

## QUESTIONNAIRES

### Questionnaires to WMI members

#### *The members and WMI*

On the day the data was exported (March 19, 2015), 103 out of 404 people had submitted the questionnaire. About half of the members had subscribed more than a year before and less than five years before. “Elderly” members are hard core (about 1/4 of all members). New members (who subscribed in the last year) are also relevant (1/5 of all members). Of these last two categories, the former show a good retention capacity by WMI and the latter show an encouraging progression of new subscriptions.

Almost 60% of members declare themselves to be contributors to Wikimedia projects, the vast majority of the projects being Wikipedia (90%), about half being Wikimedia Commons (54%), a lower percentage being Wikidata (21%) and Wikisource (11%).

46% of respondents stated that their participation in the life of the Association is “null”, 37% stated that it is “occasional”, 10% that it is “limited to meetings” and only a small minority (7%) stated that it is “assiduous”. 30% of members participate in at least one WMI annual meetings. Among those who declare occasional or constant participation in WMI’s life, about half engages in projects, most notably WLM (54%), in activities related to libraries (35%) and schools (27 %). Of the about 80 members who are not involved in projects, just under a half would love to be more involved, for example through training, conferences in schools and libraries. Other engaging methods are also appreciated (20%-30%). The other half says that they do not have time for a higher level of engagement (most of them coincide with those who said that they do not participate in WMI’s life).

Among the areas that the members would like to see more developed in the future, there are projects with schools (60%), followed with very close by WMI’s other areas of action. As to Wikipedia, the biggest concern felt by most members is about how to improve the quality of the articles.

Nearly three-quarters of the members hope for a more local associative structure, with local and regional representatives. Apart from organizing meetings on specific issues, several members (30%) consider it helpful to have senior members coach new ones.

#### *Communication and visibility of the Association*

Generally speaking, WMI’s communication activities towards members are appreciated (80% of respondents), although some members hope for more information about WMI’s activities, which could be achieved with an improved newsletter. The vast majority of members read the newsletter (over 90%), more than 65% with a good frequency. Their expectation is to find first of all news related to WMI’s projects, but also on the world of open culture in general. Overall, WMI’s projects are considered inadequately advertised. The first tools that members identify in order to communicate and promote WMI are conferences, seminars, the website and then different forms of advertising.

## Questionnaires to former members

### *Former members and WMI*

On the day the data was exported (March 19, 2015), 55 out of 283 former members had submitted the questionnaires.

The first striking issue is that a large portion of respondents (21.82%), did not even know that there were no longer members. The questionnaire was a good chance to recover at least some of these members, who expressed willingness to subscribe again. This confirms the need to create recalling procedures for members who forget to renew their membership (email send outs would be the preferred method according to the questioned sample).

The main reasons for not renewing their membership, besides contingent reasons, are (about 1/3 of the sample) the fact they did not feel involved enough in the Association's activities. Organizing the Association through regional and local structures and implementing thematic activities are considered positive ways to facilitate the participation of members. Respondents also ignored the presence of incentives, which were pointed out as a tool to bring back former members.

The percentage of answers to the last part of the questionnaire, concerning WMI's desired future areas of activity, was definitely low.

## Questionnaires to donors

### *Population*

On the day the data was exported (March 19, 2015), 574 out of 1,543 active donors (people who donated two years ago or more recently) had submitted the questionnaire. The population is 88.6% men and to a much smaller extent women (89% vs. 11%). With the exception of the lower peak represented by young people aged 24 or under (6%) probably due to lower economic availability of this population range, age distribution is relatively homogeneous, with a higher peak of 22% which identifies people between 45 and 55 (in this case it is possible that there is a relationship with the income of the respondents).

### *Donors and WMI*

7% of donors are also members of WMI. Nearly 9 out of 10 donors have supported WMI for more than a year. A significant portion - 4 out of 10 – has supported the Association for more than three years and has therefore made more than a donation.

