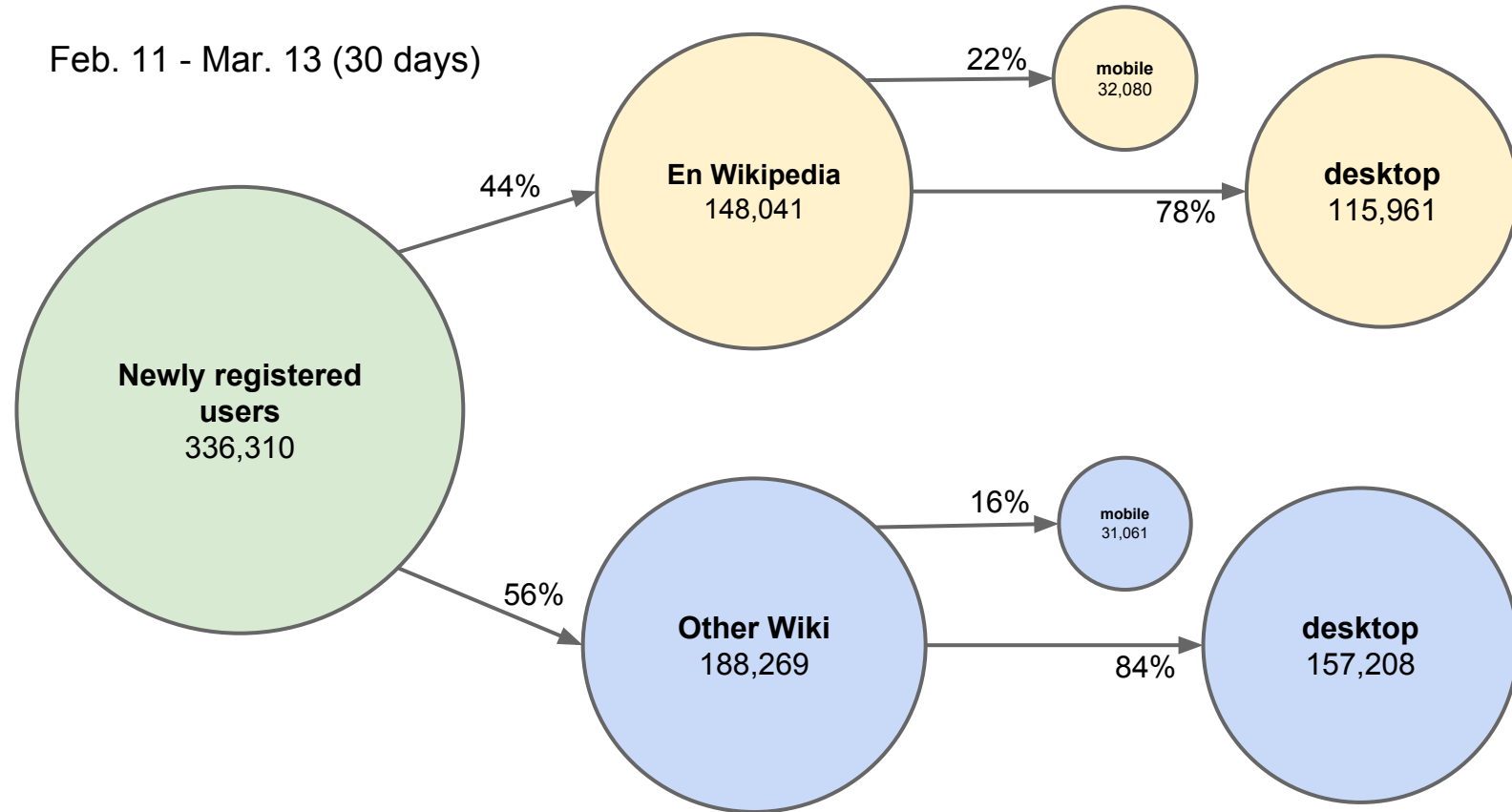


Cross-wiki deployments

Impact and measurement

Distribution [[R:Newly registered users]]

