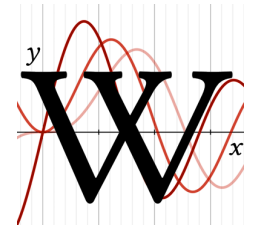# Research and Data

Q3 quarterly review
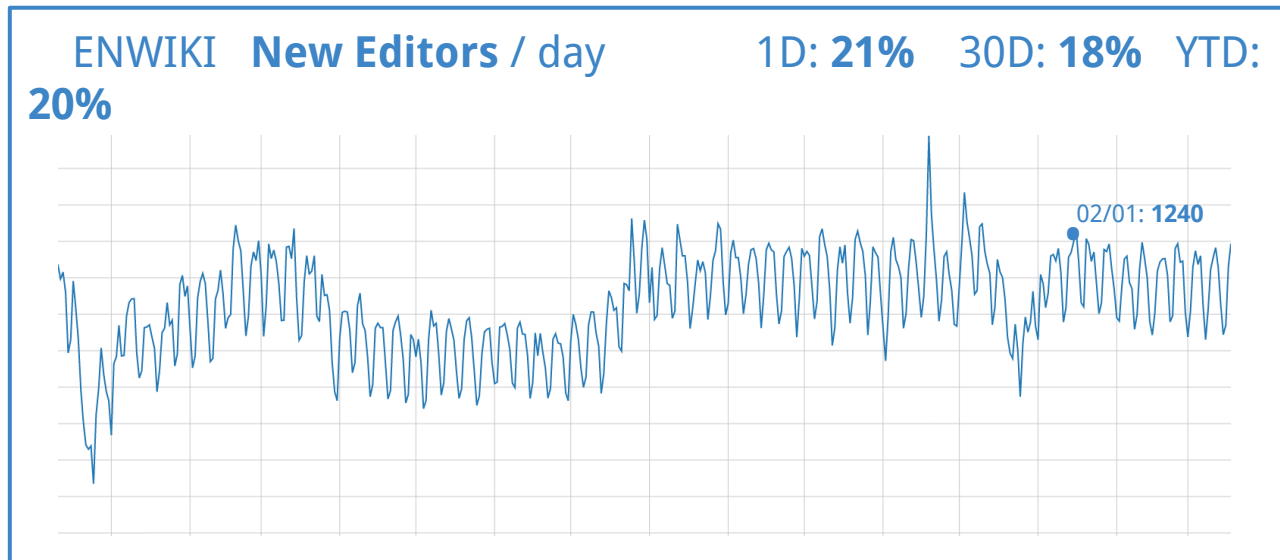
Q3

- **Metrics standardization**
  - **Focus areas**
  - **Other projects**
    - **Staffing**

Standardized metrics for editor engagement

Metrics standardization

Dario Taraborelli • Aaron Halfaker

Wikimedia Research and Data showcase
March 2014

Goal: Vital Signs


```
ENWIKI   New Editors / day        1D: 21%   30D: 18%   YTD: 20%
```

key project-level metrics for user engagement, community and content growth

using consistent definitions

aggregated daily / monthly

generated for every Wikimedia project

https://www.mediawiki.org/wiki/Analytics/Epics/Editor_Engagement_Vital_Signs

Metrics standardization: definitions

Research:Productive new editor

Productive new editor is a standardized user class used to measure the number of first-time editors in a wiki project over time who make productive contributions. It's used as a proxy for editor productivity, and to a lesser extent, editor activation. A "productive new editor" is a new editor who saves revisions to content namespace pages that are not reverted.

Discussion [edit]

Excluding edits to deleted content [edit]

Spammers and other non-productive new editors tend to create articles that are non-productive and those articles tend to be deleted rather than the edits to the articles being reverted (and therefore excluding them from the productive edit criteria). Edits to articles that are deleted by the end of a new editor's first week since registration are *not* included in counts of productive edits.

The *n* productive edits threshold [edit]

Like choosing an n for any metric based on counts (e.g. new editor and active editor), choosing a threshold is somewhat arbitrary. Choosing a higher threshold will result in a

Metrics standardization

Productive new editor

Specification

A $productive\ new\ editor(n, t)$ is a new editor who completes at least n productive edit(s) within t time since registration (T).

