

Article Feedback V5

Project Overview

Prepared by:

Fabrice Florin

Wikimedia Foundation

fflorin@wikimedia.org

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Article Feedback v5

Wikimedia Product Group

- *Goal 1:* engage readers to **contribute** to Wikipedia
- *Goal 2:* help editors **improve articles** on Wikipedia
- *Solution:* invite readers to provide **article feedback**
- *Process:* develop and test 3 different **feedback forms**
- *Research:* collect and analyze 4 different **data points**



Phase 1 Overview

(Dec. 2011 to Jan. 2012)

- *Call to action:* **Help improve this page**
- *Inputs:* **comments** for all 3 forms + yes/no or rating
- *Scope:* **22,000+ articles** on English encyclopedia (0.6%)
- *Outreach:* IRC chats, talk page, surveys, evaluations
- *Timeline:* launch in Dec. 2011, collect data in Jan. 2012
- *Decision:* Selected option 1 as the final form in Feb.
- *Next steps:* Final tests in Mar.-Apr., deployment in May.



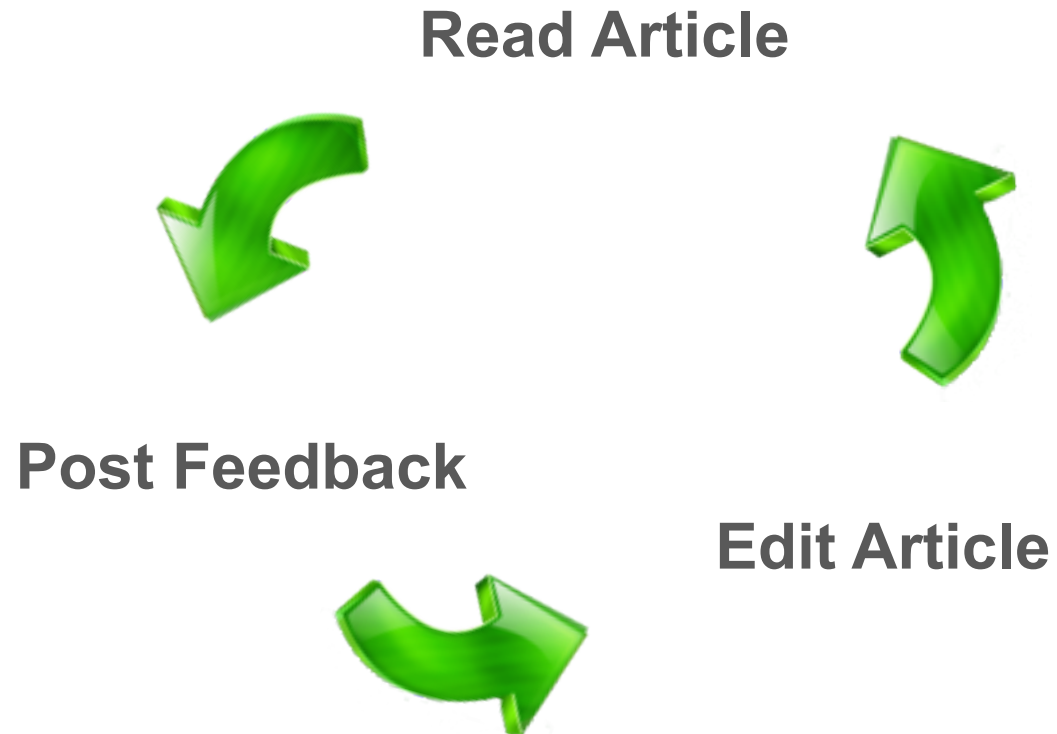
Key Features

- **feedback forms** (phase 1.0)
- **feedback page** (phase 1.5)
- **calls to action** (phase 1.0+)
- **talk page integration** (phase 2.0)
- **expanded feedback** (phase 2.0)



Activity Flow

Here are the 3 key stages of the desired “virtuous circle.”



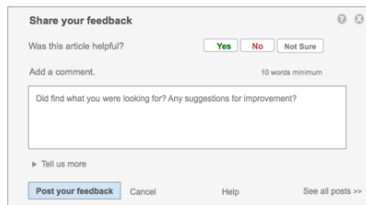
Touchpoints



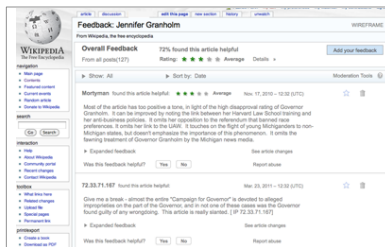
Article page



Edit page



Feedback form
+ Calls to action



Feedback page
+ Moderation tools



Did you know you can edit this article?



