

IP Masking

Usability tests in
English, Spanish,
Japanese, and Arabic

by mraish / Mar-Jul 2023



[Neoponera villosa](#). Image author: Meghan Cassidy, via Wikimedia Commons; [CC BY-SA 4.0](#)

guide to this deck

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A.1 IP masking intro

project context

Wikimedia projects will be increasingly compelled to reduce the extent to which they record and publish the IP addresses of non-logged-in editors. The Wikimedia Foundation is currently exploring a method for obscuring the IP addresses of non-logged-in editors while simultaneously preserving administrators' ability to use IP addresses in their work.

- [IP Masking project page on Meta](#)
- [IP Masking Kickoff \(Dec 2022\)](#) (WMF login required)

basic idea

Edits by non-logged in users will be publicly attributed to a *temporary account* (*23-15.498 in the current user tests), rather than to editors' IP addresses.



test goals

Unregistered editor experience

The user audience for these tests were for people who edit without registering an account, and are assigned a “temporary account”.

The aim of the tests were to learn their:

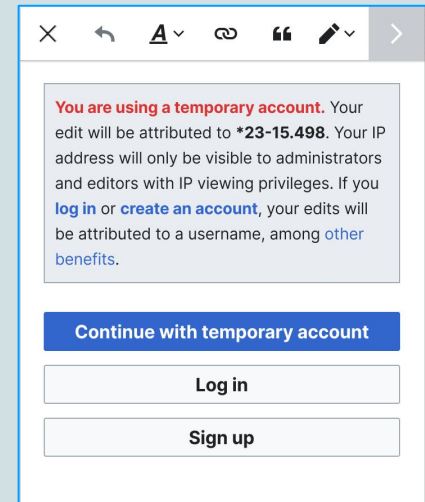
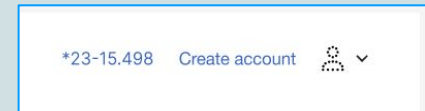
- Understanding of temporary accounts . Particularly that temporary accounts are Anonymous (no longer associated with an IP address) and Temporal (that the account will expire).
- Preferences for different temporary account name formats, especially across languages.
- Inclination to create an account compared to using temporary accounts if they were to edit.



round 1: English

unmoderated; desktop + mobile

- A. Testers understand that temp accounts are different than traditional accounts, but remain unclear about “getting credit,” whether edits carry over, etc.
- B. A large proportion of testers (more than half) interpreted “*23-15.498” as representing their IP address—a perceived security risk.
- C. Testers are not receiving the basic message that “Wikipedia is trying to make you safer by hiding your previously-visible IP address.”
- D. English-speaking testers prefer temp account names that include lexical meaning; e.g., “Unregistered_,” or “Temp-”.



updates to prototype after English recommendations

<https://docs.google.com/presentation/d/1A11bOqIPL4mhkMKJeFe8JG-q3Rclu7rjGrUC0AVHLg0/>

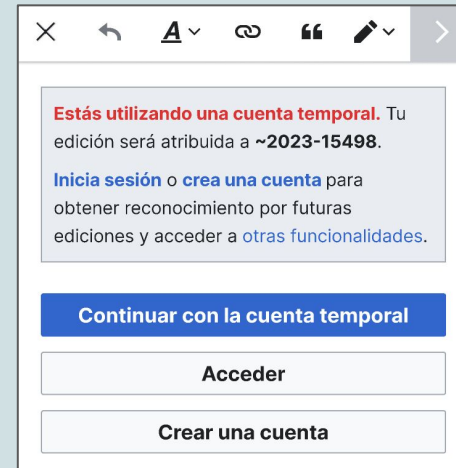
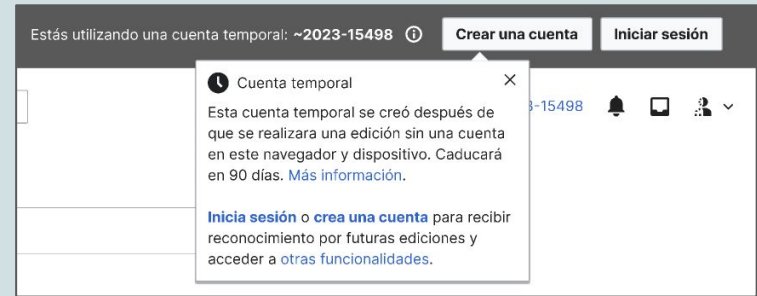
- Adding gray banner at top of page
- Simplifying copy—”IP address” no longer appears next to temp account name
- Updating temp account name to include YYYY
- Simplifying information about account expiration



round 2: Spanish


unmoderated; desktop + mobile

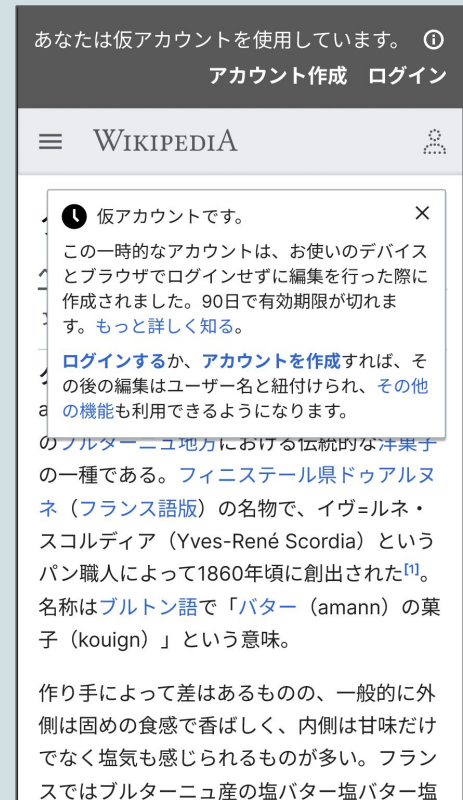
- A. Significant UI overhaul leads to greatly improved understanding.
- B. Testers no longer perceive that “~2023-15498” is their IP address.
- C. YYYY in name format immediately grasped as source of meaning. Spanish testers don't express strong preference for account name formats that include meaningful words.



round 3: Japanese + Arabic

moderated; desktop + mobile

- A. Testers understand that temp accounts are different than traditional accounts; remain unclear about what exactly happens when the temp account expires.
 - B. Japanese testers are not receiving the message that “Wikipedia wants to protect your privacy”.
 - C. Japanese testers prefer a temporary account name that includes lexical meaning (e.g., 未登録 “Unregistered”) and strongly disliked the inclusion of symbols such as “~” and “!”.
-  Neither group infers a relationship between the temp account name and their IP address.



あなたは仮アカウントを使用しています。 ⓘ
アカウント作成 ログイン

WIKIPEDIA ⓘ

ⓘ 仮アカウントです。 ×


この一時的なアカウントは、お使いのデバイスとブラウザでログインせずに編集を行った際に作成されました。90日で有効期限が切れます。もっと詳しく知る。

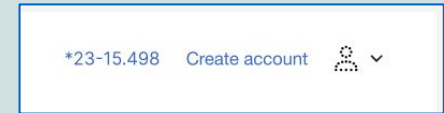
[ログイン](#)するか、[アカウントを作成](#)すれば、その後の編集はユーザー名と紐付けられ、その他の機能も利用できるようになります。


のブルターニュ地方における伝統的な洋菓子
の一種である。フィニステール県ドゥアルヌ
ネ（フランス語版）の名物で、イヴ＝ルネ・
スコルディア（Yves-René Scordia）という
パン職人によって1860年頃に創出された^[1]。
名称はブルトン語で「バター（amann）の菓子
（kouign）」という意味。

作り手によって差はあるものの、一般的に外側は固めの食感で香ばしく、内側は甘味だけでなく塩気も感じられるものが多い。フランスではブルターニュ産の塩バター塩バター塩

A.2 how should we format temp account names?

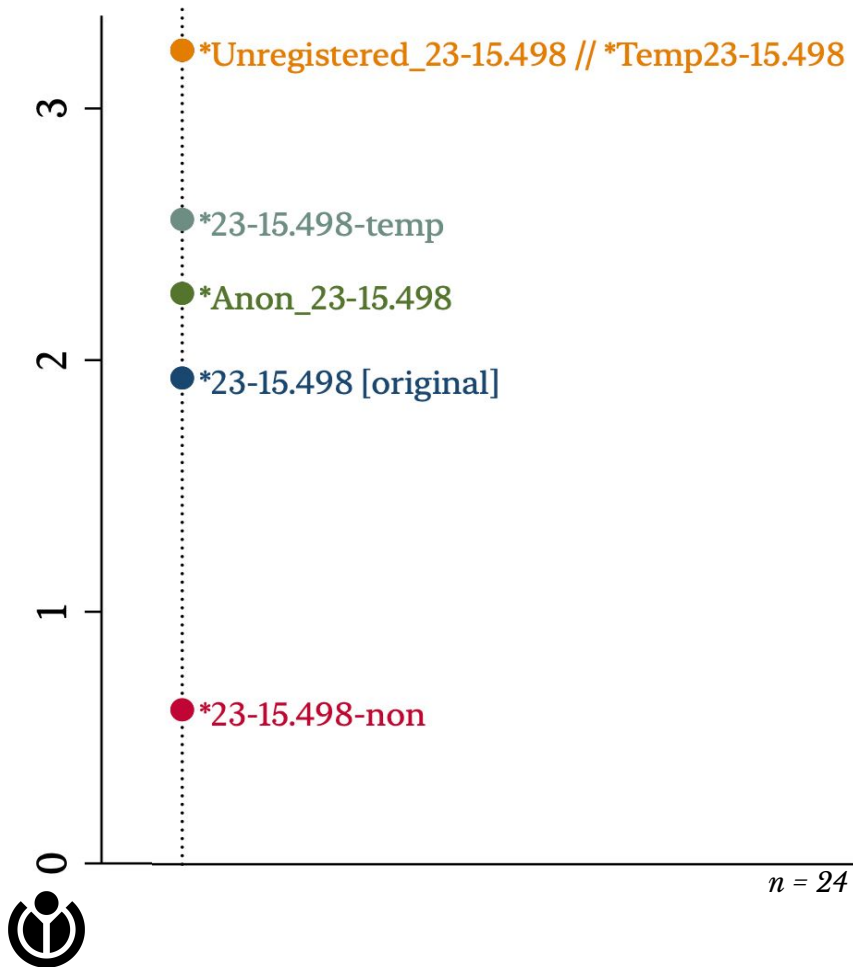
- Internal discussion about temp account name formats (see [T332805](#)):
 - ◆ Special characters or symbols?
 - ◆ English words, localizable words, or numbers only?
- English testers saw “*23-15.498” and understood that it’s derived from their IP address.
- Spanish, Japanese, and Arabic saw “~2023-15498” and *did not* make the IP address link.
- Testers prefer name formats that include a meaningful word or word fragment in their language, however this preference is diminished when YYYY exists as a source of meaning.
-  Japanese testers prefer Japanese words—English words and abbreviations are regarded as inaccessible.



*23-15.498 Create account  v

Estás utilizando una cuenta temporal: ~2023-15498 ⓘ

あなたは仮アカウントを使用しています: ~2023-15498 ⓘ

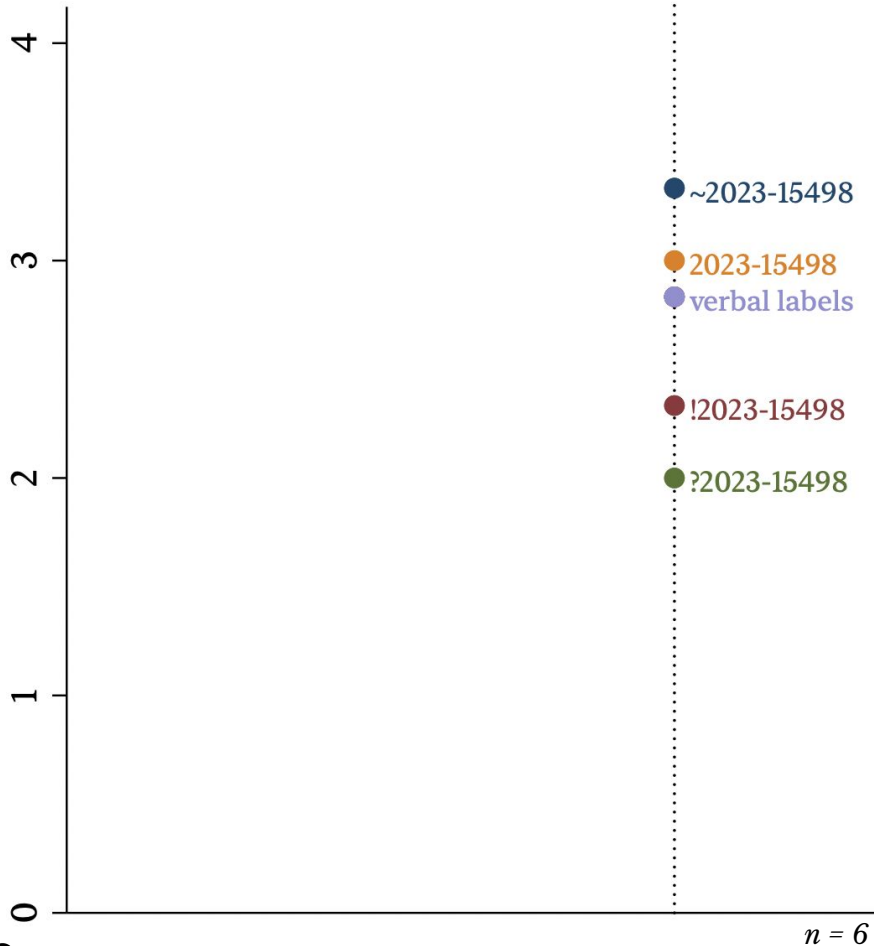


Meaningful words are desirable

- Testers preferred names with meaningful lexical information; e.g., “-temp” and “Unregistered”.
- Testers unanimously disliked “-non”.
- Testers who interpreted *23-15.498 as derived from their IP address sometimes requested a random number instead.
- **The participating occasional editor did not find the (perceived) inclusion of their IP address to be problematic.**

Spanish tester name format preferences

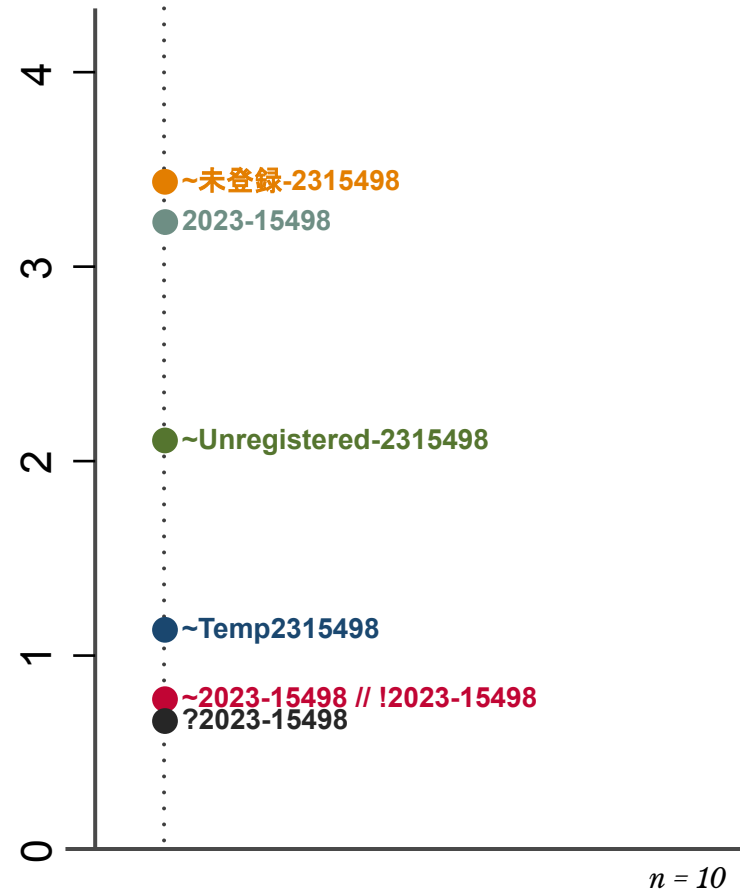
- Spanish testers as a group didn't express a clear preference for or against individual tested names.*
- The YYYY format greatly improves understanding that ~2023-15498 = random number.
- “Verbal labels” names received the same rating:
 - ◆ ~Temp202315498
 - ◆ ~Unregistered-2023-15498
 - ◆ ~noregistrado-2023-15498



*Ratings were collected from 6 Spanish testers—a handful of Spanish testers had trouble completing this section of the test.

