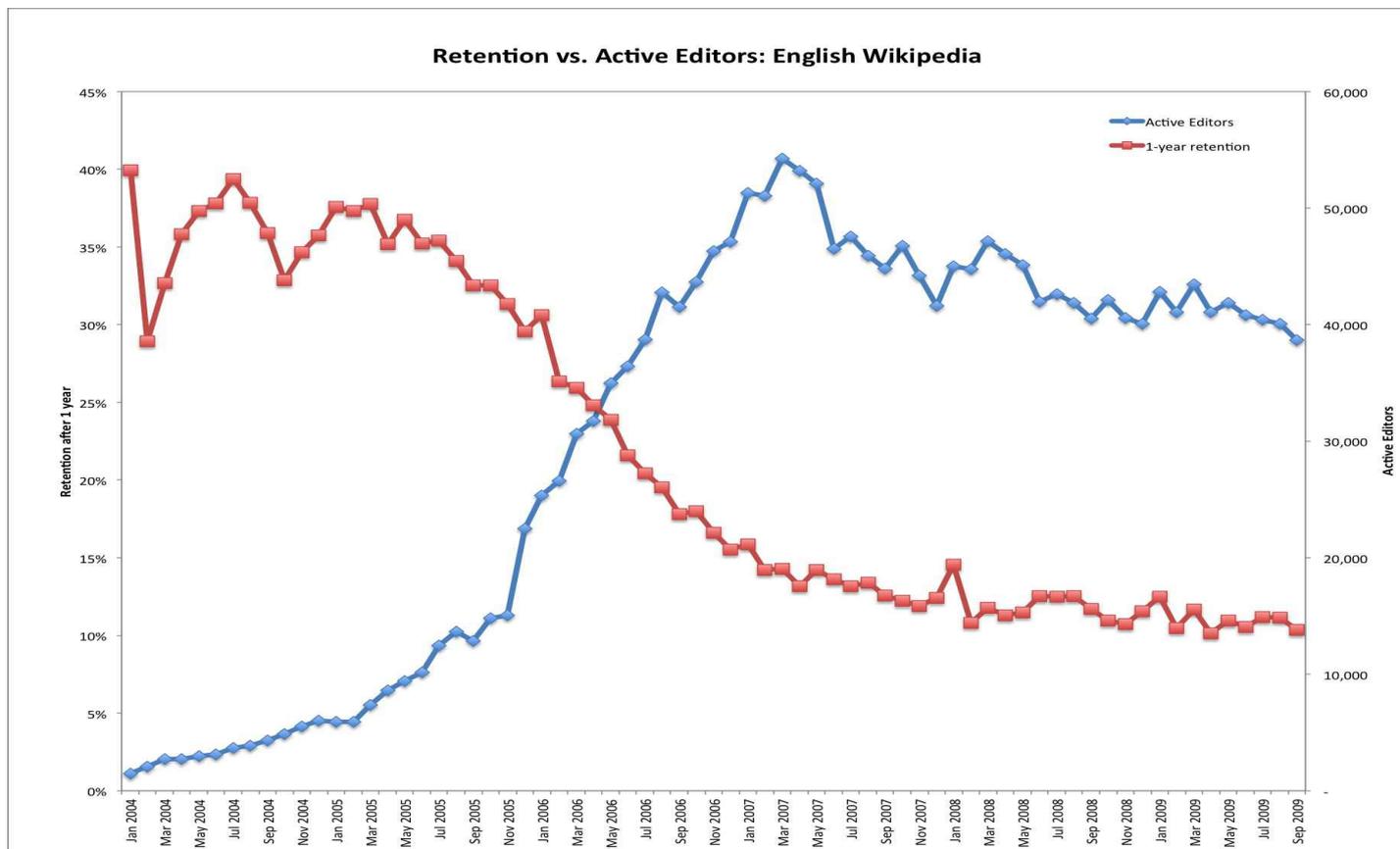




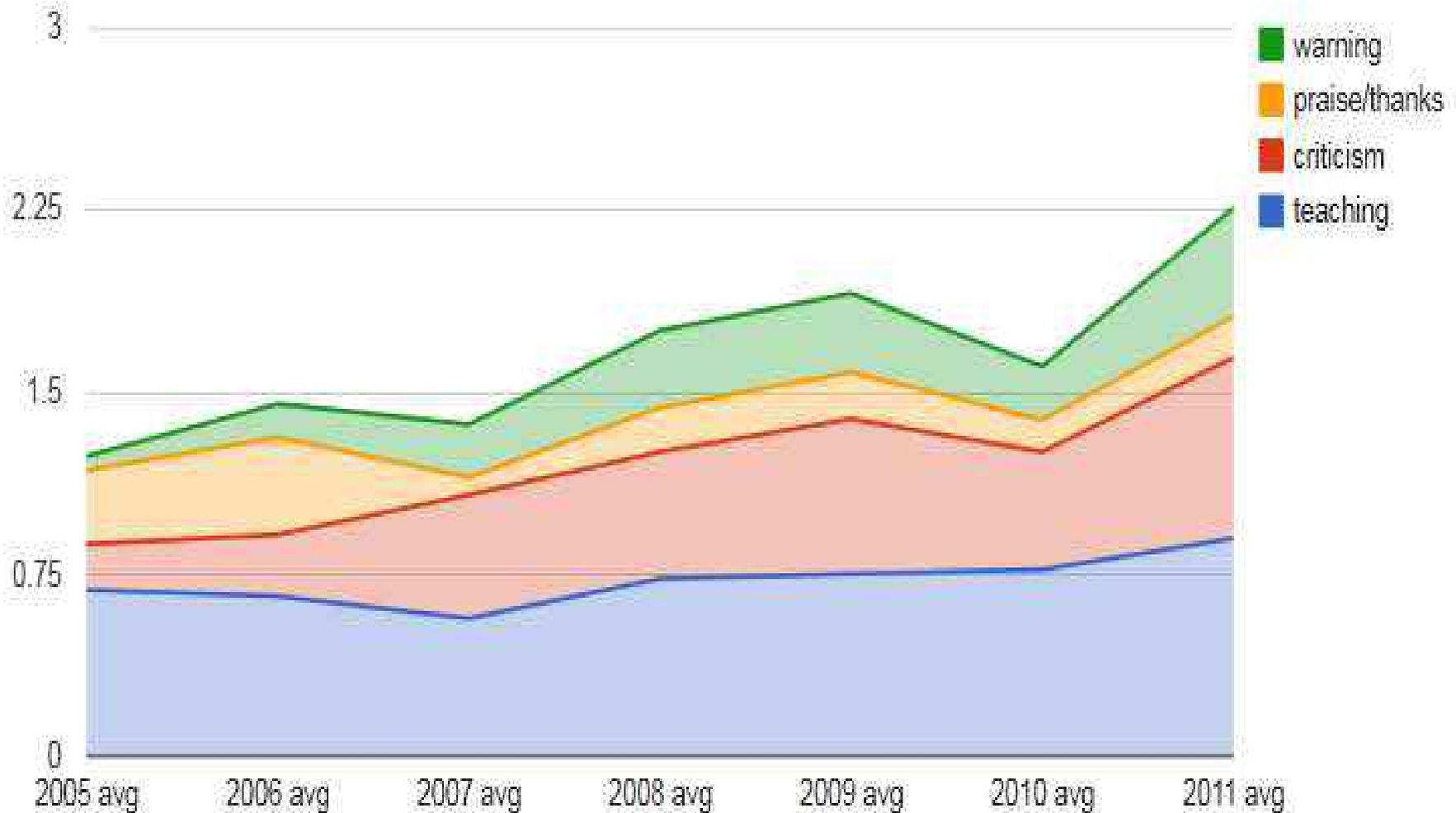
WIKIMEDIA
FOUNDATION

SUE GARDNER, EXECUTIVE DIRECTOR
WIKIMEDIA UK BOARD MEETING, LONDON, 19 NOVEMBER 2011



