Wikimedia Conference 2017

Results of the feedback survey

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DEUTSCHLAND

Wikimedia Conference 2017 - Feedback Survey

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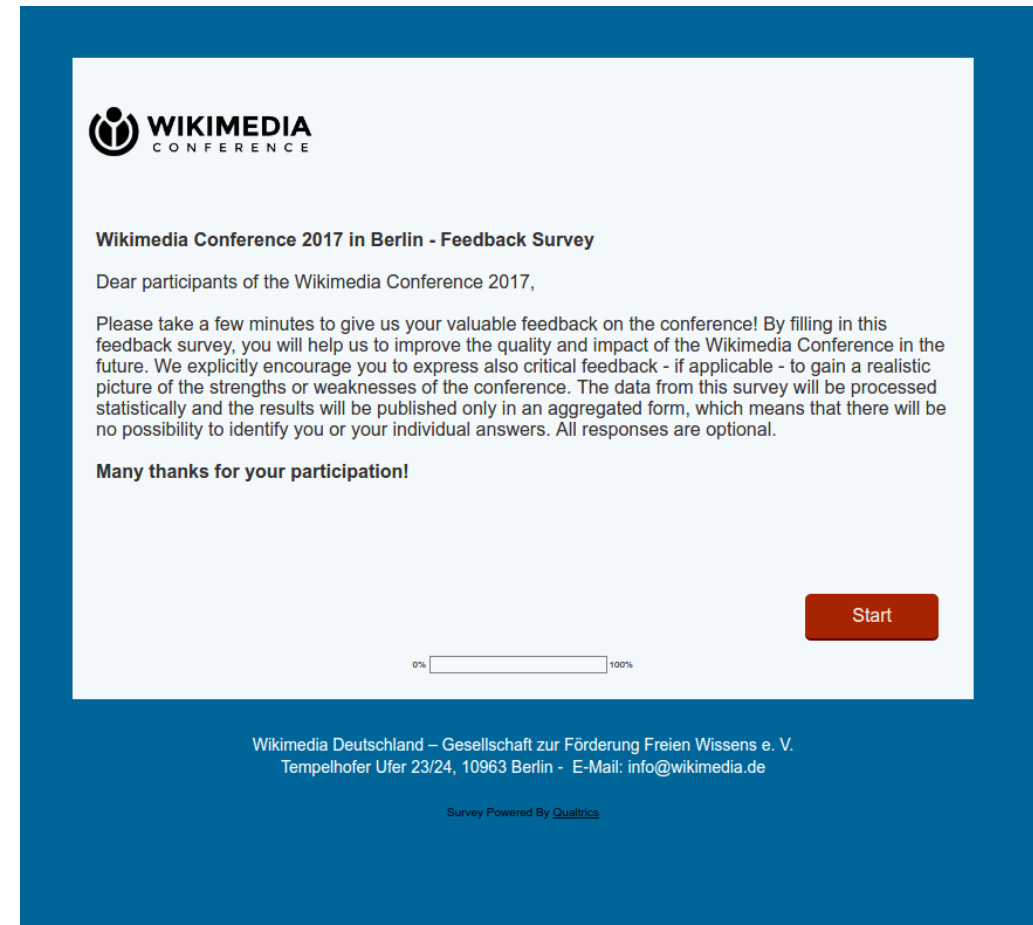
Data Collection

Methodology:

- Online feedback survey via Qualtrics
- Questionnaire available on Wikimedia Commons

Data collection:

- April 2nd – April 17th 2017 (after closing of the Wikimedia Conference 2017)
- Conference participants (registration): 333
- Participants invited to the survey via email: 338
- Two reminder emails
- Participation: n=228 → 68 % of conference participants
  (2016 survey: 63% of participants)

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Wikimedia Conference 2017 in Berlin - Feedback Survey

Dear participants of the Wikimedia Conference 2017,

Please take a few minutes to give us your valuable feedback on the conference! By filling in this feedback survey, you will help us to improve the quality and impact of the Wikimedia Conference in the future. We explicitly encourage you to express also critical feedback - if applicable - to gain a realistic picture of the strengths or weaknesses of the conference. The data from this survey will be processed statistically and the results will be published only in an aggregated form, which means that there will be no possibility to identify you or your individual answers. All responses are optional.

Many thanks for your participation!

Start

0%   100%

Wikimedia Deutschland – Gesellschaft zur Förderung Freien Wissens e. V.
Tempelhofer Ufer 23/24, 10963 Berlin - E-Mail: info@wikimedia.de

Survey Powered By Qualtrics

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Background of respondents - 1

Age

Legend:
- 15 - 24 y.o.
- 25 - 34 y.o.
- 35 - 44 y.o.
- 45 - 54 y.o.
- 55 - 64 y.o.
- >64 y.o.

9 %, 46 %, 26 %, 12 %, 4 %, 2 %
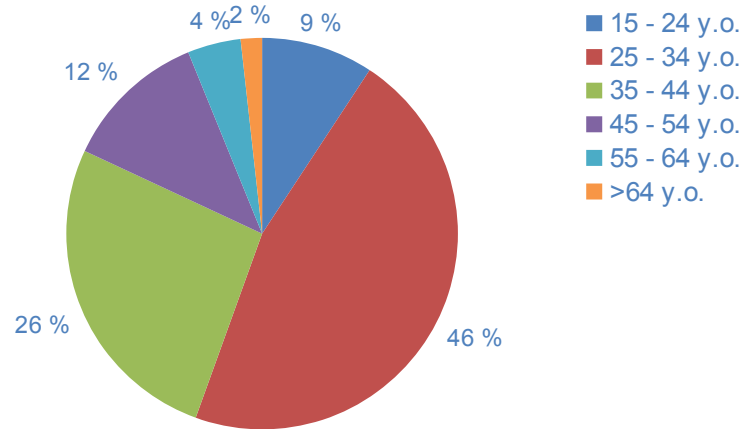
Q1: What is your age? (n=228)

Gender

Legend:
- Female
- Male
- Other/ n.s.

30 %, 67 %, 4 %
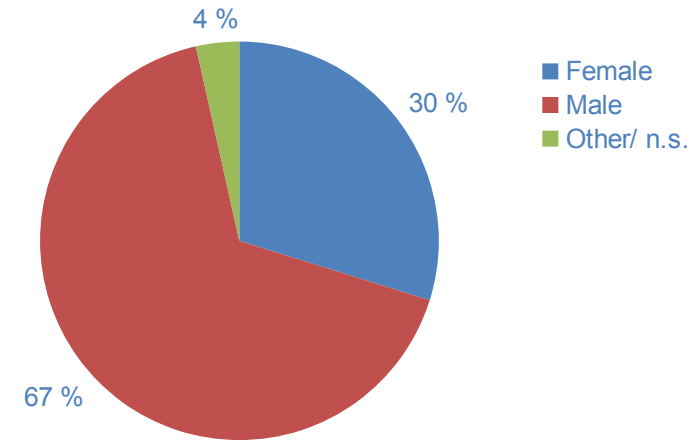
Q1.2: What is your gender? (n=228)

WMCON 2016:

Age

Legend:
- 15 - 24 y.o.
- 25 - 34 y.o.
- 35 - 44 y.o.
- 45 - 54 y.o.
- 55 - 64 y.o.
- >64 y.o.

6 %, 52 %, 23 %, 10 %, 5 %, 2 %

Gender

Legend:
- Female
- Male
- Other/ n.s.

31 %, 68 %, 1 %
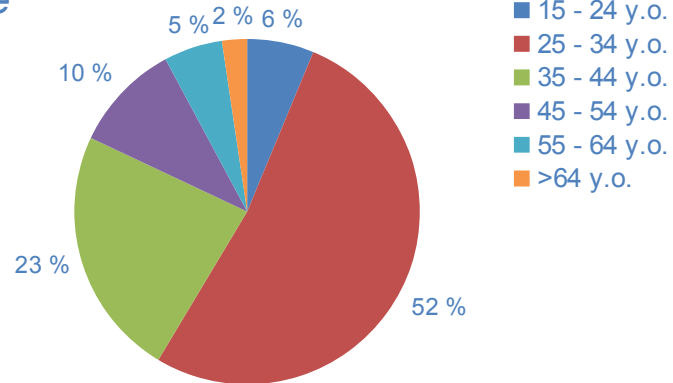
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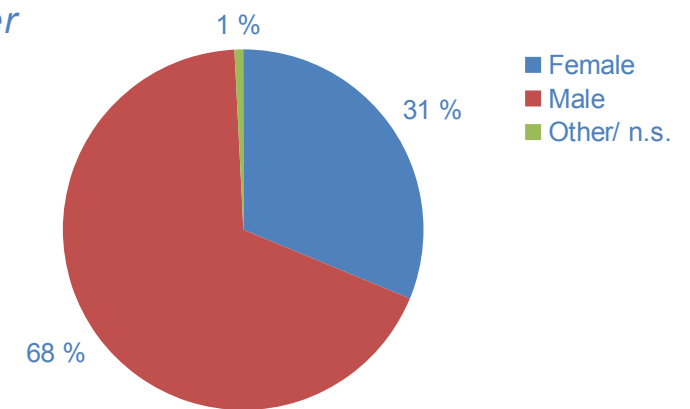
Background of respondents - 2

Years of Involvement

- less than 1 year
- 1 -3 years
- 4 - 6 years
- 7 - 9 years
- 10 - 12 years
- more than 12 years

