

# Topline: Evaluation Report (beta)

Wikipedia Education Program  
GLAM Content Partnerships  
On-Wiki Writing Contests  
Wiki Loves Monuments  
Other Photo Contests  
Editing Workshops  
Edit-a-thons

7 Programs  
119 Implementations  
60+ Program Leaders  
30 Different Countries

## Introduction

In 2013, the Wikimedia Foundation began an evaluation capacity building initiative. The aim: to build a greater understanding of the incredible work that international Wikimedia organizations and individual volunteers are conducting around the world to increase content on Wikimedia projects.

The first step in this journey was an evaluability assessment, in which many program leaders and evaluators reported they were already tracking a number of basic evaluation data points<sup>1</sup>. The Program Evaluation and Design team then conducted a first pilot round of data collection for voluntary reporting on implementations of the seven programs listed above. **23 program leaders reported directly on 58 program implementations and 61 implementations were mined.**

This topline presentation is based on those reports and represents our **initial assessment of those seven programs**. Each of these programs has a report of its own, including complete data and findings. Find links to each report and a complete overview that discusses our approach, methodology, important definitions, and more about the reporting process at [m:PE&D Reports](#).

**Most outcome metrics reported should be considered as “at least” that amount due to known underreporting:**

- 63% included report of photos/media uploaded
- 45% reported overall “active” editors at 6-month follow-up (19% reported zero retained)
- 27% included report of amount of text added to Wikipedia’s article namespace

## Results

The **Wikipedia Education Program** focuses on increasing quantity and quality of content through retaining a steady student pipeline. On average, each student in the program produces about a quarter page of content each week. (**Low to High Investment - Moderate to High Impact**)

**Priority Goals:** Increasing contributions to, quality of, and respect for Wikimedia projects

- Education programs can have meaningful impact with small, volunteer-run programs with little to no budget as well as seem to scale with investment of money in the form of staff time.
- The average program produces about 120 pages of content each week and invests about \$28 USD per each page of content created.
- Participation rates ranged from 25 to 2,372 and programs lasted from two weeks to 21 months with an average of 37.5 weeks
- Of the 3,334 new editors that participated in the reported implementations, 33 (1.1%) were “active” six months after the program ended.

**GLAM content release partnerships** generate a large quantity of media via content release; most program leaders reported their ongoing partnerships opportunities. (**Low to Moderate Investment - Moderate to High Impact**)

**Priority Goals:** Increasing contributions to, awareness and quality of, and respect for Wikimedia projects

- Average of three months from inception to completion, with an average of 80 hours of time input (most often volunteer time)
- Most program leaders anticipate their GLAM partnership will continue, and that the new partnership will develop further
- Associated costs<sup>2</sup> averaged 6.6 minutes of time invested per file
- Usually organized by experienced program leaders who often produce documentation and blogs about their implementations

**On-Wiki Writing Contests** engage experienced editors, and the average contest creates or improves 131 articles and produces 28 good articles and 10 featured articles. (**Low Investment - High Impact**)

**Priority Goals:** Engaging existing editors, having fun, and developing quality content

- Program leaders rely heavily on donated prizes/giveaways for contests
- The majority of participants remain “active” editors after contests end.
- Associated costs averaged \$1.67 USD and 13.8 minutes invested per page
- Most implementers are experienced and could help others, but they do not blog or write about their work

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## Results continued

**Wiki Loves Monuments<sup>4</sup>** (WLMs) and **Other Photo Upload Events<sup>4</sup>** produce content regardless of cost; the more participants, the more the photos uploaded. (**Low to High Investment - Moderate to High Impact**)

**Priority Goals:** Increasing awareness of, and contributions to Wikimedia projects and make contributing fun.

- Average participation was 190 associated with an average of over 5,600 photo uploads per WLM event. (13% in use<sup>5</sup> on Wikimedia)
- Retention of new editors from WLMs is relatively low. Out of over 13,000 new recruits to WLM 2012, 220 (1.7%) were still contributing, 47 (0.4%) “actively,” to commons 6 months later.
- Other photo upload events reported generated a total of 50,386 images (7% in use on Wikimedia).
- Associated costs averaged \$0.48 for WLM and \$0.60 for other events (USD) invested per photo upload.
- Although 73.6% of existing user participants in the other photo upload events, were actively editing 6 months later, 0% of new users were.

