

# **Mobile Contributions Quarterly Review**

**10/2013**

# Agenda

1. Goals
2. Q1 Features
3. Mobile Editing
4. Q2 Roadmap

# Goals and Roadmap

Q4	Q1	Q2	Q3 - Q4
<b>1K Unique Photo Uploaders</b>	<b>6,000 Unique Contributors</b> (Upload +edit)	<b>1,000 Active Mobile Editors (enwiki)</b>	<b>Additional Contributory Funnels</b>
<ul style="list-style-type: none"><li>• Photo Upload</li><li>• Editing -&gt; Beta</li><li>• Commons App</li></ul>	<ul style="list-style-type: none"><li>• Editing -&gt; Prod</li><li>• Photo Upload</li><li>• Campaigns</li></ul>	<ul style="list-style-type: none"><li>• On-boarding</li><li>• VE Research</li><li>• Wikipedia App</li></ul>	<ul style="list-style-type: none"><li>• Micro-contribs</li><li>• VE on Tablets</li><li>• App Contributions</li></ul>

Notes: Flow is TBD, timing of Campaigns launch (admin + scavenger lists), foundational features such as histories, diffs, etc. is ongoing work for mobile web

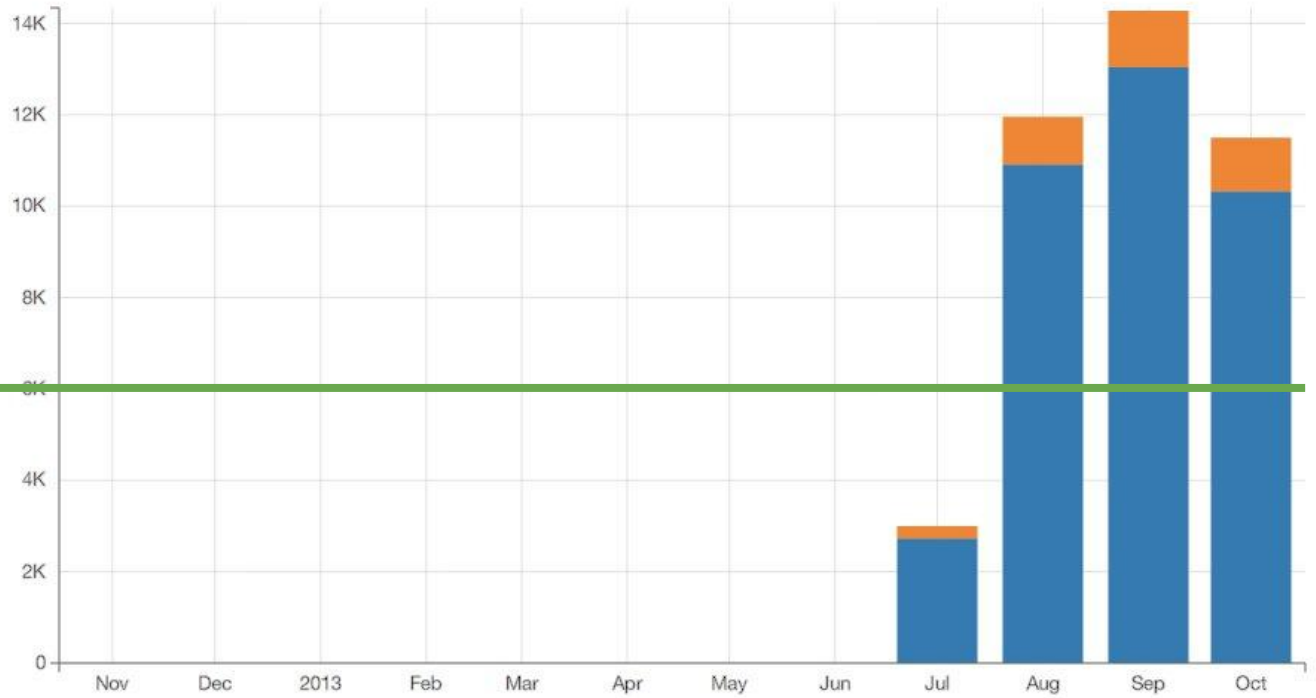
### Unique editors (per month)

Nov 2012

Main namespace NaN

Other namespaces

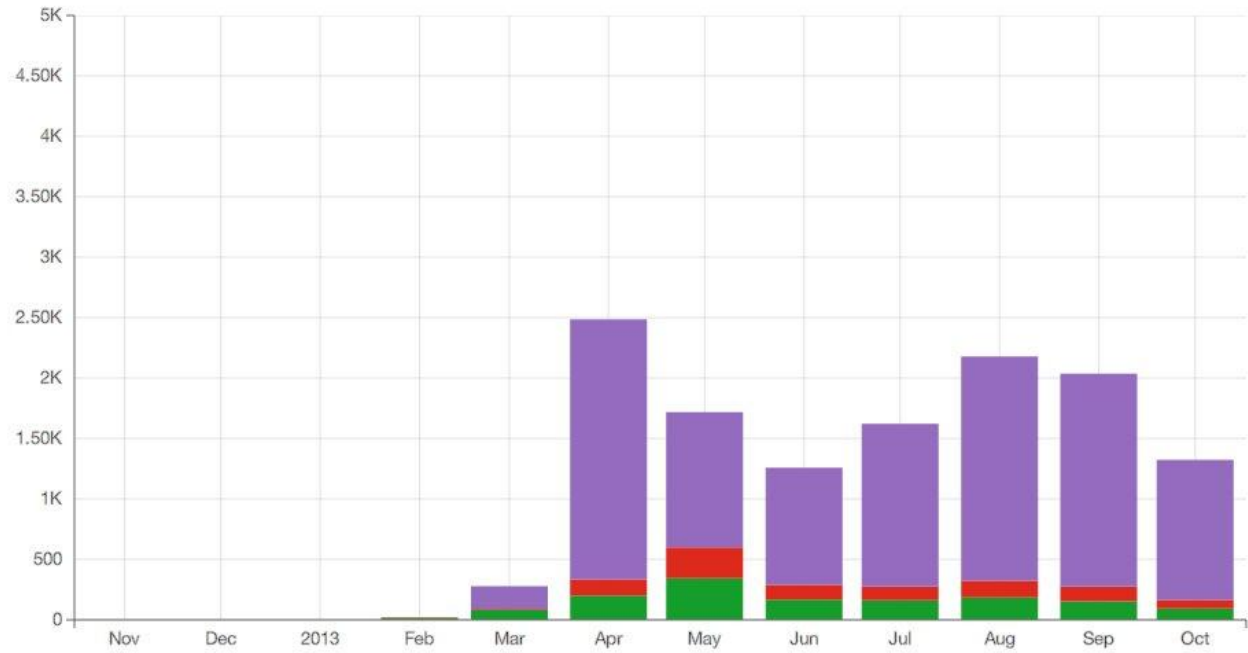
2013-14 Target





## Unique uploaders (per month)

Sep 2013	
Android	153.00
iOS	122.00
Web	1.76K



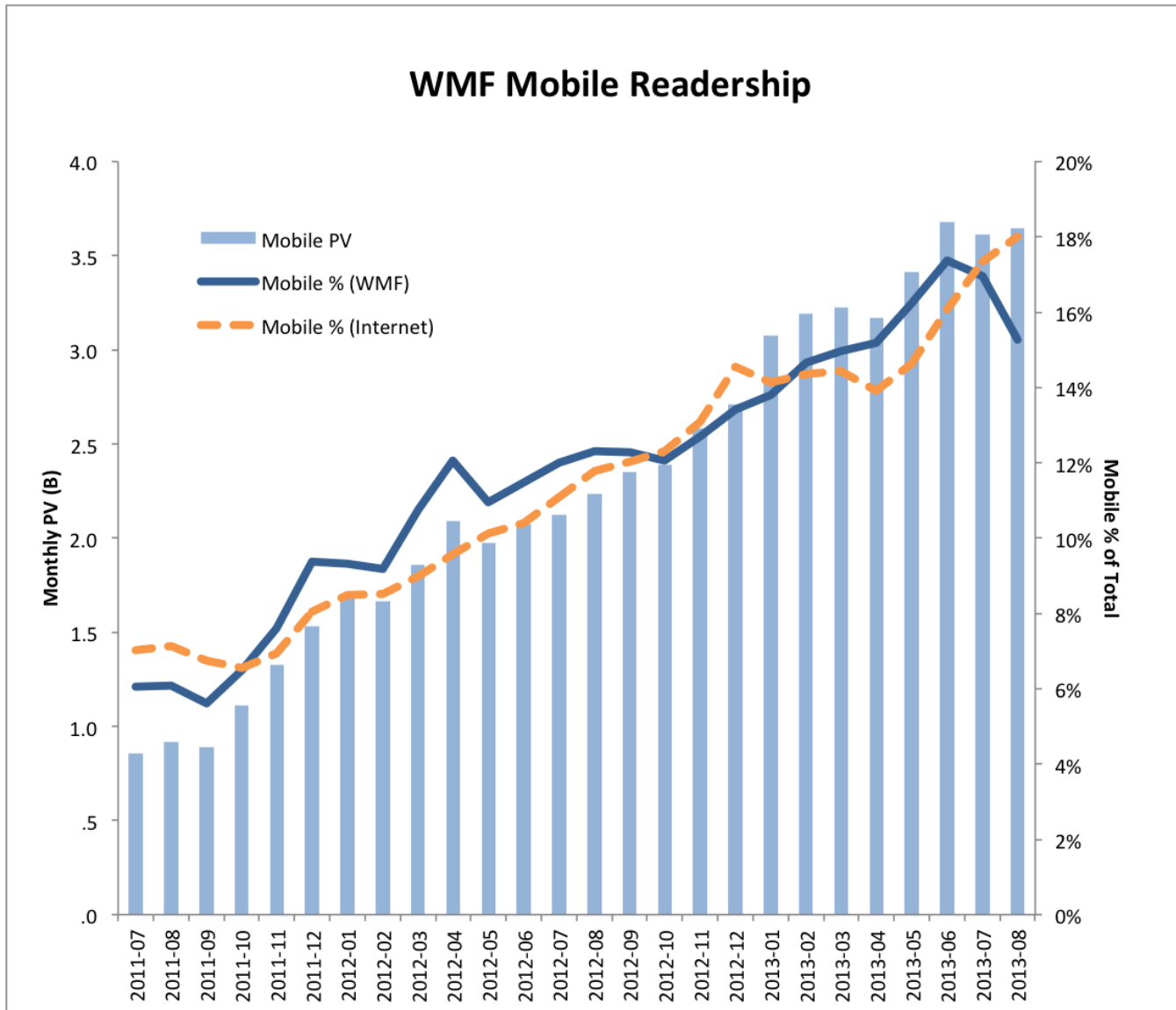
### Raw Data

- <http://stat1001.wikimedia.org/limn-public-data/mobile/datafiles/unique-uploaders.csv>

View Data as Table

Edit

# Strong Readership Growth



# Q1 themes

Web Editing

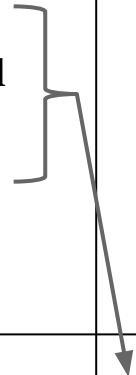
&

Web & App Photo Uploads

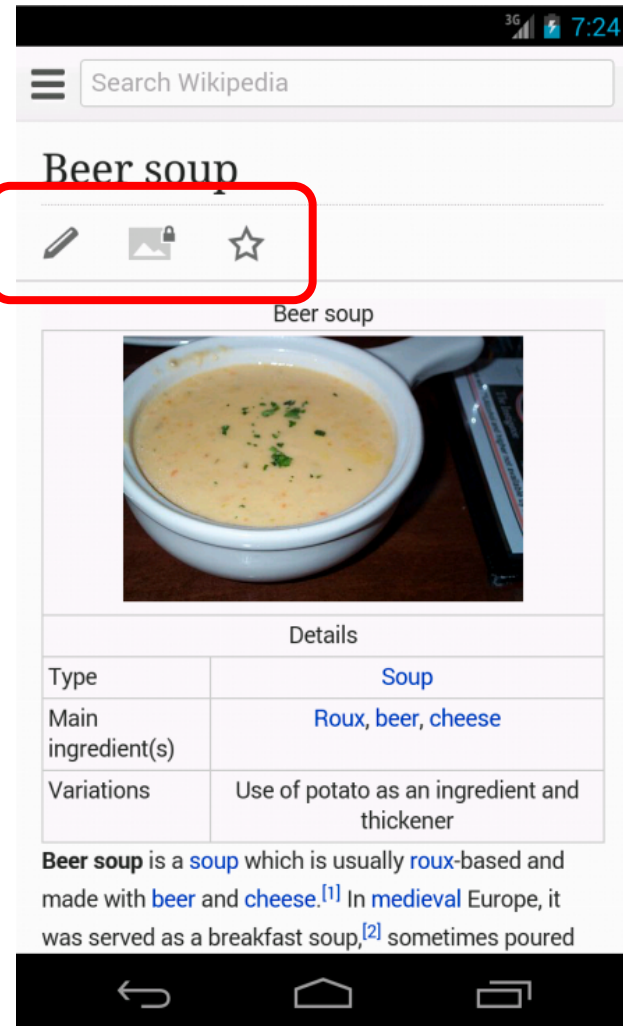
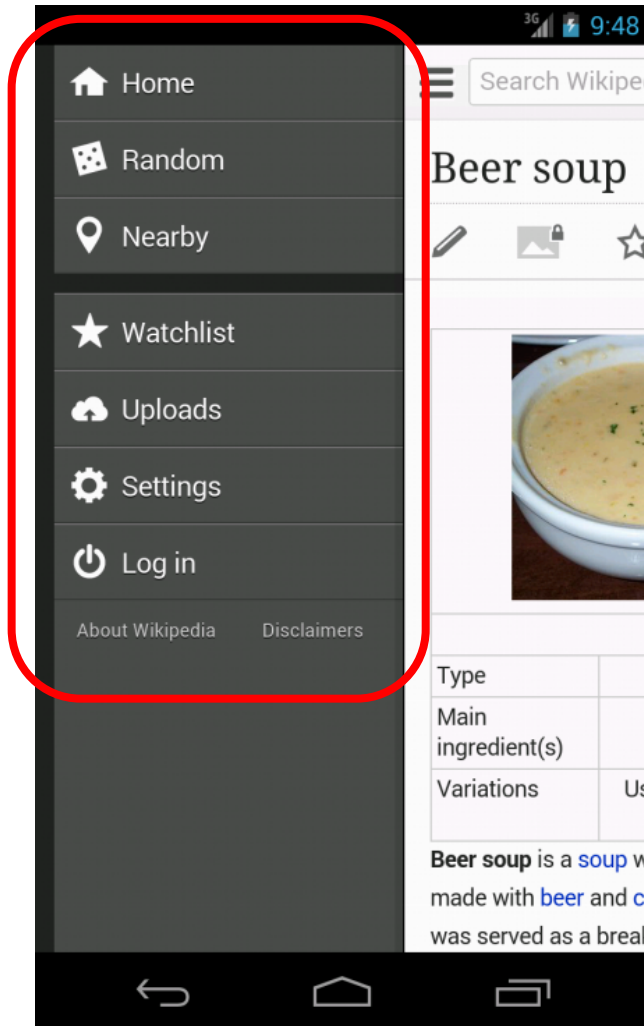
# **Mobile Web**

# Q4-Q1 Features

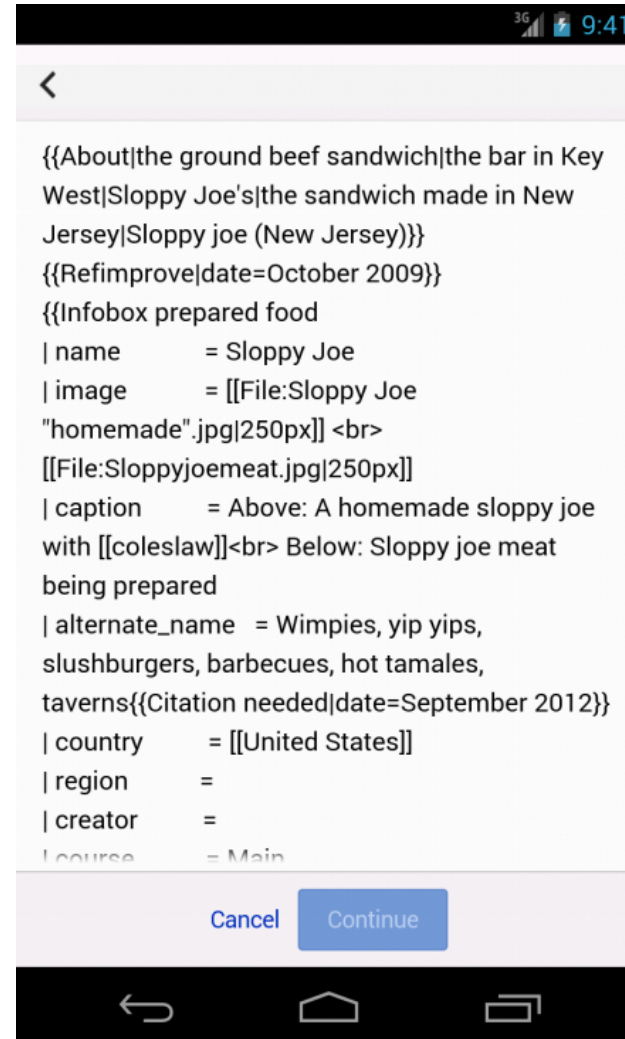
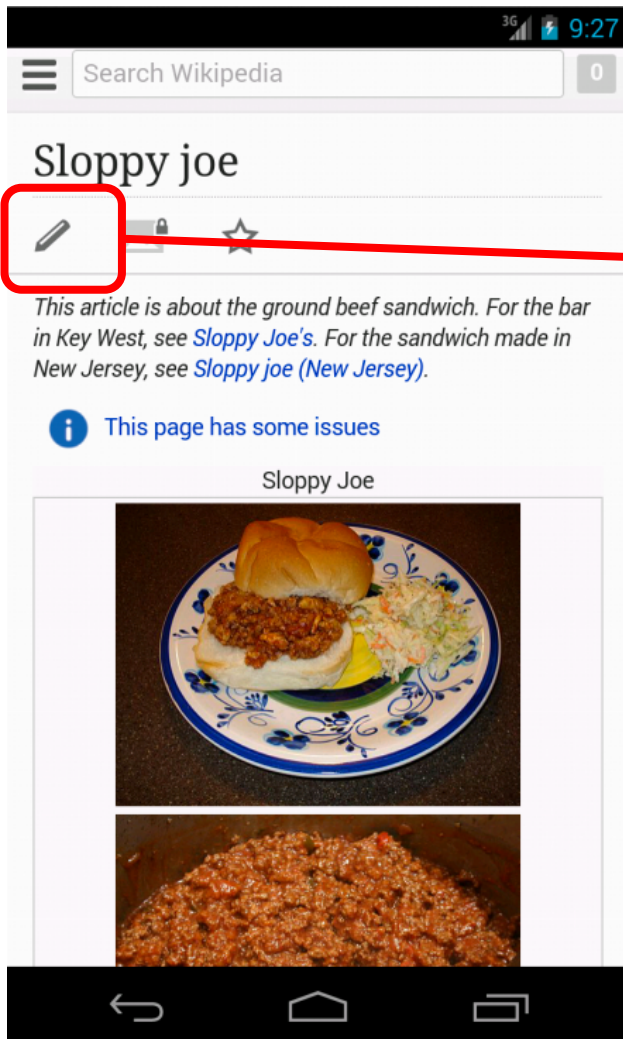
	Q4	Q1
<b>Themes</b>	<i>Photo upload refinements, experimentation with user engagement</i>	<i>Editing, notifications, experimentation with editor onboarding and identity</i>
<b>Alpha</b> (10k~ users)	<ul style="list-style-type: none"> <li>● Diff enhancements</li> <li>● Dynamic section loading</li> <li>● Collapsed and zoomable tables</li> <li>● Inline style scrubbing</li> </ul>	<ul style="list-style-type: none"> <li>● Categories</li> <li>● Pages near 'this' page</li> <li>● Image lightboxes</li> </ul>
<b>Beta</b> (400k~ opt-ins)	<ul style="list-style-type: none"> <li>● Echo</li> <li>● Article Editing (section level, all namespaces)</li> <li>● Navigation improvements</li> <li>● Talk page (reading, adding a section)</li> <li>● PageImages (Search)</li> </ul>	<ul style="list-style-type: none"> <li>● User profiles</li> <li>● Echo notification overlay</li> <li>● Upload tutorial (1st time user)</li> <li>● Editing tutorial (1st time user)</li> </ul>
<b>Stable</b> (xM users)	<ul style="list-style-type: none"> <li>● Nearby + CTA (incl Geodata)</li> <li>● Watchlist + Upload CTA</li> <li>● Upload workflow refinements</li> <li>● PageImages (Nearby)</li> </ul>	<ul style="list-style-type: none"> <li>● Left navigation improvements (groupings)</li> <li>● Article navigation improvements</li> <li>● Article Editing (section level, all namespaces)</li> <li>● Echo</li> <li>● Editing improvements</li> <li>● 'Thanks' from watchlist</li> </ul>



