

Exploring the Relationship between Attitudes, Norms, and Contributory Behaviors of Indonesian Wikipedia Editors

**WIKIMANIA
SINGAPORE**

by Ichsán Mochtar (WMID) &
Rachmat Wahidi (WMID)



Exploring the Contribution of Indonesian Wikipedia Editors

- ❖ **Indonesia: Numerous islands, languages, ethnicities, and religions**
- ❖ The study investigates attitudes, norms, and contributory behaviors of 100 Indonesian editors
- ❖ **Understanding these factors can enhance Wikipedia's impact and outreach.**
- ❖ The study anticipates insights that could benefit both WMID's strategy and all of our communities as a whole.



About This Study

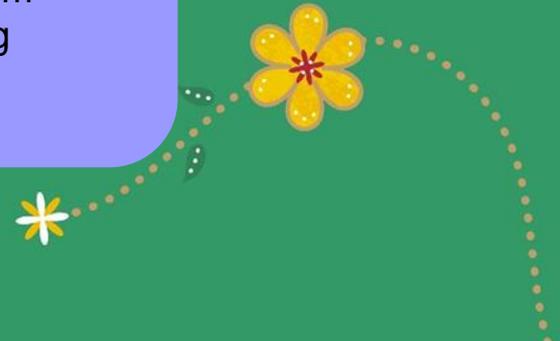
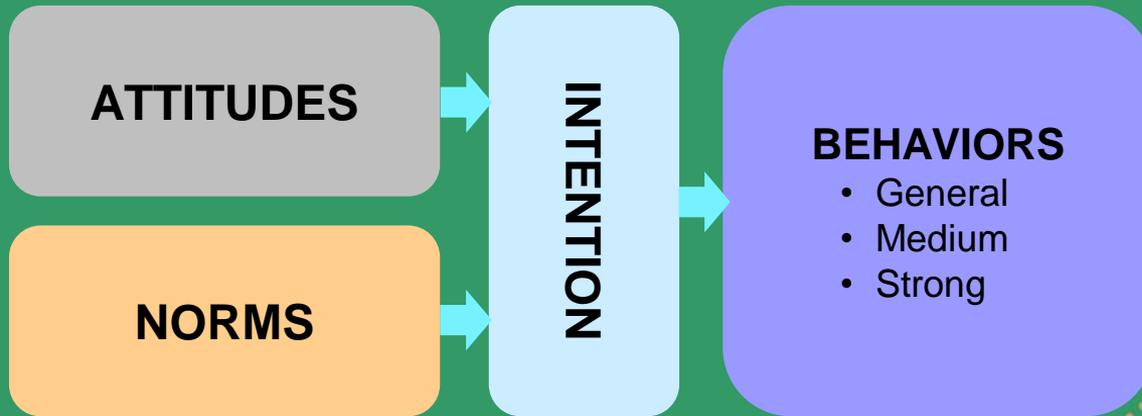
- **Survey period: 4-31 October 2022**
- Data collecting method: **Wikipedia account email & site notice** at Indonesian Wikipedia
- **No. of replying respondents: 100**
- Targeted respondent criteria:
 - Have a **username**,
 - **Edited at least 5x** in the year of the survey,
 - **Not** being **blocked**
- **No. of questions: 30**

**WIKIMANIA
SINGAPORE**



Approach of the Study

1. Understanding the profile of Indonesia Wikipedians
2. Understanding their attitudes, norms, and contributory behaviours



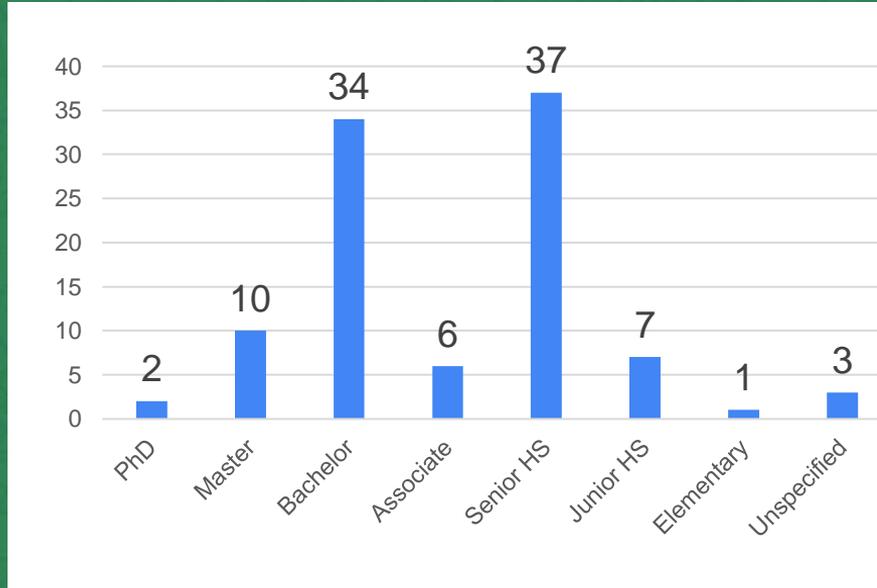
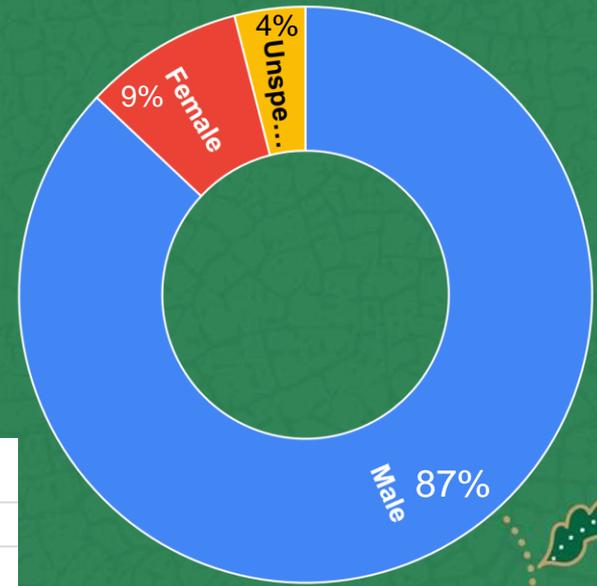
Respondent Profiles