**Editing workshops** aim to educate the public about how to edit Wikimedia; however, no skills assessments have been reported and retention is not yet evidenced in the small number of workshops reported. (**Low Investment - Low Impact**)

**Priority Goals:** Educating the public about Wikimedia, teaching and retaining new volunteers to edit

- Associated costs averaged \$0 USD and an investment of 1.7 hours per workshop participant, and 2.5 hours per new account created<sup>3</sup>
- Retention of new “active” editors was low. Out of 87 identified new editors, two were “active” editors six months later

**Edit-a-thons** are very popular for both existing and new editors and produce an average of 16 text pages per event. (**Low Investment - Moderate Impact**)

**Priority Goals:** Increasing contributions (recruit/retain) and improving skill sets and perceptions about Wikimedia

- Produce content regardless of cost; the more participants, the more the content (16 pages of text per event and 3 pages per participant)
- Associated costs averaged \$17.15 USD and 1.24 hours invested per page of text produced
- Events with a lot of new editors were observed to be as productive as events with a lot of experienced editors
- Retention of “active” new editors is low. Out of 328 new editor recruits, three were “active” 6-months after the event.

	Wikipedia Education Program	Wiki Loves Monuments	Other Photo Events	GLAM Content Release Partnerships	On-wiki Writing Contests	Edit-a-thons	Editing Workshops
<b>Goal</b>	\$ to \$\$\$	\$ to \$\$\$	\$ to \$\$	\$ to \$	\$	\$	\$
<b>Adding Content</b>	★	★	★	★	★	★	
<b>Increasing Quality</b>	★	★	★	★	★	★	
<b>Recruiting New Users</b>	★	★	★			★	★
<b>Retaining Users</b>		★	★		★	★	

Note: Darker shading, and larger star size, indicate greater impact observed in goal area; \$=Low, \$\$=Moderate, \$\$\$=High investments reported.

