

Article Feedback

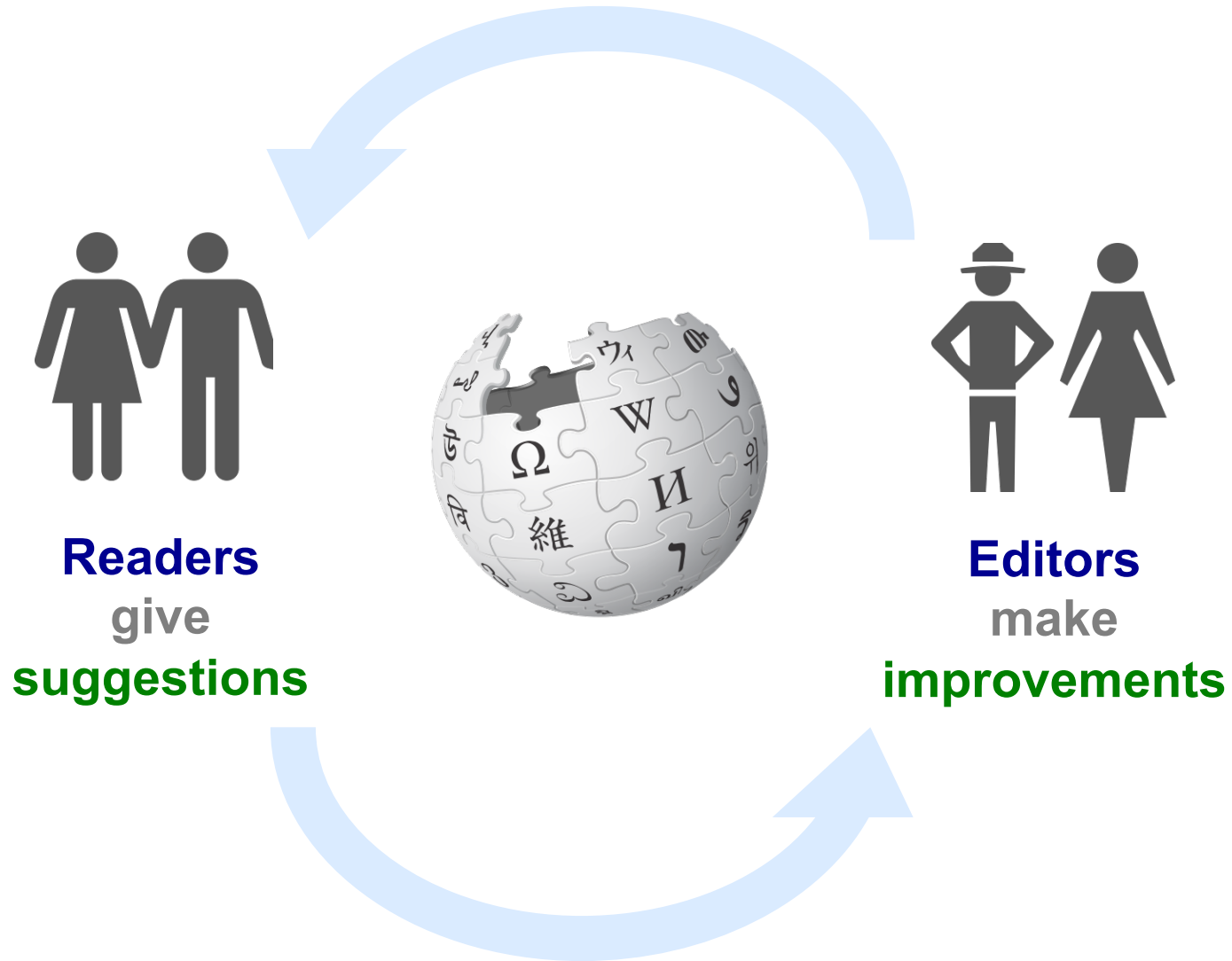
A new way to improve Wikipedia

Fabrice Florin
Product Manager, Editor Engagement
Wikimedia Foundation

July 13, 2012



Article Feedback



Distribution and habitat [edit]



Non-breeding plumage

The breeding habitat is across the north part of western [Canada](#) and [Alaska](#). In the winter the Golden-crowned Sparrow [migrates](#) to [Vancouver Island](#) in Canada and the [West Coast of the United States](#). It is usually found in Northern California in the fall and spring.^[2]

Breeding [edit]

It nests in shrubby habitat above the treeline or near the coast and lays 3-5 brown-marked greenish white eggs.^[2]

Kingdom:	Animalia
Phylum:	Chordata
Class:	Aves
Order:	Passeriformes
Family:	Emberizidae
Genus:	Zonotrichia
Species:	<i>Z. atricapilla</i>

Binomial name

Zonotrichia atricapilla

(Gmelin, 1789)

Behavior [edit]

The song is a three-note whistle, descending in pitch. It is very distinctive, and often described as "oh-dear-me". The call also sounds like *I'm so weary*, so Alaskan gold miners along the trails called this bird "Weary Willie". However, birds in the mountains of British Columbia have been reported to have a trill on the third note, rather than a clear whistle as in other populations. These songs are heard mainly in the breeding season, but also in the wintering grounds just after fall migration as well as just before they take off for spring migration.^[3]

References [edit]

- ↑ BirdLife International (2004). *Zonotrichia atricapilla*. 2006. *IUCN Red List of Threatened Species*. IUCN 2006. www.iucnredlist.org . Retrieved on 12 May 2006.
- ↑ ^{*a b c d e*} Byers, Olsson and Curson, *Buntings and Sparrows* ISBN 1-873403-19-4
- ↑ Norment, C. J. (1998). "Golden-crowned Sparrow (*Zonotrichia atricapilla*)" . In Poole, A.. *The Birds of North America Online*. Ithaca: Cornell Lab of Ornithology. Retrieved 6 June 2012.

