wikia 2016
COMMUNITY
CONNECT

Discussions:
Moving beyond the beta

Discussions: Moving beyond the beta

Cristina Foung, Bert Hall

Cristina Foung

User Name: cristina7

Job Title: Senior Product Manager

Start Date @ Wikia: May 1, 2014

FANDOMS:

- Great British Bake Off
- Pokemon Go
- Psych
- Midsomer Murders

THE GREAT BRITISH BAKE OFF

psych

MIDSOMER MURDERS

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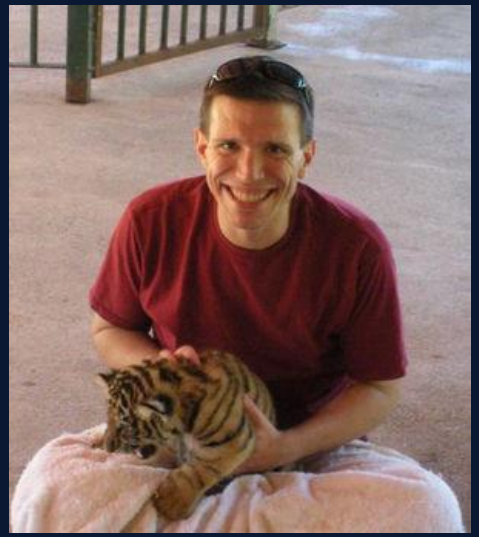


Bert Hall

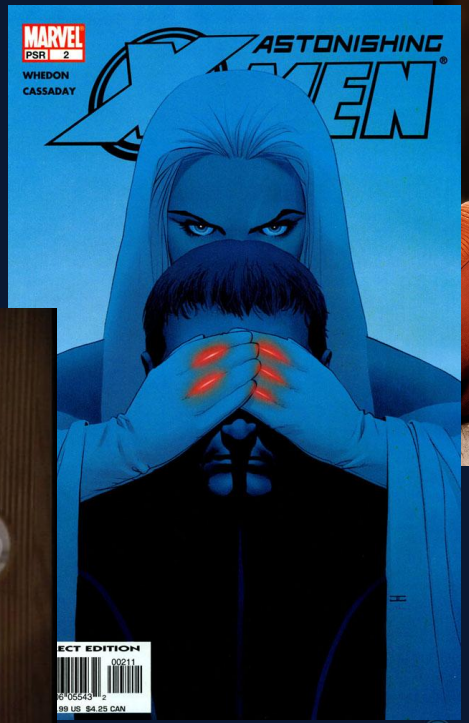
Username: BertH

Job Title: Director, Support & Engagement

Start Date @ Wikia: July 9, 2012

FANDOMS:

- Star Trek, Marvel, Star Wars



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DISCUSSIONS IN FANDOM

Heart and Pulse, Excitement and Opinion

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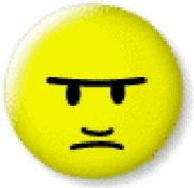
Passionate and enthusiastic fans

Opinion

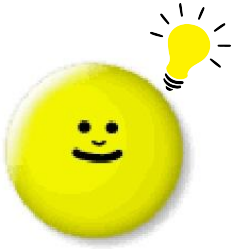
Excitement

Anticipation

Questions



Reaction



Ideas

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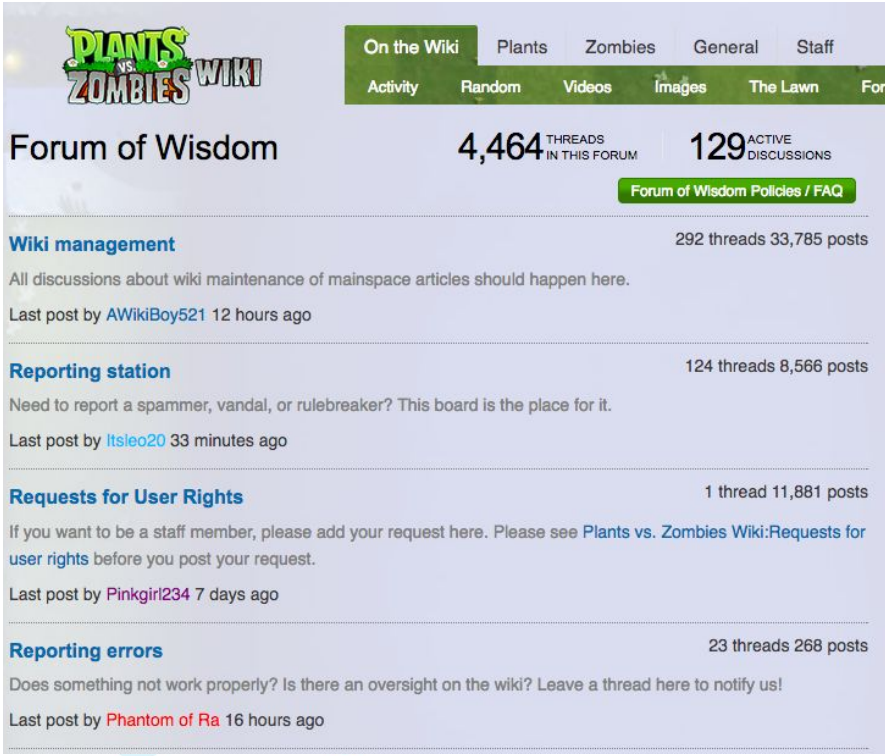
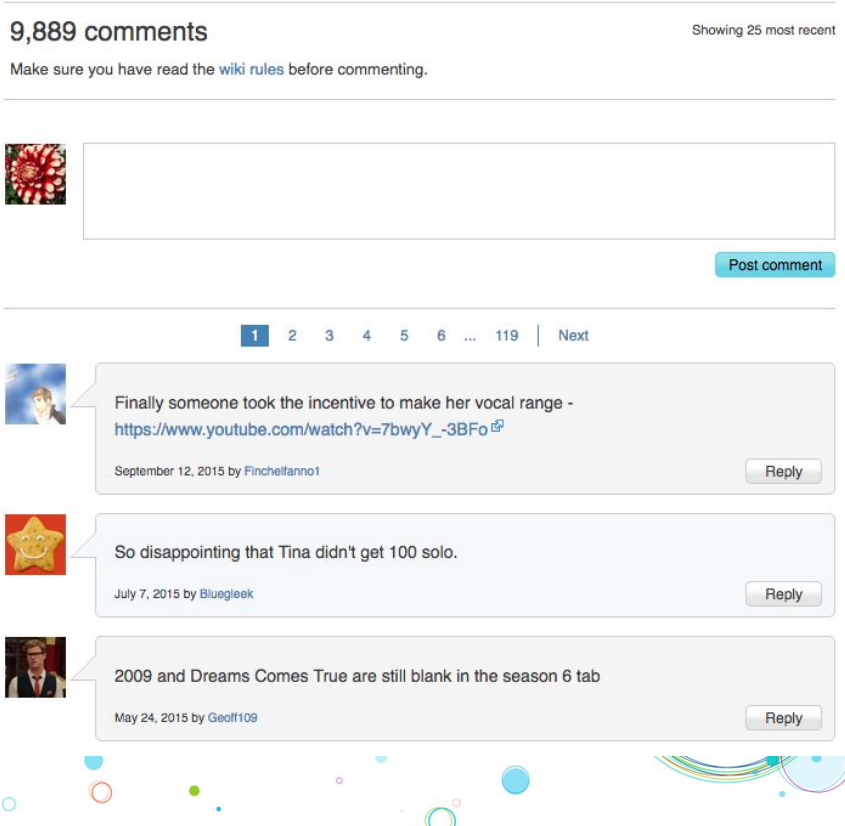
A few explorations into conversations