Japanese tester name format preferences

- Testers preferred meaningful lexical information in Japanese.
- Abbreviated English word cannot be understood by many Japanese.
- Testers disliked any symbols located at the top.
- The YYYY format helped testers to understand the following number “15498” was randomly assigned.



A.3 current UX recommendations after most recent tests



Recommendations : Message #1

Most Japanese testers felt they were frequently prompted to create an account.

- They were not picking up the message that **Wikipedia wants you to contribute more casually, but also wants to protect your privacy.**
- Since it is difficult to accurately convey the message “WP is trying to protect your privacy” in this small pop-up message, it could be explained in the “Learn more” page. This first pop-up could instead focus more on conveying the message **“You can edit without creating an account.”**
- **Especially for “editing-curious” users,** it is also important to know the edits made with a temporary account would not be carried over to a permanent account.

Desktop Message #1

1件のお知らせ

ログインしていません。編集を行うと、プライバシーを保護するために一時的なアカウントが作成されます。もっと詳しく知る。

ログインするか、アカウントを作成すれば、その後の編集はユーザー名と紐付けられ、その他の機能も利用できるようになります。

Mobile Message #1

ログインしていません。編集を行うと、プライバシーを保護するために一時的なアカウントが作成されます。もっと詳しく知る。

ログインするか、アカウントを作成すれば、その後の編集はユーザー名と紐付けられ、その他の機能も利用できるようになります。

ログインせずに編集する

ログイン

アカウント作成



Recommendations : Message #1

Suggested rewrite of first message

Mobile Message #1

ログインしていません。編集を行うと、プライバシーを保護するために一時的なアカウントが作成されます。もっと詳しく知る。

ログインするか、アカウントを作成すれば、その後の編集はユーザー名と紐付けられ、その他の機能も利用できるようになります。

ログインせずに編集する

ログイン

アカウント作成

ログインしていません。編集を行うと自動的に作成される一時的なアカウントで編集を続けられます。一時的なアカウントで行った編集は、後から正式なアカウントに紐付けることはできません。もっと詳しく知る。

自分が行った編集として記録を残したい場合やその他の機能を使いたい場合は、ログインするか、アカウントを作成してください。

You are not logged in. You can continue editing with a **temporary account** that is automatically created as you edit. Edits made with the temporary account cannot be carried over to your permanent account. [Learn more.](#)

If you want to keep a record of your edits or use **other features**, please [log in](#) or [create an account](#).

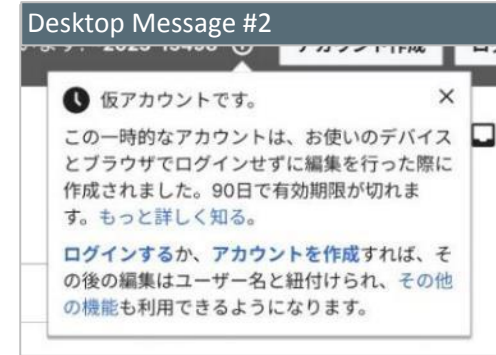
Locate the links to login and create an account at the very bottom to soften the image of prompt.



Recommendations : Message #2

Most Japanese testers understood that they had 90 days to create an account, i.e., before the temporary account expired.

- The current message communicates that the temporary account will expire in 90 days, which was grasped by all testers.
- However, testers ask “**What happens after 90 days?**” and “**Do I have to create an account in 90 days?**”
- All testers understood the concept of making a minor edit on Wikipedia by the end of the session, and most of them reacted positively to the concept.
- Testers are more likely to receive the message that “**Wikipedia wants you to contribute more casually**” if they are instructed that **they can continue editing with a temporary account almost permanently** at an early stage.



Recommendations : Message #2

Suggested rewrite of second message



仮アカウントです。

お使いのデバイスとブラウザで編集を行った際に自動生成された一時的なアカウントです。

90日間の有効期限が切れた場合、次回編集を行ったときに別の仮アカウントが作成されます。 [もっと詳しく知る](#)。

自分が行った編集として記録を残したい場合や [その他の機能](#) を使いたい場合は、 [ログインするか](#)、 [アカウントを作成](#) してください。

This is a temporary account.

It is a temporary account which was automatically created when you edit on this device and browser.

If it expired in 90 days, another temporary account will be created the next time you make edits. [Learn more](#).

If you want to keep a record of your edits or use [other features](#), please [log in](#) or [create an account](#).



Recommendations : Message #3

Japanese testers preferred meaningful lexical information in Japanese, and disliked having any symbols (~, !, ?) in a temporary account number/name.

- A sentence that clearly states that **~2023-15498 is the ID attached to the temporary account** would help convey the situation more easily and clearly.
- If the text is rewritten, the format of the temporary account number/name may become less important.



Recommendations : Message #3

Suggested rewrite of third message

Mobile Message #3

一時的なアカウントを使用しています。あなたの編集は ~2023-15498 によるものとして記録されます。

ログインするか、アカウントを作成すれば、その後の編集はユーザー名と紐付けられ、その他の機能も利用できるようになります。

仮アカウントで続ける

ログイン

アカウント作成

一時的なアカウントを使用しています。

ユーザー名の代わりに、この一時的なアカウントの ID (~2023-15498) が編集者として記録されます。

ご自分のユーザー名で記録を残したい場合やその他の機能を使いたい場合は、ログインするか、アカウントを作成してください。

You are using a temporary account.

Instead of a username, this temporary account's ID (~2023-15498) is recorded as the editor.

If you want to keep a record with your own user name or use other features, please log in or create an account.

The last message is slightly different from the previous messages.



Recommendations : Message #4

Suggested rewrite of fourth message



仮アカウントです。

一時的なアカウントを使用しています。

ユーザー名の代わりに、この一時的なアカウントの ID (~2023-15498) が編集者として記録されます。

90日間の有効期限が切れた場合、次回編集を行ったときに別の仮アカウントが作成されます。

ご自分のユーザー名で記録を残したい場合や**その他の機能**を使いたい場合は、**ログインするか、アカウントを作成**してください。

This is a temporary account.

You are using a temporary account.

Instead of a username, this temporary account's ID (~2023-15498) is recorded as the editor.

If it expired in 90 days, another temporary account will be created the next time you make edits.

If you want to keep a record of your edits or use **other features**, please **log in** or **create an account**.



Recommendations : Message #5

Suggested rewrite of fifth message



仮アカウントです。
お使いの一時的なアカウントは ●日後
に期限切れとなります。

有効期限が切れた場合、次回編集を
行ったときに別の仮アカウントが作成
されます。

ご自分のユーザー名で記録を残した
い場合やその他の機能を使いたい場
合は、ログインするか、アカウントを作
成してください。

This is a temporary account.
The temporary account you are using
will be expired in X days.

When it expired, another temporary
account will be created the next time
you make edits.

If you want to keep a record of your
edits or use **other features**, please **log
in** or **create an account**.



B.1 round 1: English





*I learned a lot about Wikipedia today.
If you are in charge of Wikipedia . . .
I'd say that I'd like to have less of
my IP address out there. [English
desktop]*

...

*Maybe, when using IP addresses,
you could just use the last 4
digits like people do with Social
Security Numbers? [English mobile]*

- *IP masking testers who interpreted
*23-15.498 as representing their IP
address*





Summary findings

- A. Testers understand that temp accounts are different than traditional accounts.**
 - a. Desktop and mobile testers expressed similar understandings.
- B. A large proportion of testers (more than half) interpreted “*23-15.498” as representing their IP address.**
 - a. Some of these testers find this relationship to be a privacy or security risk.
- C. Testers are not receiving the basic message that “Wikipedia is trying to make you safer by hiding your previously-visible IP address.”**
- D. Testers (so far English-speaking only) prefer temp account names that include lexical meaning; e.g., “Unregistered_,” or “Temp-”.**





Who did we hear from?

→ 25 testers participated in 3 tests

- ◆ Scenario 1 (desktop): 5f, 5m
- ◆ Scenario 2 (desktop): 3f; 2m
- ◆ Scenario 3 (mobile): 5f ; 5m

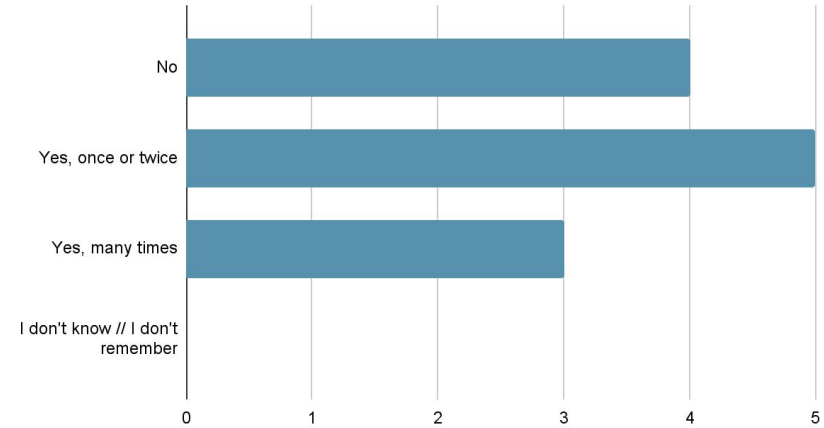
→ Testers reported a range of familiarity with editing and WP functions

- ◆ Most testers were self-identified readers, with little-to-no editing experience.
- ◆ One tester self-identified as a community member and donor—**this tester's feedback is indicated in green.**

→ Testers are privacy-conscious

- ◆ Most reported that IP privacy and online privacy in general are *very important* to them.

Have you ever visited [the Wikipedia Main Page] before?



NOTE: This question was only posed to the 12 non-pilot desktop testers who were shown the main page during their test scenarios. Mobile testers did not respond to this question.

*I made edits years ago, and I honestly think it was just to learn how to do it in college.
[mobile]*



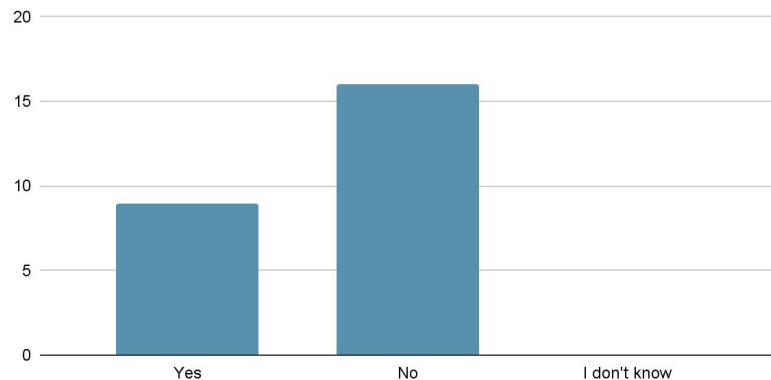


Testers reported a range of Wikipedia use profiles

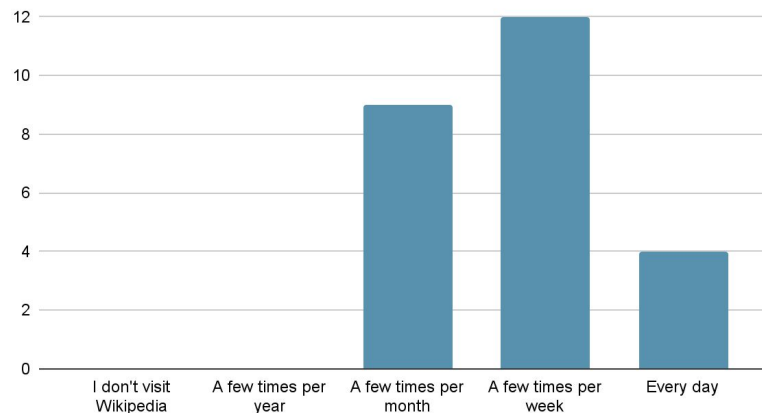
- ◆ 9 of 25 testers reported some form of editing in the past.
- ◆ 8 of 12 desktop testers (excluding pilot participants) reported having visited the Main Page before.
- ◆ Testers report a range of Wikipedia use frequencies.

I believe that I have edited Wikipedia before. I think I added a link onto it. [desktop]

Have you ever added to, changed, or edited anything in a Wikipedia article?



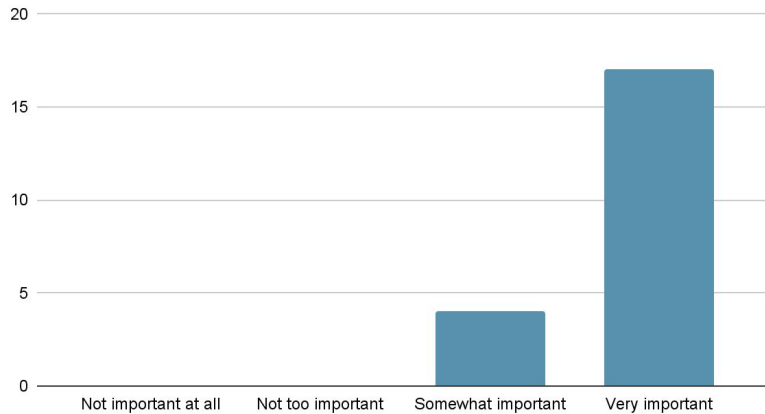
How often do you typically visit Wikipedia?





