

# WIKIMANIA

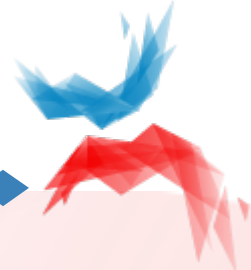
Evaluation Survey 2014

# Conference Reach & Participation



*CC by SA 3.0 by Ralf\_Roletschek, via Wikimedia Commons*

# Conference participation was fairly diverse



**2044**

Registrations on  
**Eventbrite**

**36%**  
Female



**64%**  
Male

**1520**

Unique participants  
checked-in

**1076**

associated  
usernames  
(71%)



**139**

Scholarship  
recipients

**157**

WMF Staff

# Including conference reach which was rather wide



+ **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!



CC by SA 3.0 by Sam Ballard, via Wikimedia Commons

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**

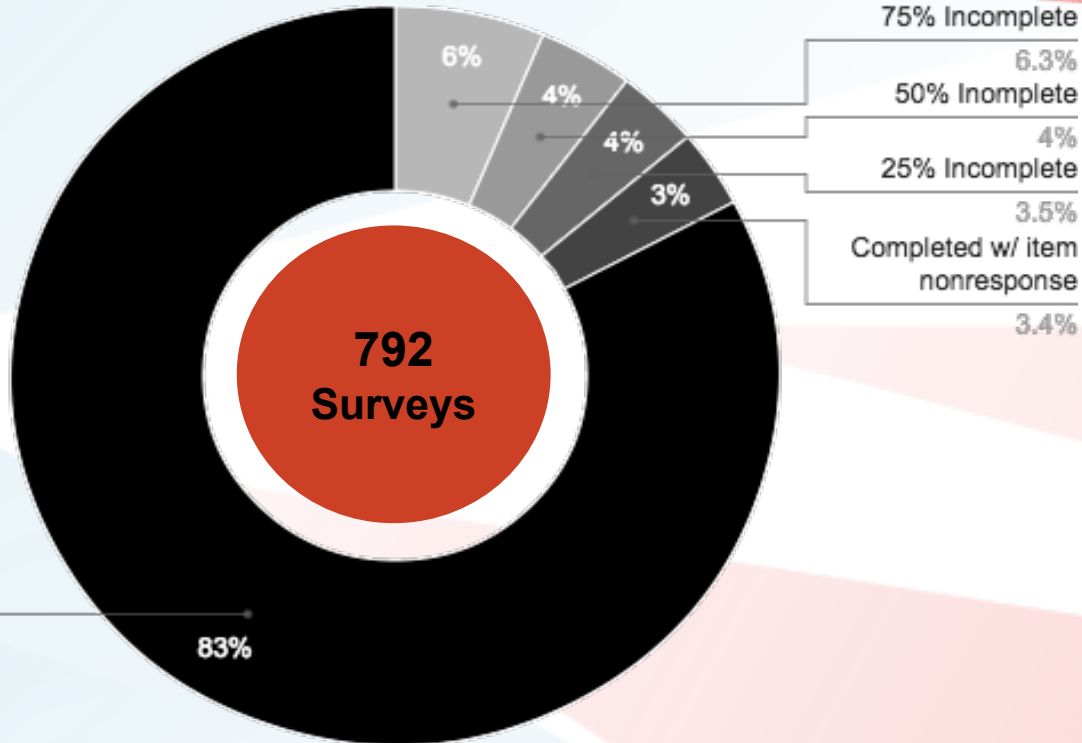
*via Qualtrics*

Accessible  
**35 Days**

*August 10 through  
September 15*

Sent **2** & closing  
reminders **announcement**  
*every 10 days* *at 30 days*

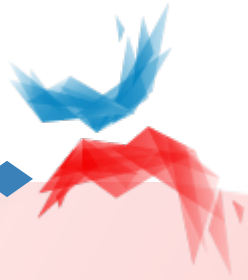
# 792 conference participants responded to the survey



100% Complete  
82.8%



# Many participated in all five days of Wikimania



**75%** participated for  
3 or more  
conference days

**55%** participated in  
preconference  
hackathon days

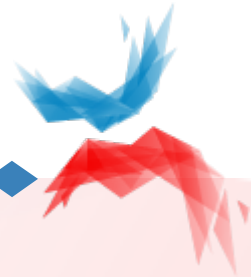


**5 Days**

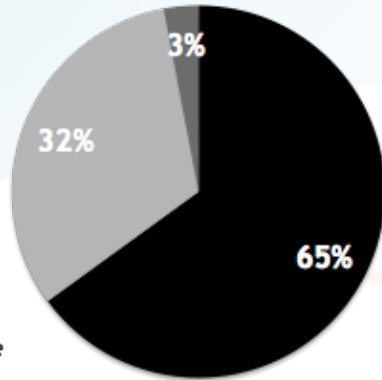
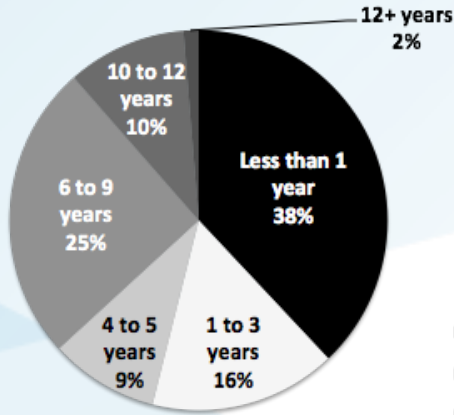
**35 Booths**

**200 Talks**

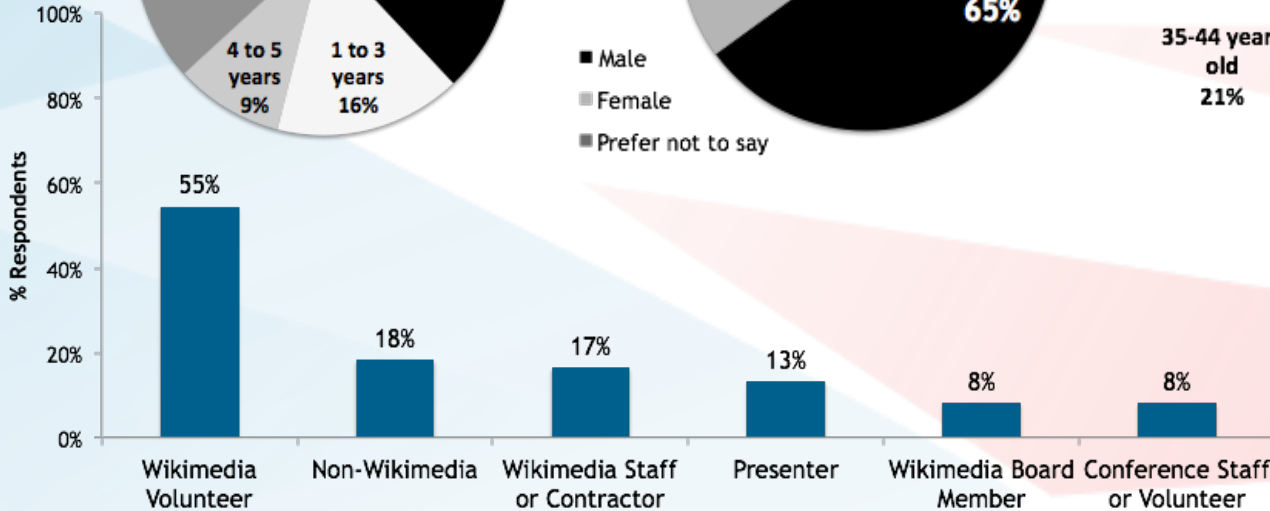
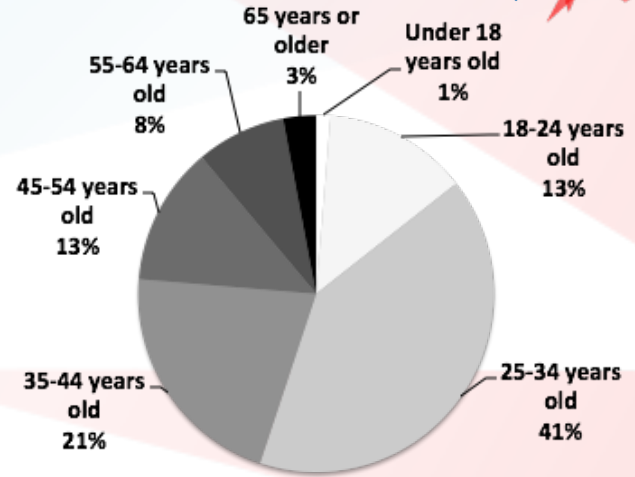
# Respondents had diverse backgrounds



