

Interviewer: All right. Participant 23, we've got the recording going. First off, before we get started, do you have any questions for me?

Participant 23: Yes. What is this study about?

Interviewer: Yeah. It's about users experiences with Wikipedia on a mobile device. We're working with Wikimedia, which is the parent company of Wikipedia, to just kind of understand how people are using Wikipedia on their phones.

Participant 23: Okay.

Interviewer: Anything else?

Participant 23: Nope. No, that's good. Thank you.

Interviewer: All right. Let's go ahead and get started. First off, I just want to get to know you a little bit better. Could you tell me where you are from and what you do?

Participant 23: Okay. I'm a grad student graduating this semester, or this summer. I'm in user information experience design at Pratt Institute and I am from the Philippines.

Interviewer: Cool, cool. Are you excited to graduate?

Participant 23: Yes, very much, but it's pretty nerve-wrecking when it comes to the downmarket, so wish me luck.

Interviewer: Good luck, all the luck.

Participant 23: Thank you.

Interviewer: Fantastic. A few days ago you took a survey for us and you mentioned that the last time that you used Wikipedia on your phone was to search for Chinese marriage customs.

Participant 23: Yes.

Interviewer: Can I ask you [crosstalk 00:01:24] to recall that? [crosstalk 00:01:26] I'm sorry. Sorry, go ahead.

Participant 23: Oh no, I was doing a project and I just wanted to know the different traditions around the world and somebody just mentioned Chinese marriages, so I heard that if you are yellow, it's a sign of bad luck and the color yellow means second marriage. I just got on my mobile phone and typed in, "Chinese marriage," and obviously Wikipedia came up first, so I clicked it.

Interviewer: Cool. How often would you say that you typically go to Wikipedia to find answers to questions that have come up in conversation?

Participant 23: I think maybe five times a week, five to six times a week, because I normally use it before I go to sleep. I like to browse, and if I don't understand something, I just type it on my Google nav bar and Wikipedia comes out as the first hit, so that's what I click all the time.

Interviewer: Okay. What's your general perception of Wikipedia?

Participant 23: Very informative and up-to-date.

Interviewer: Informative and up-to-date, cool.

Participant 23: Yeah.

Interviewer: How much time would you say on average that you spend on your mobile phone weekly? Ballpark it.

Participant 23: Maybe eight hours I'm not on my phone a day, so-

Interviewer: Okay.

Participant 23: 24 times [inaudible 00:02:55]-ish.

Interviewer: Quite a bit, that's okay. Are you concerned with data usage at all?

Participant 23: No, not at all.

Interviewer: No? Okay. On the survey you had mentioned that you have access to Wikipedia through the mobile browser and the app, is there one of those-

Participant 23: Oh no, I didn't ... Oh, did I click the app? I'm so sorry.

Interviewer: That's okay.

Participant 23: It was just the browser.

Interviewer: Just the mobile browser? Okay. That's fine.

Participant 23: Yeah.

Interviewer: Why is this your preferred method of access?

Participant 23: Just because I think it's streamlined all in one place, so if I'm reading something, I'd rather just type it into the nav bar, instead of exit my browser and open up another app and look for it.

Interviewer: Okay. Are there any other ways that you wish you could access Wikipedia on your phone?

Participant 23: Maybe a Wikipedia plugin to my browser, like a Siri.

Interviewer: Okay. What would that look like to you?

Participant 23: Or like a ... I have no idea, but ... Or maybe like a chat bar, or a chat bot, or something like, "What is [inaudible 00:04:21]?"

Interviewer: Okay, so-

Participant 23: [inaudible 00:04:23] pop ups it would give you a little bit of information-

Interviewer: Okay.

Participant 23: So you're not diverting.

Interviewer: Okay, cool. Just kind of having Wikipedia more present in the mobile browser that you're using?

Participant 23: Yes.

Interviewer: Okay.

Participant 23: In some way, shape, or form.

Interviewer: Fantastic. If there's anything that you could modify about the mobile browser, in addition to the plugin, which I think is awesome, is there anything else that you'd like to see Wikipedia change in their mobile browser?

Participant 23: No, not at all. I think it's very clear and straightforward. I'm really impressed that it's very up-to-date. I was Googling on this celebrity who just got married. She's not an A celebrity, but within an hour or two the profile got updated and I was like, "Wow, this is ..." I was very much impressed. It was something that ... I just noticed it.

Interviewer: Cool. Do you use Wikipedia on your computer at all?

Participant 23: Yes.

Interviewer: Okay. How does your mobile experience differ from your experience on the computer?

Participant 23: Nothing really, it's just that I'm on my mobile more because I'm always in transit.

Interviewer: Okay.

Participant 23: [inaudible 00:05:41], it's just for Netflix and things.

