

By the Numbers

Wikipedia in Education



Today's numbers represent...



10 programs



7 languages

What's missing? (A lot!)



50+ programs...!

A simple idea...

Students contribute content to Wikipedia

A simple idea...

Students contribute content to Wikipedia



... with a huge impact



+10K students



2,175 pages created



5,978 files uploaded



+105M bytes of new content



Metrics and tools

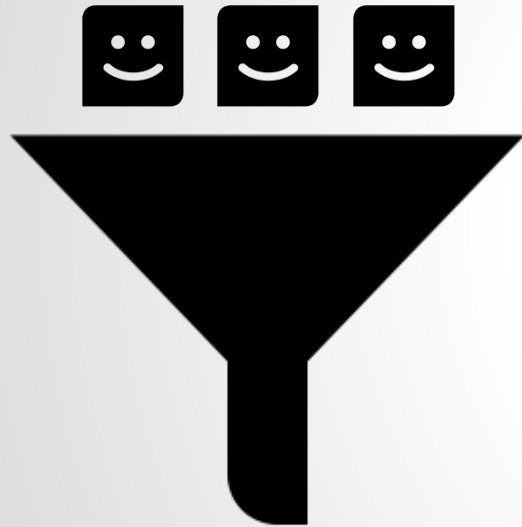
How can we track, capture, crunch, report...?

Why measure?

- Measure (success or failure)
- Report (document and learn)
- Iterate (put learnings into practice)
- Advocate

What do we track?

Students / Users



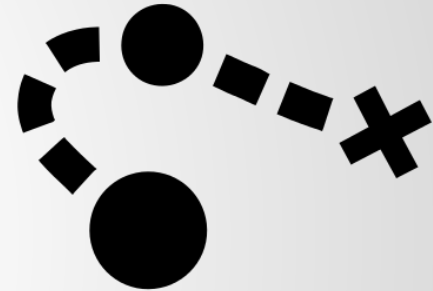
Classes / Cohorts

Activity



Contribs

Trends



Impact

Capturing cohorts

Education Extension

- 10 Wikipedias
- Translated into most major languages already
- Easy registration
- On-wiki cohorts
- Activity monitoring
- Transparency
- Export cohorts to Wikimetrics
- No better tool... yet!

Number crunching

Wikimetrics tool

- Run standard metrics on your cohorts
- Bytes, pages (files), edits, new users

Course stats tool

- Page views for cohort
- Articles edited for cohort

Tracking trends

- Number of years, terms
- Number of classes, schools
- Number of students
- New vs. returning

Measuring impact

- Contributions =
- New articles, improved articles
- Files added to Commons

Retention and community numbers

- Active editors
- Community interaction (talk and discussion)
- Revisiting old cohorts

What else can we find out?

- Quality?
- Sorting through contributions
- Topics (targeting the gaps)

Visualizing our reach and impact

- What do these numbers mean
- Let the numbers “speak for themselves”
- Context, context, context

Showcase

Deep dive into programs and their numbers

Egypt: What's in a byte?



600+ students



26M bytes of Arabic content



39 GA + FA (and counting...)



Participation down 33%

student contribs up 53%

United Kingdom: A mixed bag

February - April 2014

- **27 education-related events**
(editathons, new editor training, advocacy talks, planning future events)
- **118,543 bytes added**
 - **65,095 bytes from 1 course** (University of Hull - Scarborough Campus)
- **36 articles edited** (8 new articles created)
- **73 user names** (45 new accounts)
- **13 educational institutions** (5 new to us)

United Kingdom: A mixed bag

- Training educators through Expert Outreach
 - Theatre & Performance Research Association (TaPRA)
 - Royal Geographical Society
- Use of courses extension
 - “unsupported” activity since 2013
 - systematic metrics since Spring 2014

United Kingdom: TaPRA (Expert Outreach)



2 workshops (2 more planned)



16 participants total



92,194 bytes added



Limited engagement post-workshop
(Noticeable engagement after 2 workshops)

United Kingdom: Systematic Growth



117 students



4 universities



3 volunteer campus ambassadors



4 educators/instructors

Nepal: Wikipedia Driver's Licenses



14 students



388,950 bytes added



55 new articles

Mexico: Wiki Borregos



139 students



3,019 files on Commons



104 sound files



5.9M bytes of new content

Israel: Wiki Medicine



63 students



150 edited articles



217 new articles



2.1M bytes of new content



290,000 page views this year!

Czech Republic: Students Write Wikipedia



294 students



1.8M bytes =



438 articles edited



147 new articles



STUDENTI
PÍŠÍ WIKIPEDII

US + Canada, spring 2014:



1,852 student editors



7,300 printed pages of new content



253 new articles, edited 2,639 articles



1,381 files on Wikimedia Commons



96 million page views in 5 months



Going forward

- We are data hungry
 - learn how to use the tools (extension, Wikimetrics)
 - share your numbers
 - share your learnings and best practices
- Education Dashboard
 - [[outreach:Education/Dashboard](#)]
 - Education > About > Dashboard

Questions?

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Resources

Wikimetrics

- [Learning module](#)

Education Extension

- [online documentation](#)

Webcasts

- [WEP](#)
- [Wikiresearch webinars](#)

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