MOBILE RESEARCH PROJECT
Job #11/0359
August 2011 –V2

Introduction

Objectives

✓ To get a broad understanding of how Wikipedia readers access, read, search, consume, or otherwise use Wikipedia content on mobile devices.

✓ To observe and understand Wikipedia editor's current editing practices, with an emphasis on mobile devices but to also including desktop and laptop computers and other devices used in their editing processes.

✓ To get insights on cultural and technical ecology of Wikipedia in different geographies and environments, specifically the US, India and Brazil. Specifically to identify notable behaviors; preferences; barriers; mobile + data services, brands, and platforms; and content delivery that can develop our mobile growth.

✓ To identify both needs and opportunities for mobile accessibility and development in Brazil that can be extended to Wikipedia entire community and users.

✓ To present needs and opportunities to help brainstorm and prioritize in collaboration with the mobile design and development team.

Technical Specifications

Target Existing Wikipedia mobile users, Wikipedia editors, Wikipedia reader, and potential Wikipedia reader, editor, and mobile users

Web recruiting: An electronic web questionnaire was sent to a Internet users mailing list to identify Wikipedia heavy users, editors and readers on mobile devices. (May 2011)

Digital Diary: A daily script containing guidelines for the user action was sent electronically to all panel participants. (May/June 2011)

In-depth interviews: In-depth interviews. The selection of respondents was made by clients criteria, according to the results of the digital diary. Respondents received an incentive after the end of the interview in order to thank for their participation. (June 2011)

Technical Specifications

IBOPE Inteligência follows ethical standards from Brazilian Association of Research Agencies (ABEP) and from World Research Association (ESOMAR).

Besides, all procedures adopted by IBOPE Inteligência are in compliance with the international standard of quality in market research and opinion of ISO 20252 and international standard and quality management ISO 9001. IBOPE Inteligência is an ISO certified company.

The data collection material (questionnaires, videos, etc.) should be stored by IBOPE Inteligência for 1 year and the survey results (tables, reports, etc.) for 2 years, as required by the ISO 20252 norms.

Methodology and Sample

✓ **Data collection technique:** in-depth interviews.

✓ **Geographic coverage:** São Paulo, Salvador, Porto Alegre

✓ **Target:** Existing Wikipedia mobile users: Wikipedia editors, Wikipedia readers, and potential Wikipedia mobile users.
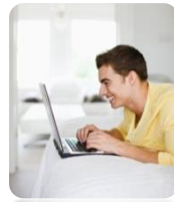
	Readers	Potentials	Editors
São Paulo	3	3	3
Salvador	3	3	2
Porto Alegre	2	1	-
Total	8	7	5

✓ **Interviews conducted in June 2011**

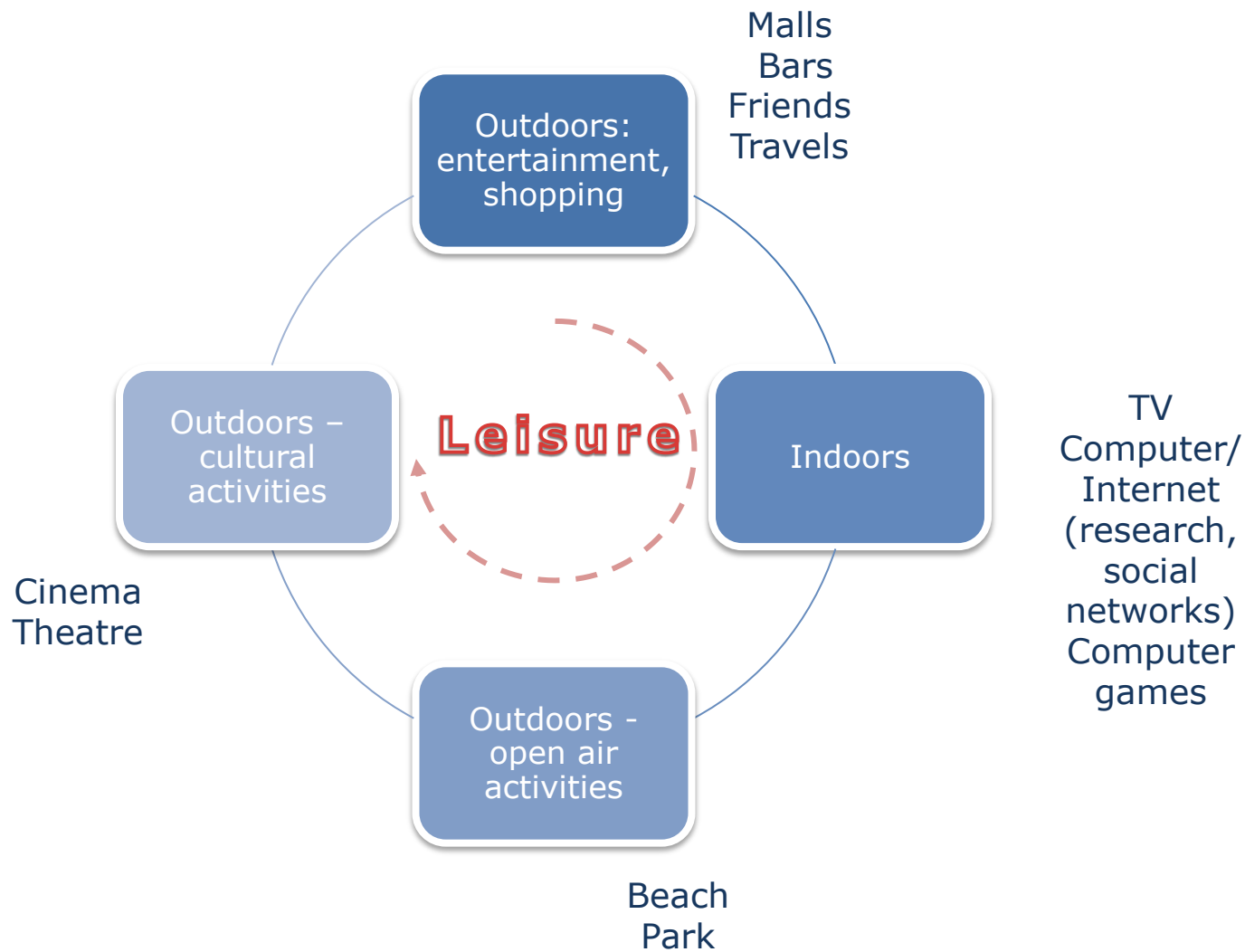**Age:** 18 to 50 years old, 28 in average

Gender:

8 ♀   12 ♂

Graduated/ specializing in different areas:

➢*Readers:* Information System, Systems Technician, Law, Management, Psychology/psychodrama

➢*Potentials:* Design, Performing Arts, Information System, Environmental Engineering, Accounting, Pharmacy, Public Relations

➢ *Editors:* Molecular Sciences/ Physics / Statistics, Computer Science, Medicine

Sample profile

Malls
Bars
Friends
Travels

Outdoors:
entertainment,
shopping

Leisure

Indoors

TV
Computer/
Internet
(research,
social
networks)
Computer
games

Outdoors –
cultural
activities

Cinema
Theatre

Outdoors -
open air
activities

Beach
Park

Sample Profile: readers vs. potentials

✓ **No differences in results between readers and potential readers**

  ▸ This document will refer to them generically as readers (of Wikipedia)

✓ The **first hypothesis was not confirmed:** according to which being a Wikipedia reader on the computer **+** mobile being compatible for internet browsing (screener for potentials) was a suficient condition for accessing Wikipeda on the mobile

  ▸ Although a proper device favours and facilitates very much the use of the internet on the mobile

A latest generation mobile phone might be chosen only for its visible attributes and not necessarily for its functionalities

Sample Profile: readers vs. potentials

✓**Resistance to use the internet on the mobile** - discomfort with the keyboard, costs, long time it takes to download files – can be a major obstacle

✓Another barrier can also be observed: **to research formal and deeper contents on the mobile,** a device that demands more speed and lightness

✓Thus, in average half of the readers regularly access Wikipedia on the mobile, albeit sporadically. And half of the potentials appeared to be predisposed to access the wiki on the mobile

▸ The rest of the sample of readers/potentials…

• since they **do not own the proper device**

• or **they are not interested** in accessing Wikipedia on the mobile because they believe that "mobile and internet" do not fit with each other, or even because mobile and deeper contents (wiki) do not fit with each other

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Overall mobile experience in Brazil

Accessing the internet on the mobile

Browsing on the **internet on the mobile is a real desire, a growing one, but it is neither unanimous nor intense** in the surveyed segment

There are **3 distinct typologies*, a gradient**:

Smart tech (9*)	PC tech (4)	Cell tech (7)
(prioritize smartphone) Intense use of the internet on the mobile, full time, **online profile**: research news, read and send e-mails, open files (documents and images) banking, social networks, can even post/edit (unusual) ▶ generally have a device that runs on Android ou iPhone OS, latest generation devices	(prioritize computer) use Internet on the mobile because it is necessary, and use it partly: access e-mails but do not open files, read only, passive behaviour, indoors activities, resist to type on the mobile, limited package	Limited to the phone function, for a personal choice (**offline profile**) or for external reasons: equipment does not favor other usages / does not own a smartphone, economical reasons (prepaid plan, high cost of the internet)

* Regardless of the city or of the segment (reader, potential or editor)
--> ( ) Number of respondents in each profile

