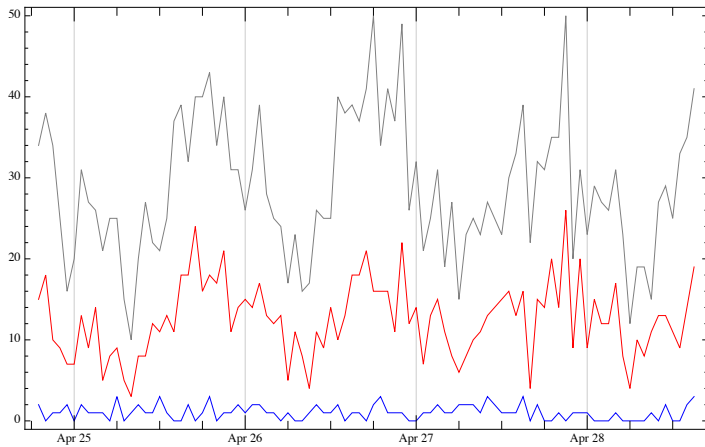
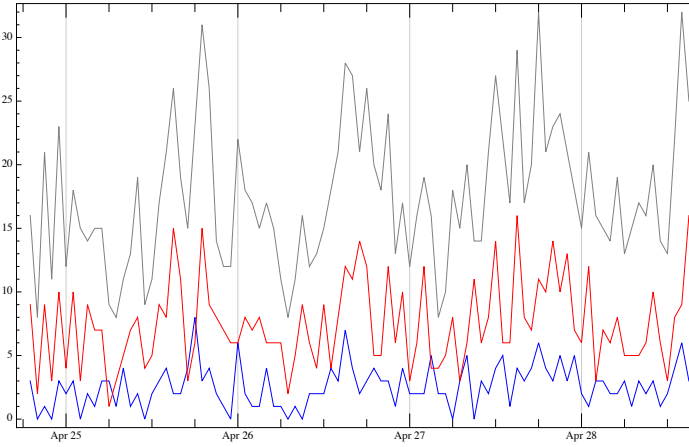


