Three Insights from the Most viewed French Wikipedia Articles (from search)

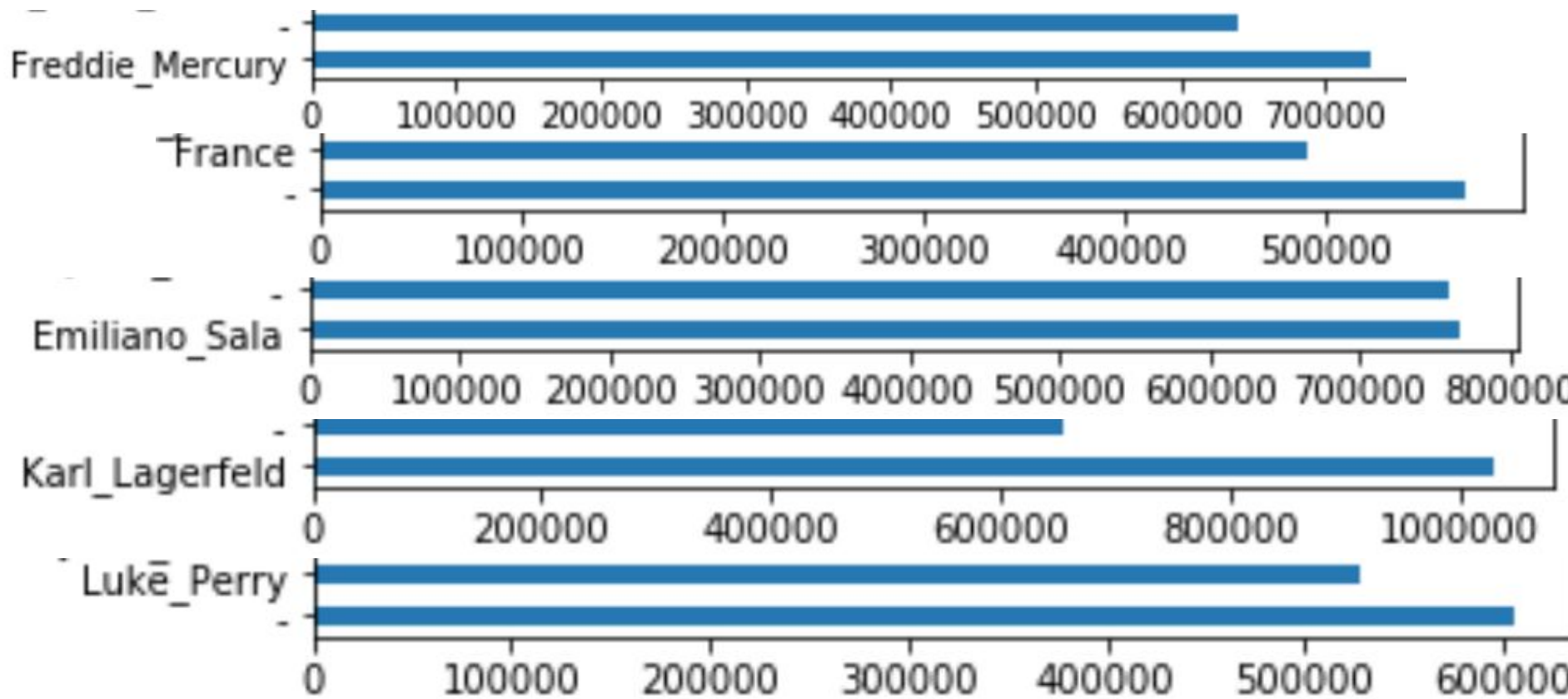## NOV 2018 - MARCH 2019

Mithi Sevilla April 23, 2019
START

VERY IMPORTANT DISCLAIMERS

- Insights are based only on the top most viewed French Wikipedia articles (from a search engine) from Nov 2018 - March 2019
- The sample set is too small! They can easily be debunked if more datasets are included.
- It would be nice to include data set from the last couple of years, and from different languages to reinforce or debunk the trends that has been observed.

Preliminary Data Inspection

Month / Year	Rows	Total Views
Nov 2018	3.65 M	692 M
Dec 2018	3.60 M	554 M
Jan 2019	3.84 M	608 M
Feb 2019	4.50 M	519 M
Mar 2019	4.84 M	584 M

Empty-Links are ALWAYS on TOP

We'll focus only on the TOP MOST SEARCHED articles to see what's trending

(Filtered those whose previous link came from a search engine, NOT from other wikipedia pages, non-external links, if url-typed directly, unknown sources etc)
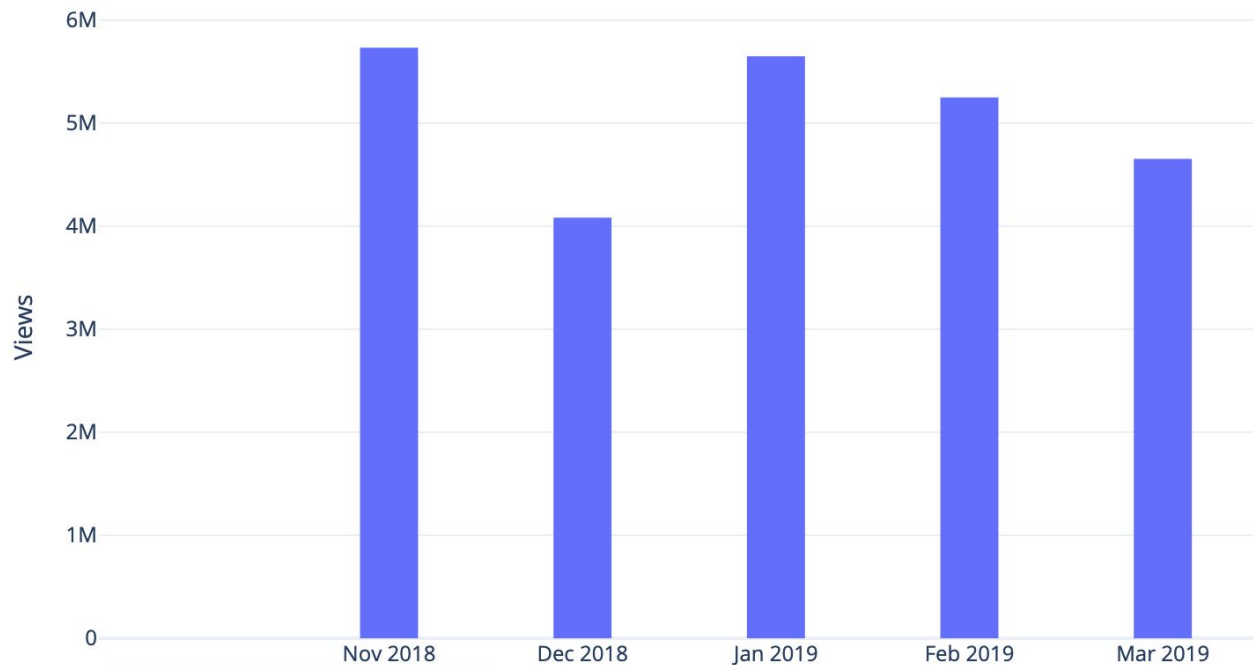
We'll Focus Only on the Top 20! (searched)

	A ▼	B ▼	C ▼	D ▼	E ▼	F ▼	G ▼	H ▼	I
1 ▼	Nov 2018	5728500	592140546						
2 ▼	Dec 2018	4081504	553715340						
3 ▼	Jan 2019	5644905	607900426						
4 ▼	Feb 2019	5245560	519465272						
5 ▼	Mar 2019	4650638	583624473						

Top 20 Articles View Count vs Total View Counts (Including empty links)

Legend:
- Total Views of Top 20 Articles from search
- Total Views from all articles per month

X-axis: Month Year (Nov 2018, Dec 2018, Jan 2019, Feb 2019, Mar 2019)
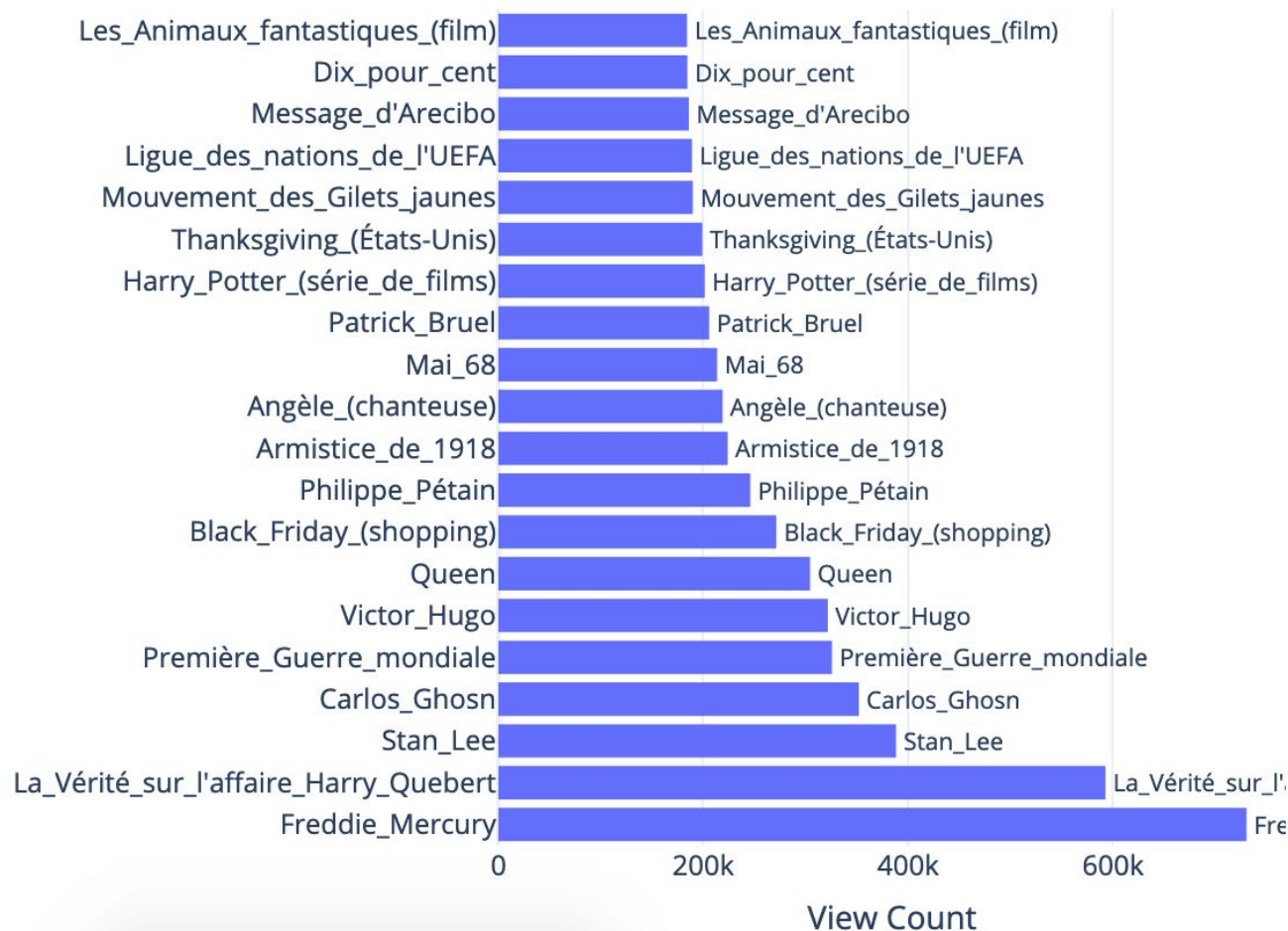Y-axis: Views (0, 200M, 400M, 600M)

