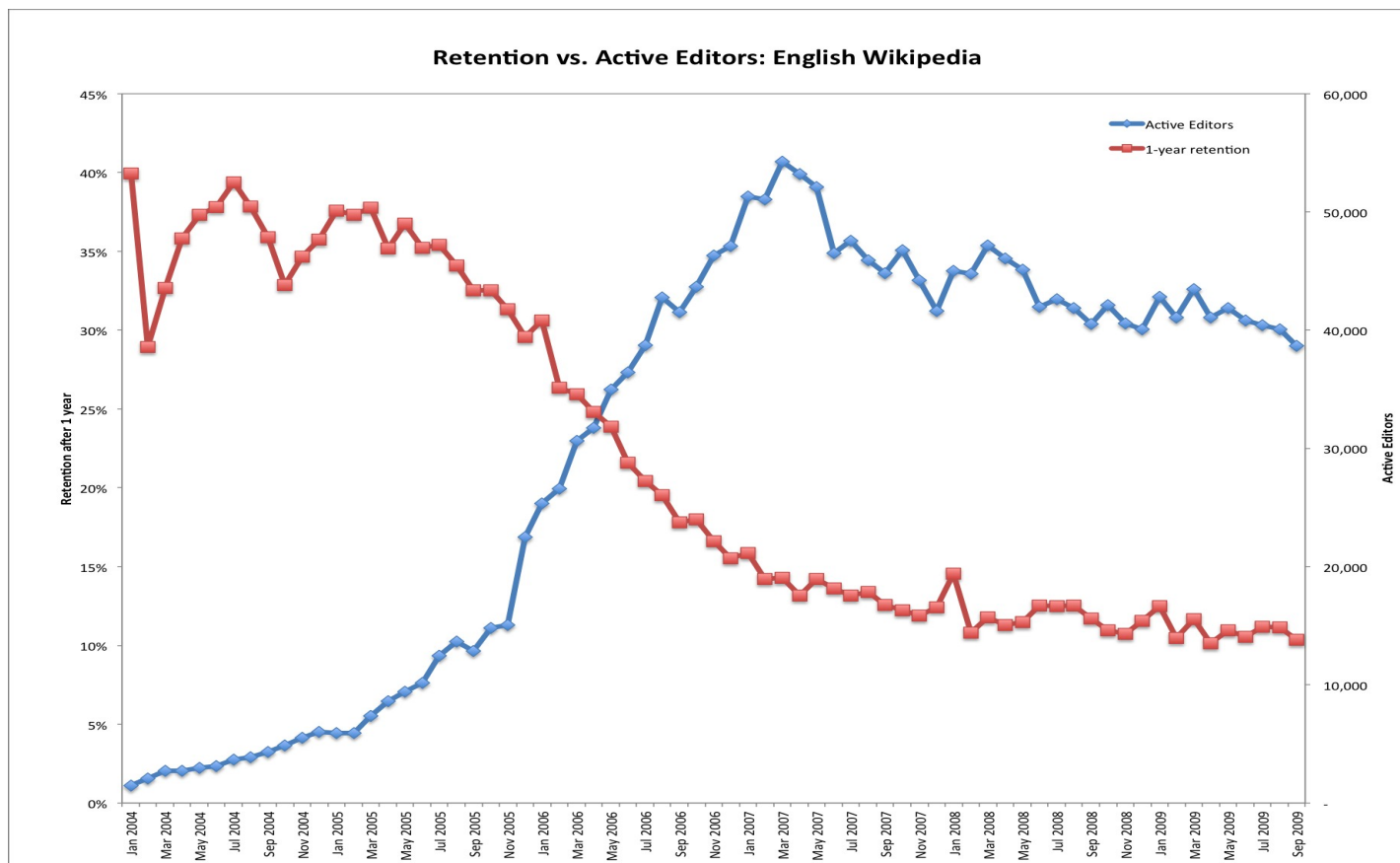




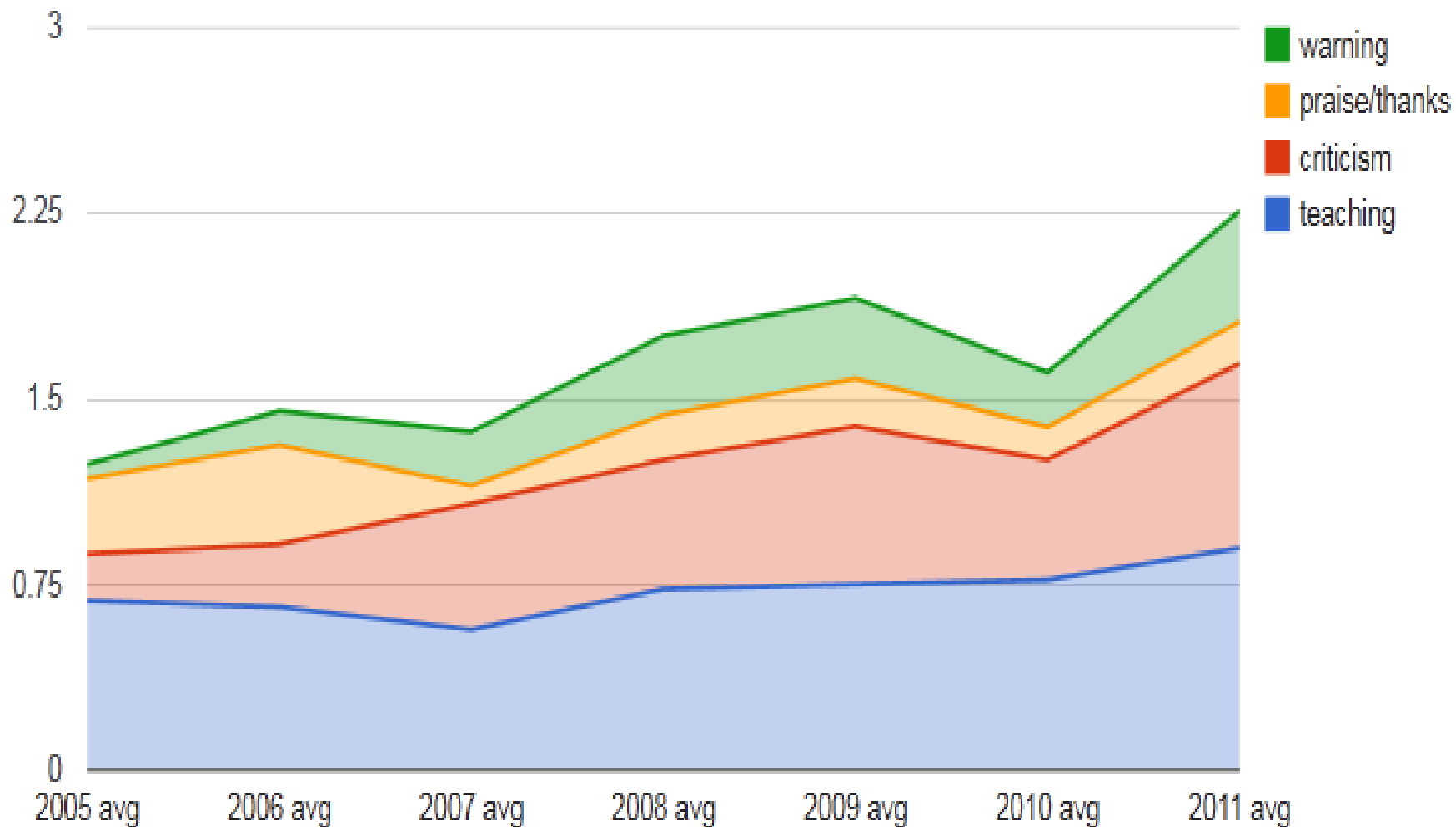
**WIKIMEDIA**  
**FOUNDATION**

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



