

Parsing the Former Contributor Survey

Survey Analysis and Findings

Report Overview

I: Numerical Analysis

II: Comment Keyword Analysis

III: Representative Comments

IV: Summary & Recommendations

Part I: Numerical Analysis

Percentages and Breakdown of
Responses

Survey Design

- **Goal:** to understand why casual contributors leave Wikipedia
- **How:** e-mailed online survey to 10,000 “casual contributors”
 - Volunteers with 20-99 lifetime edits
 - Volunteers who “left” (no edits in past 3 months)
 - Last edit in 2009
- **Timeline:** survey from 1/26/10 to 2/2/10
- **Responses**
 - 1238 completed survey (12%)
 - 989 provided at least one comment
 - 451 were open to a follow-up call

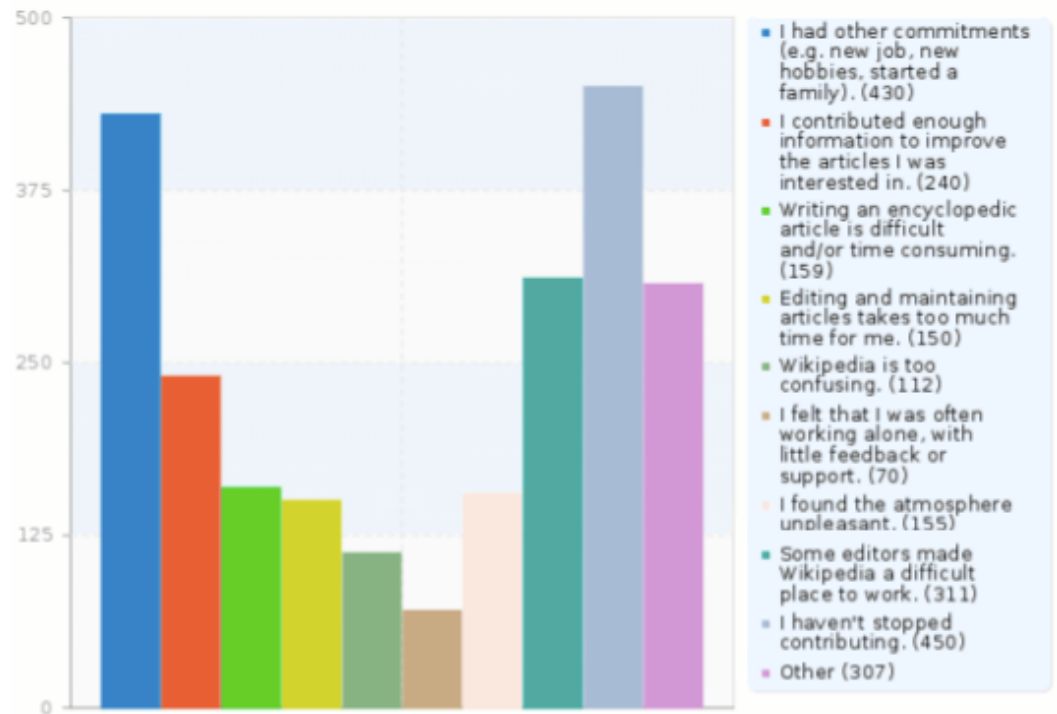
Reasons for Trying vs. Leaving

Reasons for trying Wikipedia

- 80% saw “information that I wanted to add”
- 58% saw “small error” to fix
- 47% liked sharing knowledge

Reasons for leaving

- **Personal priorities**
 - 35%: Other commitments
 - 20%: Contributed enough
- **Difficulty/Complexity**
 - 12%: Writing articles is difficult
 - 9%: Too much time to maintain
 - 6%: Found Wikipedia confusing
- **Community problems**
 - 12%: Found the atmosphere unpleasant.
 - 24%: Felt that some editors made Wikipedia difficult



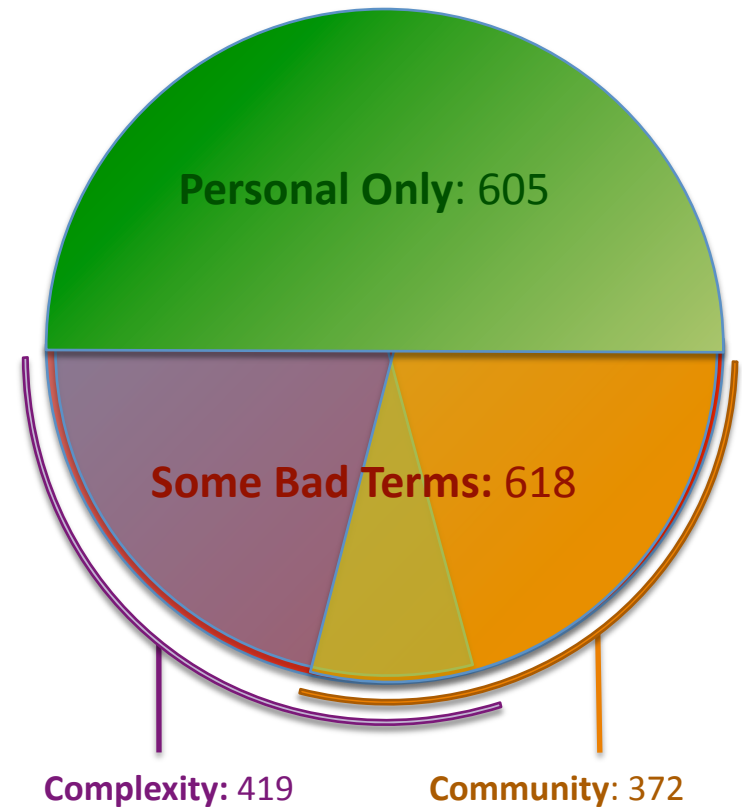
Q5: “Why Did You Leave Wikipedia?”

