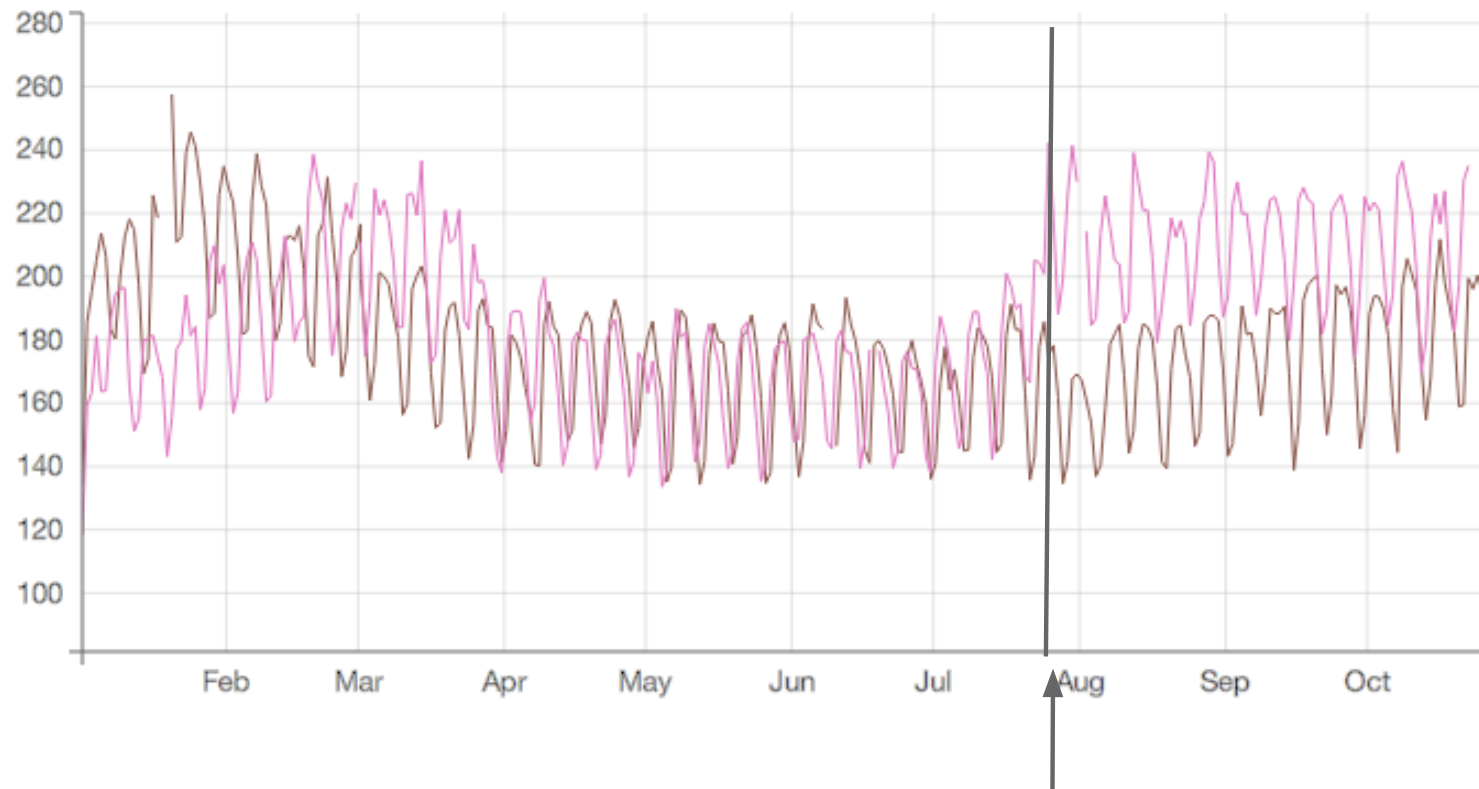


mobile editing: strong account creation vehicle

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

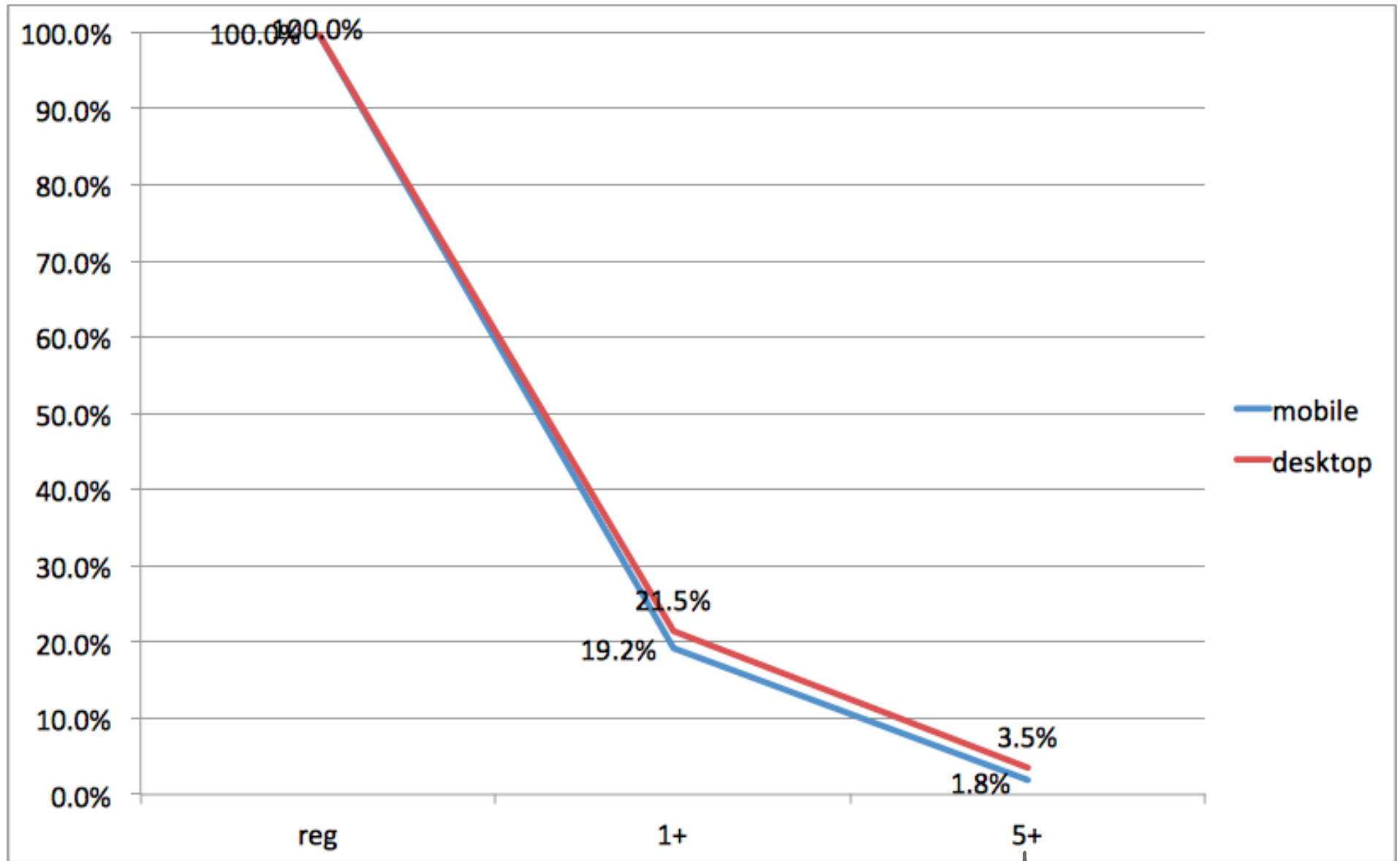
