New Readers: research findings
We want to learn more about potential Wikipedia 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

Full set of project objectives can be found at https://meta.wikimedia.org/wiki/New_Readers/Priorities
In 2016: 3 country focus

Mexico  
Nigeria  
India

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.
Community

Phone surveys

Design research
1. Community
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
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  >>  Informed focuses

- Languages
- Regions
- Types of internet access
- Age & experience
- Priority of questions
2. Phone surveys
See the big picture
Why phone surveys?

Quantifying key data about:

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

Learn a lot in ~20 questions
Mexico
2500 surveyed in 2 languages

Nigeria
2500 surveyed in 4 languages

India
6000 surveyed in 12 languages
Proportional representation

Goal: Cover all regions of target country

- Regional survey target numbers determined by percent of population
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
Mexico research

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

- **70 interviews**
  - Lagos
  - Epe
  - Benin City

- **Team of 11:**
  - 4 Partner agency (Reboot)
  - 3 Wikimedia Foundation
  - 4 local researchers

- **2 weeks**
India research

- **60 interviews**
  - Delhi
  - Jaipur
  - Chennai

- **Team of 7:**
  - 2 Partner agency (Reboot)
  - 2 Wikimedia Foundation staff
  - 3 local researchers

- **2 weeks**
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
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
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
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
Phone survey findings

Do you use the internet?

- 65% in India
- 64% in Nigeria
- 80% in Mexico

Yes
Phone survey findings

What do you use the internet for the most?

- **Look up information**
  - India: 30%
  - Nigeria: 20%
  - Mexico: 36%

- **Social media**
  - India: 37%
  - Nigeria: 29%
  - Mexico: 36%

- **Entertainment**
  - India: 17%
  - Nigeria: 21%
  - Mexico: 17%

- **News**
  - India: 12%
  - Nigeria: 12%
  - Mexico: 6%

- **Other**
  - India: 19%
  - Nigeria: 3%
  - Mexico: 5%
Phone survey findings

Can you use the internet with your mobile phone?

![Bar chart showing survey results](image)

- **India**: 53%
- **Nigeria**: 58%
- **Mexico**: 66%
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
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.
Mobile data has to get much cheaper to be generally affordable

<table>
<thead>
<tr>
<th>Country</th>
<th>Reduction needed</th>
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<tbody>
<tr>
<td>Ethiopia</td>
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<tr>
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<td>-97%</td>
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<tr>
<td>Philippines</td>
<td>-93%</td>
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<tr>
<td>Egypt</td>
<td>-88%</td>
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<tr>
<td>Brazil</td>
<td>-68%</td>
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<tr>
<td>India</td>
<td>-66%</td>
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<tr>
<td>Indonesia</td>
<td>-65%</td>
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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*
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Understanding the internet
11. Mental models around the internet can be confused.

Learn more: Research deck, slide 49
12. People are learning how to use the internet from others, both loved ones and professional intermediaries.

Learn more: Research deck, slide 50
Using the internet
13. People are using the internet in English, without expecting otherwise.

Learn more: Research deck, slide 53
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
Getting information online
17. People trust online search (Google in particular) to get them what they need.

Learn more: Research deck, slide 61
“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
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
Wikipedia awareness
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.”
Have you ever heard of Wikipedia?

- India: 25%
- Nigeria: 23%
- Mexico: 45%
22. People confuse Wikipedia with a search engine or social media platform. This can create unrealistic expectations of its functionality.

Learn more: Research deck, slide 73
“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.”
Phone survey findings

How did you learn about Wikipedia?

- Internet: 46% (India), 47% (Nigeria), 41% (Mexico)
- School: 20% (India), 17% (Nigeria), 24% (Mexico)
- Friends/Family: 21% (India), 17% (Nigeria), 21% (Mexico)
- Radio/TV: 9% (India), 10% (Nigeria), 10% (Mexico)
- Not sure: 4% (India), 9% (Nigeria), 4% (Mexico)
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
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
Phone survey findings

What do you use Wikipedia for the most?

- **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?
Idea?
PERSONAS
What is a persona?
New Readers personas

4 from Nigeria

3 from India
OUR NEXT STEPS
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.
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.
धन्यवाद
ESE GAN
GRACIAS
THANKS
https://meta.wikimedia.org/wiki/New_Readers