

Wikipedia 20 Rapid Grants survey report



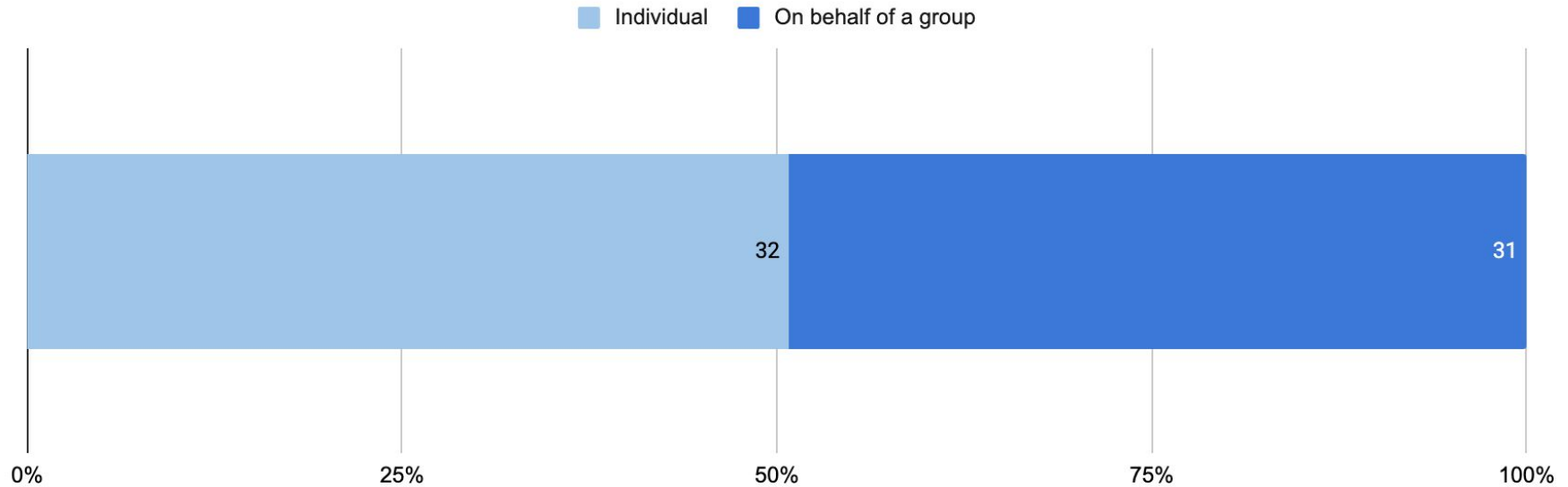
WIKIMEDIA
FOUNDATION

This survey was conducted from 16th to 30th September 2020 to inform the Wikimedia Foundation teams working on supporting the Wikipedia 20 celebration events around the world. The survey has recorded 130 responses of which 63 were complete.



