

# Editor survey 2012: Satisfaction with the work of the Wikimedia Foundation

This report contains topline (i.e. the basic response numbers and percentages for each question), and some charts with additional analysis from the Wikimedia Foundation's 2012 editor survey, regarding users' satisfaction with the work of the Foundation.

The survey was administered from late October until November 2012 via a CentralNotice banner shown to logged-in users on Wikipedia projects in various languages and on Wikimedia Commons (see [https://meta.wikimedia.org/wiki/Research:Wikipedia\\_Editor\\_Survey\\_2012](https://meta.wikimedia.org/wiki/Research:Wikipedia_Editor_Survey_2012) for more details).

The first half of the questionnaire, largely repeated from the 2011 editor surveys, concerned users' experience editing Wikipedia, and is covered in a separate topline report (like the 2011 surveys, it is based on a different population, excluding those participants who took the survey on Wikimedia Commons or who said they never edited Wikipedia – i.e. “logged-in readers”). The demographical questions, likewise repeated from 2011, were asked of all respondents, but are covered in the other report as well, as the main interest was in tracking changes from 2011.

The charts below can also be found at [https://commons.wikimedia.org/wiki/Category:Wikipedia\\_Editor\\_Survey\\_2012](https://commons.wikimedia.org/wiki/Category:Wikipedia_Editor_Survey_2012) alongside some other data from this survey.

## Have you EVER edited Wikipedia?

#	Answer	Response	%
1	Yes	13,796	79%
0	No	3,160	18%
2	I'm not sure	581	3%
	Total	17,537	100%

(Wikipedia users who responded “Yes” or “not sure” to this question were asked a set of additional questions about their editing experience, which is covered in a separate report.)

## Performance of different parts of the movement

[...] we would like to know what you think about the different participants of the Wikimedia community. On a 0-10 scale with 0 being NOT AT ALL GOOD and 10 being EXTREMELY GOOD, how would you rate...

... the performance of Wikimedia volunteers overall, in contributing to the Wikimedia movement?

0	1	2	3	4	5	6	7	8	9	10	I don't know	Total Responses
69	70	116	205	240	786	797	1,687	2,222	1,134	1,023	3,020	11,369

**Mean: 7.26**

Mean among respondents who have edited Wikipedia: 7.23

December 2011: 6.75

April 2011: 7.4

(Note: These overall numbers are not directly comparable due to differing survey populations, see e.g. the remarks [in this blog post.](#))

## ... the performance of the Wikimedia Foundation, in contributing to the Wikimedia movement?

0	1	2	3	4	5	6	7	8	9	10	I don't know	Total Responses
105	81	153	186	251	591	559	1,008	1,476	1,118	1,329	4,505	11,362

**Mean: 7.36**

Mean among respondents who have edited Wikipedia: 7.29

December 2011: 6.95

April 2011: 7.33

## ... the performance of the Wikimedia chapters, in contributing to the Wikimedia movement?

0	1	2	3	4	5	6	7	8	9	10	I don't know	Total Responses
169	105	181	198	253	578	482	711	776	514	608	6,761	11,336

**Mean: 6.5**

Mean among respondents who have edited Wikipedia: 6.31

December 2011: 6.04

April 2011: 6.15

*Note: After the April 2011 survey, some chapter members began voicing concerns about the validity of this metric.*

## ... your own performance, in contributing to the Wikimedia movement?

0	1	2	3	4	5	6	7	8	9	10	I don't know	Total Responses
520	860	727	817	589	1,445	1,064	1,321	1,155	500	529	1,836	11,363

**Mean: 5.14**

Mean among respondents who have edited Wikipedia: 5.22

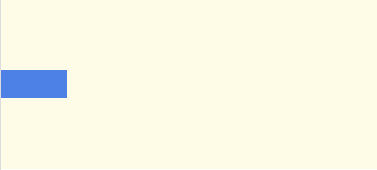

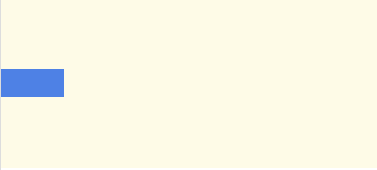

December 2011: 5.73

April 2011: 6.23

## SECTION V: WIKIMEDIA FOUNDATION

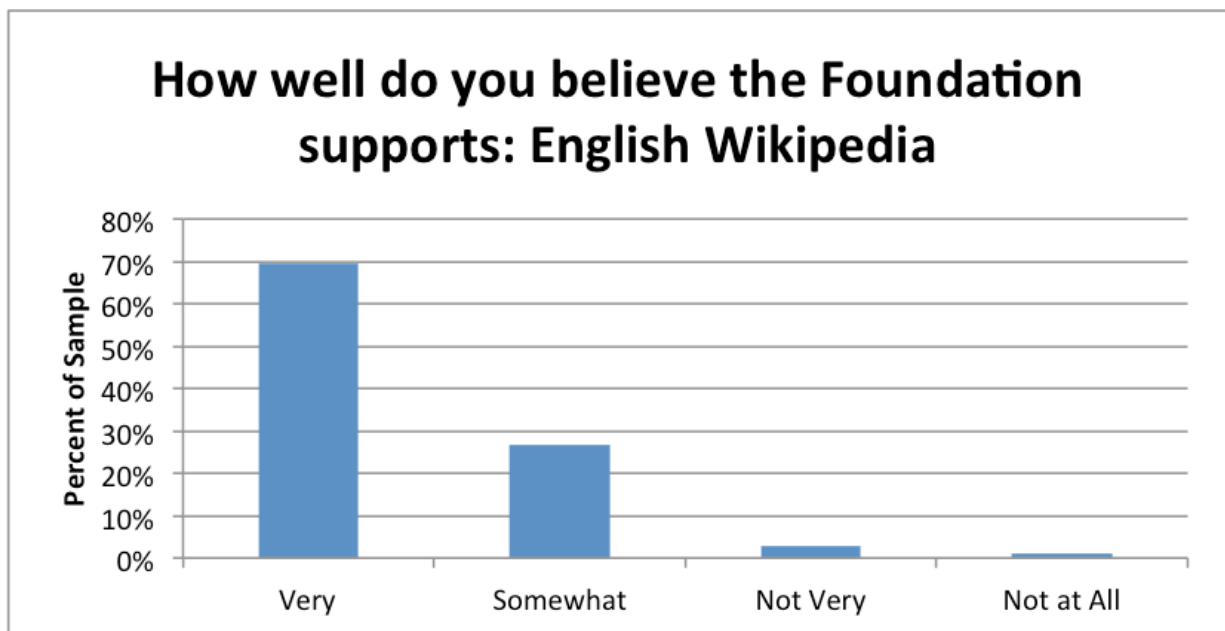
**FOUNDATION:** The Wikimedia Foundation supports a group of sites, including Wikipedia and Wikimedia Commons, in addition to eight other educational content sites, in more than 280 languages. The mission of the Wikimedia Foundation is to empower and engage people around the world to develop free and publicly available educational content and to disseminate it globally.

