GLOBAL SOUTH USER SURVEY 2014

FULL DATA REPORT

SUMMARY

The Global South User Survey 2014 is a survey that was planned and conducted by the Wikimedia Foundation during the second half of the year 2014, in order to understand the statistics and needs of our users (both readers, and editors) in the regions listed in the WMF's New Global South Strategy.

The survey questions were made visible to Wikimedia users in the the following countries, and in the specific languages:

1. Mexico and Argentina (Spanish)
2. Brazil (Portuguese)
3. Egypt, Jordan, and Saudi Arabia (Arabic)
4. Vietnam (Vietnamese)
5. India (English, Hindi, Telugu, Kannada, Tamil, Malayalam, Bengali, Gujarati)
6. Turkey (Turkish)
7. Philippines (English, Tagalog)
8. Indonesia (Bahasa Indonesia)

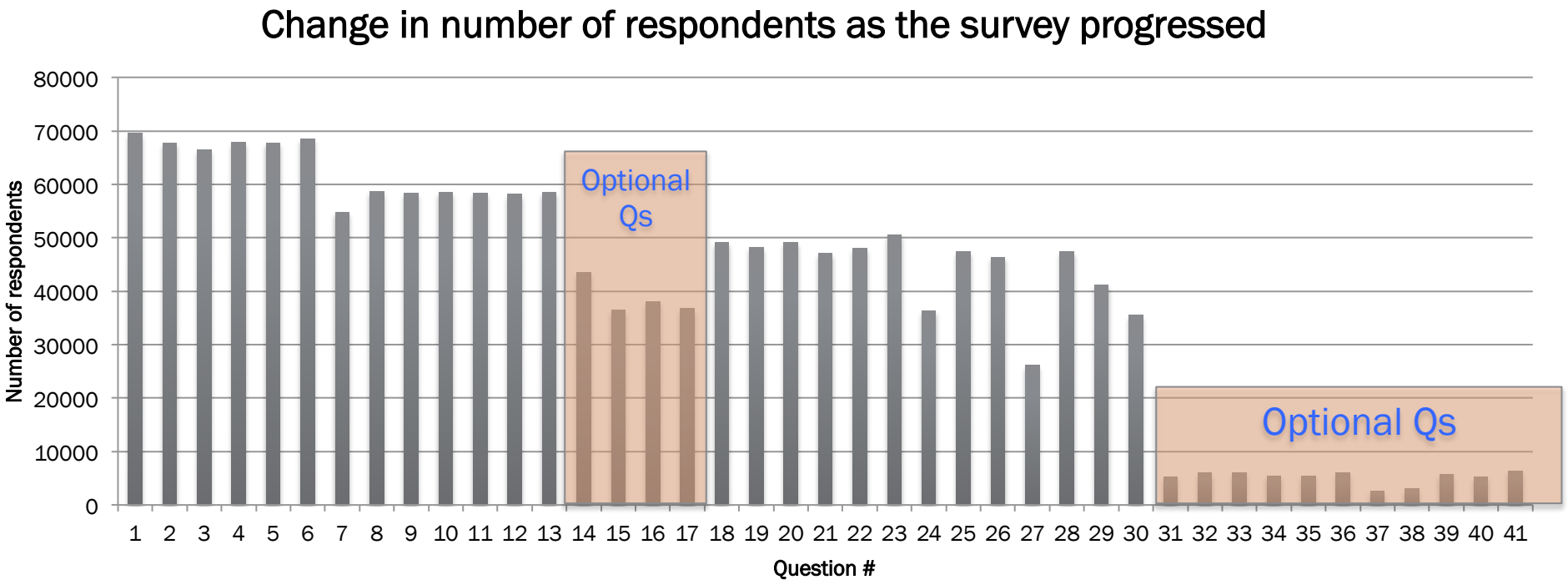
GENERAL SURVEY DATA

SURVEY STATS I

- Total Responses : ~101,000
- Dropout rate : 53%
- Surveys completed: ~47000
- Survey open duration : Oct 31 - Nov 14 (15 days*)
- Average response duration : 13 min

* Due to the large population, the survey was opened only for 4 days in India & Brazil, and 10 days in Turkey, Mexico, and Argentina., while it was open for the entire period in the rest of the countries and regions.

SURVEY STATS II



ANALYSIS

In addition to the overall survey population, the analysis was performed to consider various domains of respondents based on :

1. Countries of residence
2. Contributors to Wikimedia projects vs. Readers of Wikimedia projects only
3. Female respondents vs. Male respondents
4. Respondents who use computers to access the internet vs. those who use mobile devices
5. Students respondents vs. respondents who are not currently students
6. Respondents who spend more than 1 hour/day on the internet vs. those who spend less than 1 hour/day.

DOMAIN DEFINITION I

Chart code	Description	Avg. Number of responses
All respondents	All respondents to the survey	69,535
Contributors	Respondents who identified themselves as contributors to Wikimedia projects	10,061
Readers Only	Respondents who responded the the survey, but didn't identify themselves as contributors	51,317
Female	Respondents who identified their gender as "Female"	15,535
Male	Respondents who identified their gender as "Male"	49,738

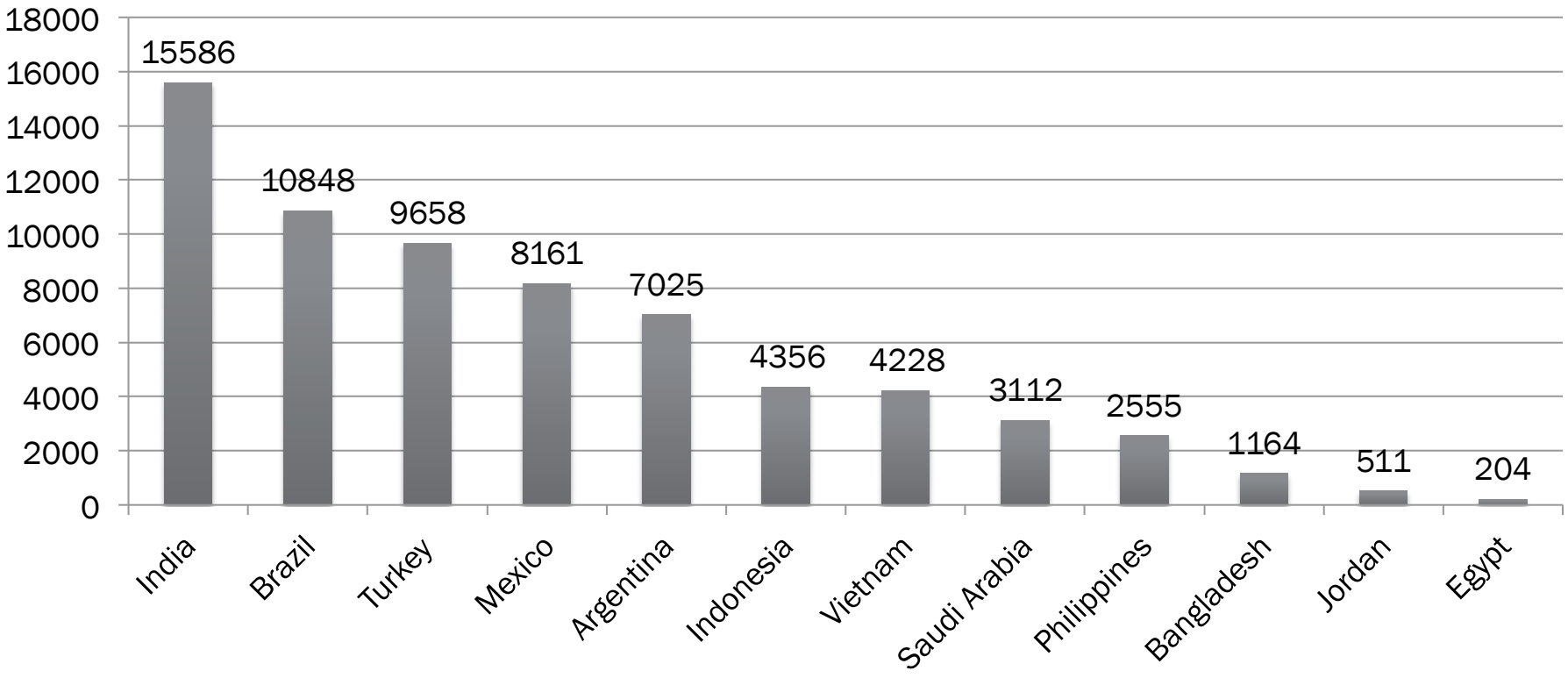
DOMAIN DEFINITION II

Chart code	Description	Avg. Number of responses
Computers	Respondents who selected computer devices (Desktop or laptop) as the only mean to connect to the internet.	14,071
Mobile	Respondents who selected mobile devices (tablets, smart phones, and feature phones) as the only mean to connect to the internet.	11,394
Computers & Mobile	Respondents who said that they use both Computers and Mobile devices to connect to the internet.	51,317
Students	Respondents who said that their current work status is “Student”	37,082
Non-Students	Respondents who said that their current work status is not a “Student”	32,453

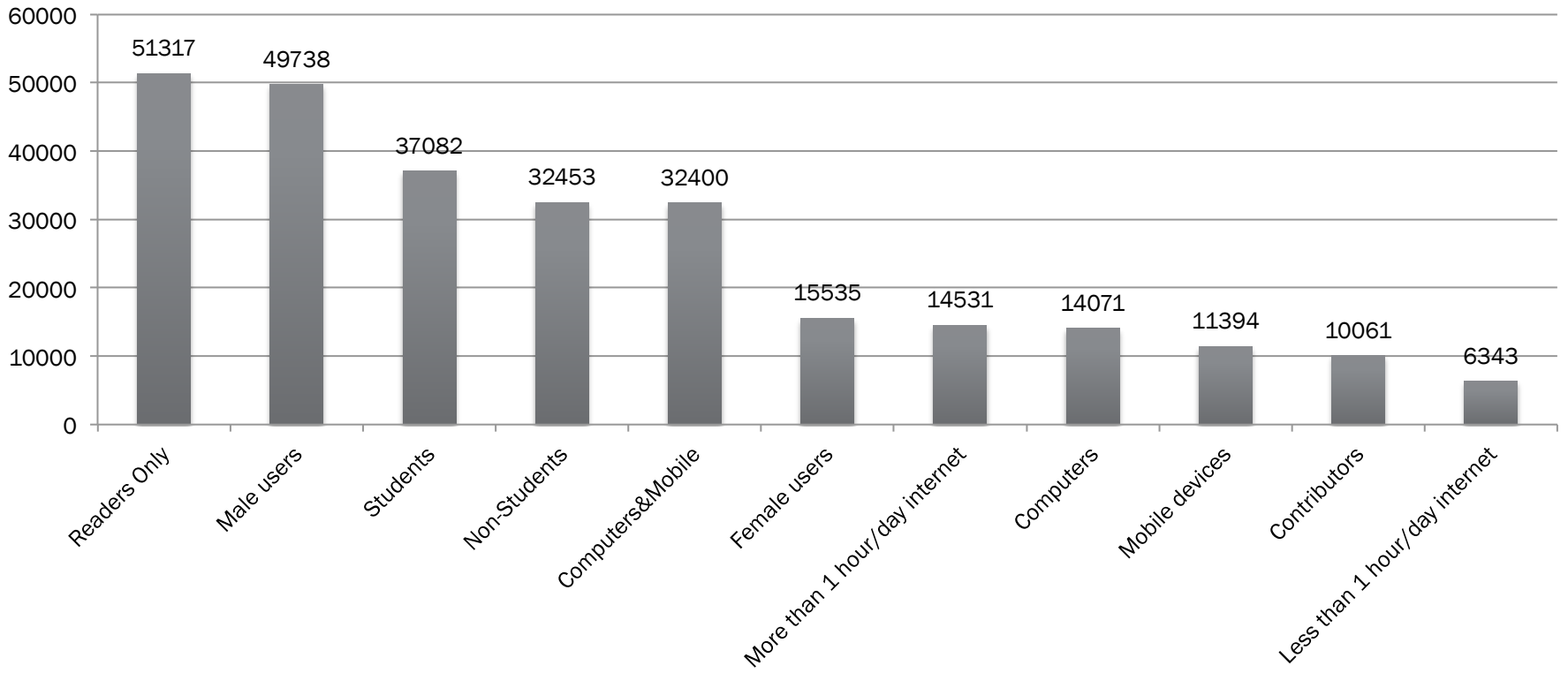
DOMAIN DEFINITION II

Chart code	Description	Avg. Number of responses
More than 1 hour/day Internet	Respondents who said that they spend more than 1 hour per day using the internet.	14,531
Less than 1 hour/day Internet	Respondents who said that they spend less than 1 hour per day using the internet.	6,343

DOMAIN SIZE I



DOMAIN SIZE II



DEMOGRAPHICS

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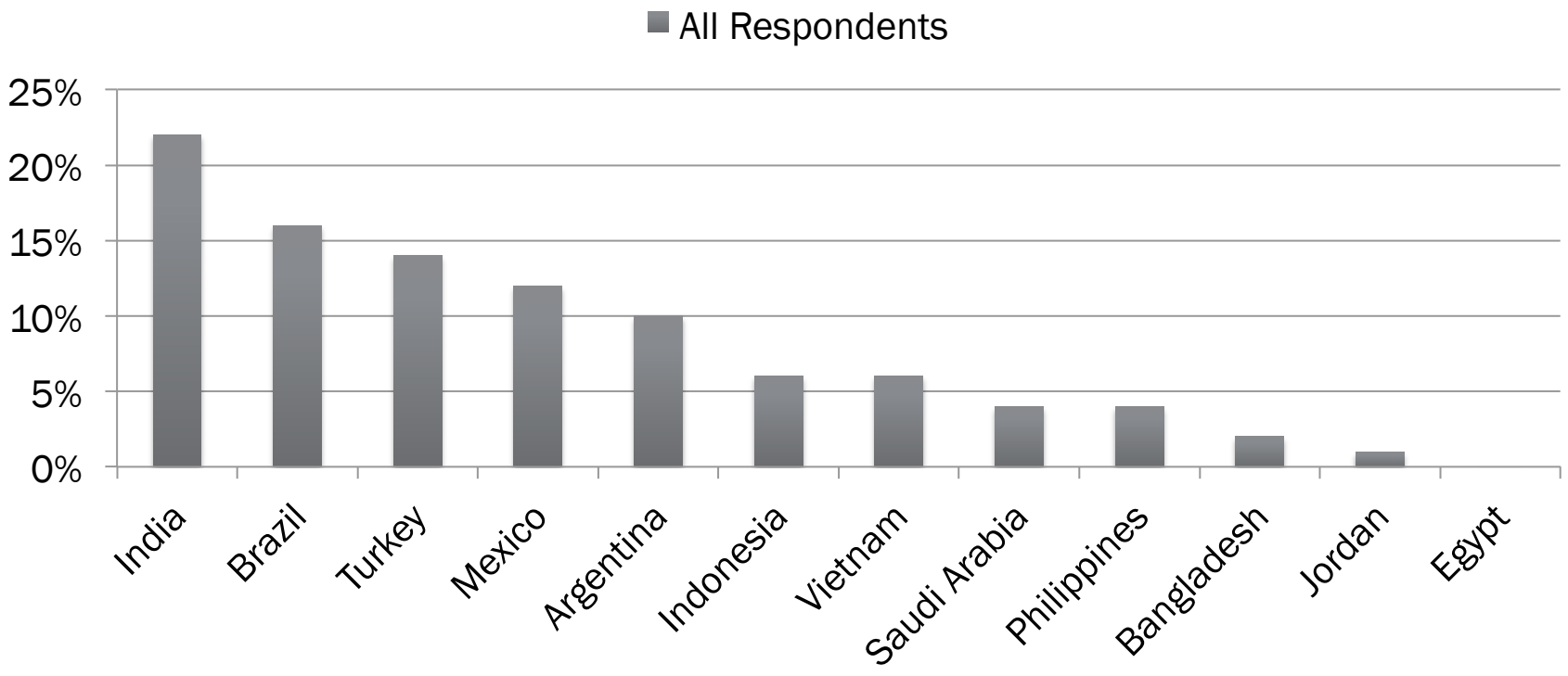

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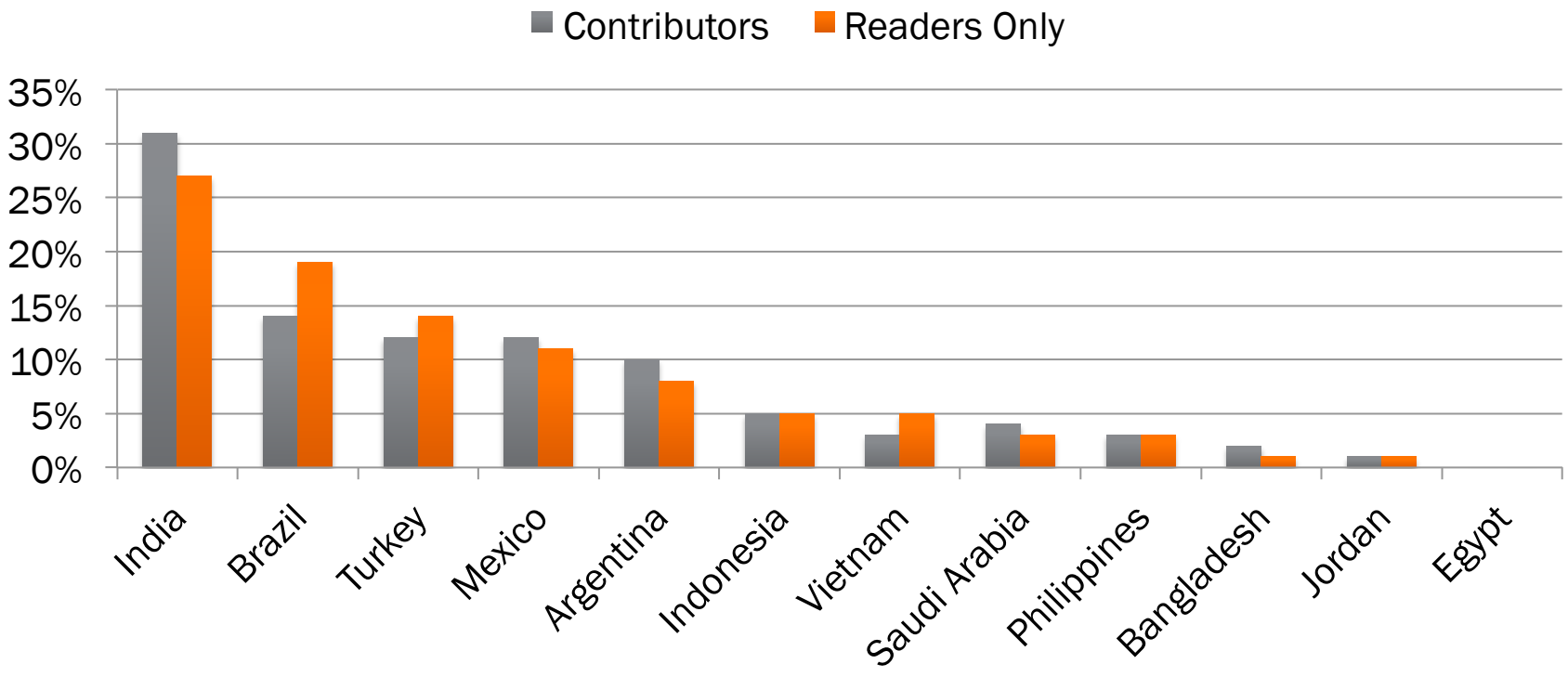

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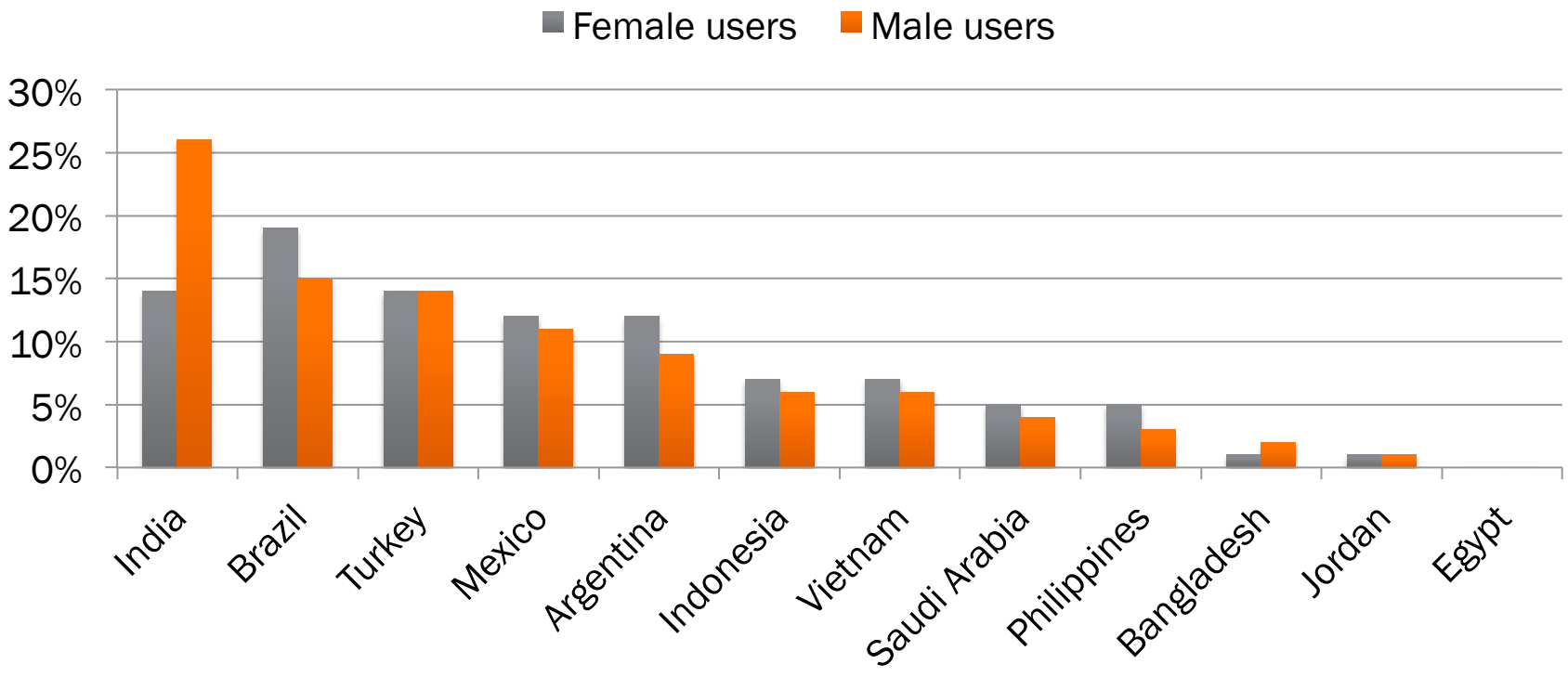

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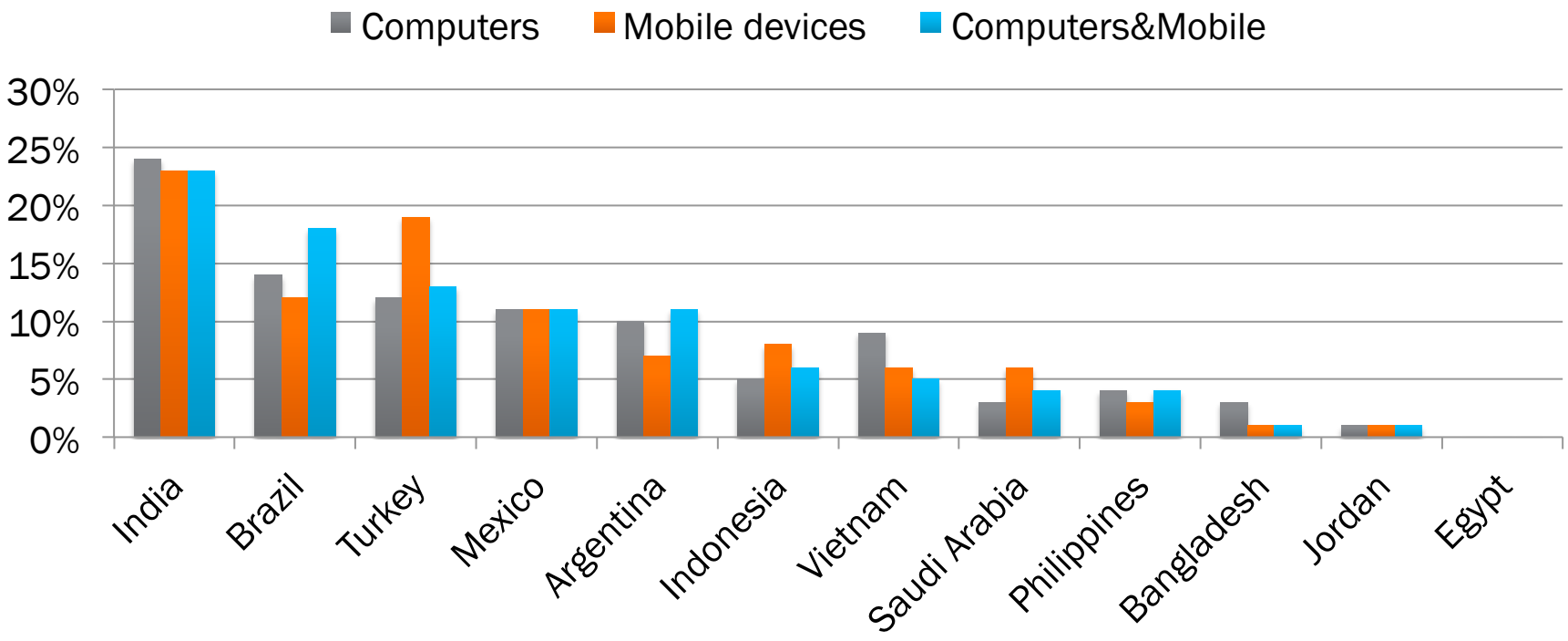

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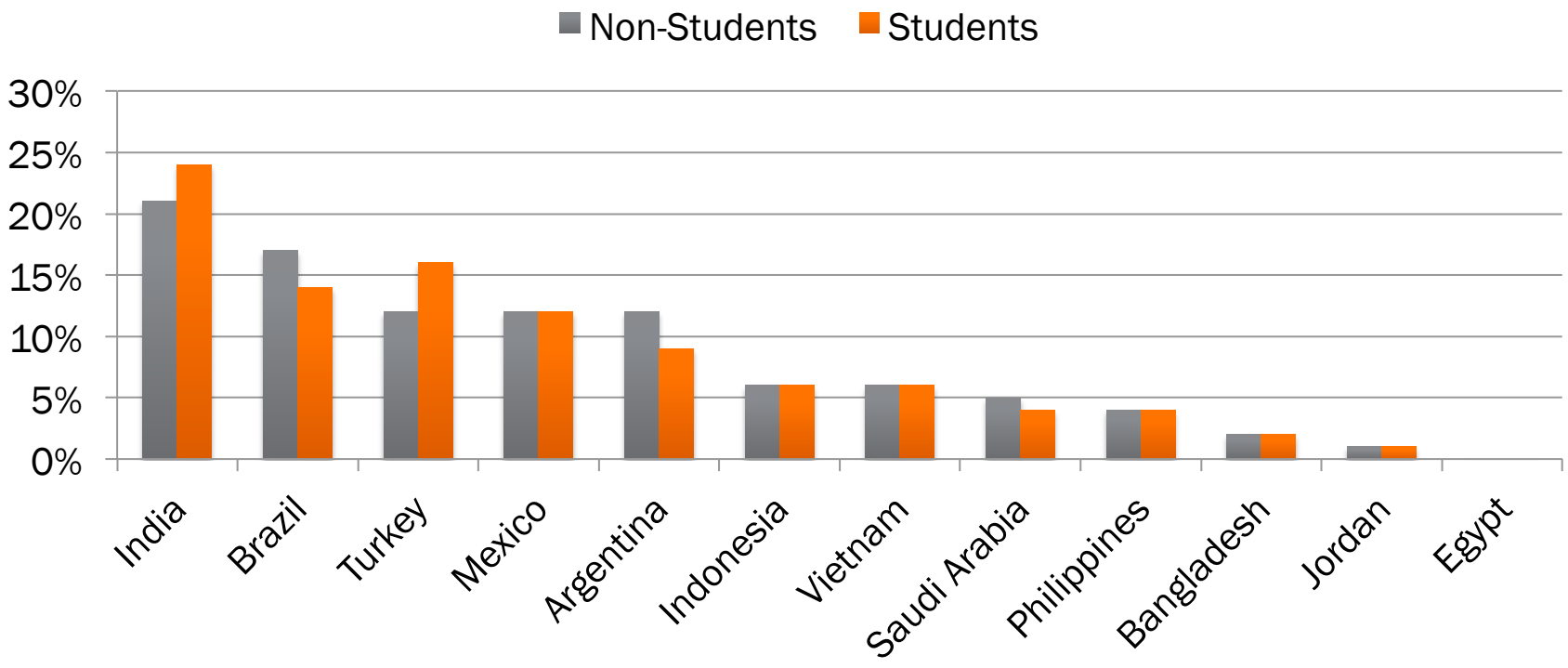

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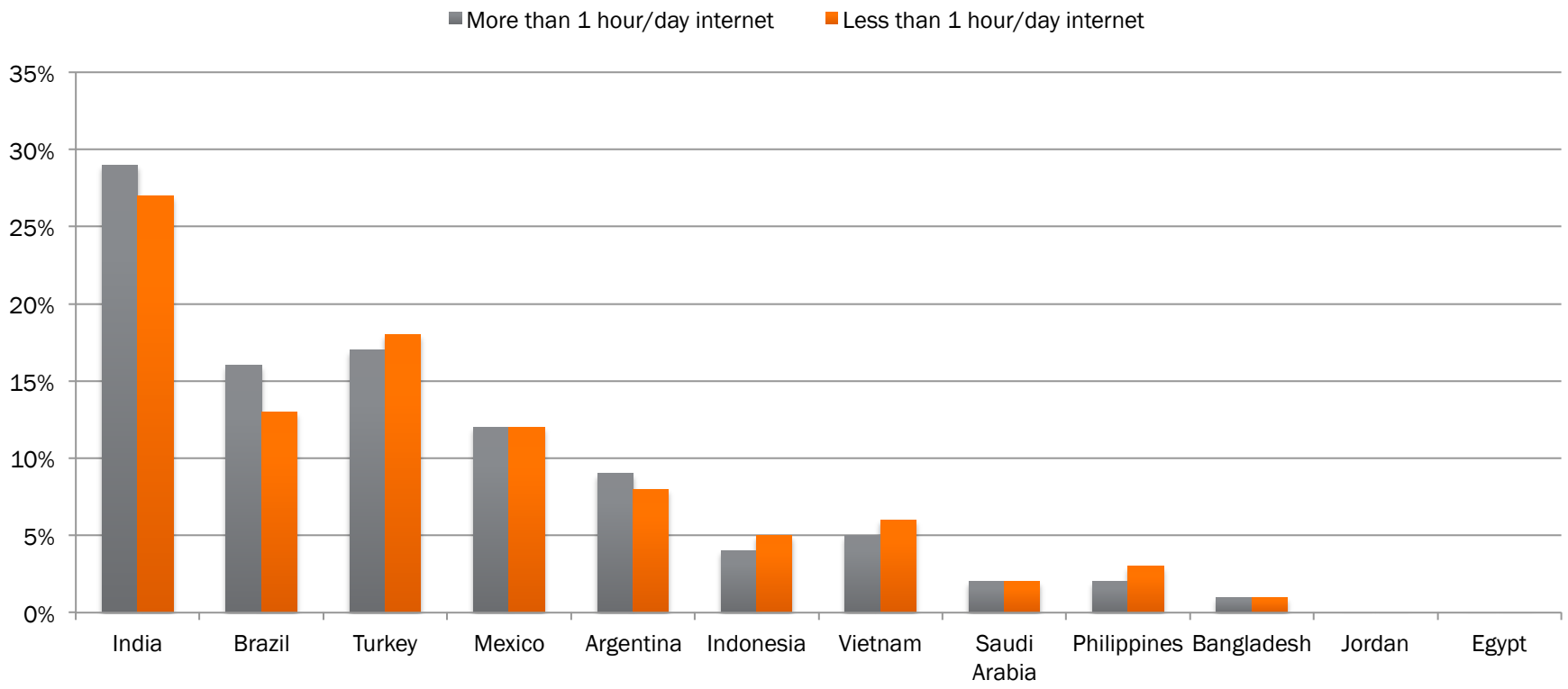

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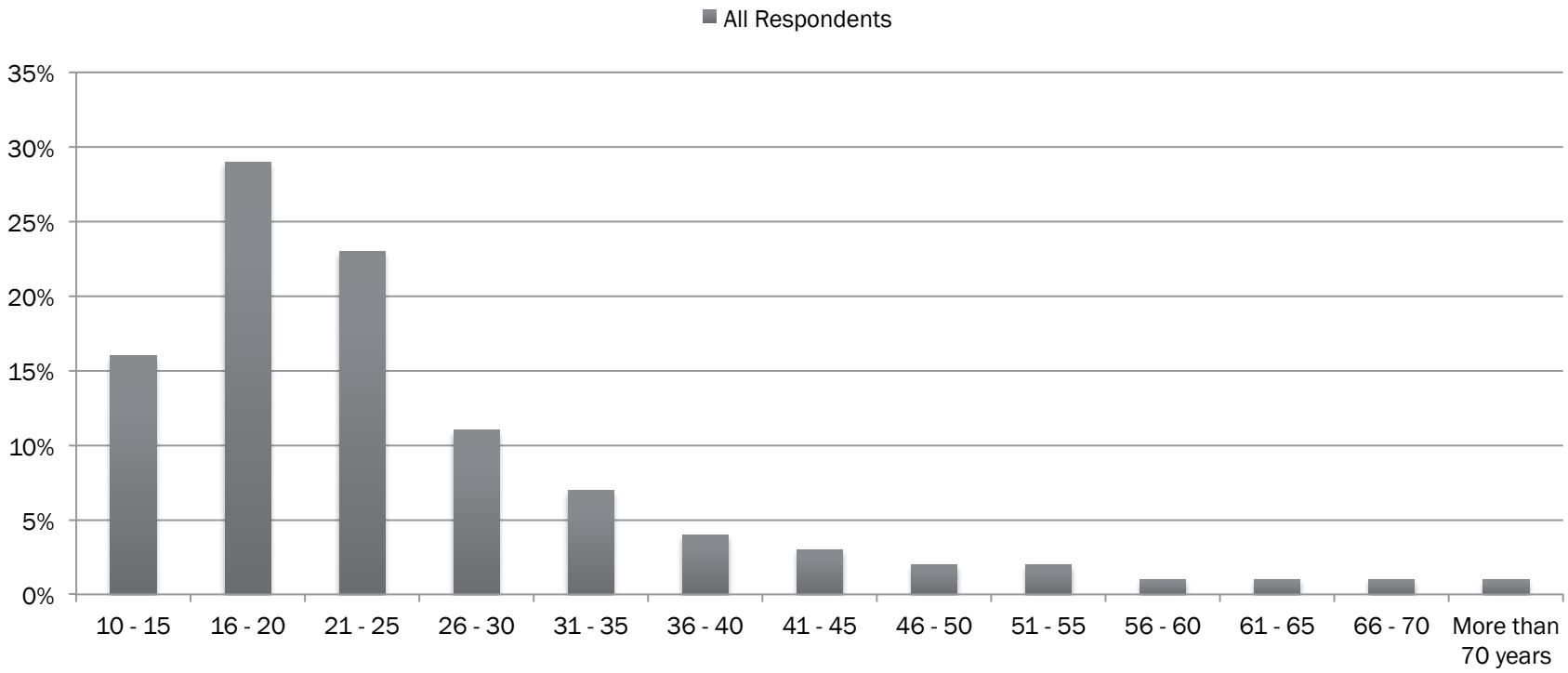

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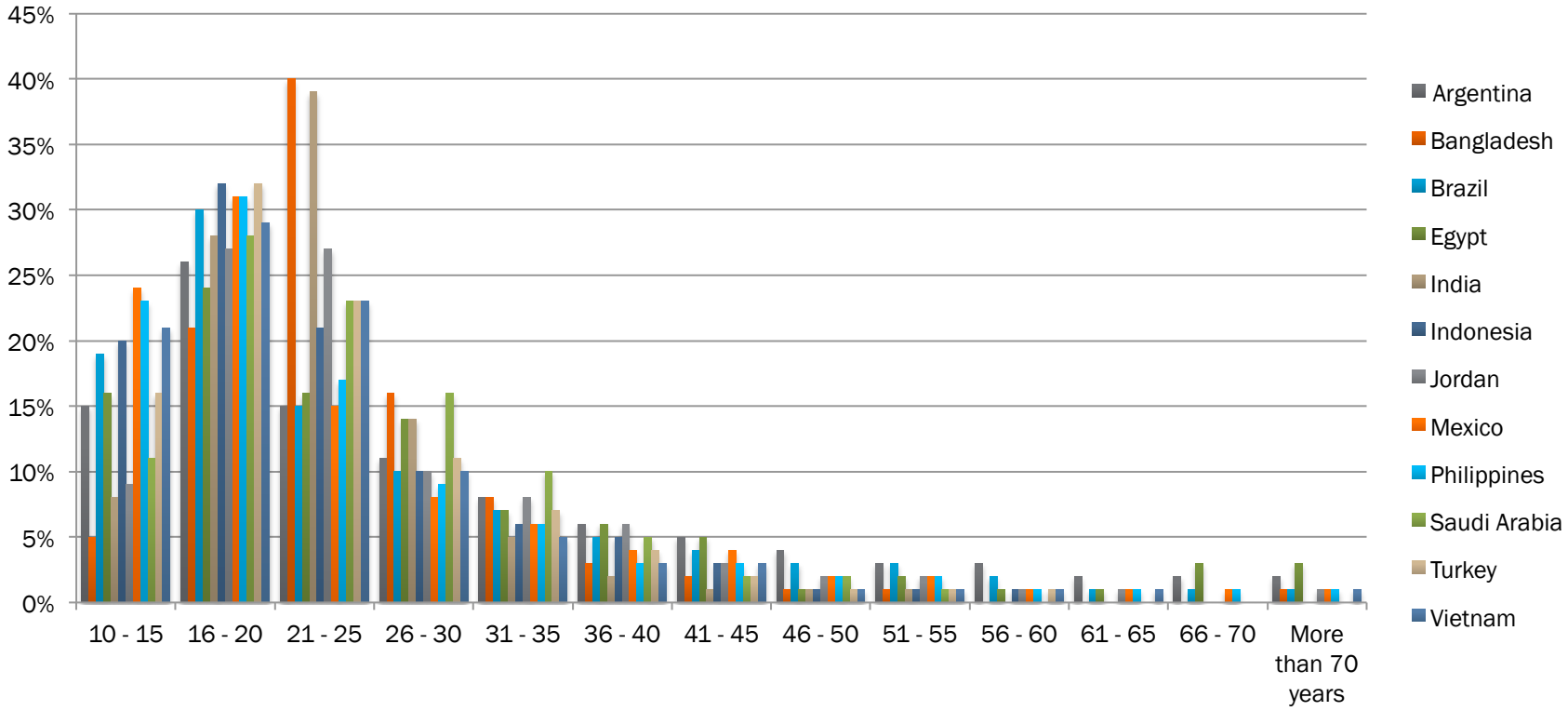

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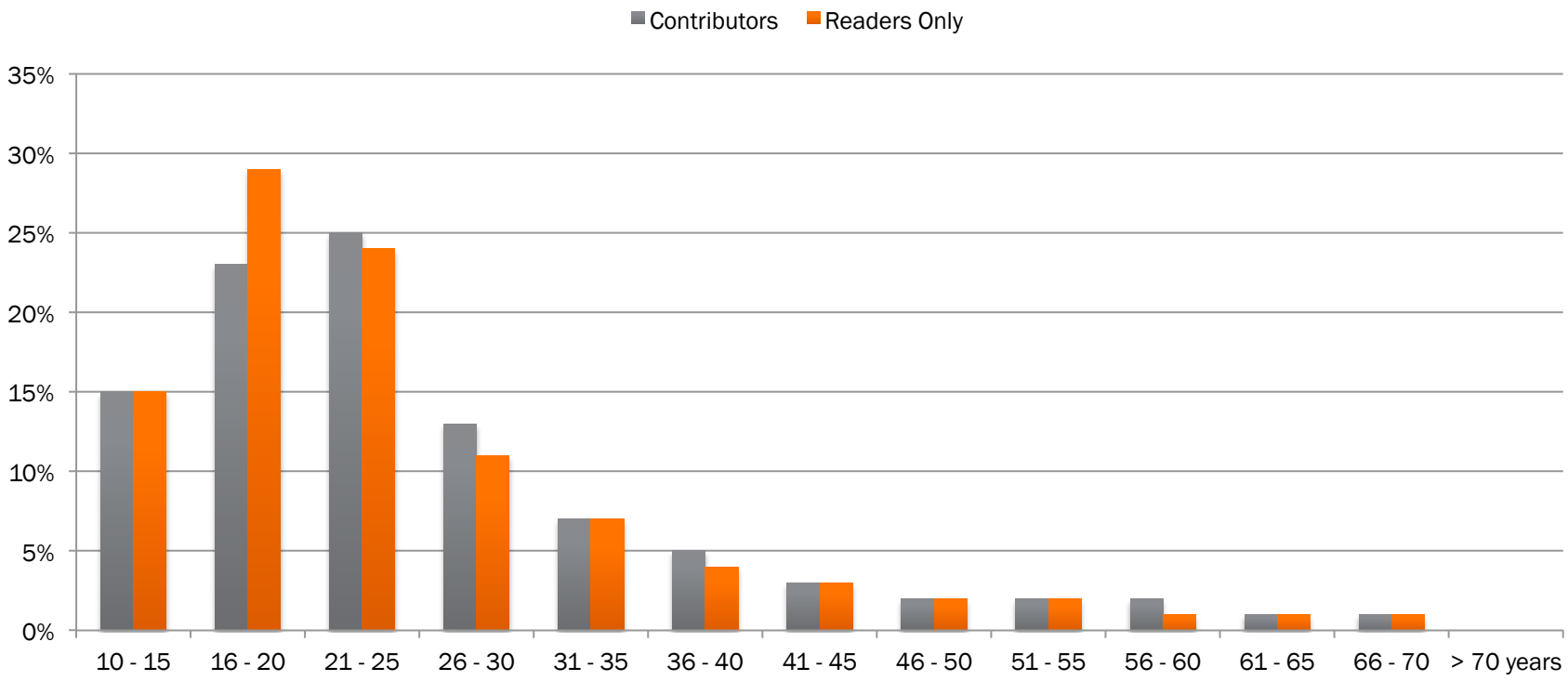

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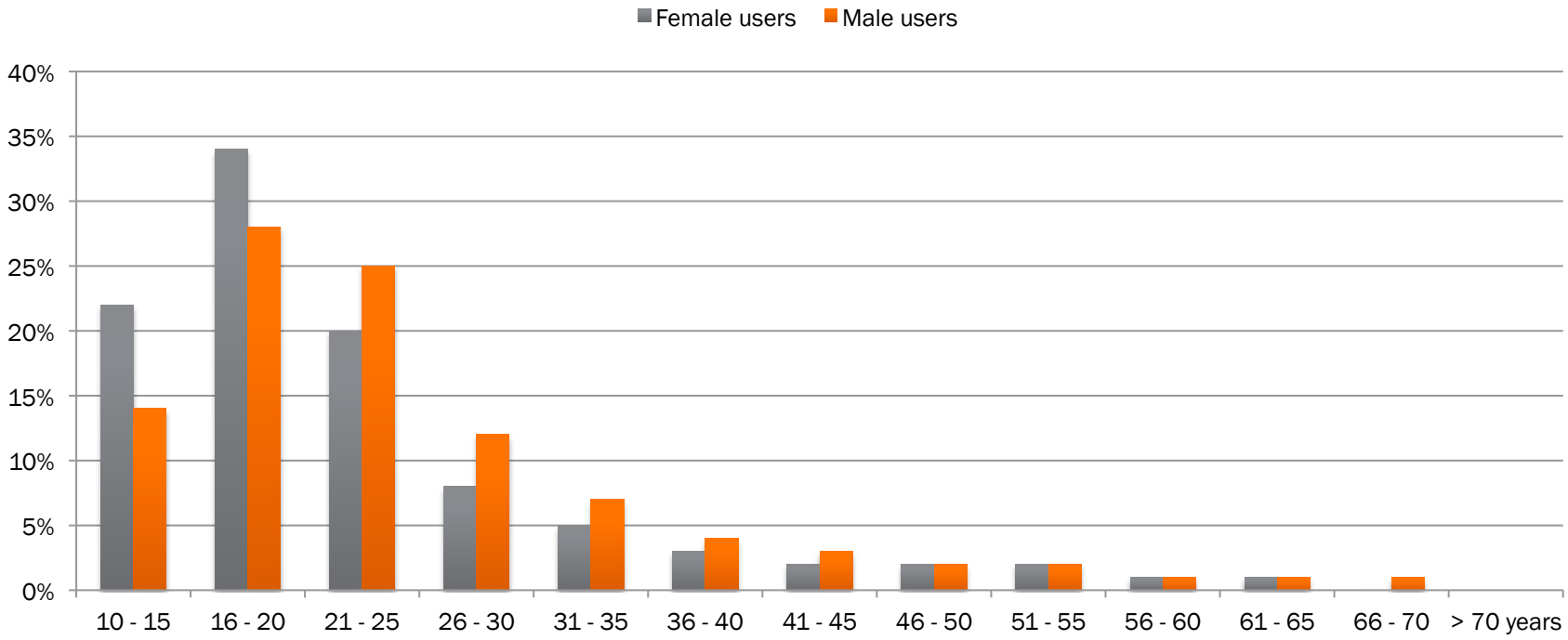

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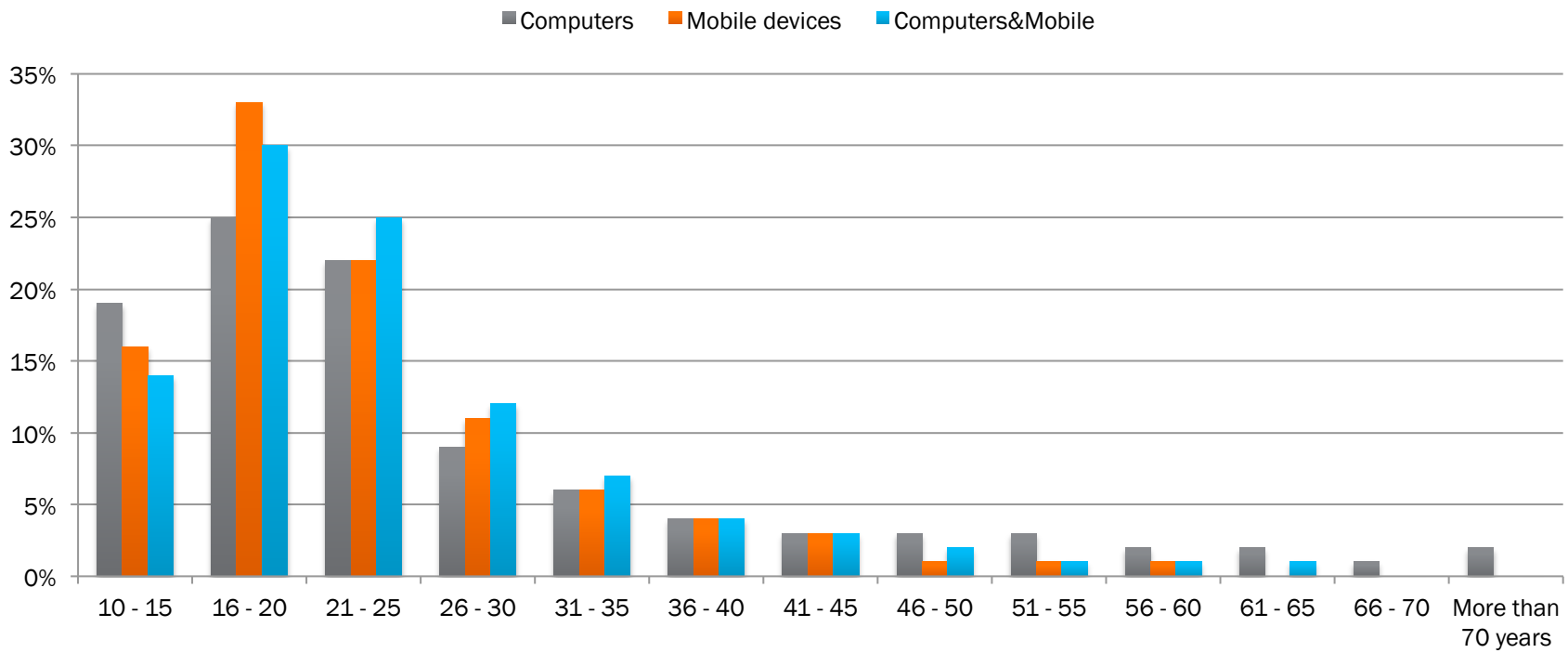

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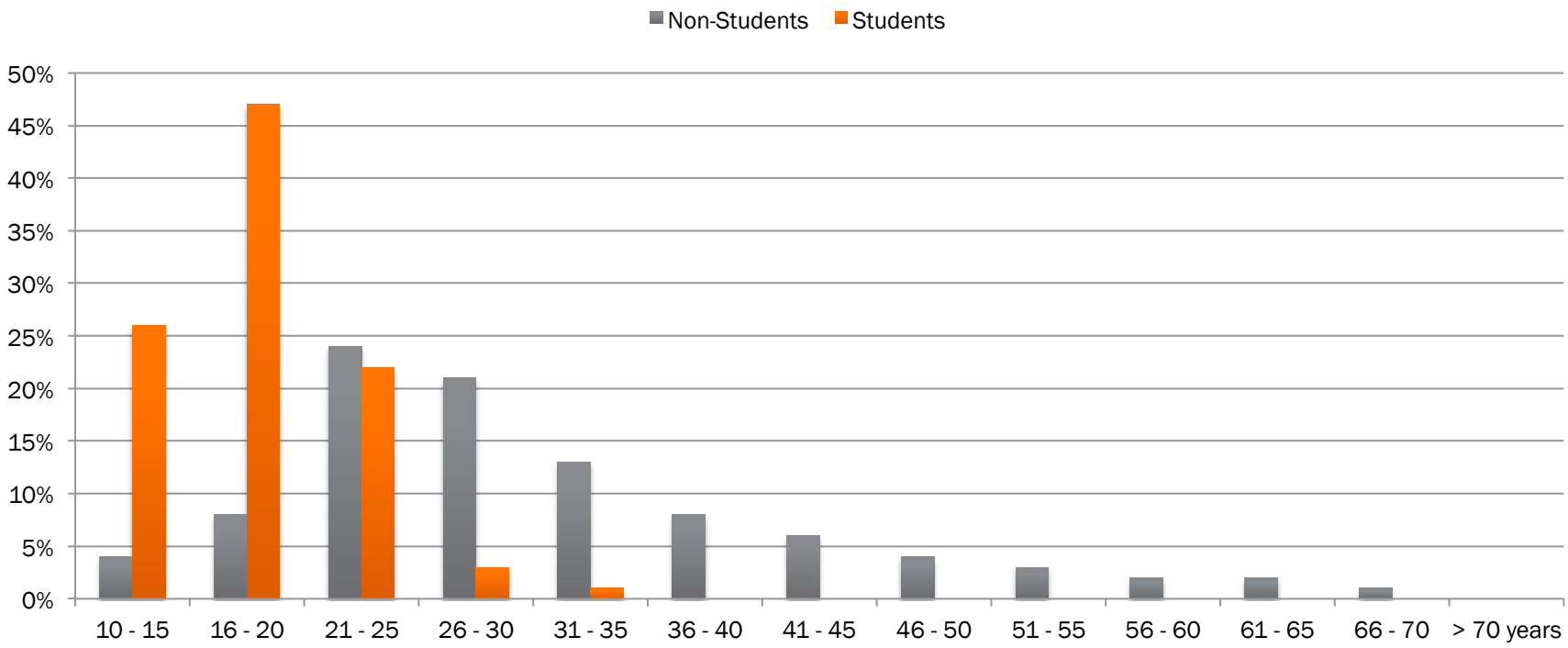

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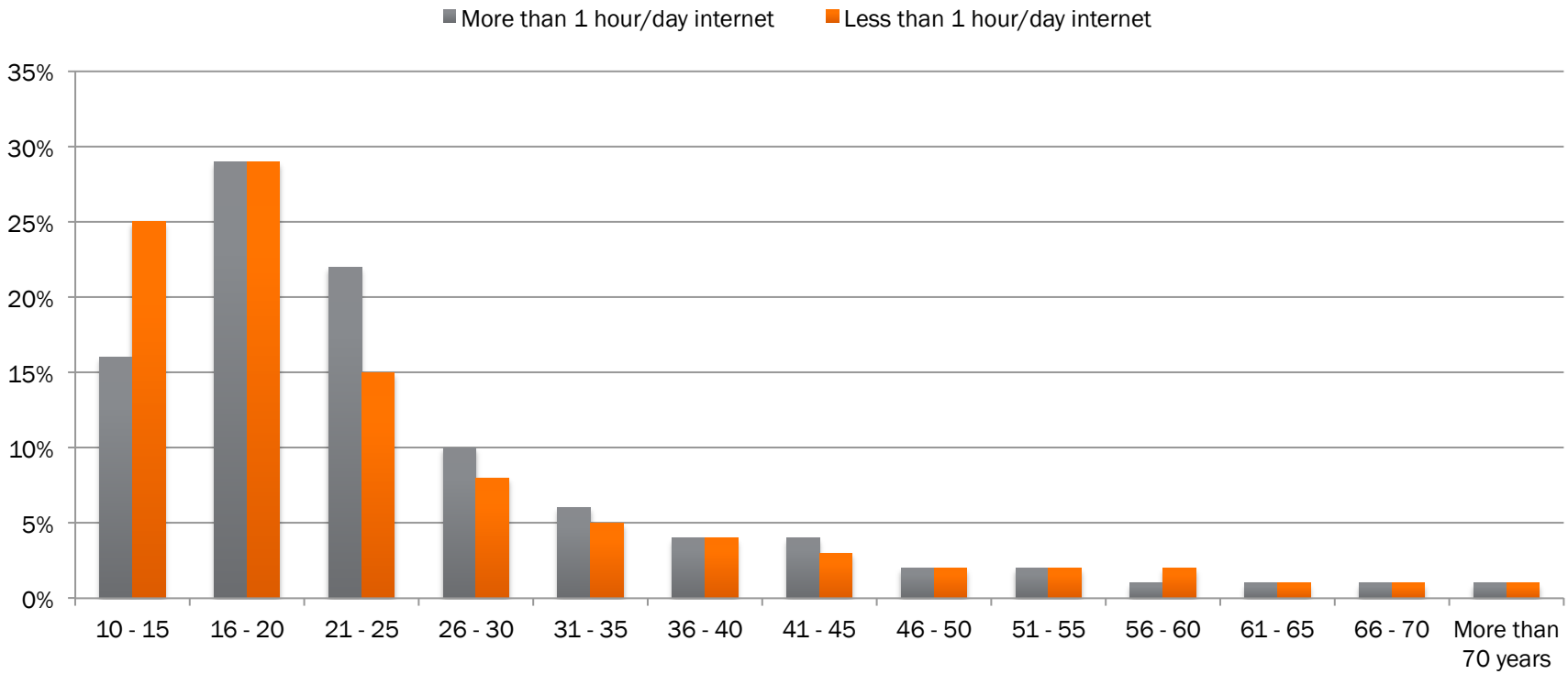

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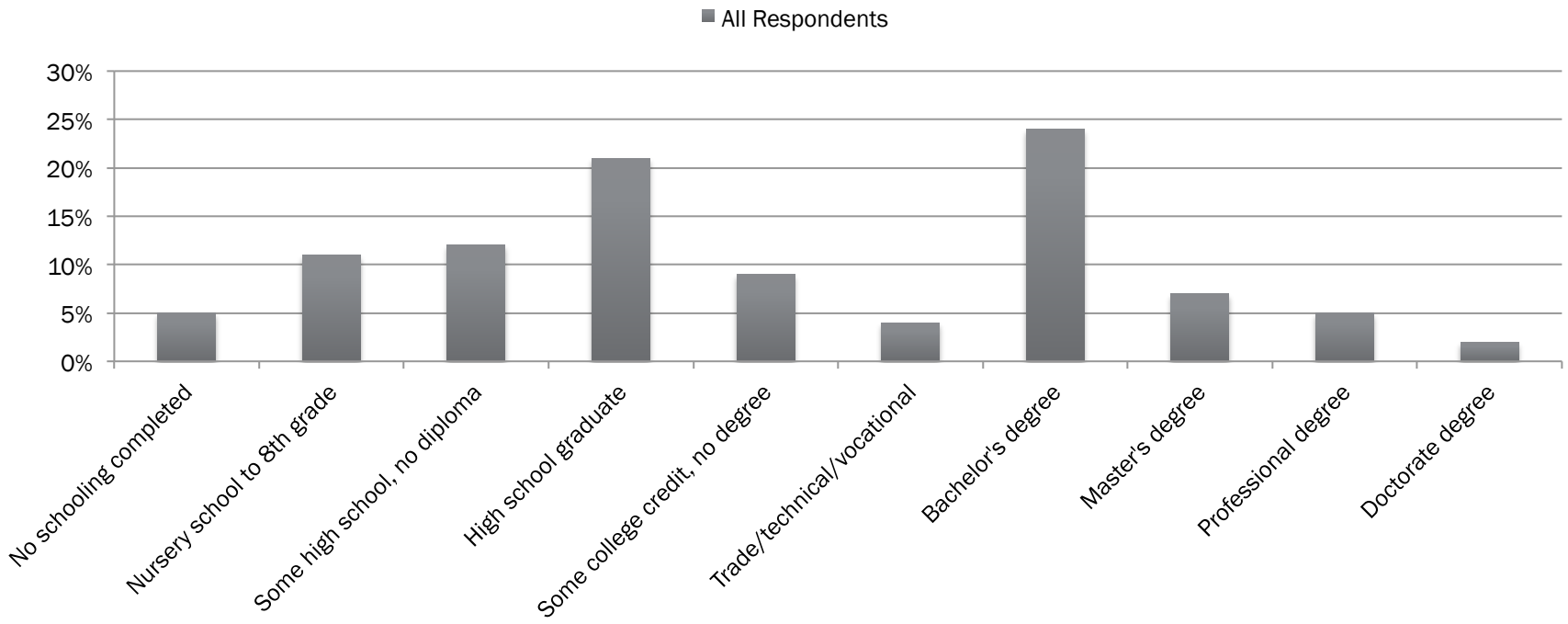

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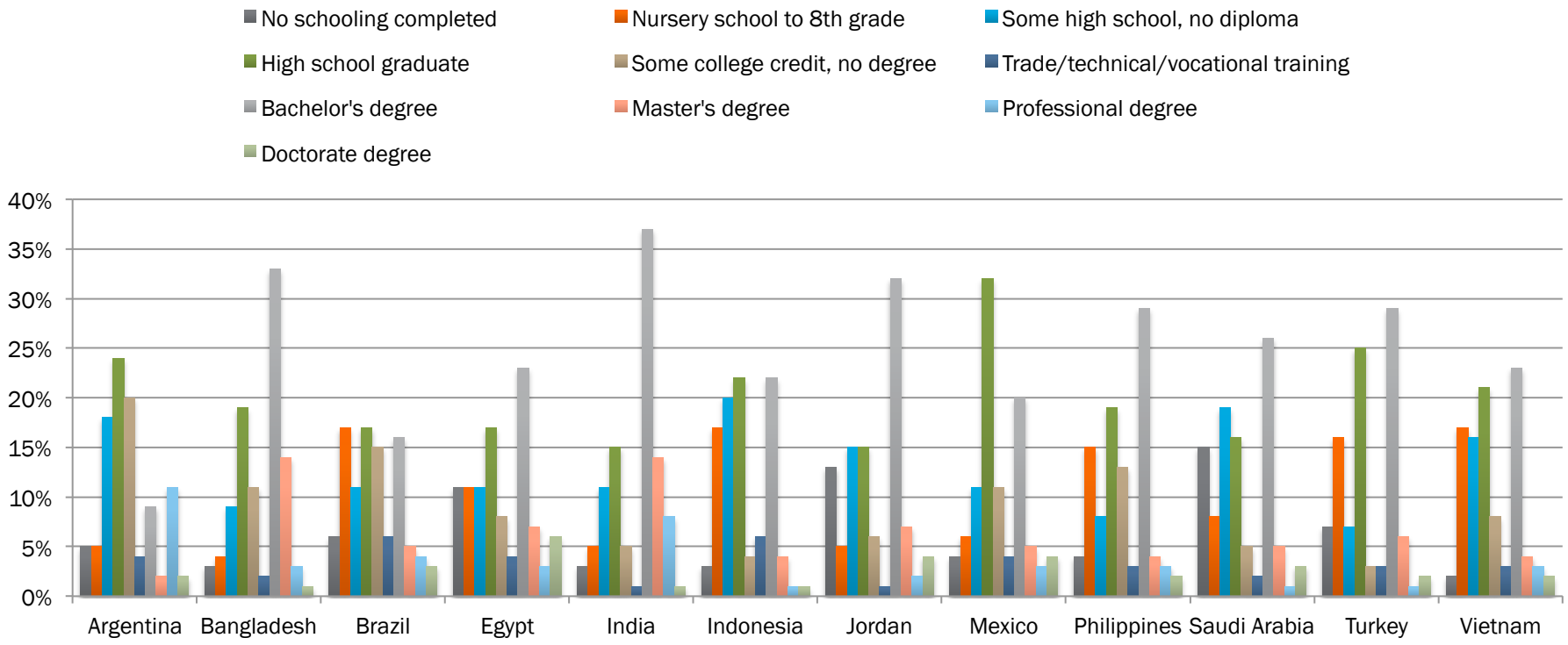

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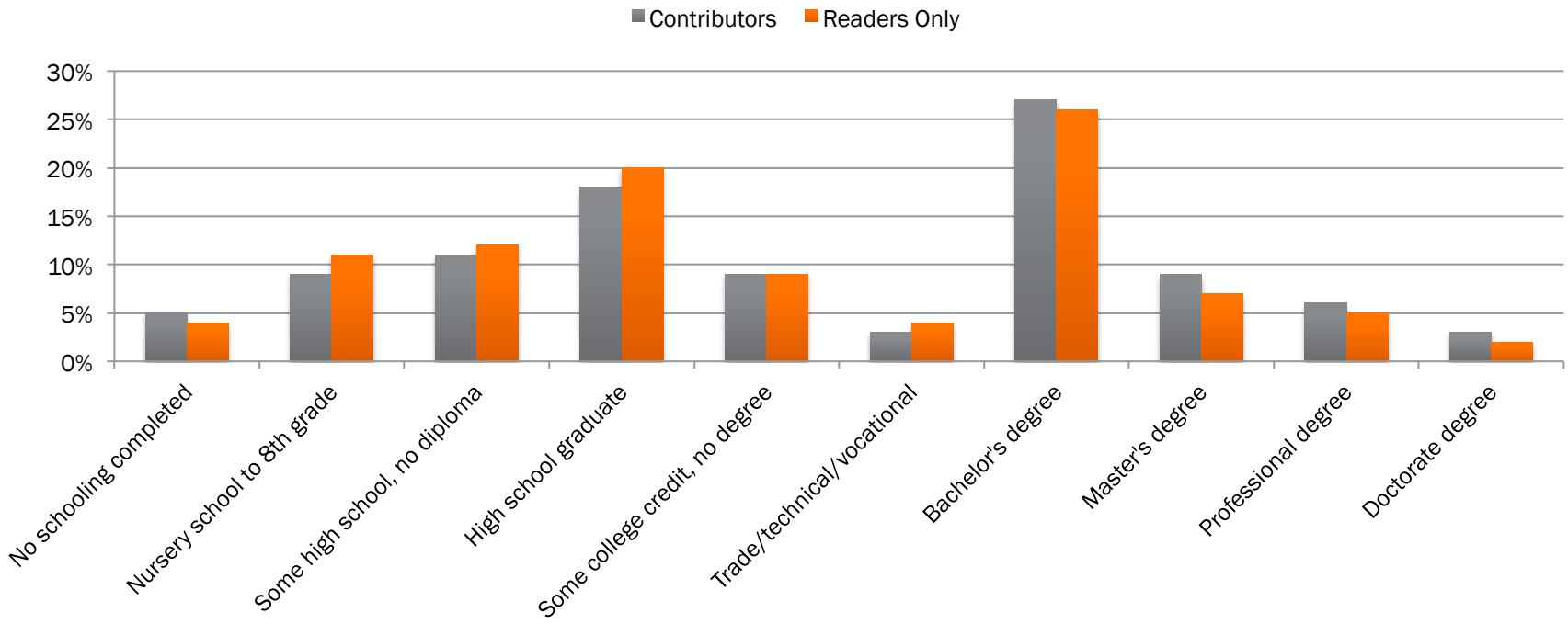

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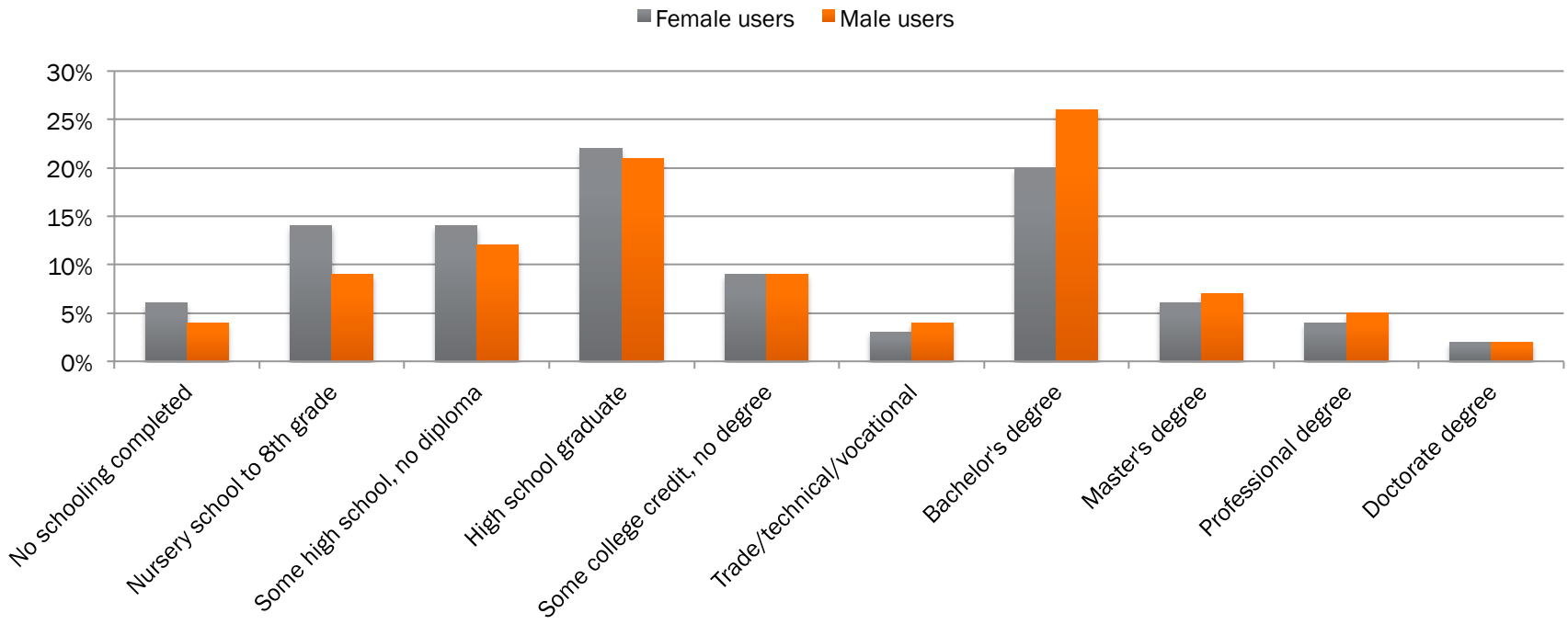

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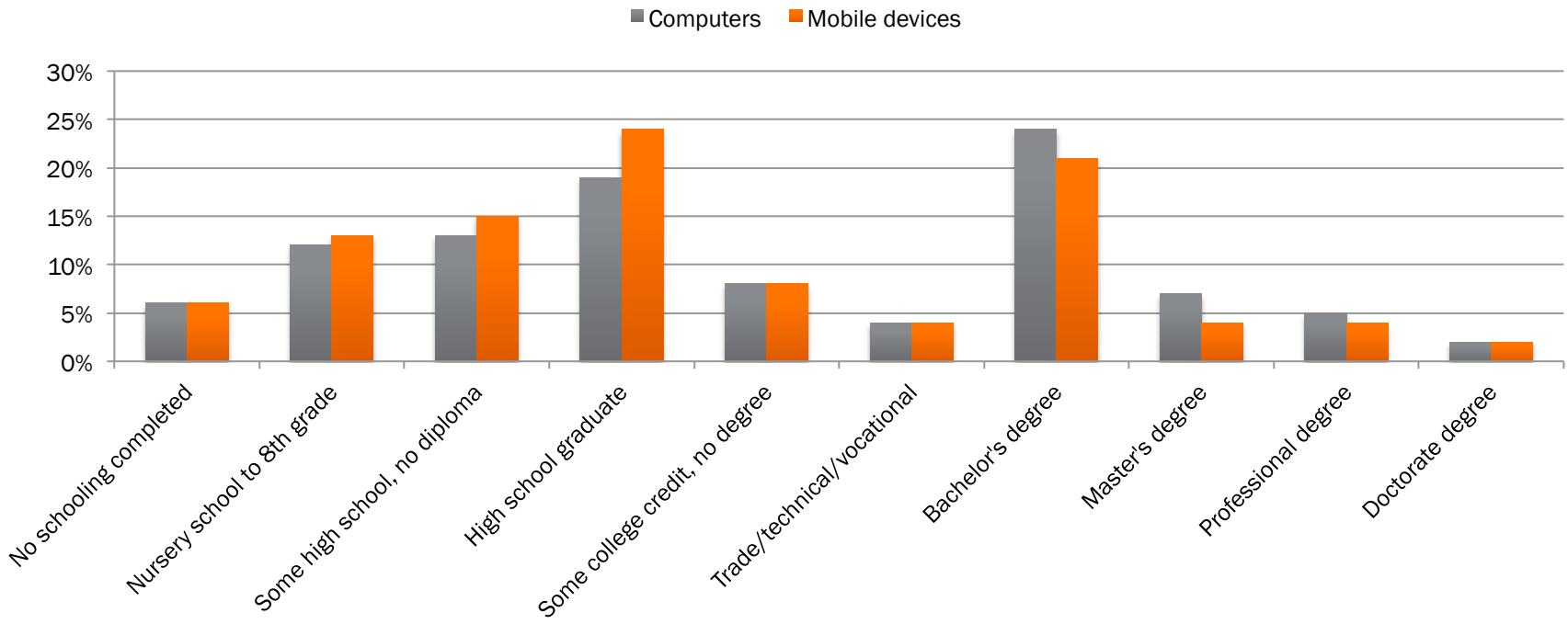

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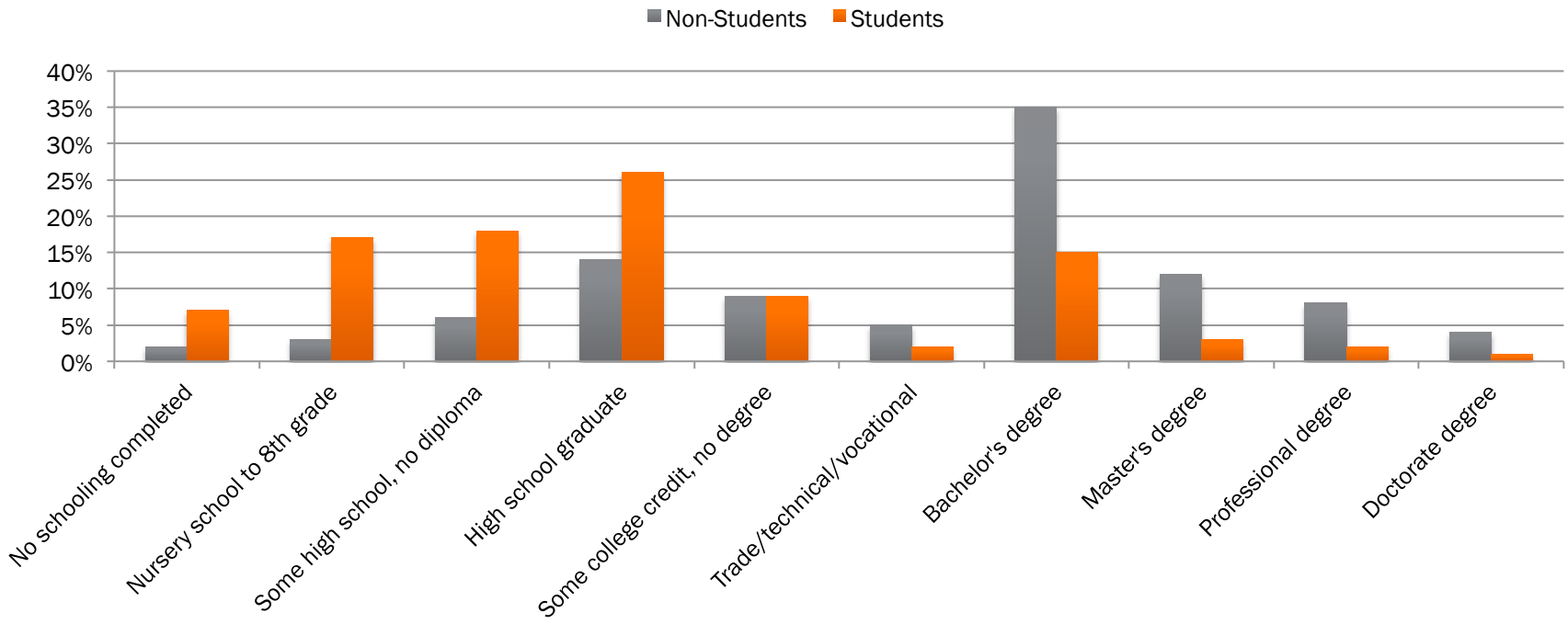

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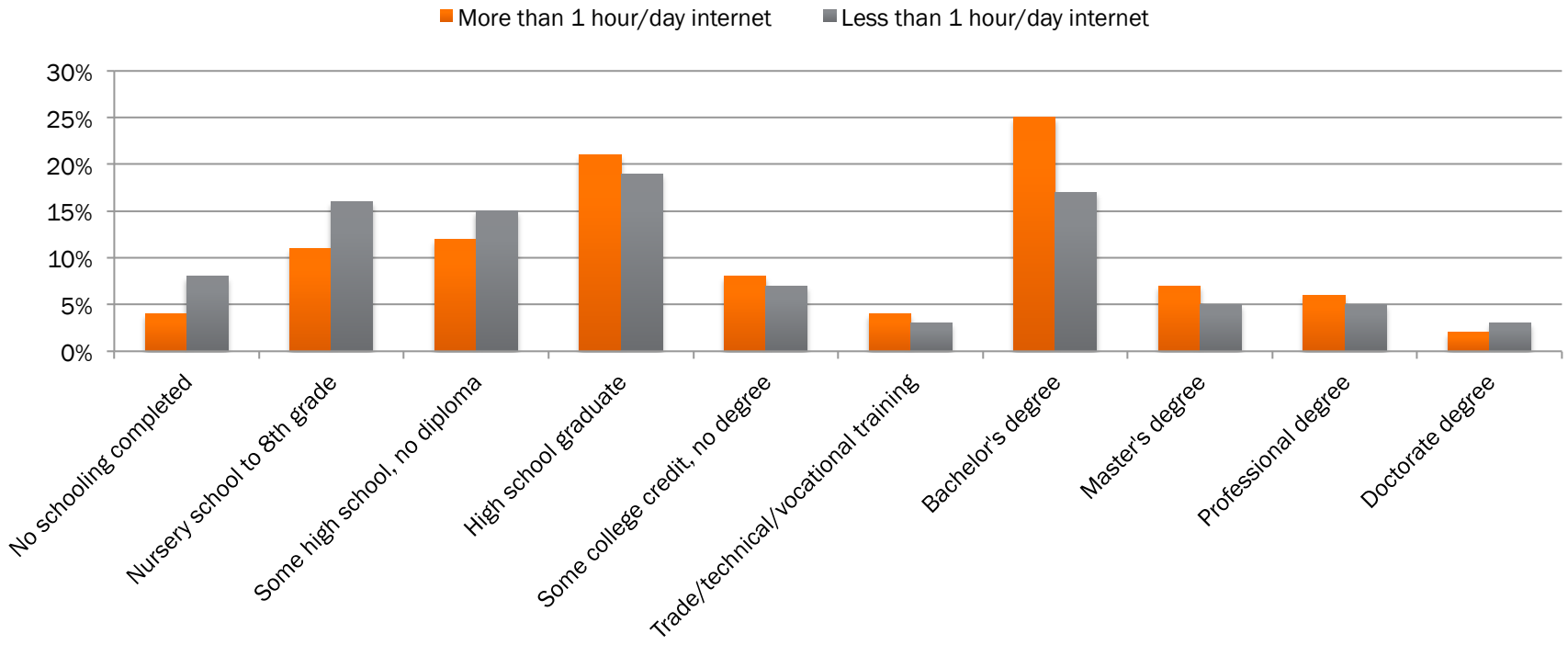

