

Article Feedback v5

Research report 2012 Q4

DECEMBER 19, 2012

Outline

Where we are

Analysis

Volume

feedback volume / unique articles commented

Engagement

unique posters / new editors acquired / calls to action

Moderation

quality / abuse filters / feedback page usage

Where we are

AFT deployed on a random selection of 10% ns0 articles from enwiki since July 2012^[1]

400K articles

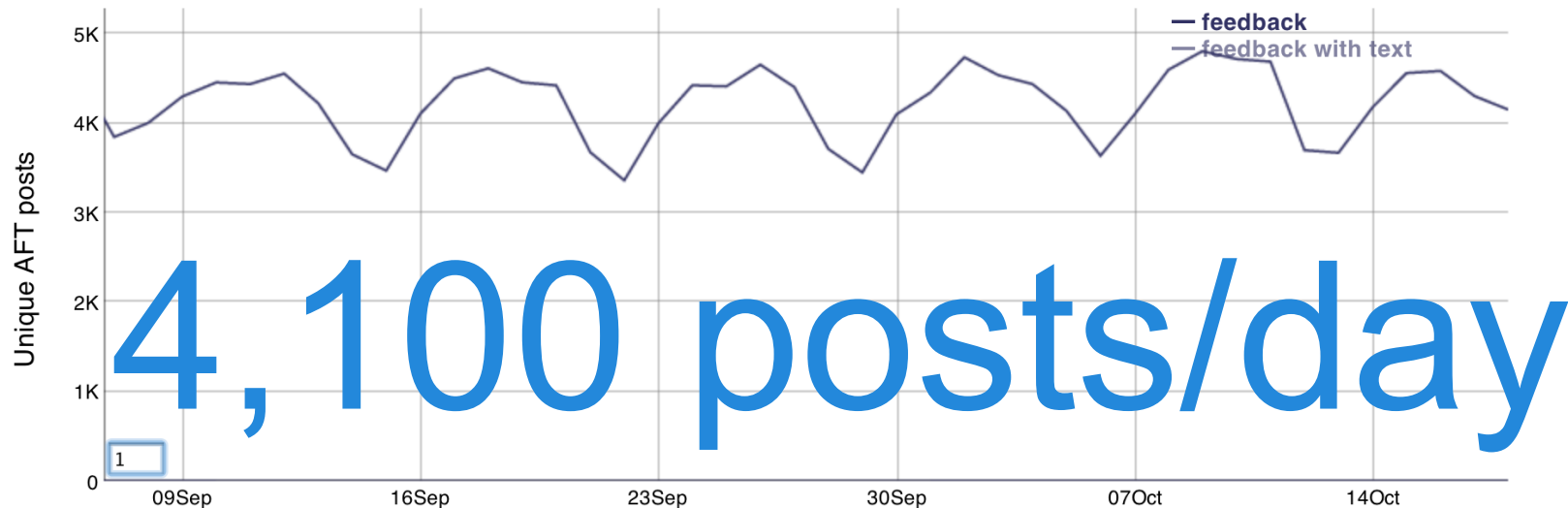
on top of a small sample of 300+ cherry picked articles and 1K help pages. Redirects and manually blacklisted pages are not part of the sample.

[1] 413,367 ns0 articles as of Nov 15, 2012

Feedback: Volume (1)

How much feedback are we collecting?

Daily feedback volume (aggregate)

