



WIKIMEDIA
DEUTSCHLAND

Wie können neue Autorinnen und Autoren in der Wikipedia unterstützt werden? Beteilige dich und sage uns deine Meinung zur Willkommenskultur.

Befragung von Wikimedia Deutschland



WMDE Editor Survey 2016: ‘Welcoming Culture’

What's the background?

WMDE Annual Goal:

(For 2016 ... and probably beyond)

Obtain and retain new volunteers / editors (for the Wikimedia projects)



Obtain and retain new volunteers / editors
(for the Wikimedia projects)



Research

- Analysis of existing data/ findings
- External Review
- Expert interviews inside and outside of Wikimedia
- Community dialogue
- **Editor survey**



Planning / Testing

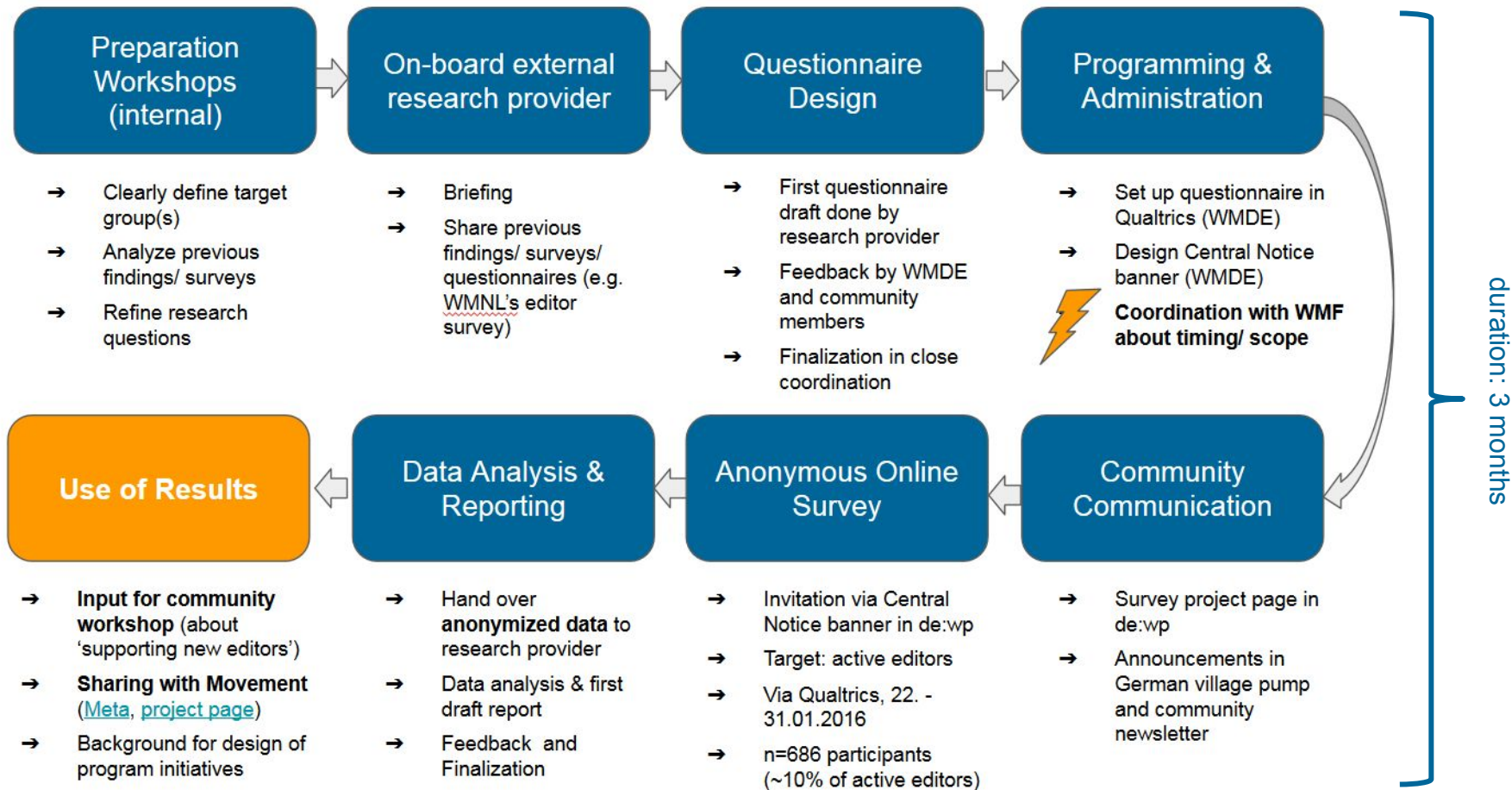
- Design first campaigns/ initiatives/ project modules
- Coordinate with existing editor community
- Test campaigns/ ressources/ community initiatives (with regard to successfully gaining and retaining new editors)



