Conference Reach & Participation

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Conference participation was fairly diverse

- Registrations on Eventbrite: 2044
- Unique participants checked-in: 1520
- Scholarship recipients: 139
- Associated usernames: 1076 (71%)
- WMF Staff: 157
- Female: 36%
- Male: 64%
Including conference reach which was rather wide

<table>
<thead>
<tr>
<th>59</th>
<th>different countries represented</th>
</tr>
</thead>
<tbody>
<tr>
<td>35</td>
<td>Community Village Stalls</td>
</tr>
<tr>
<td>18</td>
<td>Non-Wikimedia organisations involved in Community Village</td>
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</tbody>
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+ 10,138 people attended Digital Revolutions exhibit at the Barbican during the conference passing through the Community Village as they did.
Let’s hear it for volunteers!

There were about 9500 hours of volunteer time dedicated by 180 volunteers to support Wikimania 2014 (7000 on conference dates themselves)

In addition to the conference volunteers, there were 62 Performers and 72 Press Members who participated.
Wikimania generated a bit of buzz about the media

Press & Bloggers

- 72 Media Organisations
- 134 Positive media about Wikimania

Social Media (Twitter)

- 20,488 Tweets by
- 3,428 Tweet Contributors
We conducted an evaluation survey

Available
ONLINE
via Qualtrics

Accessible
35 Days
August 10 through September 15

Sent 2 &
closing
announcement
at 30 days

2 reminders
every 10 days
792 conference participants responded to the survey
Many participated in all five days of Wikimania

- 75% participated for 3 or more conference days
- 55% participated in preconference hackathon days

5 Days
35 Booths
200 Talks
Respondents had diverse backgrounds

- Users had varied backgrounds
- 659 usernames among respondents (83%)
- 71% of all attendees

**Years involved in Wikimedia**
- Less than 1 year: 38%
- 1 to 3 years: 16%
- 4 to 5 years: 9%
- 6 to 9 years: 25%
- 10 to 12 years: 10%
- 12+ years: 2%

**Gender Distribution**
- Male: 55%
- Female: 45%
- Prefer not to say: 0%

**Occupations**
- Wikimedia Volunteer: 55%
- Non-Wikimedia: 18%
- Wikimedia Staff or Contractor: 17%
- Presenter: 13%
- Wikimedia Board Member: 8%
- Conference Staff or Volunteer: 8%
Participant affiliations varied

- Wikimedia Foundation: 23%
- Wikimedia Chapter: 57%
- Wikimedia User Group: 13%
- Wikimedia ThOrg: 7%

- 42% Wikimedian
- 46% Wikimedian Organization
- 30% Other
- 26% Member of the public
Respondents came from at least 53 different countries with support from a variety of sources to do so.

Financial Support

- Scholarship: 17%
- Personal funds: 41%
- Other grants: 9%
- Funds from their organization: 33%

Accommodations

- Private hotel room: 35%
- Locally at home or friends: 39%
- Shared dormitory: 3%
- Shared hotel room: 23%

* Darker color indicates higher number of participants
Participants differed in the ways they use Wikimedia
Conference Program & Sessions
Participants were satisfied with the conference content overall.

- Suitable for background & experience: 49% Strongly Agree, 39% Agree, 10% Neither Agree Nor Disagree, 3% Disagree, 2% Strongly Disagree
- Provided useful information: 50% Strongly Agree, 39% Agree, 10% Neither Agree Nor Disagree, 2% Disagree, 3% Strongly Disagree
- Contributed to a shared understanding of the future of open knowledge: 49% Strongly Agree, 39% Agree, 10% Neither Agree Nor Disagree, 3% Disagree, 3% Strongly Disagree
- Gave opportunity to exchange ideas on Wikimedian issues: 54% Strongly Agree, 32% Agree, 9% Neither Agree Nor Disagree, 5% Disagree, 2% Strongly Disagree
- Increased understanding of the open knowledge movement: 40% Strongly Agree, 37% Agree, 17% Neither Agree Nor Disagree, 6% Disagree, 6% Strongly Disagree
Participants were most satisfied with the conference venue, accommodations and access to help, but much less with catering, outings and evening events.
The top three tracks were Featured Speakers, Wikimedia, & Social Machines

Note: Discussion track was mistakenly omitted from survey questionnaire
Meet-ups and Workshops were also popular in addition to the regular conference sessions.
Meet-ups, Social Machines, & Open Data were rated the most useful session tracks.
59% of participants named at least one favorite session.

25% of sessions named as favorite were Featured Speakers.

15% were part of the Social Machines track.
The top ten sessions named were:

1. Featured Speakers VII - Knowledge
2. Featured Speakers V - Platform
3. Featured Speakers II - Data
4. Free Culture II - Conflict
5. Social Machines IX - Motivation
6. Diversity I - Tools
7. Education III - Foundation
8. Featured Speakers XI - Media
9. Featured Speakers - IX - Freedom
10. Keynote IV - Closing Ceremony
Participants reported the workshops and meetups they attended, a handful were quite popular

<table>
<thead>
<tr>
<th>Most reported WORKSHOPS</th>
<th>Most reported MEET-UPS</th>
</tr>
</thead>
<tbody>
<tr>
<td>IdeaLab Workshop: Ideas into Action</td>
<td>GLAM 14%</td>
</tr>
<tr>
<td>Best practices: Evaluation of GLAM-Wiki</td>
<td>WikiWomen Lunch 10%</td>
</tr>
<tr>
<td>Diversity Workshop/Gender and Beyond</td>
<td>Education 9%</td>
</tr>
<tr>
<td>How to: Video &amp; audio files for Wiki</td>
<td>WikiMedicine 7%</td>
</tr>
<tr>
<td>Growing the Awesome in your Programs</td>
<td>Central Eastern Europe (CEE) 7%</td>
</tr>
<tr>
<td></td>
<td>Open Street Map (10th Anniversary) 7%</td>
</tr>
</tbody>
</table>

Note: Percentage is proportionate attendance out of all workshop or meet-up attendance reported
Participant experience varied greatly among the 214 hackathon participants responding to the survey.

