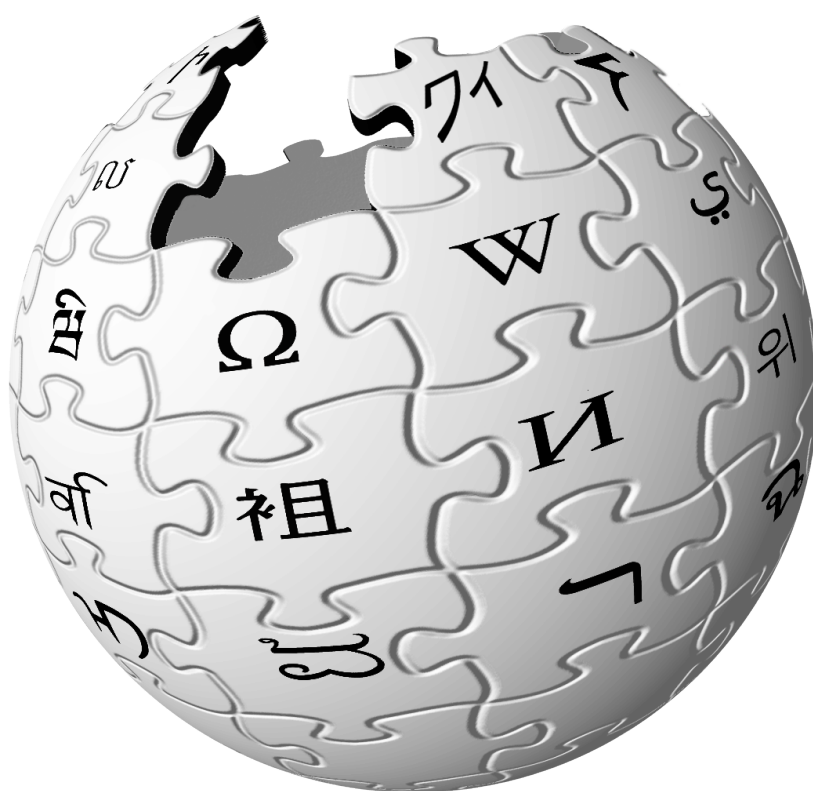


8/5/2011

WIKIMEDIA  
FOUNDATION

WIKIPEDIA EDITOR TOPLINE – JAPANESE  
EDITION



This survey was completed by a total of 218 respondents. We excluded some of these respondents from the survey as part of our data cleaning process. The variables that were used as cleaning criteria are:

1. Age (Respondents less than 12 and more than 82 were excluded)
2. Total number of edits made on Wikipedia (respondents who said 1 million+ were excluded)
3. Number of editors interacted with in the last 30 days (respondents who said 1 million+ were excluded)

After removing these respondents, we were left with a total of 208 respondents. This comprised a total of 200 true editors (those who self-reported that they had edited Wikipedia or our database showed that they edited Wikipedia).

Some of the questions in this survey were not mandatory which lead to a variation of bases for particular questions. We have mentioned this along with the question, wherever this is the case.

**INTRODUCTORY QUESTIONS**

**D1b. Since you started editing Wikipedia, approximately how many edits have you made?  
(Please don't include changes made using bots.)**

Base: All respondents (208)

4% 0  
 21% 1-50  
 20% 51-500  
 23% 501-2,000  
 24% 2,001-10,000  
 9% More than 10,000

Average: 3,172

**D2. How old are you?**

Base: All respondents (208), All editors (200)

	<u>All respondents</u>	<u>All editors</u>
12-17	13%	13%
18-21	12%	13%
22-29	23%	24%
30-39	25%	25%
40 or more	26%	26%
Average	32	31

**D3a. What is the highest level of education you have completed?**

Base: All respondents (208)

10% Primary education (elementary, primary, middle school or junior high school, etc.)  
 25% Secondary education (high school, A-levels, apprenticeship, etc.)  
 40% Tertiary education undergraduate (diploma, associate's degree, bachelor's degree)  
 19% Graduate education (master's)  
 6% Graduate education (doctorate)

**D3b. Are you currently enrolled in school or university?**

Base: All respondents (208)

28% Yes  
72% No

**D4. Are you employed?**

Base: All respondents (208)

46% Yes, I am working full-time  
14% Yes, I am working part-time  
40% No, I am not currently employed

**D5a. Are you married, do you have a partner, or are you single? (Not Mandatory)**

Base: All respondents (196)

21% I am married  
5% I have a partner, but I am not married  
74% I am single

**D5b. Do you have children? (Not Mandatory)**

Base: All respondents (198)

16% Yes, I have children  
84% No, I don't have children

**D7b. In which country do you live?**

Base: All respondents (208)

99.0% Japan (jp)  
0.5% Italy (it)  
0.5% Russia (ru)  
0.5% United States (us)

**D8. Is there a Wikimedia chapter in that country?**

Base: All respondents (208)

19% Yes  
17% No  
64% I don't know

**D8a. Are you a member of the local Wikimedia Chapter?**

Base: 19% who said 'Yes' to D8 (39)

15% Yes  
85% No

**D9. What is/are your primary language(s)? Please choose all that apply.**

Base: All respondents (208)

