

Roundtable 1

Editor Engagement

A discussion with Wikipedia editors

Wikimedia Foundation
San Francisco, California
June 22, 2013

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Roundtable agenda

10:00 am - **Introductions**

10:30 am - **Engagement workflows**

12:00 pm - **Lunch - 'Aha moments'**

12:45 pm - **Echo / Flow discussions**

2:00 pm - **Improving workflows**

3:30 pm - **Review issues + ideas**

5:00 pm - **Roundtable ends**

Participants

Community members:

Krystle Chung	<u>KrystleChung</u>
Karen Coyle	<u>LaMona</u>
Kevin Gorman	<u>Kevin_Gorman</u>
Debra Heaphy	<u>ChesPal</u>
Jim Heaphy	<u>Cullen328</u>
Max Klein	<u>Maximilianklein</u>
Michael Knowles	<u>Binksternet</u>
Betsy Megas	<u>Dvortygirl</u>
Jake Orlowitz	<u>Ocaasi</u>
Shreyas Patankar	<u>SPat</u>
Arnas Saehrimnir	<u>Saehrimnir</u>
Leslie Tom	<u>Les733</u>
Nick W.	<u>Quiddity</u>
Raymond Yee	<u>RaymondYee</u>

Facilitators

Wikimedia team:

Fabrice Florin [Fabrice Florin](#)

Howie Fung [Howief](#)

Brandon Harris [Jorm](#)

Maryana Pinchuk [Accedie](#)

Observers:

James Alexander

Erik Bernhardson

Erik Moeller

Steven Walling

Workflows

Engagement goals

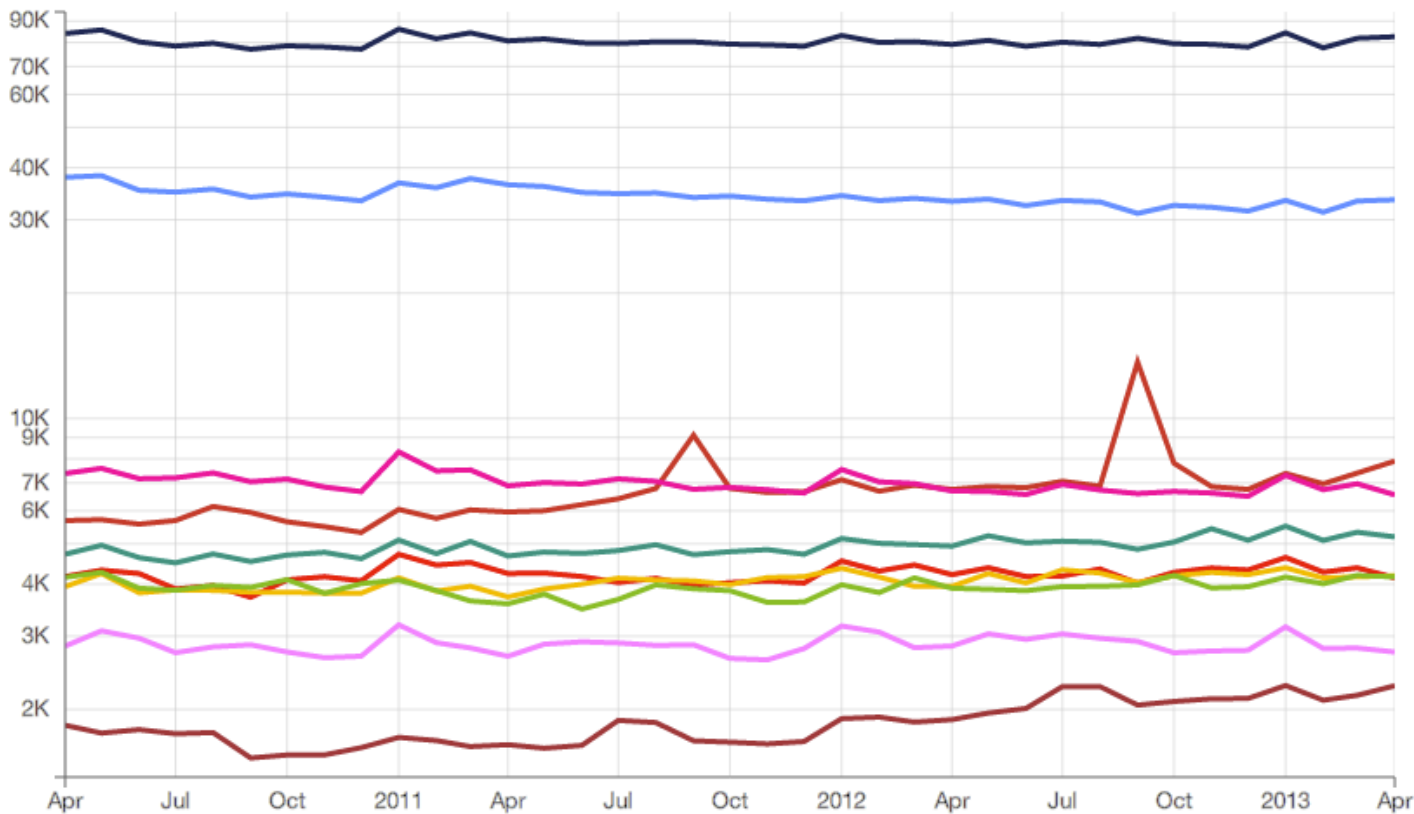
- support **current editors**
- recruit **new editors** (the right kind)
- improve their **workflows**
- build **core features** (to make this happen)

