

# **Wikimedia Summit 2024: Results of the feedback survey**

# Data Collection & Method

## Method:

- Online feedback survey via [LamaPoll](#)
- [Questionnaire](#) available on Wikimedia Commons

## Data Collection

- April 22 (after closing of the Wikimedia Summit) - May 6, 2024
- Conference participants: 233
- Two reminder emails
- Survey participants (at least 3 questions):  
n=117 → 50 % of Summit participants  
(2022 survey: 56% of participants)
  - Response rate of on-site participants of Summit: 62%
  - Response rate of online participants of Summit: 23%

privacy policy.' The footer says 'Best regards, The Wikimedia Summit Organizing Team'. A red 'Next >' button is located at the bottom right." data-bbox="490 212 981 725"/>

4% (1/24)

WIKIMEDIA SUMMIT 2024 INTO THE FUTURE

### Wikimedia Summit 2024 Feedback Survey

Dear participants of the Wikimedia Summit 2024,

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 Wikimedia gatherings 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 Summit. 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 >



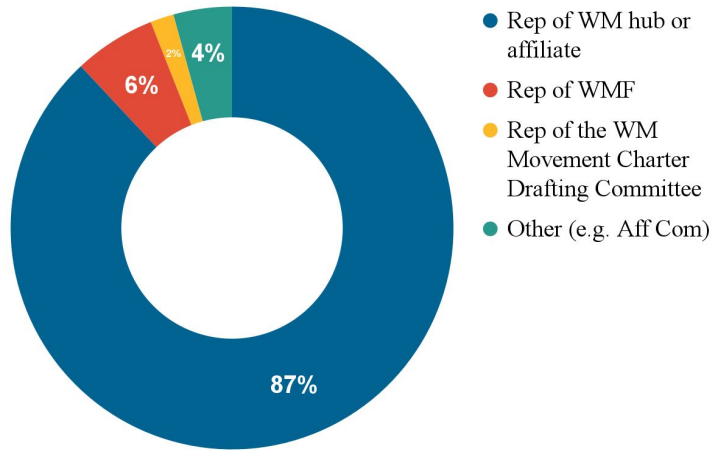
# 01 Background of Respondents



# Background of Respondents

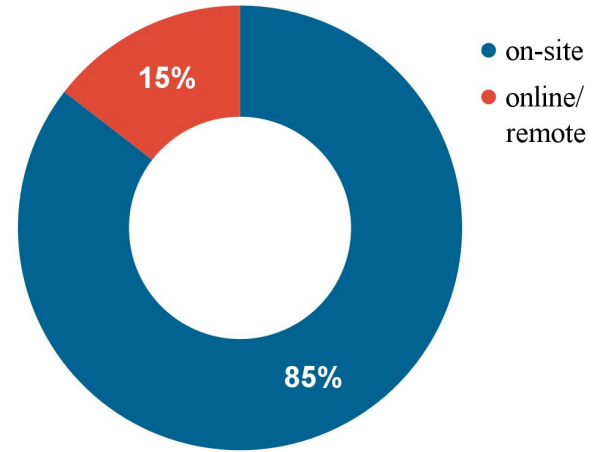
## Q1: Main role at the Summit

What is the main role in which you attended? (n=117)



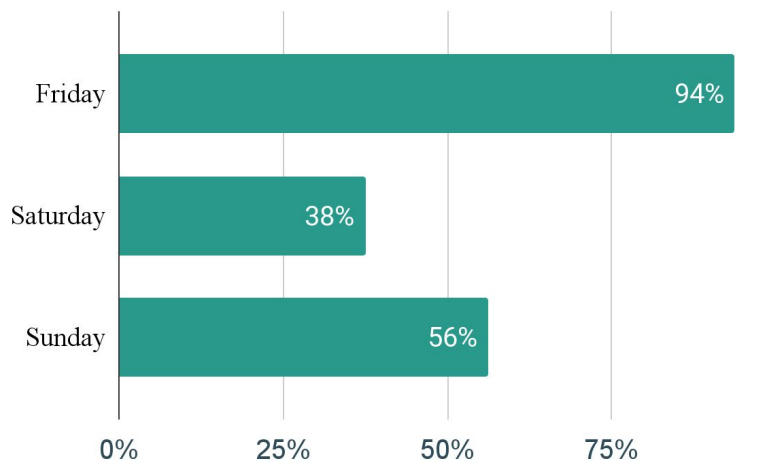
## Q2: Type of attendance

In what way did you participate in the Wikimedia Summit 2024? (n=117)



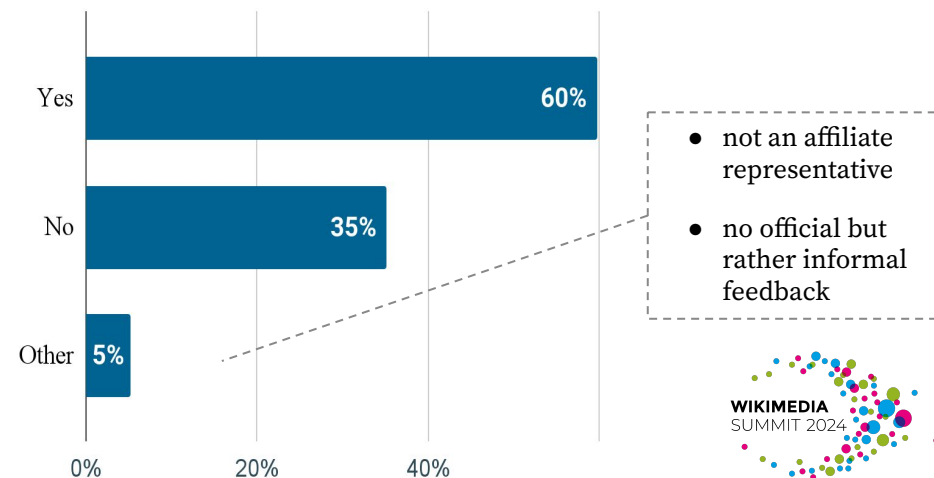
## Q3: Online Participants: Days of attendance

On which days did you participate (at least one session)? (n=16; only onliner)



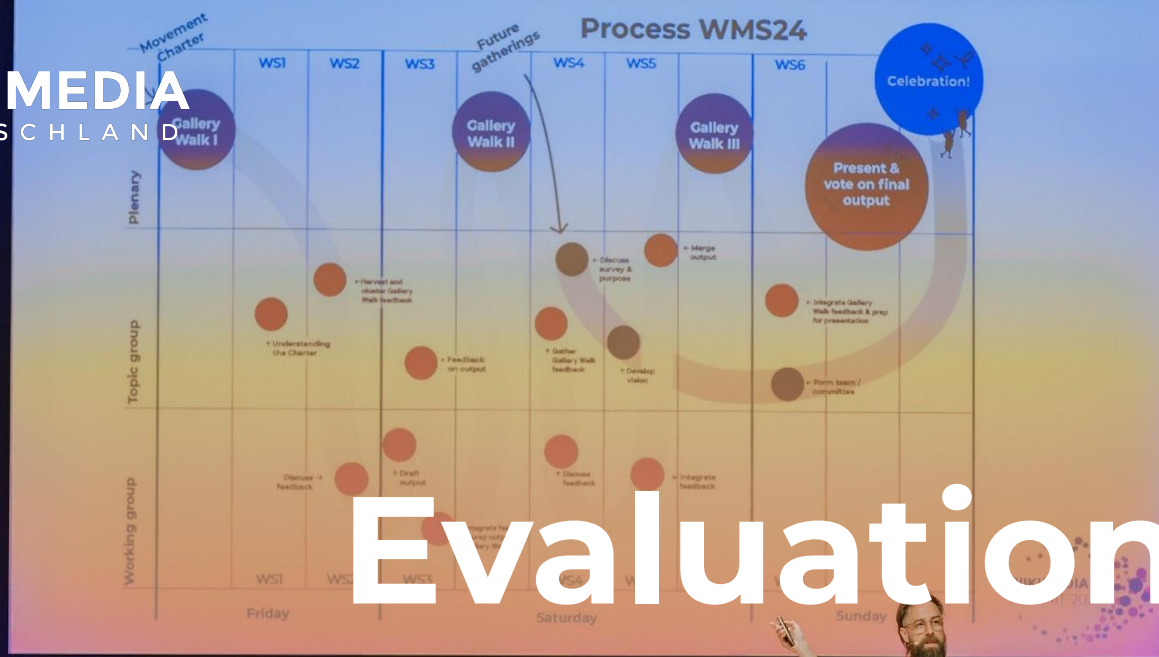
## Q4: Participation before Summit

Did your affiliate share feedback on the Movement Charter before the Wikimedia Summit 24? (n=117)

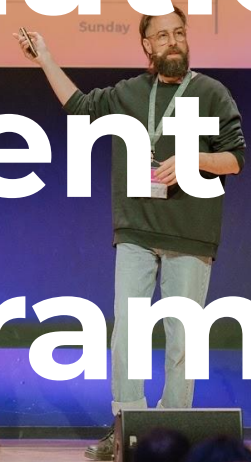


# Summary 1: Background of Respondents

- The **great majority of participants were representatives of affiliates or hubs** (87%). WMF representatives accounted for 6%. For 2% being a representative of the Movement Charter Drafting Committee was the main role at the Summit.
- **60% of the respondents shared feedback on the Charter before the Summit.** For 35% this was not the case.
- Most Summit participants took part on-site (85%; online: 15%). This is in contrast to data on Summit participation where on-site participants actually account for 30% of all participants. Accordingly, the survey response rate of online participants was very much lower than on-site participants. Hence it is to be noted that **results of this survey are biased towards onsite participants.** Furthermore, given the relatively low response rate of online participants the generalizability of the results for this subgroup is rather limited.
- Nearly all online participants that took part in the survey participated Friday, half on Sunday and only one third at Saturday. Hence, the **majority of online participants did not attend the whole Summit and participation decreased significantly** after the experience of first day. The last day seems to appear more important for participants than the second day.