Combined views of top 20 articles / month

Top 20 Total Views Per Month

NOV 18

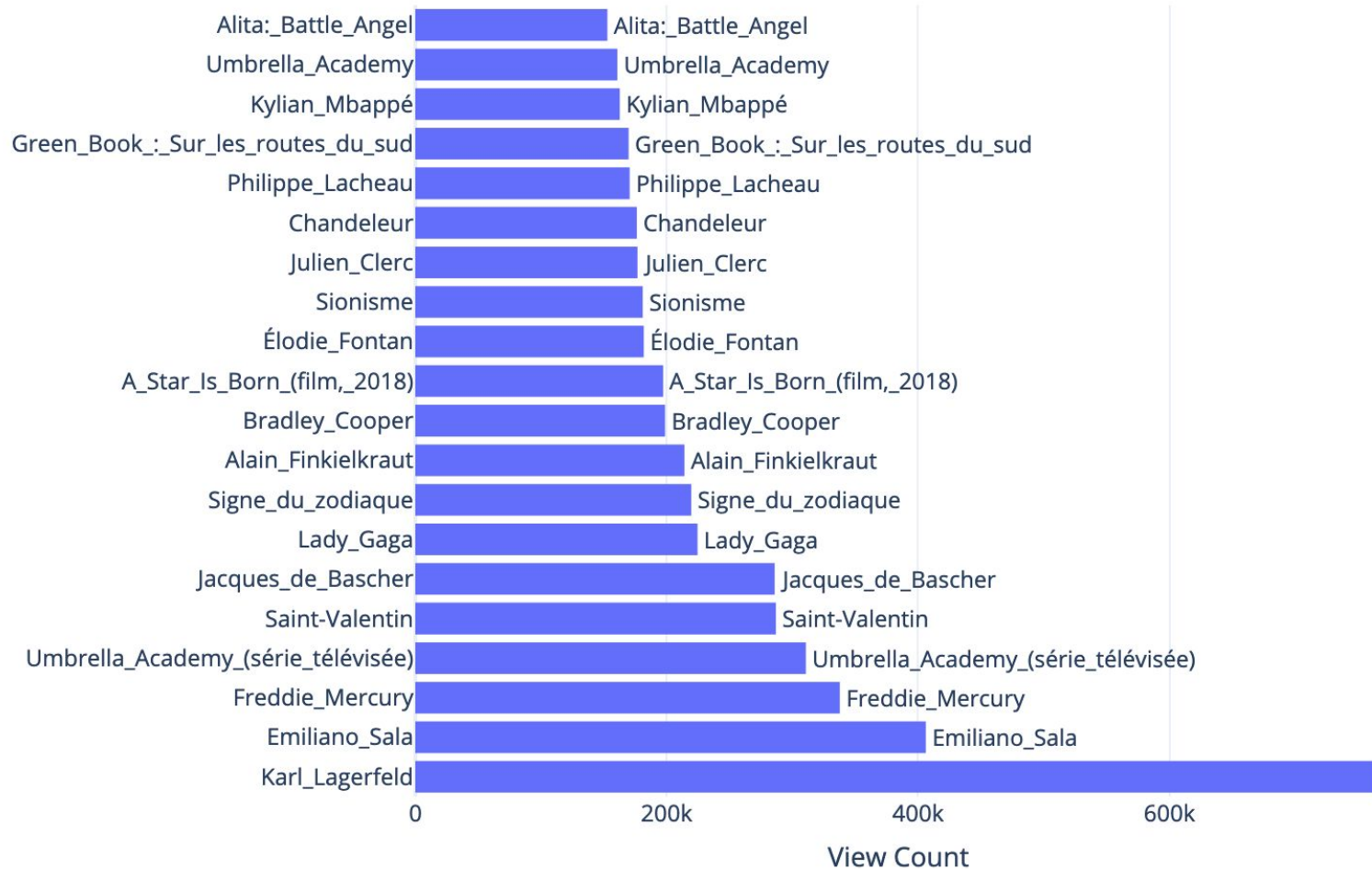View Count

DEC18

Topic	View Count
Ballon_d'or	
Bird_Box_(film)	
Impôt_de_solidarité_sur_la_fortune	
Père_Noël	
Saint-Nicolas_(fête)	
Jason_Momoa	
Jenifer	
Miss_France_2019	
Bigflo_et_Oli	
Christophe_Castaner	
Maria_Pacôme	
Alexandre_Benalla	
Affaire_Dupont_de_Ligonnès	
Noël	
Miss_France	
Mai_68	
Emmanuel_Macron	
La_Vérité_sur_l'affaire_Harry_Quebert	
Freddie_Mercury	
Mouvement_des_Gilets_jaunes	

View Count (horizontal axis: 0, 200k, 400k, 600k)

JAN 2019

View Count

FEB 2019

	View Count
Alita:_Battle_Angel	
Umbrella_Academy	
Kylian_Mbappé	
Green_Book_:_Sur_les_routes_du_sud	
Philippe_Lacheau	
Chandeleur	
Julien_Clerc	
Sionisme	
Élodie_Fontan	
A_Star_Is_Born_(film,_2018)	
Bradley_Cooper	
Alain_Finkielkraut	
Signe_du_zodiaque	
Lady_Gaga	
Jacques_de_Bascher	
Saint-Valentin	
Umbrella_Academy_(série_télévisée)	
Freddie_Mercury	
Emiliano_Sala	
Karl_Lagerfeld	

March 2019

	View Count
Nouvelle-Zélande	
Captain_Marvel_(film)	
Christophe_Castaner	
Lady_Gaga	
Boeing_737_MAX	
Umbrella_Academy_(série_télévisée)	
Jenifer	
Lionel_Messi	
Raphaël_Glucksmann	
Les_Bracelets_rouges_(série_télévisée_française)	
Kylian_Mbappé	
Franck_Gastambide	
Cristiano_Ronaldo	
Abdelaziz_Bouteflika	
Signe_du_zodiaque	
PNL_(groupe)	
Agnès_Varda	
Moldavie	
Freddie_Mercury	
Luke_Perry	

December has the least views
(about 30% less than November)

Top 20 Total Views Per Month
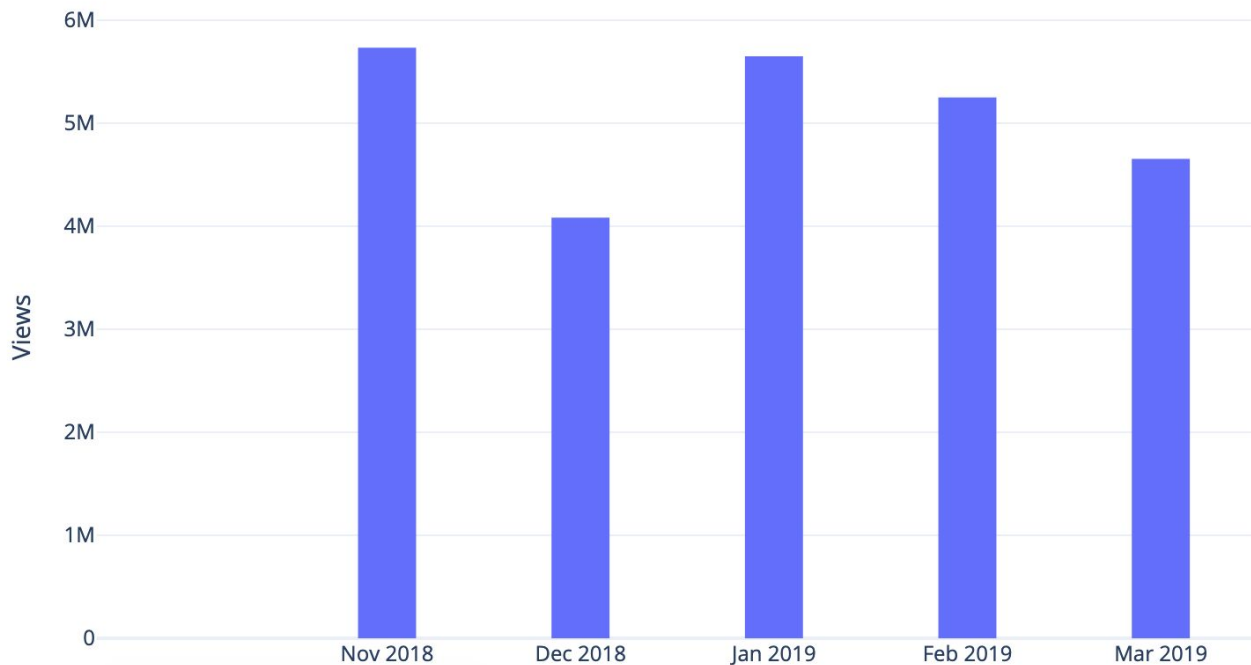
December has the least views
(about 30% less than November)

