How to raise awareness for Wikipedia
Lessons from Nigeria & Iraq
Hi there!
Meet our panel:

Shola Olaniyan
Kacie Harold
Jack Rabah
Sarmad Yaseen
Zack McCune
“Have you heard of Wikipedia?”
Wikipedia awareness among internet users

USA 87%
France 84%
Brazil 39%
Nigeria 27%
Iraq 19%
India 33%
Japan 64%


[m:WM:GR/I] [m:WM:STRAT2017/BAAU]
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
}
Low awareness of Wikipedia is correlated to low usage
Low awareness

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

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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
Have heard of Wikipedia

Iraq

19%
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?
Let’s watch the Wikipedia Iraq ad
حتى لو لم يكن لديك رصد
And there is a Kurdish version...
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
Here’s what the user group is doing...
University fan clubs

I LOVE WIKIPEDIA WIKI FAN
Wikipedia on the radio
Wikimania premiere:
Nigeria web videos
See more:

meta:New_Readers/
Raising_Awareness_in_Nigeria
New:
Rapid Grants to raise awareness
Questions? Ideas?