



# **Global Metrics Tutorial**

# Before we begin

1. Very limited time!
2. Signals

# This Session

Overview

Global Metrics

Planning

Tools

Resources

A decorative graphic at the bottom of the slide consisting of several overlapping, semi-transparent blue rectangular shapes of varying shades and orientations, creating a layered, abstract effect.

# Overview

Global Metrics

Planning

Tools

Resources

# What is the impact of Wikimedia?

What are we doing and how much?

What works? What needs improvement?

# Measures of success and Wikimedia



A word cloud of various Wikimedia success metrics. The words are arranged in a roughly circular pattern, with some in orange and others in black. The background features a decorative blue geometric pattern at the bottom.

Community  
Partnerships  
Events  
Bot development  
Active editors  
Images  
Content  
Editor retention  
New users  
Diversity  
Participants  
Articles created  
Active Editors  
Categories  
Organizers  
Talk pages  
Gender  
Templates

# From Measures to **Global Metrics**

- Examined grants and reports from 2 years
- **Standardizing and tracking 7 key measures of progress**, related to strategic goals for the foundation
- A start to using metrics to **advance** and **learn** from our work
- Required reporting for any grantee receiving funds through IEG, PEG, or APG

# What is a **Metric**?

- University graduation rate** → Tells you how many completed university
- Full-time employment rate** → Tells you how many work 30+ hours per week
- Total Population of Berlin** → Tells you how many residents are in Berlin

**A metric is a standardized measure** so that if person A sees the metric and person B sees the metric, they understand it as the same thing.



# Global Metrics **ARE...**

- Anchors that **align with WMF strategic goals** about *content* and *participation only*
- A way to gauge **overall outputs for grants**
- **Consistent measures** to be able to make summative statements:

*So far this year, the total number of users influenced by the PEG program is 1,060 users, where 633 (60%) were New users.*

# Global Metrics **ARE NOT...**

- **The only metrics** -- *Necessary, but insufficient! Share other metrics*
- The **best measures of success** for most projects -- *there are no good or bad results!*
- **To be considered in isolation** -- *context is key*

# A starting point...

## Global metrics...

- Do not account for quality, retention. Missing other strategic priority of awareness
- Do not cover the right metrics for all types of grants
- Will likely change over time

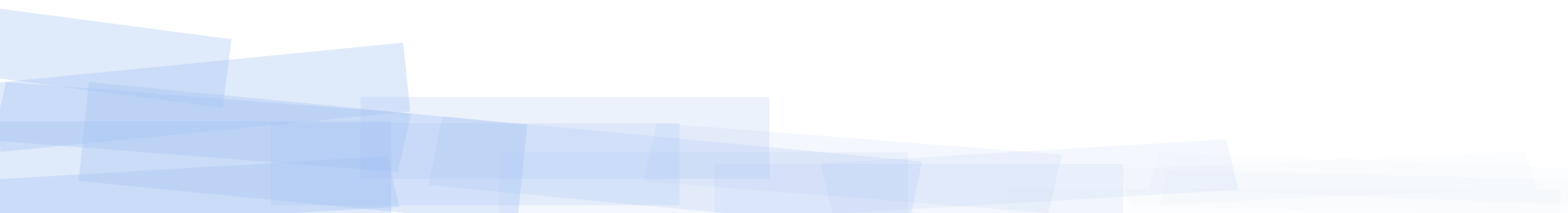
Overview

# Global Metrics

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6 quantitative metrics related to *activity outputs/outcomes*

*3 for Participation*

Newly Registered Users

Existing Active Editors

Individuals Involved

*3 for Content*

Media used in Wikimedia projects

Articles created or improved

Bytes added to and/or deleted

1 qualitative metric related to *short-term outcomes*

Learning question: *Did your work increase the motivation of contributors, and how do you know?*

# Participation Metrics

Number of...

```
graph TD; A[Number of...] --- B[Newly Registered Users]; A --- C[Existing Active Editors]; A --- D[Individuals Involved];
```

## Newly Registered Users

Newly registered users as a result of the project, using a two week window before the event

