



# Reciprocity & Donation

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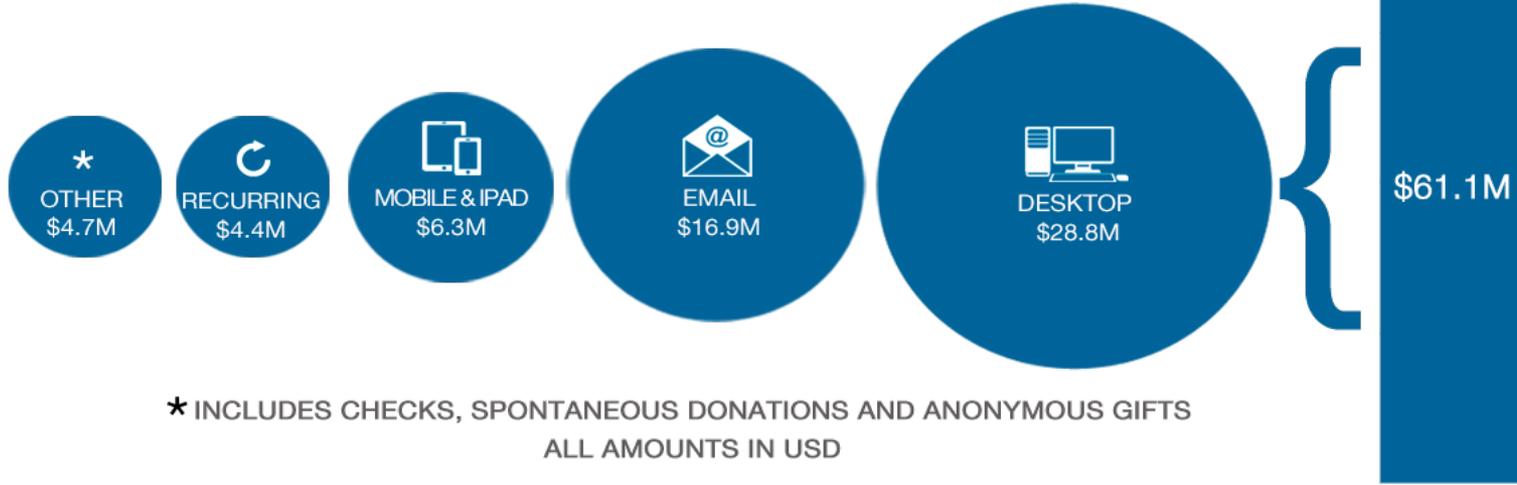
# Wikimedia Depends on User Donations



NOTE: ALL AMOUNTS ROUNDED IN USD. THE CONTINENT TOTALS MAY EXCLUDE ANONYMOUS DONATIONS.

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5.4 MILLION DONATIONS



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If everyone reading this gave \$3 right now, our fundraiser would be done within an hour. That's right, the price of a cup of coffee is all we need. If Wikipedia is useful to you, please take one minute to keep it online and ad-free another year.

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## Kim Kardashian

From Wikipedia, the free encyclopedia

**Kimberly Kardashian West**<sup>[1]</sup> (born October 21, 1980) is an American reality television personality and socialite. Kardashian first gained media attention as a friend and stylist of [Paris Hilton](#), but received wider notice after a 2003 *sex tape* with her former boyfriend [Ray J](#) was leaked in 2007. Later that year, she and *her family* began to appear in the E! reality television series *Keeping Up with the Kardashians*. Its success soon led to the creation of spin-offs including *Kourtney and Kim Take New York* and *Kourtney and Khloé Take Miami*. Kardashian's personal life soon became subject to widespread media attention.<sup>[2]</sup>

In recent years, Kardashian has grown an influential *online* and *social media* presence, including tens of millions of followers on [Twitter](#) and [Instagram](#).<sup>[3][4][5]</sup> She has released a variety of products tied to her name, including the successful 2014 mobile game *Kim Kardashian: Hollywood*, a variety of clothing and products, and the 2015 photo book *Selfish*. Her relationship with rapper [Kanye West](#) has also received significant media coverage; the couple married in 2014 and they have three children together.<sup>[6]</sup>