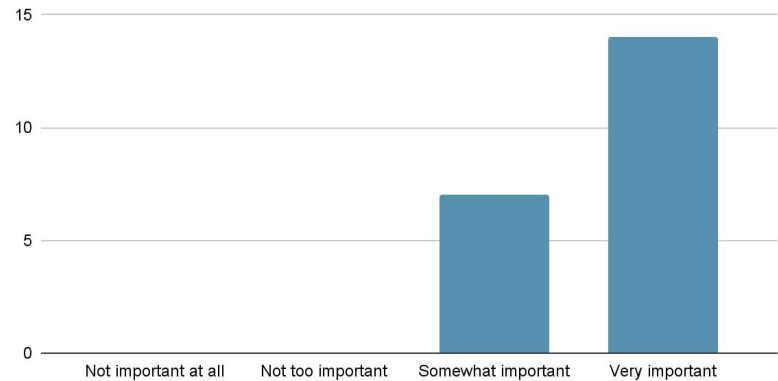
Testers value IP privacy, and privacy in general.

How important is the issue of online privacy to you, personally?



It's very important because a lot of my information is online, and it runs deeper than just Wikipedia, so it's very important. [desktop]

How important is it to you that your IP address remain hidden from other people on the internet?



I've never really thought about it, but when it's put in this light, I think that would be [somewhat important] to me. This world is different than it was years ago, and I have children and I would want to be protected. [mobile]





How do you think that information gets added to Wikipedia?

- Many testers believe that Wikipedia is edited by people with specialized knowledge or authority.

Wikipedia supervisors or people in charge of it will see if the information added is reliable or not. [desktop]

I think a user—just a random normal person—adds pages to Wikipedia. [mobile]



How much do you trust the information that you read on Wikipedia?

- Most testers express qualified trust of Wikipedia
 - ◆ Testers have found it reliable, but they are aware of a general air of uncertainty.
- Testers mention educational authority figures.

I trust it a lot, but I would never submit a paper from school based on information . . . from Wikipedia. [desktop]



Have you ever thought about creating an account?

→ Most testers had never created Wikipedia accounts before.

- ◆ Unaware that accounts exist;
- ◆ Lacking specialized knowledge;
- ◆ Desire to avoid accumulating accounts; and
- ◆ Explicit desire to remain a reader—no interest in other forms of engagement.

→ Several testers had edited—usually making minor edits—at some point in the past.

I honestly didn't even know there were accounts. [mobile]

I have not. I am not an expert in anything. There's nothing that I particularly want to give some information about. [desktop]

*No, because I feel like **Wikipedia will send me a lot of emails** and I already have a lot of websites that send me a lot of emails about things that I don't really care about. [desktop]*

I've never thought about creating an account. I just use it to gain information. [desktop]

I have created a Wikipedia account in the past and sometimes I do edit, but rarely. I use Wikipedia a lot. [desktop]





Can you explain what an IP address is?*

- Mobile testers understand IP addresses with a range of accuracy.

- IP addresses are generally described as a form of sensitive information:
 - ◆ **They reveal physical location:** *I guess an IP address is a number that you get dependent on your geographic location. It's unique, and it helps you identify a particular home address, or even a computer. [mobile]*

 - ◆ **They identify individual devices:** *From my understanding it's just kind of like the [social security number](#) for my electronic device. [mobile]*

 - ◆ **They are a secret key to unlock a device:** *If someone has your IP address, they can directly hack into your phone, to my knowledge. Especially being a woman, I don't like the idea of people being able to hack into my phone and see my location or see all my photos. [mobile]*



* This question was only posed to mobile testers.

B.2 English test scenarios






Scenario 1: Desktop

[Figma prototype](#)

- While using **your own device**, you notice a mistake that you want to fix.
 - ◆ Fix, and **interact with messaging**.
- Respond to questions throughout:
 - ◆ What do those numbers at the top right represent?
 - ◆ Do you have an account at this point?
 - ◆ Would you **extend, let expire, or create an account**?
 - ◆ Has this experience changed your interest in editing?
- **Rate and explain your preference** for alternate temporary account name formats




 Temporary account ×

This auto-generated account was created by adding a [cookie](#) to the browser, after an edit was made without an account.

[Create an account](#) to get credited for future edits, and get access to other features.

1 notice ×

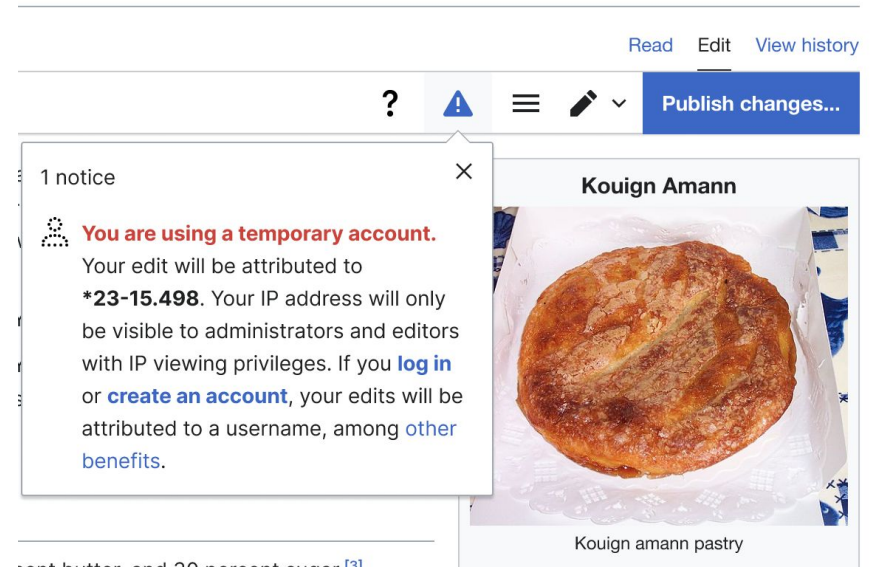
 **You are using a temporary account.**

Your edit will be attributed to ***23-15.498**. Your IP address will only be visible to administrators and editors with IP viewing privileges. If you **log in** or **create an account**, your edits will be attributed to a username, among **other benefits**.

Scenario 2: Desktop

[Figma prototype](#)

- While using **public library computer**, you notice a mistake you want to fix.
 - ◆ You find yourself already-assigned a temporary account.
 - ◆ Make edit, **interact with notifications**.
- **Rate and explain preference** for alternative temporary account name formats.
- Return to Wikipedia, interact with expiry message.
- Explore **Growth features** and explain interest.



Scenario 3: Mobile

[Figma prototype](#) (7 iOS testers, 3 Android)

- While using **your own device**, you notice a mistake that you want to fix.
 - ◆ Fix, and **interact with messaging**.

- Respond to questions:
 - ◆ What does ***23-15.498** represent?
 - ◆ Can you explain what an IP address is?
 - ◆ Would you **extend, let expire, or create an account**?
 - ◆ Has this experience changed your interest in editing?

- **Rate and explain your preference** for alternate temporary account name formats.

You are using a temporary account. Your edit will be attributed to ***23-15.498**. Your IP address will only be visible to administrators and editors with IP viewing privileges. If you **log in** or **create an account**, your edits will be attributed to a username, among **other benefits**.

Continue with temporary account

Log in

Sign up



B.3 English testers generally grasp the main idea





If someone is looking at the history of this article and the [temporary account] edits that were made, they'll be able to tell that the same person made these two edits, and if someone's an administrator with IP viewing privileges, then they'll be able to tell what the IP address that made those edits was. So if I dump my cookies and come in again it assigns me a new temporary account, and they'll be able to tell that those were also made by the same person.

- Accurate narration of IP masking [desktop]





Temporary accounts \neq traditional accounts

→ **Temp accounts can't be “logged in” to like traditional accounts.**

I have a temporary account, but I don't think I would be able to log into it. I think it would just be recognized by the cookie that's in my browser. [desktop]

→ **Temp accounts may already exist on shared or public devices.**

The edit won't be mine—it will belong to somebody else, or whoever just happens to be using this computer. [desktop]

→ **Temp accounts don't confer “credit” for edits like traditional accounts.**

It means that if it's a public computer, that somebody or the last person perhaps edited [Wikipedia]. The notification is encouraging whoever wants to update to create an account so that they can do edits themselves with their own credit. [desktop]





At this point you have made two changes to a Wikipedia article. Do you have a Wikipedia account now?

- **The messaging clearly and effectively communicates to testers the conceptual difference between temporary and traditional Wikipedia accounts.**

I have a temporary account, if that counts. Because it's saying that I should create an account to get more features and to be credited with the edits. So right now I do have an account, but they recommend you to create an account to get more features. [desktop]

No, I don't have a Wikipedia account. My IP address is being saved for 90 days so I have a temporary account. [desktop]

- **Many testers were unaware that it has traditionally been possible to edit Wikipedia without an account.**





Desktop and mobile tests produced similar results

- Testers in both environments understood the concept of temporary accounts.
- Testers in both environments interpreted that “*23-15.498 = IP address” with similar frequency.
 - ◆ Desktop testers were exposed more frequently to *23-15.498.
 - ◆ Mobile testers first see *23-15.498 on their second view of the edit screen.

You are not logged in. Your edit will be attributed to an **auto-generated name** by adding a cookie to your browser. Your IP address will only be publicly visible if you make any edits. If you **log in** or **create an account**, your edits will be attributed to a username, among **other benefits**.

You are using a temporary account. Your edit will be attributed to *23-15.498. Your IP address will only be visible to administrators and editors with IP viewing privileges. If you **log in** or **create an account**, your edits will be attributed to a username, among **other benefits**.

*Ok, so this time it's telling me that I'm still going to be temporary, but it's telling me that **my IP address is going to be used as my name**, which, I think this is a little bit more clearer as to what's going to be going on, and I like this better.*

- *mobile tester first seeing *23-15.498 in the second notification*



B.4 several details remain confusing





The consecutive appearance of “*23-15.498” and “IP address” implies that the two are related.

Testers who understand that “*23-15.498 = IP address” sometimes interpret “*” as obscuring part of their IP address.

It is really clear that you have a temporary account linked to this number, which is your IP address. [desktop]

It's telling me that my IP address is going to be used as my name. I think this is a little clearer as to what's going on. [mobile]

So I guess that's my IP address and that's what [the edit is] attributed to, but only people with IP viewing privileges can view it. [mobile]

You are using a temporary account. Your edit will be attributed to *23-15.498. Your IP address will only be visible to administrators and editors with IP viewing privileges. If you [log in](#) or [create an account](#), your edits will be attributed to a username, among [other benefits](#).

Testers rarely grasp that “*23-15.498 = random number.”

I'm actually not sure what that means. I'm assuming it's some sort of account number that's just like username. Maybe the date? Some sort of account number. [mobile]



“*23-15.498” can be seen as a privacy risk.

Some testers are reluctant to use their “IP address” as a temp account name.

I don't feel great about Wikipedia using my IP address to say who I am. [desktop]

It might be better to just create a random number and not my IP address. That's dangerous. [desktop]

I hope the administrators aren't doing anything weird with my IP address, but that's not their job. So I'm sure it's fine. [desktop]





Mixed messaging

- **Some testers who interpret *23-15.498 as their IP address believe that Wikipedia is collecting IP addresses to hold editors accountable for what they write.**

If you create a temporary account, the collected IP address is a way to keep them held accountable, and for some people it might even entice them into creating an account. [mobile]

I guess I'm always worried about giving out my IP address just for safety reasons, but I guess what else would you do? If they're trying to keep information as accurate as possible, you have to keep people accountable for what they're posting. [desktop].

- **Testers are generally *not* picking up the theme of “Wikipedia wants you to edit, and also wants to protect you by protecting your IP address.”**





I'm not logged in—it will use a randomly generated name to attribute the edits to and my IP address will be tied to that randomly generated name if I made any edits, but if I log in I can choose a username to have those edits attributed to. That seems relatively clear—I understand a lot of people don't know what it means to have their IP address publically available, but it seems relatively clear.

- IP masking tester [desktop]





Testers were unsure about *exactly* how temp accounts relate to traditional accounts.

- Will edits made under a temporary account carry over?
- What happens after the temporary account expires?
- Does “getting credit” refer to temp or traditional edits?
- If the temp account expires, will the edits associated with it be reverted?

The only thing that's not clear is whether I could convert the edits made under a temporary account and actually attach them to my permanent account. I don't think it says anything about that.
[desktop]

So I wonder after 90 days would I get the same number? Not sure. But that's very interesting. Not sure why they do that that way.
[desktop]

This message is a little bit unclear and confusing because it says it's set to expire in 90 days. So does that mean that if I don't create an account, the mistake on the article will go back to how it was before I fixed it?
[desktop]





Technical terminology is a barrier for some.

- **Several testers noted “cookies” as unclear.**
 - ◆ However, testers did not have the ability to interact with explanatory blue links.

- **One tester expressed a desire to control which cookies they acquire via browsing.**

I don't really understand what it means by 'adding cookie to the browser after an edit'. I don't really understand what cookies are in browsers so I don't really get this. [desktop]

I don't know what exactly a cookie is, if I'm being honest. [mobile]

The only thing that remains confusing is the cookie in the browser thing—like how it works to create a temporary account [mobile]





Interest in further editing is mixed.

The subset of “Editing-curious” testers . . .

- find the mentor module enticing;
- are interested in edit attribution; but
- don’t understand how “getting credit” works.

Growth features indicating **community** and **edit attribution** are attractive.

Ask mentor a question . . . I’d like another “i” there to find out more about that. [desktop]

The mentor is interesting as well. This is a good feature. This is a very interesting page. Suggested edits is interesting, mentor is very good. I like the layout, it's streamlined. Keeps track of everything. [desktop]

I am intrigued by getting credit for my edits—I don’t know what that could do for me, but that has piqued my interest. [mobile]





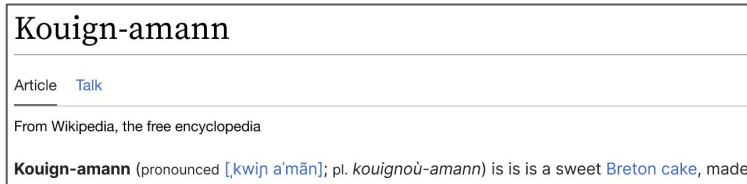
I would not be motivated to extend the expiry period, particularly. I'm not sure if you get big-deal credit on Wikipedia like you get gold on reddit for making posts or edits or whatever, so I don't know if I really care that much about getting credit for the edits. So I would probably either create an account or let it expire.

- IP masking tester (desktop)





Many testers would ignore these errors if they saw them IRL.



Typically I would just say someone made an “oops” and I would would move on. [desktop]

I would just leave it be. I wouldn't change it. [mobile]

I would click on the pencil [edit icon] to fix it, but I probably wouldn't fix this if I was just trying to get general information. This bread or cake isn't something important to me, so I probably wouldn't fix it. [mobile]





Testers are split as to whether they would use temp or traditional accounts.

Some testers say they would create an account because they value . . .

- privacy
- edit attribution

Relatively more testers say they would continue with temp accounts because they value . . .

