



motivaction

research and strategy

Vereniging Wikimedia Nederland

User survey



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At the request of Sandra Rientjes on behalf of Wikimedia Nederland, Motivaction International B.V. conducted a survey of Wikipedia editors and of users of Wikipedia in the Netherlands.

- Wikimedia Nederland is the Dutch branch of the Global Wikimedia Foundation, the organisation that promotes free knowledge. The Wikimedia Foundation's flagship is Wikipedia.
- An estimated 3.3 million Dutch people (aged 18 to 80 years) are regular wikipedia.org visitors (source: Motivaction Mentality survey 2014).
- Wikimedia is an association with a membership that increases annually. The members support the Wikimedia mission and they pay annual membership fees. In addition, there are people who make active contributions to Wikipedia by, for example, writing articles or in the form of other activities.
- In 2013, Motivaction conducted a survey for Vereniging Wikimedia Nederland looking at users, contributors and members. It was felt that a repeat survey was needed this year. Wikimedia Nederland wishes to keep a finger on the pulse in terms of the organisation's profile and grass-roots satisfaction. In addition, a number of new issues have arisen that require examination.

This report will present the results of the survey of Wikipedia users.



Awareness and use of Wikipedia are high, as is satisfaction.

- Awareness and the number of users of Wikipedia have increased significantly in recent years (2013-2015). Four in five Dutch people now know about, and use, Wikipedia.
- Levels of use of Wikipedia have not increased. It is possible that new users use Wikipedia less intensively.
- More than one tenth of Dutch people said they had installed the Wikipedia app. That is a very high number.
- In general terms, a large majority thought the articles were very readable and easy to use. The number of people who thought this was slightly down on 2013.



Awareness of matters relating to Wikipedia is falling

- These are matters such as: the fact that everybody can post and edit articles, that all text and photos are freely available and that Wikipedia does not have any profit motive.
- This may also be linked to the arrival of new users who, for the time being, may be less well-informed.



Slight increase in willingness to contribute

- There was a slight increase in the willingness to contribute between 2013 and 2015. The main reasons people would not wish to write or edit an article continue to be that people are not interested and/or would not know what to write about.



Men are more interested in Wikipedia and sharing knowledge than women

- Men generally use Wikipedia somewhat more often than women and they are generally slightly more positive about Wikipedia than women. The exception is the readability and usefulness of the articles on Wikipedia: levels of satisfaction in this respect were the same for men and women. Men are also better informed about all matters than women.
- Women are more emphatic in stating that it is unlikely that they would contribute to Wikipedia in the next year in any form whatsoever. However, they state the same reasons as men.



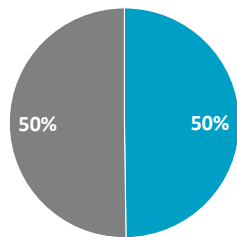
A sample of users was selected from the Motivation online survey panel (Stempunt.nu). This sample is a representative reflection of the Dutch population aged 15 to 70. A total of 2100 people were invited to participate in the survey, and this resulted in 530 fully completed questionnaires. The analysis of the results for this group looked, where relevant, at the differences between the sexes, age categories, educational background and survey year (2013 and 2015).





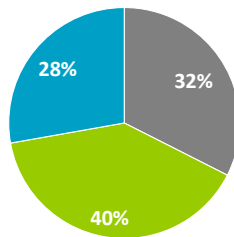
Results - User profile	page 8
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Sex (n=530)



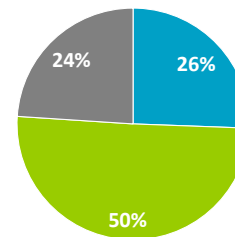
■ Male ■ Female

Age (n=530)



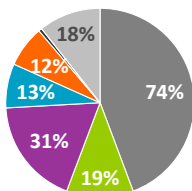
■ 15 to 34 (incl.) ■ 35 to 54 (incl.)

Education completed (n=530)



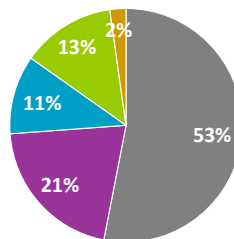
■ High ■ Medium ■ Low

Social media use (n=515)



■ Facebook ■ Twitter
 ■ LinkedIn ■ Instagram
 ■ Pinterest ■ Other, namely:
 ■ None of the above

Employment (n=515)



■ Employed ■ I don't work
 ■ Retired ■ Student
 ■ Miscellaneous

Sees him/herself as (n=515)