605 left solely for personal reasons

- Cited only personal reasons
 - “I had other commitments”
 - “I contributed enough information to improve the articles I was interested in.”
- Zero complexity/community reasons

618 left (in part) due to bad terms

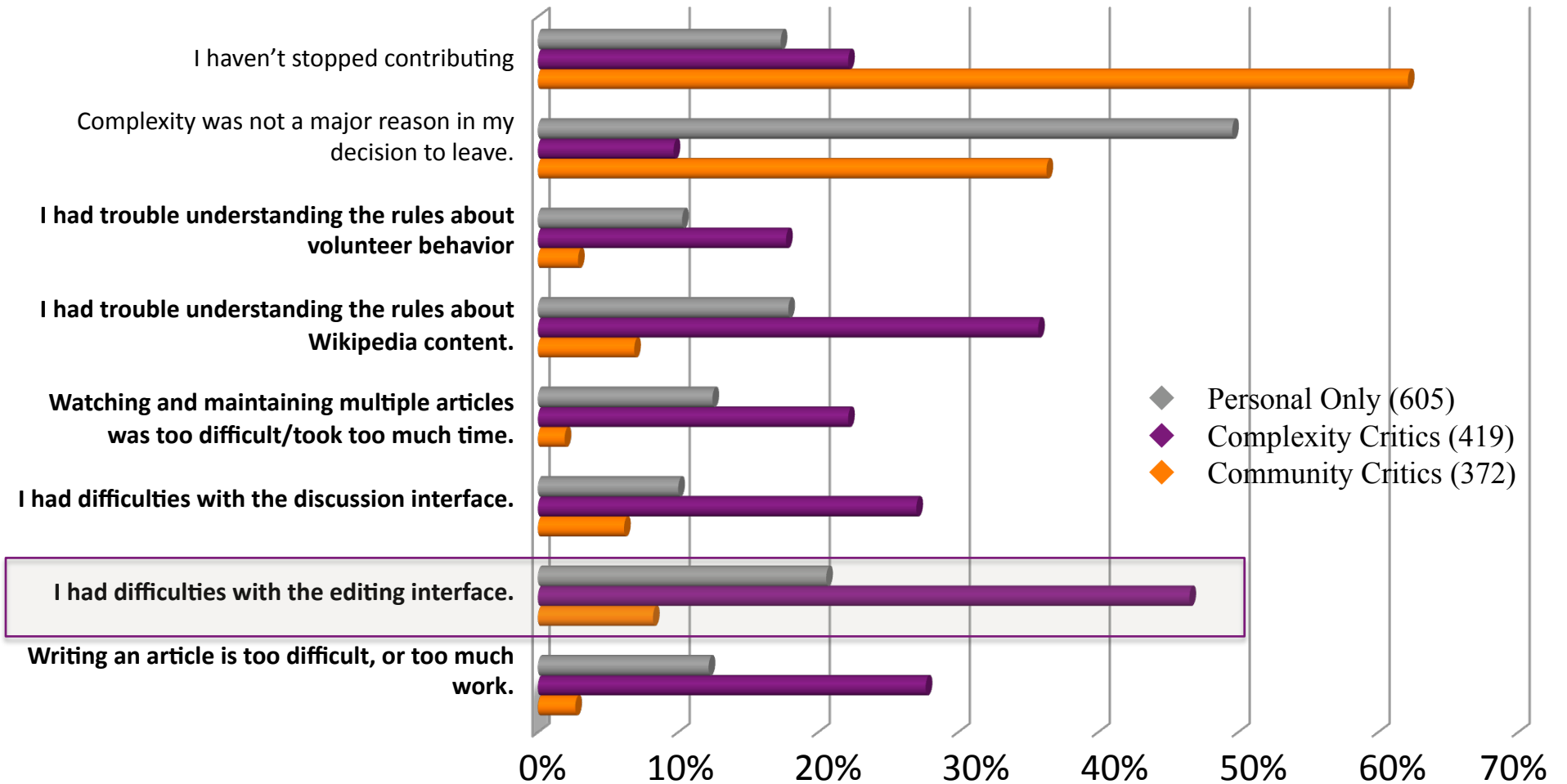
- **419** cited at least one **complexity** reason
 - “Writing an encyclopedic article is difficult and/or time consuming.”
 - “Editing and maintaining articles takes too much time for me.”
 - “Wikipedia is too confusing.”
- **372** cited at least one **community** reason
 - “I found the atmosphere unpleasant.”
 - “Some editors made Wikipedia a difficult place to work.”



