# NOTIFICATIONS

('ECHO')

**PROJECT UPDATE**

Editor Engagement Team

08/01/2013

# What's new?

- **HTML Email** notifications
- **Easy to read** notifications
- **Thanks** notification
- **Metrics** and **A/B test**
- **Meta-wiki** release
- **Bug fixes** and feature tweaks

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

Kaldari reviewed a page you started: Tamalpais Valley
44 minutes ago

Wikipedia is a free encyclopedia written by people like you.
Get started by making your first edit!
13 hours ago

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

All notifications | Preferences

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The Free Encyclopedia

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# Tamalpais Valley,

From Wikipedia, the free encyclopedia

*"Big Coyote, California" redirect*
*California.*

**Tamalpais Valley** (also known as "
"Coyote Valley" or "Coyote Hollow"
Marin County, California.[3]

Contents [hide]

1 Land
2 People
3 Government
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5 Recreation
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## Land

Tamalpais Valley is located at 37°53
in size, with an elevation of 108 fee
the north and Sausalito to the south.
about 10 minutes from the Golden Gate Bridge and fifteen minutes from San Francisco. California State Route 1 (also known as Shoreline Highway and the Pacific Coast Highway) runs through the Valley and is the road most often used to access western Marin County.[5]

47″N 122°32′45″W

*Junction,*

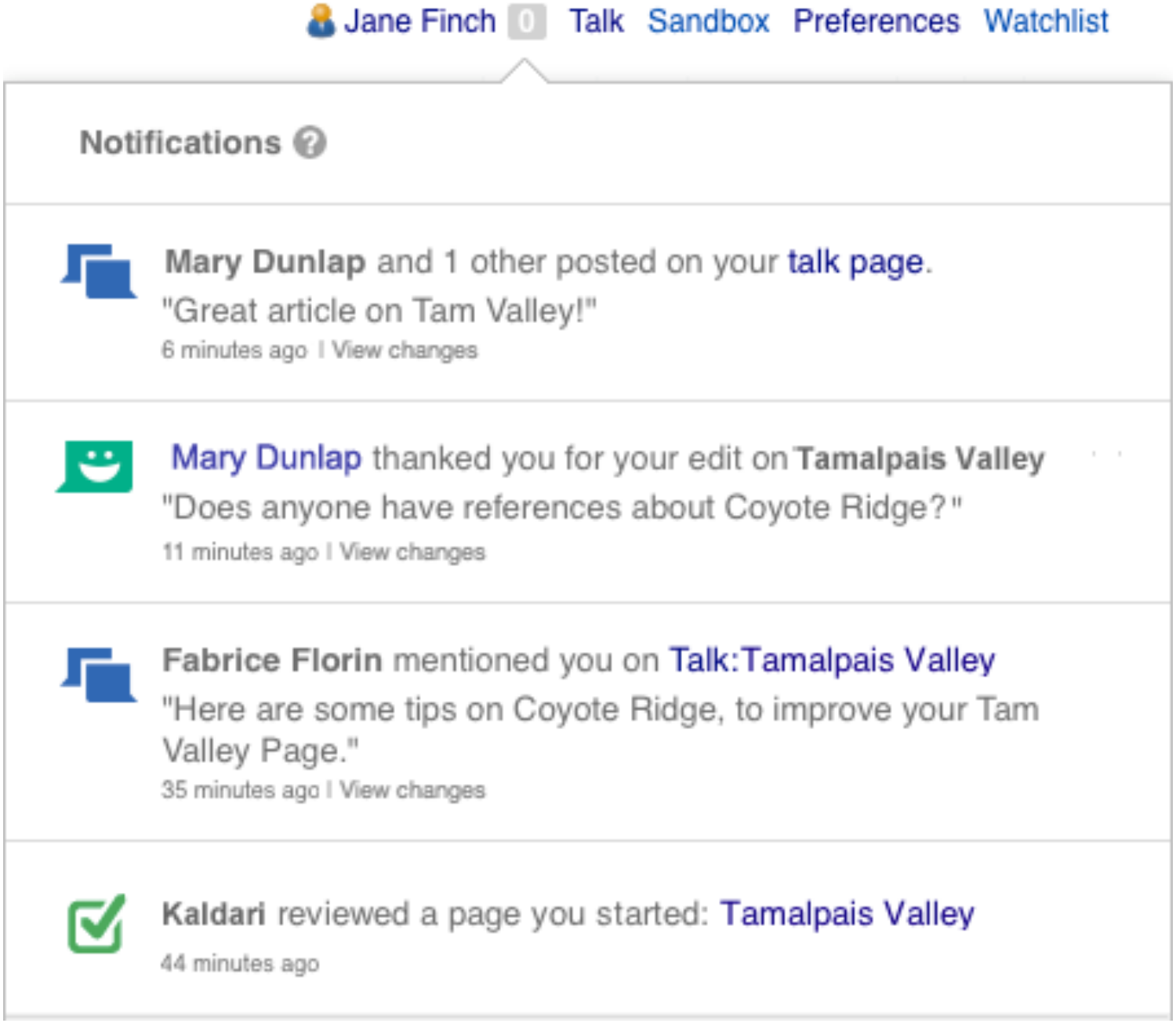
ley
munity —
/alley

ia
122°32′45″W

Government

| | |
|---|---|
| • Senate | Mark Leno (D) |
| • Assembly | Marc Levine (D) |
| • U. S. Congress | Jared Huffman (D)[1] |

COMPOSITE SCREENSHOT


Jane Finch 0 Talk Sandbox Preferences Watchlist
Notifications
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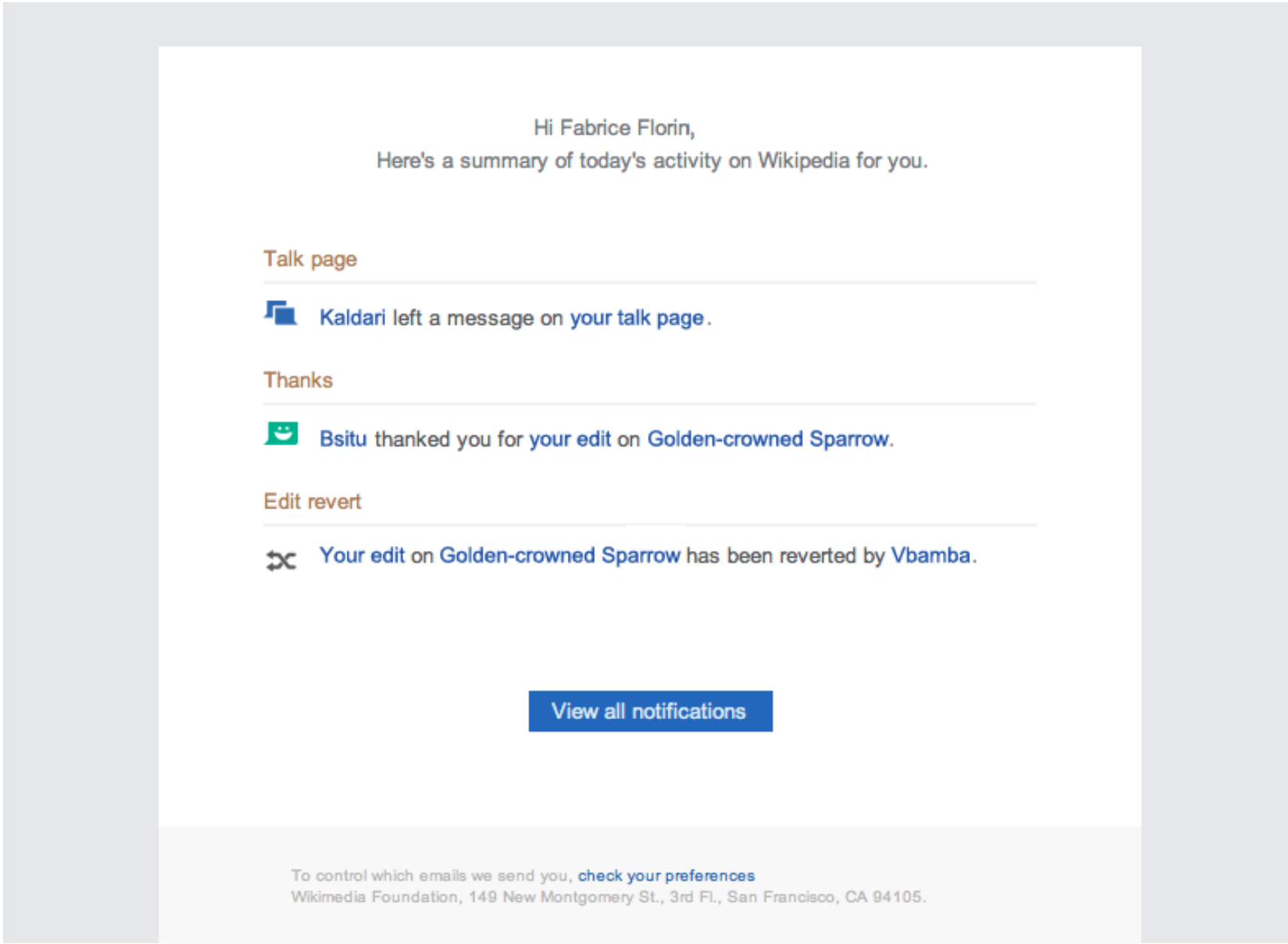
# HTML Email



