

New Readers: project introduction



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A photograph of two young girls, likely of Middle Eastern descent, sitting side-by-side and reading a large, colorful children's book together. They are both wearing light blue zip-up jackets and white headbands. The book they are reading has Arabic text on its pages. The background is a plain, light-colored wall.

We wanted to learn more about
potential Wikipedia readers



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‘New Readers’

How do they find information?

- Needs for info seeking, especially online
- Habits for info seeking online, and for interacting with Wikipedia
- Existing sources of information and why they are used and trusted.

How can Wikipedia help?

- Existing perceptions and knowledge of Wikipedia
- How current Wikipedia functionalities support or inhibit online learning



Full set of project objectives can be found at
https://meta.wikimedia.org/wiki/New_Readers/Priorities

In 2016: 3 country research focus



Mexico



Nigeria



India

**We learn from the experts:
people themselves.**





Community

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Phone surveys

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Design research

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FINDINGS



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People don't need to trust an information source to find it useful.

Learn more: [Research deck, slide 34](#)



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**Mobile dominates
for getting online,
and Android is the
platform of choice.**

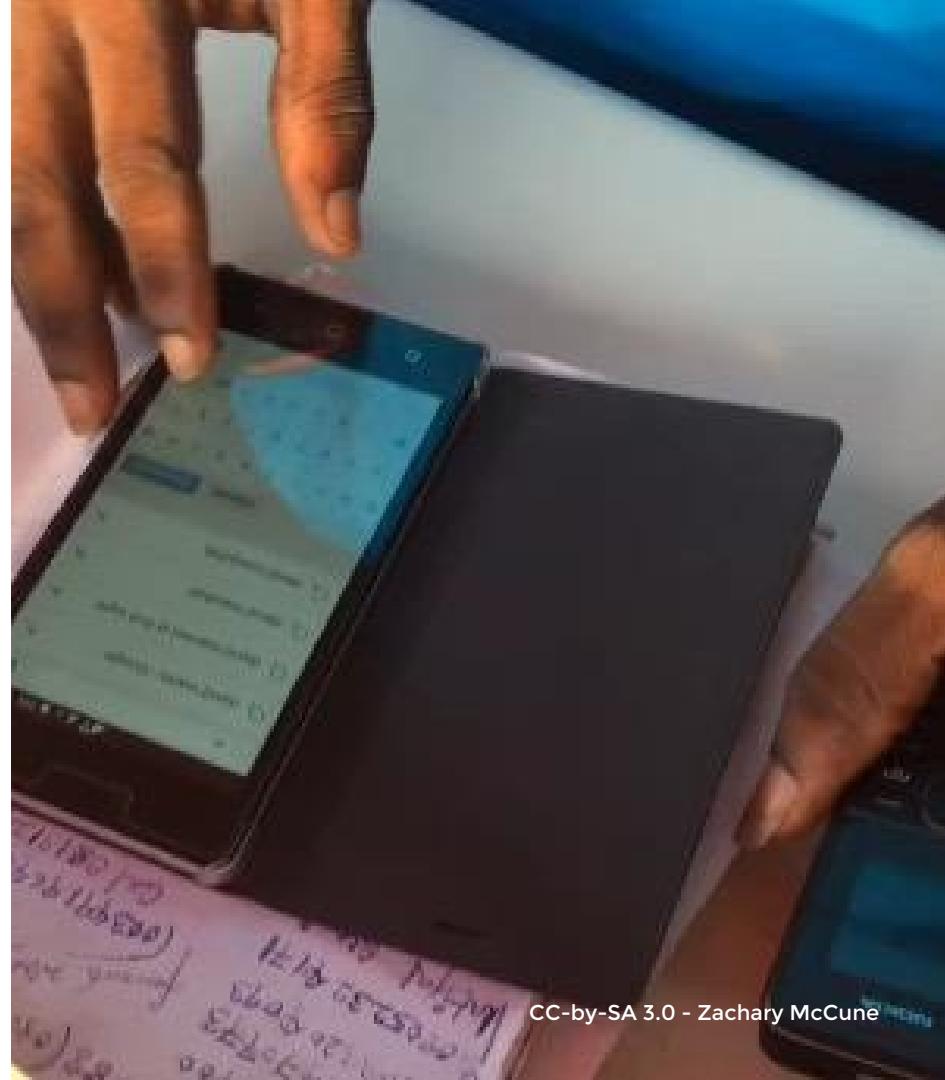
Learn more: [Research deck, slide 41](#)