Engagement Funnel



Note: ~0.05 % of visitors create new accounts in a month, ~0.01 % are active editors.

Active editors (for all Wikimedia projects - 2011-2013)



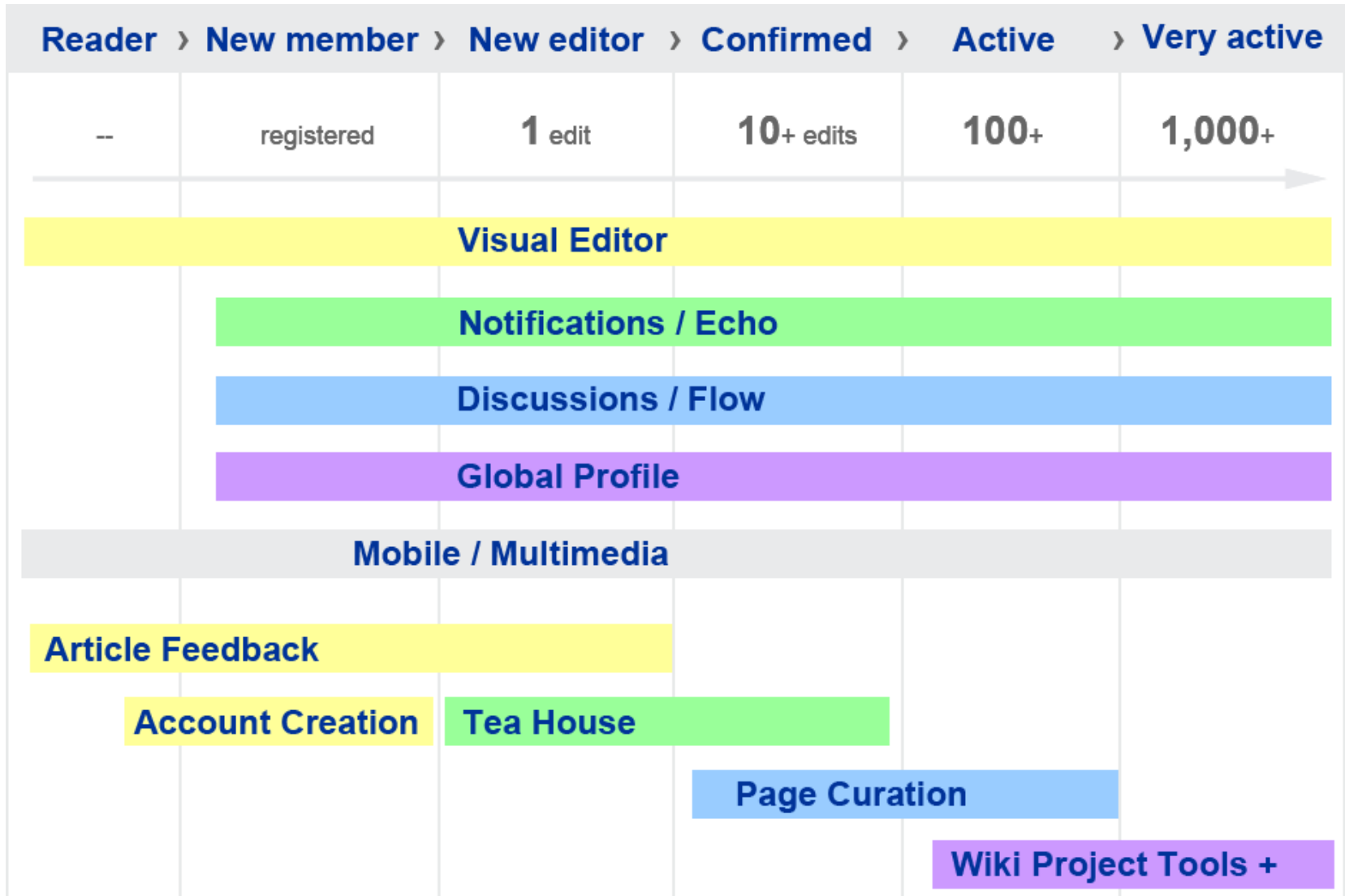
Apr 2013

Total	82.55K
English	33.51K
Commons	7.90K
German	6.55K
French	5.19K
Russian	4.14K
Spanish	4.19K
Japanese	4.16K
Italian	2.75K
Chinese	2.28K

An active editor is a registered and logged-in person (not known as a bot) who makes 5 or more edits in any month in mainspace on countable pages. As of Aug. 2012, editors in Commons are now included in the overall total, and users who share a name across multiple projects are counted as the same user.

Source: Wikimedia Foundation - reportcard.wmflabs.org/graphs/active_editors

Engagement Tools



Examples of engagement tools under development by Wikimedia Foundation -- or targetted for 2013, 2014 or 2015.

Workflow Examples

Here are some common workflows on Wikipedia:

- a **content collaboration** between two users
- a **request for help** to an experienced user
- a **welcome message** to a new user
- a **discussion about a new page** with multiple users

Content collaboration

Purpose:

Help another user **improve an article**

Users:

- New user: **Jane**
- Experienced editor: **Paul**

Steps:

1. Jane **leaves a message** on Paul's talk page to copyedit an article
2. Paul **responds** on his talk page with suggestions for improvement
3. Jane **responds** on Paul's talk page with a question about spelling
4. Paul **edits** the article
5. Paul **leaves a message** on Jane's talk page
6. Jane **gives a barnstar** to Paul on his talk page

