

Hi! I'm Anne Gomez

- Program Manager for **New Readers** at the Wikimedia Foundation
- Background in tech, startups, human centered design & research
- UX design, product management, strategy, design research





Image used with permission from Jay Gregory

**New Readers ...
is a Wikimedia
Foundation program.**



**New Readers ...
is what it says.**



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The background is a solid blue color with a pattern of white line-art icons. These icons include a microscope, a map of North America, a classical building with columns, a film strip, a globe, a satellite, a telescope, a profile of a person's head, a planet with rings, a hard hat, a dog, a sphinx, and a classical building with columns. The text is centered in a large, bold, white font.

“Understanding and serving potential Wikimedia readers in countries where access to the internet is quickly growing”



Mexico

CC-by-SA 2.0 - Sandstein



Nigeria

Public Domain - Arex72



India

CC0 - narivyasi



Community
Volunteers, chapters,
user groups

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Phone surveys
11,000 respondents

CC-by-SA 3.0 - Omaranabulsi



Design research
> 145 interviews

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Barriers we're tackling:

Awareness

Access



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A world map with a network overlay, showing connections between various points across the globe. The map is rendered in shades of blue and yellow, with the network lines appearing as thin, glowing connections. The text is overlaid on the map.

**Today, more than half of
the world is unconnected.**

Number of human beings ¹

6.12 B

7.3 B

8.5 B

2000

2015

2030

1. Population 2030: Demographic Challenges and Opportunities for Sustainable Development Planning. The United Nations. The Population Division of the Department of Economic and Social Affairs

Where we will be by 2030?

REGION	2015	2030	GROWTH/ 2015	
AFRICA	1.19 billion	1.68 billion	42%	+490 million
ASIA	4.4 billion	4.9 billion	12%	+500 million
LATIN AMERICA / CARIBBEAN	634 million	721 million	14%	+87 million
OCEANIA	39 million	47 million	20%	+8 million
NORTHERN AMERICA	358 million	396 million	11%	+38 million
EUROPE	738 million	734 million	-1%	-4 million

Source: Table 1, World Prospects: The 2015 Revision, United Nations



The most significant demographic trend of the 20th century was the urbanization of China.



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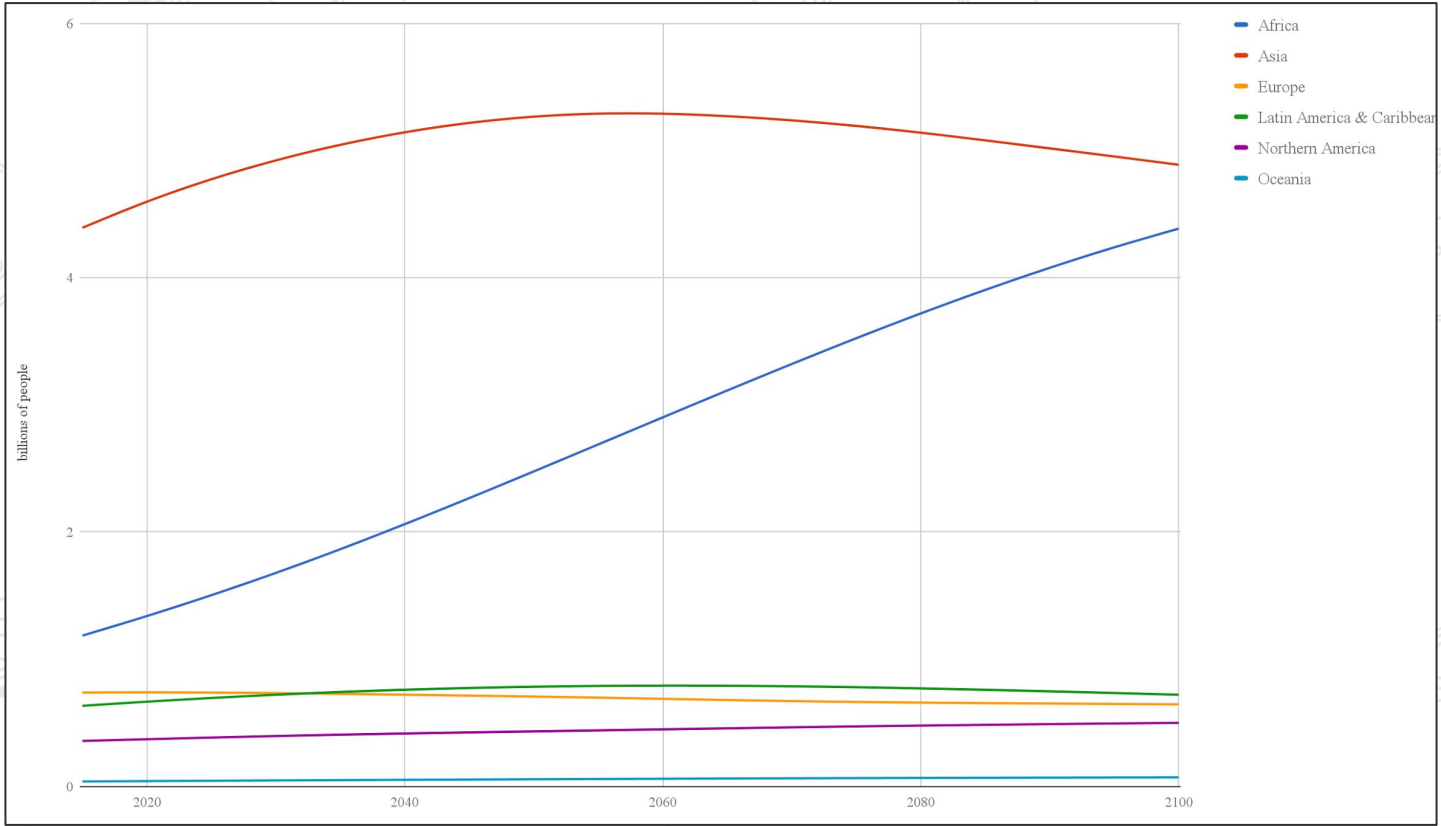