99% 日本語 (ja)  
2% English (en)  
1% 中文(繁體) (zh-hant)

**D10. What is your gender?**

Base: All respondents (208), All editors (200)

	All <u>respondents</u>	All <u>editors</u>
Male	90%	90%
Female	7%	8%
Transgender/Transexual	2%	3%

**D11. In a typical day, how much time do you spend on your computer? (Not Mandatory)**

Base: All respondents (203)

20% 10 and more hours  
14% 9-8 hours  
15% 7-6 hours  
23% 5-4 hours  
20% 3-2 hours  
5% About an hour  
1% Less than an hour  
2% Don't use my computer daily

**D12. We are interested in learning about your proficiency with computers and computer applications. Below is a list of proficiency levels. Please choose one that describes you the best. (Not Mandatory)**

Base: All respondents (204)

2% I am not very comfortable using a computer.

- 14% I use my computer to read email, browse the Internet and use word processors.
- 62% I can download and set up files and applications on my computer.
- 22% I can program and create my own applications.

## SECTION I: PARTICIPATION AND CONTRIBUTION

The next few questions are about your participation in Wikipedia.

**Q1a. Which language versions of Wikipedia do you CONTRIBUTE to? Please choose all that apply.**

Base: All respondents (208), All editors (200)

	All <u>respondents</u>	All <u>editors</u>
日本語 (ja)	100%	100%
English (en)	36%	37%
Deutsch (de)	5%	5%
中文(繁體) (zh-hant)	5%	5%
Francis (fr)	4%	4%
Italiano (it)	4%	4%

*Showing top 6 | Values greater than 3%*

**Q1b. Which language version of Wikipedia do you PRIMARILY CONTRIBUTE to? Please choose ONE.**

Base: All respondents (208), All editors (200)

	All <u>respondents</u>	All <u>editors</u>
日本語 (ja)	98%	98%
English (en)	0.5%	0.5%
Italiano (it)	0.5%	0.5%
□□□□□□□ (ka)	0.5%	0.5%
Русский (ru)	0.5%	0.5%

**Q2a. Which language versions of Wikipedia do you READ? Please choose all that apply.**

Base: All respondents (208)

- 99% 日本語 (ja)
- 61% English (en)
- 12% Deutsch (de)

- 11% 中文(繁體) (zh-hant)
- 9% 中文(简体) (zh-hans)
- 6% Francis (fr)
- 5% Italiano (it)
- 4% Español (es)
- 4% 한국어 (ko)

*Showing top 9 | Values greater than 2%*

**Q2b. Which language version of Wikipedia do you PRIMARILY READ? Please choose ONE.**

Base: All respondents (208)

- 96% 日本語 (ja)
- 3% English (en)
- 0.5% Italiano (it)
- 0.5% (ru)

**Q3. What is your user access level? Please choose all that apply.**

Base: All respondents (208)

- 99% Registered user (basic account, with or without rollbacker, reviewer status, etc.)
- 4% Administrator
- 0% Bureaucrat
- 0% Checkuser
- 0% Oversightier
- 0% Steward
- 3% Unregistered user (no account)

**Q4a. We are interested in finding out more about your recent participation in Wikipedia and the Wikipedia community. For each activity, please indicate how often you have participated in the following activities in the last 30 days.**

Base: All respondents (208)

	Very <u>often</u>	<u>Often</u>	<u>Sometimes</u>	<u>Seldom</u>	Not at <u>all</u>	<u>Average</u>
I edit existing articles.	27%	29%	29%	8%	6%	3.63
I write new articles.	13%	23%	30%	20%	15%	2.98
I research articles.	8%	17%	35%	15%	25%	2.69

I participate in discussions about articles.	2%	6%	36%	20%	37%	2.17
I patrol for copyright violations, vandalism or other problems.	4%	8%	25%	23%	41%	2.12
I do translation work.	2%	9%	18%	14%	57%	1.85
I answer readers' questions and complaints.	1%	1%	18%	18%	61%	1.64
I resolve disputes among volunteers (e.g. mediation, arbitration).	0%	3%	10%	21%	66%	1.50
I develop or maintain policies, guidelines and similar community processes.	0%	4%	12%	14%	70%	1.49
I do public outreach or advocacy outside the Wikipedia community.	0%	2%	7%	12%	79%	1.33
I do technical work such as maintaining servers or software.	0%	0%	2%	5%	91%	1.13
I organize or help events, workshops, meet-ups, or annual Wikimania conferences.	0%	0%	3%	5%	92%	1.11
I participate in chapter work.	1%	0%	0%	5%	93%	1.11

Base: All editors (200)

