

Microtasks and new editor engagement



Dario Taraborelli

Wikimedia Foundation

Wikimedia/Stanford meeting
15 March 2012

The problem

1. Shrinking active editor population

90K active editors (5+ edits/month)
(-3.2% since 2011)

The problem

2. Slow but steady decline in anonymous edits

20% of all edits
(-10% since 2005)

The problem

3. Steadily growing readership

480m unique visitors/month
(+17% since 2011)

18b page requests/month
(+17% since 2011)

3 challenges

- 1. Turn passive readers into contributors (or power readers)**
- 2. Support participation of new registered users**
- 3. Help core editor community with governance/maintenance tasks**

MICROTASKS

RECOMMENDER SYSTEMS

Why recommender systems?

Costa Concordia

From Wikipedia, the free encyclopedia

For details of the 2012 grounding and partial sinking of the ship, see *Costa Concordia disaster*.

MS *Costa Concordia* (Italian pronunciation: [ˈkɔsta konˈkordja]) is a *Concordia*-class cruise ship operated by *Costa Crociere* (a subsidiary of *Carnival Corporation*) and built by the *Fincantieri's Sestri Ponente* yards in *Italy*. The name *Concordia* ("concord" in English) was intended to express the wish for "continuing harmony, unity, and peace between *European nations*."^[3]

Costa Concordia is the first of the *Concordia* class cruise ships, followed by sister ships *Costa Serena*, *Costa Pacifica*, *Costa Favolosa* and *Costa Fascinosa*, and *Carnival Splendor* built for *Carnival Cruise Lines*. When the 114,137 GT *Costa Concordia* and her sisters entered service, they were among the largest ships built in Italy until the construction of the 130,000 GT *Dream* class cruise ships.

On 13 January 2012 at about 9:45 pm, in calm seas and overcast weather, *Costa Concordia* struck a rock in the *Tyrrhenian Sea* just off the eastern shore of *Isola del Giglio*, off the western coast of *Italy*



Costa Concordia disaster

From Wikipedia, the free encyclopedia

Coordinates: 42.365347°N 10.921400°E﻿ / ﻿42.365347°N 10.921400°E﻿ / 42.365347; 10.921400

The Italian cruise ship *Costa Concordia*^[p 1] partially sank on the night of 13 January 2012 after hitting a reef off the Italian coast and running aground at *Isola del Giglio*,^[p 2] *Tuscany*, requiring the evacuation of the 4,252 people on board. Twenty-five people are known to have died;^[3] 64 others were injured^[5] (at least two seriously)^[6] and 7 are missing.^[3] Two passengers and a crewmember trapped inside were rescued in the days after the incident.^{[5][7]}

Captain *Francesco Schettino*^[p 3] had deviated from the ship's computer-programmed route to treat people on *Giglio Island* to the spectacle of a close sail-past or near-shore salute. The ship was on the first leg of a planned 6-port cruise from *Civitavecchia* when she hit a reef off *Isola del Giglio* and started to take in water, flooding the engine room and generators, causing the ship to drift for more than an hour off the eastern shore of *Isola del Giglio* before running aground and being evacuated.

Ship's officers at first told passengers that the problem was a reparable "electrical fault" and told inquiring



The *Costa Concordia* aground 08:24, 14 January

Event Grounding of cruise ship *Costa Concordia*

Microtasks for new users

Find topics matching your interests

Find tasks you can help with

Microtasks for first-time editors

Find similar articles in need of attention

Help fix the same issue in another article

Try something different!

Microtasks for readers

Discover articles relevant to your location

Find related articles in need of attention

Find highly popular/edited related articles

Broadcast articles in need of attention

Distribute calls to action

Embed widgets into external expert communities

Questions?

Credits

On top of my head

CC BY-NC-SA work by Kristina Alexanderson

<http://www.flickr.com/photos/kalexanderson/6140989346>

Dario Taraborelli. Microtasks and new editor engagement

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



E: dario@wikimedia.org

T: [@ReaderMeter](#)