

# What we know about New Readers in India



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FOUNDATION

Two young girls in school uniforms are reading books. The girl on the left is wearing a pink headband and a light blue jacket over a blue shirt. The girl on the right is wearing a red and white patterned headband and a light blue jacket over a blue shirt. They are both looking down at their books, which have Arabic text and illustrations. The background is a plain, light-colored wall.

**We want to learn more about  
potential Wikipedia users**



**WIKIMEDIA**  
FOUNDATION

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# ‘New Readers’

- Needs for info seeking, especially online
- Habits for info seeking online, and for interacting with Wikipedia
- Existing sources of information and why they are used and trusted.
- Existing perceptions and knowledge of Wikipedia
- How current Wikipedia functionalities support or inhibit online learning

**How do they find information?**

**How can Wikipedia help?**



Full set of project objectives can be found at  
[https://meta.wikimedia.org/wiki/New\\_Readers/Priorities](https://meta.wikimedia.org/wiki/New_Readers/Priorities)

# In 2016: 3 country focus



**Mexico**



**Nigeria**



**India**



**Community**

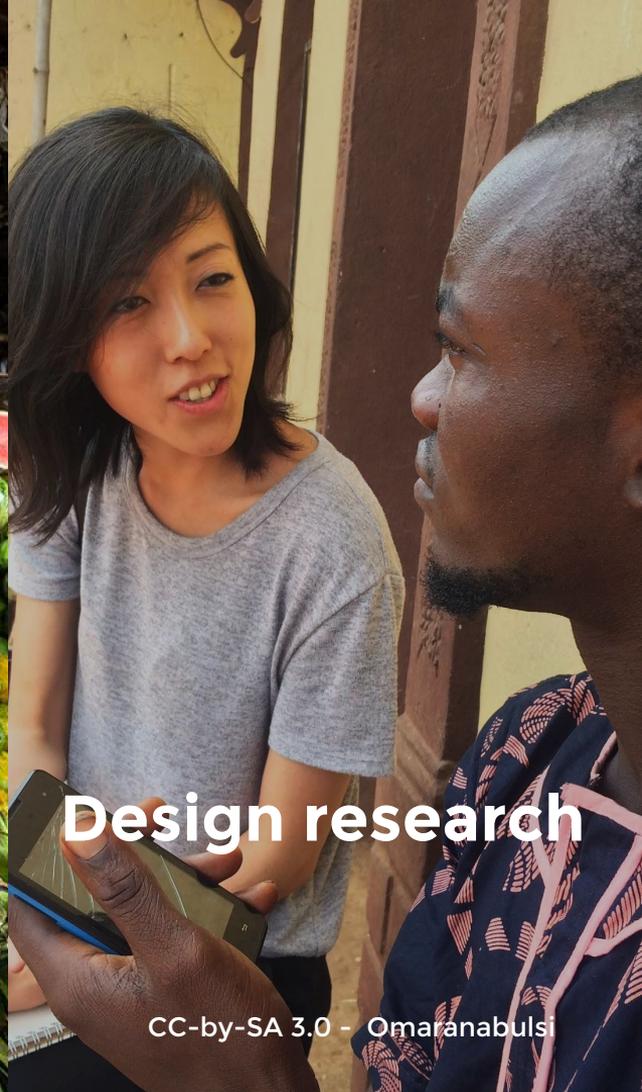
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**Phone surveys**



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**Design research**

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# New Readers in India



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# Community



# Community Consultation

- April 22, 2016: Chat with CIS at Wikimedia Conference Berlin
- May 11, 2016: Posting to Village Pumps and Wikimedia India mailing lists
- May 12, 2016: Conversation with Yohann Thomas

**Community conversations**

>>

- **Hindi**
- **Tamil**
- Bengali
- Punjabi
- Malayalam

**Informed language focuses**

# Phone surveys

# Phone surveys

- Why call phones for a survey?
- Partnership with VotoMobile
- Survey locations chosen
  - India, Mexico, Nigeria, Brazil, Egypt, Ghana
- Challenges of India survey
  - 12 Languages used across 7 regions of India

# Phone surveys

## Question categories

- Awareness and use of Wikipedia
- Internet usage
- Mobile questions
- Basic Demographics

## Scale and Methodology

- Number of calls
- Proportional representation
- Avoiding Bias

# Phone survey - India highlights

Results from 6000 completed surveys to mobile phone users across India -  
June 2016

- 75% of respondents had *never* heard of Wikipedia
- 43% of respondents say they have an internet-capable phone
- 64% of respondents say they use the internet
- More to cover in next presentation...



