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Goals for today

- Learn about the survey, why it matters, and how we did it.
- Learn what kind of information you can find in the report.
- Learn a few highlights from the data.
- Learn how you can get involved.



Why surveys?

- Hear from many, diverse people
- Offer anonymity, privacy
- Learn qualitative information
- Quantifying the qualitative
- A small way to voice opinions and feel heard



One of many tools for **listening** and **making decisions** with **Wikimedia communities**.

More structured

Committees
Participatory grantmaking
Consultations
Requests for comment
Community Wishlist
Interviews
User experience research
Vote
Surveys

Less structured

Mailing lists
Discussion/talk pages
In-person conversations
Social media
Ad-hoc meetings
etc.

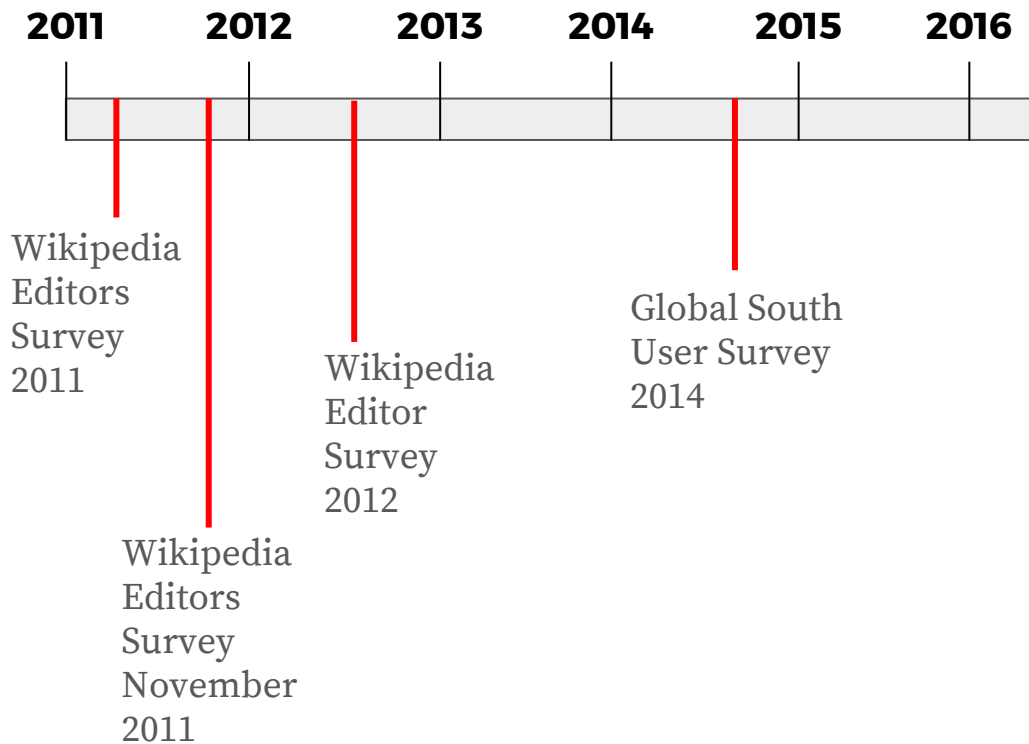
A brief look back.

