

International Museum Day 2022

Survey results

The survey was conducted among the participating Wikimedia affiliates of the [International Museum Day 2022 campaign](#). It was evaluated by Wikimedia Österreich in August 2022.

n = 18

13 Wikimedia chapters with paid staff and 5 Wikimedia user groups without paid staff participated in the survey.

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How were you initially informed about the Museum Day project?

	all	chapters	user groups
We already participated last year.	5 (28%)	4 (31%)	1 (20%)
We received an email by one of the organizers (Manfred, Raimund or Ulrich).	5 (28%)	2 (15%)	3 (60%)
By the Volunteer Supporters Network.	5 (28%)	5 (38%)	0 (0%)
On the affiliates' mailing list.	1 (6%)	1 (8%)	0 (0%)
Other	2 (11%)	1 (8%)	1 (20%)

Other/comments by chapters:

- One of the staff members had a meeting with Wikimedia Austria, so this competition was recommended.

Other/comments by user groups:

- Through Wikimedia Argentina mailing list.

How relevant were the following aspects of the Museum Day project for your context?

ALL

	very relevant	relevant	a little bit	irrelevant
creating awareness in the general public	3 (17%)	9 (50%)	5 (28%)	1 (6%)
free content creation	9 (50%)	5 (28%)	3 (17%)	1 (6%)
communication/cooperation with cultural or educational institutions	5 (28%)	4 (22%)	6 (33%)	3 (17%)
supporting our communities	7 (39%)	8 (44%)	2 (11%)	1 (6%)
gaining new editors	1 (6%)	12 (67%)	4 (22%)	1 (6%)
learnings for our organization/communities	4 (22%)	10 (56%)	3 (17%)	1 (6%)

CHAPTERS

	very relevant	relevant	a little bit	irrelevant
creating awareness in the general public	1 (8%)	6 (46%)	5 (38%)	1 (8%)
free content creation	8 (62%)	3 (23%)	1 (8%)	1 (8%)
communication/cooperation with cultural or educational institutions	3 (23%)	3 (23%)	5 (38%)	2 (15%)
supporting our communities	6 (46%)	5 (38%)	2 (15%)	0 (0%)
gaining new editors	1 (8%)	9 (69%)	3 (23%)	0 (0%)
learnings for our organization/communities	3 (23%)	6 (46%)	3 (23%)	1 (8%)

Other/comments by chapters:

- We wanted to improve content around museums in [our country], and hopefully engage some of our Wikidata community by participating.
- Unfortunately, there was not enough capacity to prepare the contest this year. There is much more potential in it than it was used on our side.
- It was well known through the banner at Wikipedia.

USER GROUPS

	very relevant	relevant	a little bit	irrelevant
creating awareness in the general public	2 (40%)	3 (60%)	0 (0%)	0 (0%)
free content creation	1 (20%)	2 (40%)	2 (40%)	0 (0%)
communication/cooperation with cultural or educational institutions	2 (40%)	1 (20%)	1 (20%)	1 (20%)
supporting our communities	1 (20%)	3 (60%)	0 (0%)	1 (20%)
gaining new editors	0 (0%)	3 (60%)	1 (20%)	1 (20%)
learnings for our organization/communities	1 (20%)	4 (80%)	0 (0%)	0 (0%)

How do you rate the Wikidata Competition?

	all	chapters	user groups
excellent	8 (44%)	7 (54%)	1 (20%)
good for the most part	8 (44%)	4 (31%)	4 (80%)
would need some major improvements	2 (11%)	2 (15%)	0 (0%)
we don't know / it was not important for us	0 (0%)	0 (0%)	0 (0%)

Comments by chapters:

