

DEI Research Nigeria

Communications department



WIKIMEDIA
FOUNDATION

01

Background

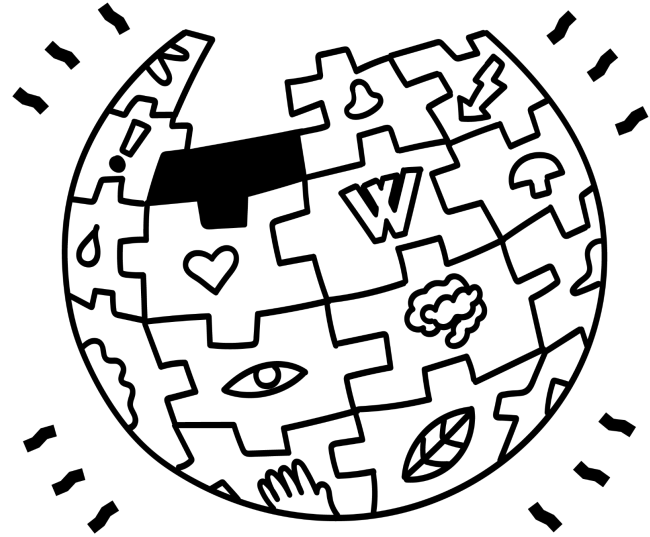
Why is this data important?

Before now, we did not have the data needed to properly understand and communicate about awareness gaps in relation gender, ethnicity and race.

- Provide the movement with a view into areas where we might strengthen and improve our work in relation to our common equity goals.
- Understand audiences within these groups and reasons for representation gaps in our movement amongst both editors and readers.
- Make informed decisions about programming and priorities based on the issues identified.
- Develop effective communications to increase engagement with those underrepresented in our movement.
- Better measure progress, hold ourselves accountable, and set benchmarks for improvement.

How will this data be used?

- Establish an understanding of the barriers to engagement and participation among underrepresented people on Wikipedia and other projects, and in relation to Foundation work.
- Address problems that may result in limited engagement and participation from the groups studied.
- Equip the movement with intelligence on the type of messaging and calls to action that resonate with these groups and ensure these are woven through campaigns and public relations efforts.
- Identify content and channels that people from these groups engage with and draw lessons that we can apply to our own work.



Putting the Data into Context

- **The DEI perspective in Nigeria was approached on an ethnicity and religious differentiation basis, as this reflects the situation in the country.**
- The ethnic groups were grouped into four, with the major three - **Yoruba, Igbo, and Hausa**, and the **smaller ethnic groups** which include Ijaw, Igala, Nupe, Fulani, Tsekiri, Tiv, Urhobo etc.
- In addition, the religious differentiation include Muslims and Christian, but the Christians were further differentiated based on their doctrinal differences into Catholic and Pentecostal, with pentecostal representing all evangelical and non-orthodox Christians.
- In areas where the responses to some of the survey questions were not differentiated by the communities, it is because the differences were not significantly different from each group response.
- The number of LGBTQ+ respondents was not significantly high, and as such, the data should be read on this basis.

Objectives & research questions

Objective: Understand how Wikipedia is perceived among different communities, to inform DEI strategy & comms

Research Questions:

- ▶ Which communities within Nigeria are least likely to be engaging with Wikipedia?
- ▶ Which communities feel least represented on Wikipedia?
- ▶ Why do certain communities use Wikipedia less, or feel under/misrepresented?
- ▶ Are there gaps between communities' values, and what they perceive Wikipedia values as being?
- ▶ Which communities are likely and unlikely to edit or donate, and why?

Methodology

Survey:

- ▷ 1,500 respondents from local Nigeria opt-in survey panel
 - Age 18+
 - Sampled to be representative of the Nigerian online population on age, gender
- ▷ 15 minute online survey
- ▷ Survey in English only
- ▷ Fieldwork dates: 17th-26th May 2022

Key base sizes in our analysis

- ▷ *Gender*
 - *Male: 788*
 - *Female: 713*
- ▷ *Ethnicities*
 - *Yoruba: 552*
 - *Igbo: 466*
 - *Hausa: 232*
 - *Other ethnicity: 251*
- ▷ *Religion*
 - *Christian (Pentecostal): 612*
 - *Christian (Catholic): 241*
 - *Muslim: 281*
 - *Other: 367*
- ▷ *LGBTQ+: 61*

Key learnings

1.

Overall, people feel Wikipedia is not representative of local culture

Just over half of Nigerians feel there are too many articles about white people & culture, and a majority feel there's too few articles about Nigeria's ethnic groups. Many also feel articles mis/under-represent Nigerian ethnicities

2.

Igbo & smaller ethnic groups feel least represented, but doesn't affect Wikipedia usage

Some communities feel less represented but still have a high consideration & use of Wikipedia, and more positive perceptions. Wikipedia can work with these communities to improve how they're represented on the site.

3.

The Hausa community has the most negative perceptions of Wikipedia & use it less

Hausa community have low awareness, usage & consideration of Wikipedia, and are least likely to see Wikipedia as honest and credible. Wikipedia has an opportunity to better engage this community.

4.

The LGBTQ+ community has negative perceptions and lower use of Wikipedia

The LGBTQ+ community feel less represented on the site (and in media in general). Opportunity to engage this community, though be aware of potential governmental restrictions.

5.

Driving up community engagement means more relevance & visual content

Increasing engagement with Nigerian communities, means (1) establishing more cultural relevance; (2) better reflecting community interests, e.g. health & wellbeing; and (3) use of more video & images

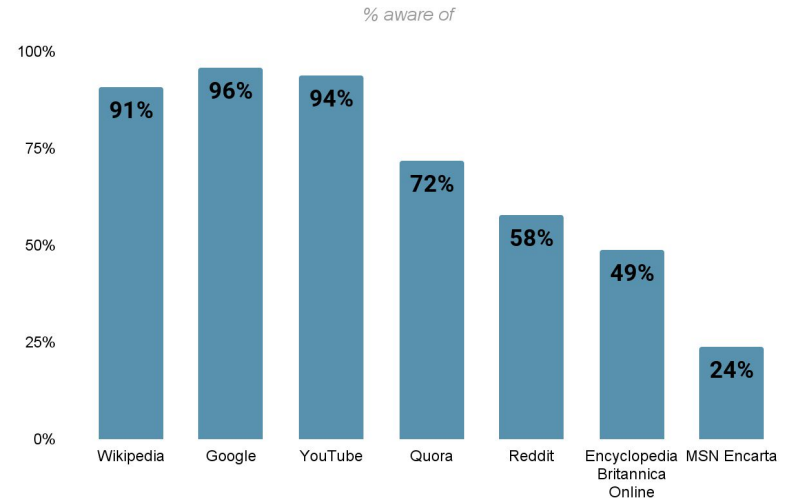
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Awareness & Usage

Wikipedia Awareness

Overall high brand awareness of Wikipedia in Nigeria

- Wikipedia recorded an overall high brand awareness at 92%, closely behind Google and YouTube.
- Wikipedia awareness primarily driven by the Yoruba and Igbo speaking community, particularly the pentecostal christians among them.