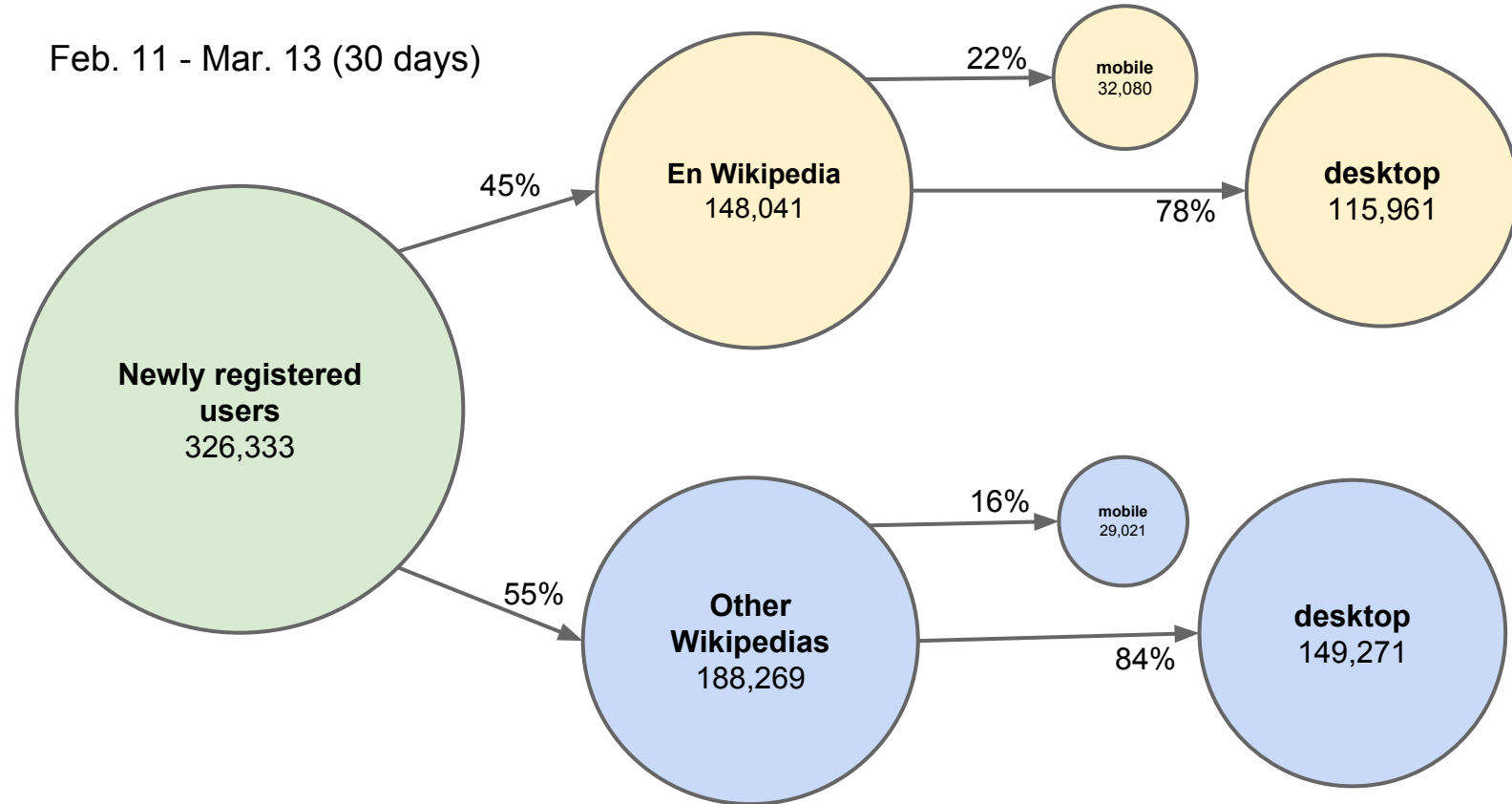
Feb. 11 - Mar. 13 (30 days)



