

Introducing Wikipedia to New Readers

Lessons from Nigeria, India, Iraq, & Nepal



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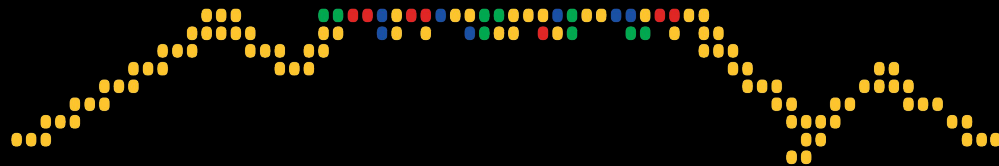
**Let's start by watching a
video!**

[https://commons.wikimedia.org/wiki/
File:Wikipedia_-_Emmanuella_goes_to_school.webm](https://commons.wikimedia.org/wiki/File:Wikipedia_-_Emmanuella_goes_to_school.webm)



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Hi! We're Satdeep & Zack



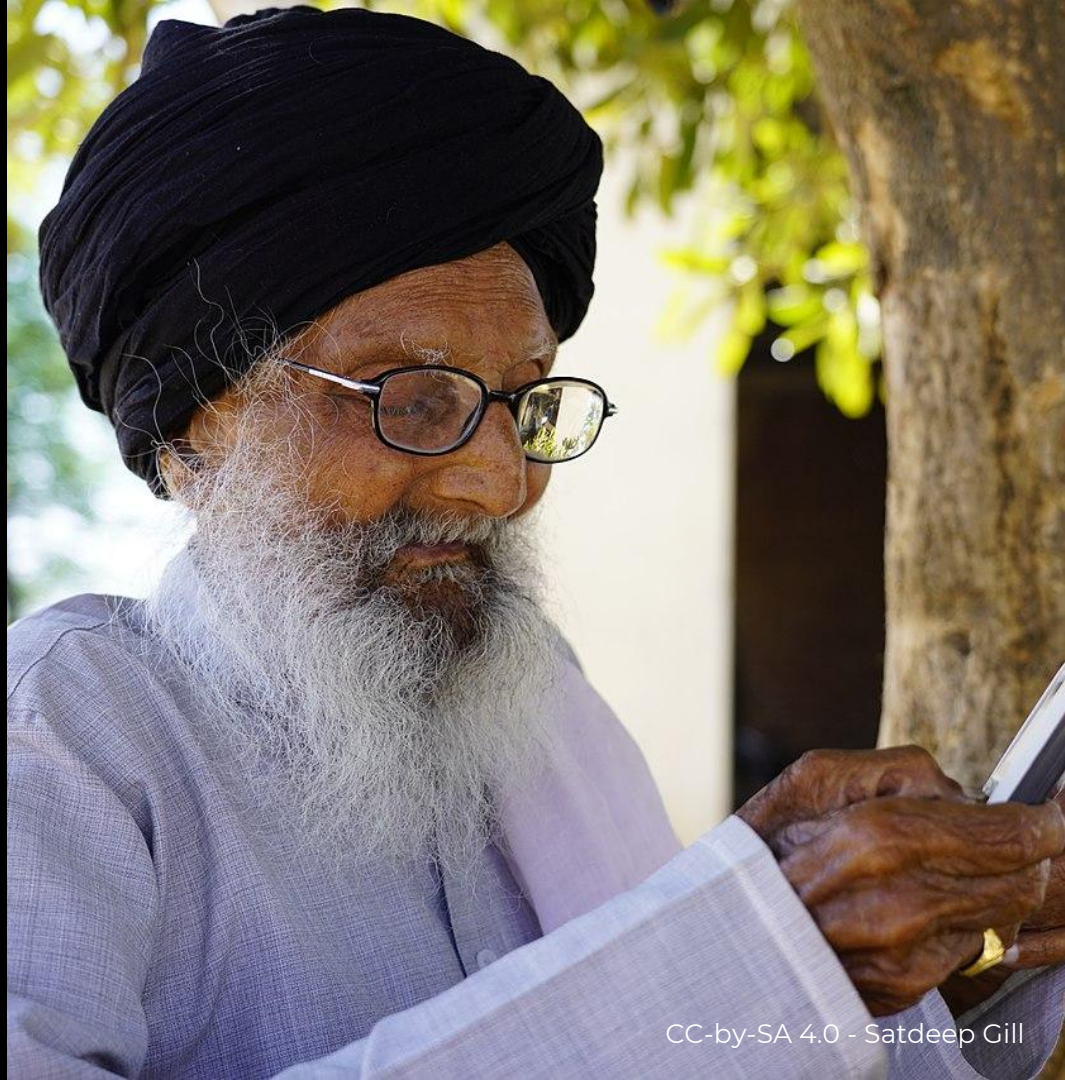
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New Readers is...

