

Article Feedback v5

Phase 1 Report (PRELIMINARY FINDINGS)

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Article Feedback v5

Wikimedia Product Group

- *Goal 1:* engage readers to **contribute** to Wikipedia
- *Goal 2:* help editors **improve articles** on Wikipedia
- *Solution:* invite readers to provide **article feedback**
- *Process:* develop and test 3 different **feedback forms**
- *Research:* collect and analyze 4 different **data points**



Phase 1 Overview

(Dec. 2011 to Jan. 2012)

- *Call to action:* **Help improve this page**
- *Inputs:* **comments** for all 3 forms + yes/no or rating
- *Scope:* **22,000+ articles** on English encyclopedia (0.6%)
- *Outreach:* IRC chats, talk page, surveys, evaluations
- *Timeline:* launch in Dec. 2011, collect data in Jan. 2012
- *Next steps:* select/tweak final option in Feb., deploy in Mar.



Findings

Overall Findings

Phase 1 (Dec. 2011 to Jan. 2012)

- **30,000+** feedback posts in first 6 weeks
- **73%** of posts had **comments**
- **98%** of posts were from **anonymous users**
- **64%** of users surveyed **like the feedback forms**
- **45%** of posts were found **useful by at least 2 editors**

Note: These findings are PRELIMINARY. Some numbers above are still approximate for this draft.



Feedback Forms

We tested 3 different forms in phase 1:

- **Option 1:** *Find what you're looking for?*
- **Option 2:** *Make a suggestion*
- **Option 3:** *Rate this article*

This screenshot shows a feedback form titled "Help improve this article" with a help icon in the top right. The main question is "Did you find what you were looking for?" with "Yes" and "No" buttons. Below this is a text input field with the placeholder text "What was most useful to you? How could this article be improved?". A small disclaimer "By posting, you agree to transparency under these terms." is visible above a blue "Post your feedback" button.

This screenshot shows a feedback form titled "Help improve this article" with a help icon in the top right. It features four radio button options: "Suggestion" (selected), "Praise", "Problem", and "Question". Below the options is a text input field with the placeholder text "Make a suggestion! How can this article be improved?". A small disclaimer "By posting, you agree to transparency under these terms." is visible above a blue "Post your feedback" button.

This screenshot shows a feedback form titled "Help improve this article" with a help icon in the top right. The main question is "Is this article helpful?" followed by a star rating system (5 stars, with the first three filled) and a trash icon. Below this is a text input field with the placeholder text "Add a comment. How can this article be improved?". A small disclaimer "By posting, you agree to transparency under these terms." is visible above a blue "Post your feedback" button.



Option 1: Did you find what you were looking for?

Help improve this article 

Did you find what you were looking for?

What was most useful to you? How could this article be improved?

By posting, you agree to transparency under these [terms](#).

Features:

- **simple question** (e.g.: “find what you’re looking for?”)
- **Yes / No buttons**
- **contextual prompts** (e.g.: “what’s missing?”)



Option 2: Make a suggestion ...

Help improve this article ?

Suggestion 😊 Praise 😞 Problem 😟 Question

Make a suggestion! How can this article be improved?

By posting, you agree to transparency under these [terms](#).

Post your feedback

Features:

- **4 different tabs** (Suggestion, Praise, Problem, Question)
- **No rating, only comments**
- **contextual prompts** (e.g.: “what’s missing?”)



Option 3: Rate this article

Help improve this article

Is this article helpful?  

Add a comment. How can this article be improved?

By posting, you agree to transparency under these [terms](#).

Post your feedback

Features:

- **Rating** (five-star scale)
- **Optional comments**
- **contextual prompts** (e.g.: “5 = very helpful”)



Comparison - Overall

How do the three designs compare?

	Option 1	Option 2	Option 3
Feedback volume (% of posts)	37%	35%	28%
Useful to editors (% of posts)	46%	44%	47%
Useful to users (% of posts)	66%	59%	66%
Useful to team (% of posts)	57%	36%	7%

Note: These findings are PRELIMINARY. Some numbers above are still approximate for this draft.



Comparison - Volume

How do the three designs compare?

