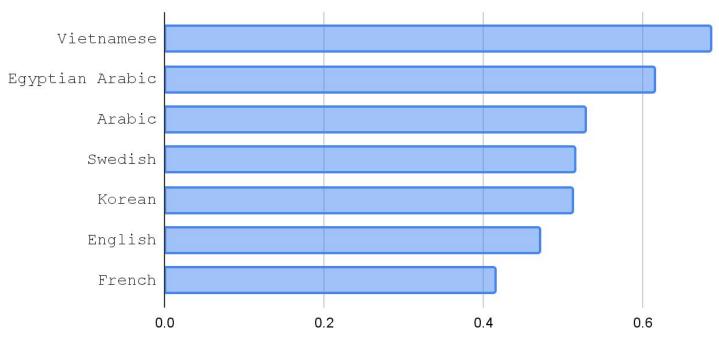


Problem: Wikipedia is missing images



Many Images!

Unillustrated Articles across Wikis



Percentage of unillustrated articles

"Add an Image" Structured Task

1 ~

0



X Suggestions

Church order

Church order is the systematically organized set of rules drawn up by a gualified body for the church.m From the point of view of civil law, the church order can be described as the

1 ~

Look at the image suggested \times

A design of the second se

The image is suggested by a machine and found from Wikimedia Commons, the free license image repository used by Wikipedia for images.



Sofia Church in Stockholm. The description will wrap after a few more lines until it reaches the image heig ...

Skip

Add this image to the start of the article?



X No

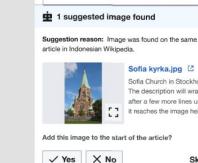












B-Onboarding-II

×

Suggestions

Is it suitable for this article? X

Review the article for which this image is

image is suitable and helpful for readers to

being suggested. Does it seem like the

Church order

understand this topic?

Sofia kyrka.jpg Sofia Church in Stockholm. The description will wrap after a few more lines until it reaches the image heig ...

<

Add this image to the start of the article?

Skip



×

Suggestions Church order

Use the image details to help X with your decision

To help evaluate the image suitability, review the image by looking at its file name, description, the reason it was suggested. and zooming in to see more details.



1 ~

Suggestion reason: Image was found on the same article in Indonesian Wikipedia.



✓ Yes

Sofia Church in Stockholm. The description will wrap

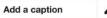
after a few more lines until it reaches the image heig ...

Skip

Add this image to the start of the article?

X No







Add a caption

Write a short caption here to help explain why the image is relevant to the article.

Write a caption that gives context to the image

Describe the image so it's clear how it relates to the article. A few guidelines:

- · Avoid making value judgements like "good", "ugly", or "beautiful".
- · Review the description and filename for information that is relevant to include.
- · Write in the language of the Wikipedia you are in.



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Y

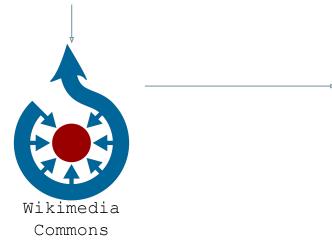
The authority of a church order is your closely.

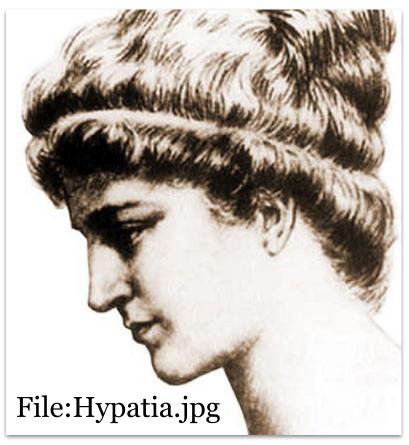
By RHo (WMF) - Mockups from WMF designer, CC BY-SA 4.0, https://commons.wikimedia.org/w/index.php?curid=108208100

"Add an Image" Algorithm Logic

71 0	L MGerlach (WMF) 🌲 🔲 Talk Sandbox Preferences Beta Watchlist Contributions Log out					
	Article Talk Read Edit	t View history 🟠 Search Wikipedia C	٦			
WIKIPEDIA The Free Encyclopedia	Hypatia From Wikipedia, the free encyclopedia	e	Ð			
Main page Contents	For other uses, see Hypatia (disambigual	tion).	_			
Current events Random article	Hypatia ^[a] (born <u>c.</u> 350-370; died 415 AD) ^{[1][3]} was a Hellenistic Neoplatonist	Hypatia				

