

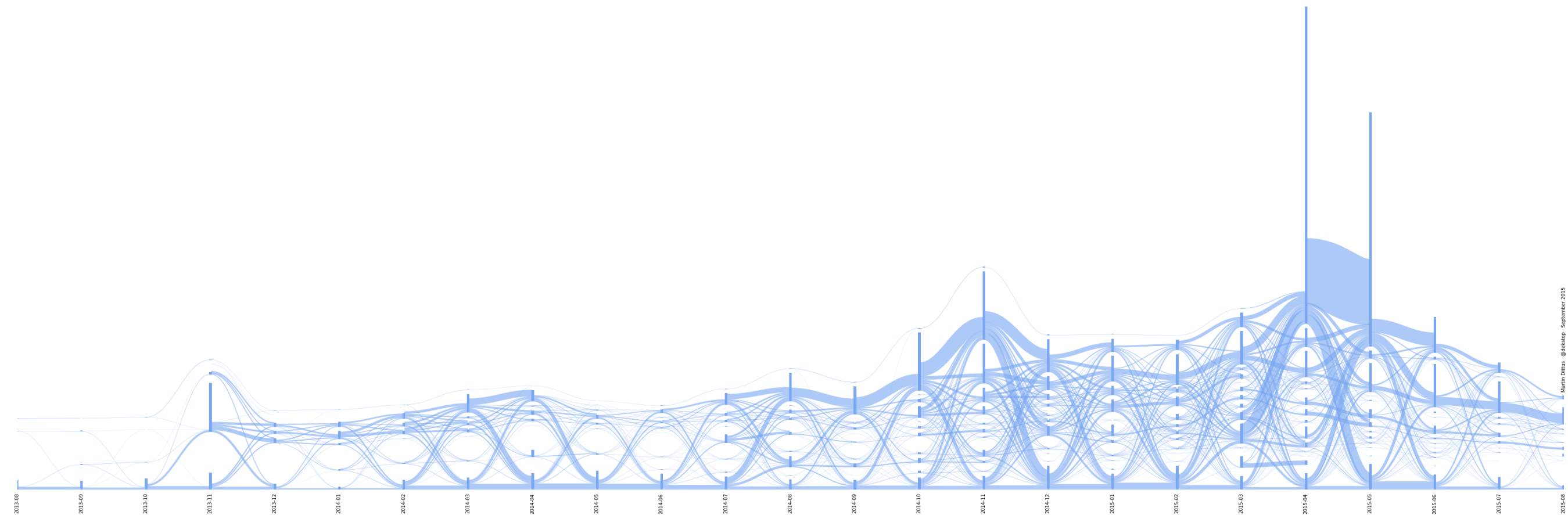
Missing Maps: the first year

Stats and charts and stuff

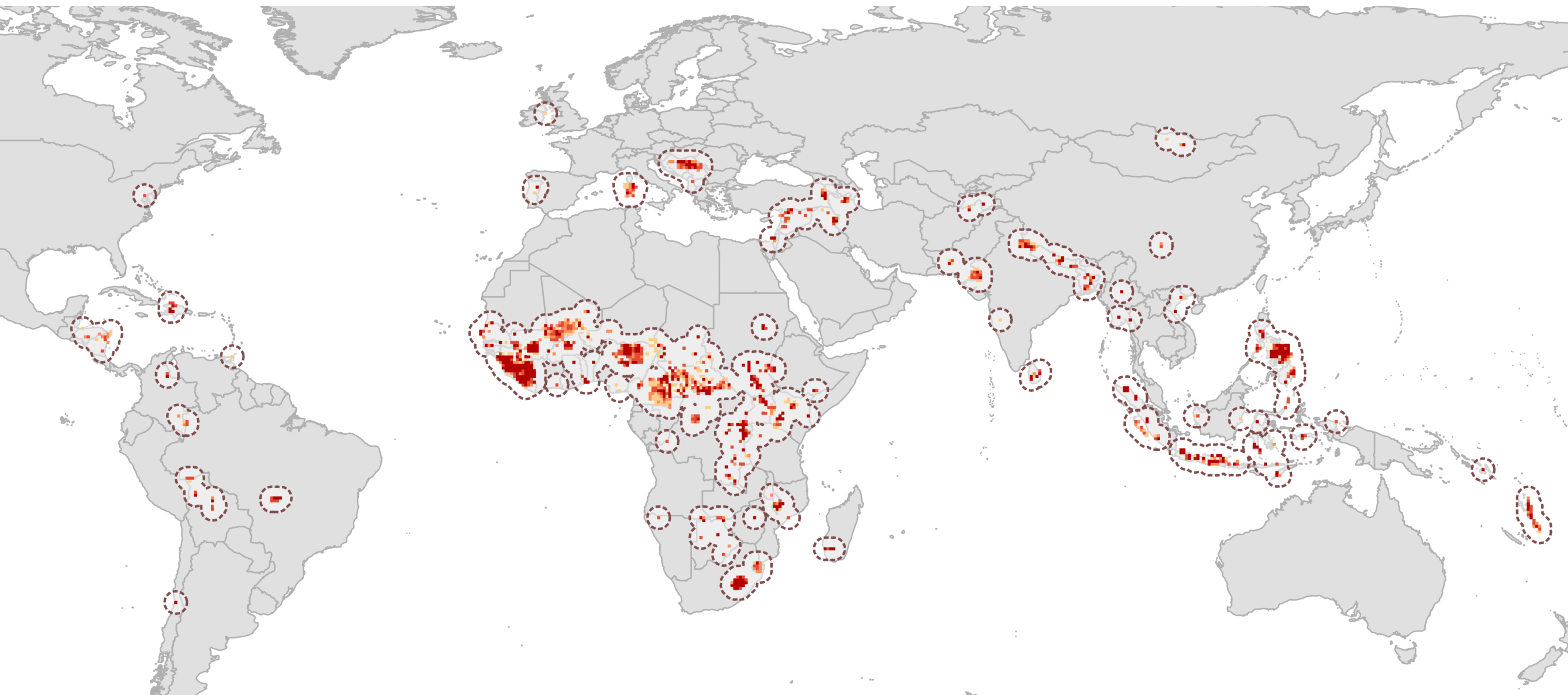
Martin Dittus · ICRI Cities, UCL · @dekstop
15th October 2015 for the Missing Maps powwow



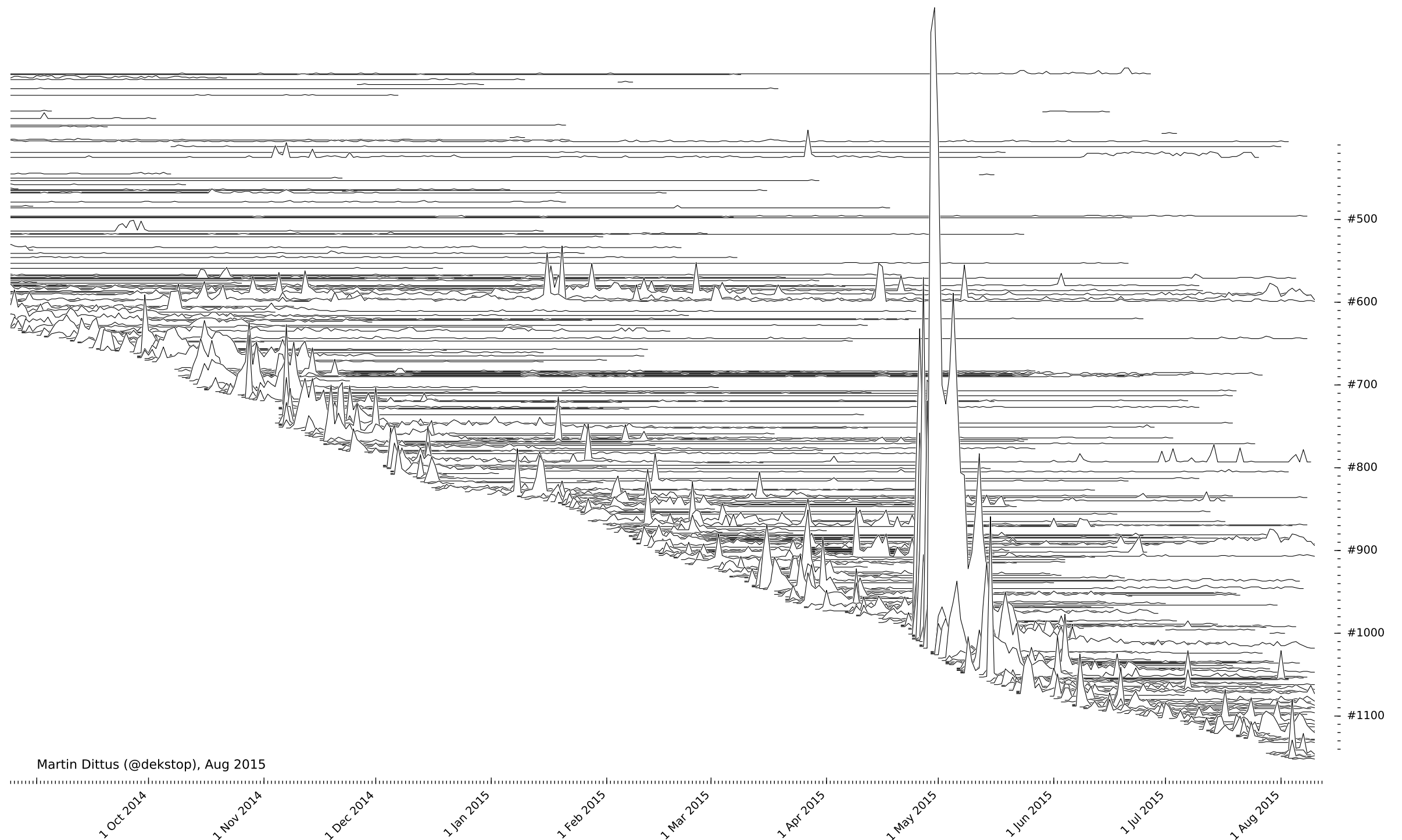
A quick recap: Last year in HOT



A map of HOT volunteer mapping activity.

