

Speaker 1: Great. So, do you have any questions for me before we get started with some questions for you?

Speaker 2: Ah, nothing at the moment.

Speaker 1: Okay, awesome. So first, I just want to get to know a little more about you. Could you tell me where you're from? I know Hawaii. But more specifically? And what you do?

Speaker 2: I was born in Japan. I spent a great deal of my life in Maryland. After high school, I went to Hawaii University, where I pretty much stayed for the rest of my life. So, almost 10 years now.

Speaker 1: Wow. And what do you do in Hawaii, since going to university?

Speaker 2: I have a business and I'm also a store manager at Pier 1.

Speaker 1: Oh, cool. I haven't been in a Pier 1 in ages. Used to be one of our go-to family wandering spots, long, long ago.

Speaker 2: Oh yeah, come on in.

Speaker 1: Yeah, I never had a bad experience there, I have to say. Also, do you mind telling me a little bit about the business that you run as well?

Speaker 2: I have an independent [inaudible 00:01:18]

Speaker 1: I'm sorry, you got a little quiet there. Do you mind saying that again?

Speaker 2: Oh, I have a gym apparel company, including both women's and men's apparel, ranging anywhere from accessories to shirt, pants, sweatpants, anything of that nature that's pretty much gym attire.

Speaker 1: That's awesome. I bet there's a lot of people purchasing that in Hawaii. Is it just local or is it online?

Speaker 2: Oh no, it's online as well. Actually, our biggest fan-base right now tends to be Maryland and Florida.

Speaker 1: Wow, very cool. Sounds successful. Great. So, now I'm just going to jump into some questions about Wikipedia, specifically. In the survey you filled out, you mentioned that the last time you used Wikipedia, you were just inquiring about a specific topic. Can you recall a specific time that you've looked up something recently and what it is you were looking for?

Speaker 2: Oh man, what was it? A lot of times it's something very sporadic. I may be reading an article and require more background details on it. What was it most recently? Trying to think.

Oh, actually I used it this afternoon. I was trying to find more information on a European Fintech company called Credissimo. And I just wanted to find more information about the company as far as the stock prices, the background of the company, how long have they been standing, what other products they're working on. I actually did use it today.

Speaker 1: Okay, awesome. And did you feel like you got those answers?

Speaker 2: Yeah. I felt pretty good about the information I was able to receive through Wikipedia.

Speaker 1: Okay. Can you tell me a little bit more about exactly how you found that information? Like were you just thinking about it and decided to look it up on Wikipedia? Or was there a different path that you took to get there?

Speaker 2: Essentially, I was looking in my stock portfolio and was looking to expand in different Fintech stocks. There was a particular company that was on the rise called Nexo. So, I just did some background information and apparently the parent company of Nexo was Credissimo, which then led me to do more research on that parent company.

It's still an ongoing thing. I haven't invested in it yet. Still doing my research on it.

Speaker 1: Okay. It's awesome that you are so dedicated to your research for your investments. It's very smart. Did you search Google for that? Or did you go straight to Wikipedia? What was your path to that information?

Speaker 2: I tend to use Google search and then I'll browse through the first five top searches. In that case, I believe, Wikipedia was probably ... Was most certainly in the top five.

Speaker 1: Okay. Did you click on any of the other top five there? Or was that your first go-to?

Speaker 2: I did actually click on the company's website, as well as, I believe it was marketwatch.com.

Speaker 1: Okay.

Speaker 2: Since they're actually an investment tool, they look at [inaudible 00:04:36].

Speaker 1: Okay. Do you know what order you looked at them in? At what point you chose to look at Wikipedia?

Speaker 2: Wikipedia was the third.

Speaker 1: The third. Okay. So, was that in the order that they popped up?

Speaker 2: Yeah.

Speaker 1: Okay. Awesome. So, how often would you say you typically read about your stock, or do research like that, that you would get to Wikipedia from?

Speaker 2: I would say at least four times a week, I'm doing some type of investment research.