Help improve this page

[What's this?](#)

Did you find what you were looking for?

Distribution and habitat [edit]



Non-breeding plumage

The breeding habitat is across the north part of western [Canada](#) and [Alaska](#). In the winter the Golden-crowned Sparrow [migrates](#) to [Vancouver Island](#) in [Canada](#) and the [West Coast of the United States](#). It is usually found in Northern California in the fall and spring.^[2]

Breeding [edit]

It nests in shrubby habitat above the treeline or near the coast and lays 3-5 brown-marked greenish white eggs.^[2]

Kingdom:	Animalia
Phylum:	Chordata
Class:	Aves
Order:	Passeriformes
Family:	Emberizidae
Genus:	Zonotrichia
Species:	<i>Z. atricapilla</i>

Binomial name

Zonotrichia atricapilla

(Gmelin, 1789)

Behavior [edit]

The song is a three-note whistle, descending in pitch. It is very distinctive, and often described as "oh-dear-me". The call also sounds like *I'm so weary*, so Alaskan gold miners along the trails called this bird "Weary Willie". However, birds in the mountains of British Columbia have been reported to have a trill on the third note, rather than a clear whistle as in other populations. These songs are heard mainly in the breeding season, but also in the wintering grounds just after fall migration as well as just before they take off for spring migration.^[3]

References [edit]

- [^] BirdLife International (2004). *Zonotrichia atricapilla*. 2006. *IUCN Red List of Threatened Species*. IUCN 2006. www.iucnredlist.org . Retrieved on 12 May 2006.
- [^] ^{*a*} ^{*b*} ^{*c*} ^{*d*} ^{*e*} Byers, Olsson and Curson, *Buntings and Sparrows* ISBN 1-873403-19-4
- [^] Norment, C. J. (1998). "Golden-crowned Sparrow (*Zonotrichia atricapilla*)" . In Poole, A.. *The Birds of North America Online*. Ithaca: Cornell Lab of Ornithology. Retrieved 6 June 2012.

< Sorry about that. Any suggestion for improvement?

[What's this?](#)

I would like to hear the bird's song. Please add some audio or video clips.

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

[Post your feedback](#)

Feedback on Golden-crowned Sparrow

This is a prototype, not a final product. Key features are still in development.

[View article](#) | [Talk](#) | [Help](#)




159 posts about this page  71% found what they were looking for

Showing: **Most relevant (19)** [All comments \(22\)](#)

Sort by: **Relevant** 

 [216.38.130.165](#) did not find what they were looking for. 3 months ago | [Details](#)  **FEATURED**

Wanted to hear the bird's song. You could link to this site: http://www.allaboutbirds.org/guide/Golden-crowned_Sparrow/sounds/ac

Is this feedback helpful?  Yes  No  [Flag as abuse](#)




 [216.38.130.161](#) did not find what they were looking for. 3 weeks ago | [Details](#)  **FEATURED**


There is no information about what this bird eats.

Is this feedback helpful?  Yes  No  [Flag as abuse](#)



 [96.57.34.146](#) found what they were looking for. 1 week ago | [Details](#)  **FEATURED**

this was interesting to me: Adults are 18 centimetres (7.1 in) long. more details would be nice.

Is this feedback helpful?  Yes  No  [Flag as abuse](#)

 [Fabrice Florin](#) did not find what they were looking for. 3 months ago | [Details](#)  **FEATURED**

Wanted to hear the bird's song. You could link to this site: http://www.allaboutbirds.org/guide/Golden-crowned_Sparrow/sounds/ac

Is this feedback helpful?  Yes  No  [Flag as abuse](#)

Feedback on Golden-crowned Sparrow


This is a prototype, not a final product. Key features are still in development.

[View article](#) | [Talk](#) | [Help](#)

158 posts about this page  71% found what they were looking for


Showing: [Most relevant \(19\)](#) [All comments \(21\)](#)

Sort by:

 [216.38.130.165](#) did not find what they were looking for. 3 months ago | [Details](#) ☆ **FEATURED**


Wanted to hear the bird's song. You could link to this site: http://www.allaboutbirds.org/guide/Golden-crowned_Sparrow/sounds/ac

Is this feedback helpful? Yes No 100% found it helpful

 [24.151.234.151](#) posted a comment. 4 months ago | [Details](#)


Yes, I was looking for the breeding characteristics of this

Is this feedback helpful? Yes No 100% found it helpful 1 flag

 [98.210.230.160](#) did not find what they were looking for. 2 weeks ago | [Details](#) ☆ **FEATURED**

Show how this sparrow compares to other sparrows in terms of size, as well as color and sounds. Use multimedia to make these comparisons quick and informative.

