Content Understanding and Contributions

Possibilities for the future

Presenter's Name: Geoff Benson

User Name: xaroth8088

Job Title: Sr. Engineering Manager (and wearer of many hats)

Start Date @ Wikia: since January, 2015

FANDOMS:

The Future… (sort of)

Introductions

Wanda

Wanda is in love with shojo manga, Star Wars, and monster trucks.

Wanda wants to read about everything she loves, but doesn't want to keep up to date with 12 different sites to do it.

This is hard.

What if Wikia could tie together its diverse wikis, discussions, and articles?

Johnny

Johnny plays a collectible card game, and recently discovered the wikia for his favorite one.

Johnny wants to build the very best Cyber-Dragon deck he can.

This is hard.

What if there was an easy way to play with and explore all the data on Wikia?

Susan

Susan is an avid strategy gamer.

Susan wants to browse all the different weapons, armors, and gear in her favorite game.

This is hard.

What if the system made it natural to organize and explore communities?

Frank

Frank is a TV show superfan who just inherited a large, rich community.

Frank wants to update the styling to match the current season's changes, and to keep the site tidy and consistent.

This is hard.

What if running a community didn't require learning MediaWiki syntax, CSS, and programming bots?

Rebecca

Rebecca is always on the go. She doesn't even *own* a desktop computer.

While sitting on the train each morning, Rebecca wants to catch up on everything about her favorite TV shows.

This is hard.

What if every wikia could adapt itself to every device, without any extra effort by its contributors or admins?

Summary

WANDA	JOHNNY	SUSAN	FRANK	REBECCA
Aggregate	Calculate	Explore	Administrate	View

WIKIA TO THE RESCUE!

Entities

Think: "Nouns"

Star Wars

Rey

The Force Awakens

BB-8

Entity Relationships

Think: "Links"

Content - Entity Relationships

Think: "Webpages about a thing"

User - Entity Relationships

Think: "Interests"

Related Content

Wanda can see a customized, timely, unified content feed across all of her diverse interests.

Susan can now easily find similar weapons or armors to what she's already viewing. With some care, site menus and breadcrumbs can be automatically generated!

wikia 2016
COMMUNITY
CONNECT

Entity Metadata

Think: "Infobox data"

Force Sensitive?	Yes	Boolean
Gender?	Female	Enum
Homeworld?	Jakku	Entity
Species?	Human	Entity
Height	1.7m	Distance
Hair color	Brown	Color
Eye color	Hazel	Color
Affiliation(s)	Resistance	Entity
…	…	...
…	…	
...		

Rey

Frank's life is simpler now. When users *enter* data, most of the common errors are prevented - no bots, templates, or programming required.

Johnny can now easily mix and match his cards using queries and tables, finding the perfect Dragon combo.

Separation of Concerns

Think: "Do one thing at a time, and do it well"

```
{|class="toccolours" style="margin:auto; width:100%; padding:1px;
border:2px solid
#{{color-dark|{{{border|{{{type2|{{{type|???}}}}}}}}}}};
background-color:#{{color-light|{{{border|{{{type2|{{{type|???}}}}}}}}}}
}}}; color:#000; text-align:center; {{roundy|15px}}" cellspacing="1"
|-
|style="width:33%;" |
{|class="toccolours" style="width:100%; height:310px; border:1px solid
#{{color-dark|{{{backcolor|{{{type|???}}}}}}}};
background-color:#{{color-normal|{{{backcolor|{{{type|???}}}}}}}};
font-size:8pt; {{roundy|15px}}" cellspacing="1" cellpadding="0"
|-
!colspan="4" style="width:100%; border:1px solid
#{{color-dark|{{{backcolor|{{{type|???}}}}}}}};
background-color:#{{color-light|{{{backcolor|{{{type|???}}}}}}}};
{{roundytop|15px}}" |[[Types|<span style="color:#000;">Type(s)</span>]]
```

Separation of Concerns

Think: "Do one thing at a time, and do it well"

Data
APIs

Styling
Theme builder

Layout
Smart Editor

Functionality
Widgets

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Responsive Experiences

Think: "Works well on both Desktop and Mobile - without extra effort"

Frank's life is a *lot* simpler now. He - and his contributors! - have the right tools for anything they want to do. Change some colors? Rearrange the standard site layout? Add new functionality that'll work everywhere? It's all easy!

Rebecca can now view the pages quickly and easily on her phone, with an experience tailored to mobile devices - and all without special attention by the editors or admins!

The Road Ahead...

At Community Connect
Content Discovery on Wikia
Today @ 3:30

After Community Connect
Reach out to Geoff (xaroth8088) on
Community Central

Try the **Contribution Prototype** at
http://data.wikia-test.com

Credit where due

"Depiction of a futuristic city"
   https://en.wikipedia.org/wiki/Science_fiction#/media/File:Depiction_of_a_futuristic_city.jpg

Character portraits courtesy of gen8's Chibi Maker 1.1
   http://gen8.deviantart.com/art/Chibi-Maker-1-1-346025144

"The Bouncer" Comic Book
   https://en.wikipedia.org/wiki/Bouncer_(Fox_Feature_Syndicate)#/media/File:BouncerFoxFeature.jpg

"Minecraft - the longest road ever built - MUST SEE !!! - the movie" screenshot
   https://www.youtube.com/watch?v=f2YcyPZNlwY

Swiping meme
   http://www.memes.com/img/584503