*Time* magazine included Kardashian on their list of 2015's *100 most influential people*,<sup>[7]</sup> while *Vogue* described her in 2016 as a "pop culture phenomenon."<sup>[8]</sup> Critics and admirers have described her as exemplifying the notion of being famous for being famous.<sup>[9][10][11]</sup> She was reported to be the highest-paid reality television personality of 2015, with her total earnings exceeding US\$53 million.<sup>[12]</sup>

### Contents [hide]

- Early life
- Career
  - 2007–2009: Breakthrough with reality television
  - 2010: Early endorsements and retail ventures
  - 2011–2015: Legal issues and focus on social media
  - 2016–present
- Fashion ventures
- Personal life
  - Marriages
  - Wealth
  - Advocacy
- Filmography



Kardashian in 2014

**Born** Kimberly Noel Kardashian  
October 21, 1980 (age 37)  
Los Angeles, California, United States

**Occupation** Television personality · socialite · actress · businesswoman · model

**Years active** 2007–present

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## Alan Turing

From Wikipedia, the free encyclopedia

*"Turing" redirects here. For other uses, see [Turing \(disambiguation\)](#).*

**Alan Mathison Turing** **OBE**<sup>FRS</sup> (/tʃuːrɪn/; 23 June 1912 – 7 June 1954) was an English **computer scientist**, mathematician, **logician**, **cryptanalyst**, philosopher, and **theoretical biologist**.<sup>[2]</sup> Turing was highly influential in the development of **theoretical computer science**, providing a formalisation of the concepts of **algorithm** and **computation** with the **Turing machine**, which can be considered a model of a **general purpose computer**.<sup>[7][8][9]</sup> Turing is widely considered to be the father of theoretical computer science and artificial intelligence.<sup>[10]</sup>

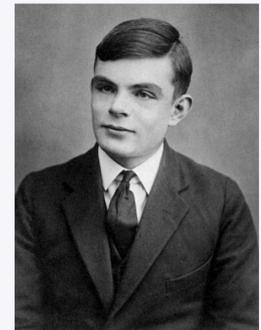
During the **Second World War**, Turing worked for the **Government Code and Cypher School** (GC&CS) at **Bletchley Park**, Britain's **codebreaking** centre that produced **Ultra intelligence**. For a time he led **Hut 8**, the section which was responsible for German naval cryptanalysis. Here he devised a number of techniques for speeding the breaking of German **ciphers**, including improvements to the pre-war Polish **bombe** method, an **electromechanical** machine that could find settings for the **Enigma machine**. Turing played a pivotal role in cracking intercepted coded messages that enabled the Allies to defeat the Nazis in many crucial engagements, including the **Battle of the Atlantic**, and in so doing helped win the war.<sup>[11][12]</sup> **Counterfactual history** is difficult with respect to the effect Ultra intelligence had on the length of the war,<sup>[13]</sup> but at the upper end it has been estimated that this work shortened the war in Europe by more than two years and saved over fourteen million lives.<sup>[11]</sup>

After the war, Turing worked at the **National Physical Laboratory**, where he designed the **ACE**, among the first designs for a stored-program computer. In 1948 Turing joined **Max Newman's Computing Machine Laboratory** at the **Victoria University of Manchester**, where he helped develop the **Manchester computers**<sup>[14]</sup> and became interested in **mathematical biology**. He wrote a paper on the chemical basis of **morphogenesis**,<sup>[3]</sup> and predicted **oscillating chemical reactions** such as the **Belousov–Zhabotinsky reaction**, first observed in the 1960s.

Turing was prosecuted in 1952 for homosexual acts, when by the **Labouchere Amendment**, "gross indecency" was a criminal offence in the UK. He accepted **chemical castration** treatment, with **DES**, as an alternative to prison. Turing died in 1954, 16 days before his 42nd birthday, from **cyanide poisoning**. An inquest determined his death as suicide, but it has been noted that the known evidence is also consistent with accidental poisoning.<sup>[15]</sup> In 2009, following an **Internet campaign**, British Prime Minister **Gordon Brown** made an **official public apology** on behalf of the British government for "the appalling way he was treated." **Queen Elizabeth II** granted him a posthumous pardon in 2013.<sup>[16][17][18]</sup> The **Alan Turing law** is now an informal term for a 2017 law in the United Kingdom that retroactively pardoned men cautioned or convicted under historical legislation that outlawed homosexual acts.<sup>[19]</sup>

**Contents** [hide]

**Alan Turing**  
OBE FRS



Turing in 1927

**Born** 23 June 1912  
Maida Vale, London, England

**Died** 7 June 1954 (aged 41)  
Wilmslow, Cheshire, England

**Cause of death** Cyanide poisoning

RQ: Do donation rates differ systematically across pages? How?