Is this feedback helpful? Yes No 83% found it helpful 1 flag

 [216.38.130.161](#) did not find what they were looking for. 3 weeks ago | [Details](#) ☆ **FEATURED**

There is no information about what this bird eats.

Is this feedback helpful? Yes No 83% found it helpful

☆ Unfeature this post

✓ Mark as resolved

▮ View activity

☆ [Feature this post](#)

▮ View activity

☆ Unfeature this post

✓ Mark as resolved

▮ View activity

☆ Unfeature this post

✓ Mark as resolved

▮ View activity

Feature this post ✕

Add a note

[Learn more](#)

Feedback on Golden-crowned Sparrow


This is a prototype, not a final product. Key features are still in development.

[View article](#) | [Talk](#) | [Help](#)

159 posts about this page  71% found what they were looking for


Showing: [Most relevant \(19\)](#) [All comments \(21\)](#) **Flagged as abuse (8)**

Sort by: **Irrelevant**

 [Fabrice Florin](#) did not find what they were looking for. 2 months ago | [Details](#)

More audio and video would be great.

Is this feedback helpful?  Yes  No 83% found it helpful

 [Paulproteus](#) did not find what they were looking for. 5 days ago

roflcopter 2

Is this feedback helpful?  Yes  No 0% found it helpful

Hide this post 

Add a note

 [Flag as abuse](#) 1 flag

 [Feature this post](#)

 [Hide this post](#)

 [Request oversight](#)


 [View activity](#)

 [Feature this post](#)

 [Hide this post](#)

 [Request oversight](#)

 [View activity](#)

 [Thehelpfulone](#) posted a comment. 1 week ago | [Details](#)

thanks.


Is this feedback helpful?  Yes  No  [Flag as abuse](#) 1 flag

 [Feature this post](#)

 [Hide this post](#)

 [Request oversight](#)

 [View activity](#)

 [24.151.234.151](#) posted a comment. 4 months ago | [Details](#)

Yes, I was looking for the breeding sparrow.

Is this feedback helpful?  Yes  No 100% found it helpful  [Flag as abuse](#) 1 flag

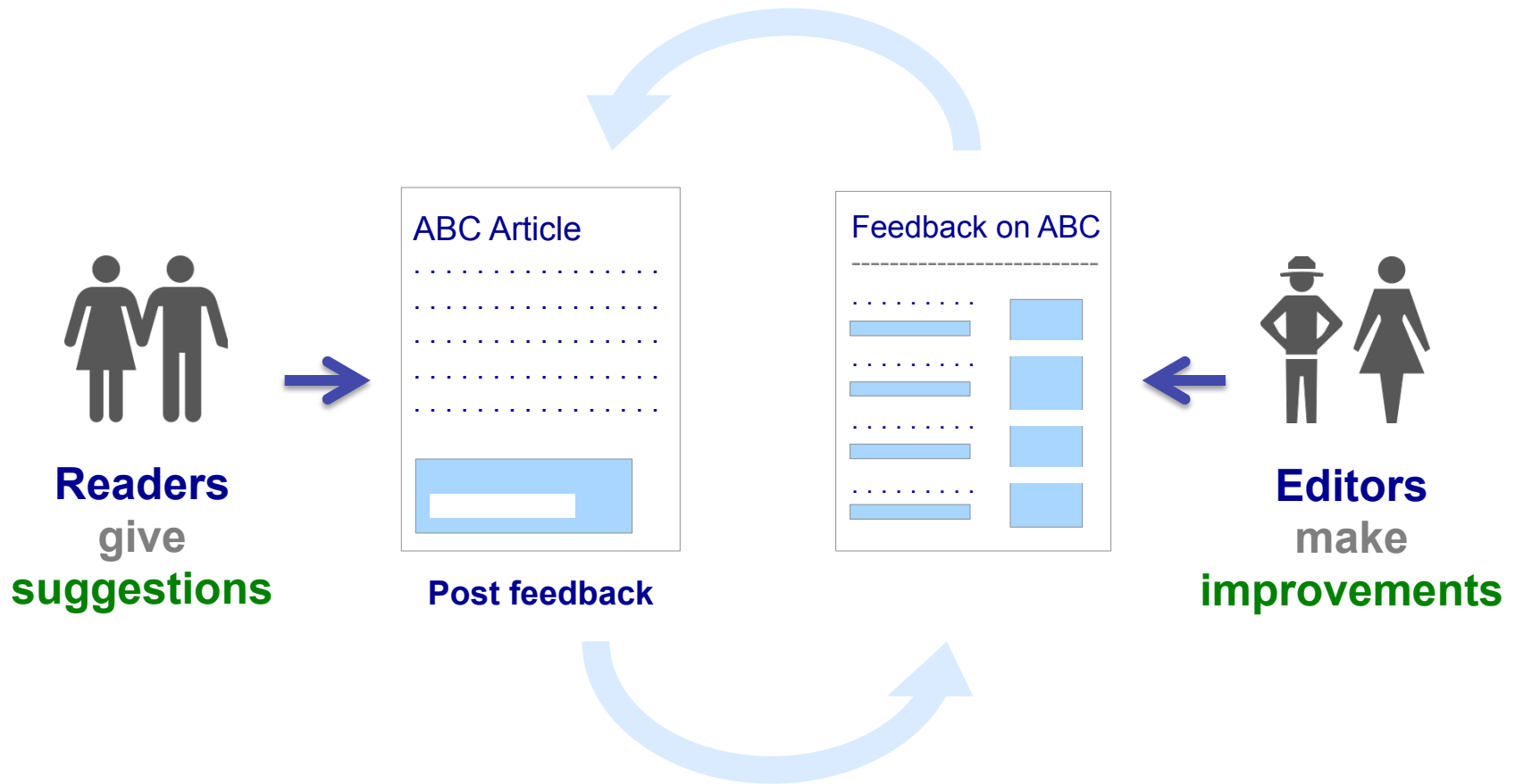
 [Feature this post](#)

