

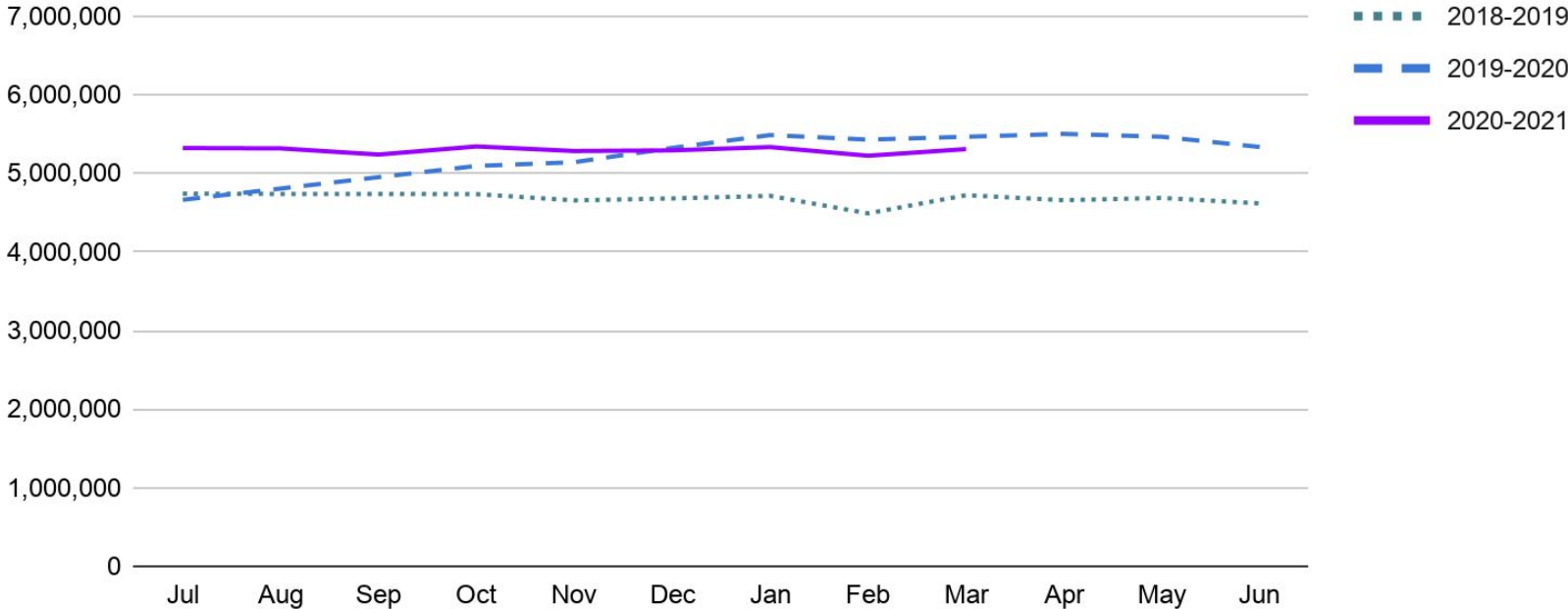
Understanding Wikipedia Android Mobile App Users

**Geographic Data, Editing Activity and
Platform Comparison**

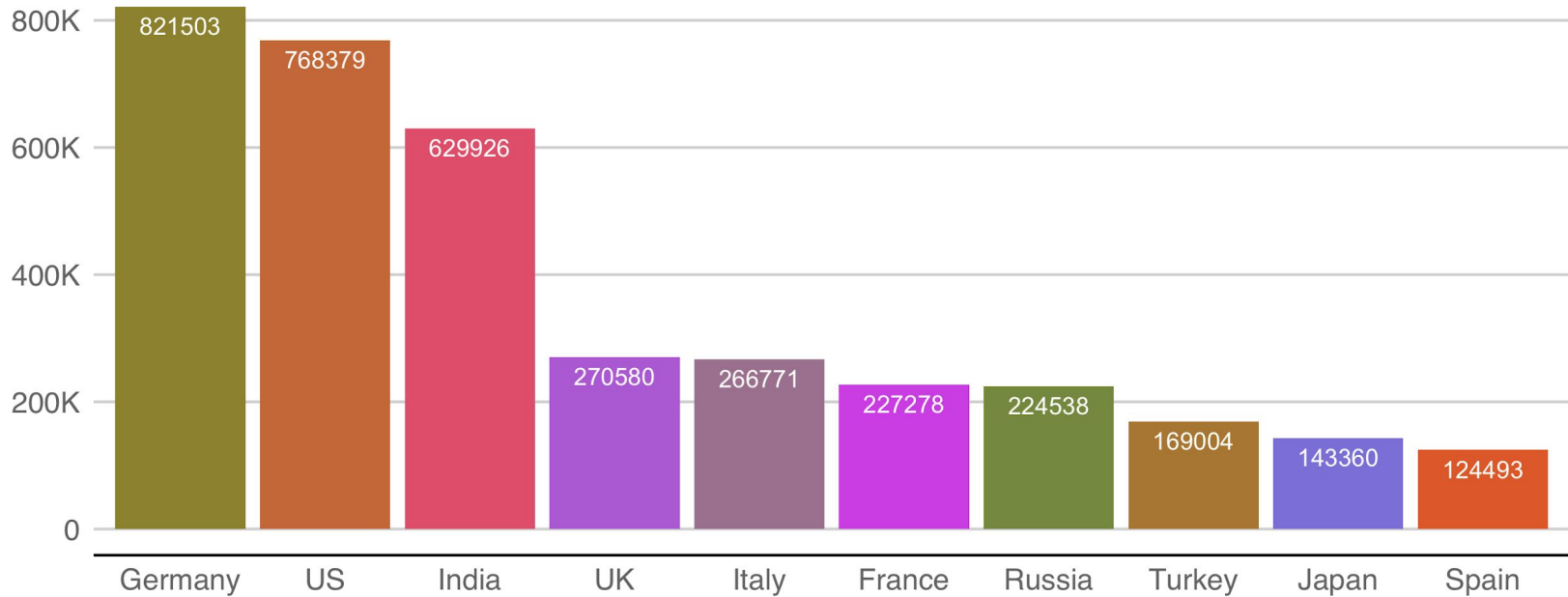


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Android Mobile App Monthly Active Users



