

Summary of survey on Wikimedia UK merchandise

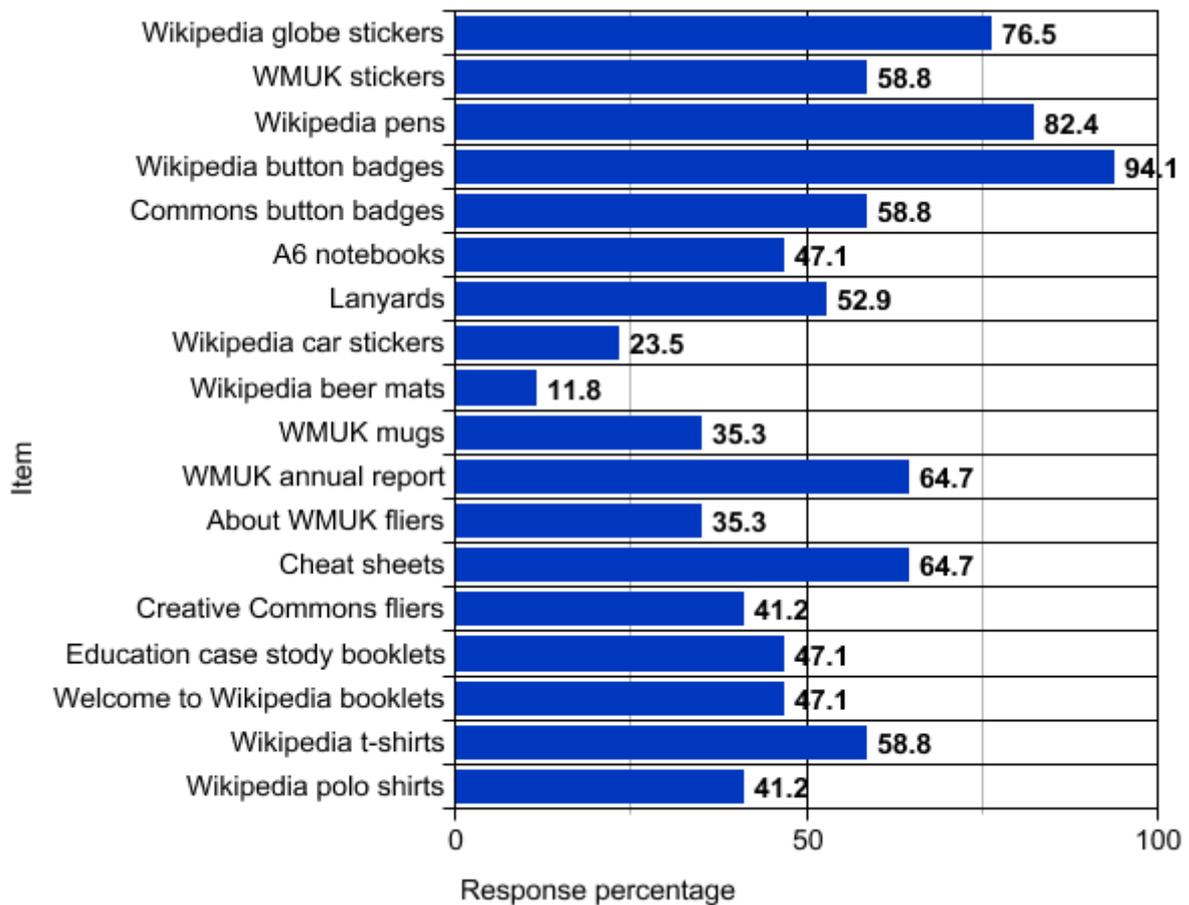
July 2013

We received 17 responses to our survey on Wikimedia UK's merchandise, with an additional comment included under question 4.