Years involved in Wikimedia



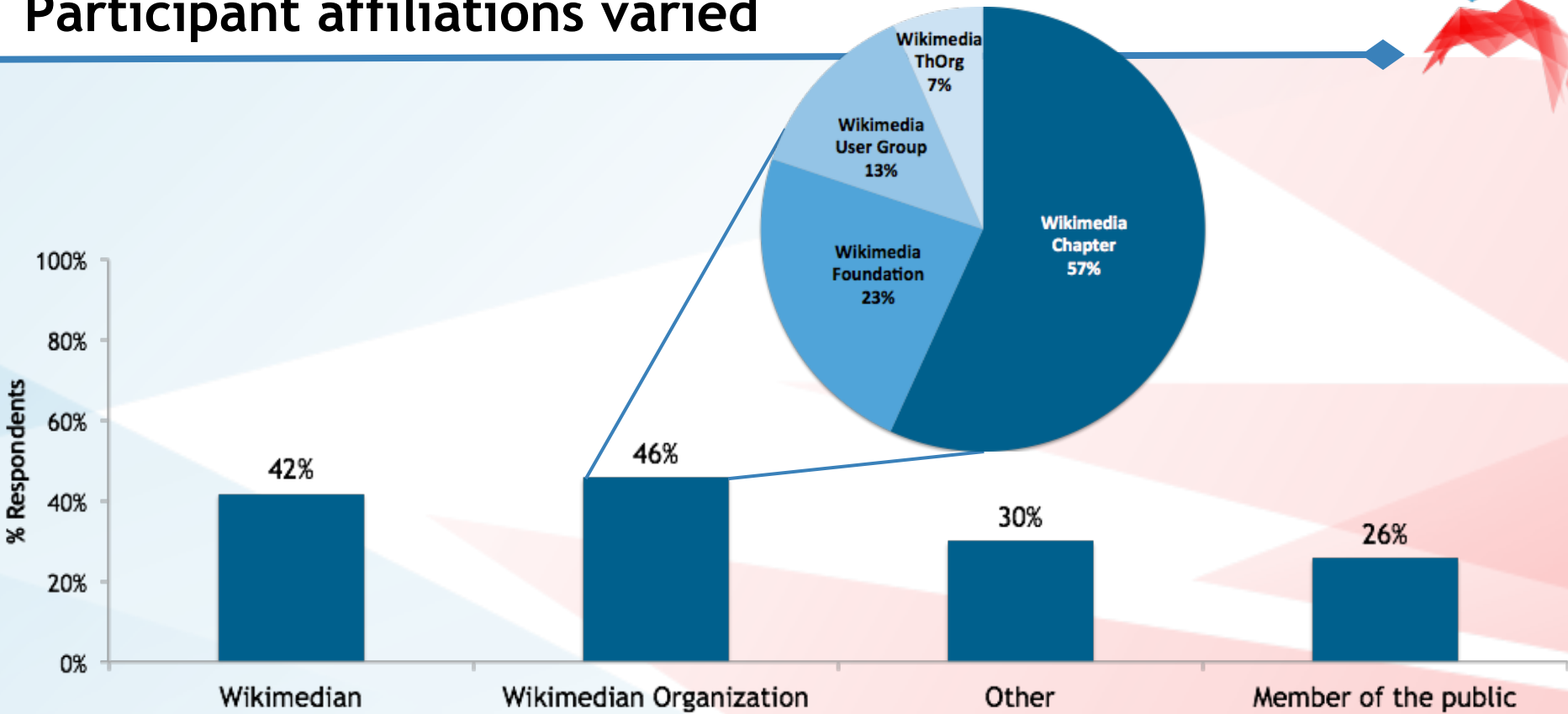
- Male
- Female
- Prefer not to say



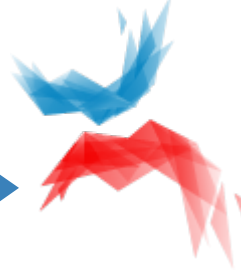
659

usernames among respondents (83%)  
(71% of among all attendees)