WIKIMANIA
SINGAPORE



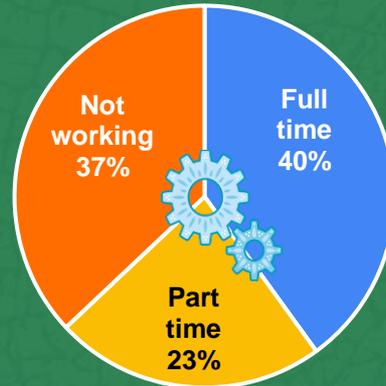
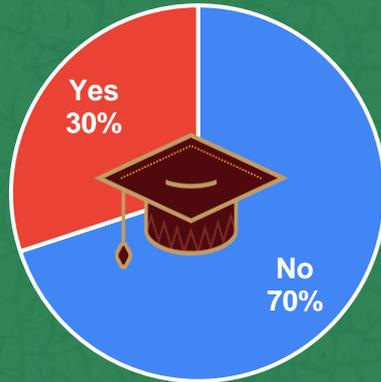
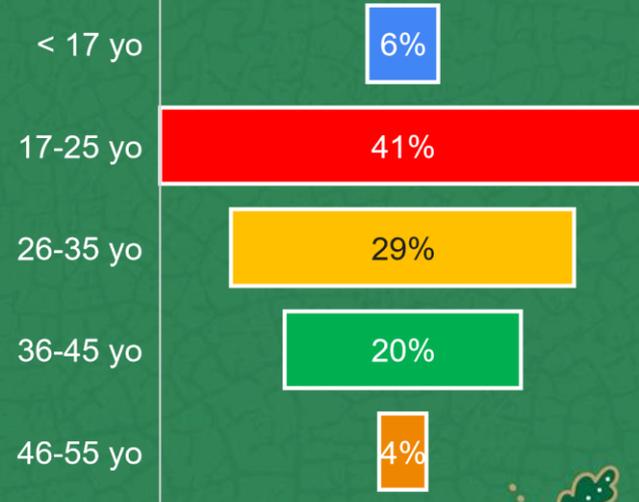
Gender & Education Level

- Gender: Male 87%, Female 9%, Unspecified 4%
- Education: Higher education 53%, Senior HS or lower 47%



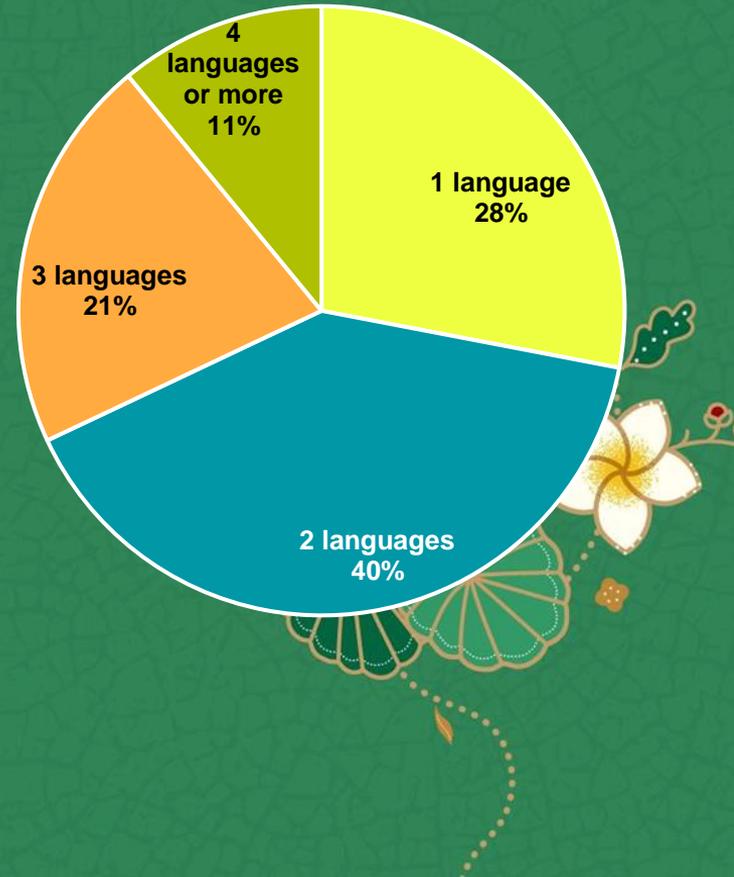
Age & Occupation

- Age: 17-25 y.o. 41%, 26-35 y.o. 29%, 36-45 y.o. 20%
- Occupation: Working FT 40%, Working PT 23%, Not working 37%
- Studying: Still studying 30%, Not studying 70%



Language

- Speaker: Monolingual 28%, Bilingual 40%, Multilingual 32%
- Total no. of languages: 25
- Indonesian is mastered by all respondents
- Other major languages: Javanese 37%, Malay 16%, English 12%, Minangkabau 11%, Sundanese 9%