**How familiar are you with the Wikimedia Foundation?**

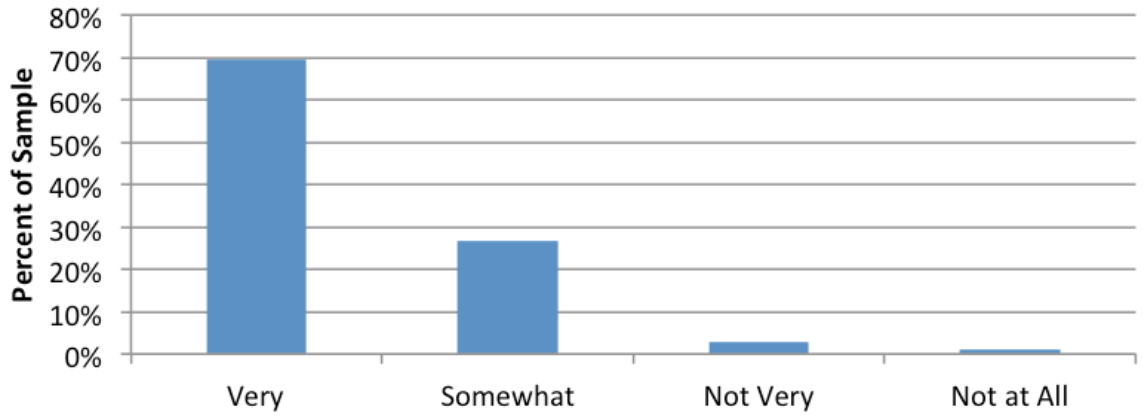
#	Answer		Response	%
1	This is the first I have heard about the Wikimedia Foundation.		2,081	18%
2	I'm somewhat familiar with the Wikimedia Foundation.		7,355	62%
3	I'm quite familiar with the Wikimedia Foundation.		1,961	17%
4	I'm quite familiar with the Wikimedia Foundation and have regular interactions with the Foundation.		383	3%
	Total		11,780	100%

## How well do you believe the Foundation supports:

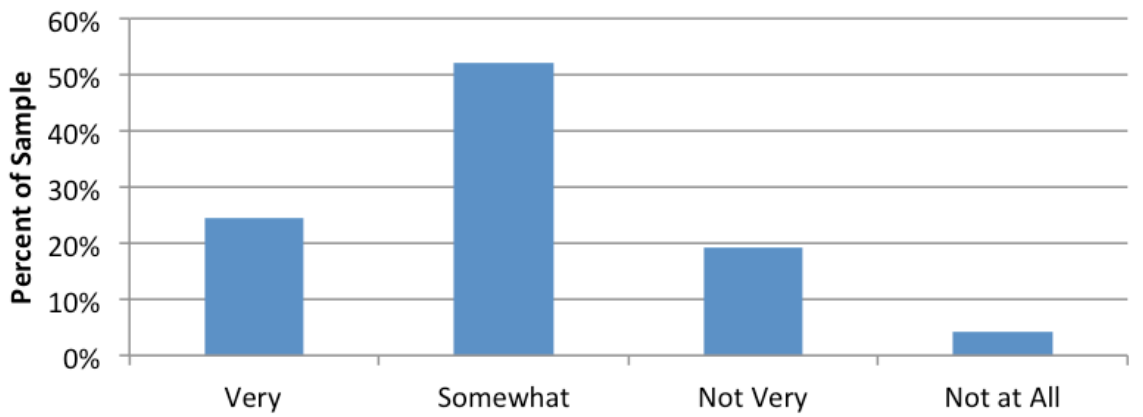
#	Question	Very well	Somewhat well	Not very well	Not at all	I'm not sure	Total Responses
1	English Wikipedia?	46%	18%	2%	1%	33%	11,551
2	Wikipedia sites in other languages?	14%	29%	11%	2%	44%	11,480
3	Wikimedia Commons?	21%	26%	6%	1%	45%	11,433
5	Other Wikimedia sites like Wiktionary, Wikiquote, etc.?	13%	22%	11%	3%	51%	11,436



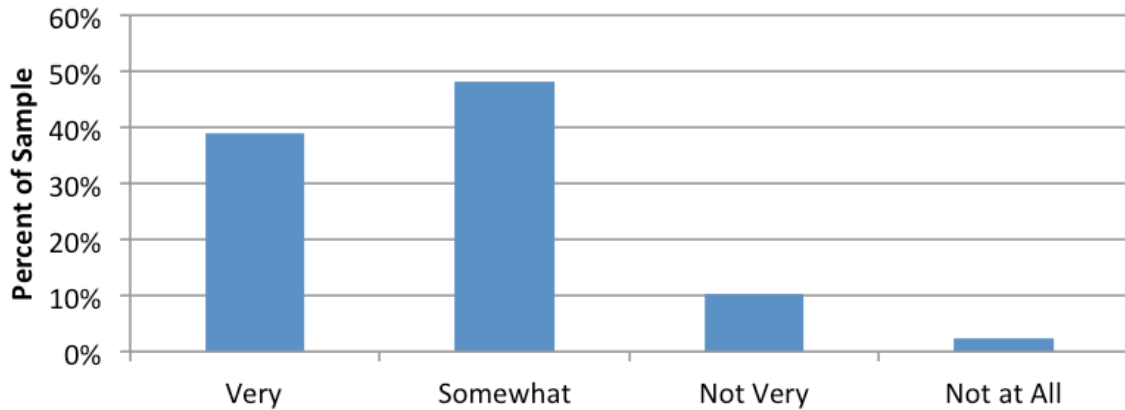
## How well do you believe the Foundation supports: English Wikipedia