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# Design research

an apprehension  
ward believing  
everything that  
Wikipedia says  
said less of  
emmed high  
ility.

Does not like  
gets even  
by)  
ous info.  
is the  
needs/likes  
it.

Search from  
was  
nd  
icles,  
1,  
do

Work w/ gov. for  
Data Collection:  
1) who collects  
data  
2) how accurate  
data  
3) how fast  
needed

3 types: ① GPS ② P  
③ open data kit -  
(Voting)

Learning and  
Inspiration Starting  
point is often  
a colleague, friend  
etc. He then pairs  
this with his deep  
Online research.  
e.g. Tech choice - Farth  
+ Nexus 4; WP;  
International conference

Has laptop  
iPads mostly uses,  
Smartphone - Android

MADHUSUDAN  
MODERATE TO  
+ HIGH ACCESS TO  
INTERNET  
MODERATE TO  
+ HIGH KNOWLEDGE  
ON WIKIPEDIA

is biased towards  
Sri Lankan views  
w/c  
① won award  
from S Lanka  
② Candolage may  
sent fr S Lankan  
politician

While he is  
enjoying searching  
in English, he still  
uses Tamil in  
various (whatsapp,  
news) aspects of  
his online  
experience.

Yennachar paper  
(reaches 5.5 lakh  
daily circulation) ->  
wanted to get into  
English medium.  
Targets English learners  
who are upgrading  
mobile, aspiring to go  
to US. "Mass not niche"  
"Not a Naseerudin  
Shah play, more like  
Salman Khan." 46

For current  
events he goes  
online because

Mohd. Yakub  
Internet - unlimited  
Wiki - moderate

High access  
- High Knowledge  
of WP

WP -  
Blogs give better  
Info. Personal experience  
is important.  
When Google, WP is  
first choice. But  
not too much info. e.g.  
sample times  
"For global info, yes  
WP is good, but for  
local info, blogs are  
the best"

Study vs. Pakistan  
Self-learner  
e.g. Stock market -  
learned through  
books, TV (news - ZeeBz,  
Bloomberg, CNBC),  
and internet (Google).  
Looks for trends,  
company info. Demand/supply  
e.g. "I was interested in  
it and was bought by  
Tech Mahindra"

Reads Newspapers  
gets books  
This content in  
books is good for  
static subjects  
like history,  
Calculation of  
(offline info) 5

Lang - Comfortable  
in Eng high medium  
∴ teaching medium  
was English (SCHOOL)  
Wife comfort in Hindi  
∴ Hindi Medium (SCHOOL)

News Breaks  
on Twitter  
- She used to tweet  
a lot. Likes to talk  
W - e.g. people tweet  
@ Sushma Swaraj -  
Foreign Affairs  
minister, if they are  
in trouble, if they are  
abroad.

First WP job = TCI  
- 21 yrs old, Bombay  
- opted for features  
b/c not odd hours  
- ta not get too attached  
w/c husband's job may  
force them to shift  
cities  
- First Feature - ab  
ordinary man volunteering  
to regulate traffic

Lalitha  
- High access  
- Moderate to  
High Knowledge

Mohd. Yakub  
unlimited internet  
wiki mod. civil  
prep for UPSE success  
8 hrs/day studying  
MBA complete 26%  
Yakub 5  
HDFC Bank - worked there  
Laptops @ work take  
it home to educate  
family members.

Books  
Sources for  
Static content, like

High access  
- High knowledge

became a journalist  
CRCA  
Told kids not to  
watch TV/videos  
growing up and  
still doesn't allow  
cell phones at  
dinner table.  
"When you eat, you  
relax and can  
be yourself."

father encouraged  
to read The Hindu -  
father = both  
traditional + different

Searching takes  
a lot of time  
and he prefers  
not to search  
and instead  
goes to  
comprehensive  
sites - 5