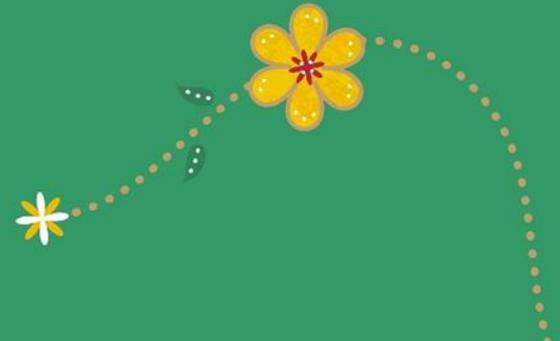
Contributory Behaviours

WIKIMANIA
SINGAPORE



Contributory Behaviours

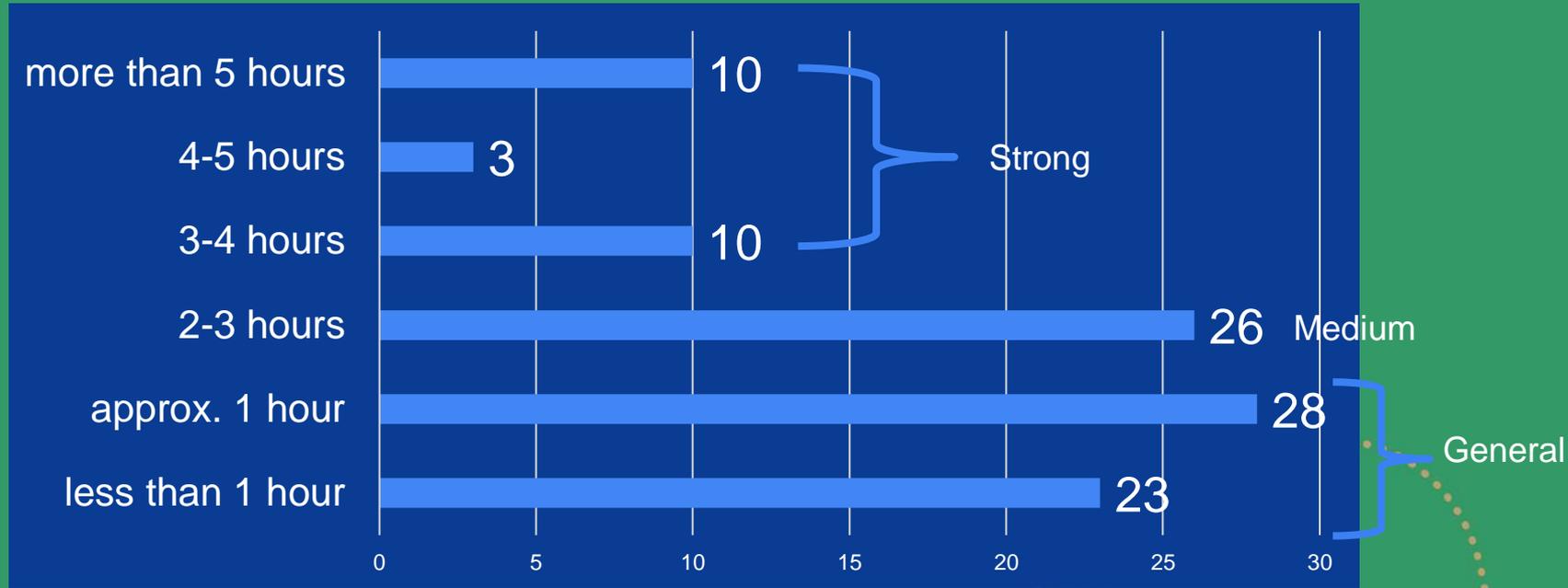
- ❖ Approximate **length of time per day** spent on Wikipedia
- ❖ Approximate **no. of years** contributing to Wikipedia
- ❖ Use of **personal funds** in contributing to Wikipedia
- ❖ **Interaction** with Wikipedia/Wikimedia communities



