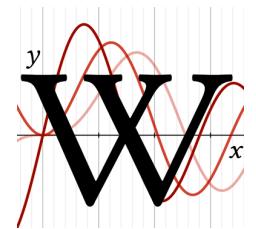


# Research and Data



Quarterly Review - October 2013

# Q1

Focus areas  
Other projects  
Outreach  
Team

# Q1. Focus areas



## **How we select focus areas**

Strategic importance  
Type of support needed  
Team capacity

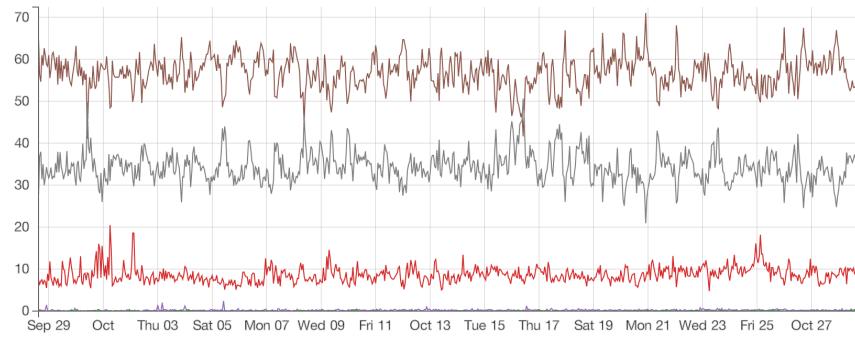
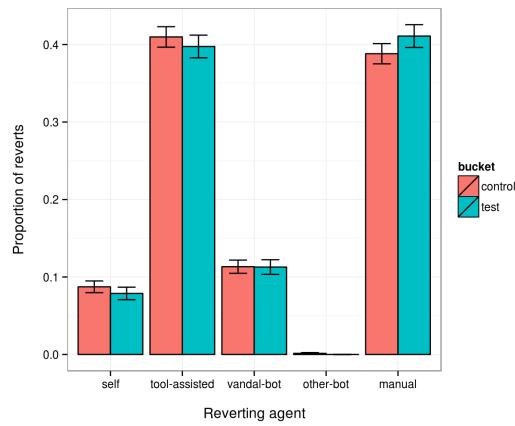
# Q1. Focus areas

Visual Editor research

VE

A/B testing + ad-hoc analysis

Reporting Hourly edit + revert dashboards for 10 projects



Hourly edits, visual editor vs wikitext (%)

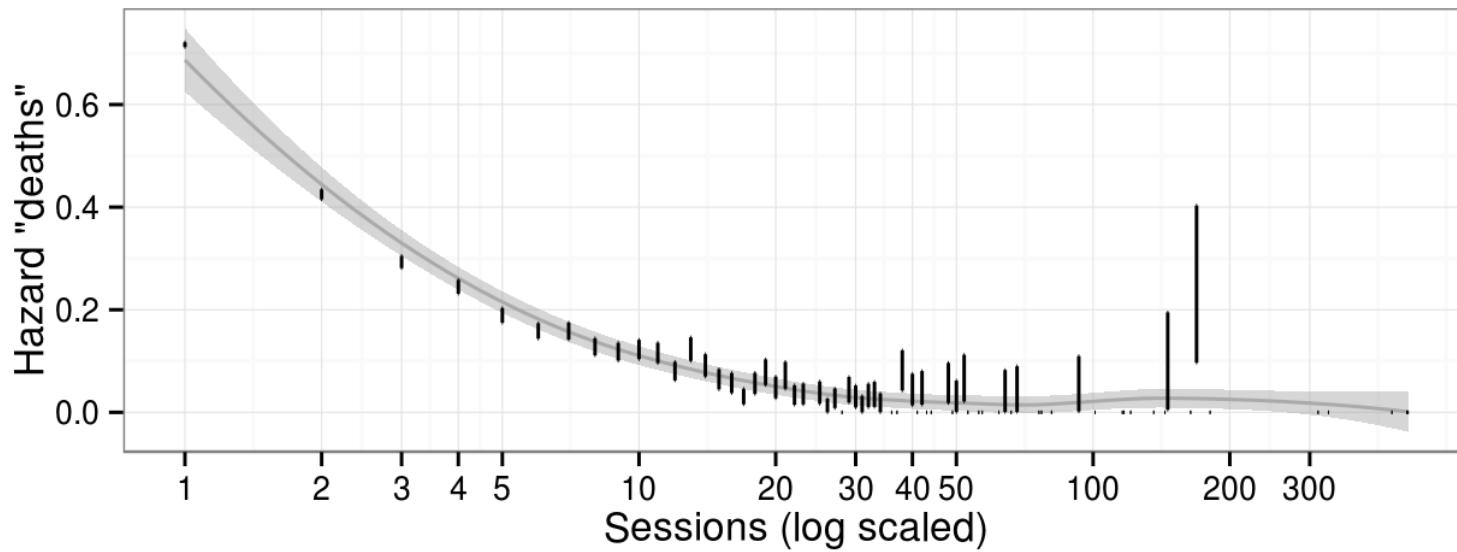
<https://meta.wikimedia.org/wiki/Research:VE>

