

# Community Engagement Insights 2018 Report



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Learning & Evaluation  
Wikimedia Foundation





**We want to hear from communities...**

**...but big surveys are hard.**



By Nicolas Raymond / cc-by-sa-3.0

# What is Community Engagement Insights?

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

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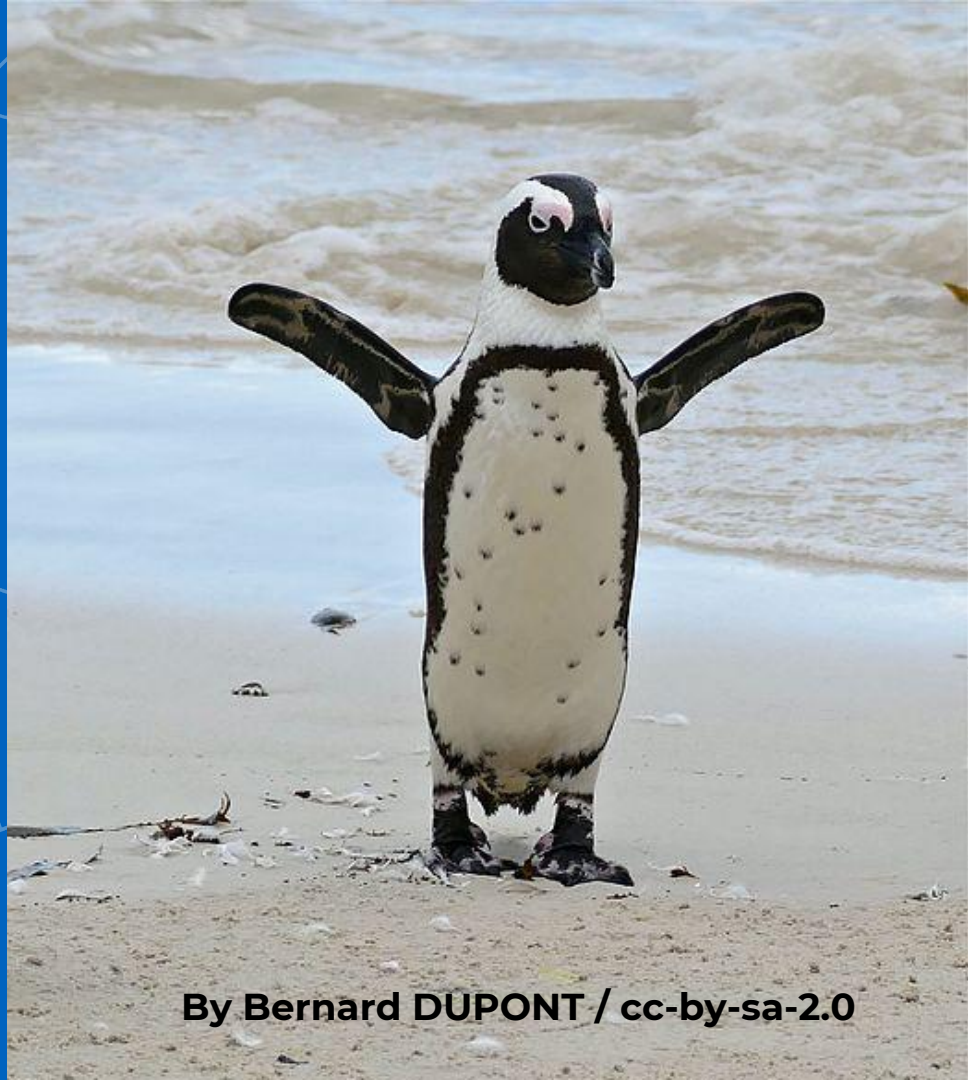


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# Why are we here today?

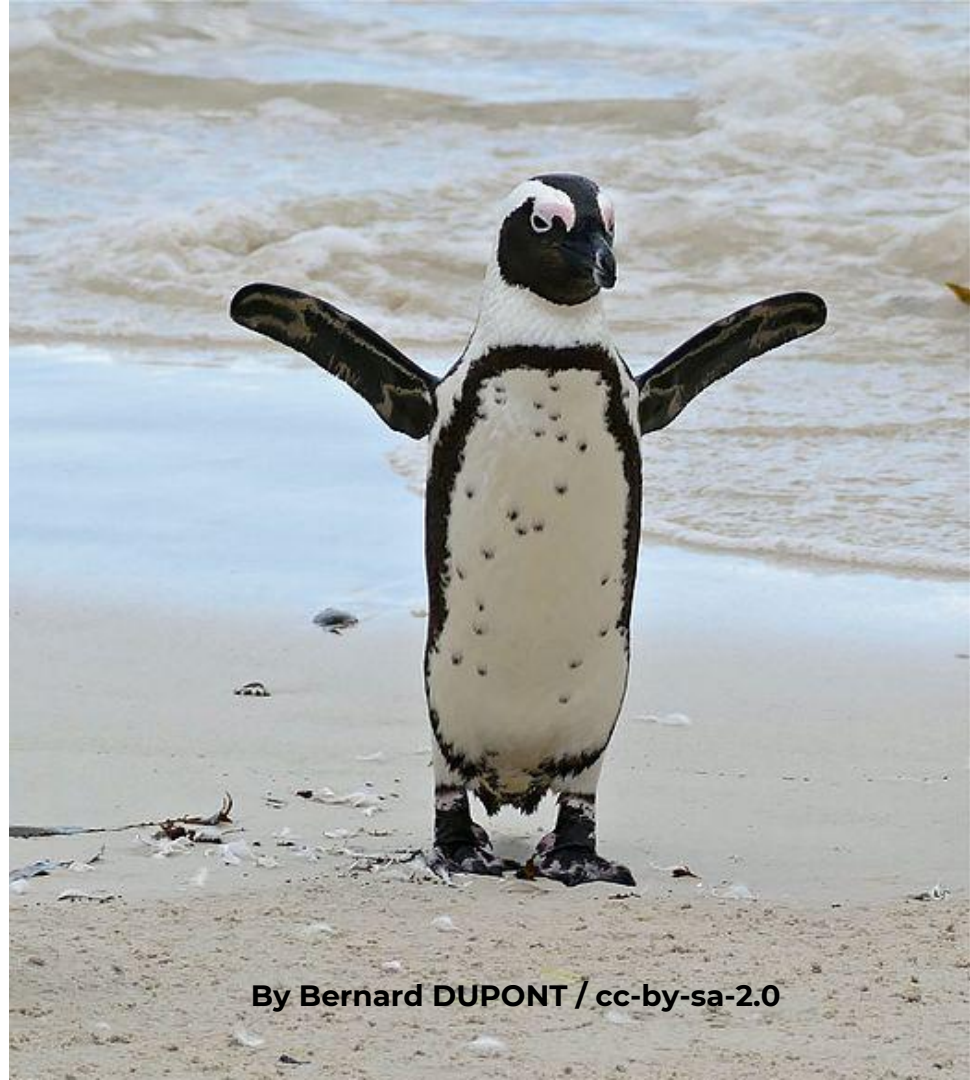


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By Bernard DUPONT / cc-by-sa-2.0

- **What we did**
- **What we learned**
- **How we're using the results**
- **Time for questions**

