

Wikipedia.org Portal Research

New Dropdown for Languages by Article Count

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WMF Design Research

July 13, 2016

Research Questions

Wikipedia.org Portal Page

- * How do users reach the portal page? How often do they go there?
- * What do they once they've arrived?
- * Are they aware of the new footer (sister project links descriptive text)?

On-Wiki Search

- * How/why do users look for information? Devices, browsers, methods?
- * What are user's impressions or experiences using Wiki search?
- * When and what do users search for when using Wiki search?

Language list by article count dropdown

- * How do users react to the [language dropdown revamp](#) of the portal page?

Testing process

- Created a protocol covering search behaviors, the existing portal page and a portal redesign prototype page
- Held 5 recorded participant research sessions over Google Hangouts on Air

Participants

Basic Profile Information of Research Participants				
<ul style="list-style-type: none">* 4 men; 1 woman* 5 use Wikipedia as their primary destination for learning<ul style="list-style-type: none">* 2 'rabbit hole' readers* 1 former casual editor; 1 former active editor* 2 current students* 1 primarily mobile/Wikipedia Zero user				
Primary <i>devices</i> used (by participants)				
Microsoft tablet, no smartphone	Sony Vaio laptop, mainly Nokia Lumia	Dell laptop, sometimes Android phone	iMac, rarely iPad	Laptop/desktop, rarely smartphone and tablet
Primary <i>browsers</i> used (by participants)				
Edge	Chrome, Internet Explorer	Chrome	Chrome	Chrome

Research Insights



Portal Page

- How do users reach the Wikipedia.org portal page? How often do they go there?
- What do they do once they've arrived?
- Are users aware of the portal footer (sister project links descriptive text)?

