

# Introducing Wikipedia to New Readers

Lessons from India & Nepal



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**Let's start by watching a  
video!**

[https://commons.wikimedia.org/wiki/File:Wikipedia\\_-\\_Superdotada.webm](https://commons.wikimedia.org/wiki/File:Wikipedia_-_Superdotada.webm)



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# Me and my co-presenter



**Satdeep  
Gill**



**Biplab  
Anand**

# New Readers is...

WMF program  
(cross-departmental collaboration)

Founded in 2015

Working on raising awareness and  
provided access to Wikipedia



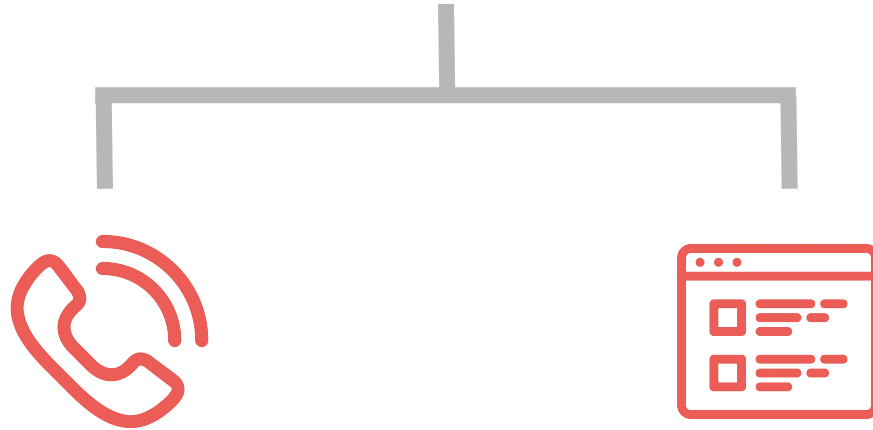
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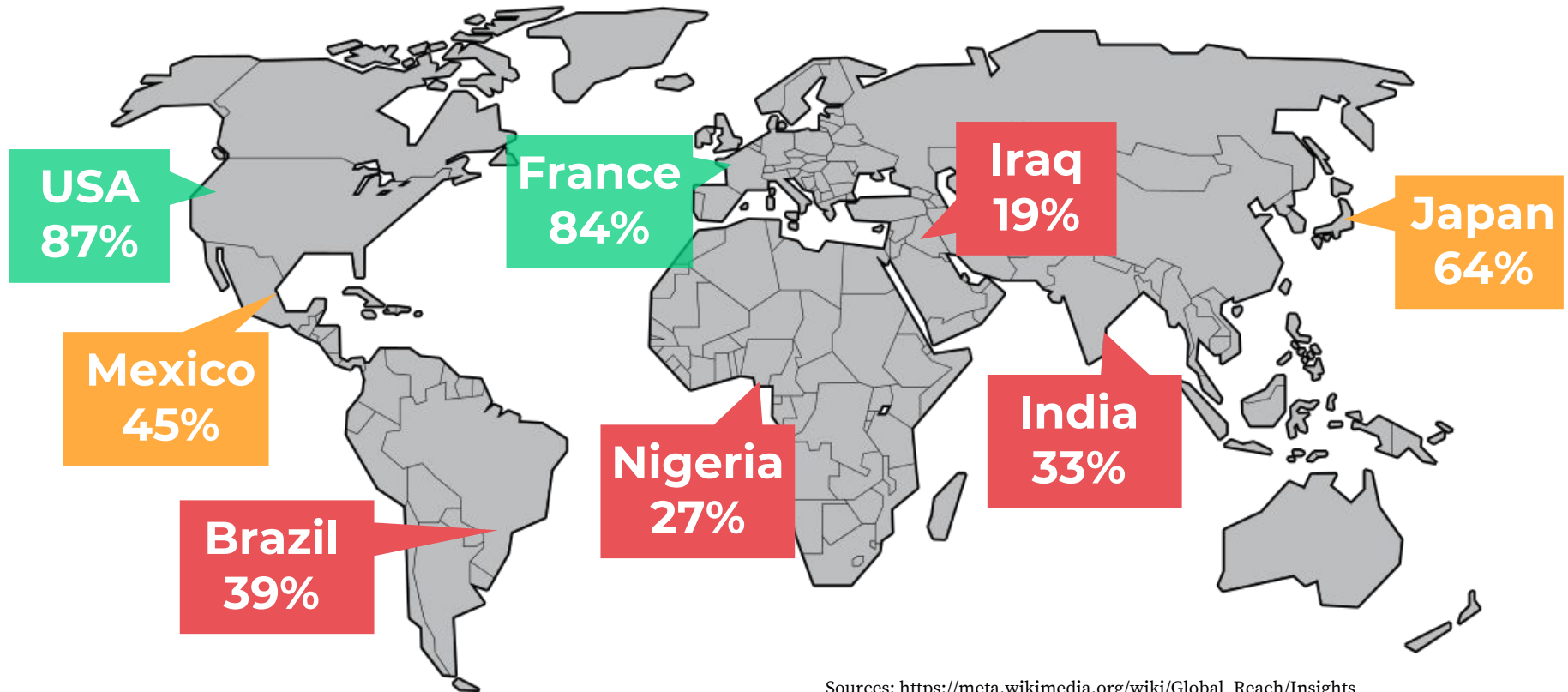




