Growth tools

WIKIMEDIA
FOUNDATION

OBJECTIVE

Grow and diversify contributors

In order for our projects to supply all knowledge to everyone in the world, we need major increases in **number of contributors** and **contributor diversity**.

PROBLEM

Barriers to entry

Technical:
"How do I add an image?"

Conceptual:
"But this person is notable to me."

Cultural:
"Why is everyone so rude?"

For most people, editing Wikipedia is not a fit for them.

Growth tools

A set of tools that allow **newcomers to get helped** when they make their first steps on Wikipedia.

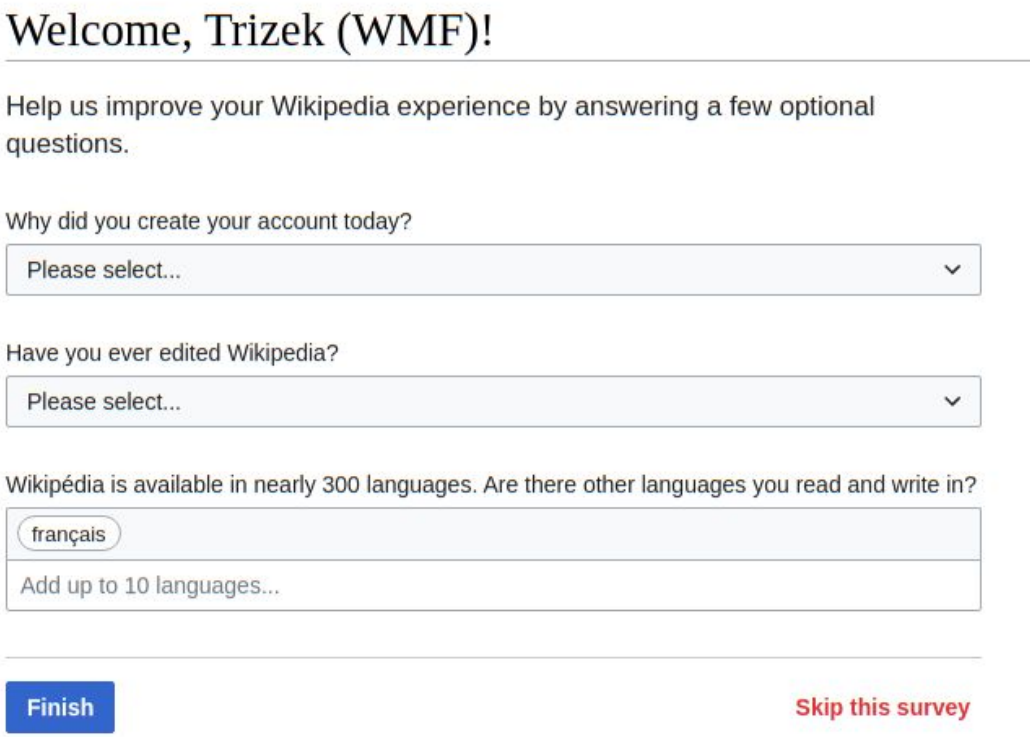
These tools all work both on **mobile** (not Apps) and **desktop**.

[[mw:Growth]]

EXISTING TOOLS

Welcome survey

Understand **why people create an account** on Wikipedia.

