

Wikimedia UK Community Leaders Survey - 2022/3

The Community Leaders Survey is sent out annually to lead volunteers and staff members at partner organisations. The survey is hosted on Qualtrics and designed in line with Wikimedia Foundation Guidelines for use of that platform.

The survey covers the period 1st Feb 2022 - 31st January 2023, in line with the Wikimedia UK reporting year.

Please note that the respondents were categorised according to their roles as volunteers, staff members at partner organisations, and both. Same questions were asked to respondents with both volunteer and staff member roles. The aggregated results are given at the side of the relevant tables.

The survey was opened on Thursday 16th February, and ran for 2 weeks until Wednesday 8th March. Some text answers have been summarised or edited so as to remove identifying or possibly identifying information.

Required questions

1.2 - What is your role within the Wikimedia UK community?

#	Answer	%	Count
1	I am a volunteer for WMUK	47.83%	22
2	I am a member of staff at a partner organisation	45.65%	21
3	Both of the above	6.52%	3
	Total	100%	46

70 respondents started the survey, and 46 of them submitted responses. This figure is very close to 2022 (54 - 7 = 47) and in line with 2021 (48). The survey was sent to 290 individuals (compared to 292 in 2022), representing a 15.8% response rate.

The split between volunteers / staff members / both is different from 2022 (33.33% / 53.70% / 12.96%). This year, more respondents defined their role as volunteers, and fewer respondents stated that they were both volunteers and staff members.

1.3 - Over the last 12 months, how often (on average) have you been involved in work relating to Wikimedia UK and its programmes? (please exclude time spent on general editing activity)

#	Answer	%	Count
1	Not at all	2.17%	1
2	Once or twice in the last 12 months	36.96%	17

3	Once every three months	26.09%	12
4	Once a month	19.57%	9
5	A few times a month	6.52%	3
6	Once a week or more	8.70%	4
	Total	100%	46

We have a broad split between occasional and more regular activity. In comparison to last year, we see a slight move toward more occasional participation (63.05% occasional in 2023 compared to 53% in 2022). More than one third of respondents (34.79%) engage with our work at least once a month.

1.4 - How likely are you to continue engaging / volunteering with Wikimedia UK?

#	Answer	%	Count
1	Extremely likely	71.74%	33
2	Somewhat likely	28.26%	13
3	Neutral	0.00%	0
4	Somewhat unlikely	0.00%	0
5	Extremely unlikely	0.00%	0
	Total	100%	46

We have a complete positive feeling toward continuing work with the organisation, with 100% of respondents saying they would be likely to continue engaging or volunteering with us. This figure was 93.62% in 2022.

1.5 - How likely would you recommend to another person that they work or volunteer with Wikimedia UK?

#	Answer	%	Count
1	Extremely likely	76.09%	35
2	Somewhat likely	21.74%	10
3	Neutral	0.00%	0
4	Somewhat unlikely	2.17%	1

5	Extremely unlikely	0.00%	0
	Total	100%	46

We see a broad likelihood (97.83%) to recommend the organisation to others. This figure was 91.49% in 2022.

1.6 - Was any training you received relevant to your needs?

#	Answer	%	Count
1	Yes, definitely	69.57%	32
2	Yes, a little	2.17%	1
3	Neutral	10.87%	5
4	No, not really	0.00%	0
5	No, definitely not	0.00%	0
6	I did not receive training	17.39%	8
	Total	100%	46

Of those who did receive training (82.61%), 86.8% found it relevant to their needs. This figure is slightly down from last year (93.75%). During this time period we ran a Train the Trainer course, aimed at increasing and diversifying the volunteer pool, and developing existing Community Leaders.

1.7 - Has engagement / volunteering helped you to learn new skills?

#	Answer	%	Count
1	Yes, definitely	76.09%	35
2	Yes, a little	17.39%	8
3	Neutral	4.35%	2
4	No, not really	2.17%	1
5	No, definitely not	0.00%	0
	Total	100%	46

93.48% reported learning new skills as a result of engaging or volunteering, a significant increase from last year's 80.85%.