- It would be useful to offer prepared list of tasks, which participants can solve. For example preparing list of museums of a country on which participants can work. Indefinite request for participating something about museums is not as effective.
- Danke für eure tolle Arbeit! [Thank you for your great work!]
- A lot of data for Dashboard to handle but it seems to work fine.
- Wikimedia Austria did most of the job, and I'm genuinely thankful for that. They set up everything and took care of every aspect of the competition.
- I didn't understand the competition at the beginning, but it changed when I saw it in action.
- I observed that volunteers experienced in editing Wikidata were engaged, but I wish to have more newcomers, and help them understand how this Wikimedia project works. So I would appreciate to have more educational materials available. It was great that Wikimedia Argentina shared their materials on Wikidata, but unfortunately I didn't have time to translate it.
- Generally, the competition was organized excellent, I thank you very much for this!
- Some comments were made to me by participants [in my country]:
 - It would be better to take into account new editions and items created instead of number of characters added.

- The way images are scored in the contest. It's tricky if it depends on the image's title and besides, this is not explained anywhere in the rules.
- The use of editing scripts by experienced users makes newcomers discouraged about their participation as these experienced users can score way more points than newcomers.
- Some users participated in ALL THE DASHBOARDS and won the first prizes in all of them. There should be a rule that limits the number of dashboards you can join so we can give the possibility to other people to be potential winners.
- And my personal comment has to do with preparing a game or something more interactive for adding new information. But this should be done in conversations with every affiliate and be prepared some time before the contest.

Comments by user groups:

- We would like to get more involved on the local level next year to ensure better participation from local editors.
- We had many enrollments, but majority of them did not convert into editors. I feel this is because there was little clarity in instruction part on how to edit Wikidata for new users.
- This was a good idea but a bit restrictive in terms of the content that we could contribute. There were legitimate entries made on Wikidata that fell within the scope of content for the competition but for some reason were not reflected - that was discouraging.

How do you rate the Map Service?

	all	chapters	user groups
excellent	7 (39%)	5 (38%)	2 (40%)
good for the most part	8 (44%)	6 (46%)	2 (40%)
would need some major improvements	0 (0%)	0 (0%)	0 (0%)
we don't know / it was not important for us	3 (17%)	2 (15%)	1 (20%)

Comments by chapters:

- It was quite good, but offered work only with museums already existing in Wikidata AND have coordinates...
- Danke auch dafür! [Thank you for this as well!]
- Always good to have a map.
- My only concern is that we couldn't change the languages to Spanish, but I didn't hear any complaints from our participants.
- This was good really.

Comments by user groups:

- It's as good as the data on Wikidata, so any improvement are on the data at Wikidata rather than the Map Service itself.
- The disputed regions of a country should be marked differently than now in the map as there are strict national laws in different countries to punish someone if someone display maps which governments consider as violating the sovereignty of a nations. Volunteer organizers can face severe social and legal consequence to display such maps. For our context, the region of Pakistan and China occupied Kashmir is considered as part of India and Indian laws are strict to those who display that otherwise.

How do you rate the External Communication Plan?

	all	chapters	user groups
excellent	6 (33%)	4 (31%)	2 (40%)
good for the most part	9 (50%)	7 (54%)	2 (40%)
would need some major improvements	1 (6%)	1 (8%)	0 (0%)
we don't know / it was not important for us	2 (11%)	1 (8%)	1 (20%)

Comments by chapters:

- Your team's work made the job of our communication manager a piece of cake. Thank you!
- Very easy to understand and use.
- I wish it could have more educational materials, not just informing about the competition but also about the Wikidata project and its meaning for open knowledge.

Comments by user groups:

- The communication & content were shared early enough...

How do you rate the Museum Day pages on Meta and Wikidata?

	all	chapters	user groups
excellent	13 (72%)	10 (77%)	3 (60%)
good for the most part	4 (22%)	2 (15%)	2 (40%)
would need some major improvements	1 (6%)	1 (8%)	0 (0%)
we don't know / it was not important for us	0 (0%)	0 (0%)	0 (0%)

Comments by chapters:

- It was quite long, misleading and hard to find out the main objectives of the page: is this a contest? is it more contests? who can participate? how? what the organizers expect/wish from the participants? etc.
- Just excellent.
- I think we should all work together to make it more understandable for people from cultural institutions and newcomers. At least, for Latinamerican context which is not 100% open to Wikimedia projects yet.

