

[create]



Product Strategy Offsite
Background Materials
July 22-23, 2013

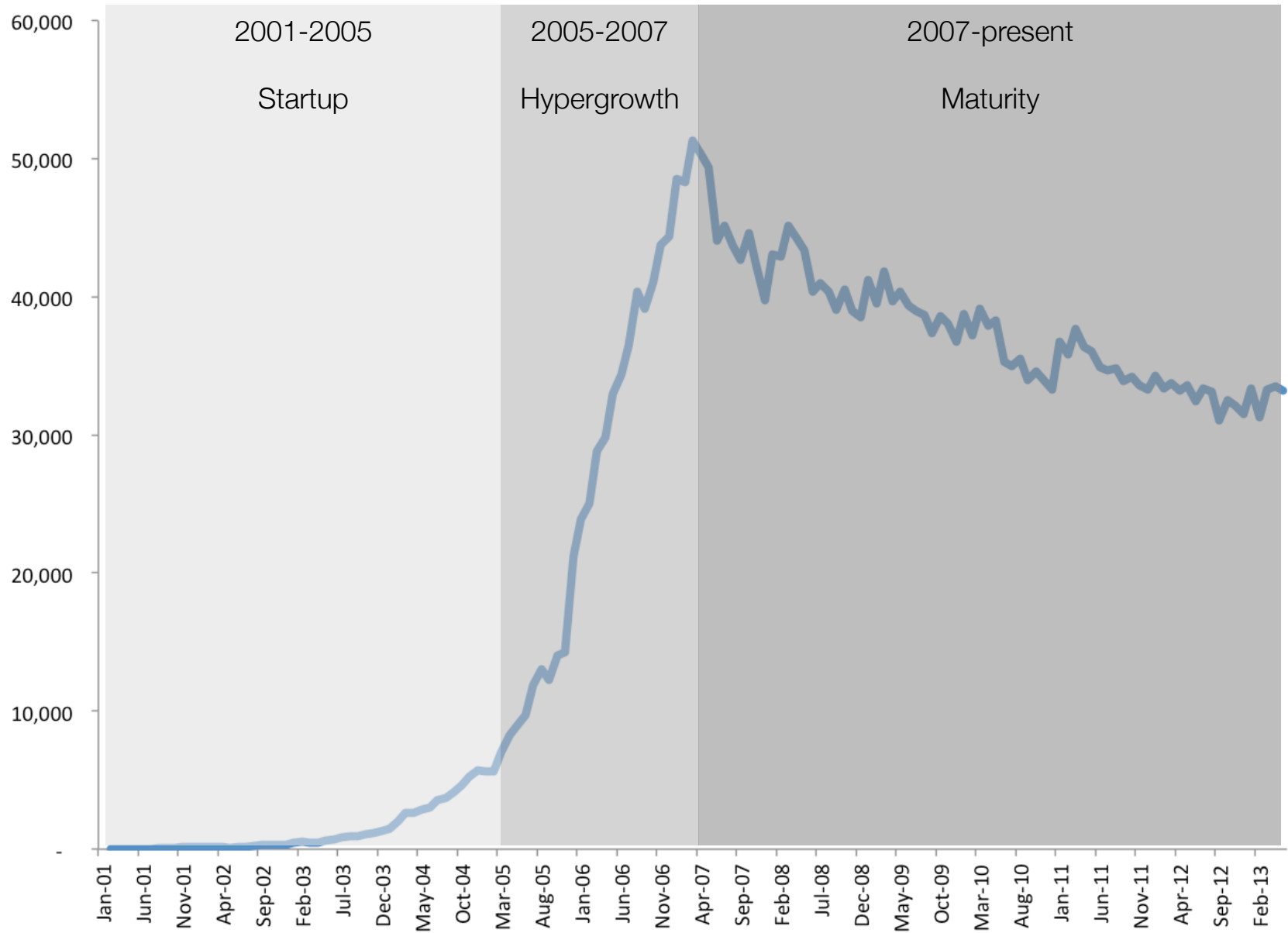
Last year was a *big* year

Usability initiative/Vector Pending Changes	Upload Wizard Mobile Gateway AFT (public policy)	Moodbar/Feedback Dashboard AFT WikiLove Mobile front end WP Andoid + iOS app	VisualEditor Notifications PageCuration AFT5 (cont'd) ACUX Onboarding/ GettingStarted EventLogging Guiders ULS Mobile web (contributory nav; login/ account creation, watchlist, nearby, uploads, alpha/beta/ stable. . .) Commons Android + iOS apps WLM app
ETS Oct '10	Sue's Update Mar '11 Product Whitepaper	WSoR	
2009/10 Jul09-Jun10	2010/11 Jul10-Jun11	2011/12 Jul11-Jun12	2012/13 Jul12-Jun13

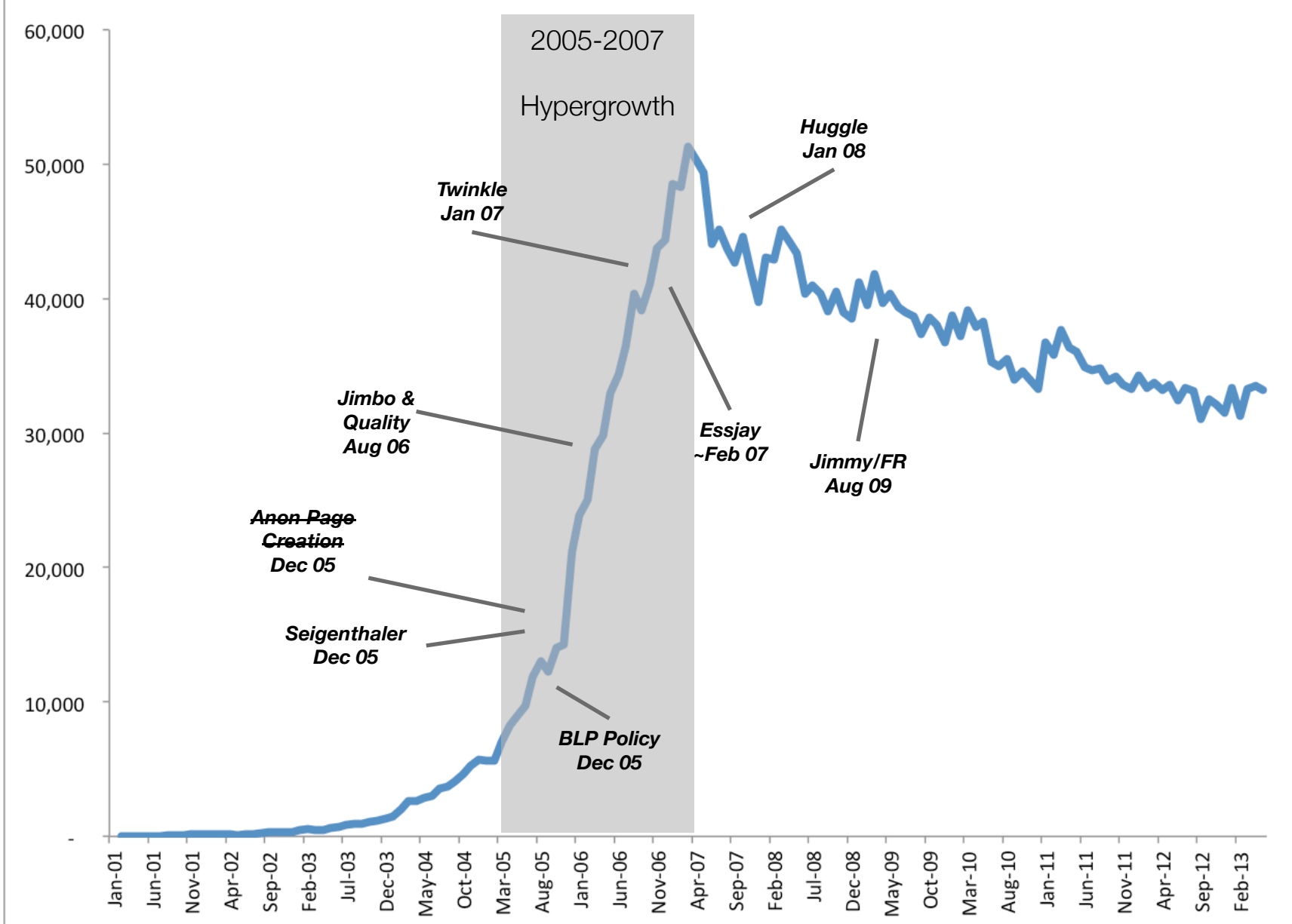
Background Info

- Forces that shaped today's community
- The First Edit
- Edit/Reversion System
- “Career path” of a Wikipedian
- More Information

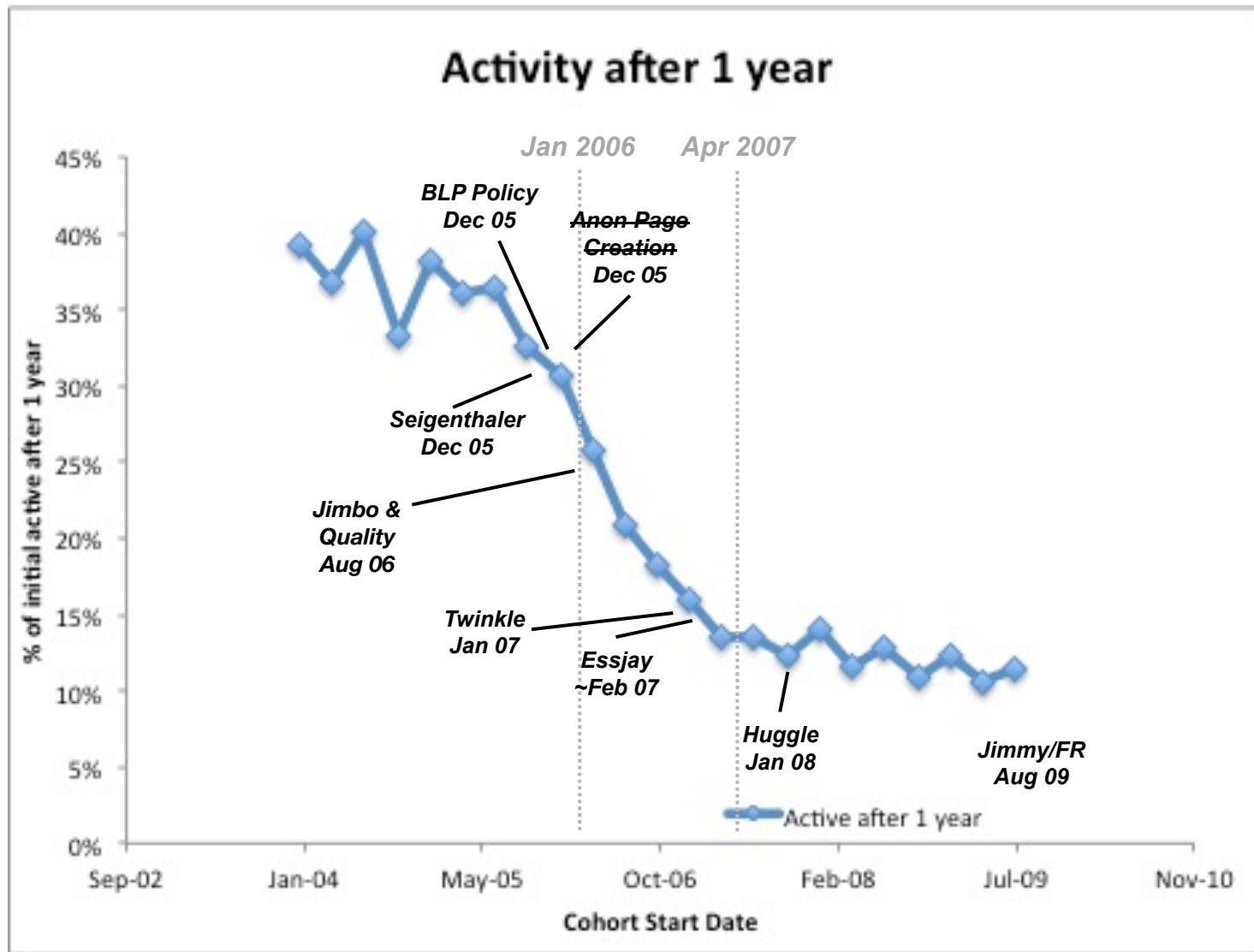
Active editors: English Wikipedia



Active editors: English Wikipedia



Drop in retention rate during this period



Cumulative: 10, Monthly: 1

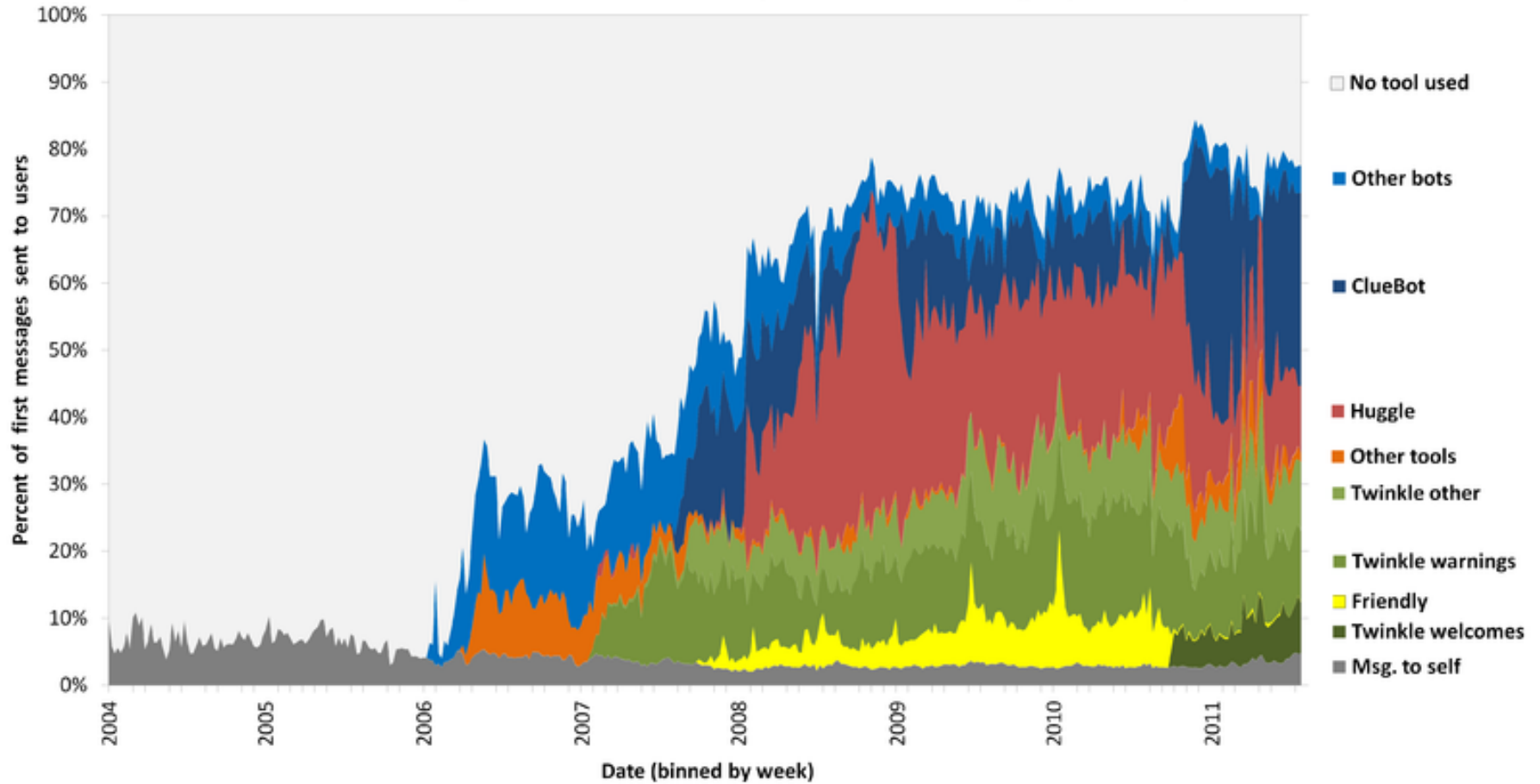
Rise of the Machines

Many of these bots/tools had unintended consequences:

- AWB: Dec 2005
- Twinkle: Jan 2007
- Huggle: Jan 2008
- CoreSearchBot: Aug 2007
- CydeBot: April 2006
- MizaBots 1-3: March 2007
- XLinkBot: 2008
- AbuseFilter: 2009
- ClueBot: ?
- ClueBotNG: ?