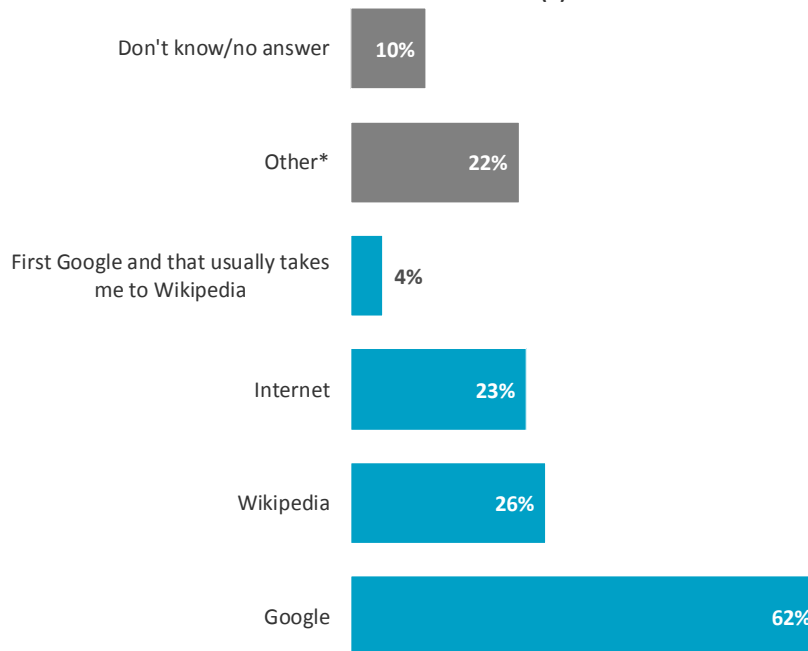


The source referred to most in terms of looking for information is *Google*. One quarter also mention *Wikipedia* and there will undoubtedly be a lot of people who are passed on by *Google* to *Wikipedia*.

There have been few changes in this respect with regard to 2013 except that, on this occasion, *Wikipedia* was mentioned more often than *Internet*, which is the opposite situation to 2013.



If you are looking for facts such as how many people live in the Netherlands, what does a particular expression mean, how high is the Eiffel Tower and so on, which sources do you use? (n)



* Contains answers with a percentage of less than 4%. See Source Use annex for the full overview.

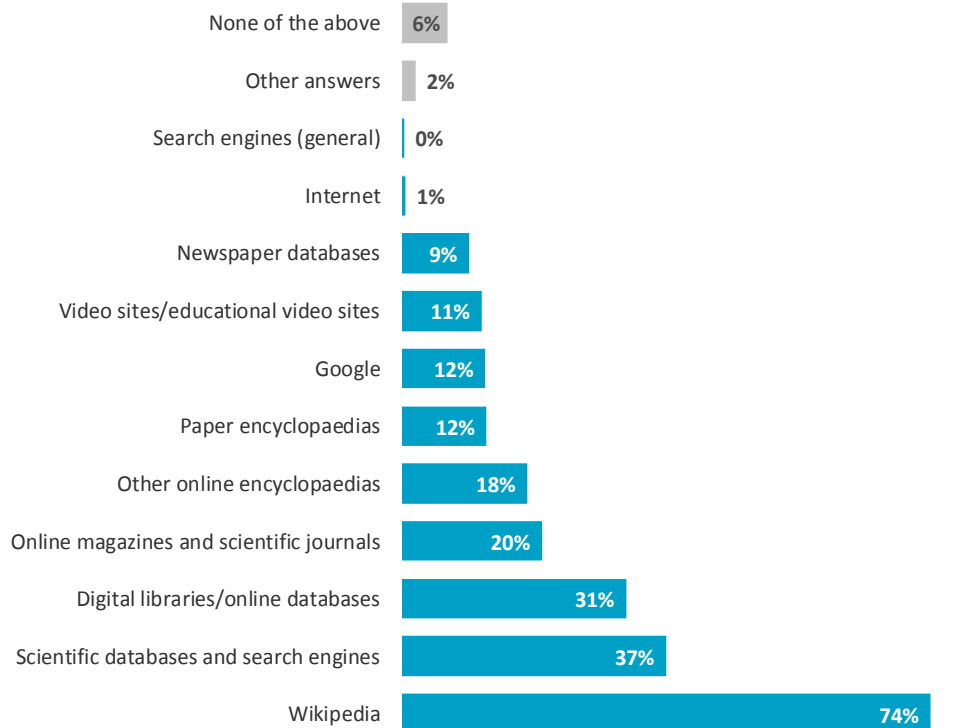
Almost three quarters of Dutch people aged 15 to 70 use *Wikipedia* to look up information (facts).

This question was phrased differently than in 2013 and so it is not possible to compare the two years.

Men referred more often than women to *scientific databases and search engines* (41% as opposed to 33%). And, in general, the higher the level of education, the more often people use all sources.



Which of the sources below do you sometimes use to look for information (facts)? (n)