Daily Contribution

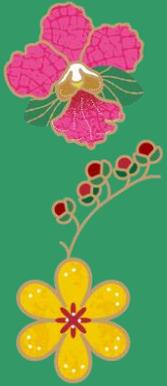
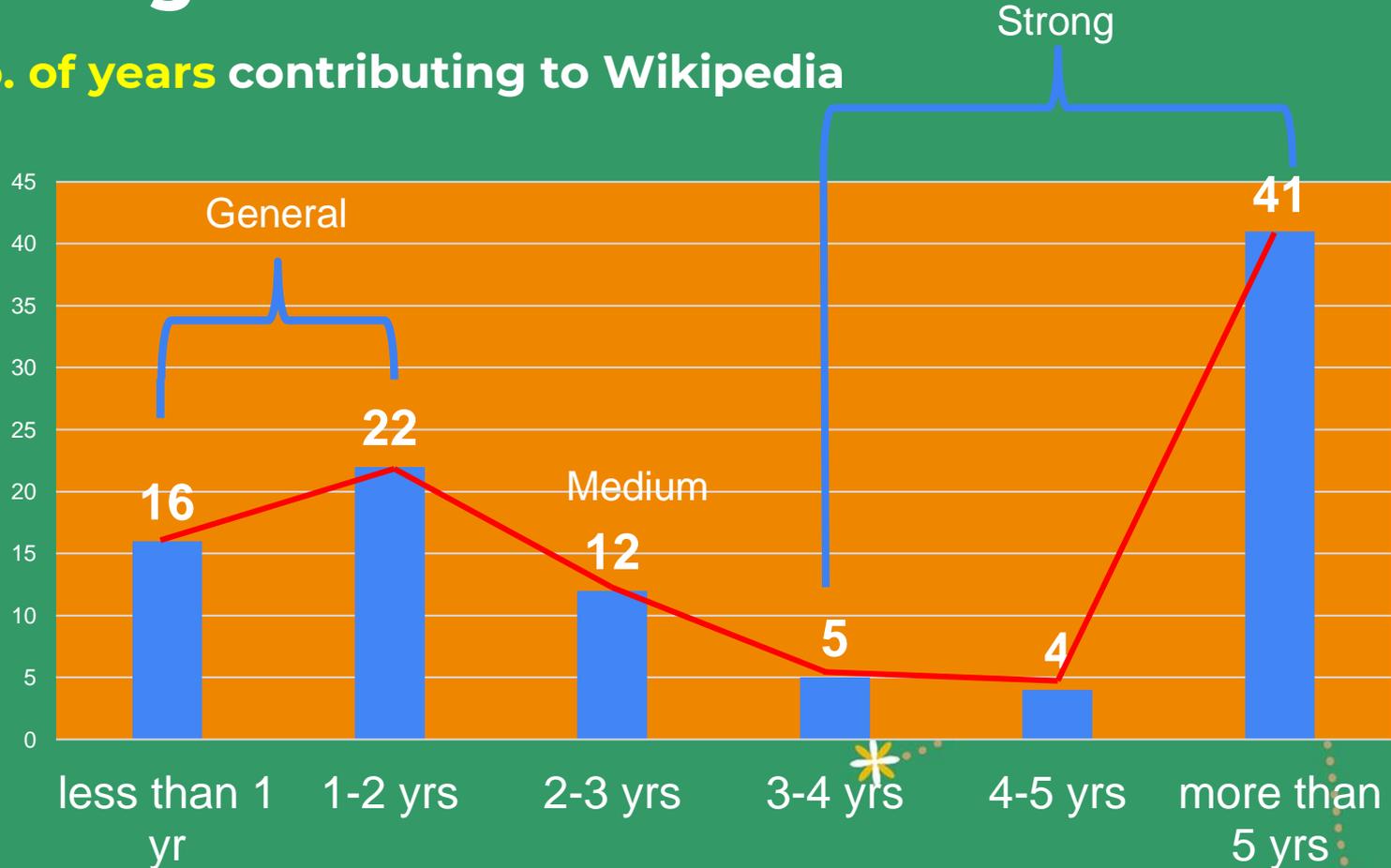


❖ Approximate **length of time per day** spent on Wikipedia



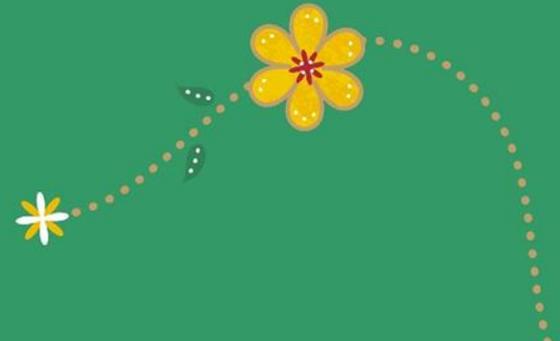
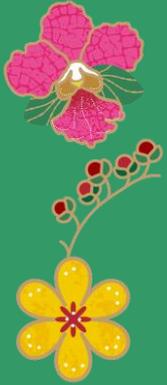
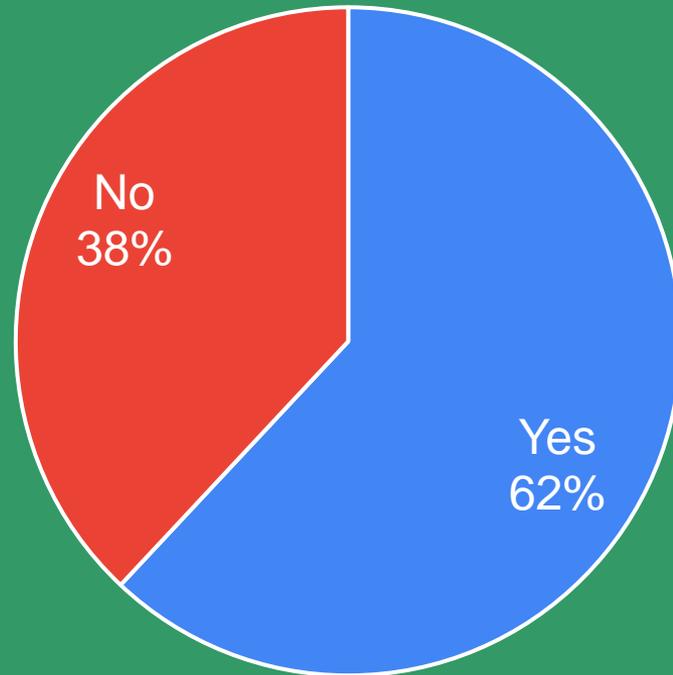
Contributing Duration