Collaboration workflow



Mary's page

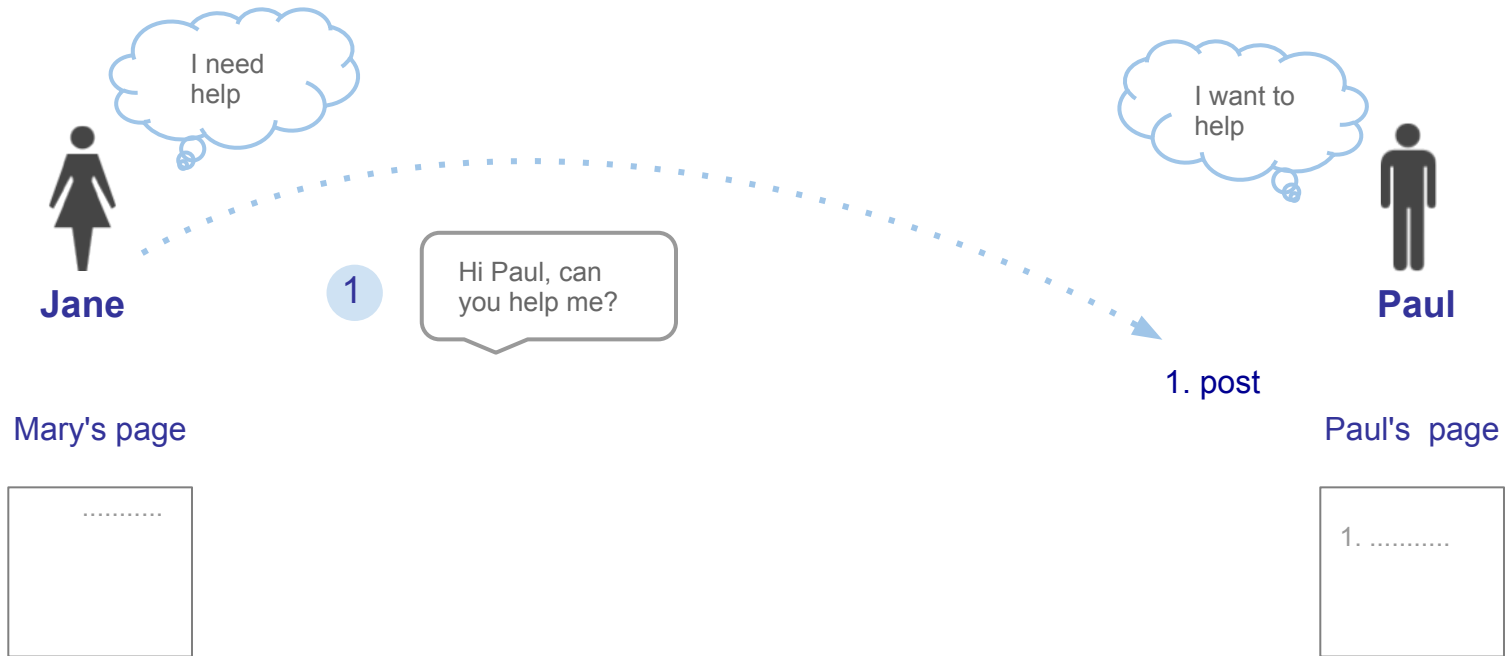


Paul's page



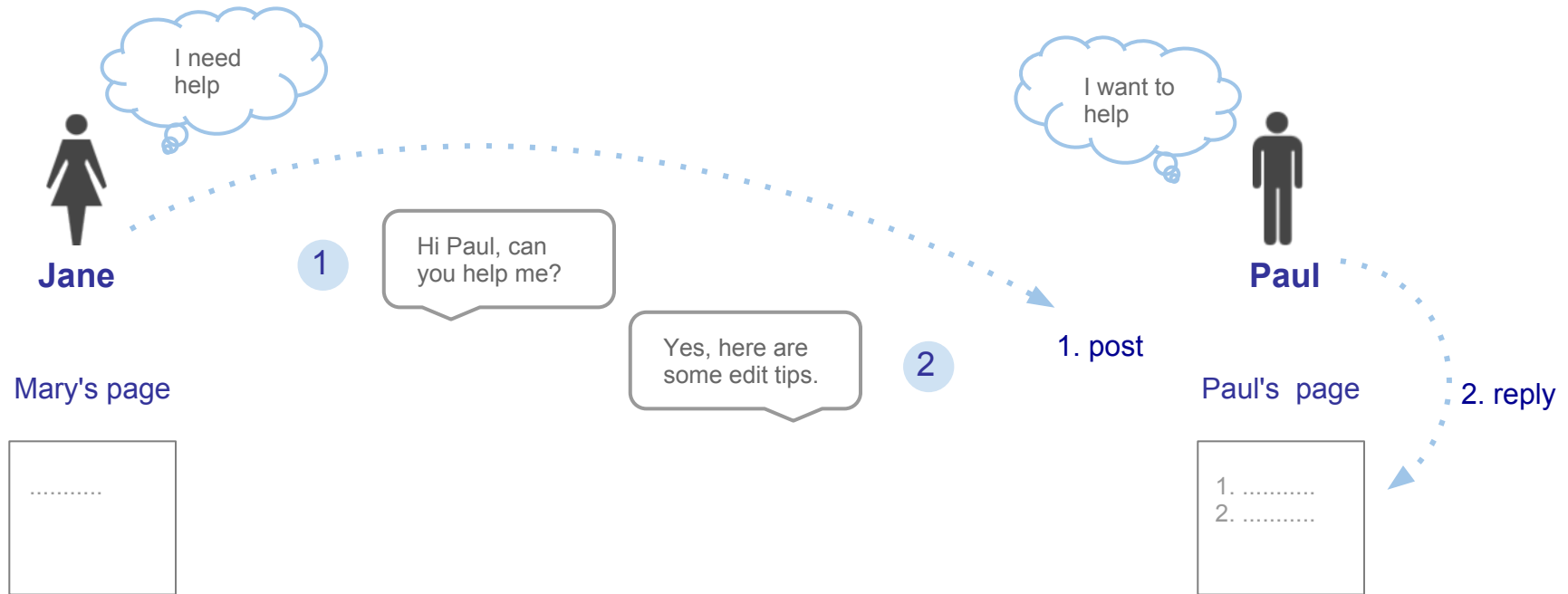
