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A report on the Account Creation Improvement Project and the Fellowship

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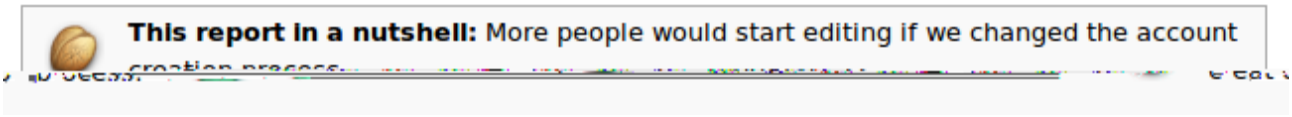


45mage source6

Introduction

-e made a bet after a meeting in a room on 1loor 6 in -i.imedia 1oundation7s offices in (an 1rancisco. 5t !as me and 1ran. (chulenburg8 plus -inifred 9lliff. The bet !as for t!o bottles of good champagne. The #uestion !as ho! much !e !ould manage to increase the number of people !ho started to edit after !e had changed the account creation process. 1or the life of me8 5 can7t remember !hat -inifred said before !e left our notes for safe.eeping !ith :ryony ;ones8 but 5 remember distinctly that 1ran. surprised us by saying that !e !ould go up to 4%<. (ince the current number !as under +)< on most days8 that !as a bold guess.

:ut in my hand 5 held a note !ith another number on it. 5t !as 47<...

This is the story on !ho !on that bet. 9r if you !ill8 a report on the 0ccount &reation 5mprovement Pro=ect and my8 i.e. 2ennart >uldbrandsson7s8 -i.imedia 1oundation community 1ello!ship during the first half of %)$$. 0fter reading it8 you7ll .no! !hat the recommendations for the future are about this. ?ou7ll also .no! ho! to implement the suggested changes on your !i.i.

The 0ccount &reation 5mprovement Pro=ect !as started in the -i.imedia 1oundation community department8 by 1ran. (chulenberg. 2ennart7s 1ello!ship first consisted of !or.ing on t!o simultaneous pro=ects* the :oo.shelf pro=ect and the 0ccount &reation 5mprovement Pro=ect. 5n the end of 3ay8 though8 the :oo.shelf part ended8 allo!ing 2ennart to focus on the 0ccount &reation 5mprovement Pro=ect. @uring all this period8 2ennart has reported regularly to 1ran. (chulenburg and Aac. BCley8 as !ell as to the -i.iDpmDedia community.

@uring the siC months of the 1ello!ship8 2ennart successfully conducted t!o surveys8 led a series of lo!"#uality tests8 oversa! the design of a trac.ing system8 and then the development of t!o high"#uality test versions8 after !hich !e deployed them8 and finally8 !or.ed on gathering and analyEing the data after the tests.

Overview of the project and the Fellowship

Before the Fellowship

(eptember $8 %)$) F 1ran. starts 0ccount &reation 5mprovement Pro=ect 42ennart signed on as interested to participate on same day6

The Fellowship

@ecember $6 %)$) F 2ennart7s 1ello!ship starts
;anuary %" %)$$ F 2ennart to (an 1rancisco
;anuary %5"1ebruary 4 %)$$ " (urvey rolled out on siC languages
1ebruary %" 3arch +) F 2o!"#uality tests live on Bnglish -i.ipedia
3arch %8 " 0pril $ %)$$ F 2ennart to (an 1rancisco8 again
0pril %4 %)$$ F Trac.ing system up and running
;une %)$$ F Gigh"#uality tests live on Bnglish -i.ipedia
;une $6 %)$$ F 2ennart7s 1ello!ship ends

After the Fellowship

;uly $8 %)$$ F (tatistics on ho ! many ma.e 5 edits after the account creation tests
;uly %)"+)8 %)$$ F /eport being compiled
0ugust 58 %)$$ F 2ennart presents 0ccount &reation 5mprovement Pro=ect at - i.imania

Participants and method

1or the most part8 2ennart has been !or.ing !ith volunteers during the 0ccount &reation 5mprovement Pro=ect. The main !or.space has been the 9utreach !i.i at http*DDoutreach.!i.imedia.orgD!i.iD0ccountH&reationH5mprovementHPro=ect8 but some !or. has been conducted on different language versions of -i.ipedia8 the Test !i.i8 and the 3edia!i.i !i.i.

:esides the volunteers8 the pro=ect has had some -i.imedia 1oundation staff support8 primarily in the form of ideas and technical support.

1or brevity7s sa.e8 this reports uses the pronoun "!e" to signify the !or. of either of these three groups of people 42ennart8 volunteers8 staff68 instead of constantly naming !ho did !hat " the focus being on the results.

,ote* most of the lin.s in this report lead to Bnglish -i.ipedia. This is to .eep things brief. 5f you change the "en" in the '/2 to the 5(9 code for your languages8 all 3edia -i.i pages8 for instance8 go to their counterparts on the -i.ipedia in that language.

The lay of the land

: efore ! e started to change anything in the account creation process8 ! e ! anted to understand ! hat ! e had. That meant that ! e had to do a bit of documentation and research. There ! asn7t much before8 at least not collected any ! here.

The account creation process as it ! as before the 0ccount &reation 5mprovement Pro=ect started has been created by the a6 tech staff of the - i.imedia 1oundation8 and b6 - i.ipedia volunteers.

The technical aspect

(ince the pro=ect had very limited support in terms of full"time tech staff help8 the eCisting account creation process ! ould have to remain relatively unchanged. That ! as not a ma=or problem. &ompared to many other ! ebsites8 - i.ipedia has a rather simple and clear account creation process8 ! ith only a fe ! fields to fill in. 5n contrast to ! ebsites such as 1aceboo.8 - i.ipedia ! ill of course let you use the service 4both read and contribute6 ! ithout an account.

The process to create an account in - i.ipedia loo.s li.e this*

4(ource6

(teps for account creation*

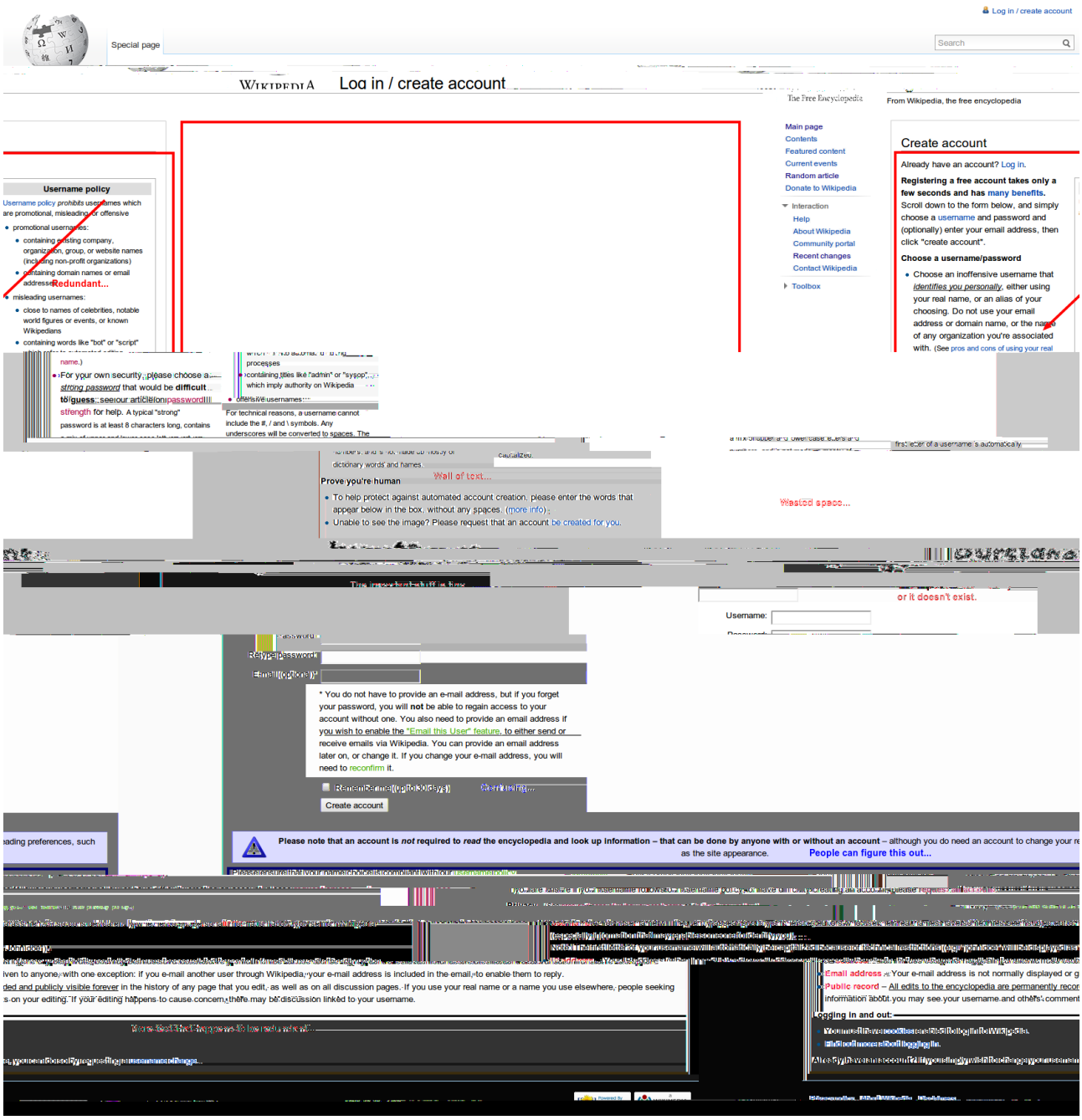
)* ' ser clic.s on the 2og in create account lin. in the navigation
$* ' ser is ta.en to the 2ogin page8 ! hich as.s the user to either log in or to create an account
%* ' ser is ta.en to the 0ccount &reation pages8 ! hich as.s the user to create an account by filling in a form
+* ' ser is ta.en to a &onfirmation page

4(ource6

Bach of these pages consist of a number of different 3edia-i.i messages that can be edited by administrators only8 and some system messages that only programmers can change. 1or a complete list of 3edia-i.i messages that administrators can edit8 see the 0ppendiC.