Used “why did you leave” answers to categorize editors into three different segments

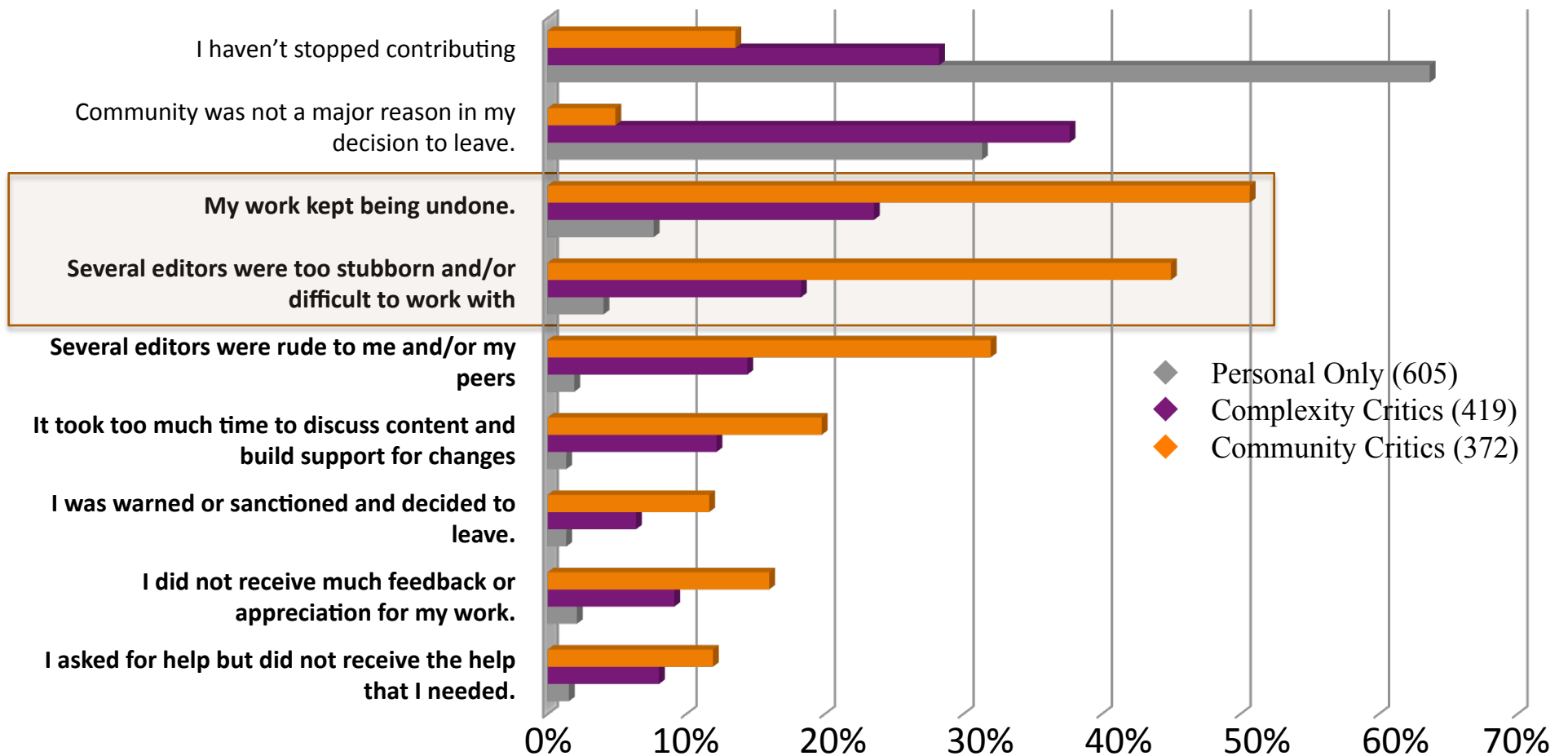
Complexity and Leaving Wikipedia

Each segment had different feelings on complexity



Community and Leaving Wikipedia

Each segment had different feelings about community



Numerical Analysis Wrap-Up

Roughly one half left solely for personal reasons

- This segment felt they had the least left to add (3.2/5.0)
 - Also said they were most likely to return to editing (4.2/5.0)

