

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

NOV 2018 - MARCH 2019

Mithi Sevilla April 23, 2019
START

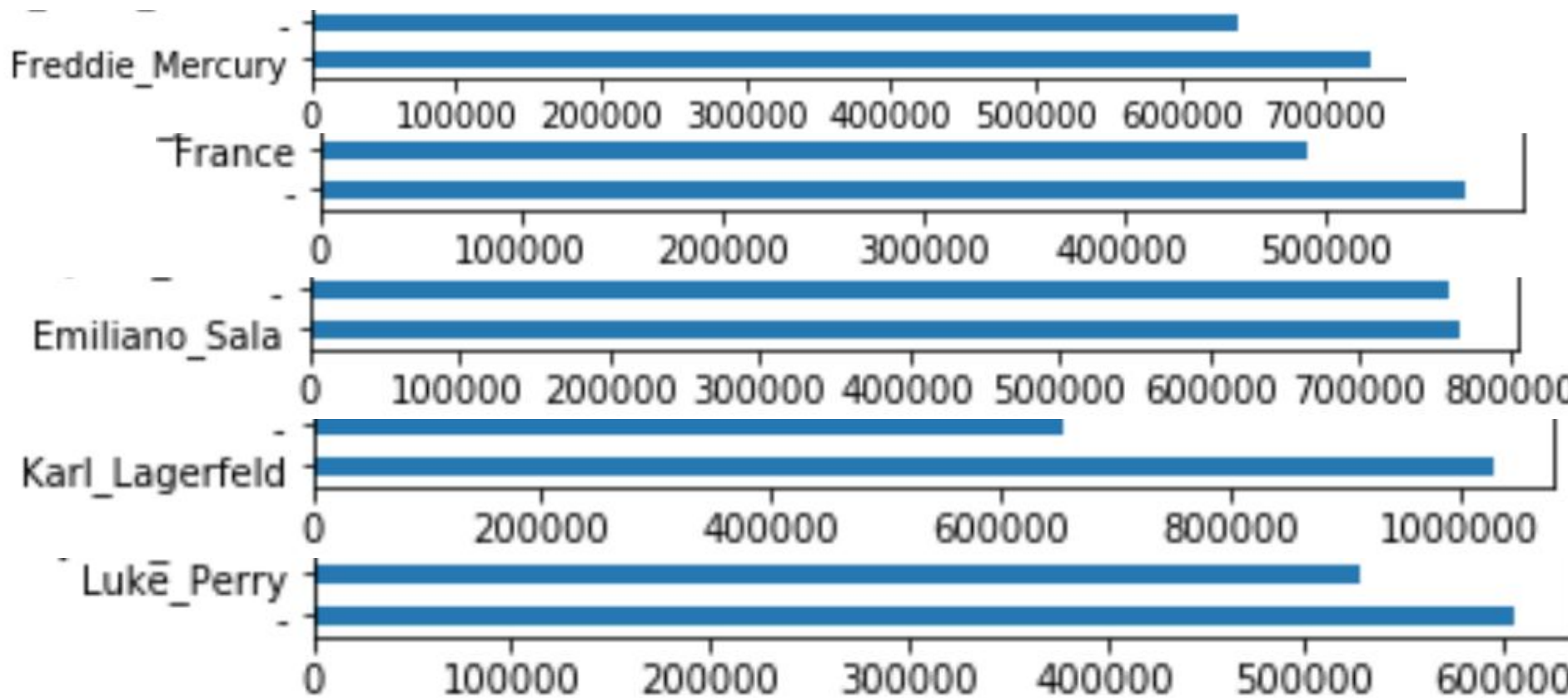
VERY IMPORTANT DISCLAIMERS

- 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! It can easily be debunked if more if more datasets are included.
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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 (not from search)



Empty-Links are ALWAYS on TOP

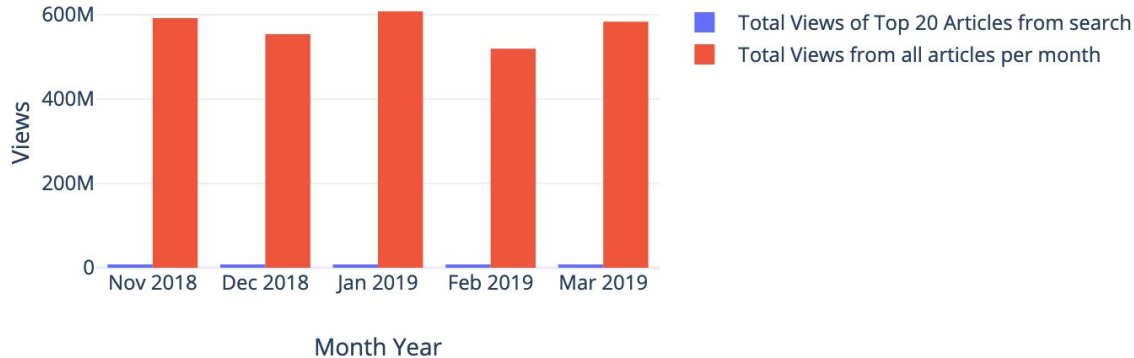
**We'll focus only on the TOP MOST
SEARCHED articles to see what's trending**

(Filter those whose previous link came from a search engine, NOT from other wikipedia pages, url-typed directly, etc)

We'll Focus Only on the Top 20! (searched)

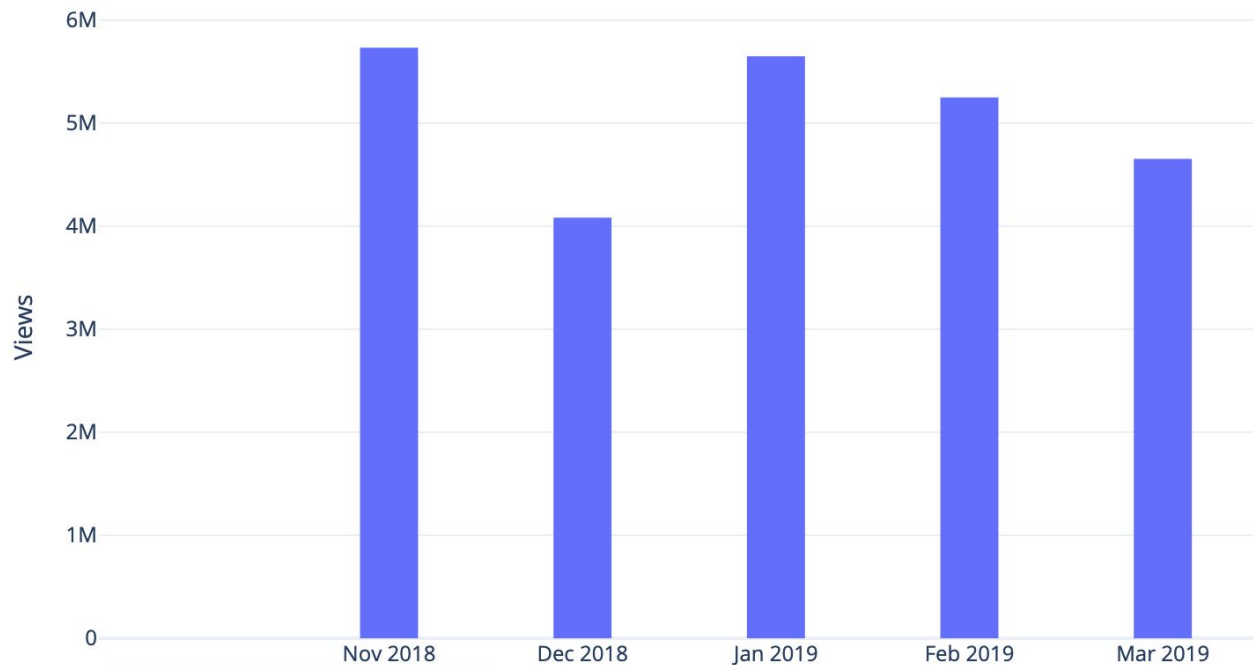
	A ▼	B ▼	C ▼	D ▼	E ▼	F ▼	G ▼	H ▼	I
1 ▼	Nov 2018	5728500	592140546						
2 ▼	Dec 2018	4081504	553715340						
3 ▼	Jan 2019	5644905	607900426						
4 ▼	Feb 2019	5245560	519465272						
5 ▼	Mar 2019	4650638	583624473						

