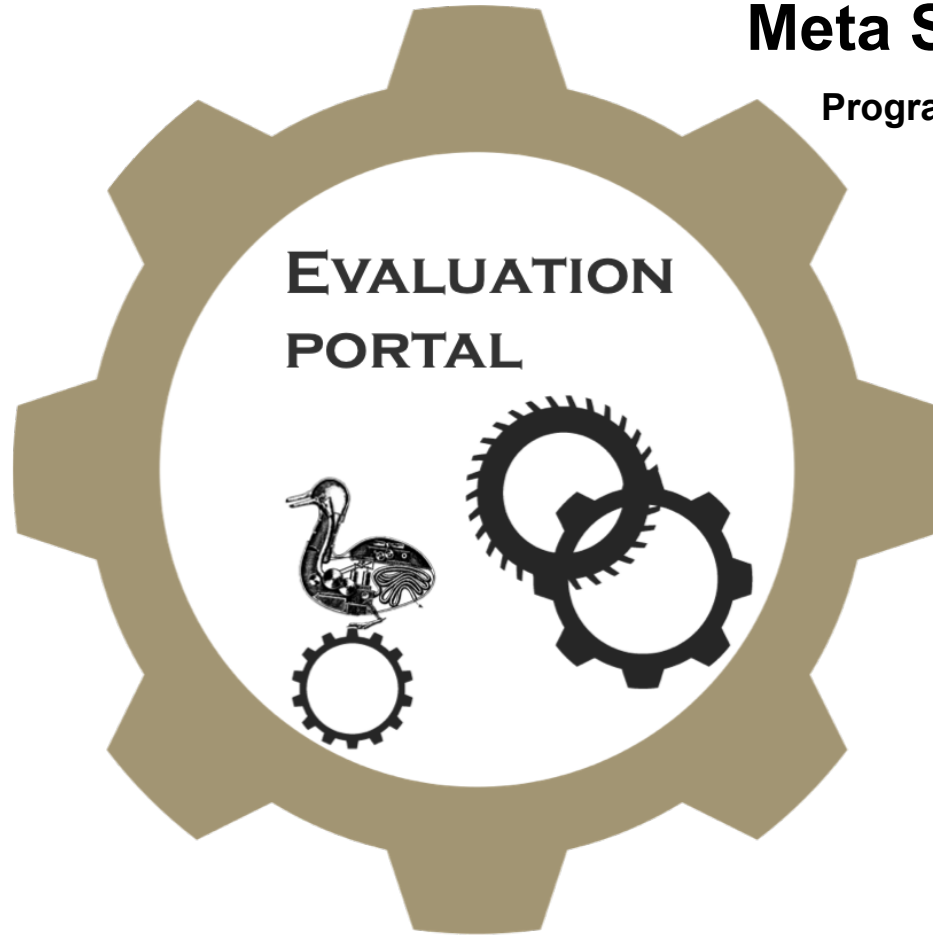


# Meta Shortcut: PE&D

Program Evaluation & Design



# Why Survey

- Surveys help to obtain information about individuals that is difficult to measure or observe directly
- Surveys are particularly useful for measuring:

**ATTRIBUTES**

**ATTITUDES**

**& BEHAVIORS**

# Why Survey

Surveys may be key to measuring:

**Demographics**  
**Editing Behavior**  
**Editing Experience**  
**Editing Skills**  
**Needs for Learning**  
**Resource Support Needs**  
**Motivation/Intention to Contribute**  
**Attitudes about Wikipedia as Source**

# Why Survey

**In order to evaluate programs in terms of certain goals:**

**Increasing Awareness of Wikimedia Projects**

**Making Contributing Fun**

**Building and Engaging Community**

**Increasing support for the Open Knowledge / Free Content Movement**

**Increasing Diversity of Participants**

**Increasing Positive Perceptions of Wikimedia**

**Increasing Respect for Wikimedia Projects (i.e., Institutional acceptance)**

**Increasing Volunteer Motivation and Commitment**

# Survey Support Resources

- [Learning Module: Designing Effective Questions](#)
- [Learning Patterns](#)
- [Qualtrics - An online software tool for building surveys](#)
- [Google Forms](#)
- Consultation write us at: [eval@wikimedia.org](mailto:eval@wikimedia.org)
- Question Bank (coming soon)

Email us!  
**eval@wikimedia.org**

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