Free knowledge for complete beginners:

introducing Wikipedia to new readers

Hi there!

Meet our panel:

Anne

Jack

Kacie

Zack

New Readers …
is a WMF program.

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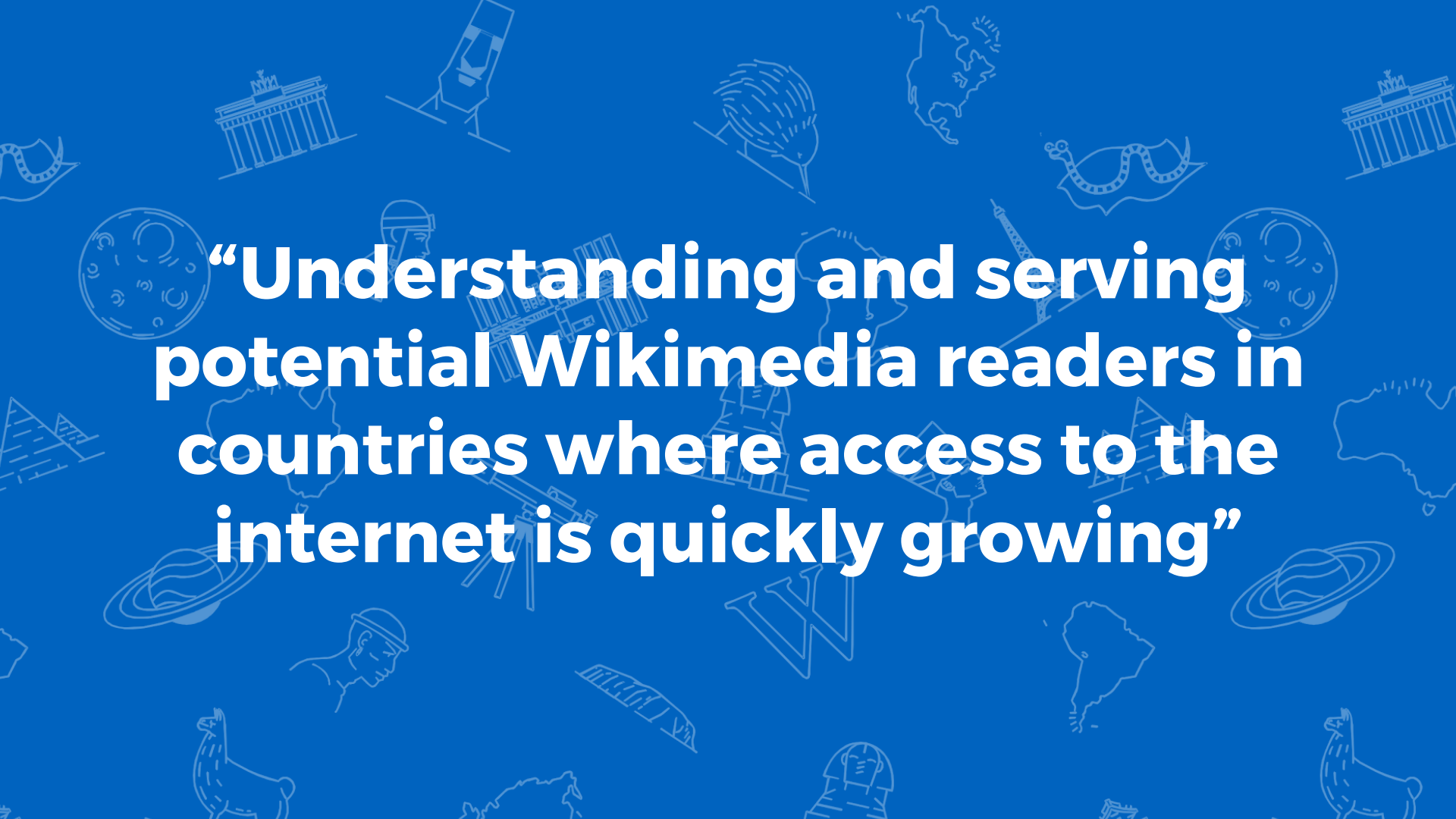
New Readers …
is what it says.


“Understanding and serving potential Wikimedia readers in countries where access to the internet is quickly growing”

Mexico

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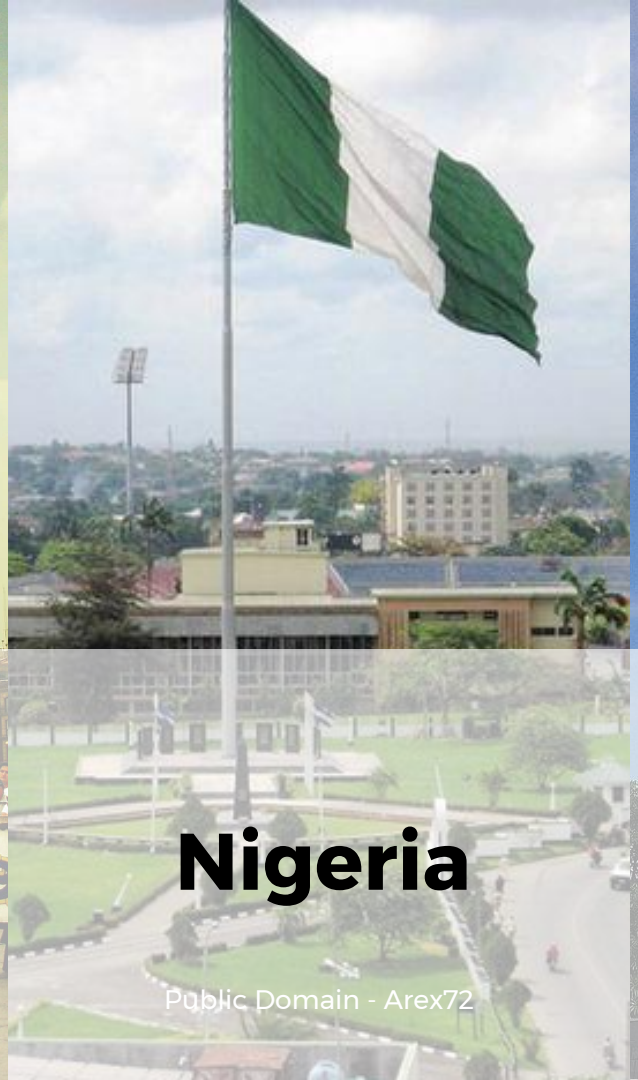

Nigeria

Public Domain - Arex72

India

CC0 - harivyasi

We started with research...