	<u>Very often</u>	<u>Often</u>	<u>Sometimes</u>	<u>Seldom</u>	<u>Not at all</u>	<u>Average</u>
I edit existing articles.	29%	31%	30%	7%	5%	3.71
I write new articles.	13%	24%	32%	19%	14%	3.04
I research articles.	8%	18%	36%	16%	23%	2.72
I participate in discussions about articles.	2%	6%	37%	21%	35%	2.19
I patrol for copyright violations, vandalism or other problems.	5%	8%	26%	23%	39%	2.16
I do translation work.	3%	9%	18%	15%	57%	1.86
I answer readers' questions and complaints.	2%	2%	19%	19%	60%	1.66
I resolve disputes among volunteers (e.g. mediation, arbitration).	1%	3%	10%	21%	66%	1.52
I develop or maintain policies, guidelines and similar community processes.	0%	4%	12%	15%	70%	1.50
I do public outreach or advocacy outside the Wikipedia community.	1%	2%	7%	12%	79%	1.34
I do technical work such as maintaining servers or software.	1%	1%	3%	5%	92%	1.13



I organize or help events, workshops, meet-ups, or annual Wikimania conferences.	0%	0%	3%	5%	93%	1.10
I participate in chapter work.	1%	0%	0%	5%	94%	1.09

**Q4b. Below is a similar list of activities. Please indicate how often you have participated in the following activities in the last 30 days.**

Base: All respondents (208)

	<u>Very often</u>	<u>Often</u>	<u>Sometimes</u>	<u>Seldom</u>	<u>Not at all</u>	<u>Average</u>
I participate in deletion processes such as speedy deletion, proposed deletion and articles for deletion discussion.	2%	5%	20%	14%	59%	1.77
I upload or edit media, images, maps, etc.	2%	6%	18%	13%	61%	1.75
I conduct quality review and assess articles for featured-article selection.	0%	1%	7%	13%	78%	1.34
I work on the help desk or do other work to welcome new editors.	0%	1%	5%	14%	79%	1.28

Base: All editors (200)

	<u>Very often</u>	<u>Often</u>	<u>Sometimes</u>	<u>Seldom</u>	<u>Not at all</u>	<u>Average</u>
I participate in deletion processes such as speedy deletion, proposed deletion and articles for deletion discussion.	2%	6%	21%	15%	57%	1.80
I upload or edit media, images, maps, etc.	3%	6%	19%	13%	60%	1.78
I conduct quality review and assess articles for featured-article selection.	1%	2%	7%	14%	78%	1.34
I work on the help desk or do other work to welcome new editors.	0%	1%	5%	15%	79%	1.28

**Q5a. Below is a list of reasons that some editors START contributing to Wikipedia. For which of the following reasons did you START contributing to Wikipedia? Please select as many as apply.**

Base: All respondents (208), All editors (200)

	<u>All respondents</u>	<u>All editors</u>
I saw an error and wanted to fix it.	70%	72%
I knew a lot about a subject that was poorly covered.	48%	49%
I liked the idea of volunteering to share knowledge.	44%	45%

I saw a red link or noticed an article was missing, so I wrote it.	35%	36%
I wanted to demonstrate my knowledge to a wider public or community.	25%	26%
I wanted to see whether anyone could edit.	17%	16%
I wanted to learn new skills.	16%	16%
I wanted to participate in a discussion on Wikipedia.	8%	8%
My friends, family or colleagues contribute to Wikipedia.	2%	2%
I was assigned to edit for a school project or work.	1%	1%

**Q5b. Below is a list of reasons why some editors CONTINUE to contribute to Wikipedia. For which of the following reasons do you CONTINUE to contribute to Wikipedia? Please select as many as apply.**

Base: All respondents (208), All editors (200)

	All respondents	All editors
It's fun.	59%	59%
I want to popularize topics I care about.	52%	54%
I find articles that are incomplete or biased.	50%	52%
I like to contribute to subject matters in which I have expertise.	46%	47%
I like the idea of volunteering to share knowledge.	41%	42%
I keep finding or looking for mistakes.	36%	37%
I believe that information should be freely available to everyone.	37%	37%
I like Wikipedia's philosophy of openness and collaboration.	30%	31%
I want to demonstrate my knowledge to a wider public or community.	18%	19%
I want to gain a reputation within the Wikipedia community.	11%	11%
I do it for professional reasons.	3%	3%

**Q6. Below is a list of tools available for editors. For each one, please tell us whether it makes it any difference when editing Wikipedia.**

Base: All respondents (208)

	Not Aware	Makes it Easier	Makes No Difference	Makes it Harder
Editing interface	5%	67%	26%	2%
Help pages	10%	66%	22%	2%
Policies and guidelines	11%	60%	25%	4%
Wiki markup or HTML-like language	21%	54%	23%	2%

Community forums and discussions	11%	54%	30%	6%
Bots	26%	44%	27%	3%
User-scripts and gadgets	36%	37%	25%	3%
Automated tools such as Twinkle, Huggle, AWB, etc.	63%	17%	18%	2%

Base: All editors (200)

	<u>Not Aware</u>	<u>Makes it Easier</u>	<u>Makes No Difference</u>	<u>Makes it Harder</u>
Editing interface	4%	69%	26%	2%
Help pages	9%	67%	22%	3%
Policies and guidelines	10%	61%	26%	4%
Community forums and discussions	9%	56%	30%	6%
Wiki markup or HTML-like language	21%	54%	24%	2%
Bots	25%	45%	27%	3%
User-scripts and gadgets	36%	37%	25%	3%
Automated tools such as Twinkle, Huggle, AWB, etc.	64%	17%	18%	2%

