

Engaging editors on Wikipedia

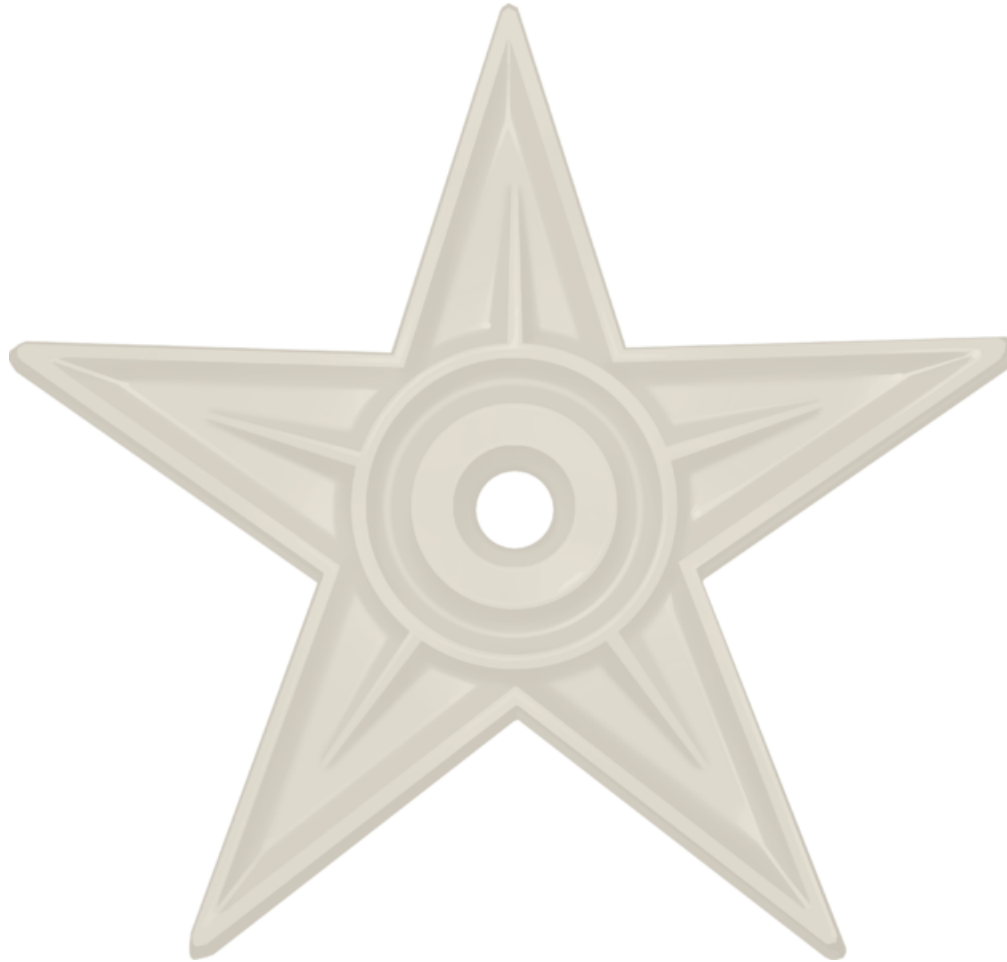
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Editor Engagement Group
Wikimedia Foundation
July 12, 2012

Questions

- How many of you are **Wikipedia editors (2001-2012)**? (show of hands)
- How many of you have engaged with a new editor in the past week?
- How many could use some **help**?
(e.g., patrolling, proofing, research, etc.)
- Individual stories?

Engaging
1K Editors



Editor milestones

5 or 6 editors make their 1,000th edit to articles in English Wikipedia each day.

On April 5, 2012, we began awarding barnstars to these editors for their contributions using WikiLove.

Then we began looking at trends for these 1k editors.



Why 1k editors?

