



WIKIMANIA
STOCKHOLM

What we know about newcomers and how to nurture them

Growth Team
Wikimedia Foundation



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Summary

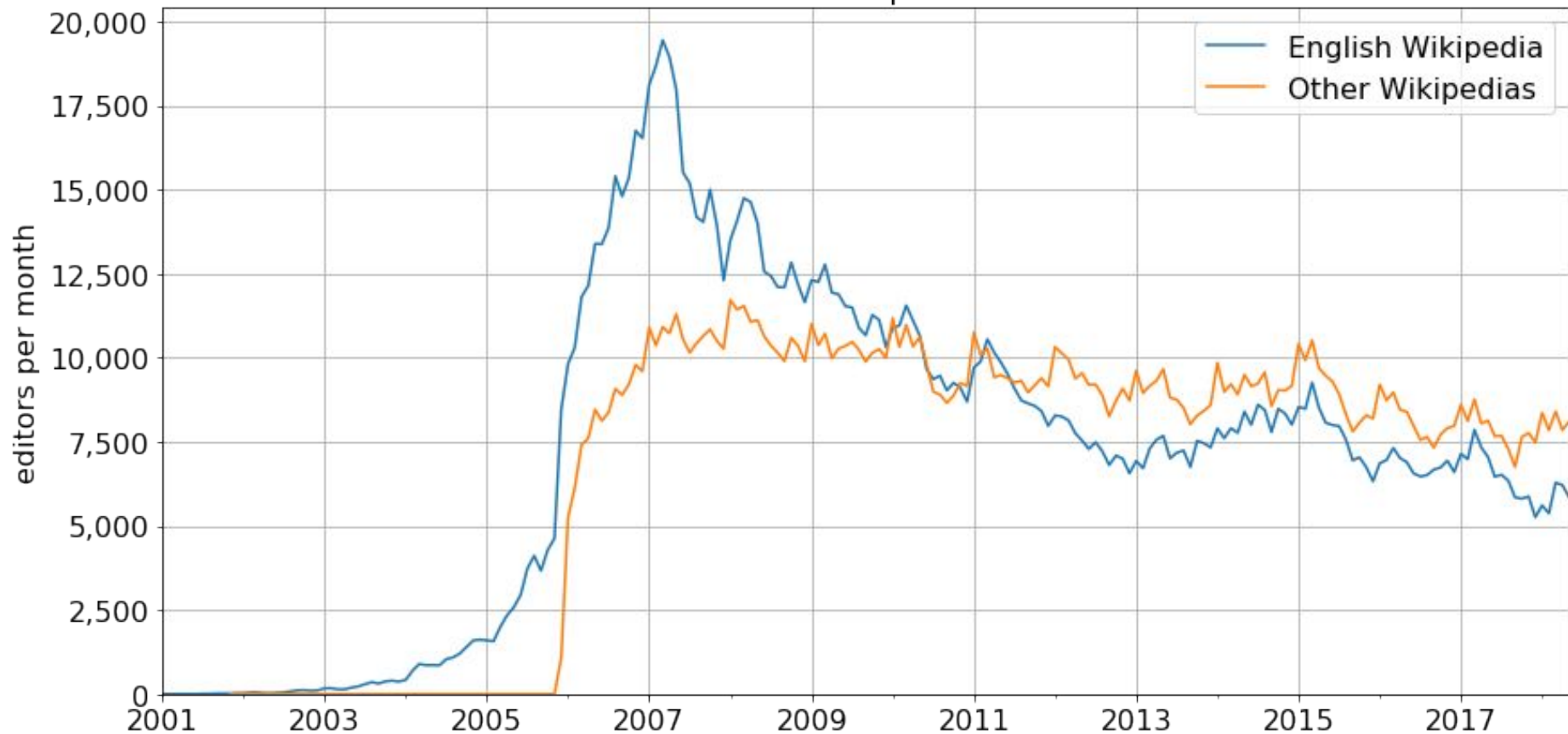
- Very few newcomers continue to edit.
- Newcomers are definitely looking for help.
- We need to help them succeed on their first day.
- Growth team features provide promising opportunities to help newcomers succeed.

The problem of retention



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new active Wikipedia editors



From Abbey Ripstra and Neil Patel-Quinn (Wikimania 2018)

Activation and retention

Wiki	Activation	Retention
Czech	37%	5%
Korean	32%	4%
Vietnamese	18%	2%
Arabic	27%	3%
Hungarian	41%	6%
Spanish	31%	3%
English	29%	4%

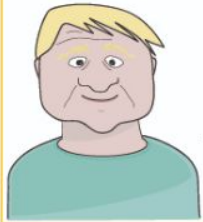
Activation: making a first edit

Retention: returning to make a second edit
on a different day



**94% of new editors
don't come back.**

New editors have diverse motivations



Reactive Corrector
Josef



Social Changer
Jae-Hee



Box Checker
Mina



Joiner-Inner
Helena



Knowledge Sharer
Janko



Audience Builder
Gong-Yoo

Technical

**New editors...
have trouble
discovering and
easily using
editing tools.**

From Abbey Ripstra and Neil Patel-Quinn (Wikimania 2018)



Reboot and the Wikimedia Foundation / CC-BY-SA

Conceptual

New editors...
struggle with
Wikipedia's
policies.

