Leveraging Volunteers Through Programs

Wikimedia Programs Evaluation 2015

Why?

Important Definitions

Program

A *program* is a group of activities that share a similar theories of change and often have the same mission or goals.
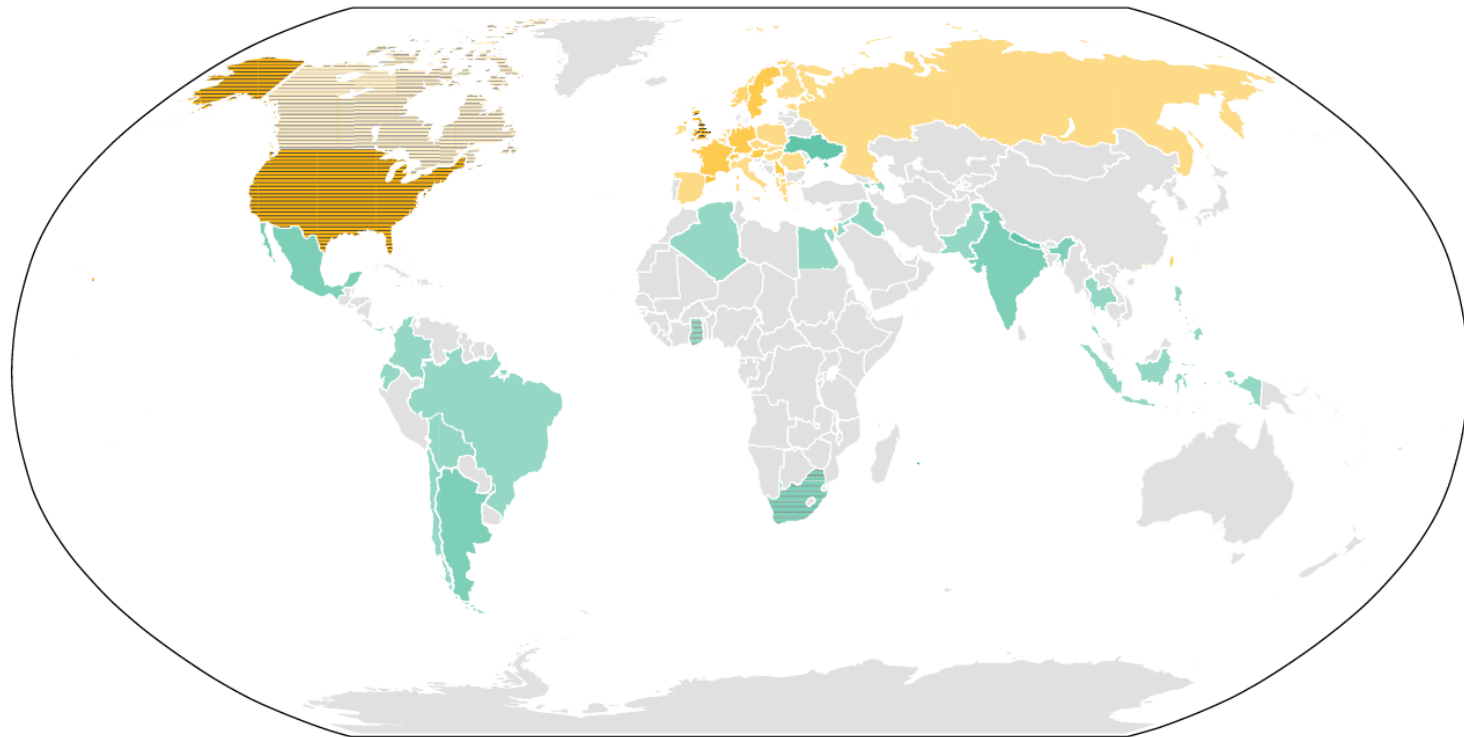
Program Leader

*A **program leader** is a person who plans, executes and, typically, evaluates programs.*

Program Implementation

A *program implementation* is an instance where a program leader plans and executes a program.