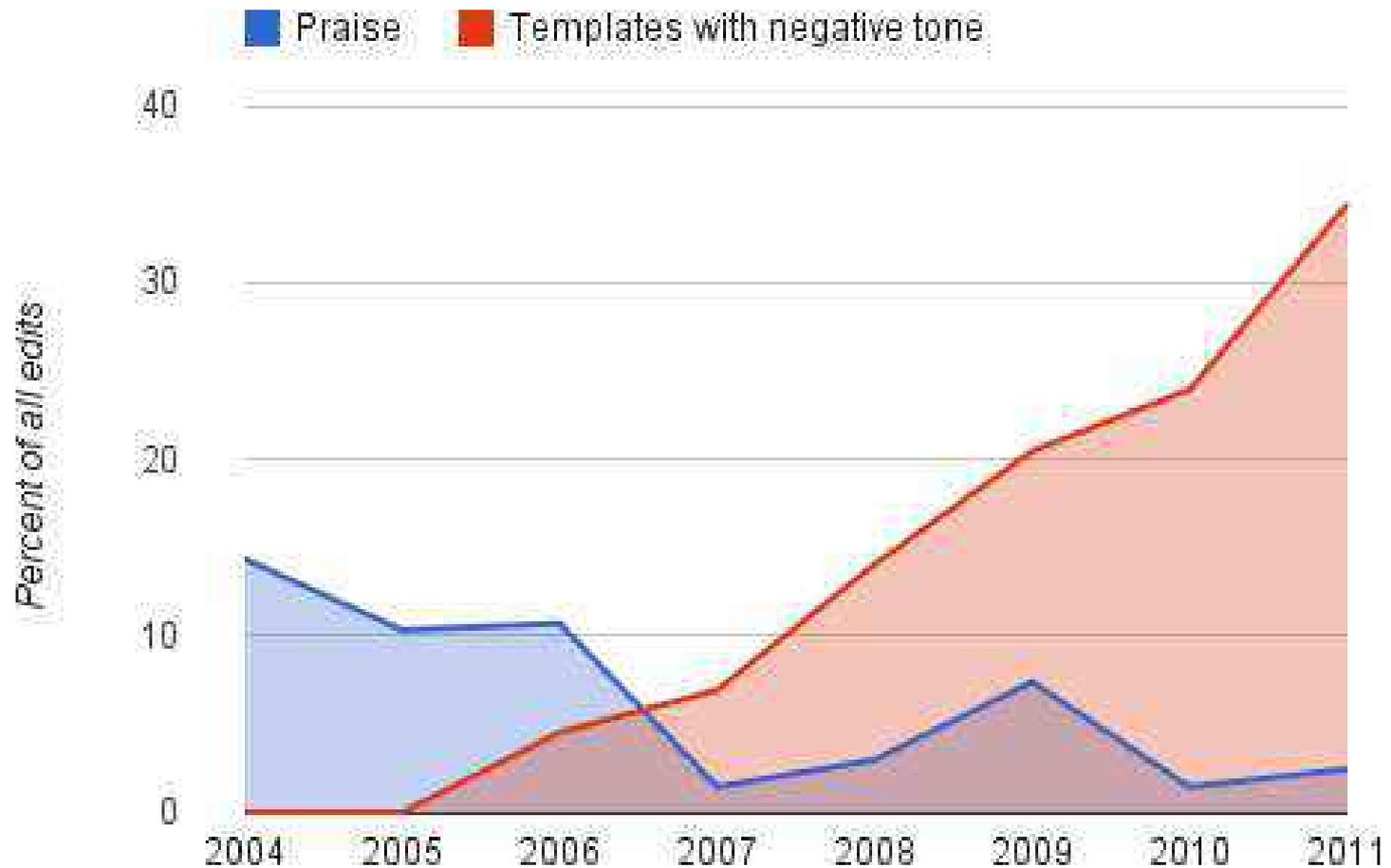
It's getting harder for new people to join our projects. Newbies are making up a smaller percentage of editors overall than ever before, and the absolute number of newbies is dropping as well.

