Help your community GROW!

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FOUNDATION

Who are we?

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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**!

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Our objective

Work on s**oftware changes** that **help retain** new contributors in **mid-size** Wikimedia projects.

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5 main tools

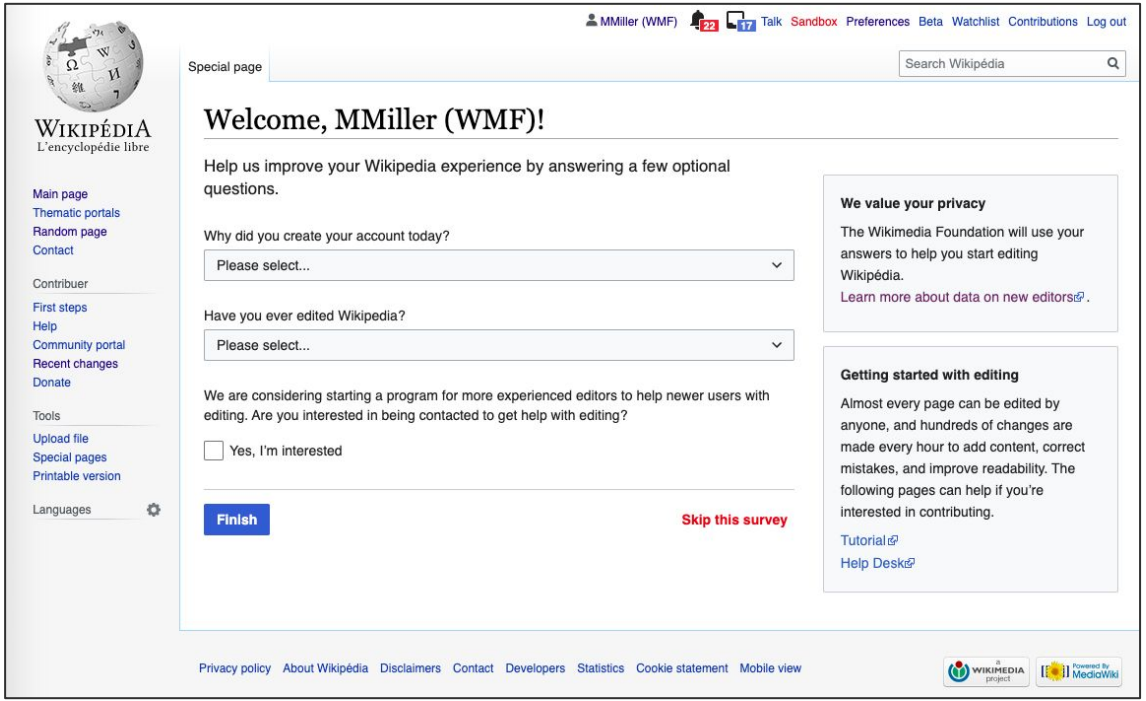
They all work on **desktop** and **mobile**.

