

Speaker 1: All right, there we go. Okay. First of all, I just want to get to know you a little bit better. Could you tell me where you're from and what you do?

Participant 25: I am from the San Francisco Bay area in California and I currently work as a lead learning strategist at a start-up education technology company.

Speaker 1: Cool. What interested you in that field?

Participant 25: Pretty much nothing.

Speaker 1: Okay. Just kind of happened? [inaudible 00:00:31] into it? All right. Cool. A little while ago, you took a survey and you had mentioned that the last time you used Wikipedia on your phone was to answer a question. You had googled a question and it kind of redirected you towards Wikipedia.

Participant 25: Yeah.

Speaker 1: Can you [inaudible 00:00:50] if you want to, you don't have to, tell me what that question was and what your motivation to search was?

Participant 25: I'm trying to give you the clearest answer that I have so I'm kind of guessing here, but most likely it was a question regarding one of the characters in "The Office" and I was probably trying to figure out if they were in any other movies, so I probably just googled their name.

Speaker 1: Okay. How often would you typically ... Would you say, typically, that you search for information about the television show, "The Office?"

Participant 25: Every day.

Speaker 1: Every day? You really like that show.

Participant 25: Yes. I'm obsessed.

Speaker 1: Okay. All right. Thank you. What is your general perception of Wikipedia?

Participant 25: I think that it is wholly unreliable for actual research and I would probably only use it for things that I don't necessarily need correct answers for, just small little things, but I ... Pretty much the fact that anyone can go on and edit things makes me very nervous about Wikipedia.

Speaker 1: Okay. Good to know. Thank you.

Participant 25: Yeah.

Speaker 1: On average, how much time would you say that you spend on your mobile phone weekly?

Participant 25: Oh, man. A lot, probably.

Speaker 1: Just a ton? All of it?

Participant 25: A lot. Texting, Instagram, checking the time.

Speaker 1: All right. You use your phone a lot. How concerned are you with data usage?

Participant 25: Data usage?

Speaker 1: Yeah, like using the internet outside of WiFi.

Participant 25: Oh, not at all. I have unlimited.

Speaker 1: Okay. Good to know. Thank you.

Participant 25: Yeah.

Speaker 1: Also, in your survey, you mentioned that you access Wikipedia on a mobile browser or through the Wikipedia application. Which one of those do you tend to use more?

Participant 25: A mobile browser.

Speaker 1: Mobile browser? Okay.

Participant 25: Yeah.

Speaker 1: Why do you choose to use the mobile browser over the app?

Participant 25: I really don't like having apps on my phone. I think they're only ... I don't have any games or anything. I tend to steer clear of any apps because they're just too ugly and I like my phone to have a nice, clean aesthetic.

Speaker 1: Okay. You typically don't download apps but, if you were to download an app, what kind of ... What generally convinces you to download an application to your phone?

Participant 25: Honestly, only if there's no other way of accessing it. I don't have Facebook because I can access it on the web. Things like Instagram, where it's like I have to have the app, then I'll have it but, otherwise, if I don't need to have an app, I will not download it.

Speaker 1: Okay. Good to know. On the mobile browser version of Wikipedia, if you could modify anything about the current platform, what would you like to see modified?

Participant 25: Probably something having to do with the general organization. It's broken down in nice ways, when you look at Wikipedia articles. It looks nice in terms of when you're actually moving through it, but it's not pretty looking at all.

Speaker 1: Okay, so the aesthetics are not really your choice?

Participant 25: Yeah. Yeah, not at all.

Speaker 1: All right, cool. If you could add anything to the current mobile browser, what would you like to see added to it?

Participant 25: Color.

Speaker 1: More color? Okay.

Participant 25: Yeah.

Speaker 1: Cool. Do you use Wikipedia on a desktop or a laptop, as well as on your phone?

Participant 25: Yeah.

Speaker 1: Okay. How does your experience difference between Wikipedia on your phone versus Wikipedia on a computer?

Participant 25: I guess it's easier to read on a computer, especially because, a lot of the times when you google things on ... When I would use any kind of internet on my computer, the way that it would show up on the right hand side on Wikipedia is always easier to read, so I would be ... I guess I would tend more to use Wikipedia if I was on my computer rather than mobile.

