
Android Microcontributions

- * Suggested Edits V3
- * User motivations
- * Retention methods

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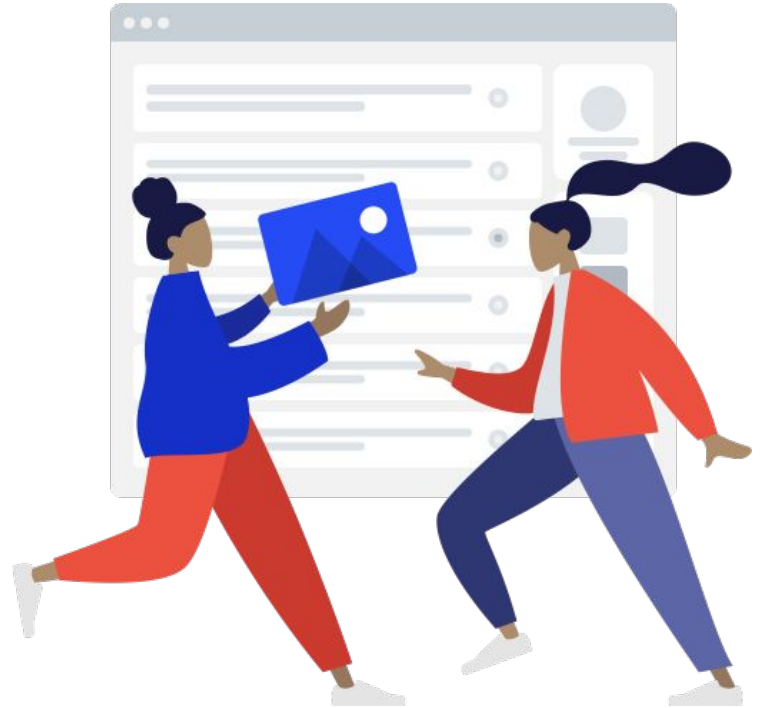


Image: <https://www.humaaans.com/>

Outline

- **Research questions**
- **Findings**
- **Recommendations**
- **What's next**
- **Project minutiae**

User awareness of editing and motivations

Why do users edit (for the first time)?

What makes users interested in adding microcontributions?

Are users aware that they can edit, and that features like Suggested Edits exist?

Retention methods

What causes users continue with microcontributions?

Do additional microcontribution edit options appeal to users?

What kinds of incentives and/or motivational cues could make microcontributions behavior more sticky and fun?

What are users' motivating factors on other apps where they engage and contribute often?

Findings

The experienced editor persona



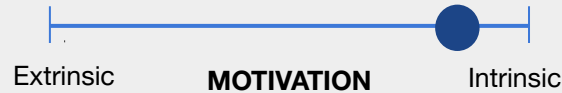
[Silly Self Portrait](https://creativecommons.org/licenses/by-sa/2.0/) by Natalia Wilson, <https://creativecommons.org/licenses/by-sa/2.0/>



Editing-aware, notifications-aware, and will try new features at least once.

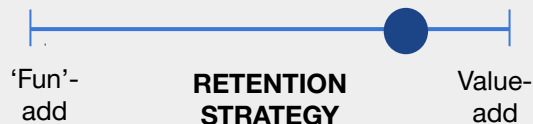
Not usually in need of extra tutorials, but appreciates help text and tooltips when useful.

The experienced editor persona



The motivation to contribute to Wikipedia is more of an intrinsic factor. If a topic or a task is of interest, the experienced editor will work on it as time allows, or find the time. External factors are not necessarily helpful in nudging the experienced editor.

The experienced editor persona



Though retention is not the greatest concern for experienced editors due to their intrinsic motivations and typical dedication, a good balance needs to be struck with approaching retention strategy overall. For this persona, value-add (e.g. additional contribution types) changes will be met more positively than for 'fun'-add (e.g. gamification, social media sharing) changes.

Also, we should ensure what we deploy is not annoying this persona and that any additional traffic/engagement should not create more work for those who are administrators.

Research questions

The new editor persona



The current UI state (UI elements, notifications, onboarding) on Android is generally informing all users, including readers/new editors of editability and features.

Some terminology (e.g. 'revert') used in explanatory text are unclear and can hamper awareness and understanding.

The new editor persona



Though it still takes a certain amount of intrinsic motivation to add knowledge/’do good’ to become an editor on Wikipedia, this persona tends to derive more excitement, inspiration and fulfillment from external concepts such as unlocking levels and achievements, streaks, competing with others.