Try them at **`test.wikipedia.org`**

Know more at **`w.wiki/ek7`**

Welcome survey

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



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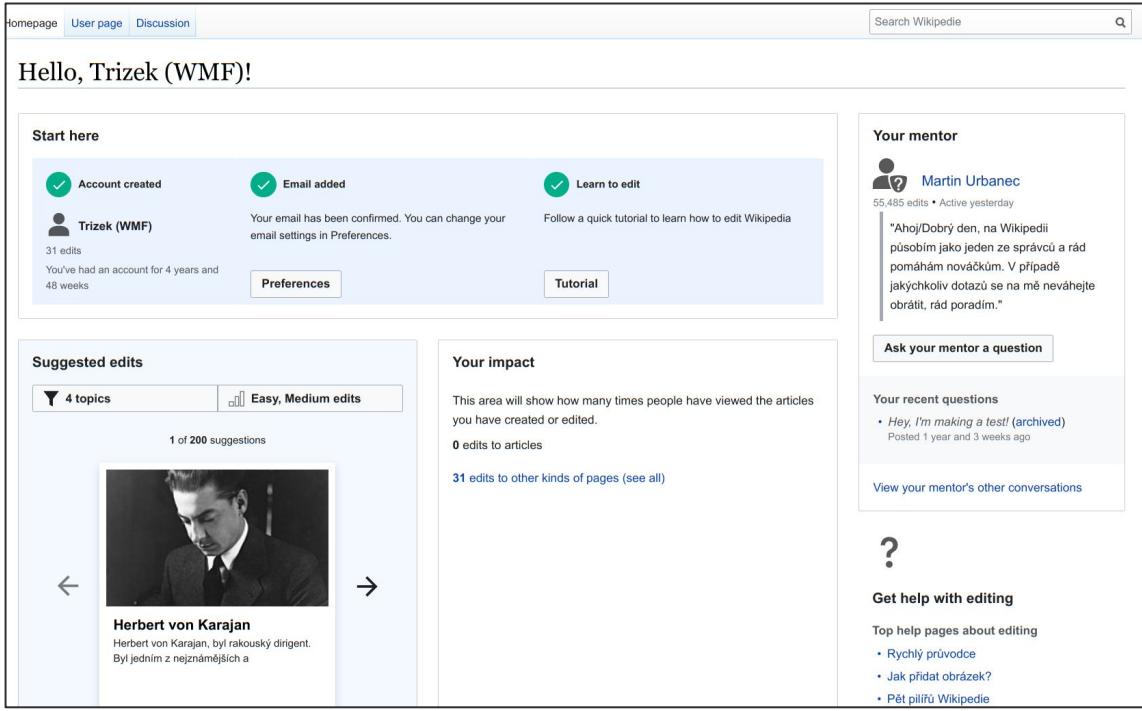
Homepage

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

Provide access to a **mentor**.



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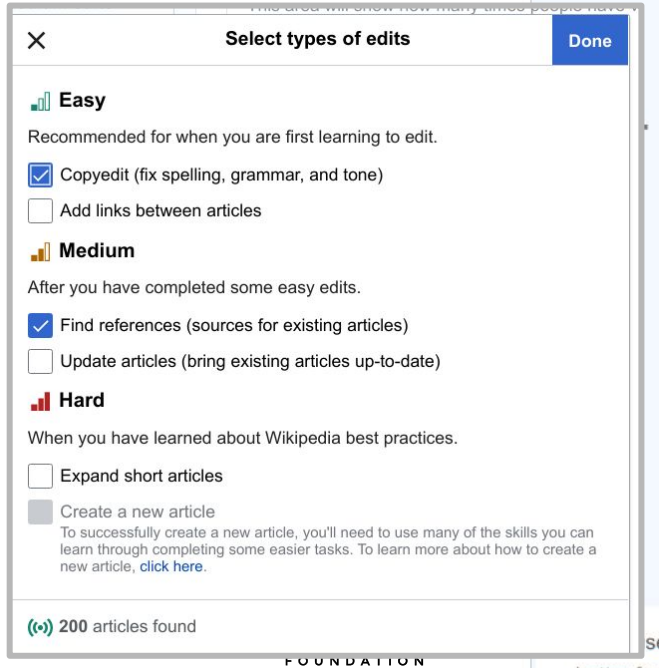
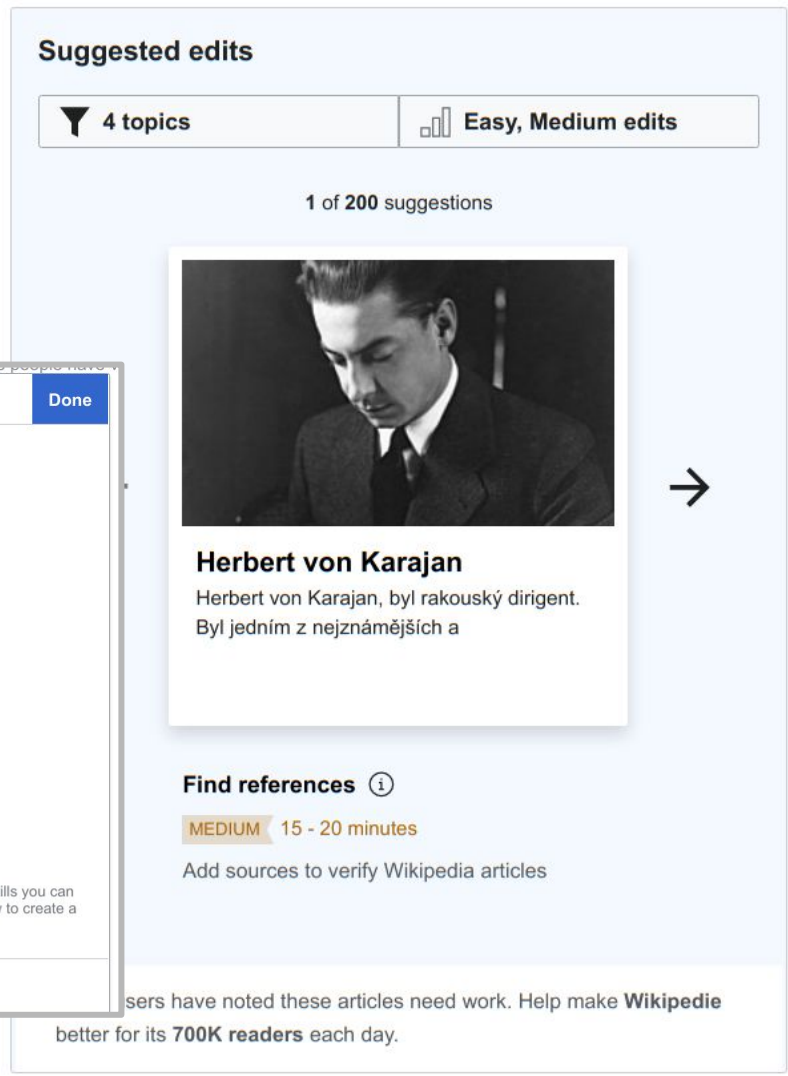
Suggested edits

