Wikimedia Foundation

# Non-editing Participation Literature Review







# **PROJECT GOALS & KEY QUESTIONS**

The Wikimedia Core Experiences teams (Web, Growth and Editing) are seeking to identify various ways in which users can engage with potential forms of non-editing participation, thereby increasing their interest and involvement in the Wikis. This research will be part of a broader goal of increasing interaction and familiarity amongst Wikipedia readers thus encouraging confidence to attempt other interactions such as editing.

In this context, the Wikimedia Foundation would like to answer some questions on readers' engagement such as:

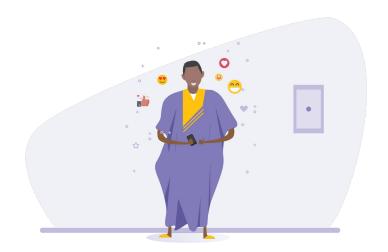
- What types of engagement are other similar organizations deploying for their readers' benefit?
- What types of engagement has the WMF deployed previously to receive positive feedback and user uptake?
- What other opportunities exist and how can the WMF best evaluate their efficacy in increasing reader engagement?
- What can be gained from non-English reading markets?



# **TABLE OF CONTENT**

# This report is structured in the following parts:

- Literature Review Approach
- General Key Findings
- Key Findings per platform
- Key Findings per NEP
- Selected platforms for comparative analysis



# LITERATURE REVIEW ABSTRACT

This literature review focuses assessing on non-editing-participation (NEP) features that exist across different platforms. We identified 13 sites namely Medium, Ouora, Lenali, Substack, Reddit, Stackoverflow, Kindle, Wattpad, Twitter, and Discogs including news channels such as Google News, BBC and Le Monde. We also highlighted 9 specific NEP features that exist on these platforms and are relevant to Wikipedia. The features are claps, votes, likes. sharina. highlighting, spaces, submit a response. save/bookmark, and reading list.

We referenced articles and journals using key-words for specific NEPs. We also explored relevant platforms to understand the opportunities they offer readers and gave an overview of what each platform offers and the NEPs they offer.

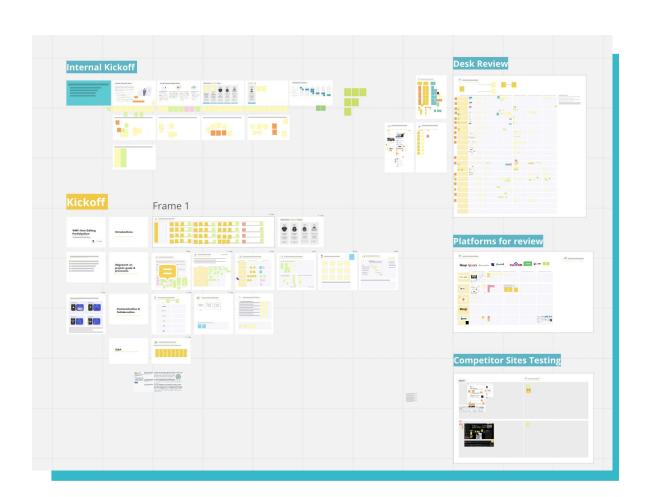
In the next report, we will expand further on four selected competitor sites from the list to give an in-depth analysis.



# **ACCESS**

More details and insights are on the project Miro board

You can access it here.



# **KEY FINDINGS**

- The number of NEP mechanisms offered by a platform reflects the extent to which it relies on contributors;
- Medium has the most NEP features out of those we assessed, with 'claps' feature unique only to Medium;
- NEP mechanisms are found in various places in the UI, including in the "main view" and "hidden" in menus;
- Most news channels don't offer a lot of NEP features,
   and 'share' is the most common feature they have; and
  - The share feature on news channels link to other platforms, with Facebook being the most popular and Reddit being uniquely available on New York Times.



	Medium	Discogs	Stack Overflow	Quora	Kindle	Wattpad	Reddit	Substack	Lenali	Social Media / Twitter
Claps	✓									
Highlights	<b>✓</b>				<b>✓</b>					
Likes						<b>✓</b>		$\checkmark$	<b>✓</b>	<b>✓</b>
Share	<b>✓</b>	<b>✓</b>	<b>✓</b>			<b>✓</b>		<b>✓</b>	<b>✓</b>	<b>✓</b>
Comments/ Response	<b>✓</b>	<b>✓</b>	<b>✓</b>	<b>✓</b>		<b>✓</b>	<b>✓</b>	<b>✓</b>	<b>✓</b>	<b>✓</b>
Save / Bookmark	<b>✓</b>		<b>✓</b>	<b>✓</b>	<b>✓</b>	<b>✓</b>	<b>✓</b>	<b>✓</b>	<b>✓</b>	
Reading list /Want list	<b>✓</b>	<b>✓</b>								
Vote / Rate		<b>✓</b>	<b>✓</b>	<b>✓</b>		<b>✓</b>	<b>✓</b>			<b>✓</b>
Subscribe /Follow / join	✓		<b>✓</b>	<b>✓</b>		<b>✓</b>	<b>✓</b>	<b>✓</b>	<b>✓</b>	<b>✓</b>
Page views			<b>✓</b>						<b>✓</b>	
Other		<b>✓</b>		<b>✓</b>				<b>✓</b>		

	Citizendium	NYT	The Guardian	ввс	Le Monde	Google News	RFI	Abidjan.net
Claps								
Highlights								
Likes								
Share		y	f y M in	& Copy link		<b>() ()</b>	f 🛭 💆 \land	14 S blaz I Stor V bents O
Comments/ Response/ Discussion	<b>✓</b>	<b>✓</b>	<b>✓</b>		<b>✓</b>			<b>✓</b>
Save / Bookmark		<b>✓</b>			<b>✓</b>	<b>✓</b>		
Reading list						<b>✓</b>		
Vote / Rate								
Subscribe /Follow		<b>✓</b>	<b>✓</b>		<b>✓</b>			
Other	Related Articles	Recommende d articles	Reuse this content	Recommend ed articles	Recommended articles	See more articles like this		













**Mapping Platforms** based on **NEPs** 

































**NEPs** 

**Mapping** 

**Platforms** 

based on



**KEY FINDINGS / PLATFORM** 



Founded in 2012 by the co-founder of Twitter to give writers a digital space to publish with a much longer character limit. It's an open platform with over 100 million readers.

### **Key Findings:**

- Claimed core value: to create a culture of starting insightful conversations and connections between authors and readers.
- Feature labels make reference to the real world reader behaviour when reading naturally which creates a deeper connection. Instead of:
  - 'Save' -> 'Bookmark;
  - Following 'Pages' -> 'publications'
  - 'Comment' -> 'Response"
  - 'Share' -> 'Recommend'
- 'Recommend' feature got replaced in 2017 by 'clap' and 'share' was also made available
  - Reason: shift focus from # of people who think an article is good to the quality of the article itself.
- Authors formerly paid by the amount of views they get, but currently also takes into account the time readers spend reading articles (i.e., session length).

### **NEP features:**

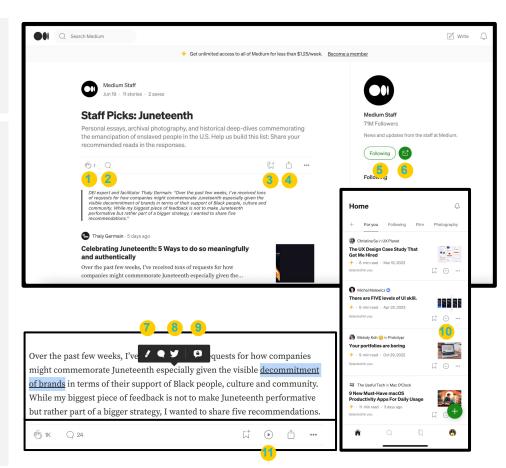
Clap
 Respond
 Respond
 Tweet

3. Save 9. Add private notes on highlights

4. Share 10. Show less like this

5. Follow 11. Listen

6. Subscribe to writers





Quora is a social question-and-answer website and online knowledge market founded on June 25, 2009, and made available to the public on June 21, 2010. As of 2020, the website was visited by 300 million users a month.