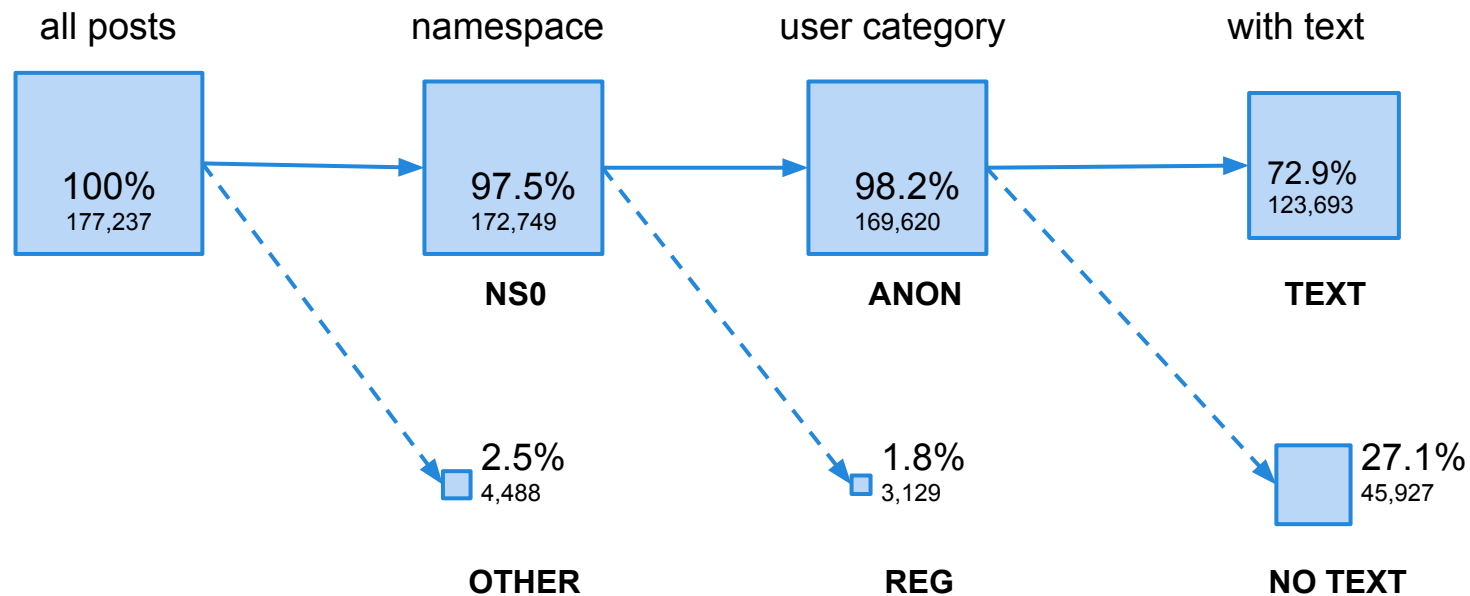


Daily feedback volume data: [csv](#)
Last updated: 2012-10-30 19:01:24 UTC

[1] Daily mean post volume for ns0 articles: 4,113 (2012-09-07 - 2012-10-18), prior to introduction of stricter AbuseFilter rules ([raw data](#)) ([dashboard](#))

Feedback: Volume (2)

Where is feedback coming from?



[1] Data collected between (2012-09-07 - 2012-10-18), prior to introduction of stricter AbuseFilter rules ([raw data](#))

Feedback: Volume (3)

How many articles receive feedback?

Daily number of unique articles commented



[1] Daily mean: 2612.8, data collected between (2012-09-07 - 2012-10-18), prior to introduction of stricter AbuseFilter rules ([raw data](#))

Feedback: Volume (4)

How many articles receive feedback?

unique articles with feedback/day

0.6%

unique/month [1]

10%

unique to date [2]

20.4%

[1] Unique ns0 articles commented between (2012-09-18, 2012-10-18): 41,530 ([data](#))

[2] Unique ns0 articles commented since 10% launch (2012-07-23): 84,545 ([data](#))

Feedback: Volume (5)

How does feedback compare to edit volume?

mean posts/day

4,100

10% SAMPLE

mean edits/day [1]

67,500

100% ENWIKI NS0

mean anon edits/day [2]

16,500

100% ENWIKI NS0

[1] Mean daily ns0 edits excl. bots between (2012-09-07, 2012-10-18): 67,439 ([data](#))

[2] Mean daily anon ns0 edits excl. bots (same as above): 16,529 ([data](#))

Feedback: Volume (6)

How many monthly posts can we project at scale?

