Audience Map: Current Understanding

This map is a reflection of how we currently describe our ecosystem of audiences, including end users, intermediaries, and movement audiences. It maps audiences based on their role in the Wikipedia production flow—how they develop, maintain, and/or use Wikipedia. It defines audiences based on a functional and one-dimensional understanding, which may be constraining when determining how to better serve audiences.

**Note:** This map is not a scientific representation of our audiences and should be considered as a living document.

Created by the Wikimedia Foundation with the support of Reboot.

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**BUILD**

- **A. Knowledge Stewards**
  - 1. Educational organizations
  - 2. Research funders
  - 3. GLAM
  - 4. Partner research Institutions

- **B. Volunteers**
  - 1. Text contributors
  - 2. Content maintainers
  - 3. Media contributors
  - 4. Translators
  - 5. Tech volunteers
  - 6. Program volunteers/leaders
  - 7. Bureaucrats

- **C. Vandals**
- **D. Grantees**

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**DISTRIBUTE**

- **E. Funnellers**
  - 1. Publishers
  - 2. Content syndicators

- **F. Access Facilitators**
  - 1. WPO Partners (telecoms)
  - 2. Technology partners
  - 3. Wikipedia library partners
  - 4. Social media sharers
  - 5. Librarians
  - 6. Educators
  - 7. Offline distributors

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**USE**

- **G. Curious Info Seekers**
  - 1. Rabbit hole-ers
  - 2. Deep learners

- **H. Casual Learners**
  - 1. Fact finders
  - 2. Context finders

- **I. Unknowing Learners**
  - 1. Syndication readers
  - 2. Googlers

- **J. Tech Consumers**
  - 1. Tech re-users
  - 2. Organizations using MediaWiki

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**SUPPORT**

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

- **L. Infrastructure Stewards**
  - 1. WMF staff
  - 2. Affiliates
  - 3. Committees (FDC, AFFCOM)
  - 4. WMF board

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**INFLUENCE**

- **M. Rule Makers**
  - 1. Internet regulators
  - 2. Governments

- **N. Global Influencers**
  - 1. Journalists
  - 2. Bloggers
  - 3. Policymakers

- **O. Movement Institutional Allies**
  - 1. Partner organizations
  - 2. Implicit allies
  - 3. Contributing organizations

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**A. Knowledge Stewards**

These institutions share their resources with the world through collaborative projects with experienced Wikipedia editors and Wikimedia staff members.

**B. Volunteers**

Every month roughly 80,000 people edit Wikipedia and its sister projects, collectively creating, improving, and maintaining its nearly 40 million articles across hundreds of languages—this combined effort makes Wikipedia one of the most popular web properties in the world.

**C. Vandals**

People who edit the projects in ways that are intentionally disruptive.

**D. Grantees**

Individuals or small teams who organize, build, create, research, or facilitate something that enhances the work of Wikimedia’s volunteers.

**E. Funnellers**

Institutions that indirectly help deliver or distribute the content of Wikipedia and its sister projects.

**F. Access Facilitators**

Institutions that directly help deliver or distribute the content of Wikipedia and its sister projects.

**G. Curious Info Seekers**

Individuals who come to Wikipedia for shallow information needs (Fact-lookup and overview) rather than for deep information needs.

**H. Casual Learners**

Individuals who come to Wikipedia for shallow information needs (Fact-lookup and overview) rather than for deep information needs.

**I. Unknowing Learners**

Individuals who access Wikipedia and its sister platforms’ content on or through a third-party, and who may not realize they’re reading material from Wikipedia and/or other sites.

**J. Tech Consumers**

Individuals who are part of the movement or mission-based support.

**K. Financiers**

Institutions or individuals that provide movement or mission-based support.

**L. Infrastructure Stewards**

Institutions or individuals that use the technical products that fall under the Wikipedia umbrella.

**M. Rule Makers**

 Individuals who are part of the movement or mission-based support.

**N. Global Influencers**

People who have the ability to amplify our work and connect us to audiences around the globe through their own work or through their decisions that affect free knowledge on Wikipedia and beyond.

**O. Movement Institutional Allies**

Organizations that share similar values, are working on similar policy spaces, or provide movement or mission-based support.