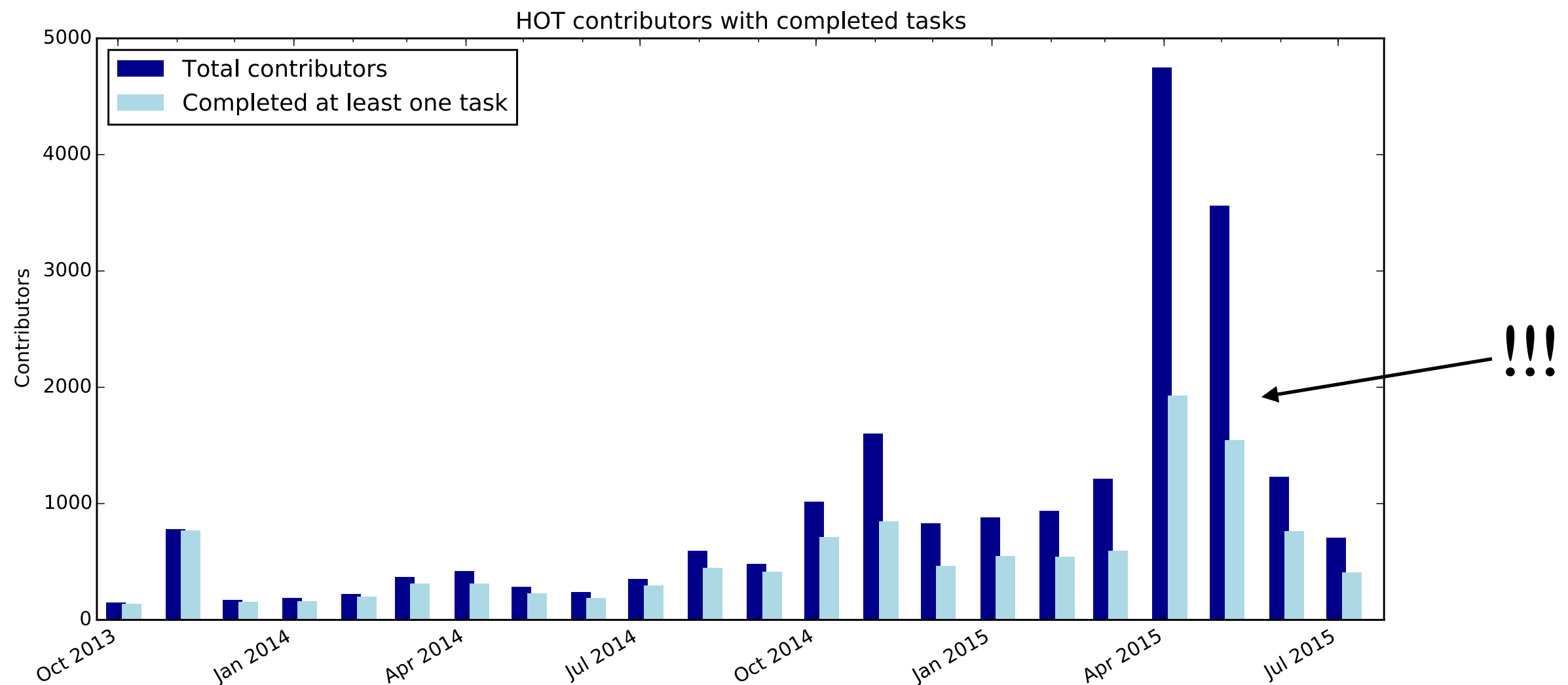


Nepal by far the biggest HOT event in the last year.
What Ivan calls a “CNN moment”: lots of curious first-timers.



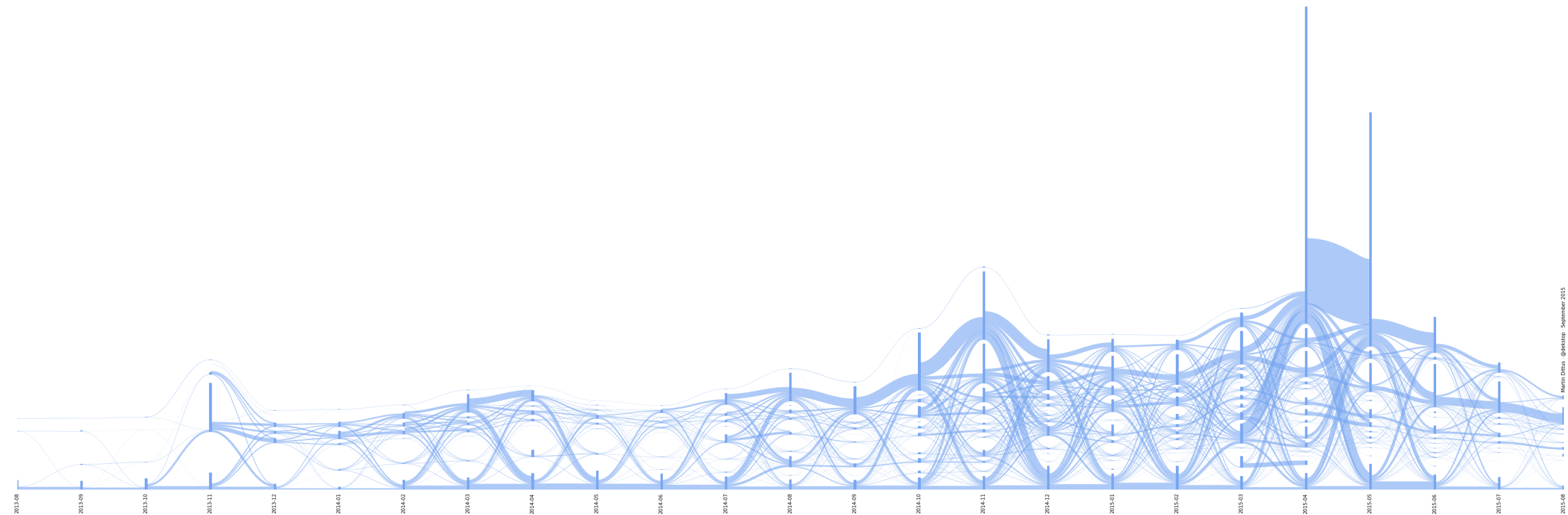
However: not all contributors finished their first task!

Many decided it wasn't for them. (Would likely make an interesting case study with lots of lessons for community growth.)

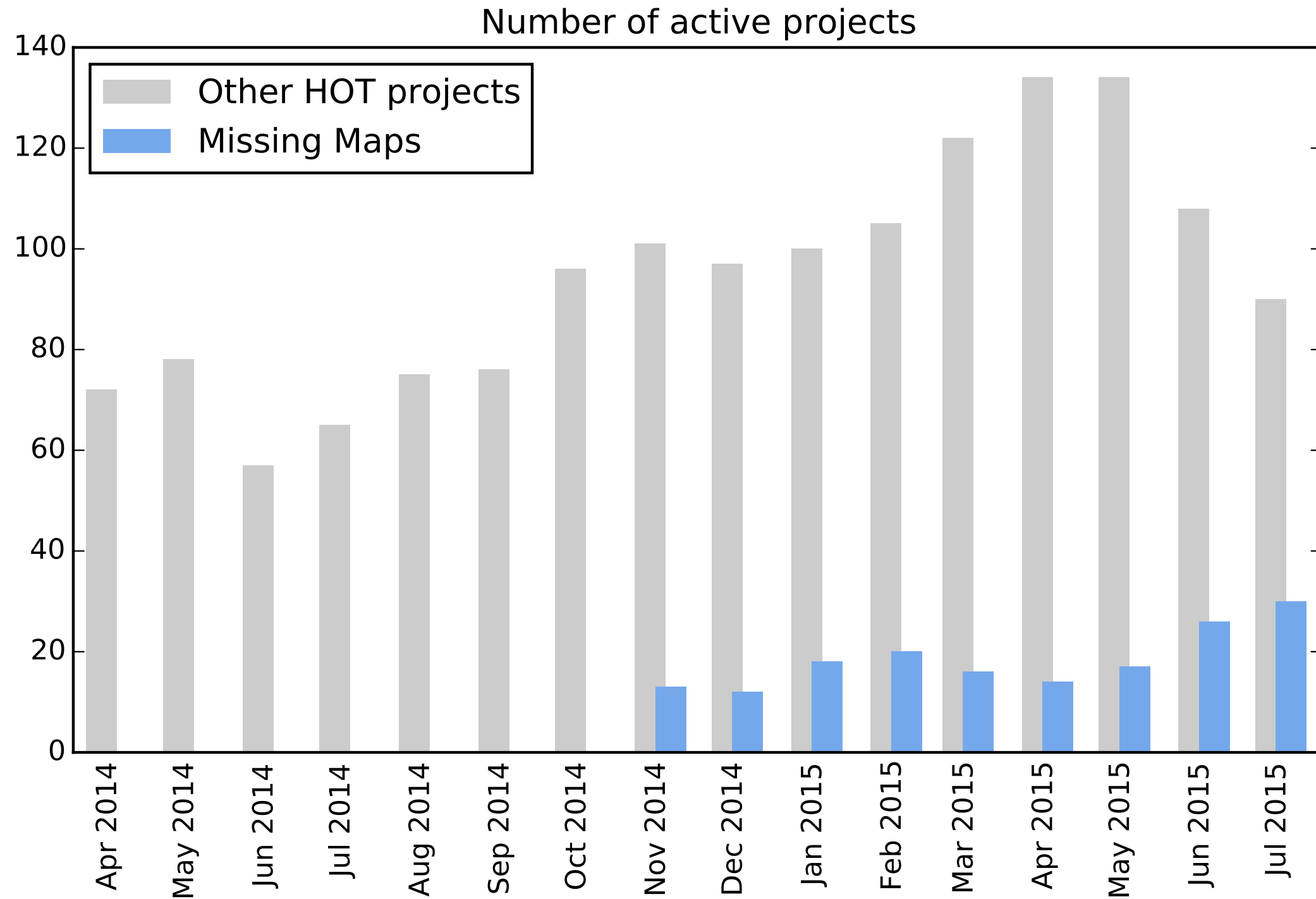


... back to Missing Maps.