Speaker 1: You said it's because it's easier to read on the computer?

Participant 25: Yeah.

Speaker 1: Okay. All right. Thank you. I just want to clarify something you mentioned earlier. In the survey, you had mentioned that you used Wikipedia in the mobile browser and in the application. Is that ... Did I misread that or do you not use the app? Sorry.

Participant 25: Yeah, I guess I said that incorrectly. No, I've never had the app on my phone.

Speaker 1: Okay. Did you know that a Wikipedia app existed?

Participant 25: I've never researched it but, if someone had asked me if I thought it existed, I would definitely say yes.

Speaker 1: Okay, so you would assume that it's there?

Participant 25: Yeah.

Speaker 1: All right. What kind of things would you expect to see from an application version of Wikipedia?

Participant 25: I guess the same kind of thing. I guess it would be a less intense version of Safari or Chrome or something.

Speaker 1: Okay. Is there anything that you can imagine that would encourage you to use the Wikipedia app?

Participant 25: Honestly, not really.

Speaker 1: Okay. All right. You're pretty strict on the if you can access it through the web, there's no need to have application?

Participant 25: Yeah, yeah.

Speaker 1: Okay. Cool. Earlier, you said that you spend tons of time of your phone. Totally okay. In the survey, you mentioned that you read Wikipedia monthly but you also said earlier that you like to read about "The Office" daily, so I'm going to go with that one. Could you tell me how often your interactions with Wikipedia are done on your phone specifically?

Participant 25: I would say that most [inaudible 00:07:24] Instagram, but it's probably daily when I'm just kind of browsing. That would be specifically on Instagram.

Speaker 1: Okay. For using Wikipedia, do you use that daily on your phone or is that just kind of here and there, like weekly or monthly?

Participant 25: Yeah, maybe weekly or monthly.

Speaker 1: Okay. Can you recall the very last time that you used Wikipedia on your phone?

Participant 25: Honestly, no. Not specifically.

Speaker 1: No? Okay. Let's think back to when you were looking up information about "The Office," the actor.

Participant 25: Yeah.

Speaker 1: Can you think back to what the primary motivation for looking up that kind of information was?

Participant 25: Yeah, just because I had some kind of weird curiosity and obsession with "The Office."

Speaker 1: Okay. Were you satisfied with the information that you found on Wikipedia?

Participant 25: Yeah, yeah. Of course.

Speaker 1: Okay. What left you with that satisfied feeling?

Participant 25: Pretty much just because, as I mentioned before, I use Wikipedia for very basic things that, if I do get the wrong answer, I'm not stressing it about it. It's just some small bit of curiosity that I want satisfied at the moment, and it's pretty easy to do that on Wikipedia.

Speaker 1: Okay. Thinking back to that same experience, what do you recall most about it?

Participant 25: Probably how easy it is to obtain information. I think I was looking up someone's age so it was just immediately there.

Speaker 1: All right, cool.

Participant 25: I didn't have to search for it.

Speaker 1: Okay. In general, any kind of interaction with Wikipedia, what are the things that have to happen for you to feel satisfied with what you're reading?

Participant 25: Pretty much that it's easy for me to find the information, if I look up a specific question, that that is the question that is answered, and I'm not looking through a big thing, trying to access the information that I was originally trying to use. I think that's the most frustrating thing about finding anything on the web. That's probably it.

Speaker 1: Okay. Can you recall a time where you were reading Wikipedia content and you felt dissatisfied with what you found?

Participant 25: There was probably a few times where I went on ... I don't know. There's always news articles where it's just like, "Someone edited this Wikipedia page to say all these funny, wrong things," and that leaves me feeling pretty unsatisfied.

Speaker 1: Okay. Kind of when you see things that are totally inaccurate, that leaves you with a dissatisfied feeling.

Participant 25: Yeah, but they're still funny.

Speaker 1: Okay. What would you say are the advantages or the disadvantages of having Wikipedia available to you on your mobile phone?