The most significant demographic trend of the 21st century will be rapid population growth in Africa.



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CC BY ND 2.0, Ryan Kilpatrick



Source data: <https://esa.un.org/unpd/wpp/Download/Probabilistic/Population/>

Mobile data has to get much cheaper to be generally affordable

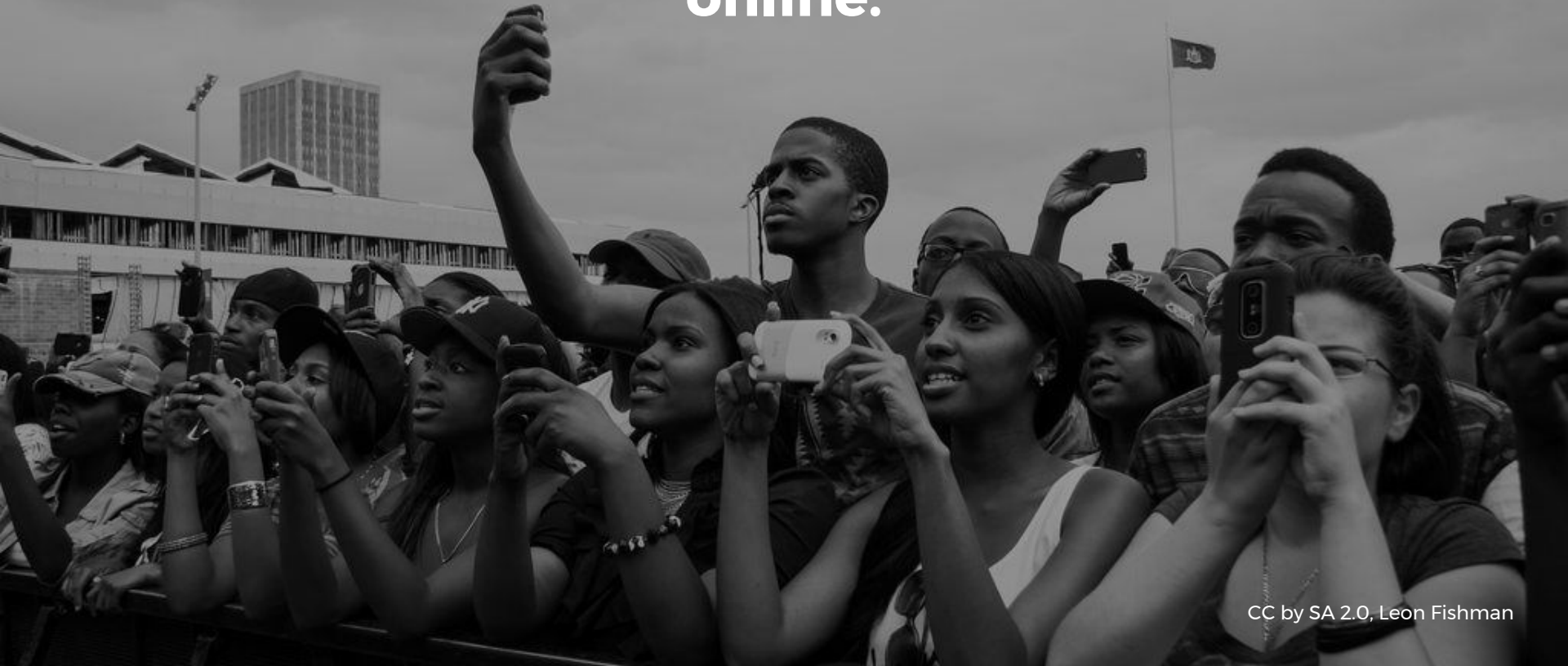


*Data from <http://www.strategyand.pwc.com/media/file/Connecting-the-world.pdf>

Many people prefer to learn by video or interactive content.



