

Explaining Wikipedia in Nigeria



WIKIMEDIA
FOUNDATION

Findings from Community Consultation

December 20, 2016 – January 10, 2017



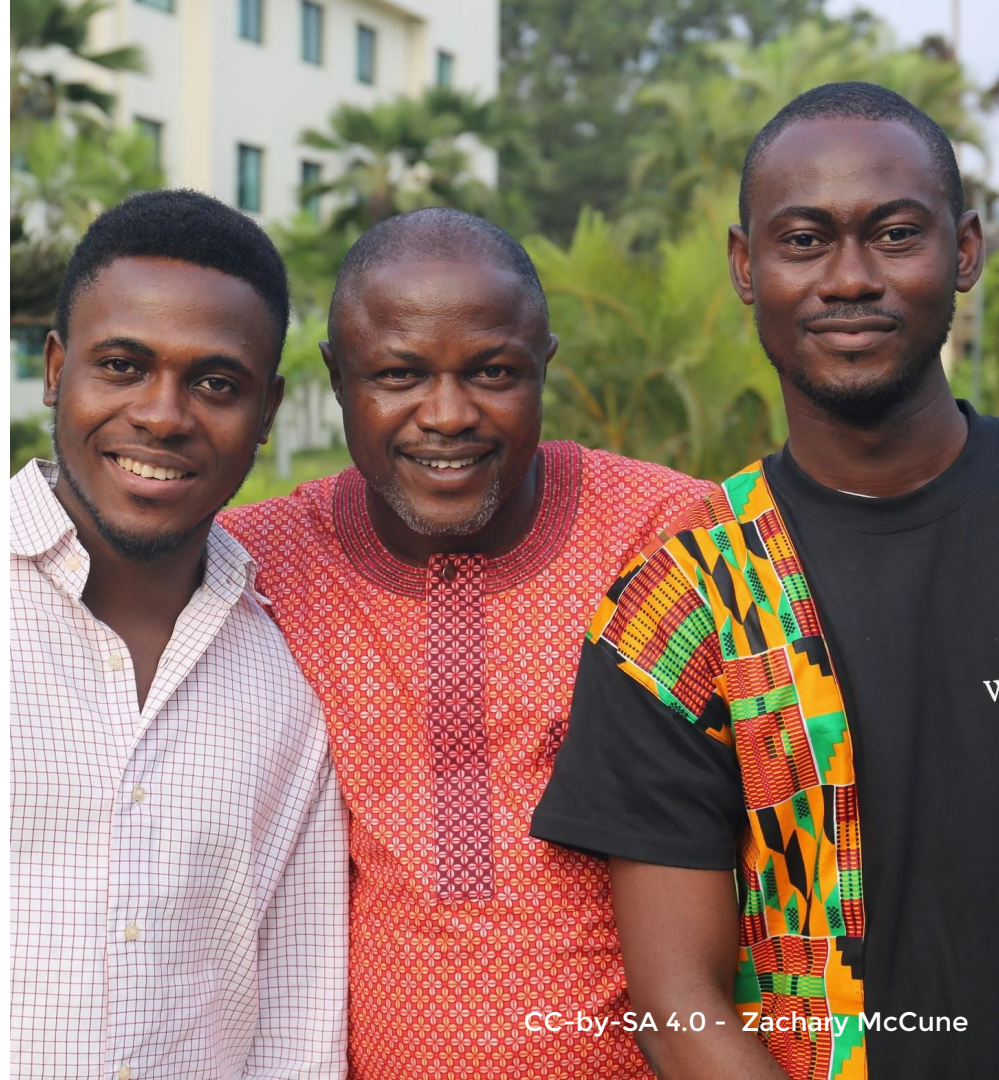
Our challenge

77% of Nigerians have never heard of Wikipedia

Full phone survey findings from Nigeria
https://meta.wikimedia.org/wiki/Global_Reach/Nigeria_survey

