

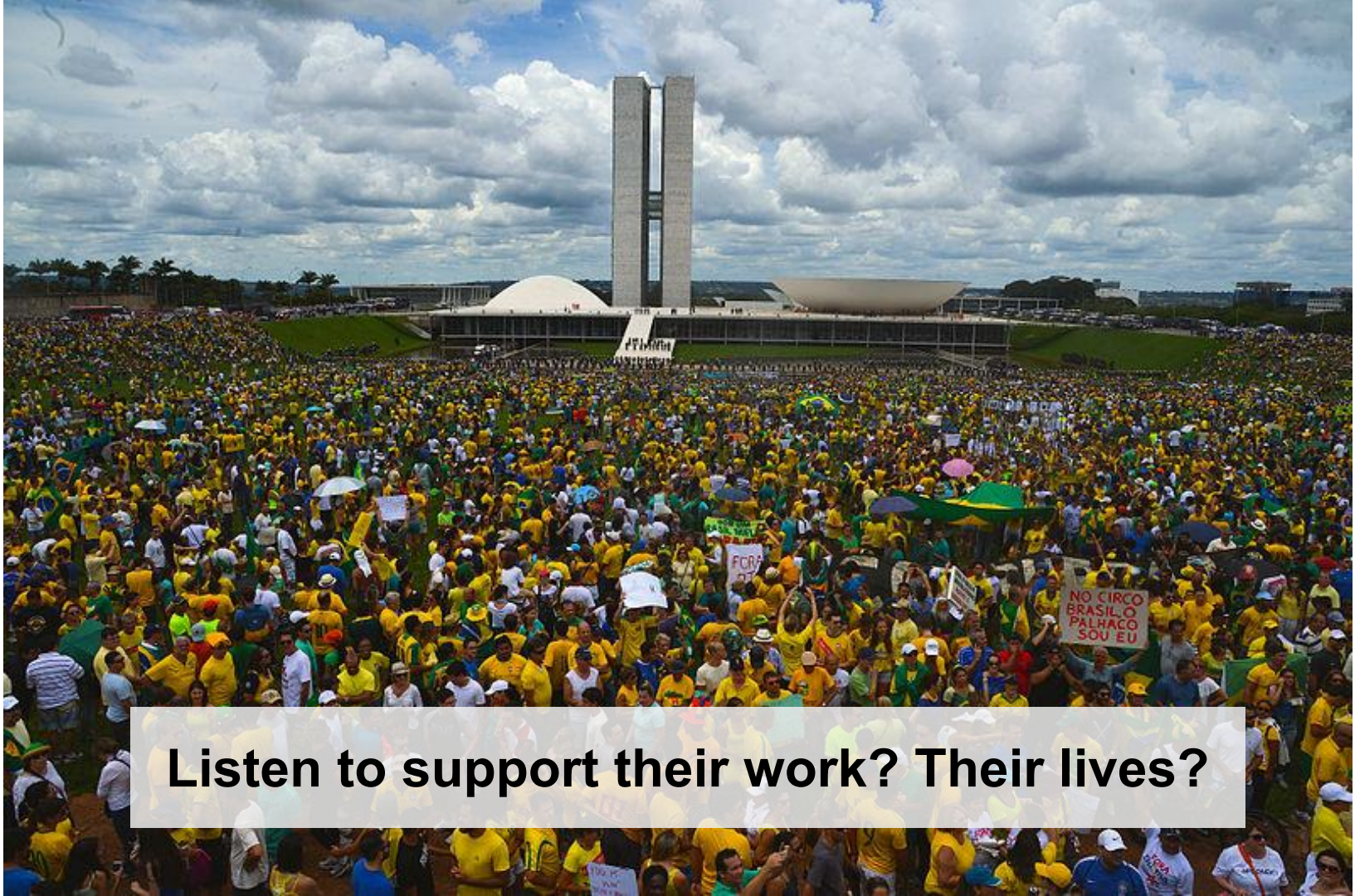
Listening to Community Voices

Using Surveys









Listen to support their work? Their lives?

When working with large groups, surveys can be like using a flashlight in the dark



Agenda

- Lightning talks (15 minutes)
- Discussion (25 minutes)
- Plenary (10 minutes)
- Resources (5 minutes)

Lightning talks (15 min)

WMIGHUG SURVEY EXPERIENCES

WHY SURVEYS AND THE LESSON SO FAR

WHAT IS A SURVEY?