❖ Approx. **no. of years** contributing to Wikipedia



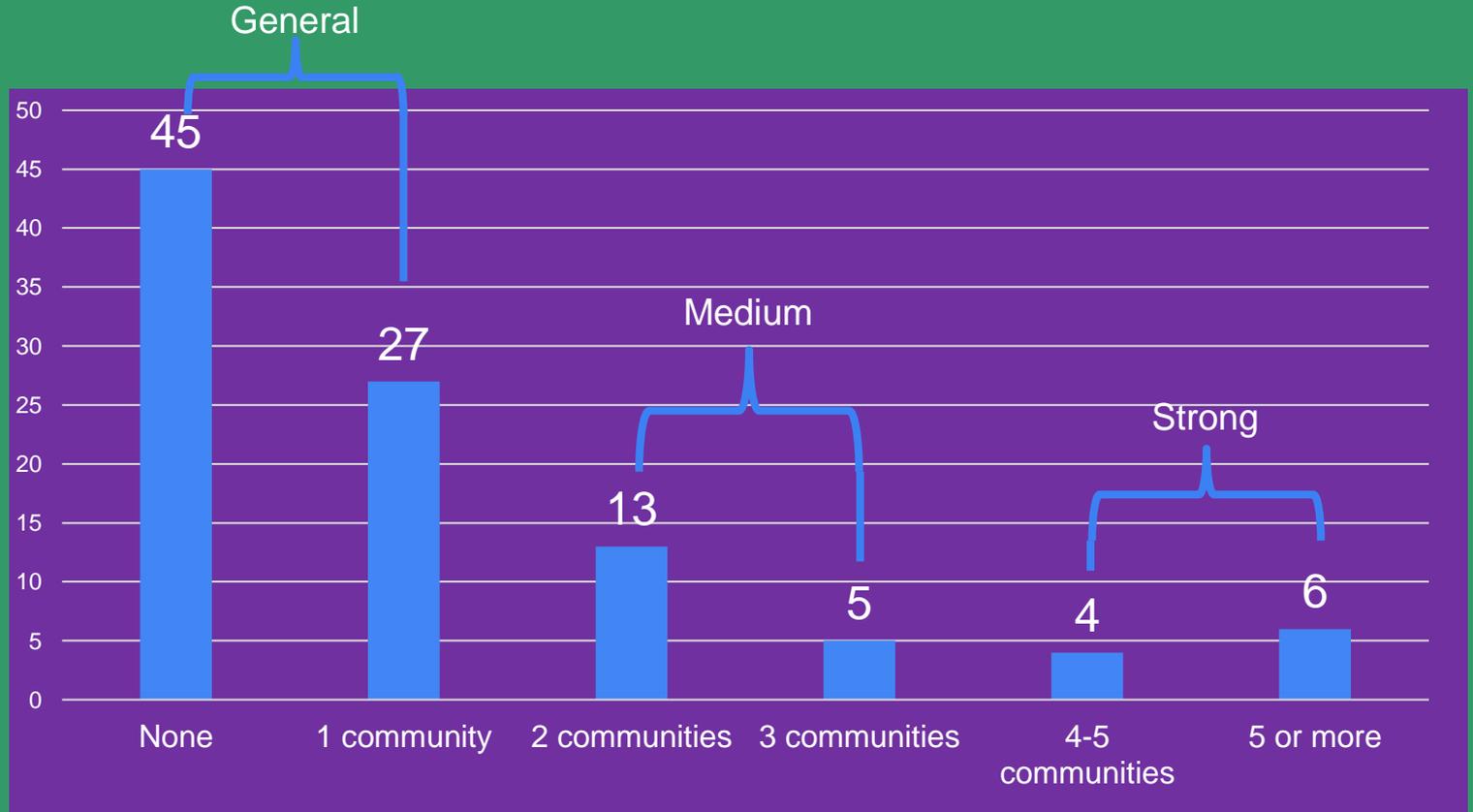
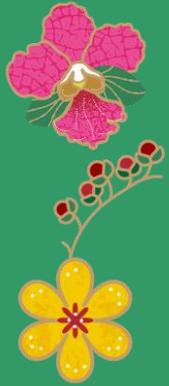
Use of Personal Funds

❖ Use of **personal funds** in contributing to Wikipedia



Interaction with Communities

❖ Interaction with Wikipedia/Wikimedia communities



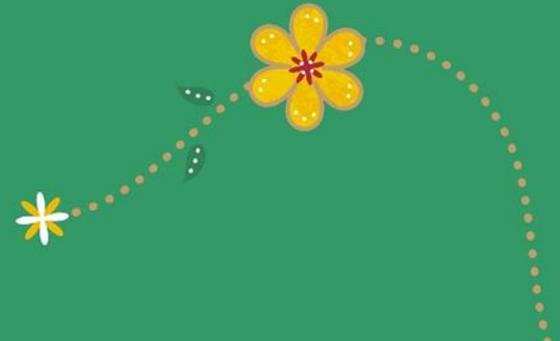
Attitudes to Editing

WIKIMANIA
SINGAPORE



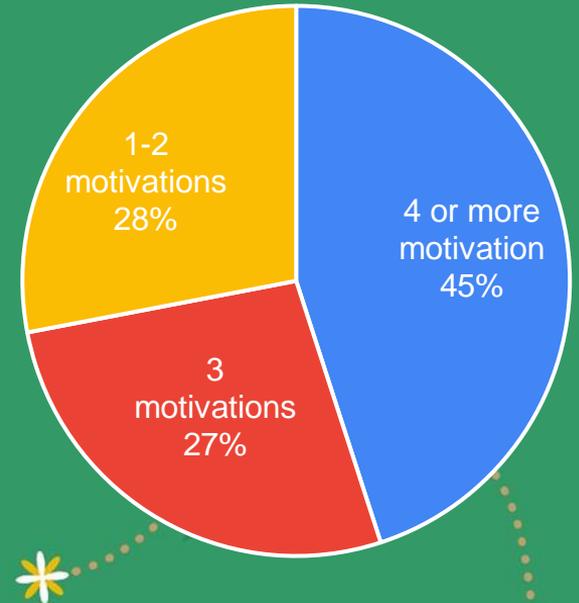
Attitudes

- ❖ **Initial motivation** when starting to contribute to Wikipedia
- ❖ Current **motivation to continue** contributing to Wikipedia
- ❖ **Action on problems** if found in an article
- ❖ **Adequacy of support** from WMID/communities in contributing to Wikipedia



