Wikipedia
Awareness, Attitudes & Usage Research
FRANCE

Project Context

As the Wikimedia movement begins defining their vision for the next fifteen years, they required foundational knowledge of their readers in high awareness countries, for their largest and most well-known project, Wikipedia. Among internet users, they required an understanding of Wikipedia's awareness, attitudes toward Wikipedia, and usage habits and patterns.

This presentation summarizes key findings and opportunities from online, quantitative survey research conducted in France, Germany, Japan, Spain, Russia, the United Kingdom, and the United States, in June 2017. Wherever possible, the questions used mirrored past research to help establish global benchmarks.

This presentation was prepared by Wellspring Insights & Innovation, Inc., a research and innovation firm based in Miami, Florida. Full field data from this study has been shared with WMF.

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Objectives

- To better understand awareness, attitudes, and usage of internet users in high-awareness countries or regions to inform the movement strategy direction for the next 15 years

- Gain insight into GenX, GenY and especially GenZ - the unique perspectives of younger users, as they will be our future readers

- Gain insight into how respondents in high-awareness countries or regions and low-awareness countries or regions differ or are the same (in comparison to New Reader and other research completed in the past)

- Scope is not intended to gain a complete understanding of all countries or regions or insights that the movement might need for Brand identity research, product development, or other planned work streams.

- As applicable, a secondary benefit will be to help guide Wikipedia's future development and growth by identifying opportunities to expand awareness, attract new readers, improve positioning, and optimize product and service features.

Scope & Methodology

- The survey was fielded in France, Germany, Japan, Russia, Spain, the United Kingdom, and the United States via an online survey accessible on a PC, laptop or device (tablet, smartphone).

- A total of 1,150 surveys with internet users (individuals who can access the internet via any device type and connection) were completed in each country

- All respondents were between 13-49 years old; GenX 36 to 49 years, GenY 20-35, and GenZ 13-19

- Non-probability sampling was utilized.

- Participants were sourced from multiple online research panels to reduce bias by adding people from all socioeconomic levels, geography and interest.

- Quotas were established per country in order to balance the sample and provide a nationally representative population by age cohort, gender, ethnicity, household income and geography. All data has been weighted to reflect this balance.

Generation X, Y and Z definitions

	GENX **36-49 in our survey**	**GENY** **20-35 in our survey**	**GENZ** **13-19 in our survey**
Iconic Technology	VCR, Walkman, IBM PC	Internet, Email, SMS, DVD, Ipod, Xbox	Iphone, Ipad, Google, social media, 4KHD, VR
TV & Movies	M-TV, ET	Pay TV, Titanic	Smart TV, Avatar
Influencers	Pragmatic practitioners	Experiential peers	User-generated forums

Sources: McCrindle Research, Vision Critical. 2012, 2015.

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Key Findings

At the outset of this research our hypothesis was that, in France and other high-awareness countries, we would observe large differences in awareness, usage and attitudes toward Wikipedia between generations; from Generation X's analog childhood to the digital natives of Generation Z.

By 2030, the oldest GenX'ers will be 63, heading toward their next, and perhaps final, career phase. The oldest GenY'ers will be 53, and have already made their mark on the world of technology, particularly in social media.

In 2030, the oldest members of Generation Z will turn 35, and they will have had a smartphone since they were about the age of 13. Already, they are being called the greatest visual communicators ever raised; creators, collaborators and curators of culture.

"Technology is an important component, but what's changed is this generation's (Z) relationship with culture. They are empowered, connected, empathetic self-starters that want to stand out and make a difference in the world." – the Wildness, 2015 research study.

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Key Findings

In our survey we found that internet users in the France between the ages of 13 and 49 are about four times more likely to think of Google over Wikipedia when they "think about finding information online." Overall, 60% mentioned Google as compared to Wikipedia (22%), with YouTube (5%) and news sites like Le Monde or Le Figaro (7%) with little top-of-mind awareness.

Seventy-eight percent of Generation Z internet users are aware of Wikipedia (vs. 85% and 82 % for Y and X), and across generations about 60% include the site in their top three choices when they want to find information.

Owing to their age, 46% of GenZ first found out about Wikipedia at school, and regardless of the device they access it on, chances are they are doing homework. GenX and Y are more in-the-moment; looking up topics on Wikipedia that were referenced in passing conversation, the media or current events.

One of the most salient findings of this research is the confusion regarding Wikipedia. While a majority in France know it is a non-profit, less than half know how it's funded and better than 20% think it is funded by advertising or private investors. Sixty-one percent of GenX internet users know Wikipedia content is created by volunteers, vs. only 45% of GenZ (30% think it is staff).

Key Findings

Regarding usage, 60% across generations read Wikipedia on a weekly basis; possibly driven by their schoolwork, GenZ is much more likely to only read it once a week.

Other factors, such as how they approach websites and apps, or how they derive utility may be in play as well. It is an important question for Wikipedia to answer in the near future, given that GenZ's engagement with Wikipedia is the strongest of all in France. Forty-four percent (vs. 14% of GenX) has tried to edit an article, and 26% (vs. 11% of GenX) say they have made a donation.

What readers across generations find personally important is also what they most strongly associate Wikipedia with: being **free**, **useful** and **easy to read**.

At the other end, professional, comprehensive and transparency were the words least associated with Wikipedia, especially by GenZ participants.

Being high quality and free of advertising fell in the middle, and were ranked in the middle of personal importance; 4th or 5th out of nine.

Key Findings

Lastly, when it comes to enhancing Wikipedia readers' experience, in France the generations by and large agree that the top enhancement would be more trustworthy content (50% or more).

GenZ is more likely to want improved readability (61%), higher quality content (56%) and improved local language content (49%); all things that might help with school assignments.

GenY would like more neutral information (56%) and GenX readers would like to see improved site navigation (49%) and improved local language content (32%).

GenZ readers also expressed a much higher interest in interaction with other readers (44%), easier ways to interact with the content (43%) and improved site design (42%) - all improvements that few GenX or Y readers felt would improve their experience.

