📝 POP QUIZ! 📝

Q1. From now to 2030, which regions will have the highest growth rates? Arrange them from highest to lowest:

- Africa
- Americas
- Asia
- Europe
- Oceania

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Q1 Answer: Through 2030, the regions with highest to lowest growth rates:

1. **Africa - 40%**
2. **Oceania - 20%**
3. **Americas - 13%**
4. **Asia - 11%**
5. **Europe - plateau, then decrease**

Q2. What will be the top five spoken languages in 2050?

Q2. What will be the top five spoken languages in 2050?

1. Mandarin Chinese
2. Spanish
3. English
4. Hindi
5. Arabic

Q3. What is the current rank of those 5 languages (Mandarin, Spanish, English, Hindi, Arabic) in terms of

- **volume of Wikipedia articles?**
- **size of contributor community?**

Rank them in order.

Q3 Answer

Most Widely Spoken Language, 2050	Article Rank, 2017	Contributor Rank, 2017
1. Mandarin Chinese	15	8
2. Spanish	9	3
3. English	1	1
4. Hindi	53	42
5. Arabic	19	16

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How we set out to answer these questions...

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Methodology

1:1 Interviews

So far, 96 interviews in Africa, Middle East, Asia, and LATAM, North Am., & Europe

Design, Survey, and Desk research

Research conducted with 3rd party partners in Brazil, Indonesia, USA, Russia, Japan, Spain, France, Germany, UK

WMF-led events

Workshops & Salons in India, Mexico, Nigeria, USA, Germany, Belgium

Affiliate-led events

Events in Chile, Cote d'Ivoire, Poland, Bolivia, and Israel. Plans for Mexico, Venezuela, Brazil, Nigeria, Indonesia, Nepal, UK, and India.

New Voices? Who?

Users, Partners, and Experts

Users,
Current & Potential

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124 Total Users Interviewed

GENDER:

47%(59)
Female

53%(65)
Male

OCCUPATION:

39% **Employed**
Education Sector (42)

45% **Employed**
Other (56)

16% **Unemployed/**
Underemployed (20)

29% Teachers
(12)

71% Students
(30)

AGE:

15–17	18–25	26–35	36–50	50+
14%	**23**%	**30**%	**25**%	**9**%
(17)	(28)	(37)	(31)	(11)
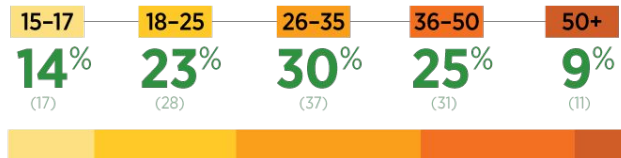
INTERNET ACCESS:

42%Unlimited (52)   **15**% Limited (19)

31% Moderate (39)   **10**% Unconnected (13)

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Findings

What information do people want?

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People everywhere want information that speaks to their local realities. But many (especially in emerging regions) struggle to find it.

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How do people get information?

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People are decreasingly going to websites, and finding information via social media, infomediaries, or other channels.

They increasingly look to trusted individuals, not institutions, for info.

Behaviors, preferences, and expectations for online content are changing.

People now want content that is real-time and visual, and that supports social sharing and conversation.

Underperforming education systems have led people to seek alternatives.

Many innovative learning platforms have emerged, but they all still need a base of quality content.

What do people want us to be?

Wikimedia should evolve to become a source of—not just a destination for—knowledge.

It can do this by empowering and enabling learning, wherever and however people learn.

Wikimedia should be a leader for access to knowledge.

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Wikimedia should be
a platform for underserved audiences
to access, create, and preserve local knowledge.

**Wikimedia should be
a <u>platform for learning</u>,
not just a website of information.**

**This means the role of the
<u>community needs to expand</u>.**

Now, what do you think?

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Wikimedia Movement has done an excellent job of engaging new voices.

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Editing is the best way to participate in the Wikimedia movement.

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Advancing the Wikimedia mission is more important than growing Wikipedia.

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For more conversation...

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Movement Strategy Sessions:
- **Keynote at 5:15pm**
- **Strategy Spaces on 4th floor**

Questions?