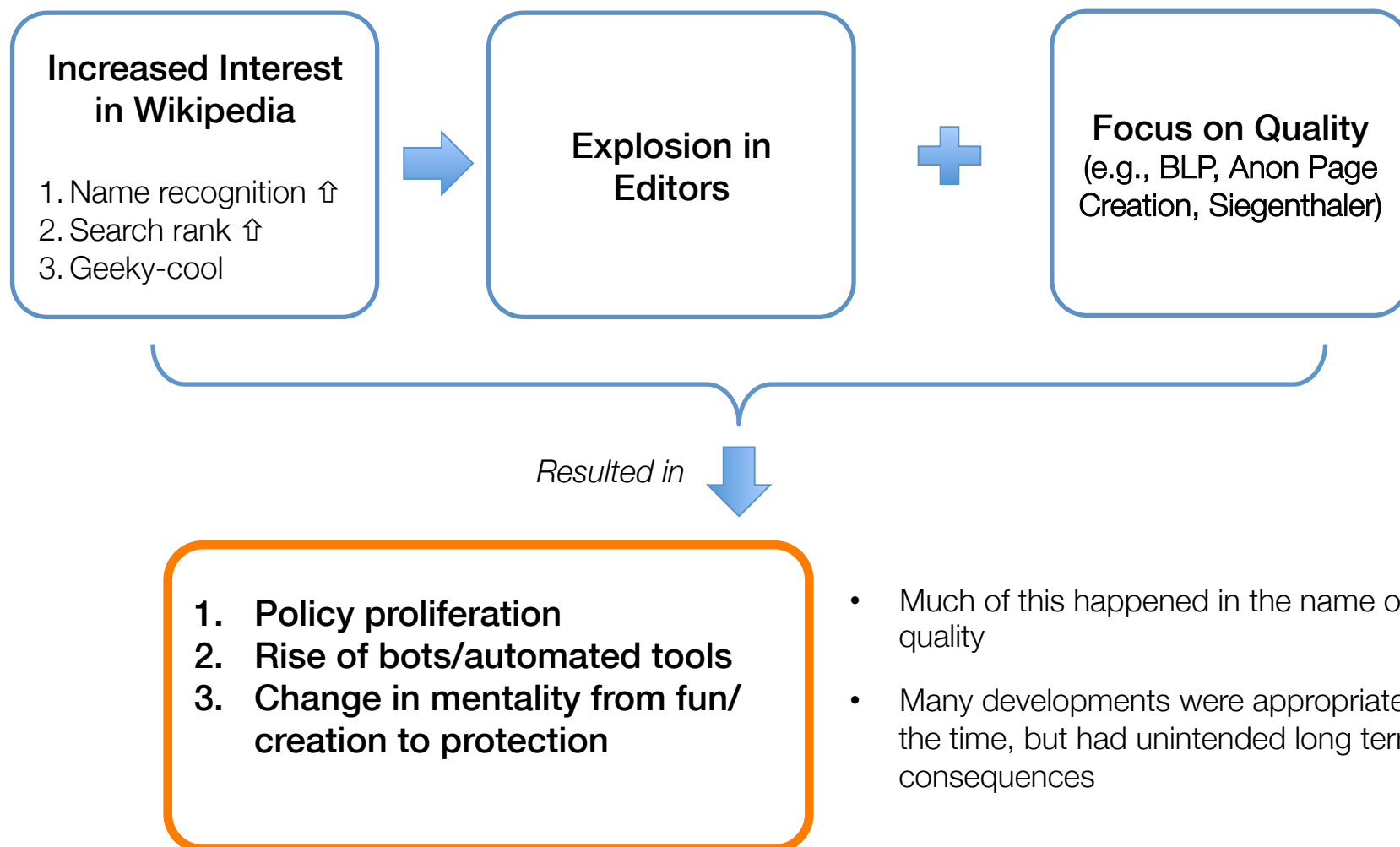
Rise of the Machines Results in Decline in Human Messages

First messages sent to new users, by tool and bot used (proportional)

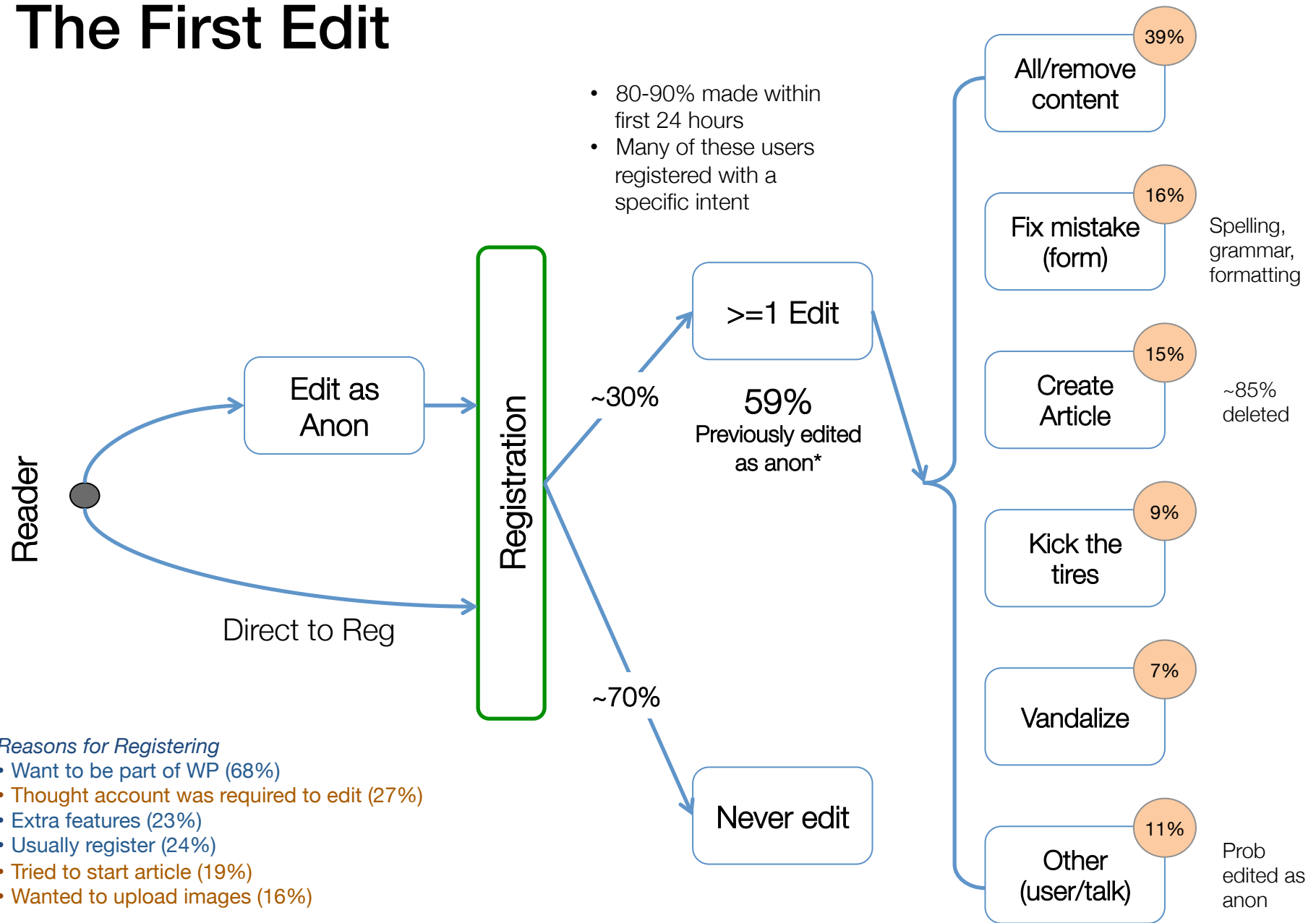


Summary: Forces that Shaped English Wikipedia

(Hypergrowth Phase)



The First Edit

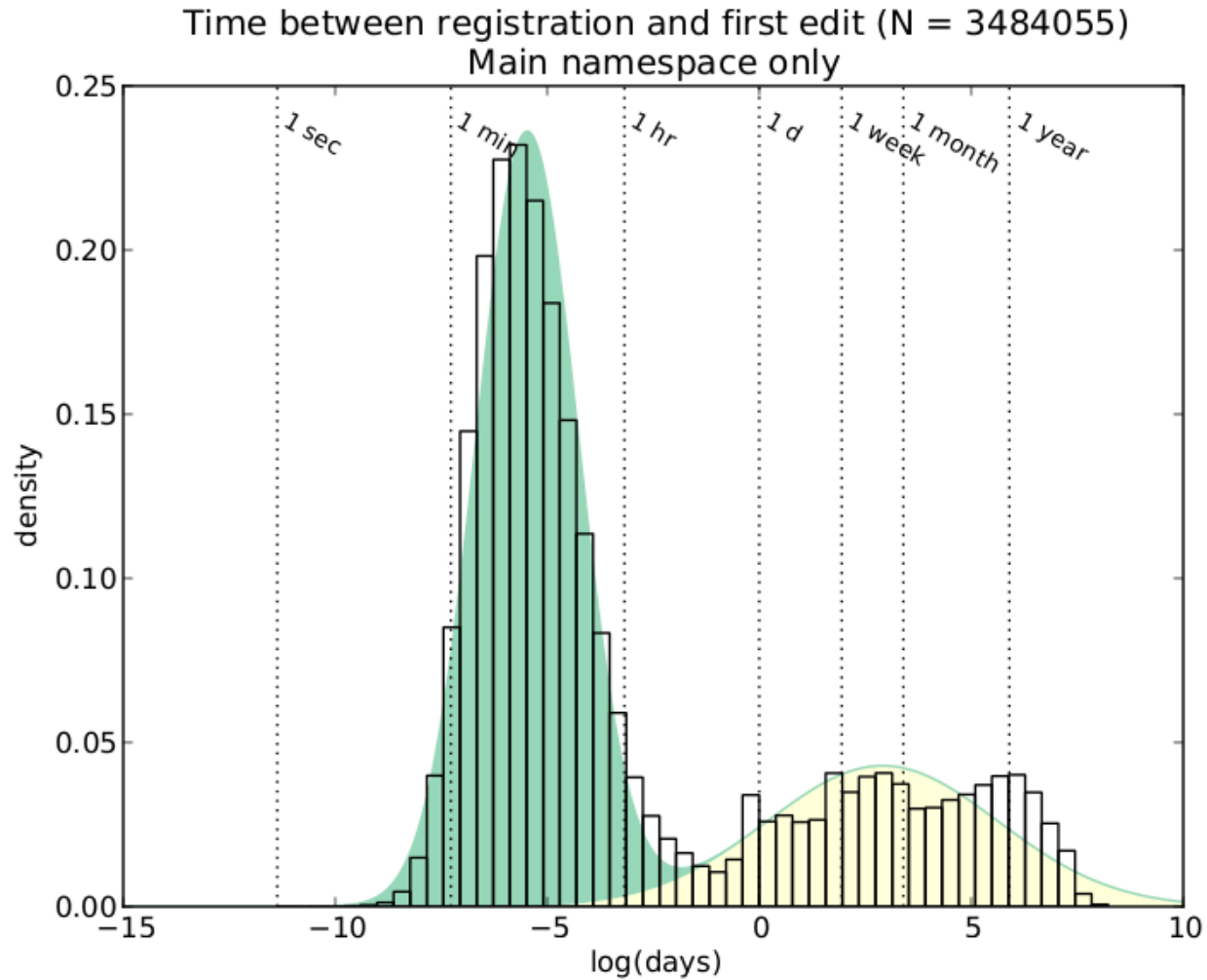


Reasons for Registering

- Want to be part of WP (68%)
- Thought account was required to edit (27%)
- Extra features (23%)
- Usually register (24%)
- Tried to start article (19%)
- Wanted to upload images (16%)

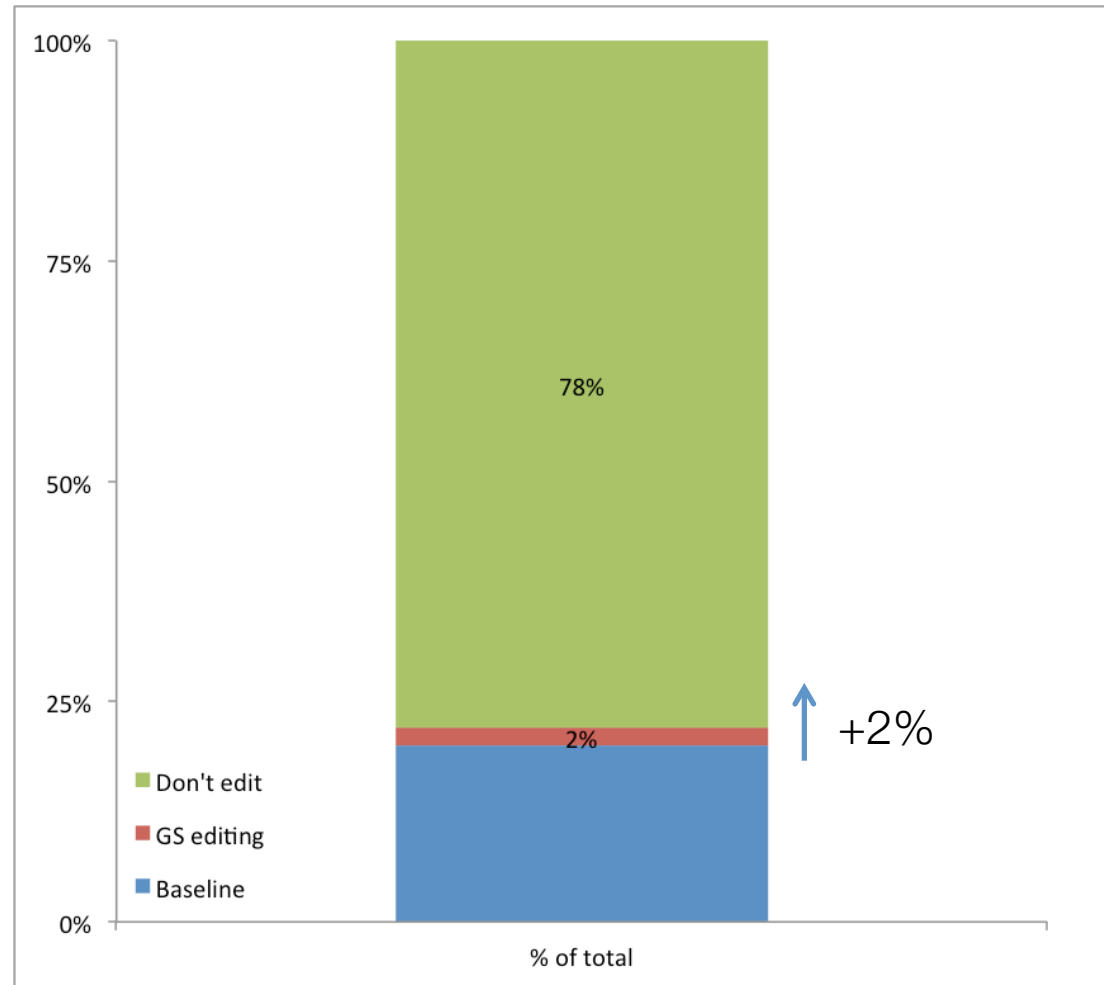
* From Dec 2011 WP Editor Survey. Likely to overstate the actual percentage since respondents tend to be more active editors