 [Hide this post](#)

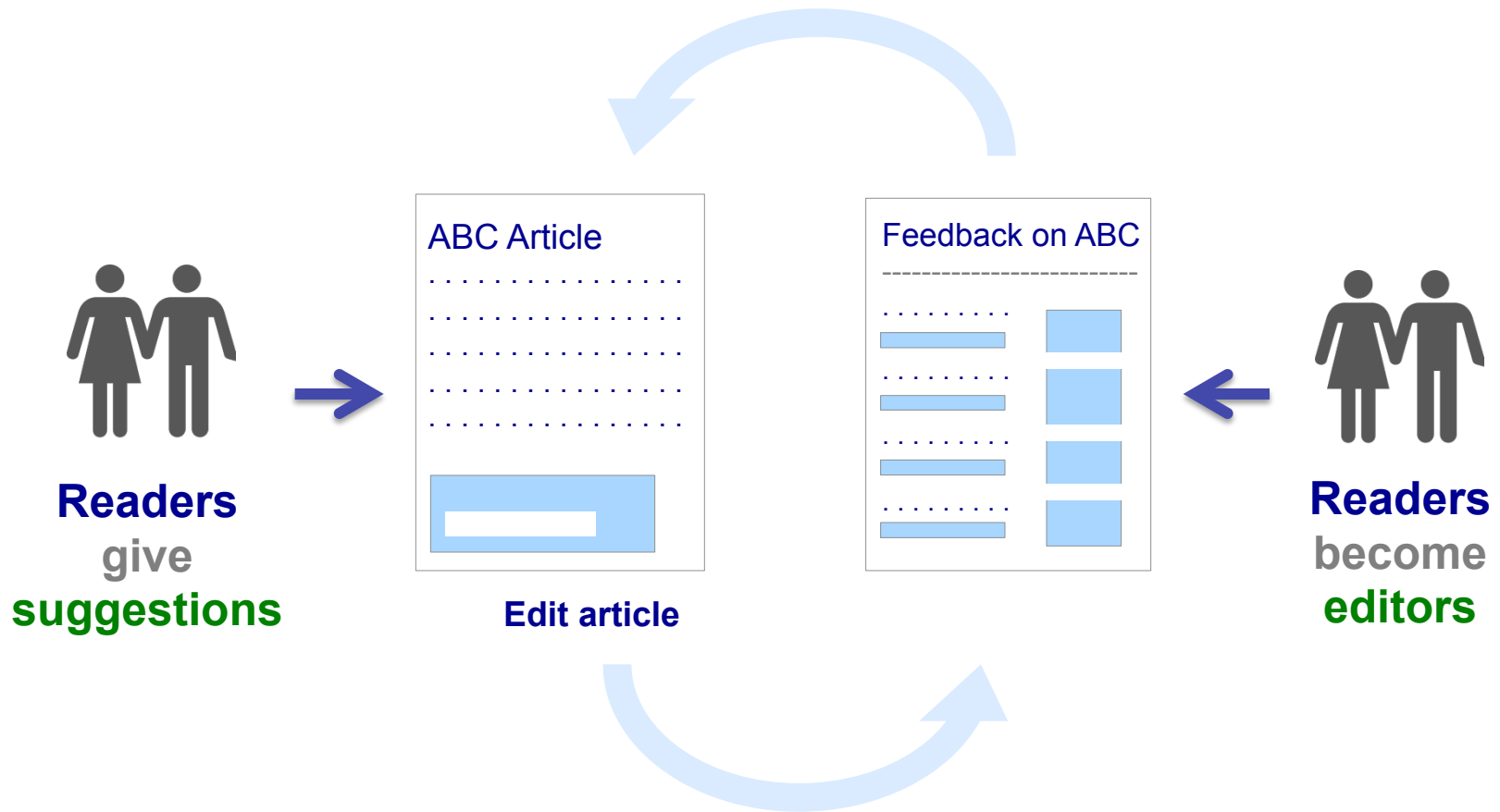
 [Request oversight](#)

 [View activity](#)

Feedback Flow



Feedback Flow



Research

Research Questions

- Can article feedback **engage readers** to **contribute**?
- Is article feedback **useful** for **improving Wikipedia**?
- Can posting feedback **convert readers** into **editors**?

