

**REPORT ON WIKIPEDIA EDITING TRAINING PROGRAM AIMS
AT BRIDGING THE GAP ON AFRICAN FILM/CINEMA CONTENT**

BY

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SUMMARY

This report presents the findings of an impact analysis conducted on a training program focused on Wikipedia editing in the context of African film and cinema. The objective of the analysis was to assess the impact of the training on participants' knowledge and skills related to editing Wikipedia articles on African film and cinema topics. Key findings indicate significant improvements in participants' understanding of Wikipedia editing principles and increased engagement with African film and cinema content on Wikipedia.

INTRODUCTION

Culture Connect Africa Project is a unique WikiProject developed by African & Proud that aims at crowdsourcing contributions enriching Wikipedia's content on African culture. This dynamic project encompasses various sub-projects, each designed to spotlight different facets of African heritage and creativity.

This initiative encompasses three transformative projects of which **African Cinema/Film** is one of them. These projects collectively aim to amplify the rich tapestry of African cultures, filling content gaps on Wikimedia platforms and fostering a more inclusive representation of African heritage.

Africa Cinema/Film project aims at bridging the content around African Film and Cinema, it aims at promoting and projecting Nigerian/African cinematic heritage, including notable films, actors, theater, media or distribution companies. The project not only focuses on English Wikipedia, but also aims at covering language Wikipedia projects including but not limited to Yoruba Wikipedia, Igbo Wikipedia and others.

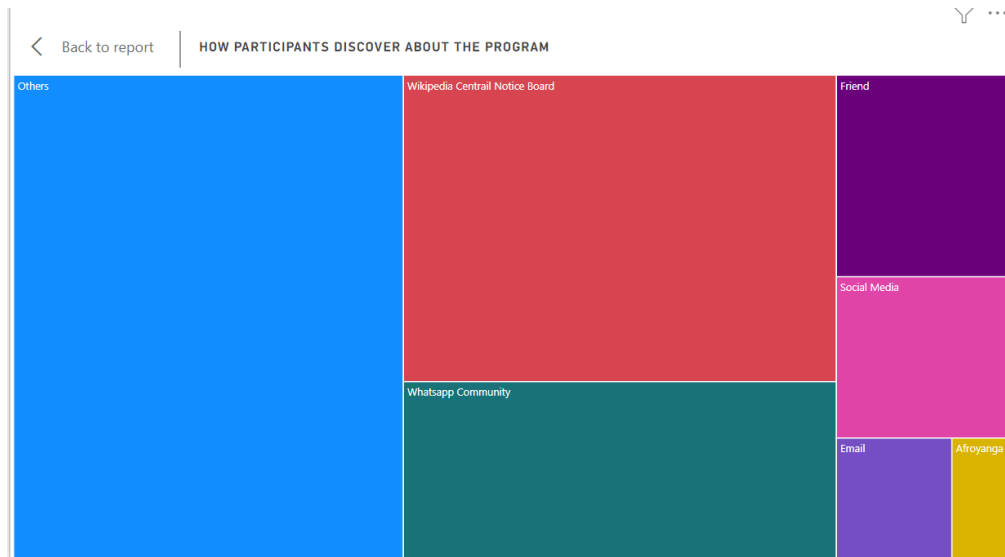
The analysis sought to evaluate the effectiveness of the training in achieving its objectives.

METHODOLOGY

Data for the impact analysis were collected through pre-training and post-training questionnaires, consisting of survey questions designed to measure participants' knowledge and confidence levels regarding Wikipedia editing and African film and cinema topics. Data cleaning and feature engineering was done using python while the visualization was done using Microsoft PowerBi.