The content aspect

-hereas the technical aspect of the account creation process is controlled by the -i.imedia 1oundation staff8 the content of the pages in the process is decided by each -i.ipedia language community. That .ind of high"traffic pages are normally built up based on eCperiences8 such as mista.es made by ne!comers and fre#uently as.ed #uestions. 9n the account creation process for Bnglish -i.ipedia8 this arguably led to instruction creep8 and even a process that !as un!elcoming and daunting for the ne!comers. This is ho! one of the pages in the original account creation process loo.ed before the pro=ect started*



4(ource6

0 comparison bet ! een - i . ipedia and 1aceboo . 7s account creation processes ma . es this instruction creep very clear. 1aceboo . 7s 54 ! ords are compared ! ith - i . ipedia7s 68$! ords8 including a fe ! ! arning signs and phrases mar . ed in bolded red!

- e considered that the eCisting account creation process ! as ! or . ing fine8 but needed to have some statistics to bac . that up. @uring (eptember %)$)8 1ran . (chulenburg ! rote several #ueries to the Toolserver. The goal ! as to understand ho ! many created accounts per day8 and ho ! many of them started to edit. Gere7s the result for 0ugust %)$)*

Project	**Number of new user accounts overall**	**New user accounts: average per day**
Bnglish - i . ipedia	$6 87)6	58474
(panish - i . ipedia	%78$)%	874
>erman - i . ipedia	$78 6+	57
1rench - i . ipedia	687%	5+
/ ussian - i . ipedia	$%865+	4)8
@utch - i . ipedia	574+	$85
Polish - i . ipedia	58+ +	$74
(! edish - i . ipedia	+8 %	$%
Bnglish - i . ine ! s	%88)$	)
&Eech - i . ipedia	%8686	87
Gungarian - i . ipedia	%86)%	84
Gindi - i . ipedia	$8% +	4%
Tamil - i . ipedia	8)7	%6
: engali - i . ipedia	677	%%
3 alayalam - i . ipedia	6$6	%)

, umber of ne ! accounts per month.

Project	Number of new user accounts	New accounts with at least one edit within the first 10 days after creation	Percent-age
Bnglish - i.ipedia	$6 87)6	5$864	+$<
(panish - i.ipedia	%78$)%	6876	%5<
>erman - i.ipedia	$78 6+	68%%$	+4<
/ussian - i.ipedia	$%865+	+8++5	%6<
@utch - i.ipedia	5874+	84+	%4<
Polish - i.ipedia	58+ +	$8%55	%+<
(!edish - i.ipedia	+8 %	8)	+)<
Bnglish - i.ine!s	%88)$	%87 8	$))<
Gindi - i.ipedia	$8% +	$%$	<
Tamil - i.ipedia	8)7	8%	$)<
:engali - i.ipedia	677	74	$$<
3alayalam - i.ipedia	6$6	7)	$$<

, umber of ne! accounts that are used in the first $) days.

4The rest of the results of the "before" statistics are here.6

5s this result ama Eing or bad I 0ccording to a paper on 1aceboo.8 4486< of the ne! users drop off in the first + months8 but since 1aceboo.7s system is very different8 and most other !ebsites don7t publish data such as this8 !e concluded that the only data !e !ould compare ourselves to !ere earlier data8 i.e. if !e could increase the numbers in the table above.

0round ;anuary %58 !e as.ed administrators on 7 language versions of -i.ipedia 4Bnglish8 >erman8 1rench8 (panish8 (!edish8 :engali and :ahasa 3elayu6 to put a lin. to a very short survey on the page that ne! users JlandJ on after they have created their ne! accounts. That survey !as the neCt step to understanding !hat !e needed to change. The goal !as not to have a statistically perfect survey8 but some in.ling on !hat ne! editors !anted out of their account and !hat !e needed to eCplain to them. The survey as.ed them about !hat they eCpected !hen they created the account8 or in essence8 I".

This is the Bnglish version*

Why did you create your account?

0ns!er choices*

-
-
-
-

-
-
-
-

4(ource and other language versions6

0fter a fe! days8 !e started a ne! survey on Bnglish8 >erman and (panish -i.ipedia8 !ith the follo!ing #uestion*

> **Congratulations! You just created your own Wikipedia user account. If you had to create a user account again, which of the following statements would convince you more?**

0ns!er choices*

-
-
-
-
-
-

4(ource6

-e got roughly 545 persons in all ans!ering our surveys 4the 1rench and the :ahasa 3elaya !as not started despite being translated6. 5n order from the fe!est to the most responses*

- :engali " $$%
- (!edish " $55
- >erman version $ " %55
- Polish " +5
- (panish version $ " 88$
- >erman version % " +%
- (panish version % " $)5)
- Bnglish version $ " 4%
- Bnglish version % " $%)) 4roughly%6
- Bnglish version + " +$8

4(ource6

$ This idea is humorously s.etched out as a graph here. This is probably the main reason !hy people !ith accounts don't start to edit -i.ipedia.

% @ue to a mista.e8 the specific result is s!imming around some!here on the 2ime(urvey8 but !e have a screenshot of the results*
http*DDupload.!i.imedia.orgD!i.ipediaDcommonsD6D65D0ccountHcreationHsurveyH%Hen.png

Results

The most common ans!er across all language versions !e surveyed !as J5 !ant to be part of -i.ipediaJ. 5n fact8 the stable results on that point !as the reason !hy !e did another survey to understand !hat Jpart of -i.ipediaJ meant.

K1ollo!ing favorite articles on -i.ipedia" !as the most common ans!er in the second survey8 !ith the notable eCceptions of >erman -i.ipedia !here anonymity is a bigger reason8 and (panish -i.ipedia !here getting a user page and being able to sendDreceive messages are the most important features. -hen forced to choose one alternative8 ne!comers to Bnglish -i.ipedia thin. that being able to follo! articles is the most important reason to create an account. That is also important !hen they can choose.

1ull results of the surveys can be found in the 0ppendiC.

Comments from people taking the survey

5n the first and second surveys8 !e gave people a free teCt area. People used that option a lot. The most common responses !ere along the lines of*

- J5 don7t !ant to edit articles anonymously.J
- J&lass assignmentJ
- "!ant to create a boo. 5 can same and print" Lor other function related ans!ersM
- J5 29NB -5O5PB@50J

(ome gave responses that sho!ed that !e still have some outreach !or. to do*

- "i thought i !ould be able to reaEd alot more arlicals"
- "chat !ith online friends"
- "To give my forum a page"

0nd some gave cryptic responses*

- "5 !anted to vandaliEe!"
- "0m an artist"
- J@unno. 5 !as bored.J

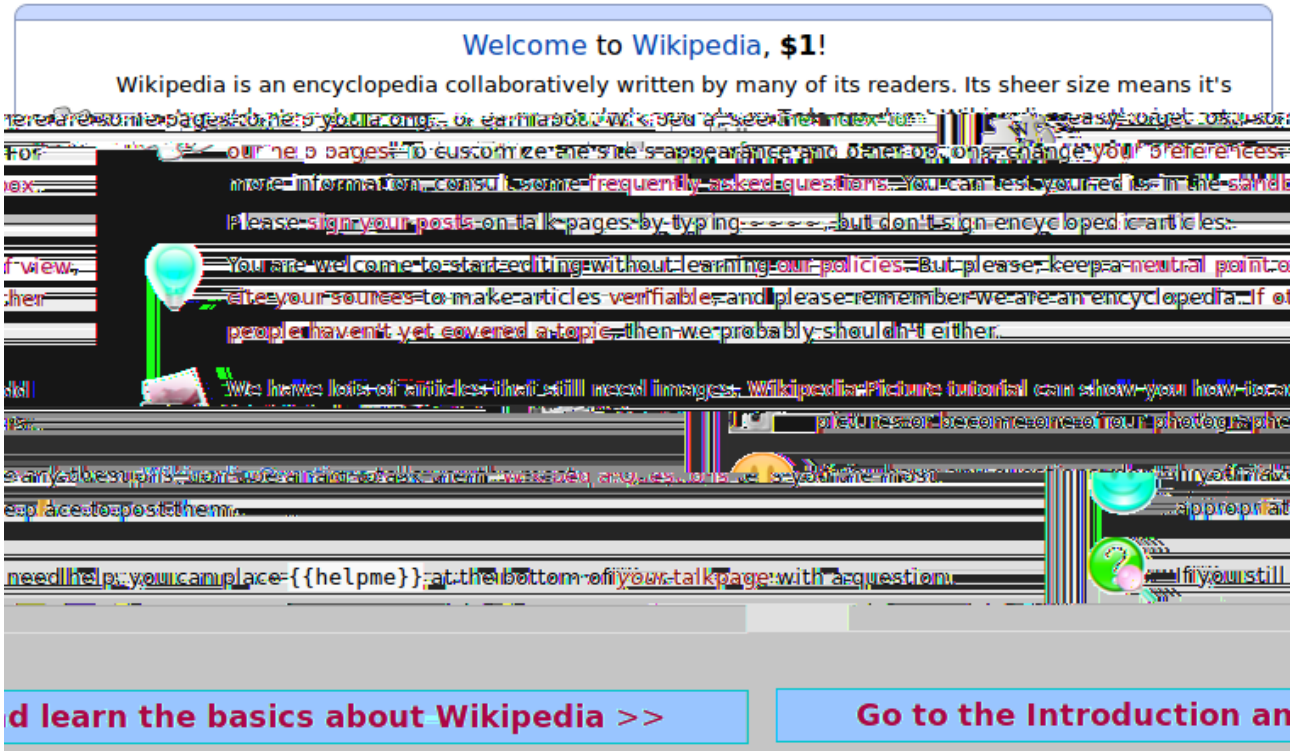
Testing it live

@uring 2ennart's trip to (an 1rancisco in ;anuary8 ! e decided that surveys and statistics are but the first step8 and that ! e needed to test out different things live on - i.ipedia.

(tep $ in the testing process ! as to gather as many different ideas as possible ! ithout too much thought into design8 deploy them and measure ho ! many ne ! users ! ho started editing. - e called that the Klo ! "#uality tests"8 in contrast to the more polished versions that ! e ! ould ! or. on later8 once ! e .ne ! more about ! hat ! or.ed and ! hat didn't. - e ! ere certainly a ! are that the versions in many cases ! ere crude and simplistic8 but the tests could sho ! ! hich ! e should ! or. more on.

