Wikimedia Summit 2022
Results of the feedback survey

Wikimedia Summit 2022
Data Collection & Method

Method:

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

Data Collection

- September 11st (after closing of the Wikimedia Summit) - September 25th 2022
- Conference participants: 255
- Participants invited to the survey via email: 255
- Two reminder emails

- Participation: n=142 → 56 % of conference participants (2019 survey: 73% of participants)
  - Response on-site participants: 71%
  - Response remote participants: 45%

WIKIMEDIA SUMMIT

Wikimedia Summit 2022 Feedback Survey

Dear participants of the Wikimedia Summit 2022,

Please take a few minutes to give us your valuable feedback on the Summit! By filling in this feedback form, you will help to improve the quality and impact of the Wikimedia Summit in the future.

We explicitly encourage you to also express critical feedback – if applicable – to gain a realistic picture of the strengths or weaknesses of the conference. The data from this survey will be collected anonymously 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. You can find more information in our privacy policy.

Best regards,
The Wikimedia Summit organizing team

Next ›

Wikimedia Summit 2022
Background of Respondents

Jason Krüger for Wikimedia Deutschland e.V., via Wikimedia Commons, CC BY-SA 4.0

Wikimedia Summit 2022
Background of Respondents

WIKIMEDIA SUMMIT

Q1: Age

- 18-24 years
- 25-34 years
- 35-44 years
- 45-54 years
- 55-64 years
- >64 years

4% · 29% · 44% · 16% · 4% · 4% · 4%
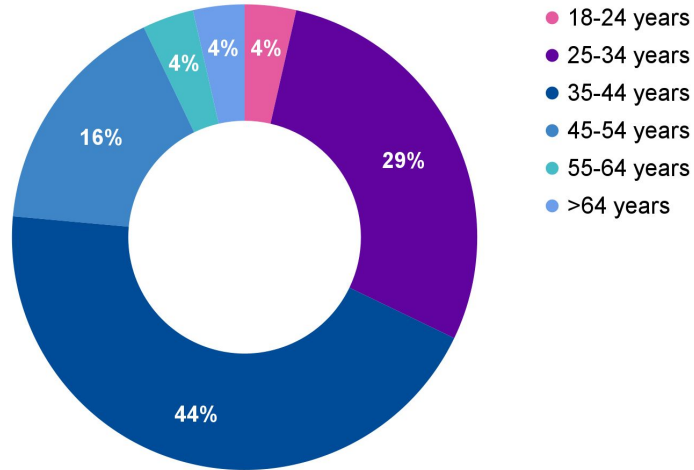
Q1: What's your age? (n=140)

Q2: Gender

- female
- male
- other
- prefer not to say

44% · 53% · 3%
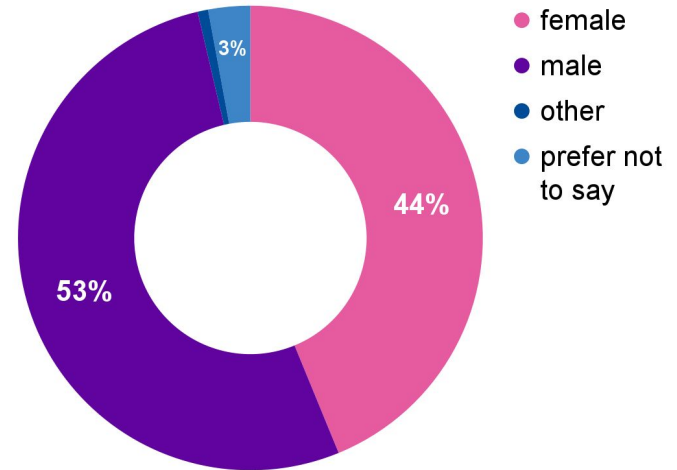
Q2: What is your gender? (n=137)

Q3: Main Role at the conference

- Rep of WM affiliate
- Rep of WMF
- Rep of the WM Movement Charter Drafting Committee
- Rep of another WM committee
- Rep of movement strategy initiative
- Other

76% · 10% · 5% · 4%
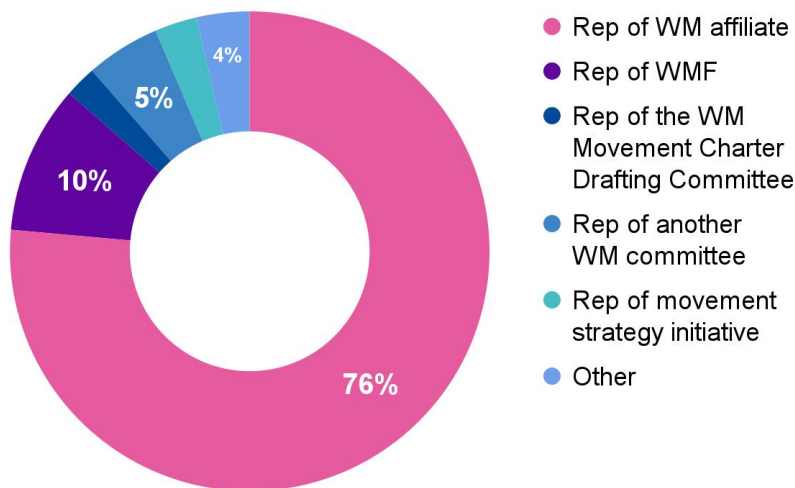
Q3: What's the main role in which you attended the summit? (n=140)

Q7: Past attendances

Yes, at Wikimedia Conference(s)/Summit	47%
Yes, at Wikimania	47%
Yes, in online discussions/Consultations	63%
Yes, as member of the strategy working groups	17%
No	15%
Other:	8%

0% 20% 40% 60% 80%
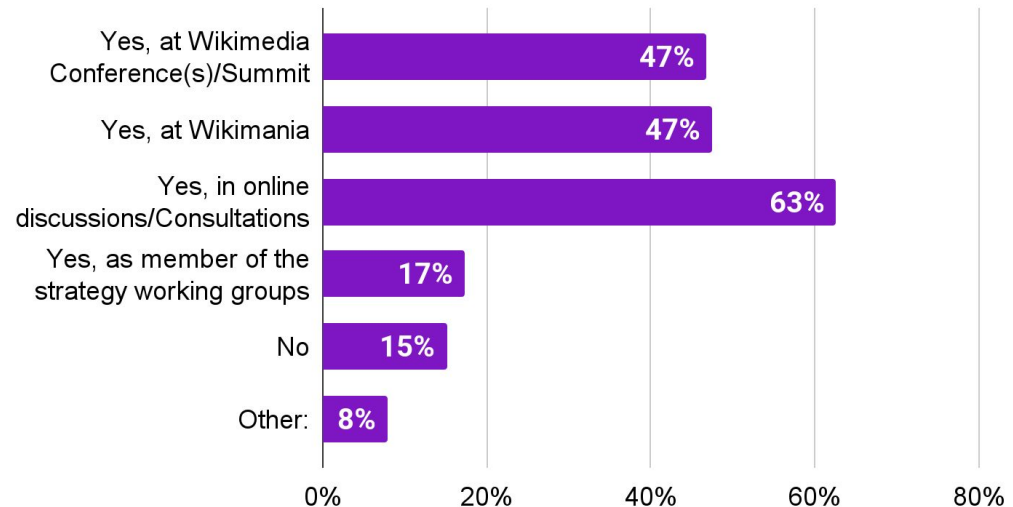
Q7: Have you participated in the movement strategy discussions before? (n=139)
(Multiple answers possible)

Wikimedia Summit 2022
Type of attendance

Q5: Attended event formats

Sessions on-site — 52%
Online sessions — 50%
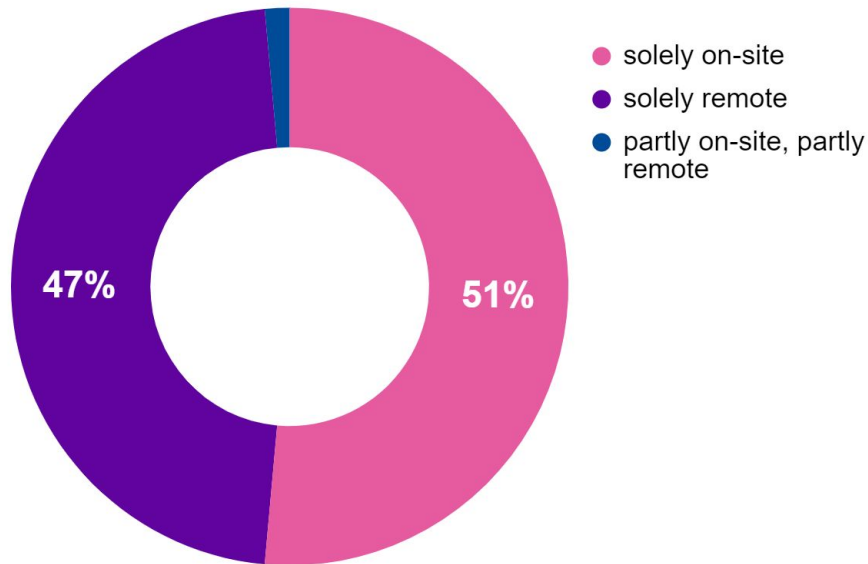Online chat during sessions — 47%
Virtual meeting space — 25%

0%   20%   40%
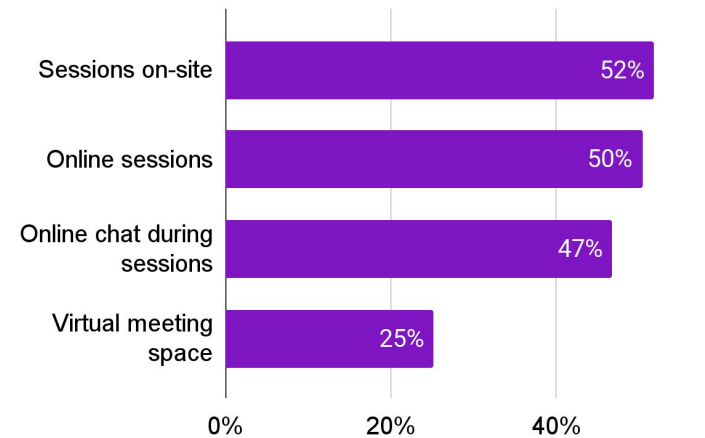
Q5: Which of the following event formats did you attend? (n=139)