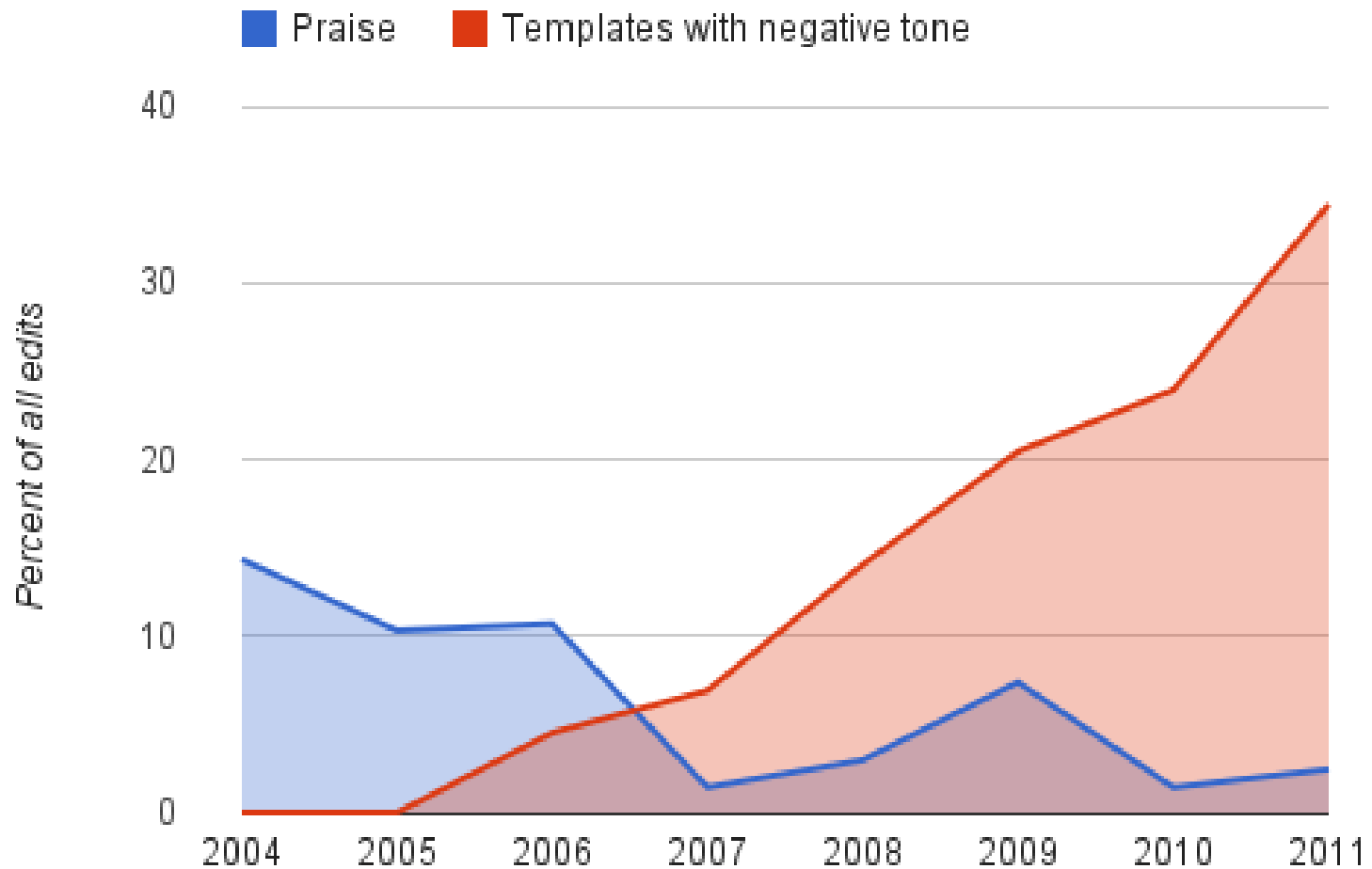
It's getting harder for new people to join our projects. Newbies are making up a smaller percentage of editors overall than ever before, and the absolute number of newbies is dropping as well.

Source: [http://strategy.wikimedia.org/wiki/Editor\\_Trends\\_Study](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.

