Wikipedia Wordpress Preview Plugin

Phase I & Phase II Global Study Report
Oct-Nov 2023

ABOUT THE STUDY

The Wikimedia Foundation was interested in understanding the experience of the Wikipedia Preview pop-up for new and existing readers and site owners.

20 COUNTRIES   **LAPTOP & PHONE**   **50 USERS**

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METHODOLOGY & PARTICIPANT PROFILE

STUDY GOALS

The goal of this project is focused on readers of websites who are exposed to, and may interact with, Wikipedia Previews; and site owners who use the Plugin, in order to

1 Current Behaviour
Understand their current experiences, goals and motivations, all with the aim of providing design and product improvements

2 Relevance of Wikipedia Preview
Validate whether Wikipedia Preview is still relevant for site owners & readers i.e. validate initial product assumption

3 Wikipedia Preview Experience
Validate the current Wikipedia Preview experience

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METHODOLOGY

Two-phased global study with new and existing site owners and readers of the Wikipedia Preview Plugin.

PHASE I : UNMODERATED TESTING

New Site Owners
10

New Readers
20

Tested on laptop

Tested on laptop and phone

PHASE II : CONTEXTUAL INQUIRY + USABILITY TESTING

Existing Site Owners
10

Existing Readers
10

Tested on laptop

Tested on laptop and phone

PARTICIPANT PROFILE: NEW & EXISTING SITE OWNERS

Gender
- NSO - 6 Male | 4 Female
- ESO - 10 Male

Location
- 11 Countries
- Spain, USA, Switzerland, Germany, Brazil, Kenya, Ghana, Czech Republic, Italy, India

Language of site
- 4 Languages
- English
- Czech
- German
- Italian

Profession
- Employed - IT services, education, media, finance
- Retired

Site content topic
- **Company related -** tutorials for products, press releases, blogs,
- **Entertainment -** gift guides, travel blog,
- **Personal blog -** religion, music, health and nutrition
- Finance
- Science

Device used for site
- Laptop

Theme used for site
- Elementor
- Soledad
- Divi
- Gridmode Pro

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PARTICIPANT PROFILE: NEW & EXISTING READERS

Gender
- NR - 13 Male | 7 Female
- ER - 6 Male| 4 Female

Location
- 13 Countries
- Australia, Malaysia, USA, Philippines, Great Britain, Finland, Pakistan, Canada, France, Ukraine, Germany, India, Netherlands

Reading language
- 4 Languages
- English
- German
- Spanish
- Dutch

Profession
- Employed - engineering, finance, IT
- Student

Type of content read online
- Current affairs, global news
- Science and Technology
- Economics
- History
- Human Rights
- Academic Content

Sites for online reading
Google, Wikipedia, YouTube, ChatGPT, Scholarly, WikiHow, Quora, Reddit, Pubmed, Investopedia, GoogleBard, YouTube Scholar

Device used for reading
- Laptop - NR|10, ER|6
- Phone - NR|10, ER|4
- Tablet

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FINDINGS

01 Wikipedia Awareness & Usage
- Familiarity with Wikipedia
- Language of Wikipedia usage
- Experience with editing on Wikipedia

02 Site Owners
- About site owners
- Plugin installation & onboarding experience
- Site owners' plugin usage
- Overall likes, challenges, wishlist

03 Readers
- About readers
- Readers' discovery of preview pop up
- Readers' preview pop up usage
- Overall likes, challenges, wishlist

04 Similarity in Sentiments between Site Owners & Readers

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01. WIKIPEDIA AWARENESS AND USAGE

1. **Familiarity with Wikipedia:**
   a. Site Owners and Readers familiarity with Wikipedia
2. **Language of Wikipedia Usage:**
   a. Site Owners and Readers language used for reading on Wikipedia
3. **Experience with Editing on Wikipedia**
   a. Site Owners and Readers experience with editing articles on Wikipedia

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1. What was the site owners and readers familiarity with Wikipedia?

All site owners & readers were familiar with Wikipedia articles.

Most site owners & readers, new and existing, read Wikipedia articles often, almost daily or 3 - 4 times a week. Some were even editors.

"

Everyday I read something or the other.

User 3 | Existing Site Owner | India

"

Maybe not almost everyday, but at least like every other day or once in two days.

User 2 | Existing Reader | Germany

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2. What language did site owners and readers use for reading Wikipedia?

All site owners and readers used the language they were most comfortable with for reading Wikipedia.

Languages included English, German, Czech, Hindi, Spanish, Italian and Welsh.

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3. What was site owners and readers experience with editing on Wikipedia?

Some site owners and readers were also Wikipedia editors, engaging in minor edits on articles. These edits included **typographic corrections** in their respective languages.

Their preference was to edit articles on laptops due to the convenience of formatting on a larger screen.

> *I tend to be on Welsh Wikipedia, sort of doing sort of various sort of grammar edits and, you know, sort of trying to match information to English Wikipedia as well.*

User 10 | Existing Reader | United Kingdom

> *Once in a while, if I see really some big blunders then I correct. Yeah. But I'm not doing this proactively because there are people, there are people in the internet and Wikipedia who are really just looking for errors to correct.*

User 6 | Existing Site Owner | Germany

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SITE OWNERS

01   About site owners

Site owners site usage

02   Plugin installation & onboarding experience

Site Owners experience of plugin installation and onboarding

03   Site owners' plugin usage

Site Owners experience of using the plugin

04   Overall likes, challenges, wishlist

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01. ABOUT SITE OWNERS

1. **Role:**
   a. Site owners role in their sites
2. **Familiarity:**
   a. Site owners familiarity with WordPress Editor
3. **Cross Posting Content:**
   a. Site owners posting of content on social media

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1. Role: What was the site owners role in their sites?

Primary Role:

Most site owners were responsible for **writing the content, editing, and publishing** the content on the site as well as **managing** the site.

Alternative Scenario:

In some cases, there was **someone else writing the content** and the site owners were editing and publishing the content, and managing the site.

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2. Familiarity: What was the site owners familiarity with their Wordpress editor?

All **new site owners had adopted Gutenberg**. Among existing site owners, the majority were **aware** of the WordPress editor and they were **also using Gutenberg**.

The primary reasons for choosing Gutenberg included
- It was the default editor
- its user-friendly interface and
- to avoid potential issues associated with using an older editor in the future.

"

Over the years I've tried to keep up with every development of Wordpress. So any changes that they've made, I've incorporated because from my past experience as a web developer, I found out that if you don't, then that can always lead to issues later on.

User 4 | Existing Site Owner | United Kingdom

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3. Cross Posting Content: Were site owners cross-posting their content to social media?

Almost all **new site owners** were posting their site content on social media, **mostly text content** such as links to their blog posts and information from their site (reviews, tips, articles, etc)

Some **existing site owners** were cross posting their site content to social media. This was mainly to reach a **younger audience** or **publicise** with their followers.

Some <u>existing</u> SOs weren't posting their content, either because they felt like they were still growing or because they felt their content was controversial (religion related). In this case, a few were emailing the content to friends or community to publicise it.

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SITE OWNERS

01 **About Site Owners**

Site owners site usage

02 **Plugin Installation and Onboarding Experience**

Site Owners experience of plugin installation and onboarding

03 **Site Owners Plugin Usage**

Site Owners experience of using the plugin

04 **Overall likes, challenges, wishlist**

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02. PLUGIN & ONBOARDING EXPERIENCE

1. **INSTALLATION:**
   a. Were new site owners able to download and install the plugin?
2. **ONBOARDING:**
   a. What was the onboarding experience for new site owners?
3. **PLUGIN DISCOVERY:**
   a. How did existing site owners get to know about the plugin?
   b. When did existing site owners install the plugin?
4. **MOTIVATION**
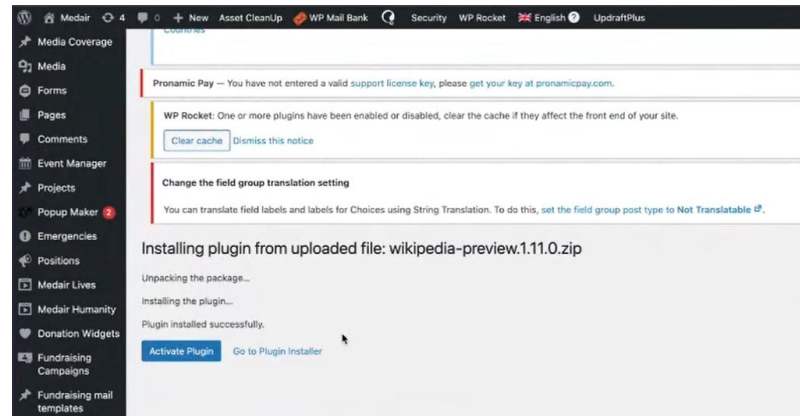   a. Why did existing site owners install the plugin?

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1. Installation: Were new site owners able to download and install the plugin?

Almost all site owners were able to download and install the plugin.

1. They mostly searched for the plugin by typing the name in the plugin library

    OR

2. They went back to the instruction page, downloaded it from there and then uploaded the plugin.

User downloaded the plugin and then uploaded it in order to install it

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1.Installation: Were new site owners able to download and install the plugin?

💡 **9/10 participants were able to download & install the plugin**

Almost all participants took time to read the instructions for the task logged in, navigated to the plugin menu or instruction page, and either searched for or downloaded/uploaded the plugin.

P8 struggled to install the plugin despite multiple visits to the instruction page. The user downloaded the package, and read the read-me instructions, however could not complete the task.

Task	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	Summary (Average time)
Task 1: Installation	157 seconds	92 seconds	23 seconds	108 seconds	148 seconds	54 seconds	15 seconds	1413 seconds	332 seconds	316 seconds	147.17 seconds ~2.45 minutes

Succeeded
Failed

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2. Onboarding: What was the onboarding experience for new site owners?

