NOTIFICATIONS
('ECHO')

PROJECT OVERVIEW

Wikimedia Foundation
Editor Engagement Team

08/10/2013
Why notifications?

We created this tool to:

• inform you of **new activity**
• invite you to **take action**
• unify your **user experience**
Tamalpais Valley, California

From Wikipedia, the free encyclopedia

"Big Coyote, California" redirects to California.

Tamalpais Valley (also known as "Coyote Valley" or "Coyote Hollow") is a valley in Marin County, California. [3]

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Land

Tamalpais Valley is located at 37°53′19″N 122°32′23″W and is about 509 acres in size, with an elevation of 108 feet (33 m). [3] The nearest cities are Mill Valley 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) passes through the valley.
Mary Dunlap and 1 other posted on your talk page.
"Great article on Tam Valley!"
6 minutes ago | View changes

Mary Dunlap thanked you for your edit on Tamalpais Valley
"Does anyone have references about Coyote Ridge?"
11 minutes ago | View changes

Fabrice Florin mentioned you on Talk: Tamalpais Valley
"Here are some tips on Coyote Ridge, to improve your Tam Valley Page."
35 minutes ago | View changes

Your edit on User: Mary Dunlap has been reverted by Fabrice Florin. Show changes
44 minutes ago

Welcome to Wikipedia, Jane Finch! We're glad you're here.
13 hours ago
Notifications

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

* English Wikipedia only
Hi Fabrice Florin,
Here's a summary of today's activity on Wikipedia for you.

Talk page

 glyphicon glyphicon-comment Kaldari left a message on your talk page.

Thanks

 glyphicon glyphicon-smile Bsitu thanked you for your edit on Golden-crowned Sparrow.

Edit revert

 glyphicon glyphicon-refresh Your edit on Golden-crowned Sparrow has been reverted by Vbamba.

View all notifications

To control which emails we send you, check your preferences
Wikimedia Foundation, 149 New Montgomery St., 3rd Fl., San Francisco, CA 94105.
Notifications

TODAY

- Mary Dunlap and 1 other posted on your talk page. "Great article on Tam Valley!"
  6 minutes ago | View changes

- Mary Dunlap thanked you for your edit on Tamalpais Valley. "Does anyone have references about Coyote Ridge?"
  11 minutes ago | View changes

- Fabrice Fiorin mentioned you on Talk: Tamalpais Valley. "Here are some tips on Coyote Ridge, to improve your Tam Valley Page."
  35 minutes ago | View changes

- Your edit on User: Mary Dunlap has been reverted by Fabrice Fiorin. Show changes
  44 minutes ago

YESTERDAY

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

For information about the settings on this page, see Help:Preferences.

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Email options

Send me: Individual notifications as they come in
Send to: ffiorin@wikimedia.org (Change email address)
Email format: HTML

---

Notify me about these events

<table>
<thead>
<tr>
<th>Event</th>
<th>Web</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>Talk page message</td>
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</tr>
<tr>
<td>Thanks</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Mention</td>
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<td>Page review</td>
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<td>✓</td>
</tr>
<tr>
<td>Edit revert</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

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New message indicator

- Show talk page message indicator in my toolbar

Save | Restore all default settings
Key features

- badge
- flyout
- archive
- emails
- preferences
- mark all as read
- bundling
Demo

- talk

- mention

- thanks
Metrics

First findings from first 3 months on English Wikipedia:

• **1.2 million notifications**

• **19 million users served**

Notifications by category

From 1.2 million notifications served in first 3 months (May 1 - July 31, 2013)
Source: Wikimedia Foundation metrics dashboards: ee-dashboard.wmflabs.org/dashboards/enwiki-features
Metrics dashboards

Daily notifications by category

From 1.2 million notifications served in first 3 months (May 1 - July 31, 2013)
Source: Wikimedia Foundation metrics dashboards: ee-dashboard.wmflabs.org/dashboards/enwiki-features
A/B Test results

New users who received Echo notifications …

• **made more edits** (~ 2.4 %)
• **were reverted a bit more** (~ 2%)
• **were blocked a bit more** (~ 1%)

Based on a week-long A/B test of new user activity on English Wikipedia (June 11-17).
See report on Meta: Research:Notifications/Experiment_1/Results
Based on a three-month user survey on English Wikipedia (May 1-July 31).
See live results: ur1.ca/euk0g
Our features encourage positive feedback loops and productive collaborations on Wikipedia.
Next steps

• 1st release to **other languages**: August 20
  - French Wikipedia
  - Polish Wikipedia
  - Portuguese Wikipedia
  - Swedish Wikipedia

• 2nd release on **more wikis**: September 17

• **mobile** and **multimedia** notifications

• support other **developers** and **projects**

• next projects: **Flow, Multimedia**
Learn more:

mediawiki.org/wiki/Echo

Editor Engagement Team
Wikimedia Foundation