

# Measuring Engagement

Recommendations from Audit and Analytics

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# Goal and Scope

1. Survey the Mozilla community
2. Assess feasibility of using operational data to gain insights on community engagement
3. Use 1 and 2 to recommend ongoing use of data to measure community effectiveness and health

# Survey

The survey's purpose is to understand the community:

- What motivates it?
- How do they rate their experience volunteering with Mozilla?
- And how effectively do they believe their contributions are leveraged?

Insights could help:

- Shape messaging for attracting or retaining volunteers, possibly including sub-categories of volunteers
- See how the “temperature” of the community has trended over the past 3 years

# Data Analysis

The purpose of the data analysis:

- Does Mozilla collect sufficient and relevant data to analyze contributions and effectiveness?
- Assess if Mozilla has capability to analyze and generate actionable insights on community management from data it already collects.

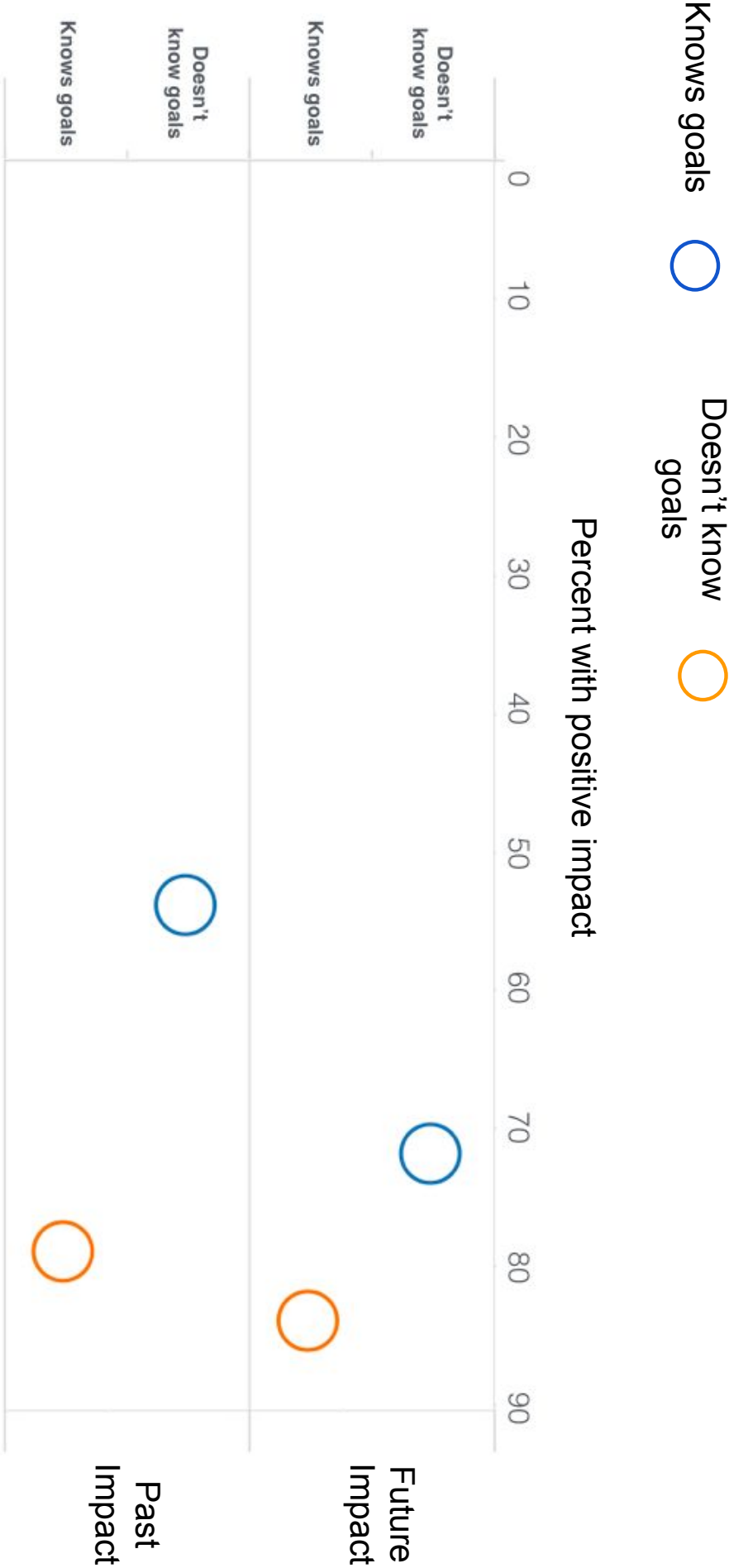
# Community Audit: Key findings

Three things matter:

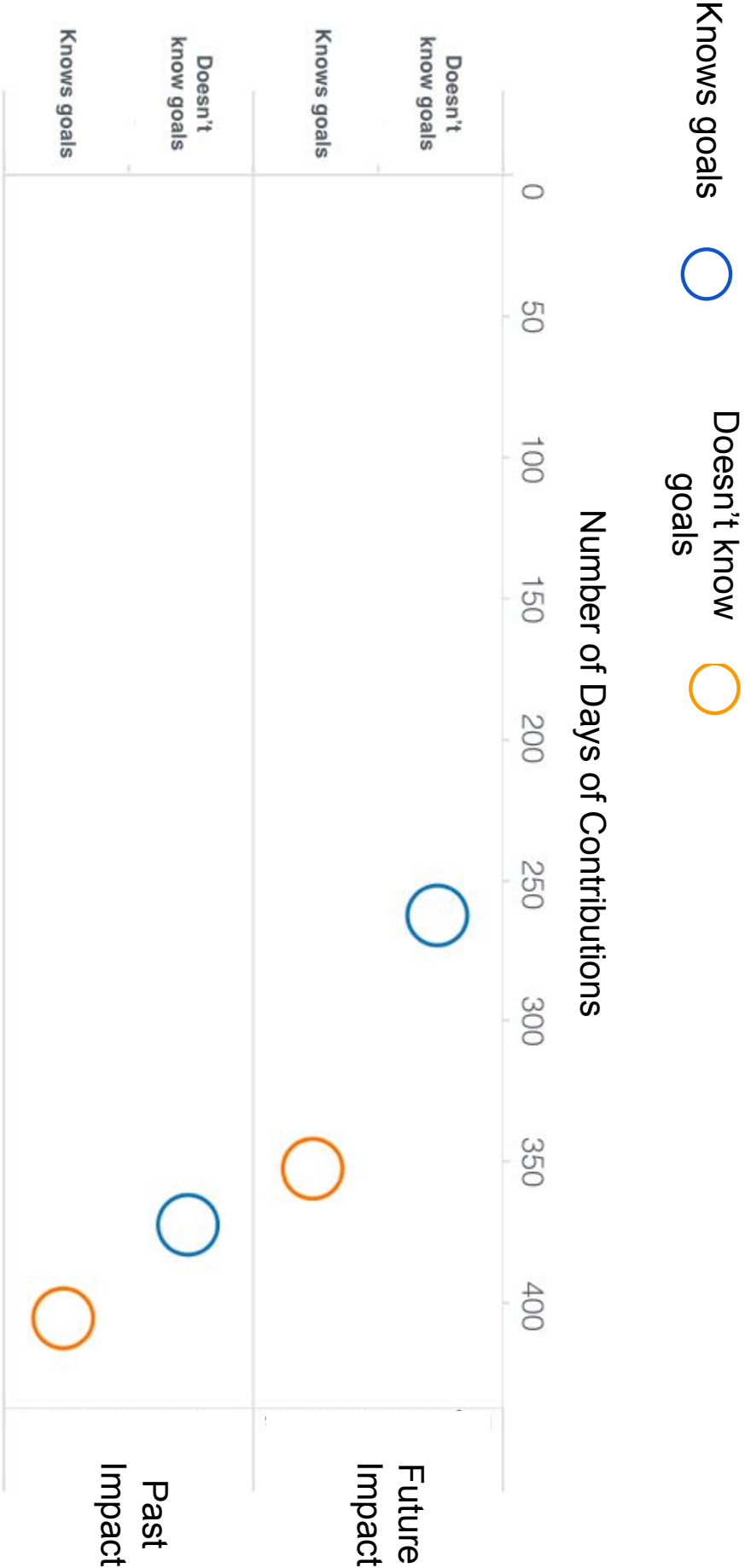
- a. Understanding Mozilla's goals
- b. Perceived future impact
- c. Recent experience

Broadly speaking, pretty much nothing else does.

Volunteers who understand Mozilla's top-level goals feel they have a bigger impact with their contributions.



