discovery

In today's world, content finds the consumer. Over the past decade, social media have had a profound impact on the way people discover content on the internet: time and attention are scarce resources and users have become increasingly accustomed to consuming information surfaced and filtered by friends and family via social feeds. In the current paradigm, information automatically flows toward readers – it simply shows up as part of whatever journey they're on. [1]

"paying active attention to the news was unimportant, because such information was "in the air" as an ambient part of daily life." [2]

In this way, social media channels have (re)defined the expectations and habits of users all over the world. Users now expect relevant information to find them as a result of their preferences, feed settings and serendipitous browsing. Facebook [3] and WhatsApp have become primary entry points for new users accessing the internet, and are, for many emerging communities, simply conflated with "the Internet". For these communities, the page-based mental model [4] of the Internet will effectively never have existed. So to meet our newest users where they are we must recognize the interdependence of form factor and discoverability in a consumption model not driven by search.

Sections

Social Media Facilitates Discovery

In a global user study by SDL, when asked "How do you typically discover new and interesting things online?" respondents indicated they turn first to social networks for content discovery, and then to online and customizable newsfeeds. More traditional means, like email and search engines, ranked far behind.

That same study found, on average, millennials share six pieces of content via social media a day, which has overtaken email with five shares a day as the de facto channel for sharing content.

Content discovery and sharing is driven by social media, and if Wikimedia content isn't there, we're missing an opportunity to increase our reach and be part of the global conversation.

This is particularly true in emerging markets, where social media is sometimes the entirety of a user's online experience. This is especially true in emerging markets where Facebook has reached low-income mobile users by partnering with cell networks to provide Facebook access for free (Facebook Zero inspired the ill-fated Wikipedia Zero).

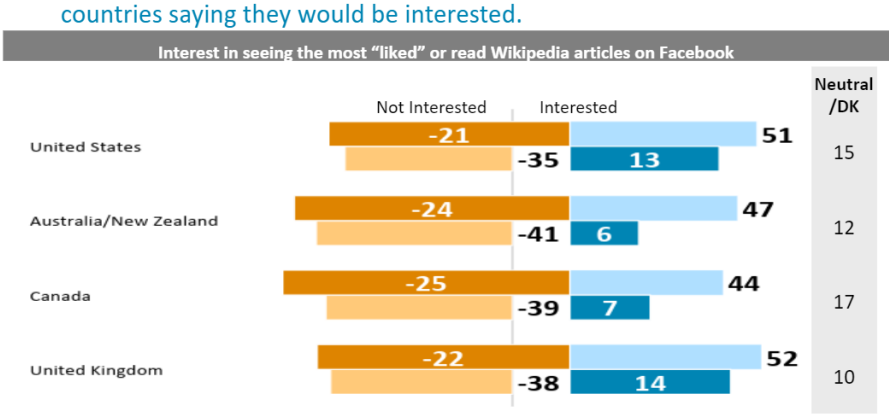
Researchers evaluating how Facebook Zero shapes information and communication technology use in the developing world found that 11% of Indonesians who said they used Facebook also said they did not use the Internet. Essentially, for them, "Facebook is the Internet"

Statistics show the number of shares on social media are down for many types of content, but Wikimedia has an advantage - "evergreen" content

In his *Content Trends 2018* report, Steve Rayson,found data showing that "evergreen" posts have resisted shifts in user behavior, tastes, and changes in Facebook algorithms. Despite Facebook share traffic being down overall, evergreen content remains

According to Rayson, articles that qualify as evergreen have at least one of the

Readers are more interested in seeing the most "liked" or read Wikipedia articles on Facebook, with approximately half of readers in all five countries saying they would be interested.



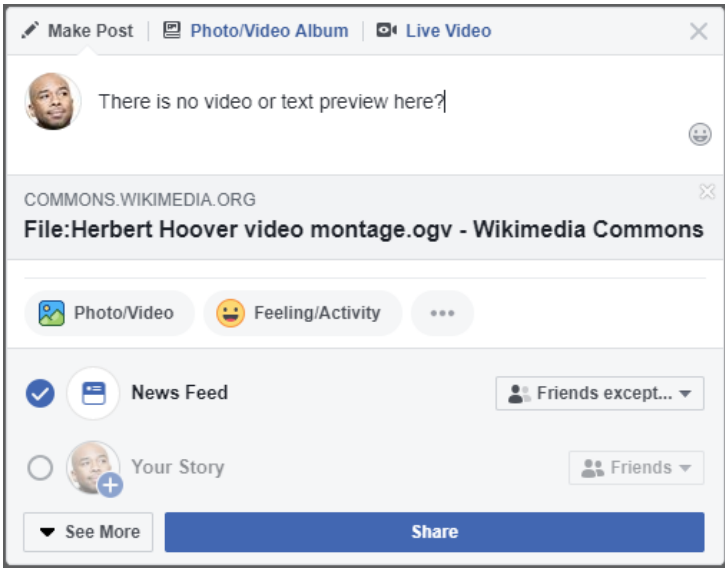
following characteristics. They are:

- Research-based
- Reference-style
- Topics that are relevant over time
- Updated regularly

These attributes are perfect, natural matches for Wikimedia content and show a clear opportunity for us to gain reach with a strategy for encouraging wider sharing of our content.

"In this new world of content saturation and falling social shares, the big winners are sites that have built a strong reputation for original, authoritative content.
The majority of content gets zero backlinks but authoritative research and reference content continues to gain links. In particular, authoritative evergreen content consistently gains shares and links over time."