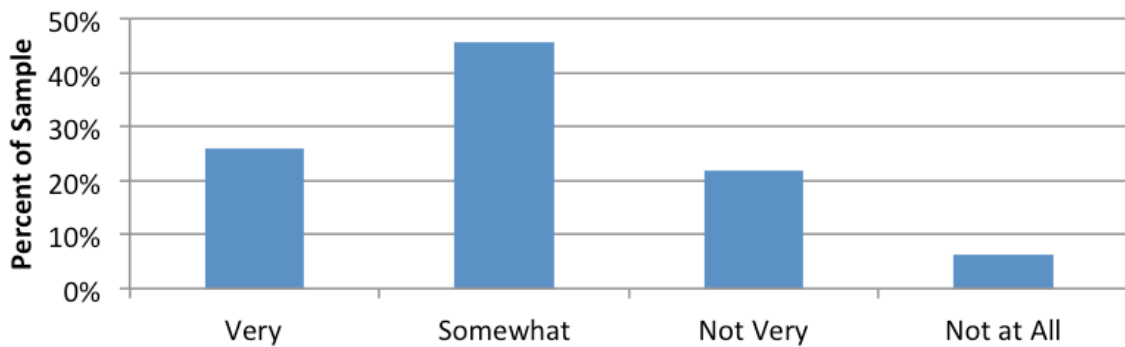
## How well do you believe the Foundation supports: Other language Wikipedias



## How well do you believe the Foundation supports: Wikimedia Commons

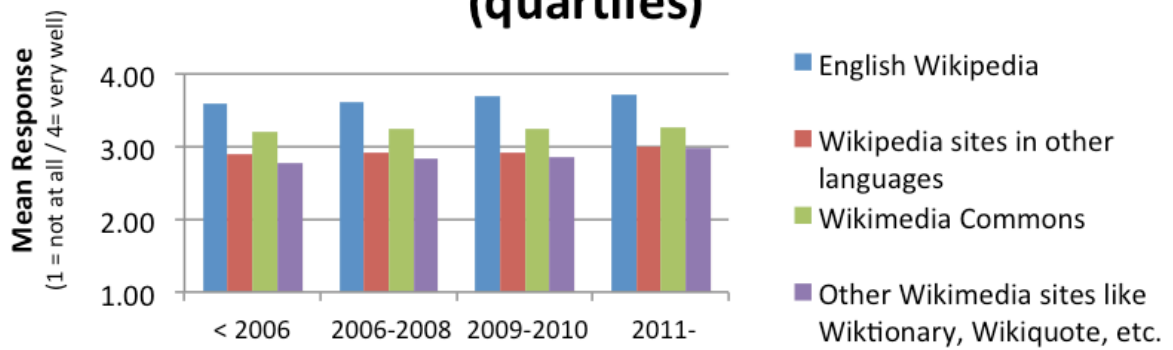


## How well do you believe the Foundation supports: Other Wikimedia sites like Wiktionary, Wikiquote, etc.?





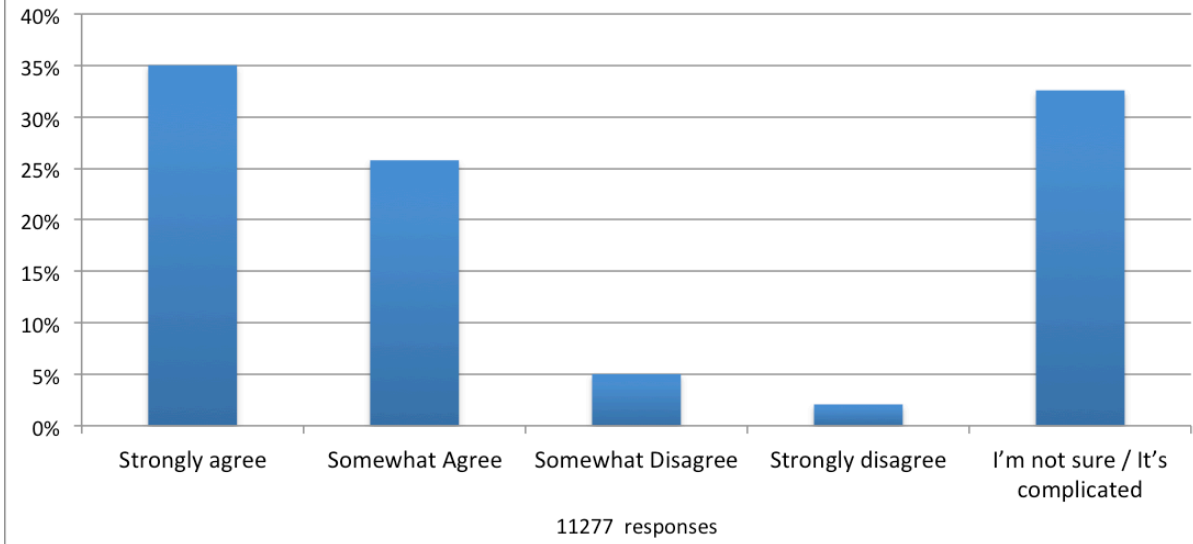
## Satisfaction with WMF support of projects, by editors' length of tenure (quartiles)



