

Editor surveys

Tilman Bayer (Wikimedia Foundation)

Wikimania 2013, Hong Kong
August 9, 2013

This talk

- Why the Foundation does editor surveys
- First results from the 2012 Wikipedia Editor Survey
- A bit more on editor surveys in general

“The community”

- Who is “it”?
- What problems does “it” encounter in building Wikipedia?
- What are “its” opinions on issue X?

Where can we see “the community” and hear what “it” says?

- Mailing lists
- Village pumps, talk pages
- Editors I'm acquainted with
- Meetups/conferences



Where can we see “the community” and hear what “it” says?

- Better approximation – the wikis themselves: All people who have an account on Wikipedia and Commons, and log into it

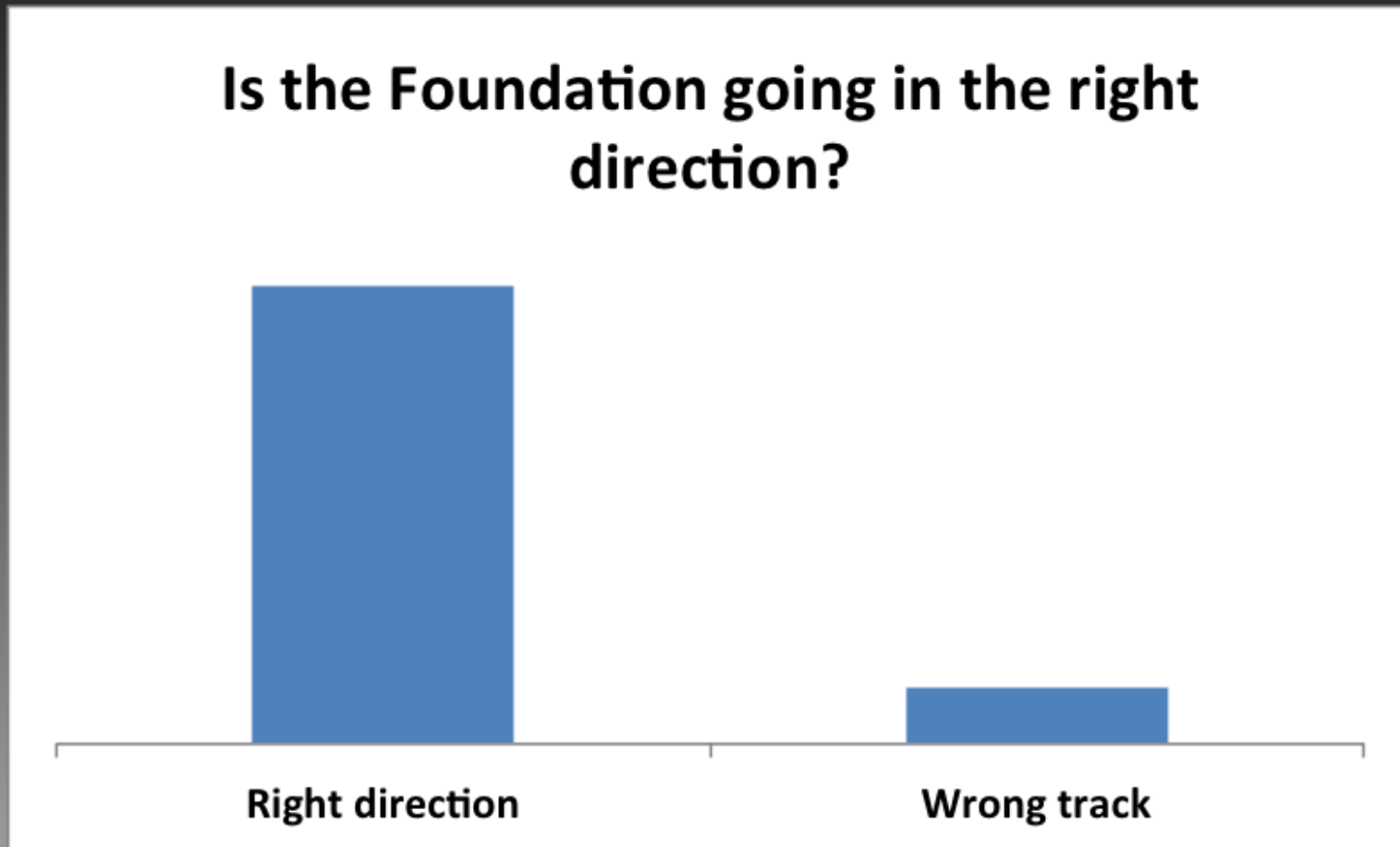
Editor surveys

- Give all users a voice (almost)
- Closest thing we have to finding out:
 - representative opinions
 - demographics

