

WMF Growth Team Forum Wolnej Wiedzy 2020



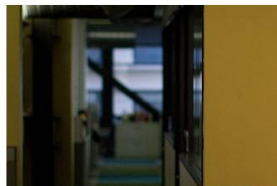
WIKIMEDIA
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Członkowie



Benoît Evellin

Community Relations Specialist



Marcella Florence

Engineering Manager



Roan Kattouw

Lead Engineer



Elena Tonkovidova

QA Engineer



Marshall Miller

Product Manager



Max Binder

Coach



Kosta Harlan

Senior Software Engineer



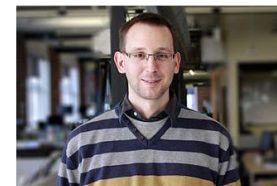
Morten Warncke-Wang

Data Analyst



Rita Ho

Senior User Experience Designer



Gergő Tisza

Senior Software Engineer

Jak współpracujemy ze społecznościami

- **Przeprowadziliśmy program pilotażowy** w czterech dużych wersjach językowych:
 - arabska
 - koreańska
 - wietnamska
 - czeska
- Wprowadzamy kolejne zmiany w porozumieniu z **ambasadorami** społeczności.
- **Przenosimy udane rozwiązania** na inne wiki.
- Aktualnie funkcje dostępne są w 10 projektach, **dalsze skalowanie** to kwestia najbliższego roku.

Problem

W większości wersji językowych Wikipedii, retencja nowych edytorów wynosi poniżej 5%.

Cel

Zaopiekować się nowicjuszami i zatrzymać ich w projekcie środkami związanymi z oprogramowaniem

Strategia

Spójne i atrakcyjne wprowadzenie dla nowicjuszy, skupione wokół faktycznych edycji