Q4: Type of attendance

- solely on-site
- solely remote
- partly on-site, partly remote

47%   51%

Q4:In what way did you participate in the WM Summit 22? ? (n=140)

Q6: Days of attendance

Friday — 92%
Saturday — 95%
Sunday — 85%

0%   25%   50%   75%
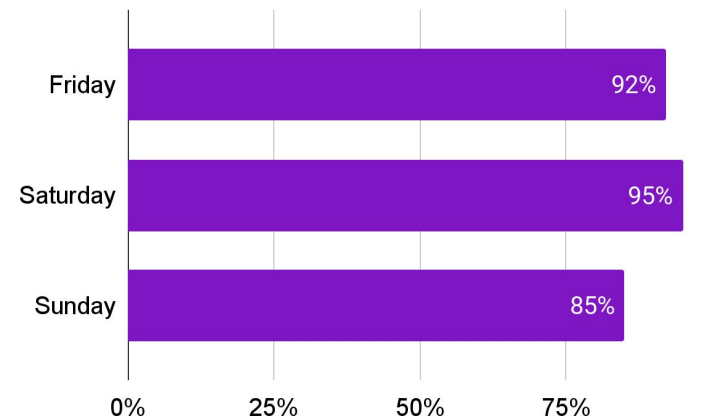
Q6: On which days did you participate in the WM Summit 22? (n=140)

Wikimedia Summit 2022
Summary 1: Background of Respondents

Background of participants:

- The age distribution of this year's respondents was similar to the previous years, with the majority coming from the age groups 35-44 y.o. (44%) and 25-34 y.o. (29%). The age group 35-44 y.o. for the first time accounts for the largest share.

- The proportion of female respondents (44%) is higher than last time and represents the largest share on a summit/conference ever (2019: 36%, 2018: 38%; 2017: 30%; 2016: 31%).

- Only 15% of this years respondents had not been involved Movement Strategy discussions before. Mostly, respondents were involved in discussions online. 53% had not been involved in Movement Strategy discussions at past Wikimedia Conferences/Summit.

- About half of the participants each participated solely on-site (51%) or remote (47%).

- The majority of respondents attended the summit during all three days with Saturday being the day most participants took part.

Wikimedia Summit 2022
Evaluation of Content & Program

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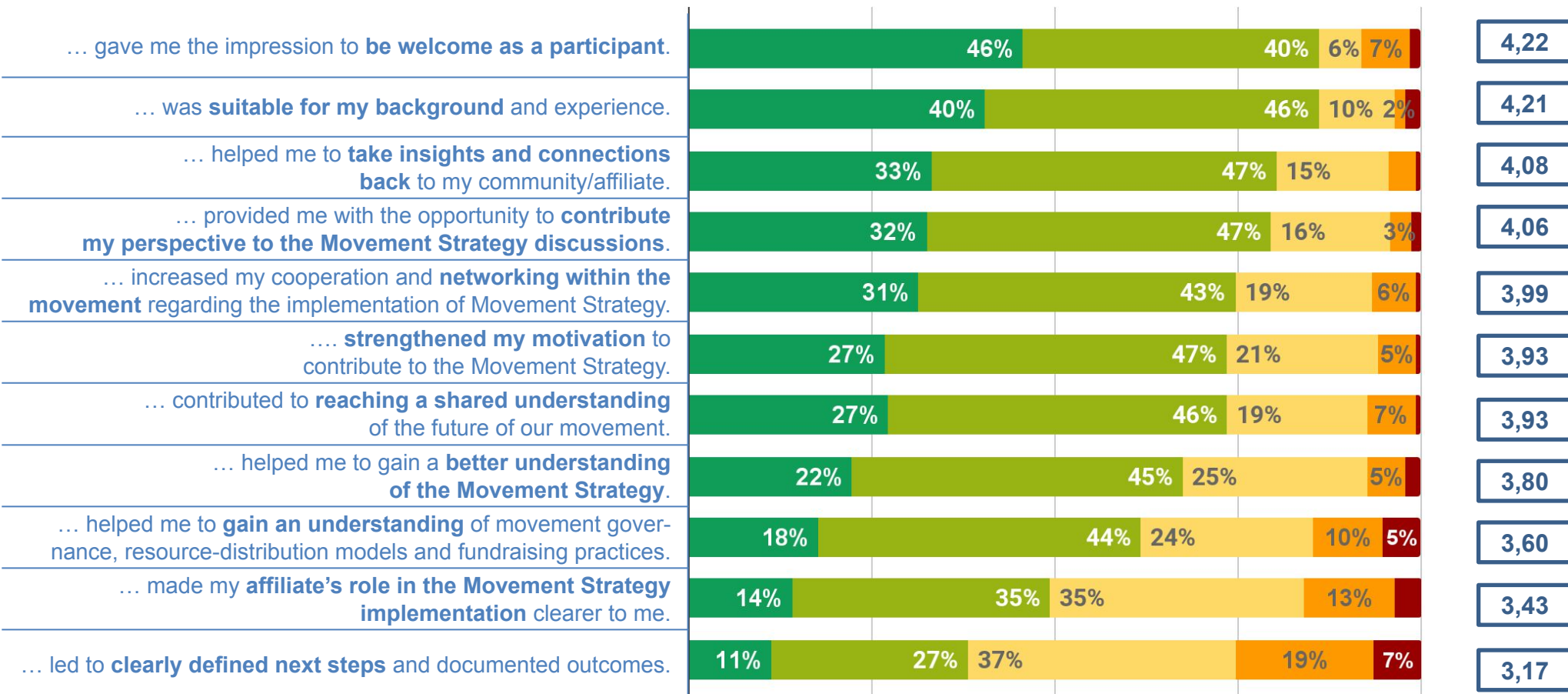
Wikimedia Summit 2022
Benefits and results of attendance

Q8+9: Regarding the Wikimedia Summit 2022: How do you agree or disagree with the following statements?

Ø

Statement		Ø
… gave me the impression to **be welcome as a participant**.	46% / 40% / 6% / 7%	4,22
… was **suitable for my background** and experience.	40% / 46% / 10% / 2%	4,21
… helped me to **take insights and connections back** to my community/affiliate.	33% / 47% / 15%	4,08
… provided me with the opportunity to **contribute my perspective to the Movement Strategy discussions**.	32% / 47% / 16% / 3%	4,06
… increased my cooperation and **networking within the movement** regarding the implementation of Movement Strategy.	31% / 43% / 19% / 6%	3,99
…. **strengthened my motivation** to contribute to the Movement Strategy.	27% / 47% / 21% / 5%	3,93
… contributed to **reaching a shared understanding** of the future of our movement.	27% / 46% / 19% / 7%	3,93
… helped me to gain a **better understanding of the Movement Strategy**.	22% / 45% / 25% / 5%	3,80
… helped me to **gain an understanding** of movement governance, resource-distribution models and fundraising practices.	18% / 44% / 24% / 10% / 5%	3,60
… made my **affiliate's role in the Movement Strategy implementation** clearer to me.	14% / 35% / 35% / 13%	3,43
… led to **clearly defined next steps** and documented outcomes.	11% / 27% / 37% / 19% / 7%	3,17

25%   50%   75%
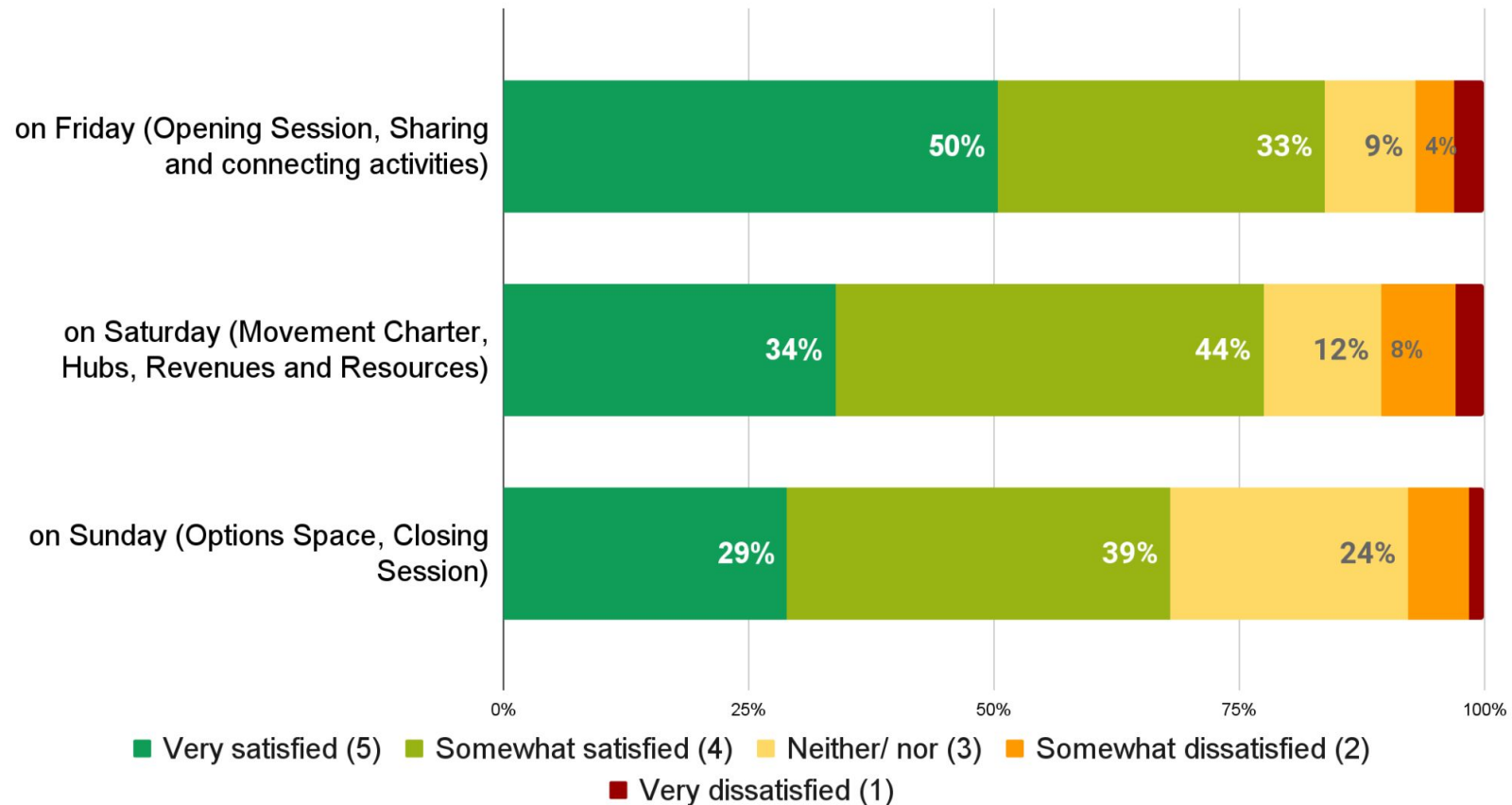
(n=134-136)

