



NOTIFICATIONS

('ECHO')

PROJECT OVERVIEW

Wikimedia Foundation
Editor Engagement Team

08/10/2013

Why notifications?

We created this tool to:

- inform you of **new activity**
- invite you to **take action**
- unify your **user experience**



WIKIPEDIA
The Free Encyclopedia

- Main page
- Contents
- Featured content
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- Donate to Wikipedia
- Wikimedia Shop

- Interaction
 - Help
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 - Recent changes
 - Contact Wikipedia

Toolbox

COMPOSITE SCREENSHOT

Article **Talk**

Tamalpais Valley,

From Wikipedia, the free encyclopedia

"Big Coyote, California" redirect to California.

Tamalpais Valley (also known as "Coyote Valley" or "Coyote Hollow" in Marin County, California.^[3]

Contents [hide]

- Land
- People
- Government
- History
- Recreation
- Points of interest
- See also
- References
- External links

Land

Tamalpais Valley is located at 37°53′19″N 122°32′23″W^[4] and is about 509 acres in size, with an elevation of 108 feet (33 m).^[3] The nearest cities are Mill Valley to the north and Sausalito to the south. Traveling by car, Tamalpais Valley is located about 10 minutes from the Golden Gate Bridge and fifteen minutes from San Francisco. California State Route 1 (also known as Shoreline Highway and the Pacific Coast

Country	United States
State	California
County	Marin County
Government	
 • Senate	Mark Leno (D)
 • Assembly	Marc Levine (D)

Notifications ?



Mary Dunlap and 1 other posted on your talk page.

"Great article on Tam Valley!"

6 minutes ago | View changes



Mary Dunlap thanked you for your edit on Tamalpais Valley

"Does anyone have references about Coyote Ridge?"

11 minutes ago | View changes



Fabrice Florin mentioned you on Talk:Tamalpais Valley

"Here are some tips on Coyote Ridge, to improve your Tam Valley Page."

35 minutes ago | View changes



Your edit on User:Mary Dunlap has been reverted by Fabrice Florin. Show changes

44 minutes ago



Welcome to Wikipedia, Jane Finch! We're glad you're here.

13 hours ago

» All notifications

⚙ Preferences



47°N 122°32′45″W

Junction,

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munity —
alley



Notifications



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44 minutes ago












Welcome to Wikipedia, Jane Finch! We're glad you're here.

13 hours ago

[» All notifications](#)

[⚙ Preferences](#)

Notifications

-  **talk page messages**
-  **mentions**
-  **thanks**
-  **edit reverts**
-  **page links**
-  **page reviews** *
-  **user rights**
-  **welcome**
-  **get started** *

* English Wikipedia only

HTML Email

Hi Fabrice Florin,
Here's a summary of today's activity on Wikipedia for you.

Talk page

 Kaldari left a message on your talk page.

Thanks

 Bsitu thanked you for your edit on Golden-crowned Sparrow.

Edit revert

 Your edit on Golden-crowned Sparrow has been reverted by Vbamba.

[View all notifications](#)



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- [Toolbox](#)
- [Print/export](#)
- Languages

COMPOSITE SCREENSHOT

Special page

Notifications



TODAY



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6 minutes ago | [View changes](#)



Mary Dunlap thanked you for your edit on [Tamalpais Valley](#)

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44 minutes ago

YESTERDAY



Welcome to Wikipedia, Jane Finch! We're glad you're here.

Yesterday

Preferences

For information about the settings on this page, see [Help:Preferences](#).

[User profile](#)

[Appearance](#)

[Date and time](#)

[Editing](#)

[Recent changes](#)

[Watchlist](#)

[Search](#)

[Misc](#)

[Gadgets](#)

[Notifications](#)

[Pending changes](#)

Email options

Send me:

Send to: [fflorin@wikimedia.org](#) ([Change email address](#))

Email format:

Notify me about these events

	Web	Email
Talk page message [?]	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Thanks [?]	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Mention [?]	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Page link [?]	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Page review [?]	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Edit revert [?]	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

New message indicator

Show talk page message indicator in my toolbar

[Restore all default settings](#)

Key features

- **badge**
- **flyout**
- **archive**
- **emails**
- **preferences**
- **mark all as read**
- **bundling**