We chose the 1,000 edit milestone with the rationale that:

- It is a significant contribution to the encyclopedia, and therefore inherently praiseworthy
- It is a milestone unlikely to be reached by vandals, spammers, or other overtly disruptive editors
- It suggests a highly active Wikipedian in the making



1k editor motivations

Compared against the Editor Motivations Study from 2010, the very active editors we are attracting today are quite similar to those we attracted in 2006-2007. With one major exception:

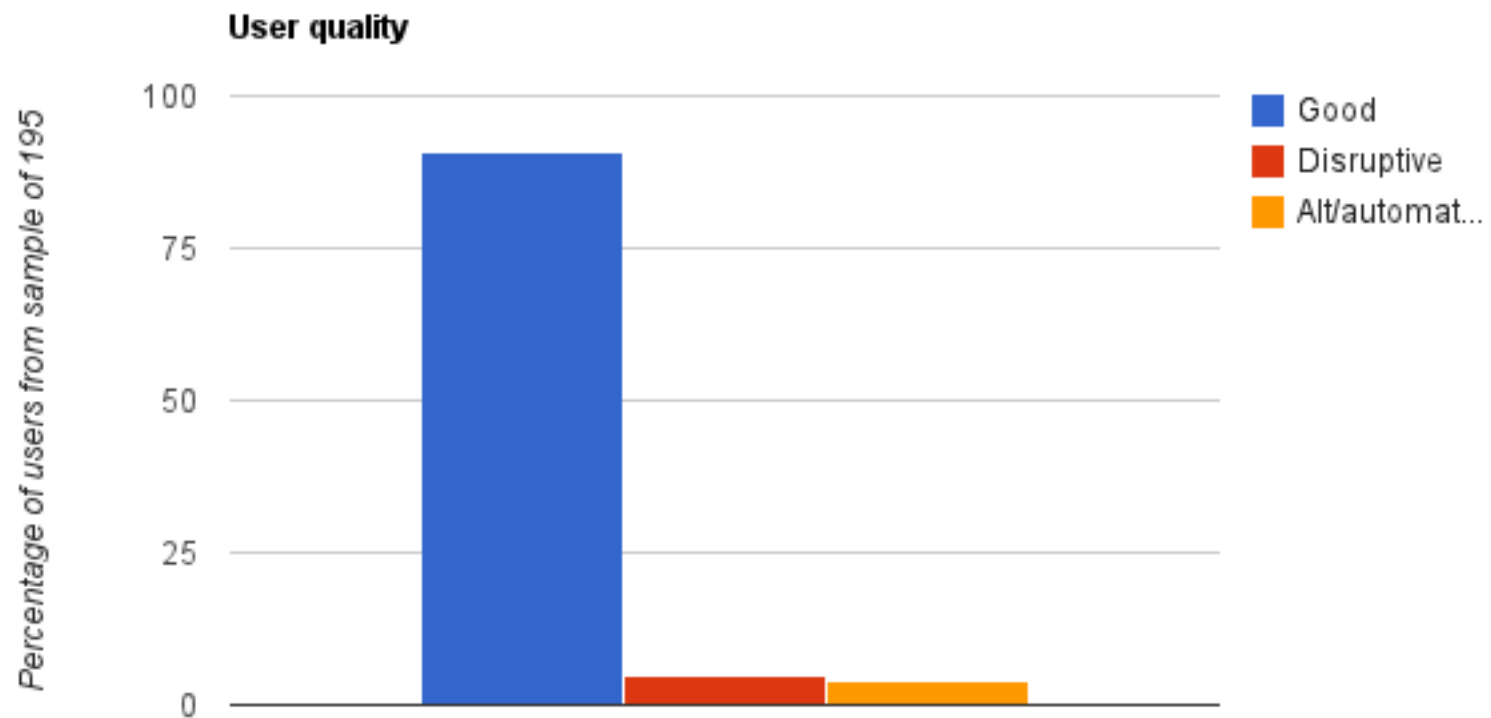
These editors do not feel that they are part of a larger community with shared goals and values.

Missed opportunity

- Some 1k editors don't have talk pages; others don't use them
- They don't necessarily know about the existence or location of Policy pages
- They don't necessarily know what a barnstar (or WikiLove) is -- they're used to getting deletion notices
- Not focused on discussion or arguments or gaining consensus
- They don't necessarily know about the Village Pump



Are these the editors we want to retain?



91% good, 5% disruptive, and 4% automated account

Why does this affect you?