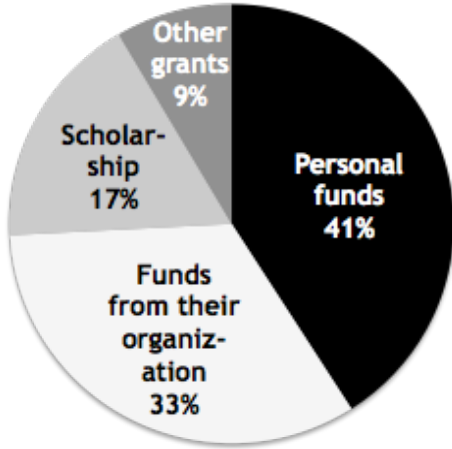
# Participant affiliations varied



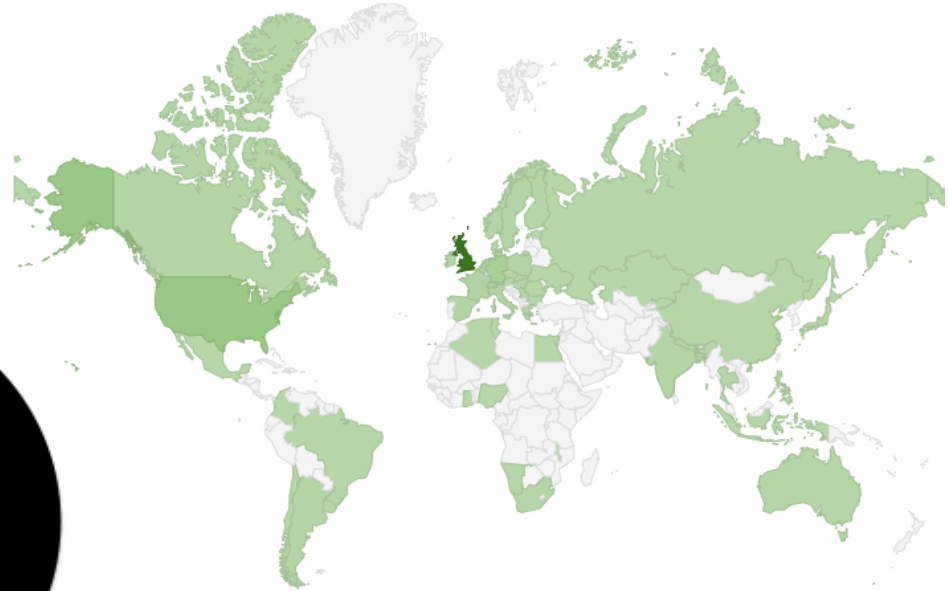
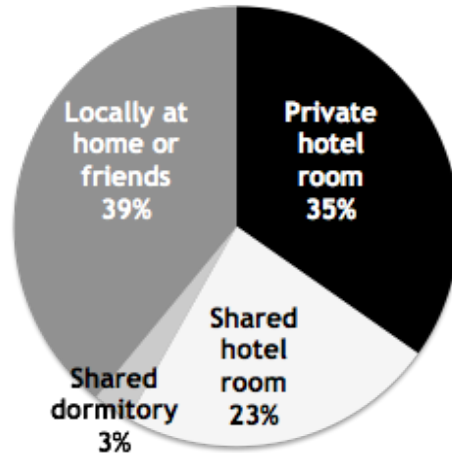
# Respondents came from at least 53 different countries with support from a variety of sources to do so.



## Financial Support

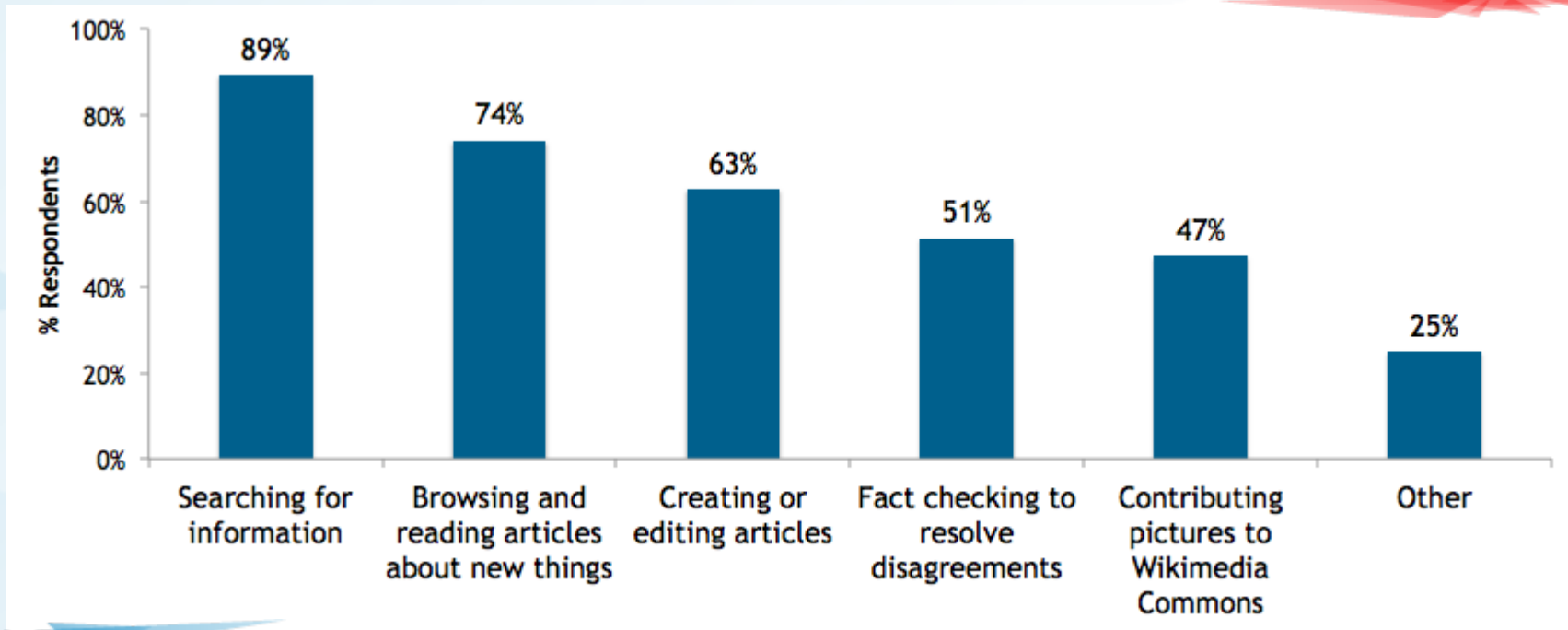


## Accommodations



\* Darker color indicates higher number of participants

# Participants differed in the ways they use Wikimedia



# Conference Program & Sessions

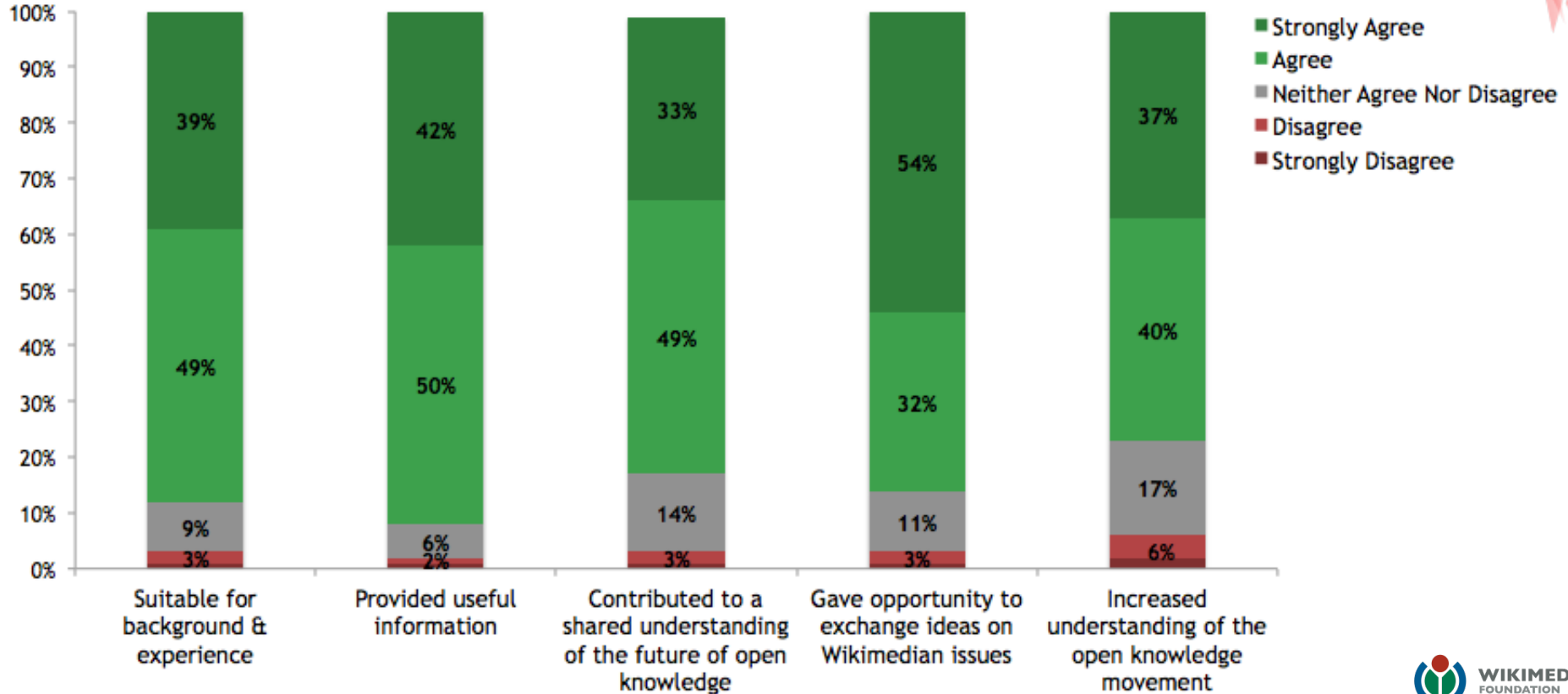
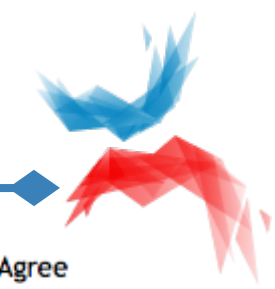