Distribution [[R:Newly registered users]]

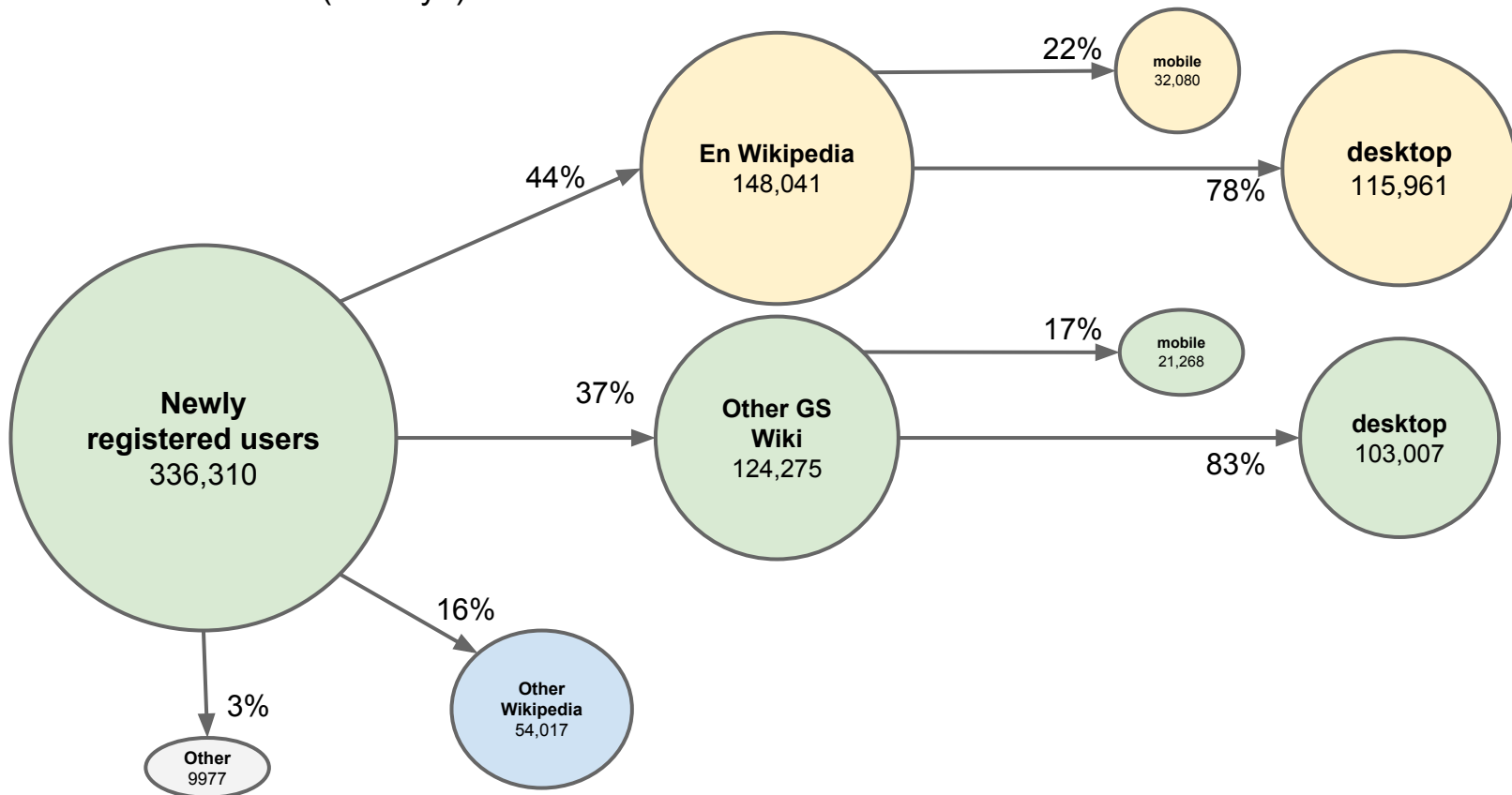
(Wikipedias only)