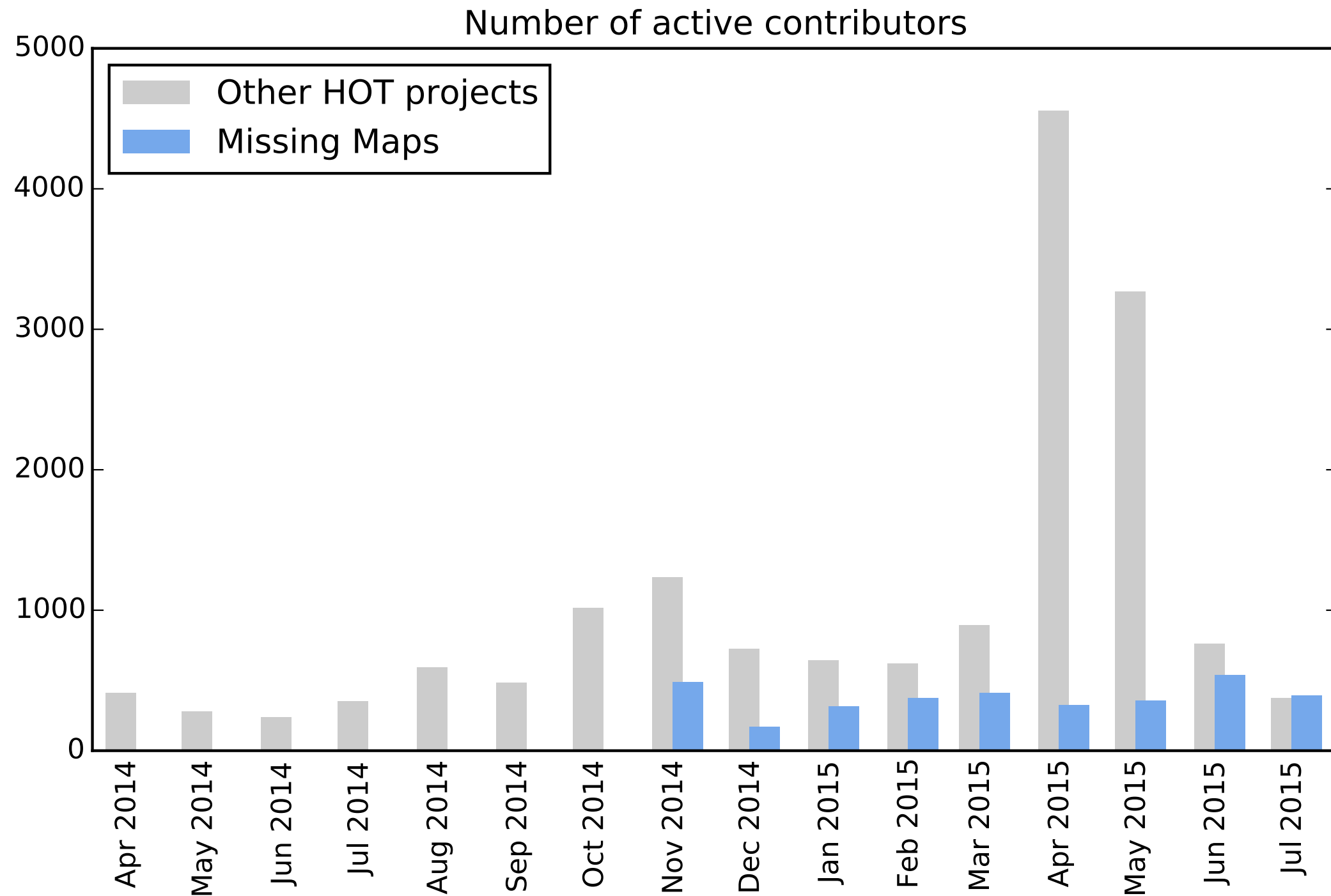
Pete asked: “**What’s the Missing Maps impact on HOT**”?



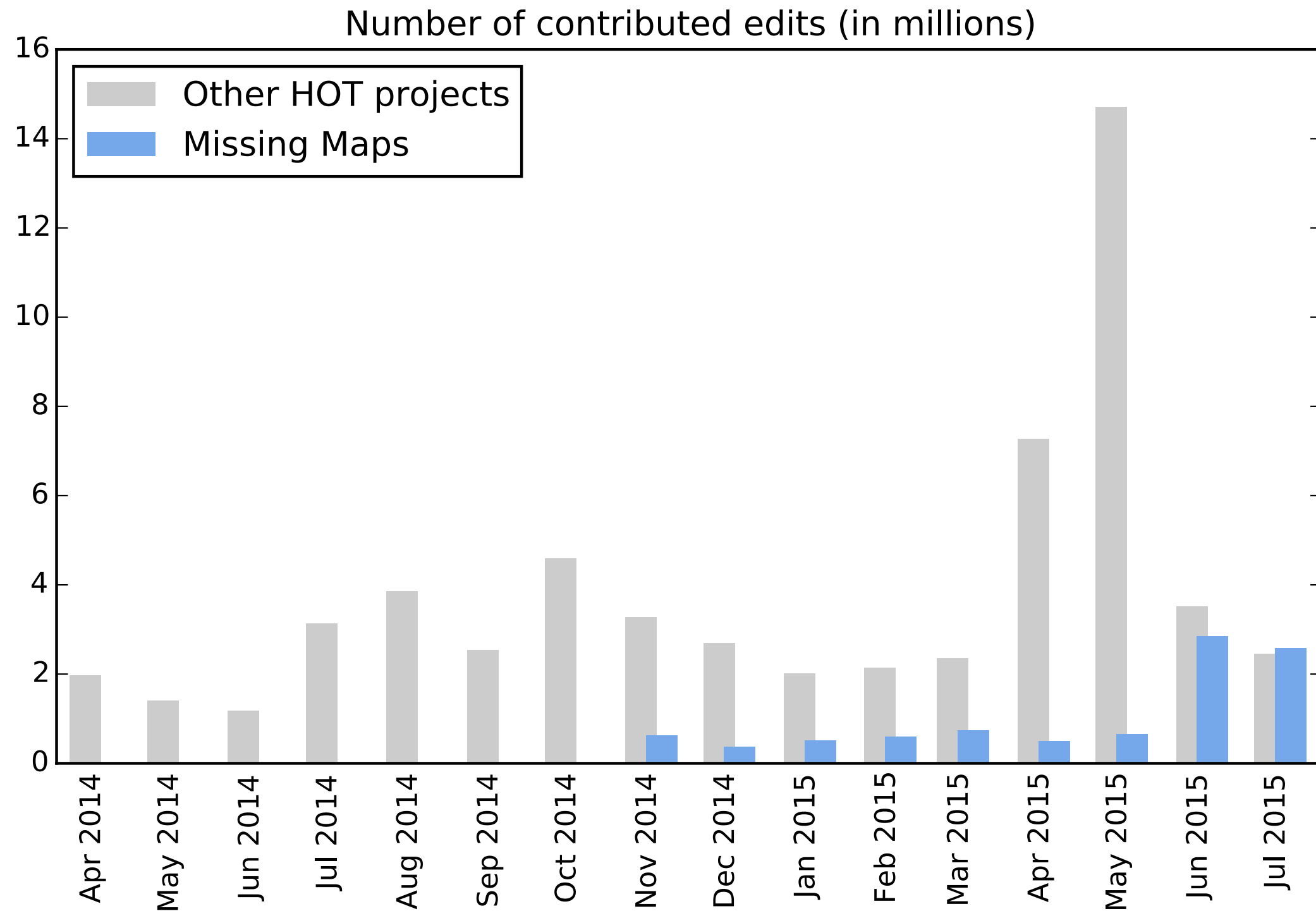
A steady flow of active projects...