(tarting 1ebruary $)8 the community ! as invited to contribute their designs of the three pages in the account creation process* the login page8 the account creation page and the confirmation page. To help people out8 ! e created a list of assumptions that they could use ! hen designing their o ! n versions. 1or eCample8 ! e believed that sho ! ing the ne ! comers images of people may inspire more confidence. /ead the full list here. 0mong the suggestions ! ere one that ! as used on Polish - i.ipedia8 ! here the ne ! comer gets the Kruleboo." on their user page. 9ther designs had videos and lin.s to reading materials.

9n 1ebruary %+8 the first test ! ere performed on Bnglish - i.ipedia. 5n all8 $) lo ! "#uality designs ! ere tested8 the last test ending on 3arch +). 3ost of the tests ! ere focused on the last page in the account creation process8 the confirmation page. The original version loo.ed li.e this*



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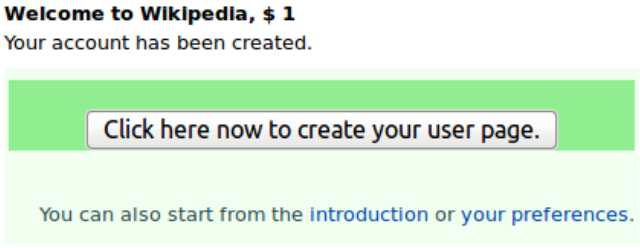
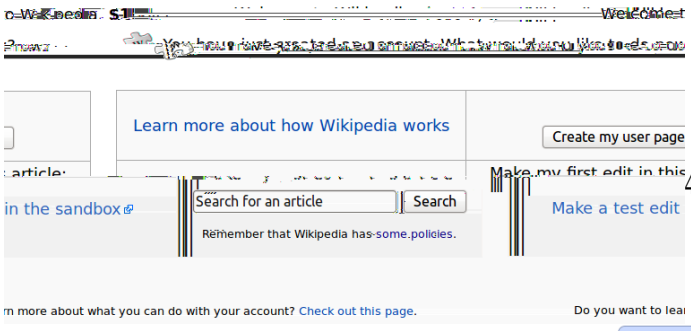
+ This version became .no ! n in the pro=ect as K&ommons sallad"8 because of all the images and eCtra ingredients.

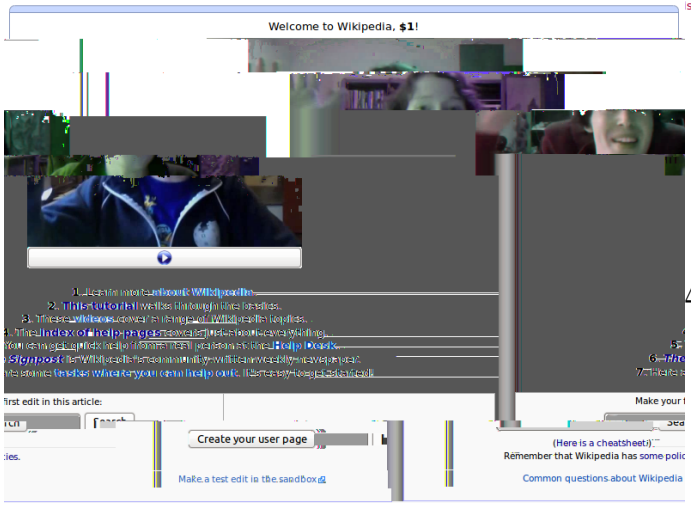
Samples of versions that were tested:





4version %6

4version +6

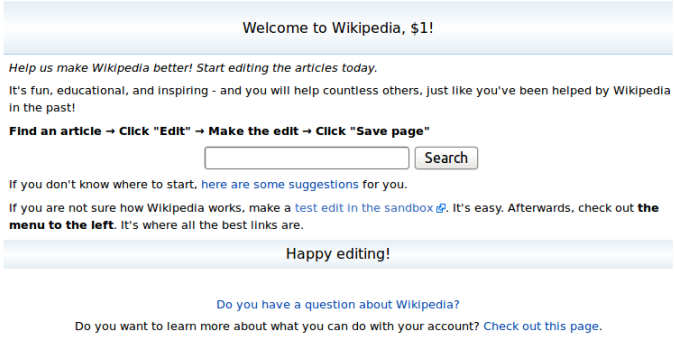


Do you want to learn more about what you can do with your account?

4version 46

4version 76

4version 6



Results of the first tests

Test version	Number of new accounts (best day)	New accounts with at least one edit on the day of account creation (best day)	Best percentage
9riginal	78$8)	%8$77	+) <[4]
$	78+4$	%8$5$	++ <
%	68574	%8+%8	**35%**
+	78%66	%8+64	+% <
4	78%67	%84++	++ <
5	68 +5	%8447	**35%**
6	68)8)	$8 $7	+% <
7	78$5$	%8$8+	+$ <
8	68)66	$887	+$ <
_	686 7	%8$%4	+% <
$)	6448	$ 78	+$ <

4(ource and all results6

Nersion % and 5 had a fe! percentages more people !ho started to edit than the others8 but the remar.able thing is that all versions !ere better than the original one. Nersion % and 5 gave 5 percent units more ne!comers than the standard one8 !hich on a day !ith 6))) ne! accounts means +)) more potential -i.ipedia contributors F per day! These versions !ere certainly !orth eCploring more thoroughly.

The backlash with version 2

-e announced the changes before !e implemented them8 on the Nillage pump of Bnglish -i.ipedia8 as !ell as the 0dministrators7 ,oticeboard. 3ost !ho responded !ere interested in the tests8 but the activity !as not very high.

Go!ever8 !hen !e rolled out version %4see picture above6 there !as outcries in several places8 and the page !as reverted. To understand the reason !hy8 let7s loo. at ho! version % !or.s8 since this !ill become important later on. ,ever mind that the design lac.s a certain style. The !as proposed by editors from Polish -i.ipedia8 based on the system that they had there. 9nce you have created an account8 you7re given one clear choice* to create a user page. -hen you clic. on the button8 a template preloads information on your user page and all you have to do is clic. the Ksave" button. The Polish version had a list of around +) lin.s to guides8 policies8 and other pages on -i.ipedia. The Bnglish version loo.ed li.e this.

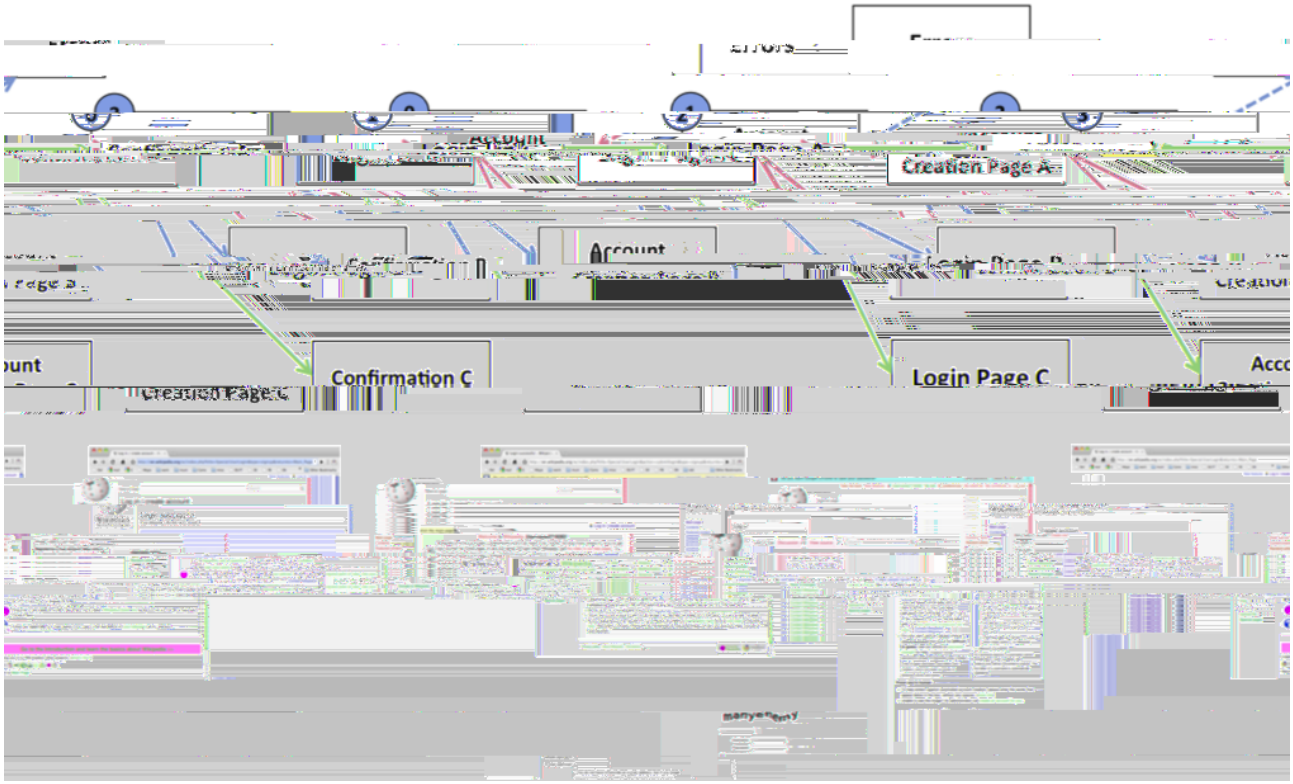
-hat the community reacted to !as that so many ne! users created user pages that loo.ed eCactly the same. This function made the ne!comers7 user pages blue lin.s instead of red lin.s on for instance /ecent changes8 also made it more difficult to distinguish bet!een ne!comers 4!ho according to -i.ipedia !isdom are more prone to vandalism6 and -i.ipedians 4!ho are less prone to vandalism6.

4 This percentage here deviates a little bit from the percentage in the original statistics.

Go ! ever8 ! e reasoned that it be a good thing if - i.ipedians ! ho patrolled /ecent changes didn7t automatically scrutiniEe ne ! users harder. 0 test on Bnglish - i.ipedia using Kunder cover" - i.ipedians posing as ne ! comers noticed that edits they made ! ere more often reverted than if they made the same type of edits ! ith their usual accounts. This made us thin. harder about ho ! ! e could have the best of both ! orlds* tools for the vandalism patrol on the one hand8 and an easier time getting accepted as a - i.ipedian on the other.