# Article feedback: call to action (click-through and completion rates) AFT v.2

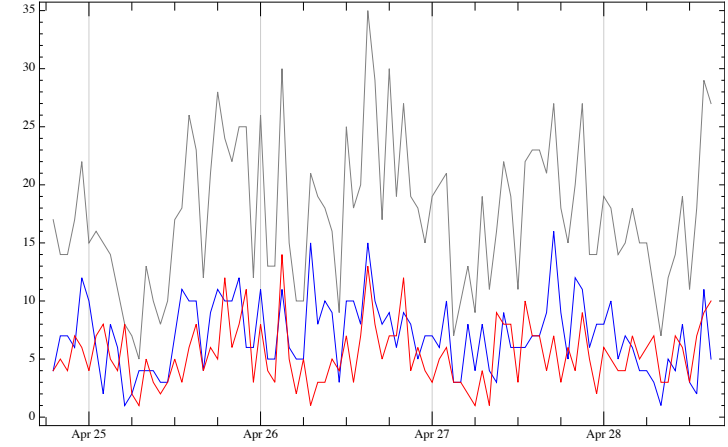
Join CTA – hourly click volume



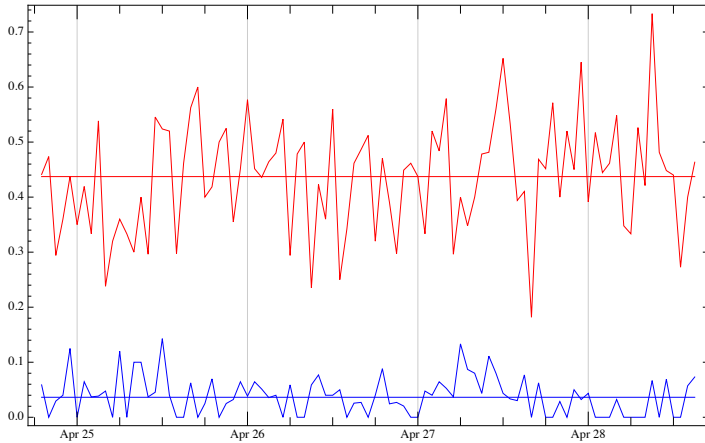
Edit CTA – hourly click volume



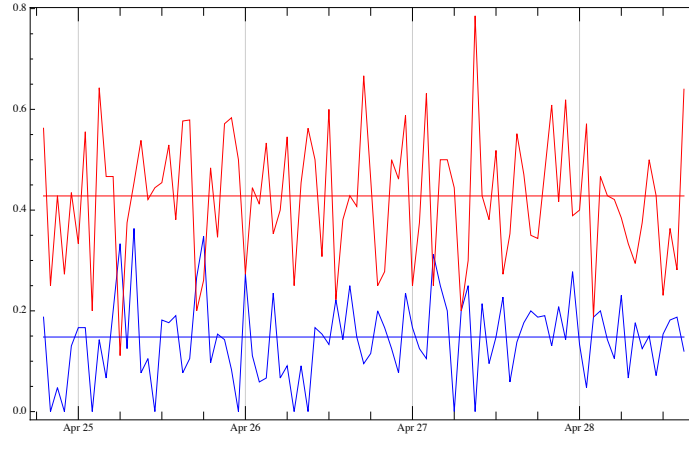
Survey CTA – hourly click volume



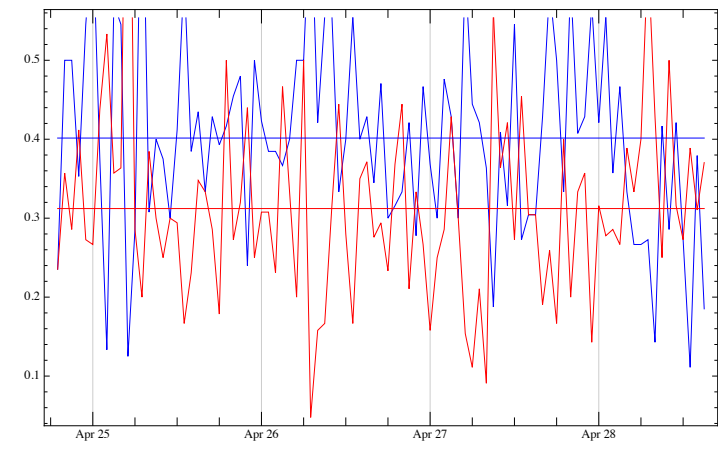
Join CTA – hourly click-through rate



Edit CTA – hourly click-through rate



Survey CTA – hourly click-through rate



Join CTR

Accept	3.6%
Reject	43.7%
Cancel	52.6%

Edit CTR

Accept	14.8%
Reject	42.8%
Cancel	42.4%

Edit Conv

Completed	0.8%
Quit	99.2%
Converted	0.1%

Survey CTR

Accept	40.1%
Reject	31.2%
Cancel	28.6%

Survey Conv

Completed	68.6%
Quit	31.4%
Converted	27.5%

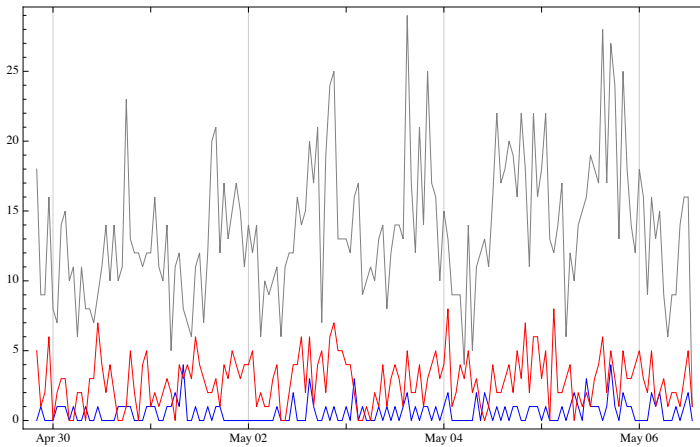
AFT data: v.2 [2011-04-24 18:00:00, 2011-04-28 16:00:00]. CTA completion data is only available for Edit and Survey.