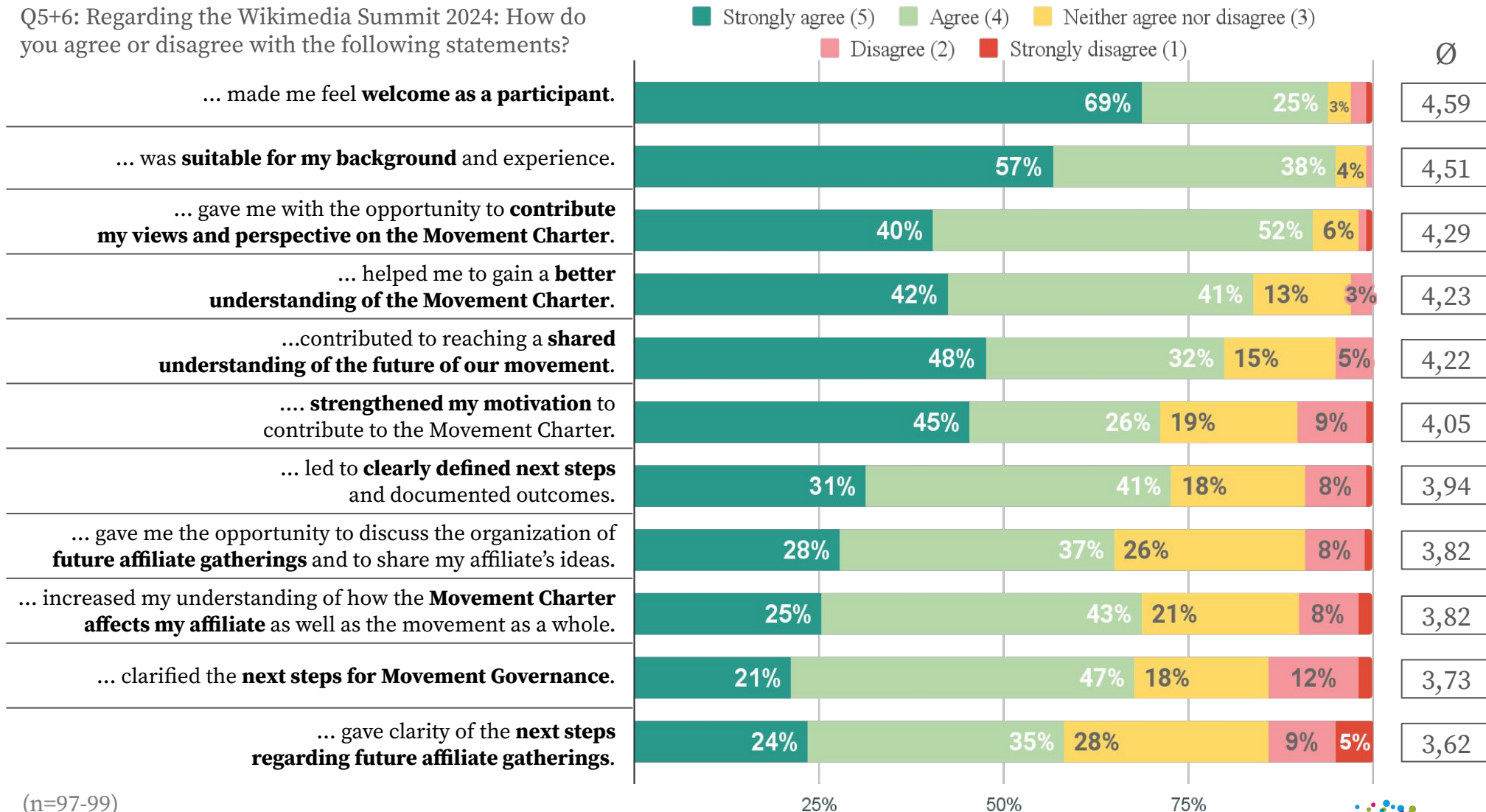


# 02 Evaluation of Content & Program



# Onsite-Participants: Benefits and Results

Q5+6: Regarding the Wikimedia Summit 2024: How do you agree or disagree with the following statements?

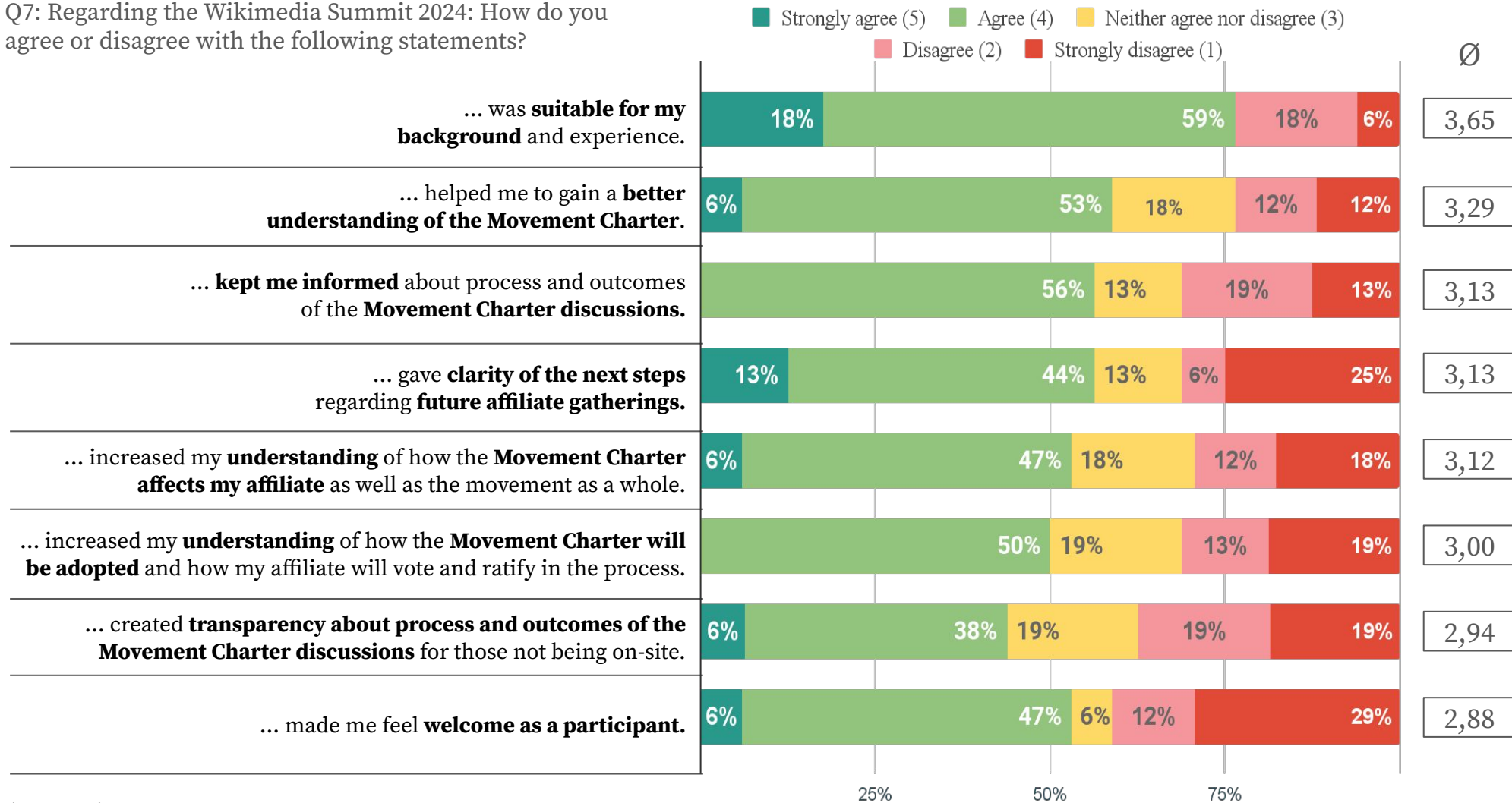


(n=97-99)



# Online-Participants: Benefits and Results

Q7: Regarding the Wikimedia Summit 2024: How do you agree or disagree with the following statements?



