New Readers: research findings

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We want to learn more about potential Wikipedia readers

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'New Readers'

How do they find information?

- Needs for info seeking, especially online
- Habits for info seeking online, and for interacting with Wikipedia
- Existing sources of information and why they are used and trusted.

How can Wikipedia help?

- Existing perceptions and knowledge of Wikipedia
- How current Wikipedia functionalities support or inhibit online learning

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In 2016: 3 country focus

Mexico

Nigeria

India

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Full set of country priorities and demographics can be found at
https://meta.wikimedia.org/wiki/New_Readers#Priority_countries

We learn from the experts: people themselves.

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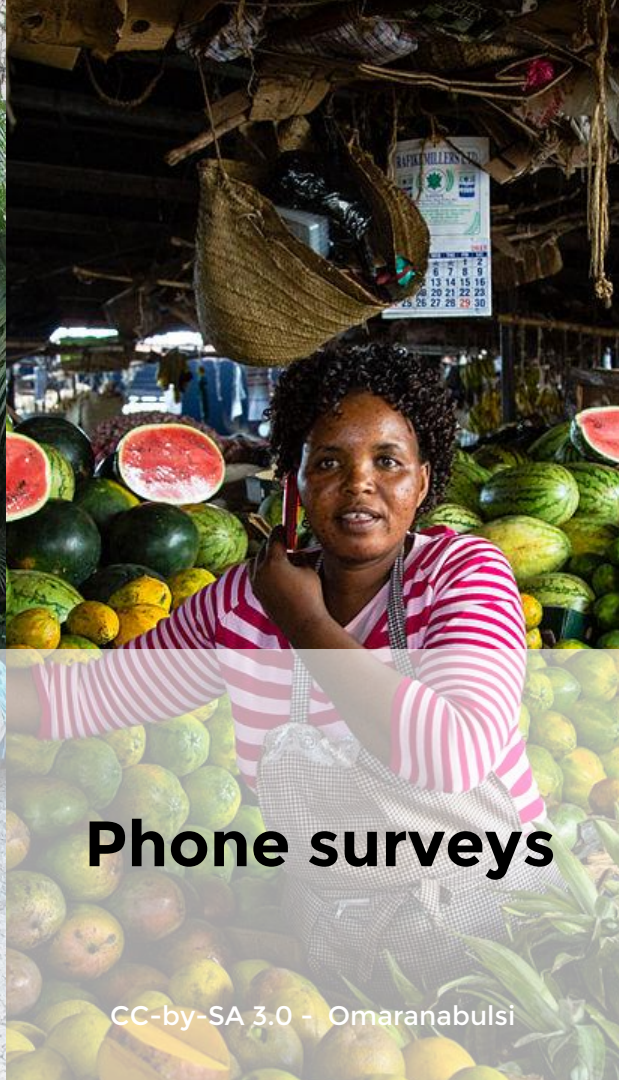
Community

Phone surveys
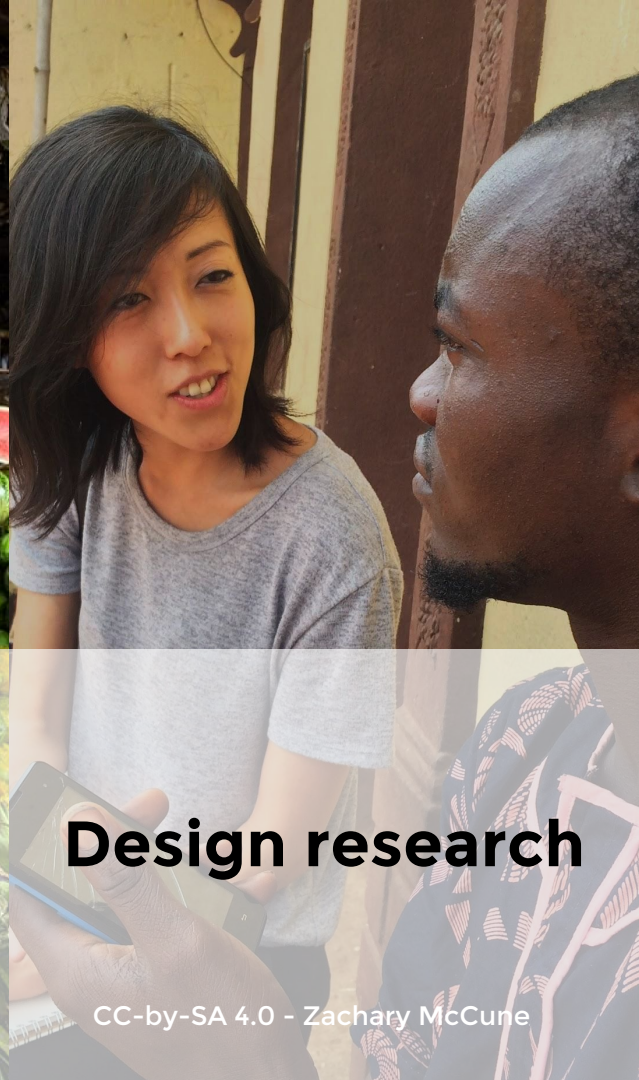
Design research

1. Community

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Mexico

- January: emails with WMMX list
- February 15: a day with Wiki Learning Tec de Monterrey

Nigeria

- April 15: Wikimedia Nigeria mailing list conversations
- May 16: Dinner with user group in Lagos

India

- April 22: Chat with CIS at Wikimedia Conference
- May 11: Village Pumps and Wikimedia India lists
- May 12: Conversation with Yohann Thomas

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Community consultation means

- Discussing community needs and work
- Examining urgent areas of inquiry
- Establishing language priorities
- Networking to find ideal interview profiles and participants

Community conversations

- **Languages**
- **Regions**
- **Types of internet access**
- **Age & experience**
- **Priority of questions**

>>   **Informed focuses**

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2. Phone surveys

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See the big picture

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Why phone surveys?

Quantifying key data about:

- Wikipedia awareness and usage patterns
- Mobile and internet use
- Demographics

Learn a lot in ~20 questions

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Mexico

2500 surveyed in **2 languages**

Nigeria

2500 surveyed in **4 languages**
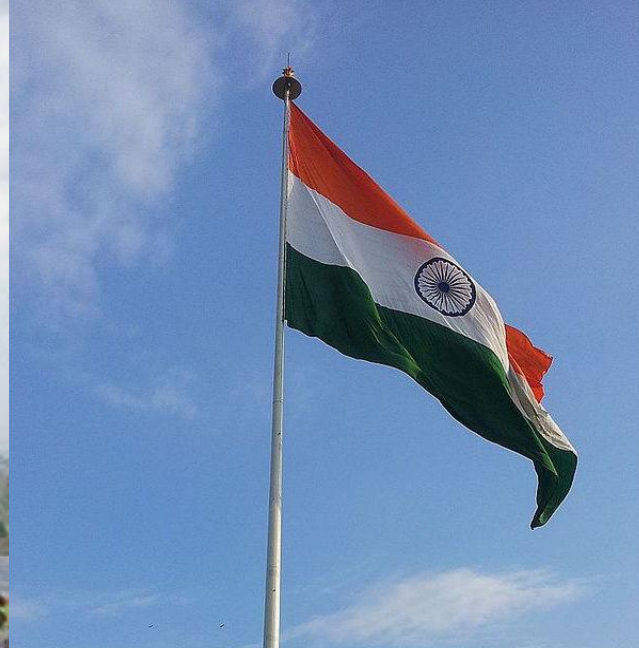
India

6000 surveyed in **12 languages**

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Proportional representation

Goal: Cover all regions of target country

- Regional survey target numbers determined by percent of population

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India survey - our most complex

Large population

Language diversity

Actually 7 surveys tailored per region

Languages used

- Assamese
- Bengali
- English
- Gujarati
- Hindi
- Tamil

- Kannada
- Malayalam
- Marathi
- Odia
- Punjabi
- Telugu

3. Design research

Design Research

- Ethnographic interviews
- User technology demos
- Key informant (expert) interviews
- Phone surveys

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Mexico research

- **15 interviews**
  - Mexico City
  - Puebla
  - Apizaco
- **Team of 6**
  - 6 Wikimedia Foundation
- **2 weeks**

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Nigeria research

- **70 interviews**
  - Lagos
  - Epe
  - Benin City
- **Team of 11:**
  - 4 Partner agency (Reboot)
  - 3 Wikimedia Foundation
  - 4 local researchers
- **2 weeks**

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Public Domain - Arex72

India research

- **60 interviews**
  - Delhi
  - Jaipur
  - Chennai
- **Team of 7:**
  - 2 Partner agency (Reboot)
  - 2 Wikimedia Foundation staff
  - 3 local researchers
- **2 weeks**

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FINDINGS

Themes

1. Information seeking
2. Accessing the internet
3. Understanding the internet
4. Using the internet
5. Getting information online
6. Wikipedia Awareness
7. Wikipedia usage

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Information seeking

1. People seek news and actionable information first, and context second.

Learn more: [Research deck, slide 30](#)

People seek news and actionable info:

People actively seek information to stay abreast of current affairs or to help them with immediate tasks. Searching for reference information — including the type Wikipedia excels at — is a byproduct of news- or task-oriented information- seeking.