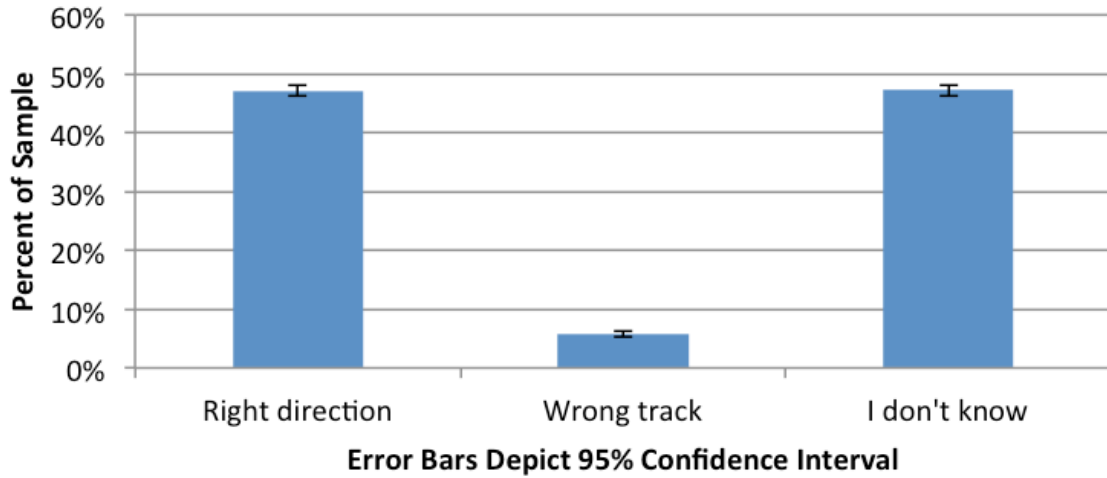
## How much do you agree with the following statements?

#	Question	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	I'm not sure/It's complicated	Total Responses
1	The Foundation and its staff are part of the Wikimedia community.	35%	26%	5%	2%	32%	11,329
2	The Foundation does an acceptable job communicating with the Wikimedia community.	20%	29%	9%	3%	39%	11,274
3	The Foundation involves the Wikimedia community in the decision-making process on major initiatives.	17%	26%	9%	4%	44%	11,251

**The Foundation and its staff  
are part of the Wikimedia community.**



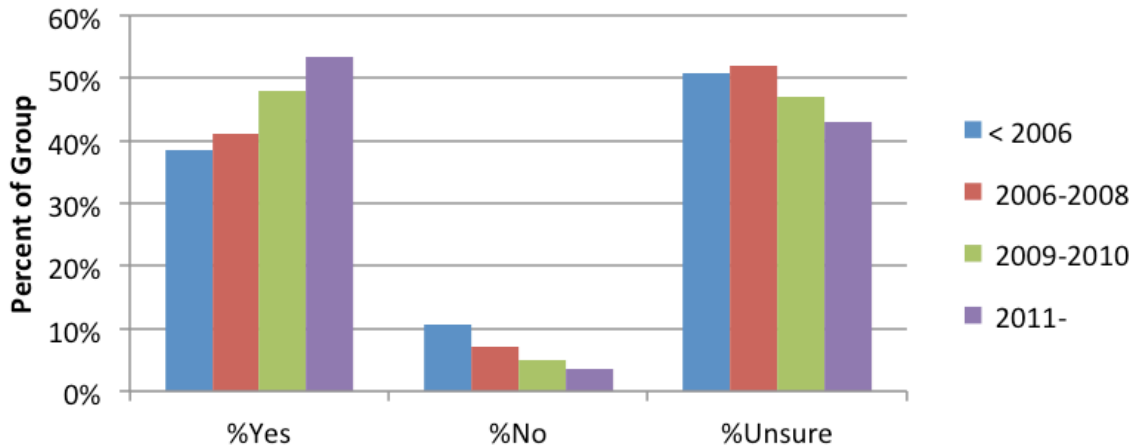
## Is the Foundation going in the right direction?



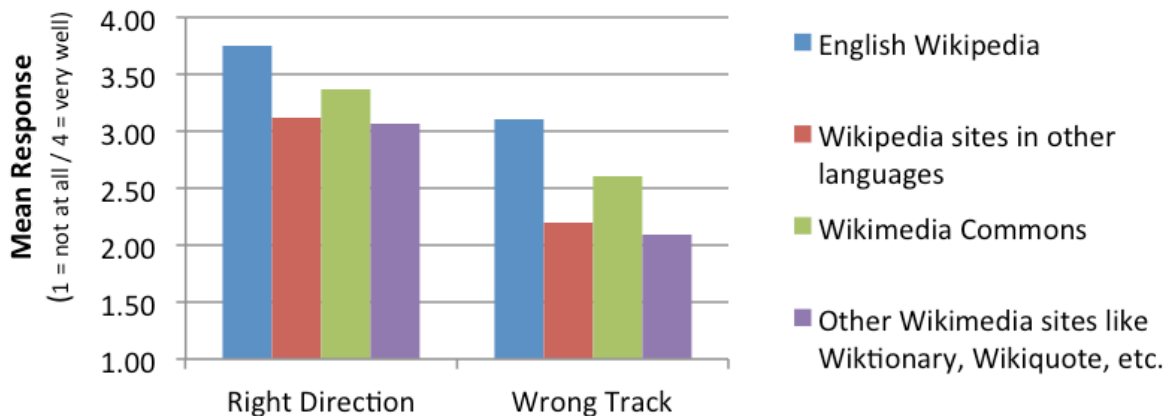
**All in all, do you think the Foundation is generally headed in the right direction, or is it off on the wrong track?**

#	Answer	Response	%
1	Right Direction	5,366	47%
2	Wrong Track	651	6%
0	I don't know	5,371	47%
	Total	11,388	100%

## WMF in right direction? By editors' length of tenure (quartiles)



## WMF in right direction? By support of WMF projects



**RECENT ACTIVITIES: Below is a list of recent Wikimedia Foundation activities. For each, you will be asked to agree or disagree with a few statements.**

**Technology Support: The Foundation hosts Wikipedia and its sister sites and implements technological improvements. This includes maintaining servers and other hardware, performing routine replacements and other scheduled maintenance, and non-routine activities, such as upgrading technology, providing for the development of the software the websites run on.**

**I knew the Foundation did this.**

#	Answer	Response	%
1	Yes	6,744	60%
2	No	2,635	23%
0	I'm not sure	1,932	17%
	Total	11,311	100%

**I believe that the Foundation's involvement in this activity makes sense.**

#	Answer	Response	%
1	Agree	9,366	83%
2	Disagree	146	1%
0	I'm not sure	1,768	16%
	Total	11,280	100%

**I think the Foundation has done a good job with this activity.**

#	Answer	Response	%
1	Strongly agree	4,417	39%
2	Somewhat agree	3,805	34%
3	Somewhat disagree	246	2%
4	Strongly disagree	89	1%
0	I'm not sure	2,720	24%
	Total	11,277	100%