Others cited problems with Wikipedia

• Community critics

- Mainly concerned with reversion and stubbornness
 - Not necessarily open hostility or rudeness
- This segment felt they had most left to add (3.8/5.0)
 - Also the most uncertain about returning to editing (3.0/5.0)
- Skewed towards more edits/experience

• Complexity critics

- Mainly concerned with interface
- Skewed towards less edits/experience

Editors with 10-99 edits:

- ◆ 37% personal only
- ◆ 44% community critics
- ◆ 25% complexity critics

Part II: Keyword Analysis

Open-Ended Responses, by Numbers

Comments Overview

- **Asked users for their “most rewarding” experience, “worst” experience, and anything on their mind**
 - 73% left a comment in good experience
 - 74% left a comment in bad experience
 - 48% left an additional comment
 - Inexact measure: many comments said “n/a” or “none”!
- **Small but noticeable difference in comment frequency**
 - Community critics were most likely to comment on all three
 - Those who left for personal reasons commented the least
- **Applied keyword analysis on different segments**
 - Compared frequency of certain words

Keyword Analysis Method

- Analyzed frequency of words in all comments

- Did not count common “everyday” words

about, add, after, all, also, am, an, and, any, are, as, at, be, because, been, being, but, by, could, didn't, do, does, doesn't, don't, even, every, for, from, get, had, has, hasn't, have, haven't, having, his, i'm, if, in, into, is, isn't, it, it's, just, like, lot, may, me, my, no, not, of, on, once, one, only, or, out, put, really, so, some, than, that, the, their, them, then, there, these, they, this, to, too, up, us, want, was, wasn't, were, what, when, where, which, who, with, without, won't, would, you, your

- Did not count common “Wikipedia” words

added, article, articles, edit, edits, information, page, people, work, wikipedia

- Compared word frequencies between responses
 - Looked for 5+% differences on certain key words
 - Analysis had systemic biases
 - Could not detect synonyms and suffixes
 - Comments that used a word multiple times got more weight
 - *The trends are more important than the exact values*

Best Experience Analysis

“Most rewarding experiences” mentioned similar key words

	Word	f%		Word	f%		Word	f%
1	seeing	11.4	1	seeing	12.5	1	knowledge	13.7
2	knowledge	10.3	2	knowledge	9.3	2	seeing	9.5
3	adding	7.8	3	adding	8.0	3	able	8.5
4	rewarding	6.9	4	other	7.4	4	adding	7.4
5	able	5.9	5	able	6.1	5	new	7.0
6	other	5.5	6	good	5.4	6	made	6.3
7	made	5.2	7	made	5.4	7	other	6.3
8	others	5.2	8	more	5.4	8	others	6.3
9	more	5.0	9	rewarding	5.1	9	rewarding	6.3
10	many	4.6	10	contribute	4.8	10	something	4.9

- ◆ “seeing”
- ◆ “knowledge”
- ◆ “adding”
- ◆ “able”
- ◆ “made”

Personal Only

Complexity Critics

Community Critics

Worst Experience Analysis

“Worst experiences” differed by segment

Word	f%	Word	f%	Word	f%
1 none	11.6	1 deleted	9.5	1 editors	19.7
2 bad	11.4	2 editing	9.2	2 time	13.7
3 experiences	7.6	3 time	8.3	3 editor	12.4
4 experience	7.1	4 how	8.0	4 removed	12.5
5 deleted	4.7	5 editor	7.0	5 deleted	12.0
6 someone	4.7	6 more	7.0	6 other	11.5
7 seeing	4.3	7 bad	6.8	7 someone	8.6
8 editing	4.0	8 editors	6.8	8 editing	7.6
9 editors	3.5	9 much	6.1	9 made	7.3
10 see	3.5	10 know	5.8	10 more	7.3
11 time	3.5	11 new	5.8	11 did	6.7
...	12 removed	5.8	12 new	6.1
...	13 trying	5.8
...	14 difficult	5.5
...	15 made	5.5
16 removed	3.1	16 he	5.4
...	17 other	5.2
21 how	2.9	19 how	4.8
22 know	2.9	22 pages	4.6

Personal Only **Complexity Critics** **Community Critics**

- **Community Critics**
 - ◆ “editors”, “editor”
 - ◆ “removed”
 - ◆ “other”
 - ◆ “someone”, “he”
- **Complexity Critics**
 - ◆ “how”
 - ◆ “know”
 - ◆ “difficult”
 - ◆ “pages”
- **All Critics**
 - ◆ “time”
 - ◆ “deleted”
 - ◆ “made”
 - ◆ “more”
 - ◆ “new”
- **Personal Reasons Only**
 - ◆ “none”

Other Comment Analysis

“Is there anything else you would like us to know?”

