Speaker 1: And we are recording. Cool. Alright, so Gabriel, first off, I just want to get to know you a little bit better. Could you tell me where you're from, and what you do?

Speaker 2: Yes, I am from North Hampton, Massachusetts, and I currently work as a lab manager at an Environmental Non Profit Program on water quality.

Speaker 1: That is awesome. How long have you been doing that?

Speaker 2: I've been doing that for about a year kind of transitioning from teaching math and science last year, and trying to transition back to more research mode.

Speaker 1: Cool. Cool. I love research. Research is awesome.

Also, I have to apologize. There is a bird outside my window so if you hear that, sorry.

Speaker 2: That's okay.

Speaker 1: Cool. [crosstalk 00:00:53] Yes it is.

In the survey that you took a few days ago, you mentioned that the last time that you used Wikipedia on your phone was to look up what schools are in a specific district.

Can I ask you to recall that experience and tell me what your motivation to do that was?

Speaker 2: Yeah, so I was actually on a little day time jaunt with a friend of mine and we were driving around. We were trying to make it to western Mass so I'm kind of, I'm in the Pioneer Valley and we were trying to get out towards kind of the Berkshires, and as we were driving, we were driving through a bunch of towns. And I grew up in western Mass but there are a lot of spaces out there that kind of feel like they don't exist 'cause they're these tiny town with like 500 people and then suddenly you're in a new town.

So I was just driving through those towns and my friend and I were having a conversation about wondering where the people that live there work and go to school. Kinda what they do in their daily lives so I looked up Hampshire Regional School District and was just trying to figure out what town, what schools feed into that high school and where that high school exists.

Speaker 1: That's awesome. How often would you say that you typically use Wikipedia to look up information, fun facts about western Massachusetts.

Speaker 2: Well [inaudible 00:02:22] question. Maybe like once or twice a month.

Speaker 1: Okay.

Speaker 2: I don't know. I think I'm continuously fascinated by the way the interconnectedness of place out here. So like looking up something about who goes to what school or like

	which governing body takes care of this town, or which select board member is kind of in what area. So I'd probably say like once or twice a month.
Speaker 1:	Awesome.
	What is your general perception of Wikipedia?
Speaker 2:	I feel like. Good question. I think that generally it's kind of, I think of it as kind of a quick and easy way to figure out just one or two quick pieces of information about something that is kind of burning a hole in my curiosity. I generally wouldn't use it for larger research purposes. I definitely have other modes of looking for things in my work or in research that I'm doing related to that.
	But I'd say my perception is that it's a pretty easy one stop kind of fact generator for me.
Speaker 1:	Okay, so kind of like a one stop shop for fun facts.
Speaker 2:	Yeah. Yeah, definitely not something I would do extended research on.
Speaker 1:	Okay. On average, how much time would you say that you spend on your mobile phone weekly?
Speaker 2:	How much time do I spend on my mobile phone weekly? I'd probably answer like three to four hours a day. So like 21 to 28 hours a week.
Speaker 1:	21 to 28 hours, okay. Fabulous.
Speaker 2:	That's wild, I should be using it less.
Speaker 1:	You'd be surprised. That's a pretty average time.
	How concerned are you with your data usage?
Speaker 2:	I'm not concerned.
Speaker 1:	Okay.
Speaker 2:	I would say that the cellular data usage or is that what you're asking?
Speaker 1:	Yeah like using the internet outside of Wi-Fi.
Speaker 2:	Oh probably not concerned. I'd say the majority of my phone use happens while I'm at home and kind of relaxing and other than that I would say that the majority of my data usage is for direction or music while I'm traveling and the occasional searching something on the internet, so not terribly worried.
Speaker 1:	Okay, cool.

So on the survey that you took, you mentioned that you primarily access Wikipedia with the mobile browser. Why is this your preferred method of access?

Speaker 2: I was a little confused about that question. So in pulling up, I went back and looked at search at what I had used Wikipedia for, and then I clicked on one and it just kind of is the thing that pops up immediately. And then I scroll to the bottom and at the bottom it said, I think it said something like...

Oh what's the word? There was a button at the bottom that let me click into like a desktop version or something, so I think that in using what I assume is the mobile browser is just out of convenience. I also think that if I'm remember correctly, it changed the user face into something that is more accessible on the mobile device. Is that correct?

Speaker 1: I believe so.

Speaker 2: That's what it feels like for me. It feels like it's more accessible and easier to manipulate and you're not zooming in, zooming out. It's just kind of all the information is put into one tall skinny column that it's in.

Speaker 1: So it fits on your phone screen better?