WMF Standard

- n = 1 productive edit
- t = 1 day

Measures

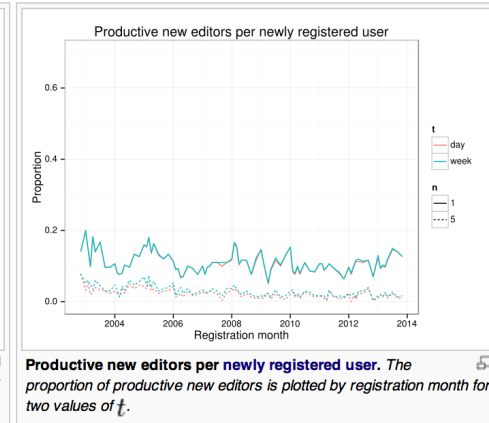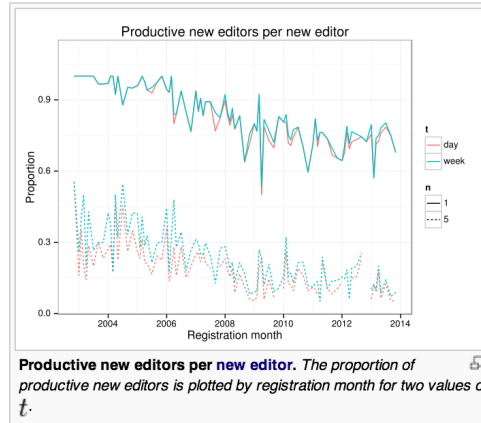Editor productivity

Aliases

Productive newcomer

Related metrics

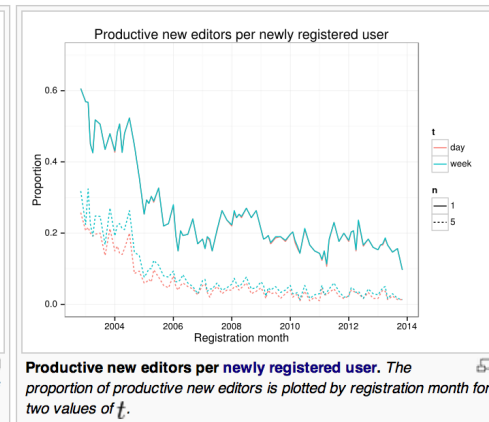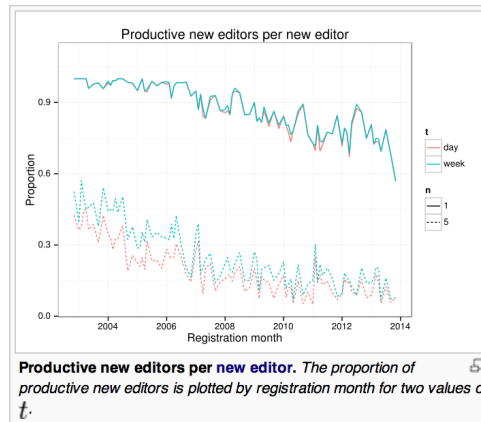Newly registered user · New editor · Productive edit

Status

completed

https://meta.wikimedia.org/wiki/Research:Productive_new_editor

Metrics standardization: analysis

Spanish Wikipedia [edit]

Productive new editors per new editor. *The proportion of productive new editors is plotted by registration month for two values of* t.

Productive new editors per newly registered user. *The proportion of productive new editors is plotted by registration month for two values of* t.

French Wikipedia [edit]

Productive new editors per new editor. *The proportion of productive new editors is plotted by registration month for two values of* t.

Productive new editors per newly registered user. *The proportion of productive new editors is plotted by registration month for two values of* t.

https://meta.wikimedia.org/wiki/Research:Productive_new_editor

Metrics standardization: timeline

stage 1

stage 2

stage 3

New users	Community	Content	Curation

Newly registered users

New editors

Productive new editors

Surviving new editors

Editors

Active editors

Very active editors

IP editors

Page creators

Bots

Edits

Bot edits

Uploads

Pages

Page deletions

Reverts

2014-Q3

2014-Q4

2015-Q1

https://meta.wikimedia.org/wiki/Research:Metrics_standardization

Focus areas

Q1	Q2	Q3
Growth	Growth	Growth
VE	Mobile	Mobile

Focus areas

Growth

Ad hoc analysis of onboarding workflow (GettingStarted)

https://meta.wikimedia.org/wiki/Research:Onboarding_new_Wikipedians/Rollout

Focus areas

On the nature of

Anonymous editors

?