Surveys and Wikimedia

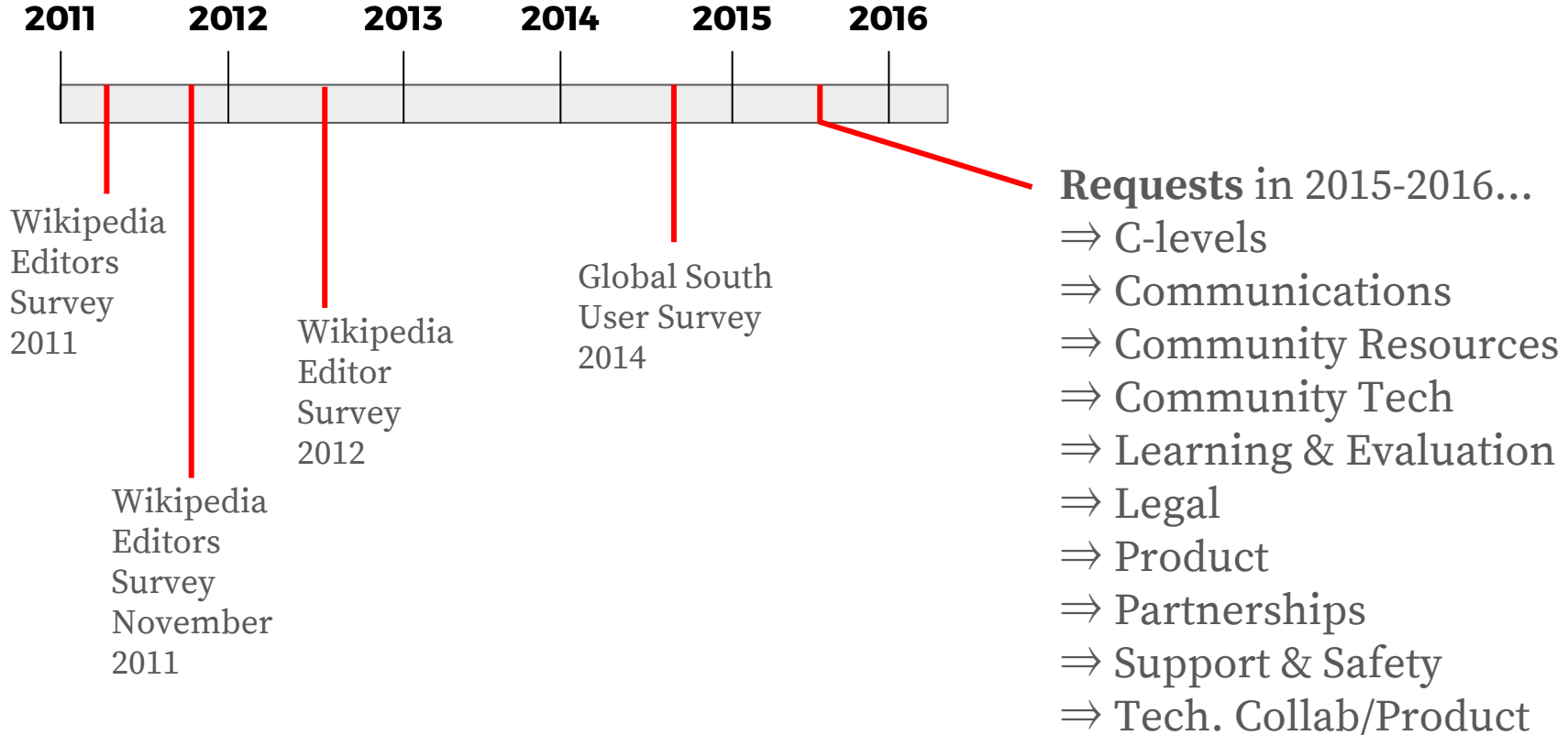


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Community surveys at the Foundation



A growing demand...

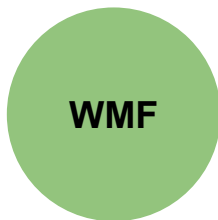


Clarifying community audiences

Who are the "communities" you work with?

"Core" online communities

Developers & Tech Collab.



Affiliates & Program leaders

External Partners

All other editors

What information do you need from "communities" to make decisions?

Demographics (age, gender, geography, editing attributes) **Community motivations** (new editors, developers, program leaders)

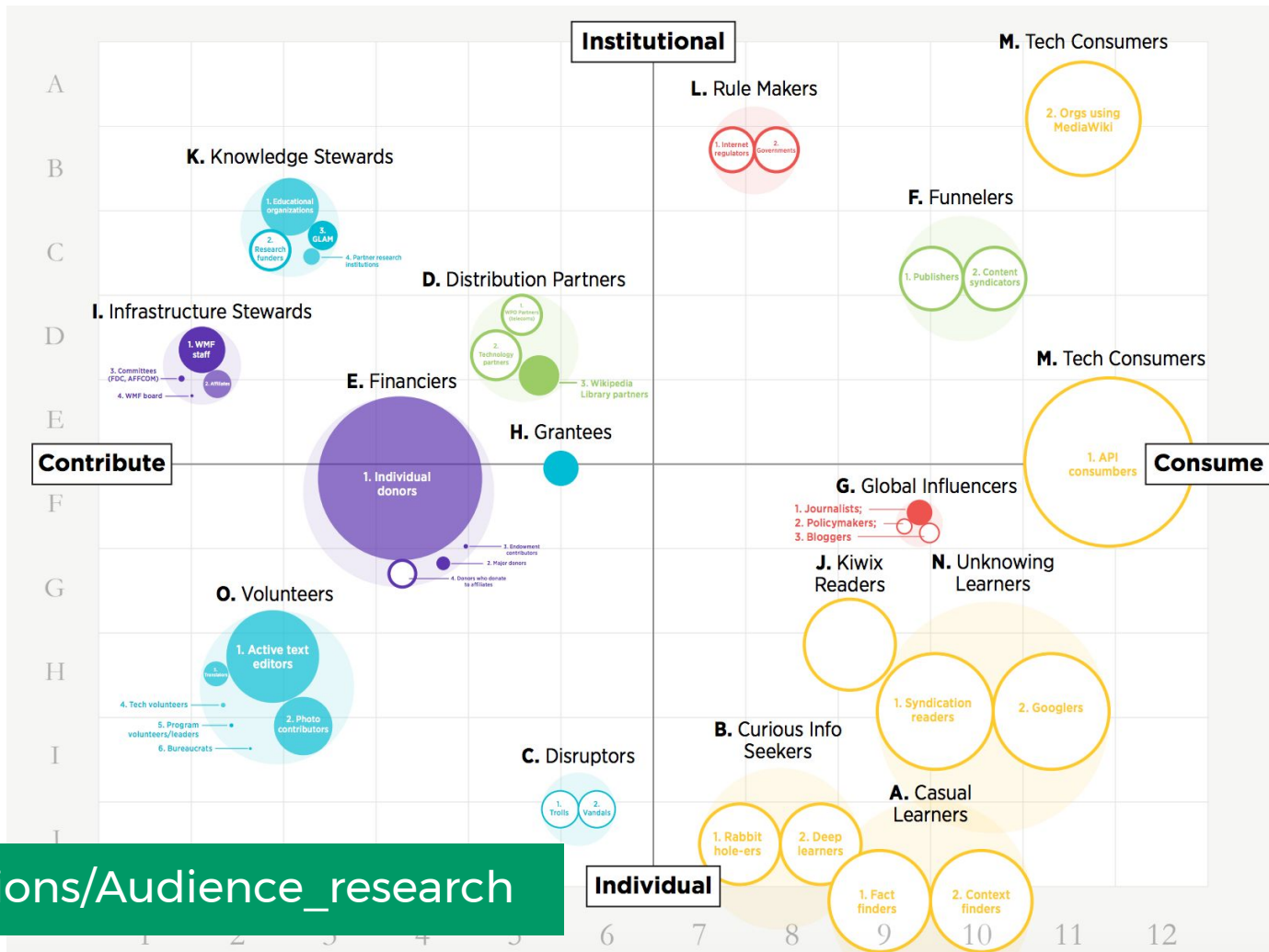
WMF Brand (sustainability, WMF awareness, WMF satisfaction)