KEY FINDINGS

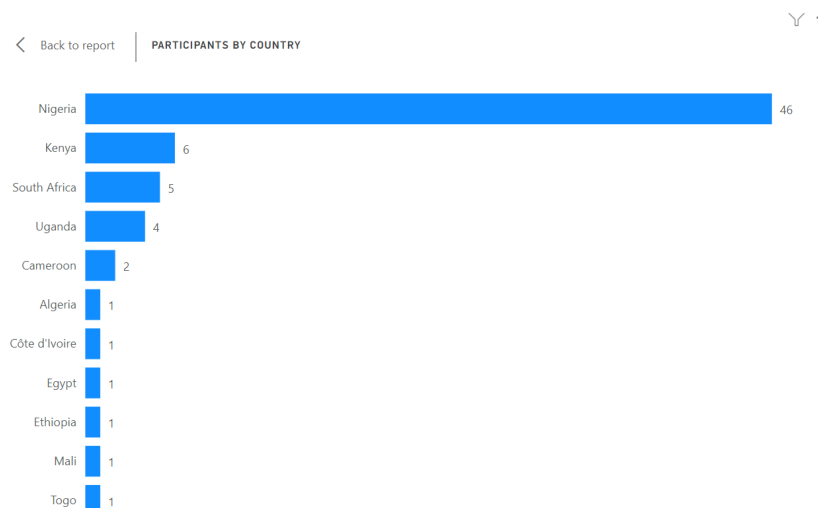
Participants Recruitment Channels: This section explores how participants discover the Wikipedia editing training program. The analysis revealed participants learned about the program through different channels and also referrals i.e. word of mouth promotion within existing networks.



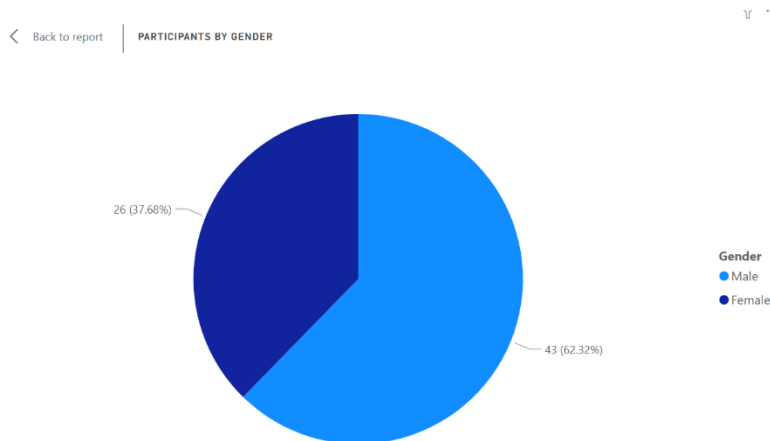
Participants Demographics

This program had a total of 69 participants from diverse backgrounds. The different demographics of the participant will be explored further.

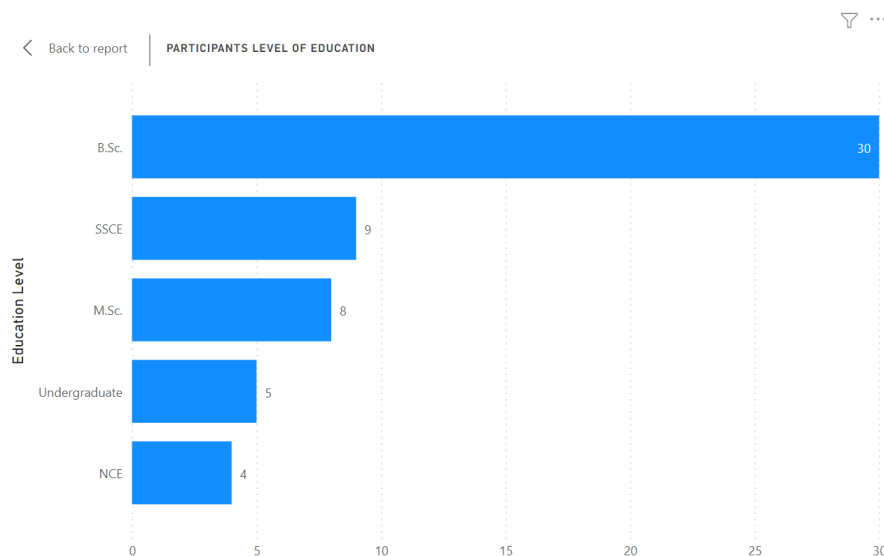
- **Country:** This program included participants from 11 African countries. Here's a breakdown of some key observations:
 - ✓ **Number of Countries:** 11 African countries were represented.
 - ✓ **Dominant Country:** Nigeria had the highest participation rate with 66.7% of all participants. This can be explained by the organizers being Nigerian, allowing them to effectively reach a larger audience within the country.
 - ✓ **Top 3 Countries:** Nigeria, Kenya, and South Africa are the top 3 countries in terms of participant representation.