- These editors can potentially help YOU out
- These editors could take on admin work
- These editors could maintain bots
- These editors could craft better policy
- These editors could triage new articles
- These editors could create WikiProjects
- These editors could write new articles
- These editors could mentor newbies



Roadmap

Engagement Funnel

En-Wiki / Month



Product goals

- Better tools for **experienced editors**
- “On-ramps” for **readers** and **new editors**.

Engagement Stages

Reader	Contributor	New Editor	Confirmed	Active	Very Active
--	comments	1 edit	10+ edits	100+	1,000+
Article Feedback					
		Moodbar			
		Tea House			
		New Pages Feed			
		Wiki Projects +			
Experiments					
Notifications					
Messaging					
Profile					

Examples of editor engagement projects planned or targeted for 2012 and 2013.

Learn more: [Wikipedia:Editor_Engagement](https://en.wikipedia.org/wiki/Wikipedia:Editor_Engagement)

Roadmap

2012 (in development)

- **feedback** (article feedback + moodbar)
- **new pages** (new pages feed + article creation)
- **notifications** (echo, service-to-user)
- **messaging** (flow, user-to-user)

Next

- **profile** (info box + identity + reputation)
- **affiliations** (projects + groups)
- **sharing** (social networks)

Examples

Distribution and habitat [edit]



Non-breeding plumage

The breeding habitat is across the north part of western [Canada](#) and [Alaska](#). In the winter the Golden-crowned Sparrow [migrates](#) to [Vancouver Island](#) in Canada and the [West Coast of the United States](#). It is usually found in Northern California in the fall and spring.^[2]

Breeding [edit]

It nests in shrubby habitat above the treeline or near the coast and lays 3-5 brown-marked greenish white eggs.^[2]

Kingdom:	Animalia
Phylum:	Chordata
Class:	Aves
Order:	Passeriformes
Family:	Emberizidae
Genus:	Zonotrichia
Species:	<i>Z. atricapilla</i>

Binomial name

Zonotrichia atricapilla

(Gmelin, 1789)

Behavior [edit]

The song is a three-note whistle, descending in pitch. It is very distinctive, and often described as "oh-dear-me". The call also sounds like *I'm so weary*, so Alaskan gold miners along the trails called this bird "Weary Willie". However, birds in the mountains of British Columbia have been reported to have a trill on the third note, rather than a clear whistle as in other populations. These songs are heard mainly in the breeding season, but also in the wintering grounds just after fall migration as well as just before they take off for spring migration.^[3]

References [edit]

- ↑ BirdLife International (2004). *Zonotrichia atricapilla*. 2006. *IUCN Red List of Threatened Species*. IUCN 2006. www.iucnredlist.org . Retrieved on 12 May 2006.
- ↑ ^{*a b c d e*} Byers, Olsson and Curson, *Buntings and Sparrows* ISBN 1-873403-19-4
- ↑ Norment, C. J. (1998). "Golden-crowned Sparrow (*Zonotrichia atricapilla*)" . In Poole, A.. *The Birds of North America Online*. Ithaca: Cornell Lab of Ornithology. Retrieved 6 June 2012.

Help improve this page

[What's this?](#)

Did you find what you were looking for?

Feedback on Golden-crowned Sparrow


This is a prototype, not a final product. Key features are still in development.

[View article](#) | [Talk](#) | [Help](#)

158 posts about this page  71% found what they were looking for


Showing: [Most relevant \(19\)](#) [All comments \(21\)](#)

Sort by:

 [216.38.130.165](#) did not find what they were looking for. 3 months ago | [Details](#) ☆ **FEATURED**


Wanted to hear the bird's song. You could link to this site: http://www.allaboutbirds.org/guide/Golden-crowned_Sparrow/sounds/ac

Is this feedback helpful? Yes No 100% found it helpful

 [24.151.234.151](#) posted a comment. 4 months ago | [Details](#)


Yes, I was looking for the breeding characteristics of this

Is this feedback helpful? Yes No 100% found it helpful [Flag as abuse](#) 1 flag

 [98.210.230.160](#) did not find what they were looking for. 2 weeks ago | [Details](#) ☆ **FEATURED**

Show how this sparrow compares to other sparrows in terms of size, as well as color and sounds. Use multimedia to make these comparisons quick and informative.