Our objective

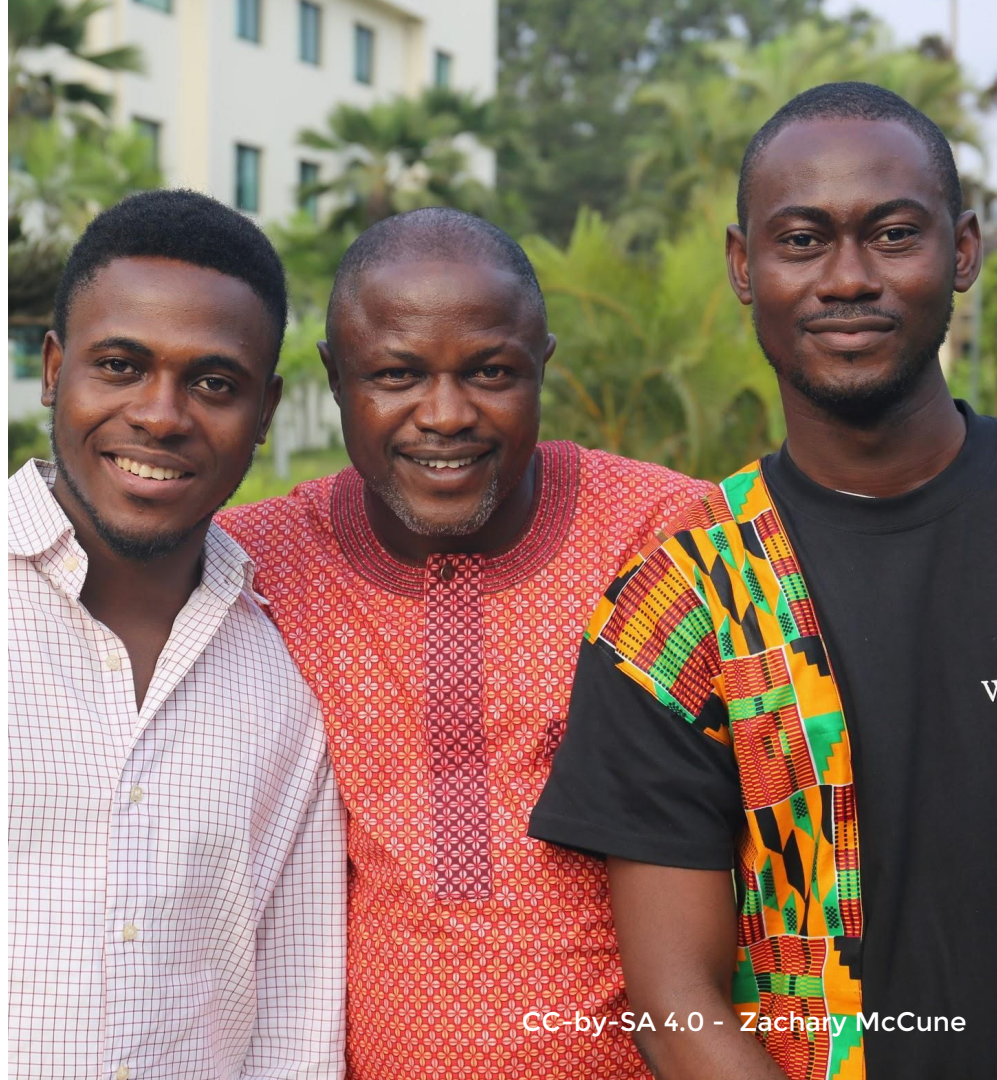
Determine the best ways to explain Wikipedia and its use cases to new readers in Nigeria by asking people who live and work there.



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Outcomes needed

1. A statement to reliably introduce Wikipedia
2. A set of clear and common Wikipedia use cases
3. Guidance on imagery to explain and promote Wikipedia
4. Recommended media formats for reaching and influencing people in target region



