

Global Wikipedia/Wikimedia Discovery Research Report

Key questions we're
looking to answer

To inform Brand Positioning:

How do prospects define
knowledge?

How is Wikipedia perceived?

What motivates/does not prospects
to join Wikipedia and Wikimedia?

How likely are they to contribute to
Wikipedia and Wikimedia?

To inform Brand Architecture:

What associations are there
around the word Wikipedia
and Wikimedia?

What is the awareness of
projects outside Wikipedia?

Who did we speak to

Who

Readers of Wikipedia
Must NOT be current contributors of content/donations to Wikipedia

Demographically

60% women; 40% men
Mix of ages 16-59 years old, skewing younger
Urban, middle and upper class
Mix of marital status/household composition / children in household
Must have access to the internet and use on a daily to weekly basis (via desktop and/or mobile)
Mix of reasons for search – education, interests/hobbies, news, etc

How/How many

Online Qualitative, total sample size n=150

Where

| | |
|-------------------------|--------|
| United States (English) | n = 21 |
| Germany (German) | n = 20 |
| Egypt (Arabic, English) | n = 20 |
| India (English, Hindi) | n = 24 |
| Nigeria (English) | n = 24 |
| Mexico (Spanish) | n = 21 |
| China (Mandarin) | n = 20 |

Concepts Shown: Non-China Markets

Wikipedia

Wikipedia is a multilingual, online, free encyclopedia created and edited by volunteers around the world and hosted by the Wikimedia Foundation.

It is the largest and most popular general reference work on the Internet, and is one of the most popular websites.

Wikipedia comprises more than 40 million articles in 301 different languages and has 18 billion page views and nearly 500 million unique visitors each month.

All encyclopedic content on Wikipedia must be written from a neutral point of view (NPOV), which means representing fairly, proportionately, and, as far as possible, without editorial bias, all of the significant views that have been published by reliable sources on a topic.

It is funded by donations and can be edited by anyone.

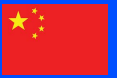
Wikimedia

Wikimedia is a nonprofit charitable organization dedicated to encouraging the growth, development and distribution of free, multilingual, multimedia, educational content to the public free of charge.

Through various projects, they operate some of the largest collaborative reference projects in the world such as Wikipedia, Wiktionary, Wikiquote, Wikibooks, Wikisource, Wikispecies, Wikinews, Wikiversity, Wikivoyage Commons, Wikidata and MediaWiki.

Wikimedia is funded primarily through donations from millions of individuals around the world. They also receive donations through institutional grants and gifts.

Their commitment is to build a world in which every single human being can freely share in the sum of all knowledge.



Concepts Shown: China

Since Wikipedia is banned in China we omitted the name to make respondents feel at ease

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Summary of findings

1. **Attitudes** towards Wikipedia/Wikimedia are quite similar across markets
2. **Knowledge** is perceived as the accumulation of information to improve oneself
3. **Wikipedia** is as perceived as a valuable source of credible information
4. **Scale, plurality of languages** and a neutral POV motivate people to join Wikipedia
5. The phrase '**edited by anyone**':raises concerns
6. There is a **healthy level** of interest to contribution across markets
7. **Wikimedia is less understood** due to a lack of familiarity with projects outside of Wikipedia
8. The **word Wikipedia** is associated with an **encyclopedia**
9. The **word Wikimedia** is associated with multiple formats (**especially video**)
10. There **is little/no awareness** of projects **outside of Wikipedia**

Brand

Positioning

How do Prospects
define knowledge?



Knowledge is the accumulation of information to improve oneself and acquire wisdom

Knowledge is Understanding

“What one person understands about a topic or situation and the way in which said person shares this with other people.”

– Mexico

“The power of understanding and excellence.”

– Egypt

Useful for Self-Betterment/ Empowerment

“Knowledge is something which pushes you to reach boundaries. If you have knowledge about something, you can definitely raise your bar and do more to achieve enough in life.”

– India

An Accumulation of Information/Facts

“Knowledge is finding out information about an area of interest and attempt to master to be become an authority if possible.”

– Nigeria

“[Knowledge is] everything you learn and have learned.”

– Germany

Acquired over time, through formal or informal channels

“It is the overall accumulation of information that you have accrued over the years through formal as well as informal teaching, either through school, or on your own through curiosity or in the process of pursuing a hobby.”

– United States

Knowledge is the accumulation of information to improve oneself and acquire wisdom

Nigeria

“Knowledge is the art of acquiring necessary potentials. Information and skills needed to perform a specific or assigned tasks.”

“Knowledge is know how, beneficial information.”

Mexico

“Personal development and **potential power.**”

“Knowledge is the ability by a human being to understand, by means of the reasons, nature, characteristics and the relationship between things.”

Egypt

“It is to learn the true matter and constantly explore and search to educate yourself.”

“All that one can get and benefit from it in order to **facilitate one's life and enjoy it.**”

India

“Continuous process of learning and applying it in our daily life for **better quality of life.**”

“Knowledge is something you can gain either by talking to people around you or by browsing through zillion of pages on your mobile or laptop. It is a component which can never reach a level **which is completely filled at any time of your life.**”

United States

“Wisdom, learning new and exciting things.”

“Having knowledge is being well-informed.”

Germany

“Lifelong learning increases knowledge, including experience.”

“Knowledge is Power.”

“Accumulation of experiences and learned or transferred information.”



In China, knowledge leads to change

Knowledge is experience and understanding

“Knowledge is science that can **improve human life** formed in the process of human development.”

“Experience and understanding.”

Knowledge can help with Self-Improvement or Personal Benefit

“Can **improve** personal abilities.”

“Can help people do the right thing.”

“Can benefit you.”

“**Helpful to my life and work.**”

Knowledge can be Powerful, Pragmatic

“Knowledge is power, the motivation behind learning.”