# “तपाईंले विकिपीडियाको बारेमा सुन्नुभएको छ?”

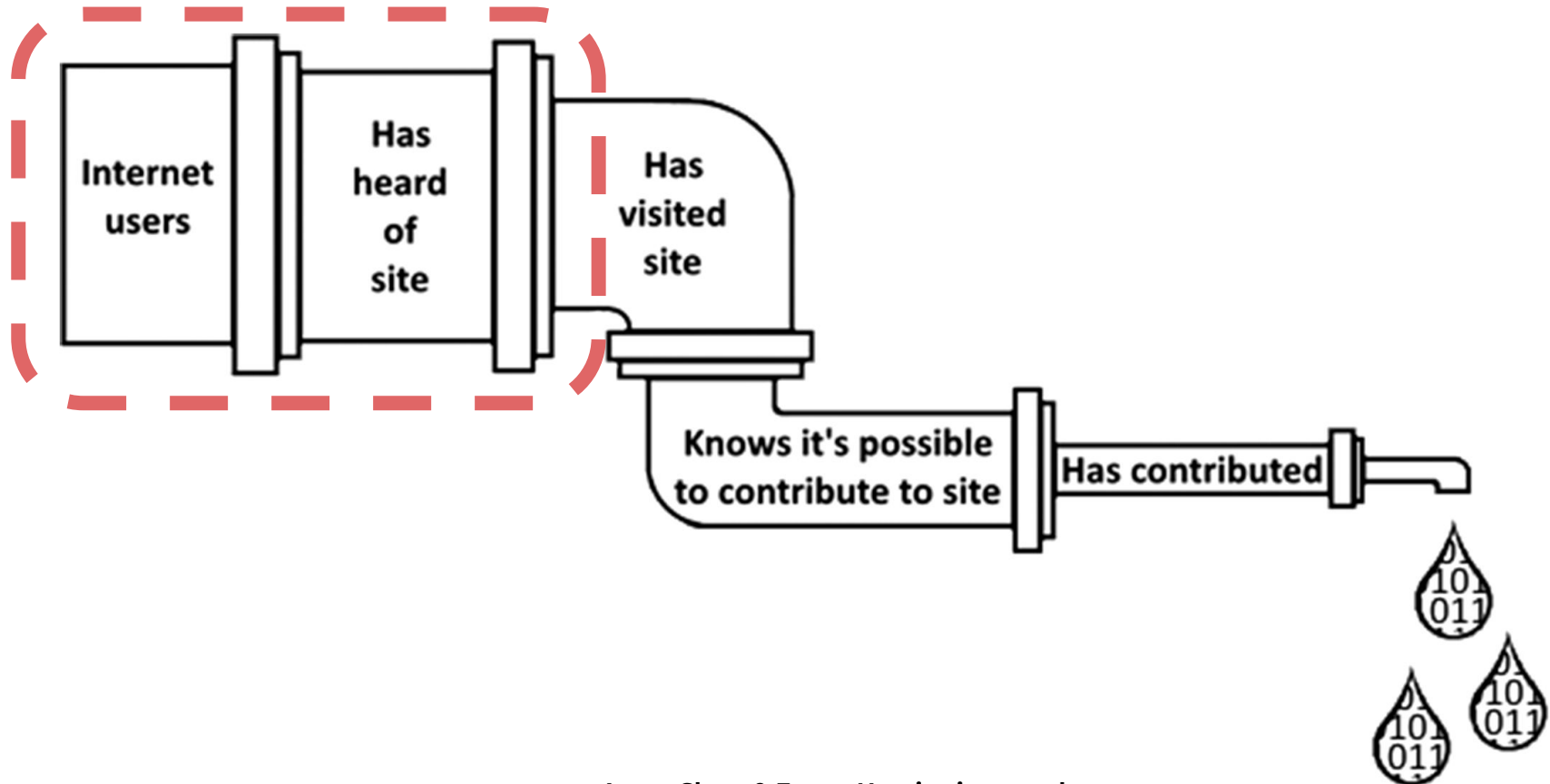


# Wikipedia awareness among internet users



Sources: [https://meta.wikimedia.org/wiki/Global\\_Reach/Insights](https://meta.wikimedia.org/wiki/Global_Reach/Insights)

# The “Pipeline” of online participation





विकिपीडियालाई नयाँ पाठकहरूमा हामी  
कसरी परिचय गराउन सक्छौं?



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# Community direction is cultural leadership



## Nigeria survey findings

# If Wikipedia were a person it would be a...

*Across 92 open text, free responses these personas/characteristics were repeated twice or more:*



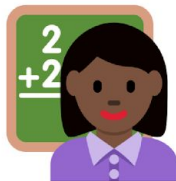
**Know-it-all**

(24 responses)



**Generous**

(11 responses)



**Teacher**

(5 responses)

# **The community knows how to explain Wikipedia**



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A top-down view of a person sitting in a crowd, holding a white smartphone. The phone's screen displays a photo of a group of people. The person is wearing a dark long-sleeved shirt and a gold bracelet. The background shows the backs of other people in a crowd, including a person in a grey hoodie and another in a white t-shirt. The text "Then we make these stories." is overlaid in white, bold, sans-serif font across the center of the image.

**Then we make these stories.**



# Iraq

حتى ا

A photograph of two individuals, likely from a traditional Nigerian community, sitting in front of a structure with a thatched roof. The person on the left is wearing a red and white striped headwrap and a leopard-print tunic with a blue and white patterned shawl. The person on the right is wearing a red and white striped headwrap and a leopard-print tunic with a yellow and brown patterned shawl. The word "Nigeria" is overlaid in large white text across the center of the image.

