

CREATE YOUR OWN METRICS



HELLO!

I am Mathieu Denel

MY JOB:

Staff member of Wikimedia France in charge of outreach
(education / editathons) and evaluation

SEVERAL QUALITY APPROACHES

2014

First time the organization implemented a large quality approach with metrics dedicated to all the actions.

We wanted qualitative and quantitative evaluation (not only *numbers*)

More than 30 metrics defined by a volunteer working group.

2015

Volunteers were very sollicitated after the actions to apply metrics and sometimes it was impossible to gather data.

We also tried to define metrics to evaluate the social impact.

2016

4 metrics in addition of the global metrics.

Social impact is a work in progress (tutoring by an external structure).

We only kept metrics which can be evaluate with tools (updated and easy to use).

4 METRICS

In addition of the global metrics

WHAT ARE THEY ?



Press mentions

Number of press mentions
(mentions in the written and oral
press, radio...)



Files supported by the association

Number of files uploaded to the
Wikimedia projects with the help
of the association (equipment
loan, contests, editathons...)



Partners satisfaction

Once a year, we send a survey to all
the partners and ask them to
evaluate and rate the partnership



Volunteers hours

After each event a staff member
account the amount of hours a
volunteer did.

WHICH TOOLS ?





Press mentions: press review online



Retombées média 2016 [modifier | Modifier le code]

Mars 2016 [modifier | Modifier le code]


Liberté de panorama

- [Qu'est-ce que la liberté de panorama, et pourquoi elle est nécessaire](#) , Fredzone, Jérémy Heleine, 22.03.2016
- [En partageant vos photos via Facebook, Instagram et consorts, saviez-vous que vous étiez un dangereux contrefacteur !](#) , 20.03.2016
- [Wikimédia France en campagne pour rendre effective la liberté de panorama](#) , Nextinpact, Marc Rees, 18.03.2016
- [Wikimédia : site et pétition pour la liberté de panorama](#) , Arrêt sur images, 18.03.2016

Art+Feminism

- [56Kast #70 : Encyclopédie en ligne cherche contributrices motivées](#) , 56Kast, Camille Gévaudan, 16.03.2016
- [Arts et femmes à l'honneur sur Wikipédia ce week-end](#) , Arts Hebdo Medias, 03.03.2016
- [Le top 5 des expos de la semaine](#) , Les Inrocks, 03.03.2016

Mois de la contribution Francophone

- [Atelier à Perpignan](#) , France Bleu, Journal de 8h, 17/03/2016



L'encyclopédiste 2.0 de l'Alsace

Informaticien la semaine, Guillaume Krieger passe tous ses week-ends sur Wikipédia. En 10 ans, cet habitant de Colmar est devenu le 11^e plus grand contributeur de l'encyclopédie en ligne.



[Dernières Nouvelles d'Alsace](#), Clara Griot, 11.03.2016

WHICH TOOLS ?

Files supported: homemade tool (by Ashcrow)

Fichiers soutenus par Wikimedia France

Cet outil donne un certain nombre de statistiques à propos des fichiers publiés sur [Wikimedia Commons](#) avec le soutien de Wikimedia France sur une période de temps donnée, en se basant sur la catégorie [Category:Media supported by Wikimedia France](#).

Résultats

Contributeur	Photos
Jérémy-Günther-Heinz Jähnck	3748
Thesupermat	3302
Pyb	1759
François de Dijon	1195
Pymouss	984

Number of files per usernames with a specific category and start date / end date : <https://tools.wmflabs.org/ash-dev/supported-by-wmfr-stats/index.php>

WHICH TOOLS ?