CC by SA 2.0 by Sebastiaan ter Burg, via Wikimedia Commons

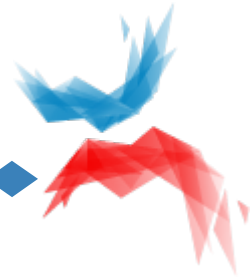


CC by SA 3.0 by Micha L. Rieser, via Wikimedia Commons

# Participants were satisfied with the conference content overall



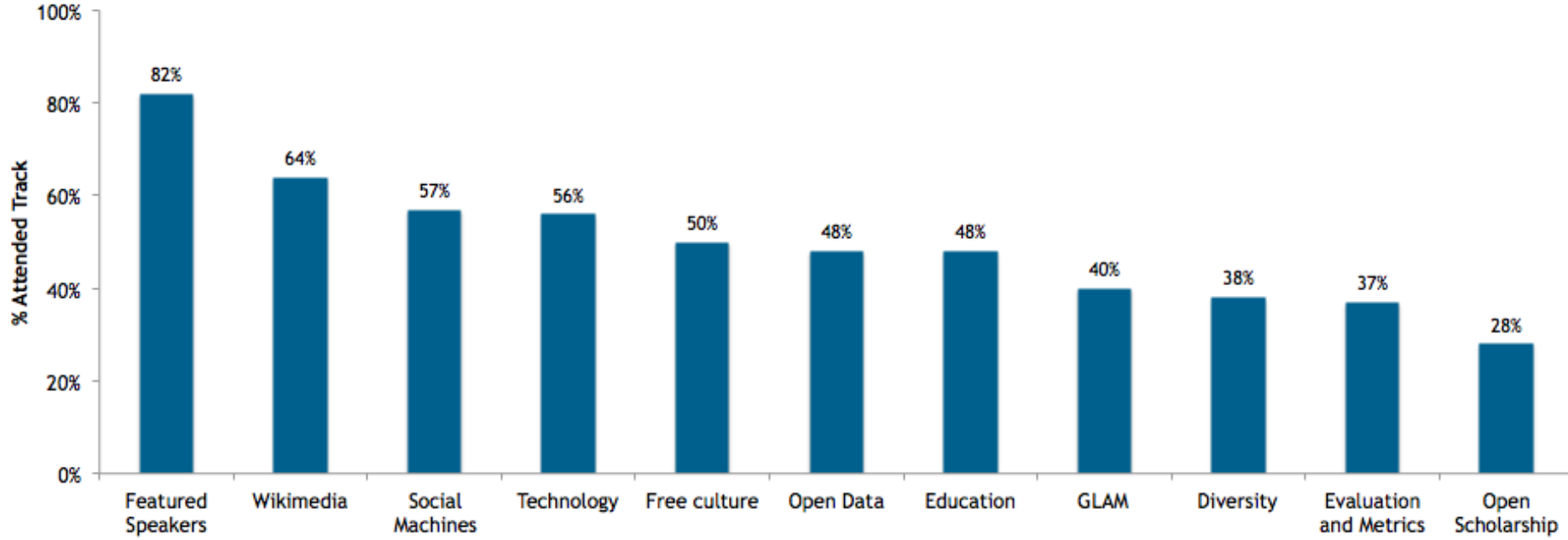
Participants were most satisfied with the conference venue, accommodations and access to help, but much less with catering, outings and evening events.



Level of Satisfaction

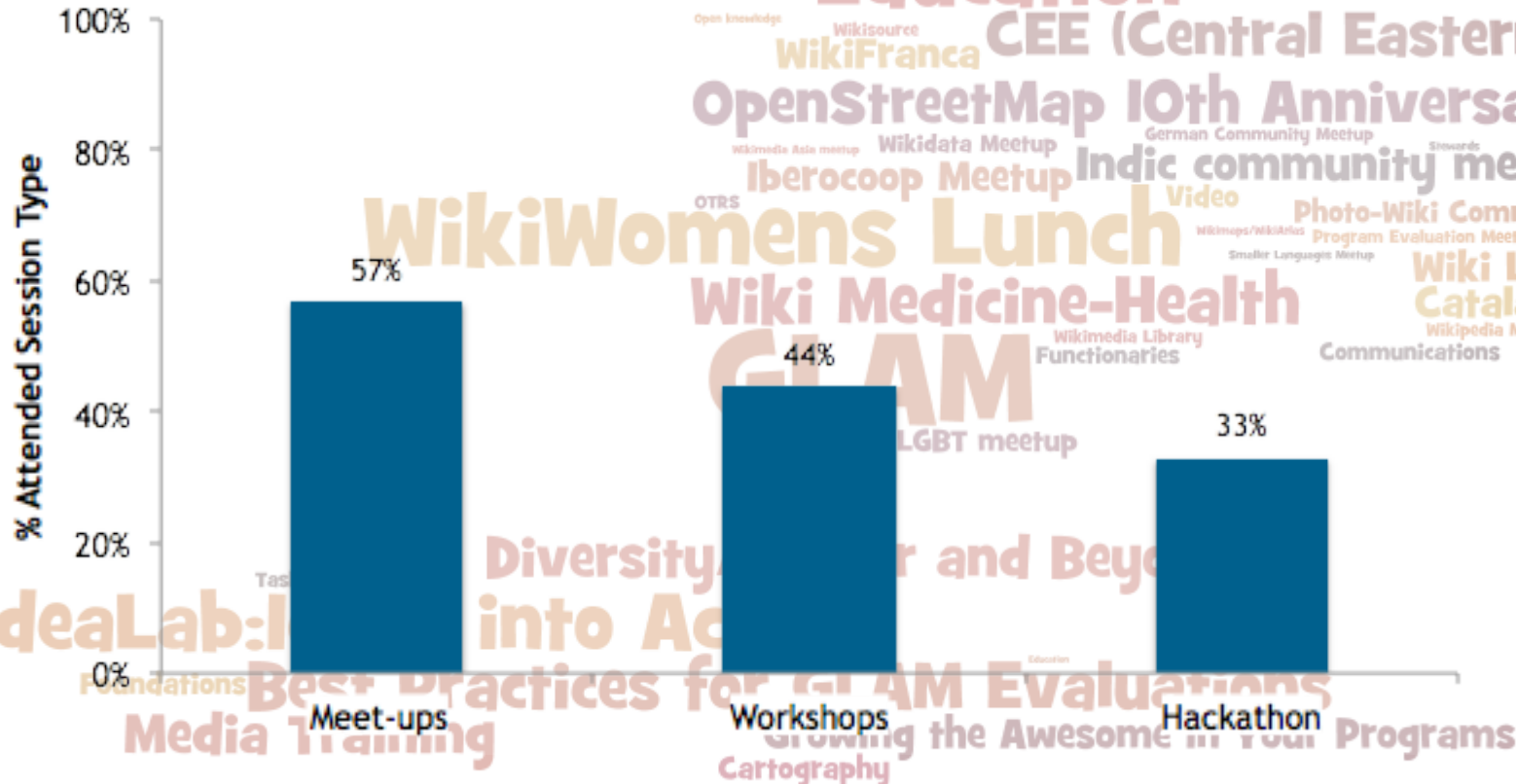
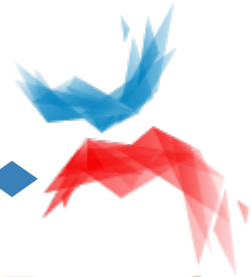


