Wikimedia Conference 2016

Results of the feedback survey

Wikimedia Conference 2016

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Wikimedia Conference 2016

Data Collection

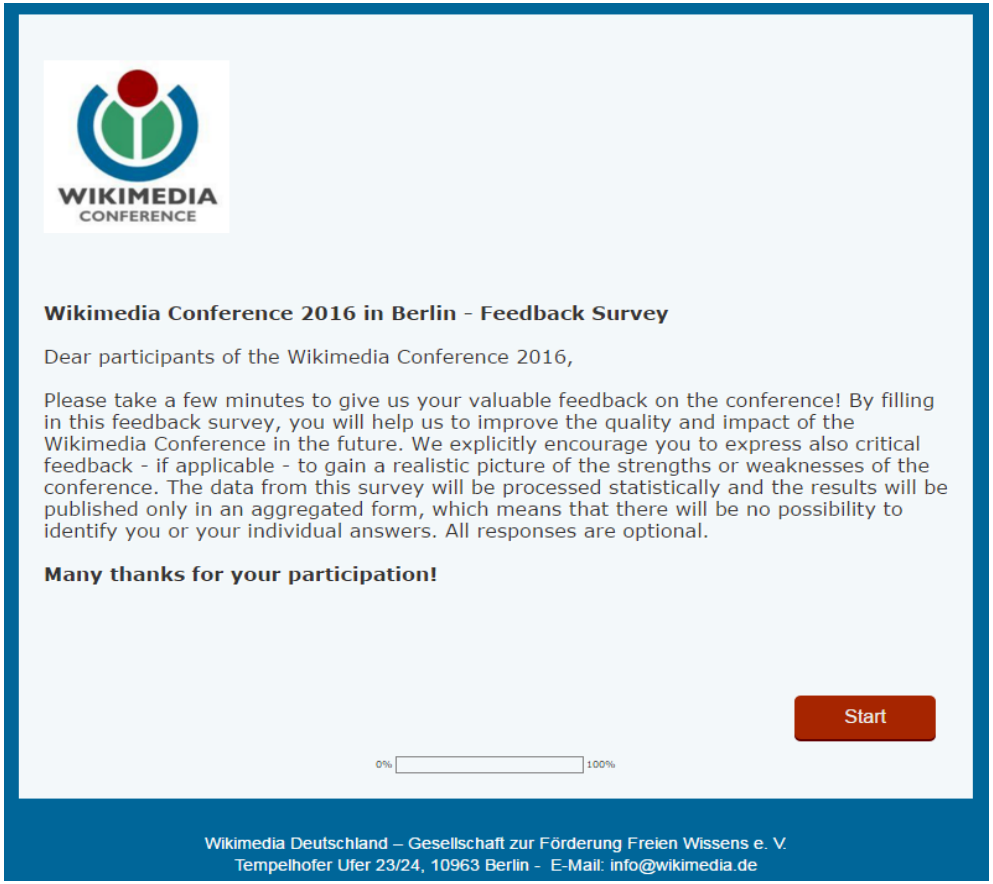
WIKIMEDIA DEUTSCHLAND

Methodology:

- Online feedback survey via Qualtrics
- Questionnaire on Wikimedia Commons

Data collection:

- April 24th – May 6th 2016 (after closing of the Wikimedia Conference 2016)
- Conference participants (registration): 202
- Participants invited to the survey via email: 194
- Two reminder emails
- Completed questionnaires: n=128 → 63 % of conference participants
  (2015 survey: 67% of participants)



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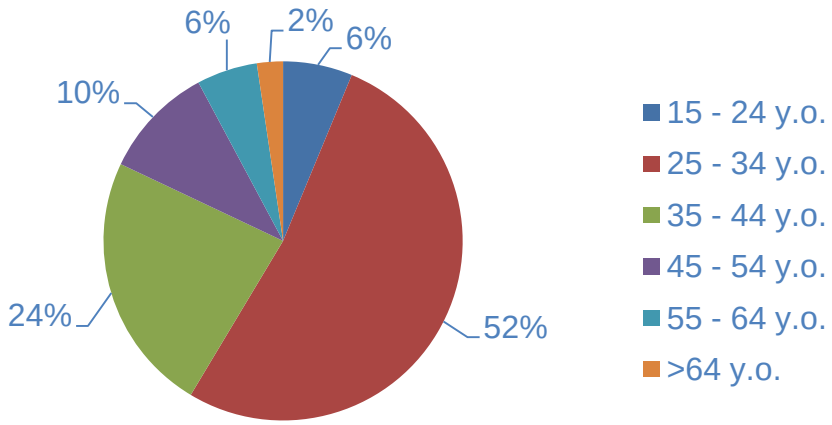
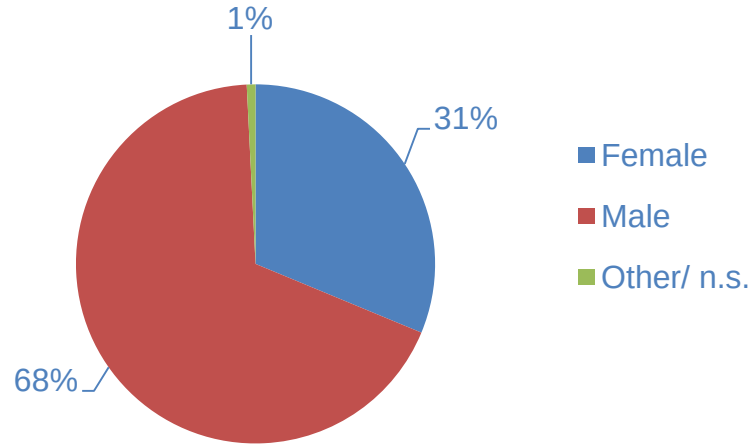
Background of respondents - 1

Q1.1: Age



Q1: What is your age? (n=128)

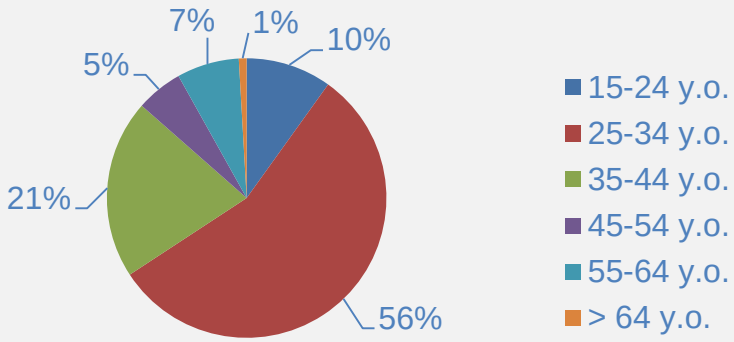
Q1.2: Gender



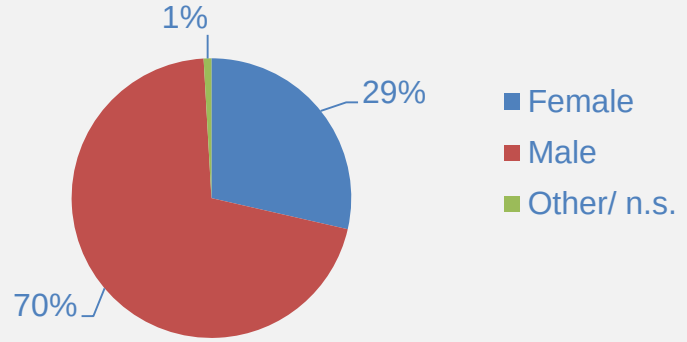
Q2: What is your gender? (n=128)

WMCON 2015:

Age



Gender



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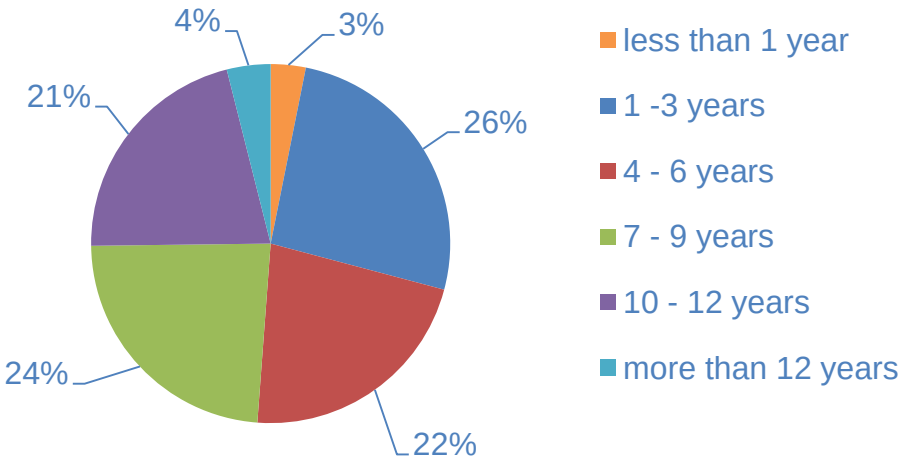
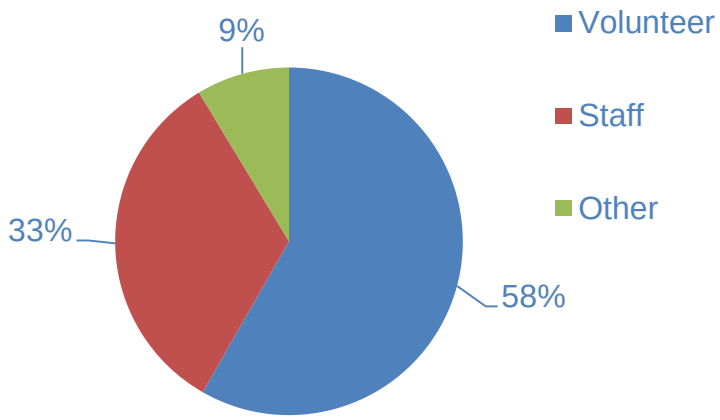
Background of respondents - 2