Because why would anyone want to spend his/her holidays on Wikipedia?
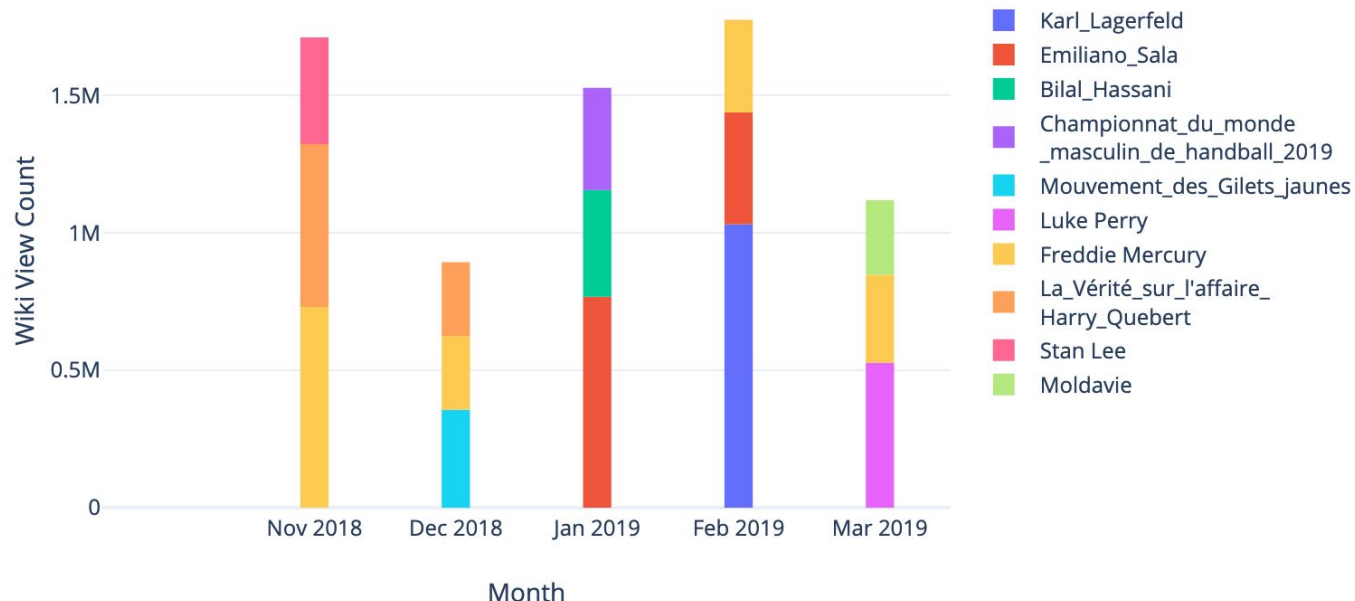
(Will be even more relevant later)

TOP 3 Most Viewed Article per Month

Top 3 Most Searched Articles per Month
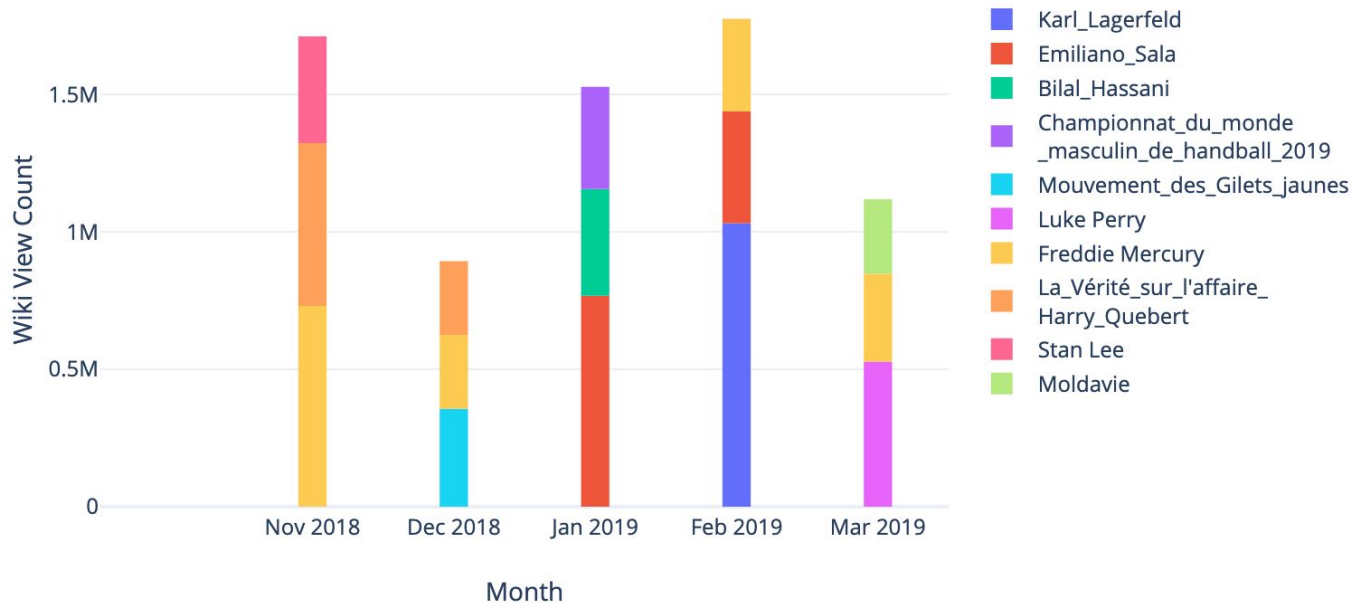
OBSERVATION 1: The total views of the top 3 vary month per month.
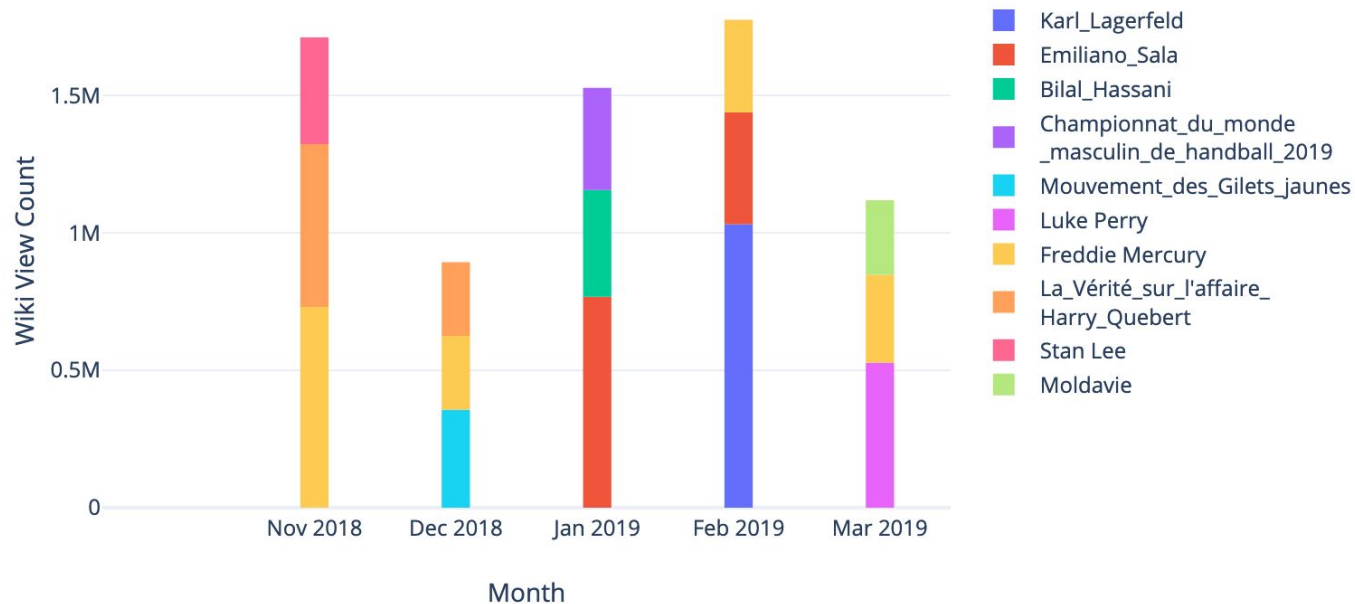
Top 3 Most Searched Articles per Month

Legend:
- Karl_Lagerfeld
- Emiliano_Sala
- Bilal_Hassani
- Championnat_du_monde_masculin_de_handball_2019
- Mouvement_des_Gilets_jaunes
- Luke Perry
- Freddie Mercury
- La_Vérité_sur_l'affaire_Harry_Quebert
- Stan Lee
- Moldavie

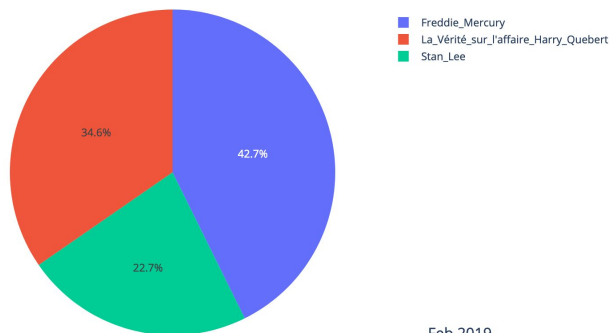(Dec about 0.8M, Feb about 1.7M, around 2x as much!)