Speaker 1: Okay. How often, from that, would you say you get to Wikipedia?

Speaker 2: I would say plus ... More than 90% of the time, I'll probably get to a Wikipedia site.

Speaker 1: Okay. Great.

Speaker 2: Whether it's indirectly or directly involved with investment.

Speaker 1: Mm-hmm (affirmative). Okay. Are those all through Google searches? Or are there times that you specifically go to Wikipedia itself?

Speaker 2: 100% of the time I always use Google.

Speaker 1: Okay. That kind of leads you in that direction?

Speaker 2: Yes.

Speaker 1: Okay. Are you aware that you're clicking on Wikipedia when you're choosing that from the Google results?

Speaker 2: Yes, I am.

Speaker 1: Okay. Great. That's really helpful context. So, what's your general perception of Wikipedia? How would you characterize how you feel about them?

Speaker 2: In essence, I would consider it a foundation of knowledge that can be skewed to a certain extent, depending on who edited last. So, sometimes you have to do extra research, just to make sure that ... I guess, just to fact check just in case [inaudible 00:06:37] probably, topics or subjects that's more controversial that you'll see a few thoughts or opinions that may be edited from time to time.

Speaker 1: Mm-hmm (affirmative). Sure. So, how do you tell when that's happening? What is the indicator for you?

Speaker 2: For the most part ... It really depends. I'm a history person so a lot of times, if it's something history related, you can kind of get a feeling whether something's been skewed or some type of story's been skewed in the direction of one person or the other. Then that's when I'll do more research on ... Utilizing other websites or just encyclopedias. Anything of that nature.

Speaker 1: Okay. Can you tell me a specific example of that, that you can think of? That you've had to dig deeper?

Speaker 2: Probably about a couple of weeks ago I was actually just looking into ... I forgot. It's somewhere in the China Sea, but it's an island where they've been disputing whether it's

a Chinese island or a Japanese island. But the Wikipedia page skewed it to it was more of a Japanese island, just based on the perception of what was being told. So, I did more research and then found out that, you know, the inhabitants didn't really, necessarily consider themselves Chinese or Japanese. They were more neutral until they actually had encounters with Chinese and Japanese people later on.

So, most of the time it's history related or political.

Speaker 1: Mm-hmm (affirmative). Okay. So, it's things that you kind of already have a knowledge that they might be skewed one way or the other?

Speaker 2: Right.

Speaker 1: Yeah. Okay. Then, when you say 'Do more research', is that diving deeper into Wikipedia, in some way? Or is that going elsewhere?

Speaker 2: It really depends. So, a lot of times I go through Wikipedia. They'll have hyperlinks that will lead me to another page that's either directly or indirectly associated with the subject. Sometimes I will click on those links just to find more information on what they may be talking about in there.

Other times I may just use Google search for more information as well. So, it's kind of 50/50.

Speaker 1: Okay. Great. You said, earlier when you were describing that, you said that it's sometimes depends on who last edited it? Can you tell me a little more about that?

Speaker 2: Yes. Sometimes, when you see consistent editing of things that really shouldn't be edited too often. Specifically, like history, it makes you a little weary on why things are constantly changing. So, that's kind of my red flag on to do more research, or to use other sources just to fact check.

Speaker 1: Mm-hmm (affirmative). Okay. Good. How often would you say that you're looking these things up on your phone versus your computer?

Speaker 2: I would say a good 75% from my phone. A lot of times, when I'm on the go and I have idle time, I'll browse through my phone, which can often lead me to Wikipedia. At home, typically, I wouldn't say I use Wikipedia on my actual laptop too often, unless I'm doing some type of work on the computer. But, I tend to keep work away from the home.

Speaker 1: Mm-hmm (affirmative). Okay. That, specific example of looking up the stock information that last time, was that your phone or your computer?

Speaker 2: Oh, a lot of times it's on my phone.

Speaker 1: Okay. Great. Do you recall for that, the Japanese island, where you were looking for that?

Speaker 2: Oh, that was on my phone as well.