■ Strongly agree (5)   ■ Agree (4)   ■ Neither agree nor disagree (3)
■ Disagree (2)   ■ Strongly disagree (1)

Wikimedia Summit 2022
Rating of sessions each day

Q10: Were the concept and format of the sessions appropriate to achieve the respective goals each day?
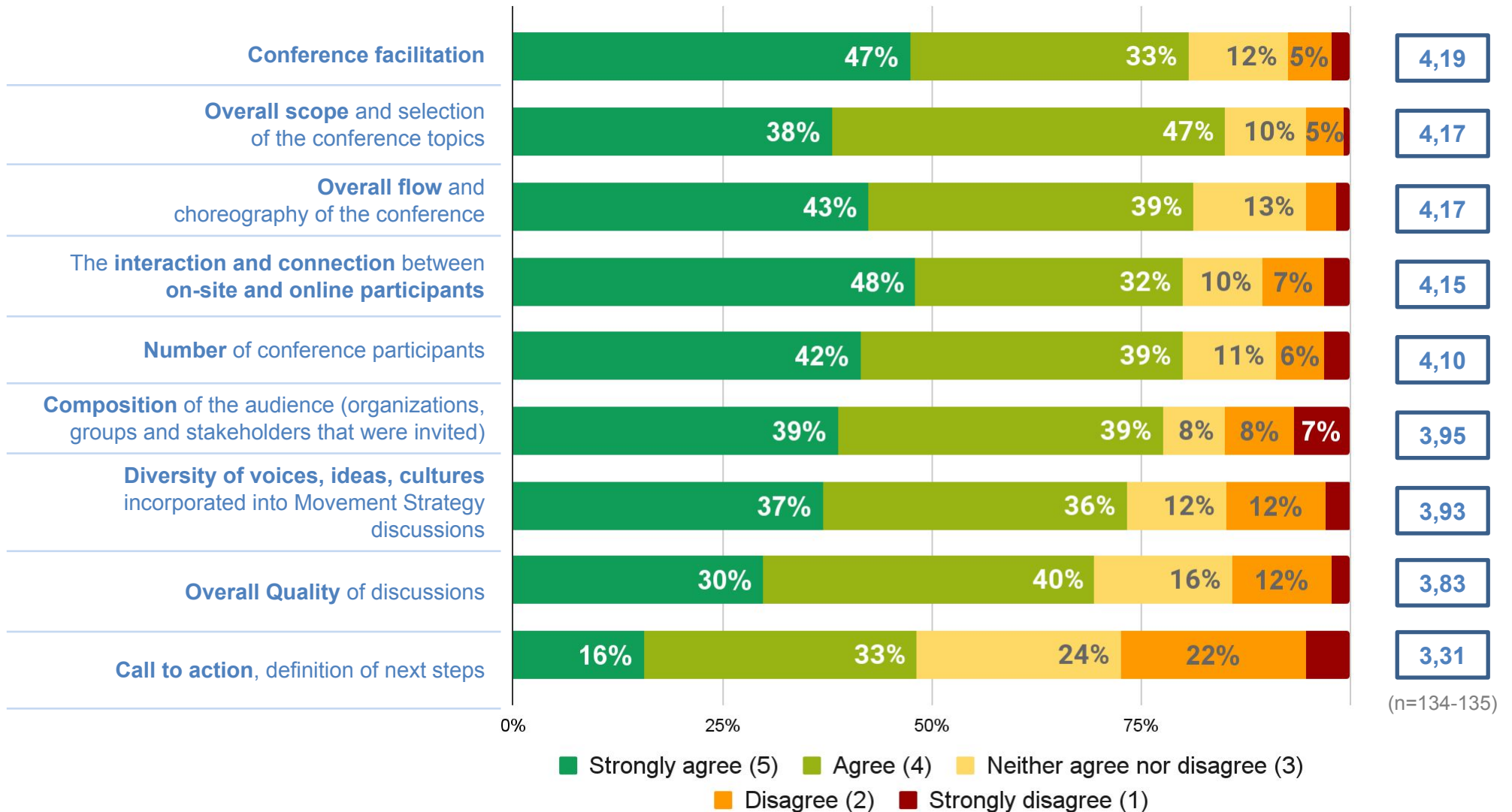How satisfied were you with the session formats? (n=136)

Session	Very satisfied (5)	Somewhat satisfied (4)	Neither/ nor (3)	Somewhat dissatisfied (2)	Very dissatisfied (1)
on Friday (Opening Session, Sharing and connecting activities)	50%	33%	9%	4%	
on Saturday (Movement Charter, Hubs, Revenues and Resources)	34%	44%	12%	8%	
on Sunday (Options Space, Closing Session)	29%	39%	24%		

Legend:
- Very satisfied (5)
- Somewhat satisfied (4)
- Neither/ nor (3)
- Somewhat dissatisfied (2)
- Very dissatisfied (1)

Wikimedia Summit 2022
Program - Details

Q11: How satisfied were you with the following specific aspects of the summit and its program?

Ø

Aspect	Strongly agree (5)	Agree (4)	Neither agree nor disagree (3)	Disagree (2)	Strongly disagree (1)	Ø
Conference facilitation	47%	33%	12%	5%		4,19
Overall scope and selection of the conference topics	38%	47%	10%	5%		4,17
Overall flow and choreography of the conference	43%	39%	13%			4,17
The **interaction and connection** between **on-site and online participants**	48%	32%	10%	7%		4,15
Number of conference participants	42%	39%	11%	6%		4,10
Composition of the audience (organizations, groups and stakeholders that were invited)	39%	39%	8%	8%	7%	3,95
Diversity of voices, ideas, cultures incorporated into Movement Strategy discussions	37%	36%	12%	12%		3,93
Overall Quality of discussions	30%	40%	16%	12%		3,83
Call to action, definition of next steps	16%	33%	24%	22%		3,31

(n=134-135)

Legend:
- ■ Strongly agree (5) ■ Agree (4) ■ Neither agree nor disagree (3)
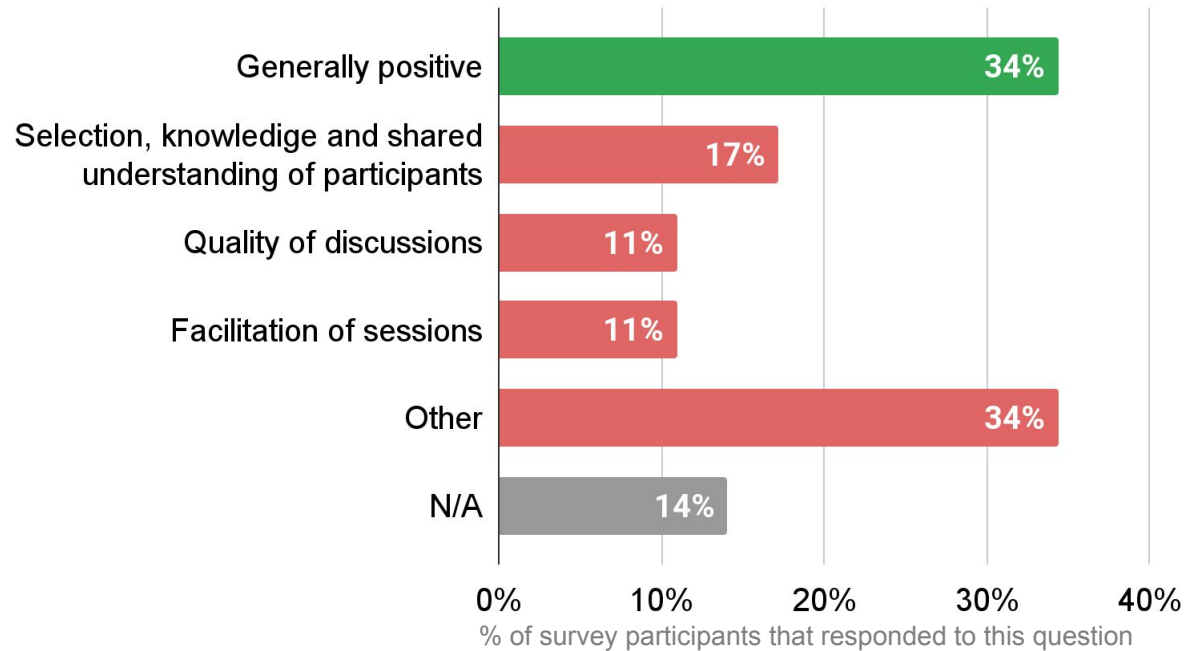- ■ Disagree (2) ■ Strongly disagree (1)

Wikimedia Summit 2022
Content/ Program - Further Remarks

Q12: Further remarks on content and program of the conference. [open question, n=64, multiple answers]

Category	%
Generally positive	34%
Selection, knowledige and shared understanding of participants	17%
Quality of discussions	11%
Facilitation of sessions	11%
Other	34%
N/A	14%

% of survey participants that responded to this question

In the open comments, the respondents mention a variety of different aspects. One recurring aspect is a lack of a common knowledge and understanding on conference topics and objectives that influenced discussion quality.

