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

by Ichsan 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
- 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
Approach of the Study

1. Understanding the profile of Indonesia Wikipedians
2. Understanding their attitudes, norms, and contributory behaviours
Respondent Profiles
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%, 26-25 y.o. 29%, 36-45 20% y.o.
- 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
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

- More than 5 hours: 10
- 4-5 hours: 3
- 3-4 hours: 10
- 2-3 hours: 26
- Approx. 1 hour: 28
- Less than 1 hour: 23
Use of Personal Funds

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

- Yes: 62%
- No: 38%
Interaction with Communities

- Interaction with Wikipedia/Wikimedia communities

![Bar Chart]

- General
- Medium
- Strong

<table>
<thead>
<tr>
<th>Interaction Level</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>None</td>
<td>45</td>
</tr>
<tr>
<td>1 community</td>
<td>27</td>
</tr>
<tr>
<td>2 communities</td>
<td>13</td>
</tr>
<tr>
<td>3 communities</td>
<td>5</td>
</tr>
<tr>
<td>4-5 communities</td>
<td>4</td>
</tr>
<tr>
<td>5 or more</td>
<td>6</td>
</tr>
</tbody>
</table>
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

- I love volunteering and sharing knowledge: 81
- I found an error and want to fix it: 65
- I'm knowledgeable in a field and want to contribute: 49
- I want to show my knowledge to the public: 41
- I want to develop a new skill: 39
- I want to participate in Wikipedia discussion: 34
- I saw a red link and tempted to make the page: 31
- I wondered if Wikipedia can be edited by anyone: 18
- My friends or family already contributed: 6
- I joined Wiki competitions/assigned to write on…: 4
- Wikipedia is a platform that I need: 2
- Other: 1

4 or more motivations: 45%
3 motivations: 27%
1-2 motivations: 28%
Continuing Motivation

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

- I enjoy contributing to topics I’m passionate about (80%)
- I love volunteering and sharing knowledge (79%)
- I often find articles that are incomplete or biased (70%)
- Contributing to Wikipedia makes me happy (70%)
- I believe knowledge should be freely available (64%)
- I found an error and want to fix it (57%)
- I like the philosophy of openness and collaboration (51%)
- I want a reputation within the Wikimedia community (22%)
- Other (6%)

4 or more motivations: 72%
1-2 motivations: 19%
3 motivations: 9%
4 or more motivations: 72%
Action on Problem

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

- Correct the problem and improve the article: 64
- Get angry or just ignore the problem: 5
- Hesitant and doubtful if there's a problem: 2
- Didn't find problems with Wikipedia article: 29
Adequacy of Support

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

![Bar chart showing the adequacy of support from WMID/communities.](chart1.png)

- Got support: 31
- Got no support: 69

![Bar chart showing satisfaction levels.](chart2.png)

- Satisfied: 14
- Not satisfied: 9
- Neutral: 3
- Unspecified: 5
Prevalent 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
Everyone should be involved in contributing to Wikipedia, starting small.

- Strongly Agree: 54%
- Agree: 26%
- Neutral: 17%
- Disagree: 2%
- Strongly Disagree: 1%

80% Agree or Strongly Agree!
Every Wikipedians should set good example, to attract new users

- Strongly Agree: 63%
- Agree: 31%
- Neutral: 4%
- Strongly Disagree: 2%

94% Agree or Strongly Agree!
Every Wikipedians should **create good atmosphere**, to increase the interest of existing users and encourage their continued participation.

96% Agree or Strongly Agree!
Every Wikipedians should promote the positive contribution made, to attract public interest in Wikipedia.

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

Thank you!
Terima Kasih!