Speaker 1: Okay. Great. What was the prompt for looking up that Japanese island information? If you don't mind me asking?

Speaker 2: I was watching a TV show with my wife, who happens to be Korean, and they were just talking about disputes. It was funny because Korea said they actually owned the island and the Japanese were saying it's actually theirs, as well as the Chinese were saying that it was part of their country. So, I just did research on there at the spot. It was convenient because my phone was by me. That's why I used my phone.

Speaker 1: Okay. So, you were doing that while you were still watching the show, as well?

Speaker 2: Yeah. I think it was a commercial break at the time.

Speaker 1: Okay. So how long, would you say, that you spent looking that up?

Speaker 2: I would say about five minutes, generally. That's how long it will take me to browse and read through everything.

Speaker 1: Mm-hmm (affirmative). Okay. Great.

It sounds like you primarily access Wikipedia on your phone. Are there ... You use it through your browser on your phone, is that right?

Speaker 2: Yeah.

Speaker 1: So, through Chrome. Is it Chrome that you use? Or a different browser?

Speaker 2: I use Brave.

Speaker 1: Okay. Great. Is there any other way that you access Wikipedia on your phone?

Speaker 2: Sometimes I will use Safari, as well.

Speaker 1: Okay. Are you aware that they have an app?

Speaker 2: Oh, no. I actually did not know that.

Speaker 1: Okay. That is great to know. Knowing that they have an app, does that sound like something that you would be interested in using?

Speaker 2: Probably not.

Speaker 1: Okay. Can you tell me a little bit about why not?

Speaker 2: For me, I really don't like downloading too many things on my phone. Especially with all the privacy ... Invasion of privacies, downloading applications and things of that nature. So, I try to keep it very limited.

Speaker 1: Okay. That's totally fair. So, using the browser on your phone to look at Wikipedia, you said it was Breeze that you normally use?

Speaker 2: Yes, the Brave browser.

Speaker 1: Mm-hmm (affirmative). Is there anything that you would like to see be different about Wikipedia on your phone? Anything good or bad about it, that you can think of?

Speaker 2: For the most part, I feel the user interface is pretty generic. I really don't expect too much coming from a site that delivers information. I think, in essence, it's fine. I'm really not expecting anything over the top.

Speaker 1: Mm-hmm (affirmative). Do you notice any differences between using it on your computer versus on your phone, that you can think of?

Speaker 2: Just the fact that it's compressed [inaudible 00:13:43] the mobile device than the computer, that's about it?

Speaker 1: Okay.

Speaker 2: [inaudible 00:13:47]. Yes she did. There you go.

Speaker 1: Is that your kid?

Speaker 2: Yeah, my son. [inaudible 00:14:03]. Mm-hmm (affirmative).

Speaker 1: So, is there anything that would encourage you to download an app, that you can think of, for Wikipedia? Anything that would be different that would make it more appealing?

Speaker 2: Trying to think. Ads, that's really not a problem.

Speaker 1: Mm-hmm (affirmative).

Speaker 2: No, I don't think there would be anything to get me to download the app.

Speaker 1: Okay. That is fair. Let me see what other questions I have for you. So, I just want to ask a few more follow up questions about ... Would you prefer to talk about the island research or the stock research, a little bit more?

Speaker 2: I don't have a preference. Whatever you find more interesting, I'd be happy to talk about.

Speaker 1: No, they're both super interesting. I love the context that you're sitting on the couch in the middle of a TV break, looking up the islands. Actually, that's a good question for the stock information too. Can you tell me the context of when you chose to look that up? Were you at home? Were you in the car, waiting for something? What's the scenario?

Speaker 2: Let's see. That, I believe it was about a few days ago. I was looking at my portfolio and then actually looked up some articles on Market Watch. They were just referring to how we're possibly in a tech bubble because of the whole buy back options from companies. I started looking into it. Then I was looking at under performing companies with potential and that kind of led me to Nexo and Credissimo.