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Devices type

Smart tech

iPhone
BlackBerry 8520
BlackBerry
(unspecified)
LG Scarlet
Samsung Galaxy 3
Motorola Milestone
Nokia N900
Nokia e72
Sony Ericsson
(Android)

Motorola
Milestone

LG Scarlet

Nokia N900

Samsung
Galaxy 3

BlackBerry

iPhone

PC tech

Nokia 1800 xpress
music
LG Octane
(Android)
Motorola
(smartphone)
Samsung S5230

LG Octane

Motorola
smartphone

Samsung S 5230

Nokia 1800

Cell tech

Nokia X3 (prepaid
plan)
Nokia (unspecified)
ZTE Mobile
HTC (smartphone)

Nokia X3

HTC Smartphone

ZTE mobile

Sony Ericsson

Accessing the internet on the mobile - typologies

Smart tech

I am used to carry the notebook, but not everyday... **I usually access quick things on the mobile.** If I learn that someone had sent me an e-mail and that I must read immediately, I will have a look at my e-mail box. If I want to get an info from a site, I am outdoors and I am not able to turn the computer on, I will check it on the mobile... quicker tasks. I use Google maps to locate myself. I browse on the internet. I usually access Facebook as well, but I use the browser, I had not downloaded the app. To be honest, I prefer to access the Facebook on the computer. In my case, the mobile is mostly used to check e-mails and I use it more often when I am oudoors. I also access Youtube very much... But if I need to read something, watch a video or search something for which I can take a seat and turn the device on, then I prefer the notebook. (São Paulo, reader, smart, female, 26)

The major part of the day I use this one (the mobile) and I use it for everything, banking, entertainment guide, news, social networking, etc. (São Paulo, reader, smart, female, 27)

I access the Internet on the mobile when I am – for example – at the college and there is a subject that I did not assimilate very well: while the teacher is speaking I look for the topic on the internet, simultaneously. Or in between classes, I usually **access the social network, or a website**. I also check **e-mails and use the MSN on the mobile.** (Salvador, reader, smart, female, 29)

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Accessing the internet on the mobile - typologies

PC tech

I spend all my time at the computer, I arrive at work at 9.00am and leave at 6.00pm. I am off the computer only when I need to attend an interview or a meeting with a client. Anyway, I always need to access my mailbox because I always receive e-mails from clients, so I send my replies and access my e-mails all day long. And when I am free for a while, I still do or look at superficial things on the internet (on the mobile). (Salvador, reader, PC, female, 30)

I use the internet on the mobile when I really need it and I am not in front of the computer, because it is not comfortable to read and write on it (the mobile). (Salvador, reader, PC, female, 20)

I prefer to use the computer when I am at work; **the mobile is an exception, when I need to check an info and I do not want to turn the computer on.** When I am outdoors, in the traffic, or because there are some blocked contents at the office, including Facebook; sometimes I access the MSN at lunch time on the mobile. (São Paulo, reader, PC, male, 28)

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Accessing the internet on the mobile - typologies

I only use the mobile to talk and send e-mails, to play games and to take pictures. I do all the rest on the computer. (Salvador, reader, cell, female, 25)

(Does not own a Smartphone. Owns a Nokia, on a prepaid plan of the carrier TIM). It depends on the website, **sometimes it can even load a heavy website.** If it's a "light" one, for mobile or smartphone, my device loads it very fast (São Paulo, reader, cell, male,17)

At home, I use my personal computer: it is better than the mobile to access the internet. Then, as you know, we are **sometimes lazy and use the mobile to check the e-mails.** (Salvador, reader, cell, male, 28)

I do not access the internet on the mobile. It is essential when I must send a quick reply, but the company does not give the conditions for this. **I do not access it because of the cost, that is very high.** (Porto Alegre, reader, cell, male, 47)

That one (mobile) is "made in China", **you cannot access the Internet on it**, this is why I want an iPhone. This one is from the carrier Vivo, and it's a prepaid one. (São Paulo, editor, cell, male, 17)

For all typologies: it is much better <u>to read</u> than <u>to write</u> on the mobile ▶ person gets irritated, keyboards are small, unprecise, difficult to punch the accents (the Portuguese language is full of accents), it takes time, and requires adaptation

Texts editing, blogs updates, collaboration, or even more complex answers by e-mail are not expressable through the mobile, even among the ´*Smart techs*´

Brazil is a beginner, still experiencing and trying the internet on the mobile

Activities mentioned* as being preferred on the computer or on the mobile

Smart tech	PC tech	Cell tech
Reading, deeper research Videos Text editing Saving e posting pictures Blog updates Data programming	Bigger tasks, long-lasting or more complex ones Videos Blog updates	Online

Smart tech ↕ Banking / News (short ones on the mobile)

PC tech ↕ MSN

Cell tech ↕ MSN

Smart tech	PC tech	Cell tech
Emails MSN Quick checks on websites, specific researches Social networks (more here) Fast entertainment Maps Taking pictures	Social Networks	Offline: talking, pictures, games, sms

*spontaneous mention

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<u>Wiki editors</u>' profile referring to the use of internet on the mobile:

✓1 Smart tech

✓1 PC tech

✓3 Cell tech

Specificities of the internet on the computer vs. on the mobile

Computer

Mobile

ADVANTAGES

✓Correct spelling, cared, pleasant:
fast typing, accents
✓Bigger screen: gain of quality on the interface
✓ Entertainment guaranteed

✓Portability: when moving outdoors, everywhere
✓Quicker activities
✓Urgent tasks
✓Objective/focused searches (with no distractions)
✓Practicity, immediate access
✓Alternative to the computer:
no need to turn it on,
usage restriction for the computer in company / school

DISADVANTAGES

✓Limited portability or no portability at all (desktop)
✓Less practical, demands more time to access
✓Isolated: attention is dissipated, many parallel stimuli

✓Small screen
✓Small keyboard, uncomfortable to write on it,
✓Does not play videos well
✓High consumption of batteries
✓Costs are prohibitive for limited packages
✓Isolated: more fear in handling confidential data

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Devices type

Smart tech	PC tech	Cell tech
iPhone BlackBerry 8520 BlackBerry (unspecified) LG Scarlet Samsung Galaxy 3 Motorola Milestone Nokia N900 Nokia e72 Sony Ericsson (Android)	Nokia 1800 xpress music LG Octane (Android) Motorola (smartphone) Samsung S5230	Nokia X3 (prepaid plan) Nokia (unspecified) ZTE Mobile HTC (smartphone)

Motorola Milestone

LG Scarlet

Nokia N900

Samsung Galaxy 3

BlackBerry

iPhone

LG Octane

Motorola smartphone

Samsung S 5230

Nokia 1800

Nokia X3

HTC Smartphone

Sony Ericsson

ZTE mobile

Main services, resources and apps used

Smart tech	PC tech	Cell tech

Torrent

WhatsApp

Opera mini Evernote

Shazam

foursquare

TweetDeck

facebook

Gmail

You Tube
Broadcast Yourself

Opera mini

Opera

Skype

WIKIPEDIA
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flickr

You Tube
Broadcast Yourself

facebook

Gmail

Google

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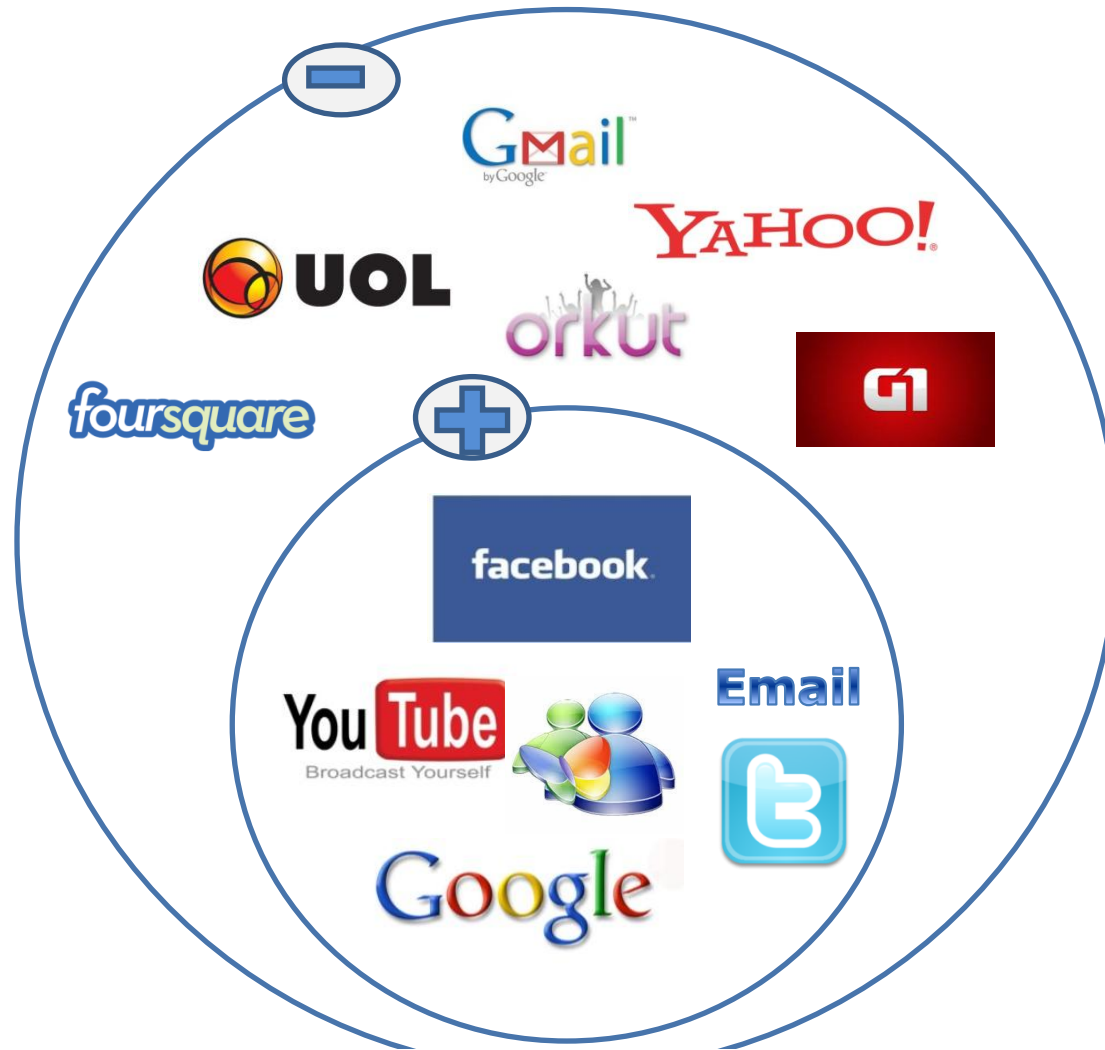
Addresses with more accesses: on the mobile, everything is faster and more superficial