First results

(findings from Dec. 2011 to Jun. 2012)

- **160,000 feedback posts** since Dec. 2011
(small test: 0.65% of English Encyclopedia for 6 months)
- **~70%** of posts have **comments**
- **~98%** of posts are from **anonymous users**
- **~70%** of 5k users surveyed **like the feedback form**
- article feedback can **engage readers to contribute**

Projected volume

Estimated monthly feedback posts for English Encyclopedia

Contribution Type	Posts per month
Feedback posts w/ comments *	1.2 million
All Feedback posts	1.5 million
All Article Edits **	2.1 million

* Based on Wikimedia feedback study and en-wiki pageview stats for Apr. 2012.
Metrics study 2 – April-May 2012 – [See report](#).

** Edit count based on actual April data on en-wiki, no bots.

Usefulness

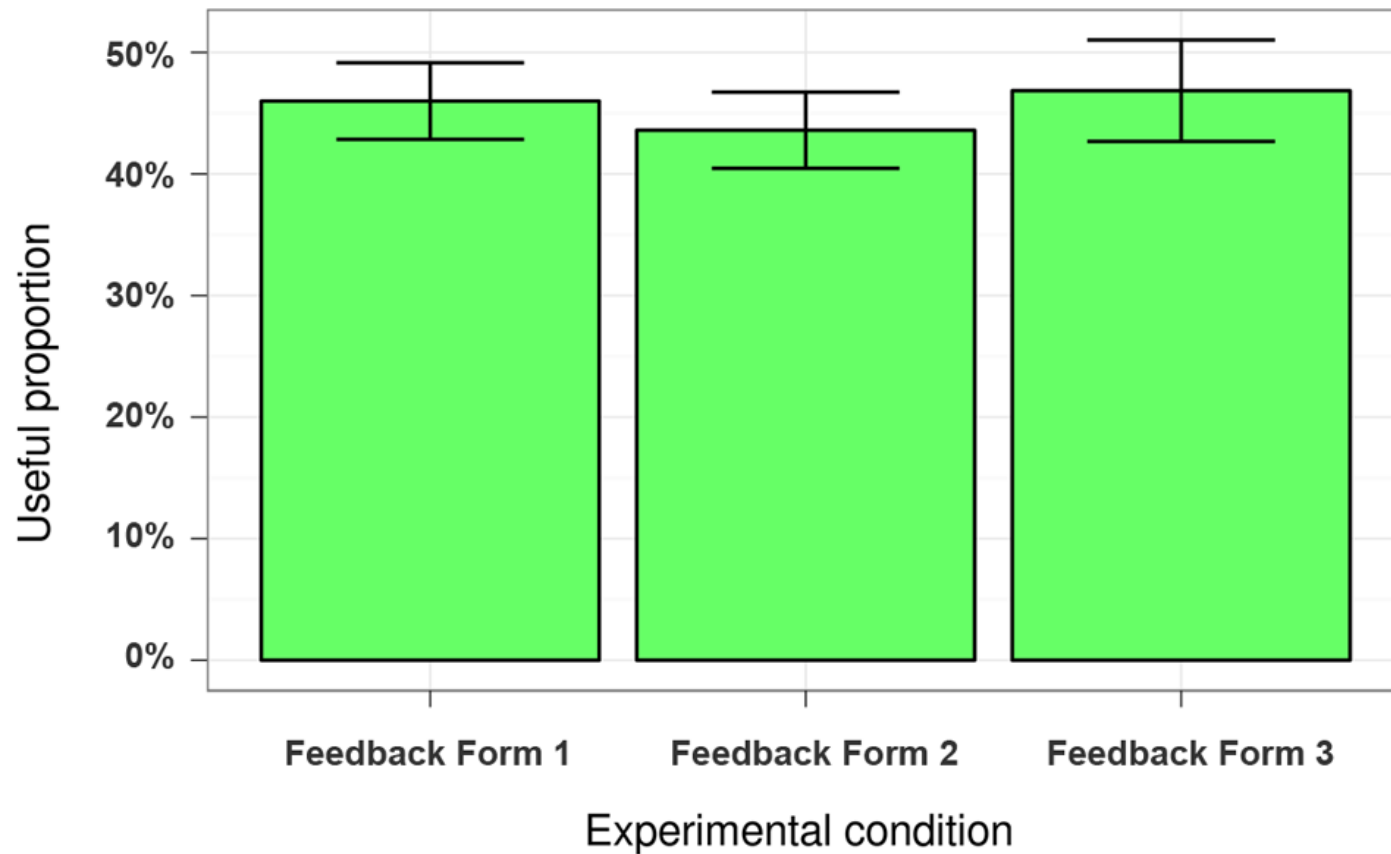
Much of the feedback is found **useful by experienced editors.**

Findings	% Total
Useful	45%
Not useful	55%
<i>Hide</i>	22%

Feedback evaluations of 900 random posts by 20 experienced Wikipedia editors.
Results above are based on posts found useful by 2 editors ('everyone')
Study conducted Feb. - April 2012 – [See report.](#)

Usefulness

These findings are **consistent** across a range of different studies.



Feedback evaluations of 900 random posts by 20 experienced Wikipedia editors.
Results above are based on posts found useful by 2 editors ('everyone')
Study conducted Feb. - April 2012 – [See report.](#)

Sample Comments

Useful

I still don't know what a Higgs Boson is because it takes a physicist just to get through the first paragraph - there is no analogy or example to clarify this invisible thing.