Talk page



Editors promote the best posts to Talk.

Feedback forms

Feedback Forms

We tested 3 different forms in phase 1:

- **Option 1:** *Find what you're looking for?*
- **Option 2:** *Make a suggestion*
- **Option 3:** *Rate this article*

Help improve this article ?

Did you find what you were looking for?

What was most useful to you? How could this article be improved?

By posting, you agree to transparency under these terms.

Help improve this article ?

Make a suggestion! How can this article be improved?

By posting, you agree to transparency under these terms.

Help improve this article ?

Is this article helpful? ★★★★★

Add a comment. How can this article be improved?

By posting, you agree to transparency under these terms.



Feedback Form – Option 1

SCREENSHOT

Help improve this article

Did you find what you were looking for?

What was most useful to you? How could this article be improved?

By posting, you agree to transparency under these [terms](#).

Feedback Form – Option 2

SCREENSHOT

Help improve this article

 **Suggestion**  Praise  Problem  Question

Make a suggestion! How can this article be improved?

By posting, you agree to transparency under these [terms](#).

Post your feedback

Feedback Form – Option 3

SCREENSHOT

Help improve this article



Is this article helpful?

Add a comment. How can this article be improved?

By posting, you agree to transparency under these [terms](#).

Post your feedback

Overall Findings

Phase 1 (Dec. 2011 to Jan. 2012)

- **30,000+** feedback posts in first 6 weeks
- **73%** of posts had **comments**
- **98%** of posts were from **anonymous users**
- **64%** of users surveyed **like the feedback forms**
- **45%** of posts were found **useful by at least 2 editors**