**Q7c. If you were to become less active on Wikipedia in the NEXT SIX months, what do you believe would be the most likely reason? Please choose ONE.**

Base: All respondents (208), All editors (200)

	<u>All respondents</u>	<u>All editors</u>
I think I will have less time.	31%	31%
I expect to spend more time on other offline activities	16%	17%
I don't want to edit because of conflicts with other editors.	11%	11%
I think I don't have enough expertise to contribute.	9%	9%
I expect to spend more time on other online activities	7%	8%
I don't want to spend my time editing.	7%	7%
The rules and guidelines for editing are becoming too complicated.	4%	4%
I am happy to read, and I don't want to contribute.	4%	4%
It's a waste of my time since my edits will be reverted.	3%	3%
Other people are doing, so I don't want to do it.	1%	1%

I don't want to edit the work of other editors.	1%	1%
Others	6%	6%

## SECTION II: TECHNOLOGY AND NETWORKING

The next few questions are about your use of different types of technological devices and Internet websites.

**Q8a. Below is a list of electronic devices some people own. Which of the following do you own?**

Base: All respondents (208)

- 88% A mobile or cellular phone
- 79% A laptop computer or netbook
- 64% A desktop computer
- 43% An MP3 player such as an iPod
- 9% A tablet device such as an iPad
- 0% None of the above

**Q8b. Do you own a smart phone such as an iPhone, Android, or BlackBerry?**

Base: 88% who own 'a mobile or cellular phone' in Q8a (182)

- 27% Yes
- 73% No

**Q8c. Below is a similar list of electronic devices. Do you use any of these devices to EDIT Wikipedia. Please choose all that apply.**

Base: All respondents (208)

- 69% A laptop computer or netbook
- 59% A desktop computer
- 3% A mobile or cellular phone
- 2% A tablet device such as an iPad
- 1% An MP3 player such as an iPod

**Q8d. Below is a similar list of electronic devices. Which of these do you use to READ Wikipedia? Please choose all that apply.**

Base: All respondents (208)

- 74% A laptop computer or netbook
- 66% A desktop computer
- 44% A mobile or cellular phone
- 10% A tablet device such as an iPad
- 4% An MP3 player such as an iPod

**Q9. Below is a list of tech activities some people may do regularly. For each one, please mark how often, if at all, you do it on a typical DAY. (Not Mandatory)**

Base: All respondents (varies between 172 and 195)

	< 1 hour	1-2 hours	3-4 hours	5-6 hours	7-8 hours	> 8 hours	Don't do this online activity	Average
Reading Wikipedia	49%	37%	9%	1%	1%	1%	2%	1.34
Watching video on websites such as YouTube	51%	28%	11%	2%	1%	1%	6%	1.31
Email	66%	16%	4%	1%	2%	4%	8%	1.19
Contributing to Wikipedia	55%	31%	6%	1%	1%	1%	6%	1.08
Using Twitter or a similar micro-blogging website	26%	14%	5%	2%	2%	4%	48%	1.06
Blogging or reading blogs	50%	14%	6%	0%	0%	0%	30%	0.68
Staying in touch with friends and family on social networking websites such as Facebook	29%	8%	3%	1%	1%	1%	57%	0.55
Online shopping	61%	8%	1%	0%	0%	1%	30%	0.49
Online games, such as Farmville and CityVille, on social networking websites	17%	7%	4%	0%	0%	1%	72%	0.37
Downloading music from websites or using programs such as iTunes	27%	6%	0%	1%	0%	1%	66%	0.30
Instant messaging service such as MSN messenger and GTalk	22%	4%	2%	1%	0%	0%	72%	0.27
Online multiplayer games such as World of Warcraft	7%	3%	0%	1%	0%	1%	88%	0.19
Contributing to open-source software	10%	3%	0%	0%	0%	1%	86%	0.15
Using location-aware technologies such as FourSquare and GoWalla	14%	0%	0%	0%	0%	0%	86%	0.07

**Q10. Below is a similar, shorter list of things people do online. Please mark how important each of these is in YOUR everyday life. (Not Mandatory)**

Base: All respondents (varies between 190 and 200)

	<u>Extremely important</u>	<u>Very important</u>	<u>Somewhat important</u>	<u>Not too important</u>	<u>Not at all important</u>	<u>Average</u>
Email	18%	22%	38%	15%	7%	3.31
Contributing to Wikipedia	6%	14%	42%	34%	6%	2.81
Tweeting on platforms such as Twitter	4%	6%	18%	27%	45%	1.98
Social networking on websites such as Facebook	3%	6%	23%	20%	48%	1.96
Online gaming	1%	4%	6%	13%	77%	1.39

**Q11. Many people are using online social media these days. Do you: (Not Mandatory)**

Base: All respondents (varies between 187 and 194)

