2019 ANNUAL SURVEY ANALYSIS

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Introduction to Miraheze and the context

Miraheze is a community-led, non-profit wiki hosting platform, founded in July 2015, based upon the MediaWiki software (the software which is used by Wikipedia). Despite being around for 4 years, there is no history of analysis being performed on the service's userbase. Miraheze is reaching a state of stunted growth – lack of regular financial income means there is a regularly tested budget available to ensure the continued sustainability and investment in the technical backend which powers the service. As a result, there is a hit-and-miss approach to user retention, community retention and development as well as third party commitment to fund a project which cannot show its financial sustainability.

This report is designed to answer some of the core questions about Miraheze's userbase and to draw potential solutions to its problems using data analysis and statistical methods the project has not considered or been subjected to before. The main areas of investigation this report will cover will be:

- Do users understand what Miraheze is about as a project from a philosophical view?
- Are there any core issues with Miraheze which prevent, limit or restrict its ability to grow and develop?
- Do users understanding of certain aspects of Miraheze impact their opinion of Miraheze?
- How actively used and understood is Miraheze's ManageWiki feature?

This report was written in collaboration between Owen Baines (Student, University of Leicester) and John Lewis (Co-Founder, Miraheze). Any enquiries should be directed to staff@miraheze.org. All content is licensed under Creative Commons Attribution-NoDerivatives 4.0 International License.

Data Analysis of Survey Data

This data analysis section covers translating the survey data results from its raw form provided in CSV (comma separate values). Data processing occurred using Tableau Prep and any graphs and references to techniques are performed using Tableau unless specified otherwise. Graphs can be found in Appendices B, C and D. Survey questions can be found in Appendix A.

Readers of Miraheze (Anonymous and Registered)

The number of readers who responded to the survey is: 111.

Viewing Habits

Survey data results show that the most popular categories of wikis on Miraheze are gaming and community inspired content wikis (representing 37% and 35% respectively). With regards to how often users read Miraheze wikis, 44% of respondents say they access Miraheze at least once a day. 14% of respondents said this was their first time accessing a Miraheze wiki at the time of replying to the survey.

Understanding of Key Features

52% of readers know Miraheze is funded solely through donations and relies on continued support from readers like themselves to sustain and keep Miraheze online. 64% of readers, however, did not know Miraheze publishes and maintains all its financial information in a publicly accessible venue.

56% of readers know Miraheze takes user privacy seriously and protects user's data at all costs. 55% of readers said they know Miraheze is operated solely by volunteers and 54% said they know that they can volunteer to keep Miraheze running in either a technical or community aspect.

Satisfaction Questions

81% of readers say they are satisfied with the speed of Miraheze while 5% are dissatisfied. 73% of readers are satisfied with the uptime Miraheze provide while 5% say they are dissatisfied.

57% of readers are satisfied with the interaction they have had with staff while 7% are not satisfied with the interactions. On a similar line, 65% of readers are satisfied with the community interactions they've had while 7% are not.

Overall, 86% of readers are satisfied with their overall Miraheze experience while 7% are not satisfied.

Additionally asked, 89% of readers say the skin they are using on Miraheze is designed well.

Editors of Miraheze (Anonymous and Registered, Minimal Advanced Rights)

The number of editors who responded to the survey is: 38.

Editing Habits

Survey data results show that the most popular categories of wikis on Miraheze are gaming and community inspired content wikis (representing 24% and 32% respectively). With regards to how often users edit Miraheze wikis, 21% of respondents say they contribute to Miraheze at least once a day. 8% of respondents said this was their first time contributing to a Miraheze wiki at the time of replying to the survey.

Understanding of Key Features

66% of contributor know Miraheze is funded solely through donations and relies on continued support from themselves to sustain and keep Miraheze online. 53% of contributors, however, did not know Miraheze publishes and maintains all its financial information in a publicly accessible venue.

68% of contributors know Miraheze takes user privacy seriously and protects user's data at all costs. 53% of contributors said they know Miraheze is operated solely by volunteers and 53% also said they know that they can volunteer to keep Miraheze running in either a technical or community aspect.

Satisfaction Questions

87% of contributors say they are satisfied with the speed of Miraheze while 0% are dissatisfied. 86% of contributors are satisfied with the uptime Miraheze provide while 3% say they are dissatisfied.

63% of contributors are satisfied with the interaction they have had with staff with 0% saying they are not satisfied with the interactions. On a similar line, 71% of contributors are satisfied with the community interactions they've had while 6% are not.

Overall, 87% of contributors are satisfied with their overall Miraheze experience while 3% are not satisfied.

Additionally asked, 95% of contributors say the skin they are using on Miraheze is designed well.

Advanced Users of Miraheze (Administrators/Bureaucrats)

The number of advanced users who responded to the survey is: 125.

<u>Managing Habits</u>

Survey data results show that the most popular category of wikis on Miraheze is community inspired content wikis (representing 28%). There is a even split between games, education, fantasy and private wikis with around 10% share each. With regards to how often users access Miraheze wikis, 50% of respondents say they contribute to Miraheze at least once a day. 1% of respondents said this was their first time accessing a Miraheze wiki at the time of replying to the survey.