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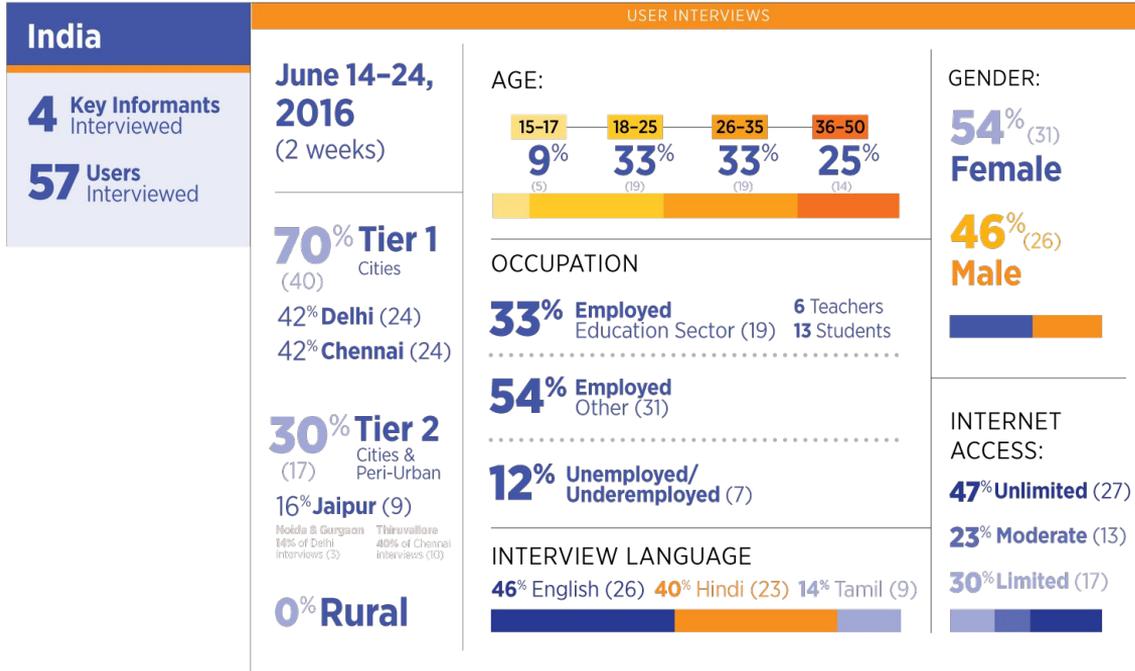
35

35

35

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# We talked to...



# What we did...

## Ethnographic interviews

Semi-structured individual interviews lasting up to 1.5 hrs

Conducted in context and in private—e.g., in respondents' homes, workplaces, or other natural locations.

## User observations & demonstrations

Guided observations of respondents as they live, work, and use different products to identify otherwise unarticulated needs, motivations, habits, and challenges that may be otherwise subconscious.

## Key informant interviews

Interviews with experts in who have insights into market dynamics, user behavior, and other relevant topics.

Experts were from the fields of technology, education, media, and telecommunications.

# Key findings

# Information Seeking

- People seek news and actionable information first, and context second.
- Visual content and design helps attract and win over users.
- People don't need to trust an information source to find it useful.



# Accessing the internet

- Constant, individual internet access is not the norm for all.
- Mobile tech dominates for getting online, and Android is the platform of choice.
- Cost remains a barrier to widespread internet penetration.

