MDN Community Work

Impact and involvement of community with MDN content — *2013 to mid 2016*
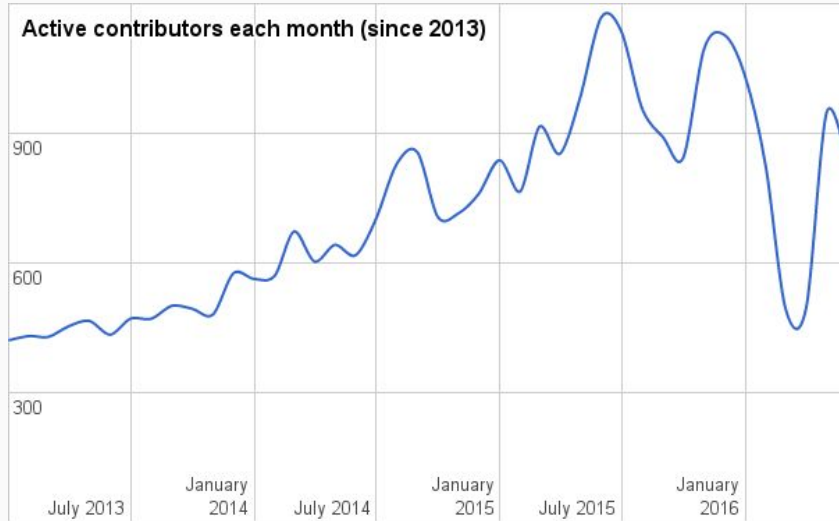
Definitions

- **User**: Someone who created an account on MDN.

- **Contributor**: A user, non staff member, who made at least one change on MDN.

- **Staff member**: A Mozilla full time employee or contractor whose job is to create content on MDN.

Note: *Because some of the data prior to 2013 are tainted, this report focuses only on results since then.*

Community Overview

Contributor activity

Active contributors each month (since 2013)

For the past **3 years** the number of monthly active contributors has grown regularly (**it roughly doubled**).
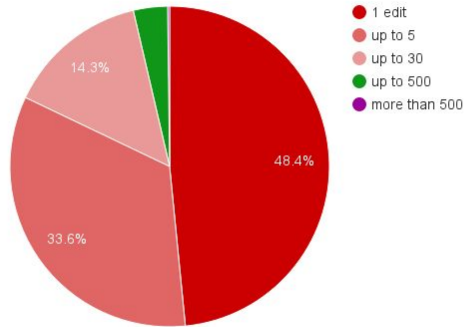
A year ago we finally reached **1000 contributors a month**. This needs to be put in context with the fact that the cumulative staff since 2013 is only 7 employees and 4 contractors.

Definition: *An active contributor is a contributor who did an edit in a given time frame (here in a given month).*

Note: *The decrease visible in 2016 is correlated to the temporary account creation shutdown (mid-February to mid-April) due to the spam activity at the beginning of the year.*

Contributor engagement

Average number of edit per users (since 2013)

- 1 edit
- up to 5
- up to 30
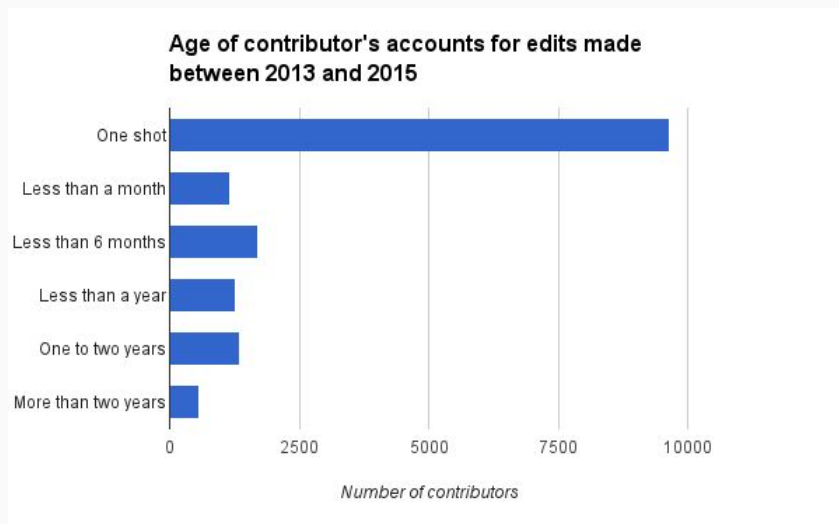- up to 500
- more than 500

