

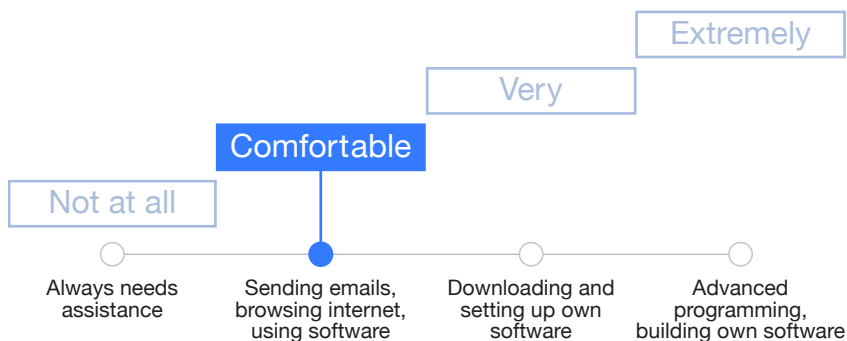
MICHELE, 32

Active Reader





- 📍 Poissy, Île-de-France (Paris suburb)
- 📅 Middle School Teacher
- 🎓 Bachelor's in Education
- 🏠 Married, 2 Kids
- 🗣️ French and English



Technology Comfort Level



Devices

-  Macbook Air
-  iPad
-  iPhone
-  Dell PC for work

Experience Goals

- Teach her students how to use online information sources, including Wikipedia
- Find information that's accurate, complete and clearly presented
- Share information from Wikipedia with her students and family
- Switch from French to English Wikipedia, when there's more complete information on English

End Goals

- Find and share useful techniques for doing quality research and learning online with her students and family

Challenges

- Sometimes has to switch to the English Wikipedia because the French article isn't as complete
- Kids expect a high level of interactivity

About Michele

Michele is a 32-year-old middle school teacher who lives with her husband and two children in Poissy, Ile-de-France. She's passionate about education and spends much of her time supporting students and her own children.

In class, she encourages her students to look things up on Wikipedia, as well as other online resources, and learn how to evaluate whether the information sources that they find are trustworthy. She and the other teachers at her school want to help their students filter through the mass of information on the internet to find quality information and knowledge. Michele understands that there are various learning styles, and notices that some of her students learn more easily by watching and listening to videos than they do by reading.

“ *Let's look that up together.
Where do you think we
should start?* ”

She's an active reader herself, and goes to Wikipedia to look up information when she's interested in a subject. Michele notices differences in the kind of content on French Wikipedia and English Wikipedia, and has learned which wiki to go to for the type of information she's interested in.

Michele understands that Wikipedia is written by volunteers, and respects the effort to include all people in building and sharing knowledge. She occasionally sees errors that she could fix on Wikipedia articles, and clicking the edit link has crossed her mind, but she thinks that it's probably too complicated. She's got a busy job and a busy family, and she just doesn't have time to focus on learning how to edit.



Michele's students are always happy to see her.¹



Michele loves to see her students focusing so intently on their work.²

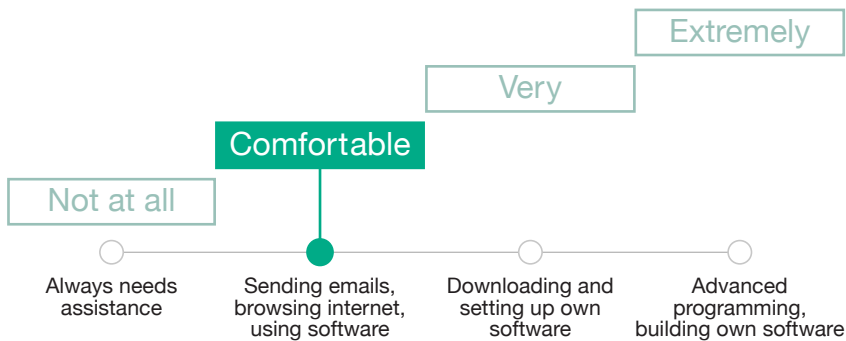
SANDRA, 46

Casual Reader

- 📍 Chicago, Illinois
- 📁 Bookkeeper at tax preparation svc
- 🎓 BA from University of Illinois
- 🏠 Single, lives alone
- 🗣️ English