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‘New Readers’

How do they find information?

- Needs for info seeking, especially online
- Habits for info seeking online, and for interacting with Wikipedia
- Existing sources of information and why they are used and trusted.

How can Wikipedia help?

- Existing perceptions and knowledge of Wikipedia
- How current Wikipedia functionalities support or inhibit online learning

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Full set of project objectives can be found at https://meta.wikimedia.org/wiki/New_Readers/Priorities

We learn from the experts: people themselves.

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Community
Volunteers, chapters, user groups

CC-by-SA 4.0 - Zachary McCune

Phone surveys
11,000 respondents

CC-by-SA 3.0 - Omaranabulsi

Design research
> 145 interviews

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What we learned...

For complete findings, see: Meta:New_Readers/Findings

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Let’s meet
Some new readers

Meet “Shilpa”

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Shilpa lives in northern India

- She has inconsistent internet access
- She has never heard of Wikipedia
- She learns from her friends and family

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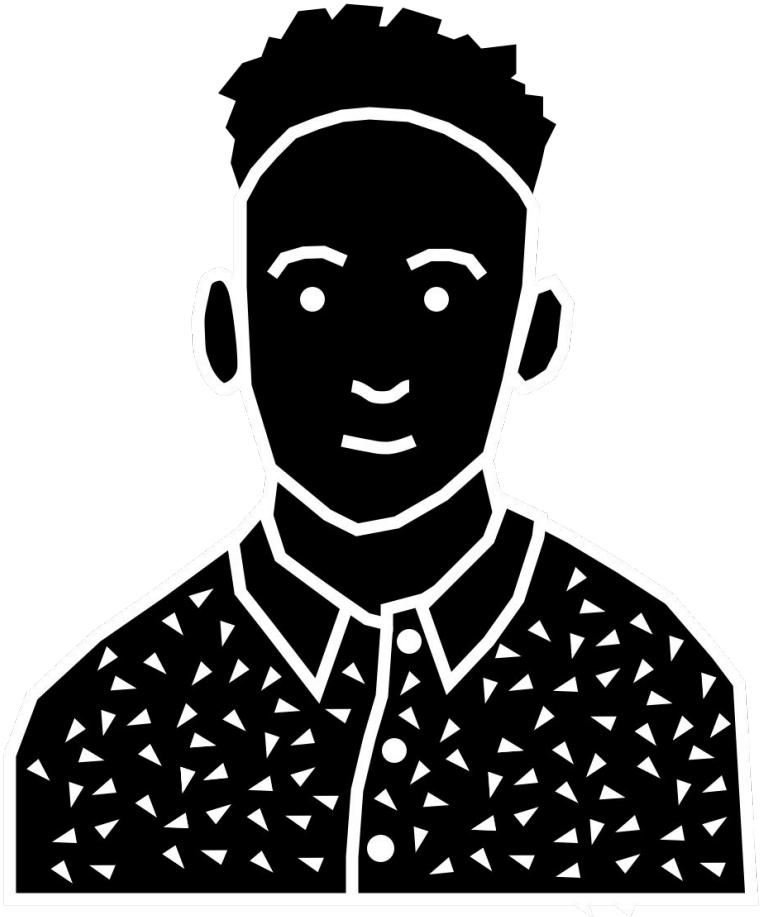
Meet “Chris”