48.4%
33.6%
14.3%

MDN has a low engagement rate as almost **half of our contributors did one single edit then left**.

Since 2013, those making more than 30 edits during their contribution journey represent 3.5% of our contributors

Among them, our **core contributors** (who have made more than 500 edits) are 36 people which represent **0.2% of our contributors**

Contributor lifetime

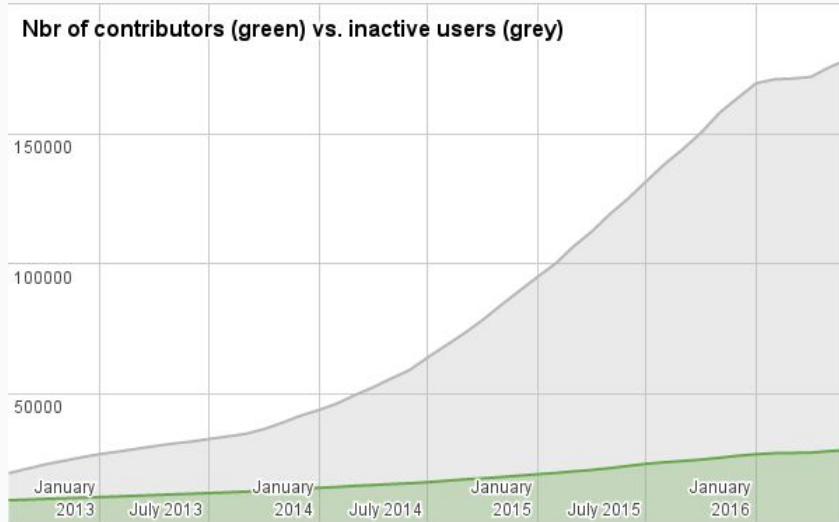Age of contributor's accounts for edits made between 2013 and 2015

With the exception of "One shot" contributors, that made all their edits the same day, and never came back, MDN contributors stay around for long periods.

Contributors who stay contribute for months, even years, indicating dedication to what they are doing.

Note: *In this graph, the account lifetime is the time difference between the creation date of the account and the last login time.*

Global user engagement

Nbr of contributors (green) vs. inactive users (grey)

In the past year we've seen a radical increase in the number of accounts created on MDN. At the same time the number of contributors has grown at a constant pace.

As a consequence, **the ratio between inactive users and contributors has gone down**, from 27% of contributors in January 2013 to 13% in January 2016.

This indicates a high interest in MDN, but **what prevents users from becoming contributors is not clear.**
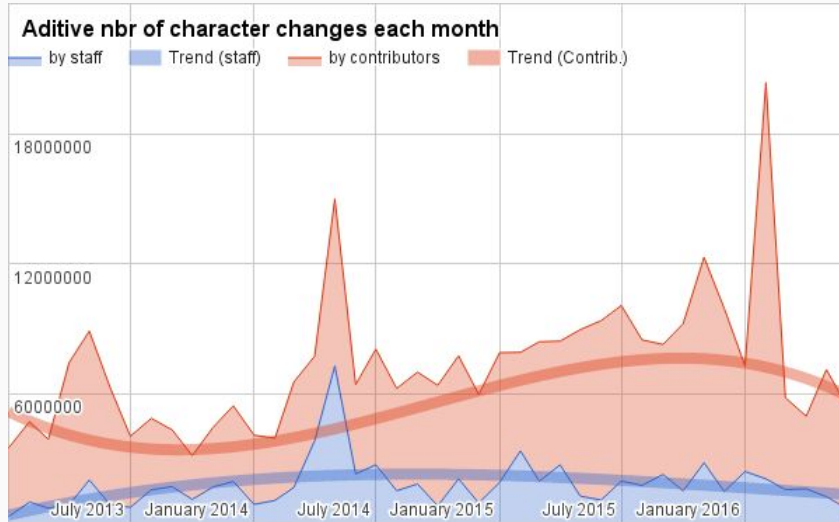
Takeaway