Implementation

- Refine campaigns/ ressources/ initiatives
- Scale up
- Reflect and adapt
- Sustain

How did we do it?



‘Classic’ Editor Survey Questions*:

- *Gender, Age*
- *Wikipedia history / editing frequency*
- *Wikimedia/ Wikipedia activities*
- *Use of communication channels*
- *Attitudes towards newcomers*
- *Attitudes towards gender inequality*
- ...



Specific Research Questions:

- *Perception of welcoming culture by active editors*
- *Commitment of German editor community to support newcomers*
- *Perceived barriers to support newcomers*
- *Evaluation of existing support services for newcomers*
- ...

**Mostly inspired by WMNL’s 2015 Editor Survey.
Thank you very much, fellow Wikimedians!*

Questionnaire Design: Involve Community Members!

We invited 4 community members to review the first draft of the questionnaire



We received detailed feedback - and valuable suggestions for optimization!



WMDE and the external research provider learned a lot,
which in turn helped us to rephrase questions



Questionnaire was more to the point → very high completion rate

Target Group

- Active Editors in de:WP
- Work-around for Central Notice Targeting
 - Registered for minimum 6 months
 - Average >5 edits per month
 - Logged in users only

Response

- n=686
- High level of participation
 - Initial survey deadline could even be antedated
- Many & diverse answers to the open questions

Questionnaire

- 19 Questions → quite short ;-)
- 17 closed, 2 open questions ([Link](#))
- Survey duration approx. 15-20 min
- Data collection: January 22nd - February 1st
- Invitation via Central Notice [banner](#)

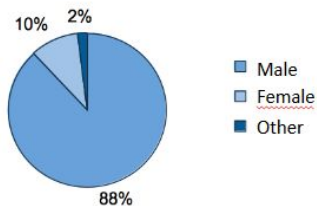
Analysis

- Descriptive Analysis of closed questions
 - Split by subgroups: gender; age; year's active; editing activity level; willingness to support newcomers
- Qualitative Analysis of open questions