WIKIPEDIA

The Free Encyclopedia

English
5 188 000+ articles

日本語
1 021 000+ 記事

Español
1 267 000+ artículos

Русский
1 325 000+ статей

Italiano
1 281 000+ voci

Deutsch
1 956 000+ Artikel

Français
1 771 000+ articles

Português
927 000+ artigos

中文
887 000+ 條目

Polski
1 175 000+ hasel

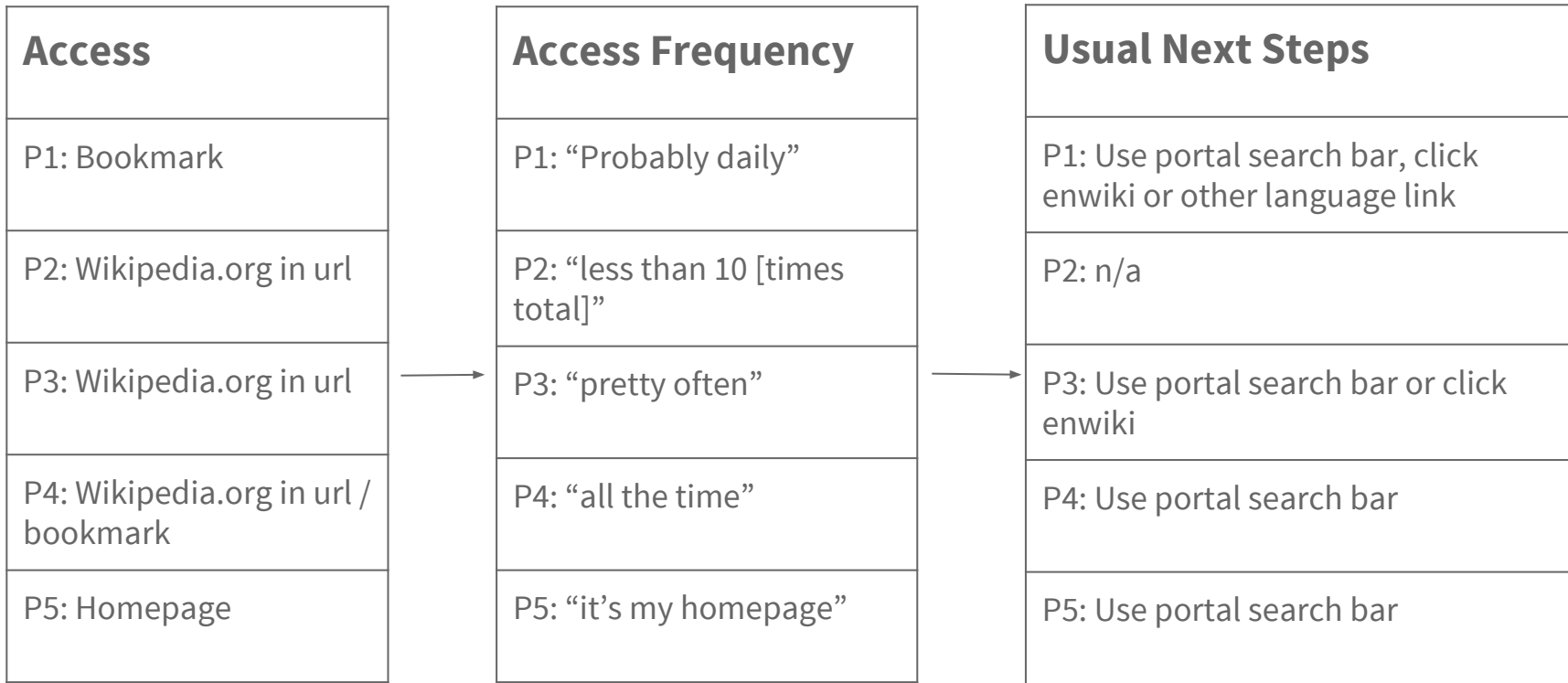


Search bar: EN

[Deutsch](#) · [English](#) · [Español](#) · [Français](#) · [Italiano](#) · [Nederlands](#) · [日本語](#) · [Polski](#) · [Русский](#) · [Sinugboanong Binisaya](#) · [Svenska](#) · [Tiếng Việt](#) · [Winaray](#)

Getting to Wikipedia.org portal

- 2 typed 'wikipedia.org' into url bar
- 1 has it set as their homepage
- 1 has it set as a bookmark
- 1 typed it in url + uses bookmark (50/50)



Users' portal progression

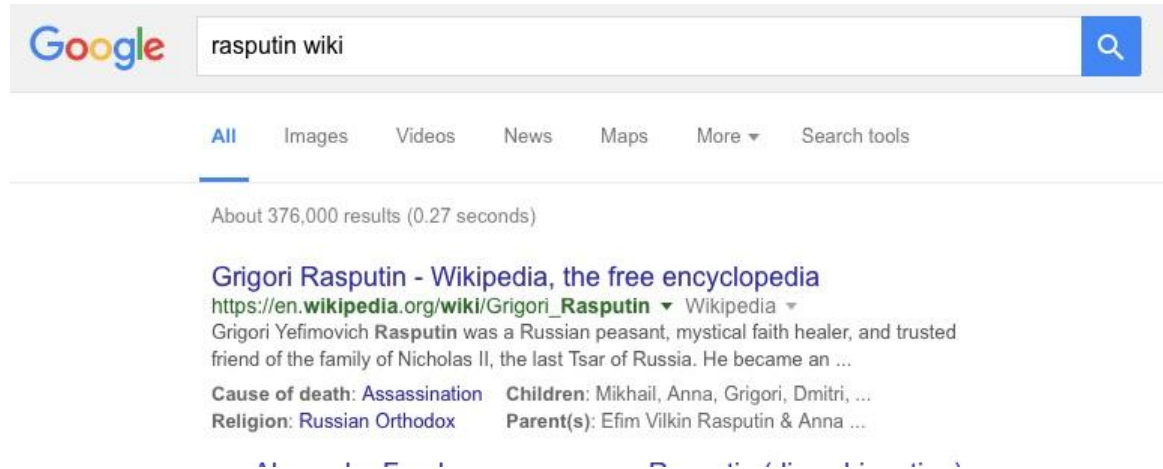
On-Wiki Search

- How/why do users look for information?
- What are users' impressions or experiences with Wiki search?
- When and what do users search for when using Wiki search?

Participants go to Wikipedia to learn background information, to research topics, browse for fun and interest and to find other references.

All 5 users use a search engine i.e.: google/bing/other site.

Adding 'wiki' or equivalent to a query is a method they use occasionally to filter for a Wikipedia specific result.



