### Audience Map: Attribute & Relationship View

This map demonstrates an alternative approach to describing our audiences, based on an opportunistic and multi-dimensional understanding which may inspire new strategies on how to better serve our audiences. Audience groups are mapped on continuums of: 1) a key attribute that impacts how they engage with Wikipedia (degree to which they are individual or institutional), and 2) their relationship to Wikipedia (how much they contribute to or consume it). Each group’s shading demonstrates the level of pre-existing knowledge we have about each audience. This visual helps us see which audiences might require more research and their sizes relative to one another.

### Audience Groups

<table>
<thead>
<tr>
<th>Individual</th>
<th>Consume</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>A. Knowledge Stewards</strong></td>
<td><strong>K. Financiers</strong></td>
</tr>
<tr>
<td><strong>B. Volunteers</strong></td>
<td><strong>L. Infrastructure Stewards</strong></td>
</tr>
<tr>
<td><strong>C. Vandals</strong></td>
<td><strong>M. Rule Makers</strong></td>
</tr>
<tr>
<td><strong>D. Grantees</strong></td>
<td><strong>O. Movement Institutional Allies</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Institutional</th>
<th>Contribute</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>E. Funnelers</strong></td>
<td><strong>F. Access Facilitators</strong></td>
</tr>
<tr>
<td><strong>G. Curious Info Seekers</strong></td>
<td><strong>J. Tech Consumers</strong></td>
</tr>
<tr>
<td><strong>H. Casual Learners</strong></td>
<td><strong>I. Unknowing Learners</strong></td>
</tr>
</tbody>
</table>

### Audience Attribute Continuum

- **1.** Individual donors
- **2.** Major donors
- **3.** Endowment contributors
- **4.** Donors who donate to affiliates

### Audience Relationship Continuum

- **1.** Journalists
- **2.** Orgs using MediaWiki
- **3.** Media contributors
- **4.** Translators
- **5.** Tech volunteers
- **6.** Program volunteers/Bureaucrats
- **7.** Bureaucrats

### Influence and Support Continua

- **Influence**
- **Support**
- **Build**
- **Distribute**
- **Use**

### Shading Legend

- **3** - Have empirical data, that is actionable for product/program development
- **2** - Have empirical data, but with limited utility for product/program development
- **1** - Have only informal or unrepresentative data
- **0** - Have limited or no data, or Unknown

Note: This map is not a scientific representation of our audiences and should be considered as a living document. Audience sizing is representative and relative, based on either available data or assumptions, and ranging from 8 (WMF board) to 3.5 billion (Googlers).

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