Wikipedia Awareness

Lower among the Hausa community, especially Hausa women

% aware of

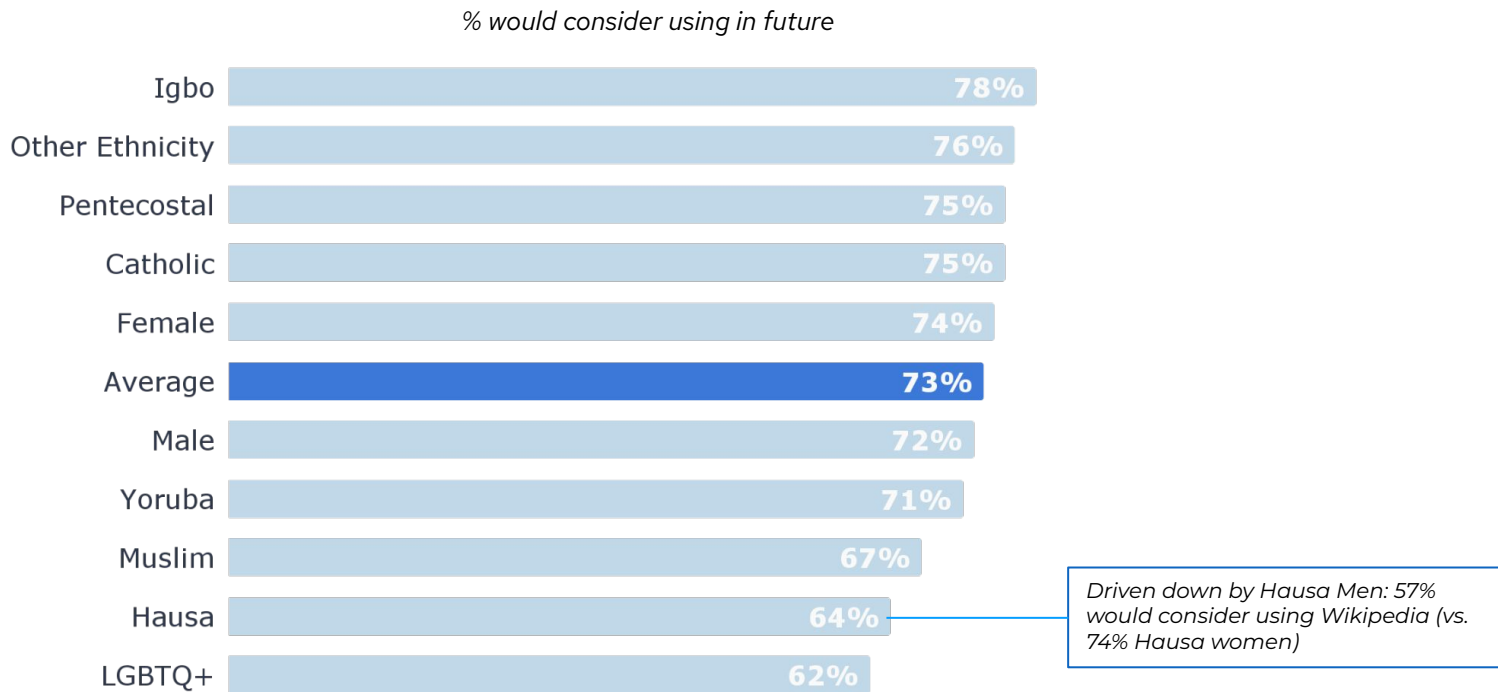


Driven down by Hausa Women: 75% aware of Wikipedia (also have low awareness of other web platforms)

Base: All respondents in each demographic group
Q2. Which of the following websites or apps have you heard of?

Consideration to use Wikipedia

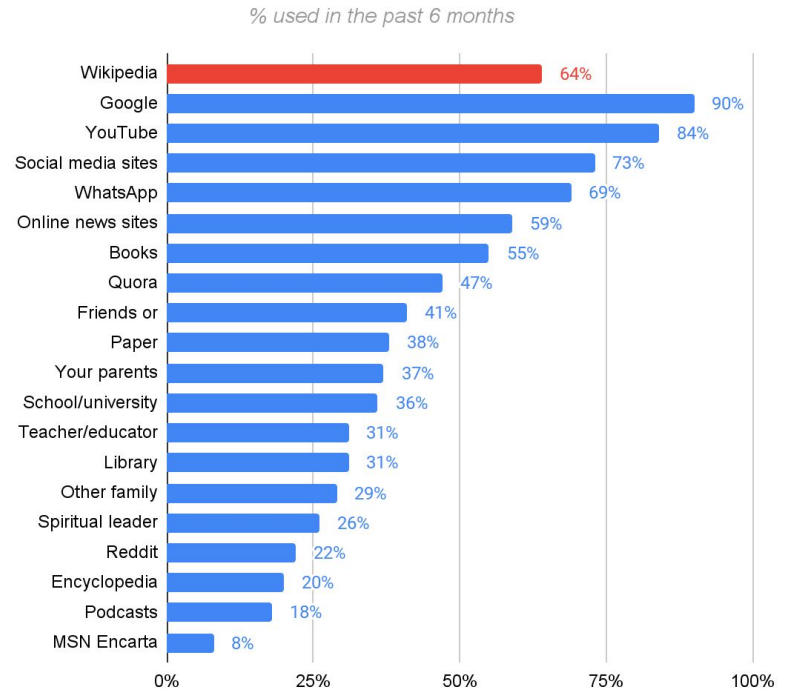
Low among LGBTQ+ community, and the Hausa community - especially Hausa men