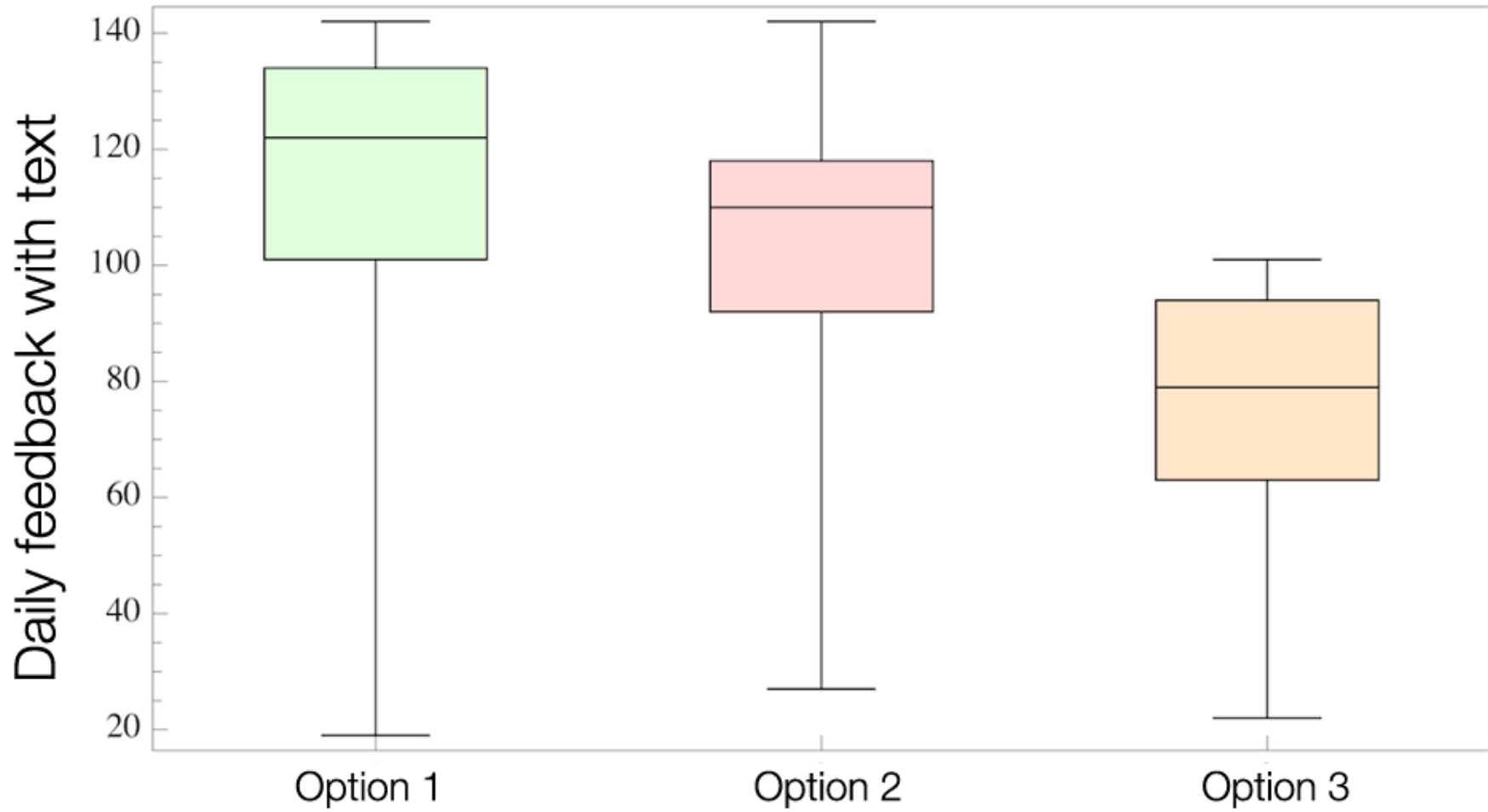
Comparison - Overall

How do the three designs compare?

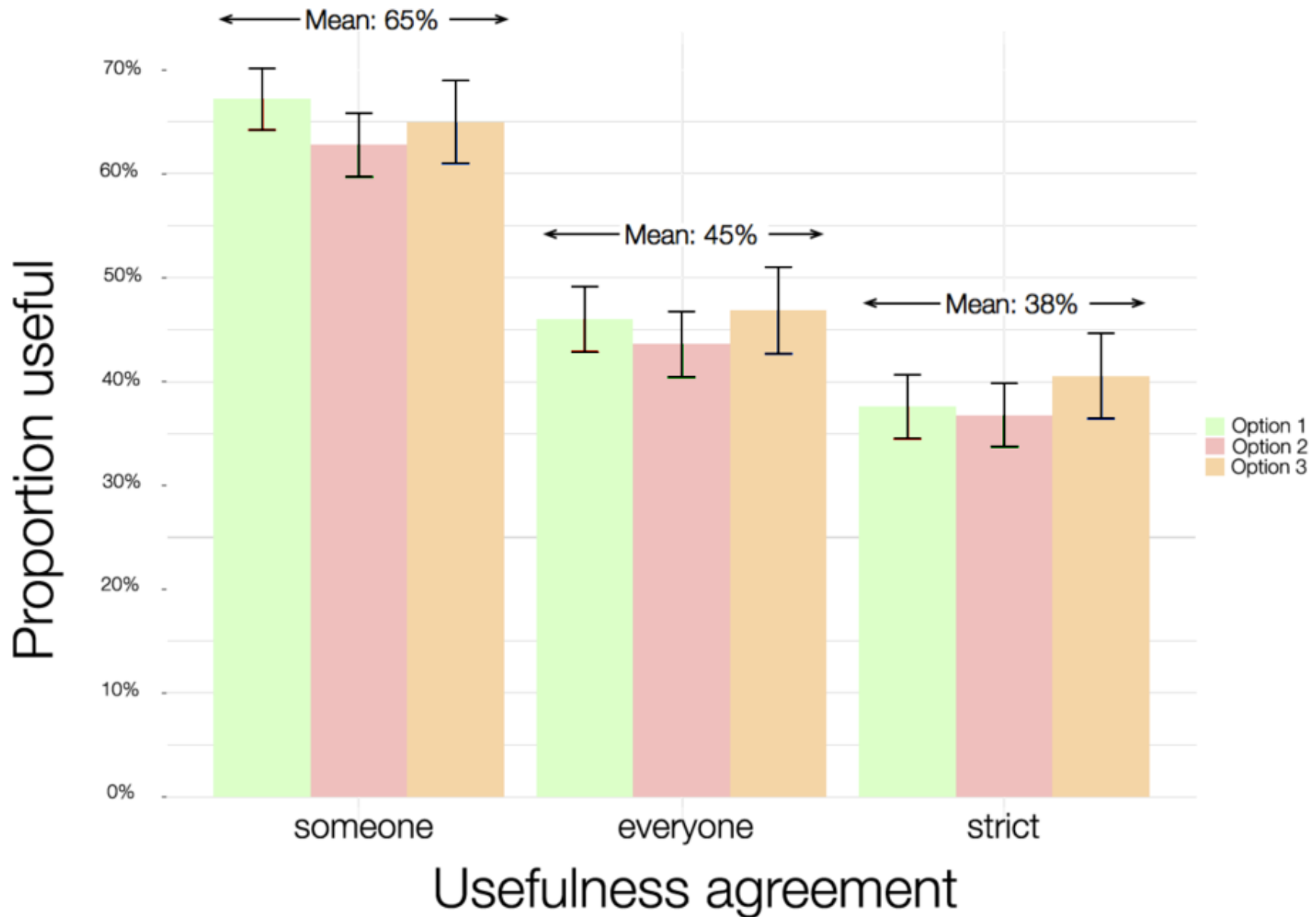
	Option 1	Option 2	Option 3
Feedback volume (% posts)	37%	35%	28%
Useful to editors (% posts)	46%	44%	47%
Useful to readers (% responses)	66%	59%	66%
Useful to team (% responses)	84%	74%	47%