- **Event-based reporting travels better**
- **People are task-oriented**
- **Descriptive, contextual information requires further processing**

2. There is no one-stop shop for news and information.

Learn more: Research deck, slide 31

CC by SA 3.0, Shajankumar

There is no one-stop shop for news:

India & Nigeria

Non-local (state, national, international) sources for reporting on macro issues

Local (community or municipal) sources for timely, granular reporting on hyperlocal issues

Mexico

Participants compare information across sources and trust information they see in more than one place

3. Only in specific scenarios do people scrutinize the credibility of an international information source.

Learn more: [Research deck, slide 33](#)

4. People don't need to trust an information source to find it useful.

Learn more: [Research deck, slide 34](#)

5. Successful information systems meet users where they are today, while also evolving with their changing information habits.

Learn more: [Research deck, slide 35](#)

Meet users where they are today

India

People (including those with unlimited internet access) continue to consume old media at predictable intervals—many read the newspaper in the mornings or during work breaks, and watch TV news at night.

In 2015, India's internet penetration increased by 49% and its newspaper industry grew by 8%

Nigeria

Preferences are informed by economic status, geographic location, and personal networks.

6. Visual content and design helps attract and win over users.

Learn more: [Research deck, slide 37](#)

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Public Domain - Jason Hine

Accessing the internet

7. Constant, individual internet access is not the norm for all.

Learn more: [Research deck, slide 40](#)

8. Mobile dominates for getting online, and Android is the platform of choice.
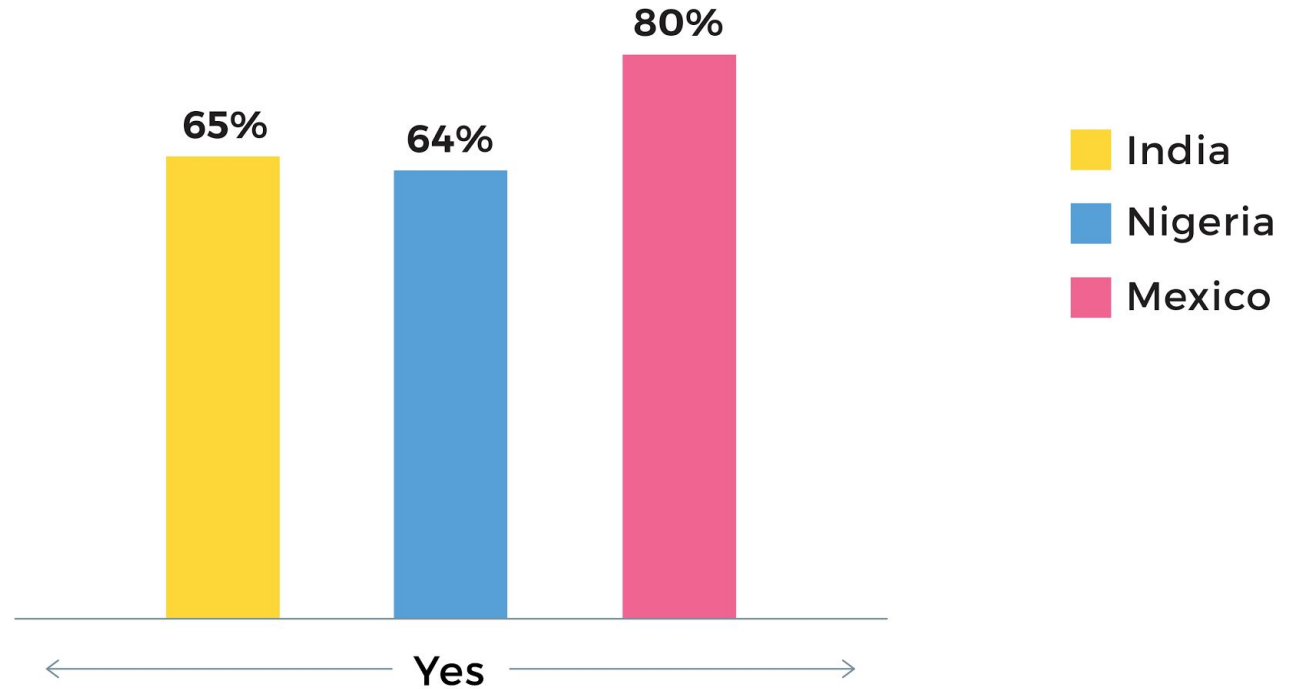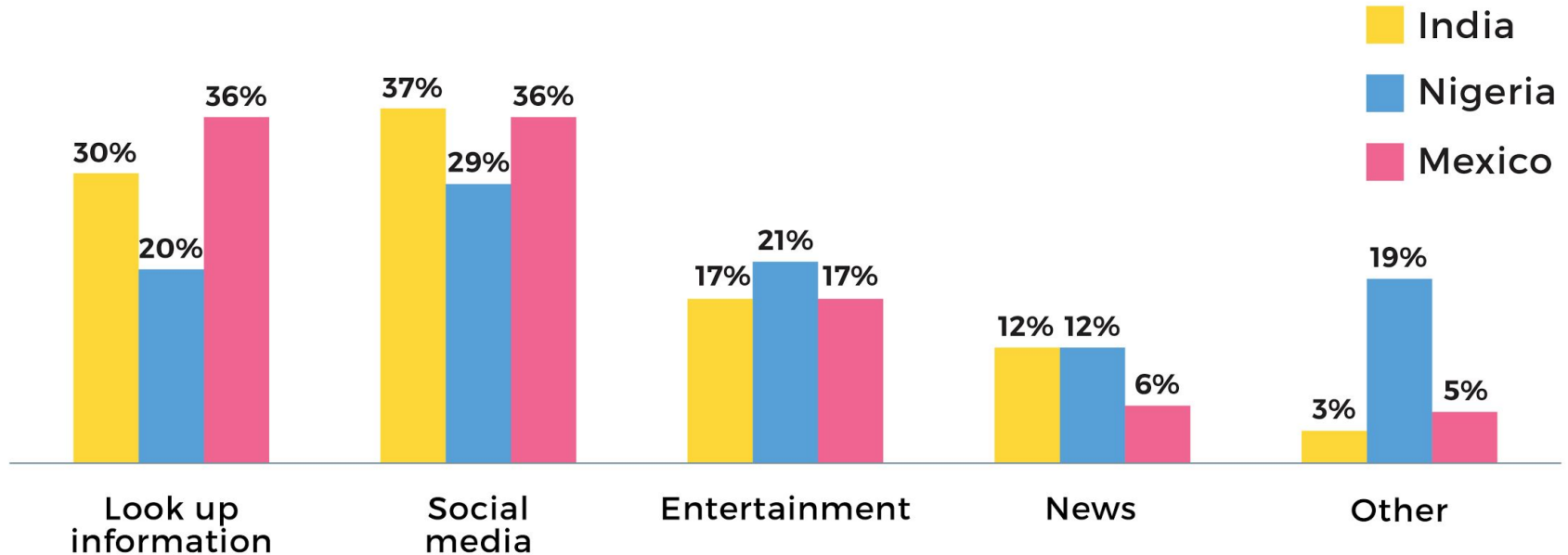
Learn more: Research deck, slide 41

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Phone survey findings

Can you use the internet with your mobile phone?
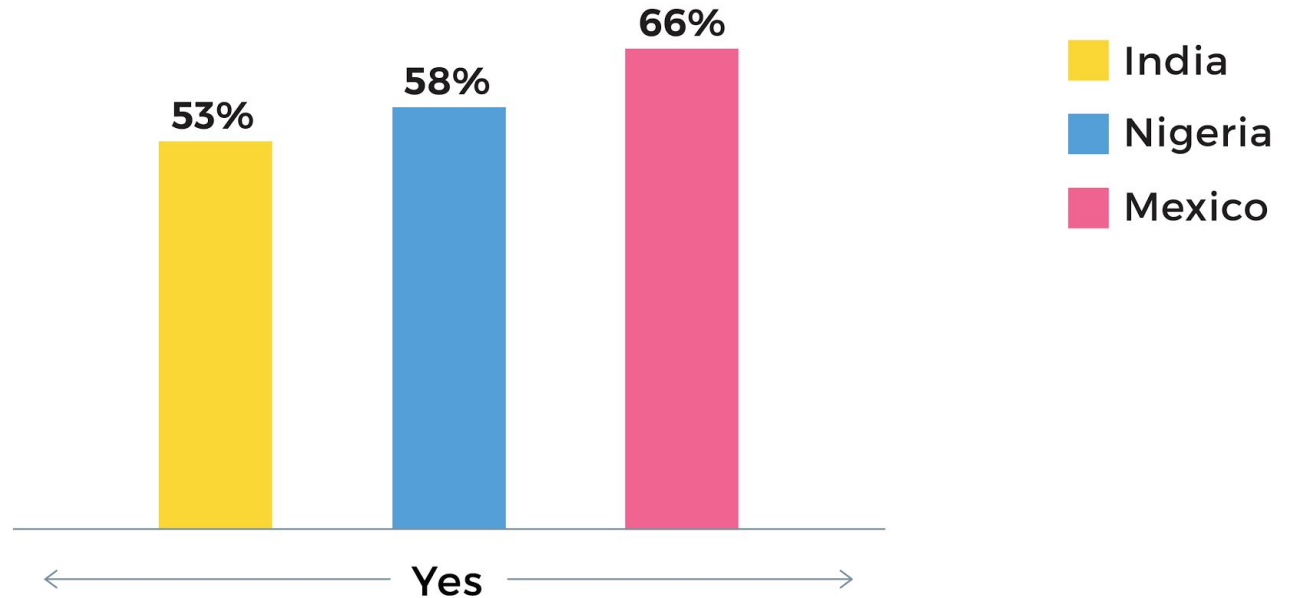
53%

58%

66%

India

Nigeria

Mexico

Yes

9. In Nigeria, internet access has been prohibitively expensive. Consumers are savvy, price-sensitive shoppers with low brand loyalty.