Technology Comfort Level



Devices

- 📱 Samsung Galaxy
- 📖 Chromebook
- 📖 Dell PC for work

Experience Goals

- Find the facts that she's looking for, in as few page loads as possible

End Goals

- Doesn't really have any with Wikipedia

Challenges

- When she's searching for information and ends up on Wikipedia, sometimes the facts that she's looking for are on a different page

About Sandra

Sandra is a 46-year old-bookkeeper who works at a tax preparation service in Chicago. She doesn't use her work computer for personal things, so a lot of her online time is on her phone. During breaks at work, she'll check in with friends on Facebook and Messenger. Outside of work, she goes to pub trivia with a couple friends once a week. She's also in a book club, and she usually reads during her commute.

At various times through the day, she'll look something up on her phone. Sometimes it's related to a conversation she's having on Facebook, or she wants to look up information about the author that she's reading. She also cheats occasionally at pub trivia, sneaking a peek at her phone when nobody's looking. (Please don't tell anybody.)

“ *Why can't the format be the same on every page?* ”

When she's looking for information, she always starts on a Google search. Sometimes the answer she's looking for is in a box on the search results page. If it's not there, she'll click on something from the top of the search results; often, that's Wikipedia.

Sandra doesn't really know much about how Wikipedia is written, or what the connection is between Wikipedia and the box on the Google search results. She's never really given it a lot of thought; she just wants to find the information that she's looking for, and doesn't really care where it comes from.

When she's looking for an author's bibliography, she often ends up on Wikipedia, but sometimes the bibliography is split off on a different page. This is frustrating, and she wonders why they don't have a consistent layout. Why can't the format be the same on every page?



Sandra is very personable; she is always talking up a storm with her friends.¹



A glimpse into Sandra's everyday.²

Henry, 53

New Editor

📍 Seattle, Washington

📁 City Planner

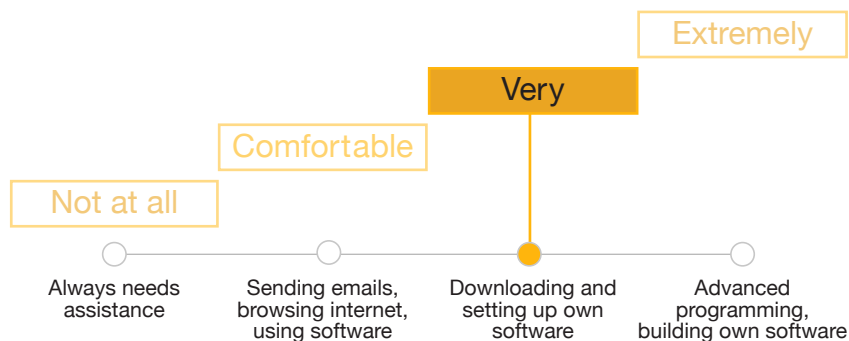
🎓 Master's in Urban Planning

🏠 Boyfriend, no kids

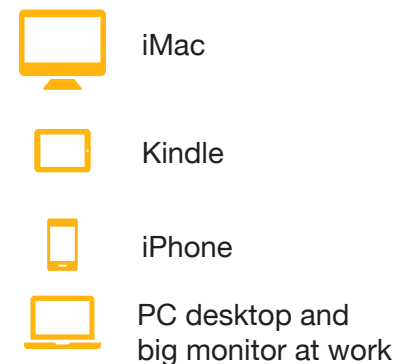
🗣️ English



Technology Comfort Level



Devices



Experience Goals

- Doesn't want to make mistakes
- Wants to understand the rules and norms about how to edit Wikipedia

End Goals

- Make the mid-century modern articles better
- Connect with a broader set of people who care about his favorite topics

Challenges

- He isn't sure whether he can just jump right in and start editing; he'd like some guidance but doesn't know where to go
- He heard that people get banned for doing things incorrectly, so he doesn't want to make any mistakes

About Henry

Henry often reads English Wikipedia, and is disappointed with the meager content on the articles about mid-century modern design. Last Thanksgiving, he mentioned this to his niece Bella, a graduate student. She was a very active Wikipedian who's seen her time on Wikipedia decrease since starting grad school. She encouraged him to add to the articles himself. He knows the subject very well, and he wants to share his knowledge and experience with all the other people who read these articles.