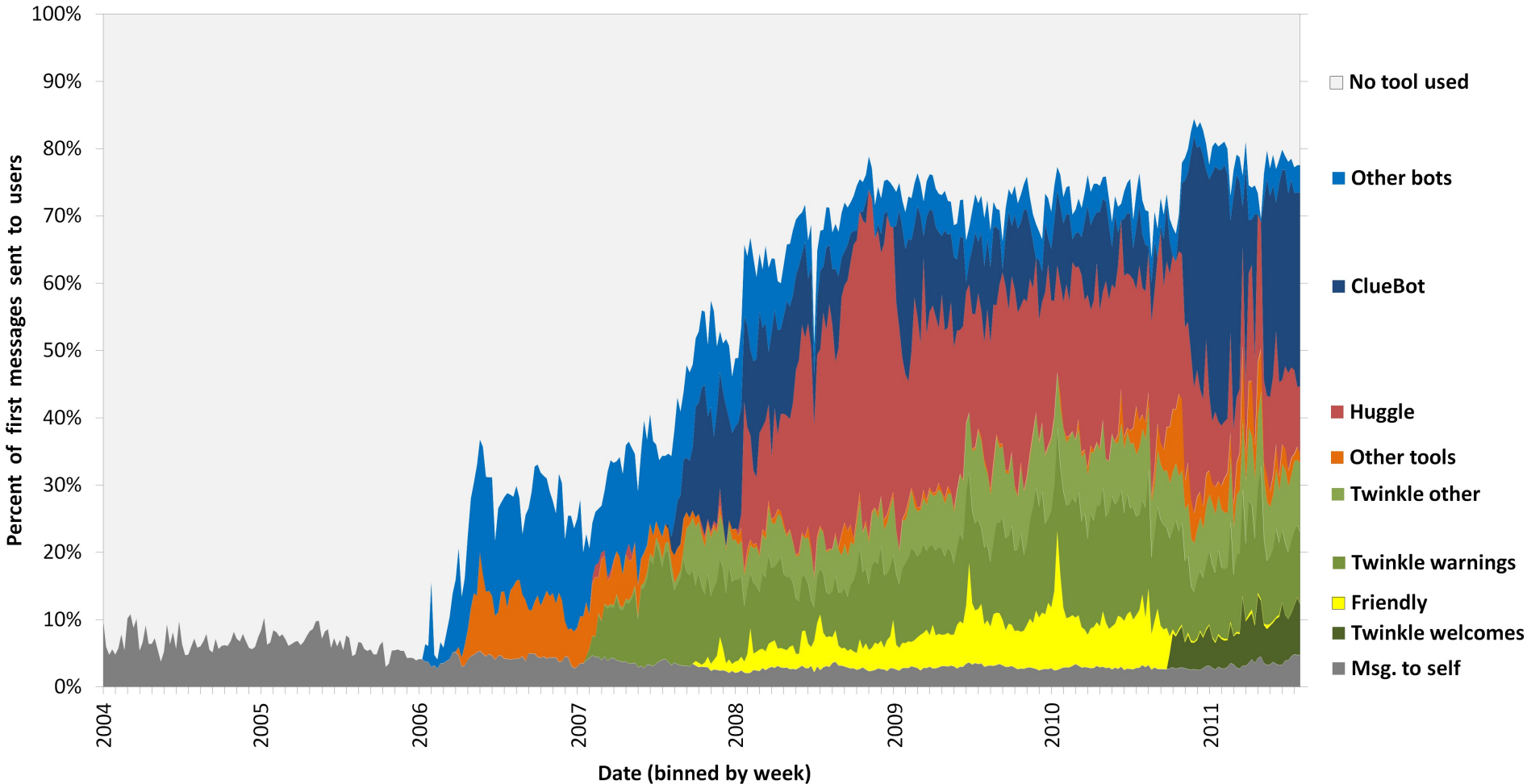


Over the years, good faith newbies\* have become much less likely to be praised, and criticism has skyrocketed.