Q2: Years of Involvement



Q3: For how many years have you been involved in the Wikimedia movement? (n=128)

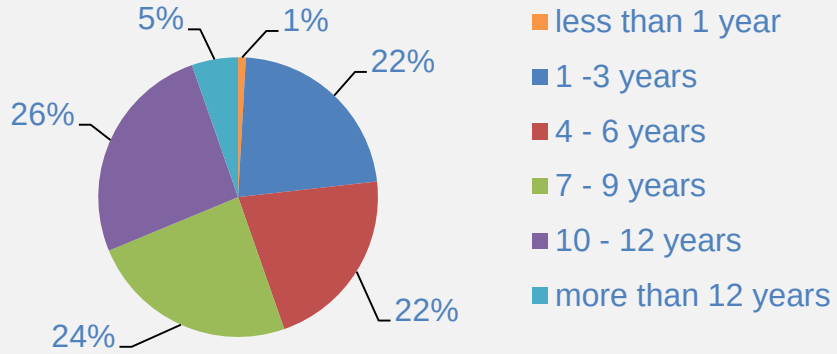
Q3: Occupation



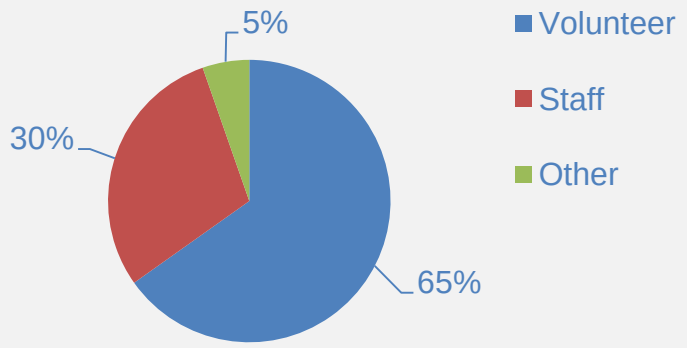
Q4: Are you … [Volunteer – Staff – Other]? (n=127)

WMCON 2015:

Involvement



Occupation



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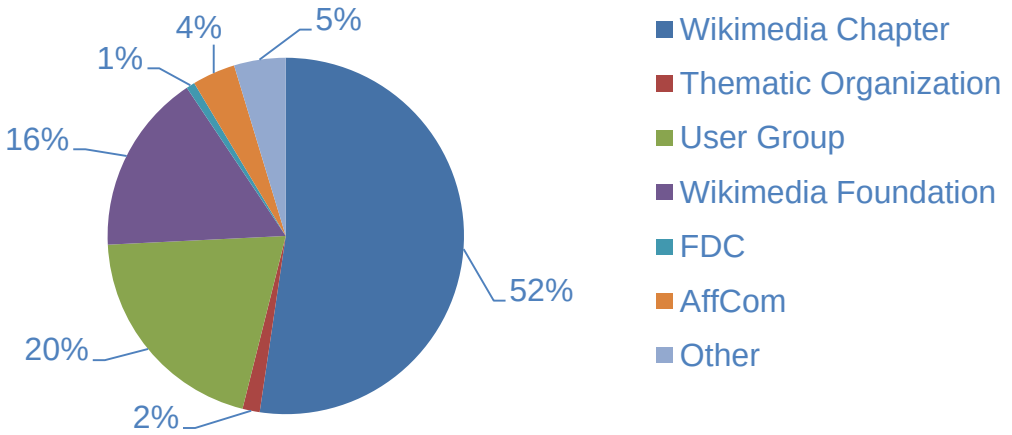
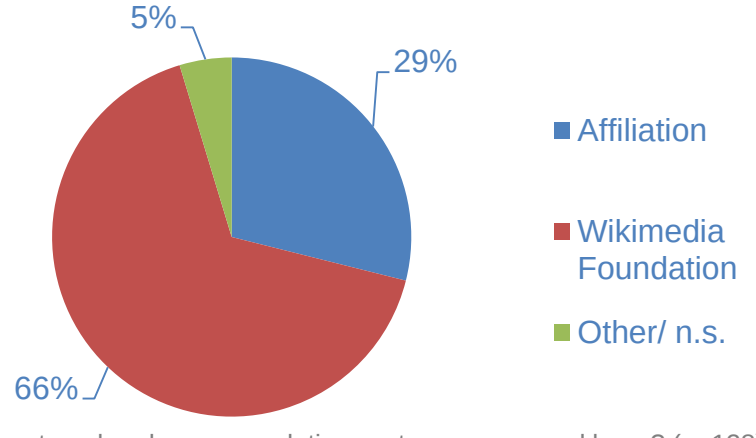
Background of respondents - 3

Q4: Main Affiliation



Q5: What is your main affiliation? (n=128)

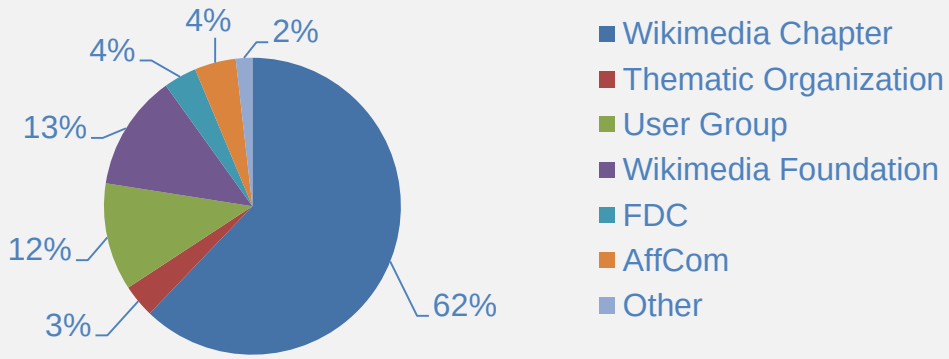
Q7: Travel Costs



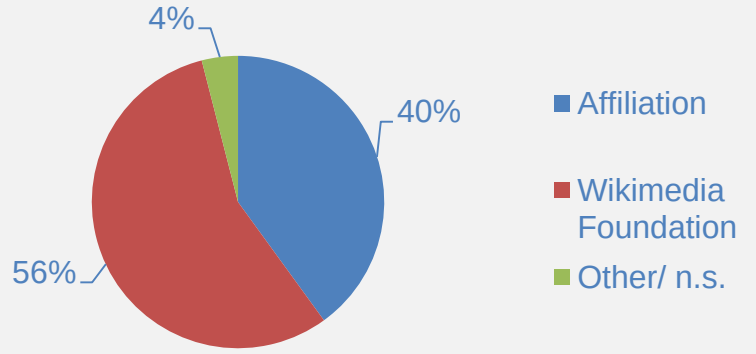
Q7: Your travel and accommodation costs were covered by... ? (n=128)

WMCON 2015:

Main Affiliation



Travel Costs



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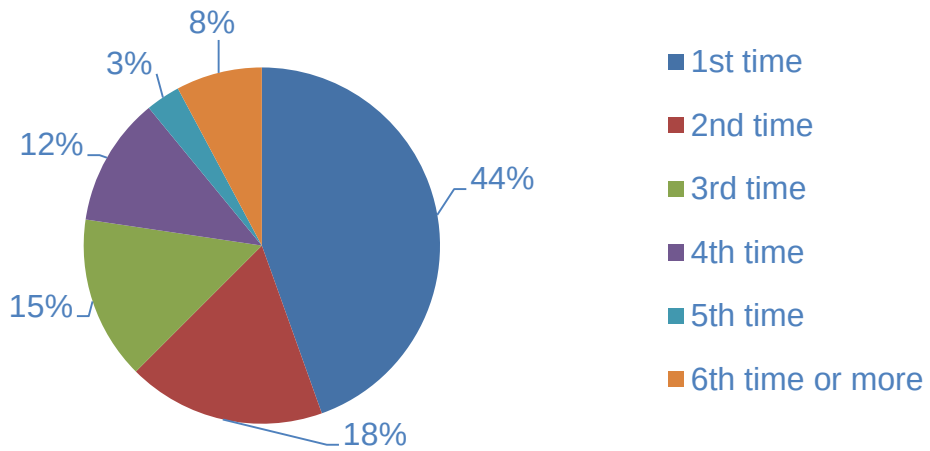
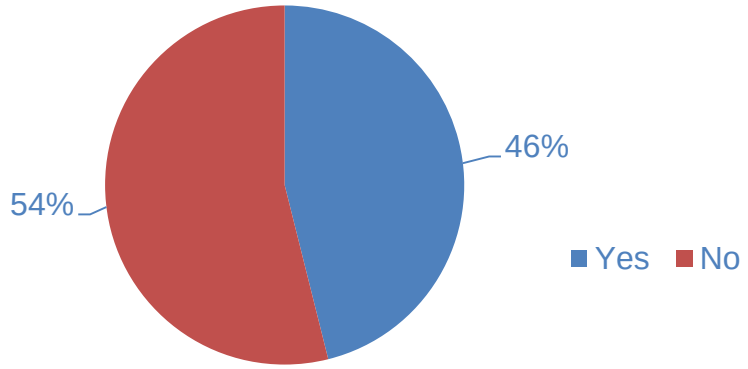
Background of respondents - 4

Q6: Total Conference Attendances



Q6: How many times (incl. this year) have you attended Wikimedia Conference (formerly known as “Chapter`s Meeting“)? (n=128)

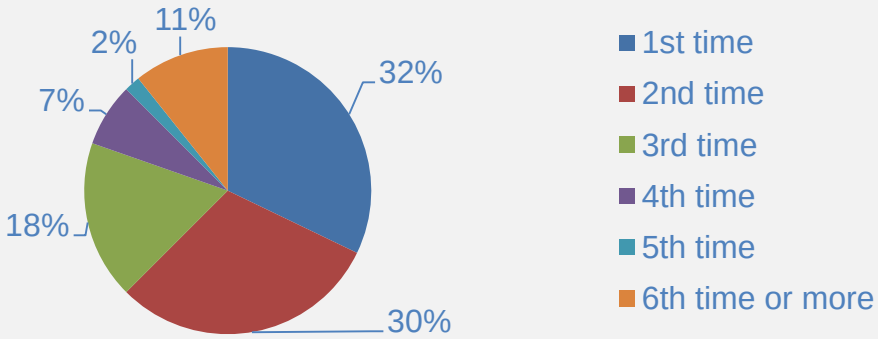
Q5: Conference Attendance 2015



Q5: Have you attended last year‘s Wikimedia Conference in Berlin? (n=128)

WMCON 2015:

Total Conference Attendances



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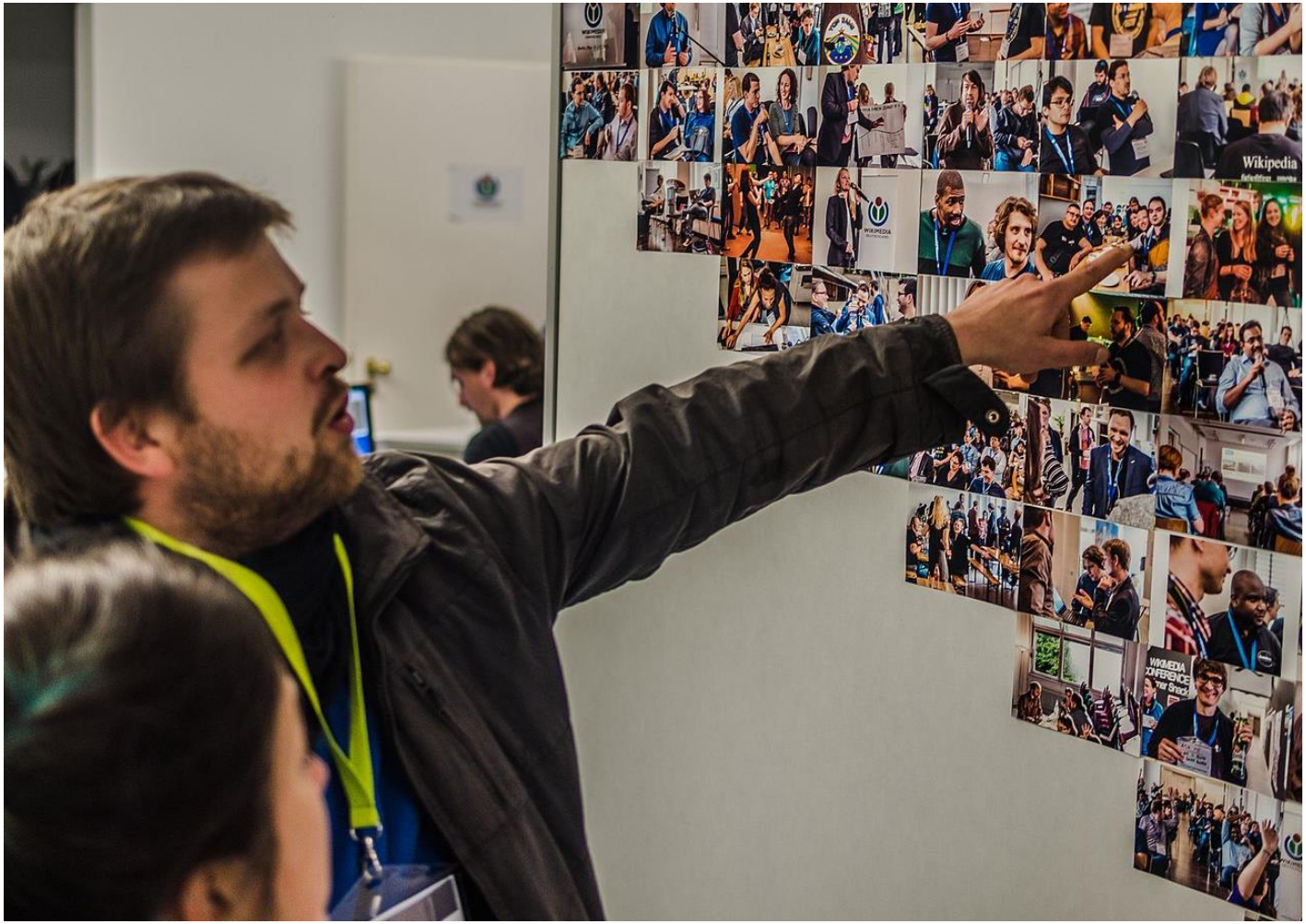
Summary 1 – Background of Participants

Background of participants:

- This year's participants tended to be **slightly younger** and **somewhat newer to the movement** (29% being three or less years involved with the movement vs. 23% in 2015).
- As in 2014, there was a **large proportion of first time participants** (2016: 45%, 2015: 32%, 2014: 49%). On the other hand, at least 54% of the 2016 participants have also attended the 2015 conference.
- The **proportion of female participants marginally increased** (2016: 31% vs. 2015: 29%).
- Like in 2015, due to the eligibility criteria and the rising number of User Groups, there also was a **further increase in representatives of User Groups** at the conference (2016: 20%, 2015: 12%).

Looking Back



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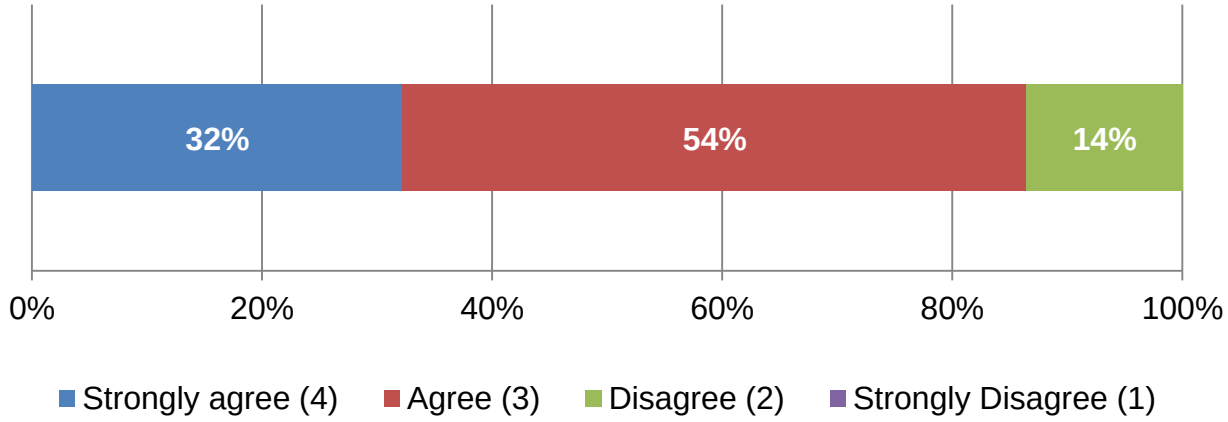
Looking back - 1

Q8.1: If you **reflect on last year's Wikimedia Conference** and your activities in the time between WMCON15 and WMCON16: To what extent do you agree or disagree to the following statement? (n=59)
[Filter: This question was only displayed if participants attended last year's conference (Q5)]

The 2015 conference **led to tangible outcomes** for me and my work in the Wikimedia movement.