Some **maintenance tasks** newcomers can work on, based on user's **favorite topics**.

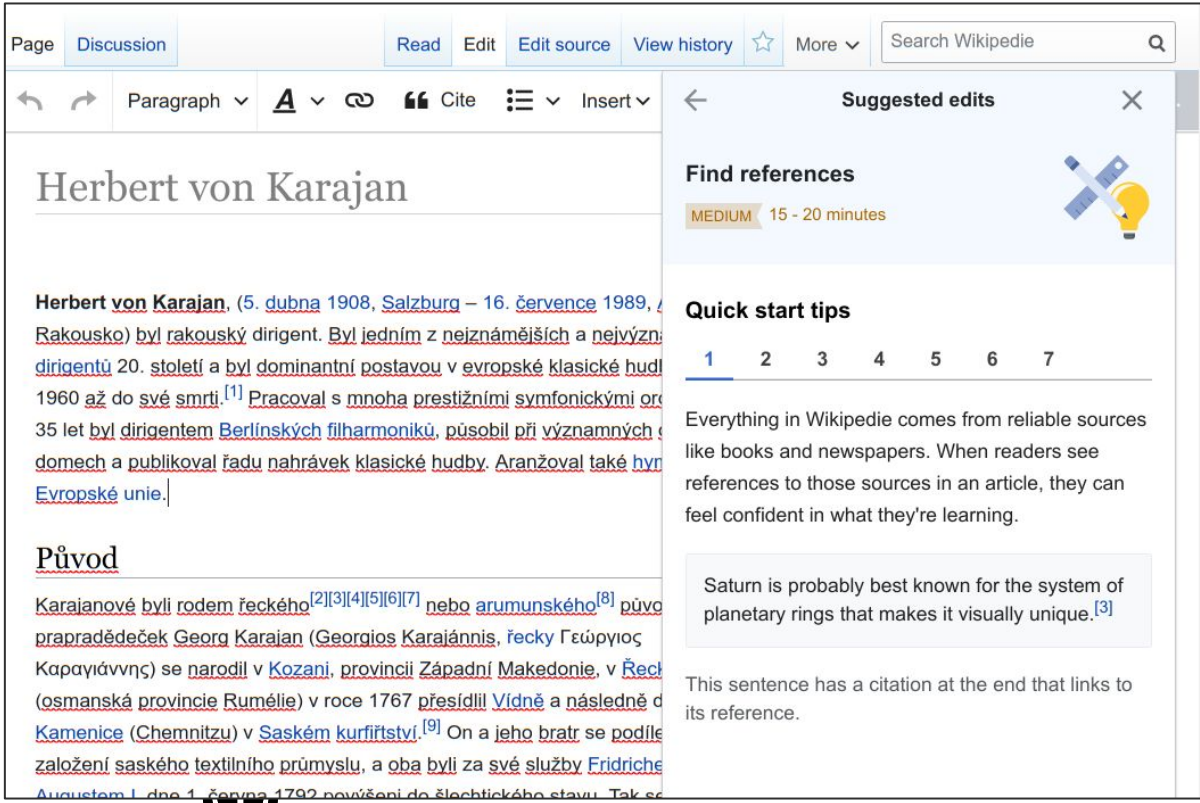




Guidance

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

The guidance is displayed on the **help panel.**



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It works!