Learn more: [Research deck, slide 42](#)

CC by SA 4.0, Abbey.ripstra

10. In India, internet access is more affordable, but cost remains a barrier to widespread internet penetration.

Learn more: [Research deck, slide 47](#)
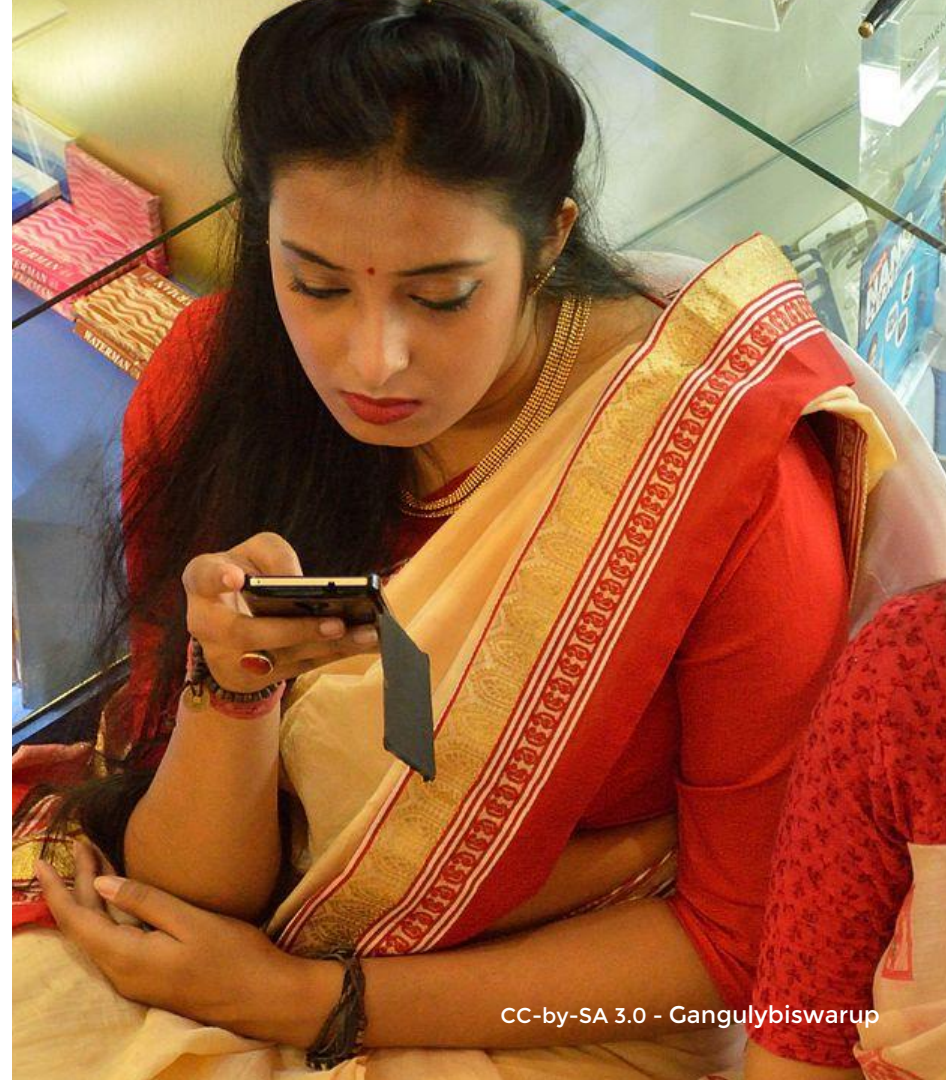
In Mexico, consumers are conscious of data use and may use wifi to defray costs. Public wifi access can be slow and low quality.
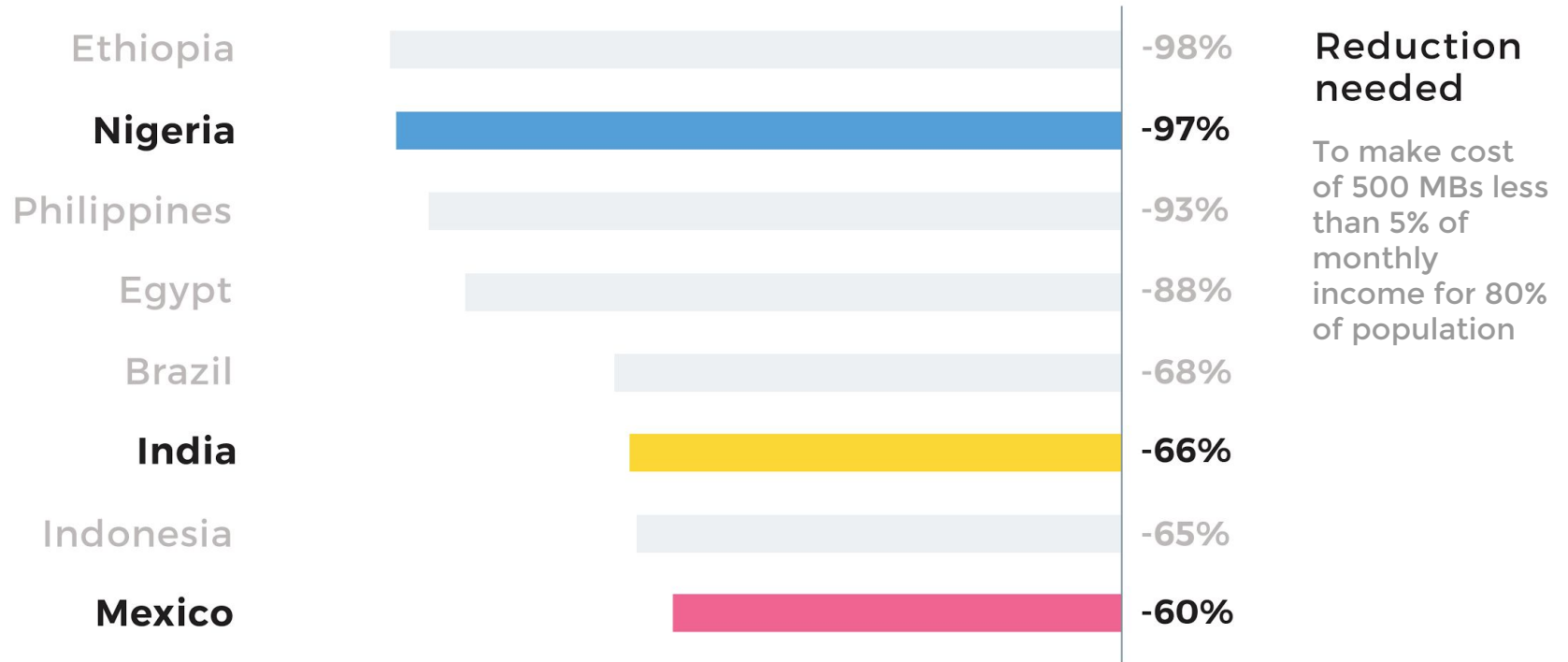
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Mobile data has to get much cheaper to be generally affordable

Ethiopia	-98%
Nigeria	-97%
Philippines	-93%
Egypt	-88%
Brazil	-68%
India	-66%
Indonesia	-65%
Mexico	-60%

Reduction needed

To make cost of 500 MBs less than 5% of monthly income for 80% of population

Mobile data has to get much cheaper to be generally affordable

Country	Reduction
Ethiopia	-98%
Nigeria	**-97%**
Philippines	-93%
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Indonesia	-65%
Mexico	**-60%**

Reduction needed

To make cost of 500 MBs less than 5% of monthly income for 80% of population

*Data from
http://www.strategyand.pwc.com/media/file/Connecting-the-world.pdf

11. Mental models around the internet can be confused.

Learn more: [Research deck, slide 49](#)