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

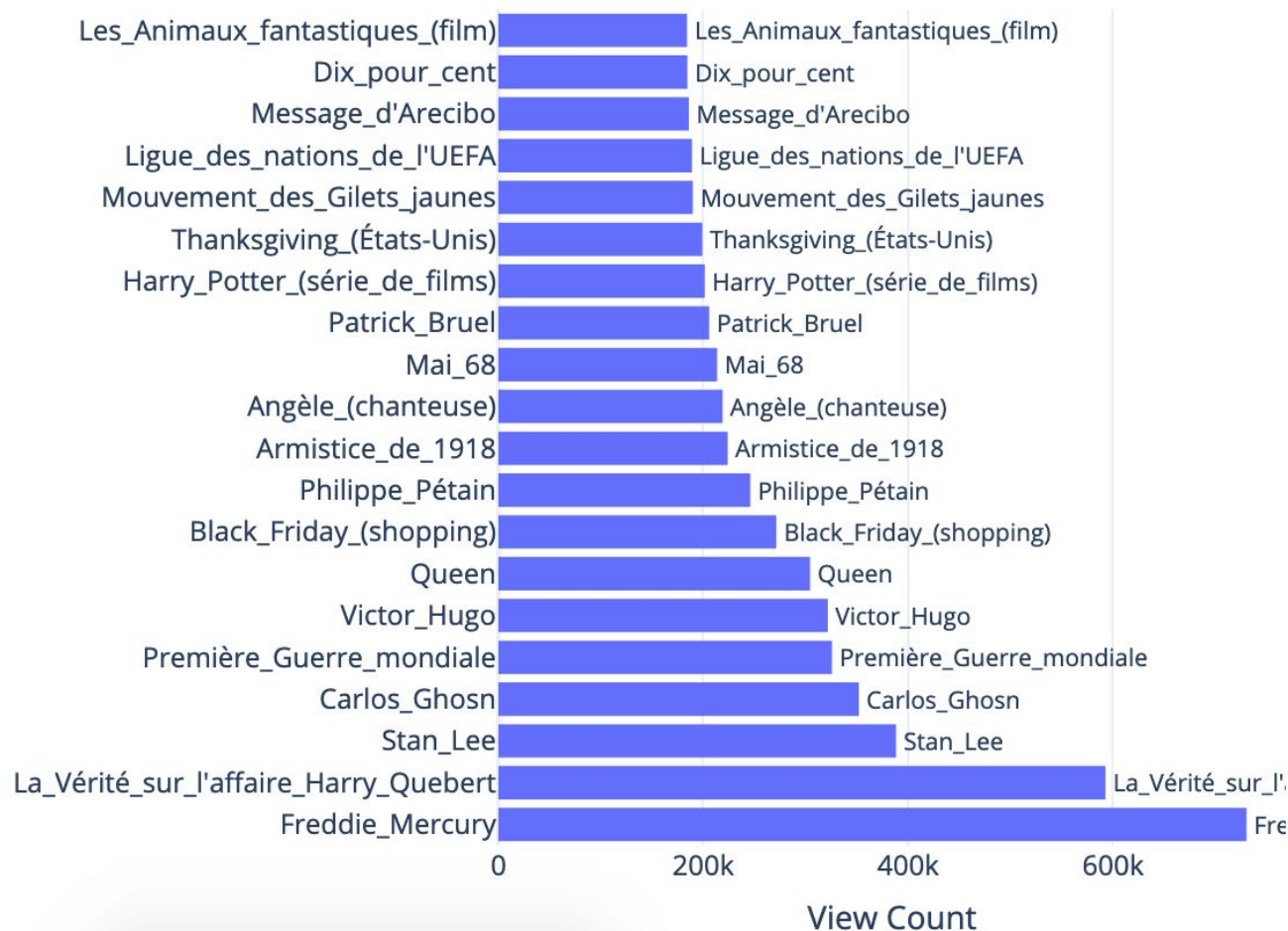


Combine Views of Top 20 Articles per month

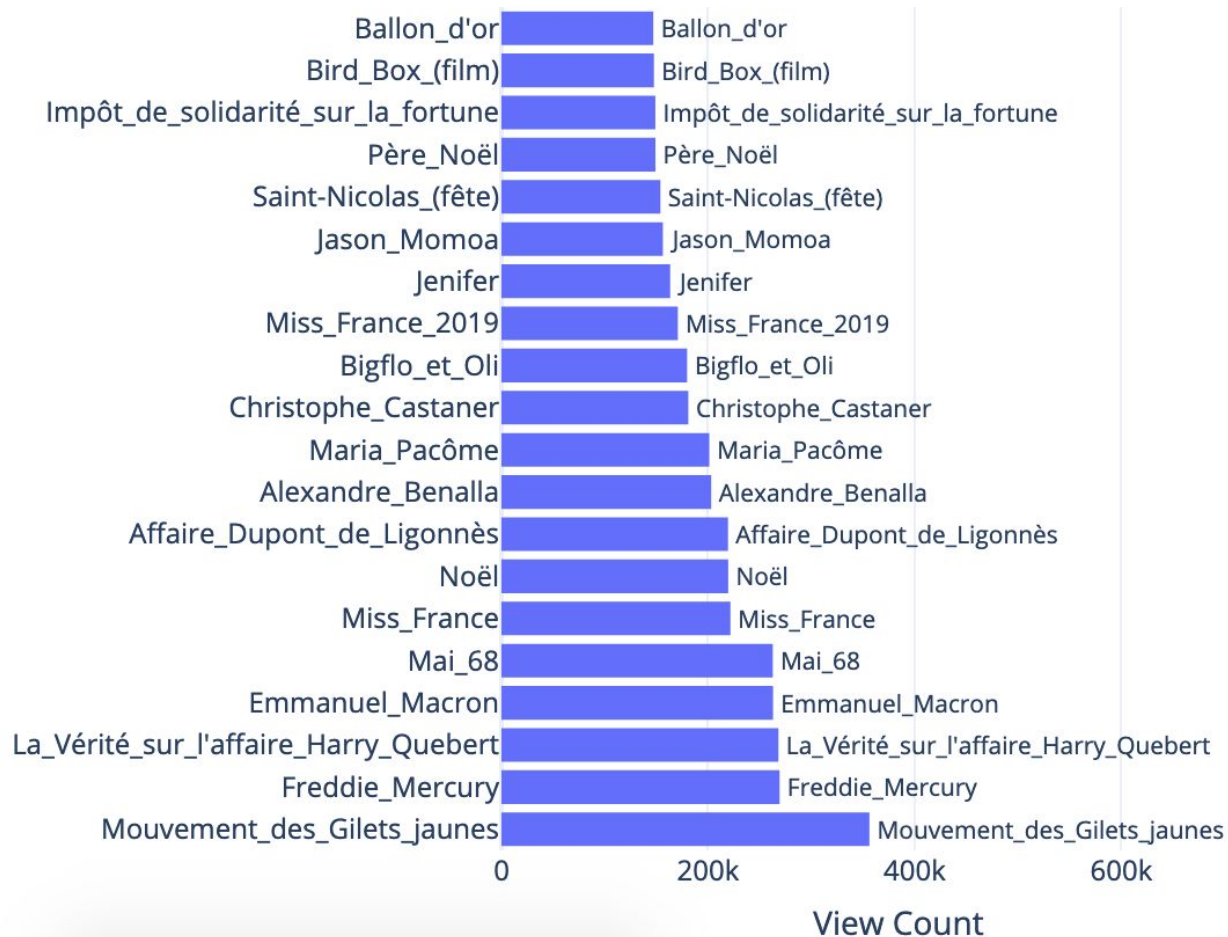
Top 20 Total Views Per Month



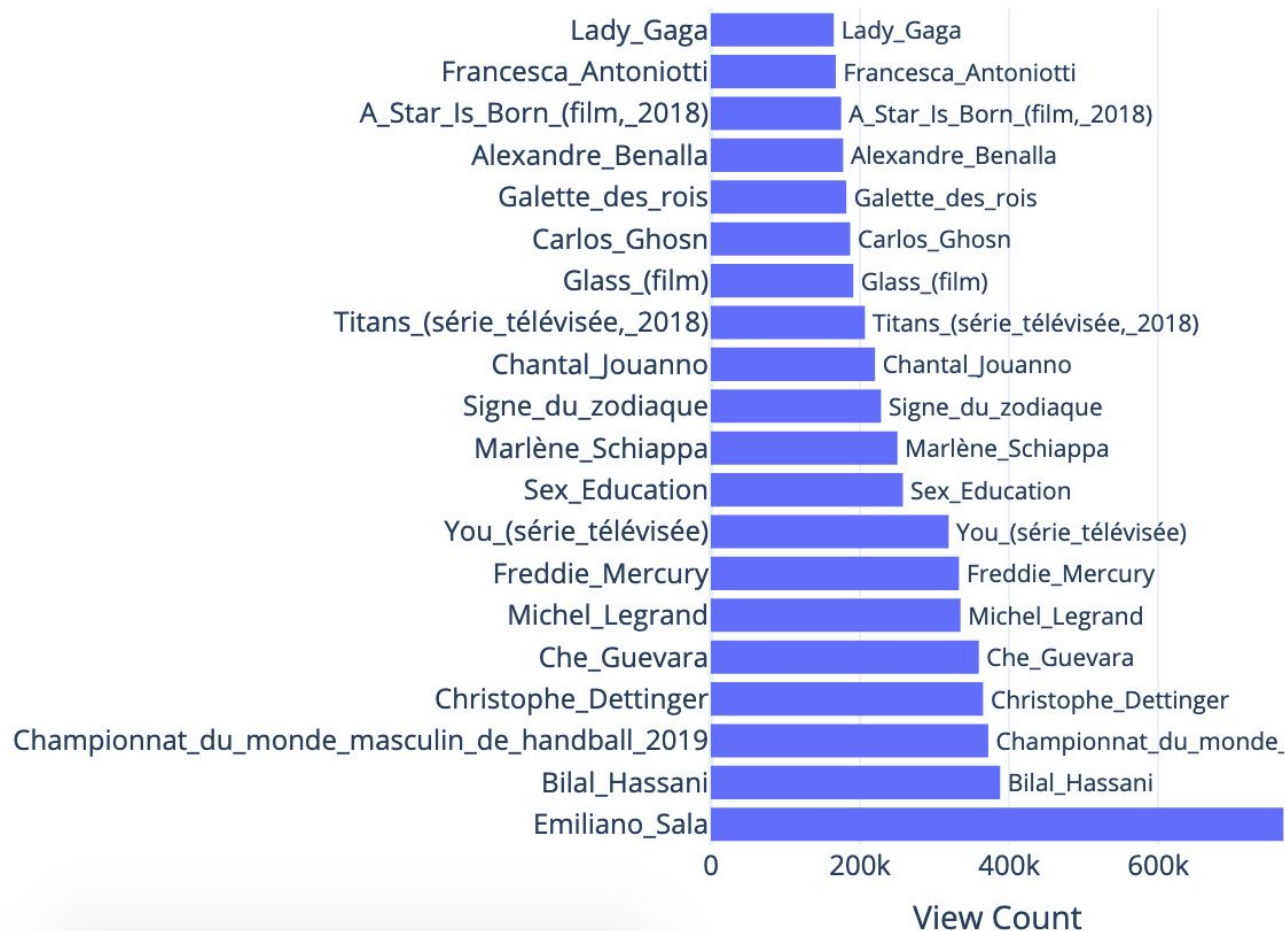
