

**Help your community
GROW!**



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Who are we?

Benoît Evellin

User:Trizek (WMF)

Wikimedia
Foundation

Gergő Tisza

User:Tgr

Wikimedia
Hungary

Martin Urbanec

User:Martin Urbanec

Wikimedia
Czechia

https://etherpad.wikimedia.org/p/CEE_Meeting_2020%2FHelp_your_community_grow

Growth team tools



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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 **software 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`

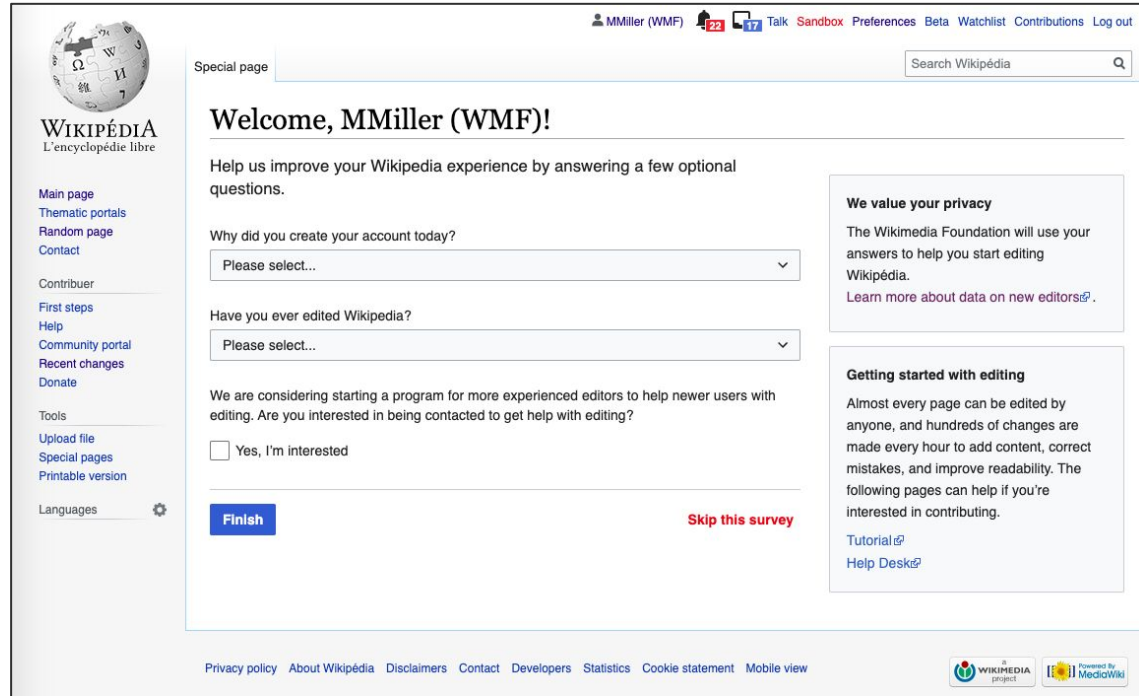
Know more at `w.wiki/ek7`



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Welcome survey

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



The screenshot shows a user interface for a survey on the French Wikipedia. At the top right, the user is identified as 'MMiller (WMF)' with notification icons for 22 messages and 17 new pages. A search bar is present with the text 'Search Wikipédia'. The main heading is 'Welcome, MMiller (WMF)!'. Below this, a message asks the user to help improve their Wikipedia experience by answering a few optional questions. The survey consists of two dropdown menus: 'Why did you create your account today?' and 'Have you ever edited Wikipedia?'. Below these is a checkbox for 'Yes, I'm interested'. A blue 'Finish' button is at the bottom left, and a red 'Skip this survey' link is at the bottom right. On the right side, there are two informational boxes: 'We value your privacy' and 'Getting started with editing'. The left sidebar contains navigation links for Main page, Thematic portals, Random page, Contact, Contributor, First steps, Help, Community portal, Recent changes, Donate, Tools, Upload file, Special pages, Printable version, and Languages. The footer contains various policy and project links, including Privacy policy, About Wikipédia, Disclaimers, Contact, Developers, Statistics, Cookie statement, Mobile view, and logos for the Wikimedia project and MediaWiki.

Special page

Welcome, MMiller (WMF)!

Help us improve your Wikipedia experience by answering a few optional questions.

Why did you create your account today?

Please select...

Have you ever edited Wikipedia?

Please select...

We are considering starting a program for more experienced editors to help newer users with editing. Are you interested in being contacted to get help with editing?

Yes, I'm interested

[Finish](#) [Skip this survey](#)

We value your privacy

The Wikimedia Foundation will use your answers to help you start editing Wikipédia.
[Learn more about data on new editors](#).

Getting started with editing

Almost every page can be edited by anyone, and hundreds of changes are made every hour to add content, correct mistakes, and improve readability. The following pages can help if you're interested in contributing.