Contribution type	Volume per month
Feedback posts with comments [1]	0.9M
All Feedback posts	1.2M
All Article Edits [2]	2.0M

[1] Estimates based on daily posts on English Wikipedia (upper bound), prior to AbuseFilter changes (2012-09-07 - 2012-10-18) ([raw data](#)) ([dashboard](#)).

[2] Estimates based on mean daily ns0 edits excl. bots between (2012-09-07, 2012-10-18): 67,439 ([data](#))

Engagement: Unique posters

How does feedback compare to edit volume?

unique anon posters/day [1]

2,800

10% SAMPLE

unique posters/month [2]

114K

10% SAMPLE

unique editors/day [3]

16,700

100% ENWIKI NS0

unique (anon) editors /day [4]

9,000

100% ENWIKI NS0

[1] Mean daily unique tokens (2012-09-07, 2012-10-18): 2,835 ([data](#))

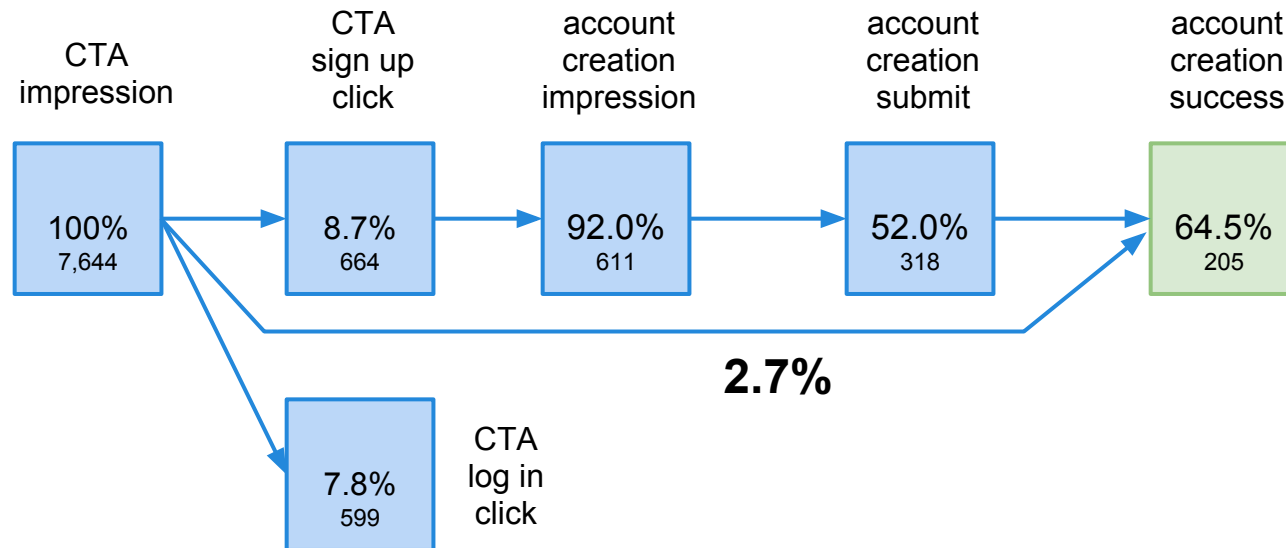
[3] Mean daily unique ns0 editors excl. bots (same period): 16,529 ([data](#))

[2] Mean monthly unique tokens (2012-08-01, 2012-11-01): 114,520 ([data](#))

[4] Mean daily unique ns0 anon editors excl. bots (sp): 8,922 ([data](#))

Engagement: Signup CTA (1)

Signup Call to Action funnel



CTA4 data collected between (2012-10-26, 2012-10-29) ([data](#))