Profile of participants

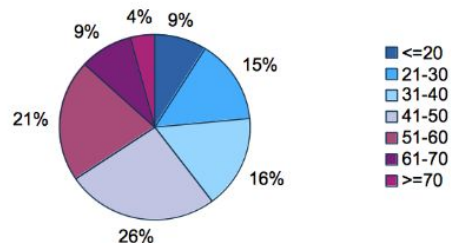
Gender

n=675

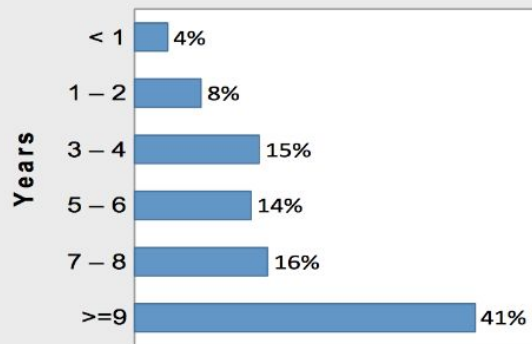


Age

n=677

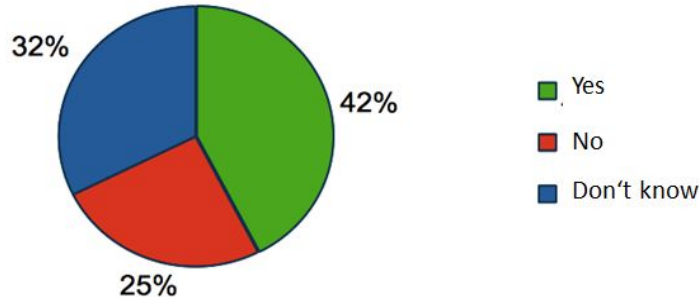


Since when have you been active within Wikipedia or sister projects? [n=684]



Corresponds to profile of the active German de:WP community - target group was reached

Are you willing to support new editors in 2016? (n=686)



Research Questions:

What's the commitment of our existing editors in terms of supporting new editors?

Is there any potential to involve them in support structures for new editors?

Learnings for upcoming recruitment initiatives

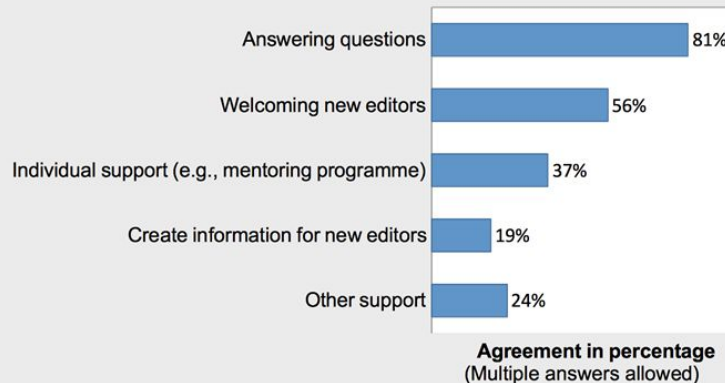


There are potential allies among the editing community: a **majority of editors** (yet undecided or already committed) who are **willing to support new editors!**

The 'no' sayers are a minority!

Which kind of support would you like to offer to new editors?

[n=290]



Research Question:

What are support tasks editors are willing to engage in?

Learnings for upcoming recruitment initiatives

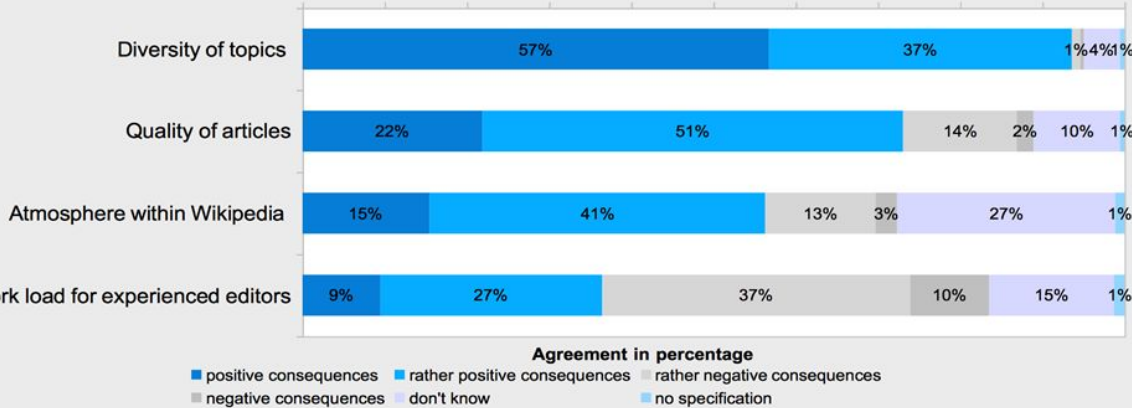


Answering general questions and **welcoming newcomers** are potential tasks the existing editors like to take over.