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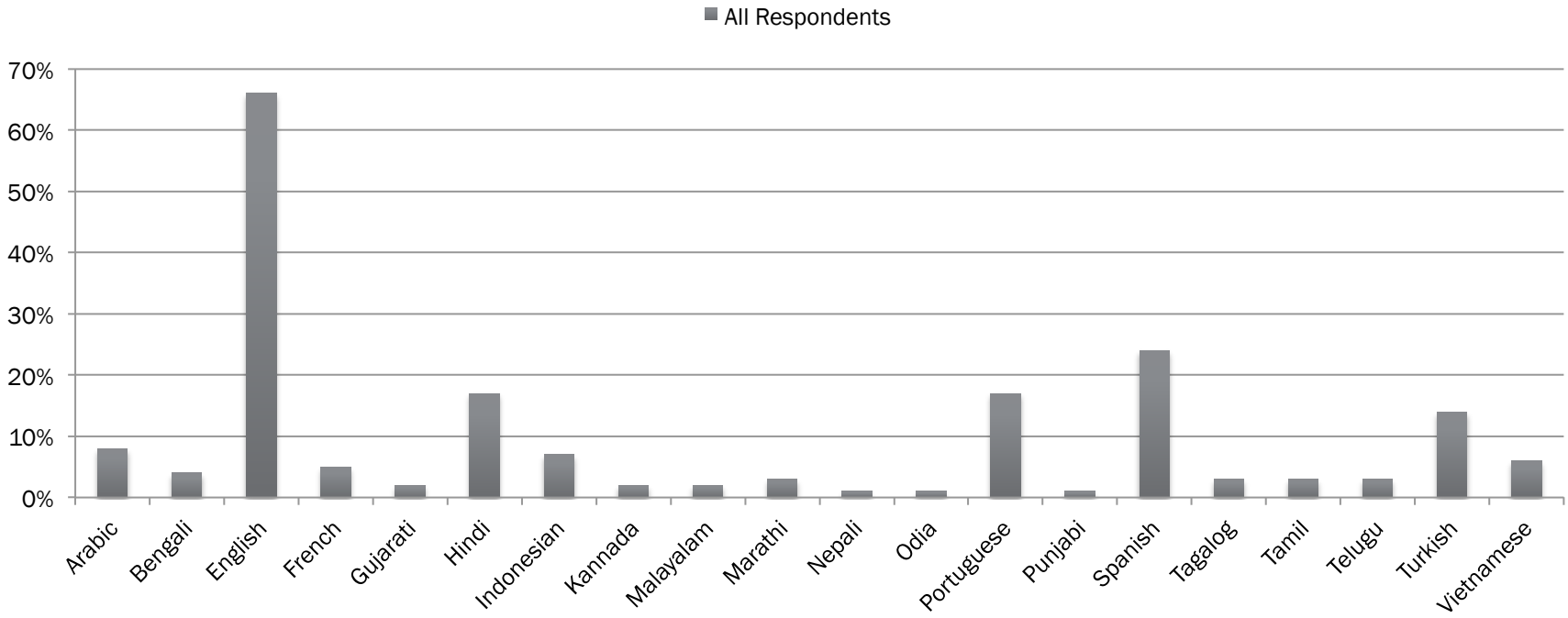

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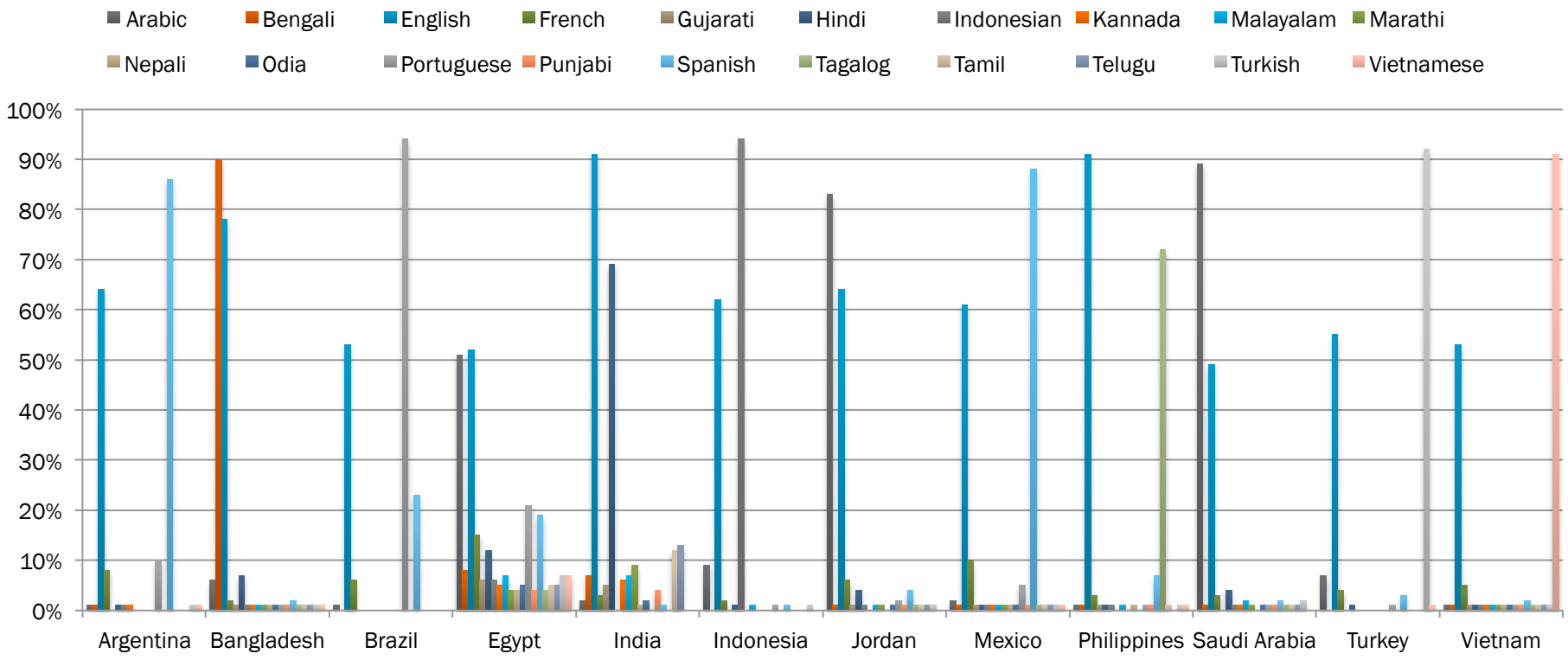

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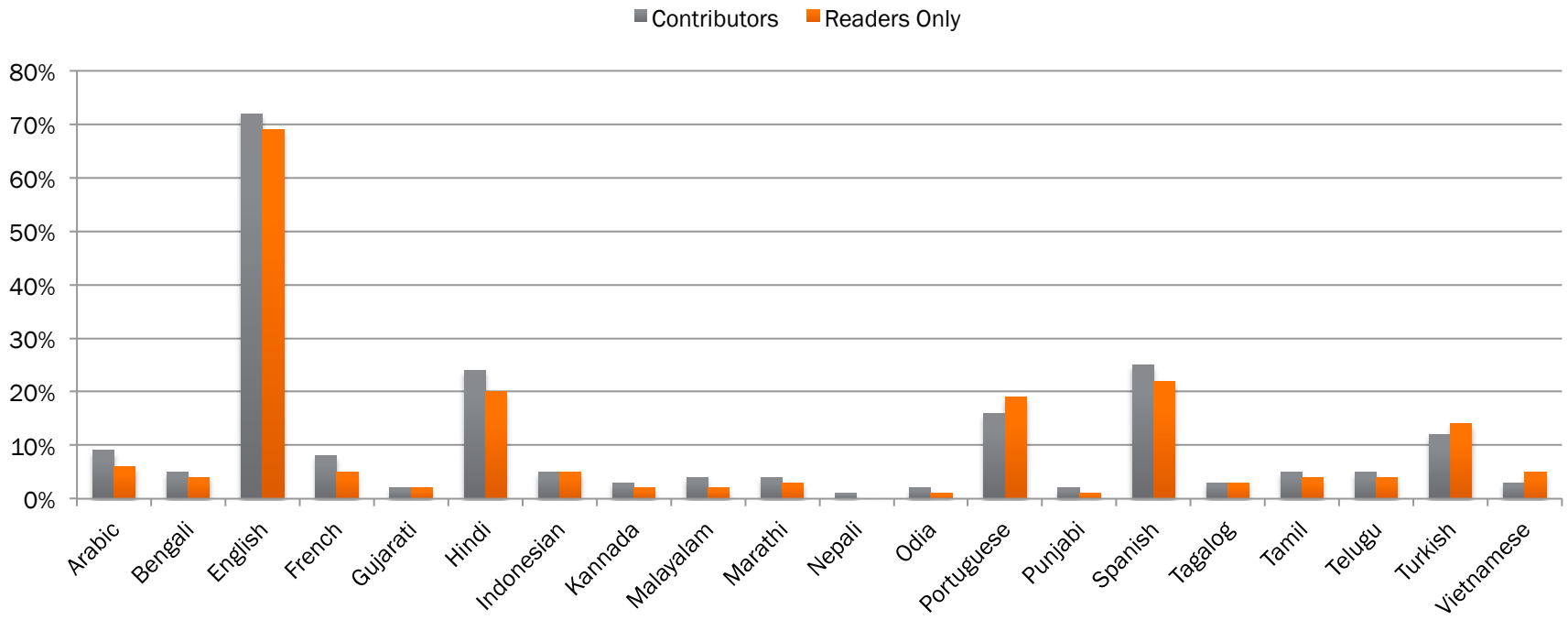

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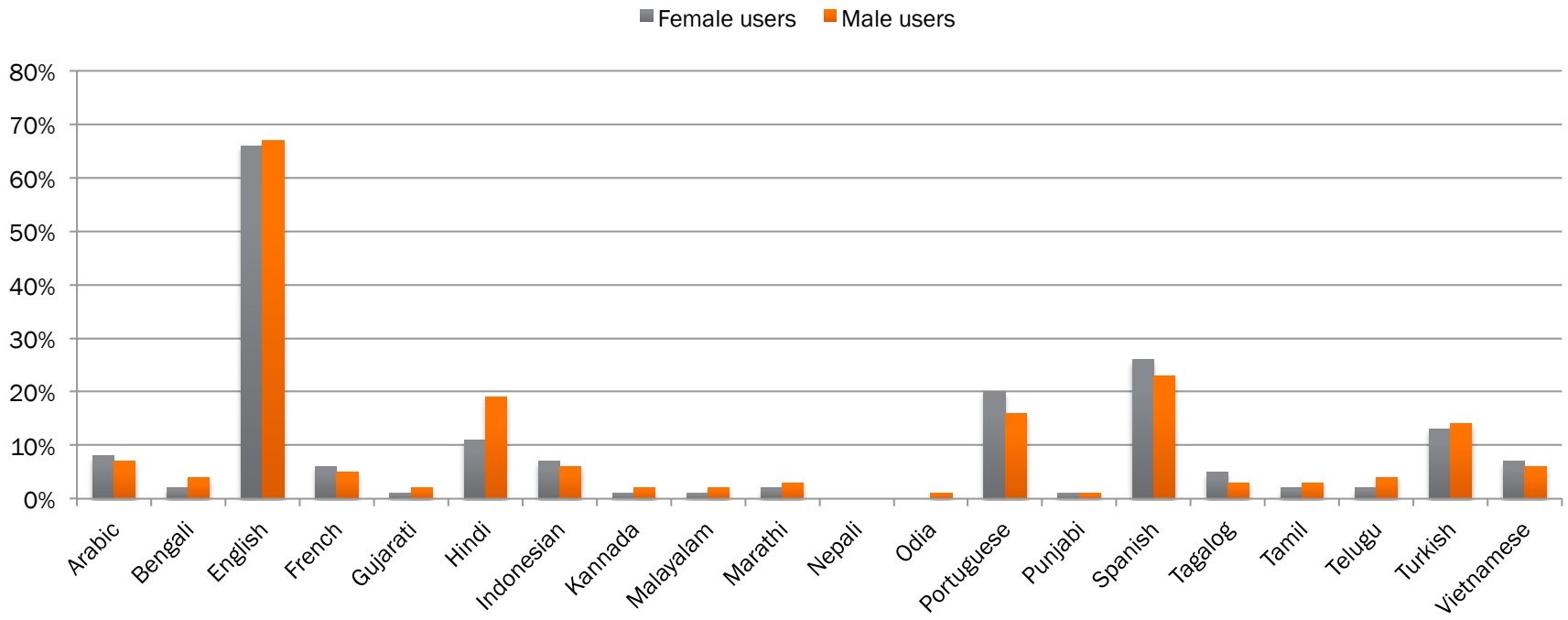

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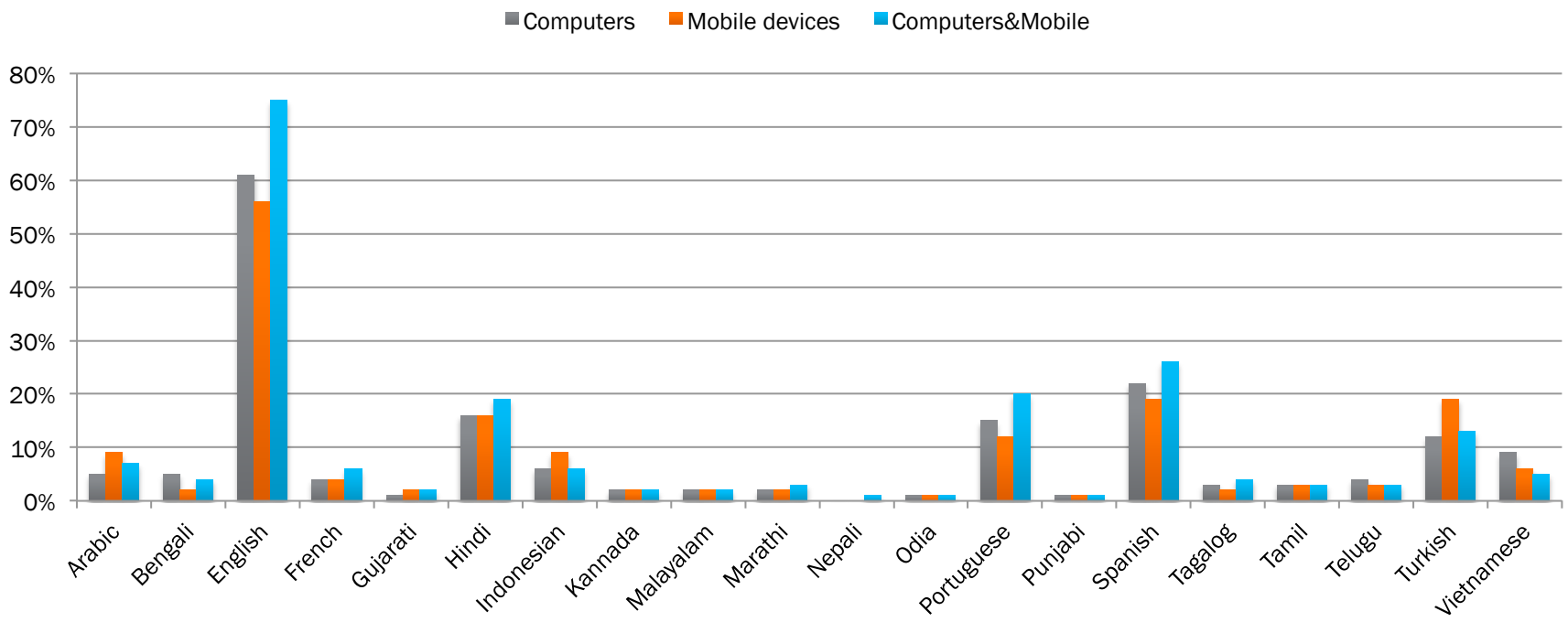

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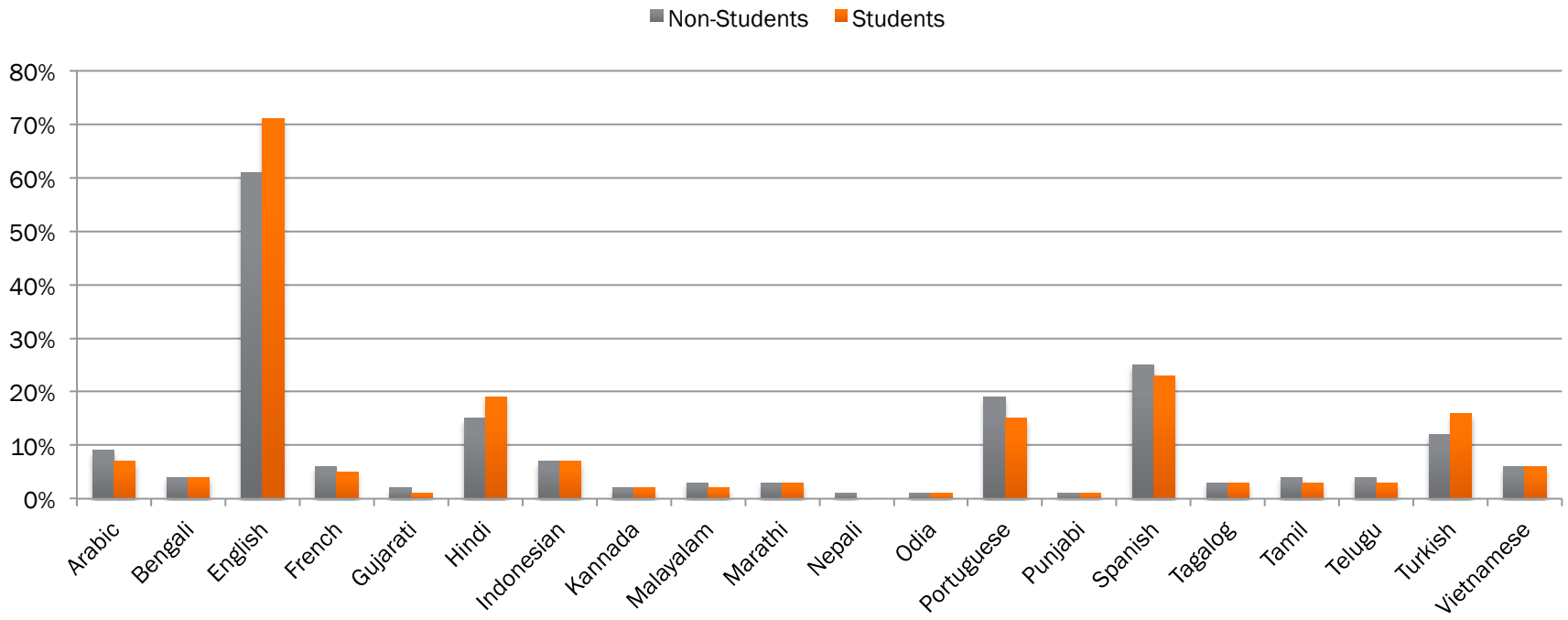

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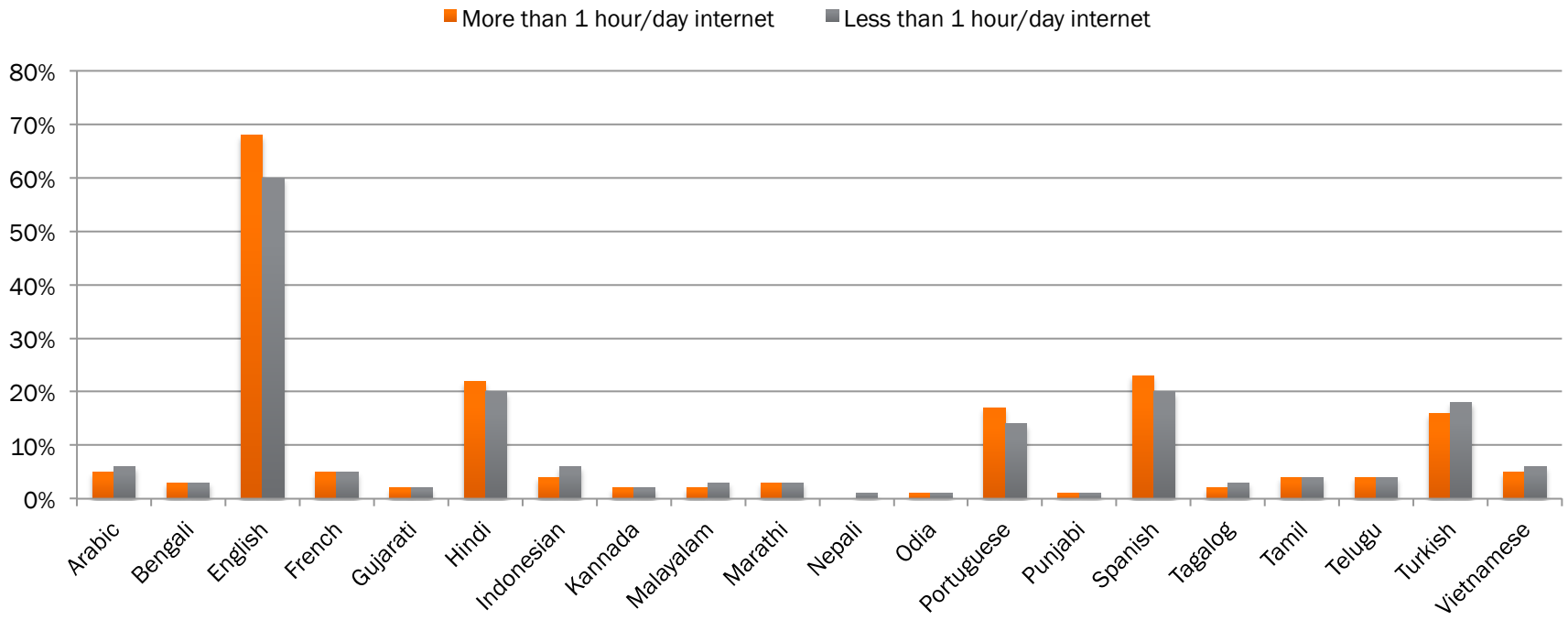

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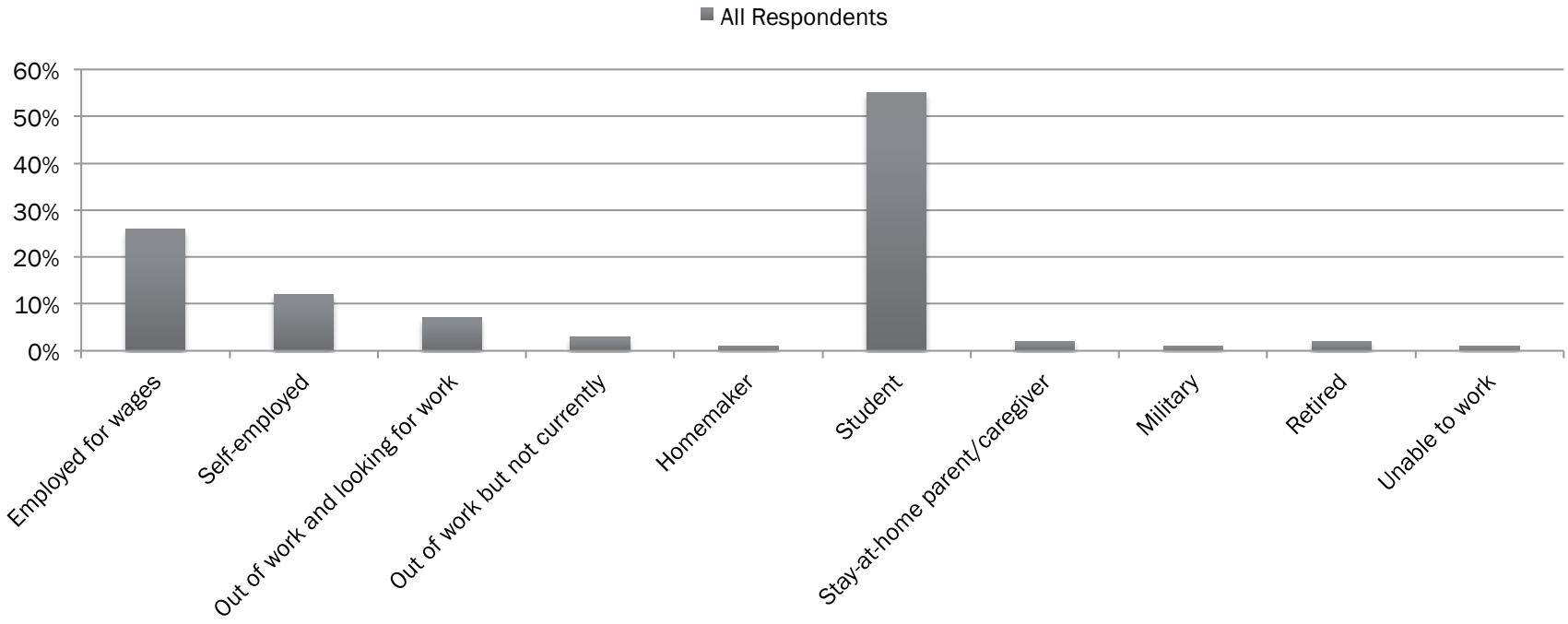

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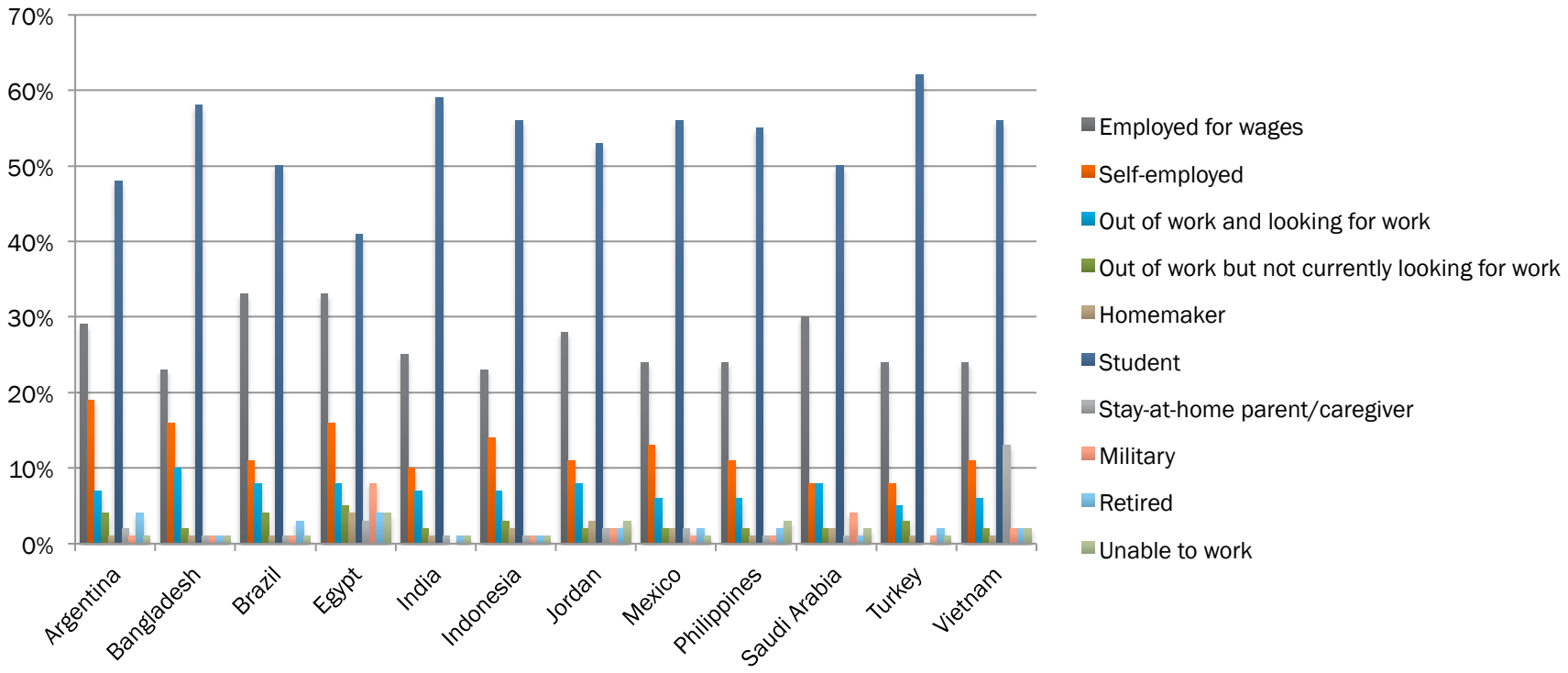

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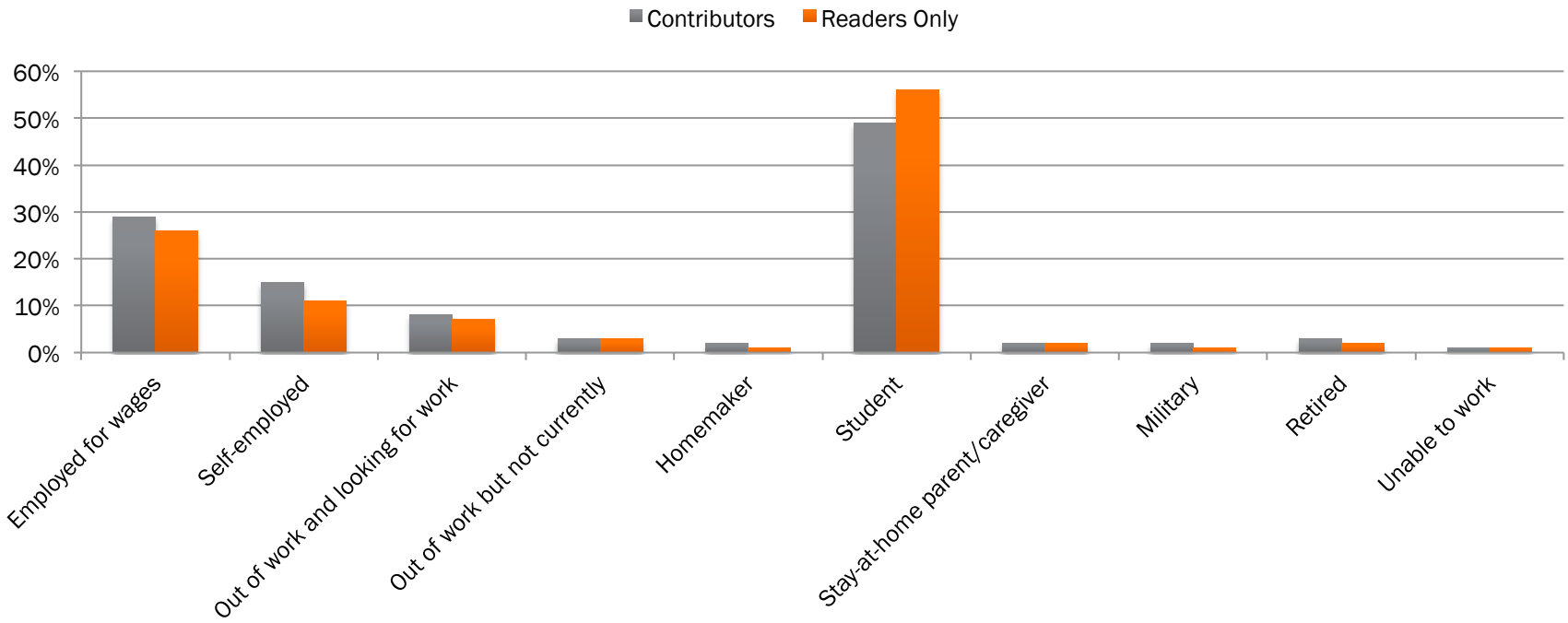

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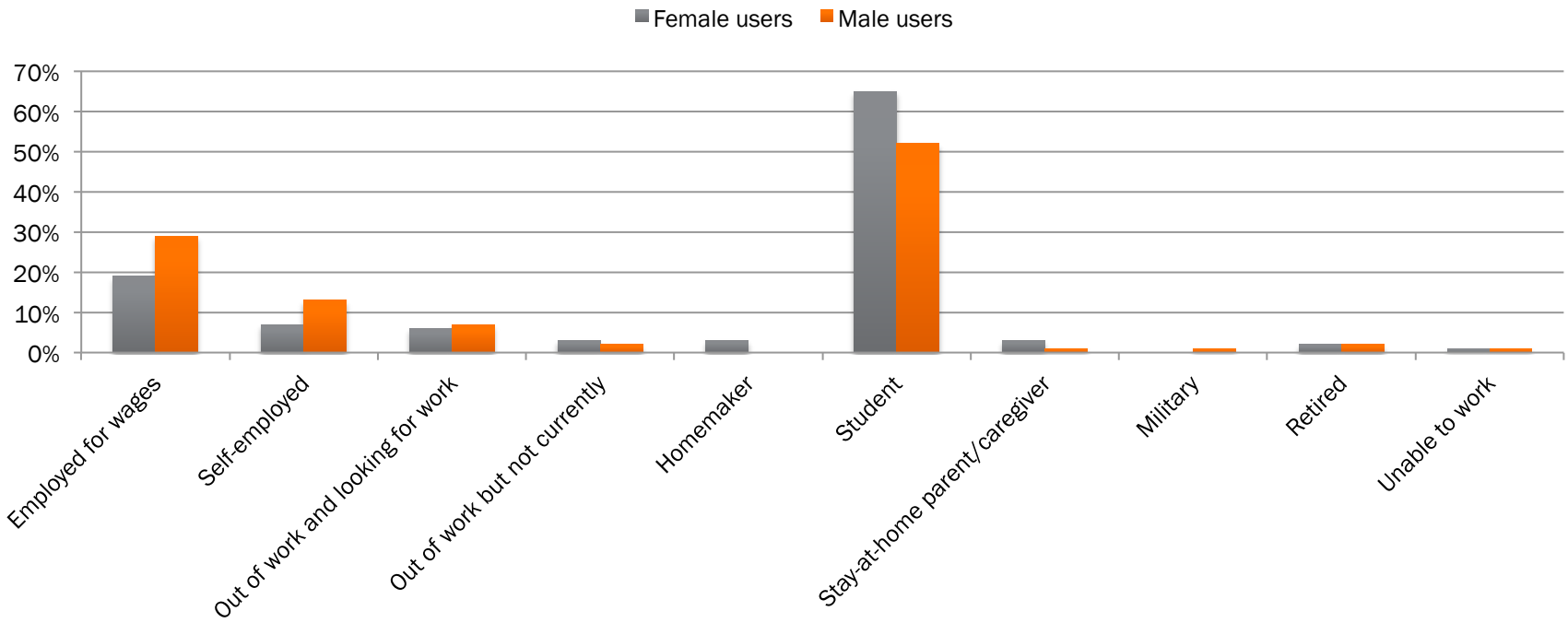

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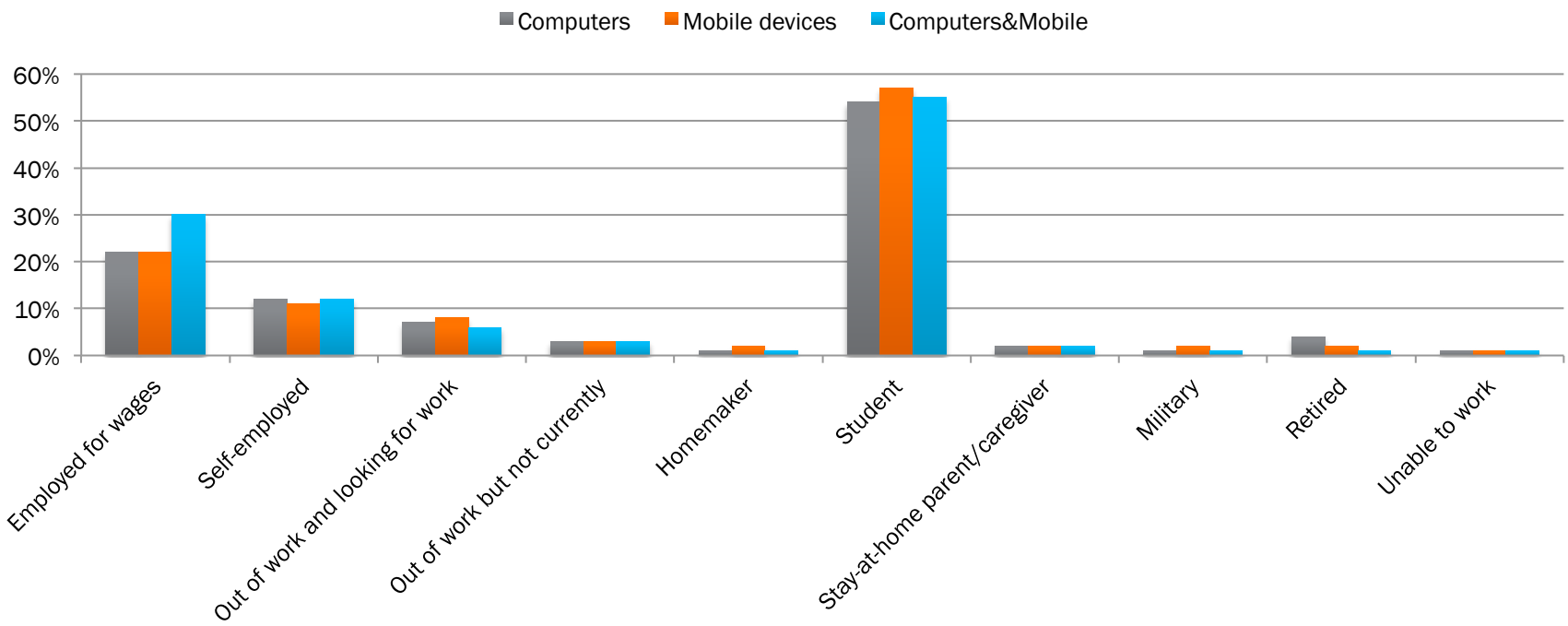

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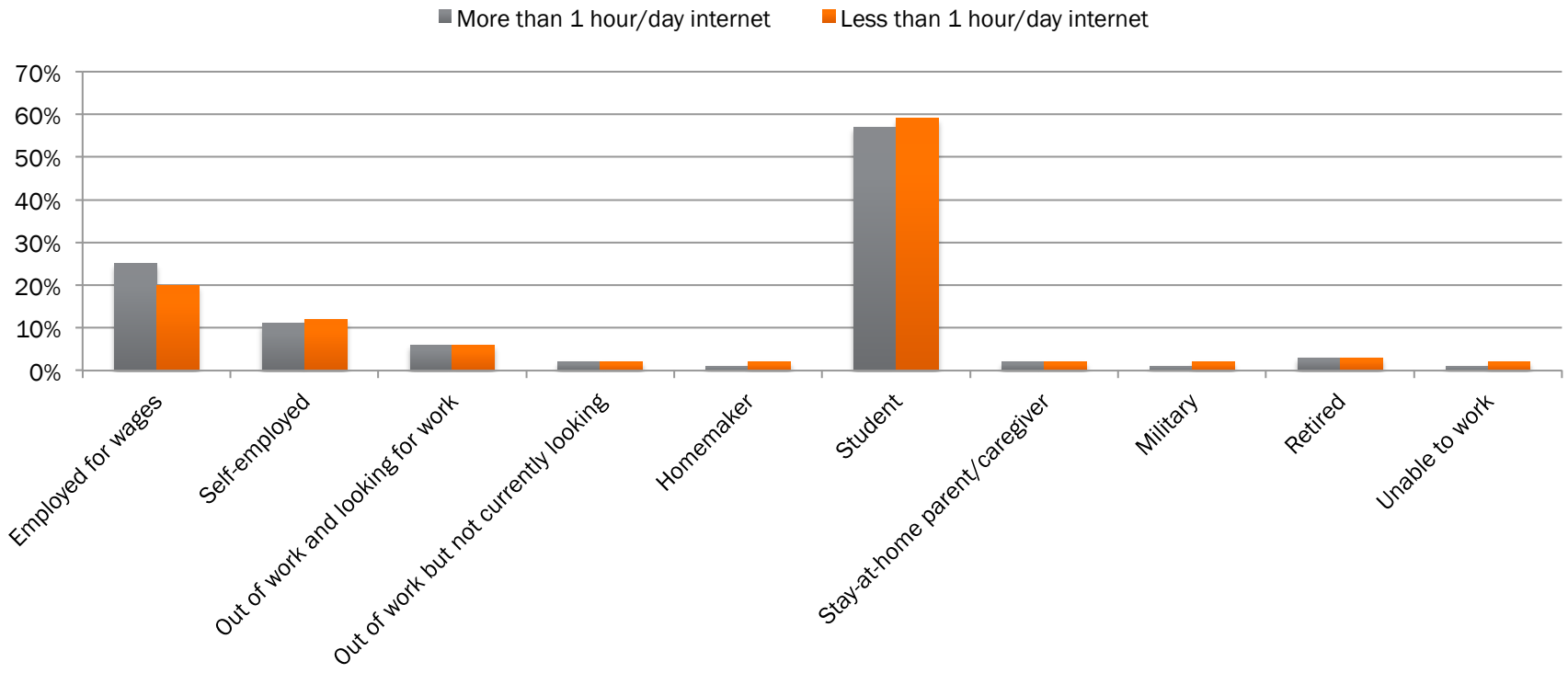

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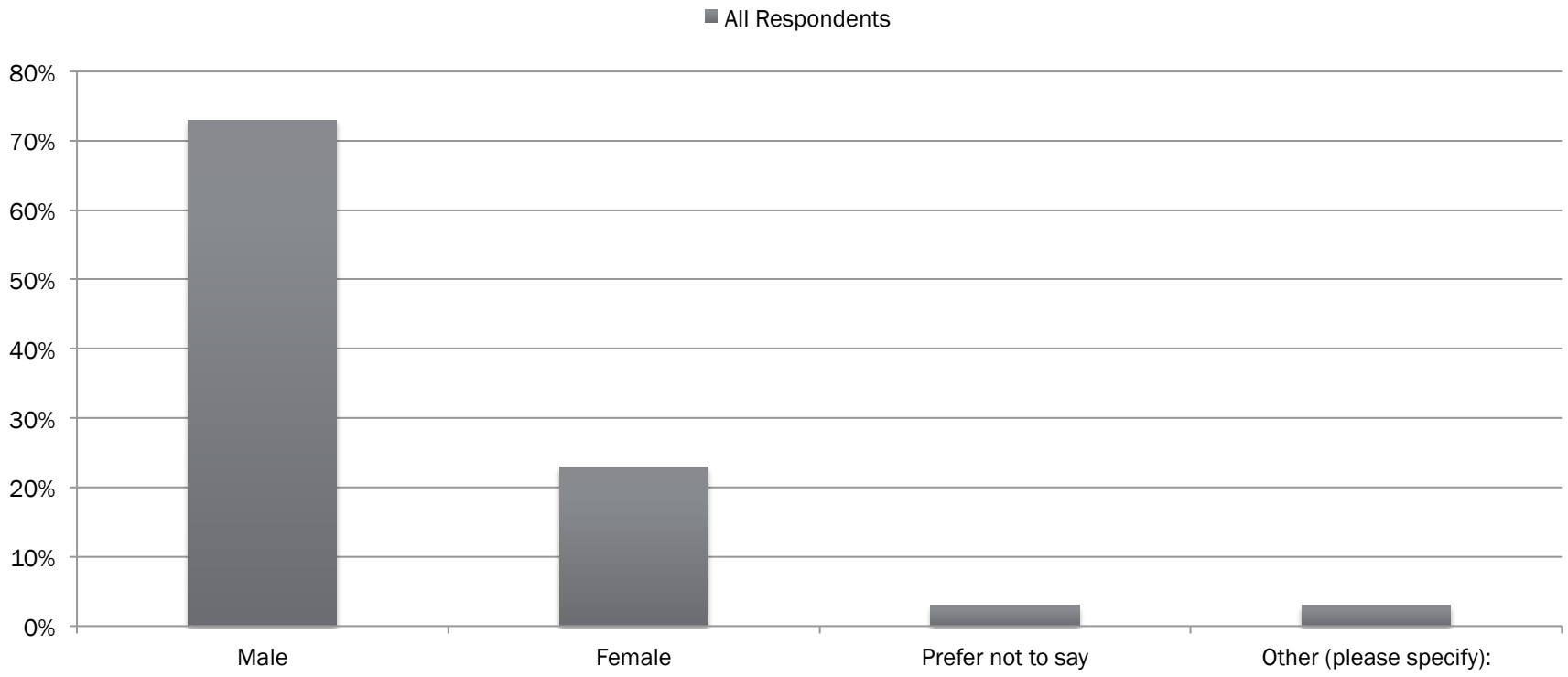

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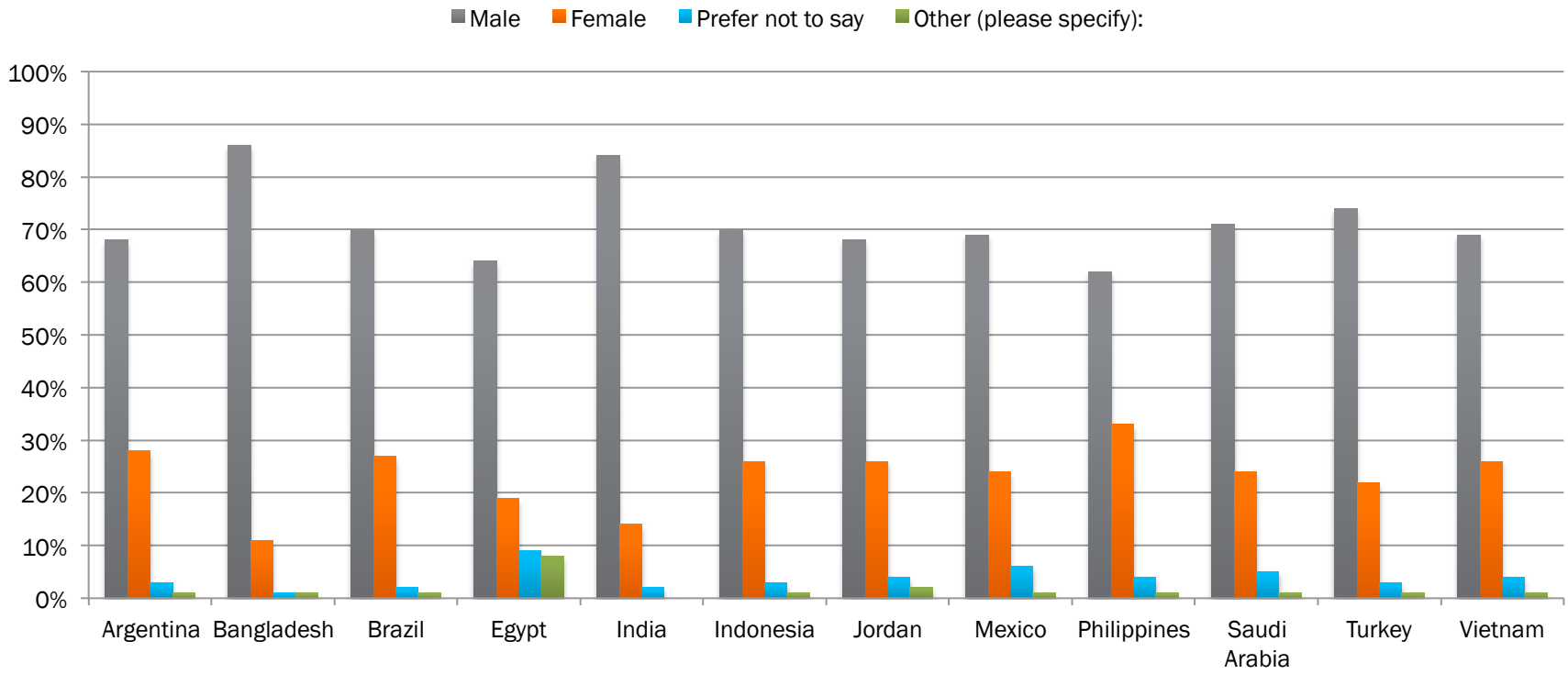

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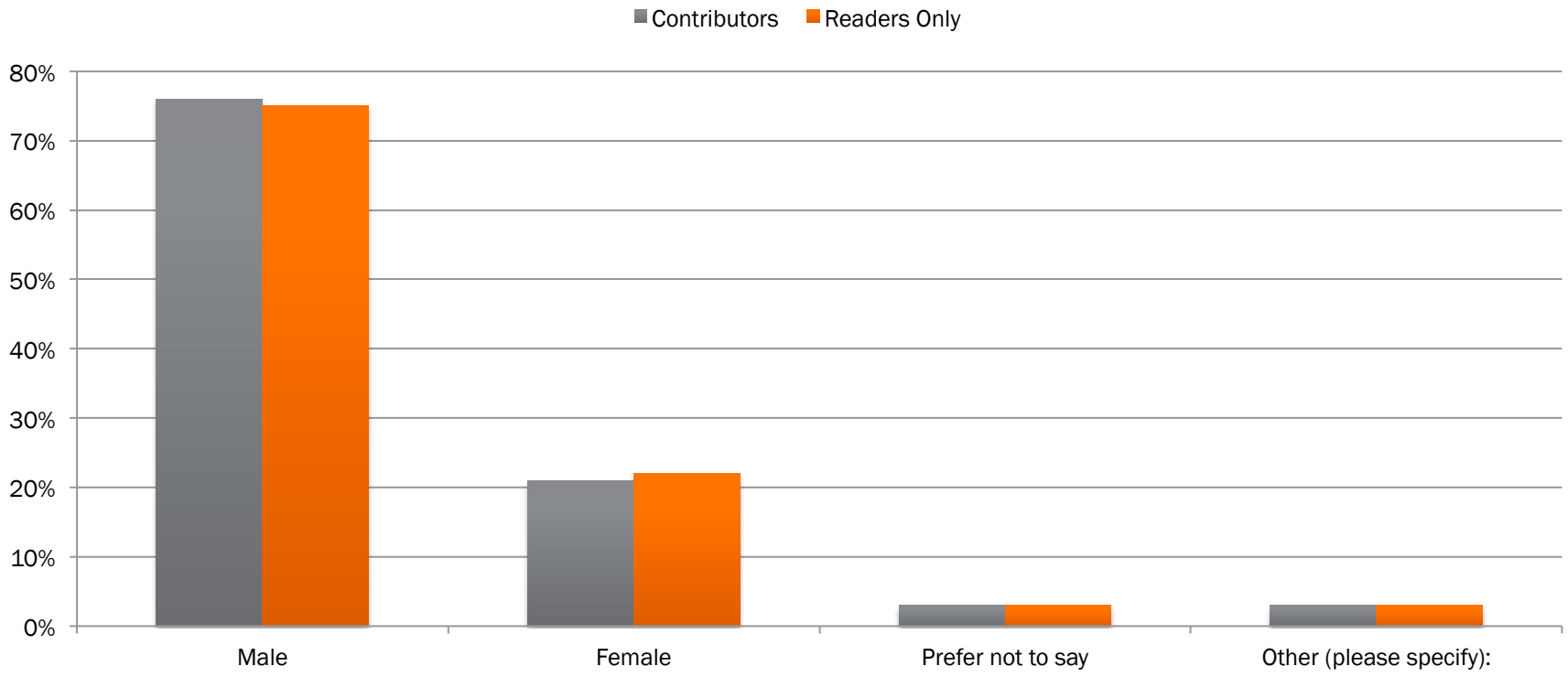

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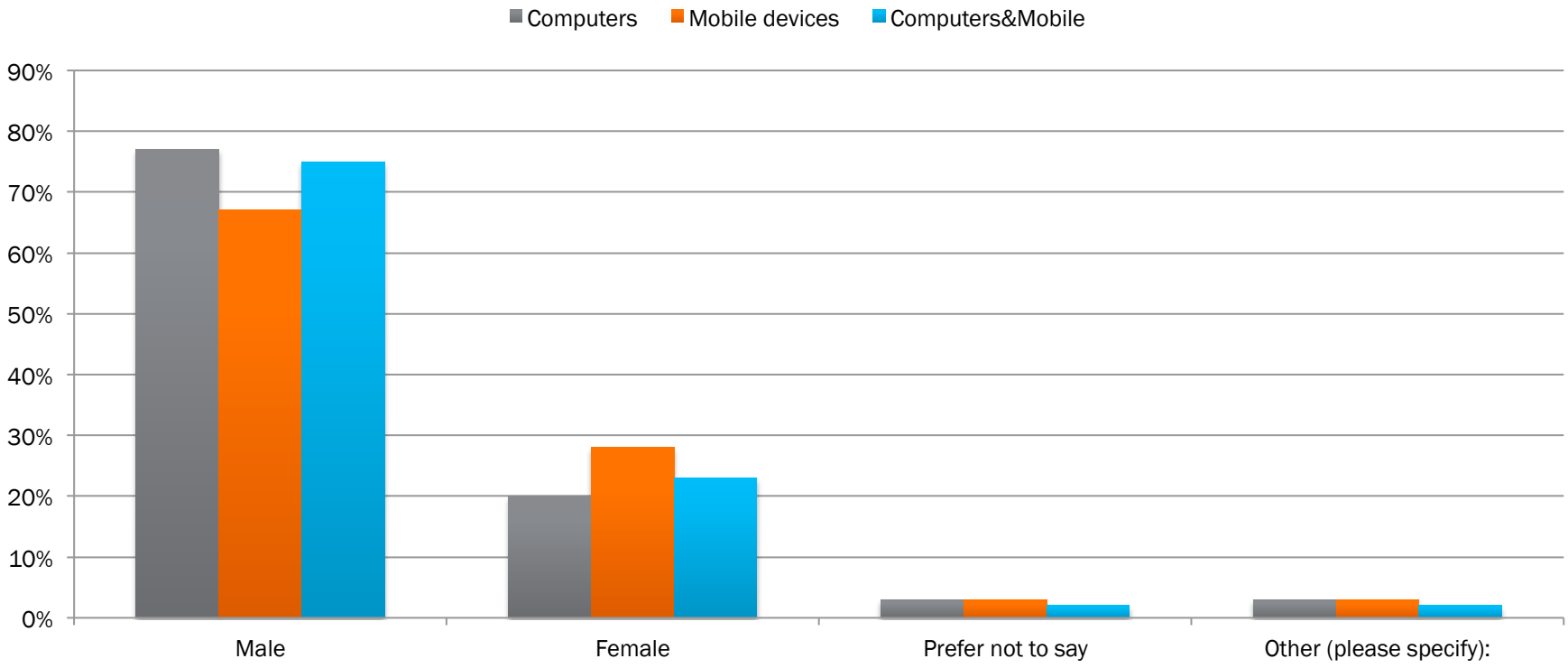

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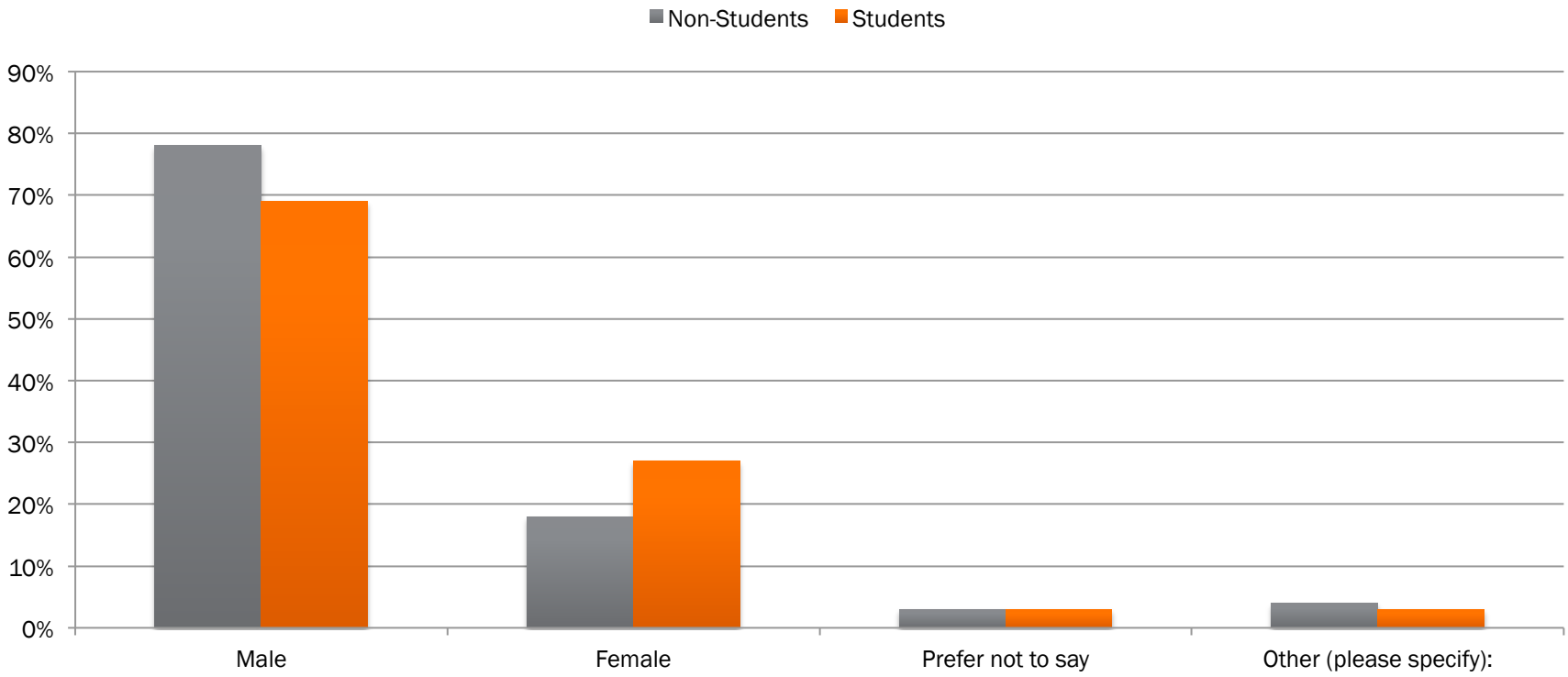

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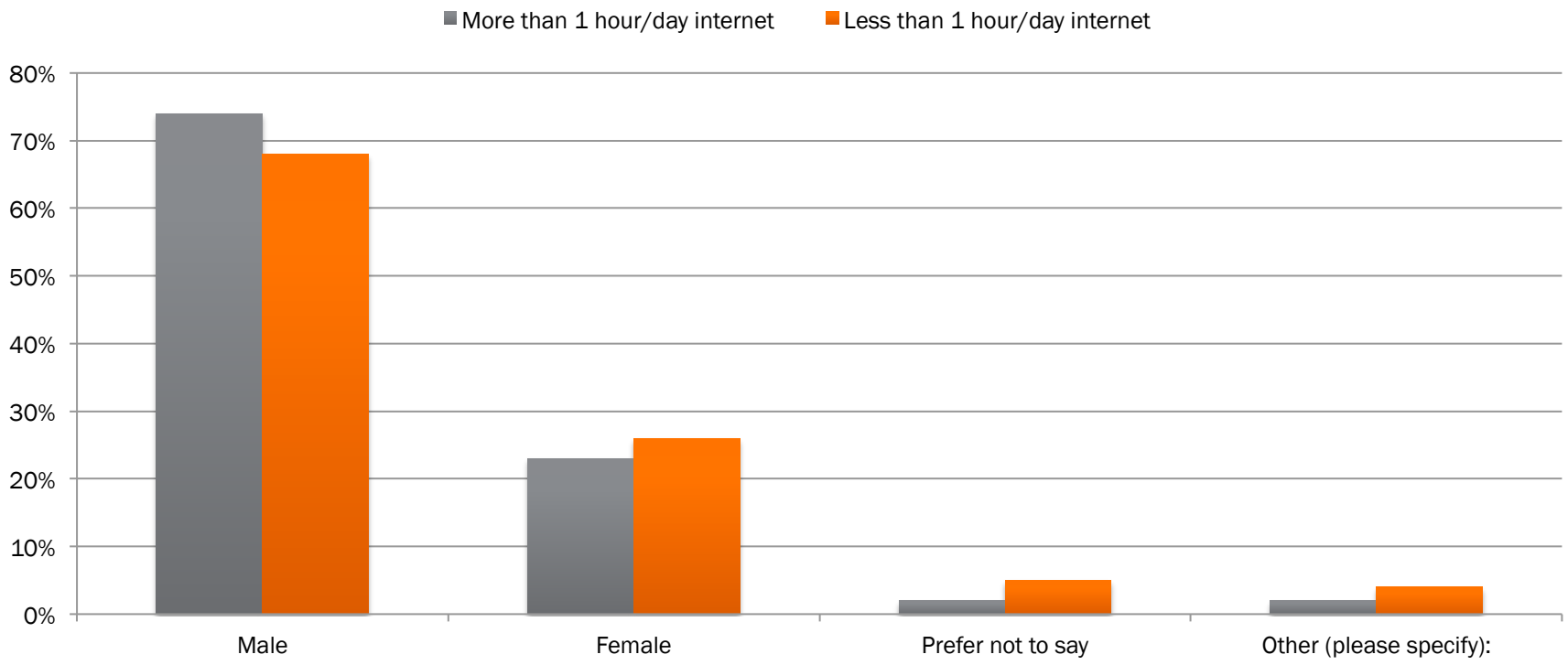

GENERAL INTERNET USAGE

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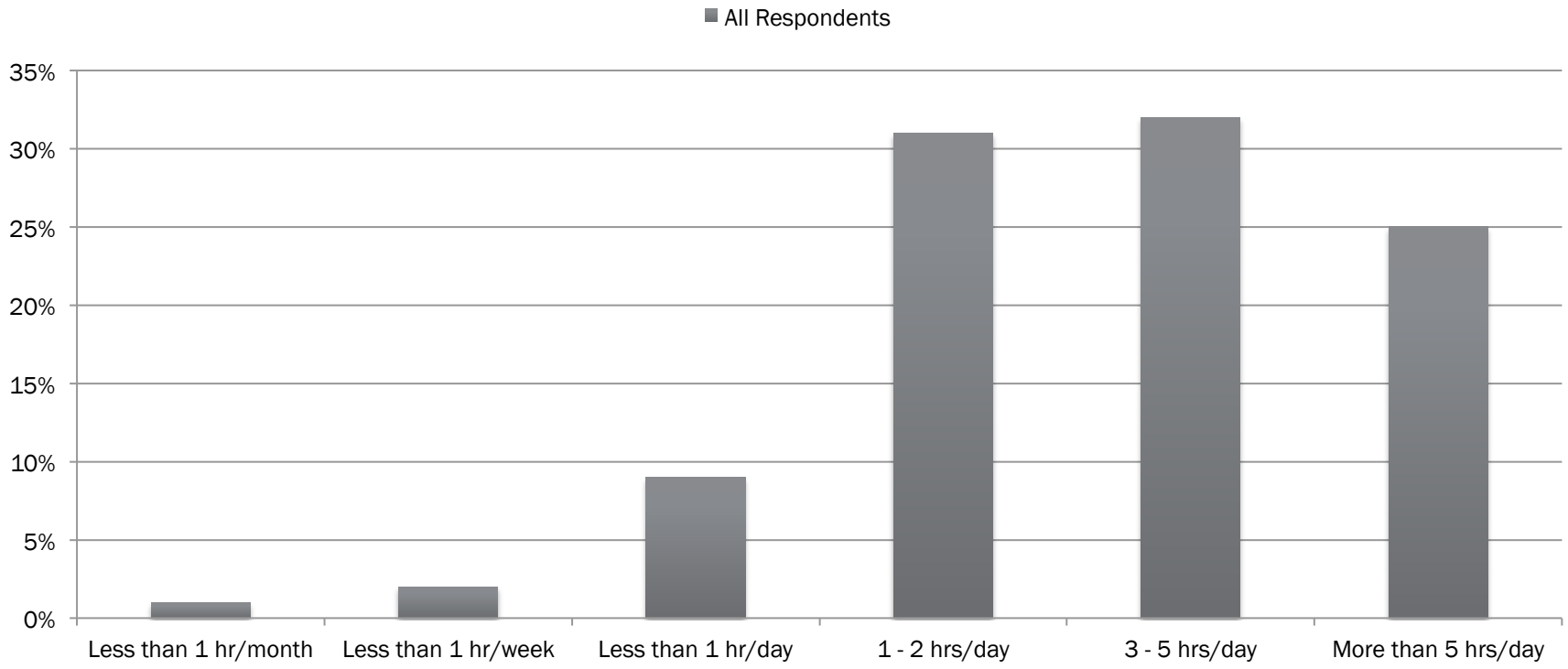

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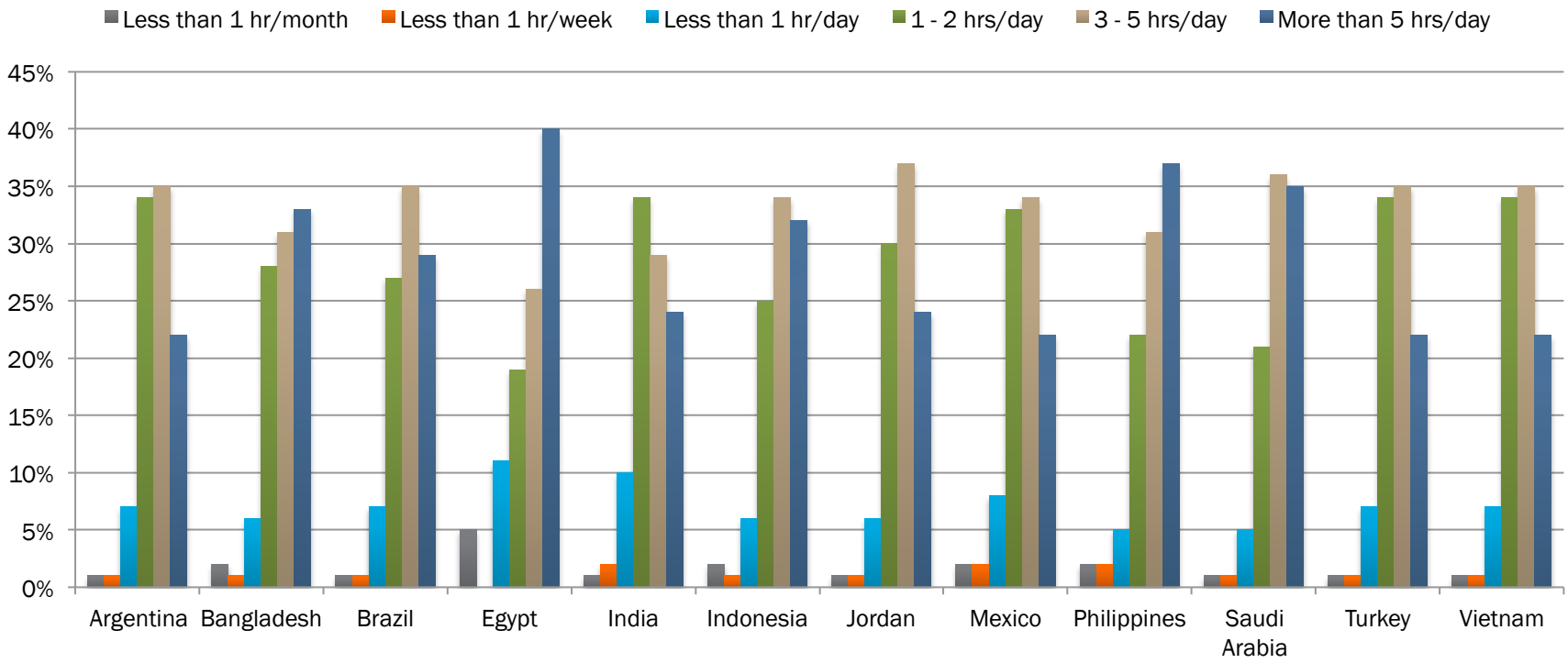

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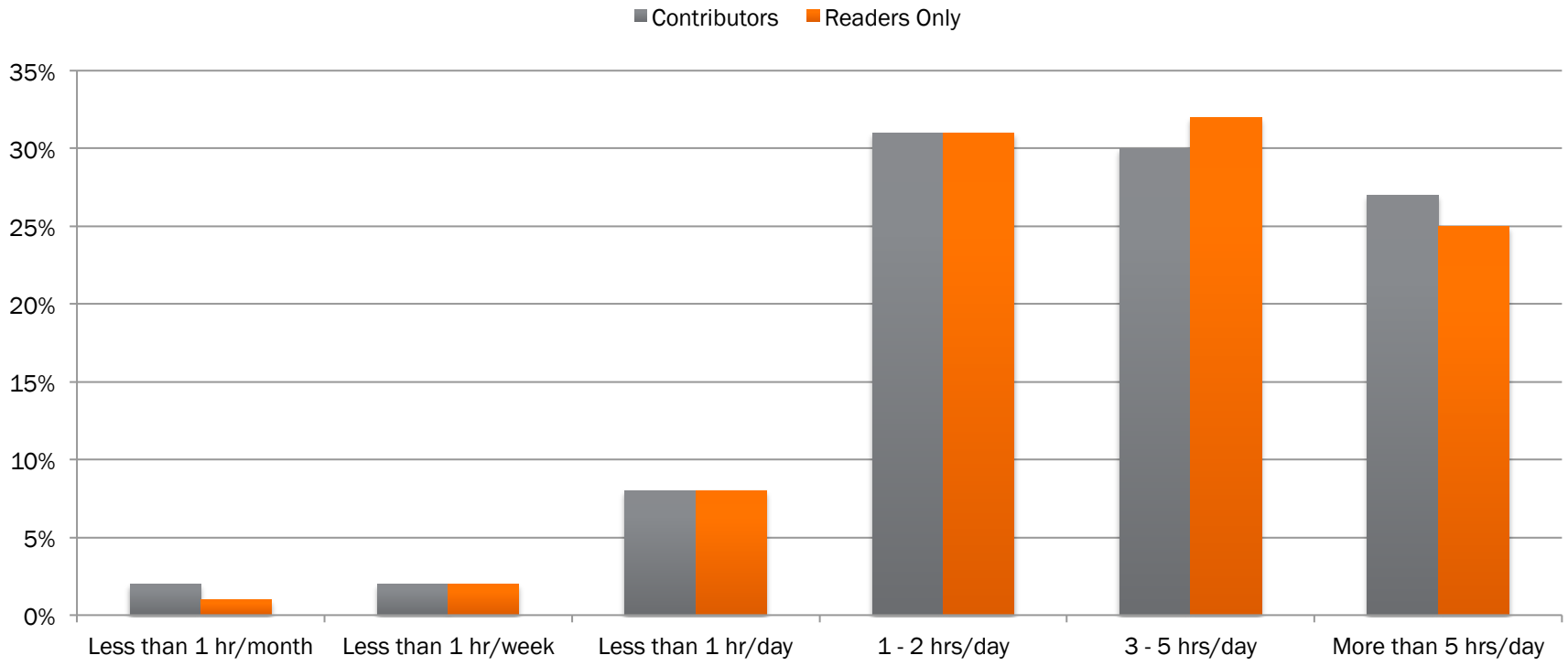

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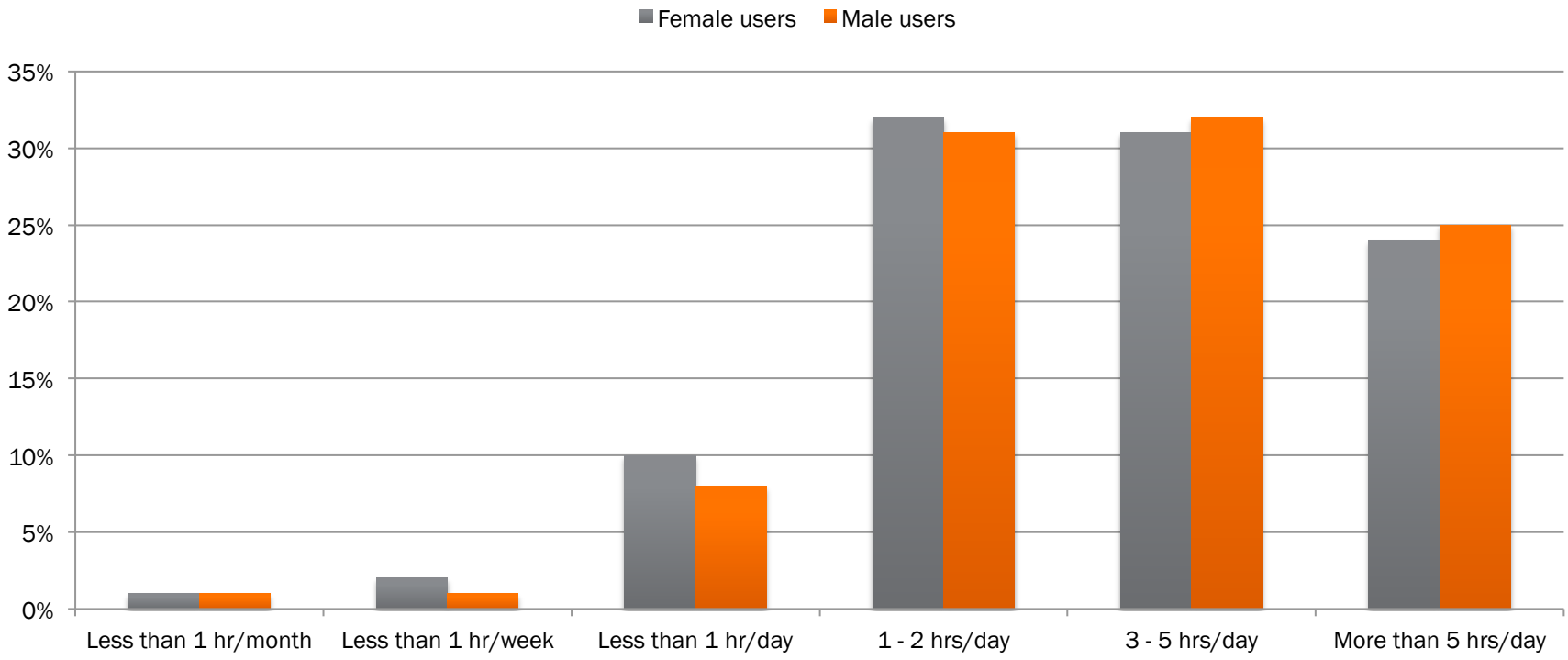