This page incorrectly cites Clarence Clemons death as happening in "July 2011," but Clarence actually passed away a month prior on June 18th, 2011.

There were never any American or Allied troops buried in Orglandes at any time. This was only a German Cemetery started by the 603rd Graves Registration Company June 1944.

I would suggest editing the line on migration that states "The Great Famine brought a large influx of irish immigrants." Given that Ireland was part of the United Kingdom at the time of the Great Famine then it is wrong to suggest that domestic population migration is described as 'immigration'.

Not so useful

MITT ROMNEY IS UNDERMINING HEALTHCARE WHAT EVER HAPPENED TO THE HIPPOCRATIC OAT

Converting readers into editors

Help improve this page

[What's this?](#)

Did you find what you were looking for?



< Help improve this page

[What's this?](#)

Great. Would you like to add anything else?

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

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



✓ **Thanks!** Your feedback has been [posted here](#).

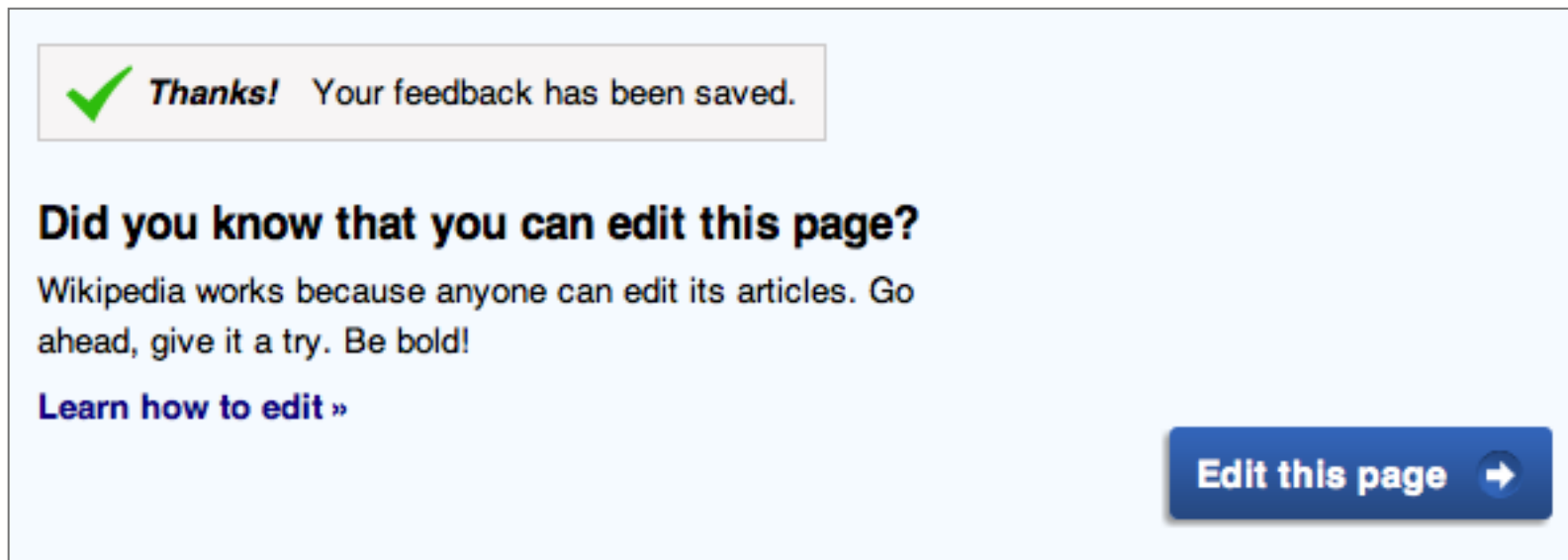
[What's this?](#)

Wikipedia works because anyone can edit its articles.
Go ahead, give it a try. Be bold!

Indirect Call to Edit

SCREENSHOT

An **indirect** call to action is displayed **after posting feedback**. (1E)



A screenshot of a Wikipedia page interface. At the top, a light orange box contains a green checkmark icon followed by the text "Thanks! Your feedback has been saved." Below this, the text "Did you know that you can edit this page?" is displayed in bold. Underneath, it says "Wikipedia works because anyone can edit its articles. Go ahead, give it a try. Be bold!" and "Learn how to edit »". In the bottom right corner, there is a blue button with the text "Edit this page" and a right-pointing arrow icon.

Direct Call to Edit

SCREENSHOT

A **direct** call to action is displayed **instead of feedback form.** (4E)