The new editor persona




This persona will gain more equally than the experienced editor persona from both value-add (e.g. additional contribution types) AND 'fun'-add (e.g. gamification, social media sharing) changes.

First edits and the Suggested Edits feature

Users did not report any issues with awareness/understanding that Wikipedia is editable.

Some had smooth first editing encounters, others found theirs not quite so clear and had to overcome hurdles.

Overall, their impression of Suggested Edits and its related notifications and onboarding has been positive



Clear and welcoming

The V3 Prototype/general

Some participants felt that it was too easy to add microcontributions this way, the concern being vandalism/misuse.

One participant specifically avoids translation tasks because the RTL UI experienced on Wiki platforms has not been intuitive enough to use without using too much brain RAM (paraphrasing).

Some participants voiced confusion about the (I) information page being a browser page.

The V3 Prototype/dashboard

Users generally did not understand the 'stats' on the first pass. Many did not think the stats were clickable. Upon learning about clickability, more information than tooltips were desired for contributions, pageviews, reverted edits. Upon reading the tooltips, some users were unhappy/unsure about the means of evaluating edit quality, feeling it should be more holistic (but on the whole without a better alternative to suggest).

Some initially didn't notice the tooltips.

A few users did not understand 'reverts' language for edit quality.

Motivations

Leave things better than I find it

Social responsibility.
Why shouldn't I contribute to help others get knowledge

Mental thing [...] Idle time of the day, go to learn or contribute to something

Always knew anyone could participate. It's important so did it

I like messing around knowledge. Like being part of a project

Saw no image caption. I added caption. It was easy // Very helpful to students and everyone

Anyone can give [an image] description // Contributing has become my hobby

Motivations

7 of 8 participants prefer to make edits while browsing Wikipedia, as opposed to editing from a discrete feed.

Motivations/app elements

positive thoughts

Maybe a lottery for users; end of the month [...] win something

Leaderboards.
Achievements.
Promotions.

People-related stuff
[...] keeps me coming back

Very important, unlock achievements. More inspiration. Love this

not so positive thoughts

Streak is kind of like an obsession

No value for me. [...] useless [...] bragging

Motivations/app elements

The [which of the mocked motivational app elements did participants value?] chart

Legend:

✓ yay
 ✗ nay
 - no opinion/answer
 ? didn't understand the point

<u>Slide #</u>	1	2-4	5	6	7	8	9	10	11	12
P1	✓	✓	✓	✗	-	✓	✓	✓	✓	?
P2	✓	✓	✓	✓	✓	✓	✓	✓	✓	?
P3	-	?	-	✓	-	?	?	✗	-	?
P4	✓	✓	✓	✓	✓	✓	✗	✗	-	-
P5	✓	✓	✓	✓	✓	✓	✗	✗	✓	?
P6	✓	✓	✓	✓	✓	✓	-	✗	✓	in-app
P7	✓	✓	-	-	-	✓	-	-	-	-
P8	-	✗	✓	✓	✓	✗	✗	✓	✓	?

Other microcontribution task types

User suggestions:

- * Adding categories
- * Adding internal links
- * Adding photos
- * Correcting typos/grammar mistakes
- * (already in the works!) Content translation section editing, essentially
- * (already in the works!) Depicts, essentially

Other microcontribution task types

Potential task	Average rating 1 (not) - 10 (very interested)
Add images to articles	8.625
Add depicts to Commons images	8
Image moderation on Commons	7.625
Add/review article categories	7.375
Crop/center lead images	7.125
Review depicts on Commons images	6.75

