

*Everything you Know about Mobile is
~~Wrong~~Right: Reading and Editing
Pattern Variation Between User Types*

Oliver Keyes, Research Analyst, Wikimedia Foundation

okeyes@wikimedia.org

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Disclaimer

The following presentation contains data visualisations and unrestrained speculation. It is not suitable for scientists, people with heart conditions, or people who take themselves or me too seriously.

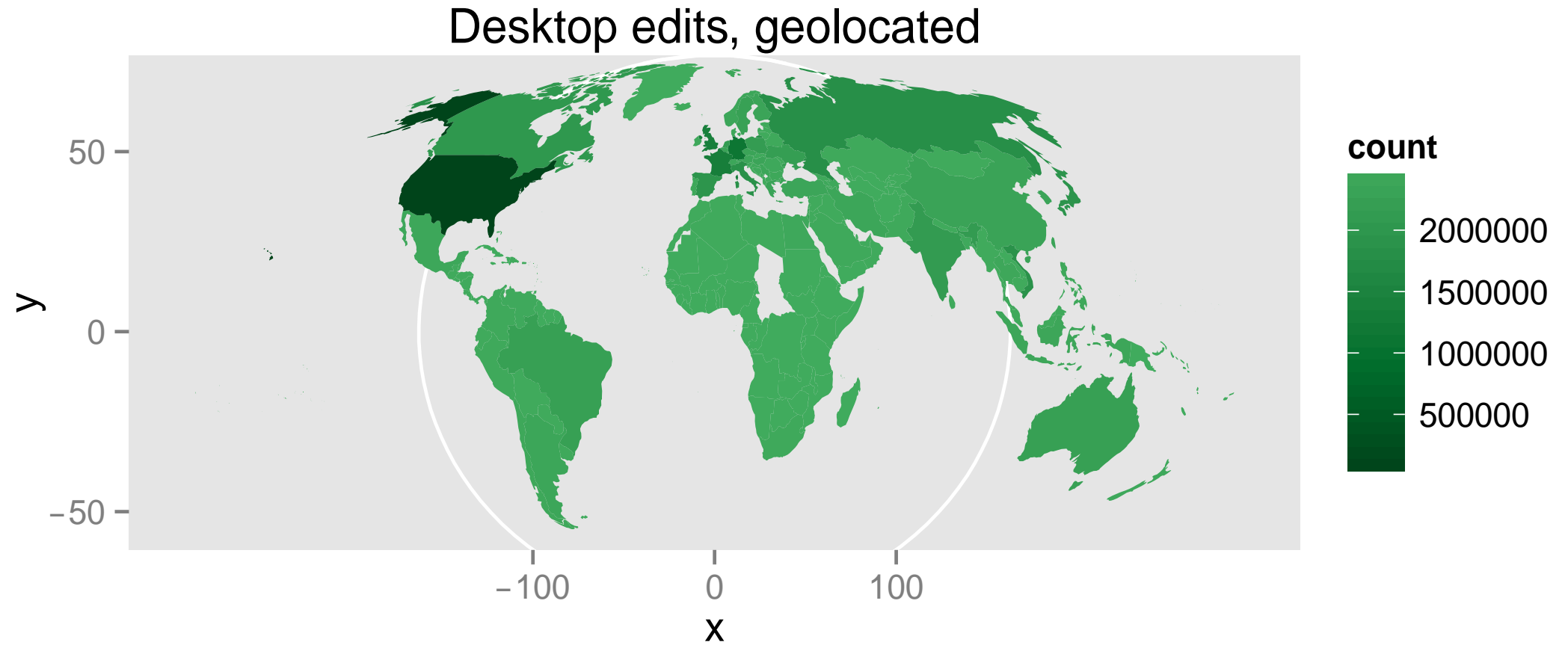
/WHOIS

- WMF researcher
 - Wikipedian
 - <http://blog.ironholds.org>
 - Likes: Geolocation, Hadoop, R, long walks in the park
 - Dislikes: unquoted TSVs, other peoples' Python, haters
-

Did you say...*geolocation*?

- Yes, mysterious voice from the sky! Geolocation!
 - Have pygeoip, will travel
 - Country code, region, city
-

So we can do things like this!



I have a bad feeling about this

- (You aren't gonna say you have a bad feeling about this, are you? I hate it when you say that)
- Strong privacy protections
- Only accessible to NDAd staffers
- No release of raw results
- Oliver's Law of Geodata:

If your dataset is granular enough for me to hit someone's house with a drone...it's too granular.

What if we could get more than just where the user lived?