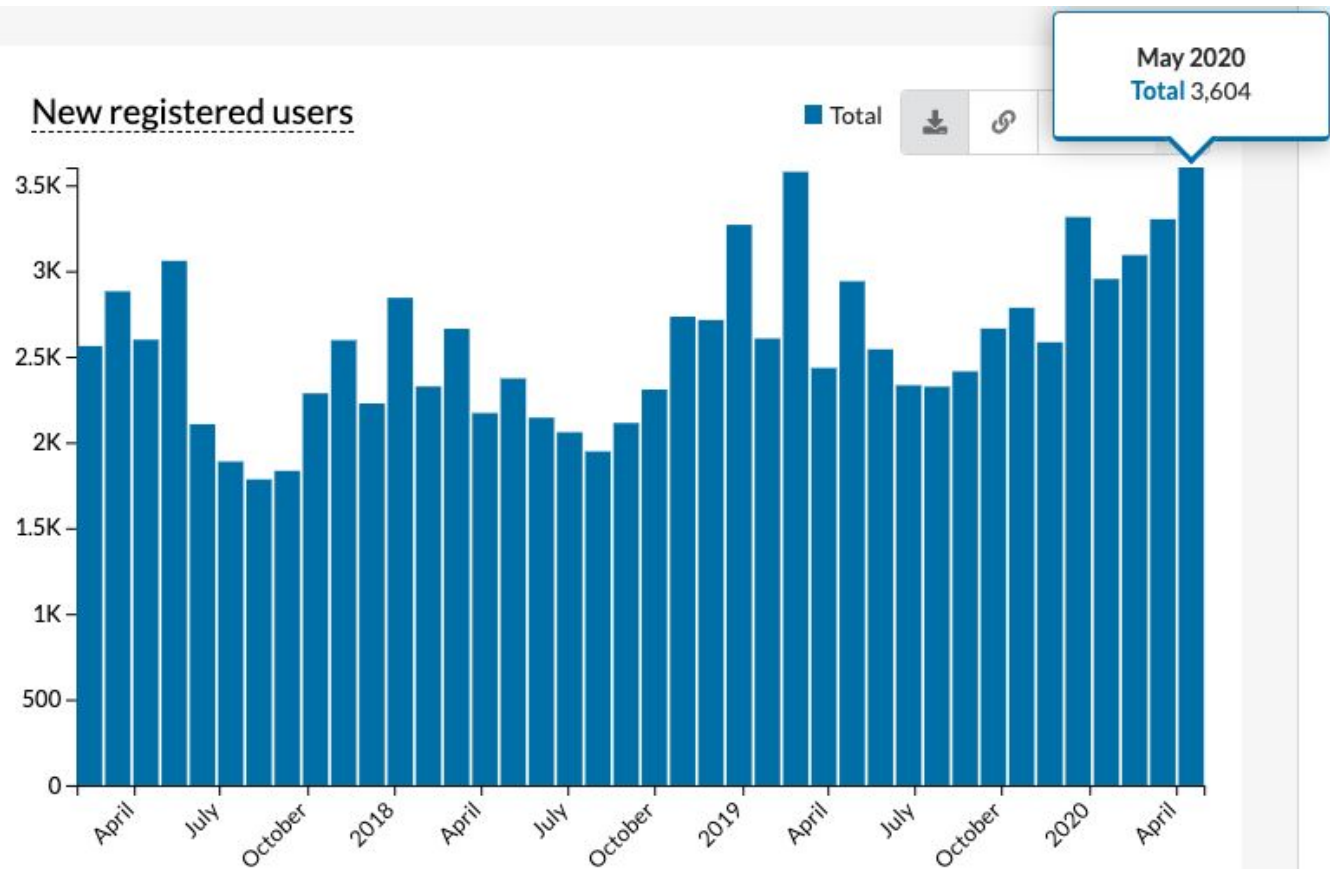
Aktywacja i retencja

Wiki	Aktywacja	Retencja
Czech	37%	5%
Korean	32%	4%
Vietnamese	18%	2%
Arabic	27%	3%
Hungarian	41%	6%
Polish	38%	5%
Spanish	31%	3%
English	29%	4%

Activation: making a first edit

Retention: returning to make a second edit on a different day

Rosnąca liczba nowicjuszy w polskojęzycznej Wikipedii



<https://stats.wikimedia.org/#/pl.wikipedia.org/contributing/new-registered-users/normal|bar|2017-01-24~2020-07-01|~total|monthly>

Technicznie

Nowi edytorzy...
nie mają łatwo z
odkrywaniem i
łatwym
używaniem
narzędzi
edycyjnych.

Abbey Ripstra i Neil Patel-Quinn (Wikimania 2018)



Reboot and the Wikimedia Foundation / CC-BY-SA

Koncepcyjnie

Nowi edytorzy...
błądzą w gąszczu
zasad i zaleceń
Wikipedii.

Abbey Ripstra i Neil Patel-Quinn (Wikimania 2018)