Android Mobile App Downloads Top 10 Countries 2020

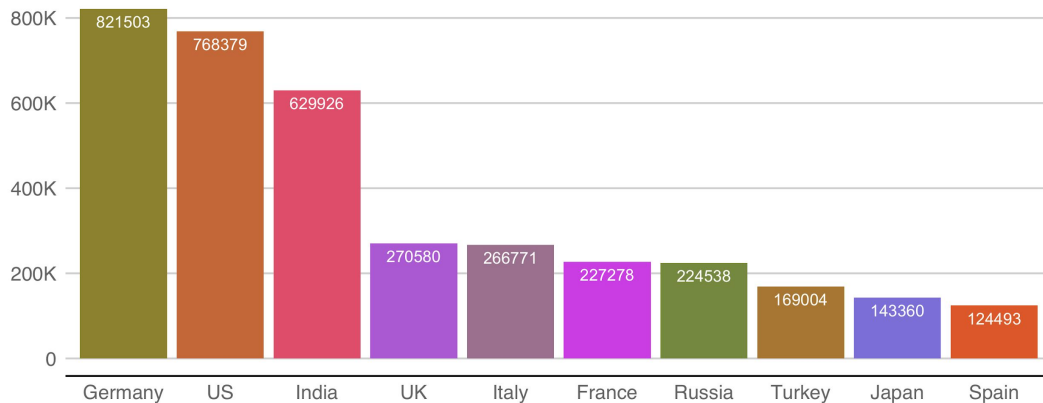


All countries / regions total downloads: 6,249,171

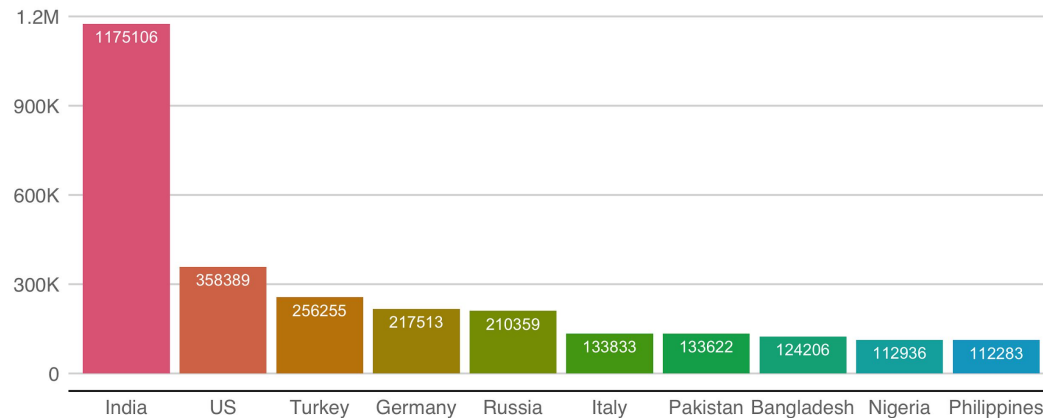
Data from 01/01/2020 - 12/31/2020

Comparing Android Mobile App Downloads by Country

Android Downloads By Top 10 Countries 2020

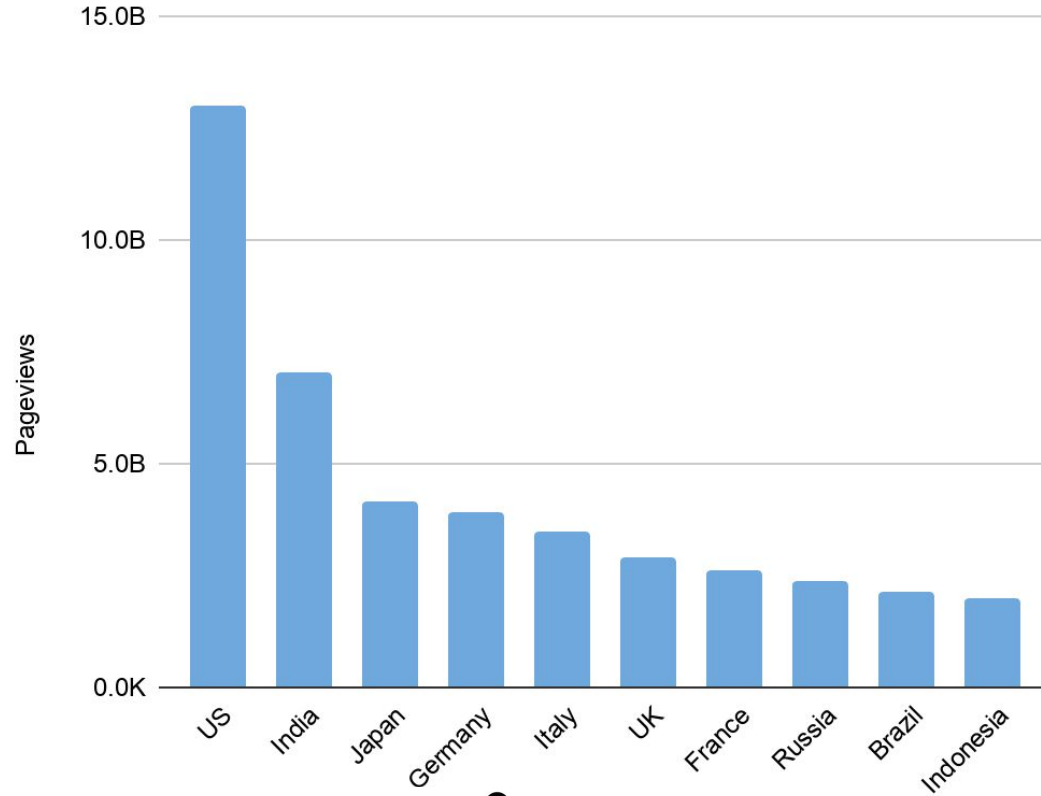


Android Downloads By Top 10 Countries 2019-2020

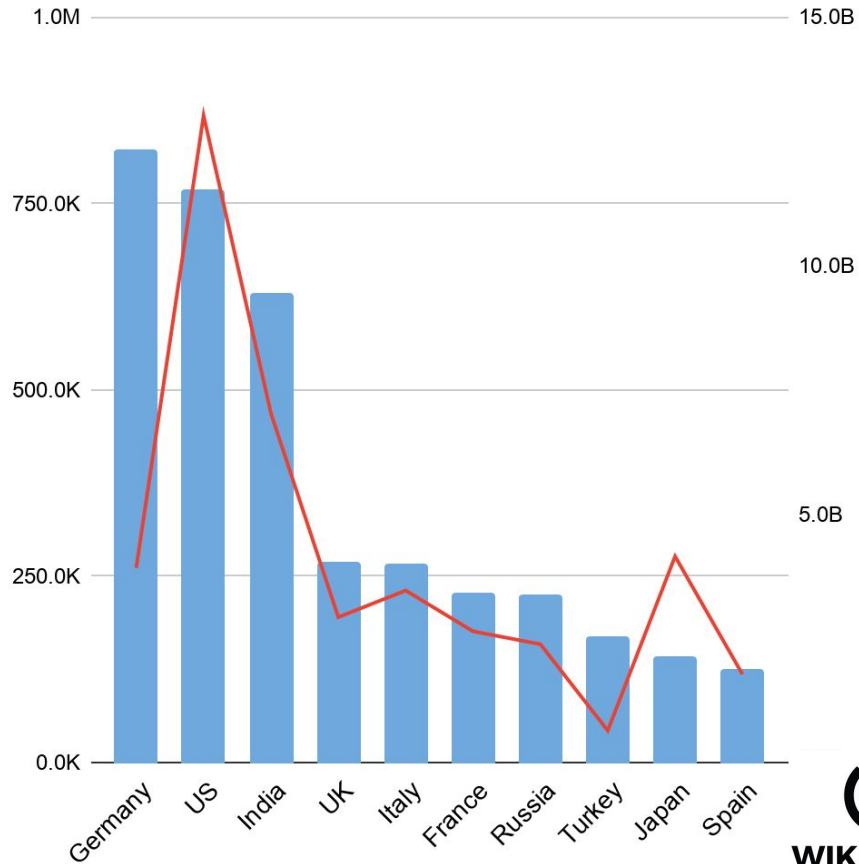