Wikipedia Usage

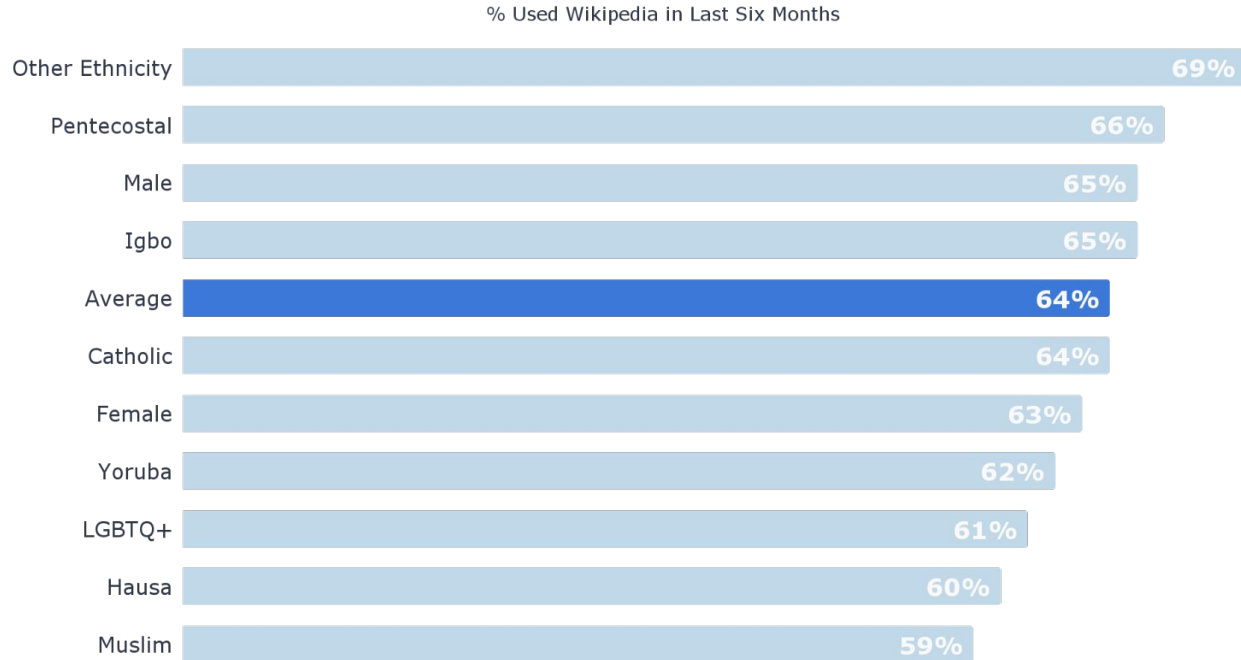
Relatively high use of Wikipedia in Nigeria - median at 64%.

- Usage is highest among the smaller ethnic communities, and lowest among Muslims.
- Most users (99%) of Wikipedia in Nigeria primarily read in English language.
- Tech, business & science are key topics communities read about on Wikipedia.
- Tech, business, and health & wellbeing are key topics communities want to see more of on Wikipedia.
- Most communities use Wikipedia to learn about particular topics and for fact-checking.
- Hausa, Muslim & LGBTQ+ communities more likely to say “not being represented” is a reason for not using Wikipedia.



Wikipedia Usage

Highest among the smaller ethnic communities, lowest among Muslims



Wikipedia Usage, Barriers

Hausa, Muslim & LGBTQ+ communities more likely to say “not being represented” is a reason for not using

% stating as reason for not using Wikipedia in past 6 months											
	Total	Male	Female	Yoruba	Igbo	Hausa	Other Ethnicity	Pentecostal	Catholic	Muslim	LGBTQ+
Haven't had a reason to	37%	33%	42%	42%	46%	15%	33%	41%	39%	22%	29%
Prefer sites with more images/videos (NET)	28%	29%	26%	31%	24%	30%	24%	33%	29%	27%	17%
See Wikipedia come up in search results, but ignore it	19%	22%	16%	13%	24%	22%	22%	20%	21%	20%	17%
Is hard to understand/read (NET)	9%	8%	9%	9%	5%	13%	9%	8%	9%	13%	17%
Does not represent me (NET)	8%	9%	7%	4%	4%	18%	15%	5%	3%	20%	17%
Doesn't have articles relevant to me	7%	8%	5%	6%	6%	11%	6%	8%	1%	11%	17%

Wikipedia Usage, Topics

Tech, business & science are key topics communities read about on Wikipedia

Topics read on Wikipedia (top 3)

	Average	Male	Female	Yoruba	Igbo	Hausa	Other Ethnicity	Pentecostal	Catholic	Muslim	LGBTQ+
1	Technology	Technology	Business	Technology	Business	Technology	Technology	Technology	Business	Technology	Business
2	Business	Science	Health & Wellbeing	Art	Technology	Science	History	Business	Technology	Science	History
3	Science	Business	Art	Business	History	Business	Science	History	History	Business	Music

Wikipedia Usage, Topics

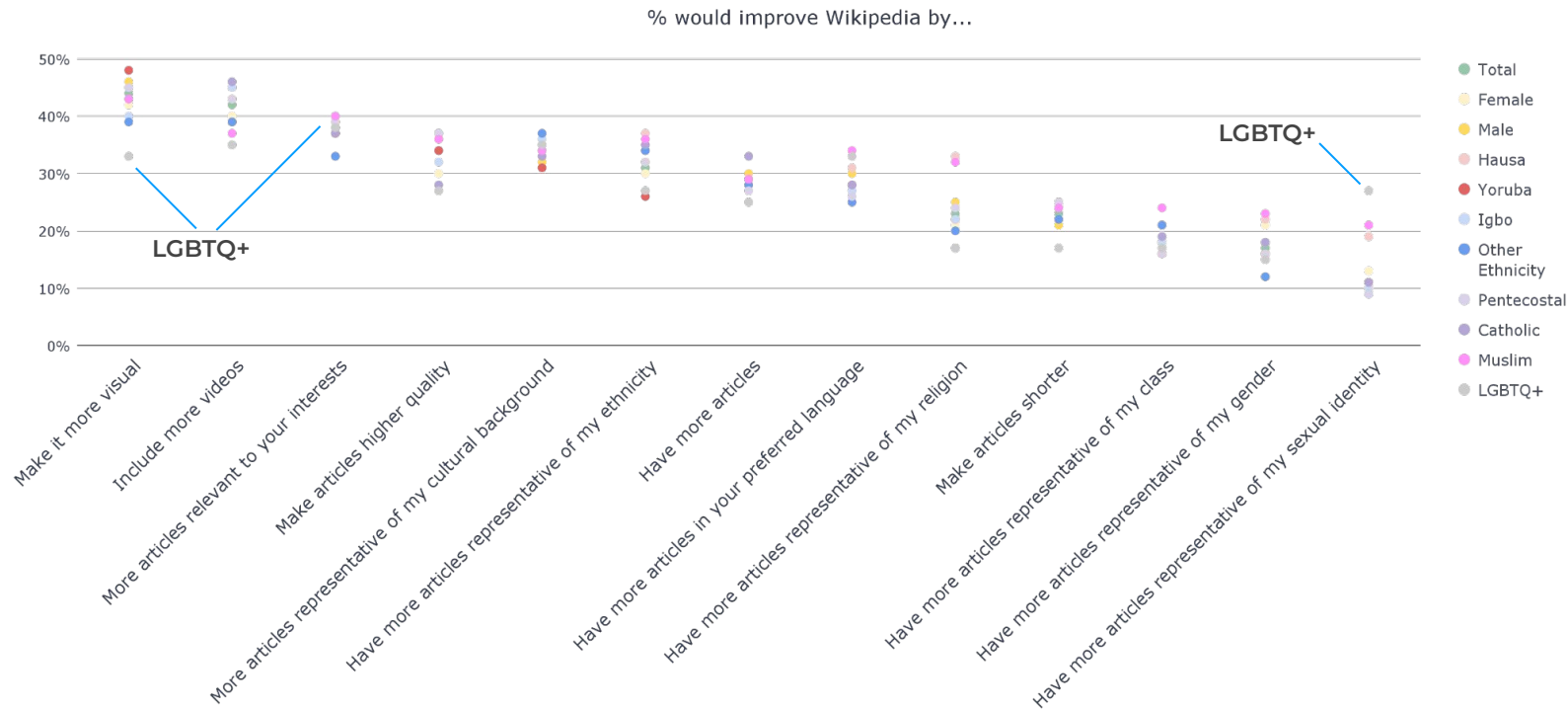
Tech, business, and health & wellbeing are key topics communities want to see more of on Wikipedia