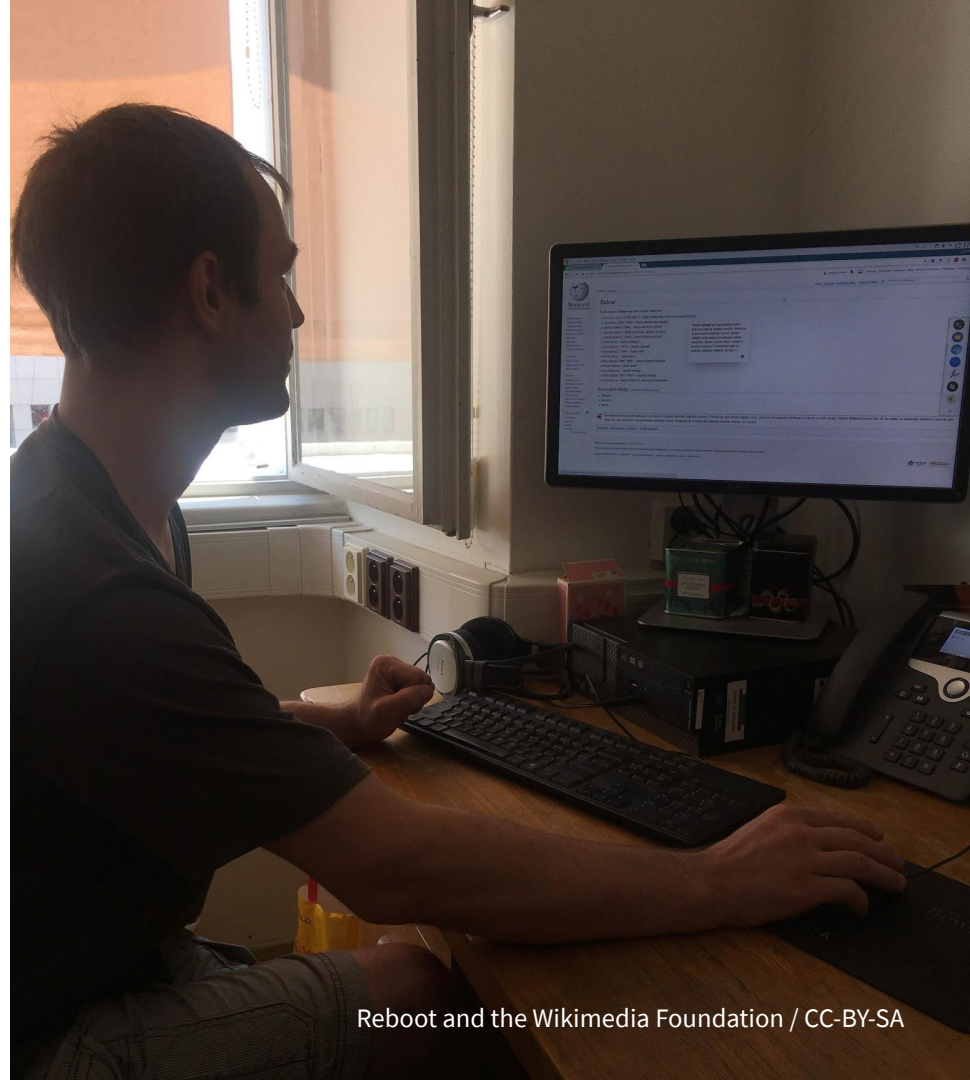


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Kulturowo

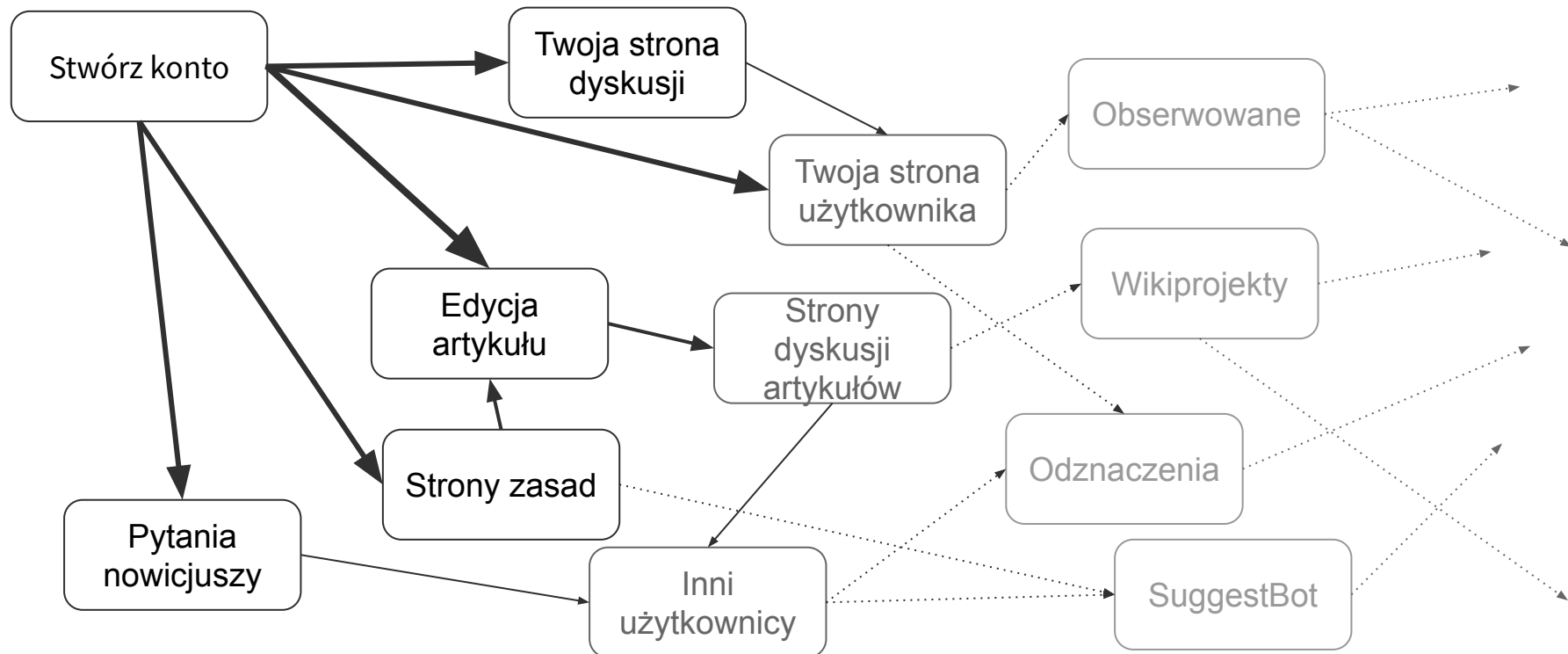
Nowi edytorzy...
nie do końca
wiedza, jak działa
Wikipedia i czują
się odizolowani od
społeczności.