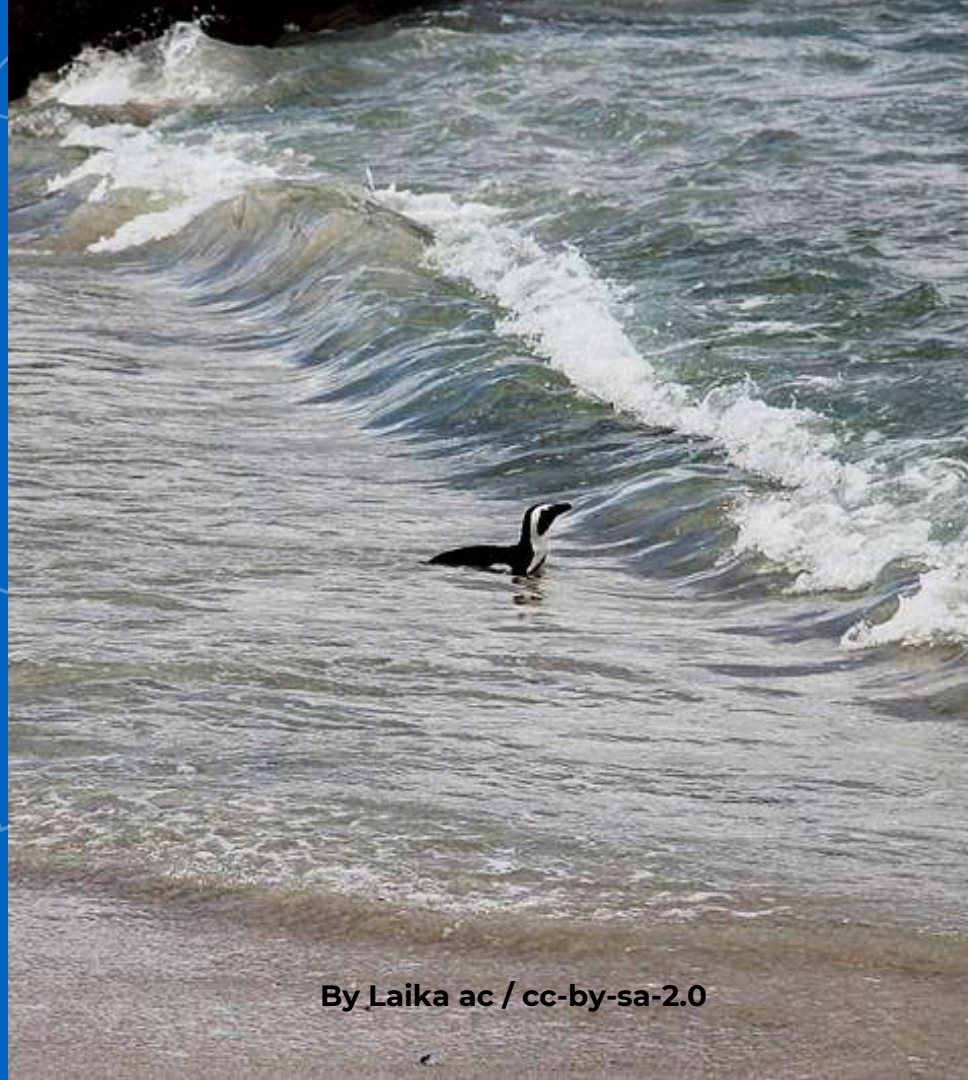




# What we did



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By [Laika ac](#) / cc-by-sa-2.0

Surveyed over 4,000 people  
Across 4 Wikimedia audiences  
And 13 languages



# Who did we survey?

## Community Audiences

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**Editors/Contributors** ⇨ Stratified sample, talk pages

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**Affiliate organizers** ⇨ Population sample, emails



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# Who did we survey?

## Community Audiences

**Editors/Contributors** ⇨ Stratified sample, talk pages

**Affiliate organizers** ⇨ Population sample, emails

**Program organizers** ⇨ Simple random sample, emails



# Who did we survey?

## Community Audiences

**Editors/Contributors** ⇨ Stratified sample, talk pages

**Affiliate organizers** ⇨ Population sample, emails

**Program organizers** ⇨ Simple random sample, emails

**Volunteer developers** ⇨ Convenience sample, mailing lists



# What's in the survey?

170 questions total

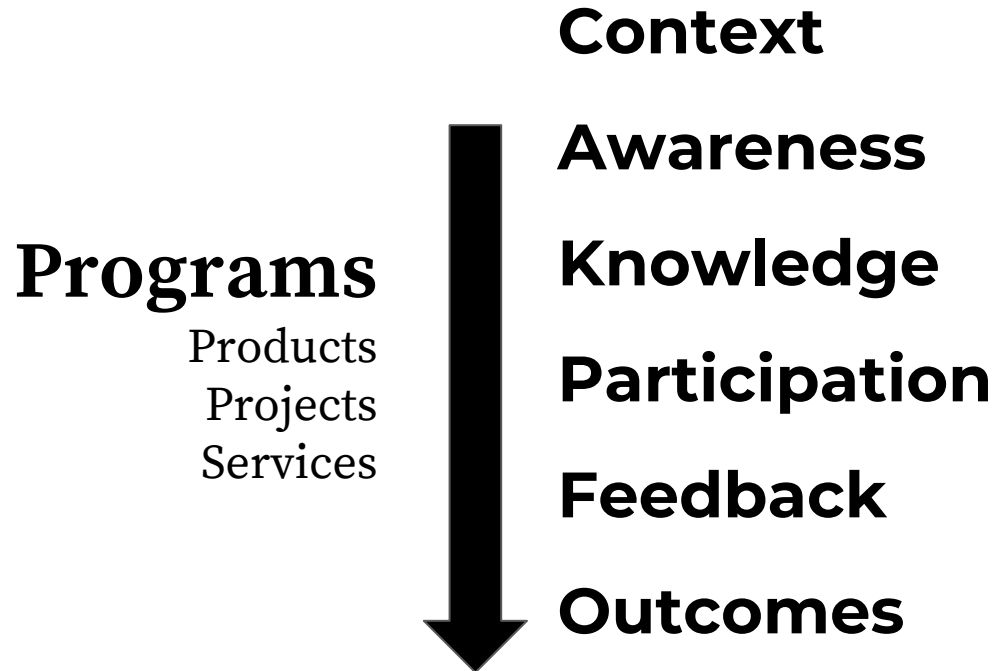
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~50 per  
person



# What's in the questions?

Program context, feedback and impact



# Who worked on this?

11 "teams" participated this year

**Anti-Harassment Tools**  
**Communications Department**  
**Community Engagement Department**  
**Community Programs**  
**Community Resources**  
**Contributors**  
**Partnerships & Global Reach**  
**Legal Department**  
**Learning & Evaluation**  
**Support & Safety**  
**Technical Collaboration**

Franklyn Graham	Sati Houston
Neil Quinn	Leighanna Mixer
Jaime Anstee	Dan Foy
Maria Cruz	Niklas Laxstrom
Quim Gil	Alex Stinson
Benoit Evellin	Sam Walton
Sherry Snyder	Dana McCurdy
Jorge Vargas	Melody Kramer
Chris Koerner	Joe Sutherland
Chuck Roslof	Trevor Bollinger



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# 2018 Response rates

	Count	Percent	% Change
Editors	3795	29%	+11%
Program organizers	153	26%	-38%
Affiliate organizers	152	51%	-15%
Volunteer developers	202		+37%

# What we learned



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By Satdeep Gill / cc-by-sa-4.0

# What is the diversity of the Wikimedia community?



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# Editors are grouped as follows...