Hi Fabrice Florin,
Here's a summary of today's activity on Wikipedia for you.

Talk page

Kaldari left a message on your talk page.

Thanks

Bsitu thanked you for your edit on Golden-crowned Sparrow.

Edit revert

Your edit on Golden-crowned Sparrow has been reverted by Vbamba.

View all notifications

To control which emails we send you, check your preferences
Wikimedia Foundation, 149 New Montgomery St., 3rd Fl., San Francisco, CA 94105.

# Notifications

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

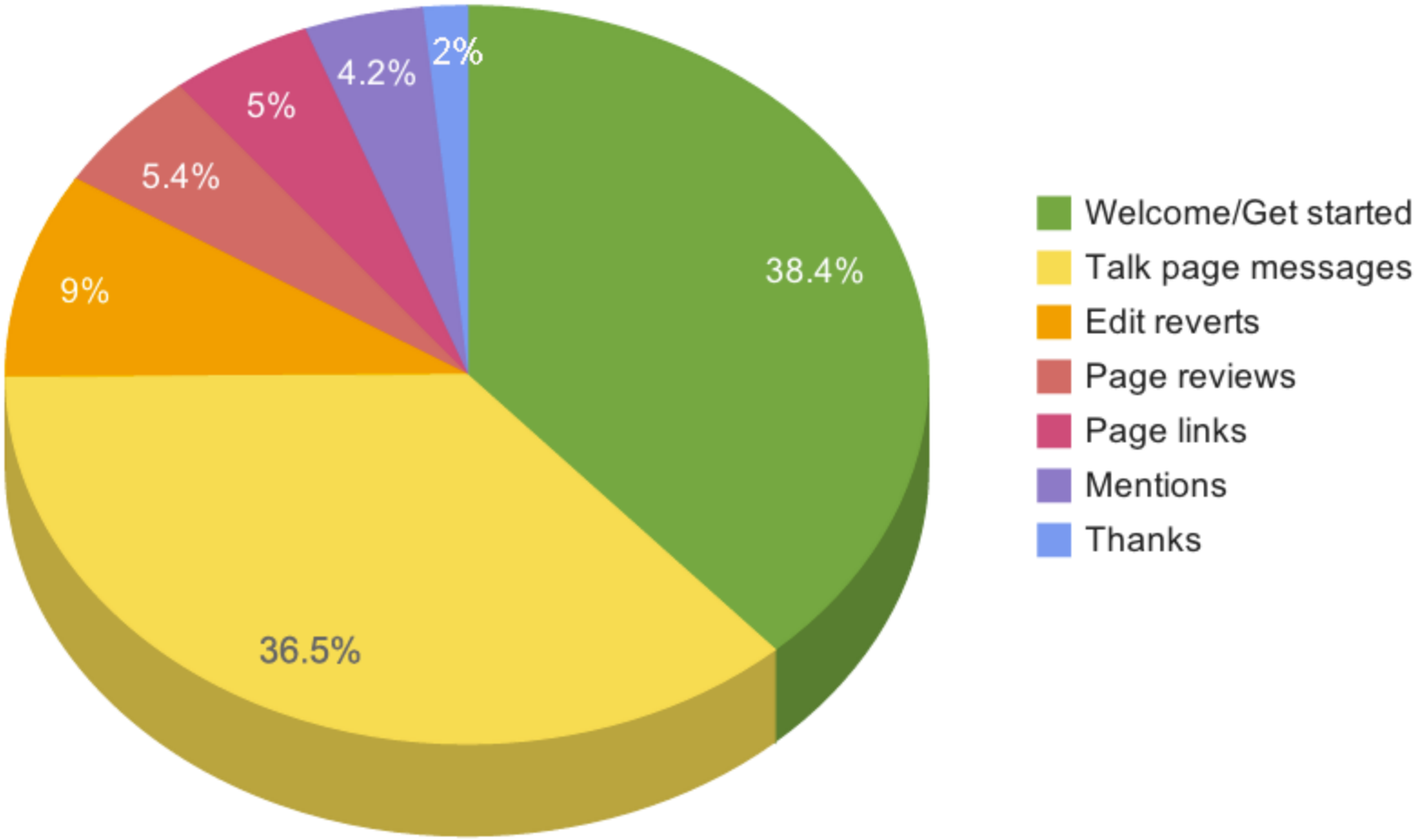
# First metrics

First 3 months on English Wikipedia:

- **1.2 million notifications served**
- **19 million users served**

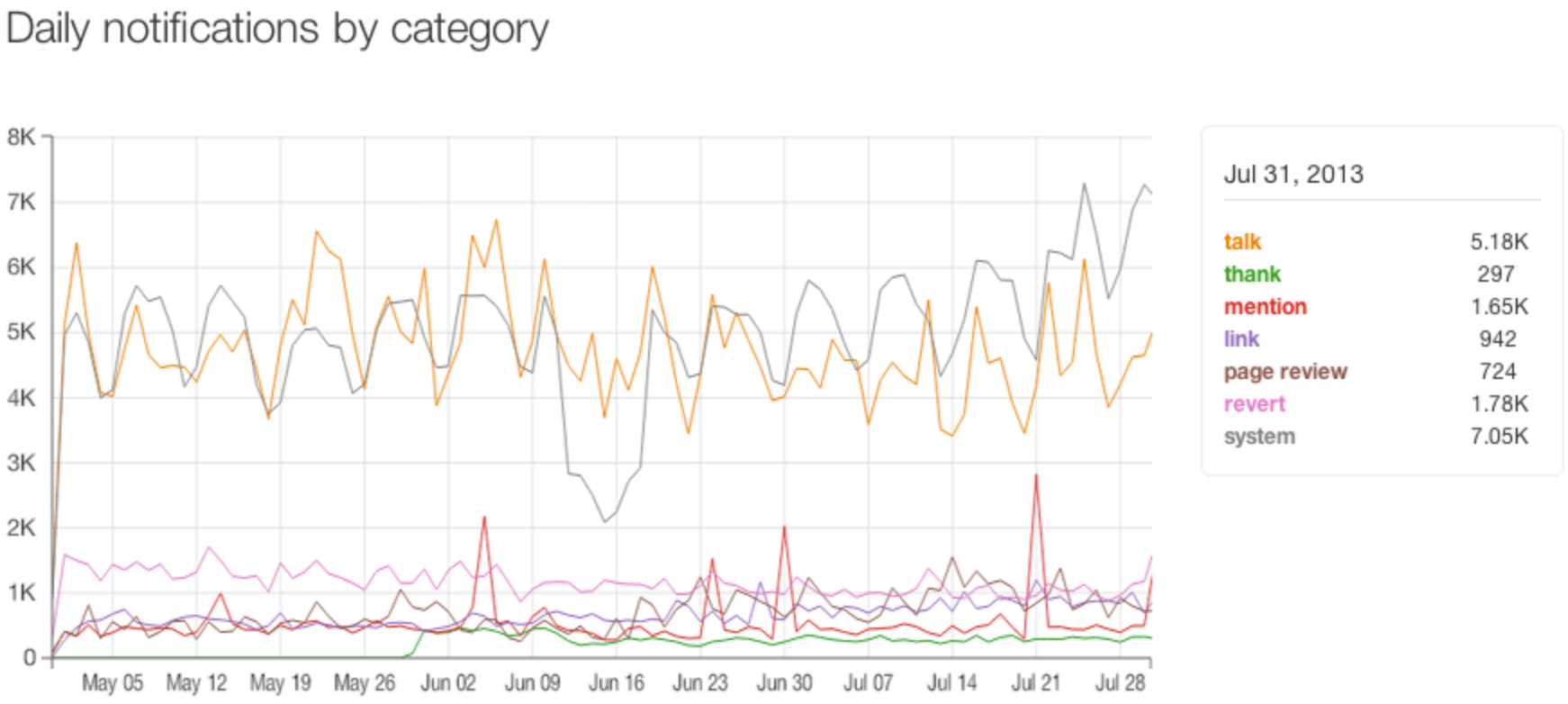
Source: Wikimedia Foundation metrics dashboards (May 1-July 31, 2013): ee-dashboard.wmflabs.org/dashboards/enwiki-features

