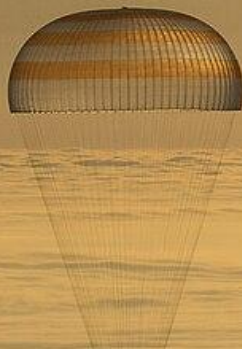




What is the **future** of free knowledge?

Collaboratively charting a course for our movement



Maryana Pinchuk, Principal Product Manager
Wikimedia Foundation “Future Audiences”
WCNA November 2023

Agenda

- 01 “Future Audiences”: goals & scope
- 02 What are we learning?
- 03 Collaborative exercise: imagining future audiences



Agenda



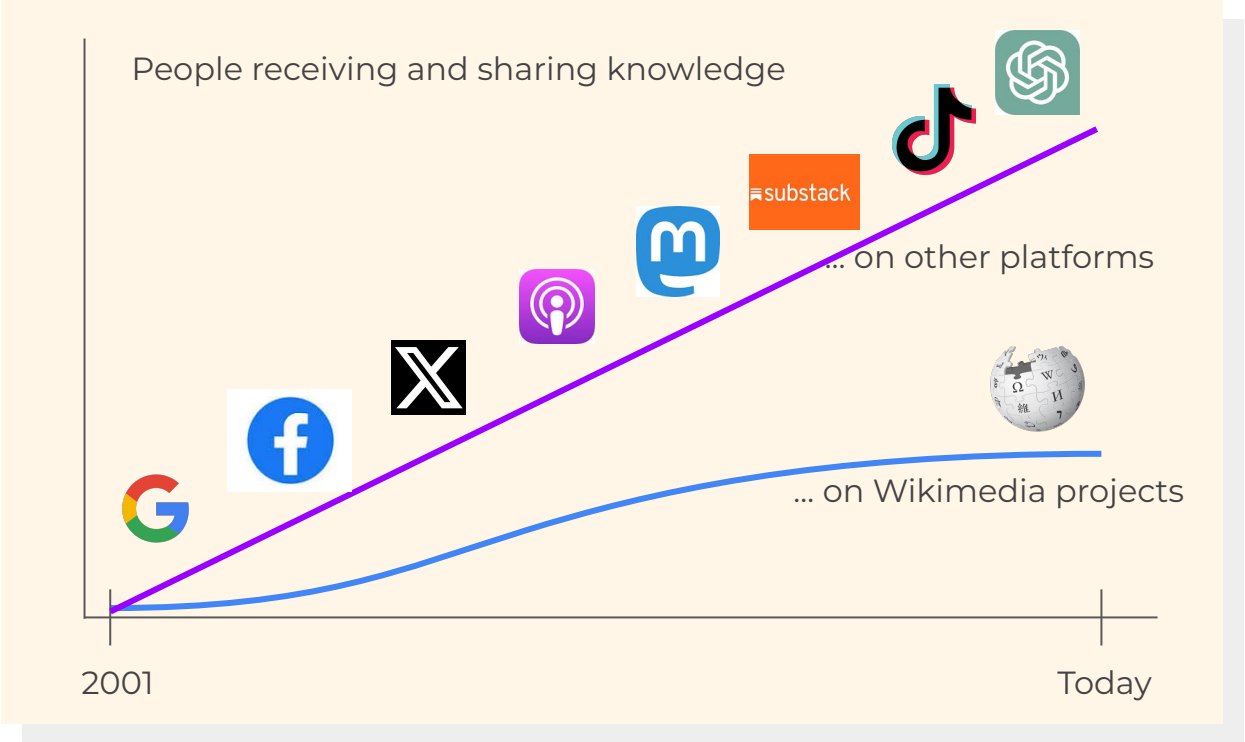
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22 years ago, Wikipedia radically transformed knowledge-sharing. **How can our movement thrive for another 22+ years as technology evolves all around us?**



Future Audiences: initiative within WMF Product & Tech tasked with answering this question through **learning and experimentation**.



Objectives:

1. **Describe multiple potential strategies** through which Wikimedia could satisfy our goal of being the essential infrastructure of the ecosystem of free knowledge
2. **Test hypotheses** to validate or invalidate potential strategies for the future, starting with a focus on third party content platforms.

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Our status quo, **Search-Driven Knowledge**, has worked for the last two decades, but with changes in online behavior, **it is becoming less effective.**



Features:

1. **Web search** (primarily Google) brings most audiences to our projects.
2. We have **millions of readers** and **thousands of contributors** on our websites and apps.
3. **Some readers donate** when they see a banner, and that covers the costs of maintaining our web properties and supporting communities with software, advocacy, grants, etc.