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**People are precious
about data usage,
and low-bandwidth
browsers dominate.**

Learn more: [Research deck, slide 55](#)



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**People are increasingly
getting information
online, then consuming
or sharing it offline.**

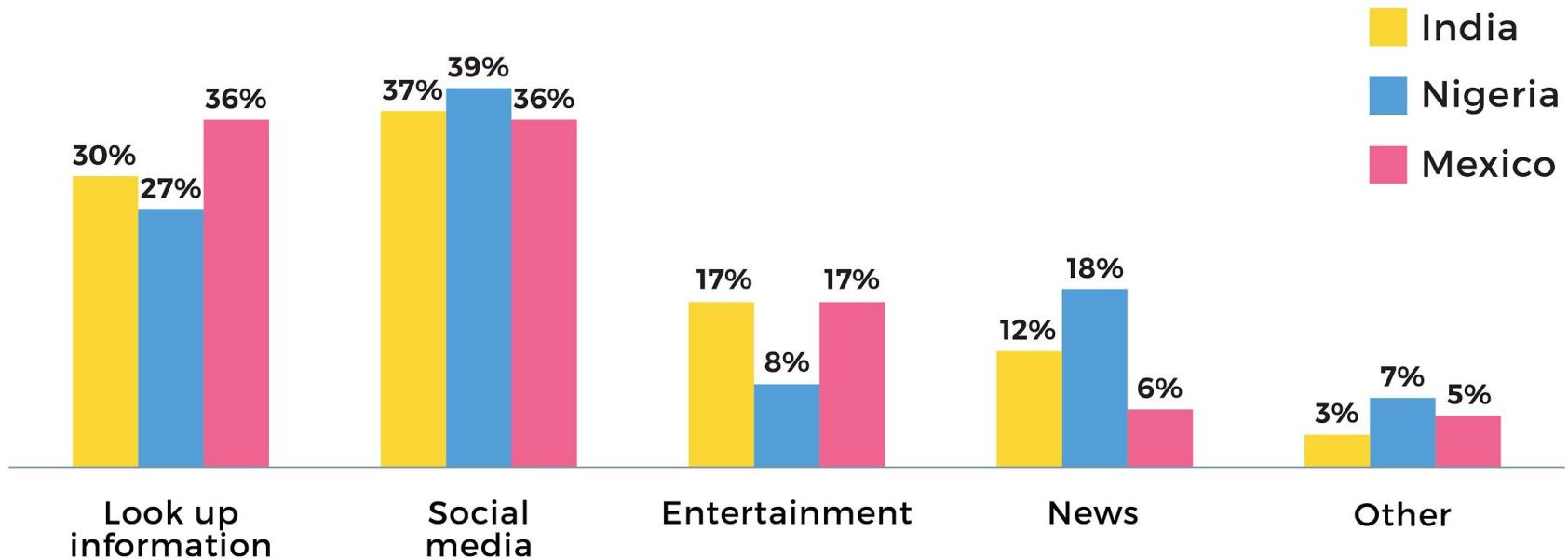
Learn more: [Research deck, slide 66](#)



