

# How to raise awareness for Wikipedia



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# Lessons from Nigeria & Iraq





# Meet our panel:



**Shola**  
Olaniyan



**Kacie**  
Harold



**Jack**  
Rabah

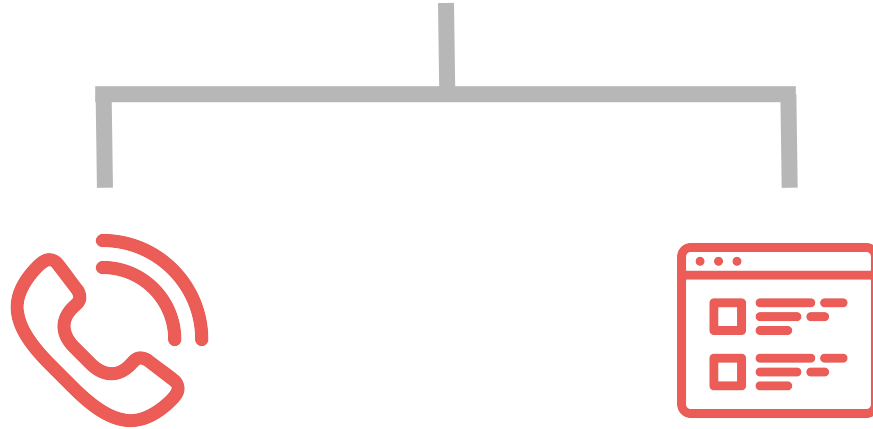


**Sarmad**  
Yaseen

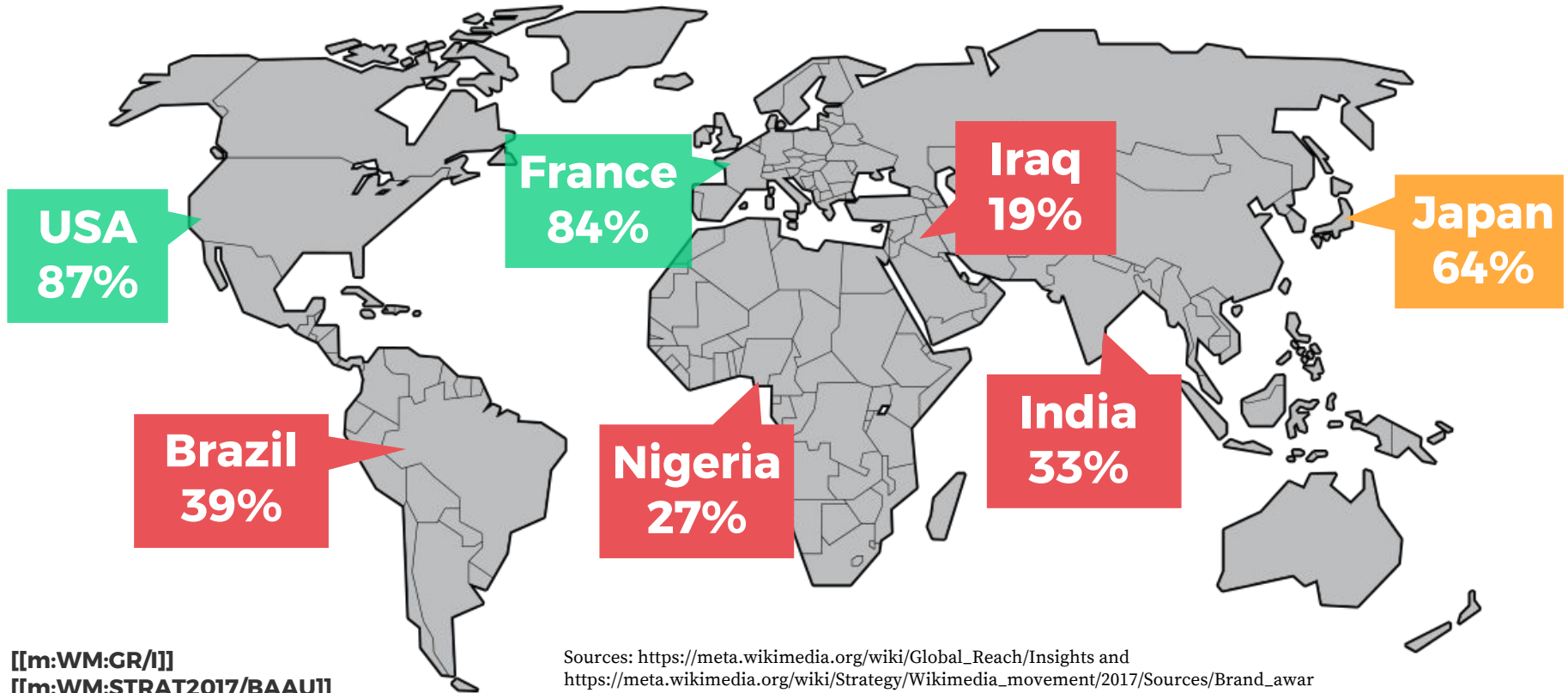


**Zack**  
McCune

# “Have you heard of Wikipedia?”



# Wikipedia awareness among internet users



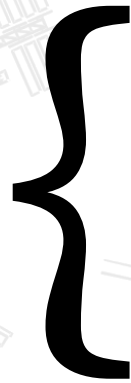
[[m:WM:GR/1]]  
[[m:WM:STRAT2017/BAAU]]