Participant 25: Probably that, already, most people spend too much time on their phone, so it's just another bad habit of getting into just another thing to look at instead of being a real person.

Speaker 1: Okay.

Participant 25: Then, probably the good thing is just easy access to information all the time.

Speaker 1: Okay. You said that you don't really use Wikipedia to kind of do any kind of deep or intense research but, if you were looking for something a little bit maybe more difficult

to find, if you can think back to a situation like that in general, how much information do you feel like you have to sift through in order to find what you're looking for on Wikipedia?

Participant 25: Usually not a lot because there's so many different pages that answer questions.

Speaker 1: Okay. You feel like you pretty much find stuff right away when you look for it?

Participant 25: Yeah.

Speaker 1: Great. Cool. You've mentioned a few times that you don't necessarily trust 100% whatever is on Wikipedia unless it's something more fun.

Participant 25: Yeah.

Speaker 1: How often do you question the content or question where content comes from on Wikipedia?

Participant 25: Pretty much always. I don't think I'd ever read anything on Wikipedia and ... If it was serious, I would always do other research to find out if that was true.

Speaker 1: Okay. How do you imagine the content gets published onto Wikipedia?

Participant 25: I imagine that people make accounts and then they write stuff. That's it. That's all I know.

Speaker 1: Okay. Pretty simple. All right.

Participant 25: Yeah.

Speaker 1: What influences or affects your level of trust in Wikipedia content?

Participant 25: Pretty much, I guess, because I spent the last nine years in higher education and every single professor I ever had said that, if we ever used Wikipedia as a source, we'd fail.

Speaker 1: Okay, so it's driven from school. You don't trust it because school ingrained in you.

Participant 25: Yeah.

Speaker 1: Okay. What's your perception of editing on Wikipedia? You kind of mentioned earlier that you'd seen people edit things, kind of make things funny. What's your perception of that?

Participant 25: My perception of editing on Wikipedia is that anyone can do it.

Speaker 1: Okay. Okay. What, if anything, would ever encourage you to edit or contribute content to Wikipedia?

Participant 25: Probably not much, honestly, but, if someone had said something that was wholly wrong or incomplete or just offensive, maybe I guess I would.

Speaker 1: Okay, so if it was something that was wildly, wildly inaccurate, you'd consider it more?

Participant 25: Yeah.

Speaker 1: Awesome. All right. Well, Participant 25, that's pretty much everything I wanted to talk to you about. I just have a couple final questions.

Participant 25: Okay.

Speaker 1: In your personal opinion, what would you say is Wikipedia's most critical feature?

Participant 25: Probably their ... I don't know, the vastness of their information, I guess.

Speaker 1: Okay. Cool. How do you think that Wikipedia can serve you better?

Participant 25: I don't know if it's possible, but to have some sort of way of making it so that not anyone could contribute. I know that's a lot to ask.

Speaker 1: Okay, so making it more exclusive kind of for whoever's contributing?

Participant 25: Just reliable, I guess.

Speaker 1: Okay. Reliable. All right. Is there anything else that you would like to share with me about your experiences with Wikipedia? Anything negative, anything positive?

Participant 25: No. I think I'm good.

Speaker 1: All right. Cool. Well, that's all the questions that I have for you. Before we wrap up, do you have any final questions for me?

Participant 25: No, I am good.

Speaker 1: All right. Cool. Well, thank you again for participating. Your comments and feedback are extremely useful and very much appreciated. I wanted to double check that it's still okay that I recorded the session today?

Participant 25: That is a-okay.

Speaker 1: Fantastic. Following this, I'm going to go ahead and send over a document for you to fill out and kind of select your incentive. We'll be mailing it to you so it will take five to seven business days to process, but it should arrive in the mail shortly after that. If you have any further questions or any further concerns, you have my e-mail so please feel free to reach out to me in the future if you need to.

Participant 25: Okay.

Speaker 1: Thank you again, and I hope that you have a great rest of your evening.

Participant 25: Wonderful. I hope the same for you.

Speaker 1: All right. Thank you very much, Participant 25.

Participant 25: All right. Bye.

Speaker 1: Bye.