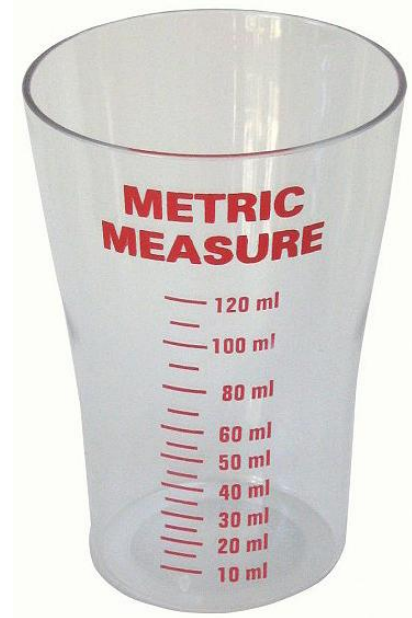


How to measure blood, sweat, and tears?



*Manuel Merz, Wikimedia Deutschland:
How to measure blood, sweat, and tears?
WMCON 2014, Berlin, April 10-13, 2014
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Metrics matter!

Imagine that requests for adminship and other promotions of users in Wikipedia would be assessed solely based on the metric “edit count”. In what ways might Wikipedia change?

**Making metrics an end
in themselves will do
more harm than good.**

Know your story first

- Long-term outcome
- Preconditions
- Hypotheses
- Indicators

Indicator vs. Metric

**Focus on what
you want to know:**

Where can I look to see
if my project is making a
difference or not?

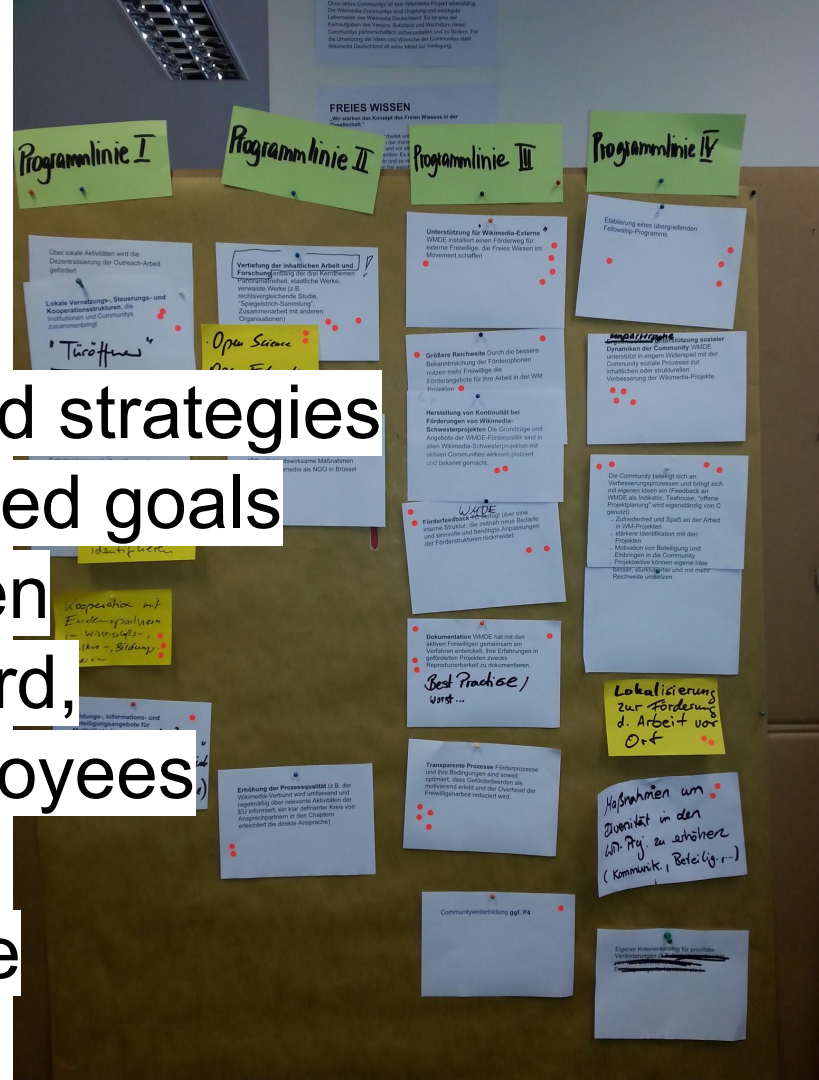
**Focus on how
to measure:**

With what tools can I do
the measurement?

(Tip: Make sure that you know
what you need to find out first
and choose the metric later!)

What challenges did WMDE face?

- Jungle of activities, goals and strategies
- High number of interconnected goals
- Finding a consensus between community, supervisory board, executive director, and employees
- Organization “in progress”
- Collaborative working culture



→ “Change Models at Wikimedia Deutschland”

For more information see
[blog post](#) and [change models](#).

Know your story first!

**It helps to think (and talk) about
indicators and deal with metrics
only afterwards!**

**Bad metrics
can do actual harm!**

Questions?

Hereinspaziert

A photograph of a dark grey wall with the German phrase "Hereinspaziert" (Here you enter) written in white, italicized letters. Below the text is a white door frame with a window looking out onto a snowy landscape.