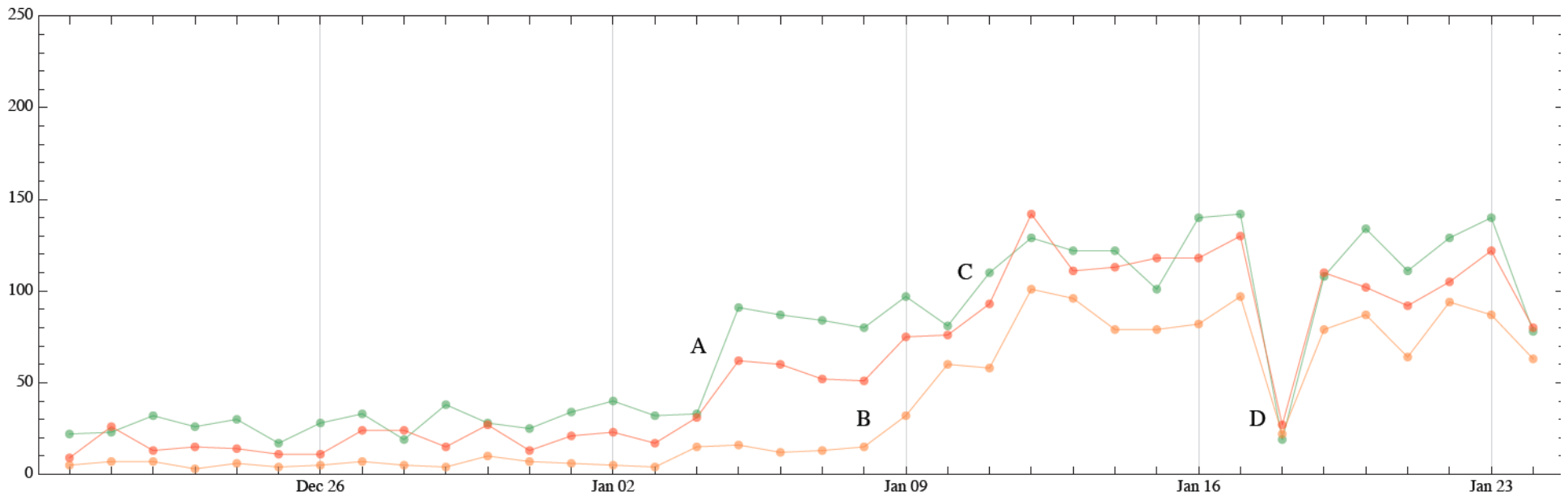
	Option 1	Option 2	Option 3
Total Posts (as of Feb. 1)	10,540	7,677	5,542
% of Total (% of posts)	44%	32%	23%
Posts for study (random sample)	2,565	2,133	1,336
% of Total (% of posts in study)	42%	35%	22%