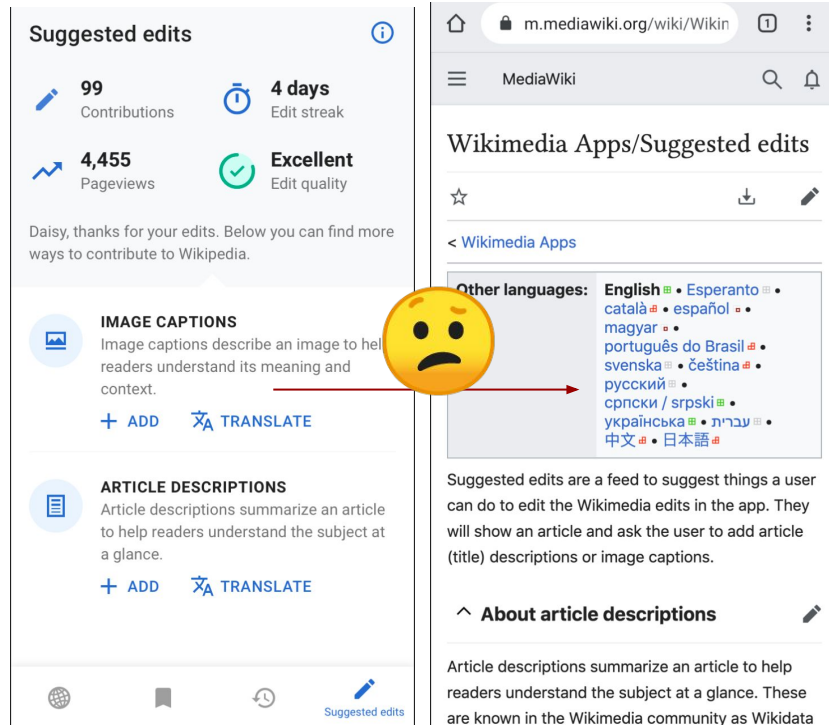
Recommendations

The V3 Prototype/general

If needed, consider ways of allaying the concern that the tasks are 'too easy' and that 'anyone' could do it (how have similar efforts to increase editing in the past address potential for additional vandalism?).

Additional information screen should be integrated within the app.

For translations, make the RTL UI easier to determine/navigate.



Suggested edits

99 Contributions 4 days Edit streak

4,455 Pageviews Excellent Edit quality

Daisy, thanks for your edits. Below you can find more ways to contribute to Wikipedia.

IMAGE CAPTIONS
Image captions describe an image to help readers understand its meaning and context.
+ ADD TRANSLATE

ARTICLE DESCRIPTIONS
Article descriptions summarize an article to help readers understand the subject at a glance.
+ ADD TRANSLATE

Other languages: English • Esperanto • català • español • magyar • português do Brasil • svenska • čeština • русский • српски / srpski • українська • עברית • 中文 • 日本語

Suggested edits are a feed to suggest things a user can do to edit the Wikimedia edits in the app. They will show an article and ask the user to add article (title) descriptions or image captions.

^ **About article descriptions**

Article descriptions summarize an article to help readers understand the subject at a glance. These are known in the Wikimedia community as Wikidata

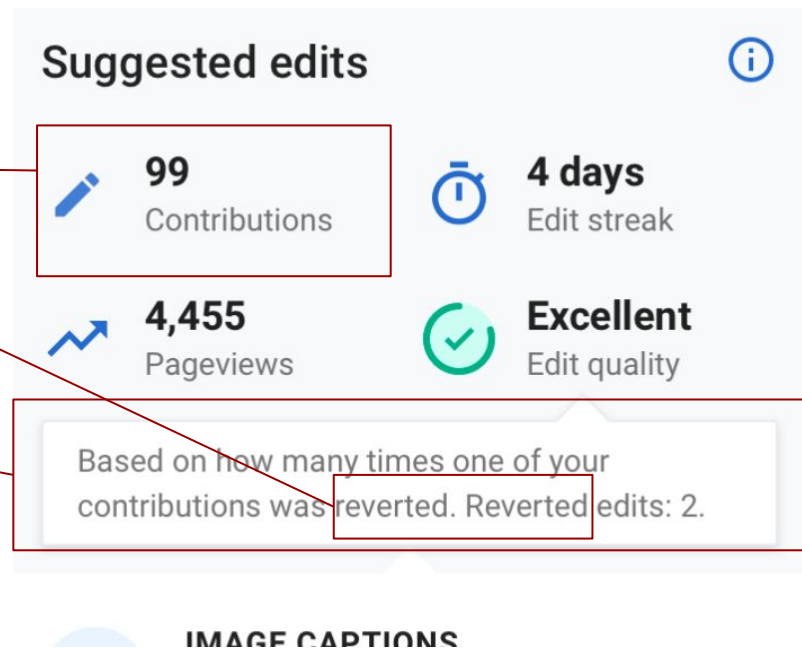
The V3 Prototype/dashboard

Use clearer language that does not assume previous knowledge (e.g. 'reverts').

Make stat boxes look clickable, and decide whether to stick with tooltips or allow users to go to a next screen with data breakdowns and/or more information (i.e. for contributions, pageviews, reverts). If the former, make tooltips more visually distinct.

Make contributions and pageviews both either cumulative or for the past 30 days for consistency.

Participant suggestion: add a 'bytes added' stat option.



Motivations

Allow for the dashboard and motivational app elements (opt-in for the latter) to be as customizable as possible. This way, users can choose to engage more fully with all the available options or get just a small snapshot of exactly what they want to know.