WMF program
(cross-departmental collaboration)

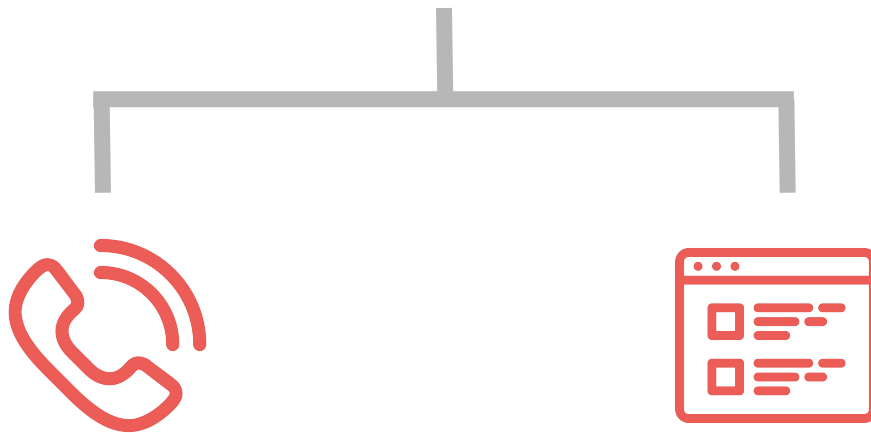
Founded in 2015

Working on raising awareness and
provided access to Wikipedia





“Have you heard of Wikipedia?”



Wikipedia awareness among internet users



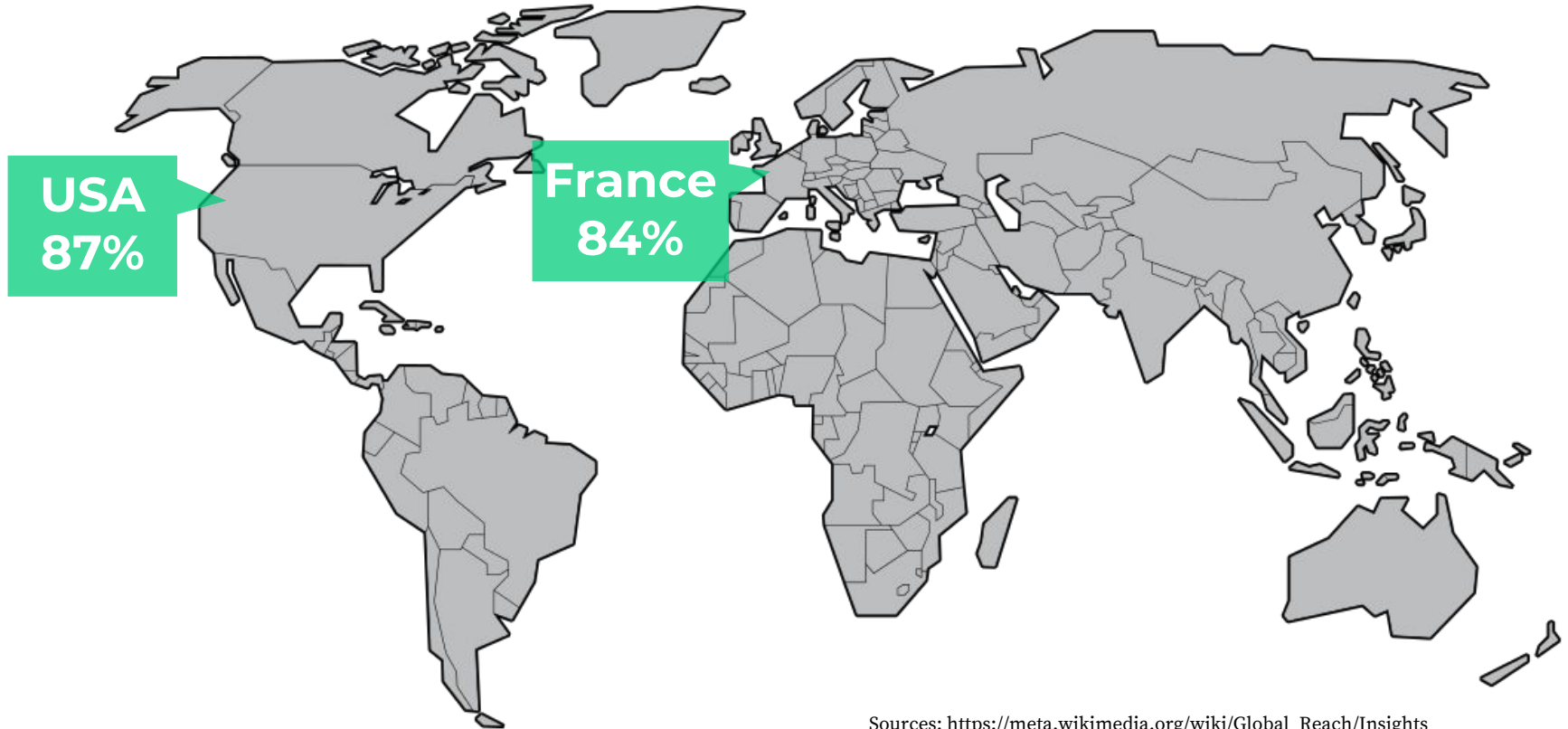
Sources: https://meta.wikimedia.org/wiki/Global_Reach/Insights