The majority of participants were new to the experience with 55% indicating it was their first or second hackathon and 64% who were beginner, novice, or new as developers.
There was a variable level of need for structure among participants. 35% of hackathon respondents experienced adequate structure to the processes for learning and forming project teams.

- 33% needed more structure to the Learning process. (27% were unsure, 4% needed less)
- 34% needed more structure to their Forming project teams. (26% were unsure, 6% needed less)

When drawing participants with a wide range of experience levels, it may be important to incorporate more structure for hackathon teaming and learning to adequately engage and support newcomers.
Many hackathon participants spent time as part of specific project teams.

Of the 17 project teams posted on the hackathon page, **4 projects** had participation from **15% or more hackathon participants**.
Many spent time seeking, and or providing, guidance and mentoring. 80% reported there was enough time for guidance and mentoring during the hackathon. 78% reported the guidance and mentoring they received was adequate or better.

Usefulness of tutorials:
- Very useful: 4%
- Somewhat useful: 26%
- Quite useful: 30%
- Moderately useful: 33%
- Not at all useful: 7%
Participants spent much of the time in collaboration with others during the hackathon.

- **84%** reported there was enough time for collaboration during the hackathon.
- **87%** reported their collaborations were, at least moderately, **useful**.

### Project Completion Status

- **Complete**: 12%
- **Nearly complete**: 13%
- **Far from complete**: 33%
- **Partially complete**: 42%
Much of the collaborative efforts that took place were only a beginning of a project with more to come. Of participants described at least one collaboration they had begun. 49% said their collaboration(s) may continue beyond Wikimania (54% were confident of continuation).
Participants contributed to the hackathon in a variety of ways

Contributions were coded by type and most frequently involved:

- Fixing bugs or adding citations (30%)
- Adding features to an existing tool (29%)
- Writing code for a new tool or project (24%)
- Answering research questions (20%)

79 hackathon participants shared at least one accomplishment of their hackathon effort
92% felt satisfied about the amount of work they had accomplished during the hackathon time.

**Satisfaction with Hackathon Accomplishments**

- Not at all: 8%
- Somewhat: 25%
- Moderately: 30%
- Mostly: 26%
- Completely: 10%
Still, participants shared a number of ways which their productivity might be enhanced.
Networking & Learning Outcomes
Many in-person connections were made between old friends and new. 85% of participants reported they would pursue a new project with at least one of the contacts they made this year at Wikimania.
Meeting people is a priority target for why conferences are important

Meeting people at the conference helped me to...

- Gain knowledge from others: 41% (Strongly Agree), 32% (Agree), 5% (Neither Agree Nor Disagree), 20% (Disagree), 2% (Strongly Disagree)
- Motivate me to contribute to Wikimedia and its projects: 41% (Strongly Agree), 39% (Agree), 4% (Neither Agree Nor Disagree), 4% (Disagree), 8% (Strongly Disagree)
- Gain a better understanding of others' viewpoints: 32% (Strongly Agree), 50% (Agree), 3% (Neither Agree Nor Disagree), 6% (Disagree), 2% (Strongly Disagree)
- Share my knowledge with others: 32% (Strongly Agree), 43% (Agree), 5% (Neither Agree Nor Disagree), 6% (Disagree), 2% (Strongly Disagree)
- Broaden my understanding of the larger open sector: 42% (Strongly Agree), 42% (Agree), 6% (Neither Agree Nor Disagree), 4% (Disagree), 2% (Strongly Disagree)
- Connect to resources: 26% (Strongly Agree), 46% (Agree), 2% (Neither Agree Nor Disagree), 4% (Disagree), 2% (Strongly Disagree)
- Join or start a project or initiative: 24% (Strongly Agree), 36% (Agree), 3% (Neither Agree Nor Disagree), 6% (Disagree), 3% (Strongly Disagree)
Of the many areas for learning and enrichment, several surfaced in participants reported learning.

The most common referenced areas of knowledge enrichment were:

1. Wikimedia projects
2. GLAM
3. Open Knowledge movement
4. Open Data
5. Wikidata
6. Education
7. Tools
8. Chapters
There were also a handful of key take-aways that participants shared.

The learning experiences participants reported they would apply to their own work most often related to:

1. Wikipedia work and projects
2. Wikidata
3. New editor projects
4. Understanding experiences within the community
When asked to share the greatest benefit of attendance, two things were named most:

meeting people & finding out about projects
Overall, the conference experience was a success

91% rated the conference as "Good" (48%) or "Excellent" (43%)

87% indicated their expectations had been "met" (48%) or "exceeded" (39%)
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Data Requests

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