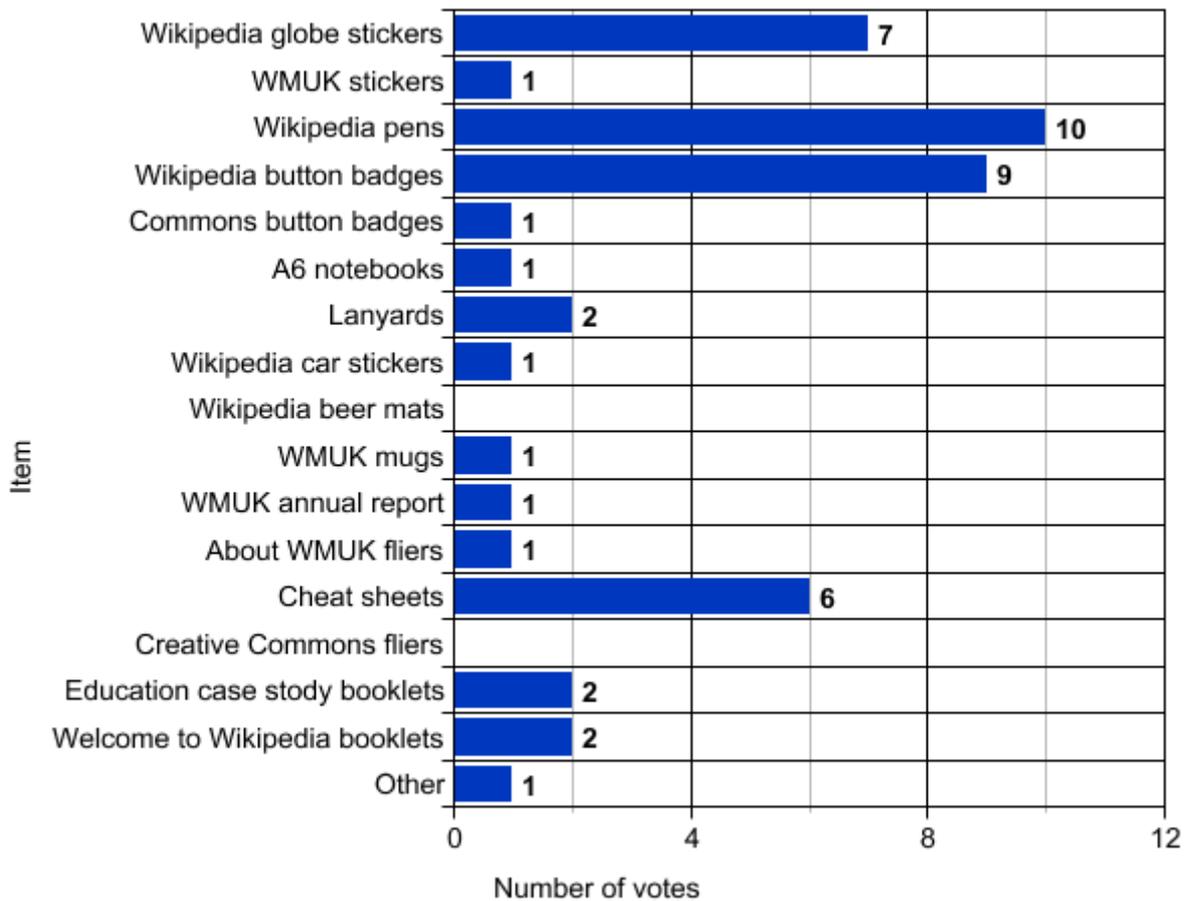
Note: the feedback has been given a numerical value to aid analysis, with the bottom of the scale (eg: "very bad") being given one and the top (eg: "very good") a value of five.

1. What merchandise have you used in the last year? Tick all that apply.

Responses are displayed graphically below.