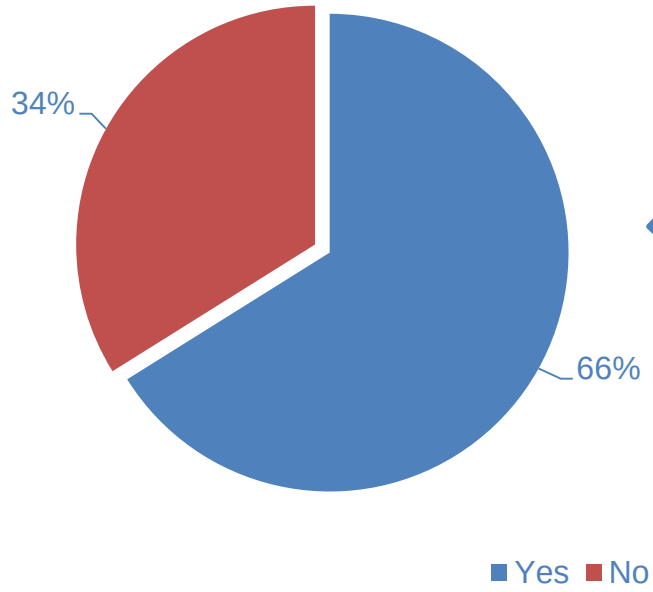


86% of respondents who attended both WMCON15 and WMCON16 experienced tangible outcomes of the 2015 conference for their Wikimedia work.

Wikimedia Conference 2016

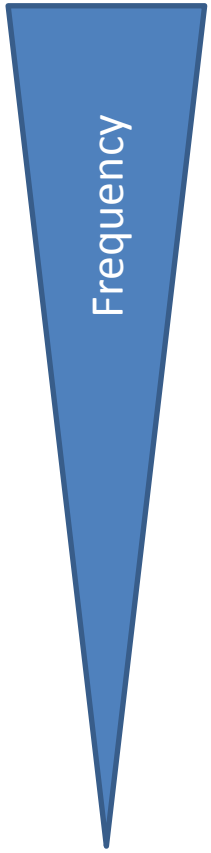
Looking back - 2

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=59)]



Q8.3 Which initiative(s) did you pursue? (*Examples*)
[Filter: Only displayed if Q8.2 "Yes"]

- Movement policies/ movement relations
- Working on specific projects/ new ideas
- Peer-to-peer support
- Regional cooperations
- Internal capacity building
- Learning initiatives



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Summary 2 – Looking Back

Looking back at the 2015 conference:

- **86% of the respondents who attended both WMCON15 and WMCON16 experienced tangible outcomes** of the 2015 conference for their Wikimedia work (32% “strongly agree”, 54% “agree”).
- **66% of these respondents stated also having pursued concrete initiatives** they had joined or started in the aftermath of the 2015 conference. Most of the initiatives mentioned focused on **engaging in movement policies/ movement relations**, working on **specific projects and new ideas**, **peer-to-peer support** with other affiliates and regional cooperations.

Content & Program

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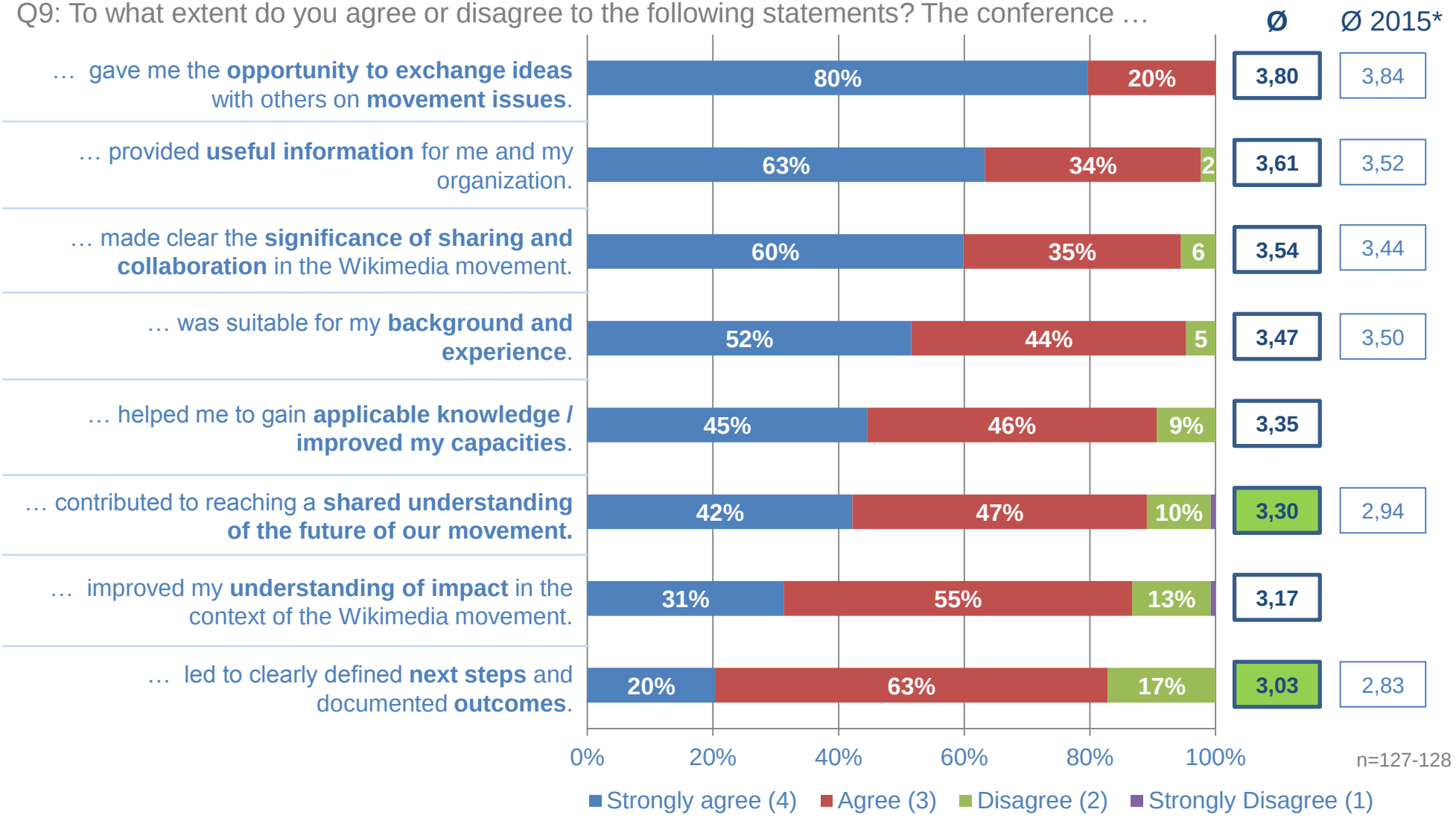
Wikimedia Conference 2016

Content

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



* Some questions were changed from the 2015 to the 2016 survey. Significant differences in mean values are highlighted (p=0.05)