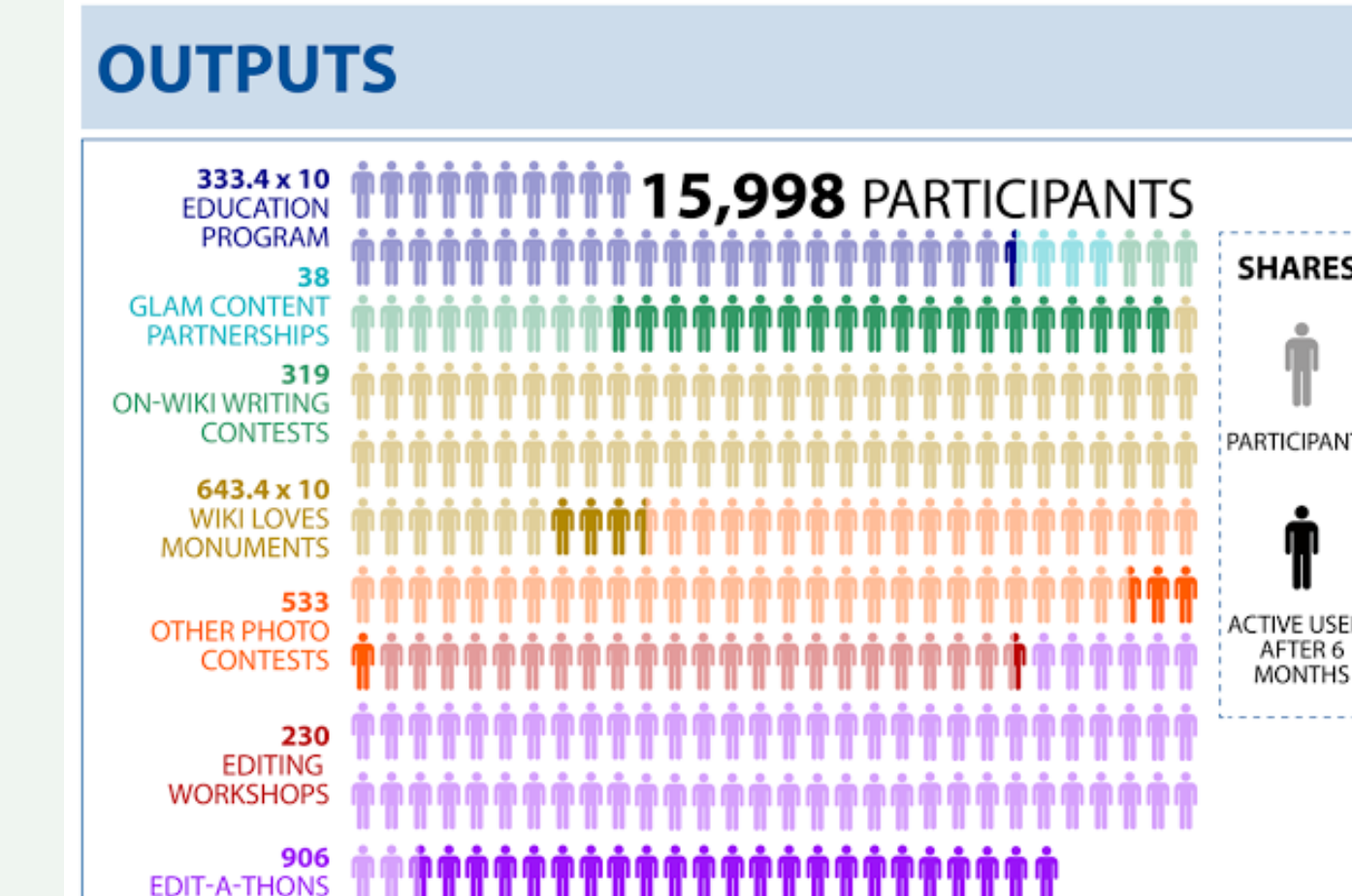
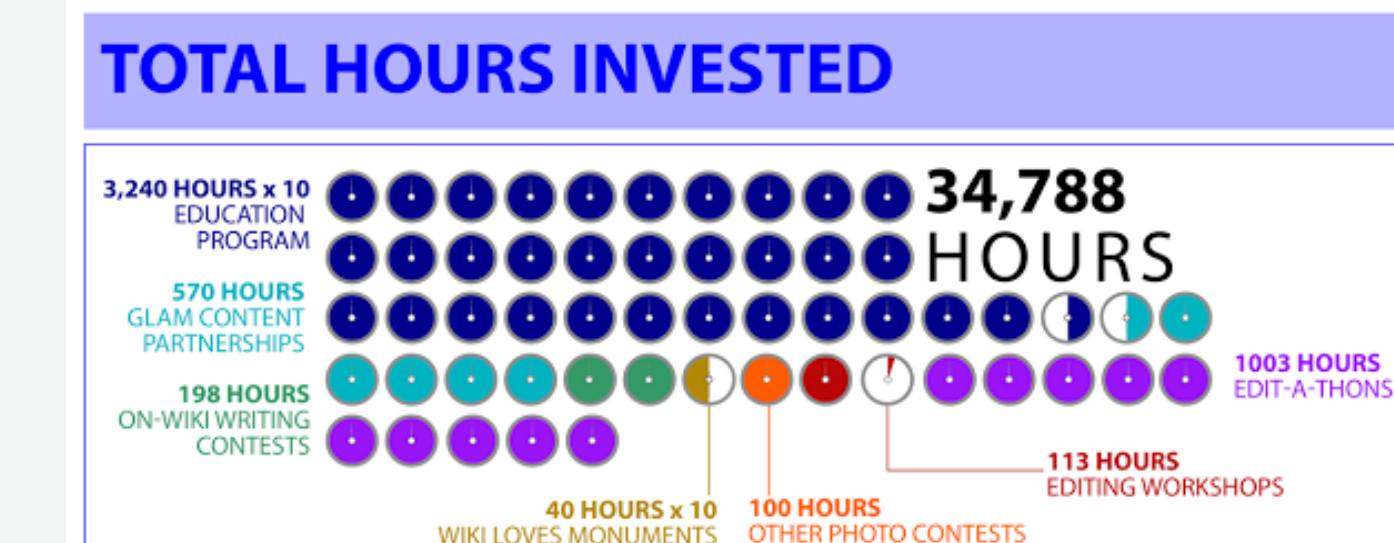