Is this feedback helpful? Yes No 83% found it helpful [Flag as abuse](#) 1 flag

 [216.38.130.161](#) did not find what they were looking for. 3 weeks ago | [Details](#) ☆ **FEATURED**

There is no information about what this bird eats.

Is this feedback helpful? Yes No 83% found it helpful [Flag as abuse](#)

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Special page

Feedback dashboard

This dashboard displays comments from new editors about their experiences editing Wikipedia. [Learn more](#) – [Join the response team](#) – [Data dashboard for new user comments](#) – [Data dashboard for responses](#)

Moodbar feedback made in last 24 hours: Happy: 98, Sad: 21, Confused: 38

Filters

Mood:

Happy

Confused

Sad

Username:

My responses only

Show unanswered

[What is this feature?](#)

Top Responders

Webclient101	192
Lectonar	128
Vibhijain	115
NoRwEglaNbAcTeRIUm	93
SwisterTwister	89



[DJHarris999](#) ([talk](#) | [contribs](#))

11 minutes ago

My first page was deleted straight away.

Sad

[▶ Respond to this](#)



[1ravenscowboysnffan](#) ([talk](#) | [contribs](#))

17 minutes ago

Wikipedia is an awesome site and I have generally enjoyed trying to improve it.

Happy

[▶ Respond to this](#)



[Aris2000](#) ([talk](#) | [contribs](#))

28 minutes ago

because there is no result for go, grow, and glow foods

Sad

[▶ Respond to this](#)



[Leedsunited2012](#) ([talk](#) | [contribs](#))

35 minutes ago

Of all the information it has x

Happy

[▶ Respond to this](#)



[Khalidzafaractor](#) ([talk](#) | [contribs](#))

57 minutes ago








i am a sr actor of Pakistan TV dramas and Radio B'caster, launched Nida Studios in 1980. Also TV progs, commercials, documentaries Director

Happy

[▶ Respond to this](#)

New Pages Feed

This is a prototype, not a final product. Key features are still in development. [Learn more](#) · [Leave feedback](#)

Showing Namespace: (Article) · Include reviewed · Include deleted		There are currently 30319 unreviewed pages	
Filter list ▾		Sort by: <input checked="" type="radio"/> Newest <input type="radio"/> Oldest	
	<p>United States Senate election in Pennsylvania, 1950 (hist) · 3078 bytes · 1 edit · 2 categories</p> <p>By Tyrol5 (talk · contribs) · 16667 edits since 2008-11-19</p> <p>The 1950 United States Senate election in Pennsylvania was held on November 7, 1950. Incumbent Democratic U.S. Senator Francis J. Myers sought re-e...</p>	16:59, 5 July 2012	Review
	<p>Alison Acheson (hist) · 2544 bytes · 1 edit · 3 categories</p> <p>By LDTrain (talk · contribs) · 1 edit since 2012-07-05 · New editor</p> <p>Alison Acheson is a Canadian writer of fiction for adults and children. Biography Alison Acheson was born in Vancouver, British Columbiahttp://ww...</p>	16:58, 5 July 2012	Review
	<p>Diospyros ebonasea (hist) · 852 bytes · 1 edit · 1 category</p> <p>By Boy888 (talk · contribs) · 7 edits since 2012-07-05 · New editor</p> <p>Malaysian Blackwood (Diospyros ebonasea), is a species of flowering tree in the family Ebenaceae that is endemic to the island of Malaysia. Malaysi...</p>	16:57, 5 July 2012	Review
	<p>Psammechinus (hist) · 1080 bytes · 3 edits · 3 categories</p> <p>By Anna Frodesiak (talk · contribs) · 47814 edits since 2008-11-16</p> <p>Psammechinus is a genus of sea urchins in the family Parechinidae containing two species: Psammechinus microtuberculatus (Blainville, 1825) Psamm...</p>	16:56, 5 July 2012	Review
	<p>Darko Živanović (athlete) (hist) · 2073 bytes · 1 edit · 7 categories</p> <p>By Backij (talk · contribs) · 231 edits since 2012-04-06</p> <p>Darko Živanović (, born February 25, 1987) is a Serbian long-distance runner. Before he started to train athletics, he practised wrestling and f...</p>	16:56, 5 July 2012	Review
	<p>2012 World Junior Championships in Athletics – Women's heptathlon (hist) · 1568 bytes · 1 edit · 5 categories</p> <p>By Wurstwicht (talk · contribs) · 7290 edits since 2008-08-30</p> <p>The women's heptathlon at the 2012 World Junior Championships in Athletics will be held at the Estadi Olímpic Lluís Companys on 12 and 13 July.ht...</p>	16:52, 5 July 2012	Review
	<p>Diospyros Ebonasea (hist) · 852 bytes · 2 edits · 1 category</p> <p>By Boy888 (talk · contribs) · 3 edits since 2012-07-05 · New editor</p> <p>Malaysian Blackwood (Diospyros ebonasea), is a species of flowering tree in the family Ebenaceae that is endemic to the island of Malaysia. Malaysi...</p>	16:52, 5 July 2012	Review

