





















## References

- [1] O. Arazy, H. Lifshitz-Assaf, O. Nov, J. Daxenberger, M. Balestra, and C. Cheshire. On the “how” and “why” of emergent role behaviors in Wikipedia. In *Conference on Computer-Supported Cooperative Work and Social Computing*, 2017.
- [2] P. C. Austin. An introduction to propensity score methods for reducing the effects of confounding in observational studies. *Multivariate Behavioral Research*, 46(3):399–424, 2011.
- [3] A. Basu. Context-driven assessment of commercial web sites. In *International Conference On System Sciences*, 2003.
- [4] D. M. Blei, A. Y. Ng, and M. I. Jordan. Latent Dirichlet allocation. *Journal of Machine Learning Research*, 3(Jan):993–1022, 2003.
- [5] J. M. Brick. Unit nonresponse and weighting adjustments: A critical review. *Journal of Official Statistics*, 29(3):329–353, 2013.
- [6] A. Broder. A taxonomy of web search. In *ACM SIGIR Forum*, 2002.
- [7] T. J. DeMaio. Social desirability and survey. *Surveying Subjective Phenomena*, 2:257, 1984.
- [8] H. A. Feild, J. Allan, and R. Jones. Predicting searcher frustration. In *International Conference on Research and Development in Information Retrieval*, 2010.
- [9] A. Gelman and J. B. Carlin. Poststratification and weighting adjustments. In *CiteSeerX*, 2000.
- [10] L. Geng and H. J. Hamilton. Interestingness measures for data mining: A survey. *ACM Computing Surveys*, 38(3):9, 2006.
- [11] S. Goel, J. M. Hofman, and M. I. Siro. Who does what on the Web: A large-scale study of browsing behavior. In *International Conference on Web and Social Media*, 2012.
- [12] A. Halfaker, O. Keyes, D. Kluver, J. Thebault-Spieker, T. Nguyen, K. Shores, A. Uduwage, and M. Warncke-Wang. User session identification based on strong regularities in inter-activity time. In *International Conference on World Wide Web*, 2015.
- [13] J. A. Harkness, F. J. Van de Vijver, P. P. Mohler, et al. *Cross-cultural survey methods*. Wiley-Interscience Hoboken, 2003.
- [14] F. Herrera, C. J. Carmona, P. González, and M. J. Del Jesus. An overview on subgroup discovery: Foundations and applications. *Knowledge and Information Systems*, 29(3):495–525, 2010.
- [15] A. Java, X. Song, T. Finin, and B. Tseng. Why we twitter: Understanding microblogging usage and communities. In *Workshop on Web Mining and Social Network Analysis*, 2007.
- [16] D. Jurgens and T.-C. Lu. Temporal motifs reveal the dynamics of editor interactions in Wikipedia. In *International Conference on Web and Social Media*, 2012.
- [17] L. Kish. *Survey sampling*. John Wiley and Sons, 1965.
- [18] A. Kittur and R. E. Kraut. Harnessing the wisdom of crowds in Wikipedia: Quality through coordination. In *Conference on Computer Supported Cooperative Work*, 2008.
- [19] W. Klösgen. Explora: A multipattern and multistrategy discovery assistant. In *Advances in Knowledge Discovery and Data Mining*, pages 249–271. American Association for Artificial Intelligence, 1996.
- [20] S. Krug. *Don’t Make Me Think, Revisited: A Common Sense Approach to Web Usability*. New Riders, 2014.
- [21] R. Kumar and A. Tomkins. A characterization of online browsing behavior. In *International Conference on World Wide Web*, 2010.
- [22] H. Kwak, C. Lee, H. Park, and S. Moon. What is Twitter, a social network or a news media? In *International Conference on World Wide Web*, 2010.
- [23] D. Lamprecht, D. Dimitrov, D. Helic, and M. Strohmaier. Evaluating and improving navigability of Wikipedia: A comparative study of eight language editions. In *International Symposium on Open Collaboration*, 2016.
- [24] B. K. Lee, J. Lessler, and E. A. Stuart. Improving propensity score weighting using machine learning. *Statistics in Medicine*, 29(3):337–346, 2010.
- [25] B. K. Lee, J. Lessler, and E. A. Stuart. Weight trimming and propensity score weighting. *PLoS One*, 6(3):e18174, 2011.
- [26] J. Lehmann, C. Müller-Birn, D. Laniado, M. Lalmas, and A. Kaltenbrunner. Reader preferences and behavior on Wikipedia. In *Conference on Hypertext and Social Media*, 2014.
- [27] J. K. Lunceford and M. Davidian. Stratification and weighting via the propensity score in estimation of causal treatment effects: A comparative study. *Statistics in Medicine*, 23(19):2937–2960, 2004.
- [28] P. Mukhopadhyay. *Complex Surveys: Analysis of Categorical Data*. Springer, 2016.
- [29] O. Nov. What motivates Wikipedians? *Communications of the ACM*, 50(11):60–64, 2007.
- [30] C. Okoli, M. Mehdi, M. Mesgari, F. Å. Nielsen, and A. Lanamäki. The people’s encyclopedia under the gaze of the sages: A systematic review of scholarly research on Wikipedia. *SSRN 2021326*, 2012.
- [31] A. Paranjape, R. West, L. Zia, and J. Leskovec. Improving website hyperlink structure using server logs. In *International Conference on Web Search and Data Mining*, 2016.
- [32] J. Ratkiewicz, S. Fortunato, A. Flammini, F. Menczer, and A. Vespignani. Characterizing and modeling the dynamics of online popularity. *Physical Review Letters*, 105(15):158701, 2010.
- [33] D. E. Rose and D. Levinson. Understanding user goals in web search. In *International Conference on World Wide Web*, 2004.
- [34] T. Ryan and S. Xenos. Who uses Facebook? An investigation into the relationship between the Big Five, shyness, narcissism, loneliness, and Facebook usage. *Computers in Human Behavior*, 27(5):1658–1664, 2011.
- [35] M. J. Salganik. *Bit by Bit: Social Research in the Digital Age*. Princeton University Press, 2017.
- [36] P. Singer, D. Helic, B. Taraghi, and M. Strohmaier. Detecting memory and structure in human navigation patterns using Markov chain models of varying order. *PLoS One*, 9(7):e102070, 2014.
- [37] A. Spoerri. What is popular on Wikipedia and why? *First Monday*, 12(4), 2007.
- [38] A. Strauss and J. Corbin. *Basics of Qualitative Research: Techniques and Procedures for Developing Grounded Theory*. Sage Publications, 1998.
- [39] B. Stvilia, M. B. Twidale, L. C. Smith, and L. Gasser. Information quality work organization in Wikipedia. *Journal of the American Society for Information Science and Technology*, 59(6):983–1001, 2008.
- [40] V. Waller. The search queries that took Australian Internet users to Wikipedia. *Information Research*, 16(2), 2011.
- [41] I. Weber and A. Jaimés. Who uses web search for what: and how. In *International Conference on Web Search and Data Mining*, 2011.
- [42] R. West and J. Leskovec. Human wayfinding in information networks. In *International Conference on World Wide Web*, 2012.
- [43] R. W. White and S. T. Dumais. Characterizing and predicting search engine switching behavior. In *Conference on Information and Knowledge Management*, 2009.