All countries / regions	
2020	6,680,727
2019	4,585,592

Android Mobile App Pageviews by Top 10 Countries 2020



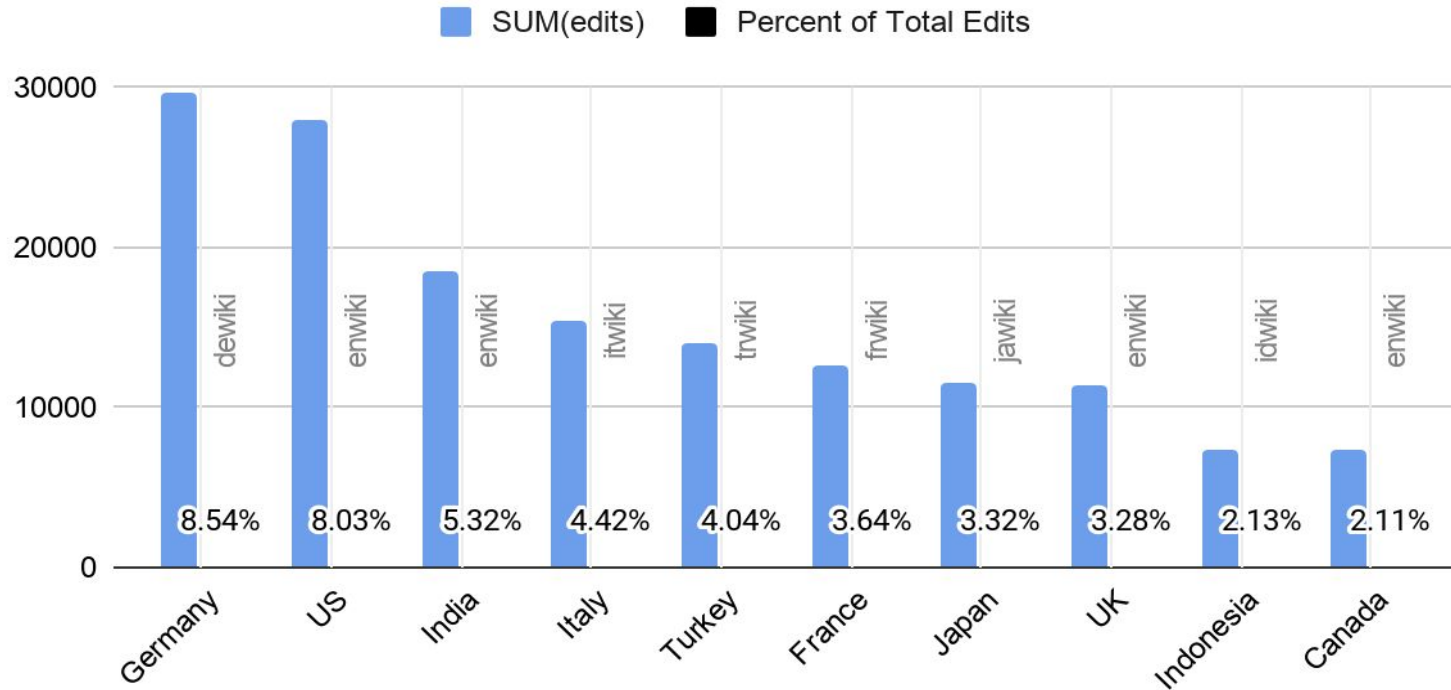
Android Mobile App Pageview/Download Ratio Top 10 Origin Countries 2020



Average Pageview per User (30 Day Sample)	
Country	PV per User
UK	25.6
Japan	20.8
US	19.6
Italy	18.9
Germany	16.1
France	15.0
Russia	13.2
Spain	11.4
Turkey	6.7

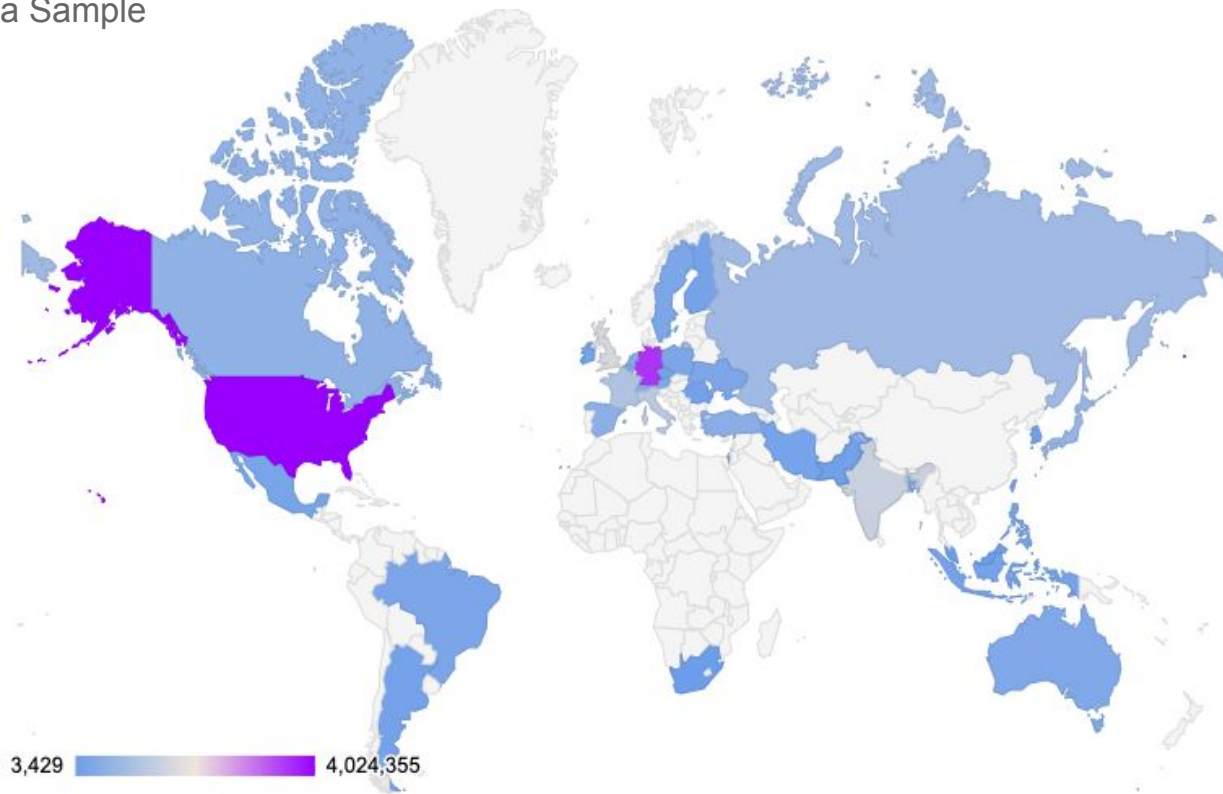
Android Mobile App Pageviews by Wiki/Country