Abbey Ripstra i Neil Patel-Quinn (Wikimania 2018)

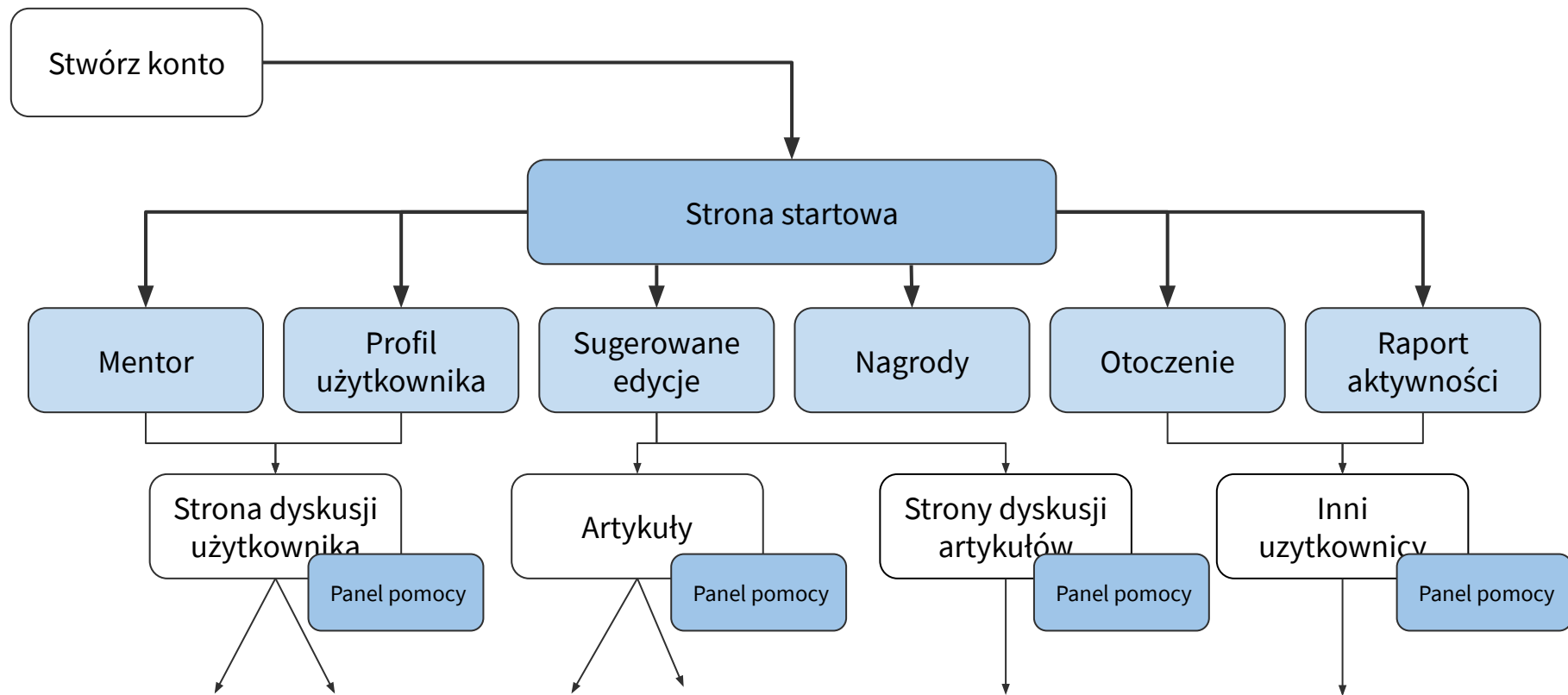


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Jak to jest być nowicjuszem