<u>Understanding of Key Features</u>

93% of AUs know Miraheze is funded solely through donations and relies on continued support from themselves to sustain and keep Miraheze online. Additionally, 61% of AUs know Miraheze publishes and maintains all its financial information in a publicly accessible venue.

89% of AUs know Miraheze takes user privacy seriously and protects user's data at all costs. 86% of AUs said they know Miraheze is operated solely by volunteers but only 81% said they know that they can volunteer to keep Miraheze running in either a technical or community aspect.

<u>Satisfaction Questions</u>

92% of AUs say they are satisfied with the speed of Miraheze while 5% are dissatisfied. 84% of contributors are satisfied with the uptime Miraheze provide while 5% say they are dissatisfied.

88% of AUs are satisfied with the interaction they have had with staff with 1% saying they are not satisfied with the interactions. On a similar line, 88% of AUs are satisfied with the community interactions they've with no one being dissatisfied.

Overall, 96% of AUs are satisfied with their overall Miraheze experience with no one giving a negative response.

Additionally asked, 99% of AUs say the skin they are using on Miraheze is designed well.

As AUs have extended interaction with different parts of Miraheze, questions were asked on wiki creation speed and task resolution. 90% of AUs were satisfied with the speed of the wiki creation process and 59% were satisfied with task resolutions.

Qualitative Analysis

This section focuses on the analysis of worded section of the survey and then at the end, binding together the quantitative analysis on ManageWiki.

Is There a Reason You Don't Have a Miraheze Account?

MediaWiki doesn't require accounts to contribute to content and Miraheze doesn't put any unnecessary conditions requiring users to have accounts either. Having an account is good for privacy reasons however if the user contributes as it withholds potentially personal information such as IP address from being publicly accessible as well as allowing continued attribution to one's own edits.

The most common reason provided by respondents (57%) on why they did not have an account with Miraheze was that they did not have a need for one. All those who answered this were solely readers and did not self -declare any contribution to any wiki.

The next most common answer provided by 26% of respondents was that they were unsure about whether they needed an account and lacked the information needed to make a judgement call on whether setting up an account was beneficial to them. This included some who self-declared as being active anonymous editors. The remain respondents specified an interest in creating an account however have not created one yet but intent to.

Why is the Skin You're Using Not Designed Well?

The number of responses to this question were so few, no two users shared the same reasoning. Common themes between the responses however were in relation to specific features of poor design including the integration of VisualEditor, poor user interfaces in both desktop and mobile views, the usage of the same skin as Wikipedia and poor i18n translations. One positive response was received which was the introduce of a "Dark Mode" to make browsing of wikis at night would be beneficial to readers and contributors alike.

Why Did You Choose Miraheze?

In previous surveys, this question was asked in a closed format – where respondents would select from a pre-defined list. This was shown to introduce extreme bias into results as respondents would choose which options, they felt were good, and not ones which formed the basis on why they chose Miraheze over other potential platforms. The change to an open question has provided some good data to analyse and understand the reasons behind Miraheze's success.

The joint top answers provided were references to Miraheze's ad-free commitment and Miraheze's free-of-charge commitment. Both are heavily advertised on the Main Page and are pillars of the foundation of the project – this shows these two commitments have served Miraheze well in its success and are factors that should not be considered for removal in any way.

The next common responses to the question referred to the usage of MediaWiki software for the platform, the niche community-ran aspect and ManageWiki. ManageWiki's impact on advanced users will be considered towards the end of this section in more detail.

Less common responses given were; no political association, funded by donations, open source software and code, ability to use custom domains without charge and a clearly defined content policy.

ManageWiki

ManageWiki is a service Miraheze provides to allow advanced users (AUs) to configure their wiki immediately and through an easy to use user interface. This would be the first real instance of product feedback being carried out on the ManageWiki interface and from respondents, 64% of AUs said they have used ManageWiki.

83% of AUs said they felt ManageWiki provided a degree of control over their wiki while 4% said they felt it did not provide a necessary level of control. 89% of AUs said ManageWiki was a flexible tool while conversely 3% said it was not. Comparing with flexibility, the same set of users responded similarly to stating ManageWiki was an easy to use tool.

82% of AUs said ManageWiki was a unique tool while 5% said ManageWiki did not provide anything unique compared to other wiki farms or extensions available to them elsewhere.

Recommendations

This section covers some recommendations that have been drawn from both the qualitive and quantitative sections above as well as unanalysed feedback from the survey's improvement section.

Volunteer Retention

Few comments raised from the survey responses suggest that users have an issue with Miraheze's response times to tasks, issues and incidents as well as a general support black hole at times. Miraheze should make a commitment to try and train and retain new volunteers mostly in a technical capacity. The oldest open task on Miraheze's Phabricator system is currently 386 days old (as of July 22nd, 2019) with numerous other projects have similarly long-standing aged tasks (305 days, 235 days, 301 days and 279 days).

Dark Mode

In a continuing trend among websites, one response asked for a Dark Mode to Miraheze in order to make night-time editing and reading easier on the eyes. Time investment into creating either a Dark Mode theme or modifying an existing theme to support the capabilities of Dark Mode would be minimal but have potentially a larger positive impact on the communities Miraheze serves.