90 Day Data Sample



Android Mobile In-App Events by Country

30 Day Data Sample

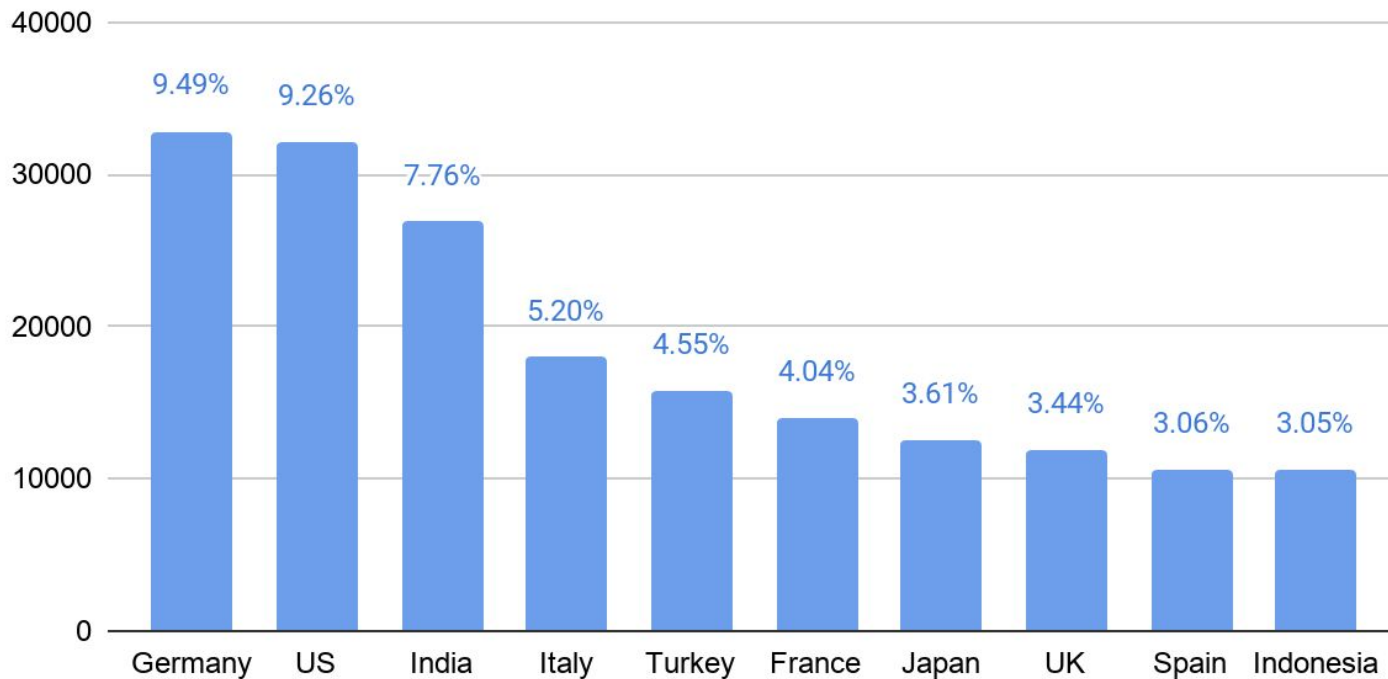


Android Mobile In-App Edits



Android Mobile In-App Edits by Country

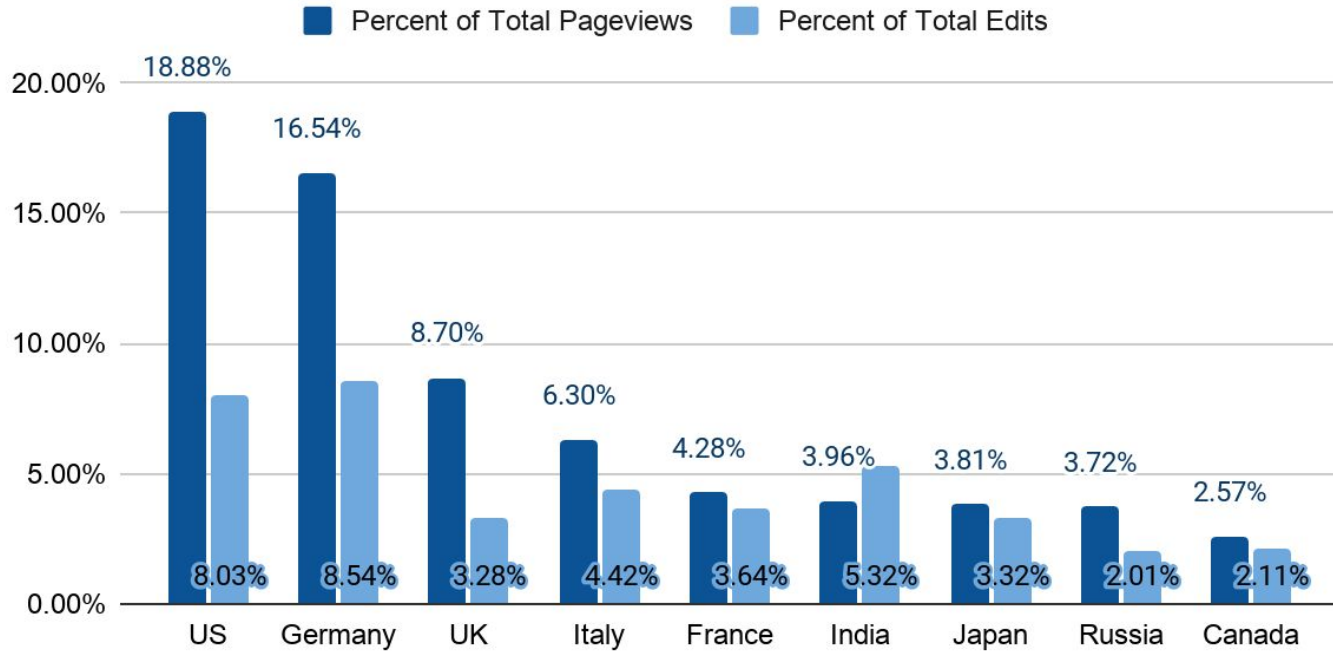
Percent of Total Edits - 90 Day Data Sample