**Middle East/Africa Wikipedias** Arabic, +Others in region

**Asia/India Wikipedias** Japanese, Chinese, + Others in region

**Eastern Europe Wikipedias** Russian, + Others in region

**Western Europe Wikipedias** Italian, French, German, Dutch + Others in region

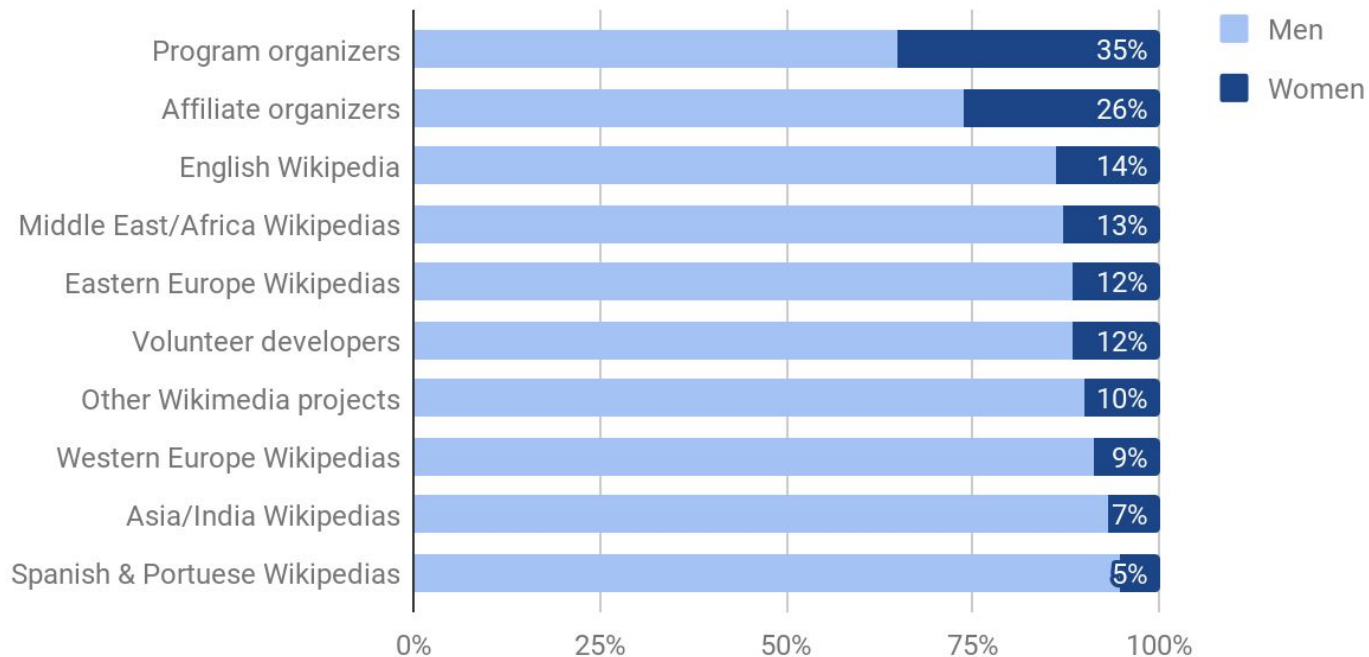
**Spanish & Portuguese Wikipedias** Spanish & Portuguese only (Split between LATAM & Europe)