Setting up **resources for information** and more time-consuming **individual support** of newcomers might rather be the **scope for chapter activities**.

Some Results...

In your opinion, which consequences would an increase in new editors bring about regarding the following aspects? [n=686]



Research Question:

What are the pros and cons of 'more new editors' from an editor's perspective?

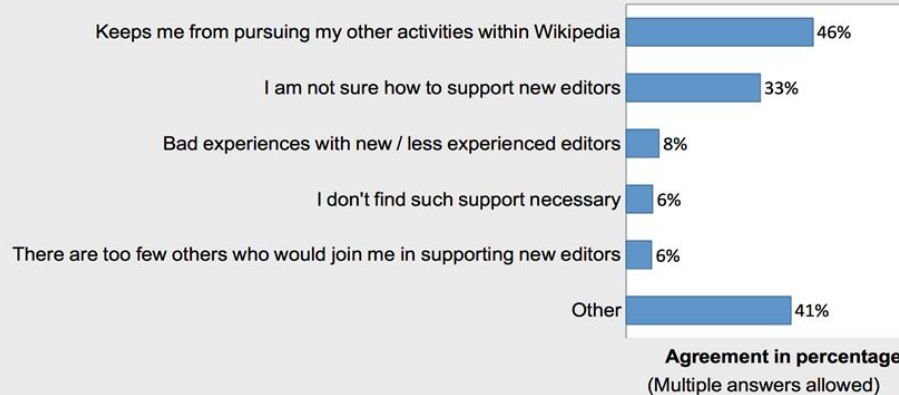
Learnings for upcoming recruitment initiatives



Especially the **'diversity of topics'** (and partly also 'quality of articles') could be **potential drivers to address the recruitment of new editors** in a positive way.

A **higher workload** for experienced editors is **one main barrier** against an increasing inflow of new editors, and thus **has to be minimized** when addressing the issue.

What keeps you from offering support to new editors? [n=385]



Research Question:

Which barriers exist in terms of engaging in support of newcomers?

Learnings for upcoming recruitment initiatives

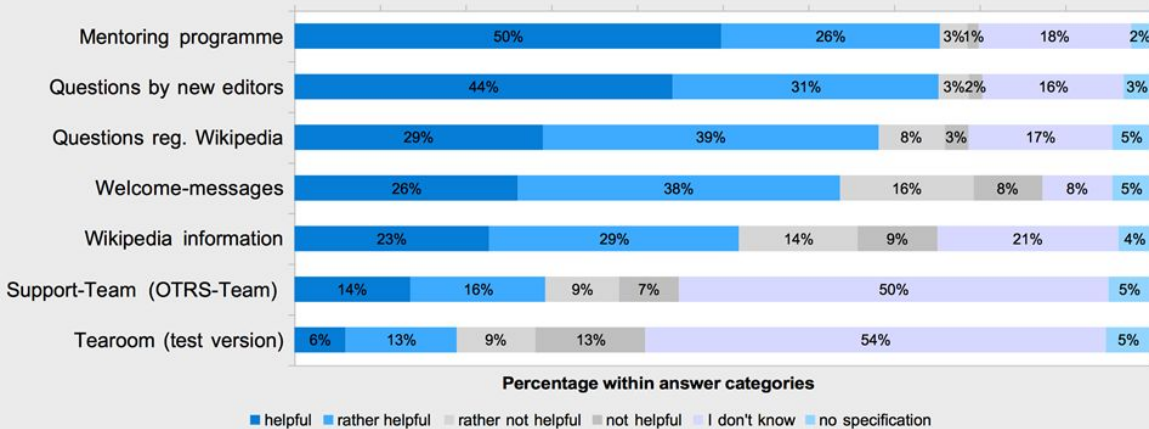


We have to keep in mind: existing editors are deterred by the **fear of additional workload** which might keep them away from their actual Wikipedia work!