Wikipedia awareness among internet users



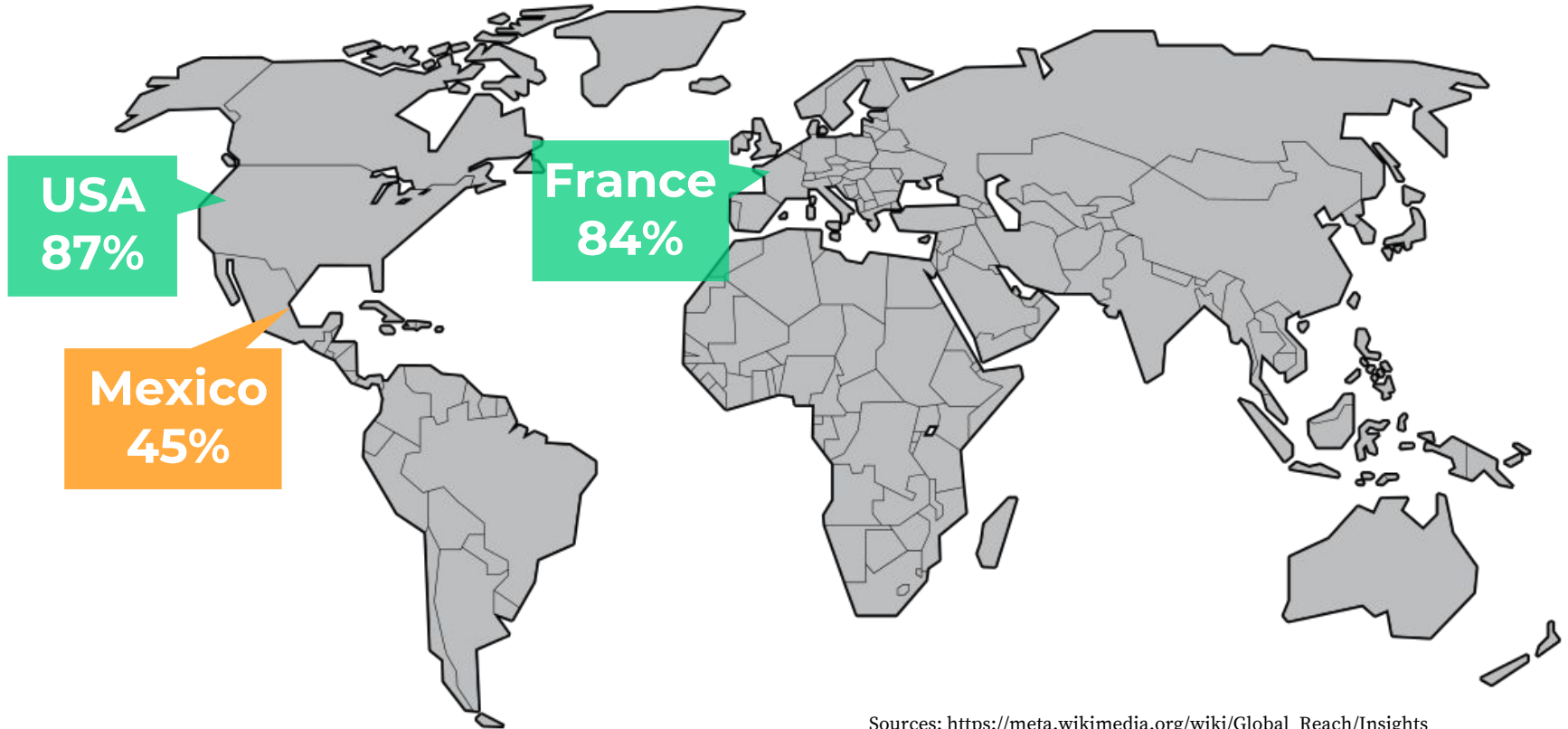
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Wikipedia awareness among internet users



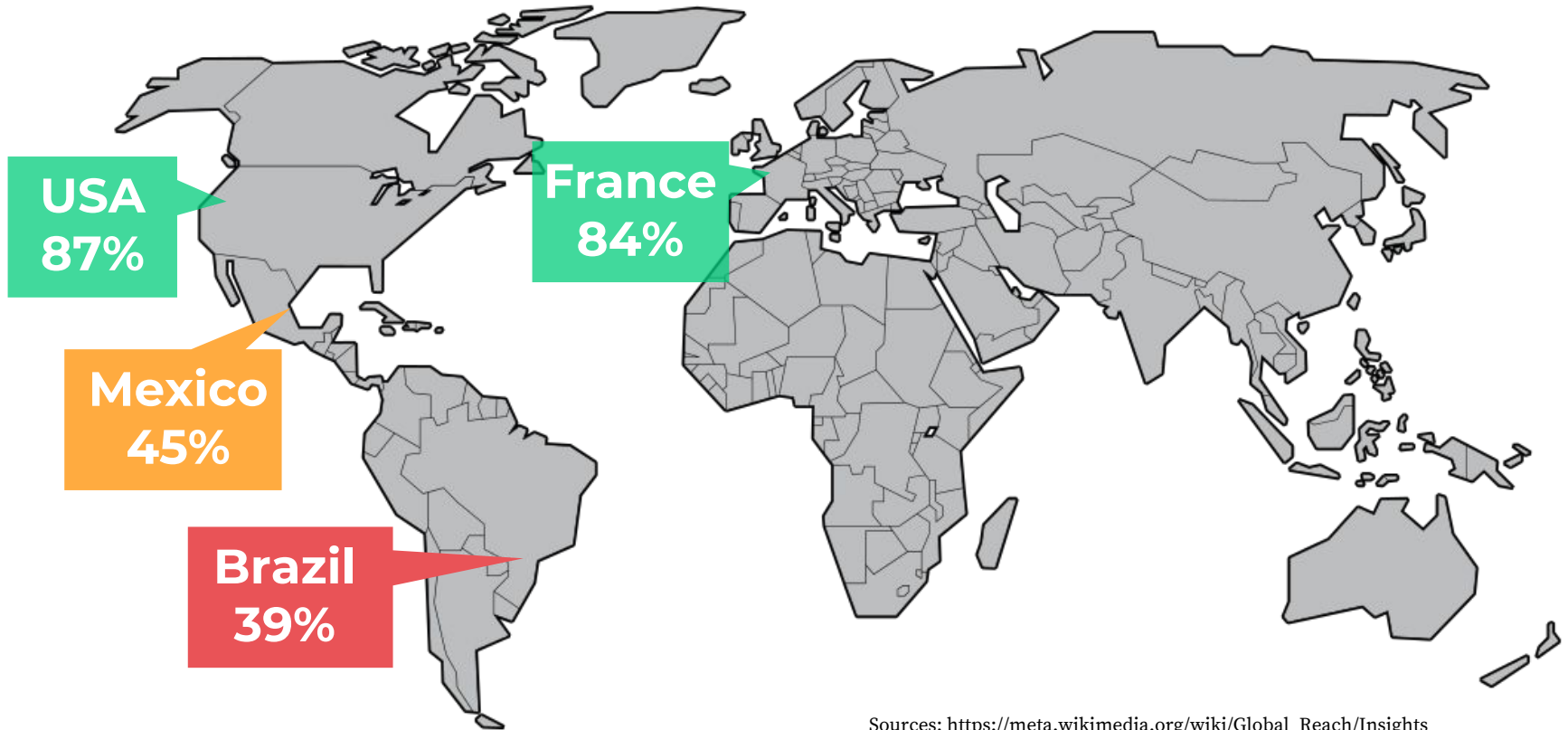
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Wikipedia awareness among internet users