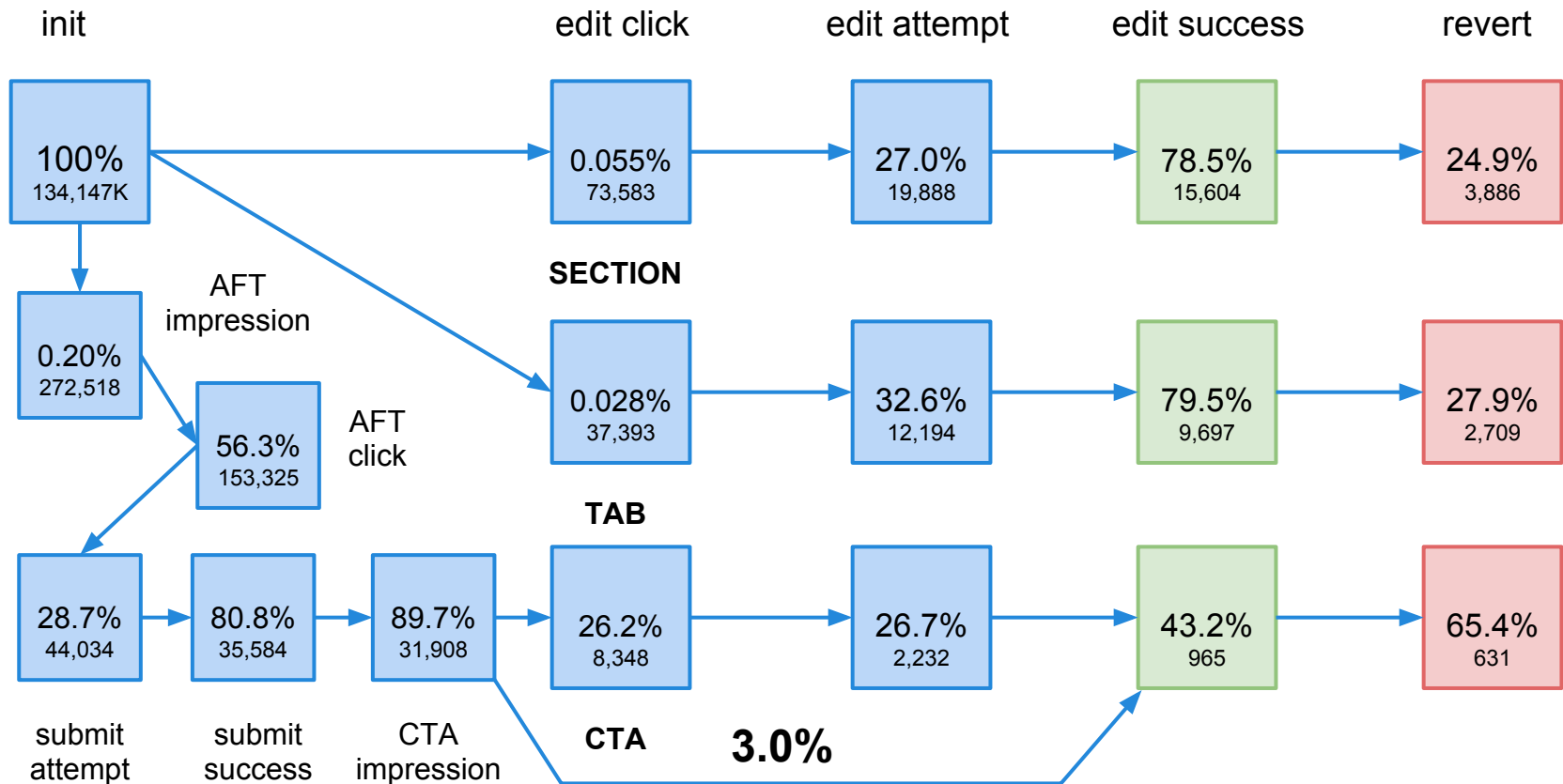
Engagement: Signup CTA (2)

New users registered via Signup Call to Action

- **2.7% of posters** go on to **create a new account**
(after posting feedback and getting CTA invitation to sign up)
- **3% of them** go on to **make an edit** within 24 hours
(on an article page -- excluding talk pages)
- **31% of new members** share their **email address**
(validated during sign up)

Engagement: Edit CTA

Edit Call to Action funnel



CTA1 data collected between (2012-10-11, 2012-10-18)

Engagement: New editor productivity

How productive are new editors acquired via AFT?