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12. People are learning how to use the internet from others, both loved ones and professional intermediaries.
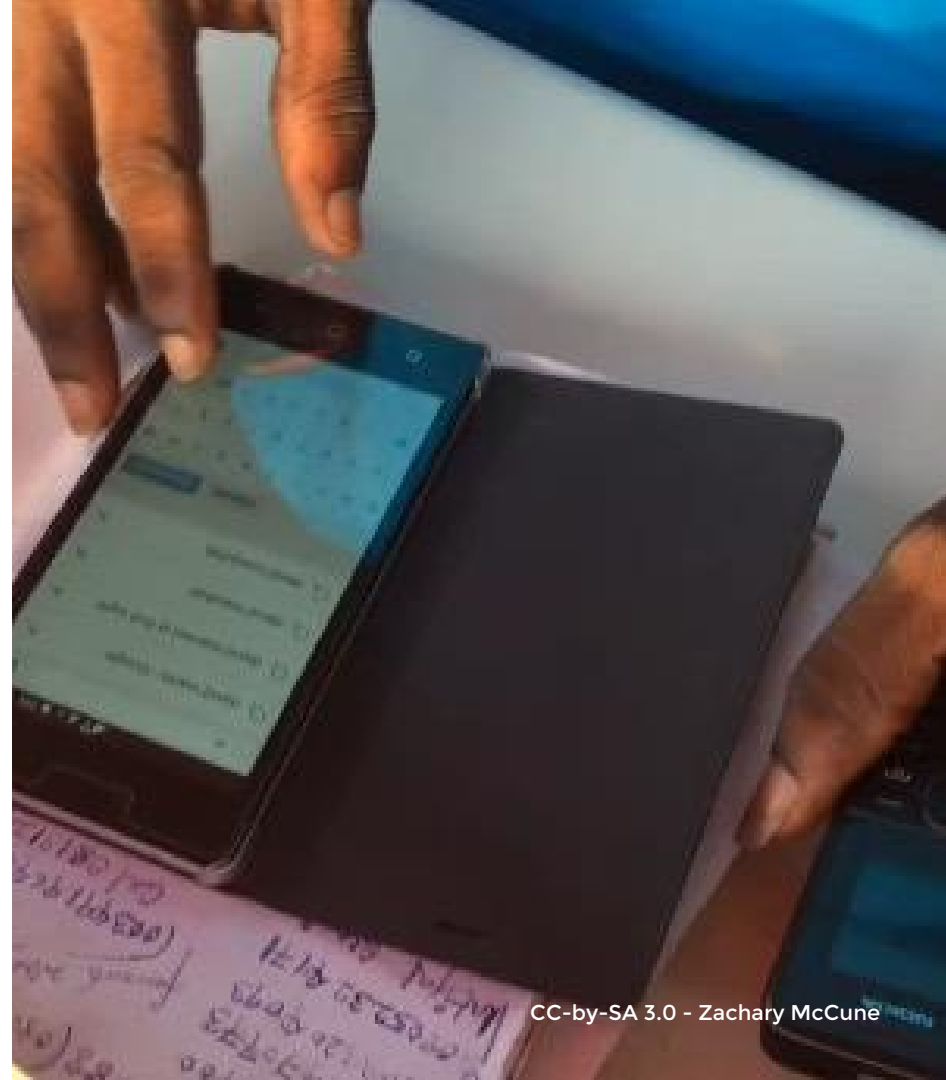
Learn more: [Research deck, slide 50](#)
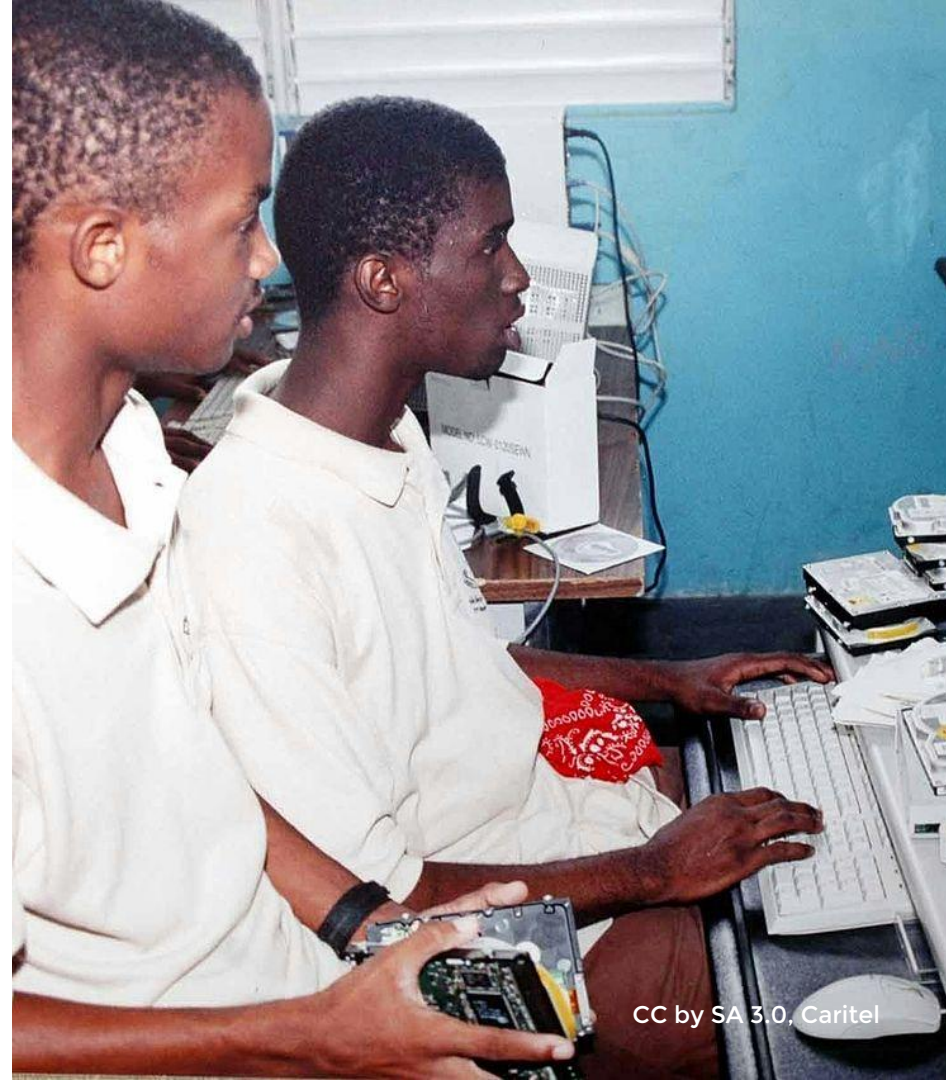
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13. People are using the internet in English, without expecting otherwise.
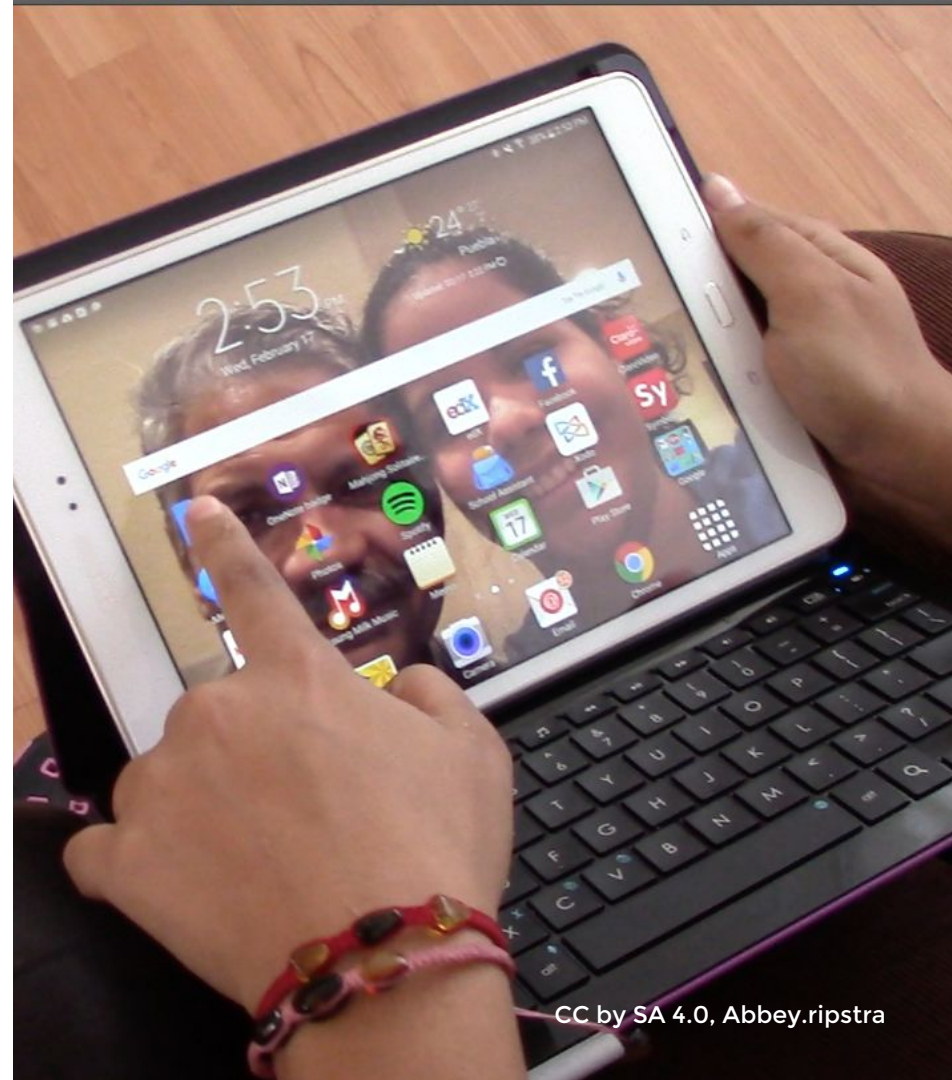
Learn more: Research deck, slide 53

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14. People are precious about data usage, and low-bandwidth browsers dominate.