Documentation

Common set of replies to the survey involved documentation regarding Miraheze features (ManageWiki, how to guides etc.) but also better MediaWiki documentation. MediaWiki as a software is well documented however from a search, these are more technical based for basic how-to actions and the more editorial based guides weren't effectively linked from Miraheze for users to find easily.

Improving Miraheze's documentation is a focus that should be taken seriously over the next year – both editorial, advanced users and even technical. This would put Miraheze in a better position to present itself as an easier to use option and attract new organisations and groups who have not yet unlocked the potential a wiki or MediaWiki have to offer.

Mobile Support

Reading the feedback from the survey and trying to understand how Miraheze's mobile support is implemented – this needs to be a focus for the next year. Editing interfaces aren't the best integrate with the current mobile site. Switching to desktop from the mobile view takes numerous steps by the reader and content does not seem to display consistently. When content displays, it is a good design, and this was acknowledged in feedback. The possibility at a mobile application should also be considered.

Information Campaign

Reviewing the data analysis sections above, there is a pattern emerging that readers known the least about Miraheze as a service provider, how it is funded, ran and what it stands for. This trend improves the more a user becomes involved in a wiki's operations however it is concerning to note that there is a still a considerable portion of Miraheze's advanced users who are not aware of Miraheze's financial information. An information campaign should be run through social media and on-wiki to try and improve this information and engagement gap.

Appendix A: Survey Questions

Q1: Which of the following accurately describes your relationship to Miraheze?

- I do not have an account and I use Miraheze only to read wiki(s).
- I do not have an account however I edit wiki(s).
- I have a registered account however I only read wiki(s).
- I have a registered account and I edit wiki(s).
- I have a registered account, I edit wiki(s) and manage wiki(s) as well.

Q2: Is there any reason you do not have an account on Miraheze?

Q3a: How often do you use Miraheze to read wiki(s)?

Q3b: How often do you use Miraheze to edit wiki(s)?

Q4a: Which of the following categories/genres/themes describe the wiki(s) you read?

Q4b: Which of the following categories/genres/themes describe the wiki(s) you edit?

Q5a: How many wiki(s) do you read?

Q5b: How many wiki(s) do you edit?

Q6: The user interface I use on Miraheze is designed well and does not have a negative impact on my Miraheze experience.

Q7: How strong do you agree/disagree with the following statements?

- I have a positive impression of the Miraheze community
- I am satisfied with my Miraheze experience
- I have a positive impression of Miraheze staff
- I am satisfied with Miraheze's speed when using the wiki
- I am satisfied with Miraheze's uptime

Q8: Have you used ManageWiki to manage your wiki(s)?

Q9: Is there any reason you chose Miraheze over other wiki hosting farms?

Q10: How strong do you agree/disagree with the following statements?

- I have a positive impression of the Miraheze community
- I am satisfied with my Miraheze experience
- I have a positive impression of Miraheze staff
- I am satisfied with Miraheze's speed when using the wiki
- I am satisfied with Miraheze's uptime
- The wiki I requested was created quickly
- Tasks I filed on Phabricator were resolved to my satisfaction

Q11: Did you know that the following statements were true for Miraheze?

- Miraheze is funded solely through donations from people like you
- Miraheze publishes all its financial information
- Miraheze has a strong privacy stance (ex. we will never run adverts)
- Miraheze is staffed by volunteers only
- You can help Miraheze as a volunteer in either a technical or community role

Q12: Do you have any issues with Miraheze which have a negative impact on your experience?

Q13: Are there any improvements or ideas you have that would improve your Miraheze experience?

Q14: Now is your chance to make any comments you'd like about Miraheze.

Q15: Would you be happy with Miraheze contacting you to discuss your answers?

