Article Feedback V5
Project Overview

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Wikimedia Foundation

Oct. 19, 2011
Article Feedback Goals

• engage readers to participate more on Wikipedia
• invite community feedback on content quality
• encourage a collaboration between editors and readers
• develop new ways to drive thoughtful participation
• experiment with outsourcing web development
Activity Flow

Here are the 3 key stages of the desired “virtuous circle.”

Read Article

Post Feedback

Edit Article
Editors promote the best posts to Talk.

Did you know you can edit this article?
Feedback Form

Share your feedback

Did you find what you were looking for?  Yes  No

How can we improve this article?

Label:  Suggestion  Question  Problem  Praise

Your post will be shared here. See our privacy policy.  Post your feedback
Most of the article has too positive a tone, in light of the high disapproval rating of Governor Granholm. It can be improved by noting the link between her Harvard Law School training and her anti-business policies. It omits her opposition to the referendum that banned race preferences. It omits her link to the UAW. It touches on the flight of young Michiganders to non-Michigan states, but doesn't emphasize the importance of this phenomenon. It omits the fawning treatment of Governor Granholm by the Michigan news media.

Give me a break - almost the entire "Campaign for Governor" is devoted to alleged improprieties on the part of the Governor, and in not one of these cases was the Governor found guilty of any wrongdoing. This article is really slanted. [ IP 72.33.71.167]
This is the talk page for discussing improvements to the Jennifer Granholm article.

See also: Reader Suggestions

* * *

**Average**
Nov. 17, 2010 – 12:32 (UTC)

Mortyman found this article helpful:

Most of the article has too positive a tone, in light of the high disapproval rating of Governor Granholm. It can be improved by noting the link between her Harvard Law School training and her anti-business policies. It omits her opposition to the referendum that banned race preferences. It omits her link to the UAW. It touches on the flight of young Michiganders to non-Michigan states, but doesn't emphasize the importance of this phenomenon. It omits the fawning treatment of Governor Granholm by the Michigan news media.

**Featured suggestions**

jimbo featured this suggestion on Mar. 24, 2011 – 14:45 (UTC)

I am promoting this reader suggestion to the Talk page because it makes a good point that I think we should address in the next edit of the government section.

[ ... scroll down to new section ... ]

Mortyman found this article helpful:

Most of the article has too positive a tone, in light of the high disapproval rating of Governor Granholm. It can be improved by noting the link between her Harvard Law School training and her anti-business policies. It omits her opposition to the referendum that banned race preferences. It omits her link to the UAW. It touches on the flight of young Michiganders to non-Michigan states, but doesn't emphasize the importance of this phenomenon. It omits the fawning treatment of Governor Granholm by the Michigan news media.

▶ Expanded post

See article changes

Was this suggestion helpful?
Yes  No

Report abuse

Add a suggestion

[ ... etc.... ]
A/B Test Options

We will test four possible directions for extending the current rating tool.

A. Feedback (multiple choice + comment + tags)
B. Suggestion (comment + multiple choice + tags)
C. Review (ratings + comment + tags)
D. Call to Edit (call to action + edit button)
A. Feedback

Share your feedback

Did you find what you were looking for?  Yes  No

How can we improve this article?

Label:  Suggestion  Question  Problem  Praise

Your post will be shared here. See our privacy policy.

Post your feedback
B. Suggestion

Make a suggestion

Describe your suggestion.

Your post will be shared here. See our privacy policy.

Post your suggestion

Inspired by GetSatisfaction.com
C. Review

Review this page

How do you rate this article? ⭐⭐⭐⭐⭐  Good

Add a comment.

Did you find what you were looking for? Any ideas for improvement?

Your post will be shared here. See our privacy policy.

Post your review
D. Call to Edit

Help edit this page

Did you know that you can edit this article?

Give it a try -- and help make Wikipedia better.

Learn how to edit  Edit this page
Share your feedback

Did you find what you were looking for?  
Yes  No

How can we improve this article?

Label:  
Suggestion  Question  Problem  Praise

Tell us more (optional)

1. How could this article be improved?
   - Needs more text
   - Needs more references
   - Needs more links
   - Needs more photos
   - Needs more citations
   - Needs more editing

2. How do you rate this article?
   - Is it credible?  
   - Is it neutral?  
   - Is it thorough?  
   - Is it well-written?