>

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

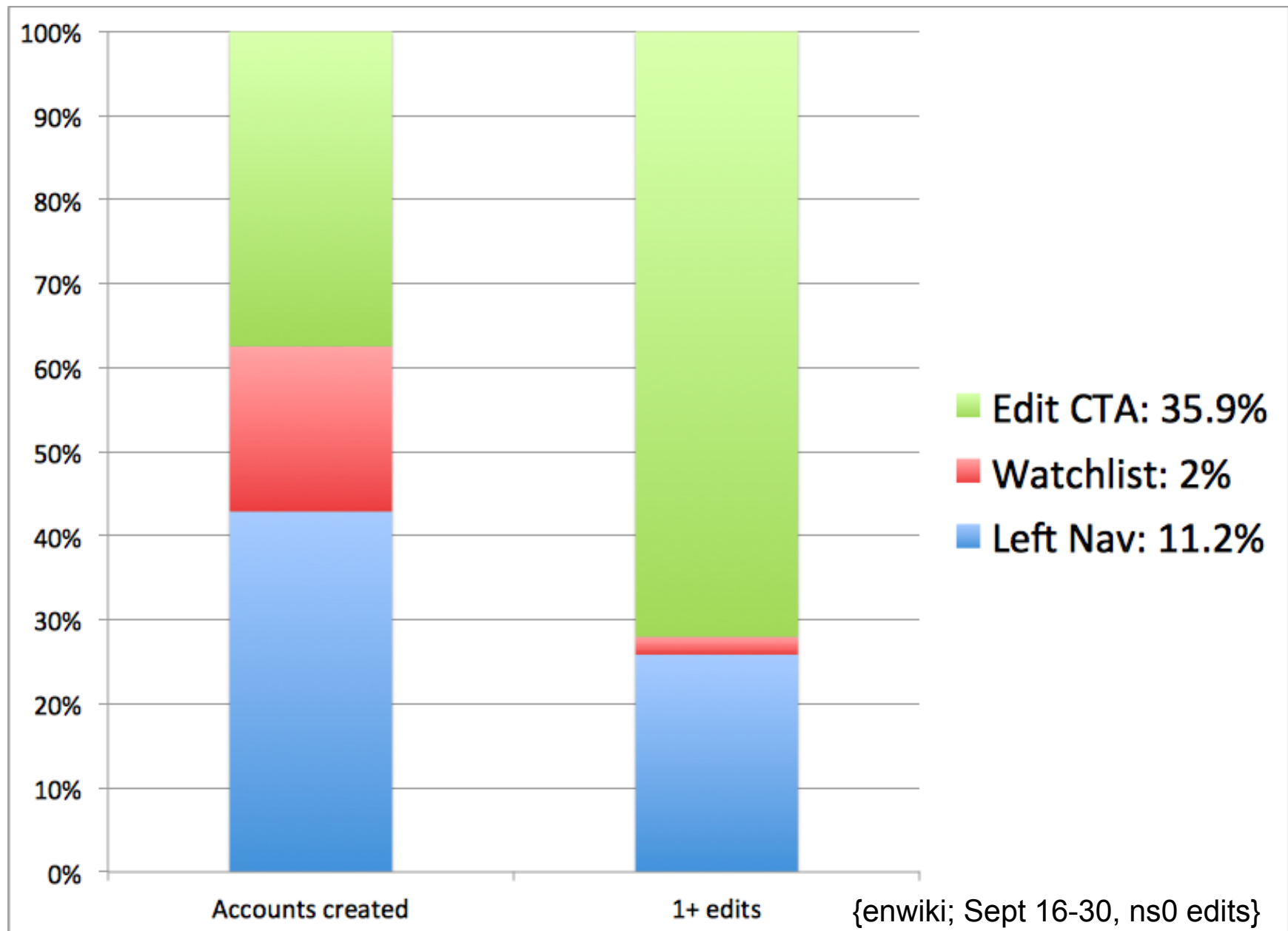
{enwiki; Sep 16-30; n=xx, ns0, all edits; 7 days}