# Nigeria

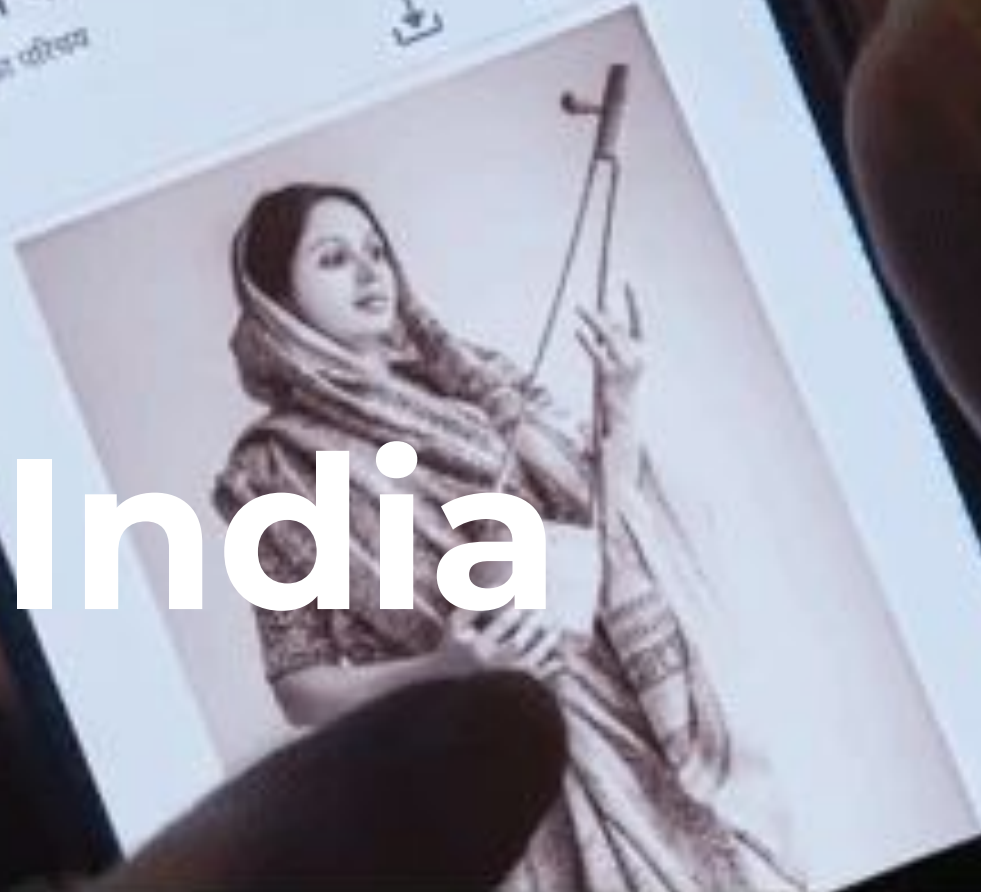
विकिपीडिया

# भारतीय वाद्य यंत्र

व वाद्य यंत्रों का परिचय



ॐ



# India



# There are MANY ways to introduce Wikipedia to New