Learn more: [Research deck, slide 55](#)

15. Mobile apps have exploded in popularity, with instant messaging and social media at the top.

Learn more: [Research deck, slide 56](#)

16. Students and educators often have conflicting views on if and how the internet can support formal education.
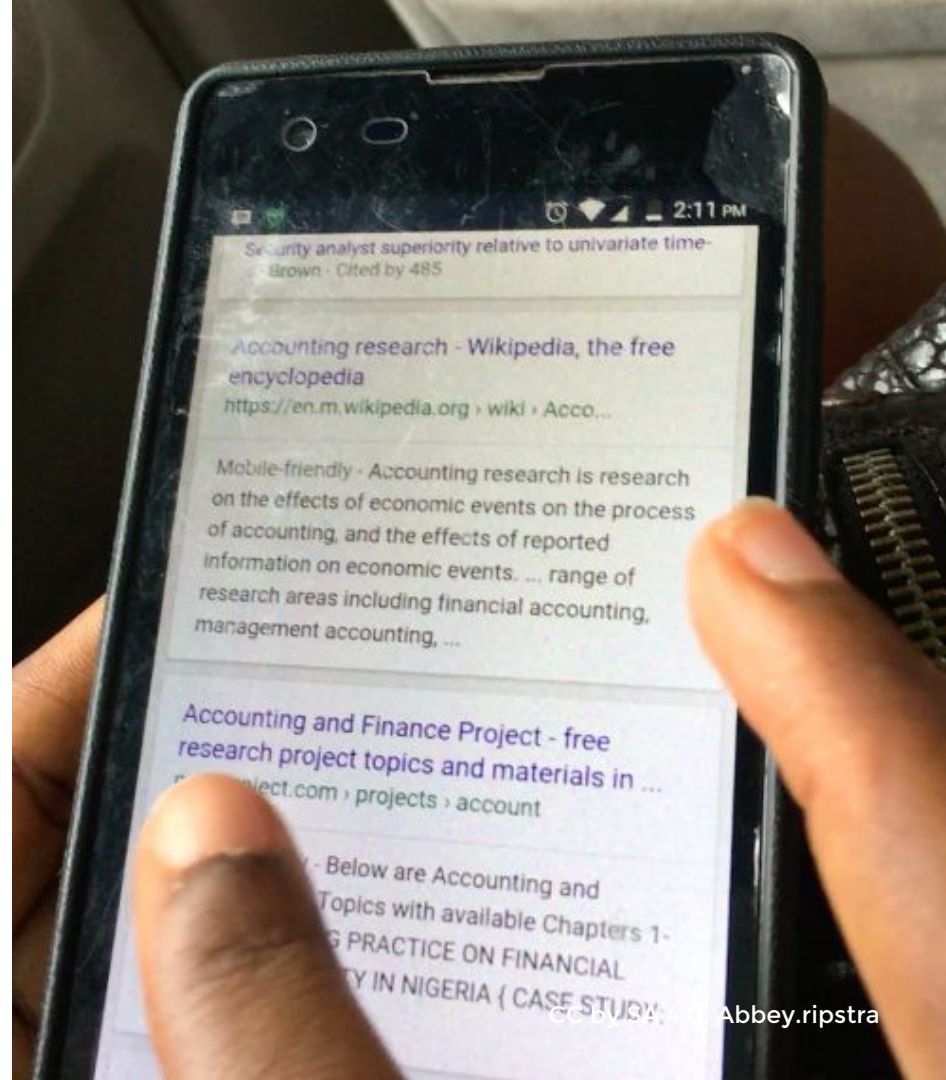
Learn more: Research deck, slide 58

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Getting information online

17. People trust online search (Google in particular) to get them what they need.

Learn more: [Research deck, slide 61](#)

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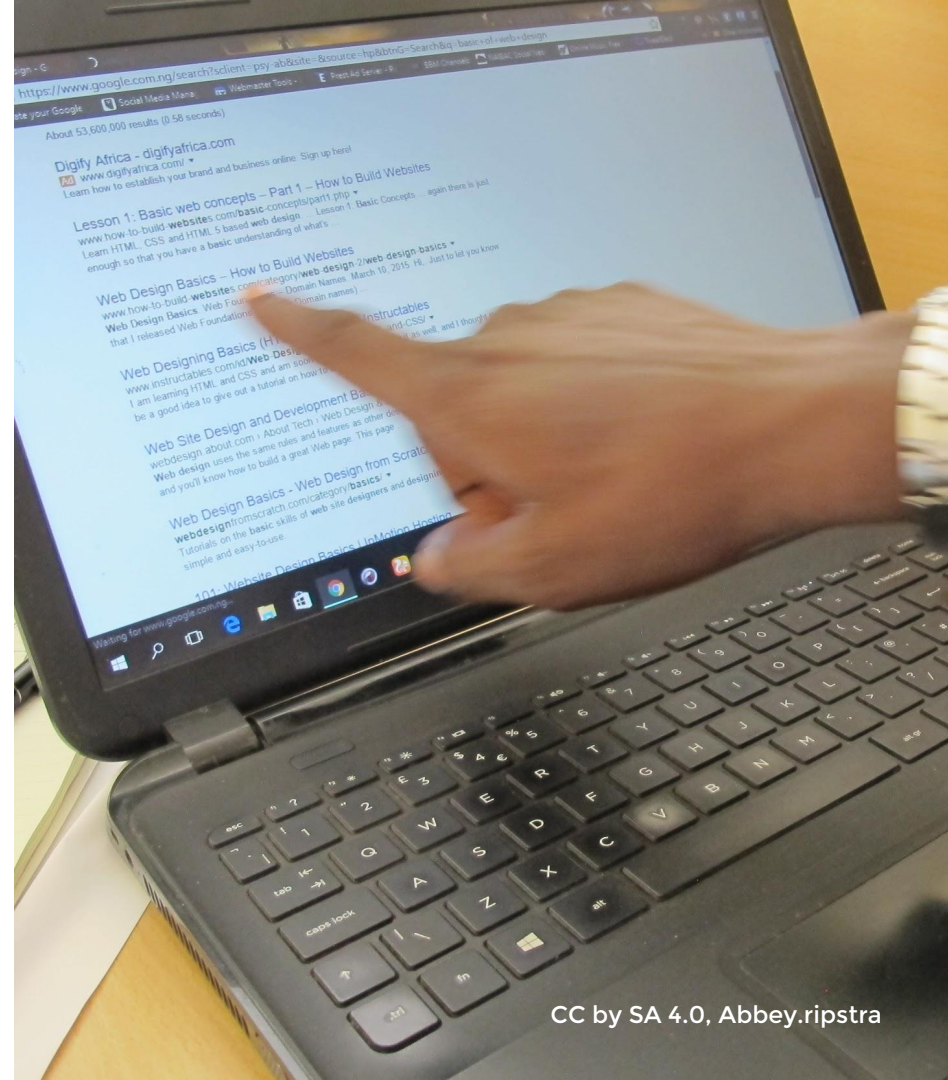CC BY-SA Abbey.ripstra

"My big boss Google"

"Uncle Google"

"Google is the shortcut"

"Google is the solution to the world"

"Google Maharaj"

18. Search habits are largely basic. Users surface what they need through trial-and-error queries, or by looking for quality indicators in the results.

Learn more: [Research deck, slide 63](#)

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19. In an era of search-led, task-oriented browsing, there is little loyalty to specific web properties – unless they relate to personal passions.