Shortcomings of Wikia Forums

- Mobile support
- Search
- Discovery

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Fans find a way: Forum All-Stars in 2016

36,600 posts per month

19,300 posts per month

18,300 posts per month

17,300 posts per month

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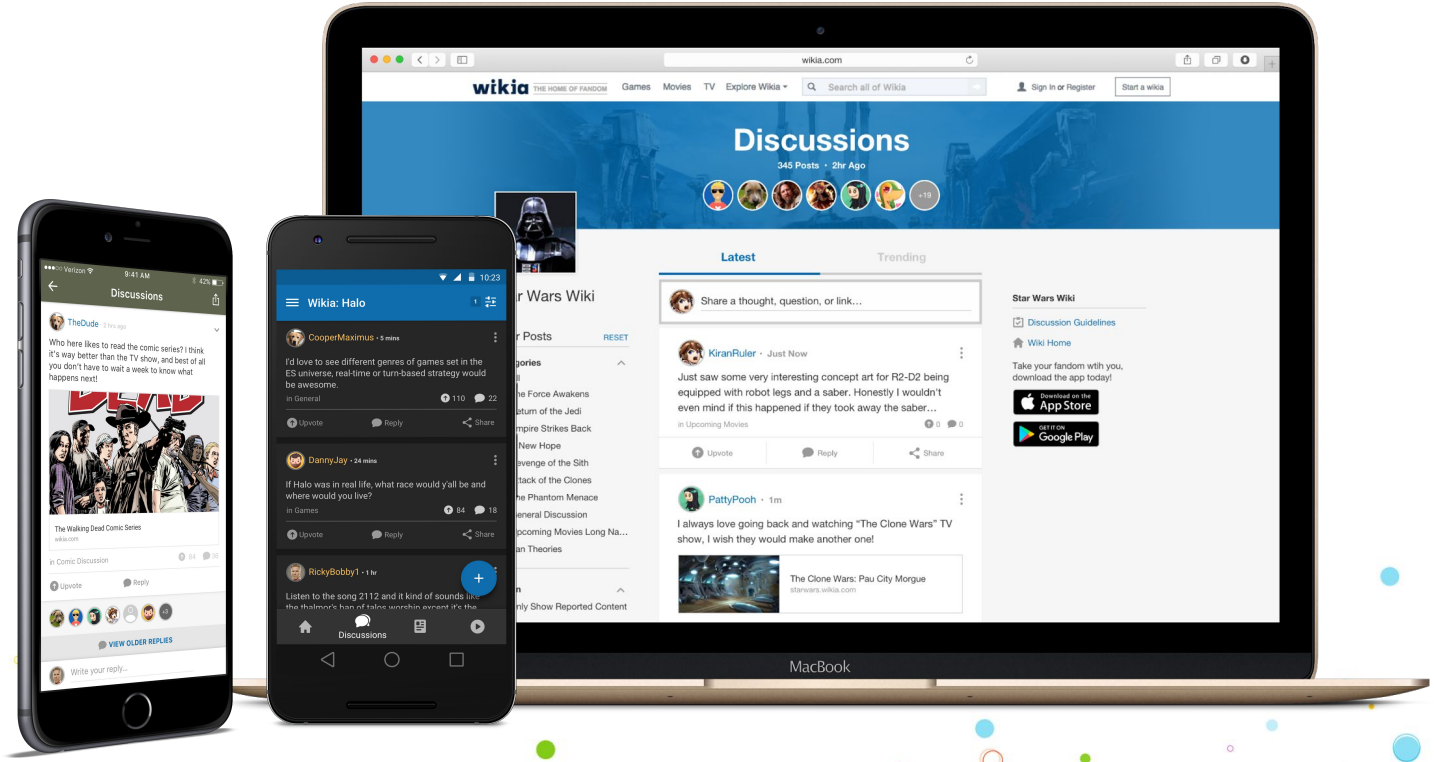
The Future is Now



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BETA ON WIKIA

A new Discussions feature in the hands of users!

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What's a beta?

Early version of the product or feature. Not considered "done", but can start initial rollout for data gathering and early feedback.

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Discussions Beta Plan

- Release initial feature set to limited communities in apps first
- Release the same feature set to web-side of communities
- Gather feedback
- Gather data and analyze engagement

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Defining Success

- Reach **6+ communities** with minimum critical mass
- Reach **180k posts and replies per month** (excludes deleted content)

If successful…

- Continue to build features and scale to additional communities in parallel!

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CURRENT STATUS

Data and learnings for today's Discussions

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Discussions on Wikia Today

116
communities

2.1MM
posts & replies

73,207
unique contributors

across platforms and devices:
mobile apps, desktop web, and mobile web

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Moving beyond the beta

Checking in on the beta success metrics

- **12 communities** with minimum critical mass in discussion posts and unique contributors
- **352k posts and replies per month**

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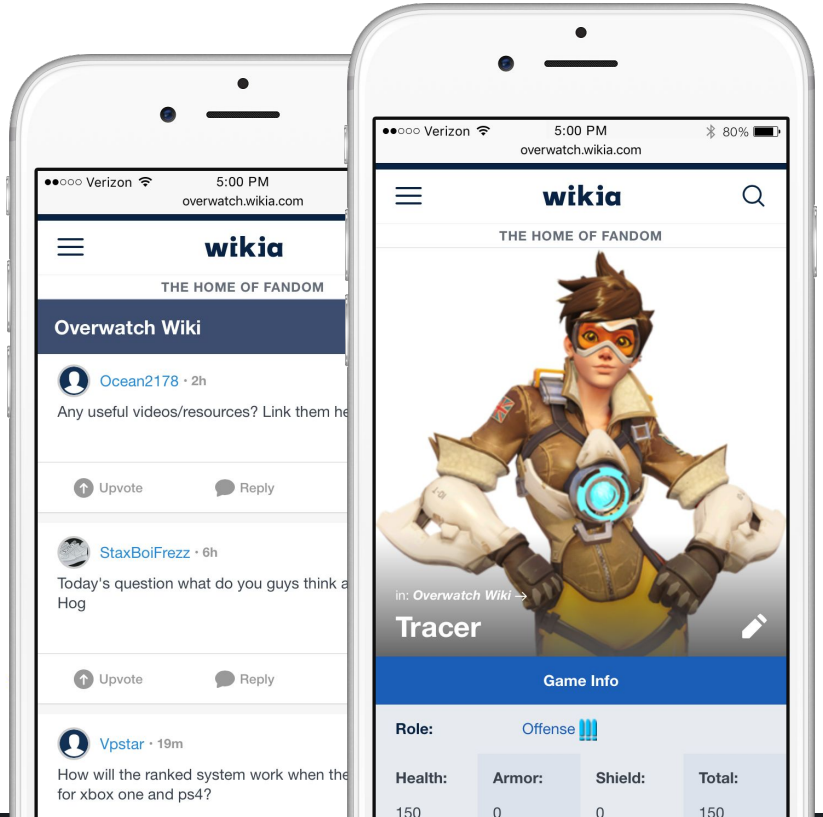
Opinion and knowledge go together



Combining great article content and Discussions is already proving to be successful.