From Abbey Ripstra and Neil Patel-Quinn (Wikimania 2018)

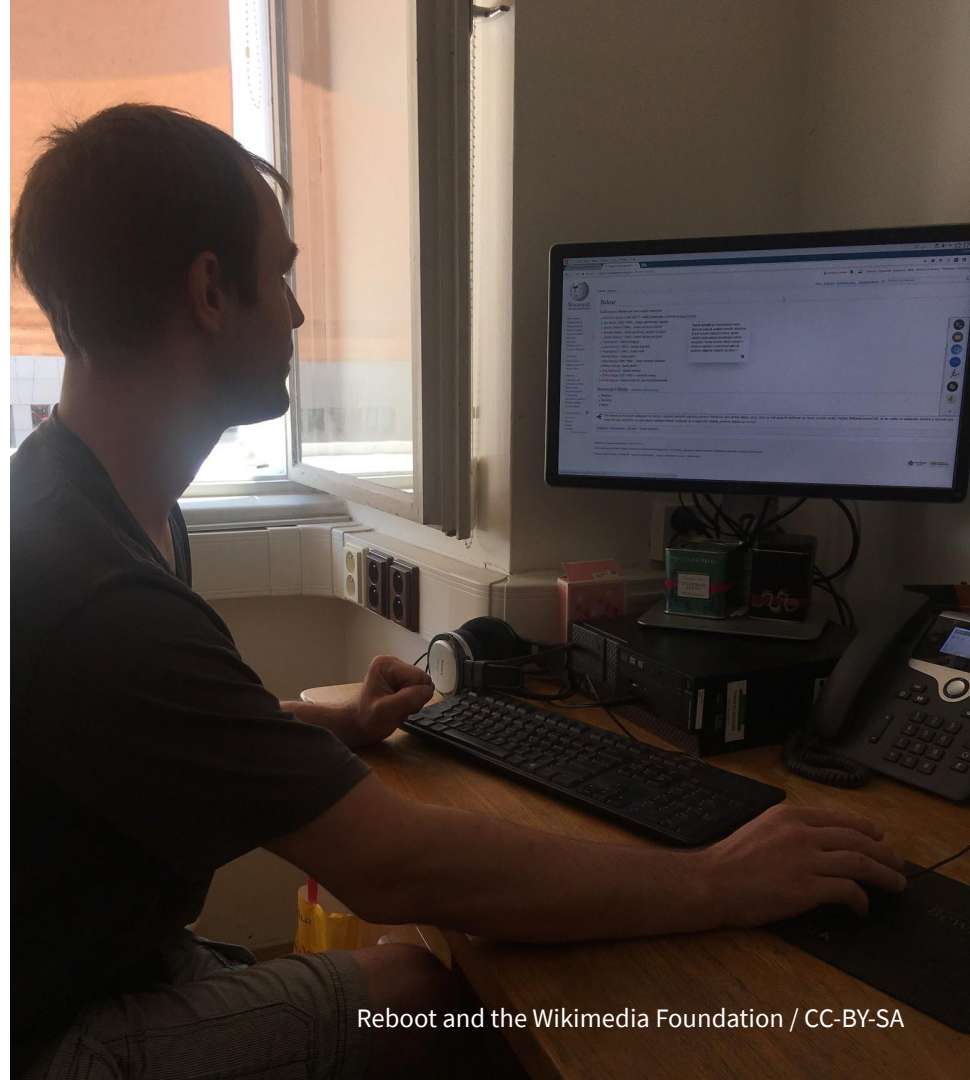


Reboot and the Wikimedia Foundation / CC-BY-SA

Cultural

**New editors...
are confused
about how
Wikipedia works,
and are separated
from its
community.**

From Abbey Ripstra and Neil Patel-Quinn (Wikimania 2018)



Reboot and the Wikimedia Foundation / CC-BY-SA

Recommendations

- Human-to-human help
- In-context help
- Task recommendations



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A stylized illustration of a reindeer in shades of orange and brown, facing right. The reindeer has large, light-colored antlers. It is surrounded by green, leafy branches that frame it from the left and bottom. The background is plain white.

Growth team research



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Two projects

- **Welcome survey:** why are newcomers creating their accounts?
- **EditorJourney:** what do newcomers do on their first day?

Welcome survey



위키백과
우리 모두의 백과사전

Main page
Community portal
Current events
Recent changes
All pages
Random page
Help
Donate

Tools

Upload file
Special pages
Printable version

Languages

MMiller Test 25 ko You have new messages Sandbox Preferences Beta W

Special page

Search 위키

Welcome, MMiller Test 25 ko!

Help us make Wikipedia better for our new users like you by answering a few optional questions.

Why did you create your account today?

Please select...

Have you ever edited Wikipedia?

Please select...

People can edit Wikipedia articles on topics that they care about. We've listed a few topics below that are popular for editing. Select some topics that you may wish to edit:

- Arts Science Geography History Music Sports Literature
 Religion Popular culture

Add more topics...

We are considering starting a program for more experienced editors to help newer users with editing. Are you interested in being contacted to get help with editing?

Yes, I'm interested

Finish

Skip this survey

We value your privacy

To learn more about how your responses are used, see our [privacy statement](#).