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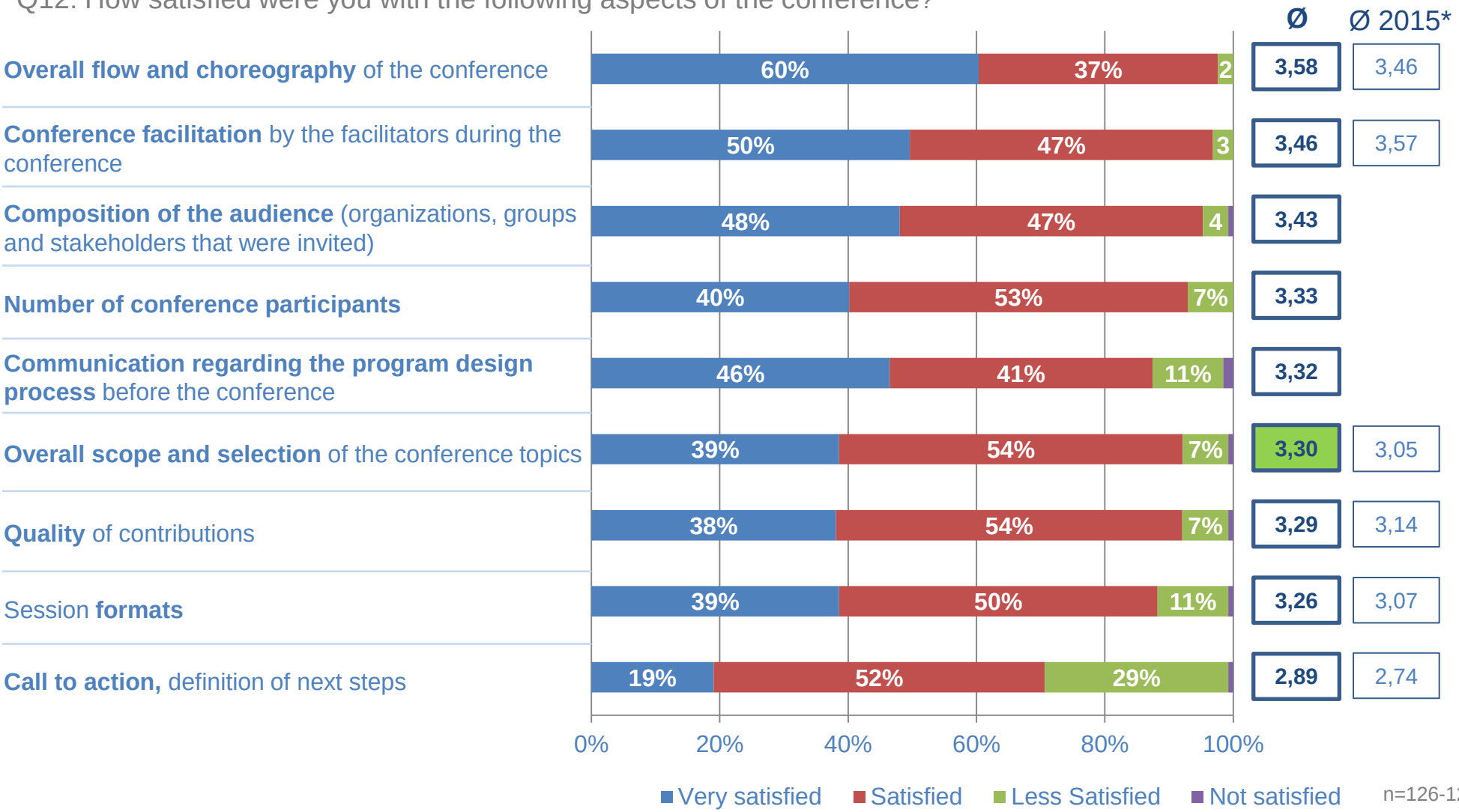
Program

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



n=126-128

* Some questions were changed from the 2015 to the 2016 survey. Significant differences in mean values are highlighted (p=0.05)

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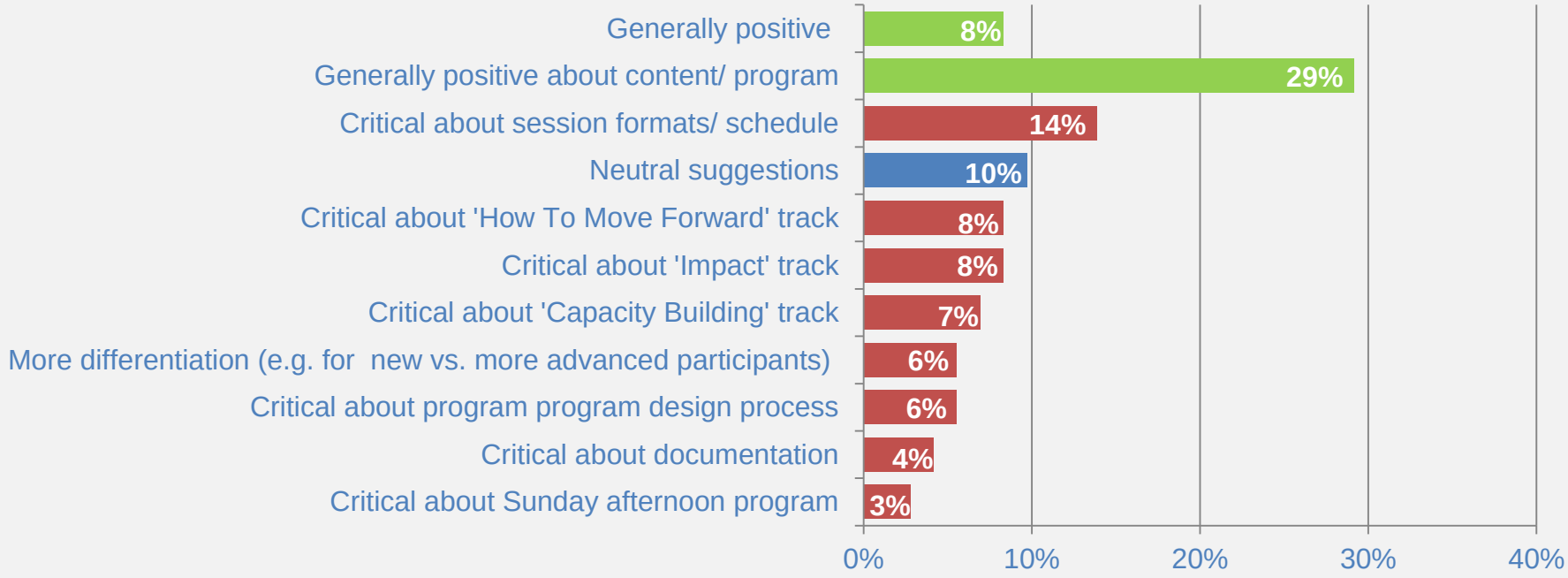
Content/ Program

Q13: Further remarks on content and program of the conference. [open question, n=72, multiple answers]

Remarks



Remarks on content in general have been very diverse. Positive comments dominate. Several critical comments referred to the session formats/ program schedule, the content of the tracks and more differentiation between new and more experienced participants.

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Summary 3 – Content and Program

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Content / Program:

- The majority of the respondents judged the conference as an opportunity **to exchange ideas with others** (100% 'agree' or 'strongly agree'), as **providing useful information** to them and their organization (97%), as making clear the **significance of sharing and collaboration** (95%) and as **being suitable for their background** and experience (96%).
- Although other items like **'reaching a shared understanding of the future of our movement'** and **'clearly defined next steps and documented outcomes'** scored a bit lower, there are **significant improvements** in these aspects if compared to the 2015 survey results.
- Overall, the **satisfaction** with different program facets was **slightly higher than in 2015**. For example, the **overall flow** of the conference (97%, 'very satisfied' or 'satisfied'), the **conference facilitation** (97%) and the **composition of the audience** (95%) received very good ratings.
- If compared to 2015, the **overall scope and selection of topics** was rated significantly higher than in last year's survey (Mean value: 3.30 vs. 3.05 in 2015).
- Although slightly improved compared to 2015 (2016: 71%; 2015: 62%), a clear **call to action/ definition of next steps** is still missing for roughly a third of the respondents.
- Further remarks on program and content in general have been very diverse, though predominately positive. Some critical comments referred to the session formats/ program schedule, the content of the tracks and insufficient differentiation between new and more experienced participants.