4 % · 18 % · 26 % · 19 % · 22 % · 12 %
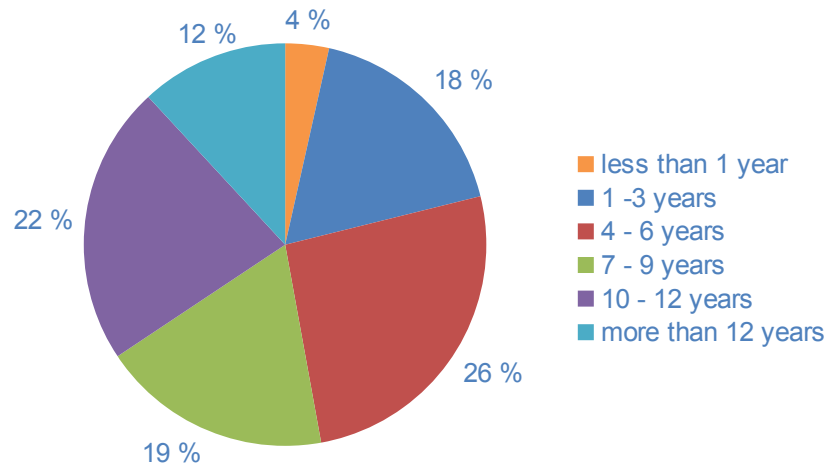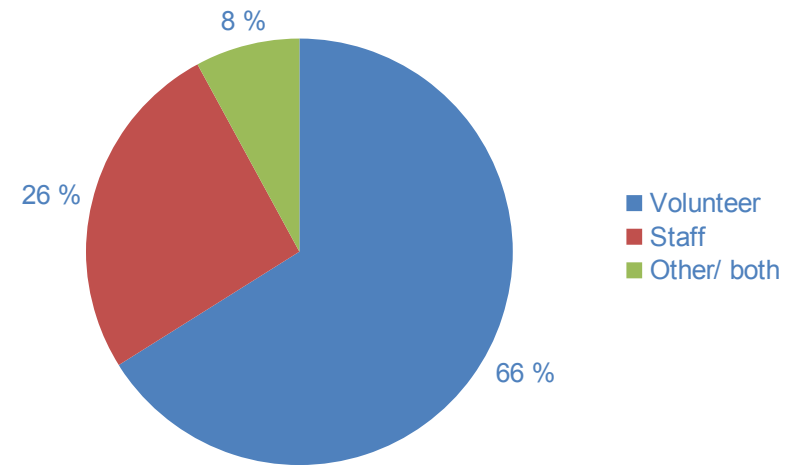
Q2: For how many years have you been involved in the Wikimedia movement? (n=227)

Occupation

- Volunteer
- Staff
- Other/ both

8 % · 26 % · 66 %

Q3: Are you … [Volunteer – Staff – Other]? (n=227)

WMCON 2016:

Involvement

- less than 1 year
- 1 -3 years
- 4 - 6 years
- 7 - 9 years
- 10 - 12 years
- more than 12 years

4 % · 3 % · 26 % · 22 % · 24 % · 21 %

Occupation

- Volunteer
- Staff
- Other

9 % · 33 % · 58 %
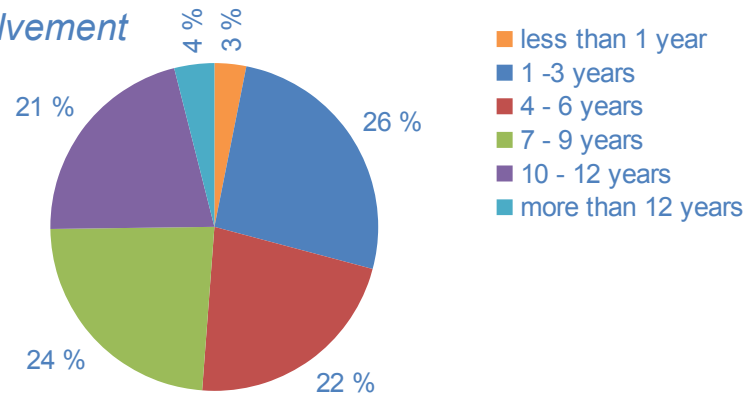
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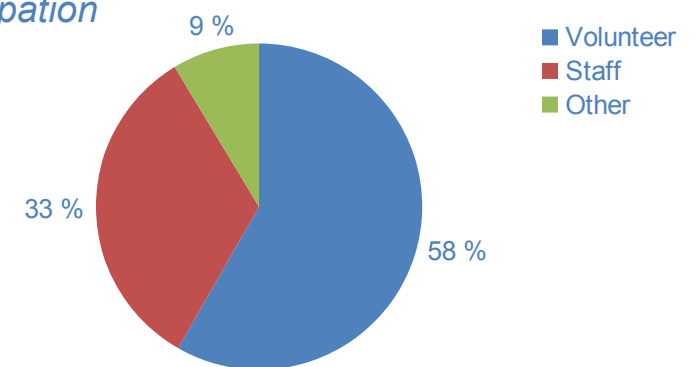
Background of respondents - 3

Main Affiliation

- Wikimedia Chapter
- Thematic Organization
- User Group
- Wikimedia Foundation
- FDC
- AffCom
- Other
- Does not apply

30%, 1%, 30%, 20%, 1%, 4%, 8%, 5%
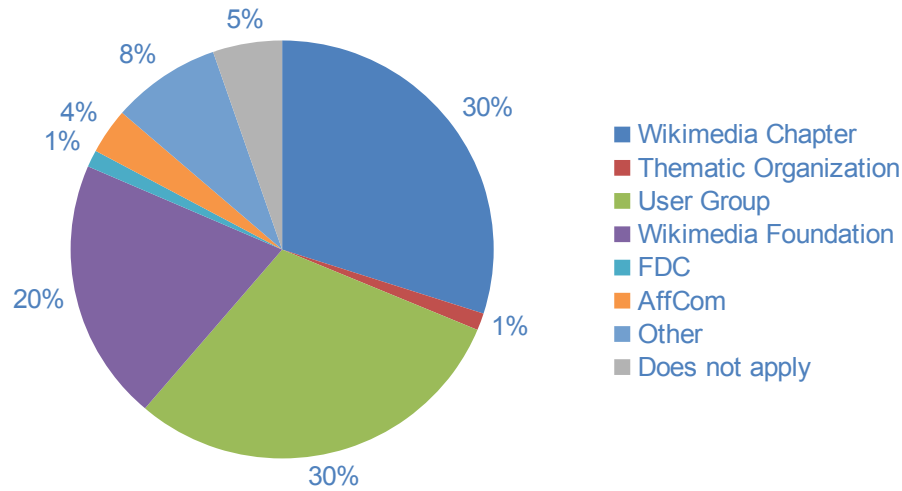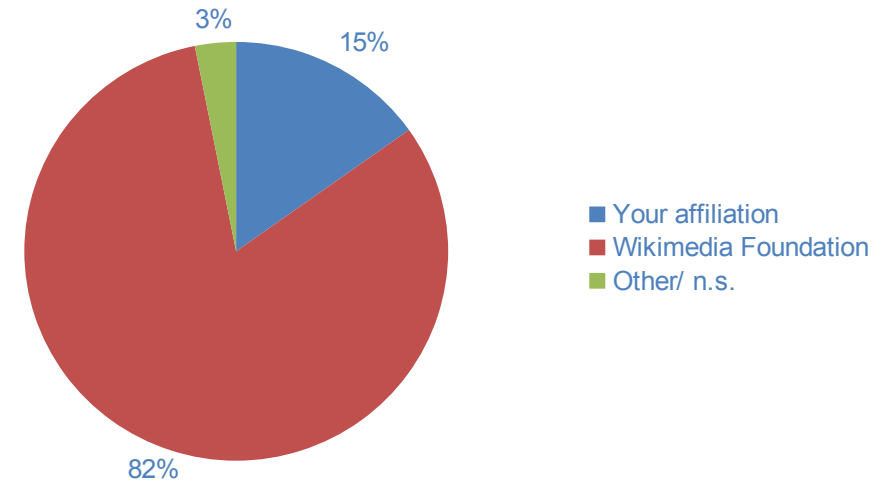
Q4: What is your main affiliation? (n=227)

Travel Costs

- Your affiliation
- Wikimedia Foundation
- Other/ n.s.

15%, 3%, 82%

Q7: Your travel and accommodation costs were covered by... ? (n=224)

WMCON 2016:

Main Affiliation

- Wikimedia Chapter
- Thematic Organization
- User Group
- Wikimedia Foundation
- FDC
- AffCom
- Other

5%, 4%, 1%, 16%, 52%, 20%, 2%
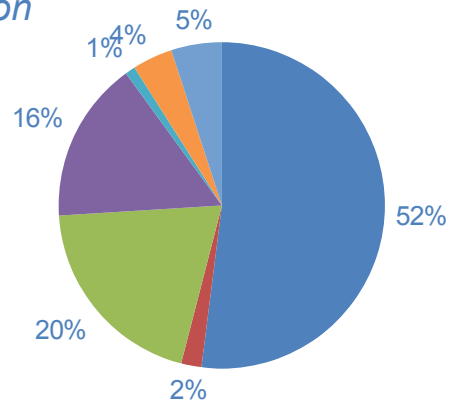
Travel Costs

- Affiliation
- Wikimedia Foundation

5 %, 29 %, 66 %

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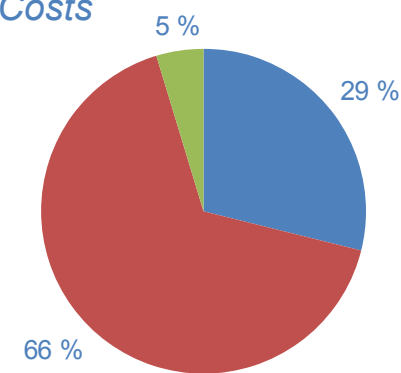
Background of respondents - 4

