MoodBar

lightweight socialization improves long-term editor retention
The future of Wikipedia

WikiPeaks?

The popular online encyclopedia must work out what is next

Mar 1st 2014 | SAN FRANCISCO | From the print edition

IN 2012, after 244 years in print, Encyclopedia Britannica became online-only. Now a group of German fans of Wikipedia, an online, user-generated encyclopedia, are raising money for a move in the opposite direction. A print version of the English Wikipedia—1,000 bulky volumes and 1,193,014 pages—will be on show at a gathering of Wikipedians later this year. A world tour will probably follow: a global victory lap for the internet’s most impressive crowd-sourced creation.

Motivation

❖ Participation decline
  ➢ Affects the flagship English Wikipedia
  ➢ Not a global trend though

❖ Several factors
  ➢ Norms crystallize, robotization, defensive attitude
  ➢ As a result, newbies have a hard time

❖ How can we help them socialize?
Enter MoodBar (2011-2013)
The Beatles

This article is about the band. For other uses, see The Beatles (disambiguation).

"Fab Four" redirects here. For other uses, see Fab Four (disambiguation).

The Beatles were an English rock band, formed in Liverpool in 1960, and one of the most commercially successful and critically acclaimed acts in the history of popular music.[1] From 1962, the group consisted of John Lennon (rhythm guitar, vocals), Paul McCartney (bass guitar, vocals), George Harrison (lead guitar, vocals) and Ringo Starr (drums, vocals). Rooted in skiffle and 1950s rock and roll, the group later worked in many genres ranging from pop ballads to psychedelic rock, often incorporating classical and other elements in innovative ways. The nature of their enormous popularity, which first emerged as "Beatlemania", transformed as their songwriting grew in sophistication. They came to be perceived as the embodiment of ideals of the social and cultural revolutions of the 1960s.
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Feedback dashboard
In response to your feedback

Hi, after looking at the list of your contributions, it doesn't seem you saved your edit to the help page. If you have a question for the Help Desk, you can ask here. You can also contact me if you need help more. Thanks!

Steven Walling • talk 19:39, 6 December 2011 (UTC)

Mark as helpful 5 people found this helpful (show)

Talk page message
Research Questions

❖ A lightweight socialization experience
❖ **RQ 1**: When is MoodBar used?
❖ **RQ 2**: Does MoodBar improve retention?
  ➢ Possible self-selection bias
  ➢ MoodBar may just be indicator of individual skills
  ➢ Natural experiment methodology
Datasets & definitions

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<th>End</th>
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<td>2012-06-15</td>
<td>2012-06-29</td>
<td>40,389</td>
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- **Reference**: no feedback (normal active user)
- **Feedback**: sent feedback
- **Feedback+Response**: sent feedback & received response
- **Feedback+Useful**: sent feedback & received response & marked it as "helpful"
When users send their first feedback?
Average edit count

days since activation of MoodBar

Giovanni Luca Ciampaglia – gciampag@indiana.edu

Research & Data Showcase – 06/18/2014
Natural experiment

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❖ Followed up after one year
❖ **Statistical challenge**: need to detect VERY SMALL difference!

Treatment
MoodBar enabled

Control
MoodBar disabled
Retention at 180 days

Statistically significant \((p = 0.01)\)
Full retention curve
Summary

❖ Using MoodBar improves the chances of long-term retention, increased productivity

❖ How much?
➢ Still difficult to say
➢ Must account for self-selection bias (ideas?)

❖ Robust result
The future

❖ Streamlined socialization works!
❖ Design lesson: UI saliency important
❖ But there must be limits
  ➢ Nurture response team
  ➢ Two-tier system?
Thanks!

Joint work with Dario Taraborelli

User: Junkie.dolphin
gciampag@indiana.edu
UI Manipulation + CTA results