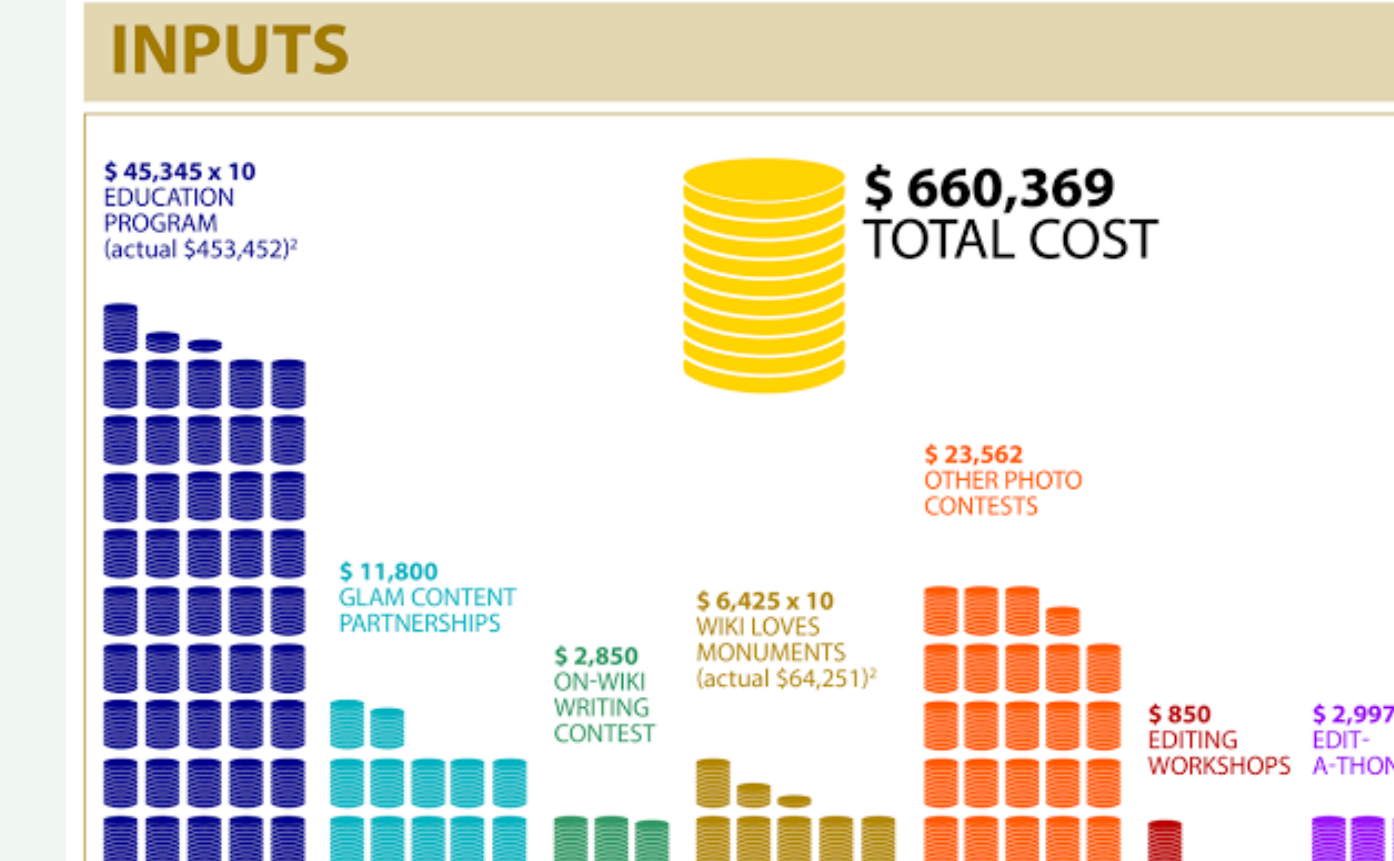
## Next Steps