Individual Vs. group representation

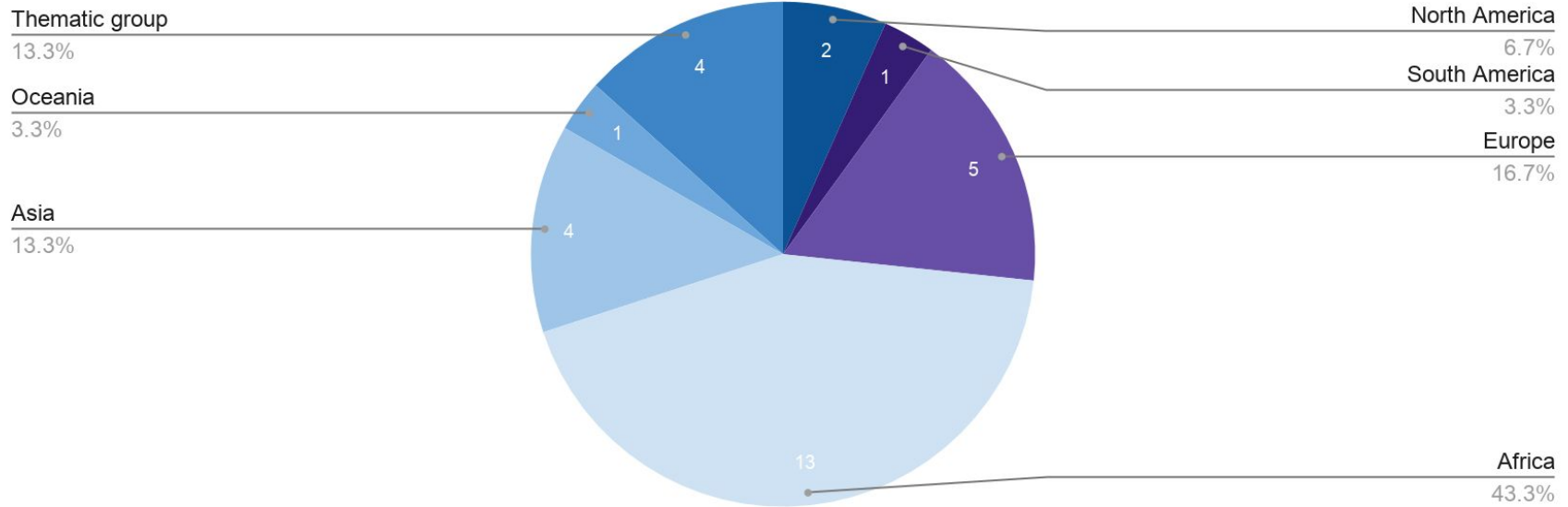
Are you responding as an individual or on behalf of a group?



- Nearly half of respondents (51%) are responding on behalf of an affiliate, a community or a group.

Geographical location

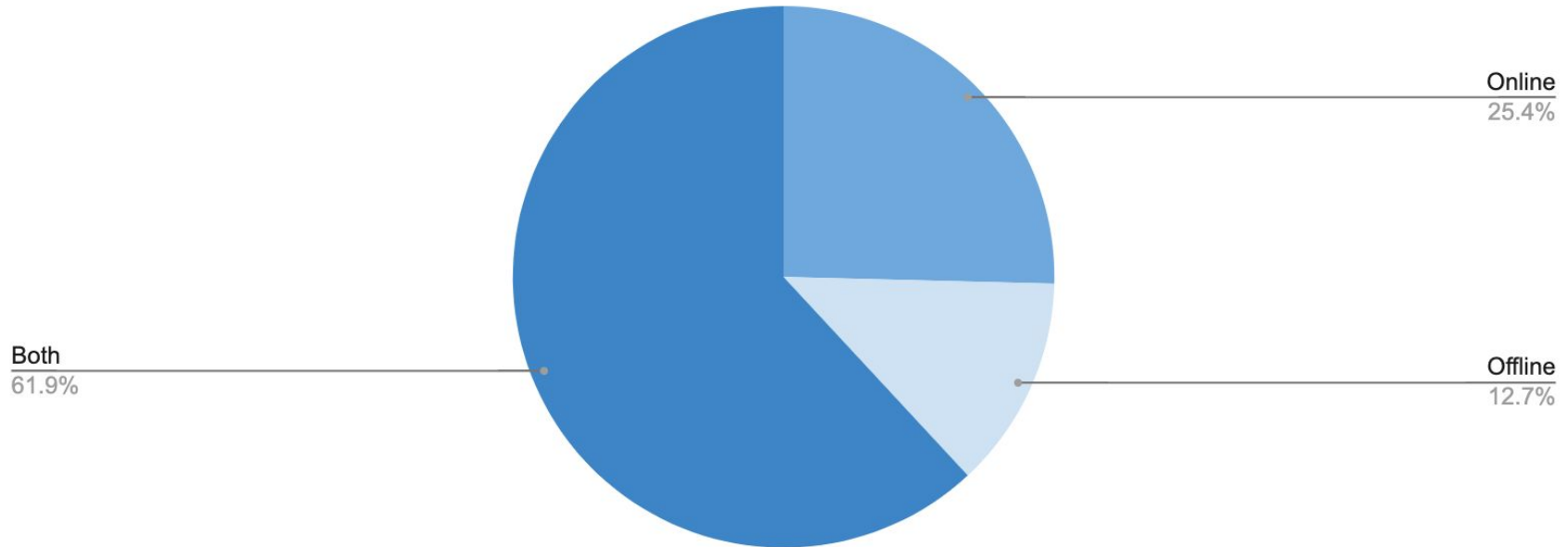
Where are the represented groups located?