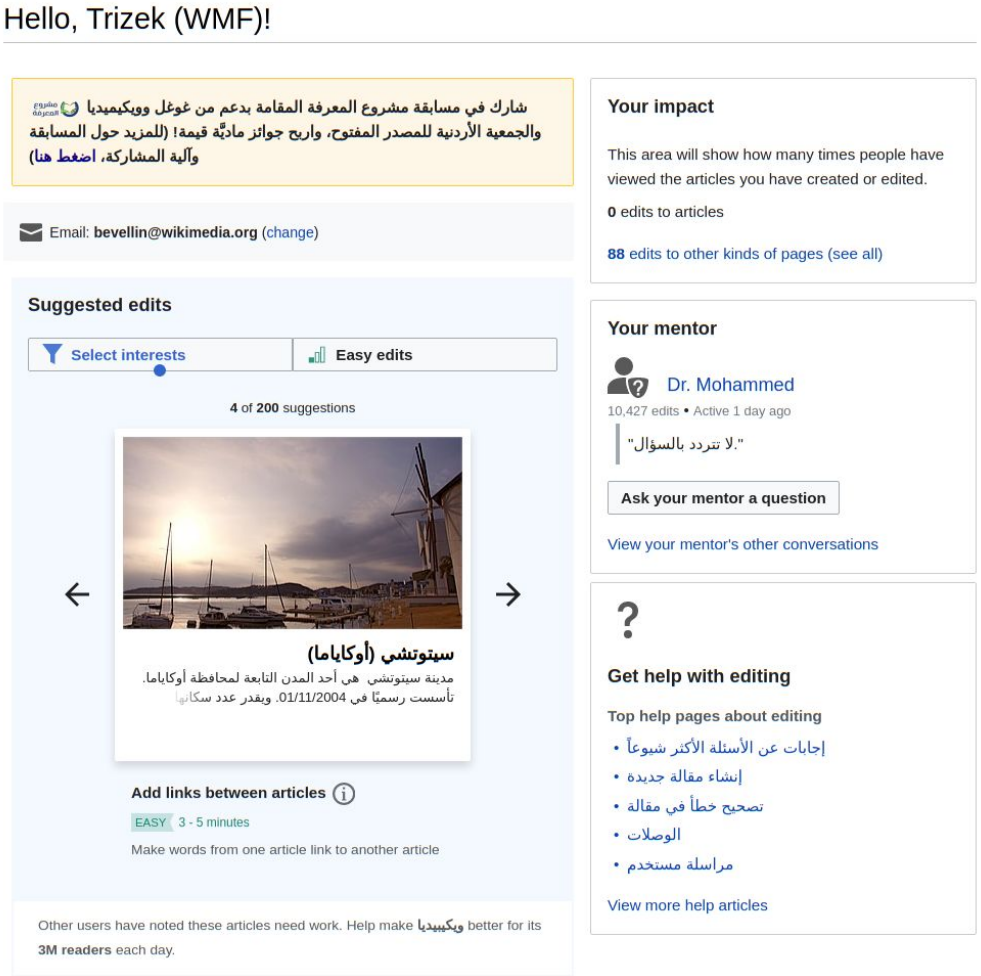


Arabic Wikipedia screenshot, interface language set to English

EXISTING TOOLS

Homepage

A **centralized place** where newcomers can find ressources.



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EXISTING TOOLS

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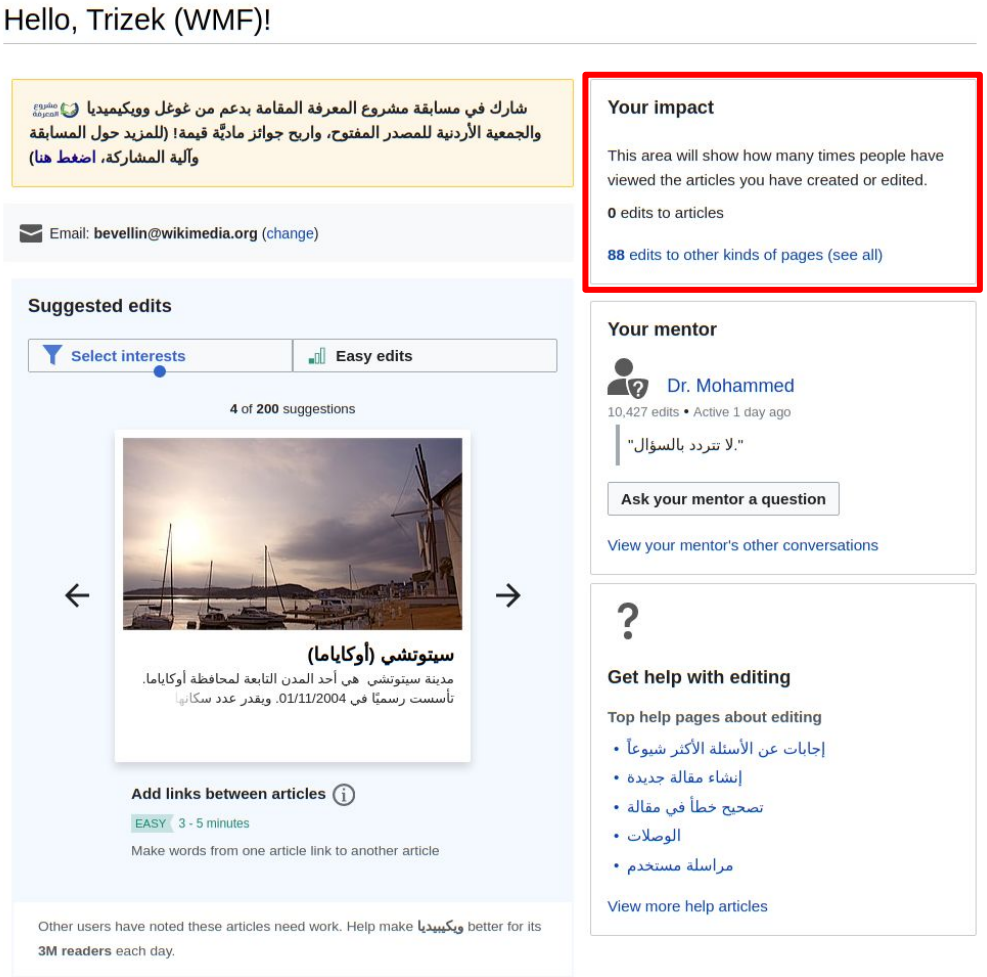
A **centralized place** where newcomers can find ressources.