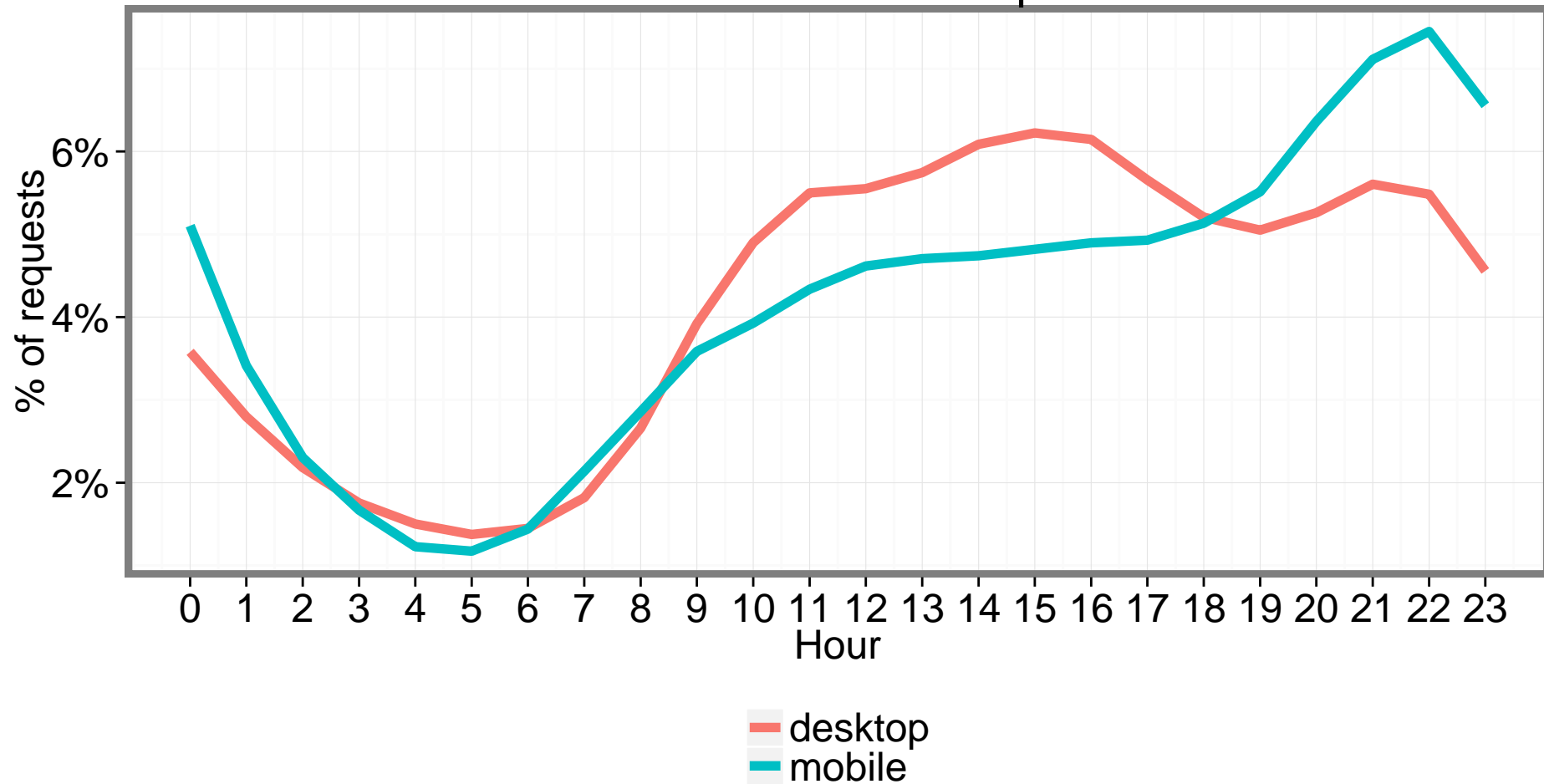
- What if we could get....
 - *puts pinky to lip*
 - *When* they lived?!
 - As well as country/city, we can get timezone
 - Filter by metadata, look for interesting variations, Robert is ambiguously either your father or mother's brother.
-

Reader variations

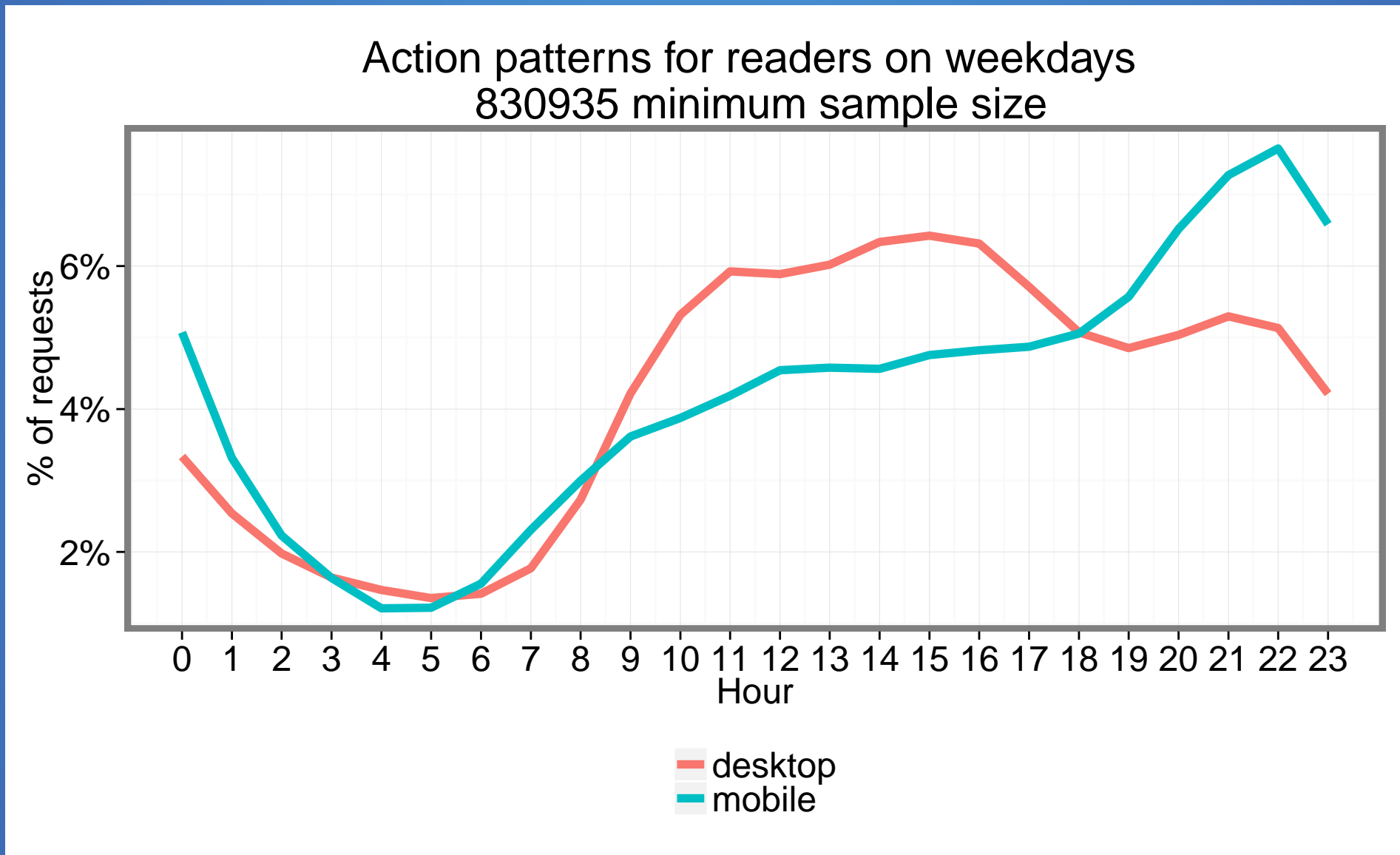
- When do people read?
 - Requests for text/html pages in August 2014
 - 3.8m total observations
-