NOV 18



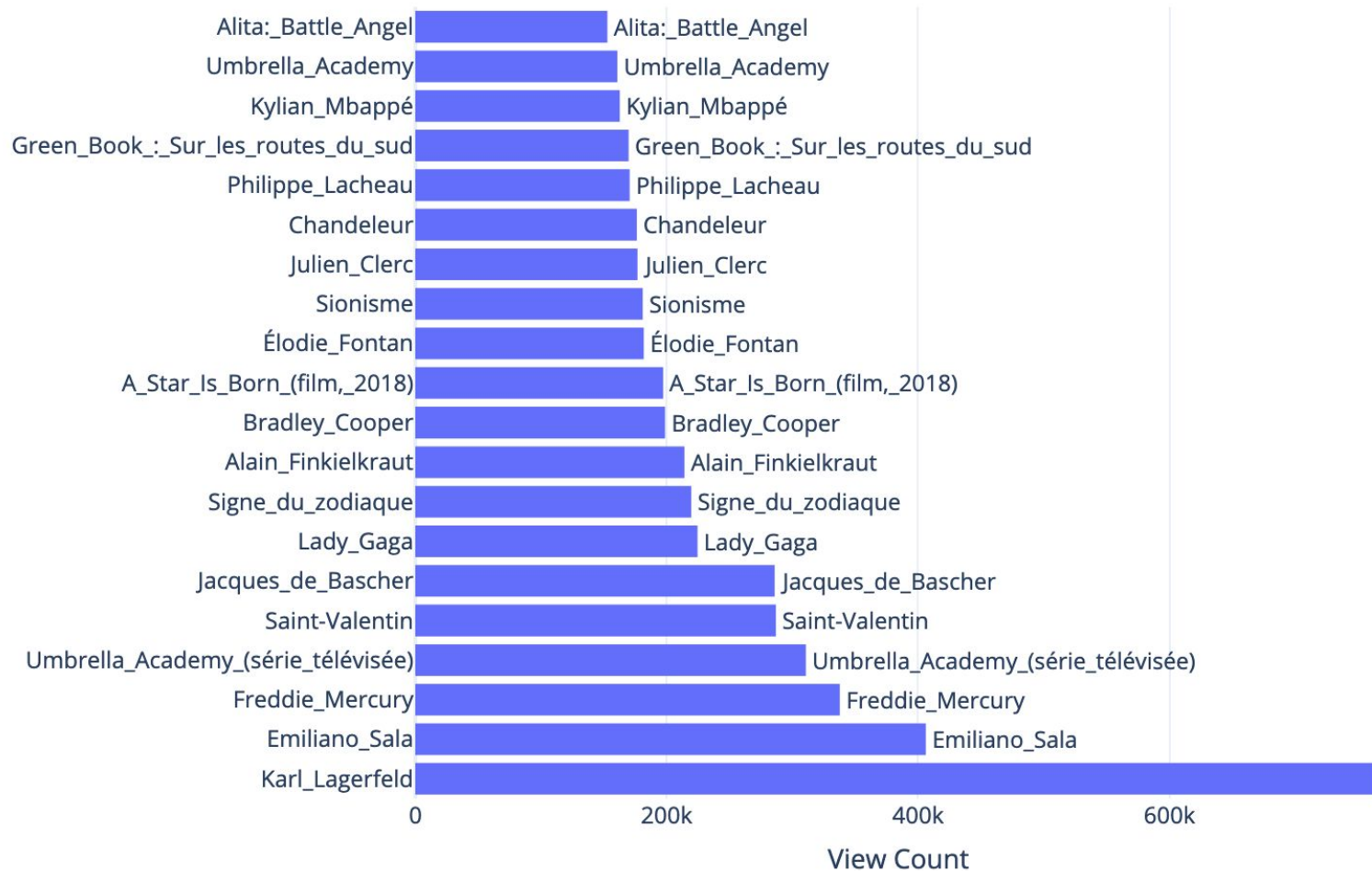
DEC18



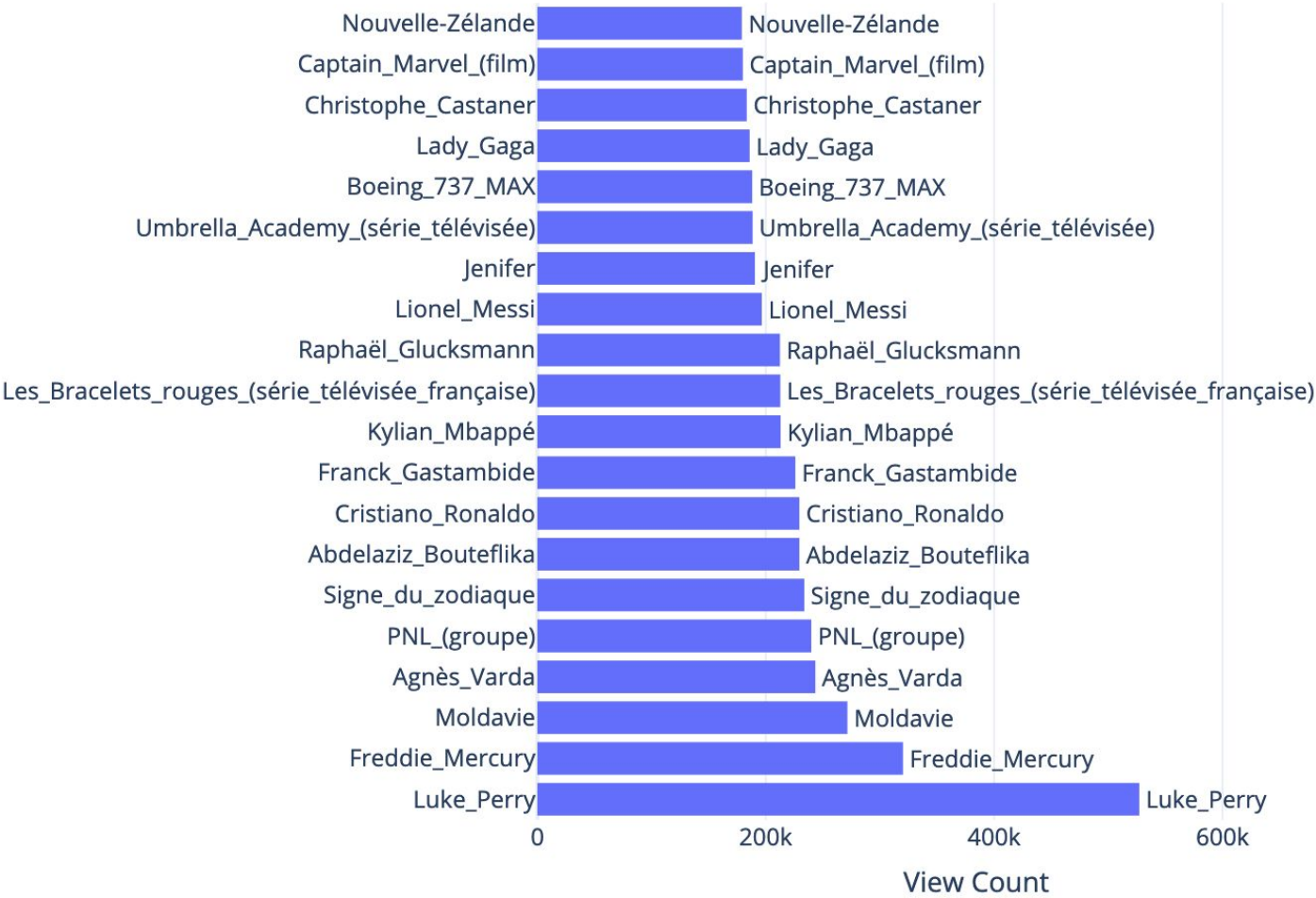
JAN 2019



FEB 2019



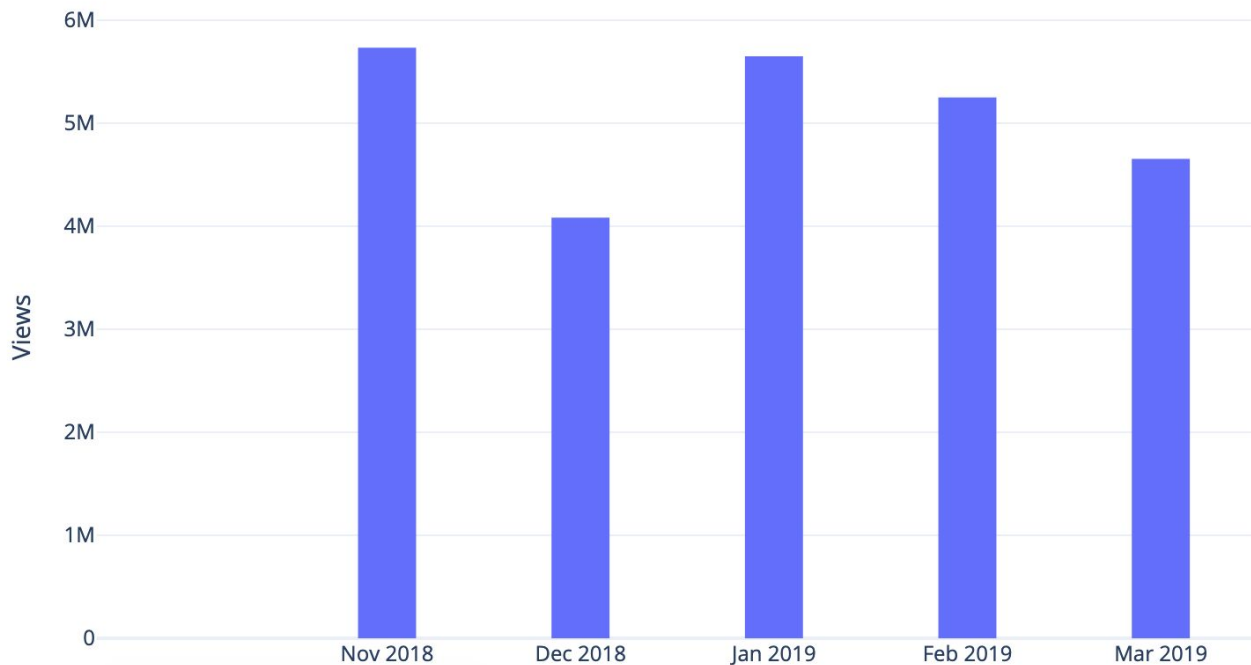
March 2019



December has the least views

(about 30% less than November)