Mobile has been our test bed.

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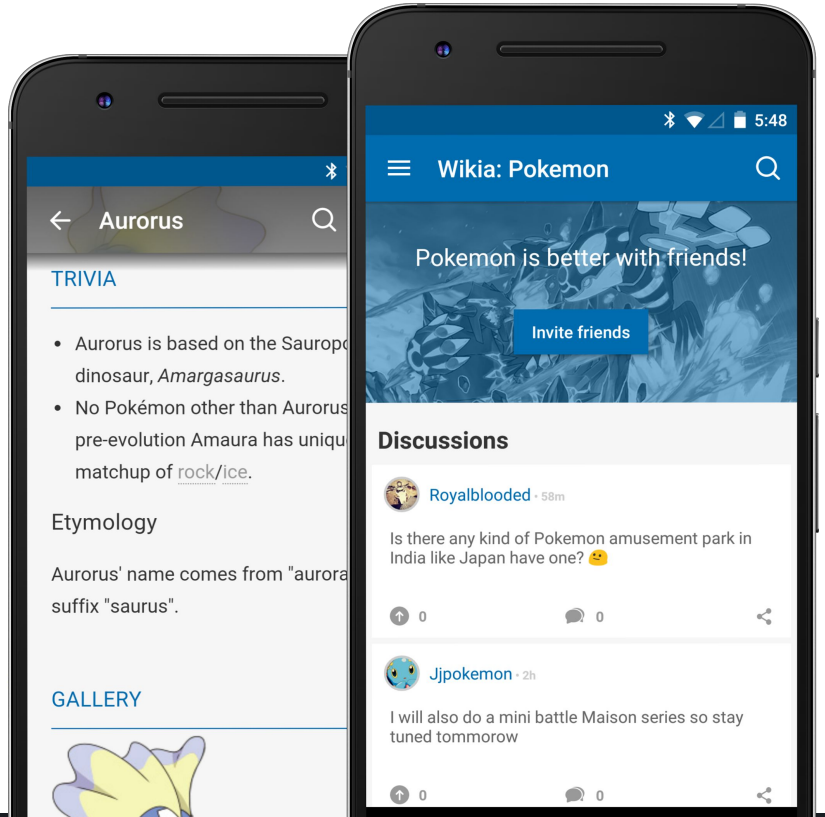
A rising tide lifts all boats



Community App Home Screen Test:

We tested 4 versions of the home screen—differentiated by order of content sections.

Placing Discussions at the top not only resulted in more posts, it resulted in more article views (+14%).

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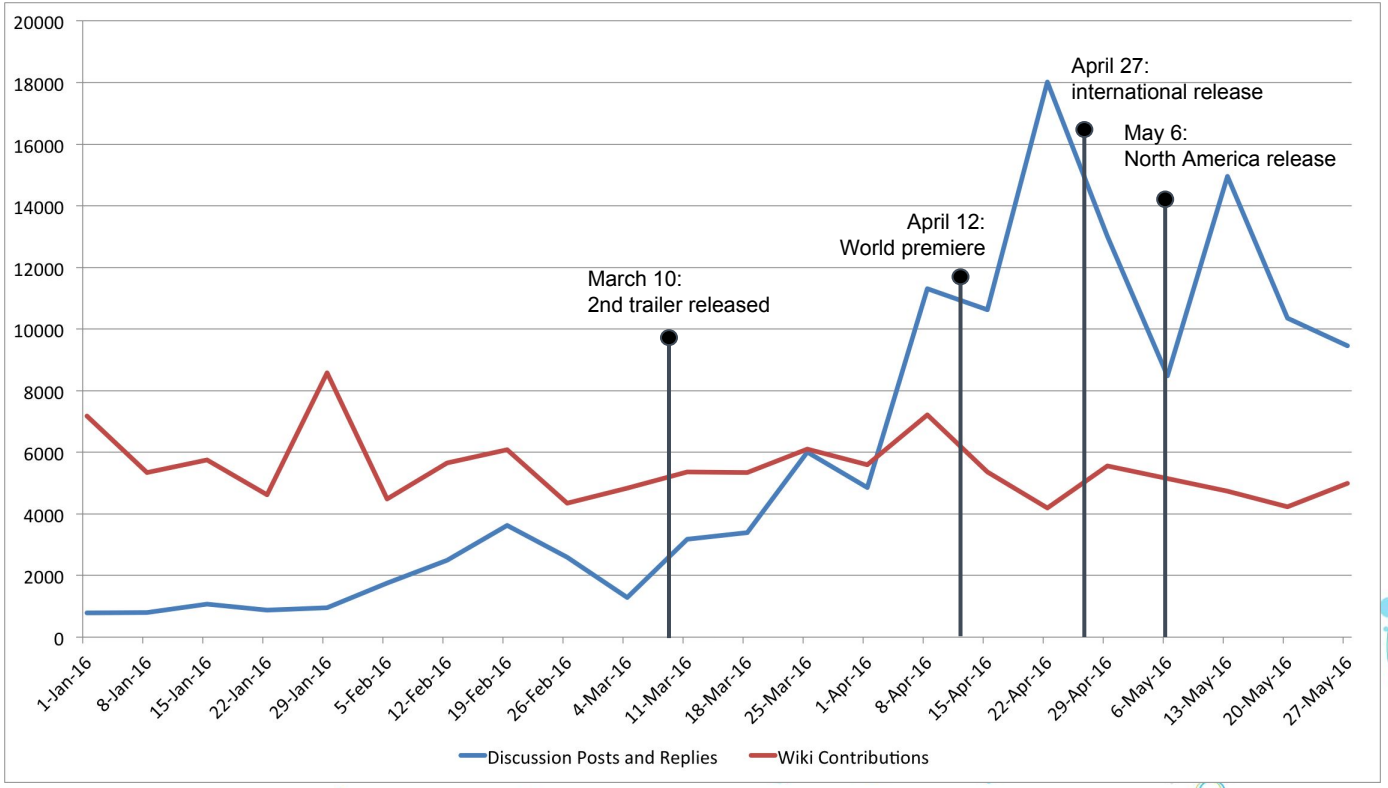
Anticipation and fan interaction

Marvel Database: Wiki and Discussions activity, leading up to Captain America: Civil War release