- convenience

Privacy: *I would definitely sign up. I prefer my cookies to be chosen by myself rather than have them automatically added to my browser under an auto-generated name attributable to my IP address, which is trackable. [mobile]*

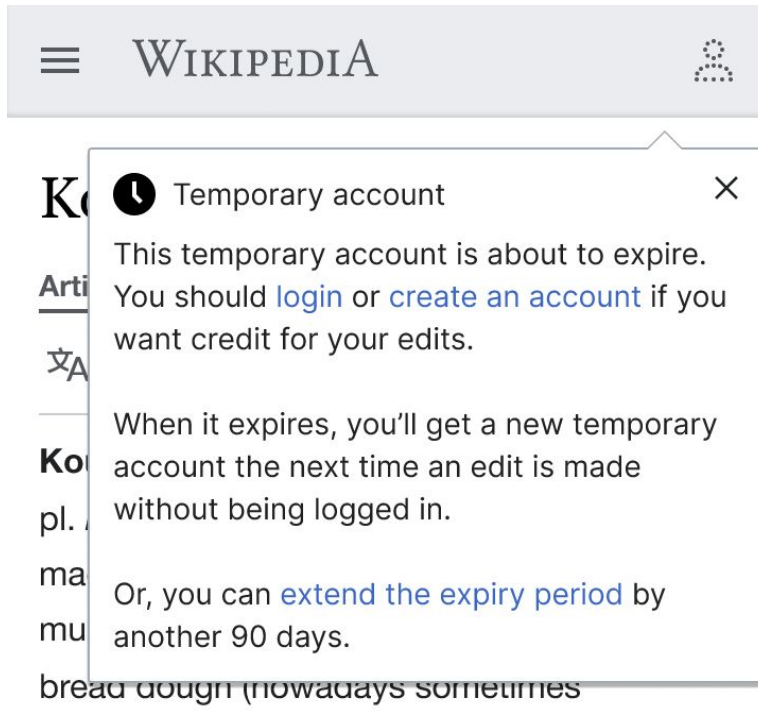
Attribution: *If I wanted to make contributions to Wikipedia, I would just make an account, instead of just playing around with a temporary account. [desktop]*

Convenience: *I would just edit without logging in, because I don't really feel like making an account. [mobile]*





Testers are split as to whether they would let the temp account expire or extend the expiry period.



If I saw this message I would probably just ignore it. If I saw this message that my temporary account would expire, I would just wait for a new one. [desktop]

I think I would just extend the expiry period by another 90 days, just because I don't really care about having a Wikipedia account, and it's not like I make a lot of edits. [desktop]

I would extend the expiry account by 90 days. I just don't want to make another account. I would just keep extending the expiry period. [mobile]



What did the self-identified editor and donor think when they saw a temp account for the first time?

Temporary account . . . I see, that's interesting. So this is something I haven't actually experienced before because I log in when I actually make edits. This is interesting. That account name is probably derived in part from my IP address. It looks like a partial IP address with 15.498. So I think it's derived from my IP address as was previously mentioned. [desktop]



B.5 recommendations after English tests





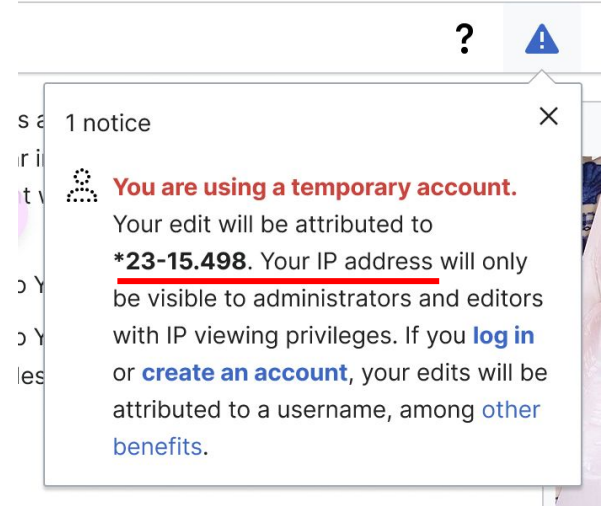
Recommendations

Insert more distance in notifications between the appearance of the temporary account name and the term “IP address.”

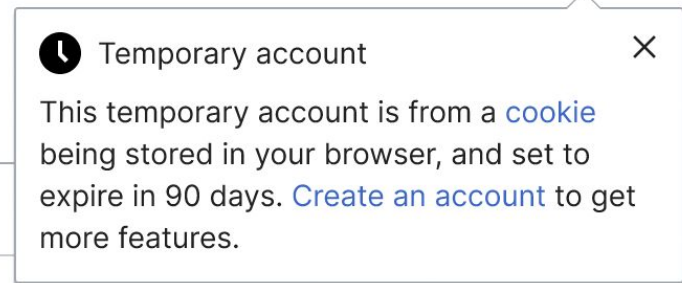
- The current phrasing implies that *23-15.498 is related to the user’s IP address.
- Consider adding an explicit clarifying statement that **this number is not your IP address.**

Provide users with more context about the process and purpose.

- Users enter the IP masking flow with a wide range of IP knowledge, privacy concerns, and interest in editing.
- Most testers are not picking up the message that **Wikipedia wants you to contribute, but also wants to protect you by hiding your IP address.**



*23-15.498





Recommendations


Include meaningful lexical information in the temporary account name—e.g., by including “temp,” “unregistered,” or “anon.”

- Testers prefer a temp account name that includes **random numbers + lexical information**. But,
 - ◆ The inclusion of meaningful words may complicate future translations.
 - ◆ “Unregistered”—although preferred by some testers—was associated with negative values.

Change “expiry” to a higher-frequency word, such as “expiration.”

- Frequency counts in the [Wikipedia Corpus](#): *Expiry* = 1487; *Expiration* = 3897.



 Temporary account ✕

This temporary account is about to expire. You should [login](#) or [create an account](#) if you want credit for your edits.

When it expires, you'll get a new temporary account the next time an edit is made without being logged in.

Or, you can [extend the expiry period](#) by another 90 days.





Applying recommendations

- [IP Masking: Unregistered editor UX recommendations April 2023](#) based on results of these tests
- Updates to next usability tests in other languages (Spanish, Japanese, Arabic) - see [T328616](#)



C. round 2: Spanish user tests with updated prototypes

Unmoderated user tests were conducted via the Userlytics platform with Spanish versions of the **desktop** and **mobile** prototypes.



Main Spanish findings

- **Updated messaging:** user testers generally *do not* interpret the temp account name as representing their IP address.
- **Perceptions of privacy:** Spanish-speaking testers provide similar responses to English-speaking testers—testers stress the general importance of “privacy,” although individual understandings of this concept are diverse.
- **Updated temp account name format:** Participants understand at a greater rate that the temp account name represents a random number.
- **Testers notice and pay attention to the YYYY date information.**



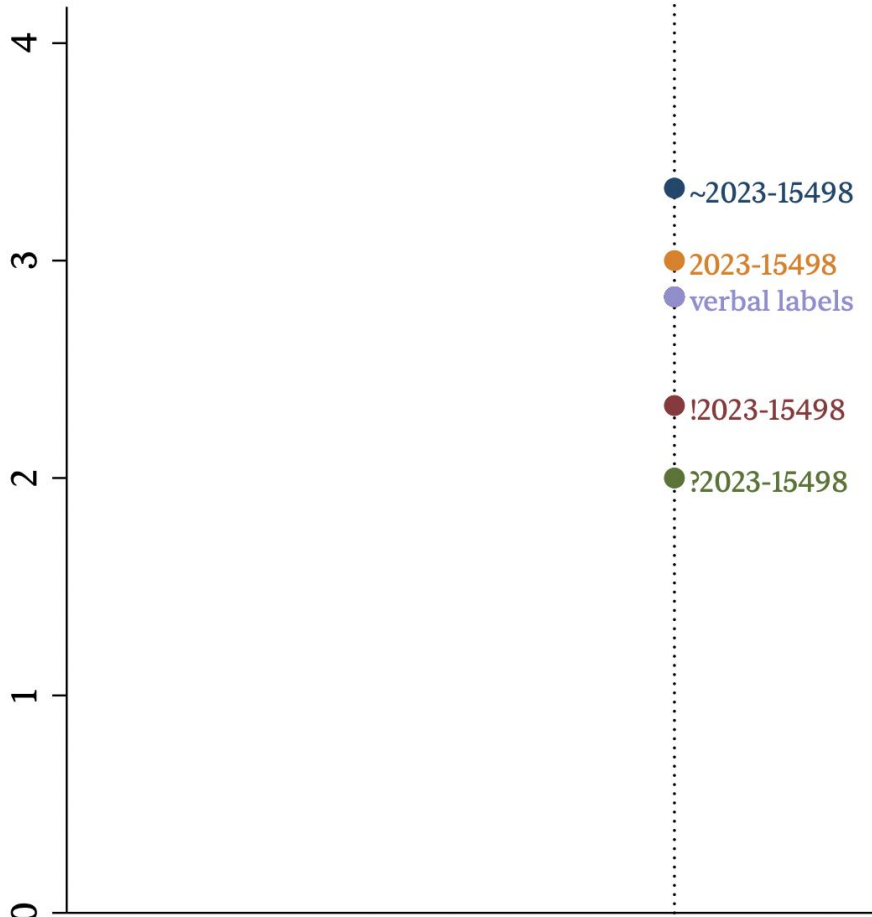
Main Spanish findings

- **Mobile and desktop react similarly**—the Spanish tests correspond with English in not uncovering major modality differences.
- **The “temporary” nature of temp accounts is easier to understand when the notification message includes the expiration period.**
- **Relationship between temp accounts and traditional accounts:** Testers remain unclear about what exactly happens when the temp account expires, or what happens if they sign up for an account mid-edit session.
 - What does it mean to “get credit for your edits”?



Spanish tester name format preferences

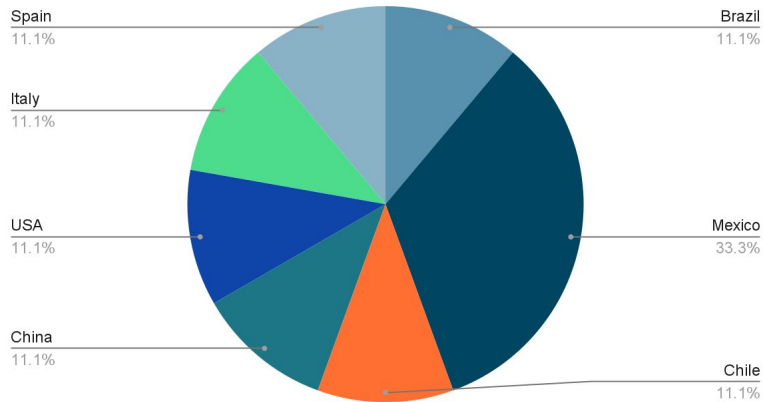
- Spanish testers as a group didn't express a clear preference for or against individual tested names.*
- The YYYY format greatly improves understanding that ~2023-15498 = **random number**.
- “Verbal labels” names received the same rating:
 - ◆ ~Temp202315498
 - ◆ ~Unregistered-2023-15498
 - ◆ ~noregistrado-2023-15498



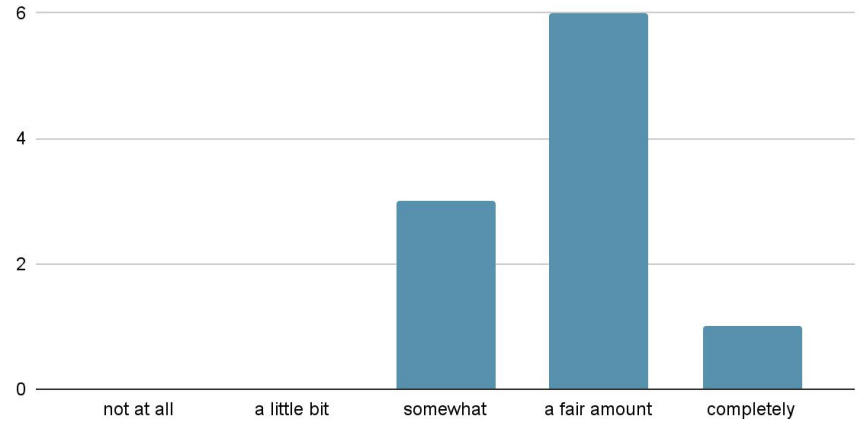
*Ratings were collected from 6 Spanish testers—a handful of additional testers had trouble completing this section of the test.

Diverse participants—diverse understandings of WP

Tester locations

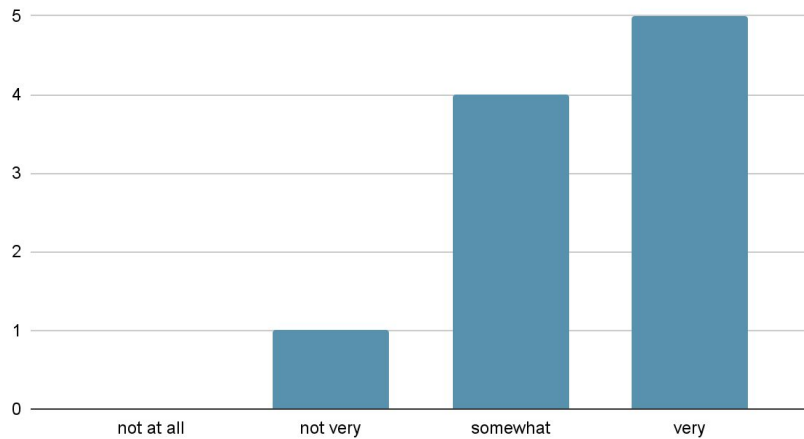


How much do you trust the information that you read in Wikipedia?

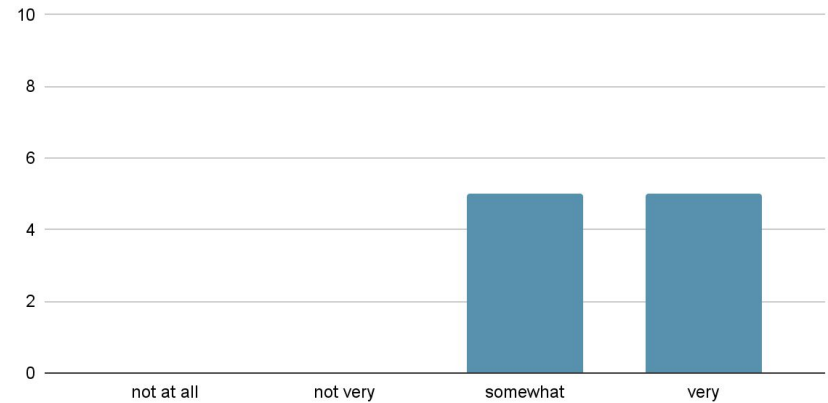


Spanish = English: Privacy and IP privacy are important to us, even if we individually understand those concepts differently.

How important is the issue of online privacy to you, personally?



How important is it to you that your IP address remain hidden from others on the internet?



Interest in creating accounts vs temp accounts remains mixed.

