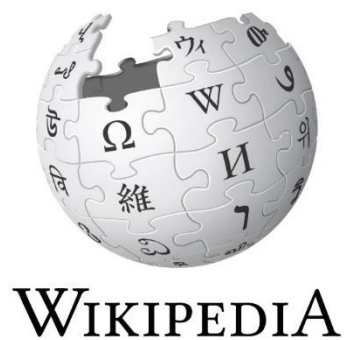


Editor Survey

2015



Wikimedia Israel is happy to share its Hebrew Wikipedia Editor Survey.

The Wikimedia Movement's most prized asset is its community of volunteers, and, in the case of Wikipedia, the community of volunteer editors. These are the volunteers that, for the last 15 years, have been contributing to the creation of the biggest free human knowledge repository in existence.

During August 2015, Wikimedia Israel conducted a thorough editor survey in order to get acquainted with its community of veteran and novice editors and contributors, as well as newcomers. The main goal behind the survey was to understand the diverse backgrounds, challenges and needs that these editors share, in order to better support them.

The survey's findings indicated that there is a very high level of involvement and commitment of the editors' community to the Hebrew Wikipedia, and that the overall volunteer environment is very communal and collaborative. This is probably why many respondents indicated that they started editing in order to contribute knowledge but stayed "because it was fun".

We are proud that 78% of the respondents think Wikimedia Israel is a core force of support and contributes to the editors' community, as well as facilitates the creation of free knowledge in Israel and beyond.

Wikipedia is you – our editors.

Sincerely,

Itzik Edri,

Chairman,

Wikimedia Israel

About the survey

Wikimedia Israel's editor survey is made of 36 questions and was taken by **322 editors** of the Hebrew-language Wikipedia (HEWP). Respondents were either invited to take the survey or took it on their own initiative.

The entire questionnaire takes more than half an hour to answer, and it includes open and multiple choice questions. There are minor differences in wordings between versions of the questionnaire. Some respondents answered only part of the questions.

The respondents do not constitute a representative sample according to scientific criteria. This survey was carefully designed for the purpose of providing useful practical insights into the local community of Wikipedia editors, whereas a full-fledged scientific study is a matter of future work.

The respondents were contacted in two different ways, and divided accordingly into two groups:

1. **"Wikipedians" – 151 respondents.** An invitation to take the survey was left on the personal talk pages of 166 editors selected from the group of voting editors (see Note 1 below). The organizers of the survey selected those editors who stood out as being highly active in editing and community activities. 151 of these editors answered the invitation within days and took the survey. For the purposes of the survey, they are referred to as the group of "Wikipedians".
2. **"Contributors" – 171 respondents.** A general invitation to take the survey was published also as a sitenotice on HEWP. 171 editors (who did not receive personal invitations) responded to the sitenotice and took the survey. For the purpose of the survey, they are referred to as the group of "contributors".

Notes:

1. Votes and polls are often used on he-wp as a method to settle disagreements. Around 300 editors have voting rights. A voting editor at the Hebrew Wikipedia is an editor registered for at least 30 days who has made at least 100 edits to articles and non-discussion pages during the 90 days prior to the vote. Maintaining the right to participate in this decision-making process is therefore conditional on constant editing of main pages on he-wp.
2. "Wikipedians" and "contributors" are terms commonly used in Wikimedia projects' communities with different meanings. The definitions here apply only to this survey. When referring to all those who took the survey, the terms "editors" or "respondents" are used.
3. The following report includes remarks and conclusions meant for the Wikimedia Israel staff and members as directions of future actions to increase activity and participation in he-wp.