<http://ee-dashboard.wmflabs.org/dashboards/enwiki-metrics#edits-graphs-tab>

# Q1. Focus areas

Newbie survival analysis / modeling

Growth



# Q1. Other projects

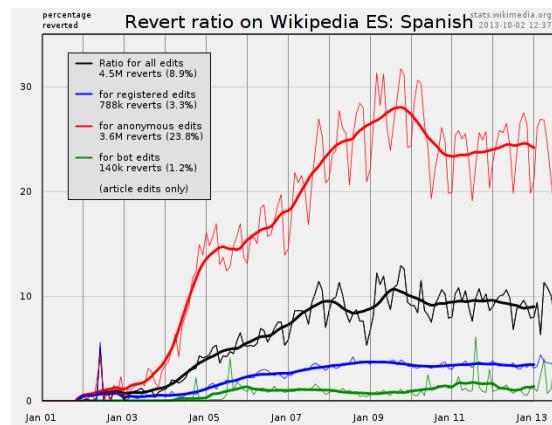
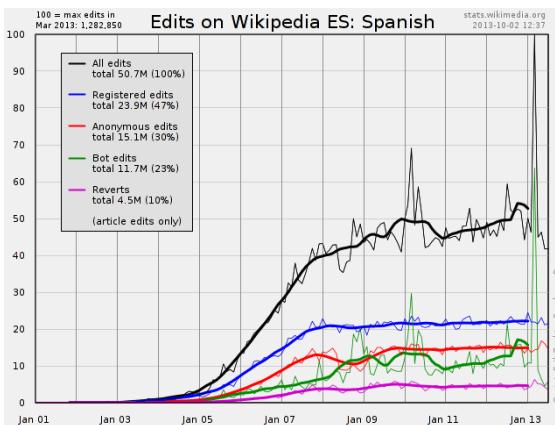
## Echo notifications