Users that edit do so mainly within 24 hours of registering



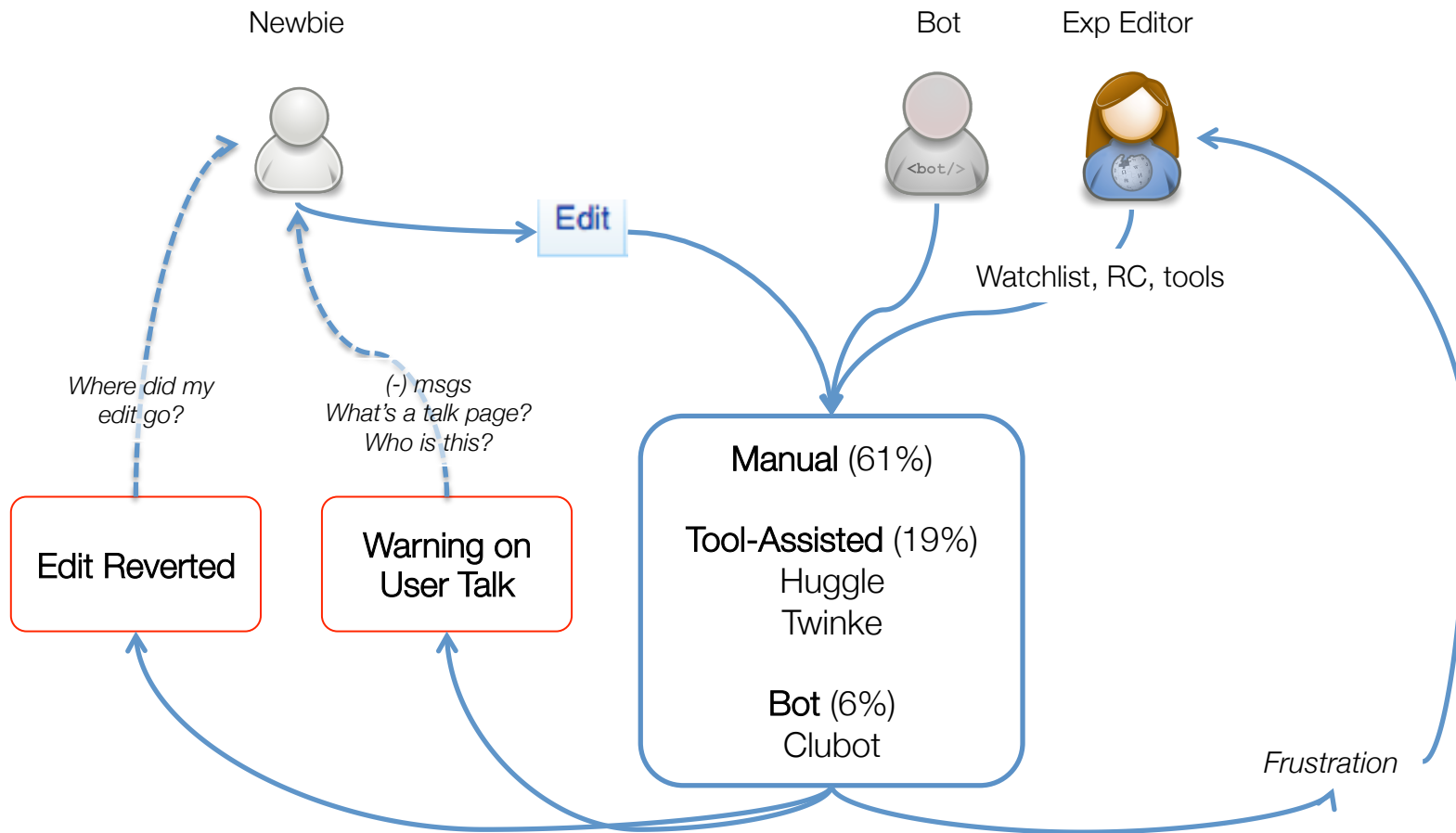
GettingStarted:

Getting Users Who Otherwise Wouldn't Have Edited



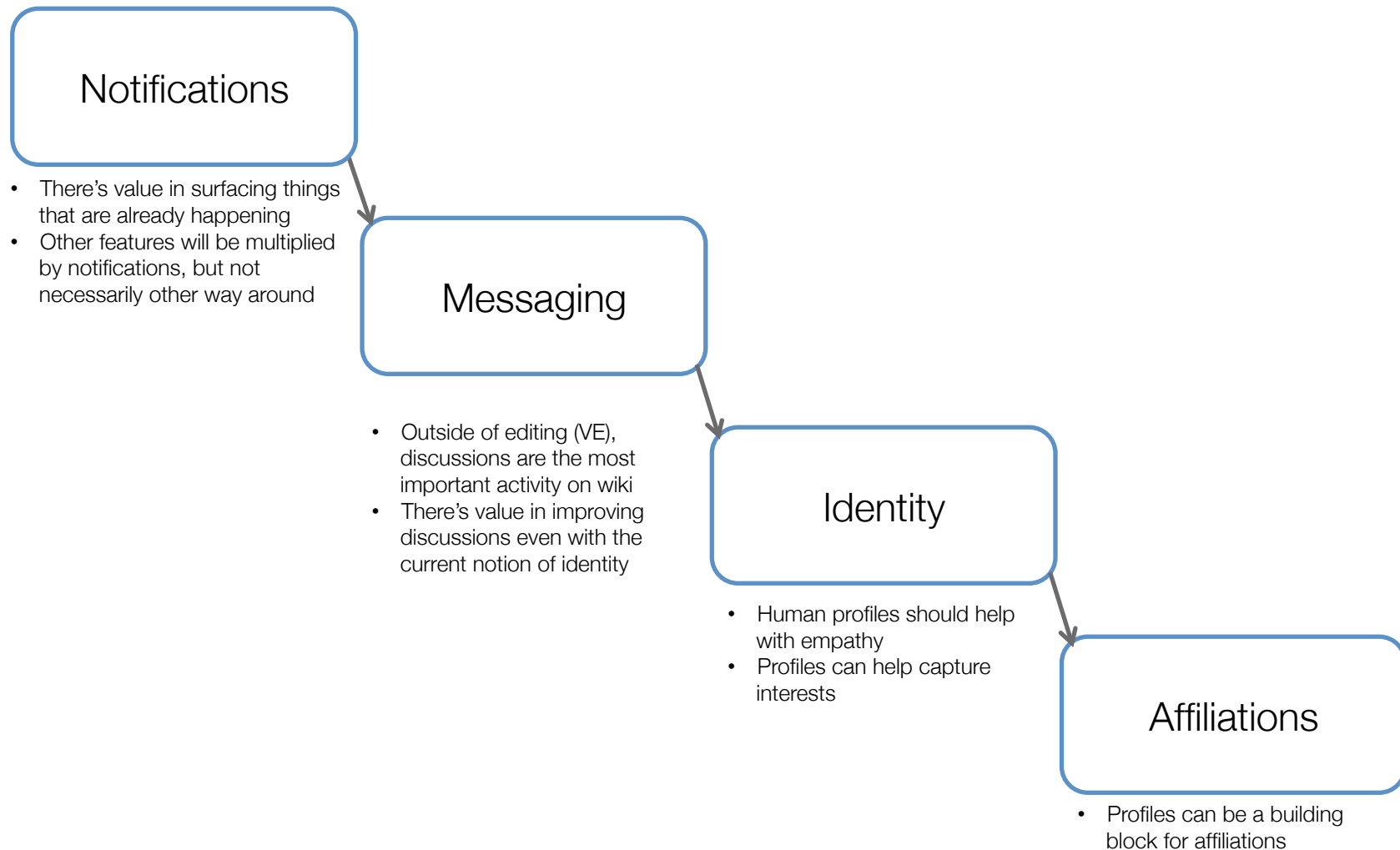
Edit & Reversions

Current Feedback Loop



Analogous maps exist for Page Creation & Deletion (15-20% of first edits) and MM Upload & Deletion

Sequencing of Core Features



Twinkle Interface

Warning Users

Twinkle · Warn/notify user

Choose type of warning/notice to issue ?

- Common warnings
 - ✓ `{{uw-vandalism1}}`: Vandalism
 - `{{uw-disruptive1}}`: Disruptive editing
 - `{{uw-test1}}`: Editing tests
 - `{{uw-delete1}}`: Removal of content, blanking
- Behavior in articles
 - `{{uw-biog1}}`: Adding unreferenced controversial information about living persons
 - `{{uw-defam1}}`: Addition of defamatory content
 - `{{uw-error1}}`: Introducing deliberate factual errors
 - `{{uw-genre1}}`: Frequent or mass changes to genres without consensus or references
 - `{{uw-image1}}`: Image-related vandalism in articles
 - `{{uw-joke1}}`: Using improper humor in articles
 - `{{uw-nor1}}`: Adding original research, including unpublished syntheses of sources
 - `{{uw-notcensored1}}`: Censorship of material
 - `{{uw-own1}}`: Ownership of articles
 - `{{uw-tdel1}}`: Removal of maintenance templates
 - `{{uw-unsourced1}}`: Addition of unsourced or improperly cited material
- Promotions and spam
 - `{{uw-advert1}}`: Using Wikipedia for advertising or promotion
 - `{{uw-npov1}}`: Not adhering to neutral point of view
 - `{{uw-spam1}}`: Adding spam links
- Behavior towards other editors
 - `{{uw-agf1}}`: Not assuming good faith
 - `{{uw-harass1}}`: Harassment of other users
 - `{{uw-npal1}}`: Personal attack directed at a specific editor
 - `{{uw-tempabuse1}}`: Improper use of warning or blocking template
- Removal of deletion tags
 - `{{uw-afd1}}`: Removing `{{afd}}` templates
 - `{{uw-blpprod1}}`: Removing `{{blp prod}}` templates
 - `{{uw-idt1}}`: Removing file deletion tags

Welcoming users

en.wikipedia.org/w/index.php?title=User_talk:216.33.67.126&action=edit&redlink=1&friendlywelcome=norm&van...

WIKIPEDIA
The Free Encyclopedia

Creating User talk:216.33.67.126

No messages have been added to this page.

To start a page

Type of welcome: IP user welcomes

Anonymous user welcome templates

- `{{welcome-anon}}`: for anonymous users; encourages creating an account *
- `{{welcome-anon-border}}`: similar to `{{welcome-anon}}`, but has a border and uses clearer language
- `{{welcome-anon-test}}`: for anonymous users who have performed test edits *
- `{{welcome-anon-vandal}}`: for anonymous users who have vandalized a page *
- `{{welcome-anon-constructive}}`: for anonymous users who fight vandalism and edit constructively *

* Linked article (if supported by template): Grand Theft Auto V

Preview

Submit Query

Welcoming Committee · Twinkle help

Huggle

The screenshot shows the Huggle web browser interface. The title bar reads "Huggle". The menu bar includes "System", "Queue", "Go to", "Revision", "Page", "User", "Browser", and "Help". The status bar at the top right shows "118 edits per minute, 6 reverts per minute".

The main content area displays the page "List of Hollyoaks characters (2008)". The page has two columns of text, each representing a revision. The left column is the current revision, and the right column is the latest revision.

Current Revision (23:33, 12 July 2013):
Revision as of 23:33, 12 July 2013 (edit)
Raintheone (talk | contribs)
(→Pauline Hay: She is back, removed last appearance date, added class, changed dates due to gaps less than one calendar year) (del/undel)

Latest Revision (12:27, 14 July 2013):
Latest revision as of 12:27, 14 July 2013 (edit)
78.86.95.4 (talk)
(→Other characters) (del/undel)

The page content shows a table with two columns. The first column is for the current revision, and the second column is for the latest revision. The table has a header row with the following content:

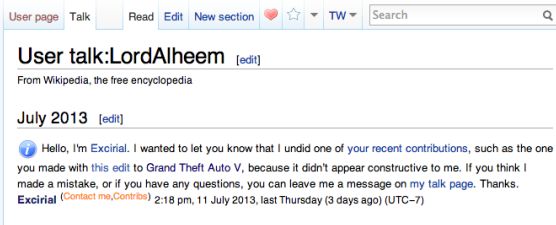
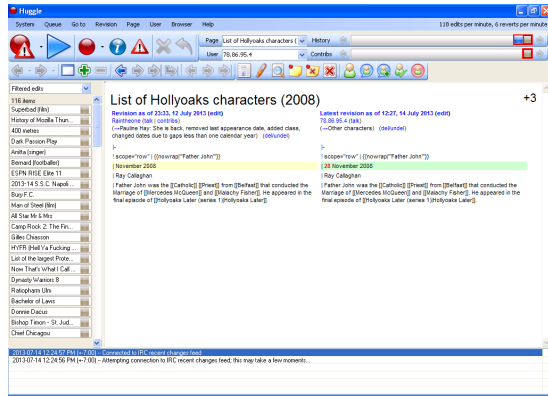
! scope="row" {{nowrap Father John}}	! scope="row" {{nowrap Father John}}
November 2008	28 November 2008
Ray Callaghan	Ray Callaghan
Father John was the [[Catholic]] [[Priest]] from [[Belfast]] that conducted the Marriage of [[Mercedes McQueen]] and [[Malachy Fisher]]. He appeared in the final episode of [[Hollyoaks Later (series 1) Hollyoaks Later]].	Father John was the [[Catholic]] [[Priest]] from [[Belfast]] that conducted the Marriage of [[Mercedes McQueen]] and [[Malachy Fisher]]. He appeared in the final episode of [[Hollyoaks Later (series 1) Hollyoaks Later]].

The left sidebar shows a list of filtered edits, including "Superbad (film)", "History of Mozilla Thun...", "400 metres", "Dark Passion Play", "Anitta (singer)", "Bernard (footballer)", "ESPN RISE Elite 11", "2013-14 S. S. C. Napoli ...", "Bury F.C.", "Man of Steel (film)", "All Star Mr & Mrs", "Camp Rock 2: The Fin...", "Gilles Chiasson", "HYFR (Hell Ya Fucking ...", "List of the largest Prote...", "Now That's What I Call ...", "Dynasty Warriors 8", "Ratiopharm Ulm", "Bachelor of Laws", "Donnie Dacus", "Bishop Timon - St. Jud...", and "Chief Chicagou".

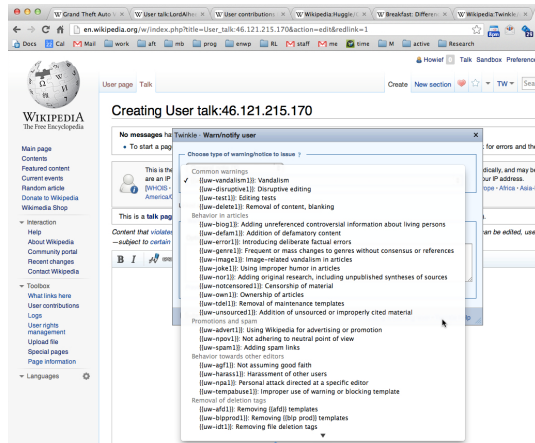
The bottom status bar shows the following messages:

- 2013-07-14 12:24:57 PM (+-7:00) -- Connected to IRC recent changes feed
- 2013-07-14 12:24:56 PM (+-7:00) -- Attempting connection to IRC recent changes feed; this may take a few moments...

Huggle



Twinkle



Speedy deletion of Posting (Accounting)

A tag has been placed on **Posting (Accounting)** requesting that it be speedily deleted from Wikipedia. This has been done under section A1 of the criteria for speedy deletion, because it is a very short article providing little or no context to the reader. Please see [Wikipedia:Stub](#) for our minimum information standards for short articles. Also please note that articles must be on notable subjects and should provide references to reliable sources that verify their content.

If you think that this notice was placed here in error, you may contest the deletion by adding {{subst:}} to the top of the page (just below the existing speedy deletion or "db" tag), coupled with adding a note on the talk page explaining your position, but be aware that once tagged for speedy deletion, if the article meets the criterion it may be deleted without delay. Please do not remove the speedy deletion tag yourself, but don't hesitate to add information to the article that would render it more in conformance with Wikipedia's policies and guidelines. [Logbook:20080724](#) 3:32 pm, 24 February 2008, Sunday (5 years, 4 months, 21 days ago) (UTC-8)

Proposed deletion of Nonassurance services

A The article **Nonassurance services** has been proposed for deletion because of the following concern:

dicced without sources, business jargon, as far as I can determine.