2. Of the above, which do you see as the most popular at events? Choose up to three.
Responses are displayed graphically below



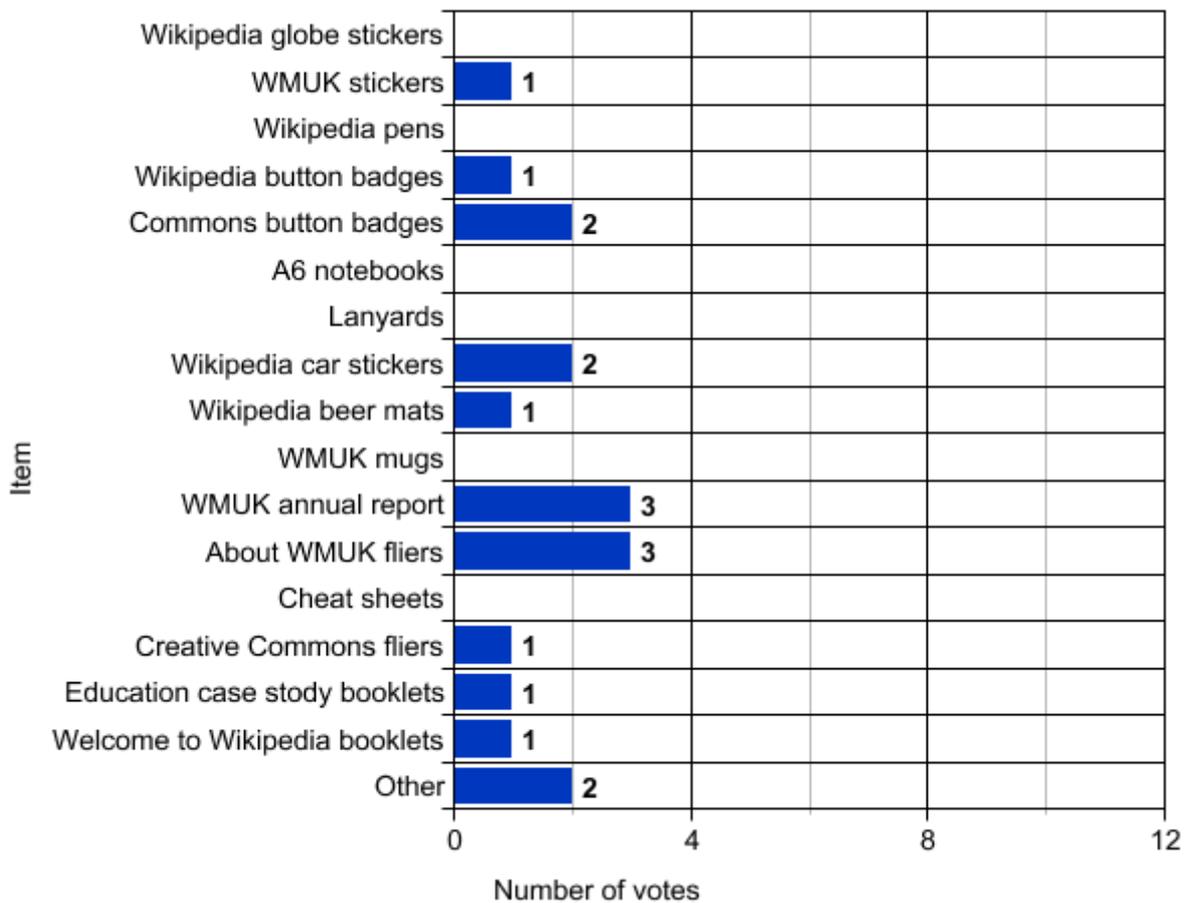
Further comments

Three people remarked how the pens were very popular, one person suggesting this may be because items with practical uses are more likely to continue to be used. Two people commented that the raised Wikipedia globe stickers are higher quality than the paper stickers commonly used at events. Another respondent suggested that some merchandise could be sent out to meetups, as it is infrequently seen there.

See Appendix 1 for further details.

3. Which were the least popular at events? Choose up to three.

Responses are displayed graphically below.



Further comments

Two people noted that some of the merchandise could do with some updating: namely the “about Wikimedia UK A4 fliers” and the introduction to Wikipedia A4 booklets. The comments showed an appreciation that some items are better suited to certain events, although the education booklets are “possibly not being given to the right people”.

See Appendix 2 for further details.

