Counting (on) views — Page views on Wikipedia

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FOSDEM, Brussels
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Wikipedia article traffic statistics

Michael J. Fox has been viewed 438,685 times in the last 90 days. This article ranked 1,582 in traffic on en.wikipedia.org.
## Per project counts

File Edit View History Bookmarks Tools Accessibility Help

Page Views for Wikipedia, M...

![Stats](https://stats.wikimedia.org/EN/TablesPageViewsMonthlyMobile.htm)

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C. Aistleitner

Counting (on) views — Page views on Wikipedia
Readership health indicators

4 Billion

Dec 12 — Dec 13  50.94%
Nov 13 — Dec 13  9.54%

Dec 2013

<table>
<thead>
<tr>
<th>Language</th>
<th>Page Views</th>
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<tbody>
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<td>Total</td>
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<tr>
<td>English Mobile</td>
<td>1.59B</td>
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<td>Japanese Mobile</td>
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<td>German Mobile</td>
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<td>Spanish Mobile</td>
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<td>French Mobile</td>
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<td>Russian Mobile</td>
<td>186.55M</td>
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<td>Italian Mobile</td>
<td>143.51M</td>
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</table>

Page Views to Mobile Site
Definition (Page view)

*Page view* is the number of times a page was viewed.

[WAA, page 7]
By definition: Yes.
By community: Yes.
Count edit pages?

By definition: Yes.

By community: Yes, no.
Count preview pages when editing?

By definition: Yes.

By community: Yes, no, do not know.
Count redirect pages?

By definition: Yes.

By community: Yes (for dot-less), yes (for dotted), yes (for both).
Definition (Page view)

*Page view* is the number of times a page was viewed.

[WAA, page 7]

Definition (Page)

A *page* is an analyst definable unit of content.

[WAA, page 6]
Page views focus on site’s total displayed ads\^Wpages.
Page views do not care about content of those pages.

People care about specific article *readership*.
People care about *activity* on specific articles.
People care less about wiki as a whole.

→ Classical page views are too unstructured.
→ Tie “page views” to articles/activities.
→ Interests too diverse to handle all of them individually.
Use-case: Article view

Article view

Some person looked at an article for its encyclopedic content.

- Tied to article in content namespace
- Not tied to URL
- Includes api requests for raw content
- Does not count edits
- Does not count previews
- Does not count history
- Does not count talk pages
Use-case: Article activity

Some person interacted with an article.

- Tied to article in content namespace
- Not tied to URL
- Counts edits
- Counts previews
- Counts history viewing
- Spans across namespaces (e.g.: considers Talk namespace)
- Breakdowns for actions, namespaces
- Sometimes with additional tags
  - >50% of action=edit have redlink=1
Use-case: Classical page view

Classical page view

Counting served content that is intended to get viewed.

- Not tied to article
- Counts diffs between pages
- Not tied to content namespace
- Counts special pages that are proper pages on their own
  - Counts Special:Search
  - Counts Special:Export
  - Does not count CentralAutoLogin
  - Does not count RandomBanner
Page views too unspecific for wikis

We’re working towards making “page views” relevant for WMF wikis again

Interest in:
- per article readership
- per article activity with breakdowns
- overview over wiki

We are seeking feedback on use-cases
→ christian@quelltextlich.at
References

- **RC**
  Wikimedia Foundation, Reportcard
  http://reportcard.wmflabs.org/
  (last seen on 2014-01-30). CC0.

- **SGS**
  User:Henrik on Wikipedia, stats.grok.se
  http://stats.grok.se/en/latest90/Michael_J._Fox
  (last seen on 2014-01-30).

- **WAA**
  http://www.digitalanalyticsassociation.org/Files/PDF_standards/WebAnalyticsDefinitionsVol1.pdf
  (last seen on 2014-01-30). CC BY-NC-ND 3.0 US.

- **WP1**
  Wikipedia, The Free Encyclopedia,
  http://en.wikipedia.org/wiki/Michael_J._Fox
  (last seen on 2014-01-30). Revision 593001308. CC BY-SA 3.0 US.
References (II)

- **WP2**

- **WP3**

- **WP4**

- **WS**

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