Comments by user groups:

- Wikidata part needs more clarity on how to contribute to the competition.

How was the workload you had to provide for the Museum Day project?

	all	chapters	user groups
more than expected	4 (22%)	4 (31%)	0 (0%)
just as expected	11 (61%)	7 (54%)	4 (80%)
less than expected	3 (17%)	2 (15%)	1 (20%)

Comments by chapters:

- Translating the pages was quite a work, running the contest was quite easy. But we didn't have the capacity to make it a broad contest with strong external communication, partners, collaboration with museums, cultural associations etc., which would have multiplied the required workload...
- It was very easy to work with Museum Day project and participate.
- I really thought that I had to do more, but it's ok, much of the work was done by Wikimedia Austria and that helped to unify the campaign.
- It was okay, anyway I put lots of efforts on designing some PDFs to help newcomers from GLAMs to participate in the contest.

Would you recommend it to other affiliates to participate in the Museum Day project next year?

	all	chapters	user groups
yes	18 (100%)	13 (100%)	5 (100%)
no	0 (0%)	0 (0%)	0 (0%)

Comments by chapters:

- It would be nice to participate next year again

Do you have some additional suggestions about what can be improved? Is there anything else you would like to tell us?

Comments by chapters:

- Thank you very much for your efforts to bring this contest to all of us (local organizers)! I am sure, it was a big work, which made for us much easier to join and participate. Also, thank you for the offered prizes and for handling the prize giving/delivery!
- Do it again together ;-)
- Participation in this competition inspired us to hold a thematic content campaign about museums [in our country] on [our] Wikipedia [language version]. It had at least 11 participants, and they had created or/and improved aprx. 50 articles.
- Thank you very much for the International Museum Day 2022! It was great experience for us to participate!
- I'm just thankful for the opportunity to participate in the campaign :-)
- yes, I would recommend more educational materials, and meetings addressed to the community showing how to engage in competition and showing how Wikidata works, and why they are important for cultural sector.
- I think it would be good to use the competition to get more connected with the museums, to find the way to involve them directly.
- Thank you for the well-organized competition. It was a pleasure to be a part of it, and we look forward to next year's one! :-)
- It would be nice to offer some badges to everyone that participated on the contest, not only the winners. It's an useful campaign to add new data to Wikidata or improve existing data, but it's still not adequate for promoting free knowledge and collaboration between cultural institutions.
- The way the contest actually works makes it difficult for new people to engage, especially from cultural institutions. But I think that we can aim it better next year, of course if it's the contest's objective.

Comments by user groups:

- We had other participants from other communities join in our [...] community dashboard not sure who the owner of the dashboard was but my community found it hard to participate as museum that they were hoping to edit were already edited, especially that we are a small country with not so many museums so it was a bit limiting.
- I am glad that we participated with the international community on this since we had been having individual activities.

- The training and office hours were also well conducted and much appreciated...
- From my observation, we had what I call mercenary editors (for lack of a better word) - individuals signing up on a number of country dashboards and flooding Wikidata with entries that either a) already existed or b) were inaccurate as some of these institutions do not exist c) were wrongly classified. This was a major turn off...I do understand that this is a competition and we do bear responsibility for correct data/information but I find such actions by such individuals not an act of good faith.
- If I may suggest, in relation to content, consult with country coordinators to identify and correct some of this content before the competition. I am not sure what we can do to mitigate the actions of mercenary editors yet but I am positive that time will provide a solution.
- We're definitely in for next year, but would love to have a bit more flexibility on the prizes decisions -- for us, the most relevant part of this contest was the contacts we made with the local communities (educators, museums, etc), but they don't edit the same way that "power users" in other parts of the world might edit. It's a considerable amount of money that won't stay locally, but the event does indeed serve as an excuse to raise awareness among our local communities & allies.