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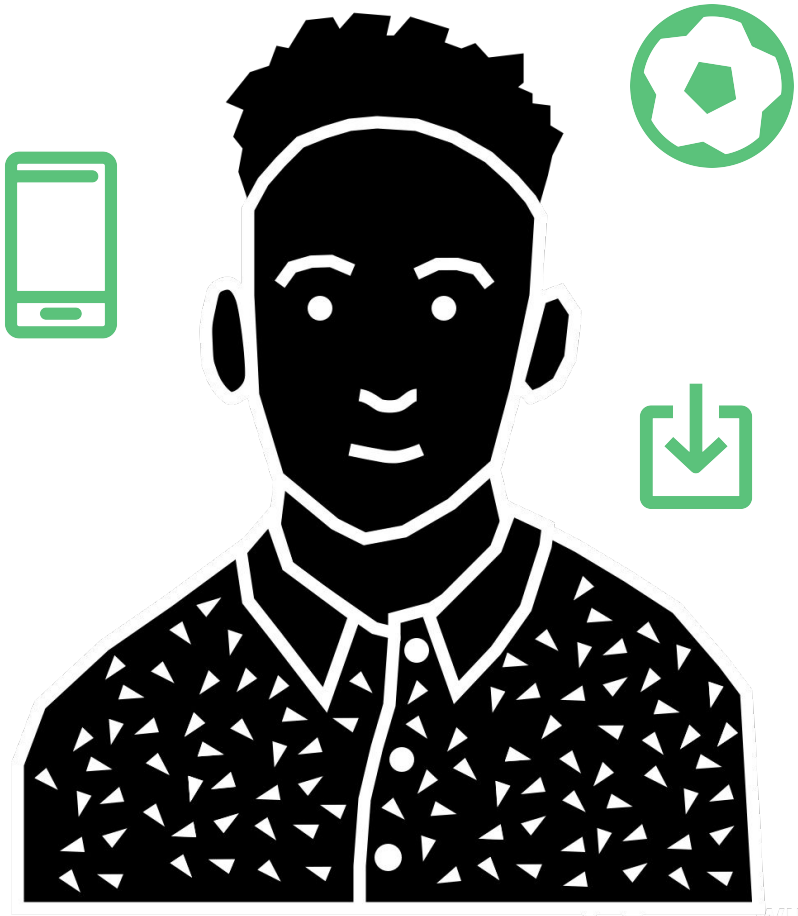
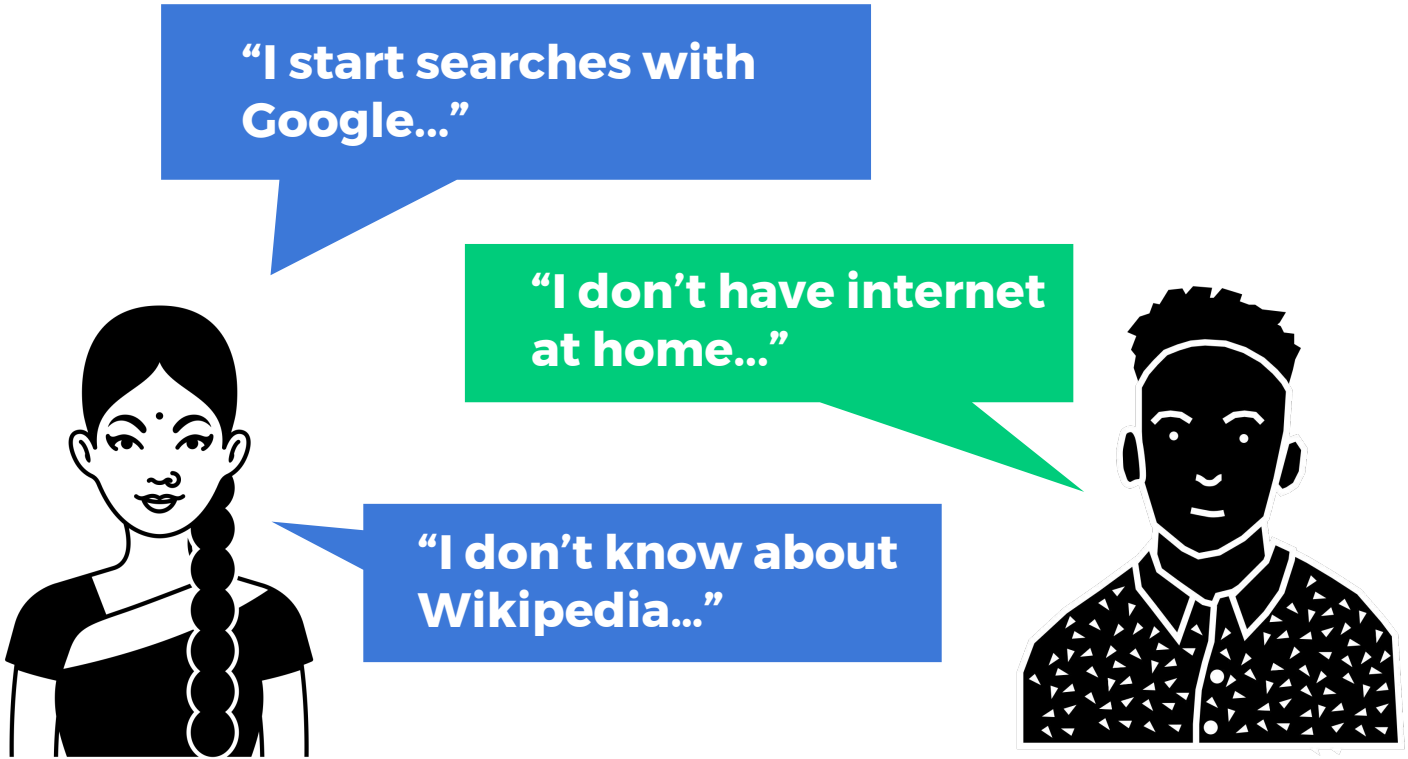


CC-by-SA 4.0 - Zachary McCune -
CC-by-SA 3.0: Bezier Master + baboon designs + Agni

Chris lives in Nigeria

- He has intermittent internet access
- He uses Wikipedia to win arguments
- He downloads content to use at home

Chris and Shilpa have a lot in common...



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So what are we doing?

Building to reach Chris, Shilpa, and people like them...

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Project Status:
Building prototypes