Is not mentioned spontanously as a portal accessed on the mobile.
When stimulated, part of the sample says that it is commonly accessed

On the mobile, they tend to make less changes in the configurations in comparison to the computer: keeping the home page, the browser and the search engine

Publishing, editing, making comments

Among readers, **relationship with internet contents is typically passive**

With the blogs decline and the rise up of social networks, **editing is limited to postages on the Facebook**

The mobile is not the favorite media for these postages: discomfort with the small keyboard is the main barrier, slowlier and ´*unfriendly*´ browsing also brings difficulties

Publishing, editing, making comments

I used to have my own blog, but I have not written on it for a while. I used to write poems, but not to divulge them. Nobody knew it, no one used to access it. I did not go further on. Today, when I want to publish something, I post in on Facebook. It is difficult to follow a blog. I usually access it and make comments, but I do not follow it afterwards, I do not access it regularly. I use Facebook more often, because this is the place where my friends post comments most of the time. When someone has a blog, he/she inserts a link on Facebook, then I can access it through the Facebook, but – even though – I hardly follow it. This is definitely not my habit. *(São Paulo, reader, smart, female, 26)*

I am used to follow 90% and to post 10% in average... Today, for instance, I did not post anything but I am used to reply a lot. I do not create much content. On Facebook, I have plenty of friends, whereas on Twitter I do not have many, there are more journalists instead *(São Paulo, reader, smart, male, 28)*

I used to take part in a forum in Facebook about cars, giving a help with mechanics. I also like sound systems. Car systems... So I help people to build their systems. But I used to do it on the computer. On the mobile I only read it. My fingers are thick, so it is difficult to type *(São Paulo, reader, PC, male, 28)*

Publishing, editing, making comments

I have already had my own blog, but I stopped to update it in the day-by-day because there was no time left for this. I wrote very little on it. I had posted some news, and I also used to publish texts that were interesting to me, poetry for instance. But I did not use to create them, I only used to share them (Salvador, reader, cell, female, 25)

The mobile is only for quick tasks; writing an e-mail is already tiring. It is useless for those who are used to write long texts, unless a new and more comfortable keyboard is created. I access my blog as if I were a reader, with updates, comments, and I always check if someone had accessed it, that is, I keep an eye on the number of accesses. However, I do not write on it because I am used to illustrate with images and this is a lot of work: you need to copy the code in order to incorporate the video, etc. It would not have any time left for work. I use to take pictures with the mobile, but I download them in the computer. I do not send pictures directly from the mobile to the blog. (Salvador, reader, pc, female, 30)

People tend to use the browser that is supplied with the mobile, and hardly know which one is inside. Those who download a specific browser tend to look for the Opera mini ▶ fast and compact browsing, which enables to access the internet on a standard mobile

In the computer, instead, it is more common to download browsers, usually to replace the Internet Explorer. Browsers downloaded are: Google Chrome, Firefox and Opera

Wikipedia: perceptions, usage and browsing

Familiarity with Wikipedia

They have known it for 7 or 8 years ▶ both readers and editors

Unanimity: **first contact happened on Google** ▶ the Wiki page figures almost always among the first pages displayed on the search engine results screen.

Participants do not remember what were they searching for when they first went into the Wiki

We start to learn that the first results are the ones that are searched the most, the websites with the highest number of accesses and – therefore - the most reliable and relevant ones. Thus, we start to look at them better. Looking at the first result is a must. And Wikipedia is always displayed as the first result. (São Paulo, reader, smart, female, 27)

Reliability of Wikipedia

Participants were **more suspicious at the begining**, in the past

There is the perception that the Wikipedia contents have been growing and consolidated over time. Its contents are **the most reliable**

Nevertheless, it is important to remind Wikipedia surroundings, the vigilance needed towards the *online* contents. In this scenario, Wikipedia arises as **one of the most reliable environments** ("the best that can be found on the web"), although it still loses to the *offline*

The example of some respondents: for the school or academic search, they do not look favorably on Wikipedia as a reference source, but, in practice, it is strongly related to the beginning of a search, as a **starting point**, where the wiki editors can bring more consistent and trustful information

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Wikipedia in the past and today

Today

In the past

- Less well-known
- Less content
- Limited content in Portuguese
- More suspicion on the source of information

- It has matured
- The team of editors/contributors has grown (mentioned by the readers)
- More subjects, more links, more pictures
- Much more articles translated into Portuguese
- More respected as a reference source (on the web), although it is important to stay cautious in the use of the information
- It is still necessary to search in other languages in order to get deeper information

Readers, potentials and editors share the same point of view over the changes faced by Wiki

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Wikipedia in the past and today

*I think that **people had some more difficulty referring to translation, this was a barrier:** the English version was the only available one, in Portuguese there was nearly nothing. The database has grown, however. In the past, Wikipedia was not very reliable instead... (São Paulo, reader, PC, female, 20)*

***Nowadays, I think that Wikipedia is very useful as a 1st search, since it supplies the references that allow you to deepen your search in other sources if you need to.** Today, I think it´s much more reliable. It is much easier to access the Internet, people with a little more knowledge can access it and people in general like to give their contribution. A teacher likes to contribute. The youngest, who are graduating, like to contribute as well. This is why it is more reliable today... I fortunately have some knowledge that enables me to know if an information is not deep or complex enough, if I can rely on it or not (São Paulo, reader, smart, female, 27)*

*Before I started, there were already people working as editors for Wikipedia and they are still there, they turned it into a **real job**. They are used to dedicate one hour, one hour and a half or even two hours to Wikipedia, as if they were registering with their timecard. (Salvador, editor, cell, male 25/female 50)*

Typical browsing on Wikipedia – readers

Usually, **they go to the Wikipedia site via Google** ▶ doing so, they give a chance to other sources and are not limited to Wiki (teachers' advice)

Search is done in Portuguese. It's uncommon to access Wiki in English and/or Spanish ▶ they point out, though, more thoroughness in other languages

They use it as a **search location and not as a reading one** ▶ typically as an Encyclopedia, a dictionnary. They enter it several times a week and in such an automatic way that they can hardly specify how many times.

Most common context: **Wiki used in school or professional searches.** Less common are those who enter it for **curiosity, for the simple pleasure of learning**, without any objective reason.

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Typical browsing on Wikipedia – readers

Since it is as search site (and not a reading one), **they tend to look at the central area of the page, where the searched content is located**. The maximum they do is looking at the sources: only editors or very heavy users are used to pay attention to other fields: a talk page for discussion, an option to select a different language on the sidebar, etc.