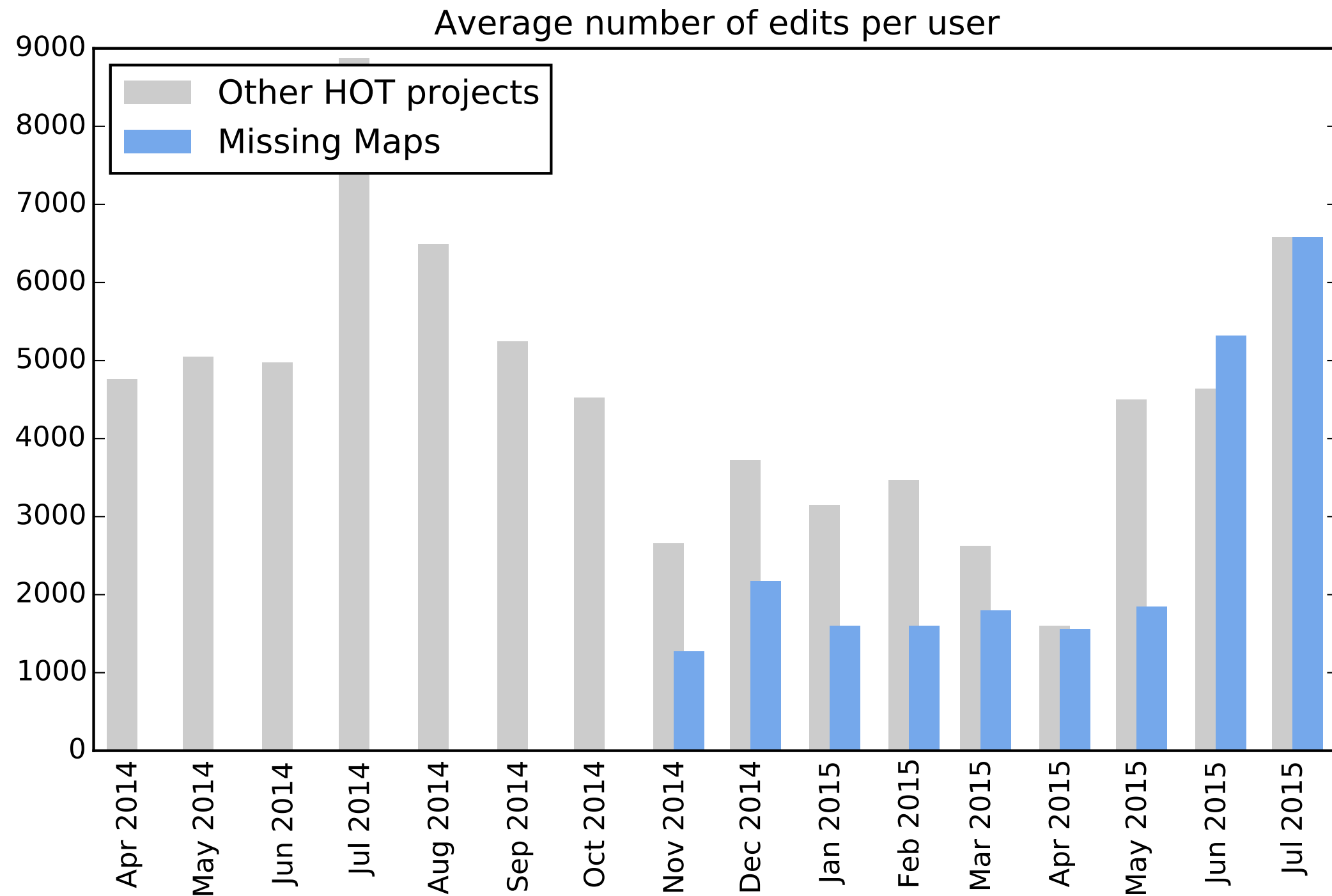
... which a decent share of HOT volunteers contribute to.



Post-Nepal: lots of new map contributions. (South Kivu?)



MM volunteers now about as “productive” as other HOT contributors.



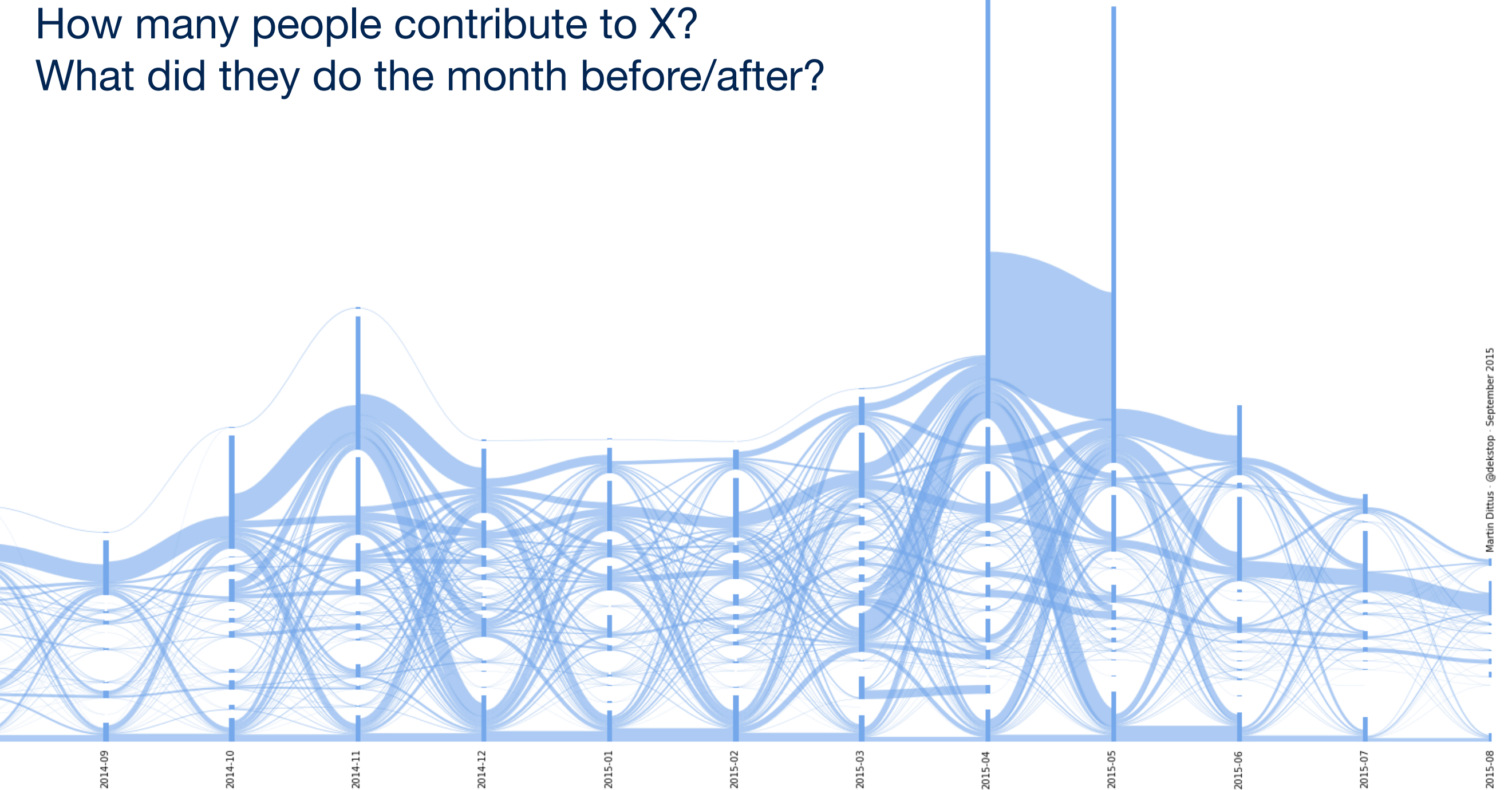


Trying to make a list of HOTA initiatives...
Here the largest ones, in descending order
(number of contributors.)

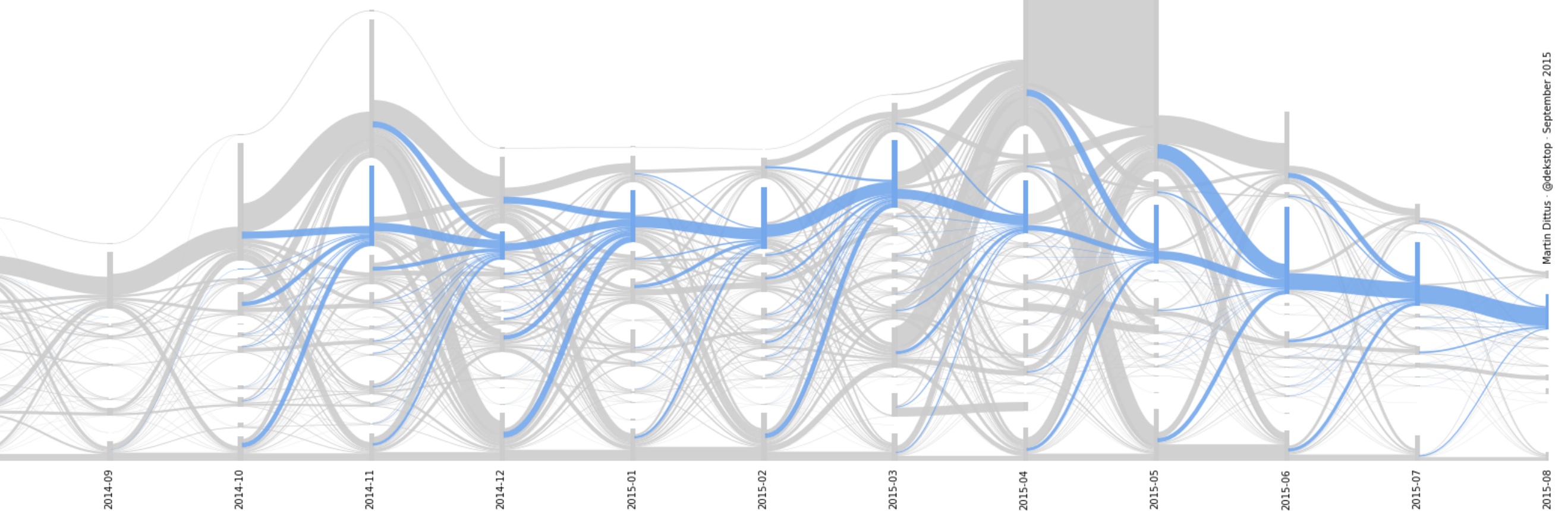
Monthly flows of contributors across initiatives.

How many people contribute to X?