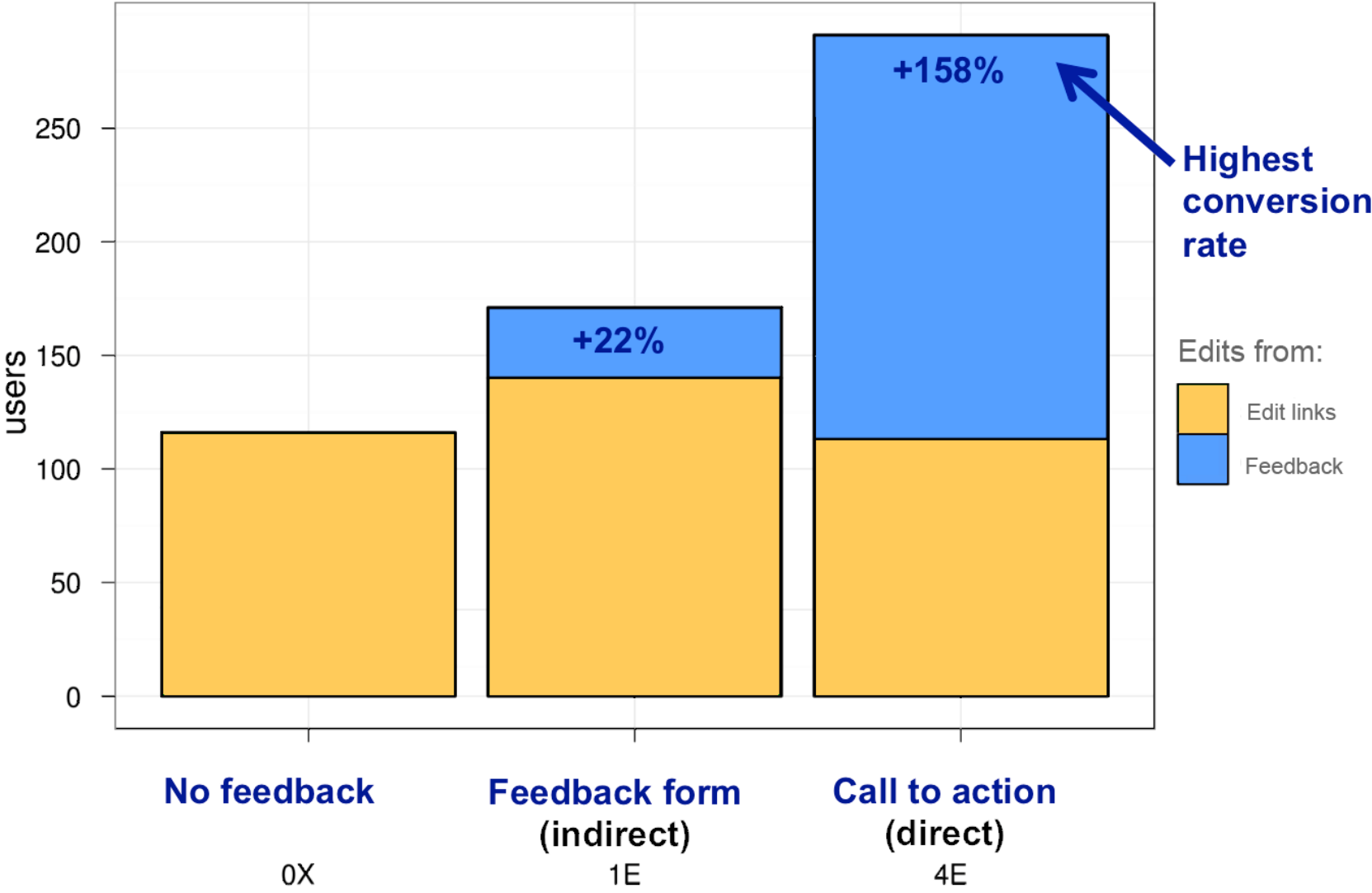


Did you know that you can edit this page?
Wikipedia works because anyone can edit its articles. Go ahead, give it a try. Be bold!

[Learn how to edit »](#)

[Edit this page →](#)

New editors



These figures are for new editors, not edits.
Source: Wikimedia Foundation - Apr.-May 2012 Study.

Edit productivity



These figures are for individual edits, not editors.
Source: Wikimedia Foundation - Apr.-May 2012 Study.

Conversions

- **posting feedback** converts **many more readers into editors**
- **no cannibalization** (feedback doesn't reduce new editor rate)
- **direct calls to action** generate **more conversions** *
- **indirect calls to action** lead to **more productive edits** **

* These figures are for new editors, not edits.

** These figures are for individual edits, not editors.

Source: Wikimedia Foundation - Apr.-May 2012 Study.

Key take-aways

- **feedback forms** make it **easy for readers** to participate
- **comments** provide **useful suggestions** to **editors**
- **posting feedback** converts many **readers into editors**

Open Questions

- will editors **use this feedback** to **improve articles**?
- **how much monitoring** is needed to filter inappropriate posts?
- can this lead readers and editors to **collaborate productively**?

We won't have all the answers until we are **fully deployed**.

Community

A collaboration with the community

Foundation:

User: Fabrice Florin

User: Howief

User: Pginer

User: Jorm

User: Epoch Fail

User: Roan Kattouw

User: Okeyes (WMF)

User: Eloquence

User: Mlitn

User: DarTar

User: Heatherawalls

... and many more

Community:

User: Bensin

User: Dougweller

User: Fluffernutter

User: GorillaWarfare

User: Looie496

User: Risker

User: RjHall

User: Sonia

User: The Helpful One

User: Tom Morris

User: Utar

... and many more

Community Ideas

This release

- Add a comment box
- Ask: "Did you find what you were looking for?"
- Make feedback tool more visually compact
- Show different calls to action
- Dashboard with recent feedback posts
- Let registered users track their feedback
- Courtesy diff link to the rated revision