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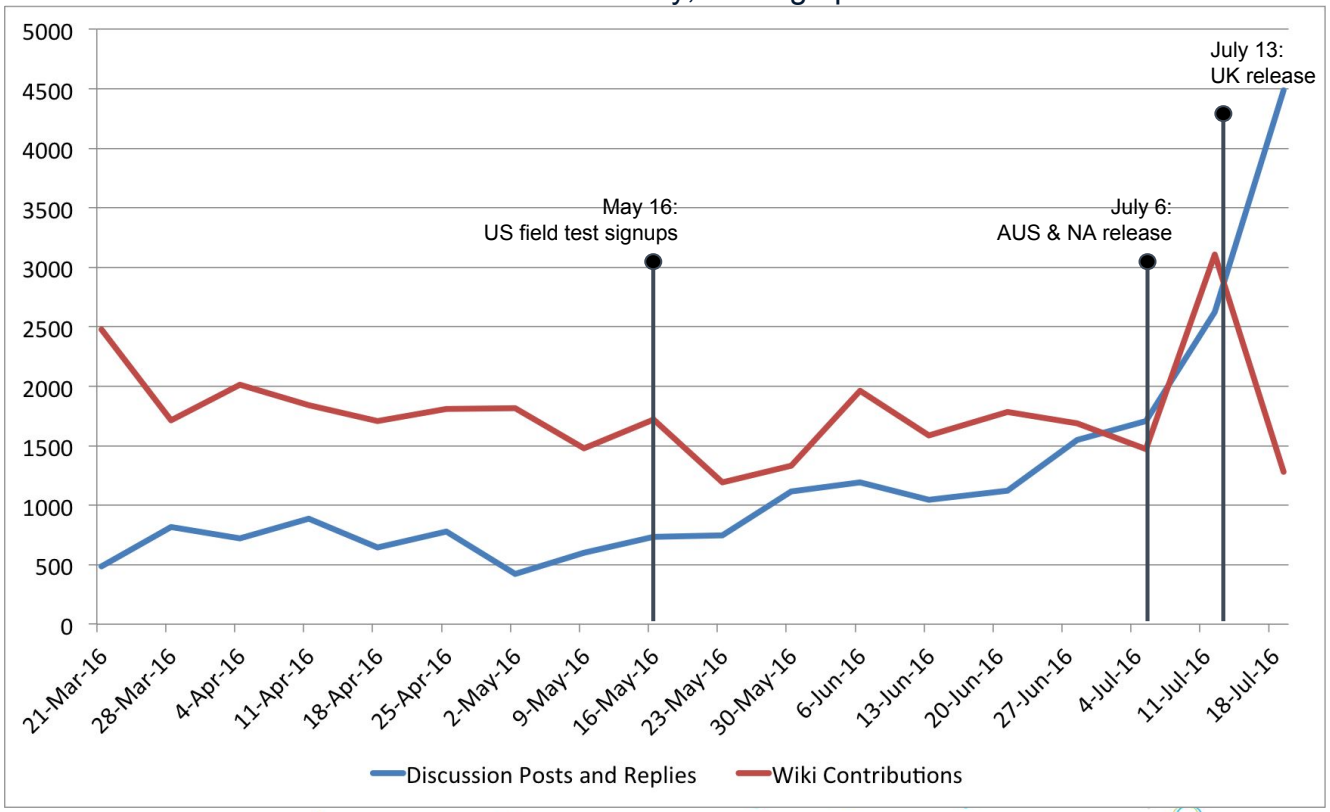
Anticipation and fan interaction

Pokemon Wiki: Wiki and Discussions activity, leading up to Pokemon Go releases



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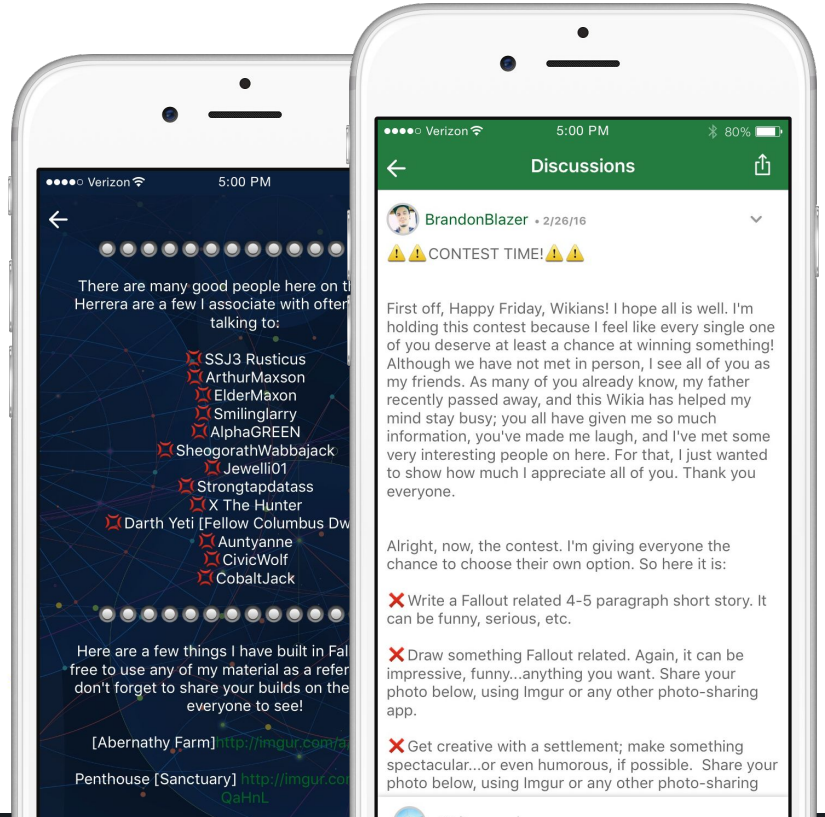
Making deep connections



Users are finding meaningful ways to connect:

- Creating friend lists in app Discussions profile
- Creatively organizing their own contests
- Game player matchmaking
- and much more!

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Discussions are “sticky”

Simply put, Discussions keep users around. So far, in Discussions-enabled communities:

- Users who view Discussions are **2x** more likely to come back one month later
- Users who create a post or reply are **4x** more likely to come back one month later

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DISCUSSIONS TODAY

Features and Rollouts

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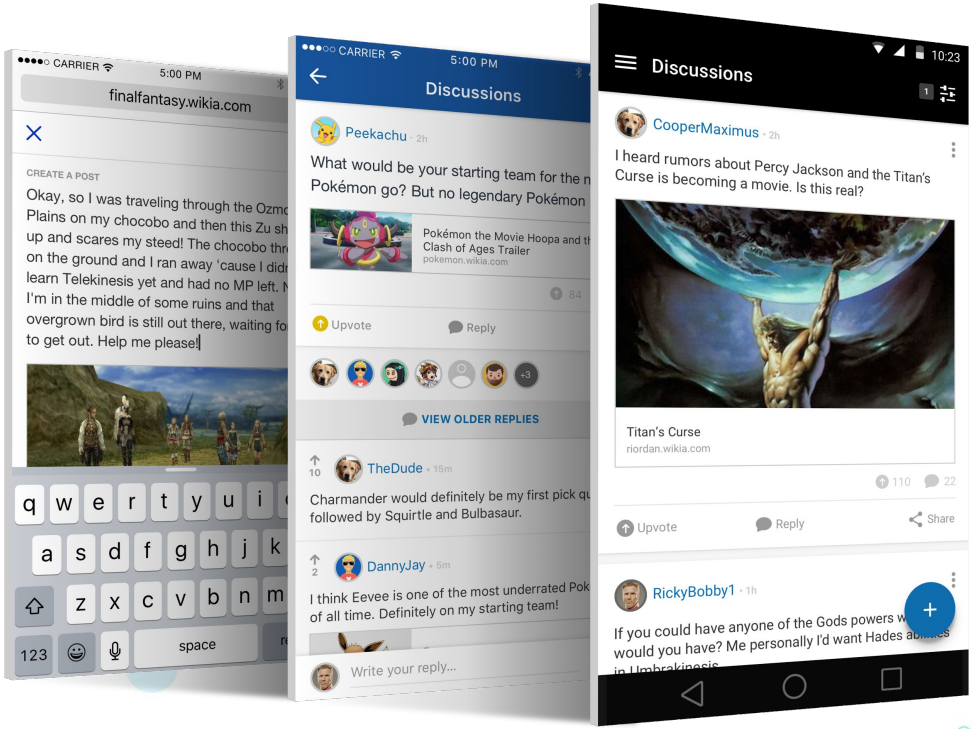
Live Features