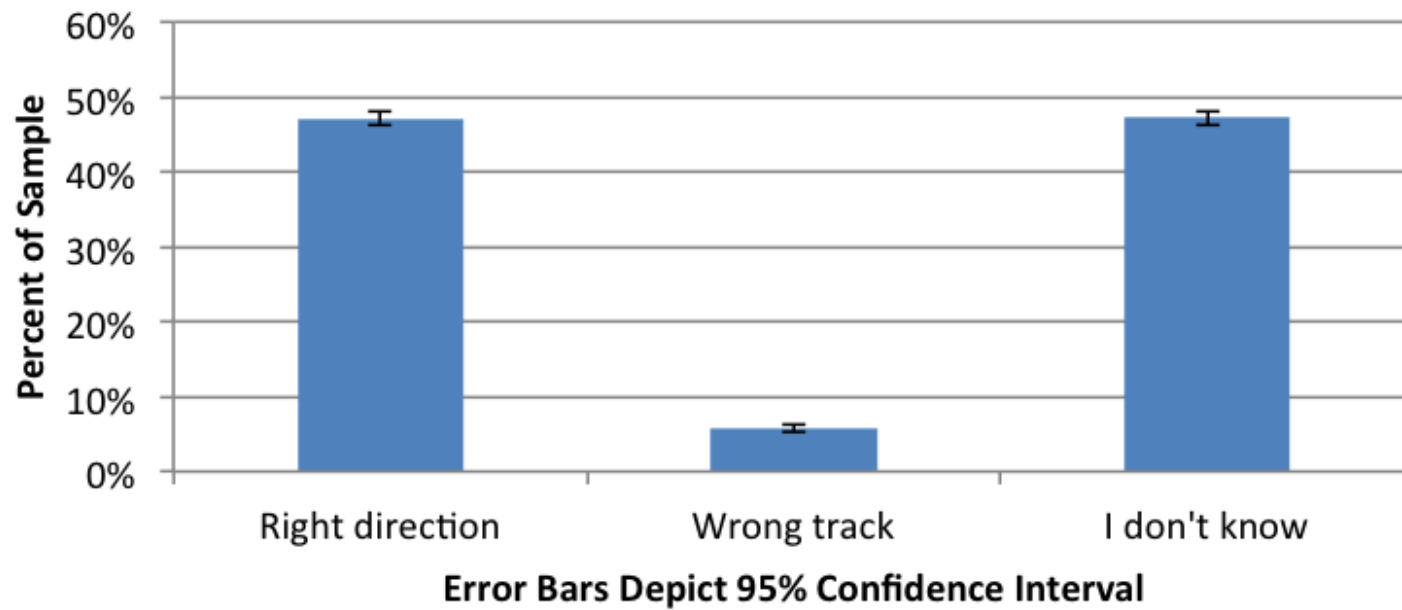
Wikipedia Editor Survey 2012

- Up to ~17,000 responses per question
- 17 languages
- Third in a series (April 2011, December 2011, November 2012)
- First half repeated from 2011, to track trends
- Second half: Satisfaction with WMF work (>10,000 respondents)

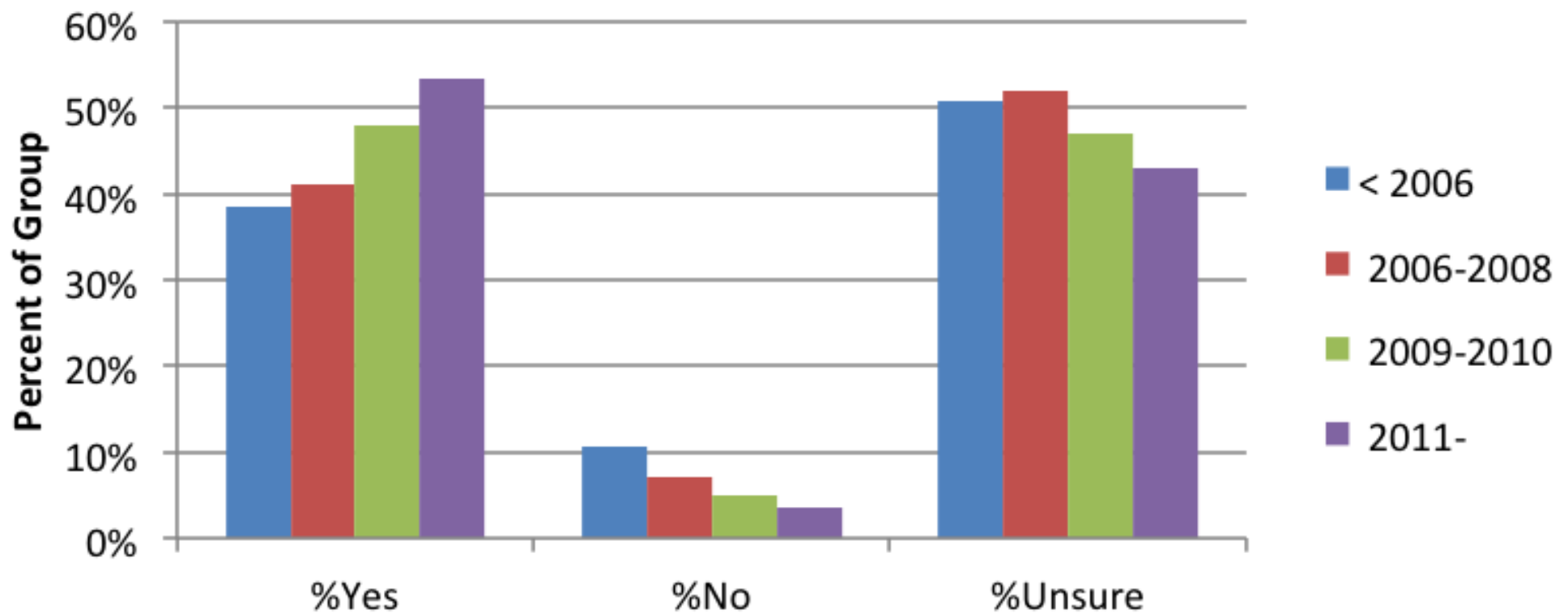
So, is the community satisfied with WMF?