- Africa was the continent with most groups represented in the survey with 13 groups, followed by Europe, Asia and thematic groups

Online events Vs. offline events

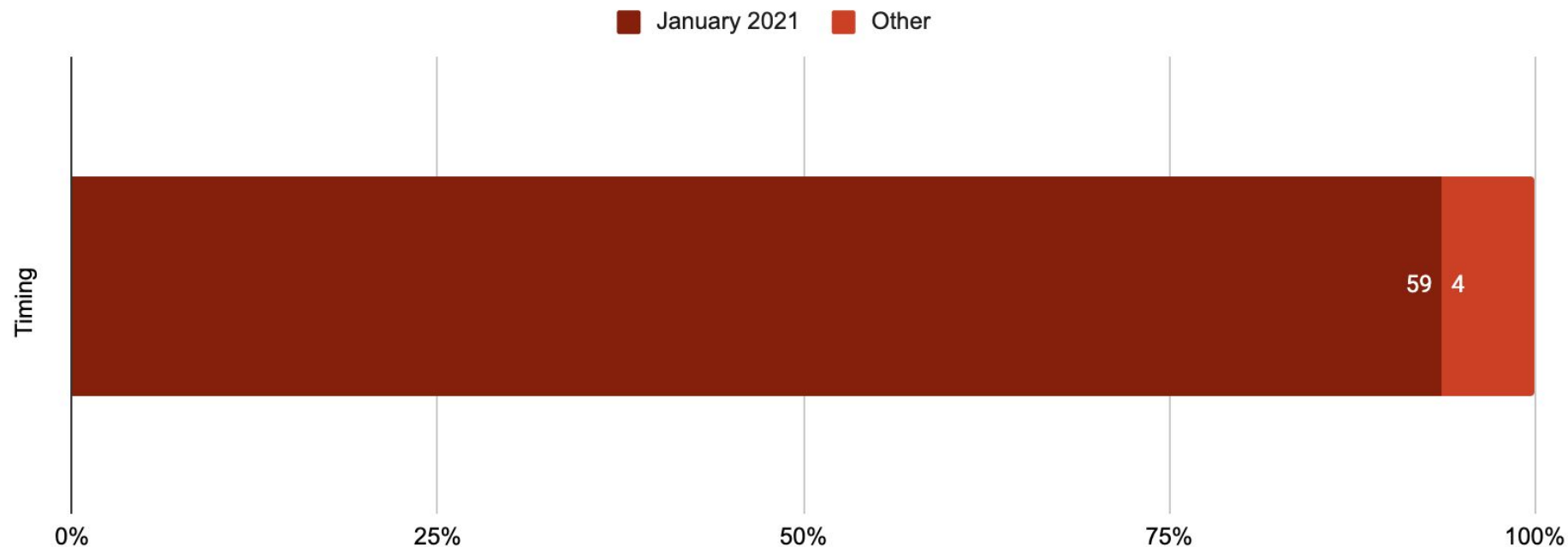
Is your event going to include online, offline or both activities?



- Most survey respondents chose to hold events including both online and offline activities.
- **Note:** Offline events provide a better opportunity for documentation and media outreach but will all require risk assessment due to the global conditions.