Speaker 1: Okay. Great. So, were you looking up your stock on your phone, as well? You were checking on that on your phone?

Speaker 2: Yes.

Speaker 1: Awesome. So, when you were looking at Wikipedia for some of that stock information, how did you determine that you had ... Were satisfied with the information that you'd received?

Speaker 2: Wikipedia was able to give me ... They led me to different links, which was good, to back that information. It led me to the actual website. It also led me to ... I don't believe it was Market Watch, it was another website that allowed me to check their stock price, to see what the dividend yields were in the past few quarters and things of that nature. Then, once I felt confident that I was getting enough information and background ... A background story on the company, I kind of just ended there and told myself that I'll do more research at another time.

Speaker 1: Okay. When you say it led you to those other sites, how did it do that?

Speaker 2: There was a hyperlink. I believe it was one of those links where I could just tap on and it would redirect me to another Wikipedia page and then also, at the very bottom [inaudible 00:17:09], it actually gave me the sources, which I could actually check, as well.

Speaker 1: Okay. So, it was a combination of the ones within the text leading to other articles and the ones at the bottom.

Speaker 2: Yes.

Speaker 1: Okay. How many Wikipedia topics, would you say, that you looked at before diving out into some other sites? For that specific [crosstalk 00:17:32].

Speaker 2: I would say at least five.

Speaker 1: Okay. So you kind of got in a little bit of a Wikipedia hole and then used those bottom links to get out near the end? Or were you-

Speaker 2: Yeah, it's kind of like YouTube for me.

Speaker 1: Great.

Speaker 2: I watch something and at the end you're watching something else.

Speaker 1: Yeah, I get that. So, do you go back and forth between Wikipedia and those other pages?

Speaker 2: Sometimes it will open a new tab and then I'd go back and forth, or if I don't find the information interesting as I thought it was going to be, I just simply close the tab and revert back to what I was actually researching.

Speaker 1: Okay. So, if one of the trails that it leads you down isn't quite right, you'll just go back to the original article?

Speaker 2: Yes.

Speaker 1: Okay. Great. Can you recall a time, recently, where you were looking at Wikipedia content and you were dissatisfied?

Speaker 2: I guess it really depends on the context of dissatisfied. I mean, a lot of times I'll just check other sources as well. Not simply because I'm dissatisfied, but simply just to get more information or get more details on a particular topic that may have not been covered in that particular article.

Speaker 1: Okay. Have you ever edited on Wikipedia?

Speaker 2: No, I have not.

Speaker 1: Okay. Can you tell me a little bit about if you've ever thought about it? Or why you have or have not?

Speaker 2: I don't know why ... I feel like there are professionals out there that they spend a great deal doing research or mastering their knowledge in a particular field, who are more experienced and who would be better suited to do that. So, I just kind of stay out of that.

Speaker 1: Okay. Totally fair. Is there anything that you think ... Any topic that you would feel comfortable editing about?

Speaker 2: If there was a Wikipedia page on my company.

Speaker 1: Okay. Anything else that you feel, kind of keeps you from editing?

Speaker 2: That's pretty much it. And the amount of time that I'd be utilizing editing for something that would not directly benefit me.

Speaker 1: Mm-hmm (affirmative). Okay. Let's see, what else?
You said that you were born in Japan. Does that mean you also speak Japanese?

Speaker 2: Yes.

Speaker 1: Okay. Have you ever used Wikipedia in Japanese or another language?

Speaker 2: I rarely use Wikipedia in Japanese because of my reading ability. It's not as high as it should be to read those.

Speaker 1: Okay. But you have used it in the past?

Speaker 2: Yes. Specifically in college.

Speaker 1: Sorry, what was that? In college, you used it a little bit?

Speaker 2: Yeah. In college, for like Japanese classes, because a lot of times the information is different from the English version. Unless it was translated, but sometimes the translation is wishy-washy, so you kind of jump back and forth.

Speaker 1: What do you mean by wishy-washy?