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Phone survey findings

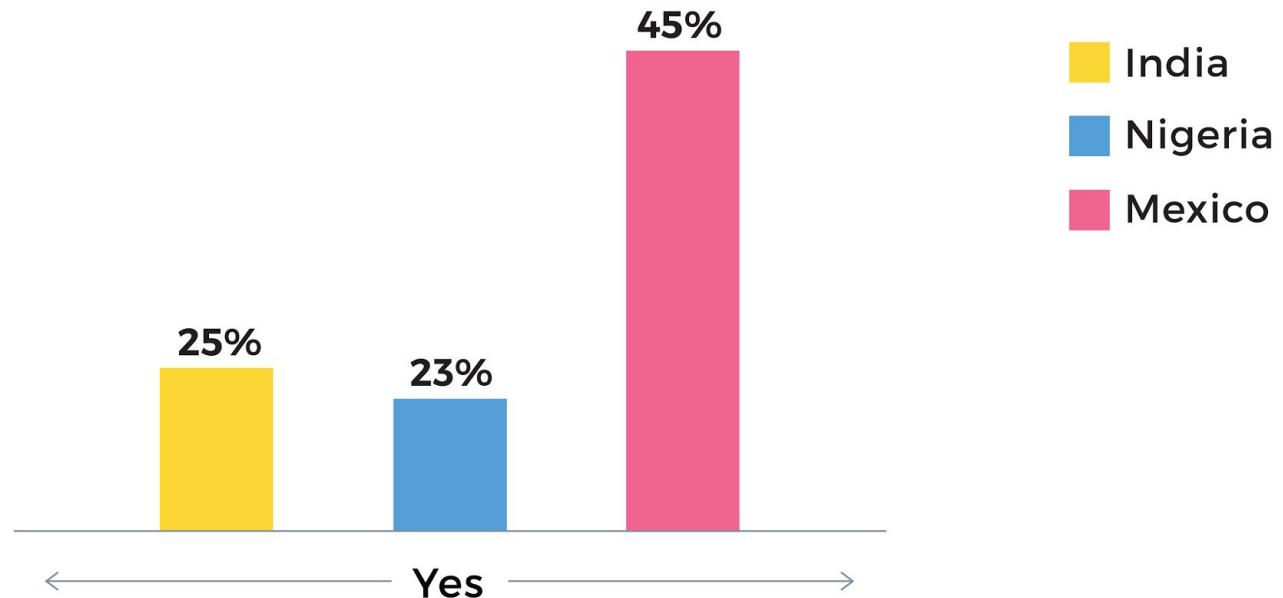
What do you use the internet for the most?



On Wikipedia

Phone survey findings

Have you ever heard of Wikipedia?



As a brand, Wikipedia is not widely recognized or understood. Some people are Wikipedia readers without realizing it.

Learn more: [Research deck, slide 68](#)



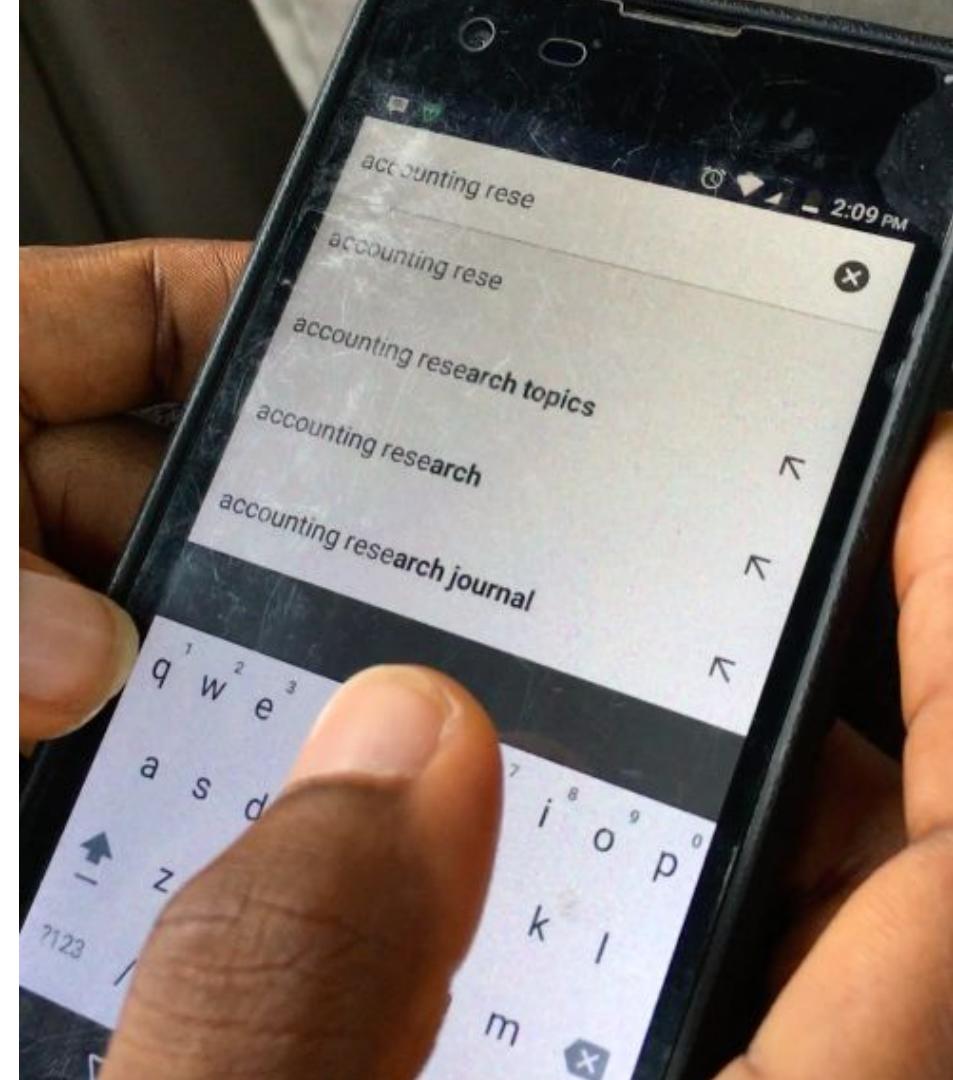
**“Wikipedia is something you can
get over the phone.”**