About **40%** of new editors engaged via AFT contribute productively ^[1]

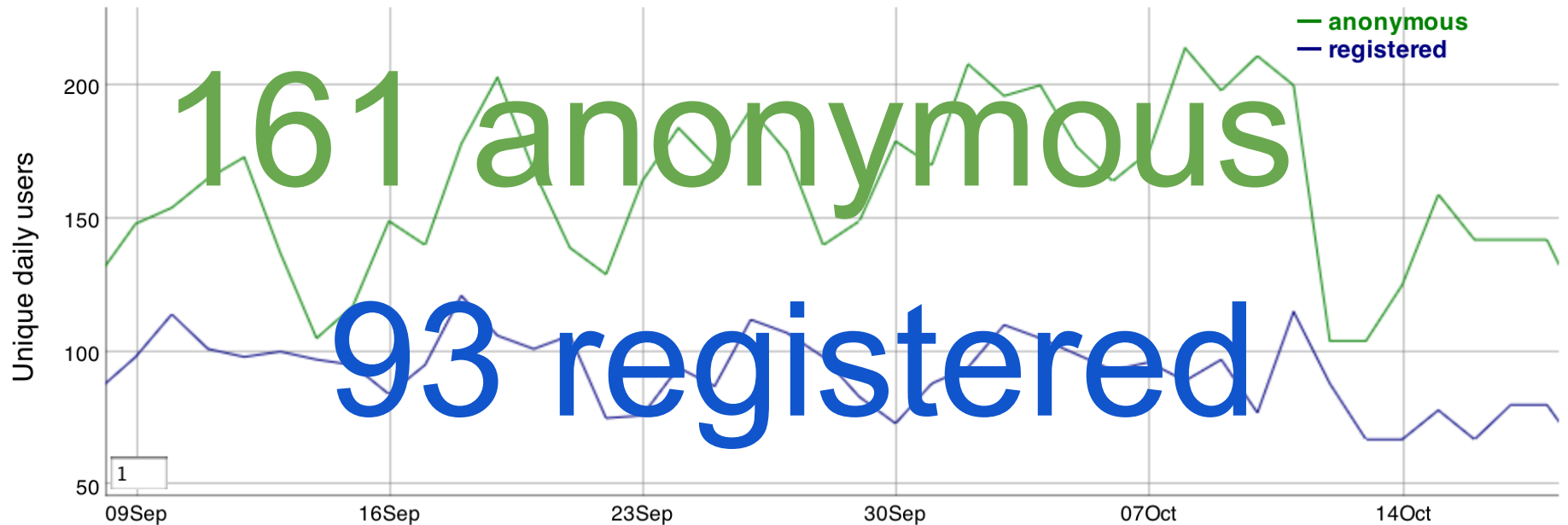
[1] Anonymous editors engaged via AFT with at least 1 unreverted edit within their first week of activity.

See [report on conversion of newcomers](#).

Moderation: Feedback page users

How many unique users participate in moderation?

Unique daily moderators by category



[1] Mean number of unique moderators (2012-09-07, 2012-10-18) ([dashboard](#))

Moderation: Feedback page posts

How many posts are moderated?