Wikimedia Summit 2022
Summary 2: Content & Program

Content / Program:

- The majority of the respondents **felt welcomed as participant** (86% 'agree' or 'strongly agree') and judged the conference as **suitable for their background** (86%), as helpful for taking insights and connections back to one's community/affiliate (80%), as providing an opportunity to contribute one's perspective on Movement Strategy (79%) and as instrumental in increasing one's cooperation and networking within the movement (74%). Less than half of the participants agree that the summit led to clearly defined next steps and documented outcomes (48%), an aspect that was also least agreed to at the last summit.

- Overall, the **majority of respondents (83-68%)** showed themselves as **very or somewhat satisfied with the appropriateness of session concepts and formats** and only small percentages (7-10%) were (rather) not satisfied. There are clear differences between the days: Especially Friday's sessions were rated positively, whereas Sunday's session received least approval.

- **Most aspects of the summit and it's program were rated (very) positively**: 85% showed themselves satisfied with scope and selection of the topics, 82% with flow and choreography of the conference, and 80% each with conference facilitation and the interaction between on-site and remote participants.

- Many respondents were positive on program and content in general. Apart from that the **open feedback regarding content and program** was mainly composed of a variety of different issues. Aspects that were commonly expressed by some respondents were a lack of a common knowledge and understanding on conference topics and objectives that influenced discussion quality. Also some respondents found the discussions not enough focussed, too broad and not enough outcome-oriented. Although the fact of a facilitation of sessions was positively mentioned a number of times several participants wished for more professional discussion guidance and stated a need for facilitators which are familiar with Wikimedia related session content and topics.

Wikimedia Summit 2022
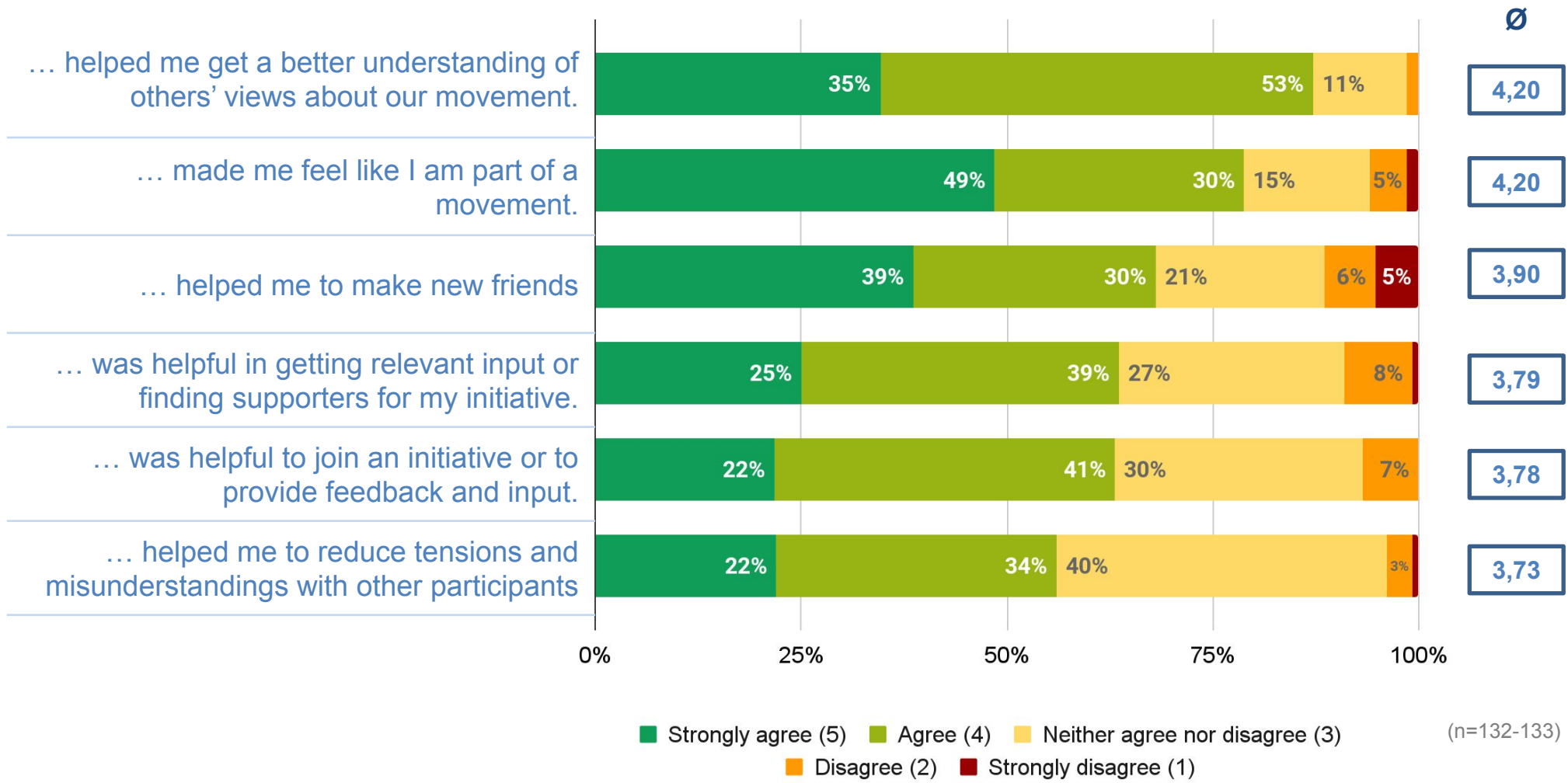## Organizational & Social Aspects

Jason Krüger for Wikimedia Deutschland e.V., via Wikimedia Commons, CC BY-SA 4.0

Wikimedia Summit 2022
Social and Collaboration Aspects

Q13: To what extent do you agree or disagree with the following statements? The summit...

		Ø
… helped me get a better understanding of others' views about our movement.	35% · 53% · 11%	4,20
… made me feel like I am part of a movement.	49% · 30% · 15% · 5%	4,20
… helped me to make new friends	39% · 30% · 21% · 6% · 5%	3,90
… was helpful in getting relevant input or finding supporters for my initiative.	25% · 39% · 27% · 8%	3,79
… was helpful to join an initiative or to provide feedback and input.	22% · 41% · 30% · 7%	3,78
… helped me to reduce tensions and misunderstandings with other participants	22% · 34% · 40% · 3%	3,73

0%   25%   50%   75%   100%

■ Strongly agree (5)   ■ Agree (4)   ■ Neither agree nor disagree (3)
■ Disagree (2)   ■ Strongly disagree (1)

(n=132-133)

Q14: In the previous question you stated that you gained input/support for your initiative or that you supported an initiative by joining or providing input. Can you provide a short example of an initiative and how it was supported? [open questions, n=54, multiple answers]
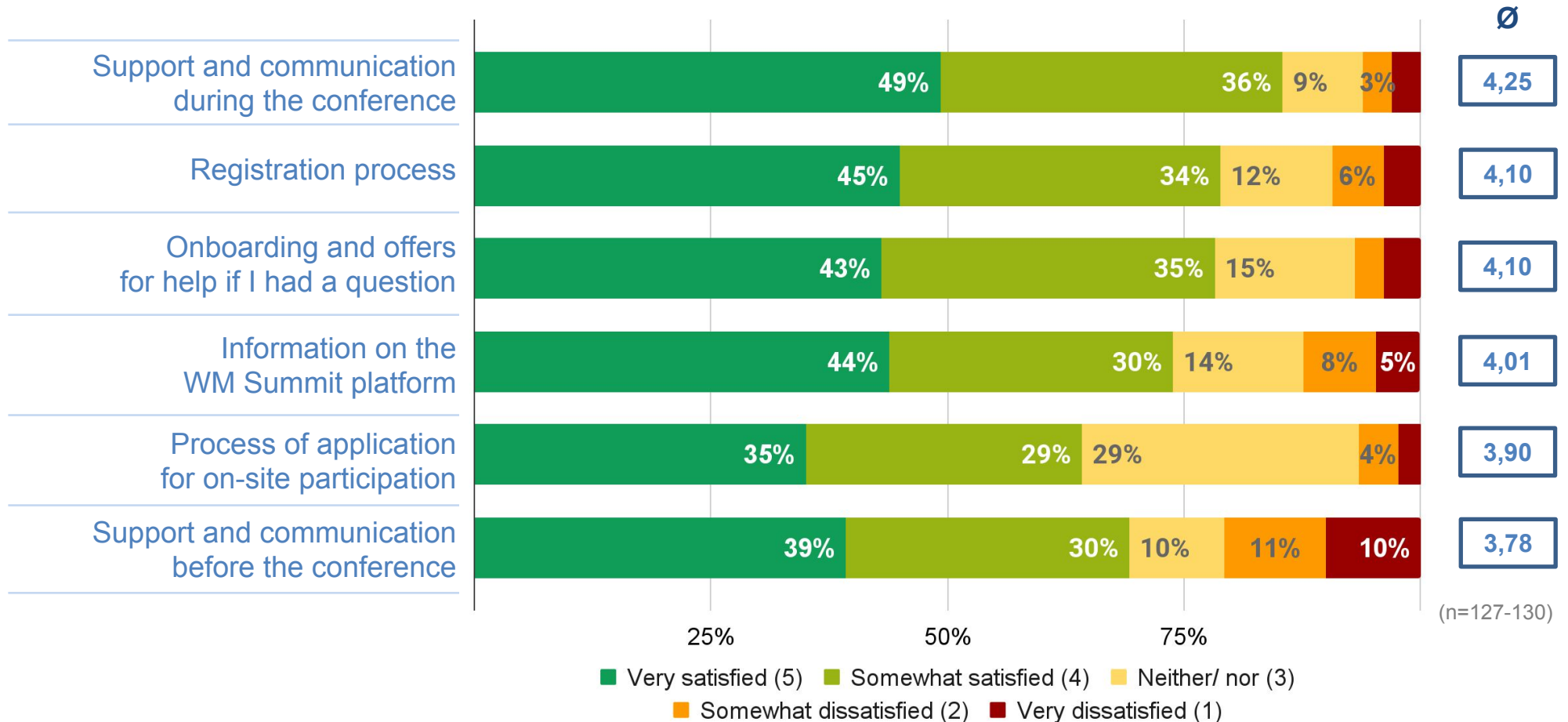

