

MDN Community Impact

Impact of MDN community work in regards to MDN reader's expectations — *2013 to mid 2016*



Introduction

This study is the follow up from the [MDN Community Work](#) research previously made, it is recommended to read that previous study first.

This new study focuses on the impact of Community to MDN readers and content quality.

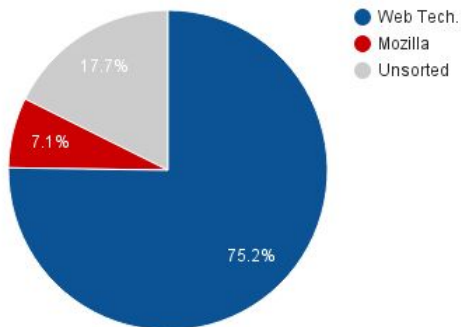
Note 1: Because some of the data prior to 2013 are tainted, this report focuses only on results since then.

Note 2: Reader data from Google Analytics are those for June 2016

Impact on content consumption

Areas of interest

Page views by area of MDN (agregated)



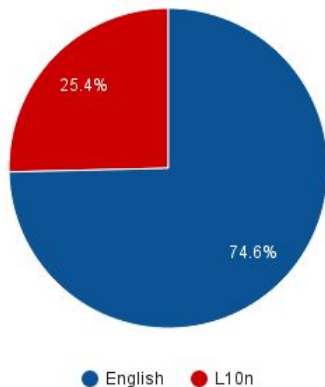
Web technology content is the main focus of MDN:

- Readers visit these topics more than others 3-to-1.
- Contributors make [the majority of their changes to these topics](#).

In this area, the focus of the readers and contributors [corresponds to the focus of MDN staff](#).

Localized content

Page view in English vs other locales

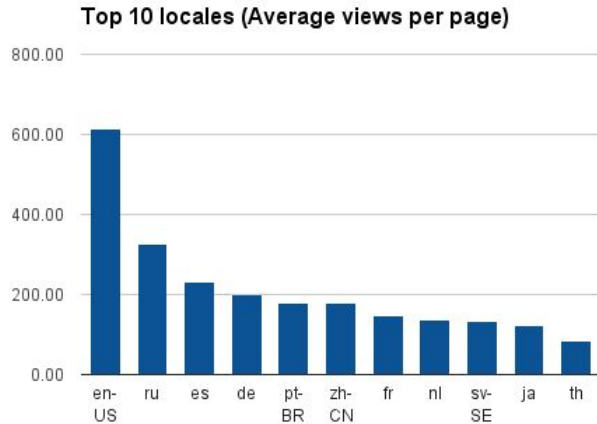


Knowing that MDN contributors had created:

- [A minimum of 25% of English pages](#)
- [A minimum of 90% of Localized pages](#)

If we cross this with the traffic we get on MDN, it appears that more than **40% of the traffic on MDN is a direct result of MDN contributors work.**

Interest for localization



If we take a deeper look at our locales, it looks like the interest for locales is not directly bound to [the available content](#).

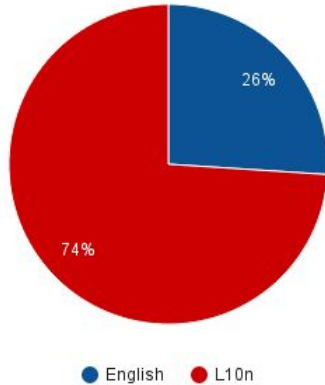
The biggest surprises are **Russian** and **Swedish**.

Even with a very low number of pages available for these locales, the average number of pageviews is quite high.

Swedish is the most remarkable case, with very little content available but **the whole MDN UI translated**, it seems to indicate a certain interest from readers even if the interest from contributors is low (*it worth investigating the reason for that low level of contribution: tools, culture, English literacy, ...?*).

