



# The missing Wikipedia ads

Designing targeted acquisition campaigns

**Dario Taraborelli • Wikimedia Foundation**

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**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...)

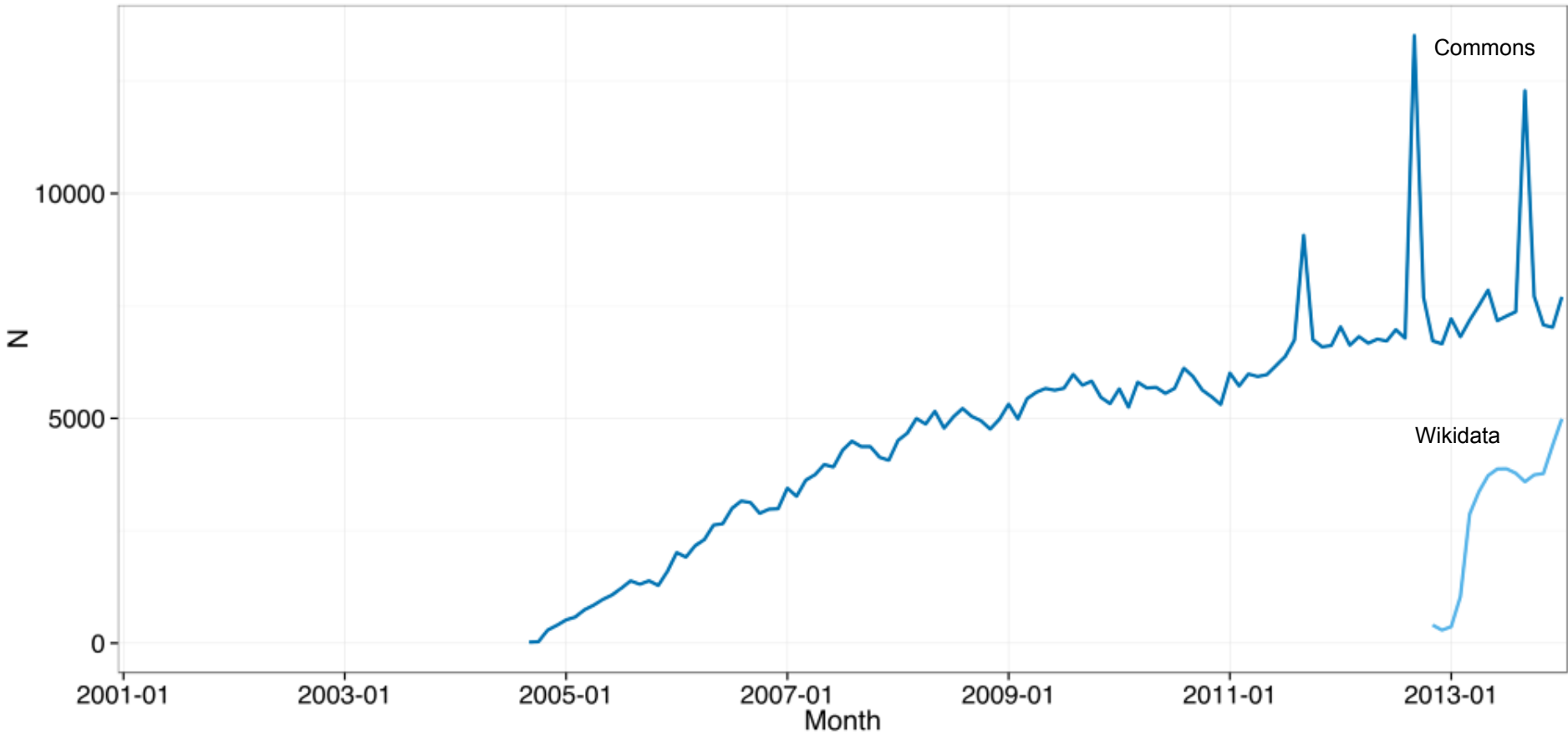
1. scaling outreach campaigns
2. turning gaps into hooks
3. targeted outreach