# The top three tracks were Featured Speakers, Wikimedia, & Social Machines

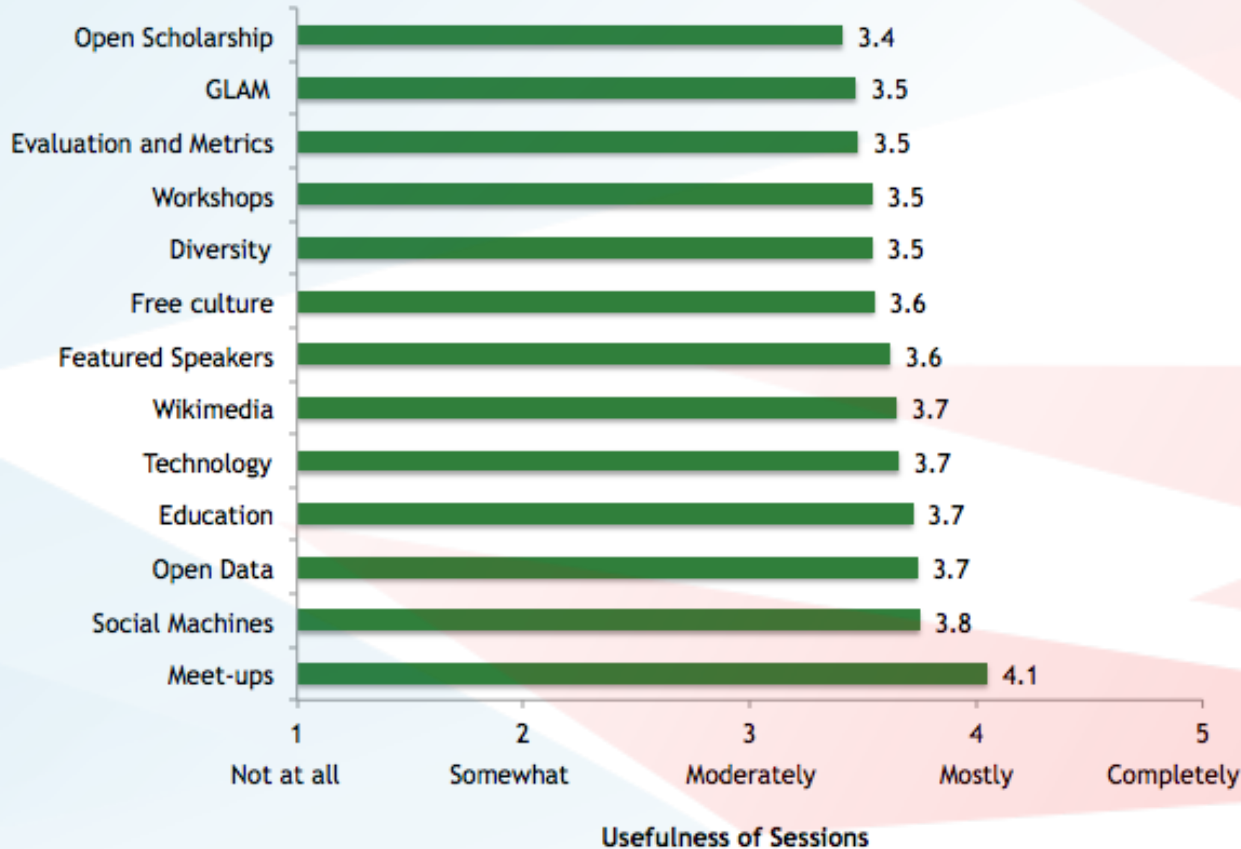
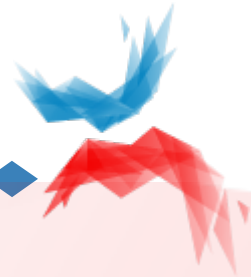


Note: Discussion track was mistakenly omitted from survey questionnaire

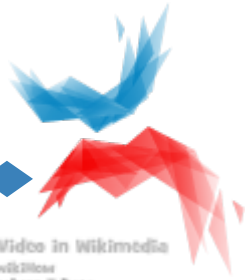
# Meet-ups and Workshops were also popular in addition to the regular conference sessions



# 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



## Most reported WORKSHOPS

## Most reported MEET-UPS

28%	IdeaLab Workshop: Ideas into Action	1	GLAM	14%
24%	Best practices: Evaluation of GLAM-Wiki	2	WikiWomen Lunch	10%
20%	Diversity Workshop/Gender and Beyond	3	Education	9%
20%	How to: Video & audio files for Wiki	4	WikiMedicine	7%
15%	Growing the Awesome in your Programs	5	Central Eastern Europe (CEE)	7%
		6	Open Street Map (10th Anniversary)	7%

Note: Percentage is proportionate attendance out of all workshop or meet-up attendance reported