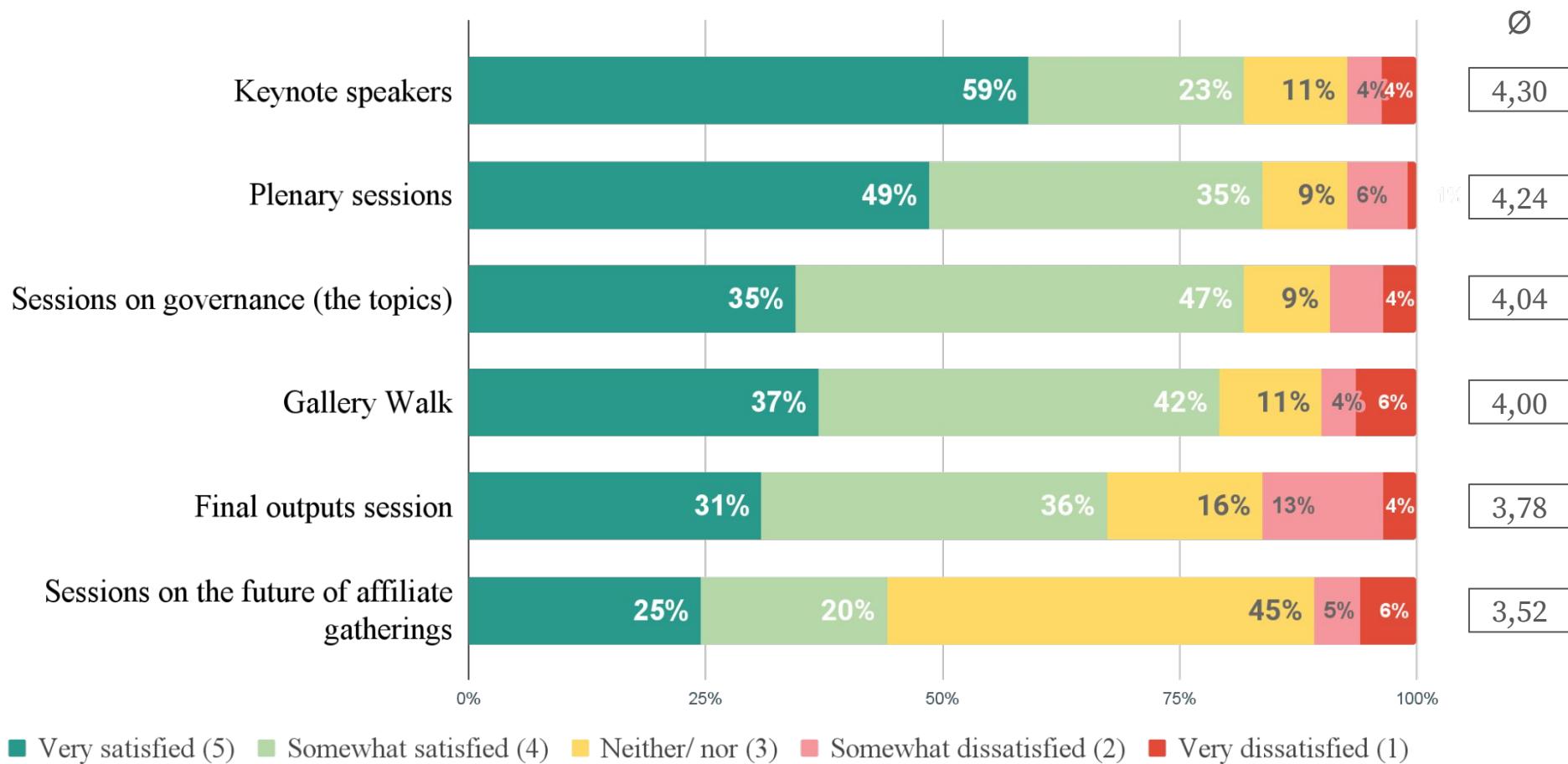
(n=16-17)





# Satisfaction with session formats

Q8: Were the programme design and formats of the different sessions appropriate to achieve their respective goals? How satisfied were you with the session formats?

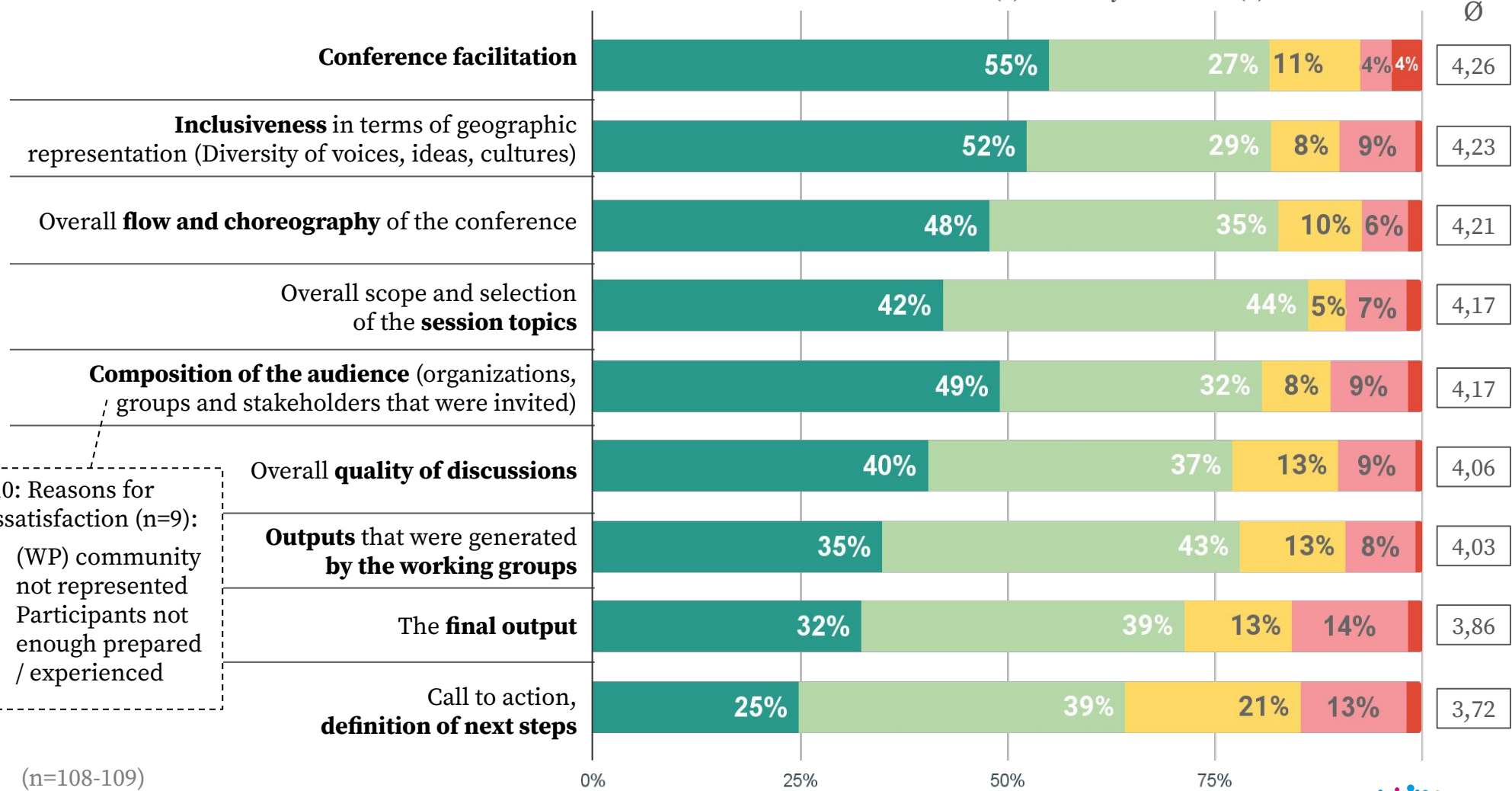


(n=102-111)

# Satisfaction with program

Q9: How satisfied were you with the following specific aspects of the summit and its program?

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



Q10: Reasons for dissatisfaction (n=9):

- (WP) community not represented
- Participants not enough prepared / experienced

(n=108-109)

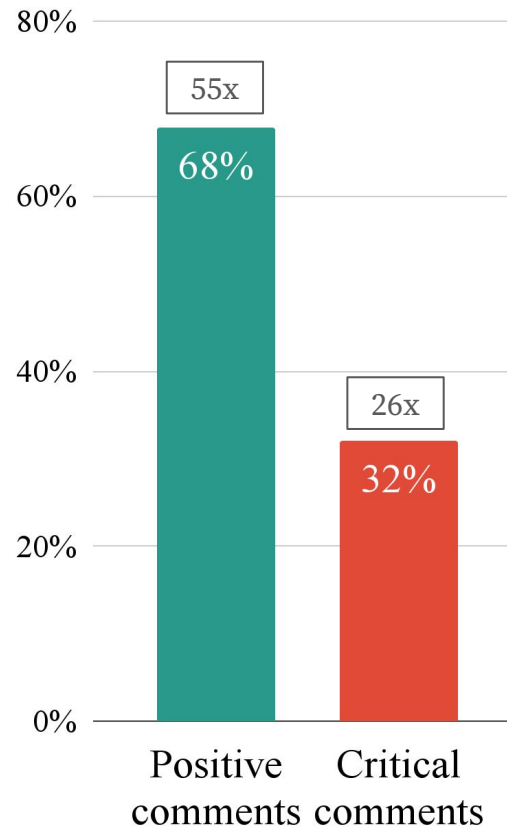


# Content / Program - further remarks

Q11: The Summit was supposed to bring people together and provide the environment for making progress on the design of the future Wikimedia governance. From your perspective: Was the Summit concept and program suitable to achieve this? Why was that (not) the case?