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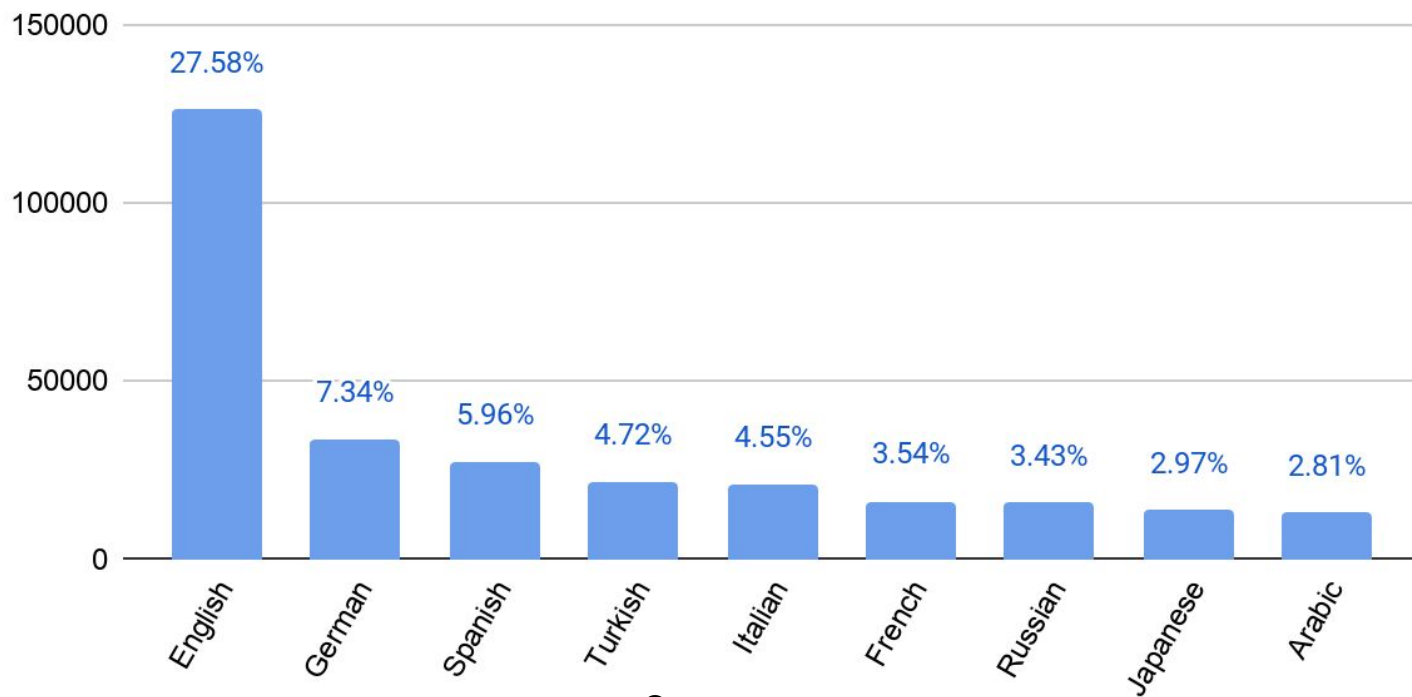
Android Mobile In-App Edits/Pageviews by Country