Feb. 11 - Mar. 13 (30 days)



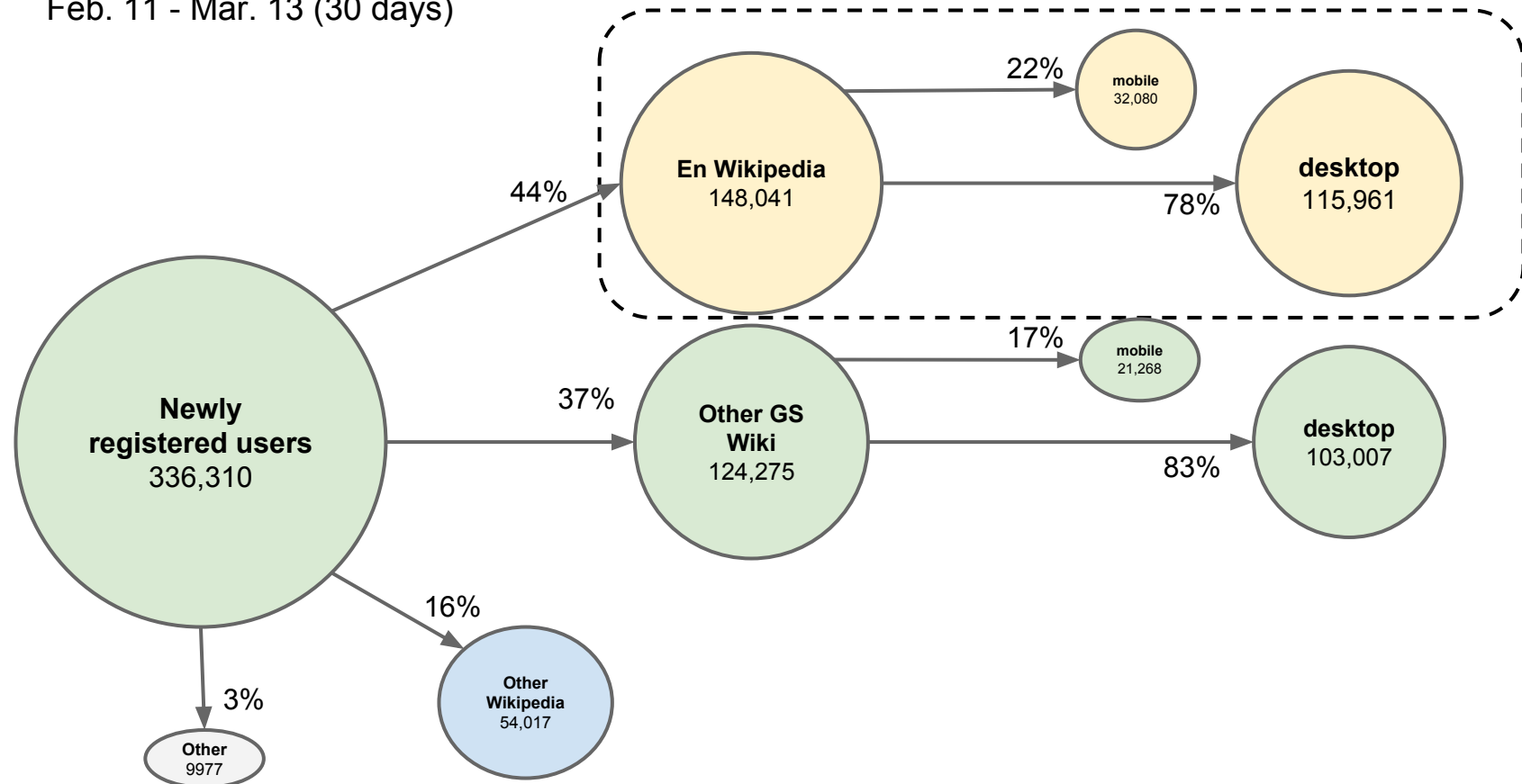
Getting Started deployment

Feb. 11 - Mar. 13 (30 days)

