

Wikipedia Next Recruitment Screener

Name _____ Mobile Phone _____

Address _____ W Phone _____

_____ Fax _____

College/Company Name _____ Other # _____

Job Title _____ Education _____

Occupation _____

Industry _____ Email Address _____

Centre _____ Male _____ Female _____ Other _____ Age _____ **Interview CODE** _____

Recruiter _____ Date _____ Approved by _____

INTRODUCTION. YOU MUST MENTION RESEARCH AGENCY NAME AND TOPIC

1. First, are you or is anyone in your household employed in any of the following industries? (Read list)

1	Market Research (IMRB, AC Nielsen, TNS etc.)	CLOSE for READERS AND POTENTIALS
2	Advertising (JWT, Lowe Lintas, O&M, Rediffusion etc.)	
3	Journalism (newspaper/magazine in any language, TV, Radio etc.)	
4	Marketing or sales of computing or mobile products – software, hardware, infrastructure	
5	None of the above	Continue

2. Have you participated in any market research studies in the past 6 months?

1	Yes	CLOSE
2	No	Continue

3. Which of the following age ranges do you fall within? (READ LIST)

		FOR READERS	FOR EDITORS & POTENTIALS
1	Below 15 years	CLOSE	CLOSE
2	15-22 years	Continue for School and College Students	CONTINUE
3	25- 35 years	Continue for Working Adults	
4	36-45 years	Continue for Householders	
4	46 + years	CLOSE	CLOSE

Actual age in years: _____

4. Record Chief Wage Earner’s Occupation and Education to determine SEC:

SOCIO-ECONOMIC CLASSIFICATION OF THE CWE: RECORD IN THE GRID BELOW.								
Occupation		Illiterate	School Up to 5 years	School 5 - 9 years	SSC/HS C	College but not Graduate	Graduate, Post Graduate – General	Graduate Post graduate Professional
		1	2	3	4	5	6	7
Unskilled Worker	1	E2	E2	E1	D	D	D	D
Skilled Worker	2	E2	E1	D	C	C	B2	B2
Petty trader	3	E2	D	D	C	C	B2	B2
Shop Owner	4	D	D	C	B2	B1	A2	A2
Business man Industrialist with no of employees								
• None	5	D	C	B2	B1	A2	A2	A1
• 1 – 9	6	C	B2	B2	B1	A2	A1	A1
• More than 10	7	B1	B1	A2	A2	A1	A1	A1
Self Employed Professional	8	D	D	D	B2	B1	A2	A1
Clerical / Sales Man	9	D	D	D	C	B2	B1	B1
Supervisory Level	10	D	D	C	C	B2	B1	A2
Officers/ Executive (Junior)	11	C	C	C	B2	B1	A2	A2
Officer/Executive (Senior/Middle)	12	B1	B1	B1	B1	A2	A1	A1

PLEASE RECORD RESPONDENT’S PERSONAL EDUCATION AND OCCUPATION

Education: _____ . Occupation: _____

5. RECORD for:

School/College Student:

School/College Name:	Course:	Year:

Young Working Adult/Householders (if working):

Occupation/Profession:	Company Name:	Job Title, Description:

6.a. Can you please tell me what your marital status is?

1	Unmarried	
2	Married	

6.b For all ask - who all live in your home?

Total members
 Adults
 Children.....

7a. Can you show me your current phone please? MAKE SURE TO PHYSICALLY VERIFY THE MODEL AND BRAND OF PHONE. RECORD the FOLLOWING:

1.	Brand	
2.	Model No.	
3.	Carrier Name	
4.	Talk Plan	
5.	Pre or Post Paid?	
6.	Dual Sim or Single?	
7.	Operating System (eg. android, windows 7, bada, symbian, blackberry, apple OS)	
8.	Connection to Internet – GPRS, 3G	

ENSURE ALL RESPONDENTS HAVE A PHONE WITH:

- **Browser capability – google opens!**
- **Internet – GPRS or 3G**

7b. What features do you use the most on your phone? RECORD WHAT THEY SAY. INCLUDE INTERNET, APPS, GAMES, ETC. **ENSURE FOR MOBILE READERS THEY SAY WIKIPEDIA**

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7c. Please rate your technical proficiency.

1	I am not comfortable with computer, internet, and mobile applications	CLOSE
2	I use my computer to access the internet and email and I use my mobile phone to make and receive phone calls and texts	CONTINUE FOR ALL
3	I upload and download files to and from my computer and mobile device	
4	I program and create applications for computer and mobile devices	

7d. What are your favourite websites? How often do you access them? On what device? In what language?