No has iniciado sesión. Una vez que realices una edición, se te creará una **cuenta temporal** para proteger tu privacidad. [Más información.](#)

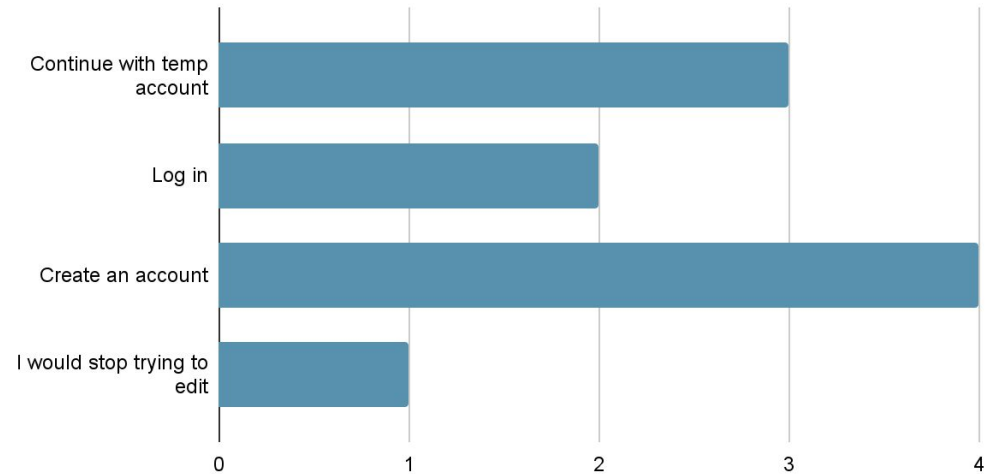
[Inicias sesión](#) o [crea una cuenta](#) para obtener crédito a tu nombre de usuario, entre [otros beneficios.](#)

Editar sin iniciar sesión

Acceder

Crear una cuenta

This message is asking you to make a decision. If this were a "real" situation, which option would you choose?



Responses to “What is an IP address?” continue to display a range of accuracy

Honestly, I don't know exactly what IP means, but I think it's a unique code for every website. [mobile]

It's a, basically an address that every internet access point—every person who connects to the internet has an IP address that identifies them and where the connection comes from. [desktop]

Understanding is improved when the expiration period is included in the notification message

It looks like the edit was saved and published—the error is gone. And it also looks to me like this message about the temporary account is saying that my account was saved and will last for 90 days. And up here it's giving me the information about the temporary account and the option to create [a traditional account]. So, I think in general what happened is that the change was saved and it made a temporary account for me, like it said it would in the beginning. [desktop]



The temp account notifications are understood, but they interact with pre-formed conceptions of accounts, privacy, and Wikipedia.

I think it's pretty clear what the message is trying to say . . . I haven't logged in, so the changes won't be saved as a record in my account. A temporary account was created for me, that's it. But they won't be recorded in a personal account for me. [mobile]

*I understand what has been explained, but the truth is that it's very complex. **I would prefer not to have anyone create a temporary account for me.** I mean, if I want to create a temporary account, I'll create it myself and that's it. And yes, Wikipedia requires that I be a registered user. I would prefer it if they asked me to create an account explicitly, rather than creating a temporary account without my consent. Because with a temporary account, they're tracking my data, but they haven't gotten any consent. It seems like a slight violation of my rights." [mobile]*



Interest in creating a traditional account remains mixed.

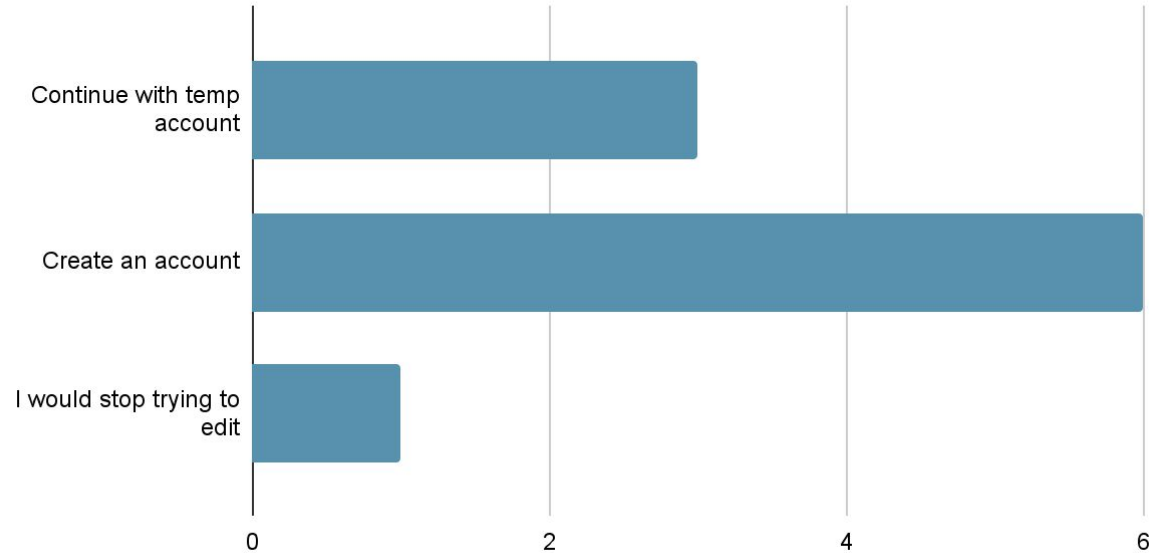
🕒 Cuenta temporal

Tu cuenta temporal caduca en 1 día.

Cuando caduque, se creará una nueva la próxima vez que realices una edición sin iniciar sesión.

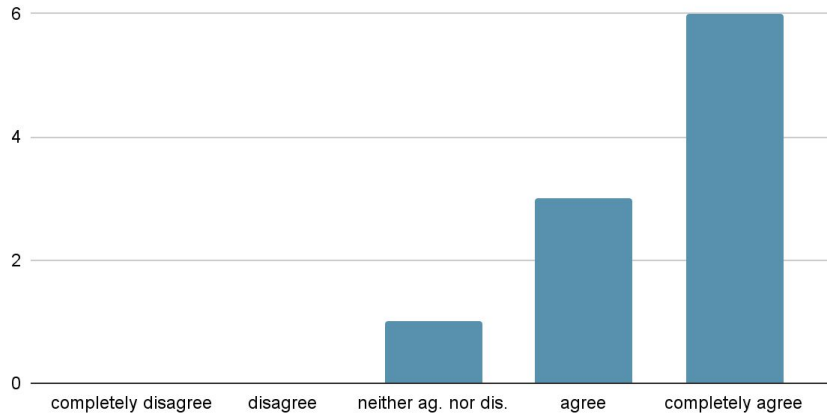
[Inicia sesión](#) o [crea una cuenta](#) para obtener reconocimiento por futuras ediciones y acceder a [otras funcionalidades](#).

✕ This message is asking you to make a decision. If this were a "real" situation, what would you do here?

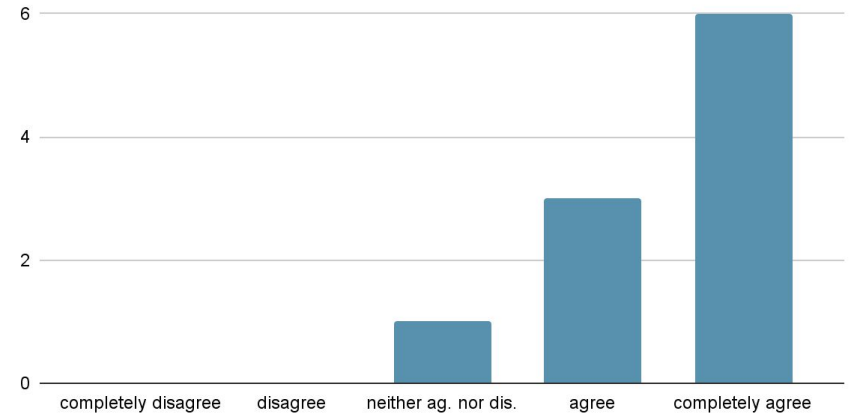


User tests indicate that short experiences like this may lead to increased reader interest in editing.

After finishing this activity, I know more about how Wikipedia works.



After completing this activity, I am more interested in editing Wikipedia than I used to be.



D.1 round 3: Japanese and Arabic moderated tests

Moderated user tests were conducted with Arabic and Japanese versions of the **desktop** and **mobile** prototypes.

Japanese findings prepared by [Naoko Okuizumi](#)

June 2023



Summary findings: Arabic

So far, so good.

- Arabic participants are casual, infrequent editors (from WMF participant database)
- Participants are enthusiastic about temp accounts.
 - *The Arab user isn't conscious of what security on the internet means. The community awareness is absent . . . but from a technical perspective, it's important.*

Participants continue to grasp the YYYY immediately.

Temp account name = random number.

The number you asked me about, ~2023-15498, is this number random or counting up, not connected to personal information?



Summary findings: Japanese

- A. Testers understand that temp accounts are different than traditional accounts.**
 - a. Desktop and mobile testers express similar understandings and confusions.
 - b. Testers remain unclear about what exactly happens when the temp account expires.

- B. Testers receive the message that “Wikipedia wants you to contribute more casually” by the end of the session,** but the messages can be modified to convey it at an earlier stage.

- C. Testers are not receiving the message that “Wikipedia also wants to protect your privacy”.**
 - a. Japanese-speaking testers provide similar responses to English-speaking testers—testers stress the general importance of “privacy,” although individual understandings of this concept are diverse.



Summary findings: Japanese

- A. **Testers prefer a temporary account name that includes lexical meaning in Japanese (未登録 “Unregistered”) and strongly disliked the inclusion of symbols such as “~” and “!”.**
 - a. Testers understand at a greater rate that the temp account name represents a random number.
 - b. They don't infer a relationship between the temp account name and their IP address.



D.2 Japanese results



Temporary accounts \neq traditional accounts

- **Temporary accounts expire in 90 days, while traditional accounts never expire.**
Temporary accounts expire after 90 days. Editorial information remains for 90 days. Traditional accounts will never expire and you can use other features. [D3]
- **Editing by a temporary account is recorded in a form that does not leave personal information.**
On the management screen, you can see that the correction was made with a temporary account that cannot identify the individual. [M2]
- **Temporary accounts don't confer "credit" for edits like traditional accounts.**
Temporary accounts are just numbers. If you create a traditional account, you will have more responsibilities in your own name. [D2]



Temporary accounts \neq traditional accounts

- **Many participants are unaware that it has traditionally been possible to edit Wikipedia without an account.**

I now know that I can edit an article without creating an account. [D3]

- **Temporary accounts remove a barrier to editing for some participants.**

Being able to edit without creating an account lowered the threshold. [M4]

- **The messages clearly and effectively communicate to testers the conceptual difference between temporary and traditional Wikipedia accounts.**

I became interested in editing with a temporary account. It was surprisingly easy to make minor corrections. [D5]



Desktop and mobile tests produced similar results

- Testers in both environments understand the concept of temporary accounts.
- Both modalities show similar areas of confusion.
 - ◆ Desktop testers were exposed more frequently to ~2023-15498.
 - ◆ Mobile testers first see ~2023-15498 on their third pop-up message of the edit screen.

Desktop Message #2

あなたは仮アカウントを使用しています: ~2023-15498 ⓘ アカウント作成 ログイン

Desktop tester first seeing ~2023-15498 above the second pop-up message

⌚ 仮アカウントです。 ×

この一時的なアカウントは、お使いのデバイスとブラウザでログインせずに編集を行った際に作成されました。90日で有効期限が切れます。もっと詳しく知る。

ログインするか、アカウントを作成すれば、その後の編集はユーザー名と紐付けられ、その他の機能も利用できるようになります。

Mobile Message #3

一時的なアカウントを使用しています。あなたの編集は ~2023-15498 によるものとして記録されます。

ログインするか、アカウントを作成すれば、その後の編集はユーザー名と紐付けられ、その他の機能も利用できるようになります。

仮アカウントで続ける

ログイン

アカウント作成

Mobile tester first seeing ~2023-15498 in the third pop-up message



D.3 several details remain confusing

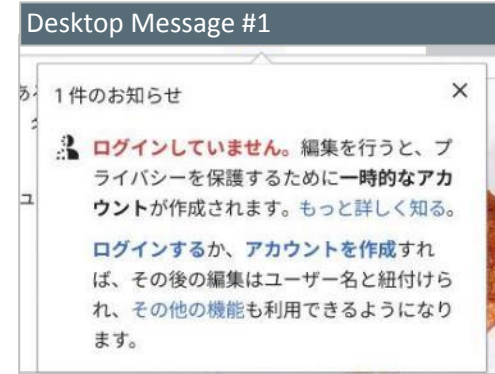


Need a log in, oh no thank you!

- While "You are not logged in" is very conspicuous and clearly conveys the message, it also creates the misunderstanding that "login is to be required soon".
 - ◆ 2 testers, who are not interested in creating a WP account in the first place, **don't bother to read further messages.**
 - ◆ In the case of mobile, there is an eye-catching "Edit without logging in" button, so the situation can be grasped, but in the case of desktop, **the "x" is prominent and accessible.** Many users may skip all subsequent messages after successfully using the "x" at this point.

I think you can erase it with the × button. I don't usually read messages like that. Look at "You are not logged in" and erase it. [D1]

There is a button to edit without logging in. It's hard to notice this at first. [M1]



Do I need a temporary account?

→ It is not very clear that "edit" automatically leads to creating a temporary account".

- ◆ 2 participants disliked the news that a temporary account was automatically created **without their permission**.
- ◆ The phrase **"to protect privacy"** was mostly skipped as participants read the message, and it remained unclear for some why a temporary account was created.

Automatically creating an account without my permission gives me the impression that my information is being leaked to Wikipedia. [D4]

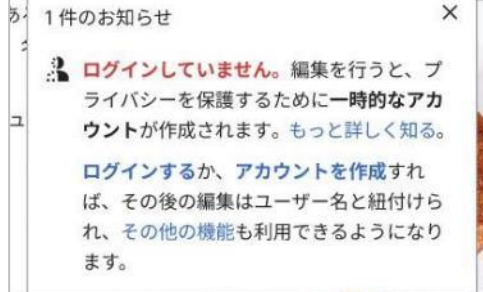
I wondered if a temporary account had been created before I knew it. I started editing without any intention of making a temporary account. Is that so? Feel a bit uncomfortable. [D5]

I don't understand what you mean by "temporary account created for protection" part. [D1]

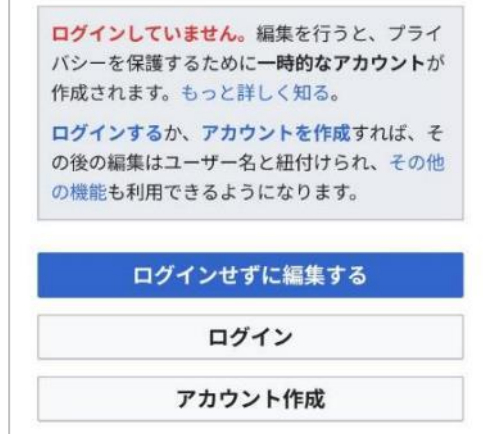


It says to protect privacy, but it doesn't say how privacy is protected. [M3]

Desktop Message #1



Mobile Message #1



What happens after the temporary account expires?