**Wikimedia Foundation Grants Program: The Foundation funds grants to chapters, aligned groups and individuals for activities that support its mission across the globe. The application for a grant is an open process, with funding requests posted publicly for community comment. Public reports of grant results are required.**

**I knew the Foundation did this.**

#	Answer	Response	%
1	Yes	3,516	32%
2	No	5,549	50%
0	I'm not sure	2,004	18%
	Total	11,069	100%

**I believe that the Foundation's involvement in this activity makes sense.**

#	Answer	Response	%
1	Agree	7,231	66%
2	Disagree	466	4%
0	I'm not sure	3,331	30%
	Total	11,028	100%

**I think the Foundation has done a good job with this activity.**

#	Answer	Response	%
1	Strongly agree	2,005	18%
2	Somewhat agree	2,319	21%
3	Somewhat disagree	484	4%
4	Strongly disagree	189	2%
0	I'm not sure	6,006	55%
	Total	11,003	100%



**Community Advocacy: The Foundation actively looks for and supports activities to make life easier for readers and editors. In addition to technical tools, this can include tools or advice to make volunteers feel supported in how to handle particular situations.**

**I knew the Foundation did this.**

#	Answer	Response	%
1	Yes	4,614	42%
2	No	3,991	37%
0	I'm not sure	2,300	21%
	Total	10,905	100%

**I believe that the Foundation's involvement in this activity makes sense.**

#	Answer	Response	%
1	Agree	8,053	74%
2	Disagree	315	3%
0	I'm not sure	2,500	23%
	Total	10,868	100%

**I think the Foundation has done a good job with this activity.**

#	Answer	Response	%
1	Strongly agree	2,271	21%
2	Somewhat agree	2,630	24%
3	Somewhat disagree	869	8%
4	Strongly disagree	390	4%
0	I'm not sure	4,682	43%
	Total	10,842	100%

**Legal Protection: The Wikimedia legal team defends the articles and other media on the Wikimedia sites against legal threats worldwide. It also fights for freely licensed and public domain content. In addition, the team protects the Wikimedia trademarks globally, including suing cybersquatters who attempt to profit off of Wikimedia domain names.**

**I knew the Foundation did this.**

#	Answer	Response	%
1	Yes	5,858	54%
2	No	3,335	31%
0	I'm not sure	1,621	15%
	Total	10,814	100%

**I believe that the Foundation's involvement in this activity makes sense.**

#	Answer	Response	%
1	Agree	8,994	83%
2	Disagree	238	2%
0	I'm not sure	1,546	14%
	Total	10,778	100%

**I think the Foundation has done a good job with this activity.**

#	Answer	Response	%
1	Strongly agree	4,053	38%
2	Somewhat agree	2,357	22%
3	Somewhat disagree	396	4%
4	Strongly disagree	209	2%
0	I'm not sure	3,736	35%
	Total	10,751	100%

**Global Education Programs:** These programs encourage students to contribute to Wikimedia sites as part of their scheduled university curriculum. The aim is to increase quality contributions to Wikimedia from diverse sources. To date, the program has been replicated in six countries (piloted in seven others) by the Wikimedia Foundation, chapters and individual volunteers.

**I knew the Foundation did this.**

#	Answer	Response	%
1	Yes	3,414	32%
2	No	5,636	53%
0	I'm not sure	1,653	15%
	Total	10,703	100%

**I believe that the Foundation's involvement in this activity makes sense.**

#	Answer	Response	%
1	Agree	7,692	72%
2	Disagree	587	6%
0	I'm not sure	2,388	22%
	Total	10,667	100%

**I think the Foundation has done a good job with this activity.**

#	Answer	Response	%
1	Strongly agree	2,407	23%
2	Somewhat agree	1,916	18%
3	Somewhat disagree	597	6%
4	Strongly disagree	325	3%
0	I'm not sure	5,385	51%
	Total	10,630	100%

**Mobile: The Wikimedia Foundation supports the expansion of Wikipedia for mobiles by creating mobile sites and apps that can be used effectively, building specialized tools for mobile contribution, and creating partnerships with mobile operators in Africa, Asia and Latin America to provide free access to Wikipedia to those using their mobile phones.**

**I knew the Foundation did this.**

#	Answer	Response	%
1	Yes	4,463	42%
2	No	4,693	44%
0	I'm not sure	1,479	14%
	Total	10,635	100%

**I believe that the Foundation's involvement in this activity makes sense.**

#	Answer	Response	%
1	Agree	8,093	76%
2	Disagree	437	4%
0	I'm not sure	2,060	19%
	Total	10,590	100%

**I think the Foundation has done a good job with this activity.**

#	Answer	Response	%
1	Strongly agree	2,765	26%
2	Somewhat agree	2,138	20%
3	Somewhat disagree	590	6%
4	Strongly disagree	278	3%
0	I'm not sure	4,788	45%
	Total	10,559	100%

**Investing in the Global South: The Wikimedia Foundation is working to help communities in high potential, but under-represented languages and geographies to catalyze the growth of locally important Wikimedia projects. The aim is to test approaches that could, over time, accelerate growth across the Global South. There is program work starting in India, Brazil and the Arabic language region.**