Source: http://strategy.wikimedia.org/wiki/Editor_Trends_Study



Why are new editors dropping? Warnings are up, criticism is **WAY** up, praise and thanks are in decline.

Is it because they are vandals or spammers? No.

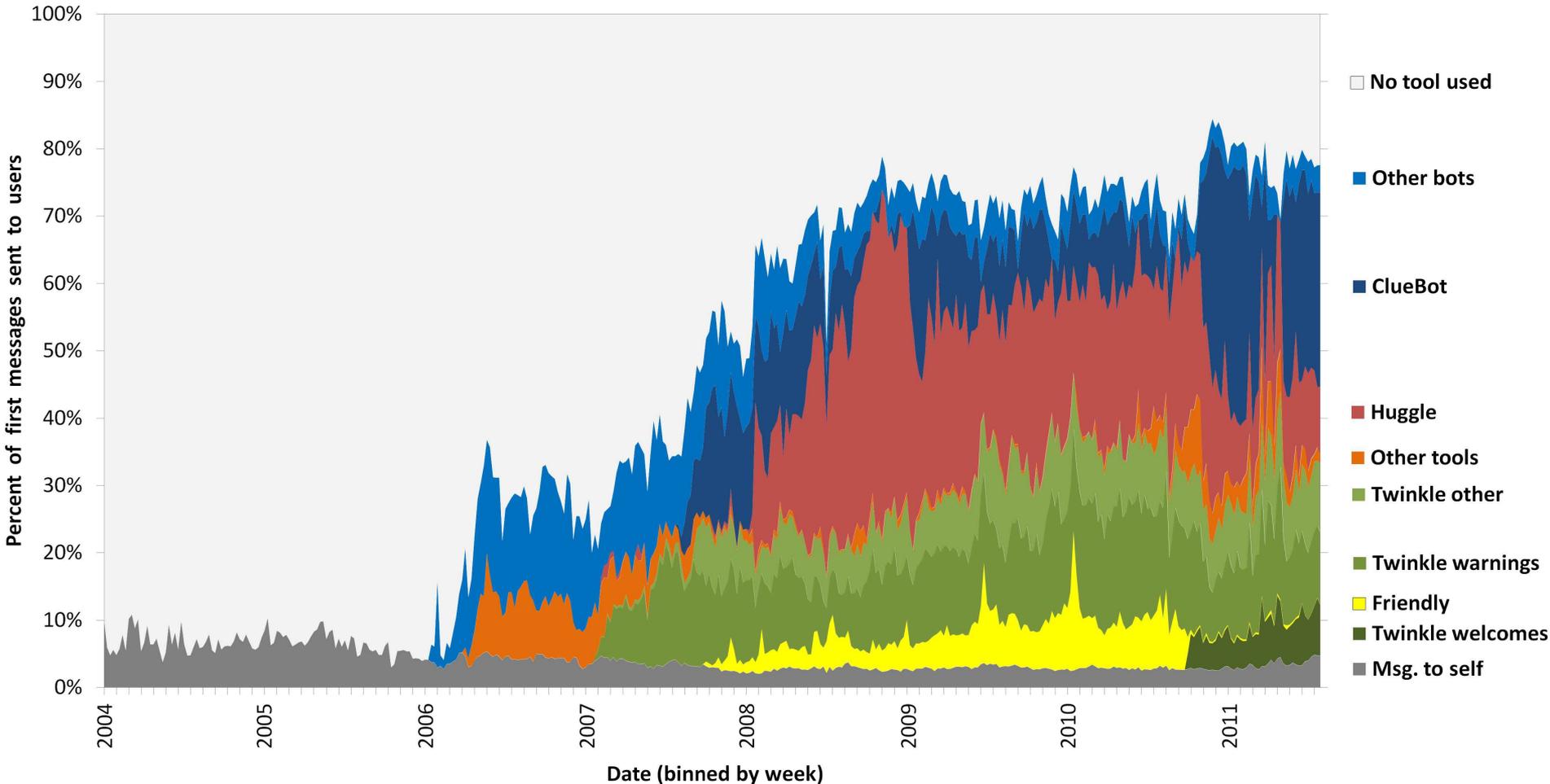


Over the years, good faith newbies* have become much less likely to be praised, and criticism has skyrocketed.

(*non-vandalizing, non-spamming, non-sockpuppeting)

