Article Feedback v5
Phase 1 Report
(PRELIMINARY FINDINGS)

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Article Feedback v5
Wikimedia Product Group

• *Goal 1*: engage readers to **contribute** to Wikipedia

• *Goal 2*: help editors **improve articles** on Wikipedia

• *Solution*: invite readers to provide **article feedback**

• *Process*: develop and test 3 different **feedback forms**

• *Research*: collect and analyze 4 different **data points**
Phase 1 Overview

• **Call to action:** Help improve this page

• **Inputs:** comments for all 3 forms + yes/no or rating

• **Scope:** 22,000+ articles on English encyclopedia (0.6%)

• **Outreach:** IRC chats, talk page, surveys, evaluations

• **Timeline:** launch in Dec. 2011, collect data in Jan. 2012

• **Next steps:** select/tweak final option in Feb., deploy in Mar.
Findings
Overall Findings

• 30,000+ feedback posts in first 6 weeks

• 73% of posts had comments

• 98% of posts were from anonymous users

• 64% of users surveyed like the feedback forms

• 45% of posts were found useful by at least 2 editors

Note: These findings are PRELIMINARY. Some numbers above are still approximate for this draft.
Feedback Forms
We tested 3 different forms in phase 1:

• **Option 1:** Find what you’re looking for?

• **Option 2:** Make a suggestion

• **Option 3:** Rate this article
Option 1: Did you find what you were looking for?

Help improve this article
Did you find what you were looking for?  Yes  No

What was most useful to you? How could this article be improved?

By posting, you agree to transparency under these terms.

Post your feedback

Features:
• simple question (e.g.: “find what you’re looking for?”)
• Yes / No buttons
• contextual prompts (e.g.: “what’s missing?”)
Option 2: Make a suggestion …

Features:

• **4 different tabs** (Suggestion, Praise, Problem, Question)
• **No rating, only comments**
• **contextual prompts** (e.g.: “what’s missing?”)
Option 3: Rate this article

Features:
• **Rating** (five-star scale)
• **Optional comments**
• **contextual prompts** (e.g.: “5 = very helpful”)
## Comparison - Overall

How do the three designs compare?

<table>
<thead>
<tr>
<th></th>
<th>Option 1</th>
<th>Option 2</th>
<th>Option 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Feedback volume (% of posts)</td>
<td>37%</td>
<td>35%</td>
<td>28%</td>
</tr>
<tr>
<td>Useful to editors (% of posts)</td>
<td>46%</td>
<td>44%</td>
<td>47%</td>
</tr>
<tr>
<td>Useful to users (% of posts)</td>
<td>66%</td>
<td>59%</td>
<td>66%</td>
</tr>
<tr>
<td>Useful to team (% of posts)</td>
<td>57%</td>
<td>36%</td>
<td>7%</td>
</tr>
</tbody>
</table>

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## Comparison - Volume

How do the three designs compare?

<table>
<thead>
<tr>
<th></th>
<th>Option 1</th>
<th>Option 2</th>
<th>Option 3</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total Posts</strong></td>
<td>10,540</td>
<td>7,677</td>
<td>5,542</td>
</tr>
<tr>
<td><strong>% of Total</strong></td>
<td>44%</td>
<td>32%</td>
<td>23%</td>
</tr>
<tr>
<td><strong>Posts for study</strong></td>
<td>2,565</td>
<td>2,133</td>
<td>1,336</td>
</tr>
<tr>
<td><strong>% of Total</strong></td>
<td>42%</td>
<td>35%</td>
<td>22%</td>
</tr>
</tbody>
</table>

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Graph – Team Favorites

Article Feedback - Team Survey (preliminary)
Which of feedback form is most useful to you?

<table>
<thead>
<tr>
<th>Option</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Option 1 - Did you find what you were looking for?</td>
<td>57.1%</td>
</tr>
<tr>
<td>Option 2 - Make a suggestion</td>
<td>35.7%</td>
</tr>
<tr>
<td>Option 3 - Rate this article</td>
<td>7.1%</td>
</tr>
</tbody>
</table>

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