“It's just practical.”

“It's fulfilling; **knowledge is power.**”

“To obtained some results through learning or exploration.”

Knowledge is Necessary for Social Progress/Mobility

“A **driver of social progress, an important part of elevating myself.**”

“It would be helpful for my own social productivity.”

“Knowledge is a necessary thing for us to climb upward.”

“Knowledge is science that can improve human life formed in the process of human development.”

Brand

Positioning

How is Wikipedia
perceived?



Wikipedia is valued for easy access to a large volume of credible information

Search Engines are fast and accurate

"Google search engine, the response is fast and information very accurate, I love the fact that their results are always understandable."

- Nigeria

Wikipedia offers a wide range of detailed information

"Wikipedia: It is often criticized because everyone can publish information there, but in my opinion it's very helpful because it offers a wide range of information and is usually very detailed."

- Germany

YouTube/Video demonstrate how-to

"I look for information on YouTube as it is backed by proof and I can see what I believe so I like it over print media. I trust technology and news which are shown on it." – India

"I use YouTube to always learn something new, as one can learn a lot by just watching a video, instead of reading about a topic, I also use forums" - Mexico

Social Media provides credible information in real-time

"I use twitter for updated news and video."
– United States

"[I use] Twitter - you get up to date information about what's going on around." – Nigeria "

Offline Resources (Family, Books) are trusted

"Friends and family - if they are people I trust, whom I consider to be logical and reasonable, I trust their information."
-United States

"I love books which contain precise knowledge of what you look for, a book will always offer you trustworthy information, a negative issue is researching and obtaining the correct book, which would be solved to satisfy your needs through its content."
–Egypt

Wikipedia is generally valued for easy access to a large volume of credible information

Nigeria

“Very authentic source because **people can make corrections and suggestions to articles**. A great resource for anything.”

“The articles are well researched and it covers almost all things.”

“Simple explanations and the **opportunity** to help fill in gaps in information uploaded. Also, referenced information makes it easy to go to the information source.”

India

“Their content are updated by users like me and verified by team Wikipedia and it's **trustworthy**.”

“Authenticity; **Reliability**, Accessibility, [there are] new additions to the existing ones.”

Wikipedia Users n = 121 / Wikipedia Non-Users n=9
QW1. What do you currently value about using WIKIPEDIA? / QW2.
You mentioned you currently don't use WIKIPEDIA. Why is that?

Mexico

“It is a **reliable** source where one can find all kinds of information.”

“It is a **trustworthy** page where I can research any topic.”

United States

“I know that it has a diverse, as well as passionate community, that ensures that the information it **provides is of the utmost quality**, and rarely have I seen anything on it that is outright false or misleading.”

“That it's **pretty accurate**. That it has a lot of information. You learn a lot of information.”

Egypt

“Wikipedia gives you what you're looking for with **great precision** and I greatly respect this”

“It has information on **any topic**.”

Germany

“There is a lot of knowledge on almost every topic.”

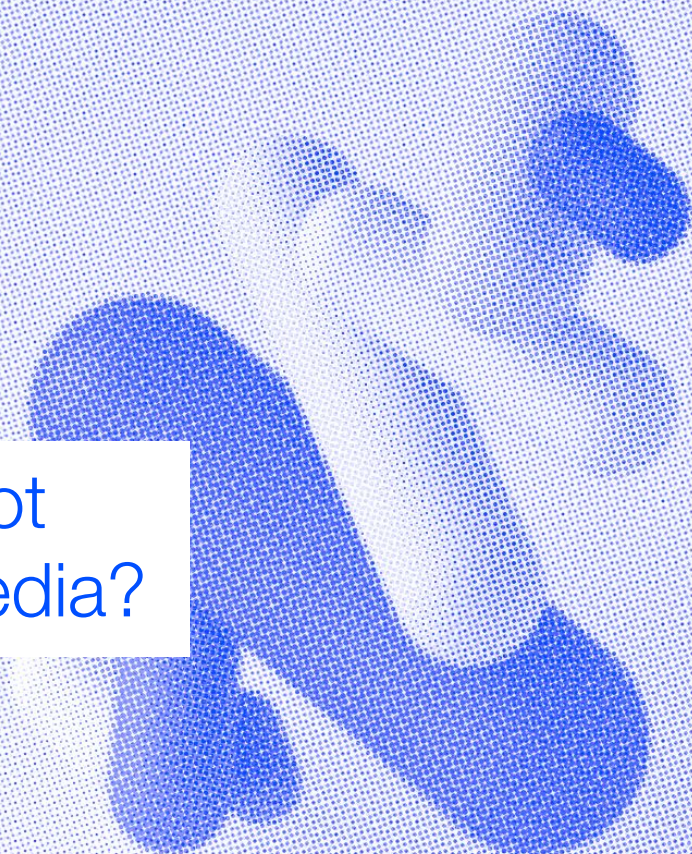
“It is **honest**, informative.”

“Big range of information, **detailed**, lots of information, higher language standards, layout, no ads.”

Brand

Positioning

What motivates/does not prospects to join Wikipedia?