[Tutorial](#)
[Help Desk](#)

Privacy policy About Wikipédia Disclaimers Contact Developers Statistics Cookie statement Mobile view

WIKIMEDIA project Powered by MediaWiki

Homepage

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


Provide access to a **mentor**.

The screenshot shows the Wikipedia user homepage for 'Trizek (WMF)'. At the top, there are navigation links for 'Homepage', 'User page', and 'Discussion', along with a search bar. The main heading is 'Hello, Trizek (WMF)!'. Below this is a 'Start here' section with three green checkmarks: 'Account created' (31 edits, account for 4 years and 48 weeks), 'Email added' (with a 'Preferences' button), and 'Learn to edit' (with a 'Tutorial' button). The 'Suggested edits' section shows '4 topics' and 'Easy, Medium edits' filters, with a single suggestion for 'Herbert von Karajan'. The 'Your impact' section shows '0 edits to articles' and '31 edits to other kinds of pages'. On the right, the 'Your mentor' section features 'Martin Urbanec' with a bio and an 'Ask your mentor a question' button. Below that is 'Your recent questions' and a 'Get help with editing' section with links to 'Rychlý průvodce', 'Jak přidat obrázek?', and 'Pět pilířů Wikipedie'.


Suggested edits

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


✕ **Select types of edits** Done

 **Easy**
Recommended for when you are first learning to edit.


- Copyedit (fix spelling, grammar, and tone)
- Add links between articles

 **Medium**
After you have completed some easy edits.

- Find references (sources for existing articles)
- Update articles (bring existing articles up-to-date)

 **Hard**
When you have learned about Wikipedia best practices.

- Expand short articles
- Create a new article
To successfully create a new article, you'll need to use many of the skills you can learn through completing some easier tasks. To learn more about how to create a new article, [click here](#).

 200 articles found

Suggested edits

4 topics

Easy, Medium edits

1 of 200 suggestions



Herbert von Karajan

Herbert von Karajan, byl rakouský dirigent. Byl jedním z nejznámějších a

Find references ⓘ

MEDIUM 15 - 20 minutes

Add sources to verify Wikipedia articles

Users have noted these articles need work. Help make **Wikipedia** better for its **700K** readers each day.

Guidance

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

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

The screenshot displays the Wikipedia editing interface for the article "Herbert von Karajan". The top navigation bar includes "Page", "Discussion", "Read", "Edit", "Edit source", "View history", and "More". A search bar is located in the top right corner. Below the navigation bar is a toolbar with icons for undo, redo, paragraph, text color, link, cite, list, and insert. The main content area shows the article title "Herbert von Karajan" and a paragraph of text with several redaction codes (e.g., [2][3][4][5][6][7]). Below the paragraph is a section titled "Původ" (Origin) with a paragraph of text and redaction codes. On the right side, there is a "Suggested edits" panel. This panel has a close button (X) and contains three sections: "Find references" with a "MEDIUM" difficulty level and a "15 - 20 minutes" estimate, "Quick start tips" with a numbered list (1-7) where tip 1 is selected, and a text box containing the advice: "Everything in Wikipedia comes from reliable sources like books and newspapers. When readers see references to those sources in an article, they can feel confident in what they're learning." Below this text box is another text box with the example sentence: "Saturn is probably best known for the system of planetary rings that makes it visually unique.[3]" and a note: "This sentence has a citation at the end that links to its reference."

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]]



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Hungarian Wikipedia 2019 editor retention survey



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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:

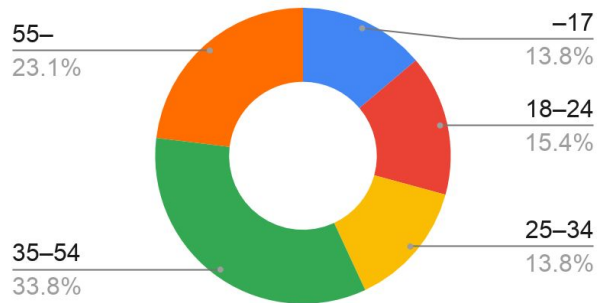
- 1373 new editors - got 94 answers
- 142 active editors (half the population) - 67 answers
- 408 inactive editors (half the population) - 51 answers