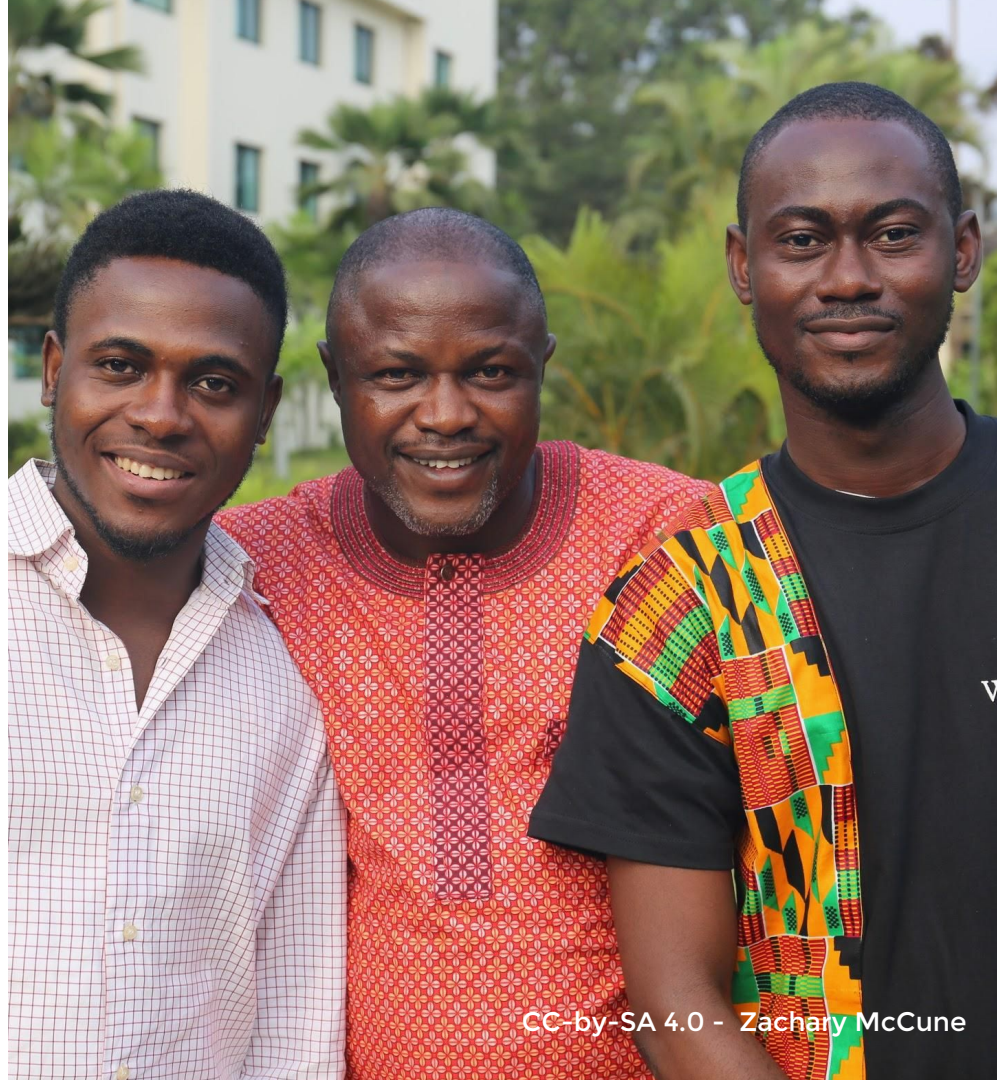
On Methodology

This study was pursued with a 9-question survey shared to Wikimedians in Nigeria via mailing list messages and Facebook posts.

It is neither exhaustive, nor statistically significant. Instead, this study collects guidance around common approaches Nigerians volunteers use in explaining and promoting the site.

The results shared here are summarized to show potential approaches to scaling messaging about Wikipedia across Nigeria. Review survey questions and methodology here:

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



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Survey findings

The background is a solid blue color with a pattern of white line-art icons. The icons are scattered across the page and include: a classical building with a pediment, a microscope, a kiwi bird, a map of North America, a film strip, a classical building with a pediment, a globe, a person wearing a hard hat, a satellite, a map of Africa, the Eiffel Tower, a globe, a pyramid, a map of Australia, a telescope on a tripod, a profile of a person's head, a planet with rings, a large letter 'W', a map of South America, a planet with rings, a profile of a person's head, a kangaroo, a map of Australia, a sphinx, and another kangaroo.