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

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%

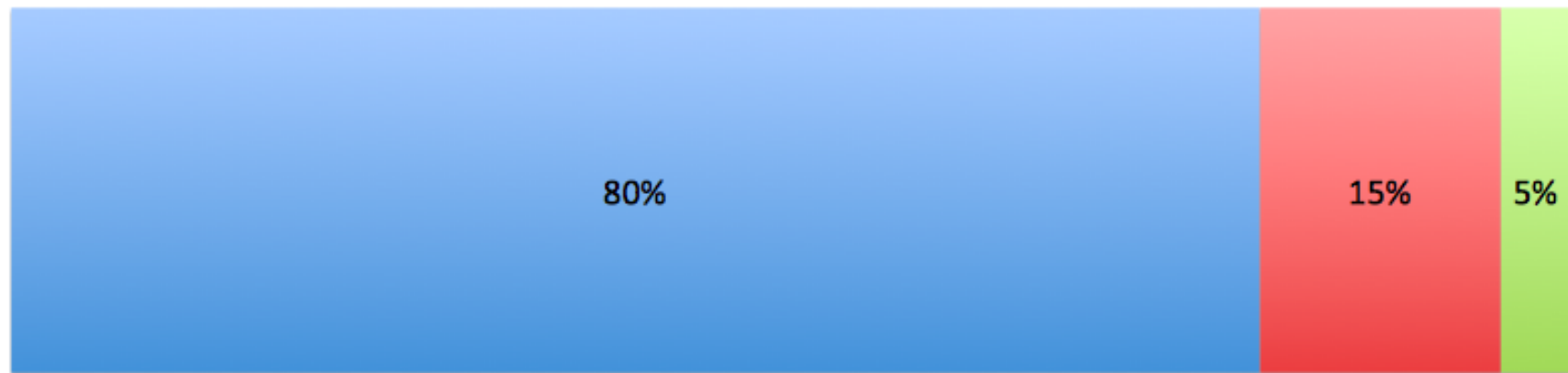
early evidence shows productivity rates close to desktop
historical rates