Getting started with editing

Almost every page on Wikipedia is edited by someone, and hundreds of pages are made every hour to correct mistakes, and improve them. Following pages can be interested in contributing.

[Tutorial](#)
[Help Desk](#)

Goals

Understand the intentions and interests of newcomers.

Find out the potential for personalizing the newcomer's first day on the wiki.

Approach

Shown immediately after account creation.

Optional and easy to skip.

A/B testing

Welcome survey

Why did you create your account today?

Creating **new articles** is popular, but many users create their accounts **just to read**.

Response	Czech	Korean
Create a new article	33%	20%
Add information to an article	24%	25%
To read Wikipedia	18%	29%
Fix a typo or error in an article	17%	17%
No answer	5%	4%
Other	4%	4%

Verizon LTE 2:50 PM 75%

ko.m.wikipedia.org

Help us make Wikipedia better for our new users like you by answering a few optional questions.

Why did you create your account today?

Please select... ▾

Have you ever edited Wikipedia?

Please select... ▾

People can edit Wikipedia articles on topics

AutoFill Contact Done

Please select...

To fix a typo or error in a Wikipedia arti...

To add information to a Wikipedia...

To create a new Wikipedia article

To read Wikipedia

Other

Welcome survey

Are you interested in being contacted to get help with editing?

Very high numbers of newcomers say “yes”.

Response	Czech	Korean
Yes	36%	53%
No response	64%	47%



Verizon LTE 3:02 PM 74%

ko.m.wikipedia.org

Literature Religion

Popular culture

Add more topics...

We are considering starting a program for more experienced editors to help newer users with editing. Are you interested in being contacted to get help with editing?

Yes, I'm interested

Finish **Skip this survey**

We value your privacy

To learn more about how these optional responses are used, see the survey [privacy statement](#).

Getting started with editing

Almost every page can be edited by

EditorJourney

Most newcomers **don't edit on their first day**. What *do* they do?

Goals

- Understand where newcomers are going so that we can meet them there.
- Understand which workflows lead to success and failure.

Approach

- Log which pages are visited by newcomers during their first 24 hours.
- Do not record any article names.
- Delete after 90 days.



EditorJourney

What percent of newcomers do each of these things on their first day?

Response	Czech	Korean
View the Main page	46%	45%
Open an editor	64%	56%
Successfully save an edit	45%	40%
View a Help or Policy page	42%	28%
View an Article Talk page	3%	5%
View their own User or User Talk page	34%	39%
View another's User or User Talk page	8%	11%

Gap showing newcomers who **fail to complete an edit.**

Influenced decision to build **newcomer homepage.**

A stylized illustration of a reindeer in a light orange color, facing right. The reindeer has large, simple antlers. It is surrounded by green leafy branches that appear to be part of a plant or tree. The background is plain white.

Growth team features



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Two projects

- **Help panel:** offer in-context and human-to-human help.
- **Newcomer homepage:** a place for newcomers to get oriented.

Help panel

- Available **when editing**, or in Help/Wikipedia/User namespaces.
- Contains search, links, and the ability to ask a question.

... Zvlášt chuda je na tie rovinnata cast. ...
... pařováním, postupně vysychají a ...
... ny řeky patří k povodí Amudarji a ...
... mi stavy v červnu. Do rovin povodí ...
... asti; do rovin povodí Syrdarji stéká ...
... ítoků Syrdarji je zcela odvedena na ...
... na okrajích zavlařovaných oáz. ...
... ozemská Ajdarkul a Dengizkul. ...
... povodí Amudarji a 270 do povodí ...
... mělych vodních nádrží: Kattakurganská, Kajrakkumská, Čardarinská,



Jezero Čarvak

[?](#) Get help with editing

věta^[4] včetně České

an s výškou 4 6

e na ně rovinat
pně vysychají
povodí Amudarji
i. Do rovin pov
odí Syrdarji sté
zcela odveden

řovaných oáz.
l a Dengizkul.
i a 270 do pov
nádrží: Kattaku

Get help with editing

Search for help

Top help pages about editing

- [Rychlý průvodce](#)
- [Jak přidat obrázek?](#)
- [Jak má vypadat článek pro Wikipedii](#)
- [Jak editovat stránku?](#)
- [Editujte s odvahou](#)

[View more help articles](#)

Post your question to the Community Help Desk

I need some help with editing. How can I... *

Continue

Help panel

Questions are **posted on existing help desks**.

Newcomers receive their responses when **pinged**.

When they read their responses, they are **likely to make more edits**.



The screenshot shows a help panel with a star icon and a question in Arabic: "/Mohamad abdulrahman: سؤال من لوحة المساعدة على مستخدم ملعب". It has 2 comments and was posted 3 days ago. The first answer is by "عبد الله" (Abdullah) with a "Summary by" label and "أجيب" (I answer) text. The second answer is by "Mohamad abdulrahman" and says "انشر صورة مع المحتوى Thank" (Post a picture with the content Thank). The third answer is by "Dyolf77" and says "مرحبا، يجب التحقق من أن الصورة حرة قبل رفعها. ثم يرجى زيارة ويكيبيديا:معالج إضافة صورة. شكرا. Thank" (Hello, you must check that the image is free before uploading it. Then please visit Wikipedia:Image help. Thank).