Speaker 2: Like sometimes, if you use the Japanese Wikipedia, the information that you'll get on there is different from the English version. Now, if there were certain things ... I remember in college, my roommate, he copied everything and then he had it translated and it doesn't make any sense. The information there was kind of hard to understand. That's kind of what I mean, in that sense.

Speaker 1: Okay. That makes sense. So, are there specific topics that you'd be more likely to look up in Japanese?

Speaker 2: Probably Japanese topics, whether it's sports, like Japanese baseball. What else would I look up in Japanese? Maybe TV shows or sometimes news. Then, most recently, probably the Japanese take on the whole North Korean/South Korean end of war.

Speaker 1: Mm-hmm (affirmative). Okay. So things where you're really looking for with like a Japanese person's lens.

Speaker 2: Exactly. Right.

Speaker 1: Okay. Great. How often, would you say, that you look up something in Japanese?

Speaker 2: It varies. If it's a topic that's Japanese, then I'll look it up in Japanese. If it's not, then I'll just stick with English.

Speaker 1: Okay.

Speaker 2: Maybe, every now and then.

Speaker 1: Okay. Can you talk me through how you look something up in Japanese on Wikipedia specifically? How you approach it in a different way?

Speaker 2: No, the same way. I simply just type it in Japanese in Google and it will come up.

Speaker 1: Oh, okay.

Speaker 2: And if I don't trust the sources, I would actually ... Now that I think about it. If I don't trust the sources in Japanese, I'll actually go to Wikipedia Japan.

Speaker 1: So, wait. So, can you explain that a different way? I'm not sure I'm what you mean by that.

Speaker 2: Okay. So, sometimes when you type things in Japanese in Google, you won't get Wikipedia immediately. A lot of the times, you'll get the business and then maybe something that's popular.

Speaker 1: Mm-hmm (affirmative).

Speaker 2: But, a lot of times, if it's a big topic, I would actually go to wikipedia.jp ... I believe that's the link. Then I would type it in the search bar.

Speaker 1: Okay. So, for English you almost always go through Google.

Speaker 2: Correct.

Speaker 1: But, for Japanese, if that doesn't come up, you'll go straight to Wikipedia in Japanese first.

Speaker 2: Yes.

Speaker 1: Okay. Do you feel like there's any difference in your trust levels for English versus Japanese? When you're looking at that content?

Speaker 2: Not really. I mean, if it's a Japanese topic, then I feel pretty good about it. Same thing if it's political or history, that can be skewed, [inaudible 00:24:37] additional research in English.

Speaker 1: Okay. Let me think if I have anything else. We are nearing the end for sure. I just want to make sure I haven't missed anything.

Speaker 2: All right.

Speaker 1: This has been super useful insights. The context that you are able to give for everything is really great.

Speaker 2: Oh, glad to hear so.

Speaker 1: Yeah. So, apps ... Right, I think that is most everything. Just a couple more. In your opinion what is Wikipedia's most critical feature?

Speaker 2: The ability to check other sources and to go navigate to other pages within the article to find out more information about something that's being said in that article, if you're not already familiar with it. I think that's extremely helpful.

Speaker 1: Okay. When you said earlier that you look to see how, if there's like one editor that's been updating the same page a lot? How do you look for that? What's your process for doing that?

Speaker 2: The biggest thing for me, is if I'm looking at something historical and where the facts are the data shouldn't change too often, where there's content that's being revised pretty recently. Let me try to think, what was something specific? Where I kind of ... I can't think of anything at the moment, but I know some ... Oh, a lot of times when it's like political, things can be shifted to help one side or the other.

Speaker 1: Mm-hmm (affirmative).

Speaker 2: If I see it's being updated pretty often, I'll fact check it.

Speaker 1: Okay. How do you tell if it's being updated really often? Where on the page are you looking for that?

Speaker 2: I think it's in the top. I think it says something like 'last updated' or 'edited' or something on the right hand side. I can't remember where it is actually. But I know it's like 'last edited'.

Speaker 1: Okay. And if that's recent, that's when you start to think?