Number of Conference Attendances

- 1st time — 53%
- 2nd time — 18%
- 3rd time — 9%
- 4th time — 8%
- 5th time — 5%
- 6th time or more — 7%
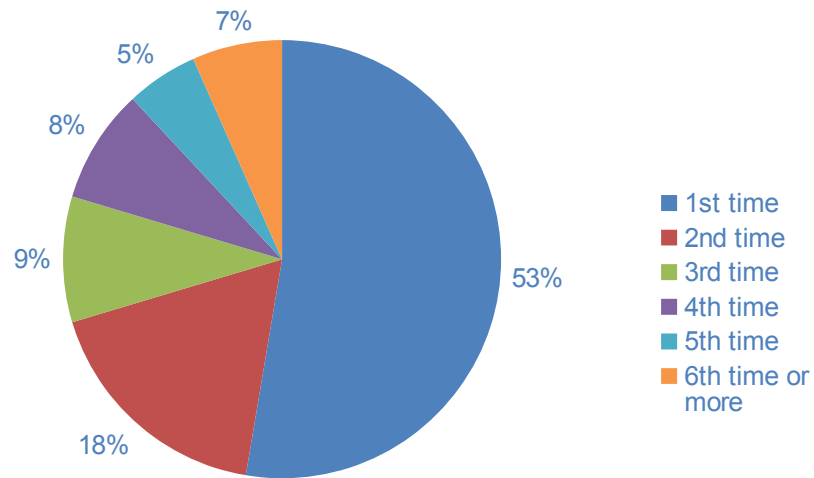
Q6: How many times (incl. this year) have you attended Wikimedia Conference (formerly known as "Chapter`s Meeting")? (n=224)

Conference Attendance 2016

- Yes — 35%
- No — 65%
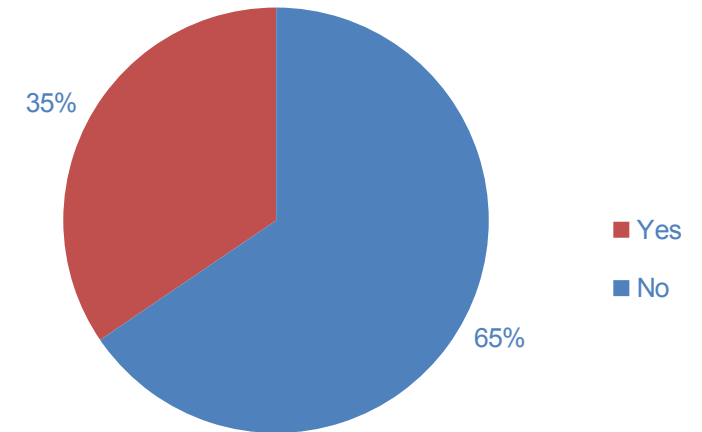
Q5: Have you attended last year's Wikimedia Conference in Berlin? (n=226)

WMCON 2016:   *Conference Attendances*

- 1st time — 45 %
- 2nd time — 18 %
- 3rd time — 15 %
- 4th time — 12 %
- 5th time — 3 %
- 8 %

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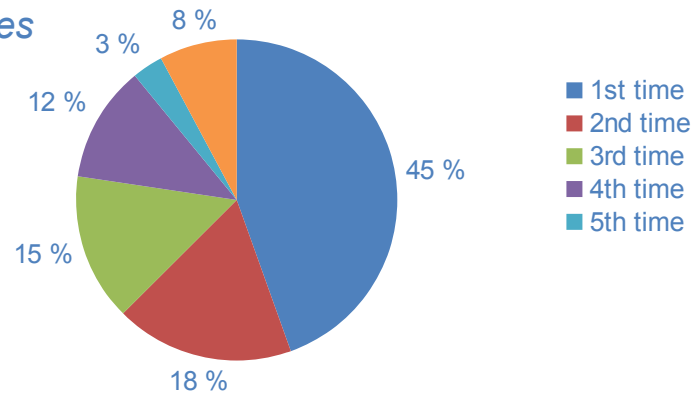
Summary 1: Background of respondents

Background of participants:

- This year's participants showed a **similar distribution of age** as in previous years, but the share of participants which are already 12 or more years involved with the movement was higher (12% vs. 4% in 2016).

- The **proportion of first time participants** has **clearly risen** (2017: 53%, 2016: 45%, 2015: 32%). Only 35% of the 2017 participants have also attended the 2016 conference.

- The **proportion of female participants remained stable** (2017: 30%, 2016: 31%, 2015: 29%).

- Due to the adapted eligibility criteria and the still increasing number of Wikimedia User Groups, there was a **strong increase in representatives of User Groups** at the conference (2017: 30%, 2016: 20%, 2015: 12%). Additionally, due to the expanded audience for the movement strategy track, the participant field was **more diverse** (12% „other" or „does not apply").

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Looking Back

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Looking back - 1

Q8.1: If you **reflect on last year's Wikimedia Conference** and your activities in the time between WMCON16 and WMCON17: To what extent do you agree or disagree to the following statement? (n=77)
[Filter: This question was only displayed if participants attended last year's conference (Q5)]

The 2016 conference **led to tangible outcomes** for me and my work in the Wikimedia movement.
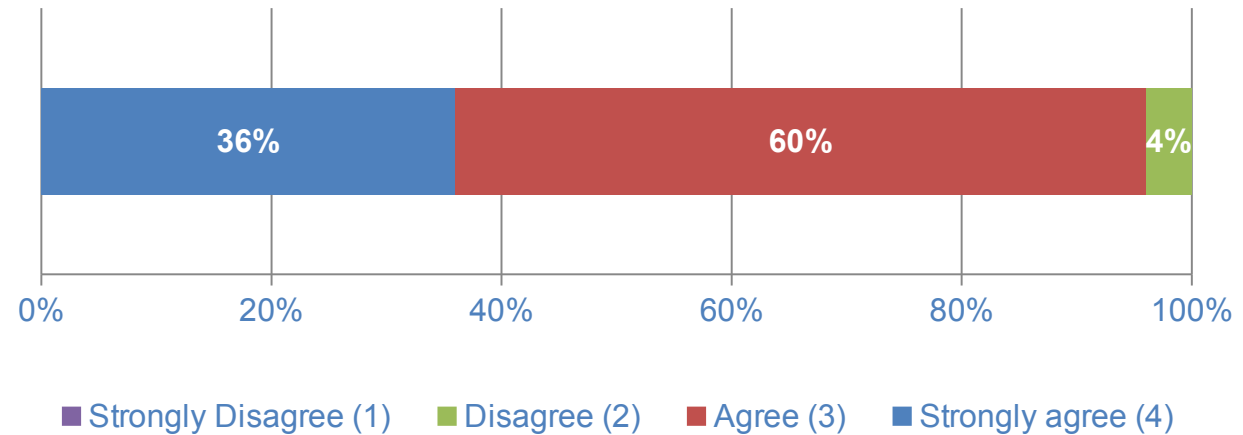
36%	60%	4%

0%   20%   40%   60%   80%   100%

■ Strongly Disagree (1)   ■ Disagree (2)   ■ Agree (3)   ■ Strongly agree (4)

96% of the respondents who attended both WMCON16 and WMCON17 experienced tangible outcomes of the 2016 conference for their Wikimedia work (2015 to 2016: 86%).

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Looking back - 2

Q8.2 Did you pursue any concrete initiatives that you joined or started in the aftermath of last year's conference?
[Filter: This question was only displayed if participants attended last year's conference, too (Q5, n=76)]

26 %

74 %

■ Yes ■ No
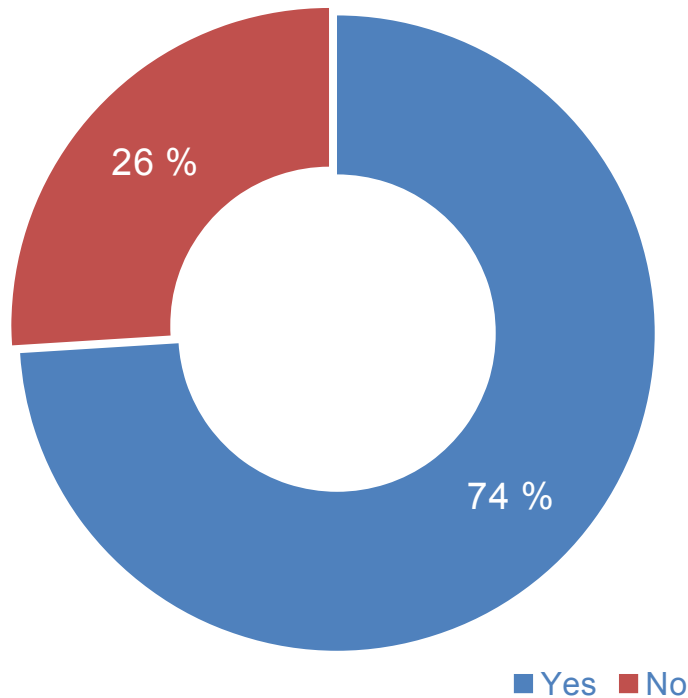
Q8.3 Which initiative(s) did you pursue? (*Examples*)
[Filter: Only displayed if Q8.2 "Yes"]

- New/better cooperation/collaborations

- Contests

- Grants/Budgets/Reporting

- Regional Cooperation

- Improving own organization/community

Frequency

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Summary 2 – Looking Back

Looking back at the 2016 conference:

- **Outcome-orientation** of the Wikimedia Conference seems to has further risen: **96% of the respondents who attended both WMCON16 and WMCON17 experienced tangible outcomes** of the 2016 conference for their Wikimedia work (36% "strongly agree", 60% "agree"; 2015/16: 86%).