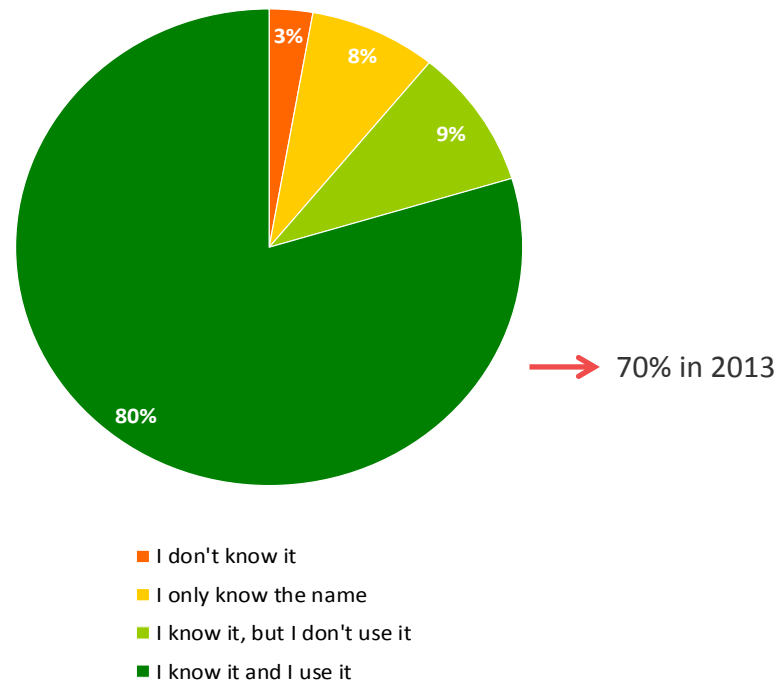


The number of users of Wikipedia has increased significantly in recent years. Four in five Dutch people now know about, and use, Wikipedia.

The group who are not familiar with Wikipedia or *only know the name* generally consists of women with a low level of education aged 35 years and older.



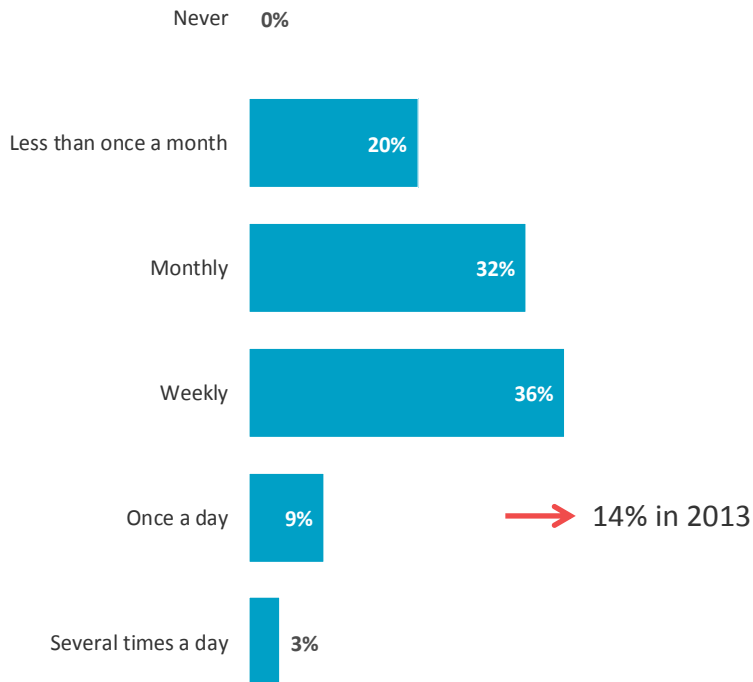
To what extent do you know about Wikipedia? (Base - Uses Wikipedia, n=530)



The increase in the number of users has not necessarily resulted in an increase in the overall level of use. There were significantly more users than in 2013 said that they used Wikimedia *less than once a month*.

Men generally use Wikipedia slightly more often than women.

How often do you use Wikipedia? (Base - Uses Wikipedia, n=422)

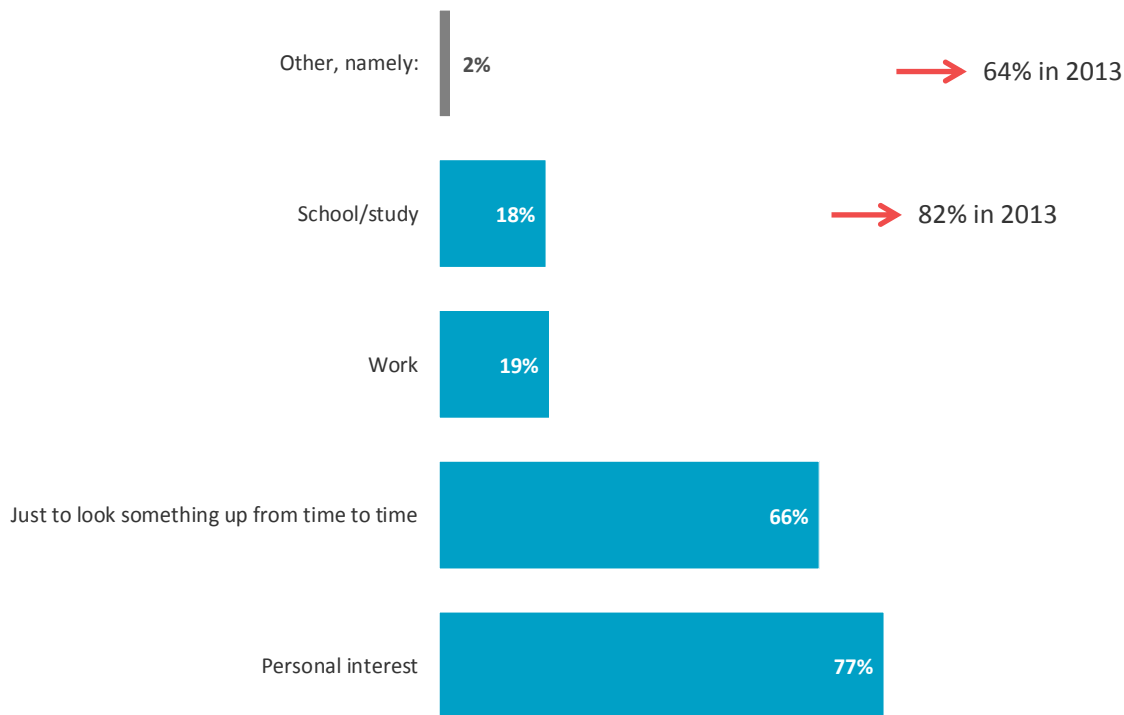


Wikipedia is generally used due to *personal interest* and/or *just to look up something now and then*. In this respect, there has been an interesting shift by comparison with 2013. More users selected the response *personal interest* and fewer opted for *just to look up something now and then*.