Word	f%	Word	f%	Word	f%
1 editing	14.0	1 more	22.1	1 editors	21.0
2 keep	11.6	2 make	17.2	2 should	15.4
3 more	11.6	3 editing	14.2	3 more	15.0
4 good	10.6	4 time	13.7	4 can	14.0
5 contribute	10.2	5 think	11.3	5 make	13.6
6 can	9.6	6 how	10.8	6 editing	11.7
7 will	9.2	7 much	10.8	7 much	11.7
8 make	8.9	8 should	9.8	8 think	11.2
9 great	8.5	9 good	9.3	9 time	10.7
10 see	7.5	10 can	8.8	10 how	10.3
...	11 interface	8.3
12 think	7.5
...	13 editors	7.8	14 good	7.5
...
16 time	6.8	16 find	7.4	17 why	7.0
17 much	5.8	17 great	7.4
...	19 content	6.5
20 how	5.1	21 contribute	6.3
...	22 easier	6.0
...
...	25 easy	5.9	25 needs	6.1

Personal Only

Complexity Critics

Community Critics

Community Critics

- ◆ “editors”
- ◆ “why”
- ◆ “content”
- ◆ “needs”

Complexity Critics

- ◆ “interface”
- ◆ “find”
- ◆ “easy”, “easier”

All Critics

- ◆ “make”
- ◆ “time”
- ◆ “should”

Personal Reasons Only

- ◆ “keep”
- ◆ “contribute”
- ◆ “great”

Everyone

- ◆ “editing”
- ◆ “more”, “much”
- ◆ “can”
- ◆ “think”
- ◆ “how”
- ◆ “good”

Keyword Analysis Wrap-Up

Best experiences were similar for all respondents

- *“seeing”, “adding” “knowledge”, “able”, “made”*

Worst experiences...

- Non-critics often said *“none”*
- Complexity critics are trying to understand?
 - E.g.: *“how”, “know”*
- Community critics are hinting at other users?
 - E.g.: *“editor”, “editors”, “someone”, “he”, “other”*
 - Frequently mentioned *“removed”*

Keyword Analysis Wrap-Up

Respondents wanted Wikimedia to know about:

- **Everyone:** *“more”, “much”*
- **Non-critics:** *“keep”, “contribute”, “great”*
- **Critics:** *“time”, “should”*
 - **Community critics:** *“editors”, “why”, “content”*
 - **Complexity critics:** *“interface”, “easy”, “easier”*

These keywords can be applied to find comments that represent the community’s feelings.

Part III: Representative Comments

Comments that Reflect User Trends
and Key Words

Best Experiences are Universal

“seeing”, “knowledge”, “adding”, “able”, “made”

“**Adding** a whole series of articles about related subjects that had not yet seen the light of Wikipedia day. I was **able** to contribute new **knowledge** - very exciting!”

“It was rewarding just to be **able** to add to the most massive encyclopedia of **knowledge** of all sorts available to the world today. I love learning, & i love teaching others something to better themselves.”

“**Seeing** the information updated real-time. **Adding** on to the collective pool on **knowledge** accessible to all.”

“**Adding** to an article, using researched facts and feeling like I had **made** a very small but helpful contribution.”

“I like being **able** to fix small typos and stuff. It's gratifying **seeing** changes reflected immediately and permanently.”

“Going back to a page I added something to months after **adding** it and still **seeing** what I added unchanged.”

“**Seeing** others contribute to my Wiki article to make it even better - such as **adding** pictures. It **made** me feel my contribution was valuable to the other contributor.”

“It felt good to know that my **knowledge** or interpretation of something, in this case the book Catcher in the Rye, was **able** to be published for all to read. ... I felt accomplished that I could be **adding** to someone else's experience.”

“... I had the chance to share my **knowledge** with the world. Wikipedia **made** me PROUD of myself! Thanks!”

“**Seeing** the photos I personally **made** on the site”

Most People Left For Personal Reasons Only

Worst Experience

“**none**”

“**None.**”

“Absolutely **none!**”

“**None** really.”

“Don't really have a **bad experience.**”

“I didn't have any **bad experiences** with Wikipedia.”

“Encountering vandalism is annoying sometimes, but I haven't had a truly **bad experience.**”

“Haven't had a **bad experience** really. Just a couple of reverts on minor edits that the article's main contributor didn't agree with.

“I didn't really have any **bad experiences.** I guess the I found the strict protection over image ownership was the point that I found most cumbersome, even though I understand it is necessary!”

Wanted Wikimedia to know...

“**Great** job, **keep** up the good work. I haven't really stopped **editing**, I'm just too lazy to sign in. “

“**Keep** up the **great** work! I will make **more** of an effort to **contribute** in the future.”

“I love Wikipedia! I **think** you are **more** relevant than ever. ... I'm just not sure what I **can contribute** at times. I tweak **more** than I write.”

“I've not stopped **editing**, but **contribute** now without logging in... The process is **great** -- **keep** it up!”

“I **think** Wikipedia is a **great** idea/site and this survey has revived my desire to edit again.”

“As long as the page allows anonymous **editing**, I tend to do that because it's quick and easy. ... all in all, you guys are doing a **great** job (I donate to you almost every year), I still **contribute** (just not under my login name), and I want you to **keep** being awesome.”