- **74% of these respondents stated also having pursued concrete initiatives** they had joined or started in the aftermath of the 2016 conference (2015: 66%).

- Most of the initiatives mentioned focused on **new or better collaborations** within the movement or with other partners, setting up **contests**, engaging with **WMF grants**, **regional collaborations** or **improving the own organization's/group's work**.

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Content & Program

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Content

Q9: To what extent do you agree or disagree to the following statements? The conference …

	Ø	Ø 2016*
… gave me the opportunity to **exchange ideas with others on movement issues**.	3,72	3,80
… provided **useful information** for me and my organization.	3,47	3,61
… contributed to reaching a **shared understanding of the future of our movement**.	3,43	3,30
… made clear the **significance of sharing and collaboration** in the Wikimedia movement.	3,40	3,54
… was **suitable for my background** and experience.	3,37	3,47
… helped me to gain **applicable knowledge** / improved my capacities.	3,22	3,35
… improved my **understanding of partnerships** in the context of the Wikimedia movement.	3,10	
… led to **clearly defined next steps** and documented outcomes.	3,07	3,03

Chart values:
- … gave me the opportunity to exchange ideas with others on movement issues: 75 %, 24 %
- … provided useful information for me and my organization: 51 %, 46 %, 2
- … contributed to reaching a shared understanding of the future of our movement: 53 %, 39 %, 6 %
- … made clear the significance of sharing and collaboration in the Wikimedia movement: 47 %, 46 %, 6 %
- … was suitable for my background and experience: 42 %, 52 %, 5 %
- … helped me to gain applicable knowledge / improved my capacities: 34 %, 56 %, 8 %
- … improved my understanding of partnerships in the context of the Wikimedia movement: 28 %, 57 %, 14 %
- … led to clearly defined next steps and documented outcomes: 24 %, 61 %, 13 %

n=213-220

0 %   20 %   40 %   60 %   80 %   100 %

■ Strongly disagree (1)   ■ Disagree (2)   ■ Agree (3)   ■ Strongly agree (4)

*Please note: Due to the more heterogenous nature of the 2017 conference (three rather exclusive tracks), 2017 figures are less comparable to the figures from previous years.

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Program

Q12: How satisfied were you with the following aspects of the conference?

	Very Satisfied (4)	Satisfied (3)	Less Satisfied (2)	Not satisfied (1)	Ø	Ø 2016*
Conference facilitation by the facilitators during the conference	60 %	33 %	5 %		3,51	3,72
Composition of the audience (organizations, groups and stakeholders that were invited)	49 %	43 %	6 %		3,40	3,43
Overall flow and choreography of the conference	45 %	48 %	6 %		3,37	3,58
Quality of contributions	36 %	56 %	8 %		3,26	3,29
Overall scope and selection of the conference topics	33 %	60 %	7 %		3,24	3,30
Session **formats**	33 %	54 %	12 %		3,18	3,26
Number of conference participants	35 %	50 %	11 %		3,17	3,33
Communication regarding the **program design** process **before** the conference	33 %	47 %	16 %		3,11	3,32
Call to action, definition of next steps	20 %	60 %	18 %		2,98	2,89

n=213-217

0 %   20 %   40 %   60 %   80 %   100 %

■ Very Satisfied (4)   ■ Satisfied (3)   ■ Less Satisfied (2)   ■ Not satisfied (1)

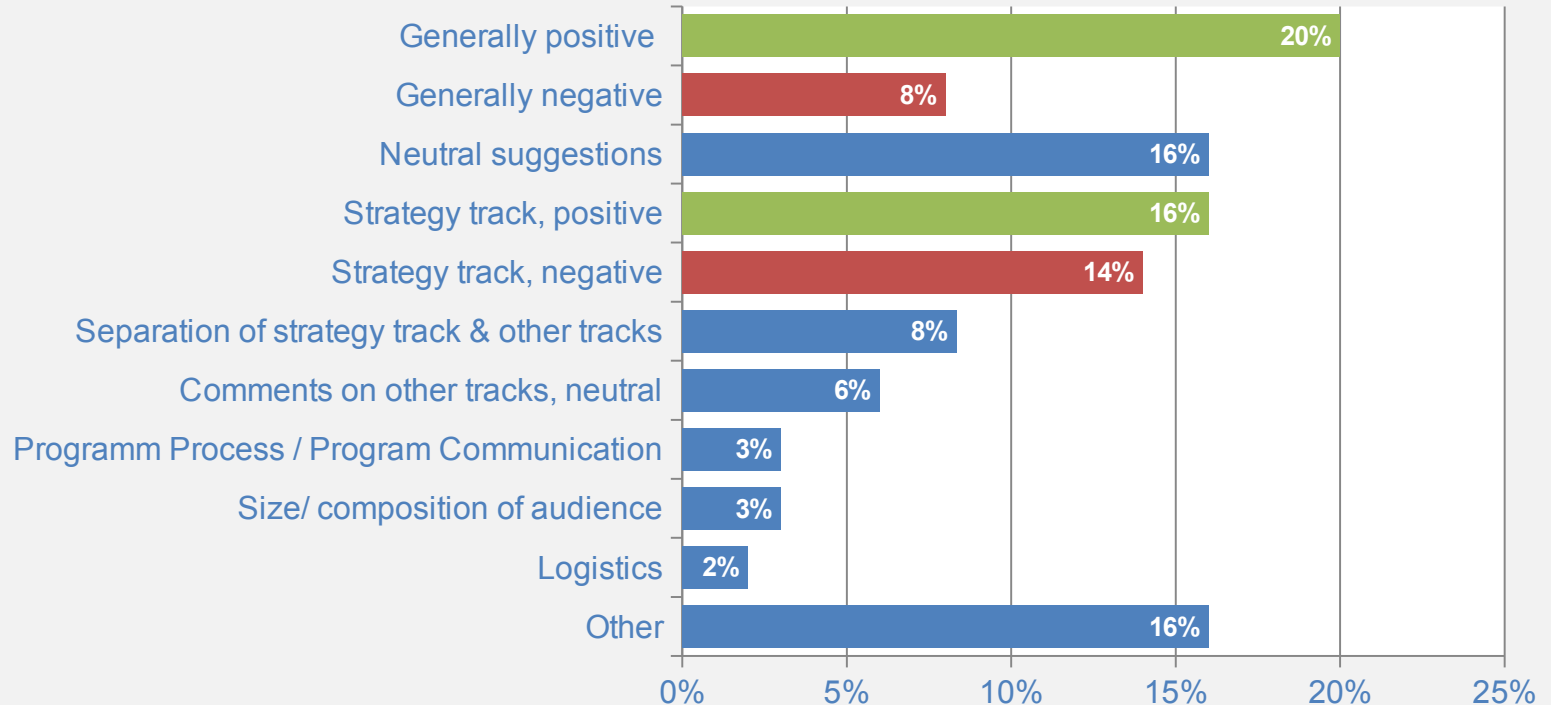*Please note: Due to the more heterogenous nature of the 2017 conference (three rather exclusive tracks), 2017 figures are less comparable to the figures from previous years.

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Content/ Program

Q13: Further remarks on content and program of the conference. [open question, n=86, multiple answers]

Remarks

Category	Percentage
Generally positive	20%
Generally negative	8%
Neutral suggestions	16%
Strategy track, positive	16%
Strategy track, negative	14%
Separation of strategy track & other tracks	8%
Comments on other tracks, neutral	6%
Programm Process / Program Communication	3%
Size/ composition of audience	3%
Logistics	2%
Other	16%

Remarks on content and program have been generally very diverse. Positive comments dominate. The strategy track itself and the separation of strategy track and the other tracks tend to polarize.

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Summary 3 – Content and Program

Content / Program:

- The majority of the respondents judged the conference as an opportunity **to exchange ideas with others on movement issues** (99% 'agree' or 'strongly agree'), as **providing useful information** to them and their organization (97%), and as making clear the **significance of sharing and collaboration** in the Wikimedia movement (95%).

- In line with the conference's focus on movement strategy, 92% of the respondents agreed that the conference contributed to a **shared understanding of the future of our movement**. Given this, aspects like **gaining applicable knowledge or improving capacities** (90%) were slightly less prominent than in 2016. Most other aspects remain at the level of the 2016 ratings.

- **Satisfaction ratings** for the different program facets are **less comparable** to figures from previous years due to the more heterogeneous character of the program (strategy track vs. capacity building and partnerships tracks). Satisfaction was particularly high for the **conference facilitation** (93% 'very satisfied' or ‚satisfied'), the **composition of the audience** (92%), the **overall flow of the conference** (93%), the **quality of contributions** (92%) and the **overall scope of topics** (93%).

- The aspect of a **call to action / definition of next steps** was further improved compared to previous years (2017: 80%, 2016: 71%, 2015: 62%), but still 20% of the respondents are less satisfied with this aspect.