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Wikipedia Awareness

France internet users by Generation
Total Base: 1150
Weighted Data
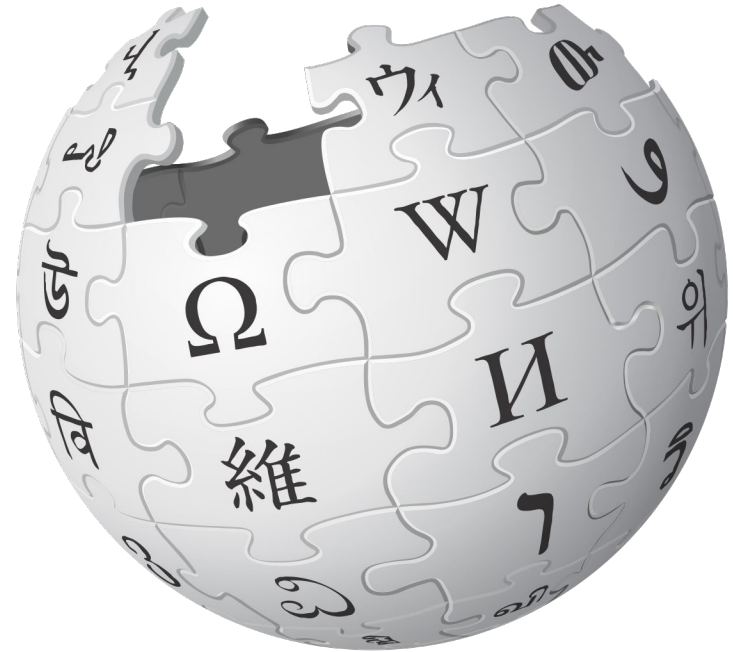
We asked internet users in France what website came to mind when they want to find information online.
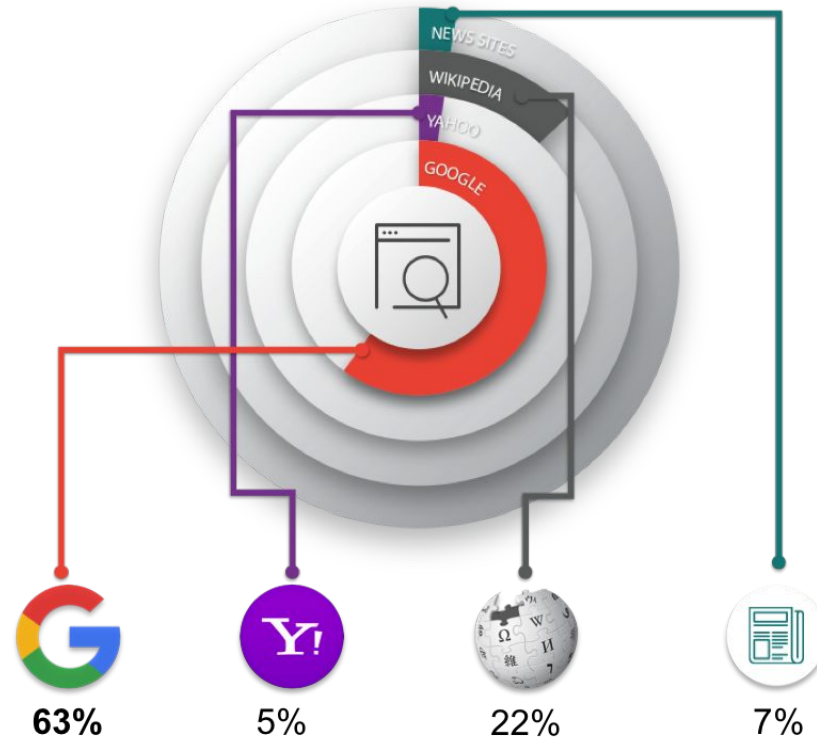
59% mentioned Google first.

14% mentioned Wikipedia.

In total mentions, Google had 63%.

Q6: When you want to find information online, what websites come to mind? Total Mentions. Base: 1150

63%   5%   22%   7%

Wikipedia may not be top-of-mind, but 82% of internet users in France are aware of it.

And six out of ten say it is one of the Top 3 sites to go to when they need information.

Top 3 Sites for Information

Q7a: When you want to find information online, what three
websites would you say you go to most often? Base: 1150

Six of ten - across all three generations - include Wikipedia
as one of the top three sites they go to when they want to
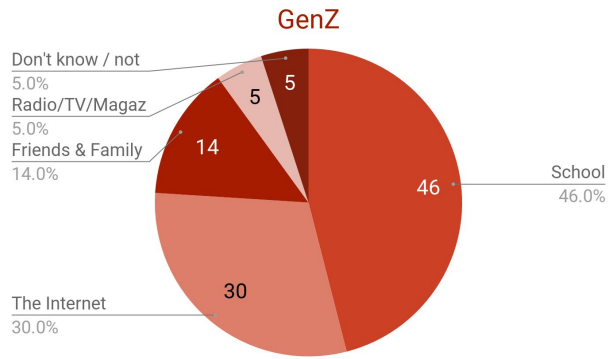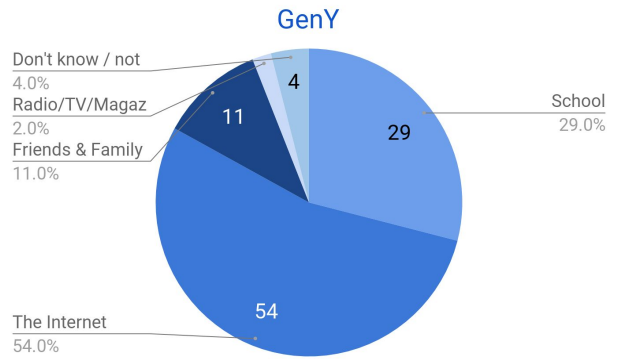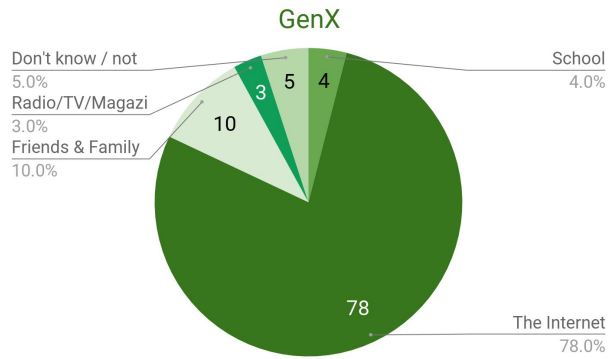find information online.

About one-third of GenX includes Facebook, and more
Millennials and GenZ include YouTube as one of their top
three sites for information.