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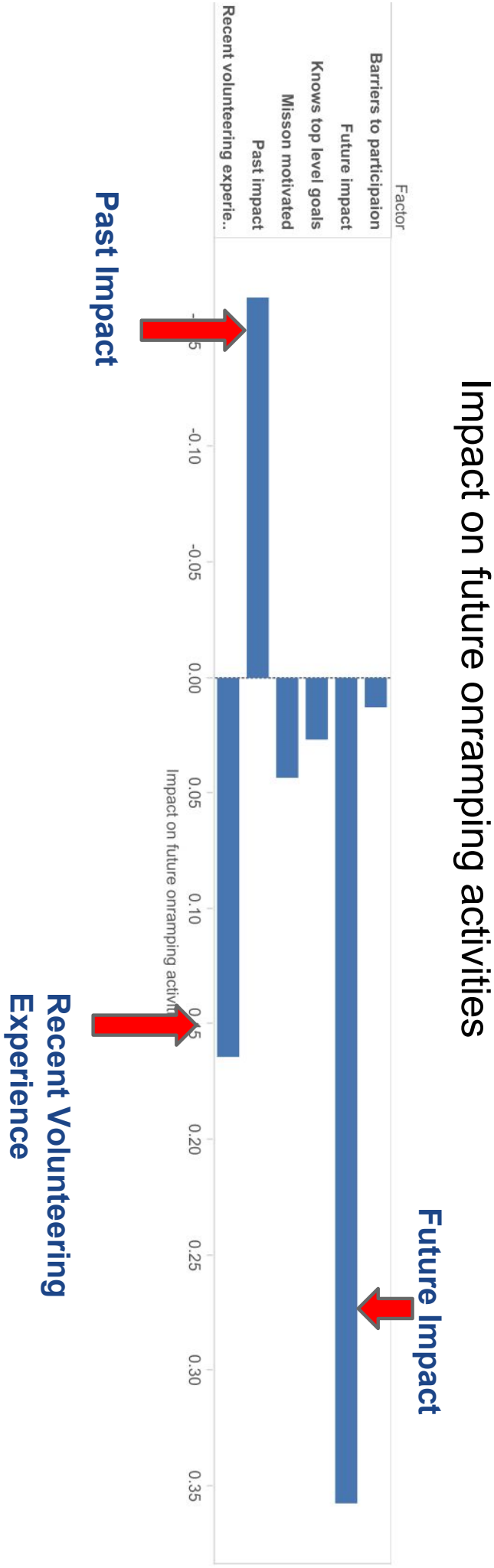
Most significant barrier to engaging in onramping others is unclear communications and unfriendly community. Access to the right tools has some effect.





Past *impact* does not impact future desire to volunteer, *perceived future impact* does.

Recent *experience* has a significant impact to contribute and recruit more volunteers



Volunteers think of their contributions in terms of what their impact on Mozilla.

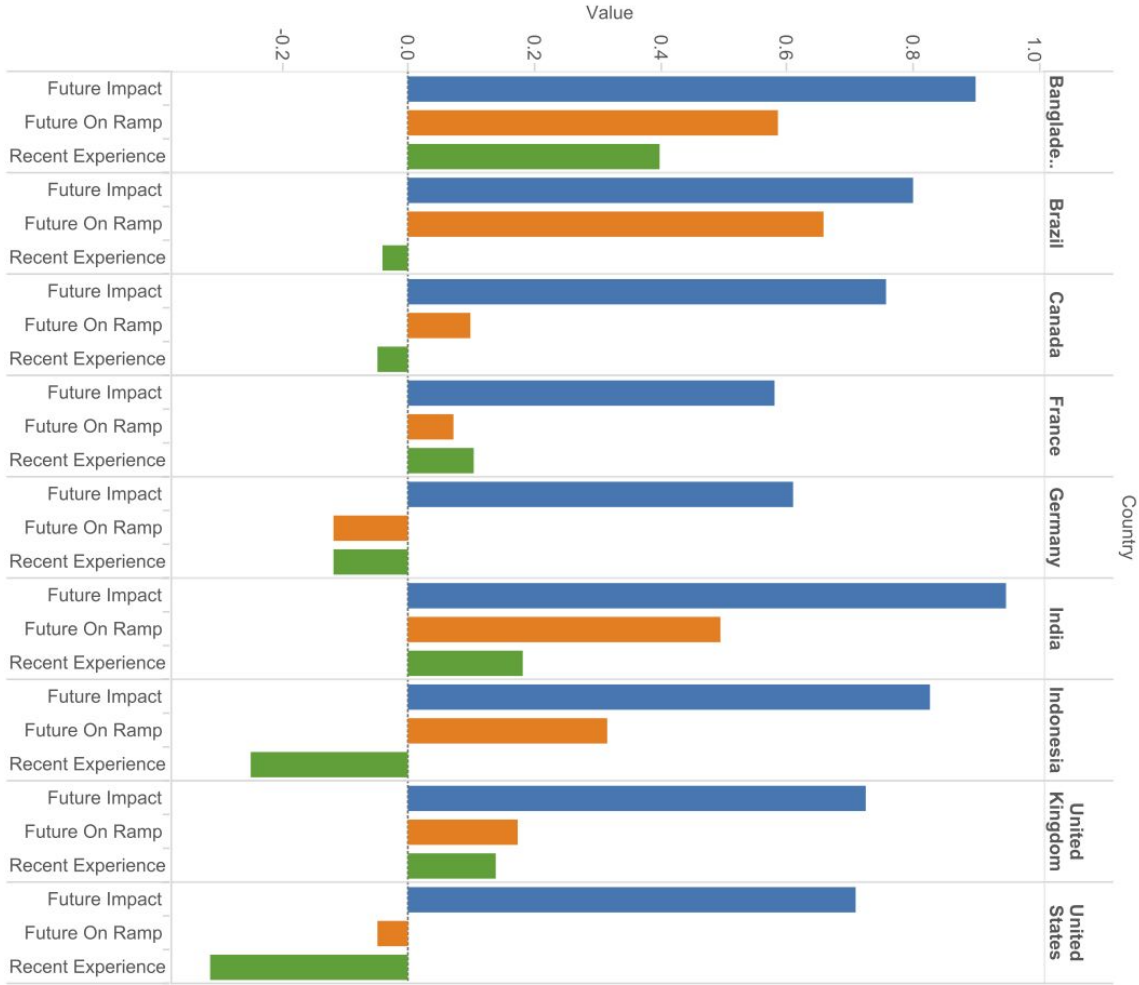
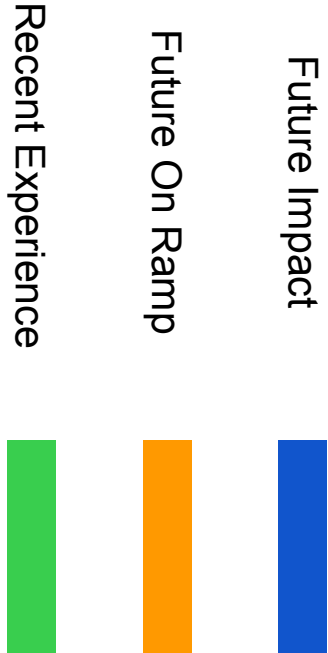
But when thinking about barriers, they think of their place in the community