Research results included!

https://commons.wikimedia.org/wiki/File:Anonymous_Idea_cropped.jpg

Volume and productivity of anonymous contributors

https://meta.wikimedia.org/wiki/Research:Anonymous_editor_acquisition

Focus areas

Growth
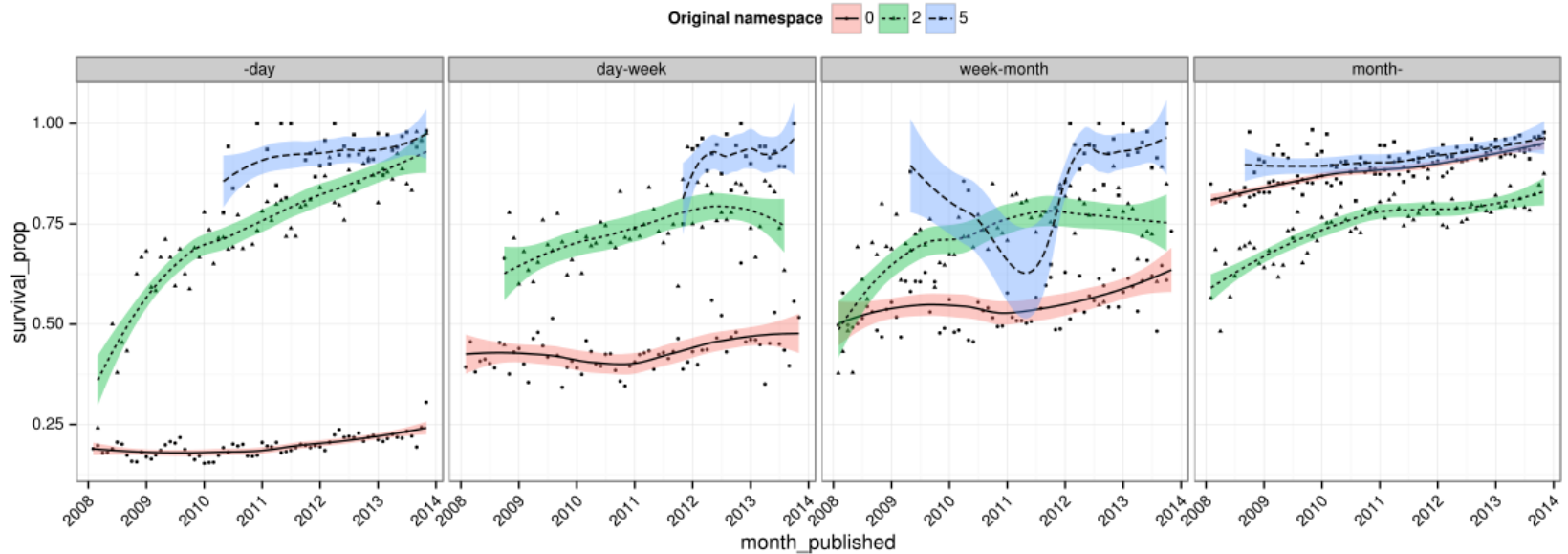
Article creation (and deletion) trends