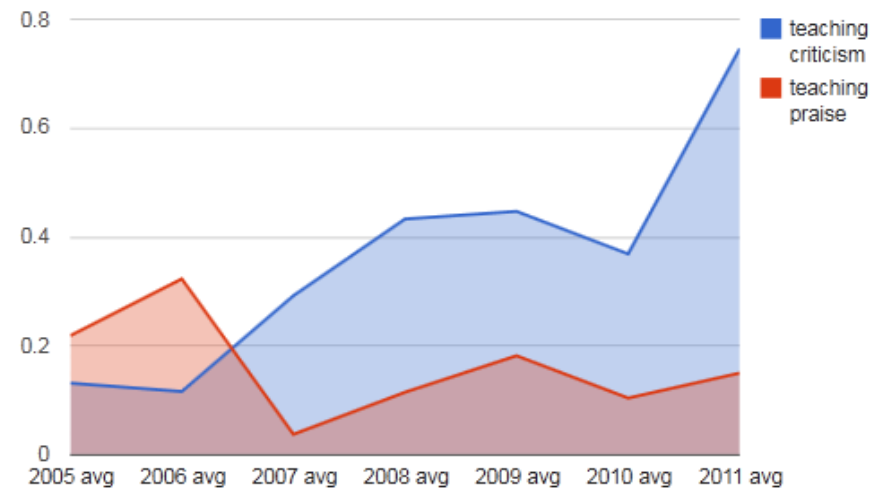
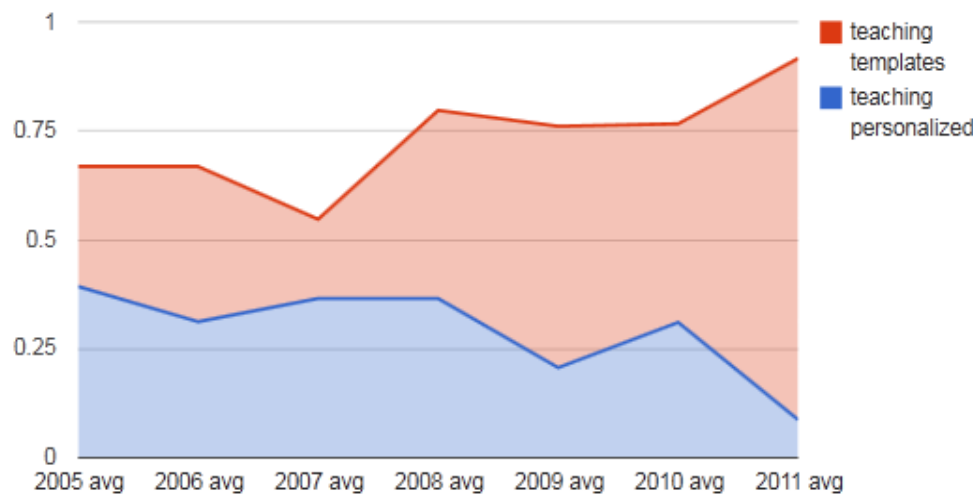
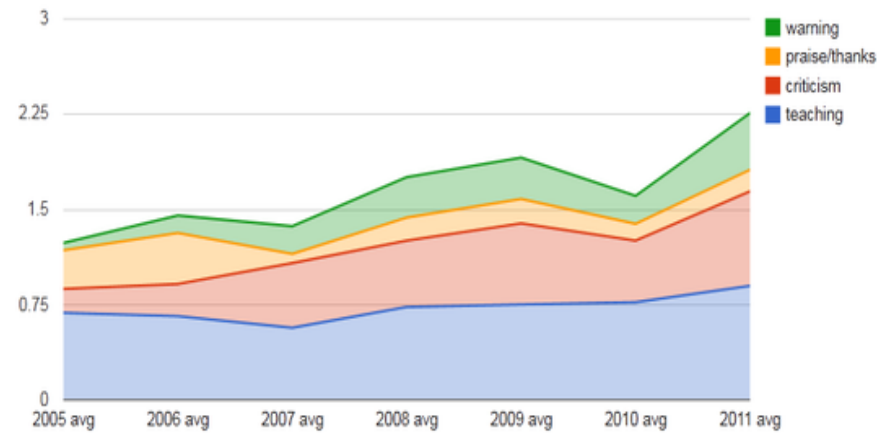
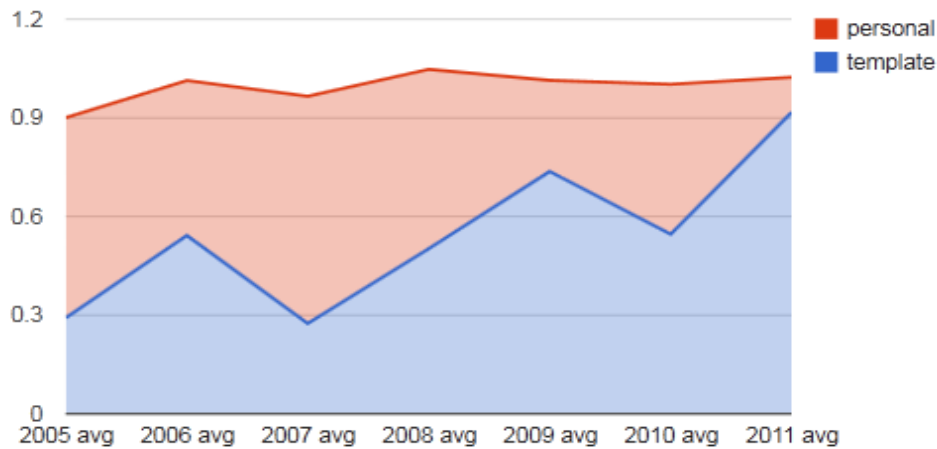
While all constructive contributions to Wikipedia are appreciated, content or articles may be deleted for any of several reasons.

You may prevent the proposed deletion by removing the {{proposed deletion/dated}} notice, but please explain why in your edit summary or on the article's talk page.

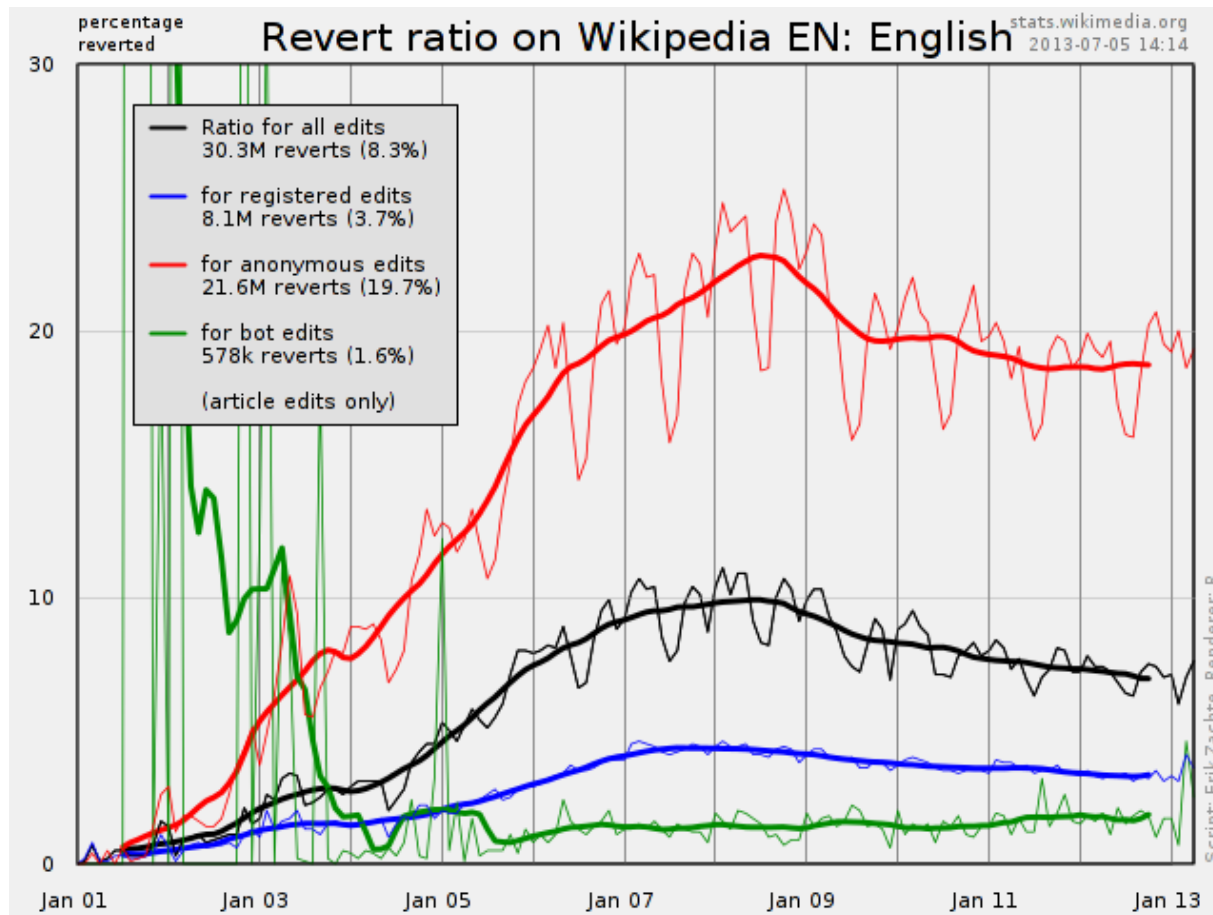
Please consider improving the article to address the issues raised. Removing {{proposed deletion/dated}} will stop the proposed deletion process, but other deletion processes exist. In particular, the speedy deletion process can result in deletion without discussion, and articles for deletion allows discussion to reach consensus for deletion. [DQG](#) (talk) 6:35 pm, Today (UTC-7)

Cluebot

Some important insights in understanding the decline in retention. For example...



Reversion rates much higher for anon



But we know that a majority of editors start out as anon

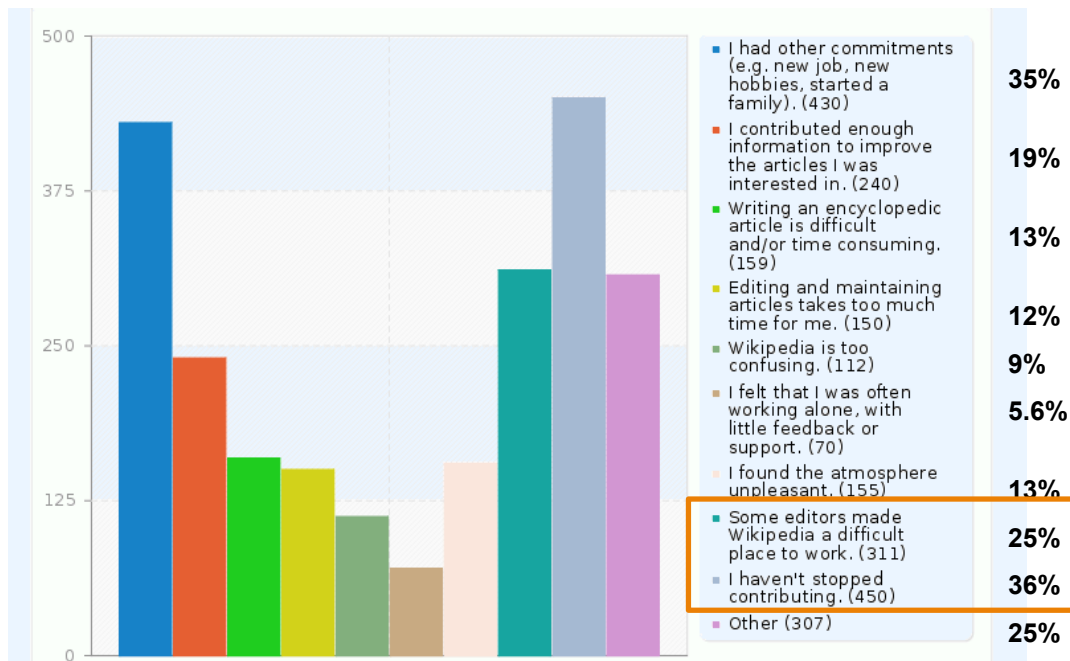
And we know anecdotally that seeing their change immediately reflected on the site creates an “a-ha” moment

?: How do we create a system that enables this “a-ha” moment, yet doesn’t overwhelm our existing community

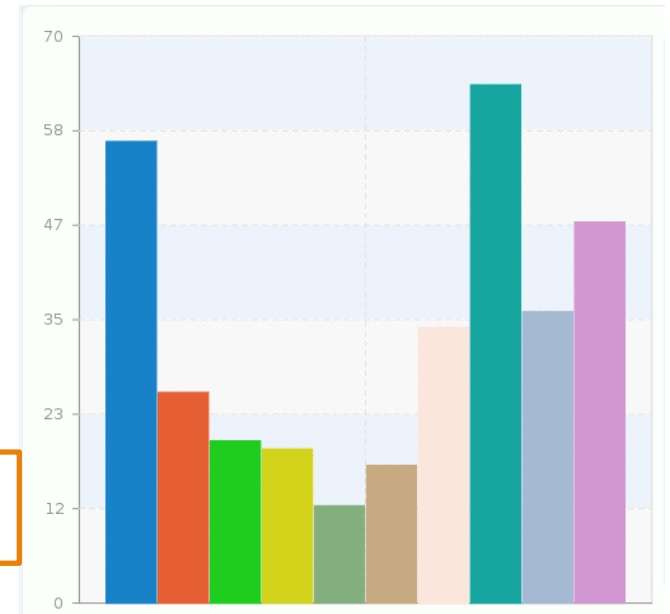
Many editors leave because of difficulties with other editors

Q5: Why did you stop contributing to Wikipedia?

All Users



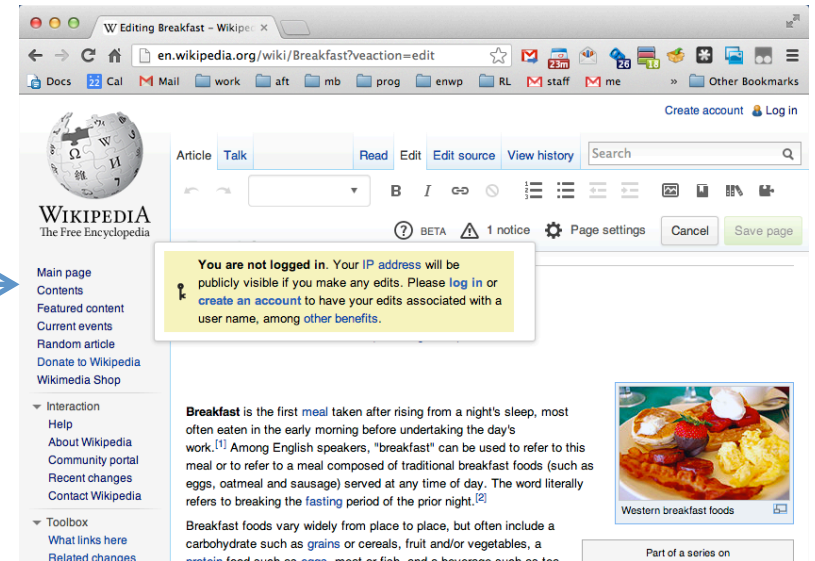
10+ edits/month



Difficult editors: 40%
Haven't stopped: 23%

Finding the Right Kind of Contributor

Search Engine (As Reader)



User needs to:

- find edit button
- understand anyone can edit
- feel like they can edit (e.g., confidence)
- find something to change

VE!

Anon → Register CTA

How to we use the interface to encourage the right kinds of people to try?

Attracting the “right kind” of user involves keeping the wrong kinds out

This is for anyone with a Math question

StackExchange.com sign up log in search

Show questions relating to combinatorics

MATHEMATICS

QUESTIONS TAGS TOUR USERS ASK QUESTION

Mathematics Stack Exchange is a question and answer site for people studying math at any level and professionals in related fields. It's 100% free, no registration required. Tell me more

Explore Our Questions

(homework) (calculus) (linear-algebra) (real-analysis) (probability) (abstract-algebra) (general-topology) (combinatorics) (sequences-and-series) (group-theory) more tags

1 question with new activity

1	0	10	The correct probability distribution / way to analyze daily changes (probability) (statistics) (random-variables) (data-analysis) 3m ago Jacob Mayle 1,884
2	0	22	How many rounds of blackjack do you have to simulate to get accurate outcome probabilities? (probability) 7m ago Eagle 23
0	0	9	Continuity everywhere+partial derivatives in one point \implies Total differentiability in this point? (calculus) (derivatives) (partial-derivative) 7m ago Hagen von Eitzen 53.2k
0	2	42	Transform between cartesian coordinate system and abstract coordinate system (abstract-algebra) (geometry) (algorithms) (transformation) (coordinate-systems) 10m ago user1585964

biology.stackexchange.com

Do animals exist with an uneven total number of digits?