90 Day Data Sample



Android Mobile In-App Edits by Language 2020

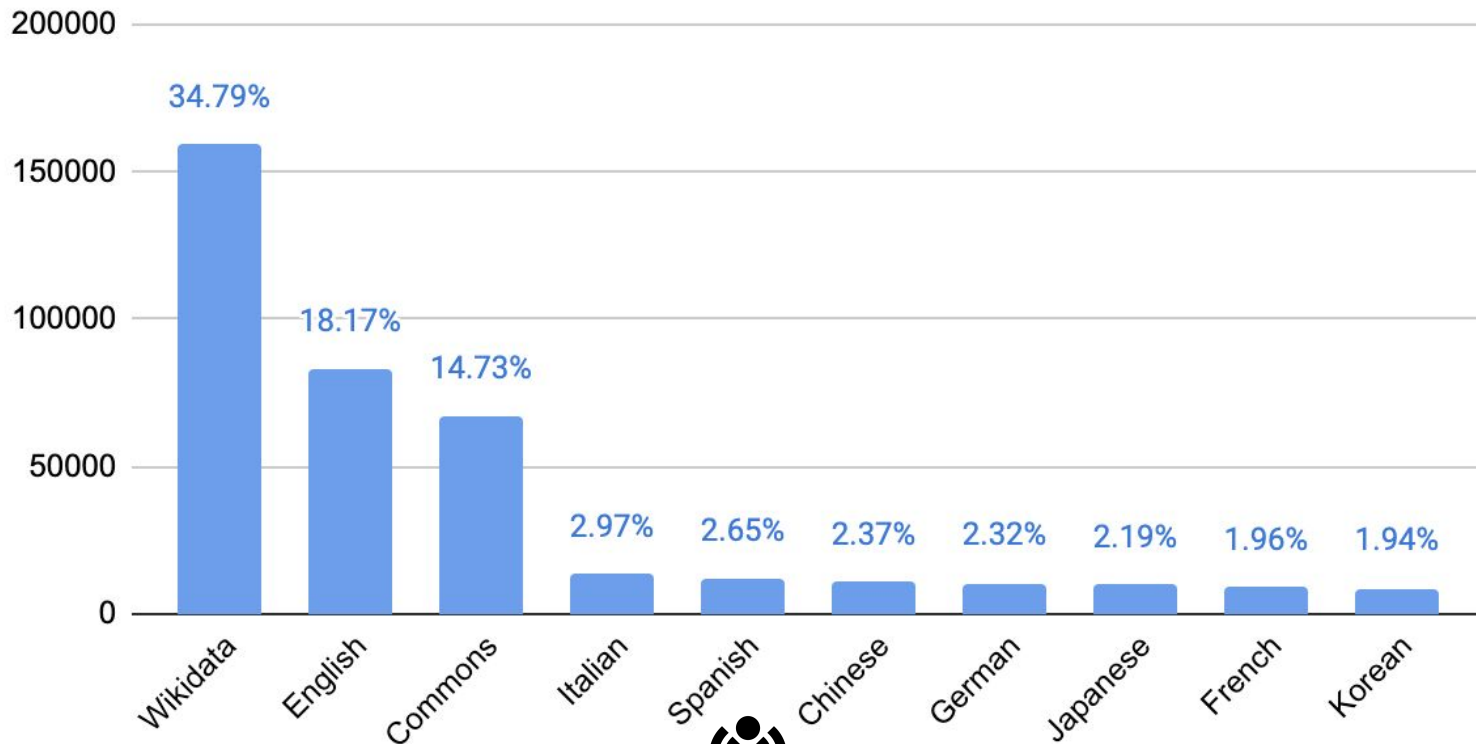
Percent of total edits



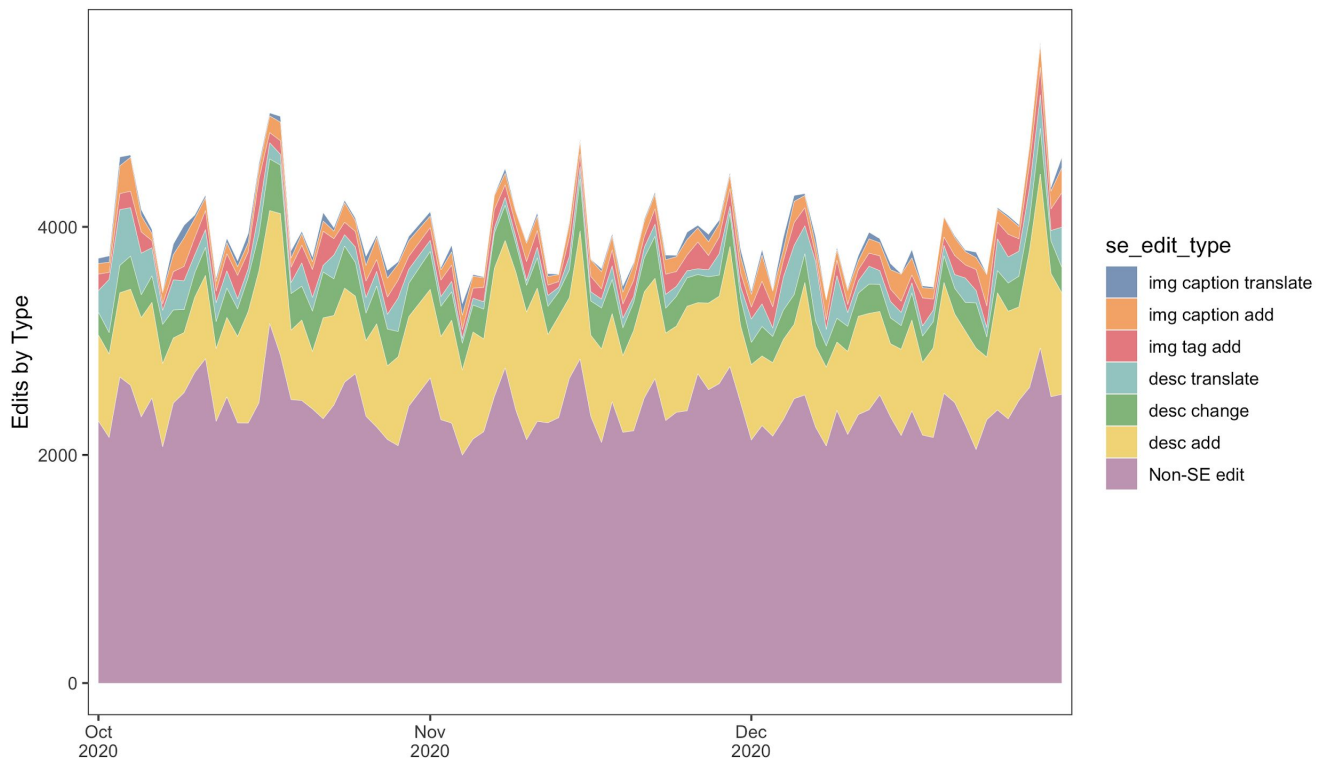
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Android Mobile In-App Edits by Wiki 2020

Percent of Total Edits

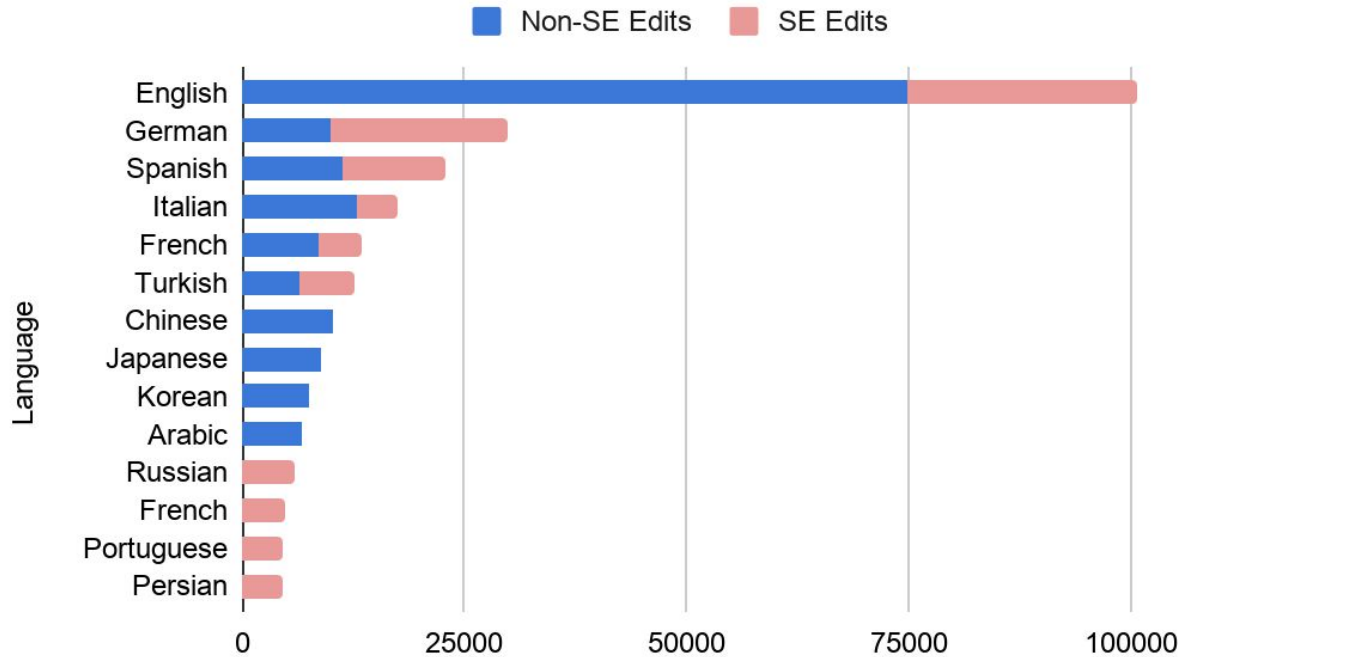


Android Mobile Suggested Edits by Type Daily



Android Suggested Edits vs. Non-Suggested Edits by Language

90 Day Data Sample



Android Suggested Edits vs. Non-Suggested Edits by Wiki

Suggested Edits by wiki	% of Total Edits
wikidatawiki	75.52%
commonswiki	24.48%

Non-SE Edits by wiki	% of Total Edits
enwiki	36.20%
itwiki	6.26%
eswiki	5.45%
zhwiki	4.96%
dewiki	4.82%
jawiki	4.30%
frwiki	4.18%
kowiki	3.69%
arwiki	3.29%
trwiki	3.17%



Android Mobile Frequency of Suggested Edits by Type and by Country

Country	% of Description Edits	Count Edits
Germany	22.06%	10100
India	4.84%	2216
United States	4.73%	2165
Italy	4.59%	2103
Turkey	4.27%	1955
Spain	3.72%	1703
Mexico	3.53%	1616
Russia	3.36%	1538
France	3.30%	1509
Poland	2.84%	1299

Country	% of Commons (image) Edits	Count Edits
India	13.74%	621
Italy	9.60%	434
United States	8.94%	404
France	7.81%	353
Turkey	7.30%	330
Austria	6.75%	305
Germany	4.73%	214
Portugal	4.16%	188
Pakistan	2.85%	129
Iran	2.81%	127