Wikipedia is attractive for free access to a large amount of neutral multilingual content, but raises questions about how neutrality/quality can be maintained

Wikipedia

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What works:

The scale and expansiveness of the information that Wikipedia offers

Multi-lingual and free source of information

Neutral and unbiased point of view instills trust

What doesn't:

“Can be edited by anyone” is a red flag, as it seems to imply a lack of quality check

What's confusing:

It is not clear how neutrality can be preserved when anyone can contribute and edit the articles

What works:

Scale

“**Largest** reference book on the internet, written **neutrally**. These points are a good basis to find quick and impartial information about topics.” – Germany

“Free encyclopedia written by volunteers. That's a **wide range** of information from various scholars.” – Nigeria

Neutral/Multilingual

“It is important to get information that is **unbiased** when so many online sources are.” – United States

“Its writing is **neutral and does not belong to the opinion of a specific person**” - Egypt

“Wikipedia compounds more than 40 **million articles in 301 languages...** It is an **essential** source.” – Mexico

What doesn't:

Concerns about accuracy

“I am a **little concerned** that it can be **edited by anyone**. I would like to know if there is criteria for someone to go in and edit a page, or if it is truly anyone that can go in.” – United States

“Can be **edited by anyone**: Sounds like **inaccurate information** could be added.” – Germany

“**Edited by anyone**. This means some **mischievous persons** can just write or put anything for their own interest.” – Nigeria

“**Anyone** can edit its content... [so] they **can add false** information.” - Egypt

What's confusing:

Concerns about neutrality

“Keep a **neutral** point of view, that refers to how **each person interprets it**.” – Mexico

“It can be **edited by anyone** is little bit **confusing** for me because true facts and figures can be manipulated by anybody.” – India



China shows similar interest/concerns with additional questions around the source of funding

QW2. Which phrases and words in the above description are most appealing to you and would make you want to use this site? Why?
QW3. Which phrases and words in the above description do not appeal to you or are confusing and would prevent you from wanting to use this site? Why?

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It is funded by **donations** and can be **edited by anyone**.

What works:

Neutral perspectives, free access, popularity of the site and vast amount of information available offer the most appeal

What doesn't:

Lack of editorial oversight/bias and ability for anyone to edit calls into question the quality and accuracy of information provided

What's confusing:

The absence of detail regarding source of donations is confusing and vague

There is doubt about accessibility and availability in Chinese (which is understandable given current censorship)

What works:

Scale

“The biggest and most popular.”

“it’s free, saving on some costs.”

“The entire content was written in a neutral perspective; 40 million articles.”

What doesn’t:

Concerns about accuracy

“I don’t trust it because anyone can edit it”

“In China, Baidu Baike is more famous.”

“Needs to be fair, appropriate, and unbiased as much as possible, because the internet is very hard to supervise and online violence happens often.”

What’s confusing:

Concerns about funding

“Who are the donors?”

“301 languages, I don’t know if they have it in Chinese.”

QW2. Which phrases and words in the above description are most appealing to you and would make you want to use this site? Why?

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Brand

Positioning

What motivates/does not prospects to join Wikimedia?



Wikimedia is attractive for its purpose and scale but lack of understanding of the underlying projects and funding cause confusion

Wikimedia

Wikimedia is a nonprofit charitable organization dedicated to encouraging the growth, development and distribution of free, multilingual, multimedia, educational content to the public free of charge. Through various projects, they operate some of the largest collaborative reference projects in the world such as Wikipedia, Wiktionary, Wikiquote, Wikibooks, Wikisource, Wikispecies, Wikinews, Wikiversity, Wikivoyage Commons, Wikidata and MediaWiki. Wikimedia is funded primarily through donations from millions of individuals around the world. They also receive donations through institutional grants and gifts. Their commitment is to build a world in which every single human being can freely share in the sum of all knowledge.

What works:

Wikimedia's mission of bringing information globally, free of charge resonates with respondents and strikes them as a "noble cause"
Respondents are also impressed by the scale of Wikimedia-sponsored projects

What doesn't:

The term "donations" introduces confusion and potential distrust as it is unclear how the economics of non-profit organizations work

What's confusing:

Most are unfamiliar with the full roster of Wikimedia sponsored projects and would like more explanation

What works:

“Their commitment to **providing information free** to everyone in the world. Knowledge is power, and if someone who is disadvantaged has access to it, it makes the world a better place.” – United States

“Promote **growth and development**, collaborative projects, everyone can benefit from knowledge.” – Mexico

“Their **diversity** really impresses me and makes me want to check out the others.” – Nigeria

“Development and distribution of **free, multilingual, multimedia, educational** content to the public free of charge. This is a great charity work.” – India

What doesn't:

“The information that a lot depends on **donations** is quite unimportant to me personally.” – Germany

“It's a non-profit organization. So it basically runs on donations. Receive through institutional gifts. Some of these **institutions might have a selfish interest.**” – Nigeria

“Collaborative makes me wonder about **credibility**” – United States

“It seems to me confusing, the part about the **donations** and the economic contribution by the people.” – Mexico

What's confusing:

“I was **just unaware of all of the different sites associated with Wikipedia**, and wish they would provide a better description of each one.” – United States

“I **haven't heard of these various projects** before. So that confuses me if they really did exist.” – India

Wikimedia is appealing for similar reasons in China, but raises more questions

QW7. Which phrases and words in the above description are the most appealing to you and would make you want to use this organization's services and/or support?

QW8. Which phrases and words in the above description do not appeal to you or are confusing and would prevent you from wanting to use this organization's services and/or support?



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Their commitment is to build a world in which every single human being can freely share in the sum of all knowledge.

What works:

The charity aspect is appealing and considered "noble"
Free and accessible variety of information is well-received, especially the ability to freely share educational (therefore useful) content

What doesn't:

There is a disconnect surrounding "non-profit" Some skepticism about the claim of being the "largest," lack of numbers making it seem exaggerated

What's confusing:

Some confusion about Wikimedia being a site rather than an organization, what kind of "charity" they would be doing
There is also lack of clarity about what kind of institutions the donations are coming from



What works:

“Free, multiple languages, charitable organization; it is of course attractive because it's free. I also admire it because the website emphasizes charity.”

“Charity makes me think it is very noble.”

“Can freely share all knowledge, because in this way it is possible to acquire broader knowledge.”

“Educational content, because it's convenient to learn.”

What doesn't:

“I know little about the brand.”

“Collaborative reference project Non-profit organization; I don't know about this combination

“Gifts, or in other words, requests.”