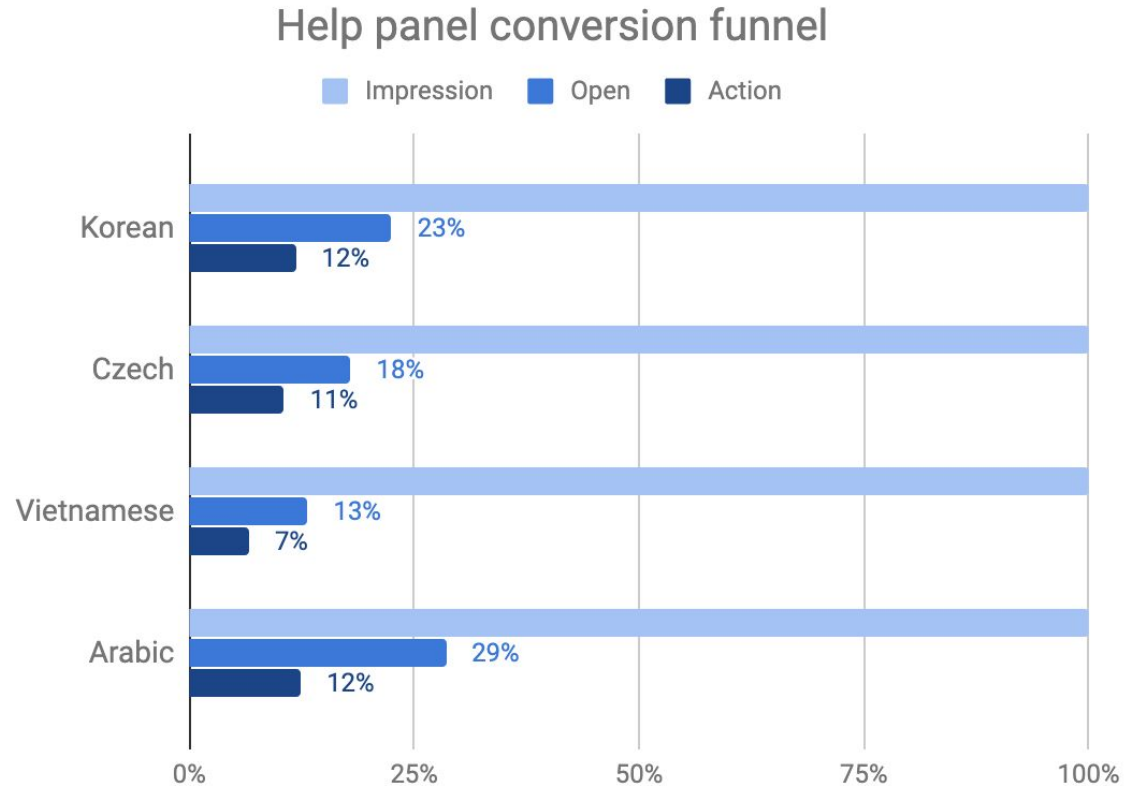
Otázka vložená pomocí panelu Potřebuji pomoc: [Diskuse s wikipedistou:Brněnský drak](#) (19. 7. 2019, 11:35) [[edit](#) | [edit source](#)]

Potřebuji pomoct s článkem [Štěpán Rusňák --Brněnský drak](#) (diskuse) 19. 7. 2019, 11:35 (CEST)

@Brněnský drak: Dobrý den. Článek svou formou a obsahem patří někam na osobní stránky, ale ne do encyklopedie. Článek musí být zásadně přepracován, aby neutrálně podával encyklopedicky relevantní informace. Zásady a principy Wikipedie najdete na stránkách nápovědy odkazovaných na vaší diskusní stránce, základní představu, jak má takový článek vypadat, získáte prohlédnutím dalších článků o osobách. --**Matěj Orlický** (diskuse) 19. 7. 2019, 12:25 (CEST)