Data Collection Efforts

We captured programs from 59 countries
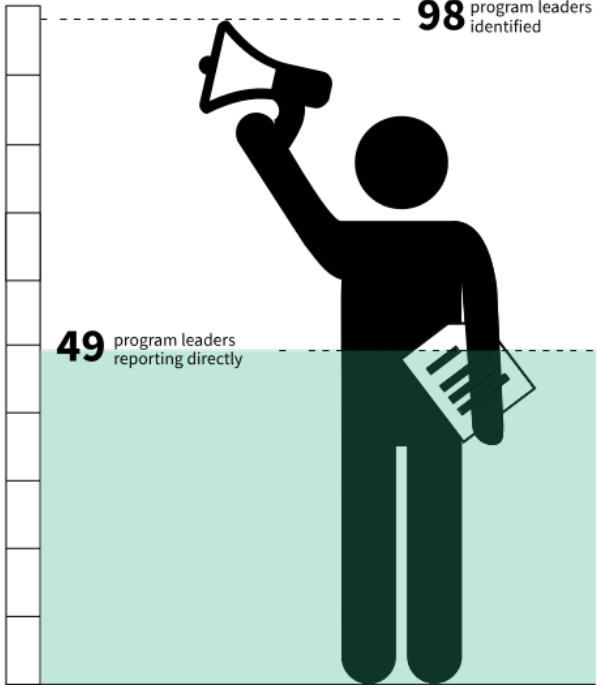

LEGEND

English as a first language

Global North

Global South

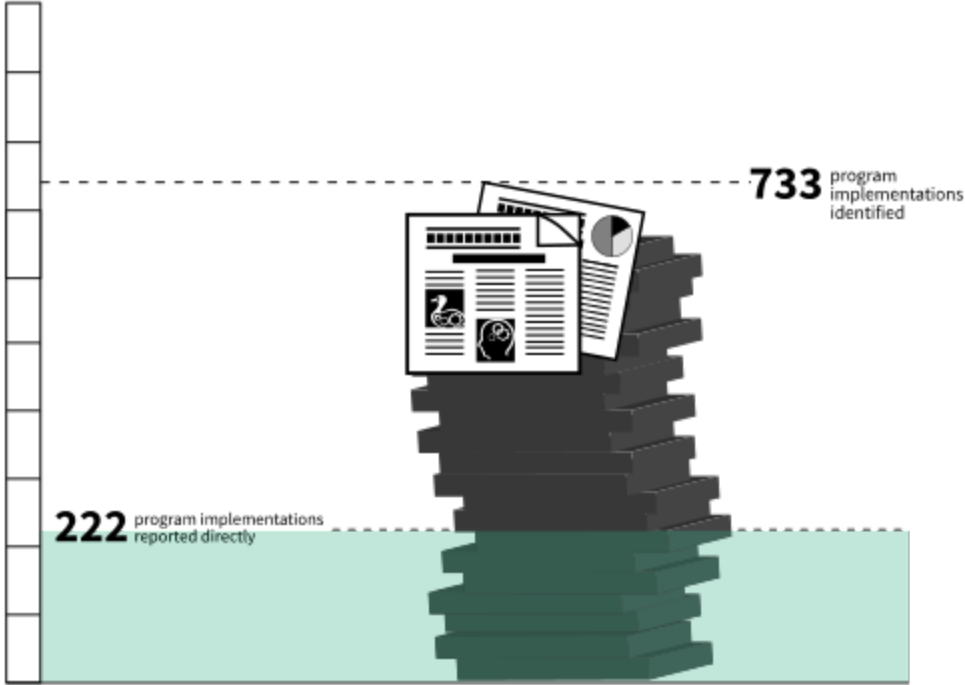Shades indicate number of programs

What we found and who we heard from

733 program implementations identified

222 program implementations reported directly

98 program leaders identified

49 program leaders reporting directly

Data Limitations & Goal Diversity

Measurements

Global Metrics

Participation

Total Participants
Existing Active Users
Users with Newly Registered Accounts

Pages created or improved

Images used in Wikimedia articles

Bytes added and removed

Additional standardized metrics

Priority Goals

Program Inputs

Content Ratings

Recruitment and Retention

Features related to replicability/adaptation

Importantly, we share many different goals

Increase...