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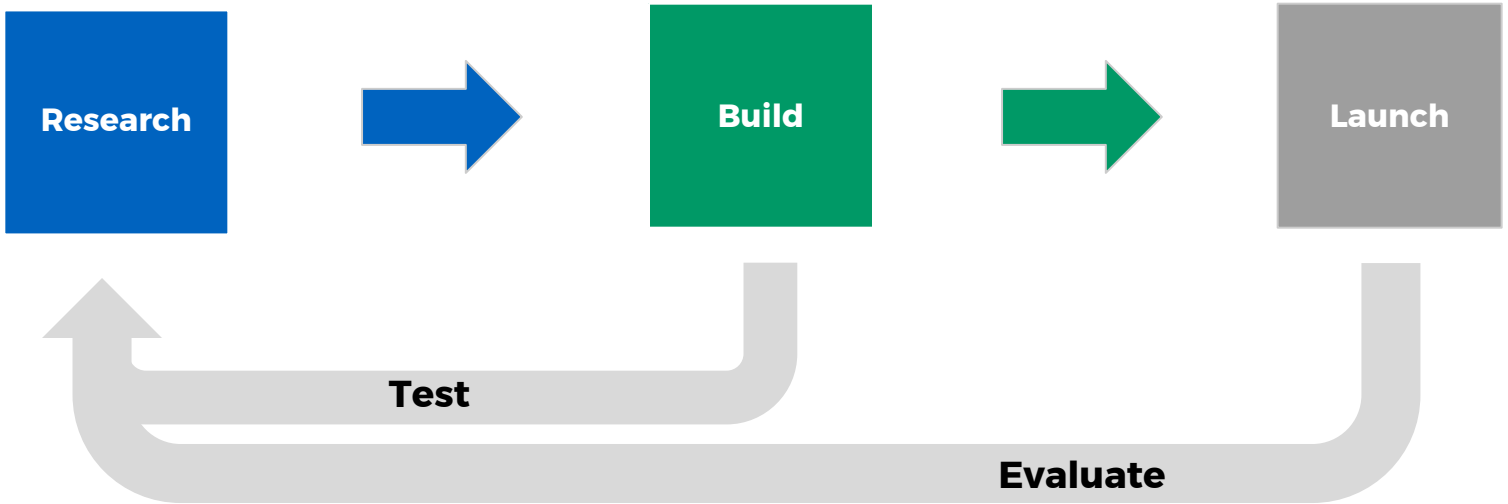
Progress



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Problems:

Awareness

Access

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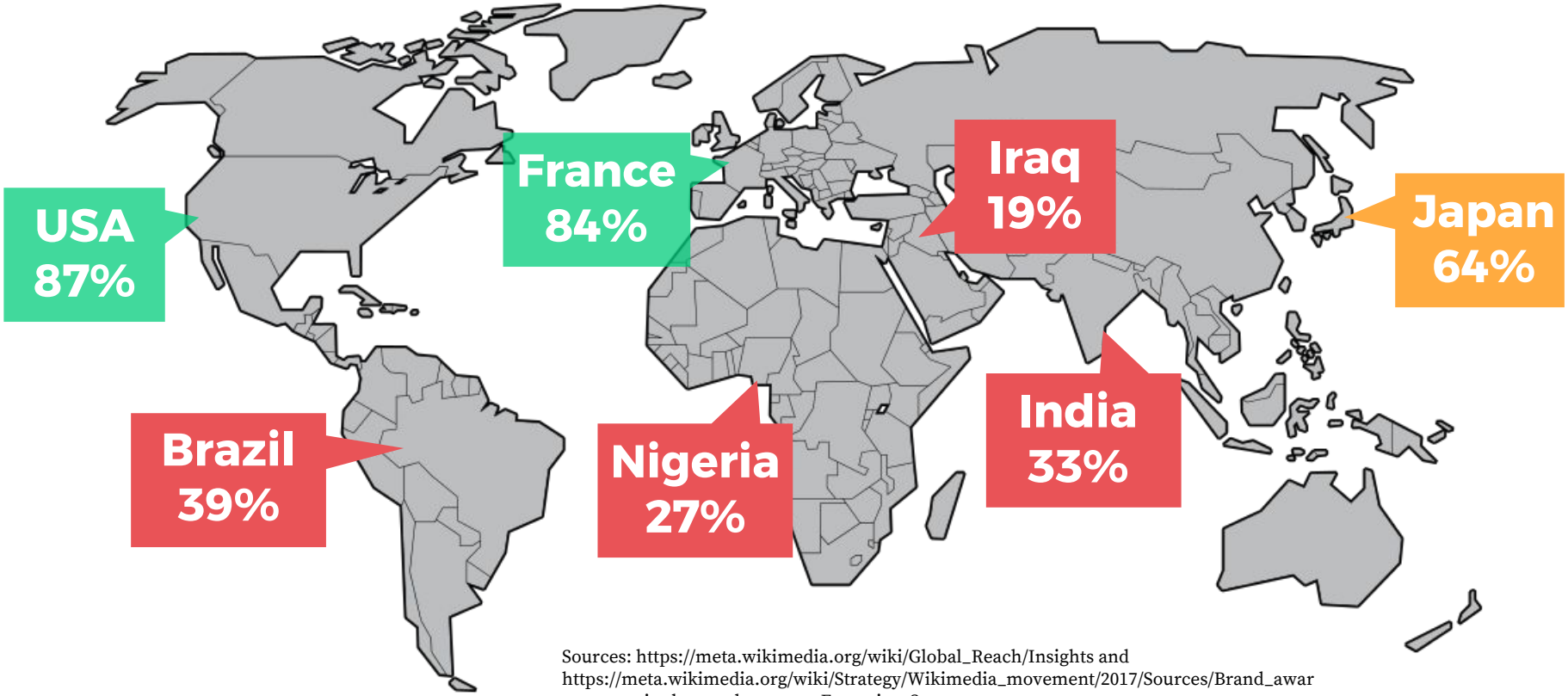
Wikipedia awareness among internet users



Sources: https://meta.wikimedia.org/wiki/Global_Reach/Insights and https://meta.wikimedia.org/wiki/Strategy/Wikimedia_movement/2017/Sources/Brand_awareness,_attitudes,_and_usage_-_Executive_Summary

Awareness

Recognition
I have heard of Wikipedia
Use Value
I use Wikipedia for …
Attribution
I got it from Wikipedia

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Approach: Promoting Wikipedia with regional campaigns

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See more:
https://meta.wikimedia.org/wiki/New_Readers/Next_steps/Raising_awareness#Current_Projects

Regional campaign: Iraq

Status: Complete!