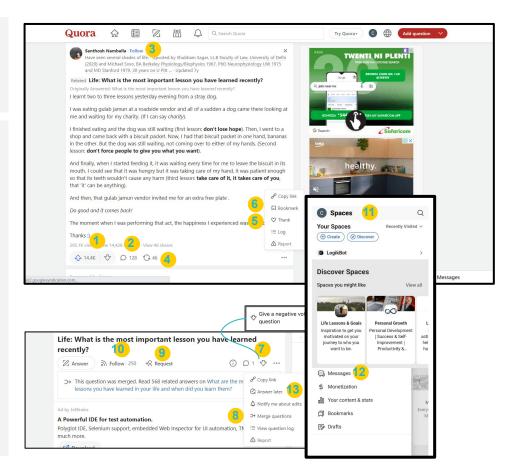
# **Key Findings:**

- Quora's simd to provide answers from experts and enthusiasts on any topic.
- Some answers on Quora are paywalled, which means users have to be subscribed to Quora+ to view those answers. Quora has an ad-revenue sharing model that pays writers on Quora+.
- Although writers on Quora free do not get paid, people can earn money through Quora by directing Traffic to their blog by inserting the Weblink in an answer or by affiliate marketing.

- 1. Upvote and Downvote answers
- 2. Comment
- 3. Follow user
- -- ----
- 4. Share
- 5. Thank\*
- 6. Bookmark\*
- 7. Report

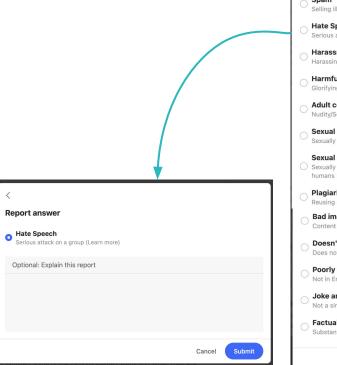
- 7. Downvote question
- 8. Merge questions\*
- 9. Request answer
- 10. Follow question
- 11. Follow spaces
- 12. Messaging
- 13. Answer / answer later

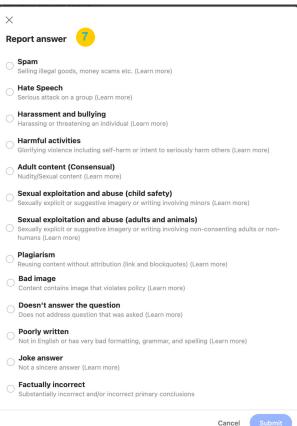
<sup>\*</sup>Features that are under menus and not available up front





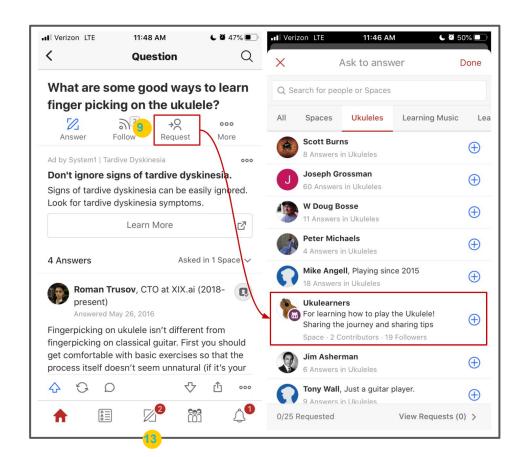
Options for user to report answers based on different categories





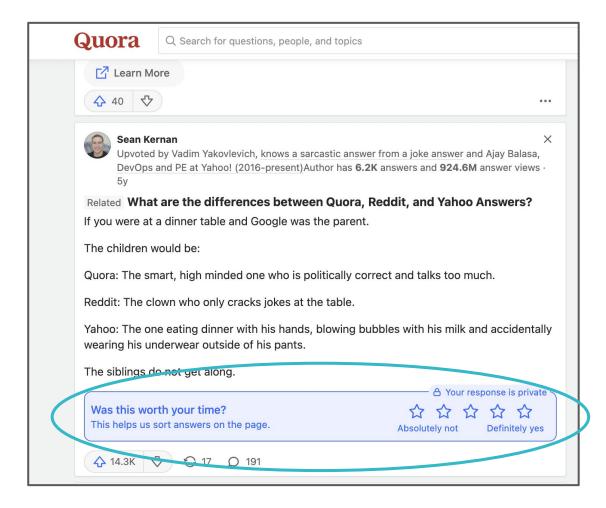


# Requesting and answering questions



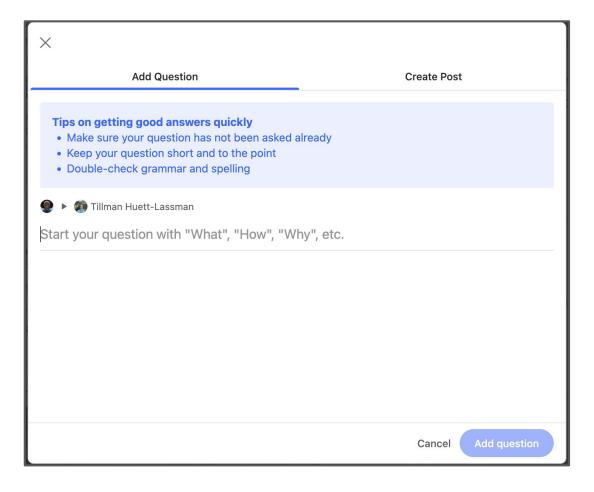


Private prompt to users to understand relevance of content to them.





Guidelines provided for adding questions to the forum





Lenali is a social media platform that allows users to communicate with only voice messages if they wish to. It is the first social network that is intended for speakers of **local languages, such as Bambara, Soninke, Sonrai, and Wolof**. It is designed to offer a platform for users who are uncomfortable using text, either because their literacy level does not allow, or because their language is rarely written. French is also widely used on the app.

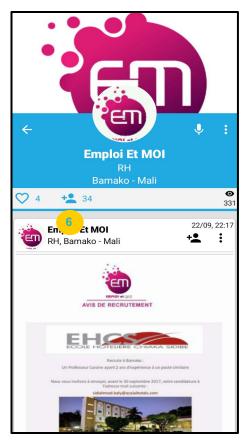
# **Key Findings:**

- Since Lenali supports local languages, it allows users to communicate with each other in their own language, which can be more comfortable and natural for them.
- Entrepreneurs who are not literate attract customers using Lenali by sending a voice message in their local language with their stall's location, as well as photographs of their goods.
- The platform only has a mobile app and no web app.

### **NEP features:**

- 1. Like
- 2. Comment
- 3. Share
- 4. Follow users
- 5. Chat
- 6. Follow pages
- 7. Make private notes



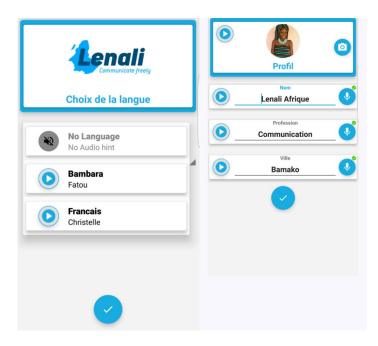


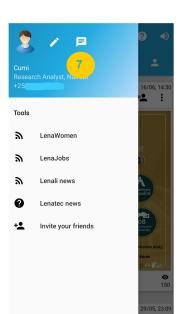
Note: See also the <u>Reading Wikipedia</u> research and related findings from readers of Swahili and Yoruba Wikipedias.