**English Wikipedia** English

**Other Wikimedia Projects** Everything else (Commons, Wikidata, etc)

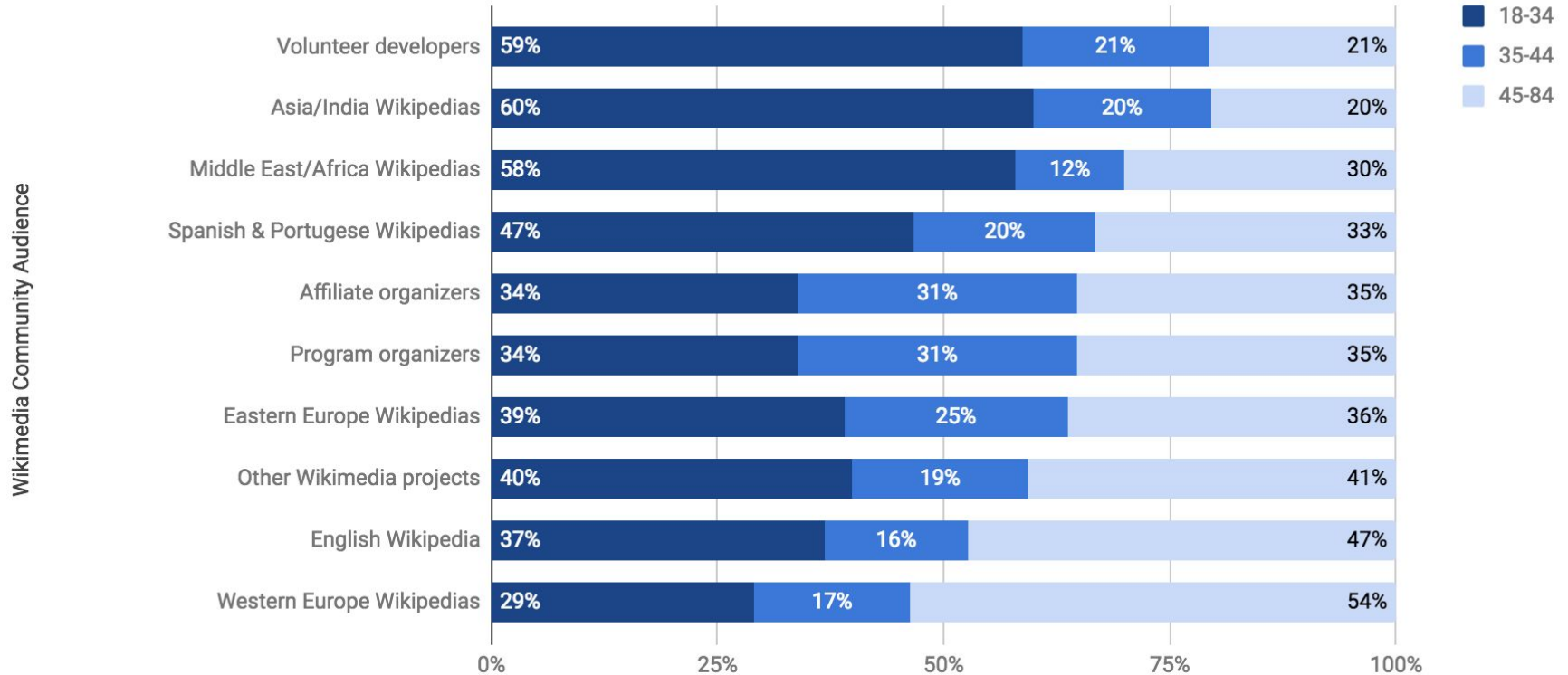
# Gender

## Gender of Wikimedia community audiences



# Age

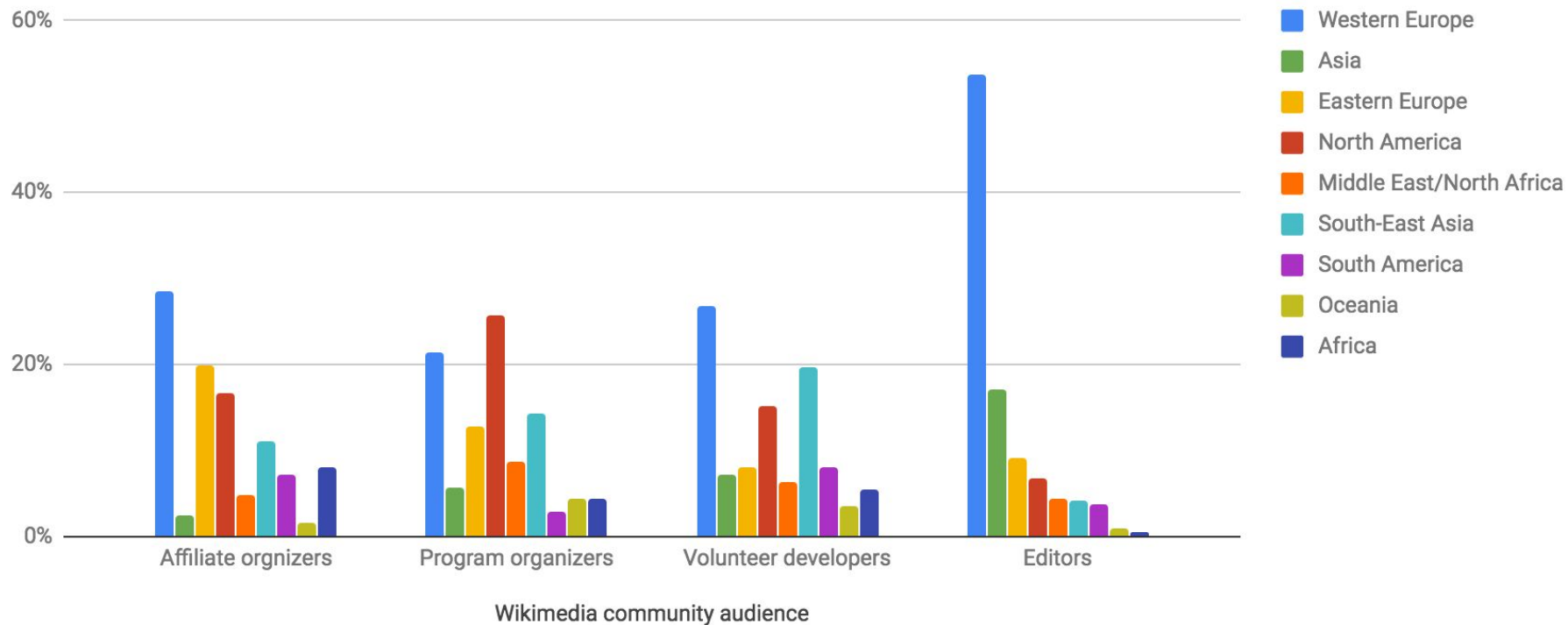
## Age of Wikimedia community audiences in 2018





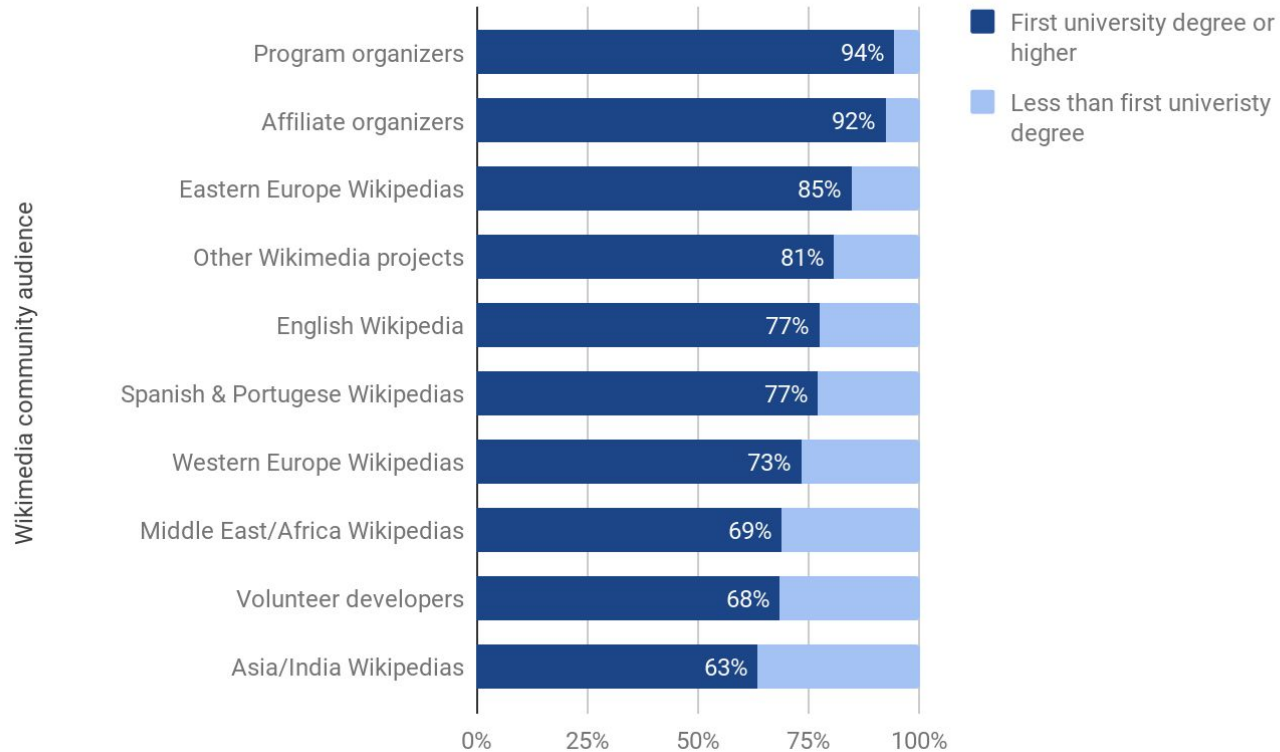
# Geography

## Geography of Wikimedia Communities, 2018



# Education

Percent completed first university degree or higher among Wikimedia community audiences in 2018



- Men continue to be overly represented across the audiences.
- Most contributors are from the Global North
- Across the audiences, everyone is well-educated.
- Age is most balanced, but there are some communities that are younger or older

# What is the current health of Wikimedia communities?



# Measuring "community health"

Collaboration & Engagement

Diversity & Inclusion

Harassment & Conflict

# Collaboration & Engagement

- 6 question sets
- Each has 3 to 6 statements
- Example statement: "I would recommend Wikimedia as a great place to contribute"
- Agree or disagree?
- 28 different statements in total

# Collaboration & Engagement

**Engagement** Motivation to contribute

**Foundation Leadership** How contributors perceive the Foundation's role in the movement

**Feedback & Recognition** How contributors learn from others and feel achievement in being part of the community

**Problem solving & Negotiating** How contributors are able to work through conflict or problems

**Collaborative intention** How contributors support or don't support one other

**Awareness of self and others** How contributors perceive others self-awareness

## Summary of Collaboration & Engagement Constructs 2018:

Constructs	Results		Question Quality
	Mean	% change	
Engagement	4.08	↓ -2.3%*	Good
Foundation Leadership	3.65	↓ -5.5%***	Good
Feedback and Recognition	3.63	<i>No change</i>	Needs work
Problem solving and Negotiating	3.52	↑ 4.1%**	Needs work
Collaborative Intention	3.46	<i>No change</i>	Good
Awareness of Self and Others (modified)	2.90	↑ +5.0%**	Good

\*p<.05, \*\*p<.01, \*\*\*p<.001



# Diversity & Inclusion

<b>Individual Commitment to Diversity</b>	Contributor's self-perceptions towards diversity
<b>Inclusive Interactions</b>	Measures whether communities have a space where people can communicate freely
<b>Inclusive Culture</b>	Whether individuals in the community take actions to improve diversity
<b>Belonging</b>	How included people feel among the people around them
<b>Valuing Diversity</b>	Contributor's reflections on whether their community values diversity through actions or policies
<b>Presence of Discrimination</b>	How often contributors feel they are being treated unfairly based on personal characteristics

## Summary of Diversity & Inclusion Constructs 2018:

<b>5-point Agree/Disagree Scales</b>	<b>Average</b>	<b>Question Quality</b>
<b>Individual commitment to diversity</b>	<b>4.15</b>	Good
<b>Inclusive interactions</b>	<b>3.77</b>	Good
<b>Belonging</b>	<b>3.59</b>	Good
<b>Inclusive culture</b>	<b>3.57</b>	Good
<b>Other Scales</b>	<b>Average</b>	<b>Question Quality</b>
<b>Presence of discrimination</b>	Rarely or Never	Good
<b>Attitudes towards valuing diversity</b>	1.5 of 5	n/a

# Harassment & Conflict

Experience of harassment has not declined since 2017 and appears to remain steady

- 22% reported they had felt unsafe or uncomfortable in any online or offline space in the last 12 months. In 2017, it was 32%. This decrease is due to a wording change.
- In most cases, there were no changes to frequency of bullying and harassment across the projects from 2017.