Top 20 Total Views Per Month



December has the least views

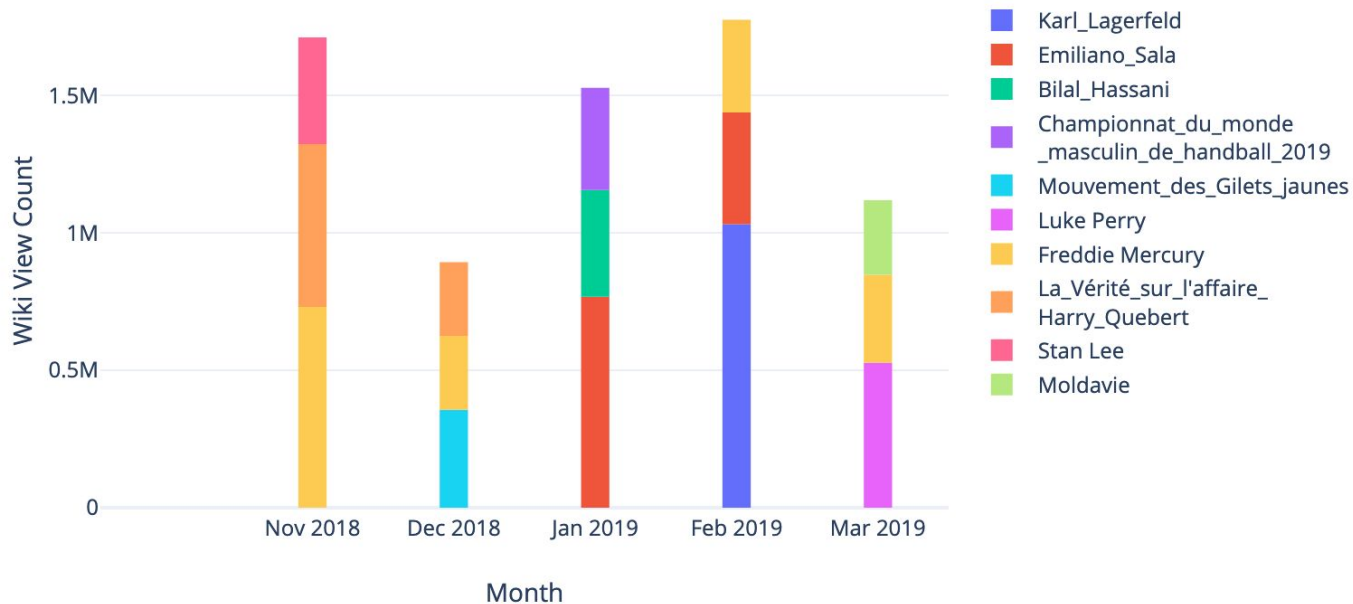
(about 30% less than November)

Because why would anyone want to spend
your holidays on Wikipedia?

(Will be even more relevant later)

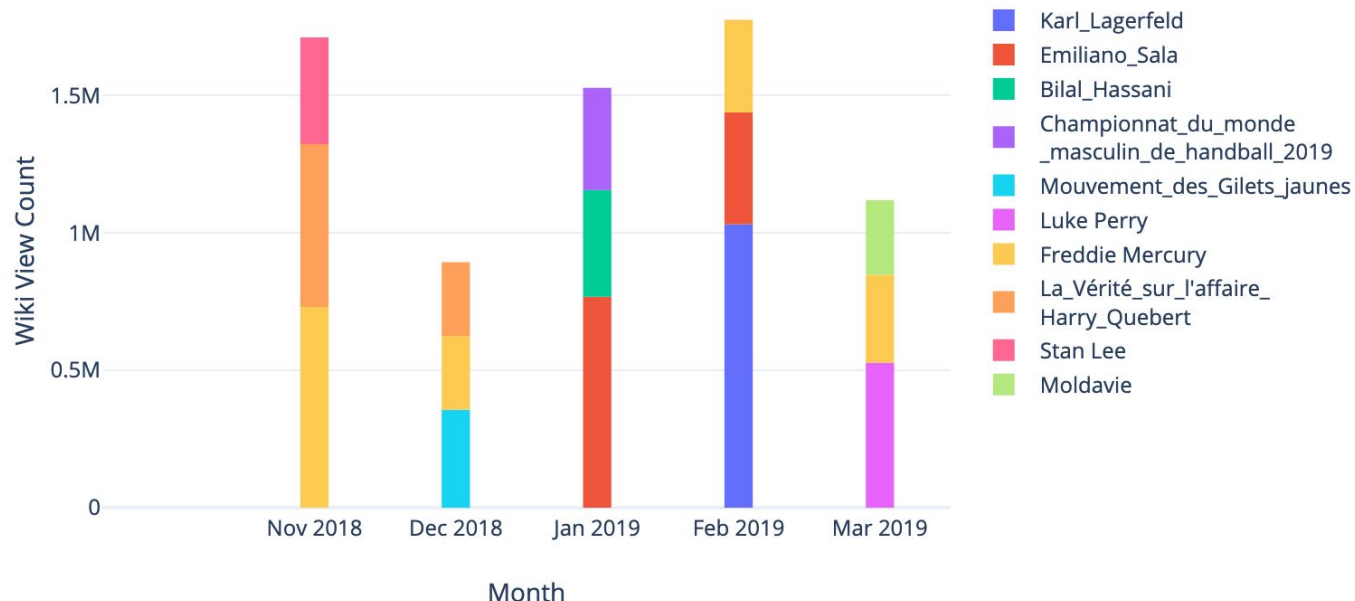
TOP 3 Most Viewed Article per Month

Top 3 Most Searched Articles per Month



OBSERVATION 1: The total views of top 3 vary month per month.

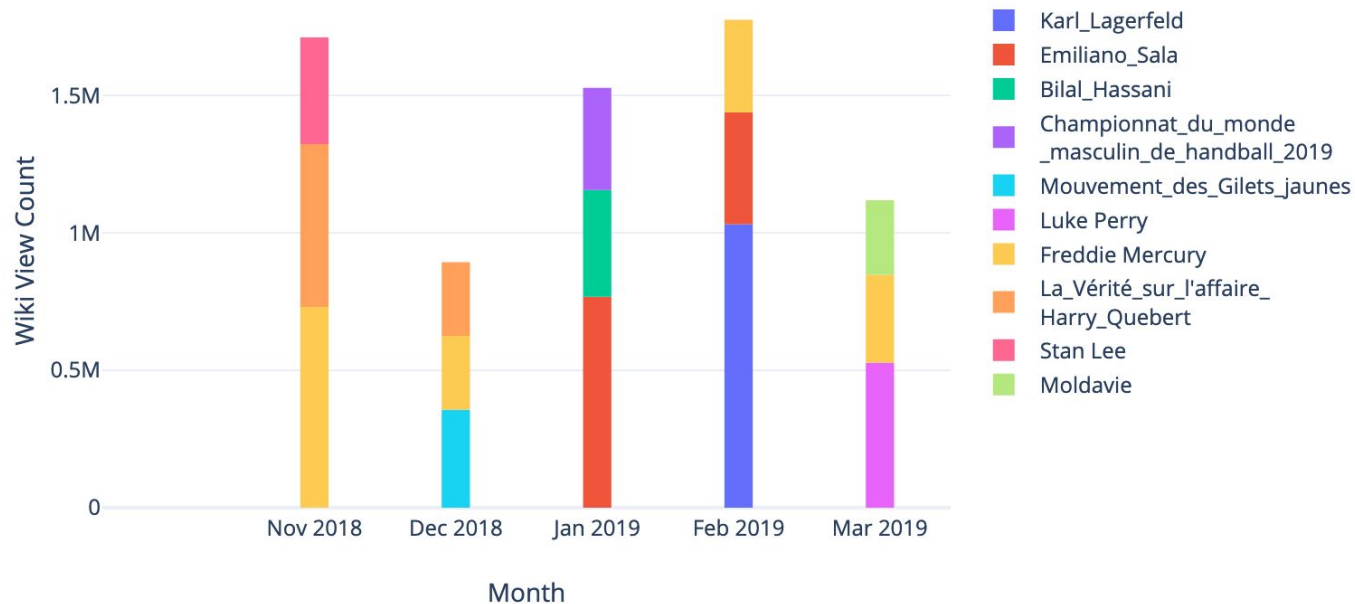
Top 3 Most Searched Articles per Month



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

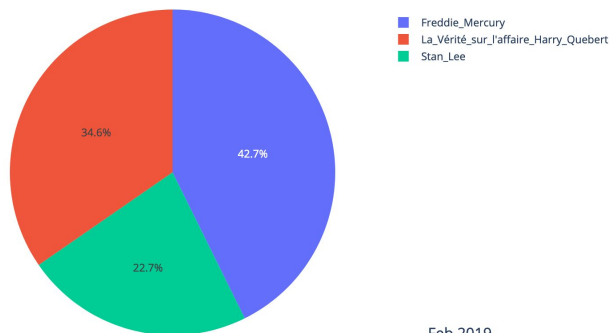
OBSERVATION 2: The “piece of the pie” of each article also varies month per month

Top 3 Most Searched Articles per Month

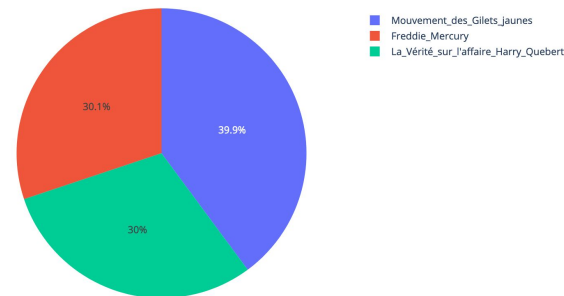


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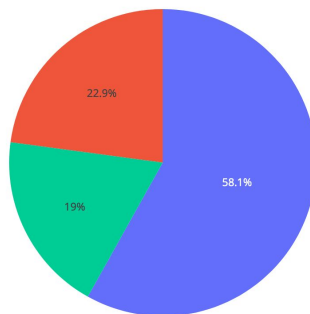
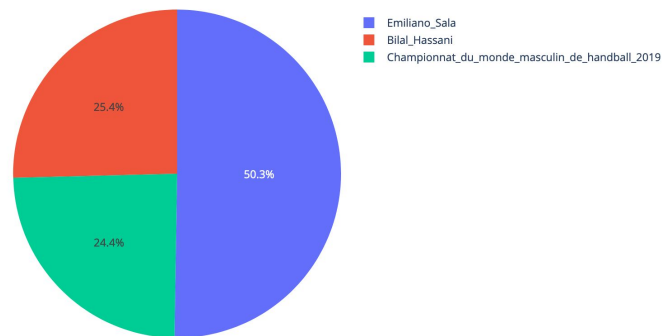
Nov 2018



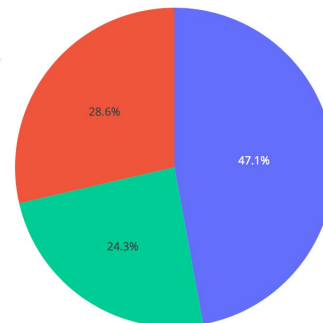
Dec 2018



Feb 2019



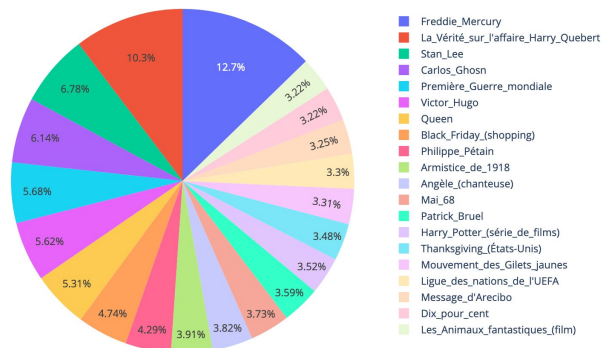
Karl_Lagerfeld
Emiliano_Sala
Freddie_Mercury