- Most site owners either skimmed or scrolled quickly through the steps for onboarding.
- They did not spend a lot of time in reading each of the steps and moved ahead to the task.
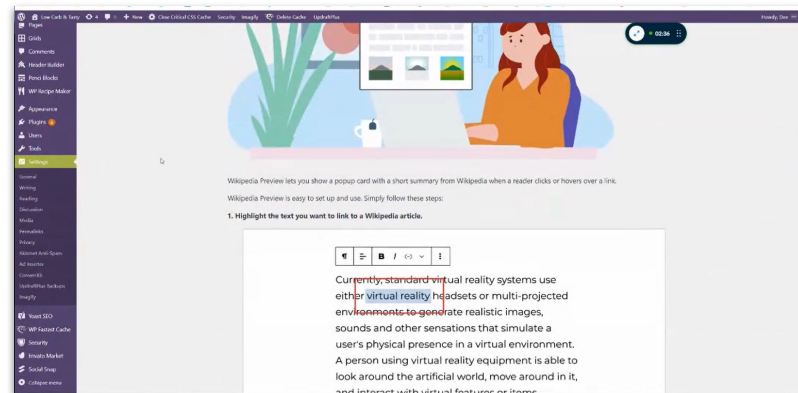
The onboarding steps/instructions for the Wikipedia Preview Plugin

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3. Plugin Discovery: How did existing site owners get to know about the plugin?

Existing site owners got to know about the plugin through various means:

1 **Searched for it** - Some searched on Google and the plugin library because they saw the preview on Wikipedia and wanted something similar or just assumed something like this existed and decided to search for it.

2 **Heard about it** - A few users got to know about it through a friend or their site programmer.

3 **Via Wikipedia** - A few came across the plugin when they were were reading Wikipedia news or generally looking up information on Wikipedia.

"

I'm curious and my idea is that if I need something, it exists. If I need it, someone thought of it. So my biggest effort is to go and find it. So yeah, I went to look for it.

User 8 | Existing Site Owner | Italy

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3. Plugin Discovery: When did existing site owners install the plugin?

All <u>existing</u> site owners installed the plugin less than two years ago, the most recent being 6-8 months ago.

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4. Motivation: Why did existing site owners install the plugin?

All <u>existing</u> site owners installed the plugin because they wanted a way to provide their readers with more information without leaving the site or explain difficult/uncommon words without adding more content.

Additionally, site owners installed it because they wanted:

1   **Reference source** that readers can easily access and dig deeper into

2   A good, **trusted** source of information

3   Links to information but not hyperlinks because that's not **SEO friendly**

4   A replacement for an existing plugin because the link wasn't being recognized as an external link

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SITE OWNERS

01 **About Site Owners**
Site owners site usage

02 **Plugin Installation and Onboarding Experience**
Site Owners experience of plugin installation and onboarding

03 **Plugin Usage**
Site Owners experience of using the plugin

04 **Overall likes, challenges, wishlist**

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03. **PLUGIN USAGE**

1. **DISCOVERY:**
   a. Were new site owners able to locate the preview plugin after installation?
2. **USAGE:**
   a. Were new site owners able to add a preview pop up?
   b. How did existing site owners add a preview?
   c. How do site owners choose a word to add a preview to?
   d. Were site owners able to find a Wikipedia article for their chosen word?
3. **COMPREHENSION:**
   a. What criteria did existing site owners consider while searching for a Wiki article?
4. **PREFERENCE:**
   a. What language do site owners opt for while adding a preview?
   b. Did site owners customize the UI in any way?
   c. How did existing site owners maintain the plugin?

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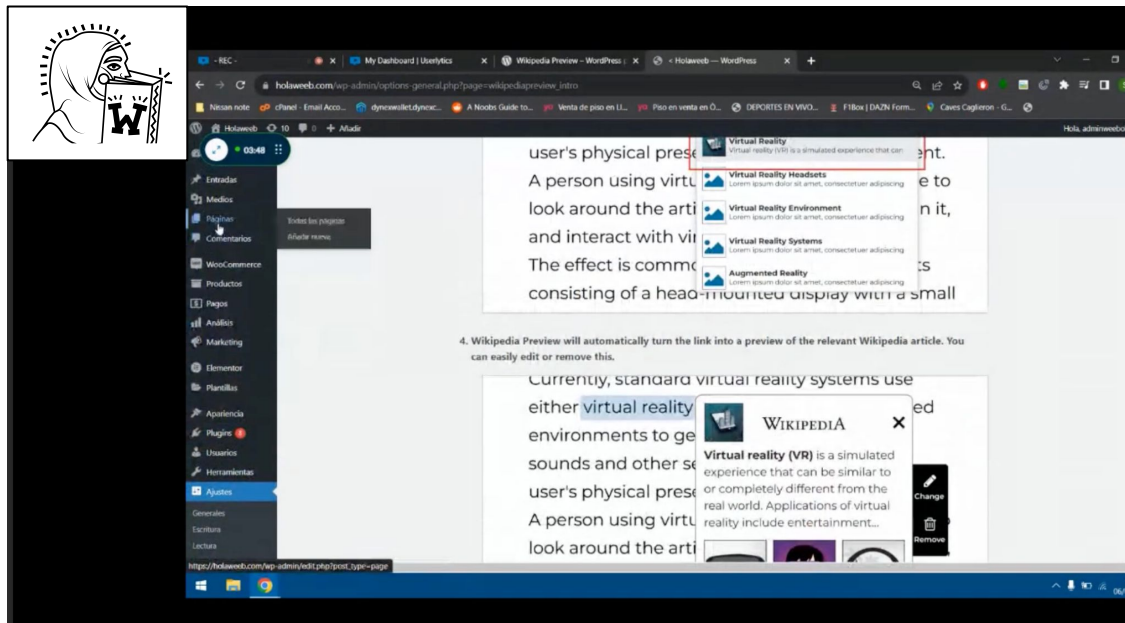
SITE OWNERS

1. Discovery: Were new site owners able to locate the preview plugin after installation?

Almost all <u>new</u> site owners **initially struggled to locate the preview plugin** in order to add it. They searched for it in the editing toolbar, plugin menu, different editors or went back to the instructions page in an attempt to understand where to find the plugin.

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1. Discovery: Were new site owners able to locate the preview plugin after installation?

1   **Struggled to discover the plugin icon in the editing toolbar** - Most site owners faced challenges in finding the preview. They either clicked on the menu (three dots), right clicked on the word, explored various options such as edit/add etc to locate the preview.

2   **Unable to understand why they can't find it** - Since they didn't discover the icon, some site owners thought there was a theme or plugin menu/setting that was blocking the plugin and hence checked settings, enabled auto updates or searched for the preview in various editors such as elementor.

3   **Unable to understand how to add the preview from the instructions page** Some of the site owners went back to read the instructions in order to search for the instructions from where they could find the plugin to add to their content but still find it.

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1. Discovery: Were new site owners able to locate the preview plugin after installation?

The new desktop site owner struggling to locate the plugin icon in order to add a preview.

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2. Usage: Were new site owners able to add a preview pop up?

After the initial struggle, some site owners were able to discover it in the toolbar and were able to add it.

Site owners **who were unable to discover it in the editing toolbar** used hyperlinks from the Wikipedia site to add links. However, were not sure if the preview would be visible or not & hence published their content to check the preview for their content.

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1.Usage: Were new site owners able to locate & add the preview plugin after installation?

💡 **6 participants initially struggled to locate the** Wikipedia Preview Plugin
3 participants were unable to locate the Wikipedia Preview Plugin

P1, P4, P5, P6, P9, P10 participants initially struggled to find the plugin icon in the editing toolbar. They spent a lot of time to figure out from where the preview plugin could be added.

P3, P7, P8 could not locate the preview plugin and could not complete the task.

Task	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	Summary (Average time)
Task 1: Use the Wikipedia Preview Plugin	314 seconds	142 seconds	693 seconds	177 seconds	759 seconds	312 seconds	174 seconds	18 seconds	1109 seconds	143 seconds	394.1 seconds ~ 6.57 minutes

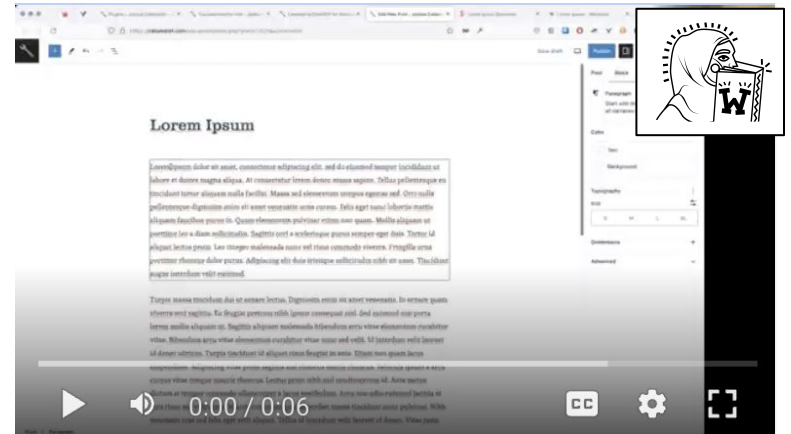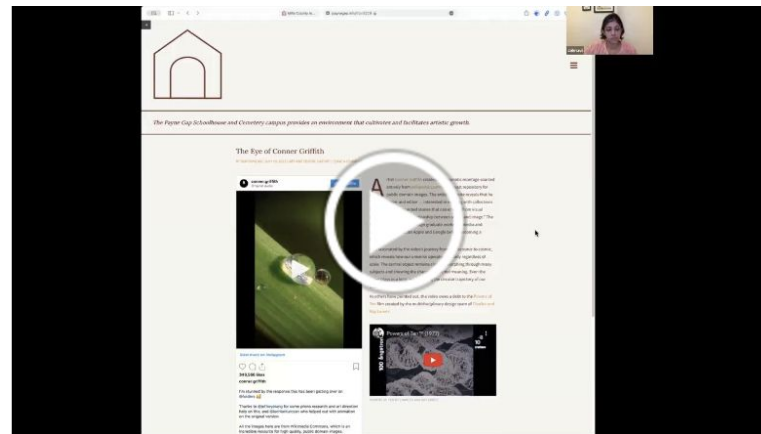| |
|---|
| Succeeded |
| Struggled |
| Failed |

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2.Usage: How did existing site owners add a preview?