Interviewer: Okay. Before, I kind of gave it away earlier, did you know that a Wikipedia app exists?

Participant 23: No, but when I took your preliminary survey, then I realized it.

Interviewer: Okay.

Participant 23: If I hadn't taken it, I wouldn't have known.

Interviewer: Okay. What would you expect to see from a Wikipedia application?

Participant 23: Hmm? Something like an encyclopedia/a way to contribute, I guess. Maybe something like a Bible app, where you can highlight things and keep them as a reference, and share them with your [inaudible 00:06:30].

Interviewer: Okay. How do you generally decide whether or not to download any application to your phone?

Participant 23: If it significantly changes my life, or improves the ... Streamlines my life, or stuff like a banking app, or an insurance, Lemonade app. Generally, if I can access it on my browser, then I don't really care to.

Interviewer: Okay.

Participant 23: Or [inaudible 00:07:03] touch thing. If they have the fingerprint thing, then it's so easy for me. It's easier than typing in the mobile website.

Interviewer: Okay. Can you explain that a little bit further? Is that just the password thing, or ...

Participant 23: Yeah, the password thing.

Interviewer: Okay.

Participant 23: Just ... Yeah.

Interviewer: Okay. What would you imagine would be the benefits of downloading a Wikipedia app?

Participant 23: Sharing information, contribute a ... Yeah.

Interviewer: Do you find it difficult to share information from the mobile browser on Wikipedia?

Participant 23: No, not with screenshots, but that's a whole different [inaudible 00:07:55] journey.

Interviewer: Okay. You typically screenshot and then share from that?

Participant 23: Yes.

Interviewer: Okay, cool.

Participant 23: I do.

Interviewer: Go ahead.

Participant 23: If Wikipedia ... If the app ... I don't know, because I don't have the app, but if they had fun facts, I guess. I mean, I think that would be really interesting. You just open it and you kind of learn about things, learn about the world, because I don't think people can just type out of the blue something that's interesting. They don't know what they don't know, so I mean, I think ... I don't know Wikipedia does it, but that'd be really cool.

Interviewer: Kind of like a prompt to encourage a curiosity from the user.

Participant 23: Correct. You know how some websites have, "Oh, word of the day, or improve your vocabulary," but this is more in depth and interesting, because then you kind of ... "Did you know, blah, blah, blah, blah, blah?" Then you can click it and then it goes to [inaudible 00:08:51] article.

Interviewer: Okay, yeah. That's great. What, if anything, would encourage you to use a Wikipedia application?

Participant 23: Hmm? Word of mouth. To me, it's like if I heard someone talk about it, then I would definitely have adopted it.

Interviewer: All right, cool. You said earlier that you tend to spend quite a bit of time on your phone, and in the survey you mentioned that you read Wikipedia daily. Could you tell me how often those interactions with Wikipedia are done on your phone?

Participant 23: Okay, let me check one second.

Interviewer: Yeah.

Participant 23: Yeah, so it's almost on a daily basis. It was Chinese marriage, Nathalie Kelley, structure of the earth, if you're reading this, it's too late, a quiet place. It's everything from film, to music, to the structure of the earth, to celebrities, Chinese marriage, and [inaudible 00:10:04].

Interviewer: Okay.

Participant 23: Yeah.

Interviewer: Yeah. Was the Chinese marriage the last thing that you looked up?

Participant 23: Yes.

Interviewer: Okay. We already kind of talked about that one, but if you can remember one of the further histories, like the structure of the earth, can you talk about what your primary motivation for looking up that information was?

Participant 23: One second.

Interviewer: Yeah.

Participant 23: Oh, I saw a baking show that has an earth cake, and it was very intricate, and I was like, "Oh, wow," so I wanted to compare it to the structure of the earth, if it was really legitimately like it.

Interviewer: Okay. That's cool. Were you satisfied with the information that you found on Wikipedia?

Participant 23: Very.

Interviewer: Very much?

Participant 23: It looked like the cake.

Interviewer: Cool. What gave you that satisfied feeling?

Participant 23: When I saw the photo.

Interviewer: Okay.

Participant 23: Sometimes photos can explain it all and Wikipedia photos are pretty detailed [inaudible 00:11:13].

Interviewer: Okay. Would you say, in general, when you're reading Wikipedia content, what would you say are things that have to happen for you to feel satisfied with the content?

Participant 23: When my questions are answered. For example, with Chinese marriage, I didn't see anything about the color yellow.

Interviewer: Awe.

Participant 23: So I was not very satisfied, but then I could have researched something else, I could've typed [inaudible 00:11:45], but I just typed Chinese marriage.

Interviewer: Okay. You would say that something that would leave you to feel dissatisfied is if there was a very minute detail within something that you weren't able to find?

Participant 23: Yes, because I just wanted to find out about the color yellow, so I don't know, maybe Wikipedia also could suggest [inaudible 00:12:08] for searches.