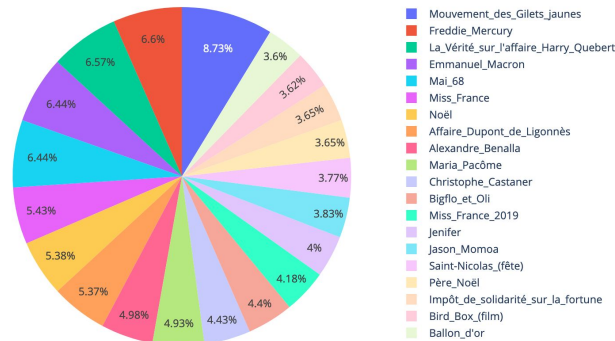
Luke_Perry
Freddie_Mercury
Moldavie

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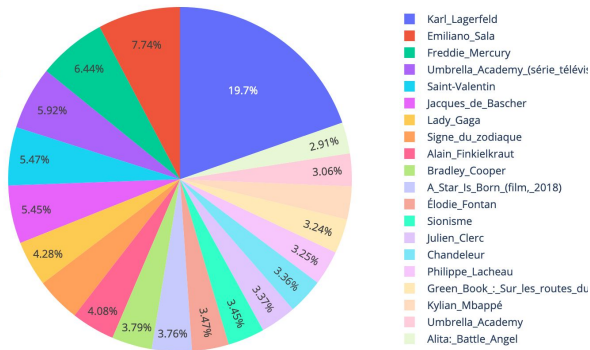
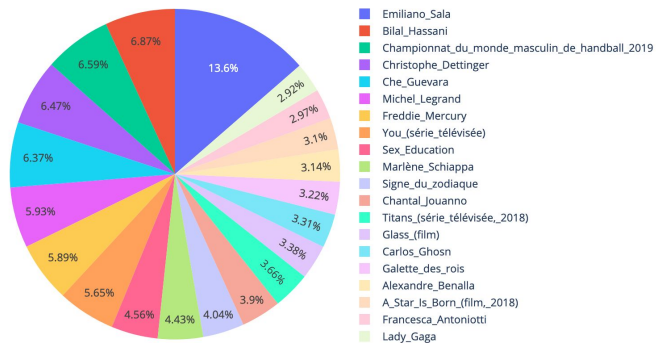
Nov 2018



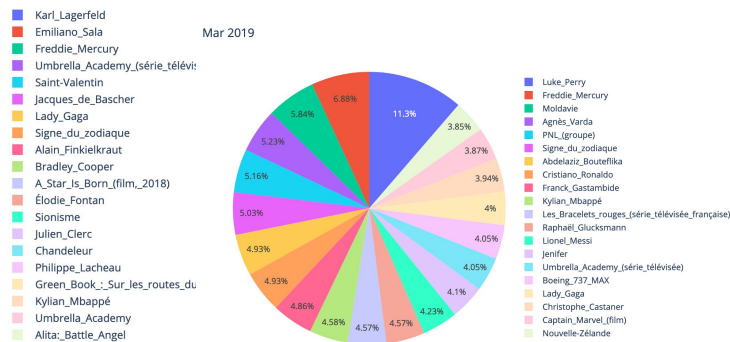
Dec 2018



Jan 2019



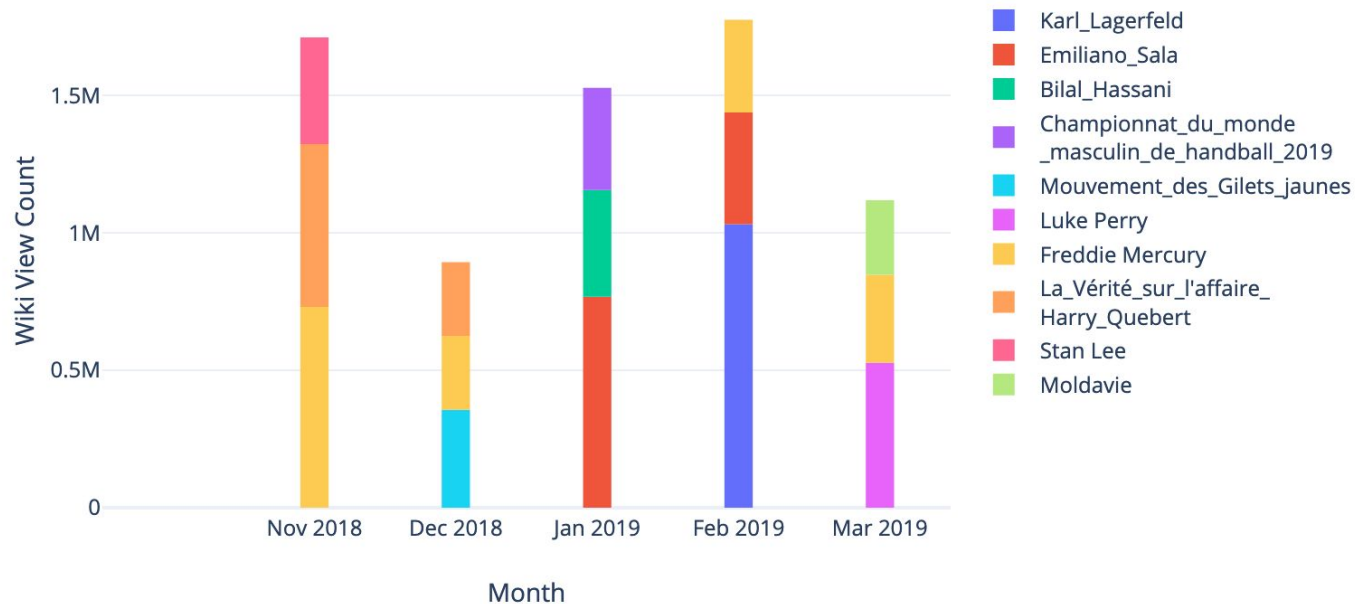
Mar 2019



Who is **Karl Lagerfeld** ????

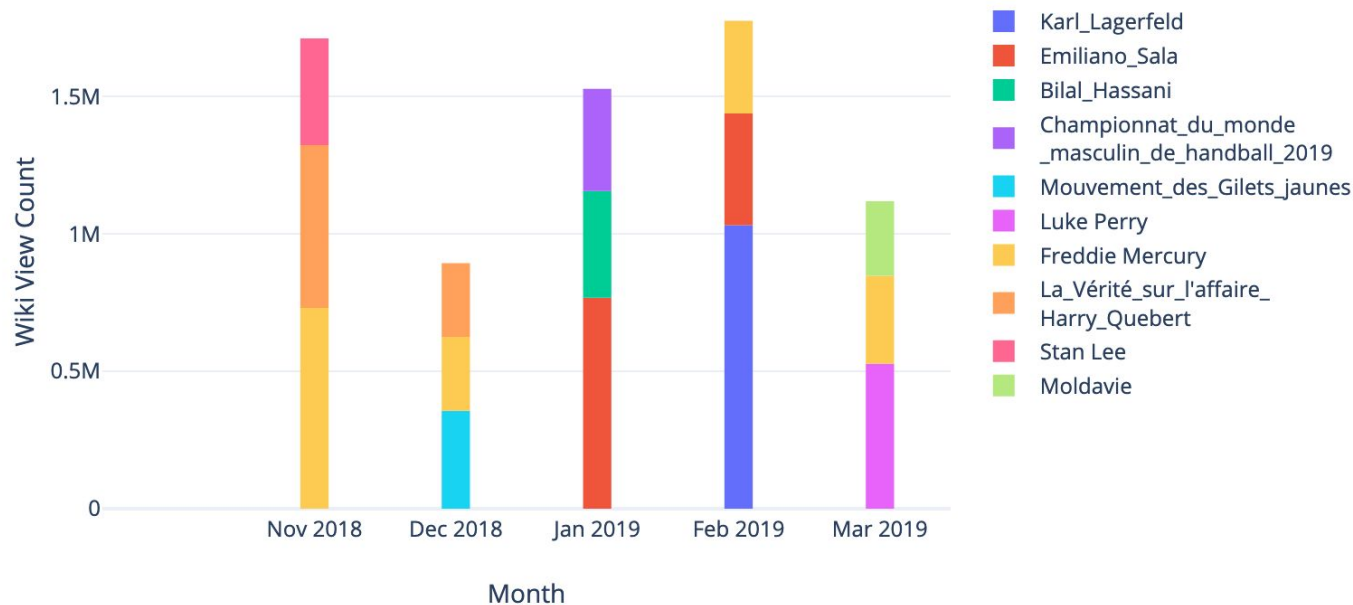
MORE THAN **ONE MILLION** VIEWS

Top 3 Most Searched Articles per Month



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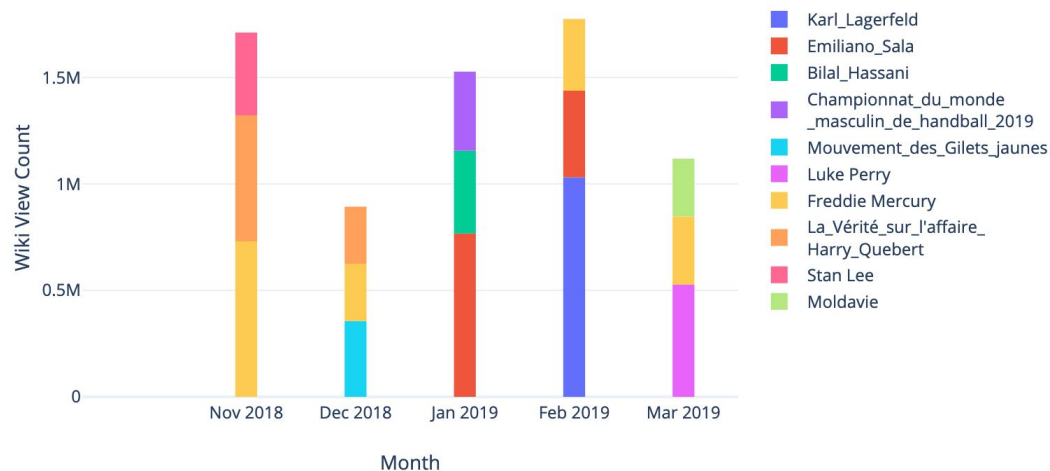
Top 3 Most Searched Articles per Month