User Engagement



- Create new Discussions posts
- Reply to existing posts
- Upvote posts and replies
- Share to social media
- Browse by: Latest, Trending, or User

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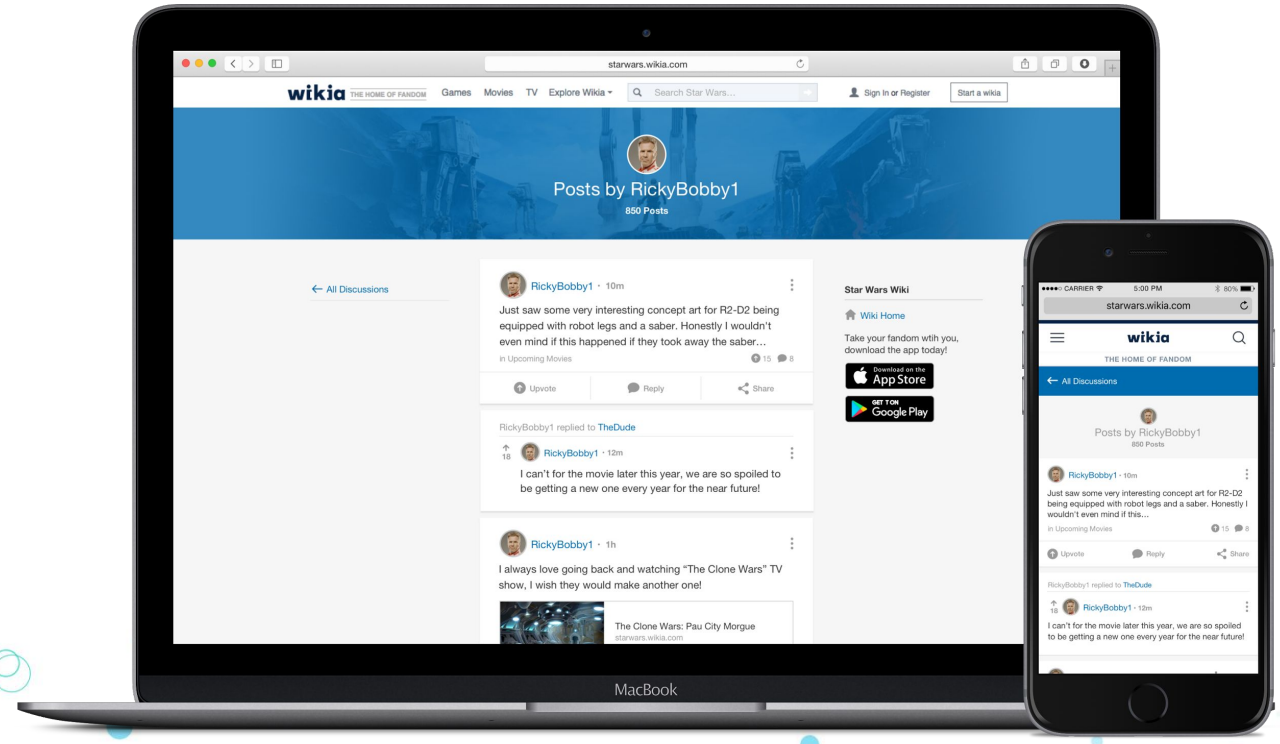
View All Post By a Single User



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Post Links & External Images

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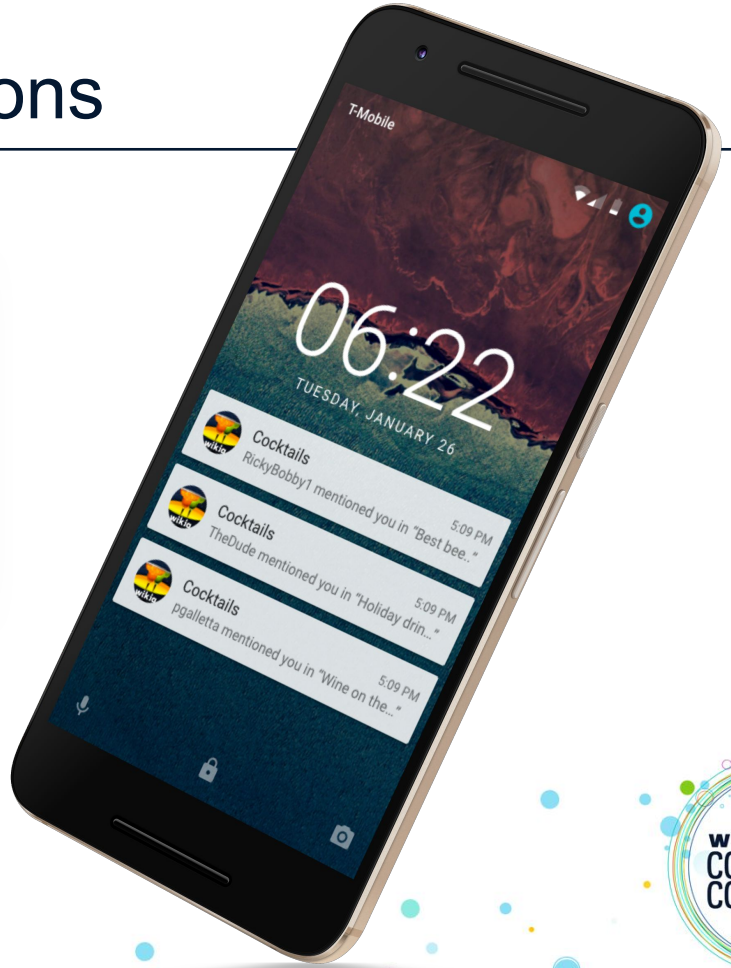
App Push Notifications

STAR WARS FAN APP now

You're On Fire!
Upvotes! Upvotes everywhere! Your post just hit 100 big ones.