- Reader Satisfaction
- Access to Wikimedia
- Accuracy and/or Detail of information
- Awareness of Wikimedia Projects
- Buy-in to the Open Knowledge / Free Content Movement
- Contributions
- Diversity of Information Coverage
- Diversity of Participants
- Participation of Content Experts
- Perceptions of Credibility and/or Quality
- Skills for Editing/Contributing
- Use and Access
- Usefulness, Usability, and Use of Contributions
- Volunteer Motivation and Commitment

- Build and Engage Community
- Make Contributing Easier
- Make Contributing Fun
- Recruit and/or convert New Users
- Retain and Activate Existing Editors

Limited metrics leave measurement gaps
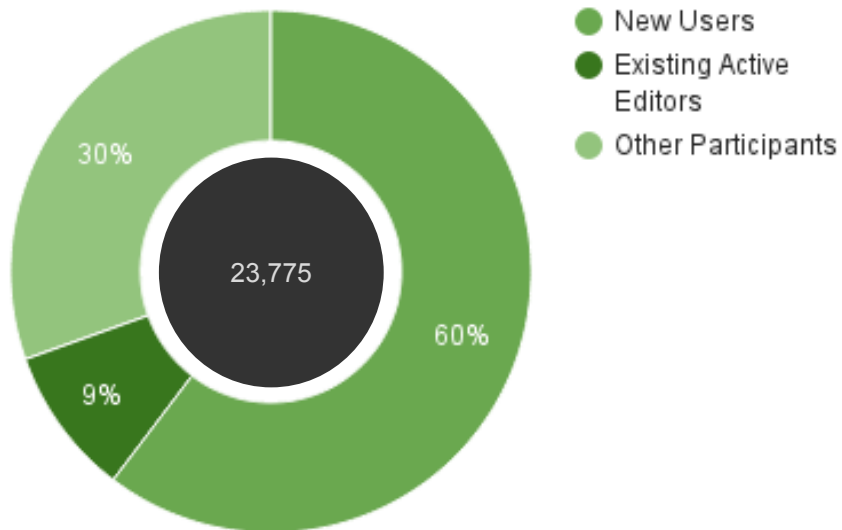
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First Program Reports

207 Implementations with Participant Data

Participation
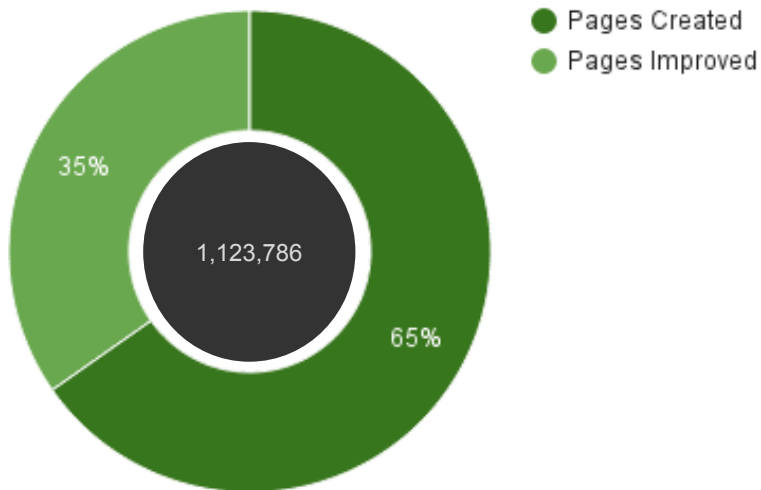

New Users
Existing Active Editors
Other Participants

30%
60%
9%
23,775

Editing Contests	**3%**
GLAM Content Release	**<1%**
Other Photo Events	**18%**
Wiki Loves Monuments	**79%**

246 Implementations with Content Data

Pages Created and Improved

Legend:
- Pages Created
- Pages Improved

35%

1,123,786

65%

Editing Contests	**14%**
GLAM Content Release	**19%**
Other Photo Events	**38%**
Wiki Loves Monuments	**29%**