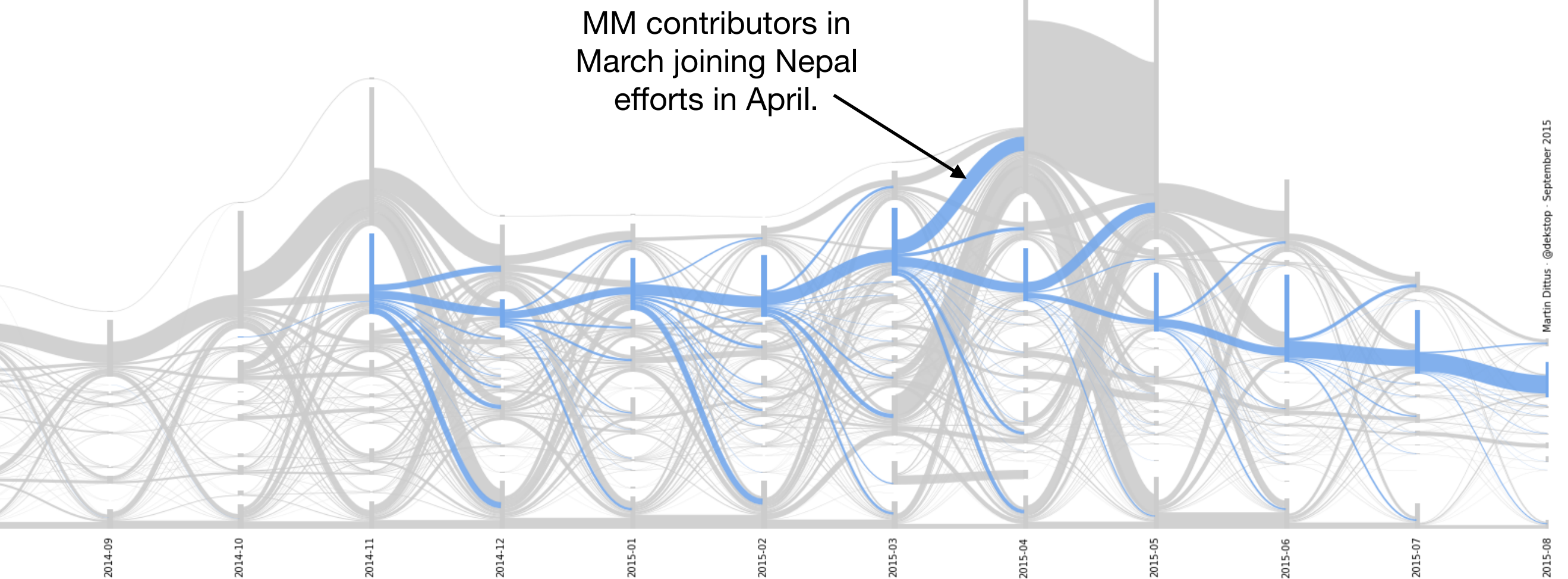
What did they do the month before/after?



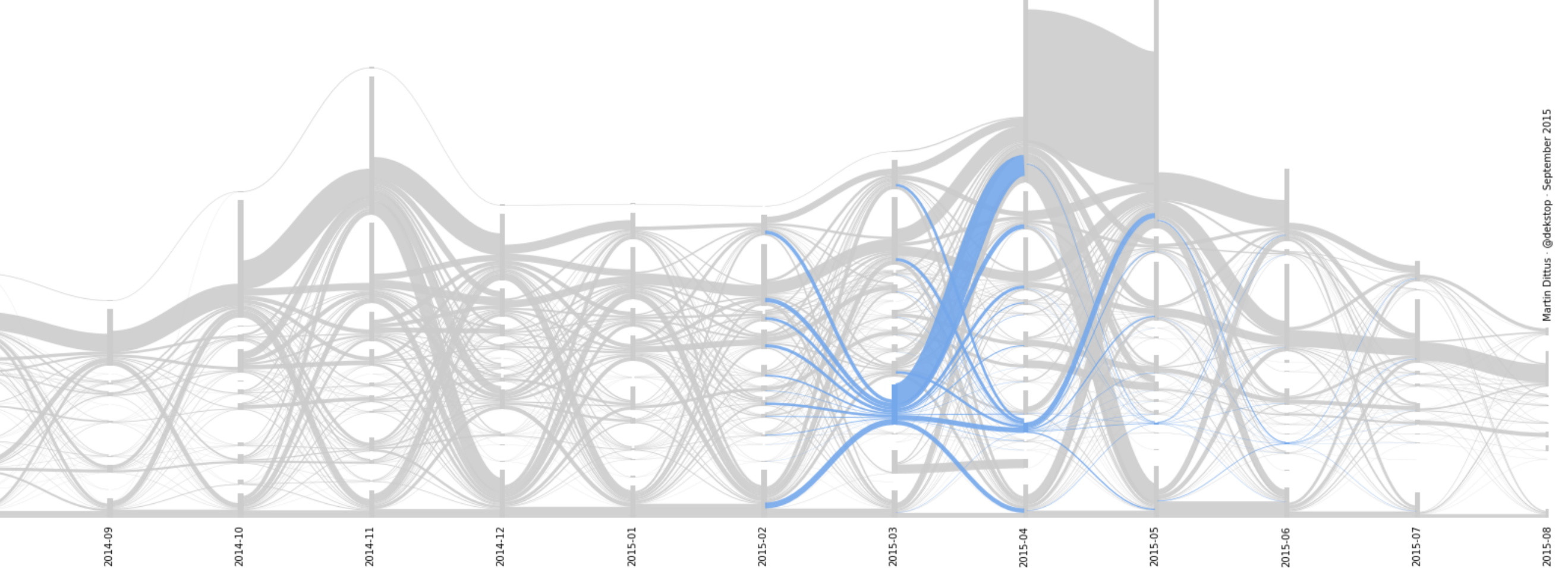
Missing Maps inflows: what did MM contributors do the month before?



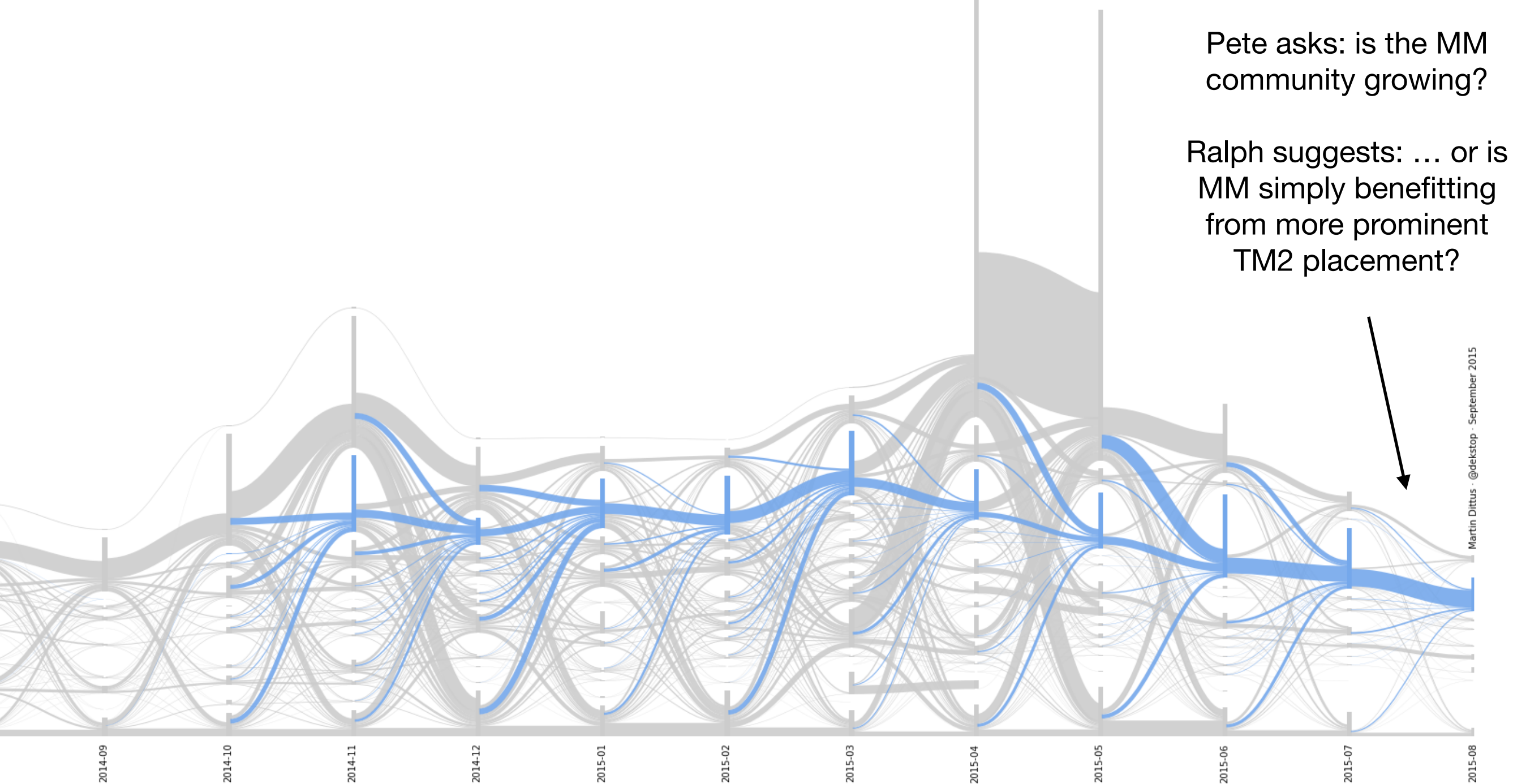
Missing Maps outflows: where do MM contributors flow the month after?



Cyclone Pam in March 2015: people came from all over. Almost all of them then joined Nepal mapping efforts in April.



Missing Maps



From my own research:

Community engagement in HOT and Missing Maps

Impact of task design on contributor labour hours.