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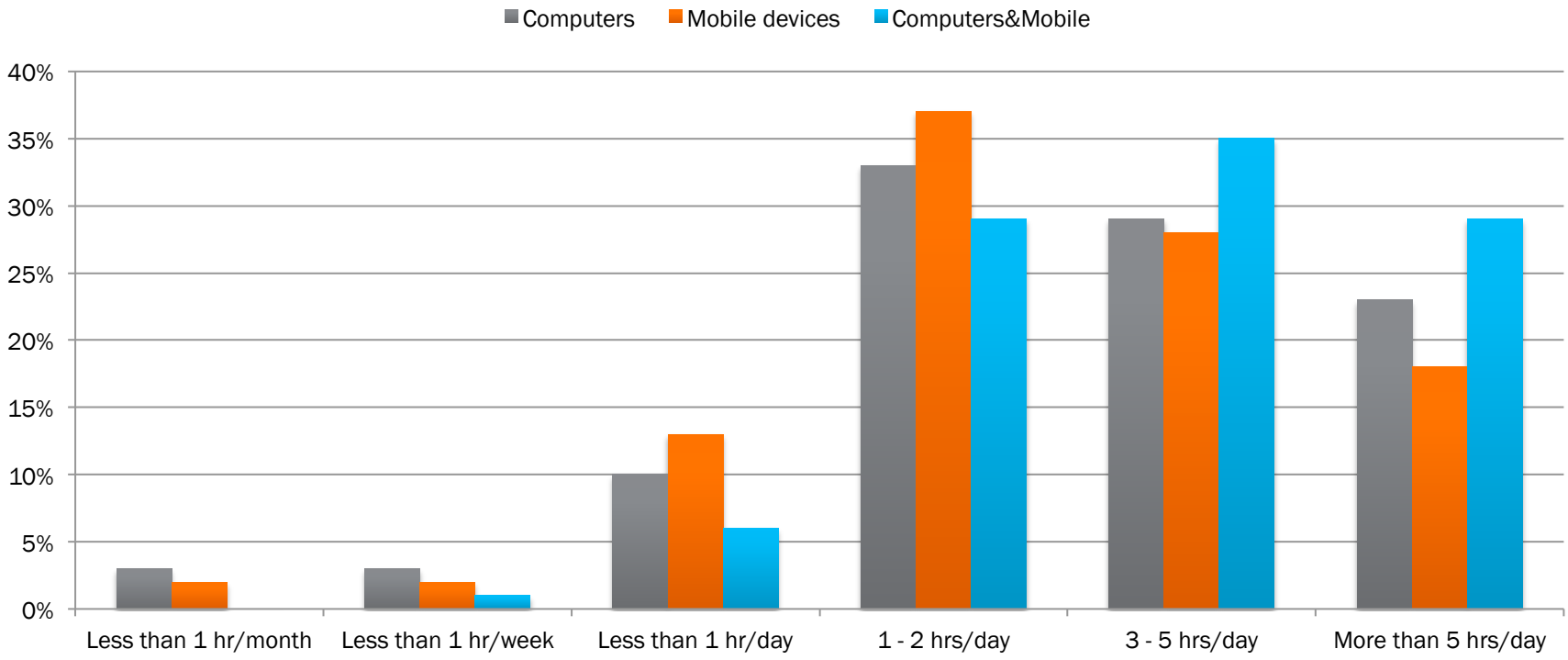

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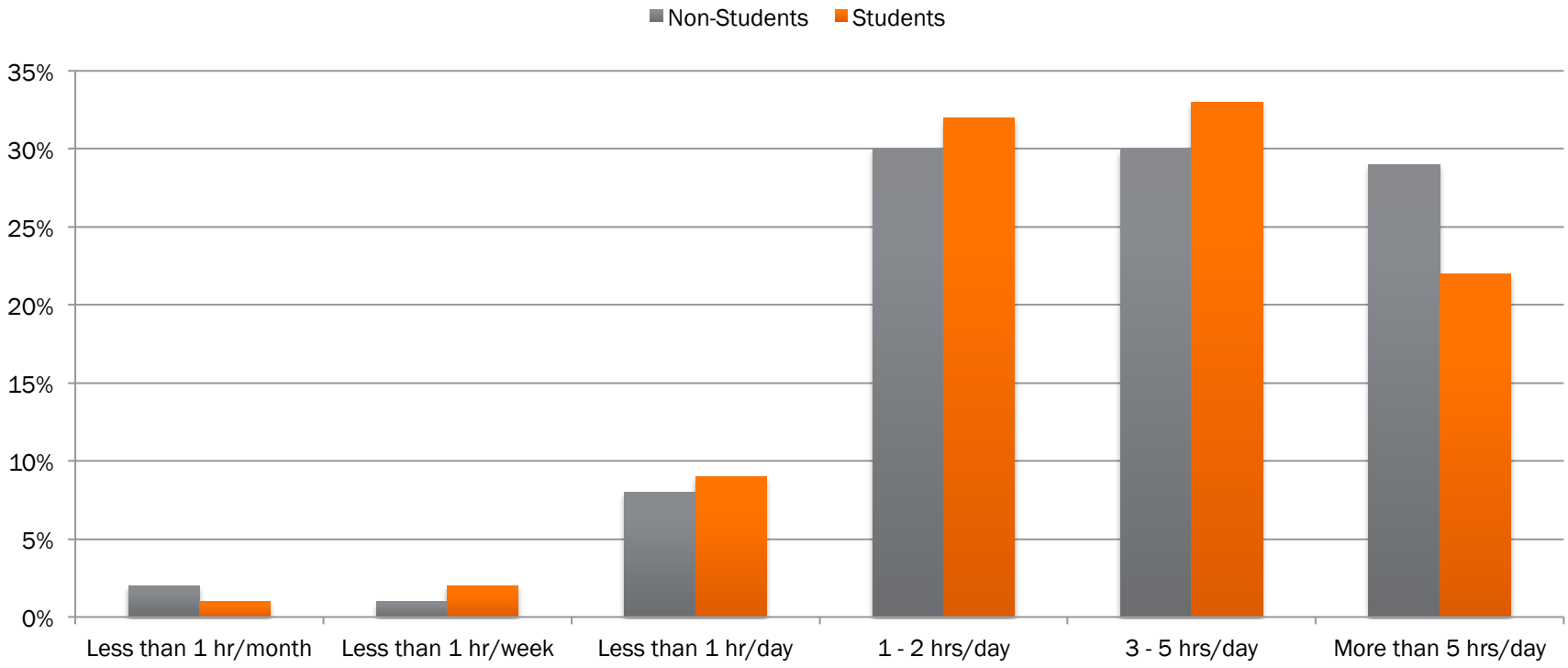

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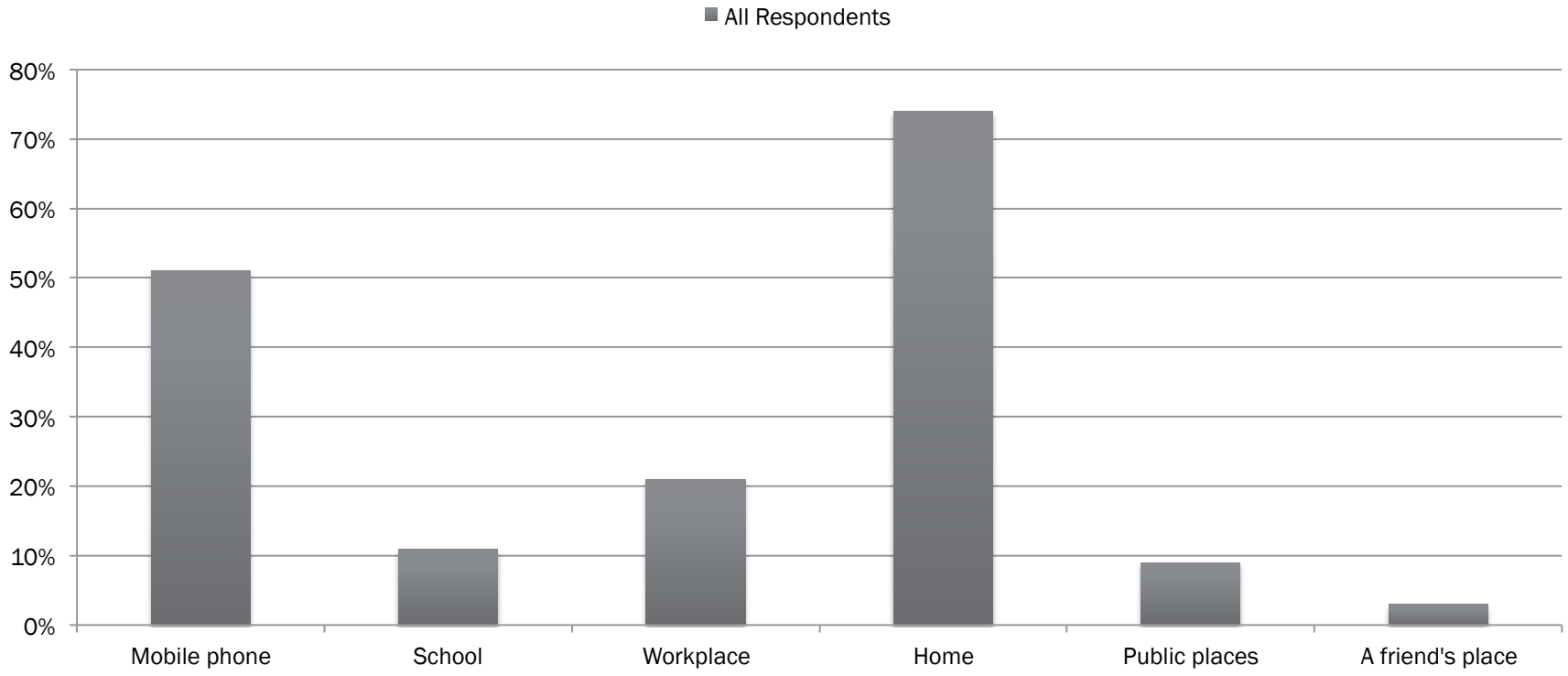

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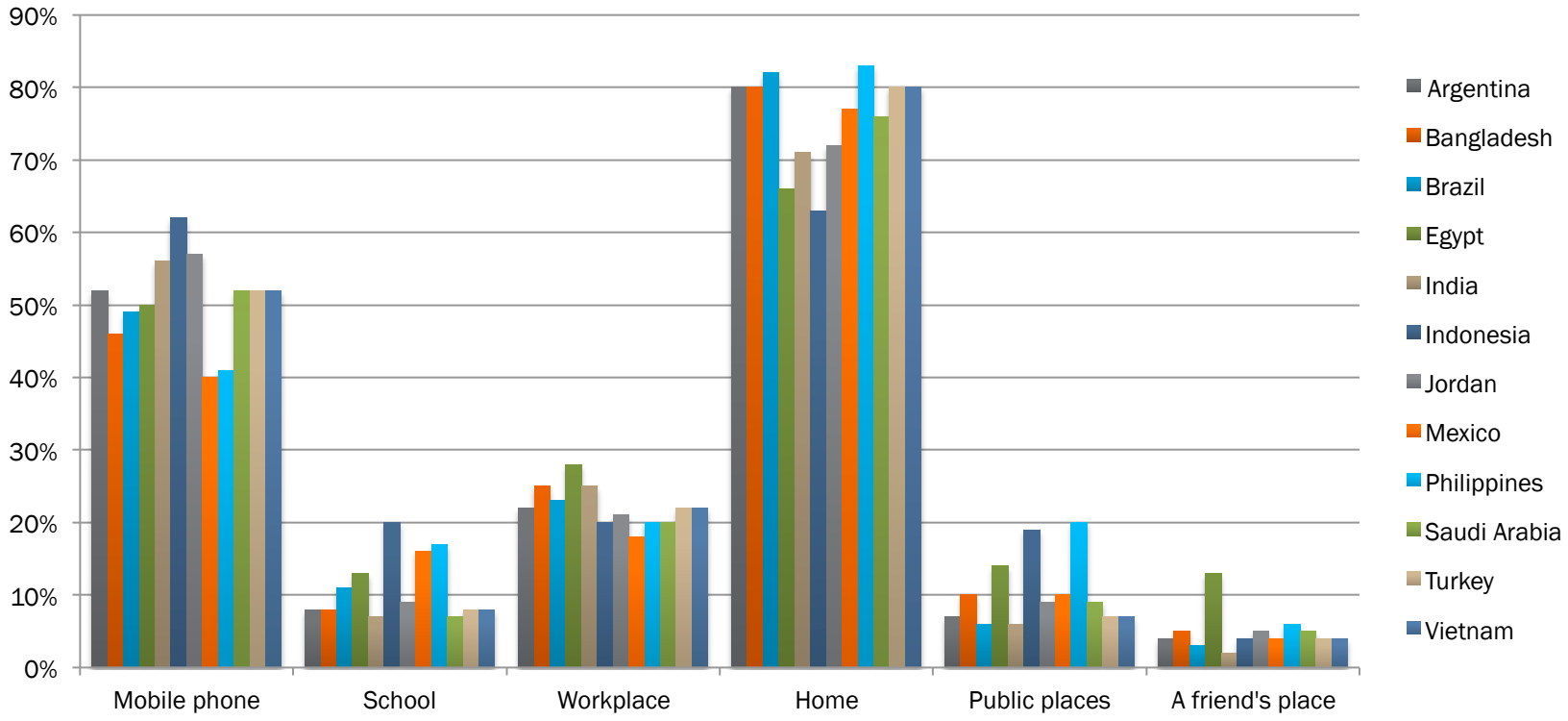

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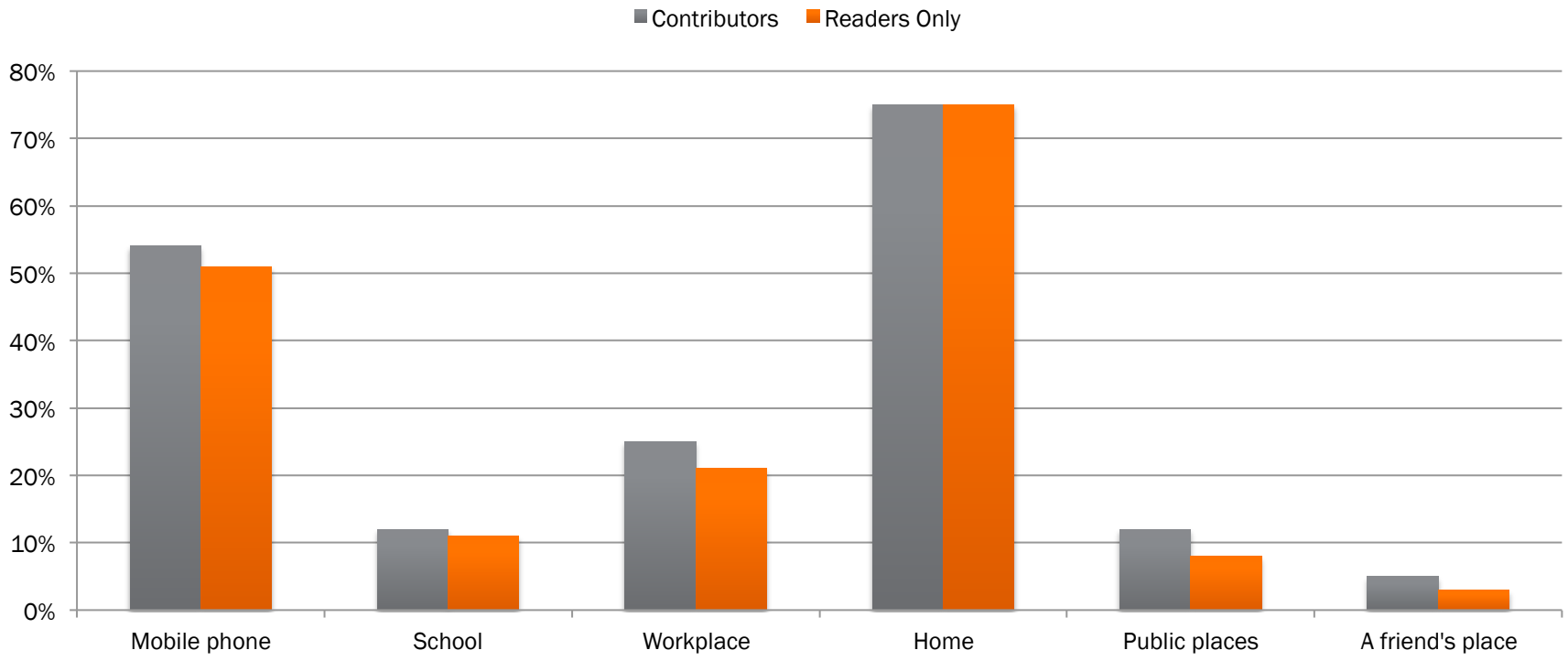

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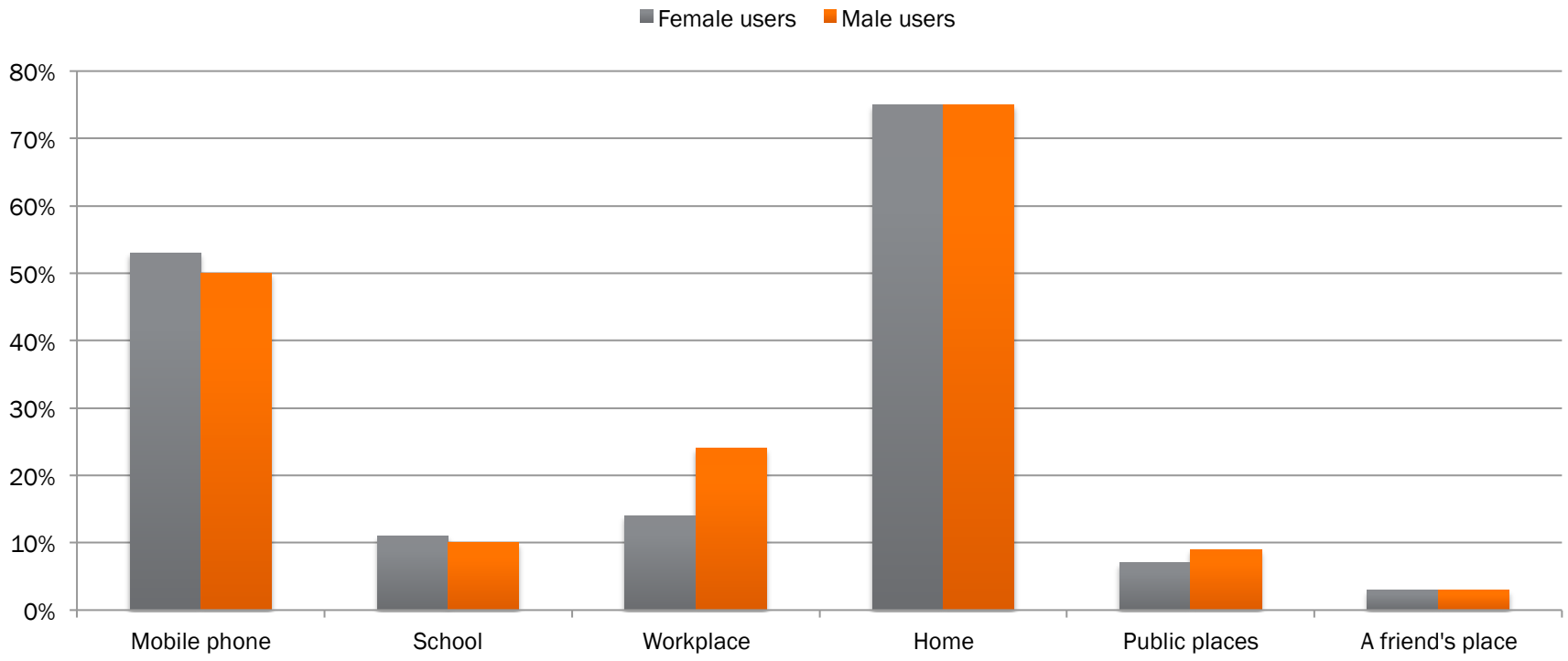

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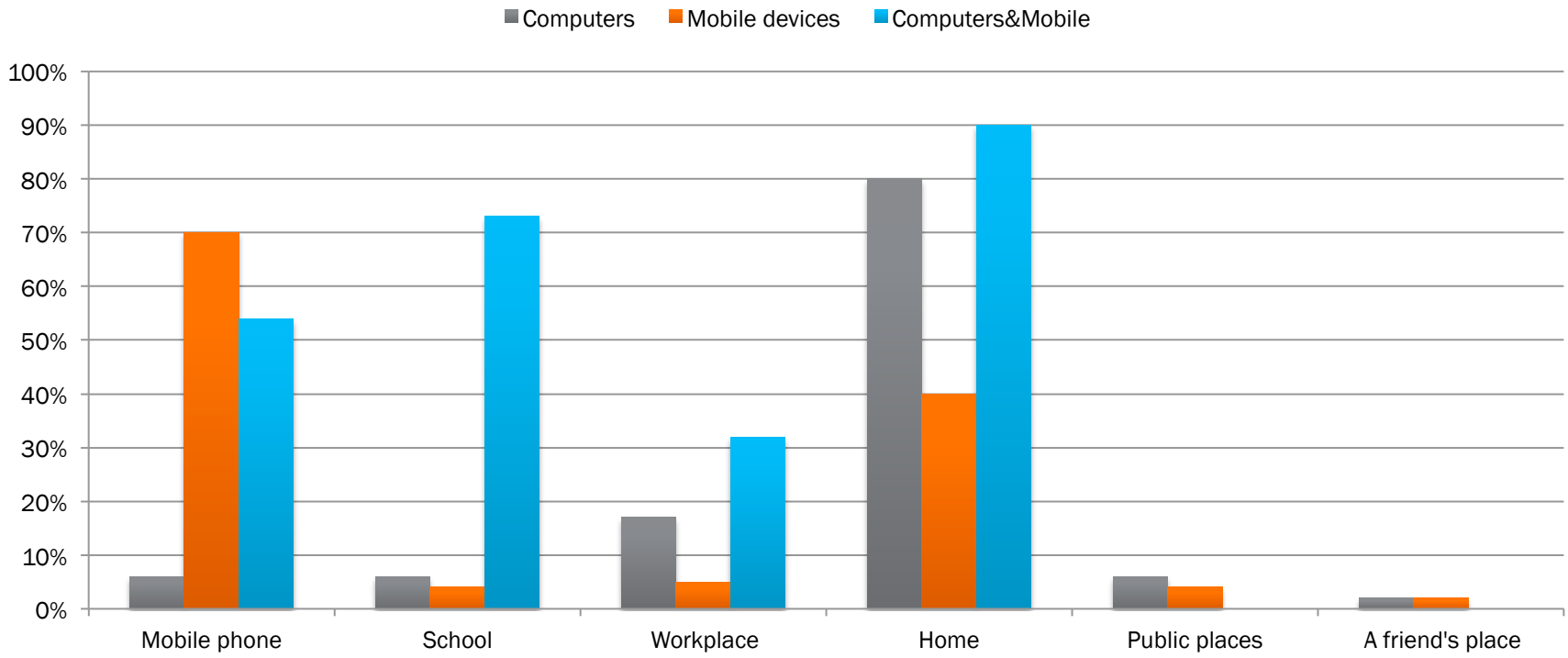

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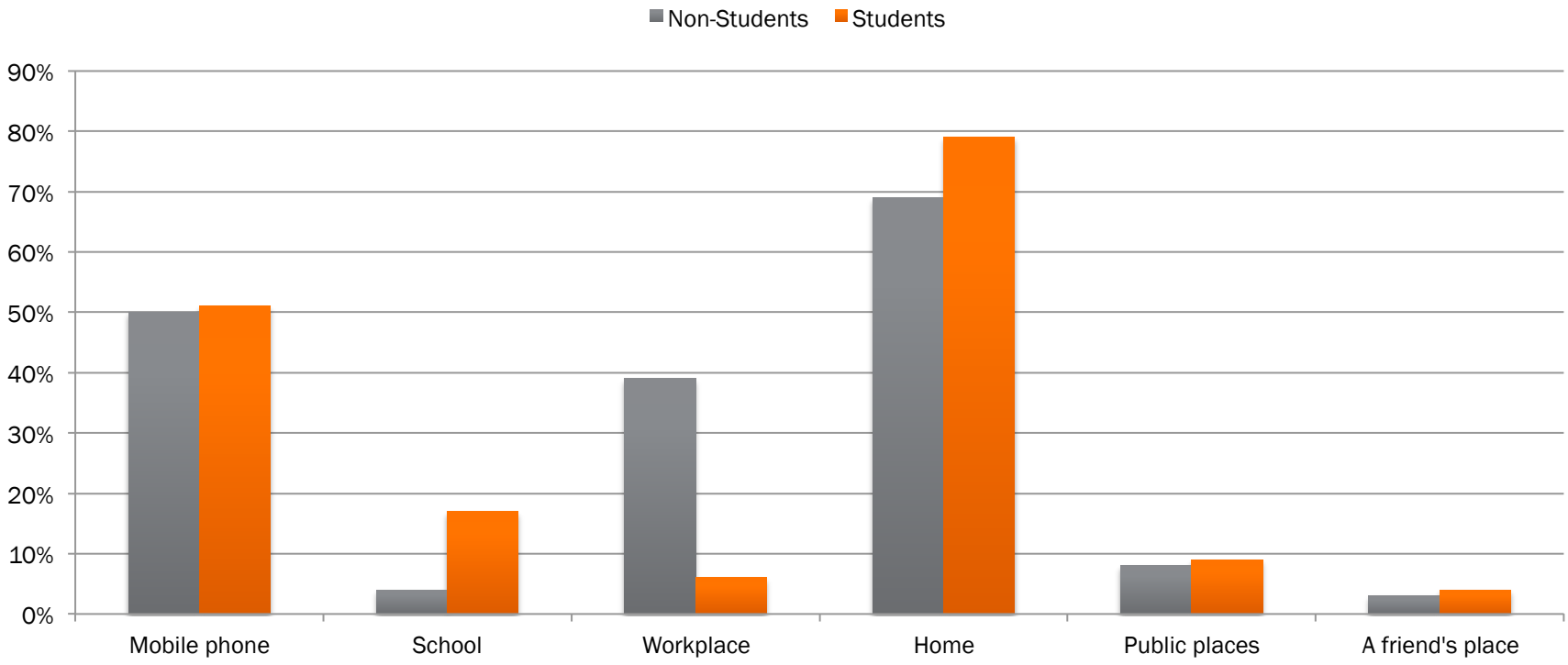

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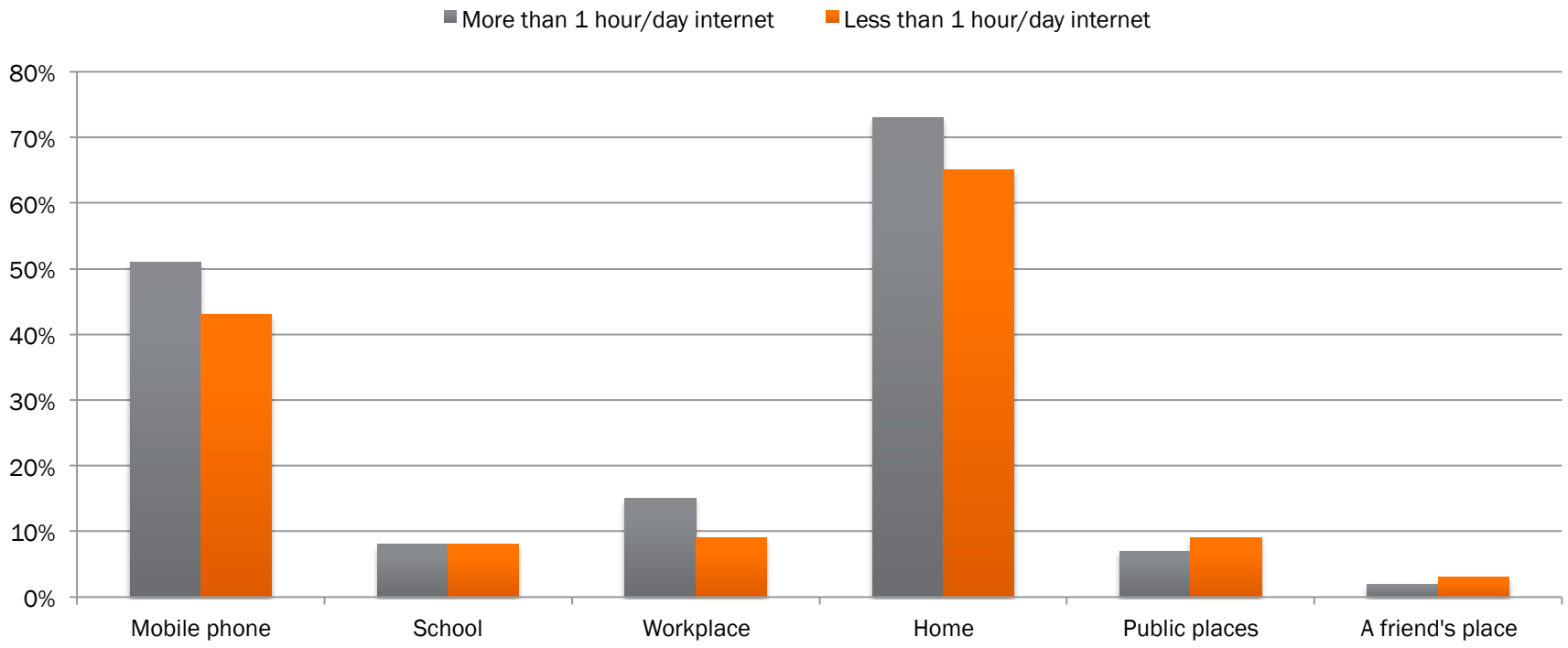

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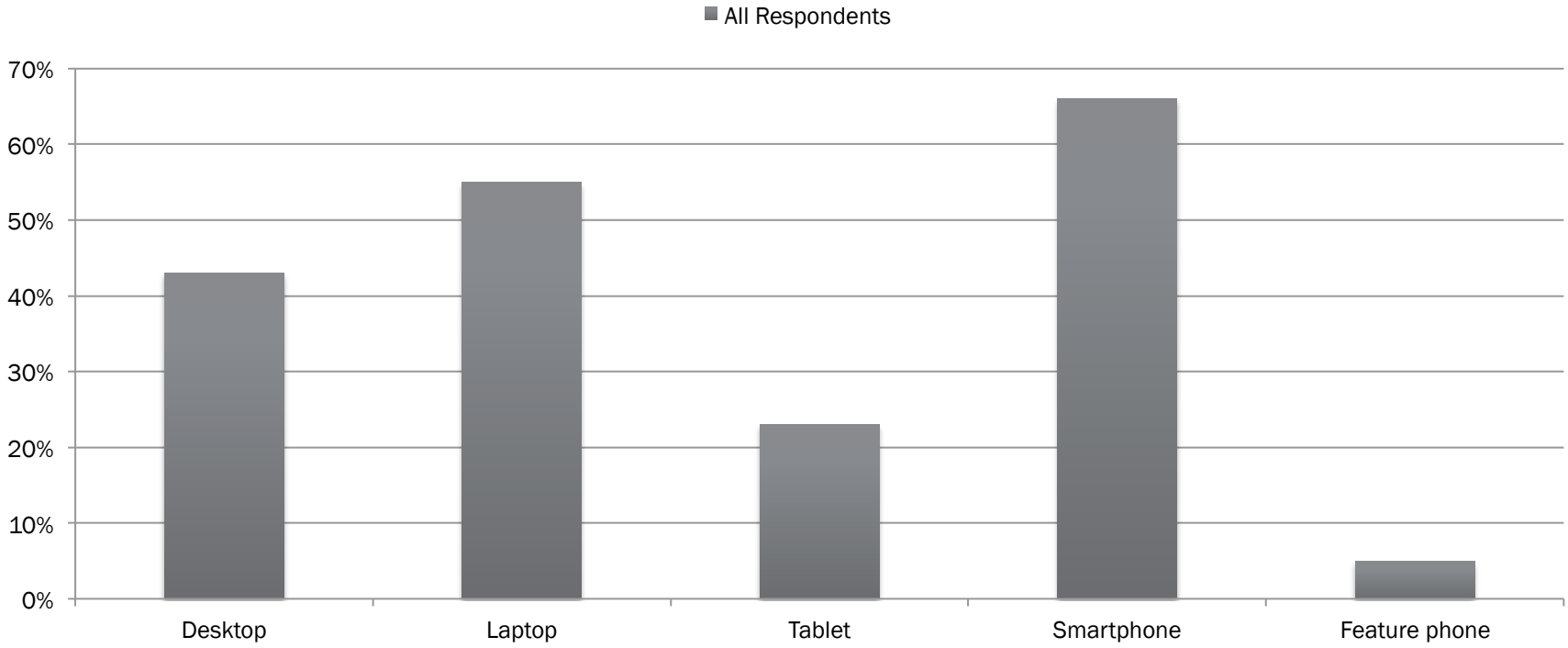

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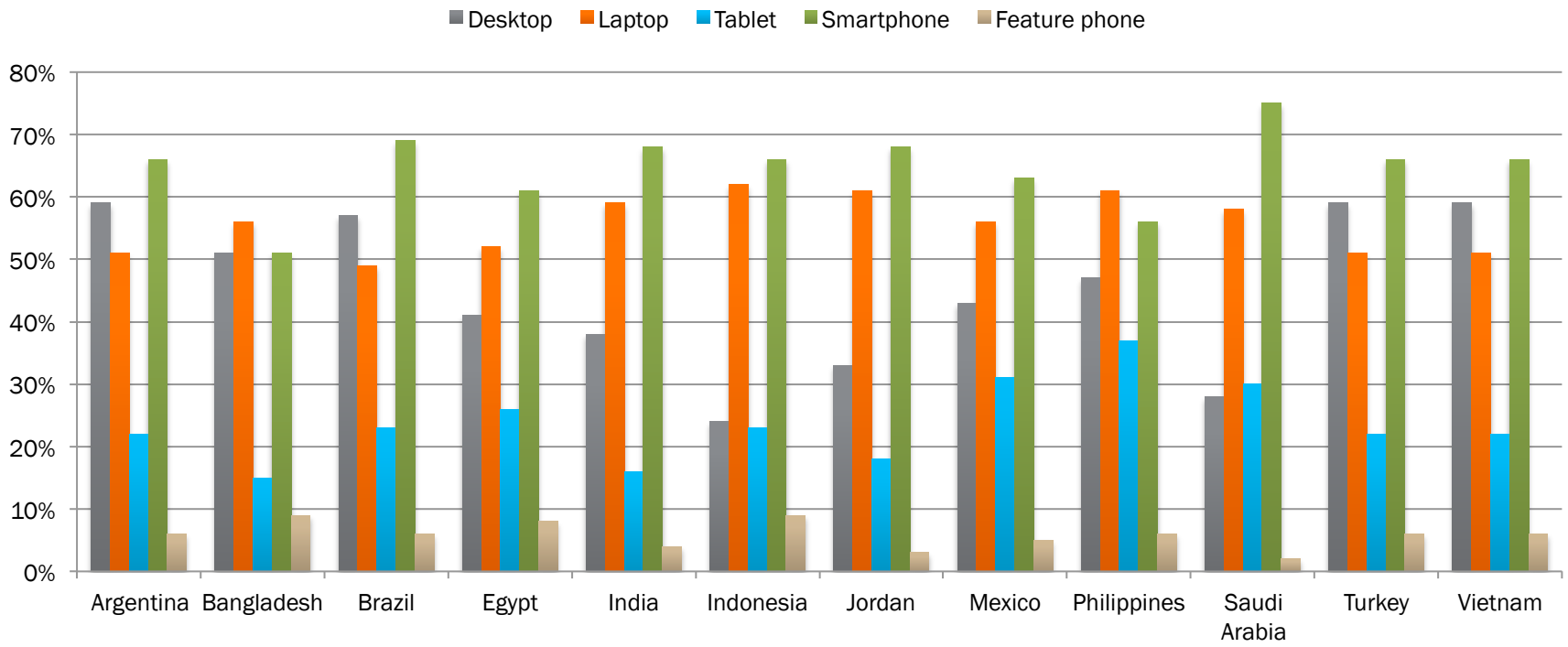

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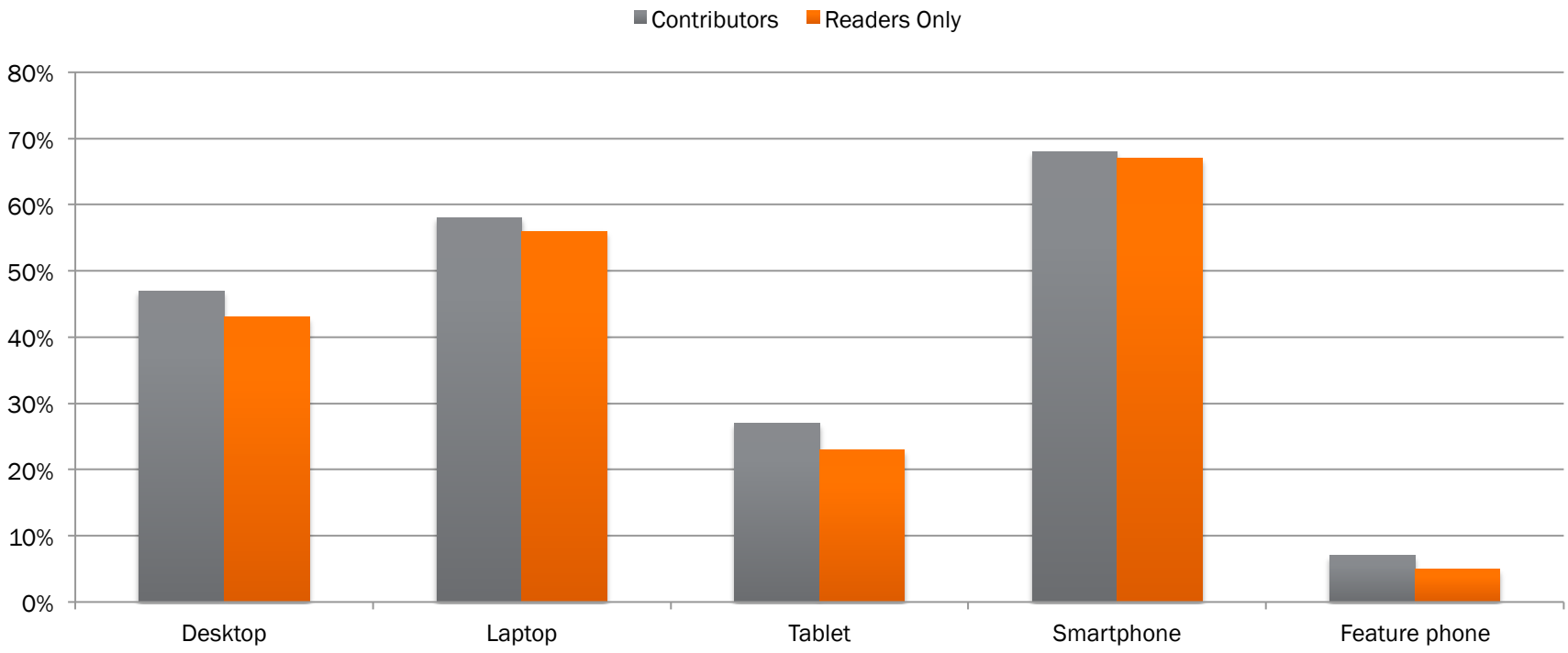

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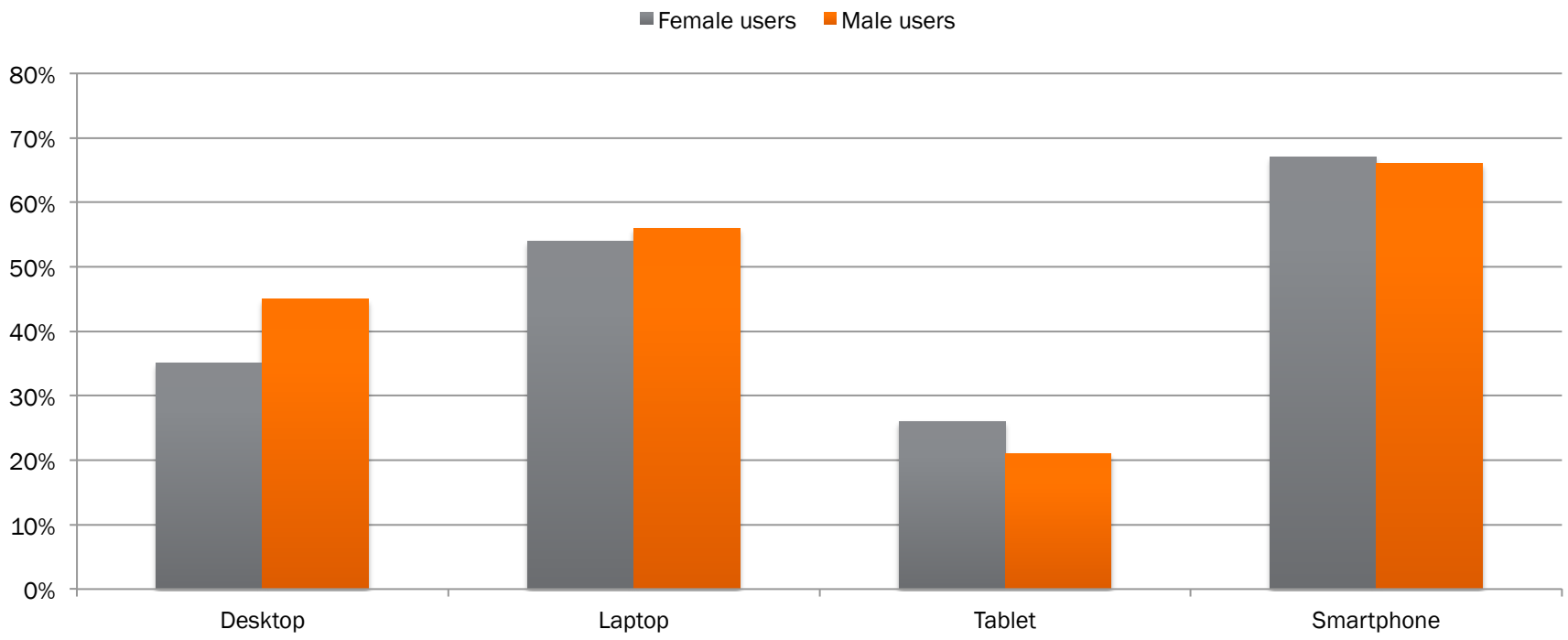

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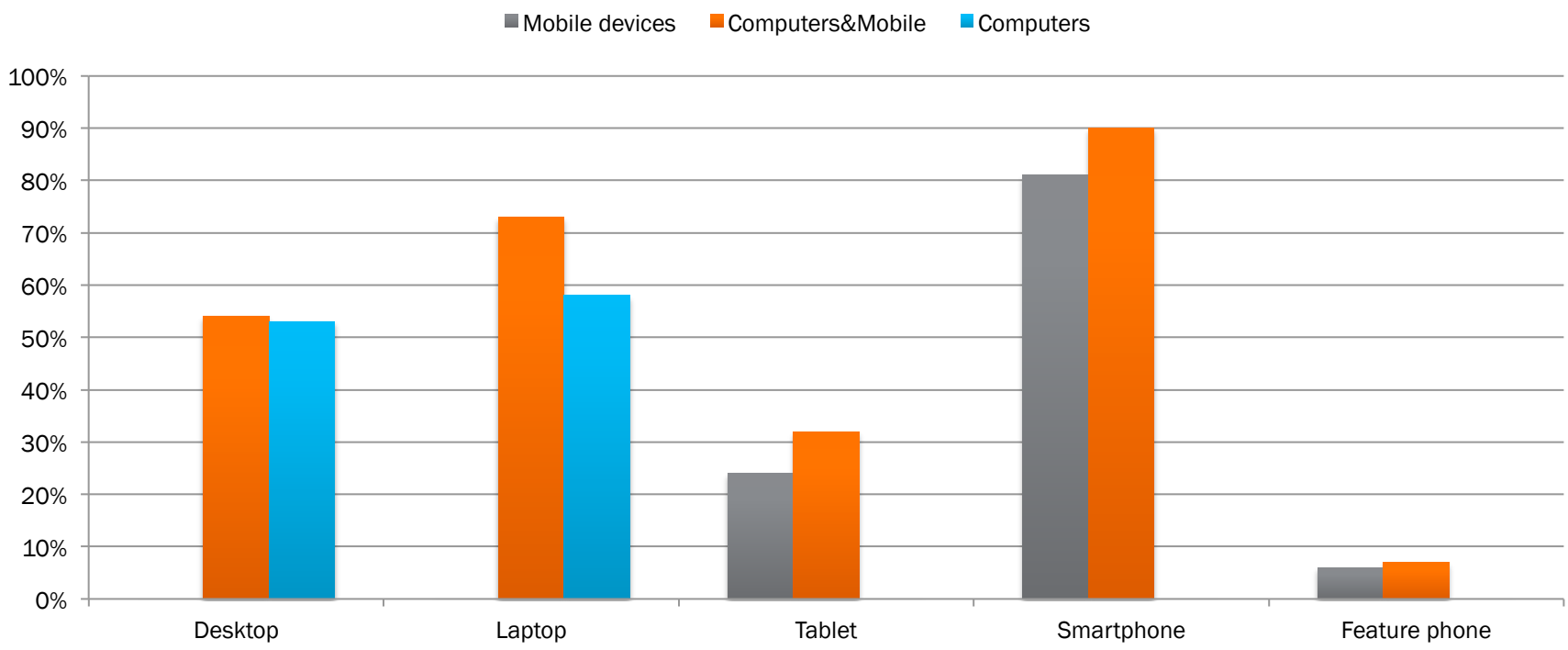

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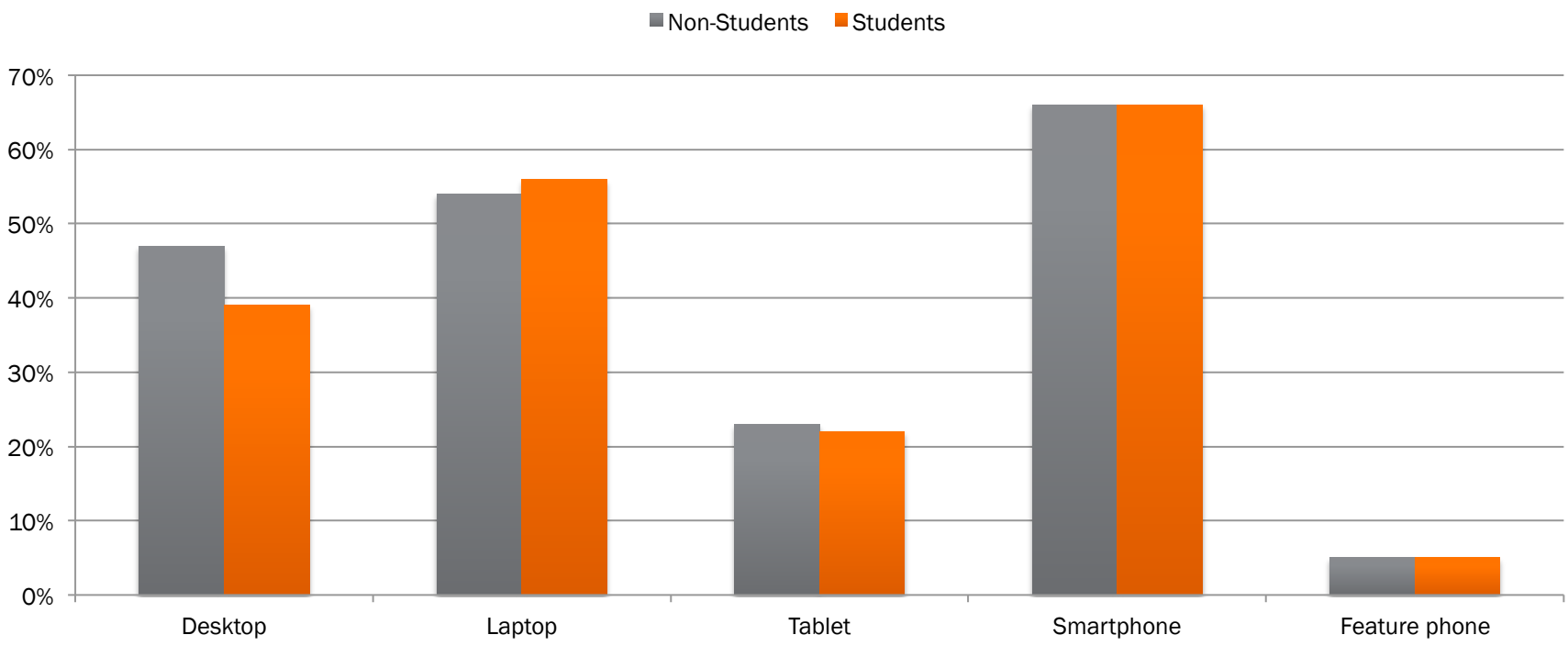

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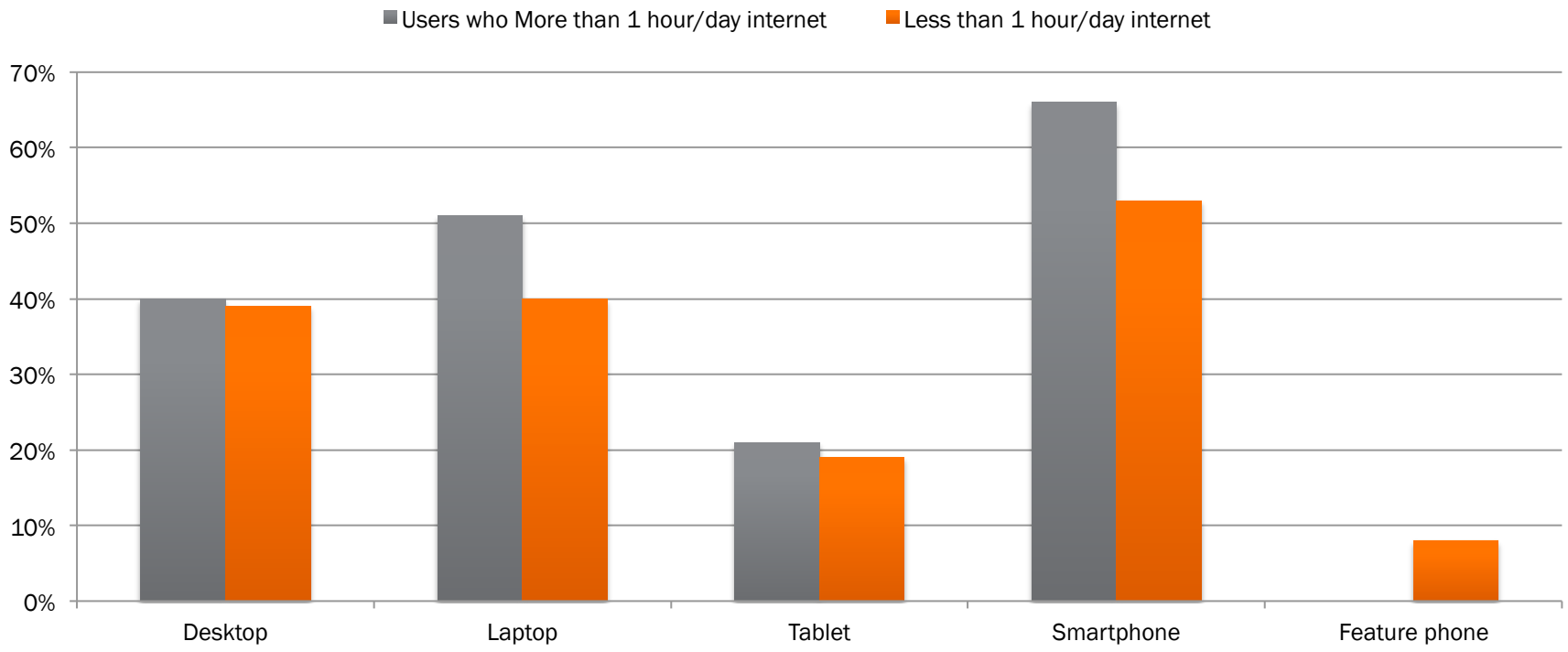

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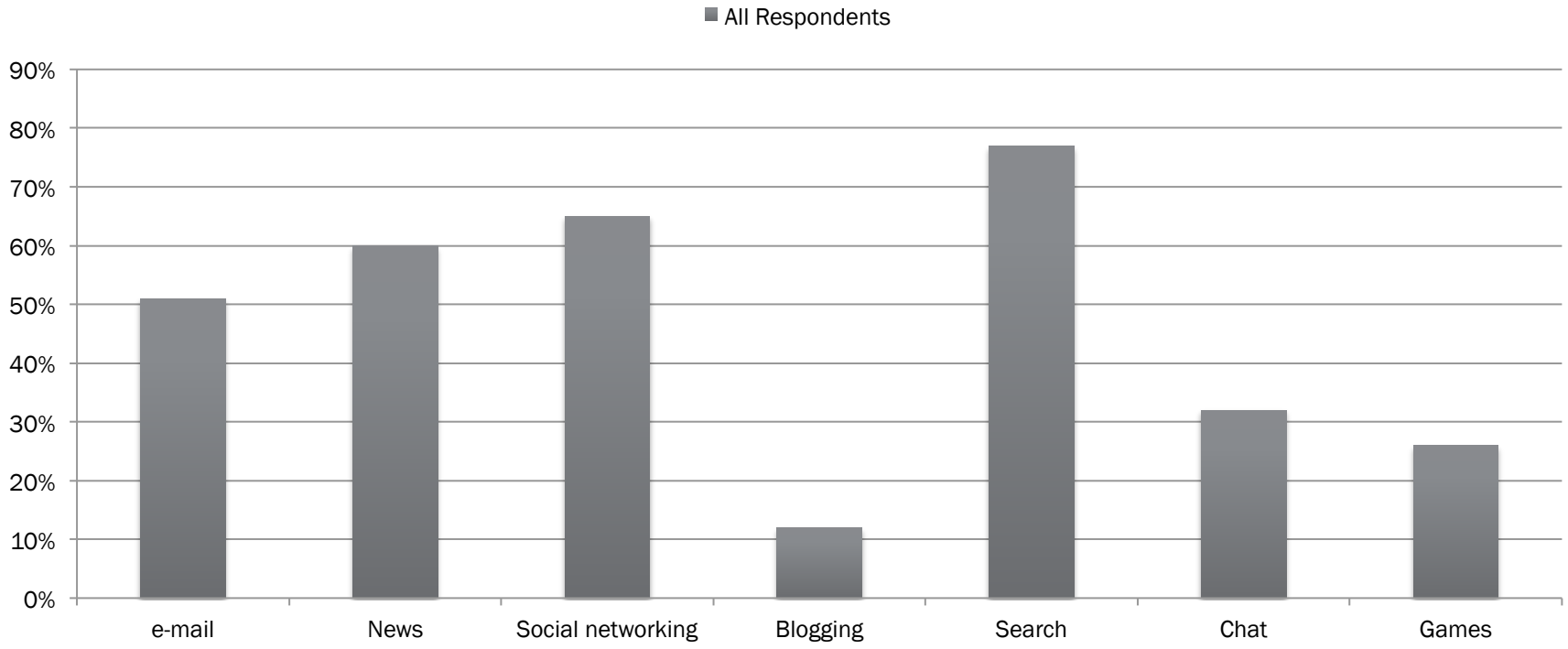

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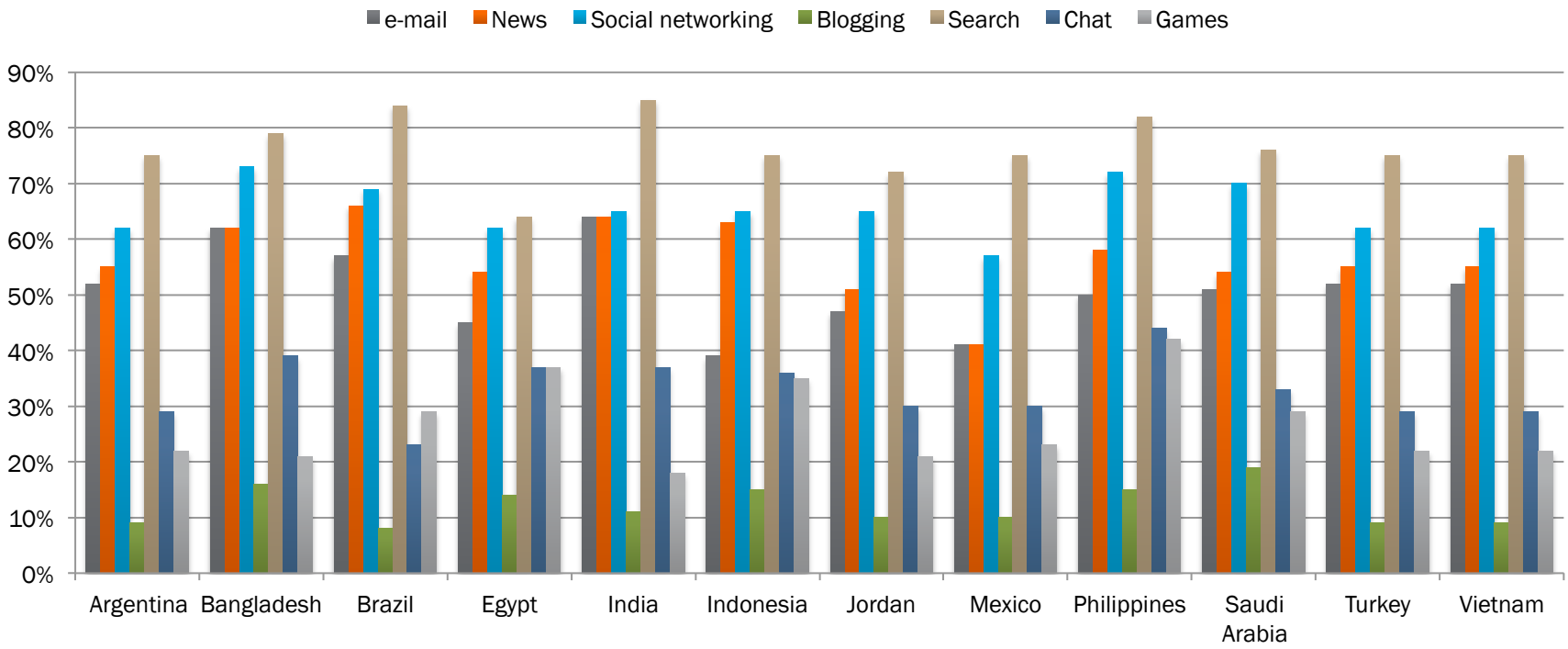

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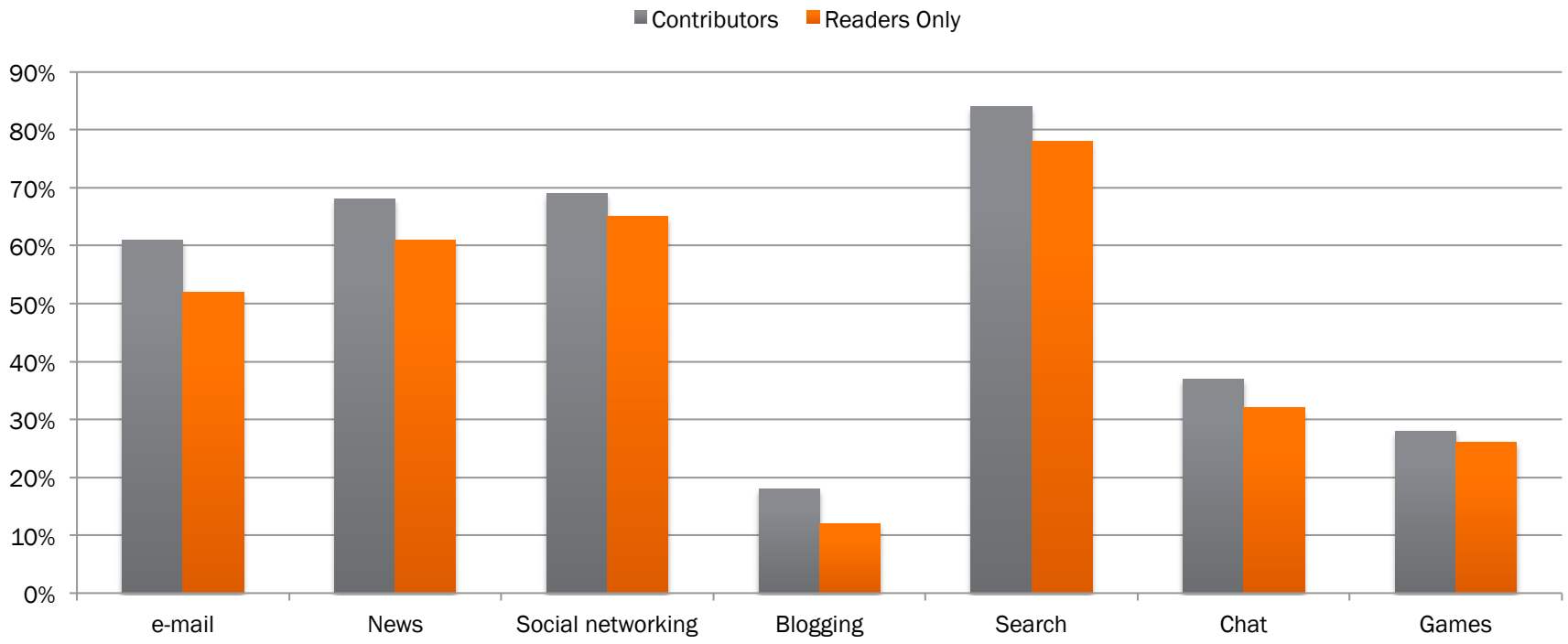

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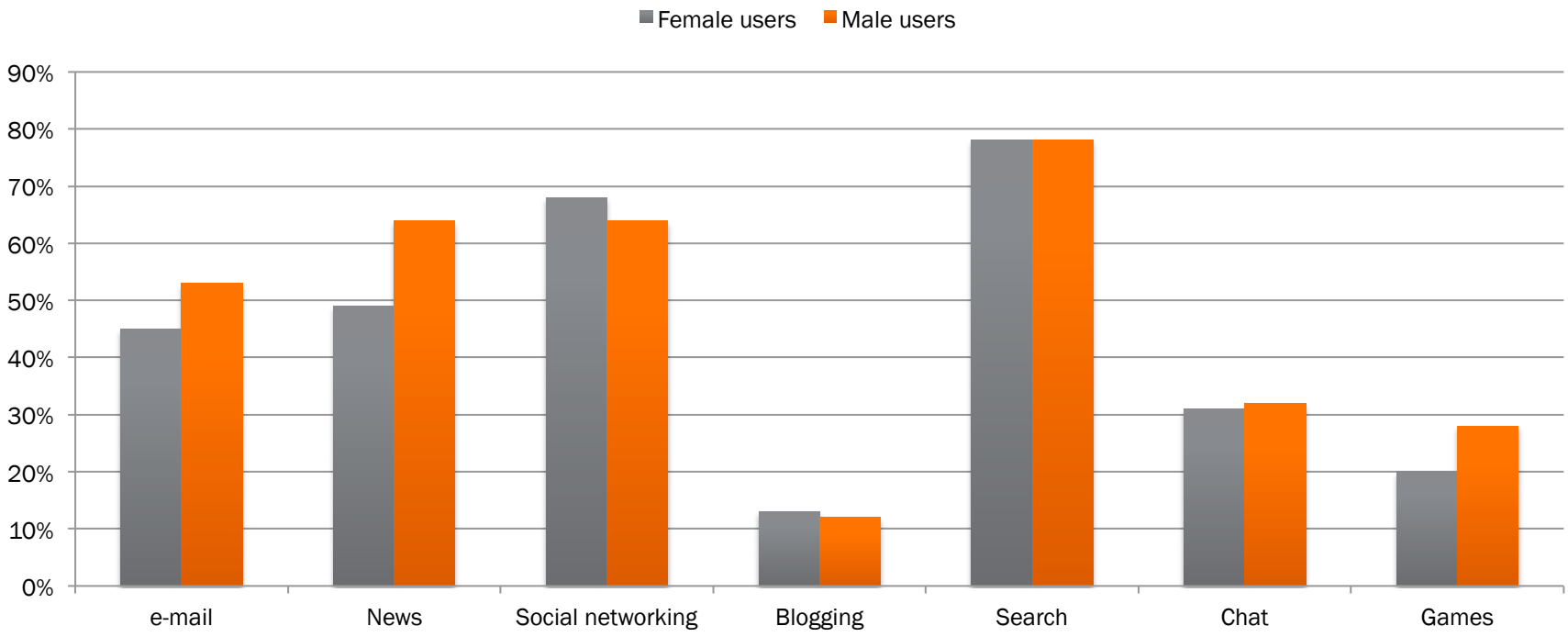

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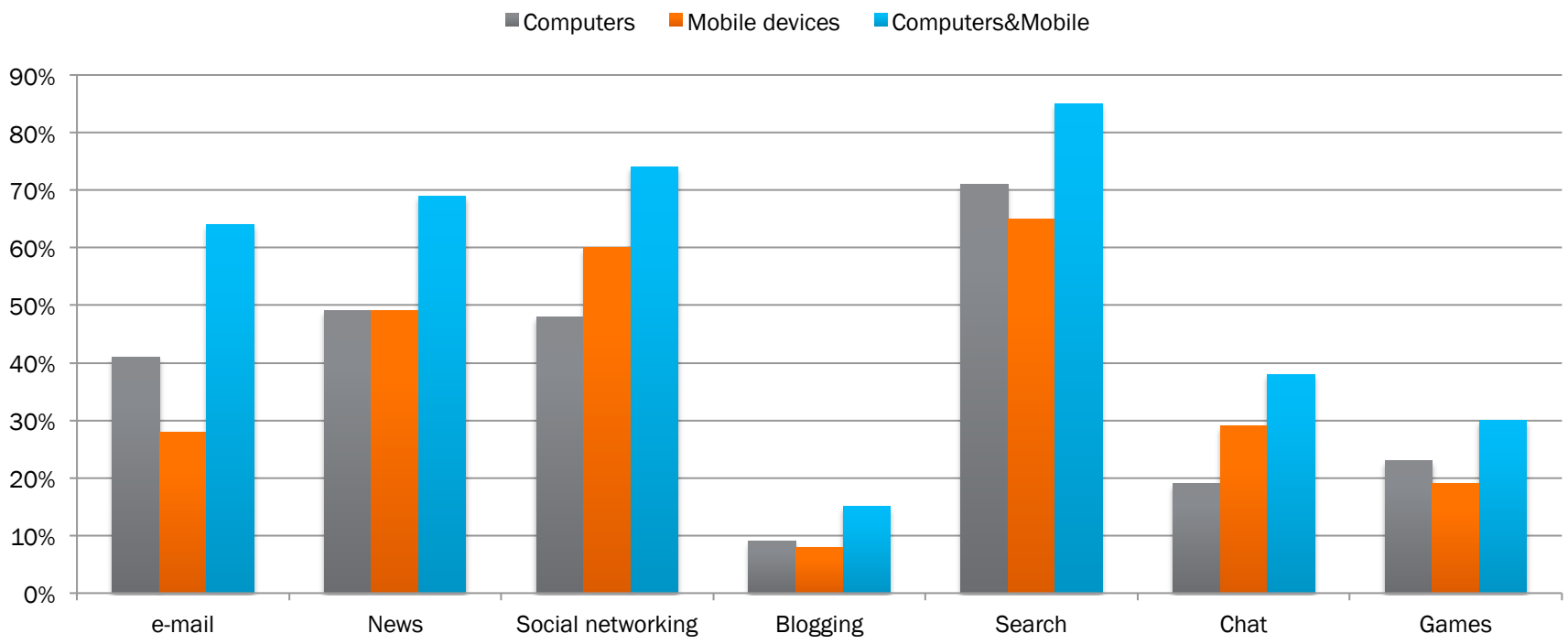

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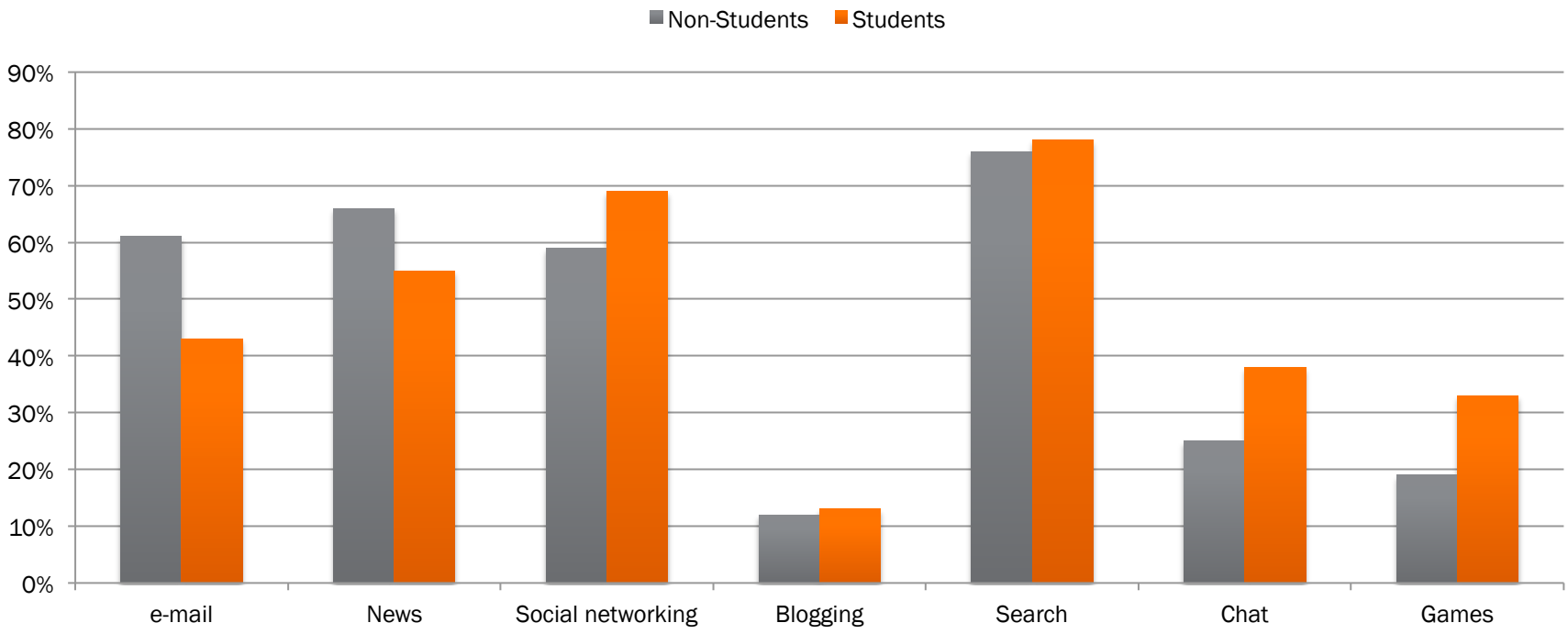

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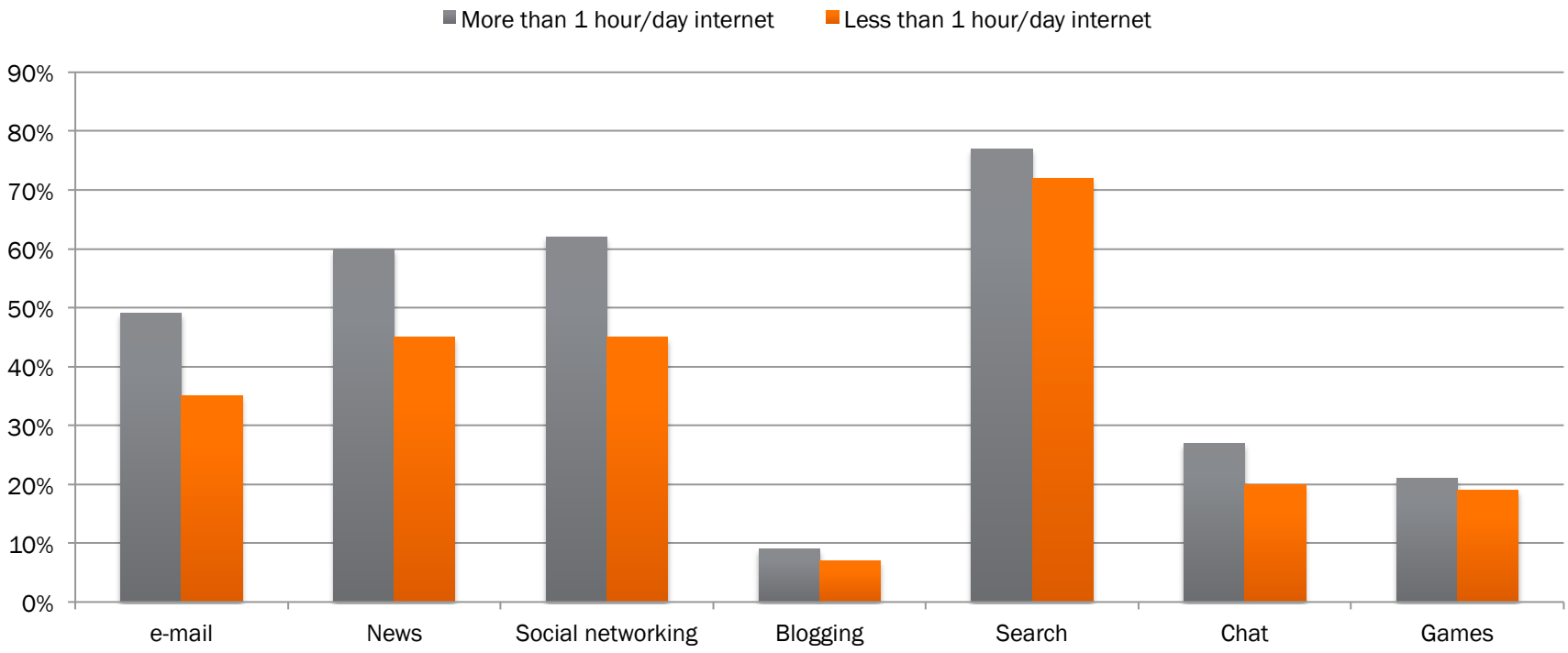

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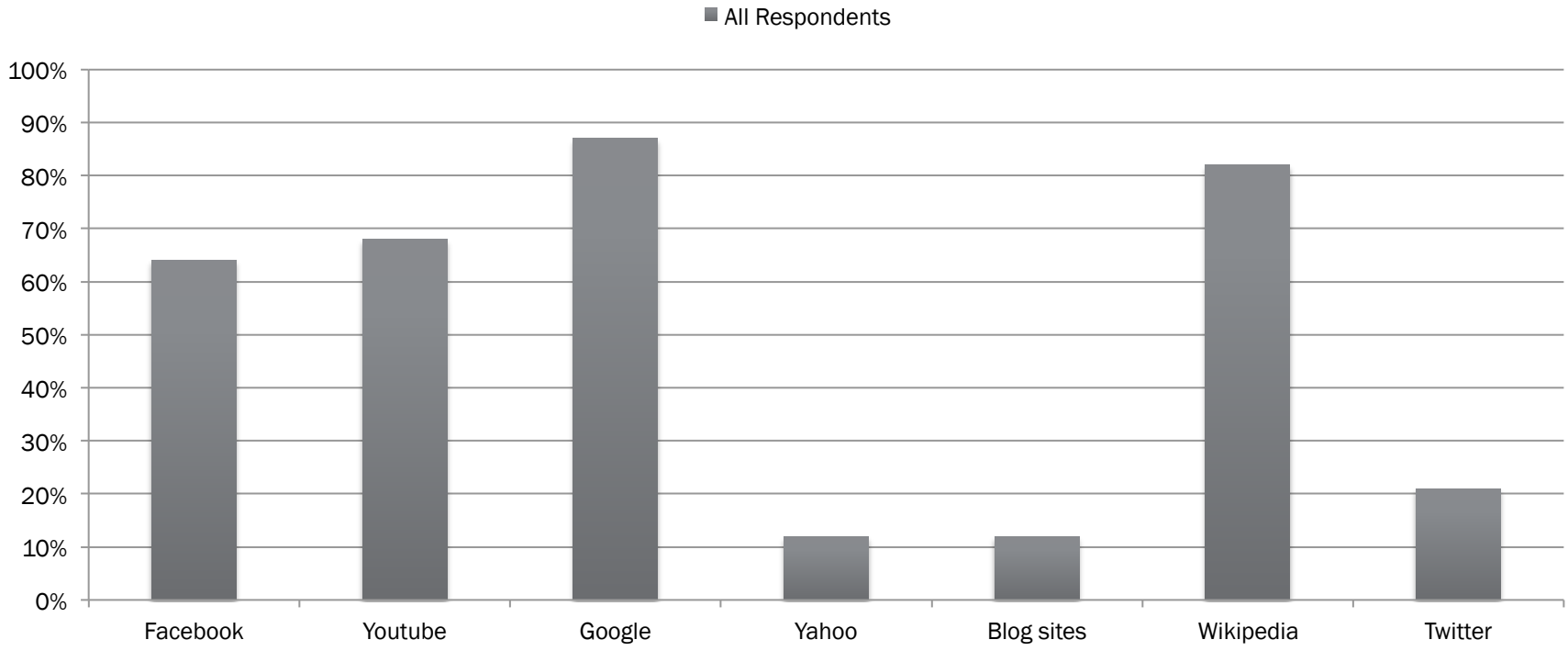