- Further remarks on program and content in general have been very diverse, though predominately positive. The strategy track itself and the separation of it from the other tracks tend to polarize.
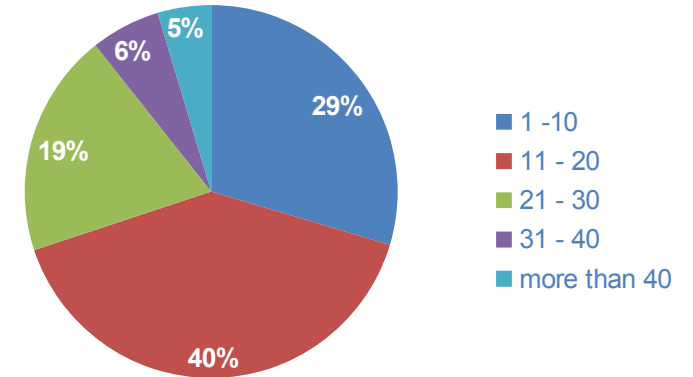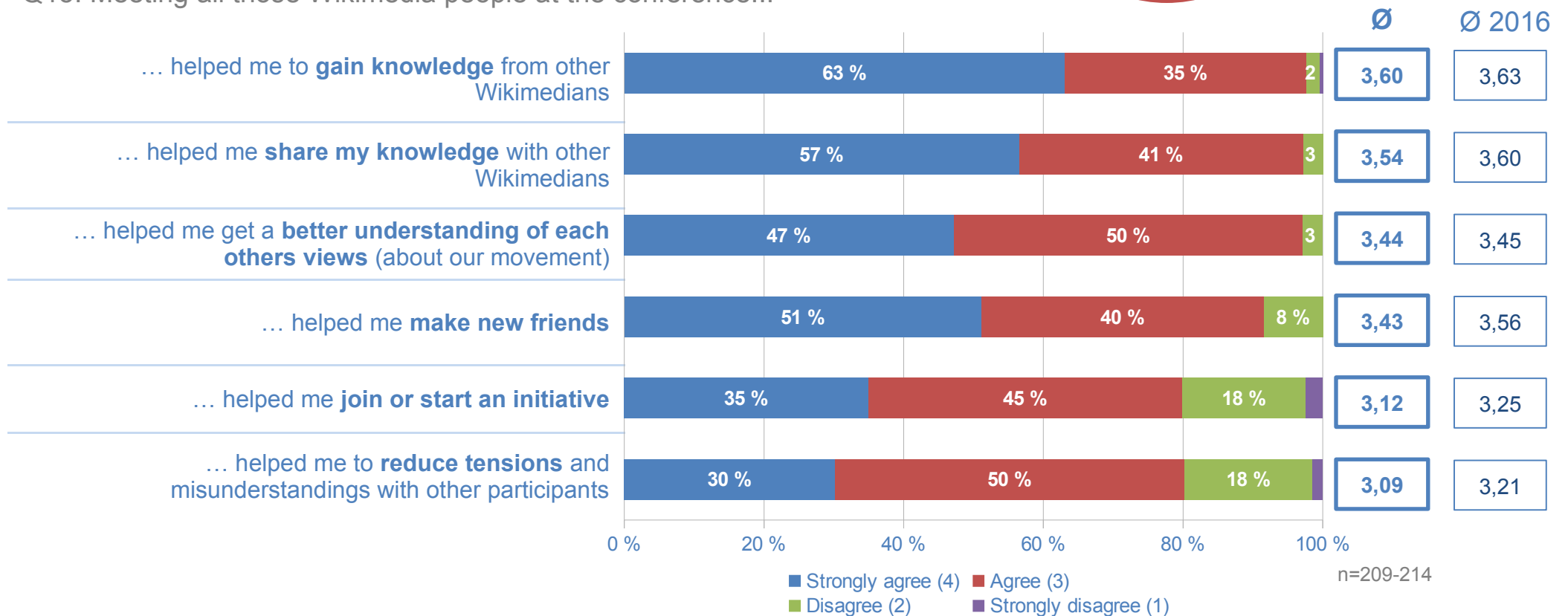
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Networking

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Networking

Q14: How many **new working contacts** (in terms of people with whom you expect to have online or offline collaboration on movement issues or activities in the future) did you make at the conference? (n=228)

Pie chart:
- 1 - 10: 29%
- 11 - 20: 40%
- 21 - 30: 19%
- 31 - 40: 6%
- more than 40: 5%

Q15: Meeting all those Wikimedia people at the conference...

	Strongly agree (4)	Agree (3)	Disagree (2)	Strongly disagree (1)	Ø	Ø 2016
… helped me to **gain knowledge** from other Wikimedians	63 %	35 %	2		3,60	3,63
… helped me **share my knowledge** with other Wikimedians	57 %	41 %	3		3,54	3,60
… helped me get a **better understanding of each others views** (about our movement)	47 %	50 %	3		3,44	3,45
… helped me **make new friends**	51 %	40 %	8 %		3,43	3,56
… helped me **join or start an initiative**	35 %	45 %	18 %		3,12	3,25
… helped me to **reduce tensions** and misunderstandings with other participants	30 %	50 %	18 %		3,09	3,21

n=209-214

Legend:
- Strongly agree (4)
- Agree (3)
- Disagree (2)
- Strongly disagree (1)
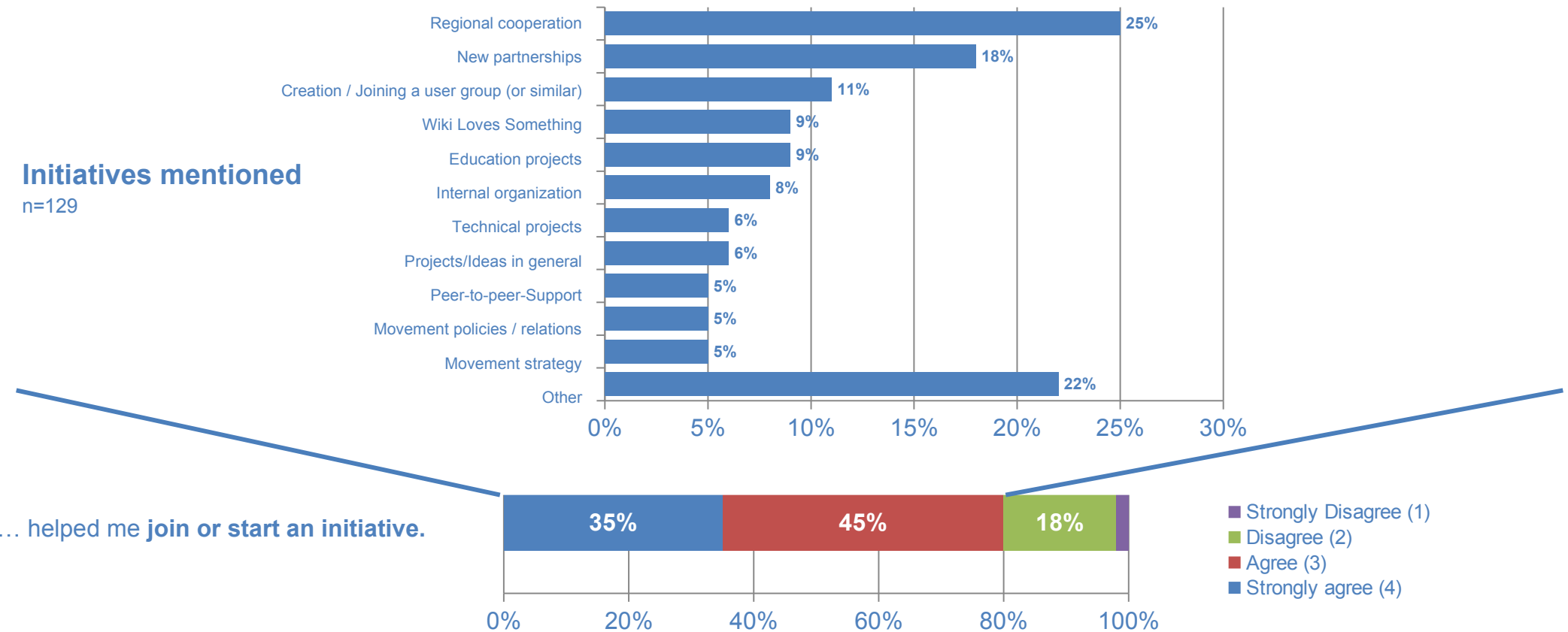
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19

Networking – Facilitating Initiatives

Q15: Meeting all those Wikimedia people at the conference...
Q15.1 *[if Q15 item "helped me join or start an initiative" was rated "strongly agree/ agree", multiple answers]*:
Can you provide a short example of an initiative you joined or started at the conference?

Initiatives mentioned
n=129

Initiative	%
Regional cooperation	25%
New partnerships	18%
Creation / Joining a user group (or similar)	11%
Wiki Loves Something	9%
Education projects	9%
Internal organization	8%
Technical projects	6%
Projects/Ideas in general	6%
Peer-to-peer-Support	5%
Movement policies / relations	5%
Movement strategy	5%
Other	22%

... helped me **join or start an initiative.**

35%	45%	18%	

- Strongly Disagree (1)
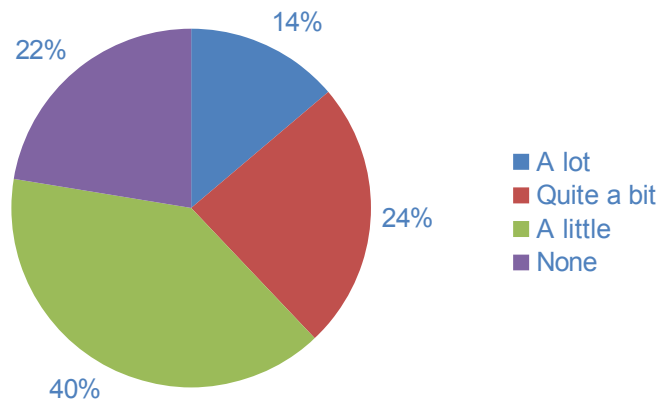- Disagree (2)
- Agree (3)
- Strongly agree (4)