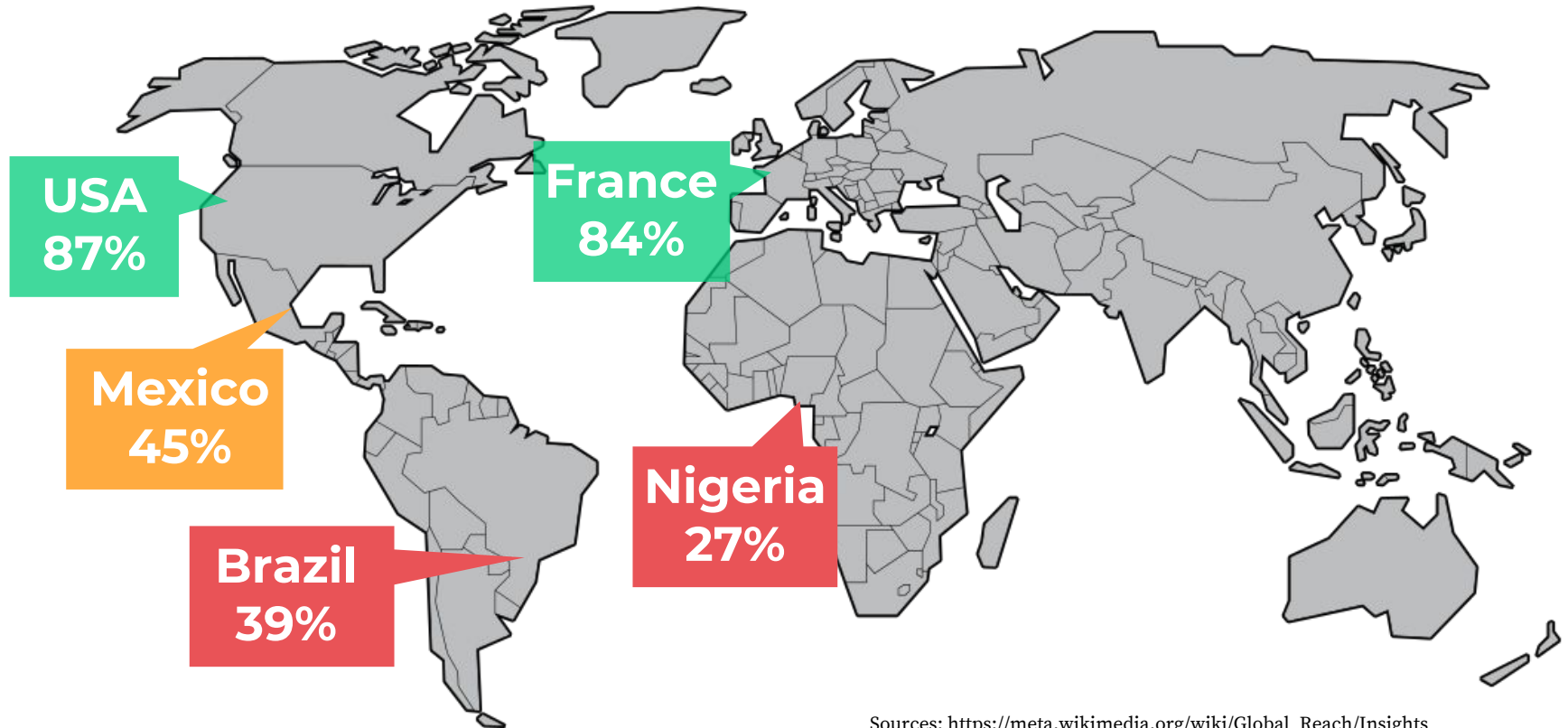
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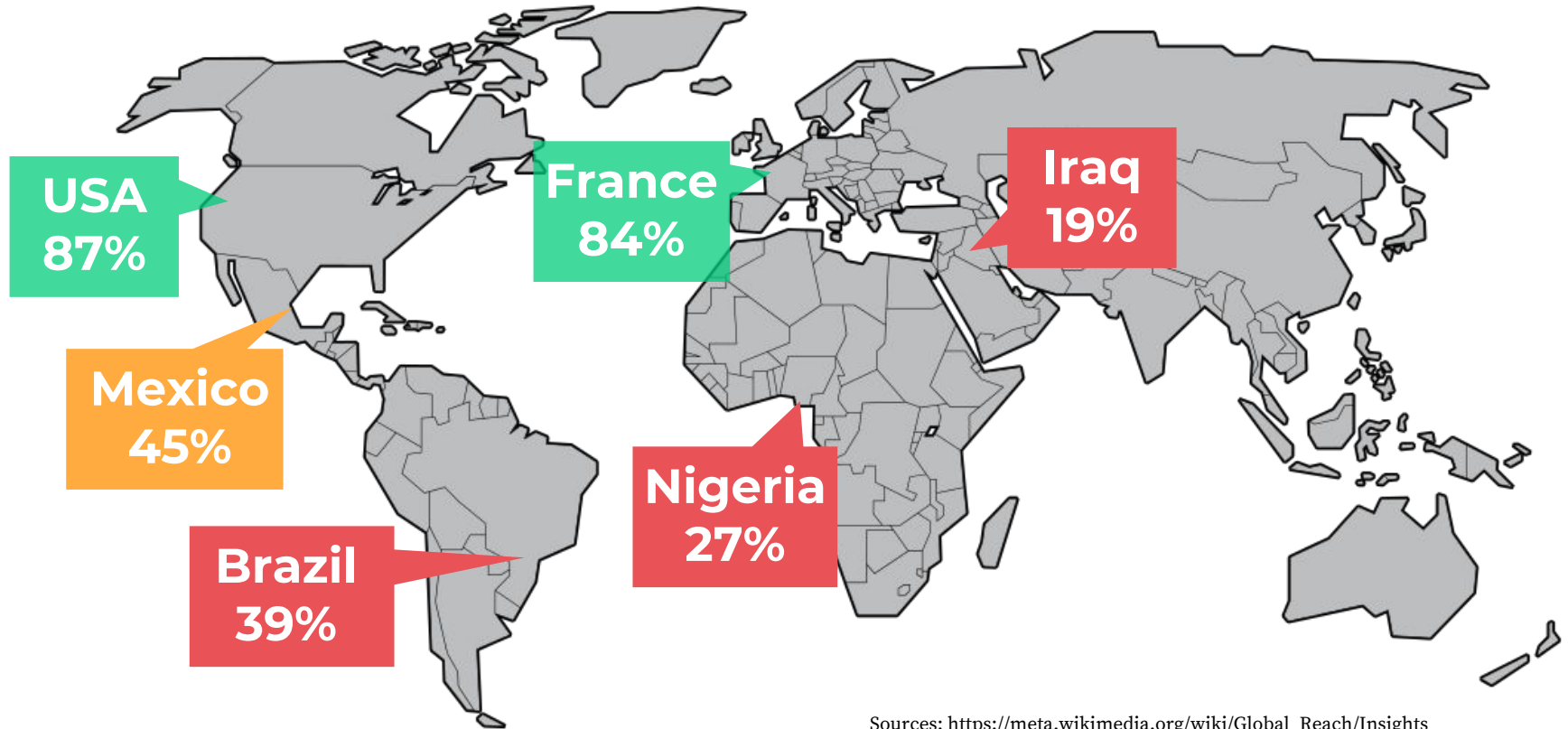
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Wikipedia awareness among internet users