**I knew the Foundation did this.**

#	Answer	Response	%
1	Yes	2,557	24%
2	No	6,430	61%
0	I'm not sure	1,604	15%
	Total	10,591	100%

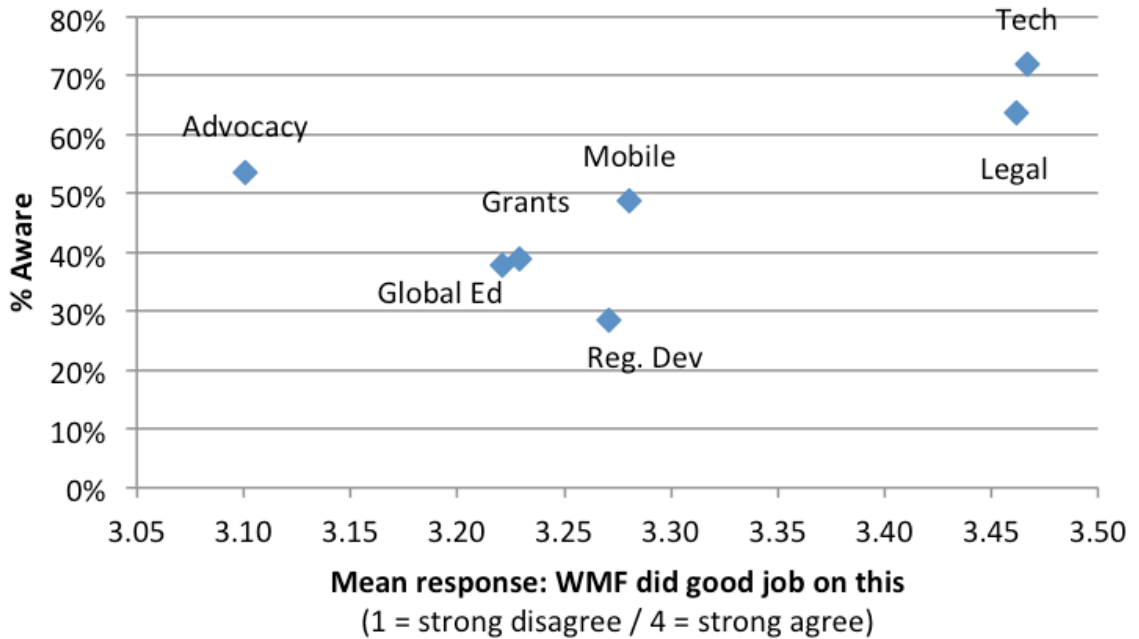
**I believe that the Foundation's involvement in this activity makes sense.**

#	Answer	Response	%
1	Agree	7,246	69%
2	Disagree	598	6%
0	I'm not sure	2,700	26%
	Total	10,544	100%

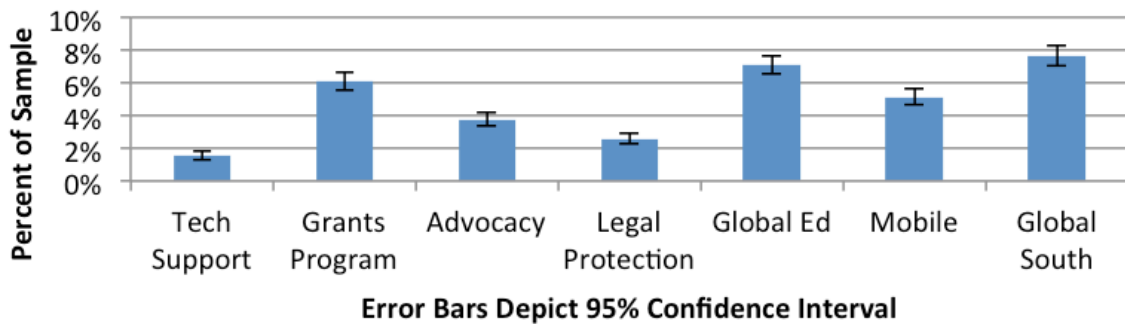
**I think the Foundation has done a good job with this activity.**

#	Answer	Response	%
1	Strongly agree	2,088	20%
2	Somewhat agree	1,460	14%
3	Somewhat disagree	431	4%
4	Strongly disagree	255	2%
0	I'm not sure	6,249	60%
	Total	10,483	100%

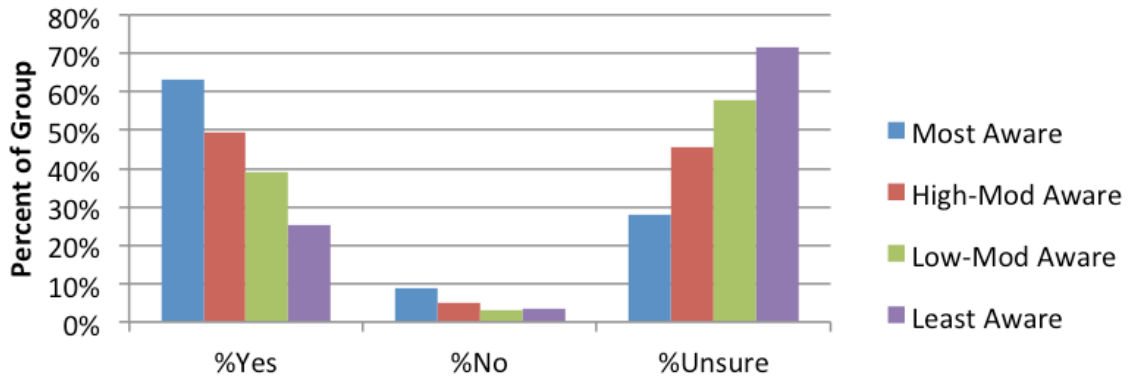
## Are there any Foundation activities that are unknown but popular? Awareness by support