posts moderated within 24h

3%

posts moderated within 1 month

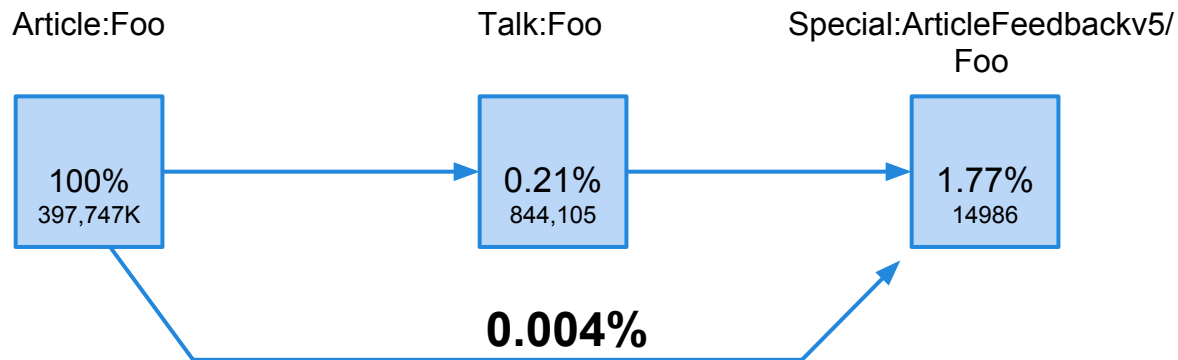
11%

[1] Mean % of daily posts moderated within 24h (2012-09-07, 2012-10-18): 3.4% ([data](#))

[1] Mean % of daily posts moderated within 1 month (2012-09-07, 2012-10-18): 11.5% ([data](#))

Moderation: Feedback page traffic

Traffic to article feedback page



Articles with at least 1 comment posted (2012-09-23, 2012-10-21)

Moderation: Filters (1)

Pre-moderation via AbuseFilter

mean posts/day (pre)

4,100

mean posts/day (post) [1]

3,600

↓ -12%

[1] Daily mean post volume for ns0 articles: 3,659 (2012-10-18 - 2012-10-30), *after* introduction of stricter AbuseFilter rules ([data](#))

Moderation: Filters (2)

Self-moderation block

anon moderators/day (pre)

247

anon moderators/day (post) [1]