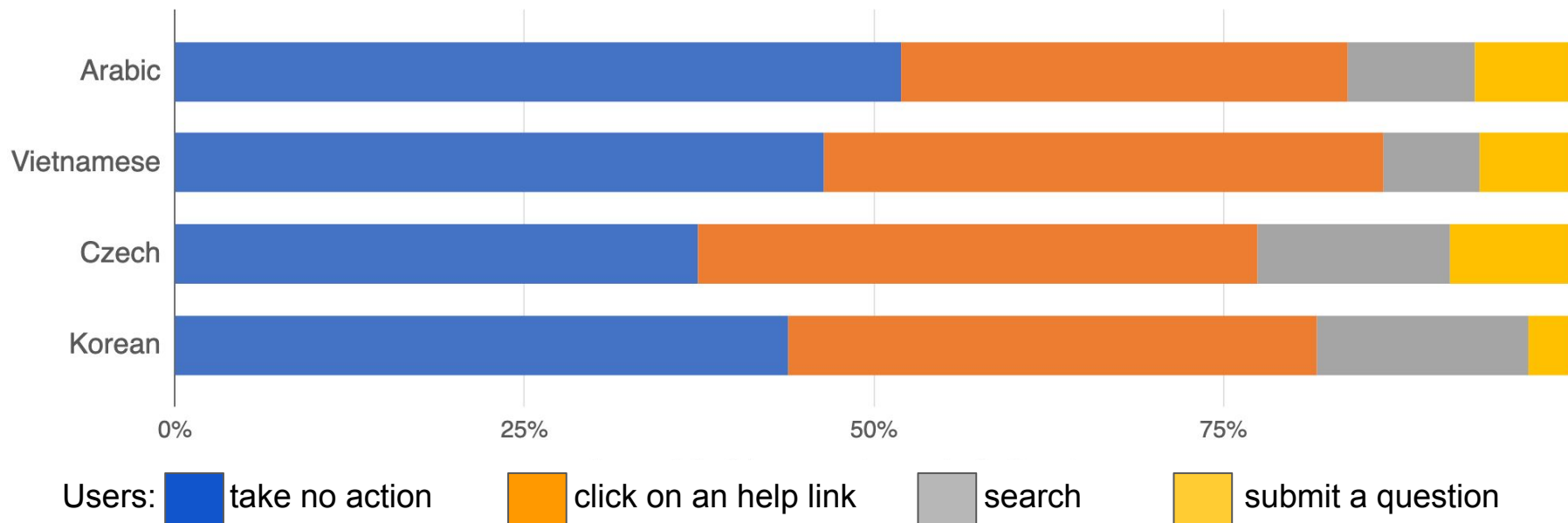
Help panel discovery

- 13 - 29% of newcomers who see the help panel **open it up**.
- 43 - 59% of those **take some kind of action**.



Help panel usage

Czech Wikipedia asks questions most frequently and Korean Wikipedia asks least frequently.



Preliminary analysis with data from January - July 2019. Full report forthcoming.



Two newcomers* with two different help experiences

* based on real journeys, with names and some details changed for privacy reasons.



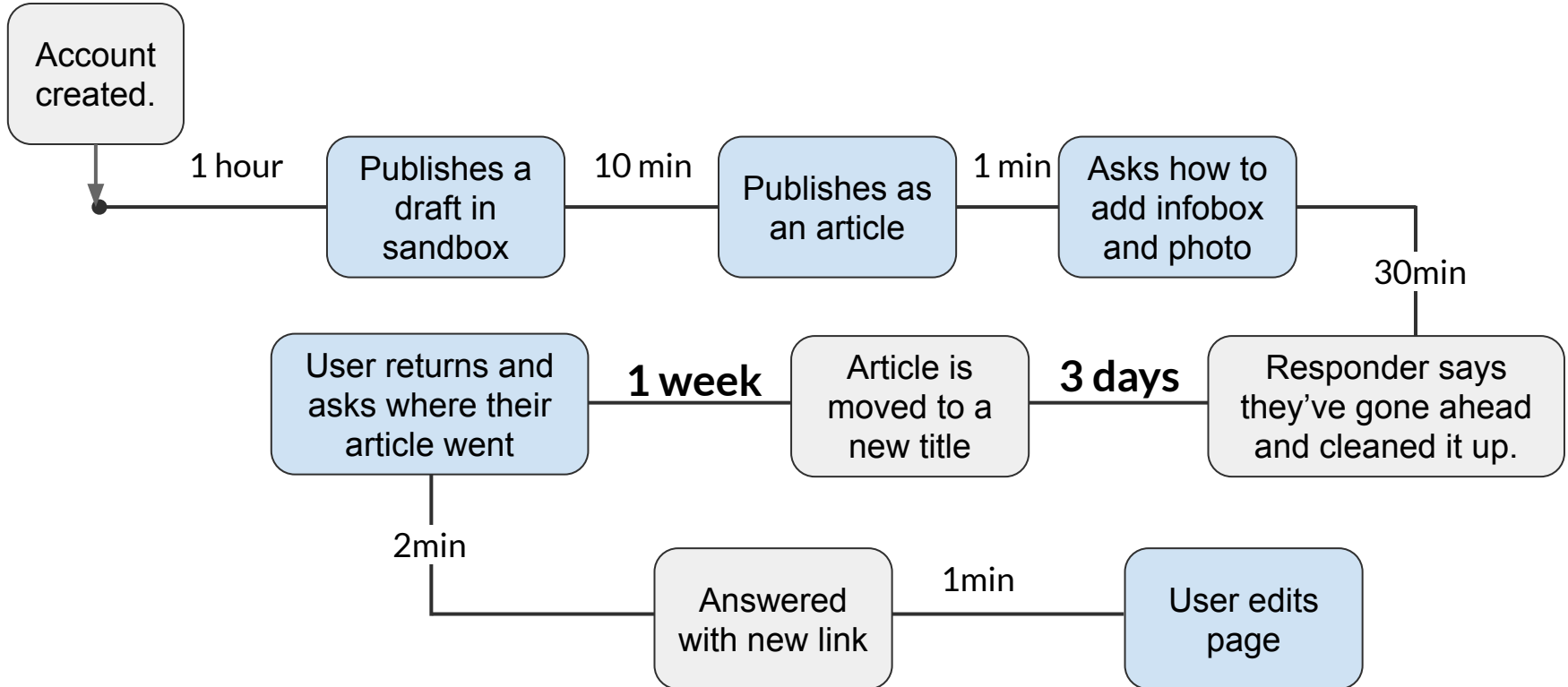
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Example User A