Methods and motivations for seeking information on the web in general

English
5 188 000+ articles

日本語
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Español
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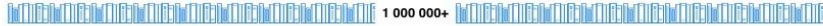
Italiano
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Search bar with language dropdown (EN) and search icon



Deutsch · English · Español · Français · Italiano · Nederlands · 日本語 · Polski · Русский · Sinugboanong Binisaya · Svenska · Tiếng Việt · Winaray



- Main page
- Contents
- Featured content
- Current events
- Random article
- Donate to Wikipedia
- Wikipedia store

- Interaction
- Help
- About Wikipedia
- Community portal
- Recent changes
- Contact page

- Tools
- What links here
- Related changes
- Upload file
- Special pages
- Permanent link
- Page information
- Wikidata item

- Print/export
- Create a book
- Download as PDF
- Printable version

In other projects

Welcome to Wikipedia,
the free encyclopedia that anyone can edit.
5,193,641 articles in English

- Arts
- History
- Science
- Biography
- Mathematics
- Technology
- Geography
- Science
- All portals

From today's featured article



Margaret Murray (13 July 1863 – 13 November 1963) was an Anglo-Indian Egyptologist, archaeologist, historian, and folklorist. The first female archaeology lecturer in the United Kingdom, she worked at University

College London (UCL) and served as President of the Folklore Society. Born in Calcutta, Murray moved to London and began studying Egyptology at UCL. The department head *Flinders Petrie* encouraged her research and soon appointed her Junior Professor. She established a reputation in Egyptology for her excavations of the Osireion temple and Saqqara cemetery. She taught at the British Museum and also the Manchester Museum, where she led the unwrapping of one of the mummies from the Tomb of the Two Brothers. A first-wave feminist, Murray joined the Women's Social and Political Union. During the First World War, she began promoting the hypothesis that the witch trials of Early Modern Christendom were an attempt to extinguish

In the news

- Theresa May** (pictured) replaces David Cameron as leader of the Conservative Party and becomes Prime Minister of the United Kingdom.
- At least 27 people are killed when two trains collide near Andria, Italy.
- In association football, Euro 2016 concludes with Portugal defeating France in the final.
- The Liberal–National Coalition, led by the Prime Minister of Australia, Malcolm Turnbull, is returned to government at the Australian federal election.
- Flooding along the Yangtze River causes more than 180 deaths in central and eastern China.



Theresa May

Ongoing events: UK EU membership

Do participants use the search function on Wikipedia?

5 of 5 participants have used wiki search (portal page and/or on a language specific wiki)

* 1 starts 80% of their searches using Wikipedia portal search

* 3 use wiki search sparsely

* 1 very rarely

“it's ok. sometimes if i get it right, the results are good. if i get it wrong (misspelled or recalled incorrectly), the results aren't always helpful.”

“don't search longer queries or questions in wikipedia, because i get garbage back.”

“wikipedia search software isn't like google's. not as robust. google [corrects you] when you type wrong.”

“google's autocorrect is really helpful (bad at spelling). noticed a trend that predictions in wikipedia is getting better”

User's impressions and experiences with Wiki search

Participants expressed that they avoid longer queries while searching on wiki. Overall, they feel that wiki search is not robust and doesn't have accompanying capabilities (filtering, etc.).

However, as a participant noted that when they recently used the Wikipedia app on a friend's tablet, the autocorrect/predictive results on wiki search has improved over time.

“popular culture type thing, will go straight to wikipedia and search. technical terms, i will search with google first.”

“on wikipedia, i try to search direct terms. names. don't use to search longer queries.”

“when i open chrome and i'm at the homepage, and i want to search right away. most of the time i use url bar (90%)”

Using Wiki search - the when and the what:

When: participants use wiki search when it suits specific scenarios and use cases.

What: participants tended to search for exact terms instead of longer queries using wiki search. Sometimes they will use a search engine first, for specific words or technical terms that they feel might not exist on Wikipedia. However, they sometimes also go directly to Wikipedia to search using other types of specific terms or topics.

Language list by article count dropdown

- How do users react to the new [language dropdown revamp](#) of the Wikipedia.org portal page?

