

Forget the tutorials, be bold!

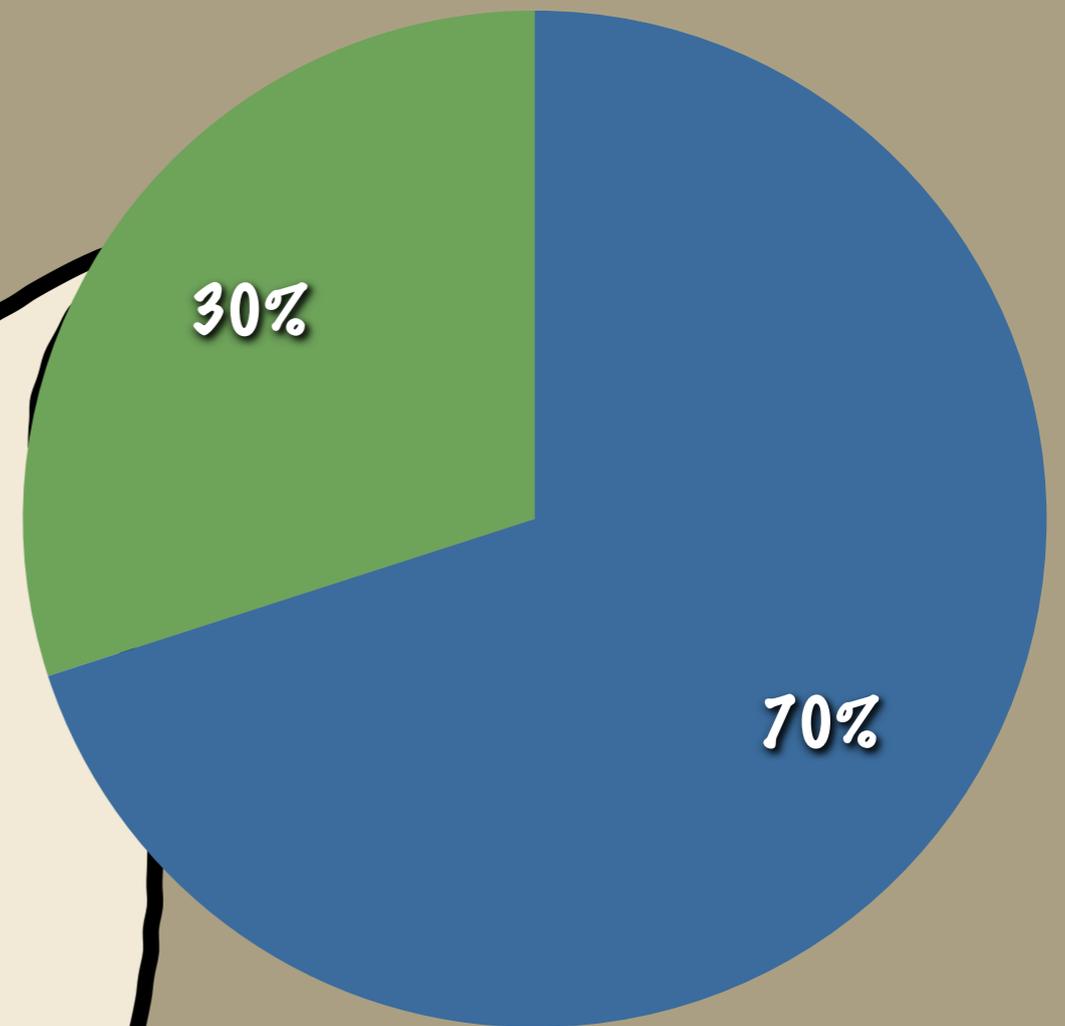
How one feature is bringing in thousands of new editors.

What we're going to talk about

- * The problem we're tackling
- * Our solution
- * How we tested our hypothesis
- * The results
- * What's next
- * Q&A

The problem:

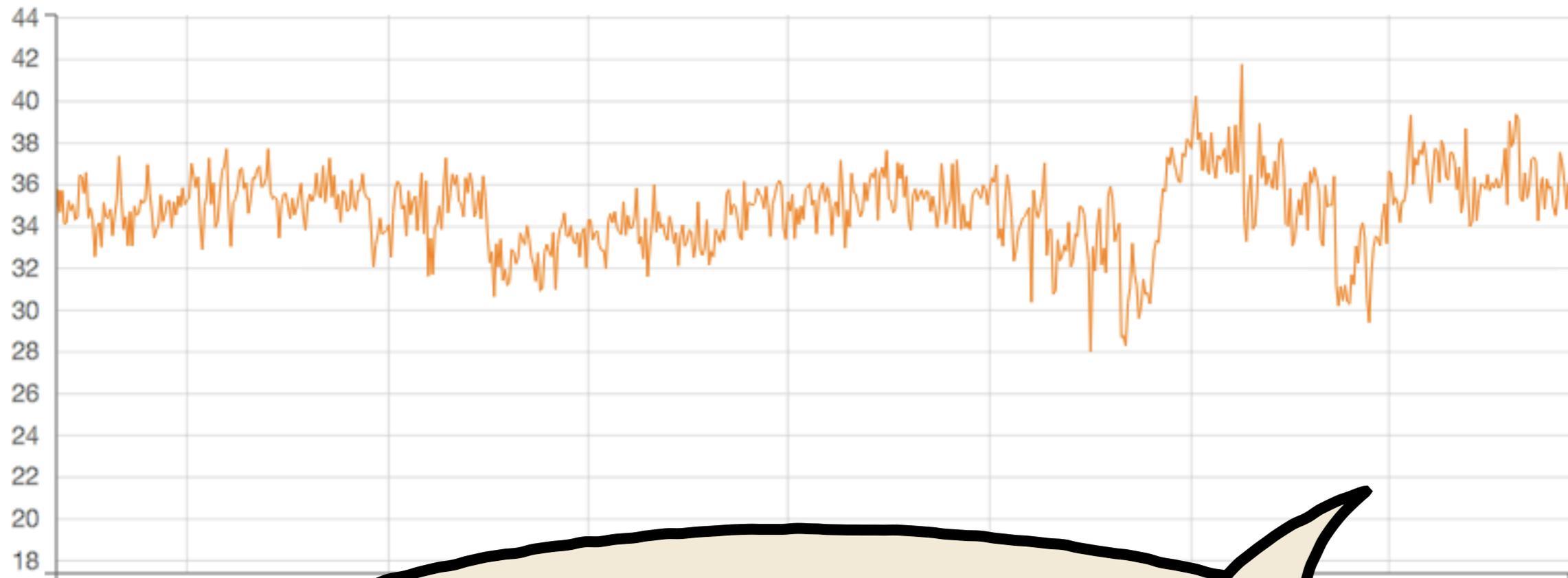
Most registered users are never able to contribute to Wikipedia.



All new English Wikipedia accounts

● Never edit ● Edit*

* All namespaces



The problem over time:

English Wikipedia live account rate*
circa 2011-13

* % of new accounts that click "edit"

Why English Wikipedia first?

- * It is one of the projects with the worst decline in new editor retention.
- * English Wikipedia is a good testbed...
 - * 50% of our traffic
 - * 3-4,000 accounts created a day
 - * Used to new features being launched
 - * We know the English community very well

Special page

Welcome, WMFTest1230230340!

Your account has been created. Do not forget to change your [Wikipedia preferences](#).

Logging you in to Wikimedia's other projects: ([what's this?](#))



[Return to Main Page.](#)

[Privacy policy](#) [About Wikipedia](#) [Disclaimers](#)

Un succès !

Vous êtes sur votre page de bienvenue, prenant l'essentiel des informations à Wikipédia.

Un volontaire se proposant de vous aider, n'hésitez pas à le solliciter, pour améliorer l'encyclopédie ou son contenu.

En attendant...

Faisons connaissance !

Quels sont vos centres d'intérêt ?
Que souhaitez-vous faire sur Wikipédia ?
Nous vous invitons à créer votre page utilisateur pour présenter cela.

[Créez votre profil](#)

Why don't new people edit?

1. It's hard to contribute
2. We don't ask you to
3. We don't show you how

Welcome to Wikipedia, HiWikimania!

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!



Improve Clarity

Simplify or reword sentences.



Add Links

Connect Wikipedia articles together.

[← No thanks, return to the page I was reading](#)

Try it now!

Go to [Special:GettingStarted](#)

Suggest an easy first task,
right after you join Wikipedia

The solution: part one

← Back to list This article has spelling and grammar errors you can fix. Show help Try another article ▶

HiWikimania 0 Talk Sandbox Preferences Watchlist Contributions Log out

Article Talk Read Edit source Edit beta View history Search

IRS-1A

From Wikipedia, the free encyclopedia

This article may require copy editing for grammar, style, cohesion, tone, or spelling. You can assist by editing it. (July 2013)

IRS-1A was the first remote sensing mission undertaken by the Indian Space Research Organisation (ISRO) was a half-operational/experimental mission to develop indigenous expertise in satellite remote sensing.

Ideas on what to do

These banners identify problems with this article. You don't need to address them all, just stick with what you're comfortable doing.