Do complex tasks turn people away?

We assessed task complexity for 100 projects across 3 different HOT initiatives:

Aspect	Variable	Description
Motivation	<i>has_context</i>	Does the project description state an explicit purpose?
Visual complexity	<i>urban_density</i>	Is the mapped region rural (simple), mixed, or urban (complex)?
Task complexity	<i>num_concepts</i>	How many different types of map objects are to be mapped?
Task complexity	<i>building_trace</i>	Are buildings to be mapped as points (simple) or polygons (complex)?
Guidance	<i>num_cues</i>	Number of information cues provided in the documentation?
Guidance	<i>num_tag_ex</i>	Number of tag examples listed?

Table 3. Task design feature vector produced by our task analysis.

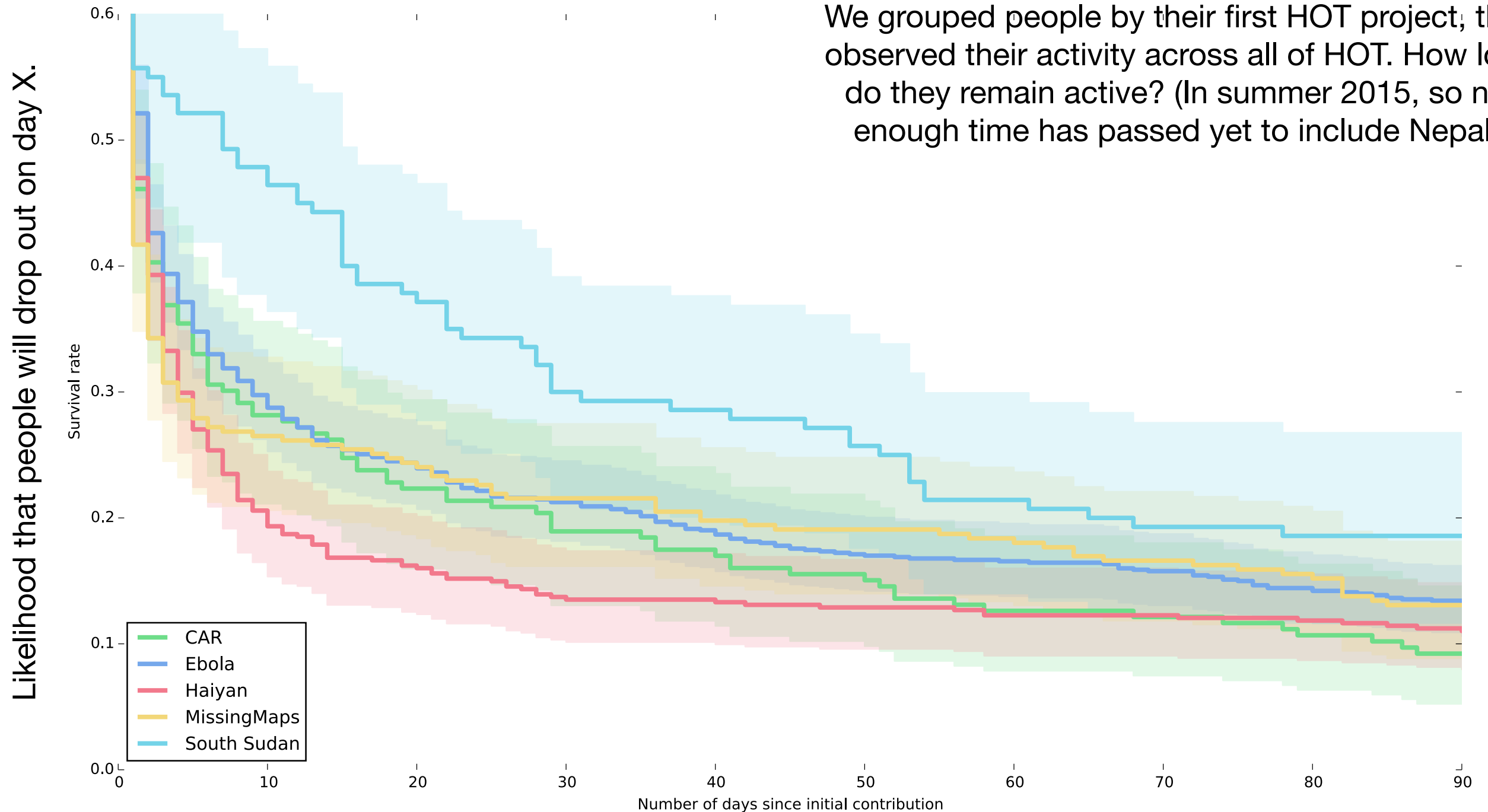
On Missing Maps projects, **people remained active for longer on tasks that involved the mapping of less than three distinct map features**. No other factors had a consistent impact.

(Upcoming paper at CSCW '16.)

Retention of first-time contributors for the largest initiatives.

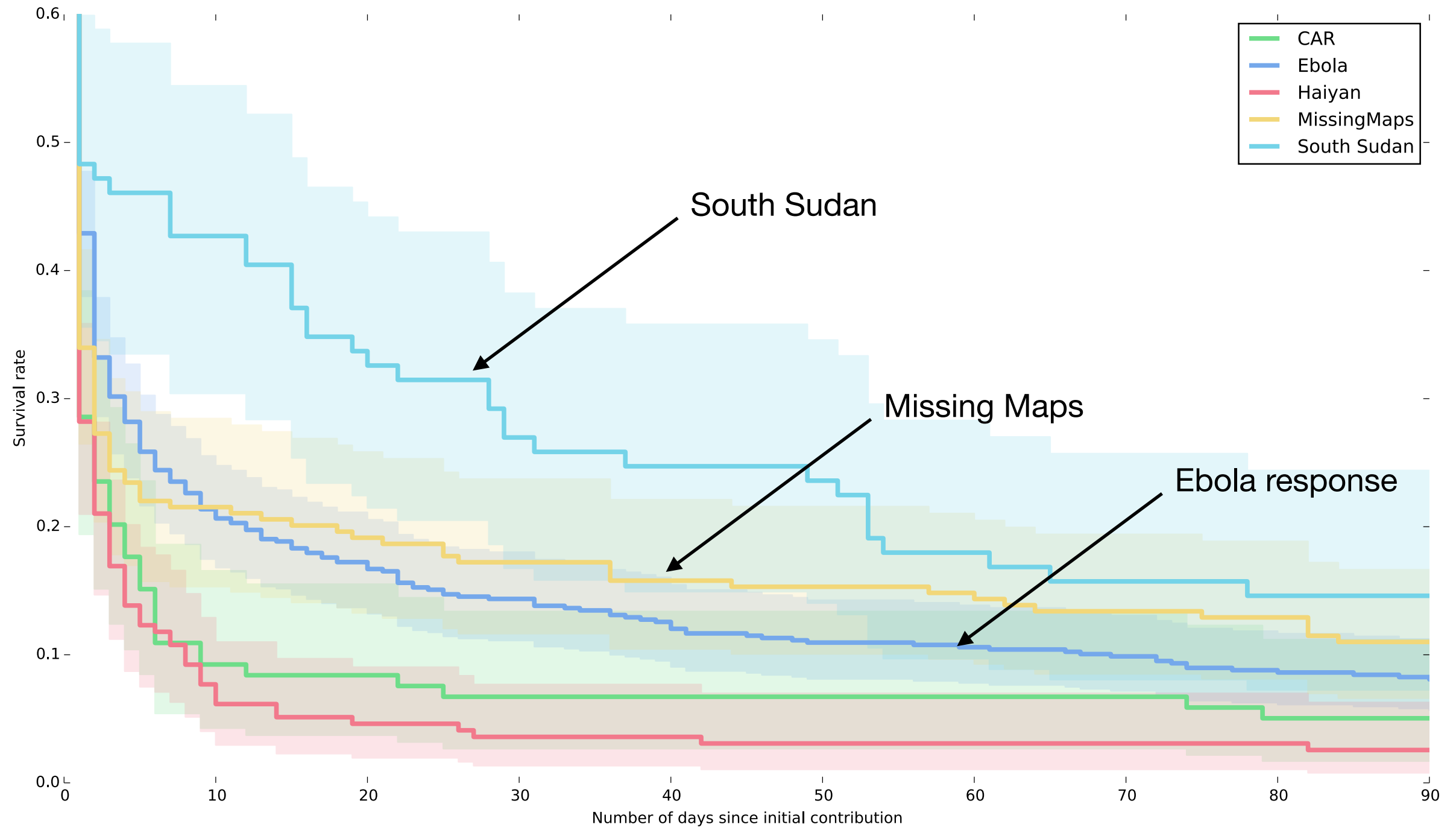
Does the first project experience matter?

We grouped people by their first HOT project, then observed their activity across all of HOT. How long do they remain active? (In summer 2015, so not enough time has passed yet to include Nepal.)

