

Speaker 1: Any questions for me before we start?

Speaker 2: Cool.

Speaker 1: No questions? I'm sorry, I didn't hear.

Speaker 2: Oh, sorry. The automated voice came over. No, no questions.

Speaker 1: Okay, great. So first I really just want to get to know you a little bit better. Could you maybe tell me where you're from and what do you do?

Speaker 2: Yeah, so I am in southern California, and I do a lot of marketing and database stuff.

Speaker 1: Okay. How long have you been doing that?

Speaker 2: For about three years now.

Speaker 1: What kind of interested you in that industry?

Speaker 2: I mean, just kind of more where I happened to land and more based upon my background when I was younger. I used to do a lot of web design back in the day.

Speaker 1: Oh, what kind of web design are you interested in?

Speaker 2: Well, I mean, I used to do it way back in the day when it was a lot simpler than it is now. Yeah, I mean, I remember ... Yeah. I could ramble on all day about it, but-

Speaker 1: I only ask because I was trying to learn code myself, and I just realized I can barely understand Spanish, so I had no [inaudible 00:01:23] code.

Speaker 2: Yeah. Yeah. It's a very deep world of knowledge. Yeah, it's very easy to get lost in the focus. Yeah. I totally understand.

Speaker 1: Great, so you even mentioned in your survey that the last time you used Wikipedia on your phone was to, you just said, satisfy a curiosity. Can I ask you to maybe recall that time and then just talk me through your motivation to do that?

Speaker 2: I use it pretty much daily on my phone and on desktop. Yeah.

Speaker 1: Can you recall maybe the last thing that you looked up?

Speaker 2: That's a good question. Let me see. Probably going to be here in my ... [inaudible 00:02:17]. I was just looking up an area within San Diego just to get some more idea and background and history of it.

Speaker 1: Okay.

Speaker 2: I look up pretty much whatever I can on Wikipedia.

Speaker 1: So just the past experience you looked up an area in San Diego was it motivated because maybe you're going on a trip? You saw something on television? What was that motivation behind that random inquiry?

Speaker 2: I was there in the area, but I kind of wanted to understand the reason behind the current industry there and the demographics and why it was today and you know, how other people see it.

Speaker 1: Okay. How often would you say you see yourself doing stuff like that? In particular you're in a location just anywhere and you just find the need to search the history of that specific area?

Speaker 2: I'd say probably at least once a week.

Speaker 1: Okay. So can I ask what is your general perception of Wikipedia?

Speaker 2: It's a good resource to get a neutral third party perspective on things. Maybe discover some facts that you've never known about. I mean, it's not, of course, the most comprehensive resource, but it's definitely a good place to get started and spark your interest in things.

Speaker 1: Okay. So you said that it's a really good neutral third party. Do you believe that is true for all of the articles that you've read on Wikipedia?

Speaker 2: Not all of them, but I think a good majority of them are pretty well curated. Now, of course there's going to be some more obscured topics that I might have been influenced by certain people and there's only so much information available, and since it's against the guidelines to do original research per se, you know, it can be a little bit limited. I mean, in general it's pretty neutral.

Speaker 1: Okay. Can I just ask kind of going off that train of thought have you ever encountered a time where you read an article where you're just like, "Oh, this is incredibly biased," or you were just kind of dissatisfied that it wasn't from that third party perspective?

Speaker 2: Yeah. There have been at times. Now it's been more kind of I guess either pages on companies or on a specific product. You know, that probably happens from stuff that doesn't receive as much interest on Wikipedia as some other topics, so there's not as many people to check and balance that. Yeah, I mean, I have seen that happen. I have to take it with a grain of salt, but yeah.

Speaker 1: Okay, so just off of that as well what is your general perception about how content is edited? You said that sometimes in particular companies or products don't get really the attention that necessarily historical figure gets because that happened in the past [crosstalk 00:05:35] history. So what is your perception about editing and how much attention some things get versus another?

Speaker 2: Well, I'm only speaking about how many people out there one, really are qualified or know enough on something and have done the research and have the right sources and then two, are actually inclined enough to make an edit and three, actually understand the rules. I know it can be a little bit complicated, because I looked back in the day into how to edit articles and stuff, and it's a very complicated ecosystem in how it's done. You know, even for me personally it's kind of intimidating to me. I could probably improve some stuff. I'm afraid to say something wrong or not do it the right way. I'm kind of personally intimidated not to do anything.

I'm not sure how other people think about that, but you know, when it comes to such an obscure topic or something about a company I'm sure there's not anybody who's really answered it thoroughly enough and with enough authority much less are inclined to even made an edit. Yeah, [inaudible 00:06:55].