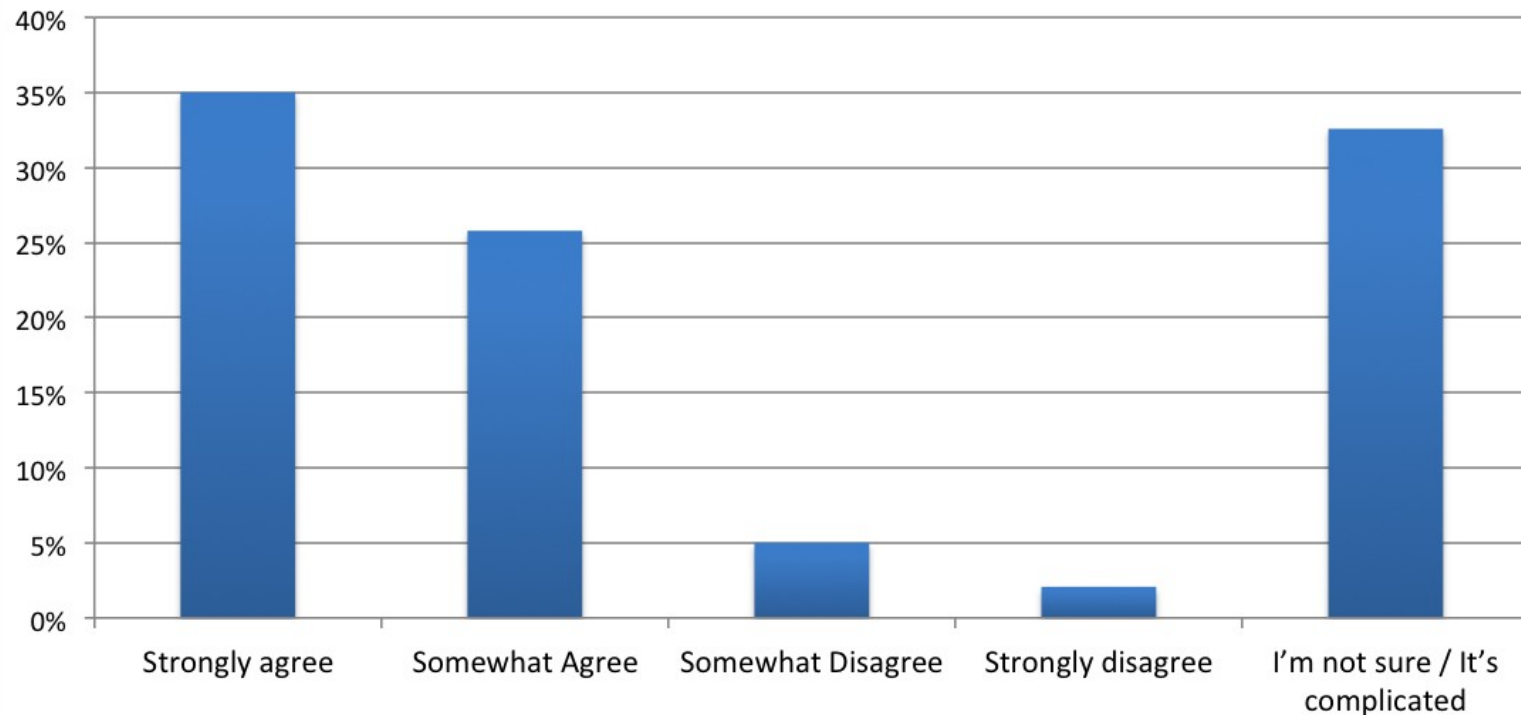
Is the Foundation going in the right direction?



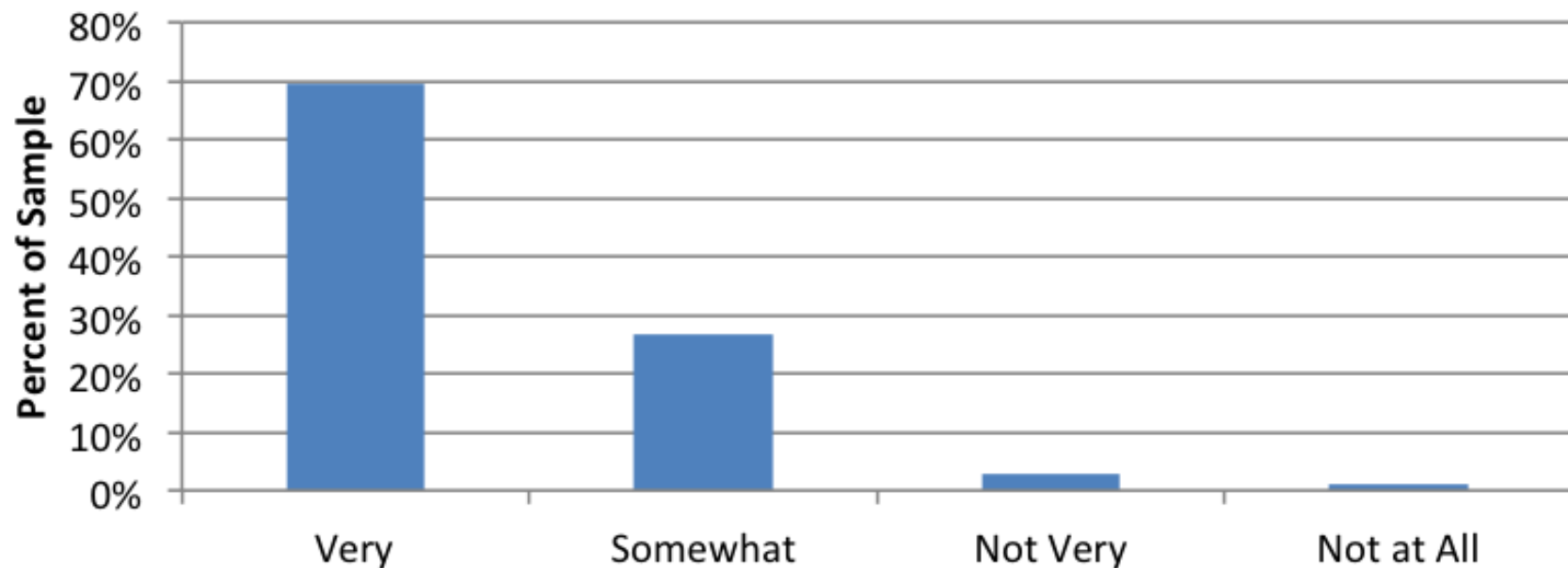
WMF in right direction? By editors' length of tenure (quartiles)