TYPES OF SITES	HOW OFTEN ACCESSED IN A WEEK?	WHICH IS PREFERRED/MOST USED DEVICE TO READ/EDIT THESE SITES – MOBILE, PC, OR BOTH?	IN WHICH LANGUAGE DO YOU PRIMARILY READ / EDIT /ACCESS
Google			
Forums and Review Sites like Mouthshut.com, Tectree etc			
News sites like Rediff, Sify, Times of India etc			
Wikipedia	<p>RECORD:</p> <p>For Mobile Readers: Must access at least twice a week</p> <p>For Potentials: Must access once a week</p>	<p>RECORD:</p> <p>For Mobile Readers: should use Mobile as preferred device</p> <p>For Potentials: should use PC as preferred device</p> <p>For Editors: get a mix</p>	<p>RECORD:</p> <p>For Language Readers, Potentials and Editors – they can use English as well, however their primary language should be the regional language.</p>
Social Networking Sites like Facebook, Orkut, Twitter			

RECORD RESPONSES IN ABOVE TABLE. CHECK BACK WITH RESPONDENT CODES TABLE AT END FOR QUOTAS

Tell us, what was the last 3 things you read/edited on Wikipedia?

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ENSURE RESPONDENTS RELATE THESE WITH EASE.

7e. Have you even contributed to Wikipedia.org?

1	No, and I don't see myself doing so	CLOSE
2	No, but I might	CONTINUE FOR MOBILE READERS AND POTENTIALS ONLY
3	Yes, I've made a few edits	
4	Yes, I regularly contribute	CONTINUE FOR EDITORS ONLY
5	Yes, I am a very active contributor	

7f. ONLY FOR EDITORS: What is your user access level? Please choose all that apply.

1.	Unregistered User (No Account)
2.	Registered User (Basic account with or without rollbacker, reviewer status etc)
3.	Administrator
4.	Bureaucrat
5.	Steward
6.	Checkuser
7.	Oversighter

IF 2-7, RECORD USERNAME: _____

Recruitment Definitions, Sample Spread, Compliance

1. CENTRES:

- A. Delhi: 11 Respondents
- B. Bangalore: 20 Respondents

2. MOBILE CONNECTIVITY TYPE:

All respondents must be connected to the Internet on their Mobile Phones through GPRS or 3G. Only WAP-enabled connectivity is not enough. So we need to have a phone, which definitely has a browser.

3. WIKIPEDIA CRITERIA/DEFINITIONS:

3 Types of Respondents :

- i. **Mobile Readers:** Those who access Wikipedia at least 2 times in a week ON THEIR PHONE. They must have a Smartphone with BROWSER capability
- ii. **Editors: Those who are active editors of Wikipedia – to be recruited off a list Client sends to us**
- iii. **Mobile Potentials:** Those who access Wikipedia at least 4 times in a month on the computer. They must have a smart or feature phone with browser capability and GPRS or 3G connections

4. OTHER CRITERIA:

We want a mix of Gender, Life stage (student, young working, householder) and Language

5. RESPONDENT COMPLIANCE AND AGREEMENT:

Each Respondent MUST AGREE TO:

- a. A F2F Interview between April 20 and May 2nd for about 2 hours each
- b. Small homework assignments to be submitted online – Q and A format. 1-2 times a week, for the duration of the study
- c. Participation in a workshop in Bangalore on May 15 (Saturday or Sunday)
- d. Signing a release form (sample attached)

Please Inform each Respondent of Payment and Staggered Payment Schedule.

RESPONDENT CODES – SAMPLE SPREAD:

	DELHI – 11 6 Readers; 3 Editors; 2 Potentials		BANGALORE – 20 9 Readers; 7 Editors; 4 Potentials	
	Hindi	English	English	Kannada/Tamil/Malayalam/Telugu ENSURE SPREAD
Mobile Readers = 15 (M/F Mix): Students Young Adults Householders	A B D -	C E F	A B -	E, F, G H, I J, K
Editors: 12 M/F mix	G H	I	C	L, M, N, O, P, Q
Potentials: 6 Those Wikipedia users who read Wikipedia on the computer (either home or in public spaces) but have the potential to become frequent readers of Wikipedia on the phone. They must have a smart or feature phone with browser capability and GPRS or 3G connections	J	K	D	R, S, T