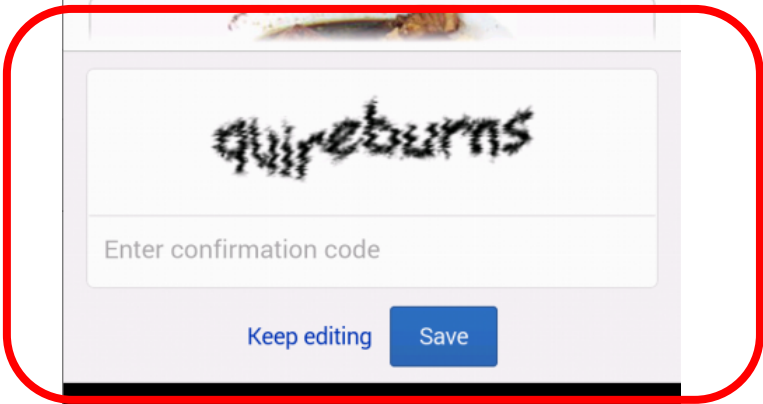
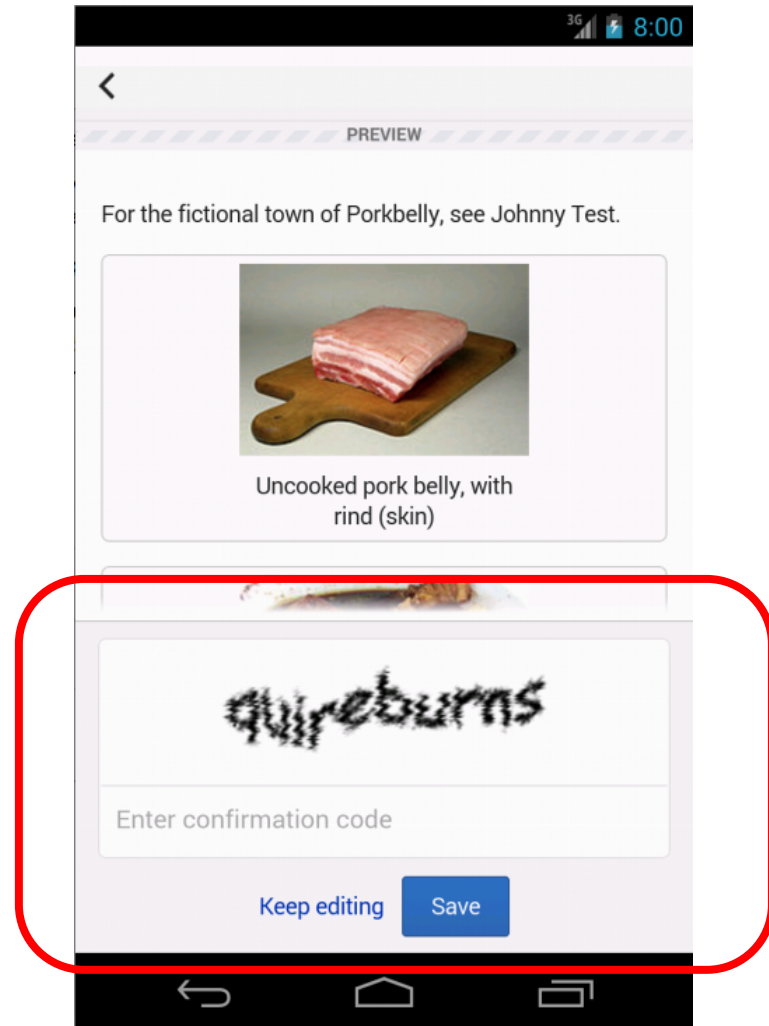
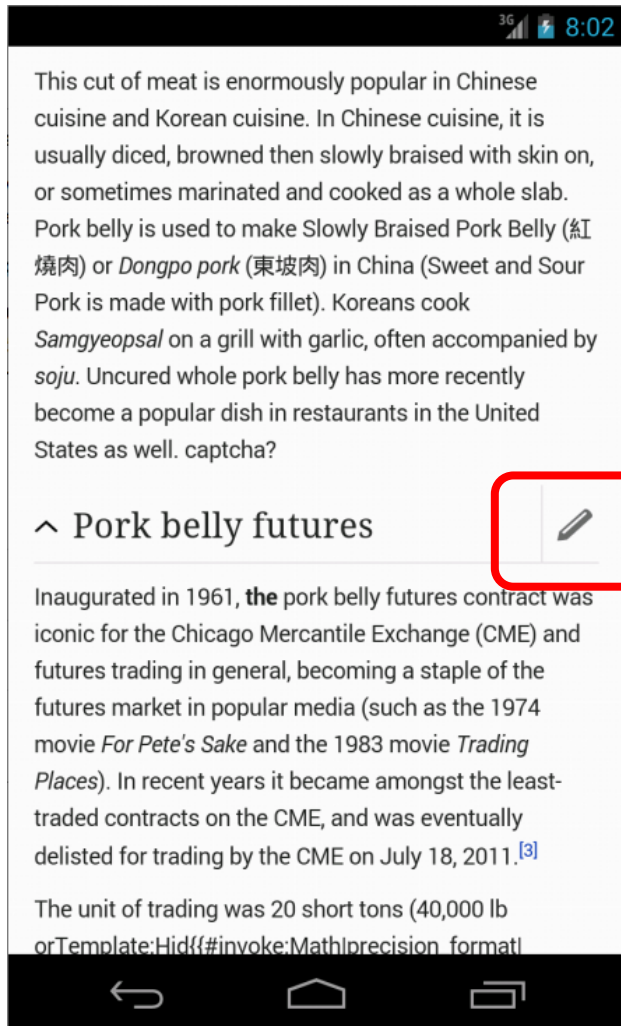
# Navigation improvements



# Editing

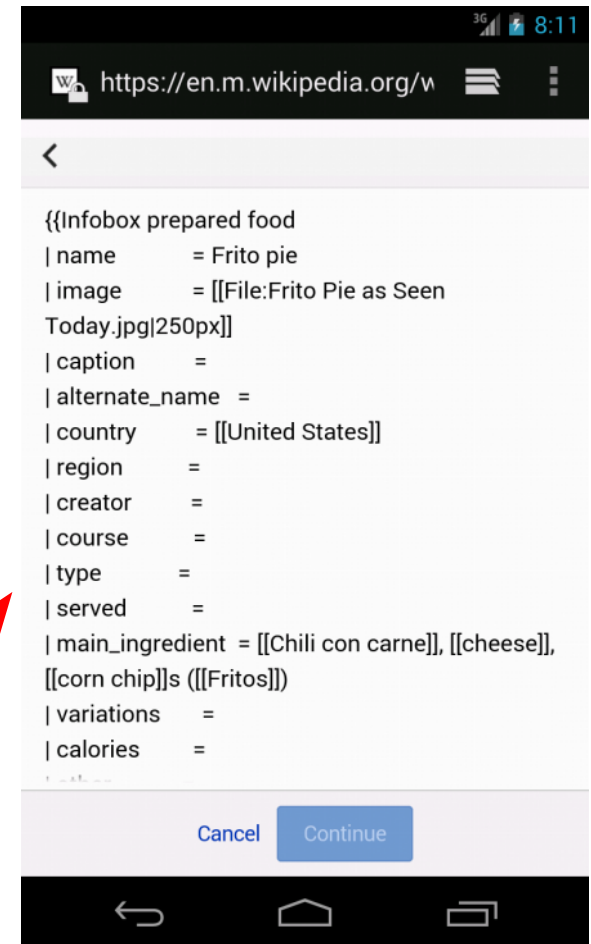
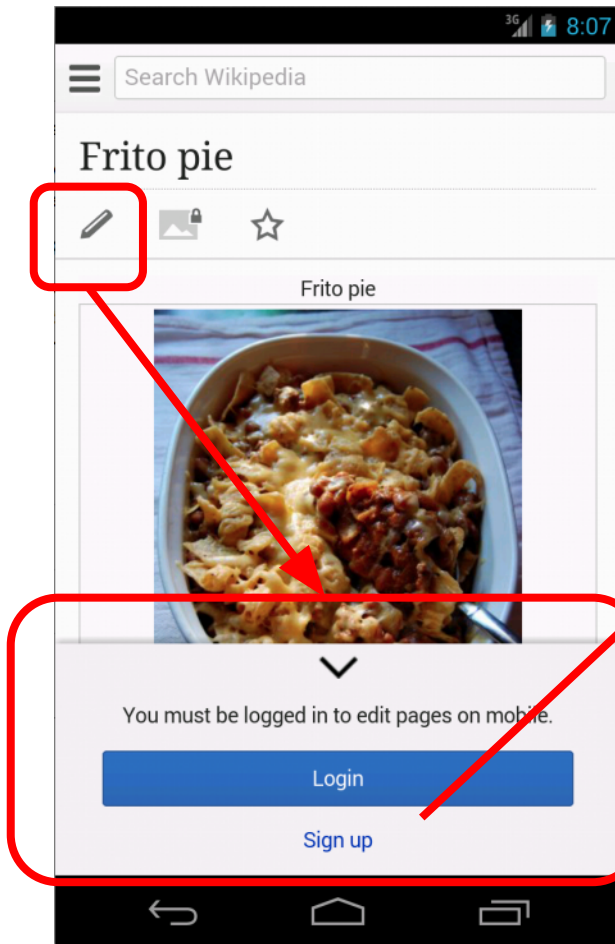


# Editing improvements

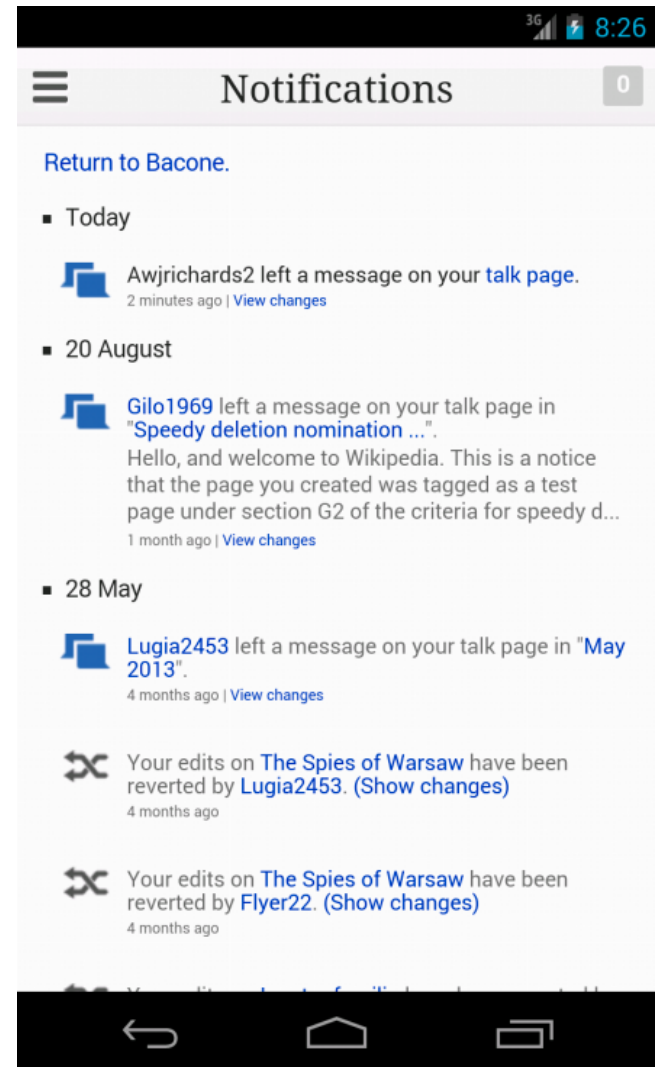
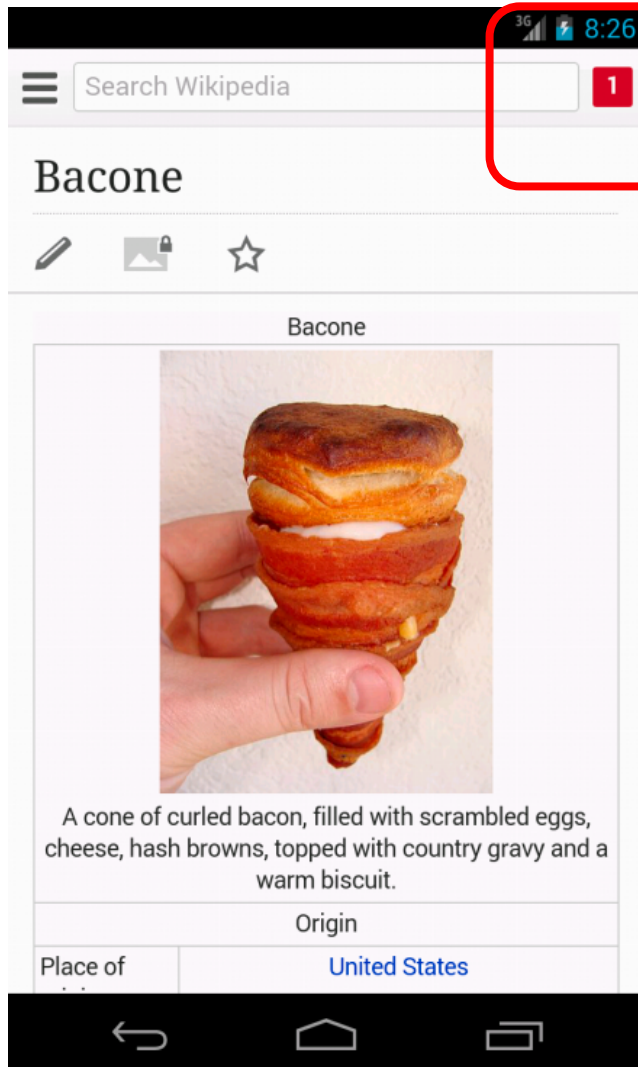




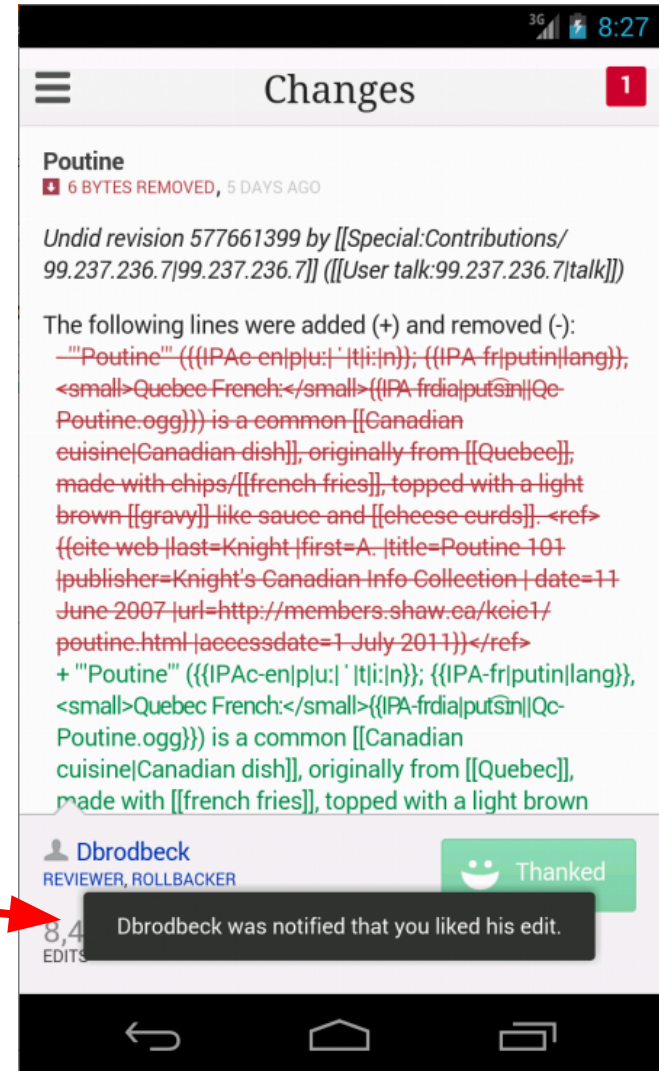
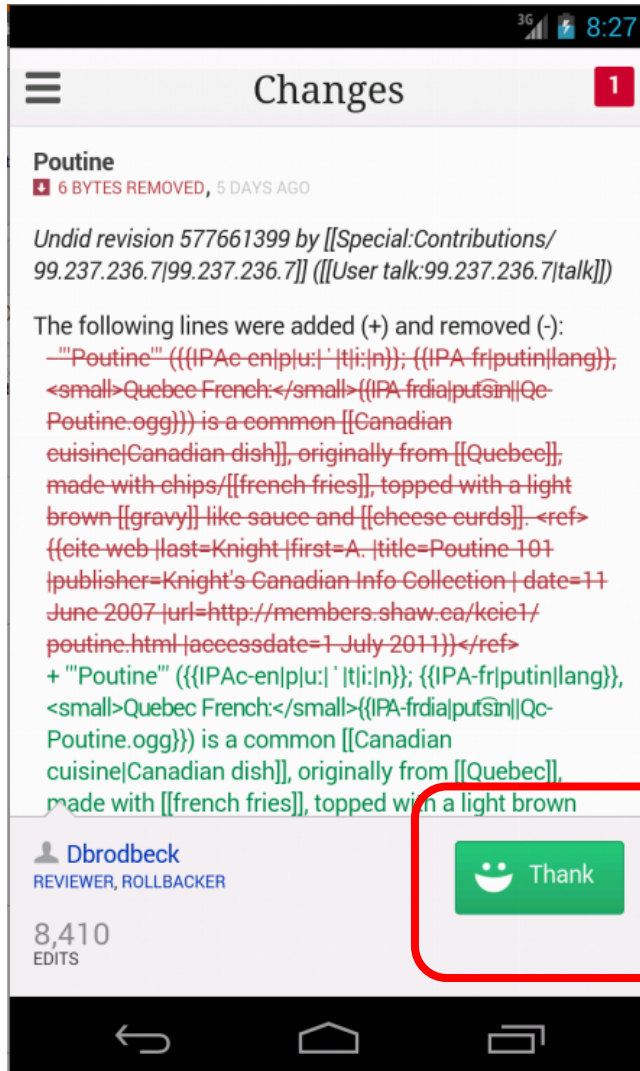
# Edit CTA



