Making it Count

Wikimedia Programs Evaluation 2015

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Session Objectives:

1. Learn the scope of the 2015 Programs Evaluation reporting.

2. Learn how to contribute to shared program learning.

3. Practice how to use the reports to choose programs and set reasonable program targets.

4. Develop routes for shared learning and data use in program design.

Why?

How?

RR
Meet-ups, on-wiki events, training workshops, photo and writing contests, edit-a-thons… etc.
How many have attended these events?
How many have organized these types of events?

Important Definitions

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Program

A *program* is a group of activities that share a similar theories of change and often have the same mission or goals.

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Program Leader

A *program leader* is a person who plans, executes and, typically, evaluates programs.
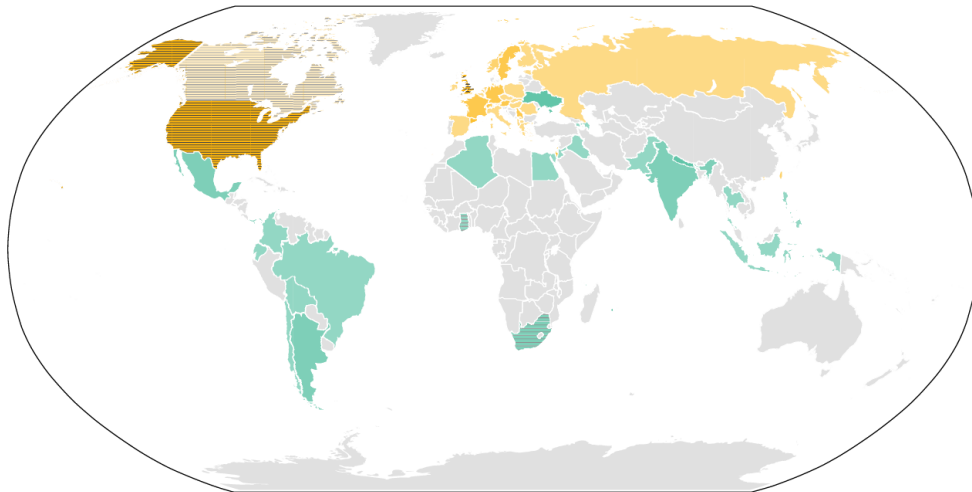
JA

Program Implementation

A program implementation is an instance where a program leader plans and executes a program.
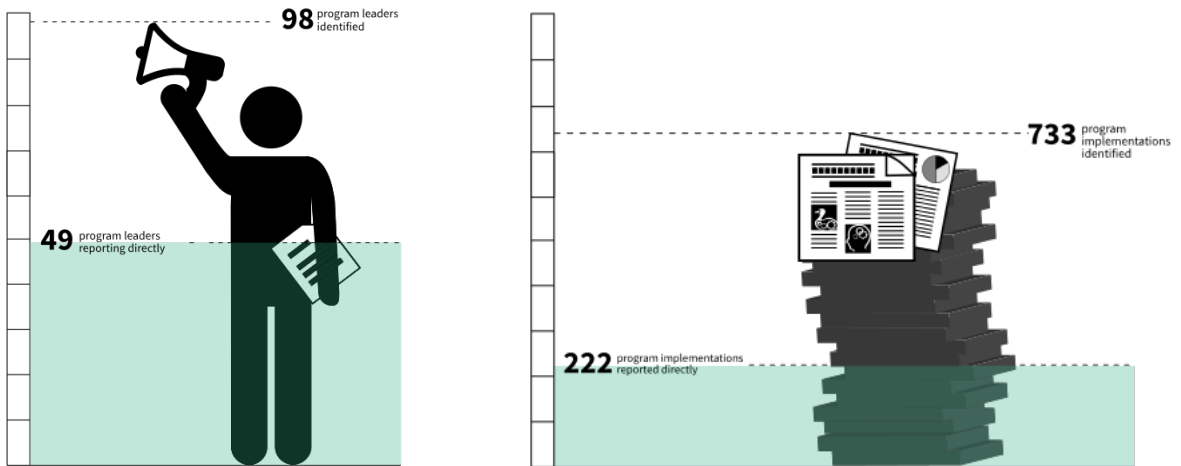
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We captured programs from 59 countries

EG

- Nearly double the countries
- We are reaching farther and deeper! almost twice as many countries represented and many non-english languages. We are ensuring to include as many contexts as we can in these reports to ensure that we are getting potential case studies from many parts around the world.
- September 2013 - September 2014

What we found and who we heard from

98 program leaders identified

49 program leaders reporting directly

733 program implementations identified

222 program implementations reported directly

EG

- We had a lot of reporting, a lot more than last year, in part because we looked at grant reports as well as voluntarily reported programs.
- 733 program implementations were found! That is 600% increase from the beta reports.
- Call to action: If you are a program leader, identify yourself somehow (?)