% of survey participants that responded to this question
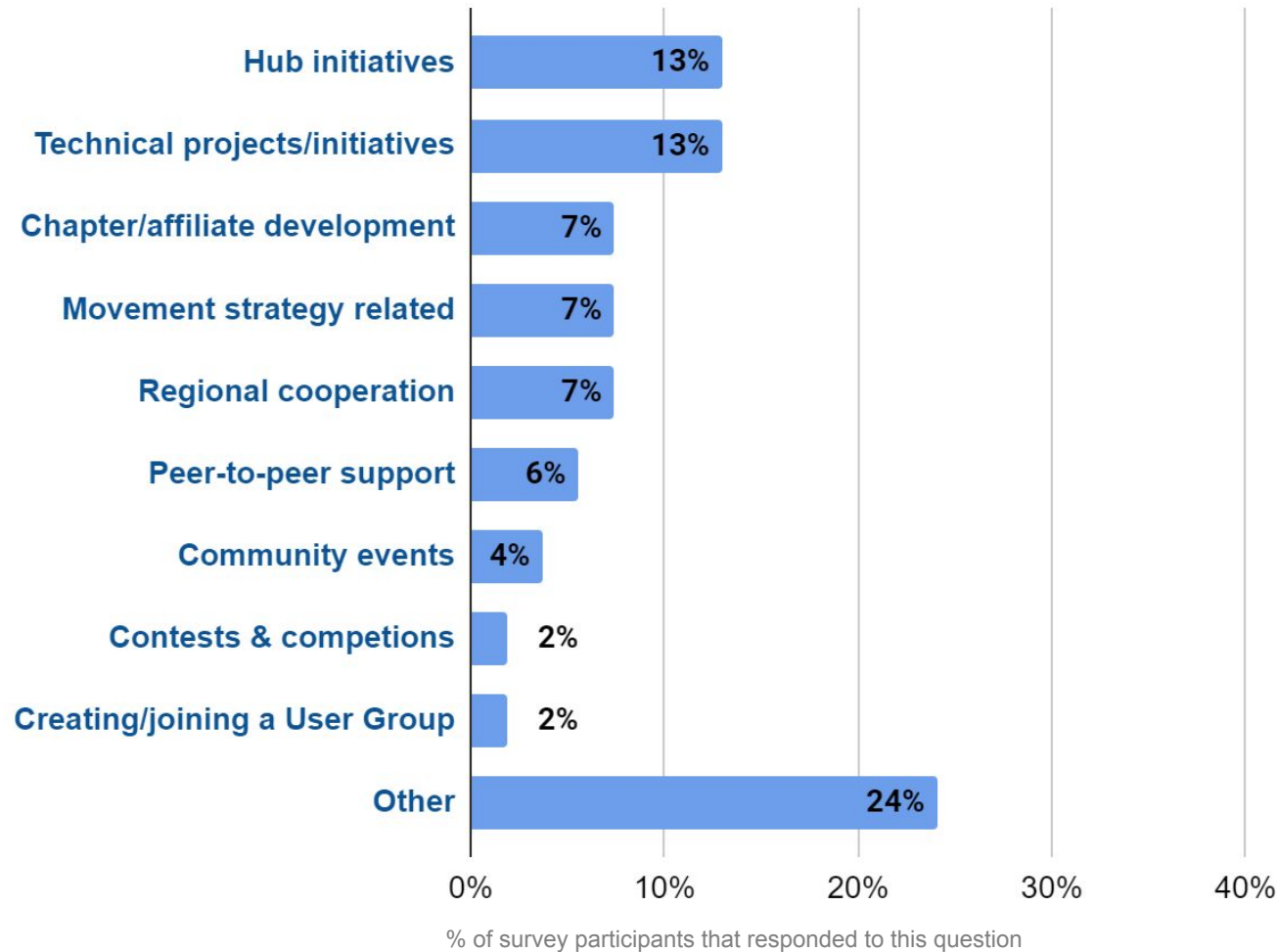
Wikimedia Summit 2022
Organizational Aspects - in general

WIKIMEDIA SUMMIT

Q15: How satisfied were your with the following organizational aspects of the conference?

Ø

Aspect	Very satisfied (5)	Somewhat satisfied (4)	Neither/ nor (3)	Somewhat dissatisfied (2)	Very dissatisfied (1)	Ø
Support and communication during the conference	49%	36%	9%	3%		4,25
Registration process	45%	34%	12%	6%		4,10
Onboarding and offers for help if I had a question	43%	35%	15%			4,10
Information on the WM Summit platform	44%	30%	14%	8%	5%	4,01
Process of application for on-site participation	35%	29%	29%	4%		3,90
Support and communication before the conference	39%	30%	10%	11%	10%	3,78

25%　　50%　　75%

(n=127-130)

■ Very satisfied (5)　■ Somewhat satisfied (4)　■ Neither/ nor (3)
■ Somewhat dissatisfied (2)　■ Very dissatisfied (1)
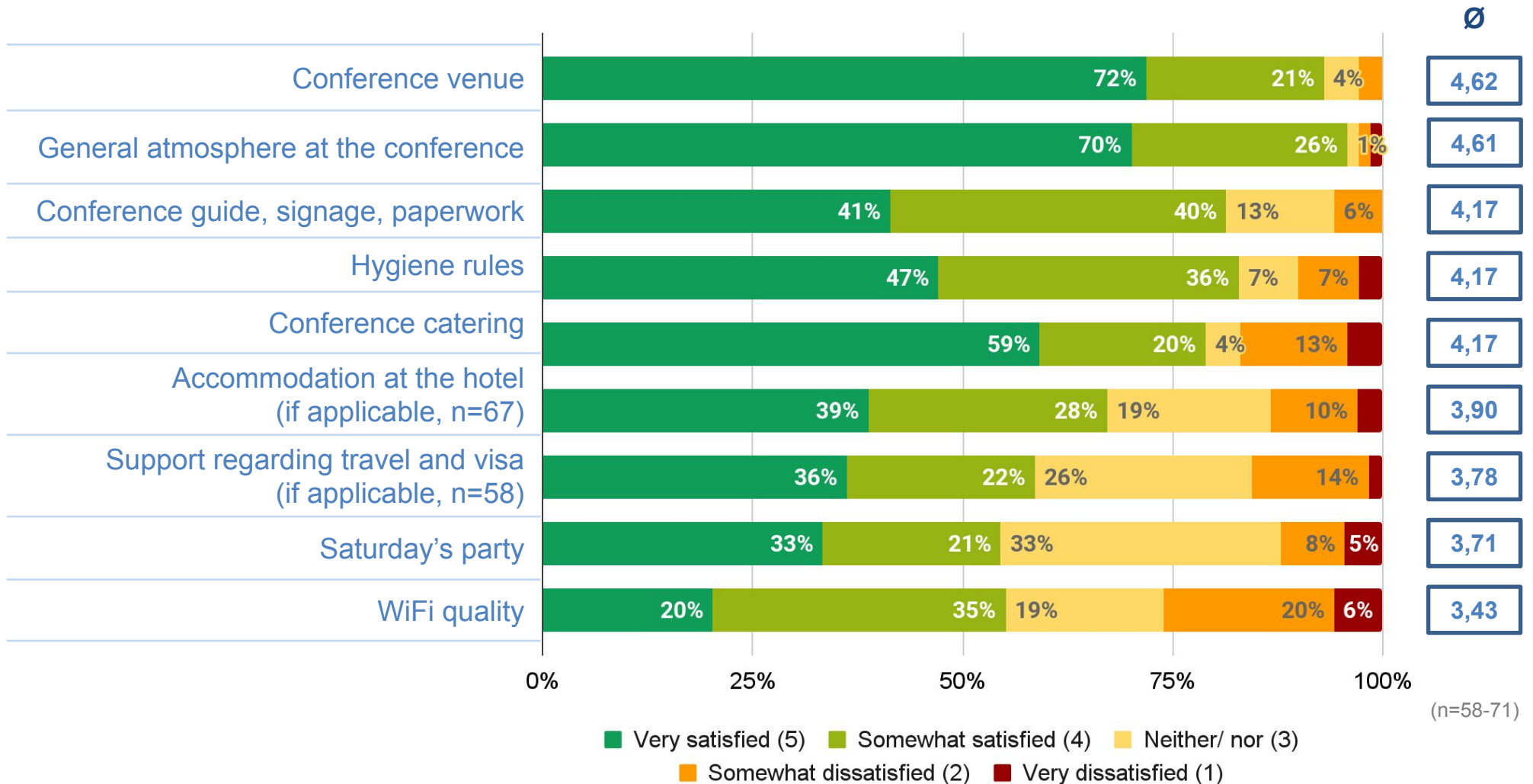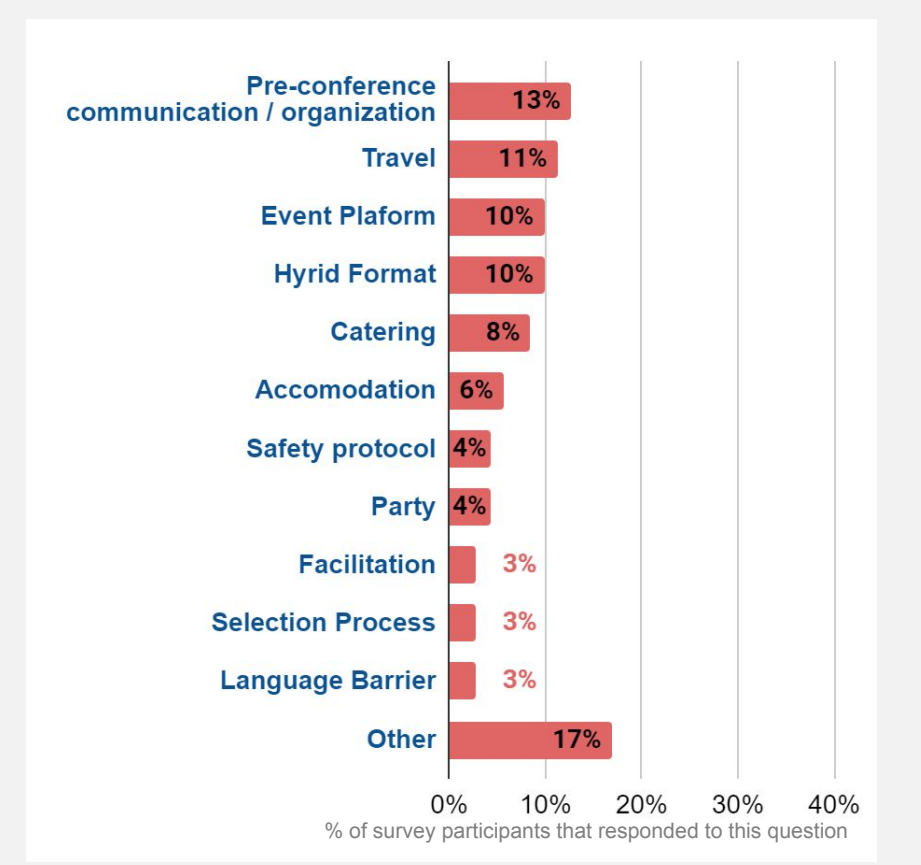
Wikimedia Summit 2022
Organizational - Further Remarks