Unillustrated Article

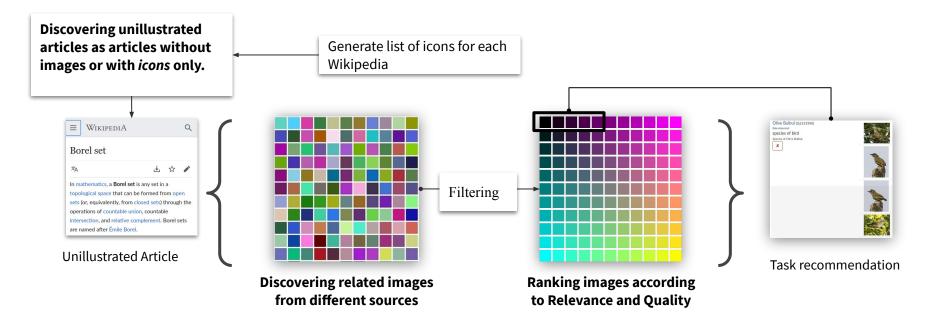


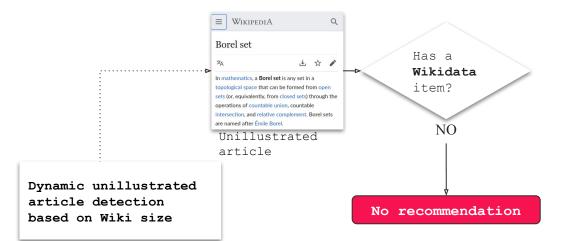


The "Add an Image" Task in Wikipedia

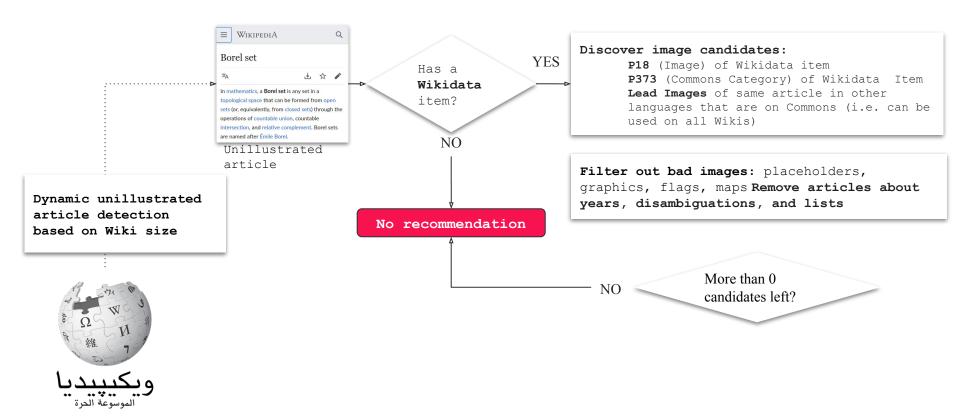
- Manually finding good images for articles is hard:
 - The space of search for good free-licensed image matches can be huge, especially for newcomers
 - Sometimes finding matches is difficult: image search is not very effective in absence of metadata
- Automatically finding good images for articles is also hard:
 - We need to have "explainable" image-article matches
 - Due to the impact and visibility of images, accuracy/quality of matches is crucial
 - Computer vision technologies are not able to identify fine-grained objects, and simpler models are preferred
- Language support
 - Similar to links 300+ language version of Wikipedia

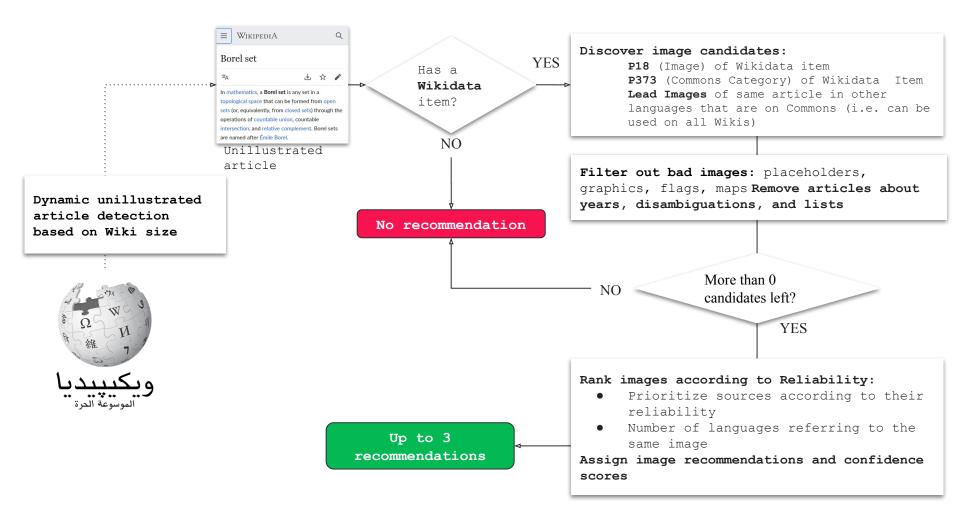
A Simple Solution: Leveraging Existing Matching Signals











