Recruitment, retention & motivation volunteers

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Question 1

Do you focus on newbies or do you work with the actual community?

Motivation as a key

„**Motivation** is the reason for people's actions, willingness, and goals.“
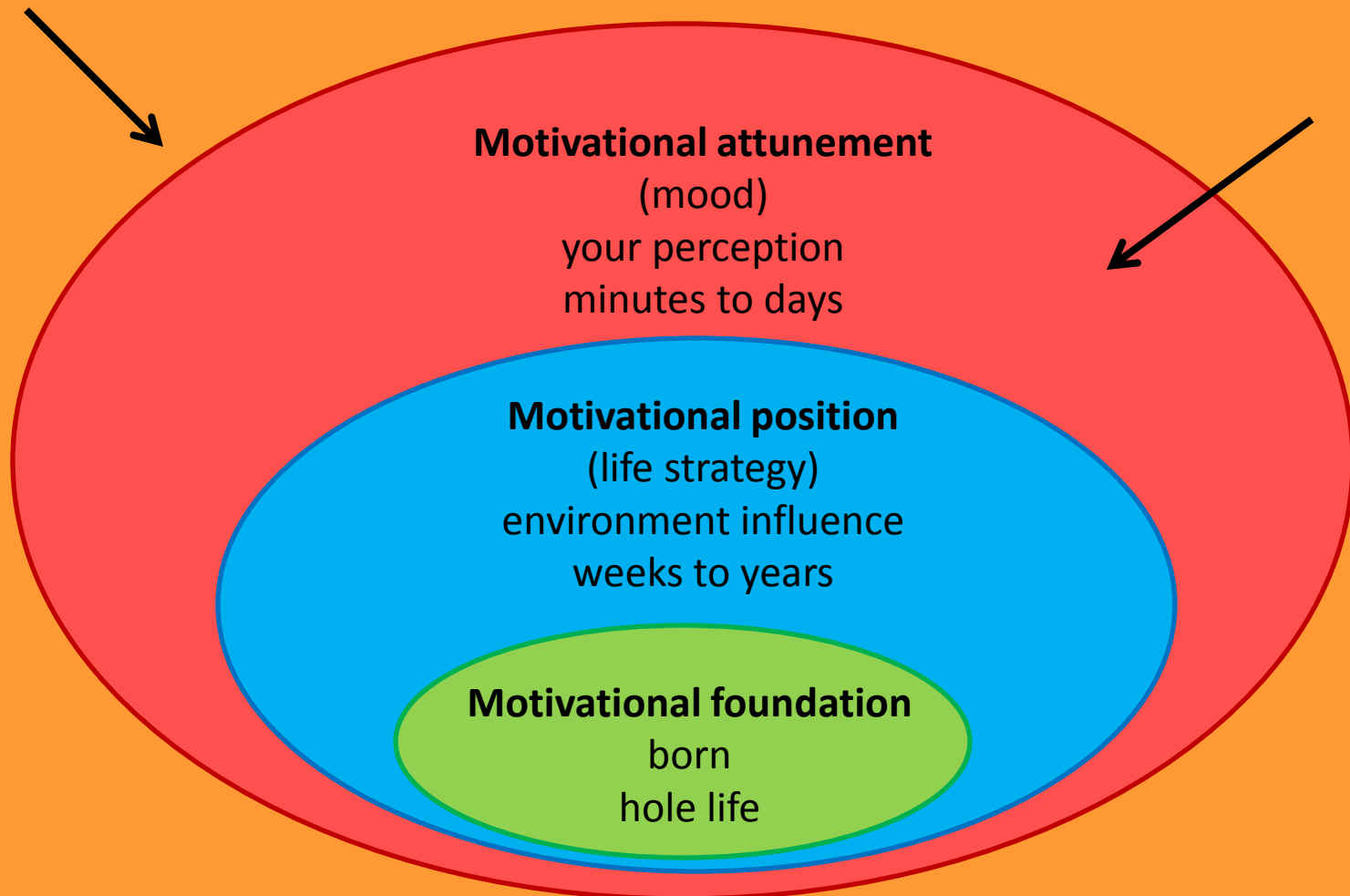
...English Wikipedia

Personal typology

- Jiri Plaminek
  - easy to remember, 4 groups
  - scalable
  - motivational typology
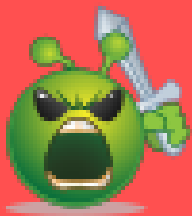- *MBTI (Myers-Briggs Type Indicator)*
- Wikimedia user personas (WUP)

Question 2

Do you know MBTI or WUP?

