Africa Growth Pilot

6 month Evaluation Report on Live Tutorials pilot

[[m:Africa Growth Pilot/Live Tutorials on Core Policies]]

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Our theory of change for the <u>Live Tutorial pilot</u>:

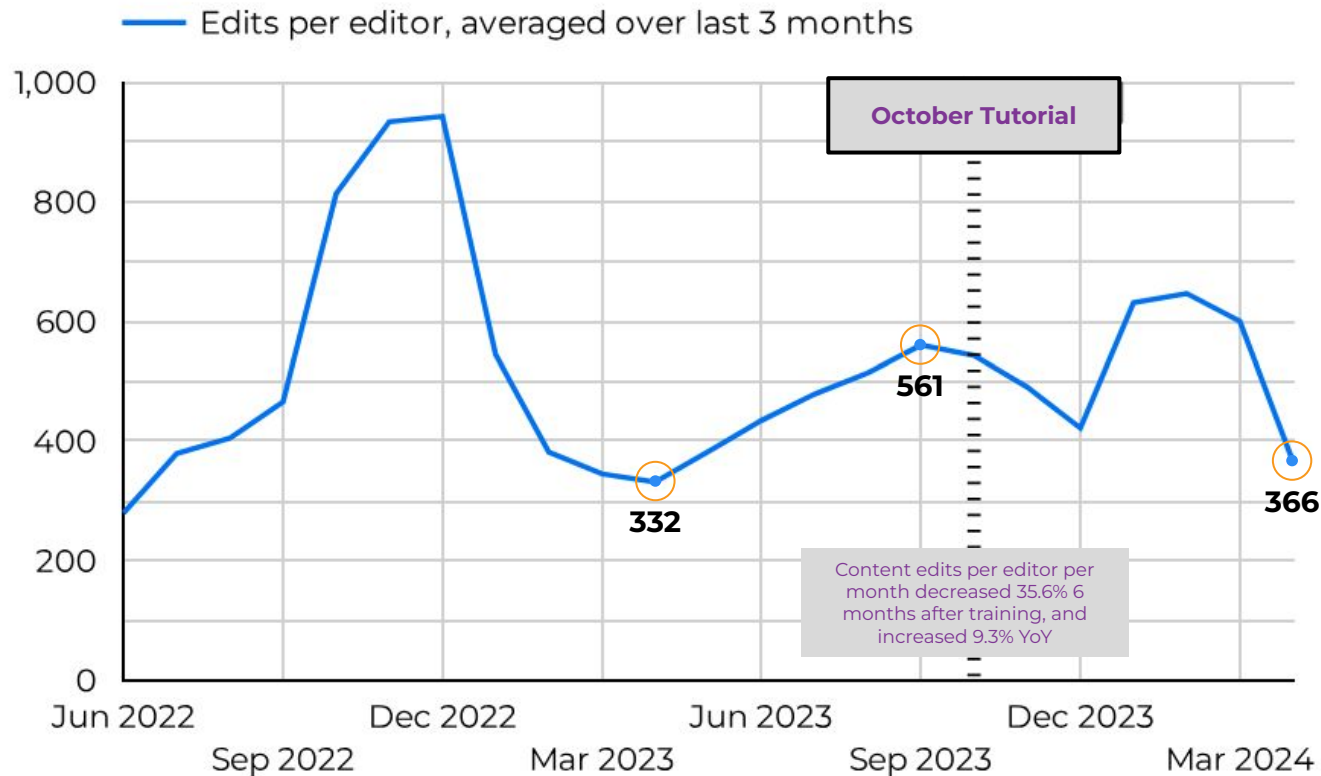| Cognitive Outcomes (What changes in knowledge, attitudes, or beliefs do we anticipate?)	Action Outcomes (What changes in behavior do we anticipate?)	Impact (What changes in the conditions of our movement do we anticipate if we achieve our outcomes?)
New* editors completing the training will better understand core Wikipedia policies.	New* editors completing the training will complete more non-reverted edits following the training.	Existing growth of active editors in sub-Saharan Africa will be amplified by increased retention of new editors as well as their edits; the 'big funnel' approach can be adapted based on the results of this pilot to most effectively support growth and retention in the region.
New* editors completing the training will feel more confident contributing to Wikipedia.	New* editors completing the training will continue to be active editors in the months following the training.	
New* editors completing the training will feel equipped to handle setbacks like reverts, conflicts, or deletions.		