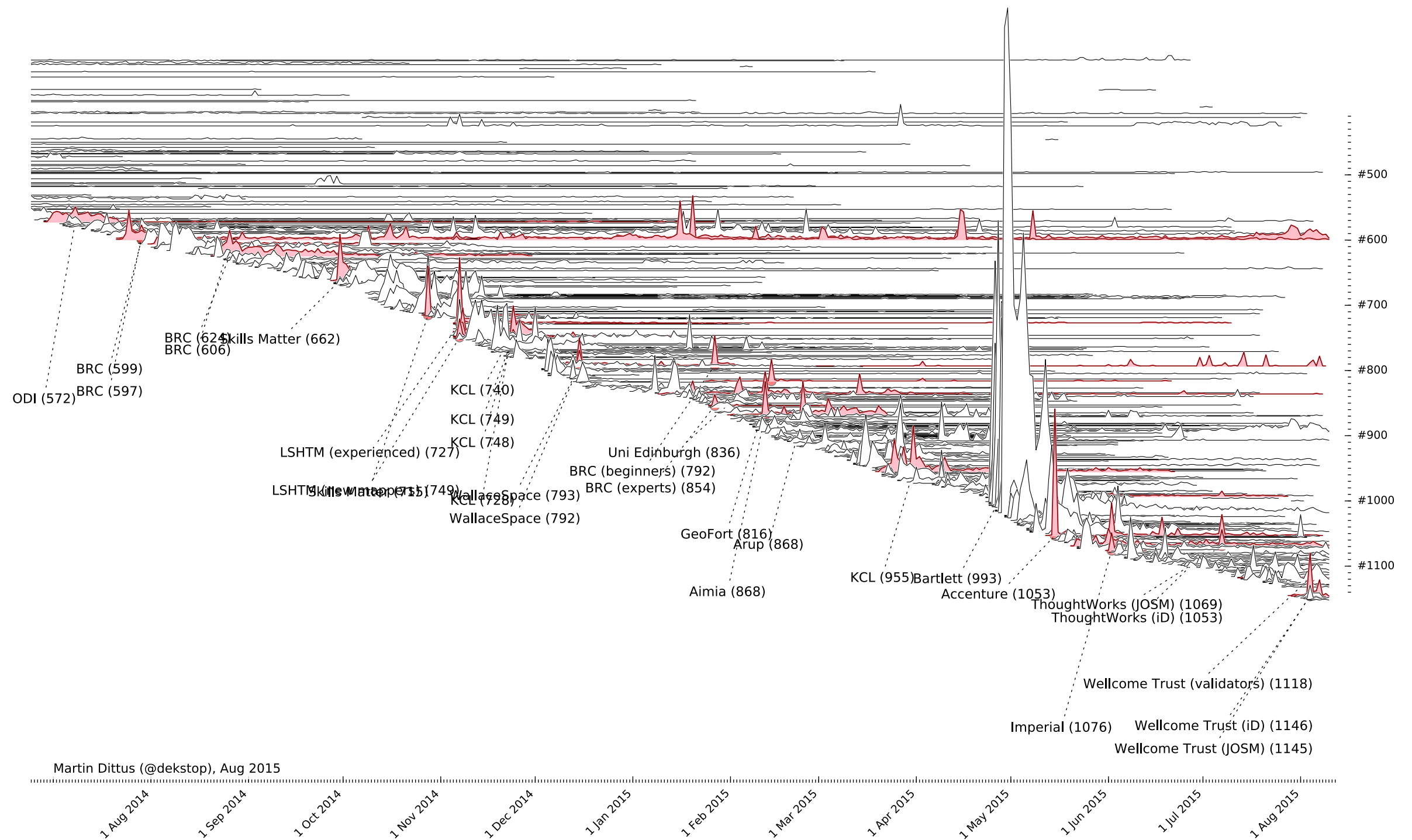


Retention of first-timers with *no prior OSM experience*:

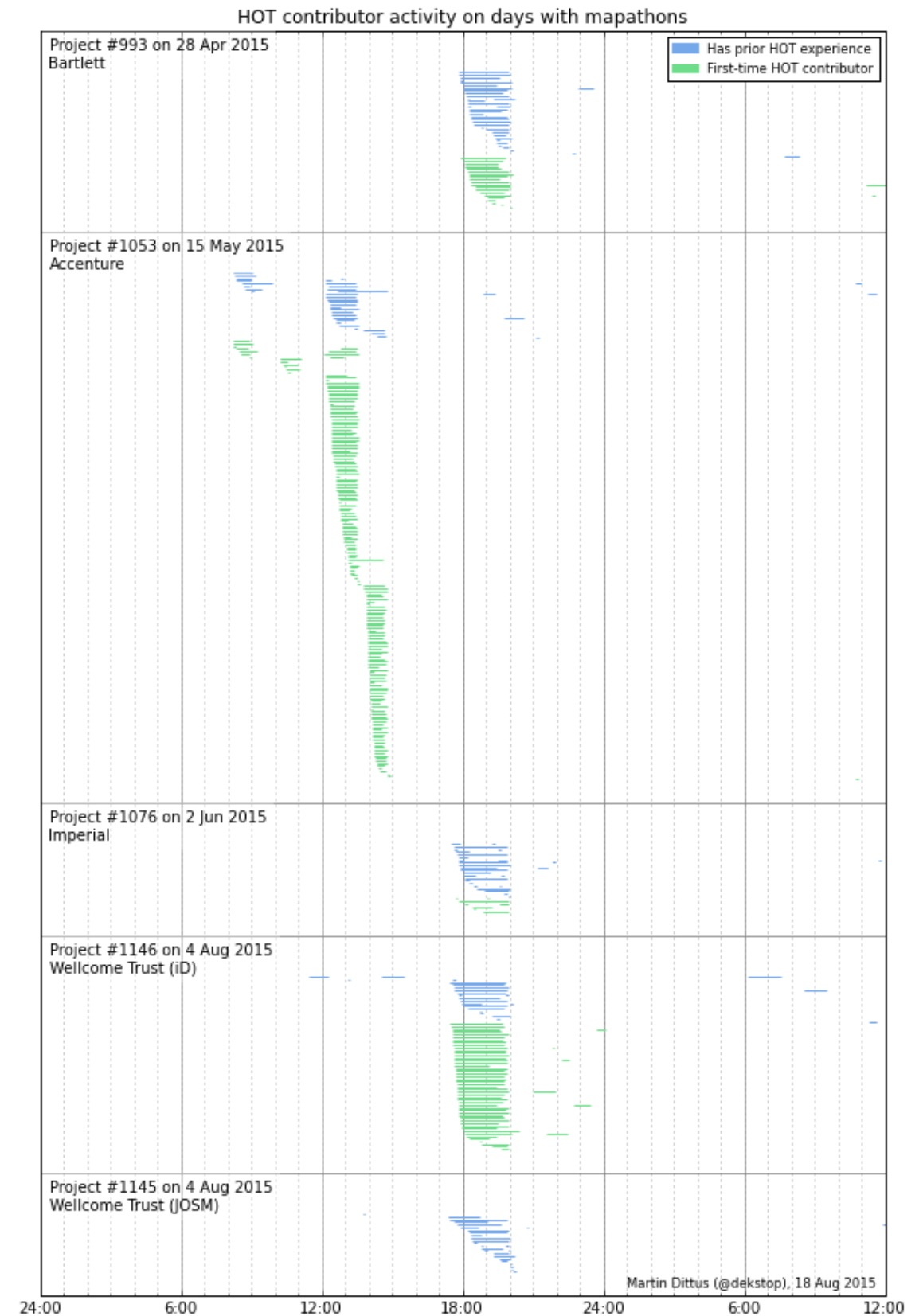
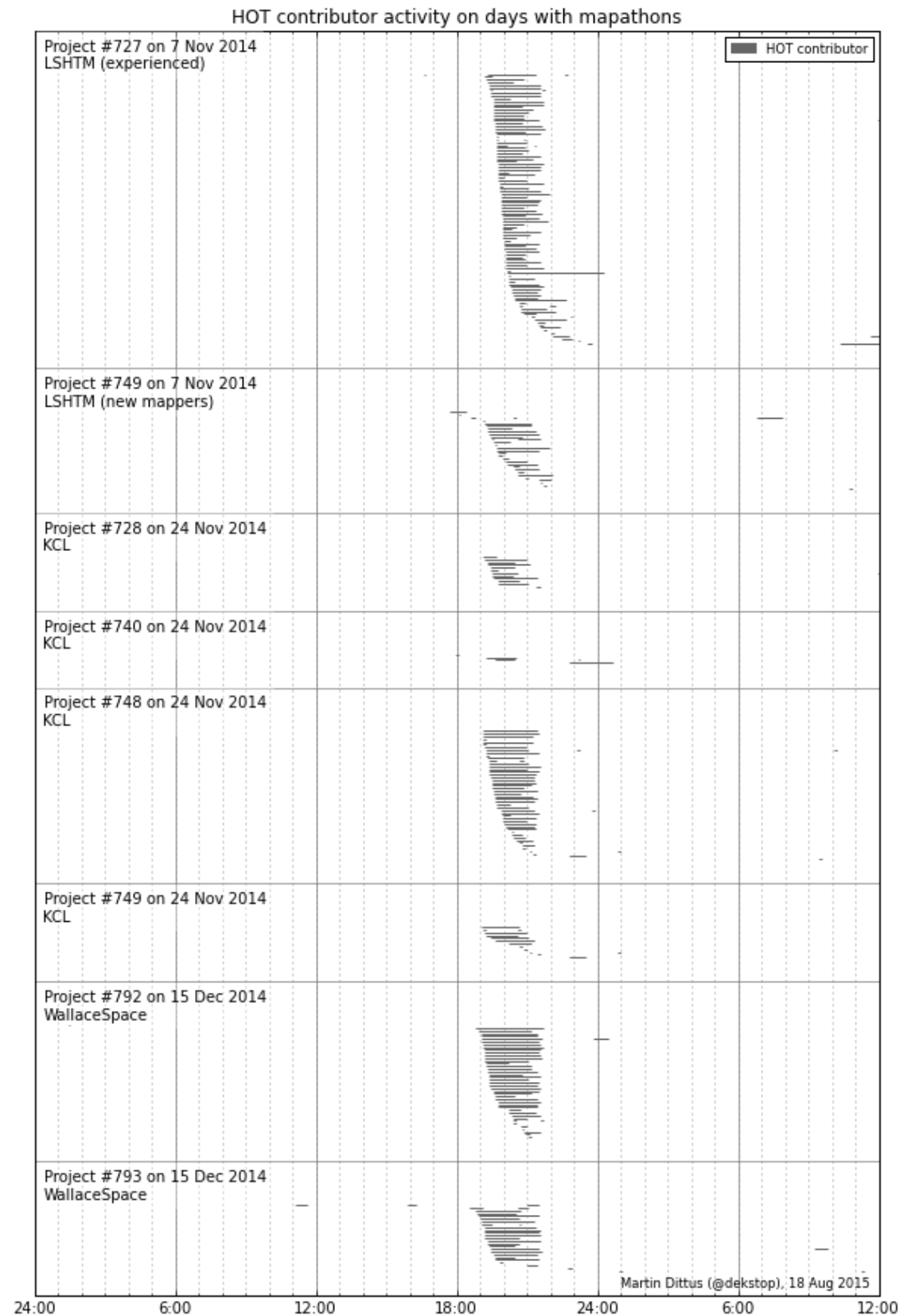
Missing Maps is doing very well.