Current

Prototype

🌐 200+ more languages ▼

Deutsch · English · Español · Français · Italiano · Nederlands · 日本語 · Polski · Русский · Sinugboanon Binisaya · Svenska · Tiếng Việt · Winaray

100 000+ العربية · Azərbaycanca · Български · Bân-lâm-gú / Hô-lô-ôê · Беларуская (Акадэмічная) · Català · Čeština · Dansk · Eesti · Ελληνικά · Esperanto · Euskara · فارسی · Galego · 한국어 · Հայերեն · हिन्दी · Hrvatski · Bahasa Indonesia · עברית · עברית · Latina · Lietuvių · Magyar · Bahasa Melayu · Bahasa Minangkabau · Norsk (Bokmål · Nynorsk) · Нохчийн · Ўзбекча / Ўзбекча · Português · Қазақша / Qazaqşa / قازاقشا · Română · Simple English · Slovenčina · Slovenščina · Српски / Srpski · Srpskohrvatski / Српскохрватски · Suomi · தமிழ் · Türkçe · Українська · اردو · Volapük · 中文

10 000+ Afrikaans · Alemannisch · АԥԿԿԻ · Aragonés · Asturianu · বাংলা · Basa Banyuwana · Башҡортса · Беларуская (Тарашкевіца) · বিষ্ণুপ্রিয়া মণিপুরী · Boarisch · Bosanski · Brezhoneg · ЧӀавашла · Cymraeg · Feroyski · Frysk · Gaeilge · Gàidhlig · ગુજરાતી · Hornjoserbsce · Ido · Interlingua · Ирон æвзаг · Íslenska · Basa Jawa · འདྲེ་ · Kreyòl Ayisyen · Kurdî / كوردی · کوردیی ناوەندی · کوردی · Кыргызча · Кырык Мары · Latviešu · Lëtzebuergesch · Limburs · Lumbaart · Македонски · Malagasy · मलयालം · मराठी · مصرى · Монгол · Mòrocc · Nahuatlhōlli · नेपाल भाषा · नेपाली · Nnapulitano · Occitan · ଓଡ଼ିଆ · ལྷིང་གི་སྐད་ · ལྷིང་གི་སྐད་ · Piemontèis · Platfâtîsch · Runa Simi · Rwa Tuna · Scots · Shqip · Sicilianu · Sardu · Basa Sunda ·

4 of 5 participants mention some preference for the prototype version;
1 participant was apathetic

Prototype version has less visual clutter and a higher potential awareness of sister project links

“Cool... but [dropdown] should push the other content down”

“Could be finicky on phone[s]”

“Doesn't really make a difference for me... looks [similar] to normal homepage... [still] a lot of text.”

“new version is still kind of busy”

“I wouldn't use this very often. Before I'd click on random languages... how is it now?”

“now i can actually see all the other stuff... not that i'd use it but i can try it now”

Participant's additional comments on the language list by article count dropdown prototype versus the original page version

In Summary



Research Questions

Wikipedia.org Portal Page

- * How do users reach the portal page? How often do they go there?
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Search

- * How/why do users look for information?
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Language Dropdown

- * How do users react to the [language dropdown revamp](#) of the portal page?

Participant Answers

Wikipedia.org Portal Page

- * Majority of participants type wikipedia.org into url bar and access it often
- * Use search bar
- * Most are aware of the footer contents

Search

- * To learn broad background information on topics
- * Wiki search has improved slightly, but doesn't come close to Google
- * Specific search terms usually yield good results on wiki search, but they know better than to search longer queries

Language Dropdown

- * Most think it offers some visual improvement, but there is also a good amount of apathy

Research Recommendations

- **Portal page**
 - Promote to production the new language by article count dropdown layout; most of the reaction is positive although there are some UI concerns and/or apathy
 - Confirm that the dropdown's effect on other page content conforms to best UI practices
 - Test dropdown on mobile devices
- **Search**
 - Continue with any and all plans to optimize search
 - Determine viability / cost-effectiveness of building towards effectively supporting multi-word query-based searches

References

For additional information, please read the Community RFC page for the new language by article count dropdown and page layout [here](#).

Learn more about work on the [Wikipedia.org](#) Portal page [here](#).

Contact [Daisy Chen](#) with any questions about this research and analysis.

Contact [Deb Tankersley](#) with any questions about the Wikipedia.org portal page.

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