## **Proposal**

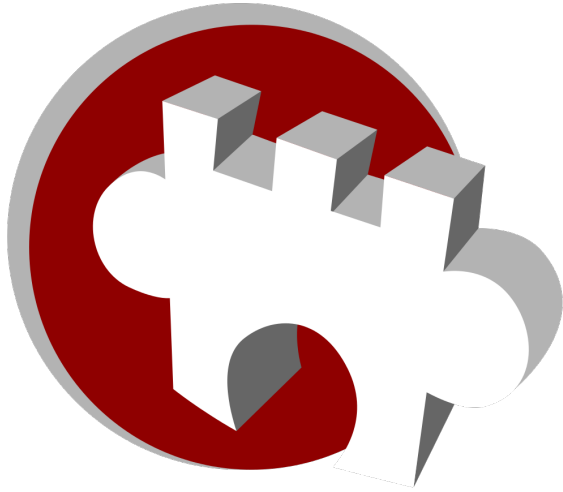
1. applications
2. infrastructure needed

# Outreach campaigns work

Monthly active editors by project



Wiki Loves \*



WIKI **loves**  
monuments



wiki **loves**  
*EARTH*



wiki loves  
pride

**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**<sup>1</sup>

**20K** articles need **cleanup**<sup>2</sup>

**Hundreds of missing articles** sought by at least 1K readers every week<sup>3</sup>



20 HT AVE

**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?

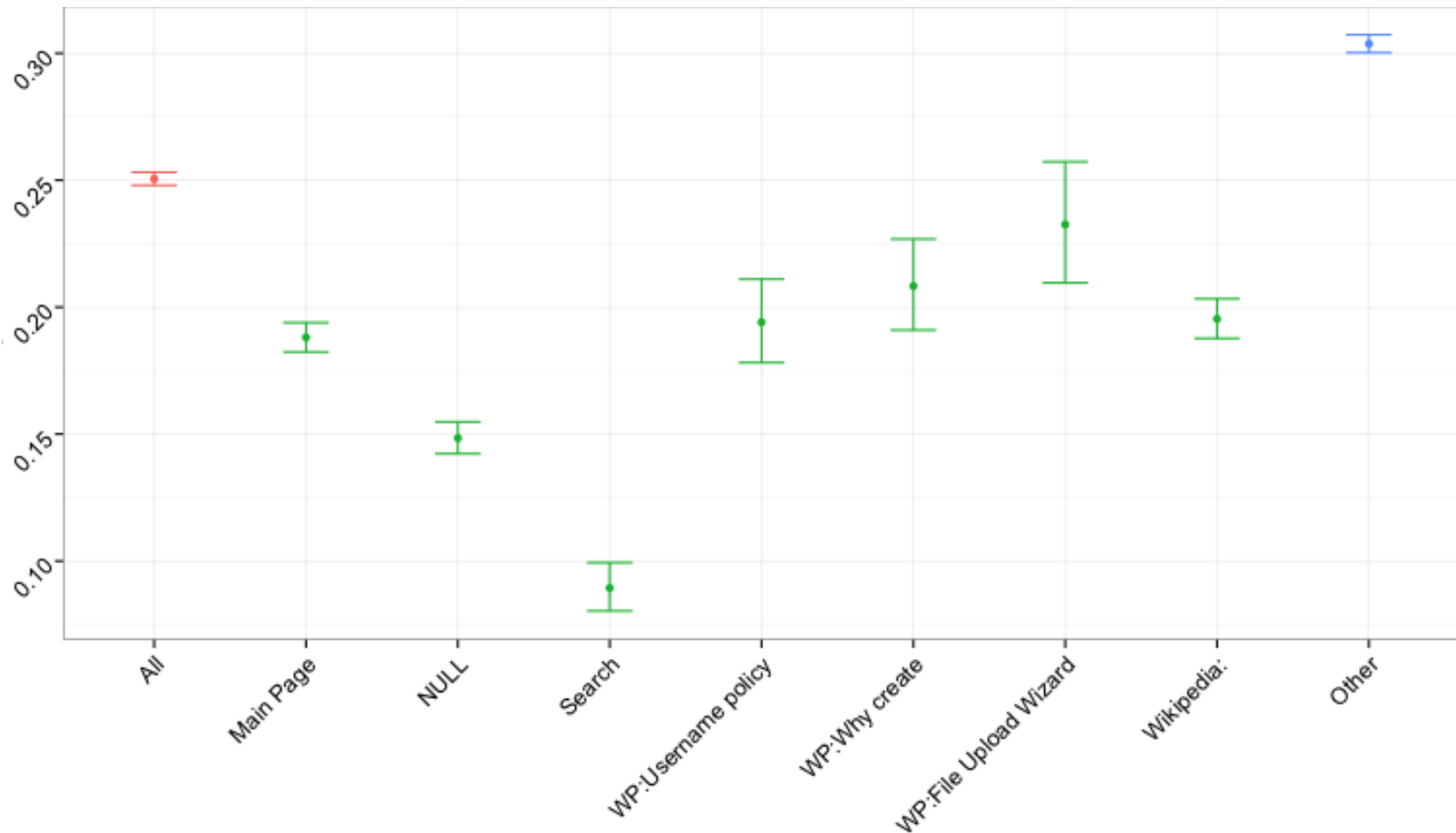
# Targeted outreach



acquire first, activate later



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

DEDICATED BY SPECIAL PERMISSION TO *Alice Marshall.*  
HER MAJESTY THE QUEEN.

# YOUR KING & COUNTRY WANT YOU

No 1. in C.  
Compass C to E

No 2. in D.  
Compass D to F#.

The entire profits from the sale of  
this song will be devoted to  
QUEEN MARY'S  
"WORK FOR WOMEN" FUND.

A Woman's  
Recruiting Song.

A black and white illustration of a woman with short, wavy hair, wearing a short-sleeved, button-down uniform shirt and a long skirt. She has her arms outstretched to the sides, palms facing down, in a gesture of offering or recruitment. The illustration is centered on the page below the main title.

# Applications



# Embeddable calls to action

## 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)

**The Seattle Times**  
Winner of Nine Pulitzer Prizes

## Books

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Originally published July 20, 2014 at 6:06 AM | Page modified July 21, 2014 at 11:59 AM

## 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.”

Share:



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### Wikipedia needs your help

The English Wikipedia article [Women in Science](#) needs contributors from a more global perspective. [Help expand it!](#)



### TRENDING WITH READERS

On [seattletimes.com](#)

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MOST READ



**Wikipedia Stub Bot**

@wpstubs

TWEETS  
431

FOLLOWING  
3

FOLLOWERS  
2

More ▾

# Real-time calls to action



**Wikipedia Stub Bot** @wpstubs · 22m

Someone just created a Wikipedia article about "Rudolf Schieffer". Help expand it! [#Biography](#) [#History](#)  
[en.wikipedia.org/wiki/Rudolf\\_Sc...](https://en.wikipedia.org/wiki/Rudolf_Sc...)



**Wikipedia Stub Bot** @wpstubs · 25m

Someone just created a Wikipedia article about "The Dinner Detective". Help expand it! [#Theatre](#)  
[en.wikipedia.org/wiki/The\\_Dinne...](https://en.wikipedia.org/wiki/The_Dinne...)



**Wikipedia Stub Bot** @wpstubs · 30m

Someone just created a Wikipedia article about "St. Gallen S-Bahn". Help expand it! [#Trains](#) [#Switzerland](#)  
[en.wikipedia.org/wiki/St.\\_Galle...](https://en.wikipedia.org/wiki/St._Galle...)



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.



Join WikiProject Open Access

## 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*

[1] [https://meta.wikimedia.org/wiki/Research:Ideas/MediaWiki\\_events:\\_a\\_generalized\\_public\\_event\\_datasource](https://meta.wikimedia.org/wiki/Research:Ideas/MediaWiki_events:_a_generalized_public_event_datasource)

## 2. A public MediaWiki event stream

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



# 3. Campaign analytics

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

Use Wikimetrics to perform cohort analysis [2]