As people get older, Wikipedia is used more often due to *personal interest* and/or *just to look up something now and then*.



What do you usually use Wikipedia for? (Base - Uses Wikipedia, n=422)



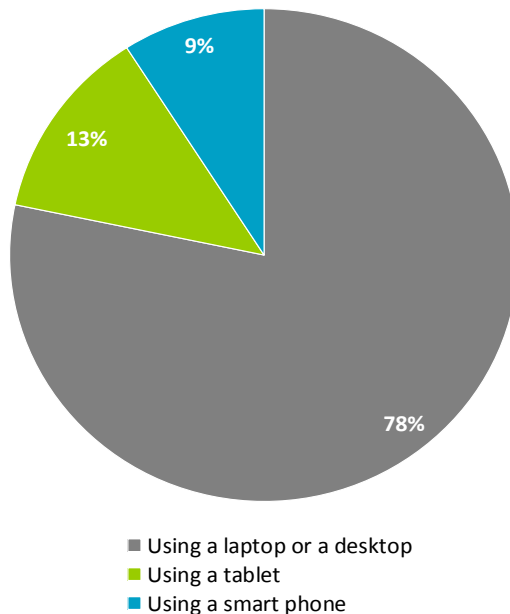
People go to Wikipedia *most often with a laptop or a desktop computer*. 22% say they consult Wikipedia most often on a mobile device.

The Wikipedia app has been installed by 12% of the users on a mobile device.

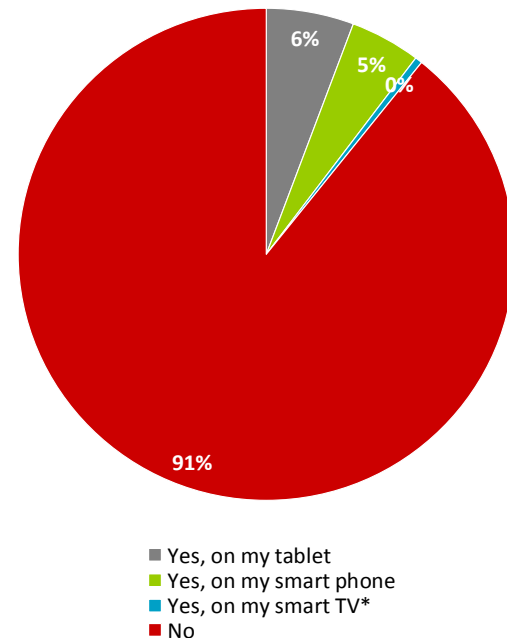
The app has been installed more often by men (12%) than women (5%).



How do you consult Wikipedia most? (Base - Uses Wikipedia, n=422)



Have you installed the Wikipedia app on your tablet or smart phone? (Base - Uses Wikipedia, n=422)



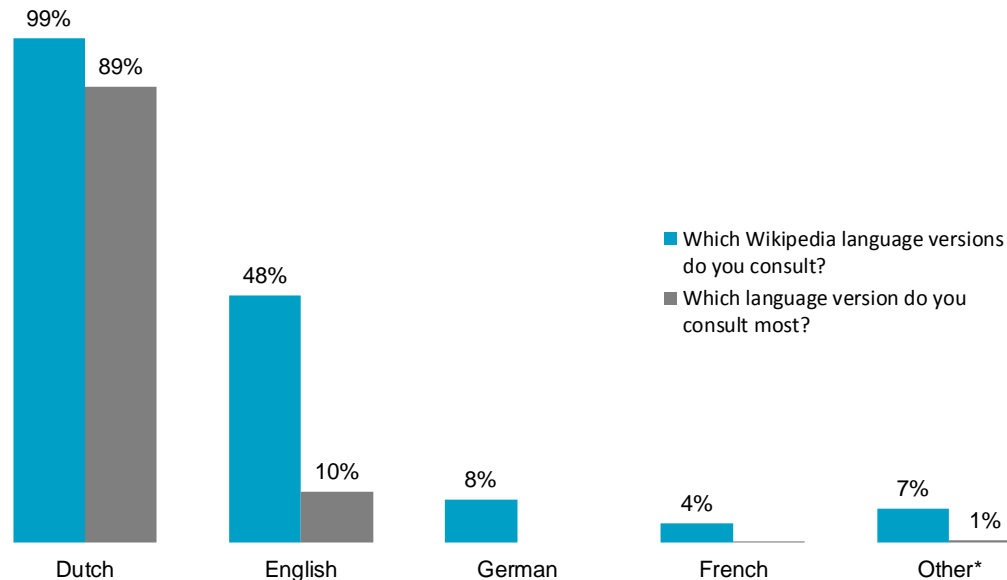
* Due to rounding off, this percentage is 0%.