When answering the question *"Why did you choose to support WMI?"* (more than one answer was possible), 75% of respondents stated they shared WMI's mission, 50% stated that they share its social commitment. The vast majority of the 10% who answered *"other"* (it was the only question that allowed open answers) stressed the crucial importance of the use of Wikipedia in their life (e.g. *"I use it every day and I feel duty-bound to support it"*), underlined the ethical values connected to it, such as independence and gratuity (*"it should not respond to advertising commitments"*; *"immense utility that is completely free"*). Similarly, the nearly 10% of respondents stating that they want to support a specific project often (9 times out of 10) identify such project in Wikipedia in Italian. The close, but not exclusive, relationship between WMI's activity and the Wikipedia emerges from the question *"In which of the following areas would you like form Wikimedia to concentrate its efforts?"*. 65% of respondents answered *"Wikipedia in Italian"*. The other areas of action are consistent with donors' preferences: the most relevant areas were safeguarding cultural heritage (40%), schools (37%), libraries (22%) and museums (14%), that means areas relevant to a more general audience sensitive to cultural issues, but there was also a non-irrelevant interest towards issues that require a higher level of digital knowledge, like Open Data (25%) and OSM (12%).

### *Communication to donors and visibility of WMI*

94% of respondents believe WMI's communication on donations to be adequate. Nearly 15% of respondents were not aware of the possibility of donating their 5x1000 to WMI: in this case the questionnaire acts both as a source of information but also a communication opportunity. The majority of stakeholders show a moderate interest towards the importance of receiving updates on WMI's projects and, even more, to be made aware of how their donations are used. The suggestions, requests and complaints are mainly related to Wikipedia, which is sometimes confused with WMI.

## Questionnaires to former donors

### *Population*

On the day the data was exported (March 19, 2015), 2,110 out of 13,572 former donors (donors whose donations date back more than two years) submitted the questionnaire. Statistics of the former donors' population and the donors' population are very similar. The population is 88.6% male.

With the exception of the lower peak was represented by young people aged 24 or under (2%) probably due to lower economic availability of this population range, age distribution is relatively homogeneous, with higher peaks identifying people aged between 35 and 44 and between 45 and 54 (both around 27%) and a decrease in people aged 65 and over (12%), maybe due to their lower digital literacy.

### *Former donors and WMI*

Most former donors (53%) claims they have donated to WMI over the last year: this jars clearly with the data in our possession, as we include among former members those who have not donated in the last two years. Apart from a small percentage of forgetful users and of insincere ones, we can assume that most of these donors make payments in favour of WMF (through the Wikipedia website during their annual fundraising campaign) and don't know the difference between WMI and WMF very well. Only 4% of respondents are members of WMI.

The reasons that had pushed former donors to support WMI are not very different from those that pushed active donors. They appear to be related to a large extent - but not exclusively - to support Wikipedia. When answering the question "*Why did you choose to support WMI?*" (more than one answer was possible), 75% of respondents stated they shared WMI's mission, almost 45% stated that they share its social commitment. The vast majority of the 10% who answered "*other*" (it was the only question that allowed open answers) stressed the crucial importance of the use of Wikipedia in their life (e.g. "*I often consult Wikipedia and I want to continue*"), underlined the ethical values connected to it, such as independence and gratuity ("*Culture is freedom*"; "*I support the decision not to use advertising*"). Similarly, the nearly 10% of respondents stating their will to support a specific project identify it, nine times out of ten, with *Wikipedia in Italian*. Former donors are presumably almost all Wikipedia users who have chosen to support a tool they use every day or almost: Wikipedia appears once again as WMI's most powerful showcase, but this data also shows once again how difficult it is for users to distinguish WMI and Wikipedia, as well as how difficult it is for WMI to communicate its image autonomously.