Also: **lack of clarity** how they can support new editors.

Some Results...

How helpful do you find the different options to support new editors? [n=686]



Research Question:

Which support options for new editors are seen as useful/ helpful?

Learnings for upcoming recruitment initiatives



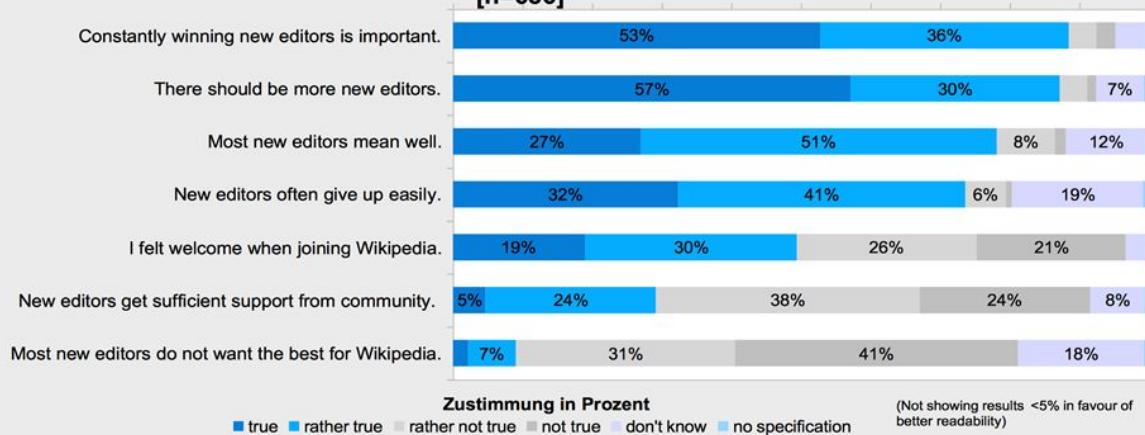
Status quo: especially the [mentoring program](#) and the [‘questions by new editors’](#) site are top of mind.

Other already existing services are either polarizing in terms of their usefulness or unknown.

Some Results...

To what extent do you agree with the following statements regarding new editors at Wikipedia?

[n=686]



Research Questions:

How do de:WP editors view new editors?

Are there any differences to other language projects/ surveys visible?

Learnings for upcoming recruitment initiatives



A large **majority understands the importance** of an ongoing inflow of new editors.

Perceptions of new editors show a **similar profile as in other editor surveys** (e.g. survey conducted 2015 by WMNL).

There seems to be an **awareness of the partly insufficient support** for new editors.

Are you willing to support new editors in 2016?
(n=677)

Willingness/ Age (n)	Yes	No	Don't know
20 years or younger (n=60)	47%	13%	40%
21-30 (n=99)	43%	24%	32%
31-40 (n=110)	44%	29%	27%
41-50 (n=175)	44%	30%	26%
51-60 (n=144)	40%	23%	38%
61-70 (n=61)	43%	23%	34%
70 years or older (n=28)	25%	36%	39%

Research Question:

Is the willingness to support newcomers limited to certain age groups?

Learnings for upcoming recruitment initiatives



We **don't have to target specific age groups**. All age groups show a similar willingness to support new editors (to some degree).