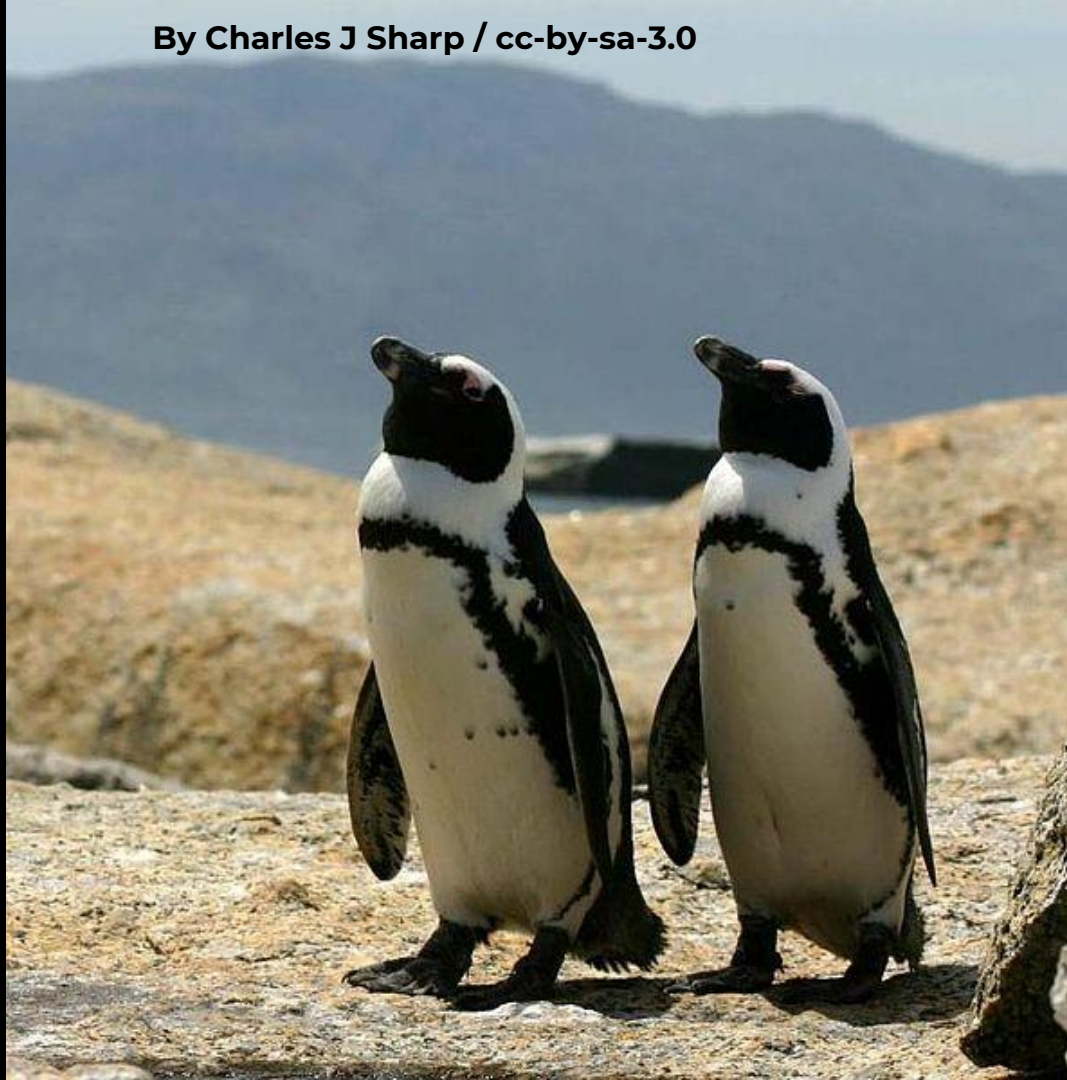
# Harassment & Conflict

We learned some context surrounding conflict on the projects

- 43% of editors have tried to help resolve a conflict on Wikipedia
- When asked why they help resolve conflict, 38% said they are trying to help Wikipedia as an encyclopedia and 39% said they are trying to help Wikipedia as a community.
- 55% did not know where to turn for help when they are being attacked on Wikipedia
- 46% said they felt they were freely able to express my thoughts without being attacked on Wikipedia.

By Charles J Sharp / cc-by-sa-3.0

**Penguin  
break!**



**What are some stories  
about our programs that  
support communities?**



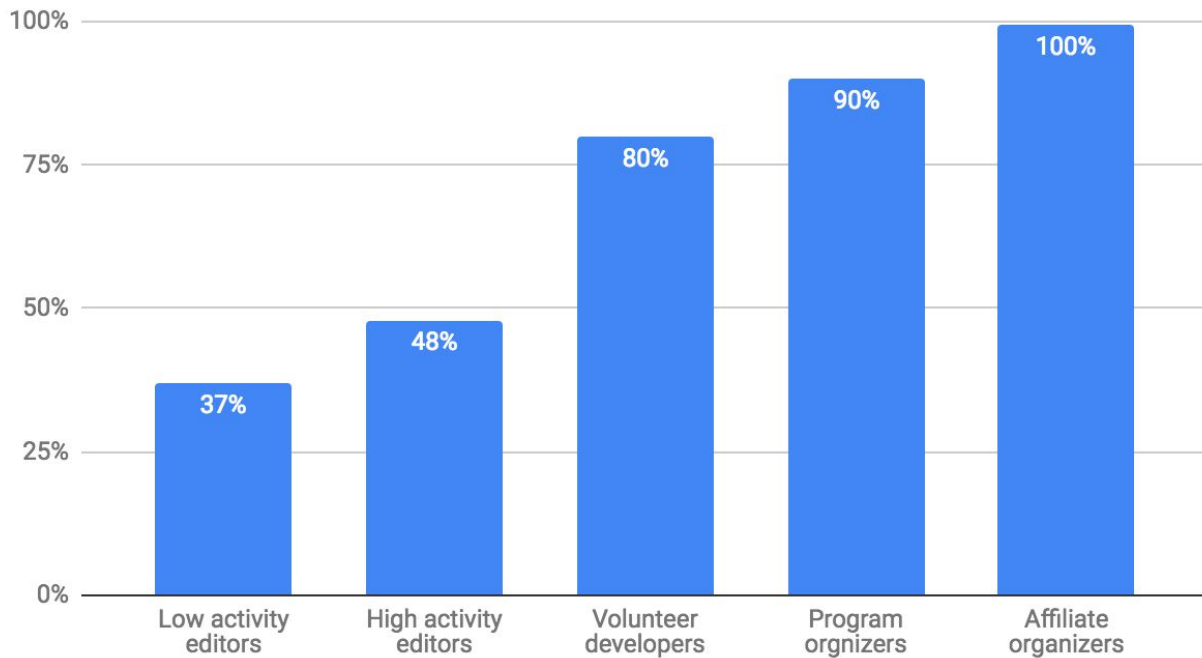
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**Communications Department:** Helps share the story of Wikimedia and the Foundation to the world