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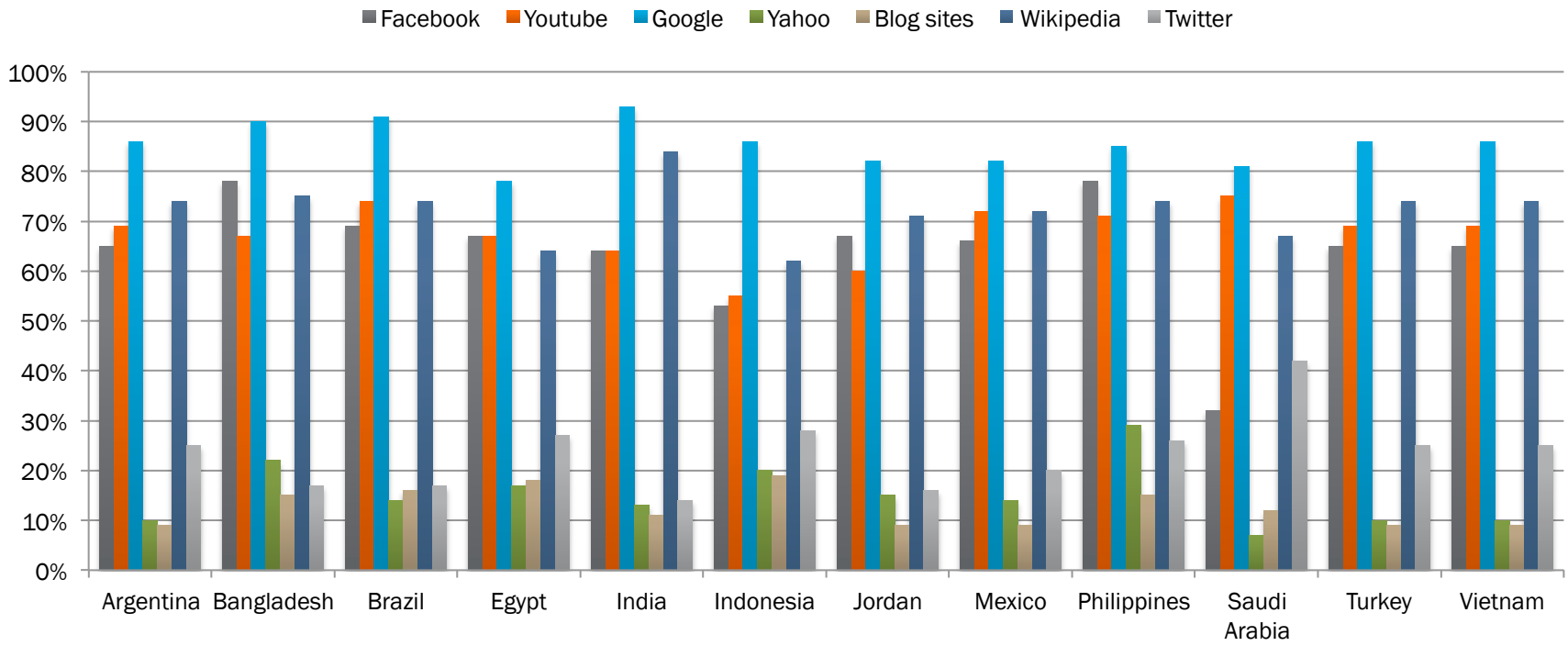

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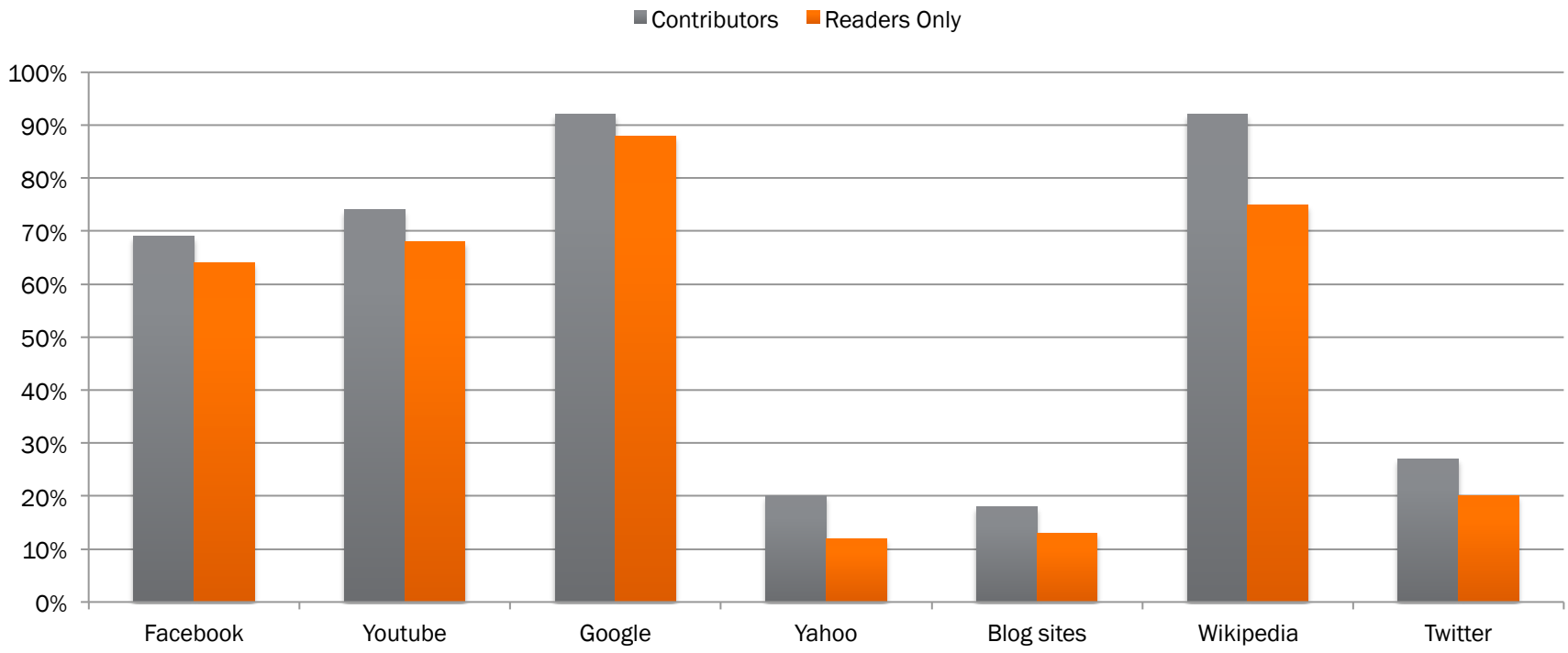

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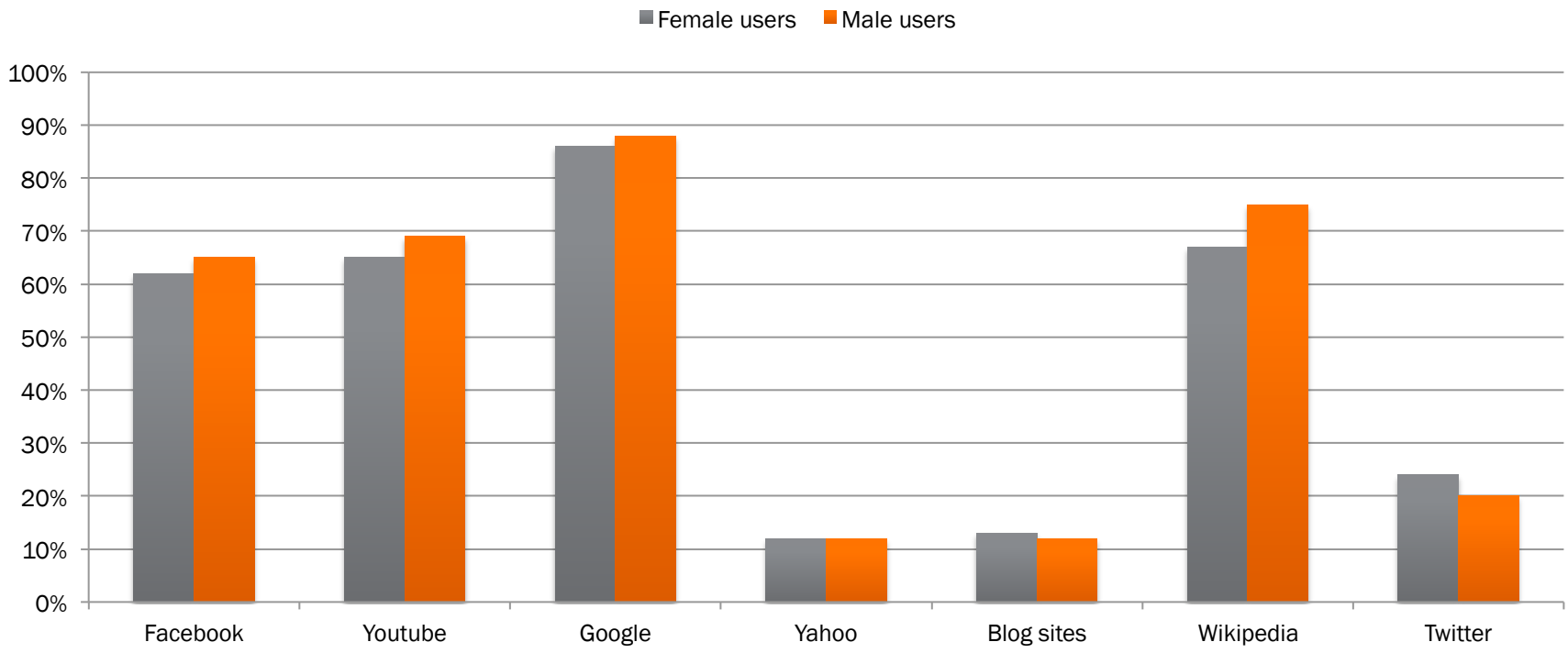

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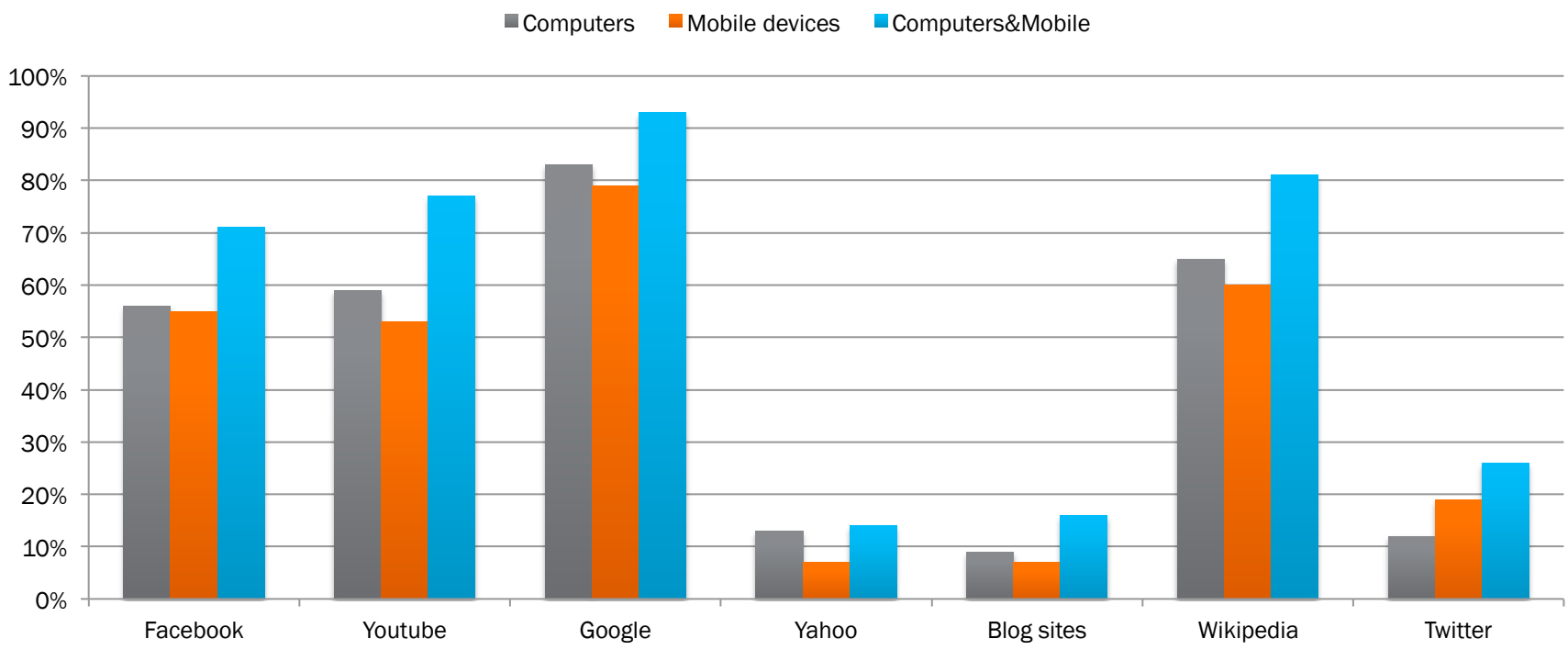

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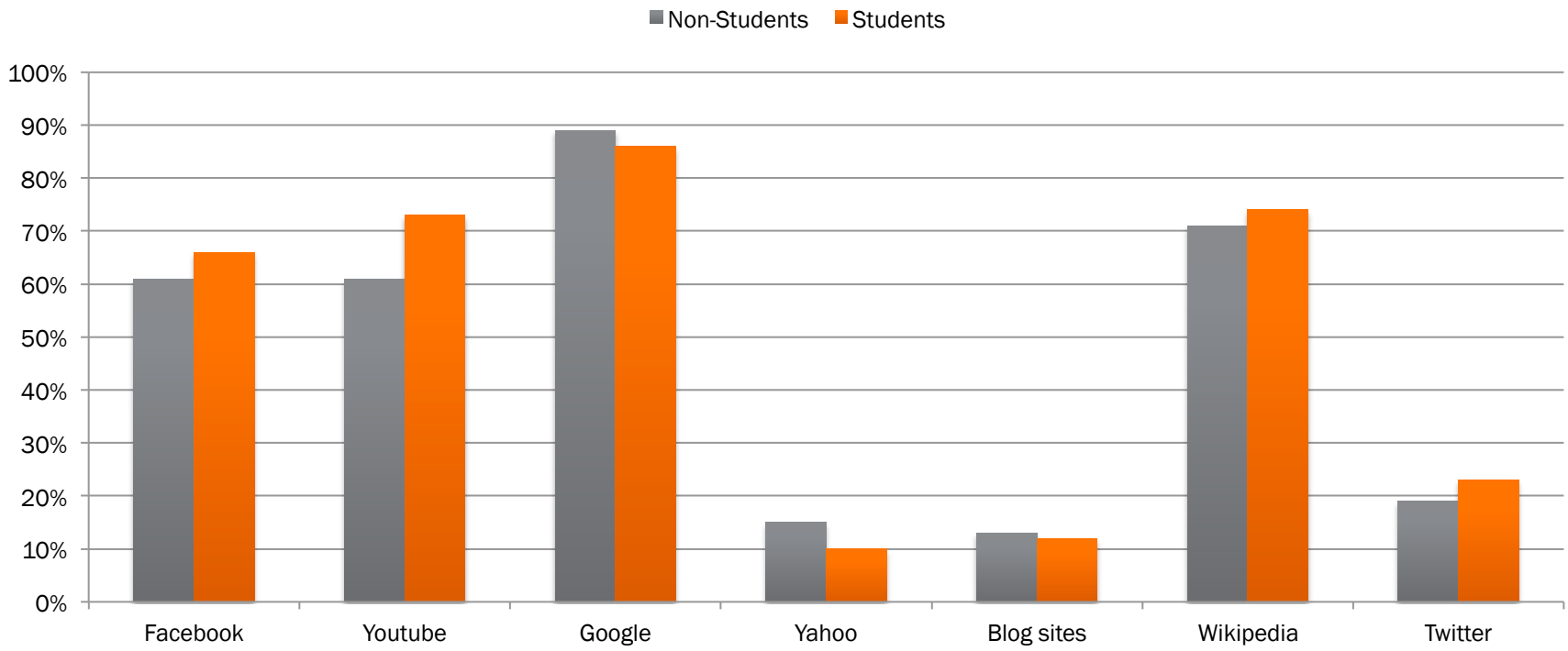

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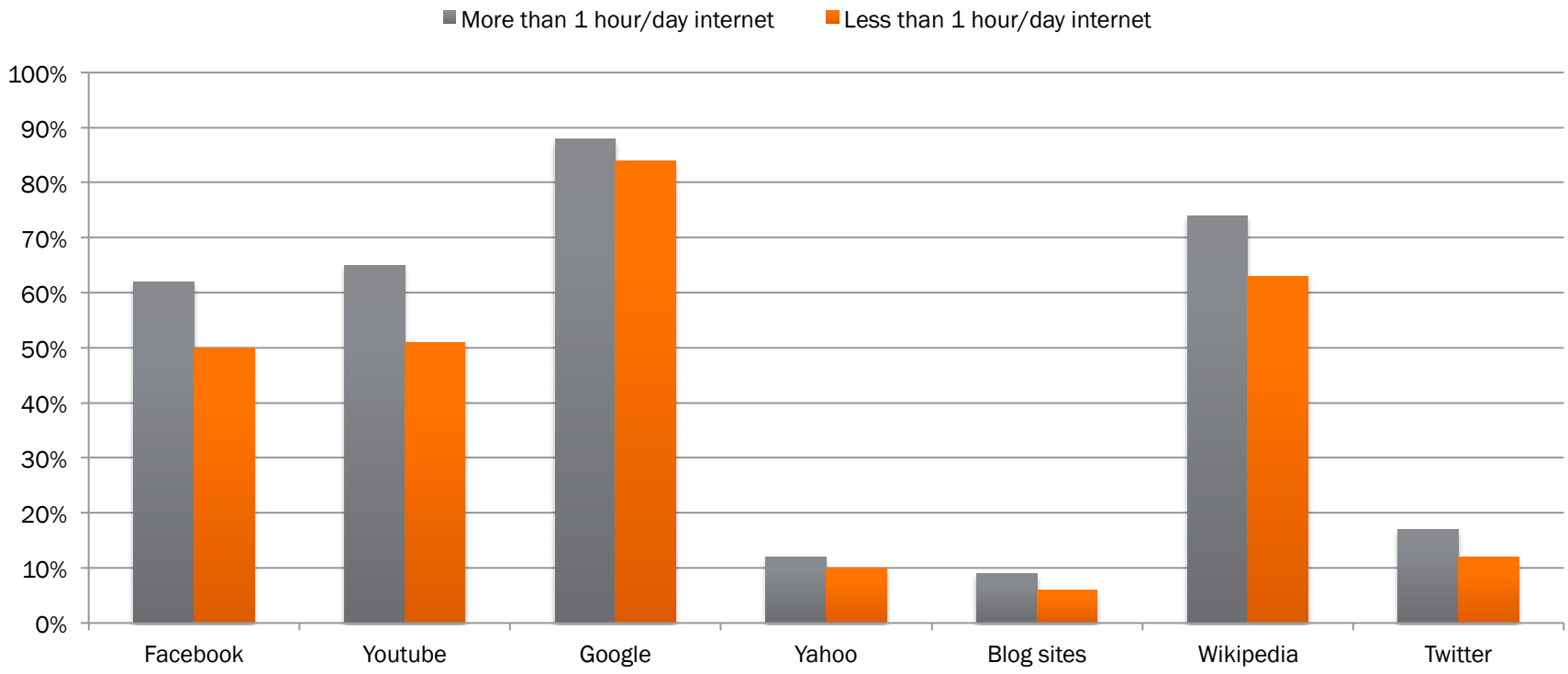

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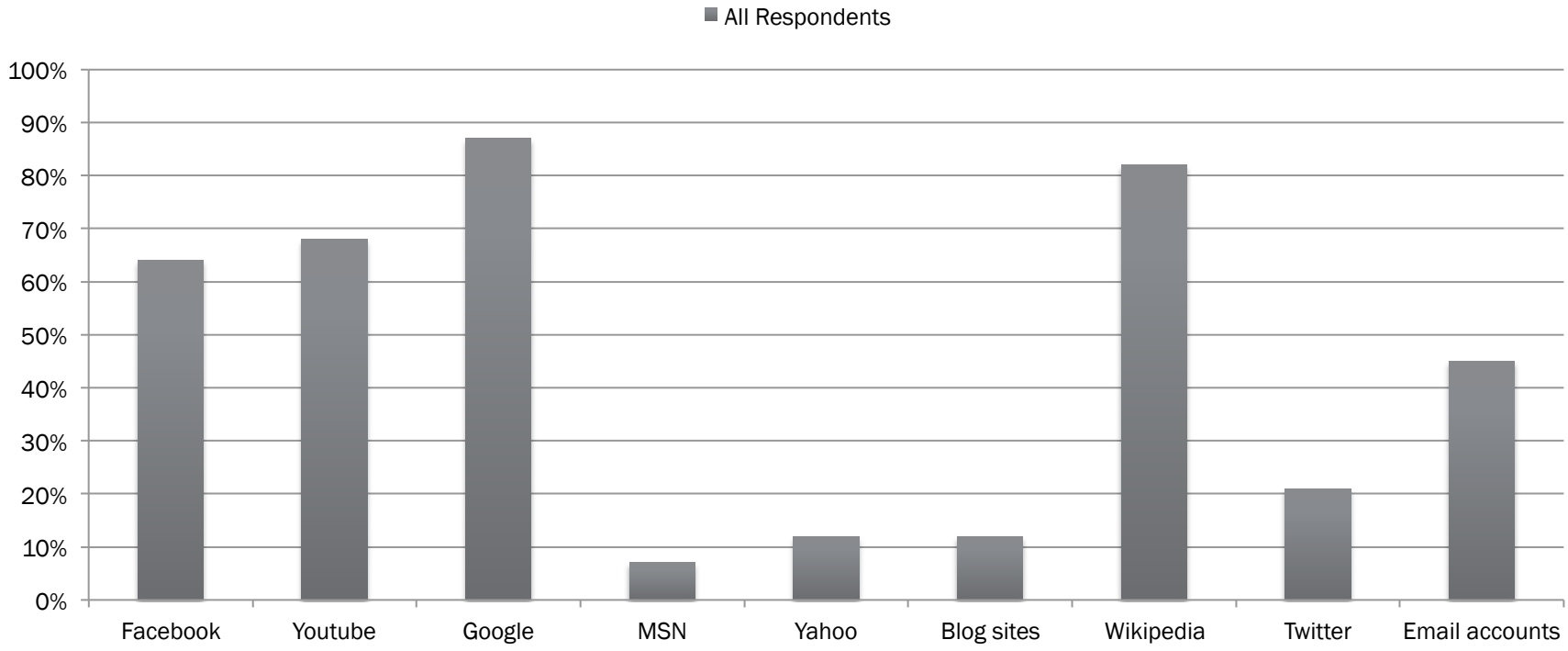

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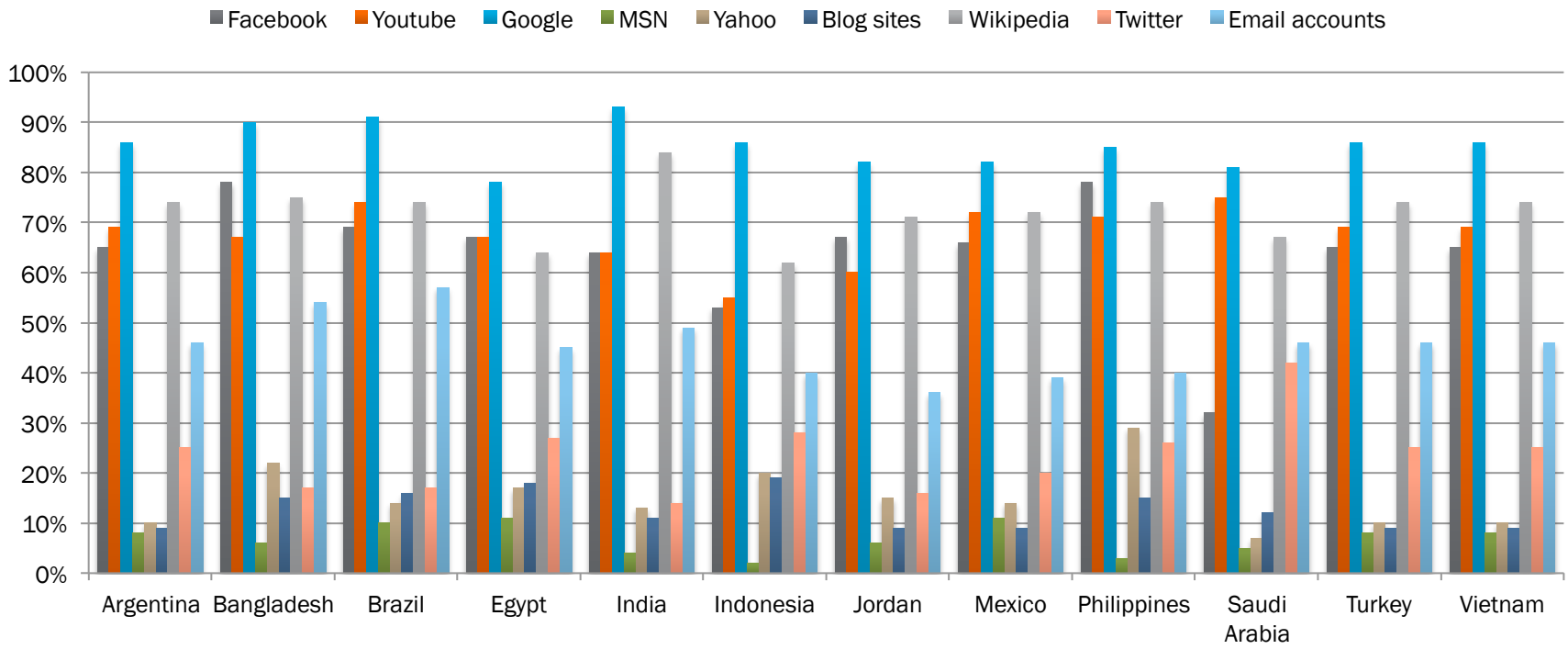

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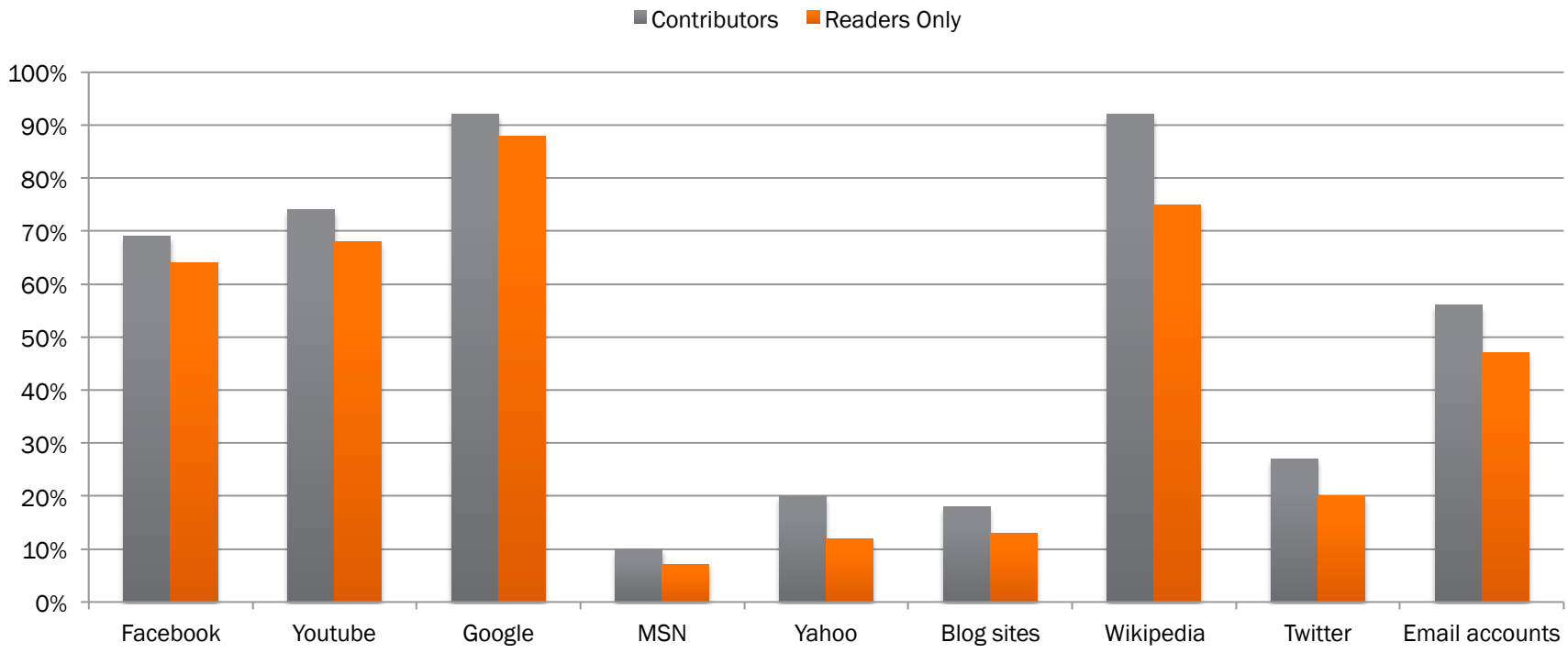

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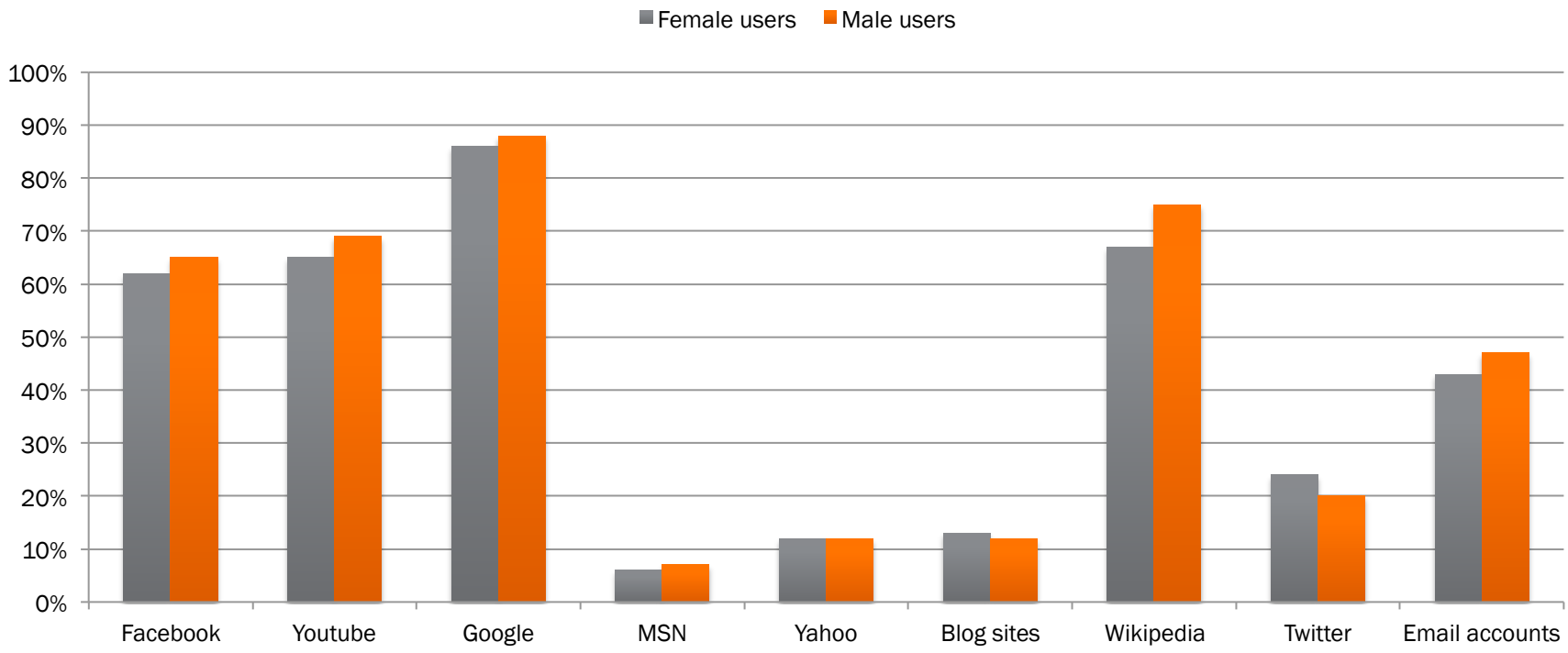

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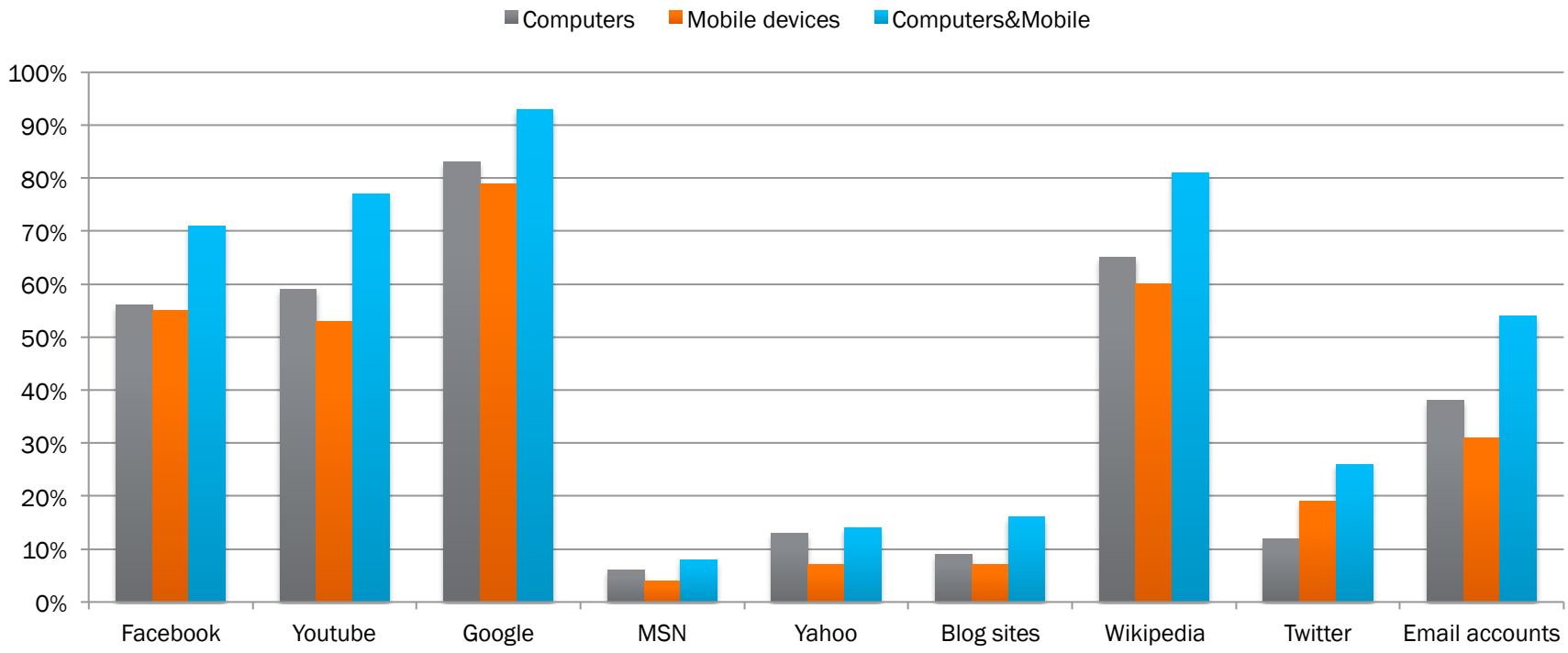

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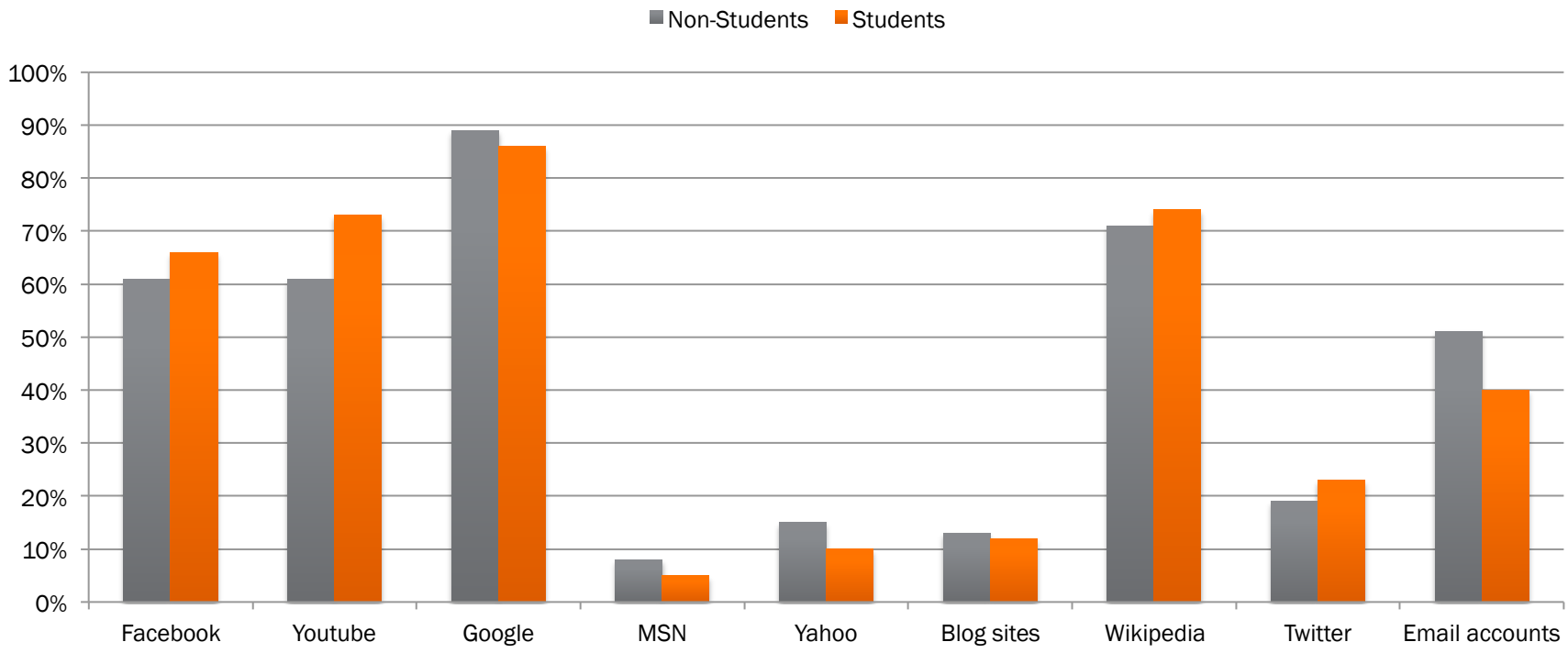

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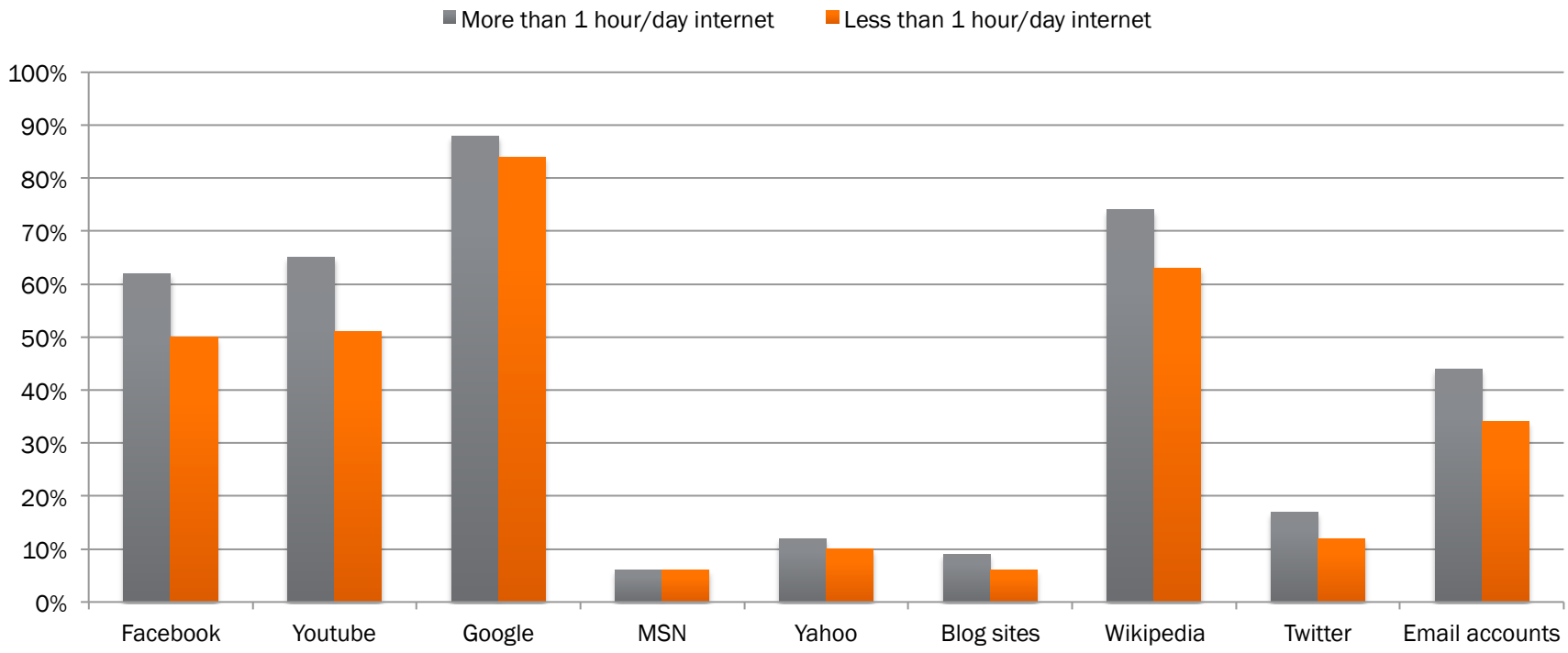

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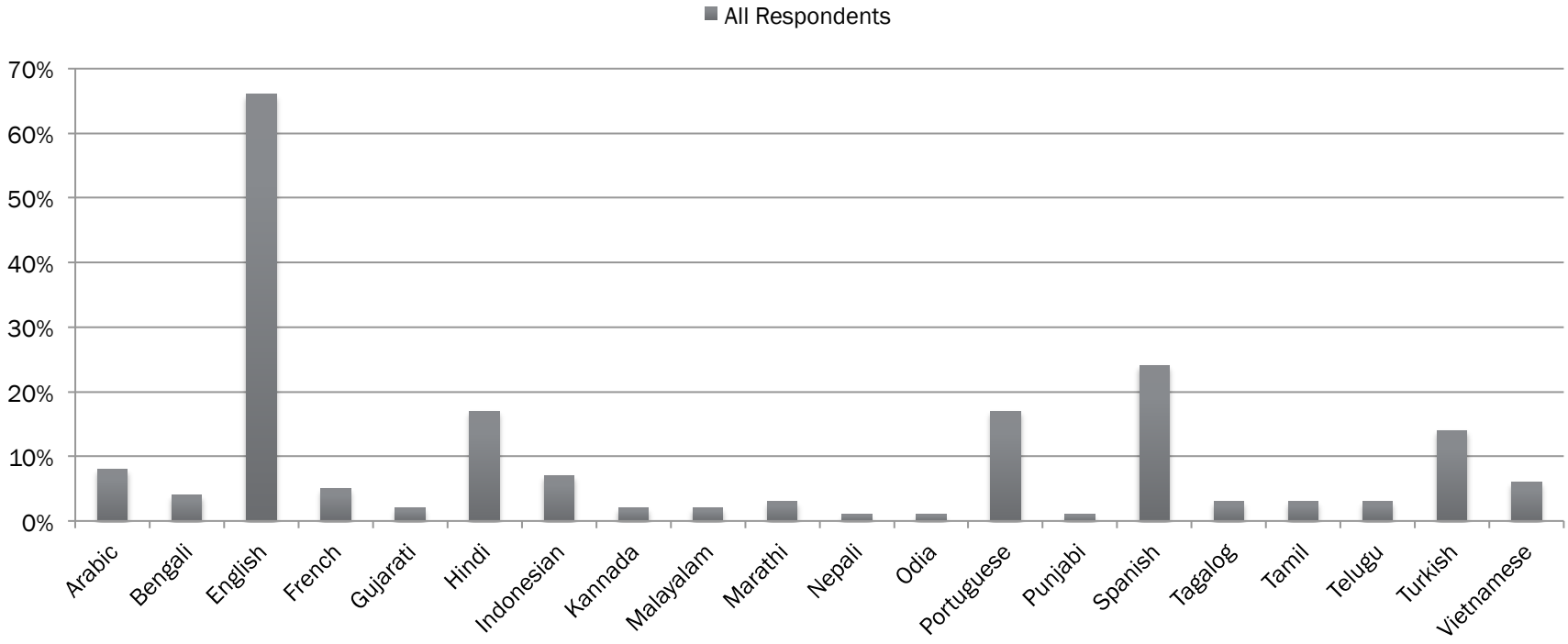

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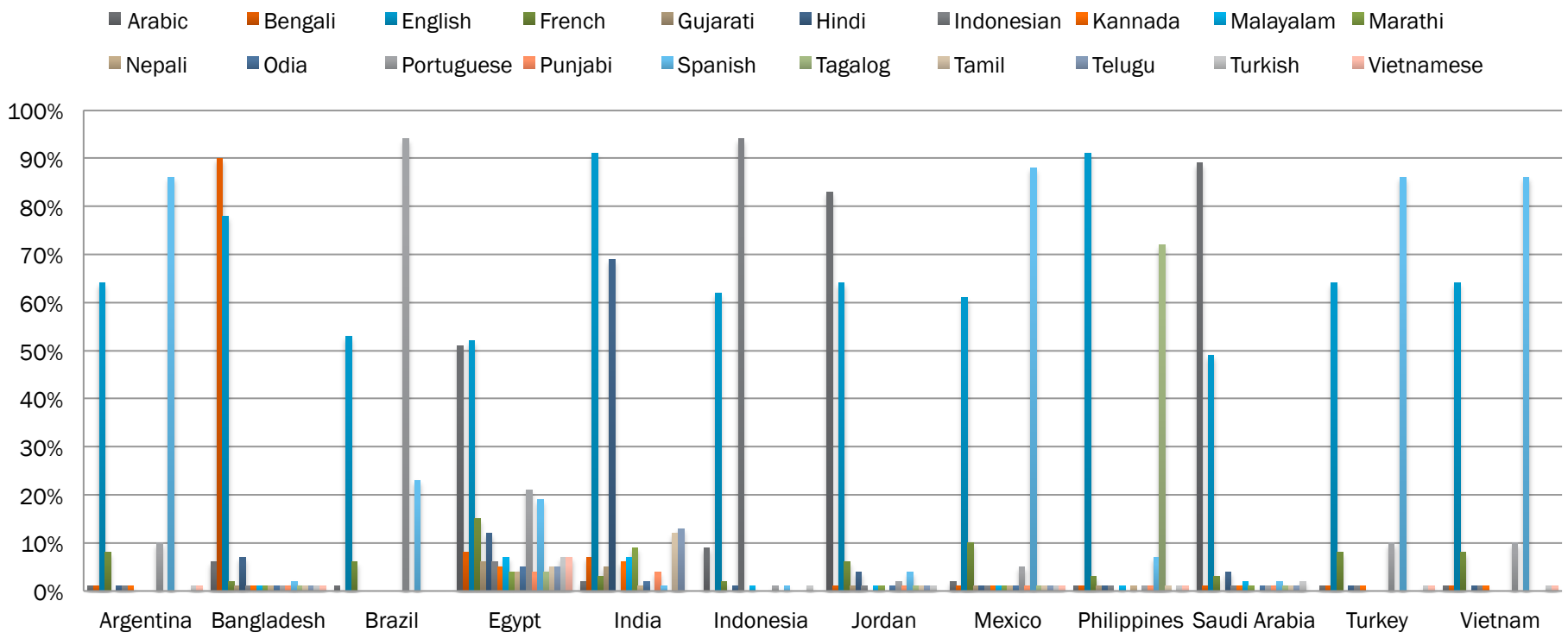

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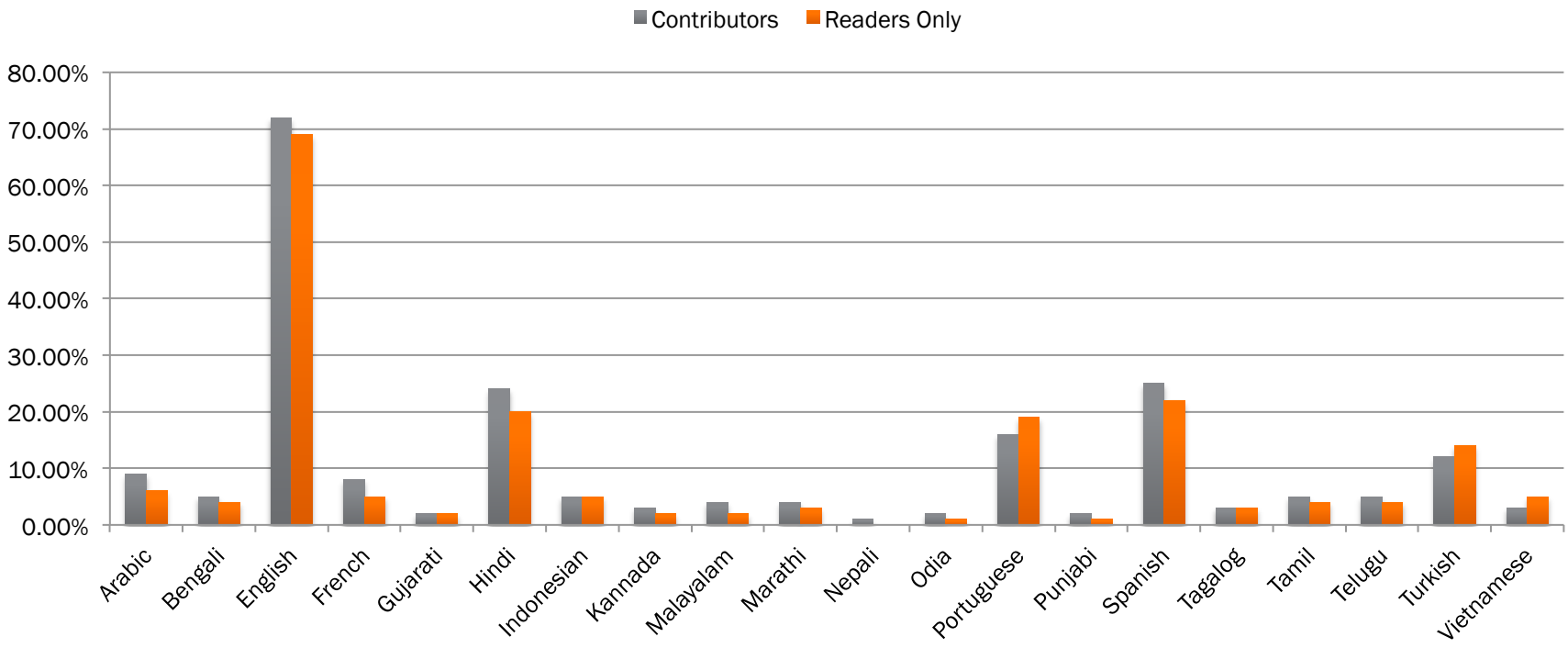

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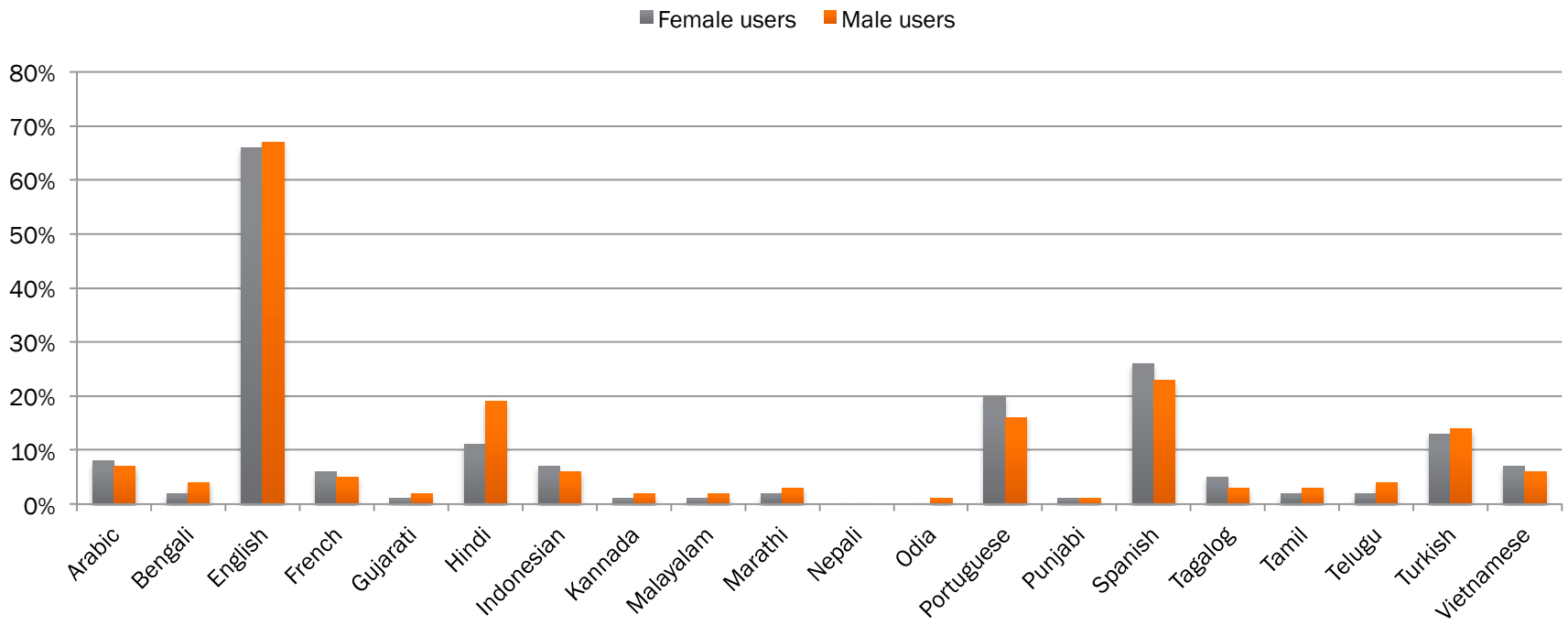

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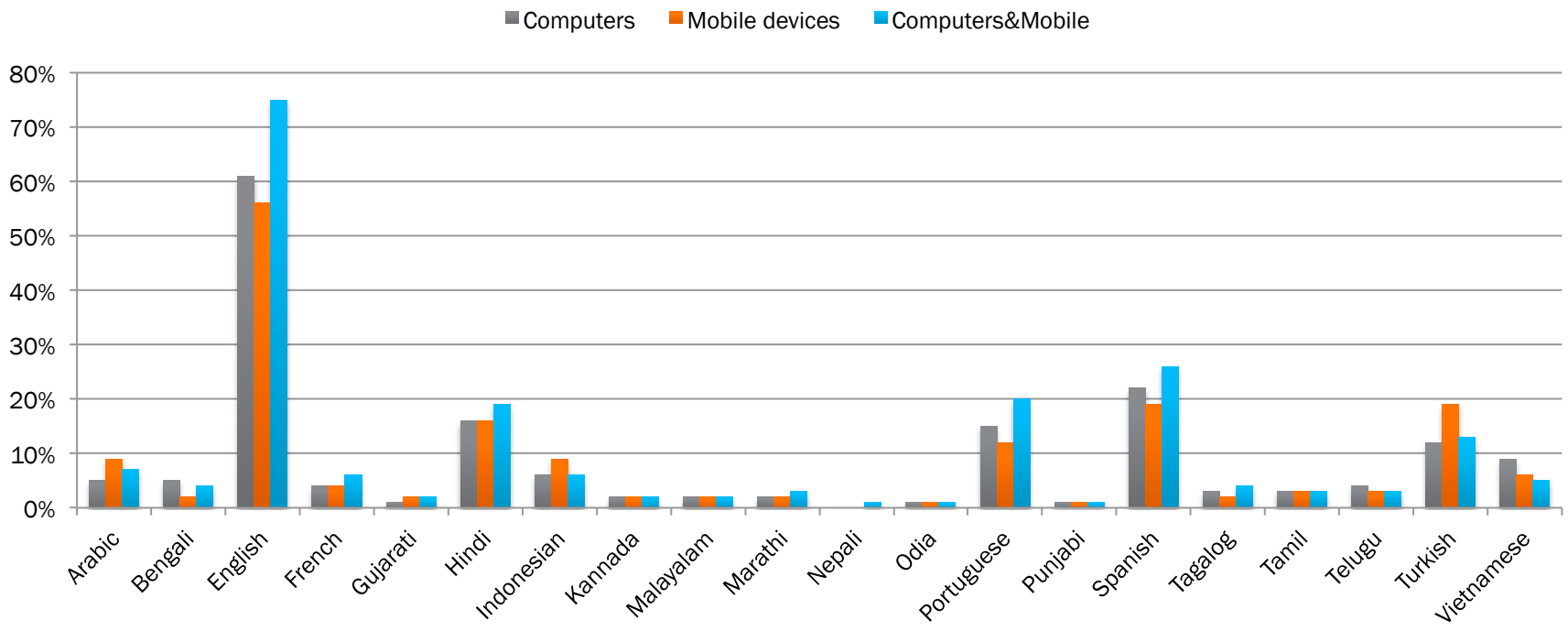

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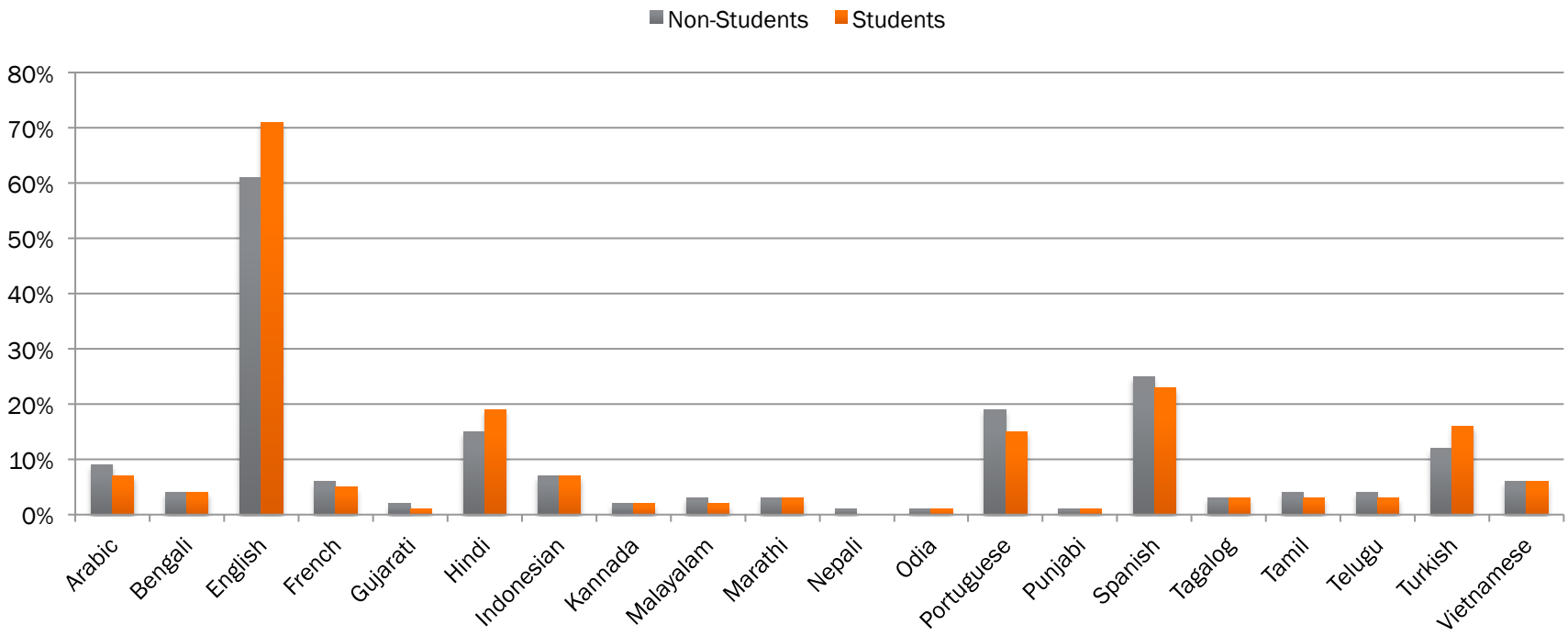

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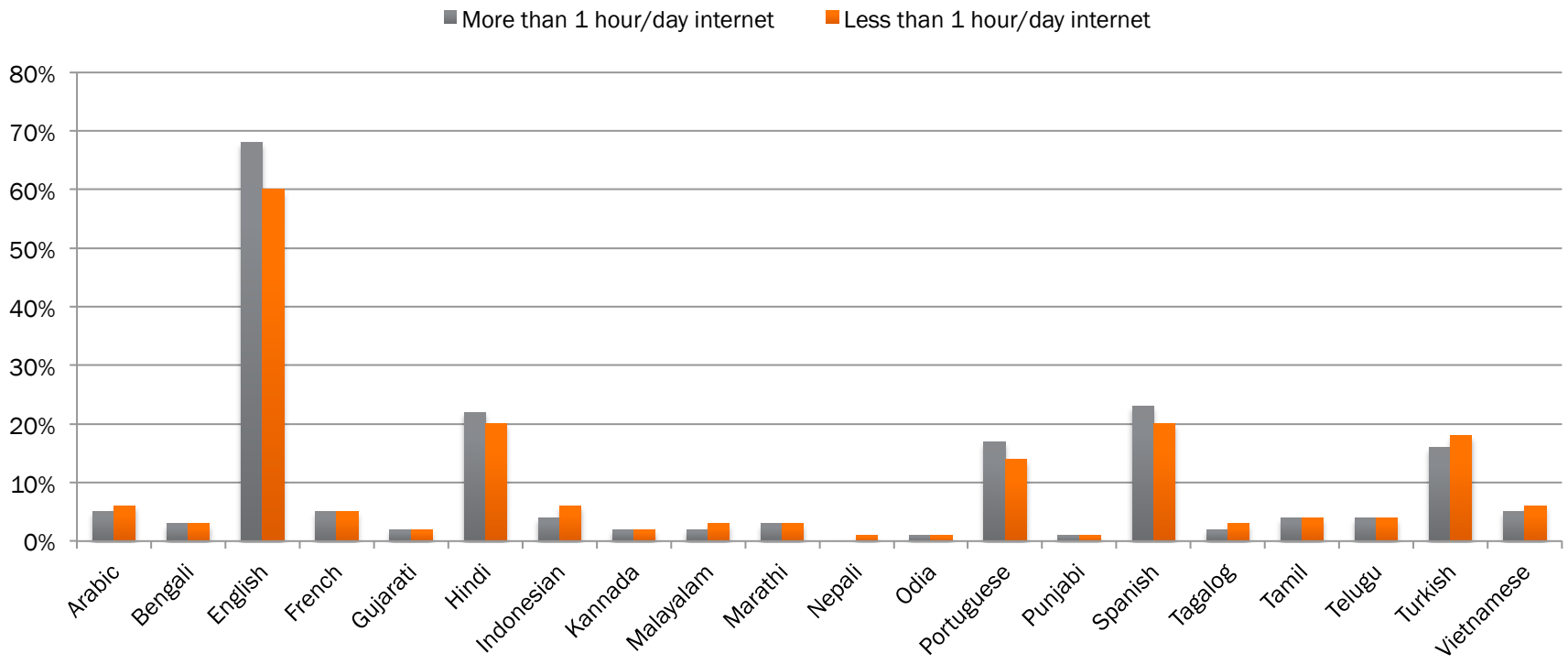

WHAT ARE THE MAJOR CHALLENGES YOU HAVE CONCERNING THE INTERNET?

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Word	Occurrences	Percentage	Rank
cost	594	13.30%	1
connectivity	467	10.50%	2
speed	228	5.10%	3
content	117	2.70%	4
slow	45	1%	5

* Free text responses

WHAT INFORMATION DO YOU THINK YOU COULD FIND MORE OF ON THE INTERNET?

WHAT INFORMATION OR CONTENT DO YOU WISH YOU COULD FIND MORE ON THE INTERNET?

Word	Occurrences	Percentage	Rank
more	348	4.84%	1
content	264	3.67%	2
specific	179	2.49%	3
topics	175	2.43%	4
tamil	100	1.39%	5
news	82	1.14%	6
language	77	1.07%	7
information	69	0.96%	8
related	51	0.71%	9
science	46	0.64%	10
history	39	0.54%	11
contents	38	0.53%	12
english	38	0.53%	13
topic	38	0.53%	14
technology	30	0.42%	15

* Free text responses

WHAT INFORMATION OR CONTENT DO YOU WISH YOU COULD FIND MORE ON THE INTERNET?