Learn more: Research deck, slide 65
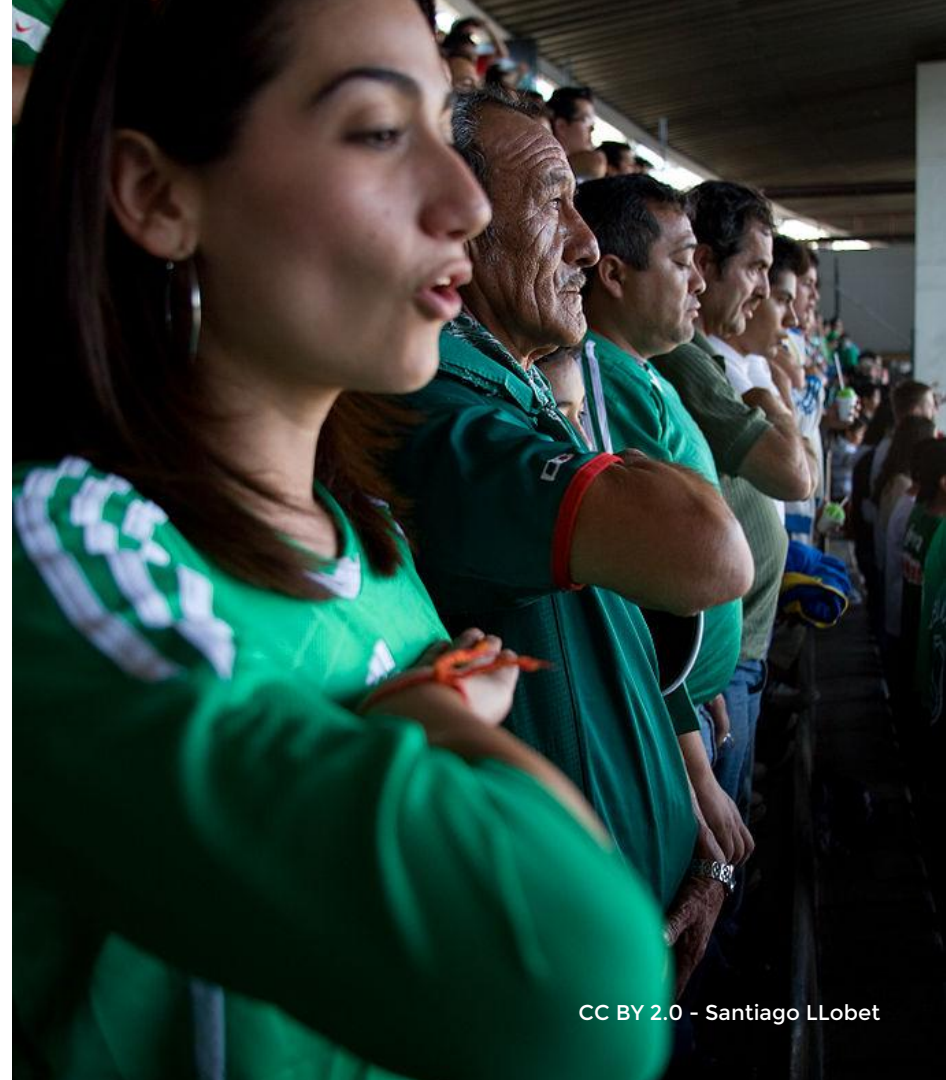
20. People are increasingly getting information online, then consuming or sharing it offline.

Learn more: Research deck, slide 66

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21. As a brand, Wikipedia is not widely recognized or understood. Some people are Wikipedia readers without realizing it.
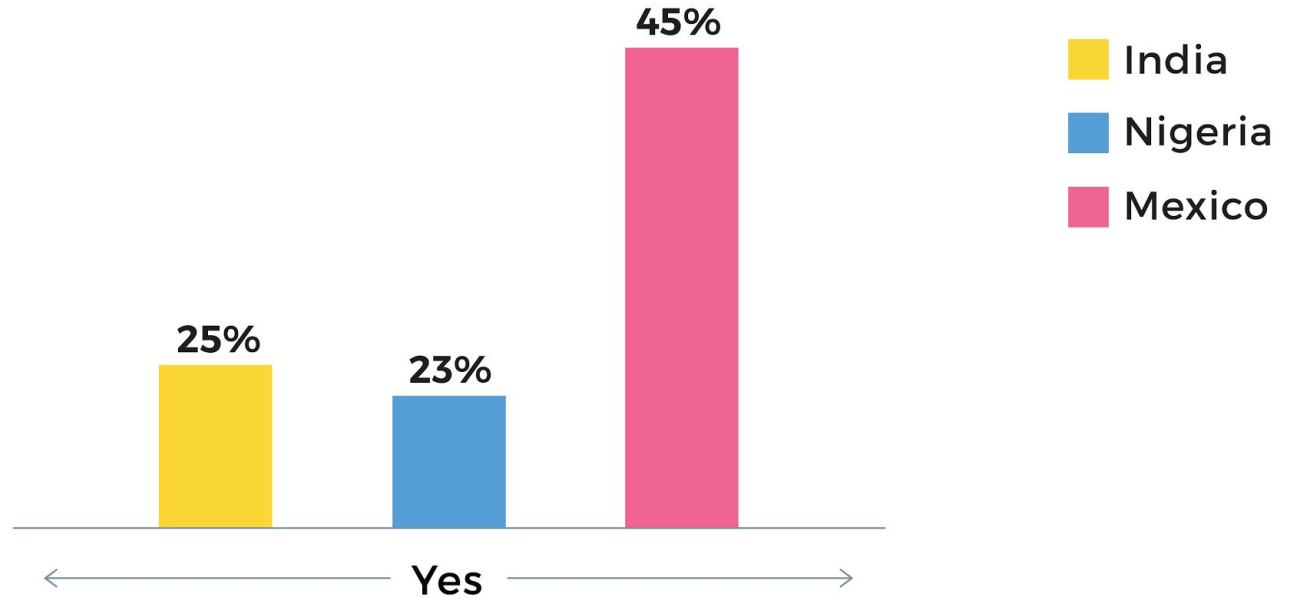
Learn more: Research deck, slide 68

"Wikipedia is something you can
get over the phone."

"I am searching in Wikipedia."
[This user was searching on Google.]
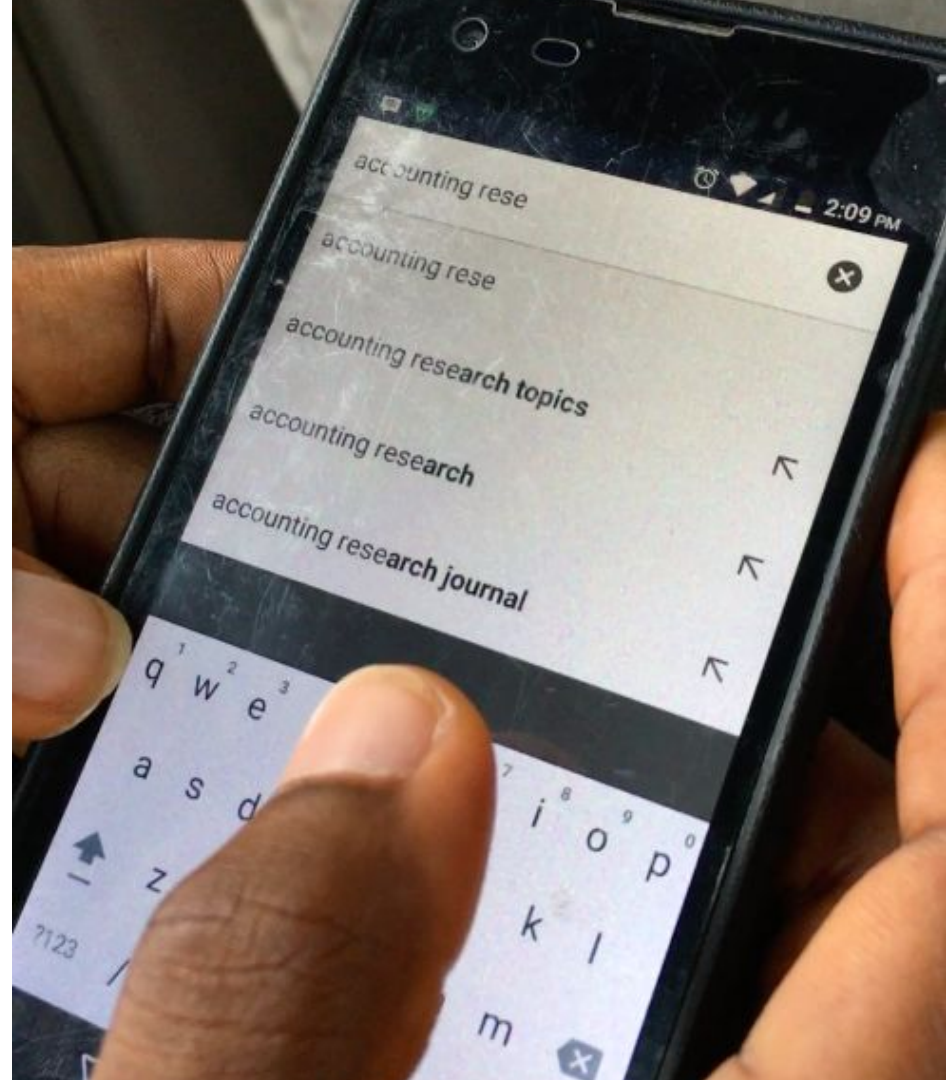
"Wikipedia is run by a non-profit
and donations."