“ *She said ‘Be bold’. I’m not feeling that bold right now.* ”

With Bella's encouragement, Henry has started making some changes to Wikipedia articles, but nothing fancy, just changing a few words and light copy-editing.

He really wants to add more information about 1960s product design, but he's not sure whether it should be a new section on an existing article, or a new article altogether. He doesn't want to make a mistake and annoy the Wikipedians who have written the article.

Bella said that he should ask about it on the article talk page. He looked at the talk page, but he's not sure how to start a new discussion, or who would reply.



Henry loves that he is inspired by the old and the modern, like the architecture of his city.¹



His interest in mid-century modern design goes beyond the books.²

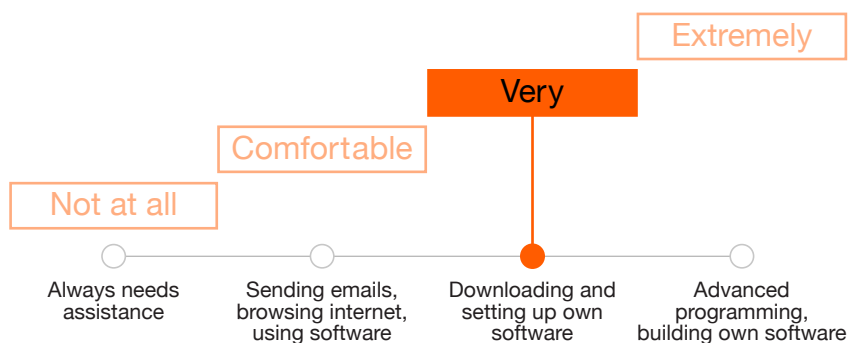
ADRIANA, 24

Active Editor

- 📍 Mexico City, Mexico
- 📁 Copyeditor
- 🎓 Bachelor's in Journalism
- 🏠 Single, lives with roommates
- 🗣️ Spanish / English



Technology Comfort Level



Devices

-  Dell PC
-  Android

Experience Goals

- Contribute quickly and efficiently to Wikipedia
- Get positive feedback on her contributions over social media

End Goals

- Create and update articles about local bands on Spanish Wikipedia
- Get involved with the alternative music WikiProject
- Become recognized on social media as a subject matter expert

Challenges

- There is very little info on the Mexico City music scene on Wikipedia, which means more work!
- Sometimes she'll add information to a page on English Wikipedia, but doesn't want to deal with the hassle you get there when you create a new page

About Adriana

Adriana is a 24-year-old writer who grew up and still lives in Mexico City. She's an active contributor on Spanish Wikipedia, and sometimes contributes to English Wikipedia. She's fluent in both languages.

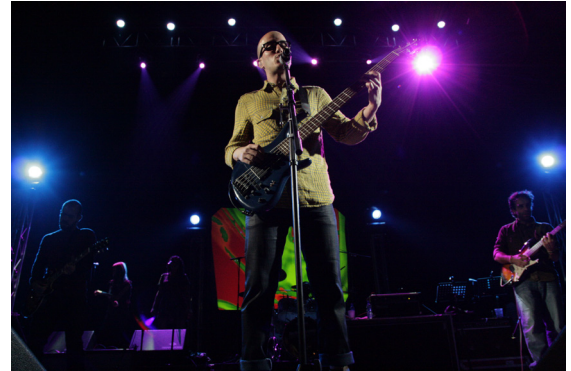
She just got a job as a copyeditor for a local newspaper. She's very involved with the indie rock scene in Mexico City. She got involved on Spanish Wikipedia when she saw that there was a lot of information missing about her favorite bands and local events, and even less on English Wikipedia.

She's become an active contributor on Spanish Wikipedia, and wants to spread the word about the music and culture that she loves. Sometimes she also adds the same information on English, if there's already a page about the band. She doesn't want to deal with the hassle that's often involved when starting a new page on English Wikipedia.

“ *There are only 12 pages on Mexican indie rock groups. That'll be my next project.* ”

Adriana watches some article talk pages and occasionally participates in discussions, but she never gets involved with policy discussions. She has a lot of content to contribute. She doesn't want to get held up, and she gets annoyed when something that she writes gets reverted or vandalized.