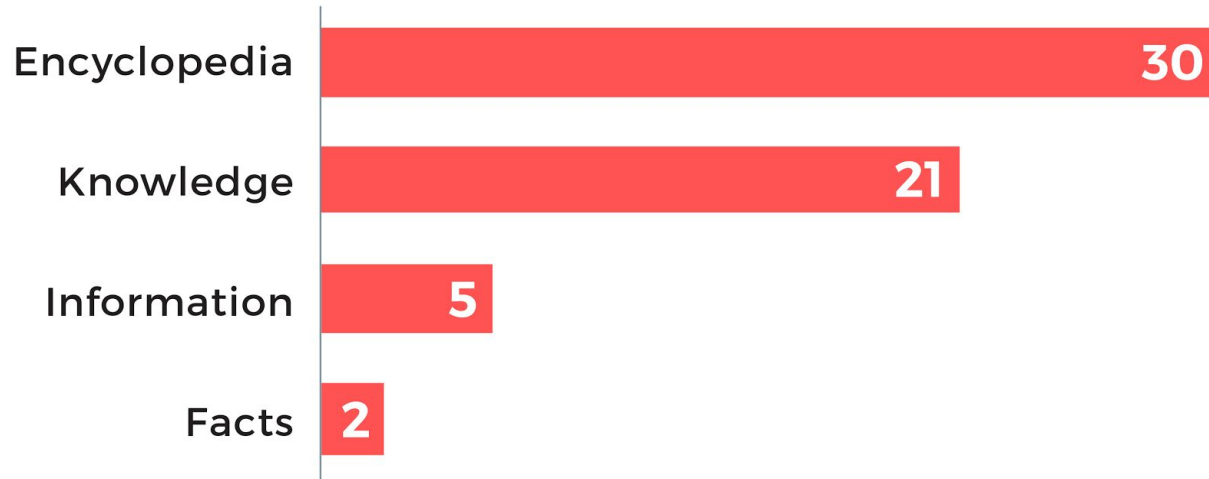


Outcome #1: Introductions to Wikipedia

Nigeria survey findings

Wikipedia in one word

There were 92 answers to this open text, free response question. These are all words repeated twice or more:



Nigeria survey findings

Wikipedia in one sentence

The following statement reflects the patterns used in responses: [cost call out] + [technology description] + [knowledge description] + [how people can use / participate in Wikipedia]. There is no definitive result here, just grouped patterns.

Free online library about almost everything



digital
Internet
Collaborative
Open source



encyclopedia
database
knowledge hub
resource
research tool



always being updated
to answer all your questions
that everyone can edit
expanding all the time
where you can learn anything

Nigeria survey findings

If Wikipedia were a person it would be a...

Across 92 open text, free responses these personas/characteristics were repeated twice or more:



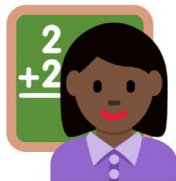
Know-it-all

(24 responses)



Generous

(11 responses)



Teacher

(5 responses)

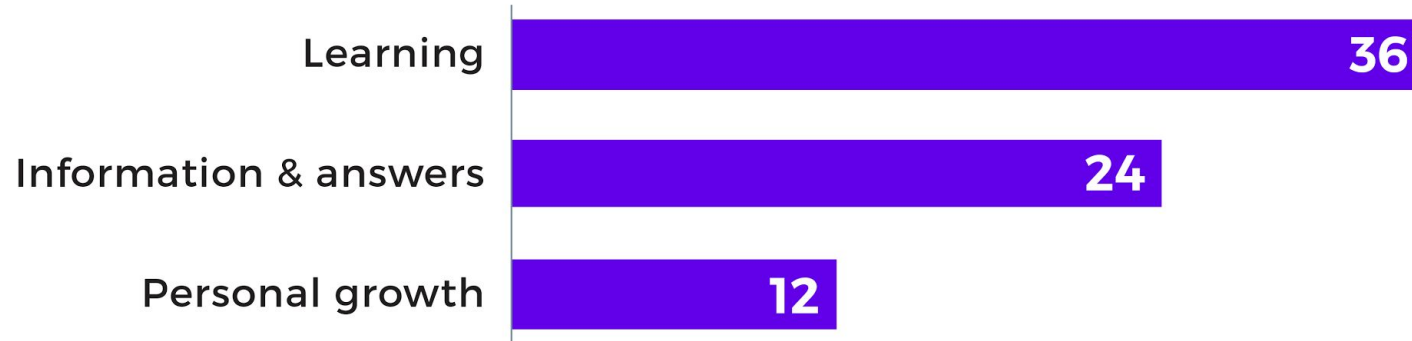


**Outcome #2:
Wikipedia use cases**

Nigeria survey findings

Try Wikipedia, it's great for...