Goals and Measures

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We share many different goals:

Goals to increase...
- Reader Satisfaction
- Access to Wikimedia
- Accuracy and/or Detail of information
- Awareness of Wikimedia Projects
- Buy-in to the Open Knowledge / Free Content Movement
- Contributions
- Diversity of Information Coverage
- Diversity of Participants
- Participation of Content Experts
- Perceptions of Credibility and/or Quality
- Skills for Editing/Contributing
- Use and Access
- Usefulness, Usability, and Use of Contributions
- Volunteer Motivation and Commitment

Goals to...
- Build and Engage Community
- Make Contributing Easier
- Make Contributing Fun
- Recruit and/or convert New Users
- Retain and Activate Existing Editors
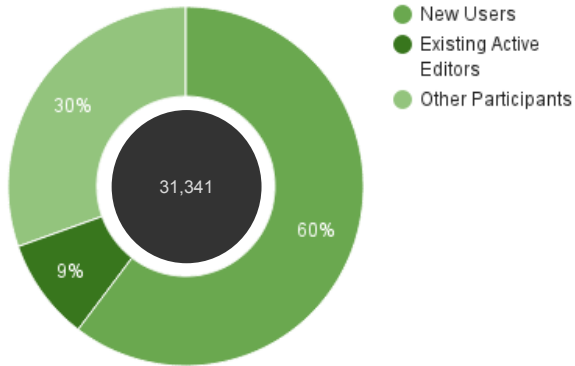
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What we could count:

- Reader Satisfaction
- Access to Wikimedia
- Accuracy and/or Detail of information
- Awareness of Wikimedia Projects
- Buy-in to the Open Knowledge / Free Content Movement
- **Contributions**
- Diversity of Information Coverage
- Diversity of Participants
- Participation of Content Experts
- Perceptions of Credibility and/or Quality
- Skills for Editing/Contributing
- Use and Access
- Usefulness, Usability, and **Use of Contributions**
- Volunteer Motivation and Commitment

- **Build and Engage Community**
- Make Contributing Easier
- Make Contributing Fun
- **Recruit and/or convert New Users**
- **Retain and Activate Existing Editors**

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What have we found so far

# 336 Implementations with Participant Data

Participation

Legend:
- New Users
- Existing Active Editors
- Other Participants

Donut chart center: 31,341
- 30%
- 60%
- 9%

Wiki Loves Monuments	78.9%
Editor Training Workshops	22.8%
Other Photo Events	17.8%
Edit-a-thons	9.6%
Writing Contests	3.1%
GLAM Content Release	0.1%

Take home message: A lot of new and existing users as well as offline volunteers engage through Wikimedia programs

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376 Implementations with Content Data

Pages Created and Improved

● Pages Created
● Pages Improved

35%

1,130,292

65%
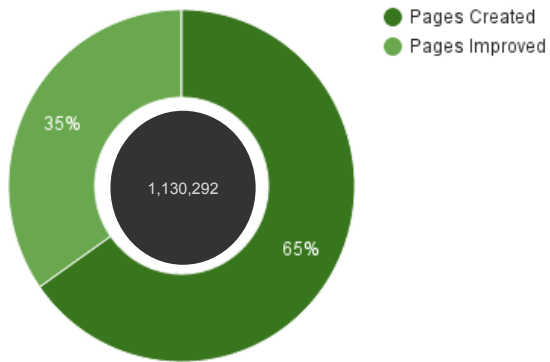
Wiki Loves Monuments	56%
GLAM Content Release	28%
Other Photo Events	14%
Writing Contests	1%
Edit-a-thons	1%
Editor Training Workshops	0%

Take home message: A ton of Wikimedia pages are created or improved through engaging on and offline volunteers through these programs

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Collective Global Metrics Data
+ new user retention

	Total Participants (% Users)	New Users (proportion)	Existing Active Editors (proportion)	Pages Created (Pages/User)	Pages Improved (Pages/User)	Pages of Text Changed (absolute bytes)	Unique Images Used	Survived New Users Month 3/6
Wiki Loves Monuments								
Other Photo Events								
GLAM Content Release								
Writing Contests								
Edit-a-thons								
Editor Training Workshops								

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How we can use the data

MC

Use the report data to help direct learning

ACCESSIBLE METRICS → **DATA TO GUIDE PROGRAM LEADERS & DIRECT DEEPER INQUIRY** → **LEARNING PATTERNS & TOOLKITS**

Take home message: Use the data which are relevant to you to help find program leaders to reach out to and learn from

MC

Having data is part of a larger approach towards accountability and shared learning on Wikimedia programs. The full picture includes having accessible metrics (**CLICK**) that can surface that data (**CLICK**) which can help us better understand these programs (**CLICK**) and how to implement them

Explore your program data and share learning

Through learning patterns...