# View of the Future - by group



# View of the Future by Country



# **Data Analytics**

## **Case 1: Cohort Analysis**

- Looked at retention and participation rates of “cohorts” that landed on the get involved page

## **Case 2: Bugzilla Best Practices**

- Data analytics demonstrate how retention rates can be improved

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- Data analytics demonstrate how retention rates can be improved

## **Case 3: Rep Burnout Hypothesis**

- Have launch events helped, hurt or had no impact on local communities

# Case 1: Cohort Analysis

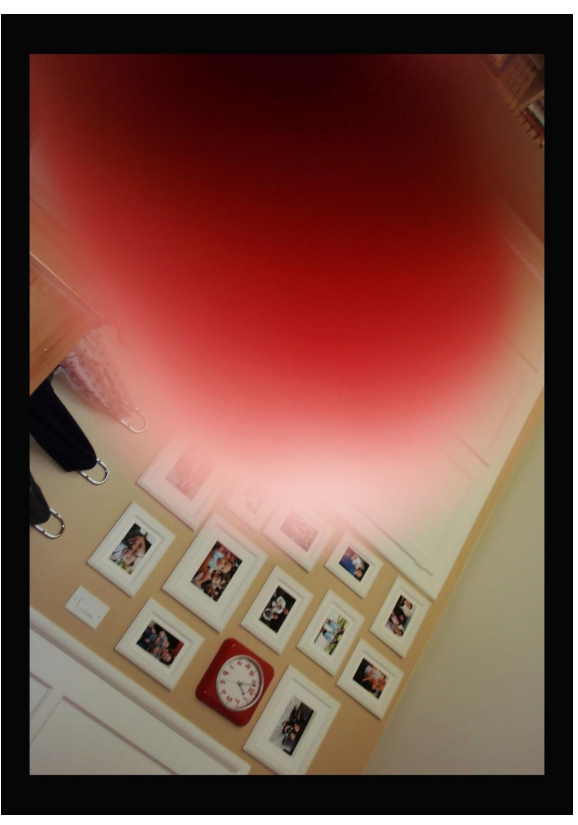
## 10 key findings

to look at this in more detail later:

<http://goo.gl/v8bLEQ>

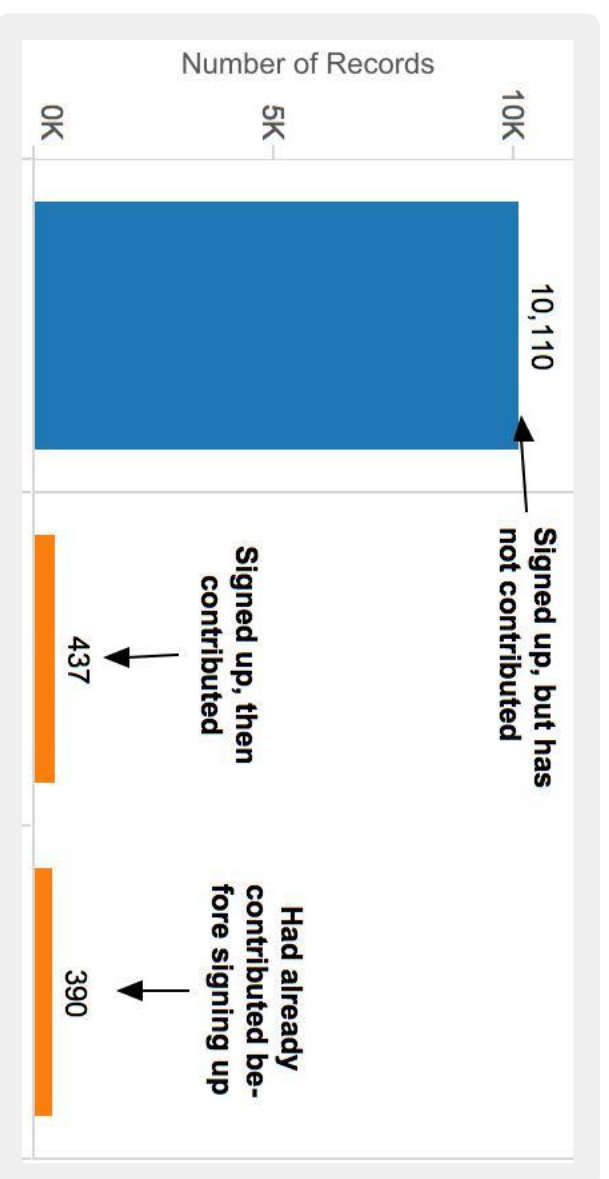
<https://wiki.mozilla.org/Contribute/analysis>

1. Joining up the contribution data in tools like Baloo is giving us visibility we haven't had before, but these systems still need work