Topics communities want to see more of on Wikipedia (top 3)

	Average	Male	Female	Yoruba	Igbo	Hausa	Other Ethnicity	Pentecostal	Catholic	Muslim	LGBTQ+
1	Technology	Technology	Health & Wellbeing	Technology	Business	Technology	Technology	Technology	Business	Technology	Health & Wellbeing
2	Business	Business	Cooking	Business	Health & Wellbeing	Business	Health & Wellbeing	Business	Health & Wellbeing	Business	Technology
3	Health & Wellbeing	Science	Business	Health & Wellbeing	Technology	Science	History	Health & Wellbeing	Technology	Science	Beauty

Wikipedia, How to Improve:

Most communities want more visual, LGBTQ+ want more relevance to them



Learning Preference:

Overall Nigerians prefer consuming video content; though LGBTQ+ community prefer text

% selecting how they prefer to learn about new things											
	Total	Male	Female	Yoruba	Igbo	Hausa	Other Ethnicity	Pente-costal	Catholic	Muslim	LGBTQ+
Watching videos	47%	49%	46%	49%	48%	49%	41%	46%	49%	51%	40%
Reading	39%	39%	39%	40%	40%	33%	41%	41%	39%	32%	47%
Listening to others	10%	10%	9%	8%	10%	12%	11%	8%	11%	13%	10%
Through images	4%	2%	6%	3%	2%	6%	7%	5%	1%	5%	3%

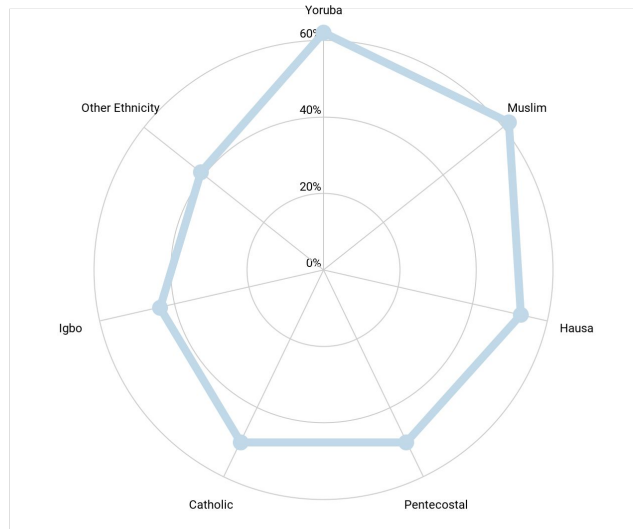
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Representation & Inclusivity

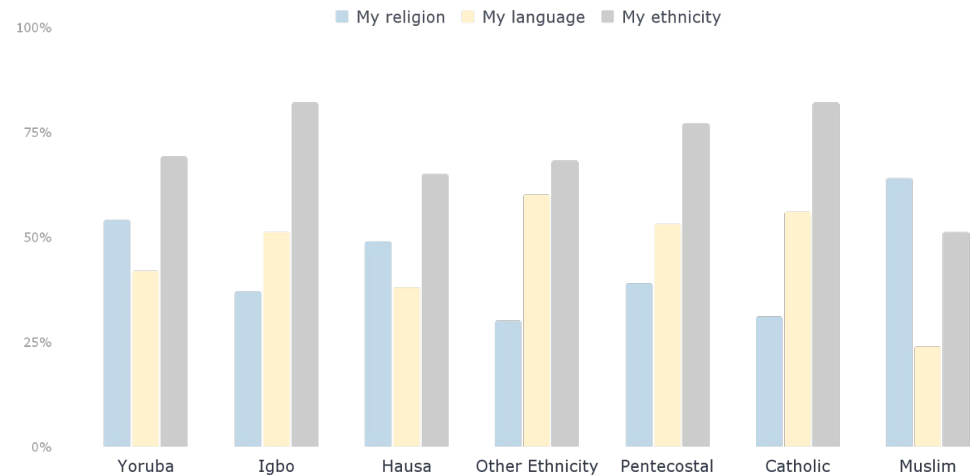
Representation in Media - 1

Igbo and smaller ethnic communities feel their ethnicity and language is least represented in media; Muslims feel it's their religion that is least represented.