OBSERVATION 2: The "piece of the pie" of each article also varies month per month
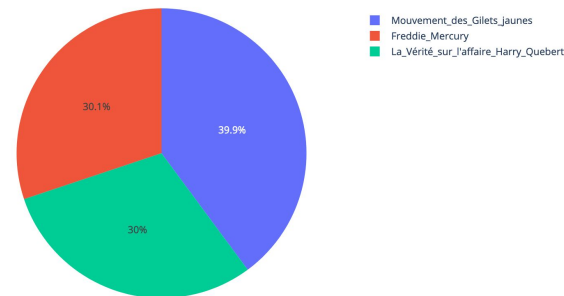
Top 3 Most Searched Articles per Month

OBSERVATION 2: The "piece of the pie" of each article also varies month per month
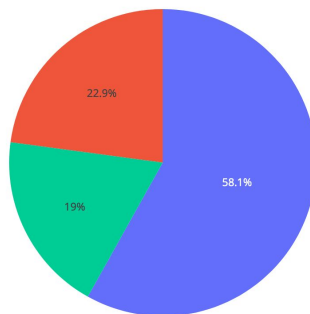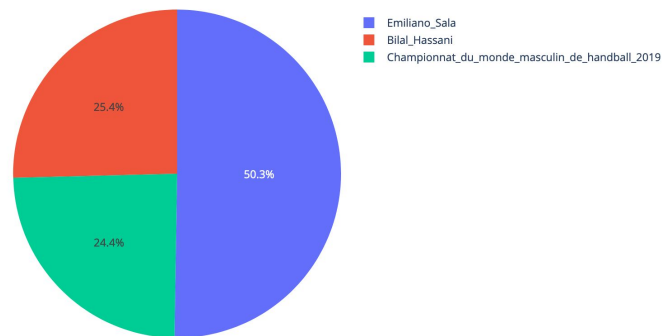
Nov 2018

- Freddie_Mercury
- La_Vérité_sur_l'affaire_Harry_Quebert
- Stan_Lee

34.6%
42.7%
22.7%

Dec 2018

- Mouvement_des_Gilets_jaunes
- Freddie_Mercury
- La_Vérité_sur_l'affaire_Harry_Quebert

30.1%
39.9%
30%

Jan 2019

Feb 2019

- Emiliano_Sala
- Bilal_Hassani
- Championnat_du_monde_masculin_de_handball_2019

25.4%
50.3%
24.4%

- Karl_Lagerfeld
- Emiliano_Sala
- Freddie_Mercury

22.9%
58.1%
19%

- Luke_Perry
- Freddie_Mercury
- Moldavie

28.6%
47.1%
24.3%

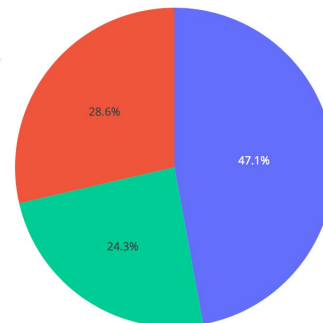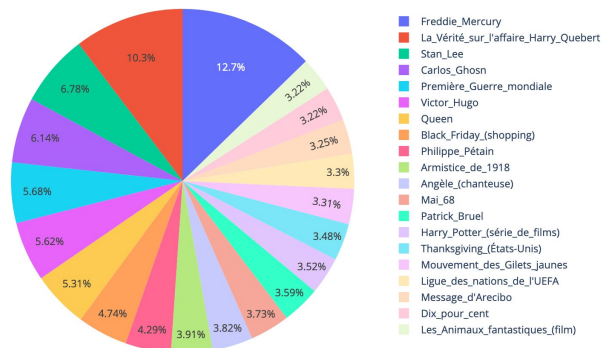# OBSERVATION 2: The "piece of the pie" of each article also varies month per month
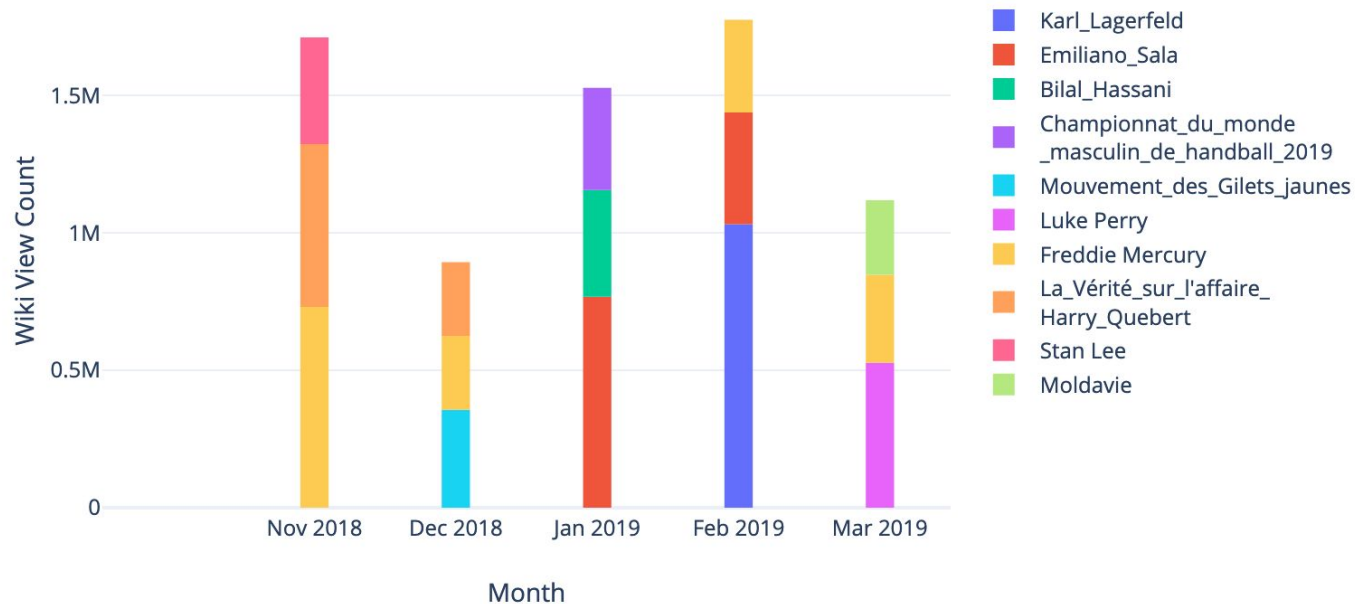

Nov 2018

- Freddie_Mercury
- La_Vérité_sur_l'affaire_Harry_Quebert
- Stan_Lee
- Carlos_Ghosn
- Première_Guerre_mondiale
- Victor_Hugo
- Queen
- Black_Friday_(shopping)
- Philippe_Pétain
- Armistice_de_1918
- Angèle_(chanteuse)
- Mai_68
- Patrick_Bruel
- Harry_Potter_(série_de_films)
- Thanksgiving_(États-Unis)
- Mouvement_des_Gilets_jaunes
- Ligue_des_nations_de_l'UEFA
- Message_d'Arecibo
- Dix_pour_cent
- Les_Animaux_fantastiques_(film)

Dec 2018

- Mouvement_des_Gilets_jaunes
- Freddie_Mercury
- La_Vérité_sur_l'affaire_Harry_Quebert
- Emmanuel_Macron
- Mai_68
- Miss_France
- Noël
- Affaire_Dupont_de_Ligonnès
- Alexandre_Benalla
- Maria_Pacôme
- Christophe_Castaner
- Bigflo_et_Oli
- Miss_France_2019
- Jenifer
- Jason_Momoa
- Saint-Nicolas_(fête)
- Père_Noël
- Impôt_de_solidarité_sur_la_fortune
- Bird_Box_(film)
- Ballon_d'or

Jan 2019

- Emiliano_Sala
- Bilal_Hassani
- Championnat_du_monde_masculin_de_handball_2019
- Christophe_Dettinger
- Che_Guevara
- Michel_Legrand
- Freddie_Mercury
- You_(série_télévisée)
- Sex_Education
- Marlène_Schiappa
- Signe_du_zodiaque
- Chantal_Jouanno
- Titans_(série_télévisée,_2018)
- Glass_(film)
- Carlos_Ghosn
- Galette_des_rois
- Alexandre_Benalla
- A_Star_Is_Born_(film,_2018)
- Francesca_Antoniotti
- Lady_Gaga

- Karl_Lagerfeld
- Emiliano_Sala
- Freddie_Mercury
- Umbrella_Academy_(série_télévi:
- Saint-Valentin
- Jacques_de_Bascher
- Lady_Gaga
- Signe_du_zodiaque
- Alain_Finkielkraut
- Bradley_Cooper
- A_Star_Is_Born_(film,_2018)
- Élodie_Fontan
- Sionisme
- Julien_Clerc
- Chandeleur
- Philippe_Lacheau
- Green_Book_:_Sur_les_routes_du
- Kylian_Mbappé
- Umbrella_Academy
- Alita:_Battle_Angel

Mar 2019

- Luke_Perry
- Freddie_Mercury
- Moldavie
- Agnès_Varda
- PNL_(groupe)
- Signe_du_zodiaque
- Abdelaziz_Bouteflika
- Cristiano_Ronaldo
- Franck_Gastambide
- Kylian_Mbappé
- Les_Bracelets_rouges_(série_télévisée_française)
- Raphaël_Glucksmann
- Lionel_Messi
- Jenifer
- Umbrella_Academy_(série_télévisée)
- Boeing_737_MAX
- Lady_Gaga
- Christophe_Castaner
- Captain_Marvel_(film)
- Nouvelle-Zélande

Who is **Karl Lagerfeld ??!?**
MORE THAN **ONE MILLION** VIEWS

Top 3 Most Searched Articles per Month

Legend:
- Karl_Lagerfeld
- Emiliano_Sala
- Bilal_Hassani
- Championnat_du_monde_masculin_de_handball_2019
- Mouvement_des_Gilets_jaunes
- Luke Perry
- Freddie Mercury
- La_Vérité_sur_l'affaire_Harry_Quebert
- Stan Lee
- Moldavie

Y-axis: Wiki View Count (0, 0.5M, 1M, 1.5M)
X-axis: Month (Nov 2018, Dec 2018, Jan 2019, Feb 2019, Mar 2019)