Most people use the Dutch version and the Dutch version is also used most.

Young people and young adults use the English version more often than older people (35+).



(Base - Uses Wikipedia, n=422)



* 'Other' includes Turkish, Limburgish, Lower Saxon, Spanish, Friesian, Cantonese, Arabic and others. See 'Language Versions' annex for the full overview.

In general terms, a large majority thought the articles were *very readable* and *easy to use*. The number of people who thought this was slightly down on 2013.

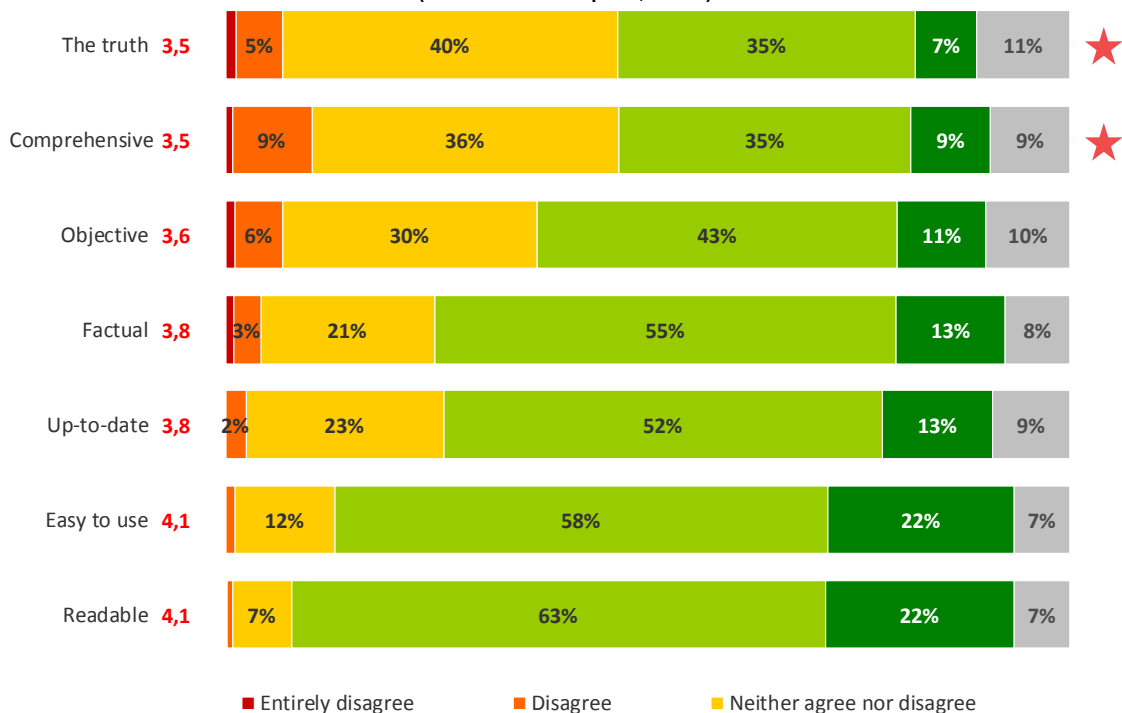
As in 2013, people are slightly less convinced about *objectivity*, *comprehensiveness* and *truth*.

Women are generally slightly less positive than men. Except in terms of readability and usefulness. The same applies to more highly educated people, who are generally slightly less positive.

★ agree/very much agree significantly down on 2013



To what extent do you agree with the following statements? The articles on Wikipedia are:
(Base - Knows Wikipedia, n=515)



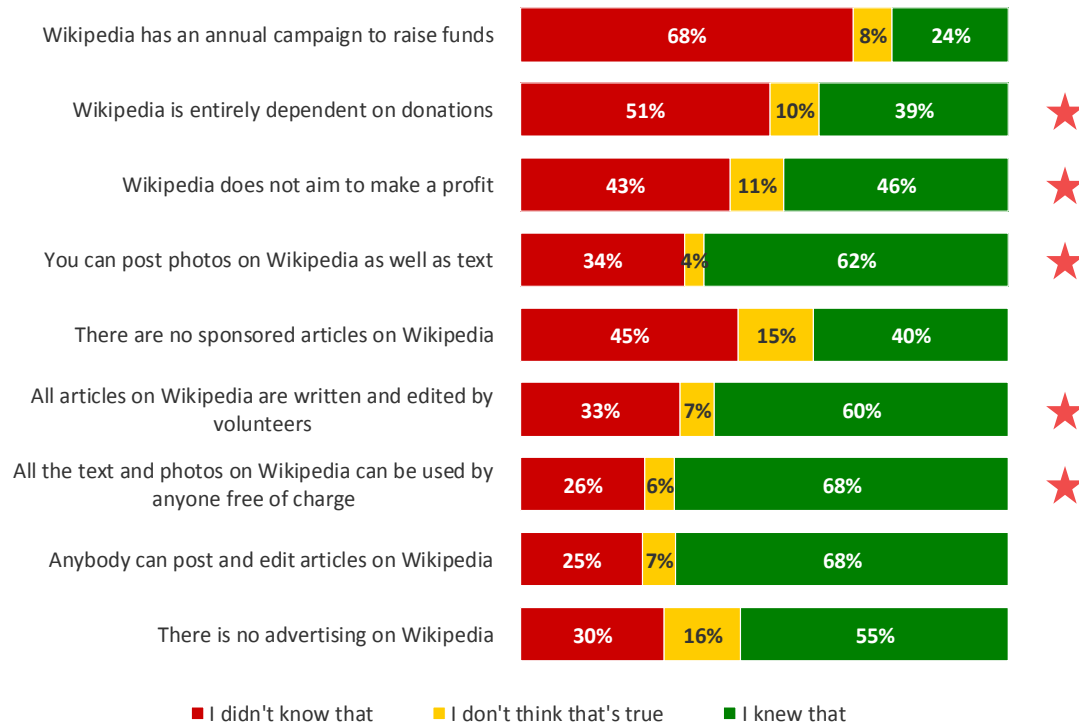
There was a striking shift in the responses to this question by comparison with 2013. In five categories (see red star), there was a significant drop by comparison with 2013. It is possible that this is attributable to the rise in the number of users: new users are less well informed.