Speaker 1: Okay. That's great. What would you say is kind of the biggest, for you personally, reason that you feel intimidated to edit more? I believe on your survey you also said you've edited, but it's more of a very yearly. It's very infrequent, so what is it about it that really intimidates you?

Speaker 2: I mean, I'm just afraid that I'm going to say something on it and then I might not be correct about it or somebody might come over and just rewrite it all or delete it or say removed it because this reason. I've read through several talk pages on various articles and kind of seeing the internal politics on it, and you know, how it takes time to really get a consensus, and sometimes there's just not enough interest on it. Yeah. It's really weird.

Speaker 1: No, yeah, it's a pretty complicated ecosystem like you said. So can I ask ... So have you ever contributed, so edited or added content, to Wikipedia on your phone?

Speaker 2: No, not on my phone.

Speaker 1: Okay, so the times that you have edited it's been on what device in particular?

Speaker 2: On desktop.

Speaker 1: On desktop? Okay.

Speaker 2: Yeah.

Speaker 1: In your opinion what do you think the advantage or disadvantages would be of adding or editing content on your mobile phone to Wikipedia?

Speaker 2: I think advantage would be it would be very convenient and you can do it on the go when you're actually thinking about it or when you come across something in the moment. I think the disadvantages, you're working with a small space. It's kind of hard to keep the whole context of everything in mind. The formatting and editing might be weird, and you don't want to publish it when you messed up on editing, and you have to

go back and fix it. That's kind of what scares me. If it probably had a better editor than I'd be more inclined to do that.

Speaker 1: I see. Okay, so the times that you have contributed to Wikipedia what really motivated you to make those edits?

Speaker 2: I mean, it was just misinformation that I thought was necessary or trying to correct the view point or add a more recent [inaudible 00:09:26] or piece of history to it. You know, as more [inaudible 00:09:31].

Speaker 1: Can you recall was your edit accepted?

Speaker 2: Yeah, it was, but then of course there's always further edits that might change considerably or those kind of things, but yeah. I mean, at one point it was accepted.

Speaker 1: Okay, that's great. Awesome. Okay, so thinking back a little bit, so on your survey you had mentioned that you use Wikipedia on your phone in both the app and the mobile web. Could you speak to which one is your preferred method of access for Wikipedia?

Speaker 2: So if it's something I'm quickly looking up and I don't want to have to have it within my recently viewed tabs in the Wikipedia app then I'll try to keep it within the browser. It's just for quick reference. I don't want to close it out later, whereas if I open it up in the app then you get this long list of tabs open. I keep forgetting to close them all and whatever. It's like I don't want it there first thing. So it's thinking back to I just want to quickly view it in a browser rather than bring it up in app.

Speaker 1: Okay, so is it safe to say that you primarily will use Wikipedia on your phone on the mobile browser?

Speaker 2: Yeah.

Speaker 1: Okay.

Speaker 2: No, sorry. On the mobile app.

Speaker 1: On the mobile app, but if it's for something very quick, high level, very fast it would be on the mobile browser.

Speaker 2: Correct.

Speaker 1: Got it, so I don't have the app, so I'm not 100% sure. When you say that you have a recently viewed tab, just in my mind you click a link, it opens a new tab, you click a link, it opens a new tab, so you have to close out each one manually when you're doing viewing it?

Speaker 2: Right, so yes. I mean, it's kind of like tabs within chrome.

Speaker 1: Oh, okay.

Speaker 2: It shows a little box with a number. You can click on it and then you can scroll up and down through all the tabs of previous stuff I've opened up. It's just like I don't want it there to cluster up and whatever. I guess it's more kind of mental, but yeah. Exactly.

Speaker 1: Okay. That's great. Are there any other ways that you wish you could access Wikipedia on your phone than what you're currently doing?

Speaker 2: The ways I wish? No, but I do use voice wiki pretty often.

Speaker 1: Can I ask what is that?

Speaker 2: Sure, I mean, it's more like a third party app, but they use a text to speech to read the articles out loud. It's kind of helpful when I'm doing something else or driving or something.

Speaker 1: Oh. That's really interesting. I didn't realize that they did not offer that. That's really interesting. Great.

Speaker 2: Right.

Speaker 1: When did you download that app, the voice wiki?

Speaker 2: I think 2014.

Speaker 1: 2014? So it's been around for quite some time. When did you download the ... Correct me if I'm wrong, you have the Android app you had said?

Speaker 2: Yeah.

Speaker 1: Do you recall when you downloaded the Wikipedia app for Android?

Speaker 2: I mean, probably 2010.

Speaker 1: Okay. Can I ask do you recall how you came to download it? Like what was your motivation to download the app? Where did you see it? Things like that.

Speaker 2: I mean, I probably just happened across an app store and I'm like, "Hey, I need it," or you know, I use the service pretty frequently, so it just feels necessary to have it and be able to browse through the site fast and be able to sign in and be able to favor and star pages.