Demographic data

Gender

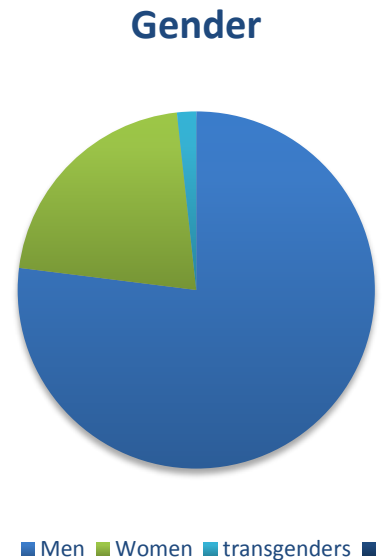
Of the total number of respondents (from both groups):

- 227 men (70.9%)
- 64 women (19.9%)
- 5 (1.6%)
(The rest preferred not to answer)

Divided into groups:

- Wikipedians:
 - 78% men and 9.9% women.
- Contributors:
 - 63.7% men and 28.7% women

The percentage of women in the "contributors" group is higher.



Age groups

- Wikipedians
 - 34% (the largest group) are of "middle age" (40-65).
 - 16% are under 22.
- Contributors
 - Most are 12-17 or 22-29.

Note: Conscription in Israel is normally from the age of 18 to 20 or 21.

The percentage of editors over 30 is **higher among women** (65.6%) than among men (51.5%).

Education

- Most respondents stated they had a high school or vocational diploma (25.2%), or a bachelor's degree (26.4%).
- The percentage of editors who stated they had an academic degree was **higher among women** than among men.
 - 71.9% of women stated they had an academic degree.
 - 49.3% of men stated they had an academic degree.

Highest level of education



■ Elementary school and junior high school

■ high school or vocational diploma

■ bachelor's degree

■ master's degree or PHD

Active contribution to Wikipedia

Seniority

	% out of the total number of respondents:	% out of "Wikipedians"	% out of "contributors"
Up to half a year	19.3	6	31
About a year	12.4	10.6	14
Over two years	26.7	21.2	31.6
Over five years	38.2	57	21.6

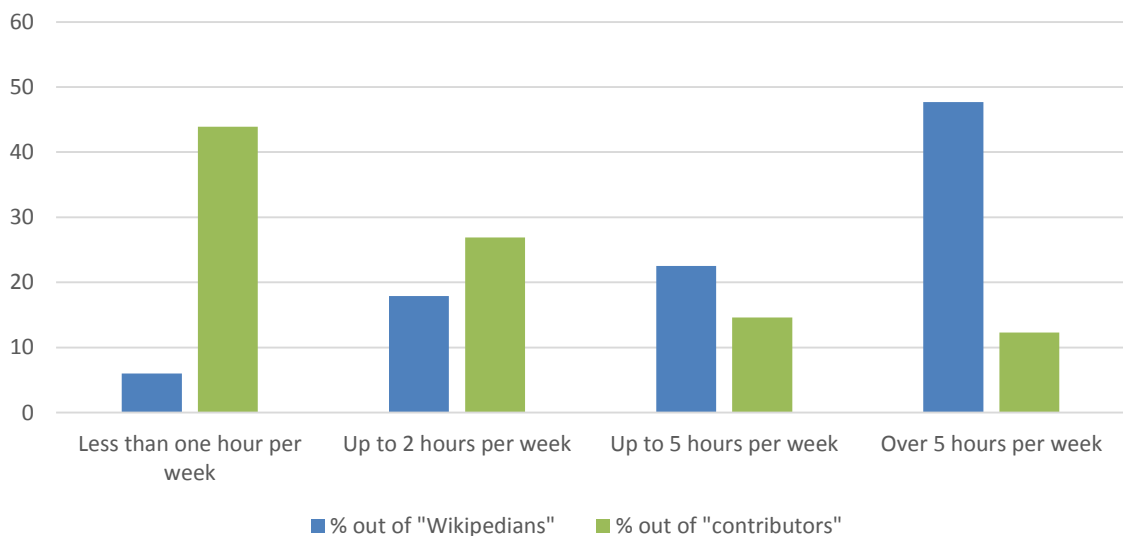
- More than 50% of the "contributors" are long-standing editors. And yet, their participation in community discussions and activities is very limited or unnoticed. This group should be the target of future activities in order to integrate them better into the HEWP community.
- more than 5 years. While they are probably the core of the HEWP community, they are also at risk of "editing burnout". This is another significant challenge that should be taken into account.