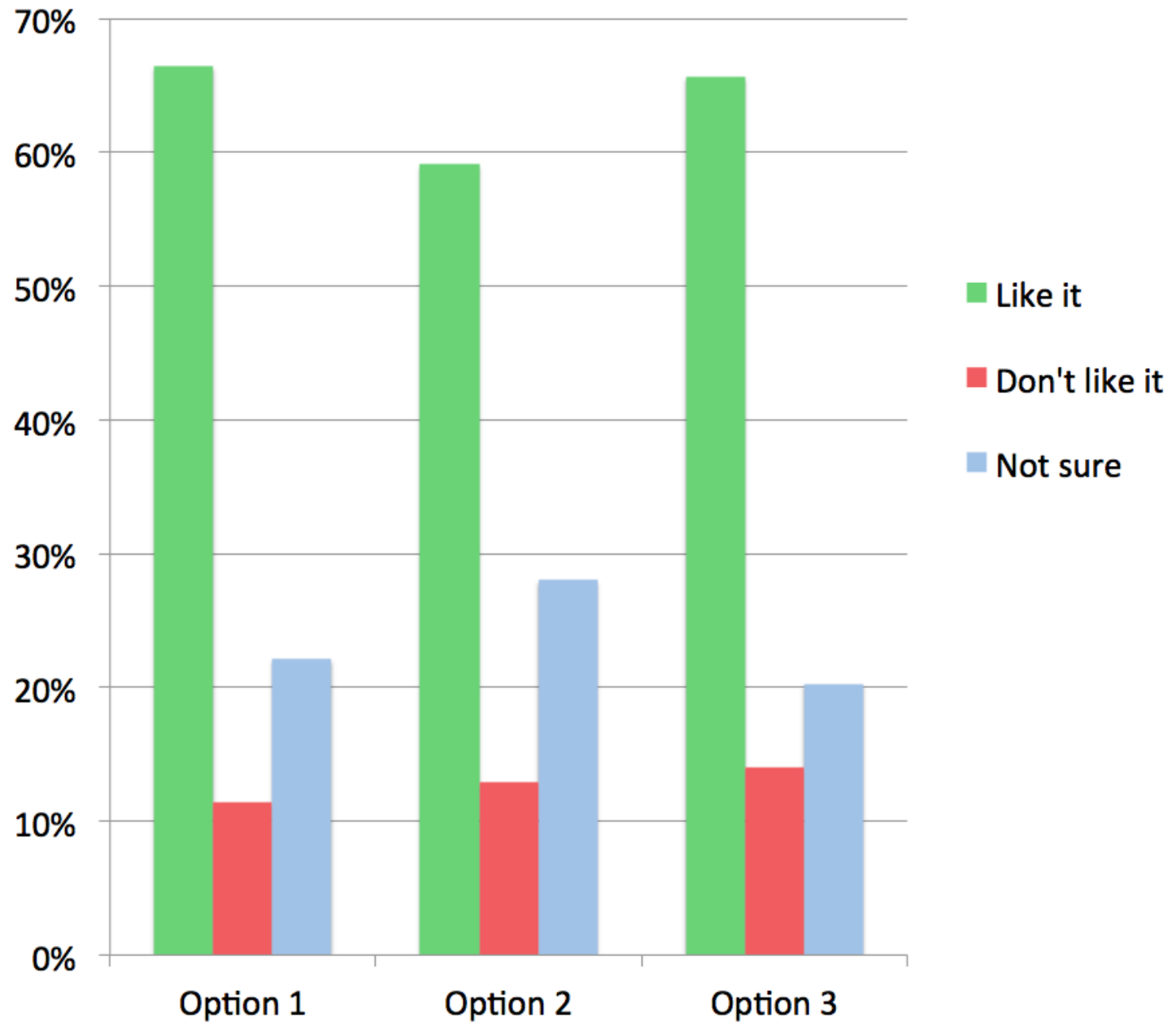
Feedback Volume



Graph – Editor Evaluations



Graph – Reader Satisfaction



Feedback page

Feedback: Newt Gingrich

ROUGH MOCKUP: READERS'S VIEW

From Wikipedia, the free encyclopedia

[View article](#) | [Talk](#) | [Help](#)