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



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 he 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

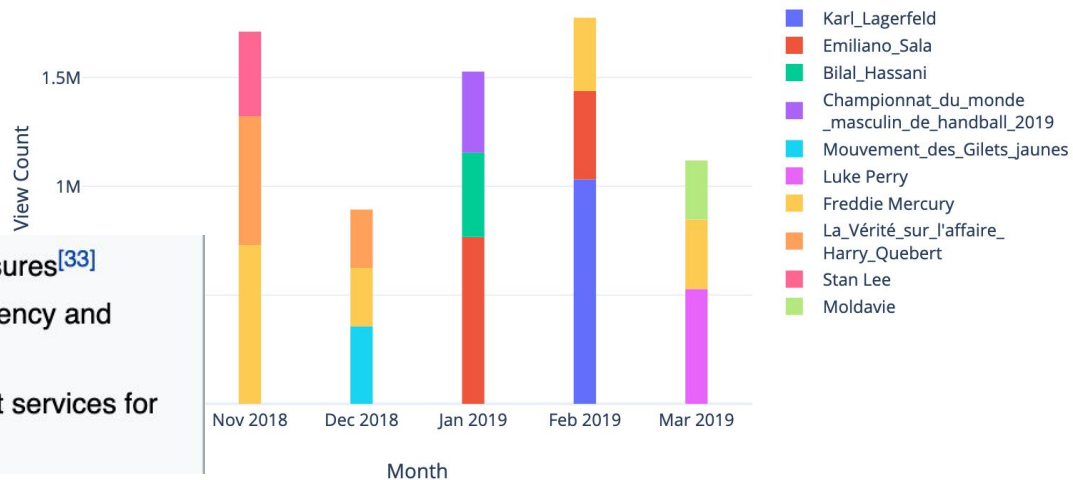
- [Austerity measures](#)^[25]
- 2017 [wealth tax](#) repeal^[26]
- [Fuel tax](#) increases^[27]
- [Traffic enforcement cameras](#)^[28]
- [Globalization](#)^[29]
- [Classism](#)^[30]
- [Capitalism](#)^[31]
- [Neoliberalism](#)^[32]

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



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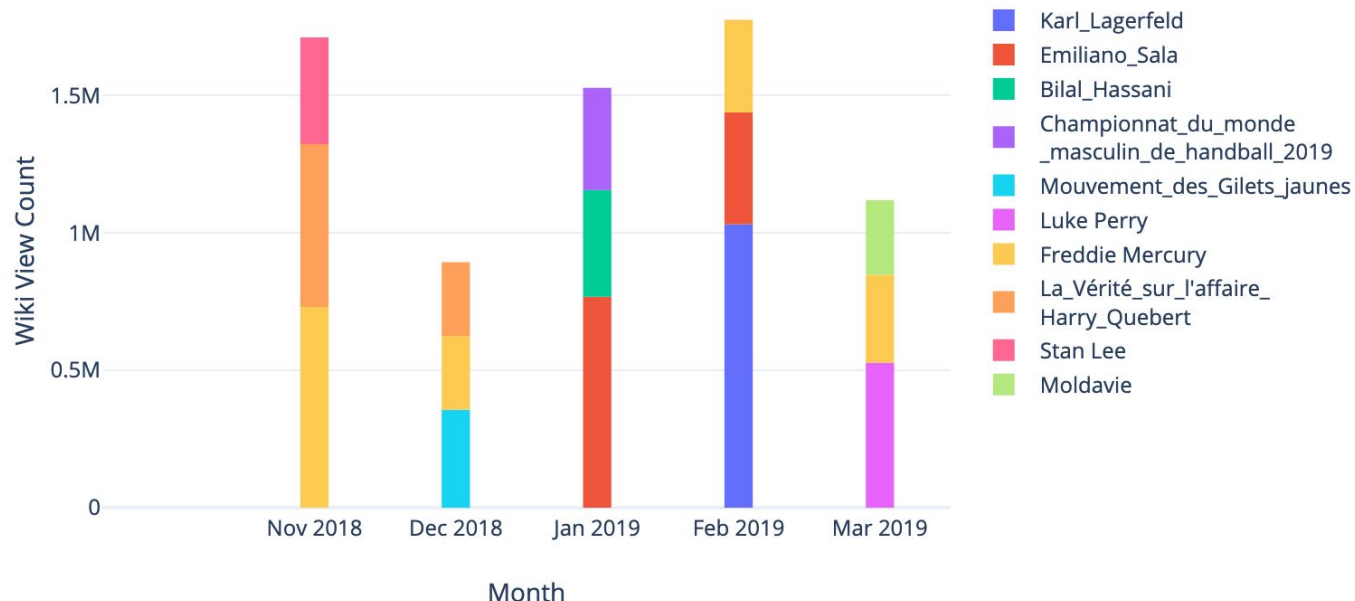
His page views are almost **3x** the page views of the most viewed article on December

Mouvement des Gilets jaunes

THE YELLOW VEST MOVEMENT

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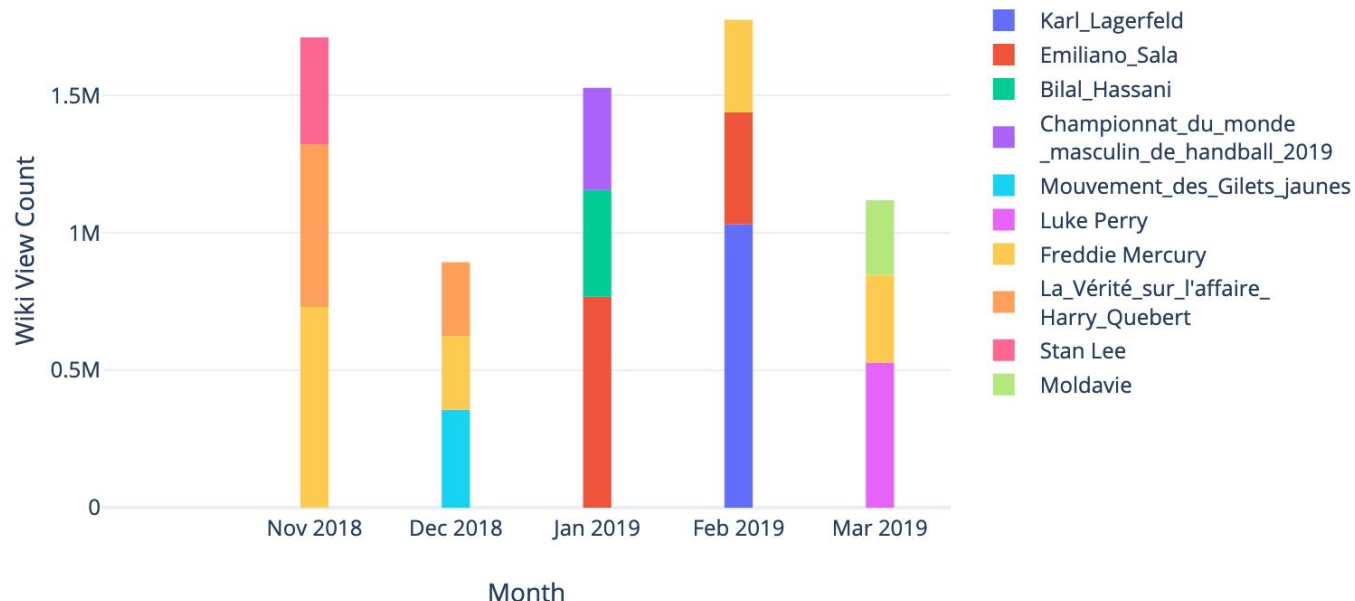
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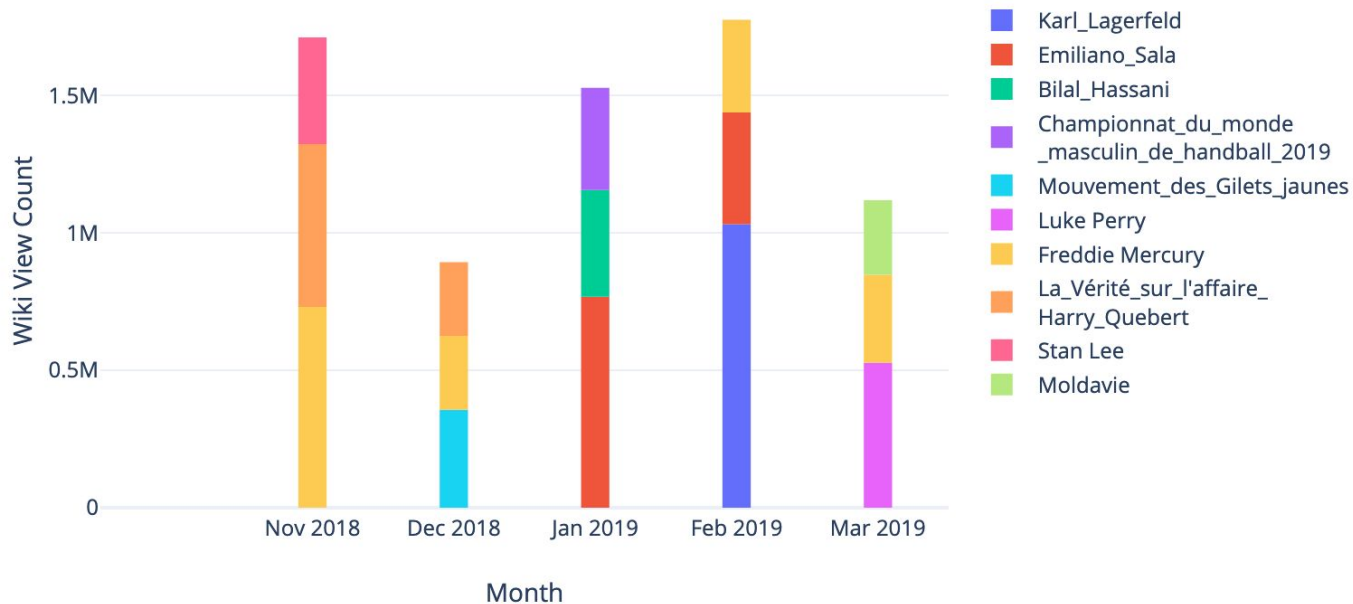
NOT ALL “TOP ONES” ARE EQUAL

(Some are more equal than others 🤔)

- The number of views of the **X** top articles are 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



	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_monde_masculin_de_handball_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)

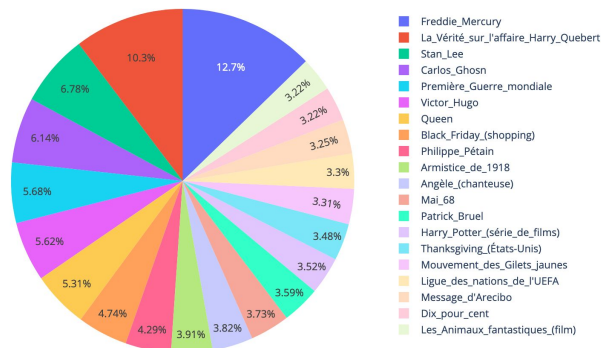
- 11 are people. **(73 %)**

Out of the 15 entries, 9 are unique.