   * * *  
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   * *  
   * *  

   x Credible  
   x Biased  
   x Thorough  
   x Adequate

3. How much do you know about this topic?
   I am a content expert

Your post will be shared here. See our privacy policy.
Call to Action - Survey

Thanks! Your ratings have been saved.

Please take a moment to complete a short survey.

Start survey  Maybe later
Key Features

- **feedback forms** (phase 1.0)
- **calls to action** (phase 1.0)
- **expanded feedback** (phase 1.5)
- **feedback page** (phase 1.5)
- **moderation tools** (phase 1.5)
Calls to Action

• **take a survey** (link to survey page)

• **edit this article** (if logged in)

• **sign up** Or **login** (if logged out)

• **get email notifications** (if my post is used)

Optional:

• **discuss this article**

• **view feedback page**

• **learn how to edit**
Related Features

• **survey** for feedback about the tool

• **email capture** form (if they want notifications)

• **help tips** or review guidelines

• **metrics collection** for quantitative data
Community Ideas

Phase 1:
• Comment box
• "Did you find what you were looking for?"
• Checkboxes for suggested improvements
• Make rating tool more visually compact
• Hide AFT for recently created pages
• Different calls to action

Phase 1.5:
• Dashboard with recent feedback and page metrics
• Allow permanent linking of page scores
• Courtesy diff link to the rated revision

Phase 2:
• Ratings details (counts, distribution, averages over time)
• Promote (or post) feedback/comments to talk page
• Let registered users track pages they rated
• Comments feed per article (for editors) – RSS/API?
Metrics

Usage:
• How many people posted a rating?
• How many people posted a comment?
• How many people posted more feedback?
• Which version of the tool was used most?
• Which feedback input was used most?

Engagement:
• How many people posted an edit?
• How many people signed up?
• How many people logged in?
• How many people shared their email?

Satisfaction:
• Did readers find the tool useful?
• Did editors find the tool useful?
• Which tool version (or input) was found most useful? Why?

Quality:
• How did reader ratings compare to editor ratings? to expert ratings?
• How many feedback posts were voted up or down by the community?
• How many feedback posts were featured or hidden by editors?
• How many feedback posts led editors to email the contributor?
<table>
<thead>
<tr>
<th>User Type</th>
<th>Reader</th>
<th>Contributor</th>
<th>Editor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visits/Month</td>
<td>1 Time / Month</td>
<td>5+ Times / Month</td>
<td>10+ Times / Month</td>
</tr>
<tr>
<td>Time/Visit</td>
<td>1-3 Minutes</td>
<td>3-5 Minutes</td>
<td>5-10+ Minutes</td>
</tr>
<tr>
<td>Main Activities</td>
<td>• Read Articles</td>
<td>• Post Feedback</td>
<td>• Edit Articles</td>
</tr>
<tr>
<td></td>
<td>• Read Notes</td>
<td>• Read Feedback</td>
<td>• Moderate Feedback</td>
</tr>
<tr>
<td>Total Users</td>
<td>420,000,000+</td>
<td>grow to 42,000,000+ ?</td>
<td>grow to 420,000+ ?</td>
</tr>
<tr>
<td>% Total</td>
<td>90%</td>
<td>9%</td>
<td>1%</td>
</tr>
</tbody>
</table>
Our Vision

• Help get readers more engaged.

• Give them tools to suggest article improvements.

• Encourage them to become editors over time.

• Offer practical feedback tools to experienced editors.

• Get readers and editors to collaborate, so everybody wins!
Plan
Timeline (Phase 1)

1. Planning
   Project plan and research
   (Sep.-Oct. 2011, 3 weeks - Done)

2. Development
   Design and develop service up to launch
   (Oct.-Nov. 2011, 6-8 weeks)

3. Release
   Launch, test and tweak live service
   (Dec. 2011, 2-3 weeks)

4. Report
   Analyze user data, recommend next steps
Stage 1: Planning

We completed this phase in our first 3 weeks.