3 answers (evolution) (physiology)

This is for Math Professionals (PhD+)

Show questions relating to ct.category-theory

mathoverflow

Questions Tags Tour Users Ask Question

MathOverflow is a question and answer site for professional mathematicians. It's 100% free, no registration required. Tell me more

Explore Our Questions

ag.algebraic-geometry nt.number-theory reference-request co.combinatorics

at.algebraic-topology gr.group-theory dg.differential-geometry pr.probability

rt.representation-theory ct.category-theory more tags

3	1	205	Surjectivity of frobenius ag.algebraic-geometry nt.number-theory 3m ago almostuser 1
1	0	26	Is there an irreducible, noncompact commuting, nonnormal operator, with spectrum strictly continuous? reference-request fa.functional-analysis oa.operator-algebras von-neumann-algebras operator-theory 5m ago Sébastien Palcoux 596
0	1	29	Noether-Lefschetz theorem for branched covering? ag.algebraic-geometry 25m ago Jim Bryan 2,636
1	0	24	Adding morphisms to a category without changing homotopy type ct.category-theory homotopy-theory classifying-spaces 31m ago Vidit Nanda 5,200
4	0	96	Quickly finding optimal subset of pairs of numerator and

Recent Tags

ag.algebraic-geometry × 90

reference-request × 64

nt.number-theory × 60

dg.differential-geometry × 40

at.algebraic-topology × 40

gr.group-theory × 36

co.combinatorics × 32

pr.probability × 29

fa.functional-analysis × 28

ct.category-theory × 27

rt.representation-theory × 25

homotopy-theory × 23

set-theory × 20

ac.commutative-algebra × 20

mg.metric-geometry × 19

ap.analysis-of-pdes × 17

gt.geometric-topology × 17

gn.general-topology × 16

lo.logic × 16

graph-theory × 16

The very-visible content helps weed people out
So does UI (think Yahoo Answers)

But Wikipedia is for Everyone!

Just a second. .

This article is for everyone

But if you arrive on this page. . .

The screenshot shows the Wikipedia article for "Breakfast". The page title is "Breakfast" and it is described as "From Wikipedia, the free encyclopedia". The article text explains that breakfast is the first meal taken after rising from a night's sleep. It includes a list of common breakfast foods such as eggs, oatmeal, and sausage. There is an image of a plate of Western breakfast foods. The page also features a sidebar with navigation links and a table of contents.

Wikipedia - Breakfast

From Wikipedia, the free encyclopedia

For other uses, see Breakfast (disambiguation).

Breakfast is the first meal taken after rising from a night's sleep, most often eaten in the early morning before undertaking the day's work.^[1] Among English speakers, "breakfast" can be used to refer to this meal or to refer to a meal composed of traditional breakfast foods (such as eggs, oatmeal and sausage) served at any time of day. The word literally refers to breaking the *fasting* period of the prior night.^[2]

Breakfast foods vary widely from place to place, but often include a carbohydrate such as grains or cereals, fruit and/or vegetables, a protein food such as eggs, meat or fish, and a beverage such as tea, coffee, milk or fruit juice. Coffee, milk, tea, juice, breakfast cereals, pancakes, sausages, French toast, bacon, sweet breads, fresh fruit, vegetables, eggs, mushrooms, baked beans, muffins, crumpets and toast with butter or margarine and/or jam or marmalade are common examples of breakfast foods, though a large range of preparations and ingredients are associated with breakfast globally.^[3]

Nutritional experts have referred to breakfast as the most important meal of the day, citing studies that find that people who skip breakfast are disproportionately likely to have problems with concentration, metabolism, and weight.^{[4][5]} The nutritionist Monica Reinagel has argued the metabolic benefits have been exaggerated, noting the improvement in cognition has been found among children, but is much less significant among adults. Reinagel also explains that the link between skipping breakfast and increased weight is likely behavioral—compensating with snacks and/or eating more later—and therefore not inevitable.^[6]

Contents [hide]

- Africa
 - 1.1 Nigeria
 - 1.2 Senegal
 - 1.3 Somalia
- Asia

The screenshot shows the Wikipedia article for "Frobenius algebra". The page title is "Frobenius algebra" and it is described as "From Wikipedia, the free encyclopedia". The article text explains that "Frobenius algebra" is also an archaic name for the group ring of a finite group. It discusses the algebra's role in representation theory and module theory. The page includes a table of contents, a definition section, and a sidebar with navigation links.

Wikipedia - Frobenius algebra

From Wikipedia, the free encyclopedia

"Frobenius algebra" is also an archaic name for the group ring of a finite group

In mathematics, especially in the fields of representation theory and module theory, a **Frobenius algebra** is a finite dimensional unital associative algebra with a special kind of bilinear form which gives the algebras particularly nice duality theories. Frobenius algebras began to be studied in the 1930s by Brauer and Nesbitt and were named after Frobenius. Nakayama discovered the beginnings of a rich duality theory in his (Nakayama 1939) and especially in his (Nakayama 1941). Dieudonné used this to characterize Frobenius algebras in his (Dieudonné 1958) where he called this property of Frobenius algebras a *perfect duality*. Frobenius algebras were generalized to quasi-Frobenius rings, those Noetherian rings whose right regular representation is injective. In recent times, interest has been renewed in Frobenius algebras due to connections to topological quantum field theory.

Contents [hide]

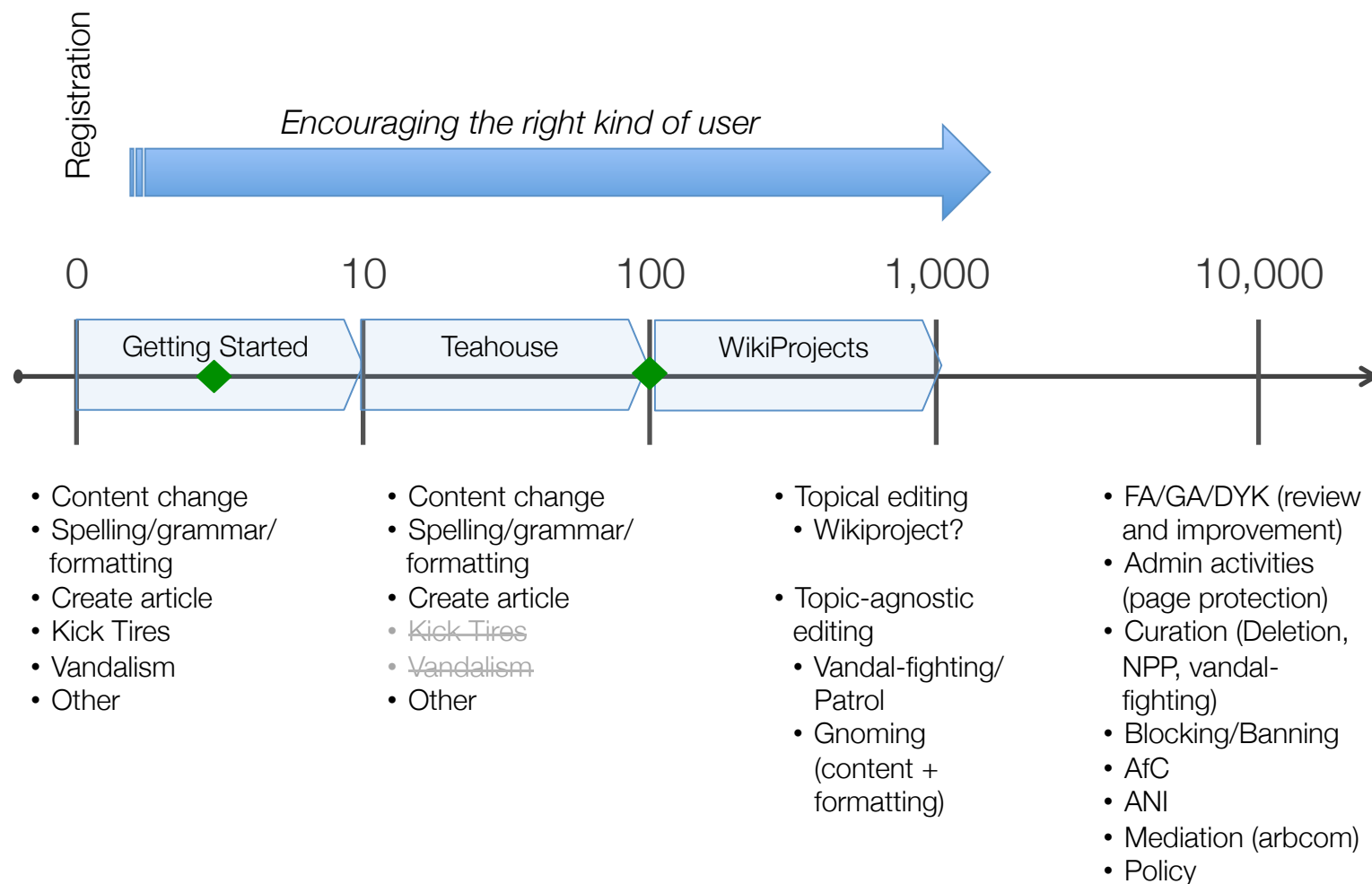
- Definition
- Examples
- Properties
- Category-theoretical definition
- Applications
 - 5.1 Topological quantum field theories
 - 5.2 Generalization: Frobenius extension
- See also
- References
- External links

Definition [edit]

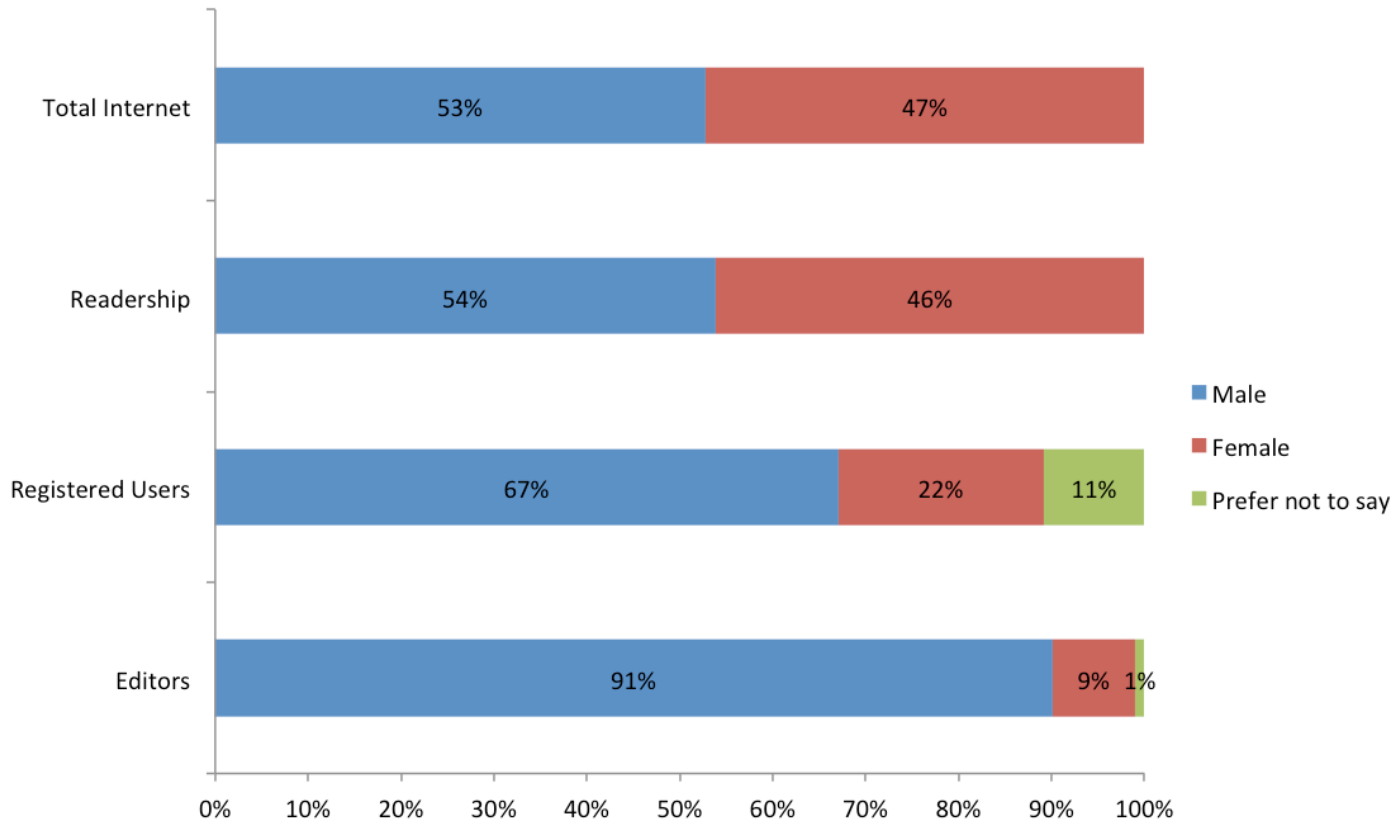
A finite dimensional, unital, associative algebra A defined over a field k is said to be a **Frobenius algebra** if A is equipped with a nondegenerate bilinear form $\alpha: A \times A \rightarrow k$ that satisfies the following equation: $\alpha(a \cdot b, c) = \alpha(a, b \cdot c)$. This bilinear form is called the **Frobenius form** of the algebra.

Equivalently, one may equip A with a linear functional $\lambda: A \rightarrow k$ such that the kernel of λ contains no nonzero left ideal of A .

“Career Path” of a Wikipedian



Users Start Skewing Male at Registration



Total Internet and Readership are from comScore;
Registered Users English Wikipedia microsurvey;
Editors from 2011 Editor Survey

Other Themes Discussed Last Year

Longer-term Considerations

Profiles	User profiles that provide helpful information and represent modern day internet users' mental models (incorporate element of human-ness → empathy)
Affiliations	It's currently very hard to discover things to do. Map user's interest graph to articles/topics/tasks that need help.
Realtime Collaboration	Over the past few years, different models of collaboration have emerged (e.g., Google Docs, Etherpad). Lots of things we can learn.
View/Edit modes	The line between reading and writing is blurring. How about an edit mode that's more integrated with the read experience?
Read Experience	The web is moving towards more visually driven interfaces.
Others?	

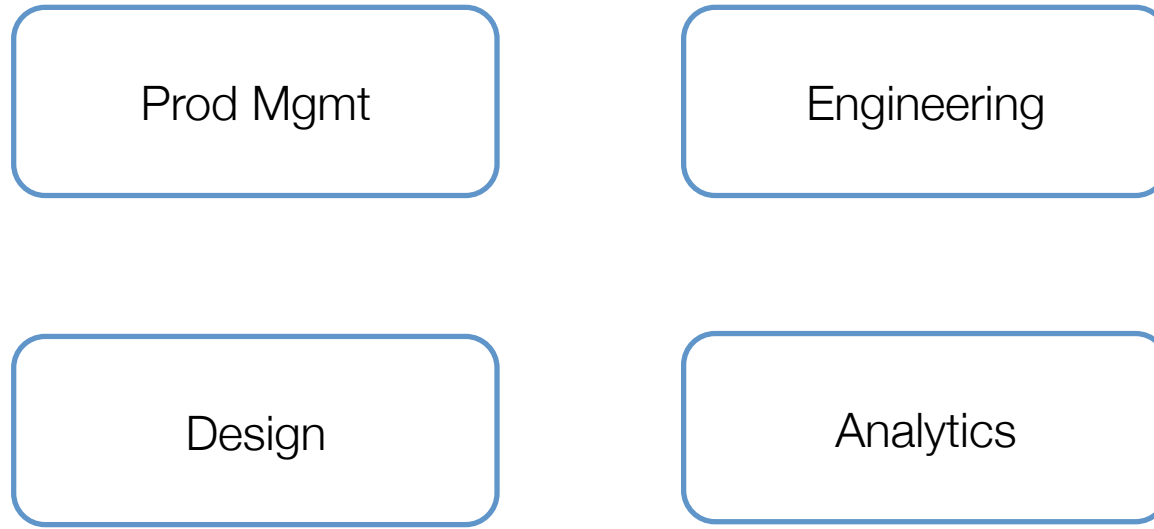
What about Readership in the upcoming year?