Motivational field

Motivational attunement
(mood)
your perception
minutes to days

Motivational position
(life strategy)
environment influence
weeks to years

Motivational foundation
born
hole life

Mood (motivational attunement)

- mood determination
  - non-verbal communication
    - Face to face, audio
  - know the person (smilies, abbrevs)

- use of mood for motivation
  - sad – wait a few days
  - angry/happy – smaller tasks
    - source of the mood

Question 3

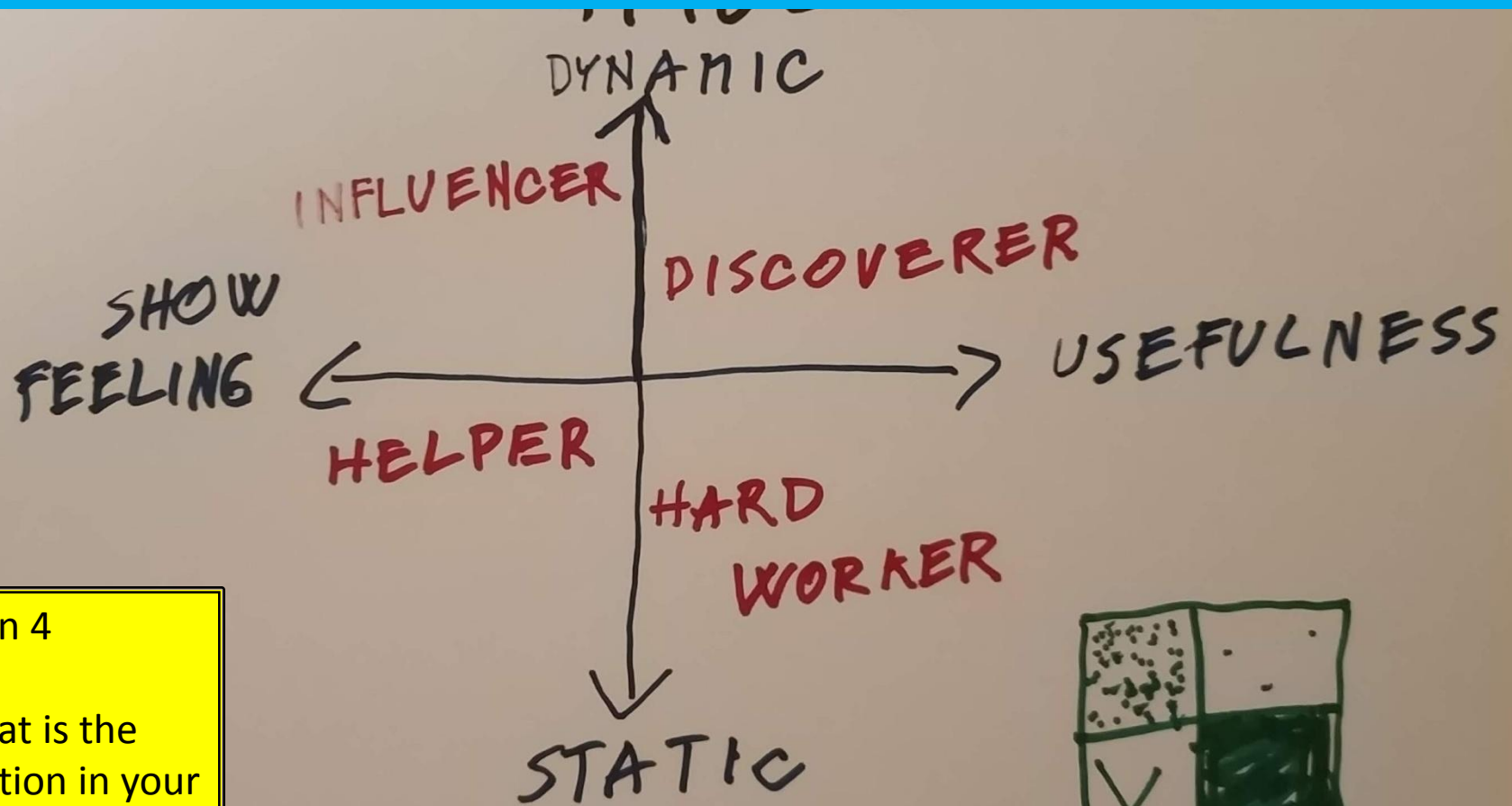Have you ever motivated fellow Wikimedian in a mood?

Motivational field

Motivational attunement
(mood)

Motivational position
(life strategy)
environment influence
weeks to years

Motivational foundation
born
hole life

Motivational types of people

DYNAMIC

INFLUENCER

SHOW
FEELING

DISCOVERER

USEFULNESS

HELPER

HARD
WORKER

STATIC

Question 4

What is the distribution in your community?