Read actions, globally, in local time

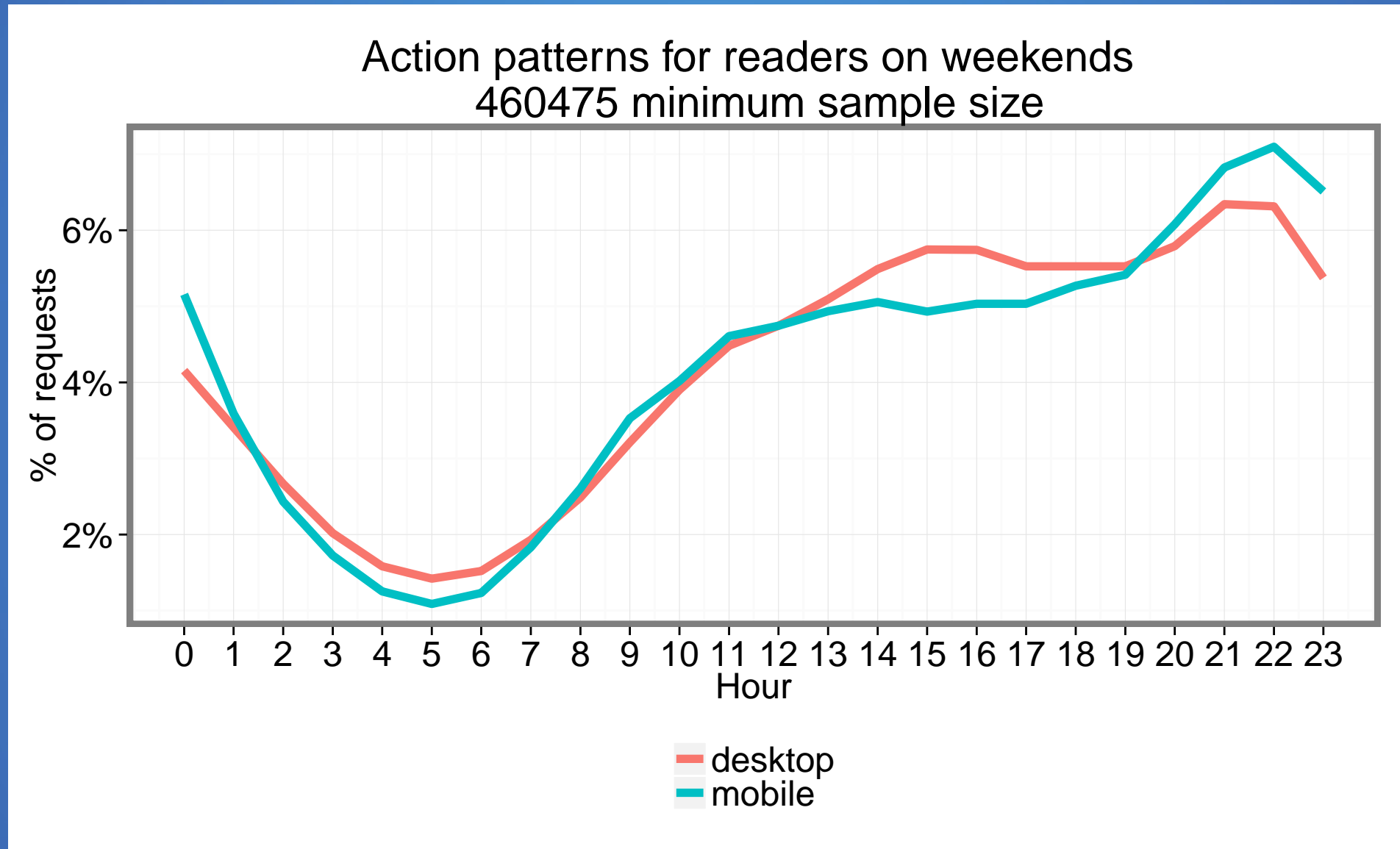
Action patterns for readers
1291410 minimum sample size