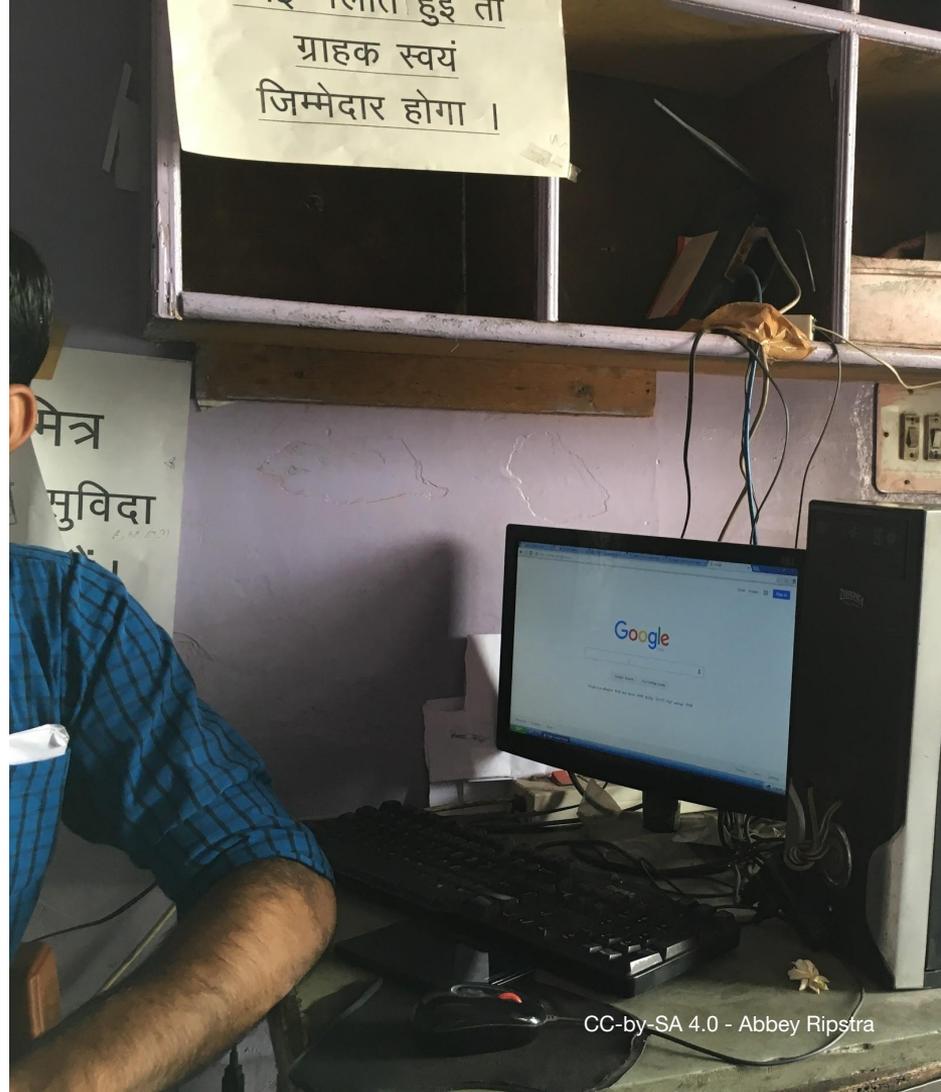


# Understanding the internet

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

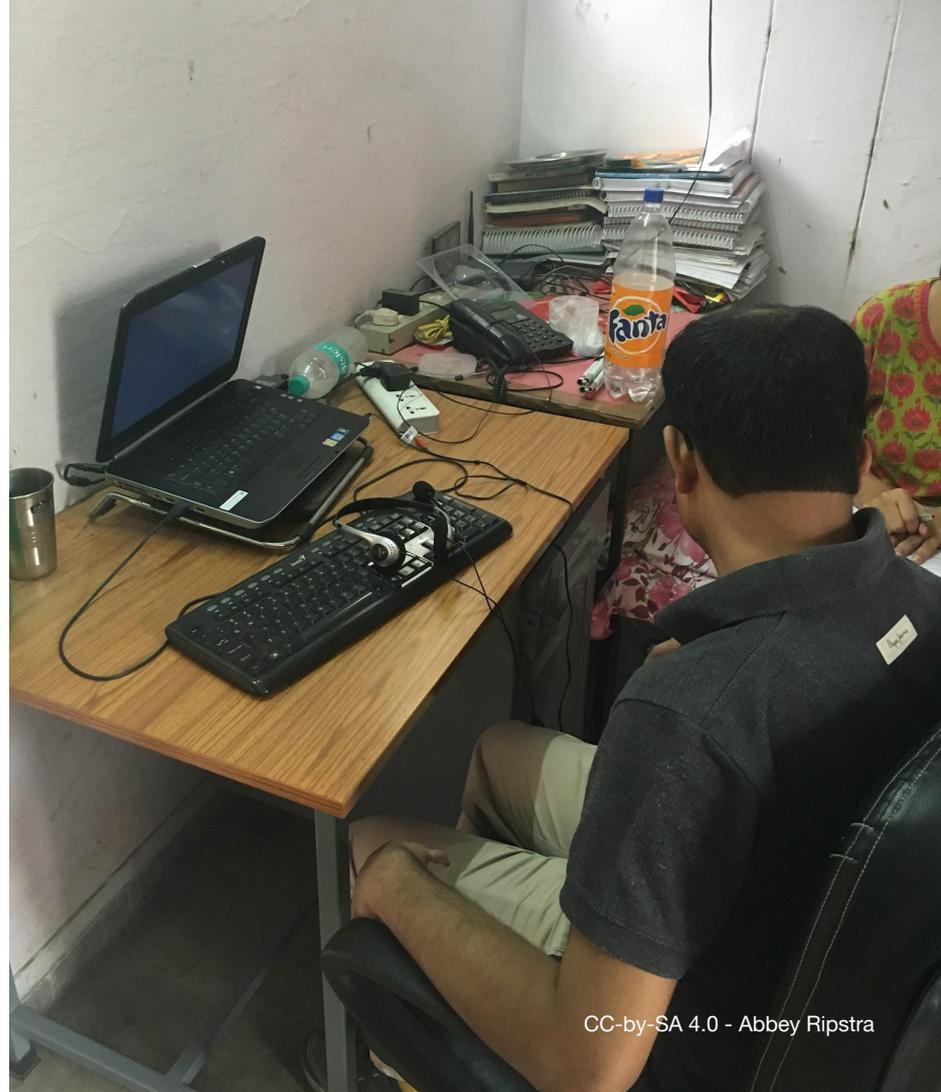
Example patterns:

- a. Students from Teachers
- b. Wives from Husbands
- c. Parents from Children



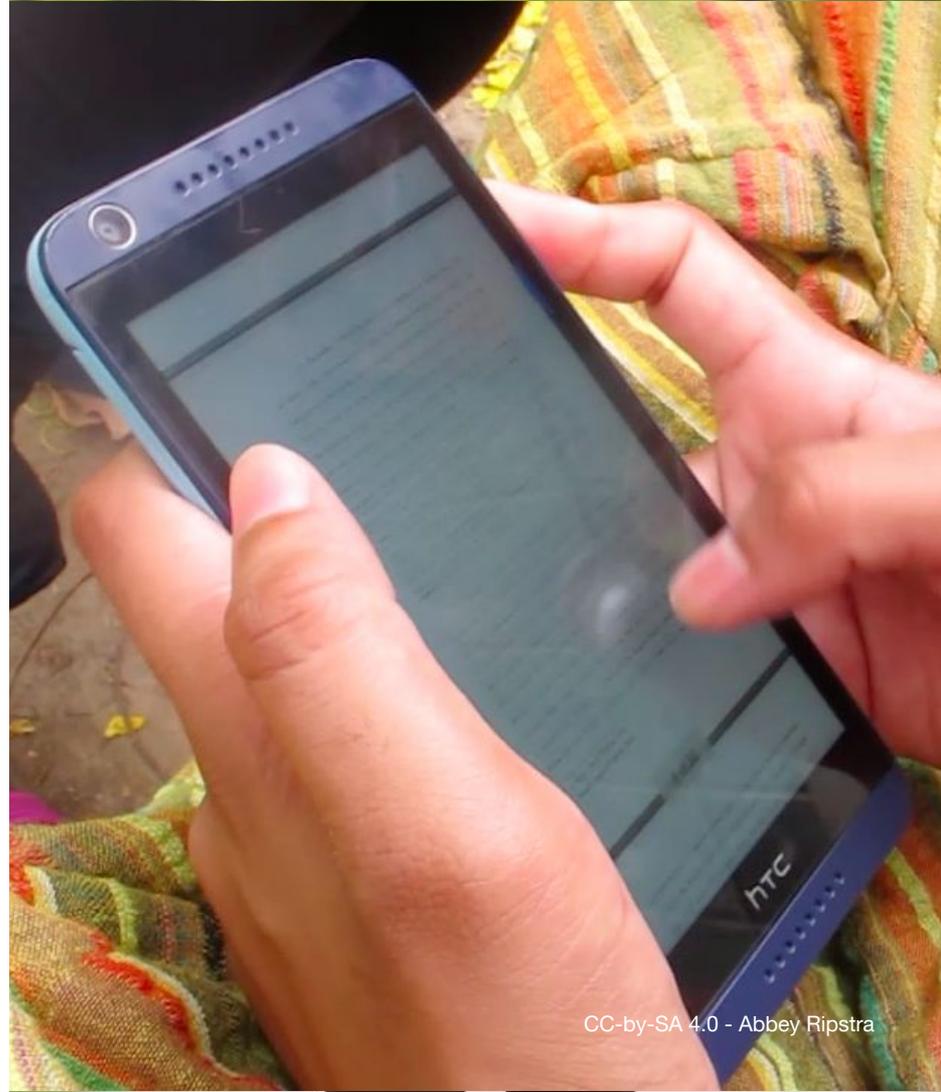
# Using the internet

- People are using the internet in English, without expecting otherwise
- Mobile apps have exploded in popularity, led by messaging and social media
- Students and educators have conflicting views on how the internet can support formal education.