- Features just to encourage readership probably aren't a priority
 - Exception: multimedia
- BUT: what about features that get readers more involved with Wikipedia?
- Currently, WP sessions are shallow (on average): Search → article x2.6 → leave

500,000,000

80,000

Four Core Disciplines of Our Work



- All four work as peers
- Different disciplines will take the lead at different points of the development cycle, but we work as equals

External Trends

- Evolution of Identity
 - Pseudo vs. real
 - Identity across networks
- Visually driven interfaces
- Touch driven interfaces
- Short form vs. long form content
- Mobile: Platform change
 - Rapidly evolving landscape (Tablet and smartphone penetration)
 - User context: contributions on the go
 - Capabilities for user (e.g, MM, location)
- Wearables?
- Re-imagining everything, including the encyclopedia

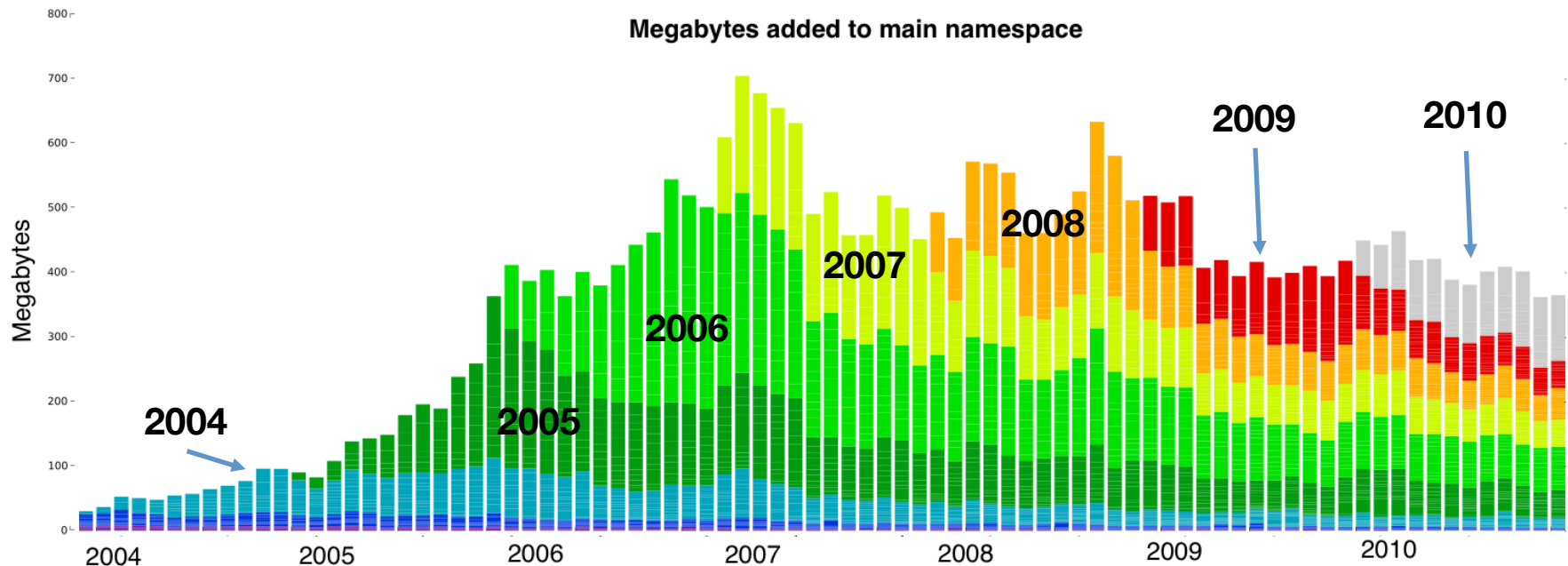
“Magnitude of Upcoming Change will be Stunning – We are Still in Spring Training” -- Mary Meeker Dec 2012 State of the Internet

More Information

(These are all important, but if you have limited time, check out the ones with a yellow star )



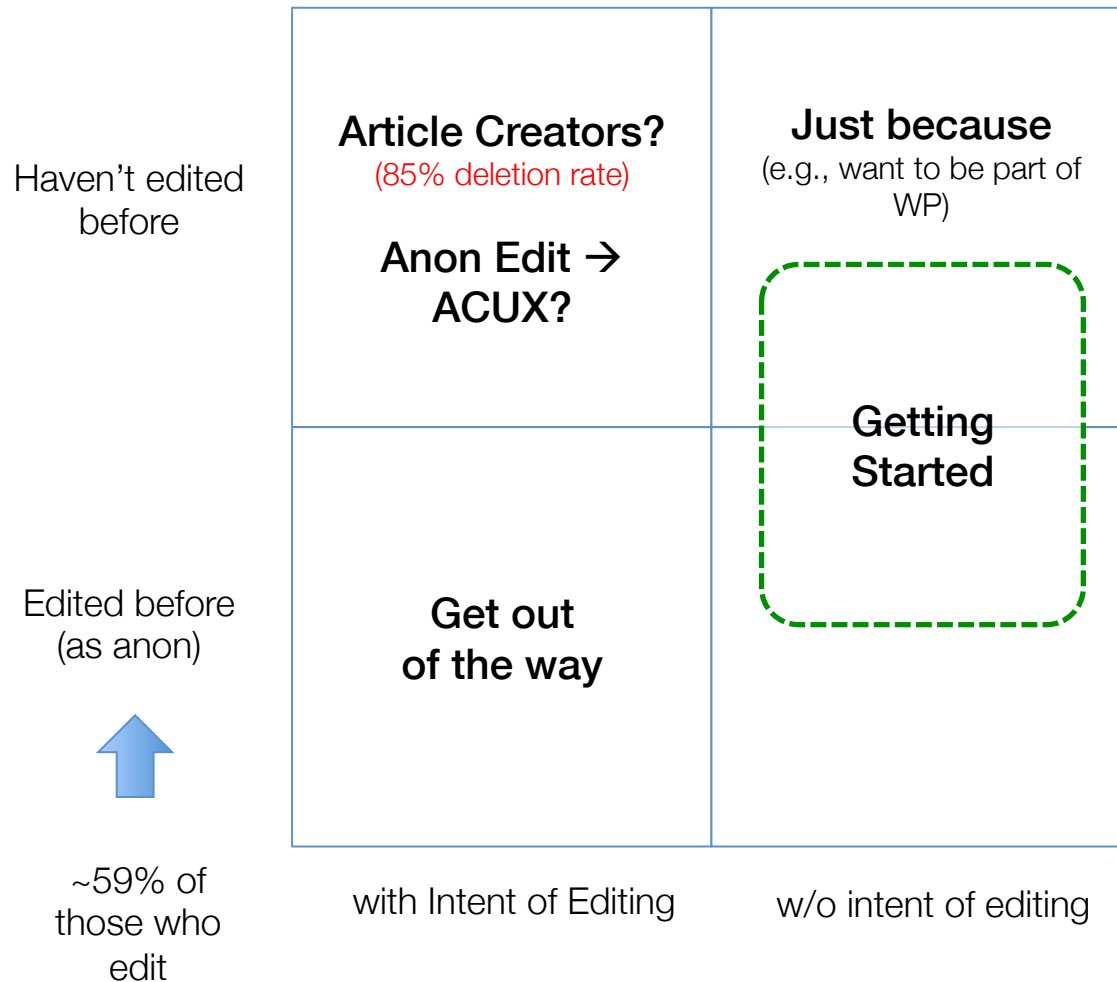
Distribution of edits to main namespace: Enwiki



Pre-2007 make up about half of the edits to the main namespace:

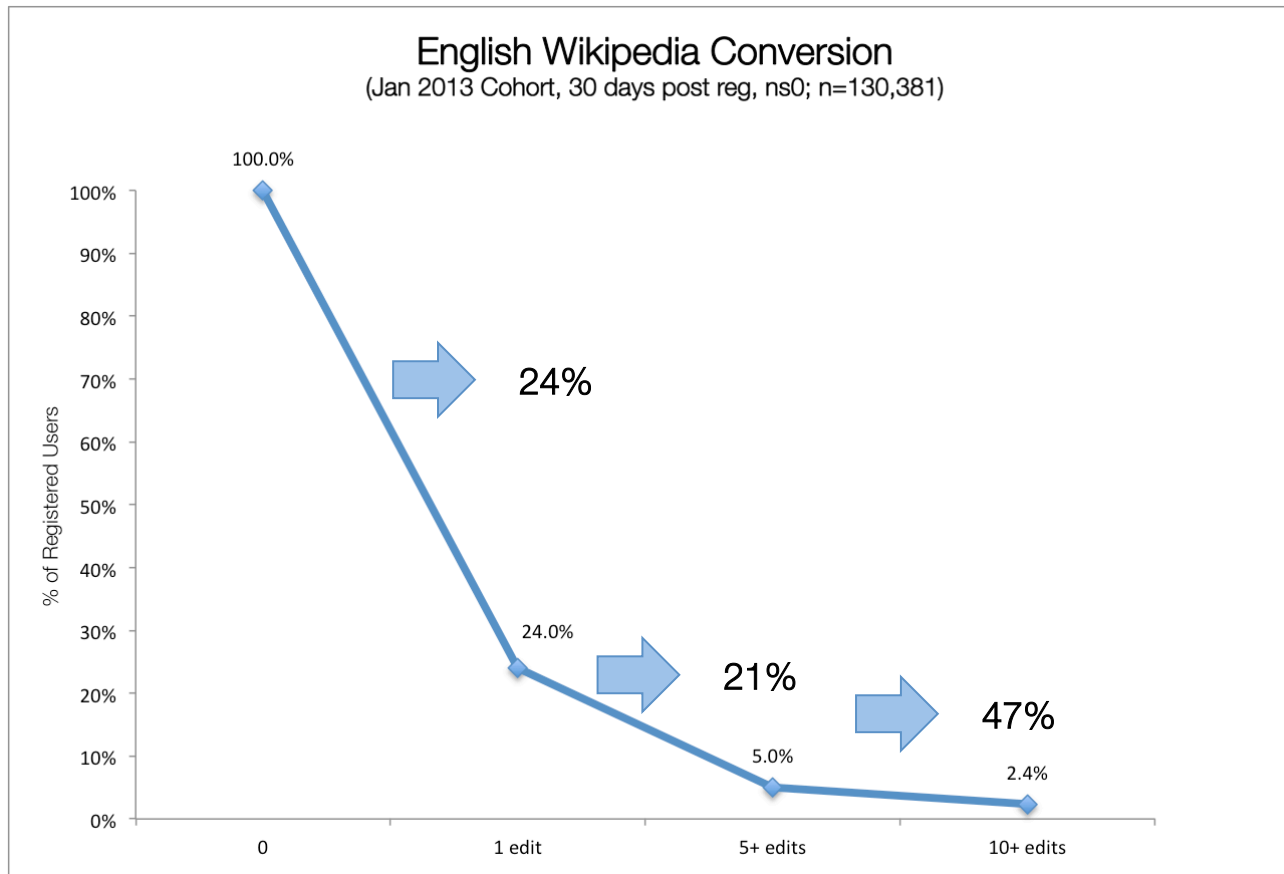
- Experienced users are important
- New Users are important as well

The First Edit (after registration)





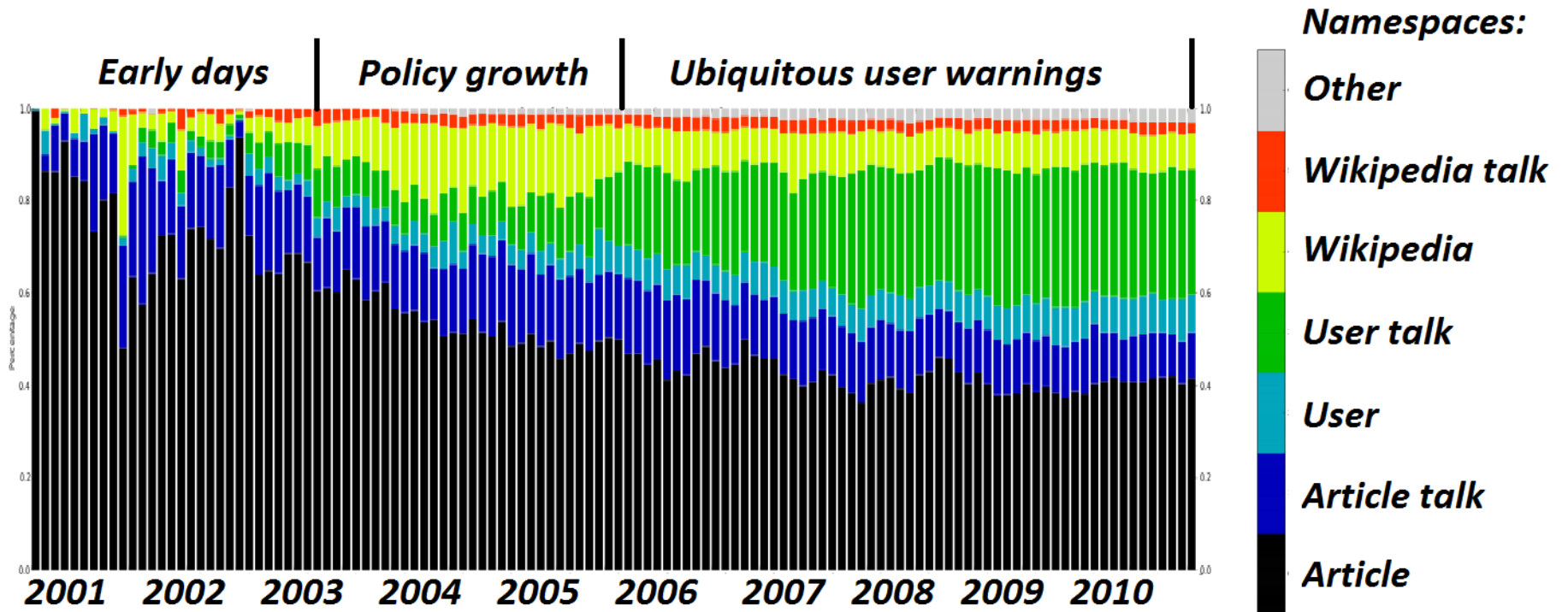
English Wikipedia Conversion Metrics



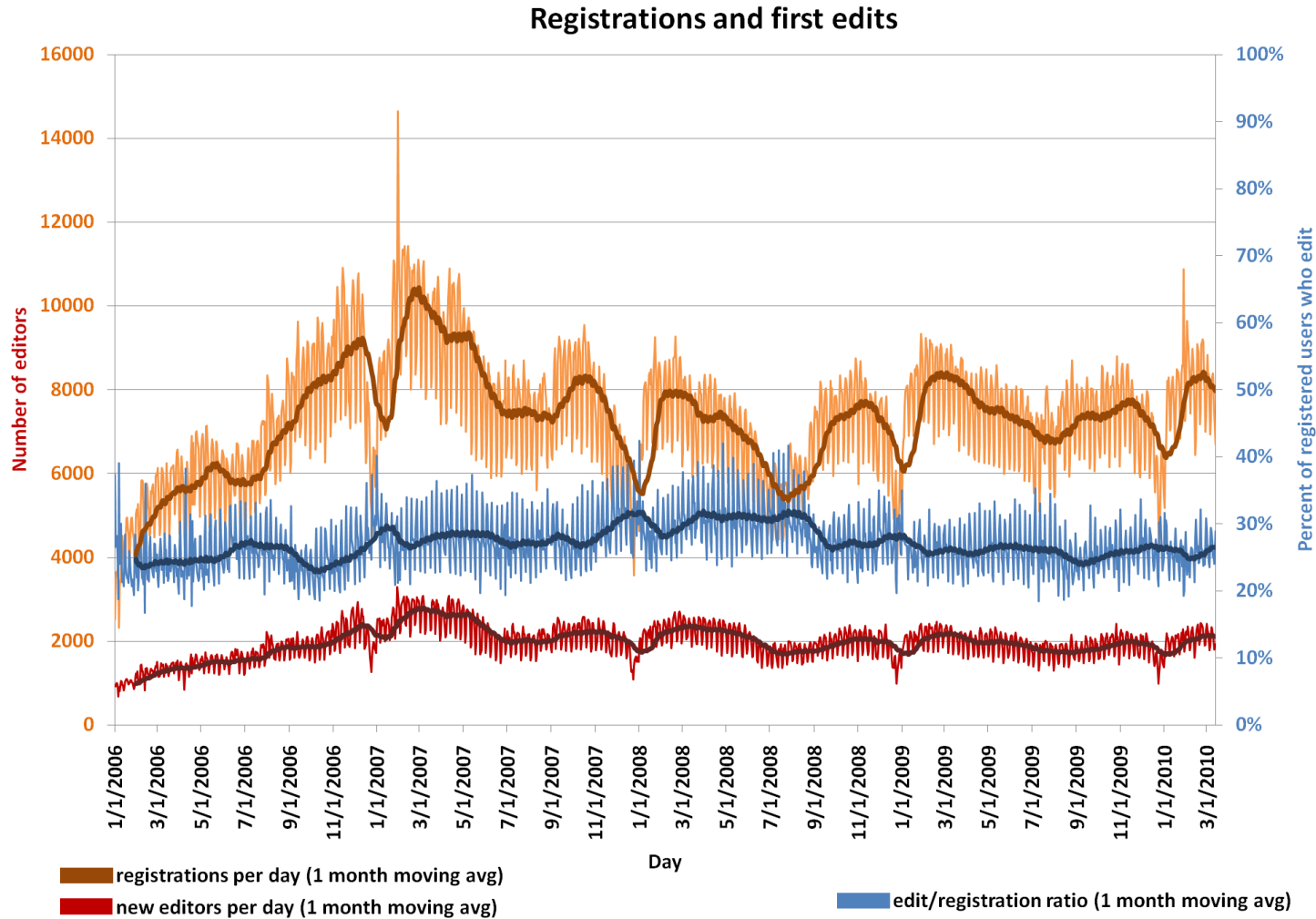
- E3 team uses these types of metrics to determine whether features are pushing users further down the lifecycle
- E.g., GettingStarted is measured primarily by the 0→1 conversion rate (on a 24 hr timeline)