https://meta.wikimedia.org/wiki/Research:Wikipedia_article_creation

Focus areas

Mobile
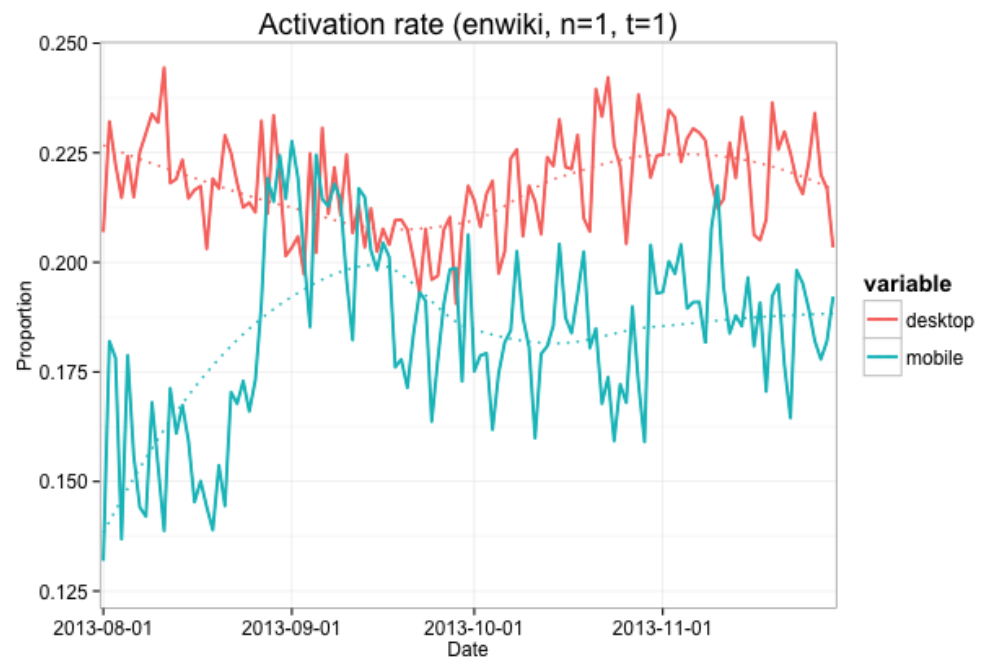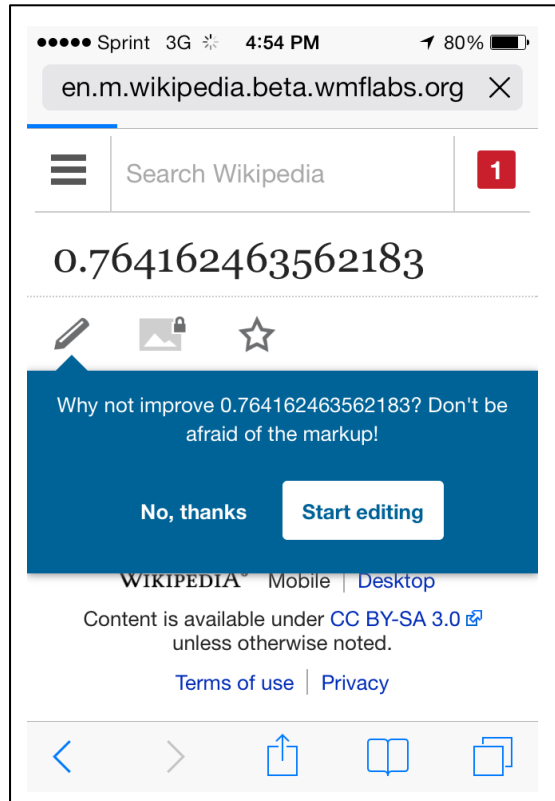
Mobile user acquisition: exploratory analysis and A/B testing

