The missing Wikipedia ads
Designing targeted acquisition campaigns

Dario Taraborelli • Wikimedia Foundation

Wikimania 2014 • London, 9 August 2014
Q: How to use gaps and biases in Wikipedia to engage new and more diverse contributors
A: Adsense for Wikipedia
Targeted acquisition/contribution campaigns
Overview

Rationale (and debunking a few myths...)
1. scaling outreach campaigns
2. turning gaps into hooks
3. targeted outreach

Proposal
1. applications
2. infrastructure needed
Outreach campaigns work
Q1: If outreach campaigns work, how do we make them cheap to *programmatically* run at scale?
No shortage of work

On the English Wikipedia only:

2.5M articles assessed as stubs

20K articles need cleanup

Hundreds of missing articles sought by at least 1K readers every week
Eric Fischer: A sidewalk is not just some hunk of concrete. It is something that somebody made. It humanizes the city.
Q2: If there is a large backlog of work to do, how can we make it *programmatically* accessible?
Targeted outreach

reader → registered user → first-time contributor

acquire first, activate later

reader → first-time contributor

activate first
30-day new editor activation by referral (source - data)
Q3: How do we *programmatically* reach out to subject matter experts who are likely to become future Wikimedians?
Q1: If outreach campaigns work, how do we make them cheap to run at scale?

Q2: If there’s a large backlog of work to do, how can we make it programmatically accessible?

Q3: How do we programmatically reach out to subject matter experts who are likely to become future Wikimedians?
Targeted acquisition campaigns

broadcast

engage

measure
Applications
Women in Science

The examples and perspective in this section deal primarily with USA and do not represent a worldwide view of the subject. Please improve this article and discuss the issue on the talk page. (April 2013)

Beautiful minds: books that celebrate women in science

Seattle Times book editor Mary Ann Gwinn recommends the novels “The Signature of All Things” and “Remarkable Creatures,” and the biographies “Obsessive Genius: The Inner World of Marie Curie” and “Rosalind Franklin: the Dark Lady of DNA.”

Wikipedia needs your help

The English Wikipedia article Women in Science needs contributors from a more global perspective. Help expand it!
Real-time calls to action

Someone just created a Wikipedia article about "Rudolf Schieffer". Help expand it! #Biography #History
en.wikipedia.org/wiki/Rudolf_Schieffer

Someone just created a Wikipedia article about "The Dinner Detective". Help expand it! #Theatre
en.wikipedia.org/wiki/The_Dinner_Detective

Someone just created a Wikipedia article about "St. Gallen S-Bahn". Help expand it! #Trains #Switzerland
en.wikipedia.org/wiki/St._Gallen_S-Bahn
Infrastructure needed
1. A task API

Retrieve articles in need of help by arbitrary criteria:

- topic (e.g. *Chemistry*; *Canadian Jazz artists*)
- geocoordinates (e.g. *articles near me*)
- type of issue (e.g. *citation needed*; *media needed*; *stub*)
- priority (e.g. *most visited*; *most linked*)
1. A task API

Generate feeds and embeddable widgets that content publishers can use to point *their own audience* to relevant Wikimedia articles or contents.
2. A public MediaWiki event stream

Broadcast real-time events from Wikipedia activity [1]

e.g. a new Medicine-related stub was just created on the German Wikipedia

2. A public MediaWiki event stream

Create rules to filter and broadcast events to the relevant audience or feed them into other webservices.

[Ifttt logo]

Put the internet to work for you.
3. Campaign analytics

Measure engagement, retention, volume and quality of contributions *by campaign* [1]

Use Wikimetrics to perform cohort analysis [2]

3. Campaign analytics

Identify the most effective campaigns driving high-quality contributions
Use cases

http://etherpad.wikimedia.org/p/TargetedAcquisitionCampaigns

Questions?

dario@wikimedia.org  [[User:DarTar]]  @readermeter

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