	GenX	GenY	GenZ
Google	90%	91%	79%
Wikipedia	59%	60%	60%
YouTube	35%	47%	44%
Facebook	23%	30%	29%
Yahoo!	18%	7%	12%
Le Monde	10%	10%	10%
Le Figaro	8%	5%	4%
Twitter	5%	7%	7%
How Stuff Wrks	1%	3%	8%

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While GenX and GenY first found Wikipedia online, half of GenZ in France first found out about it at school.

Q8: Where did you first find out about Wikipedia?
Base: 1004 Aware Wikipedia.

GenX

Don't know / not
5.0%
Radio/TV/Magazi
3.0%
Friends & Family
10.0%
School
4.0%
The Internet
78.0%

GenY

Don't know / not
4.0%
Radio/TV/Magaz
2.0%
Friends & Family
11.0%
School
29.0%
The Internet
54.0%

GenZ

Don't know / not
5.0%
Radio/TV/Magaz
5.0%
Friends & Family
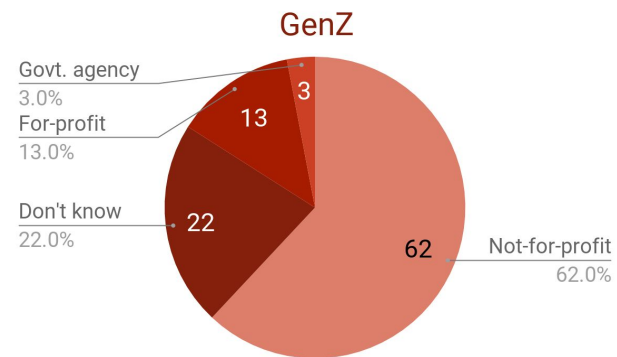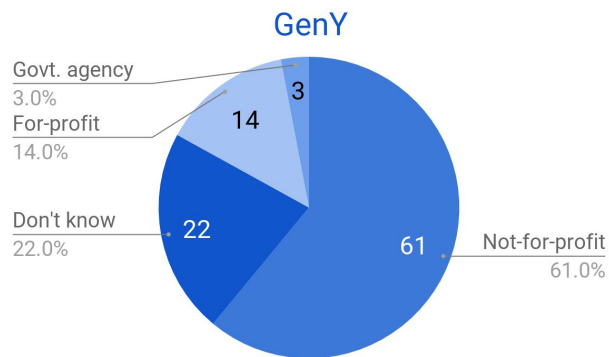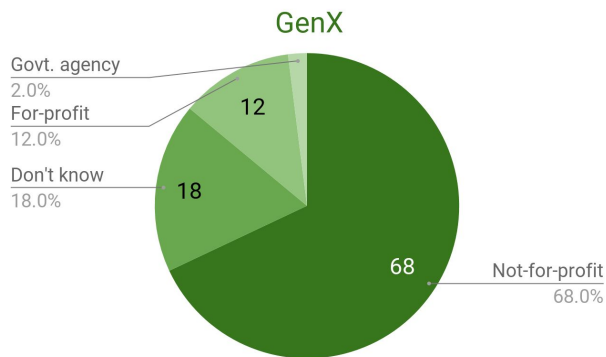14.0%
School
46.0%
The Internet
30.0%

Some internet users in France remain confused about Wikipedia.

While a majority do know it is a non-profit, less than half know how it's funded; better than twenty-percent think it is advertising or private investors. Sixty-one percent of GenX internet users know Wikipedia content is created by volunteers, vs. only forty-five percent of GenZ (thirty-percent think it is Wikipedia staff).

About two-thirds of internet users know Wikipedia is a not-for-profit; little difference is observed across generations.

Q9: To the best of your knowledge, which of the following best describes
the organization that manages Wikipedia? Base: 1004 Aware Wikipedia.

GenX

Govt. agency
2.0%
For-profit
12.0%
Don't know
18.0%
12
18
68
Not-for-profit
68.0%

GenY

Govt. agency
3.0%
For-profit
14.0%
Don't know
22.0%
3
14
22
61
Not-for-profit
61.0%

GenZ

Govt. agency
3.0%
For-profit
13.0%
Don't know
22.0%
3
13
22
62
Not-for-profit
62.0%