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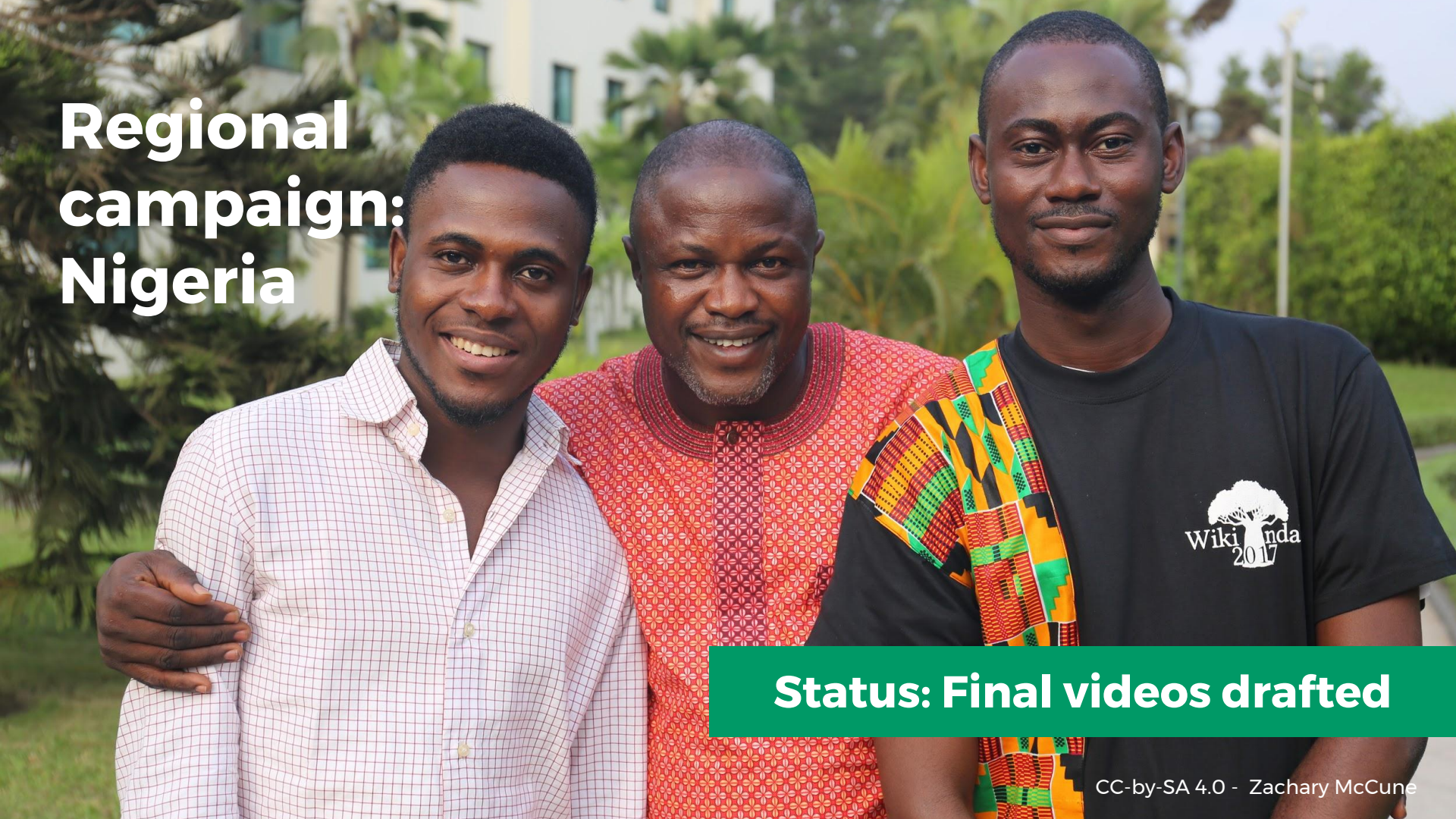
Regional campaign: Nigeria



Status: Final videos drafted

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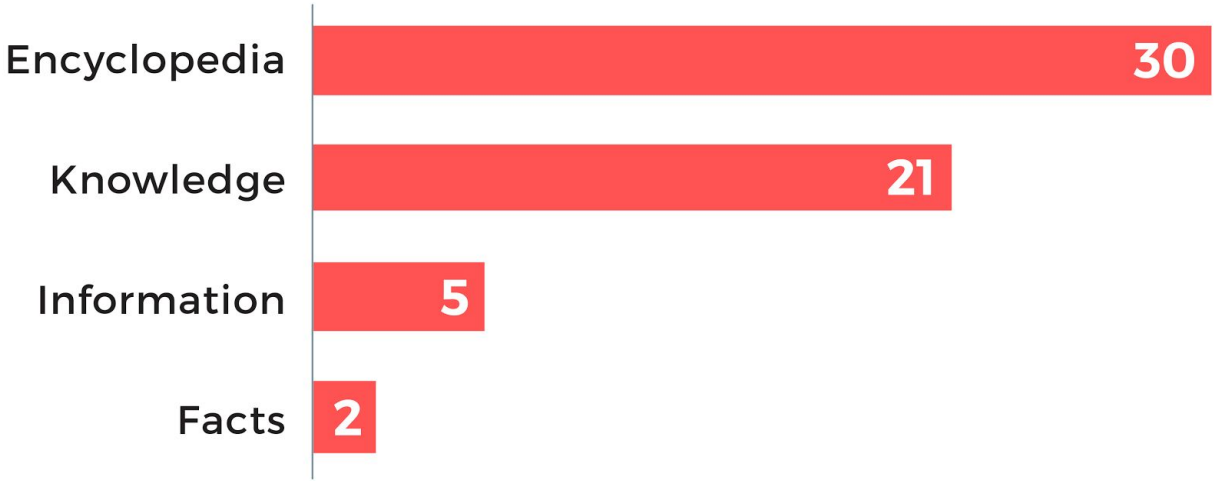
Wikipedia in one word

There were 92 answers to this open text, free response question. These are all words repeated twice or more:



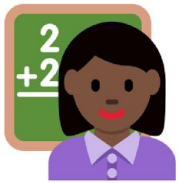
Nigeria survey findings

If Wikipedia were a person it would be a...