“The biggest, the claim seems exaggerated.”

What's confusing:

“Donations, where the donations are coming from?”

“I don't know what charity they want to do.”

“Why does it need donations from a million people?”

“Don't really understand the multimedia.”

QW7. Which phrases and words in the above description are the most appealing to you and would make you want to use this organization's services and/or support?

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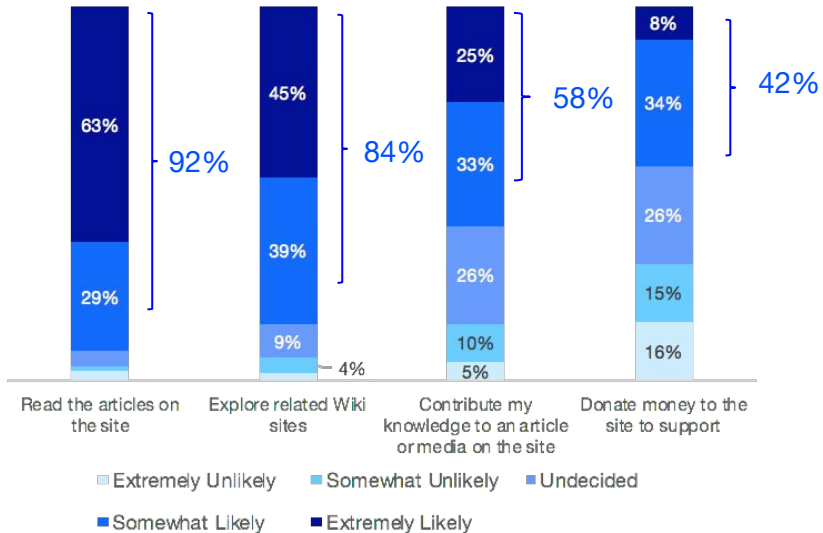
Brand

Positioning

How likely are Prospects to contribute to Wikipedia?



There is a healthy interest in contributing to Wikipedia



Non-China Markets n=130

QW7. Based on the description for WIKIPEDIA, how likely would you be to do the following?

QW8. What would it take for you to choose to contribute content or donate money to the site?

In order to contribute content/money Prospects need reassurance on:

- Their own ability to contribute
- How it actually works i.e. confirmation on how edits process
- How funds are being used

"[I would] contribute content if I have in-depth knowledge in one area and can amend it anonymously, [and] donate when I earn more money."
– Germany

"A closed editing system, where one needs to be approved as an editor."
–United States

"I think I need more knowledge because it is something read in every corner of the world so I really don't want to go wrong in any way."
– India

"Understand better why it is funded through donations and how those donations are used, i.e., what is the process which is followed to make a donation."
– Mexico



China shows openness and high interest in contributing to Wikipedia, with a few conditions

**In order to contribute content/money
Prospects need reassurance on:**

- Their own ability to contribute**
- Availability of information relevant to them**
- Contributions will be for the greater good of the community**

**Existence of Baidu may explain
openness to the concept:**

“Baidu Search and Baidu Baike are also free encyclopedias that everyone can edit. It also supports many languages with massive traffic.”

“Information on Baidu is very comprehensive. It's a free and multilingual online encyclopedia.”

China n=20

QW4: Based on the description you read above, how likely would you be to do the following?

QW5: What would it take for you to choose to contribute content or donate money to this site you read about? Be specific.

QW6: What other sites, if any, have you heard of or currently use and are similar to the one described above? Be specific.

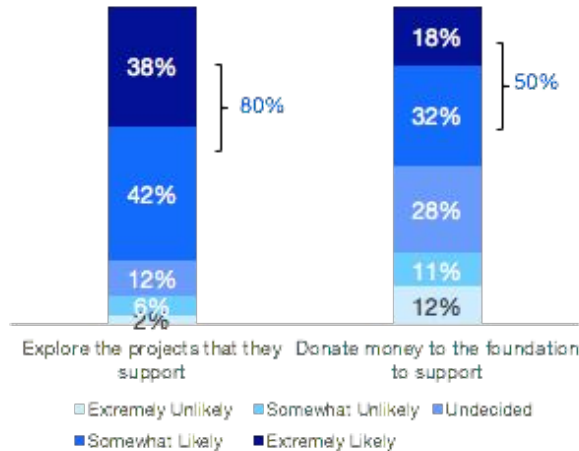
Brand

Positioning

How likely are Prospects to contribute to Wikimedia?



There is healthy interest in contributing to Wikimedia



In order to contribute content/money Prospects need reassurance on:

- Information on how the donation will be used
- Additional detail about the various associated projects

“Knowing more about the various projects would make me more inclined to donate.” – US

“Knowing the sources of financing, the bodies that handle them and their objectives.”
-Egypt

“Understand better why it is funded through donations and how those donations are used, i.e., what is the process which is followed to make a donation.” – Mexico



China shows openness and high interest in contributing to Wikimedia, with a few conditions

Contributing as charity is seen as a “noble” and overall beneficial and good thing. However, some further detail would be necessary for further buy-in:

- Sufficient funds for them to feel comfortable donating
- Confirmation that the content is relevant, appropriate and quality
- Additional specifics on charitable cause

“When my financial situation improves.”

“When I have an in-depth understanding of this website

China n=20

QW4: Based on the description you read above, how likely would you be to do the following?

QW5. What would it take for you to choose to contribute content or donate money to this site you read about? Be specific.

QW6. What other sites, if any, have you heard of or currently use and are similar to the one described above? Be specific.

Brand

Architecture

What associations are there around the word Wikipedia?