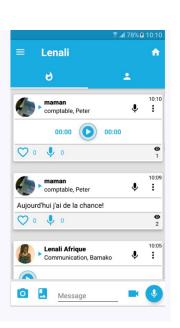


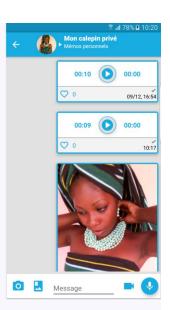
User can set up their profiles using audio.

They can also **record and send voice messages**, videos, as well as images as posts as well as in chats.









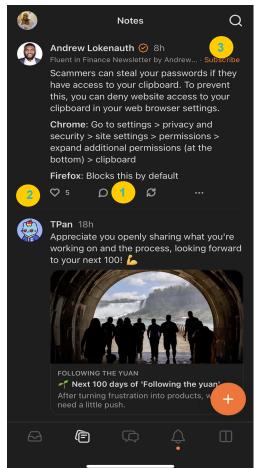


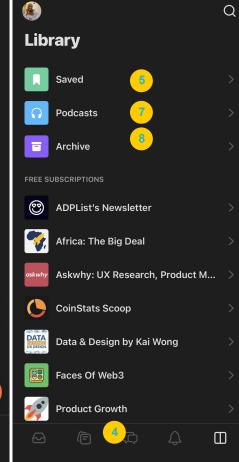
Substack is a subscription newsletter platform that allows writers to create and publish their own content. Writers can choose to offer their newsletters for free or for a monthly subscription fee. Substack takes a 10% cut of all subscription revenue.

# **Key Findings:**

- Substack aims to provide writers with a simple and easy-to-use platform to create, publish and earn from their content
- The writers on substack increased from 50,000 in 2019 to 1 Million in 2022.
- The app was revamped in 2021 to make it easier for readers to discover new writers and publication fasters, improve reading experience and have real time connections with readers and publishers
- Users now have the option to publish their own newsletters or just be engage in real-time sharing of articles, ideas, and thought or do both at the same time

- 1. Comments
- 2. Reactions Using emojis to react to articles
- 3. Subscriptions readers subscribe to the newsletter for a monthly fee
- 4. Chat To connect or speak to publisher
- 5. Restack with or without note- to reshare a post with or without comments
- 6. Saved posts
- 7. Podcast
- 8 Archive



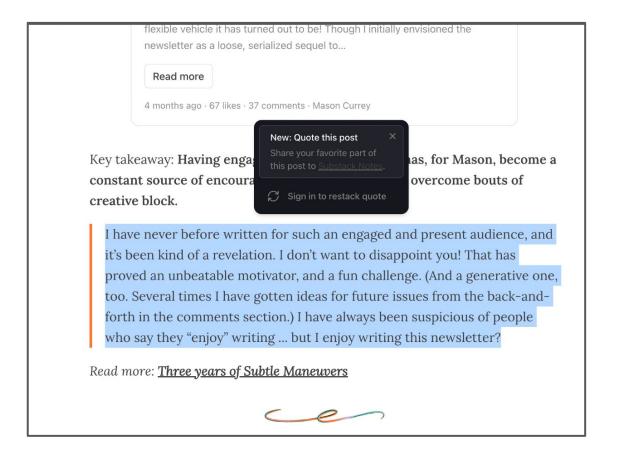




# Substack - Web view

# **Quote this post**

Users can share favorite parts of content on the substack notes



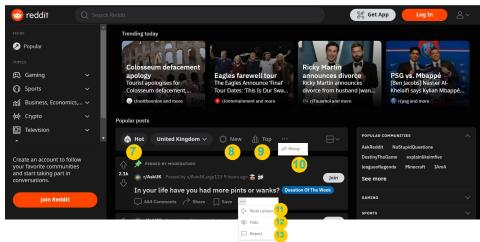


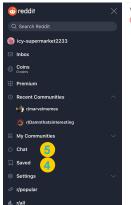
Reddit is a social news aggregation, content rating and discussion website. where users can participate in discussions, share content, and discover new topics of interest. It is often referred to as the "front page of the internet" due to its vast array of communities, known as subreddits, covering almost every imaginable topic

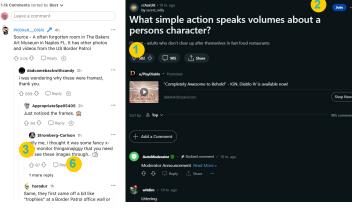
# **Key Findings:**

- Reddit value proposition is to provide users with a platform to discover and discuss content that interest them
- Reddit is known for its popular AMA series, where individuals, including celebrities, experts, and influential figures, host interactive question-and-answer sessions with the community.
- It relies heavily on its user base to moderate content. Each subreddit has its own moderators who enforce community-specific rules and guidelines.

- Upvoting and Downvoting:
   Joining communities
   Hide
- 3. Voting on comments 13. Report
- 4. Saved posts
- 5. Chat messaging
- 6. Reply
- 7. Hot
- 8. New
- 9. Top
- 10. Rising







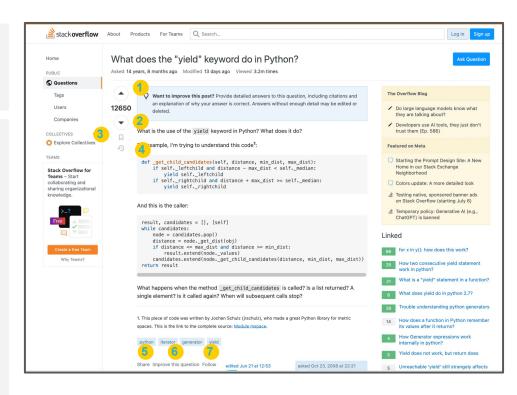


**Stack Overflow** is a community-driven platform where users can ask questions and receive answers from other community members, focusing primarily on programming and software development topics.

# **Key Findings:**

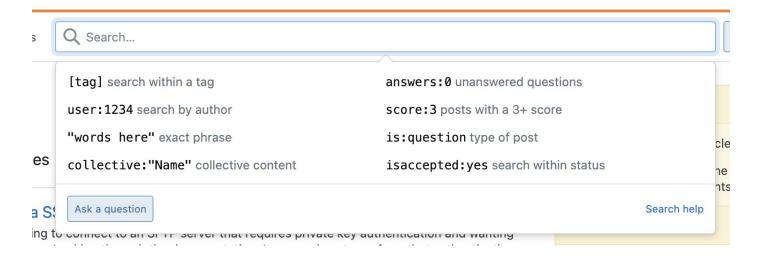
- Stack Overflow's value proposition lies in its ability to facilitate knowledge sharing, problem-solving, and community collaboration for programmers and developers.
- It provides a platform where individuals can find reliable answers, connect with experts, enhance their skills, and contribute to the collective understanding of programming concepts.
- Categorised into 4 different tabs where users can access to find tailored information easily ie. Questions, Tags, Users, Companies. Next slides shows screenshots of different tabs.