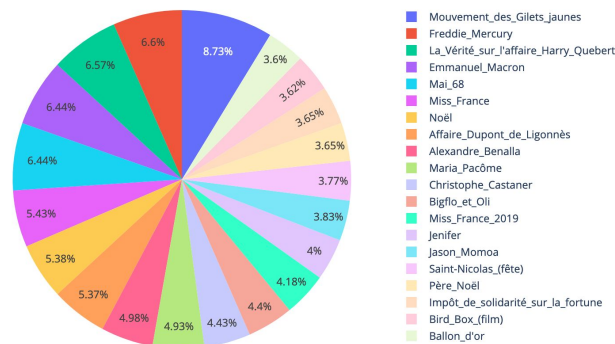
- Out of these 9 articles, 6 are people. **(66%)**

OBSERVATION: A large piece of the pie each month are consistently “People Articles”

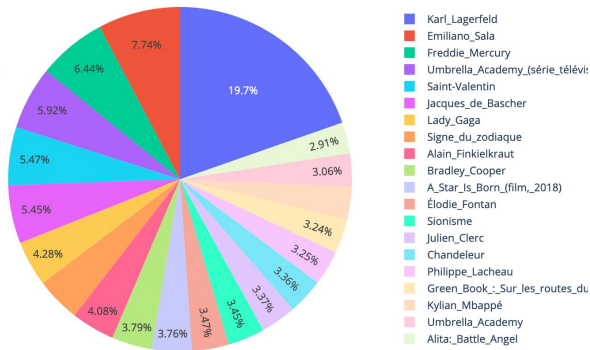
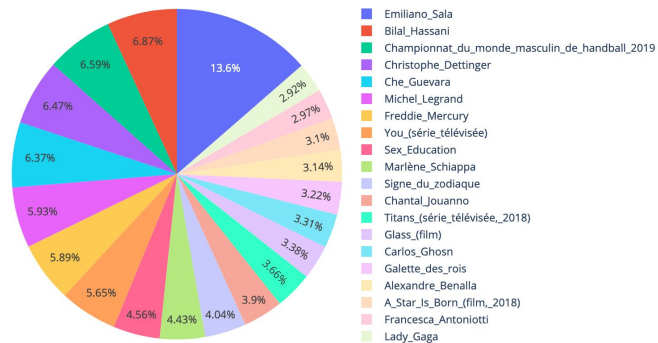
Nov 2018



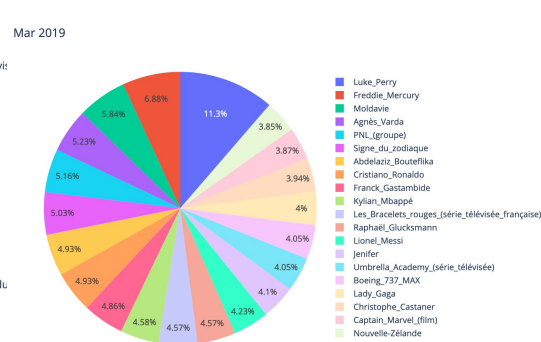
Dec 2018



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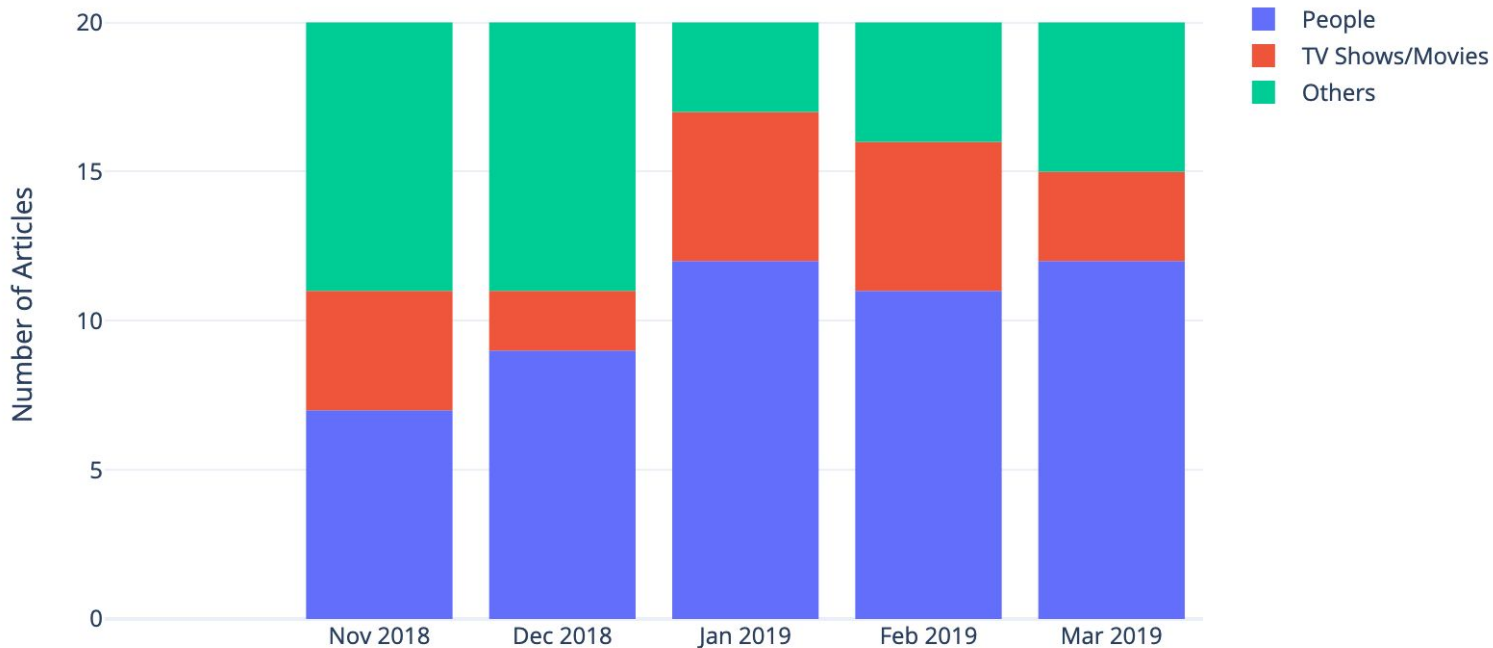


Mar 2019



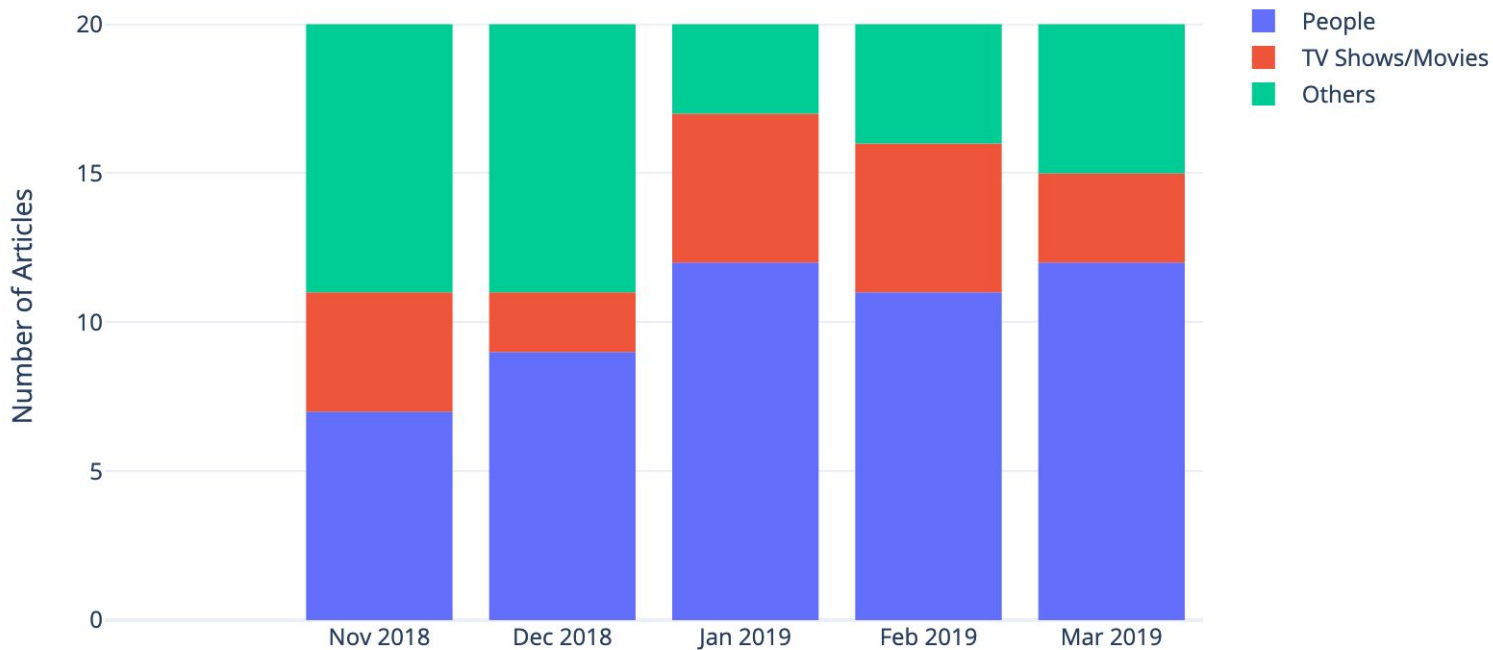
TOP 20 articles distribution.