22. People confuse Wikipedia with a search engine or social media platform. This can create unrealistic expectations of its functionality.
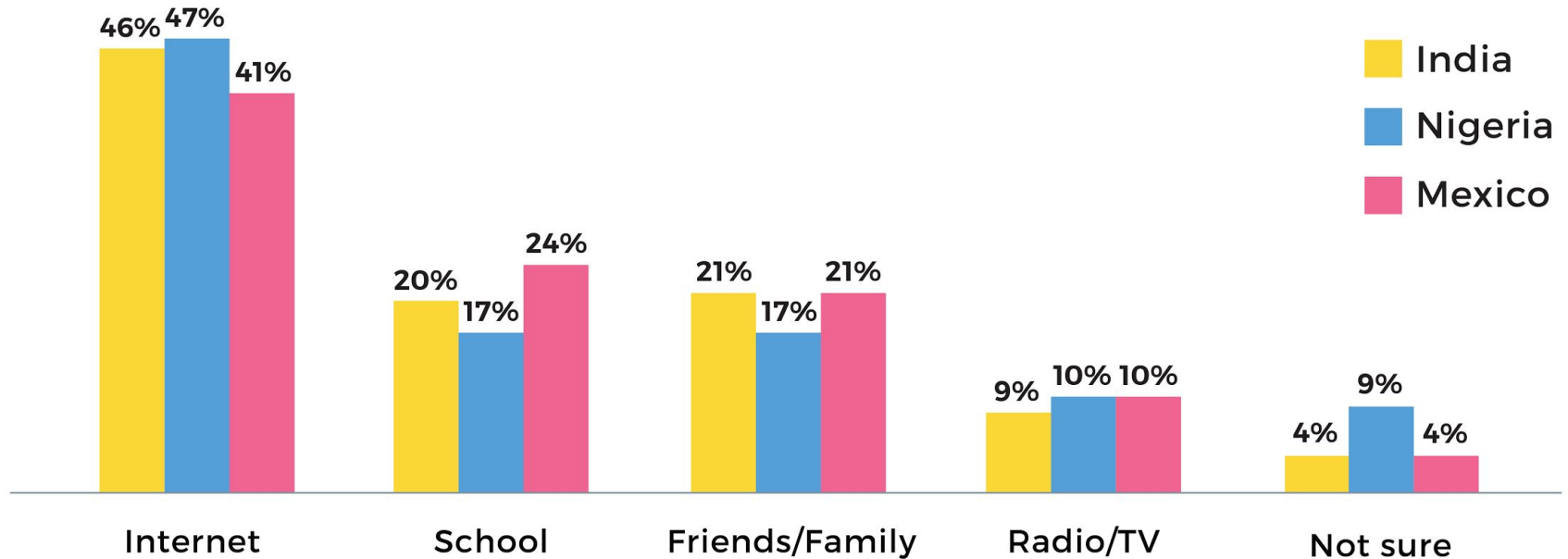
Learn more:

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"Wikipedia is a 'poor cousin' of Google. It is the lesser model."

"Google and Wikipedia are similar. Google is more distributed; Wikipedia is more analytical and comprehensive."

"Wikipedia is a social network. You'd use it if a friend in the US was on it and you wanted to connect with them."
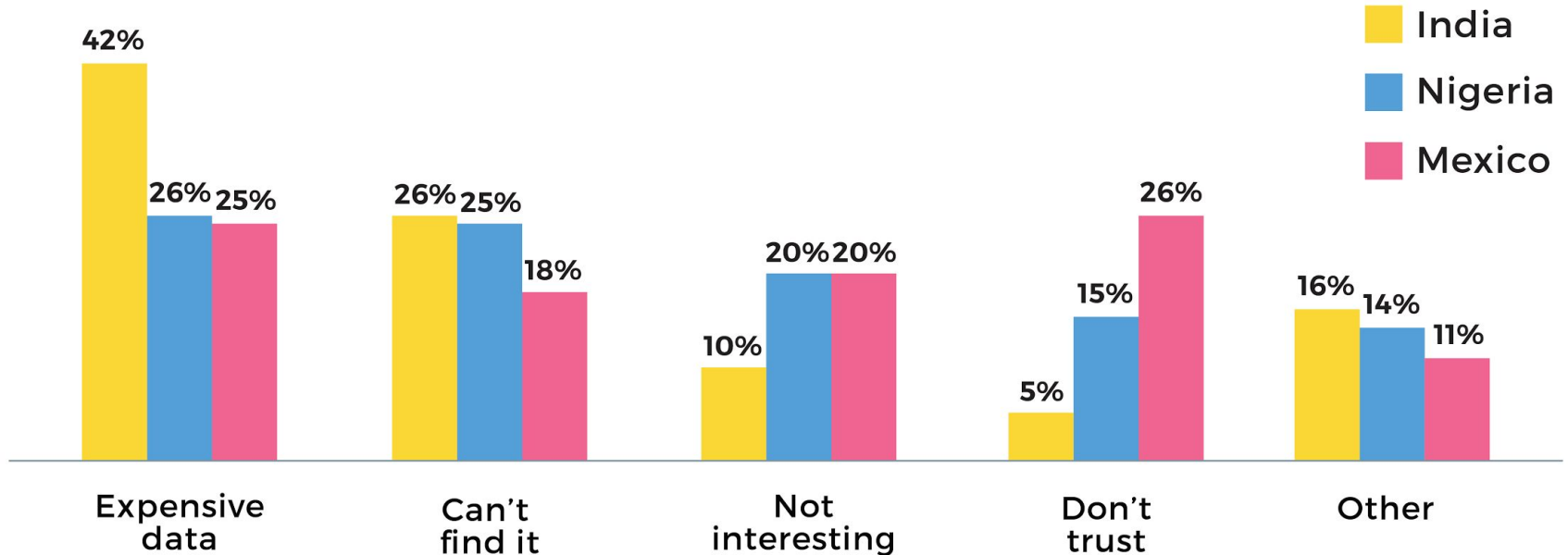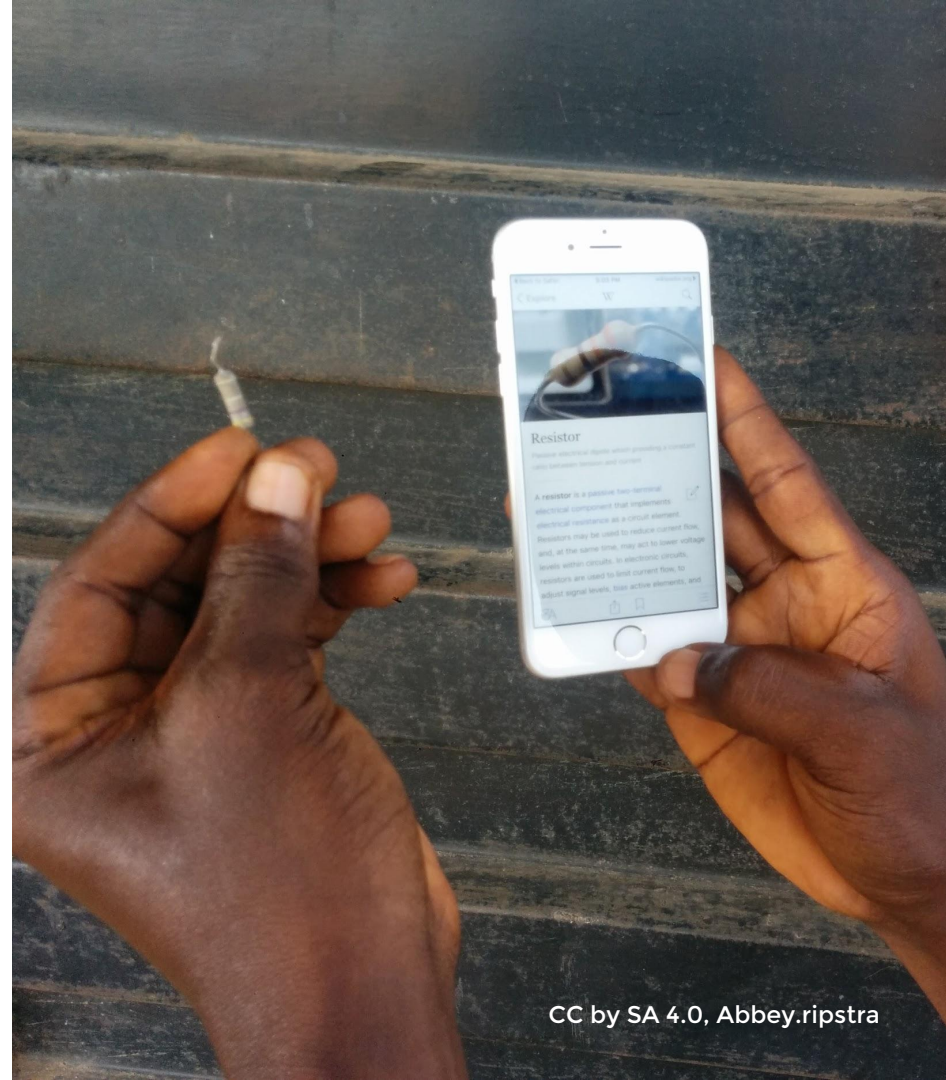
Wikipedia usage

Phone survey findings

What is the biggest barrier to using Wikipedia?