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

editors that register on mobile mainly stay there

mobile acquisition: 5+ edits; trend subject to change

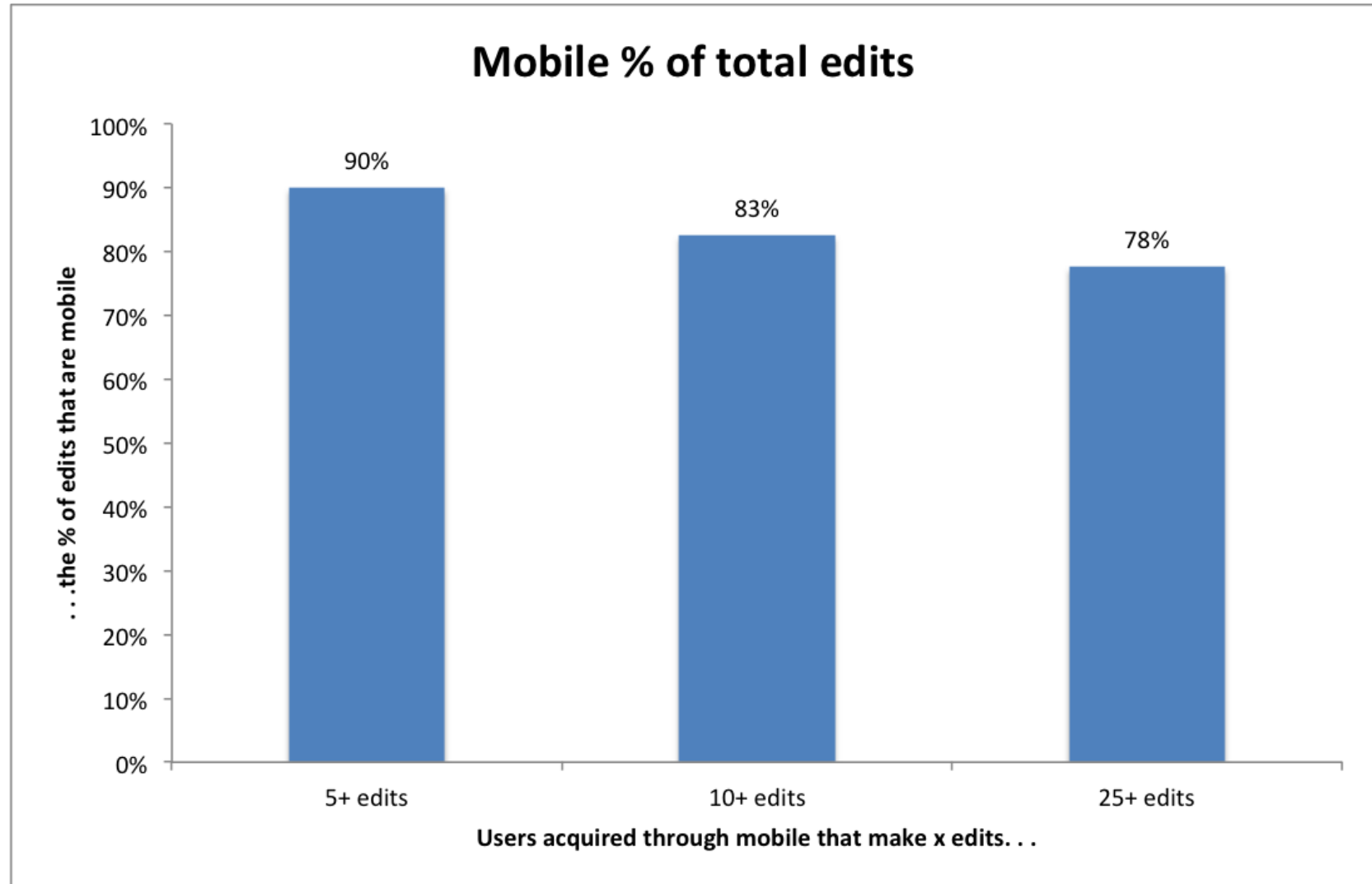
{enwiki; 30 days ending Oct 22; n = 622; ns0} {primarily defined as >80%}