Free Knowledge Everywhere: a strategy that leans into the diversification of where and how people spend time online and seeks to meet them *where they are*.



Features:

1. People get content created by our movement **anywhere and everywhere** they like to spend time online.
2. We have **billions of readers** across hundreds of third-party websites, apps, and new digital experiences.
3. Our content is **clearly attributed**, with pathways for new contributors to join.

Knowledge Destination: A strategy that pushes back against knowledge on third-party platforms and seeks to bring more users to *our* platform.



Features:

1. We **increase awareness and trust** of our projects to drive readers directly to us.
2. We attract **billions of readers** to our websites, apps, and new digital experiences that we build.
3. We continually create new ways of consuming and sharing content that are **as engaging as commercial third-party platforms**.

Internet's Conscience: A strategy that recognizes that our *model* for developing high-quality content is as valuable to the world as the content itself.



Features:

1. We enable other platforms to **vet their content** using our projects' facts and policies of reliability, verifiability, and neutrality.
2. **Billions of consumers** get high-quality knowledge thanks to our movement.
3. Anyone who wants to be an **arbiter of global knowledge** is incentivized to learn about and join our movement.

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Hypothesis: If we build an experimental Wikipedia plugin for ChatGPT, we can **better understand how people might want to interact with our content via an LLM**

MP when will the women's world cup be? where is it?

Used Wikipedia


The 2023 FIFA Women's World Cup is scheduled to take place from 20 July to 20 August 2023. The tournament will be jointly hosted by Australia and New Zealand, marking the first time the Women's World Cup will have more than one host nation. It will also be the first senior World Cup to be held across multiple confederations, as Australia is in the Asian Confederation, while New Zealand is in the Oceanian Confederation.

The opening match will be contested between New Zealand and Norway at Eden Park, Auckland, on 20 July 2023. The final will take place on 20 August 2023 at Sydney Olympic Stadium in Australia.

This tournament will also be the first to feature the expanded format of 32 teams, up from the previous 24, replicating the same format used for the men's World Cup from 1998 to 2022.

You can find more information on the [2023 FIFA Women's World Cup Wikipedia page](#).

This answer is based on content from [Wikipedia](#), a free encyclopedia made by volunteers and available under a [Creative Commons Attribution-ShareAlike License](#). Please note that, as a large language model, I may not have summarized Wikipedia accurately.



2023 FIFA Women's World Cup - Wikipedia
Wikipedia.org

Key questions:

1. **Usage:** Will people using AI assistants want to receive knowledge from Wikipedia for some of their queries?
2. **Quality:** Can we serve knowledge with fidelity via an LLM?
3. **Contributions:** How will AI assistants impact willingness to contribute to our movement?

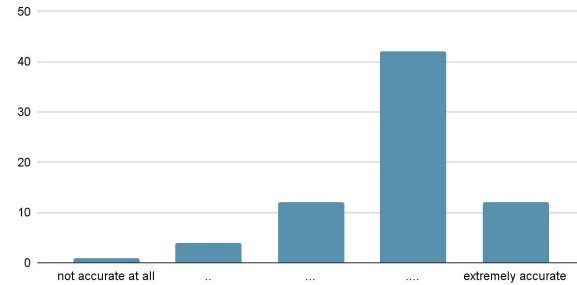
Usage: peaked in September, now declining – general knowledge search doesn't seem to be a core use-case for ChatGPT users.

Queries per week, week of July 11-October 30

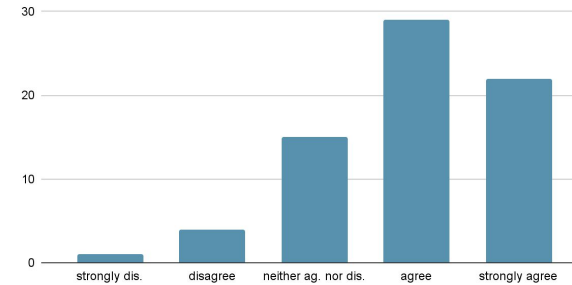


Quality: those who use the plugin trust it more than regular ChatGPT, rate output quality highly. However, hallucinations still occur, especially in non-English.

When using the Wikipedia ChatGPT plugin, how accurate do you think the information it provides is?



I trust the information I get from ChatGPT more when I know that the information came from Wikipedia.