	<u>Yes</u>	<u>No, but I am aware of this activity</u>	<u>No, I don't know about this activity</u>
Tweet using Twitter or similar micro-blogging platforms	43%	42%	15%
Interact with other Twitter users through direct messages, replies and retweets	40%	47%	13%
Have a personal blog	39%	51%	10%
Share online links on websites such as Twitter and Facebook	39%	45%	17%
Answer, post or rate questions in online communities such as Quora and Fluther	34%	57%	8%
Comment on friends' status updates, photographs, etc. on websites such as Facebook	33%	52%	15%
Regularly post comments or pictures to a blog	32%	55%	13%
Post status updates on social networking websites such as Facebook	31%	53%	16%
Create media such as an audio broadcast or video, and podcast it or put it online on a website such as YouTube so it can be accessed by anyone	29%	59%	11%
"Like" content on SOCIAL NETWORKING WEBSITES such as Facebook	22%	55%	23%
"Like" content on BLOGS, NEWSPAPERS, etc.	21%	56%	23%
Write reviews for restaurants and products on websites such as Yelp and Amazon.	17%	71%	12%
Post family or personal PICTURES online so that other people can see them	16%	67%	17%

Share your location information with friends on websites such as FourSquare, Twitter, etc.	13%	61%	26%
Post family or personal VIDEOS online so that other people can see them	12%	73%	15%

**Q12. Below is a list of features available on some mobile devices, such as cell phones and MP3 players. Please indicate the features you USE on any of your mobile devices. (Not Mandatory)**

Base: Respondents who own a mobile phone or an MP3 player (varies between 166 and 178)

60%	A feature/app that allows you to search for information
46%	A feature/app that allows you to read Wikipedia
44%	A feature/app that allows you to find information relevant to your location
42%	A feature/app that allows you to play games
41%	A feature/app that allows you to access Twitter
39%	A feature/app that allows you to share/watch videos
38%	A feature/app that allows you to share/see photos
36%	A feature/app that allows you to access your social networking profile
22%	A feature/app that allows you to blog
22%	A feature/app that allows you to “check in” at places

**Q13a. If Wikipedia were to launch features that were BUILT INTO Wikipedia’s mobile site, how likely would you be to use the following features to edit Wikipedia?**

Base: All respondents (208)

	Extremely likely	Very likely	Somewhat likely	Not too likely	Not at all likely	Average
A feature that allows you to save articles to read or edit offline	17%	13%	31%	20%	19%	2.91
A feature that allows editors to do block edits like paragraphs and sentences	15%	14%	32%	17%	21%	2.86
A feature that allows you to check for vandalism on your phone	14%	11%	25%	21%	29%	2.61
A feature that allows you to create new articles	11%	12%	27%	23%	28%	2.54
A feature that allows you to rate Wikipedia articles on a scale	11%	11%	25%	29%	25%	2.53
A feature that allows you to upload pictures from a mobile device to Commons	10%	9%	26%	24%	31%	2.43

**Q14a. If you had to choose, which one of the following would you choose? (Not Mandatory)**

Base: All respondents (161), All editors (157)

	<u>All respondents</u>	<u>All editors</u>
I believe editing Wikipedia is more rewarding than other online activities such as tweeting, social networking, etc.	87%	87%
I believe contributing on Facebook, Twitter or similar sites is more rewarding than editing Wikipedia.	13%	13%

**Q14b. If you had to choose, which one of the following would you rather do? (Not Mandatory)**

Base: All respondents (167), All editors (162)

	<u>All respondents</u>	<u>All editors</u>
Spend my time editing Wikipedia so I can contribute to world knowledge.	84%	84%
Spend my time blogging so I can get recognition for my writing.	16%	16%



**SECTION III: WIKIPEDIA COMMUNITY**

These next questions are about your interactions with other Wikipedia editors and your experiences as a member of the Wikipedia community.

**Q15. In the last month, how many editors do you think you have interacted with (online, by telephone, or face-to-face)?**

Base: All respondents (208), All editors (200)

	All respondents	All editors
Mean	8	8
Median	0	0

**Q16. Below is a list of tools you can use to communicate with other editors. Which of the following tools, if any, have you used in the PAST MONTH to communicate with other editors? (Please choose all that apply.)**

Base: All respondents (208), All editors (200)

	All respondents	All editors
User-page discussions	43%	45%
Email	22%	22%
Micro-blogging websites such as Twitter	15%	15%
Village pump	12%	12%
Social networking websites such as Facebook	12%	12%
IRC	7%	7%
Instant Messaging services such as GTalk and Yahoo Messenger	4%	4%
Foundation-I and similar mailing lists	1%	1%
None of the above	33%	33%

**Q17. We are interested in finding out how you would describe fellow editors. Below is a list of words to describe editors within the Wikipedia community. Please choose the TOP TWO words that describe Wikipedia editors. Please select two.**

Base: All respondents (208), All editors (200)

	All respondents	All editors
Intelligent	46%	46%
Helpful	43%	42%
Collaborative	30%	30%

Arrogant	24%	25%
Unfriendly	23%	24%
Friendly	20%	19%
Dumb	8%	9%
Rude	7%	7%

**Q18. Below is a list of interactions/experiences editors may have with others within the Wikipedia community. For each one, please tell us if you have had this interaction/experience.**

Base: All respondents (208), All editors (200)