Some <u>existing</u> site owners were aware about the plugin and were using it while others used hyperlinks.

Aware and used the preview plugin to link: Some users used the preview plugin to add links to their site.

Unaware and used hyperlinks: Some users were not aware about the plugin and used hyperlinks from the Wikipedia site to add links to their site.

Aware of preview plugin but used hyperlinks: A few users were aware of the plugin, but preferred to use hyperlinks.

<To be added>

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2. Usage: How did existing site owners add a preview?

Some <u>existing</u> site owners were aware about the plugin and were using it while others used hyperlinks.

Aware and used the preview plugin to link: Some users used the preview plugin to add links to their site.

Unaware and used hyperlinks: Some users were not aware about the plugin and used hyperlinks from the Wikipedia site to add links to their site.

Aware of preview plugin but used hyperlinks: A few users were aware of the plugin, but preferred to use hyperlinks.

The site owner using the hyperlinks from Wikipedia site to add the links to the site.

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2. Usage: How did existing site owners add a preview?

Some <u>existing</u> site owners were aware about the plugin and were using it while others used hyperlinks.

Aware and used the preview plugin to link: Some users used the preview plugin to add links to their site.

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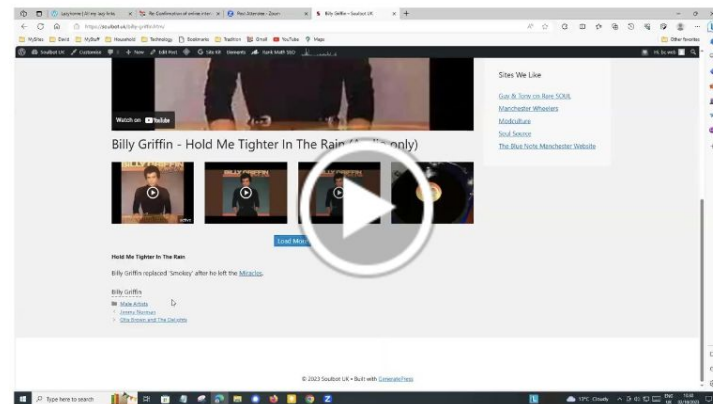
The site owner explaining why they preferred to use the hyperlinks to the site.

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2. Usage: How did existing site owners add a preview?

Aware and uses the preview plugin to link: Some users used the preview plugin to add links to their site.

Unaware and uses hyperlinks: Some users were not aware about the plugin and used hyperlinks from the Wikipedia site to add links to their site.

Aware of preview plugin but used hyperlinks: A few users were aware of the plugin, but preferred to use hyperlinks.

- Concerned about Wikipedia discontinuing the plugin and their links disappearing.

- Doesn't like the Wikipedia info icon

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2. Usage: How do site owners choose a word to add a preview to?

Most site owners (<u>new and existing</u>) choose words that would **need an explanation** or that might be **unfamiliar to their readers**.

1   Names of places (cities, ancient sites, ex Jerusalem, Judah)

2   Names of organisations (financial institutions, ex SEBI)

3   Names of people (music-related, scientists ex Conor Griffith, Lata Mangeshkar)

4   Names of movies

5   Concepts/topics (religious, technical ex NLP, metonic cycle)

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2. Usage: Were site owners able to find a Wikipedia article for their chosen word?

Most <u>new</u> site owners **were able to find a Wikipedia article** for their chosen word.

All <u>existing</u> site owners could find corresponding Wikipedia articles.

1. Some <u>existing</u> site owners reported not adding a link if they didn't find a corresponding Wiki article.
2. Others would either add an alternative site (IMDB, organization's website) or explain it on their own.
3. In rare instances where they disliked the Wikipedia article due to inaccuracies, unhelpfulness, or excessive detail, they followed the same approach.

> *It is like, you know, we are a hard core believer of Wikipedia. So I hardly doubt whether Wikipedia will have not the right articles. So I, I have never questioned this.*

User 3 | Existing Site Owner | India

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3.Comprehension: What criteria did existing site owners consider while searching for a Wiki article?

Content was most important while adding a preview link. Most site owners didn't check the content beyond a quick read to ensure that it explained the word and **trusted Wikipedia to have the correct and comprehensive content**.

1. A few used the tag below the article name to ensure that they were linking the right article.
2. A few also checked how many languages it was available in because that denoted how important/interesting the article was.

"

He says that the, the most important thing is that he links to information that is not wrong, that is correct and that are talking about the same thing.

User 8 | Existing Site Owner | Italy

"

*But I would say the criteria for me would be like comprehensiveness.*

User 7 | Existing Site Owner | USA

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4.Preference: What language do site owners opt for while adding a preview?

All site owners (<u>new and existing</u>) **used the language of their site while adding a preview** and **all sites were monolingual**.

All <u>new</u> site owners opted to add an English Wikipedia article because their sites were in English.

Most <u>existing</u> site owners also used English. Few had sites in German, Italian, and Czech and used the corresponding language Wikis. In a very rare case **if they can't find an article, they will link to an English article.**
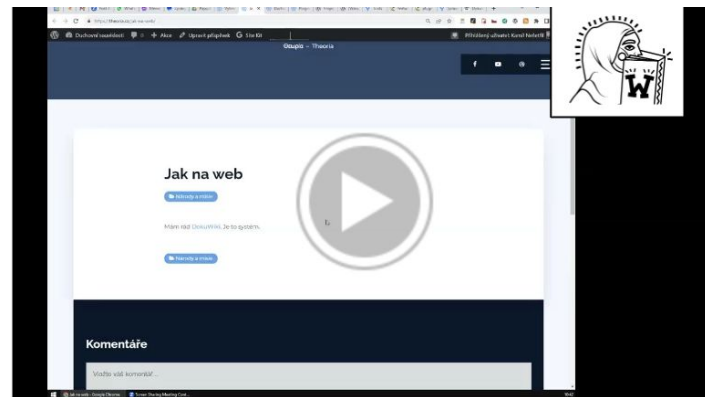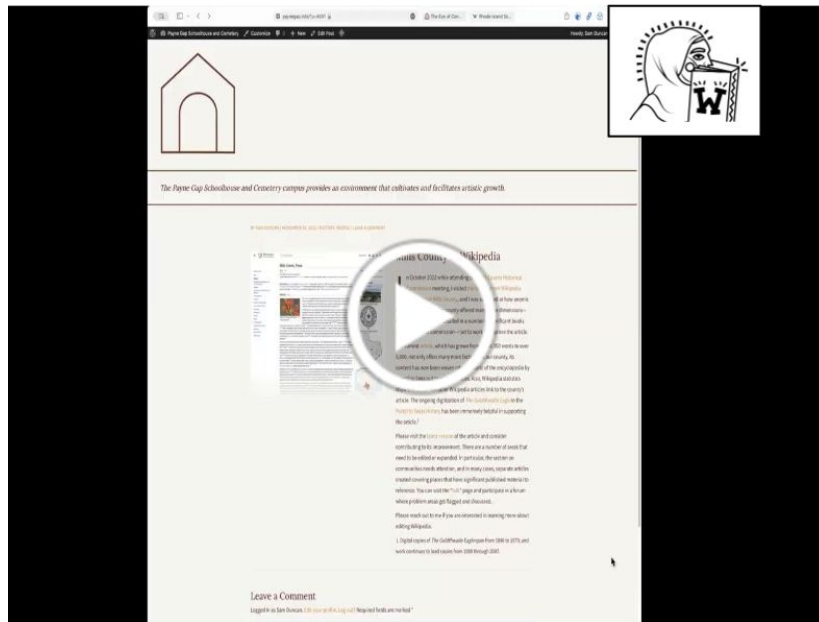

The site owner explaining why they prefer to add the preview in their language of their site.

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4.Preference: Did site owners customize the UI in any way?

Both <u>new and existing</u> site owners **didn't customize the UI** in any way.

Most <u>**existing**</u> **SOs weren't aware** that they could customize the UI.

The site owner telling how he is not aware if there is an option to customize the UI.

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4.Preference: How did site owners maintain the plugin ?

Most site owners **manually update** the plugin when there is a new update available. This is mostly because they're concerned about an **auto update damaging their site.**

"

Normally not all updates of software is compatible with newer version, like with the assistance of the environment. So normally I prefer to make sure that updates will not cause any kind of issues before doing it

User 10 | Existing Site Owner | Kenya

"

If I let things auto update, it tends to break the site. I've just kind of been in the habit of like, well, when I log into my site, if something needs an update, I'll do an update and, you know, just run it real quick.

User 7 | Existing Site Owner | USA

SITE OWNERS

04 OVERALL LIKES, CHALLENGES & WISHLIST

1. **Likes**
   a. What did existing site owners like about the experience of adding a preview link?
2. **Challenges**
   a. What challenges did site owners struggle with while adding a preview link?
   b. What concerns did site owners have while adding a preview link?
3. **Wishlist**
   a. How could the process of adding previews be improved for new and existing site owners?
   b. What was the existing site owners wishlist for the plugin?
   c. What was the new site owners wishlist for the plugin?
4. **Value**
   a. What value does the plugin add to the content for the site owners and readers?
5. **Purpose**
   a. How did the new site owners describe the purpose of the plugin?
6. **Differences/Similarities between new & existing site owners**

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1. What did existing site owners like about the experience of adding a preview link?