This is only the beginning!

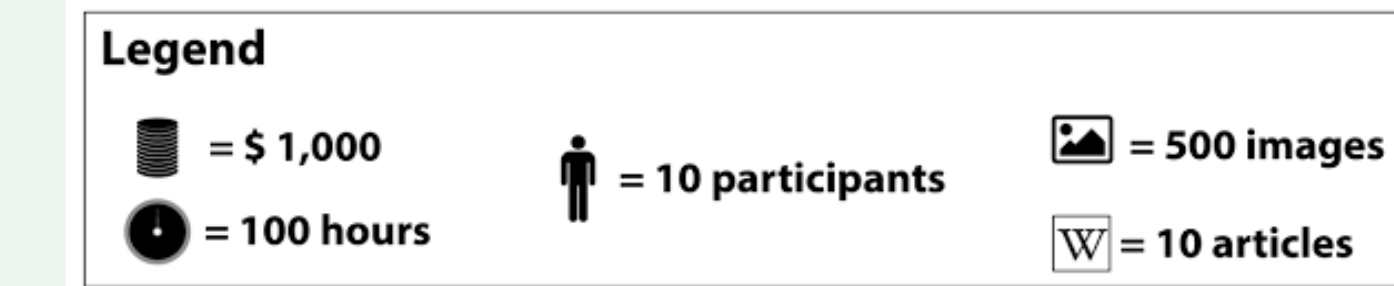
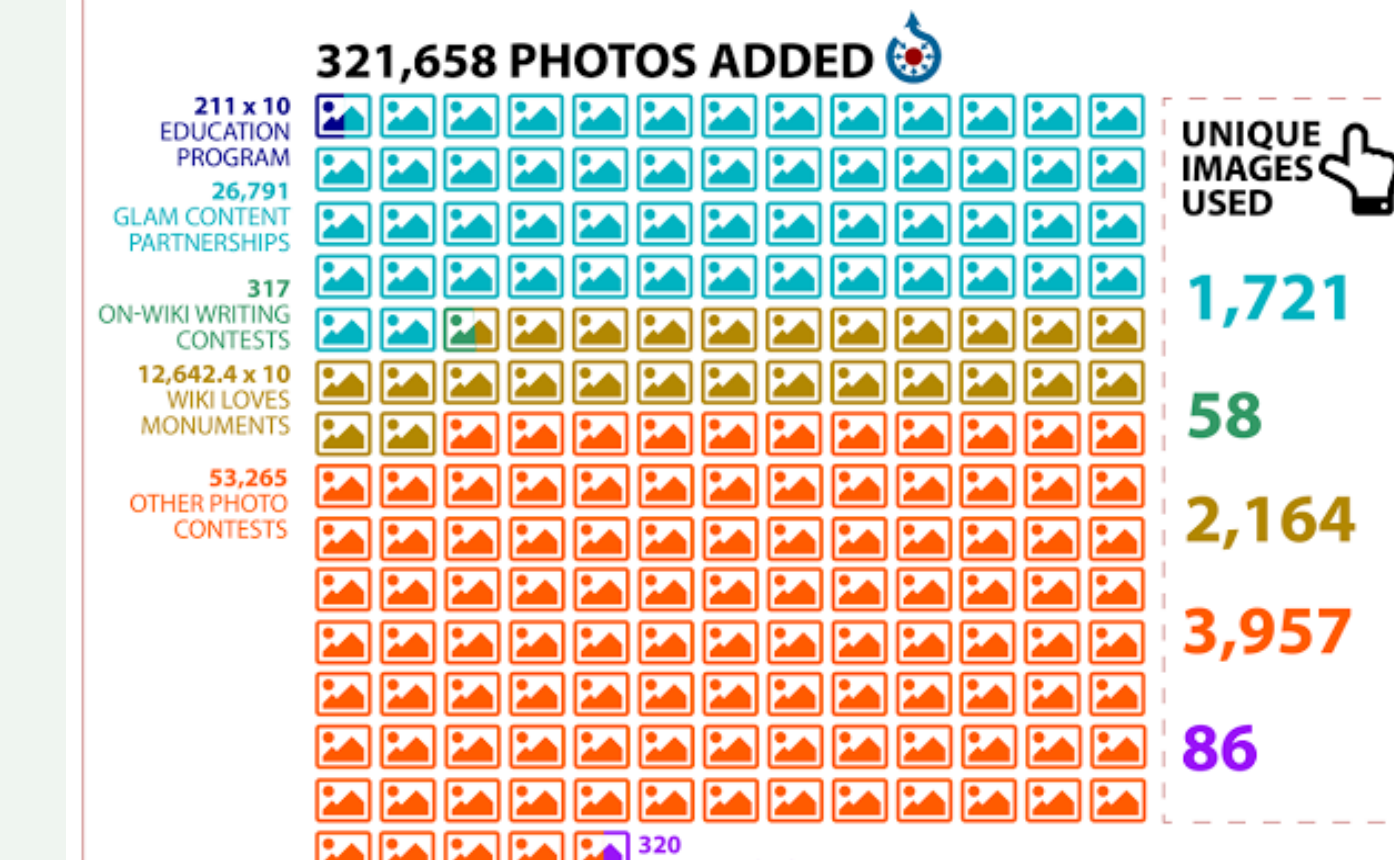
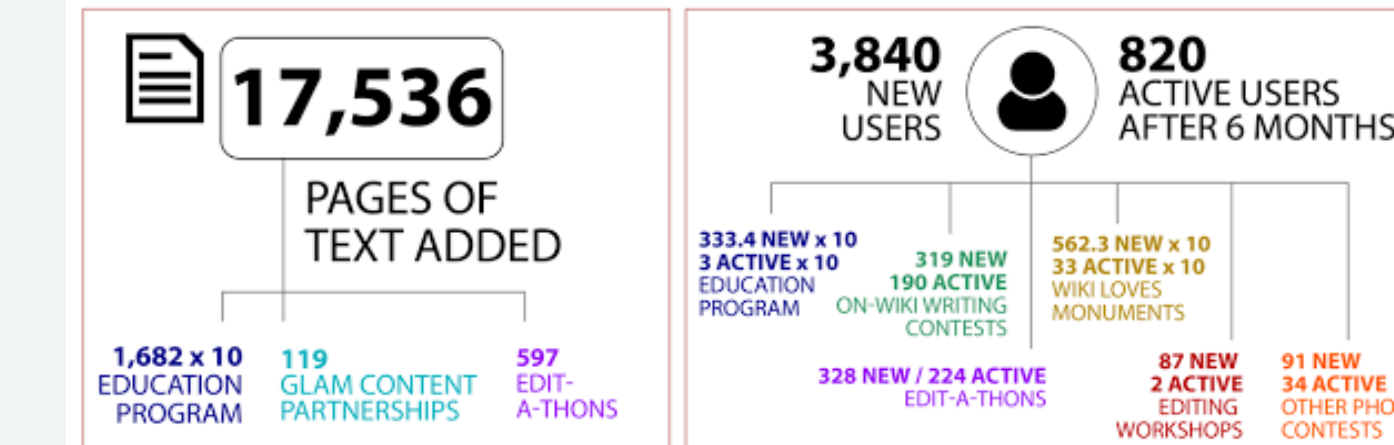
- We need *more* data, we need *better* data.
- We need improved tools to gather more metrics.
- We need to look at some different program design strategies more carefully and experiment with different implementation models - let's **be bold!**
- We need to understand the value of volunteer time and staff support as a human resources so we can determine their monetary value as inputs, outputs, and outcomes.