Mission type	Earth Observation Remote Sensing
Operator	ISRO
Mission duration	8 years, 4 months

Spacecraft properties

WIKIPEDIA The Free Encyclopedia

- Main page
- Contents
- Featured content
- Current events
- Random article
- Donate to Wikipedia

Interaction

- Help
- About Wikipedia
- Community portal
- Recent changes
- Contact page

1 History

2 Payloads

3 Mission Res

4 See also

5 References

6 External links

The solution: part two

Show people how to successfully complete the task

How we tested this:

- * five A/B tests so far
- * three rounds of cohort analysis
- * remote usability tests with real, live newbies

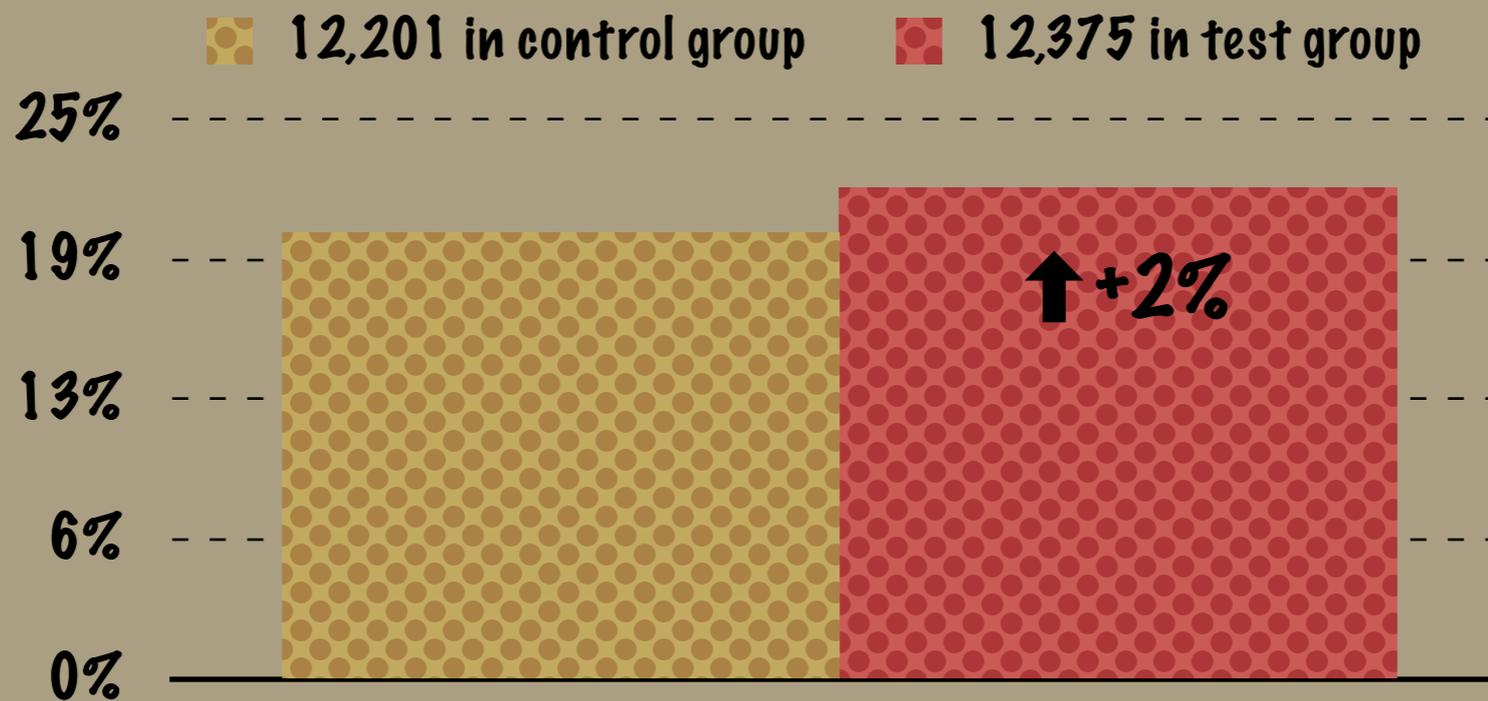
What we measure:

New editor productivity

- * 1+ article edits within 24 hrs
- * 5+ article edits

New editor quality

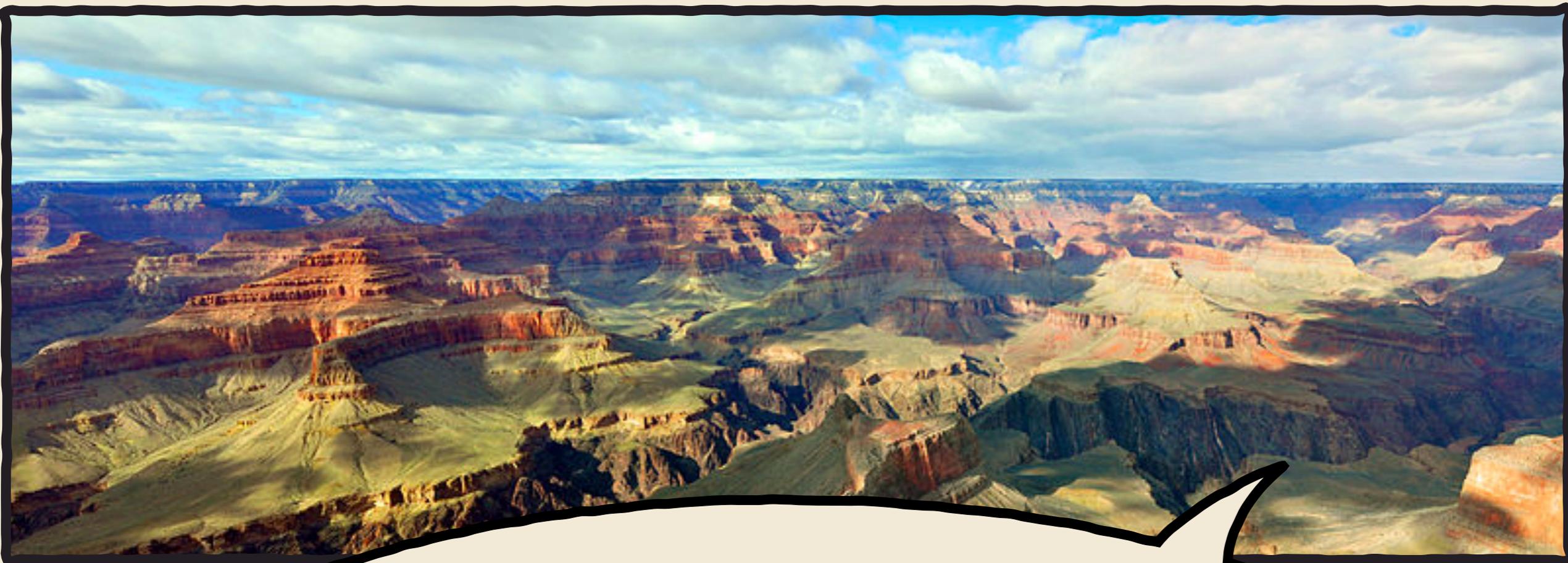
- * Revert rates
- * Block rates



A/B test results:

Lots more first-time article editors,
not yet big increase in active editors (5+).

productivity



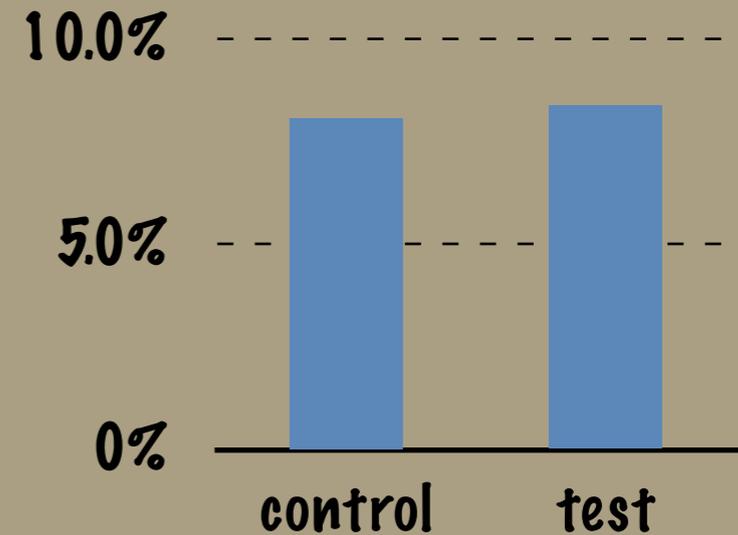
+2% sounds small but...

small, sustained increases over time lead to BIG changes

What about quality?

Let's look at the June/July cohorts.

Revert rate the same



Block rate low

7.6%

- 326 active editors
- 25 blocked for any reason

The impact so far?

In June-July 2013, we gave GettingStarted op 100% of newly-registered users on English Wikipedia.

June

2,656 new 1+ editors,
who've made **16,000+** edits
to articles so far.

July

3,098 new 1+ editors,
67% made with VisualEditor!



We're close, but not done yet!

For context, we need 1,000-2,000
additional active editors to get
English Wikipedia growing again

What's next

- * Additional A/B testing of workflows to encourage people to keep going!
- * Launch outside English (we need your help!)
- * Mobile web version
- * Support alternative first-time tasks, e.g. article creation and more

Learn more

- * (English Wikipedia) [Wikipedia:GettingStarted](#)
- * Talk to us! ee@lists.wikimedia.org