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Timeline - Volume

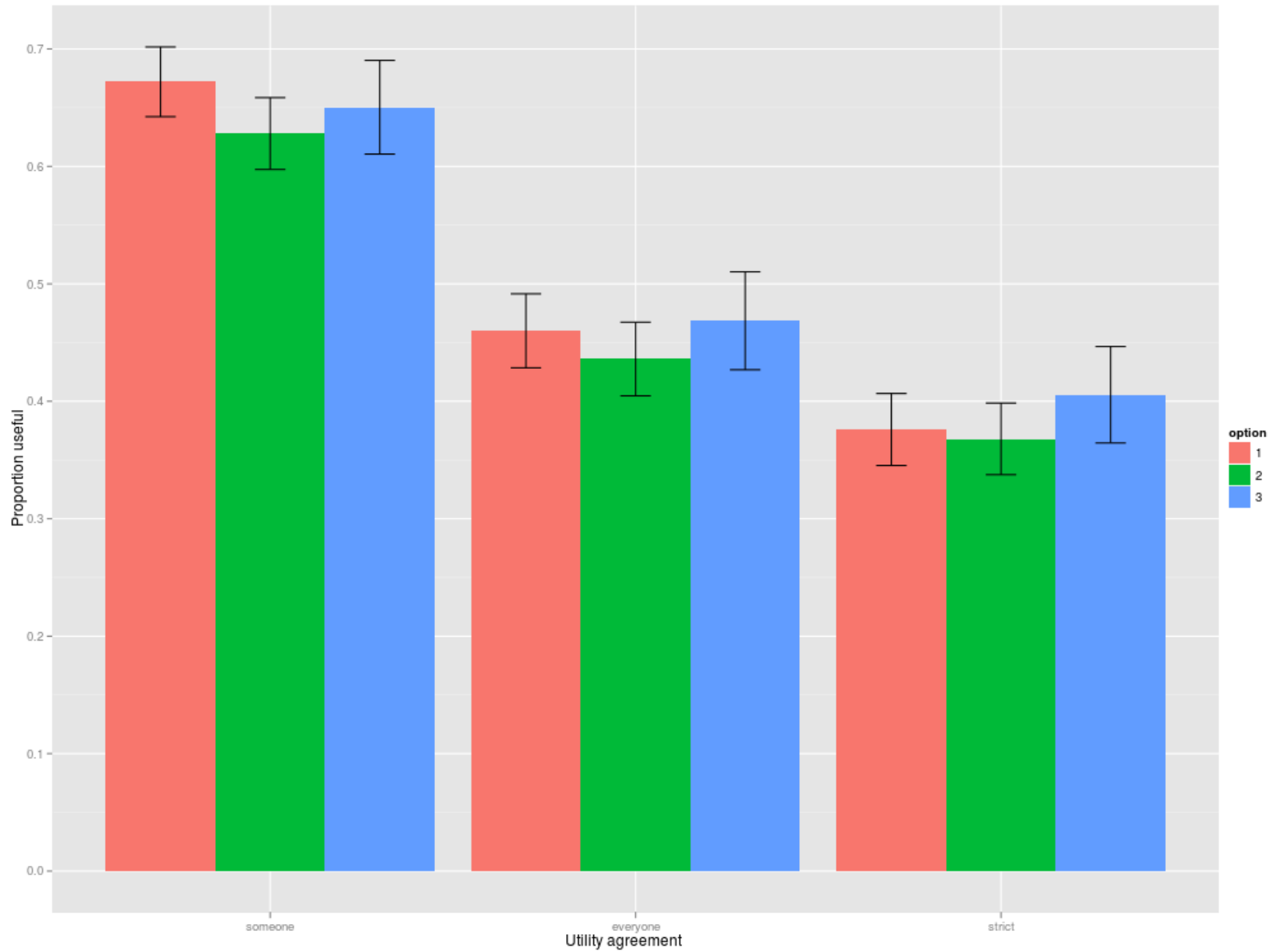
Daily feedback with text by design (random sample)