- **Impact module**



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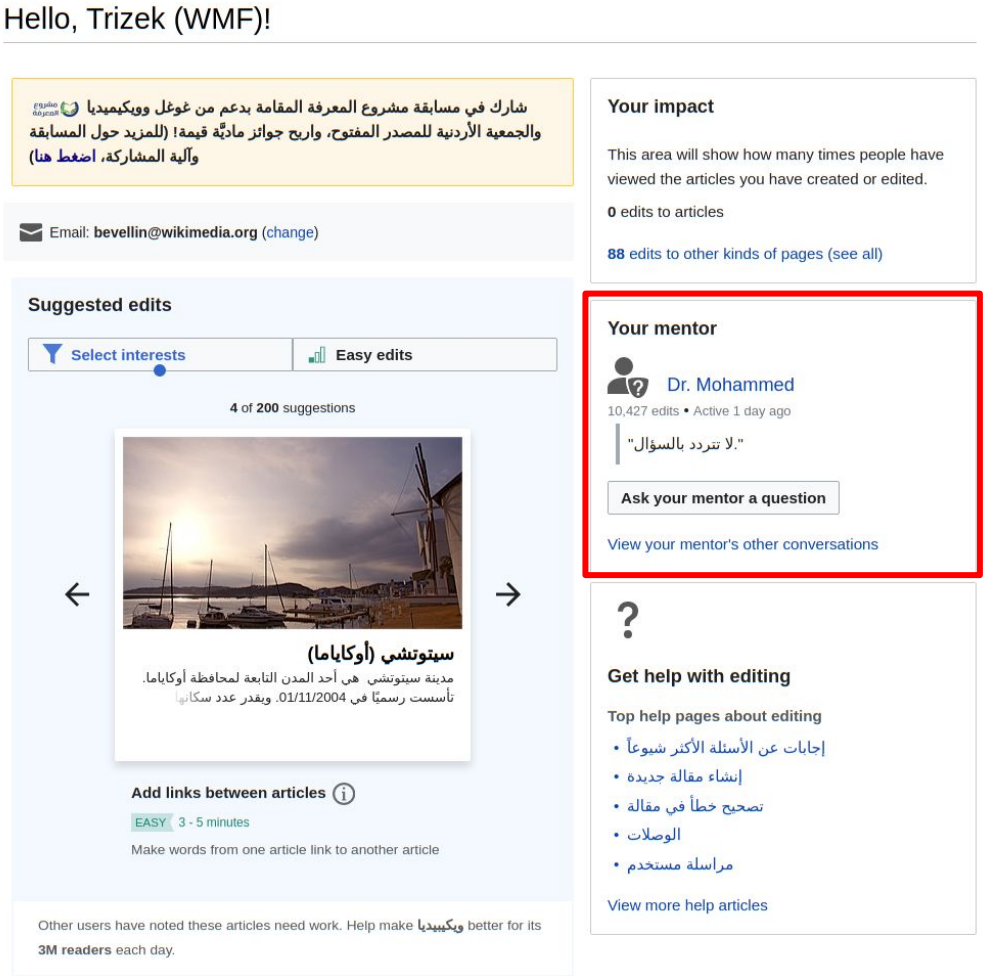
EXISTING TOOLS

Homepage

A **centralized place** where newcomers can find ressources.