She doesn't have a lot of patience for people who get in the way of good contributions just because it violates some obscure rule; she has even less patience for people who maliciously mess with free knowledge and good reporting for no reason.



Adriana feels extremely lucky to have so many inspiring artists around her.¹



She tries to keep up with all the underground shows throughout the city.²

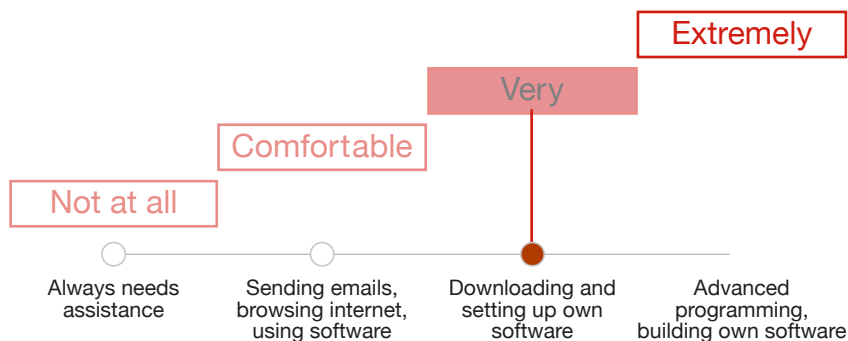
WAYNE, 30

Power Editor

- 📍 Knoxville, Tennessee
- 📖 Librarian
- 🎓 Master's in Library Science
- 🏠 Married
- 🗣️ English



Technology Comfort Level



Devices

-  PC Desktop
-  Kindle
-  Android
-  Windows-based computer network at Library

Experience Goals

- Stay up to date with the current RfCs, AfDs and Village pump discussions on en:wiki
- Feel recognized by the community as a thoughtful and trusted admin

End Goals

- Defend Wikipedia's accuracy and reliability as a source of knowledge
- Contribute meaningful edits on Wikipedia; the work never ends!

Challenges

- His wiki time has scaled back a bit because of life obligations
- He spends a lot of time keeping up with governance issues
- He's concerned that the visual editor will encourage contributions from people who don't understand how to use Wikipedia, creating more work for himself and other community members

About Wayne

Wayne is a 30-year-old librarian working at the University of Tennessee, Knoxville. He started contributing to Wikipedia seven years ago when he was in graduate school, and is currently an admin on English Wikipedia.

At the library, when a student is looking for good references, he'll often suggest looking at Wikipedia articles to find helpful references they can check out.

Wayne identifies strongly with the health and reputation of Wikipedia. When he hears someone dismissing Wikipedia's accuracy or value, he takes it personally. He doesn't want Wikipedia to be diluted with non-notable or unsourced information, so that everyone can benefit from the amazing knowledge base that the contributors have created.

“ *Sorry, I can't talk right now. Village pump is on fire again.* ”

He feels conflicted about the visual editor, and the new people it's brought into the world of editing Wikipedia. Though he'd love to have more editors on all the wiki projects, he feels like the visual editor is opening the door to people who don't understand the rules around editing, don't care as much, and often do more harm than good.

His main namespace contributions are mostly about airplanes and transportation history, two of his passions. However, he has less time for contributing to articles nowadays, but still tries to keep up with policy discussions, RFCs, and quality control work.



Wayne enjoys contributing to articles about airplanes and flight.¹



His first love will always be printed material.²

He wants to stay up to date with his wiki work because if he falls behind, he feels like he's letting people down. He has an intense and complicated relationship with his watchlist, and gets frustrated managing his workflows.