14 feedback posts on this article



53% found what they were looking for

Sort by: [Date](#) | [Helpful](#) | [Rating](#)

Showing: Comments only (11)



[24.17.83.33](#) did not find what they were looking for

3h 1m ago

[View article revision](#)

Why is Newt Gingrich's campaign manager able to edit out all references to infidelity and multiple marriages from this article???

Is this feedback helpful?

0 yes / 0 no

[Flag as abuse](#)



[72.45.198.154](#) found what they were looking for

8h 3m ago

[View article revision](#)

everthing.

Is this feedback helpful?

0 yes / 0 no

[Flag as abuse](#)

[173.55.37.184](#) posted this comment

14h 38m ago

[View article revision](#)

CNN: 1999 Report On Newt Gingrich's Exoneration By The IRS Over Ethics Charges - <http://www.youtube.com/watch?v=qMpBBRUCMd8> The House Ethics Committee report, and the record of the House debate in January 1997 as recorded in the Congressional Record, supports Gingrich's contention that the \$300,000 he paid was a "reimbursement" or "sanction" related to legal fees incurred, but not a fine or admission of any wrongdoing. Gingrich paid the cost of legal bills associated with the mul... [More](#)

Is this feedback helpful?

1 yes / 0 no

[Flag as abuse](#)

Feedback Page

ROUGH MOCKUP: EDITOR'S VIEW

Feedback: Barack Obama

[View article](#) | [Talk](#) | [Help](#)

491 feedback posts on this article



51% found what they were looking for

Showing:

Sort by: **Date** | Helpful | Rating

Tools



216.38.130.165 found what they were looking for

4 minutes ago

FEATURED

[★ Feature this post](#)

[📊 View activity](#)

I like this article, but would like to see more info about his wife and children, and what he is like as a family man.

Is this feedback helpful? Yes No 11 yes / 0 no

[🚩 Flag as abuse](#)



Fabrice Florin found what they were looking for

6 minutes ago [\(see old article\)](#)

[★ Unfeature this post](#)

[Mark as resolved](#)

[📊 View activity](#)

Good article overall! It would be helpful to provide more info about his childhood, his family and cultural background.

Is this feedback helpful? Yes No 1 yes / 0 no

[🚩 Flag as abuse](#)



216.125.34.2 posted this comment

5 hours ago

Feature this post ✕

Add a note

[Feature this post](#) [Learn more](#)

[★ Feature this post](#)

[📊 View activity](#)

This bio states that Pres. Obama ended the war in Iraq. But as stated elsewhere Forces are mandated to withdraw from Iraqi territory by December 31, 2011 agreement signed in 2008 by President Bush. The U.S. troop withdrawal fro

Feedback: Barack Obama

491 feedback posts on this article



51% found what they were looking for

[View article](#) | [Talk](#) | [Help](#)

Showing: Helpful (40) Sort by: **Date** | [Helpful](#) | [Rating](#) Tools

[216.38.130.165](#) found what they were looking for 4 minutes ago

FEATURED

I like this article, but would like to see more info about his wife and children, and what he is like as a family man.

Is this feedback helpful? Yes No 11 yes / 0 no [Flag as abuse](#)

- ^ Unfeature this post
- ✓ Mark as resolved
- ∨ Hide this post
- X Request oversight
- = View activity

[Fabrice Florin](#) found what they were looking for 6 minutes ago [\(see old article\)](#)

Good article overall! It would be helpful to provide more info about his childhood, his family and cultural background.

Is this feedback helpful? Yes No 1 yes / 0 no [Flag as abuse](#)

- ^ Feature this post
- ✓ Mark as resolved
- ∨ Hide this post
- X Request oversight
- = View activity

[216.125.34.2](#) posted this comment 5 hours ago

This bio states that Pres. Obama ended the war in Iraq. But as stated elsewhere Forces are mandated to withdraw from Iraqi territory by December 31, 2011 agreement signed in 2008 by President Bush. The U.S. troop withdrawal from

Feature this post ✕

Add a note

[Feature this post](#) [Learn more](#)

- ^ Feature this post
- ✓ Mark as resolved
- ∨ Hide this post
- X Request oversight

Feedback Page Goals

- **Surface good feedback**
Promote high-quality suggestions
- **Help editors use feedback**
Create list of actionable tasks
- **Reduce the noise**
Filter out low-quality feedback



Problems

- Only some of the feedback is **useful**.
- Moderating feedback is **more work** for editors.
- Bad feedback **harms** everyone.

