WIKIMOVE Podcast Reporting and evaluation

Reporting period:
April 22 - August 2024

What is WIKIMOVE?

A podcast where we imagine the future of the Wikimedia Movement

WIKIMOVE is a podcast from Wikimedia Deutschland Movement Relations team, hosted from April 2022 until June 2024 by Nicole Ebber, Nikki Zeuner and Eva Martin.

WIKIMOVE features inspiring individuals from the Wikimedia Movement working on the implementation of our Movement Strategy.

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EPISODE 21: BUILDING CAPACITY FOR TECH DEVELOPMENT

EPISODE 20: THE GLOBAL MAJORITY SPEAKS OUT ON TECH!

EPISODE 19: CHARTING THE MOVEMENT CHARTER

EPISODE 18: EVENTS FOR AN EQUITABLE MOVEMENT

Felix Nartey and Željko Blaće

Topics and guests

EPISODE 01 — Knowledge as a service

EPISODE 02 — 'Communitizing' strategy

EPISODE 03 — UNLOCKing innovation

EPISODE 04 — Content and Knowledge Gaps

EPISODE 05 — Peer support

EPISODE 06 — Hubs

EPISODE 07 — Growing Communities

EPISODE 08 — Movement Strategy

EPISODE 09 — Abstract Wikipedia

EPISODE 10 — Governing Wikipedia

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Topics and guests

EPISODE 11 — Decentralization

EPISODE 12 — Wikimedia Deutschland for the movement

EPISODE 13 — Overcoming Harassment and the Transgender gap

EPISODE 14 — The Past, Present and Future of Wikimedia Affiliates

EPISODE 15 — Recommendation 4: The story behind it

EPISODE 16 — Looking back and ahead

EPISODE 15 — Grants and Hubs

EPISODE 18 — Events for an Equitable Movement

EPISODE 19 — Charting the Movement Charter

EPISODE 20 — The Global Majority Speaks out on Tech!

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Episode ranking by number of listeners

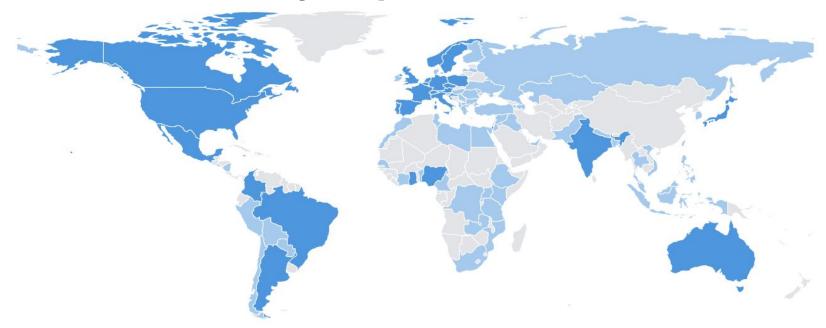| Episode titel	Youtube	Acast	Total
Knowledge as a service	441	137	578
Hubs	195	339	534
Communitizing' strategy	365	100	465
Abstract Wikipedia	168	179	347
Overcoming Harassment	204	99	303
WMDE for the movement	92	176	268
UNLOCKing innovation	149	95	244
Governing Wikipedia	85	156	241
The past, present and future of Wikimedia Affiliates	88	138	226
Decentralization	67	155	222
Growing communities	79	142	221
Content and knowledge gaps	117	95	212
Movement Strategy	93	118	211
Recommendation 4: The story behind it	89	103	192
Peer support	44	115	159
Charting the Movement Charter	48	104	152
Grants and Hubs	48	102	150
Looking back and looking ahead	43	79	122
Events for an Equitable Movement	42	79	121
Building Capacity for Tech Development	35	69	104
The Global Majority Speaks out on Tech!	30	64	94

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Listeners location (Source: Acast analytics)

Country	↓ Downloads	% of total	
🇩🇪 Germany	855	32.34%	⌄
🇺🇸 United States	488	18.46%	⌄
🇬🇧 United Kingdom	135	5.11%	⌄
🇳🇱 Netherlands	108	4.08%	⌄
🇸🇪 Sweden	78	2.95%	⌄
🇨🇦 Canada	71	2.69%	⌄
🇫🇷 France	64	2.42%	⌄
🇦🇺 Australia	53	2%	⌄
🇭🇷 Croatia	49	1.85%	⌄
🇮🇳 India	49	1.85%	⌄