How to determine the motivational type?

1) unknown person
   a) from their role (job)
   b) reaction on praise and critics
2) wikimedian
   1) from their role
   2) behavior observation
      1) praise
      2) criticism
      3) load (of work)
      4) injustice
      5) conflict

Question 5

In which roles you would expect different personality types in your non-wiki society?

expert -> questionnaire -> you

Reaction to praise and criticism

INFLUENCER	DISCOVERER
HELPER	HARD WORKER

PRAISE

CRITICISM

"It wasn't easy." "I wonder what I got for it." "Look, I will show you how I did that."	"I know." "It looked more difficult than it was." "I am working on something else now."	"It's a lie!" "How somebody, who does not edit can evaluate me?!" "There is no problem at all." "If there were tools…"	"I know." "It really didn't go well." "Now I know, next time I'll do it better." "What happened, happened."
"Give thanks to others!" "I will write it to others." "It would be difficult without your input."	"Thank you!" "Fantastic." "I could add images and create Wikidata links."	"Sure, we'll fix it." "I am sorry, I haven't got an idea that it is so important."	"I am sorry, Ill fix it." "Probably you are right." "You are the team leader."

Examples of influencers and HWes

- Influencers
  - the admin for the 3rd time backed by FA
  - from the bottom to the top with FA
  - valuable in offline projects

- Hard workers
  - taking his grape encyclopedia to Wikipedia
  - Wikidata team and database owners
  - [New Zealand Wikipedian at Large](#)

Question 6

Do you have an influencer/a HW story?

Influencers and Hard workers

Personality type	Recruitment		Retention
	WHERE	HOW	HOW
		Motivation	
Influencers	Active in organisations/communities, positions	Wikipedia influence, organisational structure	100 GA → admin → 300 GA → chair
		No demotivation	
Hard workers	Deep interests	Precision, automatically	100 GA → 150 GA

Thanks!

What would happen if one group prevailed?

- strong Influencers
  - too much press on others
  - cheating, manipulation with results
- majority of Hard workers
  - distance, non-friendly atmosphere
  - don't want to present their good job

- Note: hard workers are in majority if there are no or weak influencers.

Diversity

- natural society:

  - has all 4 groups with certain dynamics

- wiki society:

  - is going well with the lower strength of <u>Influencers</u> and a good amount of <u>Hard workers</u>

    - <u>Discoverers</u> make equilibrium in the society, limit the strength of <u>Influencers</u>

  - <u>Helpers</u> set up a good mood of the society and help (newbies)

Discoverers and Helpers

Personality type	Recruitment		Retention
	WHERE	HOW	HOW
		Motivation	
Discoverers	Project leaders, hidden	Engagement	100 GA → patrolling → OTRS
		No demotivation	
Helpers	Women, keepers	Help children/others	30 A → patrolling/helping newbies/making fun

Will we recognize their work on Wikimedia projects?

Examples

- Discoverers
  - …
  - …
  - …

- Helpers
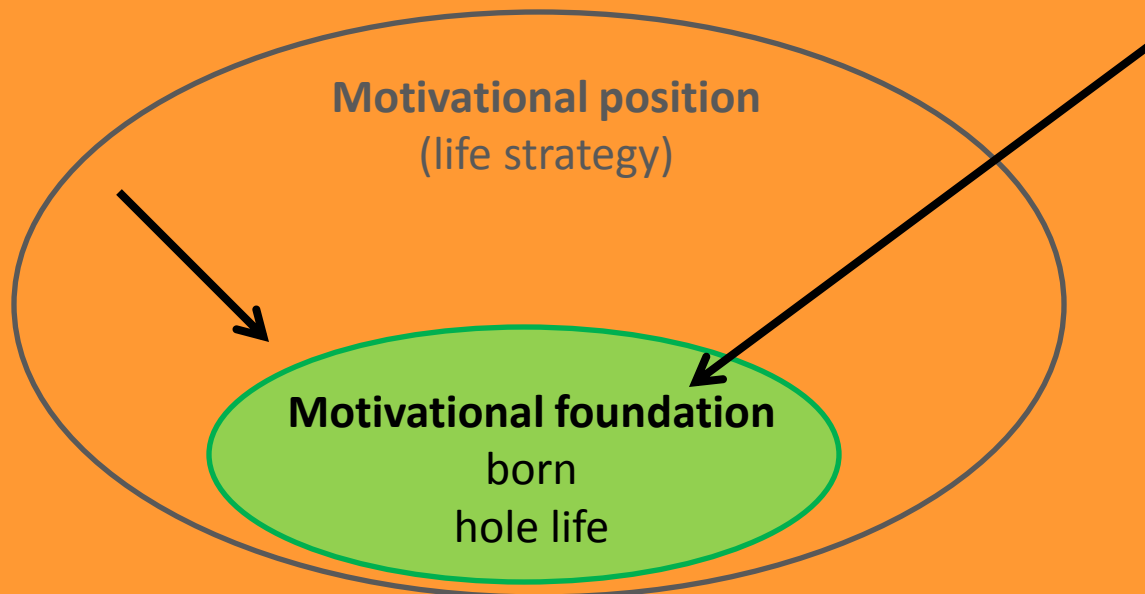 - good admin/bad admin
  - mentor from the chapter
  - …

Question 7

Do you want Discoverers and Helpers or just H Wes in your community?