## Positive Comments:

- **Generally positive** (38x): program/ concept was suitable; very good structured and organized
- Concept **enabled important discussions and exchange of ideas** and perspectives (9x)
- Praise of **specific formats** (8x): esp. format of working group sessions
- **Facilitation of program** (3x): well done



## Critical Comments / Suggestions for improvement:

- **Compositions of audience** (6x): communities/unaffiliated should also participate; participants not enough prepared / experienced
- Wrong **thematic focus** (6x) (feedback differs individually)
- Specific **aspects of working group format / process** (5x): sticky note format; too much/not enough time for refinement of statements
- Better **inclusion/ participation online participants** (4x)
- **More (time for) extensive preparation** (4x): send Charter/ Program earlier before; group work before Summit
- **Final voting** (3x): too much emphasis on dealbreakers/blockers

(n=81); open question; multiple answers possible

# Summary 2: Content & Program I

- Nearly all **on-site participants felt welcomed** as participant (94% ‘agree’ or ‘strongly agree’) and rated the conference as **suitable for their background** (95%). Regarding Movement Charter great majorities felt that they could contribute their perspectives (92%), could gain a better understanding (83%) and feel more motivated to contribute (71%). How the Charter affects one’s affiliate seems to be less clear for participants (48% agreement). To a lesser extent respondents agree that next steps regarding governance and future affiliate were clarified (68%, 59%). Still, agreement regarding clarification of next steps is higher than in previous Summits.
- Participation in **the Summit seems to have had less value and benefit for online participants**. Agreement to possible outcomes was rated much lower by onliner than by on-site participants. 77% found the Summit suitable for their background, but 29% felt not welcomed as participants. A bit more than half of participants gained a better understanding or was kept informed regarding the Charter. Less than half of participants thinks the Summit created transparency of the Charter process (44%).
- Overall, the **majority of on-site respondents** (82%-67%) showed themselves as **very or somewhat satisfied with session formats** (keynote speakers, plenary sessions, sessions on governance, gallery walk and final output sessions). Only the session on future affiliate gatherings receives less approval (45% very/somewhat satisfied).

# Summary 2: Content & Program II

- **Most aspects of the Summit and its program were rated (very) positively:** 82% were satisfied with conference facilitation, 81% with inclusiveness, 83% with overall flow and choreography, 86% with session topics and 81% with composition of audience.
- In **open feedback on concept on program** of the Summit many respondents shared generally positive comments. Specifically, the format of the working group sessions is highlighted and that relevant discussions and the exchange of ideas were enabled by the program concept. Although the composition of the audience is rated very positive by participants, some critical remarks were made regarding the selection and preparedness of participants. Some respondents see room for improvement regarding specific aspects of the program: It was mentioned by some that there was too much focus on sticky notes and timing for refinement of statements was not adequate. Also, some respondents were not happy with the final voting and the way dealbreakers were presented/communicated.

03

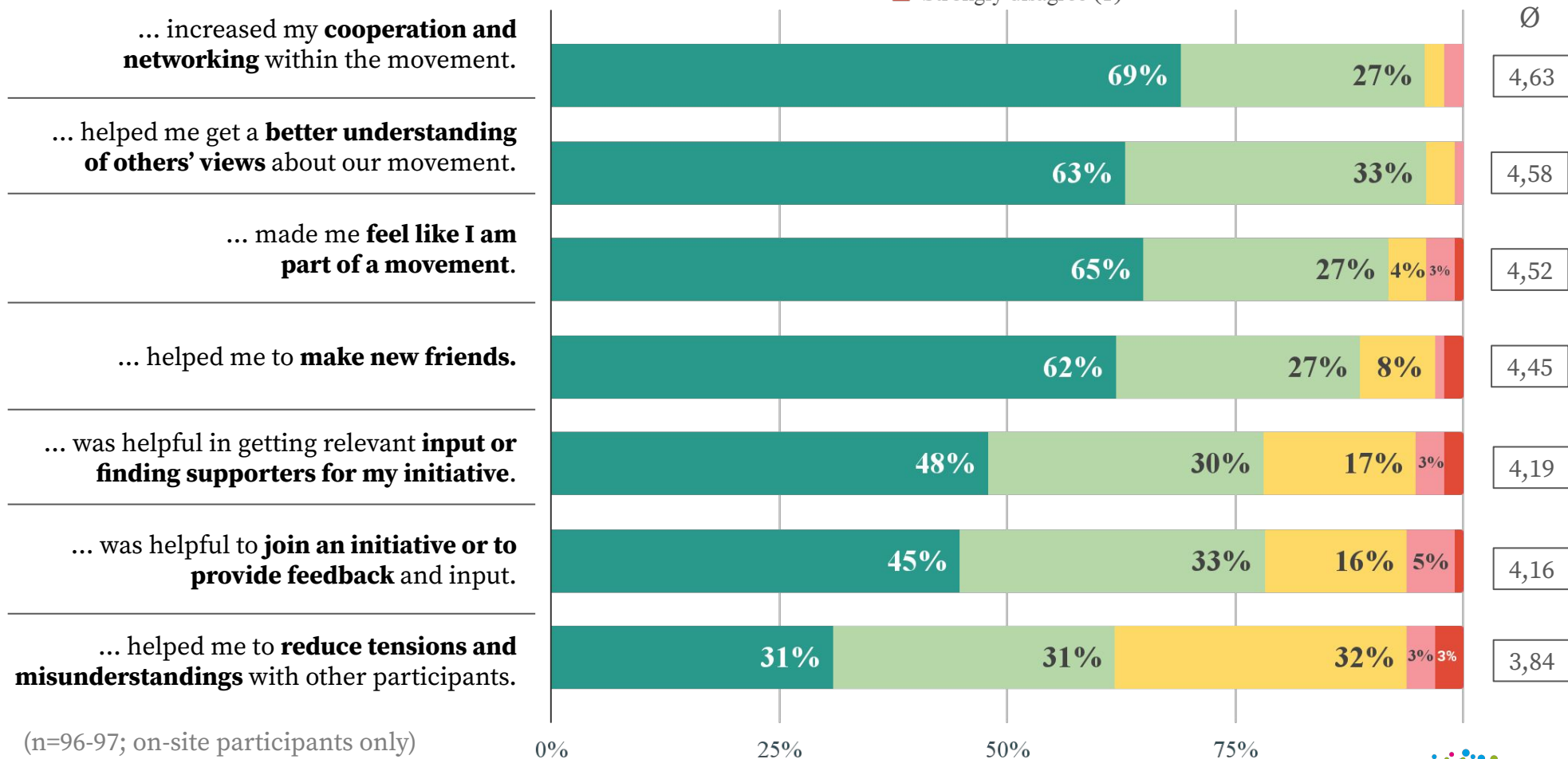
# Organizational & Social Aspects

# Onsite Participants: Social Aspects

Q12: To what extent do you agree or disagree to the following statements?

Meeting Wikimedians in person at the Summit...