Weekday read actions, globally, in local time



Weekend read actions, globally, in local time



Reader conclusions

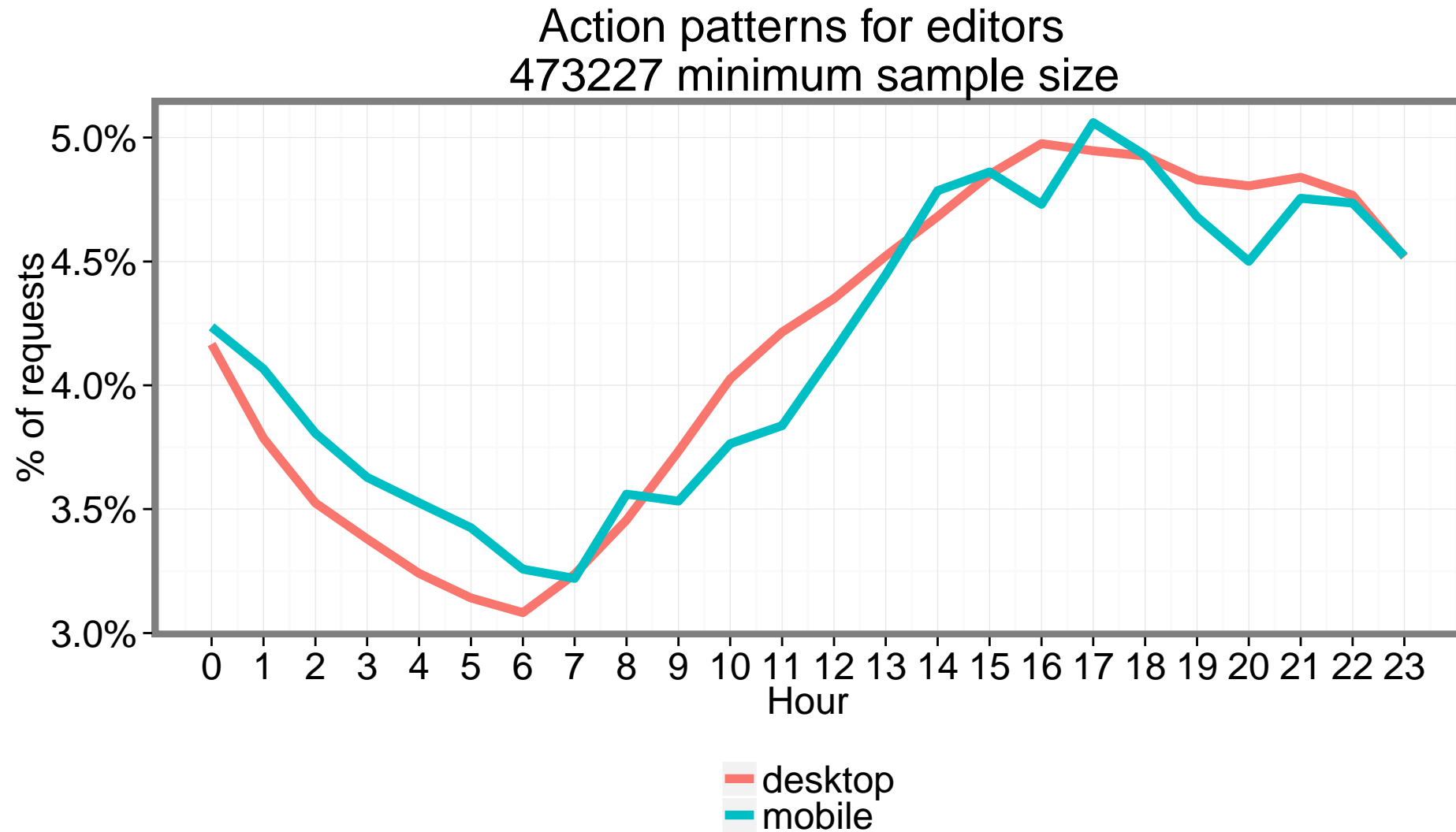
- Mostly that mobile stereotypes are true



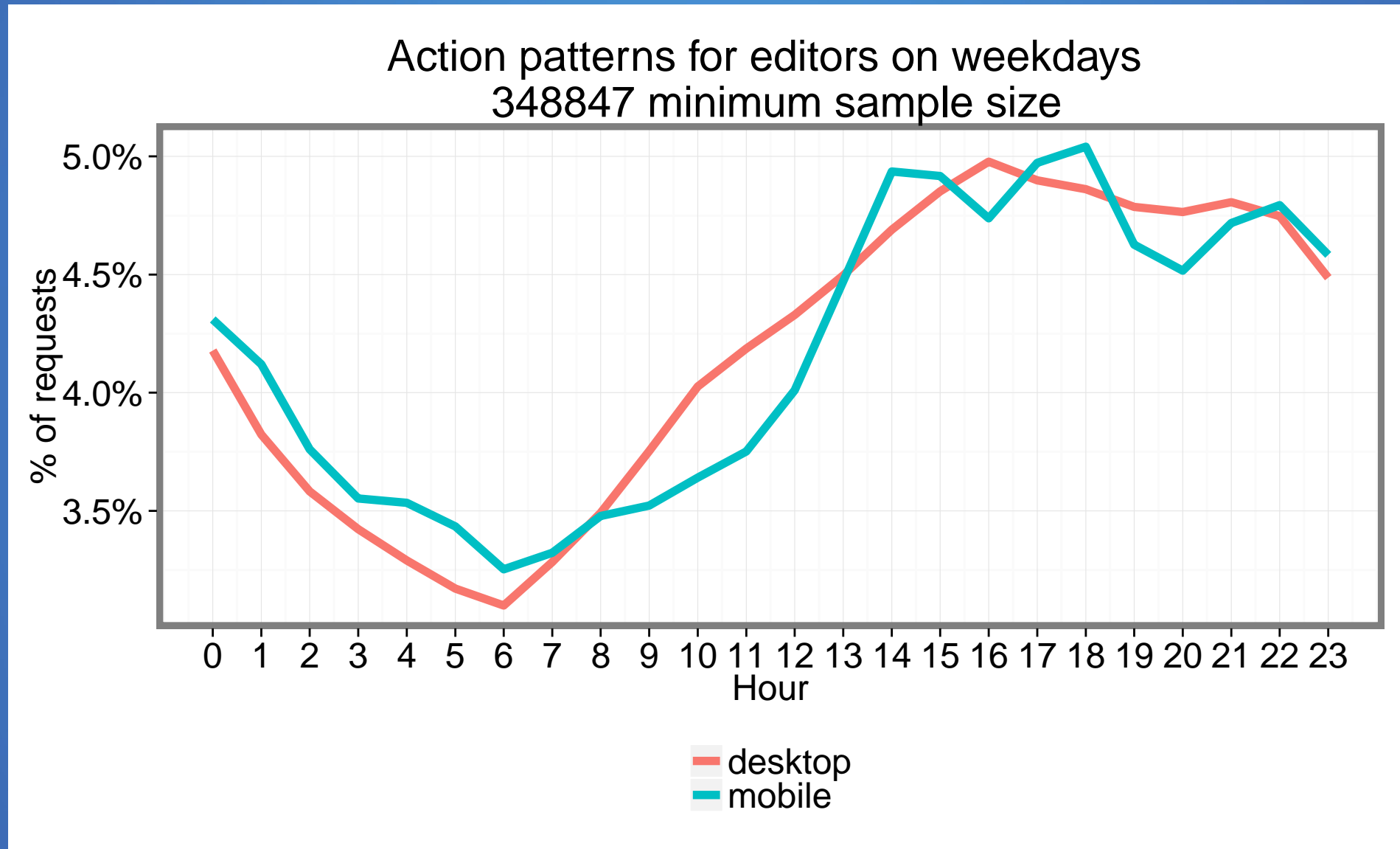
Editor variations

- When do people, uh. Edit?
 - All edit actions, last 90 days, minus bots
 - 22m total observations
-