Jak ma być



Demonstracja



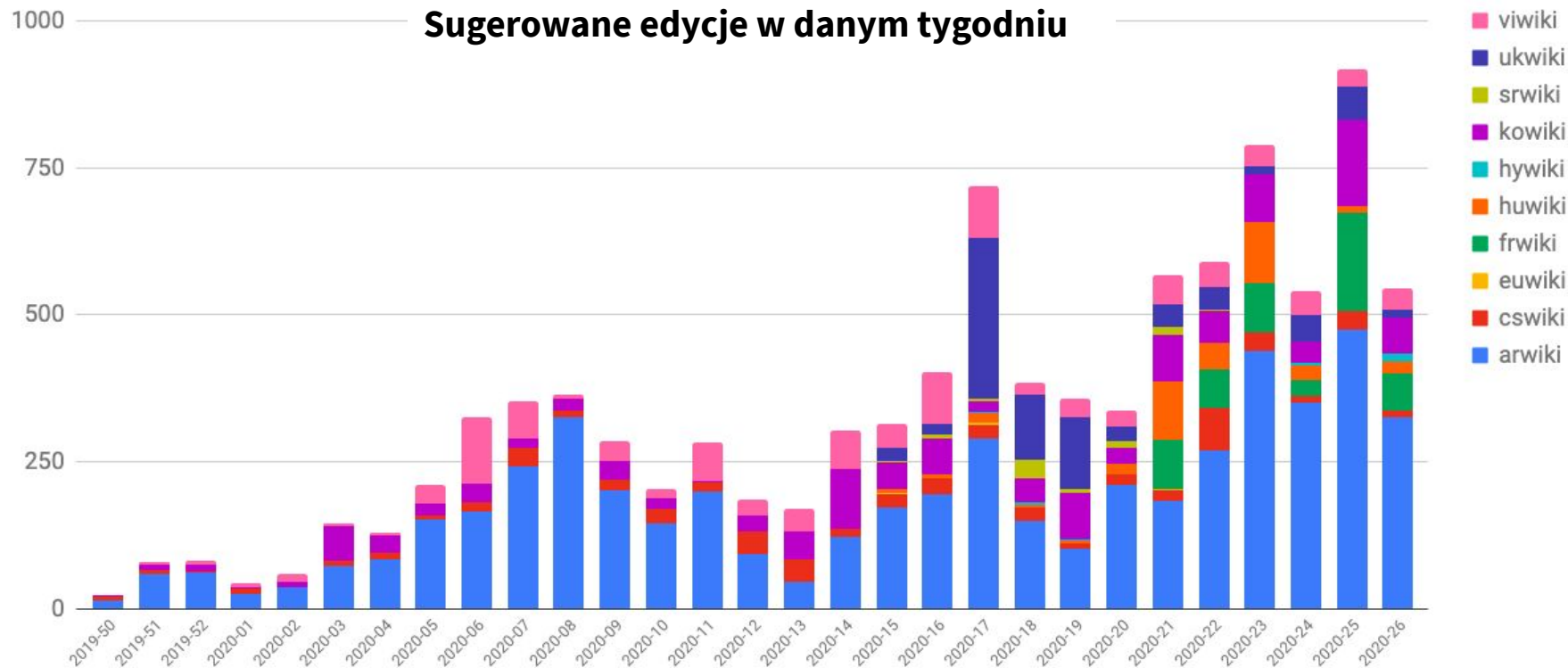
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Wyniki: zadania nowicjuszy