Purpose: a new user **wants to get help** from an experienced user.

Collaboration workflow - Step 1



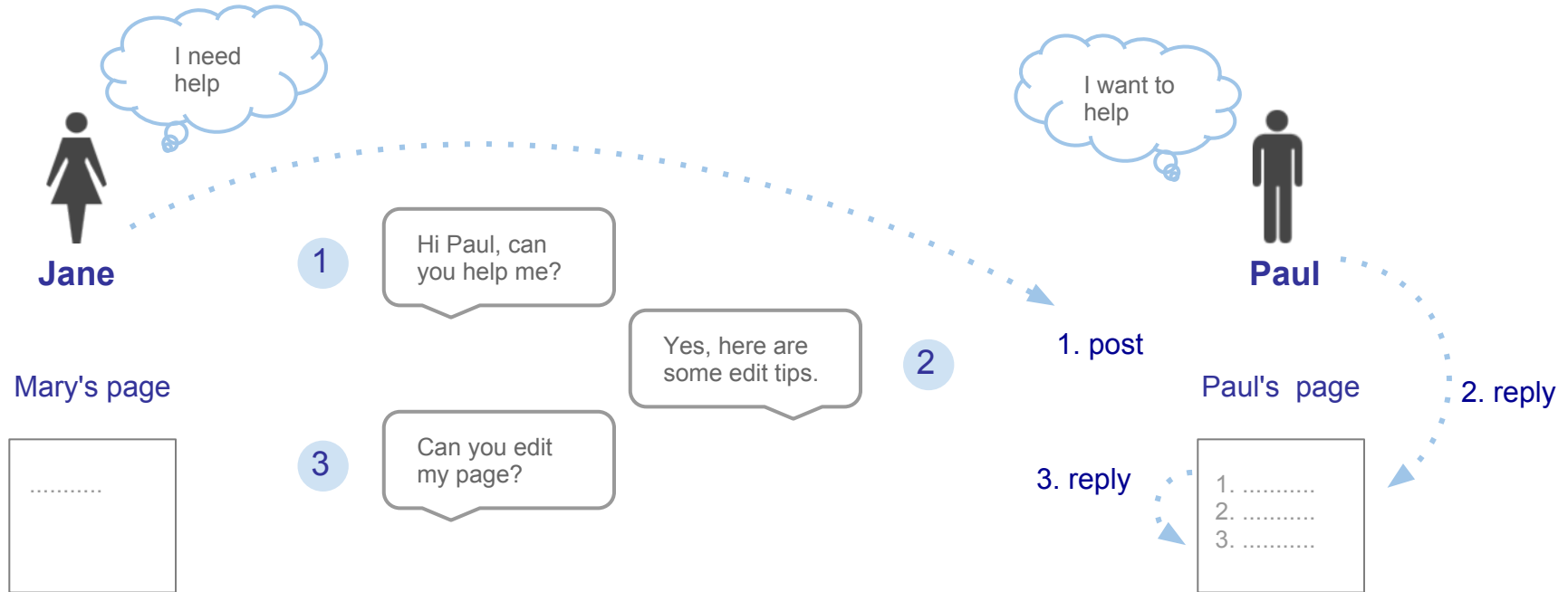
Step 1: Jane **leaves a message** on Paul's talk page to copyedit her article.