# Sharing about Wikimedia

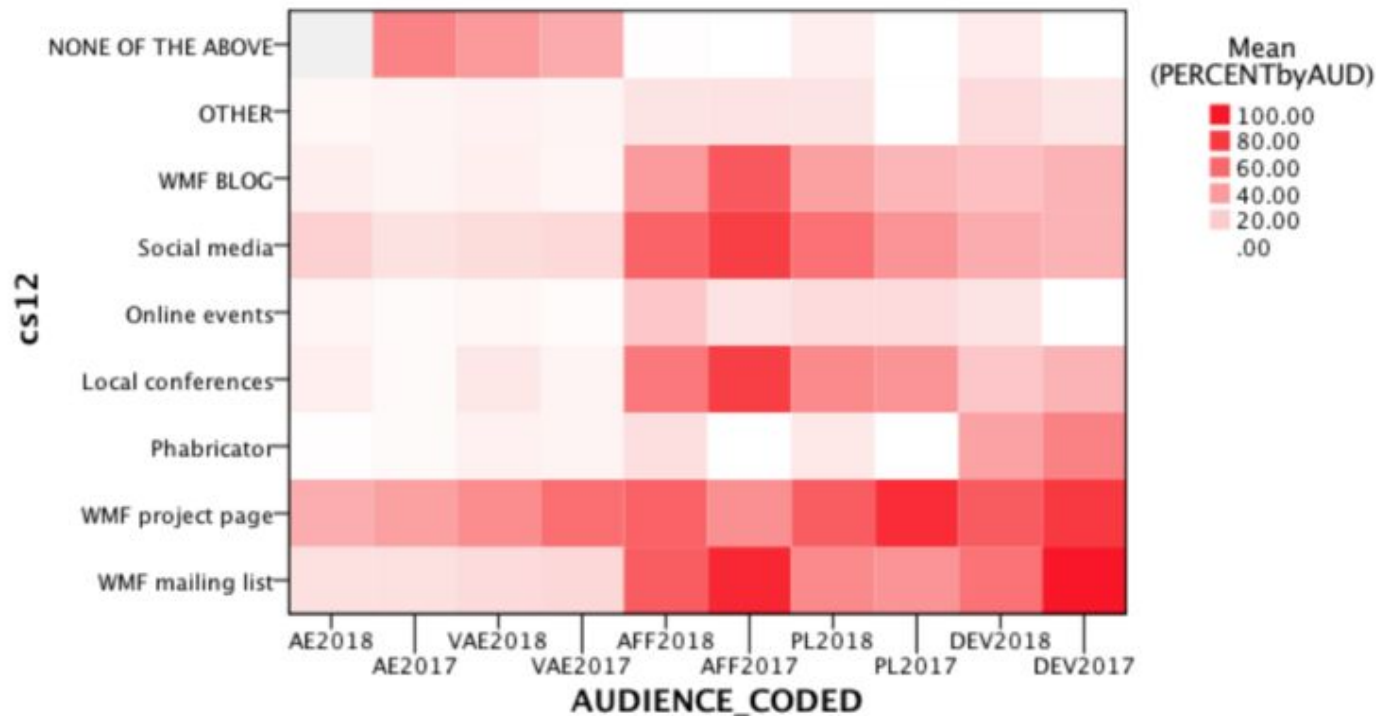
Percent who share things about Wikimedia on other channels (e.g. social media, mailing lists, etc.)





# Learning about Foundation

What channels do you use to learn about Wikimedia Foundation features and services?



**Community Resources:** Supports communities with resources, like funding for projects or events



**CR03: Most important thing that happened as a results of attend a Wikimedia Conference.**

	<b>I discovered a new idea or project that I would not have discovered otherwise</b>	<b>I started or improved a project, idea, or group</b>	<b>I had a discussion to resolve a conflict or change policies</b>	<b>I now feel appreciated or recognized for my work</b>	<b>I learned or improved a skill</b>	<b>n</b>
Wikimania	38%	30%	6%	13%	13%	142
Wikimedia Conference	30%	26%	21%	11%	12%	138
Regional Events	30%	26%	11%	15%	19%	131
Nat'l/local Conf.	23%	29%	17%	12%	19%	186
Thematic events	27%	28%	11%	10%	24%	120
						717

**Learning & Evaluation:** Supports affiliate and program organizers in using data for learning and improving program design



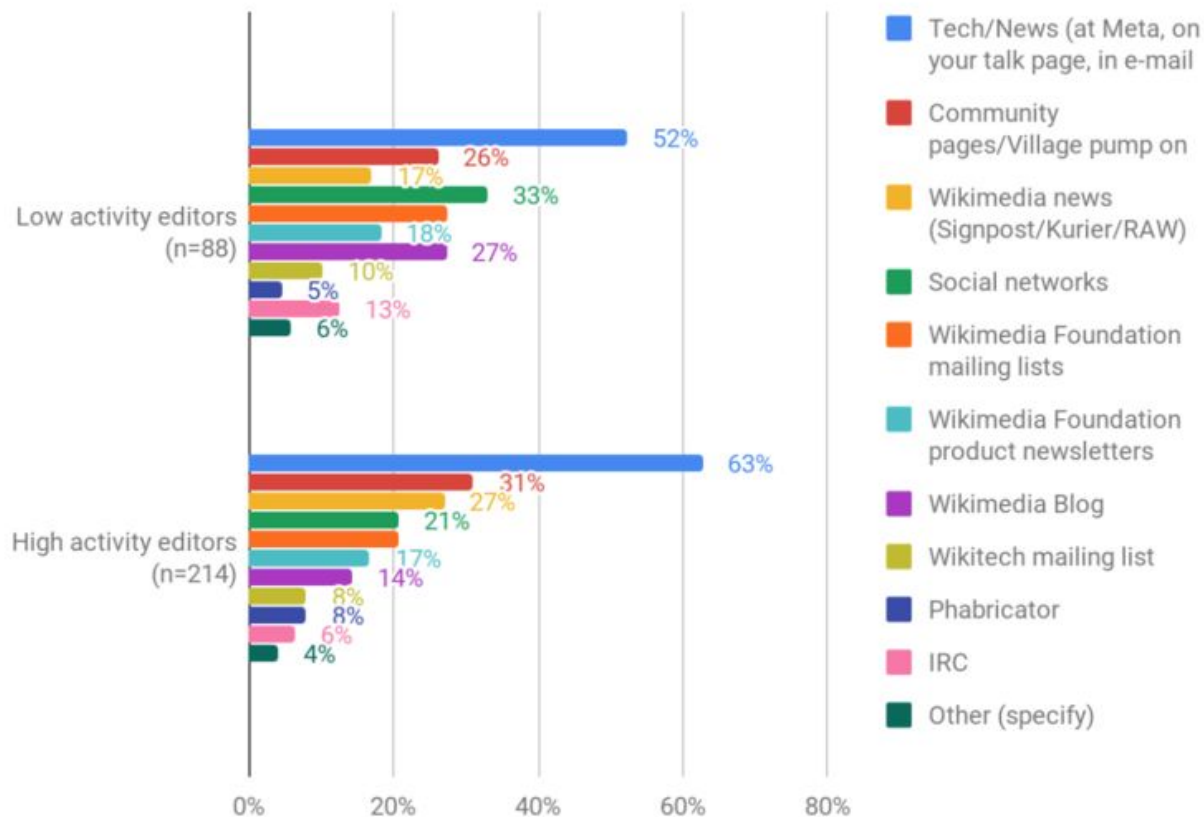
## LE07 & LE08: Annual Measurement of Evaluation Capacity for Affiliates & Program organizers