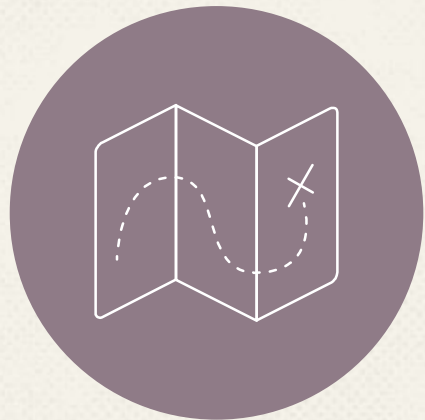
Partners satisfaction: Qualtrics survey



→ 47 recipients received the survey 2 months before the Impact Report

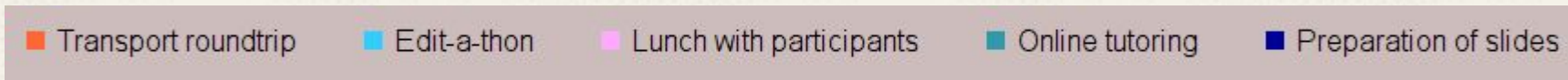
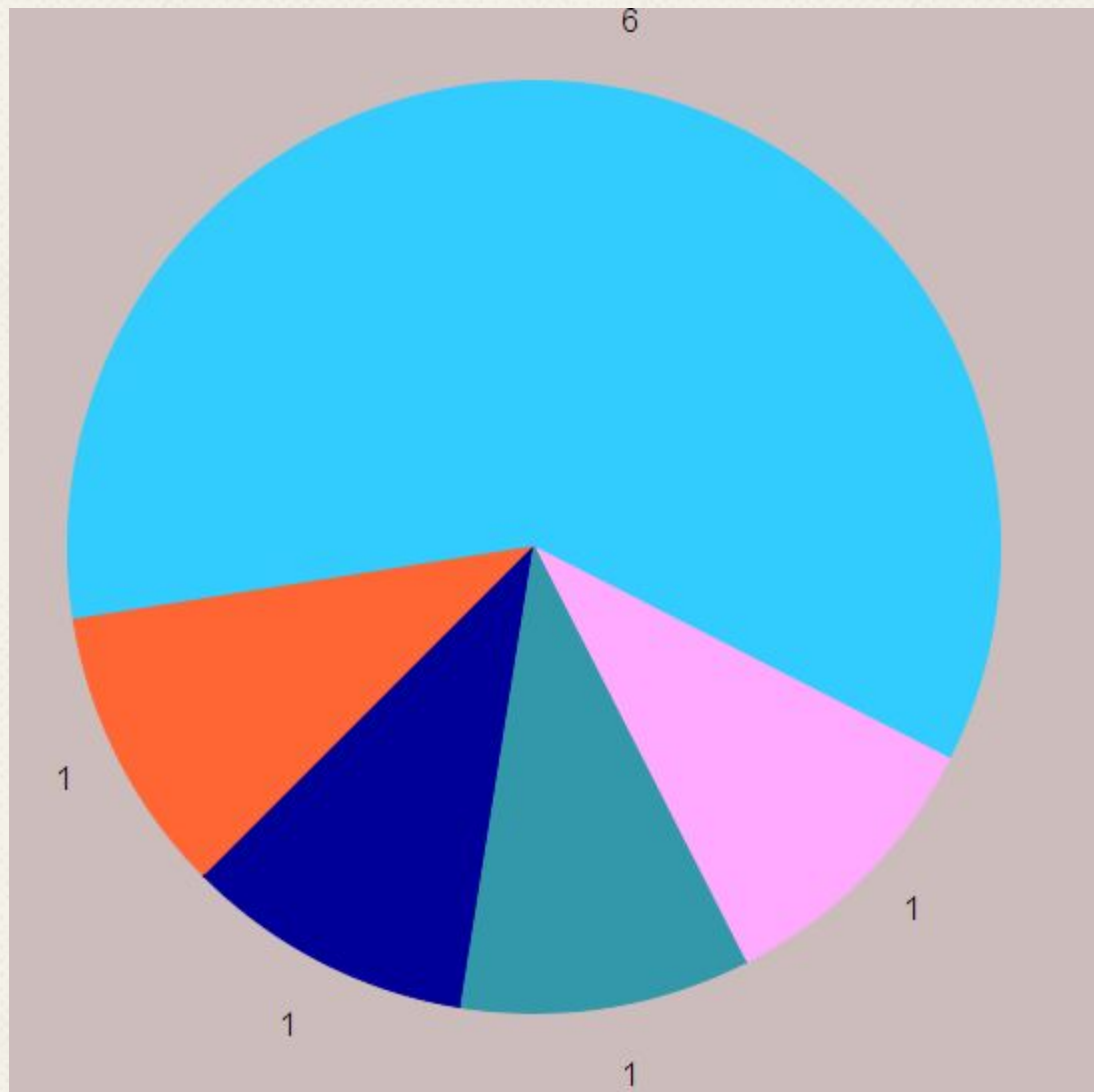
→ Questions :

- Are you satisfied about the partnership ?
- Would you like to be our partner again ?
- In your opinion, goals have they been achieved ?
- Would you recommend Wikimédia France to another organization ?
- From 0 to 10, could you rate the partnership ?
- ...



FOCUS METRIC

Volunteers hours: why and how ?



Repartition of hours for an editathon

VOLUNTEERS HOURS

- Conversion grid to match the actions into hours
- After each action project leader can evaluate volunteers hours
- Useful to gather all hours
- Hours are valued at the legal minimum wage

EXTRACT OF THE CONVERSION GRID

Tasks	Hours	Numbers of volunteers	Result (h)
Edit-a-thon	10	10	100
Training*	7	2	14
Community management**	2 (/month)	7	14

Monetary valuation = number of hours x legal min. wage

*Generally an afternoon but includes preparation of the slides

**Includes volunteers which are admin of the social networks accounts

THANK YOU!