Gender and Seniority

- 45.4% of men have been editing for more than 5 years.
- Women make up around 20% of each seniority group of one year and above. The majority of female respondents have been editing for up to one year.

Level of activity

	% out of "Wikipedians"	% out of "contributors"
Less than one hour per week	6	43.9
Up to 2 hours per week	17.9	26.9
Up to 5 hours per week	22.5	14.6
Over 5 hours per week	47.7	12.3



- Nearly 27% of the "contributors" are "heavy" editors and yet, it seems that they do not take part in community activities. Better communication with this sector of editors is much needed, in order to see whether they are available for other projects and initiatives.
- The 6% of "Wikipedians" who edit less than one hour per week make a lot of edits in a short period of time.

Most "Wikipedians" edit more than 2 hours per week.

Most "contributors" edit up to 2 hours per week.

Seniority and level of activity

	% out of respondents who edit less than 1 hour per week	% out of respondents who edit up to 2 hours per week	% out of respondents who edit up to 5 hours per week	% out of respondents who edit over 5 hours per week
Up to half a year	32.1	19.2	16.9	10.8
About a year	13.1	9.6	11.9	16.1
Over two years	28.6	32.9	25.4	23.7
Over five years	26.2	38.4	45.8	49.5

In most cases, the longer an editor stays on Wikipedia (higher seniority), the more time s/he spends (per week) editing it.

Editors who should be reached out to (in order to increase their levels of activity):

Editors whose activity level is relatively low, but have been active for a long period of time (up to 2 hours per week with over 2 years of seniority).

Activity and gender

In general, women are less active than men

Level of activity	% out of men	% out of women
Less than one hour per week	24.2	37.5
Up to 2 hours per week	21.1	29.7
Up to 5 hours per week	20.7	12.5
Over 5 hours per week	32.6	17.2

Seniority	% out of men	% out of women
Up to six months	14.1	37.5
About a year	11	18.8
Over two years	28.2	21.9
Over five years	45.4	20.3

The high percentage of women active for "up to six months" possibly reflects the activity of the Wiki-Women project. A follow-up on their levels of activity is required.

Motivation

Why did you start editing Wikipedia?

1. I like the ideas of volunteering and sharing of information – 46.6%
2. I noticed an error and wanted to correct it – 43.5%
3. Nice recreational activity – 43.5%
4. I knew a lot about a subject, about which little was written – 42.2%.
5. I wanted to raise awareness of a subject or a field which is close to my heart – 36.3%

Two main motivations:

- Sharing of information (particularly, improving its quality or increase awareness of it)
- Pleasure (recreational activity)

Why did you continue editing Wikipedia?

1. It is fun – 51.9%
2. I like contributing on topics in which I am an expert – 50.9%
3. I believe that information should be freely available to everyone – 47.8%
4. I like the idea of volunteering to share information – 45%
5. I find more and more errors by chance, or look for them on purpose – 40.1%.

The three main motivations to continue editing: **fun, desire to contribute** and **desire to share information**.

There seem to be similarities between the initial motivation (to start editing) and the motivation to stay active (continue editing).

The main difference is in the dominance of each factor: while sharing information is a significant factor at start, pleasure is the main factor for staying active.

Correlation between pleasure and level of activity

- Most respondents reported they had started editing Wikipedia for reasons related to dissemination of knowledge, but kept editing simply because "it was fun".

Who is having fun?

- 58.3% of "Wikipedians", 46.2% of "contributors".
- Men edit more and enjoy it more (56.4% of men chose "it is fun", compared with 40.6% of women).

As editing time per week increases, so rises the degree of pleasure.