Top 5 reviewers: [Mscuthbert](#), [DoriSmith](#), [Nathan2055](#), [WereSpielChequers](#), [Allen4names](#)

Page ages: Average: 19 days, oldest: 3866 days

[Refresh list](#)

Article **Talk**Read **Edit** View history

Alison Acheson

From Wikipedia, the free encyclopedia

Alison Acheson is a [Canadian writer](#) of fiction for adults and children.

Biography

Alison Acheson was born in [Vancouver, British Columbia](#)^[1]. In her youth she studied jobs, including [hairstressing](#), before enrolling in college to become a [Bachelor of Arts](#). Acheson has taught extension courses in creative writing at the [University of British Columbia](#). Acheson has three sons, with whom she lives in her home in the lower mainland of

Books and Publications

In 1996, Coteau Books published Acheson's first book, *Thunder Ice*. Set in [Ontario](#) conflict. *Thunder Ice* was a finalist for the Manitoba Young Readers award, the Red

Subsequent publications include:

- A children's book called *The Half-Pipe Kidd* in 1997
- A novel for young adults entitled *Mud Girl* in 2006
- A children's book called *Grandpa's Music: A Story About Alzheimer's*, a finalist
- A novel for young adults called *Molly's Cue* in 2010
- A children's book called *The Cul-De-Sac* in 2012^[5]

References

- ↑ ^{*a b c*} http://www.bookweek.ca/authors/alison-acheson
- ↑ http://www.sfu.ca/continuing-studies/instructors/a-d/alison-acheson.html
- ↑ http://www.bookweek.ca/authors/alison-acheson
- ↑ http://alisonacheson.com/index.php/books/
- ↑ http://alisonacheson.com/index.php/books/

Add Tags

(close)

Common

Metadata

Cleanup (1)

Neutrality

Sources

Structure

Unwanted content

Verifiability

Writing style

More tags

Bare URLs

This page uses bare URLs for references, which are prone to link rot.

Copy edit

This page needs copy editing for grammar, style, cohesion, tone, and/or spelling.

[+ Add details](#)

More footnotes

This page has some references, but insufficient in-text citations.

References

This page needs additional references or sources for verification.

Uncategorized

This page doesn't belong to any categories.

Unreferenced

This page has no references at all.

Mark this page as reviewed

Add 1 selected tags

[\[edit\]](#)

Article Creation Workflow

Special page

Create an article about "Test" on Wikipedia Labs

Wikipedia Labs doesn't have an article called "**Test**". I want to...

Use the Article Wizard

Guide me through creating an article.



Create a draft

This is my first article.



Create this article myself

I've done this before.



Go back

Oops. This isn't what I wanted.



Final questions

1. Will a more intuitive UI encourage editors to edit more?
2. Will simplifying editing tools help engage non-technical editors?
3. If we surface activities like WikiProjects, competitions, and meet-ups, will more users join in?
4. If we improve the content and delivery of vandalism and deletion warnings, will more newbies attempt (and succeed) at fixing their mistakes?
5. Will making the environment more gracious and hospitable encourage editors to stick around?
6. Will providing more peer support tools help retain new editors?
7. Will simplifying policy decrease frustration with the editing process?
8. Will providing tools and functionality similar to other major websites keep editors engaged?



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User: Okeyes (WMF)

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Wikipedia:Editor_Engagement