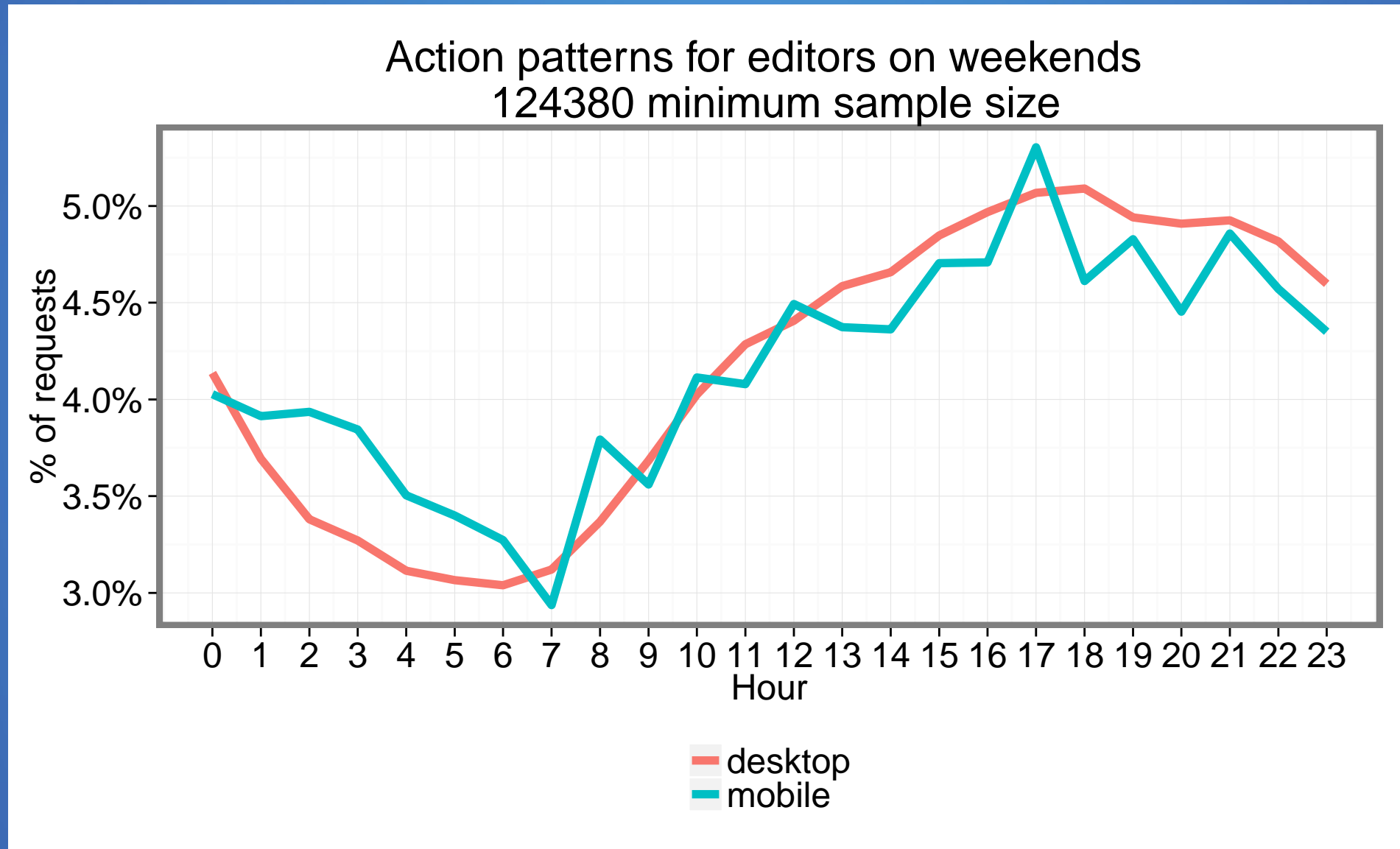
Edit actions, globally, in local time



Weekday edit actions, globally, in local time



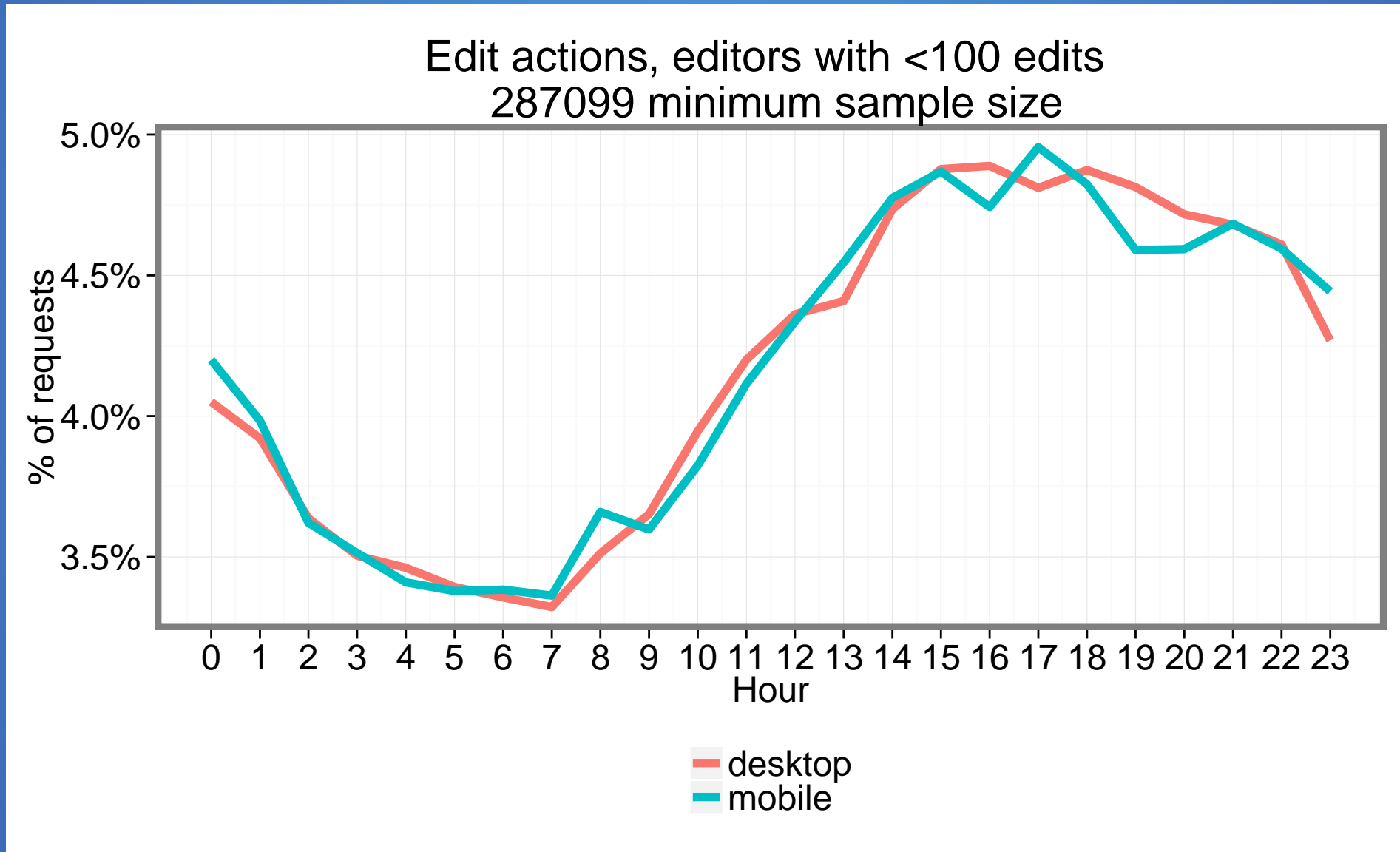
Weekend edit actions, globally, in local time