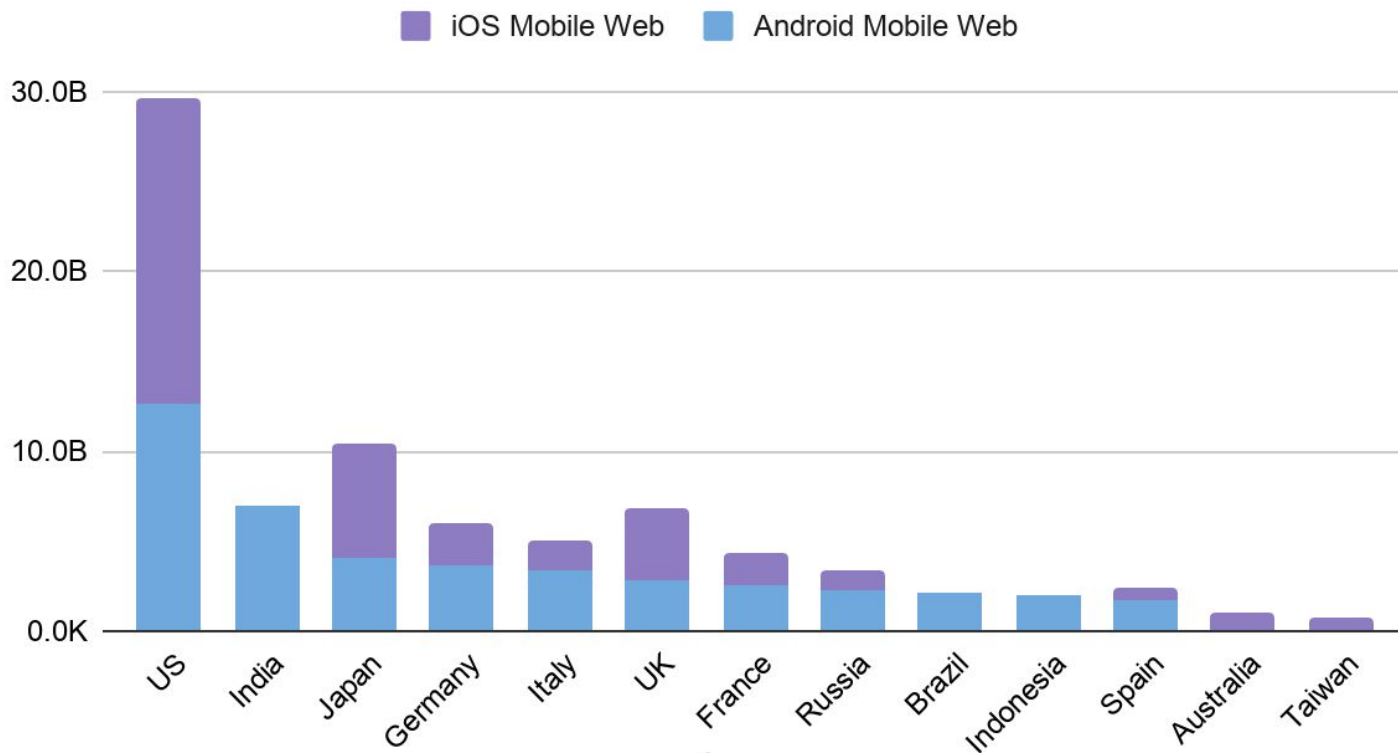


Platform Comparison: Android Mobile App, iOS Mobile App and Mobile Web

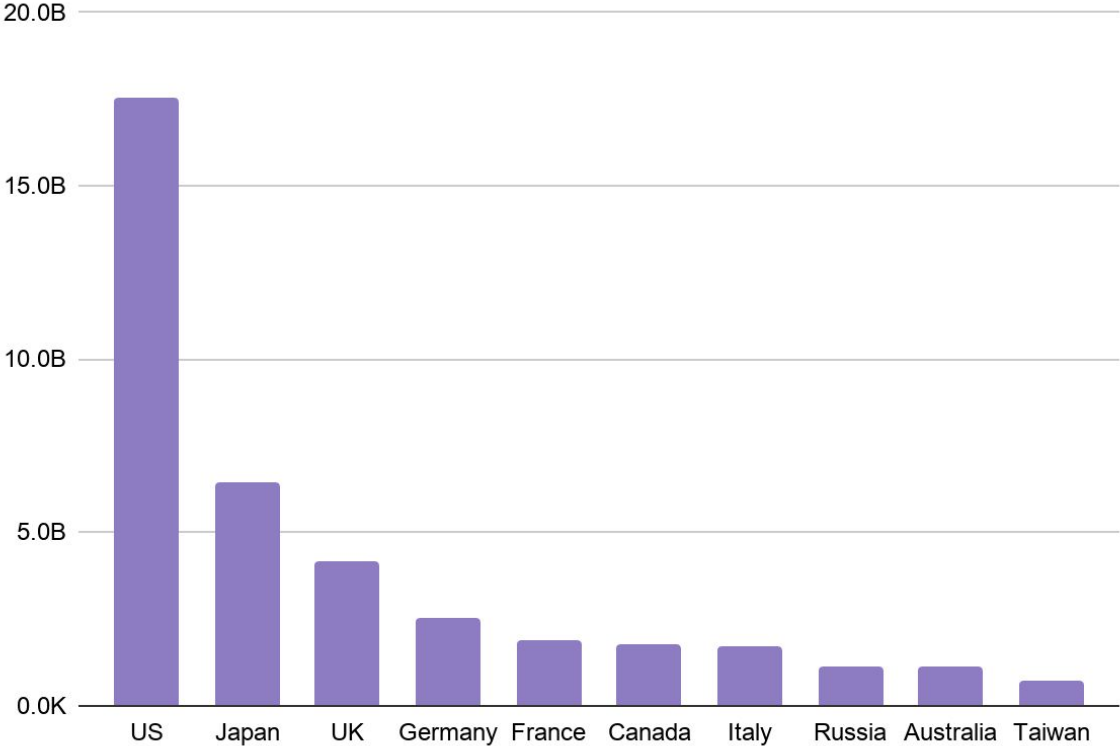


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Mobile Web Pageviews by OS and Top 10 Country 2020