Collaboration workflow - Step 2



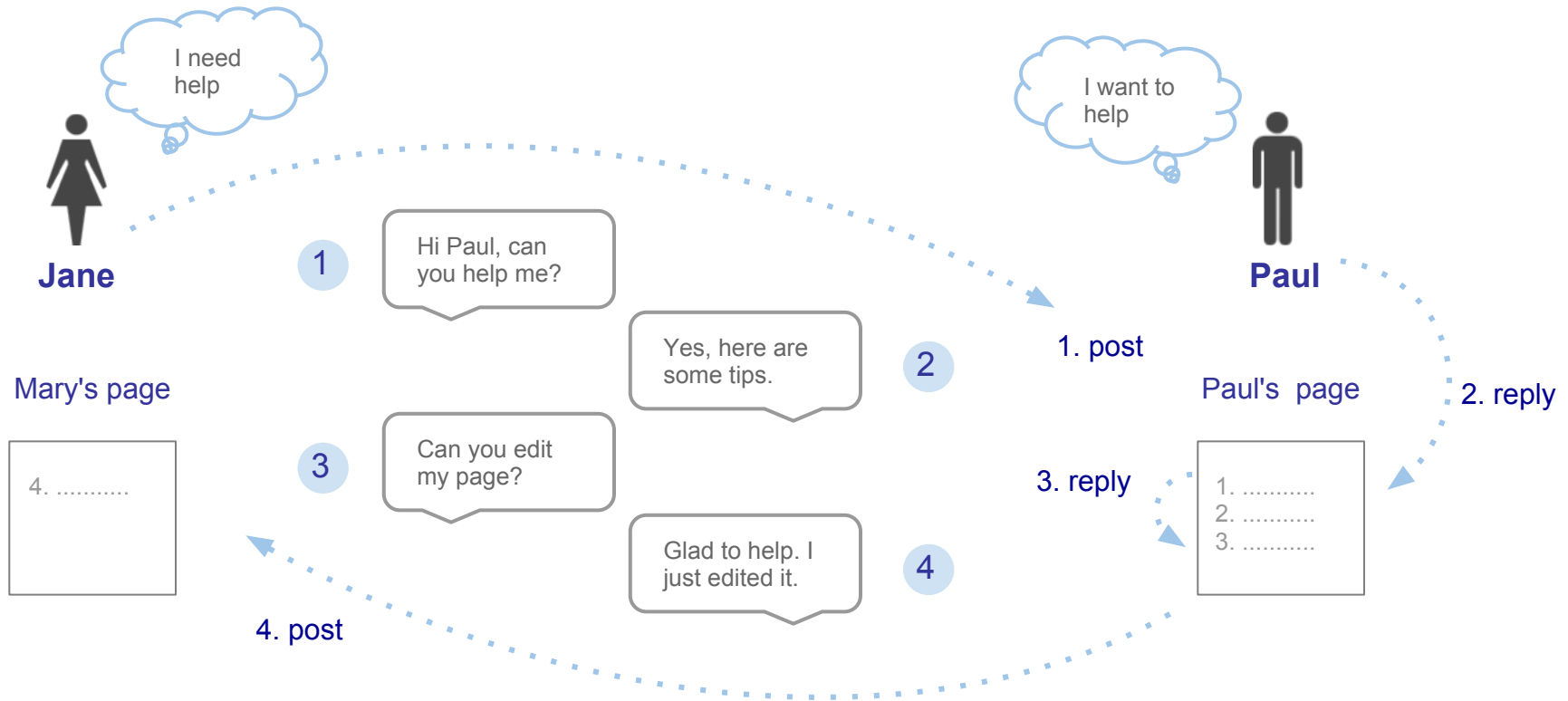
Step 2: Paul **responds** on his talk page with suggestions for improvement.