1 **Provide information without leaving the site** - Most liked that it was quick and easy way to explain unfamiliar words/concepts to readers without them leaving the page.

2 **Clean design** - Site owners liked that it was clean pop up, well-sized, and good amount of content and images which didn't interfere with the design of their site.

3 **Easy to use** - Site owners found the plugin easy to use.

4 **Trusted source of information** - Site owners also thought that Wikipedia is a trusted source for most people and would be a familiar source for their readers.

5 **Opens in a new tab** - They liked that the readers can easily delve in deeper into a concept and can come back to their site because the link opens in a new tab.

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1. What did existing site owners like about the experience of adding a preview link?

6   **No ads** - A few liked that it didn't have any ads.

7   **Good for SEO** - Few site owners liked that there was no hyperlink which was good for SEO.

8   **Clean popup on mobile** - A few liked that the pop up doesn't occupy a lot of space on the phone.

2. What challenges did site owners struggle with while adding a preview link?

1   **New site owners didn't discover the plugin** - Almost all <u>new</u> site owners initially struggled to discover the plugin icon in the editing toolbar.

2   **Unaware about customization** - Most existing site owners were unaware that they could customize the UI.

3   **Language wikis not as rich** - Non-English site owners sometimes faced the challenge of the language wiki not being as rich or good in quality as English Wiki and with availability of articles.

4   **Concern about SEO implications** - A few site owners were confused whether the preview links work for or against SEO which made them reluctant to add too many links. Some SO were concerned that their site/blog would have too many links which may affect their SEO. And conversely a few SO were concerned that there was no improvement in SEO with the Wiki links.

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2. What concerns did existing site owners have while adding a preview link?

Existing site owners had some concerns about adding a preview:

1 **Readers can't identify the link** - Site owners were concerned that readers may not understand that the dotted underline is a link.

2 **Readers may be wary of going to a new page** - Site owners assumed that readers didn't click on links because they might lead away from the site.

3 **Readers may not come back to the site** - Site owners were concerned that if the readers go to another page they may not come back to the site.

4 **Media slows down the preview** - They were concerned about too much media slowing down the preview

3. How could the process of adding previews be improved for new and existing site owners?

1   **Ability to control what content appears in the preview** - Most <u>existing</u> and few <u>new</u> SOs liked this suggestion because they want to be able to link to different parts of the article or talk/discussion page

2   **Auto suggestions for words corresponding to Wikipedia articles** - Some <u>existing</u> and few <u>new</u> SOs thought it would be interesting for readers. However some <u>existing</u> SOs were apprehensive because they thought it might get annoying to keep getting suggestions or cause a conflict with other plugins.

3   **More styling choices** - Some <u>existing</u> and few <u>new</u> site owners wanted more styling choices such as the ability to change the font size, style of the link, pop up box size, dark mode to suit the site. A few wanted smaller font size for the content and a border to distinguish the box.

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SITE OWNERS

3. How could the process of adding previews be improved for new and existing site owners?

4   **Ability to read more content in the preview** - Only few <u>new</u> SOs were interested. Most <u>existing</u> site owners were satisfied with the amount shown and didn't want readers to get distracted with more content and abandon the site.

5   **Increase number of images in preview** - Most <u>existing</u> site owners were satisfied with the number of images currently shown. They wanted more relevant images or bigger images.

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3. What was the existing site owners wishlist for the plugin?

1 **Clear way to identify the link** - Site owners wanted a way for the readers to understand that this is a preview link

2 **Connect box to word** - Site owners wanted a way to connect the pop up box to the word so that on scrolling it's not floating

3 **Easy access to plugin** - Site owners wanted an easier way to access the plugin in the toolbar

4 **Search within preview** - Site owners wanted a search within the preview so that readers can find specific information easily

5 **Clear that link will lead to Wikipedia** - Site owners wanted the text changed to 'Read full article on Wikipedia' so that it's clear to their readers that the full article is available.

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3. What was the new site owners wishlist for the plugin?

1   **Instructions on how to use** - A few site owners who struggled to find the plugin icon wanted instructions on how to use the plugin.

2   **Ability to determine appropriateness of the article** - Few site owners wanted to be able to open the article to check it before adding it as a link.

4. What value does the plugin add for the site owners?

Most <u>existing</u> site owners rated the value that previews provided as **4 out of 5 because they thought the previews were helpful and informative.**

> "
>
> *Strong four, as I think it does definitely add something to my pages without a great deal of work on my part.*
>
> **User 4 | New Site Owner | US**

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5. How did the new site owners describe the purpose of the plugin?

Most <u>new</u> site owners described it as a way to give more information on a particular word or topic by linking it to a Wikipedia page.

> " It allows you to easily give additional information on words and topics within articles by linking to wikipedia

User 4 | New Site Owner | US

> " The purpose is to allow readers quick access to more information on Wikipedia via link regarding the subject matter of the linked word or words.

User 7 | New Site Owner | US

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6. What were the similarities and differences between the new and existing site owners for the questions in common for both Phases?

Question	Similarities/ Differences between phase I and phase II	Reference slide number
What device do SOs use to create/edit their blog or site?	Both new and existing SOs mentioned using laptops.	Slide # 8
Do SOs read articles on Wikipedia?	Both new and existing SOs were reading articles on Wikipedia	Slide # 12
How do SOs decide which words from the content they wanted to insert Wikipedia Previews for?	Both new and existing SOs used words that their readers might be unfamiliar with or might want more information about.	Slide # 39
How could the process of adding previews be improved?	Auto suggestions - Both new and existing SOs thought this might be helpful	Slide # 51
	Control preview content - Both new and existing SOs liked this suggestion	Slide # 51
	Read more content in the preview - Existing site owners didn't find this suggestion helpful whereas a few new SOs did.	Slide # 51

6. What were the similarities and differences between the new and existing site owners for the questions in common for both Phases?

Question	Similarities/ differences	Reference slide number
How could the process of adding previews be improved?	More styling choices - Both new and existing SOs wanted more styling choices	Slide #52
	Number of images in preview - New SOs didn't select this as an option. Existing SOs were more interested in size and relevance than number.	Slide #52
What type of content do SOs publish on your blog?	Various kinds of information	Slide # 8
What type of content do SOs post on social media?	All new SOs were posting to social media whereas only some existing SOs were posting on social media. New SOs mentioned format of content whereas existing SOs mentioned motivations and which social media.	Slide # 19

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READERS

01 **Online Reading Behavior**

Readers behavior to seek additional information while reading

02 **Discovery of Wikipedia Preview Pop Up**

Readers' discovery of the preview pop up

03 **Usability of Wikipedia Preview Pop Up**

Readers' preview pop up usage

04 **Overall likes, challenges, wishlist**

01. **ONLINE READING BEHAVIOR**

1. **Motivation:**
   a. What prompted readers to seek additional information while reading online?

2. **Searching Content:**
   a. What sites did readers use for searching additional information online?
   b. How often did readers search for additional information online?

3. **Reading Preference**
   a. In what format do readers prefer to search for additional information?

1. Motivation: What prompted readers to seek additional information while reading online?

Most readers searched for topics or any specific words that they came across while reading, watching videos or listening to podcasts in order to **get more information or a better understanding** about it.

> "
>
> *There was that mass shooting in Maine a couple days ago and I didn't recognize the name of the city. So I looked up the city on Wikipedia.*

User 7 | Existing Reader | Netherlands

> "
>
> *I was listening to a podcast earlier today and they were talking about of all things in elephant shaped hotel, somewhere in America and I went to Wikipedia to look that up.*

User 9 | Existing Reader | United Kingdom

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2. Searching Content: What sites did readers use for searching additional information online?

Most readers either searched for additional information on their **trusted sites or used search engines** & referred to the top 2 to 3 sites to get accurate information.

Trusted Sites	■ Wikipedia	■ BBC
	■ Google Scholar	■ The Guardian
	■ PubMed	■ Al Jazeera
	■ Reddit	
Search Engines	■ Google	
	■ DuckDuckGo	

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2. Searching Content: How often did readers search for additional information online?

Both new and existing readers exhibit different patterns in seeking additional information.

New readers tend to search for information with varying frequency, ranging from **frequent to occasional searches**.

Most existing readers show a higher frequency of information searches, either on a **daily basis or 3 to 4 times a week.**

So I'm a first year in my graduate program. So probably more this semester than ever before. So, on a regular basis, maybe every other week. So biweekly.

User 6 | Existing Reader | USA

If it's current events or when there's something in the news, I'll choose one keyword and look on. So it happens daily, I think.

User 7 | Existing Reader | The Netherlands

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3. Reading Preference: In what format do readers prefer to search for additional information?

Most <u>existing</u> readers preferred to **read articles** to get additional information rather than watching videos.

Why?
- Included citations/sources for reference
- Videos were time consuming
- Videos were exaggerating
- Videos were lengthier than browsing articles
- Cumbersome to skip back and forth with the videos.