Appendix B: Reader Analysis Graphs
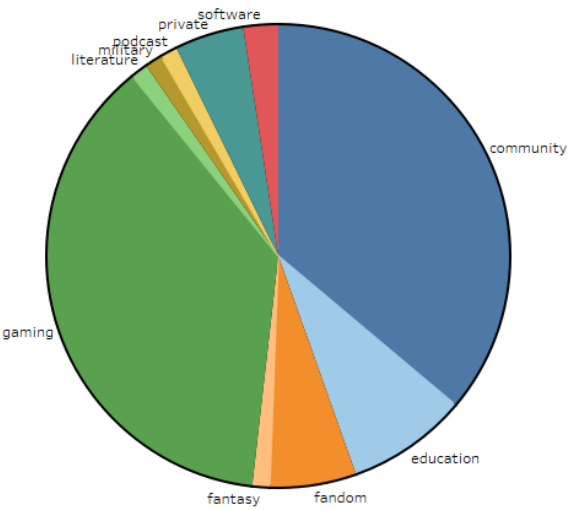
Figure 1: Reader Category Pie Chart
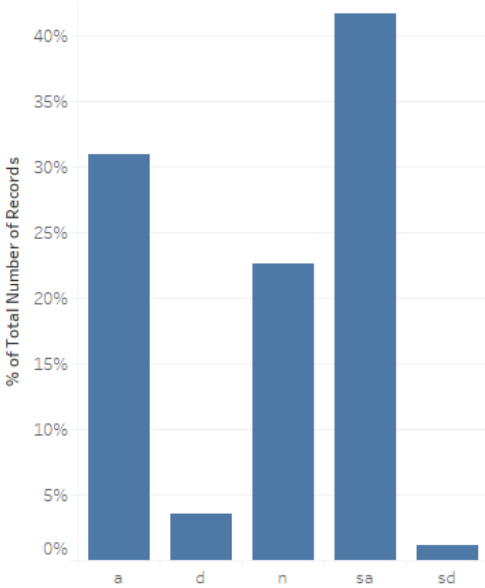
Figure 2: Reader Uptime Results
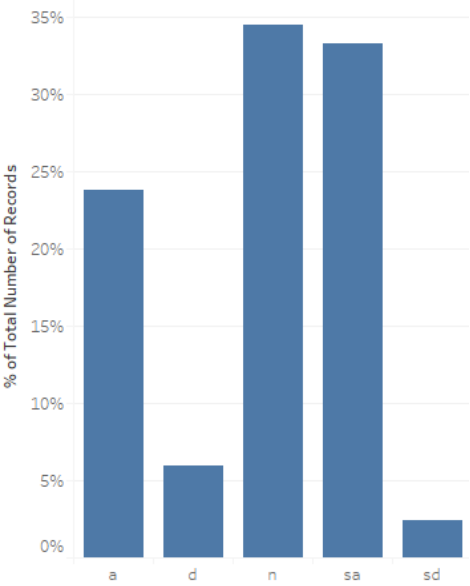
Figure 3: Reader Staff Impressions
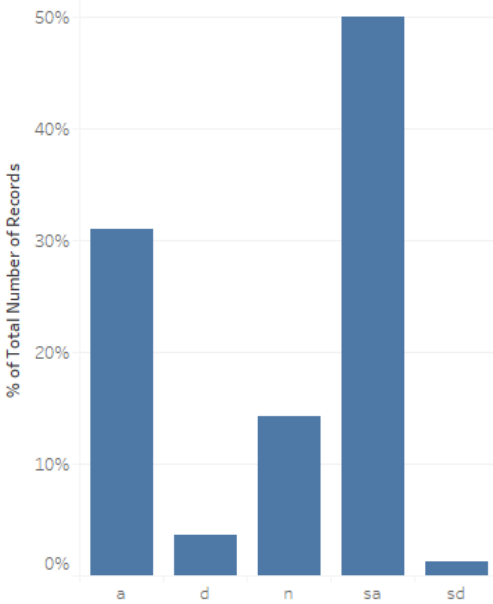

Figure 4: Reader Speed Results
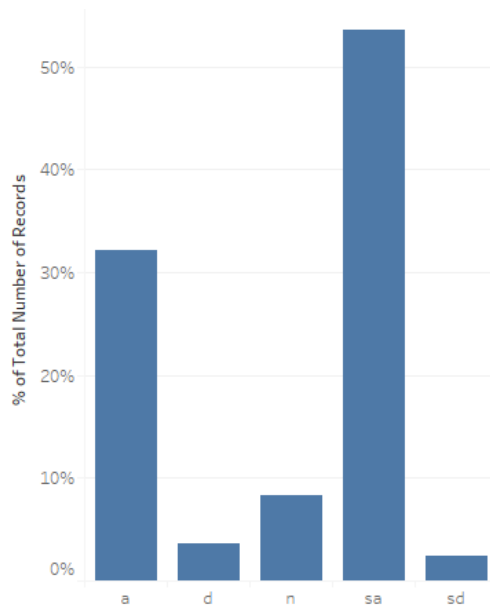
Figure 5: Reader Overall Satisfaction
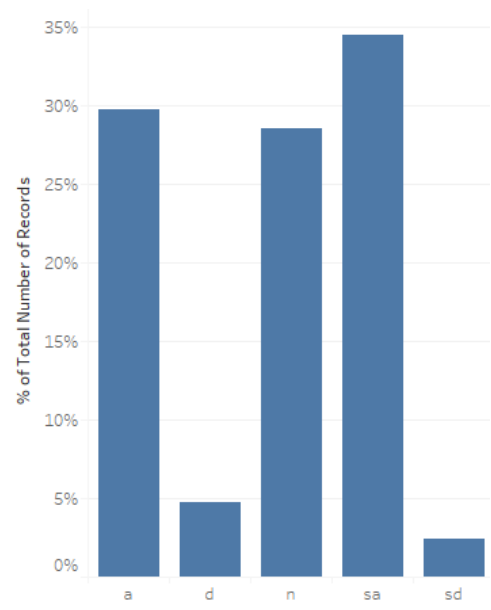