Demo

- **talk**
- **mention**
- **thanks**

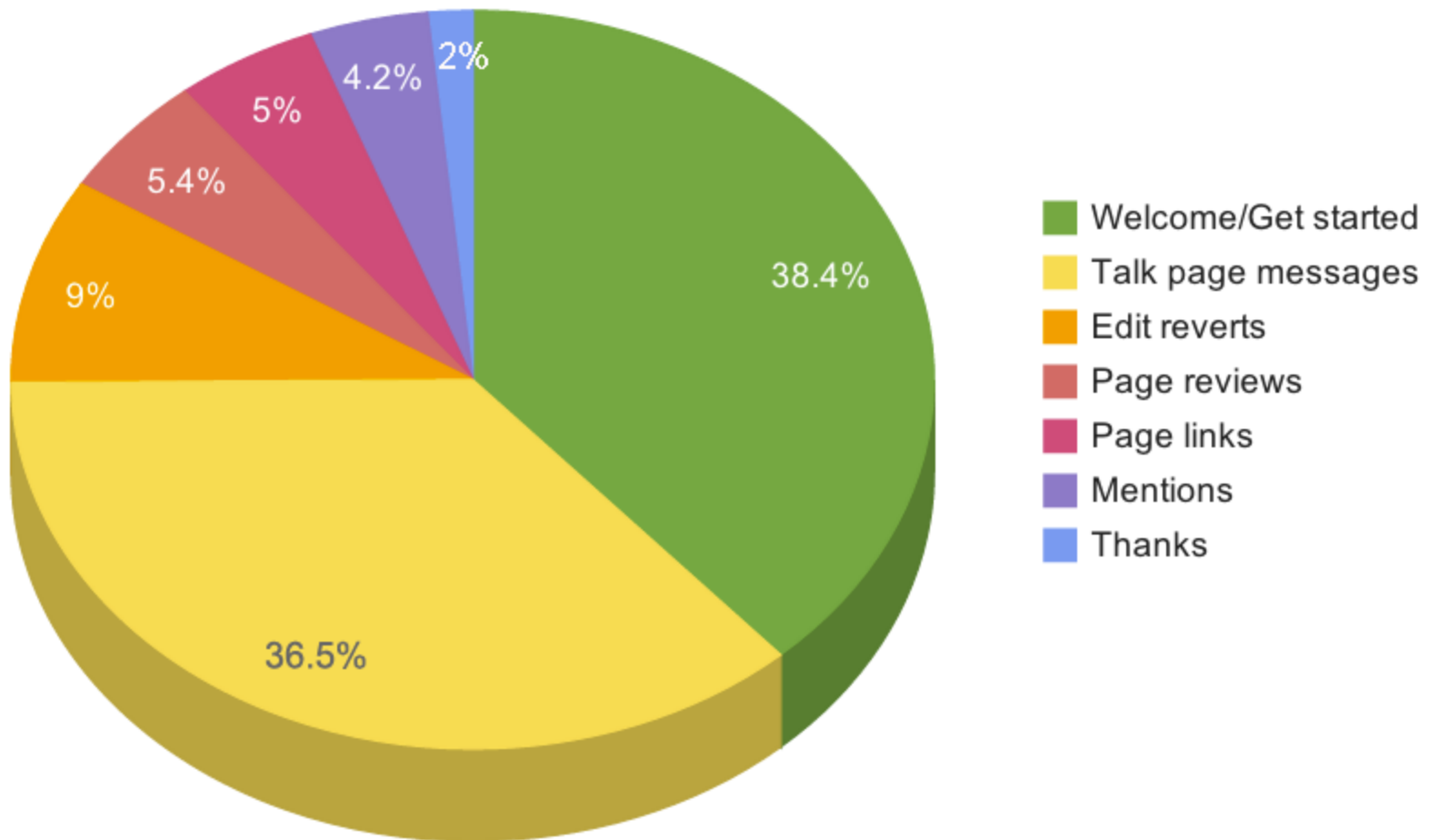
Metrics

First findings from first 3 months on English Wikipedia:

- **1.2 million notifications**
- **19 million users served**

Source: Wikimedia Foundation metrics dashboards (May 1-July 31, 2013): ee-dashboard.wmflabs.org/dashboards/enwiki-features