We have clear indicators[1][4] that people are interested in MDN; that said, the overall engagement is low[2][3].

This indicates that we have a great potential to create more qualitative content with our community.
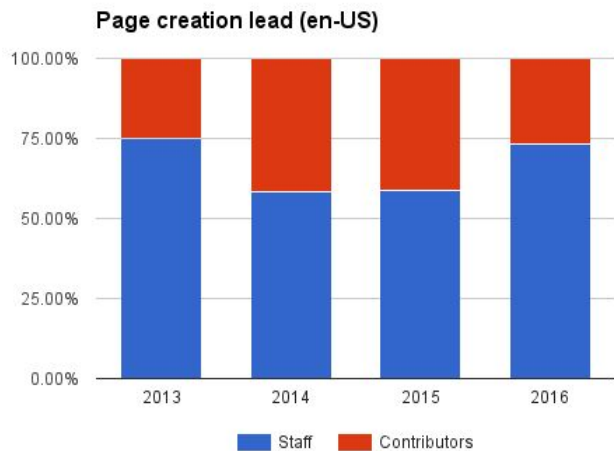
Community Generated Content

Volume of content produced

Aditive nbr of character changes each month

— by staff   — Trend (staff)   — by contributors   — Trend (Contrib.)

18000000

12000000

6000000

July 2013   January 2014   July 2014   January 2015   July 2015   January 2016

Considering the total volume of content produced, expressed in number of character changes, **our community outranks the MDN team**.

With a brute work result which oscillates, from one month to the next, between **1 time and 4 times of MDN staff production**, our community clearly demonstrates its value for MDN.
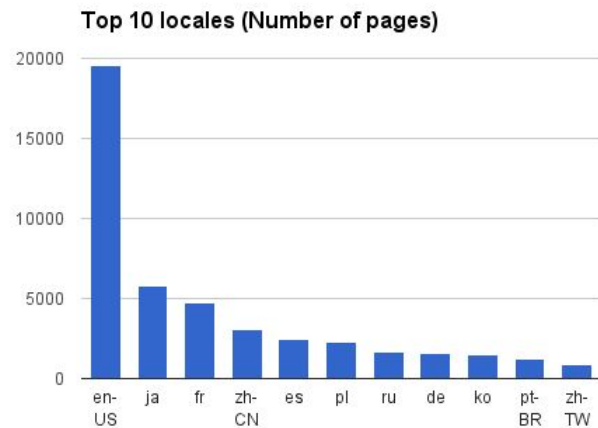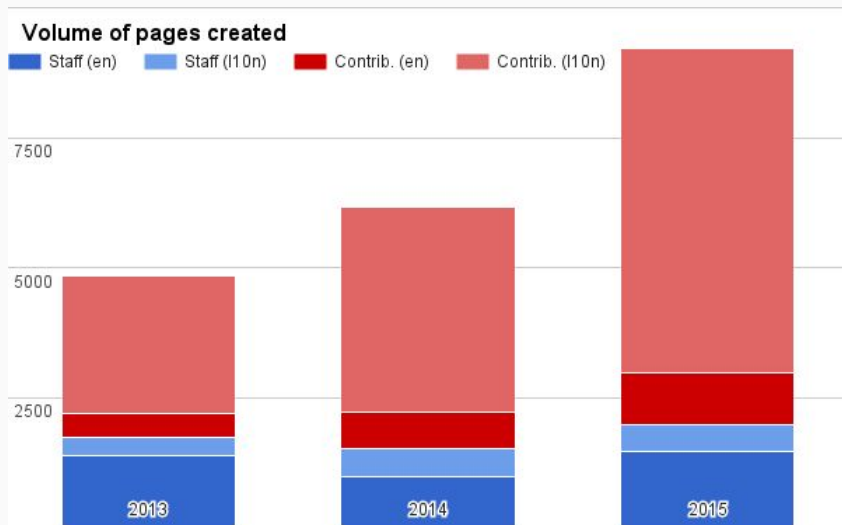
Contribution in English