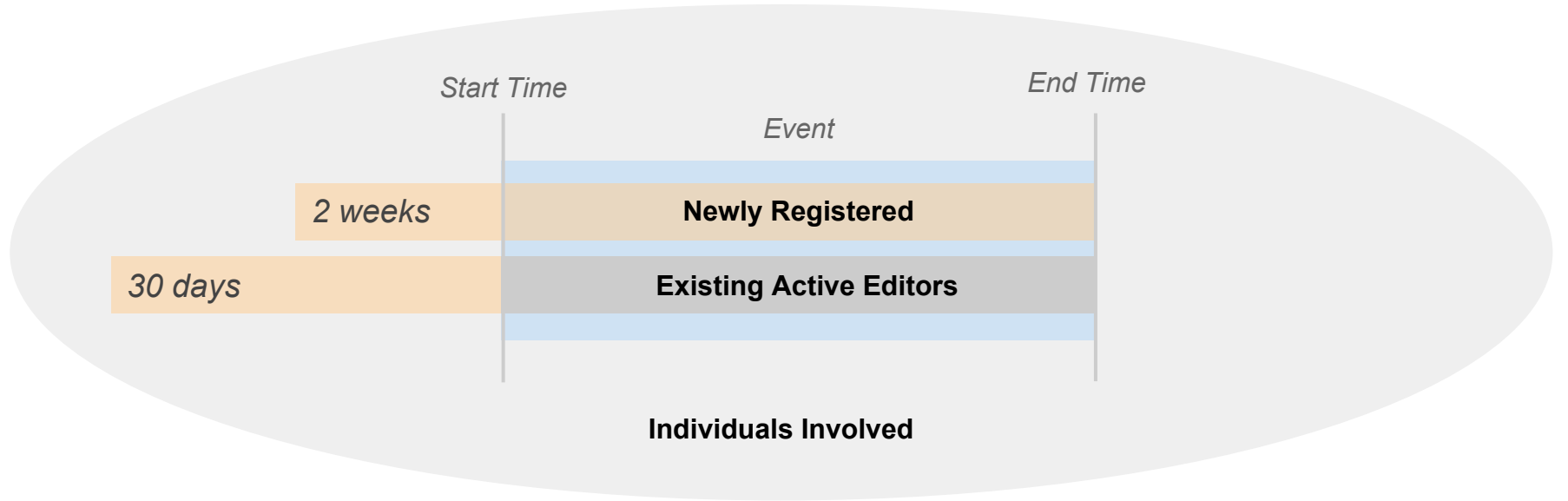
## Existing Active Editors

Existing active editors (5+ edits in previous month) involved at any capacity (planning, executing, participating) during the project duration

## Individuals Involved

All people participating in the project (organizers, users, attendees, judges, developers, etc.)

# Participation Metrics



# Participation Metrics

What activities or programs that you work on would these participation metrics be...

...very relevant?

...not very relevant?

**Newly Registered Users**

**Existing Active Editors**

**Individuals Involved**



# Content Metrics

Number of...

**Images or media *used* in  
Wikimedia projects**

Images uploaded to  
Commons that are also  
added to Wikipedia or other  
Wikimedia projects

**Articles created or  
improved on Wikimedia  
projects**

The number of articles that  
were created or improved  
on Wikimedia projects as a  
result of the program efforts

**Bytes added to and/or  
deleted from Wikimedia  
projects**

$|Bytes\ Added| +$   
 $|Bytes\ removed| =$   
*Total Bytes*

# Content

What activities or programs that you work on would these content metrics be...

...very relevant?

...not very relevant?

**Media in Commons *used* in  
Wikimedia projects**

**Articles created or improved  
on Wikimedia projects**

**Bytes added to and/or deleted  
from Wikimedia projects**

# Learning Question

*Did your work increase the motivation of contributors*

*and*

*how do you know?*

# Learning Question

Why is **motivation** important in the work that you do?

What do you think motivates participants?

(think about what motivates you!)