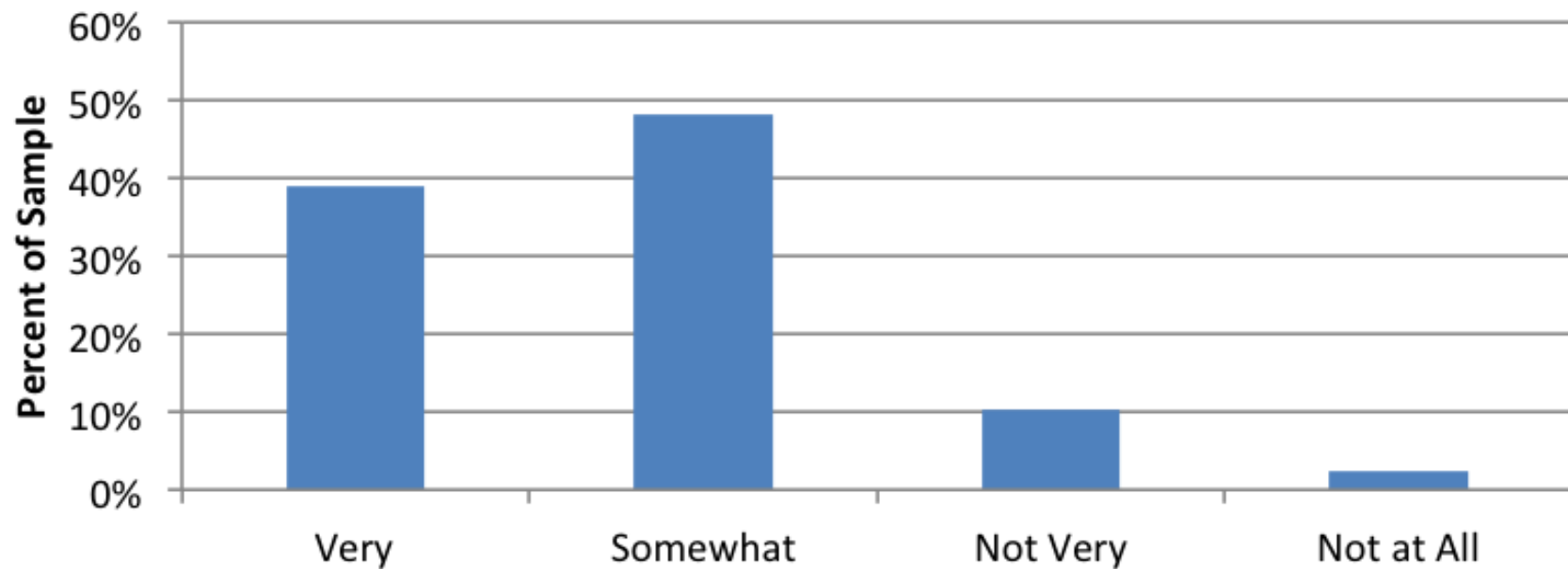
The Foundation and its staff are part of the Wikimedia community.



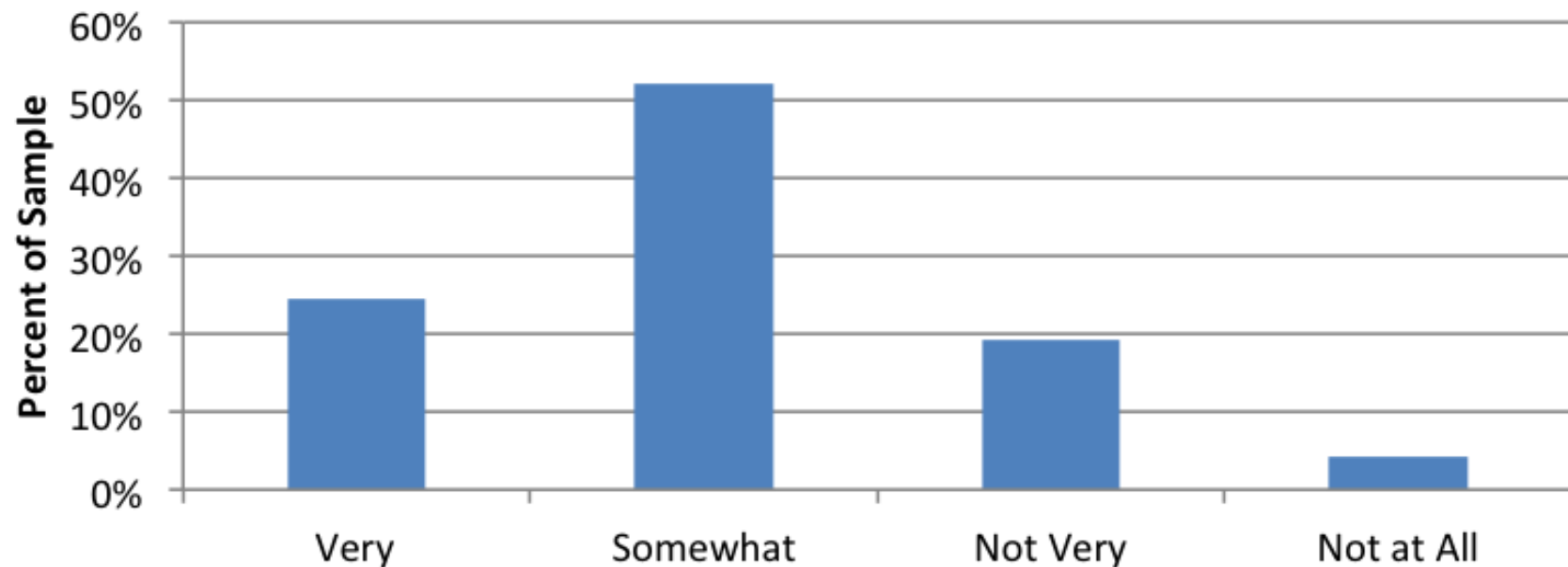
How well do you believe the Foundation supports: English Wikipedia