- Impact module
- **Direct access to a mentor**



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EXISTING TOOLS

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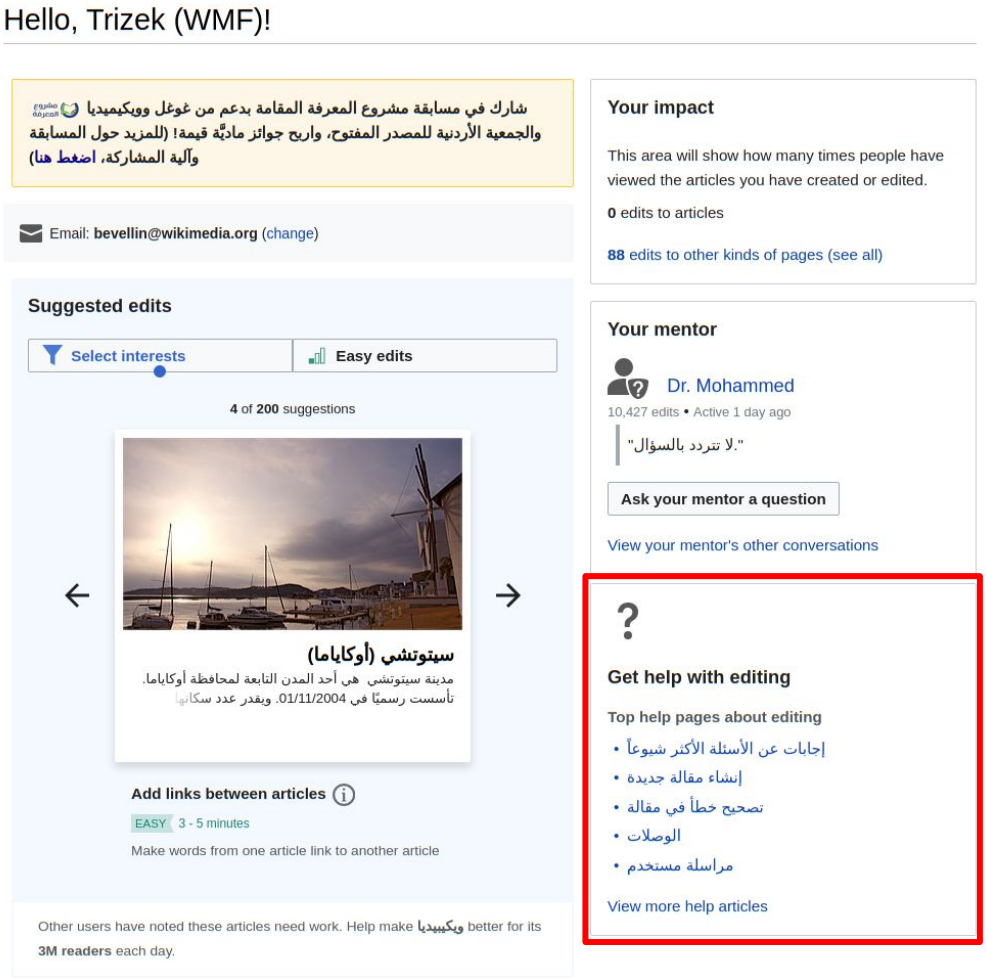
A **centralized place** where newcomers can find ressources.

- Impact module
- Direct access to a mentor
- **Help links**



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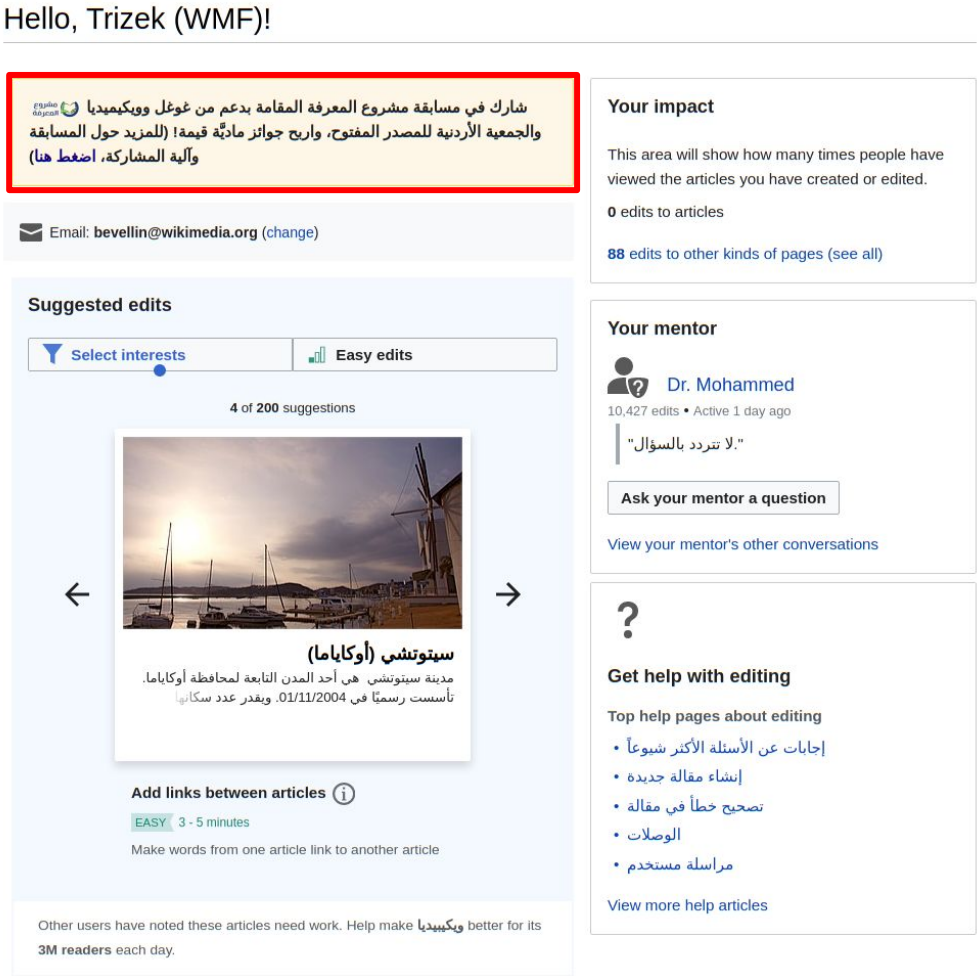
- Impact module
- Direct access to a mentor
- Help links
- **Invitation to campaigns**