% say their ethnicity/religion/language is represented in NG media



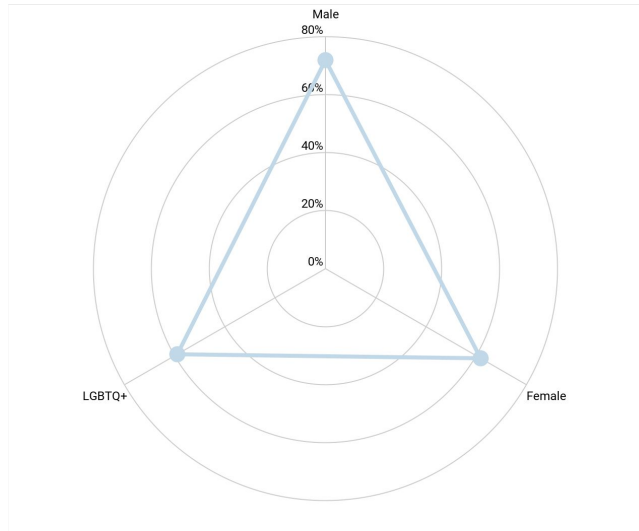
% stating what is under-represented in Nigeria media



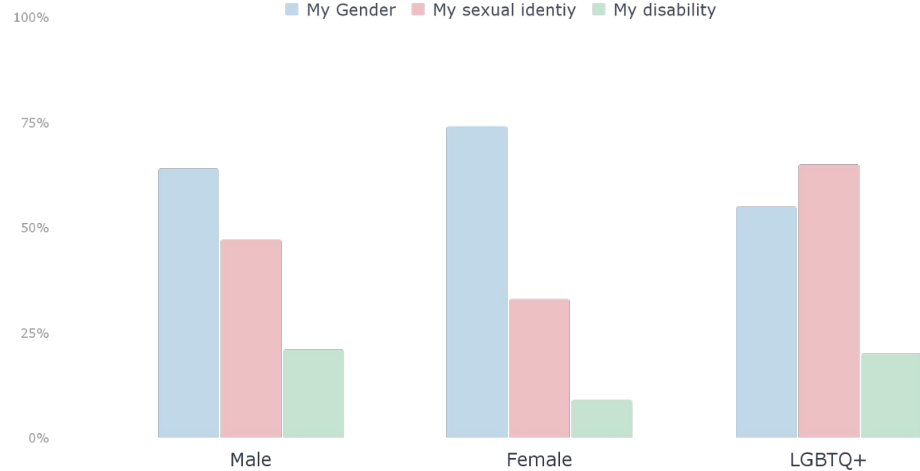
Representation in Media - 2

Women and the LGBTQ+ community feel less represented by their gender and sexual orientation respectively in Nigeria media.

% say their gender/sexual orientation/disabilities is represented in NG media



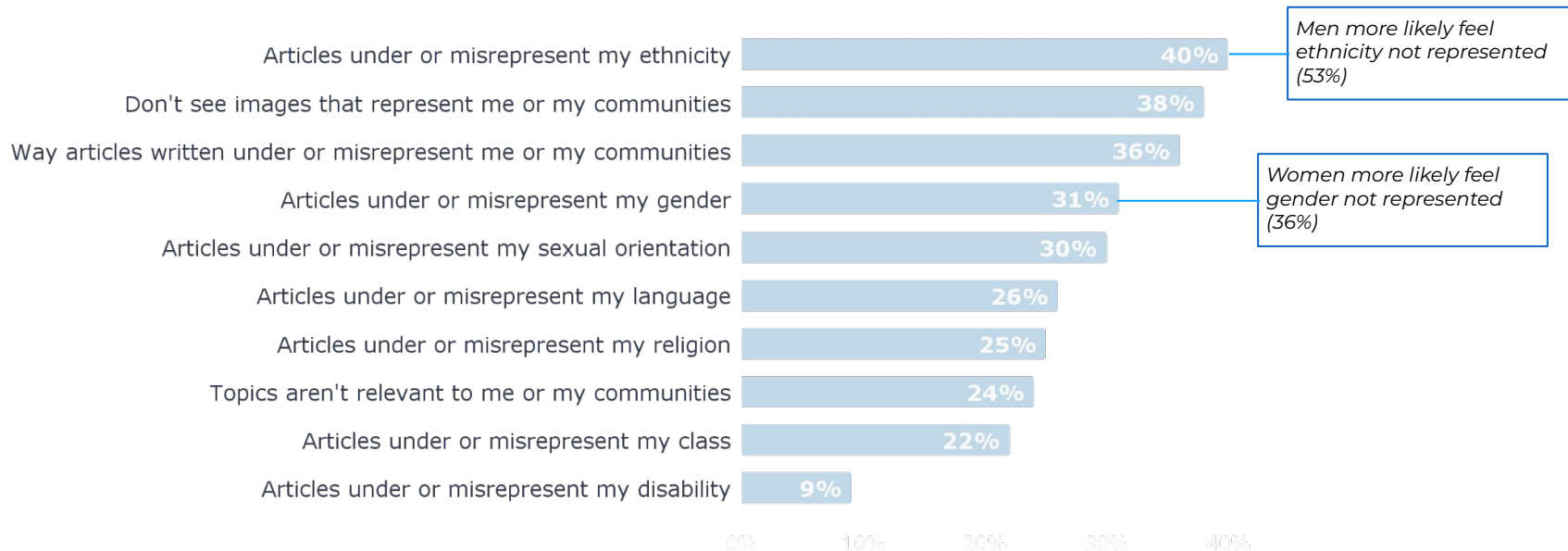
% stating what is under-represented in Nigeria media



Representation on Wikipedia

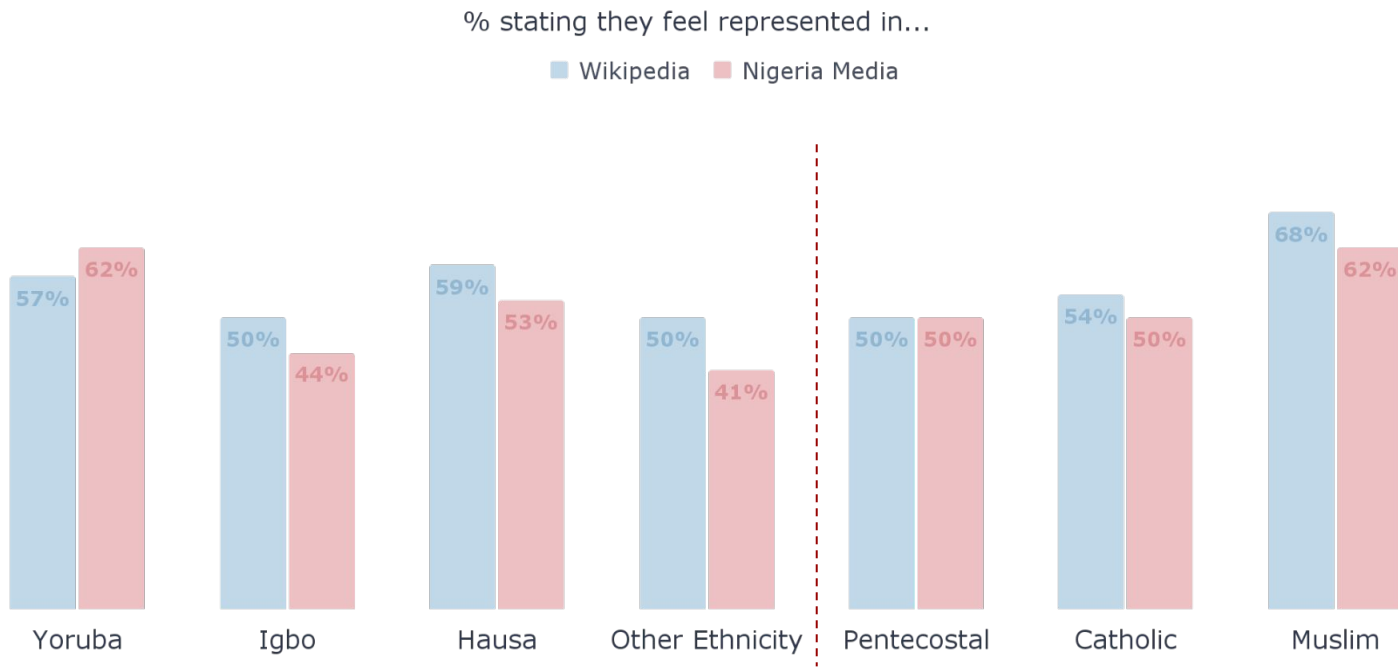
Nigerians more likely to feel their ethnicities and communities are under-represented

