

task

type	"string"				
enum	<table border="1"><tr><td>0</td><td>"gettingstarted"</td></tr><tr><td>1</td><td>"returnto"</td></tr></table> <p>OBJECT, 2 PROPERTIES</p>	0	"gettingstarted"	1	"returnto"
0	"gettingstarted"				
1	"returnto"				
description	"To delineate the two funnels for edit, submit, and save actions"				

OBJECT, 3 PROPERTIES

properties

Event Logging Workshop

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March 7, 2013

<http://bit.ly/ELWorkshop>

Program

1.30-3.00. EventLogging tutorial

- Intro and rationale (*Dario*)
- From an idea to a data model: Designing a schema (*Maryana*)
- Instrumenting code, collecting and validating EventLogging data (*Ori*)
- Accessing, QA'ing and analyzing EventLogging data (*Dario*)

3.00-3.30 Coffee break

- Coffee, cookies and snacks

3.30-5.00 Hacking session

- Hands-on session to learn how to use EventLogging

Service announcements

IRC channel

#wikimedia-e3 @ freenode.net

Streaming/recording

You're on the air (1.30-3pm)

<http://www.youtube.com/watch?v=ZBuTjI0lh9Y>

Mailing list

Sign up at <http://bit.ly/EL-News>

Introduction and rationale

What we do





Experiments

The following pages hold the *methodology, experimental design and results* of each experiment. For technical information and UX design documentation please view our [E3 hub on MediaWiki.org](#). For a short *overview of the results* of completed experiments check out [this page](#).

Active

-  [Research:Onboarding new Wikipedians](#)
-  [Research:Account creation UX](#), including [campaigns to drive registration](#)

Planned

-  [Research:Section edit modification](#)
-  [Research:Improve your edit](#)
-  [Research:Wikimania unconference experiment](#) (suppress cleanup templates)
-  [Research:Left-hand navigation](#)

Complete

-  [Research:Donor engagement](#)
-  [Research:Community portal redesign](#)
-  [Research:Post-edit feedback](#)
-  [Template A/B testing](#)
-  [Research:Necromancy](#)
-  [Research:Timestamp position modification](#)
-  [Research:Editor milestones](#)

Editor Engagement Project

Editor Engagement Experiments

project leads

Munaf Assaf

Wikimedia Foundation

Ryan Faulkner

Wikimedia Foundation

Matt Flaschen

Wikimedia Foundation

Ori Livneh

Wikimedia Foundation

S Page

Wikimedia Foundation

Dario Taraborelli

Wikimedia Foundation

Steven Walling

Wikimedia Foundation

start

2012-April



Editor engagement initiatives

Typical problems

How many new users complete a funnel?

How many users fail to complete an edit?

Is the conversion rate of a new experimental feature significantly higher than a control?

What is the breakdown by user segment in the adoption of a feature?

open source
usable
scalable
transparent

Web analytics

for rapid prototyping
and A/B testing

High-quality, granular data to measure how users interact with features and the UI.

client-side events:

clicks

impressions

bucketing events

errors

server-side events:

transactions

Third-party solutions

The logo for Google Analytics, featuring the word "Google" in its signature multi-colored font (blue, red, yellow, green, red) followed by the word "Analytics" in a grey, sans-serif font.

Legacy solutions



WIKIPEDIA
USABILITY INITIATIVE

Legacy solutions

Extension:ClickTracking

This feature is used to track users' navigation around the wiki by logging each click they make. It has a couple of API modules.

ClickTracking was developed specifically to be run as part of the Beta rollout (of the Vector skin and Enhanced editing toolbar in 2010) on Wikimedia wikis; it may or may not be useful to third-party users. The extension can of course be run on non-WMF wikis, but documentation is very limited.

ClickTracking logs the user's edit counts using functionality and a database table implemented by [Extension:UserDailyContribs](#), so you need to install that as well.

This extension has been migrated from [Extension:UsabilityInitiative](#). During this migration this extension was ported to make use of ResourceLoader functionality, making it only compatible with MediaWiki 1.17+.

If you are upgrading from the UsabilityInitiative (MediaWiki 1.16 compatible) version, you may need to pay attention to the change in naming for configuration variables.

See [README](#)  for an example.

ClickTracking: issues

1. scalability

*** action=clicktracking ***

Track user clicks on JavaScript items

This module requires read rights

Parameters:

- | | |
|------------------|--|
| eventid | - string of eventID
This parameter is required |
| namespace number | - the namespace number being edited
This parameter is required |
| token | - unique edit ID for this edit session
This parameter is required |
| redirectto | - URL to redirect to (only used for links that go off the page) |
| additional | - additional info for the event, like state information |

ClickTracking: issues

2. flexibility

Log format

Clicktracking data is logged using the following, tab-separated format:

```
enwiki ext.articleFeedbackv5@0-option1-impression-bottom 20120113013257 0
w4dtyfWSw714KsgmMAAkdC7isy8CmHvP9 0 0 0 0 Pokémon|274278
```

Log format specification

1. database name (e.g. enwiki or ptwikisource)
2. event name (as documented above)
3. timestamp (in YYYYMMDDhhmmss format)
4. user category: 1 for logged in users, NULL for anons
5. user token: an anonymous token replacing user names or IP addresses
6. namespace
7. lifetime edit count (logged in only)
8. 6-month edit count (logged in only)
9. 3-month edit count (logged in only)
10. last month edit count (logged in only)
11. additional data (page title, rev_id)

ClickTracking: issues

2. flexibility

event names

ext.articleFeedbackv5@4-option3-cta_learn_more-button_click-overlay

additional data

e90RMgpyyOjKArMiyFUadnI1LgqkPXSU|http://en.wikipedia.org/wiki/Main_Page|Foo

ClickTracking: issues

3. data modeling

No mechanism for data validation

ClickTracking: issues

3. data modeling

Limited support for data
documentation and provenance

ClickTracking: issues

4. data-centric collaboration

Product managers

Data analysts

Engineers

UX designers

EventLogging: design principles

Support getting *desired metrics*, not simply *all available metrics*

Provide data provenance/ enable long-term use of data

Support data-centric collaboration: using a wiki for data modeling

Support versioning/permit data sets to be compared

Support transparency/community scrutiny

Do not capture every action on site, but rich, well-documented data that fit the question

Enforce lightweight client and server-side validation

Creates a contract between data analyst, product manager, engineer around data definitions

Simplify access to data, QA and data analysis

Next

- From an idea to a data model: Designing a schema (*Maryana*)
- Instrumenting code, collecting and validating EventLogging data (*Ori*)
- Accessing, QA'ing and analyzing EventLogging data (*Dario*)