Q17: Do you have further remarks on organizational aspects of the conference? [open questions, n=71, multiple answers]

Positive

Category	%
Generally positive / (very) well organized	13%
Hybrid format	8%
Catering	6%
Hygiene Rules	3%
Support	3%
Facilitation	3%
Event Plattform	3%

% of survey participants that responded to this question

Negative

Category	%
Pre-conference communication / organization	13%
Travel	11%
Event Plaform	10%
Hyrid Format	10%
Catering	8%
Accomodation	6%
Safety protocol	4%
Party	4%
Facilitation	3%
Selection Process	3%
Language Barrier	3%
Other	17%

% of survey participants that responded to this question

Wikimedia Summit 2022
Summary 3: Organizational & Social Aspects

Organizational Aspects - in general:

- Organizational aspects of the 2022 summit were **rated (very) positively overall**. Especially support and communication during the conference (85% 'very satisfied' or 'somewhat satisfied'), the registration process (79%) and onboarding/offers for help (78%) were highlighted. However, **all in all satisfaction seems to have decreased** compared to the 2019 summit as percentages of respondents being very satisfied with organizational aspects decreased. Furthermore, support and communication before the conference - usually rated very high in previous years - received the least satisfaction of all aspects in this years summit and 22% of the respondents are somewhat or very dissatisfied. According to the open feedback late information about travel and accommodation were among the reasons for disappointment.

Organizational Aspects - on-site:

- The **conference venue and the atmosphere at the summit** made the overwhelming majority of the participants **very happy** (93% and 96% 'very satisfied' or 'somewhat satisfied'). Many other aspects of the on-site organization like guide, signage and paperwork and the hygiene rules were also referred to as (very) satisfactory. The catering received a much better rating as on the last summit (79% 'very satisfied' or 'somewhat satisfied'). The Wifi Quality and the party, aspects often not receiving the highest satisfaction ratings on last conferences, also this year received the least approval, especially the Wifi with 26% being (somehow) not satisfied.

Social and Collaboration aspects:

- The summit especially helped to get a better understanding of others' views about the movement (88% 'strongly agree' or 'agree') and made participants feel as a part of the movement (79% 'strongly agree' or 'agree'). Making new friends is also valued by 69% ('strongly agree' or 'agree'), but is agreed upon less compared to the 2019 summit. Like in previous conferences, reducing tensions and misunderstandings occurs (66%), but is the benefit least experienced (on high level).

- Many participants stated that they gained input/support for their initiative or supported an initiative by joining or providing input (64-63%). According to the open comments a great variety of topics of engagement is covered.

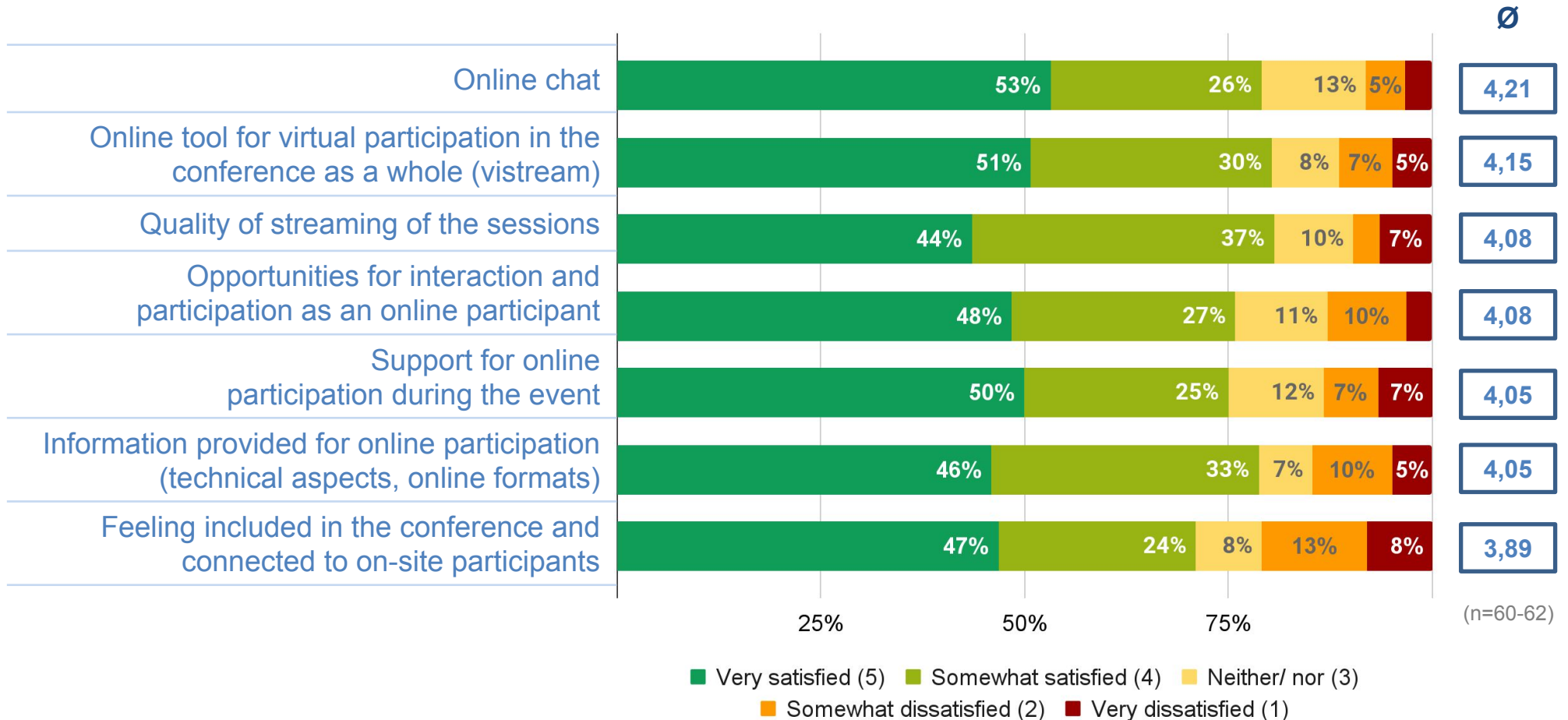# Wikimedia Summit 2022
Hybrid Format and Remote Participation

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Wikimedia Summit 2022
Remote Participation