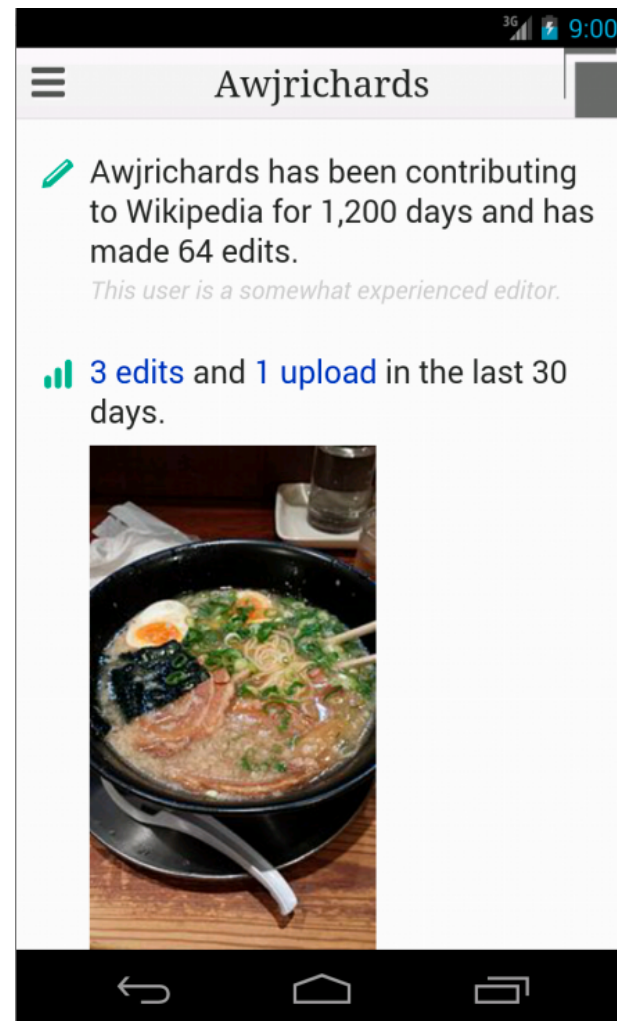
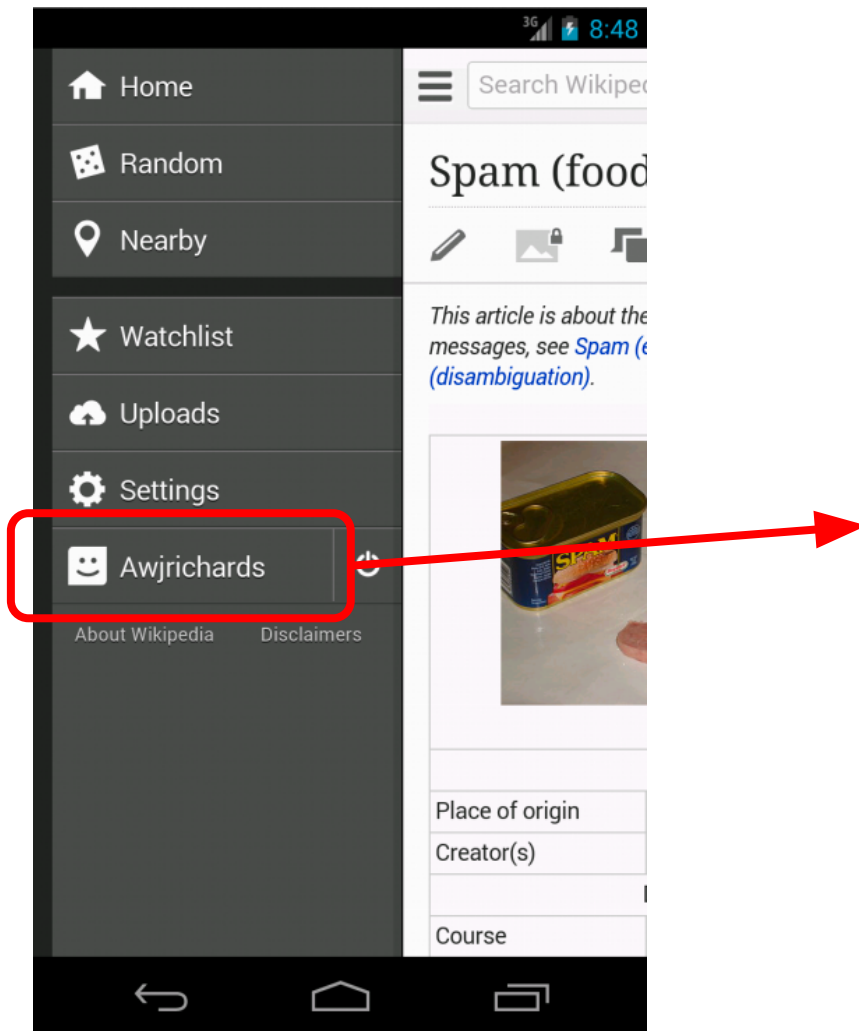
# Echo notifications



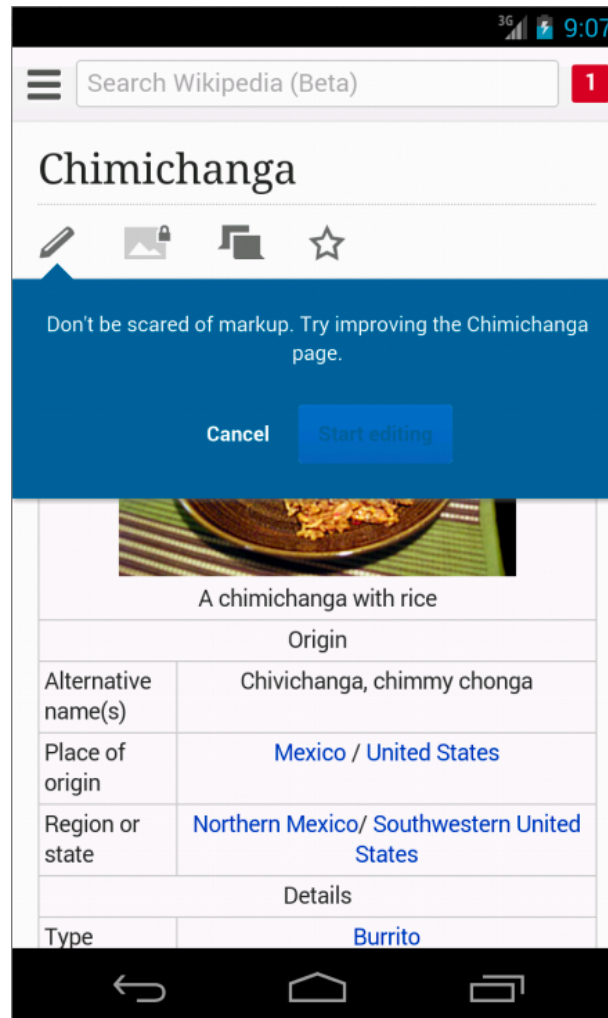
# 'Thanks' from watchlist diff



# Profiles (☐)



# Tutorials: First time editor (☐)



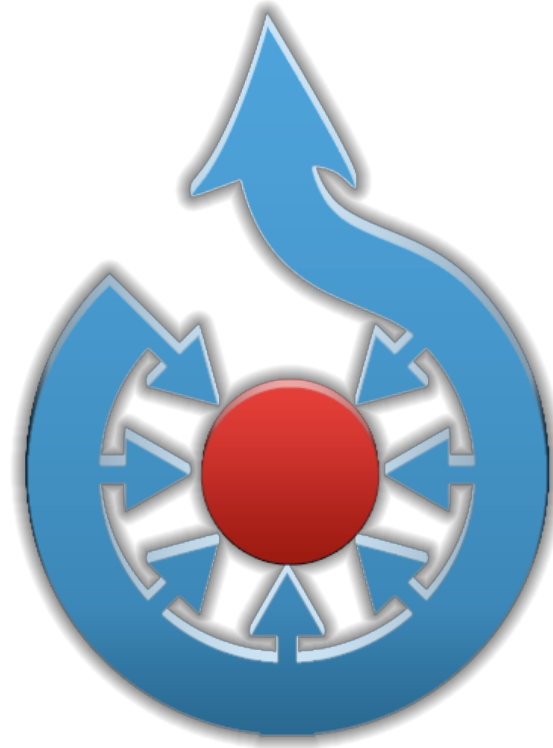


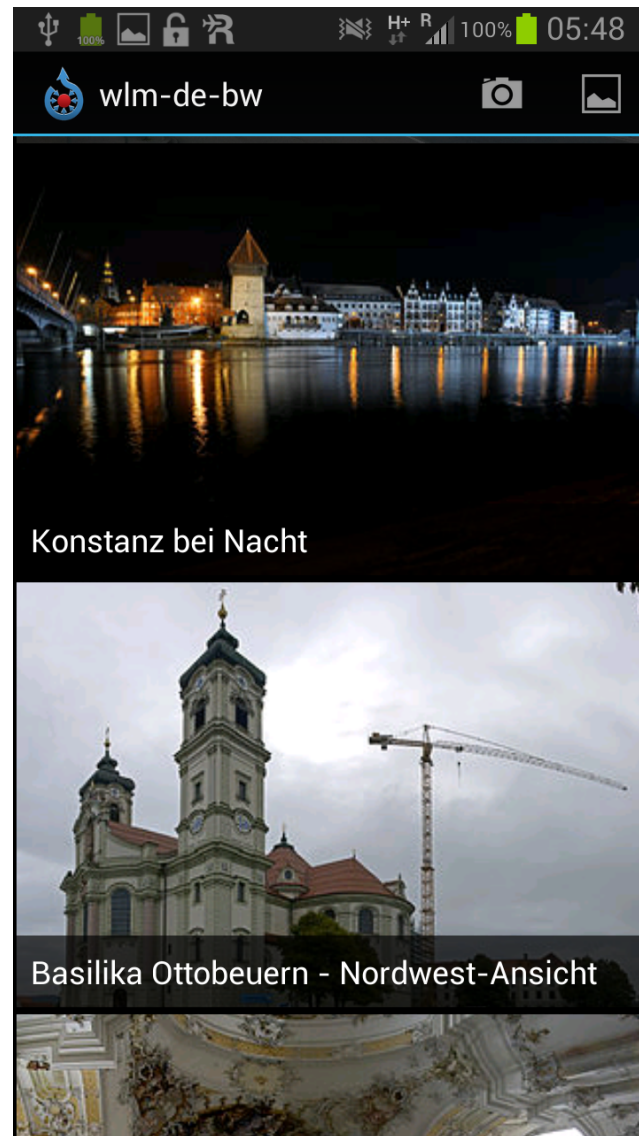
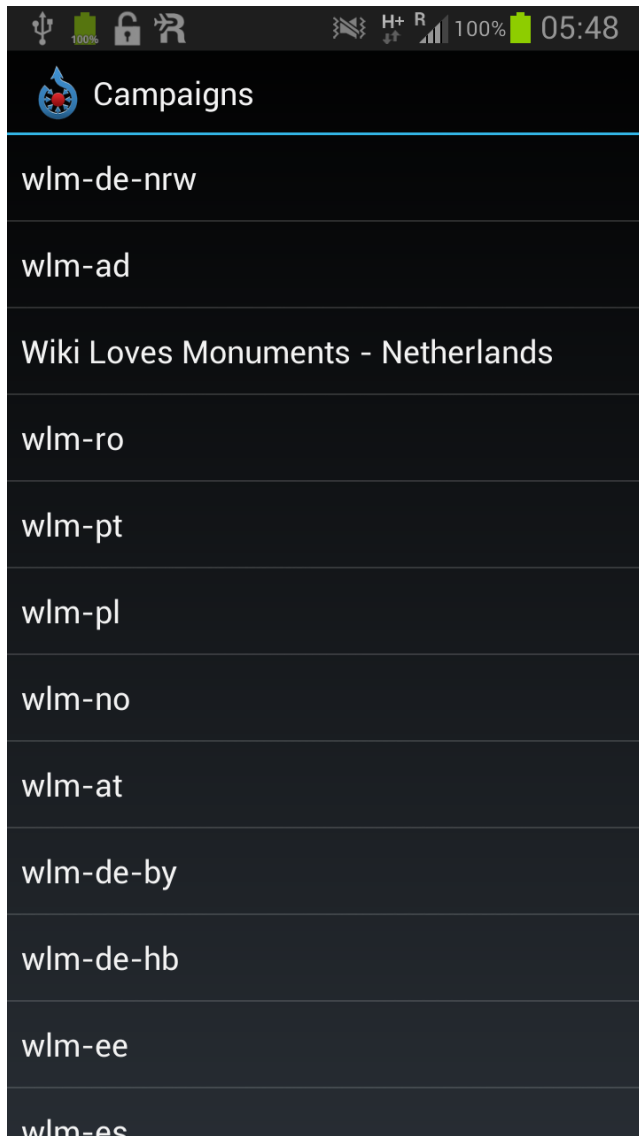
# Hat-tip for other big achievements

Kudos on the HTMLFormatter migration to Mediawiki core as well as improving data collection!



# Campaigns







From Wikimedia Commons, the free media repository



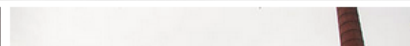
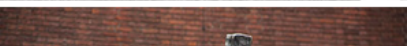
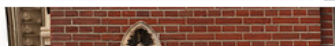
## Wiki Loves Monuments - Netherlands

[Upload!](#)

# 129 2957

CONTRIBUTORS

UPLOADS





[Advanced](#) [Special characters](#) [Help](#) [Edittools](#)

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4   "display": {
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6     "thanksLabel": "{{Upload campaign use Wiki Loves Monuments}}}"
7   },
8   "defaults": {
9     "categories": [
10      "Rijksmonumenten"
11    ]
12  },
13  "autoAdd": {
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21      ]
22    }
23  }
24 }
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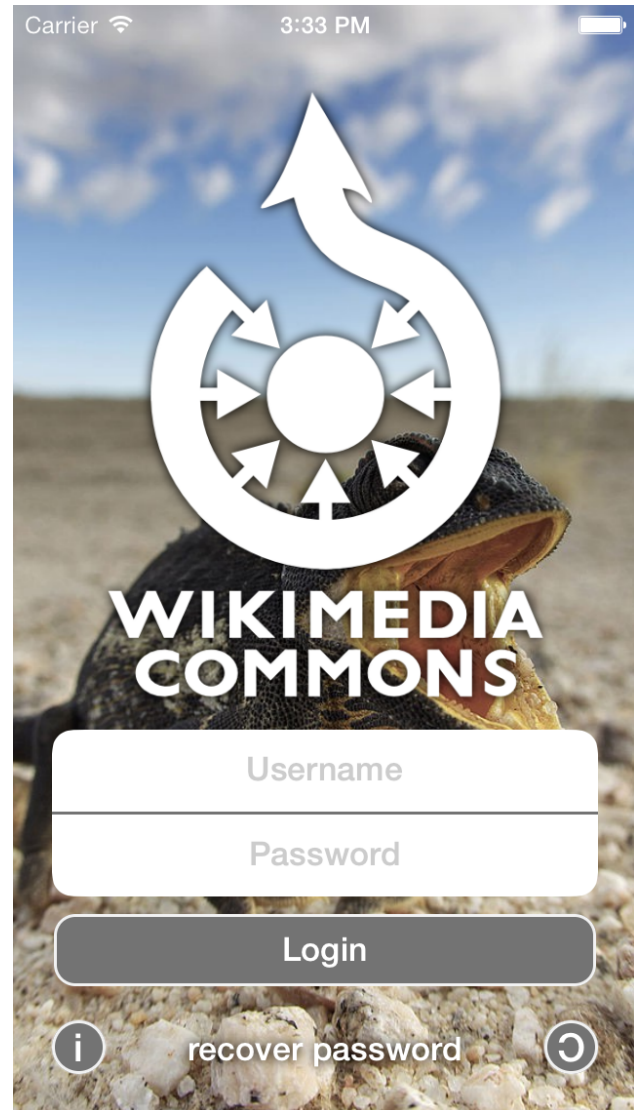
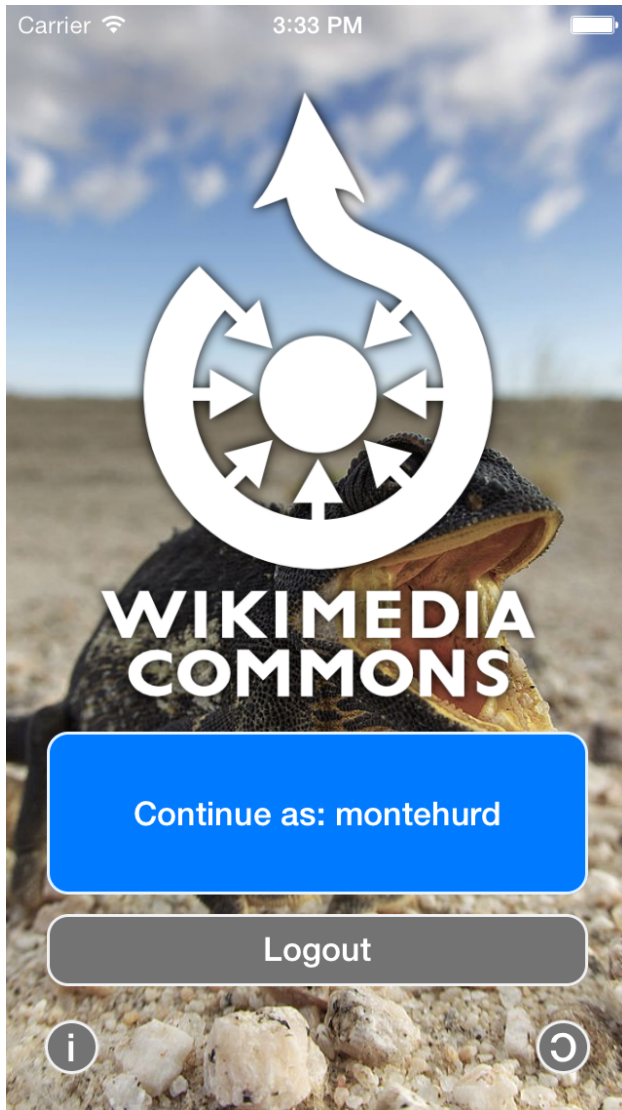
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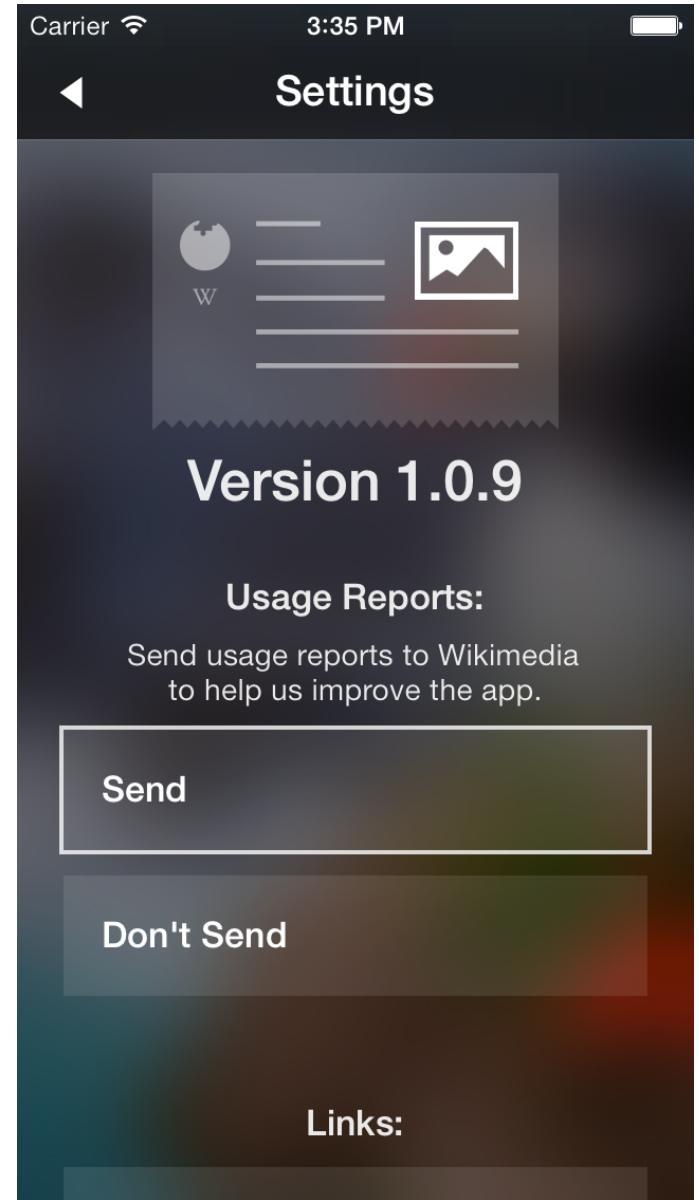
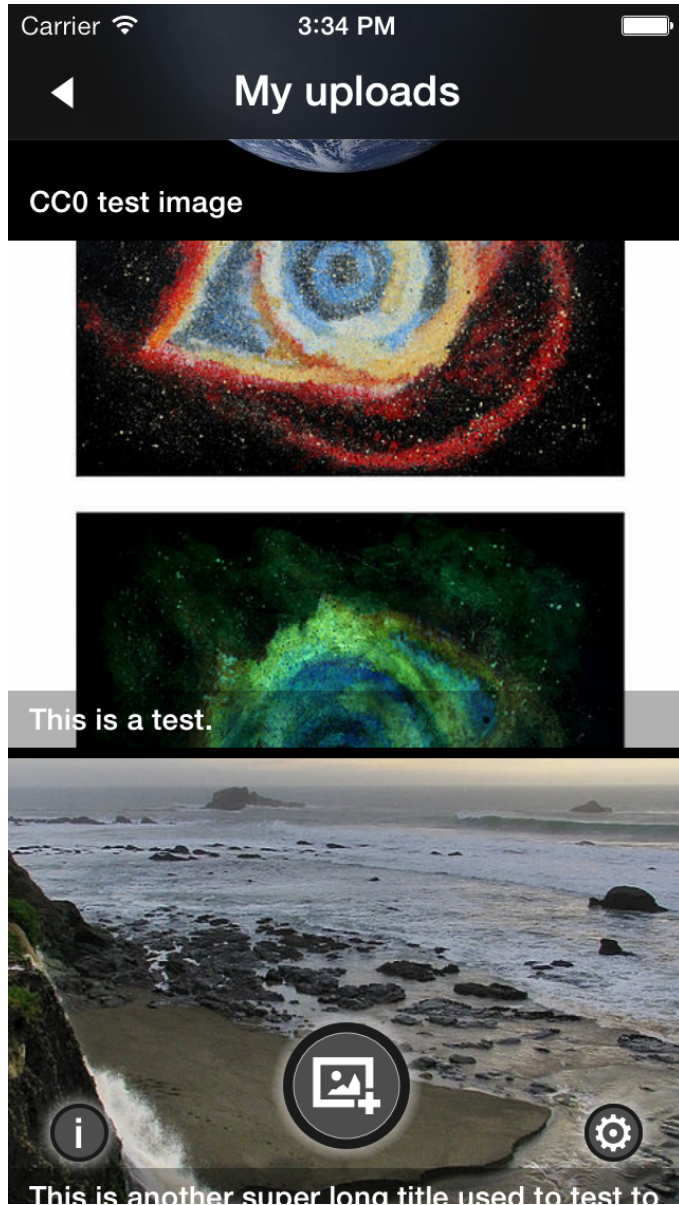
This is a minor edit  Watch this page