... When I do a search, I go to Wiki and do it very fast. Therefore, **I need a search field and everything to be very easy**. In the past, although the search field was a little bit hidden, it was easy because the search field and the language were side by side; now there is the search field and you are telling me that the language is on the left side, so this does not make sense. **Concerning the page for discussion and the history of talks, I did not even know about it, I had never noticed it (**Salvador, reader, cell, male, 28)
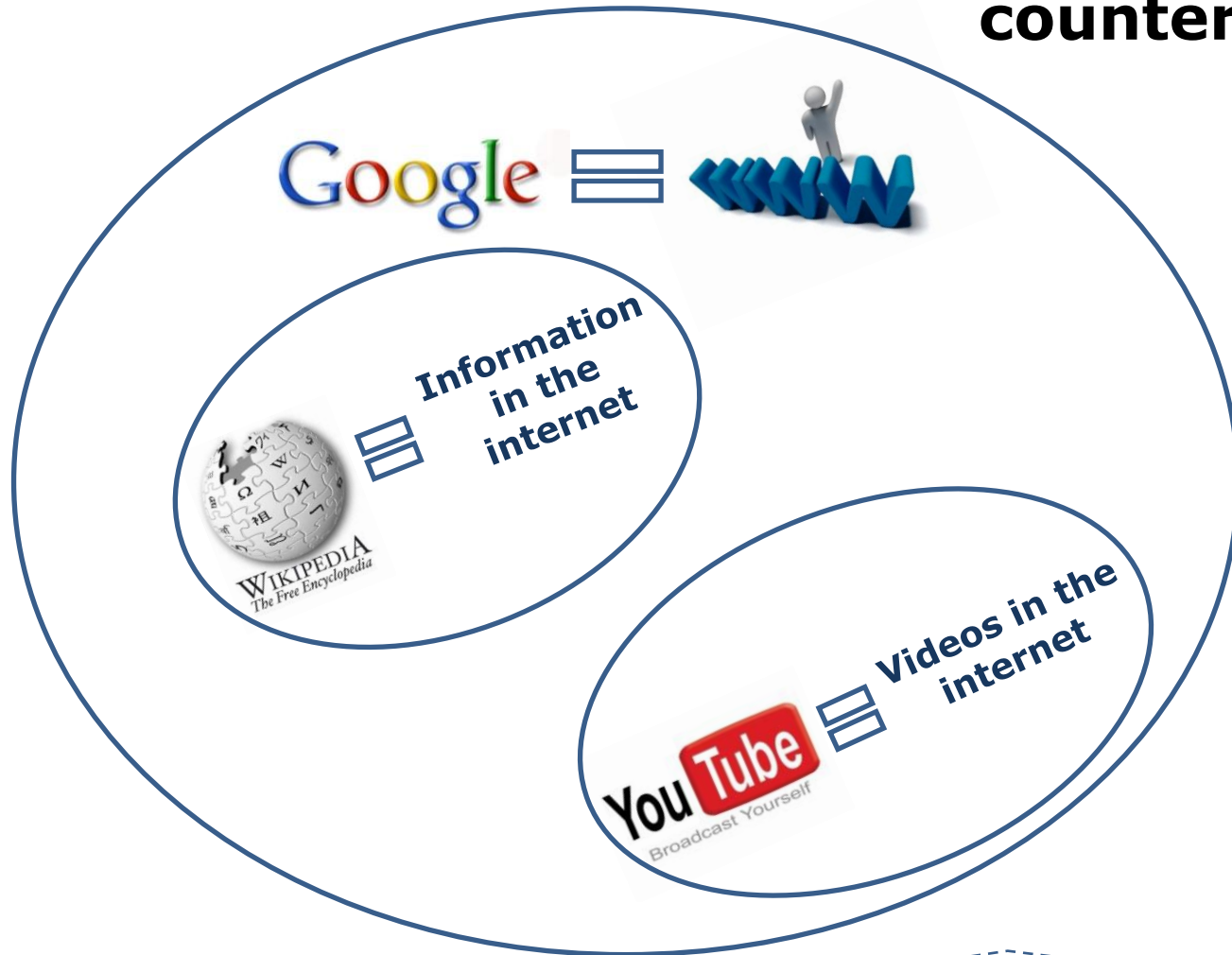
I type the name on Google Chrome and it completes it for me. I am used to click on the links, **but I never entered the discussion forums** (Salvador, reader, cell, female, 25)

Typical browsing on Wikipedia – readers

Browsing pattern that is repeated, almost never the other way around:

Google ▶ Wikipedia ▶ Other sites

Wikipedia takes advantage of the uncontested prestige of Google

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The relative importance of Wiki in the internet vs. Google (and YouTube as a counterpoint)

There are different locations. Those where you can read news, others where you chat with friends, there are the social networks and also the locations where you make your researches. I think that Wikipedia belongs to this group. (São Paulo, reader, smart, female, 27)

Typical browsing on Wikipedia – editors

Heavier and more intensive use than readers'; among some of them, it's their homepage

Explore it better, browse with more agility, take part of the discussion forums

They even use the mobile as a reading tool for Wiki (those who use the internet on the mobile), but not as tool of **collaboration/ editing: for this, they prefer the computer**

I am used to go to the talk page in the same proportion as I edit things. Sometimes, it happens that I see an article and say to myself: "this article has this or that mistake". I do not have time enough to correct it or do not really care about it. But I may post a comment in the discussing page, saying: "somebody should have a look at this article and examine that specific problem"... I do this because **I do not really like to edit in the Wikipedia (via mobile) or to talk frequently on the mobile. That is, I actually open articles on the mobile, but usually for a quick conference.** And from time to time, I edit something (São Paulo, editor, smart, male, 30)

What do they <u>like</u> the most in Wiki

Democratization of knowledge

- Accessible to all
- Everyone can express him/herself
- Collective collaboration, richer than the individual one

Irreplaceable as a fast and varied reference source

- "More than a simple starting point"
- Compulsory
- A real "encyclopedia"

Links in the whole text, expanding the information

- Data windows
- Attracts the profile marked by curiosity, the person who appreciates discovery

Overall, they like the layout, the pattern that brings familiarity and an easy browsing

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✓ The **feeling of gratitude** towards the existence of Wikipedia is common to all

▸ For the **guarantee of a continuous service** and each time more complete to supply the need of information or the willingness to learn ▶ free of charges

▸ For the **importance in their lifes**, an inestimable opening for knowledge and updating opportunities, in different areas of interest ▶ life before Wiki is "unthinkable" (as without the Google)

" The wiki is an oracle"

" It is a mini Google"

" If something exists, it must be on Google and on Wikipedia"

▸ **For the editors:** apart from what also attracts the readers, there is the opportunity and proudness to share knowledge, to make it available to all, accomplishing what is considered to be a social mission. In this context, its main strength is the **opening to discussion**

"Wikipedia is a space of citizenship"

... a space in which you can both access knowledge on transgenic food and – as a citizen – interfere in what other people are discussing about that subject. In my opinion, it is this capacity of Wikipedia – of providing a space of citizenship – that makes it sustainable in the long term. If Wikipedia is only seen as a way to access knowledge, people will find something better (São Paulo, editor, smart, male, 30)

What do they <u>dislike</u> the most in Wiki

Open invitation to collaboration

- They adhere to the principle, but this reinforce the incertitude towards the data ▶ the idea according to which "anyone may edit"; their suggestion is to implement a better screening
- Editors do not think that collaboration is so easy, they know the rules

They suggest more interactivity

- A link with social networks, for publishing articles of interest
- An automatic link to the article resume, in the original language in which it had been edited.
- A box contaning a resume, with the cursor on the link: avoiding another tab to be open, what distracts the attention

Isolated: rigid layout

- Suggestions of changes: outstand the option of other languages (with a global map when accessing), more illustrations (opinions are divided; "when I need pictures, I go to Google")

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Editing in Wikipedia
(Readers and Editors)

Part of the readers: there is an interest in editing for Wikipedia, but some steps need to be overcome

3. Accession: 5 Wiki pillars, community rules, operational rules

2. Feeling able to bring knowledge

1. Actual interest in editing, in collaboration

10 readers (mainly in São Paulo) <u>did not show any interest</u> – are not used to produce knowledge, "are lazy", have no time left – or <u>do not feel able to do it</u>

5 readers <u>consider that the steps 1 and 2 are OK</u>: what is missing is the stimulus to go ahead, to examine the conditions for accession
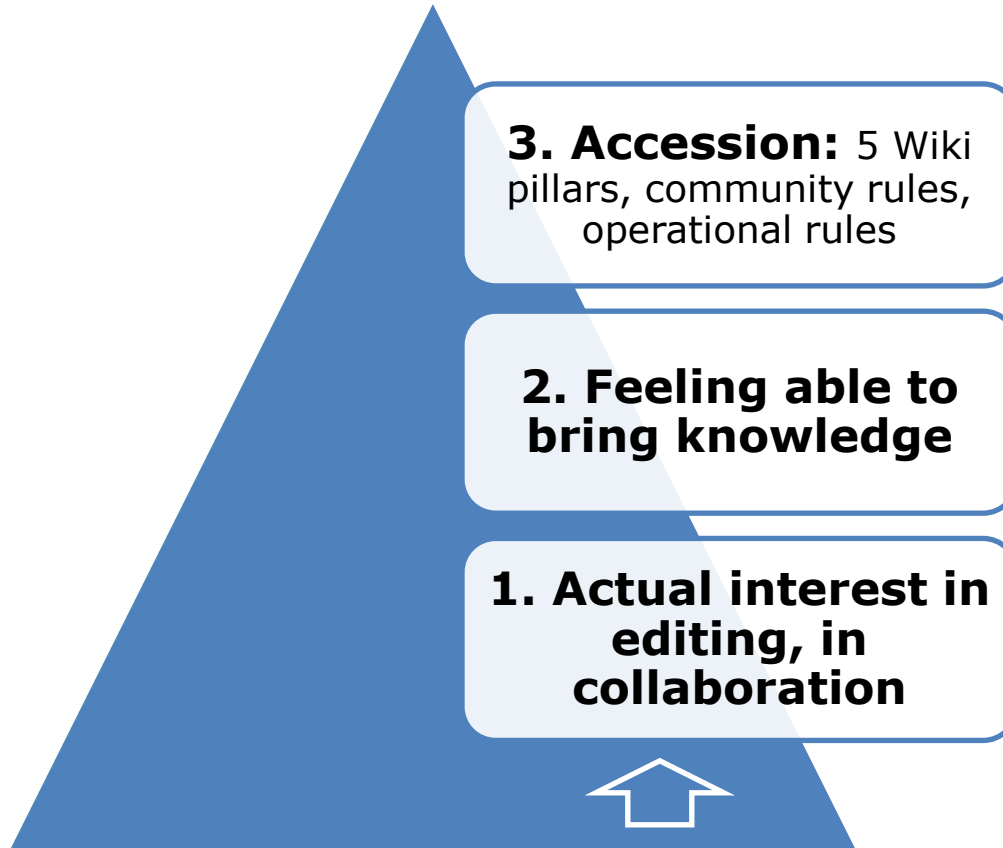
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Part of the readers: there is an interest in editing for Wikipedia, but some steps need to be overcome