Q18: How satisfied were you with the following aspects regarding remote participation in the summit using the online platform ("vistream") [n = 60-62, only remote participants]?
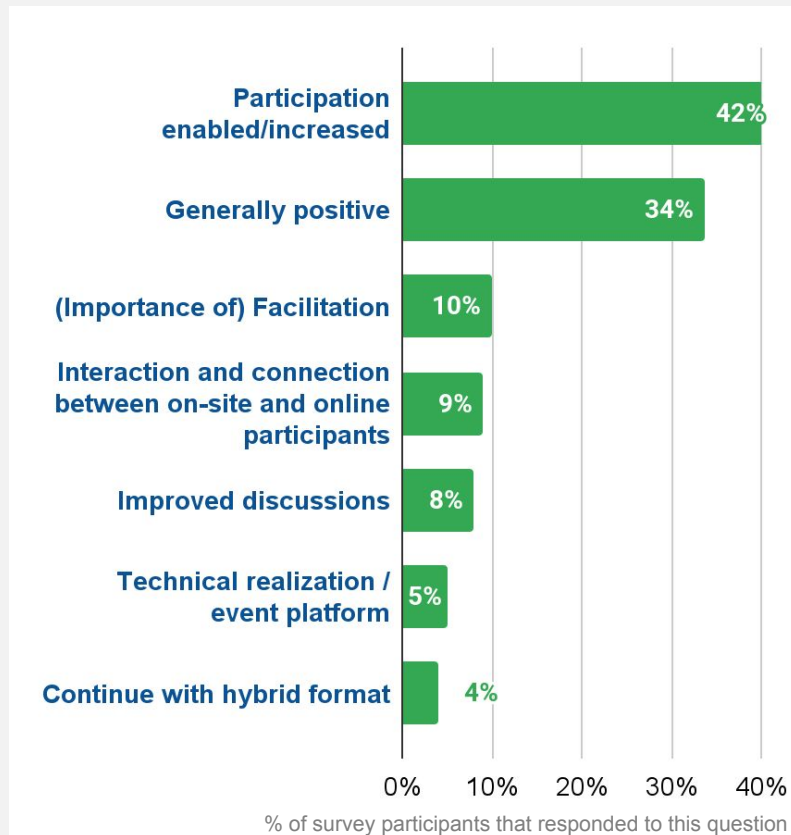
Ø

Online chat	53% / 26% / 13% / 5%	**4,21**
Online tool for virtual participation in the conference as a whole (vistream)	51% / 30% / 8% / 7% / 5%	**4,15**
Quality of streaming of the sessions	44% / 37% / 10% / 7%	**4,08**
Opportunities for interaction and participation as an online participant	48% / 27% / 11% / 10%	**4,08**
Support for online participation during the event	50% / 25% / 12% / 7% / 7%	**4,05**
Information provided for online participation (technical aspects, online formats)	46% / 33% / 7% / 10% / 5%	**4,05**
Feeling included in the conference and connected to on-site participants	47% / 24% / 8% / 13% / 8%	**3,89**

25% 50% 75%

(n=60-62)

■ Very satisfied (5) ■ Somewhat satisfied (4) ■ Neither/ nor (3)
■ Somewhat dissatisfied (2) ■ Very dissatisfied (1)

Wikimedia Summit 2022
Hybrid format - Further Remarks

Q19: From your perspective, did the Summit benefit from the hybrid format or rather not? What do you think were strengths and weaknesses of the hybrid summit implementation? [open questions, n=101, on-site and remote participants, multiple answers]

Positive

Category	%
Participation enabled/increased	42%
Generally positive	34%
(Importance of) Facilitation	10%
Interaction and connection between on-site and online participants	9%
Improved discussions	8%
Technical realization / event platform	5%
Continue with hybrid format	4%

% of survey participants that responded to this question

Negative

Category	%
Interaction and connection between on-site and online participants	14%
Technical challenges/barriers	12%
Social / Networking	10%
Facilitation	9%
Generally negative	7%
Other	17%

% of survey participants that responded to this question

Wikimedia Summit 2022
Summary 4: Hybrid Format

Hybrid format:

- Overall, **remote participants rated the implementation of the hybrid format positively**: The majority of attendees (between 81% and 71%) were very or somehow satisfied with the different aspects of the format. The **tools used** for remote participation like chat and event platform received the highest satisfaction ratings. Also, streaming quality, support and information provided are seen positive. Although online participants are generally happy with the opportunities for interaction and participation some of them **did not feel included in the conference** and connected to on-site participants (21% 'somewhat dissatisfied' or 'very dissatisfied').

- Regarding the **strength and weaknesses of the hybrid format** for most respondents **positive aspects are at the forefront**. A hybrid implementation of the summit is valued by many participants for enabling participation (mitigating barriers like travel, time, budget, visa, etc.) or even **increasing participation** in a qualitative sense (bringing in voices and perspectives otherwise excluded). Many participants see the hybrid format generally positive and found it (in part exceptionally) **well implemented**. The (reduced) interaction and connection between on-site and remote participants, technical challenges (connectivity, streaming quality, etc.) and (hindered) networking and personal/informal connection are named as important weaknesses. However, the realized interaction and connection on the other hand was stated positively by some respondents (maybe against the backdrop of an anticipated challenge in that area). Likewise, the perspective on the facilitation of sessions in hybrid format differs between respondents: some rate it's quality positive, some negative. Still, the respondents concur on the importance of a well implemented facilitation in hybrid contexts.
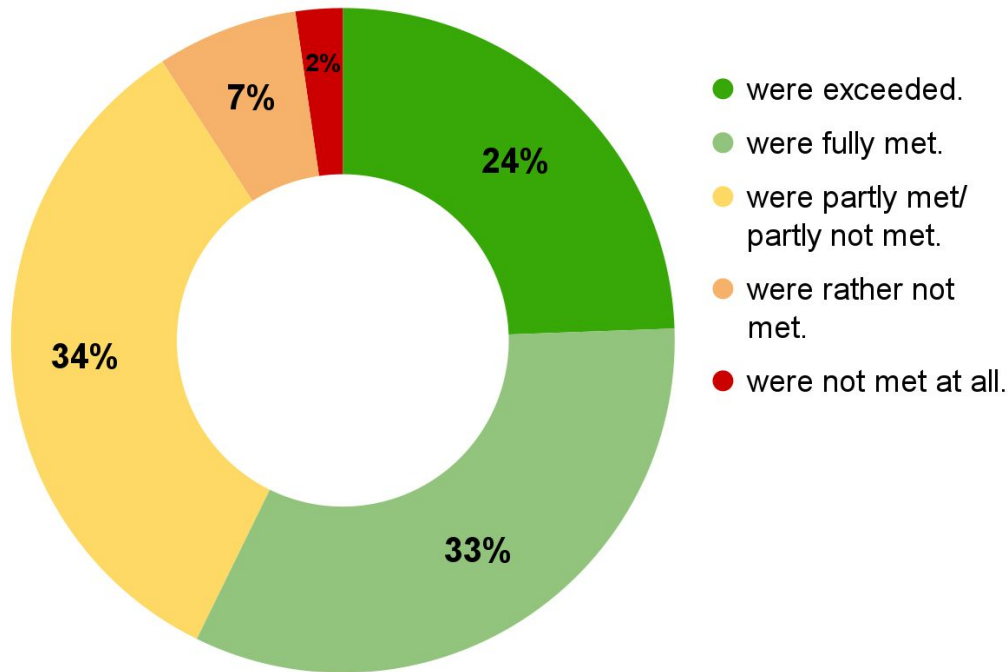
Wikimedia Summit 2022
Overall Evaluation

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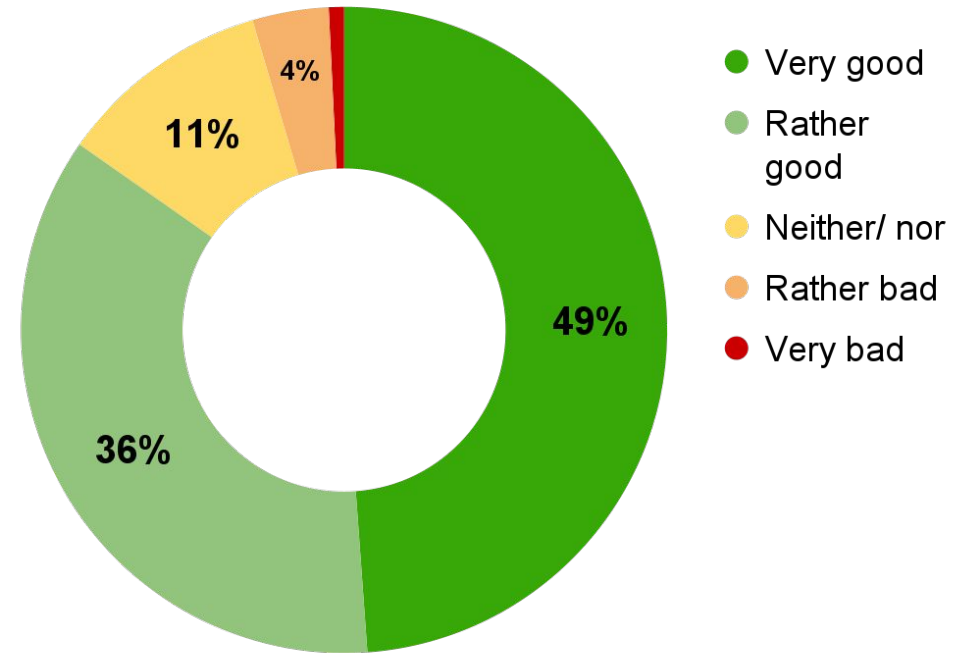
Wikimedia Summit 2022
Overall Evaluation

Q20: Meeting Expectations

Q22: Overall Rating

Q20 legend:
- were exceeded.
- were fully met.
- were partly met/ partly not met.
- were rather not met.
- were not met at all.