- Upvote
- Downvote
- 3. Save this question
- 4. Show activity on this post
- 5 Share
- 6. Improve this question
- 7 Follow





# **Search Functionality**



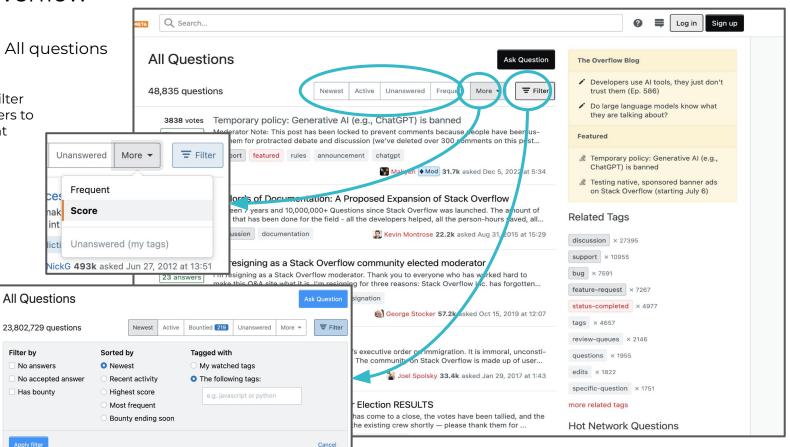


# **Questions** Tab - All questions

Filter by

# Filter options:

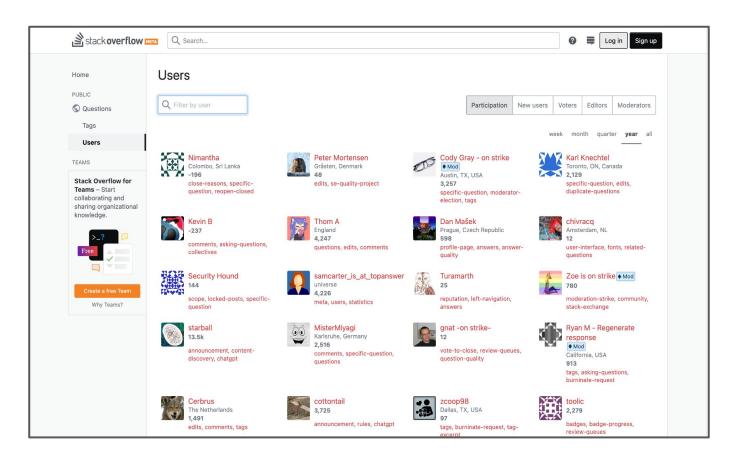
Provides different filter options to allow users to quickly find relevant information





# **Users** Tab - Homeview

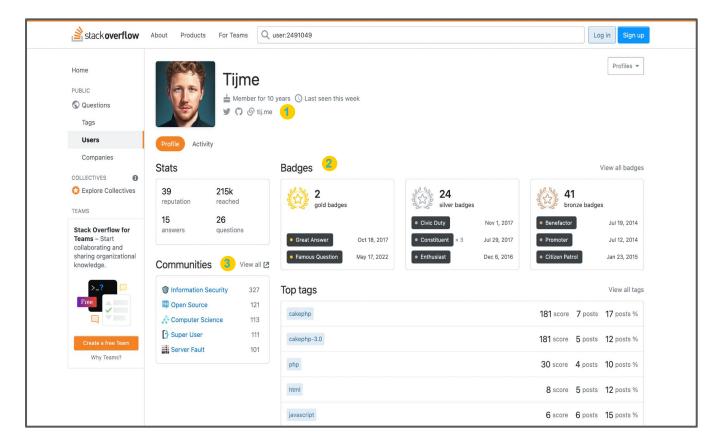
Easily connect with stackoverflow users





# **Users** Tab - User Profile View

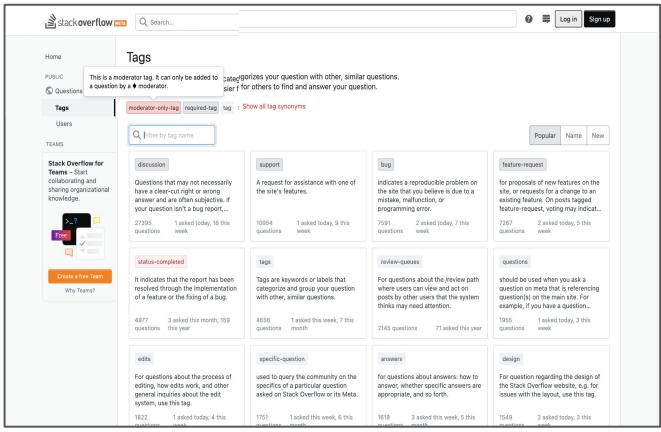
- Connect with user on other social media
- 2. Badges
- Connect on different communities of user





# Tags Tab

Users can search for interested content / information based on tags





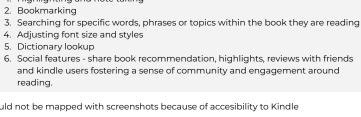
Kindle is an e-book device developed and sold by Amazon. It was first introduced in 2007 and has since become a popular choice for reading digital books and other written content. Kindle devices utilize electronic ink technology, providing a paper-like reading experience with minimal eye strain, Users can access a vast collection of e-books through the Kindle Store, which offers millions of titles for purchase or borrowing from participating libraries.

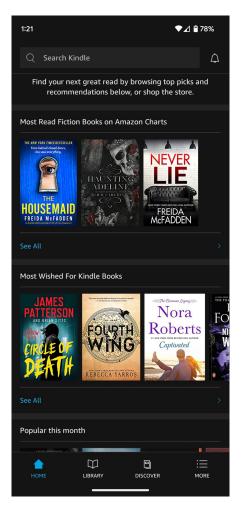
# **Key Findings:**

- Kindle value proposition is to offer a vast library of digital books, portability and intuitive reading experience.
- It has become a popular choice for book lovers worldwide and transform the way people consume and enjoy literature. In addition to the physical kindle device, Amazon provides kindle apps for various platform, including IOS, Android and desktop computers.
- Users can synchronize their reading progress across device as they can seamlessly switch between devices and continue where they left off and it also offer free cloud storage for users to access their entire library of purchased content anytime and anywhere.

- 1. Highlighting and note taking
- 2. Bookmarking

- 5. Dictionary lookup
- and kindle users fostering a sense of community and engagement around reading.









Wattpad is a free online platform that allows people to read and publish original stories. The platform allows users to write and publish stories, or read stories written by other users.

# **Key Findings:**

- Wattpad is a popular online platform to allow readers and writers to connect and share stories. osters a strong sense of community among its users. Readers can interact with authors by leaving comments, offering feedback, and discussing the stories. This interactive element creates a social experience and encourages ongoing dialogue between writers and readers.
- Wattpad Stars: Wattpad also identifies and supports talented writers by featuring them as Wattpad Stars. These are authors who have gained popularity and have a large following on the platform. Wattpad offers them opportunities for promotion, exposure, and even publishing deals.
- Additionally, Wattpad allows users to incorporate multimedia elements into their stories. Writers can add images, videos, and other visual elements to enhance their storytelling. This feature enables a more immersive reading experience for the audience.

### **NEP features:**

- 1. Add to Library
- 2. Vote
- 3. Comment
- 4. Share
- Save for later
- 6. Favorite
- 7. Select text and tweet it or post it on Facebook



Paid Story

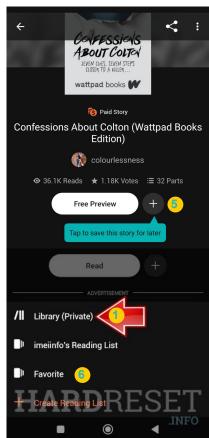
There are 5 more free parts

prologue

Whenever Colton Crest told me a secret, I did everything in my power to take it to the grave. That was how our friendship was.

There was an eerily trustworthy quality about him. He had the kind of charisma and charm that almost hypnotized you. It was as if he had given you a key to the universe and it was your sole responsibility to protect it. And it was a comfortable feeling knowing that Colton would return the favor. He would be the most understanding person, no matter how vile or poisonous the secret was, and lock it securely in his memory.