Sources: [https://meta.wikimedia.org/wiki/Global\\_Reach/Insights](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](https://meta.wikimedia.org/wiki/Strategy/Wikimedia_movement/2017/Sources/Brand_awareness,_attitudes,_and_usage_-_Executive_Summary)



**What is awareness?  
Why does it matter?**

**Awareness**



**Recognition**

*I have heard of Wikipedia*

**Use Value**

*I use Wikipedia for ...*

**Attribution**

*I got it from Wikipedia*



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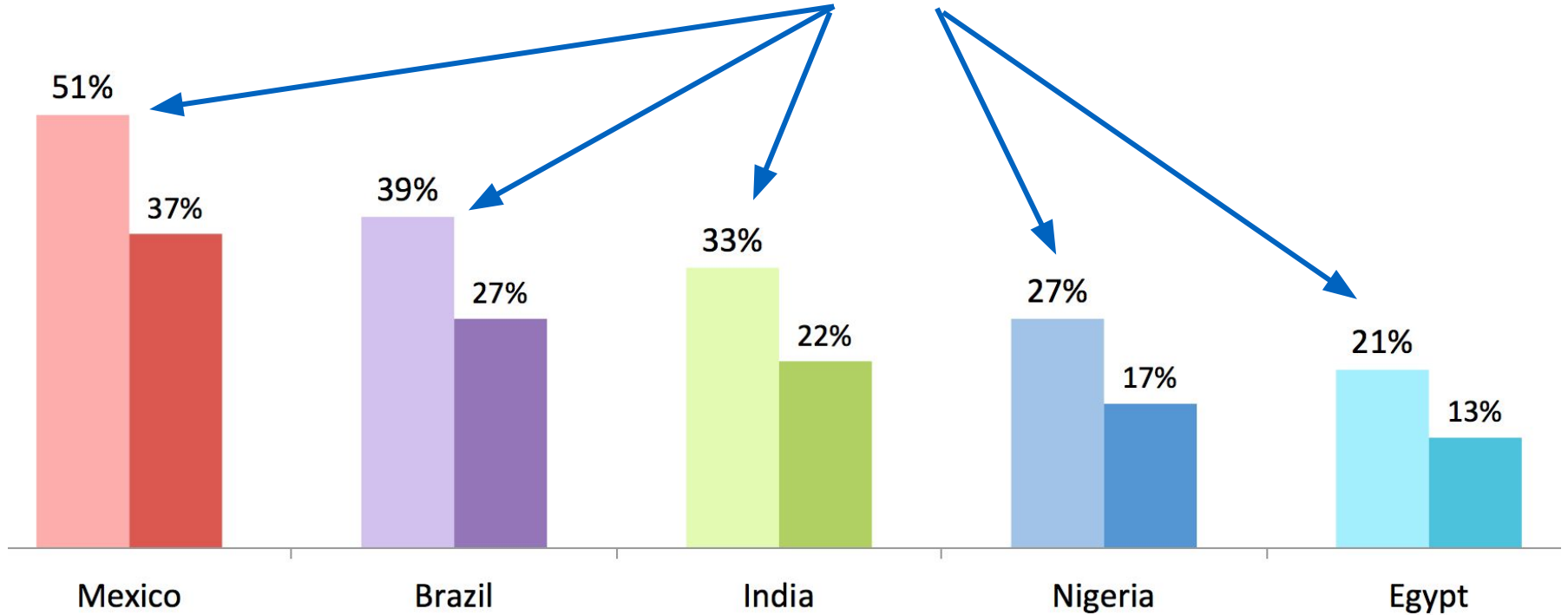