- THE BEST FORM OF FEEDBACK
- THE BEST WAY TO ASSESS PERFORMANCE
- MEASURE SUCCESS AND IMPACT RATE
- REIMAGINE THE EXPECTATION OF THE POTENTIAL AUDIENCE
- TO REALIGN OR RESTRUCTURE THE WAY FORWARD

VARIOUS WAYS WE SURVEY

UNPROFESSIONAL/RELATIONAL SURVEY

- PHONE CALLS
- ONE-ON-ONE CHAT
- CONSTANT ENGAGEMENT VIA OTHER SOCIAL METHODS (WHATSAPP, SOCIAL MEDIA, ETC.)

PROFESSIONAL

- COOKED UP SURVEYS HARD OR SOFT

WA KIWIX PROJECT

Project Goal

The Goal of the project was to find alternative/auxiliary means to increase the reach and (or) use of Wikipedia and its sister project.

Survey Goal

To sum up activities of a pilot project for scaling up offline Kiwix in Ghanaian schools.



SURVEY PROCESS

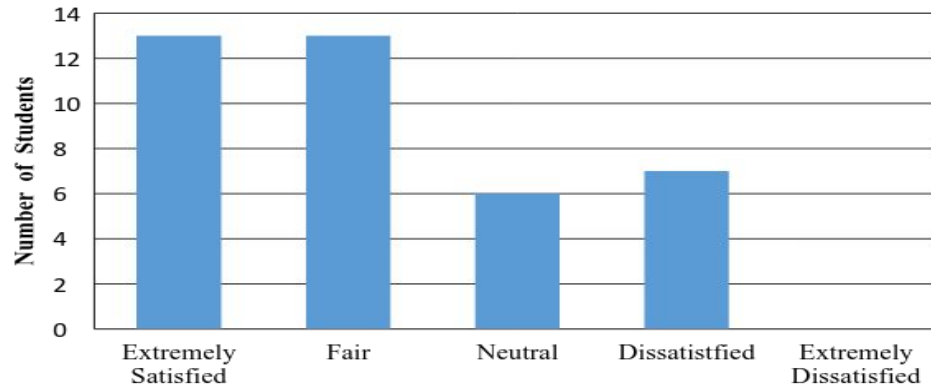
- Created questionnaires
- Discussed questionnaires with a WMF Staff
- Distributed to the sample size
- Raw Data was analyzed by us
- Summary data was shared on commons

OVERVIEW OF RESULTS AND FINDINGS

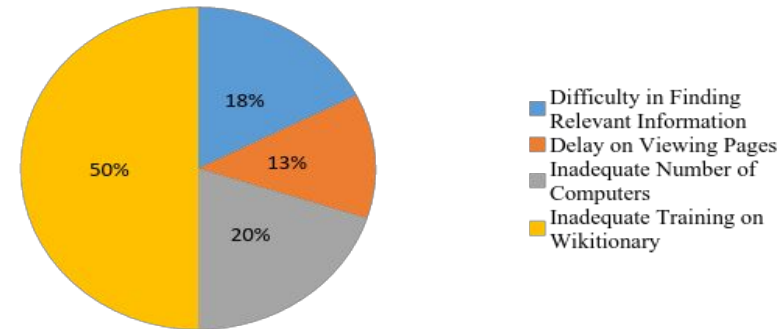
Before the installation of the resource:

- Only 32.5% of the respondents had heard of Wikipedia
- Only 7.5% have had the opportunity to use any of Wikimedia's platforms or projects.
- After six weeks of usage, 42.5% of the population of students agreed that the use of the resource had influenced their studies.

Satisfaction Level



Respondents Concerns



LESSONS LEARNED

What worked well.....

- Teachers were interested in getting the students to do the survey
- The final survey was in the format that best suited the caliber of people we were reaching
- Having a personnel on the ground supervising the whole process and also serving as a reminder

What didn't work well.....

- Our initial format for the survey didn't suit our audience
- Students were a bit reluctant to fill the survey (because of exams)
- Our sample size didn't necessarily reflect the entire population that used the resource

WIKIMEDIA ARGENTINA

Survey to meet our community...or not.

WHY CONDUCT A SURVEY?

Before the survey was conducted:

- We understand as community our offline volunteers: those involved in our offline activities.
- Our reach was limited to Buenos Aires community of volunteers.
- We believed that a great amount of editors were not aware of Wikimedia Argentina activities.
- We believed that approaching to those groups of editors outside Buenos would mean naturally the creation of new communities of volunteers around the country.