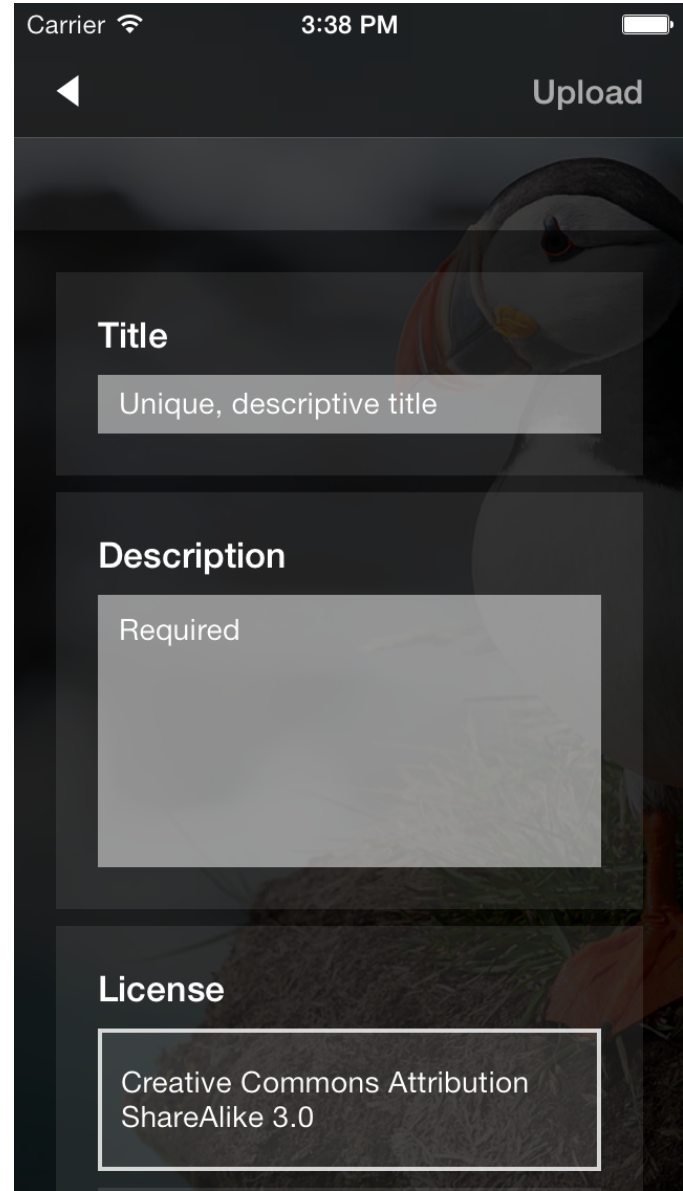
By clicking the "Save Page" button, you agree to the [Terms of Use](#), and you irrevocably agree to release your contribution under the [Creative Commons Attribution-ShareAlike 3.0 license](#) and the [GFDL](#). You agree that a hyperlink or URL is sufficient attribution under the Creative Commons license.



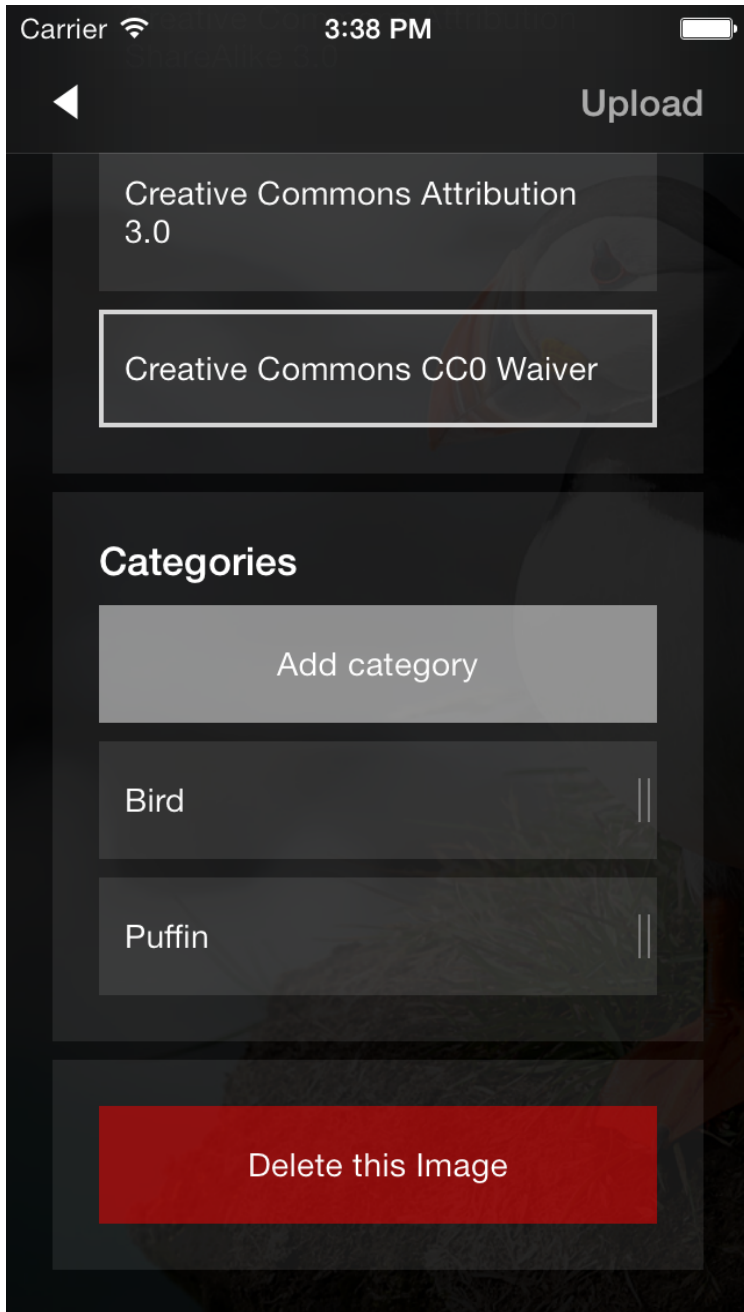








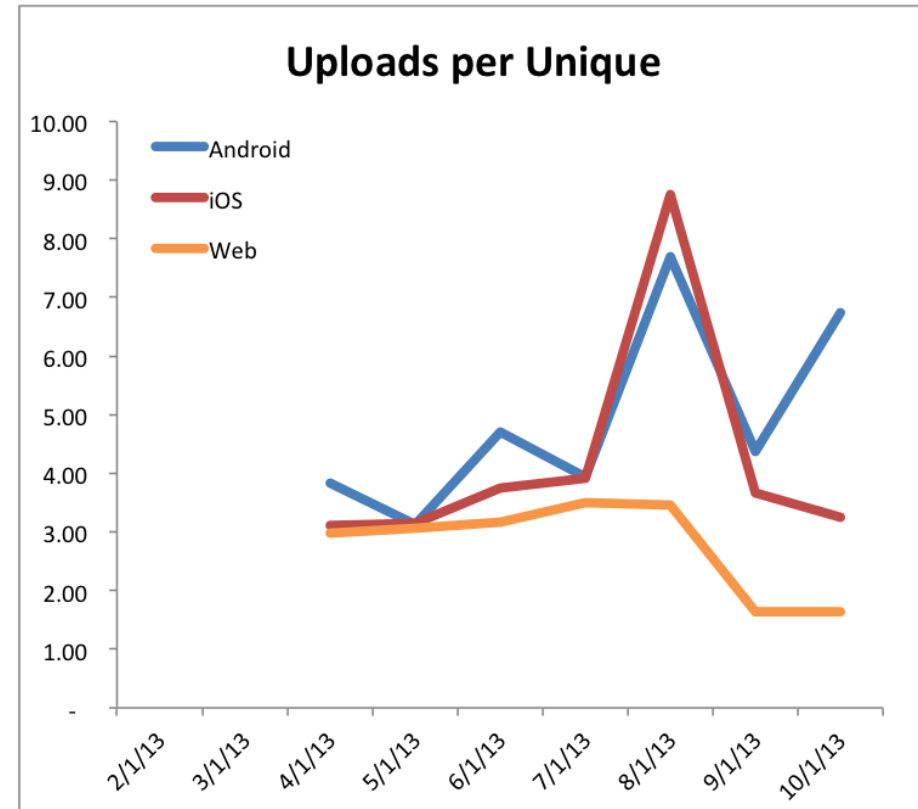
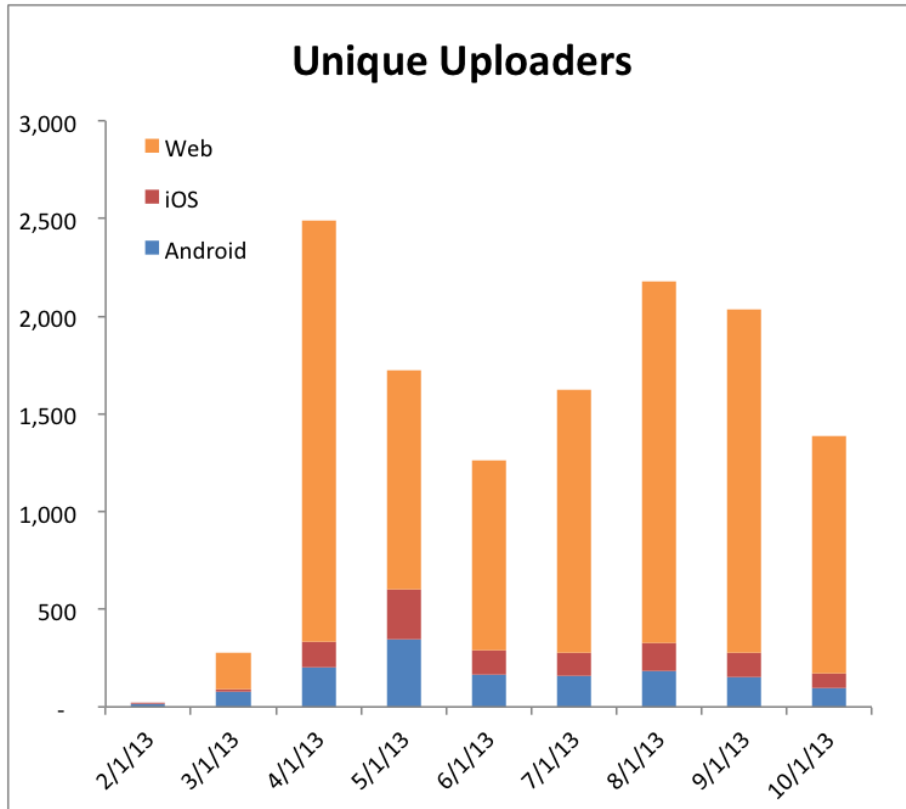




# **Apps and Mobile Web contributions comparisons**



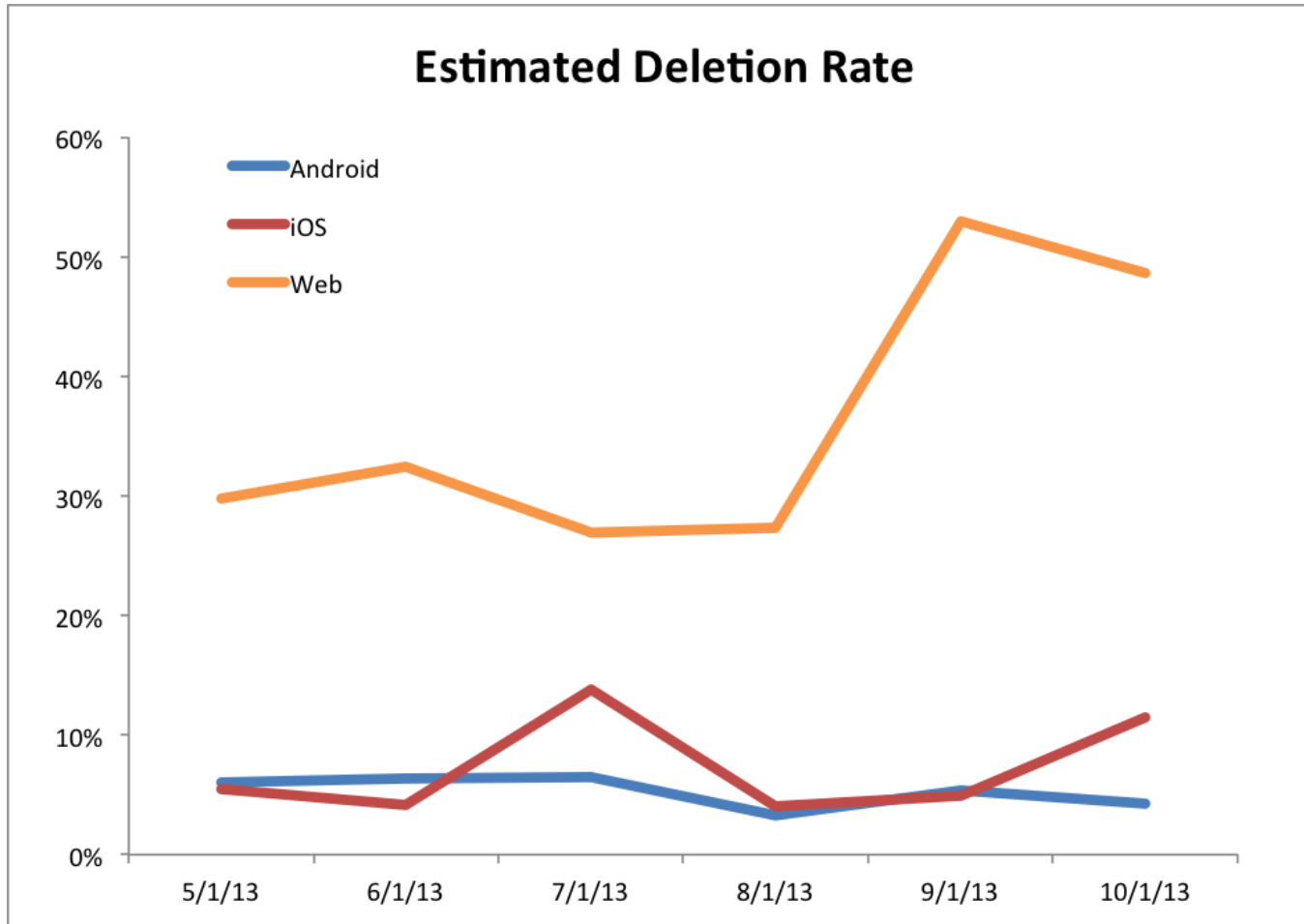
# Continuation of Q4 trends



Uploads show continuation of what we saw in Q4

- More uploaders from web
- But app uploaders more productive

# Deletion Rates



Web attracts more newbies, apps more experienced user

Note: Deletion happens in chunks

# What have we learned?

- Apps have fewer uniques but high quality uploads
- App users tend to be power users

# Mobile Editing

Last Quarterly Review, we reviewed initial data on mobile editing when it was in beta

- Mobile editors tended to be newer
- But also getting experienced editors

This basic premise has held. At the all-staff, we looked briefly at conversion rates for production, which were lower than, but in the ballpark of desktop

# Two lenses for understanding mobile contributions

## Mobile as Acquisition Vehicle

How effective is mobile at getting users to **create an account**, and driving users deeper into the **engagement funnel**?

Post acquisition edit activity can be on **desktop or mobile**

Ex: what % of users acquired on mobile make it to 5 edits (overall)?

Onboarding, CTAs, humanizing, micro-contributions

## Mobile as general contributory platform

How effective is mobile at **enabling editing activity** overall?

Editing activity can come from **new or experienced** users

Ex: what role can/does mobile play for our very active editors?

History, reverts, patrol queues

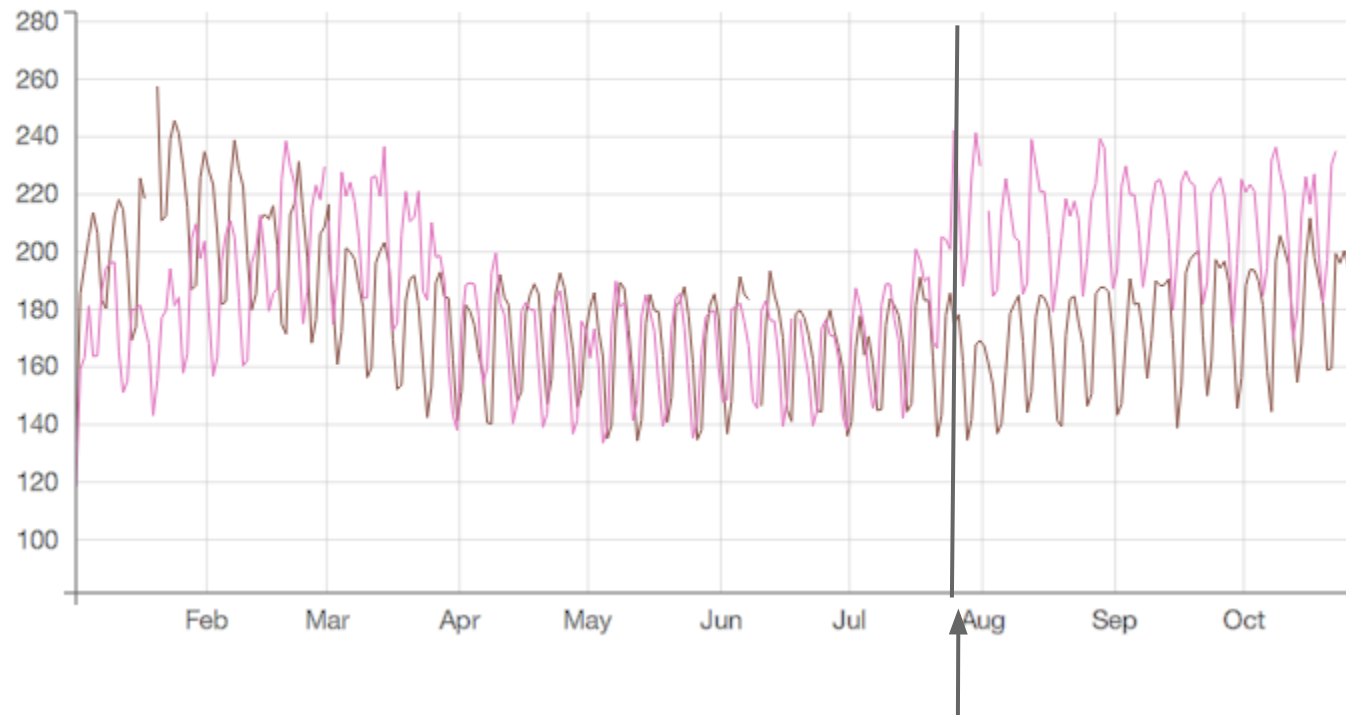
# mobile editing: strong account creation vehicle

New accounts per hour, year to year comparison



2013-01-01

2007	237.38
2008	190.21
2009	168.42
2010	170.25
2011	136.42
2012	134.17
2013	118.46