Figure 6: Reader Community Impression
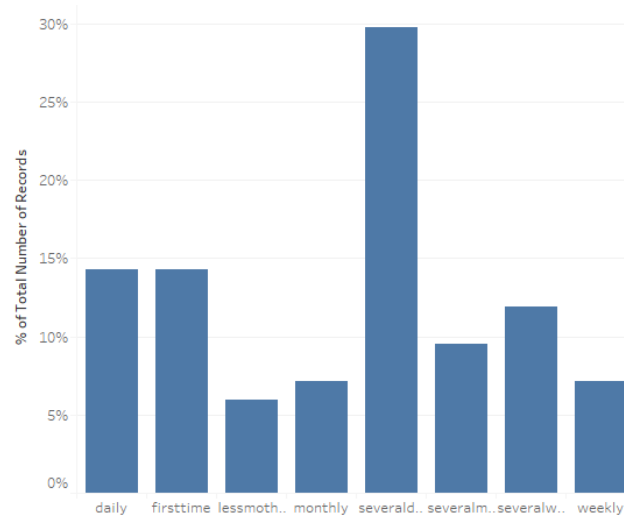

Figure 7: Reader Access Frequency

Appendix C: Editor Analysis Graphs
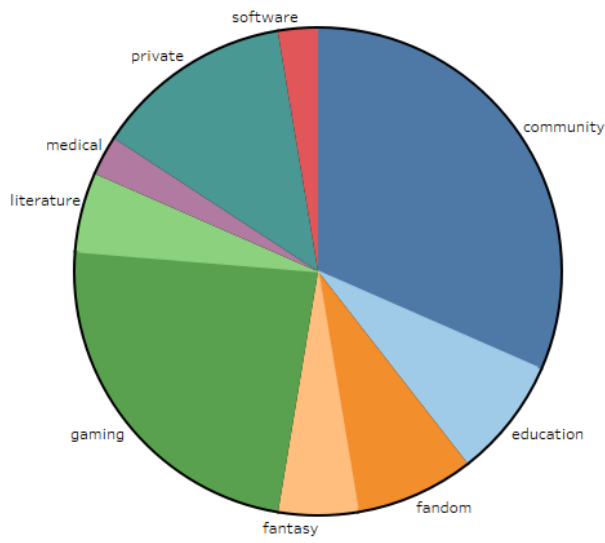
Figure 8: Editor Category Pie Chart
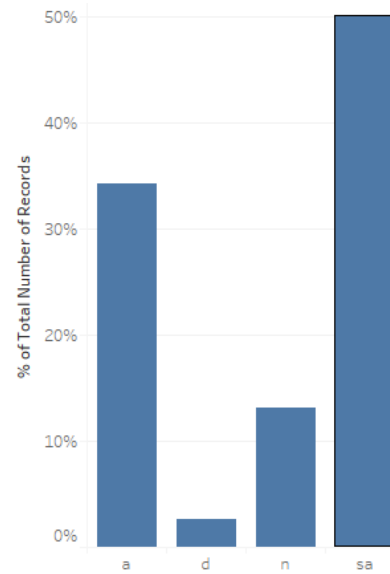
Figure 9: Editor Uptime Results
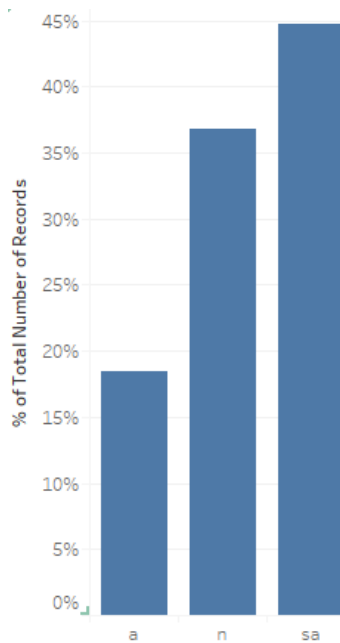
Figure 10: Editor Staff Impressions
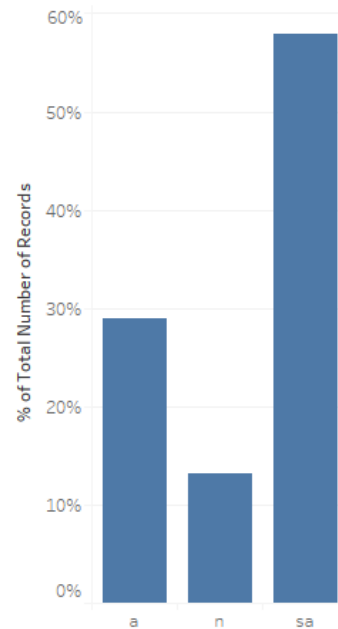
Figure 11: Editor Speed Results
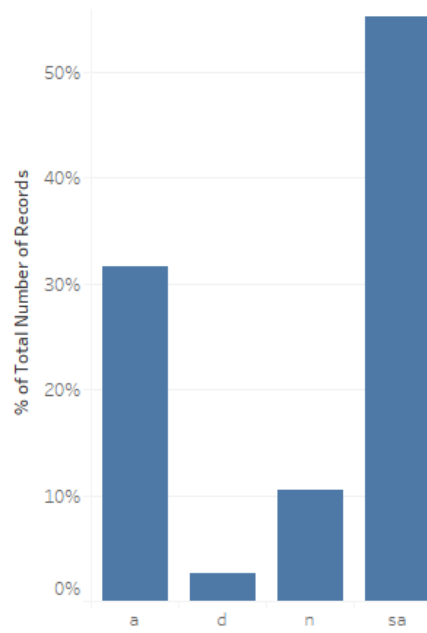
Figure 12: Editor Overall Satisfaction
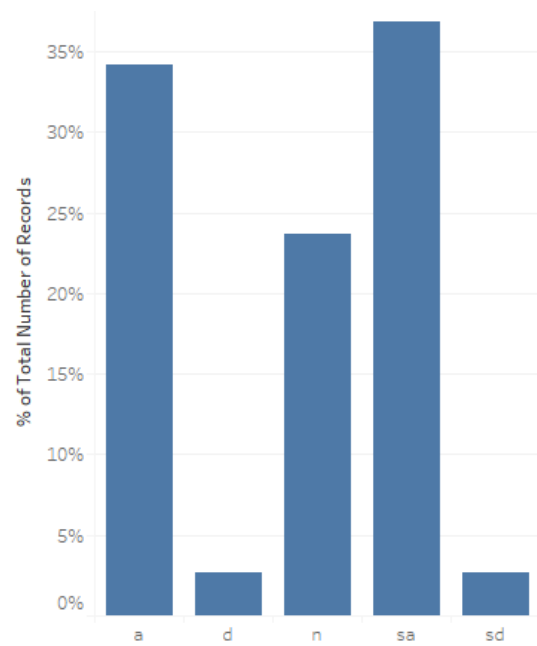
Figure 13: Editor Community Impression
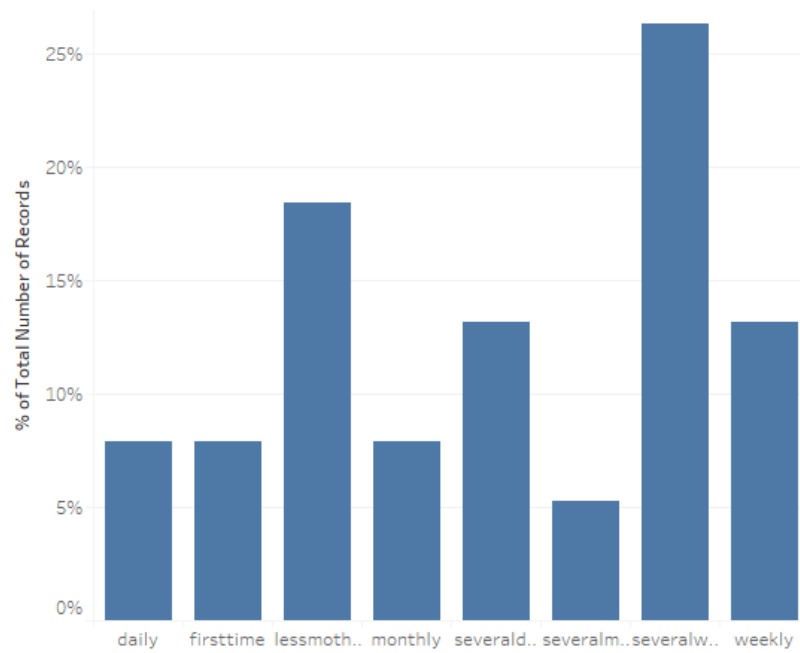
Figure 14: Editor Access Frequency