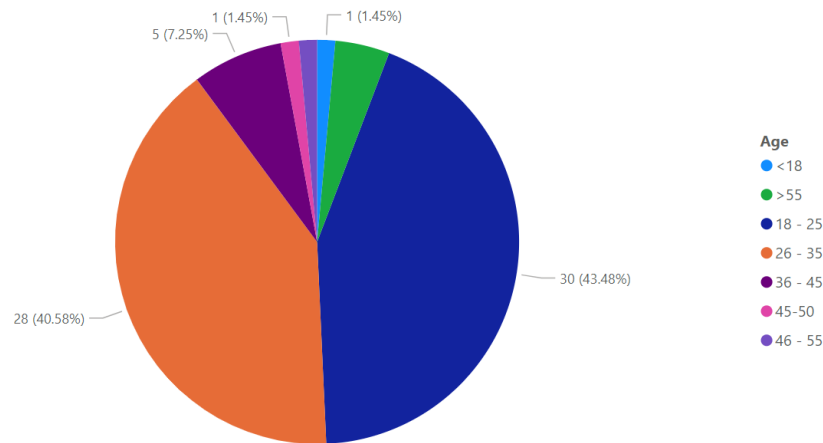
- **Gender:** In terms of gender, we have 62.3% (43) of our participants being male and 37.7% (26) remaining are females



- **Educational Level:** 53.6% (30) of our participants are B.Sc. holders. It is also worth to say we also have Ph.D holder as one of the participants.



- **Age Distribution:** The pie chart below reveals the age distribution of the participants in the training program. A significant portion, 84% fall within 18 – 35 years old. Wikipedia Editing is technology driven and this insights reveal that we have high numbers of technology driven generation as participants.



Pre-training Survey

Prior to the commencement of the training, participants completed a pre-training assessment to gauge their baseline knowledge and familiarity with Wikipedia editing and African film and cinema topics. Encouragingly, 75% of participants indicated some level of awareness about Wikipedia editing. This suggests a potential interest in contributing to the platform, especially related to African film and cinema. The survey also measured participants' interest in African film and cinema. This finding strengthens the positive outlook, as there seems to be an overlap between awareness of Wikipedia editing and a passion for the chosen content area.