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- 1-2% nowicjuszy dokonuje sugerowanej edycji
- 1449 użytkowników dokonało 10 059 edycji
- 295 użytkowników dokonało 5+ edycji
- 189 edytowało przez 3+ dni



Dalsze działania



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Więcej nowicjuszy dokonujących sugerowanych edycji



WIKIPEDIA
The Free Encyclopedia

Main page
Contents
Featured content
Current events
Random article
Donate to Wikipedia
Wikipedia store

Interaction

Help
About Wikipedia
Community portal
Recent changes
Contact page

Tools

Upload file
Special pages
Printable version

Languages

[N1tasha](#) [Talk](#) [Sandbox](#) [Preferences](#) [Beta](#) [Watchlist](#) [Contributions](#) [Log out](#)

Homepage
User page
Discussion

Hello, N1tasha!

Email: n*****g****.com [\[edit\]](#)

Suggested edits

[Select interests](#)


Welcome to your homepage ×

From here, you can learn more about different ways you can edit, keep track of your contributions, and ask experienced users how to get started.

Continue to learn about the Suggested edits shown on your homepage.

[>](#)

1 of 345 suggestions



Egg tart

The egg tart is a kind of custard tart found in Portugal, Macau, Hong Kong, and certain parts of Mainland China...

500 views by readers (past 60 days)


Copyedit ⓘ

EASY 5-10 minutes

Fix spelling, grammar, and tone of the article.

Other users have noted these articles need work. Help make <Lang> Wikipedia better for its <#> readers each month.

Your impact



0 edits so far

Help extend free knowledge to the world by editing topics that matter most to you.

Start with a few Suggested edits, then see how many people are viewing your contributions here.

Your mentor

You've been assigned an experienced editor to answer your questions about editing. ×

[Andrew188](#)

782 edits · Active 2 hours ago

"Hello, happy to be your mentor! I like to contribute information about historical figures in computer science, but can help with anything!"

[Ask your mentor a question](#)

Get help with editing

Ustrukturali- zowane zadania



Pozytywna informacja zwrotna

Your impact



0 edits so far

Help extend free knowledge to the world by editing topics that matter most to you.

Start with a few Suggested edits, then see how many people are viewing your contributions here.

Your impact

Your contributions, no matter how big or minor, help improve Wikipedia and further the mission to share free knowledge for the world.

 **5/10**
Suggested

 **12/100**
Article edits

People are viewing the articles that you've edited!

Top page views since you edited (last 60 days)

	Arroz con leche	23
	Palmier	232
	Khanom khrok	0
	Spitzbuben	0
	Pavlova (cake)	

You've made 12 edits (see all)

Your impact

Your contributions, no matter how big or minor, help improve Wikipedia and further the mission to share free knowledge for the world.

 **10**

 **12/100**
Article edits

People are viewing the articles that you've edited!