Appendix D: Advanced Rights Analysis Graphs
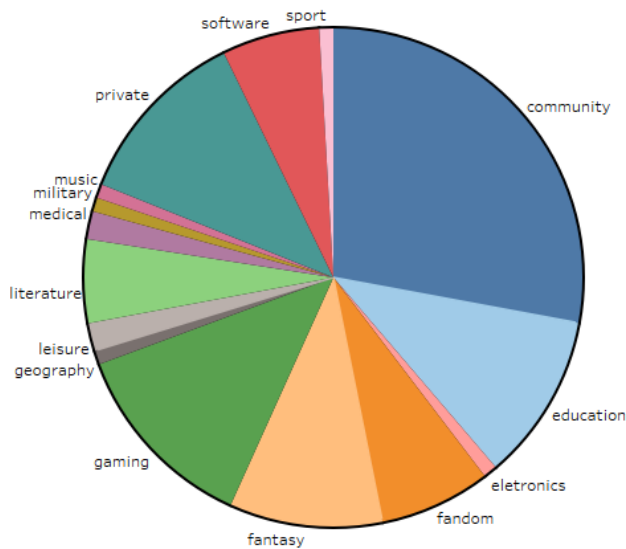
Figure 15: AR Category Pie Chart
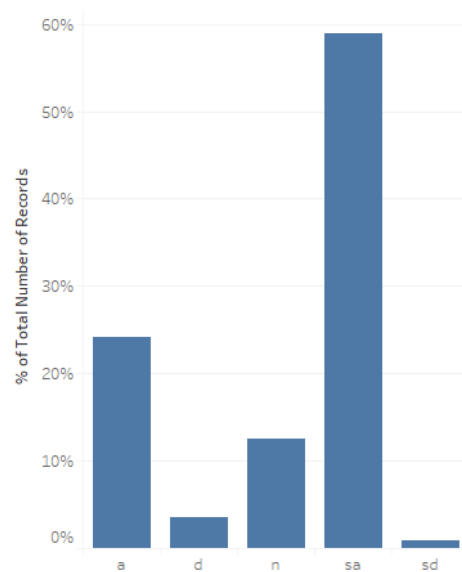
Figure 16: AR Uptime Results
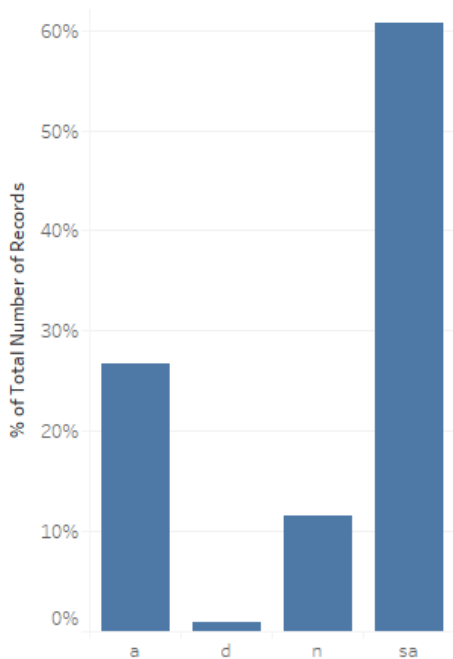
Figure 17: AR Staff Impressions
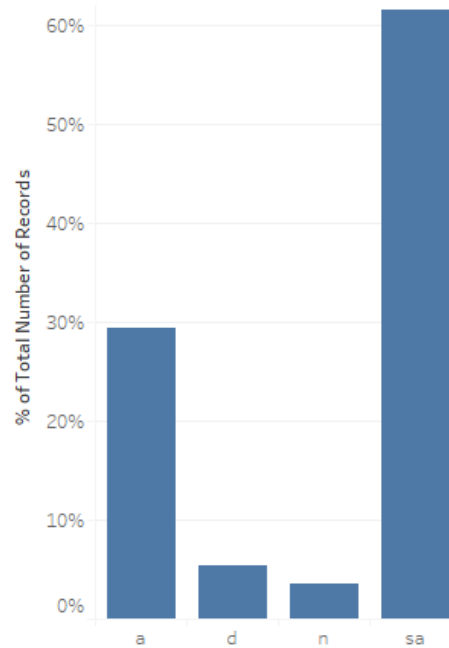
Figure 18: AR Speed Results
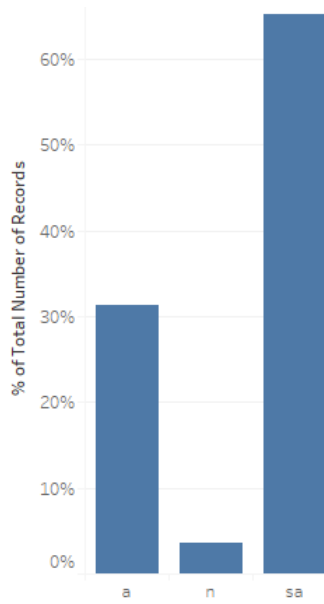