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

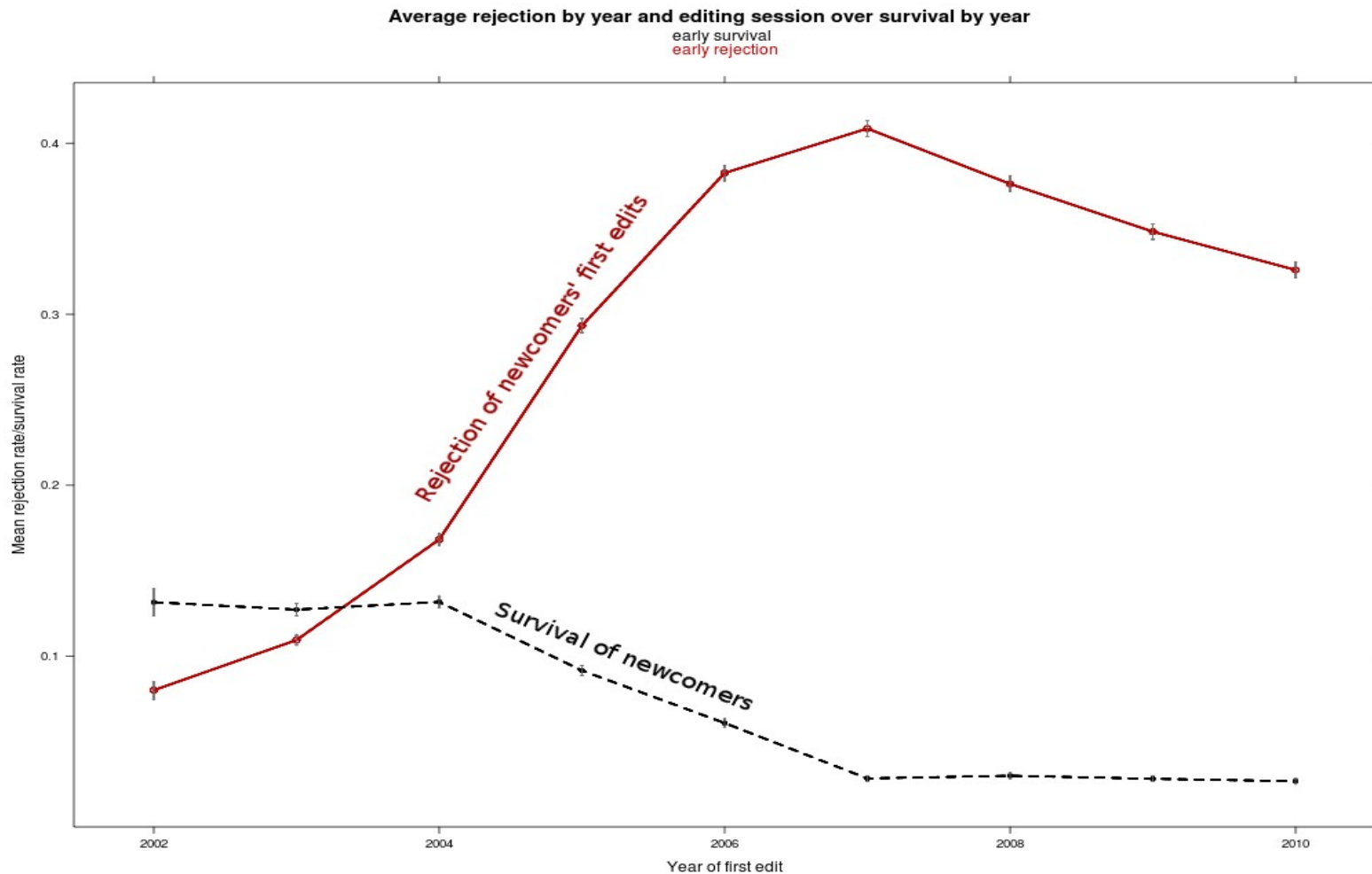
Source: [http://meta.wikimedia.org/wiki/Research:Communication\\_to\\_New\\_Editors\\_2004-2011](http://meta.wikimedia.org/wiki/Research:Communication_to_New_Editors_2004-2011)

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](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](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



f\_x Successfully complete an edit but am deterred by warning templates from editing again Show all formulas X

	C	D	E	F	G	H	I	J	K	L	
1	Attrition Pipeline: Impediments to editing at each stage of the editor life-cycle										
2	2	3	4	5	6	7	8	9	10	11	
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 seeking of affirmation, likely overrepresenting		People whose demographics or attitudes are underrepresented in the Wikimedia community: primarily, women,	People who do not like fightyness,	