## Are there activities in which the community thinks the Foundation should not be involved?

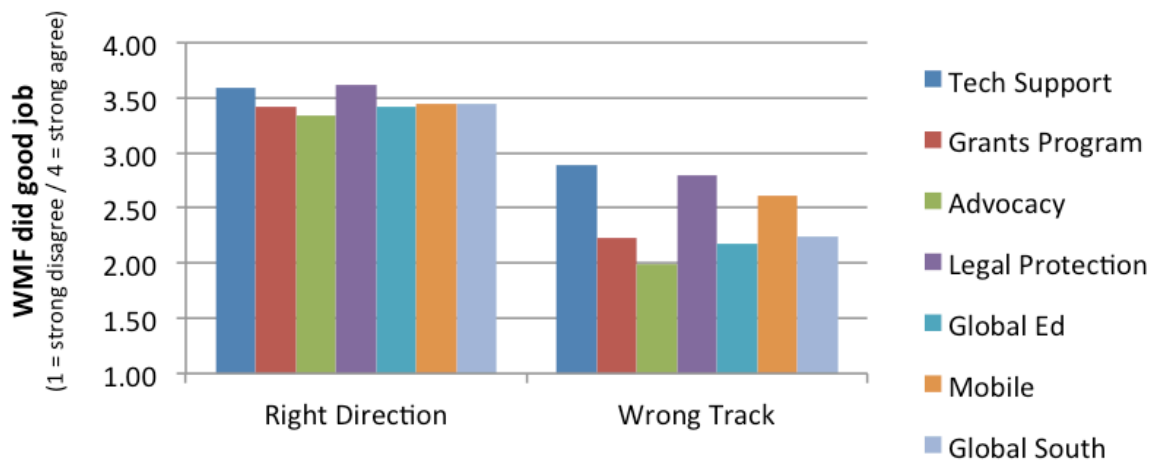


## WMF in right direction? by editors' awareness of activities (quartiles)



*("Awareness of activities" refers to the overall number of positive responses to the 7 "I knew the Foundation did this" questions above.)*

## WMF in right direction? By support of WMF activities



## PRIORITIES

Below is a list of possible priorities. Please consider how important each of the below should be for the Foundation.

#	Question	Not important	Somewhat important	Very important	Not an appropriate priority for the Foundation	I don't know	Total Responses
1	Broadening Wikimedia's editing base by increasing the number of new editors that join	5%	34%	48%	5%	8%	10,280
2	Keeping our existing editors	5%	29%	53%	5%	8%	10,296
3	Making editing easier	11%	29%	50%	4%	6%	10,312
4	Recruiting and supporting female editors	16%	27%	31%	15%	11%	10,299
5	Supporting the expansion of Wikipedias in languages other than English	4%	25%	64%	2%	5%	10,314



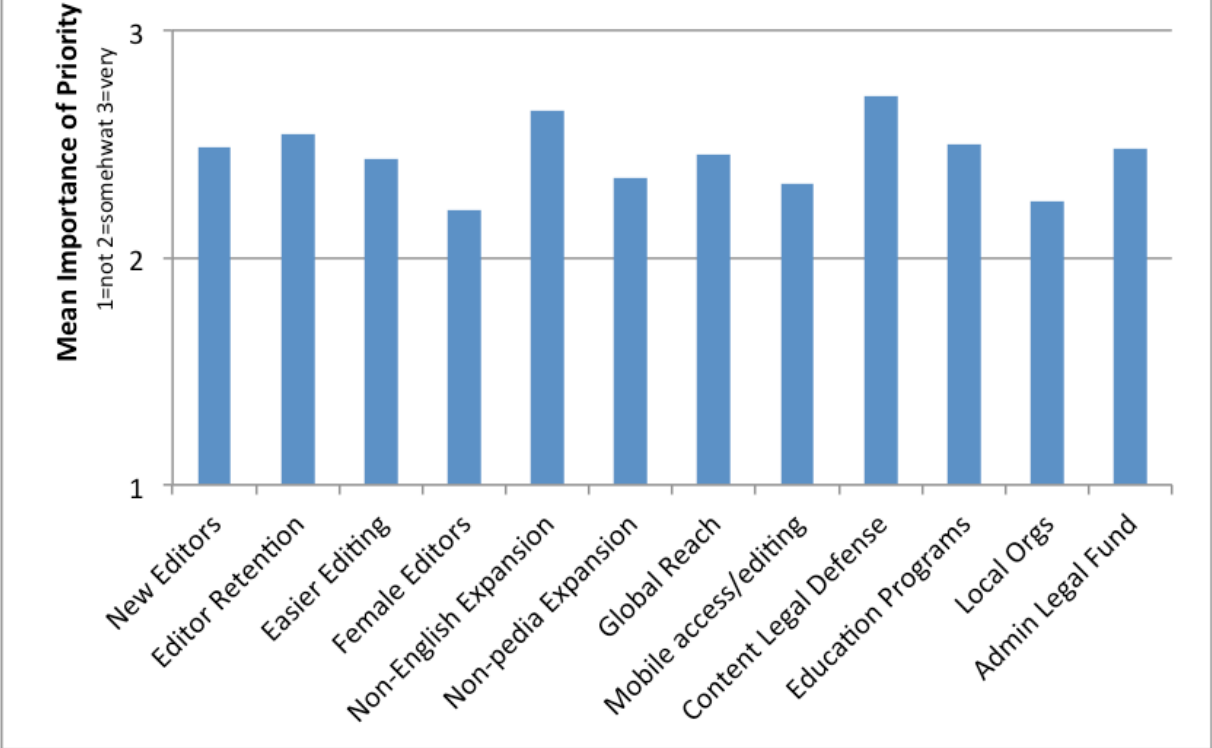
#	Question	Not important	Somewhat important	Very important	Not an appropriate priority for the Foundation	I don't know	Total Responses
6	Supporting the expansion of other Wikimedia projects, like Wiktionary, Wikiquote, etc.	9%	39%	39%	3%	10%	10,301
7	Increasing the number of people around the world who use the Wikimedia sites on a regular basis	8%	31%	46%	7%	7%	10,296
9	Improving Wikimedia access and editing capabilities for mobile phones and tablets	11%	36%	39%	5%	8%	10,299
10	Defending content on the Wikimedia sites against legal threats	3%	21%	68%	2%	6%	10,291
11	Expanding	8%	33%	44%	6%	8%	10,305

	education programs to encourage students to write articles for Wikipedia						
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#	Question	Not important	Somewhat important	Very important	Not an appropriate priority for the Foundation	I don't know	Total Responses
11	Expanding education programs to encourage students to write articles for Wikipedia	8%	33%	44%	6%	8%	10,305
12	Supporting the growth of local, independent Wikimedia organizations worldwide	9%	37%	36%	4%	14%	10,285
13	Creating and managing a "legal defense fund" to assist with paying legal bills if administrators are sued	5%	33%	44%	4%	13%	10,304