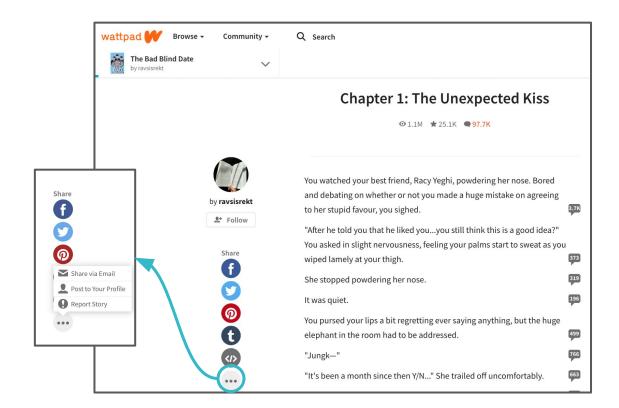
# Wattpad - Web view

Wattpad allows users to **share** content to different social media platforms such as

- Facebook
- Twitter
- Pinterest
- Tumblr

Users can also share via

- Email
- Post to profile



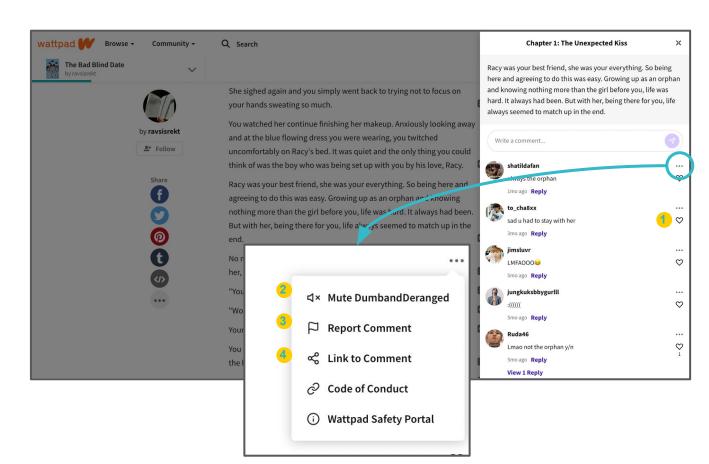


# Wattpad - Web view

Users can **comment** on **specific paragraphs** of a story on Wattpad.

The **NEP features** available here are

- Like
- Mute (comments from specific users)
- Report comment
- Link to comment





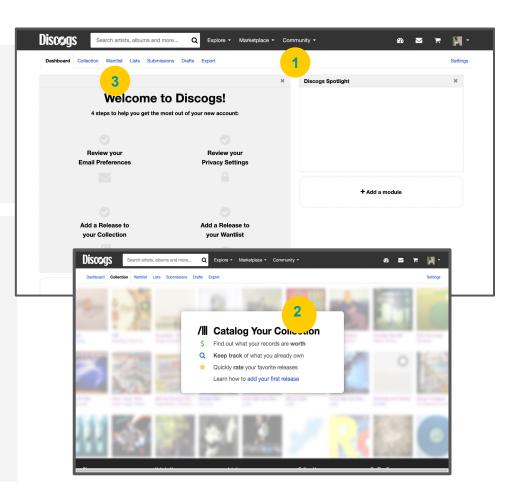
Discogs was created by Kevin Lewandowski, ex programmer at Intel Database, with a mission to document the history of recorded music in a user-generated database, and has hence been described by New York Times as Wikipedia-like.

Through knowledge-sharing and an open marketplace, the database connects a global community of people seeking an elevated relationship with music. With the help of over 602,000 contributors since 2000, there are over 15 million releases and over 8 million artists cataloged, and the Discogs database continues to grow every day.

# **Key Findings:**

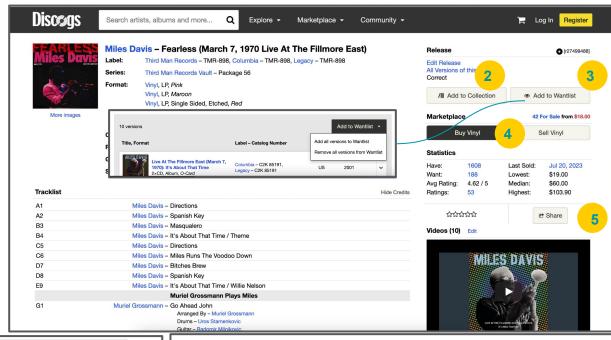
- Discogs boasts one of the largest and most comprehensive music databases in the world. It covers a wide range of music genres
- The platform is heavily reliant on its community of music enthusiasts and collectors. Users can contribute by adding new releases, correcting information, and submitting data to help improve the accuracy and completeness of the database.
- Beyond being a music database, Discogs operates as a marketplace where users can buy and sell physical music releases. It facilitates transactions between sellers and buyers and provides a platform for collectors to find rare and sought-after items.
- It offers various statistical tools and reports, allowing users to analyze trends in music sales, popular genres, and rare releases.

- 1. Community forums
- 2. Collection management / Add to collection
- 3. Wantlist creation / Add / Remove





- 4. Buy and Sell
- 5. Share
- 6. View More Lists
- 7. Review and Rating
- 8. Reply
- 9. Report









Twitter X was established in 2006 and soared into existence as an open platform, serving as a digital playground for brevity-laden thoughts and snippets, captivating an expansive user base of over 330 million individuals worldwide.

## **Key Findings:**

Occasionally successful at fostering a vibrant culture of rapid-fire conversations and connections between users, amplifying the power of concise thoughts and sparking global dialogue.

Additional features that enriches the platform include:

'Polls' - Conduct quick surveys and gather opinions

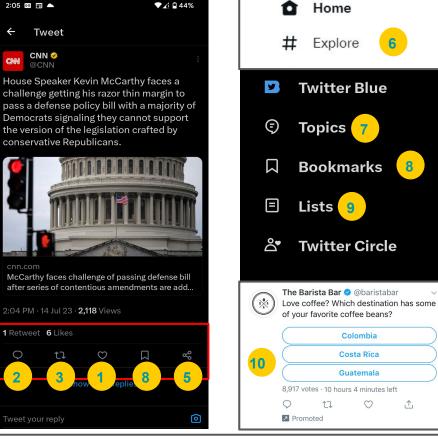
'Threads' - Seamlessly weave multiple tweets together for extended narratives

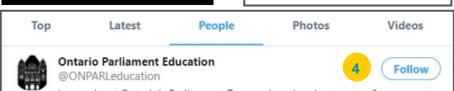
"Quote Tweet" - Similar to re-tweeting but also allows the ability to respond to the tweet

Multi-function search bar helps users locate and access content within an otherwise-impenetrably vast ocean of tweets.

### **NEP features:**

- 1. Like
- 2. Comment
- 3. Retweet
- 4. Follow
- 5. Share
- 6. Hashtag
- 7. Topics
- 8. Bookmarks
- 9. List
- 10. Vote (\* Only on polls)





,1,

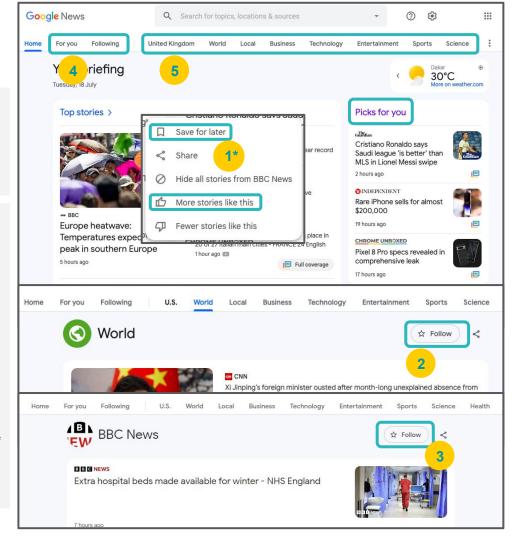


Google news is a platform that curates news from several other channels. It makes it easy to find sources for school or personal interests.