“I am searching in Wikipedia.”
[This user was searching on Google.]

**“Wikipedia is run by a non-profit
and donations.”**

**People confuse Wikipedia
with a search engine or
social media platform.
This can create unrealistic
expectations of its
functionality.**

Learn more: [Research deck, slide 73](#)



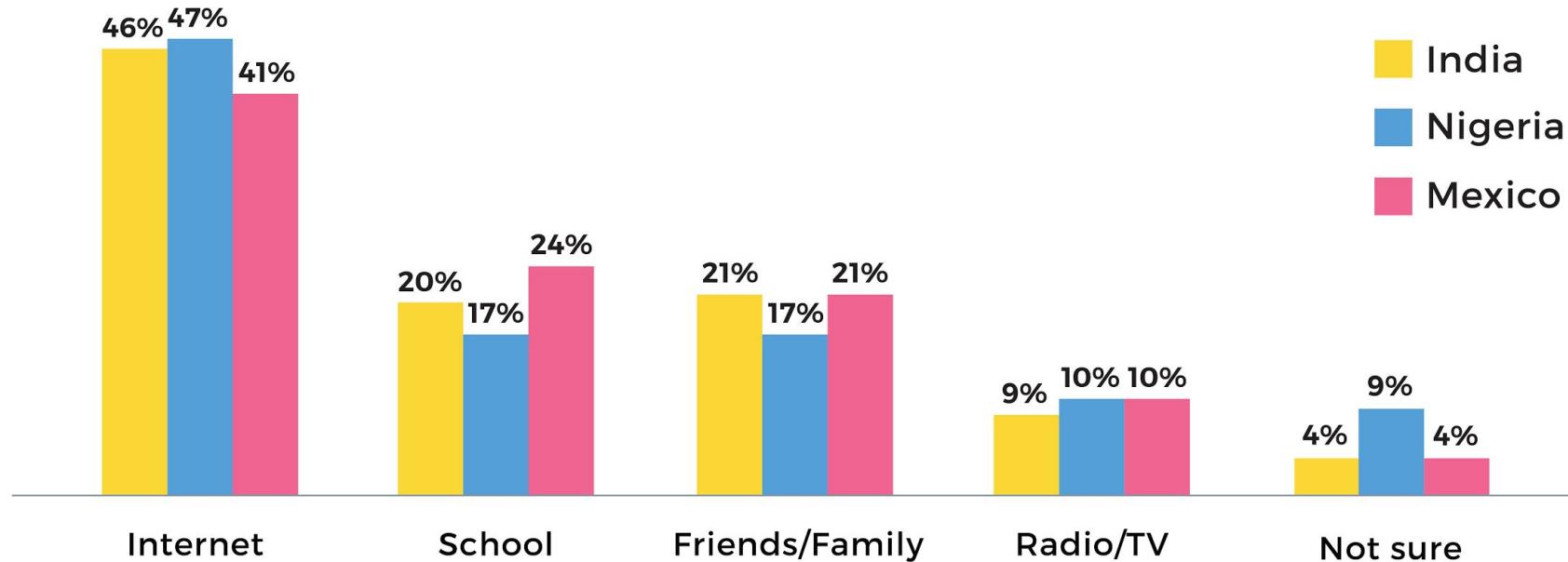
“Wikipedia is a 'poor cousin' of Google. It is the lesser model.”

