Engaging users on Wikipedia

Wikimania 2013
Presentation by Fabrice Florin

08/11/2013
How can we engage users to participate productively on Wikipedia?
engage

If you **engage** somebody, you get and keep their attention. *Teachers are always thinking of ways to engage students.*

to hold the attention of
<her work *engages* her completely>

to induce to participate
<*engaged* the shy boy in conversation>
Engagement goals

• help new editors participate productively
• help current editors contribute regularly
• improve their workflows
• build tools to support them
Engagement Funnel

En-Wiki / month

~ 300M

~ 150k

~ 6k

~ 32k

~ 3.2k

~ 1.5k

Acquisition

Activation

Retention

Resurrection

Readers

New members

New editors
(10+ lifetime edits)

Active editors
(5+ edits/mo.)

Very active editors
(100+/mo.)

Admins

Note: ~0.05 % of readers create new accounts
New vs. live accounts

Note: ~65 % of new accounts do not even try to edit

From Dario Taraborelli’s daily registration dashboards for English Wikipedia from May to Oct. 2012. See original data.
Active editors (for all Wikimedia projects - 2011-2013)

An active editor is a registered and logged-in person (not known as a bot) who makes 5 or more edits in any month in mainspace on countable pages. As of Aug. 2012, editors in Commons are now included in the overall total, and users who share a name across multiple projects are counted as the same user.

Source: Wikimedia Foundation - reportcard.wmflabs.org/graphs/active_editors
### Engagement Tools

<table>
<thead>
<tr>
<th>Reader</th>
<th>New member</th>
<th>New editor</th>
<th>Confirmed</th>
<th>Active</th>
<th>Very active</th>
</tr>
</thead>
<tbody>
<tr>
<td>--</td>
<td>--</td>
<td>1 edit</td>
<td>10+ edits</td>
<td>100+</td>
<td>1,000+</td>
</tr>
</tbody>
</table>

- **Visual Editor**
- **Notifications / Echo**
- **Discussions / Flow**
- **Global Profile**

**Mobile / Multimedia**

- **Article Feedback**
- **Account Creation**
- **Tea House**
- **Page Curation**
- **Wiki Project Tools**

Examples of engagement tools under development by Wikimedia Foundation -- or targeted for 2013, 2014 or 2015.
A range of tools

- Aide et accueil
- Tea House
- Get Started
- Feedback
- Notifications
- Discussions
- Wiki Loves Monuments
Aide et accueil

La **boussole d'aide** est là pour vous orienter dans les pages d'aide et de documentation de Wikipédia.

**Que souhaitez-vous faire ?**

- **Consulter** le contenu, faire une recherche, etc.
- **Signaler** une erreur, un plagiat, un manque, etc.
- **Modifier** un article, une section, un titre, etc.
- ** Créer** un article, un compte personnel, etc.
- **Insérer** une image, une référence, etc.
- **Discuter** à propos d'un article, écrire à quelqu'un, etc.
- **Rejoindre** la communauté, un projet éditorial, etc.
- **Réutiliser** le contenu de Wikipédia

**Approfondir**

- **Comprendre** les principes fondateurs, les règles, le fonctionnement, une suppression d'article, etc.
- **Explorer** les multiples facettes de Wikipédia
- **Vous impliquer** dans la communauté de Wikipédia
Welcome to the Teahouse

A friendly place to help new editors become accustomed to Wikipedia culture, ask questions, and develop community relationships.

Do you have a question about editing?

Get answers

Recent questions...

Is there some sort of template that automatically does math for numbers which automatically update from time to time? Specifically I want to find a template that will find the average of the Harry Potter film series' Rotten Tomatoes tomatometer percentages in the critical reception table. They update automatically as the numbers come from Template:Rots, whose RT numbers are updated manually by a bot. Thanks! Koopatrev (talk) 10:31, 9 August 2013 (UTC)

Find the answer here

...see another question

Robin Morgan
After a long fascination with the architecture of Old King Pyramids, I decided to make 3D models of all Old and Middle Kingdom pyramids. Then I modelled all the tombs in the Valley of the Kings. Then a few other Ancient Egyptian Temples, such as Medinet Habu and Karnak Temple, and have attempted to reconstruct Deir el-Medina. It is all a work in Progress. I am using Google SketchUp since they are all geo-referenced to Google Earth.
Welcome to Wikipedia, Alex Kaden!

Looking for an easy way to get involved? Just choose one of the three options below, and we'll give you a suggested article to edit.

- **Fix Spelling & Grammar**
  The easiest way to get started!

- **Add Links**
  Connect Wikipedia articles together.

- **Improve Clarity**
  Simplify or reword sentences.

← No thanks, return to the page I was reading
Getting Users Who Otherwise Wouldn’t Have Edited

![Bar chart showing percentage of users who would not have edited without the intervention, with an increase of 2%]
Why do these programs work?