Focus areas
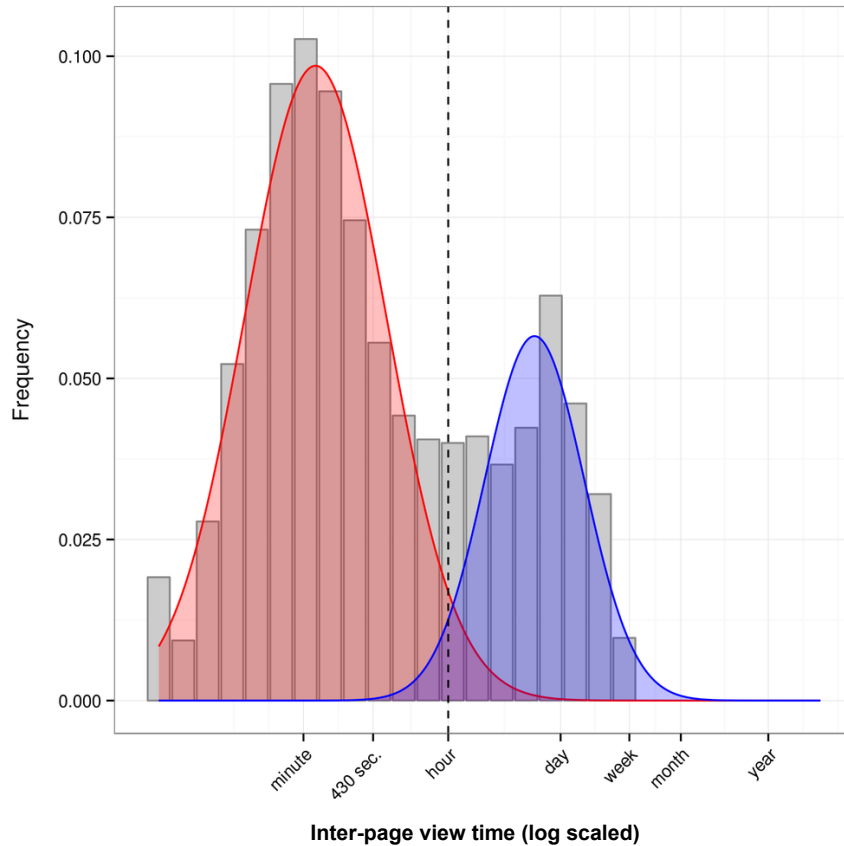
Mobile

Analysis of mobile browsing sessions

Other projects

2013 traffic trend analysis

Performance A/B tests

Platform

Privacy / data retention

Legal

Fundraising knowledge transfer
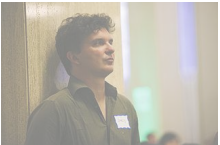
Fundraising

Ad hoc support for other teams + community requests
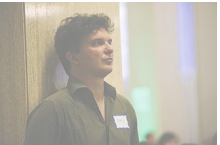
VE   Core Features   UX   Comm   Community

2013 traffic trends

Monthly Metrics Meeting
6 February 2014

Wikimedia Analytics Team

Staffing
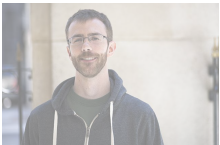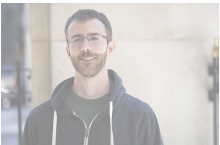
Q1   Q2   Q3
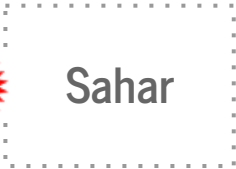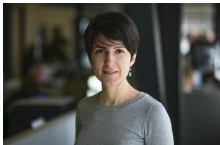
Team coordination

Task tracking on Trello

Weekly research group meetings

Semi-weekly standups

Public monthly showcase

Q3 retrospective

Delivered stage 1 metrics (analysis and requirements)

Supported key focus areas (growth & mobile)

Worked on other large unanticipated projects

Worked on team process / coordination

Q4

- **Metrics standardization**
  - **Topical research**
    - **Focus areas**
      - **Staffing**

Metrics standardization: timeline

stage 1   stage 2   stage 3

New users	Community	Content	Curation

New users

Newly registered users

New editors

Productive new editors

Surviving new editors

Community

Editors

Active editors

Very active editors

IP editors

Page creators

Bots

Content

Edits

Bot edits

Uploads

Pages

Curation

Page deletions

Reverts

2014-Q3   2014-Q4   2015-Q1

⟶ Vital Signs MVP

Topical research

a. Understanding mobile users

b. Growth outside of enwiki

c. Editor retention and trajectories

d. Who are anonymous editors

Topical research

a. Understanding mobile users

How do mobile users access Wikimedia sites?

[country ·project ·device ·OS ·source]

In which countries / languages mobile editor growth is outperforming desktop growth?

Org   Mobile   Zero   Growth

Topical research

b. Growth outside of enwiki

Which projects are seeing growth/increased retentionoutside of enwiki?

Are editors active on multiple wikis / migrating towards other wikis?

Org

Community

Topical research

c. Editor trajectories and retention

What are the typical trajectories of an active or power editor?

What are the typical trajectories of a mobile vs desktop editor?

How do trajectories affect survival?