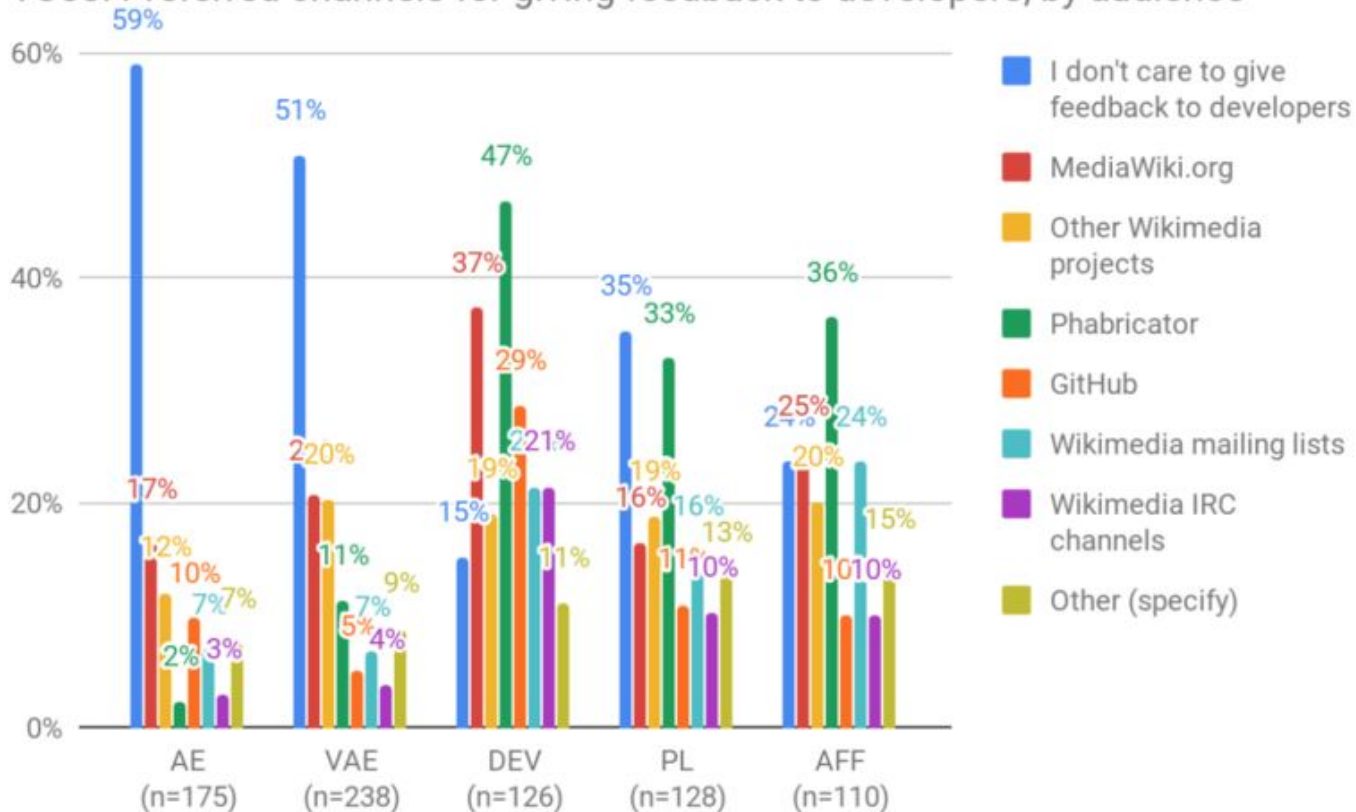
**Community Relations:** supports communications between the Wikimedia Foundation staff and Wikimedia stakeholders



