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)

4,100 posts/day

[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)
How many articles receive feedback?

Daily number of unique articles commented

- unique articles

2,600 articles/day

[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

Mean edits/day [1]

67,500

Mean anon edits/day [2]

16,500

[2] Mean daily anon ns0 edits excl. bots (same as above): 16,529 (data)
How many monthly posts can we project at scale?

<table>
<thead>
<tr>
<th>Contribution type</th>
<th>Volume per month</th>
</tr>
</thead>
<tbody>
<tr>
<td>Feedback posts with comments [1]</td>
<td>0.9M</td>
</tr>
<tr>
<td>All Feedback posts</td>
<td>1.2M</td>
</tr>
<tr>
<td>All Article Edits [2]</td>
<td>2.0M</td>
</tr>
</tbody>
</table>


Engagement: Unique posters

How does feedback compare to edit volume?

unique anon posters/day [1]  
2,800  
10% SAMPLE

unique editors/day [3]  
16,700  
100% ENWIKI NS0

unique posters/month [2]  
114K  
10% SAMPLE

unique (anon) editors /day [4]  
9,000  
100% ENWIKI NS0

[3] Mean daily unique ns0 editors excl. bots (same period): 16,529 (data)  
[4] Mean daily unique ns0 anon editors excl. bots (sp): 8,922 (data)
Engagement: Signup CTA (1)

Signup Call to Action funnel

CTA impression: 100% 7,644
CTA sign up click: 8.7% 664
account creation impression: 92.0% 611
account creation submit: 52.0% 318
account creation success: 64.5% 205

2.7%

CTA log in click: 7.8% 599

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)

CTA4 data collected between (2012-10-26, 2012-11-07) (data)
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

161 anonymous
93 registered

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)
Traffic to article feedback page

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

mean posts/day (pre)            mean posts/day (post) [1]

4,100                             3,600

Moderation: Filters (2)

Self-moderation block

anon moderators/day (pre)       anon moderators/day (post) [1]

247       161

↓ -35%

Moderation: Feedback page usage (1)

Moderation actions by user category

- Oversight
- Request
- Hide
- Autohide
- Flag
- Autoflag
- Unhelpful
- Helpful
- Featured
- Resolved

Daily moderation data: (2012-09-07, 2012-10-18) (dashboard) (data)
High traffic articles have higher moderation activity

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

<table>
<thead>
<tr>
<th>Moderation type</th>
<th>Top 100 articles</th>
<th>Random sample</th>
</tr>
</thead>
<tbody>
<tr>
<td>All moderations</td>
<td>27%</td>
<td>14%</td>
</tr>
<tr>
<td>Editor moderations</td>
<td>8%</td>
<td>2%</td>
</tr>
</tbody>
</table>

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.
More negative than positive moderations, across the board.

### Table: Moderation Type

<table>
<thead>
<tr>
<th>Moderation type</th>
<th>Top 100 articles</th>
<th>Random sample</th>
</tr>
</thead>
<tbody>
<tr>
<td>Negative moderations</td>
<td>25%</td>
<td>12%</td>
</tr>
<tr>
<td>Positive moderations</td>
<td>7%</td>
<td>4%</td>
</tr>
</tbody>
</table>

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.
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/](http://toolserver.org/~dartar/fp/)

• **Article feedback volume dashboard**
  [toolserver.org/~dartar/aft5/](http://toolserver.org/~dartar/aft5/)
Learn more about Article Feedback:

WP:AFT

Dario Taraborelli
Senior Research Analyst
Wikimedia Foundation

Email: dario-at-wikimedia-org
Twitter: @readermeter

Fabrice Florin
Product Manager, Editor Engagement
Wikimedia Foundation

Email: fflorin-at-wikimedia-org
Twitter: @fabriceflorin

Editor Engagement Hub:
Wikipedia:Editor_Engagement