Less than 1 hour	1 to 5 hours	More than five hours
44% enjoy	55% enjoy	61.3% enjoy

What comes first?

Respondents who are more active report a higher degree of enjoyment.

There is a link between activity level and pleasure, but what is the cause and what is the effect?

Does making a lot of edits lead to greater pleasure or rather having pleasure from editing leads to more activity?

Whereas 49.3% of the men consider Wikipedia a hobby, only 34.4% of the women consider it fun recreation.

Is the low number of women among Wikipedia editors connected to the fact that they do not consider it an enjoyable activity?

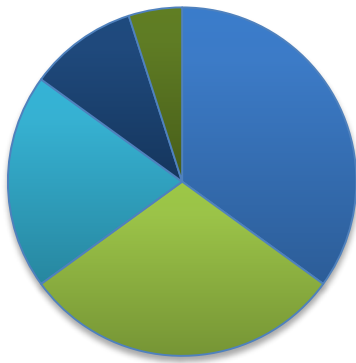
Women seem to edit more and better enjoy the editing when it is accompanied with external media of communication and social interaction. For example, a Facebook group for woman editors increased significantly women's engagement. The WikiWomen project showed that women prefer to consult other editors, or leave feedbacks on articles, via this Facebook group rather than Wikipedia's help desk or talk pages.

How do women join Wikipedia?

A large number of the female respondents said they started editing Wikipedia through an organization with which they were affiliated (for study, work or volunteering) or learned about Wikipedia through family, friends and colleagues.

When asked for the reasons for continuing to edit Wikipedia, women chose the following statements:

1. 21.9% chose "I do it for **professional reasons**" (compared with 5.3% among men).
2. 18.8% chose "**friends, family members or colleagues** of mine contribute to Wikipedia" (7% among men).
3. 12.5% "as part of activities **in an organization for which I volunteer or work**" (2.2% among men).
4. 6.3% "**it is a teaching tool** I use for work as an educator" (2.6% among men).
5. 3.1% "a compulsory requirement of my school or higher education institute" (1.3% among men).



- professional reasons
- friends, family members or colleagues
- as part of activities in an organization
- educator
- Wikipedia assignment

Possible actions:

1. A bring-a-friend event for women – a Wikipedia meetup for woman editors with invitations extended through personal ties.
2. Forming interest groups for professions with high representation of women.

Collaborative writing and a sense of community –

Work atmosphere on the Hebrew Wikipedia

52% of the respondents said they were "pleased" or "very pleased" with the work atmosphere on the Hebrew Wikipedia.

20% said they were "displeased".

There are no significant differences between "Wikipedians" and "contributors".

Atmosphere – Gender

Men and women have a different perception of the influence of the gender gap on the working environment.

Do you think the low level of women's participation has an impact on the work atmosphere on Wikipedia?	% out of men	% out of women
No effect at all	31.5	10.7
Little effect	16.	7.1
A certain degree of influence	28.	33.9
Much influence	24.5	48.2