Page creation lead (en-US)

MDN staff is focused on producing English content, so it is not surprising to see that they produce up to **75% of the pages under en-US.**
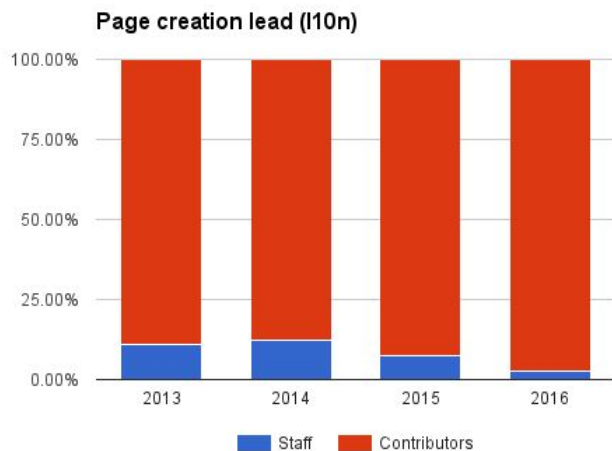
However, with more than 25% of English page creations, **contributors' help is significant**.

With the engagement data shown previously, it is clear that the more we will engage our community, the more they'll be able to take the lead in this area.

Localisation work

Localisation leadership

Page creation lead (l10n)

(Bar chart showing percentages from 0.00% to 100.00% for years 2013, 2014, 2015, 2016. Blue = Staff, Red = Contributors)
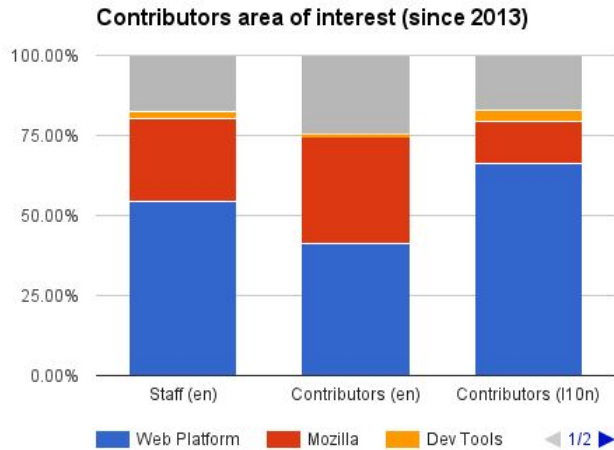
While there is a huge potential regarding English content, when it comes to **localization**, our **contributors are clearly leading the way**.

This is both expressed through leadership (*percentage of pages created by contributors vs. staff*) and volume of content created which has **grown significantly over the last 3 years**.

However even so, English remains the area with the biggest amount of pages visible (19K) and our other locales remain way below that number.

Areas of interest

Of all the topics of MDN where contributors participate, **the Web platform is in all cases the most popular**. Nevertheless we observe two different behaviors:

In English, contributors seem more involved with Mozilla-related content than the MDN staff.

For translation the focus is extremely high on the Web Platform, and **interest for Mozilla-related content is low**.

Takeaway

MDN staff is leading the content creation in English, but contributors are strong supporters, especially for Mozilla-related content.

But the biggest investment of the community is about localising the Web Platform content available on MDN. It's the biggest value for Mozilla as it both strongly supports the mission and provides content for an area where MDN staff is currently not leading the way.

Community work roughly represents the equivalent of 3 times the work of the whole MDN paid staff (employees and contractors).