I never thought about it, I am very lazy for this kind of thing. I am crazy to make a blog, but it don't make it because I must have this responsibility to update it regularly... I think that I do not have any particular knowledge about something new – which somebody has still not written about; what I could do is adding, modifying, but inserting data is not something that I would be able to. (São Paulo, reader, smart, male, 28)

I do not edit often because I'm more keen to read... I never felt the need to edit. I never had such a close relationship with Wikipedia, I have always used it to satisfy my own needs, finding there answers to my doubts. (Salvador, reader, smart, male, 18)

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Part of the readers: there is an interest in editing for Wikipedia, but some steps need to be overcome

Editing is something that I am ready to do. Indeed, you need enough knowledge to be able to write something that can work as a reference to other people, and this can take a while. Before that, you must consolidate your knowledge. (São Paulo, reader, smart, female, 27)

I tried to do it, as a test, but I did not assimilate it very well: at the end, there were a lot of things written inside but nothing understandable. I already tried to get a better understanding about it, but it's difficult. You must remember to insert quotation marks, brackets, changing color, etc. (São Paulo, reader, call, male, 17)

I had already edited once... It was not so easy, because Wikipedia has a specific code that you need to learn in order to be able to edit. I think that this makes people give up. (Salvador, reader, call, male, 28)

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Editors: Wiki beginnings

They have been editing **for 4 or 5 years,** with <u>individual</u> trajectoires

They started with friends, **with subjects that passionate them,** with which they have an acquaintance – e.g., rock groups (1), specialized in Avril Lavigne (1)

At the begining it was a hobby, creating articles, **and then it turned into a cause**: they started to monitor wiki quality, fighting against vandalism (2) ▶ reverting, erasing inaccurate or unsuitable content

Motivated by the need to post brazilian contents on the web (1) ▶ identify in Brazil a low mobilization to share knowledge

In all cases, proudness and gratification in collaborating: learning, intellectual development ▶ the wiki takes the editor to study, to consolidate knowledge

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Editors: Wiki beginnings

I already had my username in 2005, but I did not use to edit very much. I used to edit articles on rock groups that I liked, but it was not part of my daily habits. **In reality, I started only following what was happening, and when fun activities began to take place I showed up and started to write in more intensively.** *(São Paulo, editor, smart, male, 30)*

I was brought to Wikipedia as an editor by the music, *because of this singer here. It's for her fault that I started to write in Wikipedia, 100%... Have a look here, Avril Lavigne. (São Paulo, editor, cell, male, 17)*

*...***Brazil needs contents in the internet, in Portuguese.** *There is much knowledge in Brazil and fore some reason people do not show it, do not express themselves on the internet... This is why I decided to bring contributions based on our knowledge. Brazil represents so many things, it's such a giant country... So, why not putting it on the internet? (São Paulo, editor, pc, male, 26)*

Most of my actions are **against vandalism, just reverting what other people do, deleting pages.** *But from time to time I create an article, I improve it (Salvadr, editor, cell, male, 25)*

I started it as a hobby, and then I saw that this made me grow very much. *I could feel my development, the learning that I could get from it (Salvador, editor, cell, female, 50)*

What defines a good editor?

Responsibility, to face it as a cause, to think of the collective

Language proficiency, **clarity and objectivity**

Apart from contributing with a based content, **watch over the contents, fighting against vandalism**

To adhere to the rules, to be strict with the sources

To pursue a **continuous improvement**, studying in order to contribute with more substance

A reader adds: *"People come back for the truth of the information, for the easy access, for the volume of information. Today, nobody has an encyclopedia at home" (São Paulo, reader, pc, male, 28)*

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Translation of edited material in another language, having many times the Wiki itself as a souce

Offline **books and encyclopedias**

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They have rough statistics of their own production

I guess more than 40 thousand: 30 thousand in the wiki in Portuguese, 10 thousand in the English version and other further divided, scattered. (Salvador, editor, cell, male 25/ female 50)

I do not remember how many articles I had created, I do not keep it in my mind. There are users who register this info. I think I created 2 or 3 thousand ones. I do not follow all of them (São Paulo, editor, smart, male, 30)

I wish I could beat this guy here, who has 200 thousand editings, and I have only 75 thousand (São Paulo, editor, cell, male, 17)

I have more or less 500 editings or inserts (São Paulo, editor, pc, male, 26)

How do they imagine the near future?

Keeping collaboration, one of them in the WikiUniversity mainly

To evolve and assume the grade of administrator (1 case)

To value the contribution, spreading the **proudness to participate** as an editor, contributing to the broad growth of the wiki

They request **a wider dissemination of Wikipedia**, presence in the media as it happens in other countries: with a focus on reliability, so that its renown as a reliable source increases over time

"The Wikipedia in Brazil is not much renowned; it' not seen as a good source, this is the problem. This is why it can still not grow very much, but it is a good site. Everybody says that he/she will not pick up the info in Wiki without checking it before, or do not even go there and have a look at other sources. Here in Brazil, there is no good dissemination, there is no media. In England, e.g., the BBC link all pages to Wikipedia" (São Paulo, editor, cell, male, 17)

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EDITORS

The **cultural background** of the average Brazilian: those who know how to write well are a minority

The **number of rules to be followed** on the wiki is another barrier: it might keep away the more impatient ones, there should be a better training – "the other editors point out the errors sometimes, but do not teach how to do"

It's necessary **to strengthen the Adopt-a-user** program (*Programa de Tutoria* in the brazilian version), which has been created recently, in order to stimulate and guide the beginners
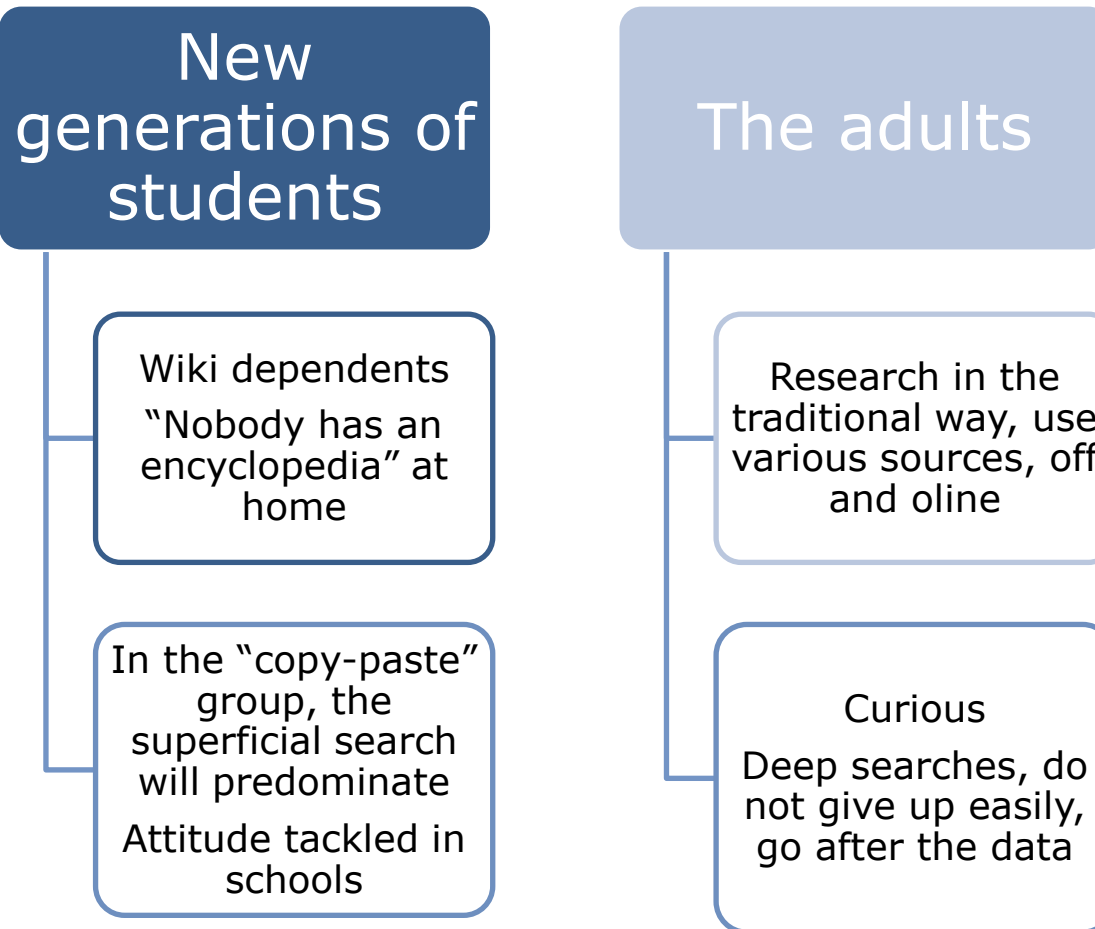
"There is a guy (one of the participants of this survey) who started to edit a text about his favorite singer. It was a text for each of her albums, but he was not caring about the rules, nothing, the Portuguese was awful. People started to pick on him and to insist so much that he started to improve his writing, he learnt to imporve his writing (São Paulo, editor, smart, male, 30)
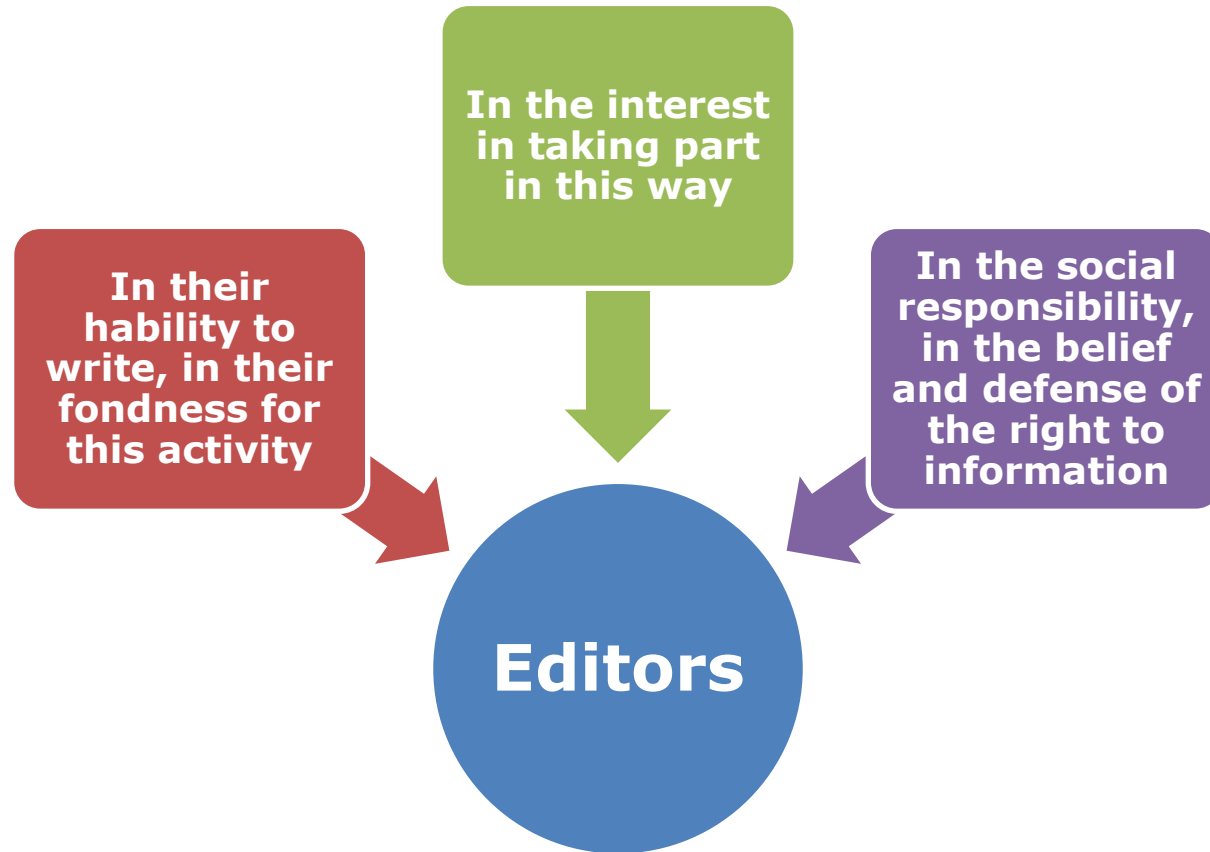
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Wikipedia reader's image
(Editors and Readers)