Networking

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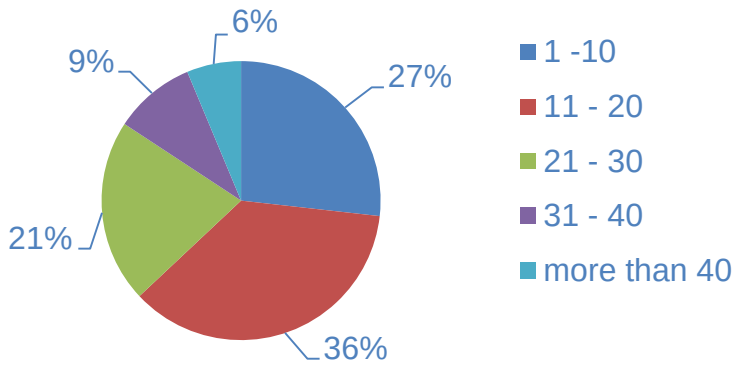
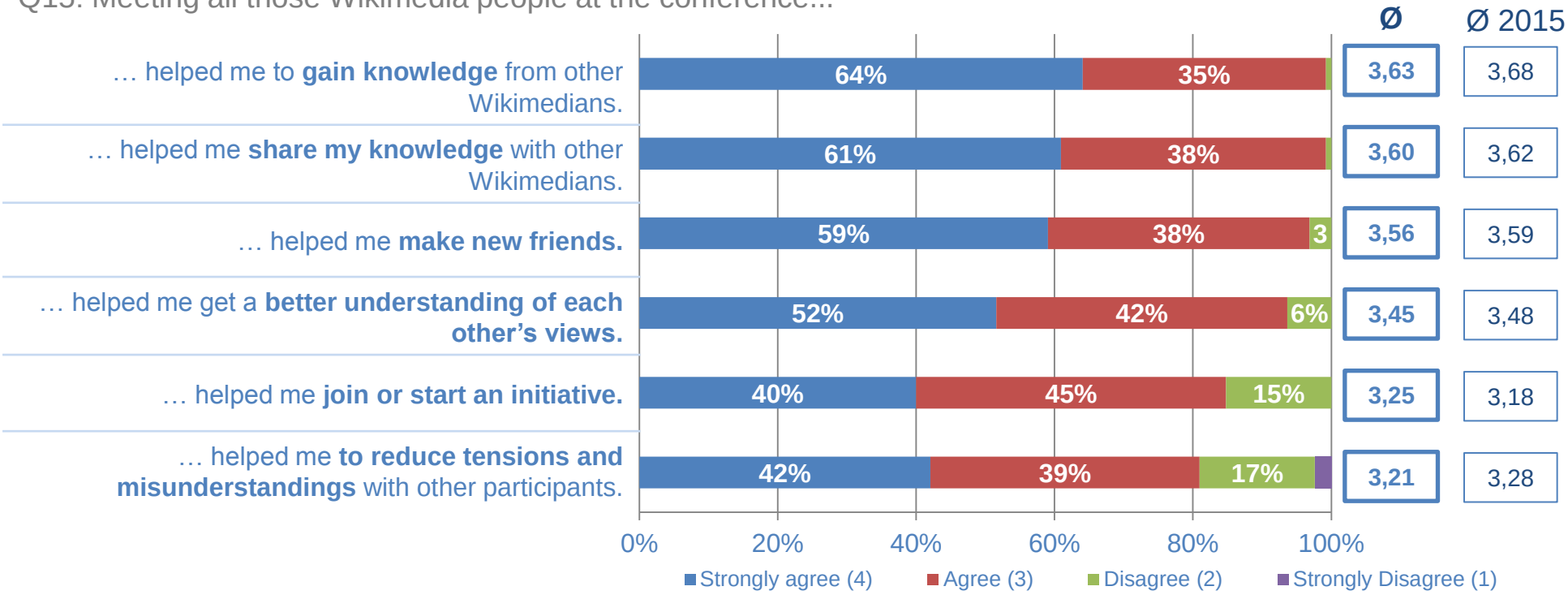
Networking

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=127)



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

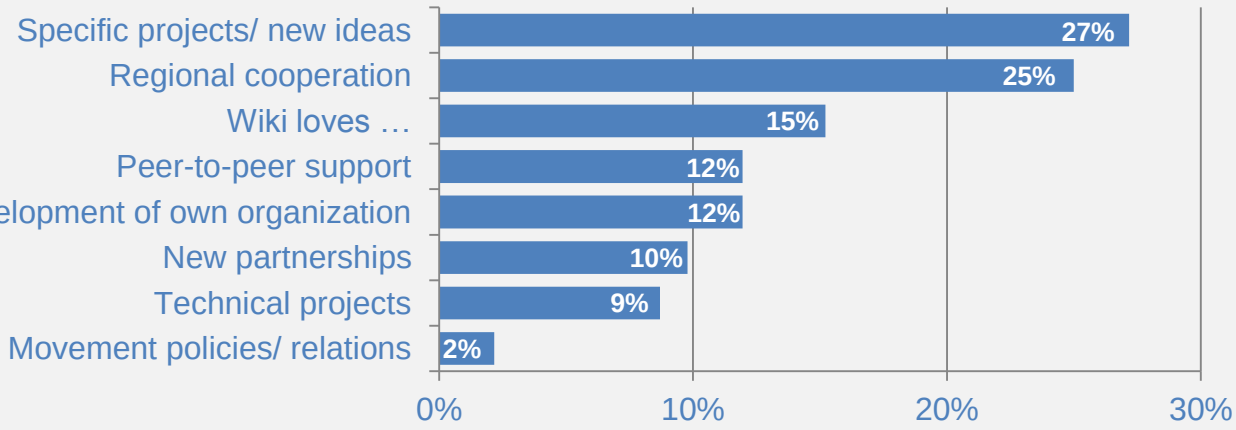


Wikimedia Conference 2016

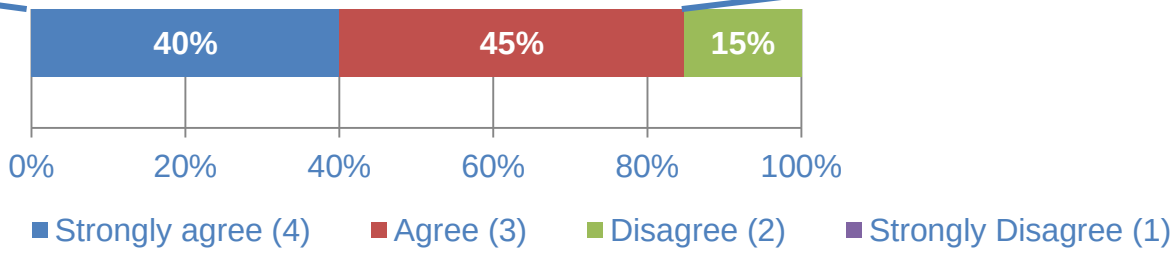
Networking – Facilitating Initiatives

Q15: Meeting all those Wikimedia people at the conference...
Q16 *[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



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



Most of the new initiatives inspired at the conference focus on specific new projects, regional cooperation, Wiki loves competitions and mutual support.

Wikimedia Conference 2016

Summary 4 - Networking

Networking:

- Getting in contact with other Wikimedians and affiliates is one major benefit of the Wikimedia conference. In terms of networking, 27% of the respondents reported making up to ten **new working contacts** and 36% reported 11-20 new working contacts. 36% of the participants made even more than twenty new working contacts.
- Meeting all the Wikimedia people at the conference mainly helped to **gain knowledge** (99%, ‘strongly agree’ or ‘agree’), **share knowledge** (99%), **make new friends** (97%) and to achieve a **better understanding of each others views** (94%). At least 85% felt supported to **join or start an initiative.**
- Overall, the 2016 ratings in terms of networking showed now significant differences to the 2015 conference survey results.

Organizational Aspects

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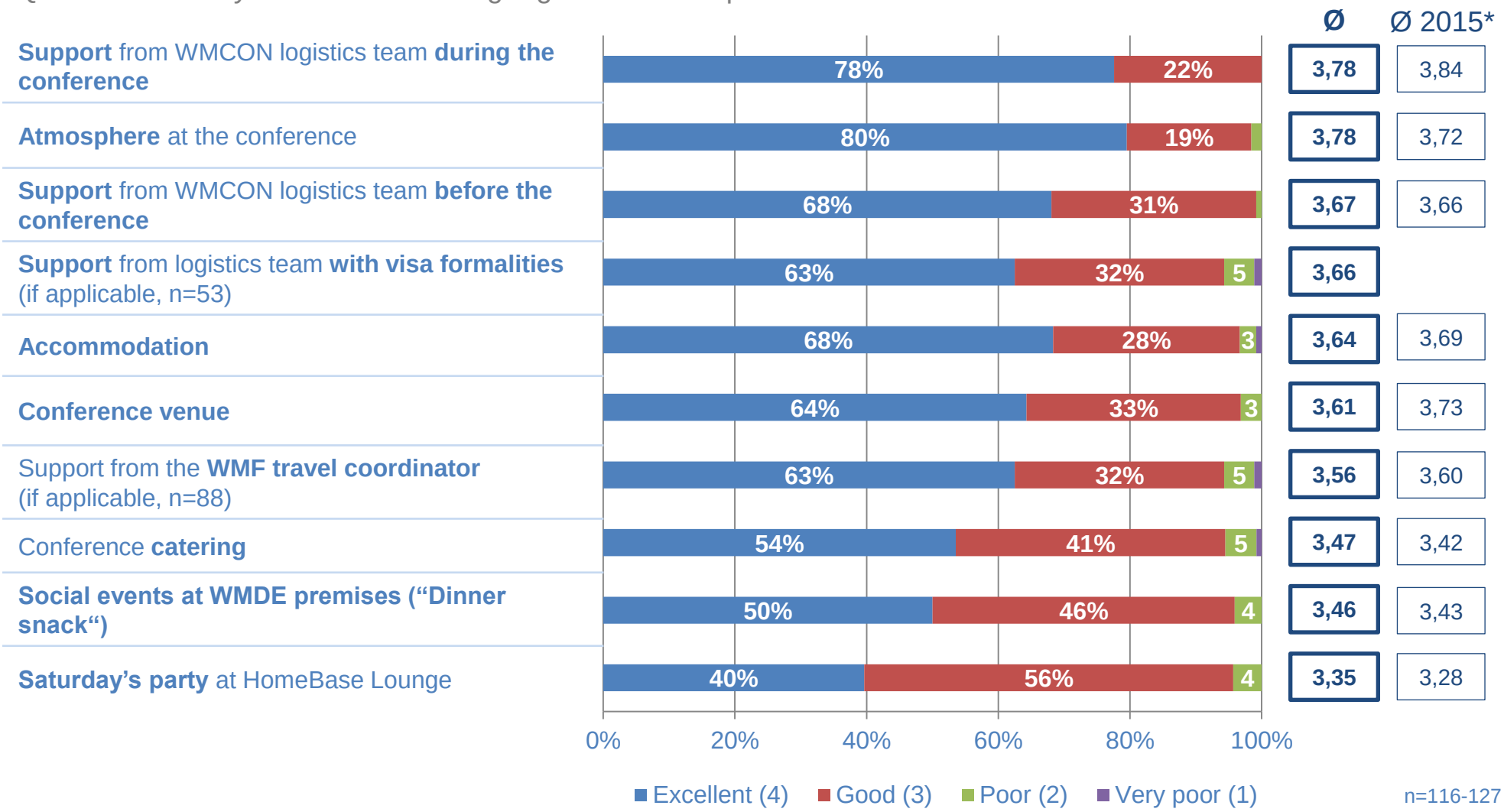
Organizational Aspects