- Steve Rayson, Content Trends 2018



Improve discoverability of content

Feeds, top articles, and relevance

On the mobile Wikipedia apps, top stories have become a promising avenue. Jonathan Morgan's 2017 research on the Top Articles feature in our apps found the following:

- do people prefer lists that are based on recent page views, or trending edits?
- On average, raters reported that they would be more interested in reading the articles in the 'top read' list than the 'trending' list. The results were consistent across groups, and (marginally) significant for India-based raters.

On average, raters reported that they would be more interested in reading the articles in the 'top read' list than the 'trending' list. The results were consistent across groups, and (marginally) significant for India-based raters.

Additionally, recent (though perhaps skewed) research about Wikipedia readers consistently found that around half of respondents were interested in seeing most liked or read Wikipedia articles on Facebook. These data points indicate that we're missing an opportunity to promote popular content at key places, either on-Wiki or on social media. Not everyone is interested in Top Articles, but a lot of people are and we can enhance their experience with functionality that is optional

and unobtrusive but very useful for users who want it.

Discovery of Multimedia

Discovery of multimedia content should also be a key component of our future strategy. With a focus on:

- Helping editors find useful multimedia to add to articles
- Helping readers find multimedia related to what they've read

As Ubiquitous as Internet Advertising

Advertising is an omnipresent force on the Internet today. It's not just tolerated, but expected, and as more people in developed nations become "cord cutters" and move away from traditional TV, internet advertising's omnipresence increasingly becomes a primary way that people discover new content, products, and news.

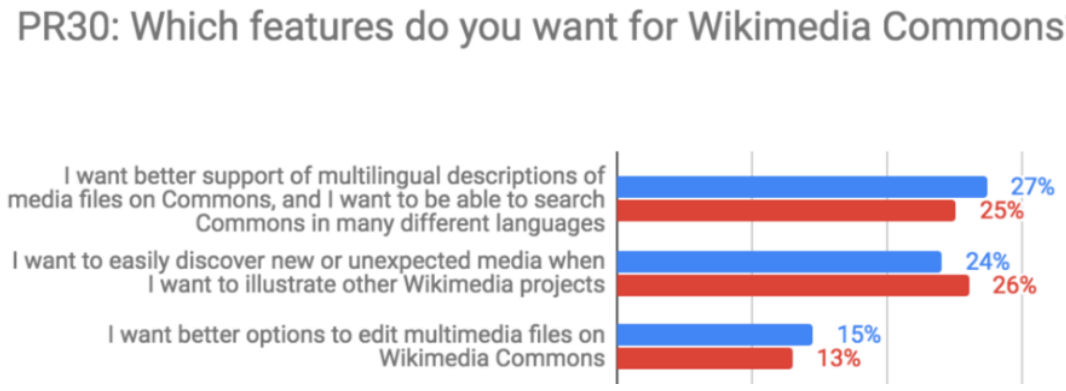
However, growing trends in consumer trust and content saturation suggest that there is room for a new omnipresent force on the Internet - facts.

Major players like Facebook, Amazon, and Google have already integrated Wikimedia content into their platforms. The Wikimedia experience is slowly being integrated into the user experience of other major platforms, but without our input.

Still, the ultimate goal companies like Facebook and Google are trying to achieve is a good one. Misinformation has become a top consumer concern on the Internet. The *Reuters/Oxford Digital News Report for 2018* [1] found:

Over half of those polled (54%) say they are very or extremely concerned about what is real and 'fake' on the internet. This is highest in countries like Brazil (85%), Spain (69%), and the United States (64%) where polarised political situations combine with high social media use.

Modern Internet users aren't sure what to believe. This is becoming a defining element of the Internet usage experience in modern times. In 2018, Facebook and Youtube began using content from Wikipedia to help combat this problem.



Notes

[1] Like the Burma Shave signs motorists encountered on US roadways in the 1950's and 60's, modern day internet users tend to consume whatever information shows up along whatever route they've chosen.
[2] need ref from Ramsey
[3]<ref>https://www.statista.com/statistics/346167/facebook-global-dau/</ref>
[4] [https://en.wikipedia.org/wiki/Mental_model mental model]
[5] Reuters/Oxford Digital News Report for 2018
http://www.digitalnewsreport.org/survey/2018/misinformation-and-disinformation-unpacked/

[2] By "2020, experts estimate 2.95 billion people to access social networks regularly. The majority of this growth is projected to come from mobile devices, as emerging markets catch up on online connectivity." https://www.statista.com/statistics/346167/facebook-global-dau/

[3] Like Burma Shave signs motorists encountered on US roadways in the 50's and 60's, modern day internet users consume the information that shows up along whatever route they've chosen. https://en.wikipedia.org/wiki/Burma-Shave#Roadside_billboards

Sources

R. Isley Research and Insights; Other contributors[1]: A. Baso, C. Gauthier, A. Hollender, D. Horn, J. Katz, J. Minor, T. Negrin, M. Novotny, N. Pangarkar, O. Vasileva

J. Hempel, Wired, 2018 What Happened To Facebook's Grand Plan To Wire The World? https://www.wired.com/story/what-happened-to-facebooks-grand-plan-to-wire-the-world/

https://www.statista.com/statistics/264810/number-of-monthly-active-facebook-users-worldwide/

I Just Google it:" Folk theories of Distributed Discovery
https://academic.oup.com/joc/article/68/3/636/4972617

Study by SDL
https://www.itbusinessedge.com/slideshows/global-study-finds-social-media-drives-content-discovery-with-millennials-02.html

Facebook is the Internet
https://qz.com/333313/milliions-of-facebook-users-have-no-idea-theyre-using-the-internet/

Content Trends 2018 https://buzzsumo.com/blog/content-trends-2018/

[1] If your name was left off the list by mistake please contact JMinor or MNovotny