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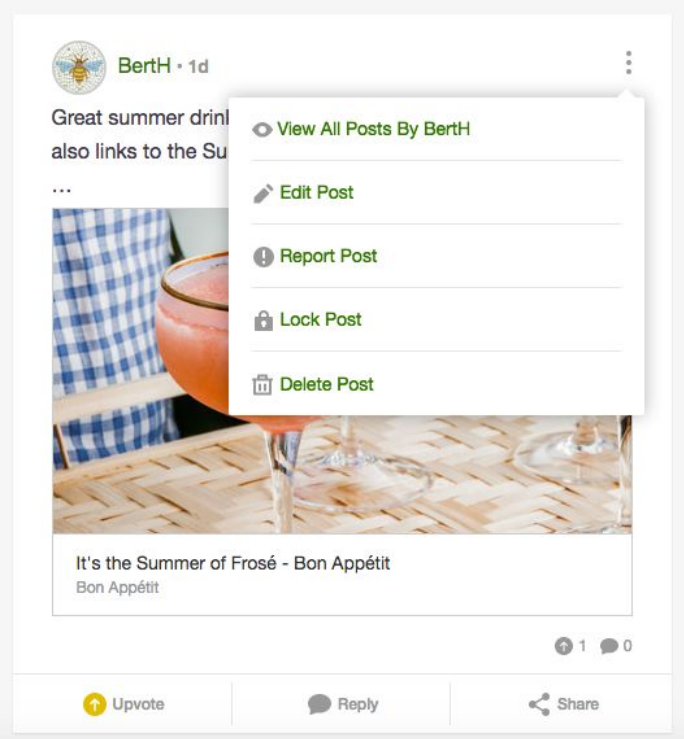
Live Features

Moderation and Community Management



- Delete and undelete posts
- Delete all posts and replies by a single user
- Lock posts to prevent new replies
- Report posts for review by moderators
- View reported posts

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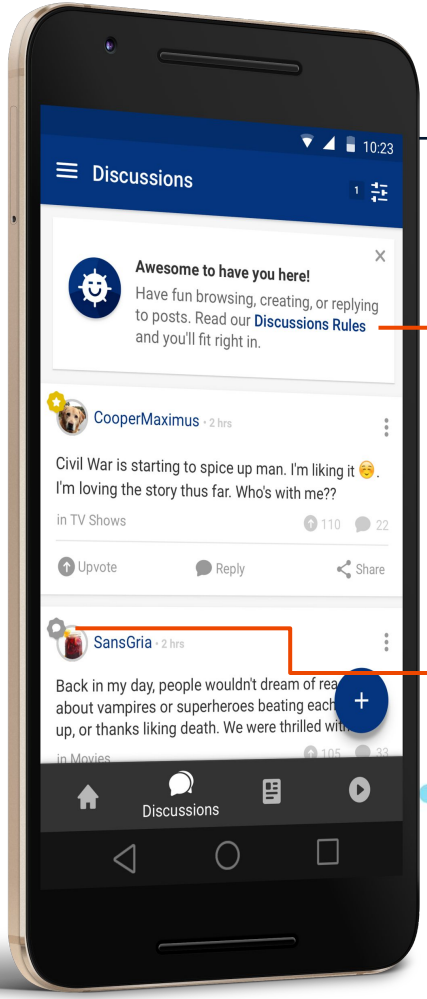
Guidelines and User Badges



Users need to have visibility into the guidelines you set and who's who.

- **Discussion Guidelines** will roll out with a default set, that are fully customizable per community.
- **User Badges** will help users identify mods and admins.

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COMMUNITY STORIES

New Landscapes

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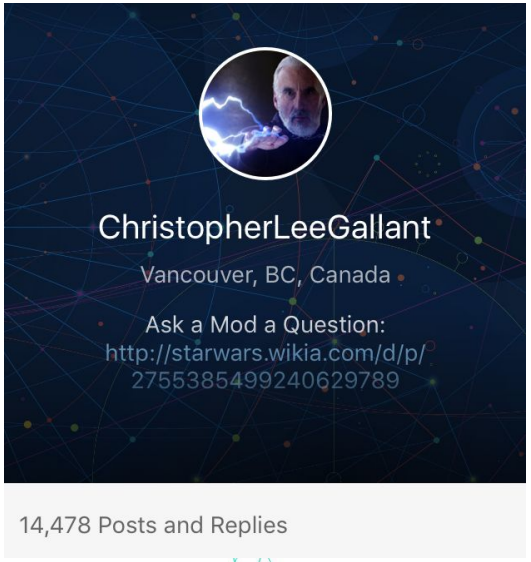
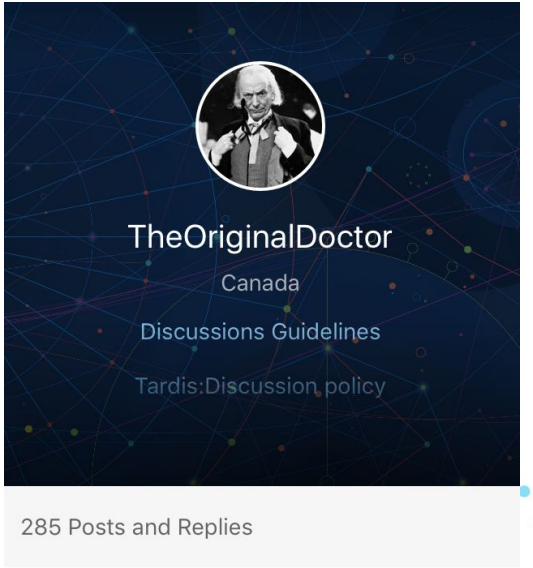
Community stories and lessons

To mod or not to mod? It’s not everyone’s strong suit.





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New Landscapes

FALLOUT WIKI

Stories from two communities

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Nukapedia (Fallout)

Building a bigger community

A community can build wonderful things and flourish, even when learning how to adjust to new methods of participation and new types of users.

Nukapedia (Fallout)

Building a bigger community

Admin: Agent c

Walking into discussions I was very mindful of the fact that I had no 'mandate' to bring 'justice to the wasteland' and nobody had agreed to play with 'my rules'. Although some users talked of my sudden appearance as 'the old gods returning', I felt it was important to respect that this is 'their place' and they need to feel informed and involved in the process.

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Nukapedia (Fallout)

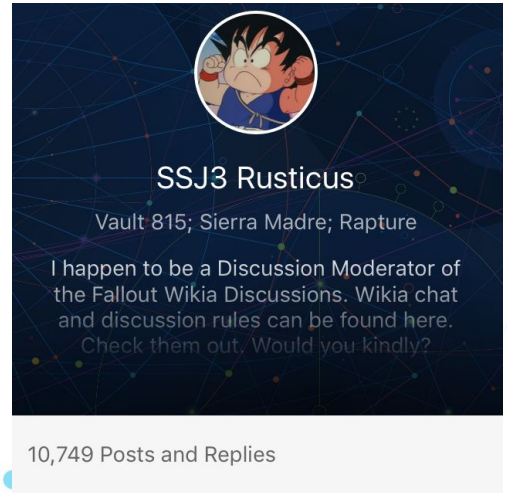
Building a bigger community

Admin: Agent c

Rather than simply be an ‘invading army’ we also had local buy in for the decisions.

‘Policing by consent’ is one of the principles of the main wiki

These new moderators could only be appointed following the community voting in support of them.



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Nukapedia (Fallout)

Building a bigger community

Admin: Agent c

For communities looking to bridge the gap, my advice would be to go into discussions and respect the community that has been built there without you, and then look at building the links between you.

Don't impose your rules, but get the discussions community's consent to use them; make sure the local community has ownership.

Make sure you're cross posting your news and announcements so discussions-only users know they're there, and encourage them to participate.

The Walking Dead

Fans find a way

A community will self-regulate and form rules and a leadership structure, even without a formal method of doing so.

In the Walking Dead Community App, Discussions users built their own community in a brave new world.