# Hackathon

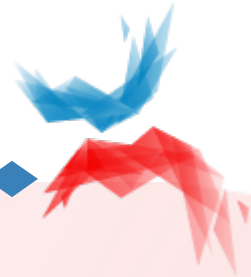


*CC by SA 4.0 by Chris McKenna, via Wikimedia Commons*

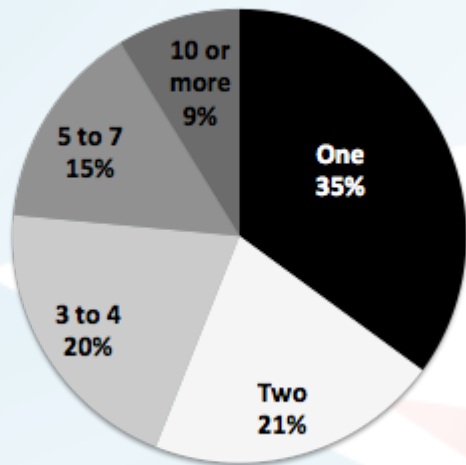


*CC by SA 2.0 by Sebastiaan ter Burg, via Wikimedia Commons*

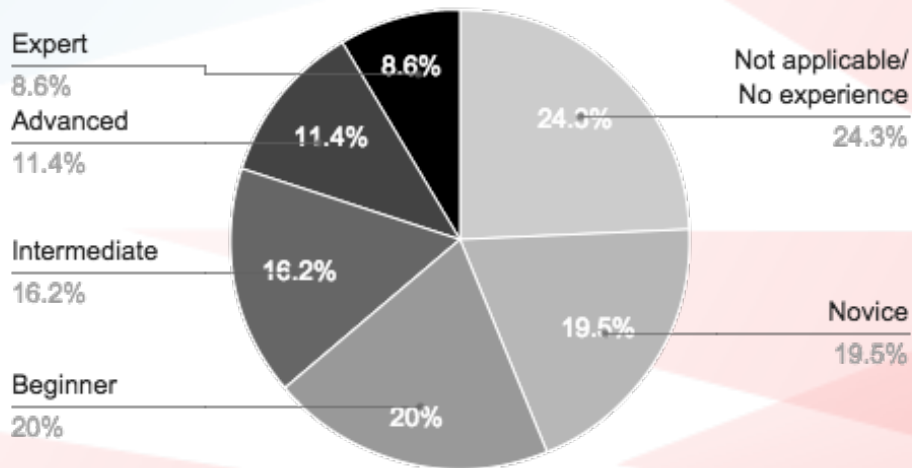
# Participant experience varied greatly among the 214 hackathon participants responding to the survey



Number of hackathons attended



Experience as a developer



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

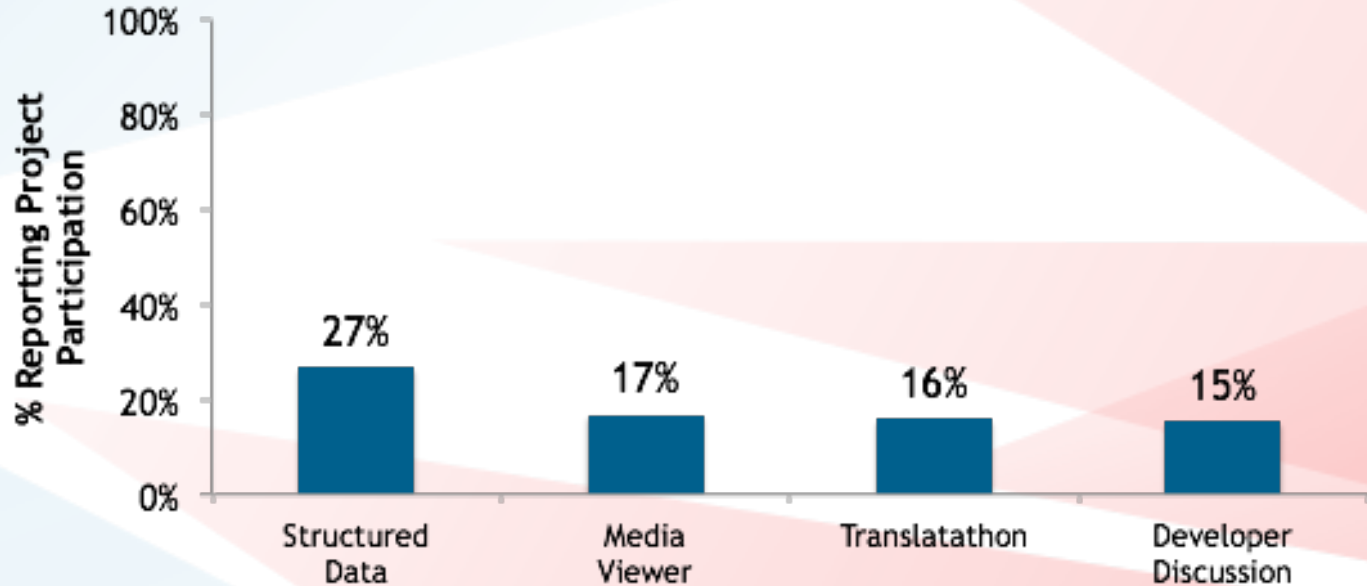
**34%** needed more structure to their **Forming project teams**  
26% were unsure  
6% needed less

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



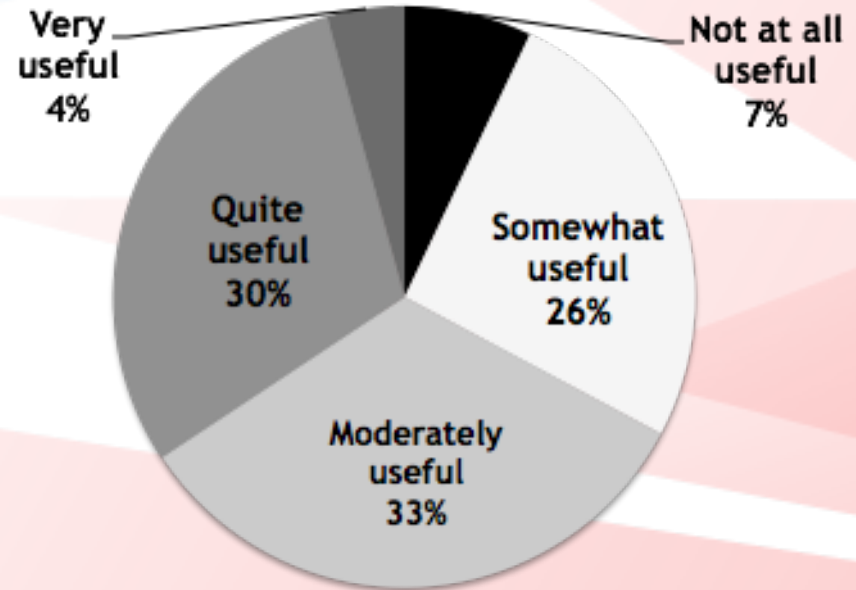
**80%**

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



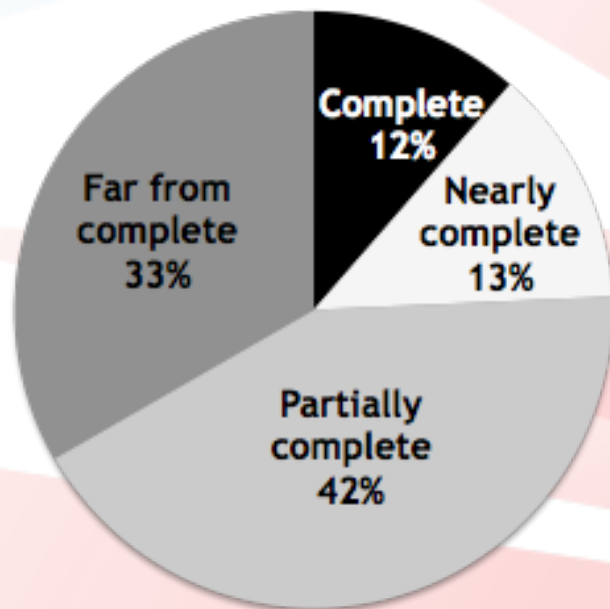
# Participants spent time much of the time in collaboration with others during the hackathon