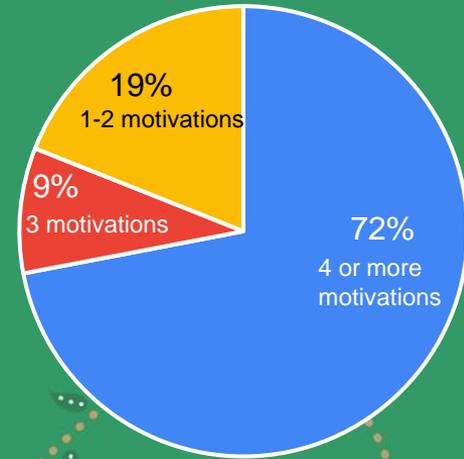
Initial Motivation

❖ Initial motivation when starting to contribute to Wikipedia



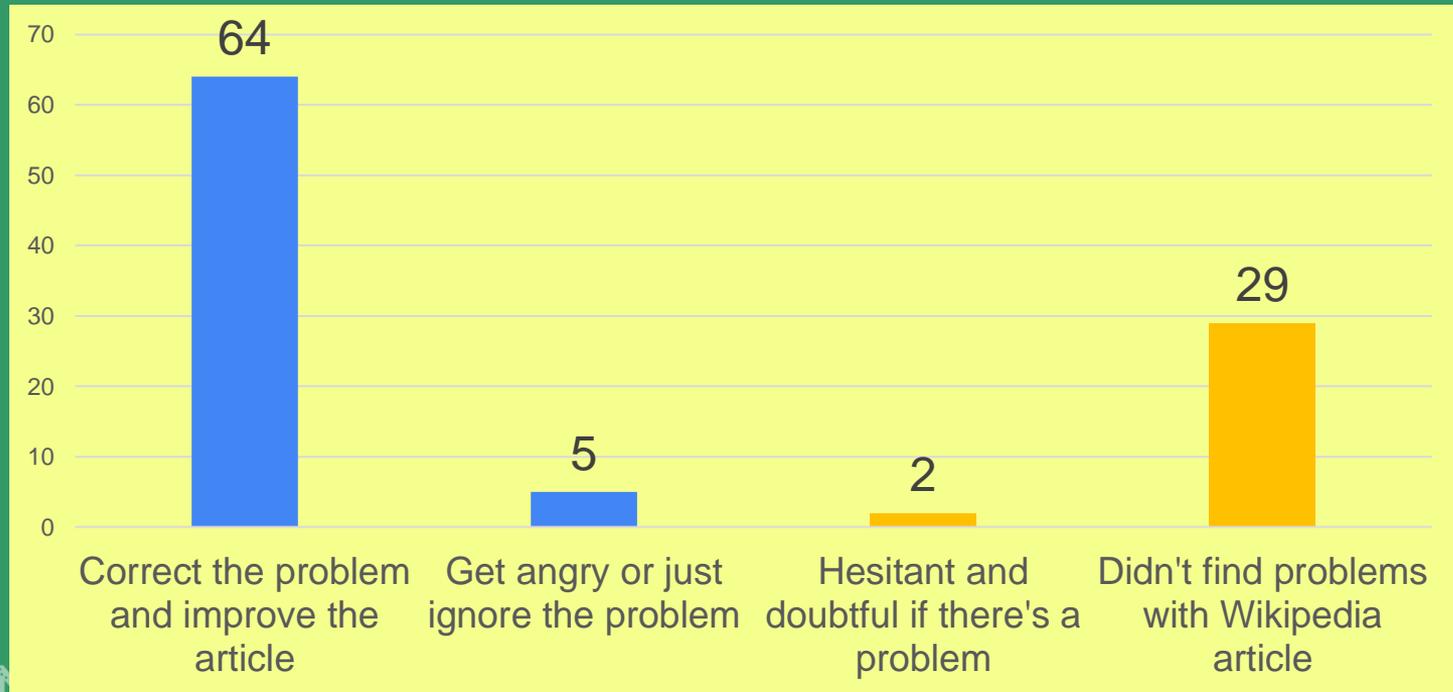
Continuing Motivation

❖ Current **motivation to continue** contributing to Wikipedia



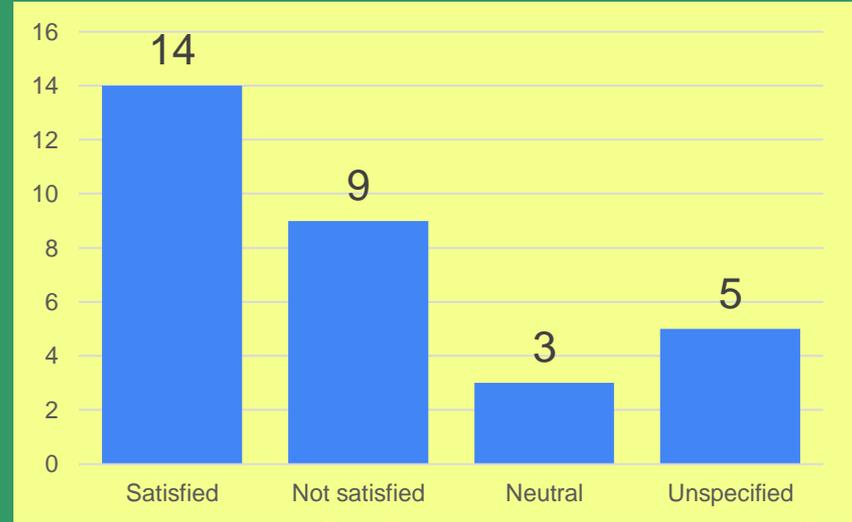
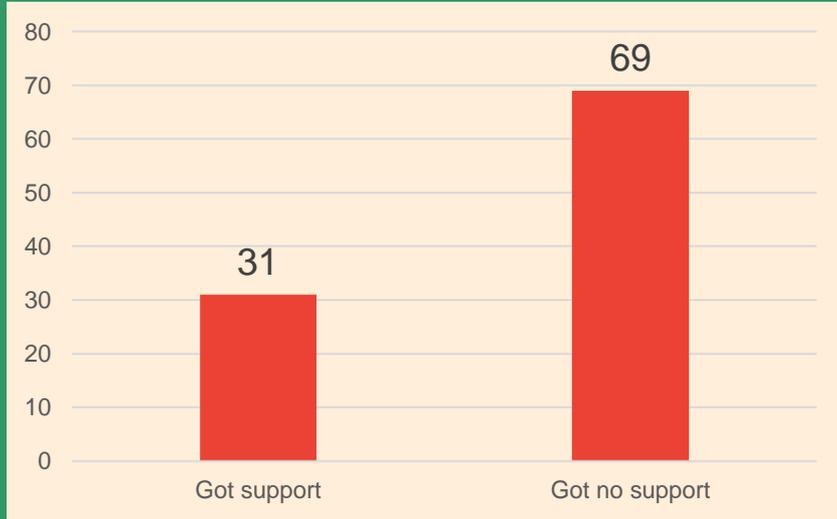
Action on Problem