▶▶ **Most of the new initiatives inspired at the conference focus on regional cooperation, new partnerships, building user groups and contests/competitions.**

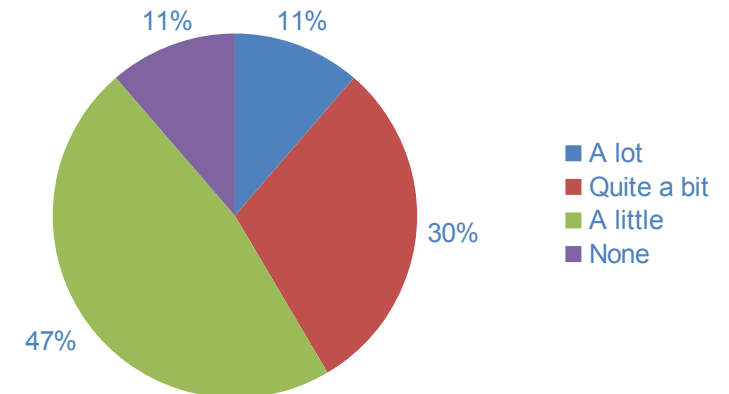WIKIMEDIA
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Buddy Project

Q16.1: To what extent did the "Buddy project" help you to take full advantage of the conference and to have a good experience? [only newcomers participating in the Buddy Project, n=58]

Q16.2 From your perspective, to what extent did the "Buddy project" help newcomers to take full advantage of the conference and to have a good experience? [only more experienced ones participating in the Buddy Project, n=53]

Newcomers

14%
22%
24%
40%

- A lot
- Quite a bit
- A little
- None

More experienced

11% 11%
30%
47%

- A lot
- Quite a bit
- A little
- None

Q16.3 How likely would you take part in such a buddy project at Wikimedia conferences in the future? [only more experienced ones participating in the Buddy Project, n=53]

9%
51%
40%

- Definitely will
- Probably will
- Probably will not
- Definitely will not

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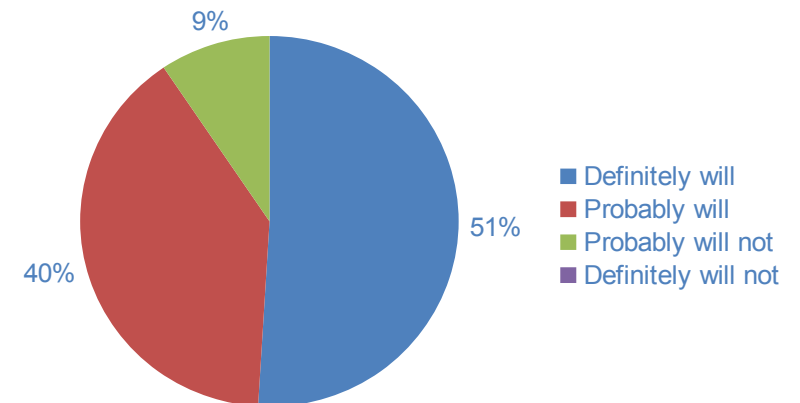
Summary 4 - Networking

Networking:

- Getting in contact with other Wikimedians and affiliates is one major benefit of the Wikimedia conference. In terms of networking, 29% of the respondents reported making up to ten **new working contacts** and 40% reported 11-20 new working contacts. 30% of the participants made even more than twenty new working contacts.

- Meeting all the Wikimedia people at the conference mainly helped to **gain knowledge** (98%, 'strongly agree' or 'agree'), **share knowledge** (98%) and to achieve a **better understanding of each others views about our movement** (97%). **Making new friends** was a bit less prevalent than in previous years (2017: 91%, 2016: 97%) - presumably due to the much larger number of participants at this year's conference. At least 80% of the respondents felt supported to **join or start an initiative** (2016: 85%).

- Overall, the 2017 ratings in terms of networking showed no significant differences to the 2016 conference survey results.

- Regarding the ‚**Buddy project**' (bringing together newcomers and more experienced conference participants) there is a slightly mixed picture: 89% of the more experienced participants perceive the project as being helpful for newcomers. Among the newcomers, only 78% perceive it as being helpful for themselves. But, the broad majority of participants are willing to participate in such a buddy project at Wikimedia conferences again (51% ‚definitely will', 40% ‚probably will').
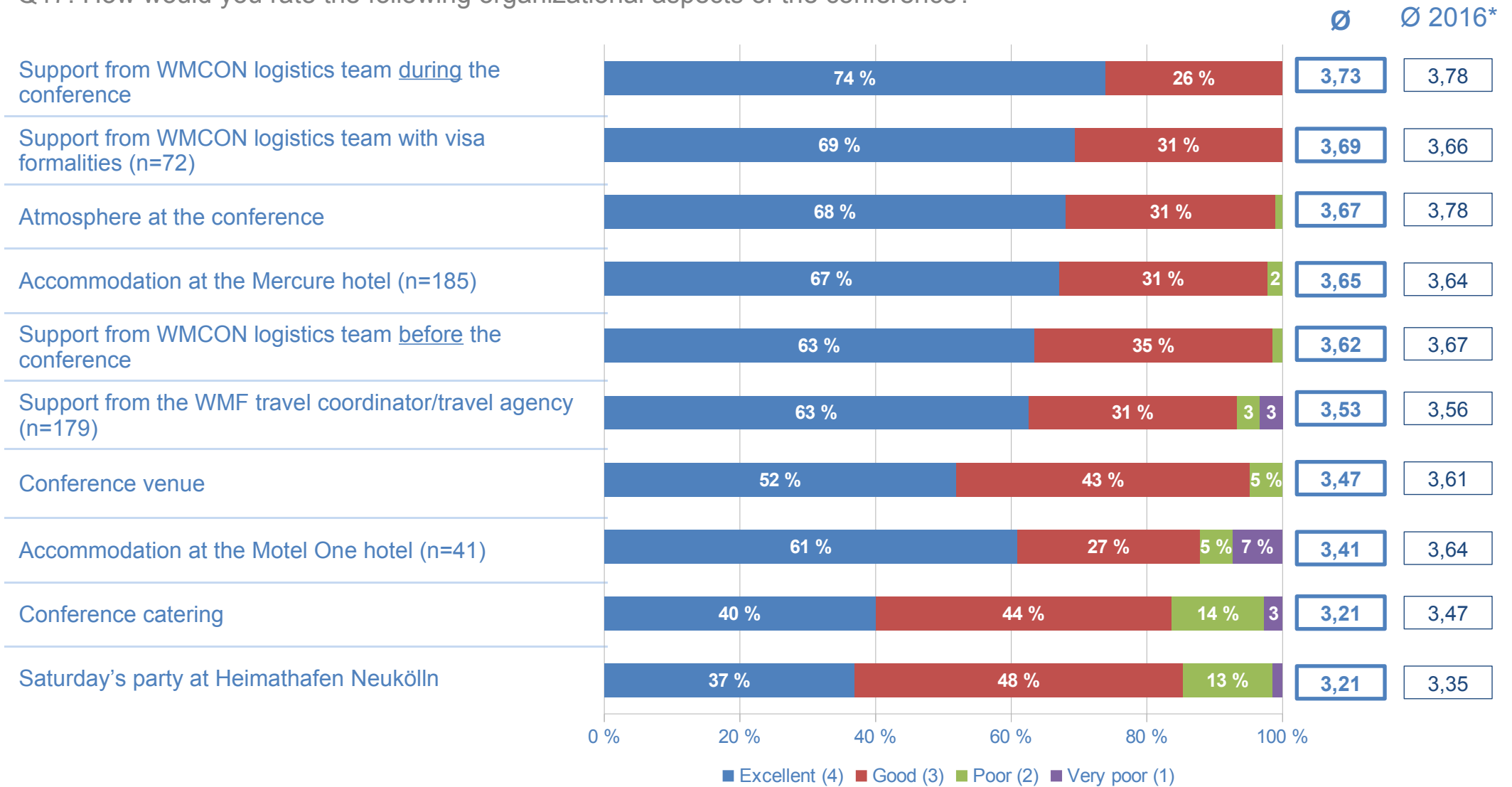
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Organizational Aspects

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Organizational Aspects

Q17: How would you rate the following organizational aspects of the conference?

	Excellent (4)	Good (3)	Poor (2)	Very poor (1)	Ø	Ø 2016*
Support from WMCON logistics team during the conference	74 %	26 %			3,73	3,78
Support from WMCON logistics team with visa formalities (n=72)	69 %	31 %			3,69	3,66
Atmosphere at the conference	68 %	31 %			3,67	3,78
Accommodation at the Mercure hotel (n=185)	67 %	31 %	2		3,65	3,64
Support from WMCON logistics team before the conference	63 %	35 %			3,62	3,67
Support from the WMF travel coordinator/travel agency (n=179)	63 %	31 %	3	3	3,53	3,56
Conference venue	52 %	43 %	5 %		3,47	3,61
Accommodation at the Motel One hotel (n=41)	61 %	27 %	5 %	7 %	3,41	3,64
Conference catering	40 %	44 %	14 %	3	3,21	3,47
Saturday's party at Heimathafen Neukölln	37 %	48 %	13 %		3,21	3,35