# 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 ( see spreadsheet: ur1.ca/eupgd )

# Metrics dashboards

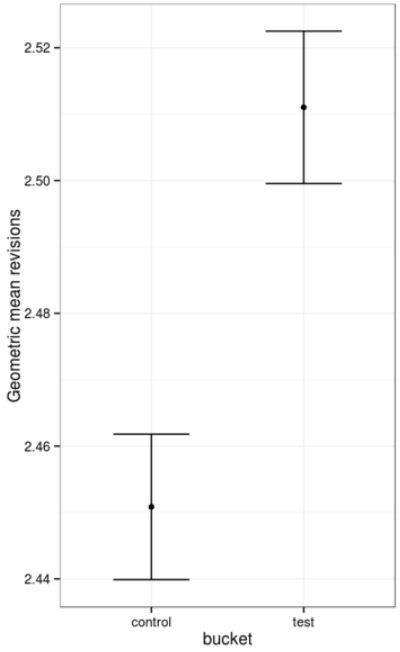



From 1.2 million notifications served in first 3 months (May 1 - July 31, 2013)
Source: Wikimedia Foundation metrics dashboards: ee-dashboard.wmflabs.org/dashboards/enwiki-features

# A/B Test results

New users who received Echo notifications …

- **made more edits** (2.51 vs 2.45 mean edits)
- **were reverted a bit more** (~ 2%)
- **were blocked a bit more** (~ 1%)

