New Readers: project introduction
We wanted to learn more about potential Wikipedia readers.
‘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

Full set of country priorities and demographics can be found at https://meta.wikimedia.org/wiki/New_Readers#Priority_countries
We learn from the experts: people themselves.
Community

Phone surveys

Design research
FINDINGS
People don’t need to trust an information source to find it useful.

Learn more: Research deck, slide 34
Mobile dominates for getting online, and Android is the platform of choice.

Learn more: Research deck, slide 41
People are precious about data usage, and low-bandwidth browsers dominate.

Learn more: Research deck, slide 55
People are increasingly getting information online, then consuming or sharing it offline.

Learn more: Research deck, slide 66
Phone survey findings

What do you use the internet for the most?

- Look up information: 30% (India), 27% (Nigeria), 36% (Mexico)
- Social media: 37% (India), 39% (Nigeria), 36% (Mexico)
- Entertainment: 17% (India), 8% (Nigeria), 17% (Mexico)
- News: 12% (India), 18% (Nigeria), 6% (Mexico)
- Other: 3% (India), 7% (Nigeria), 5% (Mexico)
Phone survey findings

Have you ever heard of Wikipedia?

- India: 25%
- Nigeria: 23%
- Mexico: 45%
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?

- **Internet**: 46% (India), 47% (Nigeria), 41% (Mexico)
- **School**: 20% (India), 17% (Nigeria), 24% (Mexico)
- **Friends/Family**: 21% (India), 17% (Nigeria), 21% (Mexico)
- **Radio/TV**: 9% (India), 10% (Nigeria), 10% (Mexico)
- **Not sure**: 4% (India), 9% (Nigeria), 4% (Mexico)
Students and educators often have conflicting views on if and how the internet can support formal education.

Learn more: Research deck, slide 58
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
Phone survey findings

What do you use Wikipedia for the most?

- School: 34% (India), 46% (Nigeria), 50% (Mexico)
- Work: 32% (India), 19% (Nigeria), 29% (Mexico)
- Entertainment: 17% (India), 13% (Nigeria), 19% (Mexico)
- Other: 16% (India), 22% (Nigeria), 2% (Mexico)
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_Readers