I can, I suppose I can pick and choose the
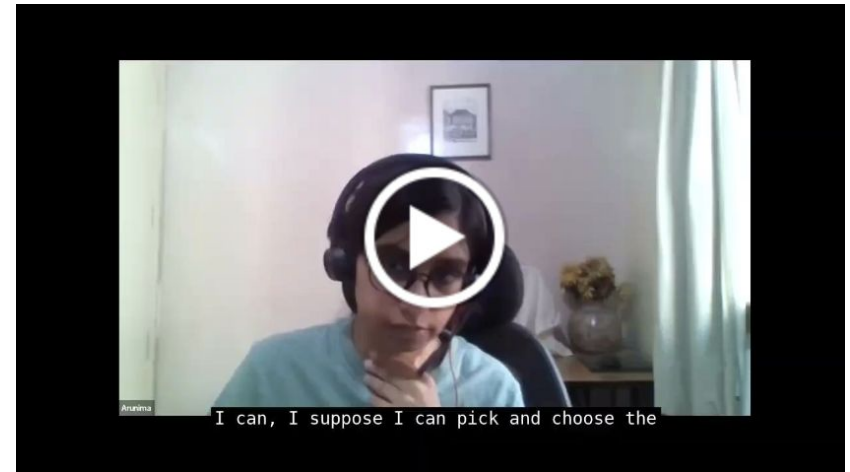
An existing reader teeling about the format preference

READERS

01 Online Reading behavior

Readers behavior to seek additional information while reading

02 **Discovery of Wikipedia Preview Pop Up**

Readers' discovery of the preview pop up

03 Usability of Wikipedia Preview Pop Up

Readers' preview pop up usage

04 Overall likes, challenges, wishlist

Readers'

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02. **DISCOVERY OF THE WIKIPEDIA PREVIEW POP UP**

1. **Discovery:** Did readers discover the Wikipedia Preview Pop Up?

1. Discovery: Did readers discover the Wikipedia Preview Pop Up?

——

Most readers did not discover the link while reading the article.

Why?
- They skimmed through the article
- They had limited interest in the content *
- They focussed on getting an overall understanding about the information given in the article.
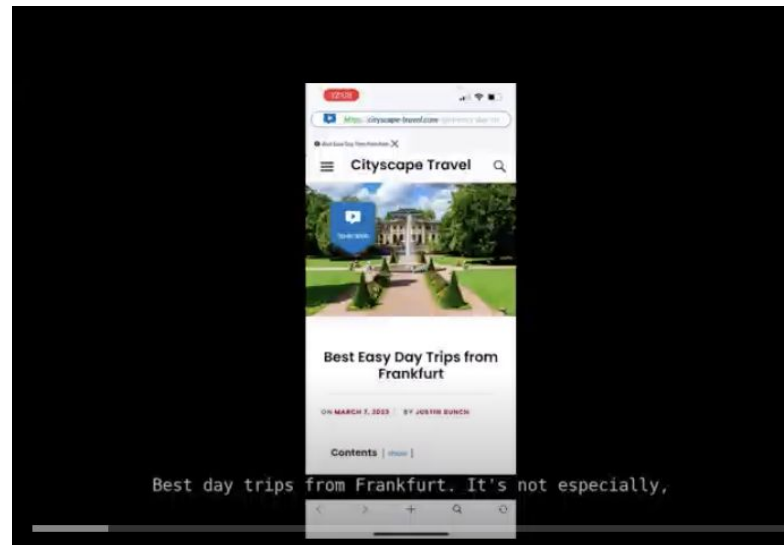
A reader skimming through the article.

*not all participants were the readers of the site

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1. Discovery: Did 'mobile' new readers discover the Wikipedia Preview Pop Up?

💡 **9/10 participants did not discover the** Wikipedia Preview Pop up

The user (P2) who spent the most time extensively explored the entire blog and discovered the preview pop up and then interacted with them also.

The remaining participants either quickly skimmed through the article or concentrated on reading to gain a comprehensive understanding.

Task	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	Summary (Average time)
Task 1: Discoverability of the link	31 seconds	563 seconds	44 seconds	482 seconds	62 seconds	142 seconds	81 seconds	104 seconds	276 seconds	32 seconds	179.7 seconds ~ 2.95 minutes

Succeeded

Failed

*not all participants were the readers of the site

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1. Discovery: Did 'desktop' new readers discover the Wikipedia Preview Pop Up?

💡 **8/10 participants did not discover the** Wikipedia Preview Pop up

The users (P2 & P7) read the information section wise and discovered the pop up.

The remaining participants either quickly skimmed through the article or concentrated on reading to gain a comprehensive understanding.

Task	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	Summary (Average time)
Task 1: Discoverability of the link while browsing.	239 seconds	138 seconds	55 seconds	250 seconds	98 seconds	209 seconds	164 seconds	182 seconds	92 seconds	89 seconds	161.6 seconds ~ 2.69 minutes

Succeeded

Failed

*not all participants were the readers of the site

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1. Discovery: Did readers discover the Wikipedia Preview Pop Up?
___

Some readers discovered the link but choose not to interact
with it as they were skeptical about clicking on it.

Why ?
- It might redirect them to an article/page that they either do not trust or might not be interested in.
- They might get redirected to some other article/site or some other section within the article.
- It might lead them to an advertisement.

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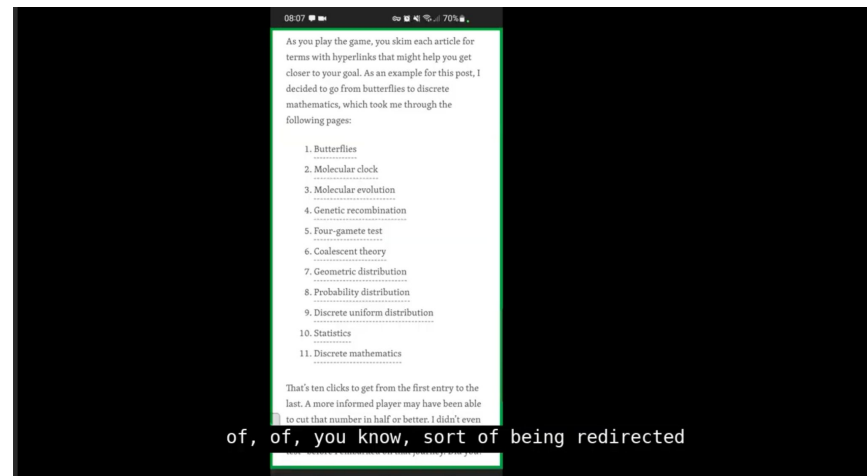
1. Discovery: Did readers discover the Wikipedia Preview Pop Up?

——

> *If I were to read that I would have noticed them, I would have assumed that it would redirect me to some other place, but I would have assumed that these texts with the red highlight would have redirected me somewhere inside the blog. I would have not assumed that it would show me some Wikipedia previews stuff.*

User Eight | New Reader | GB

> *Usually when I see hyperlinks in blog posts or articles, from past experiences, it's the writer trying to sell me something or send me to an affiliate website, so when I saw the hyperlinked words I just subconsciously ignored them*

User Six | New Reader | GB

> *I did not choose to interact with it because I assumed it will underline and allow me to click on it to see more info on this topic. I did not know it was going to have a preview of wikipedia*

User Six | New Reader | CA

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1. Discovery: Did readers discover the Wikipedia Preview Pop Up?

——

A few readers discovered the pop up as they **spent time reading the article or accidentally clicked on a link while skimming the article or** were curious about where the **words with dotted lines** would take them.

How?
- They spent time in reading the information on the blog and discovered it & were curious to know more about the pop up.
- They accidently clicked on the link while skimming through the article however did not expect to see a preview pop up.
- They were curious to know where the words with dotted lines would lead them to.

"

I did think something would happen. I think the underline bit made me think so. Probably more than that, the thing I mostly thought was it bring me to another part of the website?

User Eight | Existing Reader | US

"

No, I was expecting to go straight to like Wikipedia proper. But this keeps me on the blog site while giving me like a brief summary of what I've just clicked.

User Nine| Existing Reader | UK

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READERS

01
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04
Overall likes, challenges, wishlist
Readers'

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03. USABILITY OF WIKIPEDIA PREVIEW POP UP

1. **Usage:**
   a. How did readers interact with the preview links?
   b. What challenges did readers face during interaction?
2. **Comprehension**
   a. How did readers recognize that the content is from a Wikipedia article?
   b. What was readers' understanding of 'Continue Reading' on Wikipedia'?
   c. What was readers' understanding of 'Read More'?
   d. What was the readers understanding of the preview/pop up?

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1.Usage: How did readers interact with the preview links?

——

① **Most readers** clicked on multiple links to understand the purpose. They read the brief description, clicked on 'Continue Reading' to get more information or to understand what would happen upon clicking.

② **Some readers** who wanted more information went on the Wikipedia page to read further about the topic.

③ **Few readers** explored the images given at the bottom of the pop up in order to learn more about the person/place.