IN THIS SENSE...

Our main supposition: we needed to meet our community of editors to expand our activities outside Buenos Aires

Because we believed:

- Community meant editors already involved in Wikimedia projects.
- They would be ready to participate and support Wikimedia Argentina's activities.
- To build more stable communities of editors in Argentina would expand our activities and reach.

SURVEY PROCESS

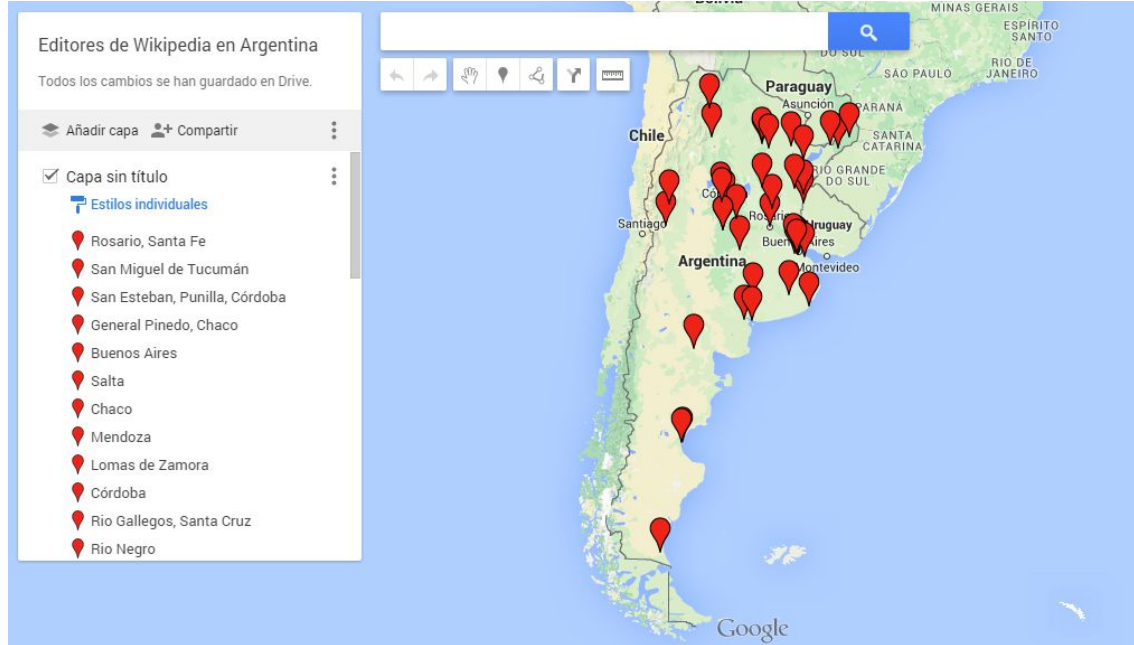
Create the questionnaire---> staff + board + WMF

Communication strategy---> banner posted for online editors, just in Argentina.

- Main questions/objectives:
 - Localize the editors around Argentina
 - Be aware of the knowledge of Wikimedia movement and Wikimedia Argentina.
 - Be aware of their work with Wikimedia projects
 - Find out the level of knowledge regarding the main program/projects/activities of Wikimedia Argentina
 - Know the needs of “our community” to help them.
 - Understand the interest of “our community” in participating in

FINDINGS

Editors in Argentina can be found in more than 30 different locations.



MORE FINDINGS...

- 80% edits in Wikipedia
- 74.5% didn't know about Wikimedia Argentina
- According to the programs/projects:
 - +60% was interested in participate in Education Program
 - 49% found useful a program focused in Community Support
 - +30% was interested in GLAM Program
- However the most interesting finding was:
 - 41% didn't want to participate in Wikimedia Argentina activities.
 - A great number of editors believe that the main support from Wikimedia Argentina should be providing information and resources to editors.

CONCLUSIONS

- We were able to connect and meet Argentina editors but this hasn't meant an increment of volunteers.
- Our sense of "community" has been redefined--->volunteers involved in our activities - editors or not- that help us to scale our programs/projects/activities.
- We have built a great community of involved editors through online proposal---> dismissed the onsite activities.
- We redefined a whole program---> from federalization program to community support program.

Discussions (25 min)

Plenary (10 min)



Listening to learn and to take action
to support people's work and influence lives

Resources

- Turning documents into learning patterns
- Survey Support Desk
- Category:Survey skills
- Qualtrics
- surveys@wikimedia.org

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