Men are better informed about all matters than women. This also applies to younger people (15-35) and the highly educated: they are better informed about these matters than others.

★ 'I knew that' is significantly down on 2013



To what extent are you aware of the following? (Base - Knows Wikipedia, n=515)



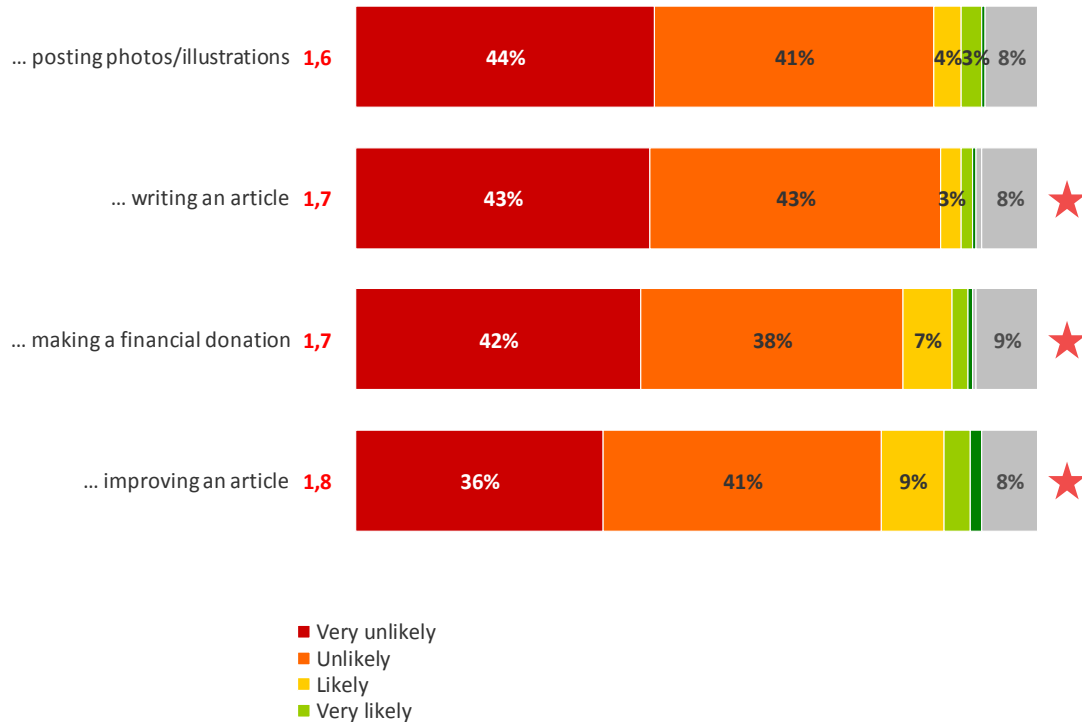
In total, there were significantly fewer people this year who said that it was a very unlikely or unlikely that they would make a contribution to Wikipedia in the form of a financial donation (91% as opposed to 80%), writing an article (92% as opposed to 86%) and/or posting photographs/illustrations (92% as opposed to 85%).

Women are more emphatic in stating that it is unlikely that they would contribute to Wikipedia in any form whatsoever.

★ Unlikely/very unlikely significantly down on 2013



How likely is it that you will be contributing to Wikipedia in the year to come by ... ? (n)



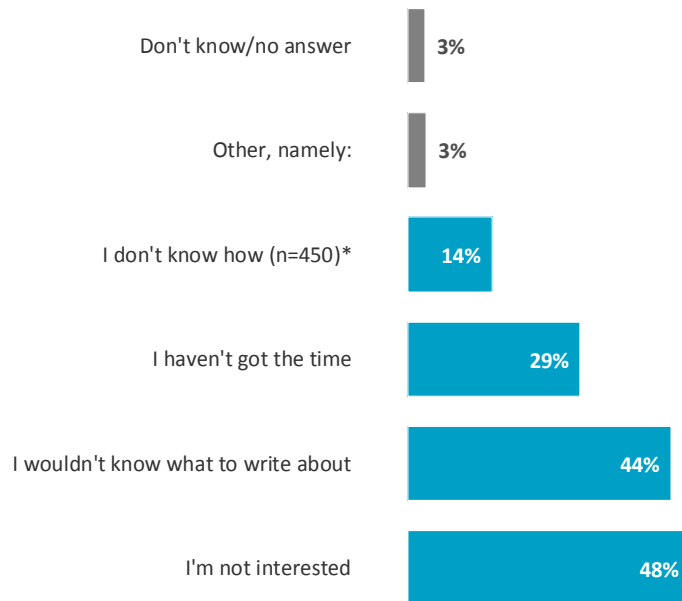
The main reasons people would not wish to write or edit an article is that people are *not interested* and/or *would not know what to write about*.