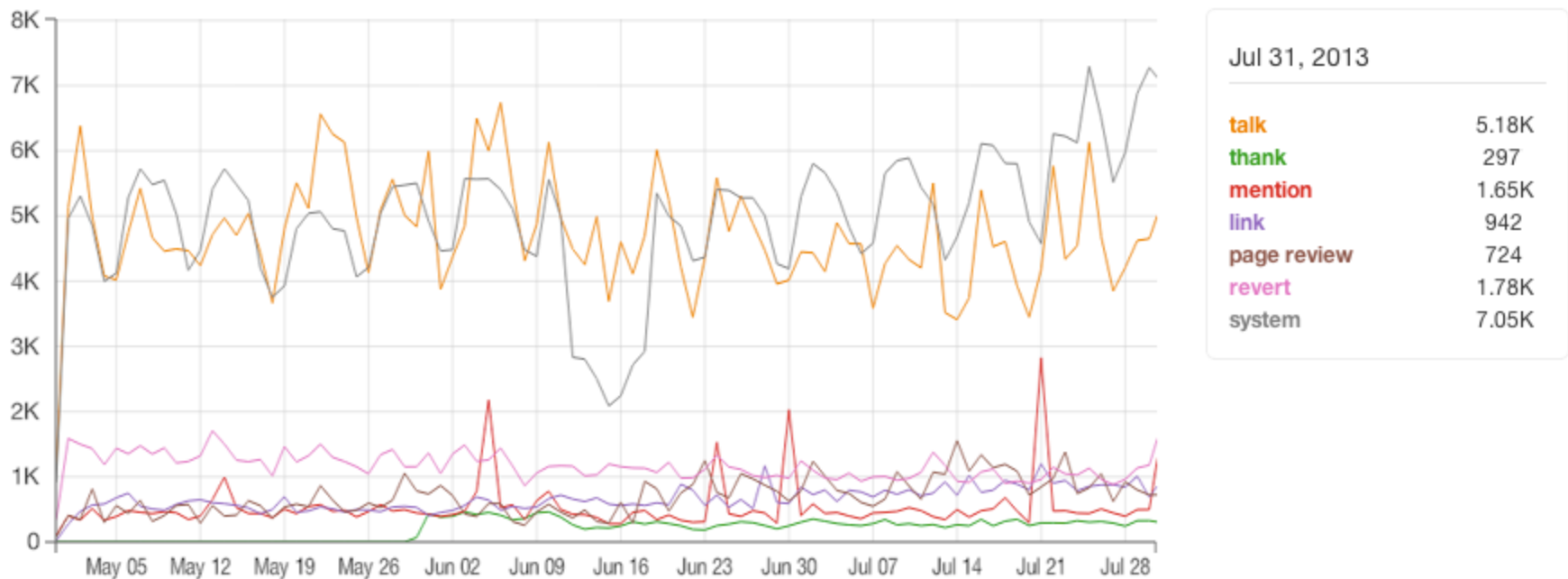
Notifications by category



From 1.2 million notifications served in first 3 months (May 1 - July 31, 2013)
Source: Wikimedia Foundation metrics dashboards: ee-dashboard.wmflabs.org/dashboards/enwiki-features

Metrics dashboards

Daily notifications by category

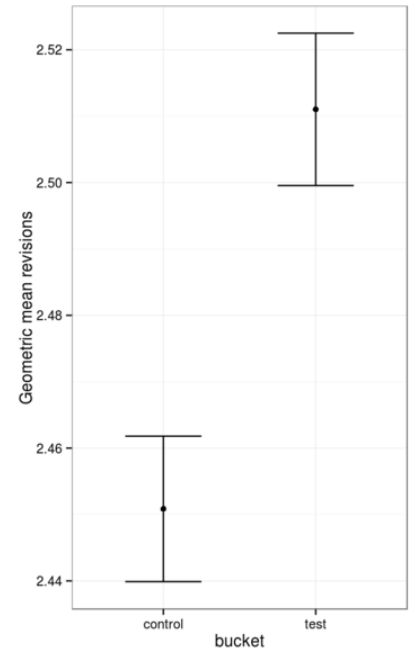


From 1.2 million notifications served in first 3 months (May 1 - July 31, 2013)
Source: Wikimedia Foundation metrics dashboards: ee-dashboard.wmflabs.org/dashboards/enwiki-features

A/B Test results

New users who received Echo notifications ...