Platform: **Desktop**

Email: **Unconfirmed**

Helped: **Yes**

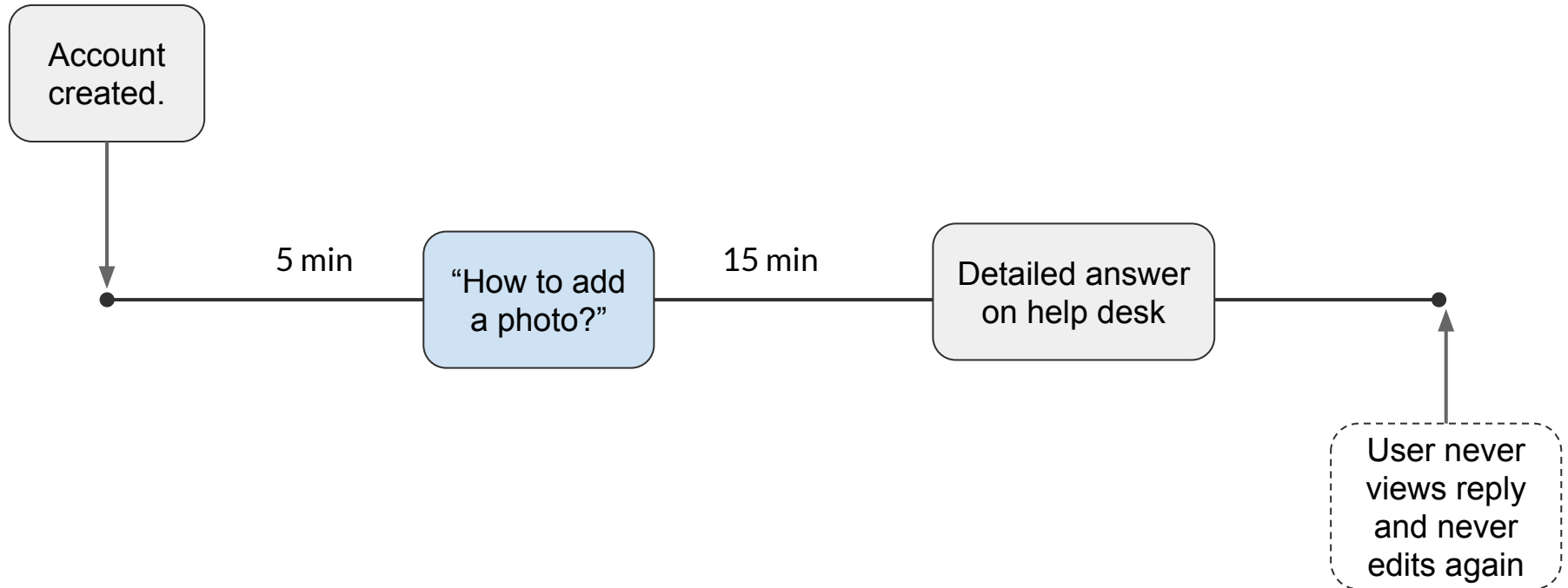


Example User B

Platform: **Mobile**

Email: **None**

Helped: **No**



Help panel

Learnings

- Shows a desire for in-context and human-to-human help.
- Big challenge to deliver messages to newcomers.
- Retention experiments currently being analyzed.

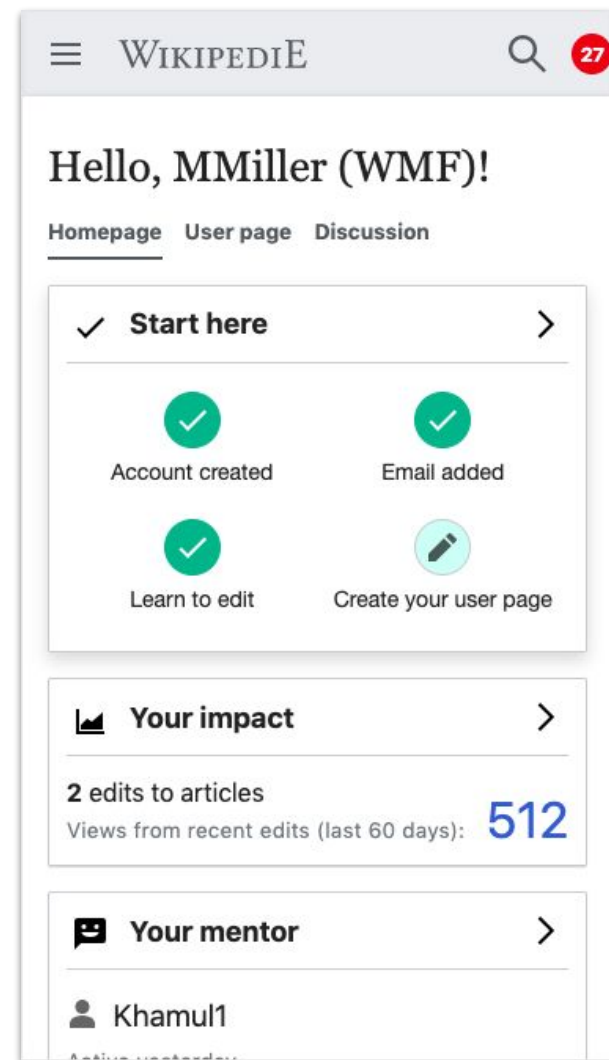
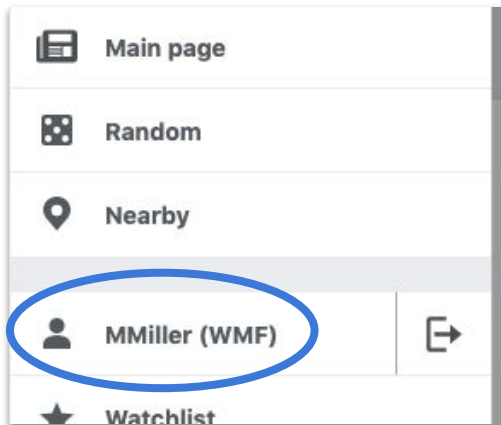
Next steps