# **Key Findings:**

- Google does not host its own contents, but curates and indexes articles from other news sources
- Google News allows users to subscribe to topics in order to see more news related to that topic on their feed
- On the homepage menu, articles are organized in categories e.g. Business, Technology, Sports...
- Users can follow a certain topic if they want to see more articles in relation to that topic
- Users have also the ability to save articles for later by bookmarking them
- Users can also personalize their feed by selecting the types of content they want to see

- 1. Bookmarking
- 2. Follow topics
- Follow sources
- A "for you" page that displays articles that are recommended based on areas of interests
- 5. Choose a specific region to get news articles about/from that region





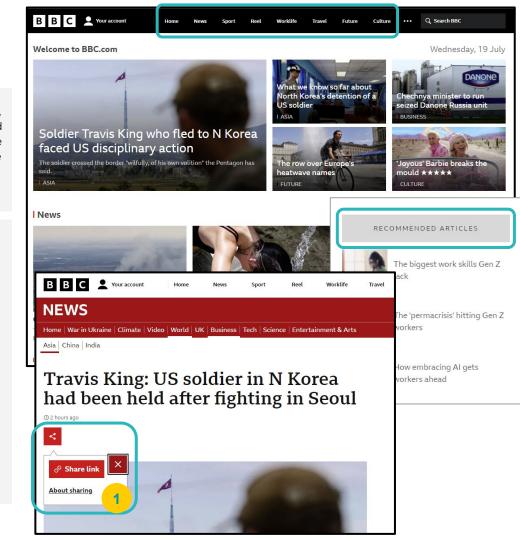
The BBC website contains international news coverage, as well as British, entertainment, science, and political news. Many reports are accompanied by audio and video from the BBC's television and radio news services, while the latest TV and radio bulletins are also available to view or listen to on the site together with other current affairs programmes.

### **Key Findings:**

- The only content customization feature present in the BBC website is recommendations based on reading habits and categories
- No bookmarking or reading lists creation within the website

### **NEP features:**

1. Users can share articles on social media or email the link to others



### Le Monde Le Monde

Le Monde is a French daily newspaper with a coverage of French and international affairs. It delivers in-depth analysis, investigative journalism, and editorial opinions across a wide range of topics, including politics, business, culture, and more. Both in print and on its digital platform.

### **Key Findings:**

- Users can bookmark articles to add them to their selection
- Le Monde recommends a list of similar articles for each article

#### **NEP features:**

1. News categories such as Economy, Culture, etc... in the menu of the page  $\,$ 



### Le Monde Le Monde

### **NEP features:**

- 2. Users can bookmark articles to add them to their selection of articles to read later
- 3. Under each article, readers can find a section of suggested articles that others usually read after reading that specific article

# L'étrange disparition du ministre de étrangères chinois

Le chef de la diplomatie chinoise, Qin Gang, n'est pas apparu en public de des visites officielles, il est remplacé par son prédécesseur, Wang Yi, mer politique du Parti communiste chinois. Son ministère a attribué son absersanté », sans réellement convaincre.

Par Frédéric Lemaître (Pékin, correspondant)

Publié hier à 03h30, modifié hier à 10h32 - @ Lecture 3 min. - Read in English







### Nos lecteurs ont lu ensuite





En Italie, une représentation de « La Bohème » au Festival Puccini tourne à la controverse politique



Les années 1980 de Gérard Depardieu, une décennie en apesanteur



Fusillade mortelle à l'ouverture du Mond football

### Se Mande Le Monde

#### **NEP features:**

- 4. Users can also find a list of categories of news articles based on topics, countries, channels, etc.
- 5. Users can share articles on social media or share the link to others.

#### SERVICES LE MONDE

- Les ateliers du Monde
- Mémorable : travailler sa mémoire
- Mots croisés / Sudokus
- Résultats élections
- Education
- . Gastronomie

### **GUIDES D'ACHAT LE MONDE**

- . Les meilleures imprimantes laser
- · Les meilleurs aspirateurs robots
- . Jeux de société pour adultes

### CODES PROMO

- . Codes promo
- . Black Friday . Soldes

- LE MONDE À L'INTERNATIONAL
- . Le Monde in English
- Algérie
- . Belgique
- . Canada
- . Côte d'Ivoire
- . Mali . Maroc
- Sénégal Suisse
- . Tunisie

### SERVICES PARTENAIRES

- . Découvrir le jardinage
- . Hits du moment
- . Formation professionnelle

### SITES DU GROUPE

- . Le Monde Evènements
- . Courrier International
- Télérama
- . La Vie
- . Le HuffPost
- . L'Obs
- . Le Monde diplomatique
- . La société des lecteurs du Monde
- Talents
- . Source Sûre
- . Le Club de l'économie
- M Publicité
- . Le carnet du Monde

### NEWSLETTERS DU MONDE

☐ Recevoir les newsletters du Monde

#### APPLICATIONS MOBILES

M Sur iPhone | Sur Android

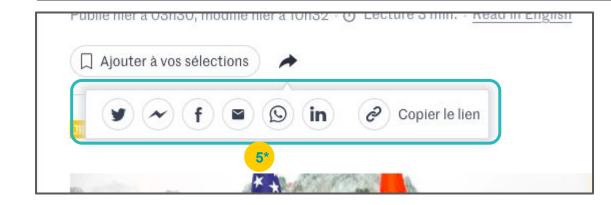
#### ABONNEMENT

- Archives du Monde
- III S'abonner
- Consulter le Journal du jour

Évenements abonnés

Jeux-concours abonnés

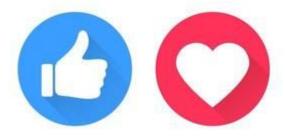
Contacter Le Monde





**KEY FINDINGS / NEP** 













### **Key Findings:**

- Exists on almost all social media platforms such as Twitter TikTok, Youtube, Facebook.
- Quick engagement: To readers, "like" button provides a simple and immediate
  way for users to register their content, appreciation, enjoyment or agreement for
  a post / content.
- **Social Validation :** Serves as a form of social validation, which shapes the behaviour of users (readers, editors / content creators). Ie. when a post receives
- **Content curation & personalization**: Allows users to crate history of their preferences on a rolling basis

### Opportunities

- Enables users to build a strong online presence.
- Allows spreading information quickly

#### Drawbacks

- Encourages shallow engagement from readers without actively reading or deeply engaging with the content
- Could lead to sharing false information if not verified















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### General

- Typically represented as upvote and downvote
- Can undo votes by clicking the same button used to vote
- To change a vote, users can directly hit the opposite of what the initially voted
- The visibility of upvotes/ downvotes might create bias

### Reddit

- Reddit culture and voting are inseparable
- Described as: a feature, a function, a sorting mechanism, a mode to self-moderate, a method to gain visibility
- The goal: creating the "front page of the internet"
  - To make the "best" content submitted to the platform rise to the top of its site
- If something contributes to conversation, it gets upvoted. If it's the opposite or is off-topic in a particular subreddit, it gets downvoted
- Determines the 'Karma' score users get the ratio of upvotes against downvotes on their posts/replies

### Quora

- The number of upvotes and downvotes on a particular response will affect its visibility.
- If a response has a lot of upvotes, it is seen as valid, and Quora will push it to the top of the response list and vice versa
- The downvote button is not labeled

### Stackoverflow

- Questions and answers as well as comments can be voted on.
- A way for the community to indicate what's most useful and appropriate.
- Offers limited number of votes per day
- The option to change a vote is only available for a short duration
- Several badges can be earned for voting: bronze, silver, gold. Categories:
   Supporter, Suffrage, Vox Populi, Civic Duty, Sportsmanship, Electorate







### **Key Findings:**

- Only exists on Medium, introduced in 2017
- Can undo *claps* but the method to do so is not straightforward
- Indicates aggregated reader reception of article
  - Readers can give upto 50 claps to an article
- When Medium ranks stories, they take into account the number of claps given to an individual post by an individual user relative to the number of claps that user typically gives.
- Only the post author can see how many claps individuals gave them.