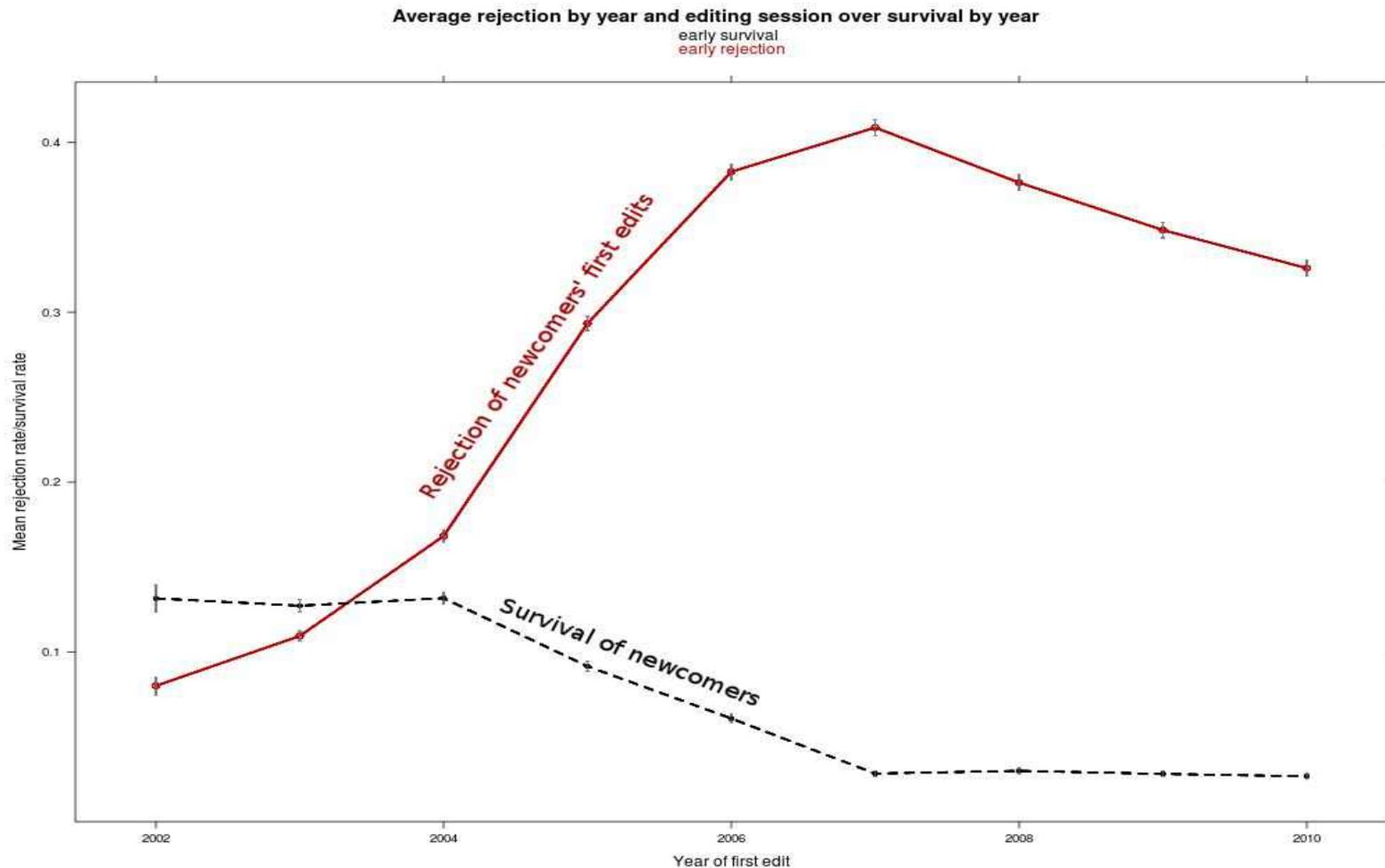
Source: http://meta.wikimedia.org/wiki/Research:Communication_to_New_Editors_2004-2011

First messages sent to new users, by tool and bot used (proportional)



Today, four of five first messages to new editors are bot-delivered, and 65% are warnings.

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



Deletions and reversions make new editors less likely to stick around – and that effect is strongest for new editors who are highly prolific.

Source: http://meta.wikimedia.org/wiki/Research:First_edit_session

Why is this a problem?

Editor decline means there aren't enough people to do all the work that needs to be done.

- Existing editors risk stress, overwork and burn-out
- Experienced editors can't take on leadership roles because they are bogged down in basic tasks
- Bureaucrat, administrator and Arb Com-type positions get harder to fill
- Vicious circle comes into play, with newbies increasingly being criticized, warned, and driven off
- Systemic bias gets worse, and we don't benefit from the quality improvements (breadth & depth) that new people would bring
- Older editors may naturally 'age out,' with no-one to ever replace them.

What should we do about it?

“Wikimedia needs to attract and retain more new and diverse editors, and to retain our experienced editors.

A stable editing community is critical to the long-term sustainability and quality of both our current projects and our movement.

We consider meeting this challenge our top priority.”

Wikimedia Foundation Board of Trustees

March 2011

<http://wikimediafoundation.org/wiki/Resolution:Openness>

We urge the Wikimedia community to promote openness and collaboration, by:

- **Treating new editors with patience, kindness, and respect; being aware of the challenges facing new editors, and reaching out to them; and encouraging others to do the same;**
- **Improving communication on the projects; simplifying policy and instructions; and working with colleagues to improve and make friendlier policies and practices regarding templates, warnings, and deletion;**
- **Supporting the development and rollout of features and tools that improve usability and accessibility;**
- **Increasing community awareness of these issues and supporting outreach efforts of individuals, groups and Chapters;**
- **Working with colleagues to reduce contention and promote a friendlier, more collaborative culture, including more thanking and affirmation; and encouraging best practices and community leaders; and**
- **Working with colleagues to develop practices to discourage disruptive and hostile behavior, and repel trolls and stalkers.**

**What is the Wikimedia Foundation
doing to solve this problem?**

First, we did a bunch of analysis.