Goal: Project plan, design and research

- Define goals and scope
- Research needs and metrics
- Design key features
- Create first wireframes
- Sign up development partners
- Prepare project plan
Stage 2: Development

(Oct.-Nov. 2011, 6-8 weeks)

Goal: Develop and test a basic service through launch

- Design user experience, all graphics and slides
- Host discussions with community (IRC/voice/Skype)
- Write updated requirements and specs
- Develop core service in small increments (1.0 - 1.5)
- Set up metrics and data collection
- Test private beta with first participants
- Update launch plan and communications
Stage 3: Release
(Dec. 2011, 2-3 weeks)

*Goal:* Launch, tweak and support new service

- **Launch service** on dozens of high-traffic pages
- **Promote service** to community, **host discussions**
- **Conduct A/B tests** for key features
- **Adjust features** based on **user feedback**
- **Monitor metrics** and **collect user data**
- **Moderate** key pages, **interact** with community
- **Track bugs** and **feature requests**
Stage 4: Report


Goal: Study results, recommend next steps

• **Analyze user data** based on implicit and explicit metrics

• **Send online survey** and **interview** key participants

• **Write key findings** and **post recommendations** for next steps

• **Post open source code** as **MediaWiki extension**

• Prepare updated **project plan** and **budget** for next phase
<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Phase 1 Development Start:</td>
<td>19-Oct-11</td>
</tr>
<tr>
<td>First End-to-End Requirements:</td>
<td>25-Oct-11</td>
</tr>
<tr>
<td>First Community Call/Outreach:</td>
<td>28-Oct-11</td>
</tr>
<tr>
<td>First Partial Code Delivery:</td>
<td>28-Oct-11</td>
</tr>
<tr>
<td>First Code Testing Start:</td>
<td>31-Oct-11</td>
</tr>
<tr>
<td>Updated Requirements:</td>
<td>4-Nov-11</td>
</tr>
<tr>
<td>Development/Design Iterations</td>
<td>through Nov. 21</td>
</tr>
<tr>
<td>First Release Code Delivery:</td>
<td>23-Nov-11</td>
</tr>
<tr>
<td>Release Code Testing Start:</td>
<td>1-Dec-11</td>
</tr>
<tr>
<td>First Code Release:</td>
<td>7-Dec-11</td>
</tr>
<tr>
<td>A/B Testing Monitoring/Tweaks:</td>
<td>through Dec. 21</td>
</tr>
<tr>
<td>Second Code Release:</td>
<td>14-Dec-11</td>
</tr>
<tr>
<td>Phase 1 End:</td>
<td>23-Dec-11</td>
</tr>
</tbody>
</table>
Project Team - Wikimedia

(2 FTEs at peak)

- VP Engineering / Product: Erik Moeller
- Senior Product Manager: Howie Fung
- Engineering Director: Alolita Sharma
- Research Analyst: Dario Taraborelli
- UX Designer: Brandon Harris
- Code Review / Testing: Roan Kattouw
- Community Outreach: Oliver Keyes?
Project Team - Contractors

(6 FTEs at peak – all OmniTI except Fabrice)

- Producer / Designer: Fabrice Florin
- VP Business Development: Leon Fayer
- Project Manager: Yoni Shostak
- PHP Developer 1: Reha Sterbin
- PHP Developer 2: Greg Chiasson
- UI Developer/Designer: TBD
- QA Tester: TBD
Communications
Community channels

- Wikien-l mailing list
- Tech blog
- Foundation blog
- Village Pump
- Mediawiki project page
- What's This? – Wikipedia EN
- Article Feedback Ideas/Plan
- Bugzilla
- Get Satisfaction?
- IRC?
- Skype?
- Survey Monkey?
Workgroup

• Create a community workgroup for this project
• Publish a high level schedule with milestones
• Outline a set of discrete tasks for editors
• Periodic check-ups via IRC/voice/Skype
• Find engaged community members
• Enlist WMF community folks to help
Development
OmniTI Services & Deliverables

Services

• UI development and visual design
• Software and database development
• Testing and quality assurance
• Project management

Deliverables

• Requirements Document
• High-level Designs, Wireframes and Workflows
• Software Development/Design Iterations
• Testing
• Code Releases
• Code Updates & Documentation
Agile Development Process

- short sprints for working code delivery to the product manager
- frequent, ideally daily, check-ins with the development team
- frequent, ideally continuous testing of running code on staging
- focus on making short term tasks and work product visible
  (instead of developing elaborate PRDs and long-term plans)
Platforms

• Windows
• Mac
• Linux
• iOS?
• Android?
• Mobile Web?