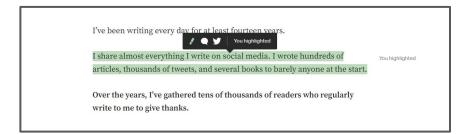
### Opportunities

- The animation / visual effect that comes up when clicking on the icon is satisfactory
- A unique way for readers to give feedback
- A way to quantify how much readers liked what they read
  - Affords nuance in individual ratings

#### Drawbacks

- Not obvious if readers can give more than one clap
- On mobile, readers only need to long press to give more claps bu have to keep clicking multiple times on desktop
- Divergence from offline activity: Users often don't clap after reading articles
- Validity—different individuals place different value on an individual "clap"
- Modality bias:
  - On desktop, the number of claps the article received is visible at the top of the page hence readers can already form an impression
  - On the app, only the icon is shown and the number of claps is shown at the bottom of the article
- Results in a "clap-to-view" ratio that is a potentially negative quality indicator—what if a post gets lots of views but few claps?

### HIGHLIGHTING



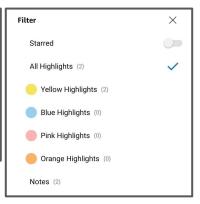
and eyes and, suddenly, I can't quite spot what I found attention in him to be given with. His will be a supported by the work of the wrong ngm.

"Her name is Madeleine," Shu tells him.

ou've been demoted."

"Shu, it's okay." I nod at Ben. We go into the kitchen and he closes the door.

"She's very scary," he says. "I idn't get that impression when you told me about her."





### **Key Findings:**

- The highlighting feature is a tool that allows users to mark important passages of text in a variety of digital formats, such as ebooks, articles, and web pages.
- Highlighting is available on Medium and Kindle.

### **Medium-specific Findings:**

- Users can tweet their highlights or comment on a highlight. This comment is shown in the responses allowing other readers to interact with it.
- A user's highlights are visible to their followers when they read the same article.
   The user's name also pops up.
- On Medium, highlighting is a way to show a writer that you liked a particular part of the story.

### Kindle-specific Findings:

- Kindle users can choose from different colors to highlight passages, making it easy to differentiate between themes or categories.
- Users can also add notes to their highlights.

### Opportunities

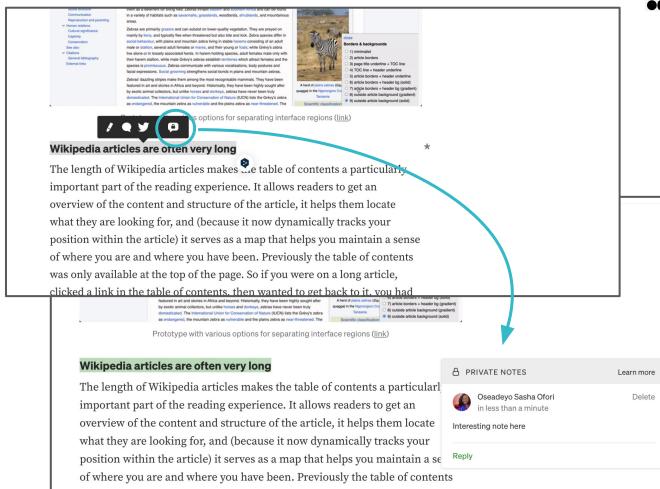
- Highlighting is a very easy tool to use. Users can highlight text by clicking and dragging a mouse or finger over it.
- It helps users remember important information from articles.

#### Drawbacks

- Highlights on Medium can sometimes be distracting.
- Users are unable to make their highlights private on Medium.

• Medium

Highlighting & creating private notes













Stackoverflow

### **Key Findings:**

 Exists on almost all social media platforms such as Twitter TikTok, Youtube, Facebook.

### Positives

- Easy and convenient way to share content: Online sharing tools provide a simple
  and efficient method for users to share various types of content, such as articles,
  images, videos, and links, with others.
- Increased visibility and reach: By using sharing tools, individuals can quickly distribute content to a wide audience, potentially increasing its visibility and reach beyond their immediate network.
- Facilitates engagement and discussion: Sharing tools often include features
  that allow users to comment, like, or react to shared content, facilitating
  engagement and fostering discussions among users.
- Enhances collaboration and information exchange: Sharing tools enable collaborative efforts by allowing multiple users to share and access content, promoting information exchange, and supporting teamwork in various contexts.

### Negatives

- Spam and information overload: The ease of sharing can lead to an overwhelming amount of content being shared, potentially resulting in information overload or spamming if not managed appropriately.
- Viral misinformation and fake news: The rapid dissemination of content through sharing tools can contribute to the spread of misinformation and fake news, as false or misleading information can be easily shared and amplified.







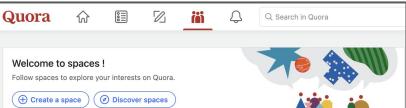


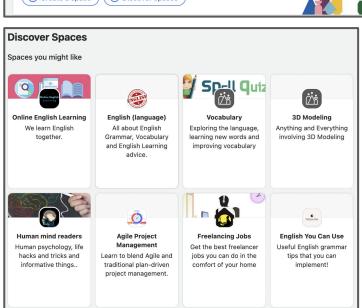






# Spaces/Subreddits









### Key Findings:

- Creating curated groups and collections centered around specific interests
- They have their own URL

### **Ougra-specific Findings:**

- Introduced four years ago to create communities based on common interests and tastes and curate collections.
- A group of people can collaborate to select the most intriguing responses and links about a certain topic of interest.
- Spaces can be used by an individuals to organize their writing into several
- People converse and post links to news stories, however they are not active as subreddits
- The "group owner" can determine and select who else is authorized to contribute
- Followers of the Space can share material such as site articles and Quora answers but cannot create any new stuff themselves.

### **Reddit-specific Findings:**

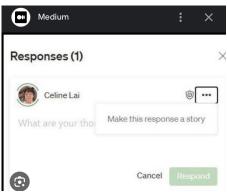
- Communities are open to the public and encourage user engagement around shared interests.
- Each subreddit has a particular focus, such as music, politics, or technology.
- The most popular posts from each default subreddit make up Reddit's front page

### Negatives

- Information shared can be inaccurate as the space is not necessarily run by experts on the topic
- Moderation on the site is too opaque

# Submitting a question /Response



















### **Key Findings:**

### General

- This feature is designed to facilitate user engagement and interaction by allowing user to ask question or contribute their knowledge and insights.
- Submitting questions or responses fosters community engagement and encourages discussions among users with shared interest or expertise.

### **Twitter Findings:**

- Questions and responses are public by default, allowing other users to view and engage with them.
- Users often utilize hashtags and mentions to categorize their questions or target specific individuals or communities for responses.

### Reddit Findings:

- Questions and responses are organized with specific communities (subreddits) encouraging focused discussions and interactions.
- Users upvote and downvote questions and responses based on their quality and relevance

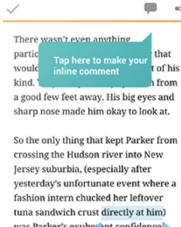
### Medium Findings:

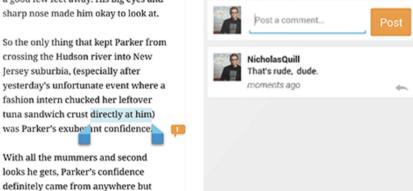
- Users ask questions or provide responses directly to authors
- Users highlight specific sections of an article and provide comments, enabling targeted audience.

### **Ouora Findings:**

- Allows users to tag specific users with expertise to increase the likelihood of a response
- It utilizes a voting system to determine the quality and relevance of answers, with higher -ranked answers appearing more prominently

# Submitting a question /Response (Cont'd)





confidence.

1 Comment

after yesterday's unfortunate event where a fashion

intern chucked her leftover tuna sandwich crust

directly at him) was Parker's exuberant











### **Key Findings:**

### Wattpad Findings:

- Allows users to engage with the author and other readers
- Allows users to leave comments on specific paragraphs or sections of a story, facilitating targeted responses

### Positive:

- It promotes knowledge sharing and facilitates the exchange of information and insights among users.
- It encourages community engagement and fosters discussions, allowing like-minded individuals

### Negatives:

- Ensuring the quality of questions and responses can be a challenge, as the feature is susceptible to misinformation, low-quality or spam
- Users may misuse the feature to post inappropriate or offensive questions or responses, leading to negative experience or discomfort for other users

# Save/bookmark



When a user has not bookmarked



When a user bookmarks



Bookmarking on Stack overflow.