# What **other measures** are important for your program or activities?

Newly Registered Users

Existing Active Editors

Individuals Involved

Media used in Wikimedia projects

Articles created or improved

Bytes added to and/or deleted

Learning question

Overview

Global Metrics

# Planning

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# Process

- **Plan early** -- *take learning time into consideration*
- **Know the measures you need** -- *not just Global Metrics!*
- **Prepare for tracking progress** -- *especially if you are doing more than one project or event*
- **Use the Learning Patterns: [Calculating Global Metrics](#)** -- *the main place for planning Global metrics*

# The Essential Information

- **Start and End times** *and time zone of event -- some tools require UTC*
- **Username** *-- permission to get data*
- **List of articles edited** *-- some tools only measure articles created, no improved*
- **Categories** *-- used for media events, have a plan for promoting the category*



# Username and Privacy

- With usernames, you can typically use Wikimetrics or Quarry
- You can use Quarry to find usernames
- Requesting permission
  - On-wiki (Public)
    - Add an opt-out clause
  - Off-wiki (e.g. registration through google form) or in-person
    - Participants must opt-in, asking permission to run username through wikimetrics.
    - [Resources for forms](#)
- Sensitive information - Do not ask for sensitive personal information (Gender, race, age, and name) using the same form that asks for username. [\(more info link\)](#)

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# Types of Tools



**Wikimedia database** (i.e. Labs)



**Self-report** (i.e. Surveys)



**Direct Observation**

# Wikimetrics

## Global Metric

Newly Registered Users

Existing Active Editors

Articles created

Bytes added to and/or deleted

[metrics.wmflabs.org](https://metrics.wmflabs.org)

## Requirements

- Usernames
- Start/End times in UTC
- Ensuring you have consent

## Additional Skills

- Understanding how to use Wikimetrics

## Resources

- [Wikimetrics tutorial](#) -- review this early
- [Global metrics learning patterns](#)
- [Consent forms](#)



# Education Extension

Global Metric

[Extension:Education\\_Program](#)

*Acts like an event page, records usernames*

Individuals Involved

## Requirements

- Extension available in Wikimedia project

Articles created or improved

## Additional Skills

- Understanding how to use the Extension

## Resources

- [Education extension learning pattern](#)



# GLAMorous

Global Metric

[tools.wmflabs.org/glamtools/glamorous.php](https://tools.wmflabs.org/glamtools/glamorous.php)

## Requirements

- Category in Wikimedia Commons specific for your project

## Additional Skills

- Understanding how to use Wikimetrics

## Resources

- [How to create a category in commons](#)
- Pre-selected category link
- Sample how to promote use of commons category
- Learning pattern

W

# Other Database Tools

## Global Metric

Newly Registered Users

Existing Active Editors

Individuals Involved

Articles created or improved

Bytes added to and/or deleted

## Quarry

- Requires knowing MySQL
- Some queries can be prepared for you, and you just need to change parameters
- We will be working to provide support for this resource
- [MediaWiki Database](#)
- [Coursera SQL course](#)

## Bots

- Requires knowing a lot about tech!
- Resources:



# Event Page on Wiki

**Global Metric**

**Individuals Involved**

**Articles created or improved**

## Requirements

- None

## Additional Skills

- Creating a page in the correct namespace (typically Wikipedia namespace)

## Sample event pages

- [https://en.wikipedia.org/wiki/Wikipedia:Catalan\\_culture\\_challenge](https://en.wikipedia.org/wiki/Wikipedia:Catalan_culture_challenge)
- [https://en.wikipedia.org/wiki/Wikipedia:Meetup/Chicago/ArtAndFeminism\\_2015](https://en.wikipedia.org/wiki/Wikipedia:Meetup/Chicago/ArtAndFeminism_2015)





# Surveys

## Global Metric

Newly Registered Users

Existing Active Editors

Individuals Involved

Articles created or improved

Learning question

## Requirements

- Survey instrument (online or offline)
- Registration services count (*e.g. eventbrite*)

## Additional Skills

- Practice writing effective questions

## Resources

- [Learning pattern: Learning question](#)
- [Question bank](#)
- L&E team happy to review your survey email with 2 weeks notice ([eval@wikimedia.org](mailto:eval@wikimedia.org))



# Ask the room

## Global Metric

Newly Registered Users

Existing Active Editors

Individuals Involved

Learning question

## Requirements

- In-person event
- Prepared questions

## Resources

- [Learning pattern: Learning question](#)
- [Question bank](#)



# Direct Observation

## Global Metric

Newly Registered Users

Existing Active Editors

Individuals Involved

Media used in Wikimedia projects

Articles created or improved

Bytes added to and/or deleted

Learning question

## Requirements

- Using your eyes, ears, and judgement to make general observations
- *Should only be used if other tools cannot be used*



# Your Tool?

## Global Metric

Newly Registered Users

Existing Active Editors

Individuals Involved

Media used in Wikimedia projects

Articles created or improved

Bytes added to and/or deleted

Learning question

Many tools can be used for capturing global metrics. Reach out to L&E ([eval@wikimedia.org](mailto:eval@wikimedia.org)) if you have questions.