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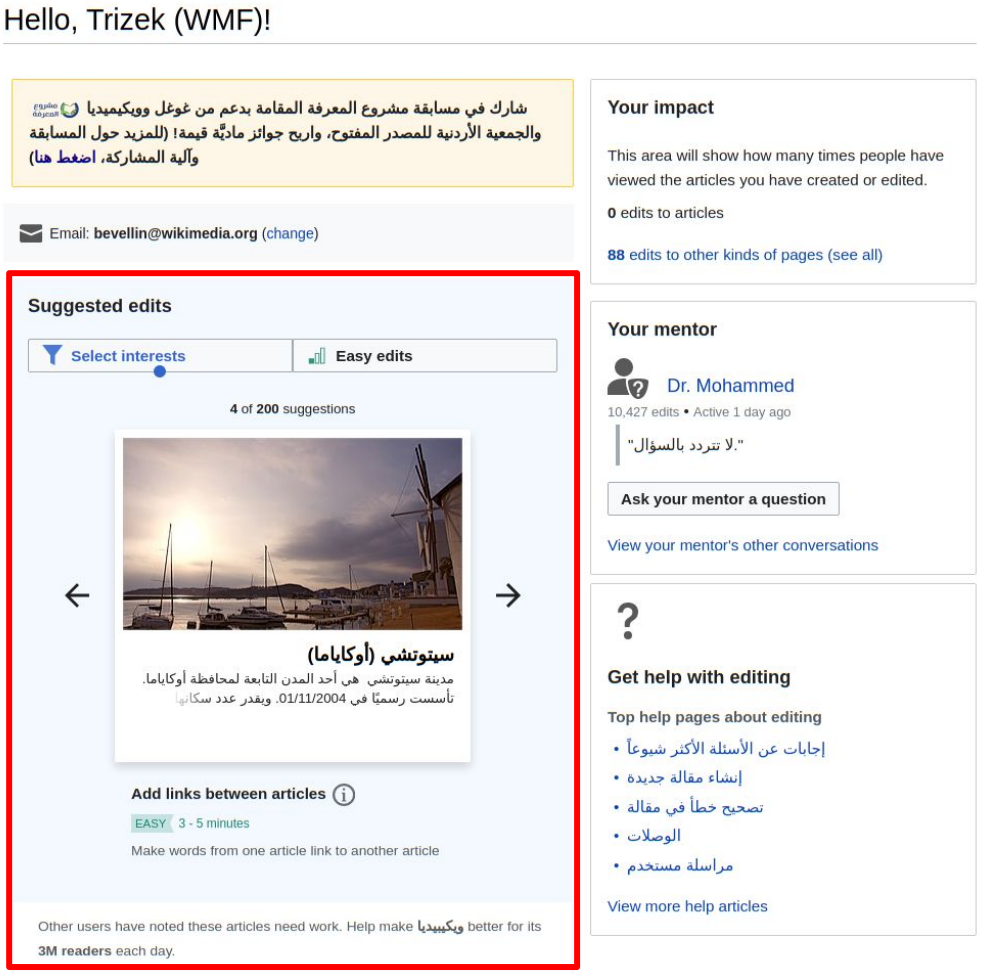
A **centralized place** where newcomers can find ressources.

- Impact module
- Direct access to a mentor
- Help links
- Invitation to campaigns
- **Suggested edits**