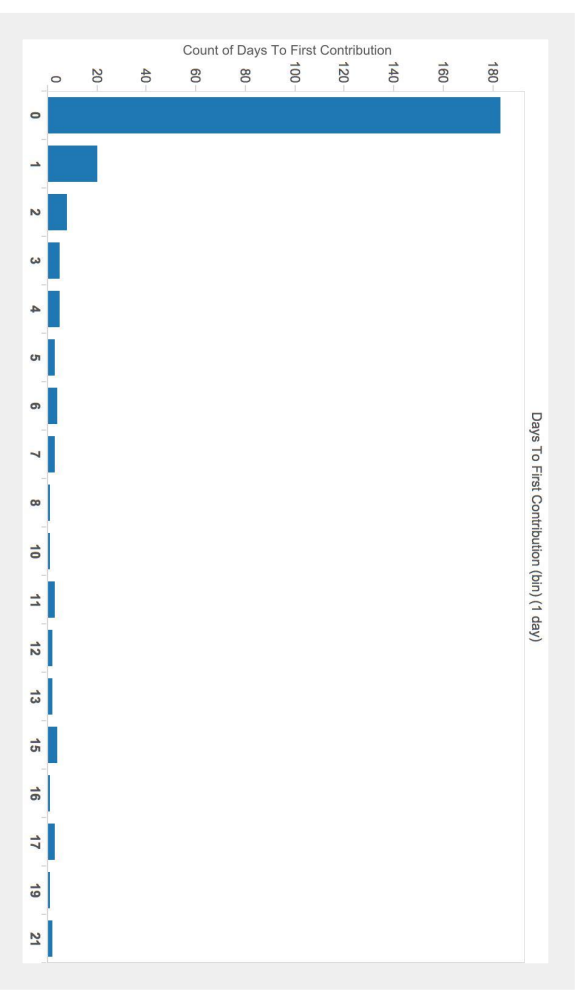


2. Only a small % of people who currently sign-up through /contribute get as far as making a contribution

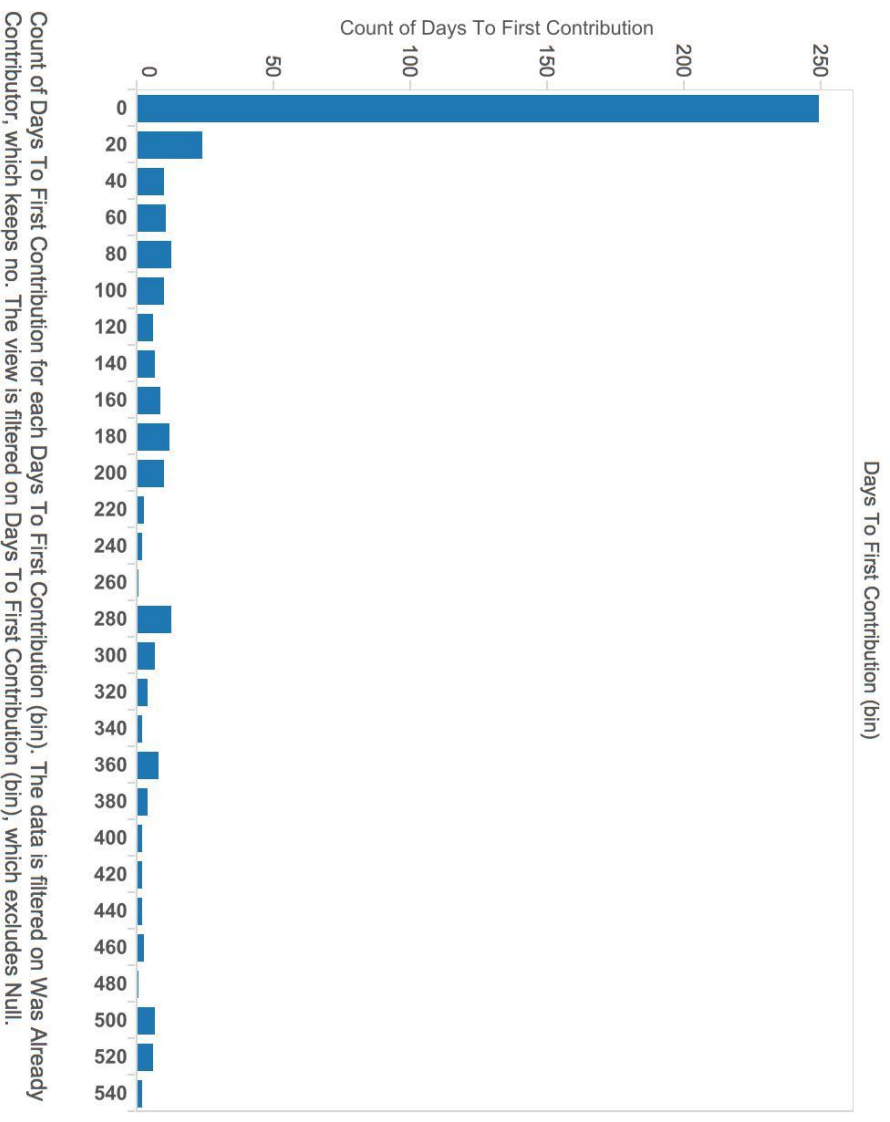


### 3. The first 24 hours looks like the best opportunity to convert a sign-up into a contribution

***Day 0 - 20***

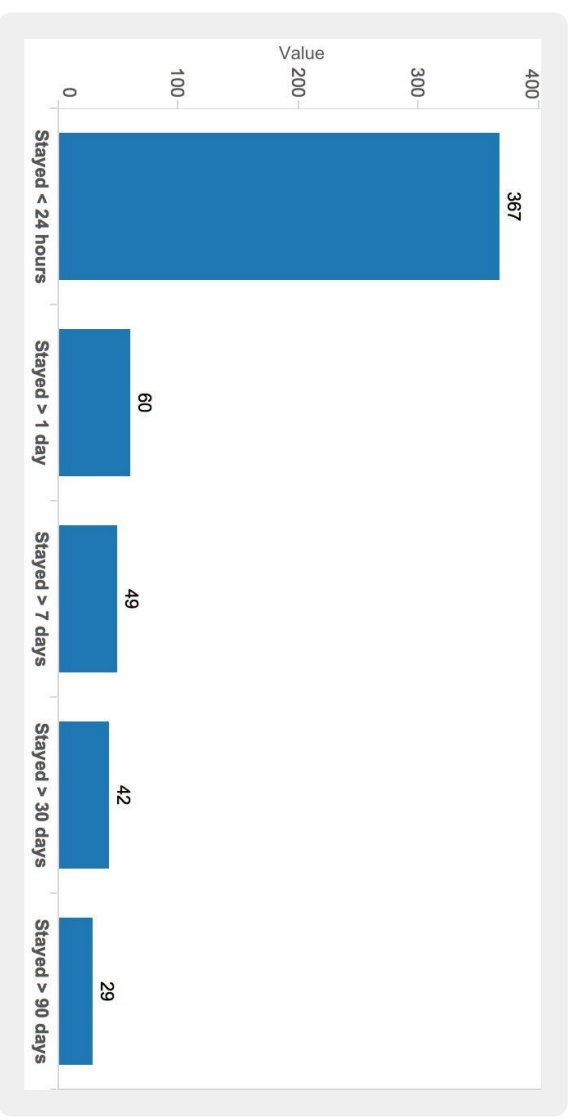


## 4. But, some users are signing up more than a year before their first contribution.

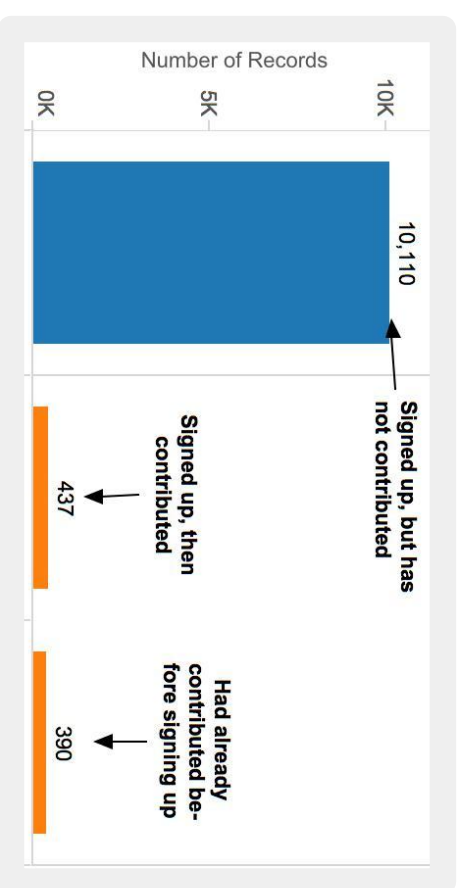


