Help your community GROW!
Who are we?

Benoît Evellin
User:Trizek (WMF)
Wikimedia Foundation

Gergő Tisza
User:Tgr
Wikimedia

Martin Urbanec
User:Martin Urbanec
Wikimedia Czechia

https://etherpad.wikimedia.org/p/CEE_Meeting_2020%2FHelp_your_community_grow
Growth team tools
The Growth team

A Wikimedia Foundation team, created 2 years ago.

[[mw:Growth]]

We have a newsletter!
Our objective: Work on software changes that help retain new contributors in mid-size Wikimedia projects.
5 main tools

They all work on desktop and mobile.

Try them at test.wikipedia.org

Know more at w.wiki/ek7
Welcome survey

Understand why users create an account on Wikipedia.
Homepage

Give a **central place** to newcomers, from where they can **start editing** (suggested edits).

Provide access to a **mentor**.
Suggested edits

Some maintenance tasks newcomers can work on, based on user’s favorite topics.
Guidance

Be guided with **advice** and **best practices** while editing an article.

The guidance is displayed on the **help panel**.
It works!

- Newcomers contact their mentors.
- Suggested edits are better quality (less reverted).
- Newcomers stay on Wikipedia.
You want the tools on your wiki?

Please contact us!

[[mw:Talk:Growth]]
Wikimedia Hungary ran an editor retention focused survey in 2019 September. Questions sent via Special:EmailUser or talk page, using a custom tool.

Three target audiences:
- 1373 new editors - got 94 answers
- 142 active editors (half the population) - 67 answers
- 408 inactive editors (half the population) - 51 answers
Demographics

Age of new editors
- 55+: 20.0%
- 18-24: 31.1%
- 25-34: 12.2%
- 35-54: 26.7%

Age of active editors
- 55+: 23.1%
- 18-24: 33.8%
- 25-34: 13.8%
- 35-54: 15.4%

Age of inactive editors
- 55+: 22.0%
- 18-24: 34.0%
- 25-34: 6.0%
- 35-54: 38.0%
New editors’ problems

- ~50% found joining easy
- The most common problem was the user interface.
- Also problematic: navigating tutorials and policies, finding out what to do.
- Hostility from established users less frequent than we expected.
- For users who provided a custom answer, image upload was a common pain point.

(Caveat: based on a very low response rate.)
Supporting new editors

- 50/30% think being able to ask from an experienced editor would/might help.
- Chat and video tutorials were recommended by multiple people.
- About half intend to continue editing. Most of the rest is undecided. (Obvious self-selection bias is obvious.)
- Out of active editors, about half say they are willing to mentor new users (with another 20% being undecided about it). The number of actual mentors is vastly smaller (about 6-8%).
Active editors’ problems

- Main area of complaints is the community - tone, lack of cohesion, fights, aggressive or hostile editors, abuse of authority. Also, lack of engagement / no teaming-up on articles.

- A lot of people checked “access to sources” or “rules, policies” but almost no one talks about them in the free-form answers, so these might have been leading questions.

- Other common complaints are quality (others doing bad work, the frustration of vandalism) and size (not enough editors, important articles missing).

- A common theme in freeform answers is promoting collaboration and teamwork between editors.
Losing editors

- The overwhelming majority is due to lack of time, changed life circumstances etc. (Again, beware self-selection bias.)
- Still, conflicts are a significant reason.
- When asked what change would help them edit again, ~10% talk about culture (less hostility, more interaction, teamwork etc.). The other answers are external / non-actionable.
- When asked about problems in general, we see no clear patterns. There are complaints about rules being too strict, too lax, other editors interfering too much, not engaging enough...
Takeaways - new users

- Focus on UX and navigation for new users.
  - Growth features seem like a good fit.
  - Hoping to do a documentation improvement drive for editing tutorials.
  - Will look into easy wins around local image uploads.
- Make it easier for new users to ask for help.
  - We need to find better ways of recruiting mentors.
  - We plan to look into providing support chat via Element (aka Matrix)
  - DiscussionTools is promising.
- Hostility towards new users seems less of a problem than previously assumed (but low confidence in this due to potential self-selection).
Takeaways - active users

- Hostile or rude interactions are a significant problem. Also a hard one. We do not have a good handle on it.
- Editors mainly leave for external reasons. Significantly improving retention might be entirely outside our power :(  
  - The main problem brought up by active editors is toxicity. Yet, relatively few inactive editors name it their main reason for leaving. Not sure what to think about that.
- Several people are disheartened by vandalism. Disabling flagged revisions increased vandalism without improving anything we could measure. We should reconsider it.
- Promoting more article collaborations is something to look into.
Mentorship at Czech Wikipedia
What does “mentorship” mean?
Being a mentor means to care about newcomers
Why do I mentor?
We are today’s Wikimedia Newcomers are tomorrow’s Wikimedia
Why do I mentor?

I stay in contact with newcomers.
Why do I mentor?

It is satisfying
What do we need for mentorship to work?
What do we need for mentorship to work?

A *lot* of mentors!
Takeaways

Sign your project for Growth features!

Be a mentor!

Recruit new mentors!
THANK YOU

Time for questions!