A comparison with 2013 is not possible because the answer categories used this year were slightly different.

Women do not state different reasons from men for not writing or editing an article.



What are your reasons not to write or edit an article or to hesitate? (n)

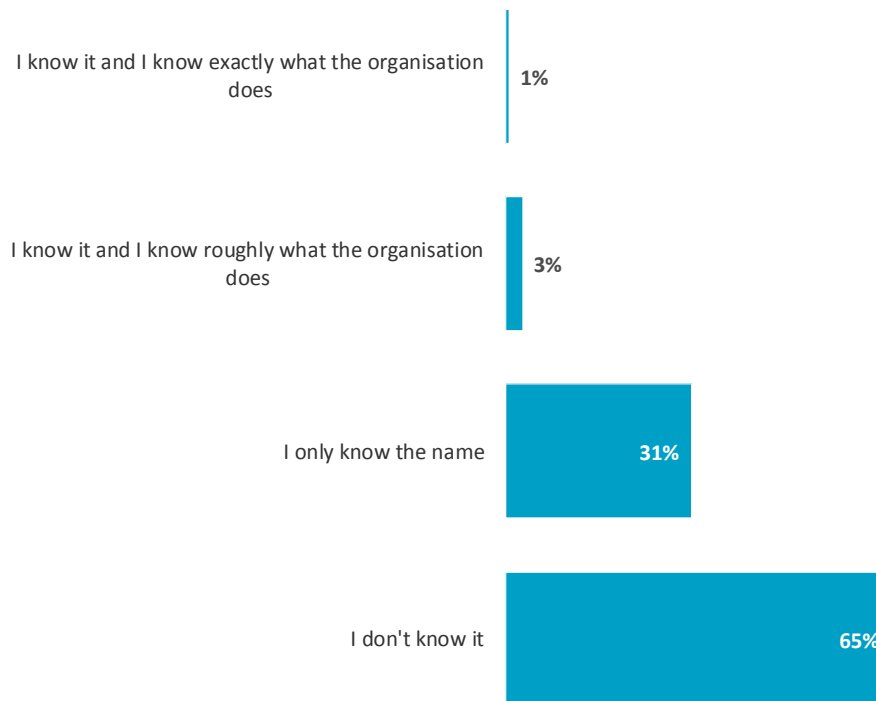


* N is different because this statement was presented only to respondents who will probably or very probably write or improve an article, or to respondents who already do this.

Approximately two thirds of Dutch people are not aware of the existence of Vereniging Wikimedia Nederland. Three in ten know the association by name only and approximately 4% are informed to a greater or lesser degree about the activities of the association.

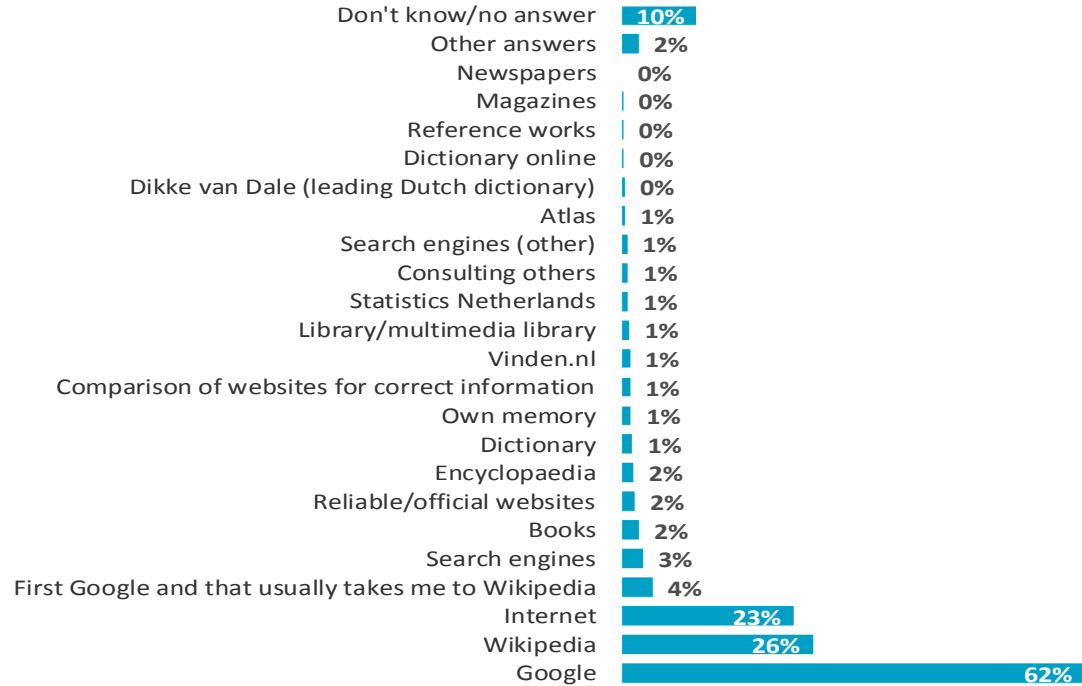


To what extent do you know the Wikimedia Nederland organisation? (n)