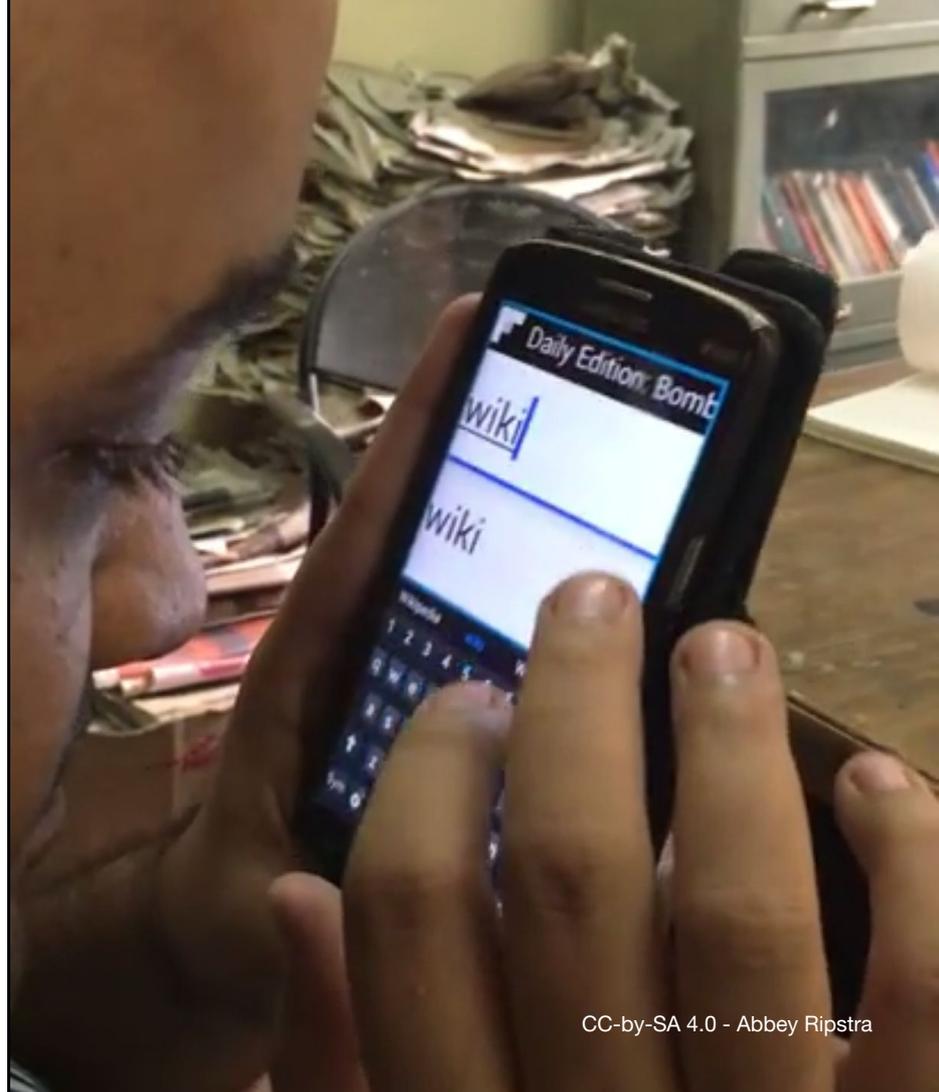
# Getting info. online

- People trust online search (and Google in particular) to get them what they need.
- In an era of search-led, task-oriented browsing, there is little loyalty to specific web properties—unless they relate to personal passions.



# Using Wikipedia

- As a brand, Wikipedia is not widely recognized or understood. People are Wikipedia readers without realizing it.
- Wikipedia readers are generally task-oriented, not exploration-oriented. Wikipedia is seen as a utility, and not a destination in itself.







NAME:

**Kumari**

AGE:

**19**

FROM

**Nearby Village**

LIVES:

**Madanpur Khader, India**

OCCUPATION:

**Recently enrolled at  
Computer Center**

Awareness of Wikipedia



Access to Internet

## BIOGRAPHY

Kumari is a new student at an NGO-run computer center in a re-settlement colony on the outskirts of New Delhi. Her family was relocated to the colony seven years ago from their home on banks of the Yamuna River. When they first arrived, there was no water or electricity, and the school was nothing to write home about. Now, there is electricity most of the time, but Kumari or her mom still have to wait in long lines to buy water from water tankers. One day, while waiting in line, a neighbor told them about a community organization starting a three-month computer training program for only Rs 200 (\$3.00). Kumari was interested in the program and had free time now that she was out of school. She mentioned this to her grandmother, who in turn encouraged her parents to enroll her, citing the low cost and increased job potential.