Donation Behaviors

# RELATED WORK

# Can Different Pages Attract Different Users/ Uses?

People read what they value [Hsieh et al., 2014]

- Universalism value -> Environment-related articles
- Achievement value -> Work-related articles

People have different motivations for using  
Wikipedia [Singer et al. 2017]

- For school/work: War&History, Mathematics, Technology, Biology&Chemistry, Literature&Arts
- Out of boredom: Sports, 21<sup>st</sup> Century, TV, Movies, and Novels

# Do Different Users/Uses Lead to Different Donation Rates?

Why do people donate:

- Peer pressure
- Reputation concerns
- Improve self-esteem
- Positive emotional feeling (warm glow)
- Income/tax benefits

...but these would not explain why donations would differ across pages

[Andreoni, J. 1990; Ariely, D., Bracha, A. and Meier, S. 2009; Dawson, S. 1988.; Lacetera, N. and Macis, M. 2010.]

# Do Different Users/Uses Lead to Different Donation Rates?

**Reciprocity:** people should respond in-kind to others

“they have benefited from the charities' activities in the past or anticipate the need for their services in the future”

[Cialdini, R.B. 2009; Dawson, S. 1988; Fehr, E. and Gächter, S. 2000; Gouldner, A.W. 1960; Hoffman, E., McCabe, K.A. and Smith, V.L. 1996; Kagel, J.H. and Roth, A.E. 2016]

# Indebtedness Strengthens Reciprocity

Regan, D.T. 1971



<https://flic.kr/p/64rFo9>

Falk, A. 2004



<https://flic.kr/p/aXAPOZ>

# Pages Differ in Value?



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### Contents [hide]

- Early life and education
  - Family
  - School
  - Christopher Morcom
  - University and work on computability
- Career and research

### Alan Turing

OBE FRS



Turing in 1927

<b>Born</b>	23 June 1912 Maida Vale, London, England
<b>Died</b>	7 June 1954 (aged 41) Wilmslow, Cheshire, England
<b>Cause of death</b>	Cyanide poisoning
<b>Resting place</b>	Ashes scattered near <b>Woking Crematorium</b> <sup>[1]</sup>
<b>Residence</b>	Wilmslow, Cheshire, England
<b>Education</b>	Sherborne School <sup>[2]</sup>
<b>Alma mater</b>	King's College, Cambridge, (BA) Princeton University (PhD)
<b>Known for</b>	Cryptanalysis of the Enigma

# Hypotheses

H1. Pages on more task-oriented topics attract more donations

H2. Pages on which users spent more time attract more donations

H3. Pages of higher quality attract more donations

How did we analyze this?

# METHODS

# Data from Wikimedia

Language	#Pages	Impressions	Donations
English	830,695	Min: 100 Max: 13,210,276 Mean: 1,579 Median: 407	Min: 0 Max: 71,318 Mean: 2.04 Median: 0
French	174,207	Min: 101 Max: 2,608,374 Mean: 570 Median: 243	Min: 0 Max: 5,604 Mean: 0.57 Median: 0

# H1: Assessing the (Task-Oriented vs. Non-Task-Oriented) Topics

Downloaded the latest version of the page before the end of the donation campaign

Used Wikipedia provided topic categories; traversed up to parent categories [Yu et al. 2017]

Category	Topics from Singer et al.	Equivalent Wiki Categories
Task-Oriented	War & History	History & Events
	Mathematics	Mathematics & Logic
	Technology	Technology & Applied Sciences
	Biology & Chemistry	Natural & Physical Sciences
	Literature & Arts	Painting, Photography, Sculpture, Drawing, Poetry
Non-Task-Oriented	Sports	Sports
	21st century	No directly equivalent mapping
	TV & Movies & Novels	Film, Television, Publishing