Close to half of internet users do not know, or incorrectly identify, how Wikipedia is primarily funded.
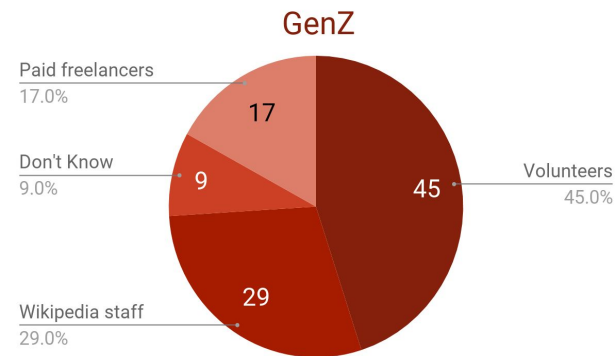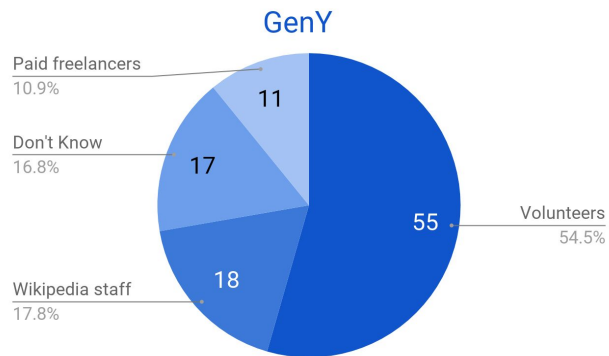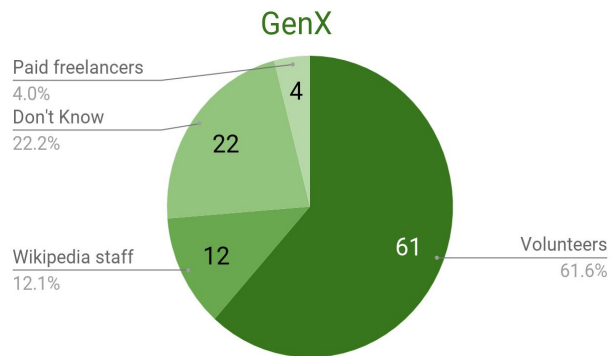
Q10: How do you think Wikipedia is primarily funded?
Base: 1004 Aware Wikipedia.
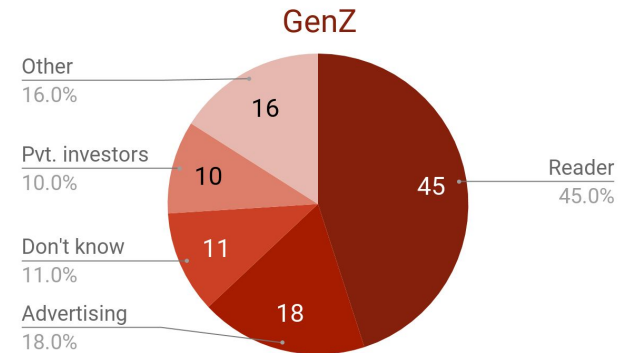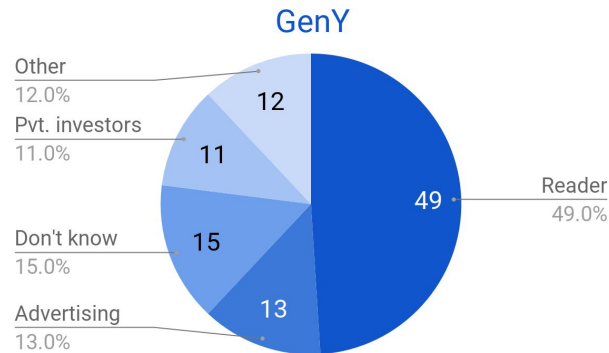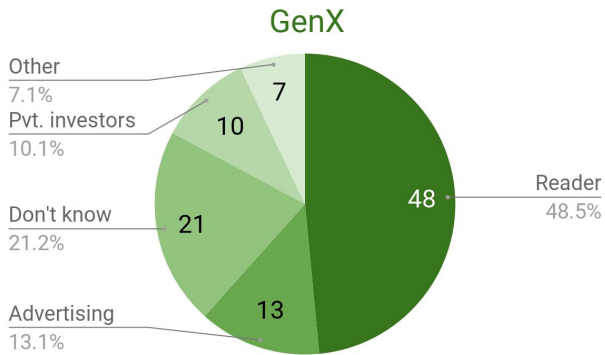
Only 45% of GenZ knows content is created and maintained by volunteers, vs. 61% of GenX.

Q17: To the best of your knowledge, how is information primarily created and maintained on Wikipedia? Base: 957 Wikipedia Readers.

GenX

Paid freelancers
4.0%

Don't Know
22.2%

Wikipedia staff
12.1%

Volunteers
61.6%

4
22
12
61

GenY

Paid freelancers
10.9%

Don't Know
16.8%

Wikipedia staff
17.8%

Volunteers
54.5%

11
17
18
55

GenZ

Paid freelancers
17.0%

Don't Know
9.0%

Wikipedia staff
29.0%

Volunteers
45.0%

17
9
29
45

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Wikipedia Usage

France internet users by Generation
Total Base: 1150
Weighted Data
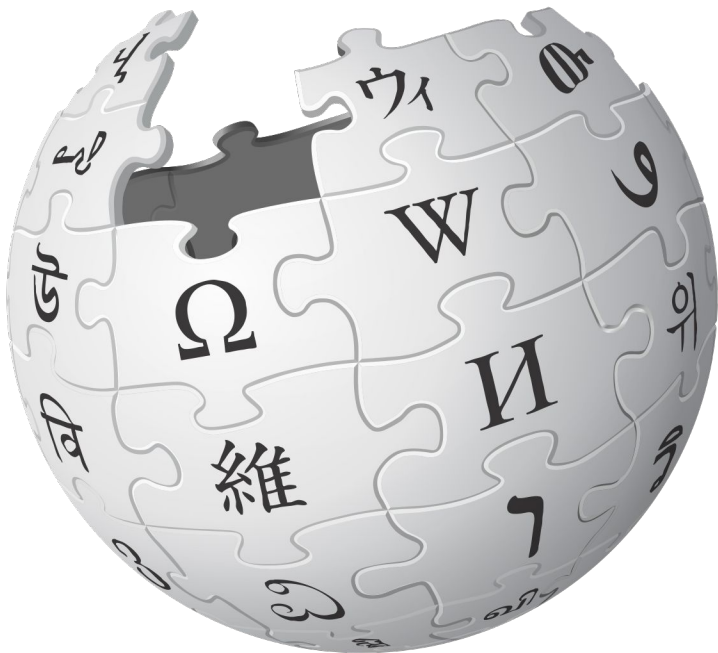
Awareness & Usage Summary

With the lowest awareness of Wikipedia, GenZ has the highest non-reading population.

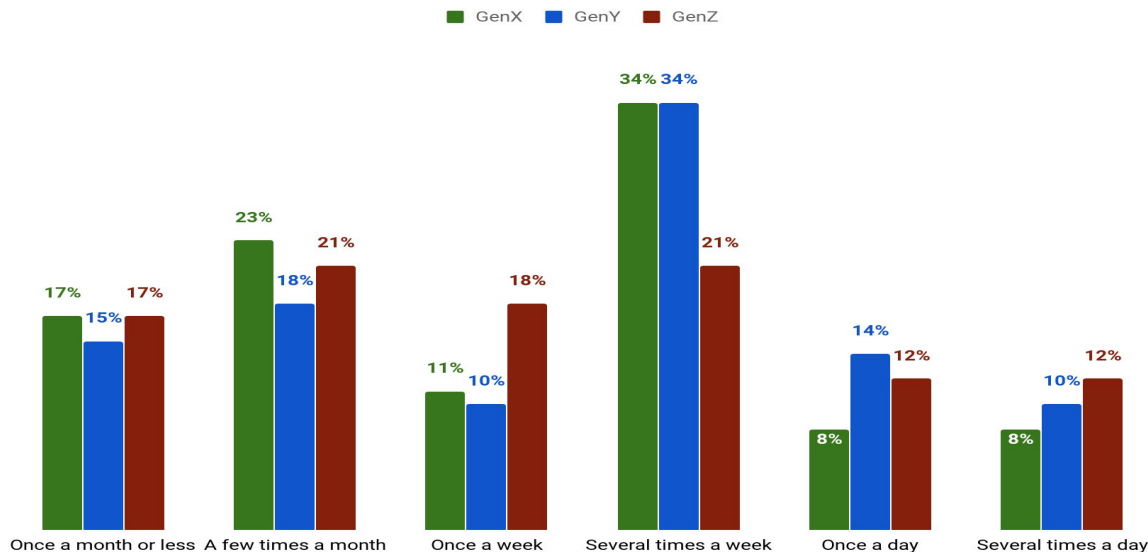|	GenX	GenY	GenZ
Aware of Wikipedia	84%	87%	79%
Read Wikipedia	83%	85%	75%
Never read Wikipedia	2%	2%	3%
Unaware of Wikipedia	16%	14%	21%
Total non-reading population	17%	15%	25%