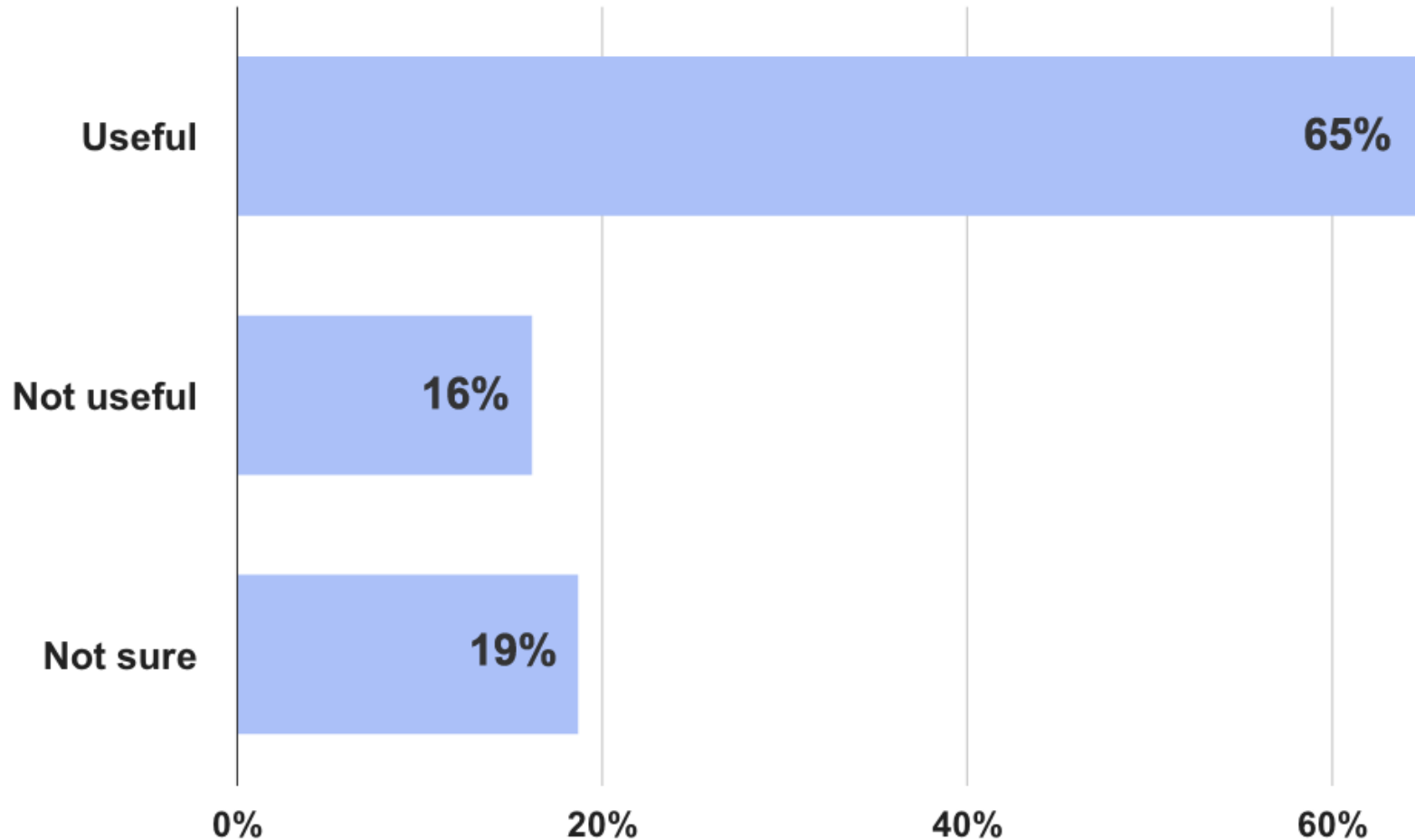
- **made more edits** (~ 2.4 %)
- **were reverted a bit more** (~ 2%)
- **were blocked a bit more** (~ 1%)



Based on a week-long A/B test of new user activity on English Wikipedia (June 11-17).

See report on Meta: [Research:Notifications/Experiment_1/Results](https://meta.wikimedia.org/wiki/Research:Notifications/Experiment_1/Results)

Survey results



Based on a three-month user survey on English Wikipedia (May 1-July 31).

See live results: ur1.ca/euk0g

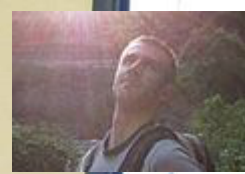
Engagement loops



Our features encourage positive feedback loops and productive collaborations on Wikipedia.

Next steps

- 1st release to **other languages**: August 20
 - **French Wikipedia**
 - **Polish Wikipedia**
 - **Portuguese Wikipedia**
 - **Swedish Wikipedia**
- 2nd release on **more wikis**: September 17
- **mobile** and **multimedia** notifications
- support other **developers** and **projects**
- next projects: **Flow**, **Multimedia**



Learn more:

[**mediawiki.org/wiki/Echo**](https://mediawiki.org/wiki/Echo)

Editor Engagement Team
Wikimedia Foundation