

New Editor Experiences in 2018



WIKIMEDIA
FOUNDATION

Goal

the impact we want to have

Attract and retain more new editors in midsize Wikipedias

Strategic focuses

the issues we want to address

Conceptual understanding of Wikipedia

New editors struggle with Wikipedia's policies, and are confused about how Wikipedia works and separated from its community. ([research findings #5 and #8](#))

Progressive pathways to editing

New editors benefit from progressive learning, and have trouble discovering and using editing tools. ([research findings #7 and #9](#))

Tactics

the solution sets we want to experiment with

In-context help

Automatically presenting new users with small doses of help relevant to the activity they are doing at that moment

Human help and mentorship

One-on-one help from an experienced editor, whether in person or online

Task recommendations

Recommendations for specific tasks (**including micro-contributions**) that new editors can do based on their interests, abilities, or recent activities

Is it a cross departmental program?



Analysis

Frame insights:

Find patterns in quantitative and qualitative data and extract insights.

abstract

Synthesis

Explore concepts:

Generate and evaluate concepts against research data and with users they are designed for.

Frame solutions: Prioritize and plan for implementation of solutions and offerings.

understand

make

Know context and people: Look at the big picture for insight into contexts and people, unmet needs, and opportunities.

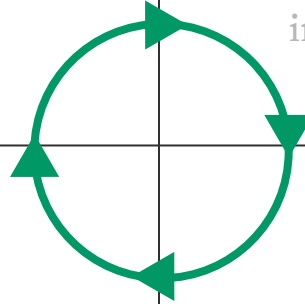
Realize solutions / offerings: Define MVP and release plan, build prototypes, iterate toward refinement with beta, release, maintain and sunset.

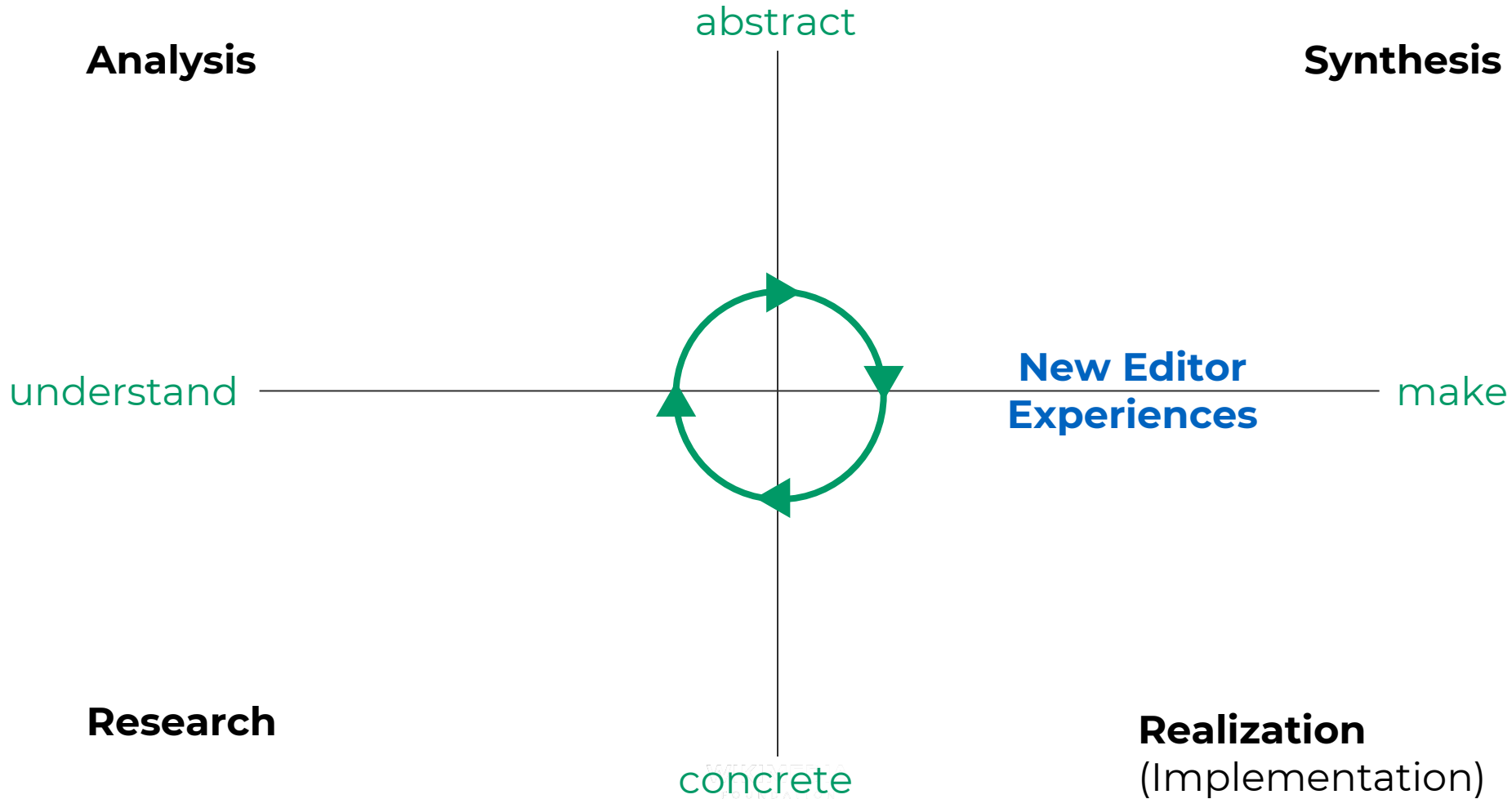
Research

Realization

(Implementation)

concrete





Questions for teams

- What capacity does your team have in FY2018-19?
- What capacity does your team have in Q3 and Q4?
- What support does your team need for brainstorming and planning?
- Are there particular ways you'd like to influence the plans of other participating teams?
- Are there related projects already ongoing that could ~~be assimilated~~ participate?