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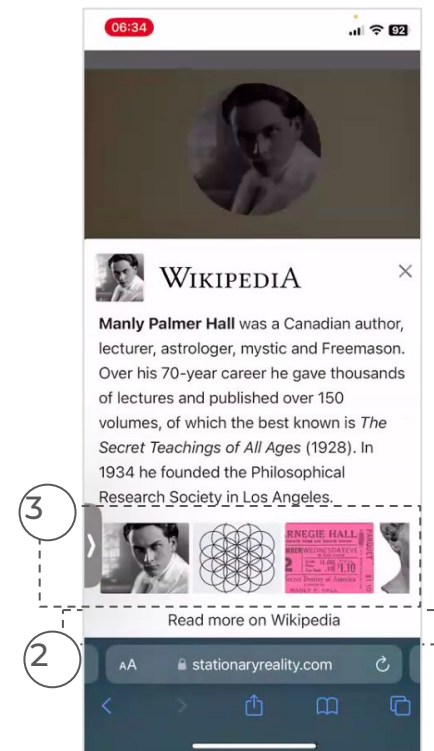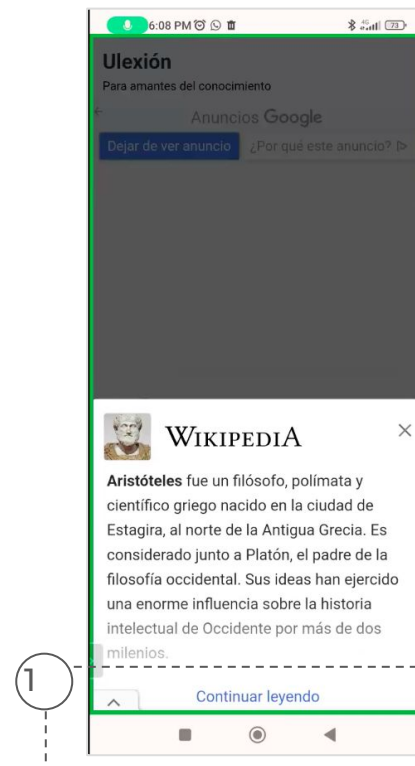
1.Usage: How did readers interact with the preview links?
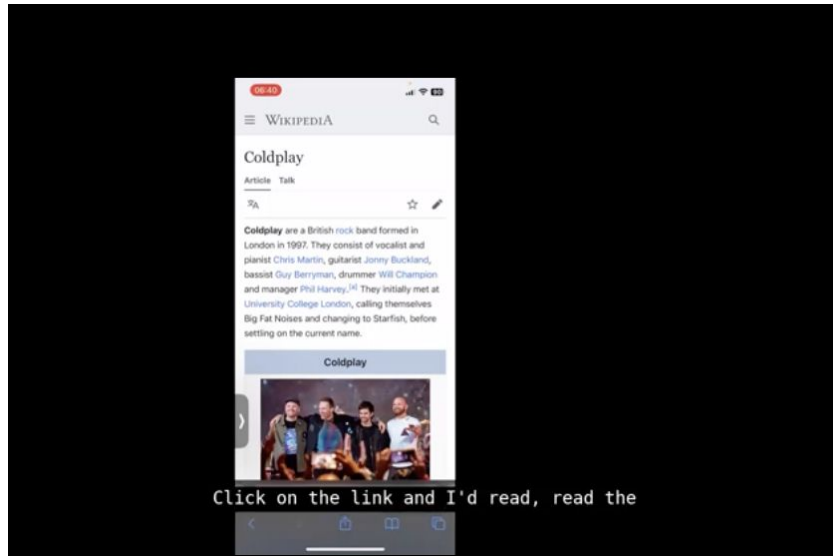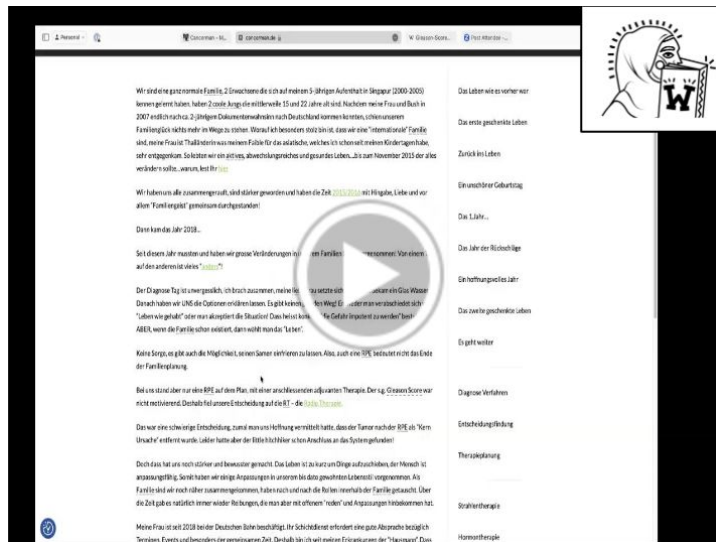

An existing readers interacting with the preview links.

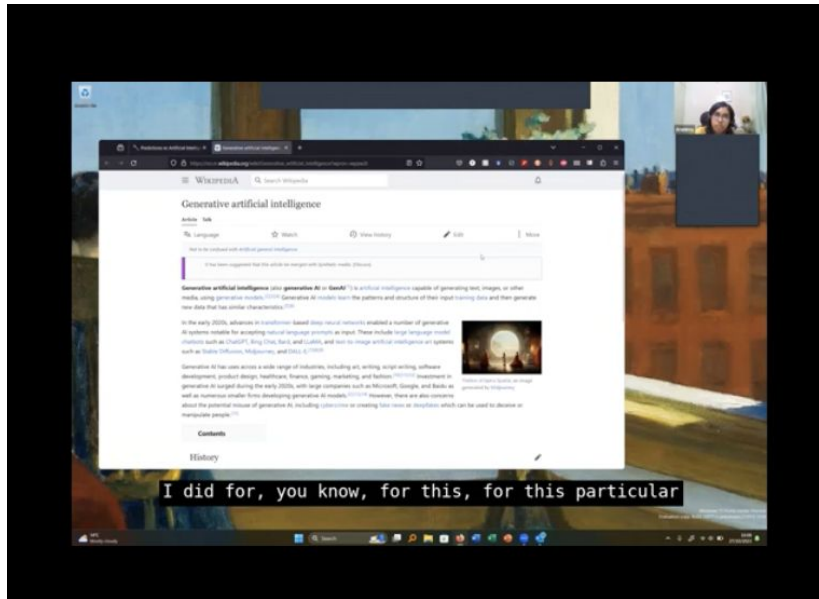**2.Usage: What challenges did readers face during interaction with the previews?**

Most existing readers struggled to differentiate between the hyperlinks and the preview links in the article. They were not sure if all the links would show them a preview or not.

- Some of the existing readers did not interact with the images, as they were too small or due to the lack of contextual information.

- Some new readers found it challenging to understand why words styled in red did not display previews. They were confused by the absence of previews for elements such as the date or author name.

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2.Usage: What challenges did readers face during interaction?

─────

Most existing readers **struggled to differentiate** between the hyperlinks and the preview links in the article. They were not sure if all the links would show them a preview or not.

An existing reader explaining how it was confusing to identify which link is a Wikipedia Preview Link

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## 2.Usage: What challenges did readers face during interaction?

———

Some of the existing readers did not interact with the images, as they were too small or due to the lack of contextual information.

An existing reader explaining how the images do not provide any context

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2.Usage: What challenges did readers face during interaction?

Some of the <u>new readers</u> struggled to understand why all the words that were styled in red did not show them the previews. They were confused as to why the date or the author name did not show them a preview.
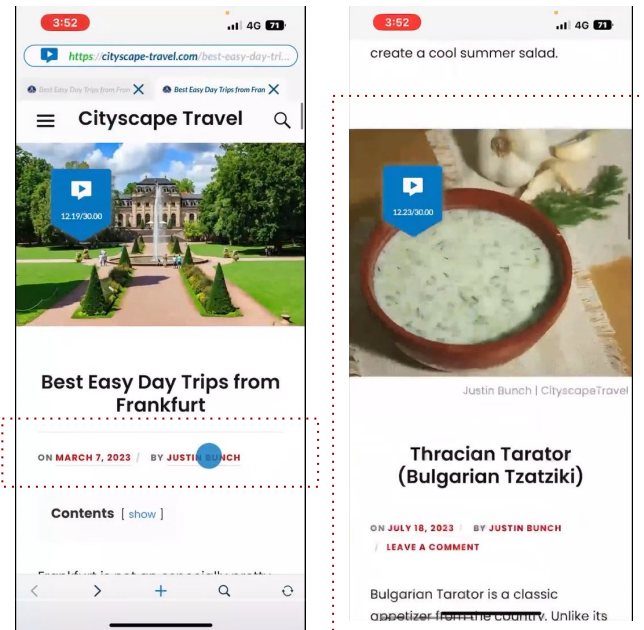
3. Comprehension: How did readers recognize that the content is from a Wikipedia article?

—

All readers understood from the **Wikipedia logo** & their **familiarity with Wikipedia articles** that the preview is a Wikipedia article.

How?
- They noticed the Wikipedia logo in the pop up.
- They understood that the brief description about the topic came from the first paragraph of the Wikipedia article as they read articles on Wikipedia frequently.

❝

I would say this is Wikipedia because it's the same way they always say like there's always the short introduction on top of a Wikipedia article or on someone before they go into personal life or career.

User Seven | Existing Reader |The Netherlands

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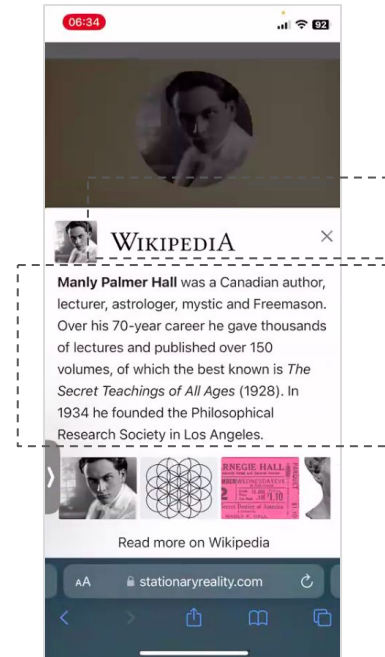
4. Comprehension: What was readers' understanding of 'Continue Reading' on Wikipedia'?

——

Most readers **understood** that they could get **more information about the topic by clicking on 'Continue Reading'.**
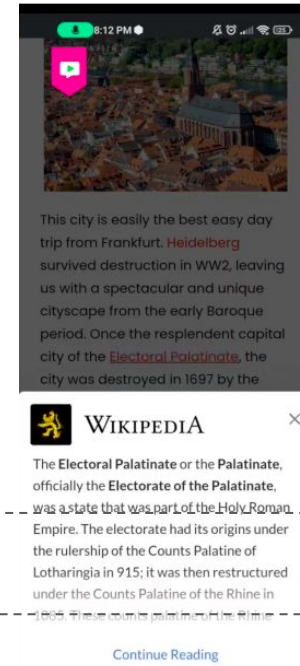
Why?
- The information that was greyed out that helped them to understand that they could read further.

"

The previews provide enough information to understand context of the topic. I don't think most of the time you would even have to open the actual link to Wikipedia for this.