Optional questions

2.1 - Has your participation in Wikimedia UK activities, such as running wiki events, encouraged you to take part in other non-wiki activities (eg. community organising, campaigning, other kinds of volunteering, etc.)?

#	Answer	%	Count
1	Yes	47.83%	22
2	No	52.17%	24
	Total	100%	46

While almost half of the respondents said participation in Wikimedia UK activities encouraged them to take part in other non-wiki activities, they did not provide any commentary.

2.2 - If you have an anecdote or story to share about the previous question, please feel free to do so below.

One respondent mentioned taking up another voluntary work since working with us.

2.3 - Based on your own experience with Wikimedia UK, to what extent would you agree with the following statement: "I believe that Wikimedia UK volunteers and community leaders are treated fairly regardless of race, gender, sexual orientation or other differences."?

#	Answer	%	Count
1	Yes, definitely	67.39%	31
2	Yes, a little	15.22%	7
3	Neutral	17.39%	8
4	No, not really	0.00%	0
5	No, definitely not	0.00%	0
	Total	100%	46

82.61% agreed to some degree.

2.4 - If you would like to expand your answer to the previous question, please do so below. (please note that we may use anonymous quotes from this question in our reporting, such as our Impact Report)

Some respondents mentioned that this question would not apply to them because of being white and cisgender.

2.5 - What kind of training would you like us to provide in future?

Themes of training requests emerged as sister projects of Wikipedia (e.g. Wikisource, Resonator), batch uploading to Commons, meeting the needs of diverse audiences, supporting students, with a strong emphasis on Wikidata.

Questions for volunteers

3.1 - Please indicate the activities in which you have been engaged over the last 12 months

#	Answer	%	Count	Aggregated count	Aggregated percentage
1	Trainer (Wikipedia)	35.71%	15	17	33%
2	Trainer (Wikidata)	7.14%	3	5	10%
3	Trainer (Other Wiki project)	0.00%	0	1	2%
4	Public speaking / advocacy	16.67%	7	9	18%
6	Event organiser or host	21.43%	9	10	20%
7	Communications (e.g. video, blogging)	4.76%	2	3	6%
9	Technical support	0.00%	0	0	0%
10	Governance / Trustee	7.14%	3	3	6%
11	Other (please specify)	7.14%	3	3	6%
	Total	100%	42	51	100%

As explained in the introduction, some of the respondents define their roles both as a volunteer for WMUK and a member of staff at a partner organisation. Therefore, their responses are aggregated for relevant questions.

The top three volunteer activities are training, event organisation and advocacy.

3.2 - Do you feel that the volunteering work you do for Wikimedia UK is important?

#	Answer	%	Count	Aggregated count	Aggregated percentage
1	Yes, definitely	90.91%	20	23	92%
2	Yes, a little	9.09%	2	2	8%
3	Neutral	0.00%	0	0	0%
4	Not really	0.00%	0	0	0%
5	Definitely not	0.00%	0	0	0%
	Total	100%	22	25	100%

100% of volunteers felt that the work they do is important. This speaks strongly to connection with the cause.

3.3 - Do you enjoy volunteering for Wikimedia UK?

#	Answer	%	Count	Aggregated count	Aggregated percentage
1	Yes, definitely	86.36%	19	22	88%
2	Yes, a little	13.64%	3	3	12%
3	Neutral	0.00%	0	0	0%
4	Not really	0.00%	0	0	0%
5	Definitely not	0.00%	0	0	0%
	Total	100%	22	25	100%

100% of volunteers enjoy the work they do. As with the previous question, this speaks to deriving value from furthering the cause of open knowledge.

3.4 - Do you feel that Wikimedia UK appreciates the volunteering work you do?

#	Answer	%	Count	Aggregated count	Aggregated percentage
1	Yes, definitely	72.73%	16	19	76%

2	Yes, a little	22.73%	5	5	20%
3	Neutral	0.00%	0	0	0%
4	Not really	4.55%	1	1	4%
5	Definitely not	0.00%	0	0	0%
	Total	100%	22	25	100%

At the aggregated level, 96% of our volunteers reported feeling appreciated for the work that they do.