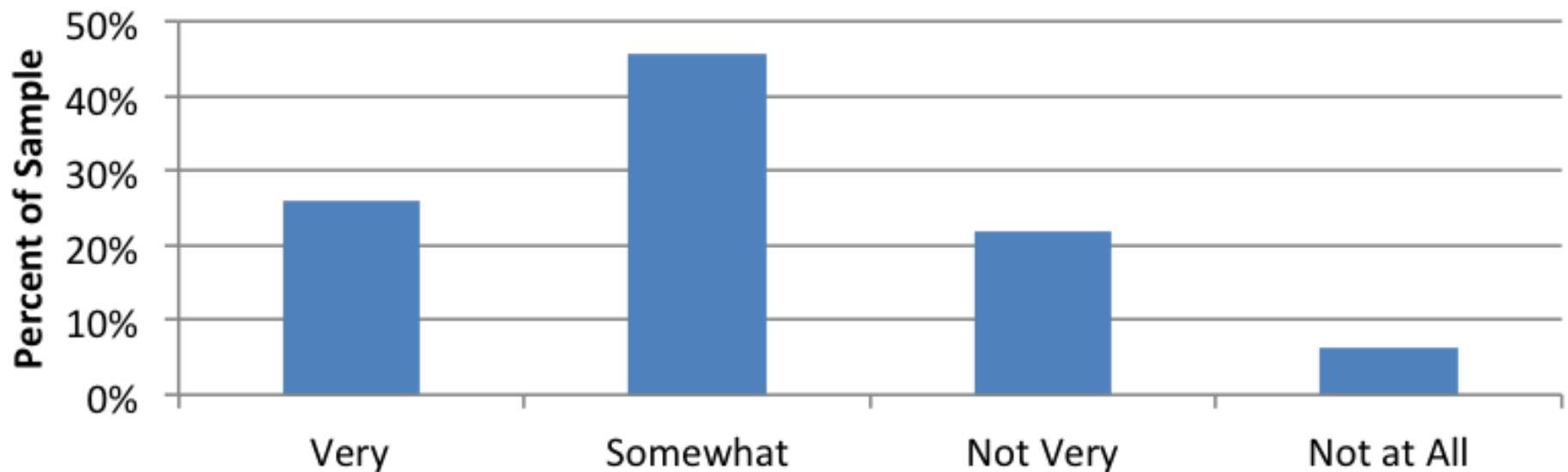
How well do you believe the Foundation supports: Wikimedia Commons



How well do you believe the Foundation supports: Other language Wikipedias



How well do you believe the Foundation supports: Other Wikimedia sites like Wiktionary, Wikiquote, etc.?