Who is **Karl Lagerfeld ??!?**
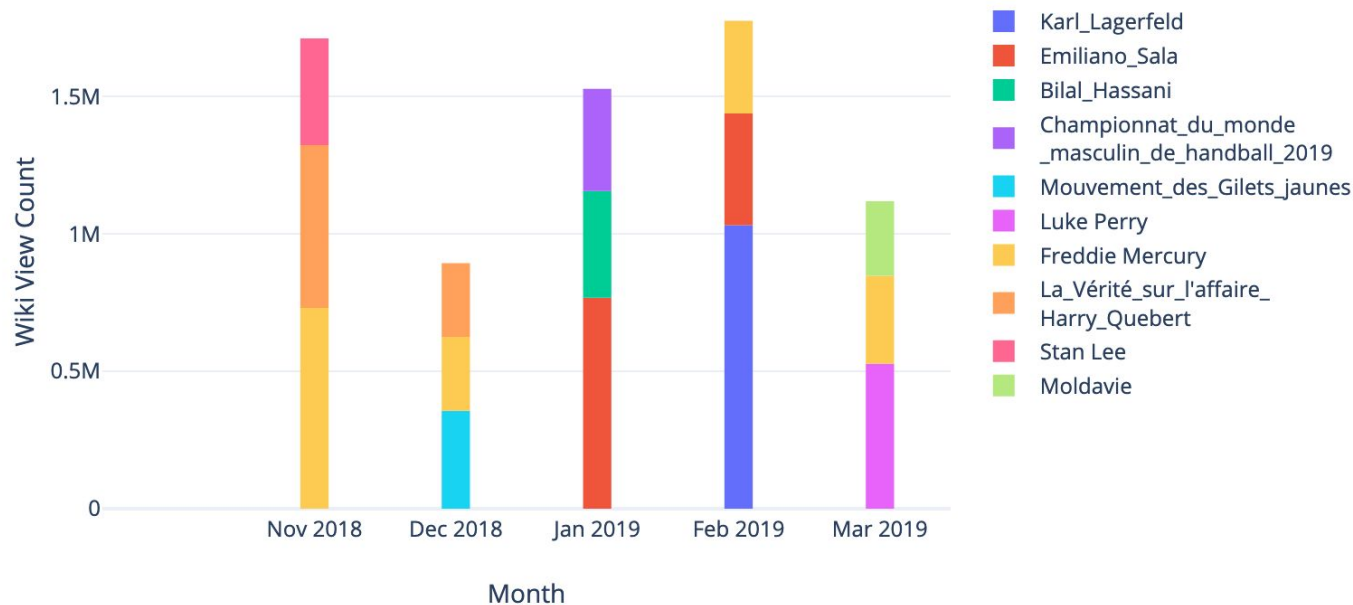
His page views in Feb is **more than the combined page views of the top 3 articles** in December.

Top 3 Most Searched Articles per Month

Legend:
- Karl_Lagerfeld
- Emiliano_Sala
- Bilal_Hassani
- Championnat_du_monde_masculin_de_handball_2019
- Mouvement_des_Gilets_jaunes
- Luke Perry
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- Stan Lee
- Moldavie

Y-axis: Wiki View Count (0, 0.5M, 1M, 1.5M)
X-axis: Month (Nov 2018, Dec 2018, Jan 2019, Feb 2019, Mar 2019)

Top 3 Most Searched Articles per Month

Karl_Lagerfeld
Emiliano_Sala
Bilal_Hassani
Championnat_du_monde
_masculin_de_handball_2019
Mouvement_des_Gilets_jaunes
Luke Perry
Freddie Mercury
La_Vérité_sur_l'affaire_
Harry_Quebert
Stan Lee
Moldavie

He died on **FEB 19, 2019**
In French Wiki,
in the month he died,
his page views are almost **3x** the page views of
Stan Lee when Stan Lee died this November.

(R.I.P 😞)

Yellow vests movement
Gilets jaunes protests

Part of protests against Emmanuel Macron

A *Gilets jaunes* protest in Belfort, France on 23 February 2019

Date	17 November 2018 – present (5 months and 5 days)
Location	🇫🇷 France **Other countries:** [show]
Caused by	• Austerity measures[25] • 2017 wealth tax repeal[26] • Fuel tax increases[27] • Traffic enforcement cameras[28] • Globalization[29] • Classism[30] • Capitalism[31] • Neoliberalism[32]
Goals	• Improved standard of living[33] • Rise in minimum wage[34]

- End to austerity measures[33]
- Government transparency and accountability[33]
- Improved government services for rural areas[33]

Top 3 Most Searched Articles per Month

Karl_Lagerfeld
Emiliano_Sala
Bilal_Hassani
Championnat_du_monde_masculin_de_handball_2019
Mouvement_des_Gilets_jaunes
Luke Perry
Freddie Mercury
La_Vérité_sur_l'affaire_Harry_Quebert
Stan Lee
Moldavie

View Count
Month
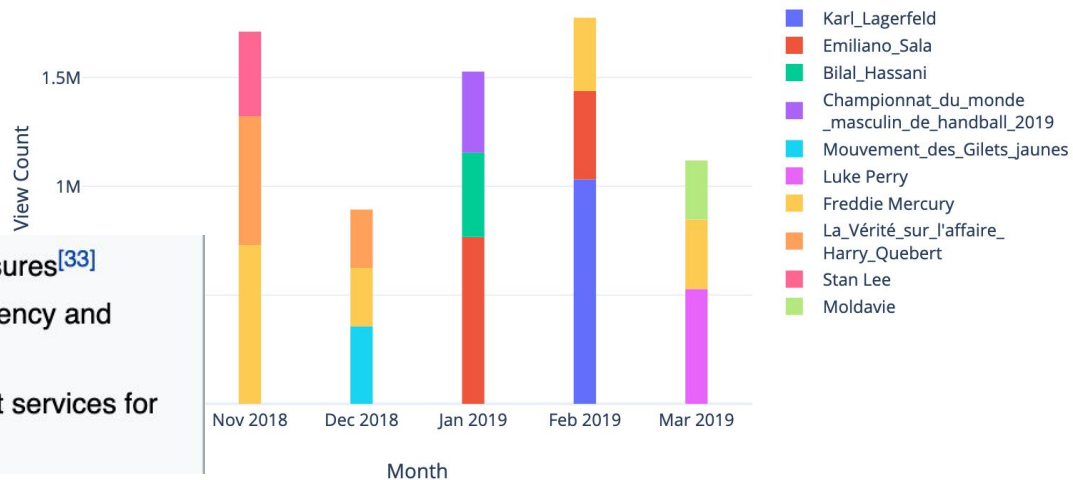
He died on **FEB 19, 2019**
His page views are almost **3x** the page views
of the most viewed article on December
Mouvement des Gilets jaunes
THE YELLOW VEST MOVEMENT

OBSERVATION 1: The total views of top 3 vary month per month.
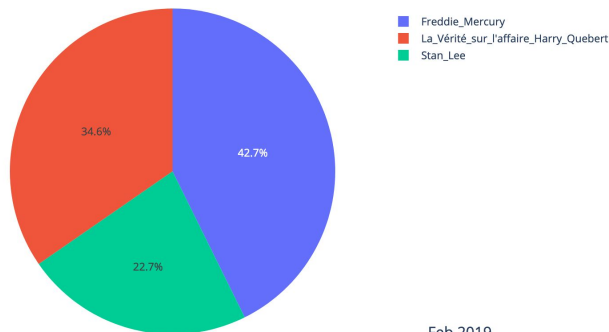
Top 3 Most Searched Articles per Month
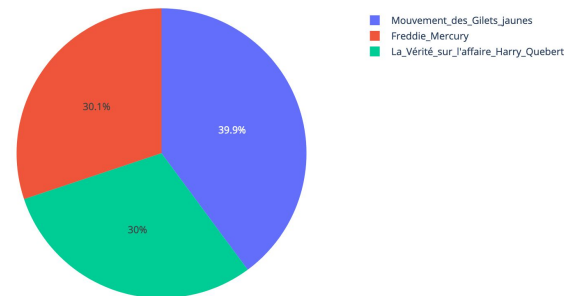

(Dec about 0.8M, Feb about 1.7M, around 2x as much!)

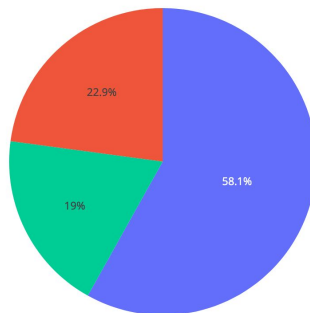# OBSERVATION 2: The "piece of the pie" of each article also varies month per month

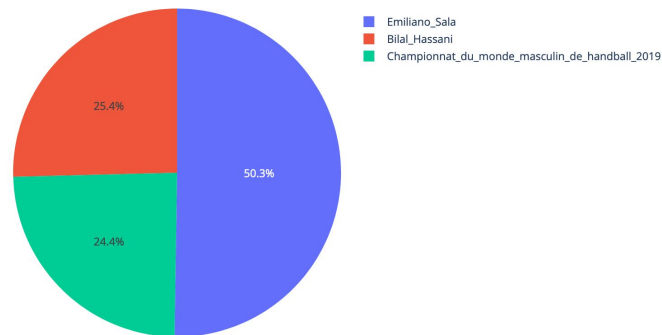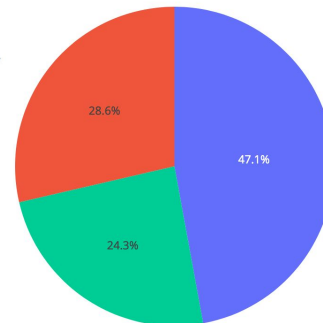Nov 2018

- Freddie_Mercury
- La_Vérité_sur_l'affaire_Harry_Quebert
- Stan_Lee

42.7%
34.6%
22.7%

Dec 2018

- Mouvement_des_Gilets_jaunes
- Freddie_Mercury
- La_Vérité_sur_l'affaire_Harry_Quebert