4. What additional merchandise would you like to see in our offer? (If you have ideas for designs as well, please email them over to us.)

As well as collecting suggestions through the Survey Monkey questionnaire, the issue was put to the water cooler and participation sought from the Wikimedia-UK mailing list. The latter directed people to the water cooler, and received 20 click throughs. Only one person contributed to the water cooler.

Of the 11 responses to this question, 5 focussed on the issue of t-shirts. Comments suggested a wider range of designs would be desirable. Still on the subject of clothing, Wikipedia ties, and baseball caps were suggested. Another person noted that the cheat sheets could perhaps do with some revision, which other similar handouts on the subject of WP:BRD, indentation, civility etc would be useful.

Other materials suggested included:

- business cards
- camera straps
- key rings
- USB flash drives
- fridge magnets
- mugs
- stickers saying "I edit" and "Wikiedpia: Powered by me"

See Appendix 3 for further details.

Appendix 1: Of the above, which do you see as the most popular at events? Choose up to three – further comments

“The raised sticker with the globe and text underneath is clearly the most superior sticker; it looks really nice on my iPad”

“Things that have a practical use (like pens) tend to be popular, and I would imagine less likely to end up in the bin”

“People love the pens!”

“Often not available at meetups, would be good for small packs of items like these to be sent to people organising the meetups.”

“The cheat sheets are very useful at training events. Trainees value them because they found them useful.”

“The small "3D" stickers are usually more popular than the large flat ones. Pens also go down very well. Mugs probably would be very popular but I never gave them out at workshops!”

Appendix 2: Which were the least popular at events? Choose up to three – further comments?

“If "About Wikimedia UK fliers" are the yellow A4 sheets, they're hopelessly out of date.”

“They all have different strengths for different contexts. I don't think any are a total waste, though I haven't seen anybody driving about with Wikipedia car stickers.”

“Depends on the type of event! 'Welcome to wikipedia' leaflets would be useful at editathons, not at meetups. Generally better to steer towards cheap and reusable rather than expensive or one-time-use.”

“Polo shirts and T-shirts appeal to a few people but I think most wouldn't like to be personally branded.”

“The education case study booklet is, in fact, very interesting, but it's possibly not being given to the right people.”

“The blue booklets are elderly and not very enticing. Annual report and WMUK leaflets don't get much uptake. I've never used the small notebooks but can't see them being very popular outside of a conference setting.”

Appendix 3: What additional merchandise would you like to see in our offer??

“USB flash drives might be worth considering. I have one from my university - nothing fancy, just 1GB with the university crest on - but I regularly use it and it's nice to have something from the uni. There's a more bespoke option as demonstrated by the British Museum which has flash drives in the shape of the Rosetta Stone, which catches the eye.”

“I'd probably wear a Wikipedia t-shirt if I had one; the Wikipedia polo shirt somehow isn't really my style.”

“At events, people have asked about t-shirts with slogans (like [citation needed]) written on them.”

“Students write Wikipedia: Mugs and fridge magnets. Cooler T-shirts that you can wear casually not just at events.”

“Variety in t-shirt designs (and in a variety of sizes); ties (might not be popular, but could be useful for certain occasions or for people who dress formally for work etc); hats/baseball caps (useful for large events); business cards (very useful for distributing contact details at events); notebooks are excellent, though perhaps more useful for volunteers than for outreach.”

“Not just Wikipedia on badges or stickers, but "I edit", "Powered by me". Create some #wikipride.”

“Welsh language stuff”

“Firstly, I would try to optimise the cheat sheet. e.g. Do we need a caveat next to the external links tip? Secondly, is there anything else equally useful? A guide to sourcing? A guide to talk page norms (e.g. signatures, indentation, civility, BRD)? A guide to sources of help?”

“A cheaper alternative to the Wikimedia UK polo shirts, e.g. Wikipedia t-shirts. These could be given to attendees at things like training events, or possibly even at things like Wikilounges if the production cost is low enough.”

“Wikipedia and Wikimedia Commons DSLR camera straps”