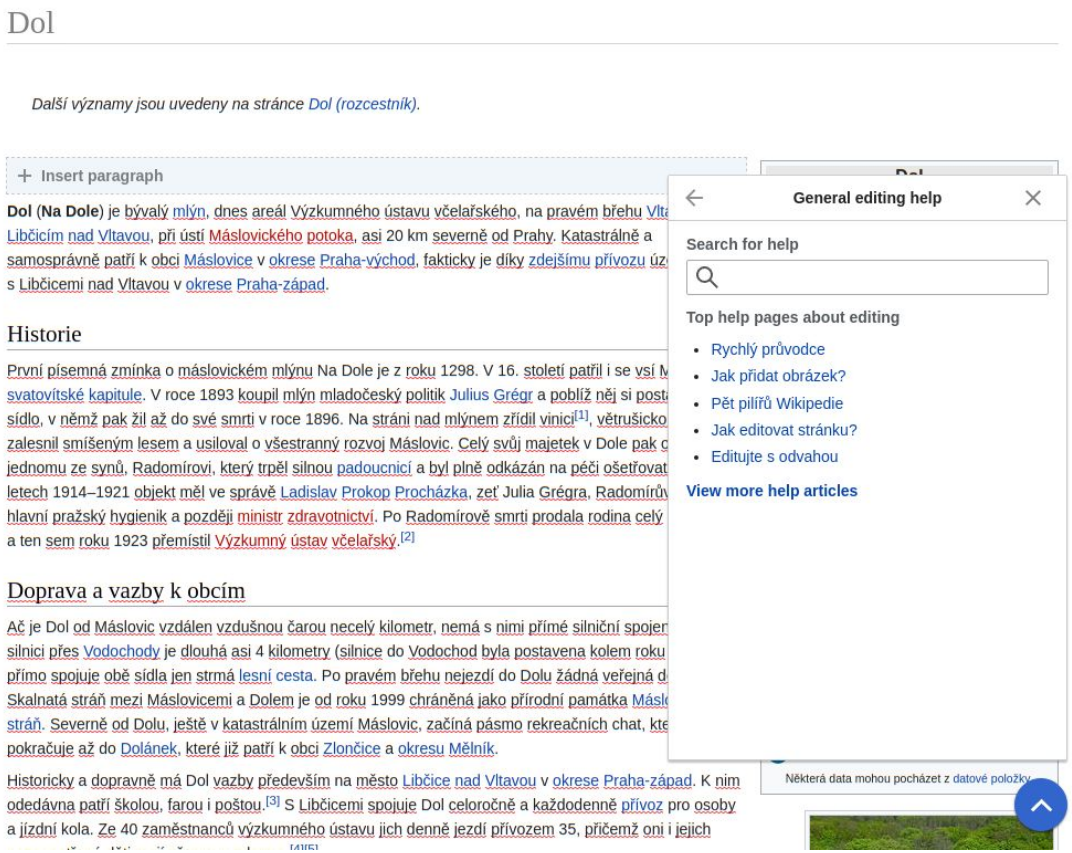


Arabic Wikipedia screenshot, interface language set to English

EXISTING TOOLS

Help panel

In-context help while people are editing Wikipedia.