**Low awareness of  
Wikipedia is correlated  
to low usage**

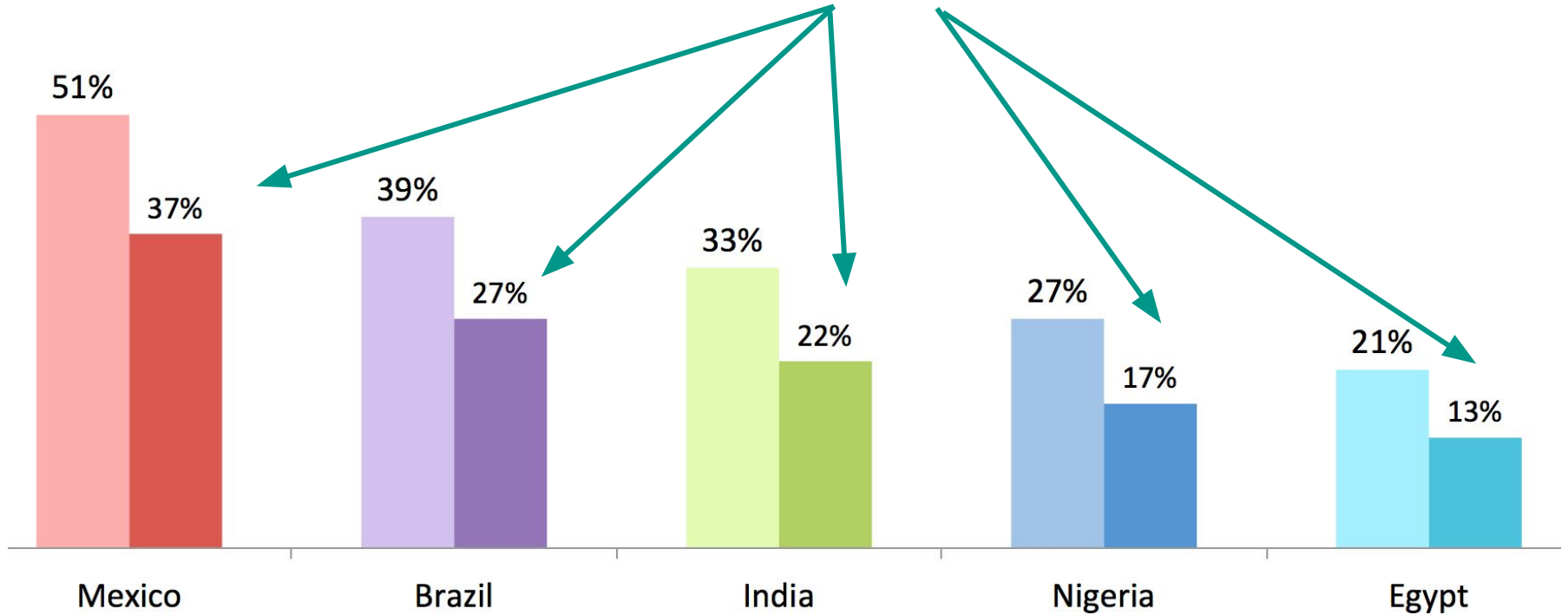


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# Low awareness



# Low usage





**Awareness is the first step in  
building new use, support,  
and participation in Wikimedia  
projects**



# Approaches to raising awareness

# Community case studies

# Case study: Iraq





**Iraq**

**19%**

# Have heard of Wikipedia



Full reports are available here:  
[https://meta.wikimedia.org/wiki/Global\\_Reach/Insights](https://meta.wikimedia.org/wiki/Global_Reach/Insights)



A woman with blonde, wavy hair and a man with short dark hair and a beard are standing side-by-side against a light grey, textured wall. Both are smiling warmly at the camera. The woman is wearing a black top and a dark grey cardigan. The man is wearing a white button-down shirt and a dark blue blazer.

# Discussion with Sarmad Yaseen

# What are some reasons for low awareness in Iraq?

**How are you and your  
user group working to  
raise awareness?**

**What events and  
activities are you doing to  
raise awareness?**

**What does your video ad  
show about Iraq? Why did  
you choose this approach?**

A person is shown from the chest down, holding a white smartphone with both hands. The phone's screen displays a video with a person in a dark setting. The person holding the phone is wearing a dark long-sleeved shirt and a gold bracelet on their left wrist. The background is a blurred indoor setting with other people. Overlaid on the center of the image is the text "Let's watch the Wikipedia Iraq ad" in a large, white, sans-serif font.

# Let's watch the Wikipedia Iraq ad



حتى لو لم يكن لديك رص

**And there is a  
Kurdish version...**





نه گهر بالانسېشت یې

**The Iraq ad has more than  
5.1 million views =**