Readers



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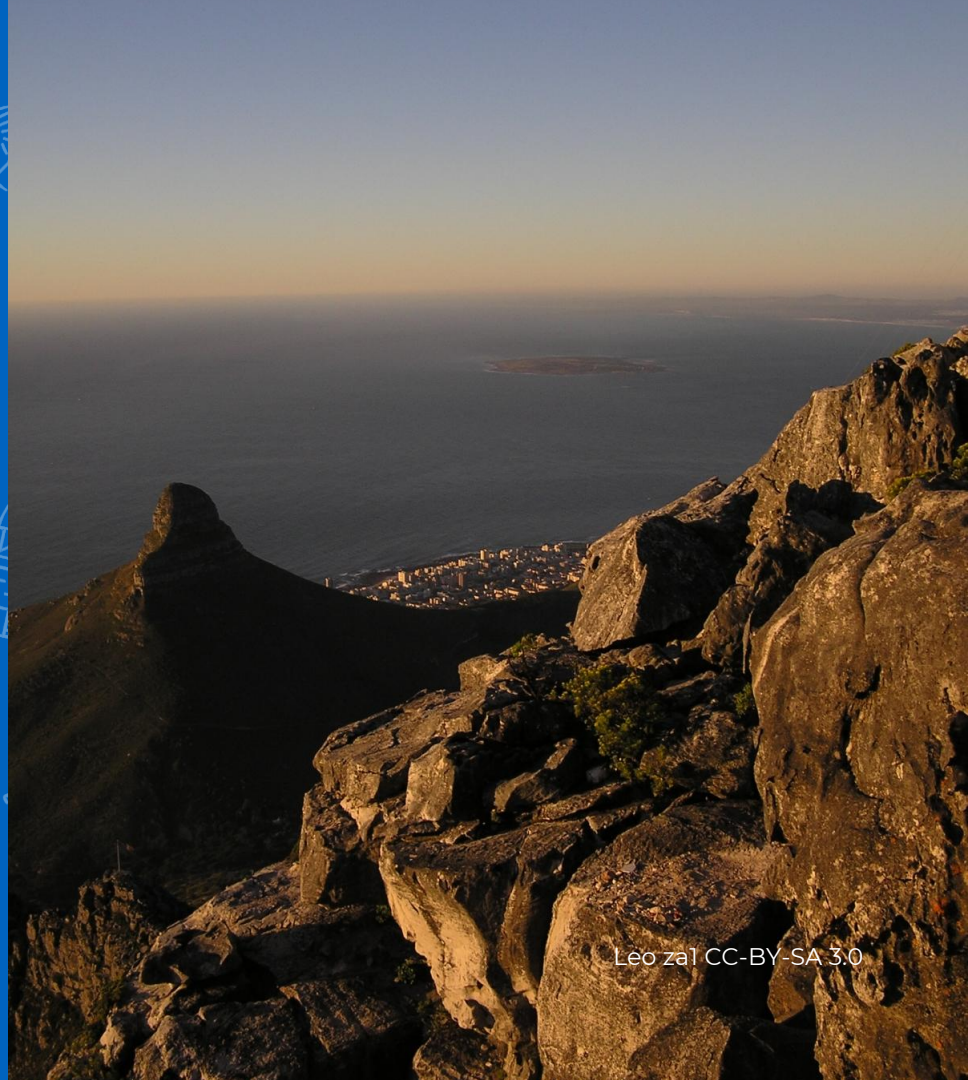


# Inspire campaign

What are your ideas to raise  
awareness of Wikipedia?