0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

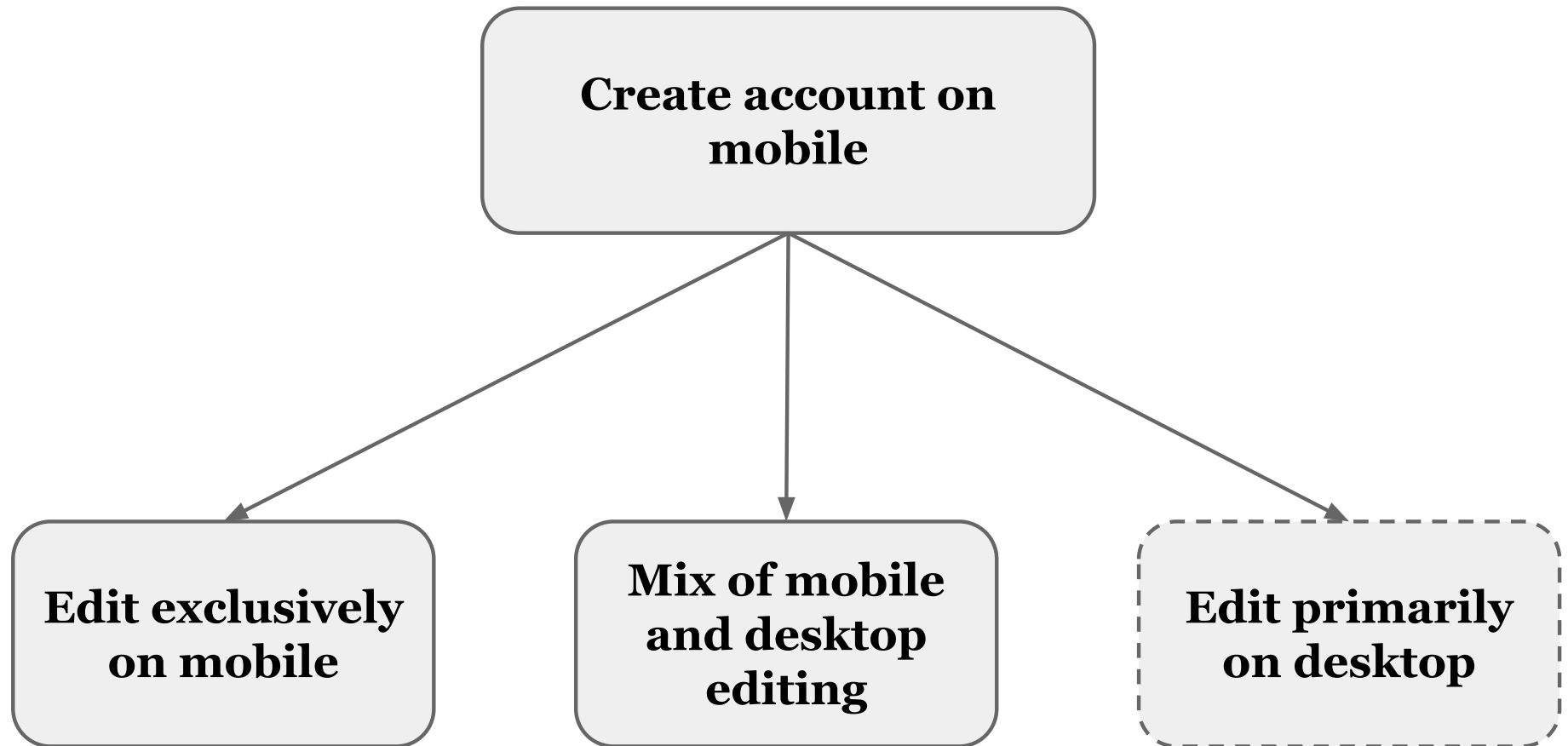
■ All mobile ■ Mix ■ Primarily desktop

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

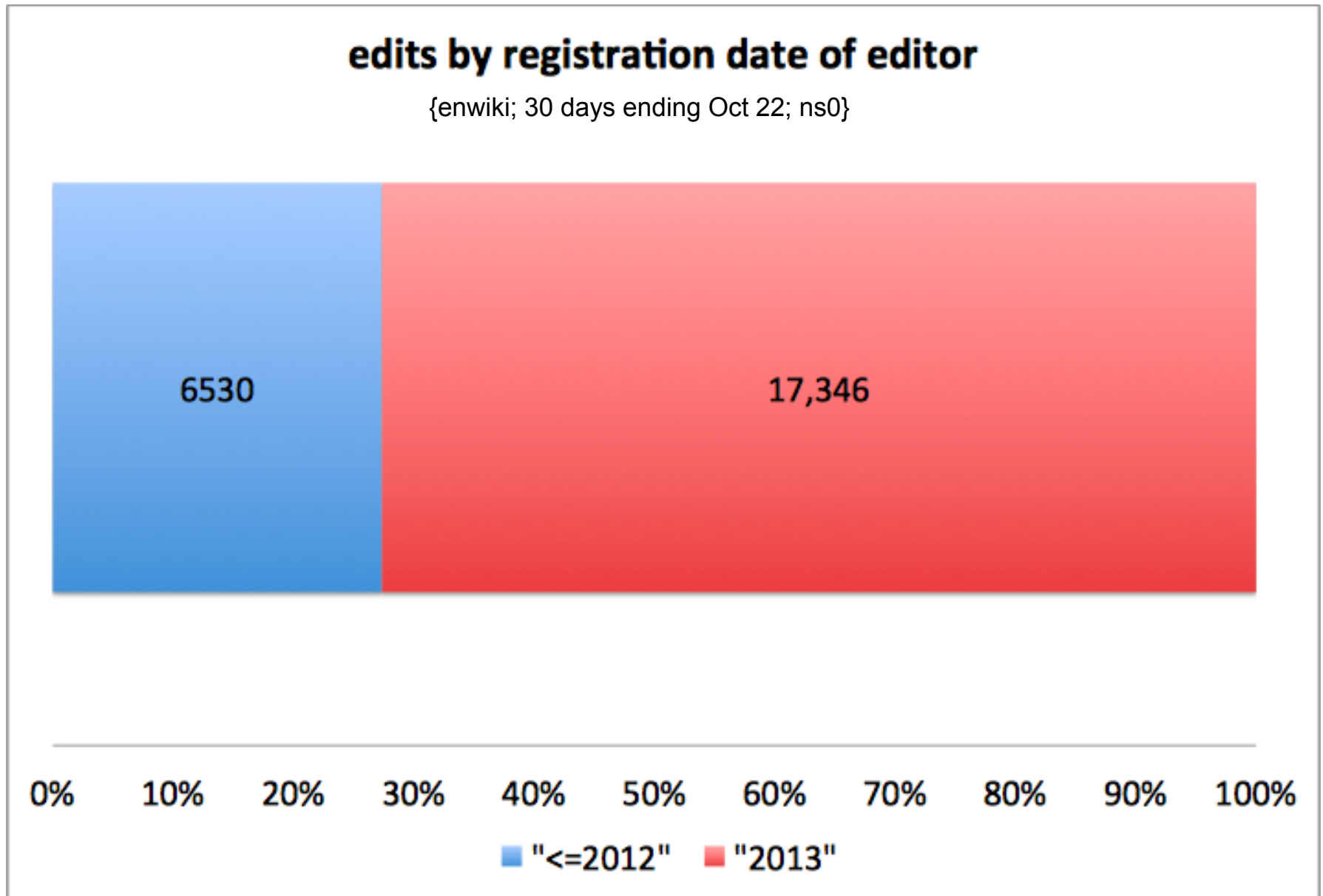
How effective is mobile at **enabling editing activity** overall?