To get a better measuring rod than statistics from the Toolserver accounts F ! hich needed to be updated manually for each update F the tech department ! ere given the tas. of creating a trac.ing system ! ith 0D: testing capabilities as described here.

5n essence8 ! hat ! e ! anted ! as a method to randomly send those ! ho ! anted to create an account one of several alternate routes8 li.e this*



4(ource6

0lso8 ! e ! anted trac. ho ! many ! ent through the different routes F and most importantly8 ho ! many of them began to edit after creating their account. This basically meant8 ! hich route ! as the most effective ! ay of getting people to editI

That tas. ! as done by an eCtension to the 3edia - i.i soft ! are8 ! hich placed a trac.ing coo.ie in the ! eb bro ! sers of the ne ! users. The tech team ! rote*

What data we are storing

-e are storing a ne! coo.ie upon visiting the K2og inDcreate account" page8 !ith a lifetime of three months. This coo.ie !ill be used to trac. the follo!ing information*

- -hich account creation messaging group the user !as placed in 4identified as 0&P$8 0&P% or 0&P+ for no!6
- -hat version of the account creation campaign they recieved
- -hether the particular user made it to the end of the account creation process8 or !hether they dropped off after reaching the login screen or the account creation screen
- **If (and only if) the user creates a new account**8 the number of edits or previe!s during the course of the trial

The information is associated !ith bro!ser sessions 4each of !hich has an individual uni#ue identifier68 .

4(ource6

The eCtension !as deployed on 0pril %78 !hich is !hen the more advanced statistics begin.

The tech team theoriEed that more outreach activities could use the &ustom 'ser(ignup eCtension to gauge ho! successful the activity !as in getting more people to sign up as editors.[5]

0fter the second trip to (an 1rancisco8 2ennart and 1ran. set out to create t!o high"#uality account creation processes. They !ere different from the lo!"#uality tests in t!o fundamental !ays*

$6 they !ere created !ith more style in mind8 over a longer period of time than the lo!"#uality designs8 !hich among other things meant that !e designed than individual pages

%6 they !ere deployed !ith the &ustom 'ser(ignup eCtension in play8 so that !e could measure !hat happened to the people !ho !ent through the account creation process

The t!o ne! high"#uality designs !ere based on the t!o most successful versions in the lo!"#uality tests. 5nternally !e called those versions Kthe user page creator" and Kthe (par.ed.com model" 4more details belo!6. &oncurrent !ith them8 !e !ould run a third process. The third one !as the eCisting process8 !hich !e !anted to use as a baseline8 in case !e suddenly sa! a spi.e or dive in the statistics of the ne! version.

The !or. to design and code the t!o high"#uality versions proved to be harder than anticipated. There !ere technical challenges as !ell as content issues that needed to be addressed before they could be rolled out on Bnglish -i.ipedia. 1ortunately8 even though 2ennart !as responsible for the user page creator and 1ran. too. charge of the (par.ed.com model8 !e had plenty of help from the communities of the 9utreach !i.i and other -i.iDpmDedians.

The user page creator

The user page creator !as based on version % of the lo!"#uality tests F the controversial one. Go!ever8 !e felt that once !e could provide the vandalism patrollers some tools to deal !ith the

5 This can be made easier by using such services as P/pedia8 a !ebsite !hich turns '/2*s into codes that can be read by mobile cameras.

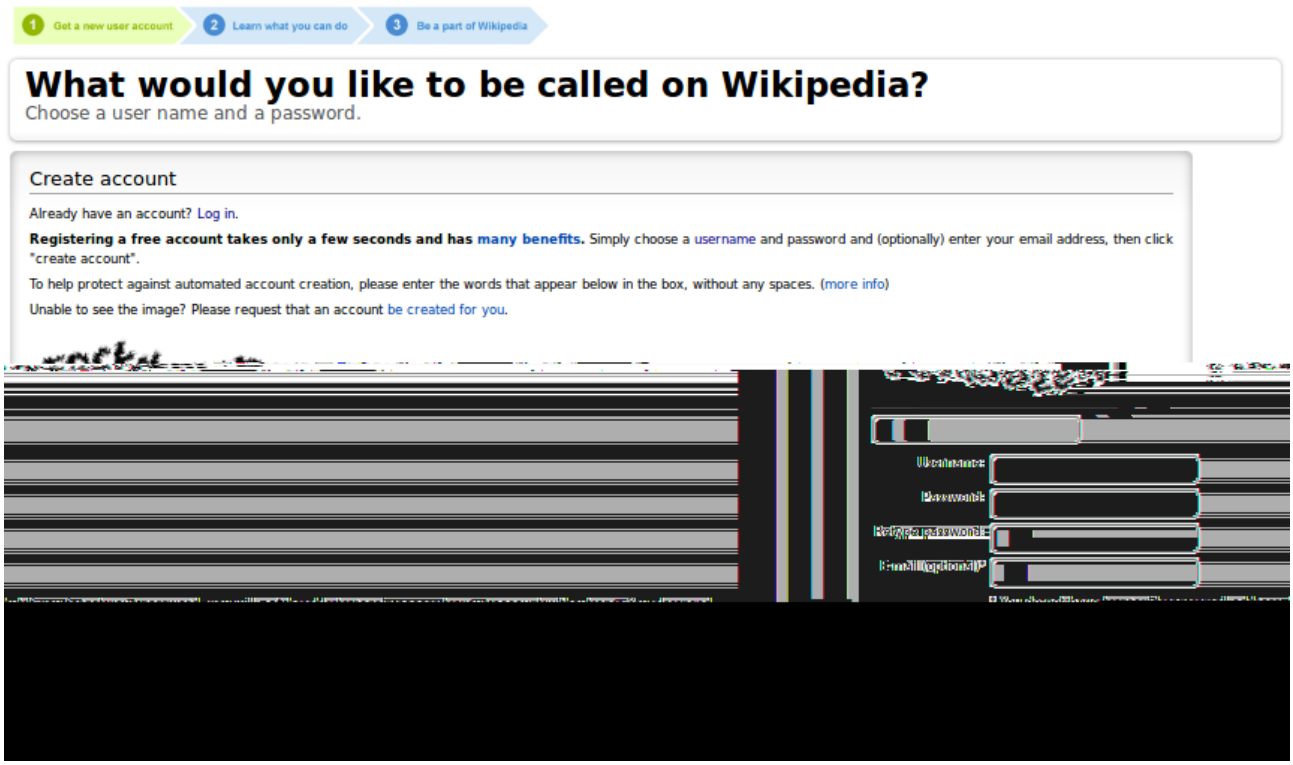
6 1or instance8 !e placed a progress bar at the top of both account creation processes.

problems that the model created8 this model ! ould have a good chance to get many ne ! comers to start editing8 ! hich ! as the goal. 5t ! ould also present the ne ! comer to the rest of the community8 ! hich ! e hypothesiEed ! ould ma.e the - i.ipedia community more inclined to ! elcome them into the fold. The various tools and features ! ill be eCplained as ! e go through the steps in the process.

This process ! as designated `campaign=ACP1` in the &ustom ' ser(ignup eCtension8 ! hich meant that you can go directly to this account creation process 4instead of getting randomly assigned to one of the three account creation processes6 by clic.ing this lin.*
http*DDen. ! i.ipedia.orgD ! DindeC.phpI
titleQ(pecial* ' ser2oginRactionQsubmitloginRtypeQsignupRcampaignQ0&P$

This is ho ! it loo.s*

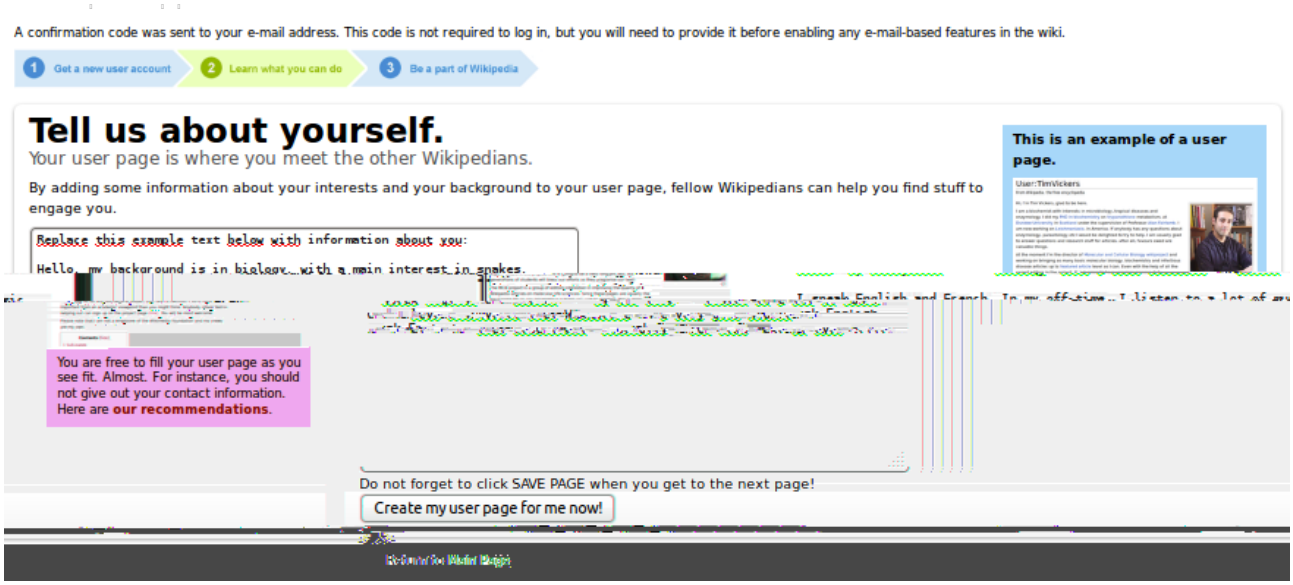
(tep) and $ in the account creation process are the same as the normal one. This is also true for the (par.ed.com model.



4(ource6

?ou7ll note the difference to the original one* shorter teCt8 the softened frame ! ith shado ! s and the colorful progress bar at the top.