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



n=116-127

* Some questions were changed from the 2015 to the 2016 survey.

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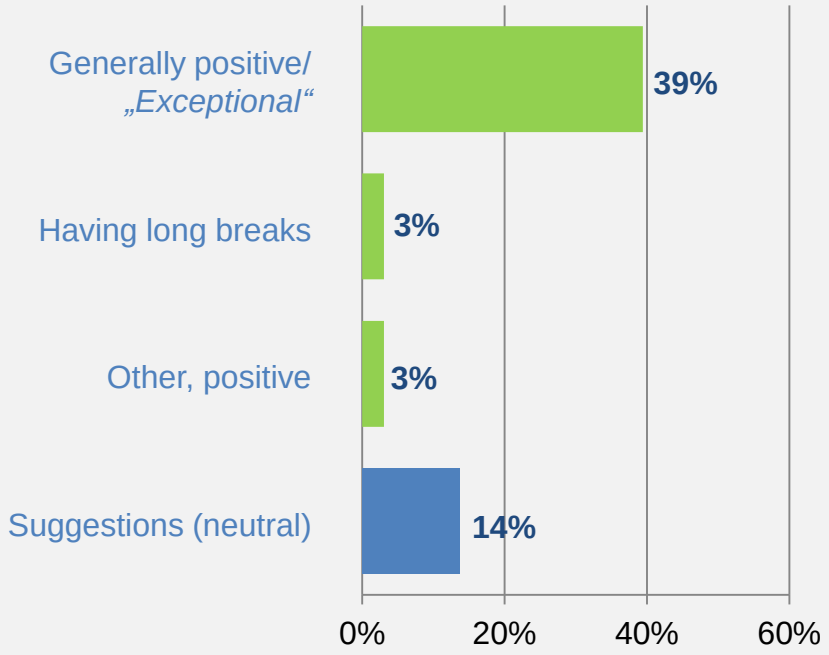
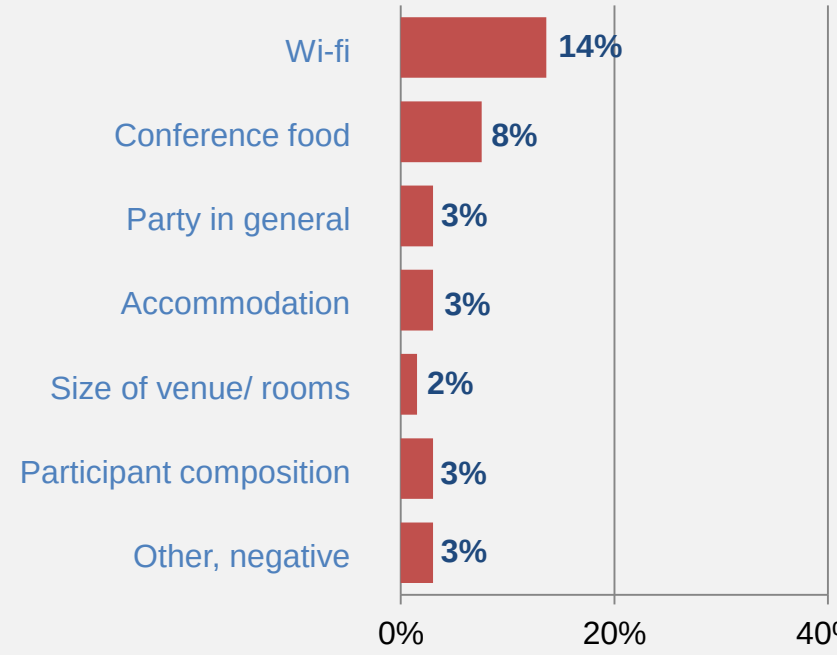
Organizational Aspects

Q18: Further remarks on the organizational aspects. [open question, multiple answer, n=66]

Positive Comments



Critical Comments



Predominately positive comments. Some critical remarks regarding Wi-fi and conference food. Rather rarely: critical comments about the concept of the Saturday party, the accommodation and the general composition of the audience.

Wikimedia Conference 2016

Summary 5 – Organizational Aspects

Organizational aspects:

- As in 2015, the organizational aspects of the 2016 conference received very good ratings: especially the **support by the WMCON logistics team during** (100% 'excellent' or 'good') and **before the conference** (99%) or their help with **visa formalities** (95%) 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 2015 and the 2016 evaluation of the organizational aspects, as some of the values seem to have reached their ceiling levels.
- In the open comments, positive remarks clearly dominated. Some critical remarks referred to the Wi-fi coverage and the conference food. Rather rarely: critical comments about the concept of the Saturday party, the accommodation and the general composition of the audience.