	All respondents	All editors
Having other editors add content to article(s) you started	63%	64%
Argument(s) with editors on discussion pages or elsewhere	59%	61%
Having other editors fix grammatical errors in article(s) you started	52%	53%
Another editor adding content/photos to an article you are working on	40%	42%
Having your edits reverted without any explanation	39%	41%
Having inaccurate material added to an article you started	36%	38%
Other editors pushing their point of view	36%	37%
Having your edits reverted, but with an explanation	33%	35%
Having offensive or inaccurate material added to articles you were working on	27%	28%
Having others compliment you on your edits/articles	26%	27%
Having an article that you were working on deleted	26%	27%
Having your picture(s) used in articles	21%	22%
Having your content reused	21%	21%
Article(s) making it to the front page	20%	21%
Being looked down on by more experienced editors	13%	14%
Getting a barnstar or similar award from another editor	10%	10%
Having your article(s) selected as featured article(s)	5%	6%

**Q19. Below is a shorter list of interactions you have had within Wikipedia community. For each one, please tell us the degree to which it affects your overall experience editing Wikipedia.**

Base: Varies based on Q18 (All respondents)

	Makes me less likely	Does not affect	Makes me more likely
Having others compliment you on your edits/articles	0%	22%	78%
Article(s) making it to the front page	2%	19%	79%
Having your picture(s) used in articles	0%	33%	67%

Having your article(s) selected as featured article(s)	0%	36%	64%
Getting a barnstar or similar award from another editor	0%	43%	57%
Having your content reused	0%	49%	51%
Another editor adding content/photos to an article you are working on	0%	54%	46%
Having other editors add content to article(s) you started	2%	56%	42%
Having other editors fix grammatical errors in article(s) you started	2%	66%	32%
Having offensive or inaccurate material added to articles you were working on	25%	48%	27%
Having your edits reverted, but with an explanation	9%	65%	26%
Having inaccurate material added to an article you started	23%	52%	25%
Argument(s) with editors on discussion pages or elsewhere	25%	56%	20%
Having your edits reverted without any explanation	47%	38%	15%
Other editors pushing their point of view	49%	41%	11%
Having an article that you were working on deleted	52%	43%	6%
Being looked down on by more experienced editors	79%	18%	4%

Base: Varies based on Q18 (All editors)

	Makes me less likely	Does not affect	Makes me more likely
Having others compliment you on your edits/articles	0%	20%	80%
Article(s) making it to the front page	2%	19%	79%
Having your picture(s) used in articles	0%	33%	67%
Having your article(s) selected as featured article(s)	0%	36%	64%
Getting a barnstar or similar award from another editor	0%	40%	60%
Having your content reused	0%	48%	52%
Another editor adding content/photos to an article you are working on	0%	54%	46%

Having other editors add content to article(s) you started	2%	56%	42%
Having other editors fix grammatical errors in article(s) you started	1%	66%	33%
Having offensive or inaccurate material added to articles you were working on	25%	48%	27%
Having your edits reverted, but with an explanation	9%	65%	26%
Having inaccurate material added to an article you started	23%	52%	25%
Argument(s) with editors on discussion pages or elsewhere	25%	56%	20%
Having your edits reverted without any explanation	47%	38%	15%
Other editors pushing their point of view	49%	41%	11%
Having an article that you were working on deleted	51%	43%	6%
Being looked down on by more experienced editors	78%	19%	4%

**Q20. If you had to choose, which of these would you agree with: (Not Mandatory)**

Base: All respondents (151), All editors (149)

	All respondents	All editors
The feedback from other editors through reverts, discussions, etc. has helped me become a better editor.	70%	70%
The feedback from other editors through reverts, discussions, etc. has been a bad experience for me.	30%	30%

**Q21. From your perspective, what is the best way to gain a reputation within the Wikipedia community? Please rank the following choices in descending order of importance. (Not Mandatory)**

Base: All respondents (varies between 195 and 196), All editors (varies between 189 and 190)

	All respondents	All editors
Writing new articles	4.7	4.7
Editing or fixing existing articles	4.1	4.0
Helping others resolve conflicts such as mediation or arbitration	3.5	3.5
Commenting on talk pages	3.2	3.2

Helping with administrative tasks such as deleting, blocking, etc.	2.8	2.8
Providing support to other users such as mailing-list moderation or technical help	2.8	2.8

Average score shown: High score refers to high rank

**Q22. When comparing yourself to other editors in the language you primarily edit Wikipedia (i.e., your home Wikipedia), in which of the following ways do you believe you are different from them? (Please select all that apply.)**

Base: All respondents (208), All editors (200)

	All respondents	All editors
I am younger than most of the editors in my home Wikipedia.	26%	26%
I am older than most of the editors in my home Wikipedia.	10%	11%
My sexual orientation is different from most of the editors who edit my home Wikipedia.	6%	6%
I am female, while most editors are male.	4%	4%
My nationality is different from most of the editors who edit my home Wikipedia.	4%	4%
I live in a different country from most of the editors who edit my home Wikipedia.	3%	3%
My ethnicity is different from most of the editors who edit my home Wikipedia.	2%	2%
None of the above	55%	55%

**Q23. Have you EVER been harassed by other editors?**

Base: All respondents (208), All editors (200)