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Appendix

Where are you from?

Low Awareness Region

High Awareness Region

Need a different way to say this. What can we do other than high vs low awareness?

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Order of countries from high to low awareness (Does this exist? If not, need a different way to frame in addition to concerns re: language previously noted.)

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We are committed to keeping the needs, experiences, capacities, and constraints of new voices front and center of future Global Reach & Partnerships efforts.

I made this up. Will need actual copy from GR, but figure it's a good way to show how you all are moving forward on these outside MS...

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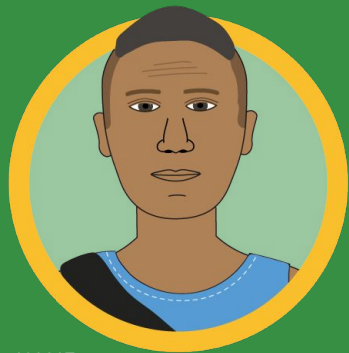
NAME:
Marcos

AGE:
31

FROM
Agua Fria, Brazil

LIVES:
Salvador, Brazil

OCCUPATION:
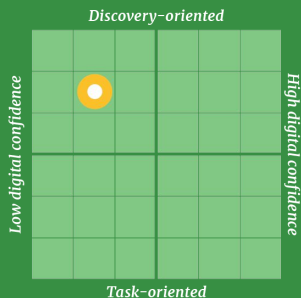Fruit Seller

Discovery-oriented

Low digital confidence | *High digital confidence*
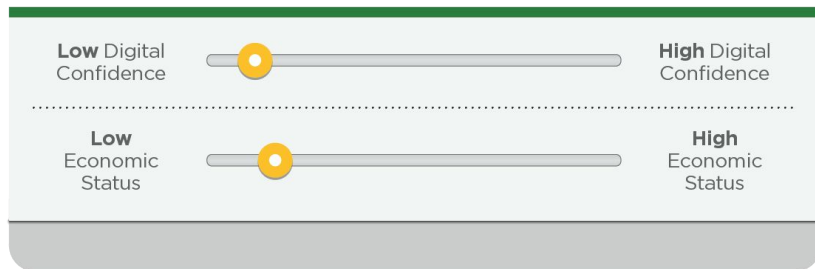
Task-oriented

Marcos works at a fruit stall in Salvador, and does odd jobs around town. He was born in the desert town of Agua Fria and left school when he was 13 to support his family. During a drought in his hometown, he came to Salvador in search of work and ended up staying. Today, he lives in a favela near the city center, where he shares an apartment with other young men. He only speaks Portuguese.

Marcos has a Nokia 1110 that he uses to call friends and family, sometimes to chat but mostly to ask if they know of job opportunities. He used to have a Motorola Moto X, given to him by a friend who was getting a new phone. **His friend taught him how to connect to the wifi of a nearby newsstand** and use WhatsApp, but **he still doesn't understand how data works and is wary of it.** He doesn't want the government having his information, and has heard that WhatsApp saves everything you send, so he stopped using it. Only two months after he got the Moto X, it was stolen. He isn't getting another one because he found it too complicated to learn, and not worth the hassle.

Marcos learns about what's going on in his community mostly by talking with people he knows and watching TV. **Sometimes people come to his local community center or church to teach classes**; recently, a government program came to discuss how to avoid mosquitoes. Marcos didn't know that mosquitoes could carry so many diseases, and **he discussed this finding with friends and neighbors**; this is how he typically gets more information on new topics. He hasn't heard of Wikipedia.

On TV, he likes to watch soccer matches and local news broadcasts featuring his favorite presenters. He feels the presenters truly care about the issues they cover, such as landslides and serious illness.