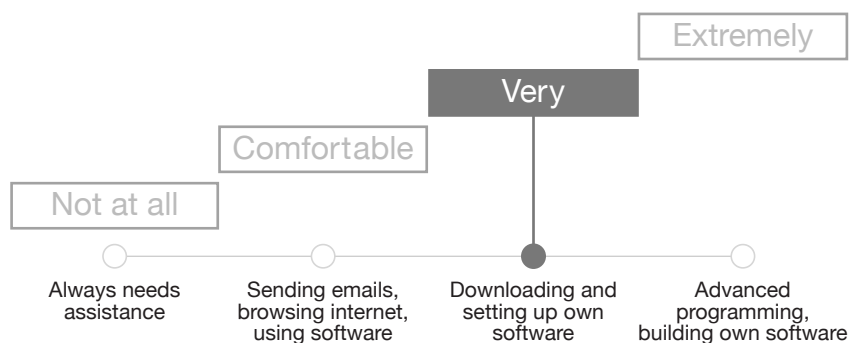
Jack, 14

Vandal

- 📍 London, UK
- 🎒 Student
- 📖 High School Student
- 🏠 Parents, 2 Sisters
- 🗣️ English



Technology Comfort Level



Devices

- 📱 Android
- 💻 Windows Laptop

Experience Goals

- Have fun, get a rise out of somebody
- Avoid getting his IP blocked

End Goals

- Find something fun and of interest to fill his time
- Add silly, false information to a Wikipedia article that stays on the page

Challenges

- School is boring, and his family is irritating

About Jack

Jack is a 14-year-old student who lives in London with his parents and two younger sisters. He finds them all unbearably irritating.

School is really boring and he's looking forward to high school and eventually getting out into the world. His mother has been hassling him about what his future plans are, but he doesn't have any. He wants to find something new and interesting to do, but he doesn't know what that is yet and has no clue where to start.

Jack made his first edit on English Wikipedia at his friend Mo's house two years ago. They were looking up Satanism and dared each other to write 'hail satan' on the page. It got reverted in less than a minute but it was well worth the laughs for them.

Their new game is to add something that's not true to a Wikipedia page and see how long it stays on the article. They've actually gotten pretty good at it. Jack only edits anonymously, and if an IP gets blocked, it's not hard to get around it.

“ HAIL SATAN
lololol u mad bro?

The reason why Jack has been making all these silly edits is because he actually finds Wikipedia really interesting. Years from now, when he's out of school and more mature, there will be a day when he signs in with a username and becomes a trusted member of the community. Today is not that day.



When Jack and Mo hang out, they often see graffiti they can relate to.¹

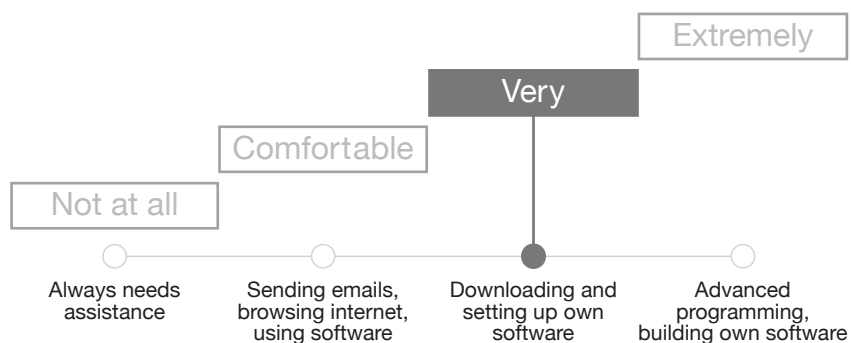


Along with 'vandalizing' Wikipedia pages, Jack has had his fair share of table art as well.²

??, 17 Reader

- 📍 Johanasburg, South Africa
- 📅 Student
- 📖 High School Student
- 🏠 Parents, 3 sisters?
- 🗣️ English, (What other languages?)

Technology Comfort Level



Devices

- 📱 Android?
- 💻 Windows ?
Laptop - (pay per minute at cafe)

Experience Goals

- Download content for later reading, so he is not rushed to digets everything.
- Download the content to read later, so can read several times without paying

End Goals

- Do well in school.
- Go to university

Challenges

- Must be fast online to not spend too much money for data.

About Jack

blablabla filler text

about having a bunch of sim cards and extra batteries - intermittent internet - old phone. (or is it a smart phone?)

how providers are different networks - have to be on airtel if mom and dad are - other people on other networks / sim cards

display of smarts about various providers

one phone shared with siblings? Uses the phone only a couple of hours per day?

works after school - everyone has a side job?
reads for school on phone?

“ *I always forget which sim card has zero on it.*



When Jack and Mo hang out, they often see graffiti they can relate to.¹



Along with ‘vandalizing’ Wikipedia pages, Jack has had his fair share of table art as well.²