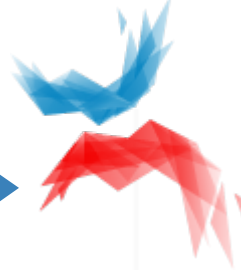
## Project Completion Status

**84%** reported there was enough time for collaboration during the hackathon

**87%** reported their collaborations were, at least moderately, useful.



Much of the collaborative efforts that took place were only a beginning of a project with more to come



49%

of participants described at least one collaboration they had begun

78%

said their collaboration(s) may continue beyond Wikimania (54% were confident of continuation)



# Participants contributed to the hackathon in a variety of ways



**79** hackathon participants shared at least one accomplishment of their hackathon effort

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%)

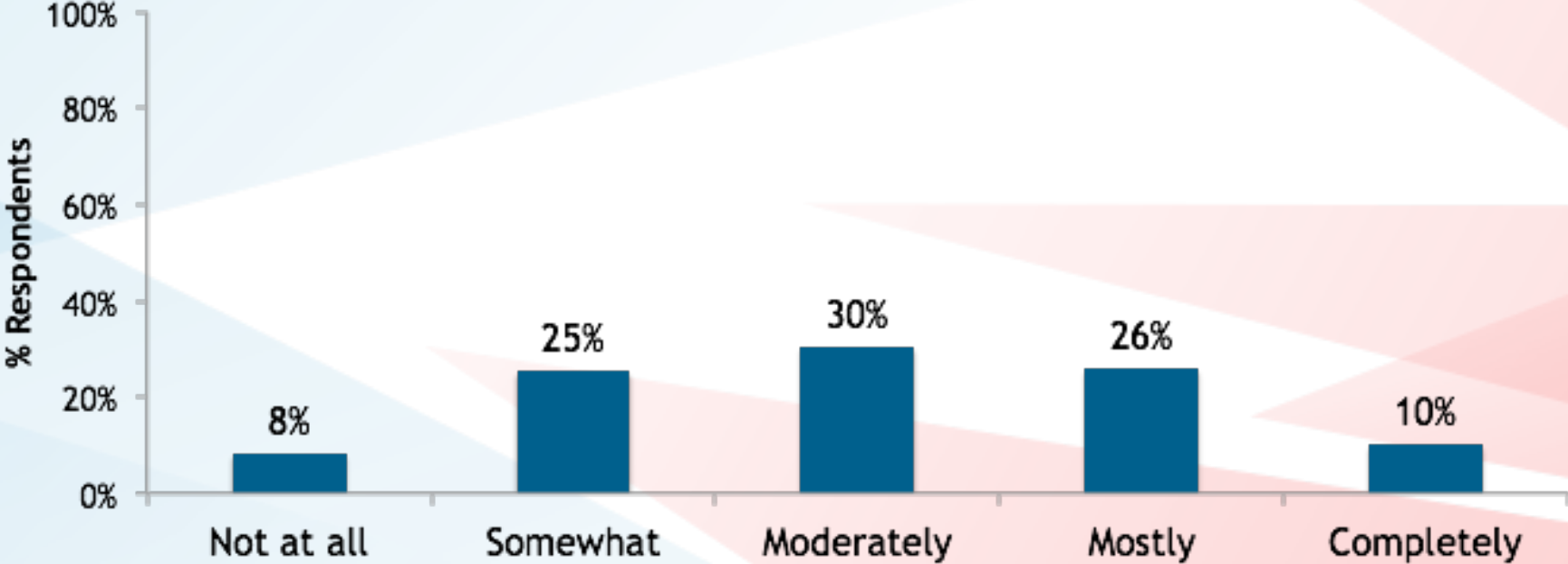
NON-Latin  
usernames  
were accidently  
removed from  
cloud.

(It's fixed  
on  
Commons!)

# 92% felt satisfied about the amount of work they had accomplished during the hackathon time



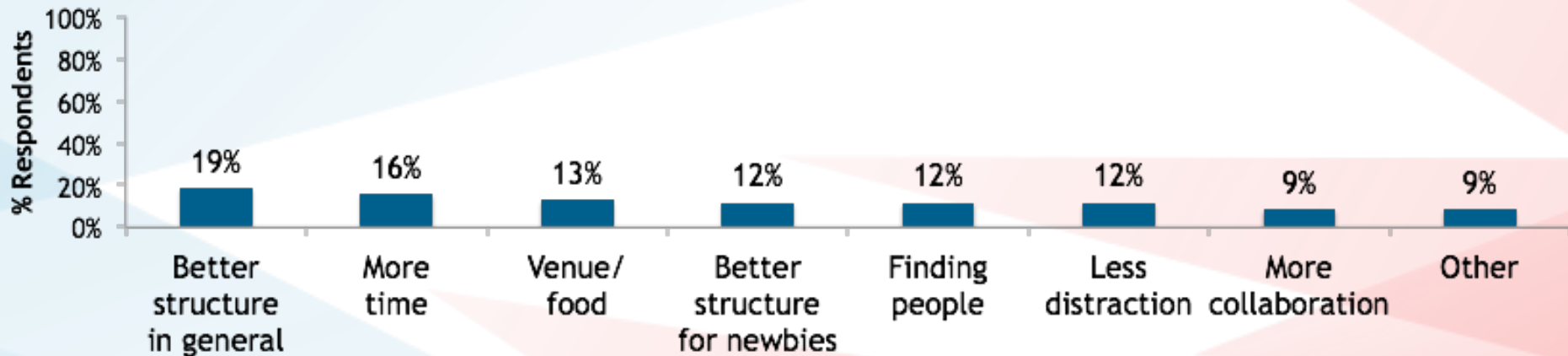
Satisfaction with Hackathon Accomplishments



# Still, participants shared a number of ways which their productivity might be enhanced



What, if anything, would have allowed you to accomplish more?