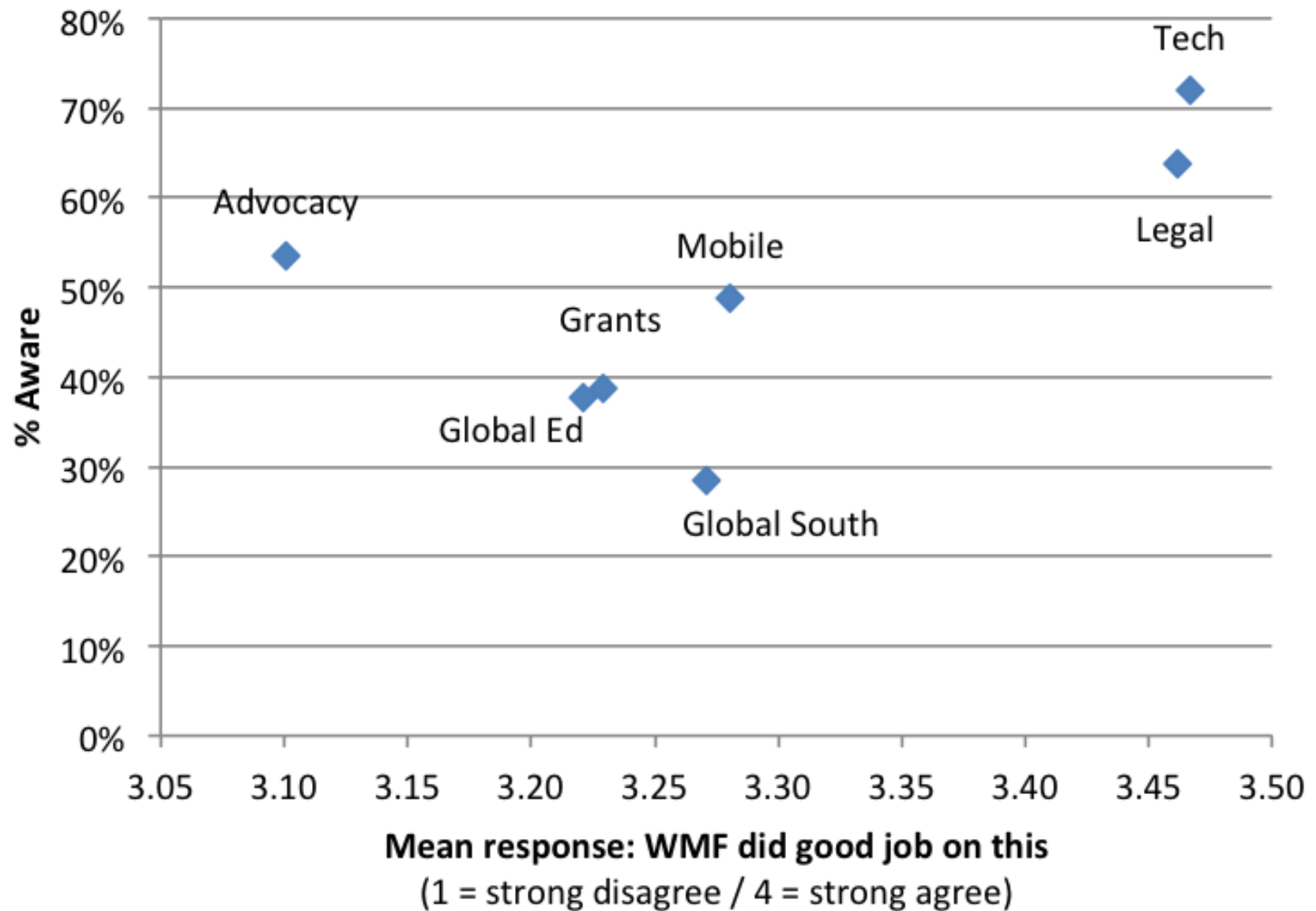


Caveat: Only asked on Wikipedia and Commons

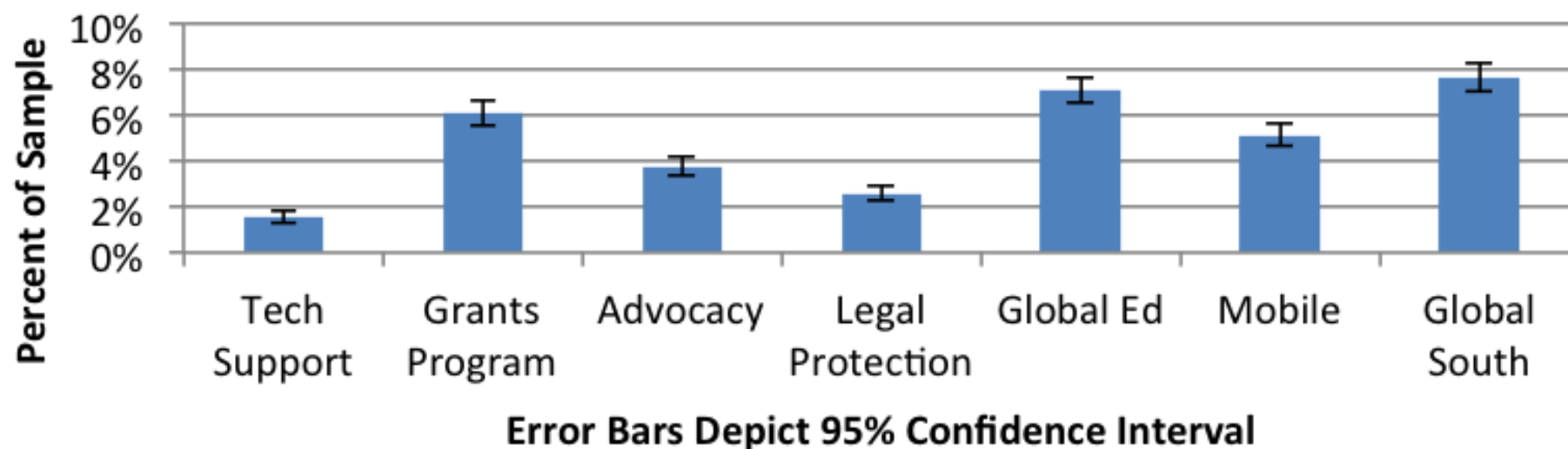
Asked about 7 recent activity areas of WMF

- “Below is a list of recent Wikimedia Foundation activities. For each, you will be asked to agree or disagree with a few statements.”
 - “I knew the Foundation did this.”
 - “I believe that the Foundation’s involvement in this activity makes sense.”
 - “I think the Foundation has done a good job with this activity.”

Activities: Awareness vs. satisfaction



Are there activities in which the community thinks the Foundation should not be involved?