Evaluation

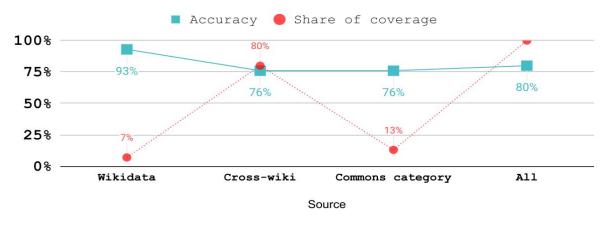


Android MVP "Train Image Algorithm"

Image Rec Task deployed on plwiki, eswiki, ruwiki, hewiki, ptwiki, fawiki, viwiki, frwiki, trwiki, itwiki, arwiki, enwiki, dewiki (many thanks to the Growth, Android and Platform Engineering Teams!!)

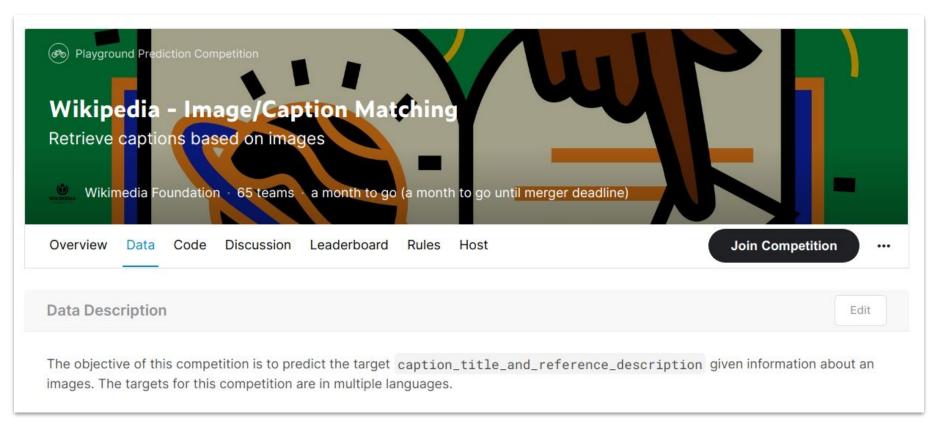
Engagement is high: average 9 edits/day

Precision is high but depends on source:



Coverage: 4% - 26% of unillustrated articles

Gathering our Scientific Communities around the problem of image/text matching



Equity in recommendations

lsaac



Equity in Recommendations

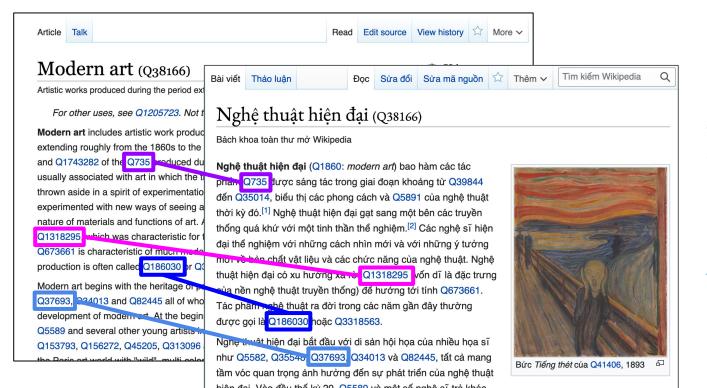
- Recommender systems facilitate a growing number of Wikimedia edits:
 - Suggested Edits (300K edits Commons; 825K edits Wikidata)
 - <u>Newcomer Tasks (190K edits across 70 Wikipedias)</u>
 - <u>Content Translation</u> (1M articles created across all Wikipedias)
- How do they align with knowledge equity goals?
 - What languages are these tools available in?
 - Read more: <u>https://w.wiki/4Hhg</u>
 - What types of content receives the greatest benefits? should be prioritized?
 - Read more: <u>https://w.wiki/\$4P</u>