• They make you feel welcome
• Clean design
• Helpful tips
• Friendly hosts
• Active leaders
• Focus on users
MAKE IT EASY AND JOYFUL TO FIND THINGS TO DO!
Converting readers into contributors

Help improve this page
Did you find what you were looking for?  Yes  No

Great. Any suggestion for improvement?
I would like to hear the bird's song. Please add some sounds and videos.

Please post helpful feedback. By posting, you agree to transparency under these terms.

Post your feedback

Thanks!  Your post can be viewed on this feedback page.

Join our community
Sign up or log in, so editors can respond to your feedback.
Your free account makes it easier to share what you know on Wikipedia.

Create an account  or  Log in
Feedback Flow

Readers give suggestions

Editors make improvements

ABC Article

Feedback on ABC

Post feedback
Feedback Flow

Readers give suggestions

ABC Article

Feedback on ABC

Edit article

Readers become members or editors
Impact on readers

- **978k** feedback posts from 3 pilots
- **2.7%** of invited readers *created a new account*
- **3.0%** of invited readers *completed an edit*
- **70%** of survey respondents *like the tool*
- **12%** of feedback is found *useful*
- *but moderation creates more work for editors*

Source: Wikimedia Foundation - 2012-2013 Studies
Notifications

- talk page messages
- mentions
- thanks
- page reviews
- page links
- edit reverts
- user rights
- welcome / get started
Notifications

**Mary Dunlap** and 1 other posted on your talk page.
"Great article on Tam Valley!"
6 minutes ago | View changes

**Mary Dunlap** thanked you for your edit on **Tamalpais Valley**
"Does anyone have references about Coyote Ridge?"
11 minutes ago | View changes

**Fabrice Florin** mentioned you on **Talk: Tamalpais Valley**
"Here are some tips on Coyote Ridge, to improve your Tam Valley Page."
35 minutes ago | View changes

Your edit on **User: Mary Dunlap** has been reverted by **Fabrice Florin**. Show changes
44 minutes ago

Welcome to Wikipedia, Jane Finch! We're glad you're here.
13 hours ago

All notifications | Preferences
Notifications by category

From 1.2 million notifications served in first 3 months (May 1 - July 31, 2013)
Source: Wikimedia Foundation metrics dashboards: ee-dashboard.wmflabs.org/dashboards/enwiki-features
As an **editor**, I can **thank** other users for their **edits**, to give them **positive feedback**.
Our features encourage positive feedback loops and productive collaborations on Wikipedia.
Discussions

Here are common discussion workflows on Wikipedia:

• a content collaboration between two users
• a request for help to an experienced user
• a welcome message to a new user
• many more ...
Content collaboration

Purpose:
Help another user improve an article

Users:
• New user: Jane
• Experienced editor: Paul

Steps:
1. Jane leaves a message on Paul's talk page to copyedit an article
2. Paul responds on his talk page with suggestions for improvement
3. Jane responds on Paul's talk page with a question about spelling
4. Paul edits the article
5. Paul leaves a message on Jane's talk page
6. Jane gives a barnstar to Paul on his talk page
Collaboration workflow

Purpose: a new user wants to get help from an experienced user.
Collaboration workflow - Step 1

Jane leaves a message on Paul's talk page to copyedit her article.
Step 2: Paul responds on his talk page with suggestions for improvement.
Collaboration workflow - Step 3

Step 3: Jane responds on Paul's talk page with a question about spelling.
Step 4: Paul *edits the article* and *leaves a message* on Jane's talk page.
Another engagement loop

- ask a question
- get a response
- start a collaboration

An engagement workflow that keeps looping -- and builds productive collaborations on Wikipedia.
Flow

• a new collaboration system for Wikipedia

• helps users communicate and interact better

• supports discussions, feeds and workflows

• initial focus: discussions and messaging
The Wikipedia photo contest around cultural heritage.

Wiki Loves Monuments has been certified as the largest photo competition in the world.
— Guinness Book of World Records

A centre of religious monuments: finalists from Israel
The contest has been finished for a while, but we know that many of our followed still would like to...

Posted on: April 27, 2013
By: Lopejwjk

Colombia awarded perspectives
10 very diverse images have been selected as the Colombian nominees for the international Wiki Loves Monuments 2012 finale. But...

WLM Exhibition in Panama
The winning pictures tour of Wiki Loves Monuments 2012 arrived to Panama on March 5th, 2013. The Technological University of Panama...

Posted on: April 5, 2013
By: Ayaita
Why is WLM so engaging?

- Taking pictures is fun and useful
- You have creative freedom (no reverts)
- Simple tasks can be done quickly
- Act locally, join global movement
- You get to meet other people, face-to-face
- You can compete with others in contests
- You can share your work with friends
Conclusions
What gets people engaged?

- Personal fulfillment
- Doing work that matters
- Sense of belonging
- Positive feedback
- Online collaborations
- Face-to-face interactions
How can we get more people engaged on Wikipedia?
What software tools can we build to support productive participation?
Learn more:

wikipedia.org/wiki/WP:Editor_Engagement

Editor Engagement Team
Wikimedia Foundation