Worst Experiences for Complexity Critics

“how”, “know”, “difficult”, “pages”

“The codes were so confusing and I didn't **know how** to use them. I couldn't make links which annoyed me.”

“I made a change and it was **deleted** or edited. What's the point if some people monitor ‘their’ **pages**?”

“I haven't yet started contributing in earnest because I don't **know how** to do more elaborate things. One day I'll find the **time** to learn. “

“After taking the trouble to add/correct information ... to find it has been refused by some editor who doesn't **know** better. I also found it very **difficult** to post photos”

“I added information to several **pages**, only to have an editor reject them en masse, calling them ‘spamming’... I do not understand **how** to appeal the editor's decision, so all my work was lost.”

“... The article was littered with opposing prejudices (non-NPOV), and it was **difficult** to gain a fair assessment of his work. I have no idea **how** you sort out these entanglements.”

“Contributing **new** ideas ... to certain **pages** often brought on the ire of one overly zealous Recent Changes Patroller who in my opinion treated Wikipedia in too much a manner like it was his and his alone.”

“beyond tweaking text it seems there is a culture I don't **know how** to get into without lots of **time/effort**. I see code phrases ... based on a common sense to wikipedia people that I don't share, or **know how** to acquire.”

“I don't feel like I fully understand the protocols... there is a sense that there is an established group of editors who do **know** and expect you to understand everything right away. I just don't have the **time** to learn to be adept with the process - its not **difficult** but it also isn't user friendly for **new** comers.”

“I found it technically very **difficult** to insert references. Some references are only held on paper... It's so technically **difficult** to write an article - it took me a month ... and it seemed to me that it was deliberately made as **difficult** as possible to contribute: you could easily provide a template, but no - I had to learn from scratch.”

Complexity Critics Want Wikimedia to Know...

“interface”, “find”, “easy”, “easier”

“The linking and user **interface** could be a bit **easier** for the non-tech savvy person”

“Continue on the **good** work, but **find** a way for people to NOT **make** entries based on falsehoods.”

“I **think** you will get many **more** new contributors if you improve your **editing interface**”

“There **should** be a clear and **easy** way to determine who undid your work and when.”

“I **think** it is not **easy** to edit on Wikipedia with its **interface**. I am personally used to working with Microsoft Word 2007, which is **much easier** to me...”

“The **editing interface** is probably **easy** for geeks... For older people, like me - a professional writer - it is **time** consuming and confusing.”

“I **make** changes in fact on stuff that is near and dear to me, but do not have **time** to take on other stuff even when I **find** it while researching for something.”

“I love Wiki, but I need to **find** some facts that can be trusted and referenced to be added to the Wiki.”

“Please **make** uploading photos to Wikipedia **easier!**”

“Not **much** has changed in the **editing interface**. Although I **think** I understand it most of the **time**, it surely is not the most **easy**.”

“I **find** the process quite difficult and frustrating. I'm sure I could learn to do it without as many headaches if I had **more time** to put into it or if the system was **easier** to use. I love the idea of Wikipedia and just wish I could be of **more** help. The thing I **find** hardest is creating the links ... If there was an **easy** way to do this, or if there were techie people who just did that part, I'd feel a lot happier about trying again.”

“A **more** user friendly **interface** would make it **much** simpler to contribute/participate in the community. Most of my **time** was spent learning tags and trying to make the formula functions work... it becomes a **time** drain and makes me less interested”

Worst Experiences for Community Critics

“editors”, “editor”, “removed”, “other”, “someone”, “he”

“Dealing with **other editors**. It's frustrating to change something, only to have **someone** come in and change it back or edit your additions - especially when their... additions are untruthful.”

“I spent 2 hours putting a **new** page together for a poetry organization. It was **removed** without a real explanation. It fit all the rules. There were **other** organizations just like this one with wikipages. Made no sense to me.”

“A bio ... was **removed** because a person deemed it not to be important to him--so **he deleted** it. The person **removed** had notable interest to the world for the work she does with the missing and exploited. Such a shame.”

“Being threatened by **other editors** for adding info. I try and add to the Florence Italy page ... and had my entry **removed** and was told I would be banned if I added anything. ... Very unprofessional and hardly inviting!”

“My changes getting lost because of **other editors**. For example, I added a section about the lithium ion batteries, with a table showing how temperature and charge percentage contribute to how fast the battery degrades. All cited and polished. 3 year later, my addition was completely **removed**, and all that remained was a brief summary of what I had written (references now missing), marked with [citation needed]. Why should I fix it again? “

“... certain articles were impossible to edit because regular **editors** were ensuring that anything contrary to their biased opinion (despite evidence in support of changes) was **removed**.”

“it became too difficult to work with **other editors**. I got the distinct impression that there were wars going on amongst special interest groups over anything really important. “

“Having my posted **removed** when I knew it was relevant and have to wait a long **time** for communication with the **editor** responsible for removing it.”