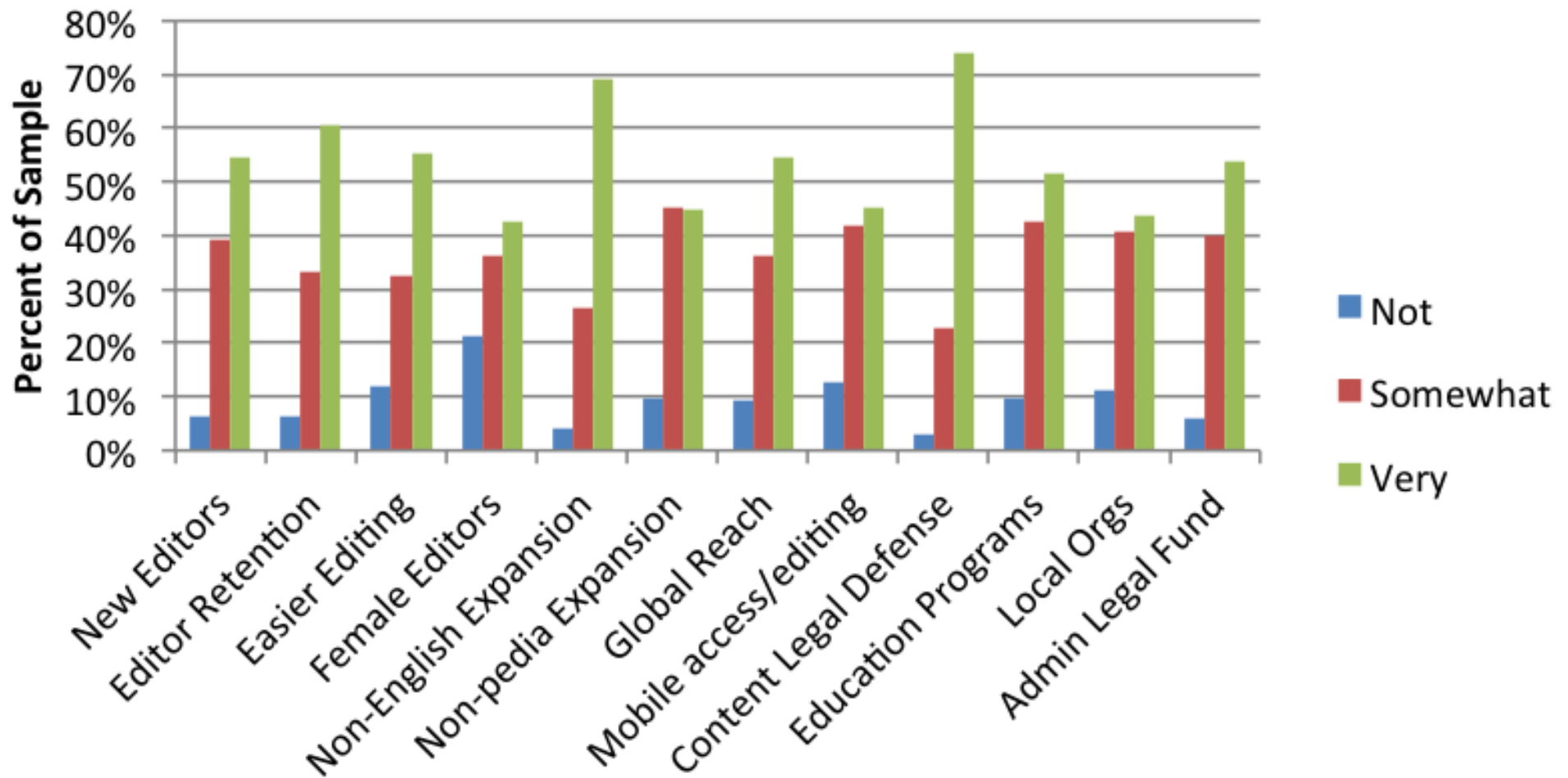


Priorities

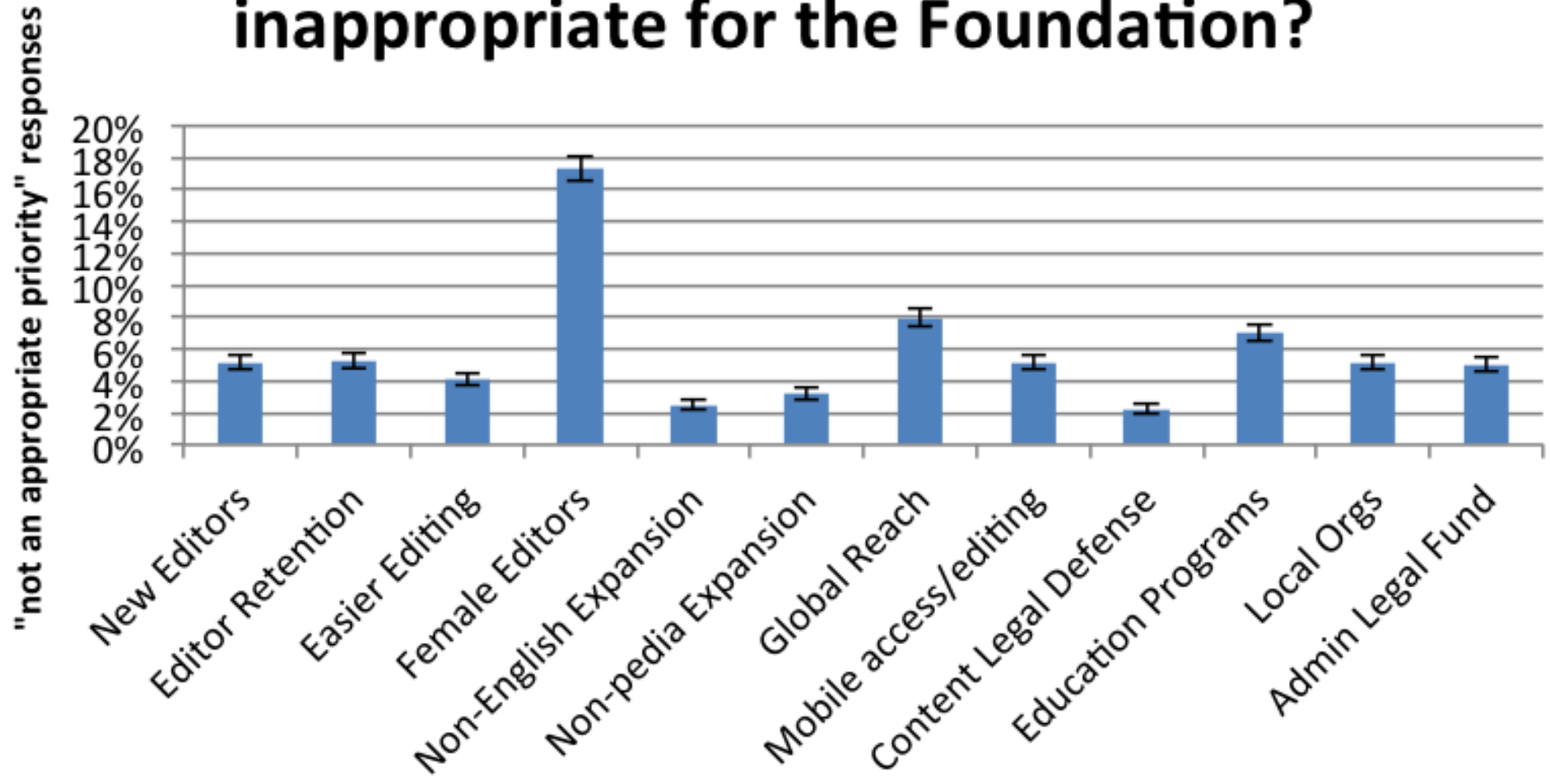
“Below is a list of possible priorities. Please consider how important each of the below should be for the Foundation.”