Tool & resource satisfaction (editing products, platforms, staff support, programs tools)

Process/ program feedback (PDP, grants, fundraising, partnerships) **Stories** (impact, brand, community)

Skills & Capacity needs (technical skills, policy, harassment, communications, evaluation)

A focus on audience research



Meta:Communications/Audience_research

What is **Community Engagement Insights**?

A global survey to help Foundation teams **hear from communities we serve** so teams can make **informed decisions**.

This was the first year we've completed this project.



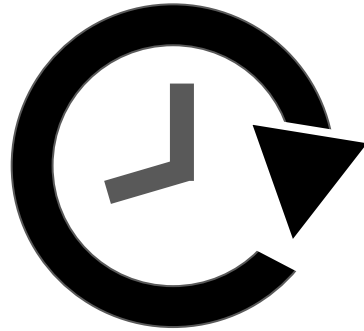
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Designing a new process



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Annual iteration



- Year over year results for observing change over time
- Clear timeline expectations

Submission process



- Any team can get involved and submit questions
- Teams often lack capacity to run their own global survey but they still need a way to get information.

Collaborative approach



- Expertise is spread across the organization.
- Teams that submit questions asked to donate time
- They join one of 5 Working Groups who supported the work (communications, community, translation, survey design & sampling, and analysis)

Information use



- Focused on team's long term goals to ensure relevance
- Asked how teams will use their data
- Asking teams to report how they will use their data (optional this year, mandatory next year).

A survey process: 6 milestones

Choosing questions

Designing survey

Translation

Collecting data

Analyzing data

Publishing results



We did this together.

Emily Wood

Neil Quinn

Kalliope Tsouroupidou

Jaime Anstee

Jeff Elder

Maria Cruz

Jacey Mitchell

Quim Gil

Benoit Evellin

Joseph Seddon

Delphine Ménard

Erica Litrenta

Sherry Snyder

Jorge Vargas

Sarah Malik

Sati Houston

Pamela Swaby

Alan Lau

Jacob Rogers

Doreen Dunican

Lena Traer

Maria O'Neill

Aeryn Palmer

Danny Horn

Adele Vrana

Dan Foy

Sam Walton

Alex Stinson

Cornelius Kibelka

Montserrat Boix

Haytham Aly

Vira Motorko

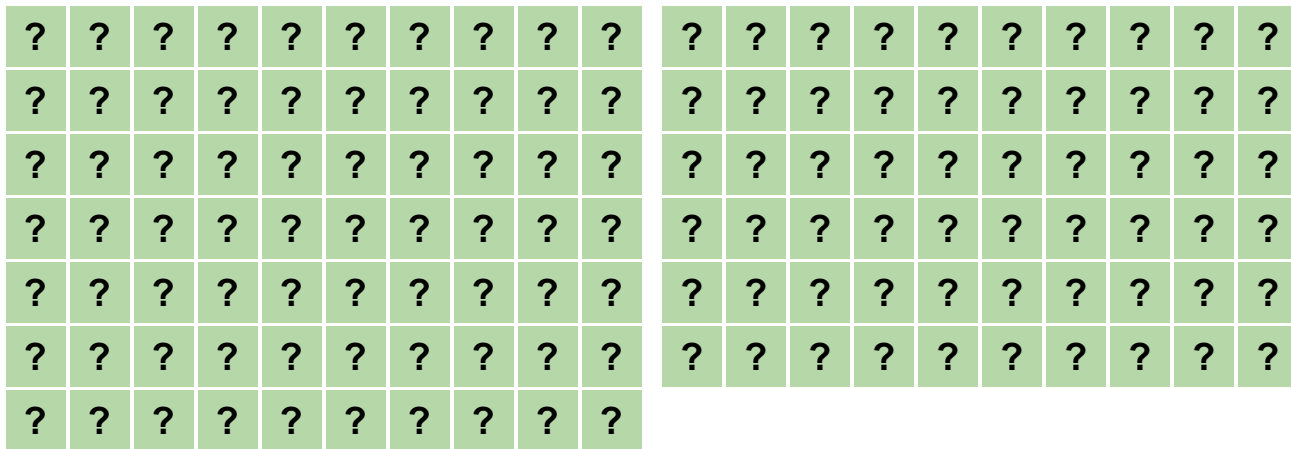
+ *Others!*



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Understanding the questions: Collectively, what did the **Foundation** want to learn?

260 questions



Who is asking the questions?