Across generations, about 60% read Wikipedia on a weekly basis. GenX and GenY are more likely to read it several times a week.

Q14: How often do you read Wikipedia?
Base: 957 Wikipedia Readers.

Legend: ■ GenX ■ GenY ■ GenZ

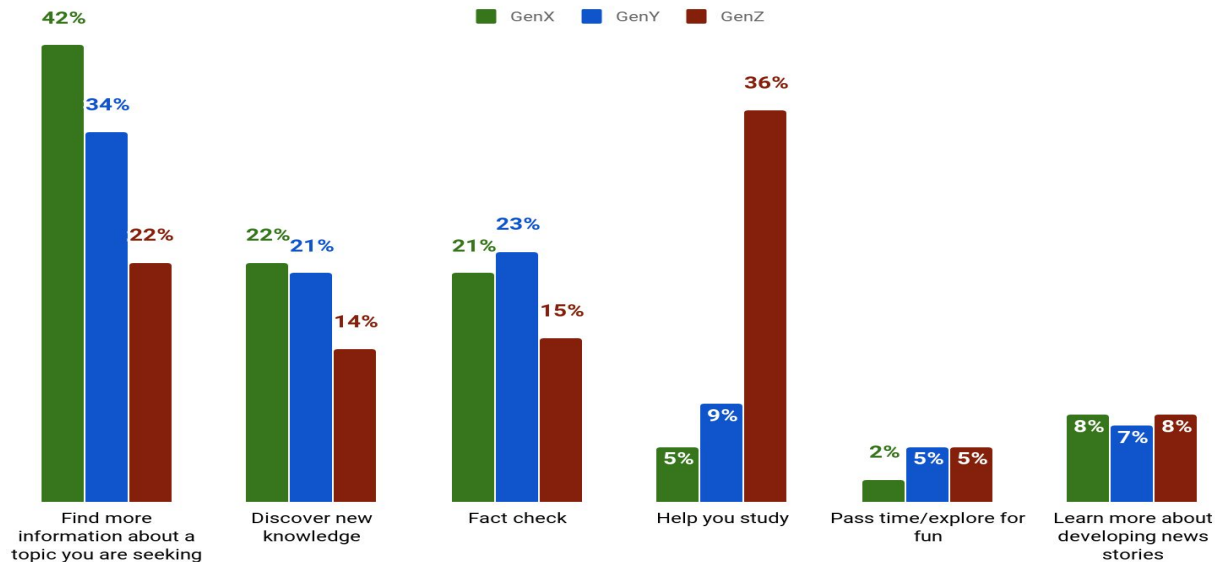|	Once a month or less	A few times a month	Once a week	Several times a week	Once a day	Several times a day
GenX	17%	23%	11%	34%	8%	8%
GenY	15%	18%	10%	34%	14%	10%
GenZ	17%	21%	18%	21%	12%	12%

GenX and GenY are seeking information on Wikipedia. A third of GenZ uses it primarily to help them study.
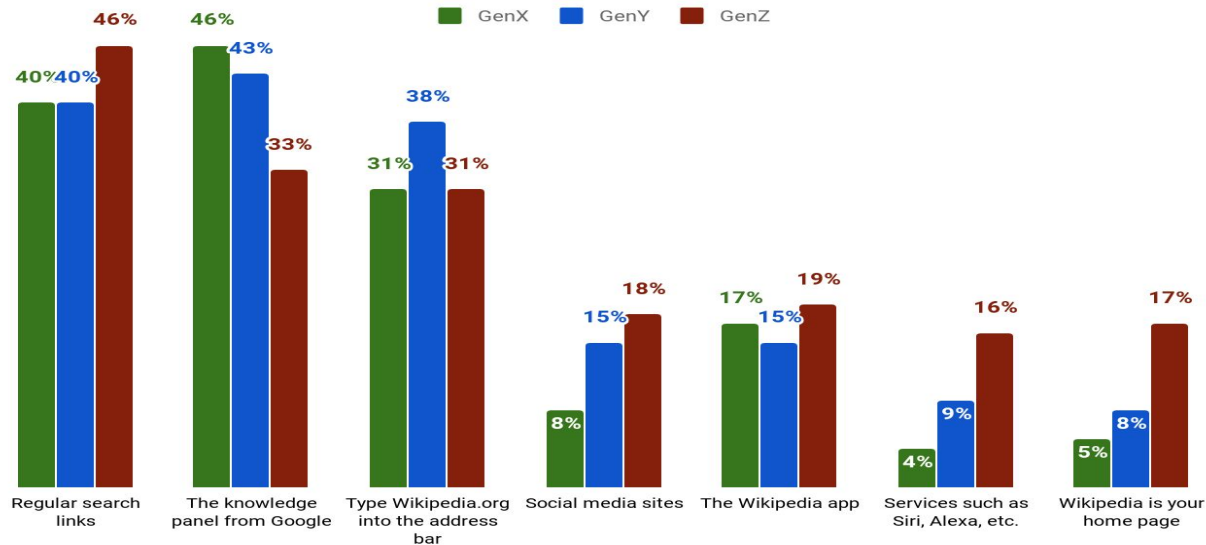
Q15b: Overall, would you say you use Wikipedia primarily to _____.
Base: 957 Wikipedia Readers.

Most follow search links or click on the knowledge panel. GenZ is more likely to use services like Siri, or have Wikipedia set as their homepage.