Across 92 open text, free responses these personas/characteristics were repeated twice or more:

Know-it-all
(24 responses)

Generous
(11 responses)



Teacher
(5 responses)

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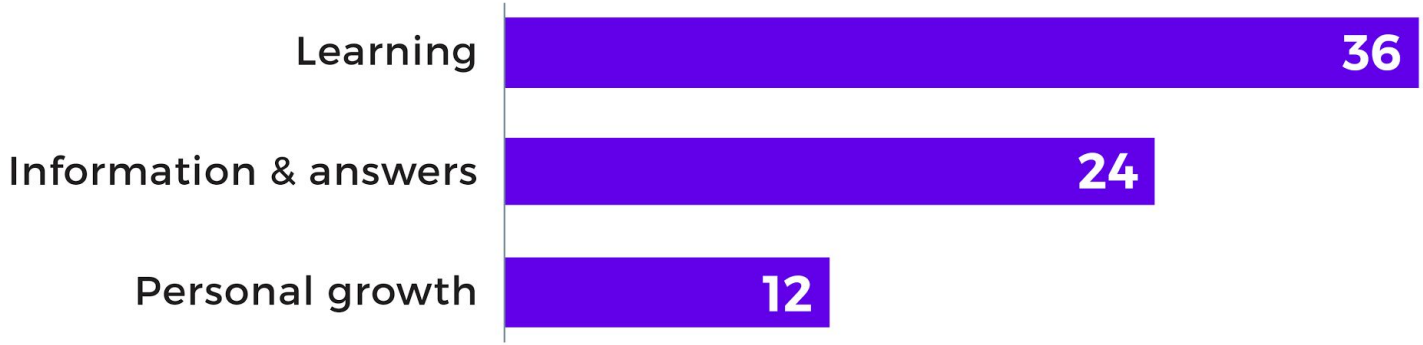
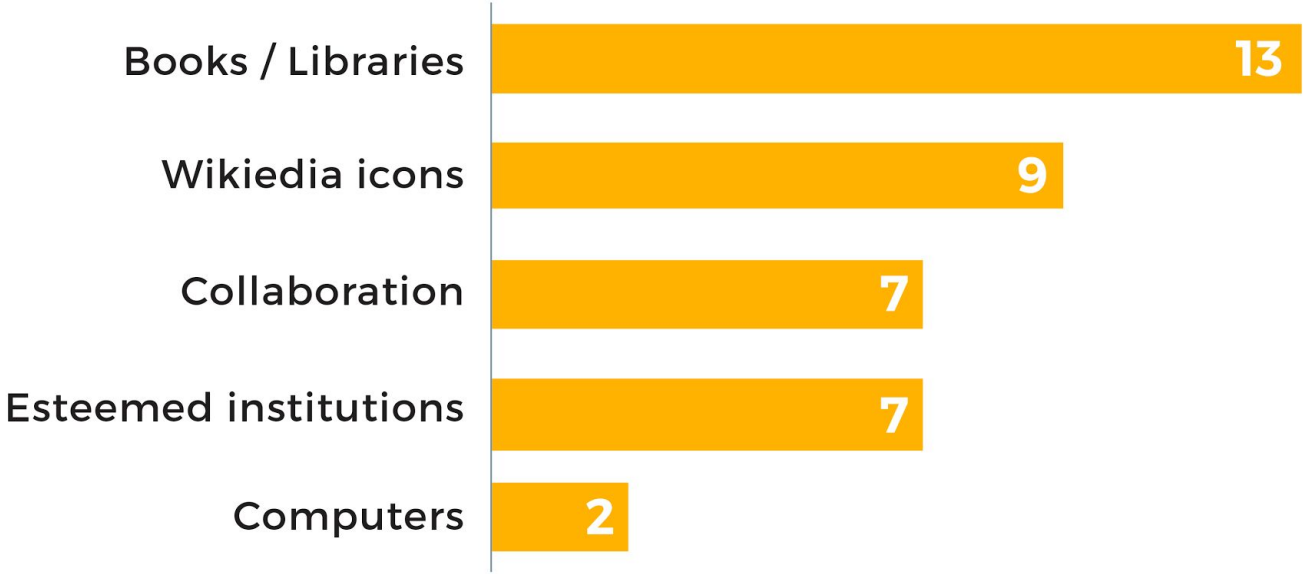
Try Wikipedia, it's great for...

From 92 open text, free responses there were 3 topics suggested 5 times or more:



Imagery themes used to explain Wikipedia

In reviewing the 33 suggested images, 5 visual tropes were repeated twice or more:



Books & libraries are most popular visual summary for Wikipedia in Nigeria
*Especially this library at Trinity College Dublin.
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Regional campaign: India

Status: Developing concepts

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Approach:

Showcasing Wikipedia with Rapid Grants

In Nigeria, a 3-part “ fan club” series:

1. Secrets of Wikipedia	2. Request an article	3. Build stubs
Show students revision history, sources, talk pages, etc.	Students find redlinks and request the articles.	WMNG creates stubs. Students find sources for articles, add to talk page.