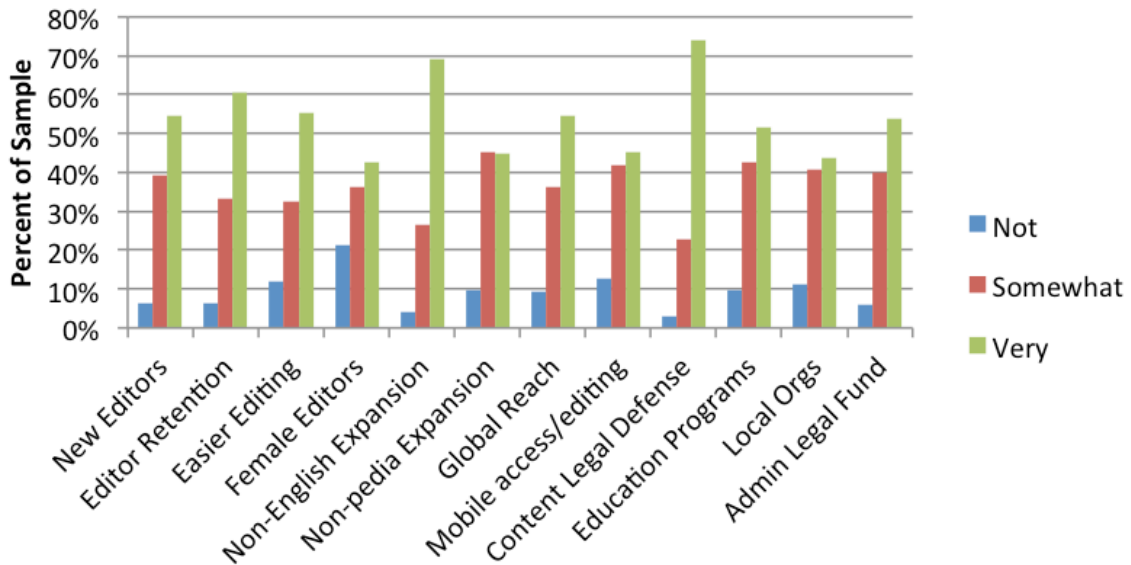
# What are the community's top priorities for the Foundation?

(only counting those who find the corresponding priority appropriate)

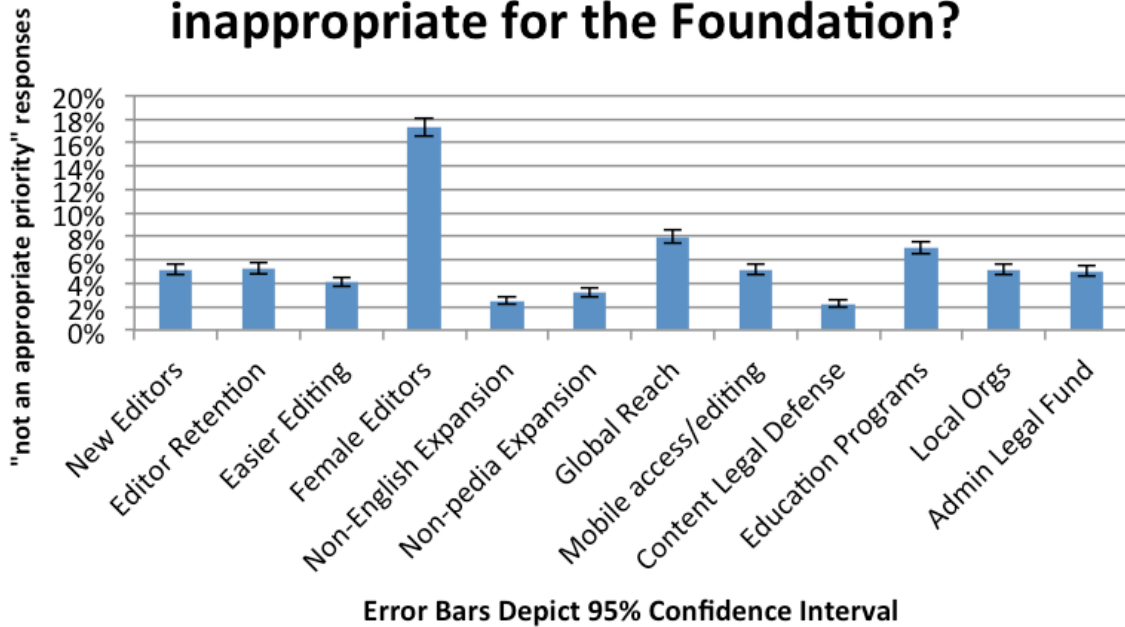


## What level of importance does the community put on various priorities?

(among those who find the priority appropriate)



## What priorities do the community find inappropriate for the Foundation?



## Is there anything you think the Foundation should work on that you didn't see listed above?

Statistic	Value
Total Responses	2,934

(free-form responses, see separate dataset and [analysis](#))

**We are interested in your opinion on how the Wikimedia Foundation should spend money. If you donated 100 dollars to the Foundation, how would you like the Foundation to allocate money for the following? (Please ensure that all the responses add up to \$100.)**

#	Answer	Average Value	Standard Deviation
1	Technical operations (more operations staff, new caching servers, performance metrics, uptime)	<b>\$25.60</b>	22.71
2	Technical features development for EXPERIENCED editors	<b>\$10.10</b>	11.01
3	Technical features development for NEW editors	<b>\$13.02</b>	13.01
4	Technical features development for READERS	<b>\$10.07</b>	11.59
5	Community work aimed at attracting/supporting editors globally	<b>\$9.15</b>	10.95
6	Community work aimed at attracting/supporting editors in Global South	<b>\$7.06</b>	9.80
7	Community work aimed at attracting/supporting editors in my country	<b>\$6.37</b>	10.08
8	Grantmaking to Wikimedians or groups like other non-profits	<b>\$5.72</b>	8.68
9	Support for other sister projects, not just Wikipedia	<b>\$7.93</b>	10.34
10	Other, please specify:	<b>\$5.25</b>	18.59
<b>Statistic</b>		<b>Value</b>	
Total Responses		9,153	

*Note: For better comparability with the December 2011 survey, the above table only includes those users who said they had edited Wikipedia (in contrast to the other data in this topline report). The total response count for this question was 10,536. For the free-form responses to “Other, please specify”, see separate dataset)*