### **Key Findings:**

#### General

- The save/bookmark feature exist on Twitter, Reddit, Quora, Kindle, and wattpad. On stack stack overflow, this feature is referred to as "favorites"
- The purpose of the feature is designed to help users easily save and access content they find interesting or want to revisit in future
- The content saved/bookmarked is usually private and only visible to the user who saved it and it's content is stored within the user's account and can be accessed from different devices
- Platforms provides option for organizing saved/bookmarked content, such as creating folders or tags to categorize and manage items.

### Wattpad Findings:

- The feature is called save and is represented by a star icon. Users can save stories by adding them to their library or reading list.
- Users can organize their saved stories by creating a reading list and categorizing content based on the es,genres or personal preference
- Stories can be downloaded offline reading, allowing users to access their saved stories on wattpad.

### **Quora Findings:**

- Users can save questions, answers and posts by clicking on the bookmark icon associated with the content and saved bookmarked can be accessed through the user's profile page under the bookmark tab
- It offers privacy settings for bookmarks, allowing users to choose if they want their saved bookmark private or visible to others
- It suggests related bookmarks based on users.

# Save/bookmark (Cont'd)



When a user has not bookmarked



When a user bookmarks



Bookmarking on Stack overflow.









### **Twitter Findings:**

- It provides a chronological history of saved bookmarked, allowing users to revisit tweets in the order they were saved
- Users can share their saved bookmarked privately through direct messages(DMs) on the mobile app
- Allows users to choose whether their bookmark are private or public

### Kindle Findings:

- The bookmark feature is specific to e-books as Users can save/bookmark specific pages within an e-book
- The bookmarked pages or passages are stored locally on the device, allowing
  offline access
- Allows users to export their bookmarks and annotations to various file format.
- The whispersync technology syncs not only bookmarks but also reading progress across devices.
- It synchronizes saved bookmarked across multiple devices, including kindle e-readers and kindle reading apps.

### Reddit Findings:

- The feature is called "save, Users can save individual posts or comments by clicking on the save icon associated with the content and their saved items can be accessed through their profile page
- The API allows third-party apps and services to access a user's saved bookmarks
- Allows users to organize their saved items into custom categories which is called "collections"
- Saved items are private by default but can be made public for others to view in the settings.

# Save/bookmark (Cont'd)



When a user has not bookmarked



When a user bookmarks



Bookmarking on Stack overflow.











### **Stack Overflow Findings:**

- The feature is called "favorite" and it is represented by a star icon
- Users can save individual questions and answers by clicking the star icon associated with the content
- It is only visible to the user who saved them
- Users can organize their saved favorites by adding tags
- The features provides notification for activity related to the saved favorites and

#### Lenali:

- Users are allowed to save web pages, audio recordings which they can read or listen to later
- Users can add, delete and rearrange contents
- The feature is called a "save" and later referred to as save list

### Positive:

- Users can easily save and access content of interest, making it convenient to revisit and reference later
- Saved content can be organized and categorized based on the user's preferences, allowing for easy retrieval and management
- Some platforms offer offline access to saved content, enabling users to view bookmarks without an internet connection.

### Negatives:

- Over time, users may accumulate a large number of saved items, which can make it challenging to find specific content within the collection.
- Depending on the platform, saved content may be visible to others, potentially raising privacy concerns if sensitive information is saved unintentionally.
- Platforms may provide limited options for organizing and categorizing saved content, leading to difficulties in managing bookmarks effectively.

# Reading list





Saved



#### General

Reading lists are closely related to the bookmarking feature. The difference between the two in that bookmarked articles can usually be accessed online while reading lists can be accessed offline.

It is important to note that the bookmarking and creating reading lists features can also be done directly in browser rather than on the website itself

### Google News

The "Save for Later" feature allows users to save articles and stories they find interesting but don't have time to read at that moment. This feature allows users to create a collection of saved articles that they could access at a later time, even when offline

### Le Monde:

There is also an "Add to your selections" feature on the le monde website which allows users to save articles and content they are interested in to read them later. It is important to note to note that this feature is only available on some articles.

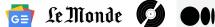




# Reading list (Cont'd)











### **Key Findings:**

### **Positives**

- Reading lists provide users with a convenient way to save and organize articles they find interesting. Users can access these articles later without having to search for them again.
- Reading lists allow users to curate content based on their interests. They can create lists for specific topics, events, or areas of interest, which enhances their overall news consumption experience.
- Some reading list features enable offline reading, allowing users to access and read their saved articles even when they don't have an internet connection.
- Instead of leaving multiple tabs open or bookmarking numerous pages in their browsers, users can keep their digital space tidy and organized by using reading lists.

### Negatives

- The ease of saving articles might lead to users accumulating more content than they can realistically read, leading to a sense of overwhelm.
- Some users may save articles to read later but never get around to reading them, reducing overall reader engagement with the news website.
- If reading lists are managed by third-party services, users might have concerns about data privacy and how their reading habits are being tracked or used for advertising purposes.
- In rapidly changing news environments, articles saved for later reading might become outdated or lose relevance by the time users get around to reading
- Users may become more focused on reading saved content and miss out on real-time news updates or breaking stories.

# SELECTED PLATFORMS FOR COMPETITOR ANALYSIS

- Medium
- Quora
- Substack
- Le Monde / Google News

## REFERENCES

The 90–9–1 Rule of Communities

### By Platform

### Medium

- https://medium.com/about
- https://en.wikipedia.org/wiki/Medium\_(website)
- https://blog.hubspot.com/marketing/how-to-use-medium
- <a href="https://medium.com/adventures-in-consumer-technology/the-8-medium-features-you-might-not-know-94">https://medium.com/adventures-in-consumer-technology/the-8-medium-features-you-might-not-know-94</a>
  <a href="mailto:19d9a082d2">19d9a082d2</a>

### Reddit

- Identifying the social signals that drive online discussion
- Adjusting sails for changing winds: exploring Reddit use for professional purposes in higher education

### By NEPs

### Claps

- Show authors more with 's
- On Medium, what's the difference between giving one clap and multiple claps?
- The curious case of clap analyzing Medium's reader appreciation feature

### Upvotes/ Downvotes

- The Sociomateriality of Rating and Ranking Devices on Social Media
- https://stackoverflow.com/help/privileges/vote-up
- <a href="https://support.reddithelp.com/hc/en-us/articles/7419626610708-How-does-voting-work-on-Reddit-">https://support.reddithelp.com/hc/en-us/articles/7419626610708-How-does-voting-work-on-Reddit-</a>
- https://signals.sh/how-to-upvote-on-reddit/
- https://www.guora.com/What-do-upvote-downvote-follow-a-guestion-mean-on-Quora

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### By Platform

Platform

•

### By NEPs

### Likes

• How Twitter is adapting the like button to increase engagement

### Sharing

• What drives news sharing behaviour among social media users? A relational communication model from the social capital perspective

### Spaces / Subreddits

- <a href="https://go.guoraforbusiness.com/rs/384-CMP-465/images/Quora\_Spaces\_Getting\_Started\_Guide.pdf">https://go.guoraforbusiness.com/rs/384-CMP-465/images/Quora\_Spaces\_Getting\_Started\_Guide.pdf</a>
- https://support.reddithelp.com/hc/en-us/articles/204533569-What-are-communities-or-subreddits-

# **Next steps: NEP part II**

- Reader interviews
- Mockups (via Julieta)
- English, Spanish, Arabic
- Welcome Survey respondents
  - Signed up to "read Wikipedia"