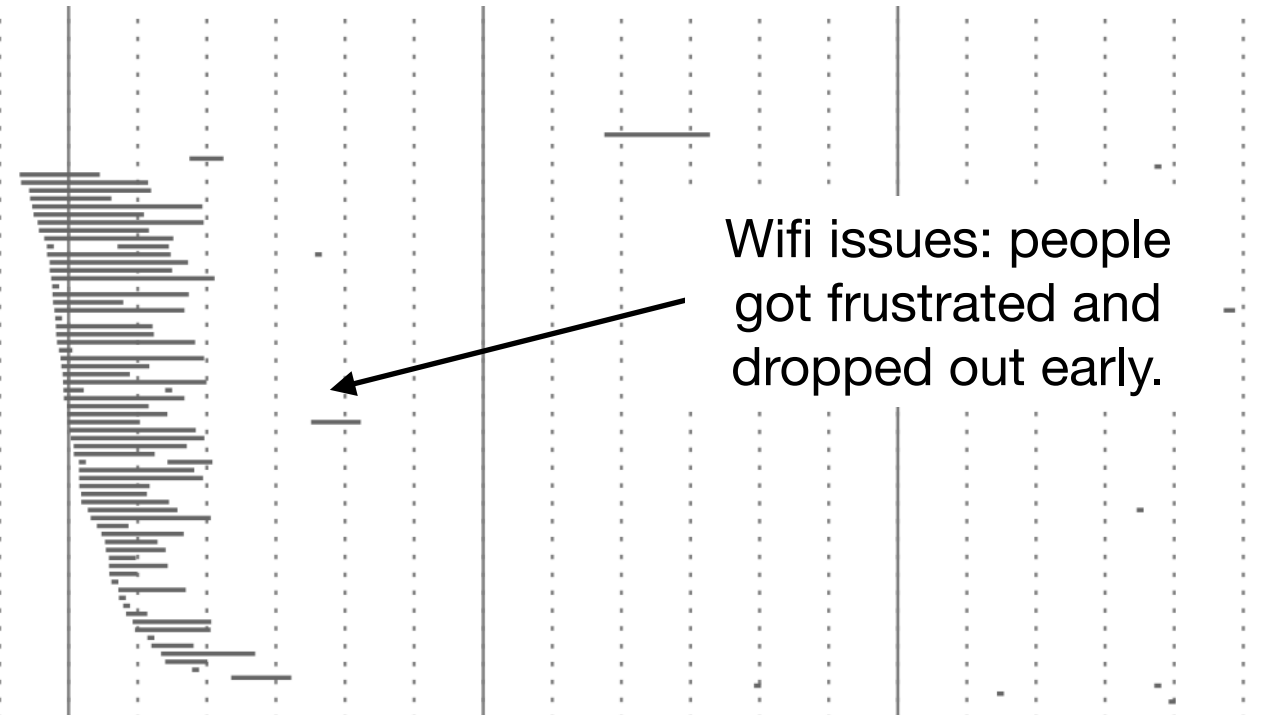
Lots of Missing Maps mapathons last year! (Here: UK events.)



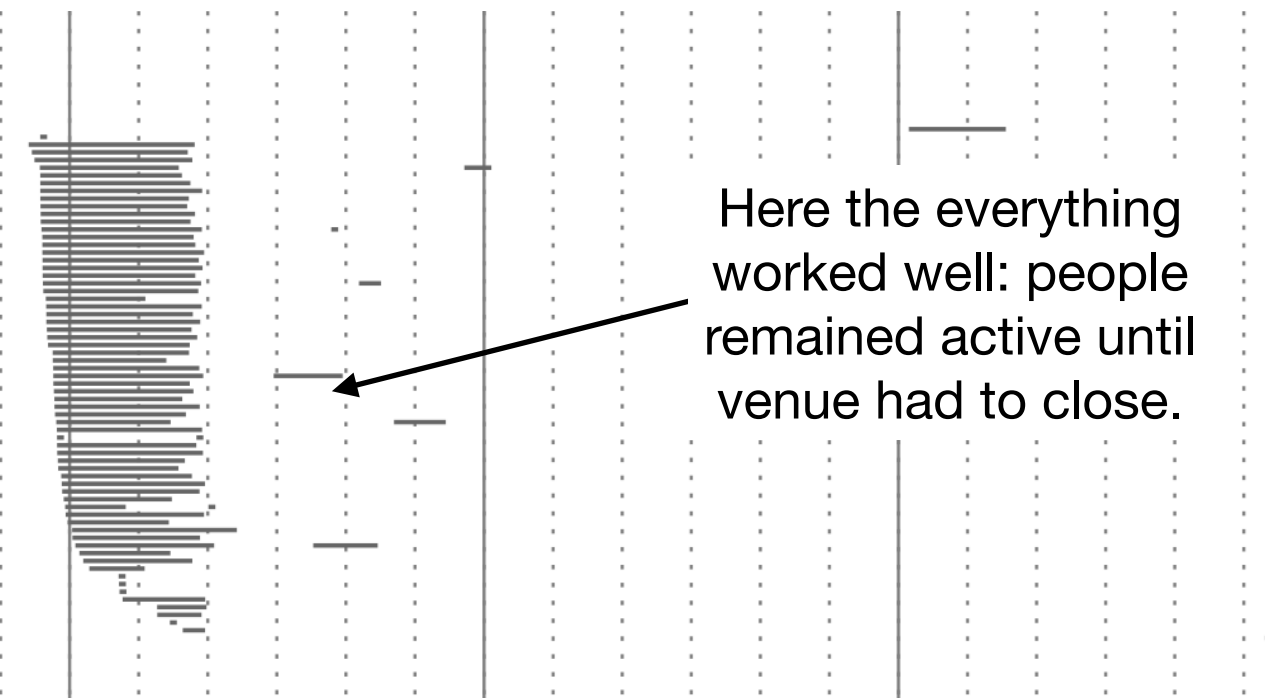
Visualising mapathon activities...



Project #955 on 31 Mar 2015
KCL



Project #1146 on 4 Aug 2015
Wellcome Trust (iD)



Things that go wrong at large mapathons...

Technical considerations:

- Wifi issues! Guest logins, captive portals, too many laptops, ...
- On a shared IP? Ask OSM admins to increase bandwidth limits.
- TM2 falls over under load. (Rare, but happens.)
- OSM DB replication lag... iD copes badly.
- Etc.

Social considerations:

- Group by experience level, or mixed experience at every desk?
 - Pulling out iD experts to teach JOSM? Or foster peer learning?
 - A focused validator room, or a validator at every desk?
- Food arrives early, can not be eaten in the computer lab. People stop mapping and socialise instead.
 - This might actually be fine. As Ivan suggests: it is not clear what mapathons are actually for — to produce maps, or to build community?
- Etc.

Three provocations: **Considerations for Missing Maps community growth in 2016.**

Piggy-backing on existing communities.

MM contributor retention is high: mapathons, aid org volunteers, ...
South Sudan even stronger: how was it organised?

Cf Arup teams: regular self-organised sessions. (No stats yet)

- **strong ties: groups of colleagues, a committed org team**
- PLUS it connects to professional ambitions: networking, mutual support, applying GIS skills to a purpose.
- PLUS organisers get institutional support: charity time, even access to funding.

Should we explicitly piggy-back on existing communities as a growth strategy? “**Office-worker volunteerism**”.

E.g. HP might be a real opportunity, as long as Pierre can find support.
(Mostly need staff who are interested in becoming organisers.)

Provide more online socialisation opportunities for HOT/MM newcomers.

Where does community actually happen?

HOT online platforms are focused on work, not interactions. There is no real online socialisation! No chat, Q&A, group spaces, ...

Ivan might say: socialisation happens at events. Otoh I feel this limits the scale and depth of participation.

- **where can people get guidance and feedback online?**
- **where can people discuss particular projects?**
- where can people remain connected after a mapathon?

(The mailing list is for highly-engaged organisers, and not suitable for a one-off question by a newcomer. IRC might be an option, but it needs to be embedded into the contribution experience.)

Rethinking the validator experience.

I don't think we've figured out how to scale validation yet. London has been training validators, worked well it seems. Otoh **I expect validator retention is very low** (this is anecdotal: there's no data for this, as far as I can tell.)

There's a discrepancy: validation has complex and specific requirements, yet validators are unpaid volunteers like everyone else.

Key for any long-term engagement: **people should enjoy themselves.**

How are validators selected/nominated for training? Can they opt out? How long does the essential training need to be? Where could they learn more later?

Currently validators are in a separate room, doing very specific work. Instead **they might want to self-manage**: focus on giving feedback, or completing other people's squares? Sitting at the validator table, or embedded with mappers, or at home, ...

Thank you.

Martin Dittus · @dekstop

<https://openstreetmap.org/user/dekstop/diary>