{enwiki 2012 and 2013}

2013 account creations jump above  
2012 account on July 23 with mobile editing

# comparison to mobile pageviews

Account creations  
MobileFrontend:

18%

en.m; Sept 16-30

>

Pageviews  
MobileFrontend:

16%

all projects; Oct

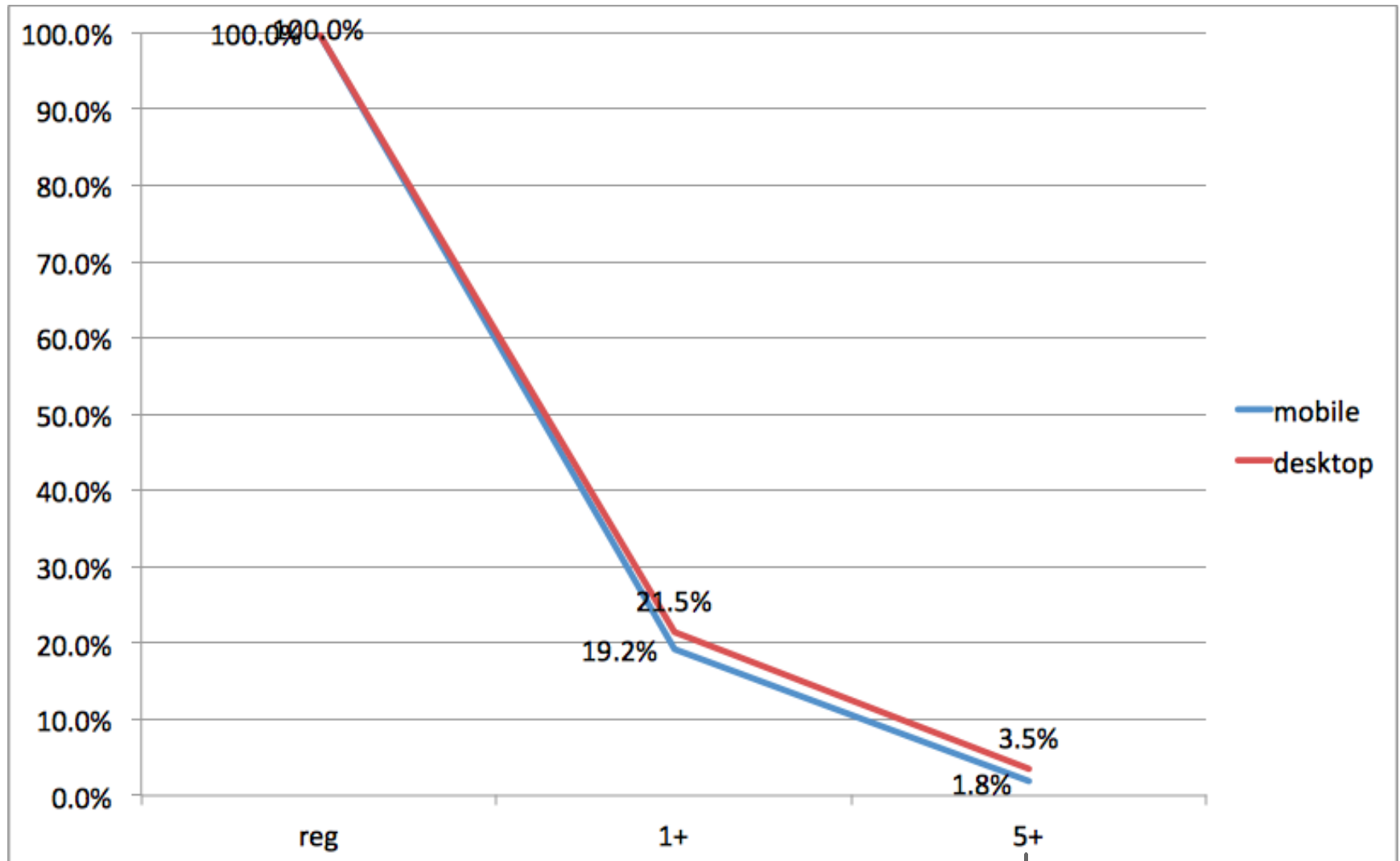
# Acq funnels: mobile vs. desktop

per month estimates	Registrations	1+	5+
Desktop	115,068	24,710	4,034
Mobile	25,648	4,912	464
Levers	Traffic* CTAs	CTA workflows	Onboarding

{enwiki; Sep 16-30; n=xx, ns0, all edits; 7 days}



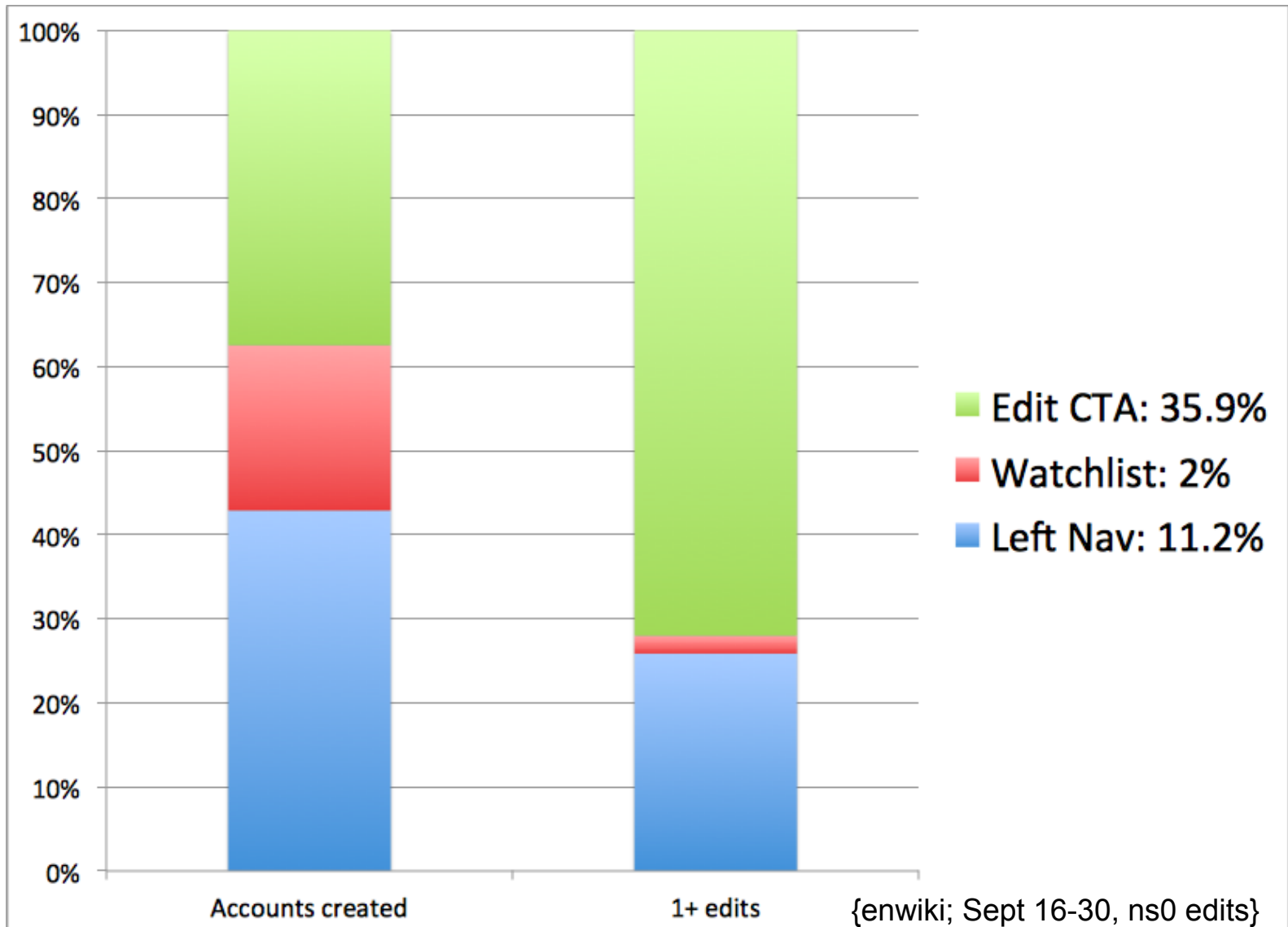
# Acq. funnel: mobile conversion lower but within same ballpark



{enwiki; Sept 16-30, ns0 edits; 7 days} [https://meta.wikimedia.org/wiki/Research:Mobile\\_editor\\_engagement/Calls\\_to\\_action](https://meta.wikimedia.org/wiki/Research:Mobile_editor_engagement/Calls_to_action)

Active editors

# edit CTA drives conversion



# first time edits

	Desktop	Mobile
add/remove or fix content	39%	36%
fix mistake <small>(form, inc wikitext)</small>	16%	8%
create article	15%	N/A
kick the tires	9%	15%
vandalize	7%	15%
other	11%	6%

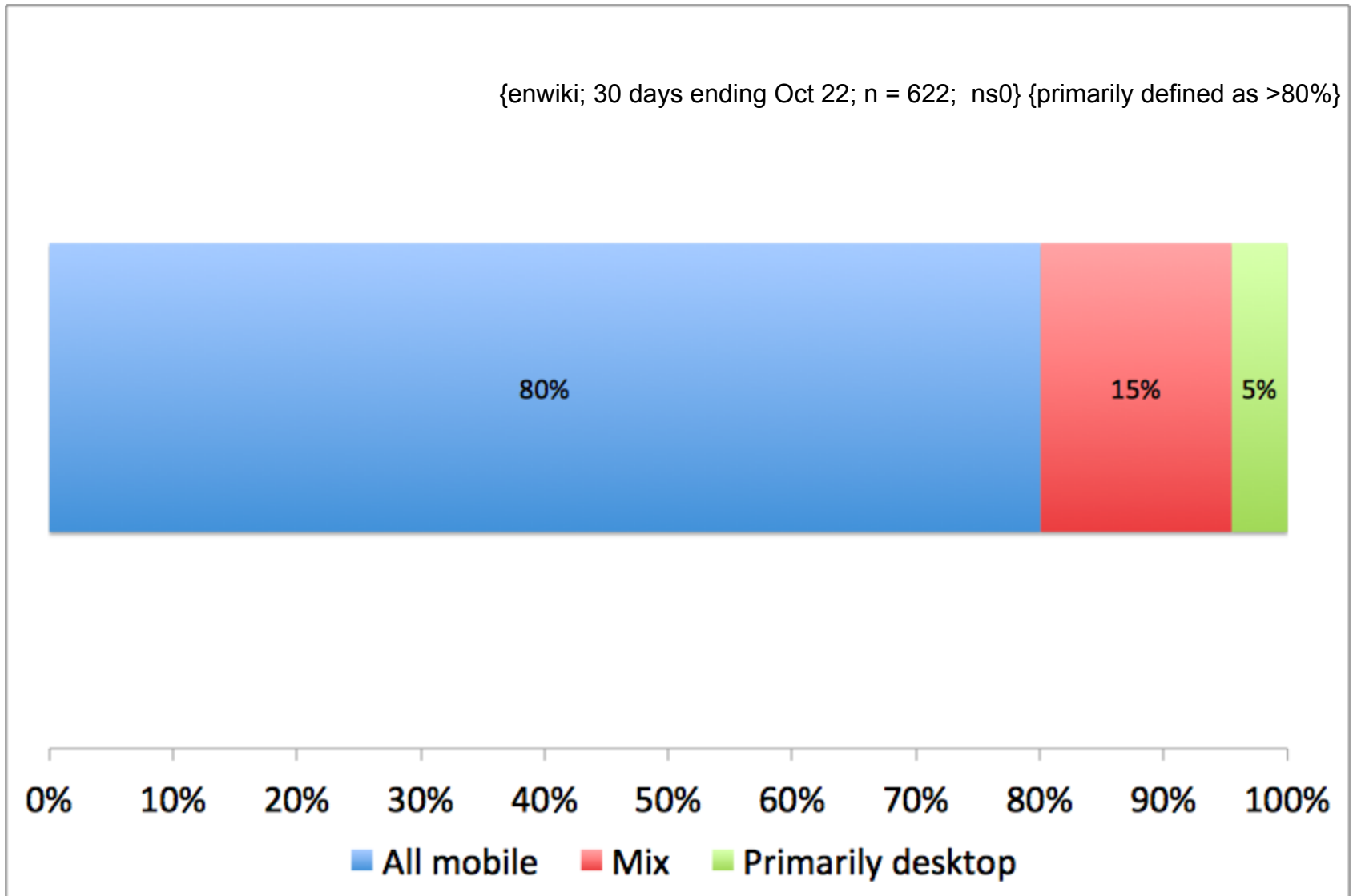
early evidence shows productivity rates close to desktop  
historical rates

{mobile handcoded results from August: maryana, kwang, quiddity}

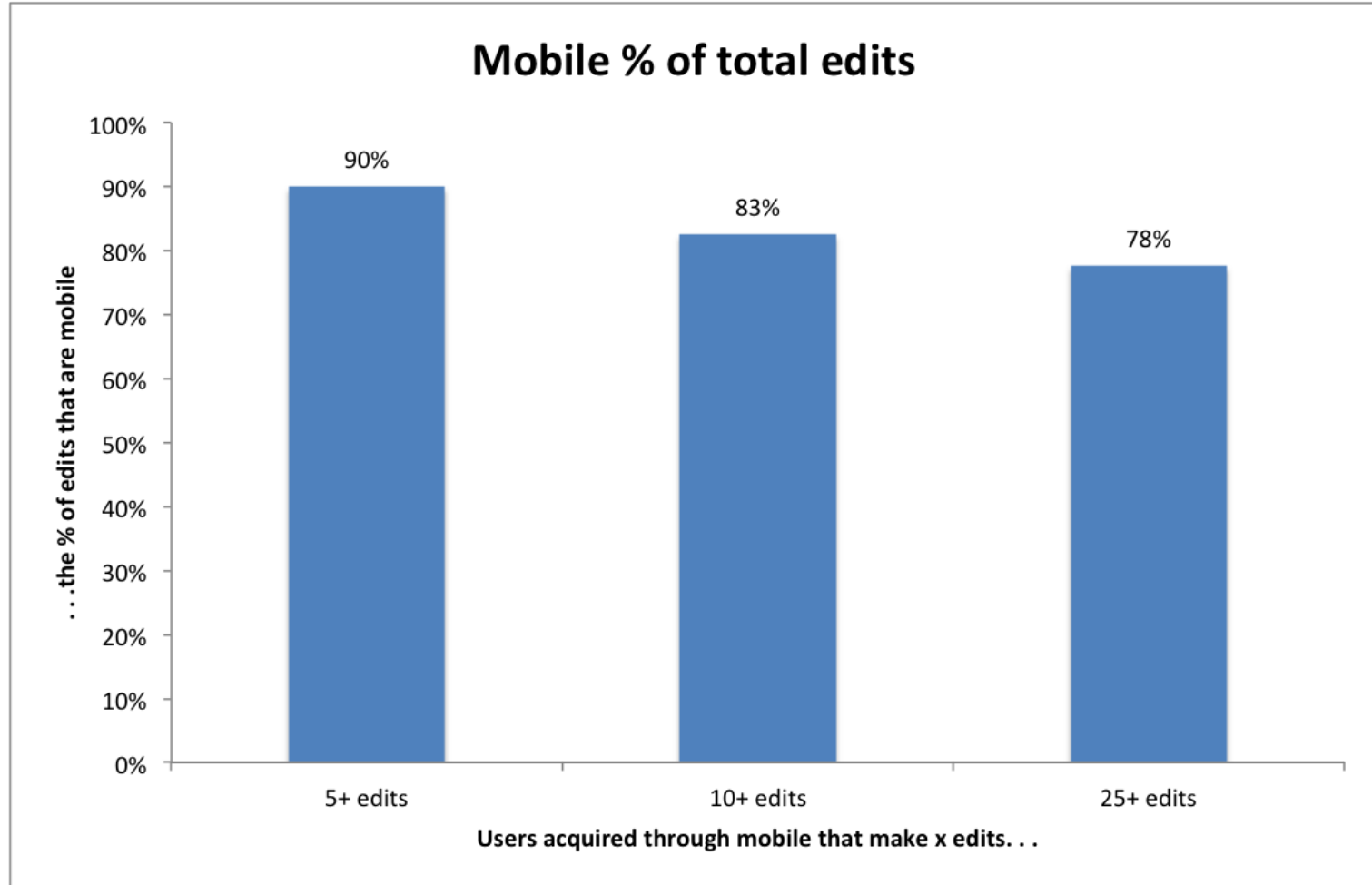
# editors that register on mobile mainly stay there

mobile acquisition: 5+ edits; trend subject to change

{enwiki; 30 days ending Oct 22; n = 622; ns0} {primarily defined as >80%}

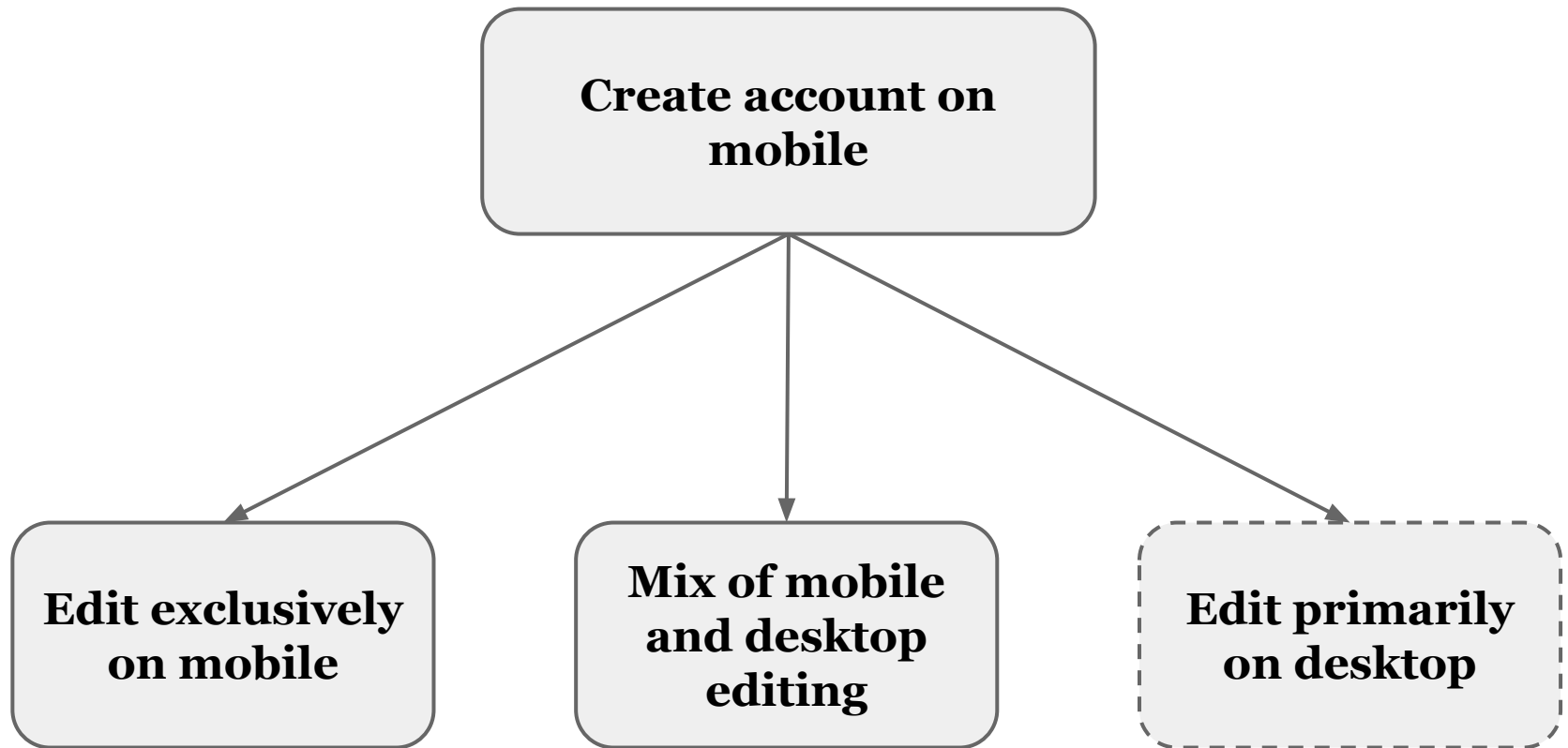


# but heavier editors acquired on mobile also migrating to desktop (?)



{enwiki; 30 days ending Oct 22; n=620, ns0}

# potential migration paths



# Now let's turn to overall mobile editing activity

## Mobile as Acquisition Vehicle

How effective is mobile at getting users to **create an account**, and driving users deeper into the **engagement funnel**?