“Google and Wikipedia are similar. Google is more distributed; Wikipedia is more analytical and comprehensive.”

“Wikipedia is a social network. You'd use it if a friend in the US was on it and you wanted to connect with them.”

Phone survey findings

How did you learn about Wikipedia?



Students and educators often have conflicting views on if and how the internet can support formal education.

Learn more: [Research deck, slide 58](#)

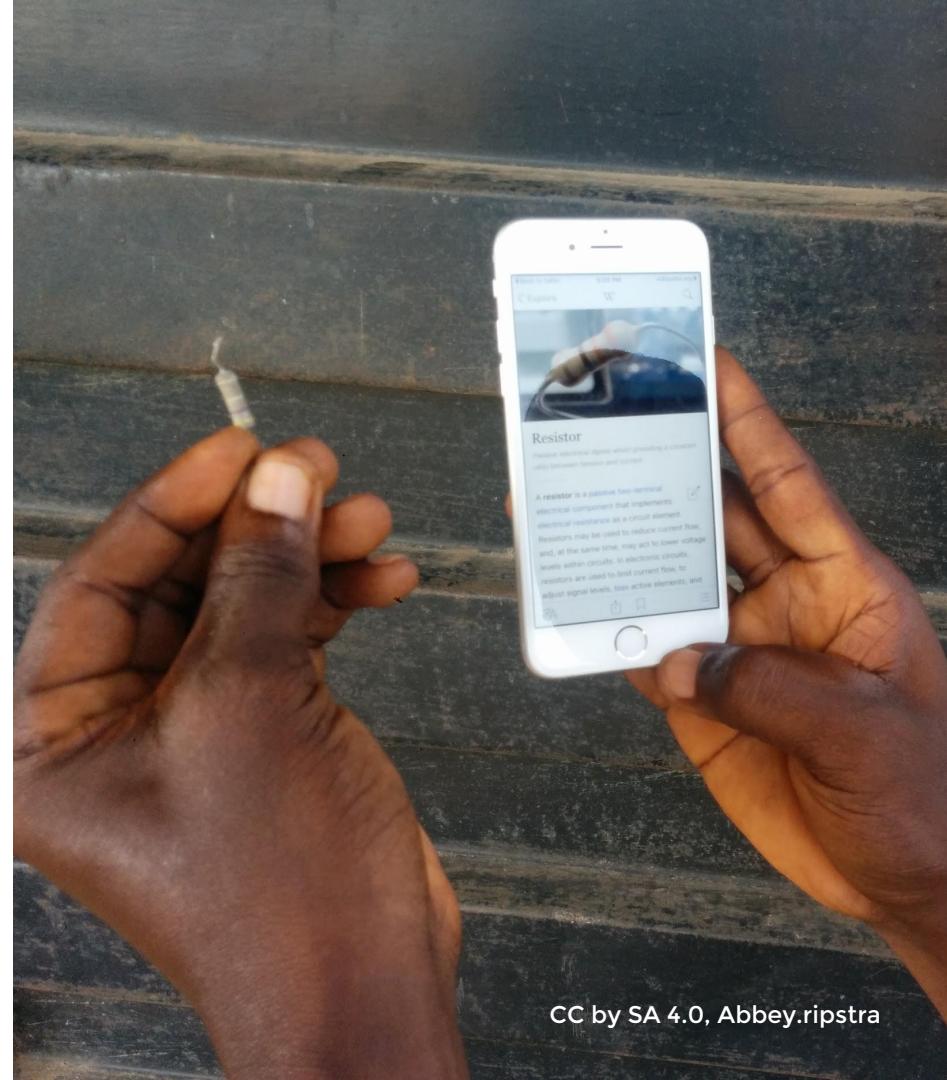


Photo by - [user Empeefiga](#)

Wikipedia readers are generally task-oriented, not exploration- oriented.