## TC41: Preference for receiving updates and news about Foundation software development



## TC58: Preferred channels for giving feedback to developers, by audience

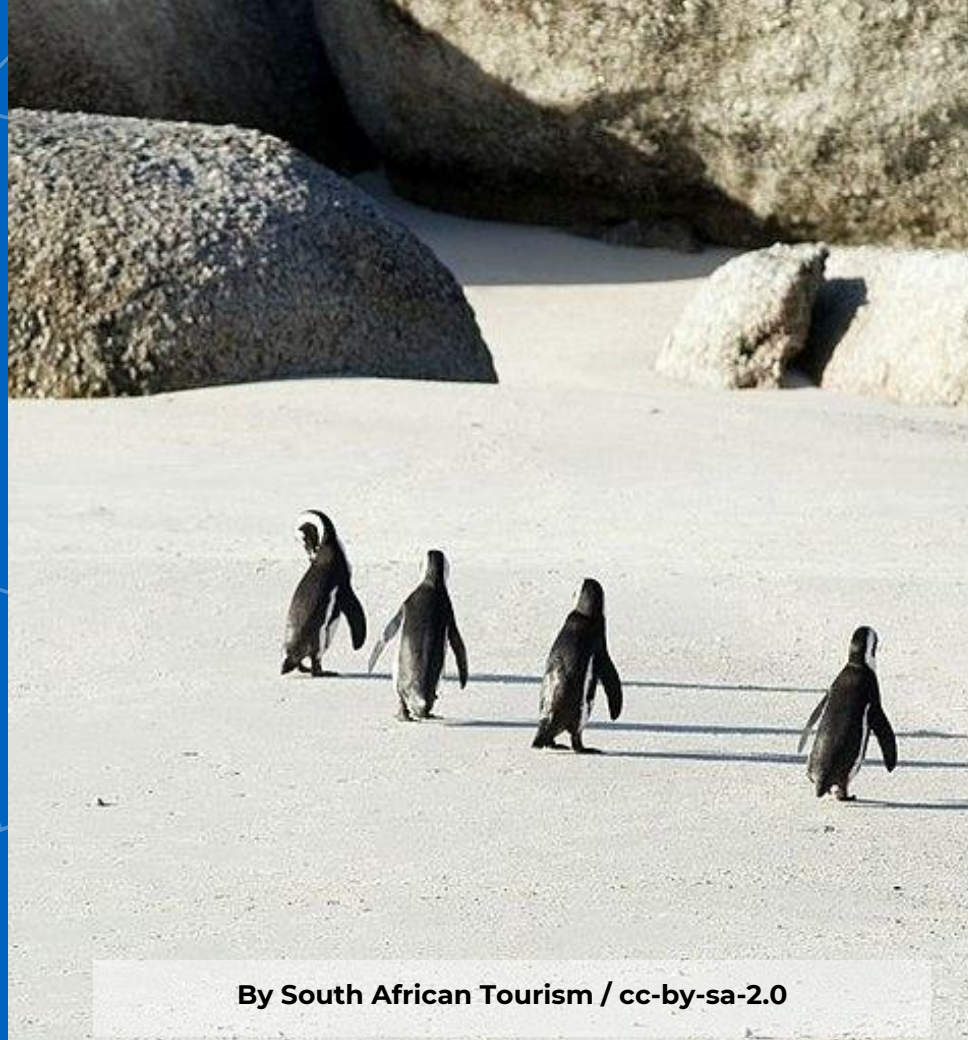




# How are teams using the results?



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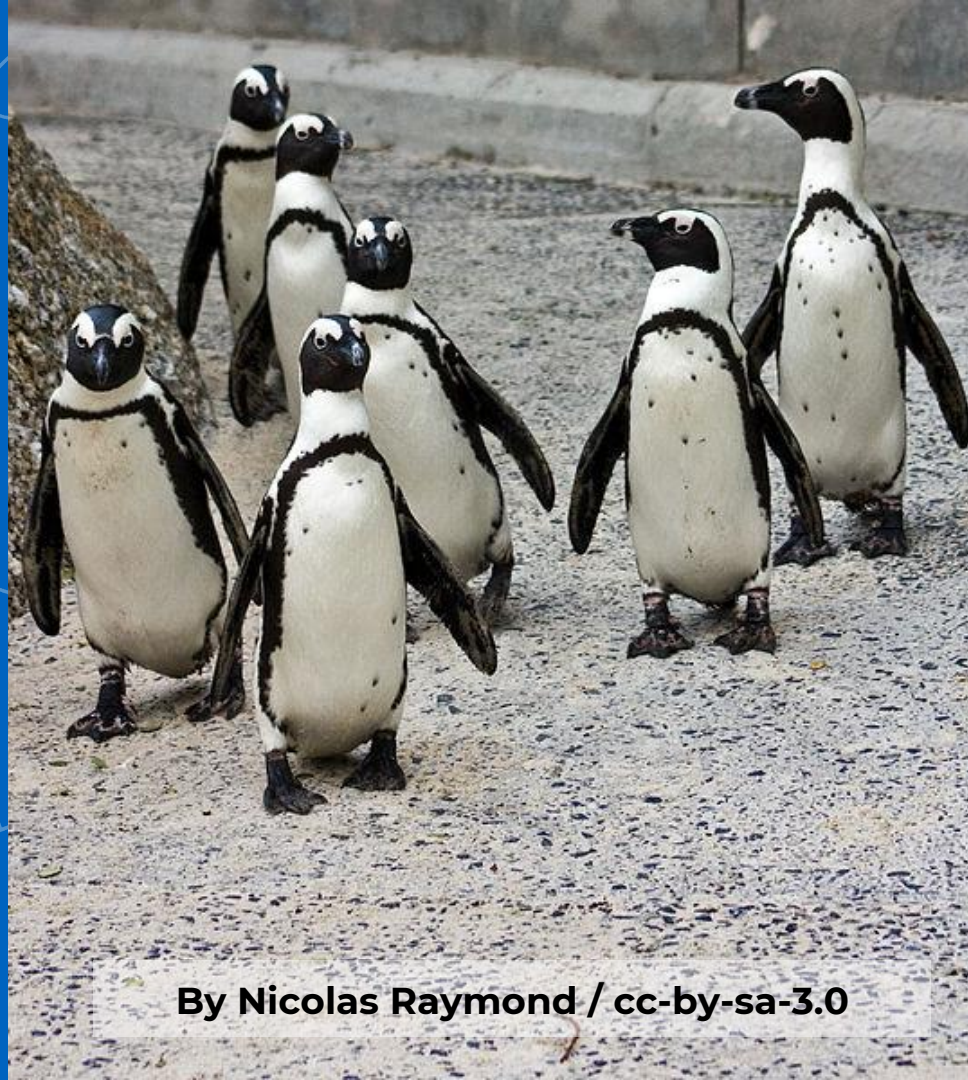
By South African Tourism / cc-by-sa-2.0

<b>Anti-Harassment Tools</b>	Data will inform various projects like developing community health metrics and designing a reporting system for conflicts.
<b>Community Programs</b>	Explore projects like trainings on Structured Data on Commons, communications & advocacy for education program, and increasing Wikipedia Library Awareness
<b>Partnership &amp; Global Reach</b>	Reach out to Wikimedia affiliates who mentioned that they need help with partnerships and explore how to increase awareness of the team in some regions
<b>Legal Department</b>	Discuss and continue to develop the communications strategy for the semi-annual Transparency Report
<b>Learning &amp; Evaluation</b>	Teach organizers how to create a culture of learning, possibly using train the trainer programs.
<b>Trust &amp; Safety</b>	Improve awareness of the <a href="mailto:emergency@wikimedia.org">emergency@wikimedia.org</a> email address.

# What's next?



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By Nicolas Raymond / cc-by-sa-3.0

# What's next?

- Teams should start to use their results in the next several months
- CE Insights 2019 is already getting started
- Survey will be distributed in April

# What you can do now

- Read the reports!:  
[https://meta.wikimedia.org/wiki/Community\\_Engagement\\_Insights/2018\\_Report](https://meta.wikimedia.org/wiki/Community_Engagement_Insights/2018_Report)
- There are 11 team reports
- Post your reflections or questions on the talk pages
- How is the data useful for you?

# Questions?

Penguins can be found at:

[https://commons.wikimedia.org/wiki/Category:Spheniscus\\_demersus\\_at\\_Boulders\\_Penguin\\_Colony](https://commons.wikimedia.org/wiki/Category:Spheniscus_demersus_at_Boulders_Penguin_Colony)



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Photograph by Mike Peel [www.mikepeel.net](http://www.mikepeel.net) /  
cc-by-sa-4.0

# Read the report

# Add your comments!



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By Paul Mannix / cc-by-sa-2.0

# Appendix

Sometimes I have a secondary point  
I need to make.



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# Collaboration & Engagement

## Agree or disagree?

*Most people are sincerely interested in supporting each other.*

*Most people are committed to building long-term cooperative relationships.*

*Many contributors see others as adversaries, seeing conflict as a battle to win at any cost.*

*Most Wikimedians with collaborative projects work together well.*

*Most Wikimedia contributors are good at reaching out when they need to consult with others.*

*Most contributors do not face social barriers to working effectively online.*

# Collaboration & Engagement

**Collaborative intention** *Most people are sincerely interested in supporting each other.*

*Most people are committed to building long-term cooperative relationships.*

*Many contributors see others as adversaries, seeing conflict as a battle to win at any cost.*

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# Collaboration & Engagement

Collaborative intention

# **Collaboration & Engagement**

**Collaborative intention**

**Awareness of self and others**

**Problem solving & Negotiating**

**Engagement**

**Feedback & Recognition**

**Foundation Leadership**

# Collaboration & Engagement

**Collaborative intention** *How contributors support or don't support one other*

**Awareness of self and others**

**Problem solving & Negotiating**

**Engagement**

**Feedback & Recognition**

**Foundation Leadership**

# Collaboration & Engagement

Collaborative intention

Awareness of self and others **How contributors perceive others emotional awareness**

Problem solving & Negotiating

Engagement

Feedback & Recognition

Foundation Leadership

# Collaboration & Engagement

**Collaborative intention**

**Awareness of self and others**

**Problem solving & Negotiating** **How contributors are able to work through conflict or problems**

**Engagement**

**Feedback & Recognition**

**Foundation Leadership**

# Collaboration & Engagement

**Collaborative intention**

**Awareness of self and others**

**Problem solving & Negotiating**

**Engagement** **Motivation to contribute**

**Feedback & Recognition**

**Foundation Leadership**



# Collaboration & Engagement

**Collaborative intention**

**Awareness of self and others**

**Problem solving & Negotiating**

**Engagement**

**Feedback & Recognition**

**How contributors learn from others and feel achievement in being part of the community**

**Foundation Leadership**

# Collaboration & Engagement

Collaborative intention

Awareness of self and others

Problem solving & Negotiating

Engagement

Feedback & Recognition

Foundation Leadership [How contributors perceive the Foundation's role in the movement](#)

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THANK YOU



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