- Newcomers **contact** their mentors.
- Suggested edits are **better quality** (less reverted).
- Newcomers **stay** on Wikipedia.

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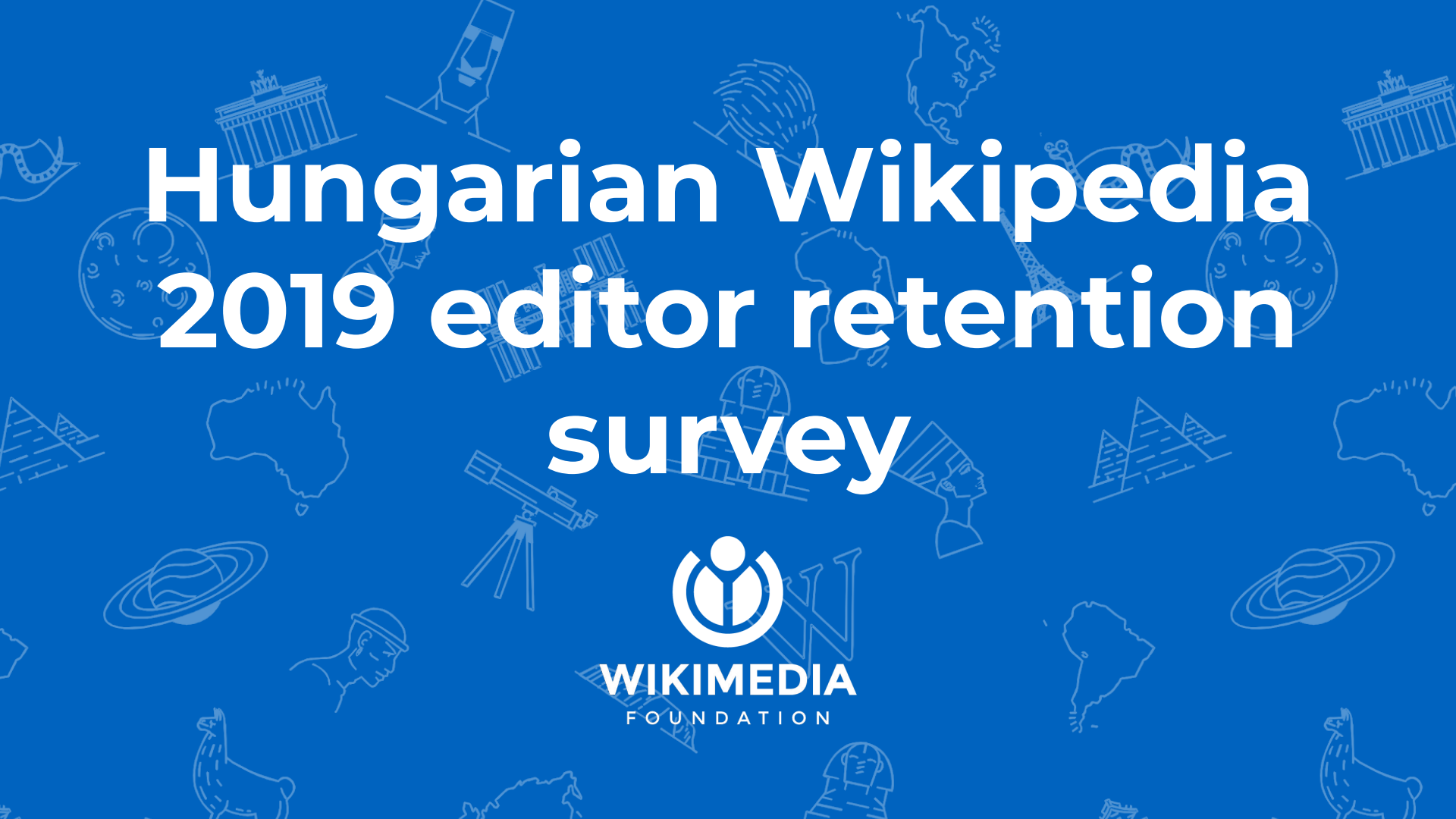
You want the tools on your wiki?