“Repeatedly having valid information I submitted taken down by one **other editor** who seemed to have some sort of personal axe to grind”

“Over-zealous **editors** make it an elite experience to edit with their rules. For **someone** with information to share it is intimidating, and frustrating to contribute to have it **deleted**.”

“Having correct information that I'd submitted **removed** or 'corrected' (thereby making it incorrect) by a subsequent **editor**... I know all about proper referencing. It's frustrating to find all sorts of inaccuracies in Wikipedia, and yet find that **editors** then incorrectly fix information I've posted and have properly referenced. It's as though it's a power game for some, and I'm not into wasting **time** playing power games.”

Community Critics Want Wikimedia to Know...

“editors”, “why”, “content”, “needs”

“Deleting **content** without a well written reason and a grace period to fix what is wrong is annoying. It **should** take 3 **editors** to delete **content**... The old wiki was **much** better.”

“...inaccurate as I felt **editors** were about **content** I knew to be true, it still impressed me that had the **content** not been true or verifiable our **content** would... not have remained up.”

“... something **needs** to be done about the regular **editors** who prevent anything but a one-sided opinion from showing. There are articles with a clear political bias that **can** not be edited for balance.”

“... There **needs** to be a way to REASON with these **editors**, who ... tend to preserve the status quo... If an editor wants to undo someone's hard work, they **should** have to WORK WITH YOU to **make** at least part of your hard work usable.”

“I was asked to add a side to a controversial issue by **editors** looking for an expert... all my contributions were vigorously opposed by laymen with an agenda, i.e. fanatics. (At this point 2 out of 4 have been banned...) Lack of support ... from other **editors** is primarily **why** I don't edit anymore.”

“No not really. I understand **why** you rejected my **content** but disagree with your decision.”

“**Editors** that don't respond to the discussion board yet remove a new **editors** post **should** be disciplined somehow. or the new editor **should** have an formal appeal process.”

“Keep a better watch on who you block ... some of your senior **editors** have become quite elitist... you **should** scrutinize the decisions to block or accuse **more** closely.”

“... Recruit qualified professional experts to oversee the **editing** of **content** in their field... While still allowing amateurs to edit, having a plurality of expert **editors** could ensure better entries on niche areas.”

“I **think** it would be **good** if there was a **good** clarification of the various roles of **editors**... who **can make** which decisions or perform certain actions, as well as the process to move up the chain-of-command of **editors**.”

“There **needs** to be a FAIRNESS doctrine... **Why** did we leave out aspects... which are unfavorable to pro-Western views and generally antagonistic to pro-Islamic views...? Wikipedia is on the front line in the war for the right to write history for future generations. There are those looking to complete this view and others resisting change.”

“Strict **editors** ... **should** become **more** flexible.”

Other Bad Experiences from Both Types of Critics

“time”, “deleted”, “made”, “more”, “new”

“Individuals ... **made** erroneous edits to my work that would often go uncorrected for a long **time**.”

“I feel frustrated because ... I don't know how to do **more** elaborate things. One day I'll find the **time** to learn.”

“To be **new**... and have some self-appointed asshole flame you... because you didn't do things how they wanted them. Also I didn't have **time** to have a version war where those people probably don't have much else to do.”

“... They started reversing or erasing every contribution I **made** within 2 minutes, regardless of the quality of my edit... I didn't want to get involved with childish games (unlike them, I have **time** constraints ...), so I opened a **new** account. They ... accused me of sock puppeting and reported my ‘crime’ to a friend of theirs, who banned me.”

“...the apparent schoolboy editor had far **more time** ... and simply re-posted the erroneous material after I provided the correct information. This resulted in an editing war that I simply could not win due to **time** constraints.”

“Being ticked off by a **more** experienced editor for making a small mistake - I was only trying to be helpful. If WP feels like a clique, **new** people won't want to edit.”

“It took two weeks to try to save a page from being **deleted**. I could have spent this **time** contributing.”

“I **made** a change and it was **deleted** or edited. What's the point if some people monitor ‘their’ pages?”

“Edits **made** with full disclosure of affiliation are always **deleted**. Edits **made** under false pretenses aren't. Don't encourage people to lie.”

“Writing a **new** article only to have it torn apart by ... bad words, curses and false information... Also some of my original articles and translations I **made** ... were **deleted** ... or modified a lot by vandals, ... rewriting without verifying information/presenting sources, so I would have to correct, verify or make unnecessary research.”

“Contributions I **made** to articles ... got **deleted**. Especially details about the history of the gay/lesbian/transgender movement that were several times fact checked by me got repeatedly removed.”

“I would have like **more** sparring with other previous contributors of the articles that I contributed... because I was VERY **new**... I would have liked a informal mailing list or an IRC to discuss some subjects.”