Questions by teams

Communications	Learning & Evaluation	Fundraising
Community Engagement	Programs	Global Reach
Community Tech	Readers	Legal
Editors	Support and Safety	Technical Collaborators
Travel		

13 teams!



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Who do we want to hear from or impact?

Questions by Audiences

- **Editors/Contributors**
- **Affiliates**
- **Program Leaders**
- **Technical Contributors**
- **Researchers**
- **Partners**
- **Readers**
- **Donors**



Where do we want to make impact?

Question by Areas



Personal

Demographics

Gender

Age

Geography

Language



Wikimedia Environments

Wikimedia Projects

Technology

Wikimedia Programs

Affiliate Network

Movement



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Foundation Programs

Community Wishlist

Harassment

Wikipedia Zero

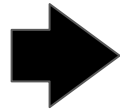
Software support

etc...

What kind of impact?

Questions by **Goals**

Foundation
Programs



Grow **communities**

Improve **community health**

Improve **collaboration & communications**

Improve **software**

Develop **capacity**

Increase **access to resources**

What did teams want to learn?

Foundation program impact

Programs
Products, Projects
Processes, Services,
Support



Awareness
Knowledge
Participation
Feedback
Outcomes

Who we reached.

Sampling & response rates



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Editors

Split for active and very active
Via mass message, by project
languages

Population: 132,000

Sample: 16,000 editors

Program leaders

Via email list

Population: 500

Sample: 300

Affiliates

Via email list

Population: ~100 (affiliates)

Sample: 220 (people)

Volunteer developers

Via mailing lists

Population: Unknown

Responses: 115



Response rates

26%	4,100	Editors
53%	127	Affiliates
46%	241	Program leaders
<i>Not a sample</i>	129	Volunteer developers



What we learned

Only a few data highlights



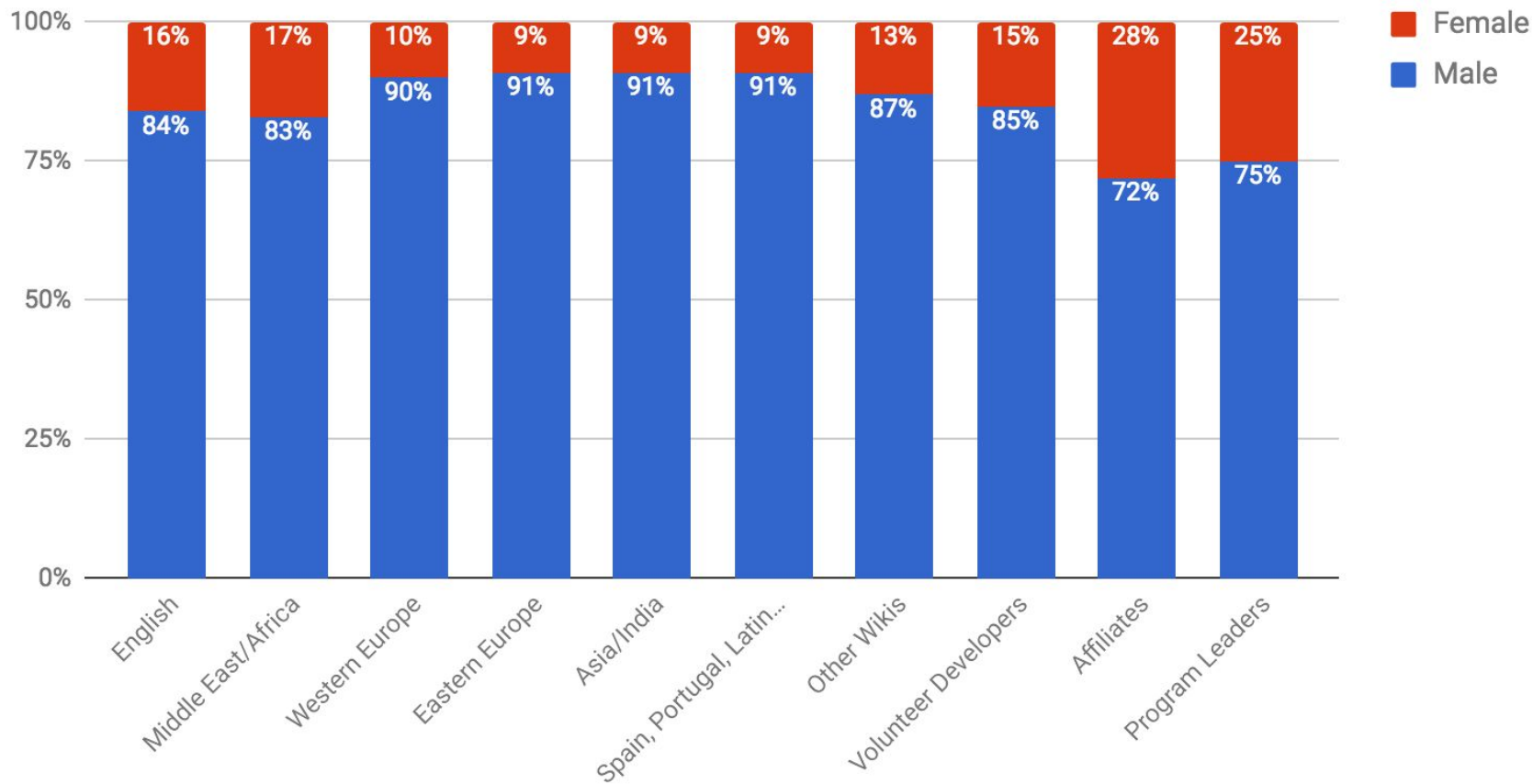
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Grow communities