Speaker 2: Yeah.

Speaker 1: Okay.

Are there any other ways that you access Wikipedia on a mobile device?

Speaker 2: No. I would say that I generally... When I'm directed to Wikipedia it is because I'm searching something in my Chrome or Safari browser on my phone and then in the responses generated, Wikipedia is one of them, and then I'll click on one of them. I don't have an app.

Speaker 1: Okay.

Are there any other ways that you wish you could access Wikipedia on your phone?

Speaker 2: I don't know. I haven't thought about it. I think my need hasn't... I looked back in terms of this month, in terms of April I think I was on Wikipedia maybe five times, and so I think that in terms of the number of times that I use it a month, I wouldn't take up the space on my phone with an app. So I don't think there's another way I'd want to use it, but who knows. If it's an incredible app, maybe I would.

Speaker 1: Okay.

Are you generally concerned about apps taking up space on your phone?

Speaker 2:   I think I set a higher priority on space to save photos and save messages or I have eight different email accounts. I think I'm more concerned with having those things for work on my phone and having photos saved on there than I am for thinking about convenience of accessing information on my phone.

Speaker 1:   Okay.

               How do you generally decided whether or not to download any kind of application to your phone?

Speaker 2:   The recommendations from other people probably.

Speaker 1:   Okay.

Speaker 2:   Yeah, I think that if someone is vocal in my world and my work and my home life about an app that they've been using that they've found really productive or exciting or engaging, that then I'll make the effort to go and look for that. I don't generally peruse just for the sake of perusing. I think it's more of at a suggestion of someone close to me, someone I trust to have used it and kind of has a positive experience with it.

Speaker 1:   Okay, cool.

               So just going back to you using the mobile browser. If there is anything that you could modify about the mobile browser version is there anything that... What would that look like? If there was anything that you could change, what would that look like?

Speaker 2:   Am I allowed to take a second to look at it?

Speaker 1:   Absolutely.

Speaker 2:   Or do you want me to do this from the top of my head.

Speaker 1:   Absolutely, take your time.

Speaker 2:   Give me a second if you can. It's early morning.

Speaker 1:   Yeah.

Speaker 2:   So sorry about the dinging.

Speaker 1:   Don't worry about it.

Speaker 2:   Let's see.

               No, I think that it achieves what it needs to do. I like that it has the pretty easy search bar. A very simple place to choose the language option. The article of the day. I think if

anything it's just like visually it's not that exciting, and I don't know that it has to be, but it's just kind of bland in its color pallette.

Speaker 1: Okay.

Speaker 2: But other than that it's a easy user face to use.

Speaker 1: Okay.

On that same note, if there's anything you could add to the current experience, what would you like to add, if anything at all?

Speaker 2: I don't know. I feel like people are generally drawn in by engaging content, which normally comes in the form of images or videos.

Speaker 1: Okay.

Speaker 2: And I feel like Wikipedia's mostly text based. Correct me if I'm wrong, but I feel like that's generally my experience with it. Like one photo, and generally more text and there's less images.

Speaker 1: So you would like to see more visual content?

Speaker 2: I think it just entices people to click on things.

Speaker 1: Okay.

Speaker 2: I know things get me like that sometimes. I'm like oh, look at this nice image. I'll click on that, and I'm more inclined to do that than I am to maybe read through all of the text beside... not to find what I'm looking for, but in terms of if I'm just going to a page and looking at something and I see an image and it's a text component, I think that generally if a text component is less lengthy, I'm more likely to click on it and then read through it. Does that make any sense?

Speaker 1: Yeah that makes sense, yeah, okay.

So earlier you had mentioned that when you're on the web browser on your phone there's an option to switch it to the desktop. Do you use Wikipedia on your desktop at all? On your computer?

Speaker 2: I don't know. When I was filling out the survey I clicked on the history in my phone and it came up, what did I say, four or five times in the past month. So I'd probably say that it might express itself similarly on my desktop maybe like three or four times a month. But I don't have any memory of that.

Speaker 1: Okay, so you have used it on your computer once or twice in the last month?

Speaker 2: Yes.

Speaker 1: Okay, all right, and how would you say that your experience differs between the mobile phone and the computer on Wikipedia?

Speaker 2: My difference between the mobile phone and the computer. I don't know. I think just visually it's different just because of the size of the screen. I don't know. I'm sorry, I really don't have an answer to that question.

Speaker 1: That's okay.

So you mentioned earlier, we were talking about apps a little bit and how you generally decided to download apps or whatnot. Did you know that there was a Wikipedia app that exists in the world?

Speaker 2: I did not.