Q16: What are all of the ways you find Wikipedia articles, or get to
Wikipedia articles? (Answer all that apply) Base: 957 Wikipedia Readers

■ GenX ■ GenY ■ GenZ

	Regular search links	The knowledge panel from Google	Type Wikipedia.org into the address bar	Social media sites	The Wikipedia app	Services such as Siri, Alexa, etc.	Wikipedia is your home page
GenX	40%	46%	31%	8%	17%	4%	5%
GenY	40%	43%	38%	15%	15%	9%	8%
GenZ	46%	33%	31%	18%	19%	16%	17%

GenY and GenZ are much more likely to access Wikipedia on their smartphones. Many still use desktops and laptops.

Q15: Please indicate how often you use each the following devices
to access and read Wikipedia.
Base: 957 Wikipedia Readers.
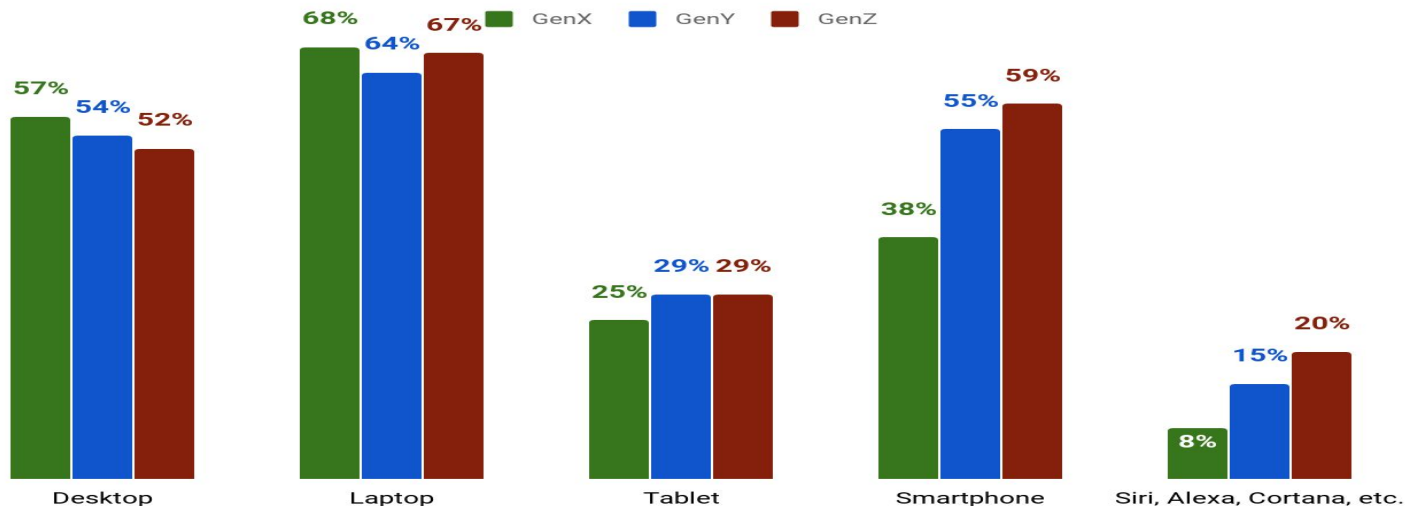
Regardless of device, **GenZ** skews to school assignments while **GenX** and **GenY** are more "in the moment" focused on conversational topics, media or current events.

	GenX	**GenY**	**GenZ**
Desktop	A conversational topic **64%**	A topic important to me **58%**	Work or school assignment **61%**
Laptop	A conversational topic **58%**	A conversational topic **51%**	Work or school assignment **60%**
Tablet	A current event **51%**	A topic referenced in the media **45%**	Work or school assignment **45%**
Smartphone	A conversational topic **56%**	A conversational topic **47%**	Work or school assignment **51%**
Digital Voice Asst.	A conversational topic **48%**	A conversational topic **42%**	Work or school assignment **42%**

Q15a: When you access Wikipedia on your _____, what do you read it for? Base: Access Wikipedia via device.

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Twenty-nine percent of GenY and forty-four percent of GenZ say they have tried to edit a Wikipedia article.

Q18a: Have you ever tried to edit a Wikipedia article?
Base: 678 Readers who know anyone can edit.

GenX

Yes
14.0%

14

No
86.0%

86

GenY

Yes
29.0%

29

No
71.0%

71

GenZ

Yes
44.0%

44

No
56.0%

56
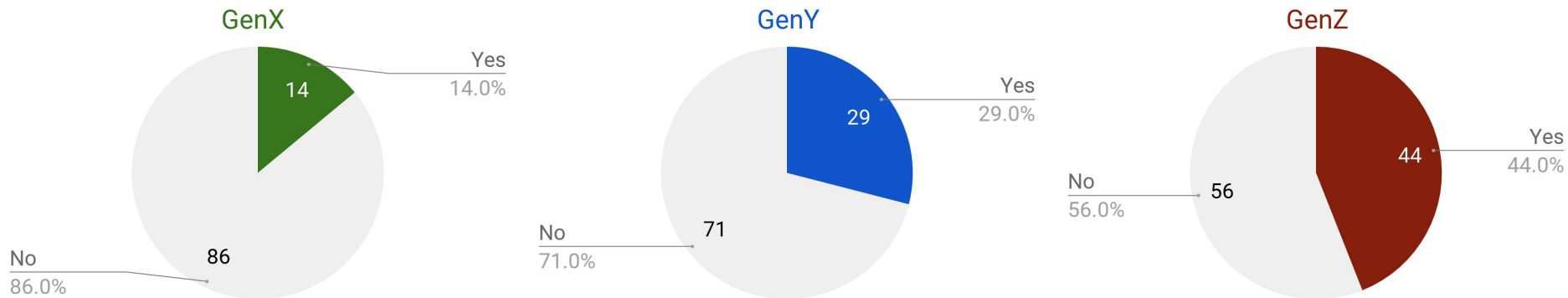
Among those who have not tried to edit an article close to half mention they are concerned they would make mistakes.

Q18b: Which of the following best explains why you have never tried to edit a Wikipedia article? Base: 531 Readers who have never tried to edit.