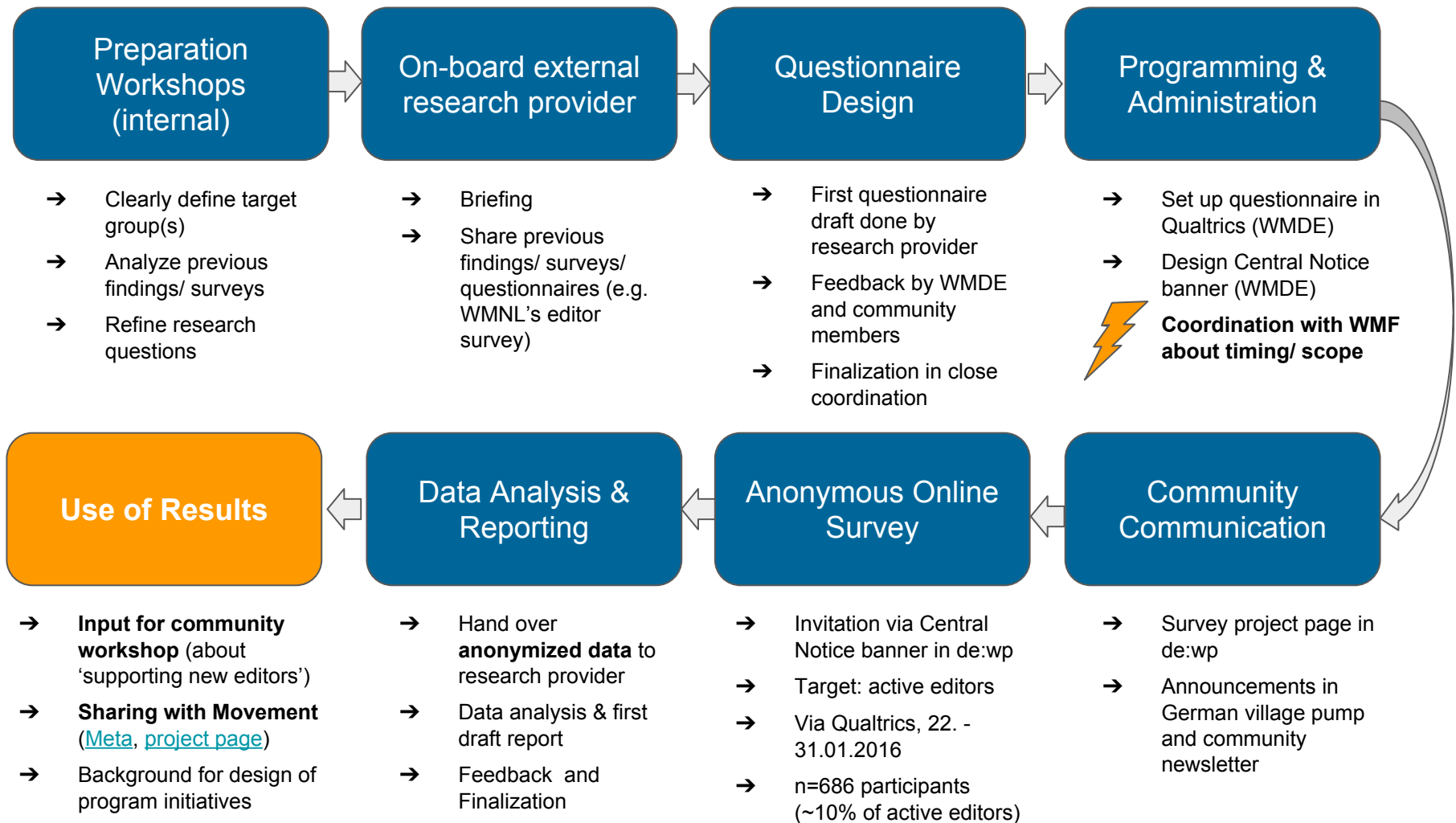
General Learnings for Survey Projects

- ★ Spend sufficient time on a proper definition of your research questions and intended research target groups.
- ★ Try to focus! (on a limited set of research questions / on only one group)
- ★ Involving your community (e.g. in questionnaire design) helps a lot!
- ★ Make sure to coordinate with others who plan to use Central Notice at the same time.
- ★ Let the people know: communicate about your survey project with the people involved.
- ★ Include information on data privacy on your project page.
- ★ Make sure to have a plan set how to work on with the results of a survey.
- ★ Know your target group and their communication behaviour.

Thank You!

Let's talk...

Backup



Resources

- [Project Page on Meta](#)
- [Project Page in de:WP](#)
- [Questionnaire](#)
- [Full Report](#)