Time plots represent hourly click statistics (top) and hourly click-through rates (bottom) for each event.

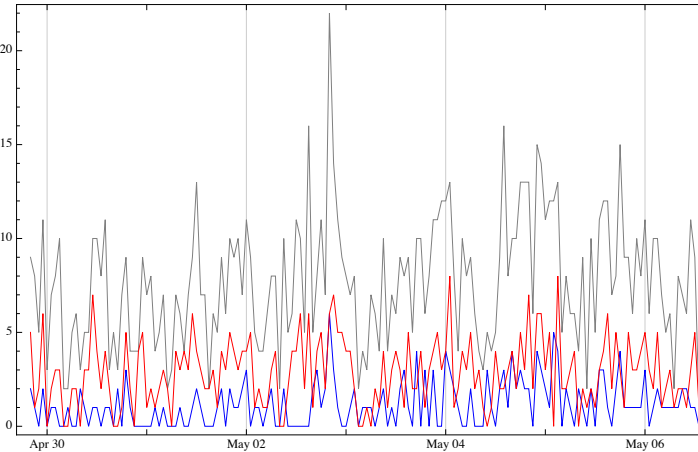
Color codes event type: "show" (gray), "accept" (blue) and "reject" (red). v.2 is tracking all AFT users

# Article feedback: call to action (click-through and completion rates) AFT v.3

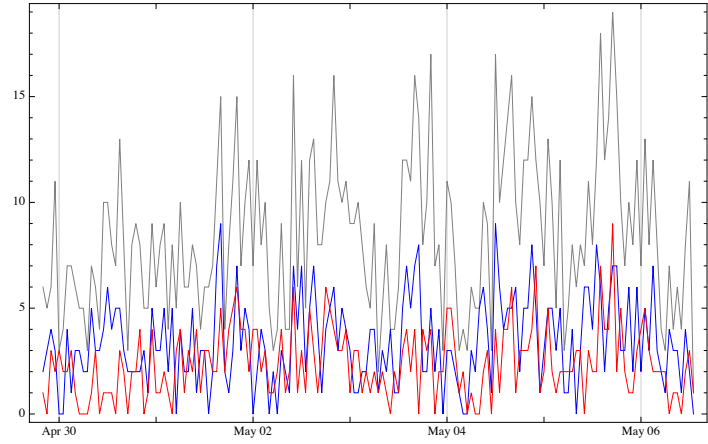
Join CTA – hourly click volumes



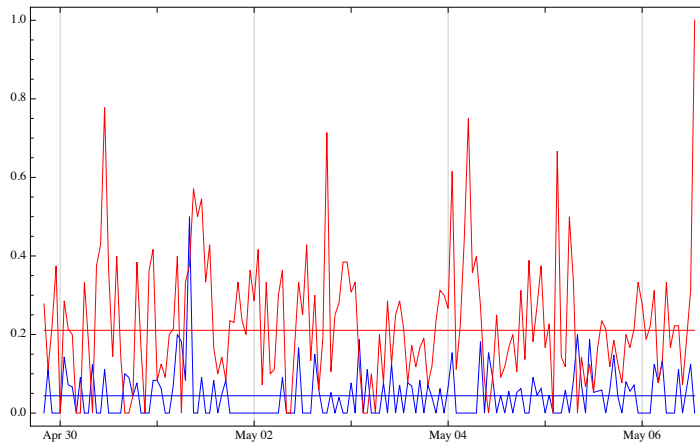
Edit CTA – hourly click volume



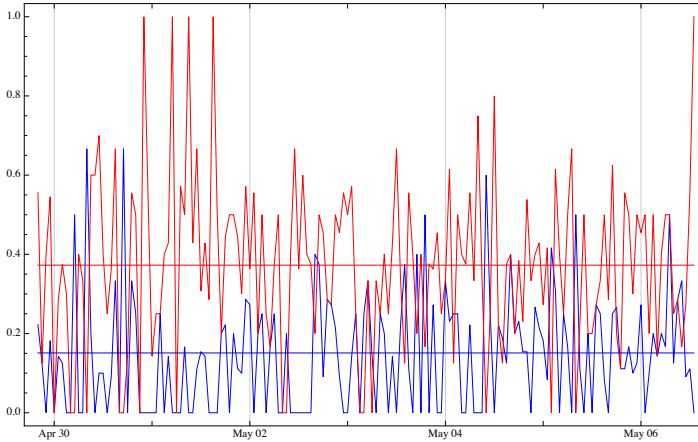
Survey CTA – hourly click volume



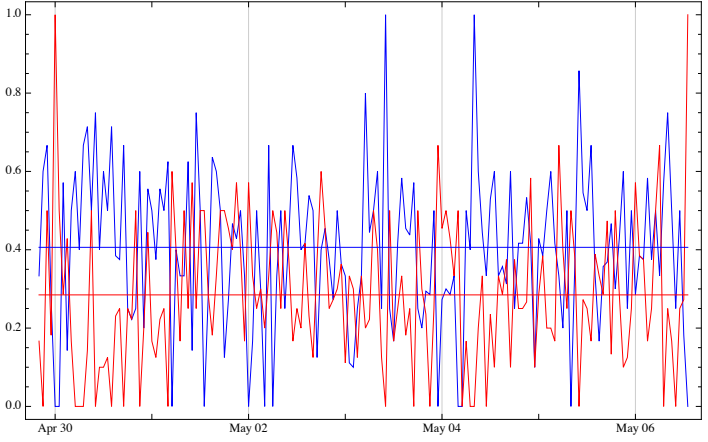
Join CTA – hourly click-through rate



Edit CTA – hourly click-through rate



Survey CTA – hourly click-through rate



Join CTR

Accept	4.4%
Reject	21.1%
Cancel	74.5%

Edit CTR

Accept	15.1%
Reject	37.3%
Cancel	47.6%

Edit Conv

Completed	17.0%
Quit	83.0%
Converted	2.6%

Survey CTR

Accept	40.6%
Reject	28.5%
Cancel	30.9%

Survey Conv

Completed	66.3%
Quit	33.7%
Converted	26.9%

AFT data: v.3 [2011-04-29 19:00:00, 2011-05-06 13:00:00]. CTA completion data is only available for Edit and Survey.

Time plots represent hourly click statistics (top) and hourly click-through rates (bottom) for each event.

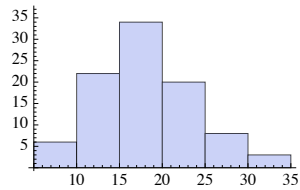
Color codes event type: "show" (gray), "accept" (blue) and "reject" (red). v.3 is tracking a random sample of 50% of all AFT users

