

Speaker: Great. Before we start, do you have any questions for me?

Participant 12: Nope.

Speaker: Great. First, I really just want to get to know you a little bit better, Participant 12. Could you tell me where you're calling in from and what do you do?

Participant 12: Yeah. I'm calling from Somerville, Massachusetts, and I work as a economic consultant.

Speaker: Oh, wow. How long have you been doing that?

Participant 12: A little bit more than a year.

Speaker: What interested you in that industry?

Participant 12: I just like economics, and it's a good career. It pays well. It's interesting work. So, yeah.

Speaker: I also studied economics. What type of economic consulting do you do? Is it purely financial?

Participant 12: No. What I got into, it was just a chance that relates to intellectual property.

Speaker: Okay. That's super interesting. In the survey that you took a couple of days ago, you mentioned that the last time you used Wikipedia on your phone was to just read about things. Can I ask you to recall that experience, and just tell me what you were doing, and what your motivation behind it was?

Participant 12: Yeah. I use Wikipedia pretty often. Yeah. If I am ever reading something in the news, or I'm reading about just anything that catches my eye on social media and I want to learn more about the background of it, I'll usually look on Wikipedia. I'll just read, and see what's there, and then often times it'll, I guess, maybe you could say one thing will lead to another and I'll be reading about ... If I see something about France in the news, I'll look up something relevant to the background of what I'd be reading about, and then from there on the Wikipedia's page I'll see other things that may interest me, and so I'll go down a rabbit hole, if you will. Mainly that's what's going on in my head when I'm using it.

Speaker: Okay. You had mentioned that you often will just have your interest sparked by something in social media. Are there any platforms in particular where you find yourself most likely to dive into content?

Participant 12: Yeah. I only ever use Facebook. I've never had any other. I had Myspace back in the day, and then I came onto Facebook and I've never made another type of social media.

Speaker: Okay.

Participant 12: Just Facebook.

Speaker: How often would you say that you typically ... You mentioned rabbit holing. How often would you say you typically, when you start on Wikipedia, you end up just rabbit holing?

Participant 12: You mean a percentage of the time, you think, or how often per week or something like that? I mean, I-

Speaker: Just like a ballpark. How often would you say you go on the site to look up France, and then you end up on solar flares or what have you?

Participant 12: Yeah. Maybe it happens a couple times a week. Yeah.

Speaker: Okay. Can I ask, what is your-

Participant 12: [crosstalk 00:03:41].

Speaker: Sorry?

Participant 12: Pretty often, I guess.

Speaker: Pretty often?

Participant 12: I was going to say pretty often, I guess, yeah.

Speaker: Okay. Can I ask, what is your general perception of Wikipedia?

Participant 12: I have a real positive view of Wikipedia.

Speaker: Okay. Why is that?

Participant 12: I just, I really like that the community maintains it.

Speaker: Okay.

Participant 12: Yeah.

Speaker: What is your understanding of the community maintenance?

Participant 12: I don't have a real thorough understanding of how the community interacts to maintain the pages. I don't know specifically what Wikipedia is doing, but I guess just reading more general things about it, and reading news about it, I've come to have that positive view. But the foundational thing is that I just think it's a little bit nicer when information is a little bit more ... Yeah. It's open to other people. It's open to regular people. I understand they have blocks on that, but when normal people can do it, I almost feel like the information is more democratic in a way.

Speaker: Okay.

Participant 12: Yeah.

Speaker: You had said that you know that there is blocks on people, and I believe that you're saying that in relation to editing. Do you have any understanding at all as to what the blocks on editorship is?

Participant 12: I know some things that I guess will get you ... Like some things that aren't meant to be edited and stuff like that. I understand there are restrictions, but I don't understand specifically what they are because I've never tried to edit myself, and yeah. It's more funny stuff that I would notice that ... If there's a sports game or something, seeing the Patriots Wikipedia page gets locked or something before the Super Bowl so that the other people can't be messing with it in the days before. Something like that.

Speaker: Got it. Okay. On average, how much time would you say you spend on your mobile phone in a week for internet uses?