Post acquisition edit activity can be on **desktop or mobile**

Ex: what % of users acquired on mobile make it to 5 edits (overall)?

Onboarding, CTAs, humanizing, micro-contributions

## Mobile as General Contributory Platform

How effective is mobile at **enabling editing activity** overall?

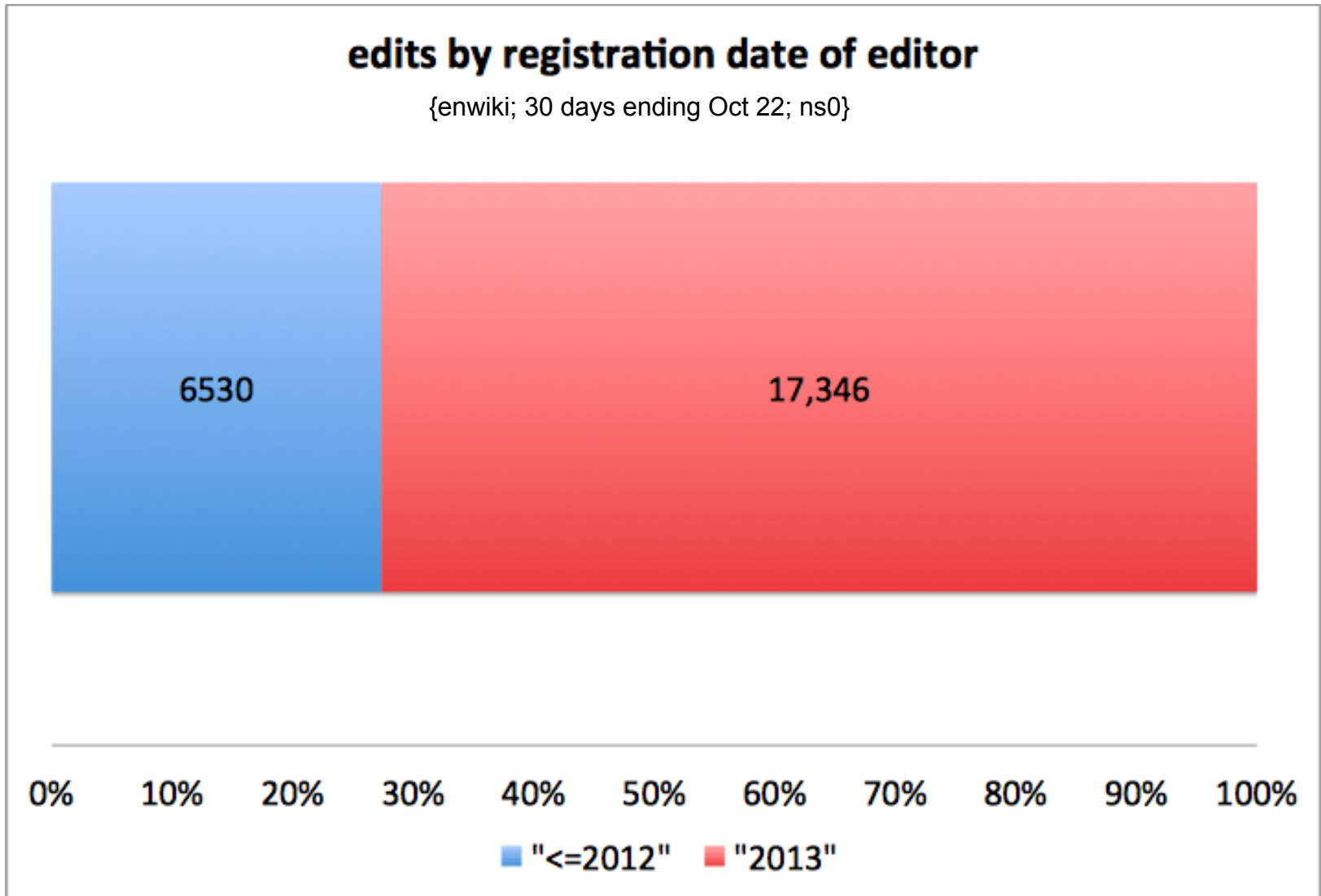
Editing activity can come from **new or experienced** users

Ex: what role can/does mobile play for our very active editors?

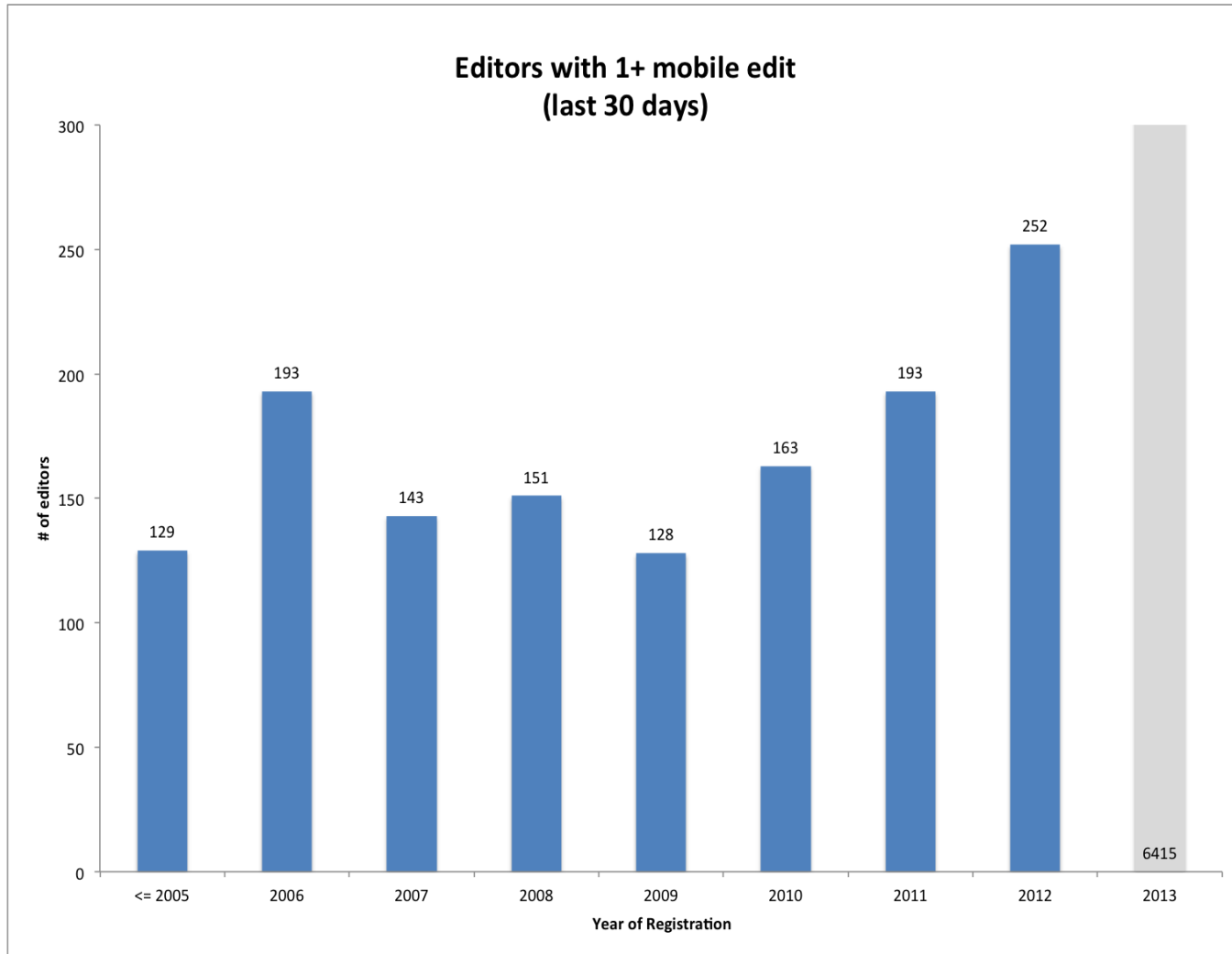
History, reverts, patrol queues



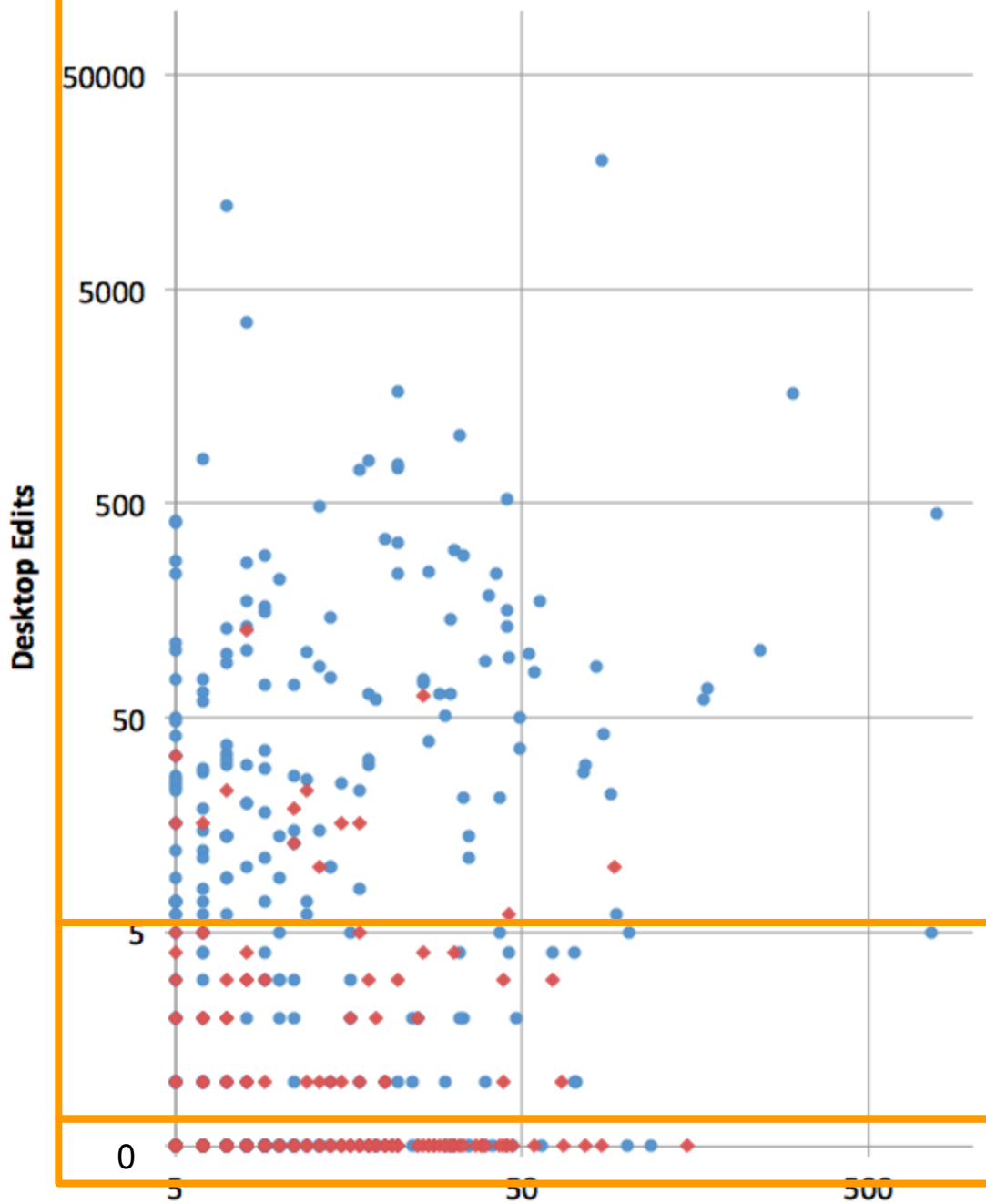
# mostly new accounts but not all



# Numbers are still small, but Wikipedians from all classes are editing on mobile



{enwiki; 30 days ending Oct 22; n=7767 [total users with >=1 mobile edit, ns0]}



editors with  
5+ mobile edits

- desktop account creations
- ◆ **mobile account creations: 75%**

Active both: 19%

Active mobile,  
occasional DT: 10%

**Only mobile: 71%**

# top 10 mobile editors

username	mobile edits	desktop edits
Indiasummer95	804	453
OnBeyondZebrax	706	4
Unreal7	315	1644
Lg16spears	246	88
Brianis19	167	56
I.am.a.qwerty	163	41
HemmyHighlander	149	0
RahulRamdhany	105	10
Sinaloa	105	0
Mike2213	103	5

{enwiki; 30 days end Oct 22; users with >=5 mobile edits, ns0}

# H Khattak: mobile account creation, edits mobile only

## Nowshera District

From Wikipedia, the free encyclopedia

This is an **old revision** of this page, as edited by **182.181.145.126** (talk) at 07:38, 27 July 2013.

(diff) ← Previous revision | Latest revision (diff) | Newer revision → (diff)



This article **does not cite any references or sources**. Please help improve this article by adding citations to reliable sources. Unsourced material may be challenged and removed. (May 2012)

**Nowshera** (Pashto: **نوشه‌ر/نوشهره**) is a **district** in the **Khyber Pakhtunkhwa** Province of **Pakistan**. Nowshera District is divided into 47 **Union Councils** and 5 provincial seats.

The district was part of the **Peshawar Metropolitan Region**.

### Contents [hide]

- Area
- Languages and demography
- List of villages in Nowshera
- See also
- References

~170 edits

## Area

1,748 km² total area. The population density is 608 persons per square kilometre. Total agricultural area is 52,540 ha. The main source of income of the region is agriculture. Until 1988 Nowshera was a **tehsil** (sub district).

## Languages and demography

Historically locals use to speak Jandali (Hindko) dialect of Punjabi which is spoken in are Shaidu, Jehangira and several other villages situated along the Grand Trunk Road. After due to Afghan Refugees and Tribal peoples arrival, Pashto language speakers are in majority. Pashto language is also spoken and understood.

According to the 1998 census of Pakistan the population was 87, a population density of 170 persons per square kilometre. The growth rate was 2.9% and the proportion of urban dwellers was 26%. The literacy rate is 65%. 0.5% are Christian, 0.3% Ahmadi and 0.1% Hindu.

## Nowshera District

From Wikipedia, the free encyclopedia

**Nowshera** (**Pashto**: **نوشه‌ر/نوشهره**) is a **district** in the **Khyber-Pakhtunkhwa** Province of **Pakistan**, its Capital is **Nowshera**.

The district was a part of **Afghanistan** as **Nowkhaar** Province till it was annexed into **British India** via the **Durand Line**.

The district was also part of the **Peshawar Division** until the reforms of **The Government of Pakistan**.

### Contents [hide]

- Area
- Languages and Demography
- Religion
- Cities & Towns
- Villages
- Tribes
- Grand Trunk Road
- Rivers
- Parks
- Trains & Railways
- Famous People
- Famous Buildings
- Hospitals/Medical Facilities
- Projects
- Highways & Motorways
- Shrines
- Wars & Battles
- Cantonments
- Union Councils
- Provincial & National Assembly Seats
- Pakistan Army In Nowshera District
- See also
- References

## Area [edit]

1,748 km² total area. The population density is 608 persons per square kilometre. Total agricultural area is 52,540 ha. The main source of income of the region is agriculture. Until 1988 Nowshera was a **tehsil** (sub division) of Peshawar; in 1988

It is bordered by **Peshawar District** to the West, **Mardan District** to the North, **Charsadda District** to the North West, **Swat District** to the North East, **Kohat District** to the South, **Orakzai Agency** to the South West & **Attock District** to the East.

## Languages and Demography [edit]

# Nowshera District: Difference between revisions

From Wikipedia, the free encyclopedia

Coordinates: 33°56′N 71°59′E﻿ / ﻿

Revision as of 19:59, 9 October 2013 (edit)

H Khattak (talk | contribs)

*(updated names and sorted mistakes)*

*(Tag: Mobile edit)*

[← Previous edit](#)

Revision as of 20:26, 9 October 2013 (edit) (undo) (thank)

H Khattak (talk | contribs)

*(Tag: Mobile edit)*

[Next edit →](#)

Line 228:

	The councils are:
−	*Nowshera
	*Nowshera Kalan
−	*Nowshera Cantonment
−	*Tarkha
	*Pabbi
−	*Akbarpura
	*Chowkal
	*Taru Jabba

Line 239:

	*Aman Kot
	*Dag Basood
−	*Dag Ismail Khel
−	*Saleh Khana
	*Shah Kot
−	*Nizampur
	*Kheshgi Bala
	*Kheshgi Payan

Line 228:

	The councils are:
+	*[[Nowshera, Khyber-PakhtunkhwalNowshera]]
	*Nowshera Kalan
+	*[[Nowshera Cantonment]]
+	*[[Tarkha]]
	*Pabbi
+	*[[Akbarpura]]
	*Chowkal
	*Taru Jabba

Line 239:

	*Aman Kot
	*Dag Basood
+	*[[Dag Ismail Khe]]
+	*[[Saleh Khana]]
	*Shah Kot
+	*[[Nizampur]]
	*Kheshgi Bala
	*Kheshgi Payan

# Unreal7: active on desktop and mobile

## Line 5:

I Cover	=	Craig_David_Featuring_Sting_-_Rise_&_Fall_(CD).jpg
I Artist	=	[[Craig David]] featuring [[Sting (musician) Sting]]
- I from Album	=	[[Slicker Than Your Average]]
I Released	=	28 April 2003
- I Format	=	[[Compact Disc single CD]], [[DVD single DVD]], [[gramophone record vinyl]]
- I Length	=	4:47 <small>&lt;small&gt;(Album Version)&lt;/small&gt;</small>
I Genre	=	[[Contemporary R&B R&B]]
I Label	=	[[Wildstar Records Wildstar]]

## Line 33:

}}	
-	""Rise & Fall"" is a song by [[United Kingdom British]] [[R&B]] artist [[Craig David]] and the third single taken from his album "[[Slicker Than Your Average]]". The song, a collaboration with British musician [[Sting (musician) Sting]], returned David to the UK top five, peaking at number two on the [[UK Singles Chart]]. It was the biggest hit from the album. The song is based on a sample of the 1993 song "Shape of My Heart" from Sting's album "[[Ten Summoner's Tales]]". Girl group [[Sugababes]] released their song, "[[Shape (song) Shape]]", which also sampled the [[Sting (musician) Sting]] song within weeks of "Rise & Fall". The song also returned David to the top ten of the [[ARIA Charts Australian Singles Chart]], outpeaking both "[[What's Your Flava?]]" and "[[Hidden Agenda (Craig David song) Hidden Agenda]]". It also marked the first [[DVD single]] release from David.
	The music video was directed by Max & Dania who have directed a number of Craig David's videos.