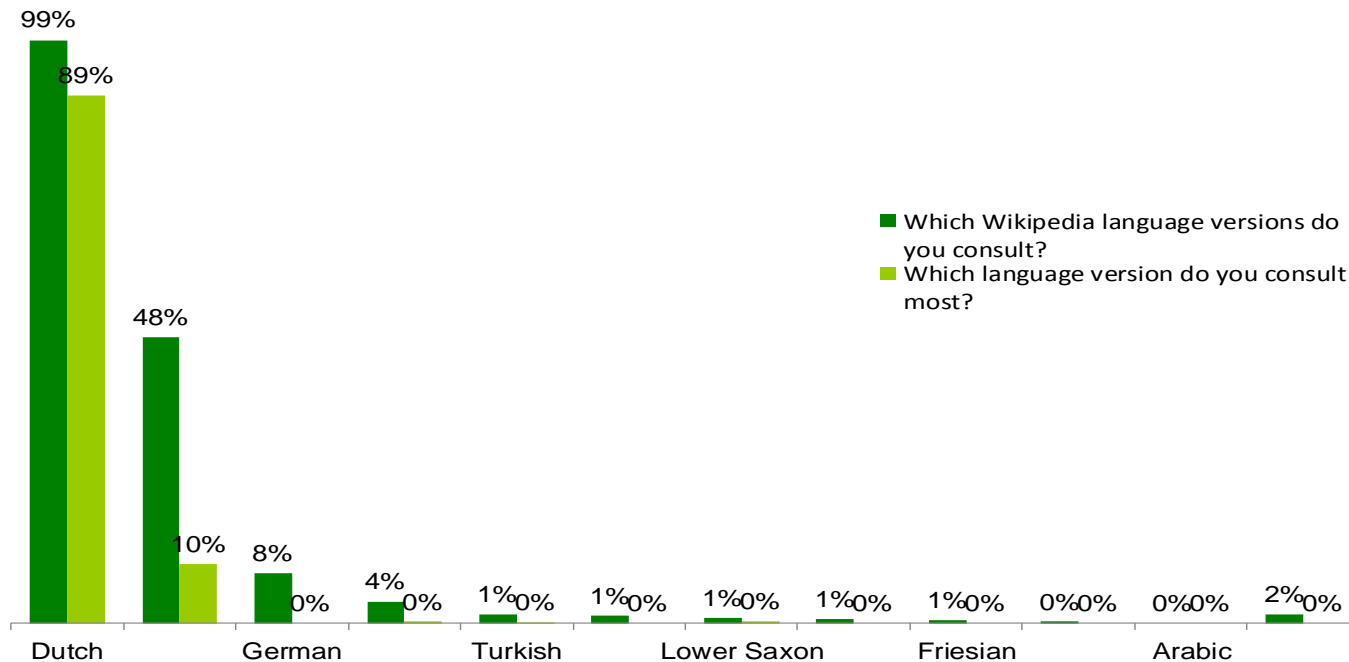




If you are looking for facts such as how many people live in the Netherlands, what does a particular expression mean, how high is the Eiffel Tower and so on, which sources do you use?
(n)



(Base - Uses Wikipedia, n=422)



Technical research information - quantitative

- Fieldwork
 - The fieldwork was conducted in the period 1/6/2015 to 9/6/2015
- Sample selection method
 - From the Motivaction StemPunt panel
- Incentives
 - The respondents received a small fee as an expression of gratitude for their participation in the survey
- Weighting
 - The user data was weighted (see annex relating to weighted and unweighted data), with the Mentality Calibration File being used as the framework for secondary weighting. That calibration file was weighted in terms of socio-demographic data on the basis of the Statistics Netherlands Gold Standard
- Response to online survey
 - An invitation e-mail was sent to 2100 people during the fieldwork. On the final date of the fieldwork (see Fieldwork), the required number of questionnaires had been completed and Internet access to the questionnaire was terminated.
- Retention of primary research files
 - Digitally available primary research files will be kept for at least 12 months after the completion of the survey. Video and audio material on CD and non-digital written primary files such as completed questionnaires will be kept until 12 months after the completion of the survey.
- Other technical research information
 - Other technical research information and a copy of the questionnaire used for this survey are available to the client upon request.



Weighted and unweighted data

Characteristics	Unweighted		Weighted	
	N	%	N	%
Age				
15 to 24 years of age	52	10%	81	15%
25 to 34 years of age	69	13%	91	17%
35 to 44 years of age	82	16%	105	20%
45 to 54 years of age	130	25%	106	20%
55 to 70 years of age	197	37%	147	28%
Educational level				
High (university)	128	24%	136	26%
Intermediate (advanced secondary education)	259	49%	267	51%
Low (Basic secondary education/primary school/No education)	143	27%	127	24%
Sex				
Male	285	54%	264	50%
Female	245	46%	266	50%



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