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

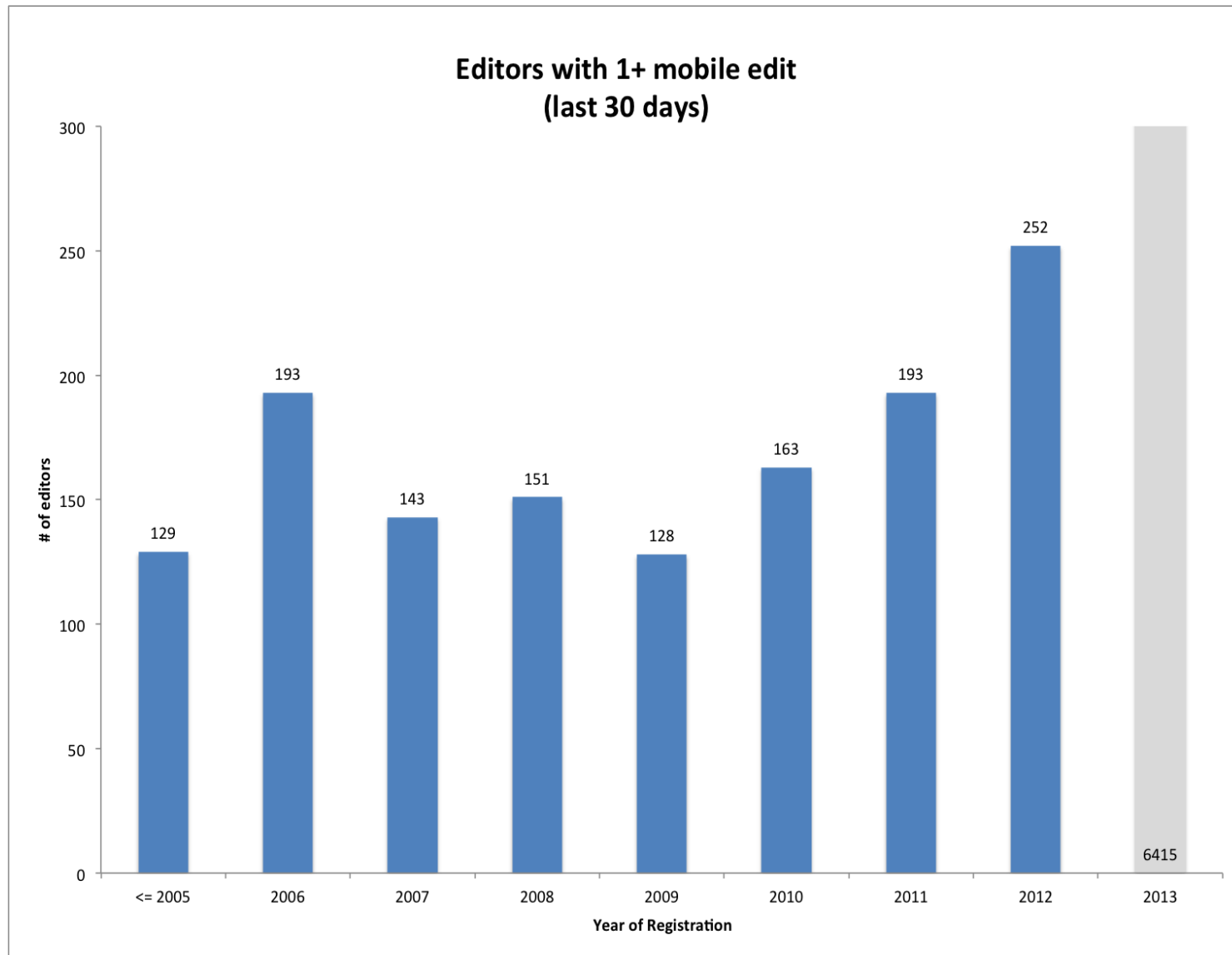
Ex: what role can/does mobile play for our very active editors?