# Networking & Learning Outcomes



CC by SA 3.0 by Habib M'henni via Wikimedia Commons



CC by SA 4.0 by Chris McKenna, WM Commons



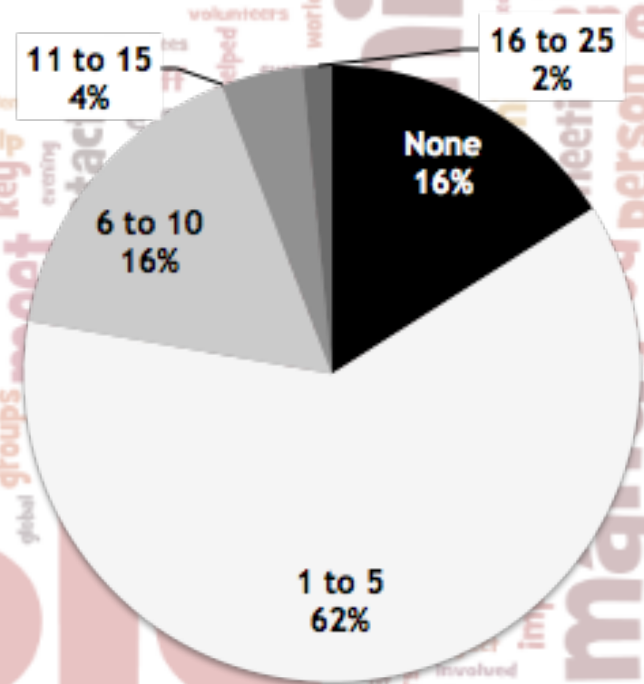
CC by SA 4.0 by Chris McKenna, via Wikimedia Commons

# 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.

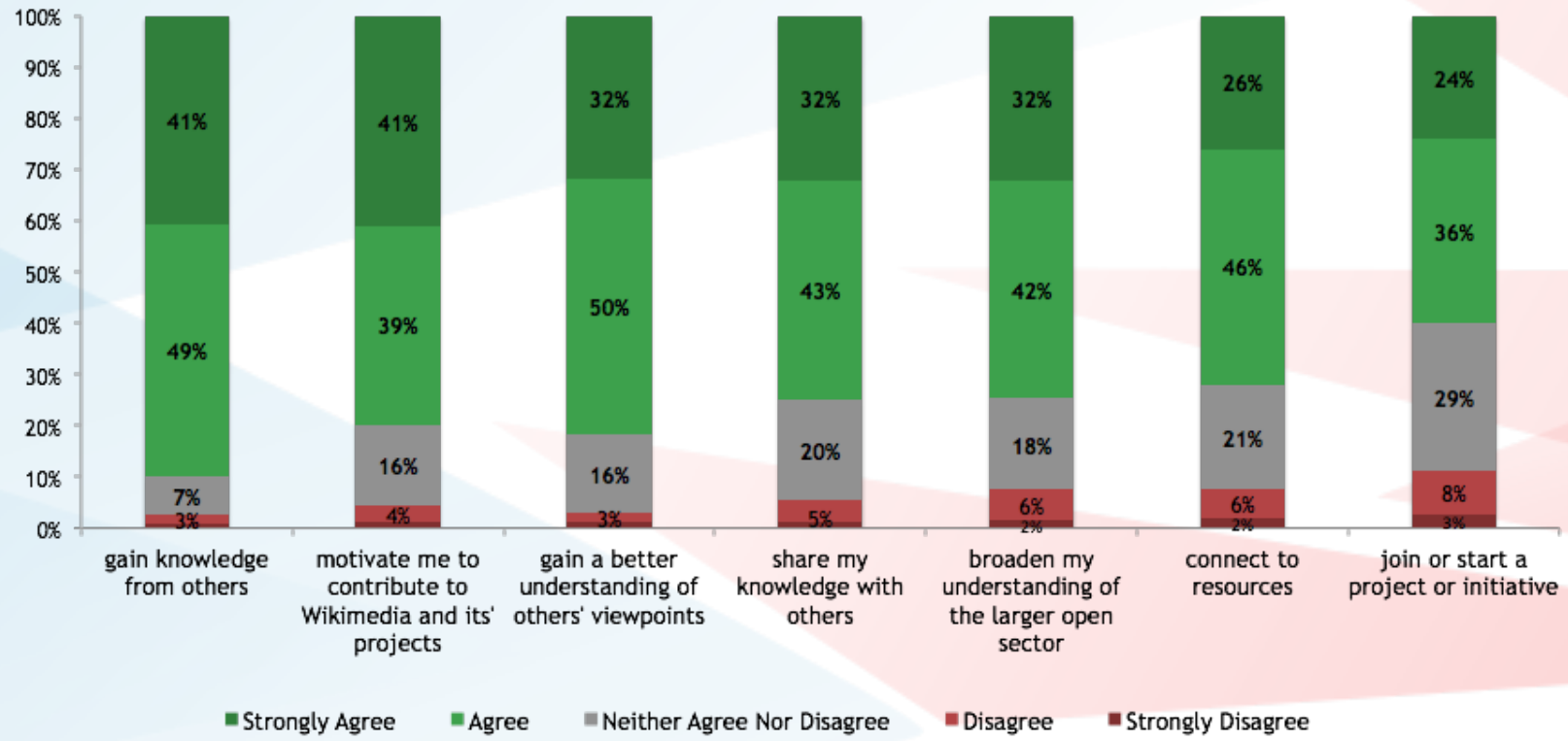
Contacts to pursue NEW projects with



# Meeting people is a priority target for why conferences are important



Meeting people at the conference helped me to...

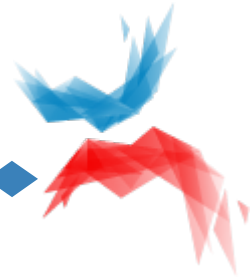








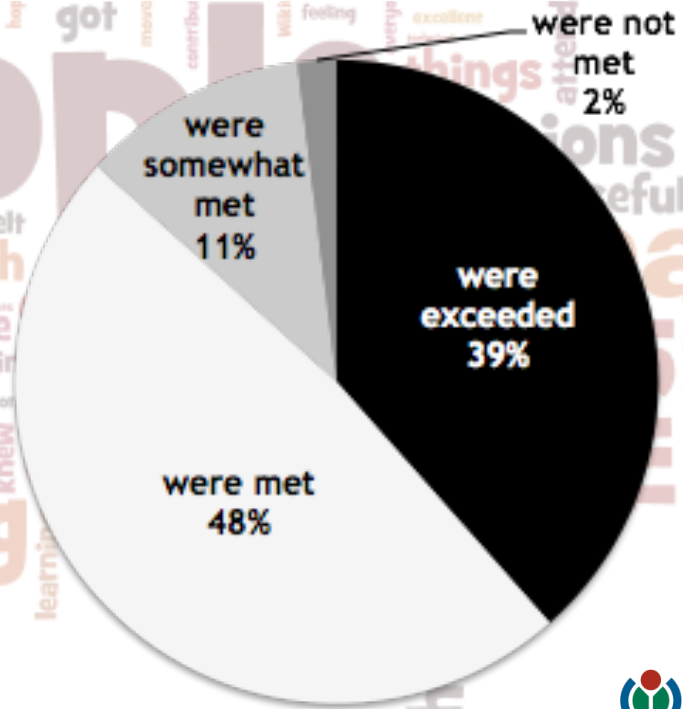
# Overall, the conference experience was a success



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

## Participants expectations...

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



# Graphics Attributions

*CC by SA 3.0 by EdSaperia, via Wikimedia Commons*



WIKIMANIA  
2014

*CC by SA 3.0 by Samballand99, via Wikimedia Commons*





# Data Requests

---

For inquiries about accessing detailed results,  
please contact [eval@wikimedia.org](mailto:eval@wikimedia.org)