Edits from users with ≤ 10 edits

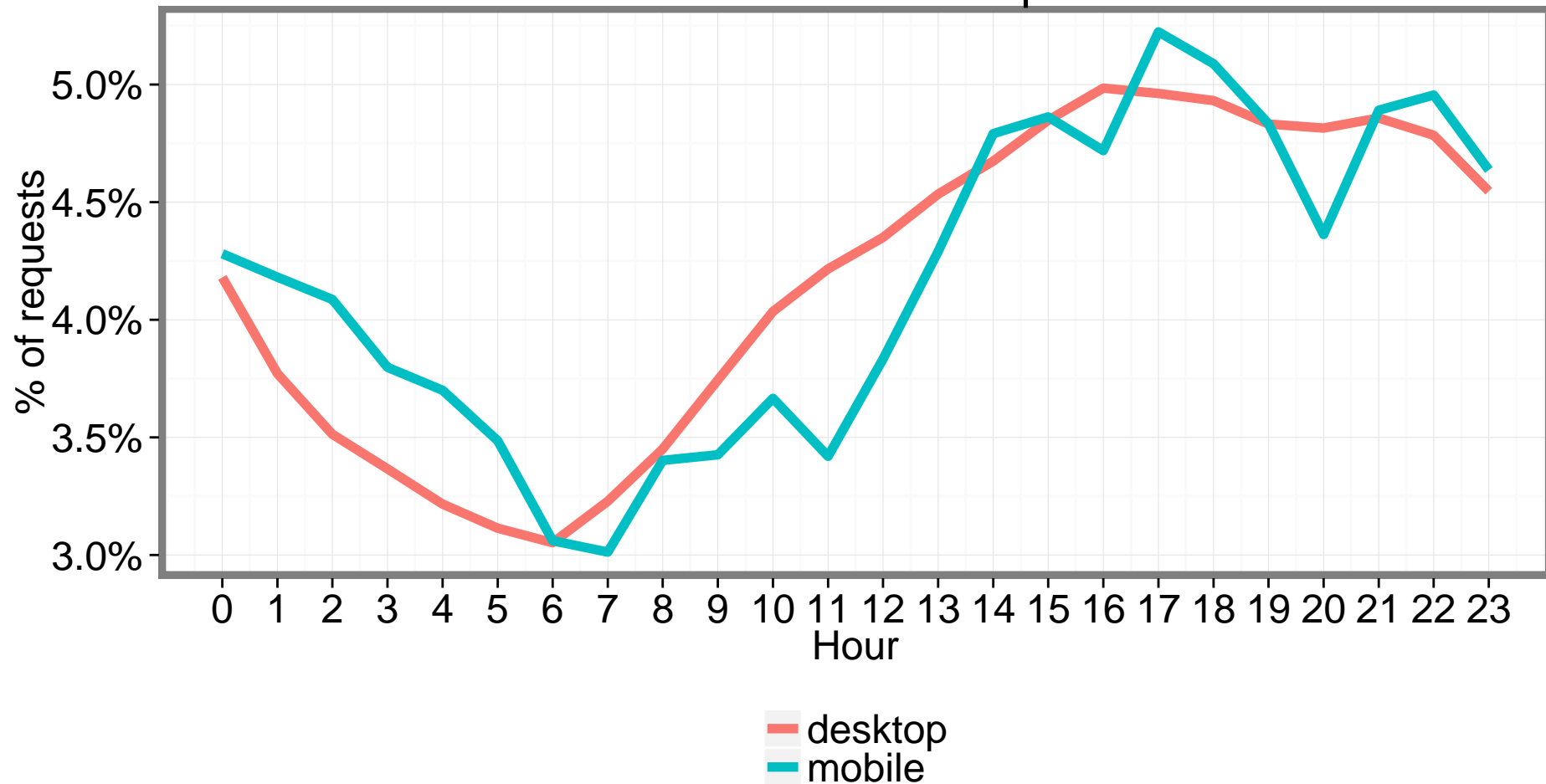


Edits from users with ≤ 100 edits



Edits from users with >100 edits

Edit actions, editors with >100 edits
186827 minimum sample size



Editor conclusions

- Editors are weird
 - More usefully: editor actions are not like reader actions
 - Editor actions are remarkably consistent across different experience levels.
-

Bonus funtime data...