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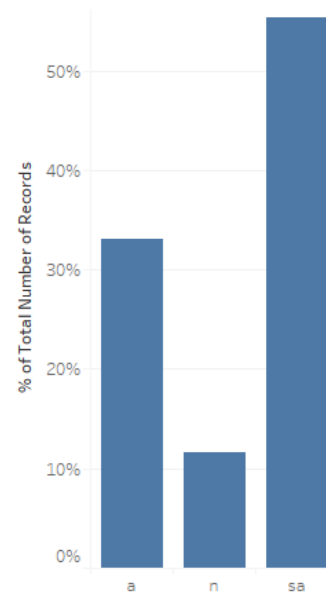
Figure 20: AR Community Impression
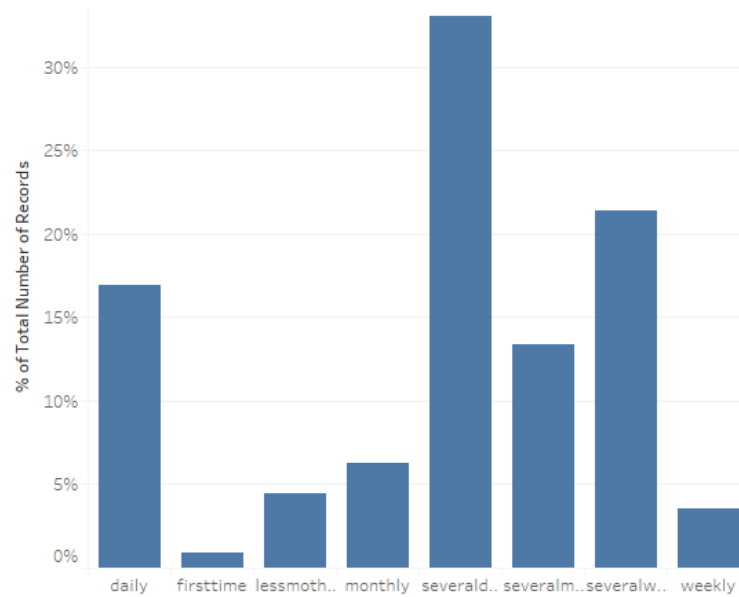
Figure 21: AR Access Frequency
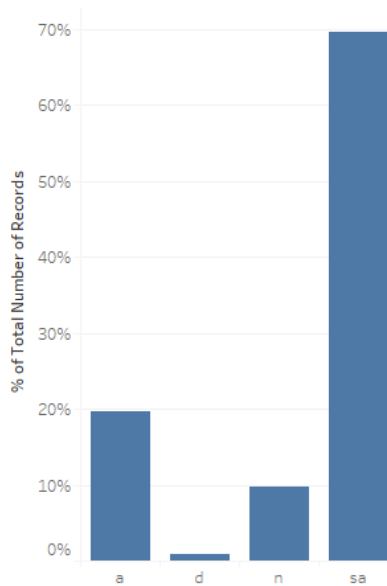
Figure 22: Wiki Creation Speed
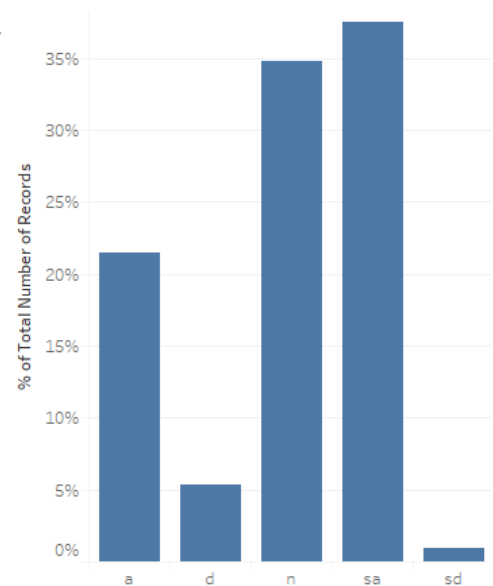
Figure 23: Task Resolution Speed