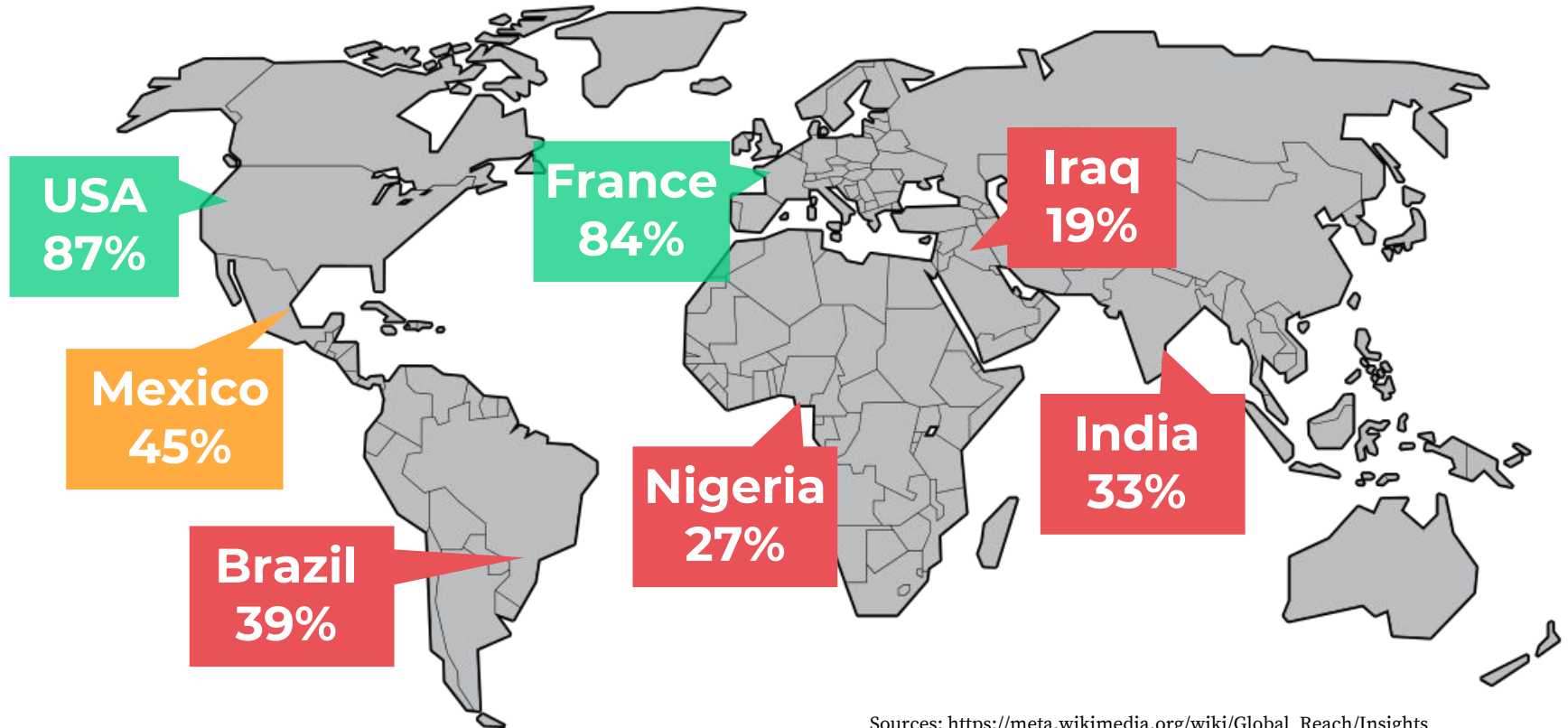
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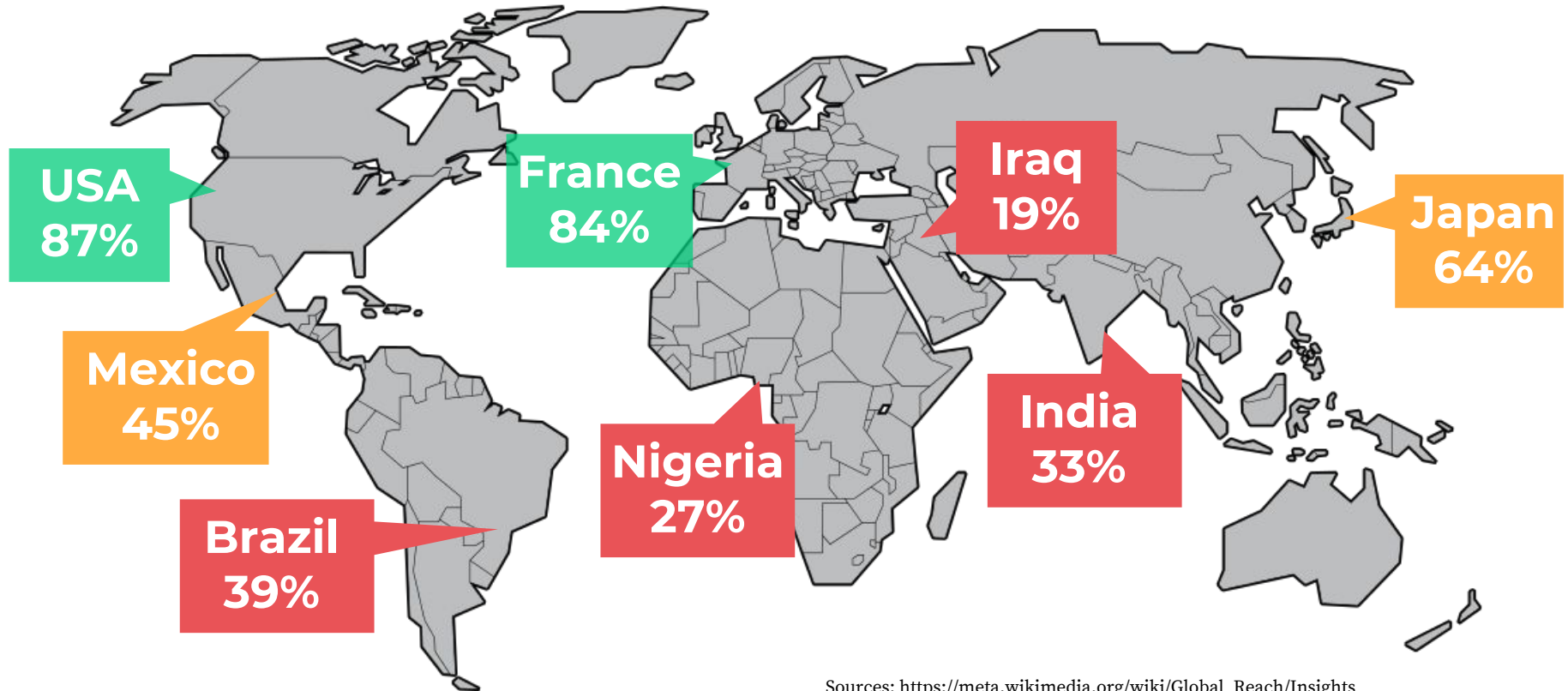