History, reverts, patrol queues

mostly new accounts but not all

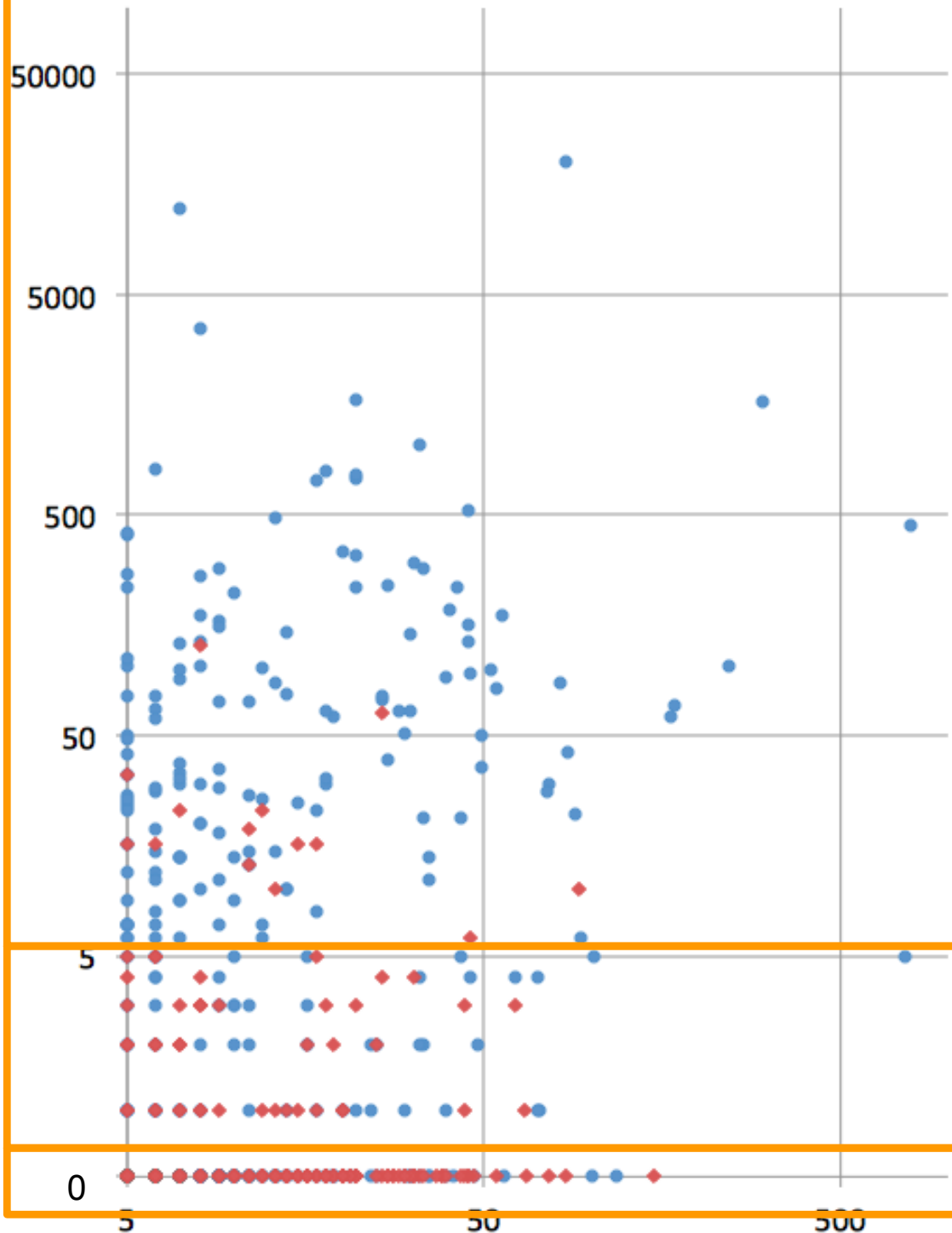


Numbers are still small, but Wikipedians from all classes are editing on mobile



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

Desktop Edits



editors with
5+ mobile edits

• desktop account
creations

♦ **mobile account
creations: 75%**

Active both: 19%

Active mobile,
occasional DT: 10%

Only mobile: 71%

Mobile Edits

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

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: **نوشهريه**) 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]

- 1 Area
- 2 Languages and demography
- 3 List of villages in Nowshera
- 4 See also
- 5 References

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 division) of Peshawar; in 1988 it was upgraded to a district.

Languages and demography

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

According to the 1998 census of Pakistan the population was 87, a population density of 608 persons per square kilometre. The growth rate was 2.9% and the proportion of urban dwellers was 26%. The literacy rate is 60.5% are Christian, 0.3% Ahmadi and 0.1% Hindu.