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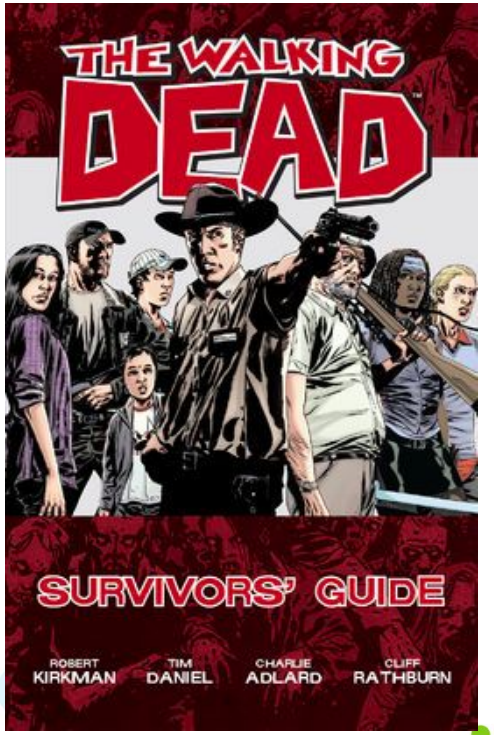
The Walking Dead

Fans find a way



Lacking external guidance, and without any pre-existing rules they were aware of, the Discussions users set up policies for themselves.

And more...

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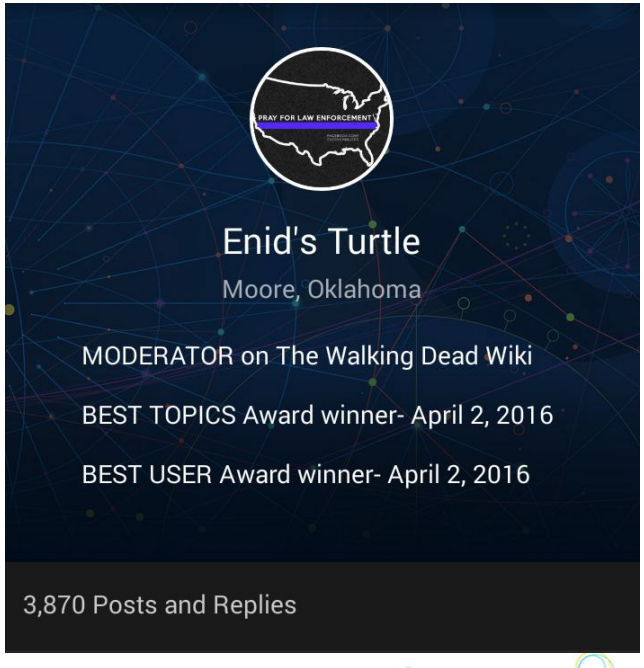
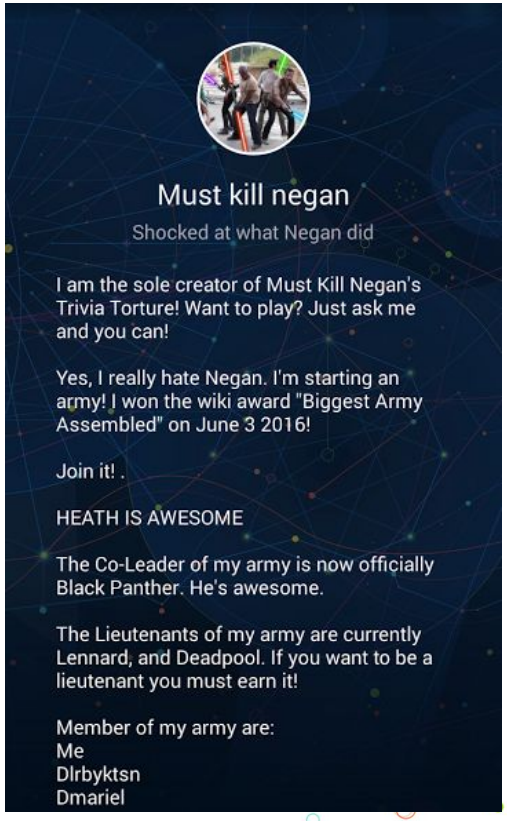
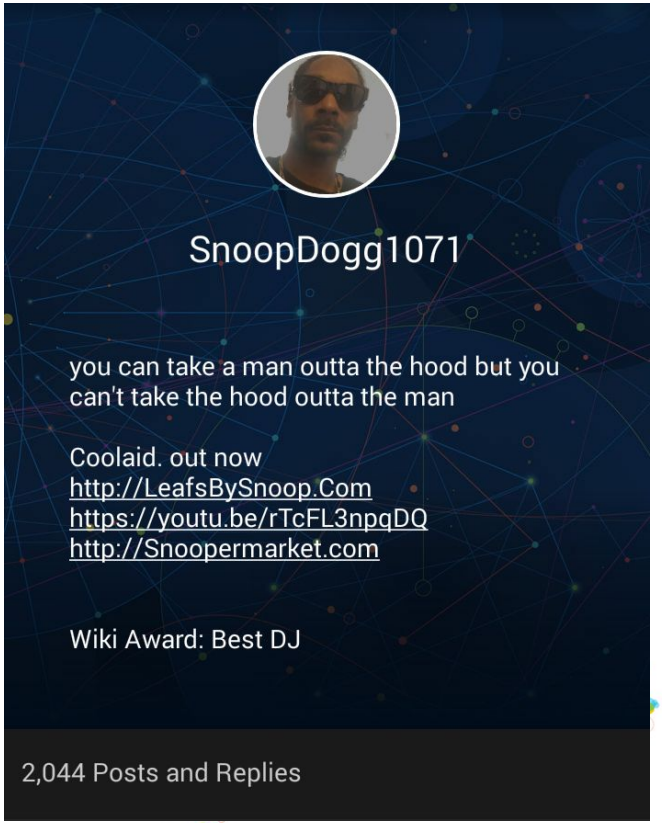
The Walking Dead





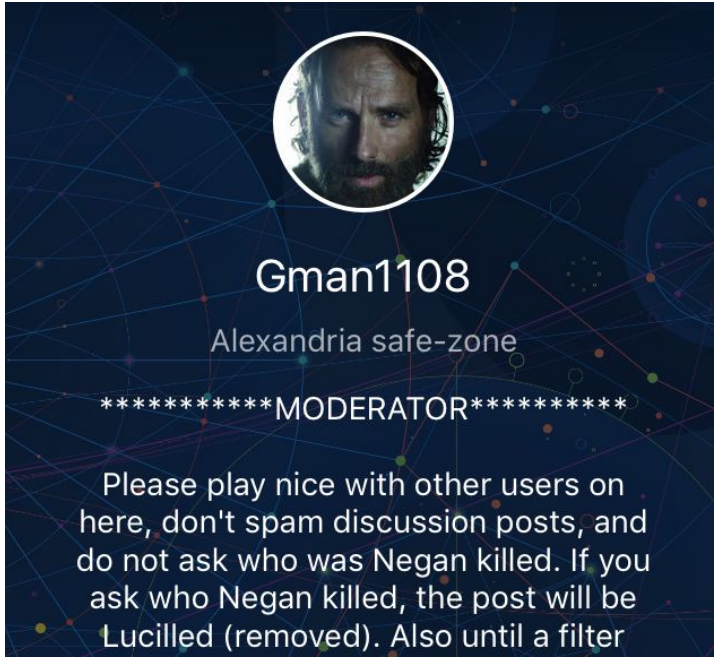


The Walking Dead

Fans find a way

App users bring continued engagement after the season ends, and beyond

Wiki users & admins provide structure and direction.