Collaboration workflow - Step 3



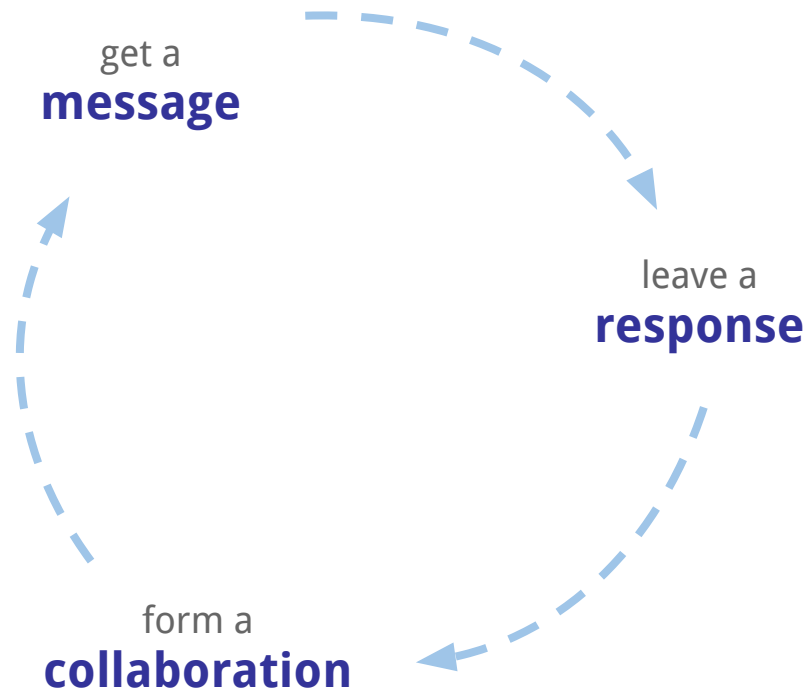
Step 3: Jane **responds** on Paul's talk page with a question about spelling.

Collaboration workflow - Step 4



Step 4: Paul **edits the article** and **leaves a message** on Jane's talk page.

Engagement loops



An engagement workflow that keeps looping -- and builds productive collaborations on Wikipedia.

What's a workflow?

- a **series of tasks** towards a **desired outcome**
- usually involves **multiple participants**
- can be **sequential** or **parallel**
- can be **repeated**

**What are some of the workflows
you use on Wikipedia?**

Workflow discussion tips

- join a **discussion group**
- pick a **workflow**
- define its **purpose**
- identify its **users**
- list its **steps**
- any **issues?**

Lunch









**Share 'aha moments' that made
you more productive as an editor.**

Notifications

Why notifications?