This satisfies the needs of those who like a little extra push from becoming a supercontributor or getting a 100-day edit streak, and mollifies those who find streaks and achievement coins ‘useless’.

Suggested edits

**99**

Contributions

**4 days**

Edit streak

**4,455**

Pageviews

**Excellent**

Edit quality

Daisy, thanks for your edits. Below you can find more ways to contribute to Wikipedia.

 **IMAGE CAPTIONS**

Motivations/app elements

The [user feedback by motivational app elements [slide #](#)] chart

#'s not represented in this chart did not elicit any specific feedback

1	<ul style="list-style-type: none"> • use different colors than only blue • wants to see categories of articles edited and associated pie chart • wants to see the edit made if article is tapped • would like to see article list chunked by day, week, etc. / add dates of contribution • bar chart > pie chart
2-4	full page notifications look 'too far' from wikipedia
5	<ul style="list-style-type: none"> • dot sequence incorrect • add skip to first screen (1) shouldn't be skippable (1) (lose-lose situation :)) • be bold image is unclear
6	would want way to see these again later (1) show once/a couple times and then remove forever (2)
8	<ul style="list-style-type: none"> • wants to see user's contribution if username is tapped • like add friends feature
10	<ul style="list-style-type: none"> • intrusive. also wouldn't want to stop users from editing • messages too long, could be annoying. option to turn these off? • patronizing
11	don't understand the left and right arrows. other options or other things to thank?

Other microcontribution task types

Implement as many as possible that interest users.

Allow for users to hide task types that aren't preferred, or auto-sort task types in descending order according to user's engagement/# of edits.

What's next

Understanding more about newer editors

Further research can be done to understand the motivations of newer editors.

Additional sessions can be done similar to the ones in this project. Questions can also be posed as add-ons to future research phases, usability sessions, etc.

Depicts statements usability testing

The Suggested Edits feature is aiming to include editing of [depicts statements](#) as a microcontribution task.

Iterative usability testing will show whether users, especially newer editors:

- * are interested in this task generally
- * can complete the task successfully (and how much information we need to provide for this to occur)
- * want to know and see the result/impact of their edits immediately
- * can understand the impact



The screenshot shows the 'Structured data' tab of a file's metadata. It features a search bar with the placeholder text 'Search to add items (house cat, mountain, Taj Mahal, etc.)' and a 'from Wikidata' label. Below the search bar, there is a list of items. The first item is 'house cat', which is highlighted in blue and has a checkmark and the label 'Prominent' next to it. Below 'house cat', there is a sub-item 'color: gray'.

[The "Structured data" tab on file pages](#) by Keegan, CC BY-SA 4.0

Project minutiae

Methodology

Participants

Reference Links

Recruitment	Android users completing an edit with Suggested Edits feature for the first time received an invitation via a snackbar notification to complete a recruitment screener survey. Potential participants were contacted from the survey responses.
Interviews	Participants were asked to join Google Meet video calls that were recorded with their consent. The interviews covered a protocol including questions about their first edits (on Suggested Edits and Wikipedia overall), their motivations, the Suggested Edits V3 prototype, potential motivational app elements for the Suggested Edits feature, etc.
Follow-up survey	Due to limited session time, participants were asked to complete a follow-up survey that asked for their feedback on additional motivational app elements and potential microcontribution task types.

Methodology

Participants

Reference Links

Participant gender	Men (6), Women (2)*
Editing experience	New (1), Experienced (7)*
Countries represented	India, Sri Lanka, Pakistan, Israel (2), New Zealand, Canada, Germany
Languages represented	Tamil, Bulgarian, Russian, Macedonian, Sindhi, Urdu, Hebrew, Spanish, Serbian, Croatian, German, Kannada, Hindi, Telugu
* 1 experienced editor was a new editor on Suggested Edits. However, future testing should ideally have more balanced demographics for both these categories	

Methodology

Participants

Reference Links

NOTE: This slide is not to be shared publicly. Save deck as pdf and remove this slide prior to sharing externally.

- * [Research brief](#)
- * [Research preparation and protocol](#)
- * [Participant screener survey](#) and [responses](#)
- * [Privacy statement and release form](#) template
- * Suggested Edits V3 [prototype](#)
- * [Deck](#) of potential motivational app element mock-ups
- * Research [session notes and video links](#)
- * [Follow-up survey](#) and [responses](#)

Fin

Note: thanks to the Design team for creating this deck style 'template' :)