	All respondents	All editors
Yes, I have been harassed ON Wikipedia (i.e. user page, discussion pages, etc.)	36%	37%
Yes, I have been harassed OUTSIDE Wikipedia (i.e. phone calls, Facebook, other websites, etc.)	12%	13%
No, I have never been harassed by other editors.	61%	60%

**Q24a. Thinking about the last SIX MONTHS, do you remember an instance when you believe your edit was reverted or deleted because of any of the following?**

Base: All respondents (208), All editors (200)

	All <u>respondents</u>	All <u>editors</u>
Your age	2%	2%
Your sexual orientation	1%	2%
Your nationality	1%	1%
Your ethnicity	1%	1%
Your gender	0%	1%

**Q24b. Thinking about the last SIX MONTHS, do you remember an instance when you believe you lost an editorial dispute because of any of the following?**

Base: All respondents (208), All editors (200)

	All <u>respondents</u>	All <u>editors</u>
Your sexual orientation	2%	2%
Your age	1%	1%
Your ethnicity	0%	1%
Your gender	0%	1%
Your nationality	0%	1%

**Q24c. Thinking about the last SIX MONTHS, do you remember an instance when you believe you were stereotyped because of any of the following?**

Base: All respondents (208), All editors (200)

	All <u>respondents</u>	All <u>editors</u>
Your age	6%	6%
Your sexual orientation	5%	5%
Your ethnicity	4%	4%
Your nationality	3%	4%
Your gender	3%	3%

**Q24d. Thinking about the last SIX MONTHS, do you remember an instance when you believe other editors undervalued your contribution, including edits, participation in discussion pages, listservs etc. because of any of the following?**

Base: All respondents (208), All editors (200)

	All <u>respondents</u>	All <u>editors</u>
Your age	4%	4%
Your ethnicity	1%	2%
Your nationality	1%	2%

Your sexual orientation	1%	1%
Your gender	0%	1%

**Q24e. Thinking about the last SIX MONTHS, do you remember an instance when you believe other editors looked down on you because of any of the following?**

Base: All respondents (208), All editors (200)

	All <u>respondents</u>	All <u>editors</u>
Your age	4%	4%
Your sexual orientation	2%	2%
Your nationality	1%	2%
Your ethnicity	1%	2%
Your gender	1%	1%

**Q24f. Thinking about the last SIX MONTHS, do you remember an instance when you believe other editors were unwelcoming because of any of the following?**

Base: All respondents (208), All editors (200)

	All <u>respondents</u>	All <u>editors</u>
Your sexual orientation	3%	3%
Your age	2%	2%
Your ethnicity	1%	1%
Your nationality	0%	1%
Your gender	0%	1%

**Q25. We are interested in the interactions that women have within the Wikipedia community. Below is a list of unpleasant experiences some female editors might have had. Please mark if you have PERSONALLY had any of these experiences. Please choose all that apply.**

Base: All female respondents (15), All female editors (15)

	All <u>respondents</u>	All <u>editors</u>
Someone left inappropriate messages for me, or comments about me, in userspace or elsewhere on Wikipedia.	20%	20%
Someone tried to meet me in person.	7%	7%
I have received too much attention.	7%	7%
Someone tried to flirt with me.	7%	7%
None of the above	73%	73%

**Q26. We are interested in finding out what kind of personal information you have made available for everyone to view in Wikipedia. Have you made the following personal information available in your profile in Wikipedia? Please choose all that apply.**

Base: All respondents (208)

	Choice of user <u>name</u>	User <u>page</u>	<u>Both</u>	<u>No</u>
Nationality	1%	29%	5%	65%
Gender	2%	20%	3%	75%
Ethnicity	1%	22%	2%	75%
Age	1%	20%	1%	77%
Sexual Orientation	0%	4%	2%	93%

Base: All editors (200)

	Choice of user <u>name</u>	User <u>page</u>	<u>Both</u>	<u>No</u>
Nationality	1%	31%	4%	65%
Gender	2%	21%	3%	75%
Ethnicity	1%	23%	2%	75%
Age	1%	21%	1%	77%
Sexual Orientation	1%	5%	2%	94%

**Q27. Do you find the userspace (user, discussion pages etc.) in Wikipedia to be inappropriately sexualized (i.e. sexual talks, innuendos, images etc.)?**

Base: All respondents (208), All editors (200)

	All <u>respondents</u>	All <u>editors</u>
Yes	25%	25%
No	75%	76%



## SECTION IV: WIKIPEDIA READERSHIP AND DONATIONS

The next few questions are about your Wikipedia reading habits, and your participation with the Wikimedia Foundation that runs Wikipedia.