## Line 5:

I Cover	=	Craig_David_Featuring_Sting_-_Rise_&_Fall_(CD).jpg
I Artist	=	[[Craig David]] featuring [[Sting (musician) Sting]]
+ I Album	=	[[Slicker Than Your Average]]
I Released	=	28 April 2003
+ I Format	=	[[CD single]], [[DVD single]], [[gramophone record vinyl]]
+ I Length	=	4:47
I Genre	=	[[Contemporary R&B R&B]]
I Label	=	[[Wildstar Records Wildstar]]

## Line 33:

}}	
+	""Rise & Fall"" is a song by [[United Kingdom British]] [[R&B]] artist [[Craig David]] and the third single taken from his <b>second studio</b> album, "[[Slicker Than Your Average]]" ( <b>2002</b> ). The song, a collaboration with British musician [[Sting (musician) Sting]], returned David to the UK top five, peaking at number two on the [[UK Singles Chart]]. It was the biggest hit from the album.
	The song is based on a sample of the 1993 song "Shape of My Heart" from Sting's album "[[Ten Summoner's Tales]]". Girl group [[Sugababes]] released their song, "[[Shape (song) Shape]]", which also sampled the [[Sting

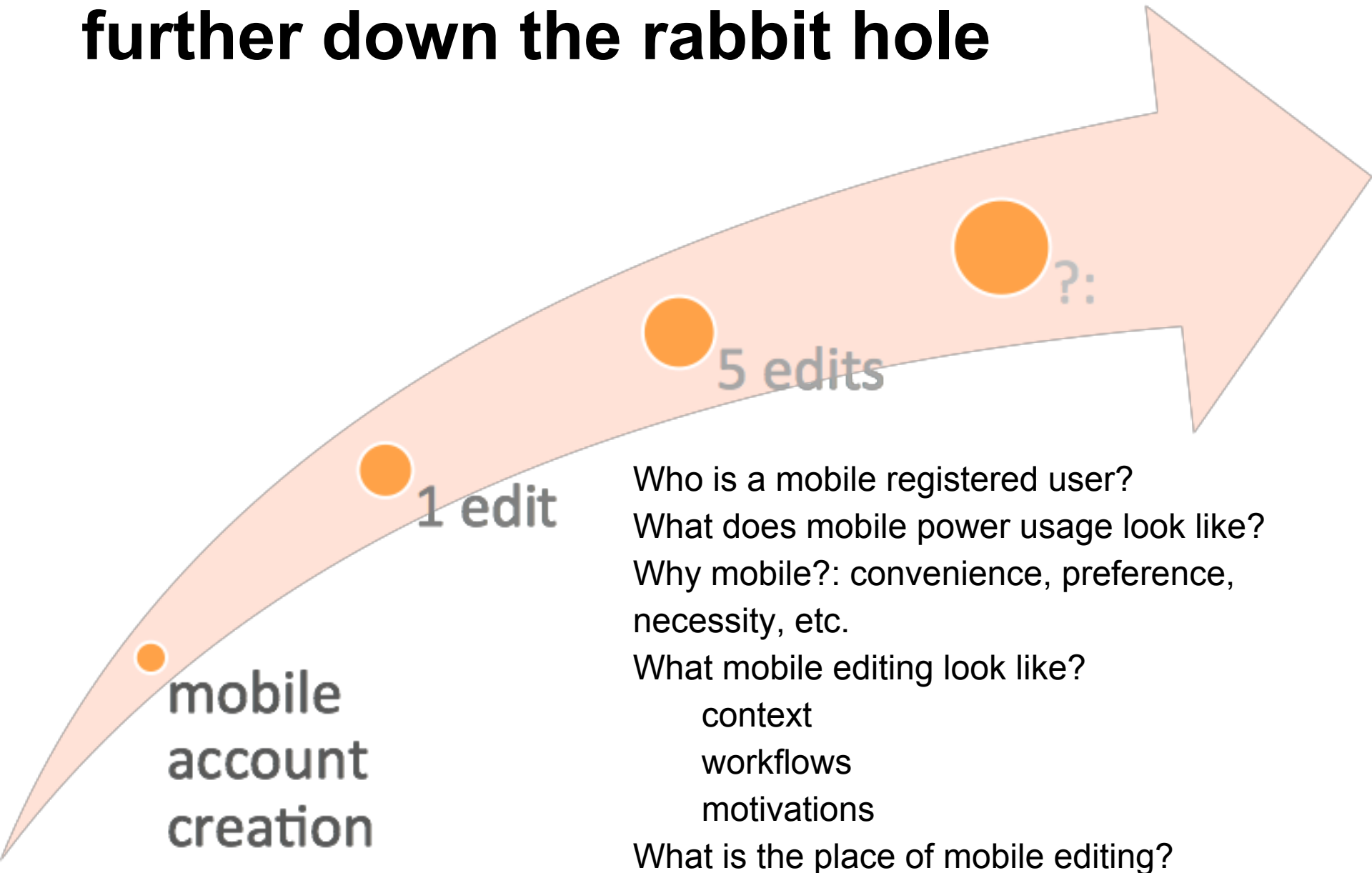


# PamD: active on desktop and mobile

"I enjoy it...it's the sort of thing I'm good at, as a retired librarian... Usually, from a laptop on a desk at home...**Often [I edit on mobile] lying in bed early morning**, checking watchlist or stub category, finding something I need to edit...[ or] where I am at the time... sitting in the car admiring a view with Mother (96, no short-term memory, not a great conversationalist), or away from home”

“Main problem is that it seems to assume that the mobile reader is dumb and doesn't need the same facilities which we provide automatically for a desktop readers...**I'm not a pre-teen playing with social media, I'm a mature and experienced editor** who sometimes uses a mobile to read and to edit the encyclopedia. And our numbers will be growing, as more people acquire smartphones (even if its their children's or grandchildren's cast-off phones, as in the case of some people I know!)"

# open questions: further down the rabbit hole



# summary: mobile editing

## as acquisition vehicle:

- Lots of users acquired (~18%). Early indication is that a good portion of acquisition is incremental.
- Convert at rates similar to desktop. Conversion mainly in response to edit CTA. Stay mostly on mobile.
- Intent of early edits is similar. Whether they become power editors is unclear. Some evidence of migration to desktop after more edits.

## for overall editing:

- Dominated by mobile account creators who only edit on mobile.
- Non-negligible activity from older users and users active on both platforms.
- What are they doing?

# Device Strategy - Contributions Focus (What We Know Now)

Smartphone	Tablet	Desktop
<p><i>Web:</i></p> <ul style="list-style-type: none"><li>• Wikitext editor (for now)</li><li>• Mobile specific features (e.g. nearby)</li></ul> <p><i>Apps:</i></p> <ul style="list-style-type: none"><li>• Commons upload,</li><li>• Wikipedia: Contributory TBD.</li></ul>	<p><i>Web:</i></p> <ul style="list-style-type: none"><li>• Redirect to Mobile Front-end</li><li>• VE on tablets</li></ul> <p><i>Apps:</i></p> <ul style="list-style-type: none"><li>• No app this year</li></ul>	All features

# Goals and Roadmap: Q2 Goals

Q4	Q1	Q2	Q3 - Q4
<b>1K Unique Photo Uploaders</b>	<b>6,000 Unique Contributors</b> (Upload +edit)	<b>1,000 Active Mobile Editors (enwiki)</b>	<b>Adding Contributory Funnels</b>
<ul style="list-style-type: none"> <li>• Editing -&gt; Beta</li> <li>• Photo Upload</li> <li>• Commons App</li> </ul>	<ul style="list-style-type: none"> <li>• Editing -&gt; Prod</li> <li>• Photo Upload</li> <li>• Campaigns</li> </ul>	<ul style="list-style-type: none"> <li>• On-boarding</li> <li>• VE Research</li> <li>• Wikipedia App</li> </ul>	<ul style="list-style-type: none"> <li>• Micro-contribs</li> <li>• VE on Tablets</li> <li>• App Contribss</li> </ul>

	Baseline	End Q2	End Q3	End Q4	Increase/Q
Mobile Accounts Created	26500	29760	33420	37531	1.123
Conversion to Active	2.6%	3.2%	3.9%	4.8%	1.23
Active Accounts	689	952	1315	1816	

Notes: Flow is TBD, timing of Campaigns launch (admin + scavenger lists), foundational features such as histories, diffs, etc. is ongoing work for mobile web

# Q2 Roadmap

	Oct	Nov	Dec
Mobile Web	<ul style="list-style-type: none"><li>● Getting started: 1+ Edits</li><li>● Read User Profiles</li><li>● Overlay and Back</li><li>● VE Research</li></ul>	<ul style="list-style-type: none"><li>● Getting Started: Tutorials</li><li>● Mobile documentation</li><li>● Humanizing WP</li><li>● User talk</li><li>● VE Research</li></ul>	<ul style="list-style-type: none"><li>● Getting Started: Refinements</li><li>● Mobile Contribs</li><li>● Write User Profiles</li><li>● VE Research</li></ul>
Mobile App	Commons	WP Reader	WP Reader

Focus on feature delivery. Lots of additional streams of work not listed.

# Asks

- More A/V support in the office
- Proper page view stats for user agents and proxies and browser traffic (including app traffic OS/version breakdown)
- Increasing pace on Operations work for OpenStreetMap
- Continue work with VE Team on skin, resource loader, and Javascript UI libraries in core

Questions?



# Appendix

# Tying Mobile priorities to overall WMF priorities

## Recap

- Mobile as acquisition vehicle:
  - We're past the question of whether users will want to create accounts and edit on mobile. They clearly do.
  - Open questions:
    - will they evolve into very active editors, gnomes, or maybe just drive-by's? GS will hopefully encourage more to move to 5 edits. We'll keep observing beyond 5.
    - do we need to build a bridge to desktop to encourage pushing them into very active? At some point we probably will, but right now there is indication that moving users to 5 on mobile only could be fruitful
- Mobile as general contributory platform
  - Users from all classes are editing mobile.
  - Open question: What do they want to do? (feature | desktop | mobile table)

## Mobile priorities (tying to overall WMF priorities)

- 1. There is enough promise in the data for **mobile as an acquisition vehicle** that we'll focus on mobile as an acquisition vehicle. If the team hits its goal, that's about half of the active editors gap of ~1,500-2,000
  - 1+ number is about double that of getting started (~5,000/month, though conversion rate to 5 is lower)
  - Current 5+ number is around **600-700/mo** on enwiki. If we assume that 75% of that is incremental, that's about 500 incremental 5+ editors/month (enwiki alone). That's already a good chunk of the active editors number.
- 2. Competing priorities (why focus on acquisition is preferable right now)
  - 1. Photo Uploads: this is still promising, and we will very likely get back to this later in the year. Mobile uploaders on web gives us volume, but it's unclear whether these users can transition into more active contributors. Deletion rates of these users are also an issue
  - 2. Microcontributions/Other contributory funnels. we'll get to this later this year, but right now the early signals from mobile editing suggest mobile editing should take priority



# Summary of Contributory Funnels

	Photo Uploads		Editing
	App	Web	Web only
Funnel	App download Install Upload	1. Action bar (Lead image) 2. Left nav upload	1. Action bar (edit article) 2. Section edit ----- 1. Watchlist 2. Login
Summary	<ul style="list-style-type: none"> <li>• Mostly existing users</li> <li>• Difficult to get them to come back</li> </ul>	<ul style="list-style-type: none"> <li>• Mostly drive by users</li> <li>• Deletion rate higher than app</li> <li>•</li> </ul>	<ul style="list-style-type: none"> <li>• Mix of new, and experienced users</li> <li>• Some are exclusively mobile</li> </ul>
#'s	~300 uploaders/month	~1700 uploaders/month	~15k unique editors (1+ edit)

# Types of contributions: mobile and desktop

Activity type	Desktop	Mobile
Read articles	✓✓	✓✓
Create Account	✓✓	✓✓
Gnoming	✓✓	✓
Long-form article writing	✓✓	?
Create Article		?
Article Discussion (article talk)		
User-to-user messaging (user talk)		
Reverting		
Deleting		
Patrolling		
Following discussions		
Following articles		✓
etc		

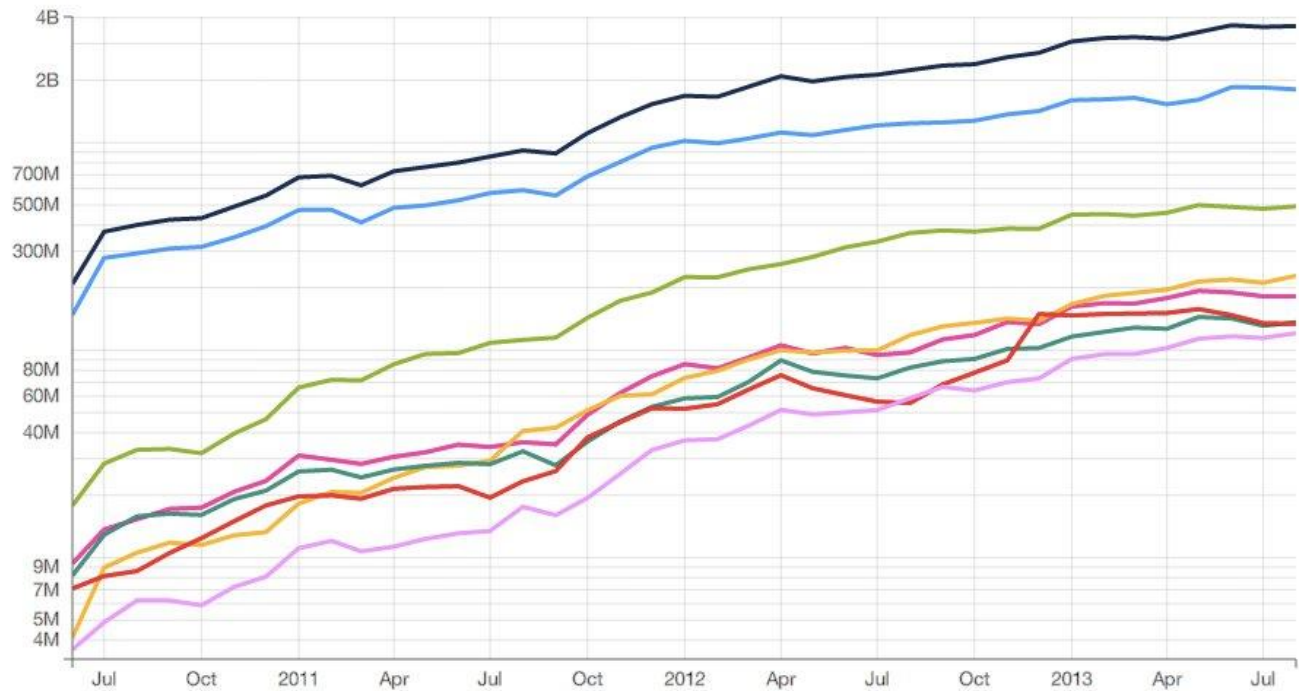
3.65 Billion

Aug 12 — Aug 13 63.12%  
Jul 13 — Aug 13 0.99%

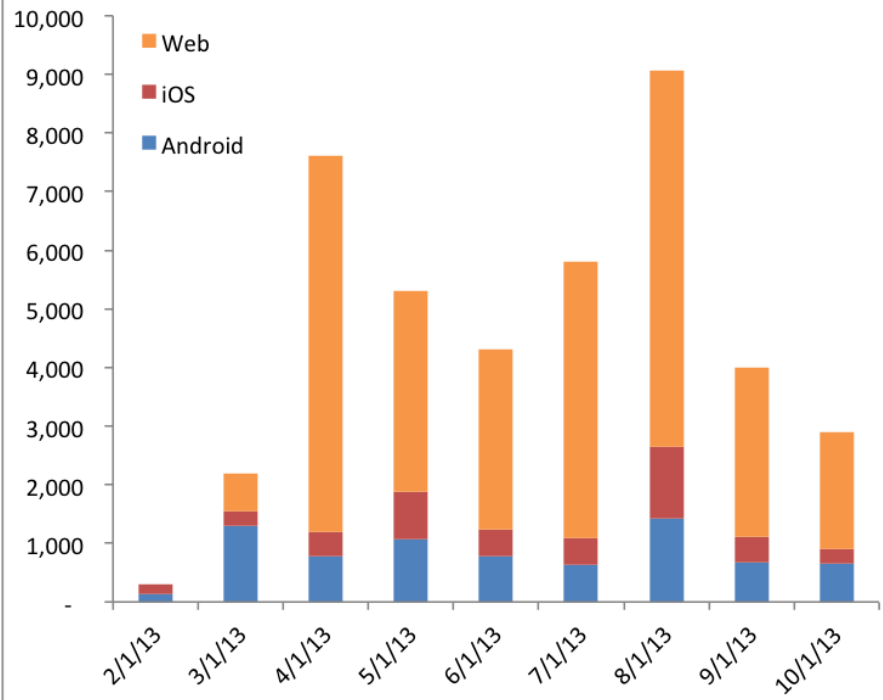
Nov 2011

<b>Total</b>	1.33B
<b>English Mobile</b>	806.98M
<b>Japanese Mobile</b>	172.88M
<b>German Mobile</b>	62.19M
<b>Spanish Mobile</b>	60.29M
<b>French Mobile</b>	45.30M
<b>Russian Mobile</b>	44.94M
<b>Italian Mobile</b>	25.35M

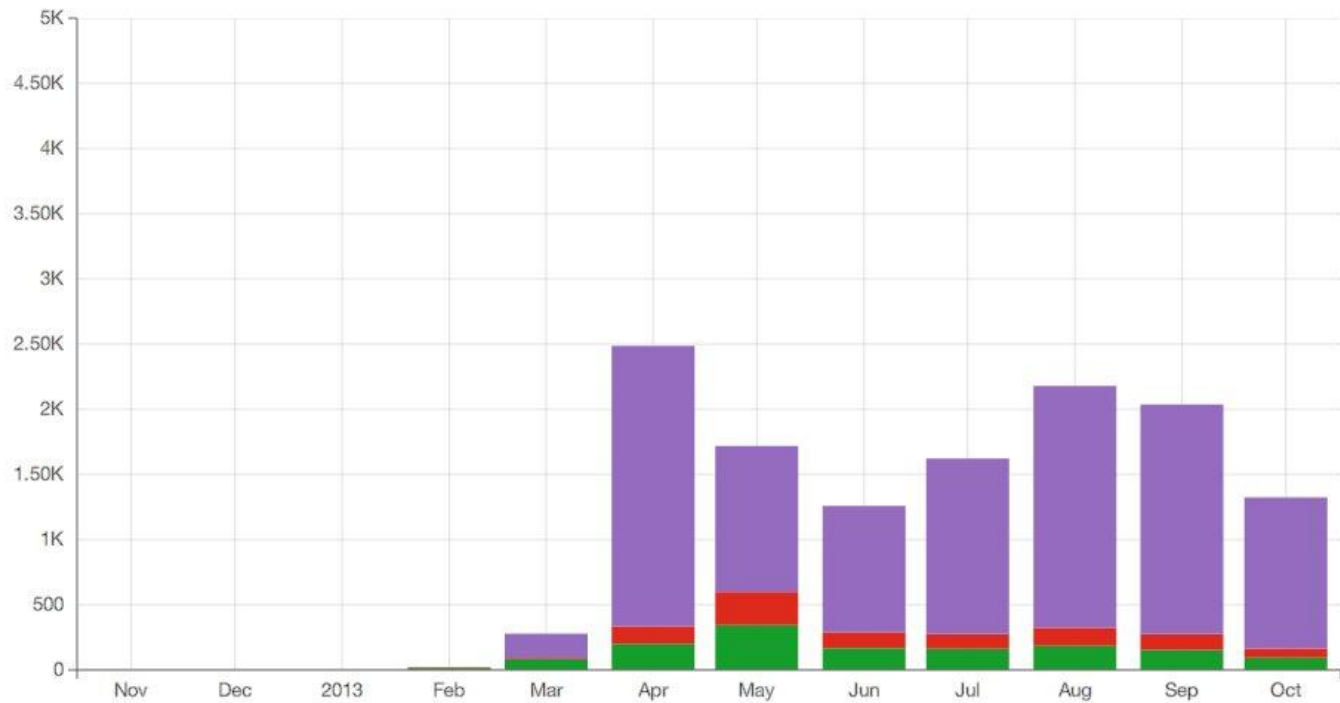
## Page Views to Mobile Site



# Uploads



## Unique uploaders (per month)



Sep 2013

Android	153.00
iOS	122.00
Web	1.76K

### Raw Data

- <http://stat1001.wikimedia.org/limn-public-data/mobile/datafiles/unique-uploaders.csv>