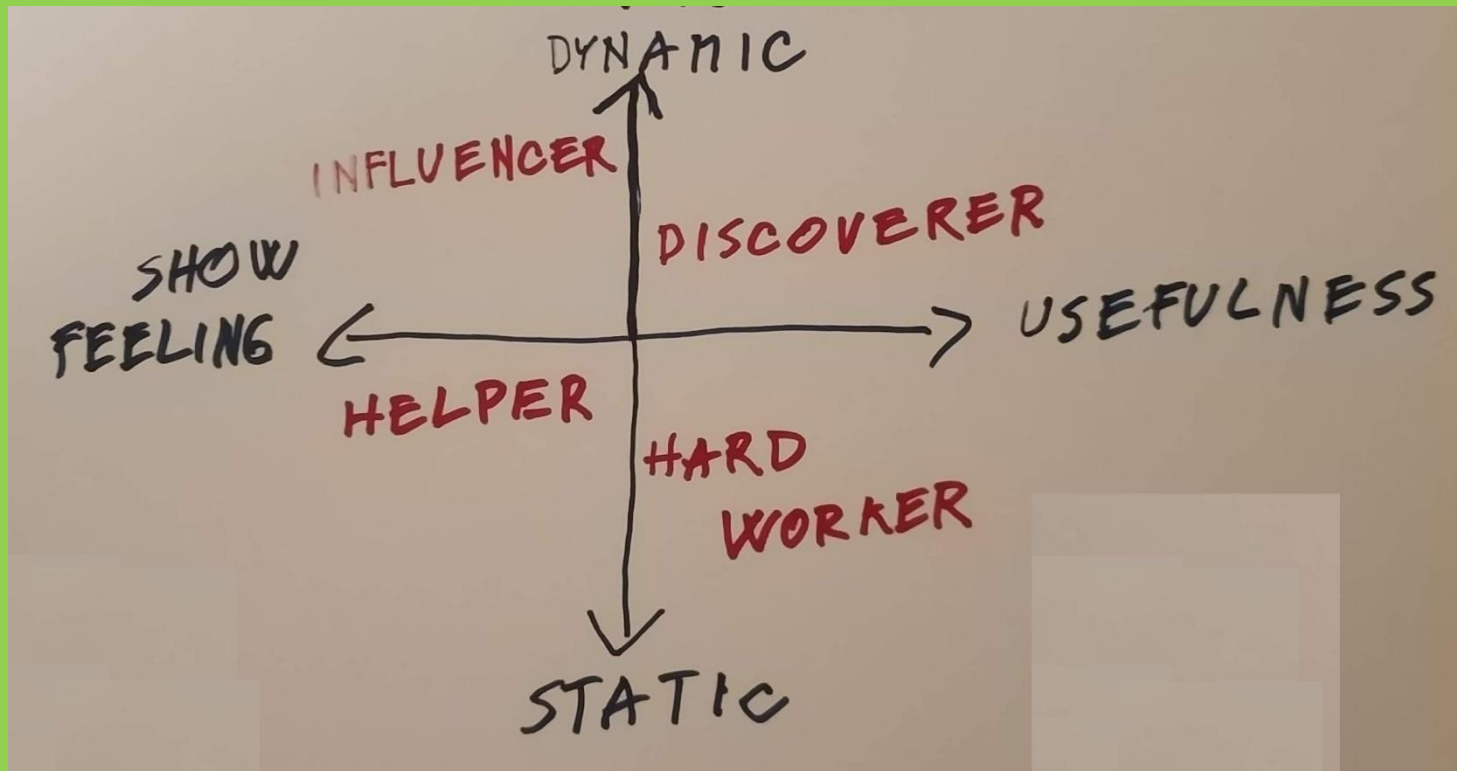Question 8

What is your Discoverer/Helper story?

Motivational field

Motivational foundation

- four groups with no variation

Homework and questions

- answer all questions from the presentation to the etherpad
- discuss your answers with fellow Wikimedians

- questions to the presenter

Thank you for your attention!

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