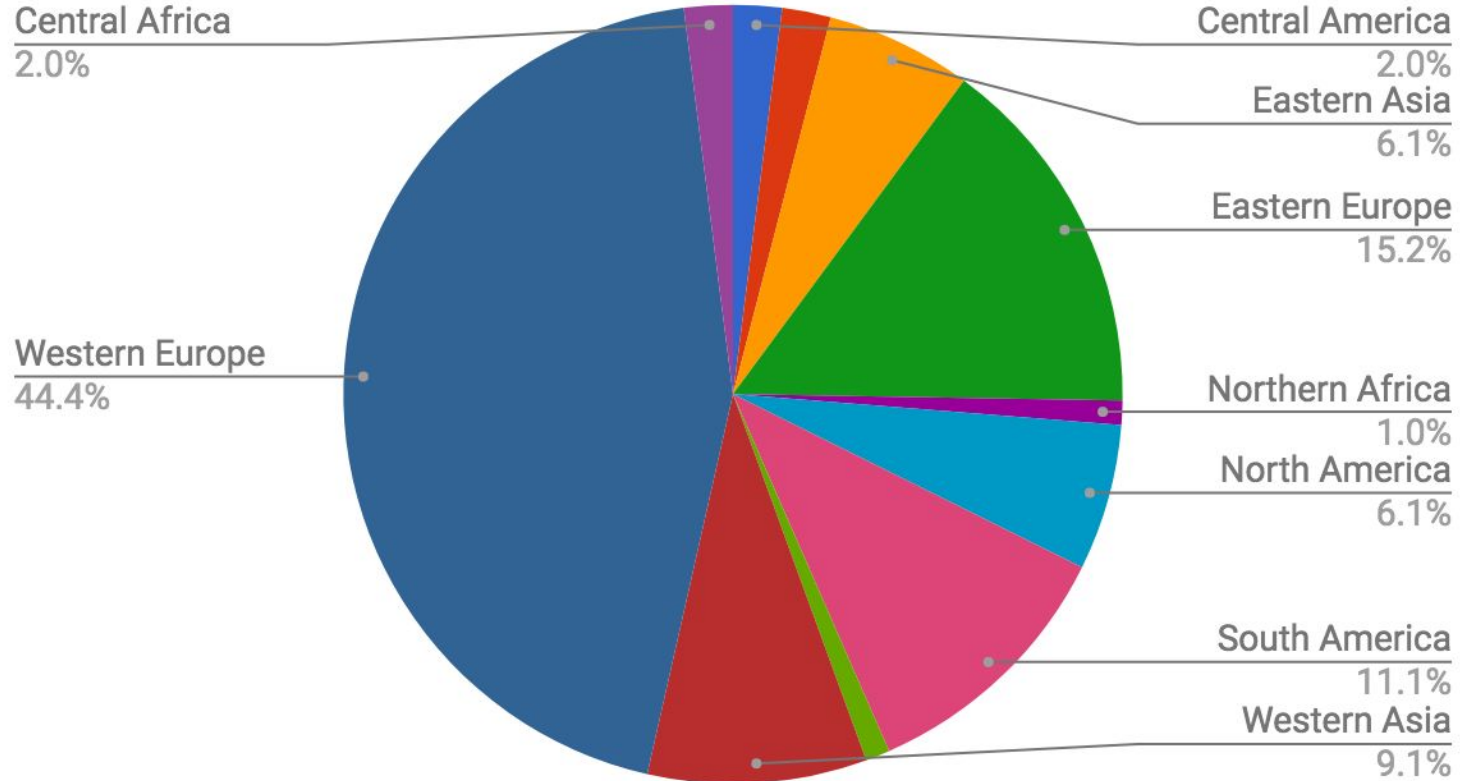


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Gender by audience



Regions for editors



Improving collaboration & Communications



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Heard of the Wikimedia Foundation