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

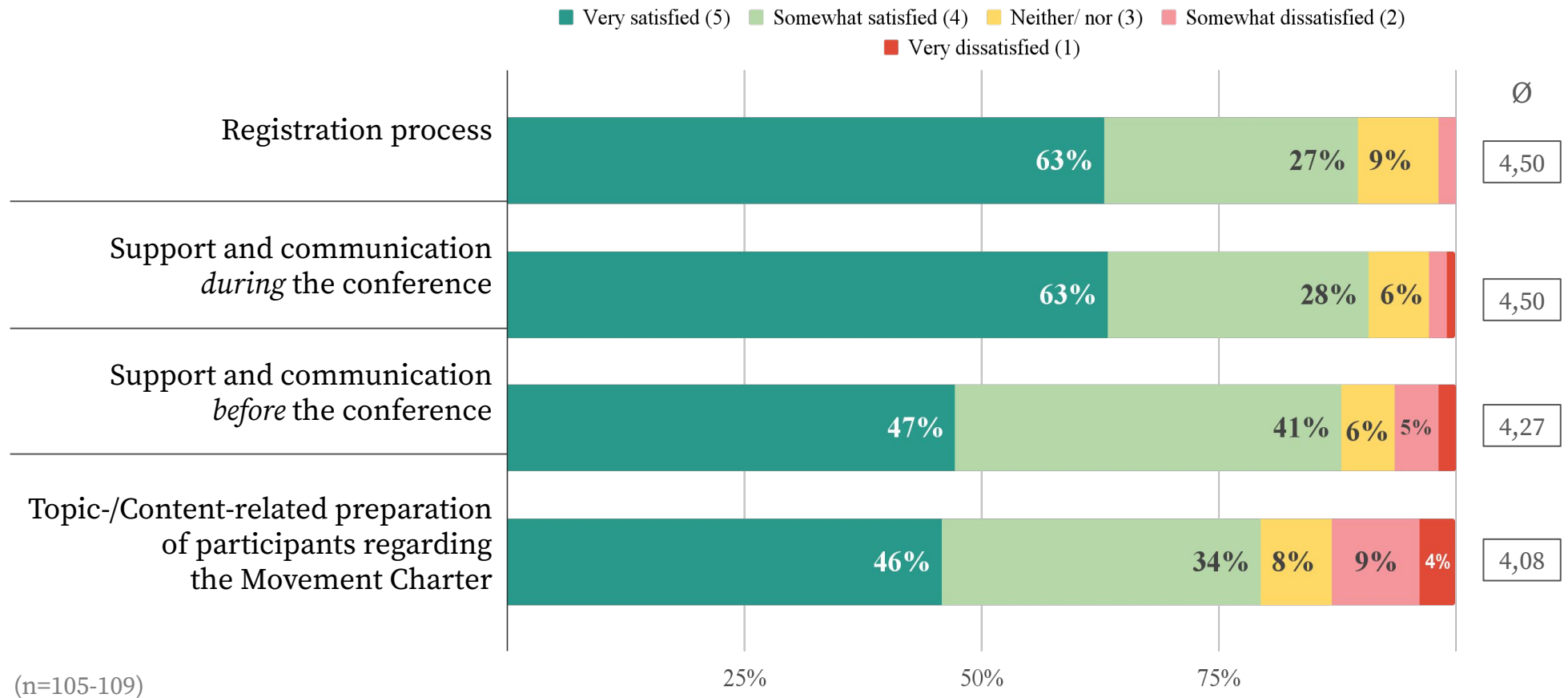


(n=96-97; on-site participants only)



# Organizational Aspects - in general

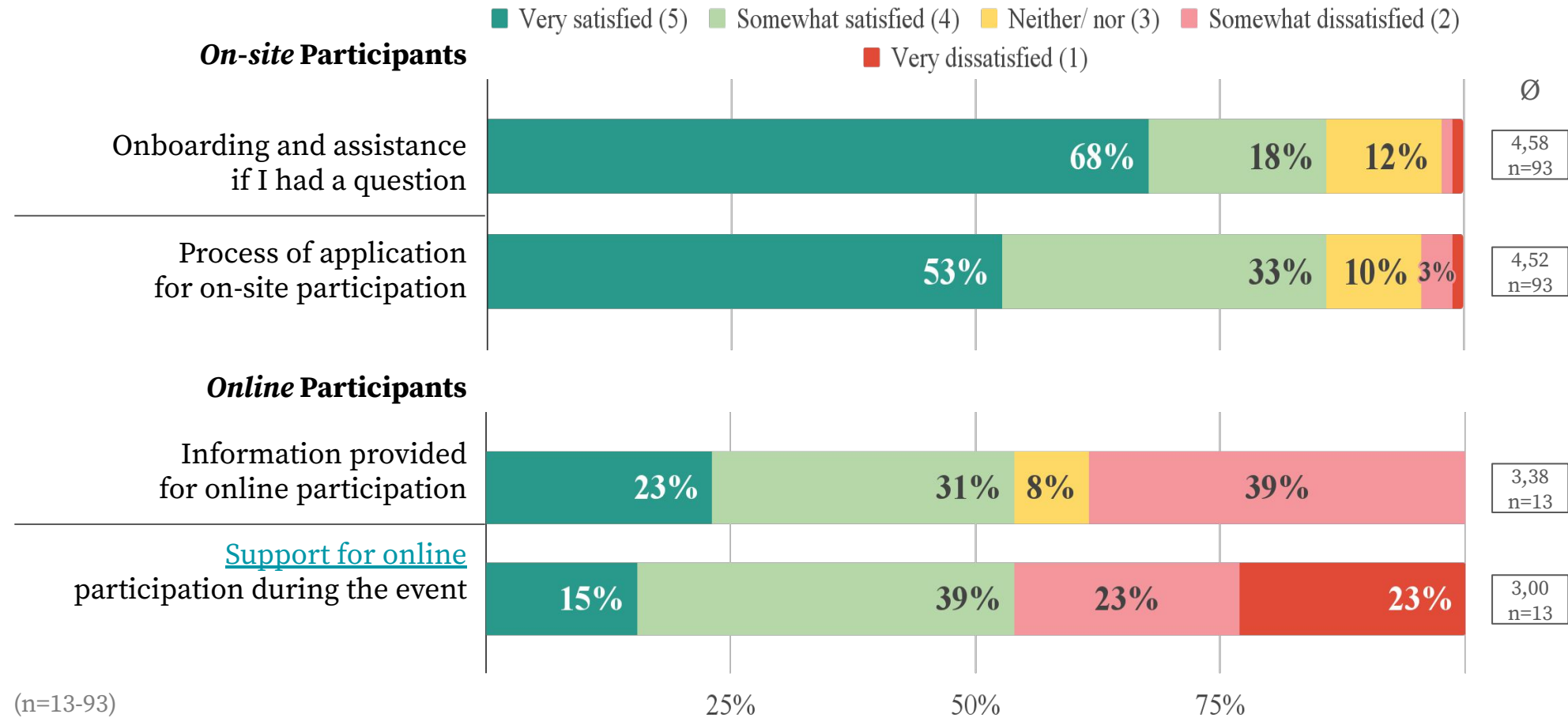
Q13: How satisfied were you with the following organizational aspects of the Summit?





# Organizational Aspects - in general

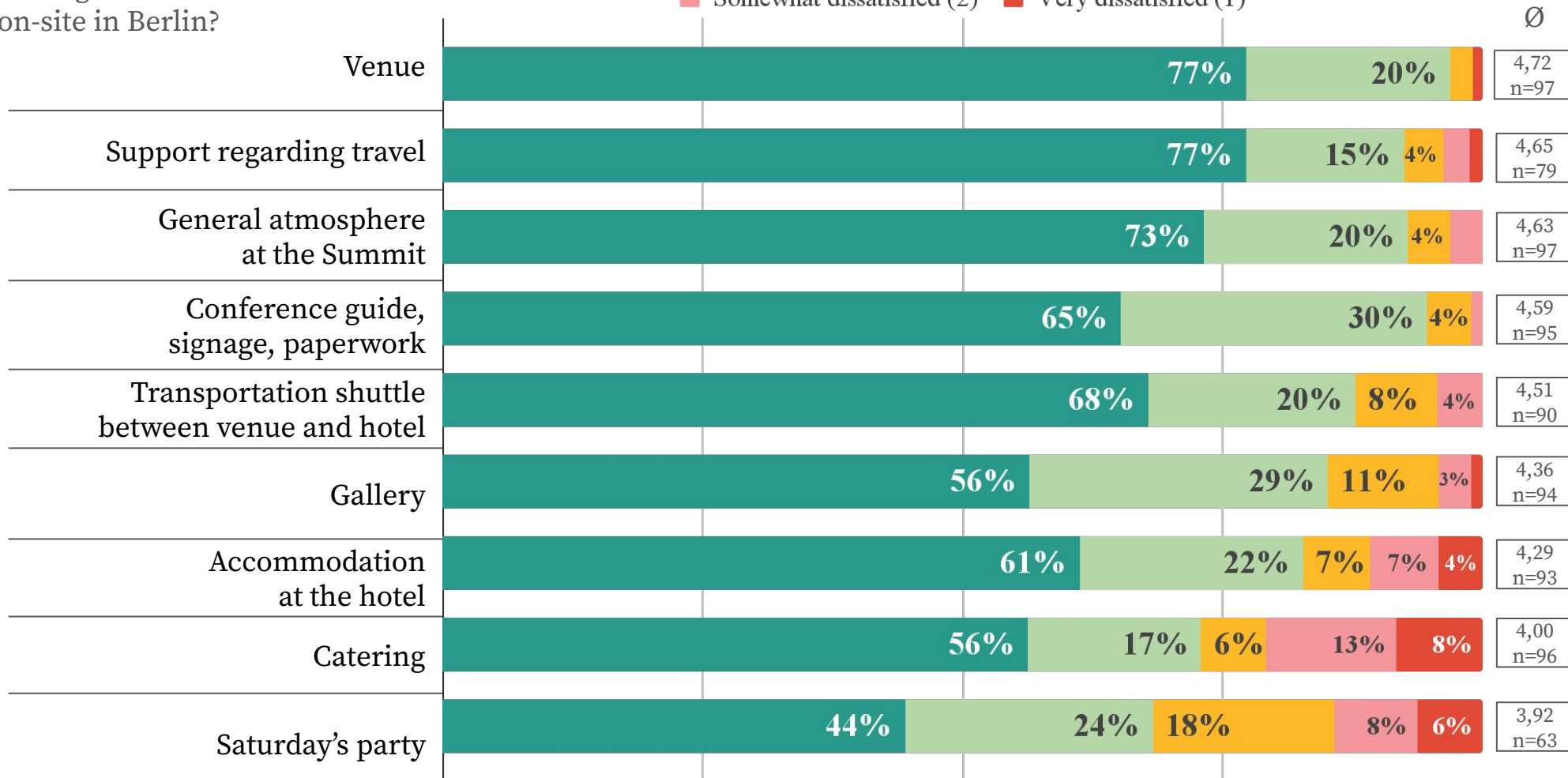
Q13: How satisfied were you with the following organizational aspects of the Summit?