Nowshera District

From Wikipedia, the free encyclopedia

Nowshera (Pashto: **نوشهريه**) 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]

- 1 Area
- 2 Languages and Demography
- 3 Religion
- 4 Cities & Towns
- 5 Villages
- 6 Tribes
- 7 Grand Trunk Road
- 8 Rivers
- 9 Parks
- 10 Trains & Railways
- 11 Famous People
- 12 Famous Buildings
- 13 Hospitals/Medical Facilities
- 14 Projects
- 15 Highways & Motorways
- 16 Shrines
- 17 Wars & Battles
- 18 Cantonments
- 19 Union Councils
- 20 Provincial & National Assembly Seats
- 21 Pakistan Army In Nowshera District
- 22 See also
- 23 References

Area [edit]

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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]

/Main_Page

~170 edits

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
	*Chowkai
	*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-Pakhtunkhwa Nowshera]]
	*Nowshera Kalan
+	* [[Nowshera Cantonment]]
+	* [[Tarkha]]
	*Pabbi
+	* [[Akbarpura]]
	*Chowkai
	*Taru Jabba

Line 239:

	*Aman Kot
	*Dag Basood
+	* [[Dag Ismail Khel]]
+	* [[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>(Album Version)</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]]
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Line 33:

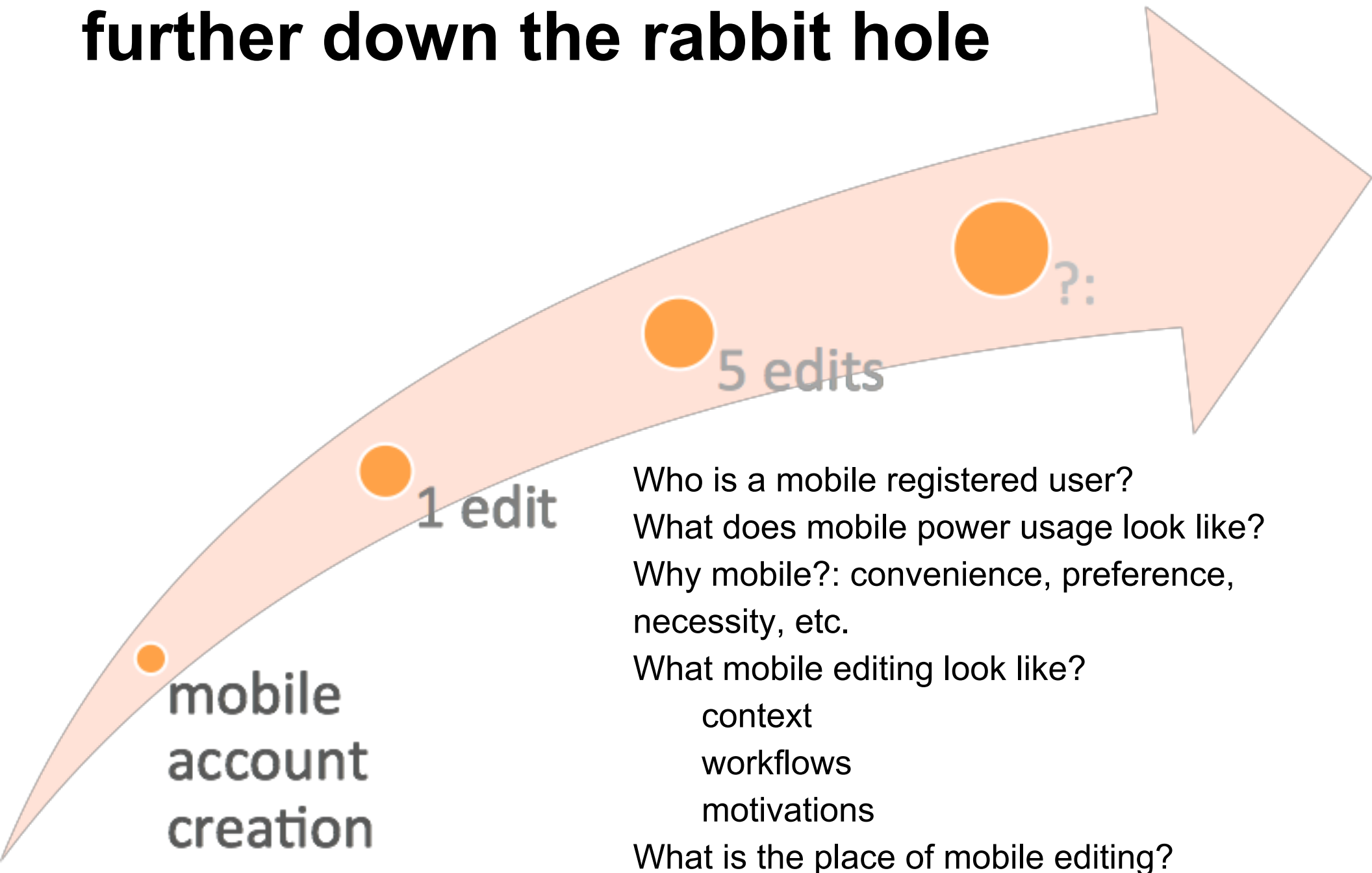
}}	
-	""Rise & Fall"" is a song by [[United Kingdom British]] [[R&B]] artist [[Craig David]] and the third single taken from his second studio album, "[[Slicker Than Your Average]]" (2002) . The song, a collaboration with British musician [[Sting (musician) Sting]], returned David to the UK top five, 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?