Nightscream  
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

Foma  
pages:  
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

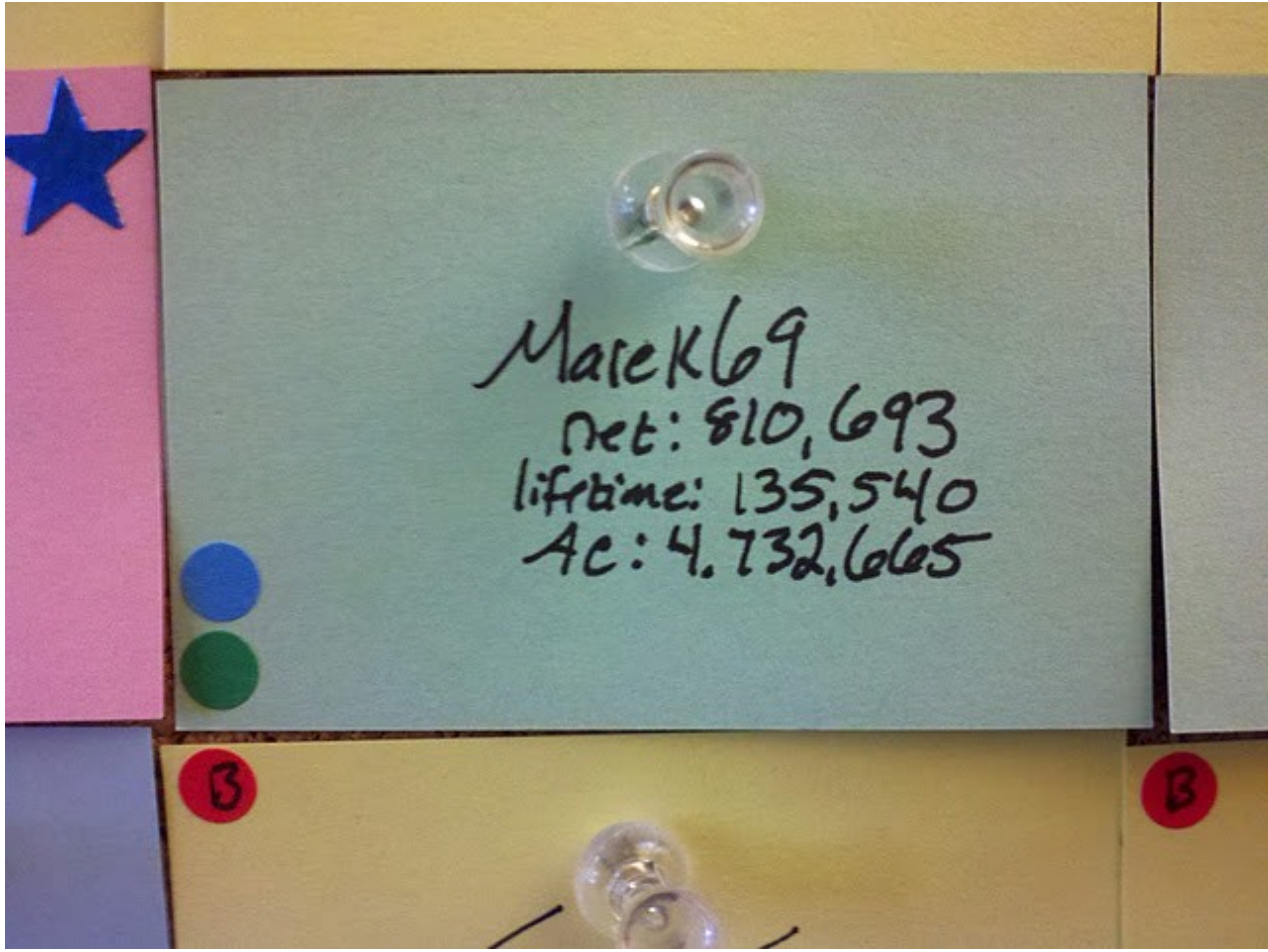
The FBH  
pages: 1088  
New: 339  
lifetime: 29,911  
AC: 1,078,740

# 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.

**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

- 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)

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](#) / [Give 4 a try!!!](#)) 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		<a href="#">link to here</a>
 Happy	<a href="#">Asgharbhai</a> <small>(talk   contribs)</small> i feel proud to be a part of wikipedia,	2 hours 15 minutes ago <a href="#">(link to here)</a>
 Happy	<a href="#">Gavin.nast</a> <small>(talk   contribs)</small> I can share my knowledge and provide useful information to people who will need it some day	2 hours 44 minutes ago <a href="#">(link to here)</a>
 Confused	<a href="#">BQmUB2011140</a> <small>(talk   contribs)</small> I think that it is a little by complicated to first understand how the wiki code works.	2 hours 50 minutes ago <a href="#">(link to here)</a>
 Confused	<a href="#">Steffinpta</a> <small>(talk   contribs)</small> its not clear	3 hours 6 minutes ago <a href="#">(link to here)</a>
 Happy	<a href="#">AnnEdita</a> <small>(talk   contribs)</small> I was more than happy to share my knowledge with other users!	3 hours 6 minutes ago <a href="#">(link to here)</a>
 Happy	<a href="#">Walshy98</a> <small>(talk   contribs)</small> know all the aswers	3 hours 16 minutes ago <a href="#">(link to here)</a>
 Sad	<a href="#">Mumulur</a> <small>(talk   contribs)</small> 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	3 hours 21 minutes ago <a href="#">(link to here)</a>