Overview

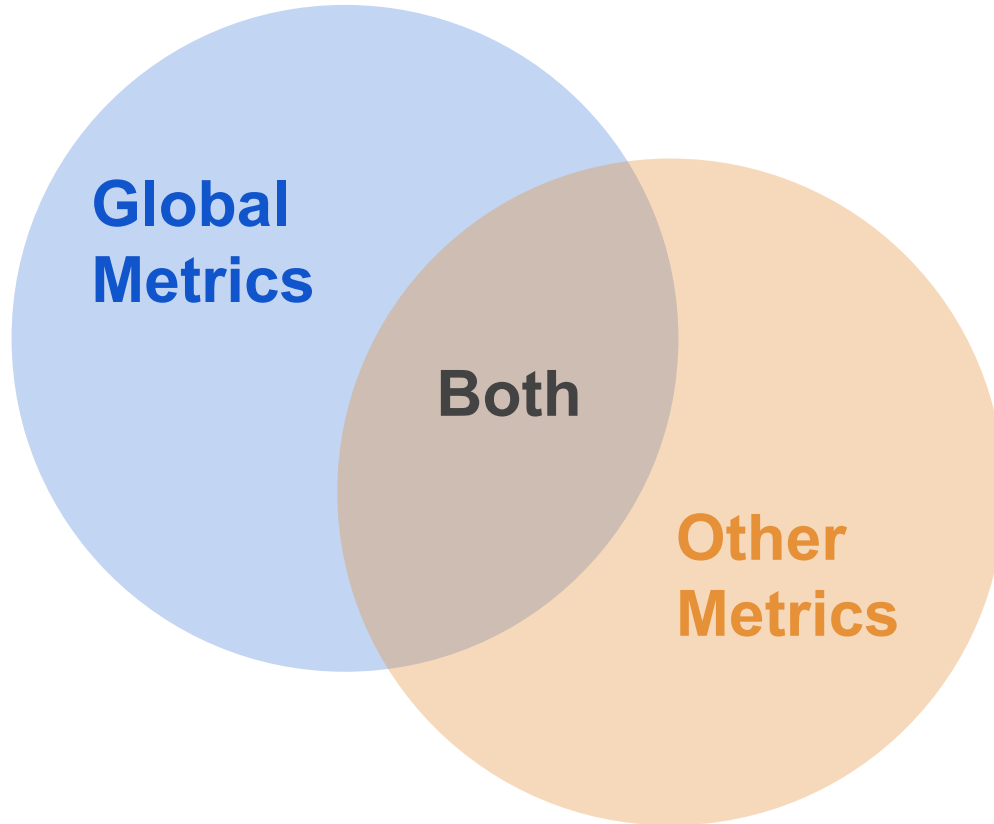
Global Metrics

Planning

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**Resources**

# Additional Resources for...



# Resources for Global Metrics

## Global Metrics Learning Patterns

### Calculating Global Metrics

1. Number of newly registered users
2. Number of active editors involved
3. Number of individuals involved
4. Number of articles created or improved in Wikimedia projects
5. Number of images or media used in Wikimedia projects
6. Number of bytes added and removed from Wikimedia projects
7. Learning question: Did your work increase the motivation of contributors, and how do you know?

# Resources for Other Metrics

*\*\* Recommended for Global Metrics*

## Planning

- [Logic models](#)
- [Tracking and reporting toolkit\\*\\*](#)
- [Program resources and toolkits](#)

## Exploring measures

- [Measures for Evaluation](#)
- [Evaluation reports](#)
- [Question bank\\*\\*](#)
- [Grant reports](#)

## Tools

- [Quarry](#)
- [MediaWiki Database](#)
- [GLAM tools](#)
- [CATscan](#)