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Leo za1 CC-BY-SA 3.0

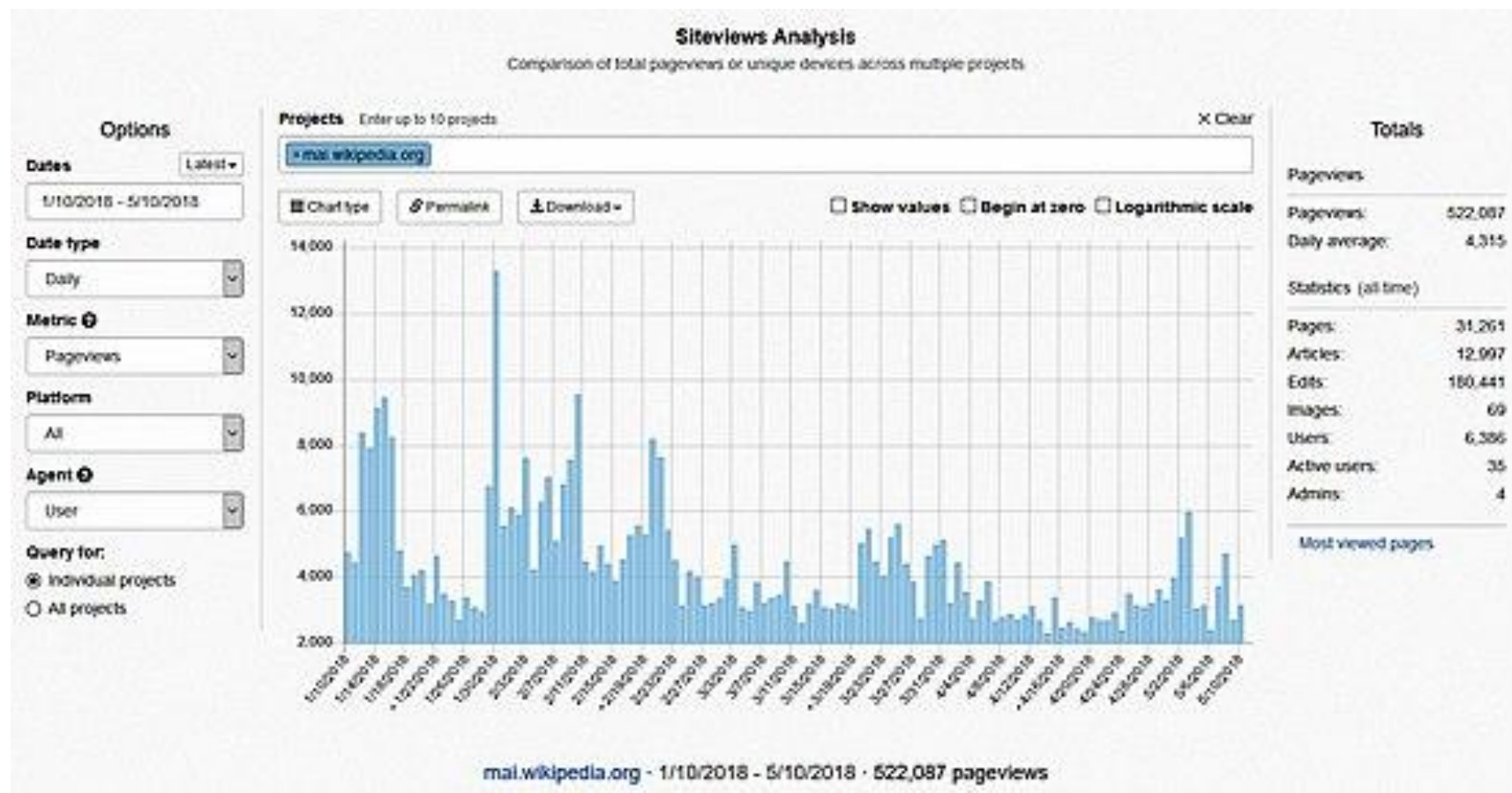
- **Maithili**
- **Rickshaw Campaign**
- **Wikipedia in your language**