Newcomer Tasks -- Russian Wikipedia -- Topic Filters

Flow of geographic "bias" induced by algorithmic filters (Baseline -> Impressions) and editor behavior (Impressions -> Clicks -> Edits)

Baseline Impressions Clicks Edits 54% of Russian Wikipedia Proportion of geographic Proportion of geographic Proportion of geographic impressions by country clicks by country impressions by country articles are geographic (5.7% of all impressions) (56.5% of all clicks) とかえんど いうそう バーボス ふたいがく しん Russia Ukraine France Germany United Kingdom Japan

What challenges do you face in expanding section alignment to more Wikipedia languages?



Images of English and Vietnamese article for Modern Art showing how content can be aligned across Wikipedia articles through mapping wikilinks to their respective Wikidata IDs. More information: https://arxiv.org/abs/2103.00 068

How might we prioritize links to be added to Wikipedia articles?

	Encyclopedia Q Search Wikip	pedia				lsaac (WMF))	L .
Main page	Article Talk				Read	Edit source	View history	More
Contents Current events								
Random article	Modern art (Q38	8166)					文 _人 50 langua	ages 🗸
About Wikipedia								
Contact us	Other Genders	0 links 0%	Female	68 links	11%	Male	569 links	89%
Donate			female	68 links	11%	male	569 links	89%
Switch to old look	Artistic works produced during the	e period extending roug	ghly from the 1860s	to the 1970s. Fror	n Wikipedi	a, the free ency	clopedia	Cs
Contribute								
Help	For other uses, see Moder	n art (disambiguation). Not to be contus	sed with contemp	porary art,	nor art moder	ne.	
Learn to edit	Modern art includes artistic we	ork produced during	the period extendir	ng roughly from t	he		Modern art	
Community portal	1860s to the 1970s, and denot	tes the styles and phi	losophies of the ar	rt produced durin	ng 💼		Modern art	
Recent changes	that era. ^[1] The term is usually	associated with art ir	which the traditio	ns of the past ha	ive		11 5 1 5 1 S 1	
Upload file	been thrown aside in a spirit of	f experimentation. ^[2] I	Modern artists exp	erimented with n	iew 🛛	100000	1. 3. 1. 1. 1.	- March
Tools	ways of seeing and with fresh	ideas about the natur	re of materials and	I functions of art.	A			
What links here	tendency away from the narrat	tive, which was chara	cteristic for the tra	ditional arts, tow	ard	At and	ASSA	Sall
Related changes	abstraction is characteristic of	much modern art. Mo	ore recent artistic p	production is ofte	n	11	STATE /	A TANK
Special pages	called contemporary art or pos	tmodern art.			100	al and to a set	AN A RUL	in the
Permanent link						1/m Ann	25 Martin	6 3 8
Page information	Modern art begins with the her	• •			-	-	JA SANGU	Share &
Cite this page	Paul Gauguin, Georges Seura				1			A Male
Wikidata item	for the development of modern	0 0		,	3	1 Conton 1	and the	6
Who Wrote That?	and several other young artists	s including the pre-cu	bists Georges Bra	que, André Dera	uin,	将,只有 一個	CONTRACTOR OF	dira
Edit interlanguage	Raoul Dufy, Jean Metzinger ar	nd Maurice de Vlamir	revolutionized t	the Paris art wor	ld 🚺	D. T. S. S.	Almos Con	
links	with "wild" multi-colored expre	essive landscanes ar	nd figure paintings	that the critics		SHALL DE ST	State of the second second	21177e. r

Snapshot of English Wikipedia Modern Art article with links highlighted based on gender of the person they are about. Links to articles about men are often more prominent than links to articles about women or non-binary individuals. More information: Youtube:WikiConference North America 2021

What special considerations do we make when considering the usage of recommendation or AI models for images?



Logo for VisibleWikiWomen, an annual campaign organized by Whose Knowledge? that focuses on adding images to articles about women. <u>CC-BY-SA 4.0. Whose Knowledge?</u>

Next steps ...

We need more and more research to Address Knowledge Gaps!