- e should also mention that much of the page consists of a form that ! e could not change8 for technical reasons. 5t ! ould ta.e too much time for a siC"month pro=ect8 and ! ith very unsure results. The original design called for an inspirational K?ou can also become a part of - i.ipedia" sidebar8 but ! e ! ere unable to get this to ! or. ! ith the form part ! ithout changing the soft ! are.



4(ource6

Gere8 there are t ! o main ne ! features8 beside the progress bar*

- the blue boC to the right8 ! hich sho ! cases an eCample of a user page[7] 4including a photo of a -i.ipedian6
- the Ktell us about yourself" form[8]

The Ktell us about yourself" form is a ;ava(cript"created function that is prefilled ! ith the follo ! ing teCt*

> /eplace this eCample teCt belo ! ! ith information about you*
>
> Gello8 my bac.ground is in biology8 ! ith a main interest in sna.es.
>
> 5 spea. Bnglish and 1rench. 5n my off"time8 5 listen to a lot of music8 and 5 have discovered that -i.ipedia is a very good source for information in that department. Gopefully 5 can help ma.e it even better.

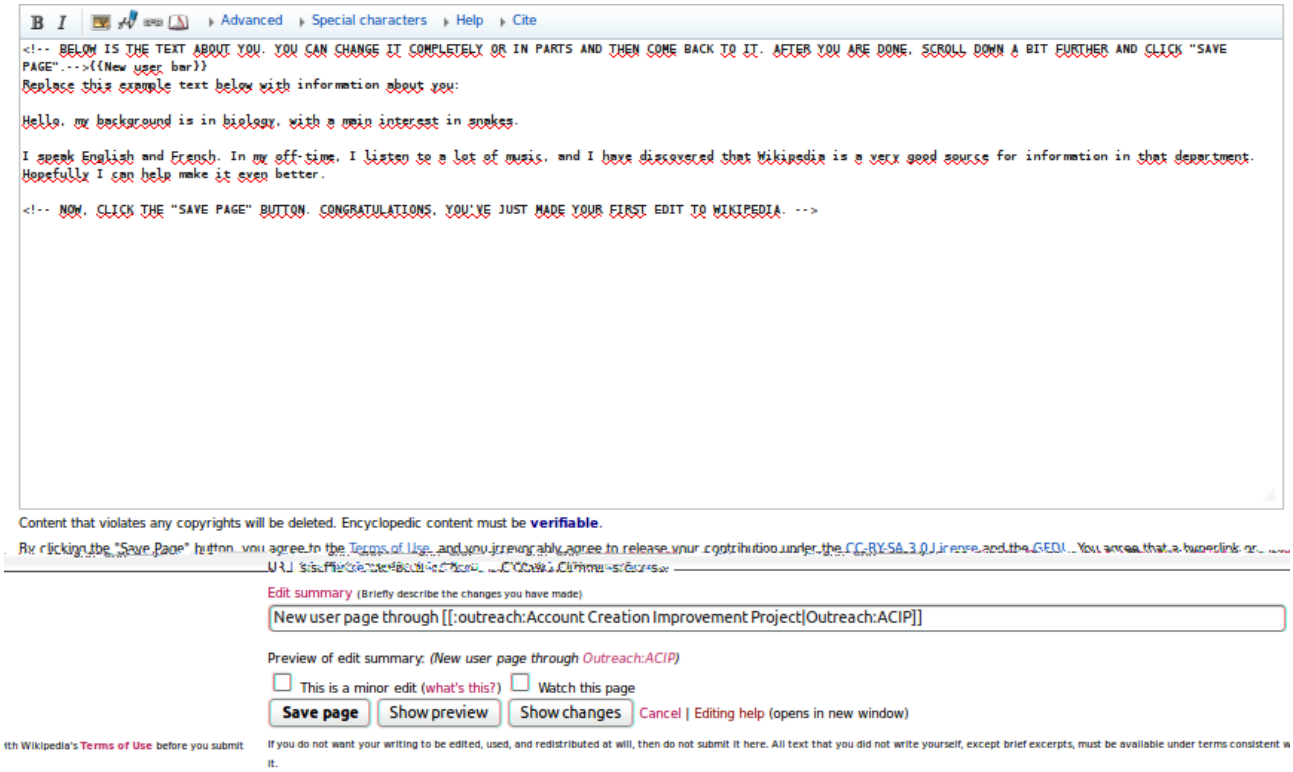
This teCt is of the tools ! e gave the vandalism patrollers* they can no ! chec. for user pages that include this eCact ! ording.

,ormally8 step + is ! here ! e let the ne ! comer find his or her o ! n ! ay. 5n this version8 ! e added a fourth step. 9nce you clic. K&reate my user page for me no ! "8 you ! ill be ta.en to your ne ! user page8 ! ith the teCt you added pasted into the edit area8 so that all you have to do is to scroll do ! n and clic. K(ave". This loo.s li.e this*

---

7 The user page belongs to Tim Nic.ers8 after a thorough search among user pages for a simple8 informational user page that a ne ! comer could imitate. 5t ! as a happy coincidence that the user turned out to be a scientist.

8 3y (!edish !eb bro!ser underlines the !ords it doesn"t understand8 even after 5 s!itched it to Bnglish. 5n other !ords8 it shouldn"t loo. li.e that.
This teCt is generated by one part of the code on this page* http*DDen.!i.ipedia.orgD!i.iD3edia-i.i*&ommon.=s8 ! hich you also have to change if you are to import this version of the account creation process to other !i.is.



4(ource[$)]6

There are a couple of things to note here[$$]*

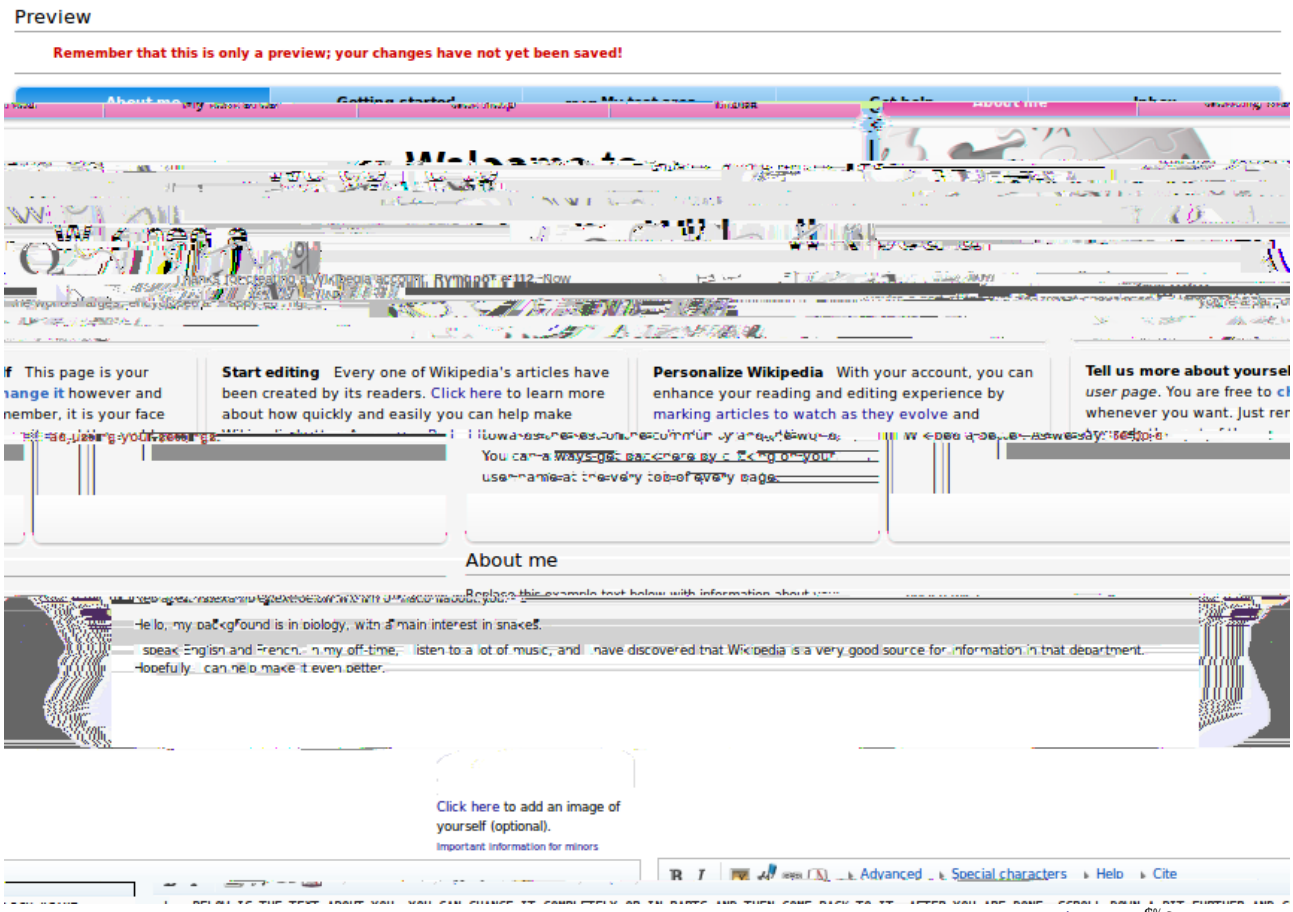
- there are t!o Khidden" comments8 reminding the user to clic. K(ave" and !elcoming the user to -i.ipedia
- the edit summary automatically adds the teCt K,e! user page through 9utreach*0&5P" to this edit in /ecent changes8 !hich ma.es it very easy to spot for vandalism controllers
- this is not the first thing the user sees after coming to this page. 0bove this is something #uite interesting8 see the neCt section.

9ne thing that !e .ne! that the ne! users needed8 and !e !anted to give them8 !as information about ho! -i.ipedia !or.s. :ut !e needed to do it !ithout giving them a list of +) guidelines and manuals on their user page8 as in the Polish version. 9ur idea !as to use tabs8 i.e. place the information they needed close at hand. The method !e chose !as to use a template that could be pasted onto every ne! user page during the account creation process.

That template is eCpanded on the user page to give the ne! user information and guidance8 !ithout ta.ing up too much space on the page. ?ou can actually see the code that produces the tabs template in the image above8 right after the first line of hidden teCt* `{{New user bar}}`. 5f you didn't notice it the first time you sa! the picture F good. That's the point.