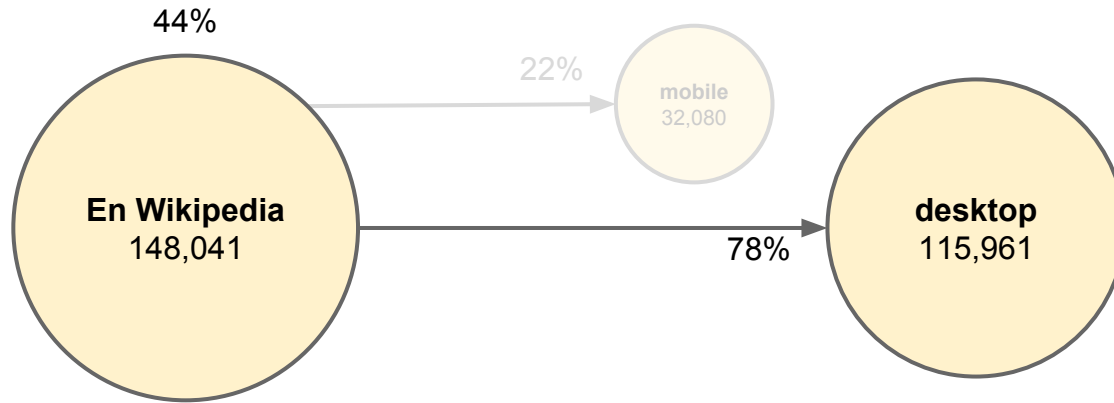


Getting Started deployment

Feb. 11 - Mar. 13 (30 days)