Attrition Pipeline ☆



File Edit View Insert Format Data Tools Help All changes saved

Print Undo Redo Paste Find & Replace % 123 10pt Bold Italic Text Color Background Color Table Borders Lists & Tables Sort & Filter

Successfully complete an edit but am deterred by warning templates from editing again

Show all formulas

Attrition Pipeline: Impediments to editing at each stage of the editor life-cycle

	2	3	4	5	6	7	8	9	10	11
1	Attrition Pipeline: Impediments to editing at each stage of the editor life-cycle									
2										
3	Don't want to edit	Click edit, see the wiki syntax, and quit	Successfully complete an edit, get deleted, and quit	Successfully complete an edit but am deterred by wiki syntax from editing again	Successfully complete an edit but am deterred by warning templates from editing again	Successfully complete an edit, but don't really feel "at home" on the projects	Successfully complete an edit, but am deterred from continuing by lack of affirmation, friendliness and thanking	Successfully complete an edit, but am deterred from continuing by policy complexity	Successfully complete some edits, but am deterred from continuing by systemic bias (editorial unfairness resulting from gatekeeper hegemony)	Successfully complete many edits, but am deterred from continuing by bullies, rules-lawyers, and general fightyness
4										
5										
6										
7										
8										
9	People who are not tech-centric, likely overrepresenting older people.	People who are particularly sensitive to criticism, likely overrepresenting people with credentials/reputatio	People who are not tech-centric, likely overrepresenting older people.	People who are particularly sensitive to criticism, likely overrepresenting people with credentials/reputatio	People who are particularly sensitive to criticism, likely overrepresenting people with credentials/reputatio	People who are particularly sensitive to criticism, likely overrepresenting people with credentials/reputatio	People who are particularly seeking of affirmation, likely overrepresenting	People whose demographics or attitudes are underrepresented in the Wikimedia community: primarily, women,	People who do not like fightyness.	

Dightscream
pages: 1648
New: 1079
lifetime: 53,594
AC: 1,307,733

Charles Matthews
pages: 3270
New: 39,775
lifetime: 225,768
AC: 1,306,659

Fome
page
New
lifetime
AC

PiCo
pages: 212
New: 141
lifetime: 20,727
AC: 1,178,296

Topradbury
pages: 1120
New: 114
lifetime: 35,075
AC: 1,163,099

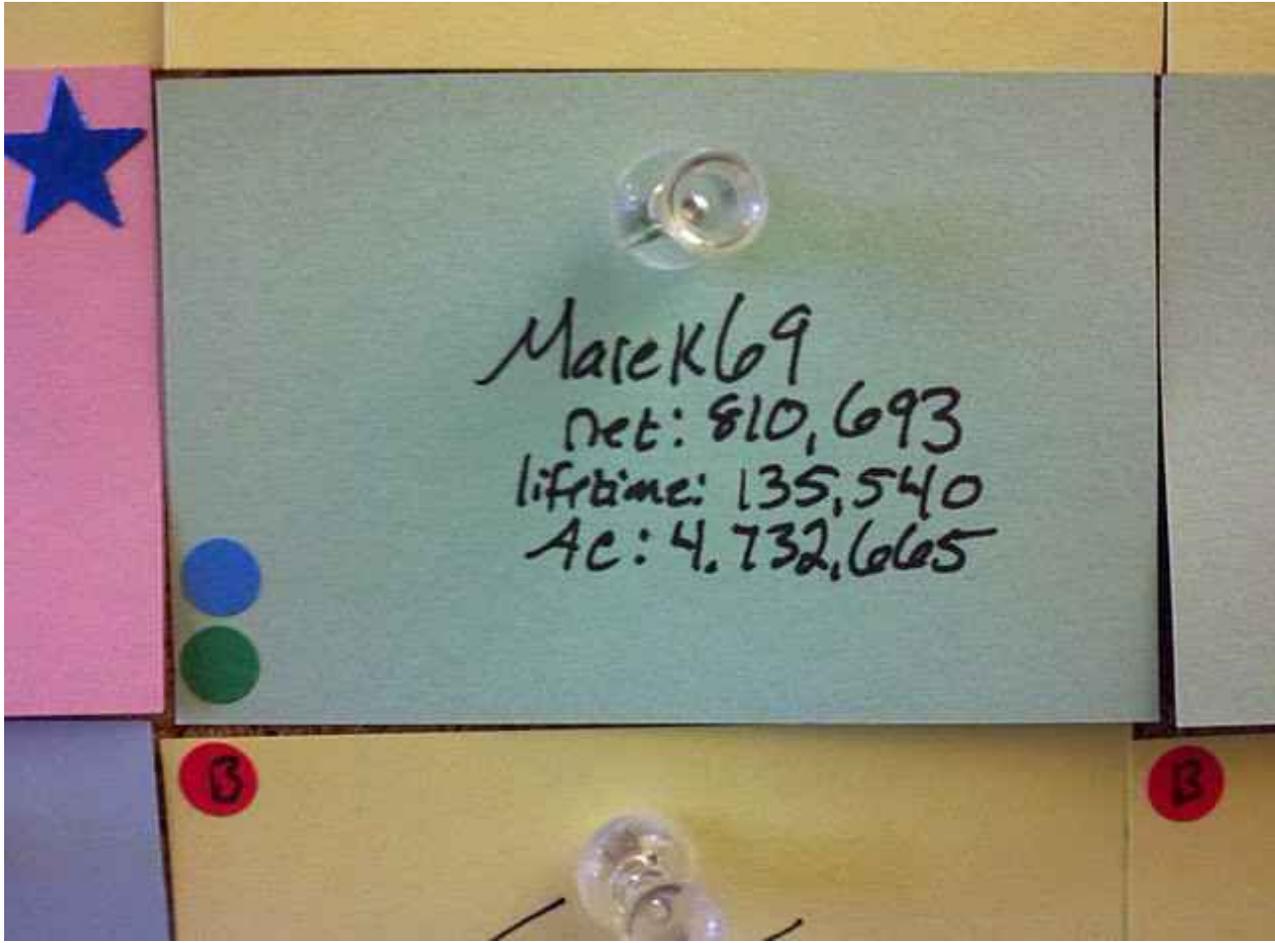
Kapitan110295
pages: 678
New: 90
lifetime: 4,303
AC: 1,088,846

The FBH
pages: 1088
New: 339
lifetime: 29,911
AC: 1,078,740

Top 100 Editors, NS4&5
(Wikipedia namespace)

Ranked by net NS4&5 byte cha





Marek69
net: 810,693
lifetime: 135,540
Ac: 4.732,665

Now, we are building things.