Wikipedia is seen as a utilitarian starting point that sometimes surfaces through search, and not a destination in itself.

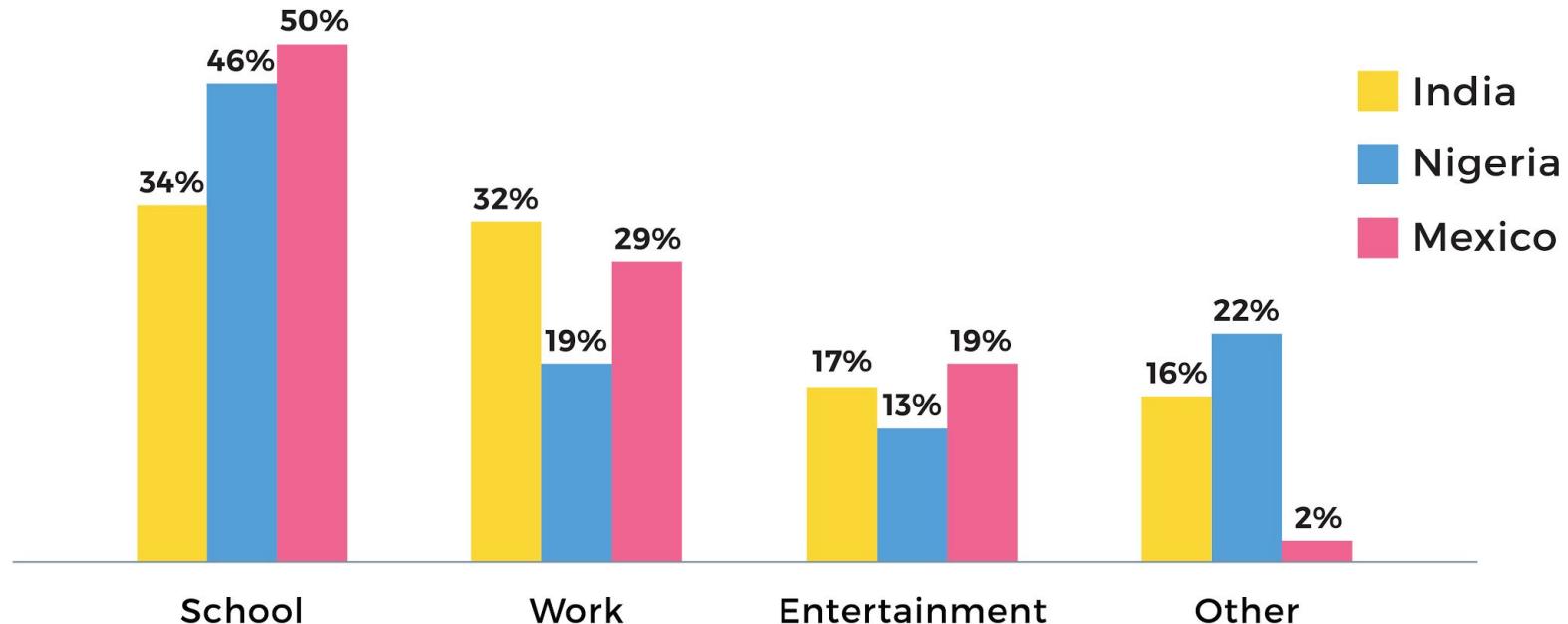
Learn more: [Research deck, slide 77](#)