❖ **Action on problems** if found in an article



Adequacy of Support

- ❖ **Adequacy of support** from WMID/communities in contributing to Wikipedia



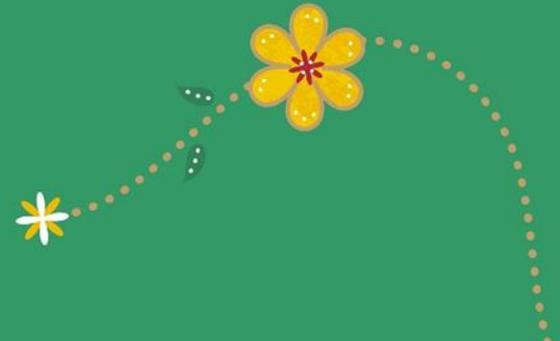
Prevalent Norms

WIKIMANIA
SINGAPORE



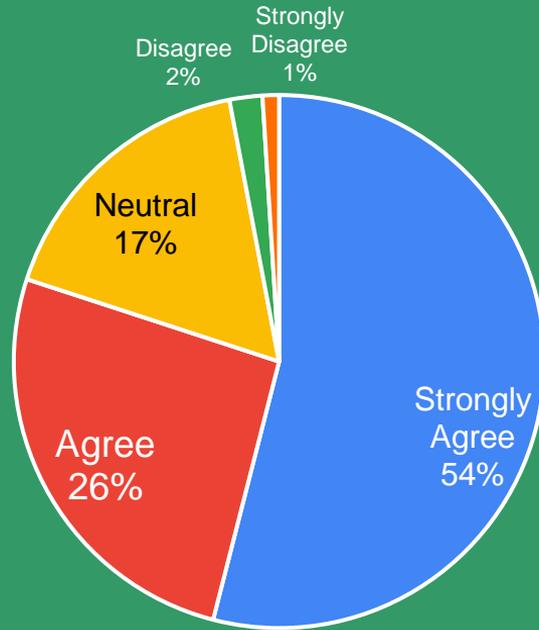
Checking the Norms

- ❖ Everyone should be **involved in contributing** to Wikipedia, starting small
- ❖ Every Wikipedians should **set good example**, to attract new users
- ❖ Every Wikipedians should **create good atmosphere**, to increase the interest of existing users to continue their participation
- ❖ Every Wikipedians should **promote the positive contribution** made, to attract public interest in Wikipedia

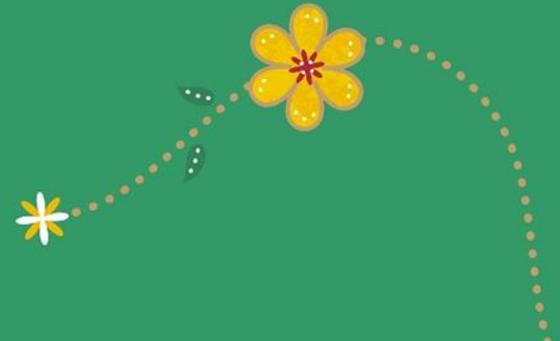


Involvement

- ❖ Everyone should be **involved in contributing** to Wikipedia, starting **small**

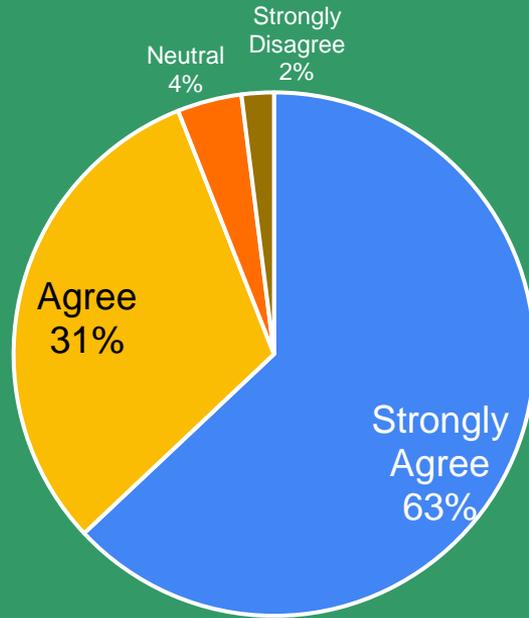


80% Agree or Strongly Agree!