81%

**Active
editors**

91%

**Very active
editors**

99%

Affiliates

100%

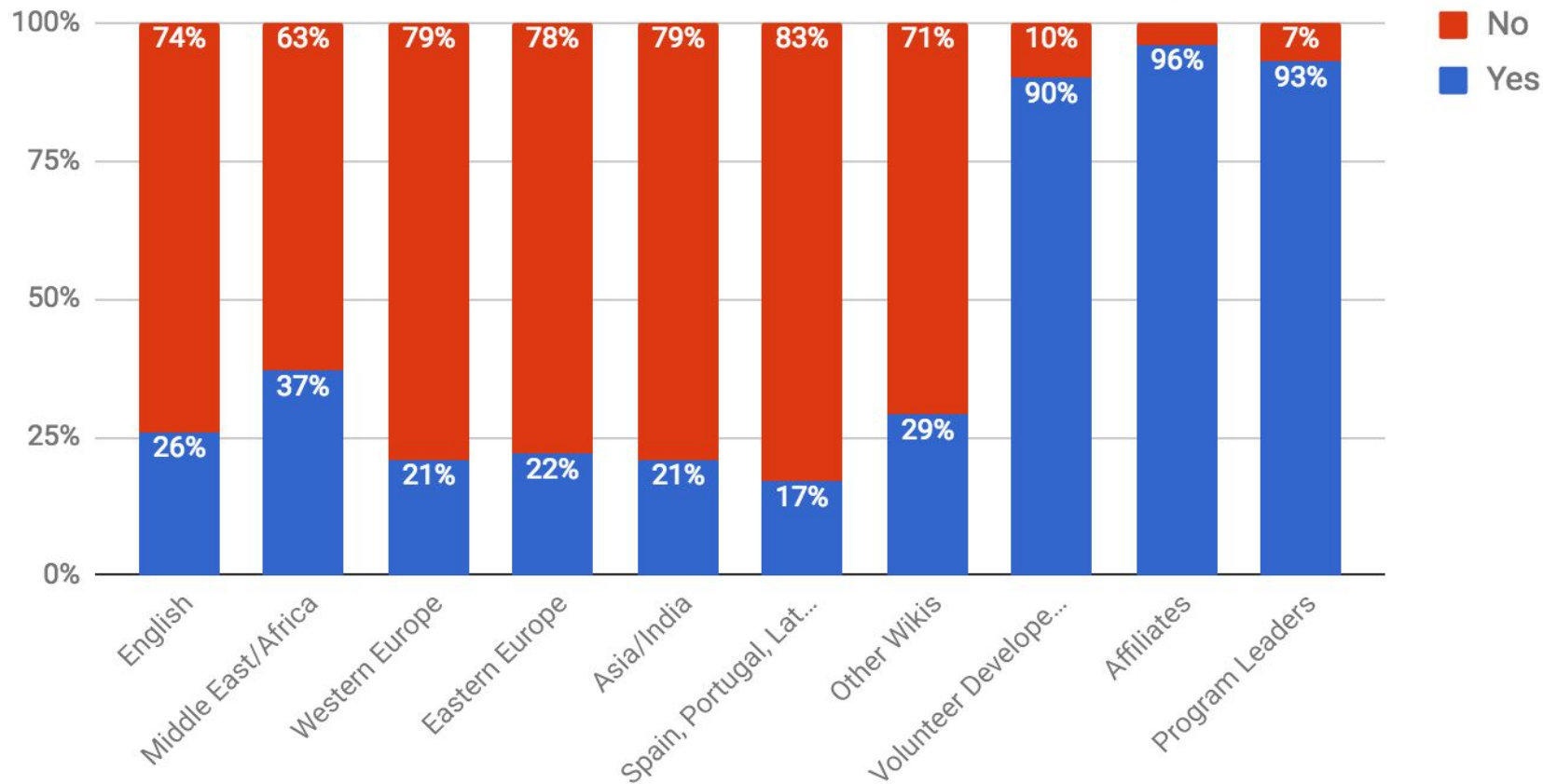
**Program
leaders**

100%

**Volunteer
Developers**



Engaged with staff or Board at the Foundation



Best place to reach **editors** about software feedback?

70% My Wikimedia project user talk page

37% Email this user feature

24% My Wikimedia project's village pump

4% Phabricator

4% Nowhere

3% Mailing list

How **editors** currently receive updates about WMF software

43% My Wikimedia project's village pump

30% I don't receive these updates

21% Tech News



Wikimedia affiliate leaders & program leaders who somewhat or strongly support Foundation partnerships with:

- 94%** Educational institutions
- 93%** Public or governmental institutions
- 90%** Local or regional non-profit organizations
- 80%** Companies in the private sector

Improving community health



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31% of all participants have **ever** felt uncomfortable unsafe in Wikimedia spaces online or offline.



n=4579

Percentage who agree or strongly agree

5 highest

88% The Wikimedia vision is to freely share in the sum of all human knowledge. This vision inspires me to contribute more to Wikimedia than I would somewhere else.

83% I would recommend Wikimedia as a great place to contribute.

83% I expect to be contributing to Wikimedia two years from now.

80% I take pride in contributing to the Wikimedia projects.

68% Wikimedia contributors have sufficient freedom to work effectively online.

n=~420

Percentage who agree/strongly agree 5 lowest

39% People have a difficult time understanding and empathizing with others.

28% People attempt to coerce others

25% People are aware of their biases and patterns of behavior.

18% My contributions to Wikimedia are challenged or reverted inappropriately.

