
Wikipedia Portal Survey

“How did you arrive at Wikipedia.org?”

Conducted: May 10 - 17, 2016

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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 views¹ (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

[1] http://discovery.wmflabs.org/portal/#pageview_tab

[2] 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

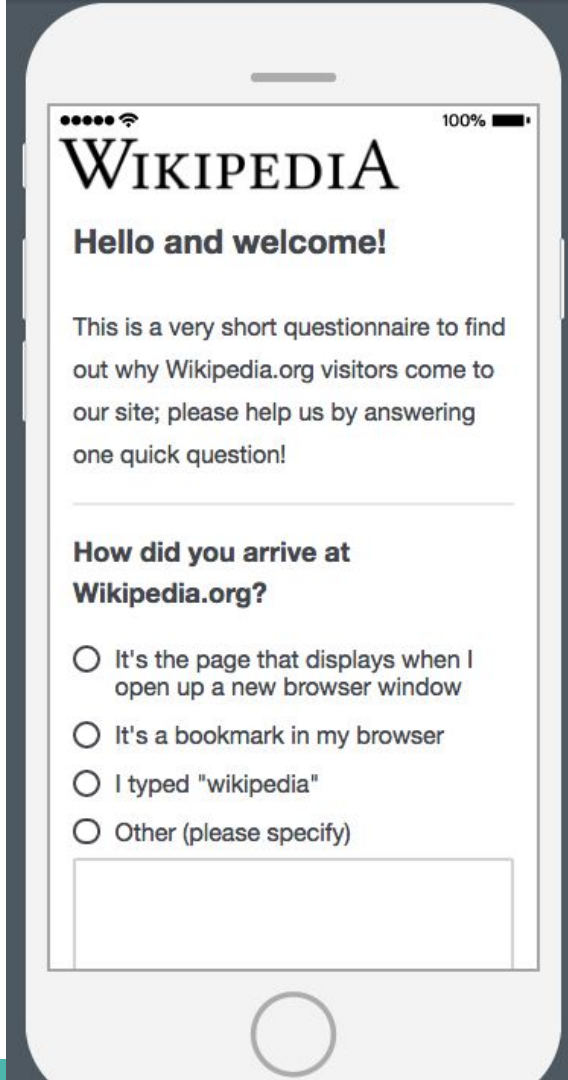
Q: How did you arrive at wikipedia.org?

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

privacy statement. Survey administered by a [third party](#).' At the bottom right of the screen is a dark button with a white double arrow '>>'."/>

Thank you!

We'd like to chat with you more about the Wikipedia.org portal page! If you'd like to talk with us, please provide your name and email address:

Your name

Your email address

By participating in this survey, you agree to the terms of this [privacy statement](#). Survey administered by a [third party](#).

>>

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

Comments

- 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:

Comments (continued)

- 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 your 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 knowledgeable 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 Wikipedia¹**
 - 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

[1] https://www.mediawiki.org/wiki/Wikipedia.org_Portal

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