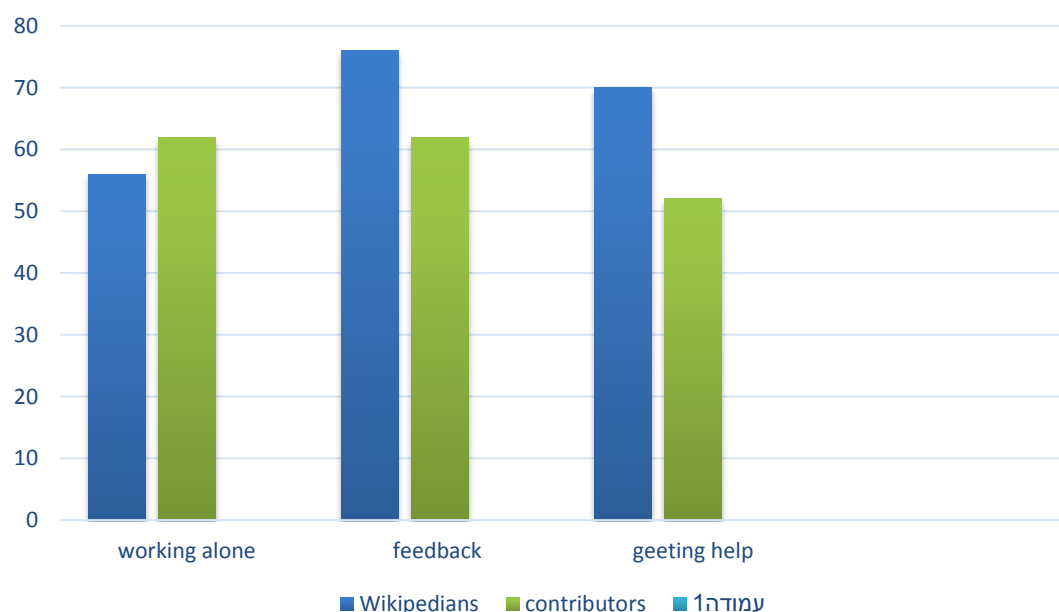
Collaborative writing

- Most respondents indicate they prefer working by themselves over cooperating with others.
- 56% of the "Wikipedians" prefer working alone, compared with 62% of the "contributors".
However –
- The majority of respondents in both groups agree that the feedback from other writers helps them to improve (76% of the "Wikipedians" and 62% of the "contributors").
- In response to the question: "Do you feel you have someone to turn to when you encounter some kind of a problem on the Hebrew Wikipedia?"
- 70% of the "Wikipedians" replied Yes, compared with 52% of the "contributors".

Collaborative writing is one of Wikipedia's major principles, and yet most respondents prefer working on their own. There seems to be a link between the level of activity and the willingness to work in a team.

Collaborative writing is an issue that should receive much more attention, as many editors seem to be unaware of its benefits to themselves and to Wikipedia, or perhaps, do not understand how it should work.

In order to encourage collaborative writing, we should first define this concept better and work with editors to develop relevant skills. We should also raise awareness and accessibility of help mechanisms. Special attention should be given to interdisciplinary articles, where collaborative work is especially helpful.



Social ties

	Usage of the community pages	Participation in face-to-face meetings
"Wikipedians"	65.6	45.7
"contributors"	19.3	18.2

- "Contributors" are less involved in the community life, compared with "Wikipedians".
- Social ties among editors are based more on online interaction than on gatherings.

In order to reach out to the editors, particularly the "contributors", additional communication methods should be explored. Apparently, many editors do not communicate with other editors and the community in general through Wikipedia itself. Either the communication systems within Wikipedia should be improved or new communication channels should be established.

Different Experiences

Both long-standing and short-term editors report positive and negative experiences. "Contributors" do not report more negative experiences compared with "Wikipedians".

In this respect, veteran editors are not privileged, but they do encounter more positive experiences along the way.

Good experiences

Experiences	% out of all respondents	% out of "Wikipedians"	% out of "contributors"
Another editor added text or images to an article I was working on.	57.8	72.8	44.4
I received a barnstar or a "Wiki-love" from another editor.	35.1	57	15.8
Other editors corrected grammatical errors or typos in an article I wrote.	55.3	80.1	33.3
Other editors added content to an article I wrote.	55.6	78.8	35.1
I was complimented on my article by other editors.	48.4	72.2	27.5
Another editor thanked me for an edit I had made through the "Thank" button	62.1	86.1	40.9

Long-standing Wikipedians reported many more positive experiences.