• Internet Explorer 6+
• Firefox 2.0+
• Safari 525+
• Opera 10.0+
• Chrome 5.0+
Metrics
Metrics - Key Data

**Participants**
- Unique Visitors
- Unique Members
- New Members
- Trusted Contributors
- Featured Contributors
- Deleted Contributors
- Unique Editors
- Active Editors
- Moderating Editors

**Conversions**
- Readers to Contributors
- Readers to Members
- Readers to Editors
- Contributors to Members
- Contributors to Editors
- Contributors to Admins

**Outcomes**
- Feedbacks Posted
- Feedbacks Rated
- Feedbacks Rated High
- Feedbacks Rated Low
- Feedbacks Moderated
- Feedbacks Featured
- Feedbacks Hidden
- Edits by New Members
- Edits by Inactive Editors
- Edits by Active Editors

**Traffic / Other**
- Pageviews
- Visits
- Surveys
- Talk Page Activity
- Social Media / Press Mentions
Wikipedia Key Metrics

Retention vs. Active Editors: English Wikipedia
### AFT Metrics - Calls to Action

<table>
<thead>
<tr>
<th>CTA click-through, completion and conversion rates (v.4)</th>
<th>CTR</th>
<th>CMP</th>
<th>CNV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Edit</td>
<td>17.4%</td>
<td>15.3%</td>
<td>2.7%</td>
</tr>
<tr>
<td>Join (signup)</td>
<td>4.7%</td>
<td>n/a</td>
<td>n/a</td>
</tr>
<tr>
<td>Join (login)</td>
<td>3.5%</td>
<td>n/a</td>
<td>n/a</td>
</tr>
<tr>
<td>Survey</td>
<td>37.2%</td>
<td>64.8%</td>
<td>24.1%</td>
</tr>
</tbody>
</table>
## AFT Metrics - Ratings by Page

<table>
<thead>
<tr>
<th>Page Title</th>
<th>Average Rating</th>
<th>Total Ratings</th>
<th>Featured?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stargate_(device)</td>
<td>4.77</td>
<td>26</td>
<td>-</td>
</tr>
<tr>
<td>John_Wooden</td>
<td>4.68</td>
<td>25</td>
<td>-</td>
</tr>
<tr>
<td>2009-10_Premier_League</td>
<td>4.62</td>
<td>35</td>
<td>-</td>
</tr>
<tr>
<td>Dirk_Nowitzki</td>
<td>4.61</td>
<td>43</td>
<td>GA</td>
</tr>
<tr>
<td>The_Wire</td>
<td>4.58</td>
<td>103</td>
<td>FA</td>
</tr>
<tr>
<td>Boston_Red_Sox</td>
<td>4.57</td>
<td>36</td>
<td>-</td>
</tr>
<tr>
<td>List_of_Fullmetal_Alchemist:_Brotherhood_episodes</td>
<td>4.56</td>
<td>60</td>
<td>-</td>
</tr>
<tr>
<td>The_Dark_Knight_(film)</td>
<td>4.55</td>
<td>177</td>
<td>GA</td>
</tr>
<tr>
<td>2010-11_La_Liga</td>
<td>4.55</td>
<td>261</td>
<td>-</td>
</tr>
<tr>
<td>Final_Fantasy_VII_Advent_Children</td>
<td>4.54</td>
<td>28</td>
<td>GA</td>
</tr>
<tr>
<td>The_Marshall_Mathers_LP</td>
<td>4.52</td>
<td>81</td>
<td>-</td>
</tr>
<tr>
<td>Survivor:_Redemption_Island</td>
<td>4.52</td>
<td>141</td>
<td>-</td>
</tr>
<tr>
<td>Dante_(Devil_May_Cry)</td>
<td>4.51</td>
<td>27</td>
<td>GA</td>
</tr>
<tr>
<td>List_of_Law_&amp;_Order:_Special_Victims_Unit_episodes</td>
<td>4.51</td>
<td>32</td>
<td>-</td>
</tr>
<tr>
<td>Edge_(wrestler)</td>
<td>4.51</td>
<td>468</td>
<td>GA</td>
</tr>
<tr>
<td>Empire_of_Brazil</td>
<td>4.51</td>
<td>61</td>
<td>FA</td>
</tr>
<tr>
<td>Is_This_It</td>
<td>4.50</td>
<td>44</td>
<td>FA</td>
</tr>
<tr>
<td>Mac_Mini</td>
<td>4.50</td>
<td>25</td>
<td>-</td>
</tr>
<tr>
<td>2010-11_Copa_del_Rey</td>
<td>4.50</td>
<td>171</td>
<td>-</td>
</tr>
<tr>
<td>List_of_Arrested_Development_characters</td>
<td>4.49</td>
<td>45</td>
<td>-</td>
</tr>
<tr>
<td>Rocky</td>
<td>4.48</td>
<td>27</td>
<td>-</td>
</tr>
<tr>
<td>Calvin_and_Hobbes</td>
<td>4.47</td>
<td>105</td>
<td>GA</td>
</tr>
<tr>
<td>Vs._(Pearl_Jam_album)</td>
<td>4.46</td>
<td>27</td>
<td>GA</td>
</tr>
<tr>
<td>List_of_Saw_characters</td>
<td>4.46</td>
<td>34</td>
<td>-</td>
</tr>
<tr>
<td>Cylon_(reimagining)</td>
<td>4.46</td>
<td>25</td>
<td>-</td>
</tr>
</tbody>
</table>
Current Tools
Current AFT Form - Before