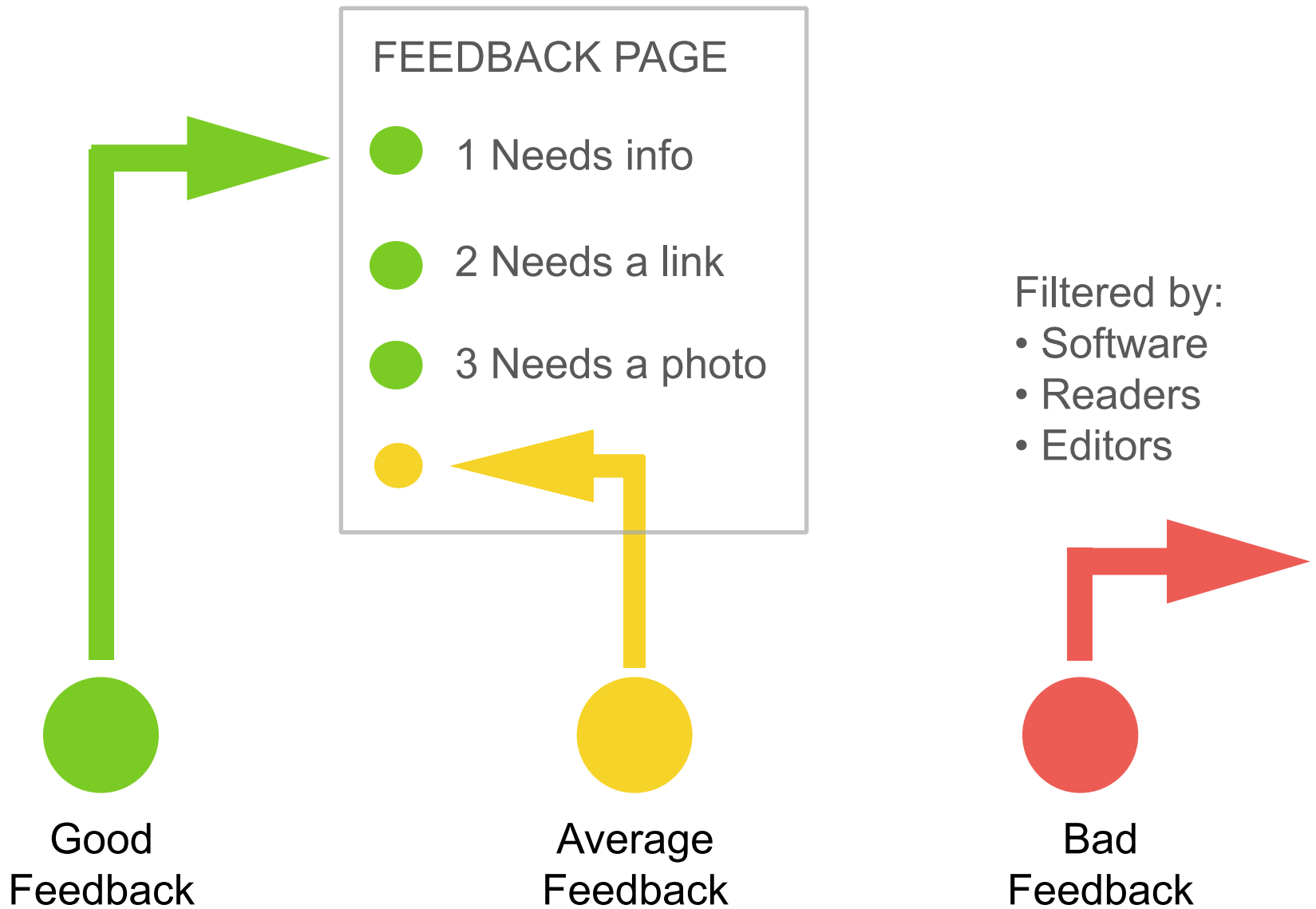


Solutions

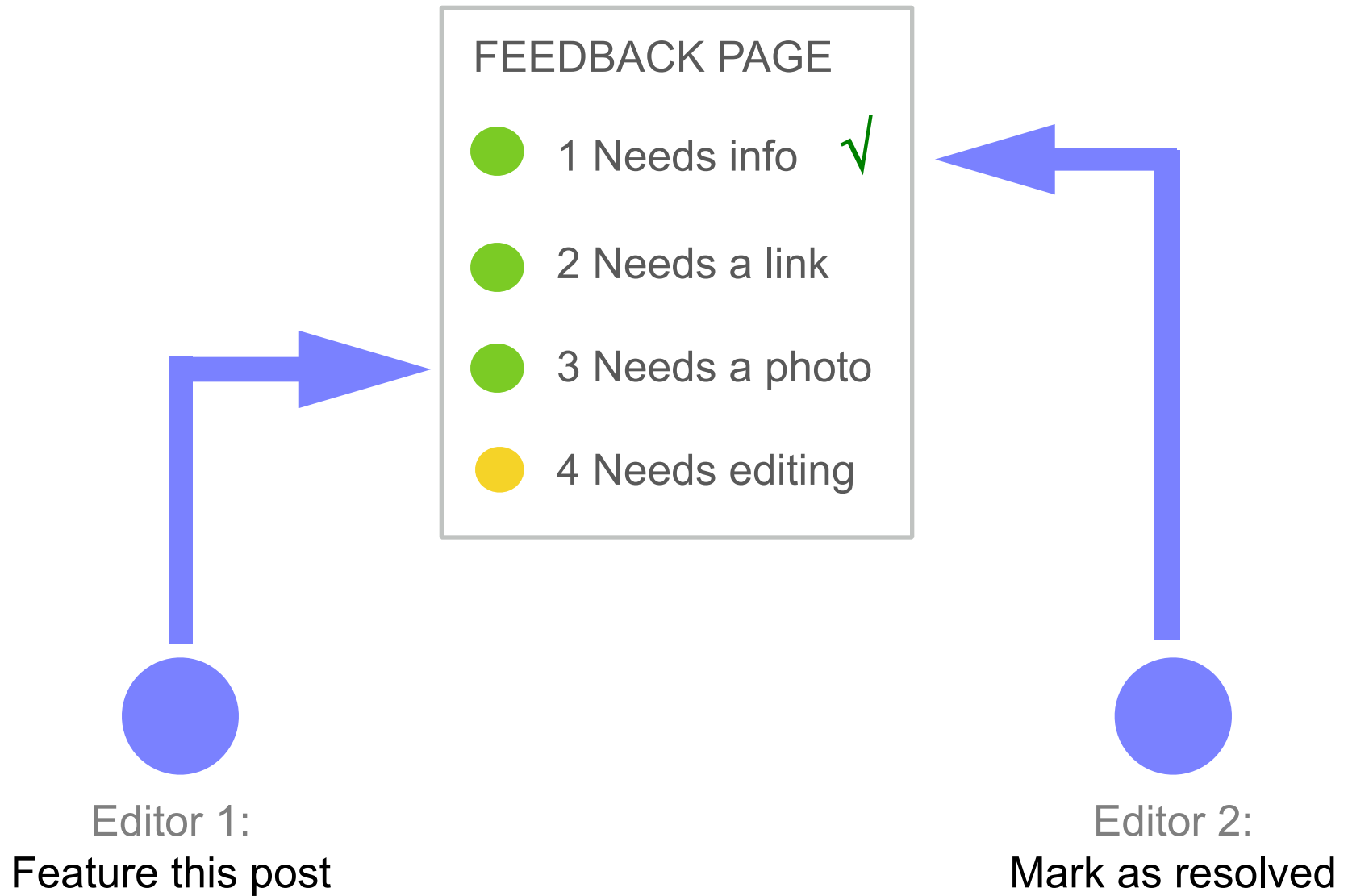
- Use **software** to pre-filter abuse or spam.
- Invite **readers** to pre-moderate (mark/flag).
- Have **editors** focus on using the best feedback.



Surface good feedback



Help editors use feedback



Reduce the noise

Different ways to block or decrease bad feedback.