Legend:
- GenX (green)
- GenY (blue)
- GenZ (red)

	GenX	GenY	GenZ
I'm not interested	28%	28%	37%
I'm concerned I would make mistakes	46%	48%	47%
I don't have time	12%	12%	8%
Other	14%	12%	7%
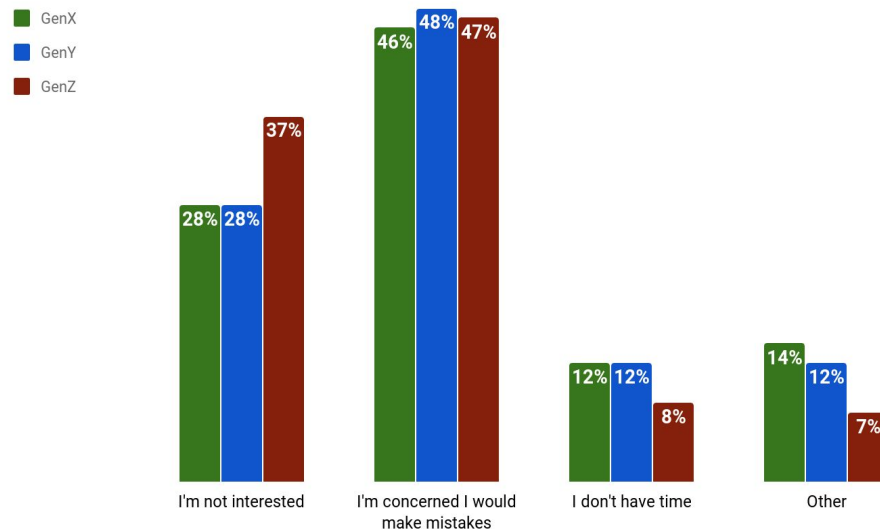
Across the generations, ¾ or more readers have never made a donation to Wikipedia. Among GenZ readers, one out of four says they have.

Q19: Have you made a financial donation to Wikipedia?
Base: 957 Wikipedia Readers.

GenX

Yes
11.0%

11

No
89.0%

89

GenY

Yes
17.0%

17

No
83.0%

83

GenZ

Yes
26.0%

26

No
74.0%

74
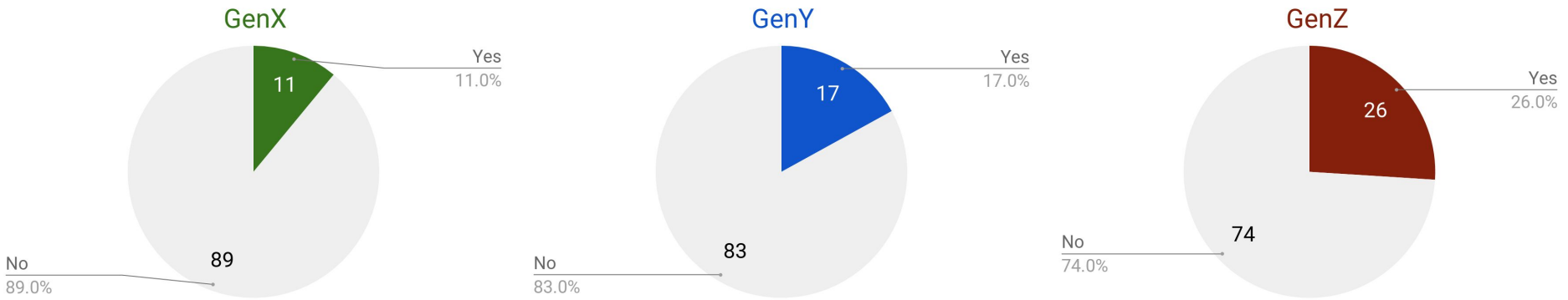
Among GenZ readers who have not donated, one-quarter say they did not know Wikipedia relied on donations.

Q20a: Which of the following best explains your decision NOT to make a donation to Wikipedia? Base: 842 never donated.

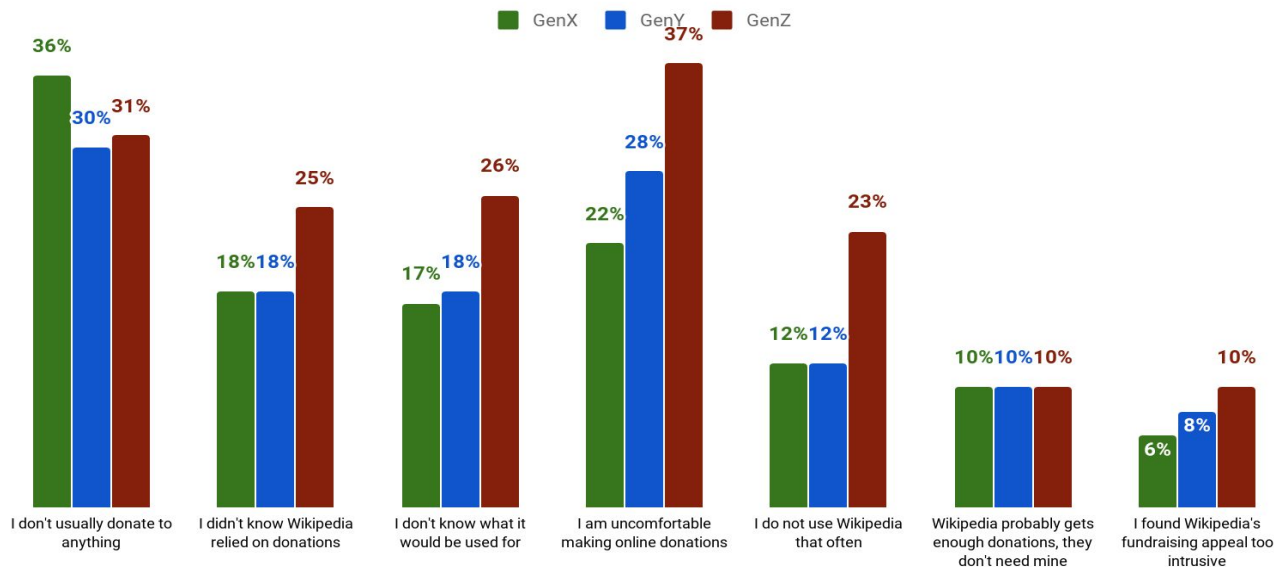

Legend: ■ GenX ■ GenY ■ GenZ

Category	GenX	GenY	GenZ
I don't usually donate to anything	36%	30%	31%
I didn't know Wikipedia relied on donations	18%	18%	25%
I don't know what it would be used for	17%	18%	26%
I am uncomfortable making online donations	22%	28%	37%
I do not use Wikipedia that often	12%	12%	23%
Wikipedia probably gets enough donations, they don't need mine	10%	10%	10%
I found Wikipedia's fundraising appeal too intrusive	6%	8%	10%