The Wikipedia name is associated with a large crowd-sourced encyclopedia

Crowd-Sourced Encyclopedia

“Online encyclopedia where, anyone can participate in theory, which is why which is why it sometimes contains errors.” – Germany

“I think of a website that has Information that can be edited.” – India

“Edited by random people.” – United States

Gaining Knowledge

“Dissemination of knowledge to a large portion of the population. Whereby what has been written should be questioned and must be compared with other sources.” – Germany

“I think of information to boost my knowledge.” – Nigeria

Information

“I expect to find the facts.” – United States

“[[It has] the “what” about anything.” – Nigeria

“Accurate information, real and trustworthy.” – Mexico

“Dictionary”

“I think of a large information dictionary.” – India

“I think of a dictionary and reference.” - Germany

The Wikipedia name is associated with a large crowd-sourced encyclopedia

Nigeria

“It’s simply an encyclopedia of knowledge on anything and everything.”

“A search engine or encyclopedia.”

“World’s largest library or source of knowledge.”

Mexico

“It’s like a dictionary, all the concepts are here...”

“That it is an Internet site where I can find an ample variety of topics, biographies, history, important figures, traditions, information about people and countries.

Egypt

“The biggest online encyclopedia”

“Information about any field.”

India

“A large information dictionary.”

“Unbiased authentic information.”

“I think of a website that has information that can be edited.”

Germany

“Wikipedia is a vast collection of knowledge on the internet, where each person has the opportunity to contribute their own knowledge and help other people.”

United States

“Close to a traditional encyclopedia. I expect quick facts and in-depth knowledge.”

“Crowd-sourced.”

“It’s a good place to learn general facts.”



In China, the 'Wiki' prefix is mostly associated with encyclopedia

Encyclopedia is recalled with the mention of Wiki

"Encyclopedia. It can provide information on a lot of things we don't know."

"Encyclopedia. It means that it's a mobile encyclopedia."

"Encyclopedia in multiple languages."

"Encyclopedia, search, knowledge, easy to use, internet."

For some it recalls Wikipedia as a knowledge source

"Wikipedia, I hope it can resolve the questions in my mind."

"Wikipedia can provide professional and comprehensive knowledge."

"A writing system with collaboration by many people."

Quite a few are still unsure, or don't understand the word.

"I don't really understand."

"I don't know."

"I haven't heard of it."

One mentioned Wikileaks but did not associate any particular positive or negative qualities with it.

"Wikileaks seems to be a world-famous US website."

Brand

Architecture

What associations are there around the word Wikimedia?



The Wikimedia name has low awareness and several associations, mostly with video

Similarity to Wikipedia but with Visual File Formats

“That it is the same content as in Wikipedia, but we can find the information presented in videos or podcasts.” - Mexico

“Information shared with pictures, videos and audio files.” - Nigeria

“Similar to Wikipedia, but mainly a collection of videos and photos.” – Germany

Contains a Database of or Information about Media

“Encyclopedia of media.” – Egypt

“An online encyclopedia of media. Would expect it to be much like YouTube” – India

“I expect it to mean, information about the media.” – Nigeria

Social-Media related/Alternative News Outlet

“Access to either social media posts or a type of news forum.” – United States

“Information pertaining the societal trends on the social media platforms.” - Nigeria

Many Are Still Unaware of It

“Never heard of it before; not sure, maybe it is for news, old and updates. Not sure how accurate it would be.”

- United States

The Wikimedia name has low awareness and several associations, mostly with video

Nigeria

“A video+audio form of wikipedia.”

“It is information in form of media files like video and audio.”

“I would expect it to have something to do with videos and anything social.”

Mexico

“A site where one can find all kinds of videos, audio content, multimedia tools and learn about different topics of general interest.”

“It comes to my mind a Wikipedia of videos, as if you merged Wikipedia with YouTube.”

Egypt

“Learning through videos.”

“It is an encyclopedia that includes demonstrative tools such as pictures, videos, etc.”

“Knowledge via multimedia.”

“I haven't heard of it”

India

Maybe it is related to large database of media content.”

“Knowledge through video.”

“Wikimedia relates more to media. So I would more or less relate to something like YouTube but aligned to knowledge.”

Germany

“It could provide videos and audiobooks as a type of media.”

“Knowledge is shared via media.”

“This is probably a platform with less text but more media data.”

United States

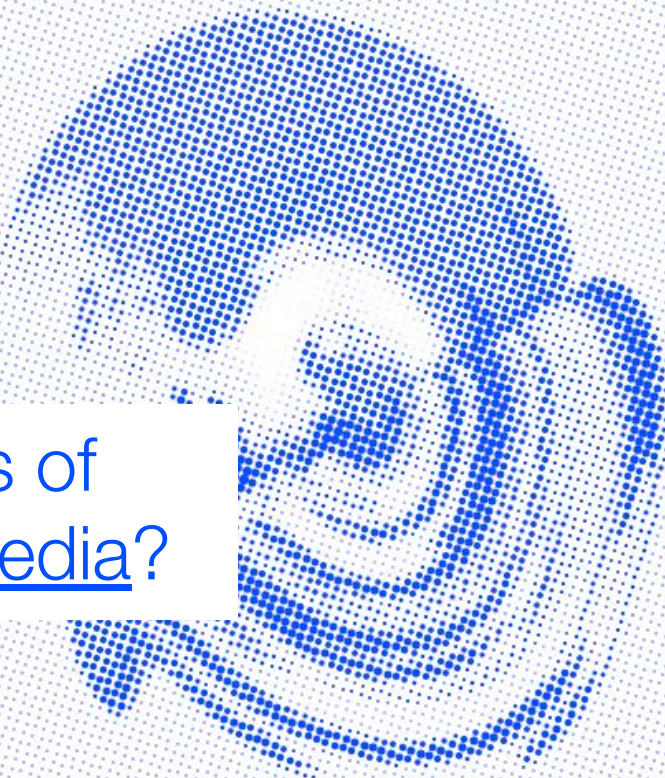
“That it would provide something more than just text-audio, video, or both. In other words, multimedia.”