- Improve the question and search flow.
- Help newcomers find the responses.
- Integrate with newcomer homepage and task recommendations.
- Consider live chat.



Newcomer homepage

- Newcomers are looking for **a clear place to get started.**
- A central homepage can be a platform to show them many **options and suggestions.**
- Newcomers access this by **clicking their username** both on mobile and desktop context.





WIKIPEDIE
Otevřená encyklopedie

Main Page
Help
Potřebuji pomoc
Featured content
Random page
Recent changes
Community portal
Village pump
Donate

Tools
Upload file
Special pages
Printable version

Languages

Hello, MMiller (WMF)!

✓ Start here



Account created



MMiller (WMF)

11 edits

You've had an account for 1 year
and 21 weeks



Email added

Your email has been confirmed.
You can change your email
settings in Preferences.

[Preferences](#)



Learn to edit

Follow a quick tutorial to learn
how to edit Wikipedia.

[Tutorial](#)



Create your user page

Practice editing while building
your public profile.

[Guidelines for user pages](#)

[Create user page](#)

Your impact

People are viewing the articles you edited!

Views since you edited (last 60 days):



Diana Rossová

512

You've made **11 edits** ([see all](#))

Your mentor

Khamul1

13,816 edits • Active yesterday

This experienced user knows you're new and can help you with editing.

[Ask your mentor a question](#)

Your recent questions

- [This is a test question from WMF. \(archived\)](#)
Posted 4 weeks ago

[View your mentor's other conversations](#)

Get help with editing

Top help pages about editing

- [Rychlý průvodce](#)
- [Jak přidat obrázek?](#)
- [Jak má vypadat článek pro Wikipedii](#)
- [Jak editovat stránku?](#)
- [Editujte s odvahou](#)

[View more help articles](#)

[Ask the help desk](#)

[View questions from other users](#)

Newcomer homepage findings

- **61%** of visitors to the homepage **click on something**.
- **15%** of visitors **return to the homepage** across multiple days (approximate).
- Each module gets clicks, but **the “create user page” module is most popular**.
- 166 questions to mentors have been asked, but only 12 help desk questions.

✓ Start here

18%

✓ Account created



MMiller (WMF)

11 edits

You've had an account for 1 year
and 21 weeks

✓ Email added

Your email has been confirmed.
You can change your email
settings in Preferences.

[Preferences](#)

✓ Learn to edit

Follow a quick tutorial to learn
how to edit Wikipedia

[Tutorial](#)

✎ Create your user
page

Practice editing while building
your public profile.

[Guidelines for user pages](#)

[Create user page](#)

24%

31%

📈 Your impact

15%

People are viewing the articles you edited!

Views since you edited (last 60 days):



Diana Rossová

512

You've made **11 edits** (see all)

🗨️ Your mentor

15%

Khamul1

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Your recent questions

- [This is a test question from WMF. \(archived\)](#)
Posted 4 weeks ago

[View your mentor's other conversations](#)

🔍 Get help with editing

Top help pages about editing

- [Rychlý průvodce](#)
- [Jak přidat obrázek?](#)
- [Jak má vypadat článek pro Wikipedii](#)
- [Jak editovat stránku?](#)
- [Editujte s odvahou](#)

[View more help articles](#)

[Ask the help desk](#)

[View questions from other users](#)

11%

Users click on all modules, with “create your user page” being most popular.

Newcomer homepage summary

Learnings

- Newcomers are **engaging** with this central place.
- The call-to-action to **edit the user page** is most popular.
- **Mentorship is more appealing** than “help desk”.

Next steps

- “Newcomer tasks” project
- Activity feed
- Recognition
- Structured user profile

Newcomer tasks

- Appear on the homepage as a central point (habitual place) for **task discovery**
- Encourage newcomers to **participate regularly**
- Engage newcomers by providing suggestions **relevant to their interests**
- Nurture newcomers with tasks that **gradually build editing skills**

Newcomer tasks

Task suggestions



Wikipedia is built collaboratively by people like you. You don't need to be an expert, but it helps to start with some easy edits.

We've gathered some ways you can help in your areas of interest.

Show me suggested edits

Task suggestions

Easy tasks

Recommended for your initial steps as an editor.

Aa Copyedit

Small corrections help content to read clearly.