Q20 values: 24%, 33%, 34%, 7%, 2%

Q22 legend:
- Very good
- Rather good
- Neither/ nor
- Rather bad
- Very bad

Q22 values: 49%, 36%, 11%, 4%

Q20: Regarding your expectations before the conference: My expectations towards the conference were … (n=131)

Q22: Finally, what is your overall rating of the conference? (n=131)

▶▶ **Summarizing, 85% of the participants evaluated the conference as "good" or "very good", but not all prior expectations were met.**

Wikimedia Summit 2022
Main Benefit for Participants*

Q8: From your perspective: What were the three main benefits of attending the conference? [open question, n=111, multiple answers]
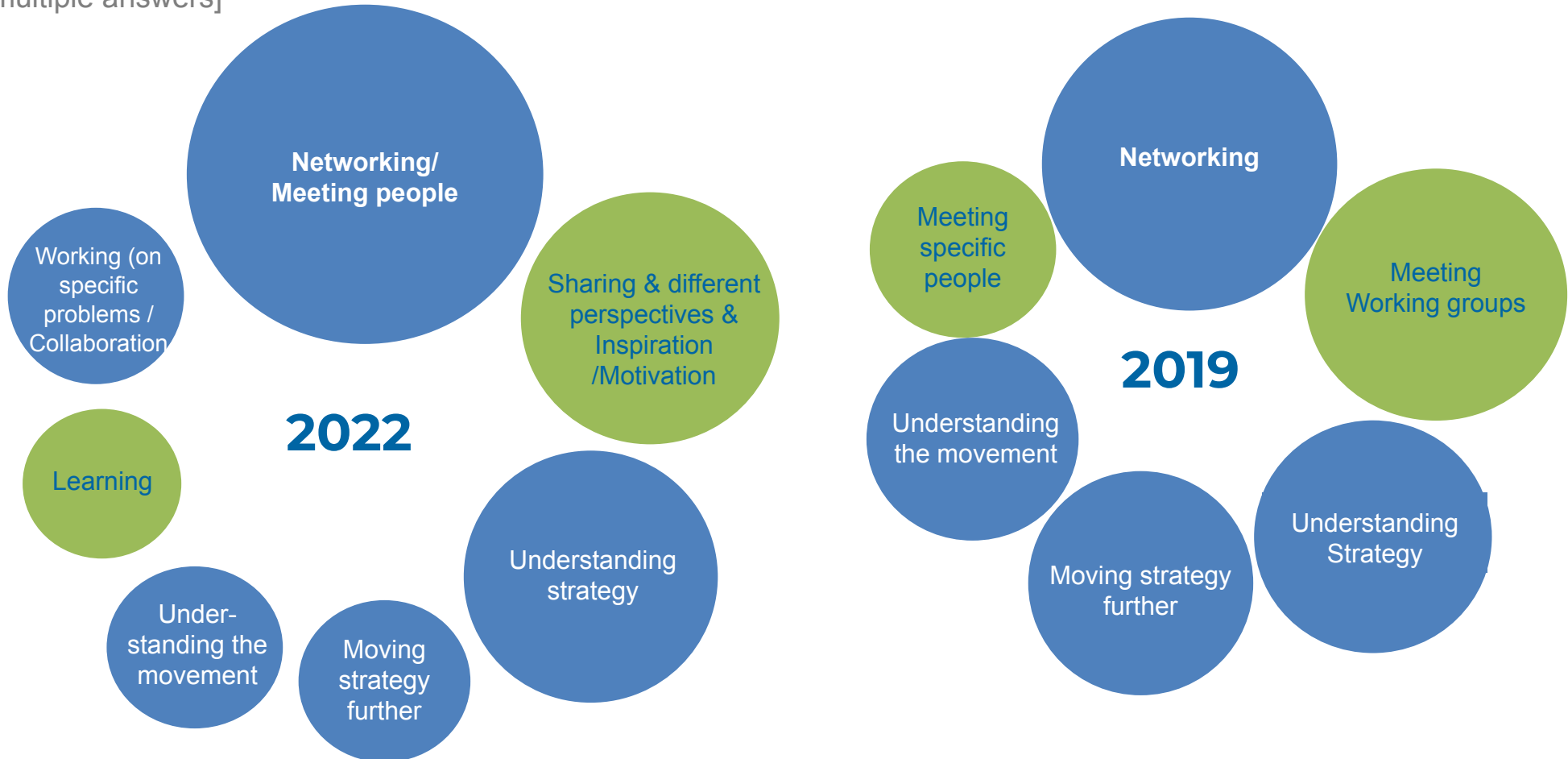
Main benefit profiles, comparison between Wikimedia Summit 2022 and Wikimedia Summit 2019. Bubble size reflects frequency of mentions. Aspects which especially applied to one year/conference are highlighted in green.

Wikimedia Summit 2022
Summary 5: Overall Evaluation

Overall Evaluation:

- In summary, the Wikimedia Summit was **rated very positively** by the participants: 85% of the participants evaluated the conference as "good" (36%) or even "very good" (49%).

- Not all prior expectations of the participants were fully met: over one third (34%) of the respondents saw their prior expectations partly met but partly also not met. This matches the results of the 2019 summit even though it's already the second conference in the 'new' summit format.

- As in other Wikimedia Conferences **'Networking and Meeting people' is the most often stated benefit** of the summit. Compared to the 2019 Summit, the importance even increased from participants perspective. Unlike the last summit 'Sharing experiences, learning of of perspectives and inspiration/motivation' was an important benefit of the conference. Regarding movement strategy (MS) participants valued the summit stronger for 'Understanding MS' than 'moving MS further'. 'Meeting specific people' and 'Meeting working groups' - major benefits of the 2019 summit - were not at the core of this year's summit.

Q23: Do you have anything else you like to share with us? [open question, n=58, multiple answers, examples]

"Organizing team ex-ceeded our expectations by bringing so many attendees together for an important cause and enabled us to strengthen our bonds and regain the sense of be-longing to the community."

"The first time I went abroad and face to face Wikimedia event motivated me a lot. I look forward to participating again!"

"In the breakout rooms, there were a lot of great ideas shared, how do we ensure those ideas don't only stay in the etherpads but get further discussion and implementations"

"It would be really good if every affiliate could get one person to the Summit instead of online only and some affiliates having 2-3 people in person. Now, _that_ would be equitable."

"Thank you all for your amazing efforts, with this event, it seems Wikimedia is well on the way to hybridization that will help to bridge our inclusion gaps. As a remote attendee [...], I do wonder what more might be done for equity to those in such timezones - often there was a desire to do more after the wrap but online creation of interaction spaces did not come to fruit organically. [...]"

"Thank you very much for organizing this!!!!!"

"Thanks for the care and thoughtfulness you put into designing a welcoming experience for online participants! Also many thanks to the organisers for location scouting within a very tight timeline! <3"

"I was irritated by the negative framing of the Hubs during some parts of the conference, including the closing session. Framing it as mainly a problem, cause for irritation etc instead of also highlighting the opportunites and positive energy around it is dangerous and unnecessary. [...] I would strongly recommend to overthink this [...]."

"I think is relevant that the movement strategy process (and people) could concentrate mostly on the Movement charter drafting process instead of trying to do 9 others things at the same time. [..]"

Q23: Do you have anything else you like to share with us? [open question, n=58, multiple answers, examples]

"Thank you for working on the event. I understand that it was all done under a lot of pressure, and time constraints, but I think that this is a key event on moving things forward, and we need to invest more time and efforts into this, in order to get results"

"Online participation was not so easy for regions where the cost of internet data is very high. Provision should have been made to reimburse participants with a data allowance to motivate their participation."

"Thanks for your work and all the invisible efforts behind the conference. it was a pleasure reconnect with others and thanks for your effort to identify open source tools and to create an experience also for online participants"

"Affiliates, user groups should be given opportunity to organize local summit to get members who could not have the privilege of attending to participate"

"In the future it would be good to not only include functionaries, but also members of the core community (content creators). I felt like their voices were left out."

"Thank you for making the huge effort of organizing this event, that were inclusive and overall very well done! The only thing i wish we had was more time to spend time with the people travelling from afar. Especially the ones that have crossed many time- and climate zones should have gotten to spend more time in Europe I feel."

"Organizing team exceeded our expectations by bringing so many attendees together for an important cause and enabled us to strengthen our bonds and regain the sense of belonging to the community."

"Well done!"

"Has the Summit to be always in Berlin? Is this consistent with our strategic direction?"

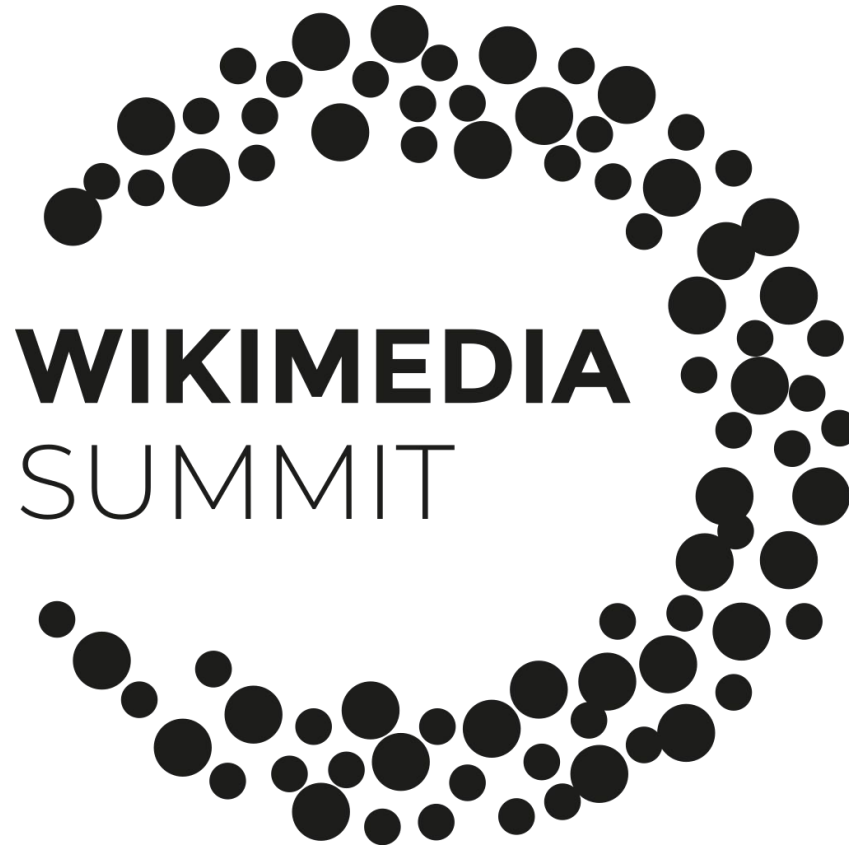# Wikimedia Summit 2022
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WIKIMEDIA SUMMIT

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Wikimedia Summit 2022

Thank you all!