→ It remain unclear what will happen after the temporary account expires, and the following questions and misunderstandings are reported.

- ◆ Whether edits made by temporary accounts are retained?
- ◆ If you do not create a traditional account within 90 days, will you lose editing privileges?

If the temporary account, what will happen to the edits made with the temporary account? [D3]

I don't know if the edits will be reverted, or if the account will just expire and the edits will remain. [M3]

I understand that after 90 days, my edits will be saved, but I will no longer be able to edit the article. [M2]



Edits will not be carried over! What?

→ 6 participants (D2, D3, D5, M2, M3, M4) misunderstand that edits made under a temporary account will be carried over to their permanent account when it's created.

- ◆ They are quite surprised to find this out in the account creation process.

It's a pity that edits made with a temporary account cannot be carried over to the permanent account. [D2]

The edits made by temporary accounts will not be carried over to permanent accounts, which is sad. The messages I've seen so far didn't say so. [M3]

Something shocking is written here. I understood the messages as if I create an account within 90 days, the edits I made with the temporary account would be carried over to my permanent account. But it's not! [M4]

WIKIPEDIA

アカウント作成

あなたの仮アカウントで行った編集は、あなたの正式なアカウントに転送されません。

利用者名 (利用者名について)
利用者名を入力

パスワード
パスワードを入力

他のウェブサイトで使用していないパスワードを使用することをお勧めします。

パスワード再入力
パスワード再入力

メールアドレス (推奨)
メールアドレスを入力

もしパスワードを忘れてしまったとき、メールを登録してあると回復できます。



I guess this is my temporary account number

→ The presence of the symbol (~) makes it difficult to recognize as an account number/name.

- ◆ All participants are able to guess it is the automatically made temporary account number, but they are unsure, as it's not clearly mentioned.
- ◆ M2 once called it “修正番号/revision number” because she assumed every edit would be counted.

Since it starts with ~, it is difficult to recognize it as the account number or name. [M1]

I'm not confident. Since there is a number next to “You are using a temporary account” message, I just have the feeling that this is the temporary account number. [D3, D5]



The screenshot shows a desktop notification window titled "あなたは仮アカウントを使用しています: ~2023-15498 ⓘ". The notification text reads: "仮アカウントです。この一時的なアカウントは、お使いのデバイスとブラウザでログインせずに編集を行った際に作成されました。90日で有効期限が切れま。もっと詳しく知る。" Below the text are two links: "ログインするか、アカウントを作成すれば、その後の編集はユーザー名と紐付けられ、その他の機能も利用できるようになります。" The notification is displayed over a dark grey header bar that also contains the text "あなたは仮アカウントを使用しています: ~2023-15498 ⓘ", "アカウント作成", and "ログイン".

あなたは仮アカウントを使用しています: ~2023-15498 ⓘ

アカウント作成 ログイン

仮アカウントです。 ×

この一時的なアカウントは、お使いのデバイスとブラウザでログインせずに編集を行った際に作成されました。90日で有効期限が切れま。もっと詳しく知る。

ログインするか、アカウントを作成すれば、その後の編集はユーザー名と紐付けられ、その他の機能も利用できるようになります。

Desktop Message #2



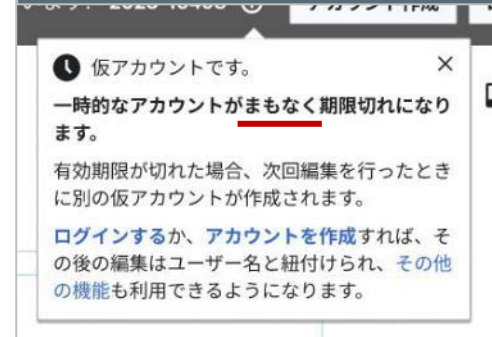
When is “soon”?

- **Two participants feel uncomfortable that the expiry date isn't clearly stated.**

When the expiry date is approaching, will it come out in “X days later?” more precisely? [M1]

When is “soon”? Why won't you tell me? Is there any reason why it doesn't say how many days exactly? [M5]

Desktop Message #5



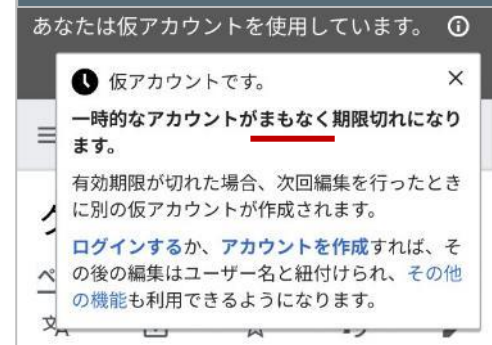
仮アカウントです。 ×

一時的なアカウントが**まもなく**期限切れになります。

有効期限が切れた場合、次回編集を行ったときに別の仮アカウントが作成されます。

[ログイン](#)するか、[アカウントを作成](#)すれば、その後の編集はユーザー名と紐付けられ、その他の機能も利用できるようになります。

Mobile Message #5



あなたは仮アカウントを使用しています。 ⓘ

仮アカウントです。 ×

一時的なアカウントが**まもなく**期限切れになります。

有効期限が切れた場合、次回編集を行ったときに別の仮アカウントが作成されます。

[ログイン](#)するか、[アカウントを作成](#)すれば、その後の編集はユーザー名と紐付けられ、その他の機能も利用できるようになります。

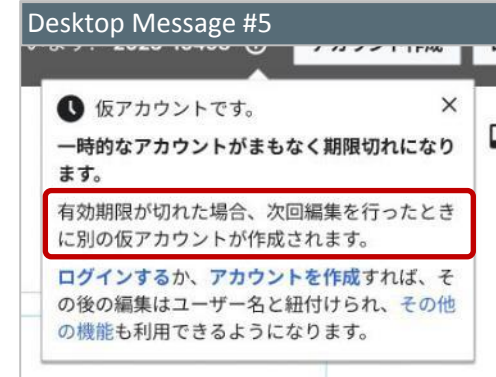


Wow, I can keep using temporary accounts!

- Many testers feel that “creating an account” is persistently prompted throughout the process.
- Until they get to this message, they don’t learn that they don't necessarily have to create a permanent account.
- The ability to continue using temp accounts forever is an unexpected and somewhat unique feature.
 - ◆ If you can tell them that they can continue with a temporary account at an early stage, you can dispel the negative impression of being persistently prompted to create an account. They may in turn be positive and proactive about editing with a temporary account.

With the same message coming up so many times, I thought Wikipedia really wanted me to create an account. [D3]

If another temporary account will be created when the current one is expired, I don't need to create an account, which is good. [D4]



I feel interrupted by the message!

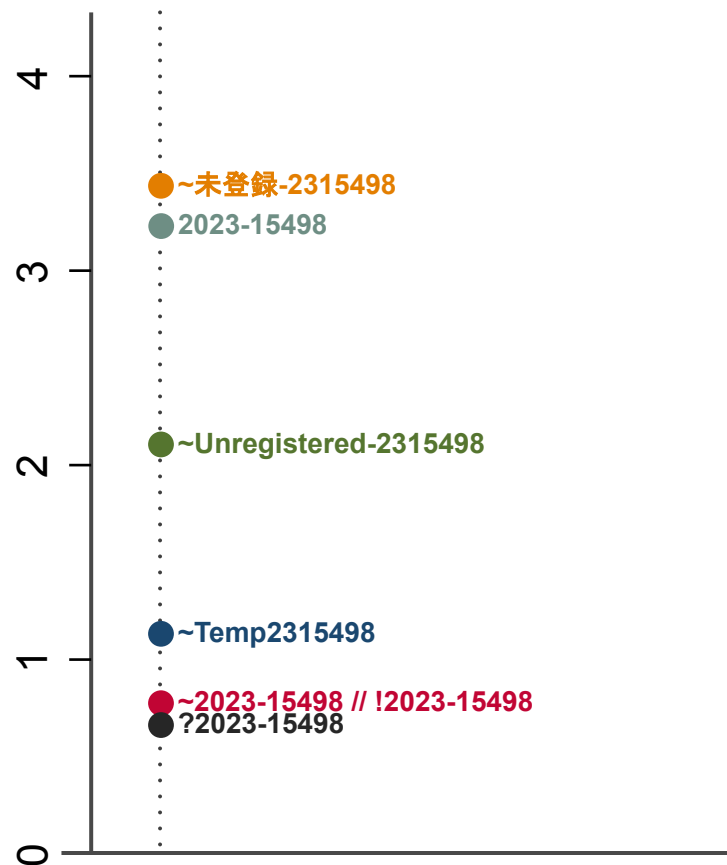
- **A mobile participant dislikes the fact that an extra screen interrupts the reference of an article.**
- ◆ When he was asked to fix a typo for the second time, he faced to the message screen, and found it an extra step to close it or to tap the “Continue with temporary account” button to get back to reading the article.
 - ◆ He felt he was repeatedly prompted to create an account and found it annoying.
 - ◆ In the case of Desktop, the same reaction was not observed, probably because the article could be read even with the pop-up message displayed.

There was an edit button, so I casually tapped it, but it keeps asking me to create an account. I inadvertently tapped the edit button, but I now wish I hadn't done it. [M1]



Japanese tester name format preferences

- Testers preferred meaningful lexical information in Japanese.
- Abbreviated English word cannot understood by many Japanese.
- Testers disliked any symbols located at the top.
- The YYYY format helped testers to understand the following number “15498” was randomly assigned.



استراحة

pausa

[pause]

Questions?

mraish@wikimedia.org

E. Appendix: additional findings by language



F.1 English





Testers learned more about Wikipedia.

- **Generally, testers who are interested in editing find the concept of attribution to be enticing.**

"If you want credit for your edits" . . . that's a fun way to say it! [desktop]

- **After completing the tested scenarios, testers understand the concept of making a minor edit on Wikipedia, and many react positively to the concept of editing.**

That is pretty cool. I did not know you could [edit] without making your own account. [desktop]

It has changed how I think about Wikipedia. I had no idea that you could make edits without creating an account. I might make one, just so I can get attribution. [desktop]

It has changed how interested I am [in editing] because I wasn't sure about how it all worked. The editing process, and also the accounts that can be made. [mobile]



F.2 alternate temporary account name formats



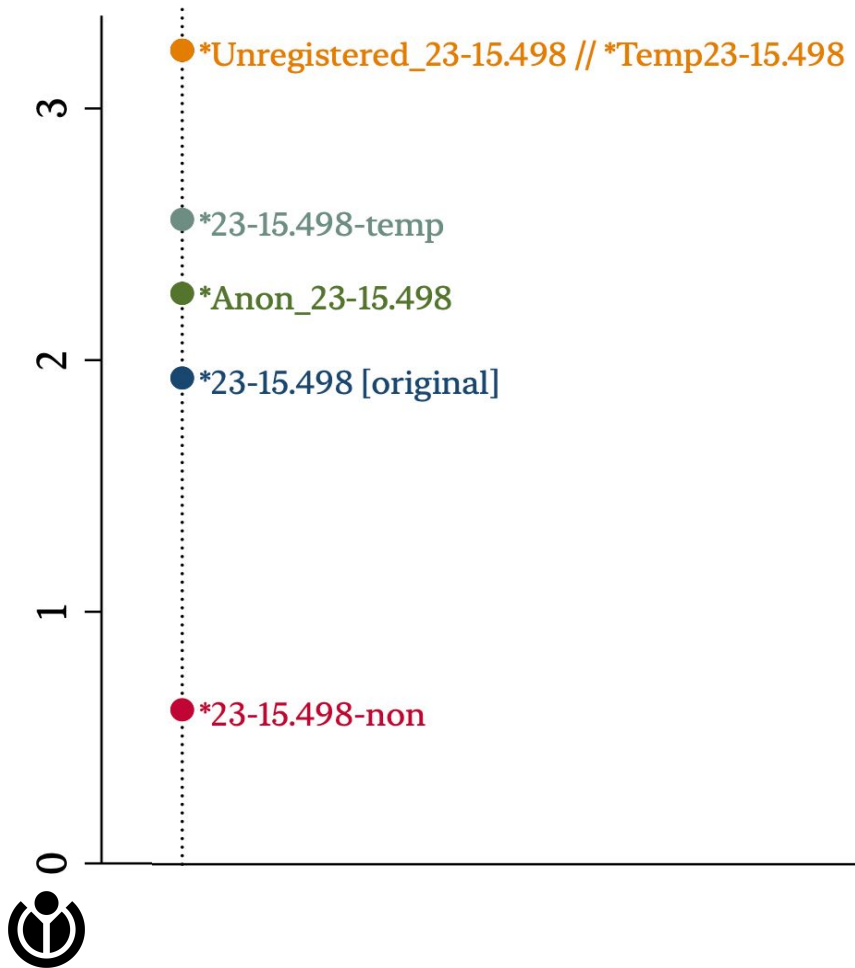


Name ratings

- 24 testers provided ratings on a 0-5 scale, from *not good at all* to *most preferred*.
- Testers were asked to explain their ratings as they made them.
- Testers were asked to suggest alternative name formats if they thought that any were missing.