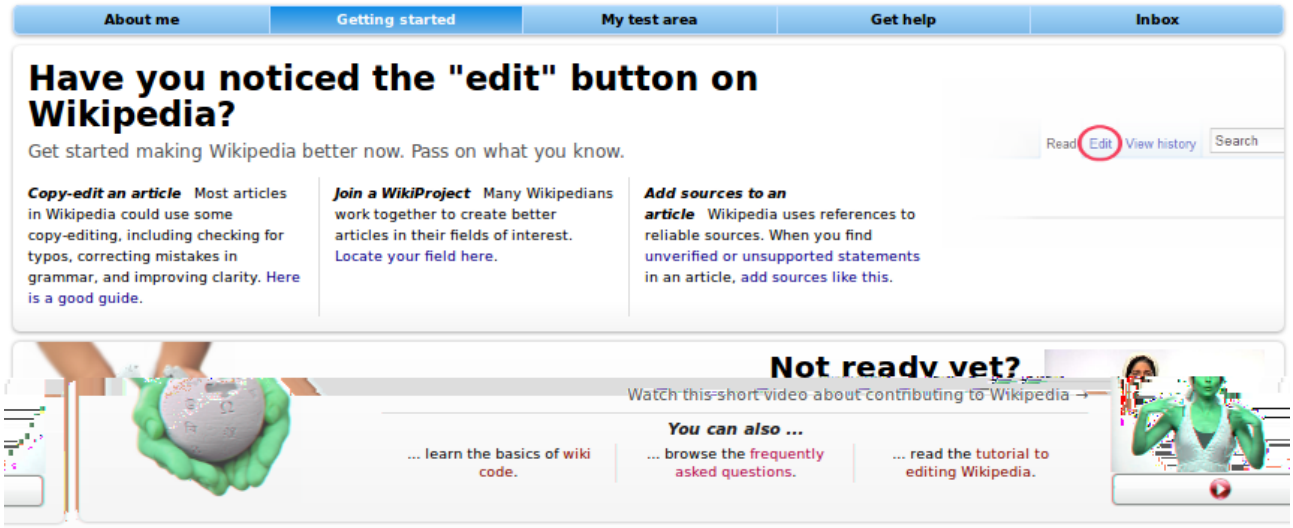
2et's ta.e a loo. at the template that sits on every ne! user page created through this account creation process*

$) This page cannot be easily sourced8 since it's session"based. (o you'll have to try it yourself.
$$:esides the red"lin. problem 5 told you about before.



4(ource[$%]6

9ne feature !e have in the ,e! user bar template is the prominent tab K>etting started"8 !hich lin.s to a page !e created8 called (tarting editing. This page is a very short introduction to editing -i.ipedia F much shorter8 less technical and more focused on inspiration than almost any other manual on -i.ipedia*



4(ource6

$% The lin.s in the tab are* 0bout me8 >etting started8 3y test area8 >et help and 5nboC.

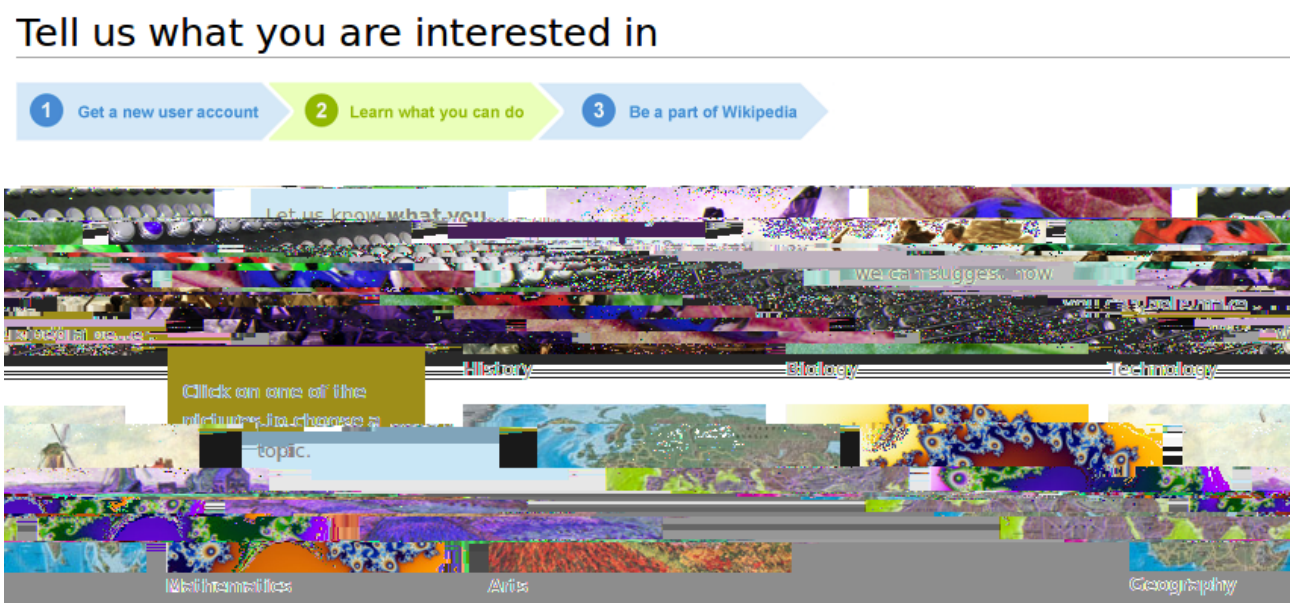
: ut bac. to the , e ! user bar template* , ote also the placeholder image to the right8 ! ith a lin. to a special page about uploading images of yourself. - e reasoned that it ! ould be easier for ne ! users to enter the community if their user pages had pictures F and perhaps increase their chance of avoiding frivolous reverting by vandalism patrollers.

These lists have been manually created and ! ould have to be manually updated8 as the tas.s are being dealt ! ith8 but ! ith cro ! dsourcing8 this should be manageable.

This process ! as designated `campaign=ACP2` in the &ustom ' ser(ignup eCtension8 ! hich meant that you can go directly to this account creation process 4instead of getting randomly assigned to one of the three account creation processes6 by clic.ing this lin.*
http*DDen. ! i.ipedia.orgD ! DindeC.phpI
titleQ(pecial* ' ser2oginRactionQsubmitloginRtypeQsignupRcampaignQ0&P%

This is ho ! the process loo.s*

(tep) and $ in the account creation process are the same as the normal one.



4(ource6

The header ! as consciously chosen to pro=ect the feeling that ! e ! ant to .no ! more about the ne ! user7s interests.

:y ma.ing the ne ! comer choose a topic during the account creation process8 ! e hoped to focus them on contributing to - i.ipedia8 instead of reading only. - e also deliberately used pictures as lin.s on this page8 to give the image of - i.ipedia as Kmore than =ust teCt".[$7]

1inally8 note the blue boC ! ith instructions on the right.

$7 9ne comment ! e have received about these versions is that they are not $)) < compatible ! ith the &&"by"sa license8 since ! e haven7t provided information about the sources for the images. - e chose not to8 since it ! ould detract from the Kstraight" flo ! from account creation to starting to edit. The annual fundraiser have had the same discussions.

4(ource6

Gere ! e have tried to focus the ne ! user into one of four tas . s that ! e need volunteers to help out ! ith. The blue boC is present again ! ith instructions.

4(ource6

This is one of the +) pages ! ith similar lists based on s.ill and interest. 0ll of them have been manually created8 ! hich is one of the dra ! bac.s in this method. -e have been in preliminary contact ! ith -i.iPro=ects that could help out ! ith updating these lists.

-e deployed the three account creation processes 40&P$ F the user page creator8 0&P% F the (par.ed.com model8 and 0&P+ F the standard one6 on ;une 8 %)$$. The first results came the neCt day8 and they ! ere very encouraging in some respects.

What we measure and why

The data ! e sought ! as ho ! many start to edit after going through a particular account creation process. 5f for instance8 0&P% F the (par.ed.com model " manages to attract more editors in the long run than any of the other processes8 and the numbers are conclusive8 ! e should implement that model on Bnglish -i.ipedia.[$8] 0n important angle ! e loo.ed at ! as ho ! many ma.e $ edit versus ho ! many ma.e 5 edits. This distinction is crucial8 because ! e ! ant the ne ! comers to stay as editors8 and not =ust ma.e a random edit to test out -i.ipedia.

0s ! e stated above8 the data is built upon a bro ! ser"based coo.ie. That means that if a person creates an account on her o ! n computer and then starts editing ! ith her ne ! account 8 she ! ould not be counted here. &urrently8 ! e have no method of getting data for those persons8 but on the other hand8 they ! ill be present in approCimately the same numbers in the three different account creation processes8 so in the end it ! ill still be fair.

The raw data

The tech department made an automatic script on the Toolserver ! hich updated daily on the statistics of the three account creation processes. 5t deposits the ra ! data numbers in this teCt file. The data there is a little hard to understand8 so here is a short legend*

$8 -e haven7t run these tests on any other -i.ipedia. 9ut intention at the beginning ! as to have these .inds of statistics for several language versions of -i.ipedia8 but time constraints became a big factor. That7s ! hy ! e hope that volunteers ma.e these eCperiments on their o ! n ! i.is in the future.