Org

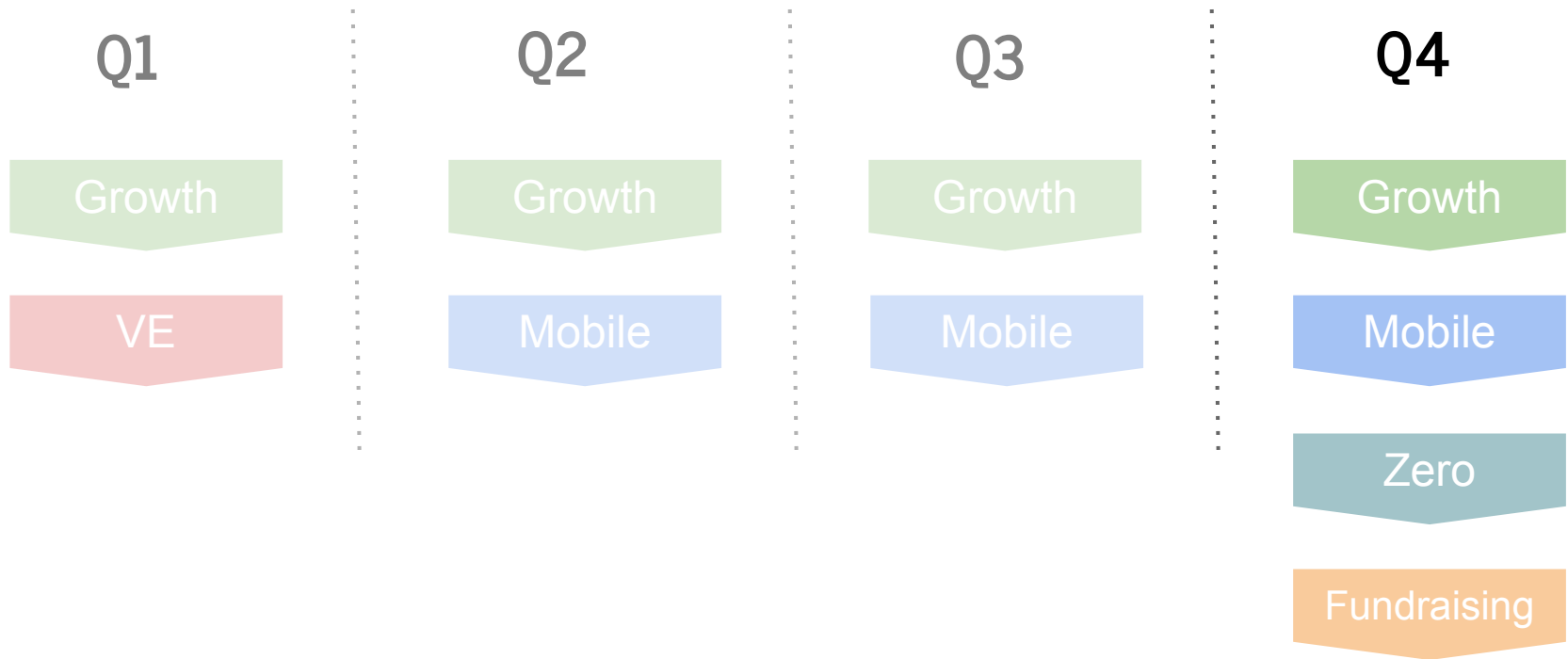Community

Topical research

d. Who are anonymous editors

How many individual users each IP editor?

How experienced are anonymous editors?

Does encouraging anons to register increase theirengagement?
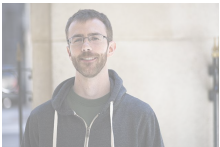
Org

Growth

Focus areas

Q1	Q2	Q3	Q4
Growth	Growth	Growth	Growth
VE	Mobile	Mobile	Mobile
			Zero
			Fundraising

Ad hoc data analysis requests

Custom dashboard consolidation
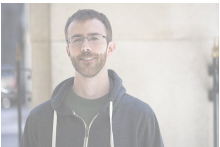
Ad hoc research/data analysis support for other teams
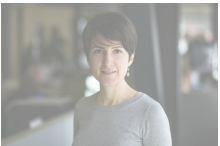
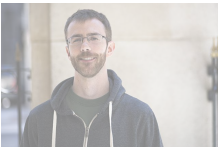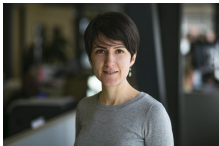(subject to available bandwidth)

Staffing

Q1	Q2	Q3	Q4

FR req

Q4 goals

Deliver stage 2 metrics (analysis and requirements)

Topical research

Continue to provide support to focus areas
(growth, mobile + zero)

Hiring (FR)