



Stella

The Student

Stella studies medicine and uses Wikipedia to get detailed information about the topics she is studying as well as learning about related topics.

Goal

Learn (and help others to learn) about Medicine

Scenarios

- At the university, her professor mentions some information about "prosopagnosia". She wants to learn more. Finds that some of the info from the professor is missing on Wikipedia. She adds a new paragraph. The paragraph is marked later as "citation needed" from the community.
- While studying, she reads something more about "prosopagnosia". She adds a reference from her book on the topic.
- Reads on a related topic linked in the article and checks that it is only a stub written in an informal way. She rewrites part of the content to make it more accurate.
- She notices that there is no article for the author of her book. She creates an article and adds a link to it to the "prosopagnosia" article. The article gets reverted due to the lack of notability.

Behaviours

Find information, add information, community feedback on contribution.

Add references

Related topics needing improvements.

Article creation, reverted article, notability.



Alfred

The aficionado

Alfred loves his favourite band Cowil. He has all their albums and attends all the concerts he is able to.

Goal

Ensure there is quality and updated info on his favourite band.

Scenarios

- The first time he reads the article about Cowil, he finds that the years active info from the infobox is wrong, and fixes it.
- After hearing of a new tour of the band, goes to the article to update the list of tours. Since another band is performing with Cowil, he updates the info on the other band to indicate that they collaborated with Cowil.
- Reads in an interview that the singer suffers from prosopagnosia. He goes to the "prosopagnosia" article and adds the singer to "Notable cases" section.

Behaviours

Correcting structured data

Add to lists, report new info, add the same event in a related article.

Add info to connect other articles.



Ralph

The Reader

Ralph enjoys reading Wikipedia, and jumps from article to article driven by his curiosity. Recently discovered that he can help to improve it.

Goal

Discover new topics.

Scenarios

- While reading an article, finds some typos and decides to fix them. Since ne of the fixes is inside a link, makes several test edits to try to get the expected result.
- At the museum, he checks information about the paintings he is viewing. Uploads images fom them and corrects the creation date on some.
- In an article about a nearby neirbourhood indicates that "it is a dangeros area" to warn visitors. He did it with good faith but the change got reverted because it was not encyclopedic.

Behaviours

Small fixes, test edits.

Contribute media (especlation since data was based on desktop users), add structured data.

invalid good-faith edits, edit reverted.



Eve

The expert

Eve is a politician, she founded her own party. She studied politic cience and is a well-informed politician.

Goal

Inform citizens about the great things her party does.

Scenarios

- She adds information about their latest campaign results to the party article without references. Once she is asked for some references, she adds them.
- She adds herself as the founder of the party and creates an article. The article gets reverted because of the conflict of interest.
- She notices some vandalism on the article page about a recent controversy, and removes the hate words form the article. She keeps an eye on the article to make sure this does not happen again.

Behaviours

Report information, provide references

Conflict of interest, article reverted.

Remove vandalism.



Ralph

The Vandal

Feels tempted by the high exposure of Wikipedia to create a parallel reality for fun or express opinions

Goal

Have fun (in his own way)

Scenarios

- He modifies the article of the lead singer of Cowil to add a death date, and shares the link as a prank for his friends (which are fans of the band).
- Under another account, adds links to the ice cream company he works for on some food related articles. To attract some visitors. The links gets removed for SPAM, but he tries addign it again and again.
- In an article about their competing ice cream company, he indicates that they flavours "lack originality and taste really bad". the edit gets reverted.

Behaviours

Fake info, private use

Promote, spam, repeated editing conflict

Attack, edit reverted