39.9%
30.1%
30%

Feb 2019

Jan 2019

- Emiliano_Sala
- Bilal_Hassani
- Championnat_du_monde_masculin_de_handball_2019

50.3%
25.4%
24.4%

- Karl_Lagerfeld
- Emiliano_Sala
- Freddie_Mercury

58.1%
22.9%
19%

- Luke_Perry
- Freddie_Mercury
- Moldavie

47.1%
28.6%
24.3%

INSIGHT # 1
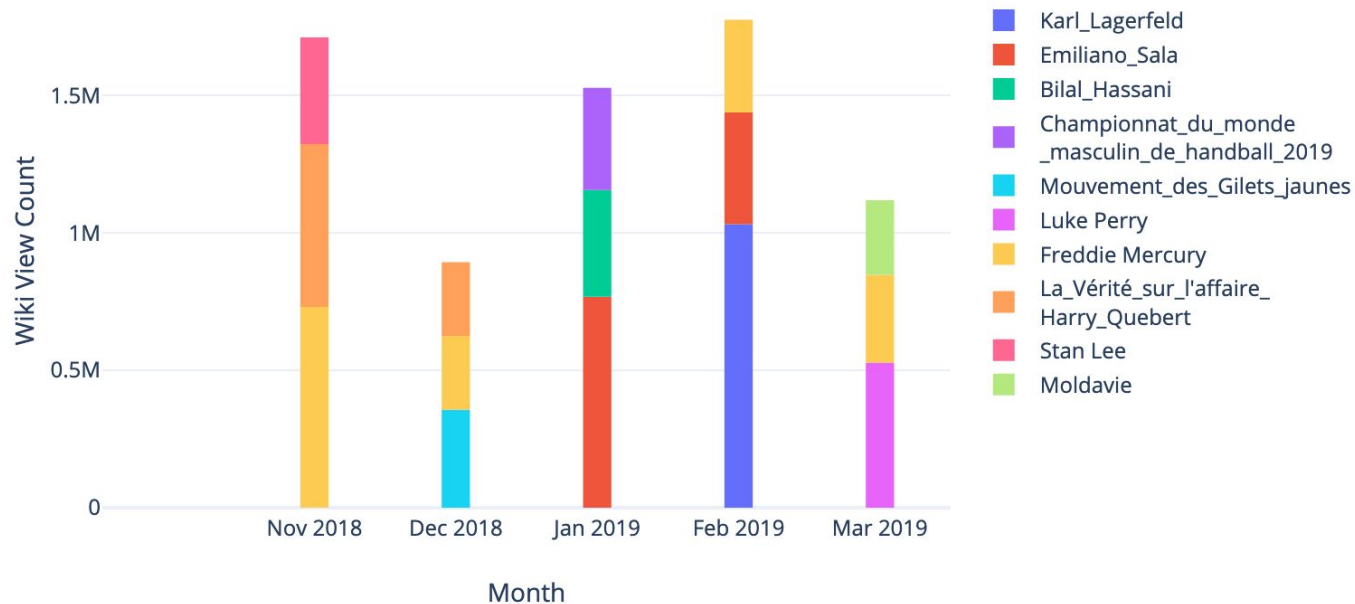
NOT ALL "TOP ONES" ARE EQUAL

(Some are more equal than others 😉)

- The number of views of the **X** top articles is unpredictable
- The degree of people's interest on "trending topics" per month are different each month
- Just because you're **"No. One!"** in December doesn't mean you're **"in the same league"** as *the* No. One in February.
- Magnitude matters more than rank!

TOP 3 Most Viewed Article per Month

Top 3 Most Searched Articles per Month

Legend:
- Karl_Lagerfeld
- Emiliano_Sala
- Bilal_Hassani
- Championnat_du_monde_masculin_de_handball_2019
- Mouvement_des_Gilets_jaunes
- Luke Perry
- Freddie Mercury
- La_Vérité_sur_l'affaire_Harry_Quebert
- Stan Lee
- Moldavie

Y-axis: Wiki View Count (0, 0.5M, 1M, 1.5M)
X-axis: Month (Nov 2018, Dec 2018, Jan 2019, Feb 2019, Mar 2019)

	Top 1 **4 of 5 are people**	Top 2 **4 of 5 are people**	Top 3 **2 of 5 are people**
Nov 2018	**Freddie_Mercury**	La_Vérité_sur_l'affaire_ Harry_Quebert	**Stan_Lee**
Dec 2018	Mouvement_des_Gilets _jaunes	**Freddie_Mercury**	La_Vérité_sur_l'affaire_ Harry_Quebert
Jan 2019	**Emiliano_Sala**	**Bilal_Hassani**	Championnat_du_mon de_masculin_de_hand ball_2019
Feb 2019	**Karl_Lagerfeld**	**Emiliano_Sala**	**Freddie_Mercury**
Mar 2019	**Luke_Perry**	**Freddie_Mercury**	Moldavie

Do people like to read about people?

Out of the 15 entries (Top 3 of each month, 5 months)

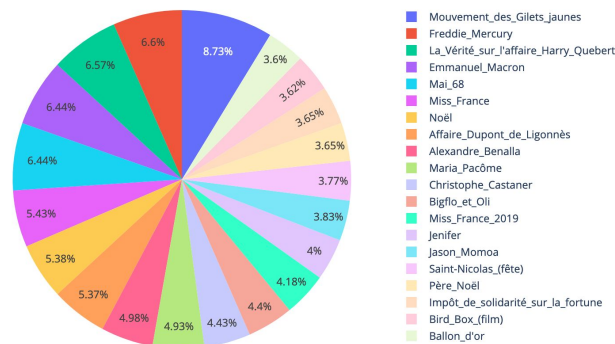- 11 are people. **(73 %)**

Out of the 15 entries, 9 are unique.

- Out of these 9 articles, 6 are people. **(66%)**

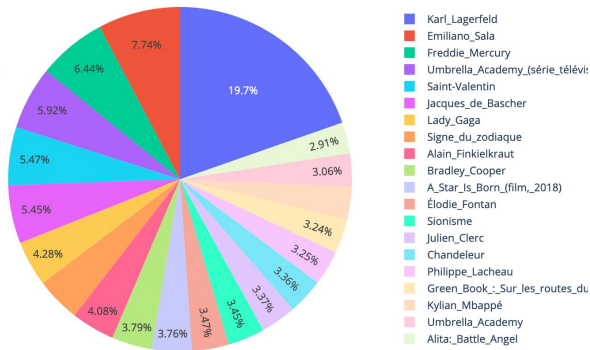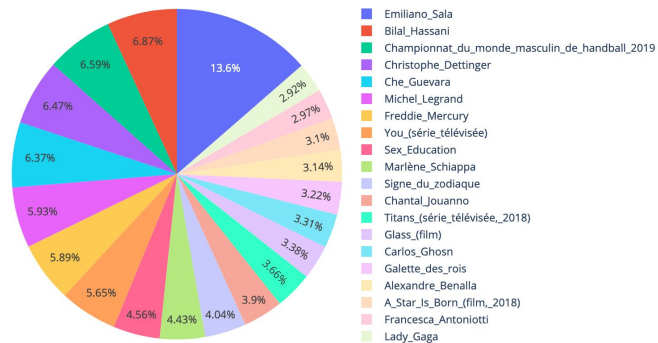# OBSERVATION: A large piece of the pie each month are consistently "People Articles"
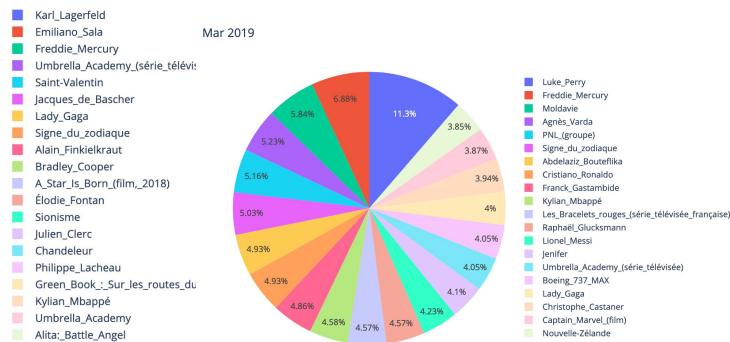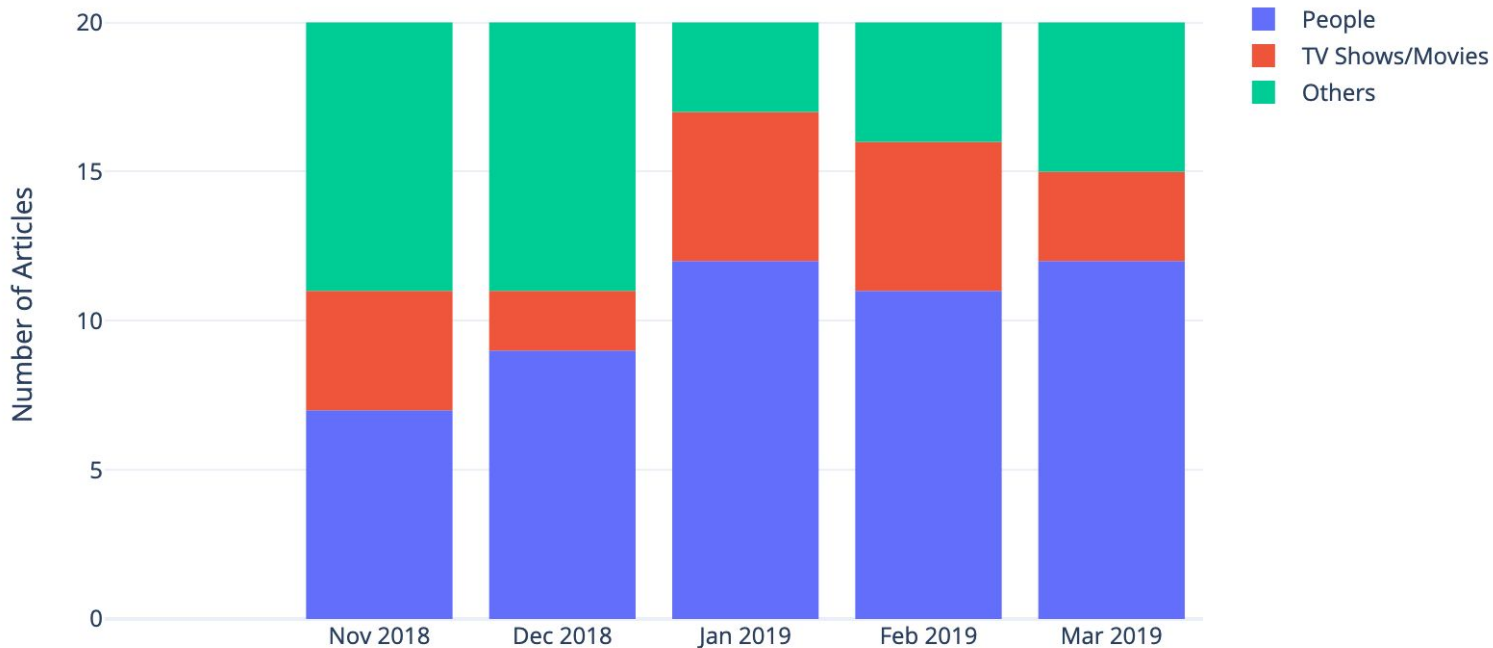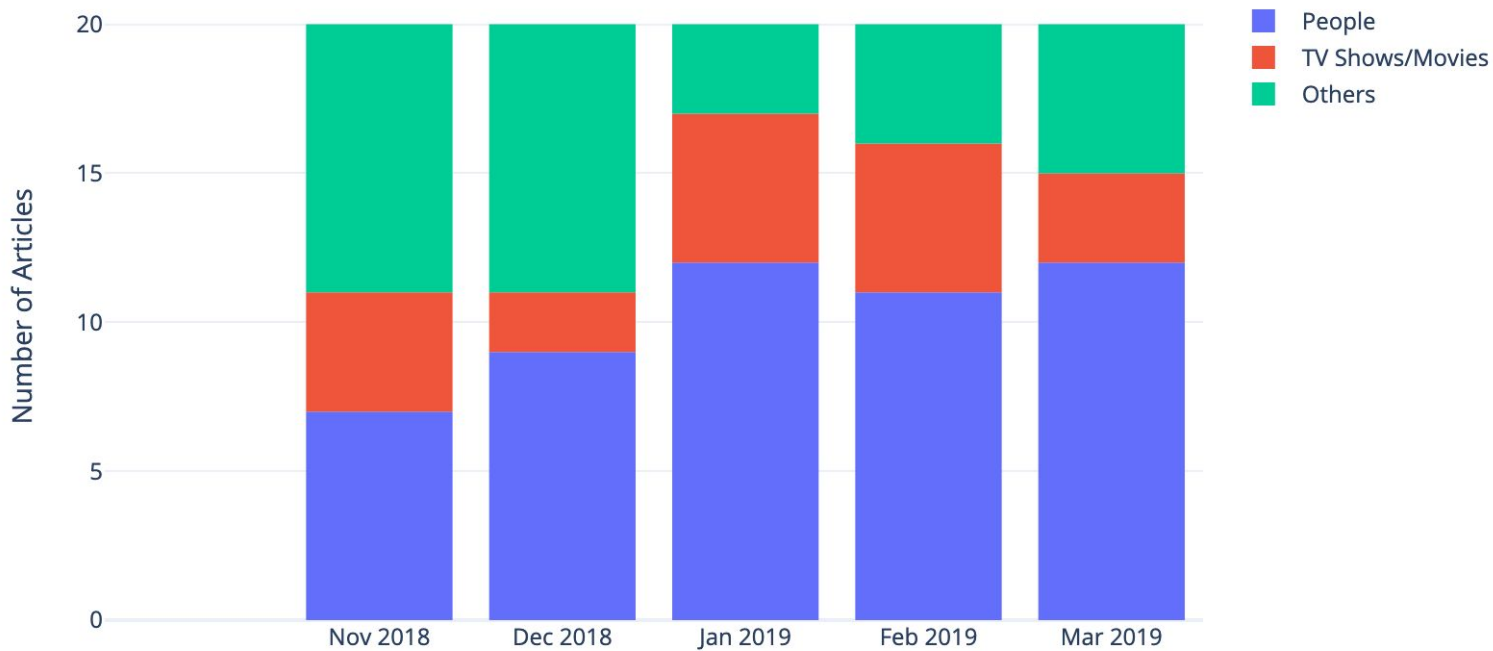