Speaker 1: Okay. If we could improve anything about the app for you what would that be? What would you like to have done?

Speaker 2: That's a good question. You know, I think it's pretty good right now. I don't really have many complaints about it.

Speaker 1: Okay. No problem. That's a totally acceptable answer.

Speaker 2: Okay.

Speaker 1: Would you say that you use Wikipedia primarily on your phone or primarily on your desktop, laptop, or mix?

Speaker 2: It's definitely a mix. I do use it on my desktop quite a bit, but I do use it on the go quite a bit. I can't give a definite answer.

Speaker 1: No, no worries.

Speaker 2: It varies a lot.

Speaker 1: No, then I guess just off the top of your head is there any differences that you can tell from the mobile experience versus the desktop experience, anything in particular that you would think this is so much better on this platform as opposed to that platform, things that you wish one or the other had?

Speaker 2: Yeah. I think one advantage that desktop has is the little bio blurb on various articles is already expanded whereas on mobile you have to manually expand it yourself. I find that a little bit annoying, especially when you're switching back between articles and you have to keep expanding it again and again. That's one nice feature that the desktop is is that.

Speaker 1: Okay. That's great. So just in general how do you ever just decide to download any app? What are the click to download that [inaudible 00:15:42] that's not a game?

Speaker 2: I don't really download many games ever. Maybe just more I think recommendations within the app store are usually pretty helpful and will generally kind of align me towards what I'd be interested in anyways. I mean, I think either at some point I would be recommended it or I would just feel the need for it. I would search if there is an app for something that values a lot, because I know there's generally an app for everything.

Speaker 1: Yeah, that's so true. Great. So on average how much time would you say you spend on your mobile phone in a week?

Speaker 2: Just in general?

Speaker 1: Mm-hmm (affirmative).

Speaker 2: Boy. That's a hard number to calculate. [inaudible 00:16:46] so if you want to say I could almost say like five hours a day. Maybe 35 hours a week. I'm not sure.

Speaker 1: Sure, so about 35 hours a week. So in that time, that 35 hours of time in a week, you said that how much of that time would you say is spent on your phone looking up Wikipedia? Just a guess off the top.

Speaker 2: Within the week maybe two hours.

Speaker 1: Okay. So of those two hours has there ever been a point when you're were looking at Wikipedia content and thought I really wish that x could be changed or anything about just the content in general that you wish was more prominent?

Speaker 2: I mean, can you say that question again? I'm trying to figure it.

Speaker 1: I guess what, in your opinion, is the most critical thing that Wikipedia gives to you and is there anything at all that would improve your experience for Wikipedia?

Speaker 2: I mean, maybe one improvement would be when the search ... I'm always afraid that there might not be a page for what I'm looking for and then it's kind of hard to find it within the search results. I think to answer the first part of your question, no.

Speaker 1: No? Okay, totally fine. So earlier you had said that you are kind of like a history buff a bit. You like to go places and you just generally are interested in the history, what you're looking at kind of in the moment. Can I ask, so when you're looking up, let's say, your example of in San Diego, what do you have to see for you to feel like you've absorbed enough information, for you to feel that you had a successful inquiry?

Speaker 2: Hmm. That's a good question. Well, I mean, generally I think a lot of the articles are going to be fairly short, so I can go through them all from top to bottom and I might skim over stuff like climate. In general they're short enough to be able to digest. If there were more ... I think the main parts they're focused on are just kind of history aspect and demographics. I mean, once I get those and the introduction then I'm pretty good.

Speaker 1: Can you recall maybe just on average how many pages you will sift through for you to feel satisfied? So in particular let's say with the San Diego. Do you recall if everything you saw was on one page or you kind of went through a rabbit hole?

Speaker 2: Yeah. I go through rabbit holes all the time.

Speaker 1: Okay.

Speaker 2: Yeah, I mean, that's just part of the experience. You know, I'm definitely all the related things that might pop up. It definitely all kind of does tie together and of course you don't really get the complete story on just one article, so it's necessary to go around.

Speaker 1: Okay. Would you say that it's a common behavior for you? You never just stop at one article?

Speaker 2: Absolutely. Very common.

Speaker 1: Okay, great. So in your opinion when you're reading content from Wikipedia on your phone are there any advantages or disadvantages there?

Speaker 2: On my phone? I mean, again, the bio section and on the mobile app it kind of when you click a link to another article it does pop up a little thing on the bottom to show you a little bit of a preview, which I'm not crazy about actually. I wish it would take me directly to that article and then I can go through it and then I can go back. The little preview isn't really going to tell me enough of what I want right then and there.

Speaker 1: Is that a new feature, the preview pop up? I'm not familiar.