Demographics

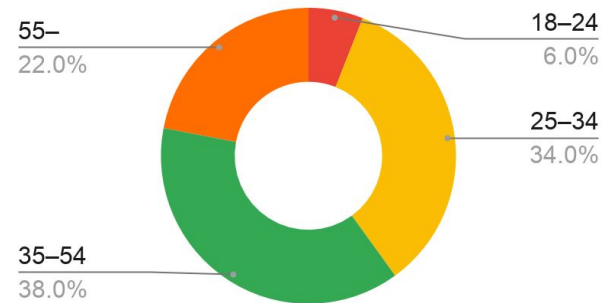
Age of new editors



Age of active editors



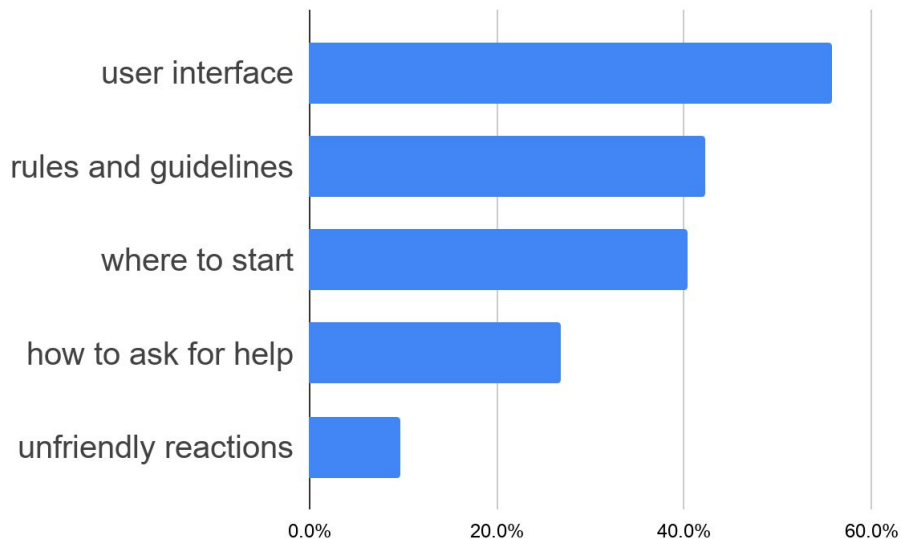
Age of inactive editors



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.)

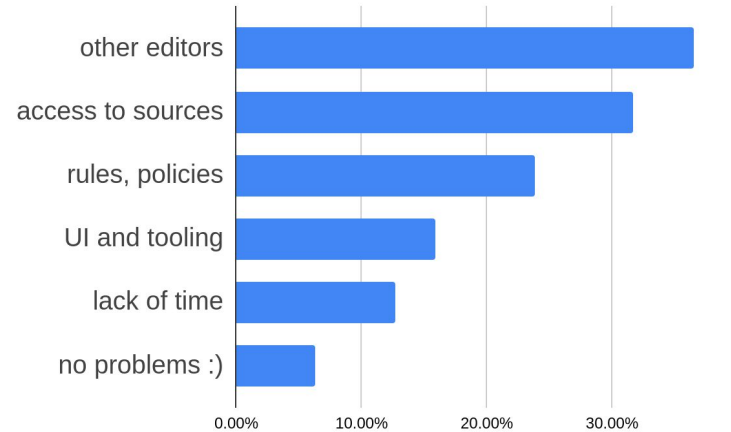


Supporting new editors

- 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%).

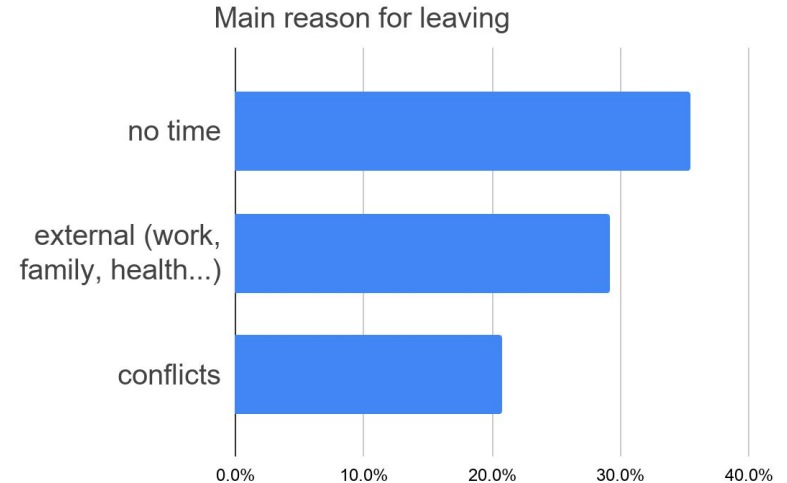
Active editors' problems

- 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



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What does “mentorship” mean?



**Being a mentor
means to care about
newcomers**



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Why do I mentor?

A large group of people, mostly young adults, are gathered in a conference room for Wikimania 2018 in Cape Town. They are seated in rows of black chairs, facing a stage area. The room has a high ceiling with ornate chandeliers and large windows. In the background, a banner reads "WIKIMANIA CAPE TOWN".

**We are today's
Wikimedia**

**Newcomers are
tomorrow's
Wikimedia**



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

Why do I mentor?

I stay in contact with newcomers.



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Why do I mentor?

It is satisfying



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What do we need for mentorship to work?

What do we need for mentorship to work?

A lot of mentors!



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Takeaways

Sign your project for Growth features!

Be a mentor!

Recruit new mentors!



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