Bad experiences

Experience	% out of all respondents	% out of "Wikipedians"	% out of "contributors"
Inaccurate information was added to an article I created.	34.2	77	33
Edits of mine were reverted without any explanation.	33.9	42.4	26.3
Edits of mine were reverted, though an explanation was given.	53.4	71.5	37.4
An article I was working on was deleted.	25.2	31.1	19.9
I encountered degrading attitudes from more experienced editors.	32.3	36.4	28.7
I took part in an argument with editors on talk pages or elsewhere on a project.	52.8	74.2	33.9
I saw other editors forcing their positions.	32	41.1	24.
Offensive or incorrect information was introduced into articles I was working on.	19.6	28.5	11.7
I was harassed on Wikipedia (e.g. on the user page, talk pages etc.)	21.1	33.1	10.5
I was harassed outside Wikipedia (e.g. by phone calls, on Facebook etc.)	5.6	8.6	2.9

Disputes and their resolution

What is the number of confrontations on the Hebrew Wikipedia?

Wikipedians: 74% said the number of confrontations was "high" or "very high"; only 7% replied "low" and none chose "very low".

Contributors: 41% said the number was "high" or "very high;" 19% chose "low" or "very low".

It is reasonable to assume that long-standing editors are more exposed to disputes due to higher level of activity.

Engagement in community activity on Wikipedia includes pleasant and unpleasant experiences – both kinds exist.

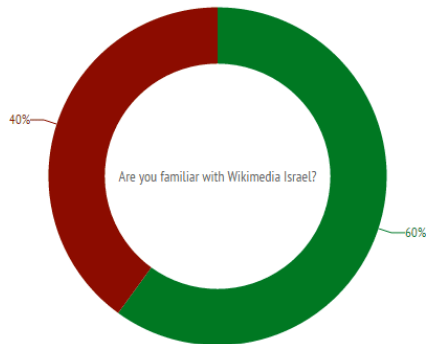
Acquaintance with the local chapter

Only **163** respondents answered the questions related to Wikimedia Israel and its activities.

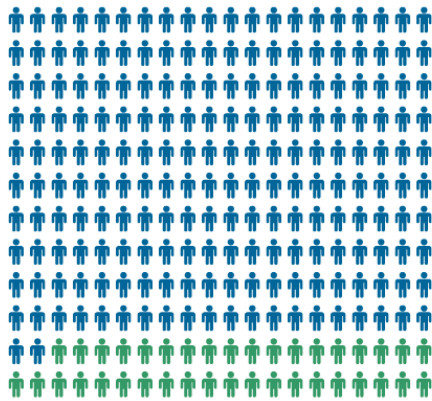
Attitude toward the chapter

- Wikimedia Israel provides practical support to Wikipedia and sister projects' editors.
 - 78% agree with this statement
 - 83% of "Wikipedians"; 70% of "contributors"
- Wikimedia Israel contributes significantly to free knowledge.
 - 79% agree with this statement
 - 82% of "Wikipedians"; 74% of "contributors"
- Thanks to Wikimedia Israel's work, libraries, museums and archives are more involved in Wikimedia. Foundation projects
 - 73% agree with this statement
 - 82% of "Wikipedians"; 58% of "contributors"
- Thanks to Wikimedia Israel's work, Wikipedia receives more attention in the press.
 - 61% agree with this statement
 - 72% of "Wikipedians"; 38% of "contributors"


Wikimedia Israel surveys among editors of Wikipedia



78% agree with the statement that Wikimedia Israel provides practical support to editors



(Among the very active editors: 84% agree with the statement)


79%
Wikimedia Israel support the creation of free knowledge


73%
Thanks to the work of Wikimedia Israel, libraries, museums and archives are more involved in Wikimedia projects


61%
Thanks to the work of Wikimedia Israel, the press pays more attention to Wikipedia

* The numbers are among the responders who are familiar with Wikimedia Israel

Directions for action

- Conducting a short survey among "contributors" in order to achieve more in-depth knowledge about them; creating a work plan to increase engagement of "contributors" in the chapter's activity.
- Further support for Wiki-Women (social involvement increases activity among women).
- Further development of collaborative writing.
- Exploring new communication methods with editors.