Lots of talkin'

Bytes added by namespace



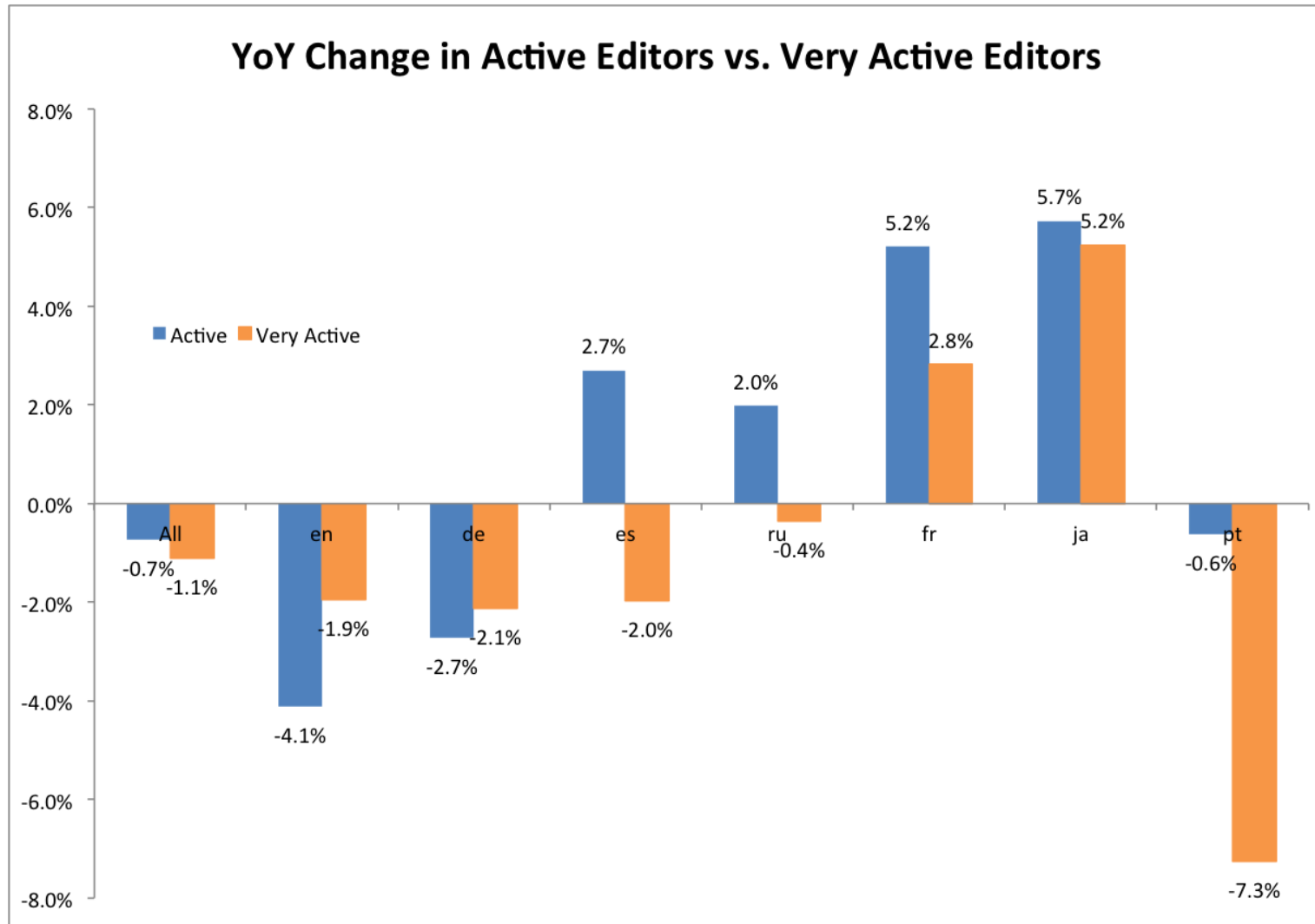
% of users editing is relatively stable





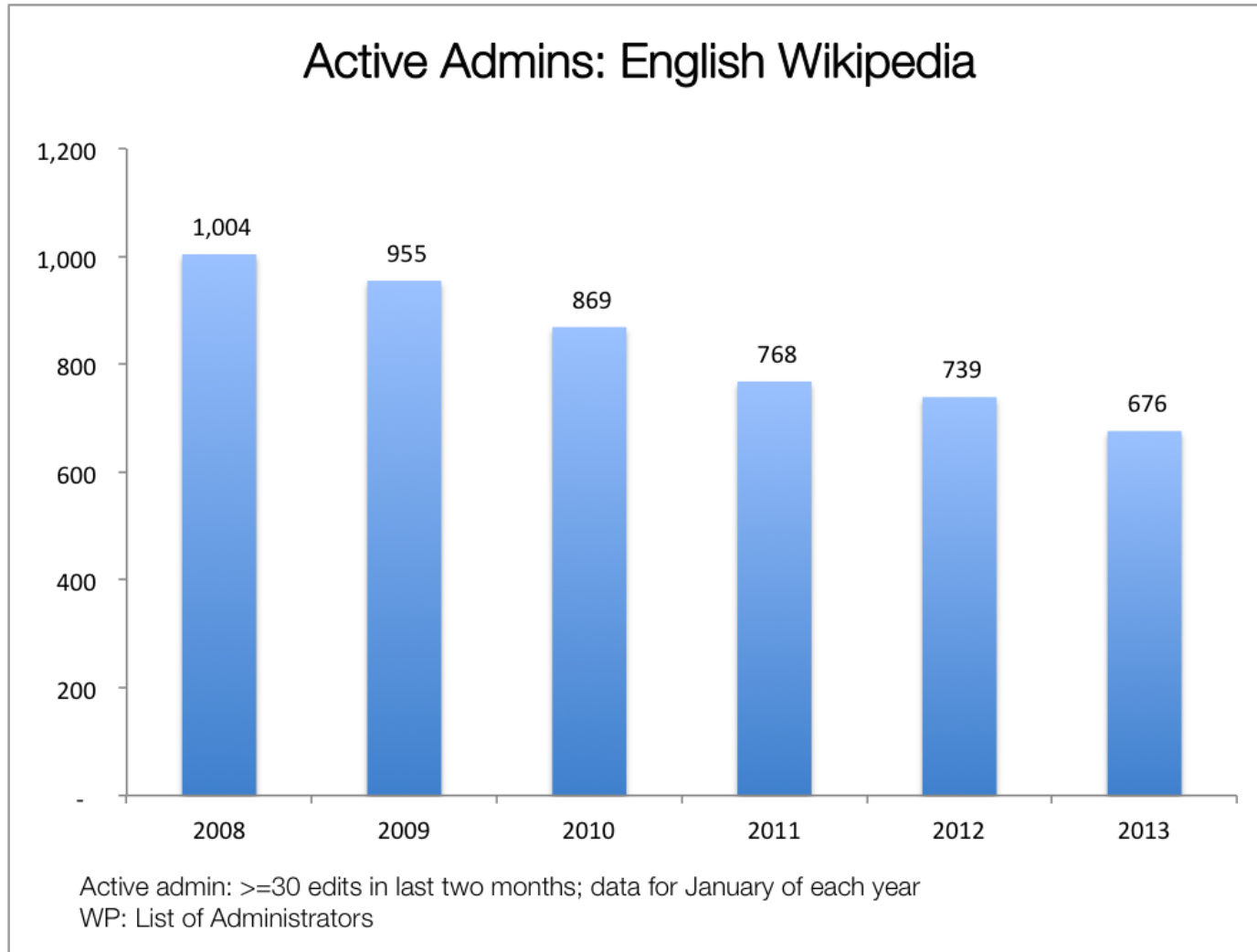
Trends in Very Active Editors Mixed

In some projects, v. active trend mirrors actives trend; others don't





Active Admins on English Wikipedia down 33% since 2008



English Wikipedia RfA

User:WereSpielChequers/RfA by month

From Wikipedia, the free encyclopedia

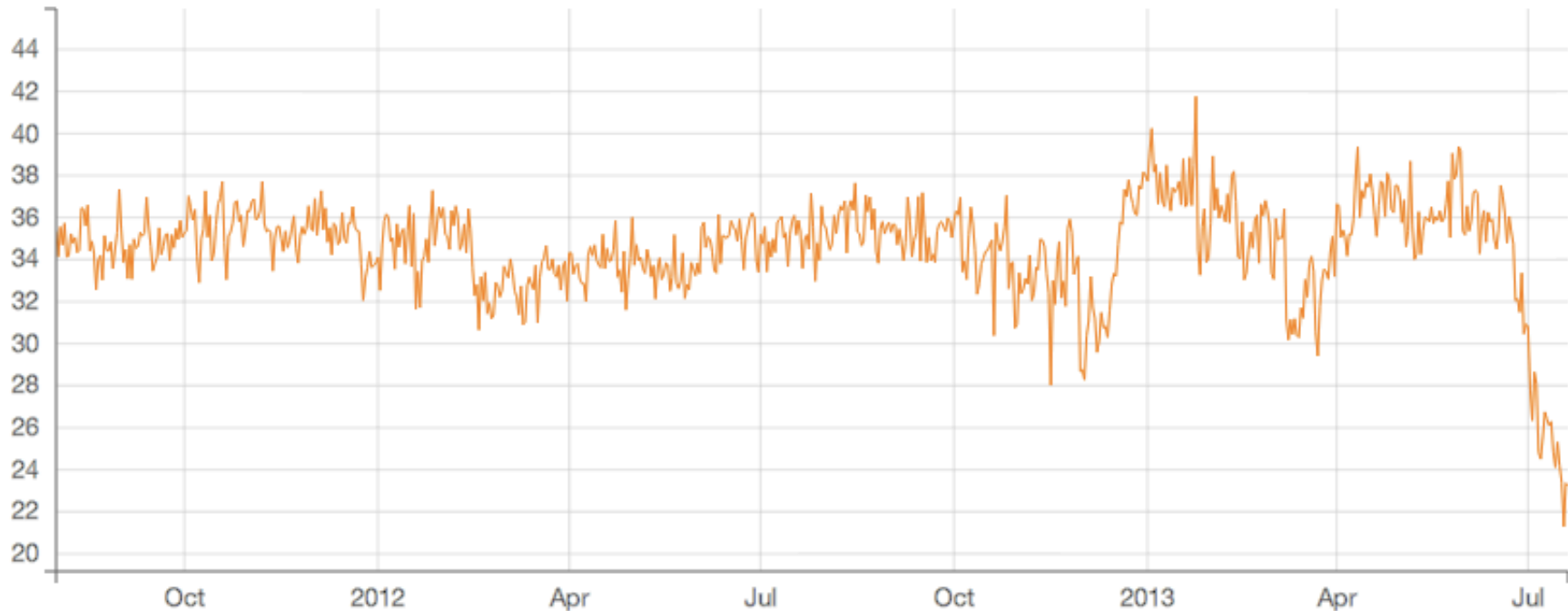
< User:WereSpielChequers

Successful requests for adminship on the English Wikipedia

Month\Year	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	Totals
January		2	13	14	44	23	36	6	6	3	1	4	
February		2	14	9	28	35	27	9	7	9	3	5	
March		8	31	16	34	31	22	13	2	9	1	5	
April		6	20	25	36	30	12	14	8	3	3	1	
May		10	23	17	30	54	16	12	8	6	1	3	
June	^[1]	24	13	28	28	35	18	12	6	4	1	3	
July	3	11	17	31	26	31	16	10	7	4	6		
August	4	9	12	39	26	18	12	11	13	1	4		
September	0	17	29	32	22	34	6	8	6	4	0		
October	0	10	16	67	27	27	16	7	7	3	1		
November	3	9	27	41	33	56	11	13	4	2	5		
December	1	15	25	68	19	34	9	6	1	4	2		
Total promoted (Email and online)	44	123	240	387	353	408	201	121	75	52	28	21	2053
Total unsuccessful (online only)	n/a ^[2]	n/a	63	213	543	512	392	234	155	87	64	15	2288
Total RfAs (except unsuccessful ones by email)	44	123	303	600	896	920	593	355	230	139	92	36	4341 ^[3]



Percentage of Registrations that attempt an edit



This percentage gives us the upper limit of how much we can expect to increase the number of active editors with the current read interface + edit invitation

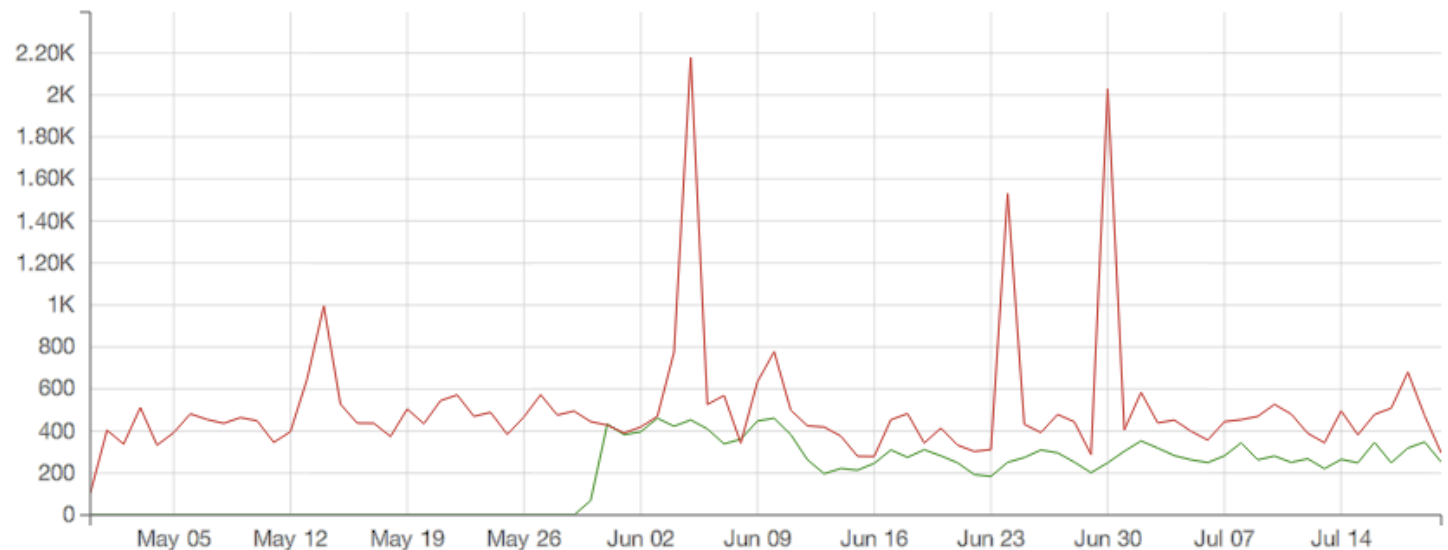
<http://ee-dashboard.wmflabs.org/dashboards/metrics/>