Please **contact us**!

`[[mw:Talk:Growth]]`

Hungarian Wikipedia 2019 editor retention survey



Background

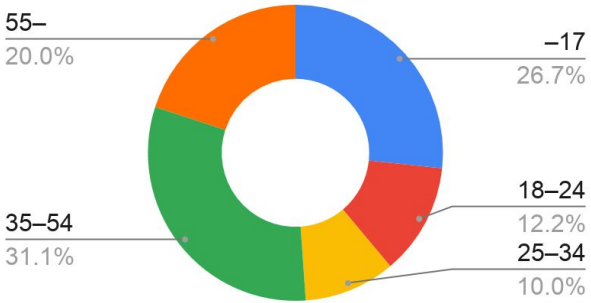
Wikimedia Hungary ran an editor retention focused survey in 2019 September. Questions sent via Special:EmailUser or talk page, using a custom tool.

Three target audiences:

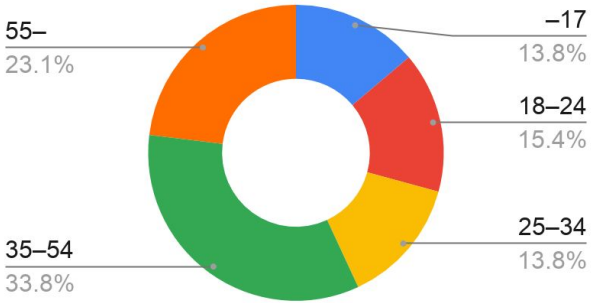
- 1373 new editors - got 94 answers
- 142 active editors (half the population) - 67 answers
- 408 inactive editors (half the population) - 51 answers