3.5 - Do you feel supported by the staff of Wikimedia UK?

#	Answer	%	Count	Aggregated count	Aggregated percentage
1	Yes, definitely	90.91%	20	23	92%
2	Yes, a little	9.09%	2	2	8%
3	Neutral	0.00%	0	0	0%
4	Not really	0.00%	0	0	0%
5	Definitely not	0.00%	0	0	0%
	Total	100%	22	25	100%

100% of volunteers feel supported by Wikimedia UK.

3.6 - Has volunteering increased your confidence?

#	Answer	%	Count	Aggregated count	Aggregated percentage
1	Yes, a lot	36.36%	8	10	40%
2	Yes, a little	40.91%	9	10	40%
3	Neutral	22.73%	5	5	20%
4	No	0.00%	0	0	0%
	Total	100%	22	25	100%

At the aggregated level, 80% of volunteers feel that volunteering increases their confidence by some degree. This figure was 60% last year.

3.7 - What do you like most about volunteering with Wikimedia UK?

The themes emerging for this question are building connections and being part of a community, witnessing tangible differences, capturing impact by the dashboard, co-creation, rebuilding public institutions, learning to be patient, and contributing to the free resource.

3.8 - Is there anything we could change to improve your experience?

One respondent mentioned the need to receive quicker responses to the emails, and another one said the events they volunteered to support didn't need so much support.

Questions for staff members

4.1 - Please indicate the activities in which you have been engaged over the last 12 months

#	Answer	%	Count	Aggregated count	Aggregated percentage
1	Partnership lead or support	42.86%	9	10	42%
2	Line management	4.76%	1	1	4%
3	Course leader / support	0.00%	0	0	0%
4	Student or intern	0.00%	0	0	0%
5	Trainer (any Wikimedia project)	0.00%	0	0	0%
6	Event organiser or host	33.33%	7	7	29%
7	Event support	4.76%	1	1	4%
8	Wikimedian in Residence / support	0.00%	0	2	8%
9	Volunteer coordination	0.00%	0	0	0%
10	Other (please specify)	14.29%	3	3	13%
	Total	100%	21	24	100%

At the aggregated level, the top three staff member activities are partnership lead/support, event organisation and Wikimedian in Residence.

The “other” answers include trainer, event support, event organiser/host, Wikimedian in Residence, volunteer coordination, higher education partner with undergraduate students, and university projects.

4.2 - When working with Wikimedia UK, how would you rate the quality of support you’ve had from us?

#	Answer	%	Count	Aggregated count	Aggregated percentage
1	Very good	66.67%	14	17	71%
2	Good	28.57%	6	6	25%
3	Neutral	4.76%	1	1	4%
4	Poor	0.00%	0	0	0%
5	Very poor	0.00%	0	0	0%
	Total	100%	21	24	100%

At the aggregated level, 96% of leads at partner organisations rated support from Wikimedia UK as either “very good” or “good”. This figure was almost the same last year at 96.54%.

4.3 - Is there anything that Wikimedia UK could do to improve your experience?

One respondent mentioned that WMUK could support technical issues with school access.

Demographic

A separate and optional survey on demographic is linked out from the end of the Community Leaders survey. All questions were optional. We received 34 responses, which is a slight decrease from last year (35).

2 - Do you have any comments you would like to make anonymously about your experiences as a volunteer for or partner of Wikimedia UK?

The respondents emphasised the good support of WMUK staff and feeling of achievement. They also mention the need for supportive mentors for the newcomers and need for employer/manager support for Wikipedia-related activities.

Two comments placed elsewhere are moved here. One of them asks WMUK to provide paid volunteering opportunities. And the other one is about finding out different ways of getting involved with the charity rather than only hosting editathons.

3 - Which of the following best describes your gender?