Public domain

Access

Offline
I have less internet access
Affordability
Internet access is expensive for me

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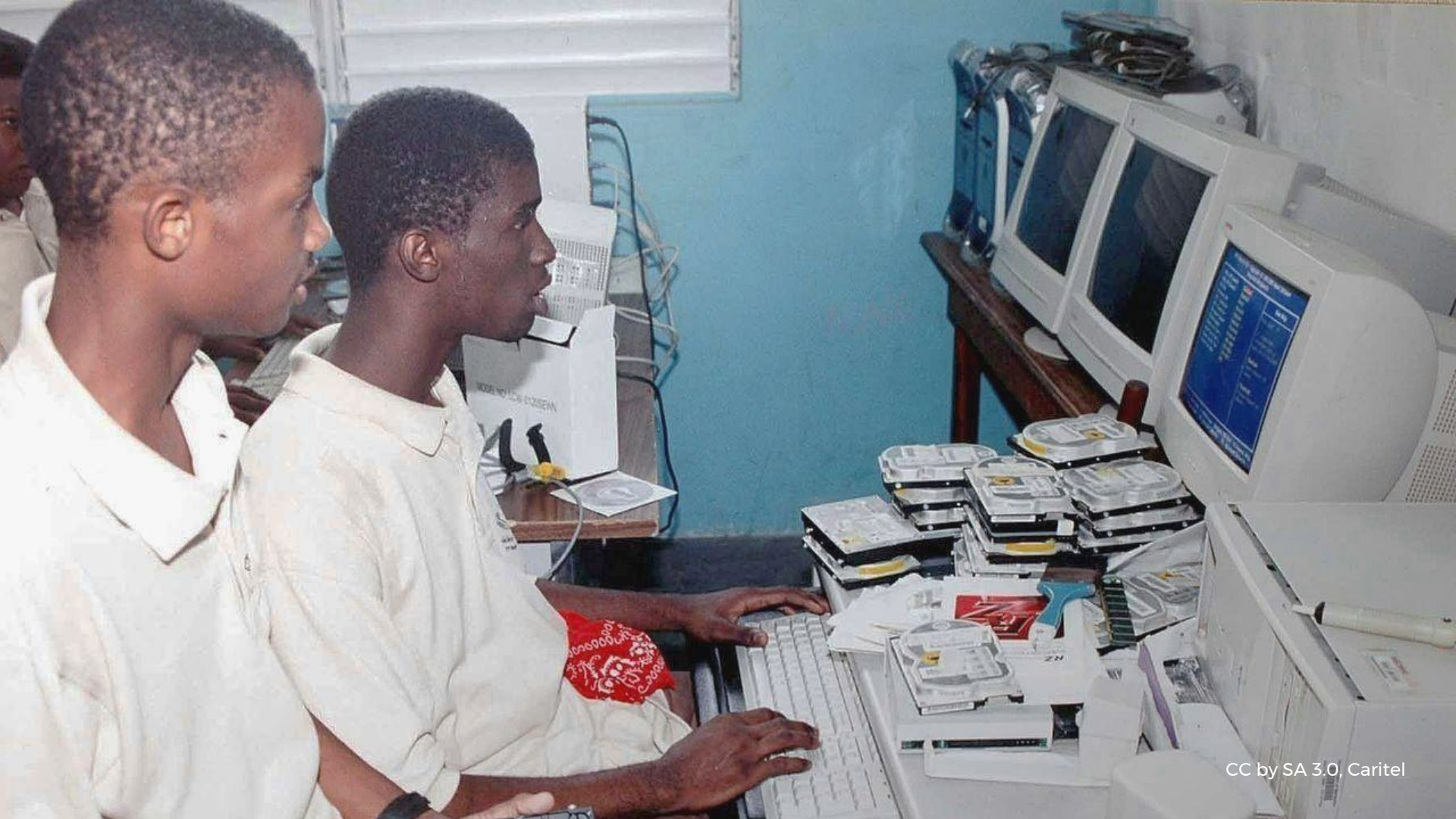

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Data costs are a barrier

80%

of internet users claimed to be impacted by data cost

27%

aren't internet users because they can't afford it.

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Improving access through offline support

Mobile web

Print to PDF:
Mobile formatted PDFs of specific articles to read and share offline.

Android

Saved pages:
Saving specific articles for reading later.

Compilations:
Downloading and reading packages of content.

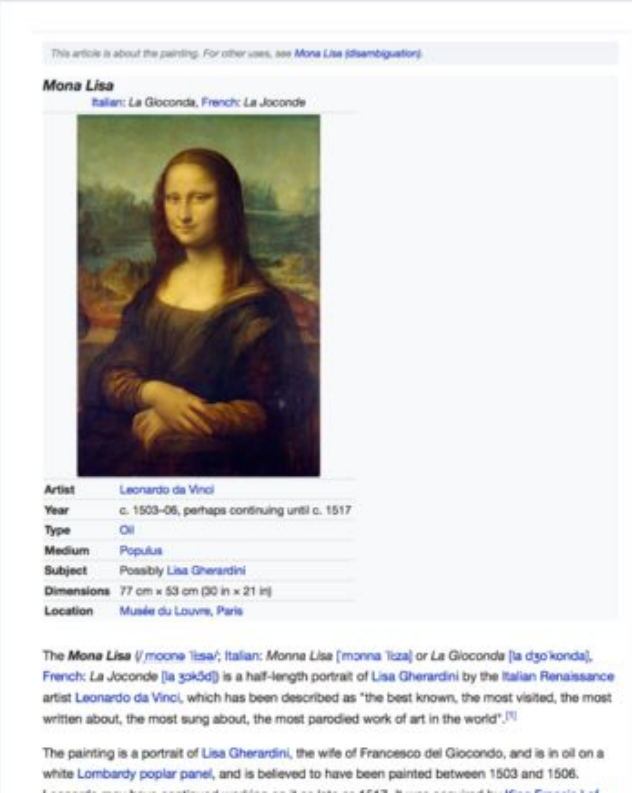
Fully offline

Kiwix, etc:
Accessing a library of content through a local offline network, USB drive, or other means.

Some internet ⟷ No internet

Mobile web

Now



This article is about the painting. For other uses, see Mona Lisa (disambiguation).