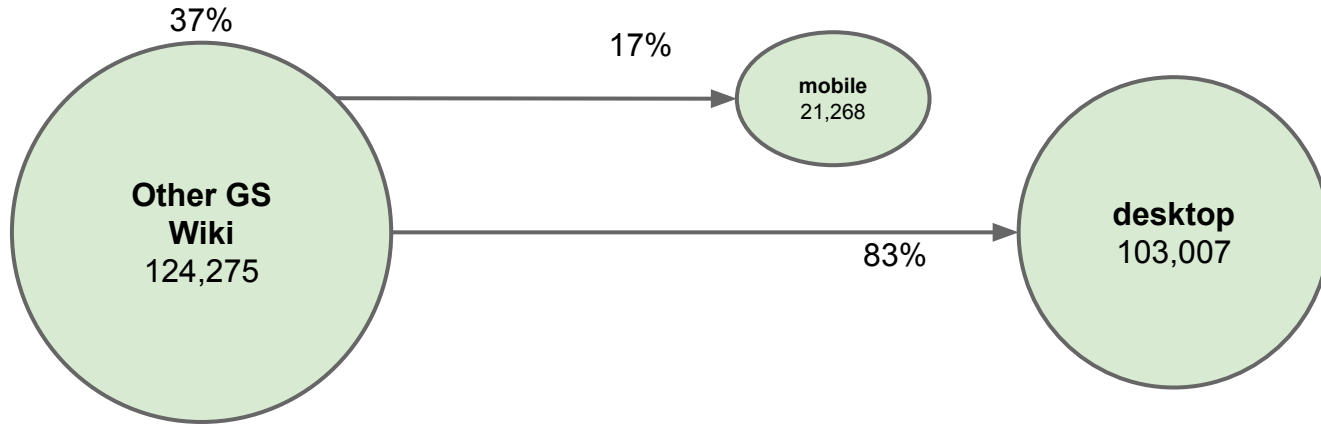


Getting Started experiments



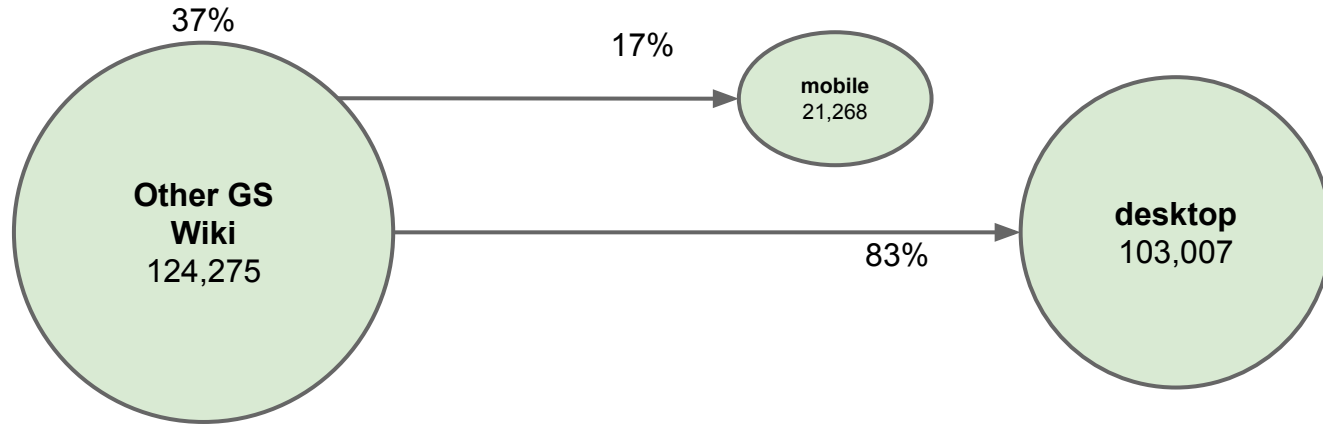
- 8 A/B tests over ~ 1 year
- Evidence of ~1-2% increased *activation*

Getting Started deployment



- Deployed to 29 new wikis on March 11th
 - Suggested tasks on 5 wikis

Getting Started deployment



- Deployed to 29 new wikis on March 11th
 - Suggested tasks on 5 wikis

Are we getting a 1-2% increase in activation here too?