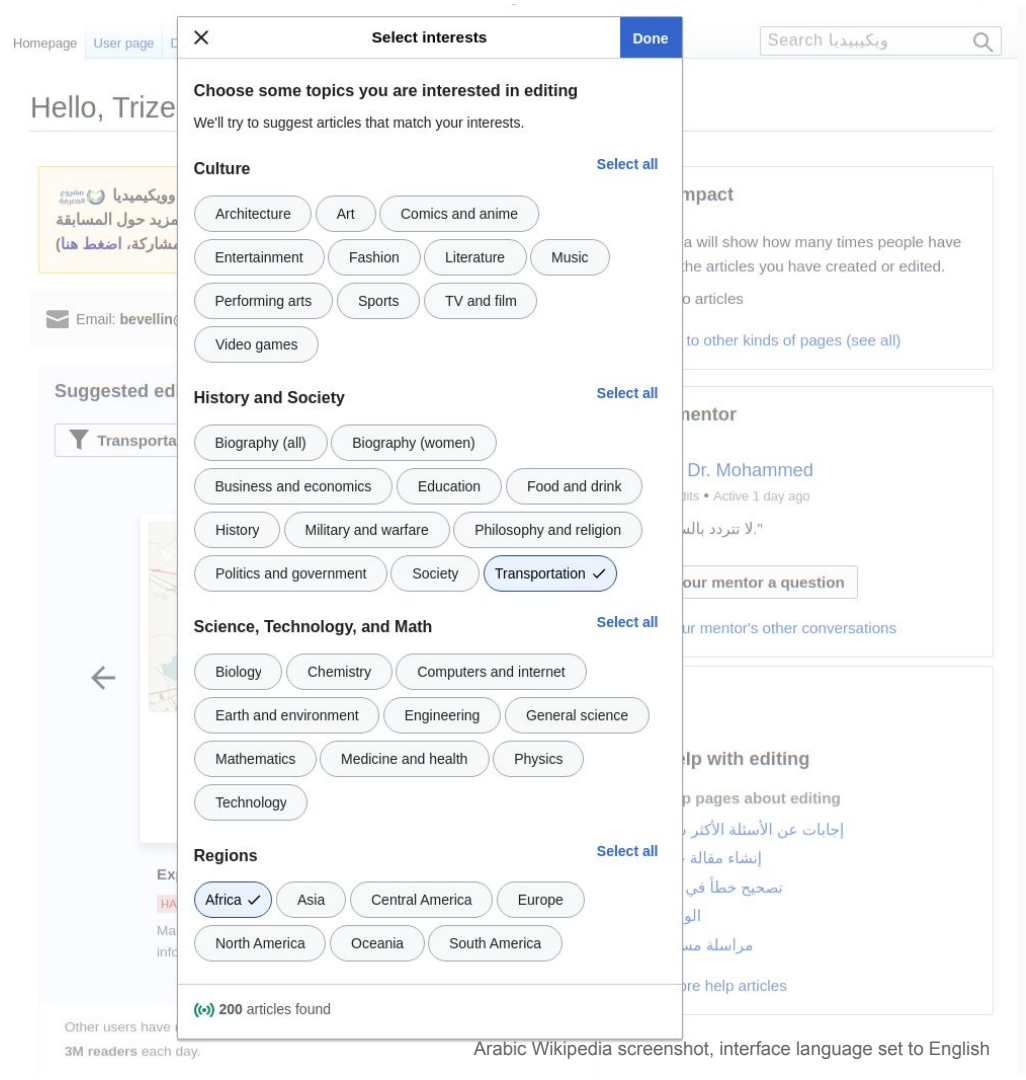


Czech Wikipedia screenshot, interface language set to English

EXISTING TOOLS

Suggested edits

A set of maintenance tasks that fit newcomers' topics of interest.

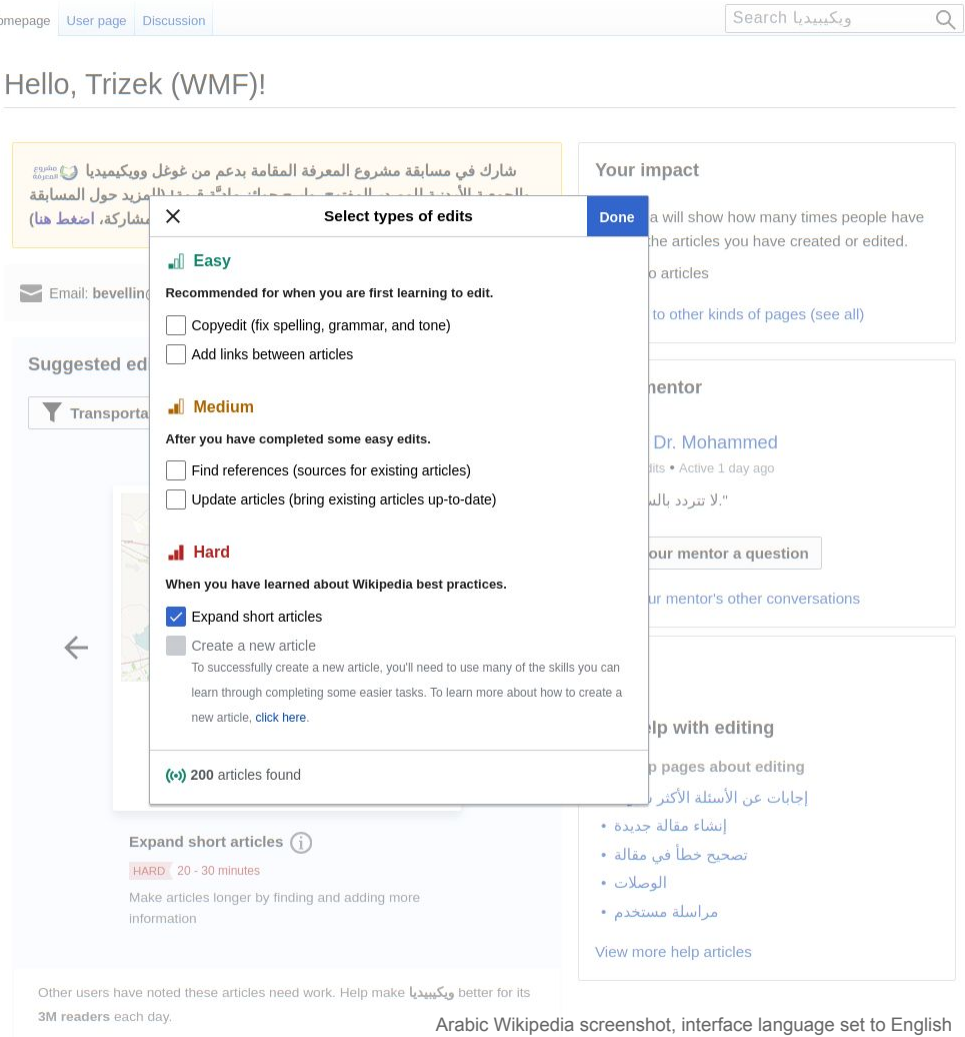


Arabic Wikipedia screenshot, interface language set to English

EXISTING TOOLS

Suggested edits

A set of maintenance tasks that fit **newcomers'** topics of interest and **skills**.