Interviewer: Okay.

Participant 23: If I click on Chinese marriage, and then maybe it could have a box like, superstitions, or something, I don't know. Because I didn't see much about it.

Interviewer: Okay. What would you say are the advantages or disadvantages of reading Wikipedia content on a mobile device?

Participant 23: I love how they link certain keywords to other articles. Just advantages, I don't see any, actually.

Interviewer: Okay.

Participant 23: They're really like-

Interviewer: If there is anything that you could change about accessing content on a mobile device through Wikipedia, what would you like to see changed, or what would you like to see not changed? I'm sorry.

Participant 23: Not changed?

Interviewer: Yeah. If things were to change, what is your favorite thing ... What are your favorite things about Wikipedia that if you saw go, you'd be devastated?

Participant 23: I like the very black and white simple layout of everything. I love the way it's written. I love the way they have the accordion layout. I don't know, I really love Wikipedia.

Interviewer: Okay, cool. Would you say that you ... Or do you feel like you generally have to sift through a lot of information before you find what you're looking for on Wikipedia?

Participant 23: No, not at all, because I like the way it's structured.

Interviewer: Okay.

Participant 23: You'll have basically the main things, that from there you can sort of get an idea of which article you'll [inaudible 00:13:51].

Interviewer: Okay. How often, if ever, do you question where the content you're reading is coming from on Wikipedia?

Participant 23: Oh yeah, actually I do question it. It's always in the back of my head, but then [inaudible 00:14:10] really research, but where does the content come from? Do you know?

Interviewer: Sorry [crosstalk 00:14:19], I lost you for a second there. Can you say that one more time? Sorry.

Participant 23: No. For example, I'm in the structure of the earth's website and it said, "Last edited one month ago by [PlantSurfer 00:14:28]," but then ... Yeah. It has some details about the people who [inaudible 00:14:37], but then I'm not really sure about the governance of how to be a contributor.

Interviewer: Okay.

Participant 23: I just trust, I guess, just I totally trust that it's okay and maybe it's really not very smart of me to do.

Interviewer: Okay, so you just, you don't really ... I mean, you say you noticed that something says it's been edited, but you're still willing to trust what's there, yeah?

Participant 23: Yes.

Interviewer: Okay, cool. How do you imagine content is getting published onto Wikipedia?

Participant 23: I'm really not sure. Let me check.

Interviewer: Okay.

Participant 23: I don't know.

Interviewer: That's okay, that's okay.

Participant 23: Okay.

Interviewer: You said that you really trust Wikipedia. Is there anything that could happen that would affect your level of trust in what you're reading on Wikipedia?

Participant 23: Well, okay, so when I search for information, it's not only Wikipedia, so Wikipedia is the first thing I go to, and then if that contrasts against the other websites that I read, then of course I will question Wikipedia also.

Interviewer: Okay. What is your perception of editing on Wikipedia? We talked about it a little bit more, but what's your general feeling about it?



Participant 23: Of editing Wikipedia?

Interviewer: Mm-hmm (affirmative). Yeah.

Participant 23: Oh, okay. I don't know who has ... I actually have no idea, because I don't also know who has permission. For example, if you're a public figure, I don't even know if they can allow certain things to be published about them. I notice when I Google a lot of people, some don't have the common things that ... Personal information, some don't have it, or personal ... Yeah. That personal page, but then I'm like, "Okay. Well, that's weird. The public knows a lot about that, but how come they don't have it?" Is it ... Do people have ... For example, you're a public figure, do you actually ... Can you actually censor what's being written about you, or excluded? Can you exclude some things? I have no idea.

Interviewer: Yeah. I don't know either, but that's interesting. I hadn't heard that yet. What, if anything, would encourage you to edit content, or contribute information to Wikipedia?

Participant 23: If it was about anything relating to, I guess, myself.

Interviewer: Okay.

Participant 23: I don't know, my uncle's on Wikipedia, my great great aunt and uncle's on Wikipedia, so if I knew that was wrong, then for sure I would just move heaven and earth maybe to change it, because I know it, because it's the truth, but then yeah.

Interviewer: Okay, so stuff-

Participant 23: It could have either [inaudible 00:17:53], I don't feel like I have authority to.

Interviewer: Okay, so just things that you feel like you have a very strong connection with?

Participant 23: Yes.

Interviewer: Okay, cool. In your survey, you had mentioned that you also speak Tagalog?

Participant 23: Yes, correct.

Interviewer: Am I pronouncing that correctly, Tagalog?

Participant 23: No.

Interviewer: Okay. How is it pronounced?

Participant 23: Tagalog.

Interviewer: Tagalog, okay. I'll do-

Participant 23: No, no, no.

Interviewer: I'm going to do my best. Say it one more time.