Bangladesh

Indonesia

Brazil

Argentina

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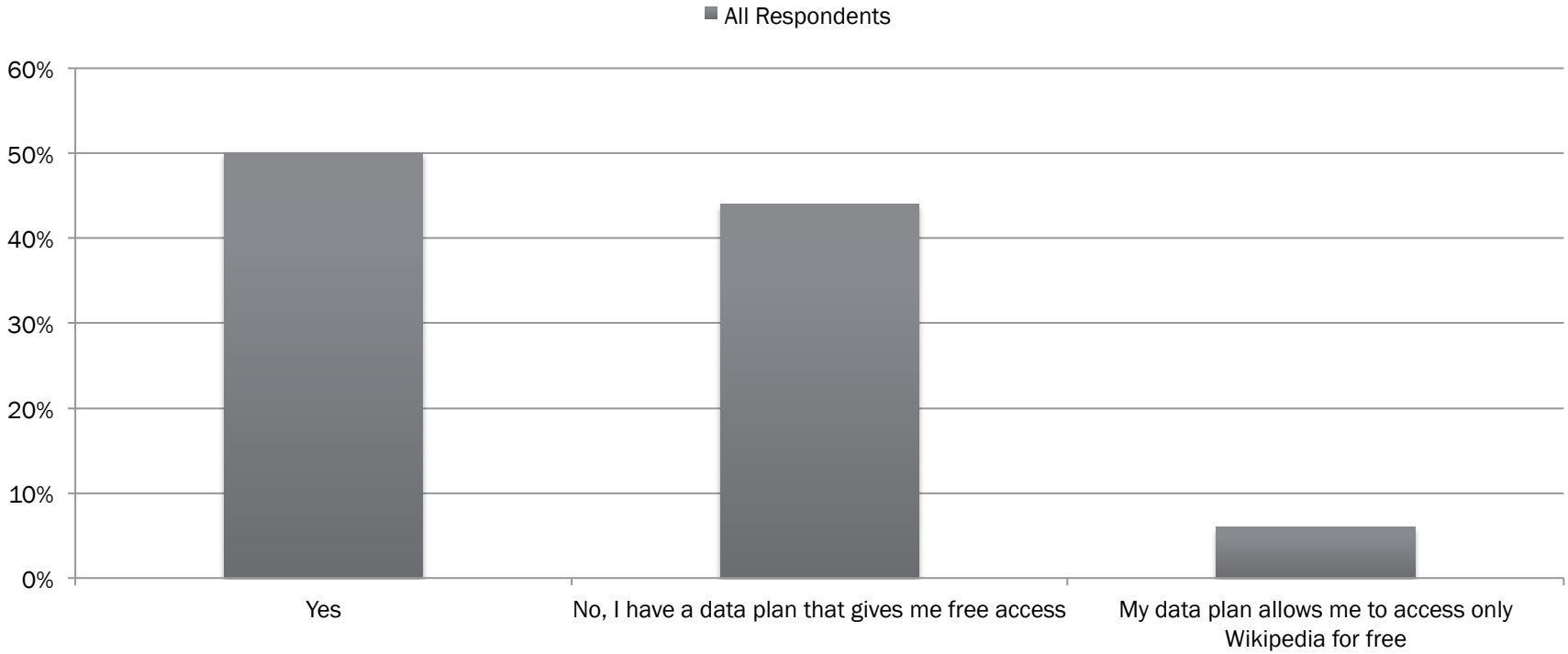

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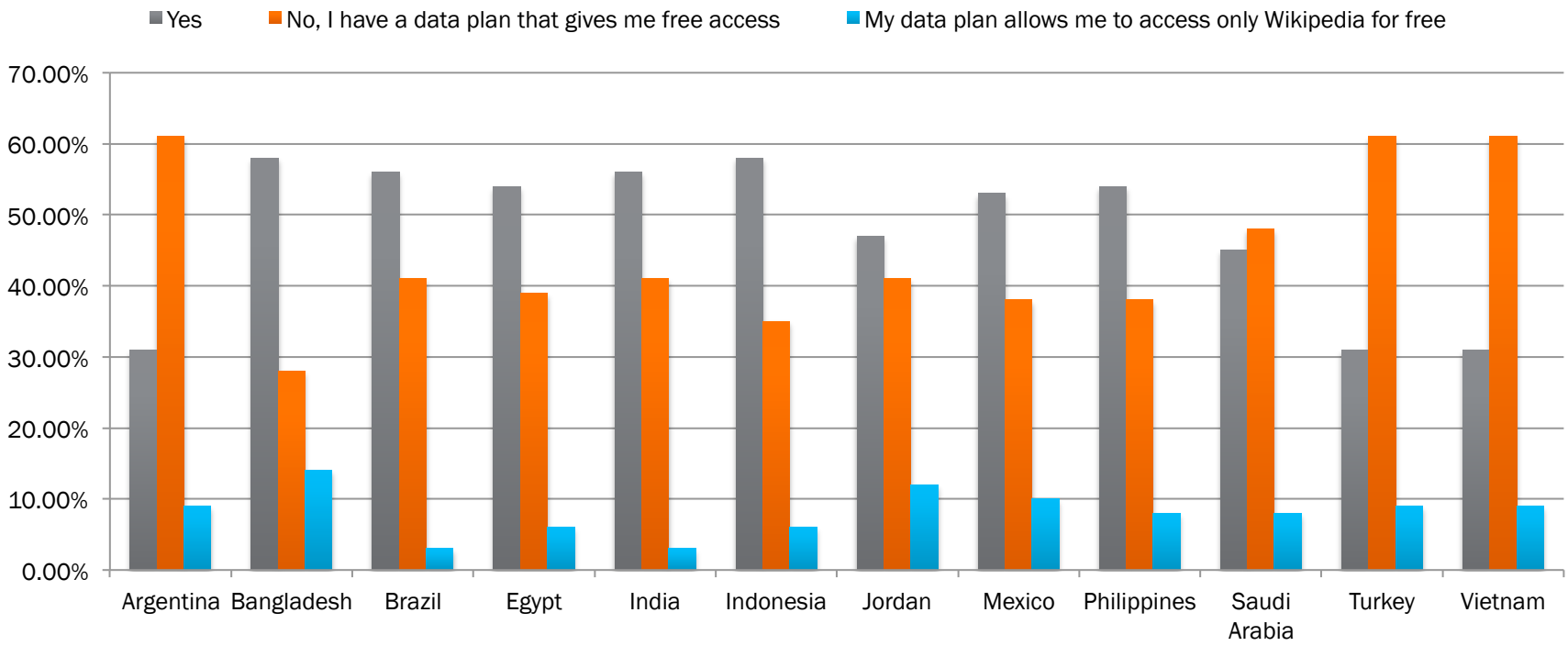

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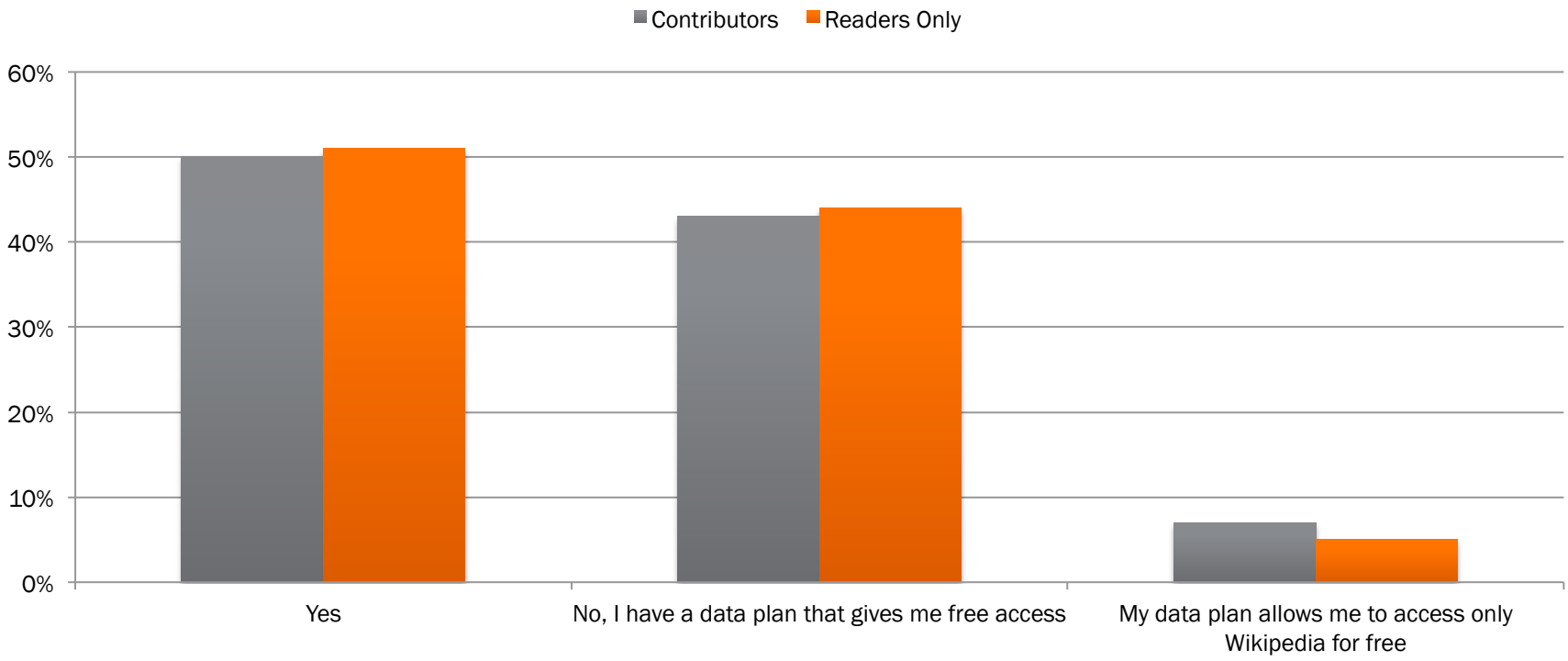

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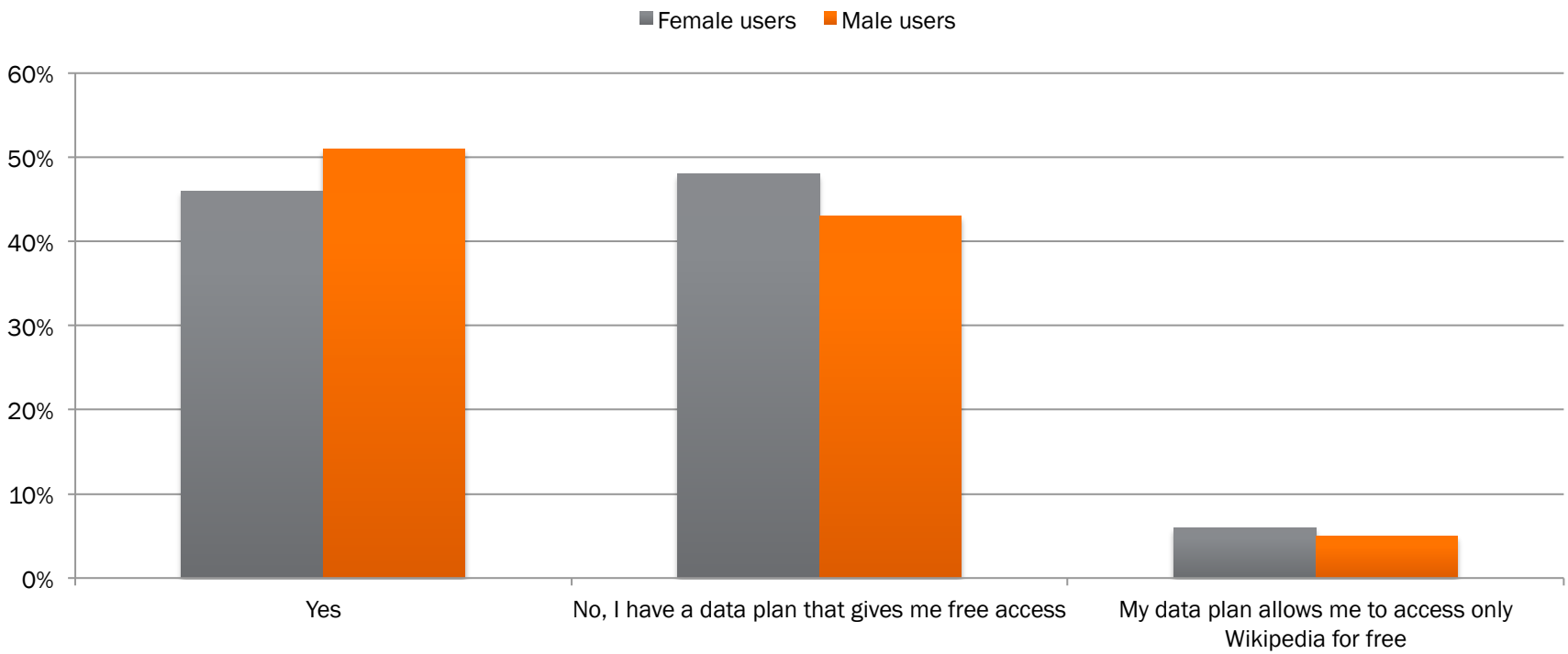

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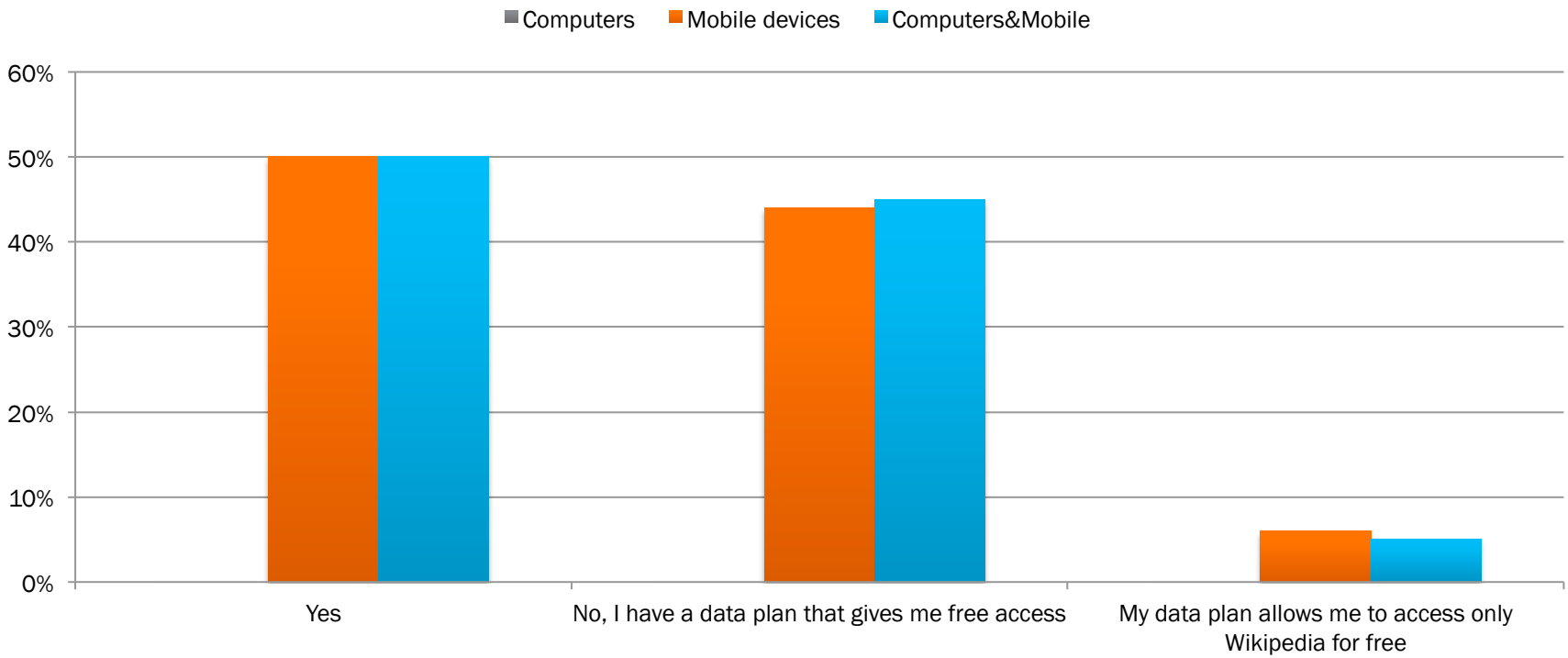

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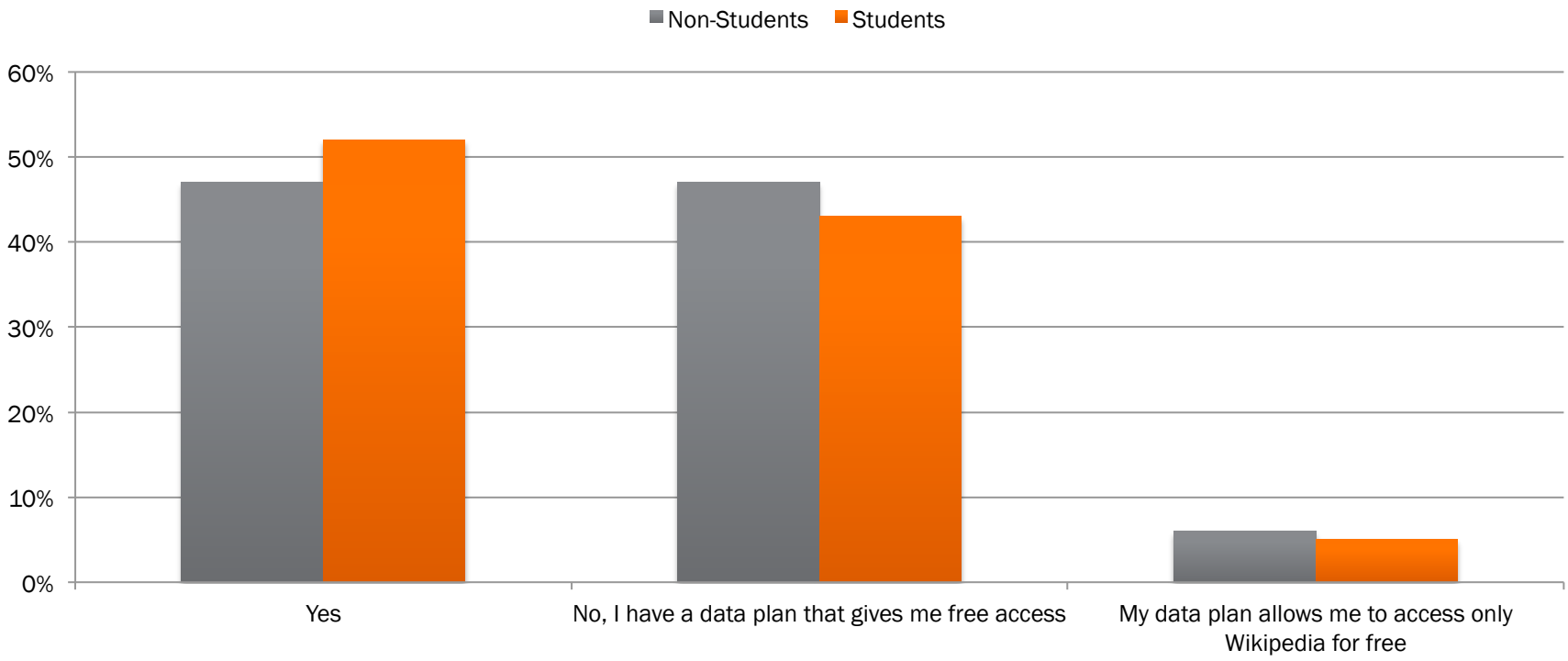

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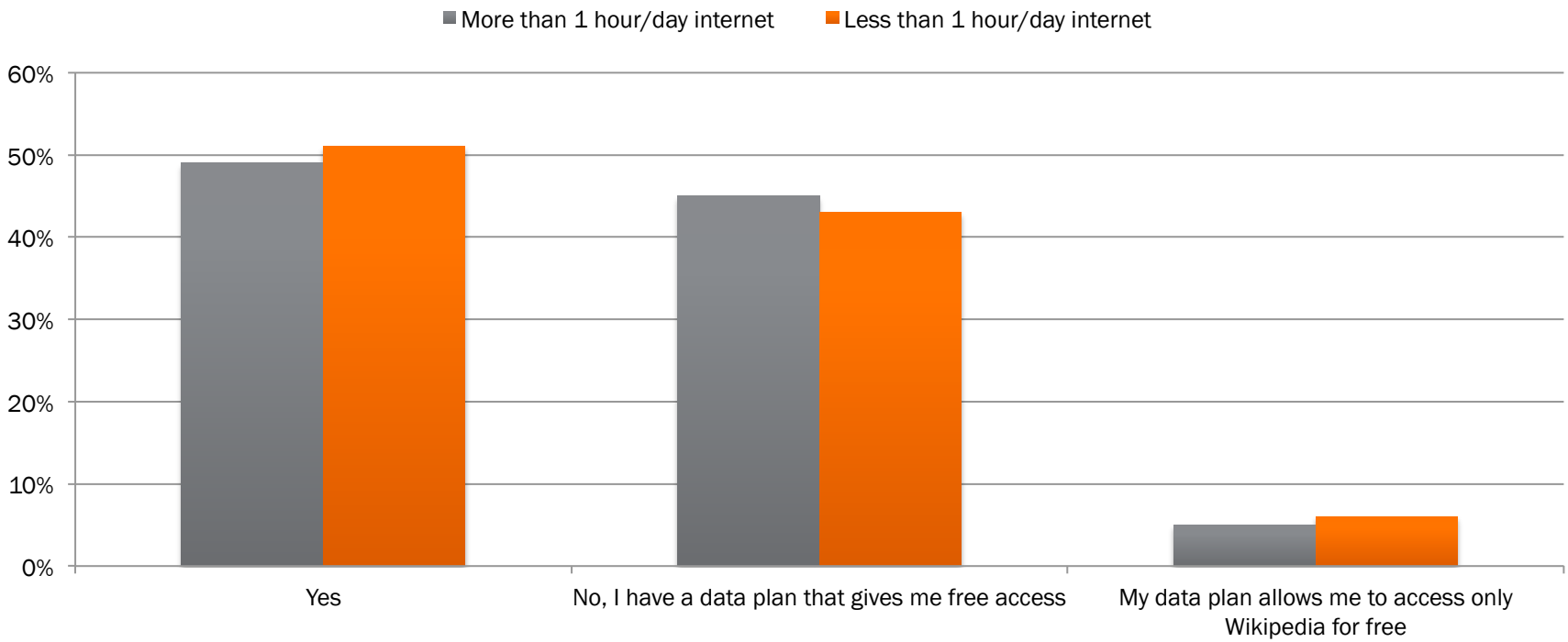

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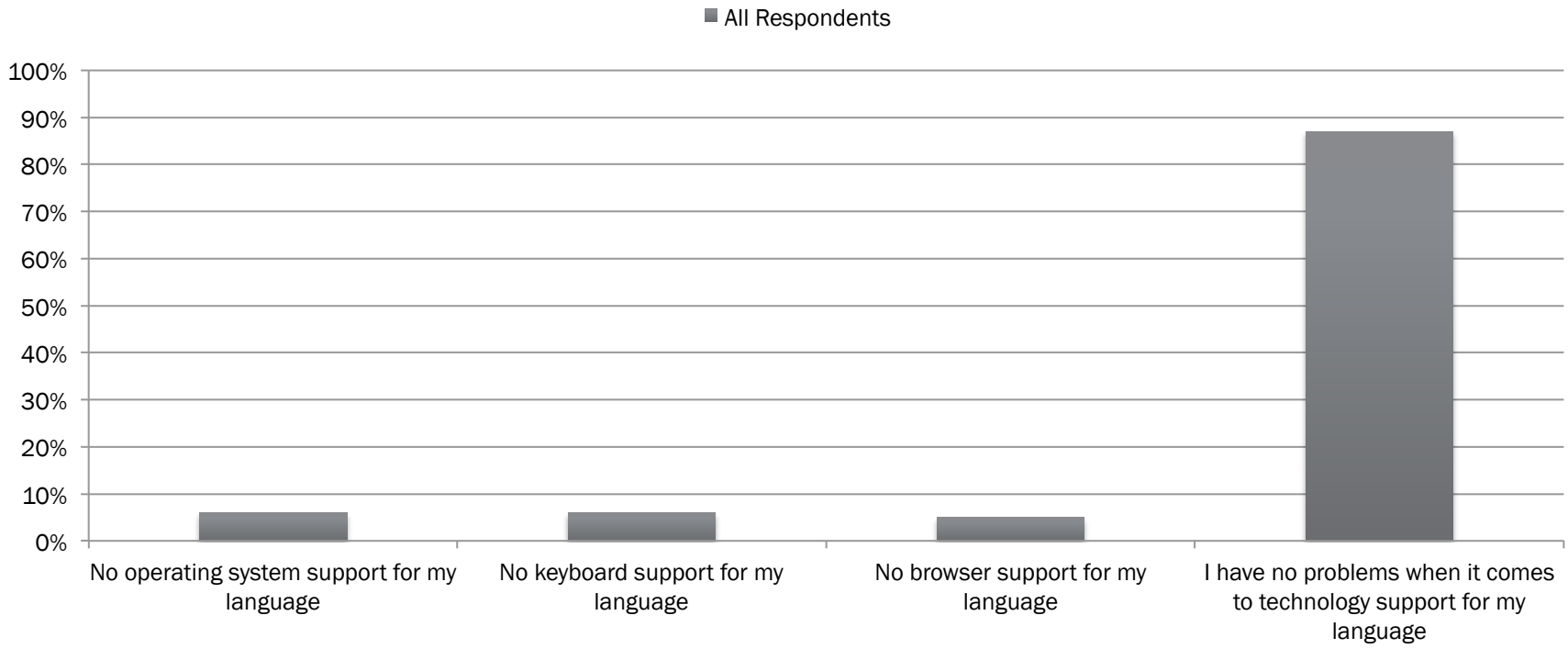

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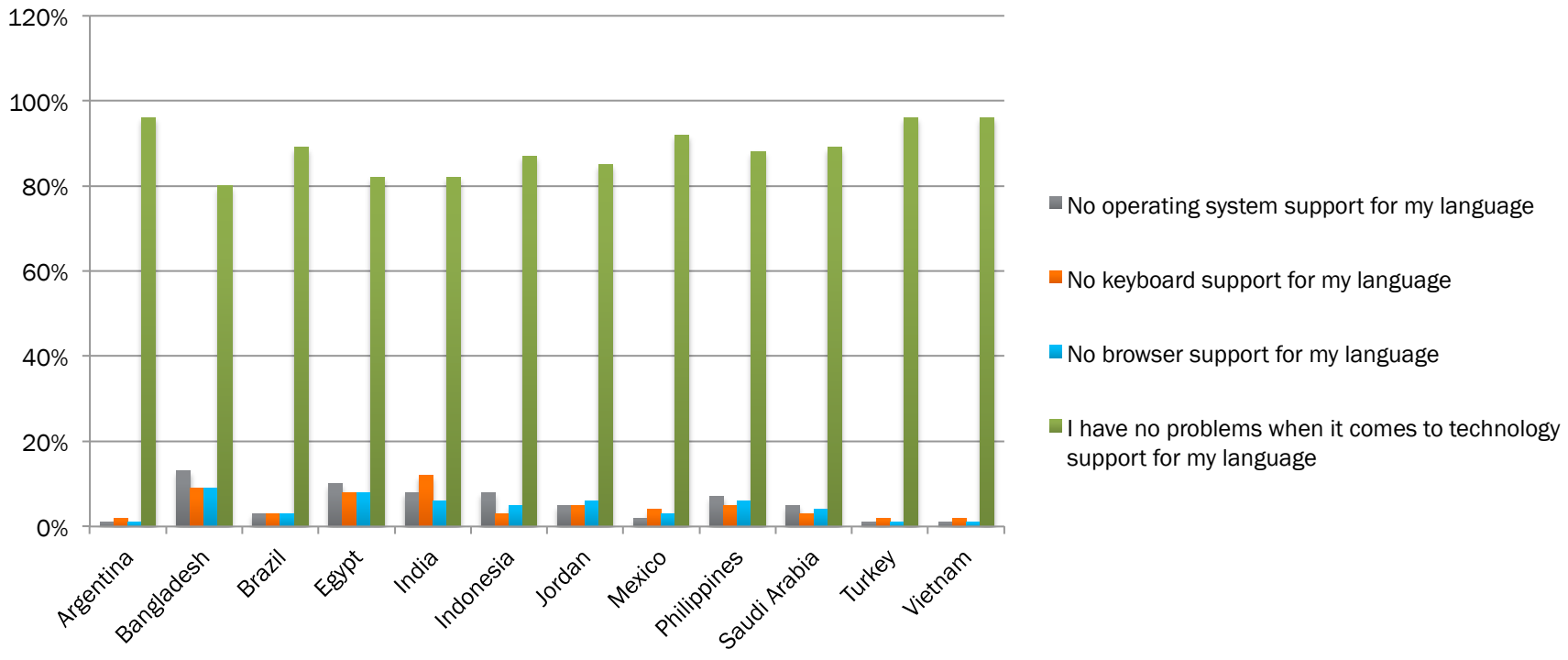

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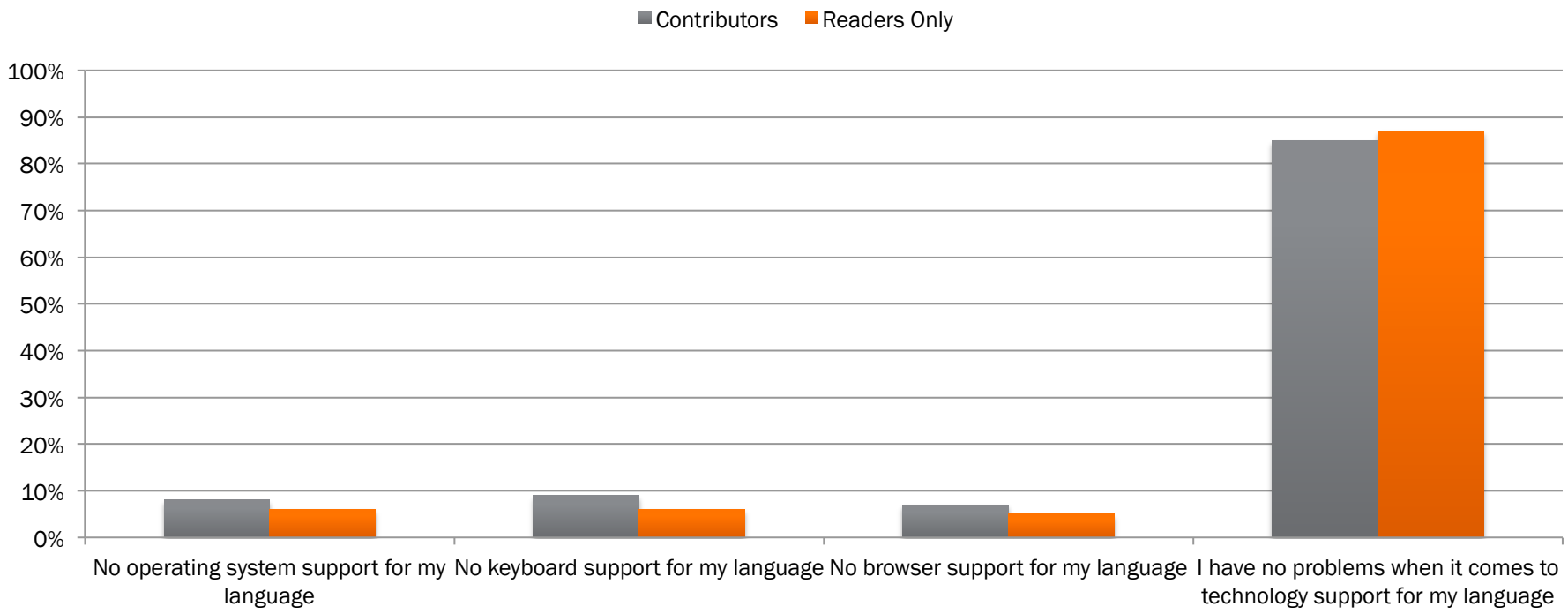

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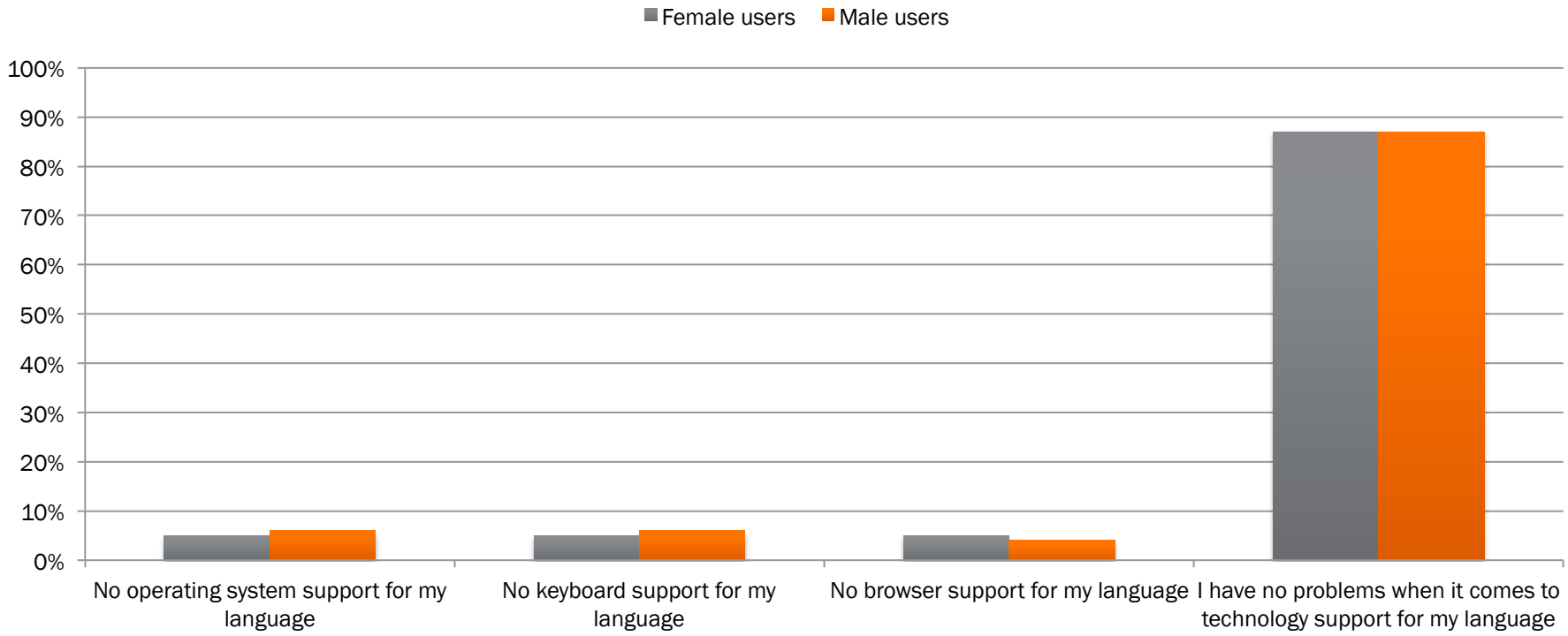

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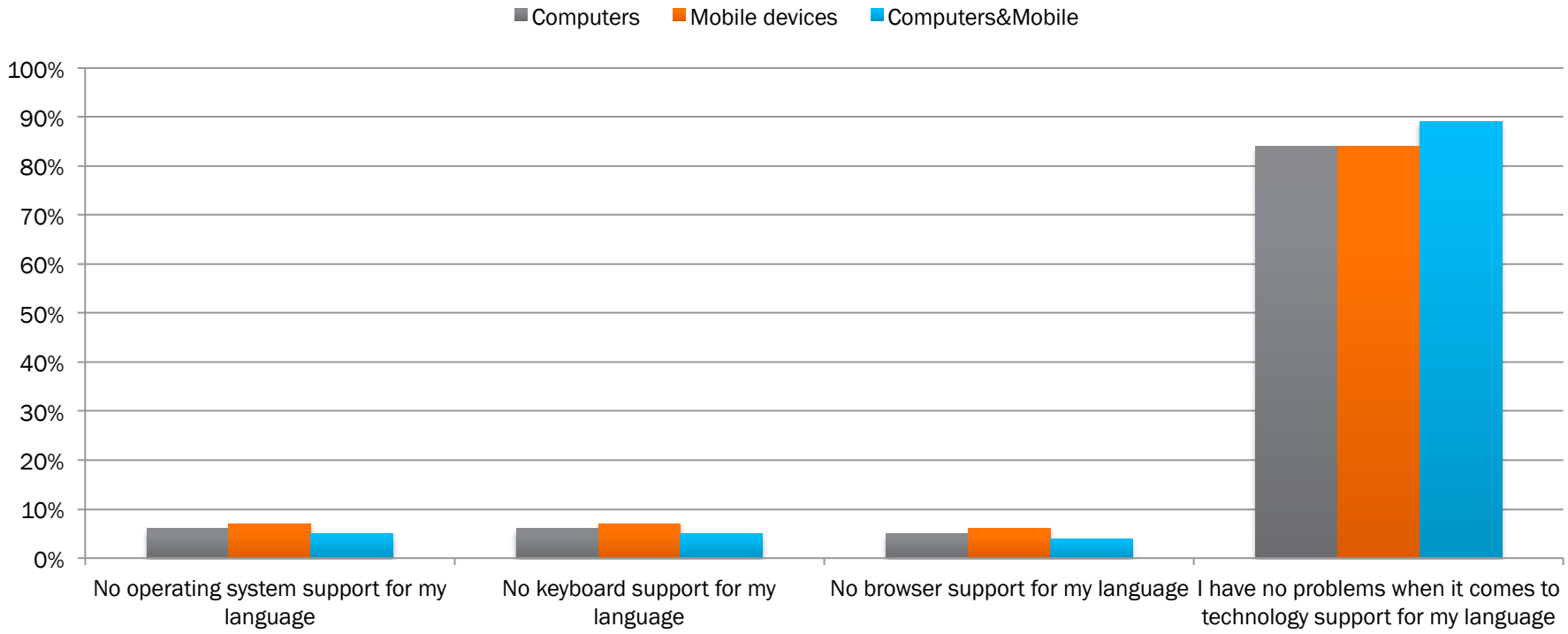

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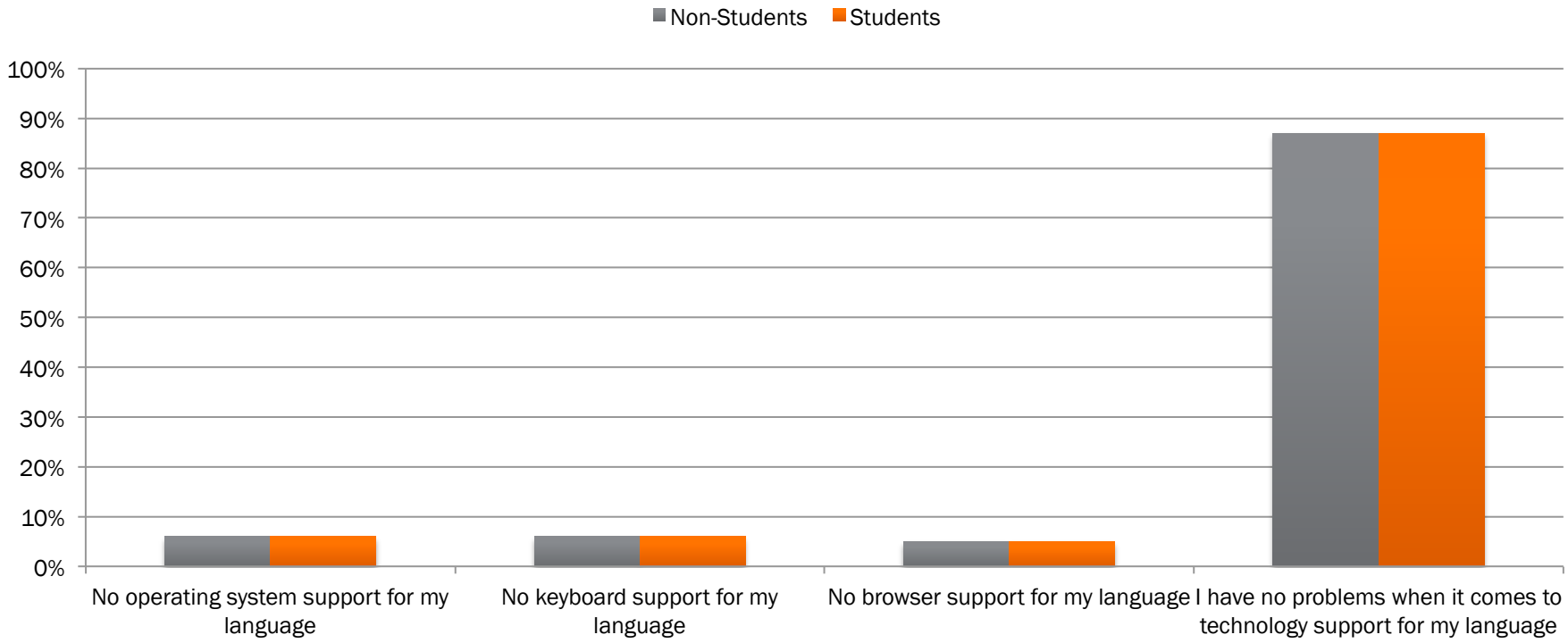

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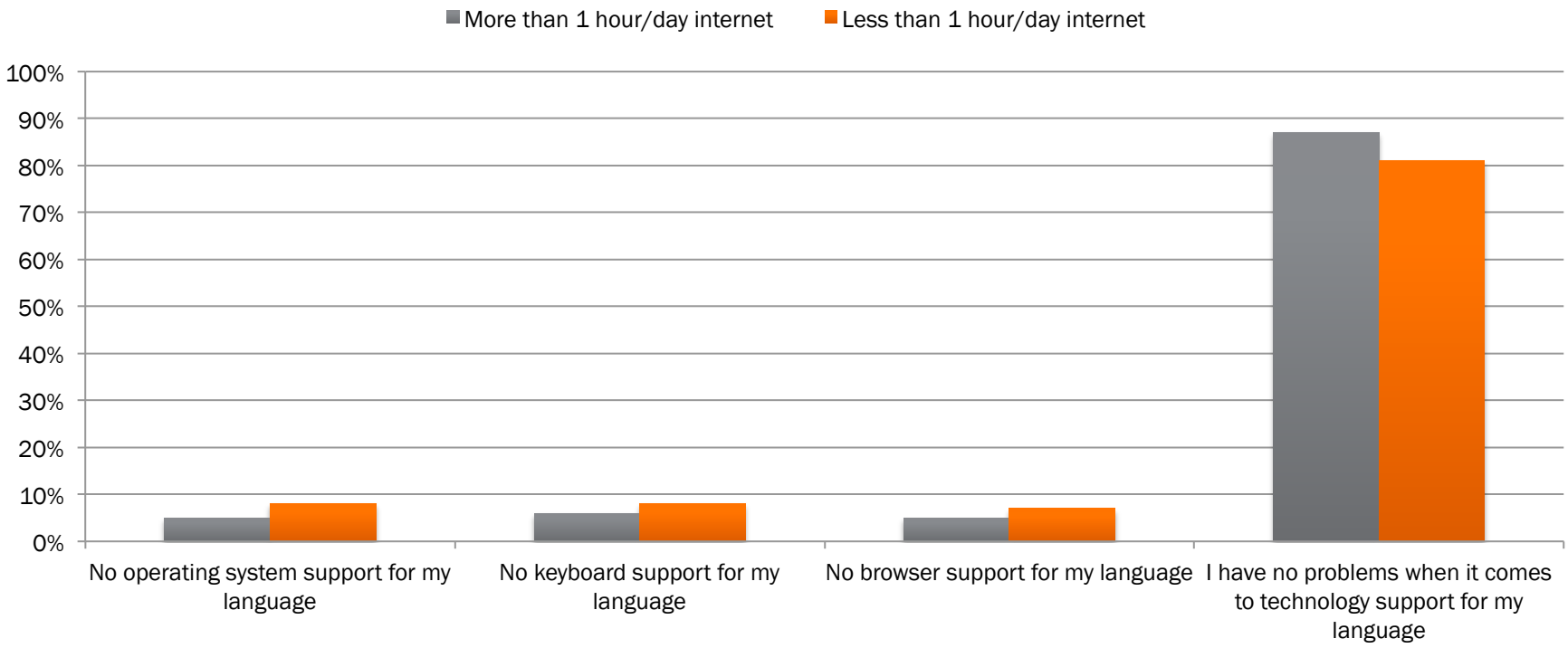

READING WIKIMEDIA PROJECTS

WHICH OF THE WIKIMEDIA PROJECTS DO YOU READ?

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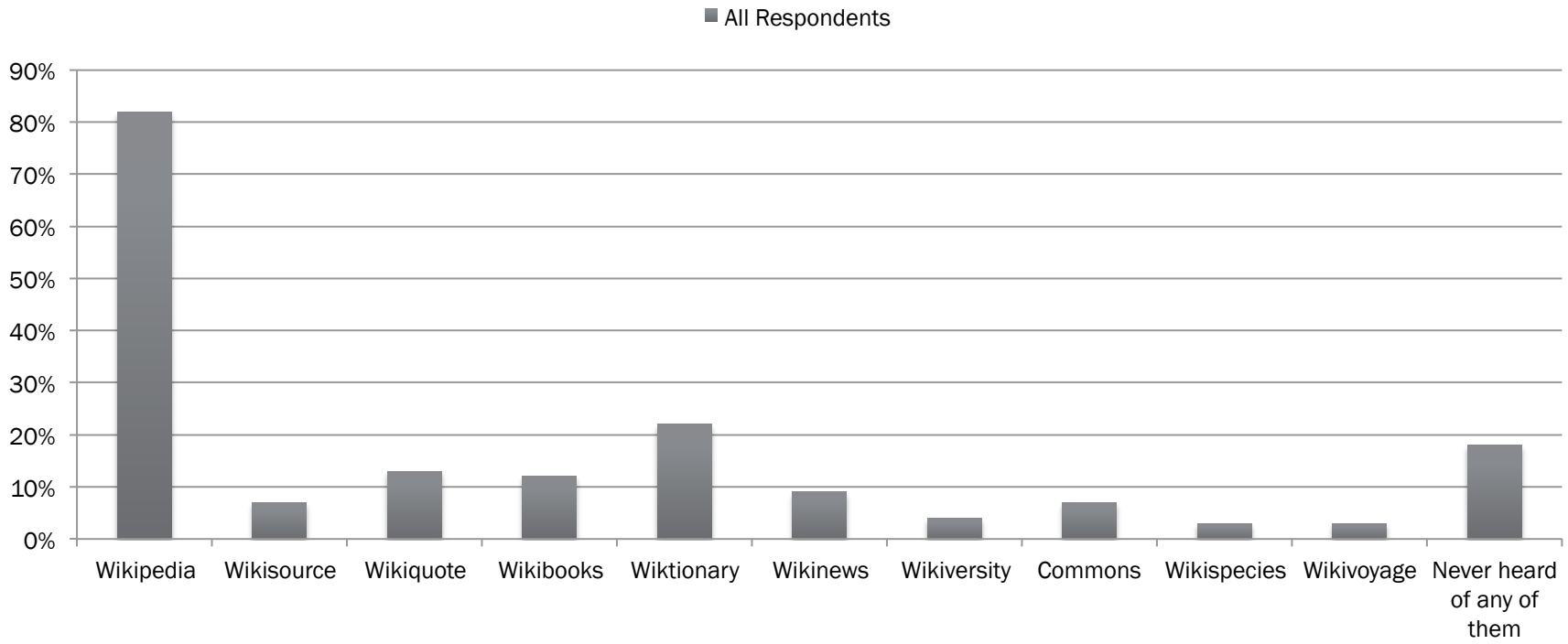

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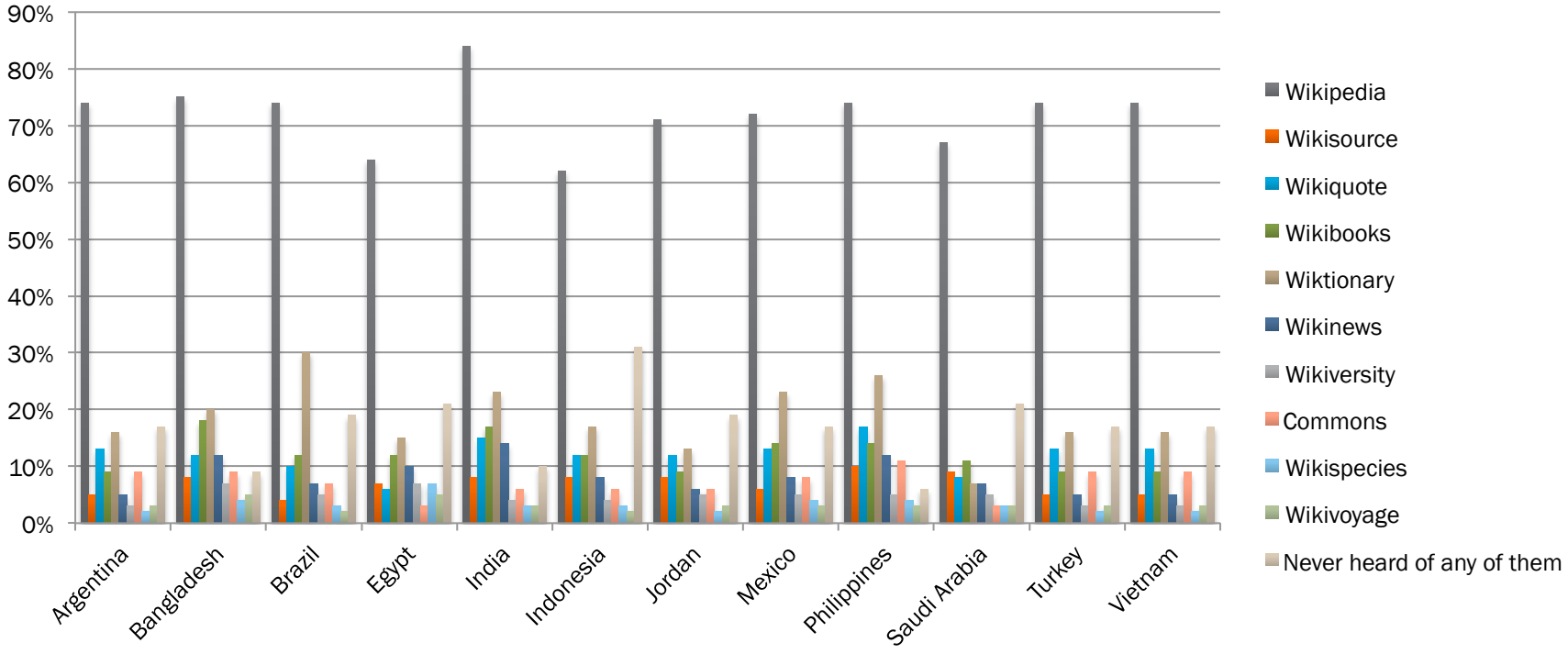

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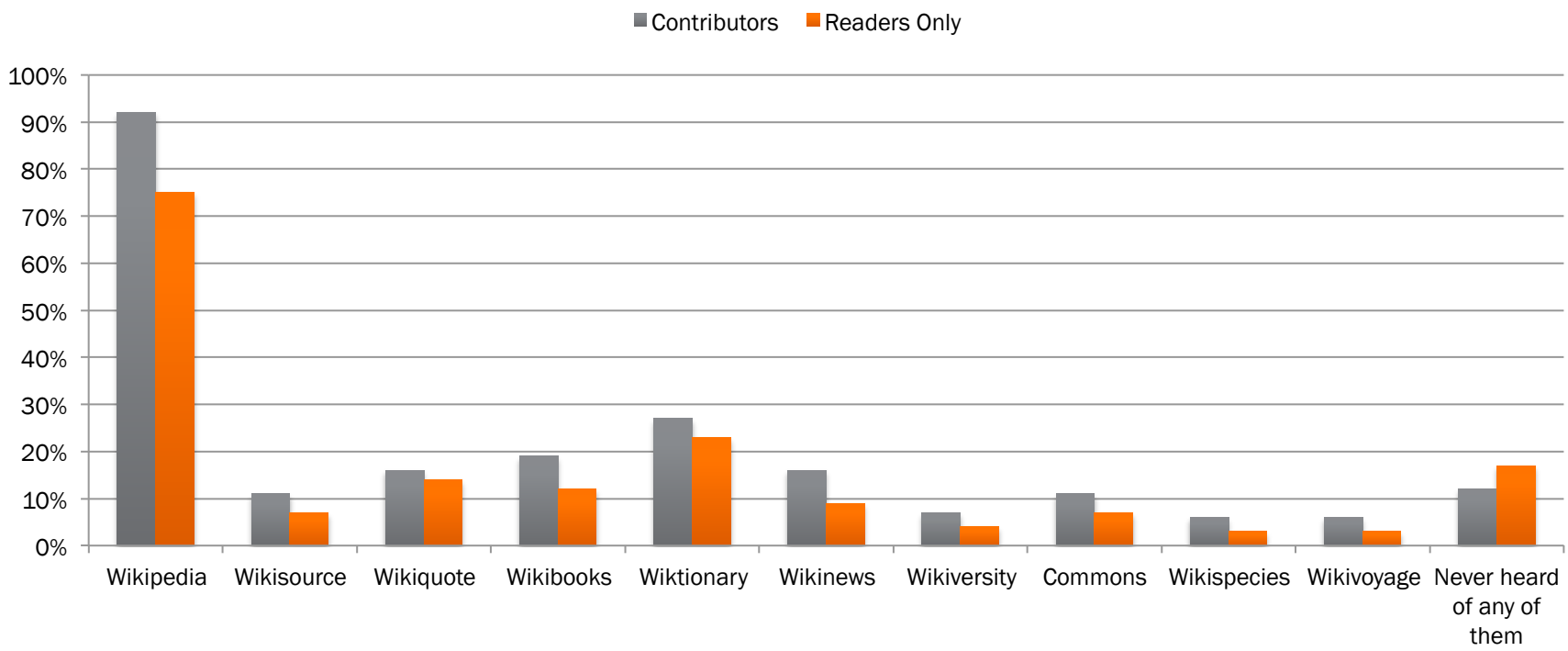

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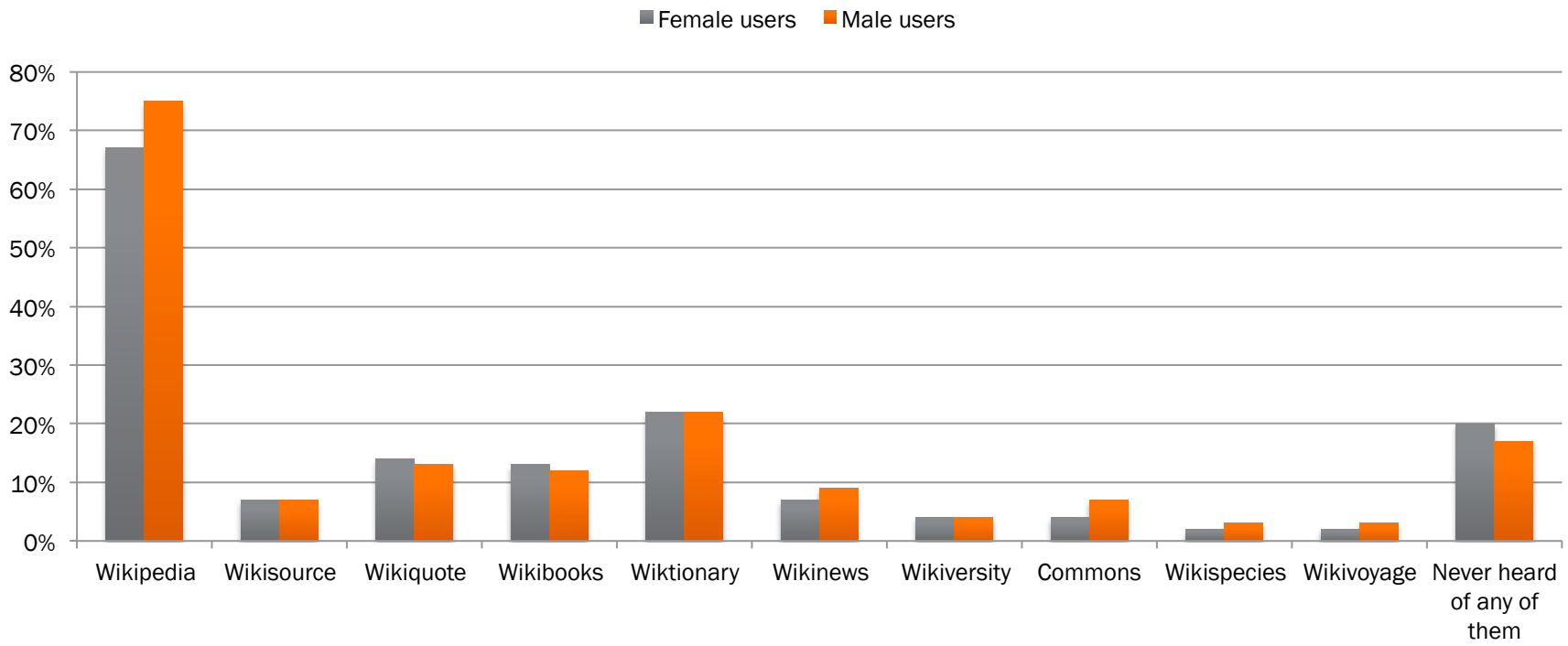

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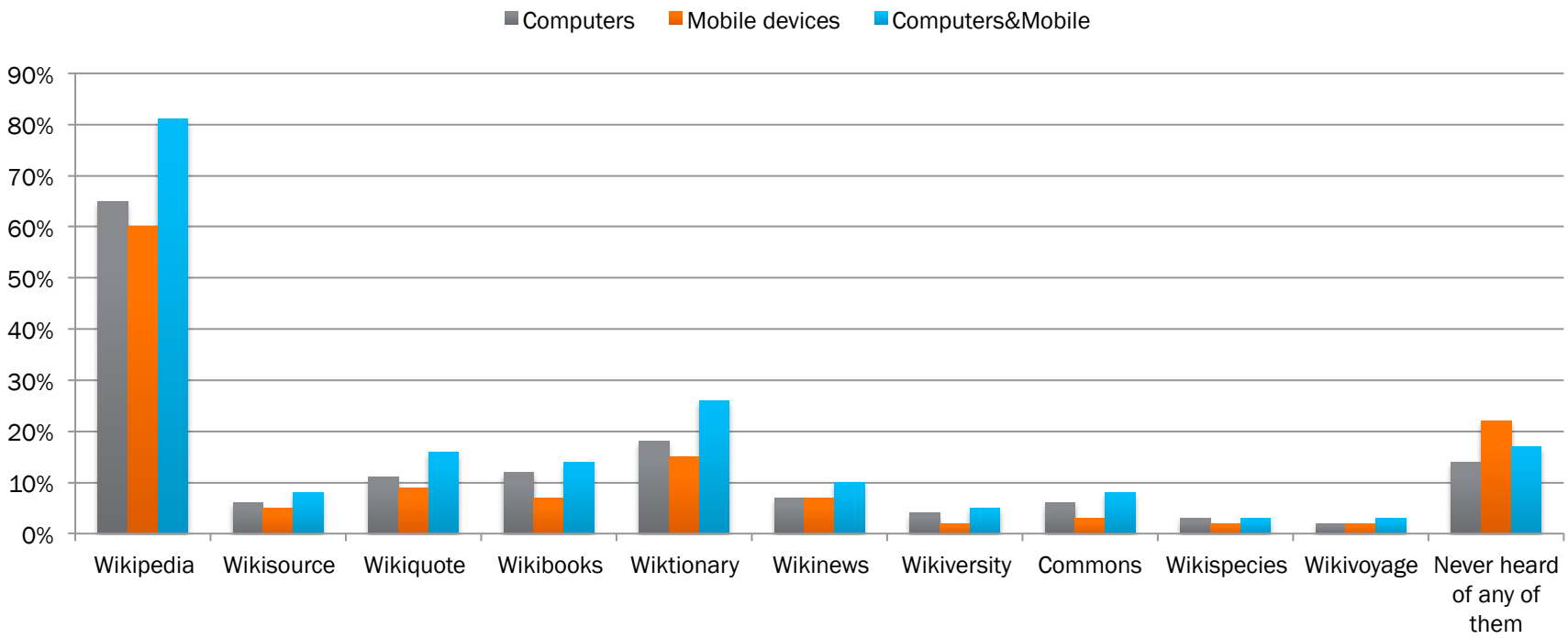

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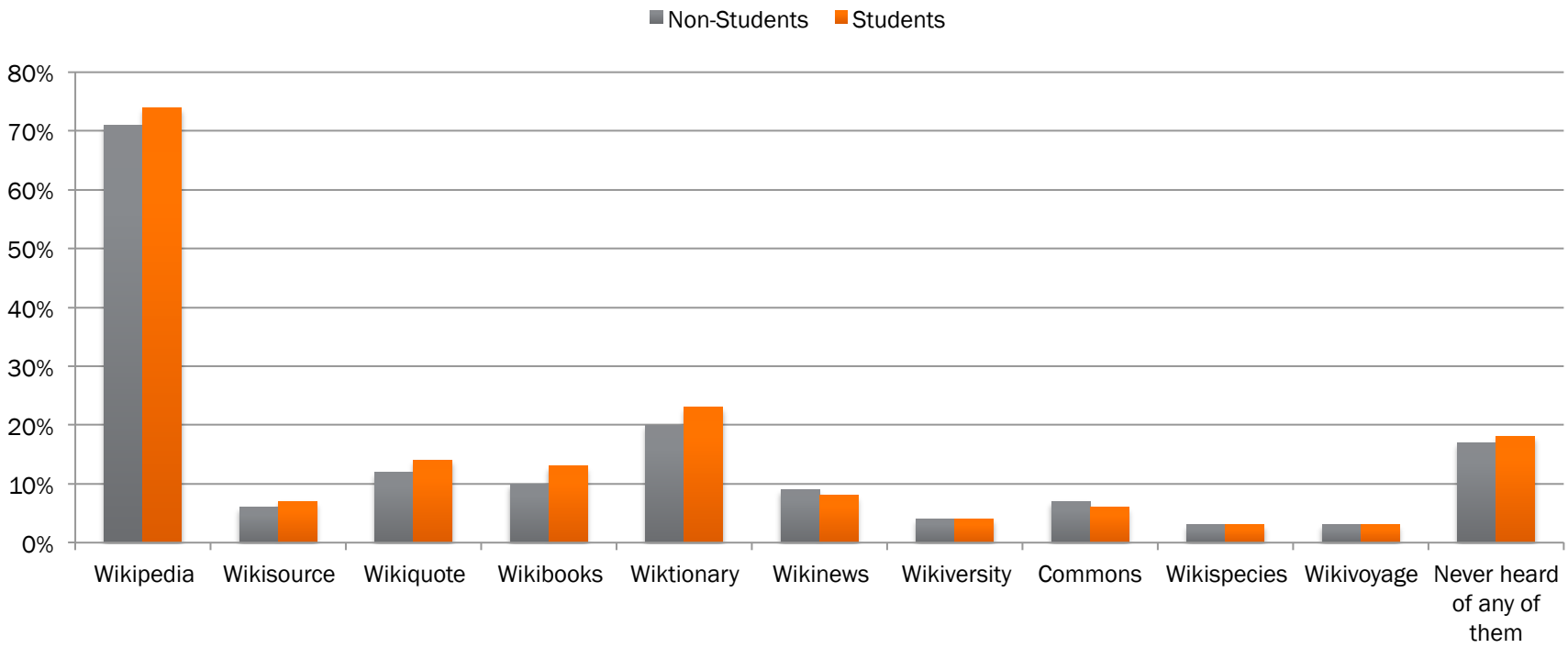

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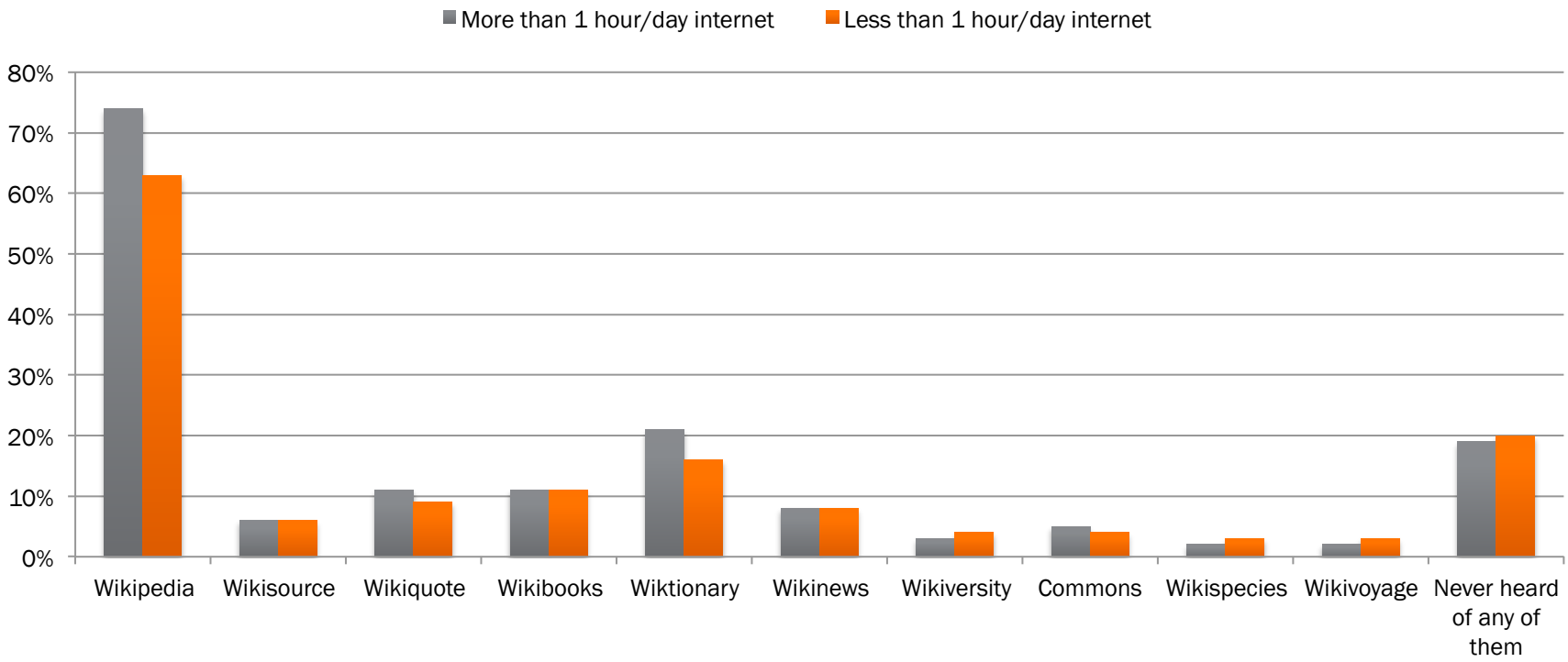

HOW DO YOU EVALUATE THE FOLLOWING ASPECTS OF WIKIPEDIA?

- READABILITY
- COVERAGE
- DEPTH
- RELIABILITY
- DESIGN
- POLICIES
- OVERALL

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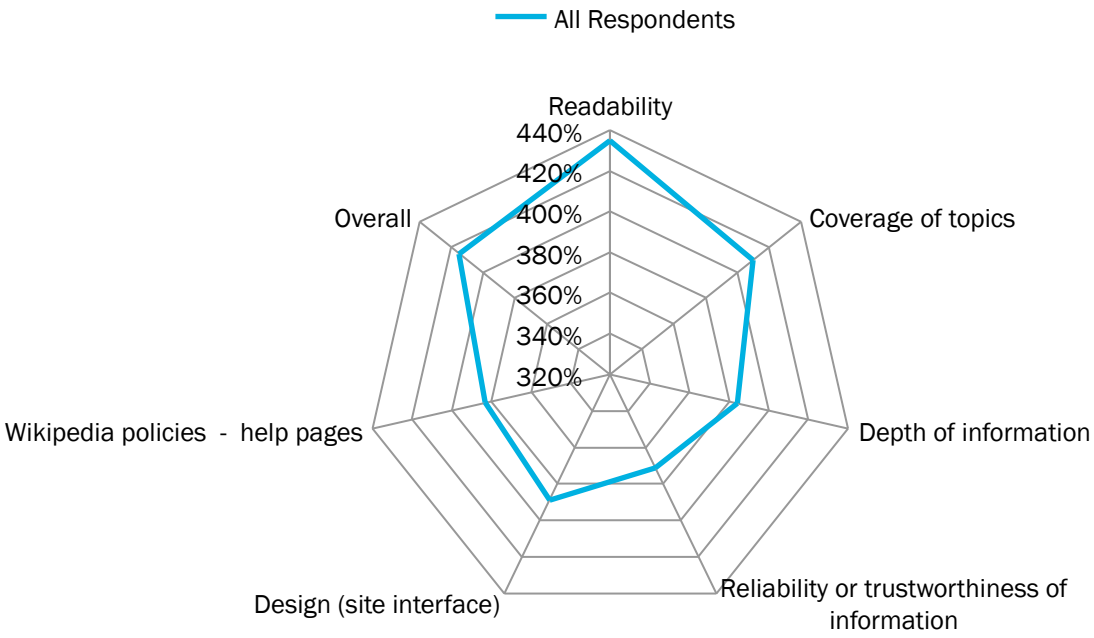

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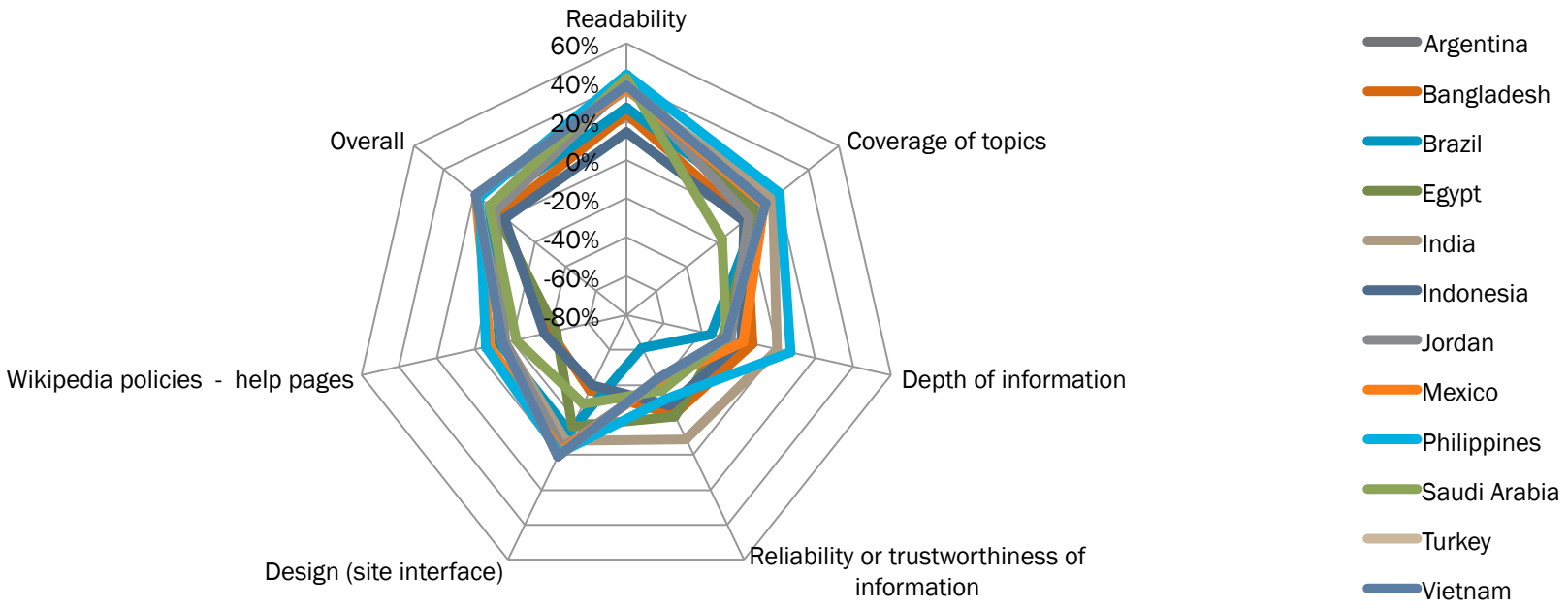

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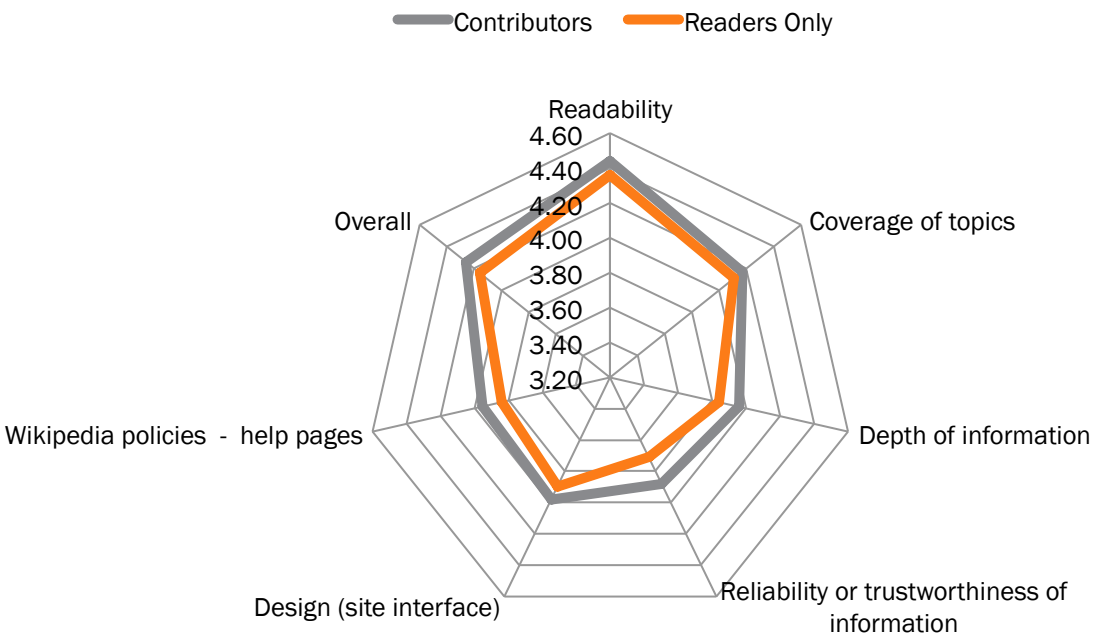

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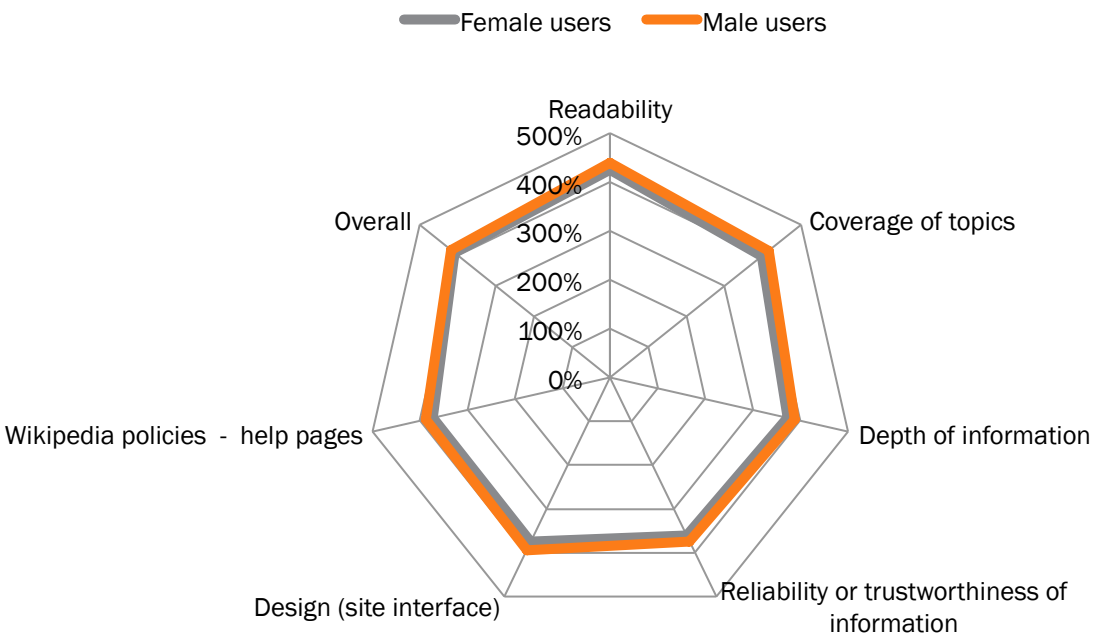

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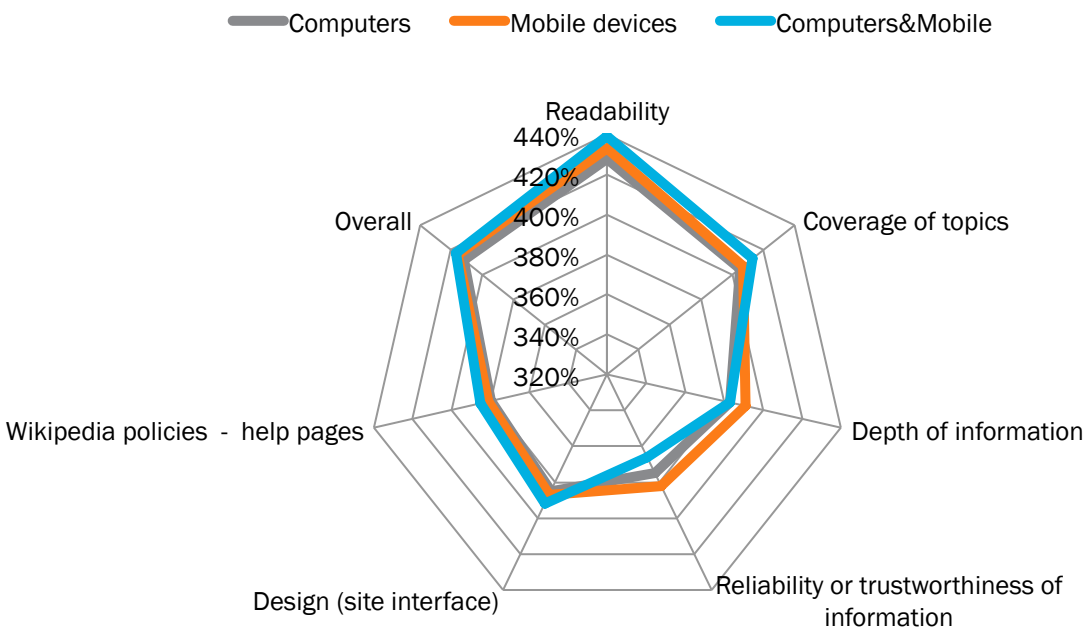

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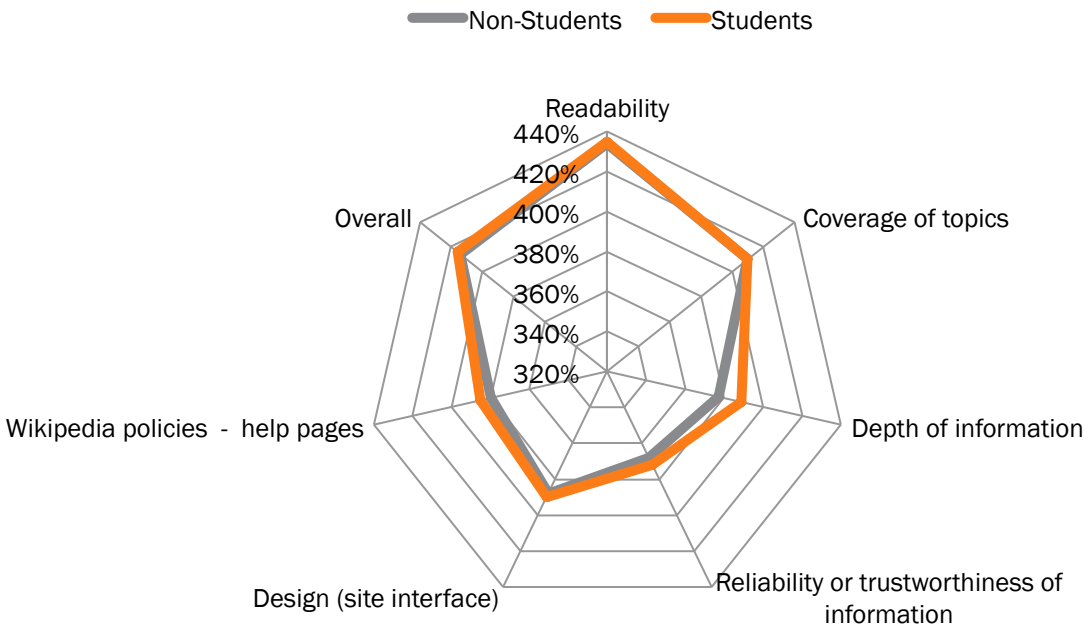

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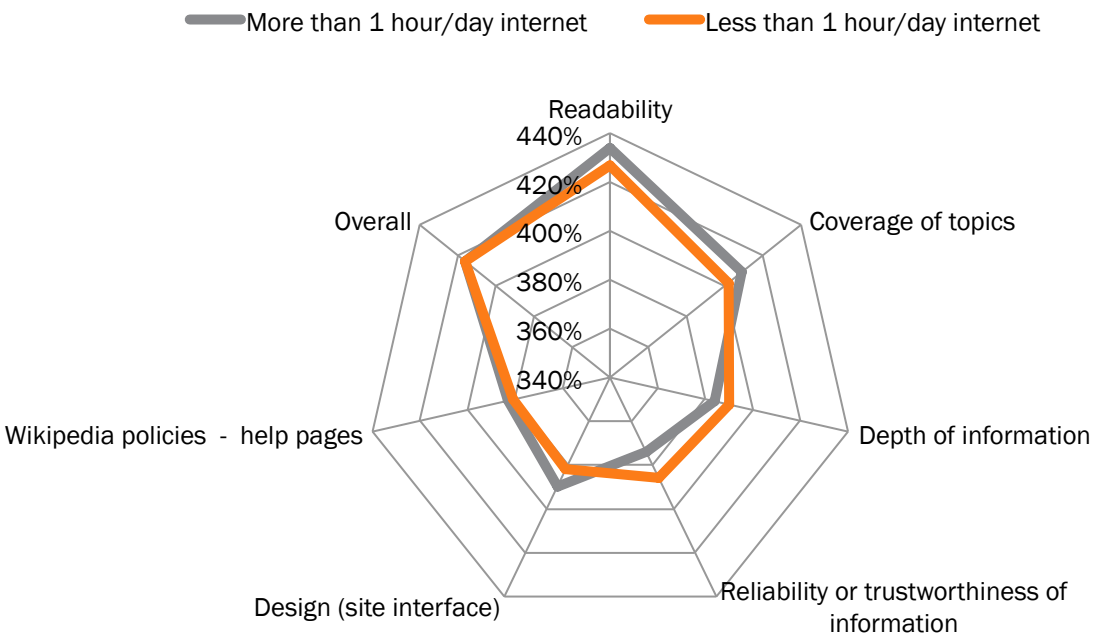

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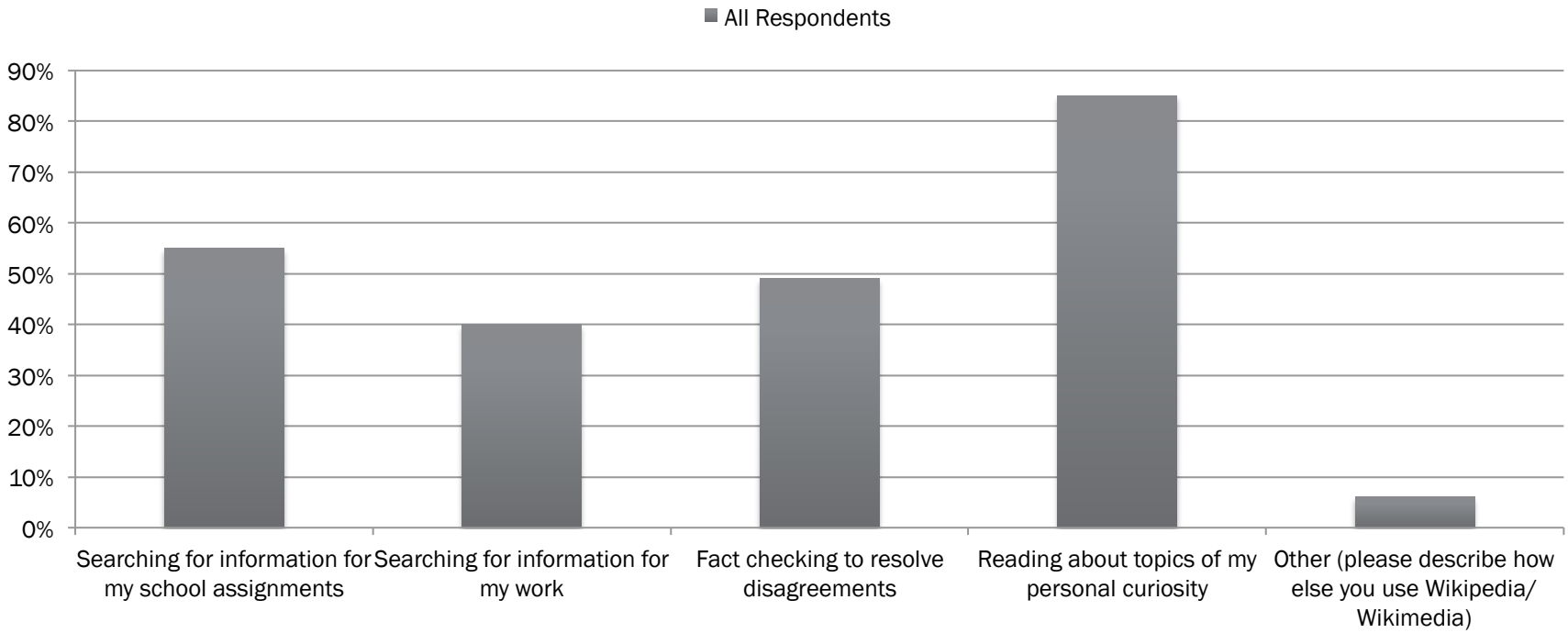