Impact projection for localization

Projection of the relative importance of top 10 l10n with the same amount of content than English



If we were to engage our community such that we were able to provide the same amount of content in other locales as we do in English (*including all type of content, even if, based on our other analysis we should focus on Web tech content*), we could:

- Reverse the trend of English vs l10n traffic
- At minimum, double our reach

Note: *If we want to fill the gap with contractors, we can roughly estimate this to a \$20M budget.*

This projection is very crude and it will require more research to be able to provide rightful ROI data

Takeaways

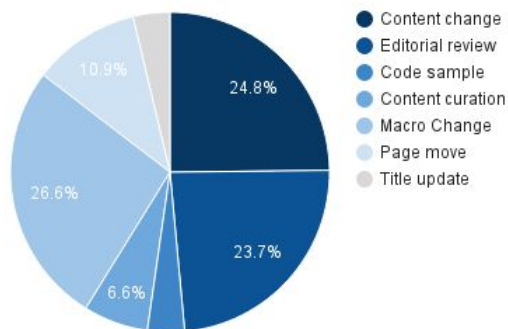
By providing more support (*community building and direction*) to its contributors, MDN has a huge growth potential through localization.

As contributors are already leading the way in this area, supporting them only requires a continuous infrastructure investments (which are needed anyway).

Impact on content quality

Changes made by staff

Type of change on MDN (Staff)



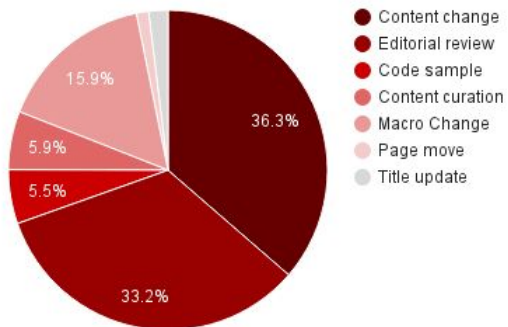
Beyond the fact [MDN staff is leading the way for content creation in English](#), if we look in details on the type of changes they are making in all locales:

- **58.8% impact the quality of content**
(Content change, Editorial review, Code sample, Content curation)
- 41.2% the content architecture
(Macro change, Page move, Title update)

As we'll see in the next slide **they are the gatekeepers of content architecture of MDN**. This is true for English but also for localized content.

Changes made by contributors

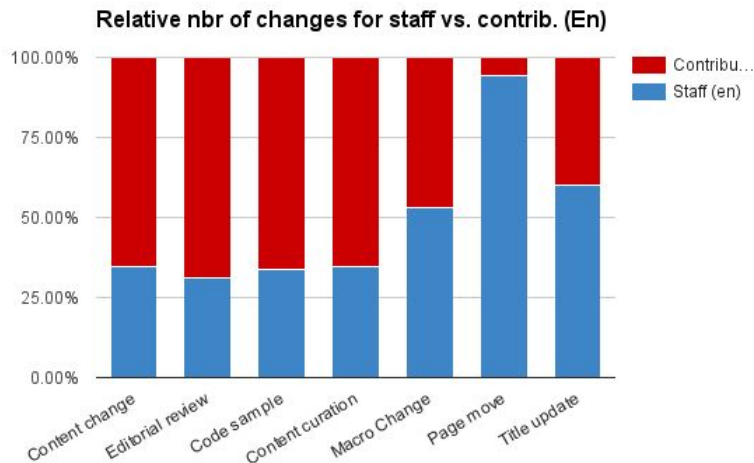
Type of change on MDN (Contrib)



On the other hand, contributors mostly focus on content improvement: updating content, fixing typos, creating code samples, curating content. **Improving content quality is 79.9% of their changes.**

They are involved very little with content architecture, but it is worth noting that page moves require extra permissions, which only a handful of contributors have.

Impact of contributors vs staff



When we look at the relative number of changes made by staff and contributors in English, it becomes clear that there is a separation of responsibility:

- MDN Staff leads the initial content creation and designs the content architecture.
- MDN Contributors take the biggest share of content maintenance and curation, explaining that our content quality remain high over time.

Takeaways

MDN is well known for its quality which is the result of two factors:

- The staff team leads content creation and content architecture
- The contributors localizes, improves and maintains the content

In practical terms, related to MDN KPI, the staff team improves the reach while contributors increase the helpfulness of MDN.