Source: survey of plugin users (respondents= ~70)

How often is ChatGPT accurate when using the Wikipedia plugin?		
de	35.71% - 35.71%	14
en	94.69% - 98.21%	113
fr	80.00% - 100.00%	5
ja	88.00% - 88.00%	50
ru	42.86% - 71.43%	14
total	84.69% - 89.23%	196

Source: qualitative coding of plugin responses by internal evaluators



Next steps: Can we use AI to create new off-platform contribution methods?

Internet's
Conscience

WIRED Why the 'Queen of Shitty Robots' Renounced Her Crown

"It was a bit painful to see."

At age 16, Giertz went off as an exchange student to Hefei, China, where she studied Mandarin (and made an appearance on a Chinese sitcom). When she returned home, her mother picked her up at the airport. "It might have been one of the most surreal days in my life," Giertz recalls. "It took about five minutes in the car before she told me she and my dad had gotten a divorce while I was gone."

"I just said, 'Oh wow, that's very brave of both of you.' And then I decided to move to Kenya," Giertz says.

("That's one of the very few things I feel I could have done better," her mother says. "I was trying to apologize for that just a week or two ago.")

After three months back in Stockholm, Giertz departed for a Swedish boarding school in Nairobi to learn Swahili—and to flee the confusion of a disintegrating home. Then, after finishing high school, she went back to China for another half year; this time in Nanhai, outside of Guangzhou.

As a kid, Giertz was obsessed with getting good grades, but she attended university for only a year before dropping out. In 2012, she took a job as an editor for Sweden's official website, putting her Chinese language skills to work by retooling the Chinese version of the site. The following year she enrolled in a vocational school, this time to study advertising. As part of that program Giertz was required to get an internship. She nabbed one building products at a San Francisco engineering firm called Punch Through Design—which changed everything.

Winter Sale. [Subscribe to WIRED](#)

Trace-a-Fact

powered by Wikipedians

Overview References Timeline

Verified Phrase Share

After scanning through 1 billion articles on Wikipedia, parsing the language content and applying our deep learning algorithm, we can validate this phrase.

MATCHES: 8 PUBLICATIONS: 23 [more](#)

SUGGESTED TOPICS: [Science](#) [Robotics](#) [STEM](#) [4 more](#)

RELEVANT ARTICLES

Simone Giertz
Swedish inventor, maker and robotics enthusiast

WIKIPEDIA Reference Finder

Search over a million primary and secondary sources verified by Wikipedia's editors as quality information sources.

English Search Wikipedia's sources...

- References are the backbone of Wikipedia
- Each reference gets a quality score
- View detailed information about the source

WIKIPEDIA Reference Finder

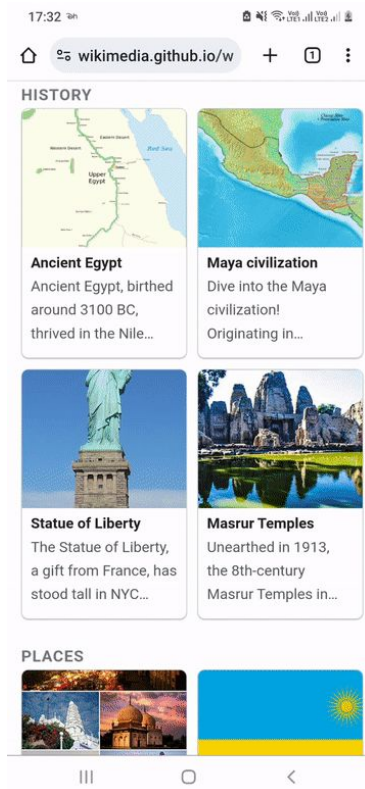
English Syrian refugee crisis Filters Quality Age Primary & Secondary

183 references found

- The New York Times** Quality: 8/10 2018
"The History of Computer Science in China"
5 April 2018 Veronica Harris (Staff Writer)
- The New York Times** Quality: 8/10 2018
"The History of Computer Science in China"
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Other hypotheses & experiments planned this year:



Key questions:

1. If we encourage **students** to vet ChatGPT with Wikipedia, will it improve the quality of their assignments vs no AI tools or AI tools alone?
2. If we encourage **creators on third-party social apps** to credit Wikimedia projects, will it increase interest in and usage of our content by younger audiences?
3. If we remix existing content into **new formats** (e.g., rich media “stories”), will it attract younger audiences who currently don’t visit our projects?

Internet's Conscience

Free Knowledge Everywhere

Knowledge Destination

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Thank you!

More on: [\[\[metawiki: Future Audiences\]\]](#)

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