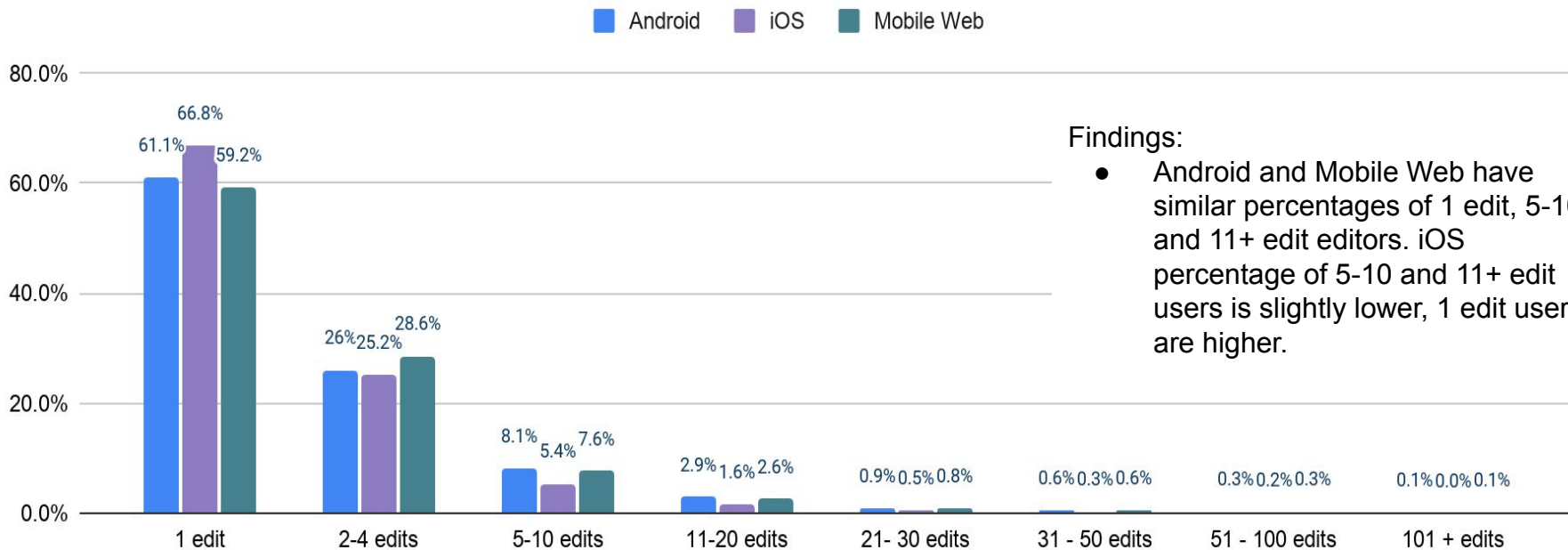


iOS Mobile App Pageviews by Top 10 Country 2020



Distribution of Edit Frequency per Editor by Platform

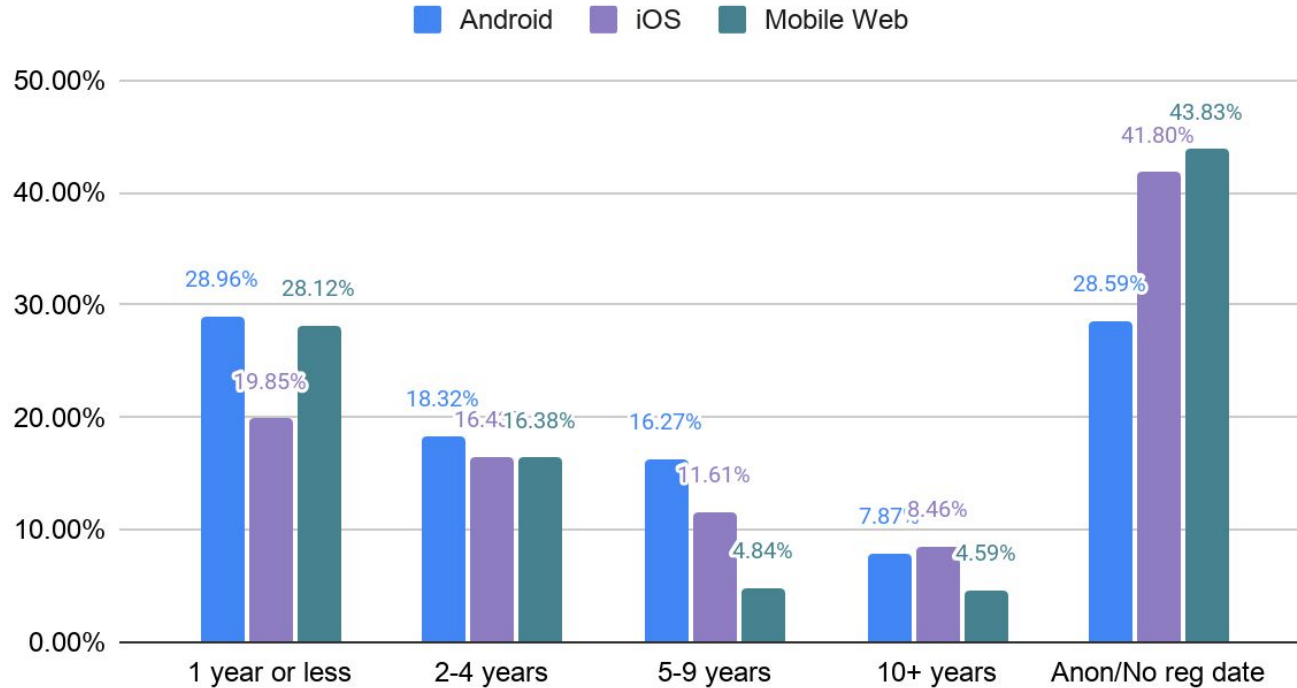
30 Day Data Sample



Findings:

- Android and Mobile Web have similar percentages of 1 edit, 5-10 and 11+ edit editors. iOS percentage of 5-10 and 11+ edit users is slightly lower, 1 edit users are higher.

Distribution of Edits by Editor Age by Platform



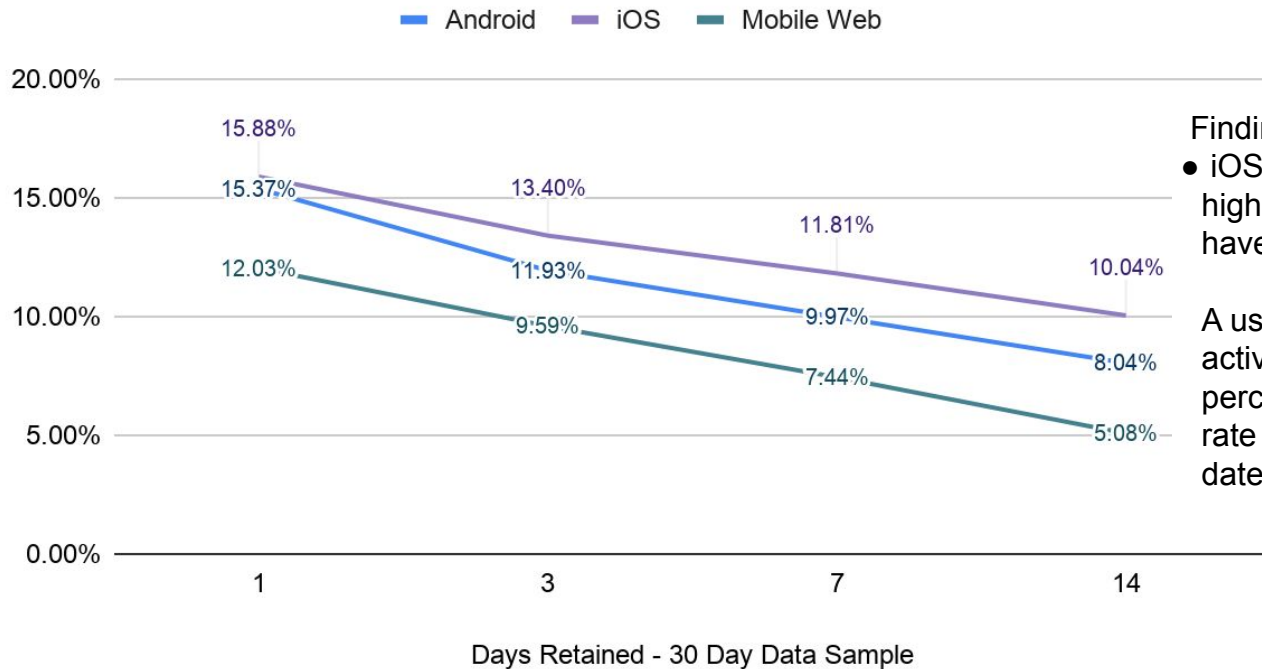
Anon vs. Logged In Editors & Edit Revert Rate by Platform

Android Edits	Percent of total edits	Revert Rate
Logged In	73.11%	7.44%
Anon	26.89%	32.04%

iOS Edits	Percent of total edits	Revert Rate
Logged In	60.44%	7.81%
Anon	39.56%	40.13%

Mobile Web Edits	Percent of total edits	Revert Rate
Logged In	56.95%	11.59%
Anon	43.05%	38.63%

Editor Retention by Platform



Findings:

- iOS average editor retention is slightly higher than Android. Mobile Web editors have lowest retention rates.

A user counts as retained if they were active on or after a specific day, the percent shown is the average retention rate across all of user cohorts by first edit date.