Wikipedia Portal Survey

“How did you arrive at Wikipedia.org?”
Conducted: May 10 - 17, 2016

Wikimedia Discovery Team:
Deborah Tankersley, Product Manager
Jan Drewniak, UX Engineer
Mikhail Popov, Data Analyst
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Why do a survey?

- **The good:**
  - The Wikipedia.org Portal page has a *daily average of over 12.3 million page views*¹ (as of May 1, 2016).

- **The bad:**
  - There is a significant percentage of visitors (about 47%²) that leave the portal *without taking any action*.³

- **What we did to find out more:**
  - The Discovery Portal team ran a short survey to inquire about how our visitors arrived at the portal page

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¹ [http://discovery.wmflabs.org/portal/#pageview_tab](http://discovery.wmflabs.org/portal/#pageview_tab)
² [http://discovery.wmflabs.org/portal/#action_breakdown](http://discovery.wmflabs.org/portal/#action_breakdown)
³ Action is defined as clicking on one of the primary language links, secondary language links, other language links, a search result or clicking on any of the sister (ie: other) wiki project links.
Concerns

We had concerns about getting responses:

- People hate taking surveys
- If visitors came to the portal and didn’t take any action - would they even see the survey banner and click on it?
- Selection process of banner display can’t interfere with existing event logging
- No incentive offered to take the survey
- Didn’t display to every visitor to the portal
- Didn’t advertise the survey in order to get visitors “in the act” of being on the portal
How was the survey conducted?

- **Qualtrics Survey software was used with a WMF created banner**
  - Open access to any visitor that was in the selection bucket (determined by WMF)
  - Answers were displayed in a randomized order
  - No ballot stuffing (visitors can only take the survey once)
  - Bots couldn’t index the survey
  - Visitors had up to 4 hours to complete survey before auto close
  - When survey is complete, visitor are redirected back to wikipedia.org

- **Began: May 10, 2016 during morning swat**
  - Select 1 in 500 visitors that aren’t logged in or already selected for event logging
    - Due to lack of responses, changed to 1 in 50 visitors during evening swat

- **Ended: May 17, 2016 during evening swat**
  - Tweaked algorithm slightly to display to 1 in 30 visitors during morning swat
Question and Answers

Q: How did you arrive at wikipedia.org?

A: It's the page that displays when I open up a new browser window

A: It's a bookmark in my browser

A: I typed "wikipedia"

A: Other (please specify in a text entry box)
Request for information

Thank you statement and a request for name and email address (optional)

Links directing visitors to:
- WMF privacy statement
- Qualtrics third party statement
Results (per visitor)

Number of visitors that:

- clicked on the banner’s button survey request: 359
- looked at the survey: 356
- selected an answer: 283
- completed the request for information: 118
Results (per question)

Number of responses per question:

- It’s a bookmark in my browser: 120 (42%)
- I typed “wikipedia”: 106 (37%)
- It’s the page that displays when I open a new browser window: 32 (11%)
- Other responses (listed on next 2 pages, after removing addresses and garbage entries): 25 (9%)

Total: 283
Because to read articles in wikipedia.

curiosity

I'm always here...what a wonderful thing Wikipedia is...

If I have a question about ANYTHING i will "google" whatever the topic is wiki, e.g polar bears wiki

I have always been relied on Wikipedia for accurate information, therefore making me appreciate Wikipedia greatly. I have been using Wikipedia since I first used the interne. How I arrived at Wikipedia, I do not remember, but I'm glad I did.

I have it bookmarked and use the app.

I heard good references about it.

I know Wikipedia since a long time and I am a regular friend to Wiki projects.

I love information. Please keep it up. Thanx Jimmy.God Bless

It's in my browser's (Safari) Top-Visited list, and I check in anytime I'm curious of something.

It's more than just a bookmark or webpage, it's my hub for information. Whenever I need to know something, I know I can find it here.

It's pinned to my taskbar

It is my home page! C:
I typed "wikipedia.org"
I type in "wiki" in a search engine or I enter "(topic name) wiki" in a search engine.
I type W in the window and it shows up.
I used '!wiki' in DuckDuckGo
my friend told me
One of the top ranked results for my search query
Over a decade ago, so i don't recall... perhaps 2001.. i was working IT in san francisco, ran into J Wales on occasion. Wikipedia is all that one could envision and hope for back then, an outstanding, earth altering website. Congratulations on you employment there, lucky one. And i do contribute a small sum annually. If i provide personal information please do not sell or distribute such, thank you... a
Several years ago I learned from someone or read about the project.
typed the URL into my browser
Very useful information about topics that I may not be knowledgable about. Lot of nice photos, history and data
We made it our home page.
Conclusions (in order of top results)

● I have the portal page bookmarked - *top answer*
● I typed “wikipedia”
  ○ Depends on how browser is used
  ○ Possibly arriving from a search engine redirect
● It’s my browsers home page
  ○ Users open their browser and the portal is their home page but they may or may not complete a search or click on any links at that time
  ○ Seems to verify anecdotal information where passionate Wikimedians set the portal as the browser home page on public computers (ie: libraries and schools)
Summary

● **People love Wikipedia**¹
  ● One survey comment: “It's more than just a bookmark or webpage, it's my hub for information. Whenever I need to know something, I know I can find it here.”

● **People use Wikipedia, no matter how they got there**

● **We need to continue modernizing the Wikipedia.org experience.**²
  ○ add descriptive text to sister wiki projects
  ○ detect the visitor’s preferred browser language and re-sort the links accordingly
  ○ localize “The Free Encyclopedia” phrase
  ○ collapse the 200+ language links into a dropdown

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² [https://www.mediawiki.org/wiki/Wikipedia.org_Portal_A/B_testing](https://www.mediawiki.org/wiki/Wikipedia.org_Portal_A/B_testing)