Speaker 2: I'm not sure. I think I use the beta version of the app. I'm not sure.

Speaker 1: I see. Okay.

Speaker 2: It's possible.

Speaker 1: No worries. So you had mentioned earlier that you are an editor. You have edited before, so do you ever question-

Speaker 2: Right, yeah.

Speaker 1: -where content comes from? I think you had mentioned very briefly that for companies and products, but is that kind of the only circumstances in which you start to question where this content came from?

Speaker 2: I don't always go as far as to question that. You know, I generally believe there's enough good faith to use good sources. I generally don't really question it.

Speaker 1: Okay. Is there anything that influences or affects your trust of Wikipedia content?

Speaker 2: Maybe how many edits have been made to it in the past, and when the last edit was, and has there been some large gaps between the edits? That's one thing that might influence my authoritative perspective on it.

Speaker 1: Just so I understand, the more edits the better, or the more edits the worse?

Speaker 2: Yeah. I mean, the more edits and the more frequent they are and the more recent they are the better, whereas if there's large gaps between edits, you know, years or [inaudible 00:23:16] couple of years [inaudible 00:23:17] then I kind of take it more with a grain of salt.

Speaker 1: Got it. Okay. Can you recall a time when you were looking up content on Wikipedia and you were really just dissatisfied with what you found?

Speaker 2: I probably can't give you a specific example.



Speaker 1: Do you remember if that ever happened, you ever felt that way?

Speaker 2: Yeah. I mean, this happened where there should be an article on something but there isn't. I know that kind of create an article will be even harder than just making an edit on a page. I mean, I've definitely had that.

Speaker 1: What is your general understanding of, just kind of going off of that, of creating an article? What is your perception of creating a whole article?

Speaker 2: Well, in that case you definitely have to know the rules. You have to have enough [inaudible 00:24:20] and enough things to write about. Otherwise, the margin is [inaudible 00:24:26]. You probably have to know what kind of template you want to use and know the market well. I guess the general formatting and the structure of the page and of similar pages. I mean, it's a very daunting task.

Speaker 1: Okay. Just so I understand, if you want to create an article you have to use a template that's prescribed by Wikipedia? You had said a template.

Speaker 2: I don't know, but I know that templates do exist I guess for certain subjects, and it's probably best to use those. I'm not an expert in that.

Speaker 1: Okay. So is there anything at all that you wish Wikipedia ... I think I asked this once before, but is there anything that you wish Wikipedia could do to serve you better for editing or reading, like pie in the sky if you could wave a magic wand and have this one thing always appear?

Speaker 2: Yeah, I think if there is an easier editor to work with, because I know it hasn't really changed for many years. Maybe if there was a more gentle introduction that helps you best edit and best create new articles, because I know the rules can be a little intimidating to people who are new to it. Yeah. I think kind of lower the barriers to entry.

Speaker 1: Okay. That's great. My last question for you is is there anything else that you'd like to share with me about any experience that you've had with Wikipedia positive or negative?

Speaker 2: No. I mean, that's probably it.

Speaker 1: Okay, that's great. Well, that's all I have. Before we wrap up is there anything that you'd like to ask me, any questions about just anything at all?

Speaker 2: What's kind of the outcome of this study, like to improve the app?

Speaker 1: Wikipedia currently has two teams for mobile apps, not including the team that is working on just the mobile web browsing, so there's three separate teams that are working towards improving usability for Wikipedia on Android apps, iPhones, and browsing in general. There's also a difference between mobile web browsing and native

web browsing, so it's these four different platforms, so we're trying to understand what the overlap is since right now teams are very separate, so we're trying to really see, just get a better understanding of users in general and look at it in a different way than it's currently being looked at.

Speaker 2: Okay. Cool.

Speaker 1: Yeah, so hopefully this will really help all future designs. I know they have a ton of ideas that they want to be putting out, so this will either reign them in or set them free.

Speaker 2: That's great. I love it.

Speaker 1: Great, so that's all I have. Thank you so much for participating in this session. Really all of your comments and feedback are really helpful. It's really going to be great for us as we analyze all the data further into the project. I do want to double check with you though before I wrap up that it was okay that I recorded this session. You're still comfortable with that?

Speaker 2: Yeah, it's perfect.

Speaker 1: Okay, great, and following this I'm going to send you a follow up email with the form for you to fill out for your incentive. It will be processed for you within probably five to seven business days. After I email you if you have any questions or concerns please feel free to email me and I'm happy to kind of pacify anything that you might have questions about. With that, thank you so much again, and I hope you have a great rest of the day.

Speaker 2: Thank you.

Speaker 1: Bye. Thank you, [inaudible 00:29:11].

Speaker 2: Have a good one. All right. Bye.