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)

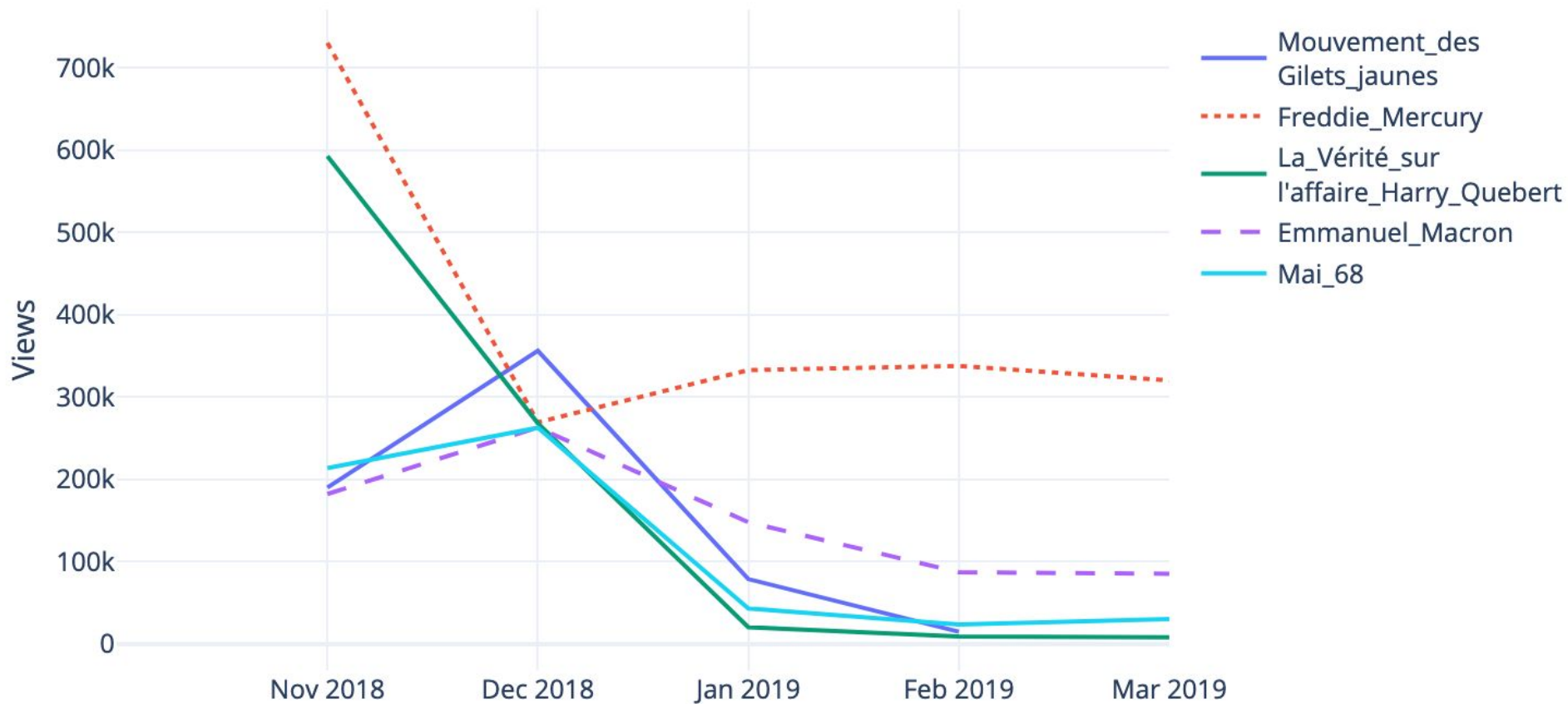
INSIGHT # 2

People seem to like reading about People more than other things

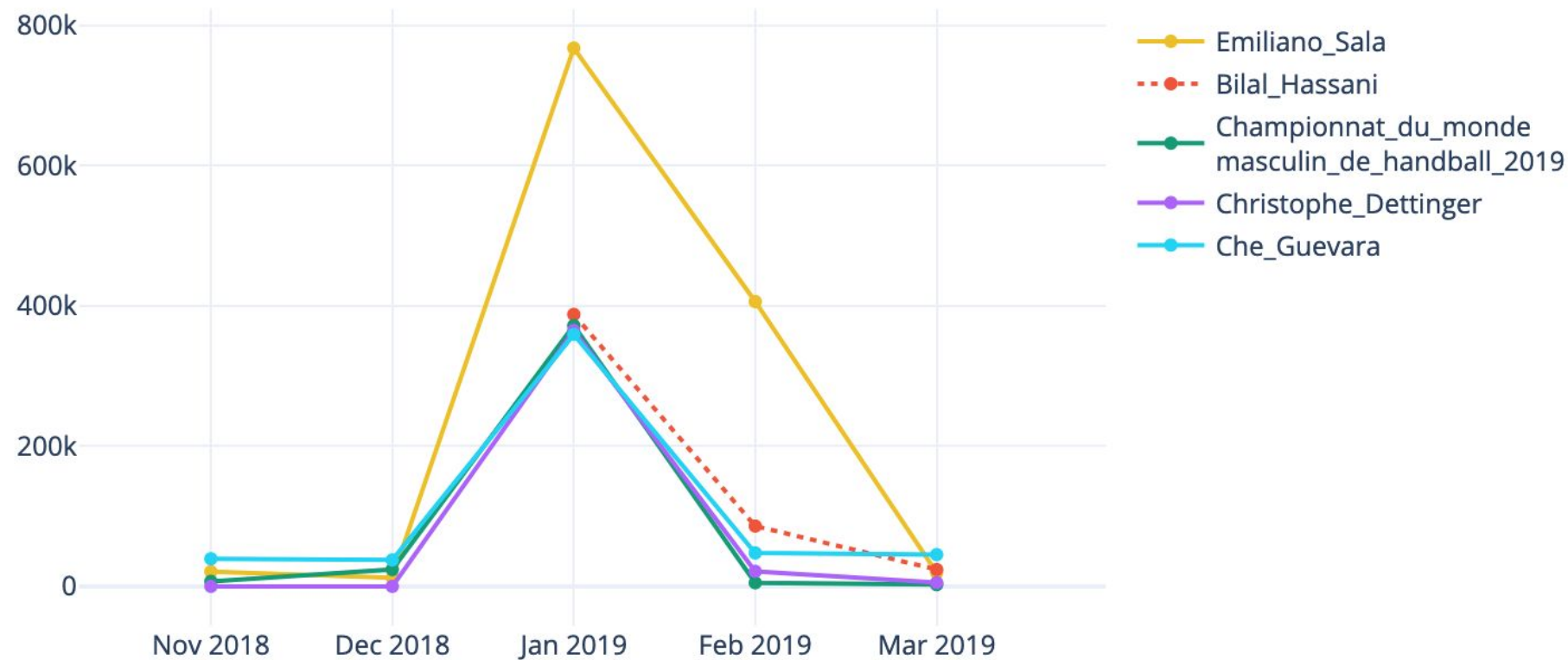
(TV and Movies included)

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

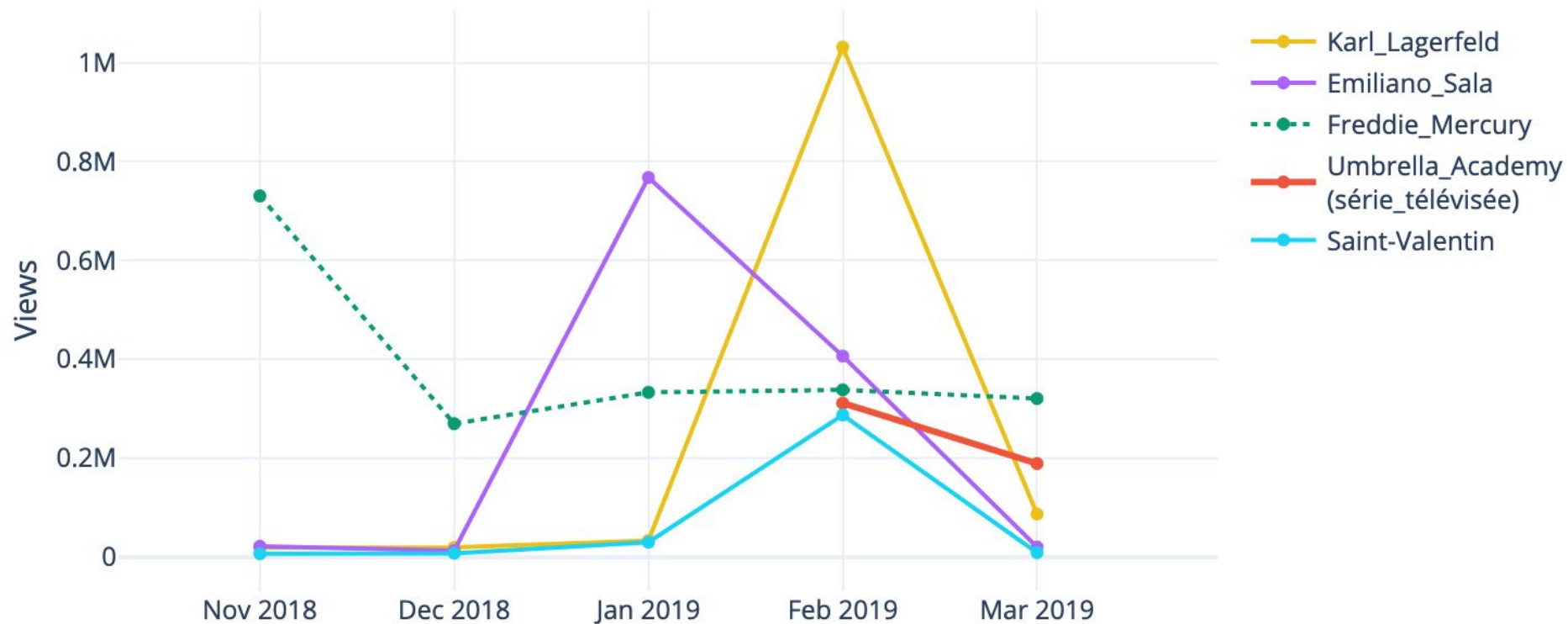
Top 5 Articles of Dec 2018



Top 5 Articles of Jan



Top 5 Articles of Feb 2019



INSIGHT # 3

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

- They seem to easily move on to the next distraction

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