Comment Wrap-Up

People love Wikipedia for similar reasons

- **Adding** their **knowledge**
- **Seeing** if they are **able** to make lasting additions
- **Seeing** how others interact with their **knowledge** and craft articles around it

Half of people leave solely for personal reasons

- A few mild criticisms, but no real bad experiences
- Will **contribute** once they find time, or if they can think of an article that interests them
- Want Wikimedia to **keep up the great work**

Comment Wrap-Up

Many editors left in part due to complexity

- Didn't **know how** to use specialized functions
 - E.g.: **Difficult** to post photos, make references, format...
- Didn't **know how** to fit in with Wikipedia culture
 - E.g.: **Difficult** to understand jargon, community processes...
- **Interface** should make it **easier** to contribute, interact, learn...

Many editors left in part due to community

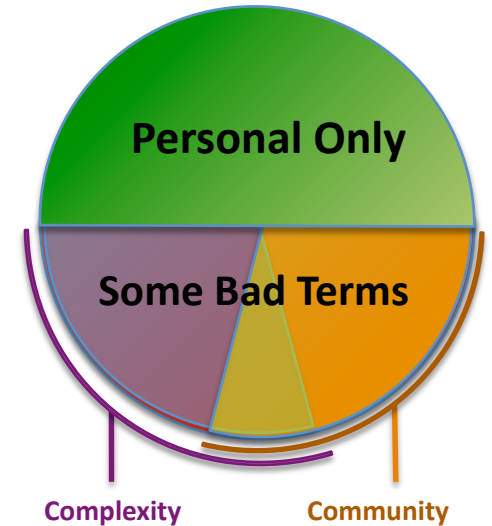
- Hate it when **other editors** block or **remove** changes to **content**
 - Contributions get lost for many reasons (bias, strictness, sloppiness)
 - More frustration if no one properly explained **why**
- Behaviors need to change among certain **editors**
- Wikimedia **needs** to address **editors** who are biased or stubborn
- Wikimedia **needs** to address **editors** who limit/avoid discussion

Part IV: Summary and Recommendations

What should Wikimedia learn, and
what can Wikimedia do?

Build Good Experiences

- Around half of editors will leave solely for personal reasons
 - Want to **contribute** again once they find time, or if they think of an article that interests them
- The ideal Wikipedia experience is noticeably consistent among all editors:
 - **Adding** their **knowledge**, and **seeing** results



Recommendations to Wikimedia

1. Don't break what works. Don't get lured into trade-offs.
2. Economize time! Improve the interface for tedious tasks
3. Steer editors towards good experiences
 - Lead them to articles/sections where their work will matter
 - E.g.: match articles based on interest, experience level, etc.

Overcome Complexity Barriers



Profile of a Complexity Critic...

- *Low or mid* level of activity and experience
- Nearly half found the **interface** for editing **difficult**
 - Between $\frac{1}{4}$ to $\frac{1}{3}$ likelihood of confusion for other activities
- Comments mainly wanted to **know how** to do **difficult** tasks
 - Also felt other editors expected them to **know** too much right away
- Wanted **interface** to make tasks **easier**, less **time** to learn and use

Recommendations to Wikimedia

1. “WYSIWYG” editing is a start, but other tasks need attention
 - Improve interface for photos, referencing, community processes, etc.
2. Add tooltips and contextual help for jargon (e.g.: “NPOV”)
3. Demarcate new users (< 100 edits) to reduce accidental “bites”

Overcome Community Barriers



Profile of a **Community Critic**...

- Mid or high level of activity and experience
- Around ½ found **other editors** stubborn, biased, reckless, etc.
- Almost ½ saw their contributions reverted or **removed** over time
- Described bad experiences due to **other editors**, **removed** work, or both
- More frustration if no one properly explained **why**

Recommendations to Wikimedia

- To help *low-to-mid* experience editors...
 1. Demarcate new and “mid” users (10-99 edits) to reduce accidental “bites”
 2. Design quick comment tool, to message peers without leaving the edit screen
- To help all editors...
 3. Improve dispute resolution processes (and help newer users access them)
 4. Allow users to monitor sections of articles for revisions
- Can't set behavioral policy... but can set goals to influence the community

Further Research for Wikimedia

Understand where and why reverts happen

- Calculate probability of getting reverted based on:
 - article category; editor's experience; size/type of change; etc.
- Why do some editors fit in where others are rejected?
 - Can use this info to steer editors towards good experiences

Understand which volunteer tasks take the most time

- Referencing? Research? Formatting? Photos? Other processes?
 - Better tools can boost editor output, and reduce editor burnout

Survey more experienced editors

- Evidence of burn-out from administrators and other key figures
- Need a larger sample size to draw firmer conclusions

...and look through individual comments for unique and powerful ideas!

(Not) The End

This survey revealed a lot of great data. Wikimedia can always do more to measure editor activity and gain volunteer feedback. But whatever conclusions we find, they will probably lead us to the same overall solutions for community health. So let's work together to turn our strategy into action!