Collective Global Metrics Data
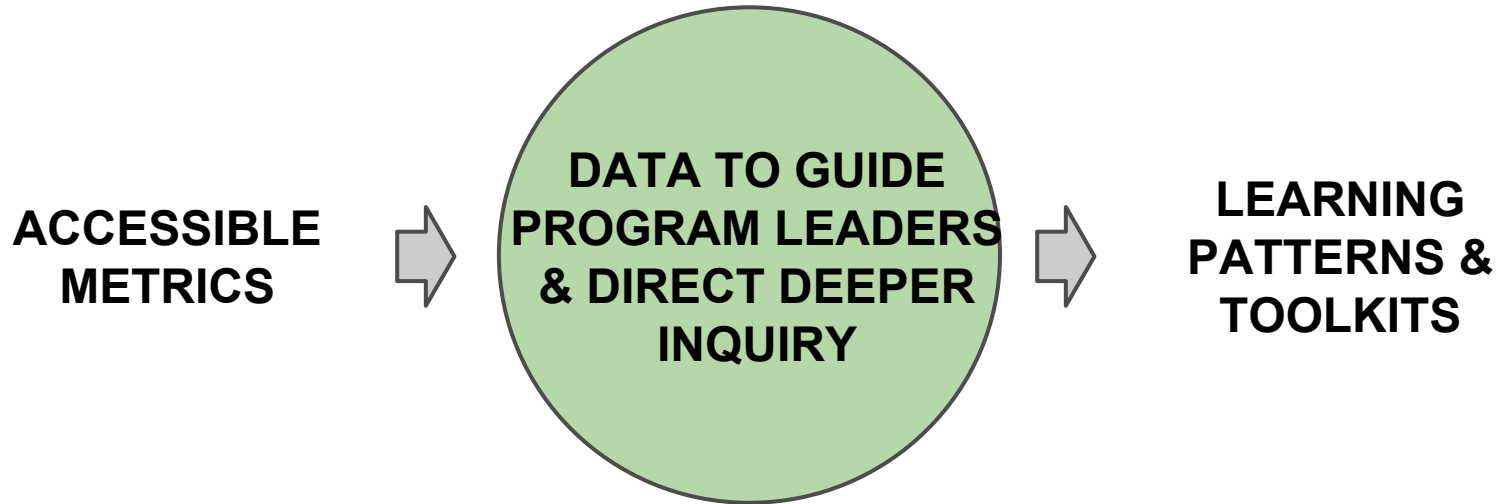## + new user retention

	Total Participants	New Users (portion)	Existing Active Editors (portion)	Pages Created (Participant: Pages)	Pages Improved (Participant: Pages)	Absolute Bytes Changed (in text pages)	Unique Images Used	Survived New Users Month 3
Wiki Loves Monuments	18,682	11,429 (61%)	1,386 (7%)	539,875 (1:29)	95,394 (1:5)	NA	13%	1.5%
Other Photo Events	4,220	2,741 (65%)	362 (9%)	126,544 (1:29)	33,372 (1:8)	NA	10%	1.2%
GLAM Content Release	32	1 (3%)	20 (6%)	57,578 (1:1,799)	255,867 (1:7,996)	NA	15%	NA
Writing Contests	741	114 (15%)	415 (56%)	9,404 (1:13)	5,752 (1:8)	~ 15,146 pages of text	NA	17.5%