*While our original hypothesis focused on new editors, **participants in this pilot were existing editors**, the majority of whom had been active on projects for at least a year.

Action Outcomes: Did They Happen at 6 months?

	Did this happen?	How do we know?	What else is important to note?
~~New~~ editors completing the training will **complete more non-reverted edits** following the training.	**Yes, on enwiki**	At 6 months, participants' content edits overall were more likely to be reverted (0.91%) than before (0.60%). On **enwiki**, while rate of reversion crept up from where it was 3 months after the tutorial, **at 6 months enwiki edits were 62% as likely to be reverted as before the tutorial** (2.05% pre, 1.28% post).	Average number of edits per editor decreased following the training, but YoY the cohort's overall edit rate was up at 6 months (9.3%) and especially so on enwiki (43% increase YoY).
~~New~~ editors completing the training will **continue to be active editors** in the months following the training.	**Yes, on enwiki**	At 6 months, as among editors in SSA more broadly, participants were less likely to be active in a given month YoY. On enwiki, however, activity increased YoY while broadly SSA activity decreased.	

Action Outcomes: Did They Happen at 6 months?

Of tutorial participants active on any project (1+ edit), average monthly number of content edits decreased 35.6% in the 6 months following the training and increased 9.3% YoY.

Edits per editor, averaged over last 3 months

October Tutorial

561

332

366

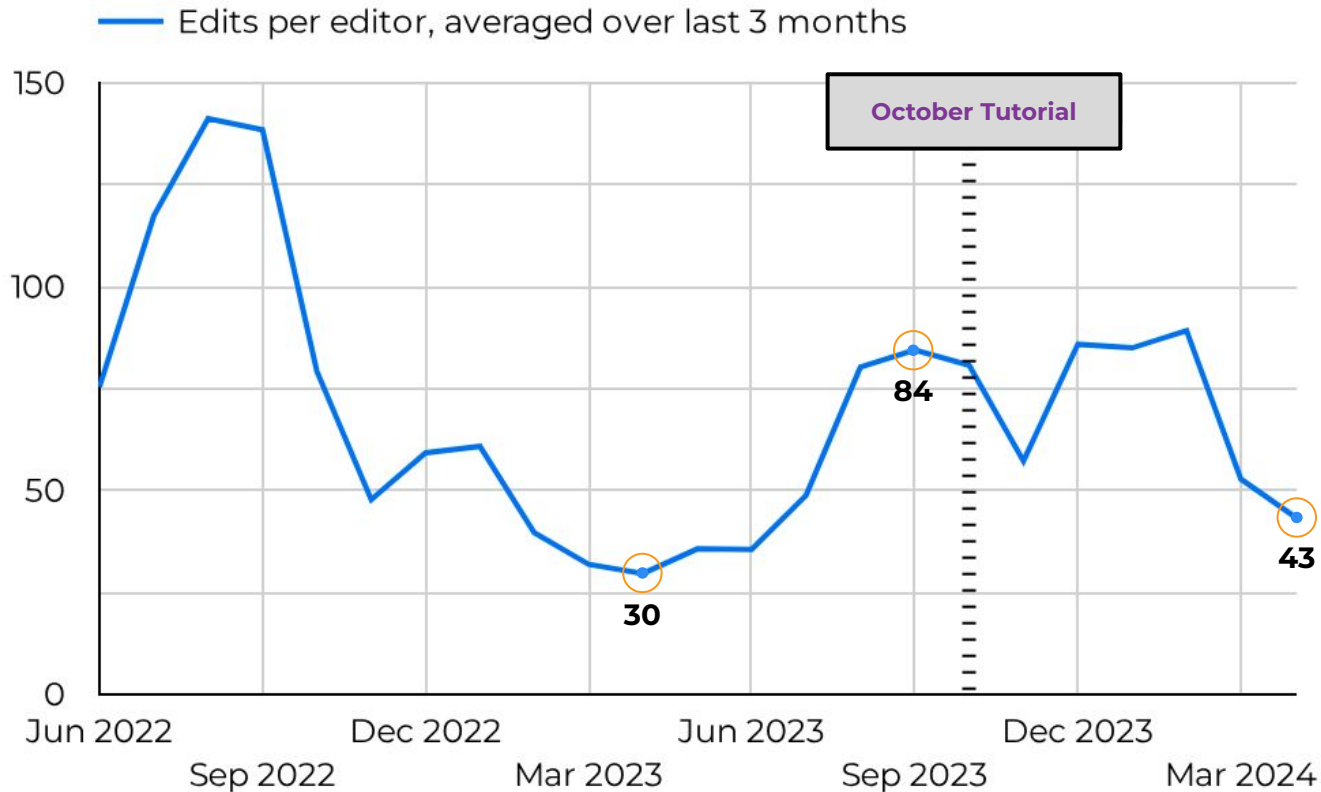Content edits per editor per month decreased 35.6% 6 months after training, and increased 9.3% YoY