“An online database of media such as videos and radio clips.”

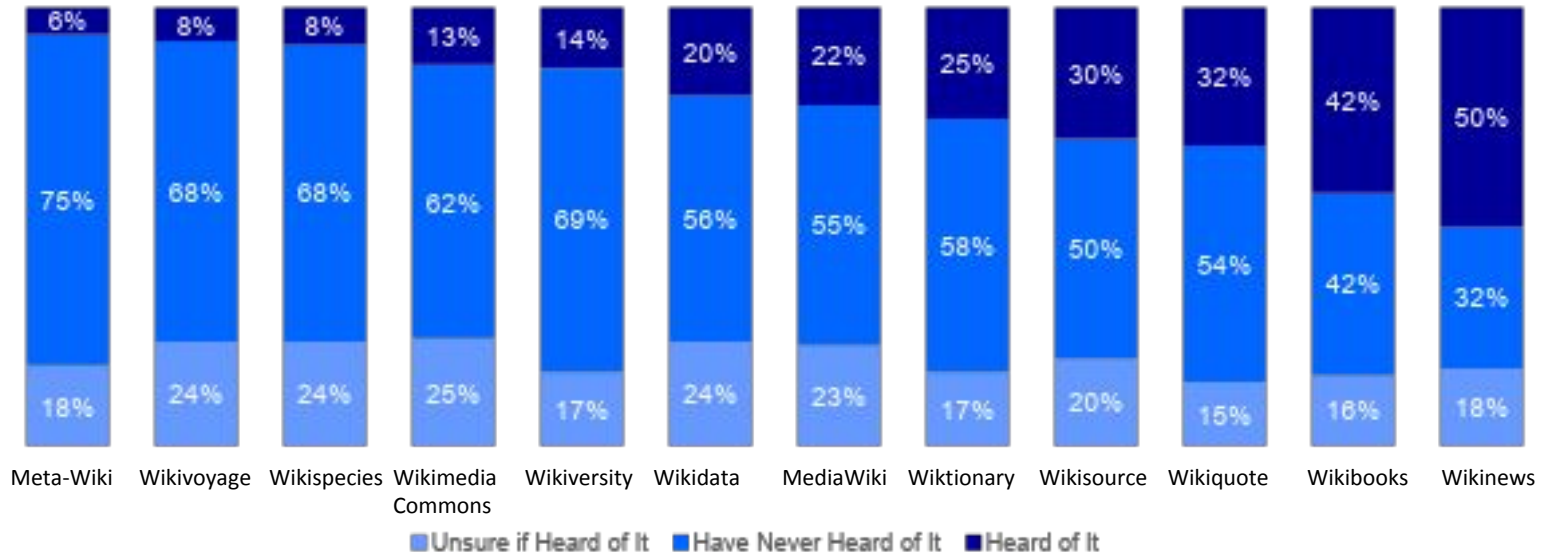
Brand

Architecture

What is the awareness of projects outside Wikipedia?



The Wikimedia projects have low to no awareness



Summary of findings

1. **Attitudes** towards Wikipedia/Wikimedia are quite similar across markets
2. **Knowledge** is perceived as the accumulation of information to improve oneself
3. **Wikipedia** is as perceived as a valuable source of credible information
4. **Scale, plurality of languages** and a neutral POV motivate people to join Wikipedia
5. The phrase '**edited by anyone**' :raises concerns
6. There is a **healthy level** of interest to contribution across markets
7. **Wikimedia is less understood** due to a lack of familiarity with projects outside of Wikipedia
8. The **word Wikipedia** is associated with an **encyclopedia**
9. The **word Wikimedia** is associated with multiple formats (**especially video**)
10. There **is little/no awareness** of projects **outside of Wikipedia**

Implications for Brand Positioning

What we can learn from the Wikipedia concept statement we tested:

Leverage:

- 'Betterment/improvement' as the end use benefit of knowledge
- Free of charge
- Neutral and accurate information
- Multilingual content

Clarify:

- Ability to contribute: Reassure prospects they too can make a contribution
- Editing mechanism: How are edits made by who, and how do we prevent false information from being published
- Funding: Clarify how you're funded by individual donations will reinforce how neutrality is effectively achieved (particularly in China)

What we can learn from the current Wikimedia concept statement we tested:

Leverage:

- Your commitment of 'bringing free knowledge to all'
- Free of charge
- Scale
- Breadth of your projects
- Access to educational content (*especially in China)

Clarify:

- The role/end benefit of projects outside of Wikipedia (given low awareness)
- Be precise about how many projects compose Wikimedia (*especially for China)
- Funding: Clarifying how the source of donations
- Word such as 'non-profit', 'grants' 'gifts' raise concerns in China

Implications for Brand Architecture

1. From a prospect perspective* leading with Wikipedia in the portfolio is advantageous due to:
 - High Brand Awareness
 - Minimal brand awareness of projects outside of Wikipedia
2. Literal associations with the word Wikipedia (i.e. an encyclopedia) will need to be addressed via positioning
3. Associations between Wikimedia and video content must also be taken into consideration in a final brand architecture consideration

*A full recommendation on Brand Architecture will take into account external and internal brand perceptions