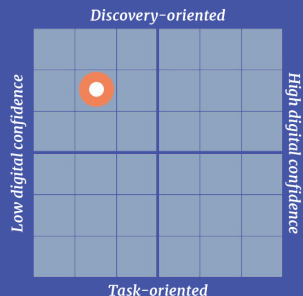**Low** Digital Confidence — **High** Digital Confidence

Low Economic Status — **High** Economic Status

Nokia 1110

Motorola Moto X

NAME:
Nur

AGE:
34

FROM
Bandung, Indonesia

LIVES:
Bandung, Indonesia

OCCUPATION:
Shop Owner

Discovery-oriented

Low digital confidence
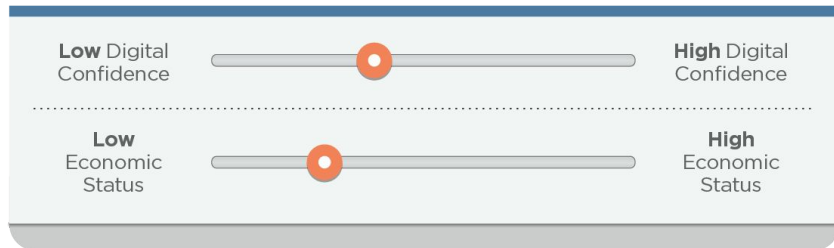
High digital confidence

Task-oriented

Nur runs a small shop connected to her home just outside Bandung. She graduated junior high school and lives in the same neighborhood where she grew up. Her husband left her a few years ago, so she now raises her teenage son and daughter on her own. Nur is very social. Neighbors not only come to her shop for daily needs, but also to exchange local gossip. She speaks Bahasa Indonesian and Sundanese, a local language; she does not know any English.

Nur has two phones. Her Nokia 3310 is used to call and text customers, family, and friends. Her OPPO N1 is used for WhatsApp and to take selfies with friends. **Her children download new apps for her, such as Line and Instagram**, but she hasn't used them yet; they seem to be for young people. Nur buys prepaid phone and internet packages. After her credit runs out, she waits until she has enough cash to buy another. Nur used to use BlackBerry Messenger (BBM), but now she only uses WhatsApp since all her friends are on it. **They use WhatsApp groups to share and discuss local news.**

She sometimes uses the web browser on her N1 to search for instructional videos, mostly related to cooking and beauty—recently, she wanted to fix her eyebrows and found a useful YouTube video. **She liked that the vlogger went step-by-step, and she could see exactly what she was doing.** She watches TV for entertainment. She loves soap operas and gossip shows about Indonesian celebrities whose scandals she discusses with her neighbors.

Nur selects inventory for her shop based on customer requests. If she doesn't have an item, she goes to the nearby market to get it from a salesperson she knows, or one that is recommended by a friend. This way, she knows she won't get cheated. **She has heard of Wikipedia from her kids, but thinks its the same as the online shopping site Tokopedia.**

Low Digital Confidence		**High** Digital Confidence
Low Economic Status		**High** Economic Status

Nokia 3310

OPPO N1
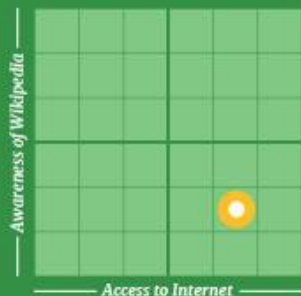
BIOGRAPHY

Tolu is a third-year geology student at UNILAG and lives in the campus dorm. She is very social and is always connected to the internet via her mobile phone and instant messaging with friends. She usually has her tablet with her as well and uses it to take photos, do research for school, and watch South Korean romance shows and TED talks.

Tolu is looking forward to graduating and getting a job. For school, she uses WhatsApp group chats to trade notes on assignments with classmates—each course has its own group, which come alive with conversation around exam periods.

She uses Google as the starting point for any assignment. She recently wrote a paper on the causes of land erosion. To start, she opened Opera Mini—her preferred browser because it uses less data—and typed the topic as her search term into Google. She then opened all the links on the first page of search results, including Wikipedia, and started to compile information from each of them. She doesn't pay attention to the links' domains; but once she opens them, she spends more time on pages from well-known academic sources. An eager student, Tolu likes to supplement her education by searching for things her lecturers may mention in passing, finding interesting content on MIT Open Coursework, and using Quizlet (an online community for exam-prep flashcards).

Tolu believes that Wikipedia is a good source of information "for people, places, and things." Her professors have told her that Wikipedia is not "referenceable", but she still uses it to get topic overviews. She likes how pages have summaries and are "broken down by section" so she can jump to what she needs. She believes that Wikipedia is unreliable since anyone can put information on it.