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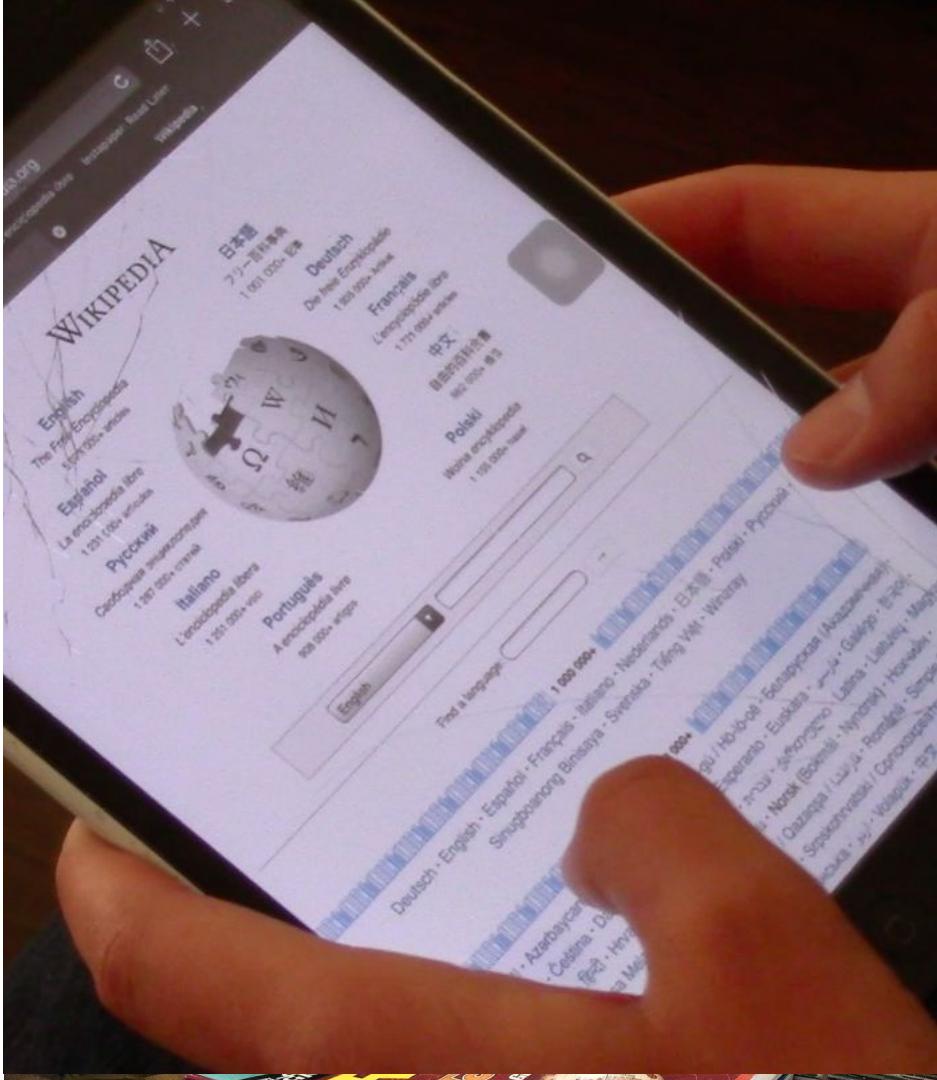
Phone survey findings

What do you use Wikipedia for the most?



Wikipedia's content model can arouse suspicion. Despite this, there was no observed relationship between trust in and reading of Wikipedia.

Learn more: [Research deck, slide 83](#)



Next steps

Working from findings

Offline: People are increasingly getting information online, then consuming or sharing it offline.

Awareness: As a brand, Wikipedia is not widely recognized or understood. Some people are Wikipedia readers without realizing it.

Affordability: In Nigeria, internet access has been prohibitively expensive. Consumers are savvy, price-sensitive shoppers with low brand loyalty.



Understanding offline

Building prototypes for readers who are online sometimes, but want access to content while offline is in progress. Ask Anne to see them (or check them out at [meta:New_ Readers/Offline](#)).

Mapping offline offerings and use cases across the movement to understand how to support readers.

Raising awareness

Developing messages with community and staff to better explain Wikipedia and its use to run awareness campaigns in the spring.

Addressing affordability

Coming soon...

[https://meta.wikimedia.org/
wiki/New_Reader](https://meta.wikimedia.org/wiki/New_Reader)



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THANKS



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