Effect measurement options

1. Assume similar effect
 - a. Lots of unknowns
 - b. Cheap

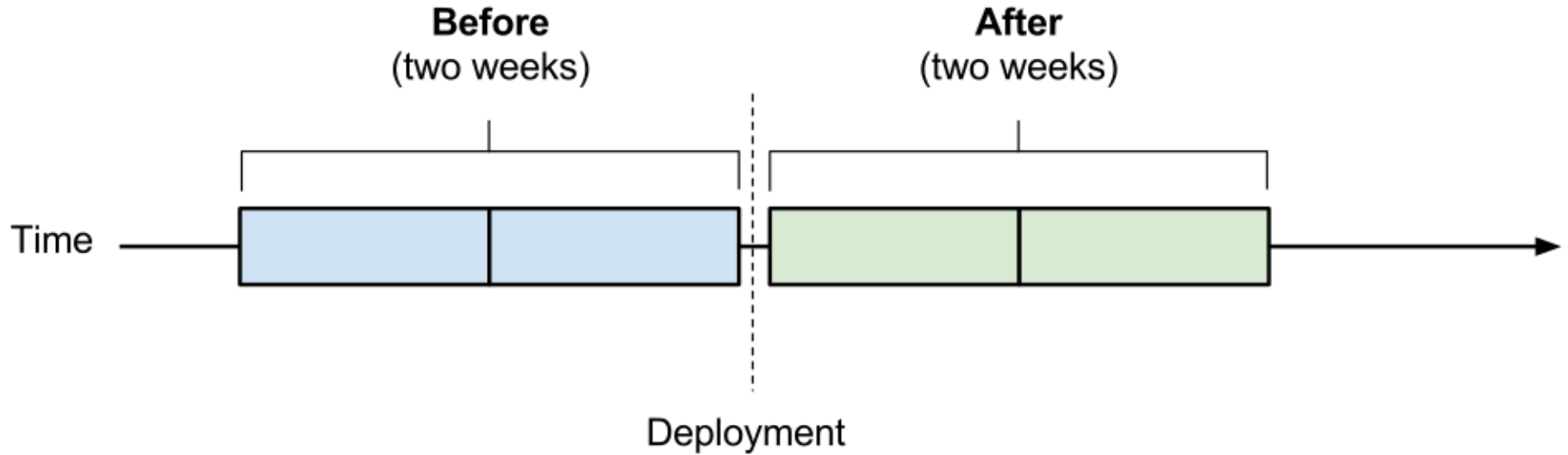
Effect measurement options

1. Assume similar effect
 - a. Lots of unknowns
 - b. Cheap
2. Run more A/B tests
 - a. Best way to know for sure
 - b. Expensive

Effect measurement options

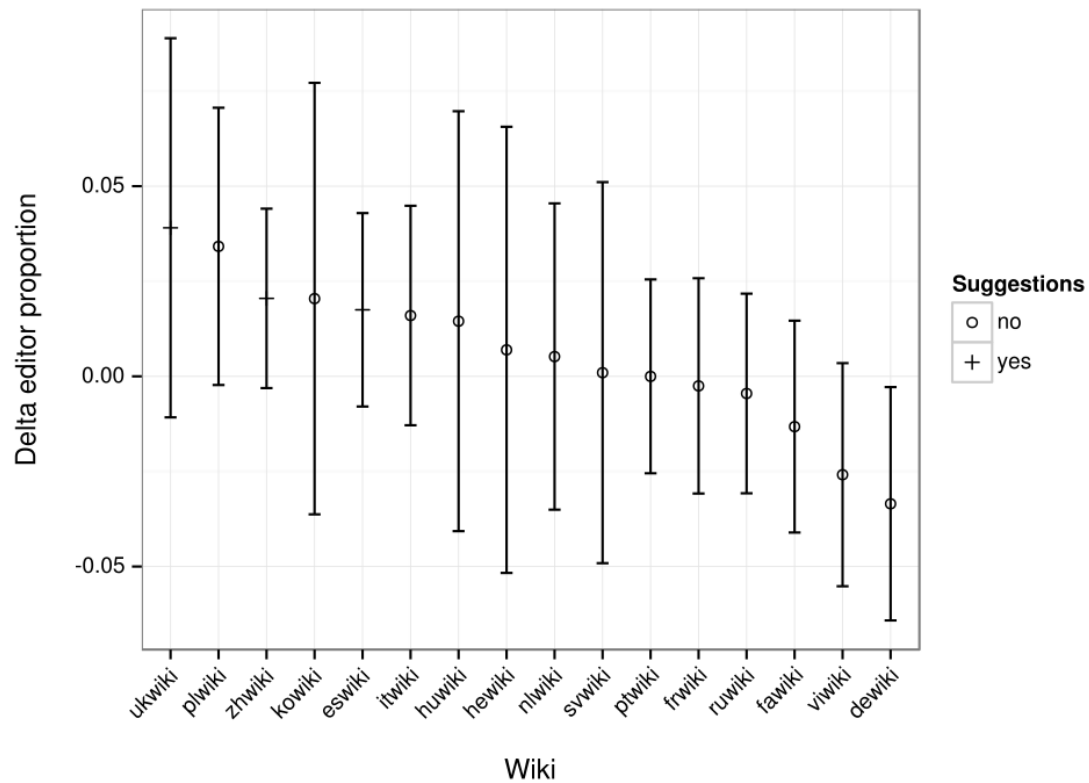
1. Assume similar effect
 - a. Lots of unknowns
 - b. Cheap
2. Run more A/B tests
 - a. Best way to know for sure
 - b. Expensive
3. Assume natural experiment on deployment
 - a. Confounds, but will give a sense
 - b. Cheap

Natural experiment



Results

(1+ NS0 24h)



Results

(1+ NS0 24h)

Same story for:

- productive new editor rate
- returning editor rate
- # of edits
- # of sessions
- duration of sessions

Conclusion

No clear indication that GS is having the same effect outside of Enwiki.

Could be due to confounds of natural experiment.