Core Features

Echo usage dashboards for 10 projects

## Longitudinal edit / revert stats

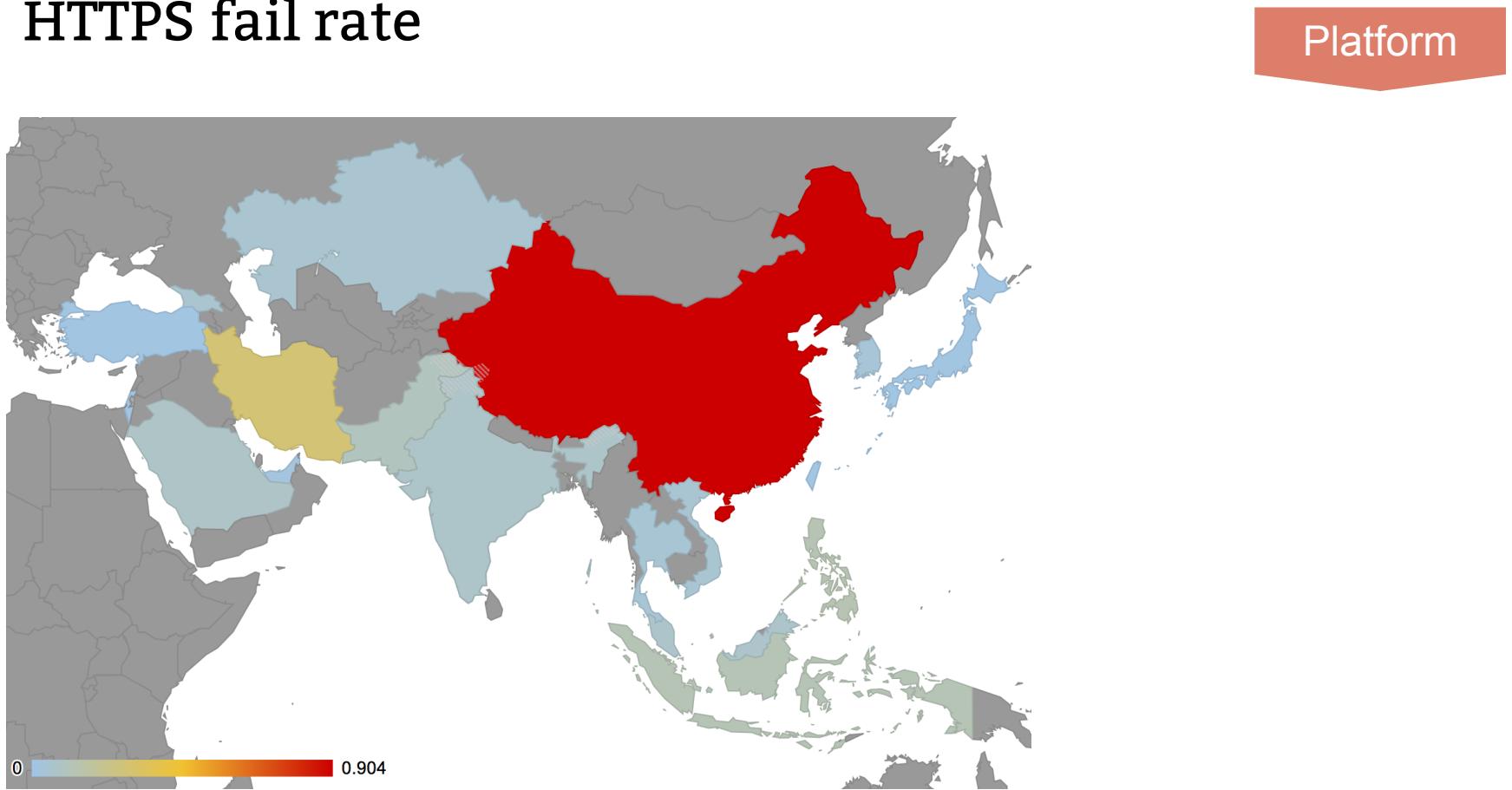
Community



<http://ee-dashboard.wmflabs.org/dashboards/enwiki-features#notifications-graphs-tab>  
<http://infodisiac.com/blog/2013/07/new-edit-and-revert-stats/>

# Q1. Other projects

HTTPS fail rate



<http://bit.ly/1bvHnYt>

# Q1. Outreach

## WikiSym 13    Keynote + Wikipedia research track

Community



<http://www.opensym.org/wsos2013/program/day2>

## Wikimania 13    Labs2 kick off



<https://meta.wikimedia.org/wiki/Grants:IdeaLab/Labs2>

# Q1. Team

Research

Brand new team



end of Q1  
+33%

# Q1. Team

Research

## Analytics/Research and Data

< Analytics

Contents [hide]

- 1 Who we are
- 2 Team responsibilities
- 3 Our work
- 4 How to get research support
- 5 Team updates
- 6 What we are working on
  - 6.1 Current focus areas
  - 6.2 Research projects
- 7 Other stuff we're doing