Two profiles of wiki readers are highlighted

New generations of students

Wiki dependents
"Nobody has an encyclopedia" at home

In the "copy-paste" group, the superficial search will predominate
Attitude tackled in schools

The adults

Research in the traditional way, use various sources, off and oline

Curious
Deep searches, do not give up easily, go after the data

"The heavy user is the teacher and the student, that's it" (São Paulo, editor, cell)

In what are the editors distinguished from readers?

In the interest in taking part in this way

In their hability to write, in their fondness for this activity

In the social responsibility, in the belief and defense of the right to information

Editors

People whom I know and who read Wiki are curious as I am, they *value the knowledge*, they are people who like to deepen a subject. *An editor is a more proactive person, someone who likes to contribute;* the reader, instead, is a guy who just consumes information, he does not always contribute. (São Paulo, reader, pc, male, 28)

There is a bias, a basic difference between editors and readers: *persons who edit in Wikipedia are people who want to do something for all. Those who only read are only interested in consuming.* It's sad, but maybe the person does not have any time left, or the right computer, maybe he/she does not like to write, or he/she might prefer to write somewhere else. (São Paulo, editor, smart, male, 30)

I think that there is a difference between those who only read and those who read and write. *There is the willingness to share, and also the pleasure of writing.* I somewhat like to write, but I am a little lazy; I could write if I needed to, but I am a little bit lazy.
(Salvador, reader, smart, female, 29)

Wikipedia on the mobile
(Readers and Editors)

To read wiki contents, the mobile is satisfactory

✓ **It will always be better on the computer, everyone agrees, but there is a need to check information in mobile situations:** driving in rush hours, in the public transport, in class, in work meetings, in lectures, etc

*The mobile is more convenient, **it's easier because it's in hands at any time** and I'm not always at the computer. (Salvador, reader, smart, female, 29)*

*I prefer to read on the desktop, **but I cannot carry such a screen in my pocket. It's impossible that someone likes to read very small letters,** you can even change the option, the size, but it takes longer (São Paulo, reader, pc, male, 28)*

***I rarely access Wikipedia on the mobile,** only in the case I need a very quick information, so that I do not forget it afterwards. If I do not have any computer available at a specific moment, I'd better access it on the mobile than to forget it later (São Paulo, reader, smart, female, 26)*

To read wiki contents, the mobile is satisfactory

There is a real need – and a taste among certain ones – for searching / reading wiki on the mobile

- ✓ In *mobile* situations or when it's more practical – watching TV, when the computer is off, or simply far from the desktop

Thus, **reading the wiki on the mobile instead of reading it on the computer is not a matter of preference:** the need of information in mobile situations seems to increase, and mobile is the easy and available device for this task, not the computer.

- ✓ *Anyway, they search on the mobile easy-to-read contents*
- ✓ *And value the condensed version adapted for mobile and provided by Wiki: photos, short initial text, general information, with the option of looking into more detailed content if necessary*

To read wiki contents, the mobile is satisfactory

In terms of stage of adhesion to the Wiki on the mobile, the survey points out two groups of people: those who are *still resistant* and those who are *already adapted and familiar with it...*

1 *The Resistant*

✓ They use it when it's really necessary, if the search is undelayable, as a last resort

✓ They emphasize - in terms of barriers - the difficult and slow access

2 *The Adapted*

✓ They start to appreciate the immediate and constant access allowed by the mobile

✓ The habit of clarifying doubts in real time shapes this new generation of users who own the proper devices – Android and iPhone

✓ For them, making searches on Wiki and reading it on the mobile is easy and fast

The "tech" profiles are distributed among the two groups/stages. Some "cell tech" hardly access the internet via mobile; generally, they do not even have the right device for that and if they had one, their reaction would be unknown.

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To read wiki contents, the mobile is satisfactory

The *Resistant*

It's very difficult to open and read it on the mobile because it' very small. It's easier on the computer. I do not know any apps that allows the access to Wiki on the mobile. Maybe if I knew and saw the apps and if it provided a better layout, I might use it. (São Paulo, reader, smart, female, 26)

... I access it on the mobile when I have no choice. When the notebook runs out of battery and I must obtain a "vital" piece of information! **It's my last option because the mobile really stresses me a lot.** When I access the Wikipedia on the mobile, it does not immediately go to the mobile version. It goes to the original one. (São Paulo, reader, pc, female, 20)

It's easy, the only thing you have to do is to zoom in on the little screen and then you can read it easily. **But I prefer to read it on the computer...** And if I had the choice between reading the info on these devices and on printed materials, my preference would be for the paper. I like to underline, to strike the words out... I had already printed several Wikipedia articles in PDF format, in order to read them and then be able to highlight the words and to make notes. This is a much better way to handle the information. (Salvador, reader, smart, female, 29)

... **I do not like to read on the mobile that much, the screen is too small,** it's uncomfortable... I use it when I'm standing in a queue, when I am lazy to turn the notebook on, then I take a quick and superficial look to the info on the mobile. Conversely, when I decide to update my knowledge and I can take my time, then I use the notebook. (Porto Alegre, reader, smart, male, 29)

To read wiki contents, the mobile is satisfactory

The Adapted

Now, I am used to access wiki on the Smartphone. The great thing about it is that the menu is built up with mini icons, and you only need to expand what you want. (Porto Alegre, reader, smart, female, 27)

When I need to use the wikipedia I do it mostly on the mobile, e.g. when I am at the college and I have a doubt concerning a disease... Then I take a look at my mobile, I open the Wikipedia page and search for the disease. (Salvador, reader, smart, male, 18)

When I am thinking about something, it can be out of the work hours, e.g. when I am at home sitting on the sofa and I see something on TV and I want to know more about it... Since I already know that Google will always find something, I do it on the mobile. This time, the complete version is displayed, but normally it runs on a mobile version. (São Paulo, reader, pc, male, 28)

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To read wiki contents, the mobile is satisfactory

Cities	The Resistant	The Adapted	The first time	Does not apply
São Paulo	3 (smart, pc e cell)	5 (smart/2, pc/2 e cell)	1 (smart) – gostou muito	-
Salvador	3 (smart e cell/2)	3 (smart/2, pc)	1 (cell) – não gostou	Does not access the internet on the mobile (cell)
Porto Alegre	1 (smart)	1 (smart)		Does not access the internet on the mobile (cell)
Total ▶	7	9	2	2