Visual editor

The Visual editor project aims to create a reliable rich-text editor for MediaWiki.

- Main page
- Browse categories
- Community portal
- Recent changes
- Tech blog

- Support
 - User help
 - Technical manual
 - FAQ
 - Support desk

Download

- Development
 - Bug tracker
 - Download from SVN
 - View code changes
 - Code comments
 - Pending changes
 - Browse SVN
 - Statistics for SVN
 - Code docs

- Communication
 - IRC (#mediawiki)

Contents [hide]

- 1 Rationale
- 2 Timeline
- 3 Additional documents
- 4 See also

Rationale

[edit]

The decline in new contributor growth is the single most serious challenge facing the Wikimedia movement in the year 2011. Removing the avoidable technical impediments associated with Wikimedia's editing interface is a necessary precondition for increasing the number of Wikimedia contributors.

Timeline

[edit]

Some level of exploration was done in 2010 by the [Wikipedia Usability Initiative](#).

The 2011 [product whitepaper](#) published by the Wikimedia Foundation's strategic product team identified rich-text editing as one of the "Great Movement Projects". Work subsequently started in May 2011.

First prototypes are expected in 2011; the final feature is expected to be delivered in late 2012. The [Wikimedia annual plan](#), released July 2011, states a goal for the Visual Editor: "First opt-in user-facing production usage by December 2011, and first small wiki default deployment by June 2012."

Additional documents

[edit]

- User requirements:
- Specifications:

WMF engineering project

Visual editor

Initial ideas and prototypes of a visual editor for MediaWiki

Group: Features

Start: 2011-05-15

End:

Lead: **Alolita Sharma**

Team: Trevor Parscal, Neil Kandalgaonkar, Inez Korczyński, Roan Kattouw, Brion Vibber, Gabriel Wicke

We will have the first opt-in user-facing prototype of the Visual Editor available before 2012.

specifically will be targeting the oldest three months), as we want to copy edit as many of these as possible. Barnstars will be awarded to anyone who copy edits more than 4,000 words, and special awards will be given to the top 5 in the following categories: "Number of articles", "Number of words", and "Number of articles of over 5,000 words". We hope to see you there! – Your drive coordinators: [Diannaa](#), [Chaosruid](#), [The Utahraptor](#), [Slon02](#), and [SMasters](#).

[>>> Sign up now <<<](#)

Sent on behalf of the [Guild of Copy Editors](#) using [AWB](#) on 00:45, 29 October 2011 (UTC)

A barnstar for you!



The Random Acts of Kindness Barnstar

Thanks very much for being polite and kind. We don't have many copy-editors like you! [Commander](#) ^(Ping Me) 15:21, 4 November 2011 (UTC)

Thank you. :-)
[Baffle gab1978](#) ^(talk) 17:19, 8 November 2011 (UTC)

A barnstar for you!



The Tireless Contributor Barnstar

I would like to thank you for copy-editing [Dreaming of You \(album\)](#)! It was a longggg article that needed some light and you came in and helped it through the tunnel. Also, I wanted to give you this award because of all your hard work and tireless contributions to numerous of articles that were requested for c/e. Keep the good work and have a wonderful break :) Best, [Jonayo!](#) [Selena 4 ever](#) 13:59, 16 November 2011 (UTC)

You deserve this and much more. You are a gem to Wikipedia. [★Jivesh 1205★](#) ^(talk / p.pGive 4 a try!!! p.p) 14:01, 16 November 2011 (UTC)

This page was last modified on 16 November 2011 at 14:01.

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Wikilove* makes it easy for editors to thank and praise each other. **Currently on English Wikipedia, Chinese, Swedish, Portuguese, Oriya, Arabic, Hebrew, Hindi, Hungarian, Japanese, Malayalam, Macedonian, Norwegian and Commons.*



The Article Feedback Tool* is a low-risk way for new people to participate.

** Currently on English Wikipedia, plus being tested for Spanish, Hindi, Hungarian, Portuguese, Portuguese Wikibooks, Chinese and Meta.*

✓ Thanks! Your ratings have been saved.

Did you know that you can edit this page?

[Edit this page](#)

[Maybe later](#)

And, we are using it as an on-ramp to encourage editing.

Confused

 [Asgharbhai](#) (talk | contribs) 2 hours 15 minutes ago
i feel proud to be a part of wikipedia,
[\(link to here\)](#)
Happy

 [Gavin.nast](#) (talk | contribs) 2 hours 44 minutes ago
I can share my knowledge and provide useful information to people who will need it some day
[\(link to here\)](#)
Happy

 [BQmUB2011140](#) (talk | contribs) 2 hours 50 minutes ago
I think that it is a little biy complicated to first understand how the wiki code works.
[\(link to here\)](#)
Confused

 [Steffinpta](#) (talk | contribs) 3 hours 6 minutes ago
its not clear
[\(link to here\)](#)
Confused

 [AnnEdita](#) (talk | contribs) 3 hours 6 minutes ago
I was more than happy to share my knowledge with other users!
[\(link to here\)](#)
Happy

 [Walshy98](#) (talk | contribs) 3 hours 16 minutes ago
know all the aswers
[\(link to here\)](#)
Happy

 [Mumulur](#) (talk | contribs) 3 hours 21 minutes ago
I added good info to a page but someone deleted it again... so i will recreate that page because the "original" is so incomplete!!! (list of
[\(link to here\)](#)
Sad

The Feedback Dashboard shows us what newbies are experiencing in real time...