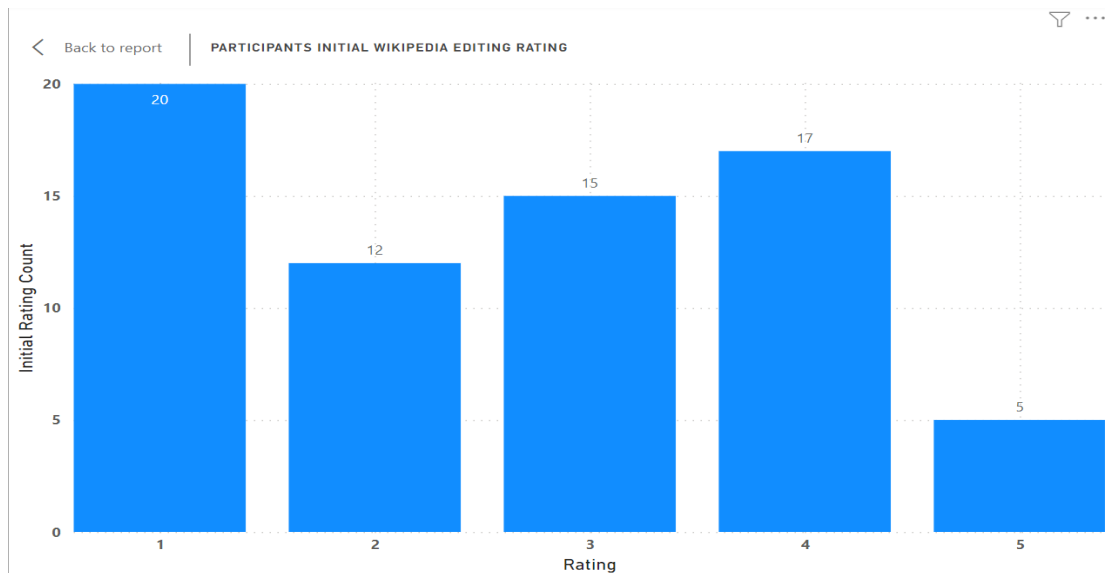


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PARTICIPANTS INTEREST IN AFRICAN FILM AND CINEMA

A bar chart showing the count of participants for each interest level in African film and cinema. The x-axis represents the interest level (Low Interest, Interested, Highly Interested) and the y-axis represents the count of participants (AFC Interest Level). The counts are 15 for Low Interest, 10 for Interested, and 44 for Highly Interested.

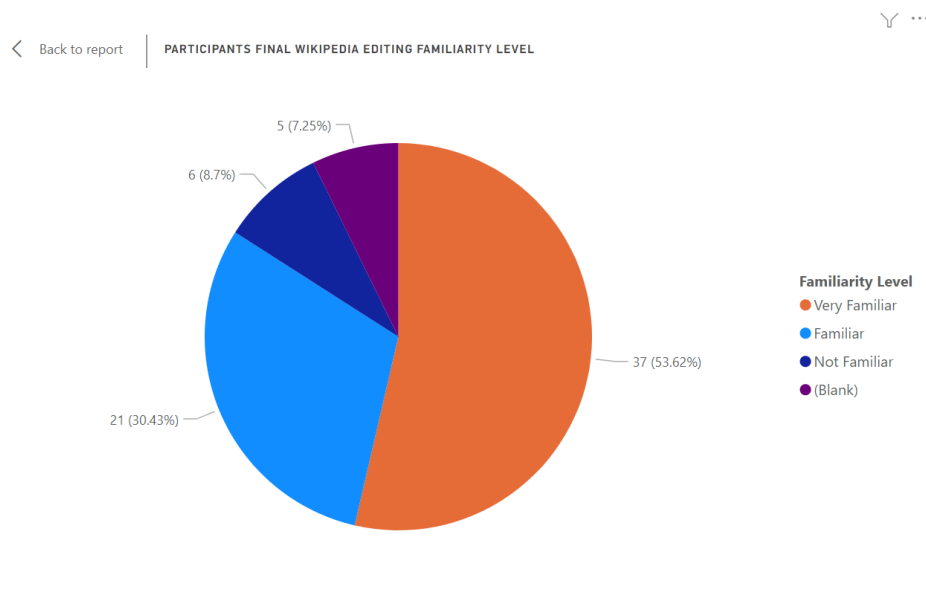
Interest Level	Count of AFC Interest Level
Low Interest	15
Interested	10
Highly Interested	44

A key aspect of the pre-training survey was evaluating participants' existing knowledge of Wikipedia editing. Participants rated their familiarity on a scale of 1 (least familiar) to 5 (most familiar). The results indicate that roughly 49% of participants rated themselves towards the lower end of the scale. This suggests that nearly half of the participants entered the program with a limited understanding of Wikipedia editing practices.