Among respondents who 'rarely' or 'never' use Wikipedia but had some interest in it

Legend:
- India
- Nigeria
- Mexico

Expensive data: India 42%, Nigeria 26%, Mexico 25%

Can't find it: India 26%, Nigeria 25%, Mexico 18%

Not interesting: India 10%, Nigeria 20%, Mexico 20%

Don't trust: India 5%, Nigeria 15%, Mexico 26%

Other: India 16%, Nigeria 14%, Mexico 11%

23. Wikipedia readers are generally task-oriented, not exploration- oriented. Wikipedia is seen as a utilitarian starting point that sometimes surfaces through search, and not a destination in itself.
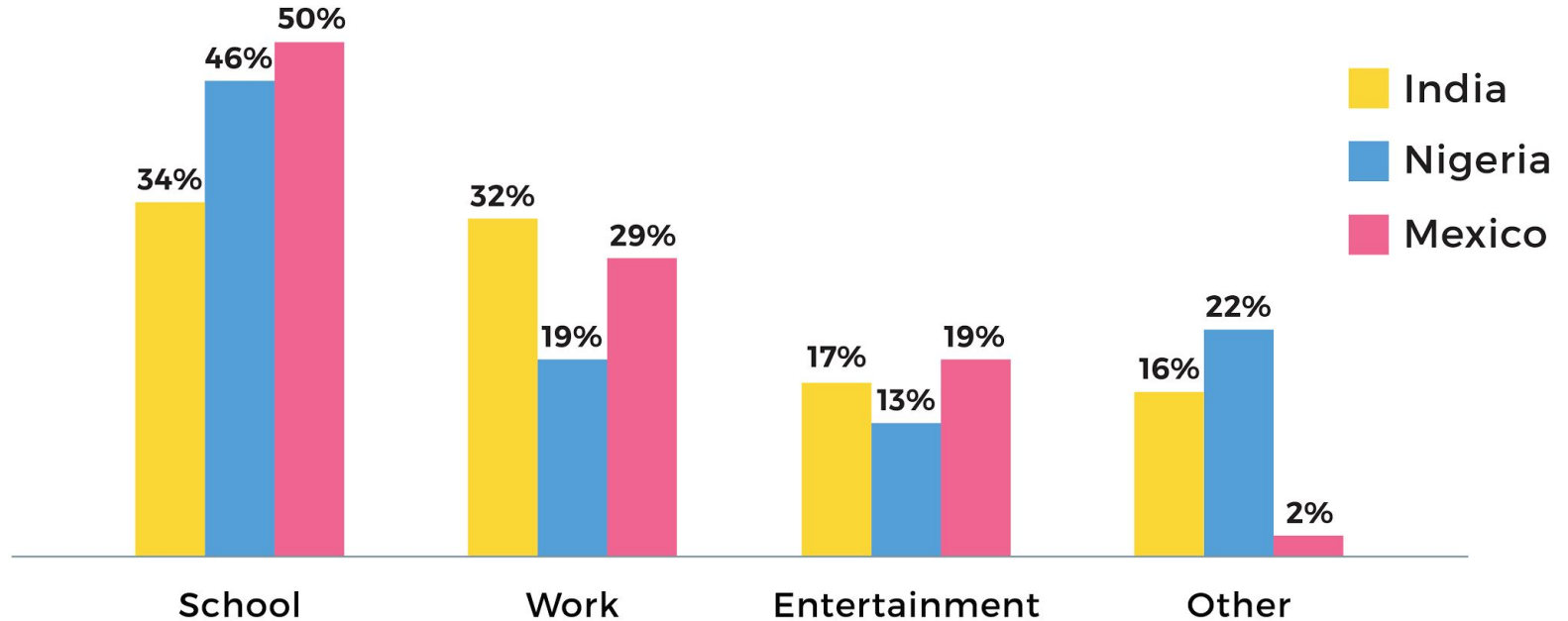
Learn more: [Research deck, slide 77](#)

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Phone survey findings

What do you use Wikipedia for the most?

Legend:
- India
- Nigeria
- Mexico

School: India 34%, Nigeria 46%, Mexico 50%

Work: India 32%, Nigeria 19%, Mexico 29%

Entertainment: India 17%, Nigeria 13%, Mexico 19%

Other: India 16%, Nigeria 22%, Mexico 2%

24. Wikipedia's content model can arouse suspicion. Despite this, there was no observed relationship between trust in and reading of Wikipedia.

Learn more: Research deck, slide 83
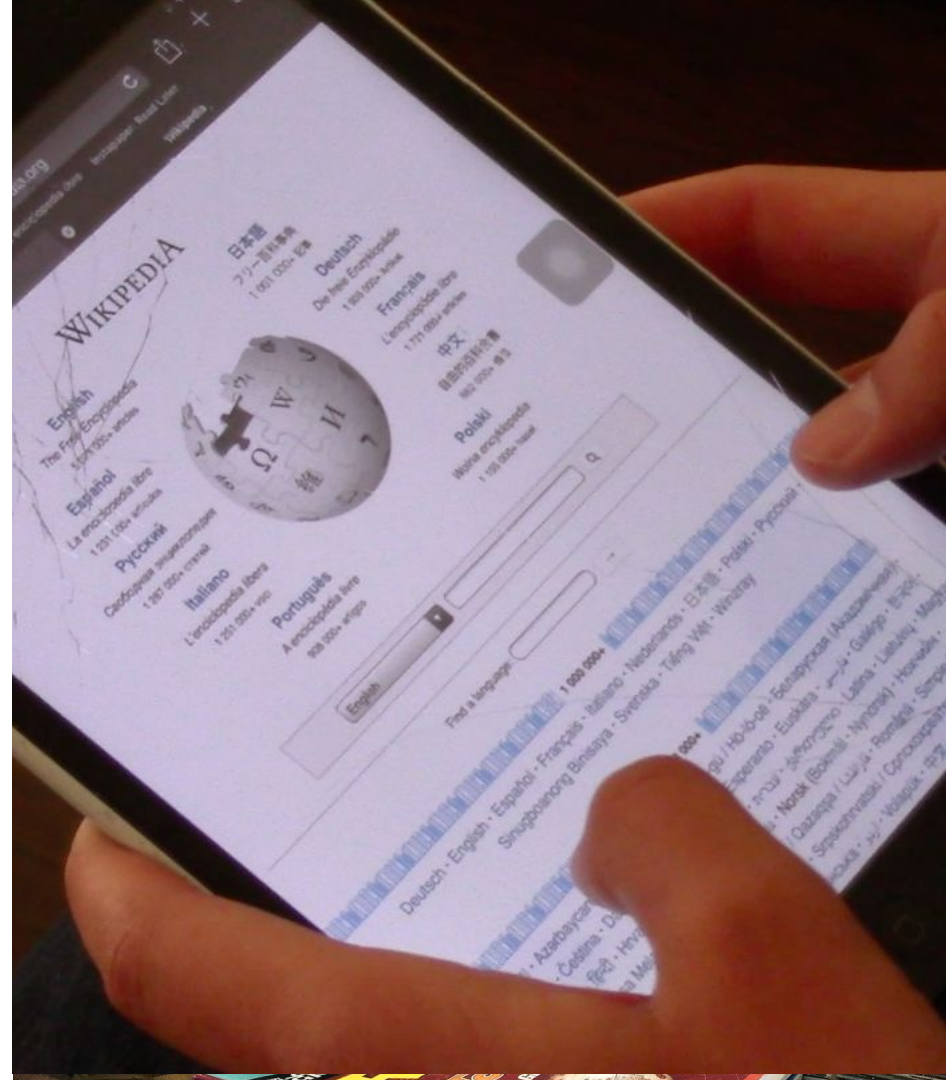
Questions?
Ideas?

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PERSONAS

What is a persona?

New Readers personas

4 from Nigeria

3 from India

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OUR NEXT STEPS

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Working from findings

#20. People are increasingly getting information online, then consuming or sharing it offline.

#22. As a brand, Wikipedia is not widely recognized or understood. Some people are Wikipedia readers without realizing it.

#9. In Nigeria, internet access has been prohibitively expensive. Consumers are savvy, price-sensitive shoppers with low brand loyalty.

#10. In India, internet access is more affordable, but cost remains a barrier to widespread internet penetration.

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Prototyping

Concepting ideas based on findings and field testing with people similar to the personas

Raising awareness

Developing messages with community and staff to better explain Wikipedia and its use.

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धन्यवाद

ESE GAN

GRACIAS

THANKS

https://meta.wikimedia.org/wiki/New_Readers

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