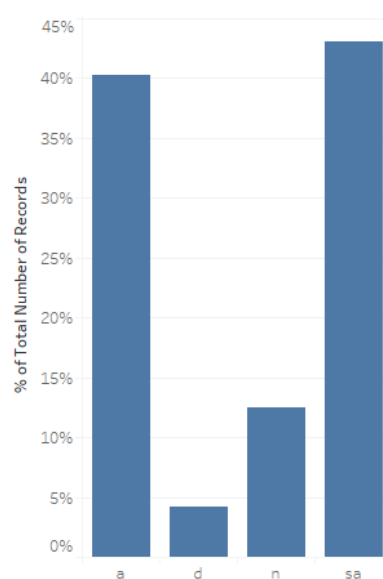# Appendix E: ManageWiki Graphs
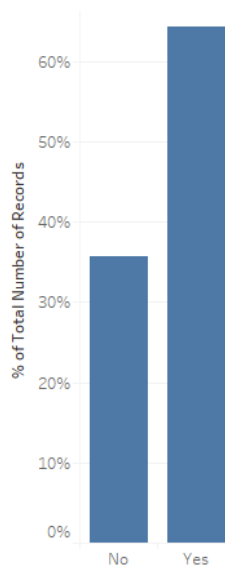
Figure 24: Used ManageWiki
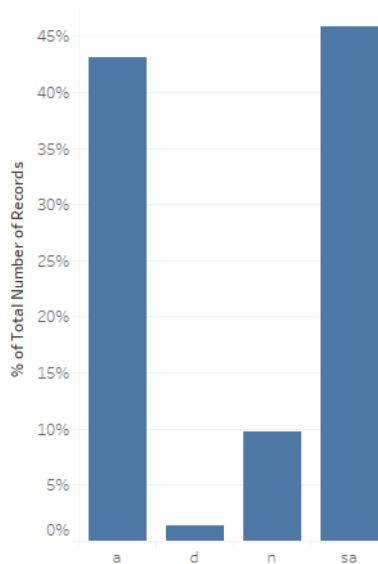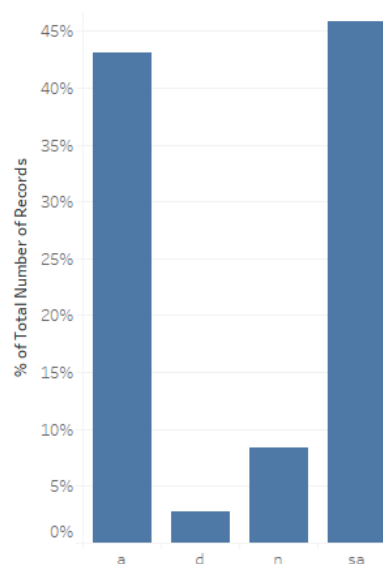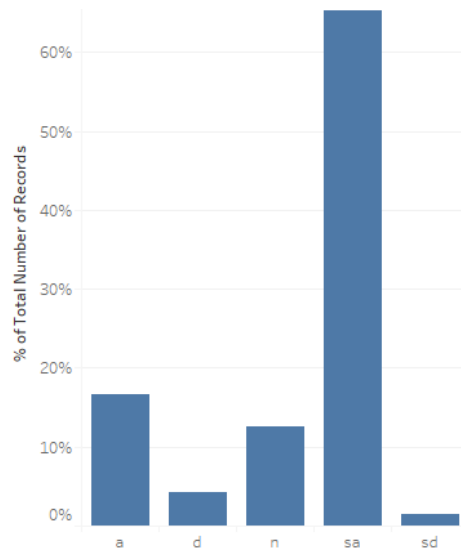

Figure 25: Good Degree of Control

Figure 26: Easy to Use

Figure 27: Flexible Control

Figure 28: ManageWiki Unique