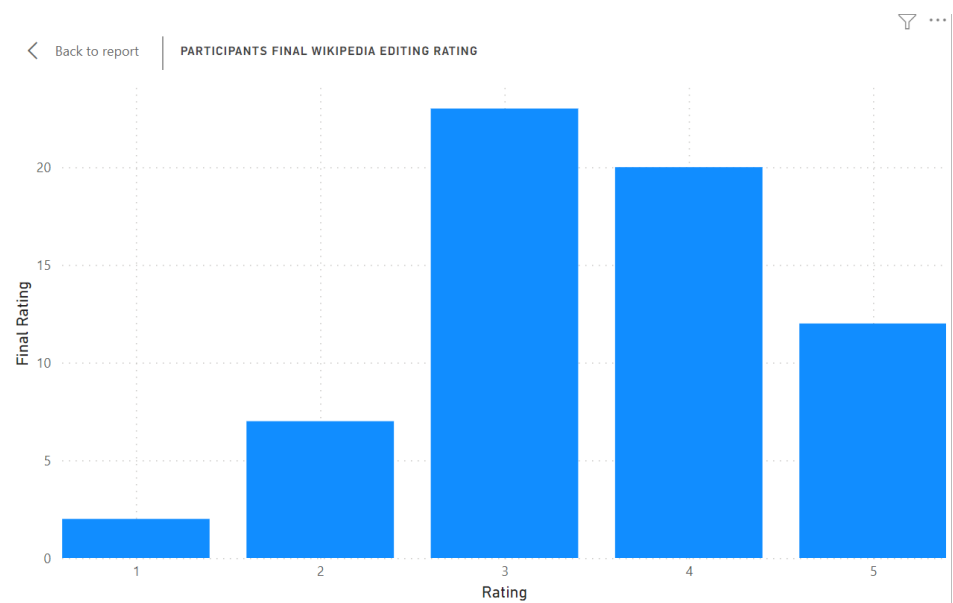
Post-training Survey

Following the training, participants completed a post-training survey to measure changes in their knowledge and confidence levels. There was a significant rise in the percentage of participants familiarity with Wikipedia editing environment. After the training, 53.62% reported this high level of familiarity, compared to only 30.43% initially.



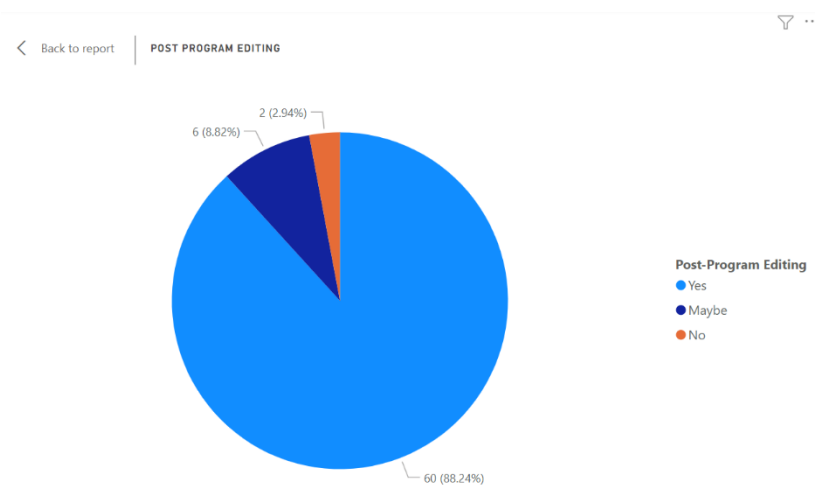
The survey also measured participants self-reported Wikipedia editing skills on a scale of 1 (least familiar) to 5 (most familiar). The results again had a positive impact. Participants rating improved across the board highlighted the training’s effectiveness in developing their practical skills.

Using the same survey, participants were also allowed to rate their wikipedia skills level on a scale of 1 (least familiar) to 5 (most familiar). The result shows a significant improvement to the initial rating. Participants rating improve and this once again highlights the impact of the training on every participant.

