Wikimedia Movement Strategy
Global Conversations

December 5/6
Feedback evaluation
Data collection & method

- Method
  - Online feedback survey via Google Forms

- Data collection
  - December 5th - December 14th
  - Event participants (without staff): 219
  - People invited to the survey: 219
  - Reminder via email (once) and Telegram
  - Participation n = 93 (42%)
    - (Saturday n = 55 | Sunday n = 38)
Overall, a huge majority of participants experienced the atmosphere of online events as “very positive” and “positive”. Sunday participants were slightly more critical, around 13 percent experience the events as “neither negative or positive” or “negative”.

**Overall experience (Q3)**

**Overall experience (Saturday)**
- **n = 55**
- Very positive: 43.6%
- Positive: 54.5%
- Neither Negative...: 1.8%

**Overall experience (Sunday)**
- **n = 38**
- Very positive: 34.2%
- Positive: 52.6%
- Negative: 7.9%
- Neither Negative...: 5.3%
Most participants (91%) agreed that the events were worth the time. Around the same amount of participants agreed that it was valuable to meet fellow Wikimedians at these events.
A huge majority of respondents (88%) agreed that breakout room session were useful. Compared to results from previous survey (November 21/22 events), this is considerable improvement, when participants were more critical regarding this program element.
Most participants (81%) said they had understood the next steps of the Movement Strategy Process. A huge majority agreed (24%) or agreed strongly (66%) that they want to be actively involved in the next steps of the Movement Strategy process.
What did you like most about the Global Conversations event? (Q10)

When asked what participants liked most about the virtual events, most respondents mentioned the breakout room sessions (38%), as well as the overall organization and flow of the event (28%). 16% highlighted the (improved) accessibility through language interpretation and/or closed captioning. Others mentioned the facilitation (14%) as well as the diversity of event participants (12%). A few appreciated specifically the social time afterwards (6%) and the lightning talks (5%).
When asked what participants liked least about the virtual events, many people (16%) were critical about the lack of time for the breakout room sessions. Others were critical regarding the strategy process overall or specifics of it (15%). 12% mentioned accessibility issues (like language barriers, e.g.). 6% criticized the too diverse range of knowledge regarding the strategy process.

Overall, 16% said there was ‘nothing’ they were critical of.
Thank you

Contact: Cornelius Kibelka
ckibelka-ctr@wikimedia.org