% stating why they feel mis/under-represented



Representation on Wikipedia: Ethnicity, Religion or Language:

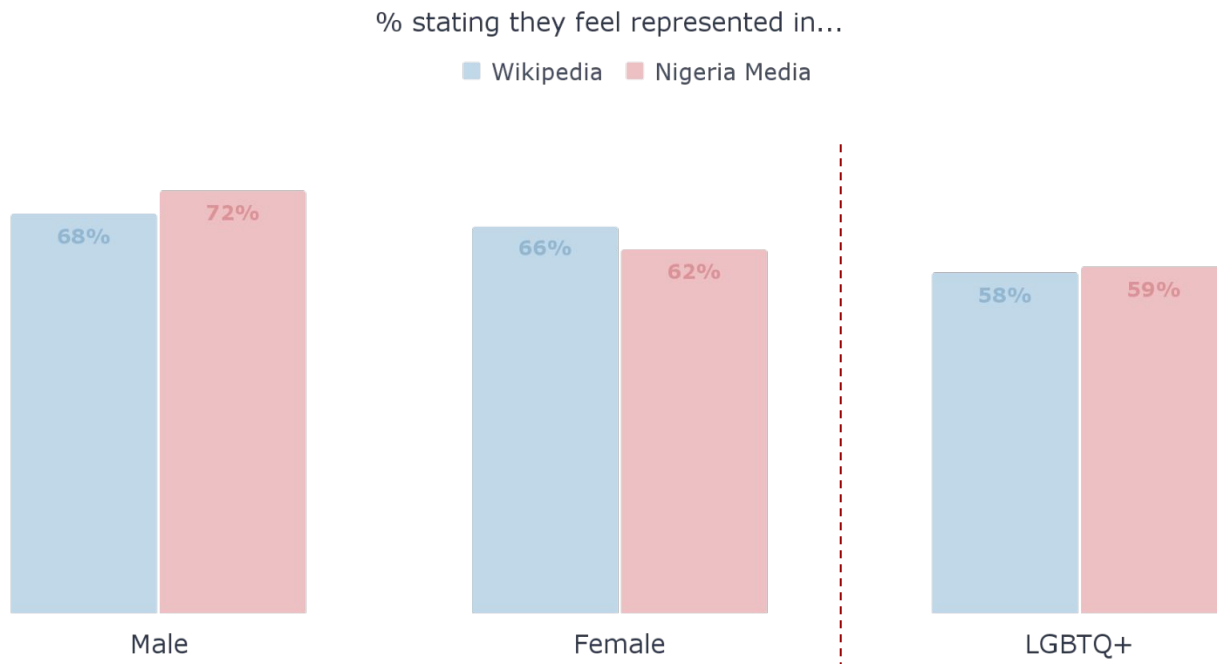
Igbo & smaller ethnic communities feel less represented



Base: All respondents in each demographic group (Q12) & Aware of Wikipedia (Q15)
 Q12. Thinking about your ethnicity, religion or language, how do you feel you're represented in the media or online in Nigeria?
 Q15. Again, thinking about your ethnicity, religion or language, how do you feel you're represented on Wikipedia?

Representation on Wikipedia: Gender, Sexuality or Disability:

LGBTQ+ people feel less represented on Wikipedia

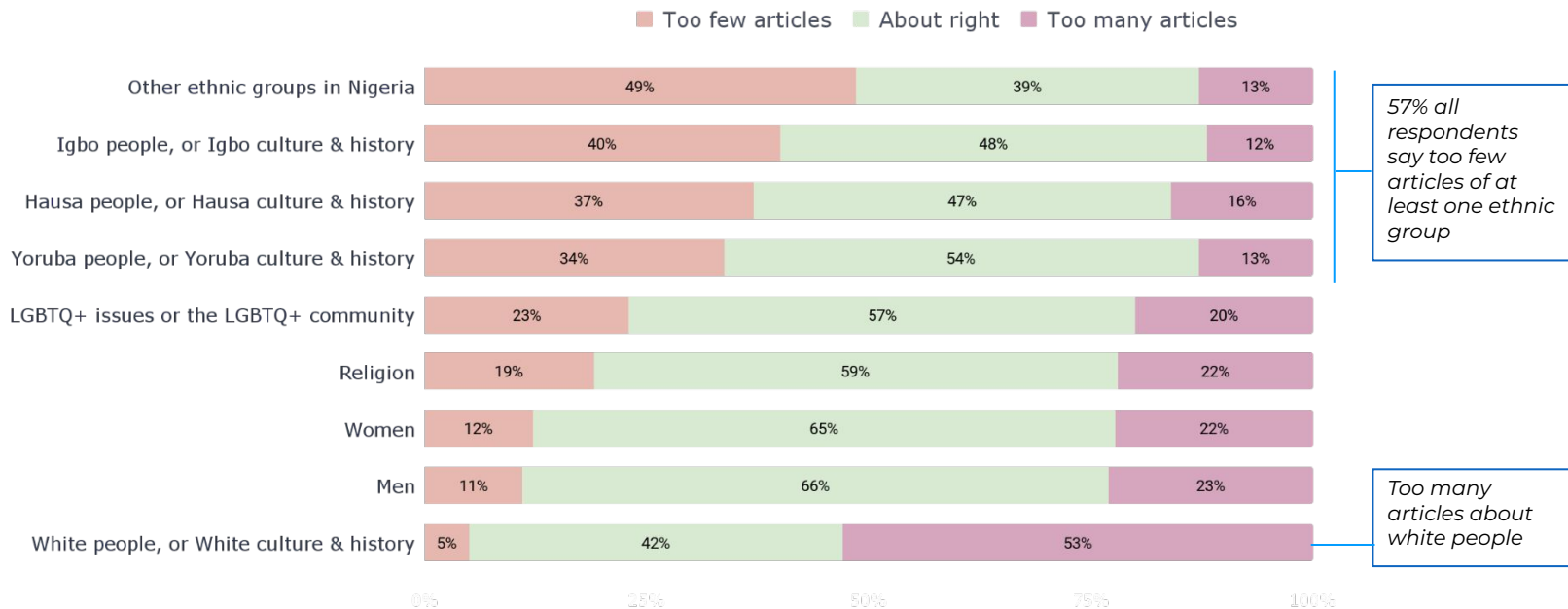


Base: All respondents in each demographic group (Q13a) & Aware of Wikipedia (Q15a)
Q13a. Thinking about your gender, sexuality or disability, how do you feel you're represented in the media or online in Nigeria?
Q15a. Again, thinking about your gender, sexuality or disability, how do you feel you're represented on Wikipedia?

Representation on Wikipedia, Articles:

Too few about ethnicities (especially Igbo & Hausa), too many about white people/culture

% stating whether Wikipedia has too few, many or right amount of articles about...



Representation on Wikipedia (Summary)

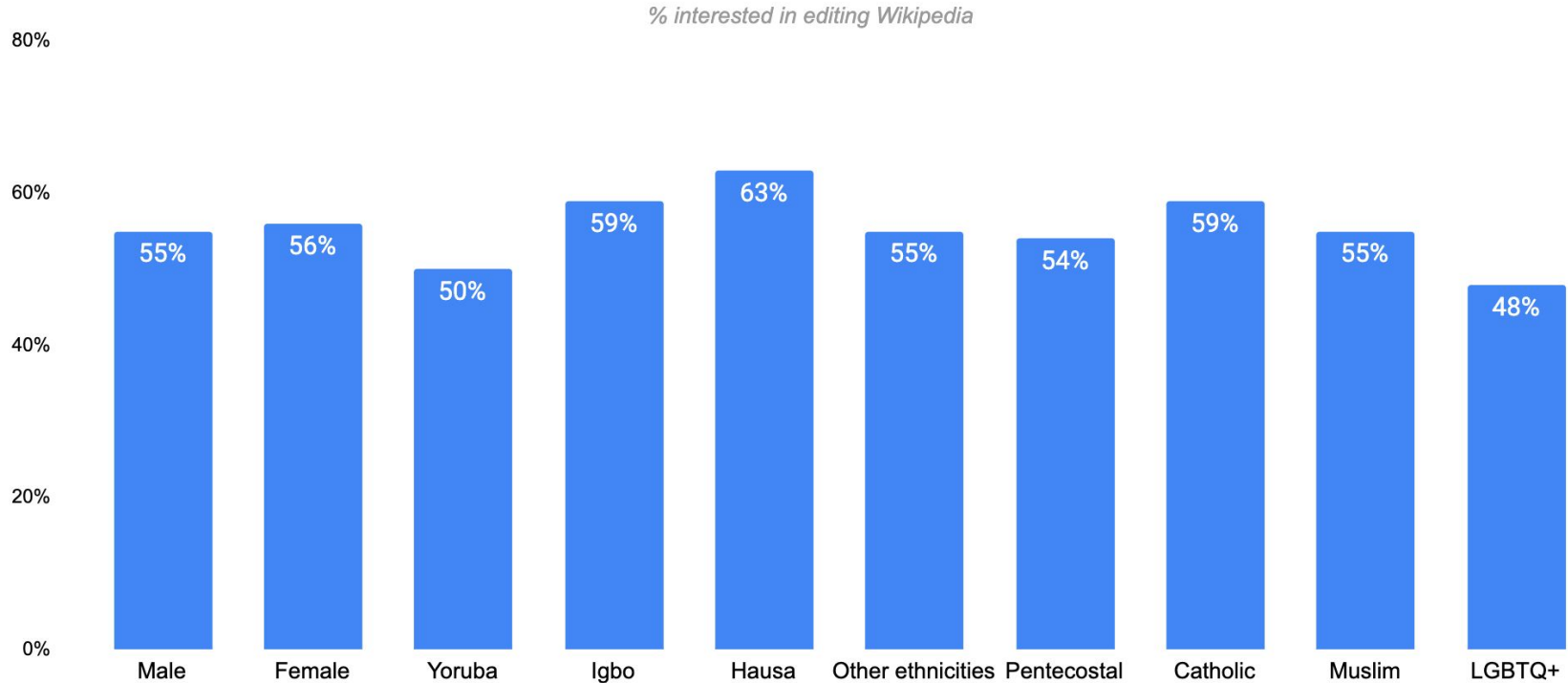
Representation of ethnicity, religion or language.	Igbo and smaller ethnic communities feel less represented also on Wikipedia.
Representation of gender, sexuality or disability:.	LGBTQ+ people feel less represented on Wikipedia.
By number of articles on Wikipedia	It is perceived that there is too few articles about ethnicities (especially Igbo & Hausa), and too many about white people/culture
By trust in content on Wikipedia	Almost all communities are less likely to trust articles about ethnicities or LGBTQ+; Overall muslims slightly more trusting.
Attribute association with Wikipedia	Almost all the communities had a generally high positive attribute association with Wikipedia, with the exception of the Hausa community that had the least position association.