User Eight | New Reader |GB

4. Comprehension: What was readers' understanding of 'Continue Reading' on Wikipedia'?

———

Some readers were **not expecting the pop up to expand further** as they thought that the Wikipedia article would open in a separate tab due to their experience with links on other sites.
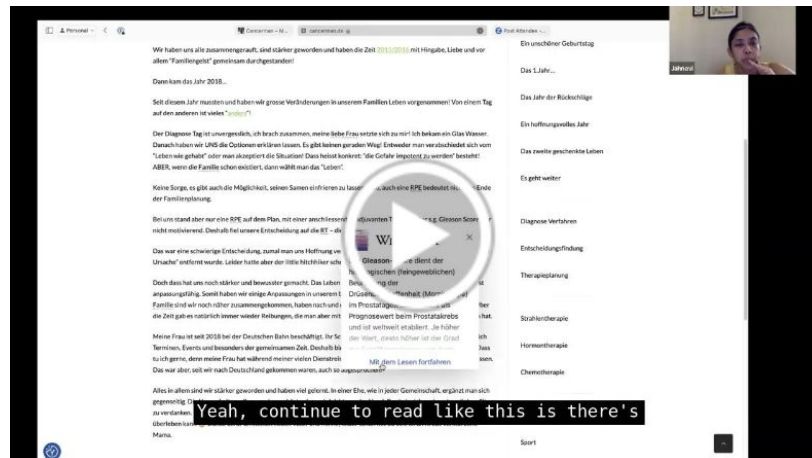

A reader telling how the expectation was that the pop up would open in another tab

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4. Comprehension: What was readers' understanding of 'Continue Reading' on Wikipedia'?

——

Some readers did not see 'Continue Reading' as the preview got cut off from the bottom or did not get 'Continue Reading' in the pop -up.
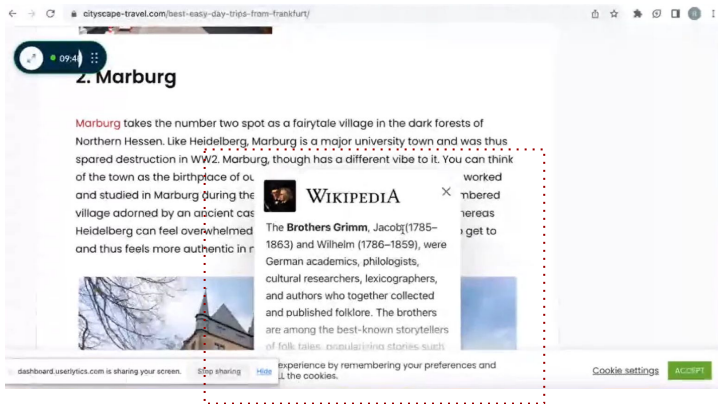
Reader could not see ' Continue Reading' as the preview got cut off from bottom
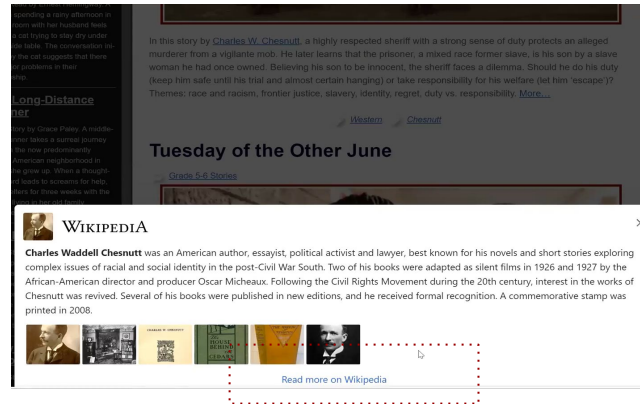
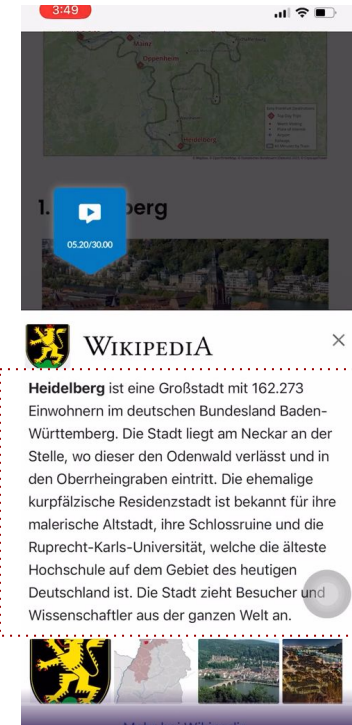Reader did not get 'Continue Reading' in the pop up.

4. Comprehension: What was readers' understanding of 'Continue Reading' on Wikipedia'?

Some of the <u>new readers</u> did not understand why the information for previews was in German language when the site was in English.

> *It is in German which I suppose makes sense as it about the German city, however the blog post is not in German so that is a bit of conflict here.*

User Six | New Reader |GB

Heidelberg ist eine Großstadt mit 162.273 Einwohnern im deutschen Bundesland Baden-Württemberg. Die Stadt liegt am Neckar an der Stelle, wo dieser den Odenwald verlässt und in den Oberrheingraben eintritt. Die ehemalige kurpfälzische Residenzstadt ist bekannt für ihre malerische Altstadt, ihre Schlossruine und die Ruprecht-Karls-Universität, welche die älteste Hochschule auf dem Gebiet des heutigen Deutschland ist. Die Stadt zieht Besucher und Wissenschaftler aus der ganzen Welt an.
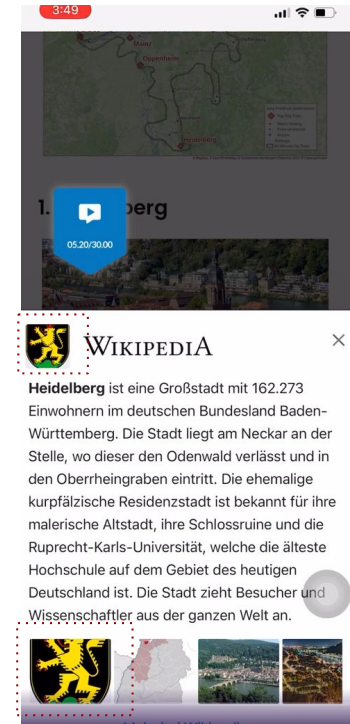
4. Comprehension: What was readers' understanding of Continue Reading on Wikipedia'?

Some of the <u>existing readers</u> did not understand as to why the pop up displayed the same image twice - with the logo and at the bottom.

❝

The one image next to Wikipedia is great but similar image at the bottom is just a space consuming thing. Instead of it that instead of that image, there could be more of a written part over here.

User One | Existing Reader | India

5.Comprehension: What was readers' understanding of 'Read More on Wikipedia'?

Most readers **understood** that they would be able to **read the entire article on Wikipedia** and would open in a separate tab.
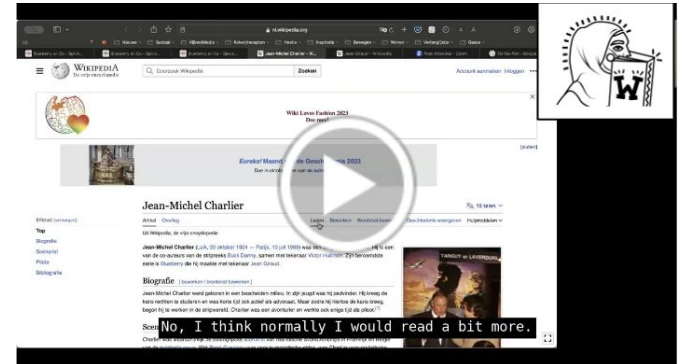
Some of the **new readers** did not click on 'Read More' as the preview for the word they clicked on was in German & did not want to explore it further.

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5.Comprehension: What was readers' understanding of 'Read More on Wikipedia'?

——

Most readers **understood** that they would be able to **read the entire article on Wikipedia and it would open in a separate tab**.

Why?
- They were interested in reading more information about the topic.
- They wanted to explore the images or look at the citations.
- They wanted to check whether the description in the pop up was taken from the first paragraph of the article or not.

A reader telling how they would want to go and read the Wikipedia article.

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5.Comprehension: What was readers' understanding of 'Read More on Wikipedia'?

Some of the <u>new readers</u> did not click on 'Read More' as the preview for the word they clicked on was in German & did not want to explore it further.

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6.Comprehension: What was the readers' understanding of the preview/pop up?
—

All readers understood that the preview **included a brief description along with some images** & had an option to read the **full article on Wikipedia.**

"

I think that this is perfect for the website's purpose. It seems to give travel ideas. I think that this tells me everything that I would want to know about the Brothers Grimm and then I can incorporate that to reading more about Marburg.

User Six | Existing Reader | USA

"

It was just to give a little bit of background and to allow me to explore further into that particular part of the website if I sort of wished.

User Eight | Existing Reader | UK

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READERS

01 **Online Reading behavior**

Readers behavior to seek additional information while reading

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Readers' discovery of the preview pop up

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Readers' preview pop up usage

04 **Overall likes, challenges, wishlist**

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04. OVERALL LIKES, CHALLENGES & WISHLIST

1. **Likes**
   a. What did existing readers like about the preview links?
2. **Challenges**
   a. What challenges did new readers face in interacting with the preview links?
   b. What challenges did existing readers face in interacting with the preview links?
3. **Wishlist**
   a. How could the process of adding previews be improved for new & existing readers?
4. **Value**
   a. What value does the plugin add to the content for the readers?
5. **Differences/Similarities between new & existing readers**

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1.What did existing readers like about the preview links?

___

1   **Provide information without leaving the site** - Readers liked that the previews gave them a brief description about the topic without leaving the site.

2   **Provided brief description about the topic** - Readers liked that the information was brief and concise which was enough to provide relevant context.

3   **Trusted source of information** - Readers liked that they had an option to read more about it on Wikipedia as it was one of their trusted sites.