**Who we are** [edit | edit source]

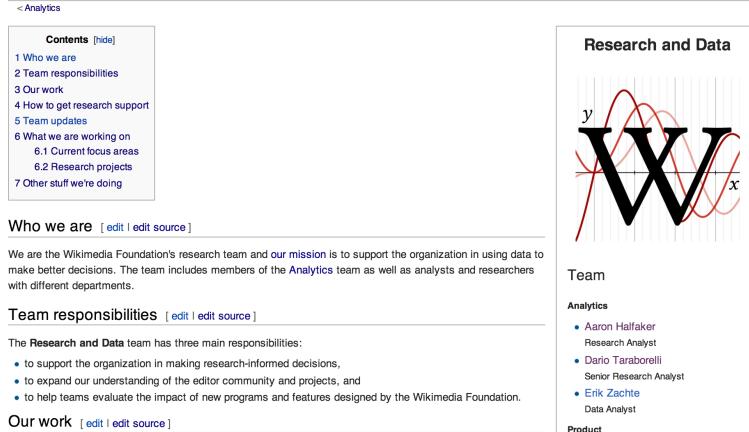
We are the Wikimedia Foundation's research team and our mission is to support the organization in using data to make better decisions. The team includes members of the Analytics team as well as analysts and researchers with different departments.

**Team responsibilities** [edit | edit source]

The Research and Data team has three main responsibilities:

- to support the organization in making research-informed decisions,
- to expand our understanding of the editor community and projects, and
- to help teams evaluate the impact of new programs and features designed by the Wikimedia Foundation.

**Our work** [edit | edit source]



## Research and Data

Team

Analytics

- Aaron Halfaker  
Research Analyst
- Dario Taraborelli  
Senior Research Analyst
- Erik Zachte  
Data Analyst

Product



## Team responsibilities Engagement model

[https://www.mediawiki.org/wiki/Analytics/Research\\_and\\_Data](https://www.mediawiki.org/wiki/Analytics/Research_and_Data)

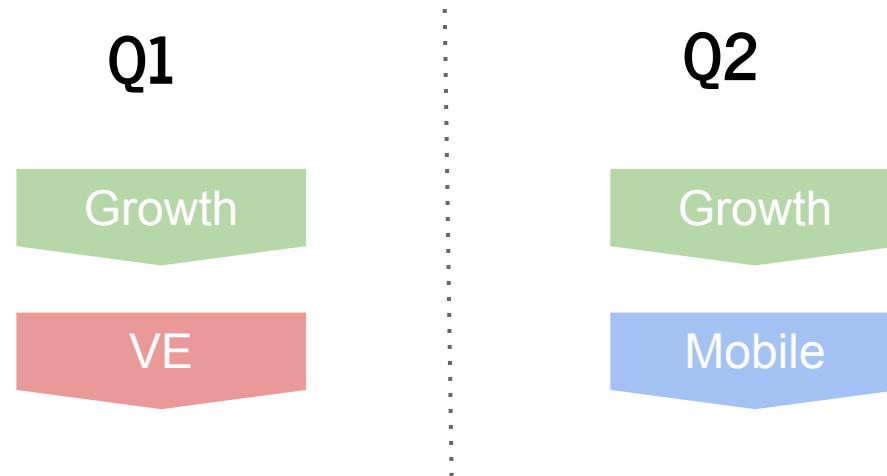
## Team backlog + work in progress

<https://trello.com/b/k5N0ivoM/research-and-data>

# Q2

Focus areas  
Other projects  
Exploratory projects  
Outreach  
Team

# Q2. Focus areas



## How we select focus areas

Strategic importance  
Type of support needed  
Team capacity

## Q2. Focus areas

Mobile editor engagement

Mobile

Anonymous editor conversion

New user acquisition and onboarding

Growth

<https://meta.wikimedia.org/wiki/Growth>

[https://meta.wikimedia.org/wiki/Research:Mobile\\_editor\\_engagement](https://meta.wikimedia.org/wiki/Research:Mobile_editor_engagement)