Ways to Use and Interact with the Reports
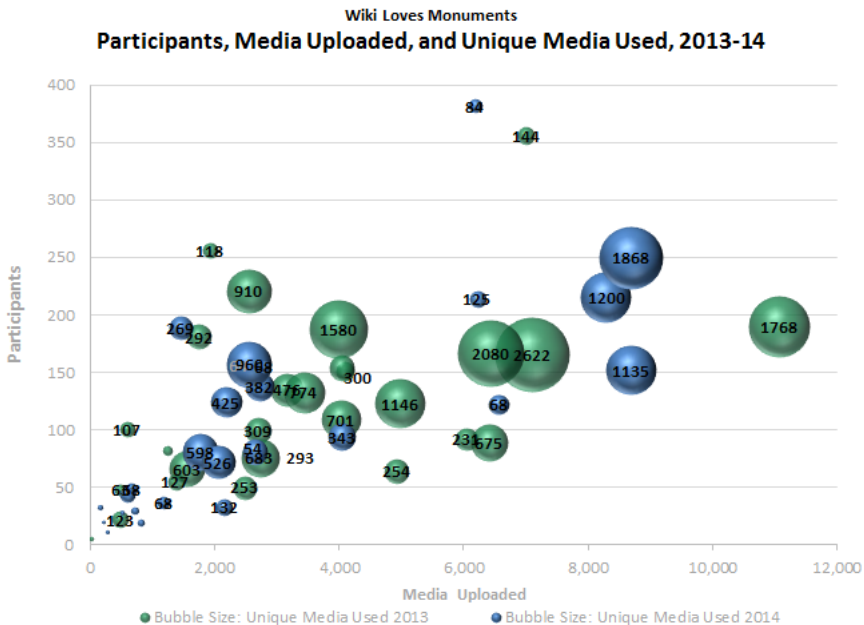
Learn how to read the numbers and graphs

- **Review the [reading guide](#) to understand the numbers and graphs presented**

- **Understand the limitations to interpretation**
  - **Use of medians**
  - **Lack of statistical power**
  - **Correlation vs. causation**

Use the report data to help direct learning

ACCESSIBLE METRICS

DATA TO GUIDE PROGRAM LEADERS & DIRECT DEEPER INQUIRY
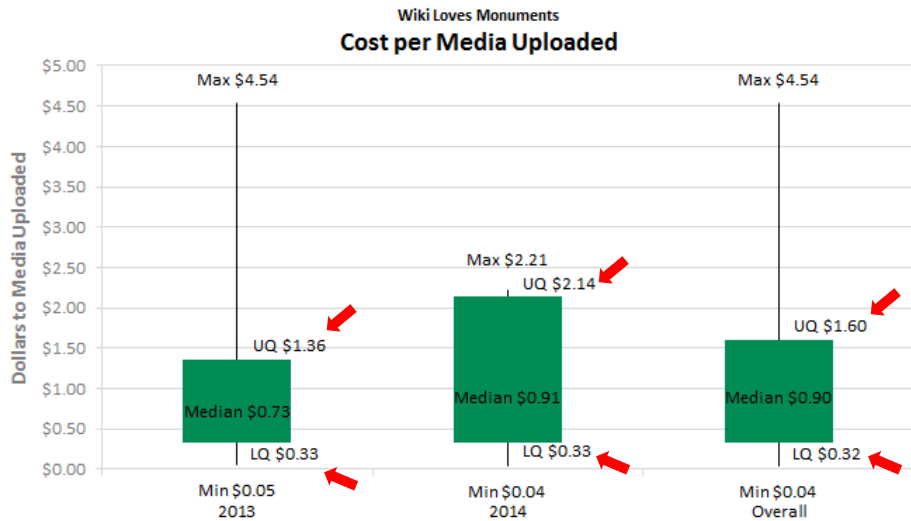
LEARNING PATTERNS & TOOLKITS

Use the data which are relevant to you to help find program leaders to reach out to and learn from

Use the data to help set reasonable targets

Wiki Loves Monuments
Participants, Media Uploaded, and Unique Media Used, 2013-14

Data labels have been removed for events with less than 50 unique media used as the label obstructs those bubbles. Where bubble labels overlap, the label for the buble behind has been made gray.

This inset presents all the available data points. Those shaded in black have been removed from the main graph for the sake of legibility.

Wiki Loves Monuments
Cost per Media Uploaded

Consider which metrics work well

- **Which priority goals do you have for your own program implementation and which metrics are useful for sharing your program impact story?**

- **What aspects of your program goals are not measured by the metrics demonstrated and how might they be captured?**

Collective Global Metrics Data
+ new user retention

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Share an observation, raise a question, suggest a solution.

Please join the conversation!

Visit the [report](#) talk pages to share and discuss