Appendix



APPENDIX: DEMOGRAPHICS

| | United States n=21 | Germany n=20 | Egypt n=20 | India n=24 | Nigeria n=24 | Mexico n=21 | China n=20 |
|---------------------------------------|-----------------------|-----------------|---------------|---------------|-----------------|----------------|---------------|
| Age | | | | | | | |
| 16-25 Years Old | 10% | 50% | 25% | 21% | 25% | 38% | 40% |
| 26-34 Years Old | 48% | 25% | 25% | 50% | 54% | 33% | 35% |
| 35-59 Years Old | 43% | 25% | 50% | 29% | 21% | 29% | 25% |
| Gender | | | | | | | |
| Male | 27% | 35% | 65% | 50% | 71% | 38% | 40% |
| Female | 73% | 65% | 35% | 50% | 29% | 62% | 60% |
| Region | | | | | | | |
| Urban | 32% | 55% | 95% | 88% | 92% | 95% | 80% |
| Suburban | 50% | | | | | | |
| Rural | 18% | 45% | 5% | 13% | 8% | 5% | 20% |
| Household Composition | | | | | | | |
| I Live by Myself | 10% | 5% | 5% | 8% | 8% | 14% | 5% |
| I Live with My Parents | 10% | 45% | 25% | 46% | 25% | 33% | 30% |
| I Live with a Spouse or Partner | 76% | 40% | 30% | 42% | 38% | 48% | 25% |
| I Live with a Roommate or Roommates | 0% | 0% | 0% | 0% | 8% | 0% | 10% |
| I Live with My Children or Dependents | 33% | 30% | 30% | 29% | 25% | 24% | 45% |
| I Live with My Extended Family | 5% | 0% | 15% | 4% | 4% | 0% | 0% |
| Education | | | | | | | |
| Elementary School | 0% | 5% | 0% | 0% | 4% | 0% | 0% |
| High School | 14% | 40% | 15% | 0% | 0% | 0% | 15% |
| Trade/Technical School | 10% | 35% | 0% | 0% | 0% | 5% | 5% |
| Some College | 33% | 5% | 15% | 13% | 8% | 5% | 20% |
| 4-Year College Degree | 14% | 5% | 45% | 29% | 54% | 67% | 50% |
| Some Graduate Courses | 0% | 0% | 5% | 17% | 21% | 10% | 5% |
| Advanced Degree | 29% | 10% | 20% | 42% | 13% | 14% | 5% |

APPENDIX: DEMOGRAPHICS

Household Income

| United States n=21 | Germany n=20 | Egypt n=20 | India n=24 | Nigeria n=24 | Mexico n=21 | China n=20 |
|------------------------|--------------------------|--------------------------------|------------------------------|-------------------------------|------------------------------|---------------------|
| \$50,000 to \$74,999 | 38% €20,000-€39,000 | 45% 50,001 to 100,000 EGP | 30% ₹ 1,00,000 to ₹ 2,99,999 | 13% 250,001 NGN - 500,000 NGN | 13% 200,000 to 249,999 MXN | 35% RMB 4,000-5,999 |
| \$75,000 to \$99,999 | 43% € 40,000 – € 69,999 | 35% 100,001 to 250,000 EGP | 35% ₹ 3,00,000 to ₹ 4,99,999 | 37% 500,001 NGN – 1,200,000 | 32% 250,000 to 499,999 MXN | 25% RMB 6,000-7,499 |
| \$100,000 to \$249,999 | 19% € 70,000 – € 129,999 | 20% 250,001 EGP -1,100,000 EGP | 35% ₹ 5,00,000 to ₹9,99,999 | 50% 1,200,001 NGN-1,800,000 | 55% 500,000 to 2 million MXN | 40% RMB 7,500-9,999 |

| | United States n=21 | Germany n=20 | Egypt n=20 | India n=24 | Nigeria n=24 | Mexico n=21 | China n=20 |
|--|-----------------------|-----------------|---------------|---------------|-----------------|----------------|---------------|
| Accessing Internet (Daily/Weekly) | | | | | | | |
| On a desktop/laptop | 76% | 90% | 95% | 88% | 96% | 100% | 90% |
| On a mobile phone | 95% | 100% | 100% | 100% | 100% | 95% | 100% |
| On a tablet | 81% | 45% | 55% | 54% | 54% | 62% | 25% |
| On a voice-controlled assistant* | 19% | 20% | 20% | 33% | 21% | 19% | 10% |

*Devices Mentioned Include:

Non-China: Google Home, Alexa, Amazon Echo for China: Bixby, Google Home (with VPN)

Gaining Knowledge

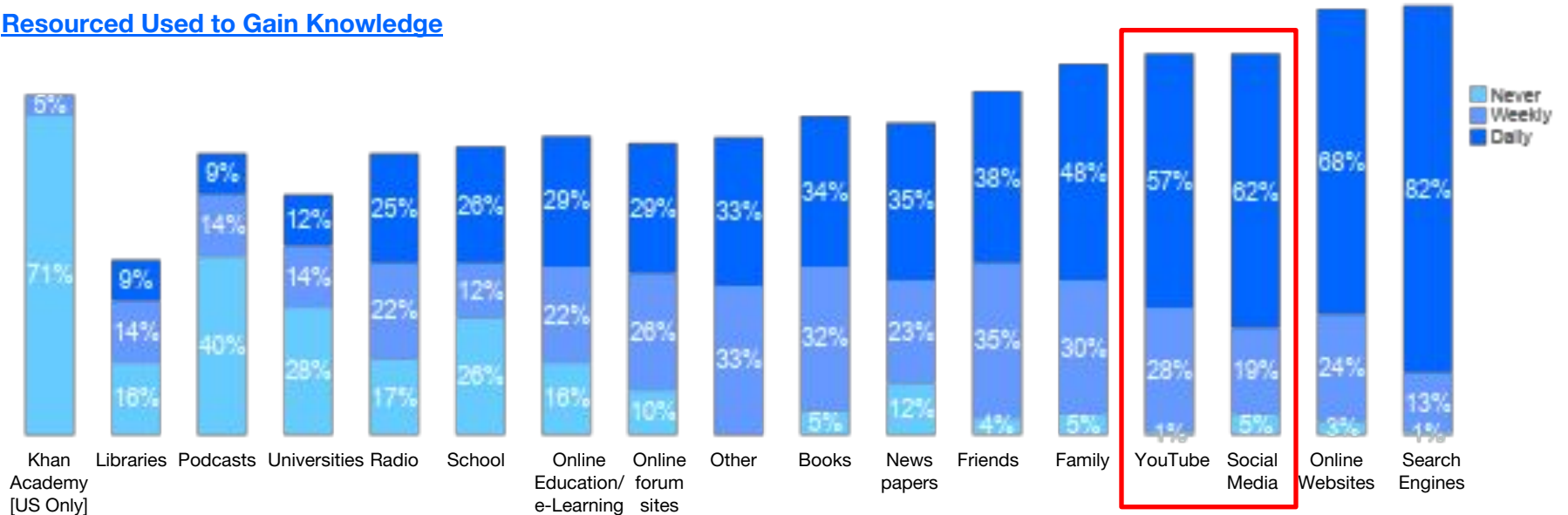
| | Non China Markets (T2B Agreement) | China Market (T2B Agreement) |
|---|--------------------------------------|---------------------------------|
| I enjoy learning new things | 100% | 100% |
| I like knowing facts | 98% | 100% |
| I like to teach myself or learn new skills and/or facts on my own | 97% | 100% |