Attitudes toward Wikipedia

France internet users by Generation
Total Base: 1150
Weighted Data
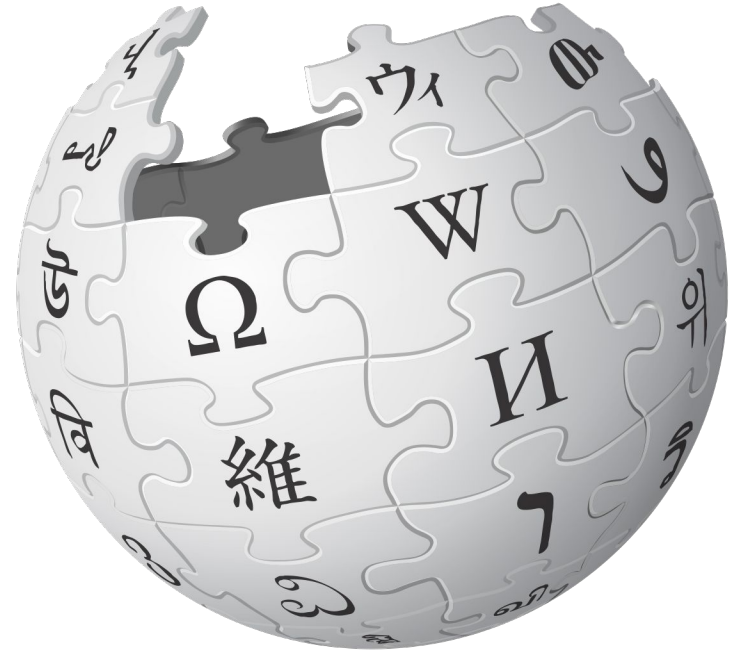
What French readers find personally important is also what they most strongly associate Wikipedia with: being free, useful, and easy to read.
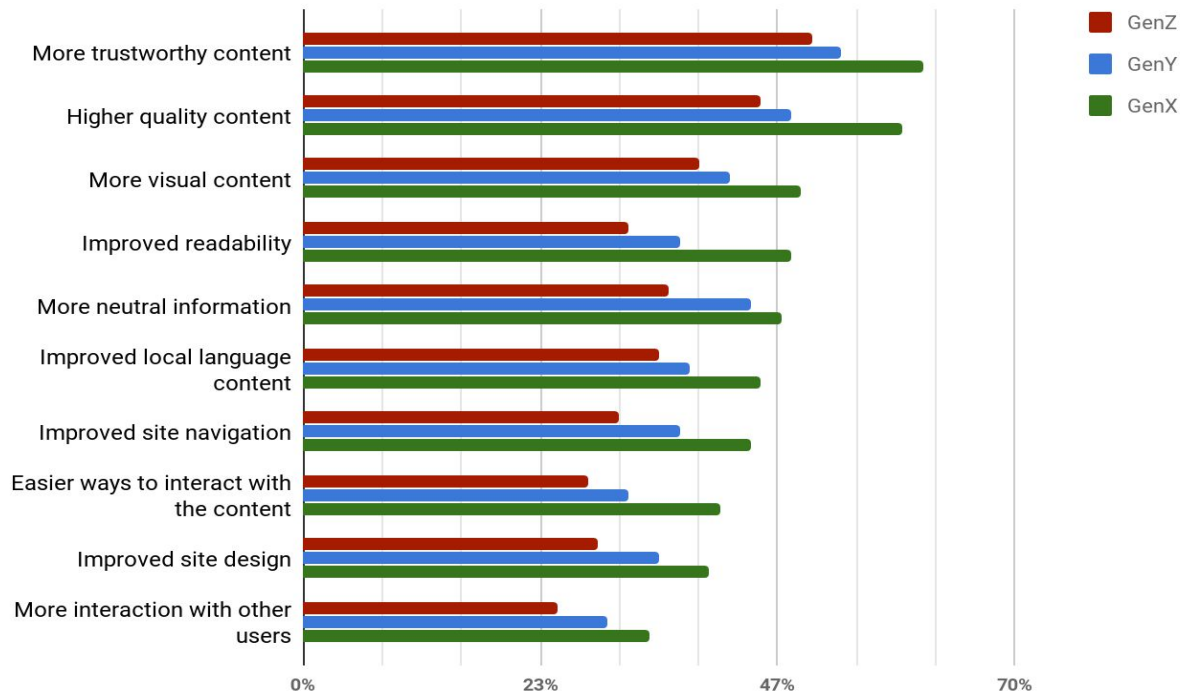
	GenX		GenY		GenZ	
	Mean Association Rating	Personal Importance Ranking	Mean Association Rating	Personal Importance Ranking	Mean Association Rating	Personal Importance Ranking
Free knowledge for every person	8.7	1	8.6	2	8.7	3
Useful	8.5	2	8.3	1	8.2	1
Easy to read	8.0	3	7.8	3	7.6	2
High Quality	7.4	4	7.1	4	7.0	4
Free of advertising	7.5	5	7.6	5	7.5	6
Neutral, unbiased content	7.2	6	6.9	T6	7.0	T8
Professional	7.5	7	6.9	T6	6.9	5
Comprehensive	6.6	8	6.3	7	6.5	T8
Transparency	7.1	9	6.9	8	6.7	7

Q11: On a scale of 0-10, please rate how strongly you associate Wikipedia with each of the following words or phrases, where 0 means you don't associate Wikipedia with the word or phrase at all and 10 means you associate Wikipedia with _____. Base 1005 Aware of Wikipedia. Q12: When it comes to Wikipedia, how important are these words or phrases to you personally? Please arrange them in order of importance to you, personally, from most to least. Base 1005 Aware Wikipedia. "T" = Tied.

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In France, larger proportions of GenZ readers are looking for improvements across the board to enhance their reading experience.

Q22a: As a Wikipedia reader, please indicate how much each of the following changes would enhance your personal experience? A lot, a little, or not at all. Base: 957 readers.

Pct. answering "a lot"

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THANK YOU