Participant 12: Quite a lot. Maybe two hours a day, so maybe about 15 hours a week.

Speaker: Okay. Are you ever concerned with your data usage?

Participant 12: No, not generally.

Speaker: Okay. Earlier in your survey, you mentioned that you will primarily access Wikipedia on your phone using the mobile browser.

Participant 12: That's right.

Speaker: Why is that your preferred method of access?

Participant 12: I get stuck in a rut, and once I just start liking something and using it, I just get used to it. There's no real reason. I just don't like to change the way I'm doing things sometimes.

Speaker: Okay. Are there any other ways that you wish you could access Wikipedia on your phone?

Participant 12: I don't think I'm a good person to ask that kind of question because I definitely don't wish I was doing it any other way. I wouldn't picture another way of accessing it until someone presented it to me, honestly.

Speaker: Okay. Totally fair.

Participant 12: Yeah.

Speaker: On the mobile browser, if you could modify anything about the platform, what would it be?

Participant 12: I don't know if you like it. I don't know if you use Wikipedia on your mobile browser, but if you're reading a longer Wikipedia page, it's separated into categories and you can open and close these categories. I don't know if you know what I'm talking about.

Speaker: Yeah. I know what you're talking about.

Participant 12: At any rate, for these longer categories, you'll be scrolling through this subcategory, something about this topic, and it can be kind of lengthy. Maybe if there was a way that I could more easily close the category that I was looking through. Like if I'm halfway through a subcategory and I've seen what I wanted to see, but I want to close that category, and then go to another one, it would nice if there was a way I could do that easier without having to scroll up and then just try and catch it, especially if it's a little bit more lengthy. Yeah.

Speaker: Okay. Great.

Participant 12: Yeah.

Speaker: If there was anything that you could add to the platform, what would it be?

Participant 12: [inaudible 00:09:04]. I can't really think of anything specifically.

Speaker: Okay. That's totally fair. Is it safe to say that you've also used Wikipedia on a laptop or desktop computer?

Participant 12: Yes, that's right.

Speaker: Is there anything that stands out to you that's a big difference between the desktop experience and the mobile experience for you?

Participant 12: Nothing real particular. It's obviously much easier to read on the computer, but that's about it, I think.

Speaker: What makes it easier to read on the computer?

Participant 12: Just the screen size. Nothing about-

Speaker: Oh, just the screen size? Okay.

Participant 12: Yeah. Nothing really. It's just more comfortable with a computer, I think.

Speaker: Okay. Just asking, did you know that a Wikipedia app exists?

Participant 12: I kind of figured that from the survey question because it was like ... Yeah.

Speaker: Okay. What do you expect you would find in the Wikipedia app?

Participant 12: Probably just nicer ways to navigate the pages, I would imagine.

Speaker: Okay. Is there any way in particular that you would imagine navigation is easier, just what you would expect?

Participant 12: No. Nothing real particular. It would mostly just come down to general experiences that we would have had looking at mobile-friendly pages on the browser, looking at not mobile-friendly pages, and then looking at apps that are designed to do the same thing. I couldn't think of anything specifically, but it's like if you're used to using any kind of web browser, and then you find that they have an app, typically it's so much easier to use. I couldn't point to specific reasons why, but it's just that informative experience that would lead me to believe that's easier on the app for Wikipedia as well.

Speaker: Okay. Great. Just in general, how do you decide whether or not to download any app?

Participant 12: I decide to download apps based on the permissions that they ask for.

Speaker: Okay.

Participant 12: I don't like apps that ask for a lot of permissions.

Speaker: Okay. Is there anything that would encourage you to use the Wikipedia app?

Participant 12: If I was scrolling through Facebook and they had an ad that said, "Hello. If you like Wikipedia, try the app. We don't ask for any permissions." And they said that, then I would maybe try it if I saw it in the right frame of mind.

Speaker: Okay. That's great. Perfect. So, you said that you generally spend about 15 hours a week on your mobile phone, and in the survey you said that you read or use Wikipedia daily. Could you tell me maybe how often your interactions with Wikipedia is done on your mobile device?