Overall Evaluation & Outlook

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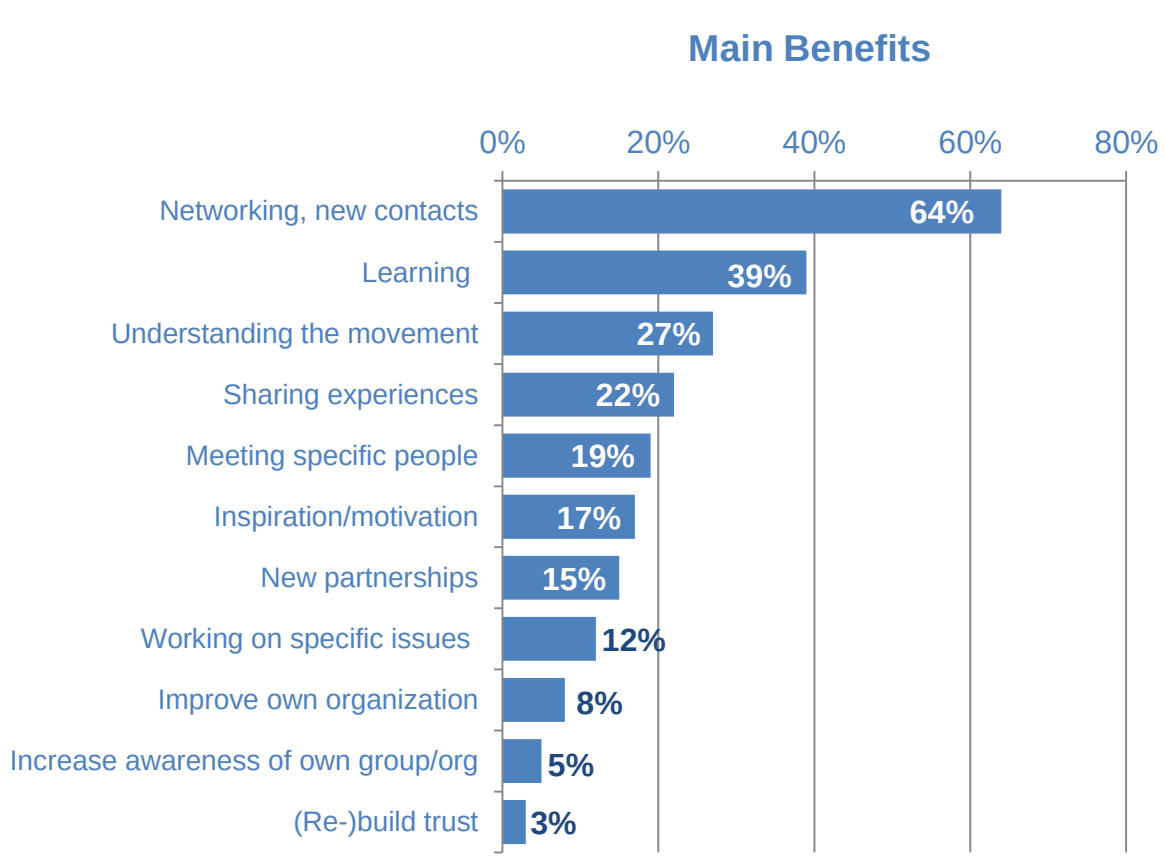
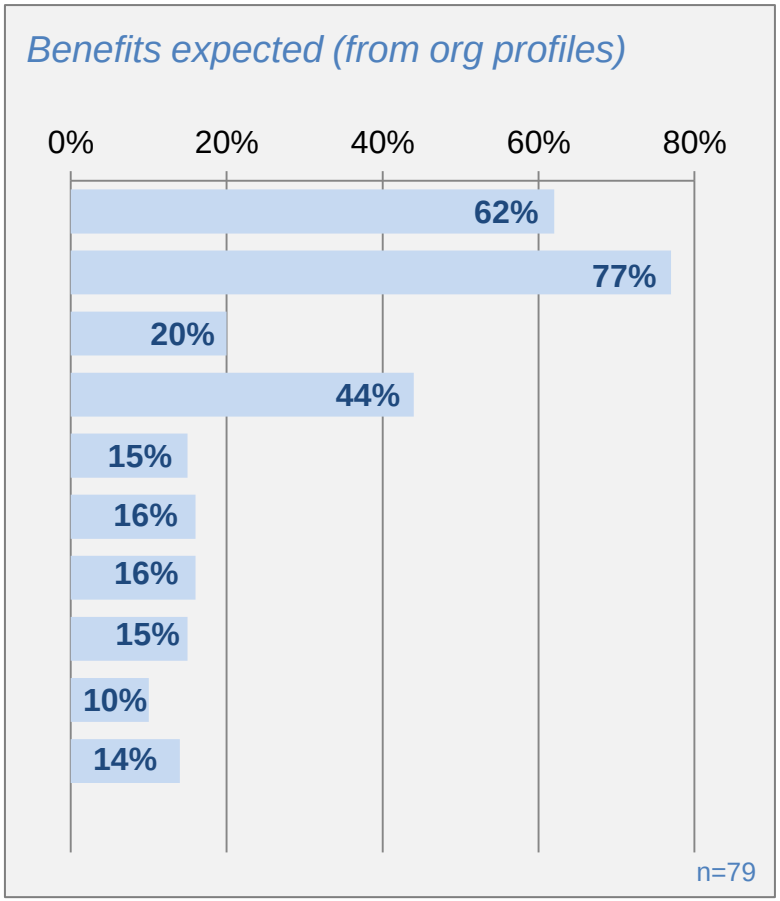
Main Benefits of the Conference

Q10: From your perspective: What were the three main benefits of attending the conference? [open question, multiple answers, n=121]

Compared to answers of affiliate organizations before the conference [taken from organizational profile questionnaires filled out by orgs before the conference, n=79]





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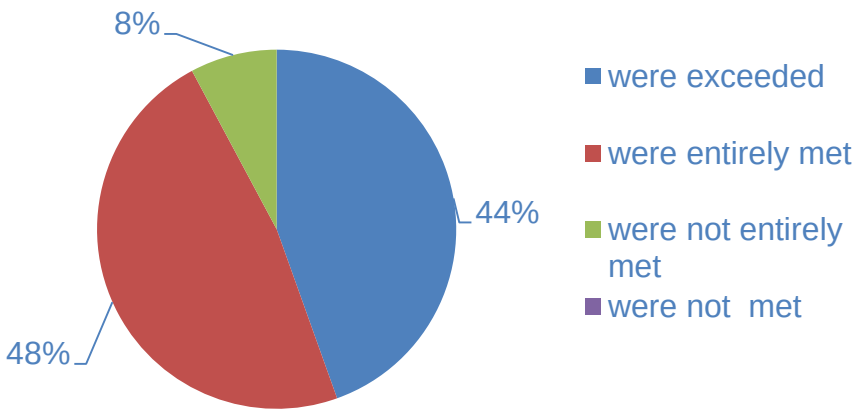
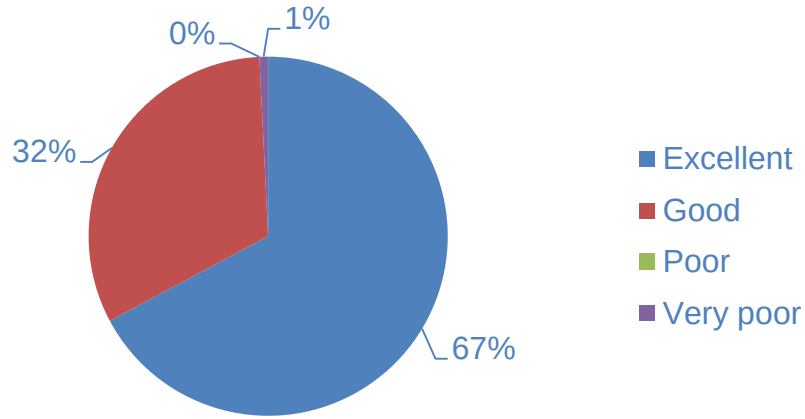
Overall Evaluation

Q11 My expectations towards the conference were… (n=128)
Q17: What is your overall rating of the conference? (n=128)

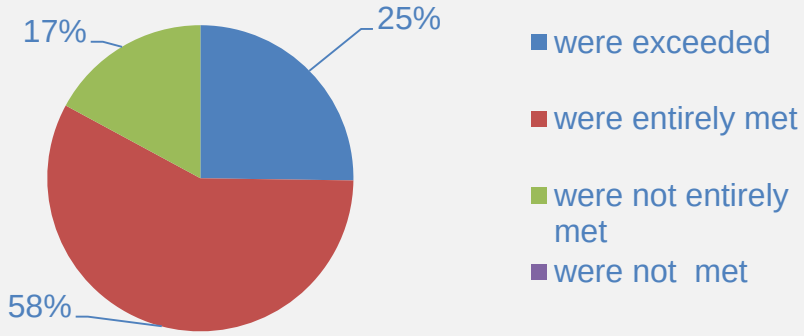
Q9: Expectations



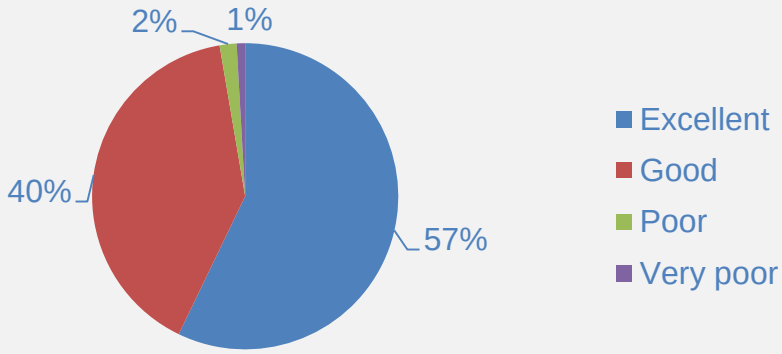
Q19: Overall Rating



Expectations (WMCON15)



Overall Rating (WMCON15)



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Outlook – Wishes for the Wikimedia Conference

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Example comments

"More Lighting Talks. I think we should have more of this, more often, all the time :]"

"It would be nice to see that WMF board members, if they are invited, also share their experience and learn from the others."

"Better Wi-Fi at the conference venue!"

"More people from affiliates, more people from WMF, more sharing of knowledge: best practices and how-to-do-things."

"Use all the existing know-how: Keep it yearly, in Berlin and with a similar size."

"Additional small rooms for small, useful meetings."

"Two participants per User Group, perhaps by reducing the number of participants per Chapter."

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Summary 6 – Overall Evaluation

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Overall Evaluation:

- Learning from the organizational profile the affiliates 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: 64% / learning: 39%).
- On the one hand, **sharing of experiences** was less prominent at the conference than expected before (prior: 44% / post: 22%). On the other hand, **understanding the movement** a bit better was mentioned more frequently as before (prior: 20% / post: 27% of mentions).
- **Expectations were more frequently exceeded** as in 2015: 44% of the respondents stated that their expectations regarding the conference were even exceeded (2015: 24%). 48% perceived their expectations as entirely met (2015: 58%). Only 8% stated that their expectations were not entirely met (2015: 17%).
- **Finally**, the conference received an **even better overall rating as in 2015 and 2014**: 67% ‘excellent’, 32% ‘good’ (2015: 57% ‘excellent’ and 40% ‘good’).

Wikimedia Conference 2016

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