**~ 18% of Iraqis**



**See more:**

[meta:Communications/2017\\_project\\_to\\_promote\\_Wikipedia\\_in\\_Iraq](#)

# Case study: Nigeria



**Nigeria**

**27%**

**Have heard of Wikipedia**



Full reports are available here:  
[https://meta.wikimedia.org/wiki/Global\\_Reach/Insights](https://meta.wikimedia.org/wiki/Global_Reach/Insights)

A photograph of four people—three men and one woman—standing in a row and smiling. They are positioned in front of a wall covered in a colorful mosaic. The mosaic features a map of the world and a green bird-like figure. The text 'Here's what the user group is doing...' is overlaid in large white font across the center of the image.

**Here's what the user group  
is doing...**

A portrait of a smiling man with short, dark hair and a light beard, wearing a red patterned shirt. The background is a blurred outdoor setting with greenery and a building.

# Olushola Olaniyan

# University fan clubs

University of Ibadan

10th Edition of

Wikimedia  
Ibadan Club



Date: 28th August

Time:

I LOVE  
WIKIPEDIA  
wiki fan



Blackface

# Wikipedia on the radio









# Wikimania premiere: Nigeria web videos



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**See more:**

[meta:New\\_Readers/  
Raising\\_Awareness\\_in\\_Nigeria](#)

A grand, vaulted library with high ceilings, wooden bookshelves, and busts. The perspective is from the center of a long aisle, looking down the length of the building. The shelves are filled with books, and the ceiling features a series of large, arched wooden beams. In the foreground, a display case sits on a stand, and green ropes are strung across the aisle. Busts of figures are placed on pedestals along the sides of the aisle. The overall atmosphere is one of historical grandeur and intellectual pursuit.

**New:**  
**Rapid Grants to raise awareness**

**Questions? Ideas?**



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