Encouraging the spirit of new editors -
A structured approach to mapping onboarding efforts
Goal of the workshop: a comprehensive overview of approaches to onboarding new editors in Wikipedia in different communities
Session outline

- Intro
- Brainstorming
- Group Work
- Presentation
What is onboarding?
New Editors’ Journey

Outreach Efforts:
e.g. campaigns,
contests,
one-time events

Attraction → Registration → Onboarding → Retention
Onboarding new editors

Attraction

Registration

Cultural and social aspects

Technical understanding

Conceptual understanding

Onboarding

Retention
Onboarding activities...

- On-Wiki help pages
- Offline events and workshops
- Online training
- Tutorials and videos
- Mentoring programs
- Personal meetings
- Print materials
- Welcome email
- Teahouse or newbie café
- And many more...
- Guided tours
- Interactive formats
- Welcome email
- Offline events and workshops

Attraction → Registration → Onboarding → Retention
Brainstorming

Think of your own community: Which types of onboarding projects, materials or activities are existing in your community?

1 activity = 1 Post-It.

Please include your language version.

Green = offline, yellow + orange = online
Now look at your Post-Its:
Mark with points if the activity is interactive!
How many years experience do you have in onboarding newbies in Wikipedia?
How many active editors (5 or more edits per month) are there in your language version?
Form groups of 4 - 5 people from communities of similar size.
Present and cluster your brainstorming results (15 minutes).

Cultural and social aspects: access to the community, appreciation, communication

Conceptual understanding: Rules and regulations

Technical understanding: Operation, Wikisyntax
Talk about success! Pick the three activities which have the highest impact and mark them with stickers.
Analyze your wall: Where is the focus of your efforts? Where are gaps? Which ideas do you take home? (7 min)
Quickly describe your group discussions and present your three main takeaways!
THANK YOU!

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Documentation
Conceptual understanding

Redesigned Help pages

Ja: Wikidata

Wiki data chat:
You can talk/discuss anything

Virtual edit-a-thon on a specific topic area among topic experts, advertised in topic community of people (sanitation & public health)

Direct emails between new editor and experienced editors
Table with workshop results