

Helping readers improve Wikipedia

First results from AFTv5

Help improve this article

Did you find what you were looking for?

Yes

No

Dario Taraborelli

Metrics Meeting – April 2012

Article Feedback v5

The image displays three overlapping screenshots of a feedback form titled "Help improve this article".

- Top screenshot:** Shows the title "Help improve this article" with a help icon. Below it is the question "Did you find what you were looking for?" with "Yes" and "No" buttons. A text input field contains the placeholder text "What was most useful to you? How could this article be improved?".
- Middle screenshot:** Shows the title "Help improve this article" with a help icon. Below it are four buttons: "Suggestion" (with a lightbulb icon), "Praise" (with a smiley face icon), "Problem" (with a sad face icon), and "Question" (with a neutral face icon). A text input field contains the placeholder text "Make a suggestion! How can this article be improved?".
- Bottom screenshot:** Shows the title "Help improve this article" with a help icon. Below it is the question "Is this article helpful?" followed by a star rating (4 orange stars and 1 white star) and a trash icon. A text input field contains the placeholder text "Add a comment. How can this article be improved?". Below the input field is the text "By posting, you agree to transparency under these [terms](#)." and a large blue button labeled "Post your feedback".

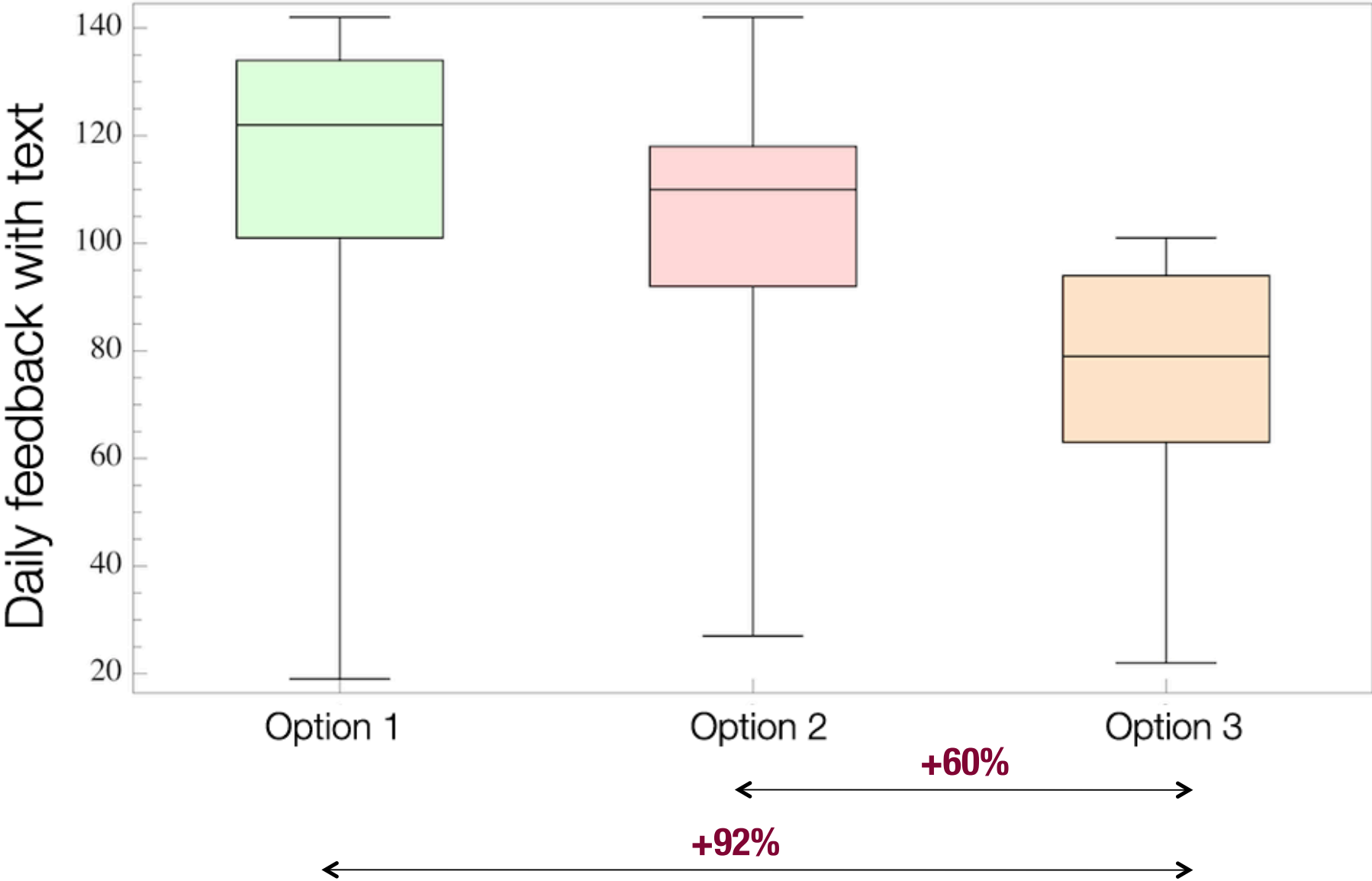
Volume of feedback

30K unique posts, Dec 2011 - Mar 2012
(360 posts/day, 70% with text)