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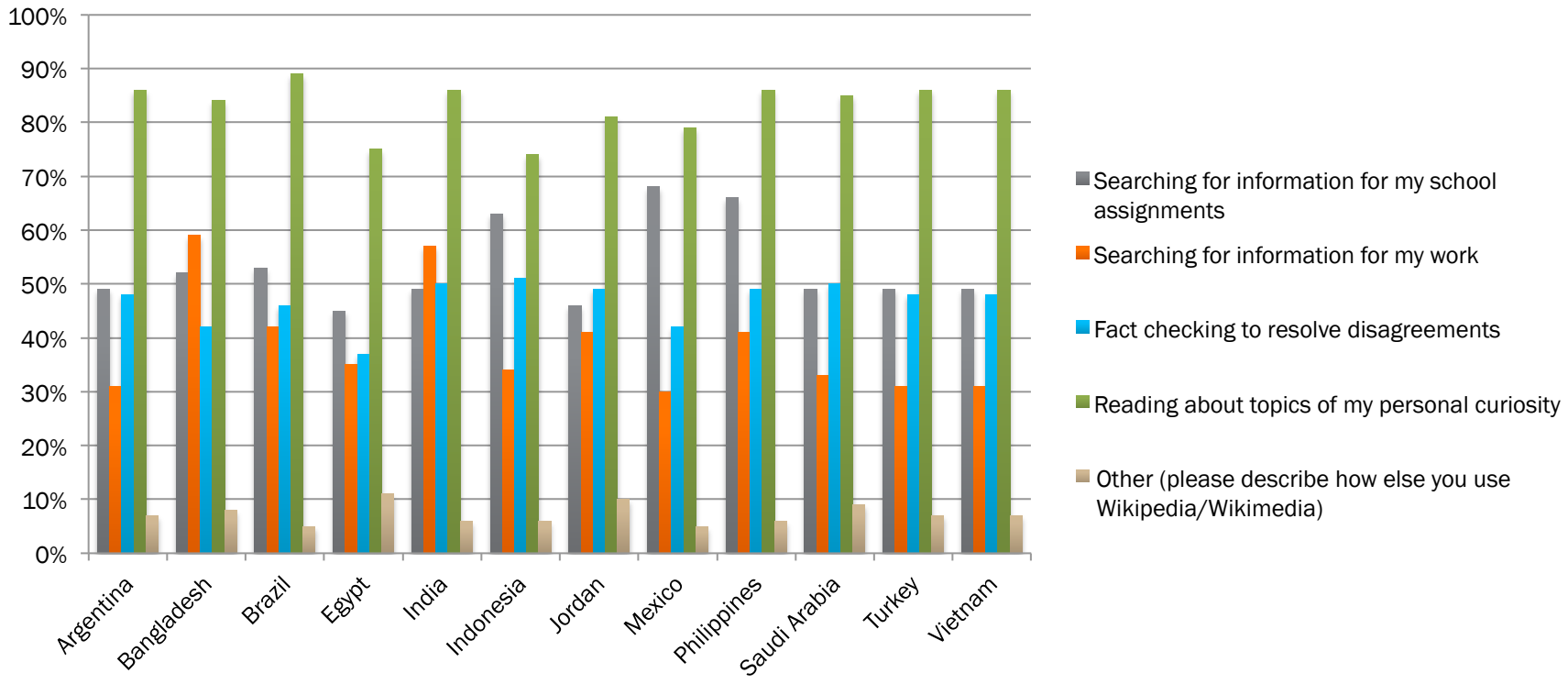

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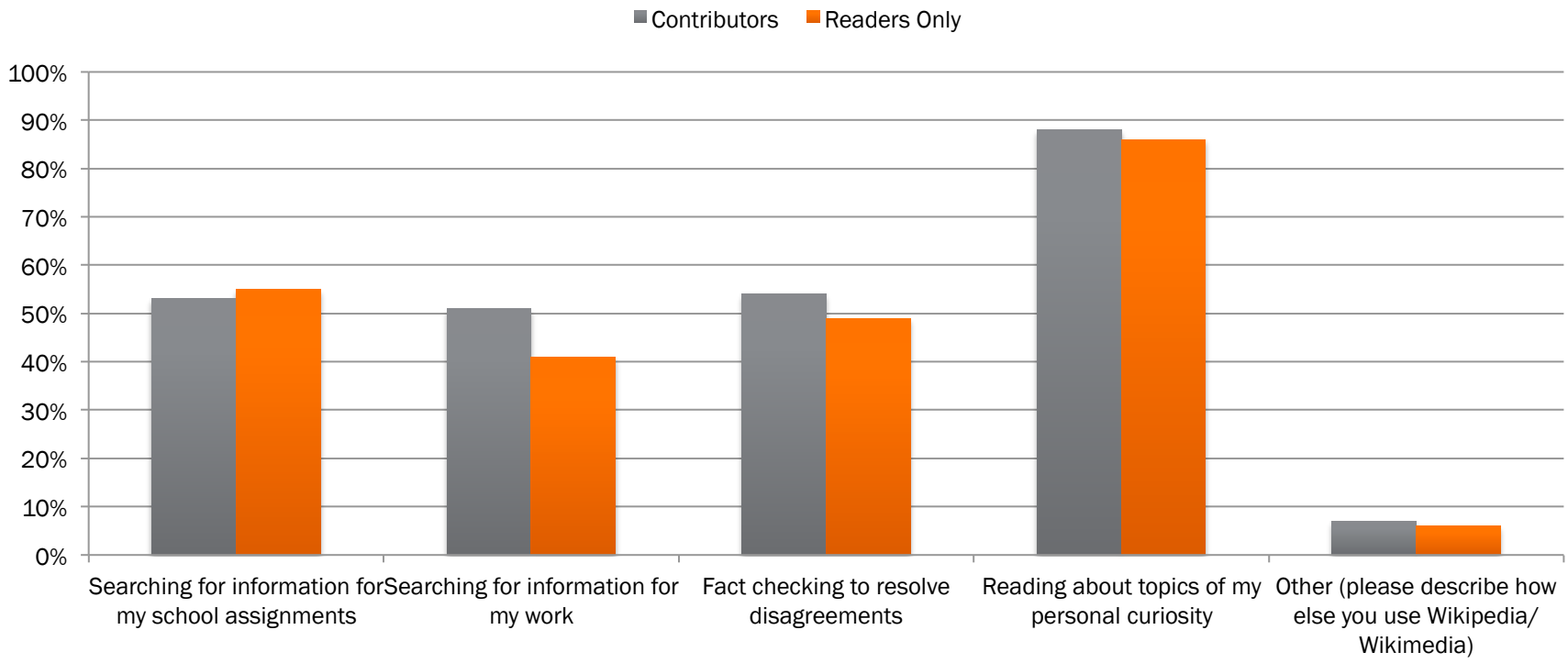

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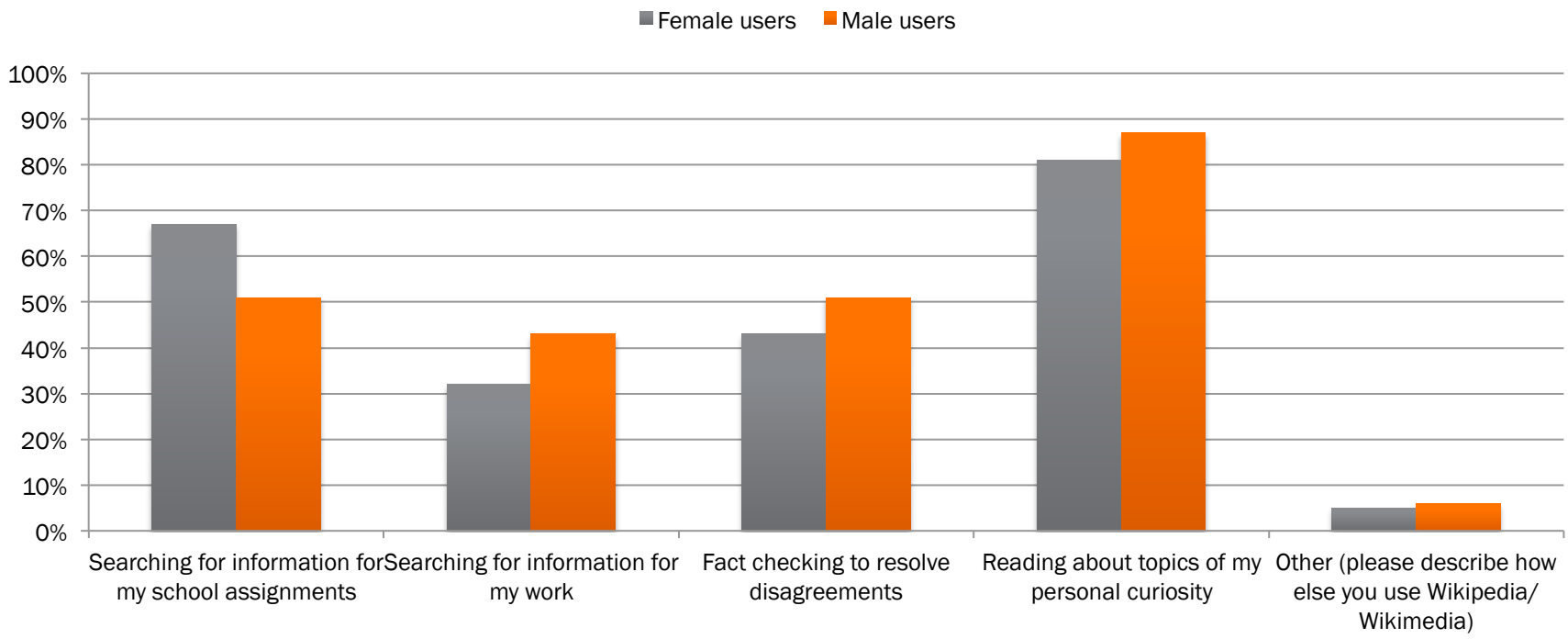

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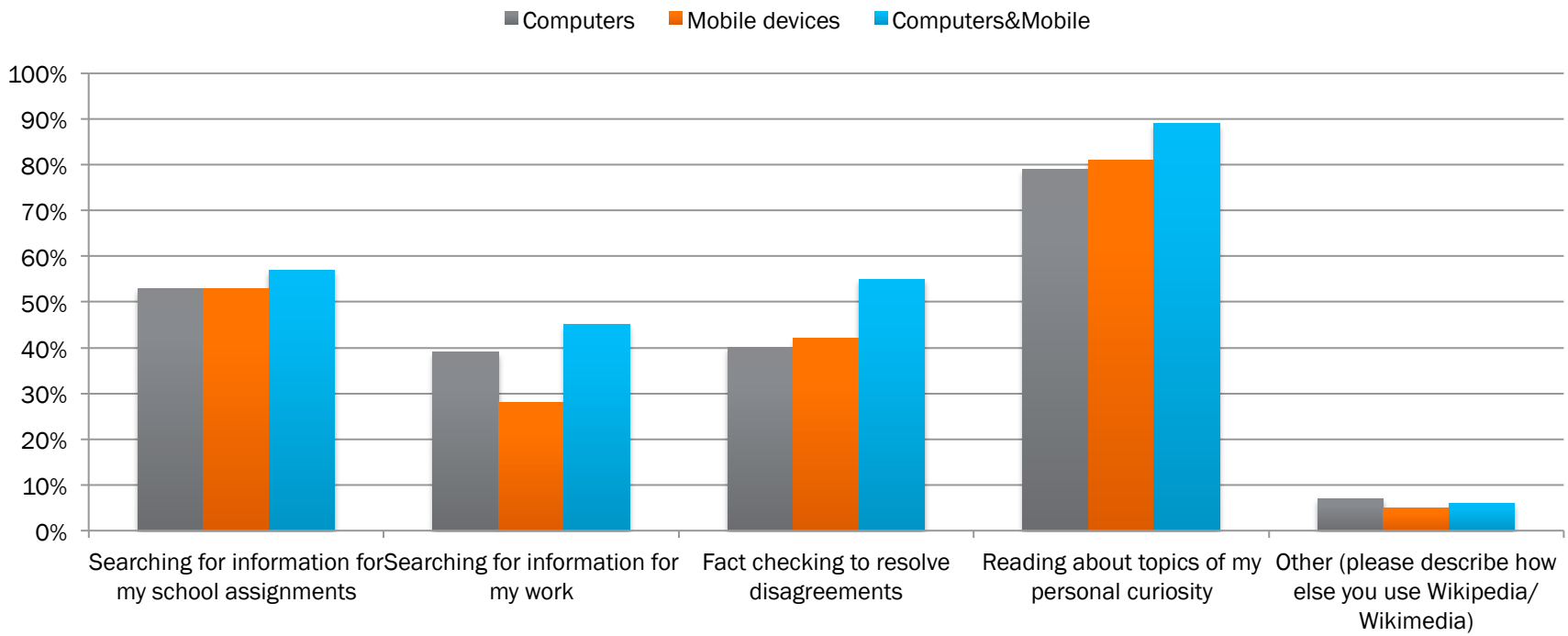

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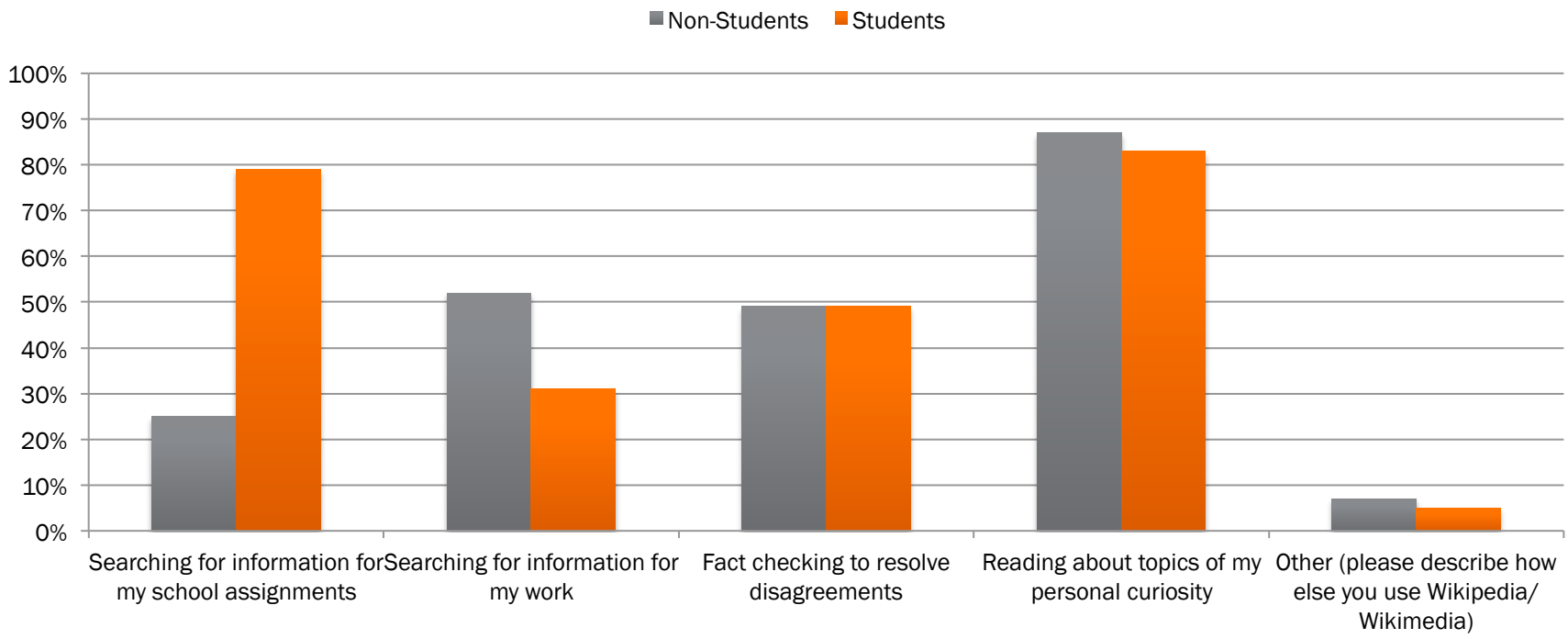

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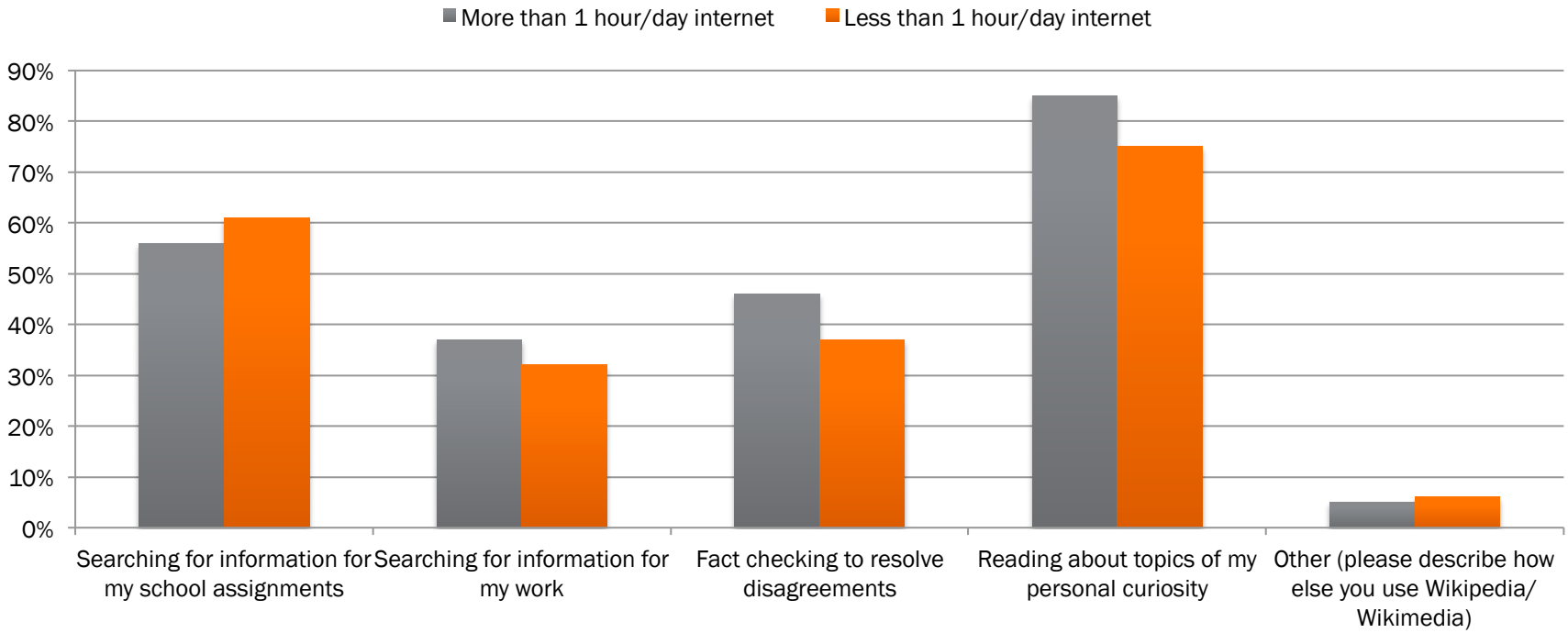

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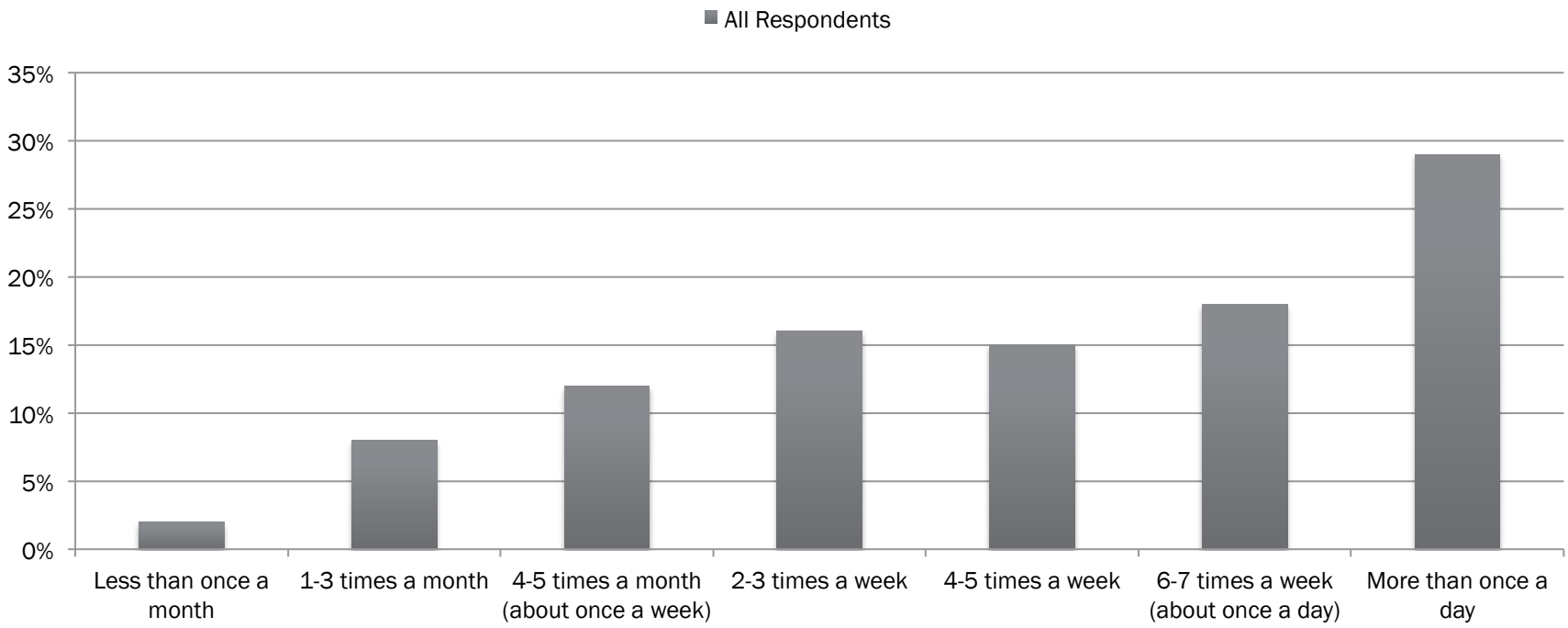

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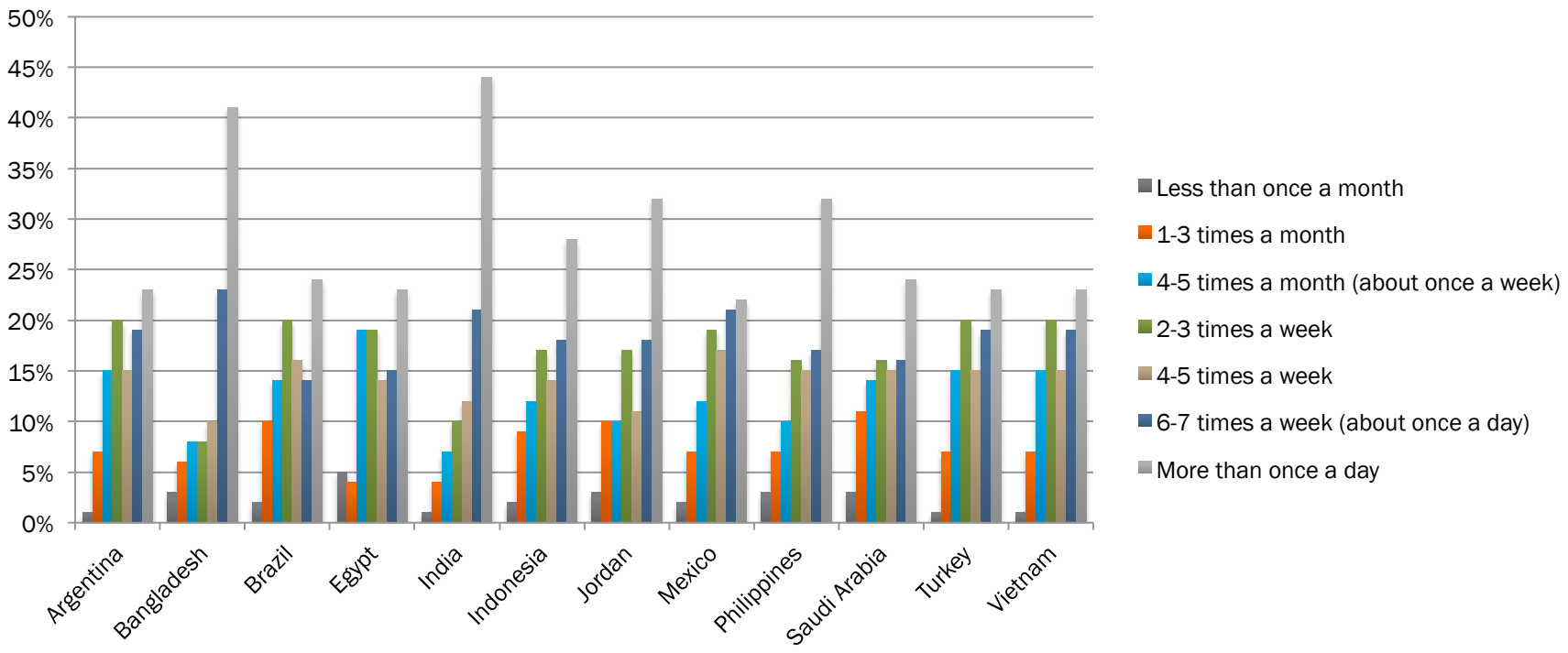

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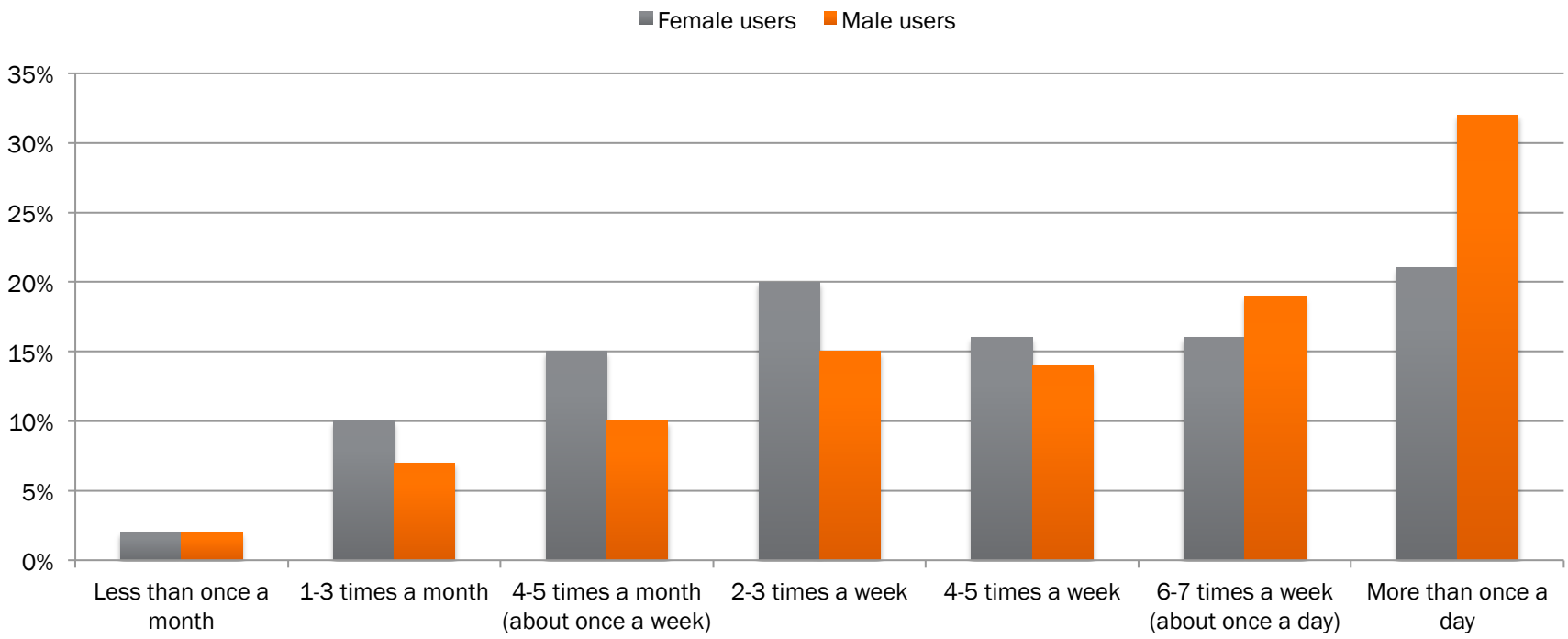

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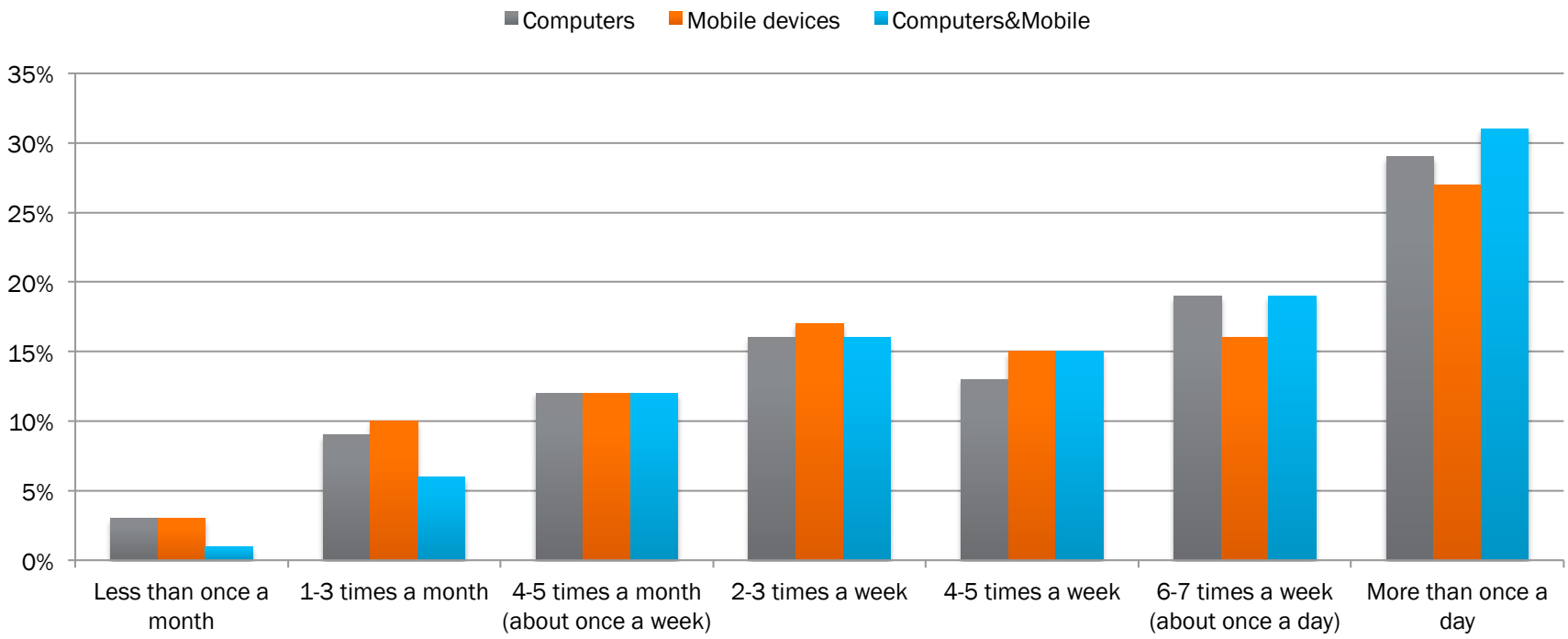

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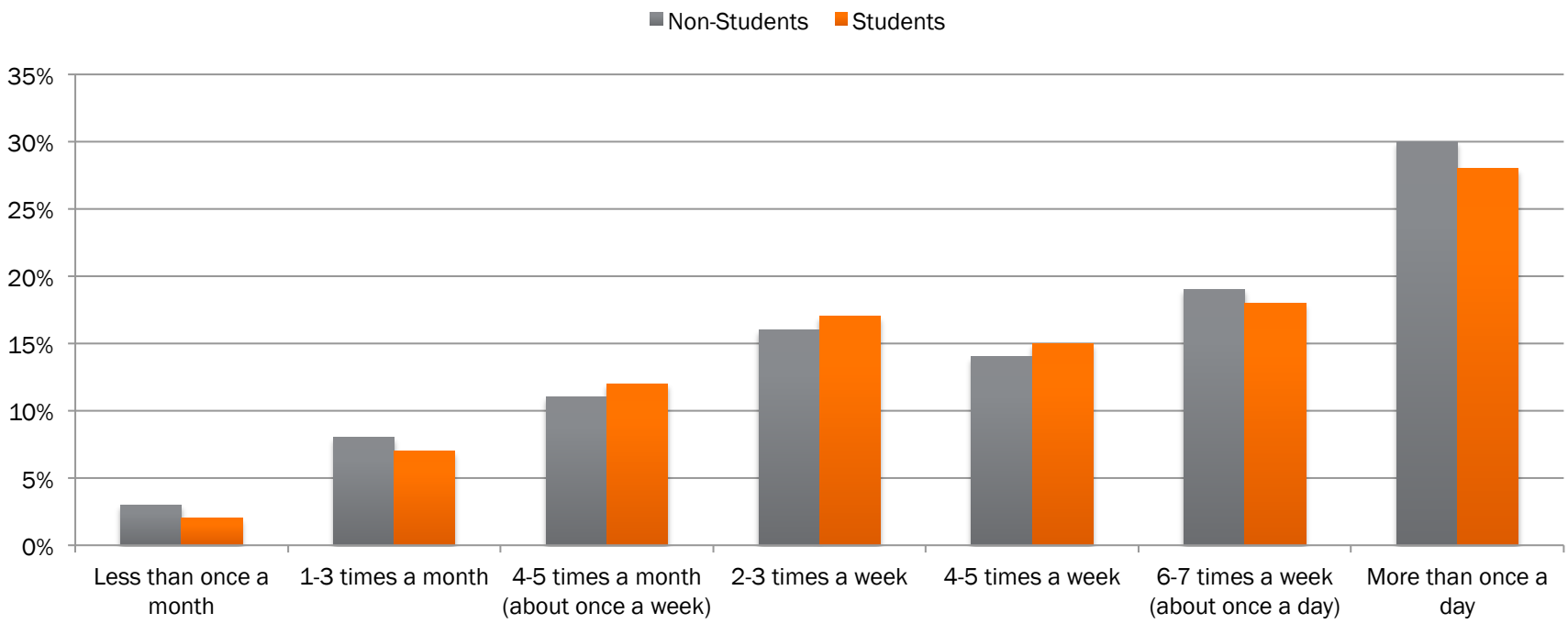

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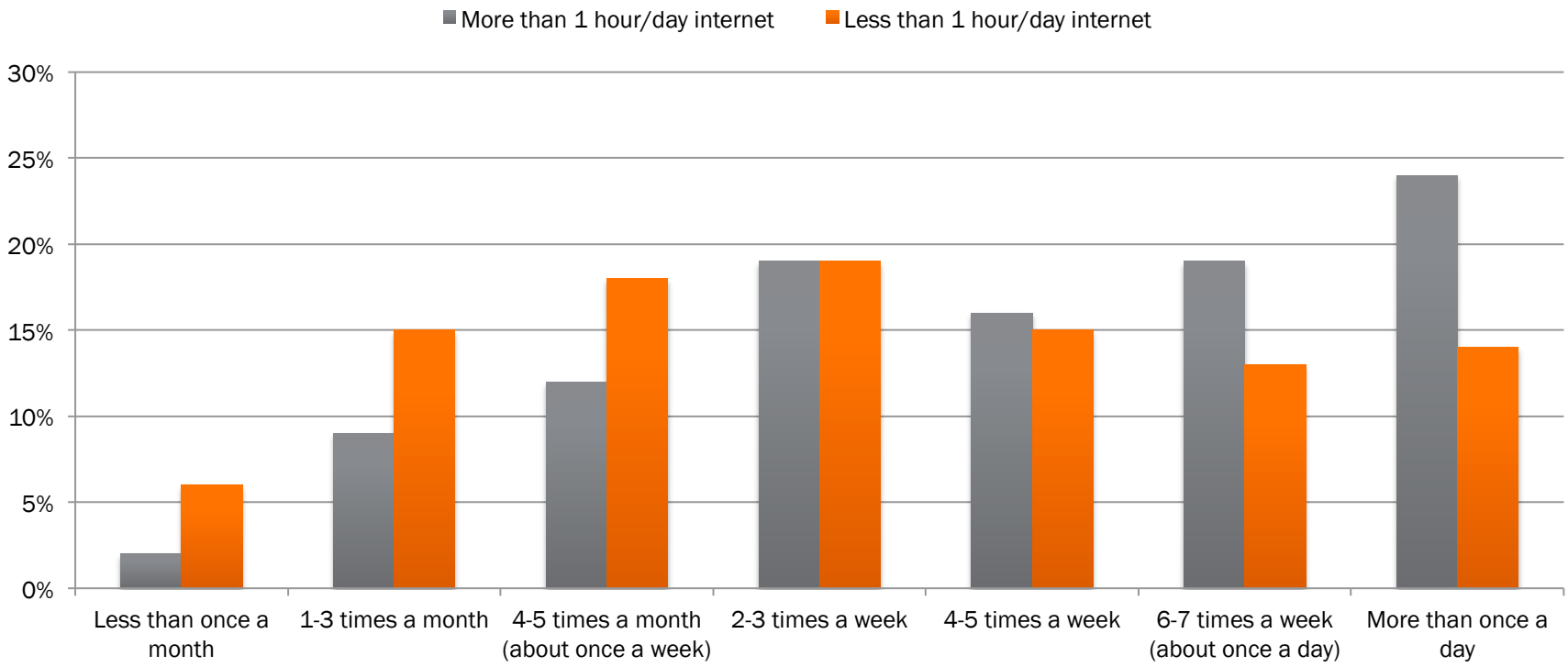

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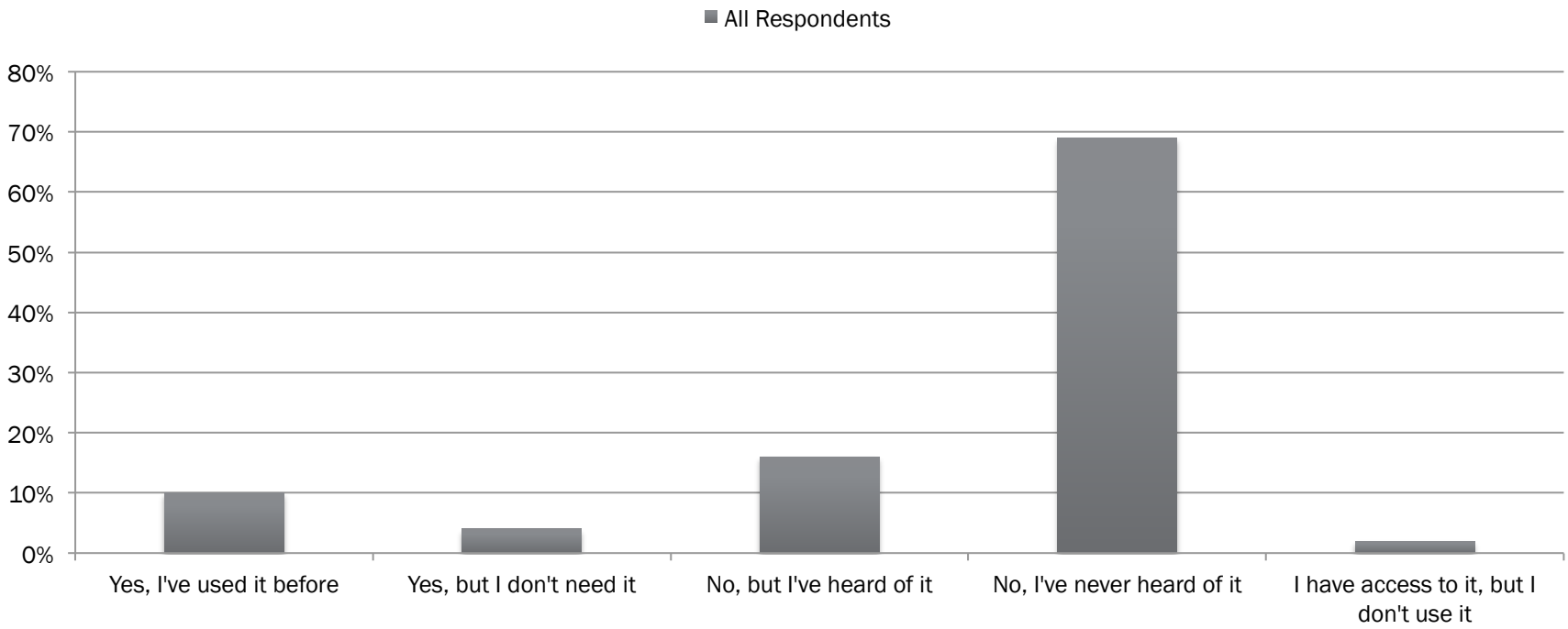

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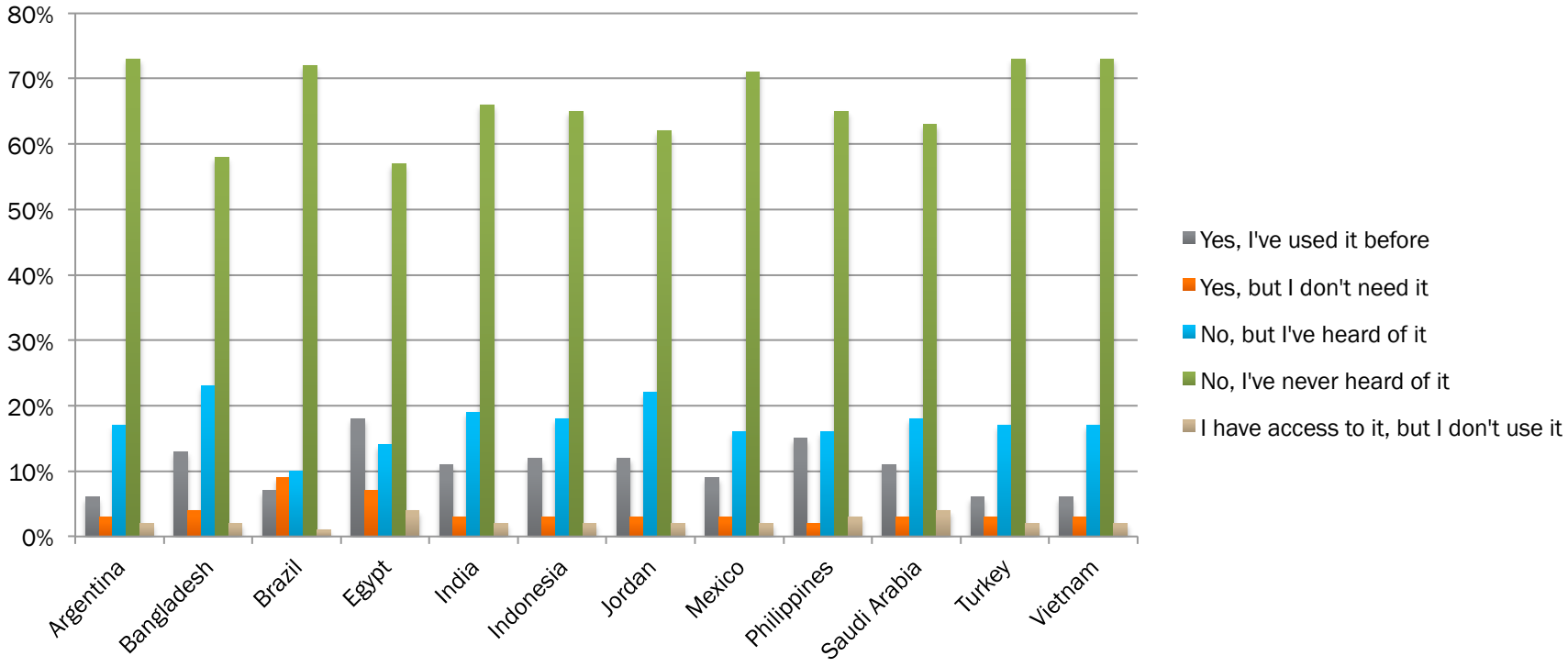

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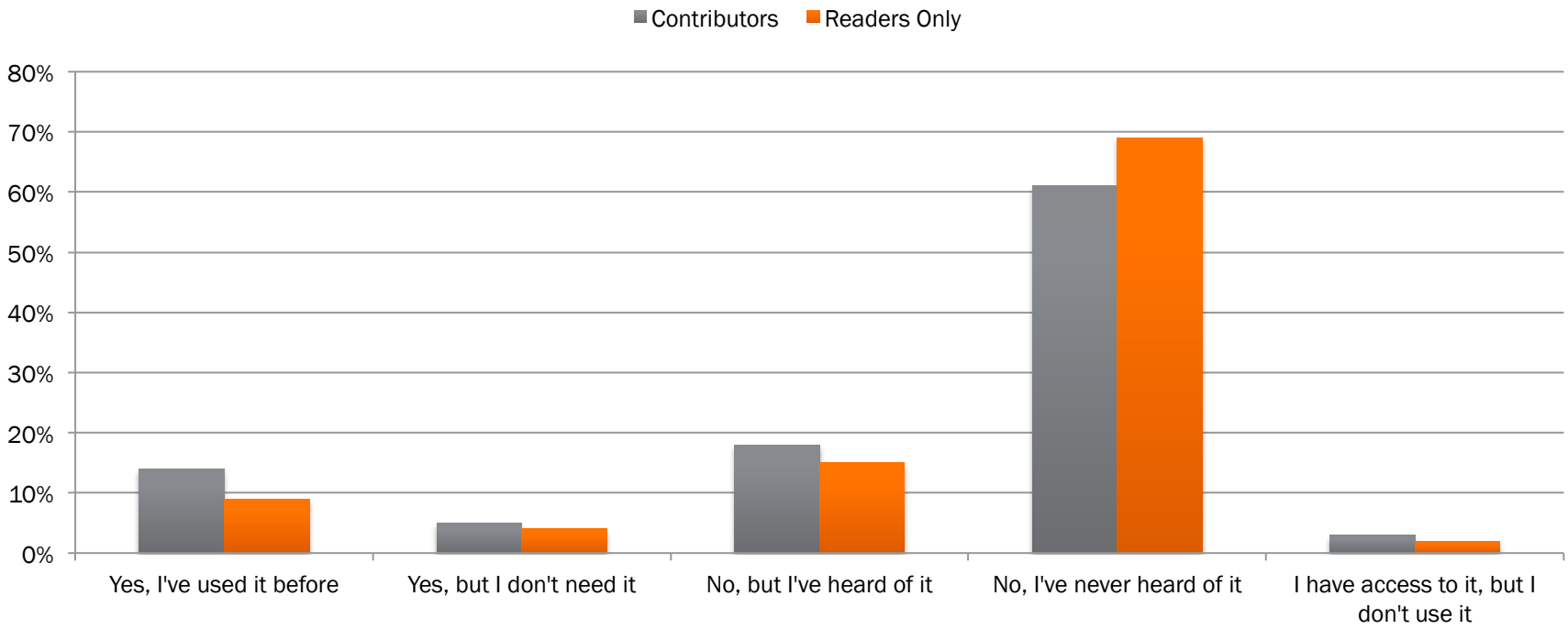

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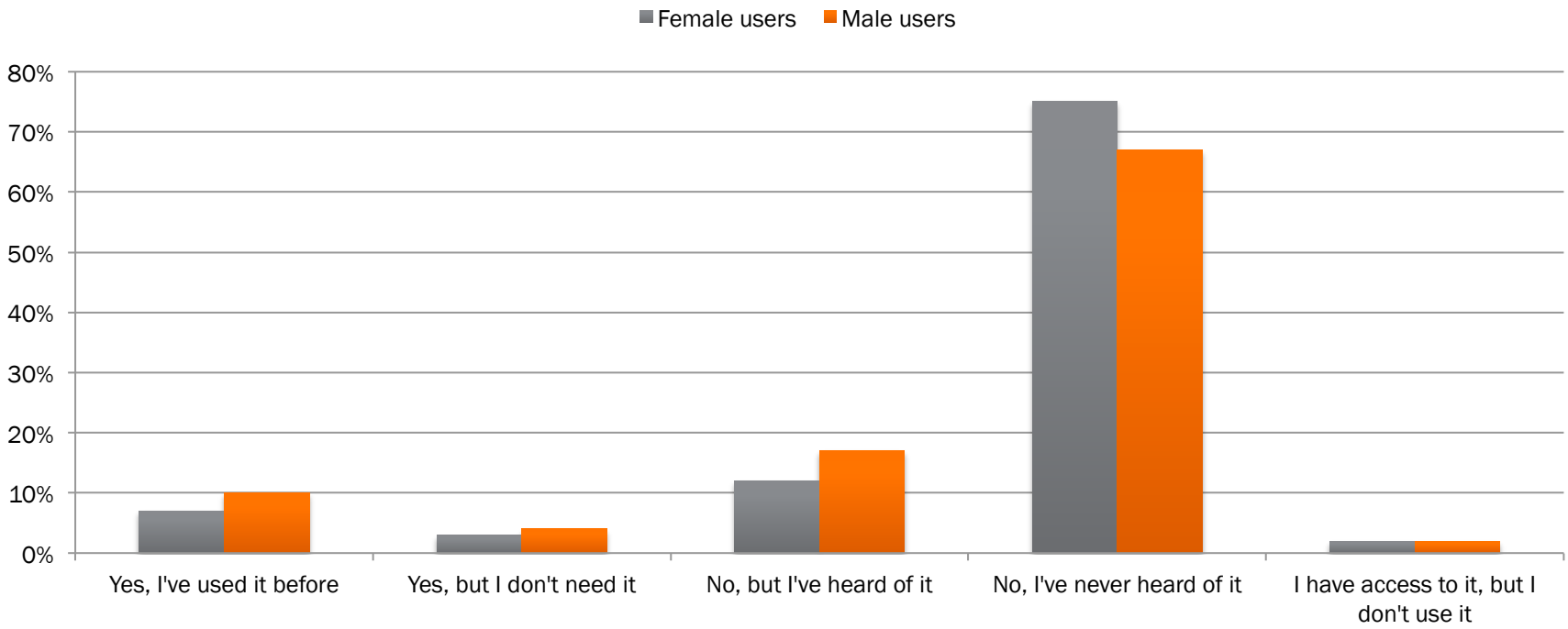

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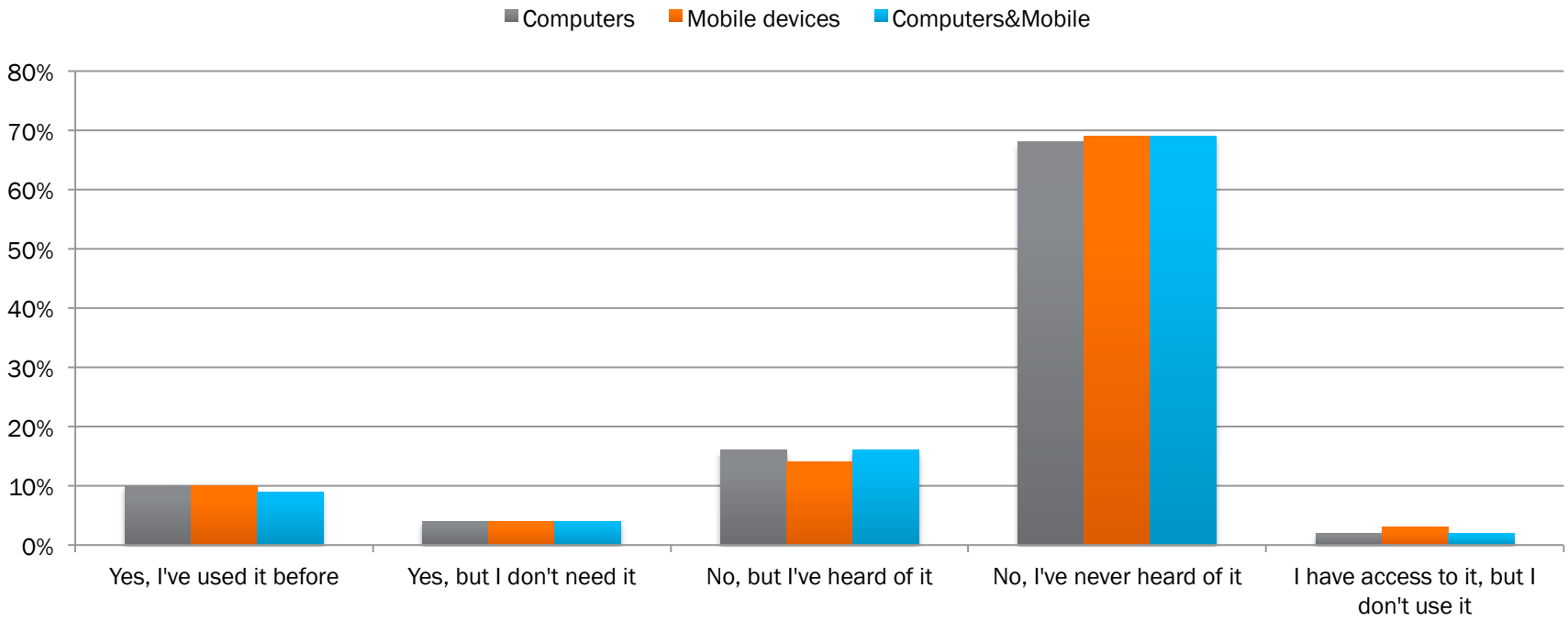

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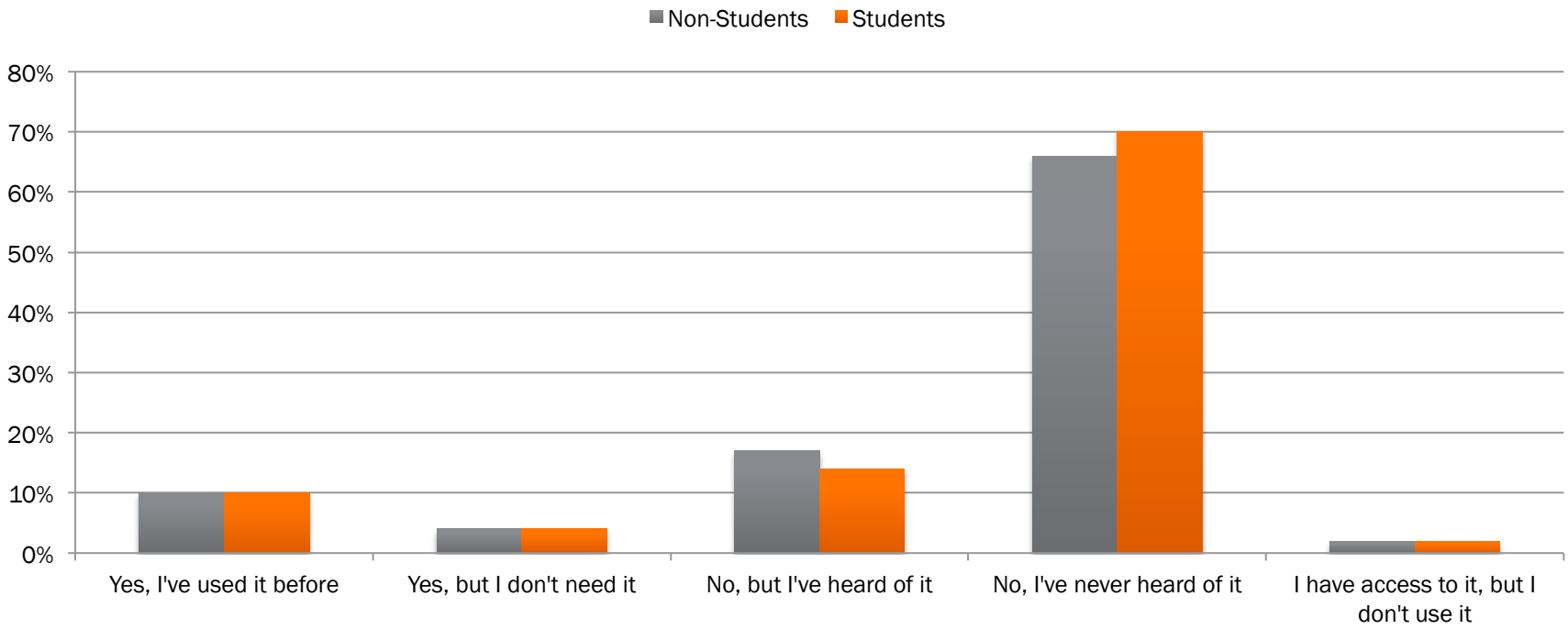

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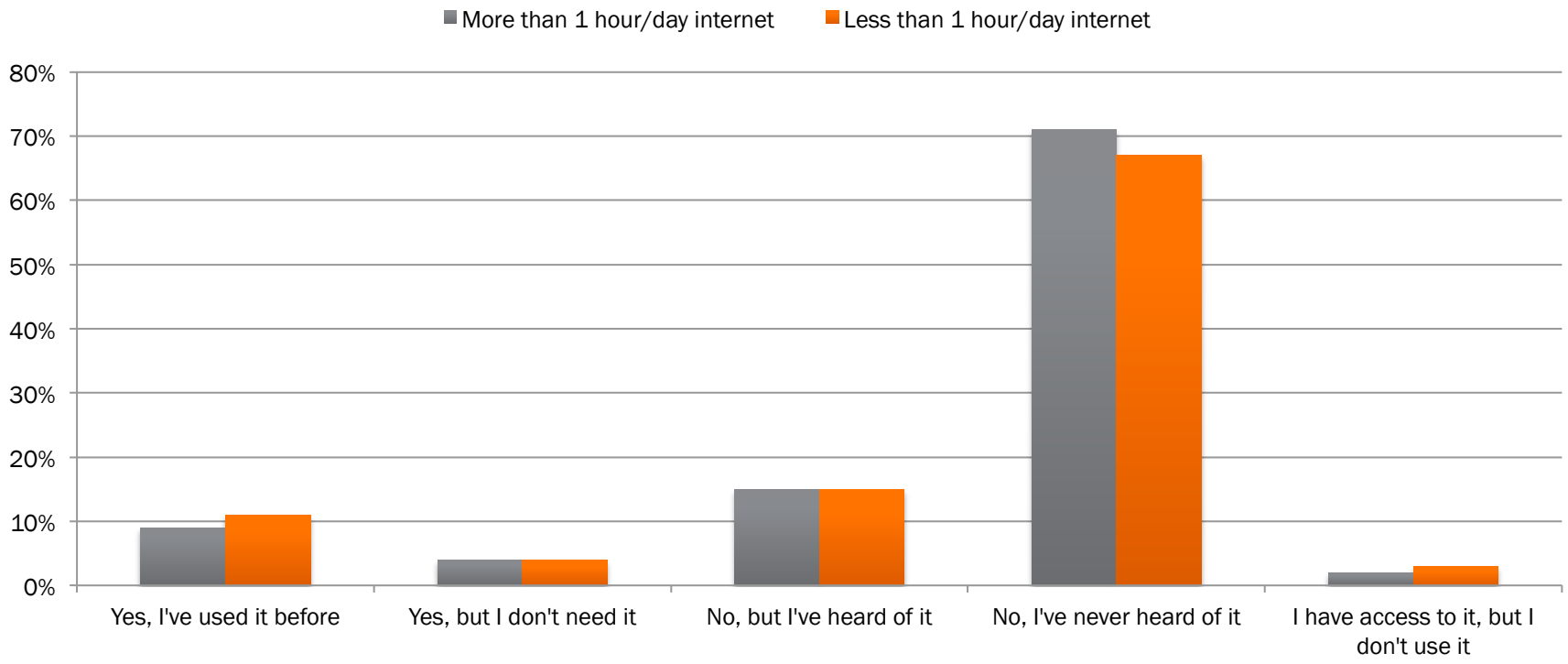

WHICH OFFLINE FORMAT HAVE YOU USED?

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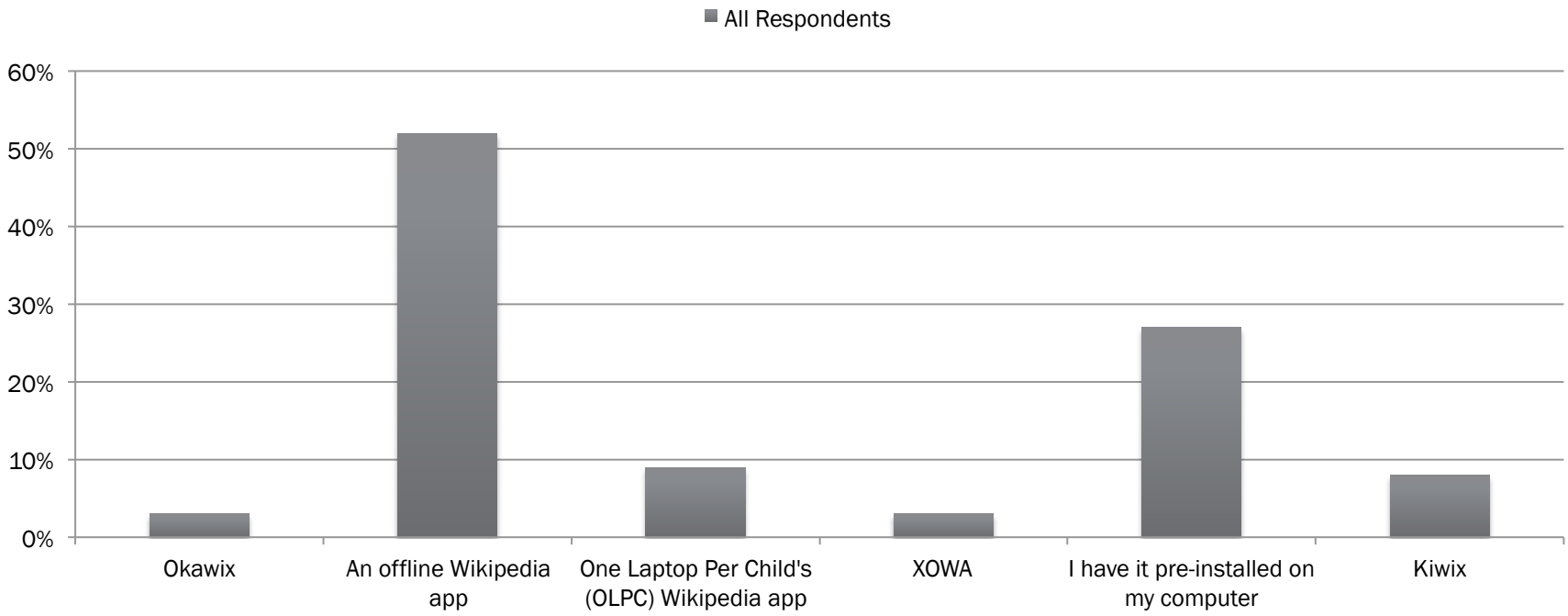

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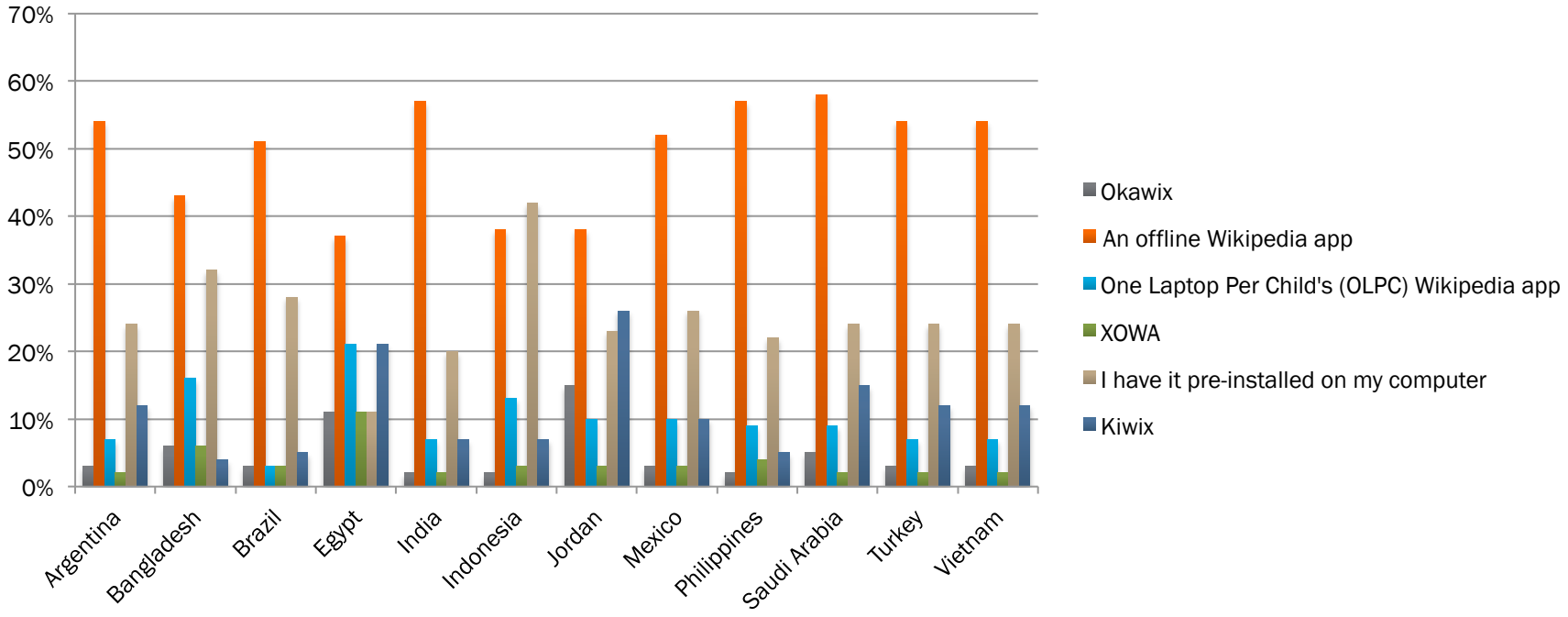

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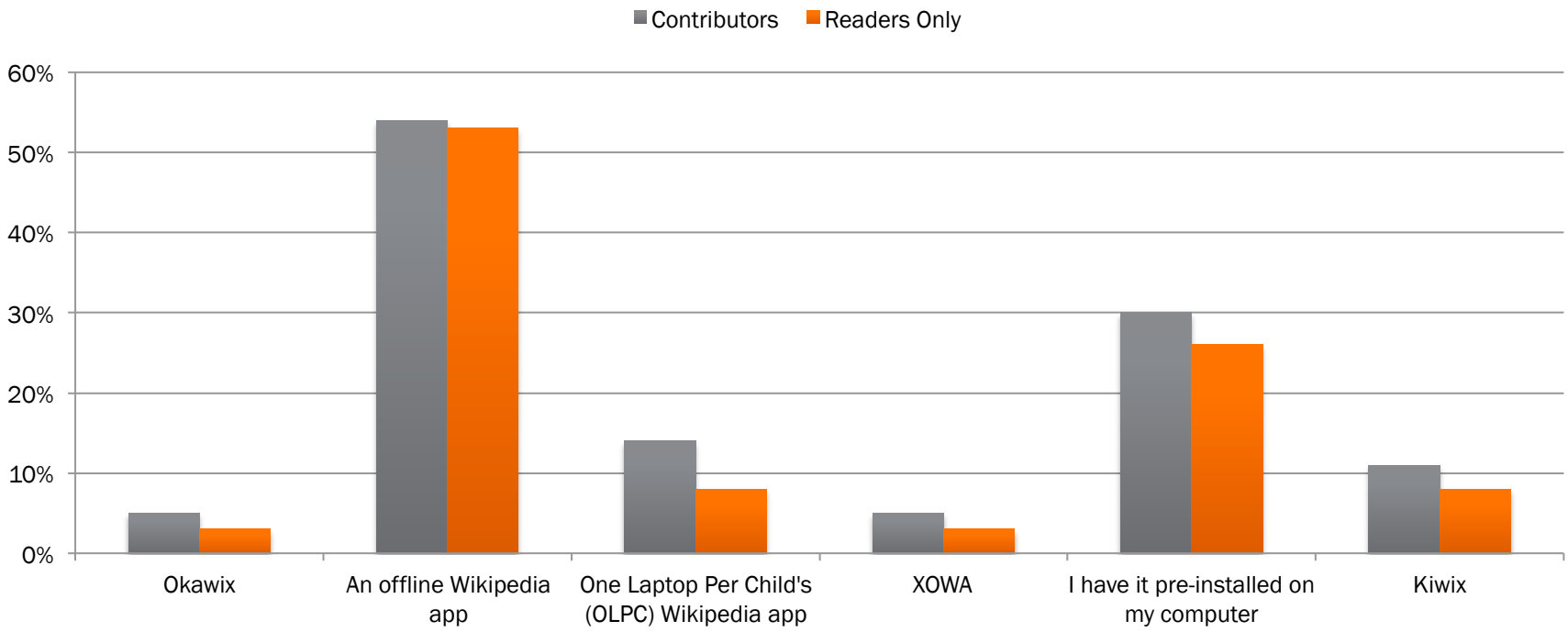

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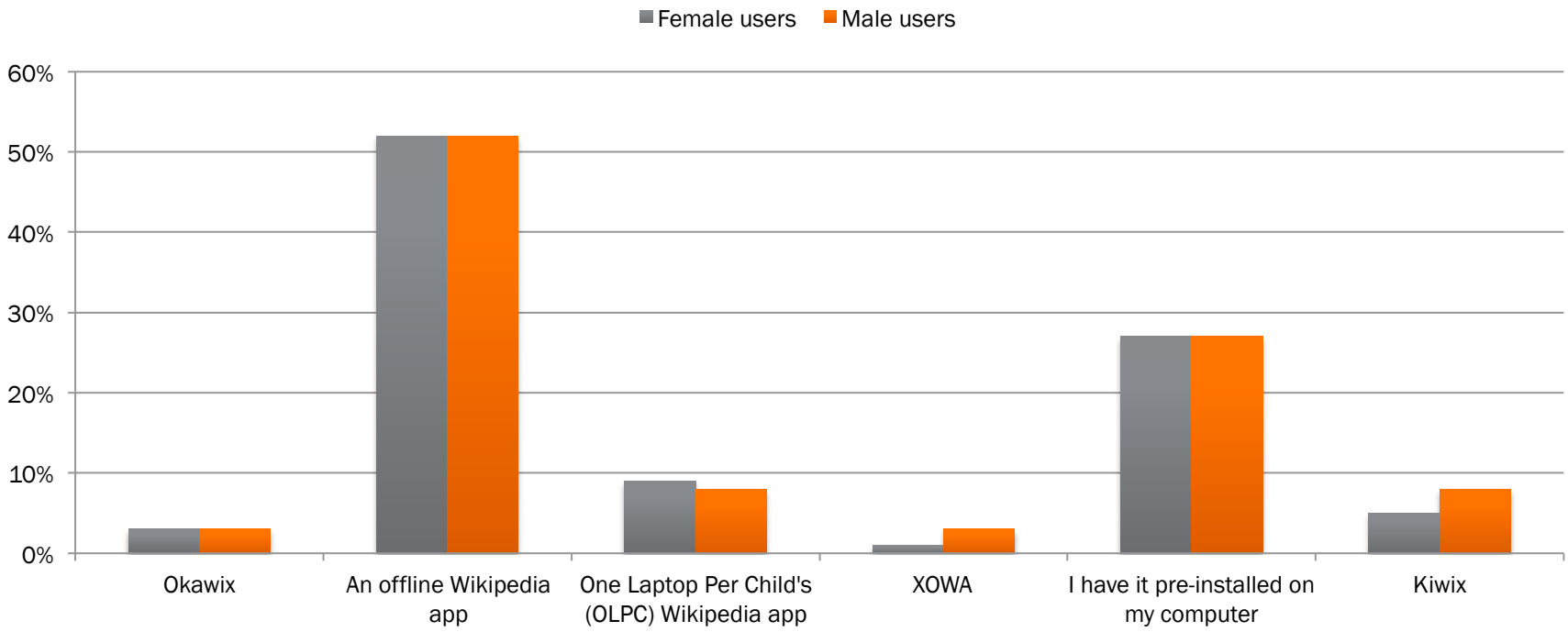

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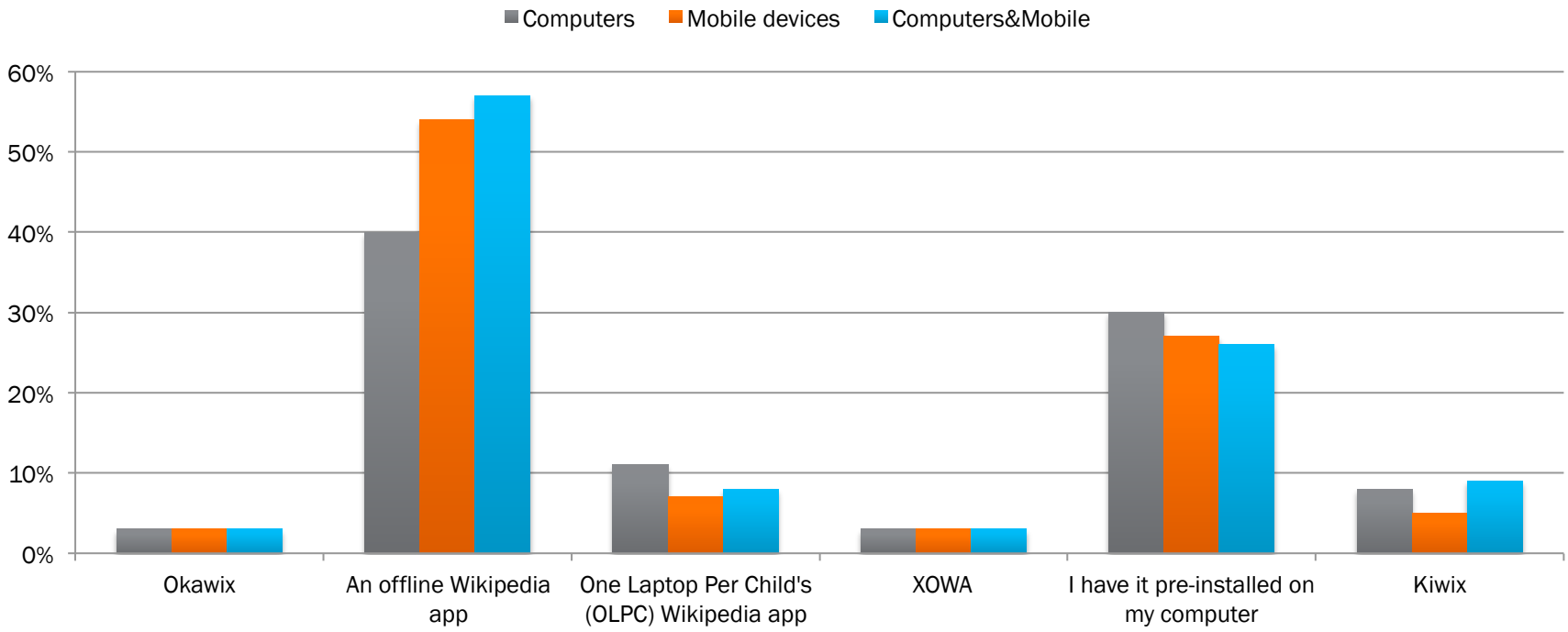