## H2: Assessing Page Dwell Time

Calculated median dwell time per page relying on users' sessions from [Halfaker et al. 2014]

Used page view data from December 2017

\*86% of English pages; 57% of French pages

# H3: Assessing Content Quality

## Objective Revision Evaluation Service (ORES)

Category	Reader's Experience based on Wiki
Featured Article (FA) / Article de Qualité (ADQ)	Professional, outstanding, and thorough; a definitive source for encyclopedic information.
Good Article (GA) / Bon Article (BA)	Useful to nearly all readers, with no obvious problems; approaching (but not equaling) the quality of a professional encyclopedia.
B / Article Avancé (A)	Readers are not left wanting, although the content may not be complete enough to satisfy a serious student or researcher.
C / Article bien construit (B)	Useful to a casual reader, but would not provide a complete picture for even a moderately detailed study.
Start / Bon début d'article (BD)	Provides some meaningful content, but most readers will need more.
Stub / Ébauche (E)	Provides very little meaningful content; may be little more than a dictionary definition. Readers probably see insufficiently developed features of the topic and may not see how the features of the topic are significant.

# H3: Assessing Content Quality (Start/Stub)

## Subcategories of Start/Stub

Category	Reader's Experience based on Wiki
Redirect	A page that serves as an intermediary link to refer to the article page. User may end up on a redirect page e.g., in case of misspelling.
Disambiguation (explicit)	A page that offers only a list of links to other pages that are likely related. It is also denoted by a title with "(disambiguation)" appended at the end.
Disambiguation (implicit)	A page that offers contents related to the most likely topic of interest and a number of additional links for similar pages. It does not have explicit "(disambiguation)" in the title.
Category description	Internal Wiki page with description of a topic category useful mostly for editors.
List page	A list of items, e.g. list of songs on an album.
May refer to page	A page with minimal contents and small "may refer to" link to similar titled pages.

What did we find?

# RESULTS

## Negative Binomial Model (predicting number of donations)

*Exp(B)*



Page length (characters) <sup>1</sup>	.913***
Number of page views <sup>1</sup>	2.625***
Language version (ref: English)	
Language: French	.753***
Dwell time (seconds) <sup>1</sup>	1.158***
Topic category (ref: other topics)	
Task: War & history	1.121***
Task: Mathematics	1.679***
Task: Technology	1.469***
Task: Biology & Chemistry	1.307***
Task: Literature & Arts	1.254***
Non-Task: Sports	.557***
Non-Task: TV & Movies & Novels	.648***
Quality categories (ref: highest quality (FA/ADQ))	
Quality (GA/BA)	.866***
Quality (B/A)	1.014
Quality (C/B)	.964***
Quality (Start/BD)	.827***
Quality (Stub/E)	.778***
Redirect	.202***
Disambiguation (explicit)	.578***
Category description	.019***
List page	.543***
Disambiguation (implicit)	.919**
May refer to ...	1.008
Other uses ...	.942**
Other pages	.705***
<i>Number of observations</i>	<i>811,812</i>
$\Delta \chi^2$ change against baseline (df)	48,673 (21)***
McFadden R <sup>2</sup>	.305***

<sup>1</sup>log-transformed

**Negative Binomial Model (predicting number of donations)** *Exp(B)*

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<sup>1</sup>log-transformed

# H1: Task vs. Non-Task (supported)

<u>Negative Binomial Model (predicting # of donations)</u>	<i>Exp(B)</i>
Topic category (ref: other topics)	
Task: War & history	1.121***
Task: Mathematics	1.679***
Task: Technology	1.469***
Task: Biology & Chemistry	1.307***
Task: Literature & Arts	1.254***
Non-Task: Sports	.557***
Non-Task: TV & Movies & Novels	.648***

# H2:Dwell-Time (supported)

<u>Negative Binomial Model (predicting # of donations)</u>	<u><i>Exp(B)</i></u>
Dwell time (seconds) <sup>1</sup>	1.158***

<sup>1</sup>log-transformed

# H3:Quality (partially supported)

<u>Negative Binomial Model (predicting # of donations)</u>	<i>Exp(B)</i>
Quality categories (ref: highest quality (FA/ADQ))	
Quality (GA/BA)	.866***
Quality (B/A)	1.014
Quality (C/B)	.964***
Quality (Start/BD)	.827***
Quality (Stub/E)	.778***
Redirect	.202***
→ Disambiguation (explicit)	.578***
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May refer to ...	1.008
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# Differences in Task-Oriented Support?