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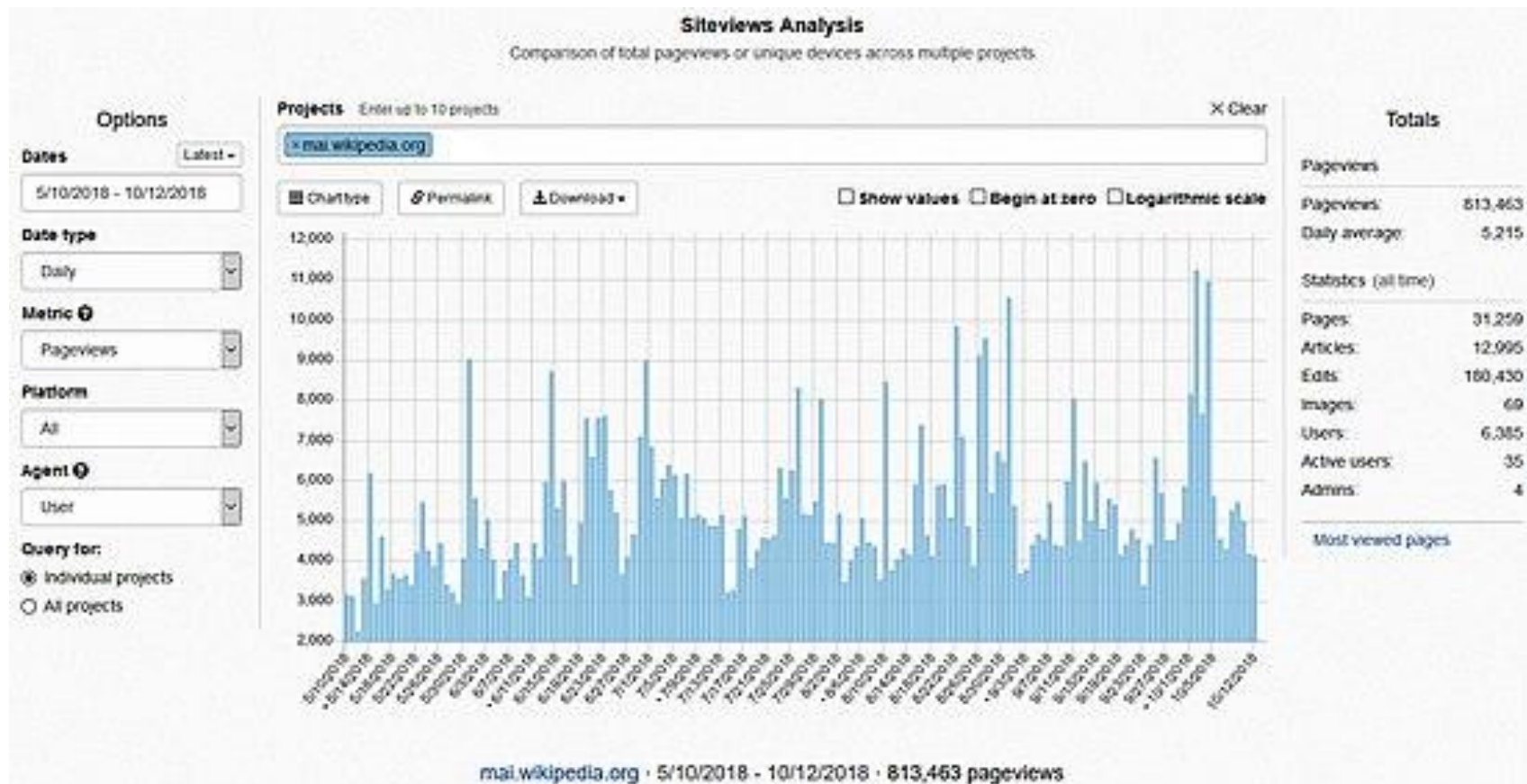