Alternative names	Rate					
	0=Not good at all ←-----→ Most preferred=5					
*23-15.498	<input type="radio"/> 0	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
*Unregistered_23-15.498	<input type="radio"/> 0	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
*Anon_23-15.498	<input type="radio"/> 0	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
*Temp23-15.498	<input type="radio"/> 0	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
*23-15.498-temp	<input type="radio"/> 0	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
*23-15.498-non	<input type="radio"/> 0	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5





Meaningful lexical information is desirable

- Testers preferred names with meaningful lexical information; e.g., “-temp” and “Unregistered”.
- Testers unanimously disliked “-non”.
- Testers who interpreted *23-15.498 as derived from their IP address sometimes requested a random number instead.
- **The occasional editor did not find the (perceived) inclusion of their IP address to be problematic.**



*Unregistered_23-15.498

- “Unregistered” is described as an accurate label.
- One testers made negative value statements about being “unregistered”, associating it with laziness.
 - *“Unregistered” is pretty clear. It says exactly what it is. I think that's a good one, I'll give it a 5. [desktop]*
 - *I think I will at least know that it's probably an account. [desktop]*
 - *“Unregistered” is a little less confusing for people who don't know it stands for. [desktop]*
 - *To start talking about temporary accounts and then switch to using 'unregistered,' although it's accurate, it's a change of language. [desktop]*
 - *“Unregistered” is so big. It's unnecessarily large. [desktop]*
 - *Nobody would be want to called “unregistered.” It just looks lazy. [desktop]*





***Temp_23-15.498**

I do like the “temp” first, rather than after the numbers. [desktop]

I like the one that starts with “temp.” The one that ends in “temp” is ok. I think I like the ones with “temp” better than “Anon” because this is a temporary account. [desktop]

I don't know if I'm talking about temperature, template . . . so I wouldn't go for that one. [desktop]

***23-15.498temp**

I like the “temp” because it goes with the “unregistered.” [desktop]

I think it's better to lead with that rather than to tack it on as a suffix. [desktop]





*Anon_23-15.498

“Anon” is probably my favorite, because presumably if you didn't want to make an account you'd want to be anonymous. [desktop]

I like it too, but it kind of reminds me of reddit. [mobile]

Anonymous is fine, but for somebody with less security literacy might be confused. [desktop]

It's more clear that it's something temporary, and not an actual username [mobile]

“Anon” for anonymous... you know, that's a bit better than the original. But it's not quite anonymous, because you log the IP address and it's no less anonymous than an actual username because you don't know who owns the username. I guess this is a little more anonymous because you don't have a way of connecting it to a person. “Anon” is better than nothing, but not as good as “unregistered.” [desktop]

“Anon” . . . I don't know what that means. [desktop]





*23-15.498

The original is ok. I'll give it a 2 because it's not terribly descriptive. I'm technically inclined and have an IT and computer industry background. I'm familiar with IP addresses, so to me it makes sense. But for the general public, having some text along with the numbers might help. [desktop]

If that's my IP address, I guess all of them have it so it's not terribly bad. [desktop]

Just the numbers does not scream username for me. The letters at least add the impression of a username to it. Just the numbers and symbols by itself—not the clearest thing in the world. [mobile]

It's not necessarily bad, but I'm not sure it's the best option. [mobile]

It doesn't really say much. It's just a bunch of numbers to me. [mobile]

I would like to have] just a random number. There's many numbers. I don't know why you can't create random numbers. I don't like my IP address over there, not even with the “temp” or “anon” or unregistered. [desktop]

Numbers is not good at all, just because it's numbers. Like at the beginning I didn't even know that it was the name of my temporary account, so it's not good at all. [desktop]





*23-15.498-non

I don't like this "-non" because it doesn't really explain anything to me. [desktop]

The one that ends in "-non"? [Ugh](#). "-non" what? I think I like that less than the original [increases rating of original] because I'm not clear why you've put "-non" there. -non what? -non number? It's not clear what "-non" means. [desktop]

"-non". I don't know what "-non" means. Probably non-member. [desktop]



G.1 Japanese



G.2 participants



Who did we hear from?

→ 10 testers participated

- ◆ 7 males, 3 females
- ◆ 5 desktop testers, 5 mobile testers

	ID	Gender	Age	Occupation
Desktop testers	D1	Male	18	Student
	D2	Female	27	Housewife
	D3	Male	30	English teacher
	D4	Male	38	Doctor
	D5	Female	45	Self-employed
Mobile testers	M1	Male	44	Company employee
	M2	Female	58	Unemployed
	M3	Male	24	Student
	M4	Male	43	Company employee
	M5	Male	48	Company employee

→ All testers were self-identified readers, with no editing experience

- ◆ Some were interested in editing, but they had hesitated to try because of lack of specialized knowledge to share.

→ Testers are privacy-conscious

- ◆ Most reported that IP privacy and online privacy in general are *somewhat or very important* to them.



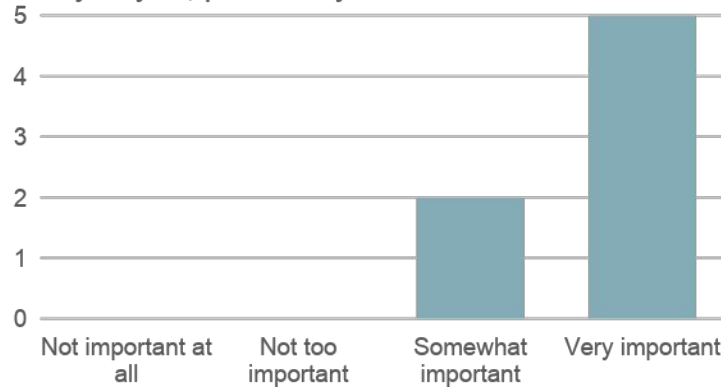
Can you explain what an IP address is?

- Testers understand IP addresses with a range of accuracy.
- IP addresses are generally described as a form of sensitive information:
 - ◆ **They reveal physical location:** *It is to identify where the person is trying to access this certain page on the Internet. A unique ID. [M4]; It is to specify where the data sender should send the data. Internet Protocol. [M5]*
 - ◆ **They identify individual devices:** *I've heard of it. It's like an address of my computer. [M1, M3, D2]*



Participants value privacy.

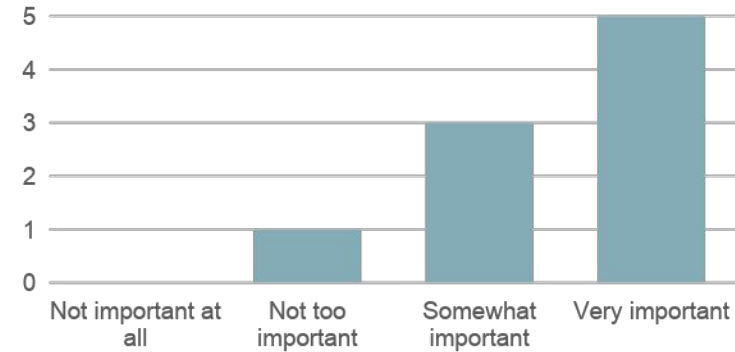
How important is the issue of online privacy to you, personally?



The range of influence is much wider than we assume. It is difficult to deny information that has spread once, such as digital tattoos. [M2]

100% protection is impossible, so we should protect ourselves. [D3, M5]

How important is it to you that your IP address remain hidden from other people on the internet?



As I have nothing to hide, it's okay for anyone to know my IP address, but it should be protected if something bad can happen. [M5]

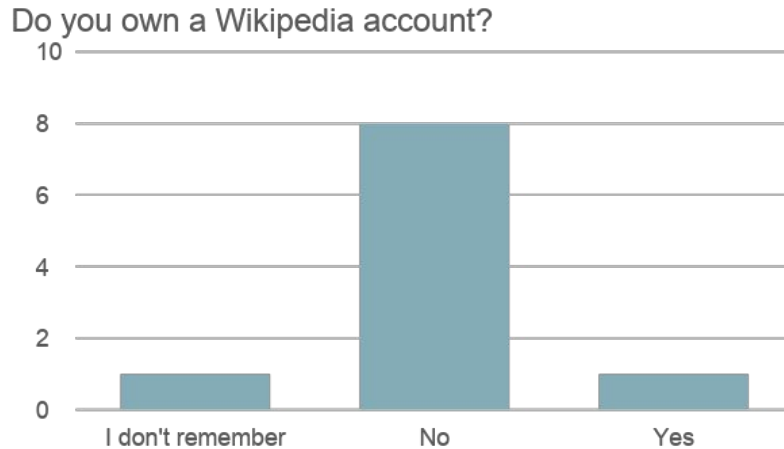
It would be [somewhat important], not [very important] because I'm not so sure about IP address. [D3]



Wikipedia use profiles : accounts

→ Most testers have never created Wikipedia accounts before.

- ◆ Unaware that accounts exist;
- ◆ Lacking specialized knowledge;
- ◆ Desire to avoid accumulating accounts; and
- ◆ Explicit desire to remain a reader—no interest in other forms of engagement.



I didn't even know there were accounts. [D1, D4, M1, M5]

I have not. I am not an expert in anything. [D2, M2]

I might have created an account, because I've been interested in creating an article, but I'm not sure. [D3]

I just use it to gain information. [M5]

I was prompted to create an account on the page, and did so, but I have rarely used it. [M3]

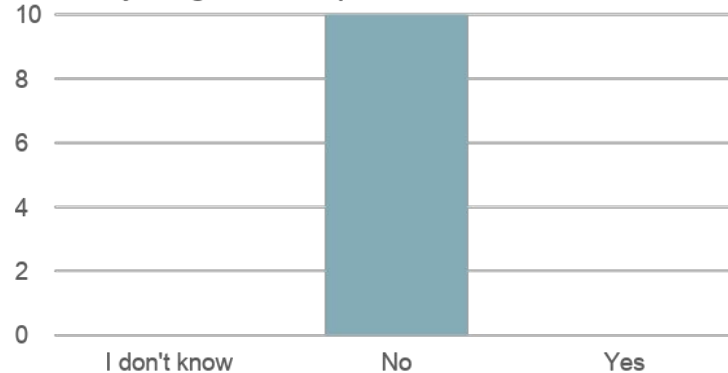


Wikipedia use profiles : editing experience

→ No tester report having experience of editing WP article in the past.

- ◆ Lacking motivation;
- ◆ Relying on others who are more motivated; and
- ◆ Believing the necessity of an account to make an edit.

Have you ever added to, changed, or edited anything in a Wikipedia article?



I leave the small mistake, because I'm supposed to be busy to learn something from the article. [D1, M3]

Because I just use it to gain information, I'm not in charge of fixing it. [M4, M5]

I leave it, because someone else would fix it. [D2, D5]

I normally leave the mistakes, because I don't know whether I'm allowed to fix them without an account. [M2]

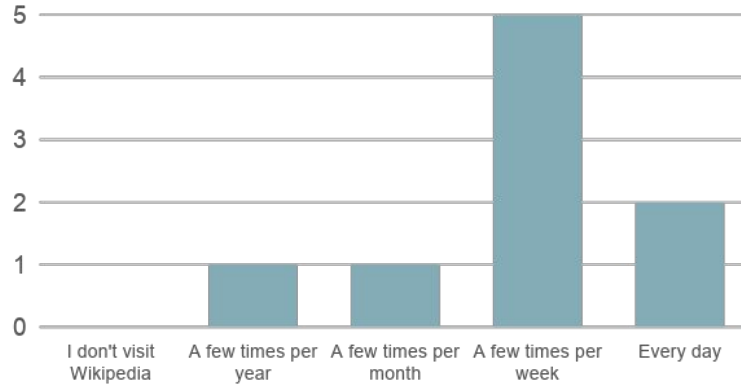


Wikipedia use profiles : frequency + main page

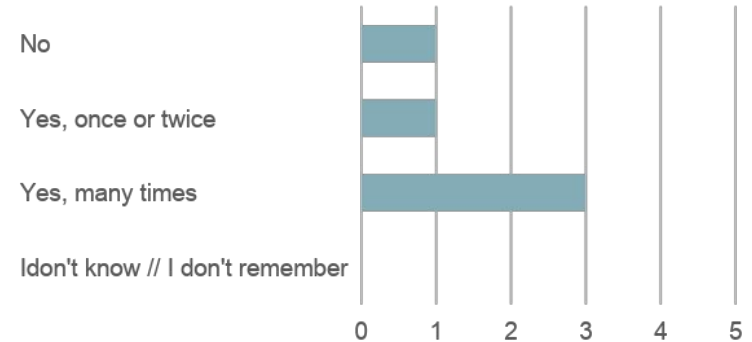
→ Testers report a range of Wikipedia use frequencies.

- ◆ They normally reach a Wikipedia article via [SERP](#), when they want to search for unique nouns, technical terms, public figures, and information about a certain title of novels, animations, and manga.
- ◆ 4 of 5 desktop testers reported having visited the Main Page before.

How often do you typically visit Wikipedia?



Have you ever visited [the Wikipedia main Page] before?



NOTE: This question was only posed to the 5 desktop testers who were shown the main page during their test scenario. Mobile testers did not respond to this question.



How do you think that information gets added to Wikipedia?

- Many testers believe that Wikipedia is edited by man in the street.
- They also believe that those have specialized knowledge and/or a spirit of service.

Someone who has a spirit of service volunteers to make and edit the information. [D4, D5, M3, M4]

I think someone—just a normal person—adds pages to Wikipedia. [D2, M1]

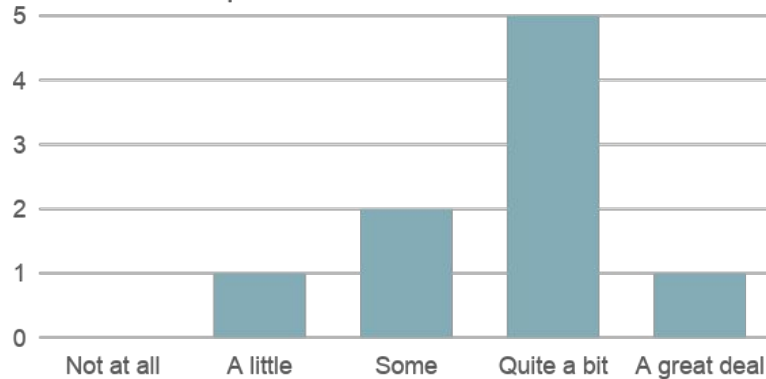


How much do you trust the information that you read on Wikipedia?

→ Most testers express qualified trust of Wikipedia.

- ◆ Testers have found it relatively reliable, but they are aware of a general air of uncertainty.

How much do you trust the information that you read on Wikipedia?



I always double check with other articles, and have found it reliable [a great deal]. [M4]

Malicious edits can happen, but I know there are editors who try to fix them. Not perfect trust, but I trust it [quite a bit], which is very close to [a great deal]. [D5]

As anyone can add or edit an article, there is a mix of reliable and unreliable information. Not [not at all] but [a little], because I know there are some reliable information. [D1]



G.3 tested messages

[Figma prototype \(Desktop\)](#)

[Figma prototype \(Mobile\)](#)



Message #1:

- Used scenario:
 - ◆ Imagine that you are reading a Wikipedia article on your own computer/smartphone and you notice a mistake that you want to fix.

- Probing questions:
 - ◆ What would you normally do if you notice a mistake that you want to fix?
 - ◆ Have you ever added to, changed, or edited anything in a Wikipedia article?
 - ◆ Is there anything unclear or confusing?
 - ◆ If this were a “real” scenario, what would you do, and why?

Desktop Message #1

1件のお知らせ

ログインしていません。 編集を行うと、プライバシーを保護するために**一時的なアカウント**が作成されます。もっと詳しく知る。

ログインするか、**アカウントを作成**すれば、その後の編集はユーザー名と紐付けられ、その他の機能も利用できるようになります。

Mobile Message #1

ログインしていません。 編集を行うと、プライバシーを保護するために**一時的なアカウント**が作成されます。もっと詳しく知る。

ログインするか、**アカウントを作成**すれば、その後の編集はユーザー名と紐付けられ、その他の機能も利用できるようになります。

ログインせずに編集する

ログイン

アカウント作成



Message #2:

→ Used scenario:

- ◆ Please pretend you have fixed the mistake yourself, and do whatever needed to complete the fixing process.



→ Probing questions:

- ◆ Can you explain what happened?
- ◆ (desktop only): Can you identify the temporary account number?
- ◆ Is there anything unclear or confusing?
- ◆ If this were a “real” scenario, what would you do, and why?

Mobile Message #2

あなたは仮アカウントを使用しています。 ⓘ
アカウント作成 ログイン

≡ WIKIPEDIA ⓘ

🔔 仮アカウントです。 ×

この一時的なアカウントは、お使いのデバイスとブラウザでログインせずに編集を行った際に作成されました。90日で有効期限が切れま
す。もっと詳しく知る。

[ログインするか、アカウントを作成すれば、そ
の後の編集はユーザー名と紐付けられ、その他
の機能も利用できるようになります。](#)

のブルターニュ地方における伝統的な沖菓子



Message #3:

- Used scenario:
 - ◆ In the second paragraph, there is another mistake you want to fix.