**For personal use, mobile dominates for getting
online.**






**Students and educators often disagree
on the role of the internet in formal
education..**

A photograph of a baby sitting at a desk, looking at a laptop screen. The baby is wearing a blue shirt and has their hands on the keyboard. The laptop is red and black. The background is dark and out of focus.

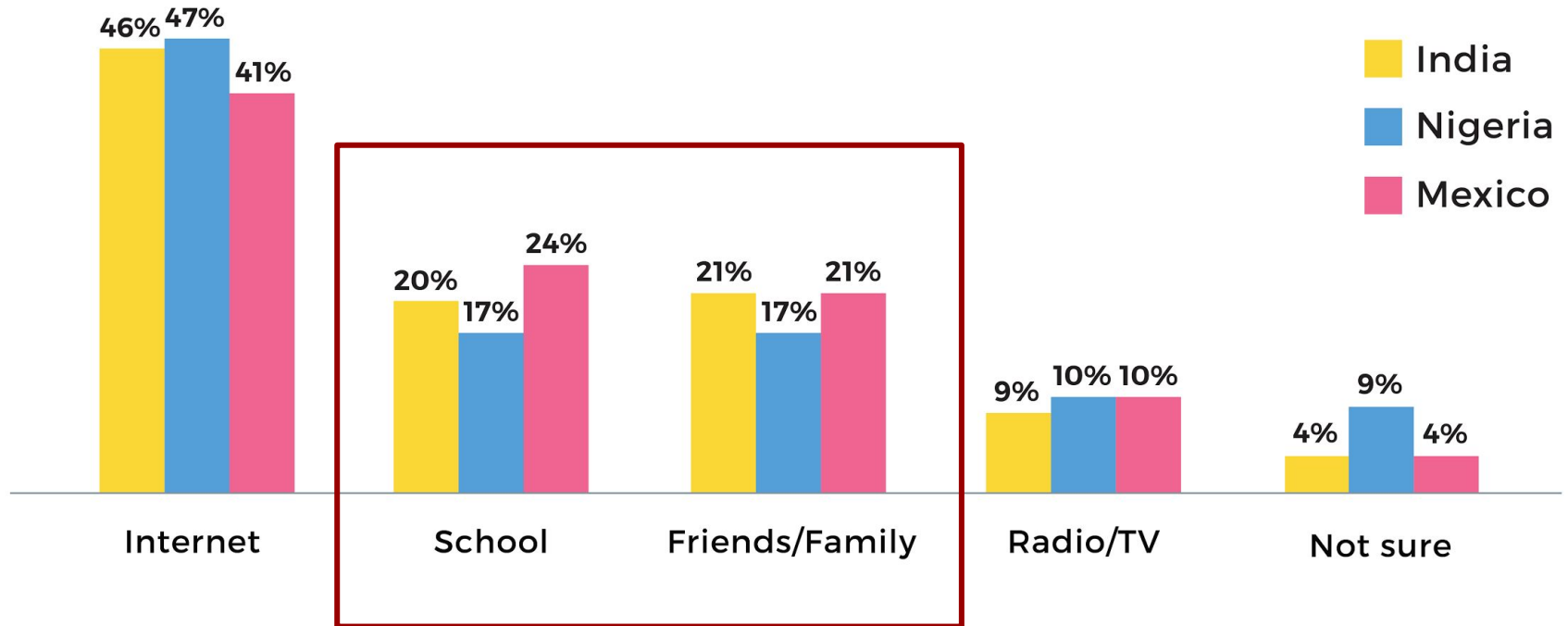
... but motivated students are going around their teachers to learn.



People are learning how to use the internet from others, both loved ones and professional intermediaries.

Phone survey findings

How did you learn about Wikipedia?





The strategic direction* of the Wikimedia movement for 2030 is to become the roads, bridges, and villages that support the world's journey towards free knowledge.

* Draft as of 08/14/17: https://meta.wikimedia.org/w/index.php?title=Strategy/Wikimedia_movement/2017/Direction&oldid=17110384

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Let's build bridges.

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https://meta.wikimedia.org/wiki/New_Readers

Photo by CEphoto, Uwe Aranas