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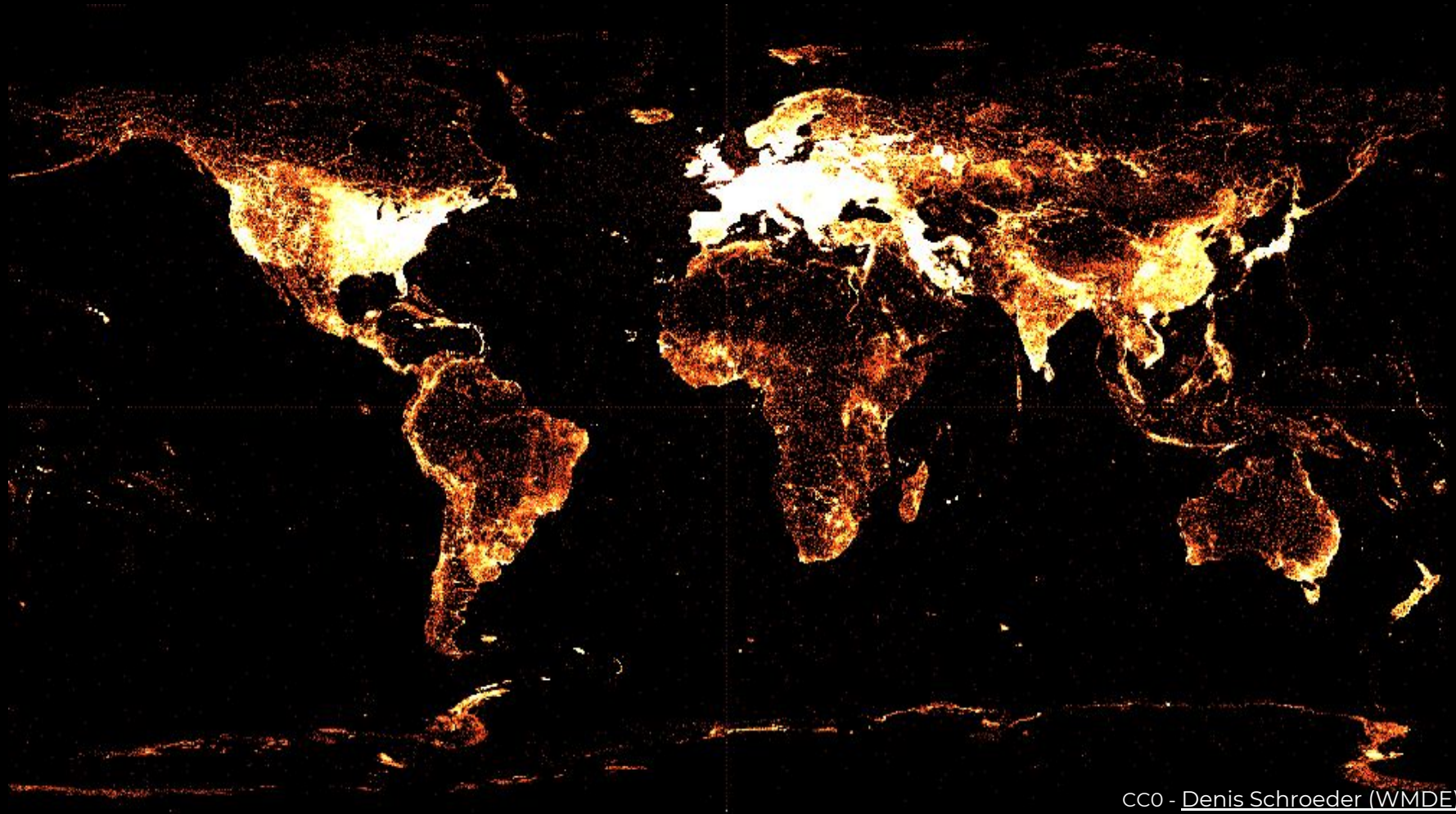