Create an Event Page

I need to make an event page, for a contest or something else.

LAST UPDATED: 06 JULY 2015

Writing Contest Topic S

I want to pick a writing contest popular with new or existing edit

LAST UPDATED: 06 JULY 2015

Writing Contest Work Lists

I do not know if I should make a work editing contest.

LAST UPDATED: 06 JULY 2015

Grants:Learning patterns/Create an Event Page

< Grants:Learning patterns

What problem does this solve? [edit]

Have you ever tried to participate in something, but you could not even figure out when the event started or how to sign up? Make it easy for people to join your event by creating an informative, well organized event page. You may have been doing this for years, but you still might be surprised by some of the tips below.

What is the solution? [edit]

A well organized event page that makes important information very clear will help participants get involved.

Contest Event Pages [edit]

- Registration instructions should be easy to find, and easy to follow. After registration has ended, move that information to the bottom of the page.
- Contest start and end dates should stand out. Use bold letters or bright colors, do something!
- Explain the rules and scoring system. Allow a few weeks for community discussion about scoring before starting a contest.

Learning Pattern Library

Create an Event Page

problem

I need to make an event page, for a contest or something else.

solution

A well organized event page that makes important information very clear will help participants get involved.

creator

- KHarold (WMF)

discuss   status: in progress

endorse

Writing Contests

| Start | Plan | Run | Evaluate | Connect | Forum |

Contests are about so much more than creating content!
Find tools and share advice on how to start and improve writing and editing contests.

The Wikiverse is full of different kinds of contests. Each one is unique. The planning templates below can help you choose a contest model that your community will love and that works with the resources you have available. You can find quick links to resources in these templates or get more in depth planning tools in the tabs.

Short-term, Specific Topic	[show]
High Edit Volume	[show]
Content Gap	[show]
Long-term, General topic or action	[show]
Cross-Wiki or Regional Contest	[show]

… or in program toolkits

(MC)

Learning Pattern A set pattern, or guide, which explains how to do something in a problem-solution format. In the Learning Patterns Library on Meta you will find many successful strategies for planning, implementing, and evaluating projects and programs. Here we invite all community members to input by adding to, endorsing, and creating their own learning patterns to share learning about effective practices across the movement.

Program Toolkit A set of information and key resources to plan, run, and evaluate a program and connect to other program leaders.

Learn how to read the numbers and graphs

- **Review the [reading guide](#) to understand the numbers and graphs presented**

- **Check out the video guide to how to use the report**

- **Most importantly be aware of:**
  - Potential context differences in monetary value and community goals
  - Using the median and median range rather than mean average

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Mission: Use the data to inform program targets

Considering your assigned scenario, work to select a program and set reasonable targets for that program based on your resources, and using the reports for information.

- **Step 1**: Familiarize yourselves with your community scenario.
- **Step 2:** Based on resources and goals, choose one program
- **Step 3**: Choose which outcome or outcomes (max 2) you will target
- **Step 4**: Set reasonable goals and targets
- **Step 5**: Check goals and targets

45 Minute session:

Presentation (20 minutes)

Activity and wrap-up (25 minutes: 3 groups w/ scenarios, 5 minutes to review scenario and choose program, 12 minutes to explore in roles and set targets; 5 minutes to surface take-aways)

Applied Activity session:

Need 3-4 community profiles including:

- Their monetary and nonmonetary resources
- There community goals for participation and content generation
- Their timeline

Will need:

- Instructions
- [Activity Sheets](#)
  - Summative table handout
  - Tables with middle 50 ranges for table metrics
  - Bubble charts of participants to pages affected and amount
  - Cost per box plots participants and content in order to check against spend

Possible reflection questions in groups:

- Volunteer community lens - Do we have the volunteer base and population with interest?
- Budget resources lens - Is the budget reasonable and within a normal range?
- Goals & measures lens - Will the metrics tell the story or do we need an additional metric(s)?

Ah-Ha round robin - write down in journal and one headline call out for those that want to share

- Mission: Use the data to inform program targets
  - Considering your assigned scenario, work to select a program and set reasonable targets for that program based on your resources, and using the reports for information.
  - (Write SMART targets to do a program based on their resources, and using the reports for information)
    - **Step 1**: Familiarize yourselves with your community scenario.
    - **Step 2:** Based on resources and goals, choose one program
    - **Step 3**: Choose which outcome or outcomes (max 2) they will target
    - **Step 4**: Set goals and targets

    (Start with roll-up, facilitator to pull out, as needed middle 50 table)

    - **Step 5**: Check goals and targets

    (Facilitator to pull out, as needed middle 50 table, bubble charts, to check if the combination of targets makes sense (Are other performing at that level?, cost per box plots; is it too expensive?)