# Q2. Other projects

Metric standardization

KPI consistency

*active editor definition*

*bot definition*

*revert-based productivity metrics*

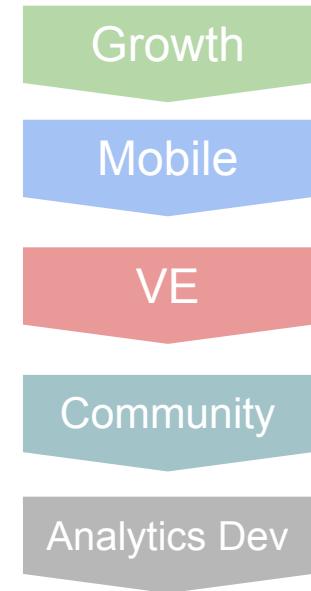
*“vital signs”*

Cross-project comparison / target setting

*active mobile vs desktop editors*

New metrics

*edit sessions*



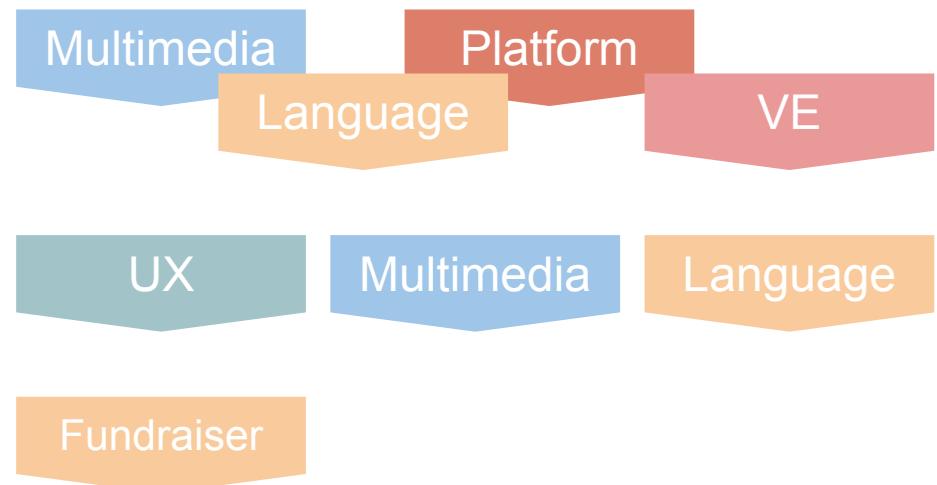
# Q2. Other projects

Ad-hoc support

Dashboards/reporting

Feature usage analysis

Statistical test support



[other ad-hoc requests to be assessed / prioritized based on team capacity]

# Q2. Other projects

Research + Dev joint projects

Research

*Wikimetrics feature parity + data QA*

Analytics Dev

*Simplify Limn dashboard deployment*

*Revert detection*

[epics to be prioritized by Analytics PM]

## Q2. Exploratory projects

Sock / meatpuppet identification

Growth

*Exploratory analysis*

Community

*Targeted collaboration with external researchers*

Legal

*Tool prototyping*

[may require deprioritizing other projects]

# Q2. Exploratory projects

A/B testing infrastructure

Growth

*Centralized bucketing system*

Mobile

*Scheduling / sample size estimation*

VE

*Automated testing / reporting*

Fundraiser

[Opportunity for collaboration with Development]

# Q2. Outreach

## Inaugural Wiki Research Hackathon Nov 9, 2013

Community



8 meetups in 5 countries

### Collaborations

GroupLens, Northwestern,  
UDub, Oxford Internet  
Institute, Berkman

Open Knowledge Foundation,  
Aaron Swartz Hackathons,  
Wikimania 2014

# Q2. Team

Monthly research showcase

First session: Nov 20, 2013

*3rd Wednesday of the month*

Research

Extended research team

Product [Oliver]

Grantmaking [Haitham, Jonathan]

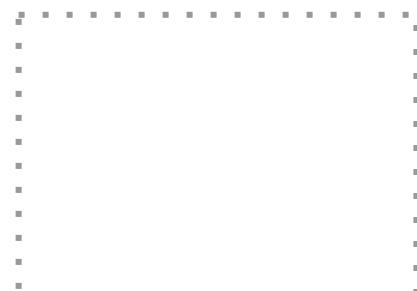
Program Evaluation [Jamee]

# Q2. Team

Q1



Q2



Research

end of Q2  
+25%

## Q2. Goals recap

Dedicated support for Q2 focus areas

Mobile • Growth

Metric standardization

Ad-hoc support for other teams

Exploratory projects

Outreach

Team

Monthly showcase