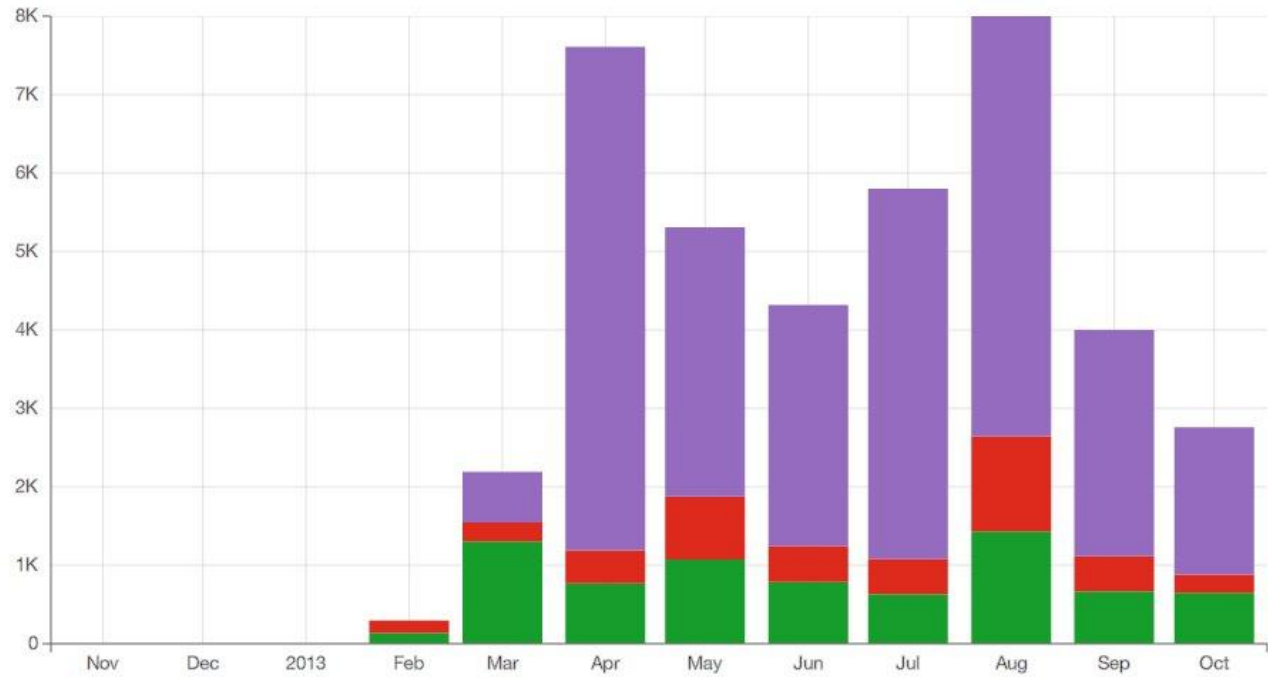
View Data as Table

Edit



## Uploads (per month)

Nov 2012	
Android	NaN
iOS	NaN
Web	NaN



### Raw Data

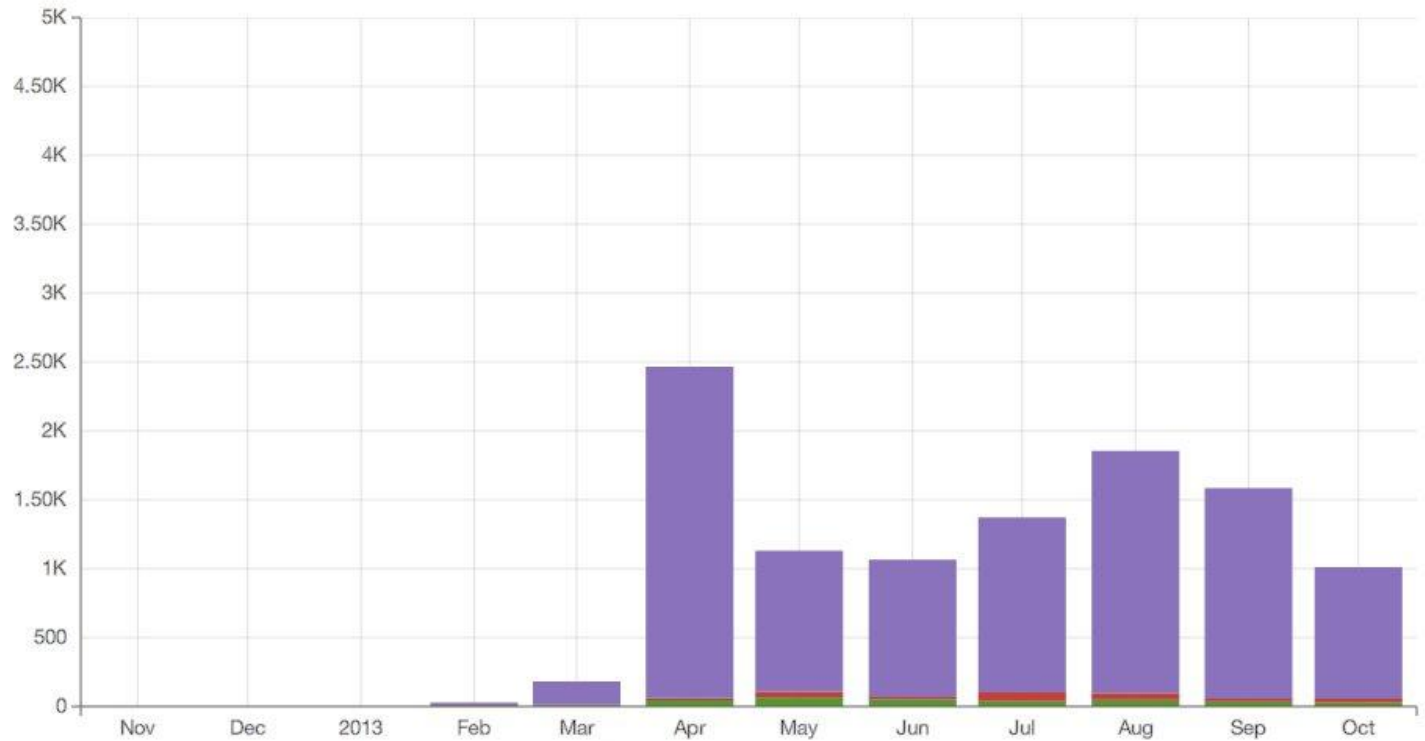
- <http://stat1001.wikimedia.org/limn-public-data/mobile/datafiles/month-uploads.csv>

[View Data as Table](#)

[Edit](#)

## Uploads deleted (per month)

Nov 2012	
Android	1.00
iOS	NaN
Web	NaN



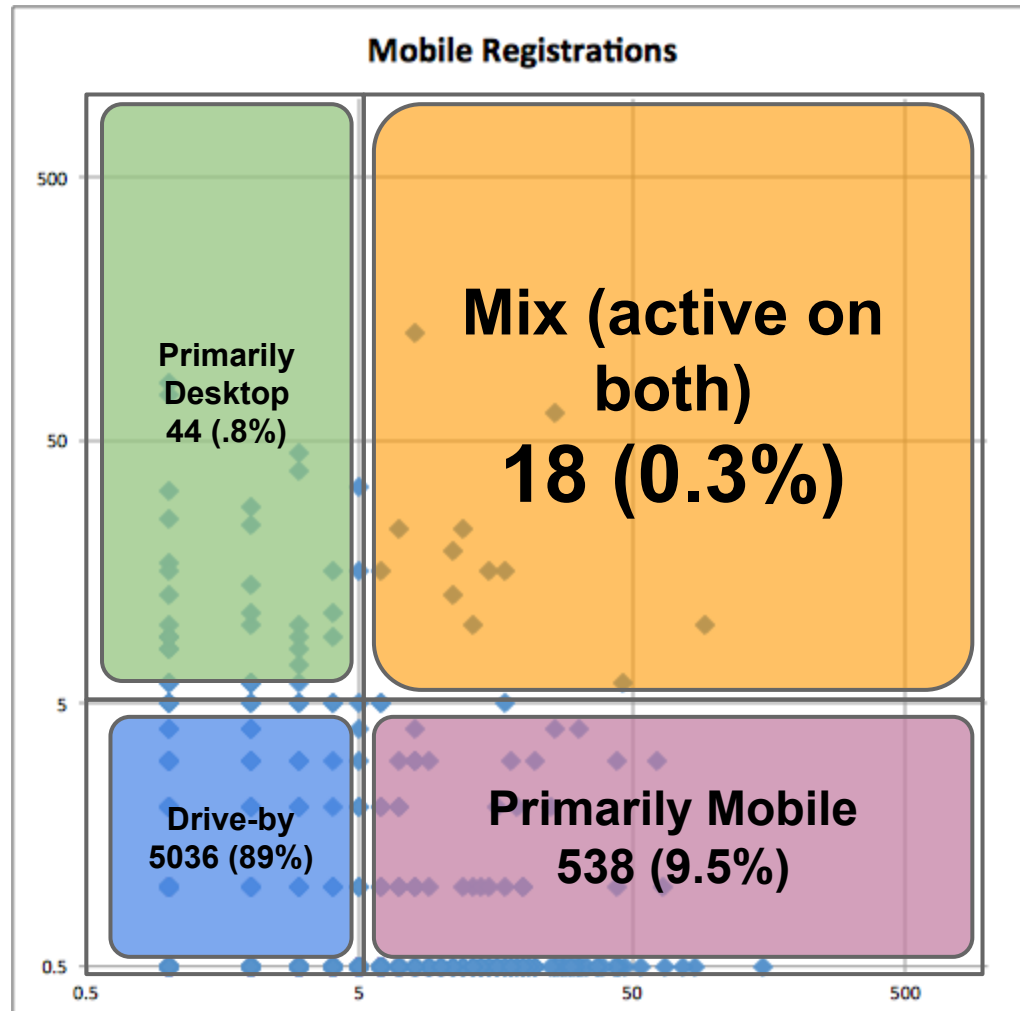
### Raw Data

- <http://stat1001.wikimedia.org/limn-public-data/mobile/datafiles/deleted-uploads.csv>

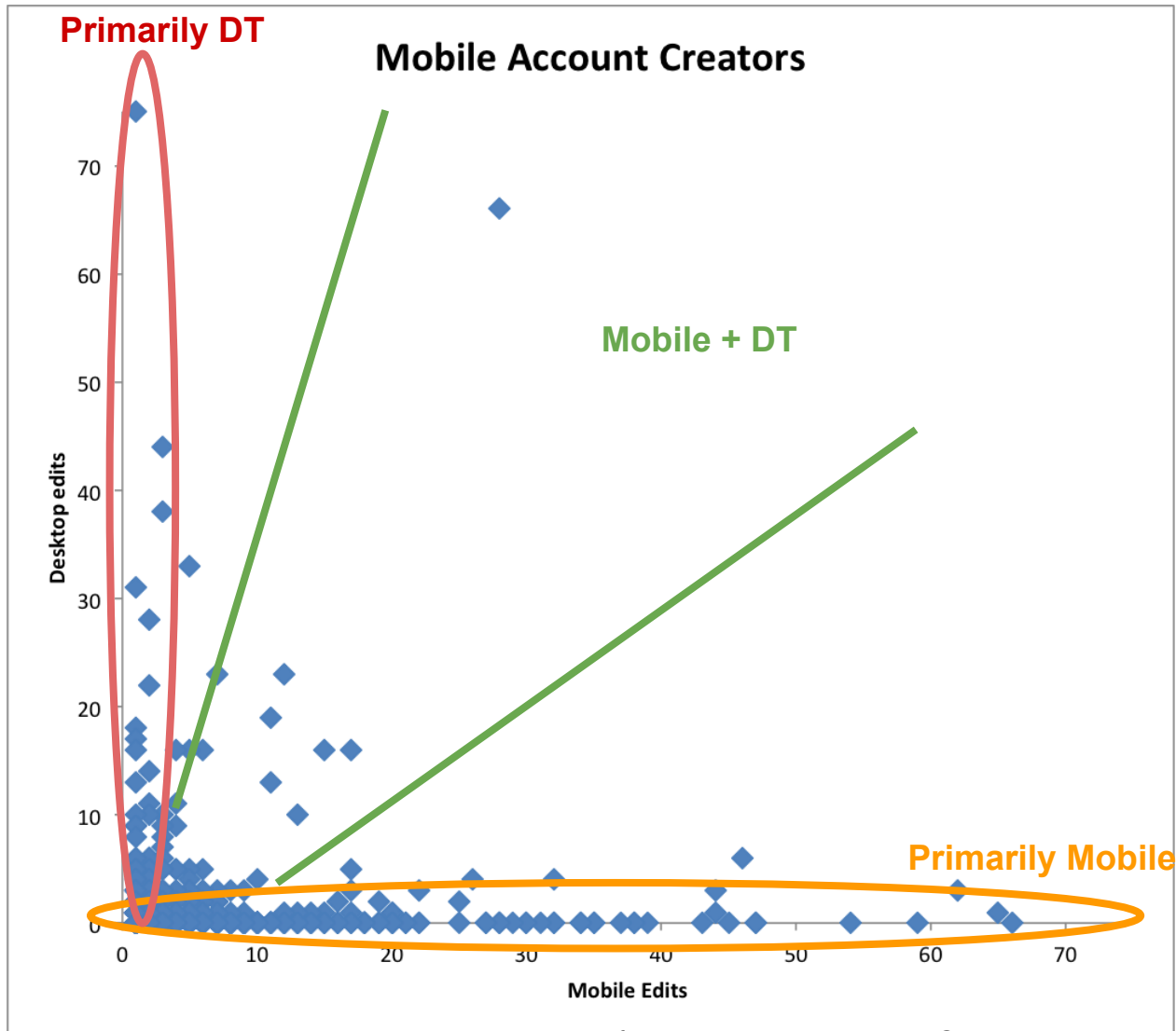
[View Data as Table](#)

[Edit](#)

# Mobile Acq: editing behavior of users that created account on mobile

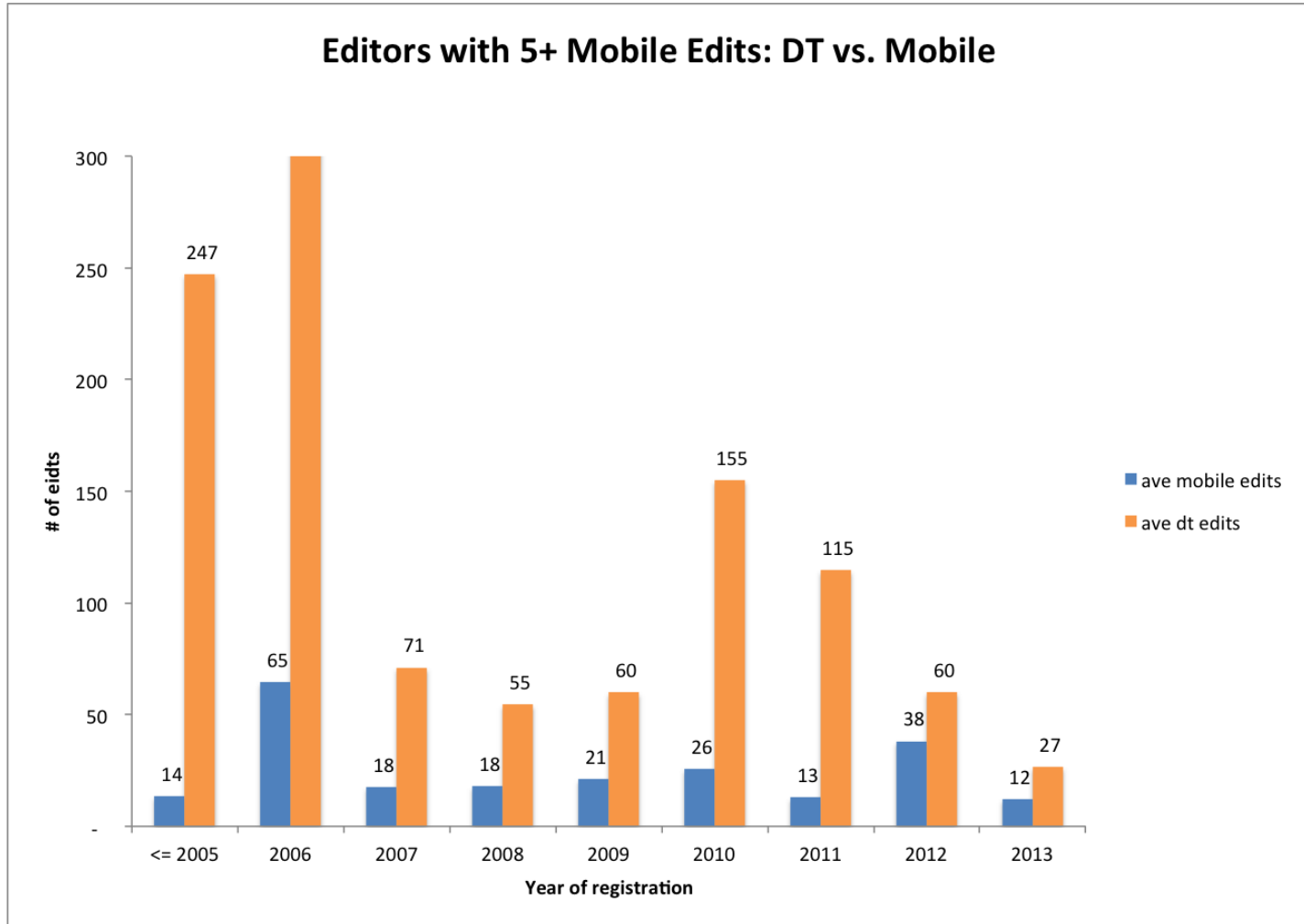


# Another way of looking at this



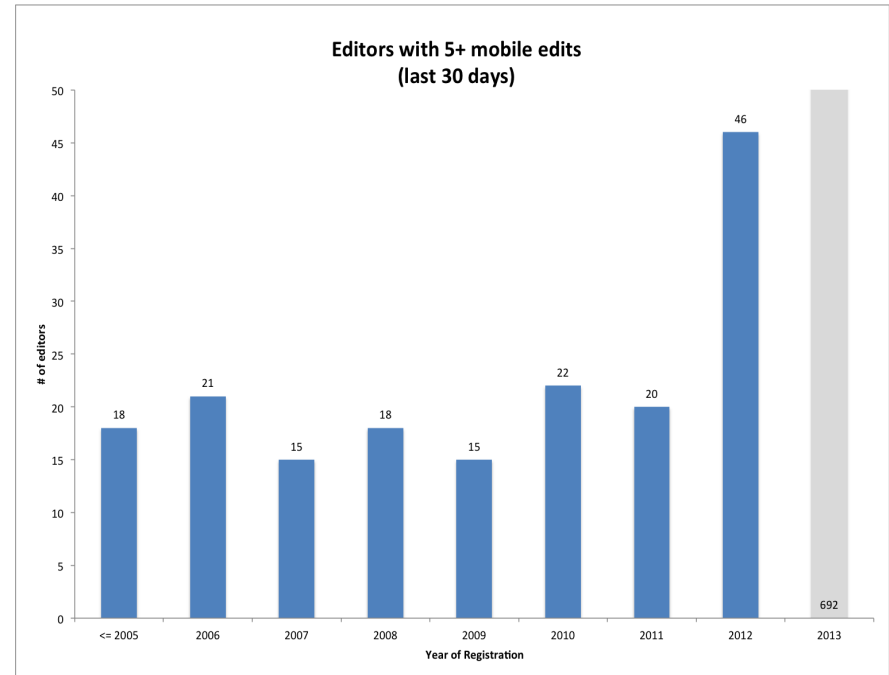
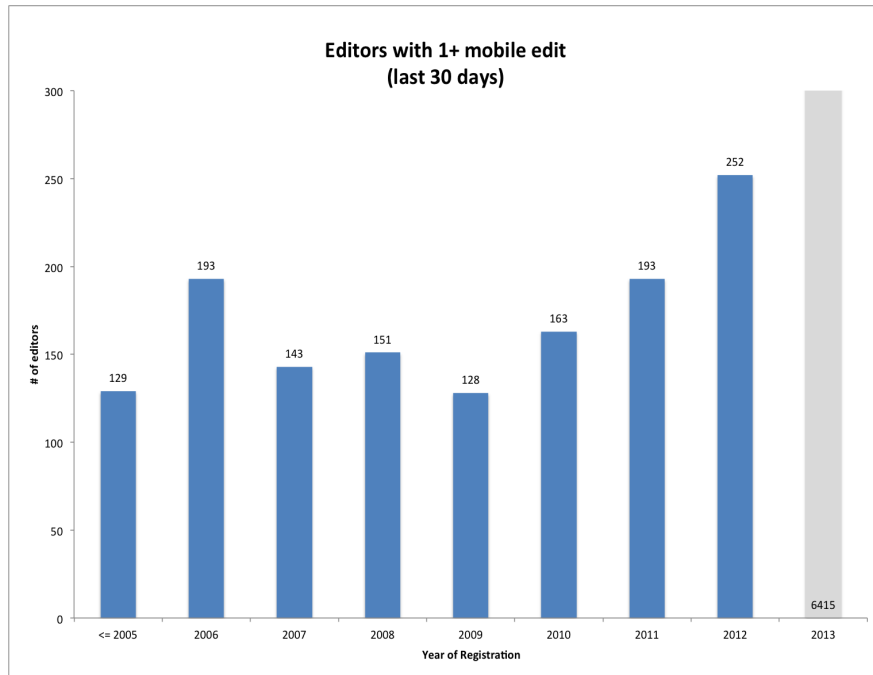
{enwiki; 30 days ending Oct 22; n=5635 1+ total mobile, ns0}

# *Average* breakdown of mobile vs. dt for editors with 5+ mobile edits



{enwiki; 30 days ending Oct 22; n=867 [total users with >=5 mobile edits, ns0]}

# Numbers are still small, but Wikipedians from all classes are editing on mobile



{enwiki; 30 days ending Oct 22; n=7767 [total users with >=1 mobile edit, ns0]}