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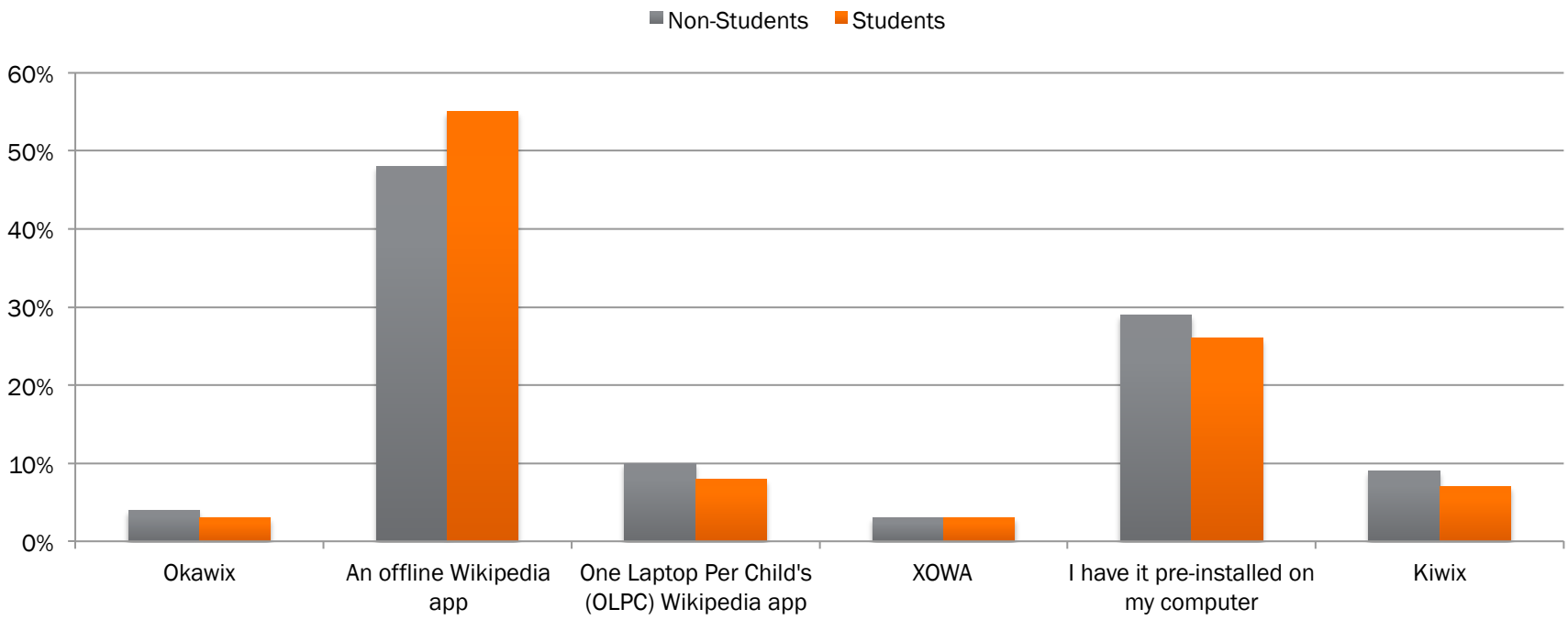

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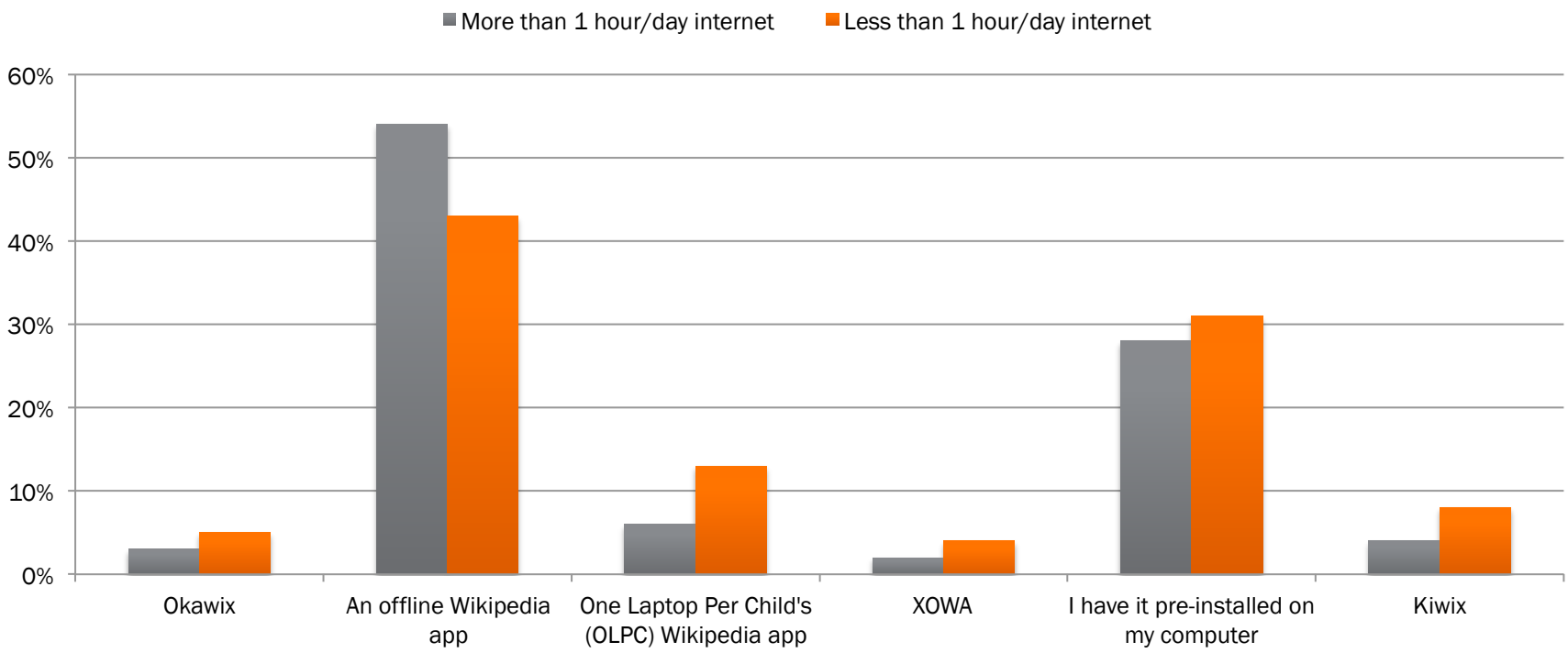

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CONTRIBUTING TO WIKIPEDIA

(CONTRIBUTORS ONLY ~10,000 RESPONDENTS)

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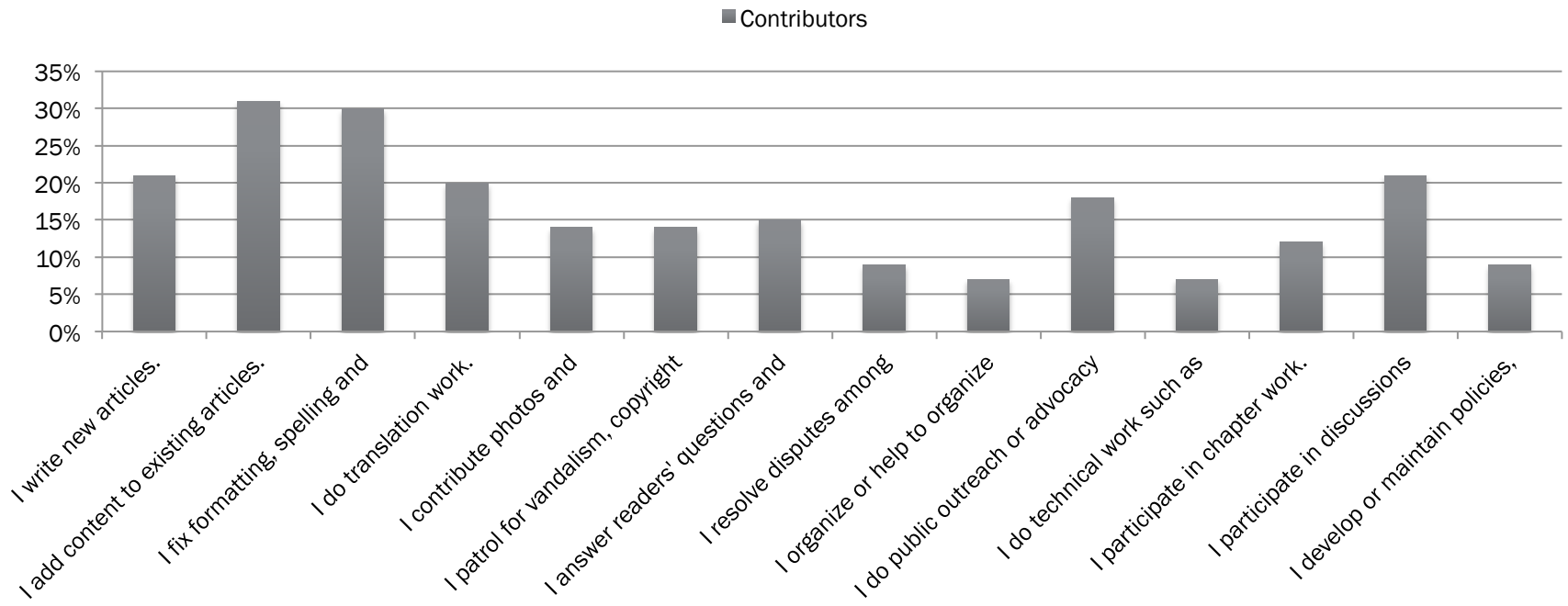

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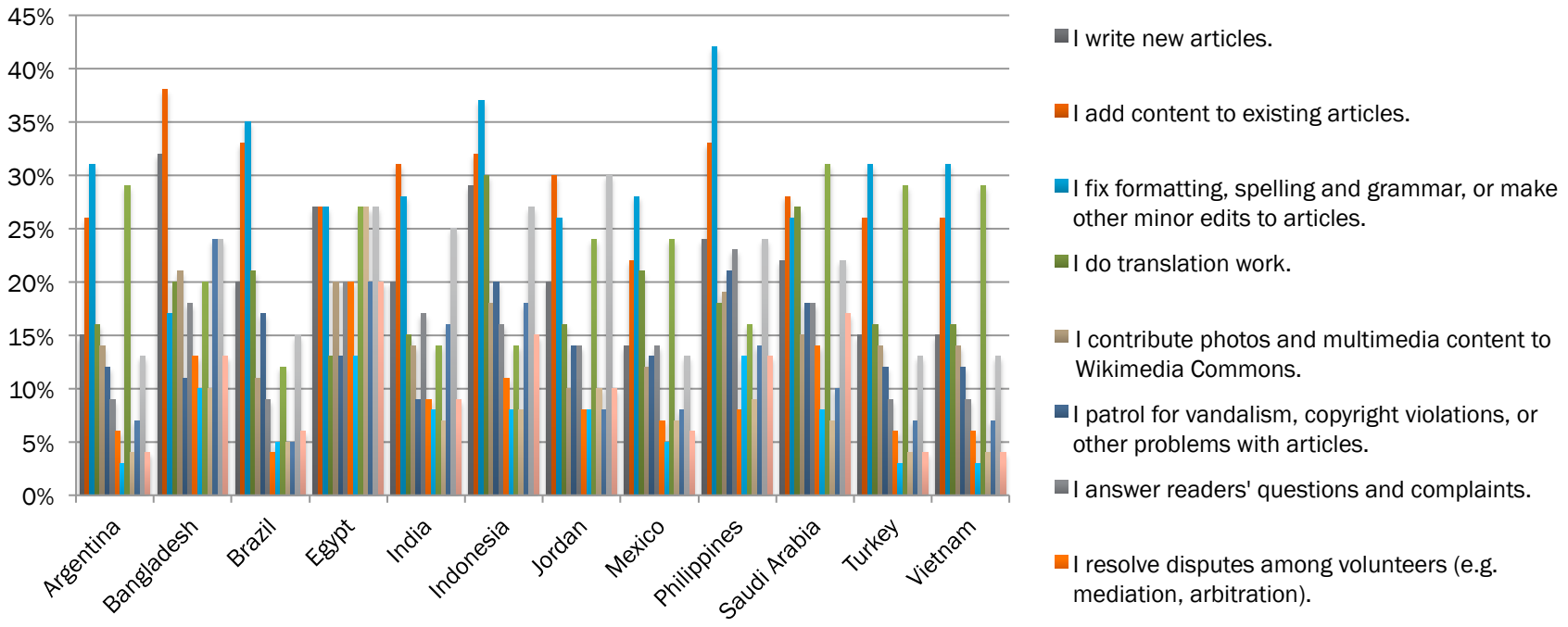

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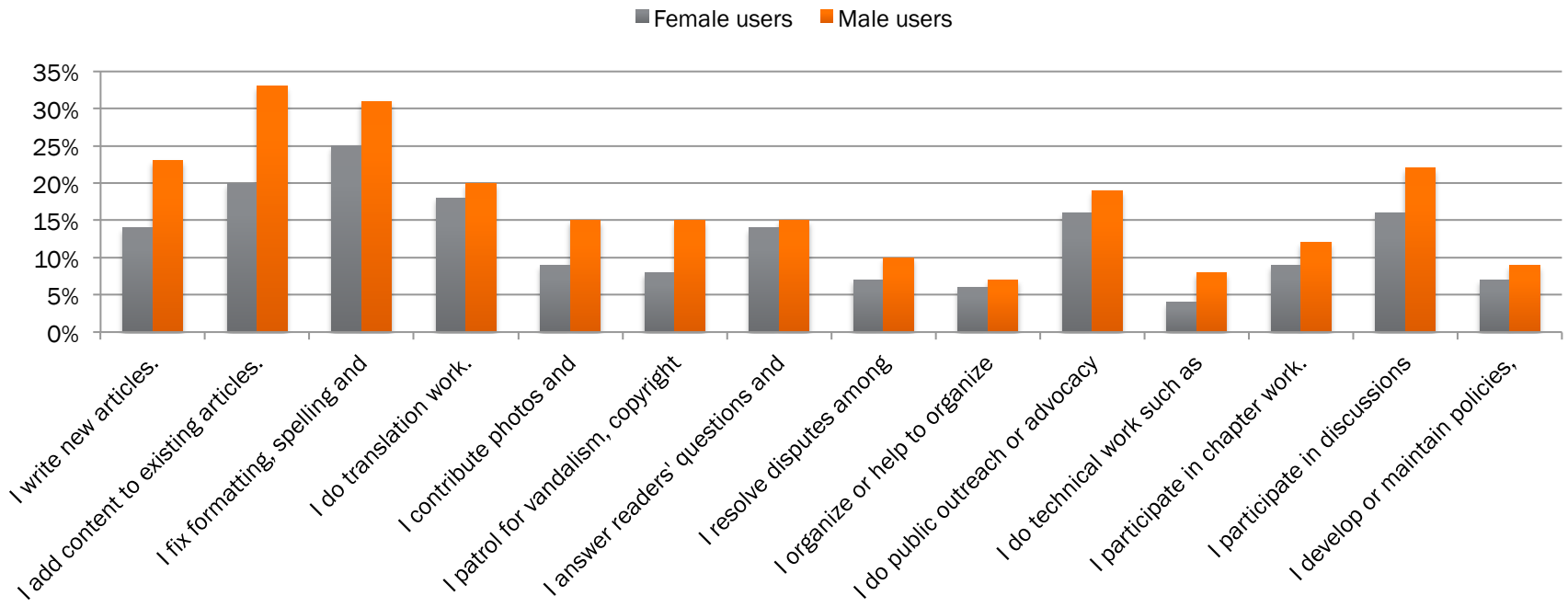

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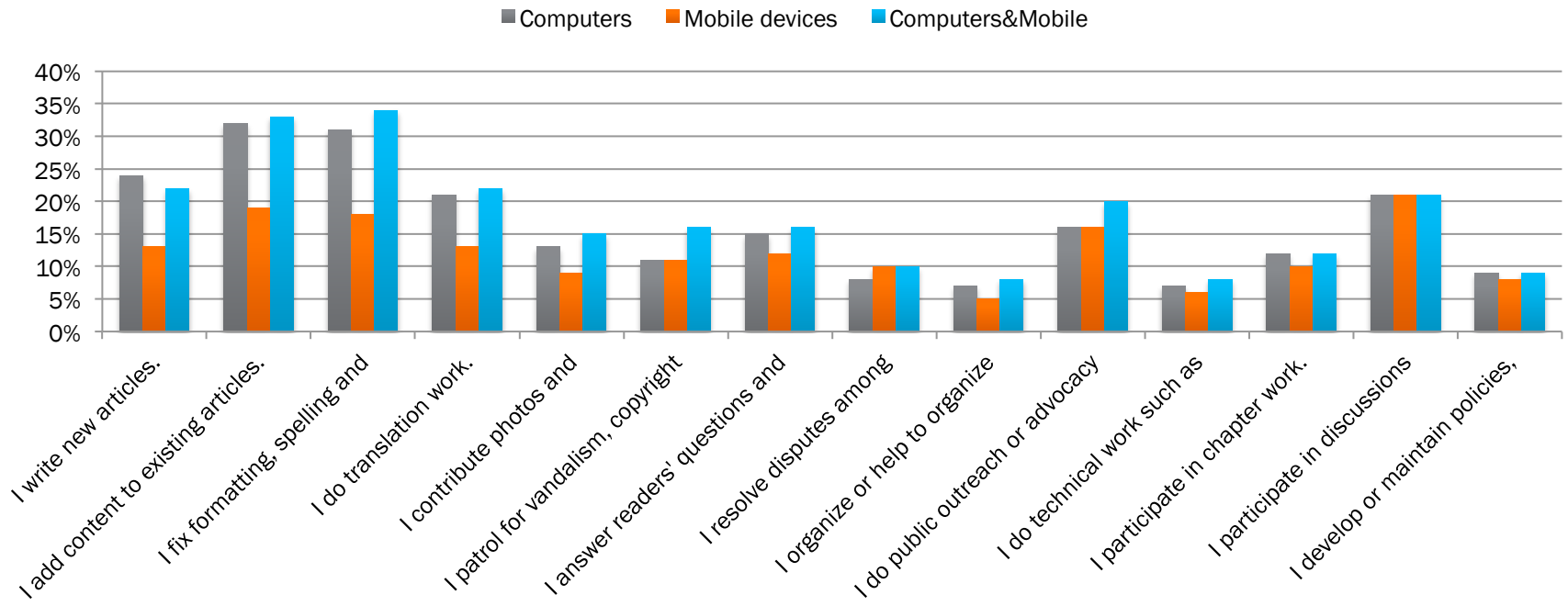

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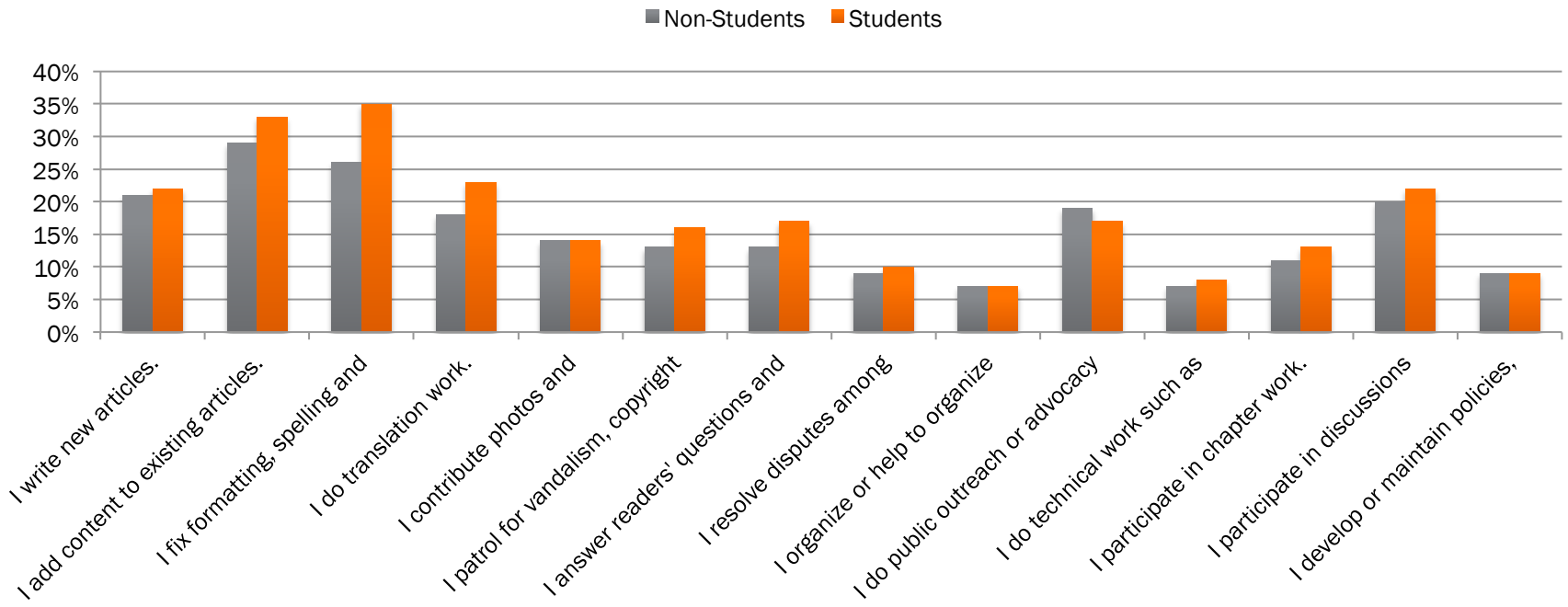

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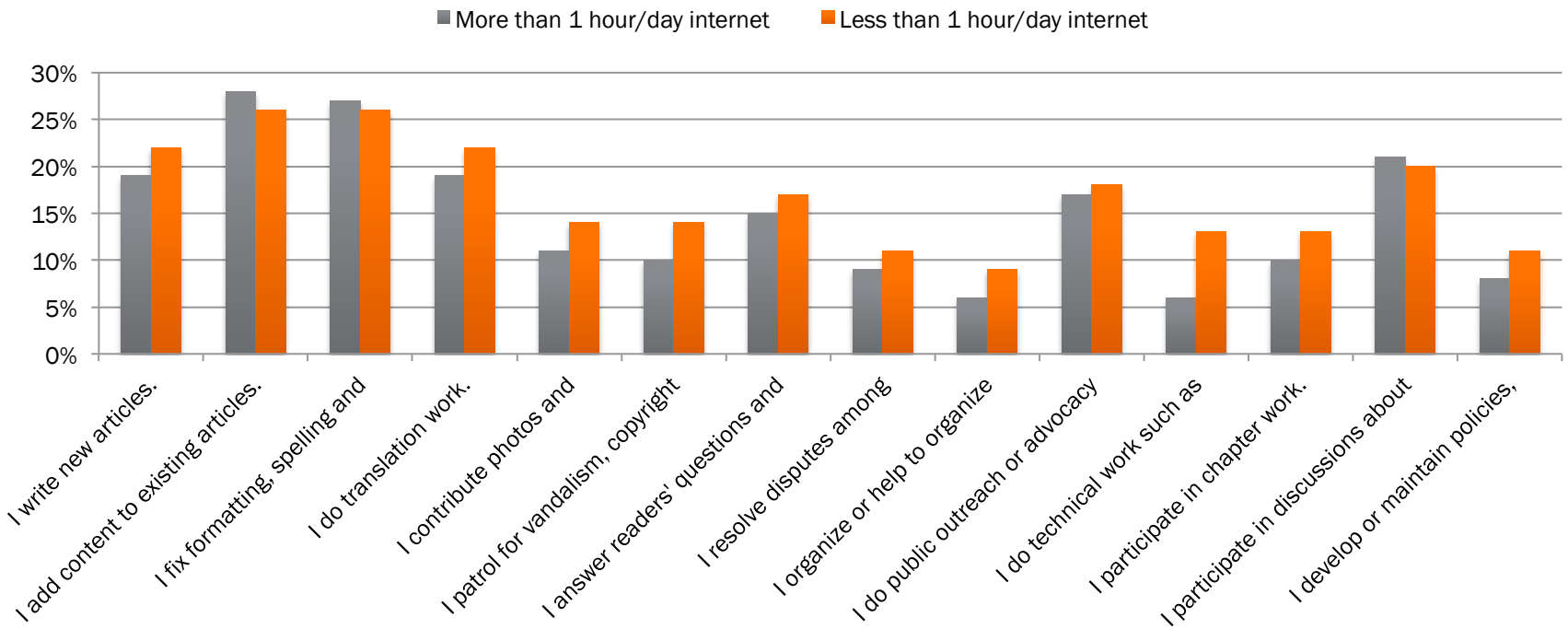

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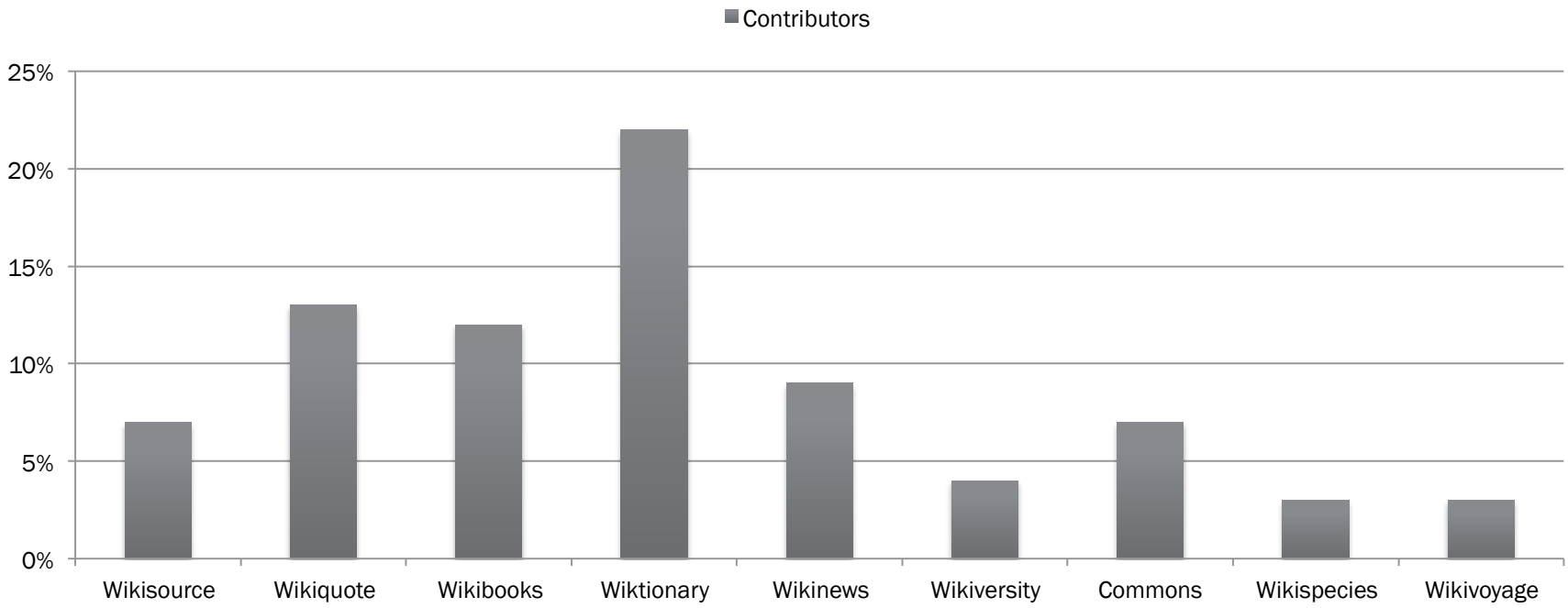

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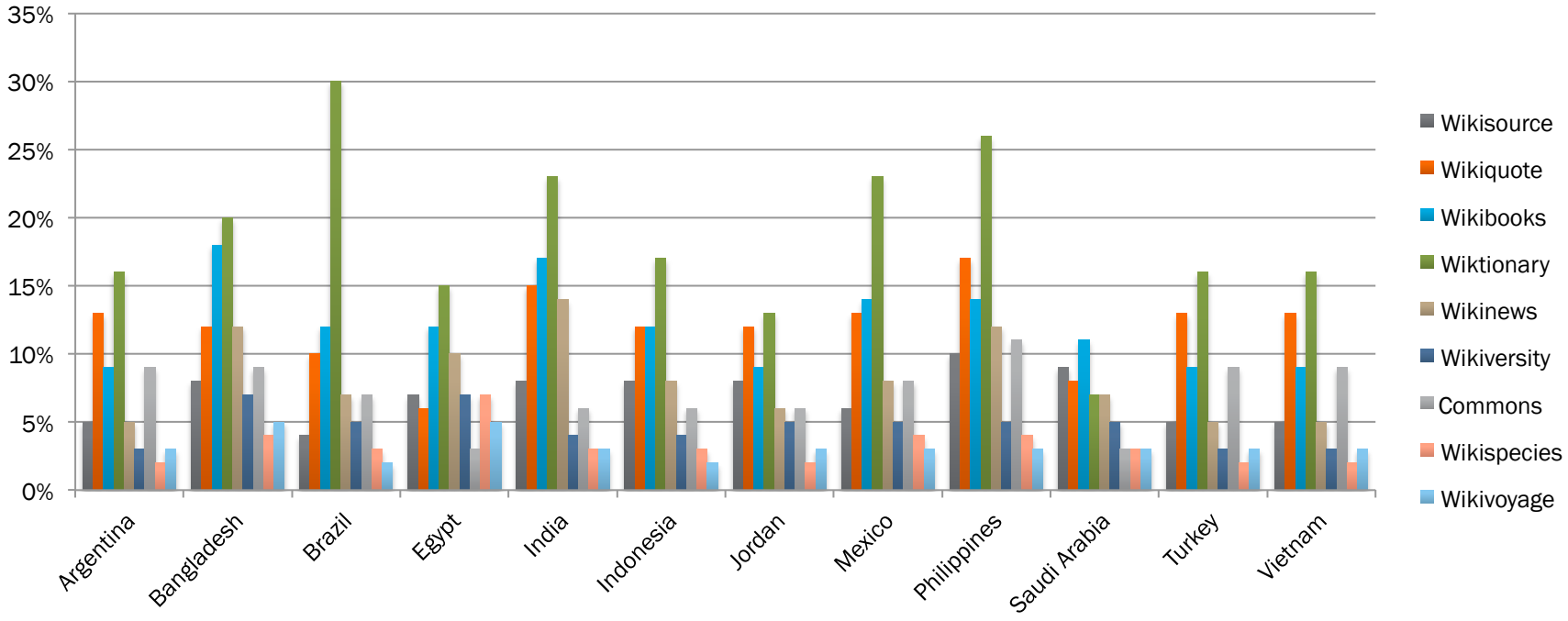

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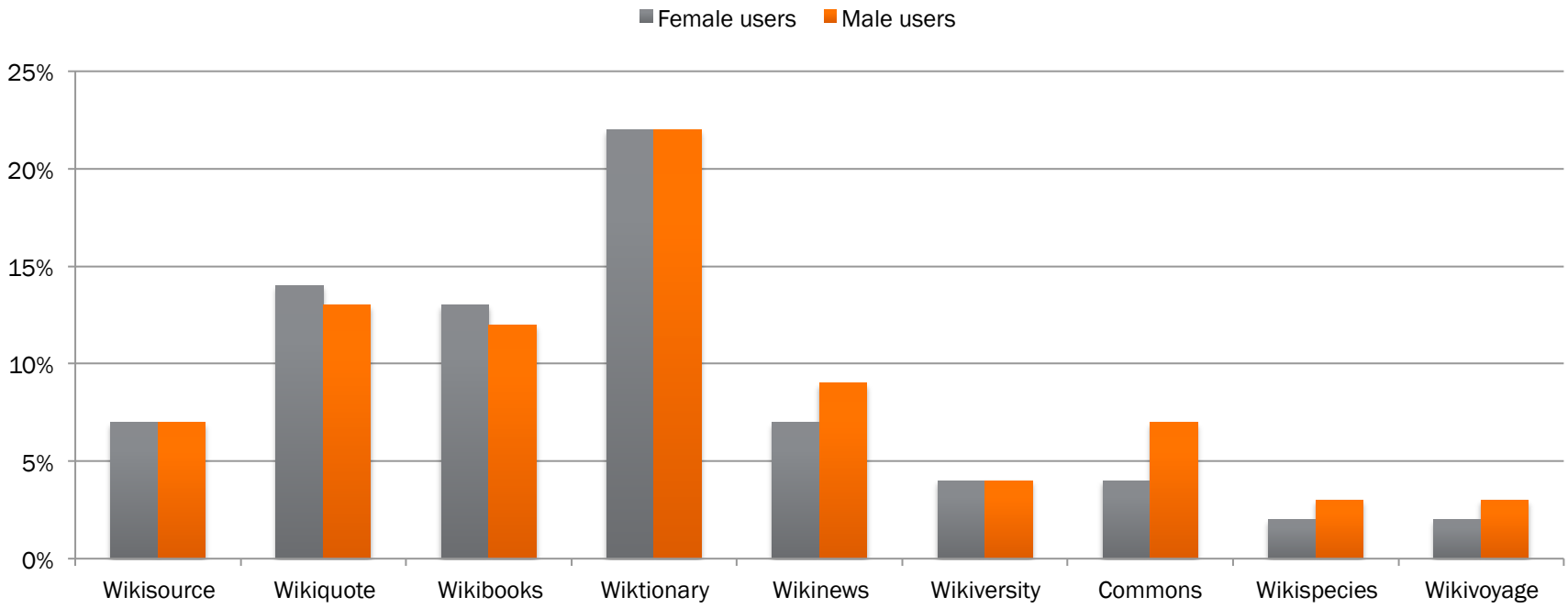

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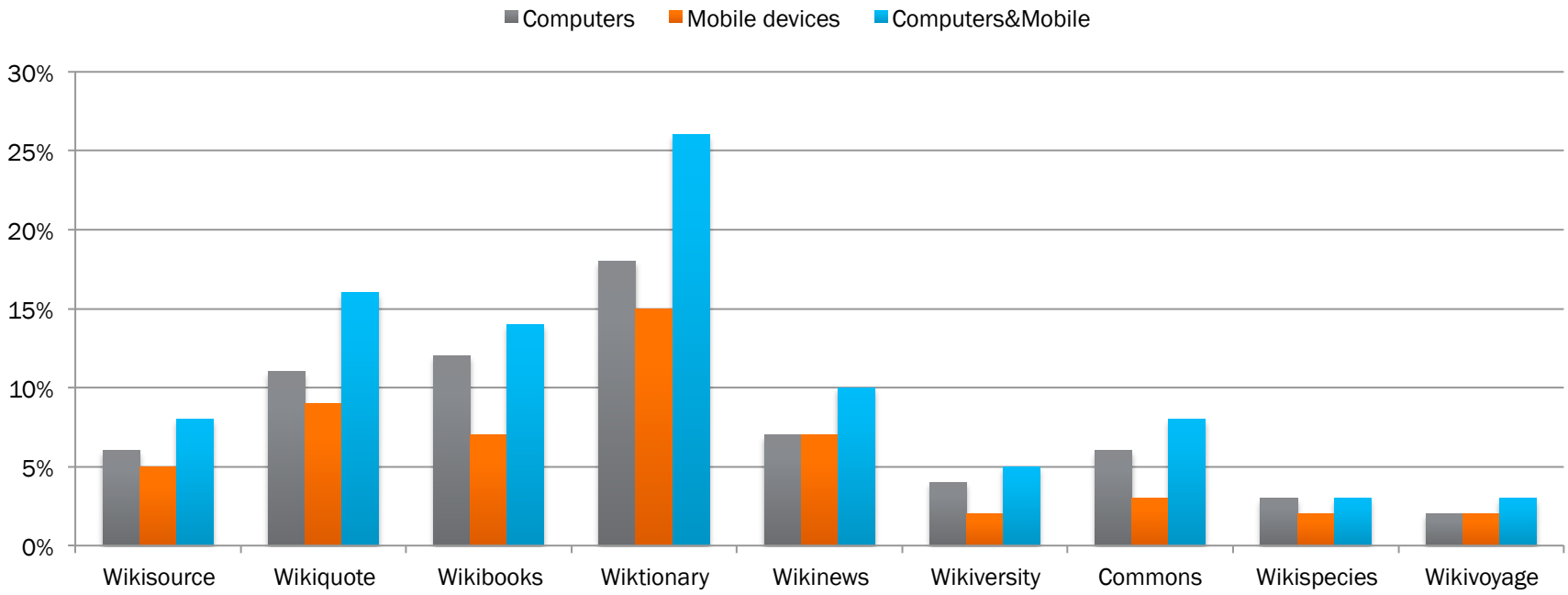

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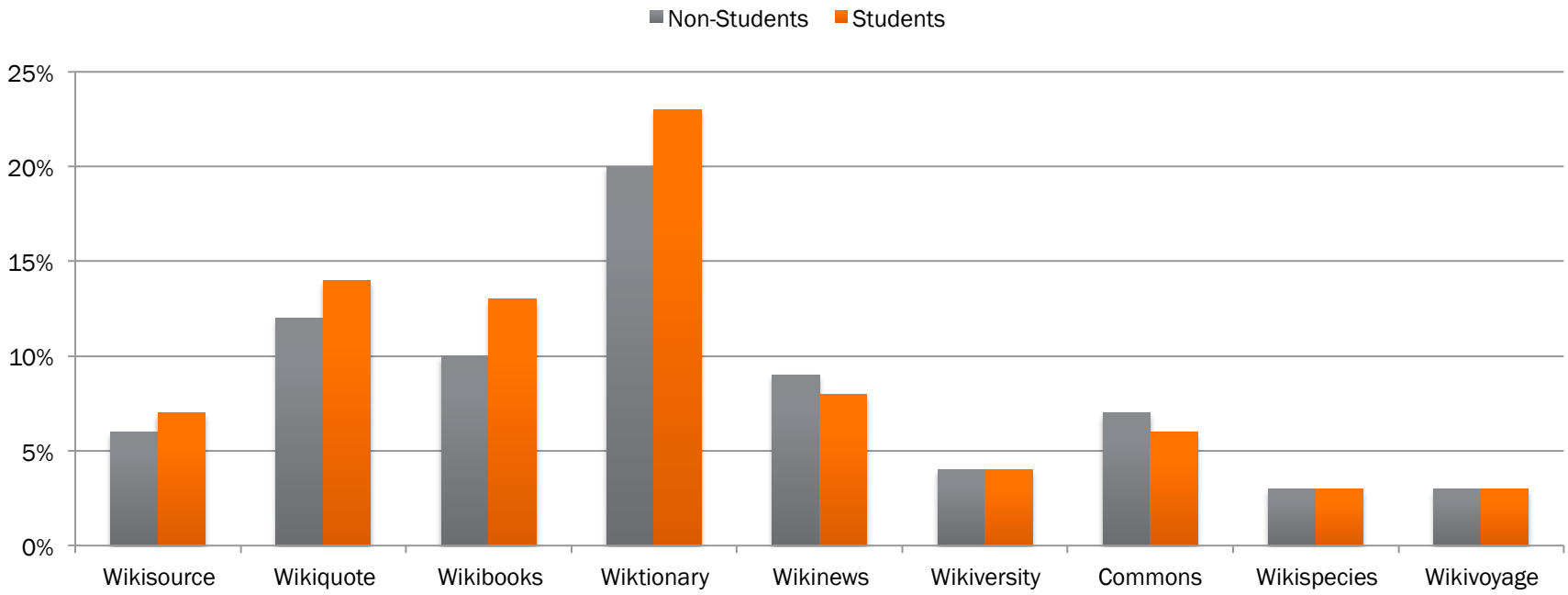

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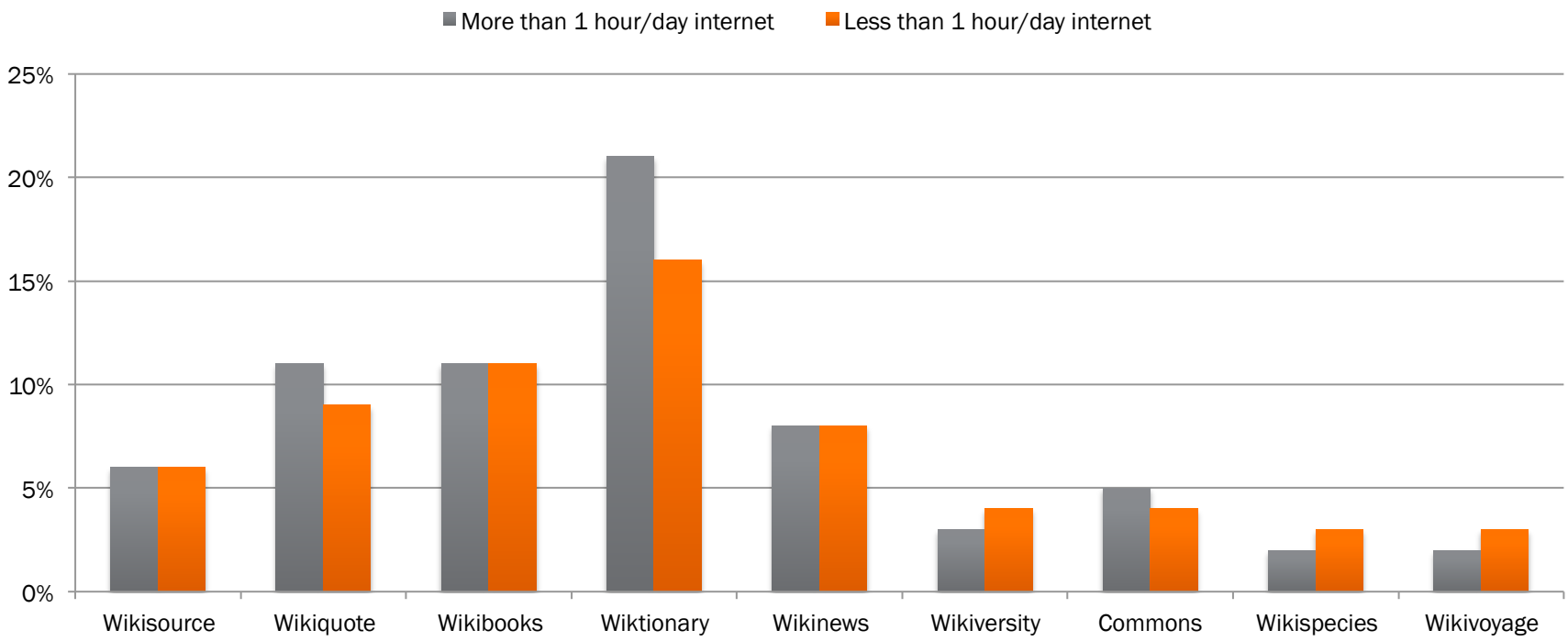

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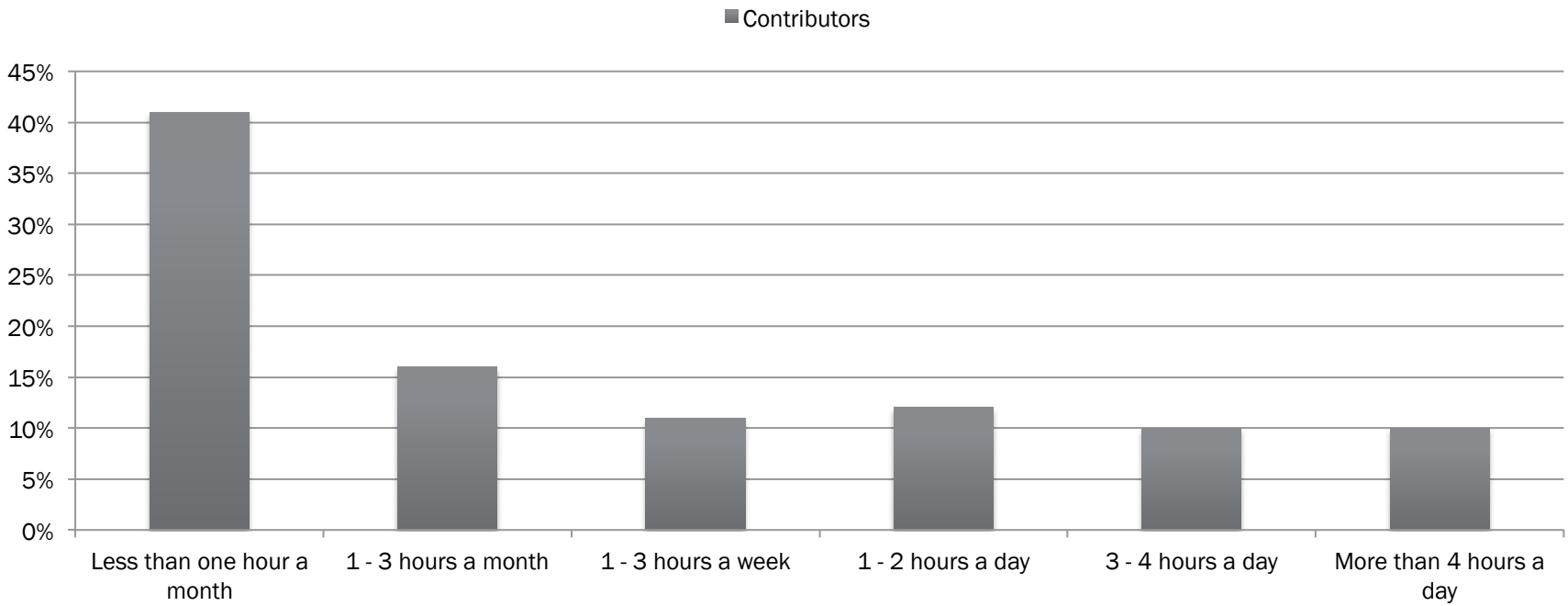

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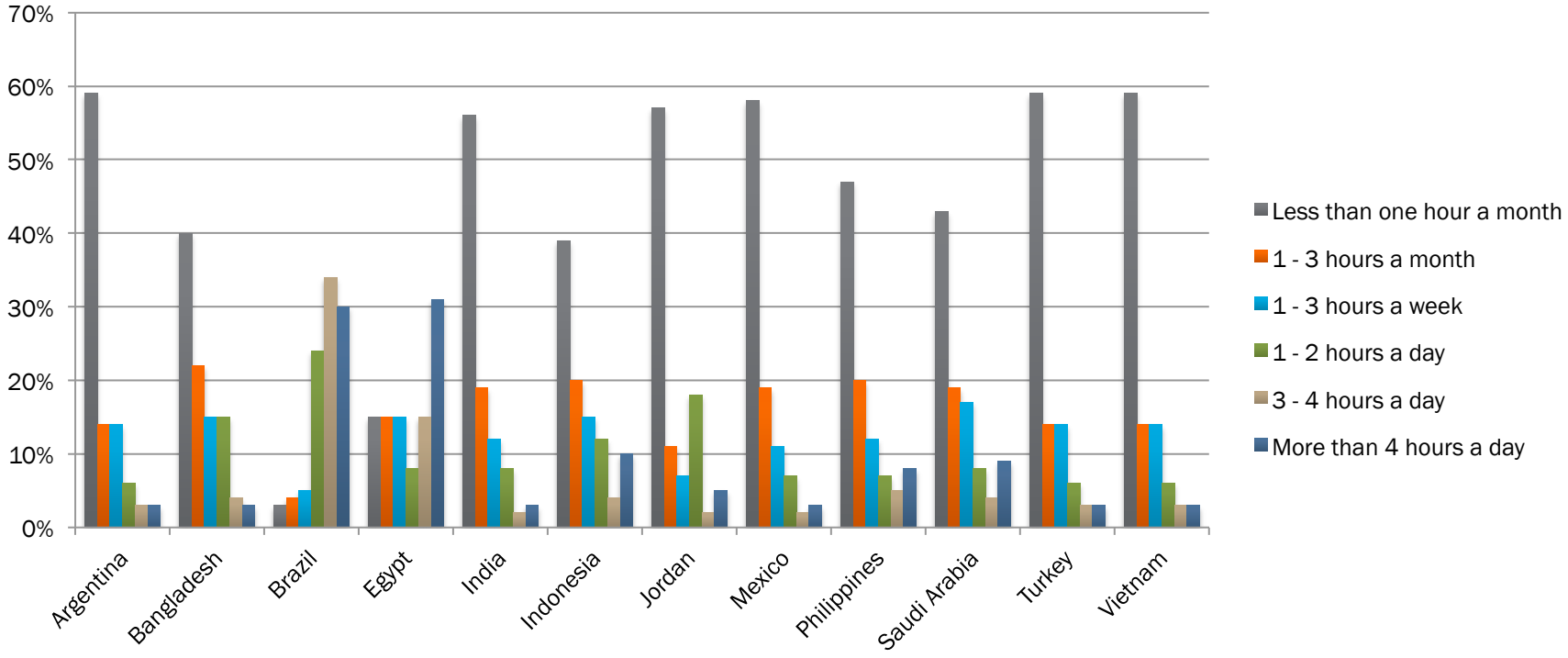

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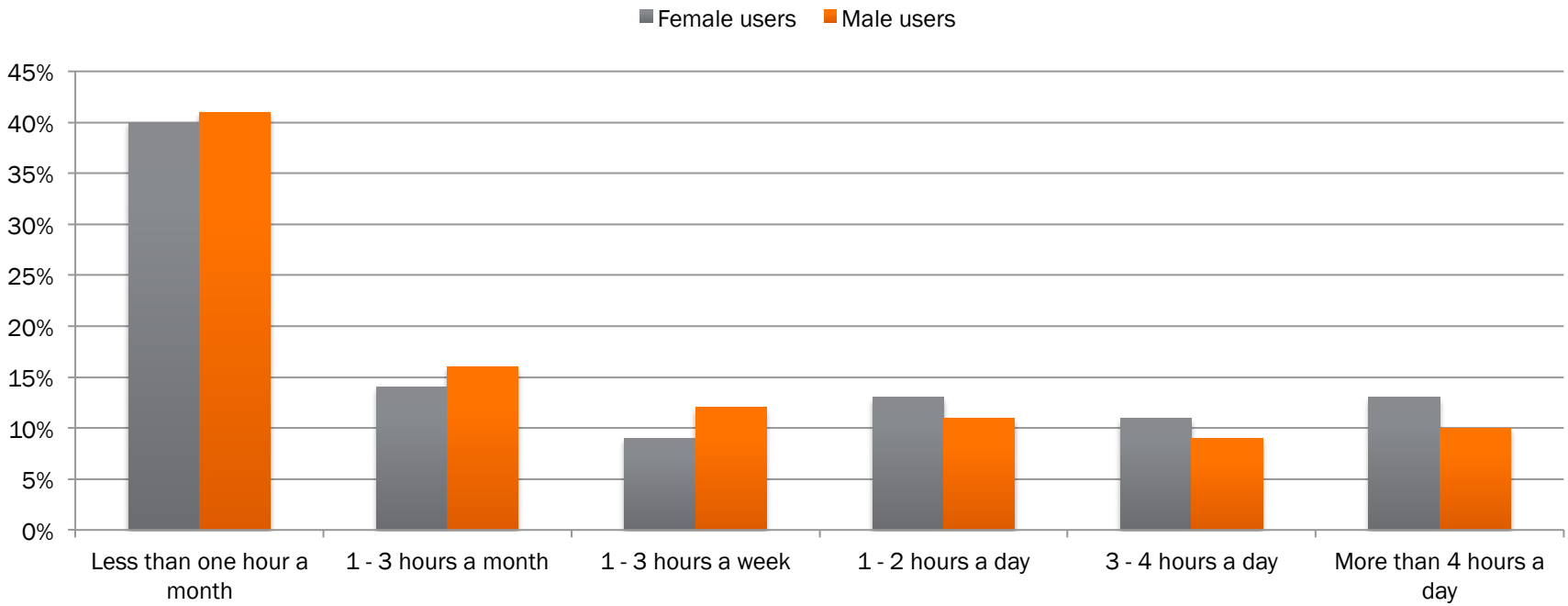

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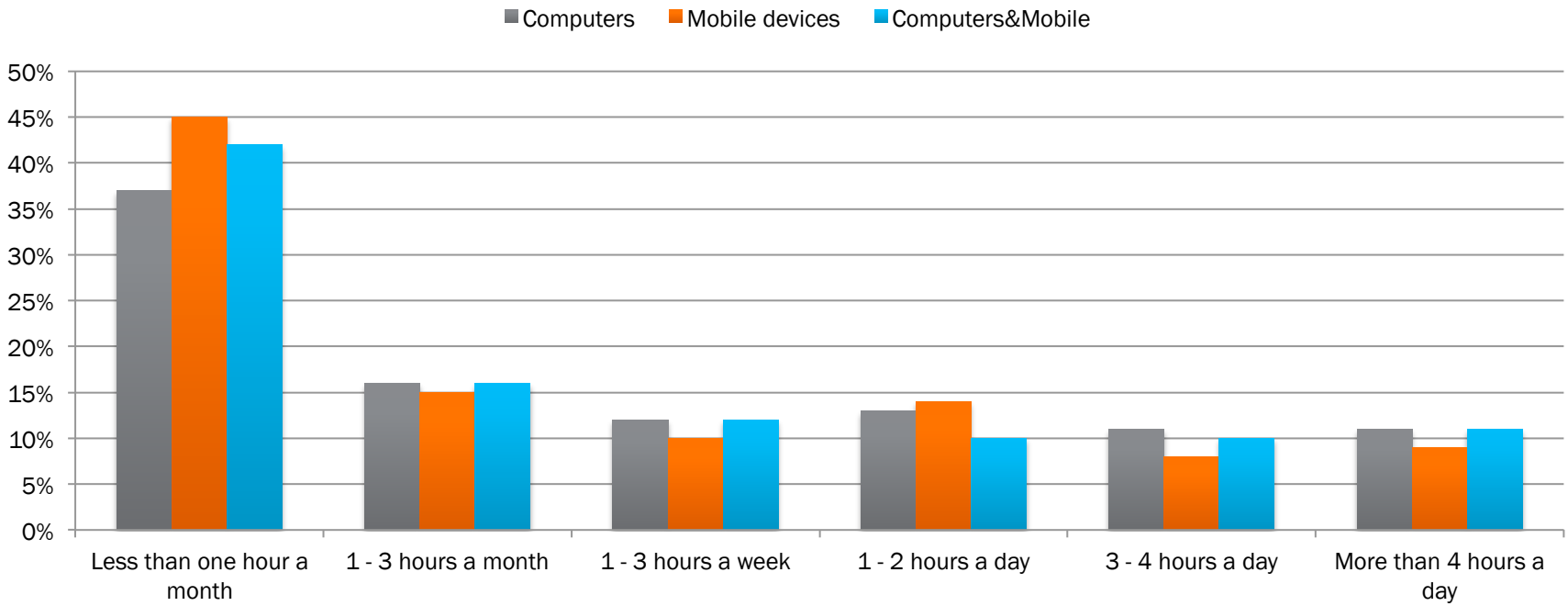

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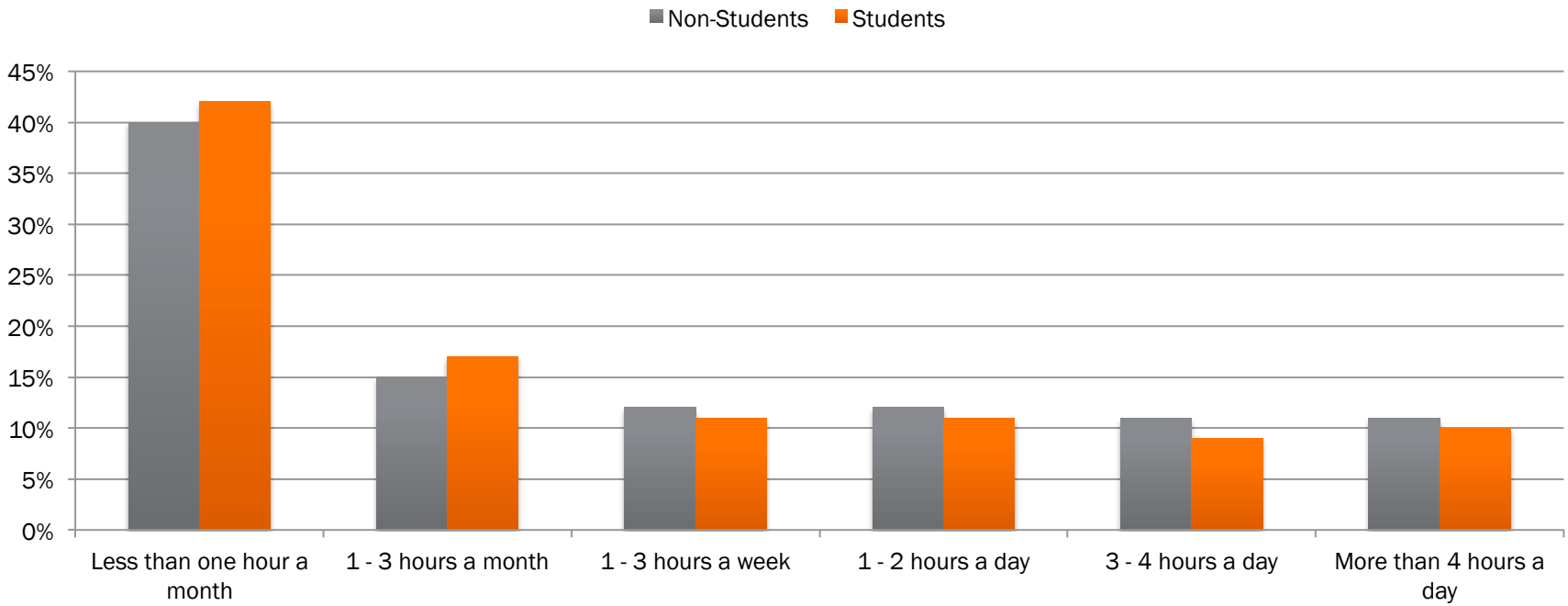

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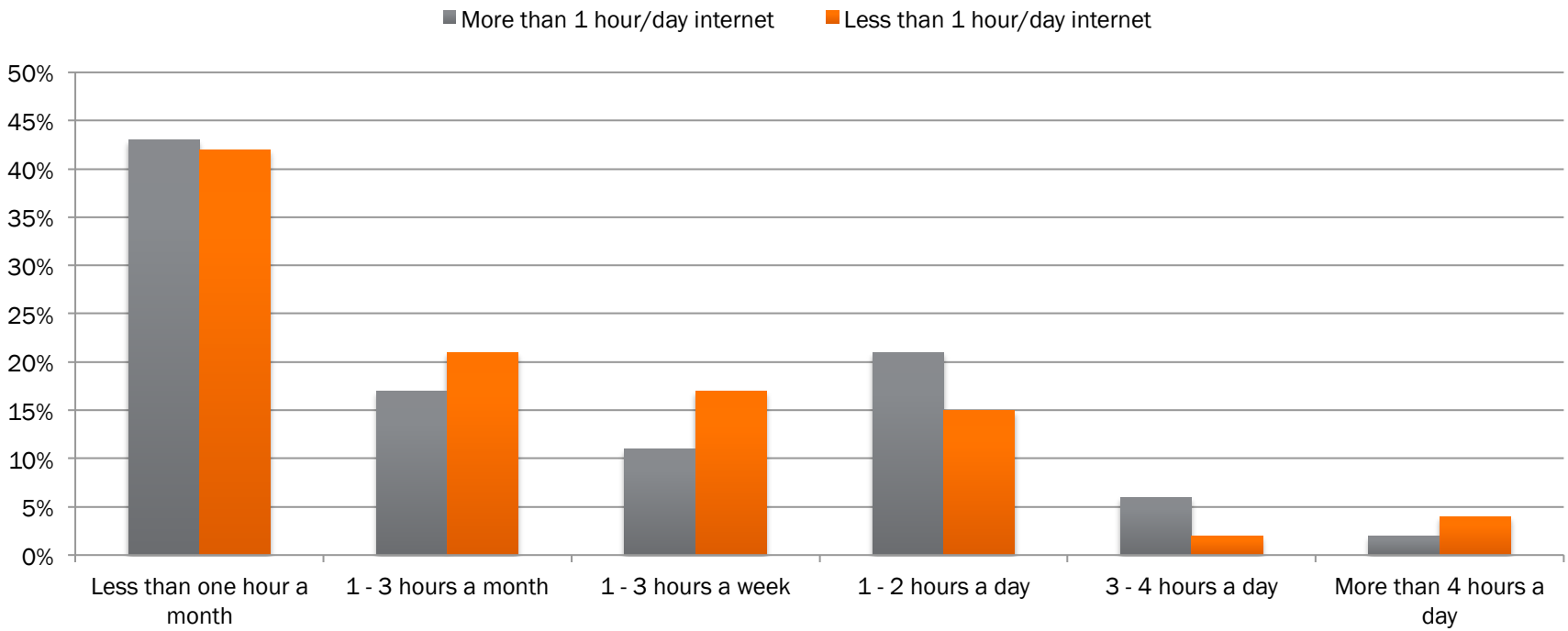

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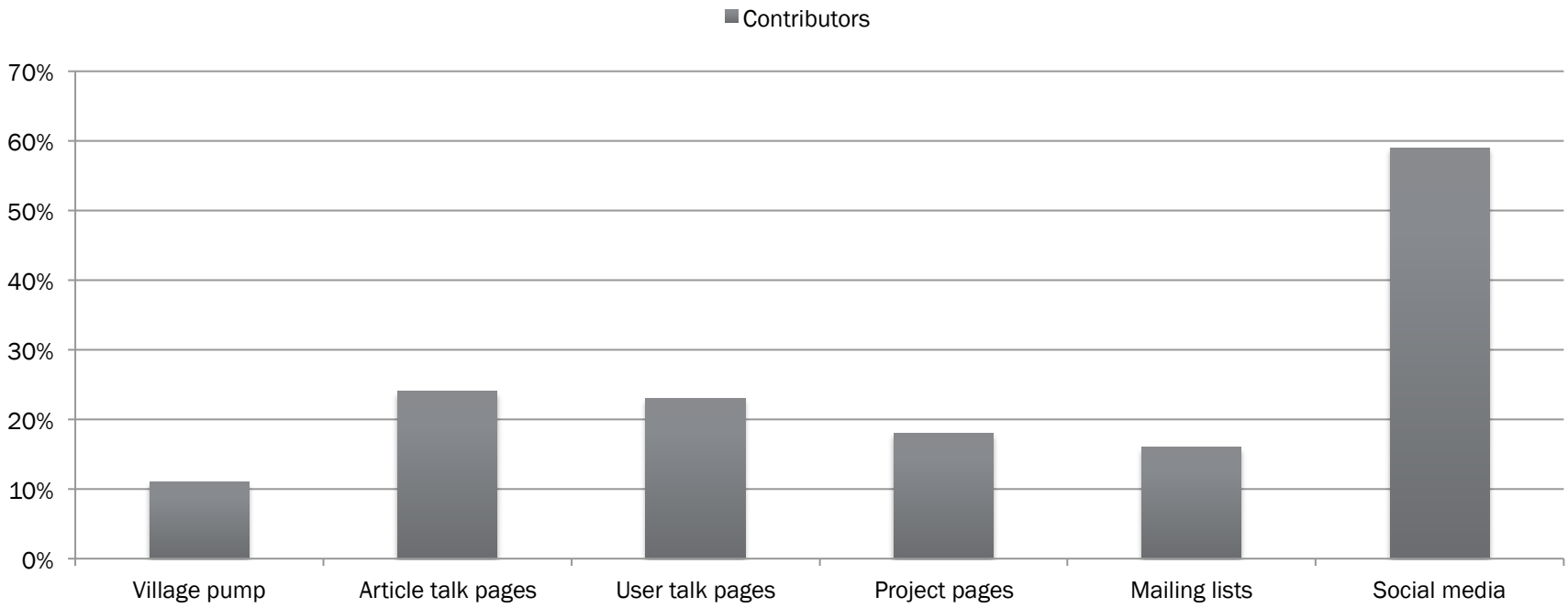

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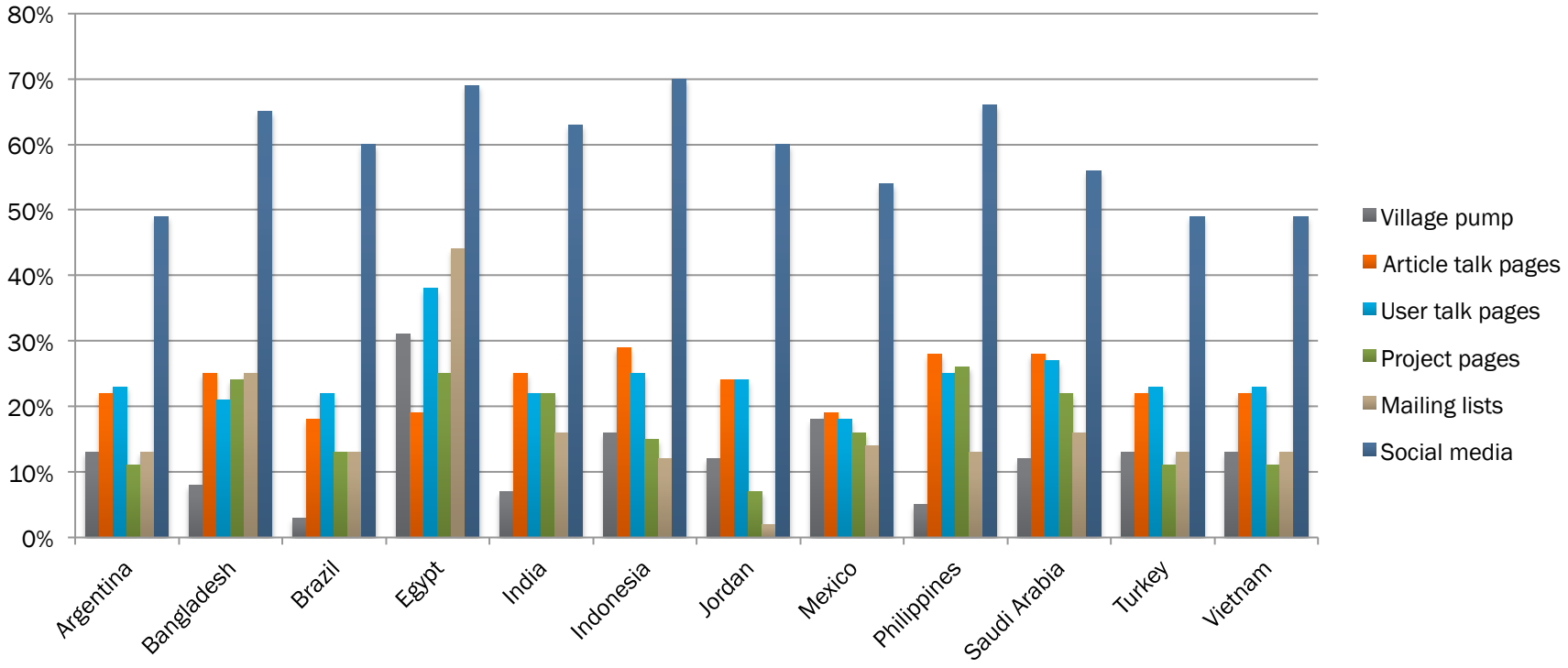

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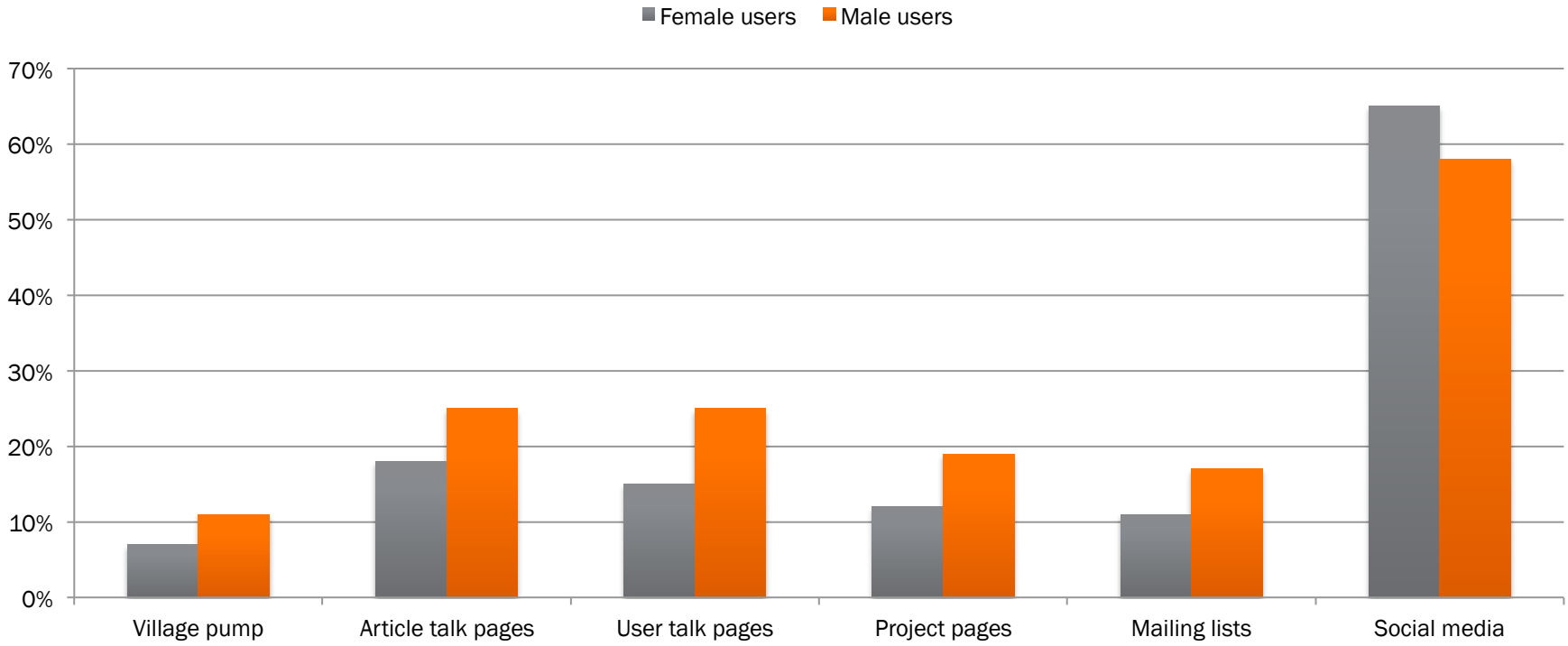

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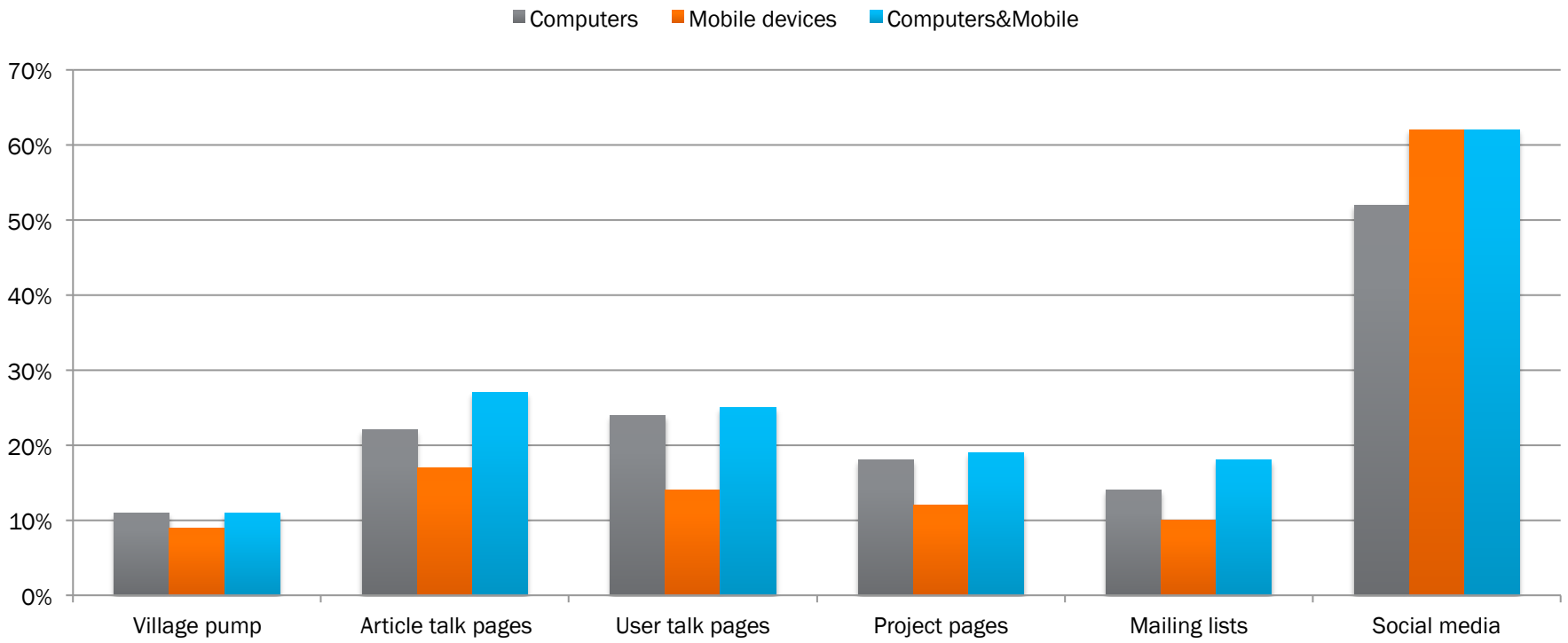

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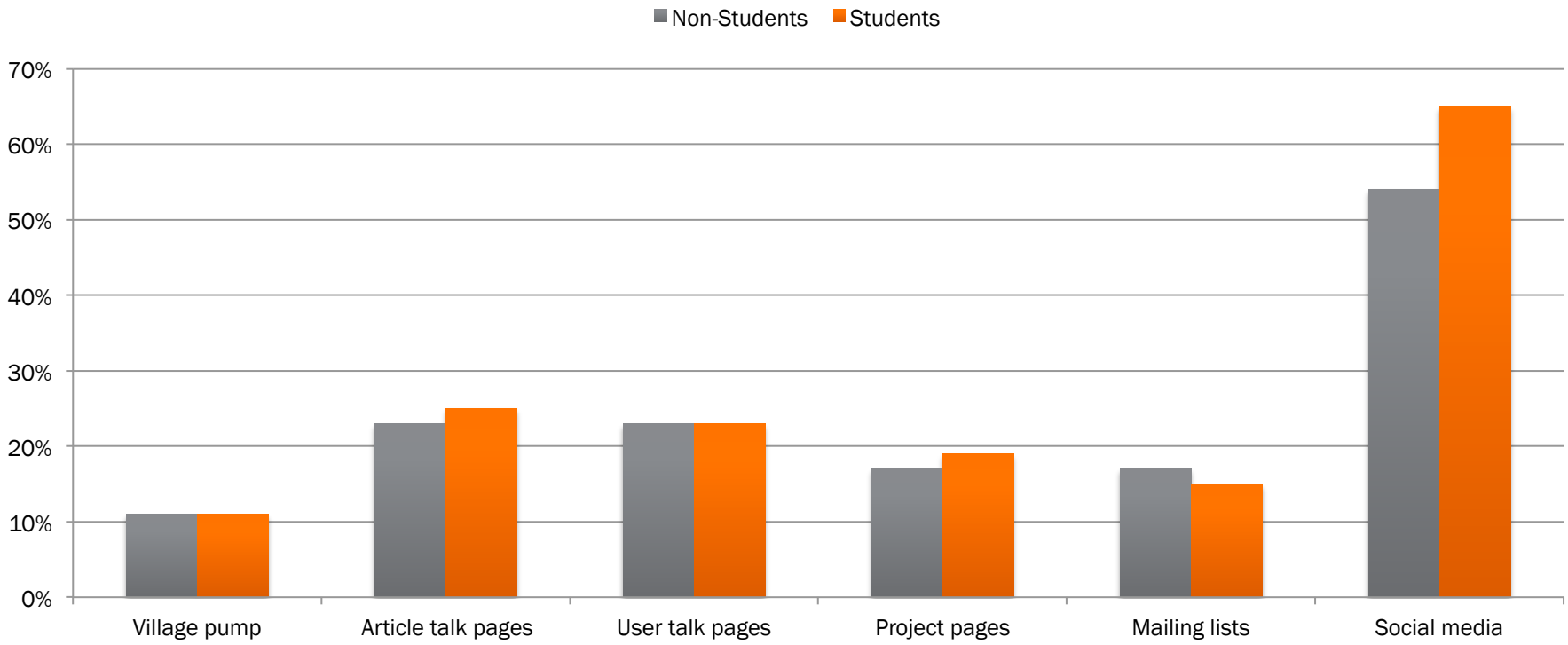