What is says in the text file – what it means

/home/catrope/acp/perday/lennart"log"%)$$)4%7"0&P$"final F date and 0&P 4in this case it's 0&P$8 the user page creator6$

- 5TG B@5T(* 45 F of everyone !ho !ent through this 0&P8 ho! many made $ editI

- 5TG 5 B@5T(* F ho! many made 5 editsI

T9T02* $$) F ho! many can !e match to a specific user nameI 4ignore this6

T9T02 - 5TG ', 3 0T&GB@* $$ F ho! many created an account through this processI

Percentage !ith $ edit* +7.8$5$ F ho! big share of everyone !ho !ent through this 0&P made $ editI%)

Percentage !ith 5 edits* 7.56+)+ F ho! big share of everyone !ho !ent through this 0&P made 5 editsI

Crunching the numbers

(orting through the ra! data8 !e can find these numbers*

	- ith $ edit	- ith 5 edits	0ccounts created	Percentage !ith $ edit	Percentage !ith 5 edits
0verage day	++7.87	6+. 6	67.+8	+4.8+	6.)
:est day	5++	$)+	$$66	48. +	$).6$
-orst day	%$6	%8	7++	%5.58	+.58

	- ith $ edit	- ith 5 edits	0ccounts created	Percentage !ith $ edit	Percentage !ith 5 edits
0verage day	4+7.66	6 .)	)7.4	44.58	7.)%
:est day	5++	$)+	$)5	48. +	$).6$
-orst day	++6	+6	7++	4). 7	4.++

	- ith $ edit	- ith 5 edits	0ccounts created	Percentage !ith $ edit	Percentage !ith 5 edits
0verage day	%87.6$	6+.)7	88$.%7	+). 6	6.66
:est day	+8%	6	$)6%	+4. 8	.)6
-orst day	%$6	%8	7)+	%5.58	+.58

$ 5n the teCt file8 the first day is 0pril %78 !hich is !hen the eCtension !as deployed. :ut !e didn't roll out the three different account creation process until ;une . The data before that is based on three eCactly ali.e account creation processes. -e have therefore eCcluded any data from before ;une $) F the first full day of testing. The last day included is ;uly %).

%) /emember8 the original statistics said that +) < 4on the best days6 create accounts and then ma.e one edit. This method of measuring is a little bit different still8 so any numbers !ill deviate from the original statistics. The data in the legend is much higher but it seems that it !as a pea. day. The normal level is much closer to the original statistics.

	- ith $ edit	- ith 5 edits	0ccounts created	Percentage ! ith $ edit	Percentage ! ith 5 edits
0verage day	%88.+4	5 .)	)8.5$	% .54	6.$%
: est day	+54	86	$)75	++.4	7.84
- orst day	%$7	+6	6	%6.7	+. $

4(ource* see separate file6

5n total there ! ere **118988 accounts created** during the test period. 9f these **41558 made at least 1 edit**8 and **7867 made at least 5 edits**.

Which account creation process is better?

To determine ! hich account creation process is better8 let7s loo. at the important aspects*

- it has the highest percentage of people that ma.e at least $ edit on the best day
- it has the highest percentage of people that ma.e at least 5 edits on the best day
- it performs ! ell even on the K ! orst day" on ho ! many percent ma.e at least $ edit
- it performs ! ell even on the K ! orst day" on ho ! many percent ma.e at least 5 edits
- it has a high percent average of people that ma.e at least $ edit
- it has a high percent average of people that ma.e at least 5 edits

The one that7s best in the most of these is clearly better at the =ob. Gere are the scores for the three account creation process compared on these five aspects. The ! inner of each category is bolded.

	0&P$	0&P%	0&P+
Gighest $ edit	**48.93**	+4. 8	++.4
Gighest 5 edits	**10.61**	.)6	7.84
- orst day $ edit	**40.97**	%5.58	%6.7
- orst day 5 edits	**4.33**	+.58	+. $
0verage $ edit	**44.58**	+). 6	% .54
0verage 5 edits	**7.02**	6.66	6.$%

These figures may seem very abstract8 but by increasing the inflo ! of ne ! - i.ipedians ! ho ma.e 5 edits from 6.$%< to 7.)% on an average day8 ! e gain persons per day! 41rom 5 .) ! ith the present model6 to 68.) persons 4 ! ith 0&P$6.

To sum it up. There is no other account creation process of the ones that we have tested that can measure up – in any category – to that of the user page creator. This is the account creation process that we recommend.

0nd8 should be added F that version also scored above 47<. (o unless - inifred7s note said 48<8 4 < or 5)<8 those t ! o champagne bottles are mine.

Other results and aspects

Go!ever, !hile the statistics are an important part of choosing a ne! account creation process, there are other concerns and aspects to .eep in mind. To those siC categories above, !e should add that the account creation process !e choose should be effective in terms of community effort. The 0&P%Dthe (par.ed.com model has an important dra!bac. in that the community !ould have to .eep the lists of tas.s constantly updated.

The 0&P$ and 0&P% has both been complimented on loo.ing nice, !hich ma.es it easier to convince the community to accept them as the default account creation process.

That does not mean that 0&P$ is !ithout its challenges. Gere are some of the things !e need to ta.e note of, should !e decide to go !ith 0&P$*

- !e should as. the community to .eep an eye on the category for ne! -i.ipedians, and use it as a place to recruit ne! members of the -i.iPro=ects based on their descriptions of themselves
- some -i.ipedians have eCpressed concern that the 0&P$ increases the number of pictures of people on -i.imedia &ommons F and since &ommons is not a photo album, but the pictures should have educational value, they are li.ely to be deleted unless some thin.ing is done on ho! to approach this
- !e !ould need to discuss !ith the community about the issue of users !ith formulaic user pages, many of !hom are inactive.
- there have been some tal. about bro!ser"compatibility issues, especially !hen it comes to the ;ava(cript"based Ktell us about yourself"'form. Those !ould have to be resolved
- * !hen !e as. the ne! comers to add information about themselves, !e need to be very careful on !hat types of information !e as. them for. (everal -i.ipedians have eCtremely hard ob=ections to including data such as name, !here you live, !hat age you are and other identifying information. -i.i"stal.ing is one reason. 0nother is that if a ne! user adds a university degree or another eCpertise to their profile, this may lead that person to eCpect special treatment
- the deployment should be announced on both the Nillage pump 4proposal6 and the 0dministrators7 noticeboard, plus the -i.imedia 1oundation blog, !ith enough numbers to convince people
- other language versions of -i.ipedia may discover that their numbers differ from these. :efore they deploy 0&P$ uncritically, they should test this for a month and measure the difference. 9f note is that some -i.ipedias already have other account creation processes, that could be fine"tuned as !ell

0s some -i.imedia 1oundation staffers have noted, the 0&P$ is an amalgamation of several pieces F the user page creator, the ne! user bar, the ne! -i.ipedians category, etc. 5f there is time, it !ould probably be a good idea to test the various part further. -e may yet increase the numbers to above 5)<!

Final thoughts

0lthough !e didn7t intend for it8 the ne! user bar have already started to ma.e its !ay around -i.ipedia. 9n &hinese -i.ipedia8 some have begun to use it on their user pages8 see for eCample* http*DDEh.!i.ipedia.orgD!i.iD'ser*Tommyang.

The eCtension &ustom'ser(ignup has already been used for a special outreach pro=ect* http*DDhciresearch%.hcii.cs.cmu.eduDSrfarEanD!i.ipediaDtoolD!signup.php. -e should use it more.

-hile !e ended up !ith t!o designs8 $ different designs !ere collected. (ome of those !ho contributed !ere very s.illful and their talents should be harnessed.

-i.ipedia7s account creation process is really only technically lac.ing in one aspect only* it does not use 0;0T for !hen you choose a username8 !hich means that if that name is ta.en8 the ne! user may have to re"do the entire form8 instead of getting a !arning. This function eCists on (!edish -i.ipedia8 see 0ppendiC.

5f you are thin.ing about implementing any of these account creation processes8 there is a guide for it here* http*DDoutreach.!i.imedia.orgD!i.iD'ser*GannibalDguideHforHtheHneCtHperson. That guide !ill probably be moved some!here else8 and be continuously updated8 as more challenges are discovered and ne! hac.s are being implemented.

9f course8 there is plenty left to do. (ome of the more important things are these*

- "ho! do !e increase the number of people !ho create accountsI"
- "ho! do !e increase the number of people !ho start to editI"
- "ho! do !e ma.e sure they continue to editI"%$

-e should also develop the email that is sent to anyone !ho creates an account8 and include parts that use the same types of algorithms as (uggest:ot and 0maEon.com. -e should also thin. about some sort of K-e miss you" email to accounts that have been inactive for a period of time.

There have been some tal. about adding a flag for ne! users8 so that ne!comers are easily spotted in /ecent changes. That is a complicated topic that should be brought up on -i.imania and other meetups bet!een -i.ipedians.

3ore about creating formulaic user pages* (tructured profile

@uring the (ummer of &ode of %)$$8 0.shay 0gar!al !or.ed on the 0ccount &reation code.

%$ 5n my eCperience8 some -i.ipedians aren7t sure they !ant a big influC of ne! -i.ipedians8 since it ta.es a lot of effort to train them to become -i.ipedians. 5f they did !ant them8 they !ould treat them better. This is an important factor in this change in direction to attract more -i.ipedia editors.

Appendices

Language version	Alternative 1 I wanted to be part of Wikipedia	Alternative 2 I was just curious about what would happen if I created an account	Alternative 3 I thought an account is required to edit articles	Alternative 4 I thought I would get some extra features	Alternative 5 I usually register for websites I like	Alternative 6 I tried to start an article, but I couldn't do that without a user account[22]	Alternative 7 I wanted to upload images	Alternative 8: Other	People responding
: engali	7$.8 < 47 6	%4.5 < 4%76	4).) < 4446	%5.5 < 4%86	+). < 4+46	%4.5 < 4%76	$.$ 4%$6	$5.5 < 4$76	$$%
(! edish	6).4 < 4 +6	$7.5 < 4%76	%$.4 < 4++6	.$ < 4$46	%4.7 < 4+86	%%.7 < 4+56	.$ < 4$46	$$.7 < 4$86	$55
>erman	66.7 < 4$686	6.7 < 4$76	%8.6 < 47%6	6.7 < 4$76	$7.5 < 44$6	$5. < 44)6	+.6 < 4 6	$5. < 44)6	%55
Polish	45.5 < 4$6$6	$+.8 < 44 6	$7.8 < 46+6	%).$ < 4586	$6.4 < 4586	+).% < 4$)76	7. < 4%86	$+.) < 4466	+5
(panish	7$.6 < 46$86	$%.% < 4$)56	%8.+ < 4%446	%$.8 < 4$886	+5.5 < 4+)66	$5.8 < 4$+66	.) < 4786	$$.) < 4 56	88$
Bnglish	68.$ < 4 5%6	$8.) < 4%5%6	%7.$ < 4+7 6	%%.8 < 4+$ 6	%+. < 4++46	$8. < 4%646	$5.6 < 4%$86	$6.$ < 4%%56	4%
Mean (rounded off to two decimals)	**64,02%**	**15,45%**	**27,77%**	**17,67%**	**24,82%**	**21,33%**	**10,72%**	**13,87%**	**Total: 3174**

%% 5n many language versions you can create articles ! ithout accounts8 so any ans ! ers here are significant of ! hat the ne ! users they need.