Participant 12: I would say 80 to 90% of the time I'm using it on my mobile device.

Speaker: Okay. Can you recall the last time you used Wikipedia on your mobile phone?

Participant 12: Probably yesterday.

Speaker: Do you remember what you were looking up?

Participant 12: Yeah, yesterday. Yeah. I was looking up this, I don't know, historic political figure.

Speaker: Okay, and when you looked it up, do you recall if you went straight to the Wikipedia page or if you just searched on another browser?

Participant 12: Oh, no. Typically what I'll do is I'll Google the thing that I'm looking for, and then wiki, just to have it lead me to that. I use Google to search through Wikipedia to find a page, and then from there I'll go into the page. Yeah.

Speaker: Okay. Do you remember what was your motivation to look up the historical figure the other day?

Participant 12: I just was reading something online about it in general, and I was just curious about him.

Speaker: Is it safe to say that the thing that you were reading, did it provide you with enough context so you thought more?

Participant 12: Yeah, exactly. Exactly. Yeah.

Speaker: Okay. When you were on the Wikipedia page for this figure, were you satisfied with the information that you found?

Participant 12: Yeah, yeah. I think it was a really great starting point. Here's a little bit of background, what they're famous for generally, and yeah. I think it's a great place to start.

Speaker: Since you had already started somewhere externally and then got to Wikipedia, do you recall how much of the information did you have to sift through on Wikipedia for you to feel satisfied that you had gotten all that you needed?

Participant 12: I was looking up something kind of specific about this person, and the page ended up having a section dedicated to what I was looking for. So, it was pretty easy to find the content that I was seeking. Yeah.

Speaker: Do you think that typically happens when you're looking for stuff on Wikipedia, that it is a category for you?

Participant 12: I think generally, if I'm looking for something on Wikipedia, I feel like I know what Wikipedia is good at. And so if I'm looking for things on Wikipedia in the way that I do, usually it's stuff that I feel like I have a good chance of finding it in a similar manner. If it's something that's too, too niche, I maybe will look for other types of sources, but for this type of thing that's pretty famous like a famous political leader, [inaudible 00:15:32] would have generally a highlight of something that someone else might reference. I would say, yeah. It's normally the case. It's easy to parse what I'm looking for.

Speaker: Okay. Can you explain a little bit more. You had said that you depend on Wikipedia because you know the things that they're good at. What are some of those things, and what are some of the more, you mentioned, the niche things? What are those two things to you?

Participant 12: They focus more on the highlights, right? They can only put so much on there. They have a lot of other sub information as well, but sometimes those pages aren't as well developed. For instance, if you're looking like a former president of some country,

you're going to have all of the main things about that person and their time as a political leader. You'll have maybe little things about where they grew up, and then you'll have basically like, what do they call it? The strong person theory of history, something like that. What's that history? Some kind of philosophy in history where important people drive it forward or something like that. It's almost like if you follow that, you can always look up someone famous. But for instance with this person that I was looking up, if I wanted to look up some member of this person's cabinet, and I wanted to know about their political affiliations before coming to power, I may not be able to find as in-depth a description of that through Wikipedia. I may need to go to some other sources.

Speaker: Got it. Okay. Can you ever recall a time where you were reading or using Wikipedia content and you just were complete dissatisfied?

Participant 12: I wouldn't say dissatisfied. I think that ... No. Sometimes I find maybe if I can't find something, but it's not such that I would be extremely disappointed that I didn't find it.

Speaker: Okay.

Participant 12: It seems normal. If you're looking up something weird enough, eventually you'll run into some kind of wall. I don't really fault Wikipedia for not having the most intricate information about people that no one knows or anything like that, you know?

Speaker: Right.

Participant 12: I wouldn't say dissatisfied, but there are times when you can't find something, which is not a problem, I guess, but.

Speaker: In your opinion, what are the advantages or disadvantages of reading Wikipedia content on your mobile device?

Participant 12: The only disadvantage is just my phone is harder to read than a computer. That's the only thing. Advantages, I can pull it up whenever. If I'm riding the train, I can just read Wikipedia, just relax.