5. For those who contribute once, the drop-off after 24 hrs is significant.

Getting people back for days 2 through to 7 looks key to building long-term relationships



## 6. Existing contributors use the get involved page as a way to contribute in new ways



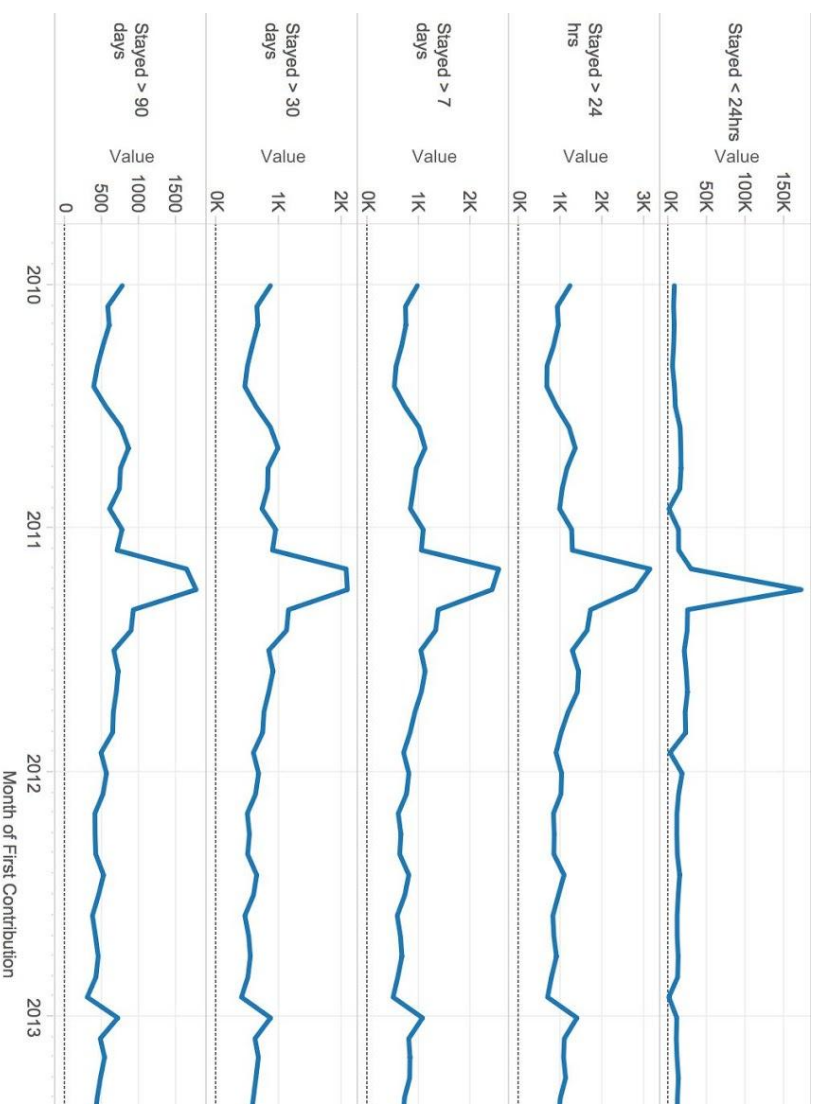
7. Most people who start contributing don't sign-up through the website.