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2.New Readers: What challenges did readers face in interacting with the preview links?

———

1   **Confusion about the information in the preview in German** - Most readers were confused as to why the information in the preview was shown in German when the site was in English.

2   **Unable to understand why all links were not previews** - Few readers were confused as to why some words that were styled in red such as the date, author name etc did not show them the previews.

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2.Existing Readers: What challenges did readers face in interacting with the preview links?

1   **Unable to differentiate the links** - Most readers were not able to differentiate between the hyperlinks and the preview links in the article. They felt that all the links in the article are same and they would be redirected either to another article within the site or to a separate site.

2   **Size of images were too small** - Some readers did not interact with the images as they did not provide any context or were too small & preferred to go to the Wikipedia article to check them.

3   **Confusion about the same image displayed twice** - Some readers did not understand why the pop up displayed the same image twice - with the logo and at the bottom.

4   **Unable to understand that the pop up will expand**- Few readers thought 'Continue reading' would redirect them and they might have to leave the site due to their prior experience with other sites.

3.How could the process of adding previews be improved for new & existing readers?

1 **Clear way to identify the preview links** - Most existing readers wanted a way by which they could understand that the links are preview links as they were not sure that the links would show them a preview.

2 **Ability to increase the size of the preview window**- Some existing and new readers wanted an option to increase the size, so that they could easily read the information while some other users did not feel the need as they had an option to read more on Wikipedia.

3 **Preview should contain more images** - Some existing readers did not want more images as they felt that the images did not provide so much value since they were too small or did not provide any context. Some existing and new readers felt that for the previews that had only one or two images and could include some.

4 **Preview should contain more content** - Most existing readers did not want the preview to contain more content as they liked that it was a pop up that gave them enough information to provide the context about the topic. Few new readers wanted this as an option.

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3.How could the process of adding previews be improved for new & existing readers?
___

5   **An option to change the language of the content** - Almost all existing readers did not want an option to change the language as they were comfortable with reading in their native languages. However, some new readers (both mobile & desktop) wanted that as an option as they were confused to see the preview in German language.

6   **Ability to read entire article in the preview** - Most existing readers did not want the ability to read the entire article as they felt that it would be too much information within a pop up. However, some new readers wanted that as an option.

7   **Blog/webpage content should contain more previews -** Most existing readers did not want to see a lot of previews as they felt that it would interfere with their reading experience on the site/blog. Some new readers wanted that as an option.

4.What value does the plugin add to the content for the readers?

—

Most <u>existing readers</u> **rated** the value that previews provided **as 4** (out of 5) as they liked that the previews **gave the information about another topic while reading and could learn more through a trusted source.**
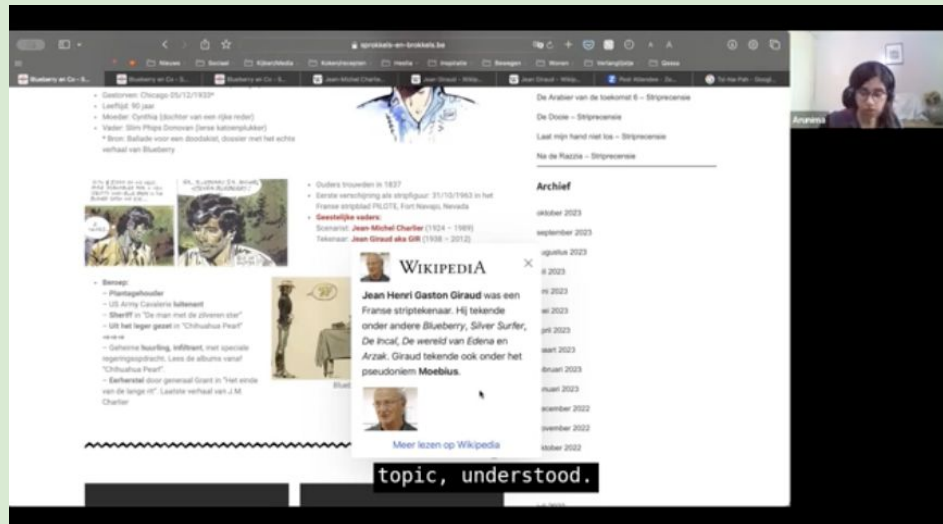
A reader explaining why they rated the preview pop up 4 out 5.

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5. What were the similarities and differences between the new and existing readers for the questions in common for both Phases?

Question	Similarities/ Differences between new and existing readers	Reference slide number
Did readers discover the preview links?	Most of the new and existing readers did not discover the preview links. However, most existing mobile readers could discover the preview links.	Slide # 67
What was the readers understanding of the preview/pop up?	Both new and existing readers understood the purpose of the links.	Slide # 90
How did readers interact with the preview links?	Both new and existing readers focussed on understanding the purpose of the preview links and then reading the content. Some of the existing laptop readers explored the images while other existing(mobile) and new(mobile and laptop) readers did not explore them much.	Slide # 75
How did readers recognize that the content is from a Wikipedia article?	Both new and existing readers understood that the article is from Wikipedia due to the logo and their familiarity with Wikipedia articles.	Slide # 81

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5. What were the similarities and differences between the new and existing readers for the questions in common for both Phases?

Question	Similarities/ Differences between new and existing readers	Reference slide number
What was readers' understanding of 'Continue Reading' on Wikipedia?	Both new and existing readers understood that they could get more information. Some of the new readers(mobile and laptop) did not understand why the information for previews was in German language when the site was in English.	Slide # 81 Slide # 85
What was readers' understanding of 'Read More on Wikipedia'?	Both new and existing readers understood that they would be able to read the entire article on Wikipedia and would open in a separate tab. Some of the new readers did not click on 'Read More' as the preview for the word they clicked on was in German & did not want to explore it further.	Slide # 87
What was the readers' feedback on images?	Both new and existing readers did not have much interest in exploring the images as they felt it did not provide any context or were too small. Some of the existing readers did not understand as to why the pop up displayed the same image twice - with the logo and at the bottom.	Slide # 79 Slide # 86

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5. What were the similarities and differences between the new and existing readers for the questions in common for both Phases?

Question	Similarities/ Differences between new and existing readers	Reference slide number
How could the process of adding previews be improved?	**Clear way to identify the links-** Most existing readers wanted a way by which they could understand that the links are preview links. Few new readers struggled to understand as to why all the links do not show the preview.	Slide # 96
	Ability to increase the size of the preview window - Some existing and new readers wanted an option to increase the size, so that they could easily read the information.	Slide # 96
	Preview should contain more images - Some existing readers did not want more images as they felt it did not provide any context or were too small. However, some existing and new readers who got only one/two images wanted some more.	Slide # 96
	An option to change the language of the content - Existing readers did not want this as an option as they were comfortable with reading in their native languages. Some new readers wanted this as an option since they came across previews in other language(German) and wanted an option to change it.	Slide # 97

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Similarity in Sentiments between Site Owners & Readers

What are the similar sentiments between site owners and readers?

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	Site Owners	Readers
Motivation to add/use the preview links	Site owners **were motivated to add the links** so that the readers get information without leaving the site.	Readers **liked that they could get more information** about a topic/word without leaving the site.
Motivation to add/use the preview links	Site owners liked that readers can **easily delve in deeper into a concept** and can come back to their site because the link opens in a new tab.	Readers liked that they could **read more about the topic in detail on ' Read More on Wikipedia'**
Trusted source of information	Site owners also thought that **Wikipedia is a trusted source** for most people and would be a familiar source for their readers.	Readers liked that the information came from **Wikipedia as it was one of their trusted sites.**
Can't identify preview link	Site owners were concerned that readers **may not understand the dotted lines as a link.**	Readers **did not understand that the dotted lines** were previews.

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What are the similar sentiments between site owners and readers?

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	Site Owners	Readers
Reluctant to **move away** from site	Site owners assumed that **readers didn't click on links** because they might **lead away from the site.**	Readers **did not click on the links** as they were skeptical that it might **redirect them away from the site.**
Satisfied with number of **images**	Existing site owners were **satisfied with the number of images currently shown.** They wanted more relevant images or bigger images.	Existing Readers **did not want more images** as they found them to be too small or lacked context.
Clear way to **identify links**	Site owners wanted **a way for the readers to understand that this is a preview link.**	Readers wanted **a way through which they could identify and understand which is a preview link.**
Satisfied with preview **content**	Most existing site owners **were satisfied with the amount shown** and didn't want readers to get distracted with more content and abandon the site.Only few new SOs were interested.	Most existing readers **did not want the preview to contain more content** as they liked that it was a pop up that gave them enough information. Few new readers wanted this as an option.

What are the similar sentiments between site owners and readers?

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	Site Owners	Readers
Bigger preview **pop up box**	Some existing and few new site owners wanted more styling choices pop up box size to suit the site.	Some existing and new readers wanted an option to increase the size, so that they could easily read the information.
Value of the Plugin	Existing site owners **rated the value of the plugin as 4 out 5** because they felt the previews were helpful and informative.	Existing Readers **rated the value of the plugin as 4 out 5** Because the previews gave the information about another topic while reading.

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APPENDIX

ACKNOWLEDGEMENTS

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ABOUT HUREO

Hureo is a user experience research firm based out of India. Hureo works with a wide range of organizations across the world to enable them to create and improve their products and services. Hureo uses various UX research methodologies to provide their clients with user insights that help identify user needs, challenges and opportunities. They have worked in various companies from startups to MNCs in both India and abroad giving them a range of knowledge and experience.

Our team comes from diverse backgrounds such as HCI, Design Thinking, Cognitive Sciences, and Advertising and Media.

The team that worked on this project consisted of:
Anjeli Singh, Founder & UX Researcher
Jahnavi Mirashi, Partner & UX Researcher
Arunima Ved, UX Researcher

To know more about Hureo

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