Attrition Pipeline: Impediments to editing at each stage of the editor life-cycle

	1	2	3	4	5	6	7	8	9	10	11	12
Impediment	Unaware I can edit	Don't want to edit	Click edit, see the wiki syntax, and quit	Successfully complete an edit, get deleted, and quit	Successfully complete an edit but am deterred by wiki syntax from editing again	Successfully complete an edit but am deterred by warning templates from editing again	Successfully complete an edit, but don't really feel "at home" on the projects	Successfully complete an edit, but am deterred from continuing by lack of affirmation, friendliness and thanking	Successfully complete an edit, but am deterred from continuing by policy complexity	Successfully complete some edits, but am deterred from continuing by systemic bias (editorial unfairness resulting from gatekeeper hegemony)	Successfully complete many edits, but am deterred from continuing by bullies, rules-lawyers, and general fightyness	Successfully complete many edits, but am driven out by serious trolling/stalking
E-1	red	red	gray	gray	gray	gray	gray	gray	gray	gray	gray	gray
E0	green	green	red	gray	gray	gray	gray	gray	gray	gray	gray	gray
E1-99	green	green	green	red	red	red	red	green	green	red	gray	gray
E100-999	green	green	green	green	green	green	green	green	red	red	gray	red
E1000+	green	green		green	green	green	green	green	green	green	red	red
Especially vulnerable			People who are not tech-centric, likely overrepresenting older people, women, and people who are time-constrained	People who are particularly sensitive to criticism, likely overrepresenting people with credentials/reputation, women, and people from criticism-sensitive cultures	People who are not tech-centric, likely overrepresenting older people, women, and people who are time-constrained	People who are particularly sensitive to criticism, likely overrepresenting people with credentials/reputation, women, and people from criticism-sensitive cultures	People who are particularly seeking to feel at home	People who are particularly seeking of affirmation, likely overrepresenting women and people from affirmation-seeking cultures	People who are particularly time-constrained	People whose demographics or attitudes are underrepresented in the Wikimedia community: primarily, women, older people and people from the Global South	People who do not like fightyness, people who edit in controversial topic areas	People who are particularly vulnerable to stalking because of their personal circumstances (e.g., they have a reputation to protect)
Solution	Make it more obvious that people can edit -- i.e., larger EDIT button and suchlike. Awareness campaigns.	Marketing messages designed to persuade people to want to edit, and to overcome frequent objections. Coaching, training, ambassador-type programs.	RTE. Coaching, training, mentoring, workshops.	Deep WMF/community work designed to discourage Recent Changes patrollers from deleting newbies' contributions, and to promote alternatives to deletion	RTE	Deep WMF/community work designed to reduce usage of templates and warnings, promote alternatives, and promote more friendliness in templates and warnings where they're unavoidable	Deep WMF/community work designed to help new people feel at home. Could include making available skins and other forms of customization, the encouragement of more informative and personalized userpages, and so forth.	Deep WMF/community work designed to encourage friendliness, thanking, mentoring and other forms of affirmation. WMF to supply affiliative swag and some automated invitations to return.	Deep WMF/community work designed to reduce policy cruft, create user-friendly introductory materials, encourage mentoring, and so forth	Deep WMF/community work designed to support underrepresented groups. This work includes raising awareness and understanding of the problem among majority editors, and creating mechanisms for minority editors to self-organize on their own behalf	Deep WMF/community work designed to reduce fightyness and promote a friendlier more collaborative culture.	Deep WMF/community work to neutralize serious trolls and stalkers