drumroll

Donor variations

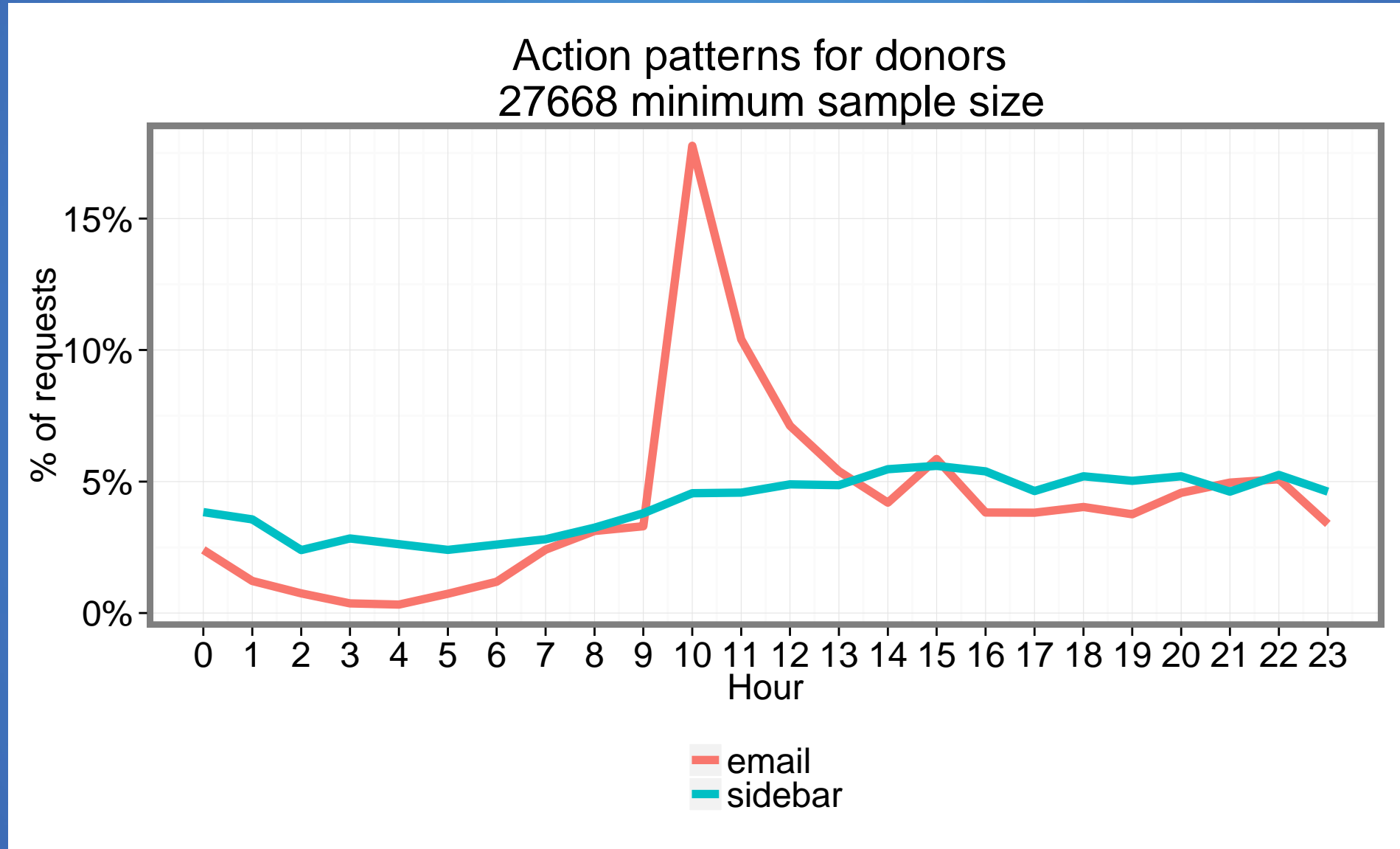
'Could I have some data?'

'Well, the NDA allows it, but gathering it sounds like a pain'

*'Not a legal problem? Cool! *grabs from request logs*'*

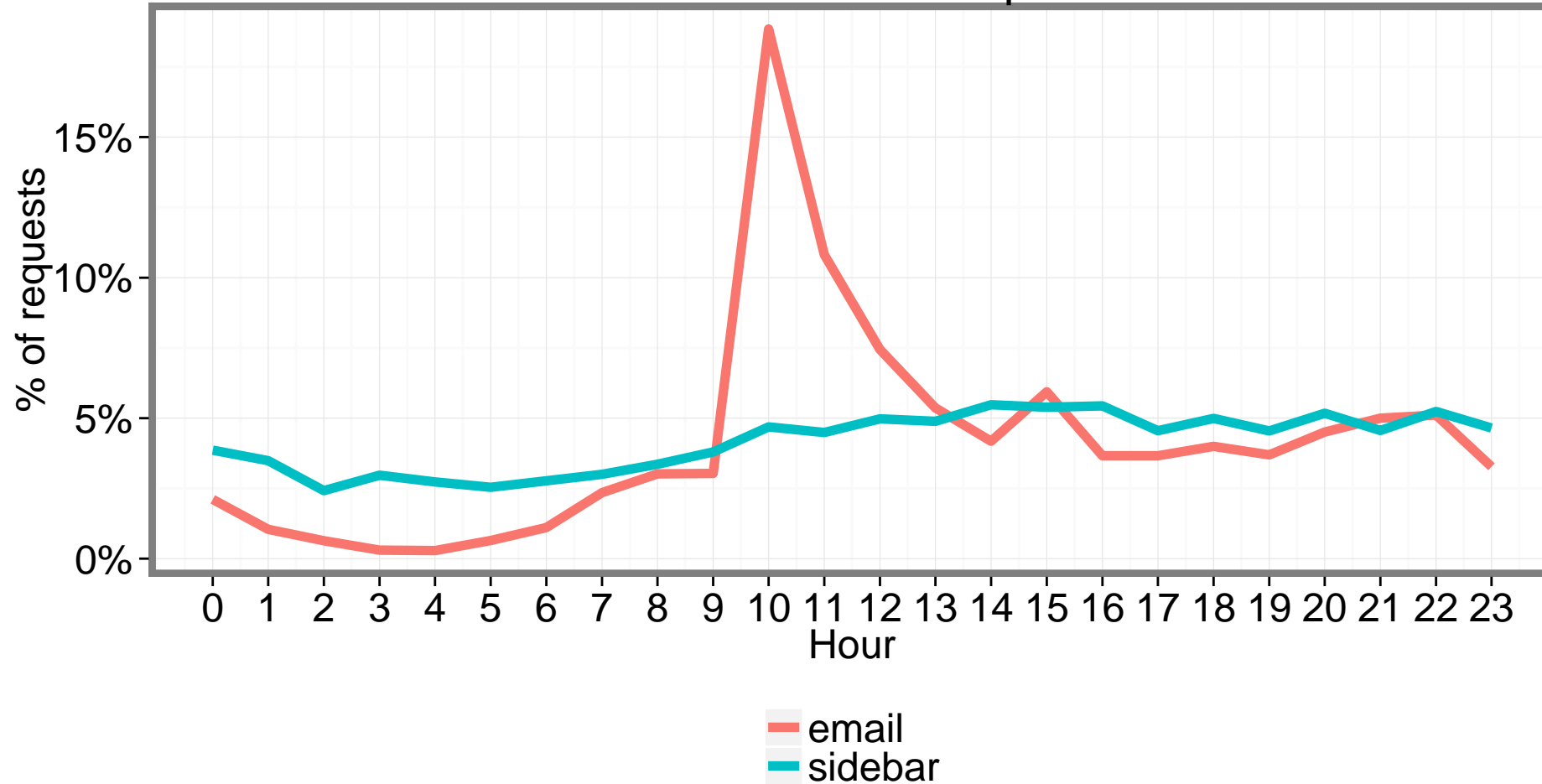
- Hits to donate.wikimedia.org
 - 380k observations (not great!)
 - Donations through the sidebar
 - Donations through email campaigns
-