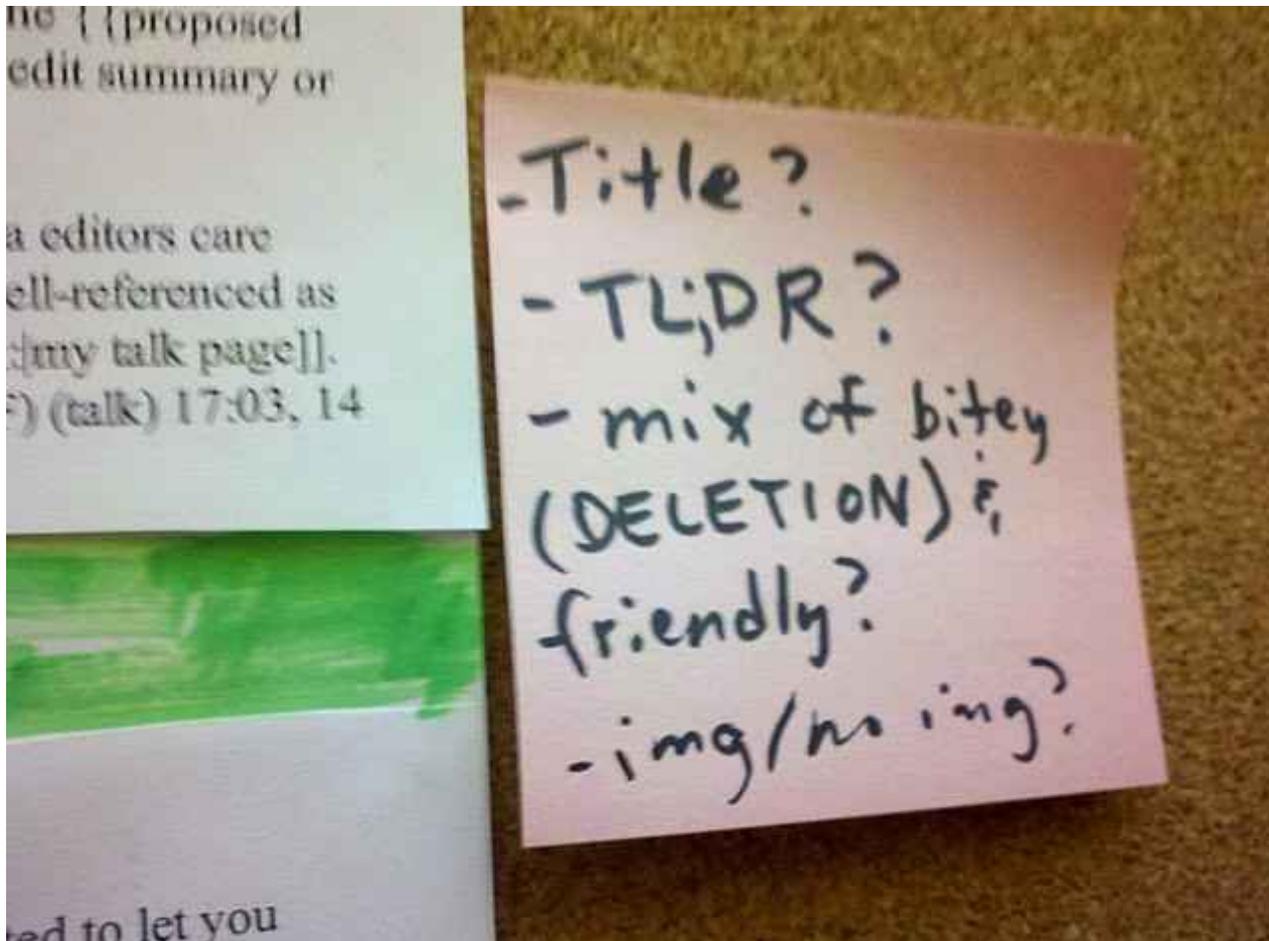
Participants

Sign up here if you'd like to help respond to comments on the Feedback Dashboard, and we'll make sure you stay updated about its progress.

1. Steven Walling • talk 21:21, 7 November 2011 (UTC)
2. Accedie talk to me 21:22, 7 November 2011 (UTC)
3. - Matthewrbowker Say hi! 21:57, 7 November 2011 (UTC)
4. --Guerillero | My Talk 22:16, 7 November 2011 (UTC)
5. --Demiurge1000 (talk) 22:22, 7 November 2011 (UTC)
6. ZamorakO o (talk) 22:26, 7 November 2011 (UTC)
7. -- Mentifisto 22:27, 7 November 2011 (UTC)
8. KennethSides (talk) 23:44, 7 November 2011 (UTC)
9. Zidanie5 (talk) 00:13, 8 November 2011 (UTC)
10. Gwickwire (talk) 00:27, 8 November 2011 (UTC)
11. -- Luke (Talk) 00:34, 8 November 2011 (UTC)
12. Ariconte (talk) 01:54, 8 November 2011 (UTC)
13. --Screwba 23 talk 03:09, 8 November 2011 (UTC)
14. Sumsum2010•T•C 03:45, 8 November 2011 (UTC)
15. Ratibgreat (talk) 05:08, 8 November 2011 (UTC)
16. CambridgeBayWeather (talk) 05:23, 8 November 2011 (UTC)
17. —James (Talk • Contribs) • 3:55pm • 05:55, 8 November 2011 (UTC)
18. The Interior (Talk) 05:57, 8 November 2011 (UTC)
19. Hydroxonium (T•C•V) 07:28, 8 November 2011 (UTC)
20. Hydriz (talk) 09:47, 8 November 2011 (UTC)
21. Dweller (talk) 09:52, 8 November 2011 (UTC)
22. Prashant Serai (talk) 15:13, 8 November 2011 (UTC)
23. mabdul 17:41, 8 November 2011 (UTC)
24. Acathef96 (talk) 19:11, 8 November 2011 (UTC)
25. Herostratus (talk) 15:57, 9 November 2011 (UTC)

...and the new Feedback Response Team goes in to help them.

http://en.wikipedia.org/wiki/Wikipedia:New_editor_feedback/Response_team



We're developing new warning templates*, and testing which are best at encouraging editing.