## EVALUATION REPORT (beta)

The data collected for this first round of beta reporting is illustrated in the infographic below. In order to scale WEP and WLM to fit the charts presented, all their metrics have been scaled to 10% for illustration.



## OUTCOMES



<sup>1</sup> Data represents 12 WLM 2012 implementations for which full data were available in the first round of reports. <sup>2</sup> In order to scale WEP and WLM to fit the chart presented, all metrics have been scaled to the percentage noted. <sup>3</sup> This infographic was a collaboration of WMF Learning & Evaluation team members: Maria Cruz, Jaime Anstee & Edward Galvez. <sup>4</sup> WLM image use percentage was 17% for WLM 2012 (as of November 4, 2014) and 9% for WLM 2013 (as of July 24, 2014). <sup>5</sup> Only two workshops reported a non-zero-dollar budget, most reported operating volunteer or on donations.

<sup>3</sup> Only two workshops reported a non-zero-dollar budget, most reported operating volunteer or on donations.

<sup>4</sup> Data on use and quality ratings were updates July 2014 for WLM 2013 and two other photo upload events which were just wrapping up at the initial time of reporting.

<sup>5</sup> WLM image use percentage was 17% for WLM 2012 (as of November 4, 2014) and 9% for WLM 2013 (as of July 24, 2014)