Event timing

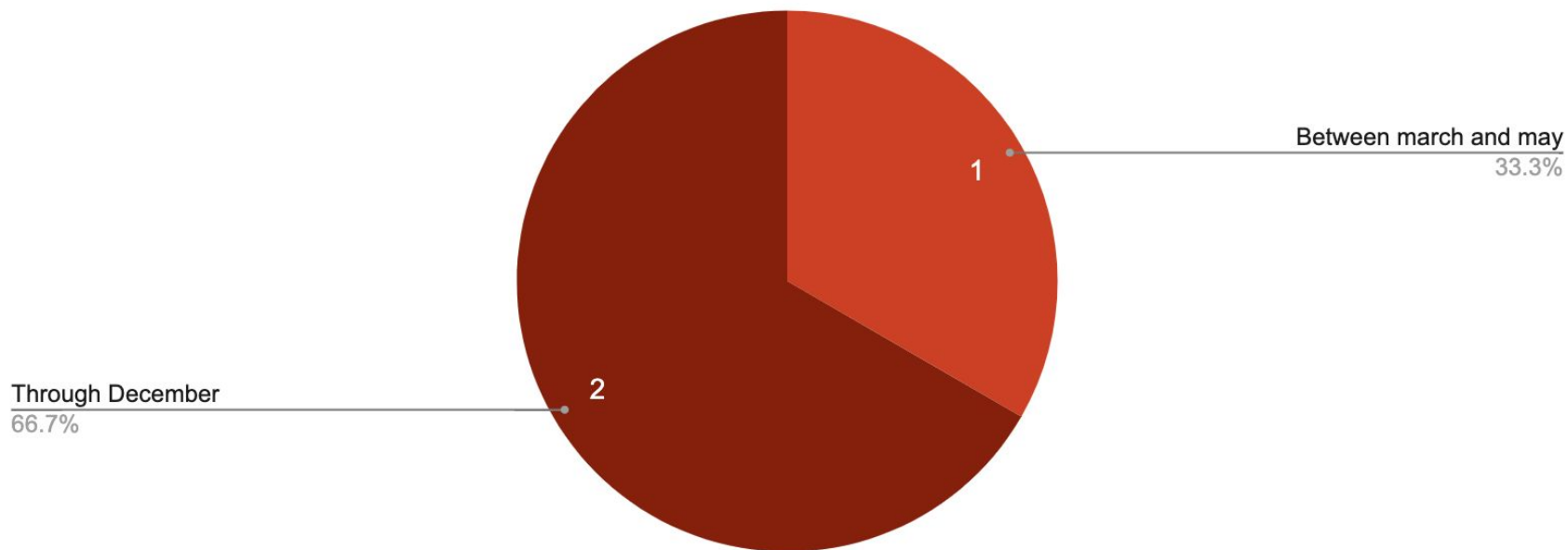
When are you planning to hold your WP20 celebration event?



- The majority of respondents (94%) said they are holding their events in January 2021 except for 4 respondents (6%).

Event timing

If not in January 2021, when are you holding your event?



- Only four respondents said they are holding their events after January 2021. Three of those provided other dates for the celebration.

Why are event organizers planning their events after January 2021?

The majority of respondents said they are planning their events during the month of January 2021 with the exception of four respondents. Three of them stated the following reasons:

Having a better opportunity to celebrate at a certain time of the year

- “ There is the [fair name], a book, arts and digital fair for young people. [celebrity name] is the promoter of this Fair and there is a partnership between the Fair and [our user group]

”

Having a better opportunity for outreach/awareness by extending the celebration time

- “ we want to use the year to increase the awareness of wikipedia by keeping a constant flow of information online ”

Why are event organizers planning their events after January 2021?