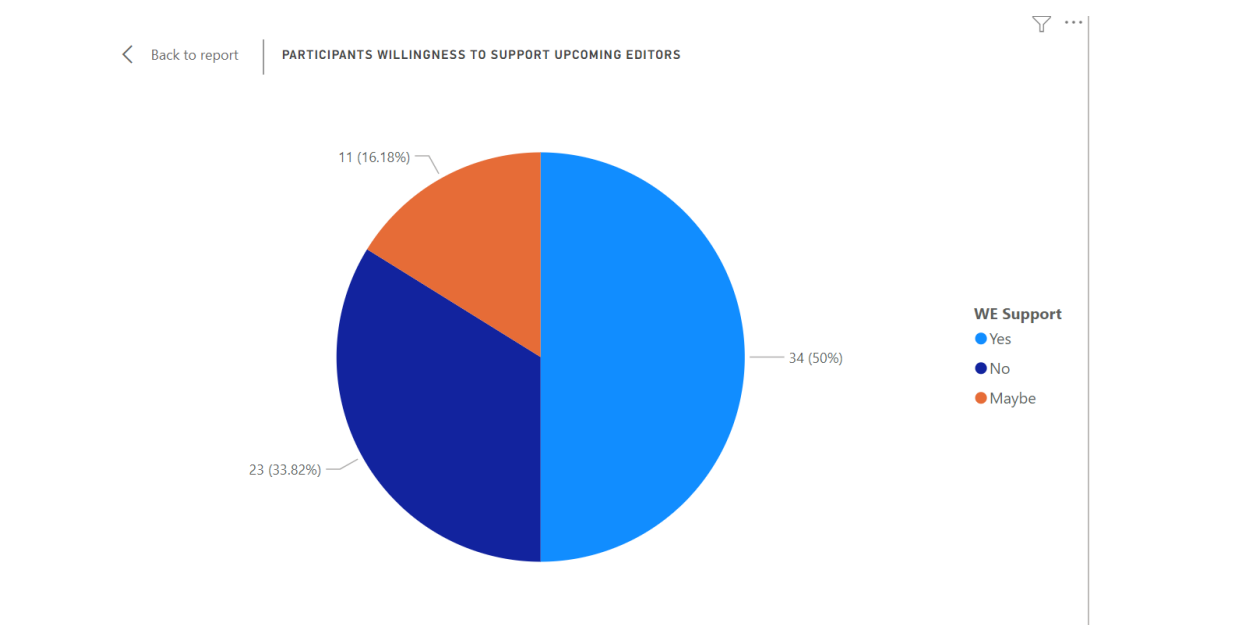
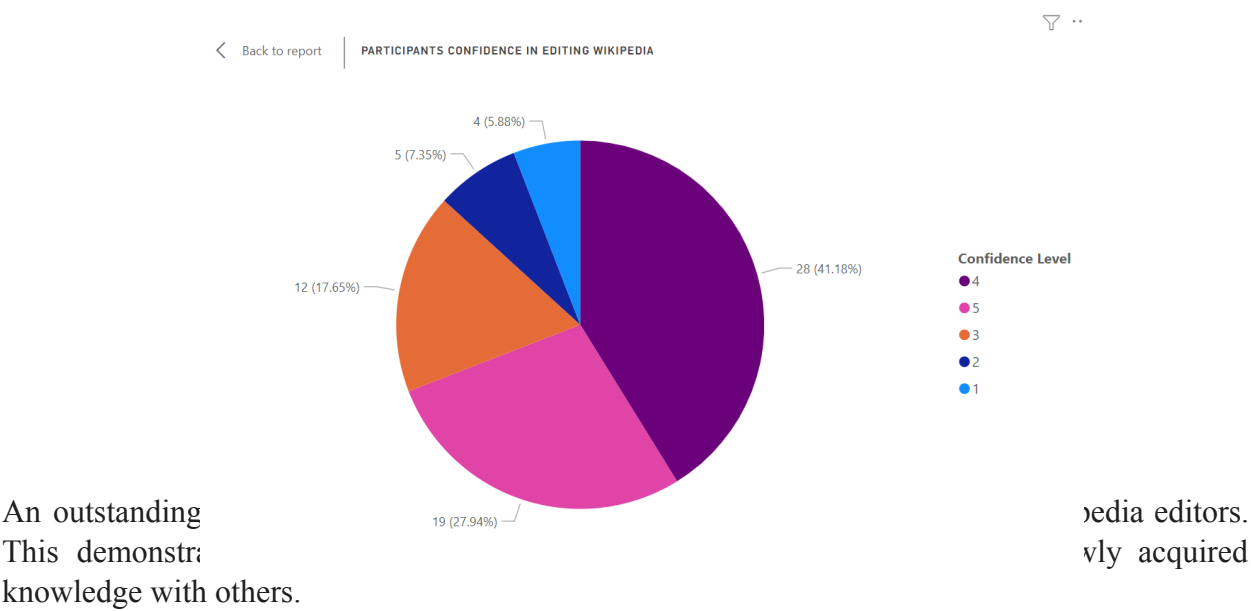