Mona Lisa

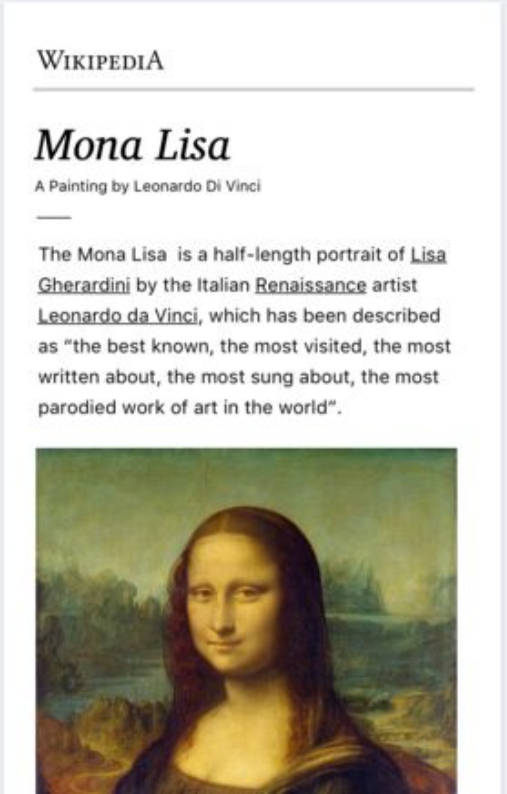
Italian: *La Gioconda*, French: *La Joconde*

Artist	Leonardo da Vinci
Year	c. 1503–06, perhaps continuing until c. 1517
Type	Oil
Medium	Populus
Subject	Possibly Lisa Gherardini
Dimensions	77 cm × 53 cm (30 in × 21 in)
Location	Musée du Louvre, Paris

The ***Mona Lisa*** (/ˌmoʊnə ˈliːsə/; Italian: *Monna Lisa* [ˈmɔnna ˈliza] or *La Gioconda* [la dʒoˈkonda], French: *La Joconde* [la ʒɔkɔ̃d]) is a half-length portrait of Lisa Gherardini by the Italian Renaissance artist Leonardo da Vinci, which has been described as "the best known, the most visited, the most written about, the most sung about, the most parodied work of art in the world".[1]

The painting is a portrait of Lisa Gherardini, the wife of Francesco del Giocondo, and is in oil on a white Lombardy poplar panel, and is believed to have been painted between 1503 and 1506.

After



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Mona Lisa

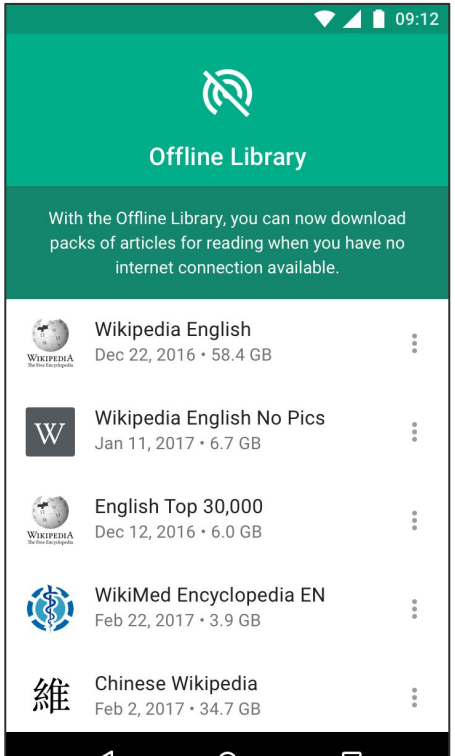
A Painting by Leonardo Di Vinci

The Mona Lisa is a half-length portrait of Lisa Gherardini by the Italian Renaissance artist Leonardo da Vinci, which has been described as "the best known, the most visited, the most written about, the most sung about, the most parodied work of art in the world".

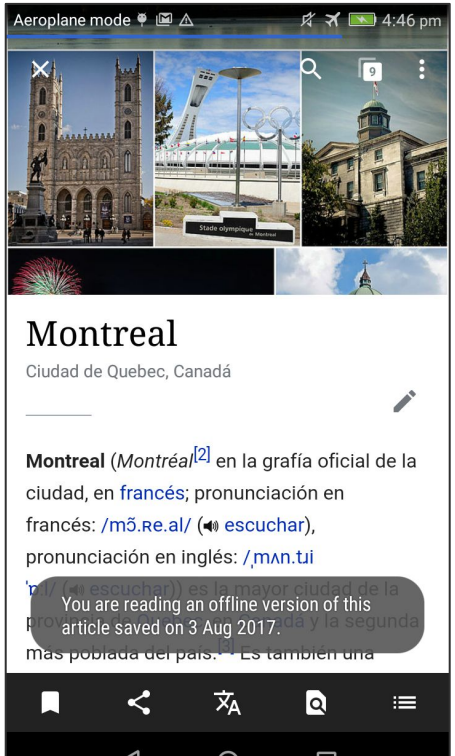
Mocks: CC-by-SA 4.0, Nirzar Pangarkar
Image in the public domain.
Article: "Mona Lisa," CC by SA 3.0, from English Wikipedia

Android app

Libraries
(packages of articles)



Saved pages
(single articles)



Fully offline

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What else can we do?

New readers are everywhere...

Everyone here started as a reader

Here's how we have been working with volunteers...

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How can we work with you?

Learn more, join us:

Awareness

How to raise awareness for Wikipedia: lessons from Iraq and Nigeria

Saturday 16:00
Ballroom Center (level 4)

Access

Knowledge for everyone: making access affordable

Sunday 14:45
Salon 5 (level 2)

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Read more:

meta.wikimedia.org/wiki/New_Readers

Thank you

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