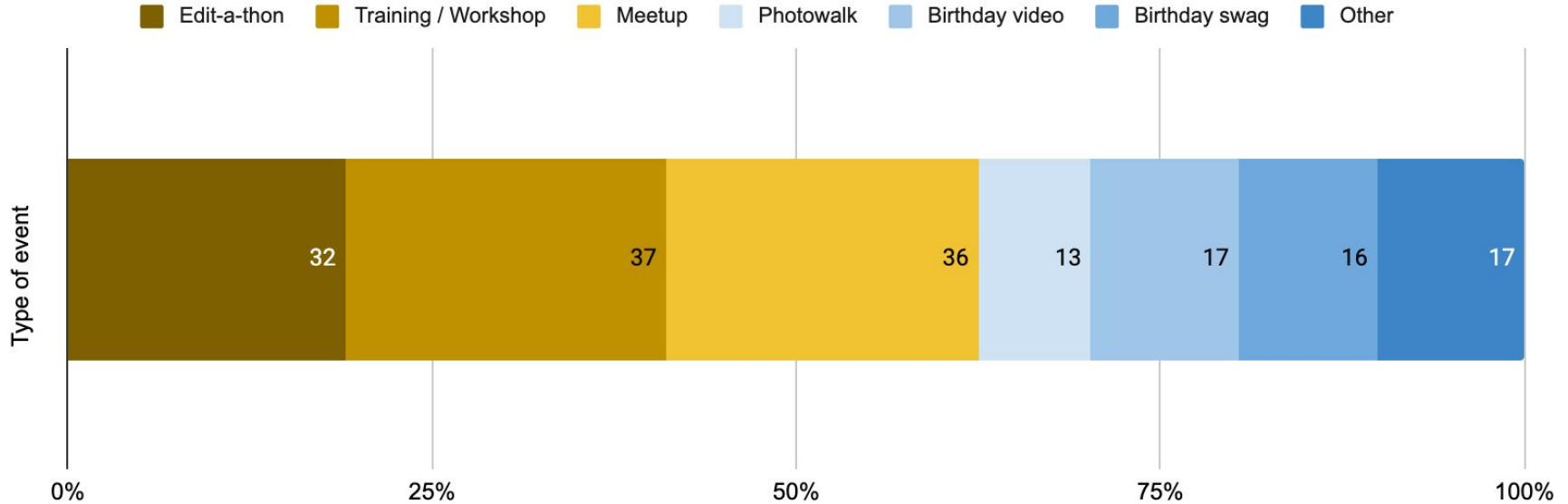
Getting more time to prepare for their event, especially with the ongoing global pandemic

“ Pour nous donner un temps idéal de préparation, puisqu'il y a plusieurs inconnus liées à l'évolution de la Covid19 mais aussi aux élections présidentielles. ”

Translation: To give us an ideal preparation time, since there are many unknowns related to the evolution of the Covid19 but also in presidential elections.



What type of event are you planning to hold?



- Training events, meetups and editathons are the types of events respondents are planning to hold the most, while photo walks are the least mentioned.

What other types of events respondents said they would like to hold?

- Media outreach, press conferences, news, publications. 📎 3
- Thematic celebrations. 📎 1
- Launching events or software release. 📎 2
- Virtual events, social media campaigns, etc. 📎 2
- Other offline events including hackathons, seminars, exhibitions, panels, talks, presentations, etc. 📎 4
- Not certain yet/ haven't planned something. 📎 2

* 📎 Number of times the option was mentioned

What other types of support respondents said they need?

WMF support and guidance on holding online events.

 15

- “ We will appreciate to have some expert guidance on what to do or focus on before, during or even after the celebrations. Wikipedia 20. ”

“ Help from a certain foundation team/movement personality. ”

 7

A text or video with remarks on the celebration from the team or head & founder of the Foundation. ”

Information about the history of Wikipedia and/or updated stats to share with the community. ”

 9

- “ Are there any archives, supports which trace the history of Wikipedia? Its evolution over time? The personalities who are at the base? ... ”

“ Physical/virtual swag. ”

 6

Good ideas of cheap swags to make and distribute to local communities. ”