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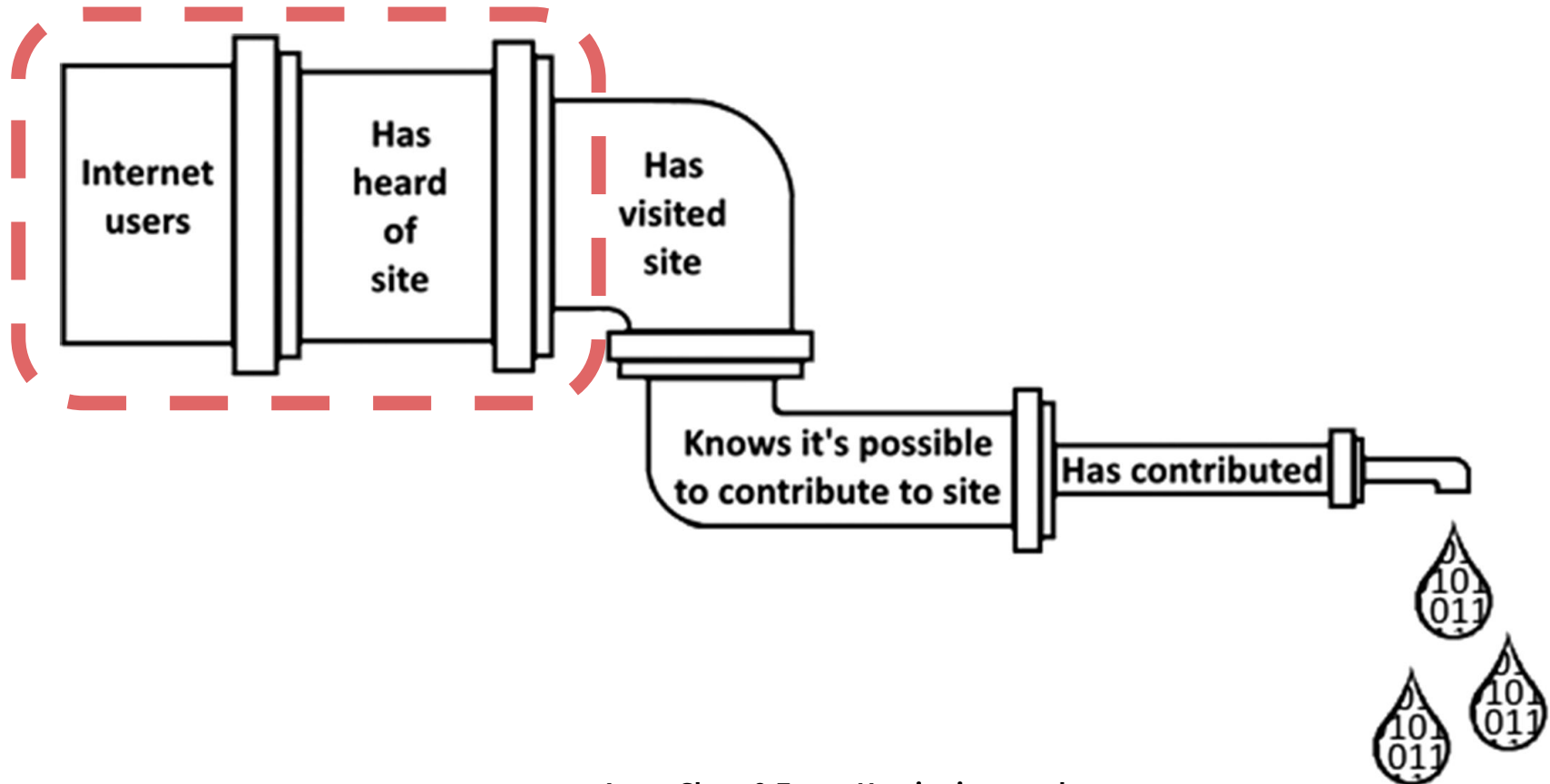
Wikipedia awareness among internet users