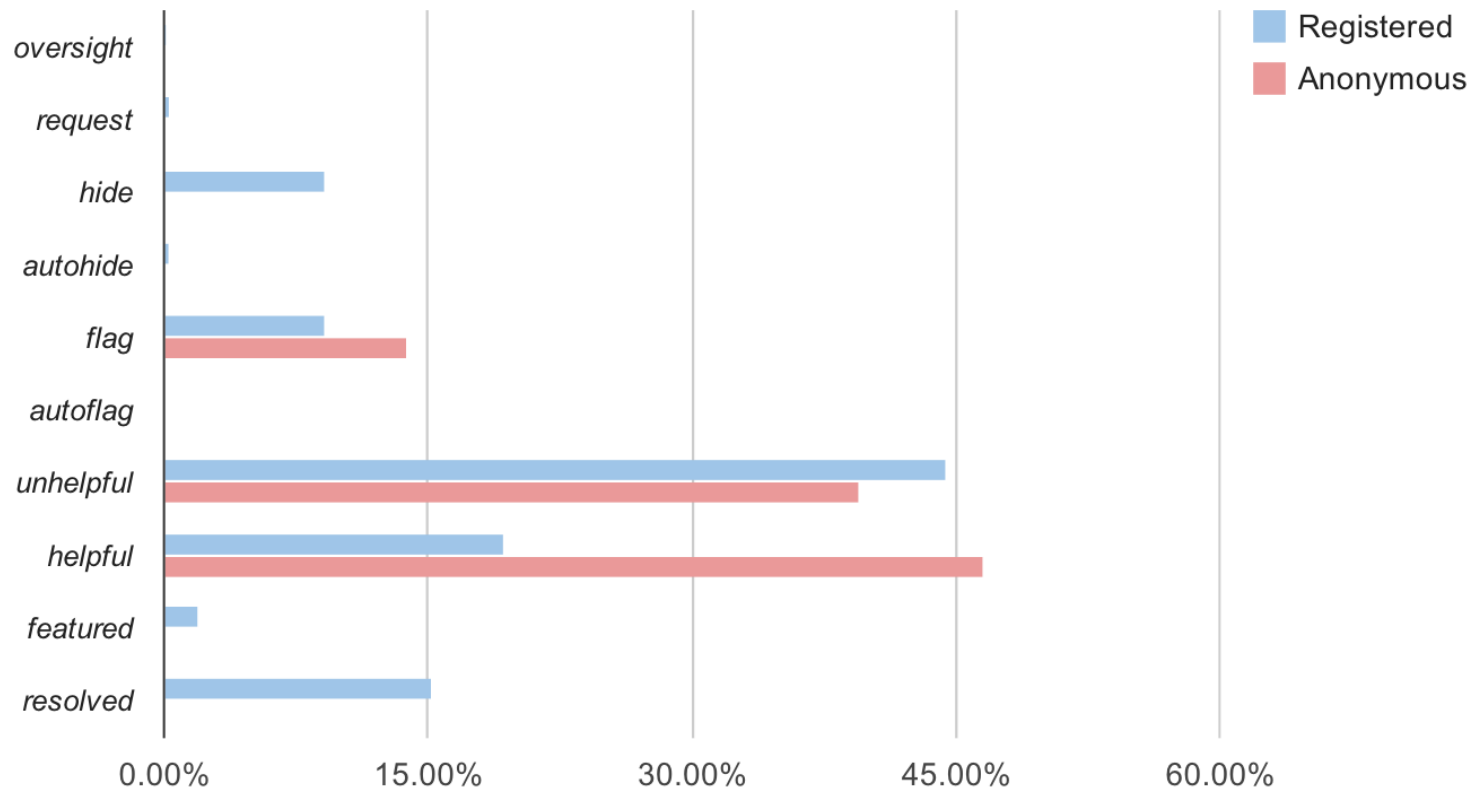
161

↓ -35%

[1] Daily mean of unique anonymous moderators: *before* (2012-08-06, 2012-09-06) and *after* (2012-09-07, 2012-10-07) introduction of self-moderation block ([dashboard](#)) ([data](#))

Moderation: Feedback page usage (1)

Moderation actions by user category



Daily moderation data: (2012-09-07, 2012-10-18) ([dashboard](#)) ([data](#))

% of total actions

Moderation: Feedback page usage (2)

High traffic articles have higher moderation activity

Less than 10% of posts on high traffic articles are moderated

Moderation type	Top 100 articles	Random sample
All moderations	27%	14%
Editor moderations	8%	2%

Percentage of posts with 1+ moderation action from ns0 articles with at least 1 post in the period (2012-09-23, 2012-10-21)
Samples: top 100 articles by traffic (3,323 posts / 47.7M pageviews) vs random sample of 100 articles (712 posts / 4.9M pageviews).
Results contrast all moderation actions by either readers or editors with moderations by editors only.

Moderation: Feedback page usage (3)

More negative than positive moderations, across the board.

Moderation type	Top 100 articles	Random sample
Negative moderations	25%	12%
Positive moderations	7%	4%

Percentage of posts with 1+ positive or negative moderation action from ns0 articles with at least 1 post in the period (2012-09-23, 2012-10-21). Samples: top 100 articles by traffic (3,323 posts / 47.7M pageviews) vs random sample of 100 articles (712 posts / 4.9M pageviews). Results contrast negative moderations (unhelpful, flagged, hidden) with positive actions (helpful, featured). We observed about the same ratio (3x) between positive and negative actions, regardless of traffic.

Feedback: Quality

What proportion of feedback is useful?

About **40%** of feedback posts
were found useful by evaluators ^[1]

[1] Feedback evaluations of 900 random posts blind assessed by 20 experienced Wikipedia editors. Proportion based on posts found useful by at least 2 editors ('everyone'). These results include praise for article editors and other 'non-actionable' comments. Study conducted Feb. - April 2012 – [See report](#).

Feedback dashboards

Monitor feedback activity in these two live dashboards:

- **Feedback page moderation dashboard**
toolserver.org/~dartar/fp/
- **Article feedback volume dashboard**
toolserver.org/~dartar/aft5/

Learn more about Article Feedback:

WP:AFT

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