- inform you of **new activity**
- help you **take quick action**
- unify your **user experience**

Notifications

-  **talk page messages**
-  **mentions**
-  **thanks**
-  **page reviews**
-  **page links**
-  **edit reverts**
-  **user rights**
-  **welcome / get started**



WIKIPEDIA
The Free Encyclopedia

- Main page
- Contents
- Featured content
- Current events
- Random article
- Donate to Wikipedia
- Wikimedia Shop

- Interaction
 - Help
 - About Wikipedia
 - Community portal
 - Recent changes
 - Contact Wikipedia

- Toolbox
- Print/export

- Languages
 - Add links

Article [Talk](#)

Tamalpais Valley,

From Wikipedia, the free encyclopedia

"Big Coyote, California" redirect California.

Tamalpais Valley (also known as "'Coyote Valley" or "Coyote Hollow" Marin County, California.^[3]

Contents [hide]

- Land
- People
- Government
- History
- Recreation
- Points of interest
- See also
- References
- External links

Land

Tamalpais Valley is located at 37°53′N 122°32′45″W﻿ / ﻿37.883°N 122.546°W﻿ / 37.883; -122.546 in size, with an elevation of 108 feet. To the north and [Sausalito](#) to the south. Traveling by car, Tamalpais Valley is located about 10 minutes from the [Golden Gate Bridge](#) and fifteen minutes from [San Francisco](#). California State Route 1 (also known as Shoreline Highway and the Pacific Coast Highway) runs through the Valley and is the road most often used to access western Marin County.^[5]

Notifications ?



Mary Dunlap and 1 other posted on your [talk page](#).

"Great article on Tam Valley!: new section"

6 minutes ago



Mary Dunlap thanked you for [your edit](#) on [Talk:Tamalpais Valley](#)

"Does anyone have references about Coyote Ridge?: new section"

11 minutes ago



Fabrice Florin mentioned you on [Talk:Tamalpais Valley](#)

"Here are some tips on Coyote Ridge, to improve your Tam Valley Page."

35 minutes ago



Kaldari reviewed a page you started: [Tamalpais Valley](#)

44 minutes ago



Wikipedia is a free encyclopedia written by people like you. [Get started](#) by making your first edit!

13 hours ago



Welcome to Wikipedia, Jane Finch! We're glad you're here.

13 hours ago

[» All notifications](#)

[⚙ Preferences](#)

Government

- [Senate](#) Mark Leno (D)
- [Assembly](#) Marc Levine (D)
- [U. S. Congress](#) Jared Huffman (D)^[1]

37°53′N 122°32′45″W﻿ / ﻿37.883°N 122.546°W﻿ / 37.883; -122.546

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Demo

Learn more:

wikipedia.org/wiki/WP:Notifications

Questions

- **what do you think?**
- how can we **improve** this tool?
- how can it support **your workflows?**

Flow

What is Flow?

- a new **collaboration system** for Wikipedia
- helps users **communicate** and **interact** better
- supports **discussions, feeds** and **workflows**

Demo:

unicorn.wmflabs.org/flow

Learn more:

wikipedia.org/wiki/WP:FLOW

Questions

- **what do you think?**
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Improving Workflows

Improve your workflows

- step through your **workflow**, in detail
- play different **user roles**
- for each step, **write** what the user sees on a card
- **post each card** on one of these pages:
 - your **talk page**
 - your **notifications** page
 - your **feed**
- any **issues**? brainstorm possible **solutions**

Reviews

Present your findings

What did you learn about this workflow?

Show us your:

- **list of steps**
- **user talk pages**
- **notifications**
- **feeds**
- **issues**
- **ideas**

Conclusions

**Which of the issues you found
seem most critical?**

**Which ideas seem
most promising?**

**How can we
increase participation
on Wikipedia?**

**How did this roundtable
work for you?**

Learn more:

meta.wikimedia.org/wiki/Roundtables/Roundtable_1

Editor Engagement Team
Wikimedia Foundation

wikipedia.org/wiki/WP:Editor_Engagement