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The “Pipeline” of online participation



**So how can we introduce
Wikipedia to New Readers?**



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Community direction is cultural leadership



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:



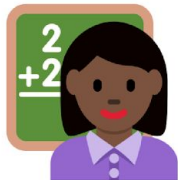
Know-it-all

(24 responses)



Generous

(11 responses)



Teacher

(5 responses)

**The community knows
how to explain Wikipedia**



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A top-down view of a person sitting in a crowd, holding a white smartphone. The phone's screen displays a photo of a group of people. The person is wearing a dark long-sleeved shirt and a gold bracelet. The background shows the backs of other people in a crowd, including a person in a grey hoodie and another in a white t-shirt. The text "Then we made those stories." is overlaid in white, bold, sans-serif font across the center of the image.

Then we made those stories.



Iraq

حتى ا

A photograph of two individuals, likely a man and a woman, sitting together in a traditional setting with a thatched roof. They are wearing traditional Nigerian clothing, including patterned headwraps and leopard-print tops. The man on the left has a beard and is wearing a white and red striped headwrap. The woman on the right is wearing a red and white striped headwrap. They are both looking down at something in their hands. The background is a rustic, thatched structure.

Nigeria

विकिपीडिया

भारतीय वाद्य यंत्र

व वाद्य यंत्रों का परिचय



ॐ



India

Let's take a look



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Nigerian direction:

“Show a blend of characters between the old and young generations in Nigeria. [This] reflects our cultures, it shows that Nigerians are eager to learn new things, it shows that knowledge is not restricted by age.

Show a cultural and fun part of Nigeria: show that we are educated, knowledgeable and fun loving.”



**“Knowledge not
restricted by age”**



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“fun loving”

Iraqi direction:

“Remind our country about the great heritage that we had before, and tell them that all of today’s existing problems are temporary.

Shows the positive sides of Iraq, which is not usually seen in the media”





“Great heritage”



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Iraqi Video

<https://commons.wikimedia.org/wiki/>

File:Wikipedia_-_Share_the_Knowledge_(Arabic).webm



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Indian direction:

“ Show how Wikipedia can be
important in our everyday life.

Appeal to our emotions”



“Appeal to our emotions”

Hindi Video

[https://commons.wikimedia.org/wiki/
File:Wikipedia_-_Ektara_\(English_subtitles\).webm](https://commons.wikimedia.org/wiki/File:Wikipedia_-_Ektara_(English_subtitles).webm)



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**There are MANY ways to
introduce Wikipedia to
New Readers**



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Inspire campaign

What are your ideas to raise awareness of Wikipedia?



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Meet our panel



Sam



Wikilover90



Biplab



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Let's take a look at the inspire campaigns



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Biplab Anand

- **Maithili (Nepal)**
- **Rickshaw Campaign**
- **Wikipedia in your language**



Sam Oye

- English (Nigeria)
- Instagram Campaign
([instagram.com/wikipediacampaign](https://www.instagram.com/wikipediacampaign))
- How has Wikipedia helped you ?



Wikilover90

- **Punjabi (India)**
- **Animation video**
- **How do you know so much?**



What is difficult about promoting Wikipedia?



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**What advice would you
give to people promoting
Wikipedia?**



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Audience questions?



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Learn more at

https://meta.wikimedia.org/wiki/New_Readers



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Inspire Grants

[https://meta.wikimedia.org/wiki/Grants:IdeaLab/
Inspire/Archive/New_readers](https://meta.wikimedia.org/wiki/Grants:IdeaLab/Inspire/Archive/New_readers)



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Thank you!



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Enkosi!



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