≡ Categorize

Add categories to help others find

Medium difficulty

For once you have completed some easy edits.

📖 Add references

Find reliable sources to that verify our content.

🖼️ Add images

Add images from Commons to article

Hard tasks

For once you are familiar with writing on Wikipedia

≡ Expand stubs

Add to articles that have been started.

📄 New article

Missing topics needing a page.

← Back to all Task suggestions

Aa Copy editing

(456 articles available)

Review articles flagged for: typos, grammatical errors, and/or not written with Neutral Point of view.

Filter to your interests: [Pastries](#)



Egg tart

Page Issues: **Typos, NPOV**

500 views this month

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua...



 Edit this page



Not this article

Not quite ready?

View tutorial

Learn more

Community Perspective



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Ambassador program

We try to have a paid ambassador in each target wiki

- Goal: **have important tasks done** based on a schedule
- The amount of work is not always compatible with volunteer time

Important support tasks are done by Ambassadors:

- Advise on designs
- Translations
- Communicate with community
- Find mentors and train them
- Provide links to on-wiki help pages

Being mindful of newcomers

- Newcomers quickly develop an opinion of editing Wikipedia.
- The way they are treated by experienced editors can make a big difference.
- One story of a common newcomer challenge: quick deletion of a new article.

Step 1: newcomer begins article



WIKIPEDIE
Otevřená encyklopedie

[Hlavní strana](#)

[Nápověda](#)

[Potřebuji pomoc](#)

[Nejlepší články](#)

[Náhodný článek](#)

[Poslední změny](#)

[Komunitní portál](#)

[Pod lípou](#)

[Podpořte Wikipedii](#)

Článek [Diskuse](#)

Xibei San Ma (stát)

Xiebi San Ma byl stát v první polovině 20. století po pádu Dynastie Čching

Tato verze článku byla později upravena.

Kromě běžné editace mohlo být důvodem úprav také to, že tato verze obsahuje faktické nepřesnosti, vandalismus nebo materiál, který nevyhovuje licencím [GFDL](#) a [Creative Commons](#).

[Ochrana osobních údajů](#) [O Wikipedii](#) [Vyloučení odpovědnosti](#) [Vývojáři](#) [Prohlášení o cookies](#) [Mobilní verze](#)

Step 2: your article may be deleted



Tento text nesplňuje **minimální požadavky na rozsah článku**.

Pokud nebude rozšířen do 9. 8. 2019 17:31:52 (CEST), může být smazán v procesu **odloženého smazání**. Neodstraňujte tuto šablonu, pokud text neplní minimální požadavky na článek ve Wikipedii. Jestliže si nevíte rady, navštivte stránku **Potřebuji pomoc**.

Pro vkladatele šablony: vyhledejte v **historii článku** autora tohoto textu a na jeho diskusní stránku vložte šablonu

```
{{subst:Subpahýl autor|Xibei San Ma (stát)}} --~~~~
```

This happens quickly.

-
- (cur | prev) 17:31, 2 August 2019 [REDACTED] .. (461 bytes) (+30) ..
(*{{subst:subpahýl}}*) (undo | thank) (Tag: *PHP7*)
 - (cur | prev) 17:20, 2 August 2019 [REDACTED] .. (431 bytes)
(+431) .. (Nová stránka: *Xiebi San Ma* (někdy nazýván taky jako *Ma Clique*) byl stát v
první polovině 20. století po pádu *Dynastie Čching* *{{Infobox - stát | úřední náz...*)
(thank) (Tags: *Visual edit, PHP7*)
-

Potential for edit conflicts

Edit conflict: User:Martin Urbanec/sandbox

Someone else has changed this page since you started editing it. The upper text area contains the page text as it currently exists.

[Group notice](#) [Page notice](#)

Your changes are shown in the lower text area. You will have to merge your changes into the existing text. **Only** the text in the upper text area will be saved when you press "Publish changes".

B *I*      [Advanced](#) [Special characters](#) [Help](#) [Cite](#)



let's test here

Summary:

This is a minor edit Watch this page

By saving changes, you agree to the [Terms of Use](#), and you irrevocably agree to release your contribution under the [CC BY-SA 3.0 License](#) and the [GFDL](#). You agree that a hyperlink or URL is sufficient attribution under the Creative Commons license.

Publish changes

Show preview

Show changes

Cancel

Being mindful of newcomers

- You can help your wiki's culture become more nurturing.
- Recommendations:
 - When you see a new bad article, don't edit it within minutes after creation
Wait a few hours, to let newcomers finish their work.
 - If you're not sure newcomer knows how to fix the problem you highlighted, contact them and help them.
- [Best practices for working with newcomers](#)

Get your wiki involved?

Keep yourself informed!

- Subscribe to our **monthly newsletter**
- Get involved on [\[\[mw:Growth/Communities\]\]](#)

Get the features on your wiki

- **Every wiki is welcomed**, with a focus on mid-sized wikis
- Reach a **community consensus** first
- Know more about it on [\[\[mw:Growth/Communities\]\]](#)

Discussion



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References

- [Best practices for working with newcomers](#)
- [Growth team page](#)
- [New Editor Experiences research](#)
- [Welcome survey findings](#)
- [EditorJourney findings](#)