Action Outcomes: Did They Happen at 6 months?

Of tutorial participants active on enwiki (1+ edit), average monthly number of content edits dropped by 48.8% in the 6 months following the training, but increased 43.3% YoY.

Edits per editor, averaged over last 3 months

Action Outcomes: Did They Happen at 6 months?

Despite an earlier dip, tutorial participants' content edits were 1.5x more likely to be reverted 6 months following the training.

Legend: Reversion rate, averaged over last 3 months

October Tutorial

Content edits 1.5x more likely to be reverted 6 months after training

0.91%

0.60%
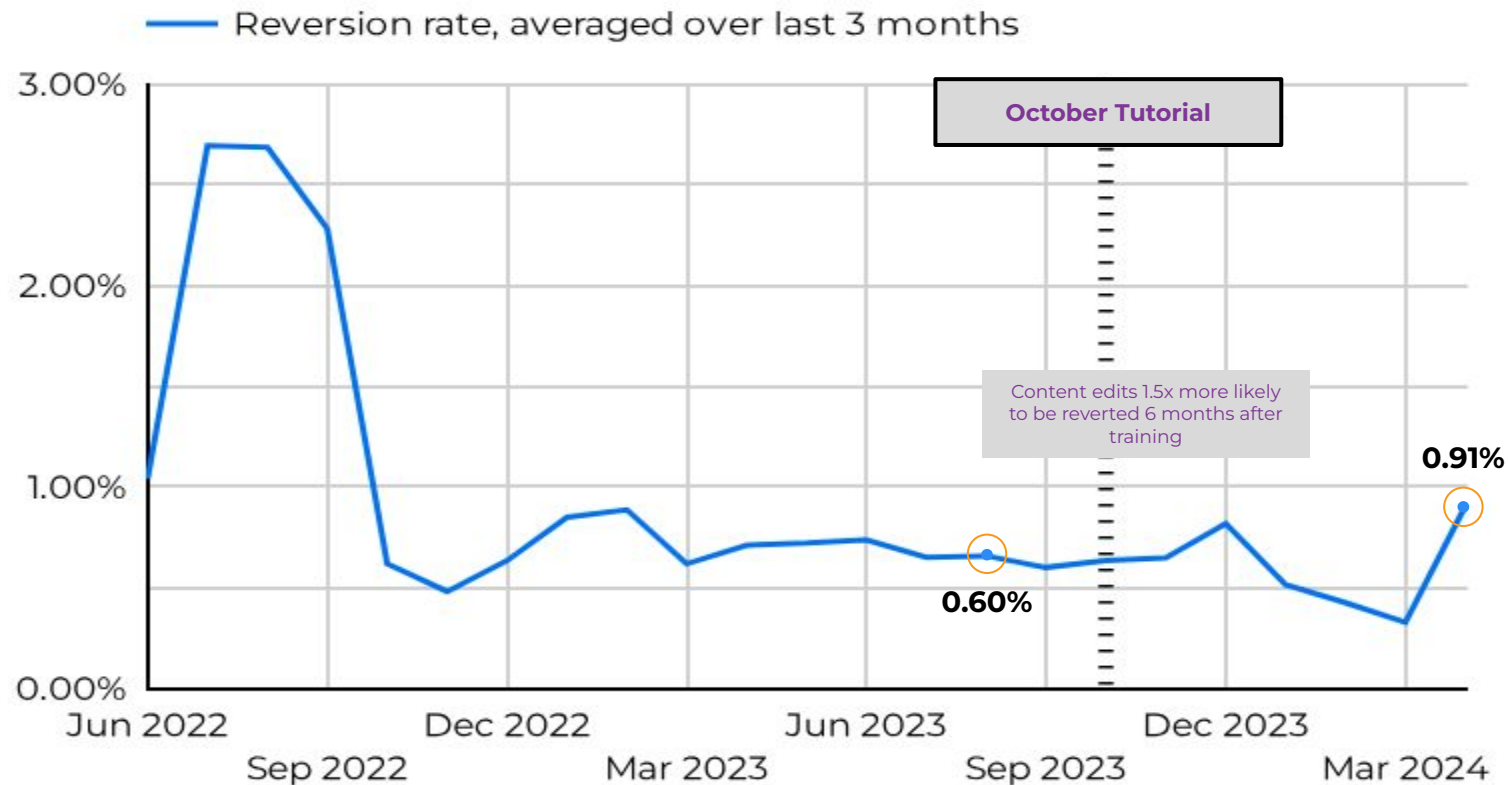
Action Outcomes: Did They Happen at 6 months?

Tutorial participants' <u>content edits on English Wikipedia were 62.4% as likely to be reverted</u> 6 months following the training.