I accessed it for the first time when you asked me to do it - for the diary. It was great. I like mobiles and Wikipedia has a mobile version. It fits the screen size, I do not need to roll the page down. **It was great, I read it very fast. It's a light device.** (São Paulo, reader, smart, female, 27)

They can even imagine a timely collaboration via mobile

✓ **More uncompromising, in a spirit of sharing as in the social network**

*I think that something very nice could happen, people including videos, pictures, text, comments. Eventually, the person is going to a place, **manages to take a nice picture, he/she can add it to an article, or something similar, his/her impressions may be posted there.** Wikipedia is knowledge... (São Paulo, reader, cell, female, 27)*

***In my opinion, it would be interesting to be able to post a picture in Wikipedia,** I am walking for instance in a historical place and I want to illustrate with a photo, it's nice to have the possibility to take the picture on that moment and to post it... (São Paulo, reader, pc, male, 28)*

✓ **Just pointing out errors, registering some comment in the discussion page, as a reminder to be restored later**

I mean, correcting spelling errors, obvious acts of vandalism… this is something that makes me edit. If I open a page and I see some vandalism, I edit it. And then I enter the discussion pages before long editings... Besides, it helps me for these long editings... **If I post a comment in a discussion page and I look at my history of contributions, this helps me to find it again and develop it on the computer later.**
(São Paulo, editor, smart, male, 30)

Readers, especially in São Paulo, appear to be less resistant than the editors

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But not the editing itself

✓ *Because it involves some tools that are inaccessible on the mobile or difficult to manipulate, it implies in reading the whole document (on a full screen), and to leave many pages open simultaneously*

I think it's not suitable for editing, because you need to have all these codes that do not exist on the mobile keyboard. HTML and JavaScript codes, you need to have them, you cannot use standard letters only... It complicates the task, this is why I prefer editing on my notebook. I need to look at the full screen, do you understand? Then I need to come back, to read it. Here it's direct and I think that this is something that they have still not managed. I would use the mobile only for monitoring, to answer messages, it's excellent for this only. To the basics, but neither to include an image, nor to create an article, to edit more advanced things not. I do very often use the "copy-paste" system, on the iPhone I did not even learn how to do it, I do not even know if it's possible. For editing, I often need the Google translate, a minimum of two Wikipedia pages open and a Google page or a website's. All these pages on the mobile are too much. (sp, editor, cell, male, 17)

Wiki and mobile: summary of possibilities and limits

Always in the perspective of the lack of a computer, in mobile situations or whenever it's more practical to use the mobile, with a proper equipment (Android or iPhone)

READING

✓**2 adhesion stages: The Resistant and the Adapted**
✓**Abbreviated** information, summarized
✓With a **page adapted to the mobile**
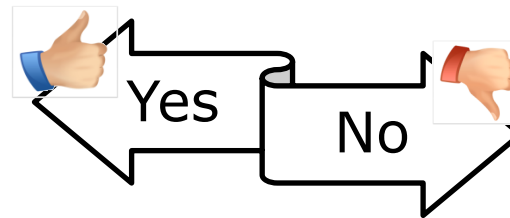
EDITING

✓Notes – **"post-it" effect –** to be restored later on the computer
✓Postage of **pictures and images**
✓**Comments about mistakes or vandalism,** maybe some corrections

Yes

No

EDITING

✓**Complete works/papers**, demanding elaborated production
✓**Need of a simultaneous reference** to the internet itself, on wiki inclusive (e.g., translations)
✓Material that implies in **using a language that is proper for web editing**– Java, HMTL

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Profiles

Profile

Name: Luana Gomes
Age: 26 years
Profile: Reader
Location: São Paulo
Gender: Female
Occupation: Bank clerk

Mobile Profile

Profile type: Smart tech
Reading profile: Resistant
Device Model: Samsung Galaxy 3

Luana mostly uses the mobile when she is outdoors, moving. Therefore, she only uses it to check the e-mails or the Facebook updates. Longer texts or contents are only read on the computer.

Profile

Name: Rafael Lopes Pimenta
Age: 28 years
Profile: Reader
Location: São Paulo
Gender: Male
Occupation: Business Executive/ Seller

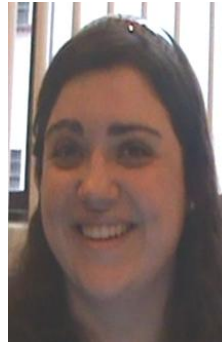## Mobile Profile

Profile type: Smart tech
Reading profile: Adapted
Device Model: Blackberry 8520

Rafael owns an iPad and uses it for reading. In his opinion, the screen is perfect for this; the problem is the one-megabyte connection, which gives a slow and intermittent browsing. To function well, the iPad needs a minimum of 5 megabytes, says Rafael. It has been made for the USA's connection, which is much faster; the gadget does not always work well in Brazil. The use of each gadget varies according to the location of usage: he uses the computer at work, the mobile (Blackberry) in the car and the iPad at home.

Profile

Name: Heloisa
Age: 20 years
Profile: Reader
Location: São Paulo
Gender: Female
Occupation: Student

Mobile Profile

Profile type: PC tech
Reading profile: Resistant
Device Model: Nokia 1.800 Express Music

Heloisa only accesses the internet on the mobile in cases of real need, when the notebook run out of battery and she must urgently get an information. Otherwise, she prefers the computer because the mobile stresses her a lot. In her opinion, it is slow, too small, she needs to roll the pages down and many of these pages do not fit the screen size. She is used to click on the browser, go to Google and then enter Wikipedia. Heloisa complains about the fact that she is not automatically redirected to the site's mobile version. Nevertheless, she praises Wikipedia's mobile version: "it's perfect and gives a great reading".

Profile

Name: Alexandre
Age: 30 years
Profile: Editor
Location: São Paulo
Gender: Male
Occupation: Researcher

Mobile Profile

Profile type: Smart tech
Reading profile: Adapted
Device Model: Nokia N900

Alexandre owns a good cell phone for reading. Its browser allows him to open multiple tabs at once and to switch easily from one to another. He says, though, that he restricts reading (on the mobile) to quick searches, mainly when he is not at home. It is not an appliance for deep searches. "The iPad has been made for this instead" – says Alexandre.

Profile

Name: Anna Paula
Age: 27 years
Profile: Reader
Location: São Paulo
Gender: Female
Occupation: Product Analyst

Mobile Profile

Profile type: Smart tech
Reading profile: Did it for the first time and liked it
Device Model: Sony Ericsson/ Nokia E72

Anna Paula is used to read on the mobile at different occasions. She reads her own blog in order to remember and search recipes and she also read news. She is annoyed, however, by the small screen size that is hard to read: she needs to zoom it in and to drag the items from one place to the other. The page must be rolled down and she loses then the whole page view. For Anna Paula, it is not the right device for all purposes. She believes that the sites that offer mobile versions provide a much easier reading.

Profile

Name: Norbert
Age: 28 years
Profile: Reader
Location: São Paulo
Gender: Male
Occupation: Programmer

Mobile Profile

Profile type: PC tech
Reading profile: Adapted
Device Model: LG Octane

Norbert is used to read e-mails, to access Facebook, Twitter and Wikipedia on the mobile. He prefers to read on the desktop but "cannot carry this big screen everywhere" – he says. In his opinion, having a great reading on such a small screen is impossible. If he increases the font size he also needs to roll the page down even more, what is not nice neither. He believes that he will never replace the computer by the mobile.

Profile

Name: Caíque *
Age: 17 years
Profile: Reader
Location: São Paulo
Gender: Male
Occupation: Teacher

Mobile Profile

Profile type: Cell tech
Reading profile: Resistant
Device Model: NOKIA (pre-paid)

Caíque does not read on the mobile because he does not own a Smartphone, but he is a potential reader. If he could afford the device and the data plan, he would definitely use it. He has an online profile.

* Dissemination of image was not authorized

Profile

Name: Vitor Mazuco *
Age: 17 years
Profile: Editor
Location: São Paulo
Gender: Male
Occupation: Student

Mobile Profile

Profile type: Cell tech
Reading profile: Adapted
Device Model: ZT Mobile (pre-paid)

Vitor does not use the mobile for reading because he does not own a Smartphone, but he is a potential reader as well. As soon as he acquires an iPhone, he plans to do searches on the mobile.

* Dissemination of image was not authorized

Profile

Name: Everton
Age: 26 years
Profile: Editor
Location: São Paulo
Gender: Male
Occupation: Comunications assistant

Mobile Profile

Profile type: PC tech
Reading profile: Very Adapted
Device Model: Samsung S5230

Everton does not like to read on the mobile. Rolling down the page in order to find something is quite inconvenient – he says. One needs to be previously familiar with the site, otherwise it is very difficult to find things out.

Profile

Name: Rita de Cássia
Age: 29 years
Profile: Reader
Location: Salvador
Gender: Female
Occupation: Accountant

Mobile Profile

Profile type: Smart tech
Reading profile: Resistant
Device Model: LG Scarlet

Rita de Cássia is used to read contents on the mobile when she is outdoors, or when she is waiting between two activities, or during a lecture at university in which she does not understand some points. These are occasions in which she researches on the mobile. Besides, she accesses social networks or some other sites to kill time between classes. At these moments, she is also used to check e-mails and the MSN on the mobile. Her browsing on the mobile starts with Google. She uses the browser that had been supplied with the device: she did not bring any change to the original configuration.