Apr 2014

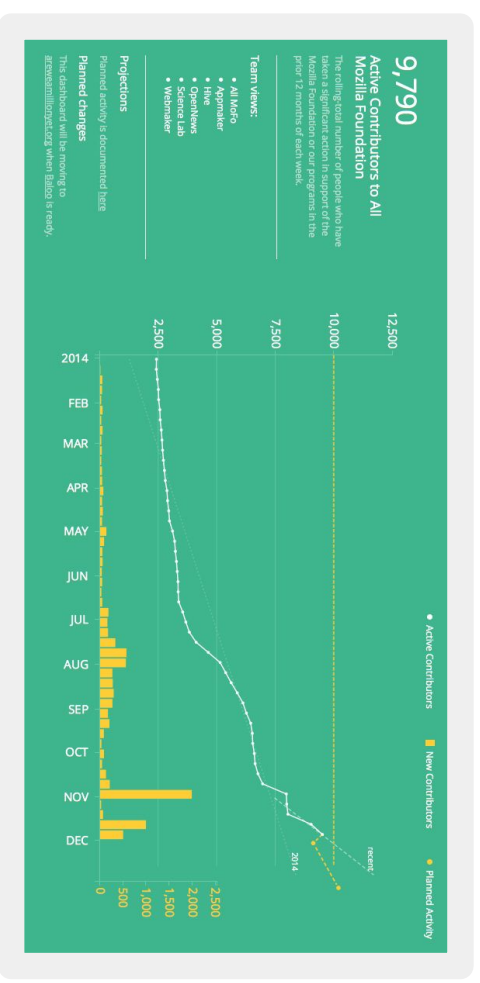
7,392 sign up through site  
320 of which, contribute.

But, 10,158 people make their first contribution in this month.

## 8. Something about March 2011 was special for building long-term relationships with new contributors



## 9. It's now possible for many teams to have a dashboard that can show: sign-ups, new contributors and retained contributors over time





10. Contributors want to contribute to our work on contribution metrics, and that counts as contribution.



# Case 2:

Peer reviewed work and mozilla data (via Mike Hoyer) shows that:

- Contributors who received code reviews within 48 hours on their first bug have an exceptionally high rate of returning and contributing.
- Contributors who wait longer than 7 days for code review on their first bug have virtually zero percent likelihood of returning.
- Showing a contributor the next bug they can work on dramatically improves the odds of contributing.

# How this should influence goals

1. Every team should have the goal of collecting data to enable it to do cohort analyses
2. Analysis is not enough, having someone with a user *design* focus to help use analysis to change processes is critical
3. How you respond to interest IS CRITICAL
  - a. response *time* is everything
  - b. suggesting work (help start up a ladder of participation) is *very helpful*

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Special thanks to Mike Hoye for helping prove the above hypothesis

# Lessons from Audit and Analytics

1. Clearer communication and good tools will make contributors (and likely staff) more effective
2. Inspiring (or showing) people their potential impact will increase participation
3. How we respond to someone displaying interest is critical
  - a. response time is everything
  - b. suggesting work is helpful
4. We can segment contributors by those who contribute often, little and never. We can learn.

# Lessons from Audit and Analytics

4. There is sufficient data to test factors that influence participation
5. There are Mozillians who care about using data to drive process design and workflow (for staff and non-staff)
6. There is no one size fits all solution for participation at Mozilla. Some work and decision making processes scale, others less so.
7. Data can provide insights, but this is as much an issue of design, user experience and ability to (re)shape processes.

# Perceived Choice

Decision Maker: VP of Something

Decision: Shall I today attract more contributors to the work I oversee at Mozilla

## If “Yes”

I experience the following consequences:

- There are more opinions to manage
- I come to rely on a resource that may disappear
- More people doesn't necessarily mean more work being done
- Engaging community distracts me from core responsibilities/goals
- Past experiences with community (thunderbird) have been draining
- Many volunteers are not competent/good and so drain my employees time
- ☐ Some more work will be done
- ☐ There are real diamonds out there - I have better access to talent to recruit

## If “No”

I experience the following consequences:

- ☐ No time spent re-architect work to create supply for volunteers
- ☐ I'm not evaluated on this anyway
- I'm not adhering as closely to some Mozilla ideals as some would like
- ☐ I can always say yes tomorrow

# Audit & Analytics Recommendations

1. Focus engagement goals around:
  - a. Communicating Mozilla's goals
  - b. Articulating contributors ability to have impact
  - c. Improving the tools and processes
2. Have goals around data gathering and analysis
  - a. cohort analysis and spotting contribution trends
3. Think about your influence strategy
  - a. process designers
  - b. incentives of those who control (or live in) the processes that you'd like to redesign