Nov 2018
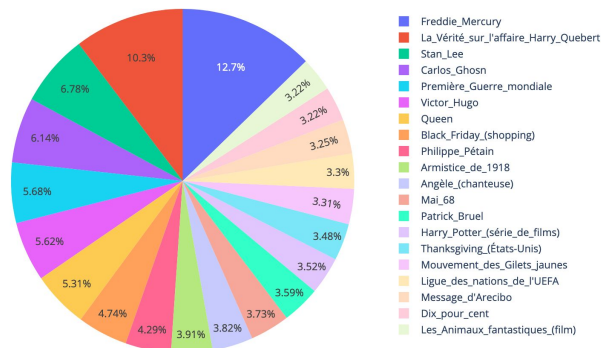
Dec 2018

Jan 2019

Mar 2019

TOP 20 articles distribution.

No. of Articles per Category in Top 20

Real People win over TV/Movies by a huge margin!

No. of Articles per Category in Top 20

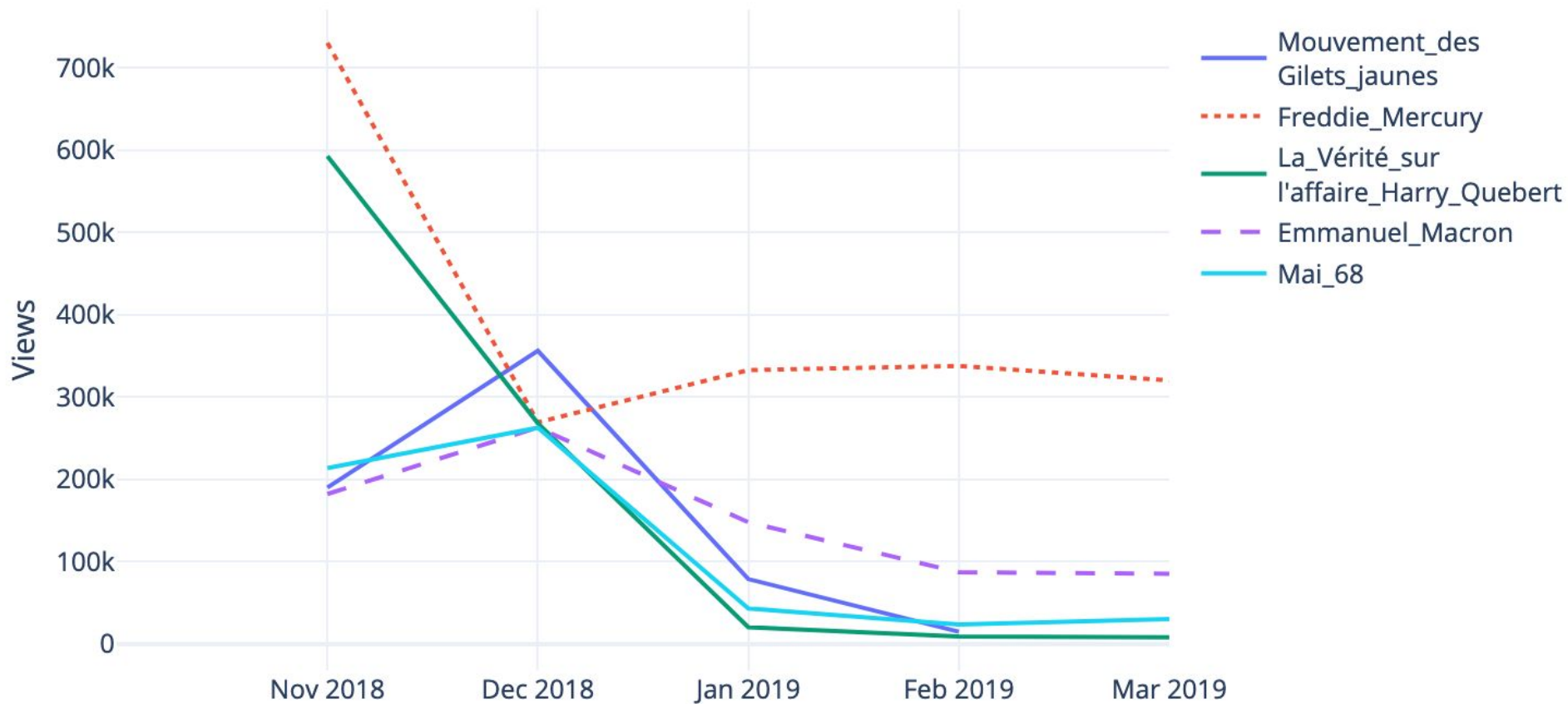|	A	B	C	D	E
4	Carlos_Ghosn - nissan ceo new charges	Miss_France	Christophe_Dettinger (boxer violence during yellow vest)	Freddie_Mercury	Agnès_Varda Film Director Artist (died)
5	Victor_Hugo - historical friend writer	Alexandre_Benalla - Secury Officer	Che_Guevara - cuban revolutionary	Jacques_de_Bascher (Partner of Karl Lagerfeld)	Abdelaziz_Bouteflika (dying dictator Algria used to be part of france)
6	Philippe_Pétain historical figure military	Maria_Pacôme - Died, french actress, playright	Michel_Legrand - died musician	Lady_Gaga	Cristiano_Ronaldo (football fined 23k USD)
7	Angèle_(chanteuse) - french singer	Christophe_Castaner (politician against? to yellow vest)	Freddie_Mercury	Alain_Finkielkraut - philosopher	Franck_Gastambide - french actor director
8	Patrick_Bruel - french singer pocker player	Miss_France_2019	Marlène_Schiappa - french politician	Bradley_Cooper	Kylian_Mbappé - french football player
9	La_Vérité_sur_l'affaire_Harry_Quebert	Jenifer - french singer	Chantal_Jouanno - french politician	Élodie_Fontan- french actress	Raphaël_Glucksmann - essayist politician, french
10	Harry_Potter_(série_de_films)	Jason_Momoa	Carlos_Ghosn - french entrepreneur	Julien_Clerc - french singer	Lionel_Messi - football Minor Injury
11	Dix_pour_cent	La_Vérité_sur_l'affaire_Harry_Quebert	Alexandre_Benalla - french public official	Philippe_Lacheau - french actor	Jenifer - French singer
12	Les_Animaux_fantastiques_(film)	Bird_Box_(film)	Francesca_Antoniotti - french singer	Kylian_Mbappé - french football player	Lady_Gaga
13	Queen	Affaire_Dupont_de_Ligonnès(fivefold unsolved murder in France April 2011)	Lady_Gaga	Umbrella_Academy_(série_télévisée)	Christophe_Castaner - french politician
14	Thanksgiving_(États-Unis)	Bigflo_et_Oli (French rap band)	You,_(série_télévisée)	A_Star_Is_Born,_(film,_2018)	Les_Bracelets_rouges_(série_télévisée_française)
15	Black_Friday_(shopping)	Noël (Christmas)	Sex_Education	Green_Book_:_Sur_les_routes_du_sud	Umbrella_Academy_(série_télévisée)
16	Ligue_des_nations_de_l'UEFA (Men's football competition	Saint-Nicolas_(fête) (Dec6 Tradition)	Titans_(série_télévisée,_2018)	Umbrella_Academy	Captain_Marvel_(film)
17	Première_Guerre_mondiale (First World War)	Père_Noël (Sta Claus)	Glass,_(film)	Alita:_Battle_Angel	PNL_(groupe) (Music band)
18	Armistice_de_1918 (End of first world war)	Ballon_d'or (Best football player award)	A_Star_Is_Born,_(film,_2018)	Saint-Valentin	Moldavie (country vs france UEFA football qualifying round)
19	Mai_68	Mouvement_des_Gilets_jaunes (Yellow vest movement)	Championnat_du_monde_masculin_de_handball_2019	Signe_du_zodiaque	Signe_du_zodiaque
20	Mouvement_des_Gilets_jaunes	Impôt_de_solidarité_sur_la_fortune(Solidarity tax on wealth)	Signe_du_zodiaque (zodiac sign)	Chandeleur(candlelight festival tradition)	Boeing_737_MAX (news, unsafe)
21	Message_d'Arecibo 1974 interstellar radio message	Mai_68 (historical, a period during which student demonstrations)	Galette_des_rois (food)	Sionisme(Zionism) political ideology, nationalistic	Nouvelle-Zélande (New Zealand terrorist attacks)