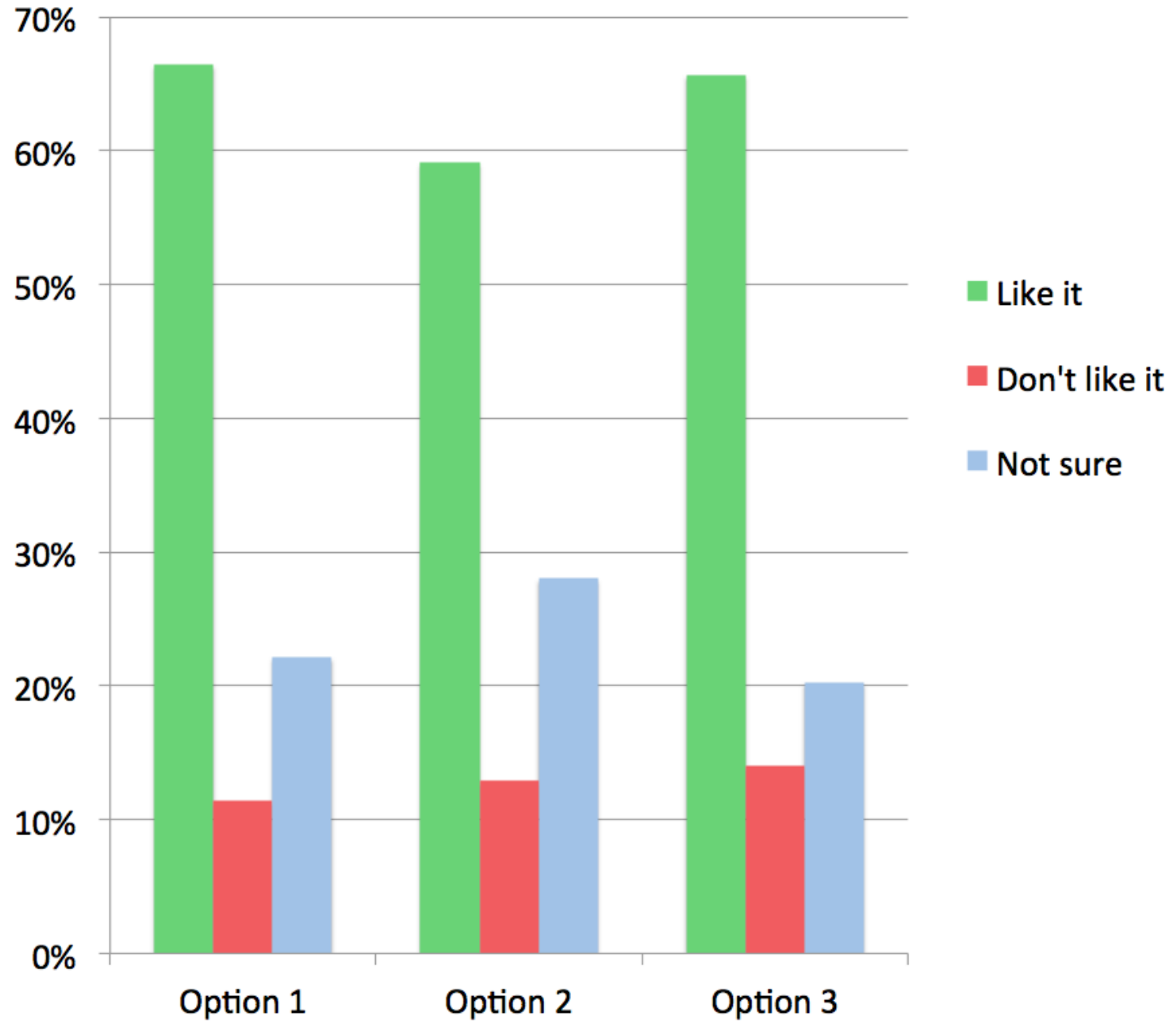
Note: These findings are PRELIMINARY. Some numbers above are still approximate for this draft.



Graph – Editor Evaluations



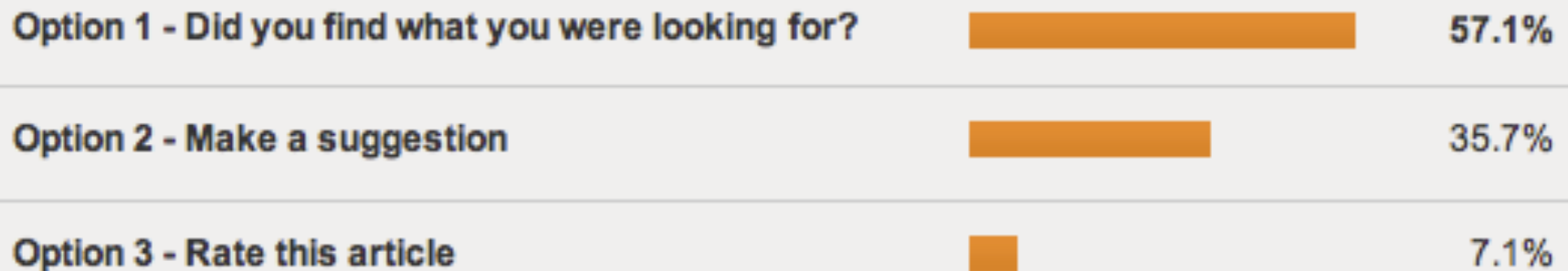
Graph – Reader Satisfaction



Graph – Team Favorites

Article Feedback - Team Survey (preliminary)

Which of feedback form is most useful to you?



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