Speaker 1: Okay. What would you expect to find from a Wikipedia app?

Speaker 2: I probably would assume it's pretty similar to what it looks like on the mobile browser. Probably I would assume kind of a similar layout, maybe a little bit more easy to kind of click through, and definitely more readily at your finger tips. You don't have to go through different browser to find that information. It's just kind of right there.

Speaker 1: Okay, cool. And if anything, what would encourage you to use the Wikipedia application?

Speaker 2: I don't know, like I said probably if someone encouraged me to use it or if someone had a particularly positive experience with it or if I found myself kind of annoyed by having to go through multiple platforms to kind of find the information that I want. But I think that part of what I like about being able to search something on the internet as opposed to in a one stop app is that the variability of the information. So if I'm looking up something I might be able to see the Wikipedia page, and then I can click back and I can also read an article about it or I can click back and I can also read a different organization's take on that piece of information.

So I don't know, I think if someone really loved it, I would definitely be willing to give it a try.

Speaker 1: Okay, cool.

So, you had mentioned earlier, we were talking about what you were using Wikipedia for and the last time you used it and you said that you were looking up some information about school districts and kind of trying to gather more information about community in western Massachusetts.

You also mentioned that, you typically spend maybe like 21 hours on your phone per week. Can you kind of walk me through your satisfaction level with the content that you found when you were doing that fun fact search through western Mass?

Speaker 2:   Pretty content. I got the answers that I needed to and I was able to kind of spark a conversation that I was having with my friend. I think for me I was satisfied that I was able to find the information pretty quickly and there was also other content involved in the page about that school district that then I was able to kind of weave into the conversation and talk about as well.

Speaker 1:   Okay, and in general when you're reading Wikipedia, things that make you feel satisfied... You just said having access to further content. Is there anything else that needs to happen for you to feel satisfied with the content that you're reading?

Speaker 2:   Yeah, I think it generally feels pretty focused and specific, which is great 'cause I think sometimes it's frustrating when you're looking for information and you kind of only get this broader picture, but I think that Wikipedia does a good job of offering that wider scope of information and then kind of tailoring it down or trimming it down and also having the details that you would want to kind of be satisfied and feeling like you've gone to the right place to get your information.

Speaker 1:   Okay. Can you recall a time ever when you were reading Wikipedia and you felt dissatisfied with the content that you found.

Speaker 2:   I don't think dissatisfied. I think that I look back to when I was in elementary school, middle school, high school, college and have to learn and thinking about information that I found on Wikipedia and was always encouraged to, not take it with a grain of salt, but kind of think about what you're finding on Wikipedia and use it to inform what you're thinking about, but not necessarily believing that it's the end all be all and it could be kind of cited as fact.

I think that a lot of my teachers and educators were wary of its validity, but I don't think I've ever been dissatisfied with the information that I found there.

Speaker 1:   Okay, and what are the advantages or disadvantages that you can see of reading Wikipedia on a mobile device?

Speaker 2:   I think advantages would be ease of accessing content on the go. Like I said, when I was looking up the school districts I was driving around, and I will admit the time before that I was look up Chad Michael Murray because I was watching a movie and I wanted to figure out how old he was, and I didn't want to get up and do a full research into figuring out what his story was. I just wanted to know how old he was so I could compare his success to the people around me. I think it was nice to be able to quickly access this information and then be able to put down my phone, and I think it was just easy to look at it and it popped up quickly. So I guess advantages would be the ease of access.

And then I don't really see that many disadvantages.

Speaker 1:   Okay.

              So how much content would you say that your generally have to sift through on Wikipedia in order to find something that makes you thoroughly satisfied. Do you feel like you normally search for something, you find an article and that's what you were looking for? Or do you feel like you normally have to deep dive into things to kind of get what you're looking for.

Speaker 2:   No, I generally search for one thing, and then that comes up pretty quickly. I would say I'm not generally doing a deep dive.

Speaker 1:   Okay, and you had mentioned just a few minutes ago about how in school teachers kind of tried to steer you away from Wikipedia. Questioning kind of the validity in some ways. How often, if ever, do you personally question where the content comes from on Wikipedia?

Speaker 2:   Like I said, I think that I generally stay away from it if I was writing a paper or in my work if I'm trying to figure out a new procedure if I'm look at trying to think about the work that I'm doing there. I'll turn more to different types of scholarly articles of journals. And so I don't think I question Wikipedia content because I'm not using it to look up content that feels like it's easily disputed. Like I'm not looking up scientific theory or stuff like that. I think I'm more looking for facts and I generally... I don't question those facts.