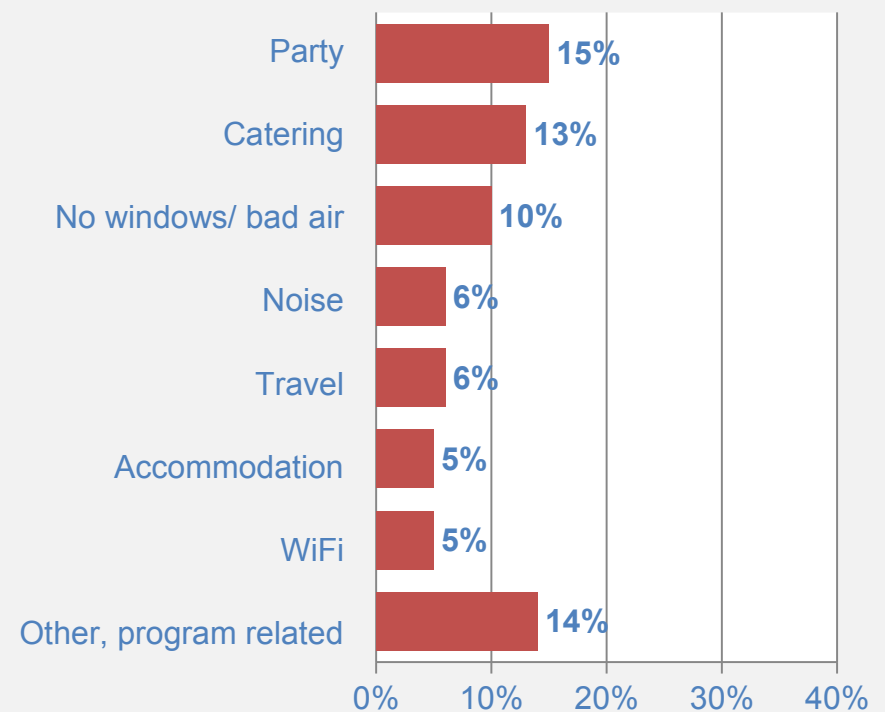■ Excellent (4) ■ Good (3) ■ Poor (2) ■ Very poor (1)

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Organizational Aspects

Q18: Further remarks on the organizational aspects. [open question, multiple answers, n=87]

Positive Comments

Category	Value
Generally positive	37%
Accommodation	6%
Catering	3%
Other	16%

Critical Comments

Category	Value
Party	15%
Catering	13%
No windows/ bad air	10%
Noise	6%
Travel	6%
Accommodation	5%
WiFi	5%
Other, program related	14%
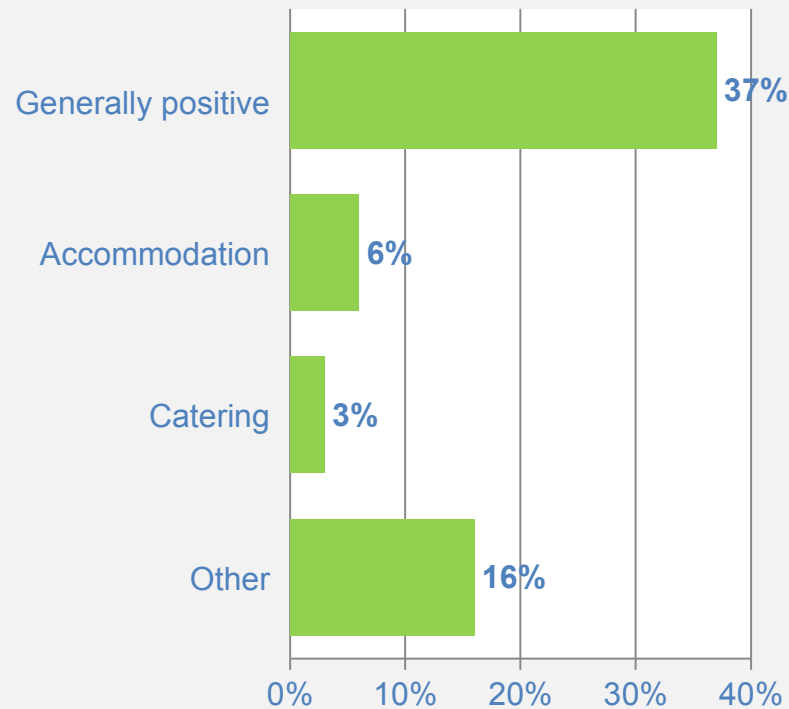
Predominately positive comments. Some critical remarks regarding the Saturday party and its catering, the conference food in general and the air ventilation. Rather rarely: critical comments about accoustics, the accommodation or the WiFi.

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Summary 5 – Organizational Aspects

Organizational aspects:

- As in 2016, the organizational aspects of the 2017 conference received very good ratings: especially the **support by the WMCON logistics team during** (100% 'excellent' or 'good') and **before the conference** (98%) or their help with **visa formalities** (100%) were highlighted. Also perceived very positively: the **overall atmosphere** at the conference (99% 'excellent' or 'good').

- Overall, no major (or significant) differences occurred between the 2016 and the 2017 evaluation of the organizational aspects. The conference catering (84%) seems to be perceived a bit more critically than in 2016. Also, evaluation of the two accommodation possibilities differs slightly.

- In the open comments, positive remarks clearly dominated. Some critical remarks referred to the setting or the food at the Saturday party, the lacking air ventilation in the conference venue and the sometimes noisy room settings.

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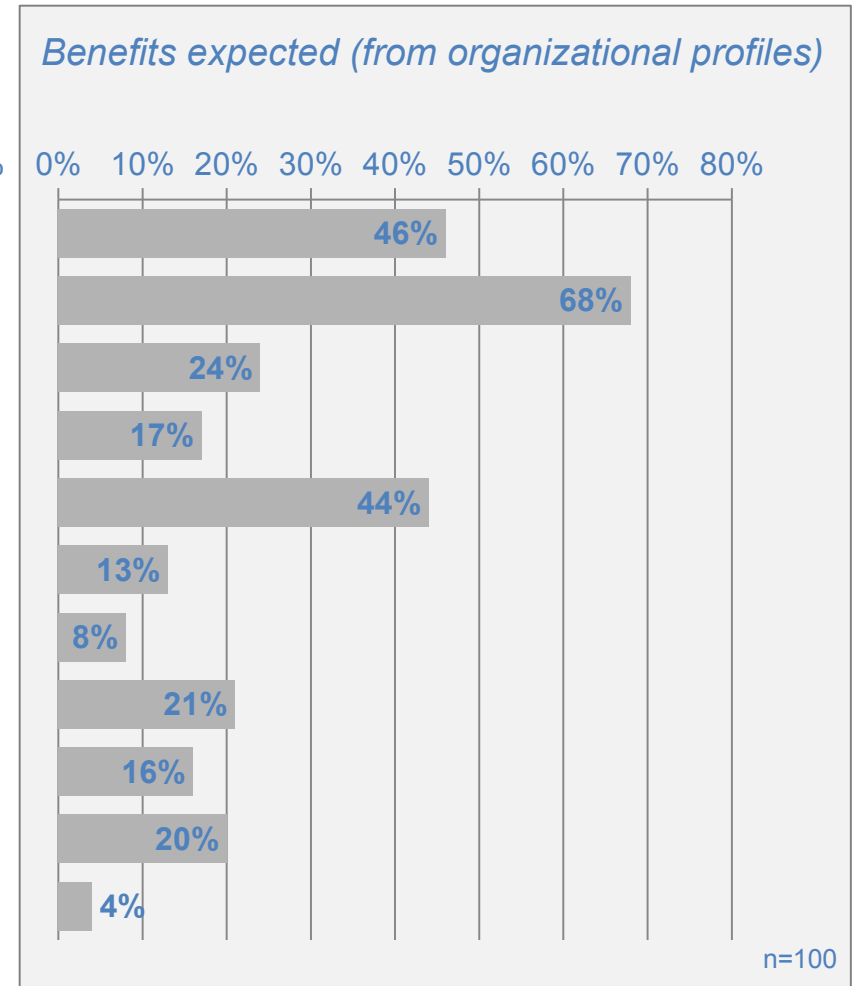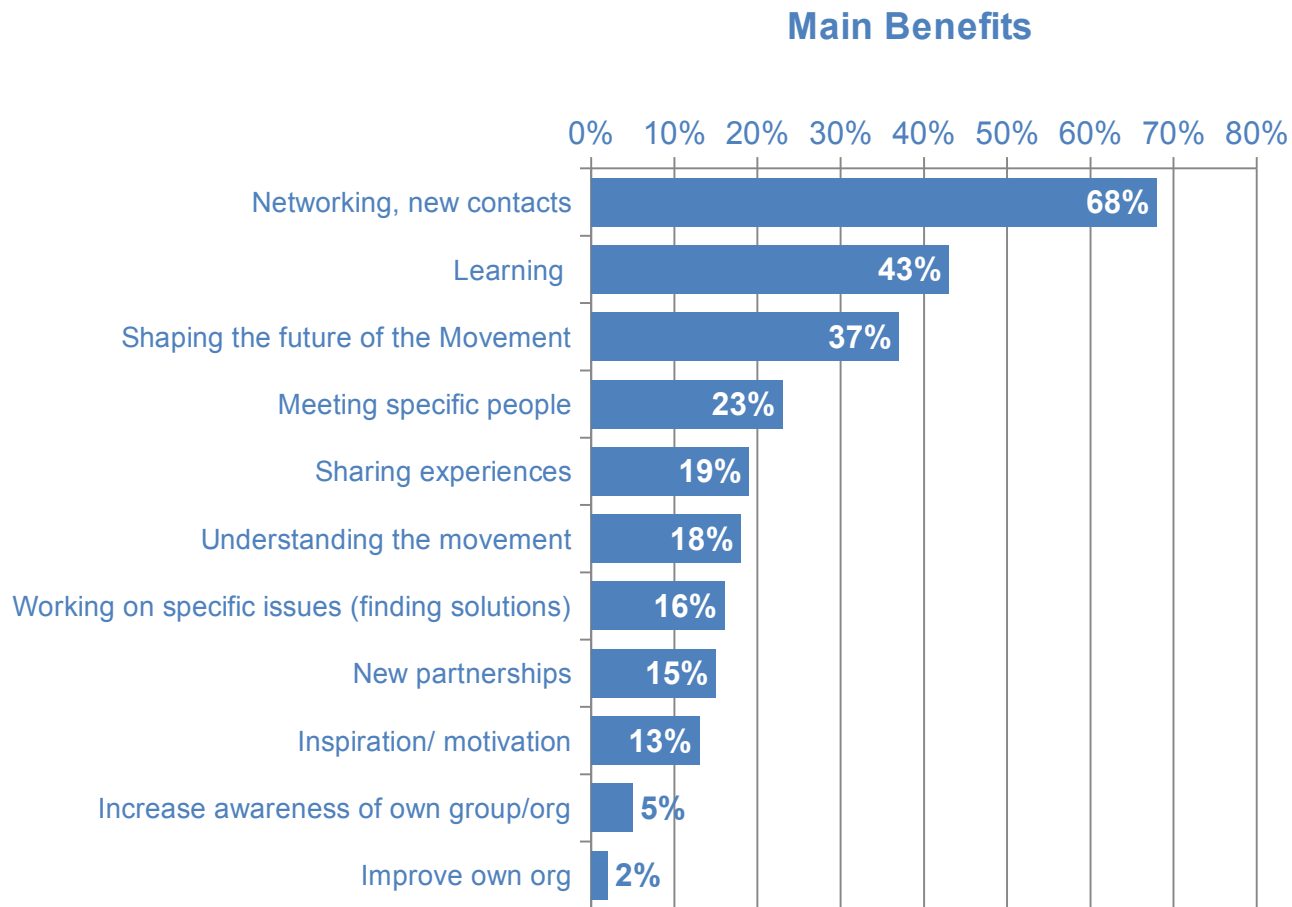C O N F E R E N C E