# Organizational Aspects - on-site

Q14: How satisfied were you with the following aspects regarding the organization of the Summit on-site in Berlin?

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



("not applicable" excluded, n=63-97)

25%

50%

75%

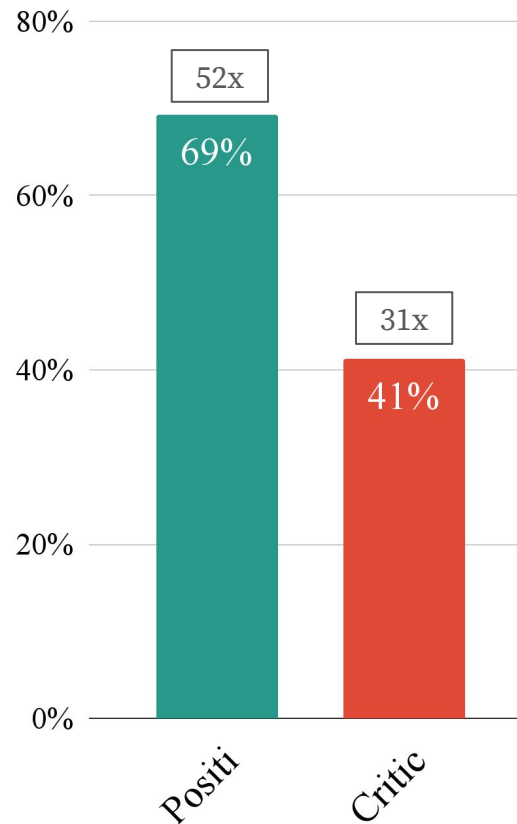


# Organizational Aspects - further remarks

Q17: Were you particularly happy or unhappy with organizational aspects of the conference (e.g. support and communication, transportation, venue, catering, etc.)?

## Positive Comments:

- **Generally positive** (45x): “great”, “fantastic”, “happy”, “excellent”, “very well organized”
- Great **Venue** (9x), suitable rooms
- Great **Support**, helpful and friendly staff (8x)
- Satisfied with **Catering** (7x)
- Happy with **Accommodation** (5x)
- **Facilitators** did a very good job (4x)
- Convenient **transport to and from venue** (3x)
- Good **Communication** before and during event (3x)
- **Other** (4x): translation tool, moderator of plenary session



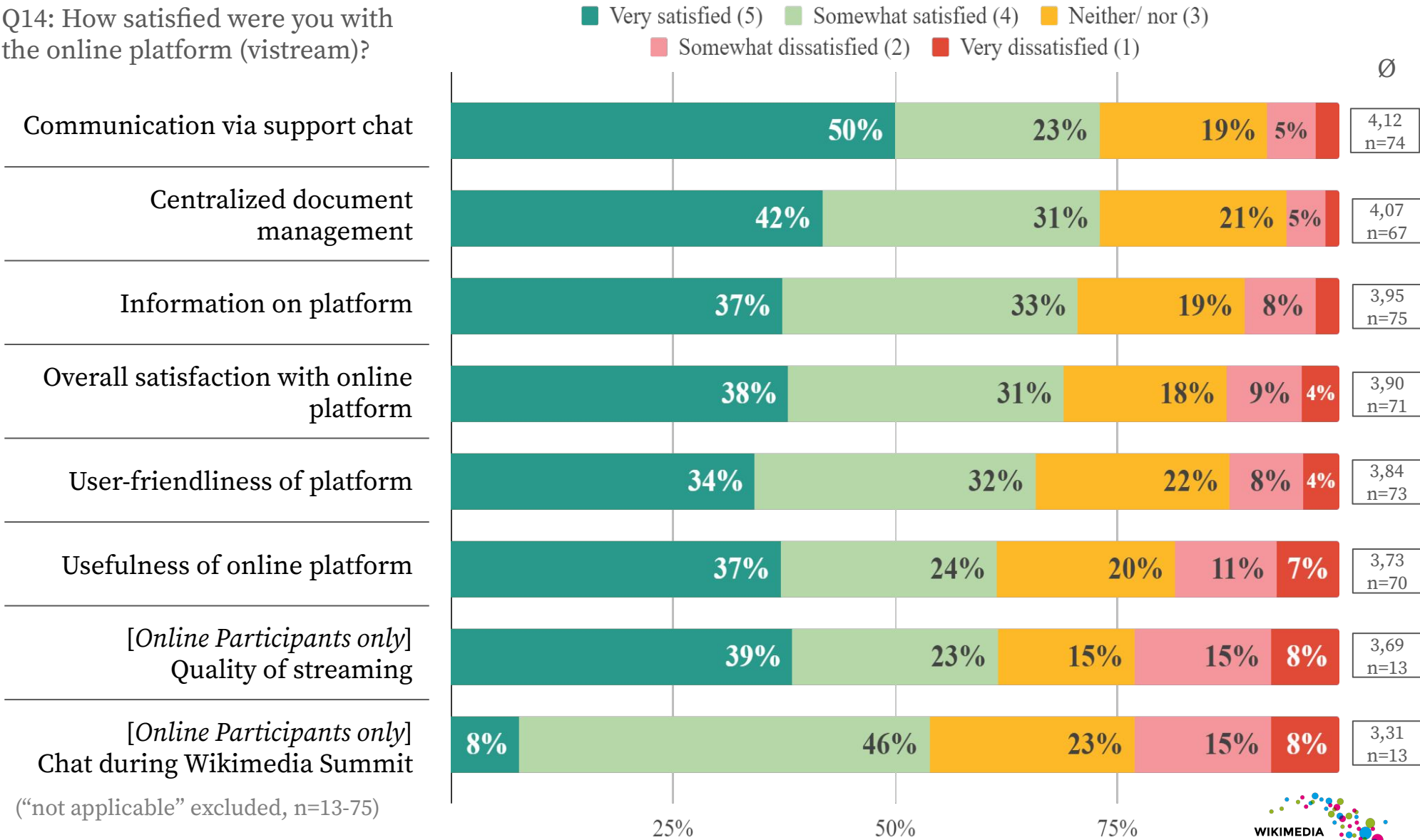
## Critical Comments / Suggestions for improvement:

- **Catering** (12x): mostly unhappy with vegetarian-only; more international food choices
- **Travel** (6x): rules regarding length of stay; confusing communication; stopover although direct flight available; more options
- **Transport to and from venue** (6x): bus drive to wrong place; arrange from airport to venue/hotel
- **Accommodation** (4x): poor wifi; unhappy with room
- **Party** (4x): no quiet places; time of party
- **Other** (10x): too many onboarding materials; care of sick people; (different other individual aspects)

(n=75; open question; multiple answers possible)

# Satisfaction Online Platform

Q14: How satisfied were you with the online platform (vistream)?

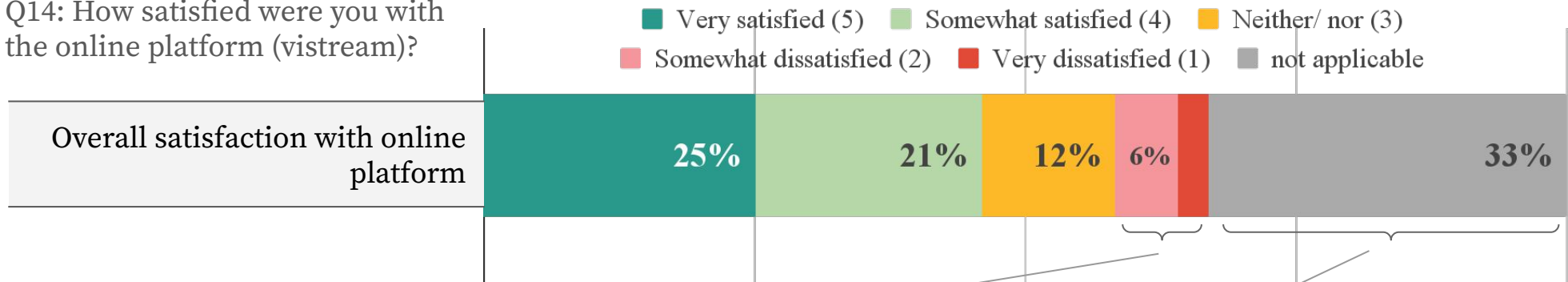


(“not applicable” excluded, n=13-75)



# Satisfaction Online Platform

Q14: How satisfied were you with the online platform (vistream)?