Sharing Knowledge

| | Non China Markets (T2B Agreement) | China Market (T2B Agreement) |
|--|--------------------------------------|---------------------------------|
| I enjoy sharing my knowledge on topics with my friends and family | 96% | 95% |
| I like to share information that I find online on social media platforms | 79% | 85% |

Social Platforms and YouTube are on the rise as sources of knowledge

Resources Used to Gain Knowledge



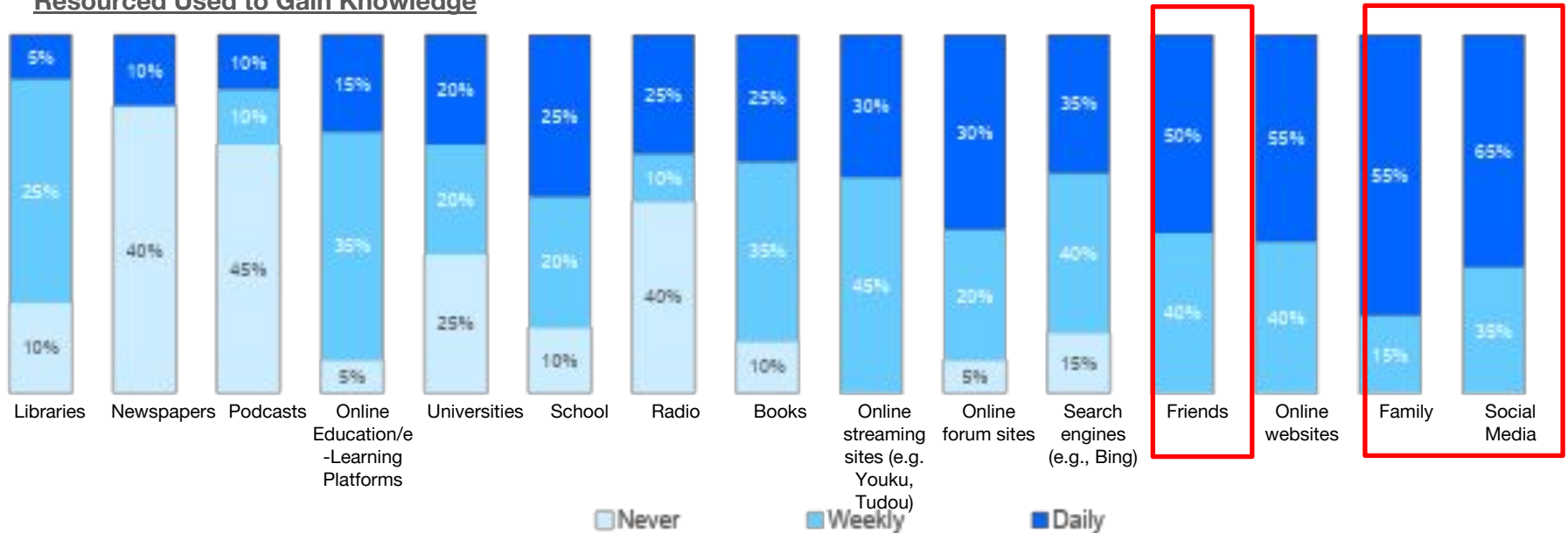
Non-China n=130

QM1: How often do you use any of the following resources do you currently use to learn something new or gain knowledge?



In China: Social Platforms are on the rise but friends and family are still a key source of knowledge

Resources Used to Gain Knowledge



M1. How often do you use any of the following resources do you currently use to learn something new or gain knowledge? (Select one per source)



China has robust alternative online resources for blocked sites like Google and Wikipedia

Baidu is well-used search and learning resource

“Baidu Search and Baidu Baike are also free encyclopedias that everyone can edit. It also supports many languages with massive traffic.”

“Baidu Baike, Baidu Knows. It is convenient to get results and answers to questions, because Baidu is a search engine with a lot of users.”

News Sites and Apps provide credible content

“Tencent News, it's a kind of app that pushes news. Because Tencent News is relatively popular, the platform review is more strict; after all, everyone is using it, so I trust it”

“Today's Headlines, there is a lot of useful news for me to understand.”

Social Media platforms are popular and easy to use

“Social media and search engine (Baidu), because they are popular and convenient to use..”

“Weibo Wenda is a very professional and convenient Q&A area.”

Learning-focused or specialized websites provide topic-specific information

“51ZXW, where I can find instructional courses on how to use a lot of professional software. It is very detailed and reasonably priced, and most are free.”

“iQiyi - A friend recommended me to watch videos to learn accounting.”