All these provide strong evidence that the training program was successful in boosting participants knowledge and overall Wikipedia editing abilities.

The post-training survey also revealed a significant increase in participants' motivation to contribute to the Wikipedia community, particularly around African film and cinema. A remarkable **88.24% of participants** expressed a strong desire to continue contributing to Wikipedia after the program. This suggests that the training effectively fostered a long-term interest in Wikipedia editing.



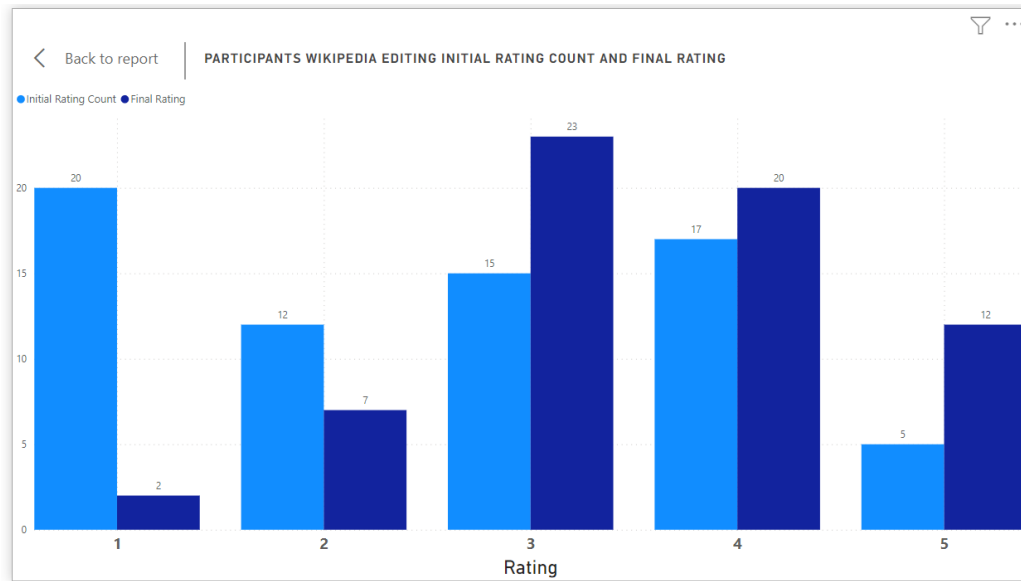
The training also had a positive impact on participants confidence in their editing abilities. 80% of participants reported feeling confident enough to edit Wikipedia on their own.