Besides a shift in donations from WMI to WMF, implicitly recalled in the comments, the reasons which led former donors to stop donating reside primarily in the fact that they are "*no longer be able to make donations*" (29%) or in the fact that they have "*shifted their contribution elsewhere*" (24%): the latter claim they have mainly donated to entities engaged in social work. Among the reasons that have led respondents to stop donations, although with lower percentages, there are some relevant issues: lack of information regarding WMI's activities or the way donations were used (over 10% of respondents) or the choice to support WMI only through 5x1000. Question no. 6 (concerning the areas of activity that could engage respondents into donating again) is also relevant. Only 50% of respondents answered that question. However, rather surprisingly, only about half among those who answered the question stated an interest towards *Wikipedia in Italian*, perhaps because they considered it obvious, while the remaining respondents indicated fairly evenly distributed interests towards other areas of action (as for active donors, a certain degree of awareness about OSM and Open Data is recorded).

### *Communication and visibility of the Association*

94% of respondents believe WMI's communication on donations to be adequate, even though the difficulty in distinguishing WMI from Wikipedia is a relevant issue. Almost 25% of respondents are not aware of the possibility of donating their 5x1000 to WMI: as already emerged for active donors, the questionnaire turned out to be an opportunity for communication, fact confirmed by some comments requesting information about donating one's 5x1000 or expressing the will to contribute to WMI this way in their next income tax return. Suggestions and requests confirm the overlap between Wikipedia and WMI.

## Questionnaires to the friends of WLM

### *Respondents*

On the day the data was exported (March 19, 2015), 119 out of 483 mailing list subscribers have answered the questionnaire.

Out of all respondents, nearly 50% are 55 years-of-age or older, while only 7% are 24 or younger. The respondents' professions are varied: photographers, architects, engineers, journalists, teachers, a city councillor for culture and so on. Geography-wise, most respondents come from northern Italy, but overall the whole of Italy is represented. Men result more active than women (61% vs 39%) but only slightly, especially in relation to other questionnaires submitted in the frame of this Strategic Plan.

Only about 9% of all respondents are WMI members, while 72% are aware of the existence of the Association, even though they only participate in a small fraction of its projects (30% contribute to Wikipedia or the Wikimedia Commons). Respondents became aware of WLM through different means, among which the most important ones are social networks and the websites of WMI, WLM and Wikipedia.

The questionnaire provides a good perspective on the possibility of creating a pool of volunteers for the next edition of WLM. More than half respondents are in fact interested in working as a volunteer (52%) in WLM key areas such as the organization of Wikigite, the blog, lobbying their municipalities of residence and being part of pre-juries. In addition, as mentioned above, respondents are often professionals working in industries relevant to WLM objectives, which could be contacted for specific purposes.

## Questionnaires to Wikipedians

### *Respondents*

On the day the data was exported (March 19, 2015), 69 people answered the questionnaires published on the “Bar” page of the Wikipedia Italian website. These people are almost all Wikipedia participants (97%). Half of them are Wikimedia Commons contributors (50%). Over a third of them are Wikidata contributors (38%). They also contribute to a lesser extent to the other projects: Wikisource (15%), Wikiquote (13%), Wikizionario (12%), Wikivoyage (9%), Wikibooks (7%), Wikinotizie (3%), Wikiversità (1%) and Wikispecies (1%).

Respondents are almost all male (92%) and young (66% are 35 or younger, but 30% are 24 or younger, which is even more relevant since the same cannot be said about respondents to the WLM and WMI questionnaires). Respondents aged between 55 and 64 are very few (2%) and there are no respondents aged 65 or higher. The technology gap explains such result. Most Wikipedians are employed but a high percentage of them are university students.

### *Wikipedians and WMI*

88% of the 60 respondents know WMI, but only a small part is or was a member: 10% are members, 6% are former members. Among the reasons for non-registration, most declare lack of interest (57%), many state that they are unable to participate in the life of the Association (45%), some state that they felt little involved in the Association’s life (27%) or poorly informed about the activities of WMI (20%).

Two comments complained about the lack of initiatives in southern Italy. Projects and initiatives of the Association are quite well known by the respondents, especially WLM (93%), but also those related to schools (50%), libraries (48%), museums (38%), Wikipedian in Residences (40%) and those linked to OSM (29%).

Wikipedians respondents hope that WMI will primarily focus its efforts on school projects (54%) and library projects (41%), but also on WLM (31%), museums (29%) and Wikipedian in Residences (25%).