- **Wrap-up**: Ah-has - What will they take away at the end of the day?
  - Did they see the value in the data to make their programs effective?
  - Do they know how to use the tools/resources?
  - Did they go through a decision-making model about data?

Activity: Using the data

	Total Participants (% Users)	New Users (proportion)	Existing Active Editors (proportion)	Pages Created (Pages/User)	Pages Improved (Pages/User)	Pages of Text Changed (absolute bytes)	Unique Images Used	Survived New Users Month 3/6
Wiki Loves Monuments $-$$$	18,682 (94%)	11,429 (61%)	1,386 (7%)	539,875 (31)	95,394 (5)	NA	13%	1.5%/1.0%
Other Photo Events $-$$$	4,220 (94%)	2,741 (65%)	362 (9%)	126,544 (32)	33,372 (8)	NA	10%	1.2%/1.2%
GLAM Content Release $	32 (100%)	1 (3%)	20 (6%)	57,578 (1,799)	255,867 (7,996)	NA	15%	NA
Writing Contests $-$$	741 (100%)	114 (15%)	415 (56%)	9,404 (13)	5,752 (8)	~ 15,146 (28,038,000)	NA	18%/19%
Edit-a-thons $-$$	2,275 (56%)	354 (16%)	573 (25%)	674 (1)	5,727 (5)	~3,796 (6,042,538)	8%	*n.a.*/5%
Editor Training Workshops $	5,659 (5%)	97 (2%)	161 (3%)	55 (<1)	50 (<1)	~256 (501,949)	24%	6%/5%

$: $0 - $9 per person, <$20 per page; **$$**: $10-$50 per person, <$50 per page; **$$$**: $100+ per person, >$50 per page

For workshops: new user names were only available from 32/142 events, the new editors survived and active at 6-month follow-up came from 8 of those 32 workshops (25% only). More importantly, we know nothing about the other 5,380 participants of workshops (95%), whether they created accounts or had them, their user status is entirely unknown

Similarly: For Editathons, new user names were only available from only 15/170 events, the new editors survived and active at 6-month follow-up came from 6 of those 15 events (40%). More importantly, we know nothing about the other 1,008 participants of edit-a-thons (44%), whether they created accounts or had them, their user status is entirely unknown

Next Steps and How to Input

Share an observation, raise a question, suggest a solution.

Please join the conversation!

Visit the [report](#) talk pages to share and discuss

Join the conversation! Visit the report talk page to share and discuss.
- **Questions about Evaluation and Impact**
  - What, if any, ideas do you have about other ways we should evaluate programs?
  - What questions around program impact or evaluation do you have after reading the reports?
  - What further data investigations would you like to see (or do!) for these programs?
- **Questions about Measures**
  - What, if any, measures have you used that are missing from these reports?
  - What, if any, tools/bots/programs/strategies do you use to measure the outcomes of your programs?

Check out the toolkit! Find useful information for planning or share learning about your writing contests directly.
- Learn about key steps and resources to help you plan and implement a writing contest.
- Endorse or develop relevant learning patterns for the library
- If your program surmounted a particularly tricky problem in program design, consider writing a learning pattern!
- Help to curate other resources by linking them to the relevant toolkit pages

Contribute to understanding impact! Share data and stories from your writing contests

- If you ran a program that delivered excellently against goals, speak up! Consider writing a blog or how-to guide highlighting your ideas on why your program was so successful.
- If you have run a program and want to report key metrics to the Learning and Evaluation team, our collector is always open. Visit our reporting page to learn about the reporting forms contents and find the link to voluntary reporting.

Stay connected! Engage with program leaders across the movement.

- Join the program leader mailing list of weekly updates about program evaluation, tools, etc.
- If you are considering running a new program or updating an existing one, consider reaching out to experienced program leaders who have organized a similar program.

Appendix: What we could count

Global Metrics

Additional standardized metrics

Participation
- Total Participants
- Existing Active Users
- Users with Newly Registered Accounts

Pages created or improved

Images used in Wikimedia articles

Bytes added and removed

Motivation

Priority Goals

Program Inputs

Content Ratings

Recruitment and Retention

Features related to replicability/adaptation

No measures of increase motivation.

Appendix: Other Measurement Resources

- Measures for Evaluation
- Metrics Dialogue
- Question Bank