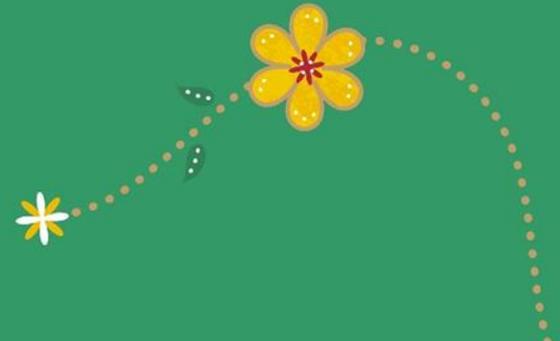


Good Example

- ❖ Every Wikipedians should **set good example**, to attract new users

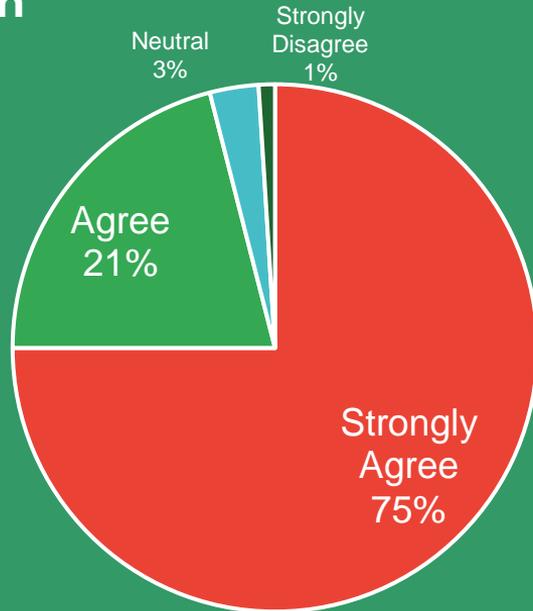


94% Agree or Strongly Agree!

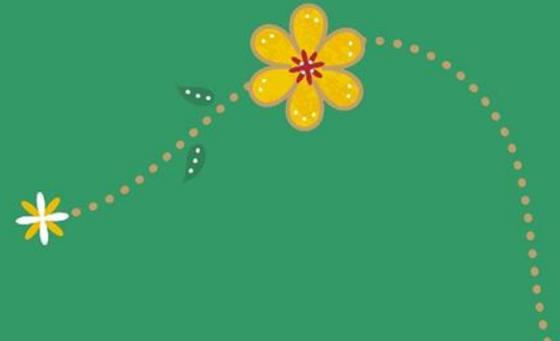


Good Atmosphere

- ❖ Every Wikipedians should **create good atmosphere**, to increase the interest of existing users and encourage their continued participation

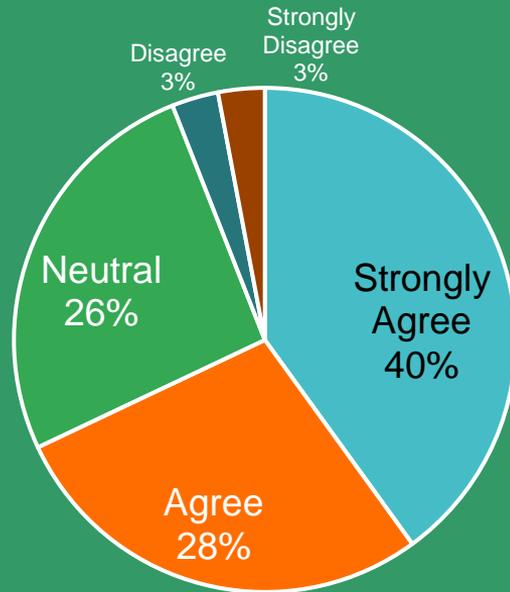


96% Agree or Strongly Agree!

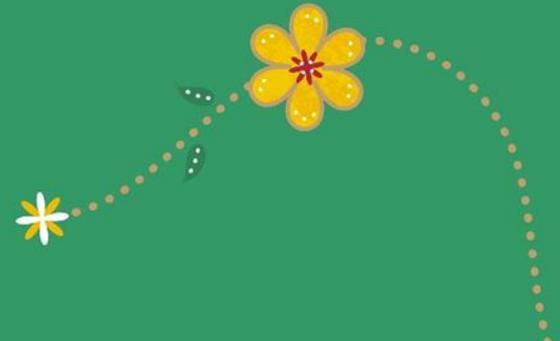


Promote Contribution

- ❖ Every Wikipedians should **promote the positive contribution** made, to attract public interest in Wikipedia



68% Agree or Strongly Agree, but..
26% Neutral!



General Conclusions

**WIKIMANIA
SINGAPORE**



Conclusions and Recommendations

- ❖ **The findings align with the Theory of Reasoned Action, revealing that contributors' attitudes and norms to some extent influence their contributory behaviors.**
- ❖ **Positive attitudes toward editing, reinforced by perceived social norms, contribute to the contributors' sustained commitment.**
- ❖ **However, the study underscores the need to address some contributors' perceived lack of support.**

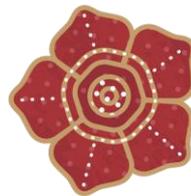
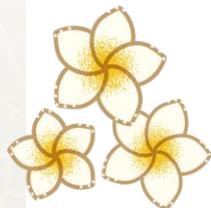


Conclusions and Recommendations

- ❖ Initiatives targeting attitude enhancement, community building, and clarifying positive norms could enhance contributors' motivations and participation, leading to a more vibrant and engaged Indonesian Wikipedia community.
- ❖ Ideas: Reintroducing voucher grant programs with targeted goals and appropriate contribution metrics, educational outreach efforts to clarify misconceptions, scholarship for the less sociable active contributors to attend events conducted by other communities.



Speakers: Ichsan M & Rachmat W



Ichsan Mochtar
Wikimedia Indonesia



Rachmat Wahidi
Wikimedia Indonesia

Thank you!
Terima Kasih!

WIKIMANIA
SINGAPORE