Profiles

Profile

Name: Synara *
Age: 25 years
Profile: Reader
Location: Salvador
Gender: Female
Occupation: Administrator

Mobile Profile

Profile type: Cell tech
Reading profile: Resistant
Device Model: Nokia X-3

Synara's cell phone is not enabled for the internet connection and she cannot afford a data package.

* Dissemination of image was not authorized

Profile

Name: Rodrigo Bartilotti
Age: 18 years
Profile: Reader
Location: Salvador
Gender: Male
Occupation: Student

Mobile Profile

Profile type: Smart tech
Reading profile: Very Adapted
Device Model: Blackberry

Rodrigo says that his mobile allows him a fast communication everywhere. By the way, it is precisely on the mobile that he accesses Wikipedia. He usually accesses Wiki during the lesson at the college, when he has doubts to clarify. Thanks to the mobile, he is able to find the answer immediately, something that the teacher could not do with hundreds of students in the classroom. He uses the mobile to read e-mails and to access Twitter when he is not at home, or when he needs to chat with someone without paying any charge and he knows that this person is online. Then he uses the mobile to access Twitter.

Profile

Name: David Galvão
Age: 28 years
Profile: Reader
Location: Salvador
Gender: Male
Occupation: Web Designer

Mobile Profile

Profile type: Cell tech
Reading profile: Did not like his first time
Device Model: HTC

David needed to access the internet on the mobile only a few times. At home, he only uses the PC. He might eventually use the mobile to access the e-mails when he is under the blankets, but it's for pure laziness. His actual habit is to use the desktop.
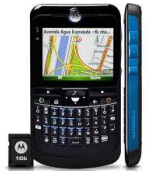
Profiles

Profile

Name: Lina Magali
Age: 30 years
Profile: Reader
Location: Salvador
Gender: Female
Occupation: Publicist

Mobile Profile

Profile type: PC tech
Reading profile: Adapted
Device Model: Motorola Smartphone

Lina is not able to read contents on the mobile, she prefers the iPod touch. The iPod provides a nice reading; she likes the Apple's interface for its good and fast browsing. It's the right tool to make researches, to read e-mails, news, blogs. When browsing, the Google is automatically redirected to her searched contents. The disadvantage of the iPod is that she gets limited to Wifi locations since her device is not equiped with the 3G. She is used to access her blog on the iPod, but only to check if there are any new comments. Basically, she uses the iPod for researches: she is a very curious person. She also owns a notebook, that she shares with her sister.

Profile

Name: João Luiz
Age: 33 years
Profile: Reader
Location: Salvador
Gender: Male
Occupation: Lawyer

Mobile Profile

Profile type: Smart tech
Reading profile: Adapted
Device Model: Iphone 4

João Luiz is used to access the Internet on the mobile for legal searches, to check codes, to read news. The iPhone model gives a particular easy reading.

Profile

Name: Lucas e Luisa Teles
Age: 25 and 50 years respectively
Profile: Editors
Location: Salvador
Gender: Male and Female
Occupation: Student (Lucas)

Mobile Profile

Profile type: Cell tech
Reading profile: They do not own a Smartphone or a PC, only a desktop
Device Model: Não tem

Lucas and Luisa do not own devices that are enabled for internet browsing. They show a certain indifference, a lack of interest and even a sort of disdain towards browsing on the mobile. They do not own notebooks, only two desktops – despite the fact that they belong to a medium-high family living in a private condominium in Salvador.

Profile

Name: Jorge Henrique
Age: 29 years
Profile: Reader
Location: Porto Alegre
Gender: Male
Occupation: Business
 consultant

Mobile Profile

Profile type: Smart tech
Reading profile: Resistant
Device Model: Iphone

Jorge Henrique accesses the internet on the mobile, mainly the e-mails. He is a heavy user of the Google reader, which gathers all his favorite sites. However, reading on the mobile is inconvenient because it is small and uncomfortable – he says. He mostly uses the mobile when he is standing in a queue, or when he is too lazy to use the notebook. When he wants to read and deepen something, though, he turns the notebook on.

Profile

Name: Aline de Campos
Age: 27 years
Profile: Reader
Location: Porto Alegre
Gender: Female
Occupation: Systems Analyst

Mobile Profile

Profile type: Smart tech
Reading profile: Adapted
Device Model: Motorola Milestone

Aline centralizes the work tasks in the notebook. Reading on the mobile/smartphone is more connected to entertainment, social networking, blogs, e-mails, search of contents and information on subjects that do not demand a particular focus. She uses the Google Reader and the Feedly, that are Android apps: they organize the favorite sites' reading and "feed" the device with all the updates. They store her favorite sites and dispense the corresponding searches. "It's a friendly interface, thanks to which she can simply turn the pages to check the posts, without clicking on the "back" and "forward" buttons to look for the post". (she reminds the iPad reader, that simulates the turning page movement).

Profile

Name: Rubens Marcelo
Age: 47 years
Profile: Reader
Location: Porto Alegre
Gender: Male
Occupation: Designer/
Draftsman

Mobile Profile

Profile type: Cell tech
Reading profile: does not own a smartphone and does not access the internet on the mobile
Device Model: Nokia X3

Rubens does not use the internet on the mobile. The device is not enabled for it, and the plan he is subscribed to neither (prepaid one, from the carrier "Oi"). He accesses the internet on the PC. Rubens likes to read online newspapers very much and owns a 20-inches screen. He seems to be the kind of reader who appreciates big screens. However, he might use the mobile to read e-mails if he owned the right device for that.

Final considerations

✓ **The use of internet on the mobile is still incipient**

▶ **for cultural reasons** – people still need to get used to it, especially in Salvador and Porto Alegre, where there is an invariable delay in terms of behaviour in comparison to São Paulo, city that is on the edge of innovative trends

» The **most frequent association with internet on the mobile is still the discomfort** towards handling keyboards and touch interfaces, and the **impatience** towards the download timing for heavy files.

✓ **The use of internet on the mobile is still incipient (cont.)**

▸ **for structural and economical reasons** – only a minority owns equipments that allow a free, easy and pleasant access to internet. And even when this happens, the broader operational plans are prohibitive to the biggest part of the population (and to part of our sample)

» Despite of the correlation between the educational level and the purchasing power, **the wiki editor, who has in general a privileged cultural level, does not necessarily have the access to cutting edge equipments in terms of technology.** Reasons for that might be economical, or linked to a certain "cult" profile where the attachment to the presential world is still very strong, delaying the adherence to novelties in devices.

✓ In such context, it's important to emphasize that – even among people who are getting used to the internet **on the mobile** – **the access to wiki page is not usual for a part of the sample**:

▸ This is explained by the use of wiki mainly in moments of concentration, **usually in front of the computer** – to study or to work

▸ Wikipedia **is defined as an actual encyclopedia, and is more seen as a reference source for theoretical and formal information,** than to reading and random search of light contents (such as entertainment items and short and quick news) typical of the mobile.

✓ Remaining on the list of prerequisites for editing contents on the mobile, **there are other barriers to information editing - on the mobile or out of it:**

▸ **the low cultural level of the average Brazilian,** and consequently, the precarity in the usage of the written language (and even the spoken one)

▸ **the lack of habit in terms of writing, a certain "laziness"** mainly associated to the new generations, marked by the visual bias of the image (as opposed to reading) and by the fragmented language of the online messages. The exceptions (and there are some examples in the survey itself) simply confirm the rule.

▸ **The lack of specialized and systematized knowledge,** in a generalist society, means by definition: to know a little about everything but nothing in depth, and this is the predominant motivation

✓ **The good new** is that people had never communicated so much in the virtual world and, in Brazil, the success of the social networks just confirms this trend

  ▶ In a friendly and uncompromising atmosphere, people feel at ease to express likes and interests, to share findings and important moments of their lifes

✓ Thus, **in this informal environment** that is not Wikipedia's and which they do not expect it to have, come out shy trials of adherence to possible collaboration with Wiki on the mobile – at the end of the interviews – and, one must say, already quite tired of our "encirclement" approach around the internet via mobile

  ▶ **What would be acceptable in terms of postage in wiki** is precisely the passing flagrant allowed by the mobile moments: a picture, a thought, a fact, a note

✓ **The challenge, anyway, will be to stimulate the use and collaboration with Wikipedia through the mobile without trivializing the brand** and without launching a new wave of unreliability over a tool that has been valued over the time but still suffers from the suspicion that falls on the internet itself

▸ the lightness/frivolity with which internet articles are commented is reminded in order to delimit a space of respectability that exists within wiki, where the contributor has a compromise of ethics and social responsibility

✓ **A campaign stimulating the collaboration through the mobile must:**

▸ Provide tools for an easy reading – or disseminating what already exists. It seems more logic to start by motivating the wiki **reading** on the mobile

  » The need of a prompt access to information – which gains strength among people who own the right device to access the internet – represents an excellent opportunity to expand the access to Wiki on the mobile

▸ And then, after a wide familiarization with Wikipedia on the mobile, disclose the **discussion** (this field is unknown) and **editing**

✓ **A campaign stimulating the collaboration through the mobile must (cont):**

▸ Remind that the person **does not need to be an expert in order to contribute but having what to tell,** and being interested in researching and growing with his/her own experience

» If feasible, **reframe the concept of editing,** in accordance to the wiki foundations: remove the academic reputation that surrounds this activity

▸ **Bring to the heart of the debate the culture of the democratization of information,** reinforcing the space of citizenship that wiki can and must appropriate.