Speaker: Got it. Okay.

Participant 12: Pretty typical, yeah.

Speaker: In general, how much content do you have to sift through for you to feel satisfied with the amount of information you glean on Wikipedia?

Participant 12: I guess if I'm looking for something specific, I think it's pretty easy to find. In a way, though, I almost like it when it builds on itself. If I'm reading Wikipedia and I found out one thing, and then I'm like, "Oh, that's interesting. I might look at that." If I really want to find out something specific like, I don't know, where Mariah Carey was born, it's super easy to find that out, but yeah. I think it's easy.

Speaker: Okay. How often, if ever, do you question where content comes from on Wikipedia?

Participant 12: That's a good question. I do. If I read something that ... I like to look at where there, sometimes, the sources for things. I would say it would be common for me to think about where the information is coming from.

Speaker: Okay. Is there any type of information where you question more than another?

Participant 12: Yeah. The more someone tries to act like something's a given, I think the more that I question where it's coming from. The most established information, I'm always the most curious about.

Speaker: Okay. What influences or affects your level of trust in the Wikipedia content? You've already mentioned source, but is there anything else that would alter your perception of an article?

Participant 12: I think, no. How to describe it? I would say I always trust Wikipedia to be what it is. It's not like a trust thing with Wikipedia because it is like I always have in my mind that it's a community-managed entity or whatever. I always have the same amount of trust. It's not something that makes me trust Wikipedia less or more from a certain page type.

Speaker: Okay.

Participant 12: It's just that I think, and sometimes it may be even beyond my understanding. There's nothing I would say in particular. With regard to history or politics, I guess I'm more skeptical of things that aren't critical. I mean in a philosophy page, if there's no section that says criticisms in this philosophy, then one, I'm going to be like, "Oh, man. That's a pretty small page." But two, I feel like I don't just want some kind of party line, you know?

Speaker: Right. No, I get it. Correct me if I'm wrong, but it's basically you're saying if the article feels biased, that automatically is a flag.

Participant 12: It's not even ... It's all going to be biased. It's just, does it line up with the power interests, almost? Bias is totally fine. Everyone's like that all the time, but it's if historians are saying the same thing, and politicians are saying the same thing, and all your friends say the same thing, I think you may be wise to just maybe ask yourself why everyone is in total agreement about this issue. I think one should explore that, and so pages that seem to just really drive home some type of this common history or feeling where it's almost unchallenged in popular culture, that is a situation in which I would consider most what the sources of this information are.

Speaker: Okay. That's great.

Participant 12: Yeah.

Speaker: How do you imagine content gets published on Wikipedia?



Participant 12: Well, I guess people that are into it and just write stuff, I guess. I actually don't really know.

Speaker: Is there anything that would encourage you to edit or contribute content on Wikipedia?

Participant 12: If I viewed myself as an expert in something. I'm a little bit younger. Maybe later on in my life if I've had a lot of experience in one area or another, maybe I would be interested in editing, but yeah. I don't really feel like I'm qualified to edit the pages that I'm interested in.

Speaker: Okay. That's totally fair. In your survey, you also mentioned that you fluently speak German. Is that correct?

Participant 12: Yeah.

Speaker: How often would you say that you use to German Wikipedia page to look up information?

Participant 12: I would say I do use it, but it's rare. Yeah.

Speaker: Why-

Participant 12: That's not ... Go ahead. I'm sorry.

Speaker: Oh, no. Go ahead, please.

Participant 12: I was going to say it's one of those things that comes back to what I was mentioning earlier where you've got to get to a particular point in the English language Wikipedia before you start finding that there's not as much. If you're looking for something that specifically that German people or German-speaking people would be writing more about, then you'd find a lot more information on there. There's this band that I like in Austria. Their Wikipedia page, they're a famous band. They have their Wikipedia page in German, the German-speaking one, has much more information on this particular band. The American page has a little bit of information, but since it is something that's a German-speaking focus, you find the German-speaking Wikipedia is a lot more developed. That's the kind of situation.