May refer to: 1.008

## VFR

From Wikipedia, the free encyclopedia

This is an **old revision** of this page, as edited by **GB fan (talk | contribs)** at 16:19, 18 February 2015 (diff) ← Previous revision | Latest revision (diff) | Newer revision → (diff)

VFR may refer to:

- **Visual flight rules**, a set of aviation regulations
- **Variable frame rate**, a feature of some video container formats in which the frame
- **Honda VF and VFR**, a series of motorcycles
- **Verein für Raumschiffahrt** (German: "Spaceflight Society"), an association of ama
- **Visits to Friends and Relatives**, a term used in the study of international travel

 *This disambiguation page lists articles associated with the title **VFR**. If an internal link led you here, you may wish to change the link to point directly to the intended article.*

Categories: [Disambiguation pages](#)

Disambiguation explicit: 0.578

## Flood (disambiguation)

From Wikipedia, the free encyclopedia

This is an **old revision** of this page, as edited by **Doug Weller (talk | contribs)** at 16:30, 29 August 2015 (*it's under the heading 'religion'*) is a **permanent link** to this revision, which may differ significantly from the **current revision**. (diff) ← Previous revision | Latest revision (diff) | Newer revision → (diff)

A **flood** is an overflow or accumulation of an expanse of water that submerges land.

**Flood(s)**, **The Flood**, **Flooded** or **Flooding** may also refer to:

### Computing

- **Flood fill**, an algorithm that determines the area connected to a given node in a multi-dimensional array
- **Flooding algorithm**, a network routing algorithm
- **Internet Relay Chat flood**, a form of denial-of-service attack
- **MAC flooding**, a technique employed to compromise the security of network switches
- **Network flood**, a denial-of-service attack on a network

### Media and entertainment

#### Film

- *The Flood* (1958 film), a Czech film
- *The Flood* (1962 film), an American television film narrated by [Laurence Harvey](#)
- *Flood!*, a 1976 American television film
- *The Flood* (1994 film), a French-Russian film
- *Flood* (film), a 2007 disaster film
- *The Flood* (2010 film) or *Mabul*, an Israeli film

#### Gaming

- *Flood* (*Halo*), fictional creatures in the *Halo* game series
- *Flood* (video game), a game for Amiga and Atari ST

#### Literature

- *Flood* (Baxter novel), a 2008 novel by Stephen Baxter
- *Flood* (Doyle novel), a 2002 novel by Richard Doyle; basis for the 2007 film
- *The Flood* (novel), a 1986 novel by Ian Rankin
- *The Flood* (novella), an 1880 novella by Émile Zola

What does this mean?

# IMPLICATIONS

# Monetization of the Internet



# Theoretical Implications

A reciprocity mechanism: higher utility pages attract more donation

- Task-oriented topics
- Higher dwell time
- Higher quality
  - Non-linear ORES relationships
  - Pages facilitate may be more valuable (may refer to, implicit-disambiguate)
- Page length -> fewer donations?

# Two Potential Mechanisms

Pages attracting different types of users

or

Users are getting different types of values from the different pages

pre vs. post use?

# Design Implications: Reinforce Indebtedness

Highlight potential for task-oriented utility:  
“Did you know that reading about science-fiction can boost your creativity?”

Highlight quality on task-oriented pages:



This is a featured article. To help sustain the high quality content...

Offer more task-oriented features/support?

# Design Implications: Triggering Anticipated Reciprocity

For low quality articles or stubs, highlight potential of the pages...

Trajectory: this article grew by 2000 words in the past year

Comparable: this article could be like X



Donation complete

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Hi Gary H,  
Thank you for your donation to Wikimedia Foundation.

# Thank you! Questions?

H1. Pages on more task-oriented topics attract more donations  
(supported)

H2. Pages on which users spent more time attract more donations  
(supported)

H3. Pages of higher quality attract more donations  
(partially supported)

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