Rate this page
What's this?

!? Trustworthy
★★★★★

!? Objective
★★★★★

!? Complete
★★★★★

!? Well-written
★★★★★

☐ I am highly knowledgeable about this topic (optional)

Submit ratings
Current AFT Form - After
AFT Form - Expertise

Rate this page
What's this?

☑ Trustworthy
       ★★★★★

☑ Objective
       ★★★★★

☑ Complete
       ★★★★★

☑ Well-written
       ★★★★★

☐ I am highly knowledgeable about this topic (optional)

☐ I have a relevant college/university degree

☐ It is part of my profession

☐ It is a deep personal passion

☐ The source of my knowledge is not listed here

Your ratings have not been submitted yet

Submit ratings
Call to Action - Survey

Thanks! Your ratings have been saved.

Please take a moment to complete a short survey.

Start survey  Maybe later
Survey Questions

Please answer a few questions

Please let us know why you rated this page today (check all that apply):
- [ ] I wanted to contribute to the overall rating of the page
- [x] I hope that my rating would positively affect the development of the page
- [ ] I wanted to contribute to Wikipedia
- [ ] I like sharing my opinion
- [ ] I didn’t provide ratings today, but wanted to give feedback on the feature
- [ ] Other

Do you believe the ratings provided are useful and clear?
- [x] Yes
- [ ] No

Do you have any additional comments?

This is a good start, but there are ways we can make this process more effective, by adding a comments field, and perhaps emphasizing suggestions for improvement over ratings.

To help improve this feature, your feedback may be shared anonymously with the Wikipedia community.

Submit
Current AFT Form – Call to Action - Survey
Mood Bar

Feedback about editing

Editing Wikipedia made me...

Happy
Sad
Confused

Because...

Lorem ipsum dolor sit amet nimmy ducat!

By submitting, you agree that we may use your feedback as explained in our policy.

What is this feature?
Send Feedback

The Beatles were an English rock band, formed in Liverpool in 1960, and...
<table>
<thead>
<tr>
<th>Username</th>
<th>Type</th>
<th>Message</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kaldari</td>
<td>Happy</td>
<td>Lorem ipsum dolor! Sit amet nihil carborundum no nimmii nihil nub. Lorem ipsum dolor ipsum!</td>
<td>2 minutes ago</td>
</tr>
<tr>
<td>Eloquence</td>
<td>Confused</td>
<td>Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Cras mattis consectetur purus sit amet fermentum.</td>
<td>32 minutes ago</td>
</tr>
<tr>
<td>Jorm</td>
<td>Sad</td>
<td>Vivamus sagittis lacus vel augue laoreet rutrum faucibus dolor auctor. Lorem ipsum dolor sit amet.</td>
<td>About 1 hour ago</td>
</tr>
<tr>
<td>Brion VIBBER</td>
<td>Confused</td>
<td>Morbi leo risus, porta ac consectetur ac, vestibulum at eros. Vestibulum id ligula porta feugiat luctus varius.</td>
<td>2 hours ago</td>
</tr>
<tr>
<td>SGardner</td>
<td>Happy</td>
<td>Donec ullamcorper nulla non metus auctor fringilla.</td>
<td>5 hours ago</td>
</tr>
<tr>
<td>Krinkle</td>
<td>Sad</td>
<td>(No comment provided)</td>
<td>Yesterday</td>
</tr>
<tr>
<td>Aolita</td>
<td>Sad</td>
<td>Sed posuere consectetur est at lobortis.</td>
<td>Last week</td>
</tr>
</tbody>
</table>
Learn More

Article feedback - Project page:
www.mediawiki.org/wiki/Article_feedback

Article feedback - FAQ:
www.mediawiki.org/wiki/Article_feedback/FAQ