Speaker: Okay.

Participant 12: Yeah.

Speaker: That's a really great example. You said that you looked up this band. The information just wasn't all there in English, so you looked them up in German and you found the information that you were looking for. Would you ever consider in that scenario, if it were to happen again, updating the English page?

Participant 12: I guess maybe I've thought about it, but I get nervous as a non-native speaker, you know what I mean? But I guess someone's got to do it, right?

Speaker: Is there anything that would encourage you to do stuff like that when you do find yourself in that situation, besides being able to translate it a little bit better?

Participant 12: No. No. I can't say that anything outside would motivate me to do that. I can't think of anything in particular. Yeah.

Speaker: Okay.

Participant 12: A sense of duty because I use Wikipedia so often that I want to help out, but other than that, basically [inaudible 00:26:57].

Speaker: What is your perception of the German Wikipedia page? I know it doesn't have quite as many articles as the English page, but just what's your overall sense of the German Wikipedia?

Participant 12: I think just like you said. I'm not advanced enough speaker that I can sense anything like ... Especially because the writing on Wikipedia is pretty ... It has a certain style to it. As a native English speaker, sometimes you see a tone that you can see in certain pages or certain things, but I'm not quite to that level in German that I could have some in-depth opinion as to the content in general. To me, I'm just reading facts about what I'm looking at. I can't look at, maybe like you were saying, bias maybe isn't the right word that I would use to describe it. But maybe it's [inaudible 00:27:52] the articles I can't really parse in the other language.

Speaker: I see. That makes sense. Okay. I just two more questions for you. In your opinion, what is Wikipedia's most critical feature for you on mobile?

Participant 12: I'm sorry. Most what feature?

Speaker: The most critical feature for you on mobile.

Participant 12: The feature that keeps me using it?

Speaker: Yeah.

Participant 12: Just the convenience.

Speaker: Okay.

Participant 12: Yeah. There's no real reason. My using Wikipedia on mobile is not really connected to how I view the Wikipedia mobile app, or experience, or anything like that. I only use Wikipedia on mobile because I'm just wherever I may be, and I'm thinking about something, and I just look it on my phone. It's not like I don't have a ... I would prefer to use my desktop basically for all things, but I'm not sitting in my living room all the time.

So I'll just use my phone, but I think it's good and I think it's easy-going because it's all text. It comes up easily, and I do use the web browser, but the web browser has a mobile-friendly view. Yeah, yeah.

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

Participant 12: Yeah. Wikipedia is badass. I freaking love that website. Shout out to all the people keeping it up, to all the people working there. Yeah.

Speaker: Great.

Participant 12: One of these days I'll translate a German-to-English webpage.

Speaker: Great. I will tell them that.

Participant 12: Yeah, yeah, yeah. I'm crazy about it.

Speaker: Yeah. Talking to the variety of users, it's really interesting to see how much people appreciate the idea of an encyclopedia in their pocket. Just the rapid exchange of information is just incredible.

Participant 12: Oh, yeah. It's great. Yeah.

Speaker: That's actually all I have. Before we wrap up, do you have any questions for me?

Participant 12: No, Speaker. I hope you're able to use the information in a useful way.

Speaker: No, this is all great. Thank you so much for participating in this interview with me. Really, everything you said is going to be really helpful for our research. I do want to double check before I hang up that it's okay that I recorded this session.

Participant 12: Yeah. Totally fine. No worries at all. Don't put my name on anything obviously, but you said that that was going to be anonymous.

Speaker: No. Yeah. Your name's not going to be on anything, and it's all confidential. It's just used by my team for just understanding everyone's view in a pot of motivations. Following this, I'm going to send you an email with a link for you to pick your incentives. [inaudible 00:31:18]. It should get processed within five to seven business days. You'll have my email, and if you have any questions or concerns following this, please feel free to reach out to me and I'm happy to answer anything that you may have. Thank you again, and have a great rest of your day.

Participant 12: Yeah. Of course. You too, Speaker. Take care.

Speaker: Bye. Thanks.

Participant 12: Bye.