# Article feedback: call to action (event distributions)

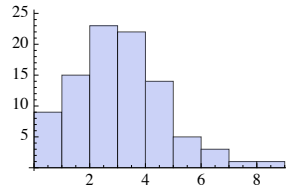
AFT v.2

AFT v.3

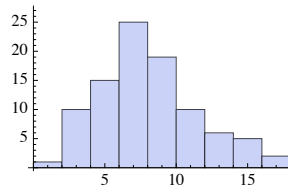
edit



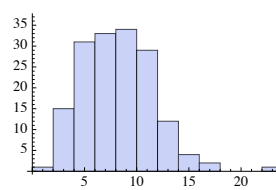
show



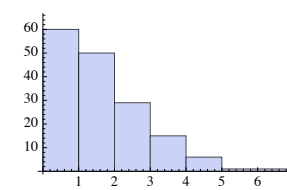
accept



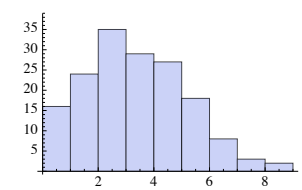
reject



show

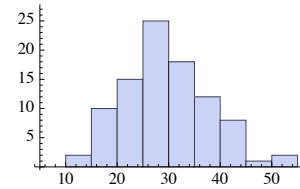


accept

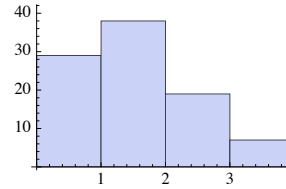


reject

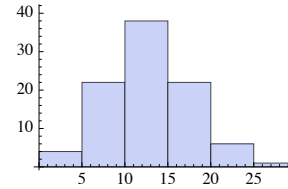
join



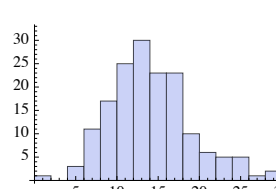
show



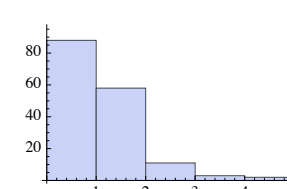
accept



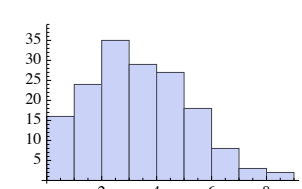
reject



show

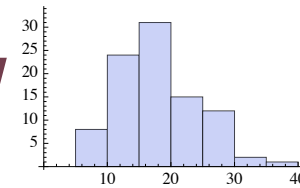


accept

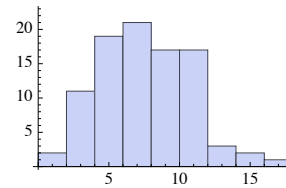


reject

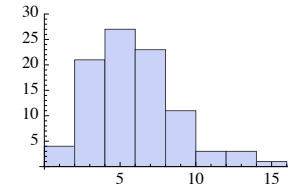
survey



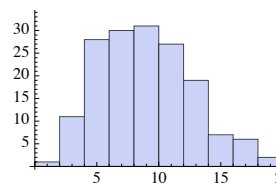
show



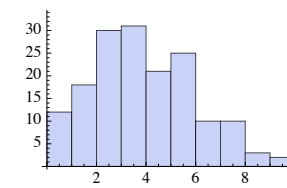
accept



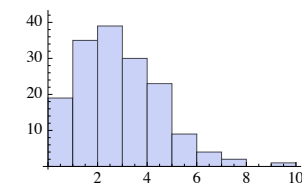
reject



show



accept



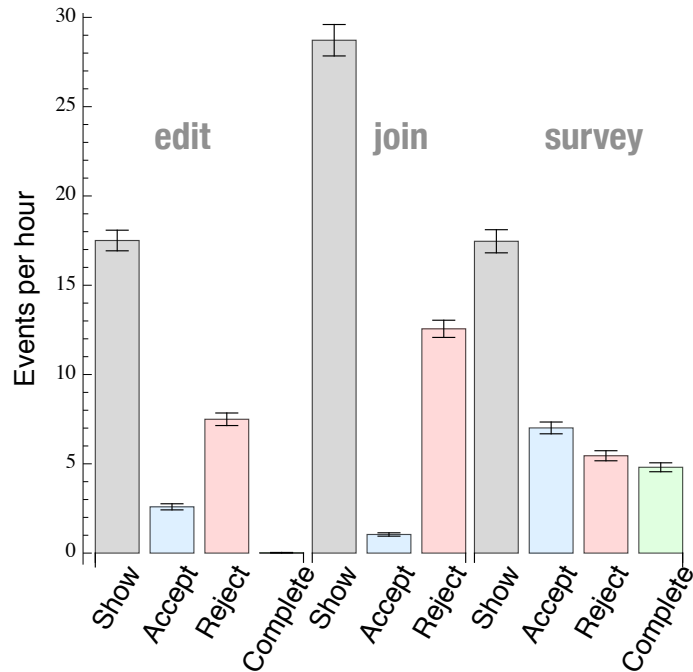
reject

AFT data: v.2 [2011-04-24 18:00:00, 2011-04-28 16:00:00]; v.3 [2011-04-29 19:00:00, 2011-05-06 13:00:00].