**D13. For what purpose do you mostly read Wikipedia? Please choose all that apply. (Not Mandatory)**

Base: All respondents (208)

- 97% To find information
- 23% For school or university research, but not to be cited
- 22% For work
- 9% For school or university research as a reference I can cite

**D14. Do you know whether the Wikimedia Foundation that runs Wikipedia is a non-profit or for-profit organization? Please choose one.**

Base: All respondents (208)

- 97% It is a non-profit organization
- 3% It is a for-profit organization

**D15a. Have you ever donated money to the Wikimedia Foundation that runs Wikipedia?**

Base: All respondents (208)

- 11% Yes
- 89% No

**D15b. How often have you donated money to the Wikimedia Foundation that runs Wikipedia?**

Base: 11% who said 'Yes' in D15a (23)

- 52% Once
- 35% 2-3 times
- 9% 4-5 times
- 4% More than 5 times

**D15b2. Is your donation to the Wikimedia Foundation tax-deductible?**

Base: 11% who said 'Yes' in D15a (23)

- 9% Yes
- 74% No

17% I don't know

**D15c. Why have you never donated to the Wikimedia Foundation that runs Wikipedia? Please choose all that apply.**

Base: 89% who said 'No' in D15a (185)

- 70% I can't afford to make a donation.
- 34% I donate my time instead of money.
- 19% I was never asked or don't know how to donate to the Wikimedia Foundation.
- 15% It seems that enough people are making donations to keep the projects running.
- 8% I never donate to charities.
- 8% Donations to the Wikimedia Foundation are not tax-deductible where I live.
- 6% I think my donation might not be used wisely.
- 2% I disagree with Wikipedia's policies and practices.
- 2% I didn't know Wikipedia is supported by a nonprofit organization.

**D16. Have you ever sought or received information from the Wikimedia Foundation?**

Base: All respondents (208)

- 28% Yes
- 72% No

**D16a. Are you happy with the quality of information you received from the Wikimedia Foundation?**

Base: 28% who said 'Yes' in D16 (59)

- 63% Yes
- 37% No

**D17. Have you ever voted in the Wikimedia Foundation Board of Trustees elections?**

Base: All respondents (208)

- 7% Yes
- 93% No

**D17a. Why have you never voted in the elections for the Wikimedia Foundation Board of Trustees? Please choose all that apply.**

Base: 93% who said 'No' in D17 (193)

- 43% I was not interested.
- 34% I have never heard of these elections.
- 28% I felt I didn't have enough information about the candidates to make a good decision.
- 21% I felt I didn't have enough information about the Wikimedia Foundation to make a good decision.
- 8% I wanted to vote but was not eligible.
- 7% I missed the deadline.
- 1% Other

**D18a. Now that you know about the elections for the Wikimedia Board of Trustees, would you be interested in voting in these elections in future?**

Base: 34% who said 'I have never heard of these elections' in D17a (65)

- 40% Yes
- 60% No

**D19. Have you ever run, or would you like to run, for the Wikimedia Foundation Board of Trustees?**

Base: All respondents (208)

- 2% Yes
- 84% No
- 14% No, I was not eligible to vote in the elections

**D20a. On a 1-10 scale with 1 being NOT AT ALL GOOD and 10 being EXTREMELY GOOD, how would you rate your own performance, in contributing to the Wikimedia movement? (Not Mandatory)**

Base: All respondents (176)

- 2% 10 EXTREMELY GOOD
- 3% 9
- 7% 8
- 8% 7
- 14% 6
- 26% 5
- 7% 4
- 16% 3
- 11% 2
- 5% 1 NOT AT ALL GOOD

Average: 4.80

**D20b. On a 1-10 scale with 1 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? (Not Mandatory)**

Base: All respondents (157)

6%	10	EXTREMELY GOOD
10%	9	
16%	8	
12%	7	
13%	6	
22%	5	
3%	4	
6%	3	
6%	2	
6%	1	NOT AT ALL GOOD

Average: 5.99

**D20c. On a 1-10 scale with 1 being NOT AT ALL GOOD and 10 being EXTREMELY GOOD, how would you rate the performance of the Wikimedia Foundation, in contributing to the Wikimedia movement? (Not Mandatory)**

Base: All respondents (134)

13%	10	EXTREMELY GOOD
7%	9	
17%	8	
12%	7	
10%	6	
19%	5	
3%	4	
4%	3	
4%	2	
10%	1	NOT AT ALL GOOD

Average: 6.10

**D20d. On a 1-10 scale with 1 being NOT AT ALL GOOD and 10 being EXTREMELY GOOD, how would you rate the performance of the Wikimedia chapters, in contributing to the Wikimedia movement? (Not Mandatory)**

Base: All respondents (103)

4%	10	EXTREMELY GOOD
4%	9	
11%	8	
11%	7	

11% 6  
20% 5  
8% 4  
6% 3  
10% 2  
17% 1 NOT AT ALL GOOD

Average: 4.84

**D21. 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 the money for the following? (Please ensure that all the responses add up to \$100.)**

Base: All respondents (208)

- 36 Technical operations (more operations staff, new caching servers, performance metrics, uptime)
- 14 Community work aimed at supporting a healthy editing culture
- 13 Technical features development aimed at supporting new editors
- 9 Support for chapters (e.g., communications, monitoring compliance with agreements, fundraising, organizational development)
- 8 Community work aimed at attracting/supporting new editors specifically in the Global South
- 7 Technical features development aimed at supporting experienced editors
- 7 Community work aimed at attracting/supporting new editors globally
- 5 Grantmaking to chapters, individuals and similar organizations for priority projects

Means represented

**D22a. We will be conducting similar surveys in the future to track the Wikipedia community. Would you be willing to participate in future surveys?**

Base: All respondents (208)

71% Yes  
29% No