AUTOMATED

- Software (before posting)
- Software (after posting)

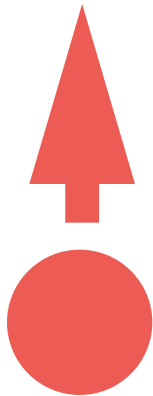
MANUAL

- Readers
- Editors

Abuse Filter

Spam block

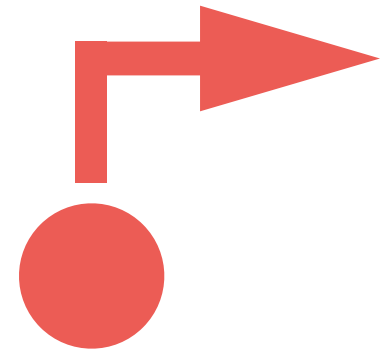
e.g.: Flag this post



Bad
Feedback



Bad
Feedback



Bad
Feedback

Actions

I want to

read
article

post
feedback

view
feedback

mark
feedback

edit
article

talk
on article

mark as
helpful

mark as
unhelpful

flag as
abuse

feature
this post *

hide

request
oversight

oversight

<<< **readers** >>>

<<< **editors** >>> << **oversighters** >>

* 'feature this post' is a proposed new feature

Next Release

Features for next release

- **Feature this post**
- **Mark as resolved**
- **Relevance filter**
- **Abuse filter**

Under consideration for future releases:

- **Custom settings** for each page
- **Captcha** on controversial articles?
- **API / Tool server** for developers



Feature this post

This new feature lets **editors** surface actionable feedback:

- in **default view**
- in **“featured” filter**

Who can feature posts?

- **Any auto-confirmed editor**

How does it work?

- Shared, a bit like **“Hide this post”**
- Toggle with **“Unfeature this post”**



Mark as resolved

This feature lets **editors** mark issues that have been solved:

- shown in **“resolved” filter**
- hidden from **default view** or **“featured” filter**

Who can mark posts as resolved?

- **Any auto-confirmed editor**

How does it work?

- Shared, a bit like **“Hide this post”**
- Toggle with **“Unfeature this post”**
- Only available for posts that have been **“featured”**



Relevance filter

Show **readers** a **filtered view** of the feedback page, with:

- **Helpful** posts
- **Featured** posts
- **Comments-only**

(filtered first, then sorted by date, then by “relevance score”)

Remove from default view all posts that are:

- **Unhelpful** (if helpfulness score is negative - min. 2? users)
- **Marked as resolved**
- **Flagged as abuse, Hidden, or Oversighted**



Abuse filter

Automated software to filter **abuse**, **spam** and **junk**.

Can be used before or after posting:

- **before**: prevent users from posting bad feedback
- **after**: auto-flag questionable posts for monitors

Examples of items to be filtered include:

- **offensive words** (e.g.: 'f*** you')
- links to known **spam sites**
- **gibberish** (e.g.: the same characters repeated 10+ times?)
- **email addresses** (e.g.: anything with a '@' symbol?)

We aim to leverage these MediaWiki extensions:

- **AbuseFilter** by Andrew Garrett (Werdna)
- **SpamBlacklist** by Tim Starling



Questions

- Who can **post feedback**?
- Who can **view feedback**?
- What is the **default view**?
- What **cannot be viewed**?
- How is this **monitored**?
- Can **settings be changed**?



Who can post feedback?

Everyone can post feedback, except:

- **Blocked** users
- **Abusive** users (filtered out via Abuse filter)
- **Readers** of controversial pages (if protected by admins)



Who can view feedback?

- **Everyone** can view “filtered” feedback on **default view**

Restrictions:

- **Some users** cannot view **controversial page feedback**
(if protected by admins)
- **Only monitors** can view **hidden feedback**
- **Only oversighters** can view **oversighted feedback**



What cannot be viewed?

Readers cannot view these feedback posts:

- **Flagged 5x or more** (auto-hidden)
- **Hidden**
- **Oversight requested**
- **Oversighted**
- **Feedback on controversial pages**
(if protected by admins)



How is feedback monitored?

Monitors can moderate feedback with these tools:

- **Feature this post** (proposed)
- **Mark as resolved** (proposed)
- **Hide this post**
- **Request oversight**

Oversighters can do the same, plus:

- **Oversight this post**
- **Decline oversight**



Can feedback settings be changed?

Admins can **change feedback settings for a page**:

- **Restrict posting** on this article
 - no posts
 - posts with captcha
 - unrestricted posting
- **Restrict viewing** of the feedback page
 - monitors only
 - editors only
 - unrestricted viewing
- Feedback settings would be added in “**Protect**” feature.



Our Vision



- Help **get readers more engaged.**
- Give them tools to **suggest article improvements.**
- Encourage them to **become editors** over time.
- Offer practical feedback tools to **experienced editors.**
- Get readers and editors to **collaborate**, so everybody wins!