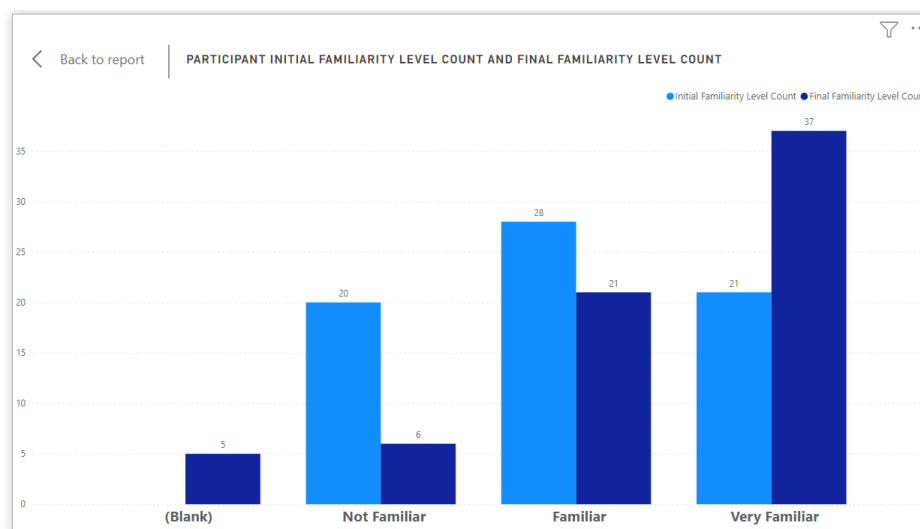
Pre-Training vs Post-Training

In this section, we compare some of the pre-training survey results with the post-training survey results to clearly see how impactful the training has been on the participants.

- Improved Self Rating: The analysis of pre-training and post-training survey reveals a positive shift. 35% of participants moved from low ratings to higher ratings.



- Improved Wikipedia Editing Familiarity level: Participants become more accustomed to Wikipedia editing environment as revealed by the analysis of pre-training and post-training survey.



Before the training only 30% of participants indicated being very familiar with Wikipedia editing but after the training, the number jumped to 57% indicating a substantial increase in confidence and the percentage of participants that indicated not familiar dropped significantly from 29% to 0.1%.

CHALLENGES

- Low Survey Response Rate: Not all participants completed the pre-training and/or post-training surveys.
- Too much disparity in the number of participants from different countries.

RECOMMENDATION

Based on the analysis findings and the challenges, the following recommendations are suggested for enhancing future iterations of the training program:

- While 11 African countries were represented in the training, there was a significant gap between the number of participants from Nigeria and those from other countries. To address this disparity and expand the program's impact, a two-pronged approach is recommended:
 - ✓ **Short-Term:** Focus outreach efforts within the same 11 African countries represented in the training.
 - ✓ **Long-Term:** Explore including participants from additional African countries in future iterations of the program.
- Provide ongoing support and resources for participants to continue editing and contributing to Wikipedia.
- Implement strategies to encourage survey participation.

CONCLUSION

In conclusion, this report analyzed the impact of a Wikipedia editing training program focused on African film and cinema. The impact analysis demonstrates the positive effect of the Wikipedia editing training program on participants knowledge and engagement with African film and cinema content. The findings demonstrate the program's effectiveness on several key metrics:

- **Increased Familiarity and Skills:** Pre- and post-training surveys revealed a significant rise in participants' familiarity with the Wikipedia editing environment and their self-reported editing skills.
- **Confidence Boost:** The training successfully boosted participants' confidence in their ability to edit Wikipedia. A large majority reported feeling confident enough to continue editing independently.
- **Sustained Motivation:** The program fostered a strong interest in continued contribution to the Wikipedia community, with a remarkable percentage of participants motivated to keep editing, particularly regarding African film and cinema content.
- **Mentorship Potential:** A significant portion of participants expressed a willingness to mentor future Wikipedia editors, highlighting their enthusiasm for knowledge sharing within the community.

Overall, the training program achieved its goals by equipping participants with the necessary skills and knowledge to edit Wikipedia and by inspiring them to become active contributors, especially in enriching information on African film and cinema. This not only benefits the participants themselves but also enriches the overall quality and accessibility of knowledge on Wikipedia.