Overall Evaluation & Outlook

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Main Benefits of the Conference

Q10: From your perspective: What were the three main benefits of attending the conference?
[open question, multiple answers, n=201]

Compared to answers of affiliate organizations before the conference [taken from organizational profile questionnaires filled out by organizations/groups/teams before the conference, n=100]
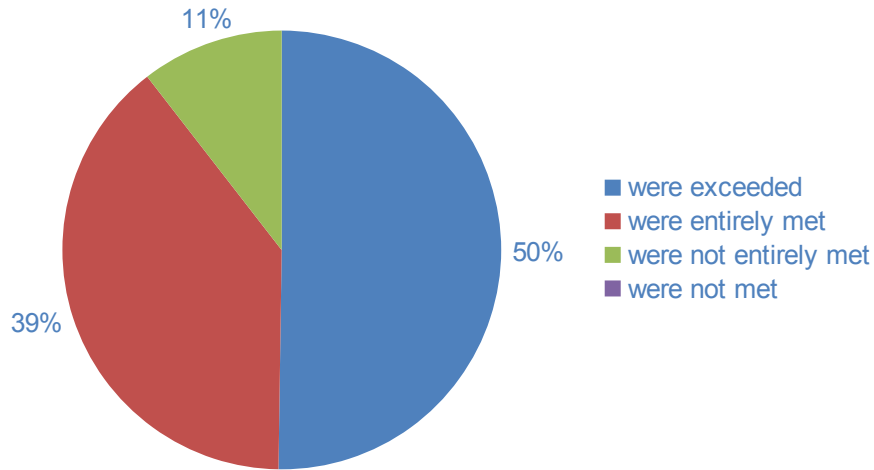
Main Benefits
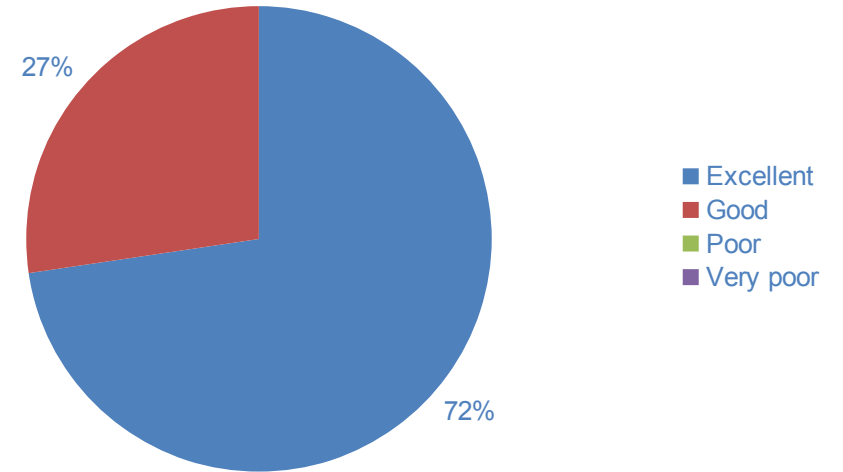
Networking, new contacts	68%
Learning	43%
Shaping the future of the Movement	37%
Meeting specific people	23%
Sharing experiences	19%
Understanding the movement	18%
Working on specific issues (finding solutions)	16%
New partnerships	15%
Inspiration/ motivation	13%
Increase awareness of own group/org	5%
Improve own org	2%

Benefits expected (from organizational profiles)

46%
68%
24%
17%
44%
13%
8%
21%
16%
20%
4%

n=100

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Overall Evaluation

Q11 My expectations towards the conference were… (n=219)
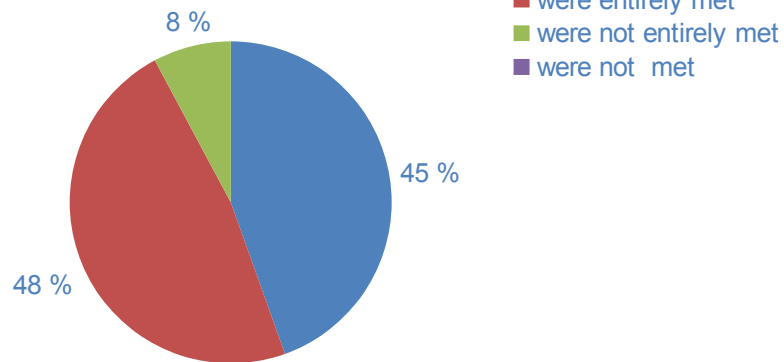Q19: What is your overall rating of the conference? (n=213)
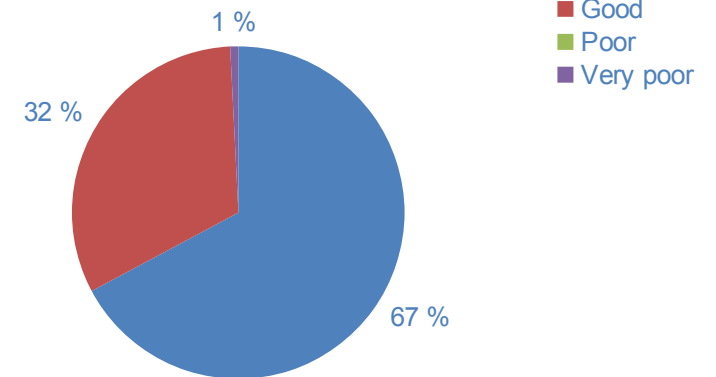
Expectations

- 11%
- 50%
- 39%

■ were exceeded
■ were entirely met
■ were not entirely met
■ were not met

Overall Rating

- 27%
- 72%

■ Excellent
■ Good
■ Poor
■ Very poor

Expectations (WMCON16)

■ were exceeded
■ were entirely met
■ were not entirely met
■ were not met

- 8 %
- 45 %
- 48 %

Overall Rating (WMCON16)

■ Excellent
■ Good
■ Poor
■ Very poor

- 1 %
- 32 %
- 67 %

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Outlook – Wishes for the next WMCON

Example comments

"It was the best conference I ever went to. It was productive, interesting and with a fun rhythm. Keep it up, that's all I can suggest. Thank you very much for all your work."

"Continue the move toward a working conference designed to build on the strengths of the movement."

"To see more participants from Asia and Africa"

"Since 1/3 participants do not speak English, it would be good to translate the work of plenary and sectional sessions synchronously into other languages. This is not a problem, because In the language sections there are good synchro-interpreters."

"Future conferences should continue the trend of bringing in various people not from affiliates but who otherwise have something to contribute. Their presence enriches the conversation."

"Go back to a 200 people model!"

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Summary 6 – Overall Evaluation

Overall Evaluation:

- Learning from the organizational profiles the affiliates and teams filled out prior to the conference: participating organizations mainly expected **connecting & networking**, **sharing of experiences** and **learning** as main conference benefits.

- Networking and learning were also stated as **main benefits after the conference** (Networking, new contacts: 68% / learning: 43%).

- On the one hand, **sharing of experiences** was less prominent at the conference than expected before (prior: 44% / post: 19%). On the other hand, **shaping the future of our movement** was mentioned more frequently as expected (prior: 24%% / post: 37%), as well as **understanding the movement** a bit better (prior: 13% / post: 18%) and **working on specific issues** (prior: 8% / post:16%).

- Generally, **expectations were more frequently exceeded** as in 2016: 50% of the respondents stated that their expectations regarding the conference were even exceeded (2016: 45%). 39% perceived their expectations as entirely met (2016: 48%). 11% stated that their expectations were not entirely met (2016: 8%).

- **Finally**, the conference received an **even better overall rating as in 2016** (and 2015): 72% 'excellent', 27% 'good' (2016: 67% 'excellent', 32% 'good').

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