- Probing questions:
 - ◆ Can you identify the tentative account number?
 - ◆ Is there anything unclear or confusing?
 - ◆ If this were a “real” scenario, what would you do, and why?



Message #4:

→ Used scenario:

- ◆ Please pretend you have fixed the mistake yourself, and do whatever needed to complete the fixing process.

→ Probing questions:

- ◆ Can you explain what happened?
- ◆ Can you identify the temporary account number?
- ◆ Is there anything unclear or confusing?
- ◆ If this were a “real” scenario, what would you do, and why?

あなたは仮アカウントを使用しています: ~2023-15498 ⓘ アカウント作成 ログイン

❗ 仮アカウントです。 ×

一時的なアカウントを使用しています。あなたの編集は ~2023-15498 によるものとして記録されます。

アカウントは 90日 で期限切れになります。

ログインするか、アカウントを作成すれば、その後の編集はユーザー名と紐付けられ、その他の機能も利用できるようになります。

Desktop Message #4

あなたは仮アカウントを使用しています。 ⓘ

❗ 仮アカウントです。 ×

一時的なアカウントを使用しています。あなたの編集は ~2023-15498 によるものとして記録されます。

アカウントは 90日 で期限切れになります。

ログインするか、アカウントを作成すれば、その後の編集はユーザー名と紐付けられ、その他の機能も利用できるようになります。

Mobile Message #4



Message #5:

→ Used scenario:

- ◆ A couple of weeks later, you have accessed Wikipedia, and faced to this message.

→ Probing questions:

- ◆ Can you explain the situation?
- ◆ Is there anything unclear or confusing?
- ◆ If this were a “real” scenario, what would you do, and why?
- ◆ How do you understand the difference between tentative accounts and traditional accounts?



G.4 alternate temporary account name formats



Name ratings

- 10 testers provided ratings on a 0-5 scale, from *not good at all* to *most preferred*.
- Testers were asked to explain their ratings as they made them.
- Testers were asked to suggest alternative name formats if they thought that any were missing.

別名	評価する:					
	0=悪い ←-----→ 良い=5					
~2023-15498	<input type="radio"/> 0	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
!2023-15498	<input type="radio"/> 0	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
?2023-15498	<input type="radio"/> 0	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
2023-15498	<input type="radio"/> 0	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
~Temp2315498	<input type="radio"/> 0	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
~Unregistered-2315498	<input type="radio"/> 0	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
~未登録-2315498	<input type="radio"/> 0	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5



~未登録-2315498

- For most testers, Japanese term is the easiest to understand.
- The tilde at the top was disliked.
- *“Temporary registration (仮登録)” may be better than “unregistered”. Japanese word clearly conveys that it’s an account number, though the tilde “~” should not be there. [D1]*
- *It says unregistered clearly in Japanese. It would be the easiest to understand with the context that I haven’t created an account. [D2, M4]*
- *This is the best! [D4]*
- *Unregistered, why unregistered? In that case, “temporary ID (仮ID)” would be more appropriate. [D5]*
- *Generally better without the tilde. [M5]*



2023-15498

- **Most testers hated to have any symbol at the top, this numbers only option was rated high.**
- *You can tell it's an account number because it's **numbers only**. [D1]*
 - *If it's just a number, I would think it's just a number assigned, and there is no doubt.[D2]*
 - *Actually, I thought that only numbers with no symbol attached might sound like the temporary name, so I give the highest score. [M4]*
 - *Only numbers are good. However, **if there is no label attached, I might not be able to recognize it as an account name.** [M1]*
 - *I know it's a number because it doesn't have an extra symbol, but I don't know what the number is. [M2]*
 - *It's the easiest and simple. However, **since it starts with 2023, which implies this year, it may not be taken as a username.** [D3]*
 - *At a glance, **it is not possible to distinguish whether this refers to an account number or something else like an expiration date.** As long as you see it together with the story of 90 days, that kind of misunderstanding is possible. [M3]*



~Unregistered-2315498 // ~Temp-2315498

- Most testers didn't like the options with English word.
- Abbreviated English word may not be understood by many Japanese.

- *I don't understand the English. [M1]*
- *English is not understandable for all Japanese. [D1]*
- *I don't understand the meaning of English at first glance, so I have to think about it. [D2]*
- *I feel uneasy when I see English word. [D3]*
- *It is difficult to understand the English, because I am Japanese. [D4]*
- *Temp could not interpret anything to me. [M4]*
- *It is easy to understand that it is temporary with Temp. Unregistered is even easier to grasp the meaning. [M2]*
- *I think Temp is temporary, but it could be difficult to recognize it means a temporary account number intuitively. [M3]*
- *Is Temp an abbreviation for Temporary? I guess so. It is understandable, but I rate Unregistered better. [D5]*
- *I get the impression that it's a "special file name" with English words after the tilde, which makes me a little uncomfortable. System-like. I feel like I'm looking at something that's not what the user supposed to see. [M5]*



~2023-15498 // !2023-15498 // ?2023-15498

- Most testers rated these options as worst, because of the symbols located in front of the numbers.
- *Why is there a symbol in front of the number? [D2]*
 - *I feel uneasy when there is a symbol in front of a number or letter. I don't think there are many words that start with a symbol. [D3]*
 - *It is difficult to recognize as an identification number because I think that the symbol in front of the number is “garbled (Mojibake)”. [M1] *please refer to [Wikipedia article about Mojibake](#).*
 - *I feel uneasy when there is a symbol in front of numbers. It reminds me garbled (Mojibake) characters. [D5]*
 - *It is difficult to intuitively understand what it is because there is a symbol attached to the beginning. [M2]*
 - *I didn't understand the meaning of the symbol. I don't know how to interpret it. It looks meaning of “from,” which is not appropriate to convey the meaning of temporary. [M4]*
 - *Each symbol has a symbolic meaning, so it is strange if such symbols are at the beginning of the account number. Compared to ! or ?, the symbolic meaning of ~ is neutral, so this one could be nice. It may also convey the meaning that it's been automatically created. [M5]*



G.5 additional findings



What does this icon mean?

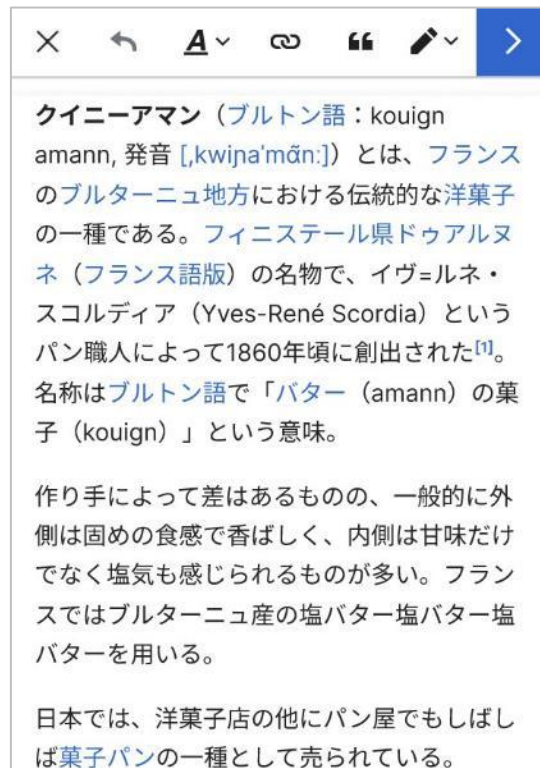
→ M2 was not able to identify the “Publish changes” button, though other testers found it okay.

- ◆ She tapped the “x” button in the upper left with an expectation of receiving a pop-up message to confirm or leave.

*It's hard to understand that this opposite sign of “<” means the button to move on. [M2] * “<” is one of the Japanese 50 characters.*

I didn't press it (the blue arrow button) with the intention of saving the change. I was imagining to have a save button appeared after that. [M4]

Since the color has changed, should I press (this)? I thought. [M5]



クイニーアマン (ブルトン語: kouign amann, 発音 [kwɪjnə'mã:n:]) とは、フランスのブルターニュ地方における伝統的な洋菓子的一种である。フィニステール県ドゥアルヌネ (フランス語版) の名物で、イヴ=ルネ・スコルディア (Yves-René Scordia) というパン職人によって1860年頃に創出された^[1]。名称はブルトン語で「バター (amann) の菓子 (kouign)」という意味。

作り手によって差はあるものの、一般的に外側は固めの食感で香ばしく、内側は甘味だけでなく塩気も感じられるものが多い。フランスではブルターニュ産の塩バター塩バター塩バターを用いる。

日本では、洋菓子店の他にパン屋でもしばしば菓子パンの一種として売られている。



Easy process, but language needs to be improved.

- ➔ Account creation process was evaluated relatively easy and acceptable.
- ➔ The proposed features attracted some “Editing-curious” testers.

There is something wrong with this Japanese expression of "username". [M1]

I will be able to fill these out instantly, which is good. [D3]



“転送されません (not forwarded)” is a wrong Japanese, but I know what it means and it’s shocking. [M4]

We don’t usually say “転送 (transfer)” in this context. [D3]

It’s good, it’s good to be able to contribute. [D5]

These three features are not so attractive to me. [D3]



Interest in further editing is mixed.

- ➔ Growth features indicating *community* and *edit attribution* are attractive for some “Editing-curious” testers.
- ➔ Some testers misunderstand the “Suggested edits preview”.

Does this “提案された編集 (Suggested edits preview)” mean I edited this article before? [M1]

I guess the article I edited in the past got some suggestions from someone else. That notification is here. [M4]



I will be able to know how many people have referred to the article I edited. It will be a fun and I will be more motivated. [D2]

What is “mentor”? [D1, D2] Mentor? Assigned automatically. Oh, no thank you. I will never ever ask anything. [D5]

Having someone to help me is good, which reduces the chance of spreading false information. [D4]



Testers learned more about Wikipedia.

- **Being able to edit casually without creating an account is fresh and interesting idea for many testers.**

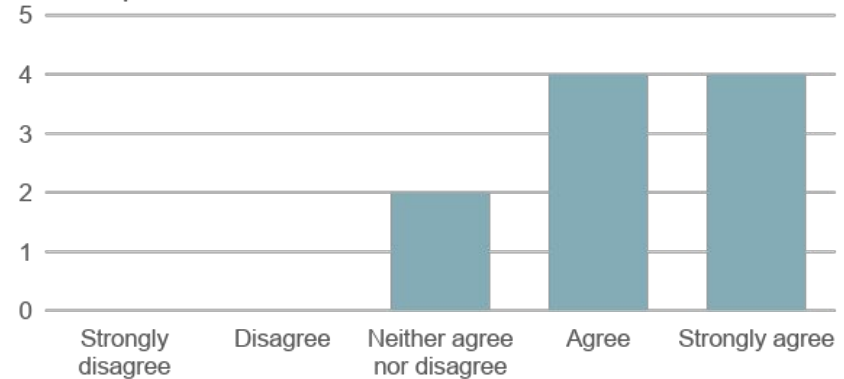
I was able to experience things I didn't know before, so I could casually edit it with a temporary account. I give 4 instead of 5 because there may be things I don't know yet. [D2]

There were many things I didn't know. [D4]

- **Testers who are interested in editing find the concept of attribution to be enticing.**

It's good, it's good to be able to contribute. [D5]

How much do you agree with this statement:
After completing this activity, I know more about
how Wikipedia works.



Reaction to the casual edits varied.

→ All testers understand the concept of making a minor edit on Wikipedia, and most of them react positively to the concept.

- ◆ It doesn't, however, mean they are very positive about doing edits themselves.

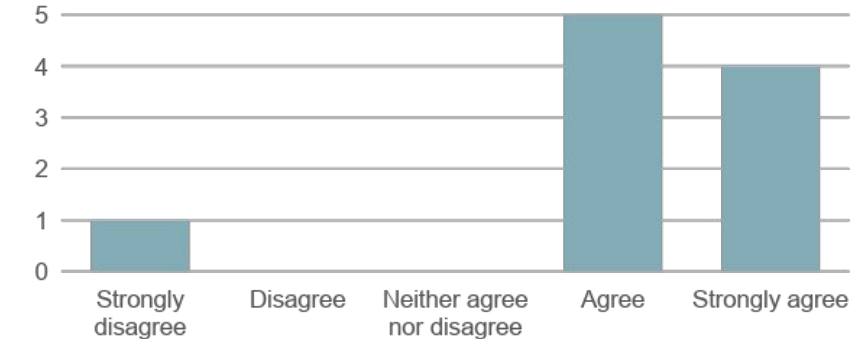
I found out that various people can edit if they find typos. I may ignore them, though. [D1]

→ Some worries that the casual edits may cause malicious edits.

Malicious edits can happen, if people can edit without an account. So I thought it became easier to deteriorate articles. [D5]

It's a good thing that editing is done relatively casually, but I somehow thought that malicious edits can also easily happen. [M2]

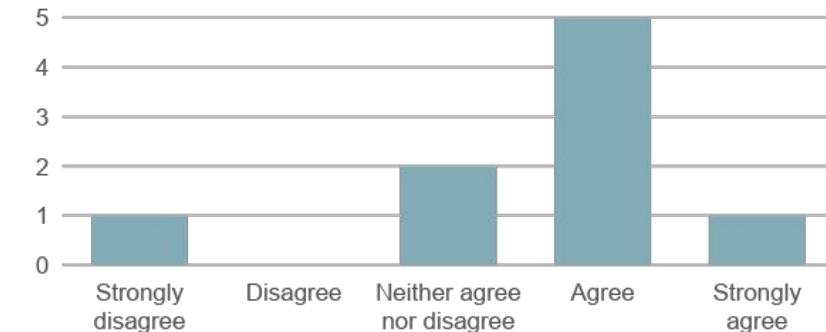
How much do you agree with this statement:
After completing this activity, I am more interested in creating Wikipedia account than I was.



Testers are split as to whether they would use temp or traditional accounts.

- 6 testers will go with temporary accounts.
- 4 testers may move on to create an account.

How much do you agree with this statement:
After completing this activity, I am more interested in creating Wikipedia account than I was.



*I think the benefit of having an account is that my edits will be recorded, but I don't see any value in that. Being able to edit with a temporary account is just nice. [M3]
I stay as a reader. [M1, M4]*

I don't want to increase the number of accounts so I will continue to use a temporary account. [D1, M5]

I didn't know you could easily have an account and get edit suggestions. I was not sure what to do with an account, so I became more interested. [D2]

I kept hesitating to try editing, but I found someone would help me, which is good. [M2]



Many testers will ignore minor errors IRL.

- Only two testers (D3, D4) showed a positive attitude, saying, "If I can edit easily, I'd like to fix it."
- Basically, they are just readers.

It's a mistake that doesn't really bother me, and even if it does, I think someone will fix it, so I ignore it. [D4]

I haven't created an account, so I don't know if it's okay to edit. [M2]

I can't be bothered. It doesn't matter if you get the information you want (even if there are minor mistakes). [M3]

Editing is not for me. [M4]