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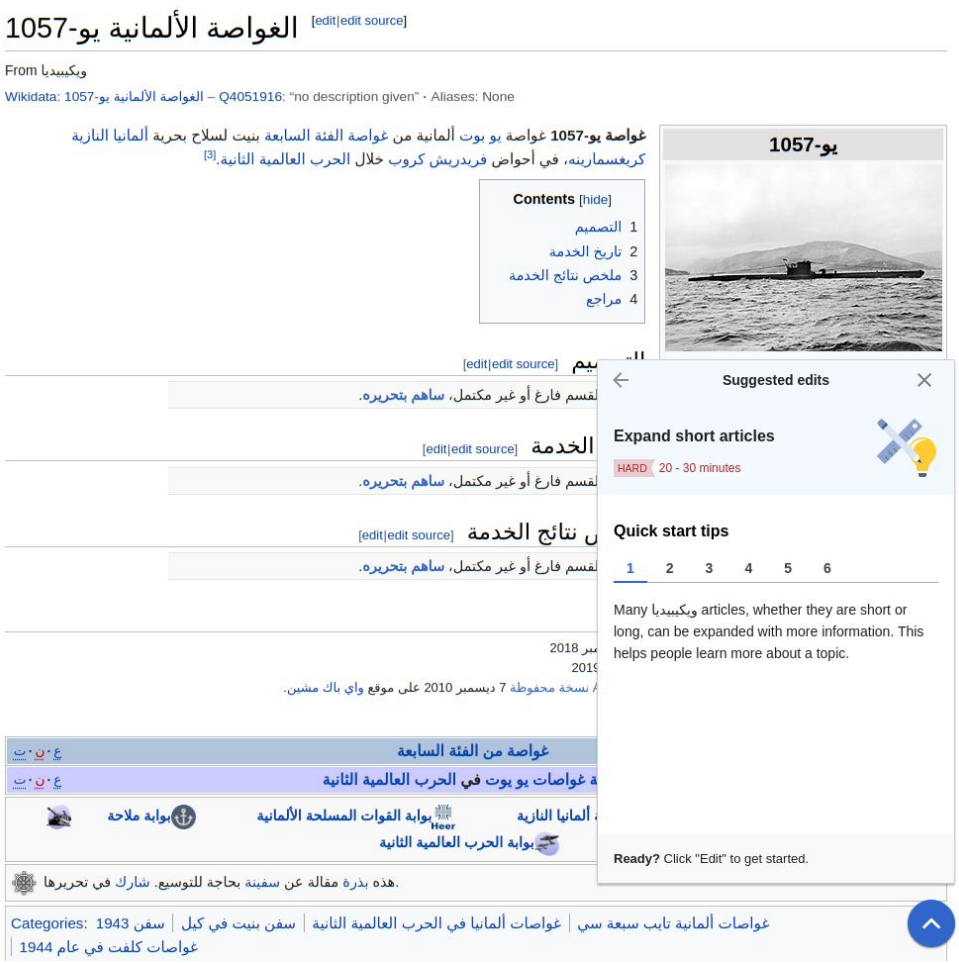
EXISTING TOOLS

Suggested edits

Newcomers are guided by

Help panel tips.



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Is it working?

Newcomers tasks **increases**:

- the probability that newcomers **make their first article edit** (+11.6%)
- the probability that they are **retained as editors**
- the **number of edits** they make during their first couple of weeks on the wiki (+22%)

[[mw:NEWTEA]]

Demo!

Questions?

What is next?

We want to:

- Offer more tasks to newcomers
- Reduce the number of configuration steps required by communities to get the tools
- Deploy to more wikis.

COMING SOON

Suggested edits
Structured tasks

Structured tasks **break down editing workflows into parts** that are **accessible to more kinds of people** on more devices.

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Suggested edits

Structured tasks

Structured tasks **break down editing workflows into parts** that are **accessible to more kinds of people** on more devices.

- Add links
- Add images

COMING SOON

Scaling
Tools for mentors

Mentors expressed their needs for dedicated tools to **monitor their mentees' activity**, and provide them the best guidance.

Contact

Benoît Evellin
Community relations specialist

- [[User:Trizek_(WMF)]]
- bevellin@wikimedia.org

Ankan Ghosh Dastider
Community Ambassador

- [[user:Ankan_(WMF)]]
- adastider-ctr@wikimedia.org

Our pages on mediawiki.org:

- [[mw:**Growth**]]
- [[mw:**Talk:Growth**]]
- [[mw:Growth/**Newsletter**]]