#	Answer	%	Count
1	Woman	64.71%	22
2	Non-binary	0.00%	0
3	Man	29.41%	10
4	Prefer not to say	5.88%	2
5	In another way	0.00%	0
	Total	100%	34

4 - Which of the following best describes your sexual orientation?

#	Answer	%	Count
1	Heterosexual / Straight	70.59%	24
2	Bi / Bisexual	11.76%	4
3	Gay / Lesbian	0.00%	0
4	Prefer not to say	14.71%	5
5	In another way - Pan	2.94%	1
	Total	100%	34

5 - Do you consider yourself to be a trans person? (Where trans is understood to be an umbrella term to describe a person whose gender is not the same as the sex they were assigned at birth)

#	Answer	%	Count
1	Yes	0.00%	0
2	No	96.88%	31
3	Prefer not to say	3.13%	1
	Total	100%	32

6 - How old are you?

#	Answer	%	Count
1	13 or younger	0.00%	0
2	14–17	0.00%	0
3	18–20	0.00%	0
4	21–29	11.76%	4
5	30–39	14.71%	5
6	40–49	20.59%	7
7	50–59	38.24%	13
8	60–69	8.82%	3
9	70–79	0.00%	0
10	80 or older	0.00%	0
11	Prefer not to say	5.88%	2
	Total	100%	34

7 - What is the highest level of education you have completed?

#	Answer	%	Count
1	Entry level qualifications or equivalent (e.g, an ESOL certificate)	0.00%	0
2	GCSE, A-level, HNC or equivalent	0.00%	0
3	Level 5 NVQ, Certificate of higher education or equivalent	2.94%	1
4	Foundation or bachelor's degree or equivalent	20.59%	7
5	Master's degree or equivalent	47.06%	16
6	Doctoral degree	29.41%	10
7	Prefer not to say	0.00%	0
8	Other (please specify)	0.00%	0
	Total	100%	34

8 - What is your ethnic group or background?

#	Answer	%	Count
5	White - Irish	5.88%	2
6	White - Gypsy or Irish Traveller	0.00%	0
7	Asian / Asian British - Indian	2.94%	1
8	Asian / Asian British - Pakistani	0.00%	0
9	Asian / Asian British - Bangladeshi	0.00%	0
10	Asian / Asian British - Chinese	0.00%	0
11	Black / Black British - African	0.00%	0

12	Black / Black British - Caribbean	0.00%	0
13	Mixed - White and Black Caribbean	2.94%	1
14	Mixed - White and Black African	0.00%	0
15	Mixed - White and Asian	0.00%	0
16	Other ethnic group - Arab	2.94%	1
17	Any other ethnic group, please specify	8.82%	3
20	White - British, English, Northern Irish, Scottish, Welsh	50.00%	17
21	Any other Asian background	5.88%	2
22	Any other Black background	0.00%	0
23	Any other Mixed background	2.94%	1
24	Any other White background	17.65%	6
	Total	100%	34

The "other" answers include white mixed British Irish, and ethnic Jewish.

9 - Do you have a development disorder or a physical or mental health condition or illness lasting or expected to last 12 months or more?

#	Answer	%	Count
1	Yes	17.65%	6
2	No	76.47%	26

3	Don't know	2.94%	1
4	Prefer not to say	2.94%	1
	Total	100%	34

10 - Does your disorder, condition or illness reduce your ability to carry out day-to-day activities without treatment or medication?

#	Answer	%	Count
1	Yes, a lot	33.33%	2
2	Yes, a little	66.67%	4
3	Not at all	0.00%	0
	Total	100%	6

In the demographic survey, we see that a high proportion of those who responded are women (64.71%), with no representation from non-binary people, or trans individuals. 70.59% of respondents are straight/heterosexual; the majority are aged 50-59; and the group is overwhelmingly white (73.53%). Clearly, there is a great deal of scope to improve diversity in this area.

All respondents have a degree. Given the small sample size, and that the respondent group includes a number of those working in universities and cultural institutions, we would likely expect to see a high proportion of individuals who have been university educated. However a 100% response in this area offers scope for improvement.