Histograms of hourly volume of events. v.3 is tracking a random sample of 50% of all AFT users

# Article feedback: call to action (event distributions)

## AFT v.2



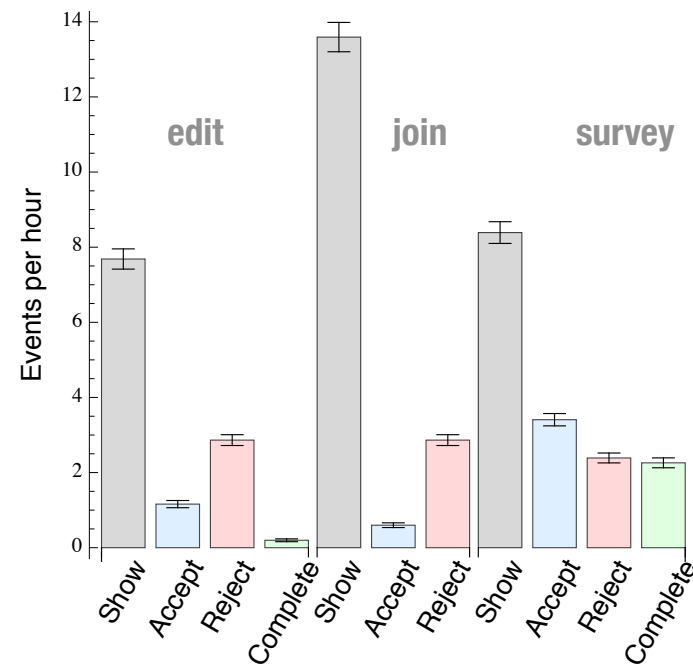
Events per hour

Event	Mean	StDev	Median	Max	Min
Edit-Show	17.505	5.567	17	32	8
Edit-Accept	2.591	1.650	2	8	0
Edit-Reject	7.495	3.390	7	16	1
Edit-Complete	0.022	0.146	0	1	0
Join-Show	28.720	8.486	27	50	10
Join-Accept	1.043	0.908	1	3	0
Join-Reject	12.559	4.645	13	26	3
Survey-Show	17.462	6.246	17	35	5
Survey-Accept	7.011	3.181	7	16	1
Survey-Reject	5.452	2.717	5	14	1
Survey-Complete	4.806	2.410	5	11	0

Total number of events

Event	<i>N</i>
Edit-Show	1628
Edit-Accept	241
Edit-Reject	697
Edit-Complete	2
Join-Show	2671
Join-Accept	97
Join-Reject	1168
Survey-Show	1624
Survey-Accept	652
Survey-Reject	507
Survey-Complete	447

## AFT v.3



Events per hour

Event	Mean	StDev	Median	Max	Min
Edit-Show	7.685	3.425	8	22	1
Edit-Accept	1.160	1.220	1	6	0
Edit-Reject	2.864	1.833	3	8	0
Edit-Complete	0.198	0.484	0	2	0
Join-Show	13.593	4.968	13	29	1
Join-Accept	0.599	0.800	0	4	0
Join-Reject	2.864	1.833	3	8	0
Survey-Show	8.389	3.684	8	19	1
Survey-Accept	3.407	2.087	3	9	0
Survey-Reject	2.389	1.676	2	9	0
Survey-Complete	2.259	1.678	2	8	0

Total number of events

Event	<i>N</i>
Edit-Show	1245
Edit-Accept	188
Edit-Reject	464
Edit-Complete	32
Join-Show	2202
Join-Accept	97
Join-Reject	464
Survey-Show	1359
Survey-Accept	552
Survey-Reject	387
Survey-Complete	366

AFT data: v.2 [2011-04-24 18:00:00, 2011-04-28 16:00:00]; v.3 [2011-04-29 19:00:00, 2011-05-06 13:00:00].

Mean number of events per hour (error bars represent standard error). v.3 is tracking a random sample of 50% of all AFT users