Top page views since you edited (last 60 days)

	Arroz con leche	23
	Palmier	232
	Khanom khrok	0
	Spitzbuben	0
	Pavlova (cake)	

You've made 12 edits (see all)

Dzięki. Bądźmy w kontakcie



- [Pomóż we wprowadzeniu narzędzia](#)
- [MW: Growth](#)
- [Zapisz się na newsletter](#)
- Wyślij maila do Benoîta:
trizek@wikimedia.org

Coś jeszcze



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Strona startowa nowicjusza

Platforma, na której nowicjusze mają najważniejsze potrzebne rzeczy:

- Zadania dla nowicjuszy
- Pomoc mentora
- Samouczek
- Wpływ użytkownika

Bardzo widoczna funkcja: większość nowicjuszy wchodzi na swoją stronę startową

The screenshot shows the Wikipedia user start page for a new user named N1tasha. The page is designed to guide the user through their first steps on the platform. At the top, there's a navigation bar with links for 'Homepage', 'User page', and 'Discussion'. A search bar is also present. The main content area is divided into several sections:

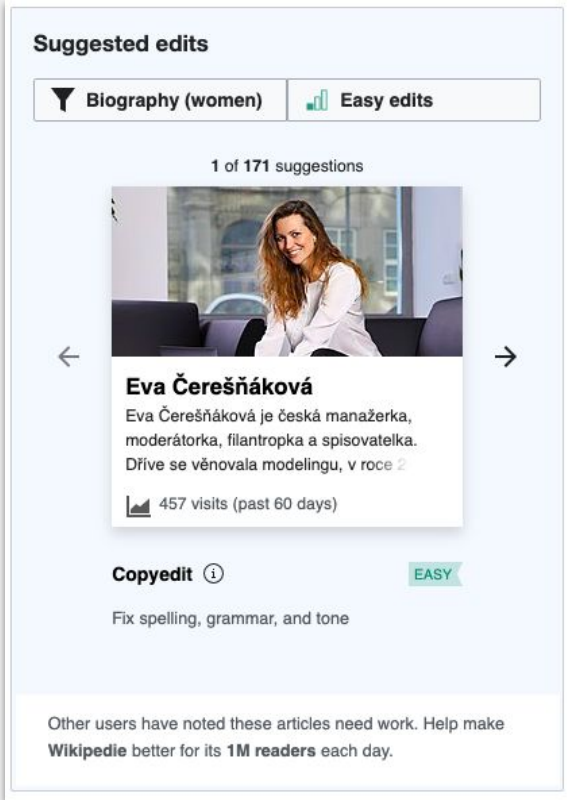
- Hello, N1tasha!**: A personalized greeting.
- Start**: A section with three main tasks:
 - Account created**: A green checkmark indicating the account is set up. Below it, the user's name 'N1tasha' and '0 edits' are shown.
 - Confirm your email**: A task to verify the email address. A confirmation link was sent to 'ntasha@email.com'. A 'Get a new link' button is provided.
 - Learn to edit**: A green checkmark indicating the user has completed a tutorial. A 'Tutorial' button is provided.
- Suggested edits**: A section for finding articles to edit. It shows a filter for 'Food and drink...' and 'Easy, Medium' difficulty. A suggestion for 'Egg tart' is highlighted, showing an image and a brief description: 'The egg tart is a kind of custard tart found in Portugal, Macau, Hong Kong, and certain parts of Mainland China...'. It also shows '500 views by readers (past 60 days)' and a 'Copyedit' button.
- Your impact**: A section showing the user's contribution. It lists articles they've edited and the number of top page views since their last edit:

Article	Views
Arroz con leche	23
Palmier	232
Khanom khrok	0
Spitzbuben	0
Pavlova (cake)	0
- Your mentor**: A section for finding a mentor. It shows a mentor named 'Andrew188' with '762 edits' and 'Active 2 hours ago'. A quote from the mentor says: "Hello, happy to be your mentor! I like to contribute information about historical figures in computer science, but can help with anything!". There is a button to 'Ask your mentor a question'.
- Get help with editing**: A section with links to various help pages: 'Step-by-step guide', 'Tips for writing articles', 'Add a citation', 'Adding an image', and 'How to add an external link'. A link to 'View more help articles' is also present.

Zadania dla nowicjuszy

Sugerowane edycje odpowiednie do poziomu nowicjusza i związane z jego/jej zainteresowaniami


1 - 2% nowicjuszy dokonuje sugerowanych edycji i są to edycje w przeważającej mierze dobre.