Kumari is shy and seeks information from her family and close friends. She lives with her parents, two grandparents, and two younger brothers, who are 5 and 10 years old. She gossips about neighbors with her mother and gets life advice from her grandmother.

Kumari's father gave her his old smartphone, which she shares with her 10-year-old brother. Her brother and his friends play games on their phones all the time; once in a while, he will teach her a few games. Her favorite is a farm simulation game. If she asks, her mother will usually buy her a small data plan to chat with friends on WhatsApp and Facebook—it's the primary way they update each other on what is new. She also browses clothing stores online, but does not buy anything because no one in her family owns a credit card—her grandmother and parents are wary of getting scammed. She enjoys shopping for clothes at the mall and in the market.

Kumari is excited to learn how to use computers because she knows such skills can help her get a good job. She hopes the NGO will employ her at the end of her training, like they did her neighbor. The computers in the center are WiFi-enabled, so she hopes to learn more about the internet and what else it can do. After a few classes, she has already learned how to use Google and search for any English word. Her English is very limited, but her classmate showed her how to type "in Hindi" at the end of every search to get information in Hindi. She's now been doing this to find information on Shahrukh Khan, her favorite movie star, and read about his new movie *Pan*.

## DEVICE USE



### Forme Discovery P9

**PRIMARY USE:** WhatsApp, Facebook, and occasionally browsing clothing stores. She can text, but prefers voice calls.

**DETAILS:** Shares her phone with her 10-year-old brother. Mother will buy her Rs 28 (\$ 0.30) of data every few weeks to a month so that she can use social networking sites.

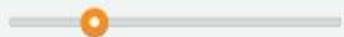


### Computer in her classroom

**PRIMARY USE:** Learning basic computer and internet skills.

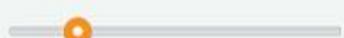
**DETAILS:** WiFi-enabled and free to use when she is in class, since the cost is included in her tuition.

Low Digital Confidence



High Digital Confidence

Low Economic Status



High Economic Status

She does not know what Wikipedia is but has seen the name come up in her recent searches. She would need significant guidance in navigating any of Wikipedia's features.



NAME:

**Sandeep**

AGE:

**28**

FROM

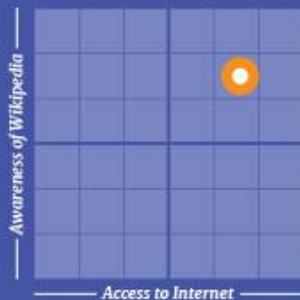
**Maharashtra, India**

LIVES:

**Delhi, India**

OCCUPATION:

**Research Scholar**



## BIOGRAPHY

Sandeep is a PhD student at Jawaharlal Nehru University (JNU), a leading liberal arts university located in Delhi. He has always been dedicated to his studies because he believes in the value of a good education. He enjoys spending time with his professors and even thinks of them as friends.

Sandeep was introduced to computers in secondary school. He attended one of the most reputable English-medium private schools in his state, one for the children of military parents. There, he learned to type, conduct online research, and create high-quality reports and presentations.

His parents gave Sandeep a feature phone when he moved to Delhi to pursue a Bachelor's in History, because his mother wanted a means to stay in touch with him. After graduation, he enrolled in a Master's at JNU, and his friends convinced him to buy a smartphone so they could communicate on WhatsApp. Sandeep was initially hesitant to spend his meager JNU research stipend (Rs 3,000 or \$45 a month), but agreed to buy it after one of his professors hired him for a research project. His friends recommended he buy an LeEco Le 1s Android phone (Rs 12,000 or \$180) because it was a good value.

When on campus, Sandeep uses JNU's WiFi—he even has a private WiFi connection in his hostel room. When he's off campus, he has a data plan to access the internet on his phone. He uses a Dell laptop for research, writing, and studying for exams. He relies on his professors for academic information, but also supplements what they provide through Google searches and reliable sources (including JSTOR.org and EPW.in, Economic and Political Weekly) recommended by his professors and peers.

For any research project, Sandeep begins by searching on Google. He typically starts with relatively broad search terms and, based on the results they yield, will make his queries more targeted over time. During his Master's program, he learned what types of sources can be trusted. As a result, he will only use Wikipedia for topic overviews and as a source for references.

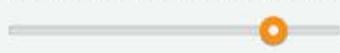
Sandeep's English is at near-native proficiency; as a result, he usually has no problem finding what he needs online. He uses a translation app for esoteric and unfamiliar English words, but those are few and far between. The only time he remembers searching in a language other than English was when he was doing a project on a local political movement in rural Maharashtra.