donate.wiki hits, globally, in local time



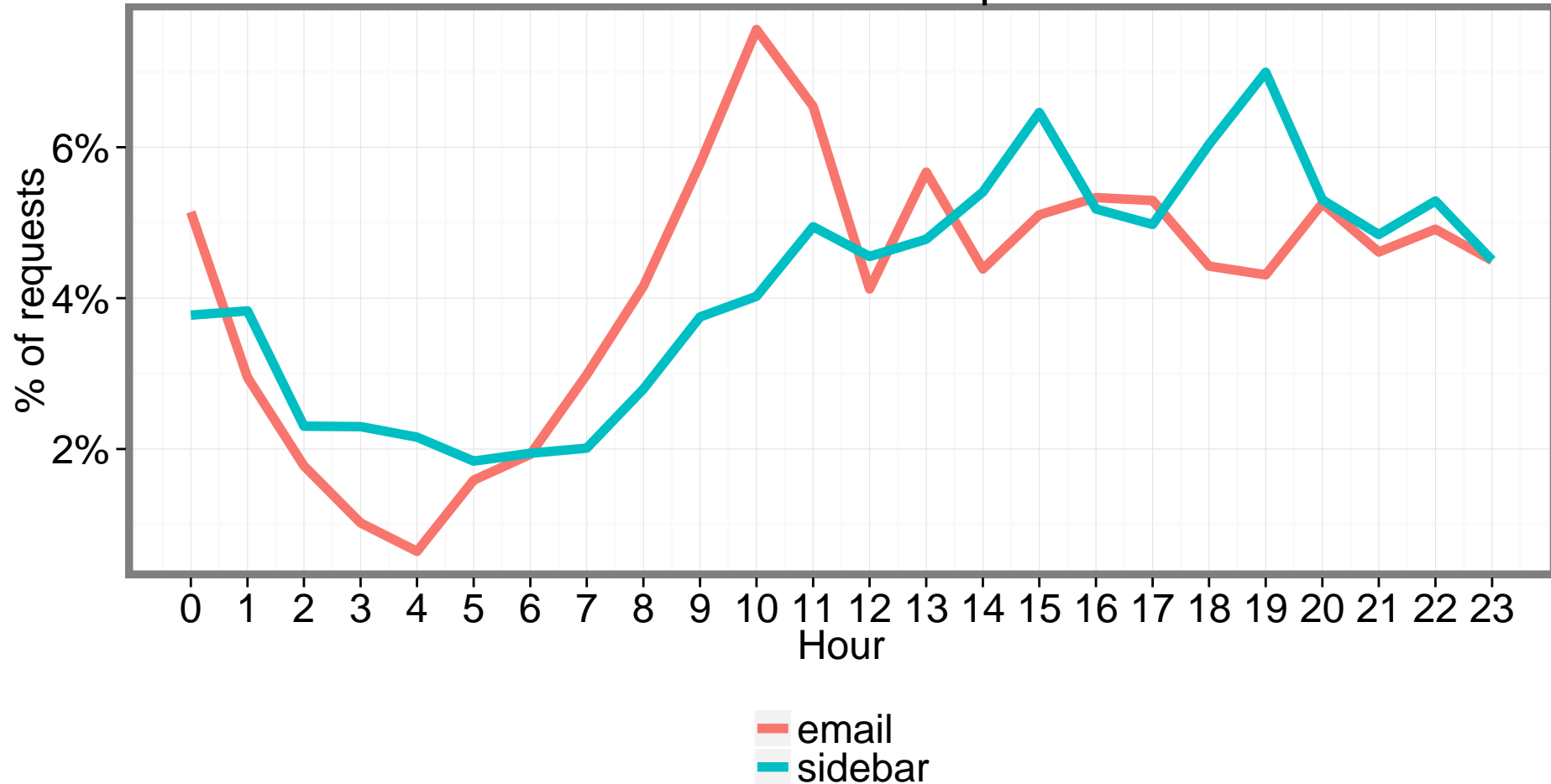
Weekday donate.wiki hits, globally, in local time

Action patterns for donors on weekdays
25023 minimum sample size



Weekday donate.wiki hits, globally, in local time

Action patterns for donors on weekends
2645 minimum sample size



Donor conclusions

- Donations do not follow read patterns
 - People like responding to emails at 10am
-

Overall conclusions

- Understanding how different user classes behave is important!
 - Our user classes don't seem to really intersect:
Readers are stereotypes
 - Editors are invariant
 - Donors are clearly unemployed because nobody should be that interested in something at 10am
-

Credits

*Codebase and MOAR VISUALISATIONS:
<https://github.com/Ironholds/Circ> (not clicking through
this time)*

*Thanks: Katie Horn, Leila Zia, Aaron Halfaker, Dario
Taraborelli, Adam Hyland, Hadley Wickham, Dr. P. Epper
(PhD), Margret Wander.*

Questions?