** Currently testing on English and Portuguese Wikipedias*



WIKIPEDIA
The Free Encyclopedia

- Main Page
- Going on
- Wikimedia News
- Translations
- Recent changes
- Random page
- Help
- Community
 - Wikimedia Forum
 - Babel
 - Babylon
 - Requests
 - Planet Wikimedia
 - Communication
 - Projects Group
 - Reports
- Beyond the Web
 - Meet Wikimedians
 - Events
 - Chapters
 - DVDs
 - Wikimania

Special page

New Page Triage

Show: **Triaged Edits** **Bots** **Redirects**

There are currently **18 Users** working the queue
Jump to: [Back of Queue](#) | [Front of Queue](#)

[Set Filters](#) ▶

Triage Checked ▶ (check all)

- North West Stadium** (hist) • 1,140 bytes • 1 edit • 1 image • 1 category 20:05, 2 October 2011
 By [UlubeGodwin](#) (talk • contribs) • 966 edits since 2009-08-10
 Created page with ''(Infobox stadium | name = North West Stadium | nickname = | logo_image = | logo_caption = | image = | caption = | fullname ...)''
 Triaged by [Raindriff](#) (29765 edits) • [Jorm](#) (134 edits) • [Kaldari](#) (1945 edits) 
- hurrG PET MEDS CHEAP** (hist) • 290 bytes • 1 edit • **NO images** • **NO Categories** 20:02, 2 October 2011
 By [Spammer234344332](#) (talk • contribs) • 2 edits since 2011-02-10
 Created page with 'Are dentists turning you away because of budget or insurance? Look through our large directory of top rated dentists in your area that work with your financial situation. Get whiter teeth you have always wanted and deserved by'
 Triaged by [Jorm](#) (134 edits) 
- The Days of Being Dumb** (hist) • 1,140 bytes • 1 edit • 1 image • 1 category 20:01, 2 October 2011
 By [SGardner](#) (talk • contribs) • 966 edits since 2009-08-10
 Created page with ''(Infobox Chinese film | name = The Days of Being Dumb | image = | image size = | alt = | caption = | traditional ...)''
 NOT TRIAGED 
- Wikipedia SUCKS** (hist) • 140 bytes • 1 edit • **NO images** • **NO Categories** 20:01, 2 October 2011
 By [rftTTTTT](#) (talk • contribs) • 1 edits since 2011-02-10 

A new page triage feature* will support easier page patrolling, and provide ways to help new users, as well as to revert bad edits.

http://www.mediawiki.org/wiki/New_Page_Triage *for all language versions

Terms of use

Translate this page

Other languages:

Arabic • German • **English** • Spanish • Finnish • Faroese • French • Hindi • Italian • Japanese • Korean • Luxembourgish • Dutch • Portuguese • Romanian • Russian • Vietnamese



Please note that this page has been protected from editing to preserve the format of a proposed Wikimedia Foundation legal document. If you have suggestions for the format or contents of the page, they are most welcome, but please add them to the [talk page](#) rather than editing boldly. Thank you!



This page is currently a draft. · More information pertaining to this may be available on the [talk page](#).

Our Terms of Use

Imagine a world in which every single human being can freely share in the sum of all knowledge. That's our commitment. – [Our Vision Statement](#)

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To support our vibrant community, we provide the essential infrastructure and organizational framework for the development of multilingual [wiki Projects](#) and other endeavors which serve this mission. We strive to make and keep useful information from the Projects available on the internet free of charge, in perpetuity.

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Overview

This Agreement tells you about our services at the Wikimedia Foundation, our relationship to you as a user, and the rights and responsibilities that guide us both. We want you to know that we host an incredible quantity of informational content, all of which is contributed and made possible by users like yourself. Generally we do not contribute, monitor, or delete

The new Terms of Use will prohibit harassment, threats and stalking, and ask editors to be civil and polite in their interactions with others.

How can the UK chapter help?

We urge the Wikimedia community to promote openness and collaboration, by:

- **Treating new editors with patience, kindness, and respect; being aware of the challenges facing new editors, and reaching out to them; and encouraging others to do the same;**
- **Improving communication on the projects; simplifying policy and instructions; and working with colleagues to improve and make friendlier policies and practices regarding templates, warnings, and deletion;**
- **Supporting the development and rollout of features and tools that improve usability and accessibility;**
- **Increasing community awareness of these issues and supporting outreach efforts of individuals, groups and Chapters;**
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- **Working with colleagues to develop practices to discourage disruptive and hostile behavior, and repel trolls and stalkers.**

My thanks to the people who have helped the Wikimedia Foundation better understand editing trends, including but not limited to:

Ed Chi, Giovanni Luca Ciampaglia, Zack Exley, Howie Fung, R. Stuart Geiger, Aaron Halfaker, Fabian Kaelin, Melanie Kill, Yusuke Matsubara, Jonathan Morgan, Erik Moeller, Maryana Pinchuk, Diederik van Liere, Shawn Walker, Steven Walling.