DEVICE USE

Tecno L8 Android Smartphone

PRIMARY USE: Instant messaging, social media, and web browsing.

NETWORK: Airtel: Spends N1,500 (~$5.30) on a 3GB monthly plan for her smartphone and to tether her tablet.

APPS USED: In order of preference: Instagram, WhatsApp, Twitter, Facebook.

Nokia N100

PRIMARY USE: Voice calling, and SMS.

NETWORK: Etisalat: Spends between N500 and N1000 ($1.75 to $3.50) each month via prepaid top-up cards. Tops up 2 to 4 times a month.

LG Tablet

PRIMARY USE: Research for school assignments. Watching videos and movies.

DETAILS: Not data-enabled, only accesses internet through WIFI and tethering. LG brand was a splurge but was worth it because it's a status symbol.

Acer desktop computer at UNILAG computer lab

PRIMARY USE: Typing school assignments.

DETAILS: Limited use, only for typing and printing school assignments. When not busy, may also watch movies with a group, but generally prefers the privacy of her own mobile device.

NAME:
Tolu

AGE:
23

FROM
Epe, Nigeria

LIVES:
Lagos, Nigeria

OCCUPATION:
Student (Geology)

Awareness of Wikipedia / *Access to Internet*

Low Digital Confidence — High Digital Confidence

Low Economic Status — High Economic Status

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NAME:
Shilpa Bothra

AGE:
48

FROM
Bhilwara, India

LIVES:
Jaipur, India

OCCUPATION:
Homemaker/Tutor/Artist

Awareness of Wikipedia

Access to Internet

BIOGRAPHY

Shilpa is an artist who taught herself how to paint in the tradition-al style of the Bhilwara region, where she grew up. She moved to the state capital, Jaipur, after marrying a clothing salesman. She supplements the family income by working as an art tutor for the neighborhood children. Her husband owns a desktop computer and has an Airtel WiFi modem at home.

Shilpa is very social, and it was her friends who first convinced her to go online. They installed Facebook and WhatsApp on her phone so that they could all stay in touch. She has also found the internet useful for her art. Her husband installed the YouTube app on her phone and showed her how to search for video tutorials on new painting techniques. A few loyal customers successfully encour-aged her to sell her paintings on Facebook.

Shilpa speaks Hindi and Marwari, a regional language spoken by her family; but her main sources of news are in Hindi, which was her medium of education. She watches Hindi news on TV and reads the *Rajasthani Pathrika*, a Hindi newspaper. Her husband can read English newspapers but subscribes to the Hindi versions for her and her mother-in-law, who lives with them.

Shilpa is very proud of her two children: Gagan, who is studying commerce in 12th grade to become a businessman like his father, and Savita, who is completing her Bachelor's in History at JNU in Delhi. She stays in touch with Savita usually via WhatsApp chat and voice calls. Her children don't have the patience to teach her how to make better use of her phone, so she sticks to familiar apps.

Last year, Shilpa's husband installed UC Browser Mini on her phone and told her that it is the fastest search en-gine, but she rarely uses it. She found the UC Browser notifications annoying, so he did something to minimize their appearances. Her husband used to help the children with school projects on the desktop computer at home; and by watching them, Shilpa learned how to search on Google. But today, if she needs to find information online, she still asks her husband for help because his English is much more advanced than hers, and he knows which links to click.

She has never heard of Wikipedia and cannot recall ever using it.

DEVICE USE

Xolo Era smartphone

PRIMARY USE: Social networking via WhatsApp and Facebook. Selling artwork via Facebook. Learning painting techniques on YouTube.

NETWORK: Only uses her phone to go online while at home, when she can connect via the Airtel modem. Rarely leaves her home, so she does not have data on her phone.

DETAILS: Her husband bought her a phone with a large screen to make it easier for her to type and view images.

Desktop computer

PRIMARY USE: Husband used it to help their children with school projects.

DETAILS: Husband uses it to search for information for her when asked.

| Low Digital Confidence | High Digital Confidence |
| Low Economic Status | High Economic Status |

Original Status   Current Status

47