13% I often think about quitting as a Wikimedia contributor. n=~420

Improving Software

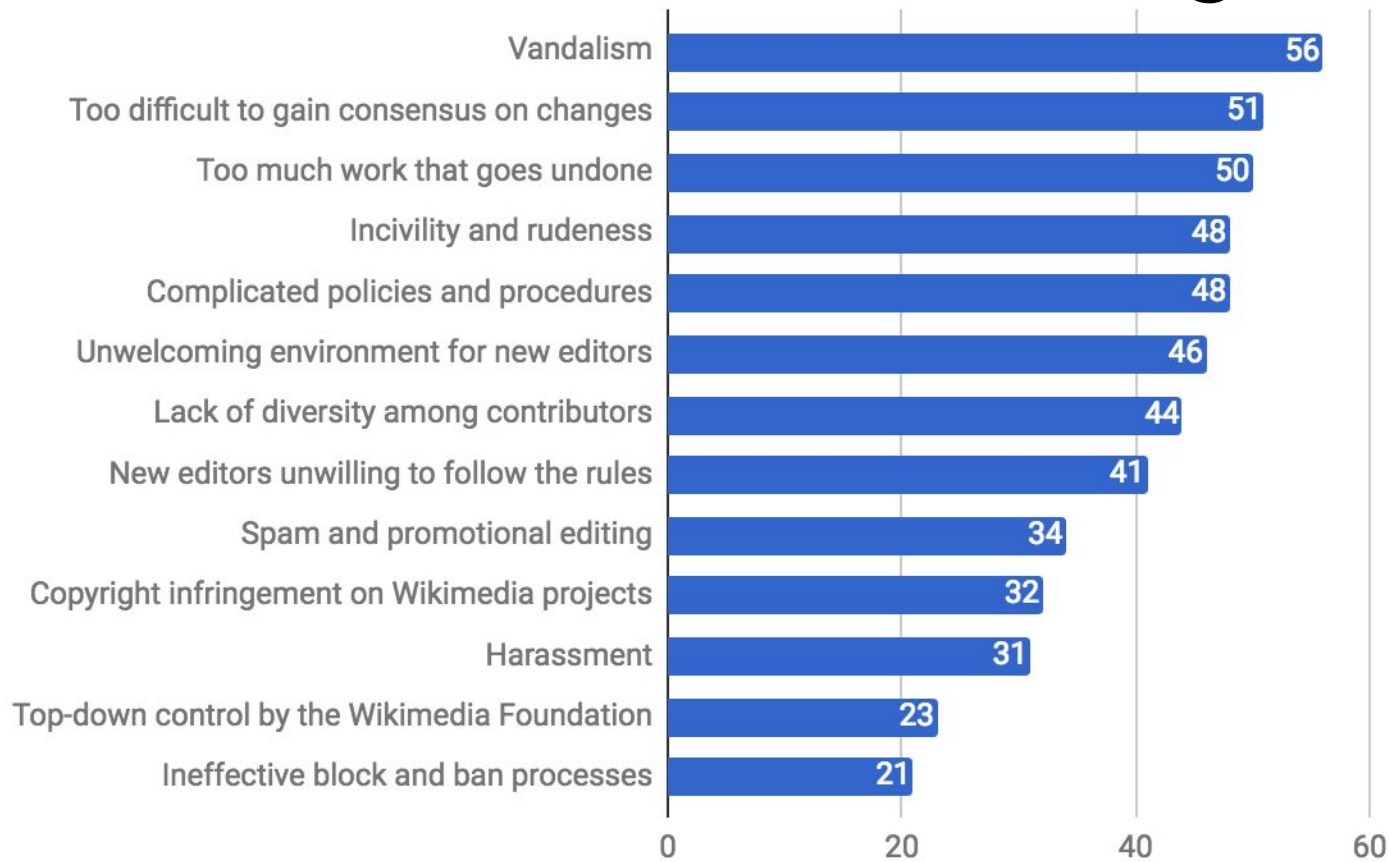


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72% of editors satisfied with software they use to contribute

20% reported being neither satisfied nor dissatisfied

Social issues rated as moderate, severe, or high



n=~3000

Developing capacity



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Program Leaders most often work on the following programs:

61% Editathons

61% Editing Workshops

56% Conferences

40% Wikipedia Education programs

n=196

Affiliate leaders feel their organization is mostly or completely prepared in:

- 58%** Communications
- 33%** Fundraising or grant applications
- 52%** Finance management and budgeting
- 51%** Volunteer engagement
- 66%** Project management

n=100

Increaseing access to resources



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"Wikimedia Foundation should seek voluntary donations from large external organisations that extensively use Wikimedia data in their commercial services"

70% of editors agree or strongly agree



n=248

79%

of editors seek **non-Wikimedia resources**
(books, websites, research papers) when
creating content.

**Remember: There are
260 questions!**



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So, what is the *most* important result?

- It depends...



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So, what is the *most* important result?

- It depends...
- Each Foundation team had their *own priorities*.
- Each person who looks at the data has *their own goals*.
- Anyone who looks at the data may have their own goals in mind.

Navigating the report

- There are 3 views to explore
- Some sections were randomized - if the participants n seems small, it likely was randomized.
- Scales =100%, while Check all that apply often greater than 100%
- Pay attention to "no opinion" or "I don't know" responses.





Community Engagement Insights 2016-17 Report

- [Executive summary](#)
- [Survey design and process](#)
- [How to interpret the data](#)
- [Data and graphics](#)



Explore the results through the lens of various Wikimedia Foundation community audiences and goals.

[Explore reports](#)

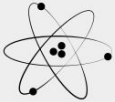
Data by audience and goals *(Not yet available)*



Teams at the Wikimedia Foundation have various projects and focus areas. Explore the results through foundation teams.