04

Editing

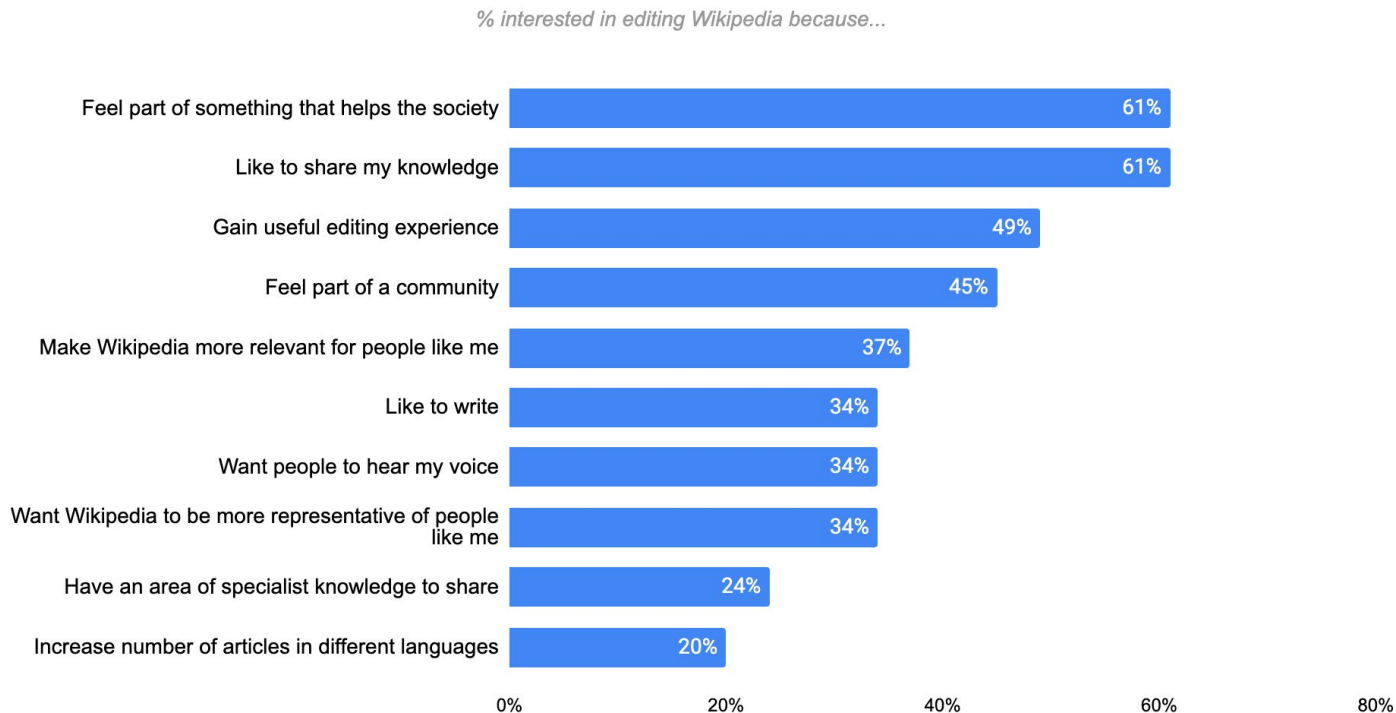
Editing Wikipedia

There is an even interest to edit and contribute to Wikipedia across all communities.



Editing drivers

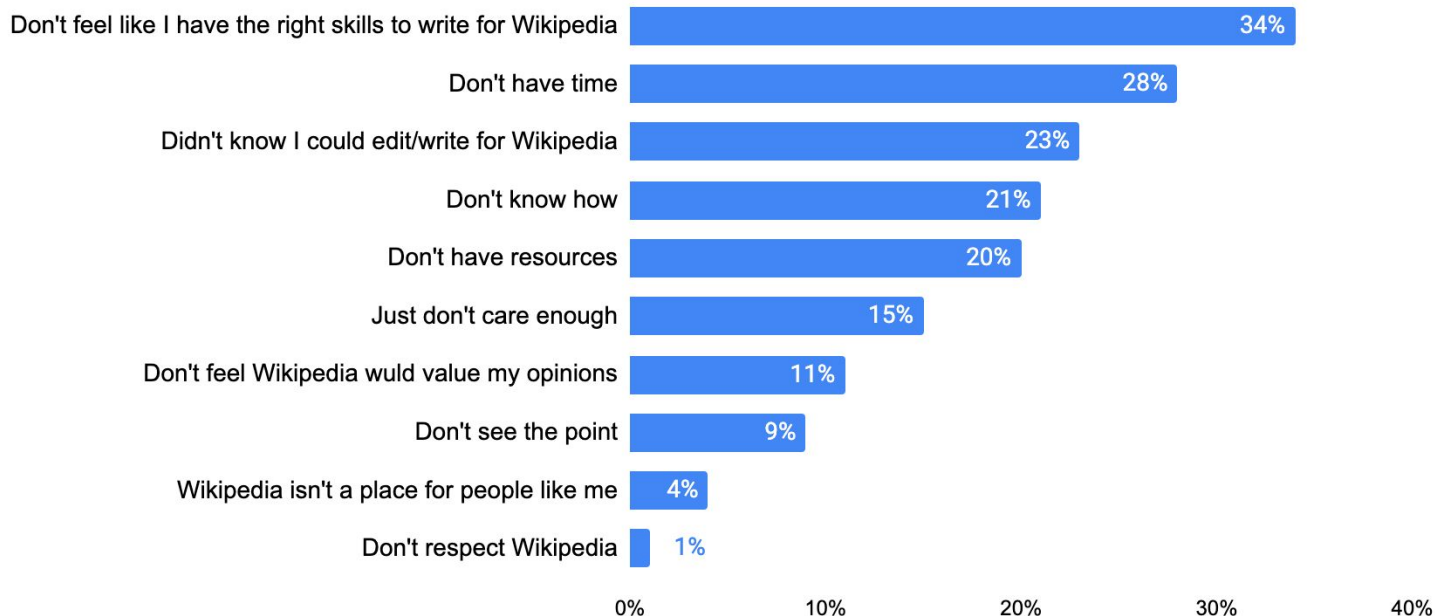
Top three drivers are being part of an initiative that helps the society, interest to share knowledge, and to gain editing experience



Barriers hindering editing

Lack of editing skills, lack of time, and not knowing Wikipedia is editable rank high among barriers to editing.

% not interested in editing Wikipedia because...



05

Summary

Key learnings

1.

Overall, Wikipedia feels too 'white'

Just over half of Nigerians feel there are too many articles about white people & culture, and majority feel there's too few articles about ethnic groups. Many also feel articles mis/under-represent Nigerian ethnicities

2.

Igbo & smaller ethnic groups feel least represented, but doesn't affect Wikipedia usage

These communities feel less represented but have high consideration & use of Wikipedia, and have a more positive perception. Wikipedia can work with these communities to improve how they're represented on the site.

3.

The Hausa community has most negative perceptions of Wikipedia & use less

This community have low awareness, usage & consideration of Wikipedia, and are least likely to see Wikipedia as honest & credible. Wikipedia has an opportunity to better engage this community.

4.

The LGBTQ+ community also have negative perceptions & use of Wikipedia

This community also have lower consideration & usage of Wikipedia, and feel slightly less represented on Wikipedia (and in Nigeria media / online in general). There's an opportunity to better engage this community.

5.

Driving up community engagement means more relevance & visual content

To increase engagement with Nigerian communities, Wikipedia needs to (1) feel more relevant to their cultures; (2) better reflect their interests, e.g. health & wellbeing; and (3) use more video & images

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