INSIGHT # 2

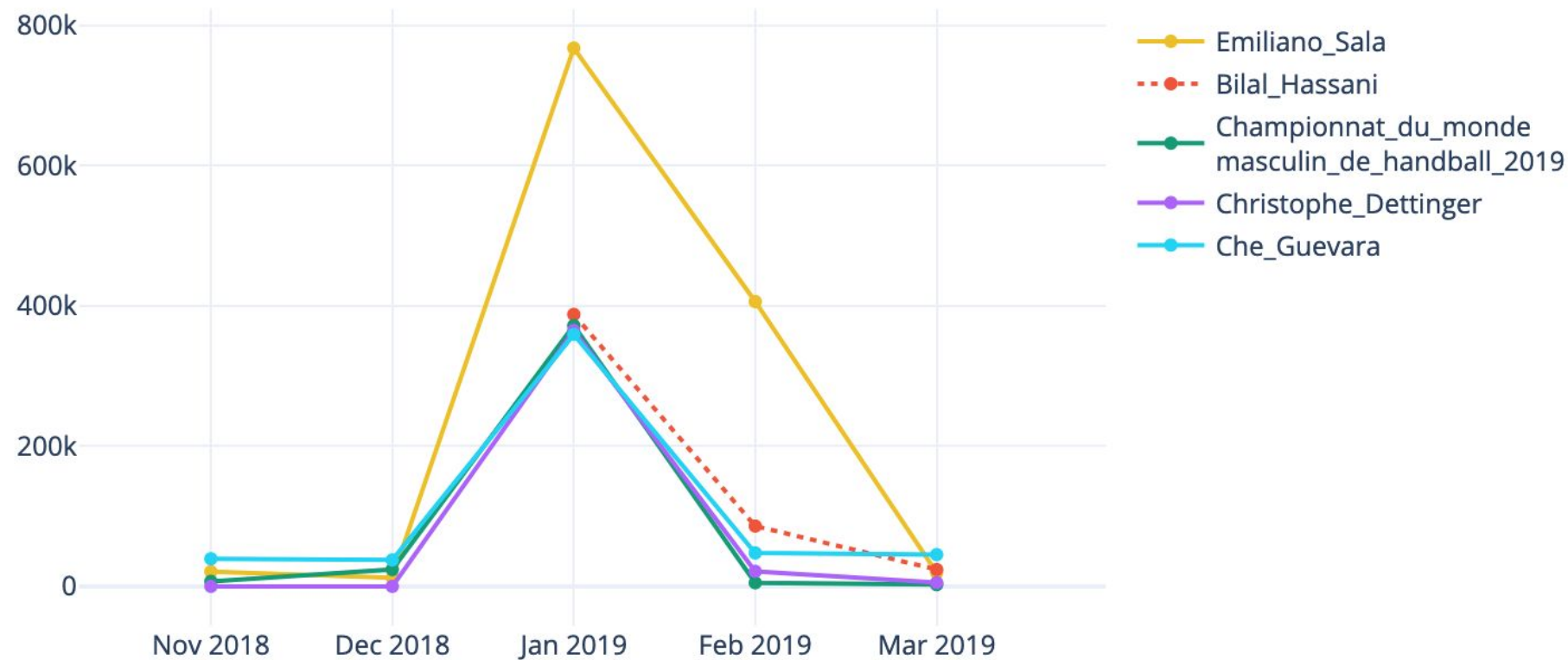**People seem to like reading about People more than other things**

(TV and Movies included)

- *All sorts of people! People who died, football players, politicians, artists!*

Top 5 Articles of Dec 2018
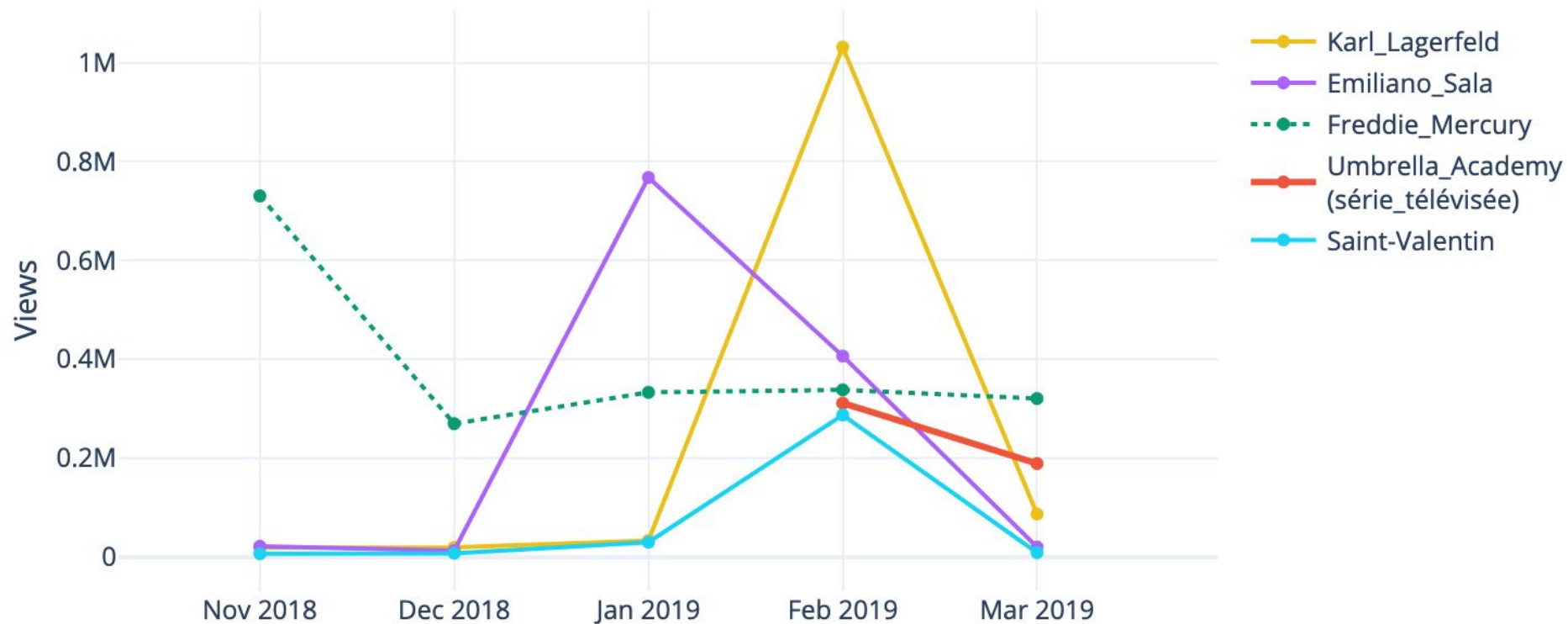

Legend:
- Mouvement_des Gilets_jaunes
- Freddie_Mercury
- La_Vérité_sur l'affaire_Harry_Quebert
- Emmanuel_Macron
- Mai_68

Y-axis: Views (0, 100k, 200k, 300k, 400k, 500k, 600k, 700k)

X-axis: Nov 2018, Dec 2018, Jan 2019, Feb 2019, Mar 2019

Top 5 Articles of Jan

Top 5 Articles of Feb 2019

Legend:
- Karl_Lagerfeld
- Emiliano_Sala
- Freddie_Mercury
- Umbrella_Academy (série_télévisée)
- Saint-Valentin

Views

Nov 2018 · Dec 2018 · Jan 2019 · Feb 2019 · Mar 2019

INSIGHT # 3

In general, people's attention seems to be short lived.

- They seem to easily move on to the next distraction

VERY IMPORTANT DISCLAIMERS

- Insights are based only on the top 20 most viewed French Wikipedia articles (from a search engine) from Nov 2018 - March 2019
- The sample set is too small! They can easily be debunked if more datasets are included.
- It would be nice to include data set from last couple of years, and a from different languages to reinforce or debunk the trends that has been observed.

INSIGHT # 1

NOT ALL **"TOP ONES"** ARE EQUAL

(Some are more equal than others 😉)

- The number of views of the **X** top articles is unpredictable
- The degree of people's interest on "trending topics" per month are different each month
- Just because you're **"No. One!"** in December doesn't mean you're **"in the same league"** as *the* No. One in February.
- Magnitude matters more than rank!

INSIGHT # 2

People seem to like reading about People more than other things

(TV and Movies included)

- *All sorts of people! People who died, football players, politicians, artists!*

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Three Insights from the most viewed French Wikipedia Articles (from search)

NOV 2018 - MARCH 2019

Mithi Sevilla April 23, 2019
END