Reversion rate, averaged over last 3 months

October Tutorial

Content edits on enwiki 62% as likely to be reverted 6 months after training

2.05%

1.28%
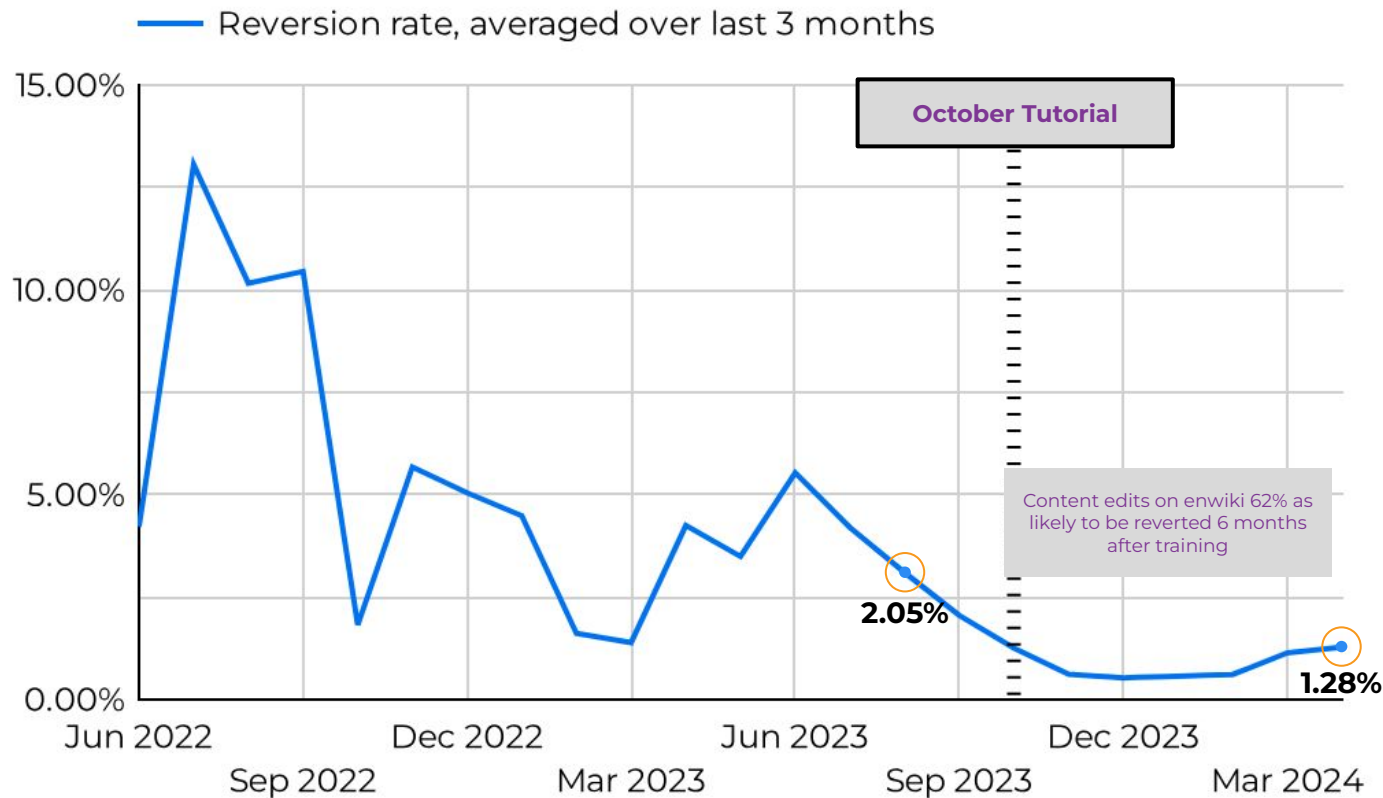
Action Outcomes: Did They Happen at 6 months?

Tutorial participants' activity (# with 5+ edits) declined slightly YoY, similar to other editors in SSA.

Legend: — Active SSA Editors, 3 month average   — Active Tutorial Editors, 3 month average

October Tutorial

48

54

1824

1888

45

1707

Tutorial cohort: YoY decrease of 6.7% in active editors (5+ edits) compared to April '23

All editors in SSA: YoY decrease of 6.8% in active editors (5+ edits) compared to April '23

Y-axis (left): Active Tutorial Editors, 3 month average (0–80)
Y-axis (right): Active SSA Editors, 3 month average (0–4,000)
X-axis: Jan 2023, Feb 2023, Mar 2023, Apr 2023, May 2023, Jun 2023, Jul 2023, Aug 2023, Sep 2023, Oct 2023, Nov 2023, Dec 2023, Jan 2024, Feb 2024, Mar 2024, Apr 2024

Action Outcomes: Did They Happen at 6 months?

Tutorial participants' enwiki activity (# with 5+ edits) increased YoY, whereas other editors in SSA decreased over that period.

Legend: — Active Tutorial enwiki Editors, 3 month average   — Active SSA enwiki Editors, 3 month average

October Tutorial

596
676
550
15
22
17

enwiki editors in SSA: YoY decrease of 8.4% in active editors (5+ edits) compared to April '23

enwiki Tutorial cohort: YoY increase of 13.3% in active editors (5+ edits) compared to April '23

Y-axis (left): Active Tutorial enwiki Editors, 3 month average — 0, 10, 20, 30, 40, 50

Y-axis (right): Active SSA enwiki Editors, 3 month average — 0, 200, 400, 600, 800, 1K

X-axis: Jan 2023, Feb 2023, Mar 2023, Apr 2023, May 2023, Jun 2023, Jul 2023, Aug 2023, Sep 2023, Oct 2023, Nov 2023, Dec 2023, Jan 2024, Feb 2024, Mar 2024, Apr 2024