## Reasons for dissatisfaction

Q16: In the previous question you've stated that you were (rather) not satisfied with the online platform (vistream). Why was that the case and what could have been better? (n=9; open question; multiple answers possible):

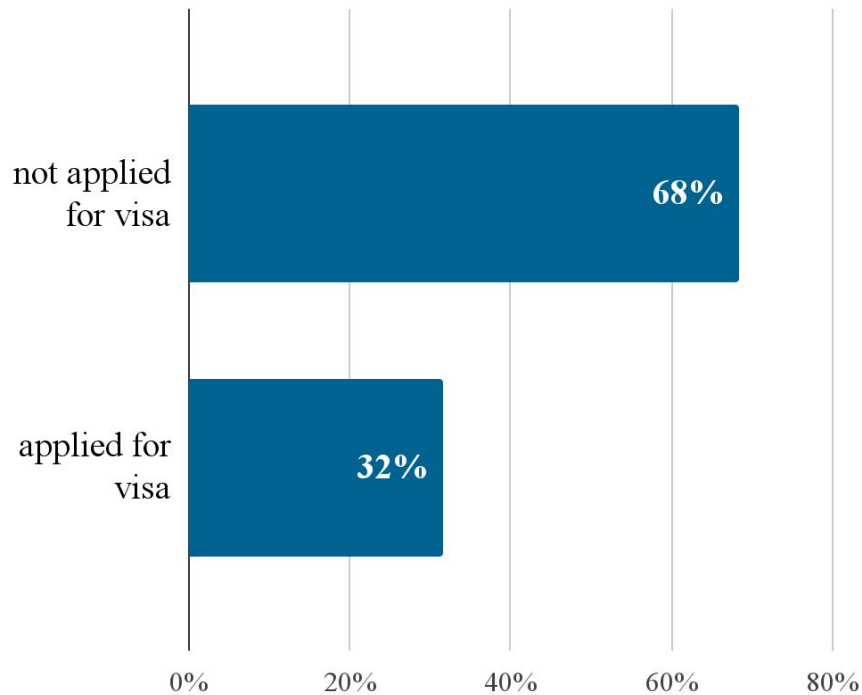
- **additional account / log-in** needed is annoying, communication via email is preferred (4x)
- difficulties in **finding information** on platform (3x)
- **weak usability** (3x) (comments rather unspecific)
- **technical problems** (2x)

→ only about one third of participants used the online platform

# Visa Application - Satisfaction with Support

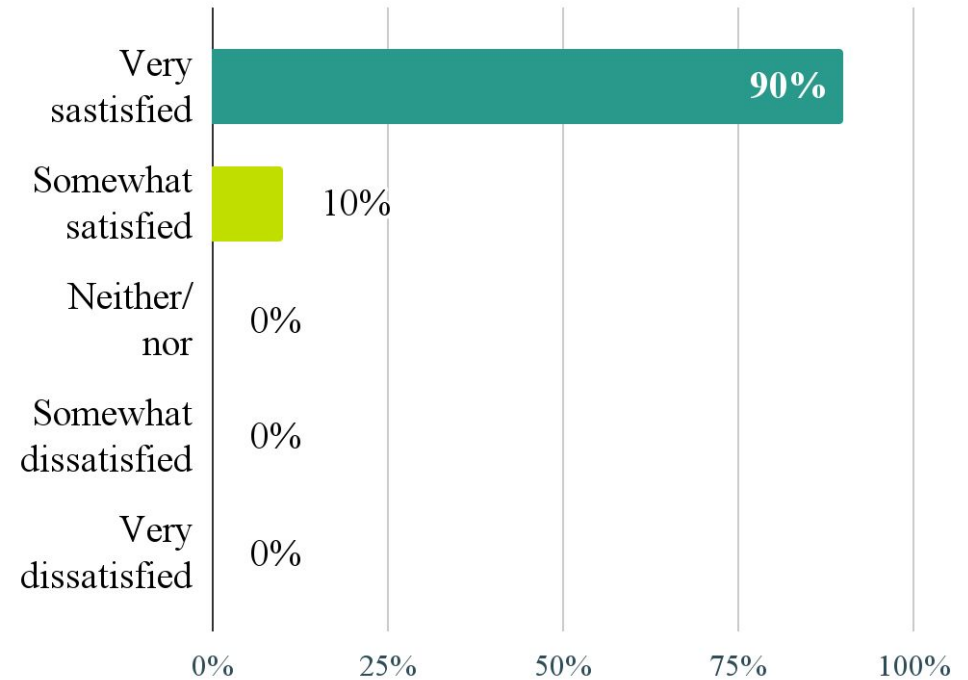
Q18: Did you have to apply for a visa and, if yes, how satisfied were you with the support from the Summit team regarding visa application?

## Application of Visa



(n=95; on-site participants only)

## Satisfaction with support



(n=30; only participants that applied for visa)

# Visa Application - Further Remarks

Q19: You have stated that you had to apply for a visa to be able to participate in the Wikimedia Summit. In what way was the support from the Summit team helpful in applying for a visa and how could it have been even more helpful?

## Reasons for Satisfaction:

- **Necessary and helpful documents provided** (18x): provision of documents and information is key for successful and flawless application; relevant documents: invitation letter, travel information (itinerary, accommodation), travel insurance
- **Timely support** (10x): support came ahead of/in time; important success factor esp. in case of delays
- **Great team** (6x): support team was helpful and responded quickly, gave necessary guidance, followed up to track process

“The support was great and actually the best visa support that I have received for any conference so far.”

## Recommendations:

- Announce selected participants earlier (1x): e.g. six month ahead, relevant for scheduling meetings in embassy in time
- Pay visa fees in advance (1x): amount might be too high for volunteers in poor countries

(n=75; open question; multiple answers possible)

# Summary 3: Organizational & Social Aspects I

- **Organizational aspects** of the 2024 Summit were **mostly rated (very) positively**. Especially support and communication during the conference (90% ‘very satisfied’ or ‘somewhat satisfied’) and the registration process (90%) are highlighted. On-site were were also (very) satisfied with the onboarding (86%). On the other hand, **online participants were rather unhappy with certain organization aspects**, specifically with the support for online participation during the event (43% ‘very/somewhat dissatisfied’).
- **Organizational Aspects - on-site:** The conference venue, the support regarding travel and the atmosphere at the Summit made the **overwhelming majority of the participants very happy** (97%, 92% and 93% ‘very/somewhat satisfied’). Many other aspects like guide, signage and paperwork and the transportation shuttle were also referred to as (very) satisfactory. Similar to previous Summits, the party and the catering received less approval (but still are rated as satisfactory).
- The **open feedback on organizational aspects** mainly mirrors the satisfaction ratings. Unhappiness with catering stems largely from the absence of non-vegetarian food. Regarding Saturday’s party quite places for conversation are missed by some respondents.



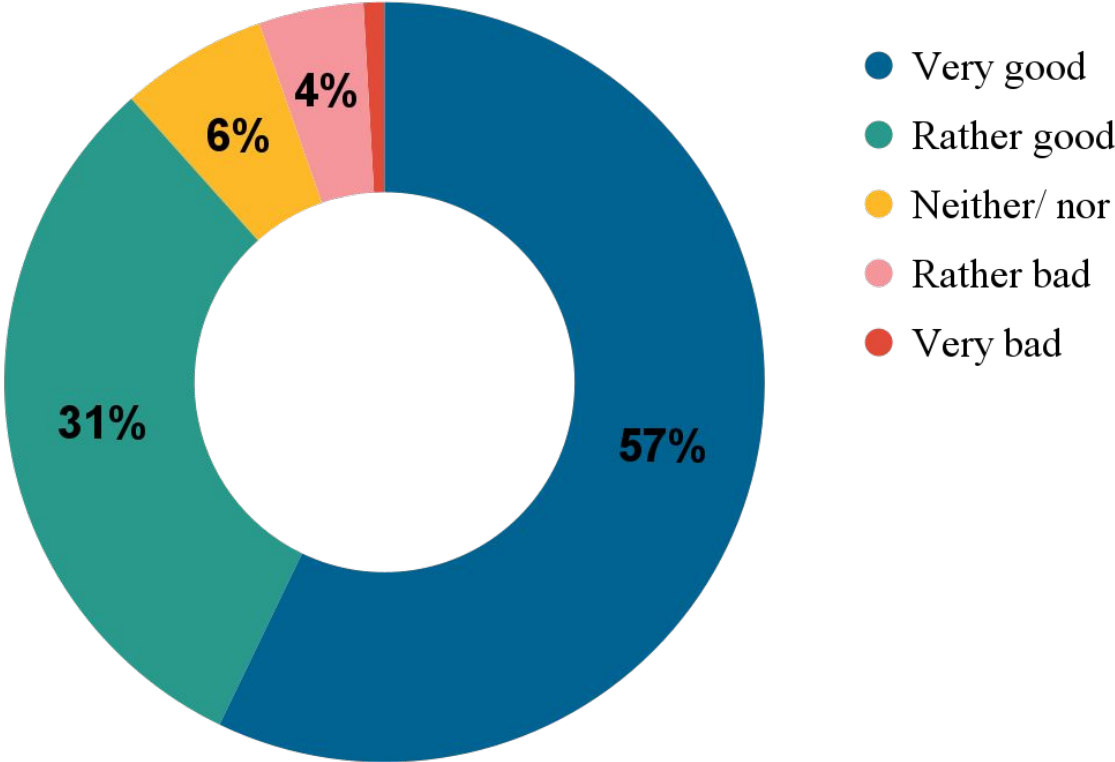
# Summary 3: Organizational & Social Aspects II

- Regarding **social and collaboration aspects** for **on-site participants** the Summit especially increased cooperation and networking within the movement (96% 'strongly agree' or 'agree'), helped to get a better understanding of others' views about the movement (96%), made participants feel as a part of the movement (92%) and helped making new friends (89%). Like in previous conferences, reducing tensions and misunderstandings occurs (62%), but is the benefit least experienced.
- Mostly, **satisfaction with the online platform is high**. 69% of all respondents were (very/somewhat) satisfied with the online platform in general. Aspects like the support chat, the centralized document management and available information are positively highlighted (73%-70% 'very/somewhat satisfied'). Again, online participants are less happy, specifically with the chat. Other reasons for dissatisfaction with the online platform stated by respondents relate mostly to the need to create an additional account and perceived usability issues (including finding information).
- Nearly one third of on-site participants applied for visa. The **overwhelming majority** of these participants is **very satisfied with the support received regarding visa application**. This is mainly attributed to the timely provision of relevant information and materials and a helpful team.