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

## Participants

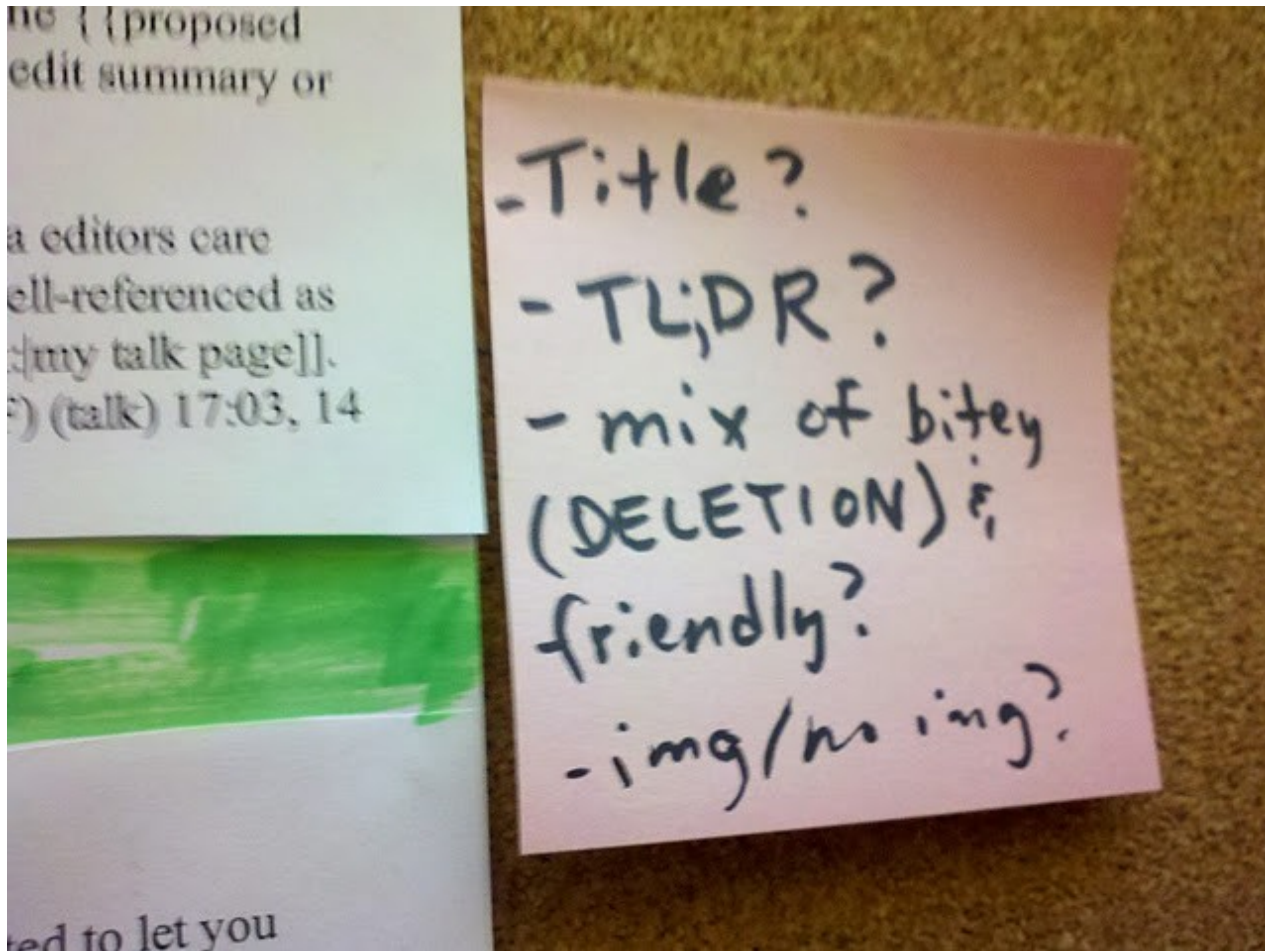
---

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. --[Screwball23](#) [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. [mabduī](#) 17:41, 8 November 2011 (UTC)
24. [Acathe96](#) ([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](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*



Main Page  
Goings-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

Search

## 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 [Raindrift](#) (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 [rTTTTTT](#) (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](http://www.mediawiki.org/wiki/New_Page_Triage) *\*for all language versions*

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### Other languages:

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

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[http://meta.wikimedia.org/wiki/Talk:Terms\\_of\\_use](http://meta.wikimedia.org/wiki/Talk:Terms_of_use)

**How can the UK chapter help?**



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

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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.