Demographics

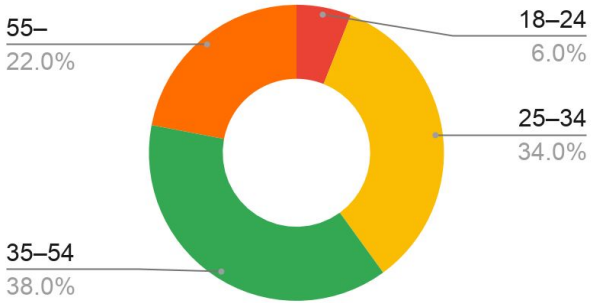
Age of new editors



Age of active editors



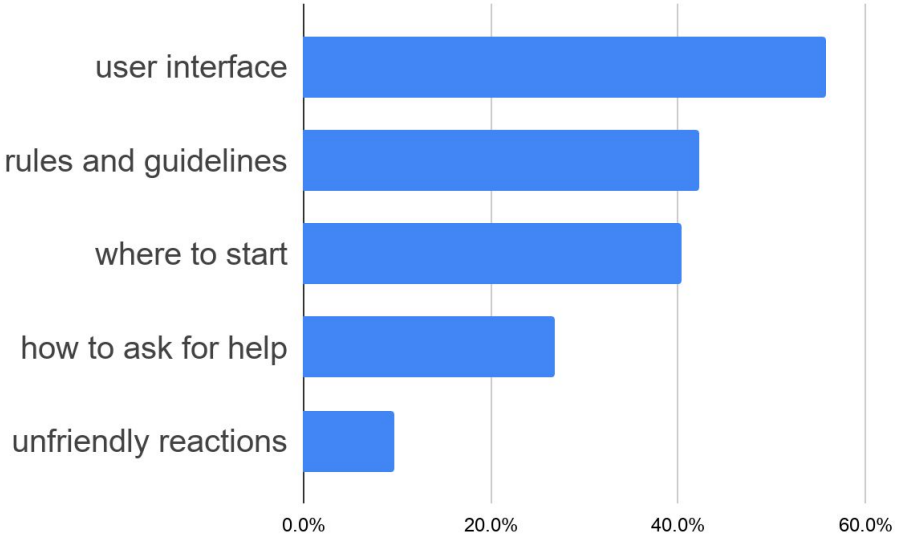
Age of inactive editors



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.)

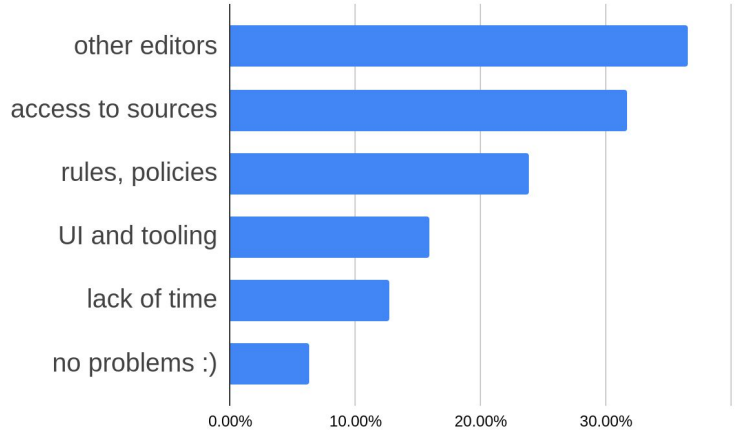


Supporting new editors

- 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%).

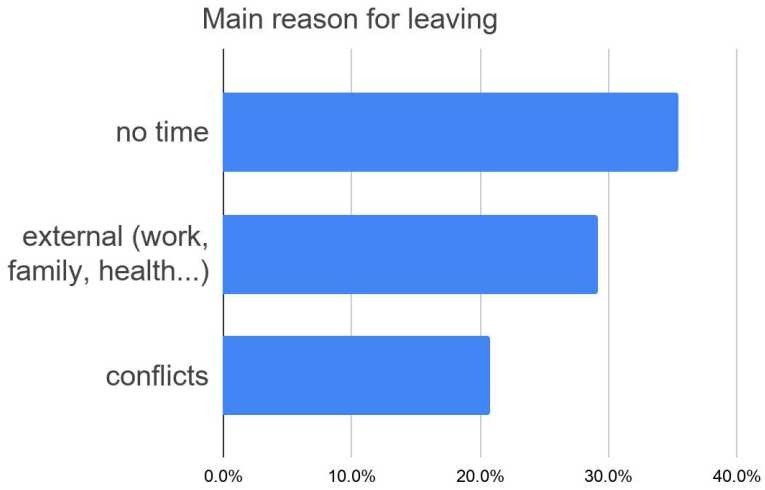
Active editors' problems

- 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?

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Being a mentor means to care about newcomers

Why do I mentor?

"!Official photo of Wikimania 2018! by Martin Kraft, CC BY SA 4.0

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!

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THANK YOU

Time for questions!