[1] <https://www.mediawiki.org/wiki/Extension:Campaigns>

[2] <https://metrics.wmflabs.org/>

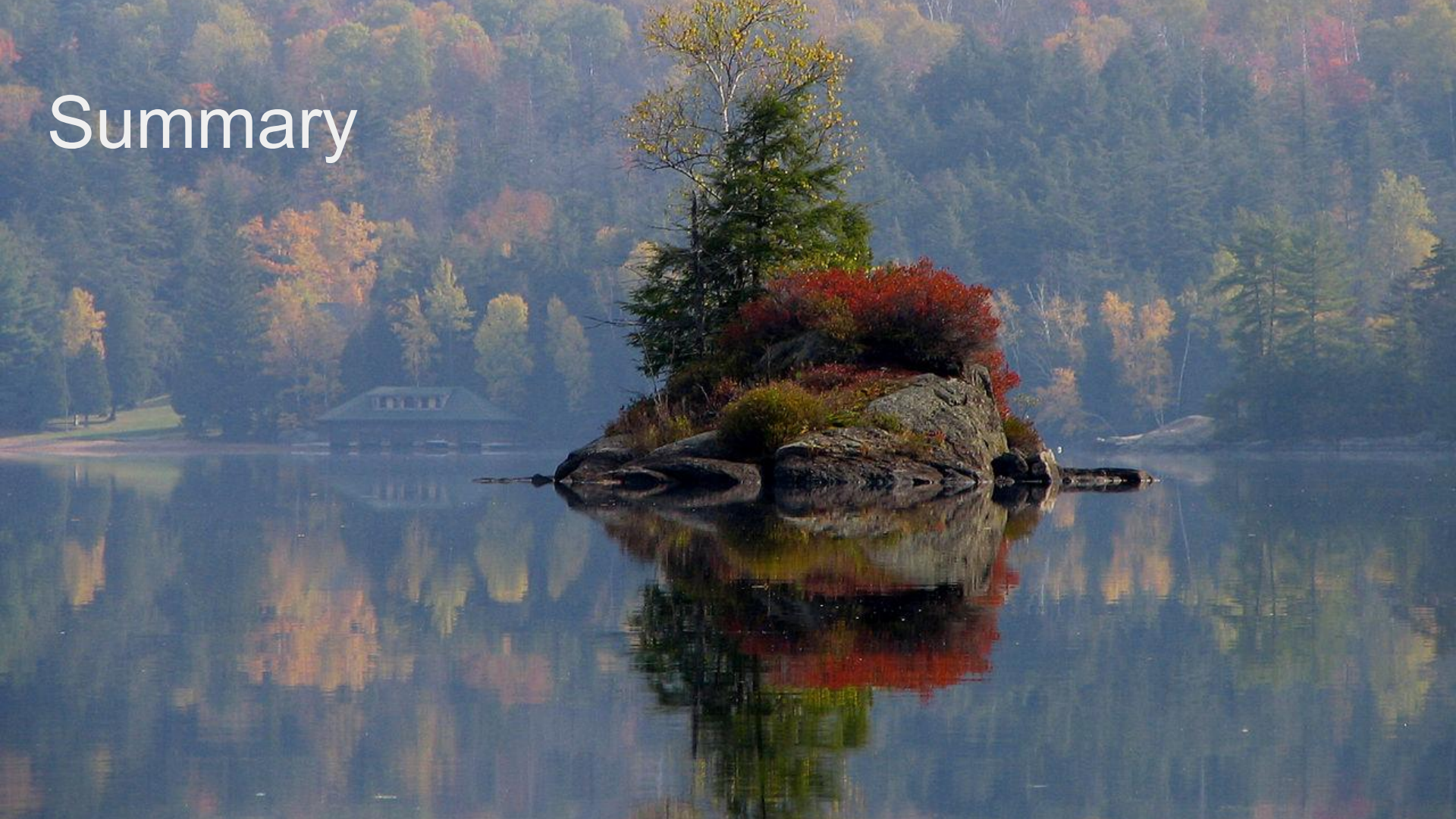


# 3. Campaign analytics

Identify the most effective campaigns driving high-quality contributions



# Summary



# Use cases

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

# Questions?

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[[User:DarTar]]

@readermeter

## Image credits

Eric Fischer. *20ht ave*

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*Your King and Country Want You*

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