# Before





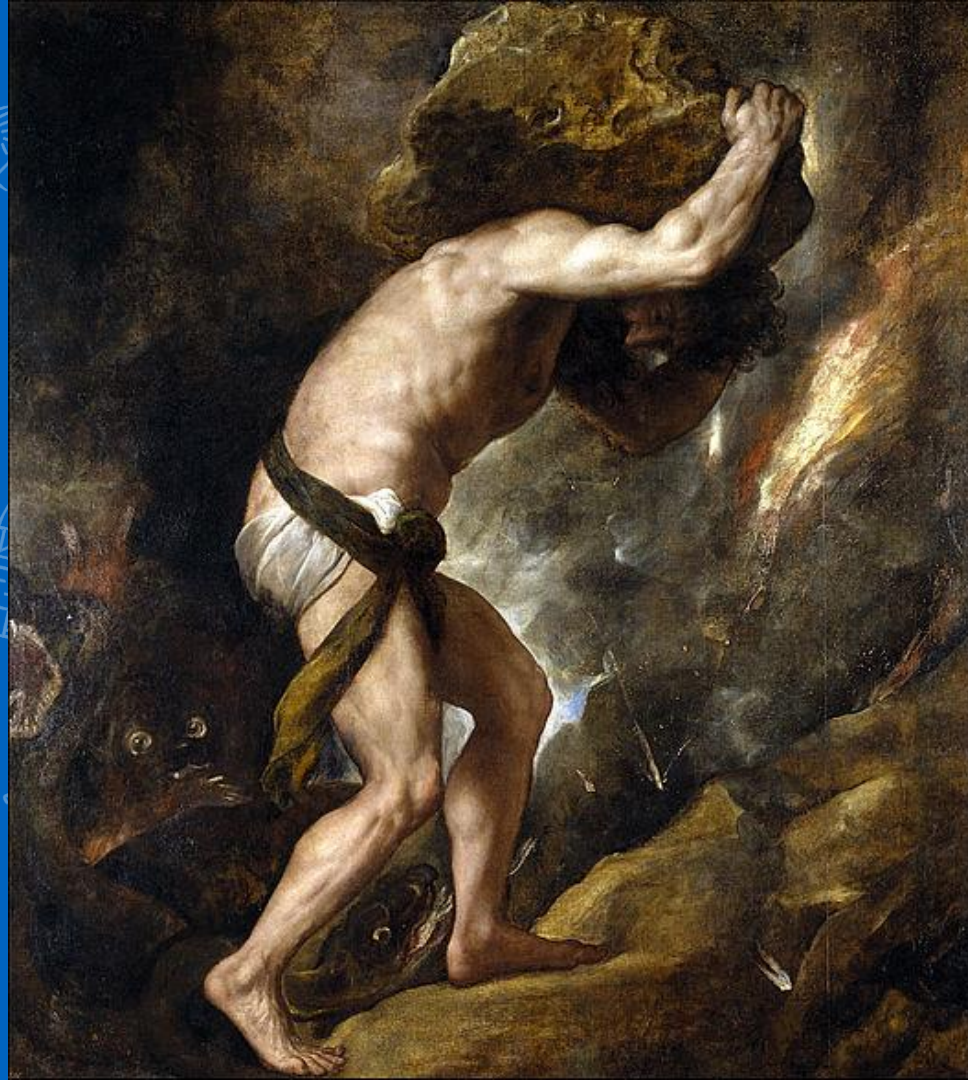
# After



# What is difficult about promoting Wikipedia?



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**What advice would you  
give to people promoting  
Wikipedia?**

# Audience questions?



**Learn more at**

**[https://meta.wikimedia.org/wiki/New\\_Readers](https://meta.wikimedia.org/wiki/New_Readers)**



WIKIMANIA  
CAPE TOWN

# Inspire Grants

**[https://meta.wikimedia.org/wiki/Grants:IdaLab/Inspire/Archive/New\\_readers](https://meta.wikimedia.org/wiki/Grants:IdaLab/Inspire/Archive/New_readers)**



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धन्यवाद!

Thank you!

ਸੁਕਰੀਆ!

सुभाय!

धन्यवाद!

ধনস্বাদ!

شکریہ!



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Shukriya!