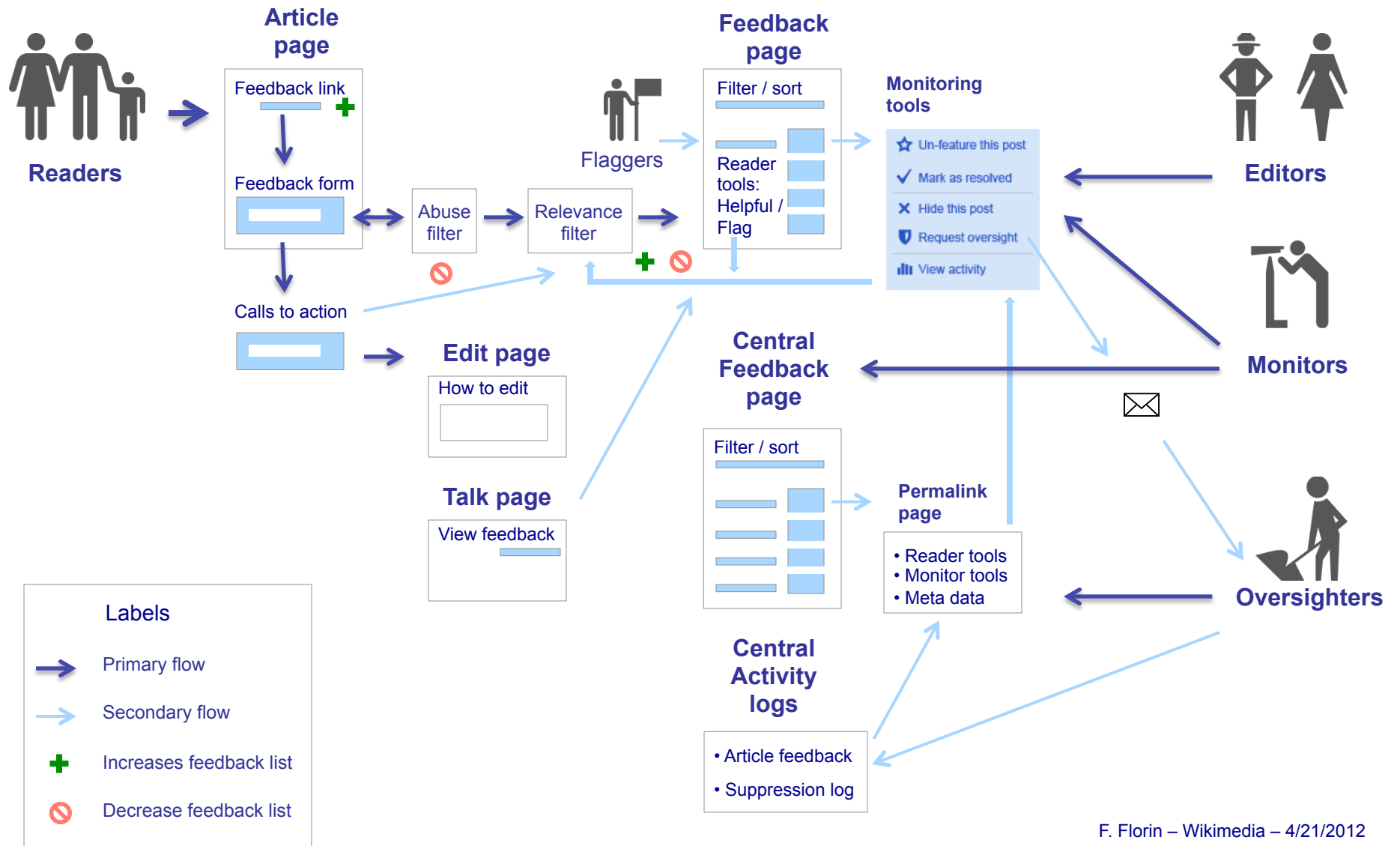
Future releases

- Show feedback on my watch list
- Promote useful feedback to talk page
- Combine best posts into a to-do list
- Add checkboxes for common improvements
- Hide AFT for recently created pages
- Comments feed via RSS/API

Join the discussion:

[Wikipedia_talk:Article_Feedback_Tool/Version_5](https://en.wikipedia.org/wiki/Wikipedia_talk:Article_Feedback_Tool/Version_5)

Interaction Workflow



Impact

- Makes it **easier** to **improve** Wikipedia.
- Provides on-ramps for **readers**.
- Offers useful tools for **editors**.
- Creates new ways for users to **collaborate**.

WP:AFT

Try it out!

Links & Info

Learn more

Video Tour

bit.ly/aft-video-tour

Walkthrough Tutorial

Wikipedia:Feedback_walkthrough

Help Page

Wikipedia:Article_Feedback/Help/Editors

Try it out

Article page with feedback form

[Golden-crowned_Sparrow](#)

Article feedback page

Special:ArticleFeedbackv5/Golden-crowned_Sparrow

Central feedback page

Special:ArticleFeedbackv5

User: Fabrice Florin

Product Manager, Editor Engagement

Wikimedia Foundation

Email: fflorin@wikimedia.org

Twitter: [@fabriceflorin](#)

Editor Engagement Hub:

Wikipedia:Editor_Engagement