Introducing Gratitude

Daily notifications by category

Jun 17, 2013	
talk	4.11K
thank	310.00
mention	454.00
link	583.00
page review	292.00
revert	1.14K
system	2.72K

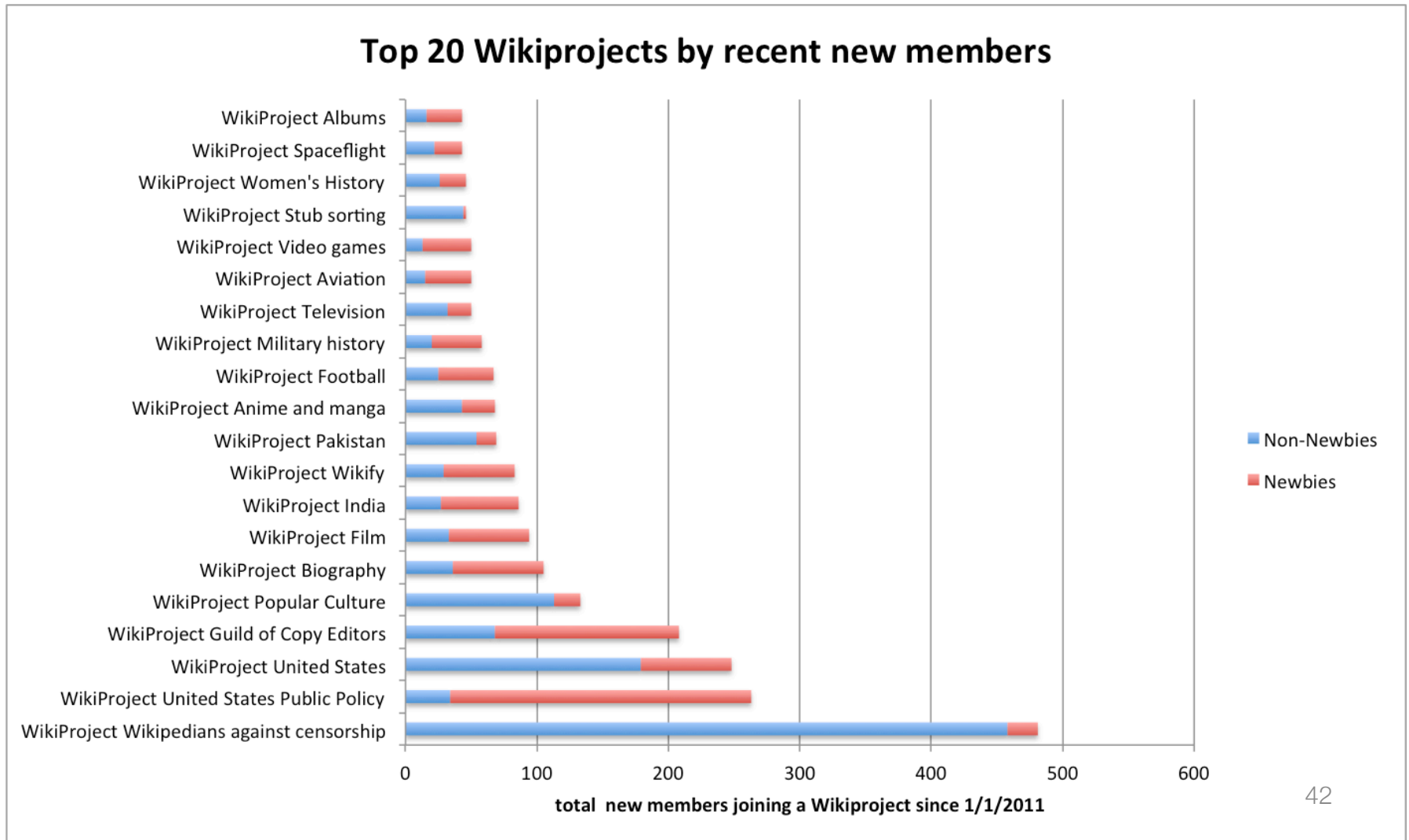


- [\(cur | prev\)](#) [19:50, 20 July 2013](#) [Rmhermen \(talk | contribs\)](#) . . (160,885 bytes) (-58) . . (*→Decline*) ([undo](#) | [thank](#))
[Latest revision as of 01:10, 21 July 2013 \(edit\) \(undo\) \(thank\)](#)

- Mentions was the killer feature for existing users
- But “Thanks” gets as about as much usage
- Part of an existing workflow, so usage will probably continue without much additional effort



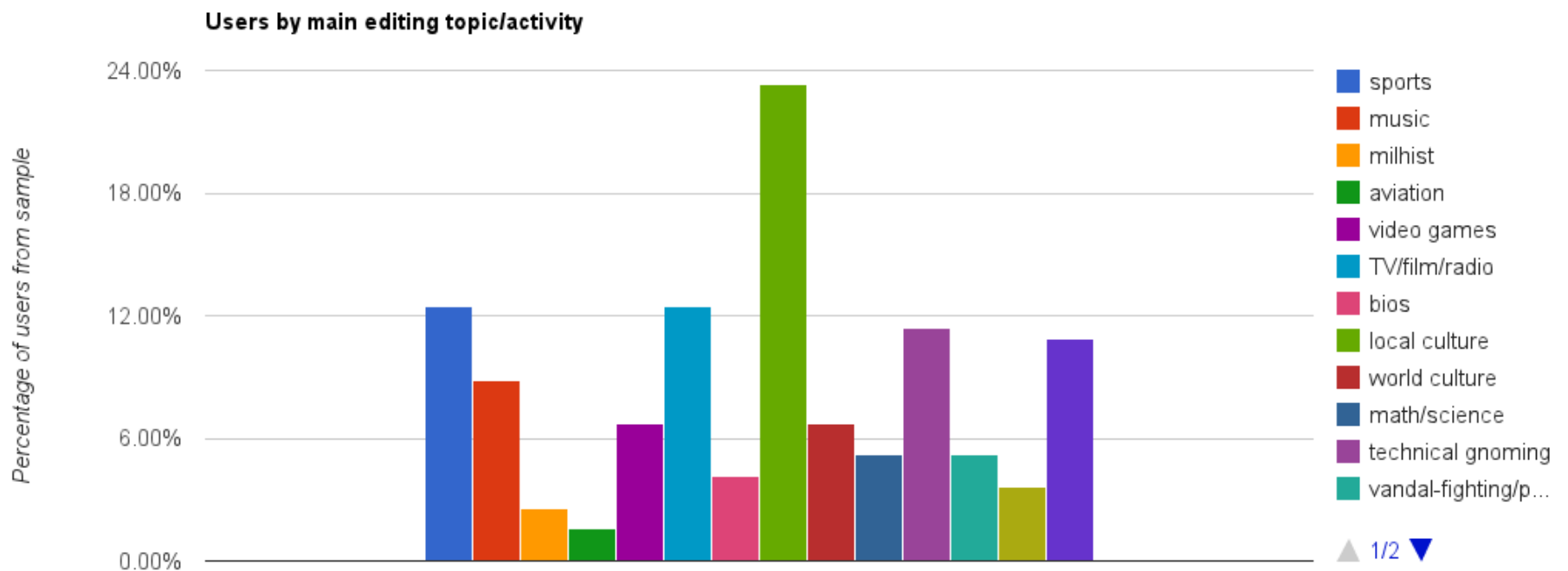
Present Scale of WikiProjects





1k+ Editors

On the English Wikipedia, about ~150 editors make their 1,000th edit every month. This is what they edit.



Decline is offset by growth

Total Active Editors (TAE)
flat in past year

(-0.2% all WMF, -1.3% all WP's)

*Decline in large language
Wikipedias. . .*

English
(-4.1%)

German
(-2.7%)

Because. . .

*Fewer
joining*
(-11%)

*New users give
up quickly*
(13% retention rate, 2011)

*. . . offset by growth in other
projects*

Spanish
(+2.7%)

Russian
(+2.0%)

Japanese
(+5.7%)

French
(+5.2%)

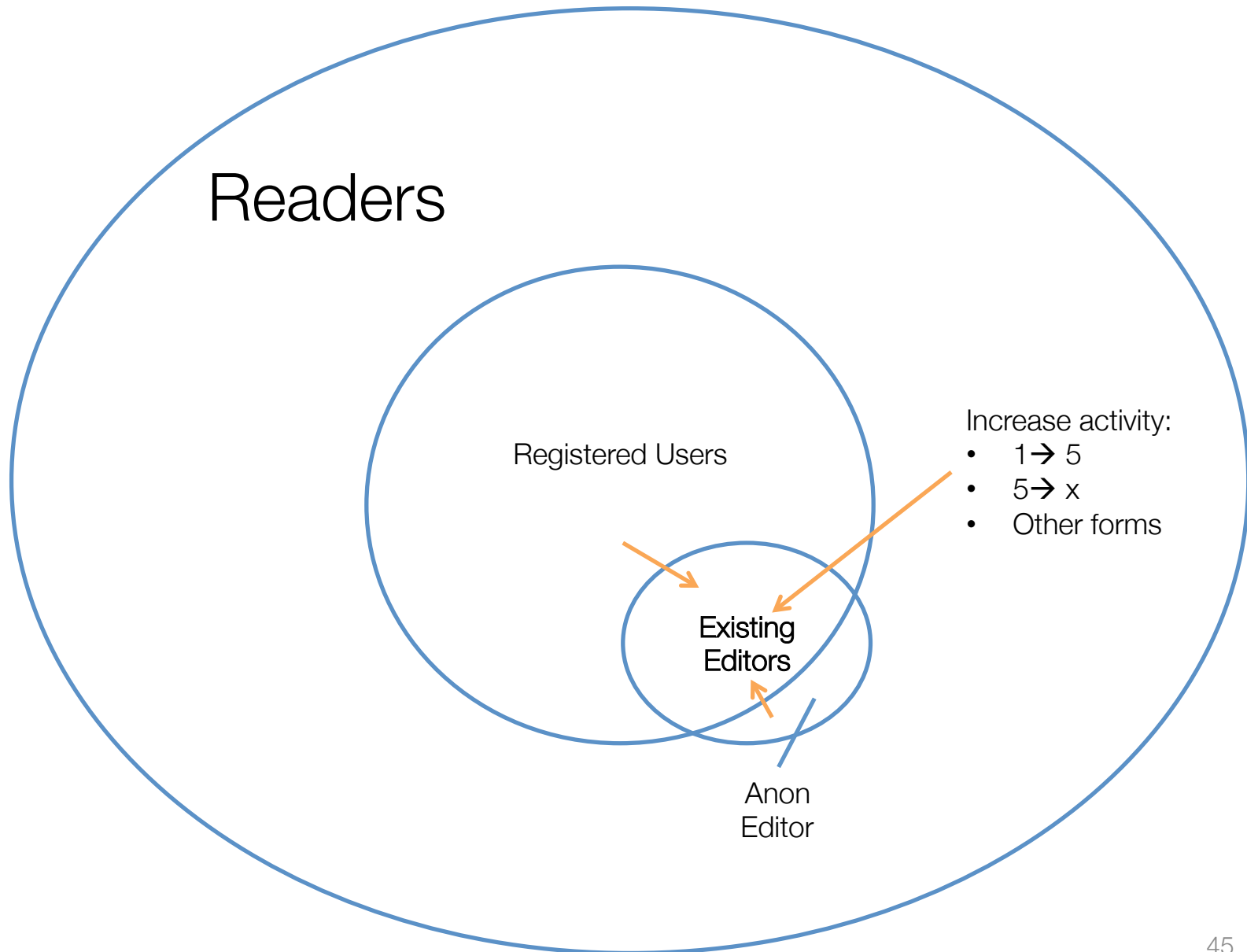
Wikidata
(#=2,871)

Commons
(+13%)

Note: Wikidata editors likely from our existing community,
duplicate users not counted in TAE measure

*All percentages represent an average of the monthly year-to-year comparisons for the past 12 months.
This represents our current understanding of WMF editor trends, and is subject to change*

Starting from the inside and moving out





Why do people edit Wikipedia?

In 2011, a few of us did a study of some of the most prolific WP editors by hand-coding in-depth interviews conducted during the fundraiser

We found that while some editors did edit because of altruistic reasons and/or belief in the core mission, other editors did it for personal reasons. In fact, Personal Fulfillment ranked very high.

Main motivations for editing WP:

- **Personal Fulfillment** (personal improvement, individual scholarship, sense of accomplishment)
- **Compulsion/Internal Drive** (perfectionism, addiction, curiosity)
- **Core Mission** (belief in WP's core mission)

- **Altruism/Responsibility** (Altruism, volunteerism, labor of love)
- **Community** (being involved, collaboration)
- **Pastime/Hobby** (fun, de-stressor)
- **Personal Expression** (for the audience, means of expressing oneself, giving oneself a voice)
- **Recognition** (recognition one gets from editing)



Why do users create accounts?

Note: These two surveys were conducted for different purposes, so data may not be comparable

General survey, multiple responses allowed

	Response Percent	Response Count
I wanted to be part of Wikipedia	68.1%	952
I was just curious about what would happen if I created an account	18.0%	252
I thought an account is required to edit articles	27.1%	379
I thought I would get some extra features	22.8%	319
I usually register for websites I like	23.9%	334
I tried to start an article, but I couldn't do that without a user account	18.9%	264
I wanted to upload images	15.6%	218
Other: ...	16.1%	225
Other (please specify) Show Responses		236
answered question		1,398
skipped question		14

Editing-focused survey, single answer

Post-registration survey v2 (multiple choice, single answer)

What do you primarily want to do with your Wikipedia account?	Percent	Responses
I want to edit existing Wikipedia pages by updating the information, correcting mistakes, etc.	23.10%	1393
I want to start a new page on Wikipedia.	22.50%	1357
I want to contribute another way, such as by translating, adding images, etc.	5.60%	339
I want an account just in case I edit in the future.	13.30%	800
I want to read or download Wikipedia content, not edit.	14.70%	887
I am a donor or want to donate.	9.50%	575
Other reason / I don't know.	11.20%	676
Total responses		6027



“We want Wikipedia to be around for the long haul, the long term, for our children’s children. That’s why we need a vibrant editing base.”



“Our tools are pushing us towards bad behaviors”

“[We should be] identifying behaviors we want to do as human beings and make sure the software gives a pathway for making that easy.”



“Adding features to make it easier to be more human doesn't turn it into Facebook, it just makes it more like the rest of your life and I think we should be doing that”

Fixing problems

and

Creating opportunity

High quality

and

Welcoming environment

WMF Vision Statement

Imagine a world in which every single human being can freely share in the sum of all knowledge. That's our commitment.

This doesn't say anything about needing to be an encyclopedia . .

This doesn't distinguish between readers and editors, as long as people are sharing knowledge

Reasons for Stagnation/Decline

1. User Experience

Beyond editing: Discussion pages & workflows can be impenetrable

2. Creeping complexity in policy and rules

Users face walls of text and a high expectation of rules-compliance

3. Unpleasant social interactions

Being reverted or having your article nominated for deletion sucks

4. Playful first steps are discouraged

"Be bold, but not too bold." Lots of warning signs along the way. What we call vandalism is often naive experimentation. Wikipedia's richness in 2013 makes it less obviously open for contributions than in 2001.

5. We're not alone anymore

We compete for cognitive surplus with StackExchange, Quora, etc

What Are We Trying to Do This Year? [draft]

In support of the WMF Vision:

Increase the number and diversity of contributors to
WMF projects