Speaker 1:   Okay, all right.

Speaker 2:   Like in terms of the western Mass school district, I looked at it and I said oh, here are the towns and I felt like I had no reason to question that. I think that... Yeah, I guess that's my answer.

Speaker 1:   All right. How do you imagine content gets published onto Wikipedia?

Speaker 2:   Well isn't it user sourced? I don't necessarily think all of it is. I feel like remember when I learned about Wikipedia, I feel like it was kind of this user generated content by where people can go in and add things and edit things and kind of change things. But I can't imagine that it's that across the board. So I don't know, I think it's probably a little bit of both.

Speaker 1:   Okay, some published by users and some published by someone else. Okay.

Speaker 2:   Yeah I also assume that there's data being collected on what people are searching, and if people are searching something and there consistently isn't an answer for that or even if it [inaudible 00:21:50] not related to that, then I assume someone is getting that information and then is publishing content so that people are satisfied with and come to Wikipedia and continue to look for that.

Speaker 1:   Okay.

So on the note of stuff being user source or edited by users. What is your perception of that idea of people editing content on Wikipedia?

Speaker 2: I think it can go both ways. So there are a lot of people who are very knowledgeable about things that other people aren't knowledgeable about, and it's a great platform to share that information and share that knowledge, and kind of engage in what feels like a larger conversation about that. And then I think I also remember back to the days of high school where there was a teacher who made an example of it by either creating a Wikipedia page or incorrectly editing a Wikipedia page and then kind of seeing how long that that information stays up there.

So say the page about my high school, right? I feel like I remember people going in and editing that as a joke and then seeing how long that stayed up there.

Speaker 1: Okay.

Speaker 2: So I think it goes both ways.

Speaker 1: Okay.

So you mentioned in your survey that you never really edited or contributed any content to Wikipedia. What, if anything, would encourage you to edit or contribute to content that's currently on Wikipedia.

Speaker 2: I think that I would... I think, knowing myself I probably wouldn't edit something, but I think that what would spur me to want to is if I went and saw something that felt so clearly inaccurate. I think I would do more research to figure out whether I was the one that had the misinformation or if Wikipedia the page had the misinformation and from there I'd kind of figure out whether or not I was right or they were right and I guess maybe that would spur me to edit content, but I don't think I would add content.

Speaker 1: Okay, cool.

All right Gabe, so that is pretty much everything. I just have a couple more follow up questions before we're done.

Speaker 2: Great.

Speaker 1: In your opinion what is Wikipedia's most critical feature?

Speaker 2: Like which of its features I find most important or carries the most weight.

Speaker 1: Yeah.

Speaker 2: I think that for a lot of people... I'm probably making this up, but I feel like for a lot of people it's just the ease of accessing exactly the information that they want on the topic they way.

Speaker 1:   Okay.

Speaker 2:   Like I could go and look up, I don't know... I could type in a bird name and I could figure out what's a cool thing about that bird or what information is out there. I feel like it's just kind of ease of accessing exactly what you want.

Speaker 1:   Okay, cool.

Speaker 2:   Without having to sift through a lot of things.

Speaker 1:   Cool. Thank you.

              How do you think that Wikipedia could serve you better?

Speaker 2:   I think it's doing exactly what I want right now. I think that, if it had a more trustworthy, scholarly focus I think I might have used it for a different purpose, but I think that for right now, for looking up those kind of quick facts and just wanting to get quick information about something I'm interested in. I think it's serving its purpose.

Speaker 1:   Cool. All right.

              Is there anything else that you'd like to share with me about any experience that you've have with Wikipedia, positive or negative?

Speaker 2:   No, I think I'm all set.

Speaker 1:   All right, cool.

Speaker 2:   But thanks for asking.

Speaker 1:   No worries. All right, so those are all the questions that I have for you. Do you have any other questions for me?

Speaker 2:   I don't think so.

Speaker 1:   All right, so thank you for your participating in this session. Your comments and feedback are extremely useful and very much appreciated. I just want to double check that it's still okay that I recorded this session today.

Speaker 2:   Yup.

Speaker 1:   Fantastic.

              So following this, I will send over... I will send you an email with a document for you select your incentive, and we'll be mailing to to you so it should be processed in five to seven business days and you should receive it shortly after. So please be sure to provide your shipping address in that document, and if you have any other questions or

concerns about anything that we talked about today, please feel free to email me and thank you again. And I hope that you have a great rest of your day.

Speaker 2:   All right, thank you.

Speaker 1:   Thank you so much.

Speaker 2:   Bye Bye.

Speaker 1:   Bye.