3x more conversions than AFT4 (ratings)

http://meta.wikimedia.org/wiki/Research:Article_feedback/Volume

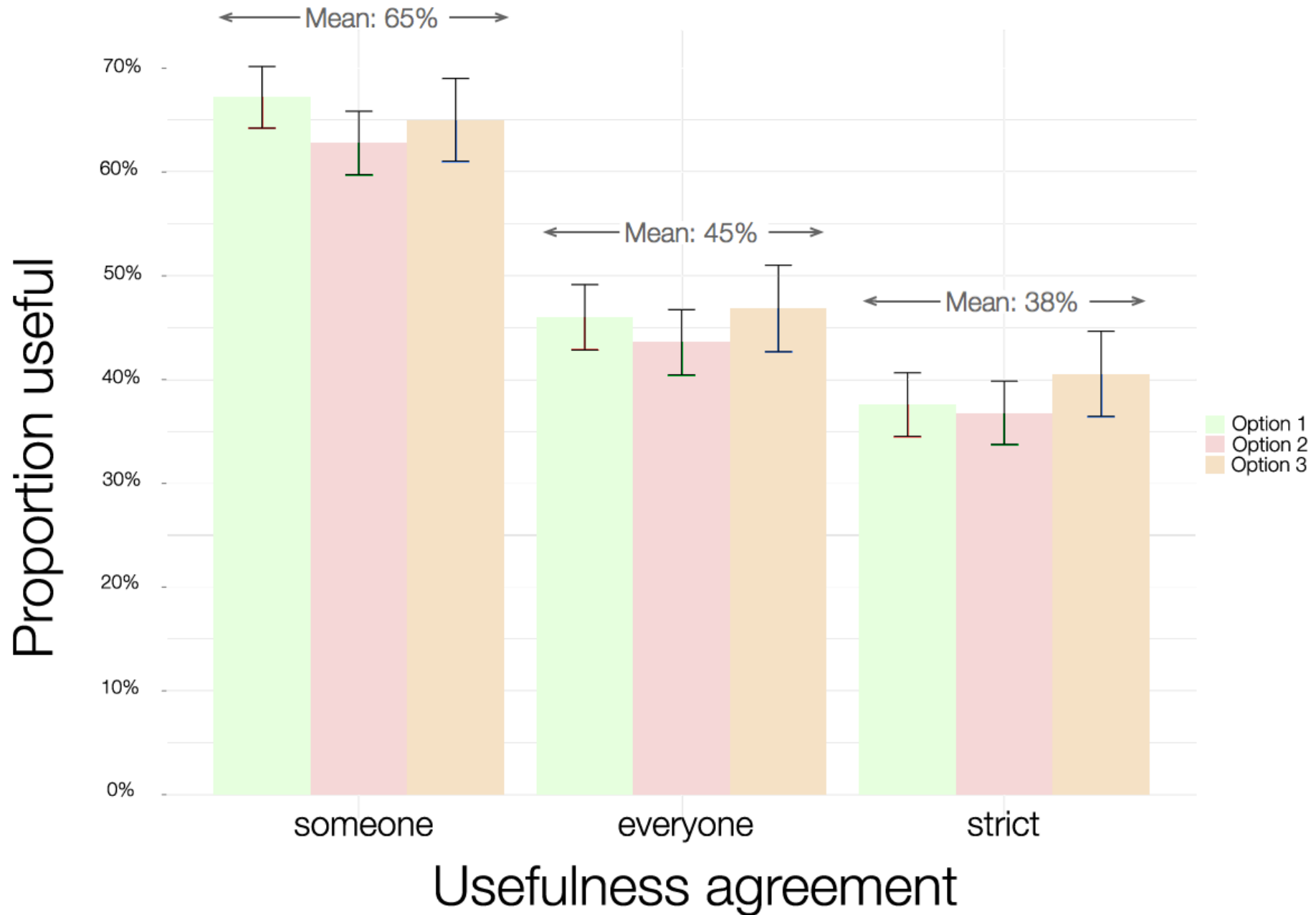
Volume of feedback



Blind assessment



Usefulness



Useful

I am in an anthropology/archaeology course and am currently studying human evolution and the early hominidae, I think that this is the best place to post my issue... I would really like to be able to explore human evolution in wikipedia and it is quite difficult. I am **searching for this so that I could find a good explanation of The Big Brain Theory and how it was dispelled.** I don't know how to request an article so this seems to be the closest thing to do! Thank you guys for all your hard work and if this isn't the correct place to send it PLEASE pass it on to the correct people if you can't.. I think that many would benefit for a wiki page on this. Thanks again!!!

Not so useful

MITT ROMNEY IS UNDERMINING HEALTHCARE WHAT
EVER HAPPENED TO THE HIPPOCRATIC OAT

http://meta.wikimedia.org/wiki/Research:Article_feedback/Quality_assessment

What's next

More prominent placement = higher proportion of junk?

Does AFTv5 cannibalize editing activity?

How many good-quality edits can we get via calls to action?

AFTv5 team

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AFT5 Stage 1 Report

http://meta.wikimedia.org/wiki/Research:Article_feedback

Credits

CC BY-NC-ND image by Mark & Andrea Busse

<http://www.flickr.com/photos/65327964@N00/3696428278/>

Dario Taraborelli. Helping readers improve Wikipedia. First results from AFTv5

http://nitens.org/docs/slides/aft5_s1.pdf



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