Low Digital Confidence



High Digital Confidence

Low Economic Status



High Economic Status

## DEVICE USE



### LeEco Le 1s Android smartphone

**PRIMARY USE:** Voice calls, WhatsApp, following conversations between friends but rarely participates himself.

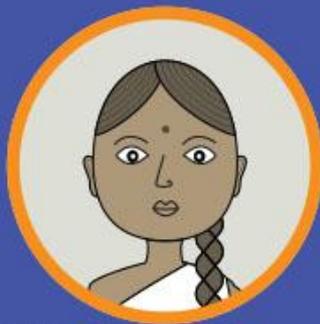
**NETWORK:** Internet usage is mostly via WiFi on university campus because it is free. Maintains data on his phone in case WiFi on campus is too slow or goes out. He pays Rs 288 a month for his plan.



### Personal Dell laptop

**PRIMARY USE:** Uses it for research, writing papers, etc.

**DETAILS:** Goes online in his hostel, and carries it to campus where he accesses the university's internet.



NAME:

**Shilpa Bothra**

AGE:

**48**

FROM

Bhilwara, India

LIVES:

Jaipur, India

OCCUPATION:

Homemaker/Tutor/Artist

Awareness of Wikipedia



Access to Internet

## BIOGRAPHY

Shilpa is an artist who taught herself how to paint in the traditional style of the Bhilwara region, where she grew up. She moved to the state capital, Jaipur, after marrying a clothing salesman. She supplements the family income by working as an art tutor for the neighborhood children. Her husband owns a desktop computer and has an Airtel WiFi modem at home.

Shilpa is very social, and it was her friends who first convinced her to go online. They installed Facebook and WhatsApp on her phone so that they could all stay in touch. She has also found the internet useful for her art. Her husband installed the YouTube app on her phone and showed her how to search for video tutorials on new painting techniques. A few loyal customers successfully encouraged her to sell her paintings on Facebook.

Shilpa speaks Hindi and Marwari, a regional language spoken by her family; but her main sources of news are in Hindi, which was her medium of education. She watches Hindi news on TV and reads the *Rajasthan Patrika*, a Hindi newspaper. Her husband can read English newspapers but subscribes to the Hindi versions for her and her mother-in-law, who lives with them.

Shilpa is very proud of her two children: Gagan, who is studying commerce in 12th grade to become a businessman like his father, and Savita, who is completing her Bachelor's in History at JNU in Delhi. She stays in touch with Savita usually via WhatsApp chat and voice calls. Her children don't have the patience to teach her how to make better use of her phone, so she sticks to familiar apps.

Last year, Shilpa's husband installed UC Browser Mini on her phone and told her that it is the fastest search engine, but she rarely uses it. She found the UC Browser notifications annoying, so he did something to minimize their appearances. Her husband used to help the children with school projects on the desktop computer at home; and by watching them, Shilpa learned how to search on Google. But today, if she needs to find information online, she still asks her husband for help because his English is much more advanced than hers, and he knows which links to click.

She has never heard of Wikipedia and cannot recall ever using it.

## DEVICE USE



### Xolo Era smartphone

**PRIMARY USE:** Social networking via WhatsApp and Facebook. Selling artwork via Facebook. Learning painting techniques on YouTube.

**NETWORK:** Only uses her phone to go online while at home, when she can connect via the Airtel modem. Rarely leaves her home, so she does not have data on her phone.

**DETAILS:** Her husband bought her a phone with a large screen to make it easier for her to type and view images.



### Desktop computer

**PRIMARY USE:** Husband used it to help their children with school projects.

**DETAILS:** Husband uses it to search for information for her when asked.

Low Digital Confidence



High Digital Confidence

Low Economic Status



High Economic Status



Original Status



Current Status



# What happens now?

## Research

Community consultation  
Phone surveys  
Design research Fieldwork

## Synthesis

**Analyzing data**  
**Sharing findings**  
Prioritizing opportunities

## Application

Community collaboration  
Building solutions  
Testing & evaluating

**We are here**

## Research

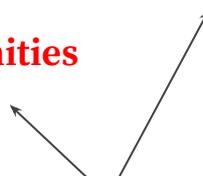
Community consultation  
Phone surveys  
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## Synthesis

Analyzing data  
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## Application

**Community collaboration**  
**Building solutions**  
Testing & evaluating



**We need you!**



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Thanks!



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