Language version	Alternative 1 Everybody will know that I helped improve Wikipedia	Alternative 2 It will enable me to customize the appearence and behavior of Wikipedia to my own preferences	Alternative 3 I will get my own user page on Wikipedia. Other users will be able to send me messages.	Alternative 4 I can follow all my favorite topics on Wikipedia.	Alternative 5 My contributions to Wikipedia are not connected to an IP-address, but to a nickname that can't be tracked back to my physical address.	Other/Comments	People responding
>erman	45. < 44)66	+).+< 4%686	%4.7< 4%$ 6	+%.)< 4%8+6	5+.)< 446 6	4$)$6L+M	+%
(panish	+4.+< 4+476	+$.8< 4+%%6	6).8< 46$56	+6.5< 4+6 6	%7.7< 4%8)6	4$% 6L4M	$)5)
Bnglish variant $L5M	%$< 4%446	$+< 4$5$6	$+< 4$5$6	+6< 44)86	$5< 4$756	< 4+6	$%))
Bnglish variant %L6M	45.$6< 4$45 6	4%.%5< 4$+656	4$. < 4+546	6).)4< 4$ 4)6	+8.$+< 4$%+%6	8.)8< 4%6$6	+$8
PtA?YG Total	36,59%	29,34%	35,10%	41,13%	LsIccitPsd 33,46%		6371 mnmlia

Interpreting the results

- hat conclusions can !e dra! from these survey resultsI 5 thin. there are a number of conclusions that are interesting.
  - The number of participants over a short period 4volunteered by clic.ing on an eCtra lin. after creating an account6 ma.es the numbers relatively significant. 9f course a longer survey !ould mean more certainty8 but the stable results across the survey period suggest that !e !ould get a

5É

- 0 fair share of people thought they needed accounts to create articles 4 ! hich is true for some but not all - i . ipedias6. 9n >erman and (panish - i . ipedia only about $5 < thought that.
- 0 bout a siCth of the ne ! users thought they ! ould get some more features. - hether they . no ! about the features or not is not certain. That's ! hy ! e added the alternative in the second survey about the ! atchlists 4Jfollo ! articlesJ6. 9n (! edish and >erman - i . ipedia8 this ! as not a big deal.
- 1ollo ! ing favorite articles on - i . ipedia ! as the most common ans ! er in the second survey8 ! ith the notable eCceptions of >erman - i . ipedia ! here anonymity is a bigger reason8 and (panish - i . ipedia ! here getting a user page and being able to sendDreceive messages are the most important features.
- , ot many >ermans ! ere curious about ! hat ! ould happen ! hen they created their accounts. 3 aybe they had enough information already.
- - hen forced to choose one alternative8 ne ! comers to Bnglish - i . ipedia thin . that being able to follo ! articles is the most important reason to create an account. That is also important ! hen they can choose.
- - hen not forced to choose one alternative8 ne ! comers to Bnglish - i . ipedia more than the others that ! e surveyed li . e to tin . er ! ith the loo . and feel of - i . ipedia.

This is a list of 3edia - i.i messages 4pages6 that administrators can edit8 and that are involved in the account creation process*

Log In / Create Account page

- http*DDen.!i.ipedia.orgD!i.iD3edia - i.i*2oginerror @efault Nalue* K2ogin error" 4=ust the title of the error8 !hen you fail to log in correctly6
- http*DDen.!i.ipedia.orgD!i.iD3edia - i.i*2oginstart @efault value* empty. 4in the loginstart div8 located bet!een the page heading and the user login form6
- http*DDen.!i.ipedia.orgD!i.iD3edia - i.i*2ogin @efault Nalue* K2og in"
- http*DDen.!i.ipedia.orgD!i.iD3edia - i.i*2oginprompt @efault Nalue* empty. 45n the userloginprompt div8 =ust belo! the K@on7t have an accountI &reate one." line6
- http*DDen.!i.ipedia.orgD!i.iD3edia - i.i*?ourname @efault Nalue* K'sername*"
- http*DDen.!i.ipedia.orgD!i.iD3edia - i.i*?ourpass!ord @efault Nalue* KPass!ord*"
- http*DDen.!i.ipedia.orgD!i.iD3edia - i.i*2oginend @efault Nalue* 0ppears to contain all the K(ecure your login" teCt. 4in the loginend div8 =ust belo! the login and email ne! pass!ord buttons6

The page that are assembled by these messages can be seen here* http*DDen.!i.ipedia.orgD!DindeC.phpItitleQ(pecial*'ser2ogin

User Create Page

-

- http*DDen. ! i . ipedia.orgD ! i . iD 3 edia - i . i*(ignupend @efault Nalue* (ee section on lo ! "#uality versions8 4in the signupend div6

The page that are assembled by these messages can be seen here* http*DDen. ! i . ipedia.orgD ! DindeC.phpItitleQ(pecial* ' ser2oginRtypeQsignup.

, ote* if you go to that ' /2 ! hile you are logged in8 that page ! ill also contain a field as . ing for a reason 4for ! hy you are creating another account6.

Confirmation page

This page consists of* http*DDen. ! i . ipedia.orgD ! i . iD 3 edia - i . i* - elcomecreation

Function that checks for available usernames

This ;ava(cript chec.s for available usernames8 and gives an error message if you try to create a ne ! account ! ith a username that is already ta.en. 5t ! as ! ritten by ' ser*1luff on (! edish - i.ipedia.

The code

```
DU 3a.ing 0;0T calls ! hen a user ! ants to register a ne ! username UUUUUUUUUUUUUUUUUUUUUUUU
 U
 U @escription* @isplays a teCt noticing the user if the target username is avaible or not.
 U 3aintainers* LL ' ser*1luffMM
 U 2in. for stats* LL ' ser*1luffDcfau.=sMM
 UD
var cfauTimer Q falseV

function &10 ' loader 46 W
   if4!document.getBlement : y5d47 ! p , ame%766 W
      returnV
   X

   if44 ! gPage , ame QQ J(pecial*5nloggningJ YY ! gPage , ame QQ J(pecial* ' ser2oginJ6 RR
     4document.getBlement : y5d47 ! p , ame%76.class , ame QQ JloginTeCtJ66 W

      addGandler4document.getBlement : y5d47 ! p , ame%768 J.eyupJ8 &10 ' timerstart6V
 var td , ode Q document.getBlement : y5d47 ! p , ame%76.parent , odeV

   var &10 ' span Q document.createBlement47span76V
    &10 ' span.set0ttribute47id78 7&10 ' result76V
     td , ode.append&hild4&10 ' span6V
   X
X
```

```
function &10 ' timerstart 46 W
    if4cfauTimer6 W
      ! indo ! .clearTimeout4cfauTimer6V
    X
    if4document.getBlement : y5d47 ! p , ame%76.value.length Z )6 W
     cfauTimer Q  ! indo ! .setTimeout47&hec . 1or 0vaible ' sername4678 5) )6V
    X
X

function &hec . 1or 0vaible ' sername 46 W
    document.getBlement : y5d47&10 ' result76.innerGT 3 2 Q 77V
    in=ect ( pinner4document.getBlement : y5d47&10 ' result768 7cfau76V
    var cfau ' sername Q document.getBlement : y5d47 ! p , ame%76.valueV
    cfau ' sername Q cfau ' sername.char 0 t4 )6.to ' pper&ase46 [ cfau ' sername.substr4$6V

    if4!cfau ' sername6 W
       alert47Bnter the username you  ! ant8 to see if it's available.76V
       returnV
    X
    var aob=ect Q sa=aCHinitHob=ect46V
    try W
            aob=ect.open47>BT78  ! g ( erver  [  ! g ( criptPath  [  7Dapi.phpIformatQCmlRactionQ#ueryRlistQallusersRaulimitQ$RaufromQ7  [
cfau ' sername8 true6V
    X catch 4e6 W
 thro !  eV
    X
    aob=ect.onreadystatechange Q function46 W
  if 4aob=ect.ready ( tate !Q 46 W
          returnV
       X
       if 4aob=ect.status QQ %) )6 W
```

```
        var res Q aob=ect.responseT 3 2.getBlements : yTag , ame47u76L )M.attributesL )M.valueV
        remove ( pinner47cfau76V
        if4res QQ cfau ' sername6 W
            document.getBlement : y5d47&10 ' result76.style.color Q 7red7V
       document.getBlement : y5d47&10 ' result76.innerGT 3 2 Q 7 The username 7 [ cfau ' sername [ 7 is busy.7V

        X
        else W
            document.getBlement : y5d47&10 ' result76.style.color Q 77V
       document.getBlement : y5d47&10 ' result76.innerGT 3 2 Q 7 The username 7 [ cfau ' sername [ 7is available.7V
        X
  X
      else W
        DD if ! e get an http"error8 ! e ! on7t bother sho ! ing an error message.
      remove ( pinner47cfau76V
      X
    XV
    aob=ect.send4null6V
X
add9nloadGoo.4&10 ' loader6V
```

Implementation

To implement this function on other language versions of -i.ipedia8 copy the code above8 paste it into the ;ava(cript page of the !i.i8 e.g. http*DDen.!i.ipedia.orgD!i.iD3edia-i.i*&ommon.=s and translate the phrases mar.ed in red above.

Thanks

5n many respects8 58 2ennart8 ! as not the ideal person to handle the 0ccount &reation 5mprovement Pro=ect. Go ! ever8 5 had many people to help me. (ome of them ! ere volunteers8 such as 1etchcomms8 /oc. drum8 3ono8 (ertion8 0inali8 and everybody ! ho made suggestions. (pecial than.s to those ! ho helped out ! ith the surveys.

There has also been a lot of help from -i.imedia 1oundation staffers8 such as 1ran. (chulenburg8 /oan Oattou !8 ,imish >autam8 Oatie Gorn8 Go ! ie 1ung8 -inifred 9lliff8 Bri. 3\ller8 Aac. BCley8 :randon Garris8 0lolita (harma8 Philippe :eaudette8 and (teven -alling.

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5f you ! ant to contact 2ennart >uldbrandsson8 try emailing him at lennart] ! i.imedia.se.