Audio downloads by locations
(Source: Acast analytics)

Evolution of the podcast format

- Episode 1: Audio and video format recorded in WMDE office

- Episode 2 - 4: Audio and video format recorded in external studio

- Episode 5 - 21: Audio format only, recorded on Riverside

- From Episode 14: Transcript of all episodes available on Meta, per our listeners request

👍 **Pros:** Reduction of the cost per listeners and diminution of the the prep time for hosts

👎 **Cons:** Decrease in the number of listeners with the end of the video format
Average listeners for the episodes with audio and video format: 361 (based on 4 episodes)
Average listeners for the episodes with audio format only: 209 (based on 16 episodes)

WIKIMOVE objective:

With WIKIMOVE we contribute to...

Improving the social infrastructure of the Wikimedia Movement by providing services to the Movement.

We do this by...

Creating spaces and formats for movement strategy conversations with multiple stakeholders, and diversifying our services beyond the current governance conversations.
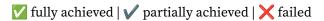
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Indicators and evaluation: 2022

Initial indicators:

- **Providing governance content through a variety of avenues like our new show WIKIMOVE** ✅
    - Episodes on the following governance related content were released: Hubs, Community engagement in strategy development, Growing communities in emerging affiliates.
- **Revamping the internal format "Morning Show" into an audio/videocast with movement audience in mind** ✅
    - We invited guest from the international movement and our podcast was listened to in several countries
- **Hosting and broadcasting monthly podcast** ✔️
    - One episode was released every month, with the exception of a summer break and a break after the Wikimedia Summit

✅ fully achieved | ✔️ partially achieved | ❌ failed
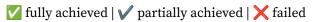
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Indicators and evaluation: 2023

Additional indicators:

- **At least 100 listeners per episode** ✅
  - We reached this target by the end of 2022

- **Creating more visibility for Wikimedia 2030 through online and social media presence** ✔️
  - Although WIKIMOVE contributed to promoting ideas and concepts from the 2030 strategy, we failed to build a strong online and social media presence beyond the monthly podcast.

- **Increase participation and listenership from emerging communities** ✔️
  - We invited guest from emerging communities and produced one introductory episode on Movement Strategy answering questions from newcomers.
  - We couldn't gather significant data on the country of origin of our listeners and don't know if our listeners grew in the Global South.
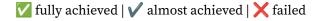
✅ fully achieved | ✔️ partially achieved | ❌ failed

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Indicators and evaluation: 2024

Additional indicators:

- **Decrease the cost per listener from Season 1 to Season 2:** ✅
- **8 episodes are published in 2024:** ✔️
  - Monthly release except for the month after the Summit.
  - Only 5 episode due to podcast discontinuation
- **Minimum 140 listeners per episode:** ✔️
  - 17 episodes out of 21 have more than 140 listeners
  - Average listeners per episode: 246 (audio + video). Average listeners on Acast only: 126.
- **Within the year, at least 5 context relevant mentions of the podcast online:** ❌
  - Mentions of WIKIMOVE across the Internet:
    - Three community members shared episodes on LinkedIn in which they were not interviewed
    - A German community member asked us to add WIKIMOVE to list of Newsletter in DEWP
    - We are not aware of any other public mentions of the podcast

✅ fully achieved | ✔️ almost achieved | ❌ failed

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Spontaneous feedback - 2024

"It was a much needed episode with dozens of excellent points made by all. We need more informed and experienced people entering the movement to get the mic and speak of less-than logical aspects in the Wikimedia ecosystems."

"Great episode! Congratulations to the team :)"

"Great post. I love that WIKIMOVE has continued for so long. Eighteen episodes is impressive."

"Ouch - I am sorry to hear that [the end of WIKIMOVE]. It feels right now there is urgency with the strategic work again due to Charter mess, but I understand that your resources are limited and priorities might have shifted to other topics."

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Other reactions from Movement stakeholders

- Suggestion to start a listening club to create broader engagement around episode topics

- Positive feedback on the episode transcripts, making WIKIMOVE more accessible

- Listeners reaching out by email to suggest topics for next episodes

- Affiliate members suggesting to talk about some of their initiatives to implement Movement Strategy on WIKIMOVE

- A commons contributor categorized all WIKIMOVE materials (file and pictures) on Commons

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