From 92 open text, free responses there were 3 topics suggested 5 times or more:



Nigeria survey findings

One thing to know about Wikipedia

From 92 open text, free responses there were 4 topics suggested 5 times or more:



Information & answers

“If you want to know something, Wikipedia has the answers”

(20 responses)



A place to learn

“You can learn about anything”

(19 responses)



Made by people

“It’s written by people like you”

(14 responses)



Free to use

“It is 100% free!”

(6 responses)



Outcome #3: Visualizing Wikipedia

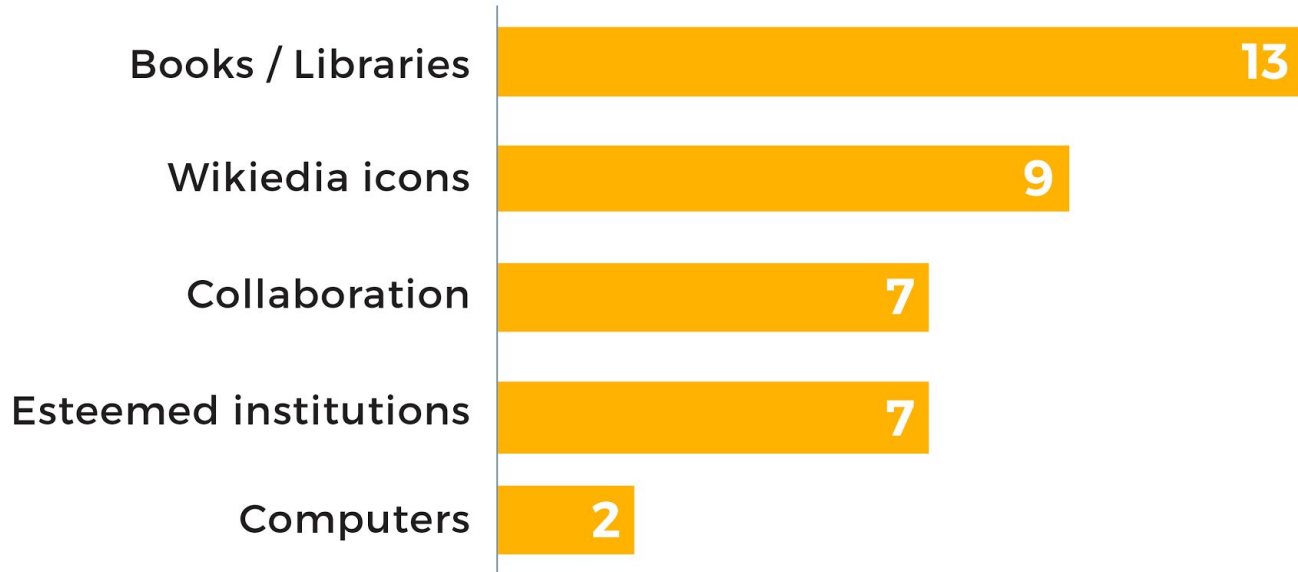
Guidance on imagery to explain and promote Wikipedia

Over a third of respondents (33 people) shared a web link to a visual item they felt explained Wikipedia. The linked materials featured books, libraries, Wikipedia icons and screenshots, illustrations of people working together, and jokes.



Imagery themes used to explain Wikipedia

In reviewing the 33 suggest images, 5 visual tropes were repeated twice or more:

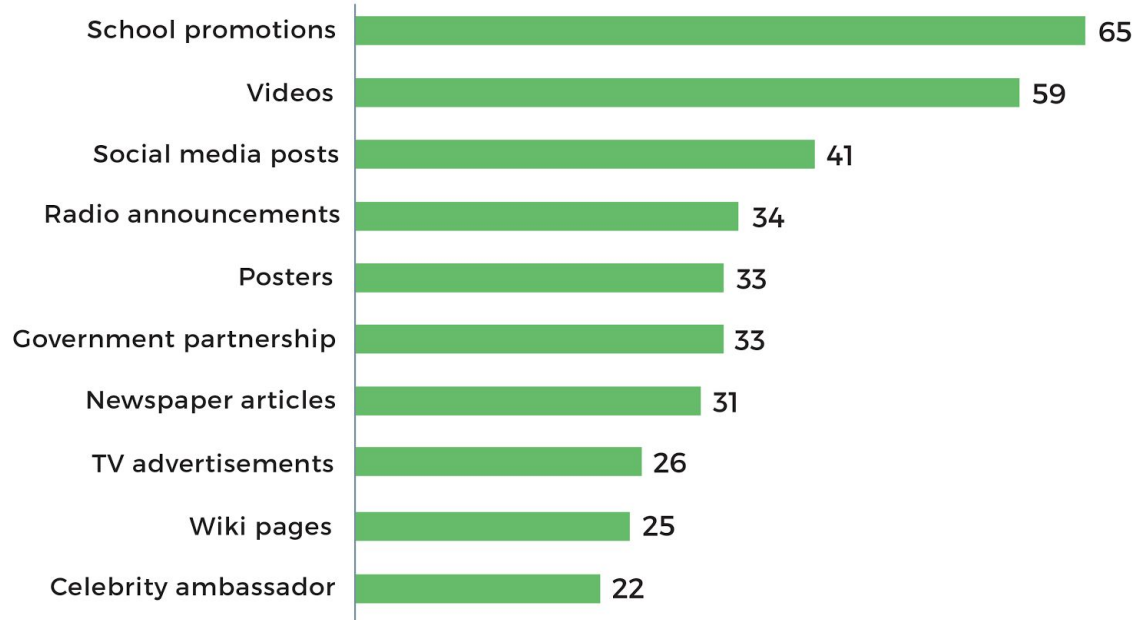




**Outcome #4:
Recommended
media formats**

Recommended approaches to promote Wikipedia

Respondents were asked to select as many as applied from a predetermined set of 10 promotional approaches:



About participants

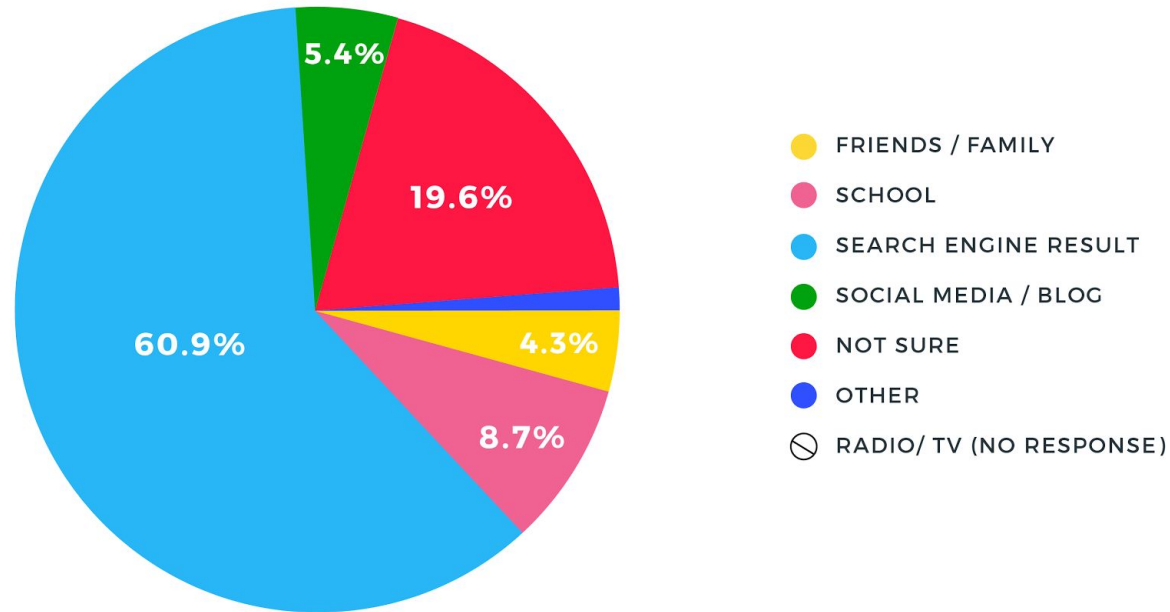


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Nigeria survey findings

How did you learn about Wikipedia?

This question was asked to discover how Community members in Nigeria first discovered Wikipedia, allowing assessment of what is already working





Learn more:

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