# 04 Overall Evaluation

# Overall rating

Q20: Finally, what is your overall rating of the Wikimedia Summit 2024? (n=112)

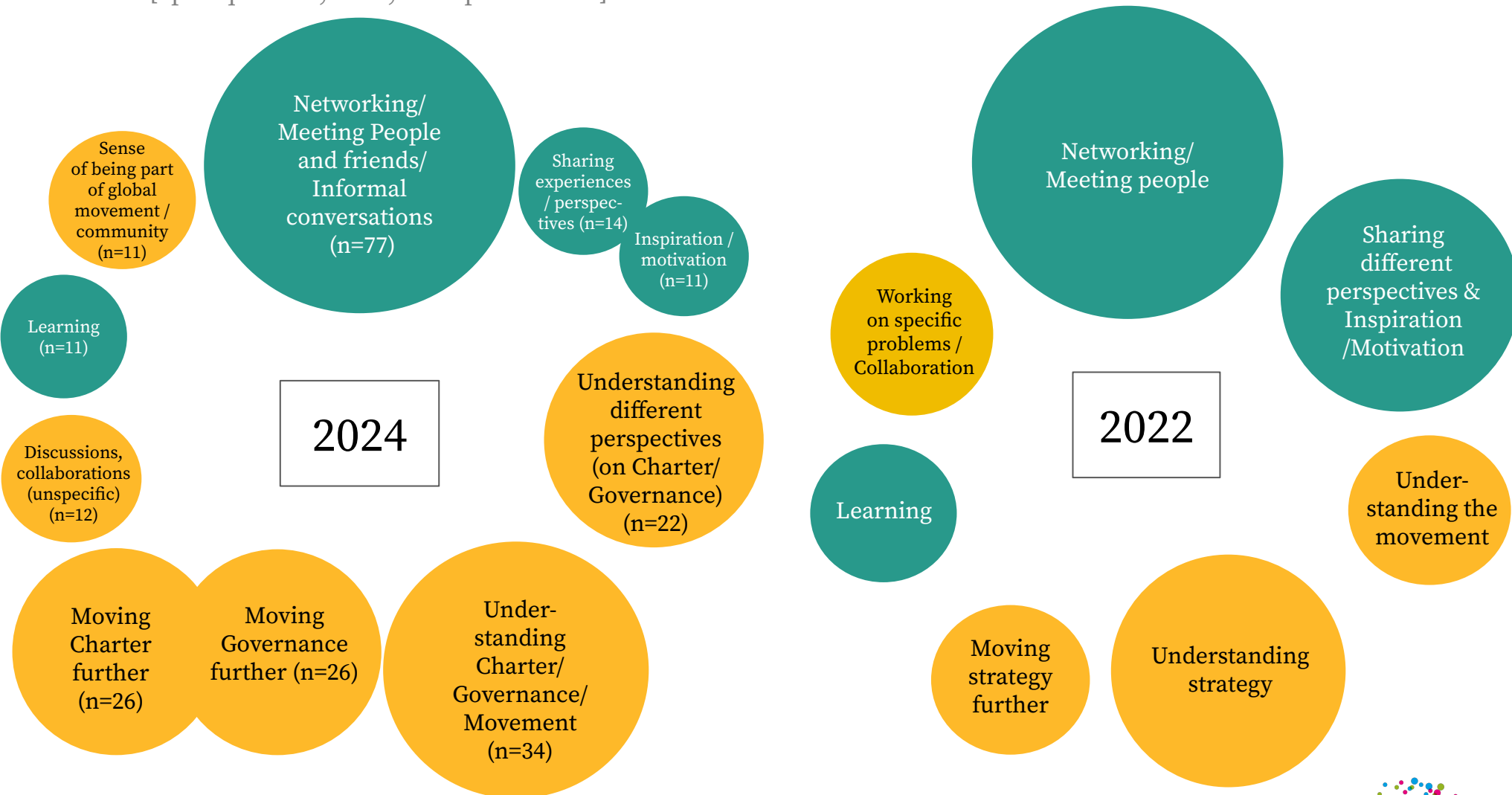


Summarizing, 88% of the participants evaluated the conference as “good” or “very good”.



# Main Benefit for Participants

Q21: From your perspective: What were the three main benefits of attending the Summit? [open question, n=93, multiple answers]



28 Main benefit profiles, comparison between Wikimedia Summit 2024 and Wikimedia Summit 2022. Bubble size reflects frequency of mentions. Aspects which especially applied to one year/conference are highlighted in yellow.



# Summary 4: Overall Evaluation

- In summary, the Wikimedia Summit was **rated very positively** by the participants: 88% of the participants evaluated the conference as “good” (31%) or even “very good” (57%). The level of satisfaction is higher than the previous two Summits.
- As in other Wikimedia Summits **‘Networking and Meeting people’** is the **most often stated benefit** of an attendance. Overall, the types of benefits gained are comparable to the 2022 Summit. However, a conceivable difference lies in a stronger focus on Movement Governance and, especially, on understanding and working on the Movement Charter. In 2022, Movement Strategy was more of a topic and also learning and collaboration / working on specific problems (unrelated to Movement Strategy/Governance) were mentioned more often. Hence, the program focus on Movement Charta is mirrored in the feedback from respondents regarding the main benefits of the Summit.

# Final Comments

Q22: Do you have anything else you like to share with us? [open question, n=66, multiple answers, examples]

*“It clearly took a great effort and careful coordination to organize an excellent event at this scale.”*

*“It would be appreciated if social events could include a pleasant dinner where we can sit, talk, and connect without the need for loud music and drinks. This setting would better accommodate relaxed conversations and networking, providing a more suitable environment for attendees who prefer quieter and more conversational gatherings.”*

*“Please try to spread the information about the Wikimedia summit more than how you do it before, because many people are not aware of the event.”*

*“I have been this and the previous summit, and while both were great for so many reasons, the work-process in this one was both enjoyable and productive.”*

*“It is concerning that Wikimedia Deutschland will not host future events of this type, since this level of professionalism will not be found elsewhere in the Wikiverse. Thank you for all the effort you put in so far. :)”*

*“This year, I did not find virtual sessions of interest to connect. In 2022, the Summit was better designed for virtual participants.”*

*Thanks for all you've done over the years to make the Wikimedia Summit event series a success!*

*“I also found the ED day prior to the Summit of huge benefit. I learnt so much and am inspired to bring back to my affiliate the positivity and exciting opportunities and connections I've made.”*

*“In general, the experience of participating online was pretty good. The organisers provided excellent and clear guidance throughout my participation.”*

# Final Comments

Q22: Do you have anything else you like to share with us? [open question, n=66, multiple answers, examples]

*“I would like to thank you from the bottom of my heart. It has been a great and very, very profitable few days in every way.”*

*“A huge Thank you to the Movement Strategy working group for their incredible contribution in putting together the charter and supplementary documents. I don't think it was acknowledged enough at the summit.”*

*THANK YOU! It was great!*

*“It was a tremendously complex task, with lots of moving parts and conflicting demands. Much appreciation to everyone who worked hard on this!”*

*“I, my discussion group, and people around me in the audience were shocked to see all of our post-it note statements on the big screen for voting. The facilitators did not clearly communicate that our casual post-it notes would be elevated to sacred demands representing the Wikimedia community's views on the charter. The evidence [...] is that so many of the 'deal-breaker' requests are so poorly worded.”*

*“I hope the MCDC takes all 46 proposed changes and implements them, or gets someone else to do it for them.”*

*“I think it would have been great to collectively go over the charter together in the beginning with the drafting committee. With such a diverse group where English is not everyone's thinking language, I feel like that could have saved some time to make sure everyone understood the original concepts and make space to get even deeper.”*

*“A little concerned that participants may come away with the perception that all their 'final outputs' will be a done deal that will be incorporated into the draft charter”*



For further questions please  
contact Eva Martin,  
[eva.martin@wikimedia.de](mailto:eva.martin@wikimedia.de)

# Thank you all!



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