17.65% of respondents have a physical or mental health condition lasting or expected to last 12 months or more. This is a reminder that accessibility, of all forms, must be integrated into our work.

Appendix

Text answers from questions are appended below. Some of the text responses have been further anonymised to remove any identifying detail.

2 - Do you have any comments you would like to make anonymously about your experiences as a volunteer for or partner of Wikimedia UK?

- The biggest issue remains employer/manager support for Wikipedia-related activities.

- As a wikipedia author newbie, the first interactions can be daunting. Having some very supportive mentors is important.
- Really impressed with Lucy and Richard who delivered the training for our group - so supportive and helpful
- Enjoyed it, felt I had achieved a little as a result, and left things a little better than before I started
- no

2.2 - Has your participation in Wikimedia UK activities, such as running wiki events, encouraged you to take part in other non-wiki activities (eg. community organising, campaigning, other kinds of volunteering, etc.)? If you have an anecdote or story to share about the previous question, please feel free to do so below.

- I started to volunteer for [a broadcasting organisation] since working with Wikimedia.

2.4 - Based on your own experience with Wikimedia UK, to what extent would you agree with the following statement: "I believe that Wikimedia UK volunteers and community leaders are treated fairly regardless of race, gender, sexual orientation or other differences."? If you would like to expand your answer to the previous question, please do so below. (please note that we may use anonymous quotes from this question in our reporting, such as our Impact Report)

- I do think WMUK should take the financial implications of volunteering more seriously and provide paid opportunities too.
- Haven't encountered any issues...but then I'm a straight, cis male
- I am a white male, so possibly not best placed to answer this question!
- The other differences are largely unknown.

2.5 - What kind of training would you like us to provide in future?

- It's been a bit of a strange year for me because I volunteered for a couple of events where I wasn't really needed.
- I would be very interested in training across other Wikipedia platforms, e.g. running proofreading projects on Wikisource; using Wikidata
- Meeting the needs of diverse audiences
- More for schools
- The training I received was during an editathon - I would like a specific train the trainer course
- Wikidata, batch uploading to Commons
- Wiki Data
- I have no specific suggestions, here
- Wikidata training
- more workshops that would help me to support students
- Some more esoteric parts of the WM eco-system (which can be difficult to know even exist). eg Resonator, extracting metadata, querying commons in the way that we query Wikidata, etc
- I think it would be great to know how to go beyond hosting editathons to getting more involved with the charity

3.7 - What do you like most about volunteering with Wikimedia UK?

- I find the Wikipedia project very interesting and like to see how people are developing it
- Building connections with the wider Wikimedia community.
- Seeing tangible differences to wikipedia and to people who want to edit! The dashboard is such a great way to show concrete impact which is really motivating.
- I believe in co-creative power for rebuilding our public institutions.
- being part of a community

- Wikipedia is such an important resource it's exciting just to be involved and the staff and volunteers I've met have been amazing and so supportive really wonderful human beings
- All the people I get to meet and learn from. And extra shout-out to Esma and Sara, you have both been so kind and inclusive!
- Leaving the world a little better than before I engaged with Wiki
- It encourages patience
- contributing to the free resource

3.8 - Is there anything we could change to improve your experience?

- I think I was a bit unlucky this year in that I volunteered to support a couple of event that didn't need so much support.
- respond to emails quicker
- I don't think so, my needs were well supported by friendly and helpful people
- Probably

4.1 - Please indicate the activities in which you have been engaged over the last 12 months

- The q only allows one answer, but: Trainer, event support, event organiser/host, Wikimedian in Residence; volunteer coordination
- HE partner with UG students
- University Wikimedia project(s)

4.3 - Is there anything that Wikimedia UK could do to improve your experience?

- technical issues with Schools access

5.7 - What do you like most about volunteering with Wikimedia UK?

- Meeting other people who believe in the open knowledge cause
- Positive contribution to the public good

5.8 - Is there anything we could change to improve your experience as a volunteer?

- no

This document is prepared by Esma Gjertsen (Volunteer Coordinator) with help and assistance from other members of the Wikimedia UK staff team.