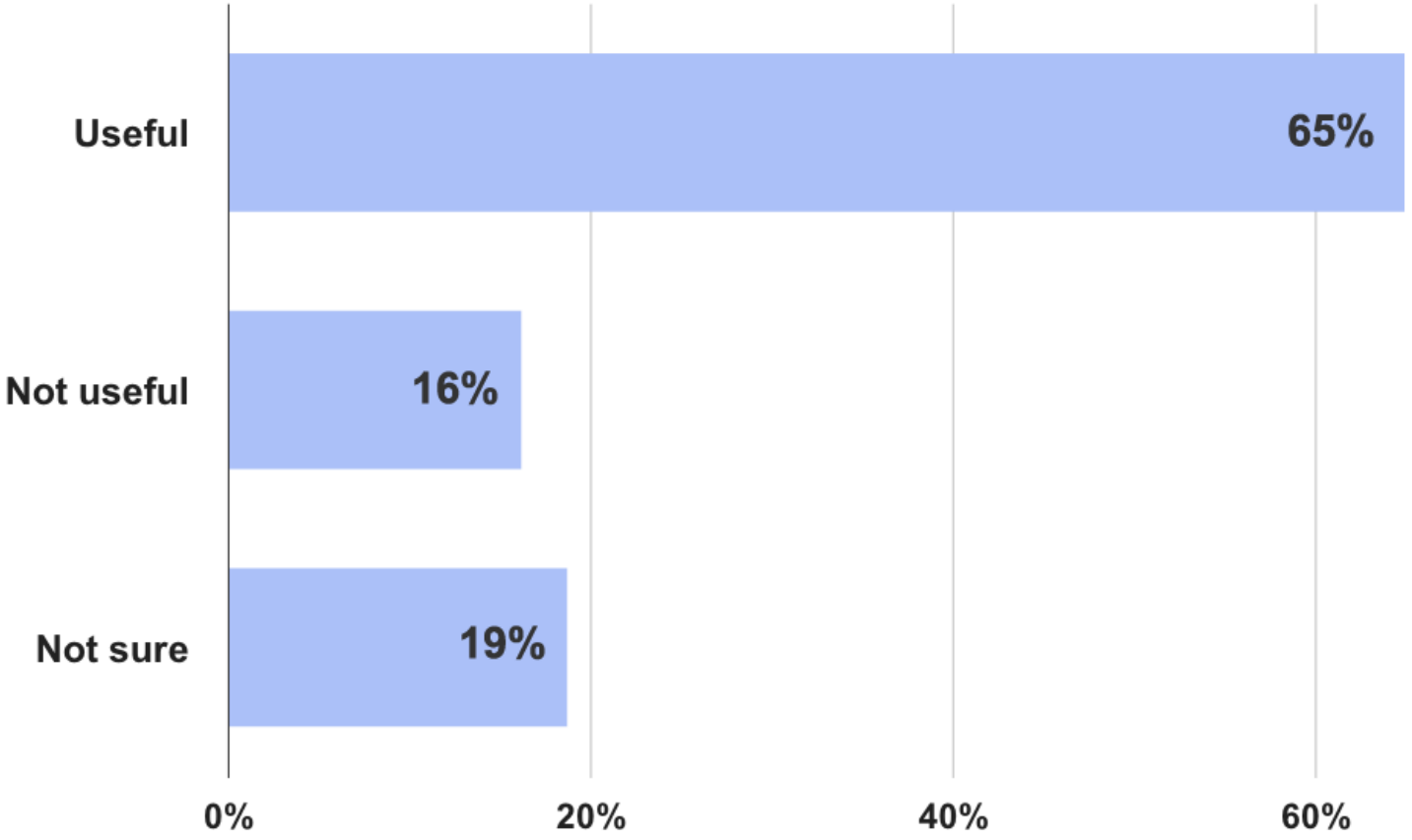



Based on a week-long A/B test of new user activity on English Wikipedia (June 11-17).

See report on Meta: Research:Notifications/Experiment_1/Results

# Survey results

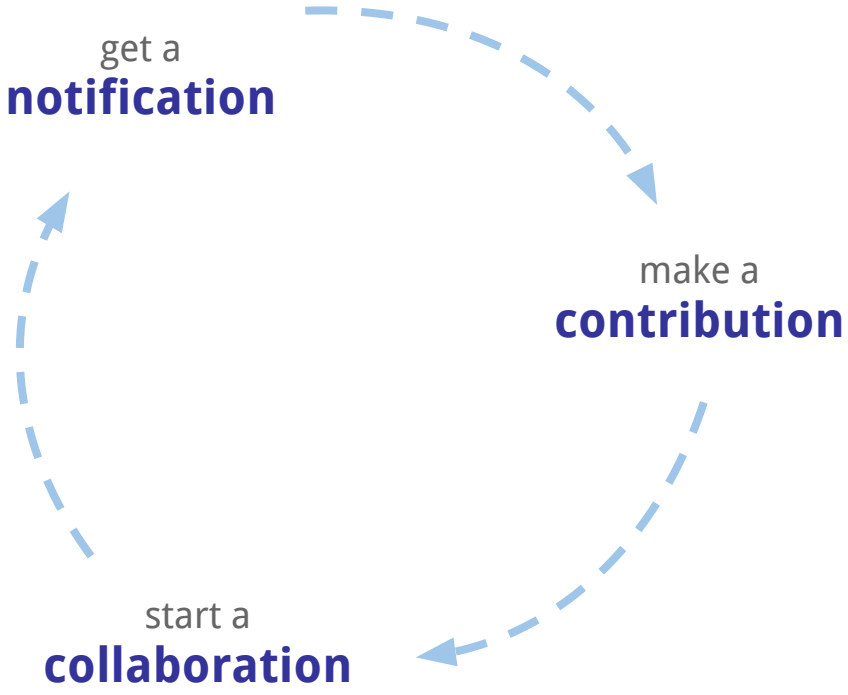
Are notifications useful to you?




Based on a three-month survey with 1,077 users on English Wikipedia (May 1-July 31).

See live results: ur1.ca/euk0g

# Engagement loops




Our features encourage positive feedback loops and productive collaborations on Wikipedia.

# Next steps

- 1st release to **other languages**: August 20
  - **French**
  - **Polish**
  - **Portuguese?**
- 2nd release on **more wikis**: September 17
- **mobile** and **multimedia** notifications
- support other **WMF teams** and **developers**
- next projects: **Flow**, **Multimedia**

WIKIMANIA 2011

Learn more:

**wikipedia.org/wiki/WP:Notifications**

Editor Engagement Team
Wikimedia Foundation