What level of importance does the community put on various priorities?

(among those who find the priority appropriate)



What priorities do the community find inappropriate for the Foundation?



Error Bars Depict 95% Confidence Interval

“Is there anything you think the Foundation should work on that you didn't see listed above?”

No
Nope.
No
U
Trying to regain its credibility as an unbiased source of information after taking a trendy but pointless step of shutting the site down to protect
Förderung freundlichen Umgangs, inkl. Rauswurf von Intoleranten
Legalizar más imágenes para subir
System reliability
Nope
The semantic web - the ability of computers to "read" wikipedia and reason about its content.
Facilidades a los editores
No
contrôle qualité mesurable
Allowing ONLY registered users to edit articles
استحداث خانة للتصديح بالاسماء الفصحلية للمحررين على أن يظهر في نهاية المقال أسماء المحررين المشاركين في كتابتها
A better WYSIWG editor
getting things done more efficiently
croiser et structurer les informations
nope.
The foundation should start a catalogue of primary sources
The Wikipedia admin culture is rude and at times profane and abusive.
Zusammenarbeit mit Fachrichtungen der Universitäten
Soliciting efforts on topics which aren't covered
100
I don't really think you need to push people to contribute to Wikipedia. It will develop best if you just let it happen. The right people will find

1730 write-in responses

“If you had to name one thing that motivates you most to contribute to Wikipedia, what would it be?”

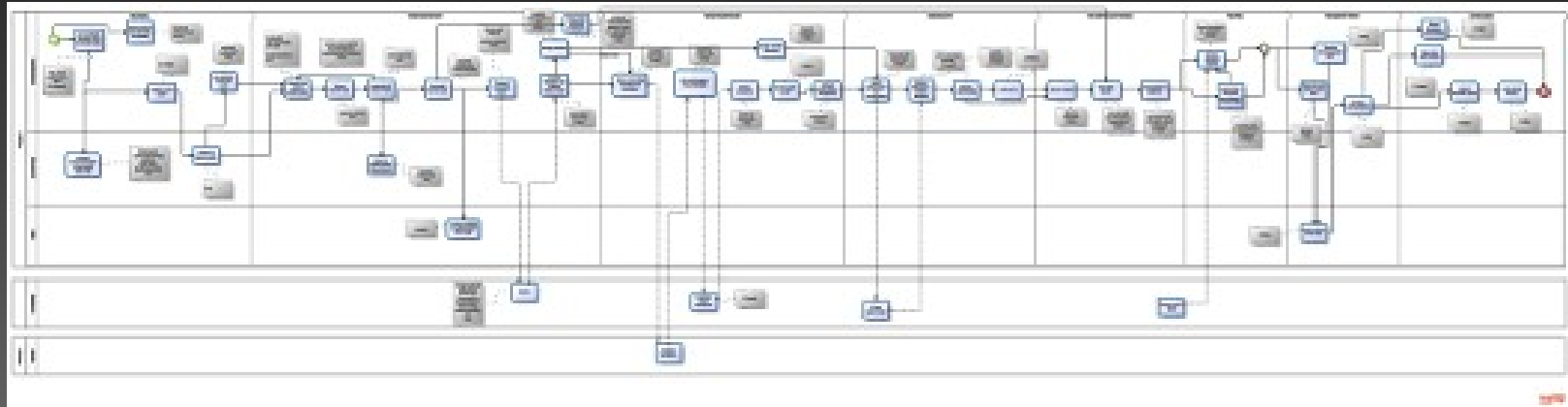
global reach	
Spreading of knowledge towards the society	
פרסום הידע לעיני הקהל הרחב	
The principle of providing a database of human knowledge, or, where to find that knowledge	
È utile	
научна деятельность во благо Родины	
The perfectionist inside me.	
correction of misinformation	
Allgemeinwissen aller vermehren	
الإفادة	
writing	
Accuracy in content and language	
Sento che è un progetto importante per la conservazione e la diffusione della cultura	
Update Information	
Fare sì che tutti possano conoscere quello che conosco io e poterne ricavare informazioni utili.	
留下用户 id, 交流心得	
访问更快	
Wissen zu sammeln und beizutragen	
Erstellung frei zugänglichen Wissens für Jedermann.	
Потому что википедия - это знания всего человечества для каждого человека! Википедия - это будущее!	
Любовь к знаниям.	
Ordnung schaffen, Kleinarbeit	
The Wikipedia is an evolving thing!	
сделать мир лучше !)	
Wikipedia as a whole is considerably greater than the sum of its parts.	
Hier und da ist es immer noch möglich, einen seriösen faktenbasierten Artikel zu schreiben, der nicht gleich wieder durch Halbgebildete und fa	
La ayuda de wikipedia	
הפצת ידע בעולם	
My academic service obligation to contribute my expertise to the public. with potentially long-term effect	

- ~8000 respondents spent 41 days on coming up with an answer

Partipation bias

- 2008 UNU-MERIT web survey of editors and readers (commissioned by WMF)
- Origin of 13% female editor number → gender gap activities
- But also found much less than 50% readers female – participation bias!
- Recent paper by Mako and Aaron:
 - Compare with Wikipedia readership demographics from Pew Research phone survey (less bias)
 - Propensity correction: 13% → 16%

Acknowledgements



- Questionnaire design: Mani Pande, Ayush Khanna, Elizabeth MH, Philippe Beaudette and other WMF staff
- Community contact: Christine Moellenberndt
- Research assistant: Rebecca Neumann
- Analysis of free-form responses: Kim Dodson, Randall Benson
- Many volunteer translators and reviewers

Questions or comments?

- https://meta.wikimedia.org/wiki/Research:Wiki_pedia_Editor_Survey_2012
- tbayer at wikimedia dot org
- Soon:
 - Topline report and posts with further analysis on blog.wikimedia.org
 - Anonymized dataset for your own analysis