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BEYOND THE BETA

What we're working on and how you can help

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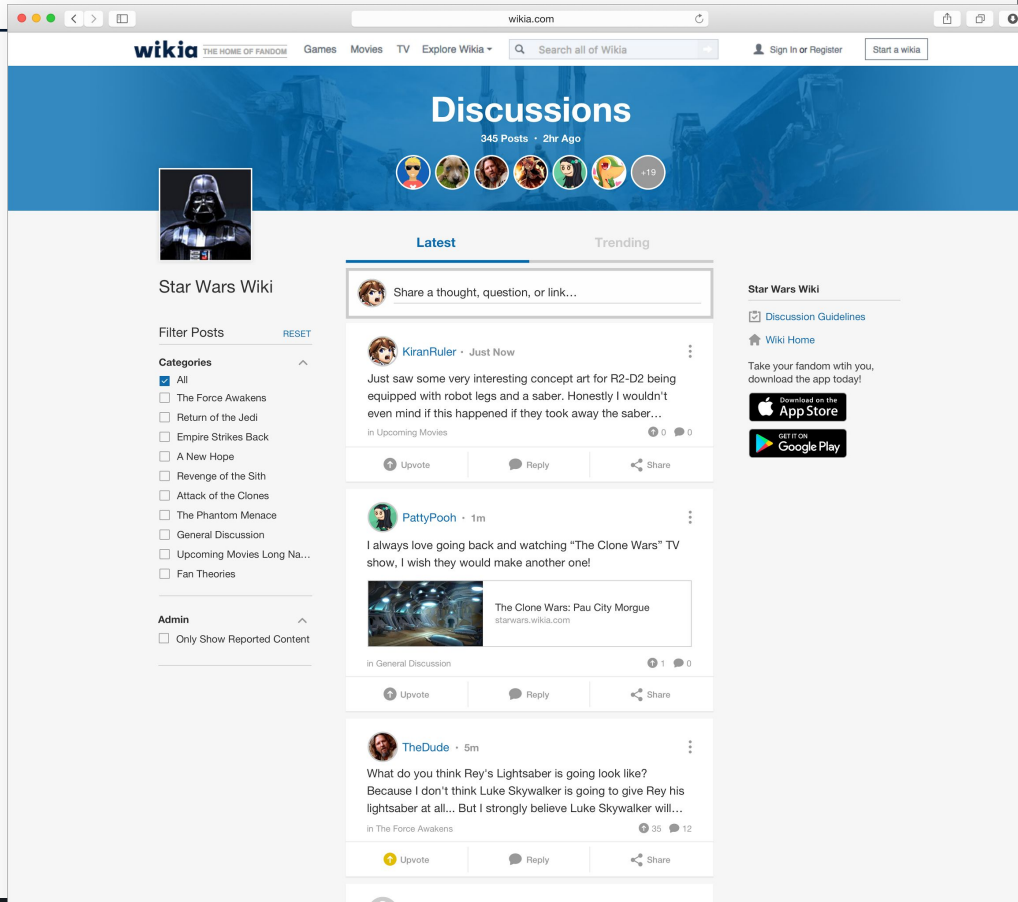
Categories

Categories support **healthy community growth**:

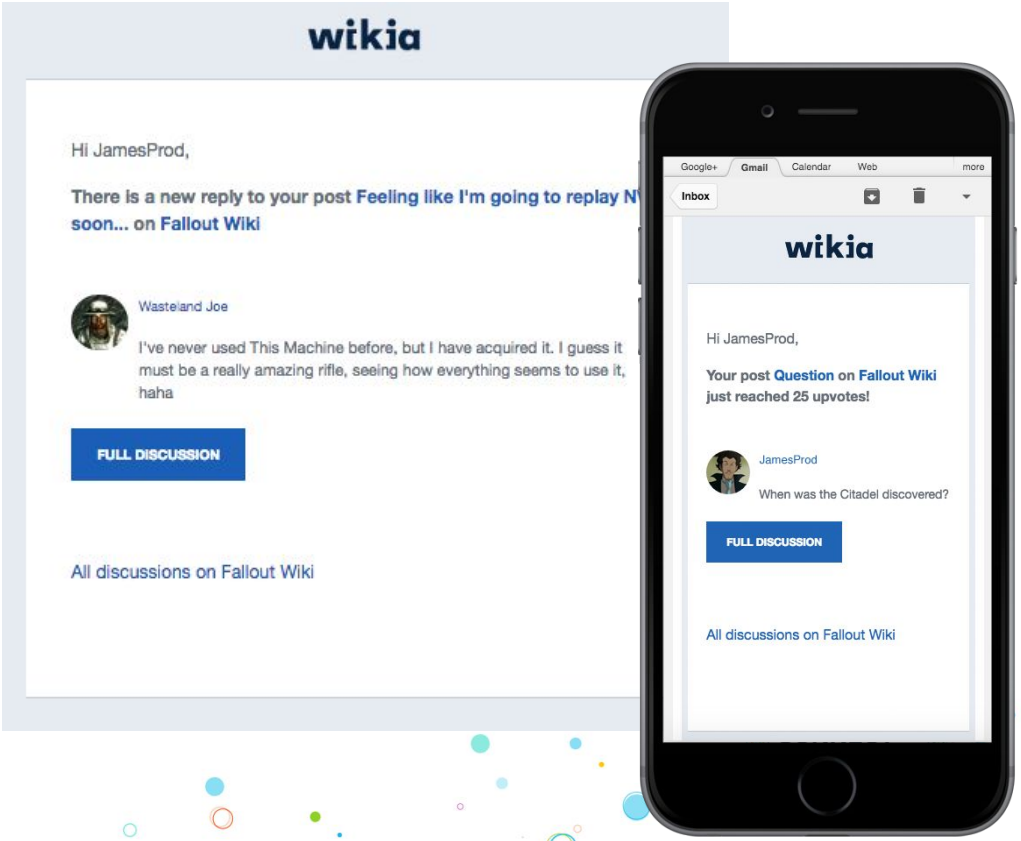
- Filter down to the content you're most interested in
- Give users an idea of topics to discuss
- Have dedicated areas for all kinds of fans (fanon, rumors, theories, etc.)



Email Notifications

Early email notifications will keep users engaged:

- Notifications when you receive a certain number of replies to your posts
- Notifications when you receive a certain number of upvotes on your posts and replies



Longer Term Feature Roadmap

- Follow posts
- User @mentions
- Group @mentions
- Onsite Notifications
- Image Uploads

- Tags
- Related wiki articles, discussions and editorial
- Spoilers
- Mod-visible activity leaderboards to help vet mod candidates

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Rollout and Migration Plan

- Interested in Discussions for your community? Talk to us!
- Legacy Forums will be migrated into new Discussions in phases
  - Thread and post data
  - Boards
  - Follows
  - Kudos, etc.
- Discussions will be integrated into new community creation

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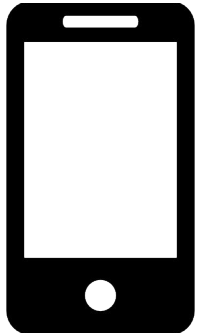
We need YOU!

Try Discussions



Download an app,
try it on web

Send Feedback

discussions@wikia.com

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Questions?

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