Suggested edits

Biography (women) Easy edits

1 of 171 suggestions



Eva Čerešňáková
Eva Čerešňáková je česká manažerka, moderátorka, filantropka a spisovatelka. Dříve se věnovala modelingu, v roce 2014 se

457 visits (past 60 days)

Copyedit ⓘ **EASY**

Fix spelling, grammar, and tone

Other users have noted these articles need work. Help make **Wikipedia** better for its **1M readers** each day.

Panel pomocy

Po rozpoczęciu edytowania, nowicjusze mogą uzyskiwać pomoc w miejscach innych, niż ich strony użytkowników

The screenshot shows a Wikipedia article titled "g Standards" with a help panel overlay titled "Get help with editing". The panel contains three sections: "Suggested edits" with a sub-section "Add links" and a "Step-by-step guide" link; "Ask your mentor for help" featuring user "Yoda101" with 762 edits and active 2h ago; and "General help with editing" with a search bar and "top links".

Below the article text, there is a table with the following data:

	49	50–54	55–59	60–64	65–69	70–74
20		3:25	3:35	3:50	4:05	4:20
25		3:30	3:40	3:55	4:10	4:25
25		3:30	3:40	3:55	4:10	4:25
25		3:30	3:40	3:55	4:10	4:25
25		3:30	3:40	3:55	4:10	4:25
25		3:30	3:40	3:55	4:10	4:25
25		3:30	3:40	3:55	4:10	4:25
25		3:30	3:40	3:55	4:10	4:25
30		3:35	3:45	4:00	4:15	4:30

Sugerowane tematy

- Nowicjusze chętniej edytują w tematyce odpowiedniej do ich zainteresowań.
- Współpracowaliśmy z zespołami Scoring and Search celem integracji modeli ORES z API silnika wyszukiwania.
- Gotowe do wykorzystania, m.in. w kampaniach edycyjnych!

The image shows two overlapping screenshots from the Wikimedia Foundation's editing interface. The background screenshot is the 'Select interests' dialog box, which prompts users to choose topics they are interested in editing. It lists various categories such as Culture, History and Society, Science, Technology, and Math, and Regions. The 'Culture' section is expanded, showing sub-topics like Architecture, Art, Comics and anime, Entertainment, Fashion, Literature, Music, Performing arts, TV and film, and Video games. The 'History and Society' section includes Biography (all), Biography (women), Business and economy, Education, Food and drink, History, Military and war, Philosophy and religion, Politics and government, Society, and Transportation. The 'Science, Technology, and Math' section includes Biology, Chemistry, Computers and internet, Earth and environment, Engineering, General science, Mathematics, Medicine and health, Physics, and Technology. The 'Regions' section includes Africa, Asia, Central America, Europe, North America, Oceania, and South America. A 'Done' button is visible in the top right corner. At the bottom, it says '345 articles found'.

The foreground screenshot is an 'Editační tipy' (Editor tips) card for the article 'Jeanette Eppsová'. It features a profile picture of Jeanette Eppsová, a woman with dark hair, smiling, with an American flag in the background. The card includes the following information:

- Biografie (ženy)** (Biography (women)) - Snadné, Středně obtížné (Easy, Medium difficulty)
- 31 z 200 tipů (31 of 200 tips)
- Jeanette Eppsová** - Jeanette J. Eppsová je americká letecká inženýrka a astronautka NASA.
- 12 návštěv čtenářů (za posl. 60 dní) (12 reader visits (in the last 60 days))
- Aktualizace článků** (Article updates) - STŘEDNĚ OBTÍŽNĚ (Medium difficulty)
- Aktualizace existujících článků (Updates to existing articles)
- Ostatní uživatelé navrhli vylepšení těchto článků. Pomozte vylepšit Wikipedii, ze které denně čerpá 1M čtenářů. (Other users have suggested improvements to these articles. Help improve Wikipedia, which is accessed daily by 1M readers.)