Data by Wikimedia Foundation team

Communications	Community Engagement	Community Tech	Editors	Fundraising
Global Reach	Learning and Evaluation	Legal	Programs	Readers
Support and Safety	Technical Collaborations	Travel		



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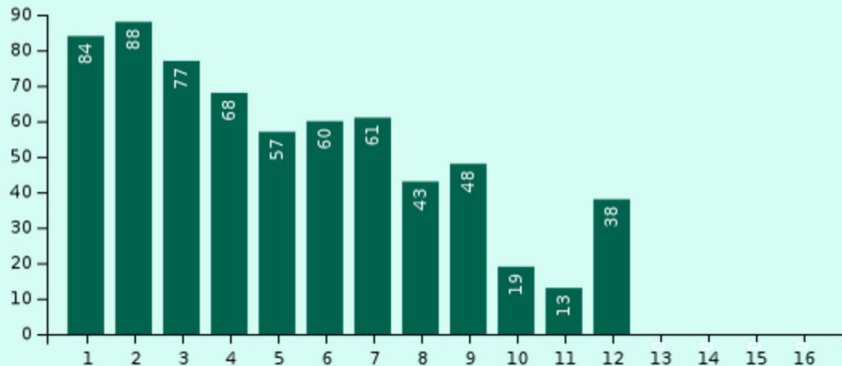
	Across audiences	Editors	Affiliates	Program Leaders	Developers
Goal 1 - "Improving new editor engagement"					
Goal 2 - "Improving community health"					
Goal 3 - "Improving collaboration and communications between the					

Question 429 (LE22) [\[edit | edit source \]](#)

Which of the following programs does your affiliate organize?

Participants could select more than one option

participants (n) = 77 [See more >>](#)



1% did not select an option ^[?]

Check all that apply

- 1 – Edit-a-thons (84%)
- 2 – Editing Workshops (88%)
- 3 – Conferences (77%)
- 4 – Wikipedia Education Programs (68%)
- 5 – GLAM Content Donations (57%)
- 6 – Wiki Loves Monuments (60%)
- 7 – On-wiki Writing Contests (61%)
- 8 – Other Photo Events (43%)
- 9 – Wikipedian-in-Residences (48%)
- 10 – Hack-a-thons (19%)
- 11 – Other (specify): (13%)
- 12 – Wiki Loves Earth (38%)
- 13 – Research Project (0%)
- 14 – WikiExpeditions (0%)
- 15 – WikiTakes (0%)
- 16 – None (0%)

Question 415 (Q313) [\[edit | edit source \]](#)

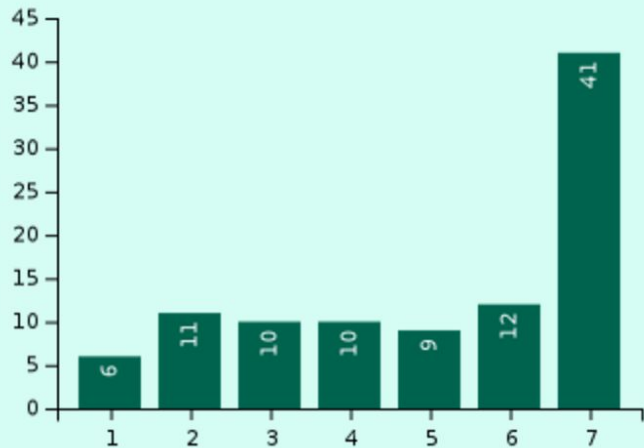
Over the last 12 months, how often did you contribute to Wikipedia or other Wikimedia projects?

Participants (n) = 108

Median = 6

[See more >>](#)

Single-choice



- 1 – Less than once a month (6%)
- 2 – 1-3 times a month (11%)
- 3 – 4-5 times a month (about once a week) (10%)
- 4 – 2-3 times a week (10%)
- 5 – 4-5 times a week (9%)
- 6 – 6-7 times a week (about once a day) (12%)
- 7 – More than once a day (41%)

From the affiliate members who participated in this question, the median number of times they contributed to the Wikimedia projects was about once per day.

What we learned about the process

What we can do better next time



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Celebrations

- We have a process!
- We have learned a lot about the process.
- We have a lot of data for teams to use.
- We have tried a new sampling strategy for editors, which worked somewhat well (sorry about <ref> tags!).
- We have helped some teams answer some pressing questions.

We are doing it again.

We need YOUR help.



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What we need help with:

- Improving our sampling strategy
- Community awareness/Communications
- Translation
- Analysis
- Reporting system
- [Your Idea]

**Please
sign up!**

Questions?



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Appendix

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Sampling: Editors

- Population (N = 132,493) of active editors were identified (by username) and stratified based on:
 - Edited from December 2015 to December 2016
 - Editor activity, active (5-99) and very active (100+)
 - "Home" wiki (Language wikipedia, commons, wikidata, other)
 - Used language as proxy for region
 - Home wiki without English edits
 - Home wiki with English edits

Sampling: Editors

Latin America	Spanish, Portuguese
Middle East/N. Africa	Arabic, Other MENA region
Sub Saharan Africa	Other Sub Saharan African Languages
Eastern Europe	Russian, Other Eastern Europe
Asia/India	Japanese, Chinese, Other Asia/Indian languages
Other (N.Am, Europe)	French, Spanish, Russian, German, Portuguese, Dutch, Italian

We took our total target sample size for each region, and distributed it by language in order to have global regions represented.

Editors	Affiliates
<p>Mass message, by project languages</p> <p>Population: 132,000</p> <p>Sample: 16,000 editors</p>	<p>Email list</p> <p>Population: ~100 (affiliates)</p> <p>Sample: 220 (people)</p>
Program leaders	Volunteer developers
<p>Email list</p> <p>Population: 500</p> <p>Sample: 300</p>	<p>Mailing lists only</p> <p>Population: Unknown</p> <p>Responses: 115</p>