Participant 23: Tagalog.

Interviewer: Tagalog.

Participant 23: Closer.

Interviewer: Okay. I am not perfect. You had mentioned that you speak Tagalog.

Participant 23: Yes.

Interviewer: Yes. How often would you say that you use the Tagalog Wikipedia page to look up information?

Participant 23: Never.

Interviewer: Never?

Participant 23: No.

Interviewer: Why never?

Participant 23: I have no idea. Let me Google right now, because now I'm curious.

Interviewer: Okay.

Participant 23: Wow, I had no idea. Nope. Wow. Wow, there is one. That's crazy. [inaudible 00:19:21].

Interviewer: Is that something you can imagine yourself using in the future?

Participant 23: No.

Interviewer: No?

Participant 23: Only because I'm looking at it right now and Wikipedia, the way it's written is very simple, and succinct, and straightforward in English, and this one ... This writing in Tagalog is very ... It's like a mix of very simple and also very deep. Does that make sense?

Interviewer: It's more of, would you say, like dense, academic kind of writing, or is it just ...

Participant 23: It's a mix of very relatable, but also very academic, the words that they use.

Interviewer: Oh, okay.

Participant 23: Yeah.

Interviewer: The [crosstalk 00:20:26] ... You would say the English page is really easy to read, it's kind of a more simple way to structure the content ... The information is written in a more simple layman's terms, like everyday kind of language, and-

Participant 23: Correct.

Interviewer: The other one's not [inaudible 00:20:44]?

Participant 23: Yeah.

Interviewer: I'm sorry.

Participant 23: Yeah, so ...

Interviewer: No, keep going. Sorry.

Participant 23: Yeah, the way it's written, it's so very ... Sometimes it's old school. It's so old school academic heavy, and then sometimes it's very ... Anyone else can read it. Tagalog's a really, really deep language and they're words for everything, so it's not as easy to grasp the information, as opposed to reading it the way it's written in English.

Interviewer: Okay. Is there anything that would encourage you in the future to use that Wikipedia page, or would you kind of just stick with the English one?

Participant 23: If I wanted to start writing in Tagalog on an academic level, then yes I would probably ... I mean, even the news in the Philippines is not written like this. This is really academic.

Interviewer: Okay, okay. That's interesting. Cool.

Participant 23: Yeah. You go to the news websites and yeah, you can't ... Yeah, this is like another level.

Interviewer: Okay. That is pretty much all the questions that I have for you. I just have a couple of final questions.

Participant 23: Okay.

Interviewer: In your opinion, what would you say is Wikipedia's most critical feature?

Participant 23: Hmm? Like the most important feature about it?

Interviewer: Yeah. What's most important about it for you?

Participant 23: The information, I guess. I don't know.

Interviewer: The information, the access to information, is that-

Participant 23: Yeah.

Interviewer: Okay.

Participant 23: I like the way it's always the first pick [inaudible 00:22:44]. I just know they're up-to-date, so [inaudible 00:22:47].

Interviewer: Okay. Staying up-to-date and the ease of access to information, got it. How do you think that Wikipedia could serve you better?

Participant 23: I'm sorry, I didn't hear your question.

Interviewer: How do you think Wikipedia could serve you better?

Participant 23: Right now, I'm really satisfied, so I don't think it could get any better.

Interviewer: Okay. Is there anything else that you would like to share with me about your experiences that you've had with Wikipedia, positive or negative?

Participant 23: No, I'm pretty satisfied, Wikipedia [inaudible 00:23:29], but I would appreciate ... Well, no. I mean, I think after this interview, I'm just going to research on how articles are edited and contributed.

Interviewer: Okay. Cool. That is all that I have for you. Before we wrap up, do you have any final questions for me?

Participant 23: No, I just wanted to thank you. I really had a really good time talking with you.

Interviewer: Well, thank you. I had a great time too, thank you for teaching me how to pronounce a new word that I will probably continue to butcher in the future.

Participant 23: Okay.

Interviewer: Yeah, thank you for participating in this session. Your comments and feedback are extremely useful and very much appreciated. Again, I apologize about this bird. I wanted to double check that it's still okay that we recorded the session?

Participant 23: Yes, of course.

Interviewer: Fantastic. Following this, I'm going to send you over that document that we talked about to select your incentive and we will be mailing that to you, so it should be processed within five to seven business days, and it'll arrive shortly after, so please be sure that you provide your preferred shipping address for that.

Participant 23: Okay.

Interviewer: If you have any questions or concerns, you have my email-

Participant 23: Okay.

Interviewer: Please feel free to reach out to me. Thank you again and I hope that you have a great rest of your day.

Participant 23: Thank you too, [inaudible 00:24:58], it was a pleasure. Have a good one too.

Interviewer: Thank you. Bye-bye.