Speaker 2: Yeah, especially if it's something like history that shouldn't change too often. Then I'll kind of question on why things have been changed, unless there was something that was discovered most recently.

Speaker 1: Mm-hmm (affirmative). Okay. Is there anything that Wikipedia could do to serve you better?

Speaker 2: Not really. I feel like it's pretty easy to use, as well. I guess, the communities that are involved with editing and updating it, generally do a good job keeping non factual things from articles.

Speaker 1: Mm-hmm (affirmative). Okay. What's your perception of the community that's editing it? Who do you assume that is taking that on?

Speaker 2: I would assume it's people that take great pride or have a great deal of knowledge in different topics, that kind of own it.

Speaker 1: Okay. So, really, they have a specialty area and that's what they're going in and modifying?

Speaker 2: I would assume, unless they have some type of agenda. But that is what I would go check.

Speaker 1: Okay. Fair enough. Okay. So, how would ... Other than the frequency of something being updated by an individual, is there any other way that you would check on that? As them as an editor? Or no?

Speaker 2: Not really. I mean, nonetheless, I'll still read through it and then I'll just kind of take it with a grain of salt, if there's a lot of [inaudible 00:29:08] being included in the article. Then, from there, that's where I'll do other resource, I mean other research.

Speaker 1: Mm-hmm (affirmative). Okay. How can you tell if it's opinions?

Speaker 2: It's actually ... For the most part you'll be able to distinguish whether it's actual facts or if it's bias, in a sense. So, I guess, when regarding to the Japanese ... Oh, no. The Chinese islands, it was kind of skewed to the Japanese because they were kind of giving great detail about how the Japanese got there first and what they did to help the inhabitants that were on that island previously. But there was no background information on the Chinese. Which I later found out that the Chinese, too, had made contact with the inhabitants on that island before the Japanese, despite that. So, things like that.

Speaker 1: Huh. Okay, that's fascinating. Did you happen to look at that specific article in Japanese as well?

Speaker 2: No, when they were talking about the Chinese I read that in English and then actually clicked on the ... I scrolled to the bottom, I changed the flag or the site to Japanese, I typed it up in Japanese and I knew that it would be the Japanese version of it. That's kind of how I got that skewed version of it. I just wanted to hear their side of it.

Speaker 1: Okay. So you actually specifically look at the Japanese version to see that side?

Speaker 2: Yeah. Japanese seemed to do a good job of highlighting the history, so I knew it was going to be skewed.

Speaker 1: Okay. And you said you went to the bottom. Is that in the mobile browser? You can just change that?

Speaker 2: Yeah. I think at the very ... Was it at the very bottom? I know it allowed me to change the site. I don't think I actually typed in wikipedia.jp.

Speaker 1: Okay. So you actually did it from that individual article?

Speaker 2: I believe so, yes.

Speaker 1: Okay. Great. All right. Well, that's all of my questions. Is there anything else that you want to share with me about Wikipedia or anything that I haven't asked about?

Speaker 2: No, that's pretty much it.

Speaker 1: Okay. Awesome. Well, that was really, really helpful and we're going to use that to, hopefully, make some improvements to the Wikipedia site. I just wanted to get to know our users a little better. So it's very appreciated. I will send you an email, it will actually probably be tomorrow morning, since it's the end of business day here, but we'll send you a follow up with a link for getting your incentive. It will be mailed to you and it will be processed within five to seven business days. Since you're in Hawaii, it will probably take a little bit longer to get to you than normal. But we will do what we can.

I also just wanted to check to make sure that it's still okay that I recorded this?

Speaker 2: Yeah, it's okay.

Speaker 1: Okay.

Speaker 2: I'm just here to help a friend.

Speaker 1: Very appreciated. I will let your friend know that you have helped.

Speaker 2: Oh awesome.

Speaker 1: Thank you so much for your time and have a good rest of your day.

Speaker 2: All right, you too as well. Thank you.

Speaker 1: All right, thank you. Bye.