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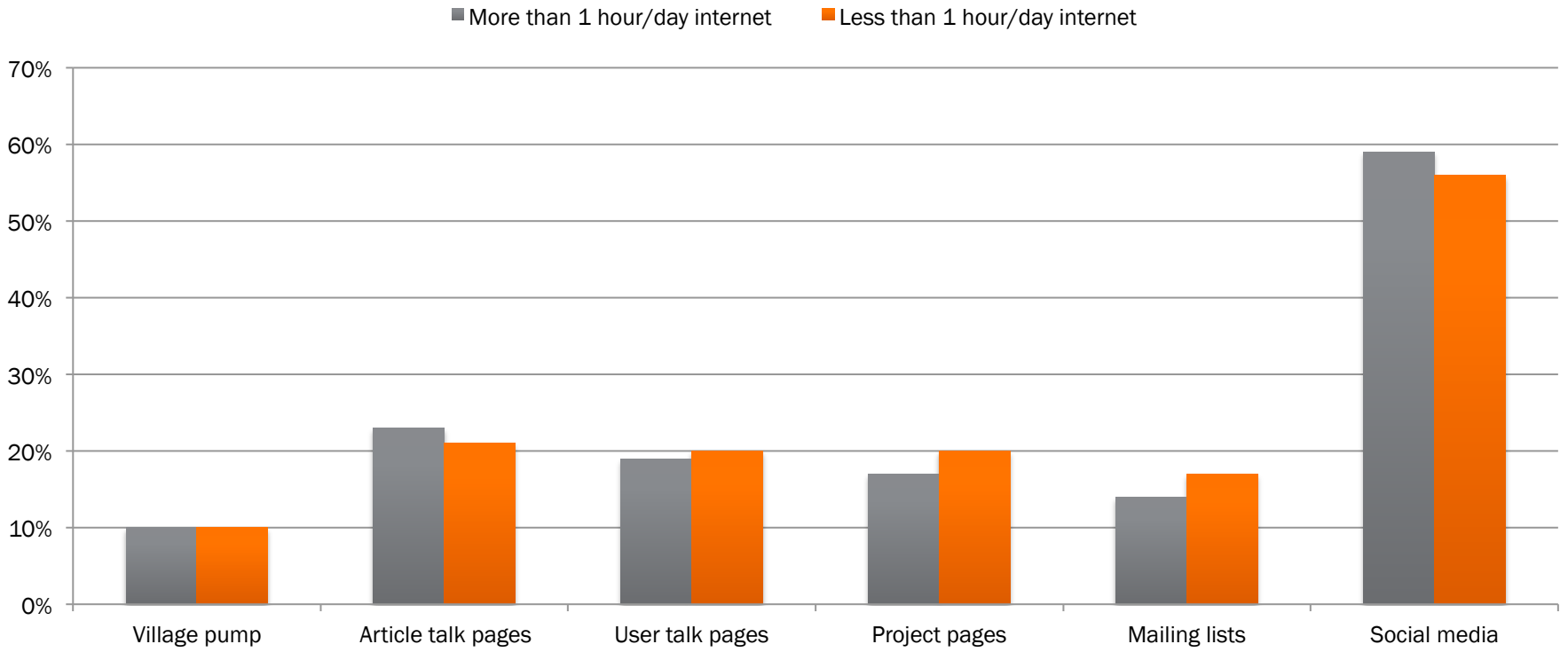

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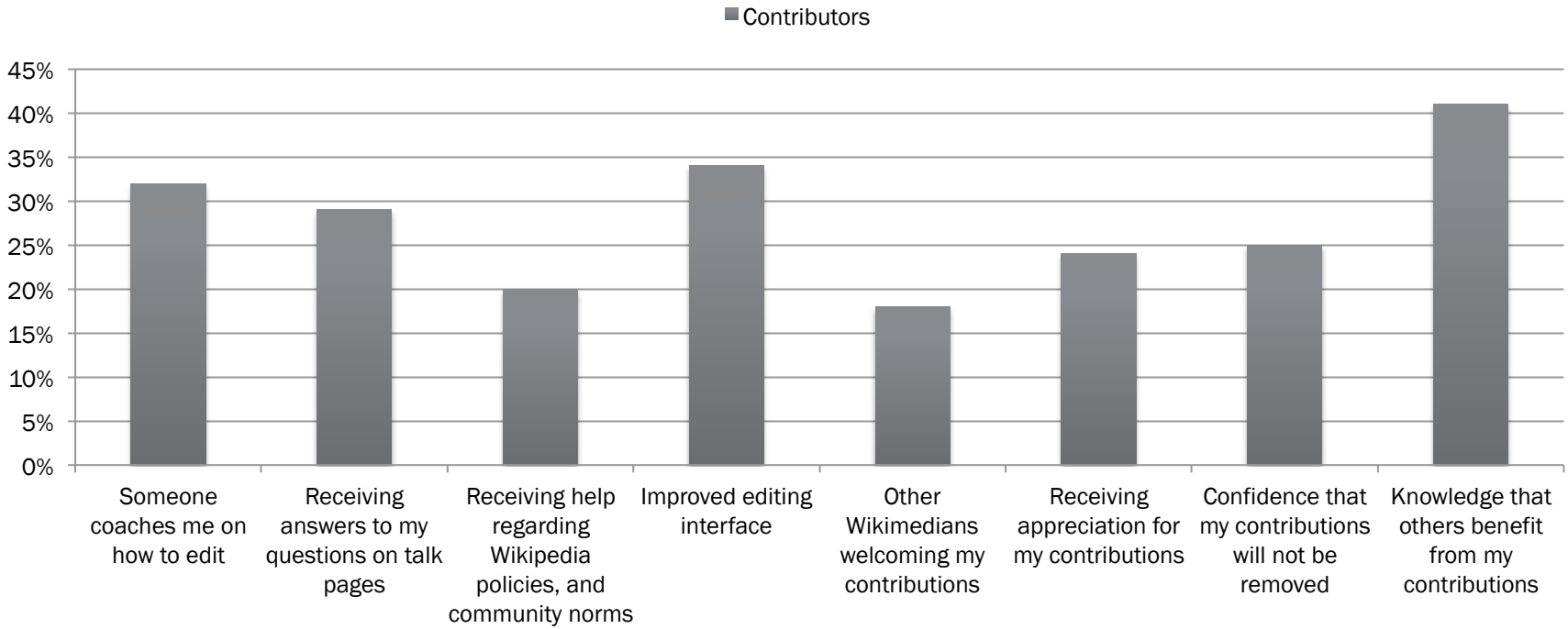

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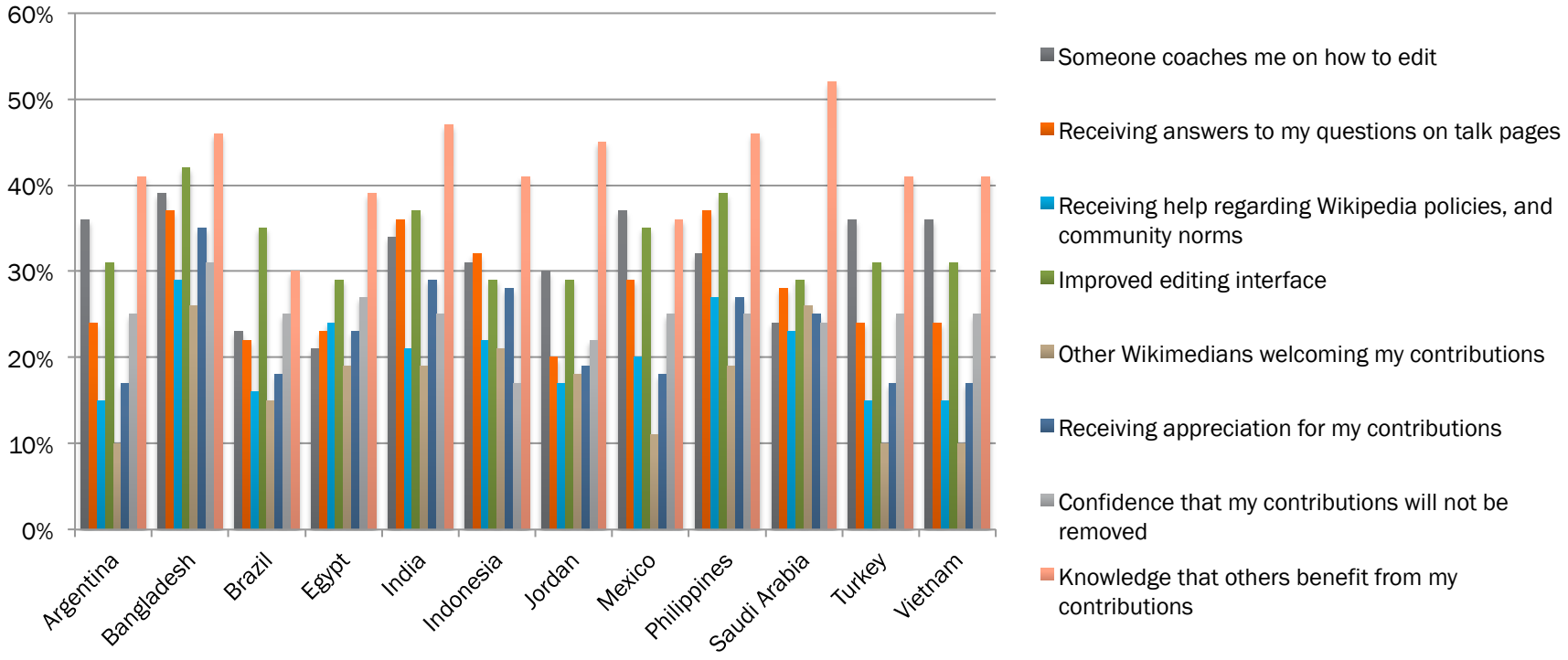

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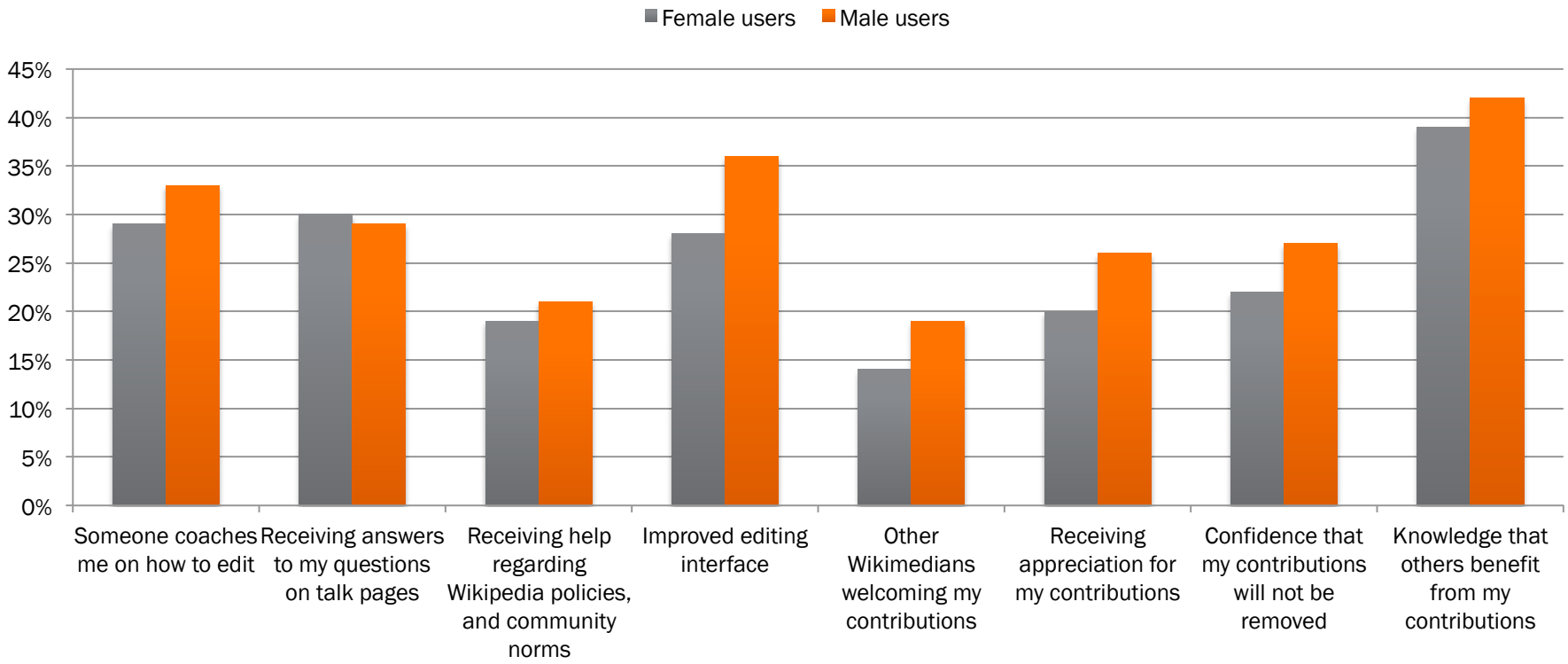

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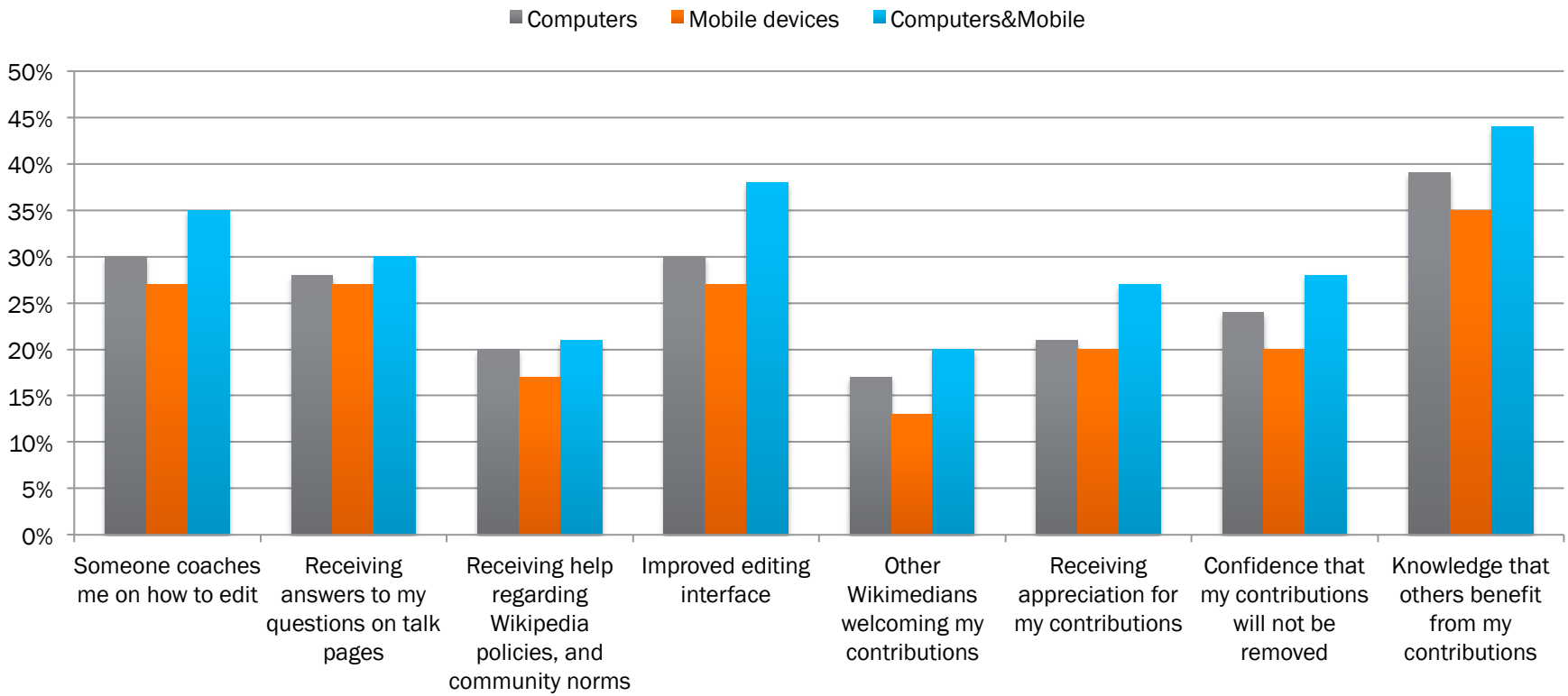

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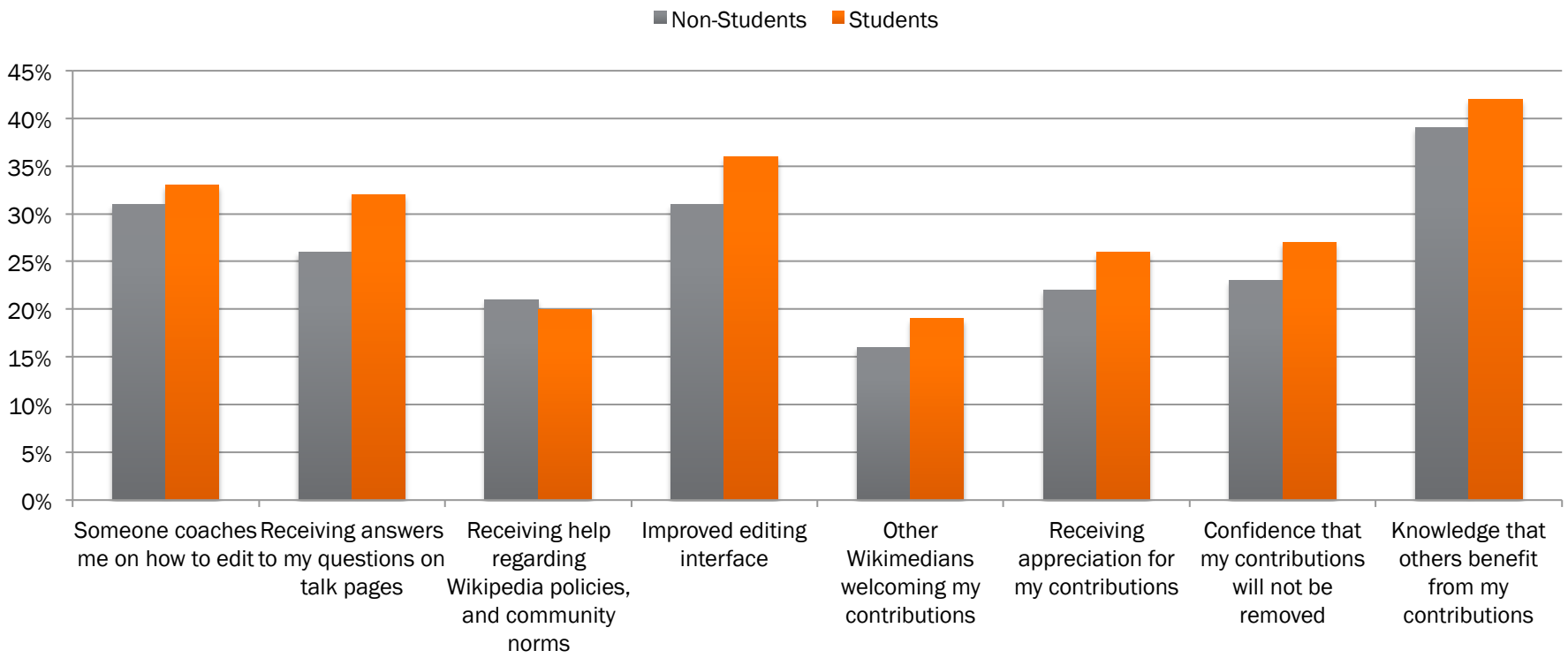

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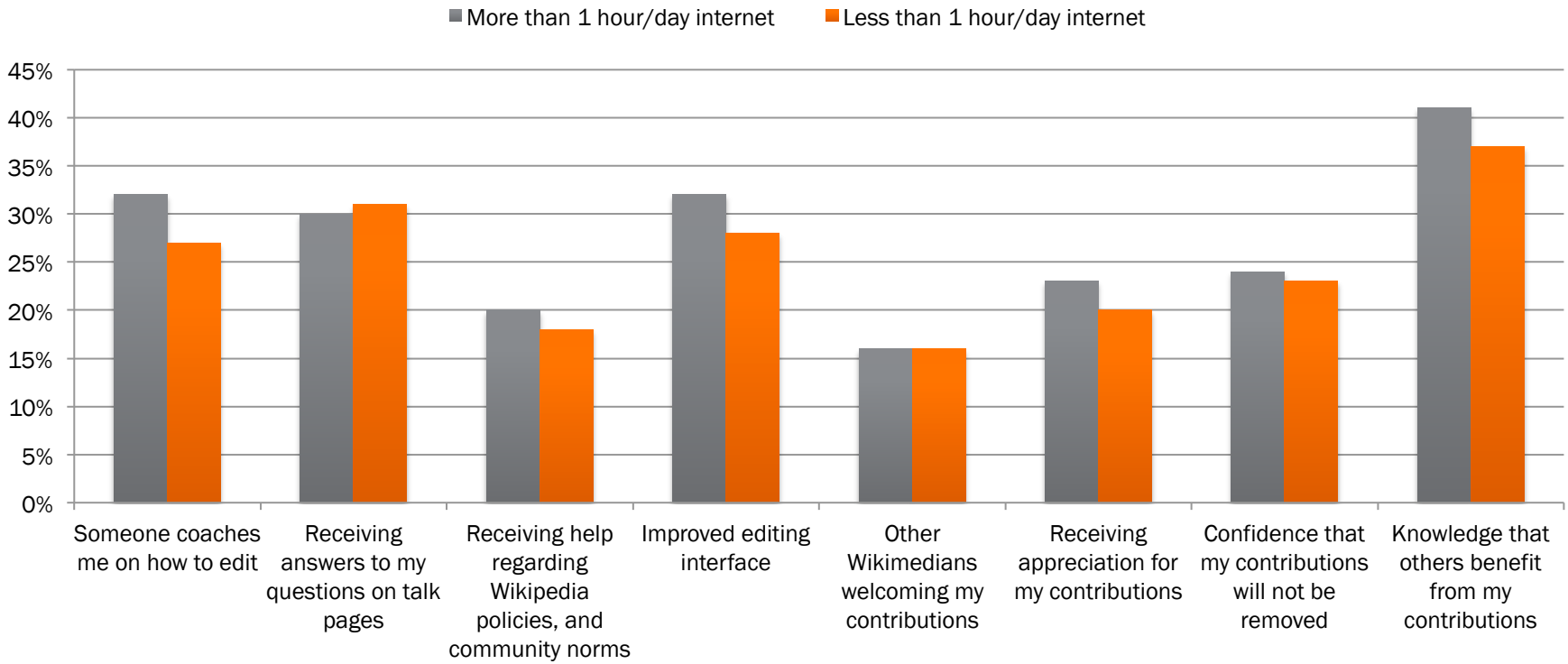

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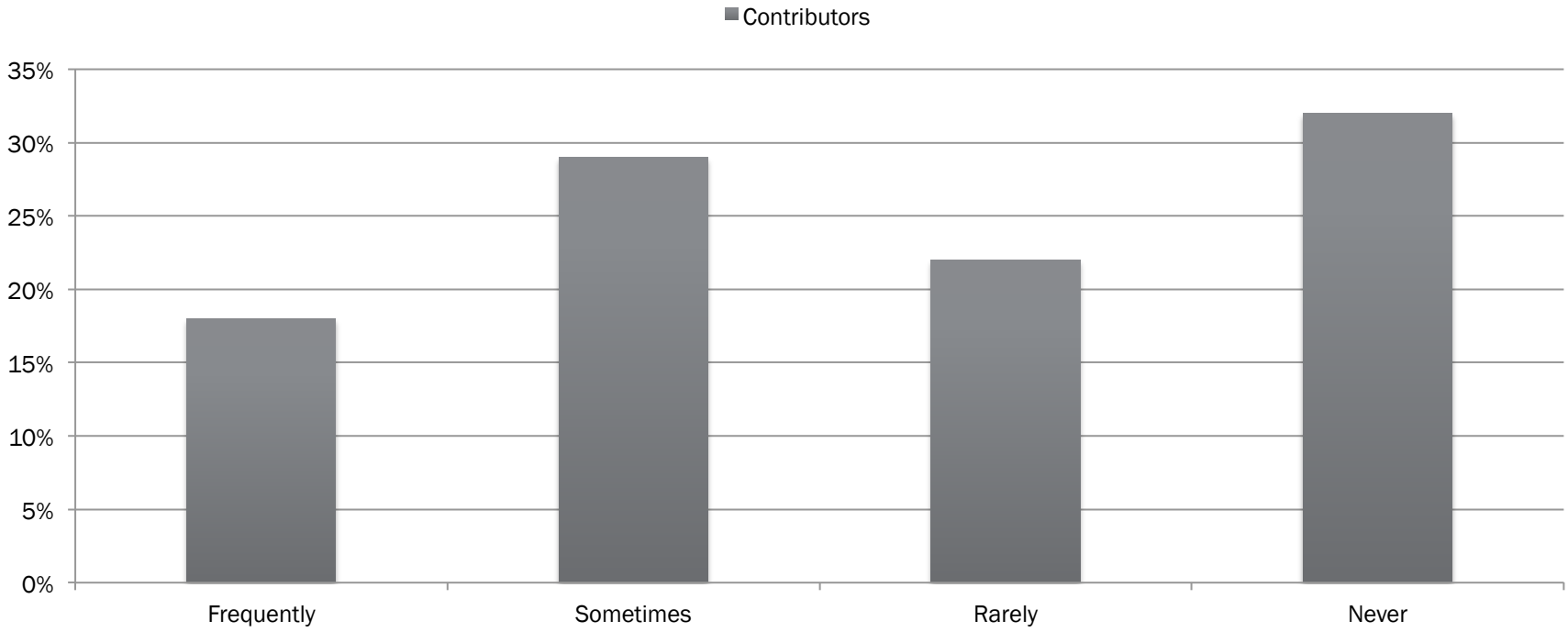

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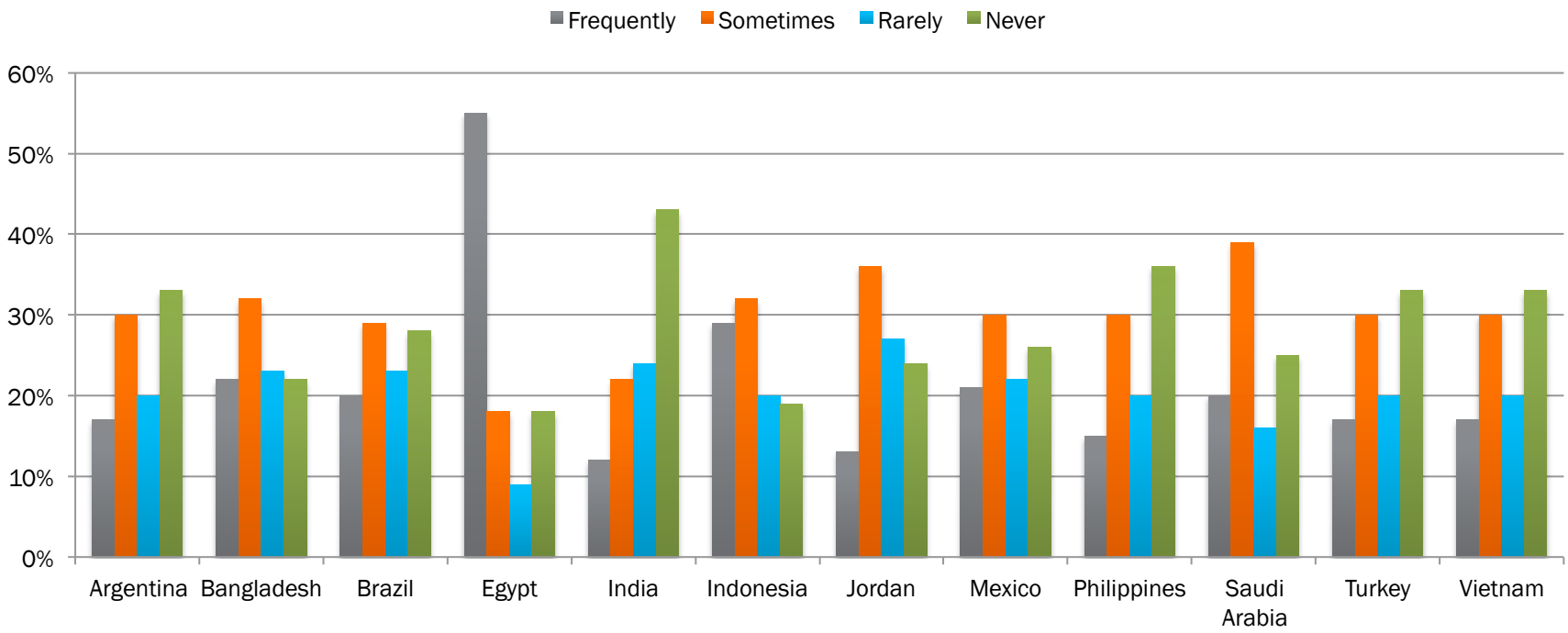

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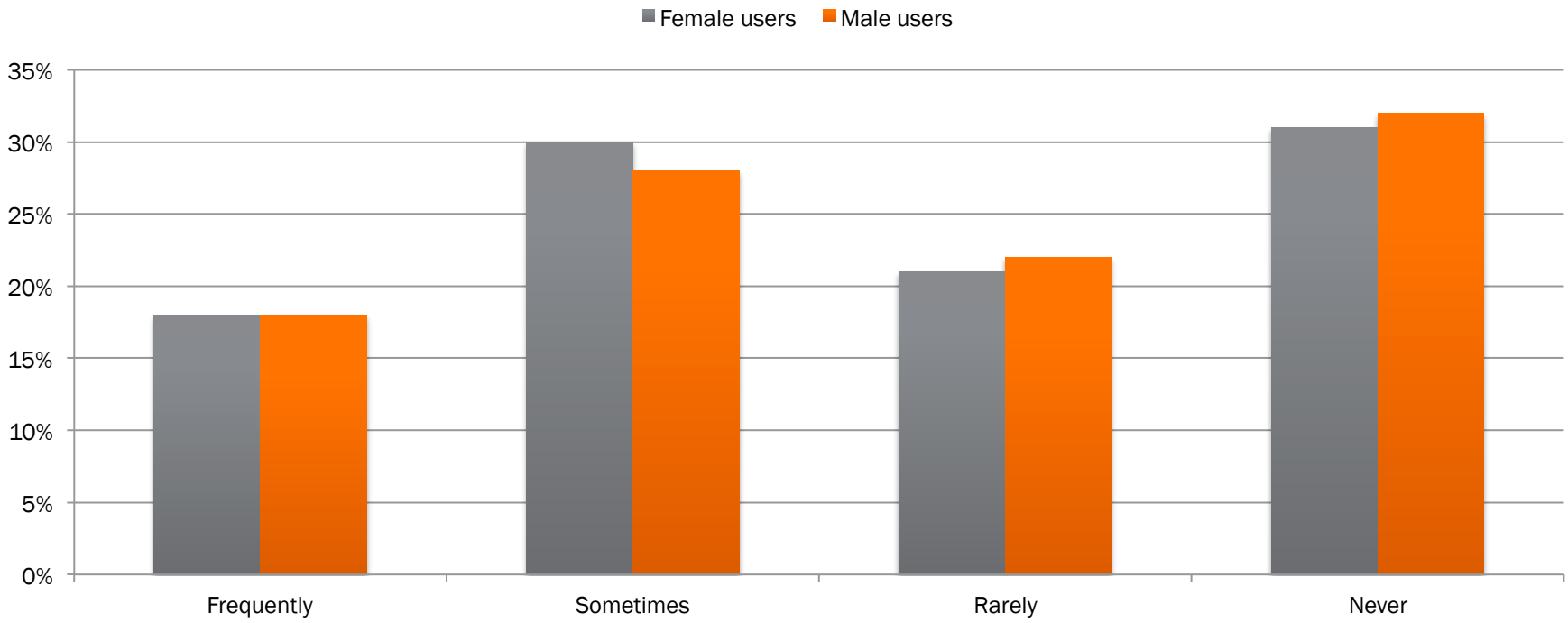

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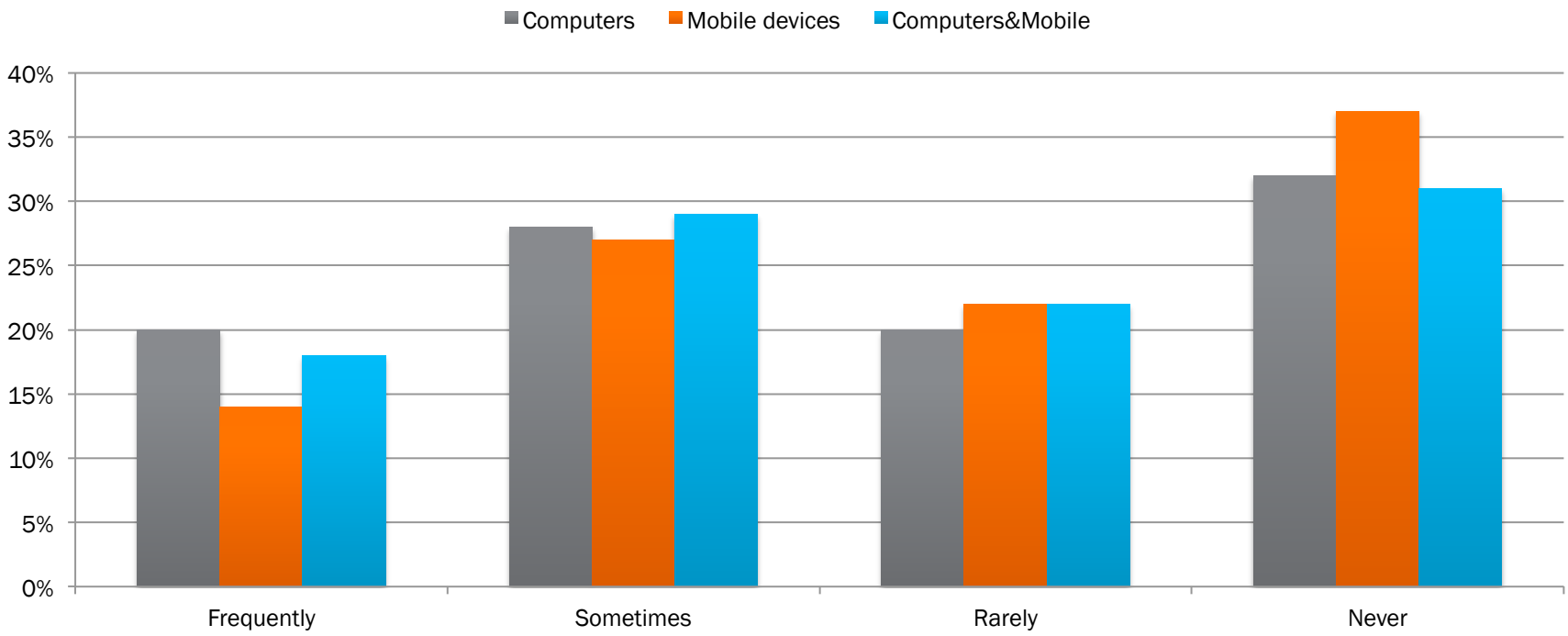

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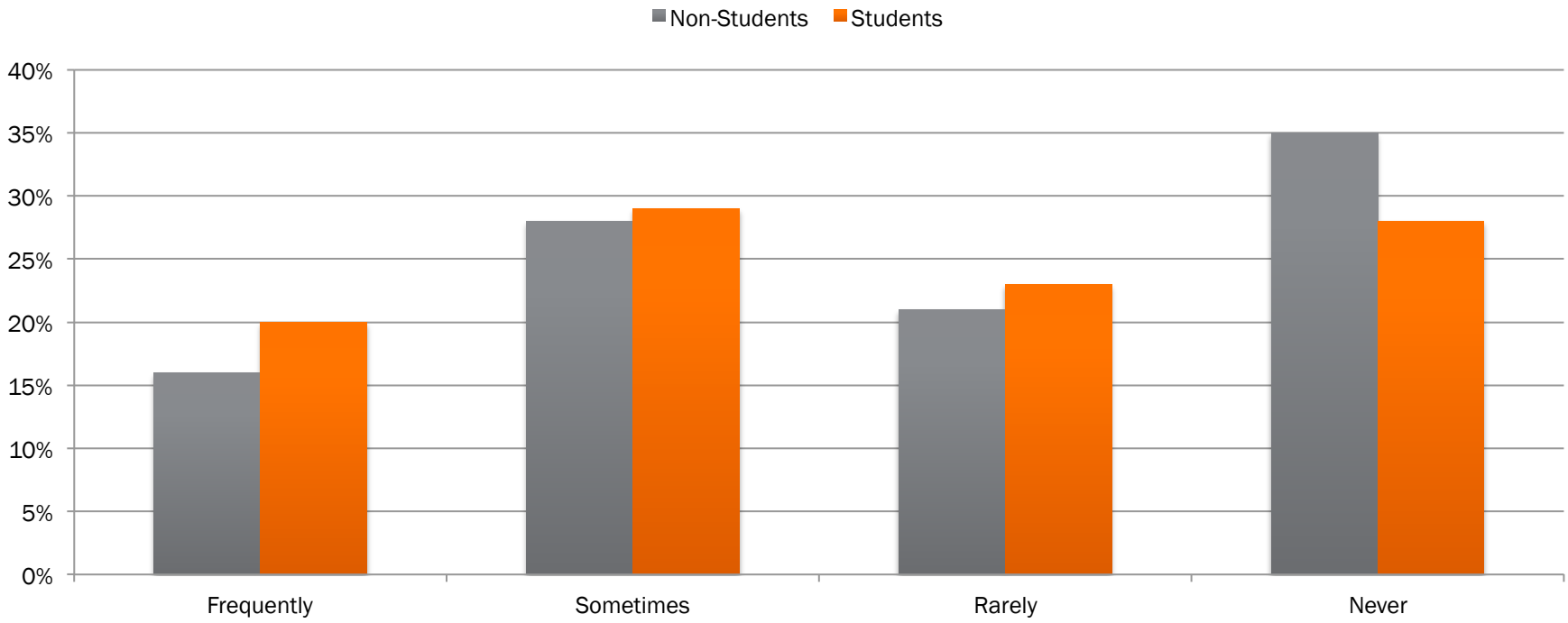

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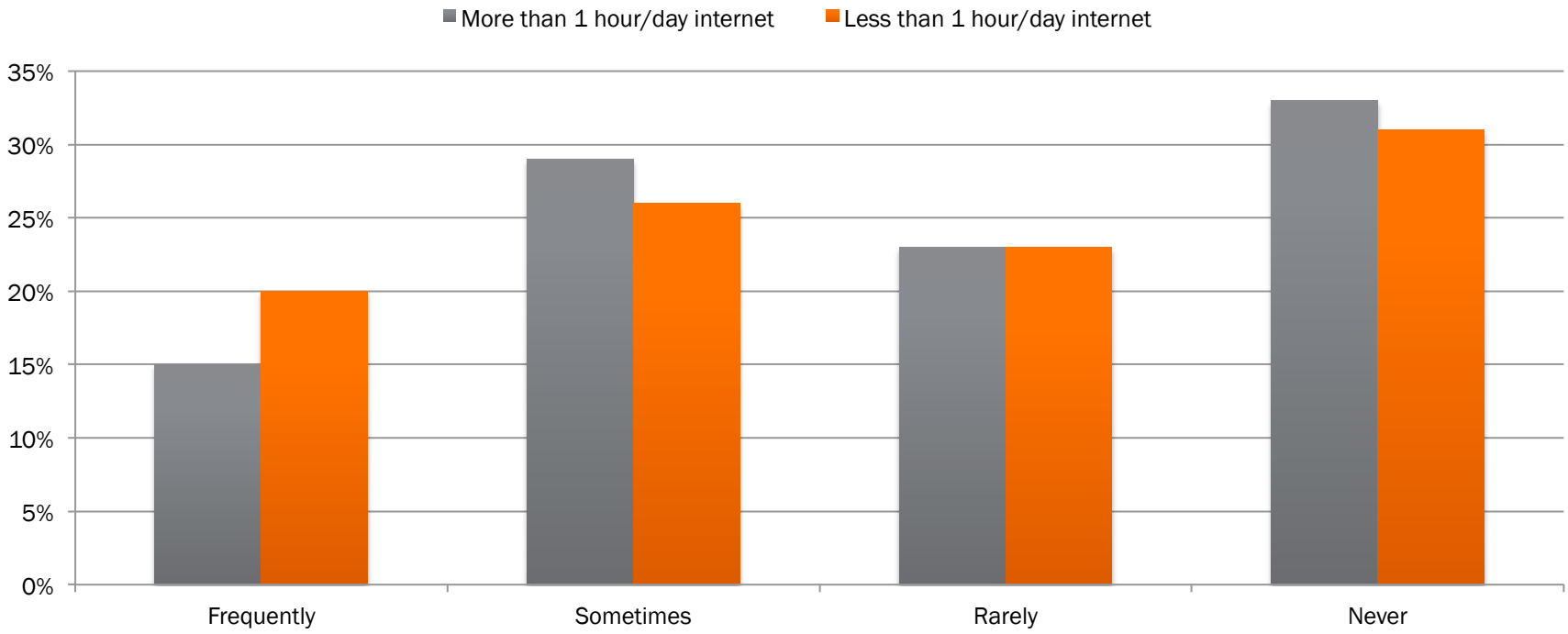

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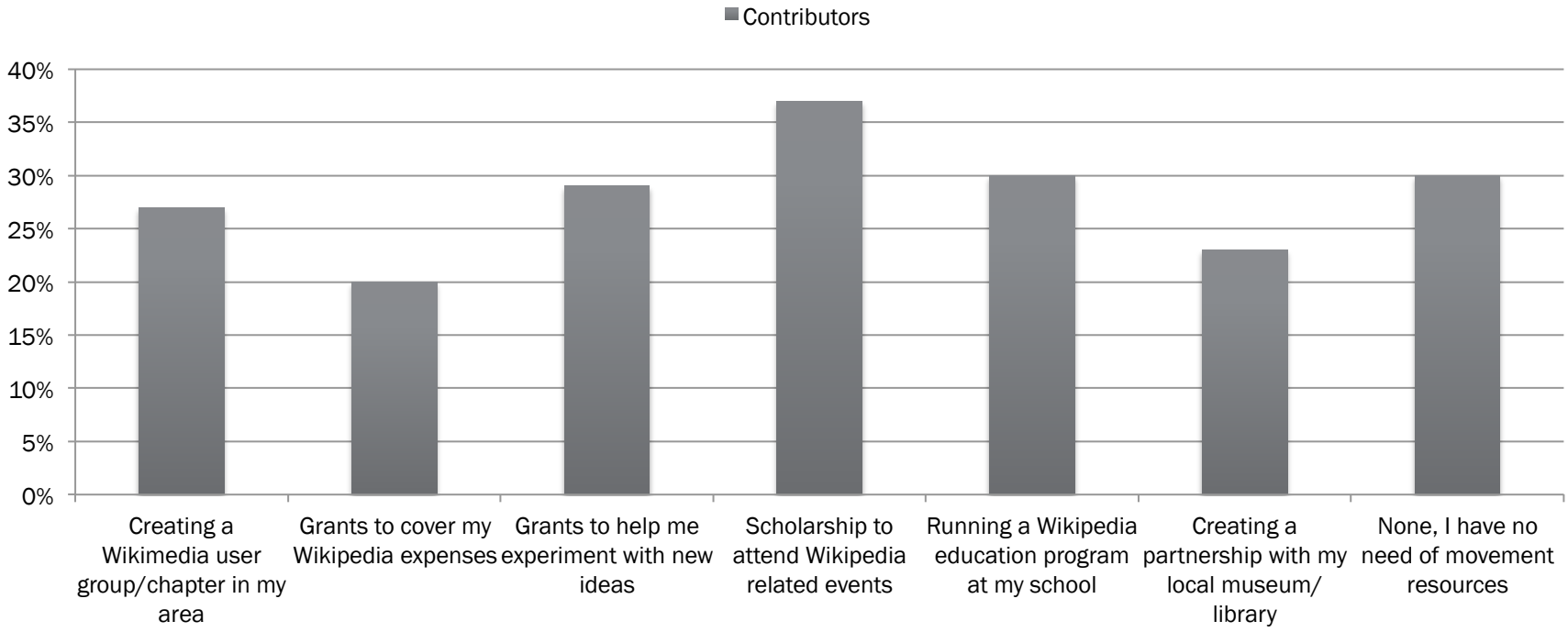

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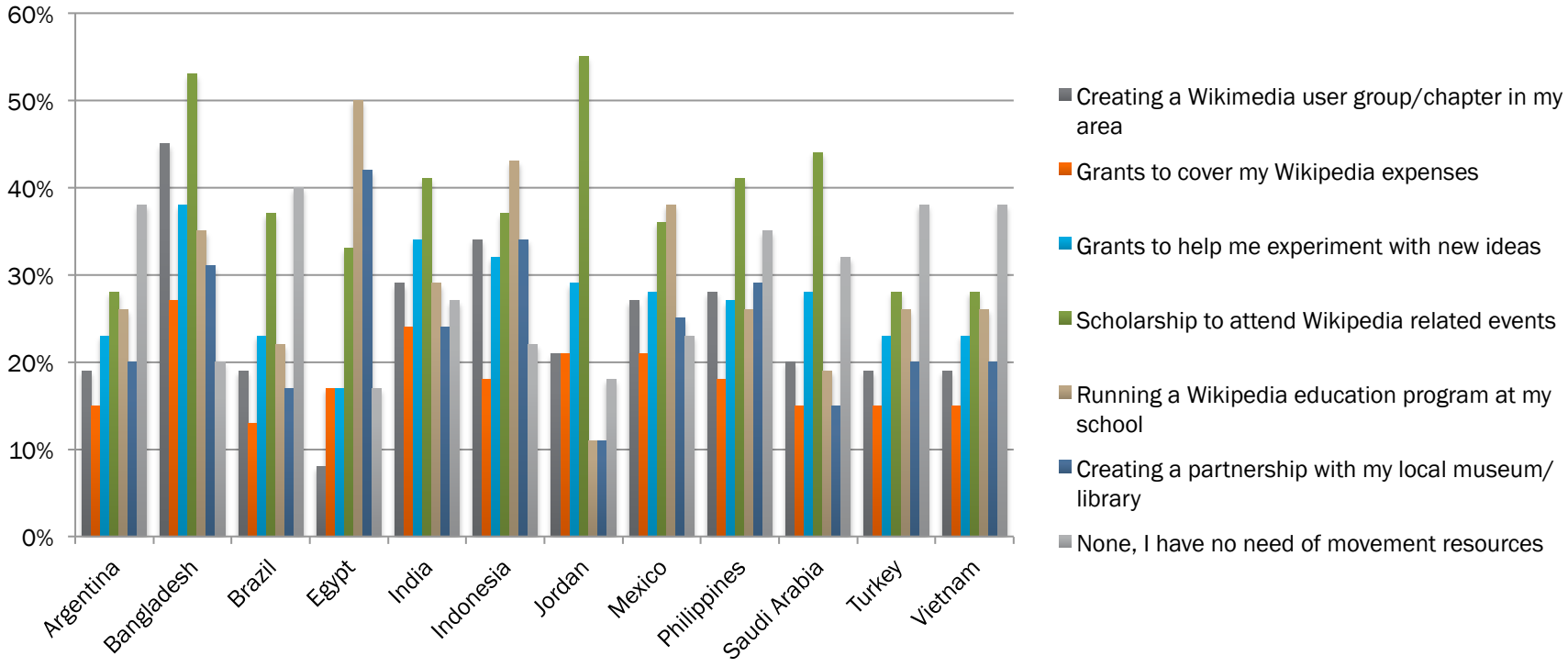

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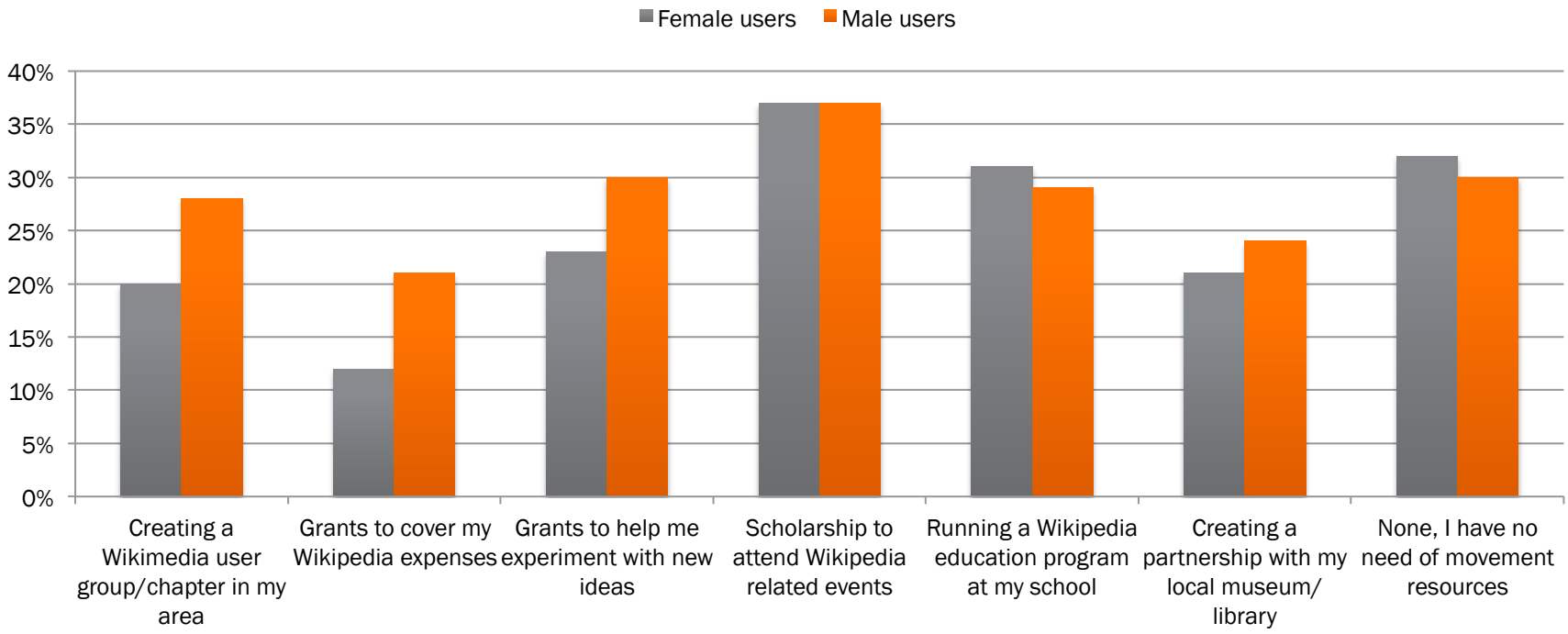

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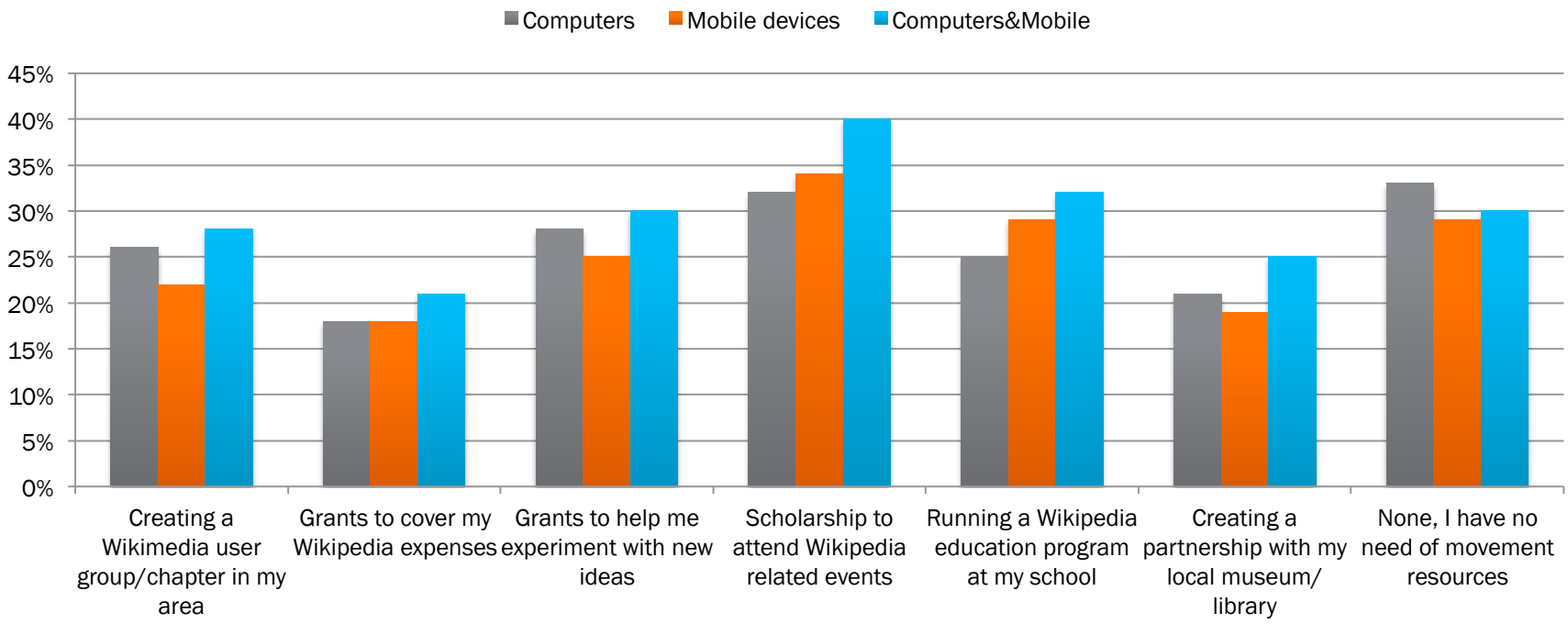

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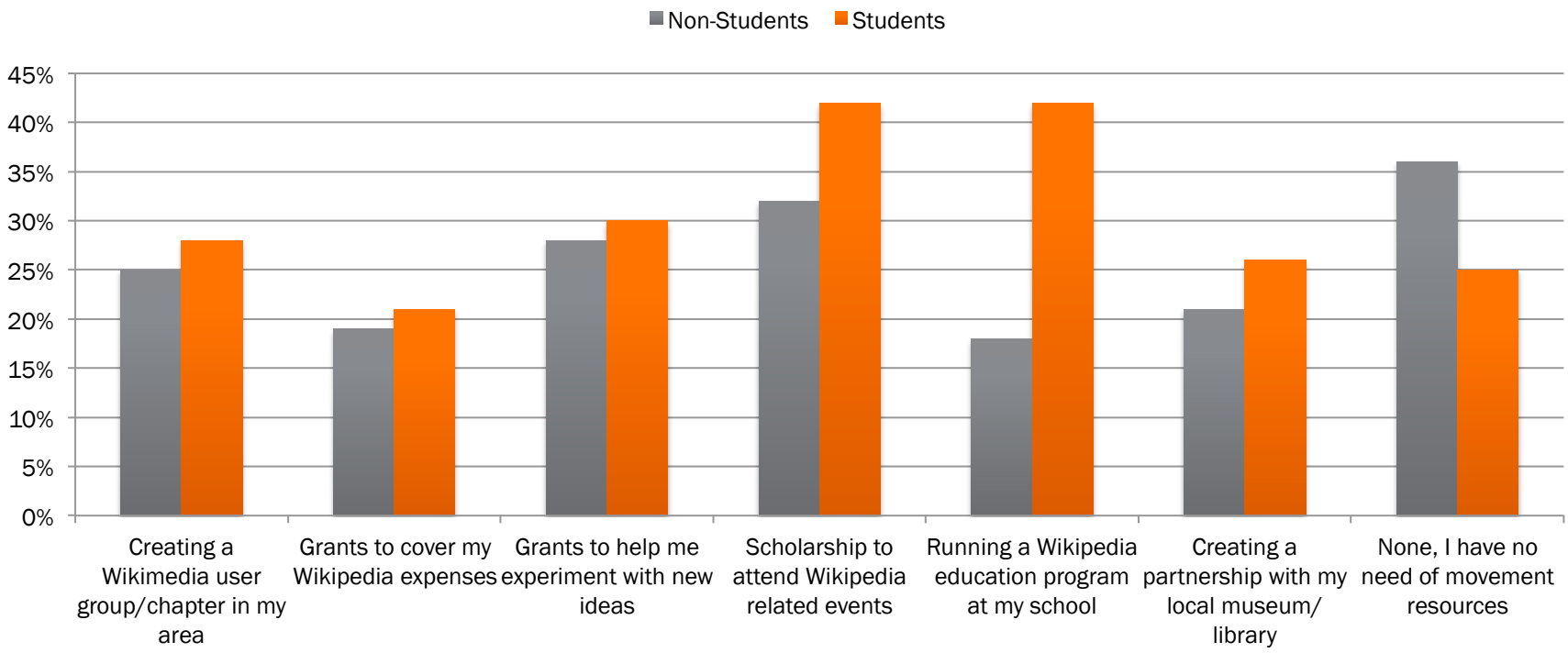

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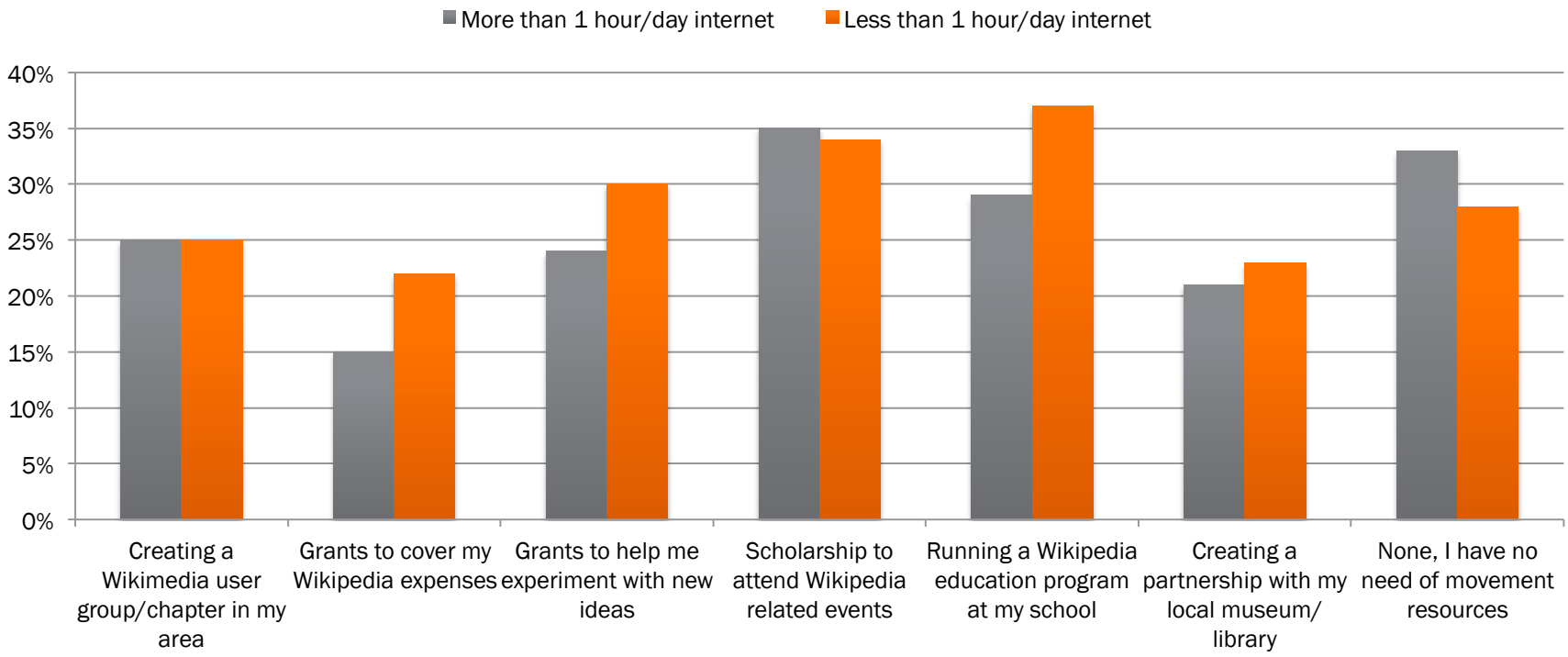

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WHAT FIRST MOTIVATED YOU TO EDIT WIKIPEDIA?

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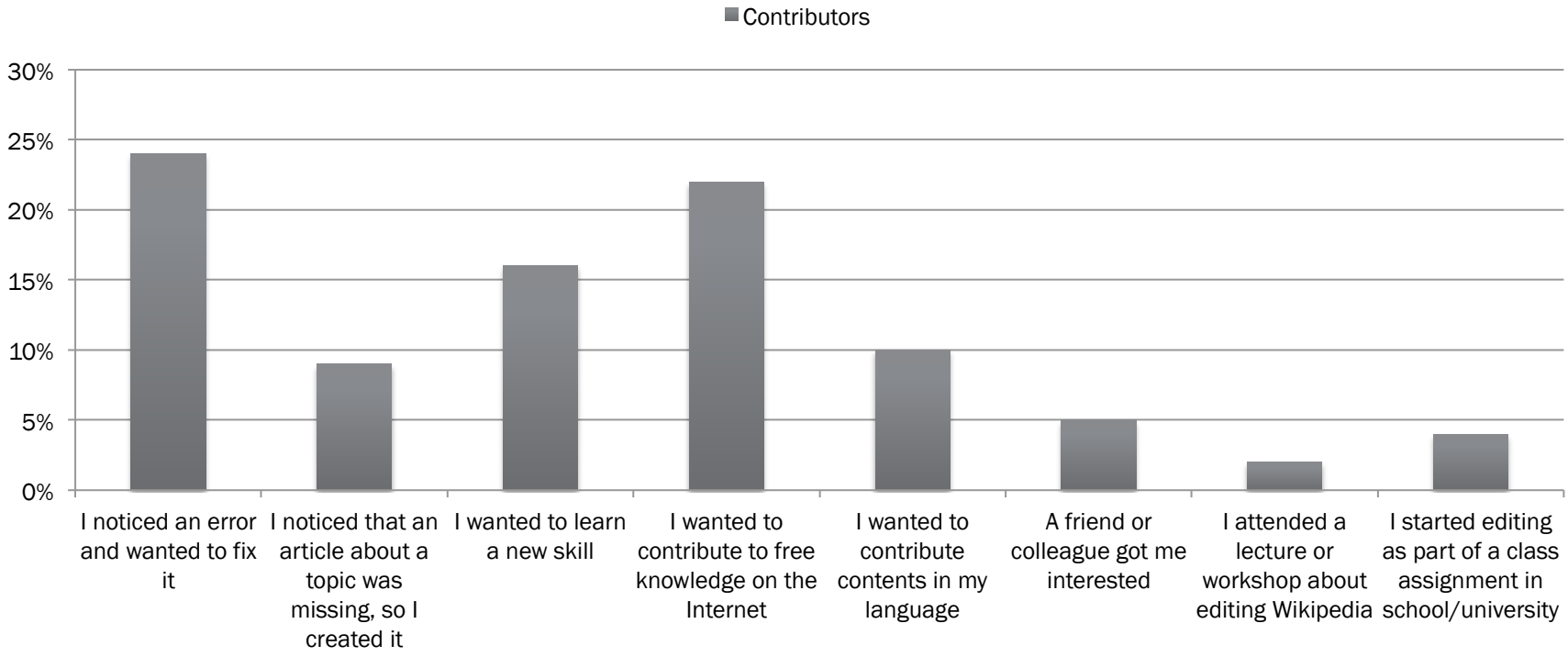

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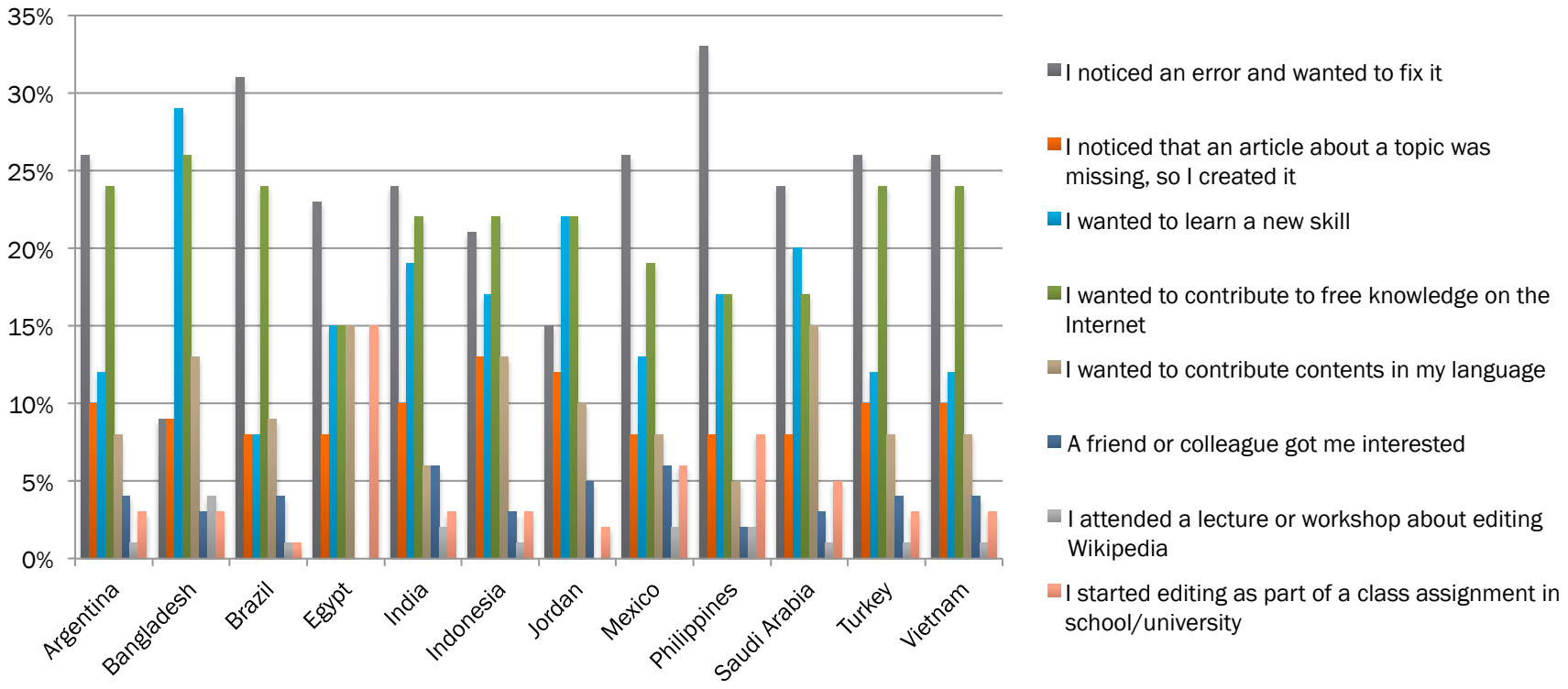

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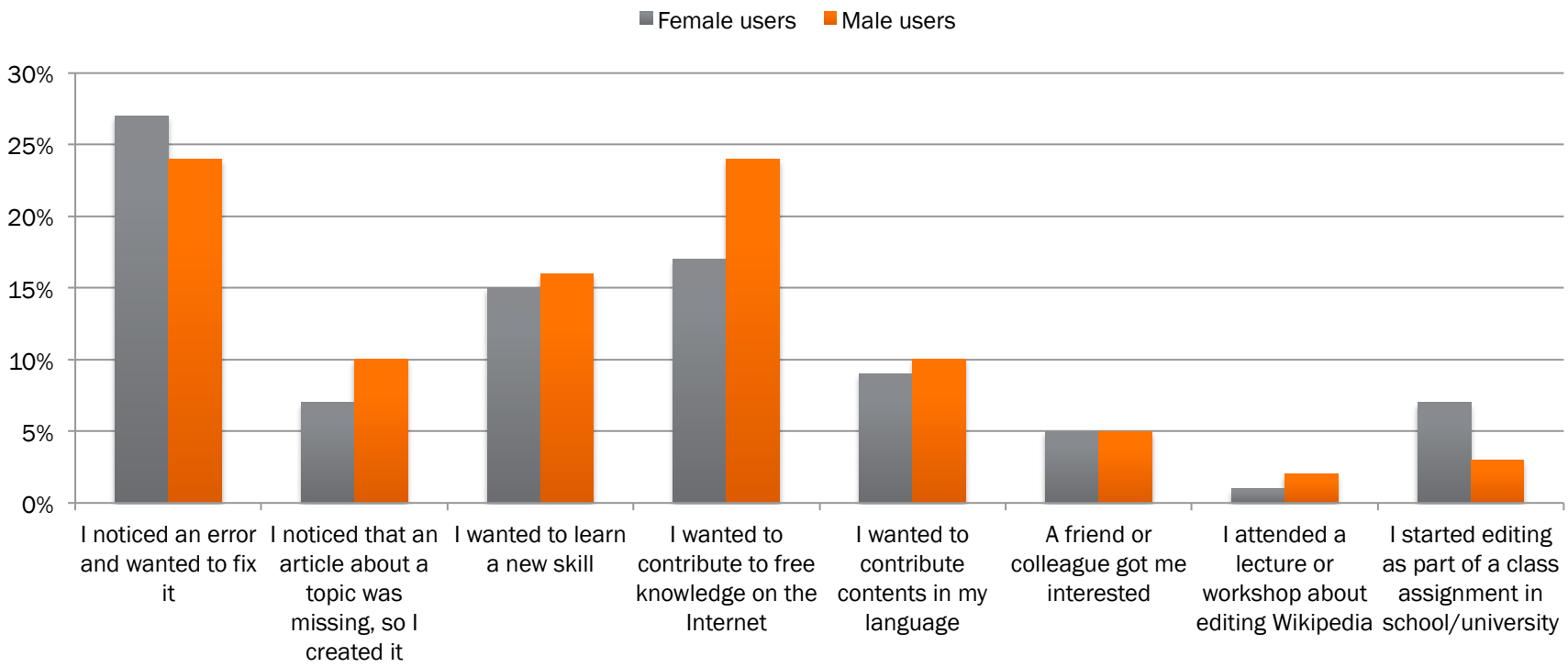

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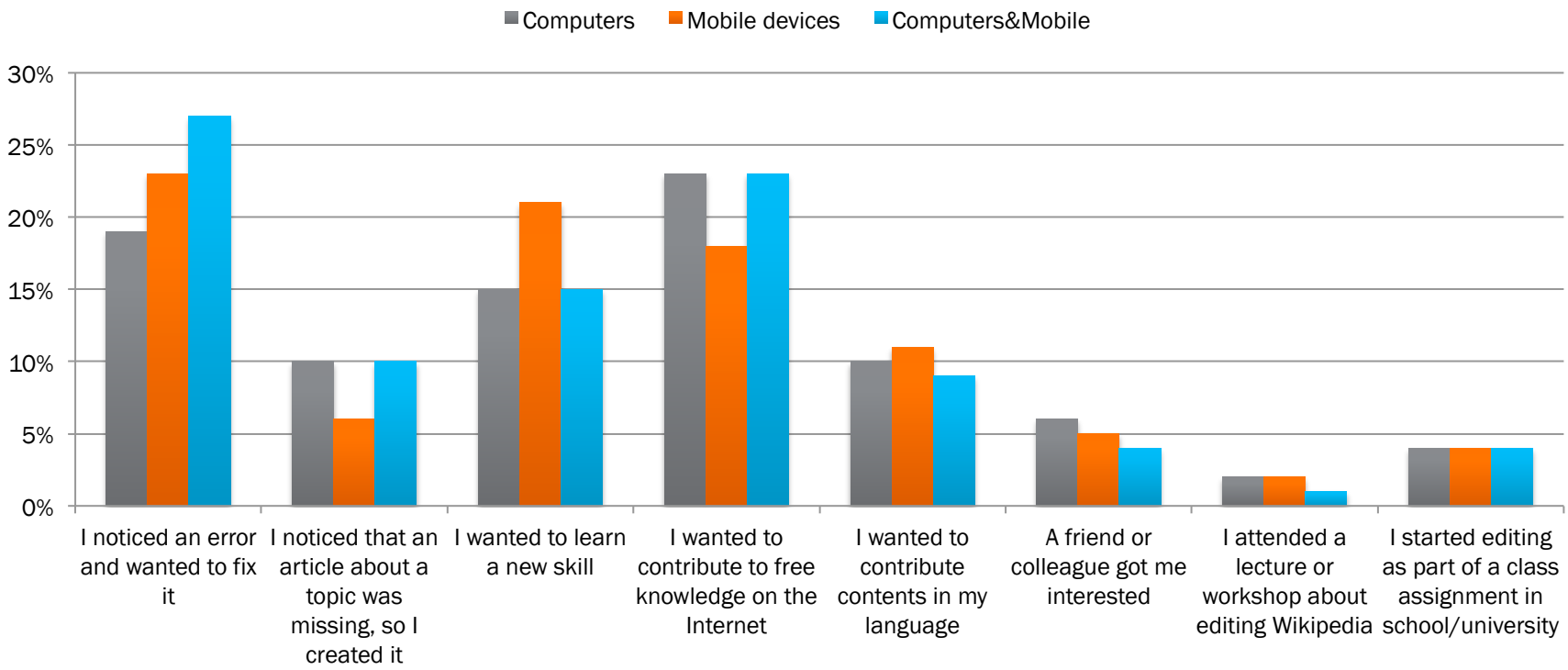

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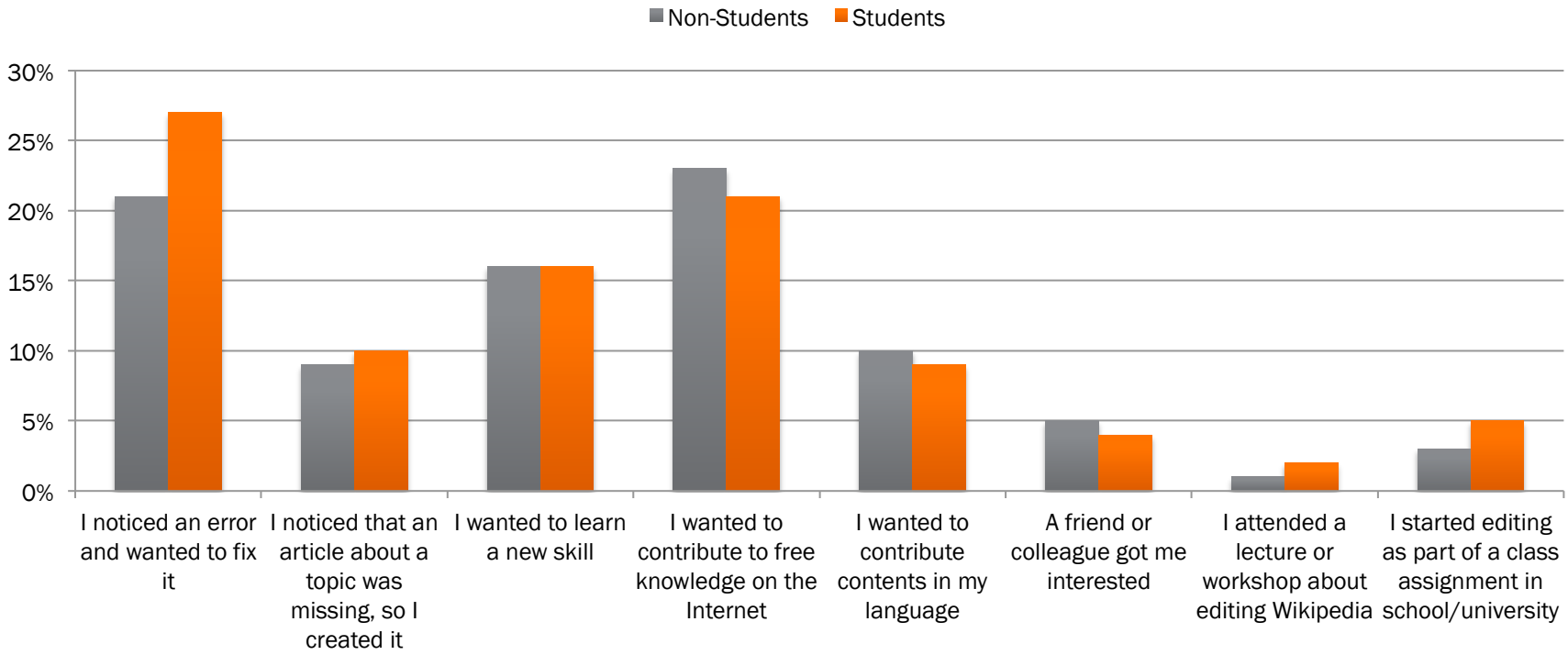

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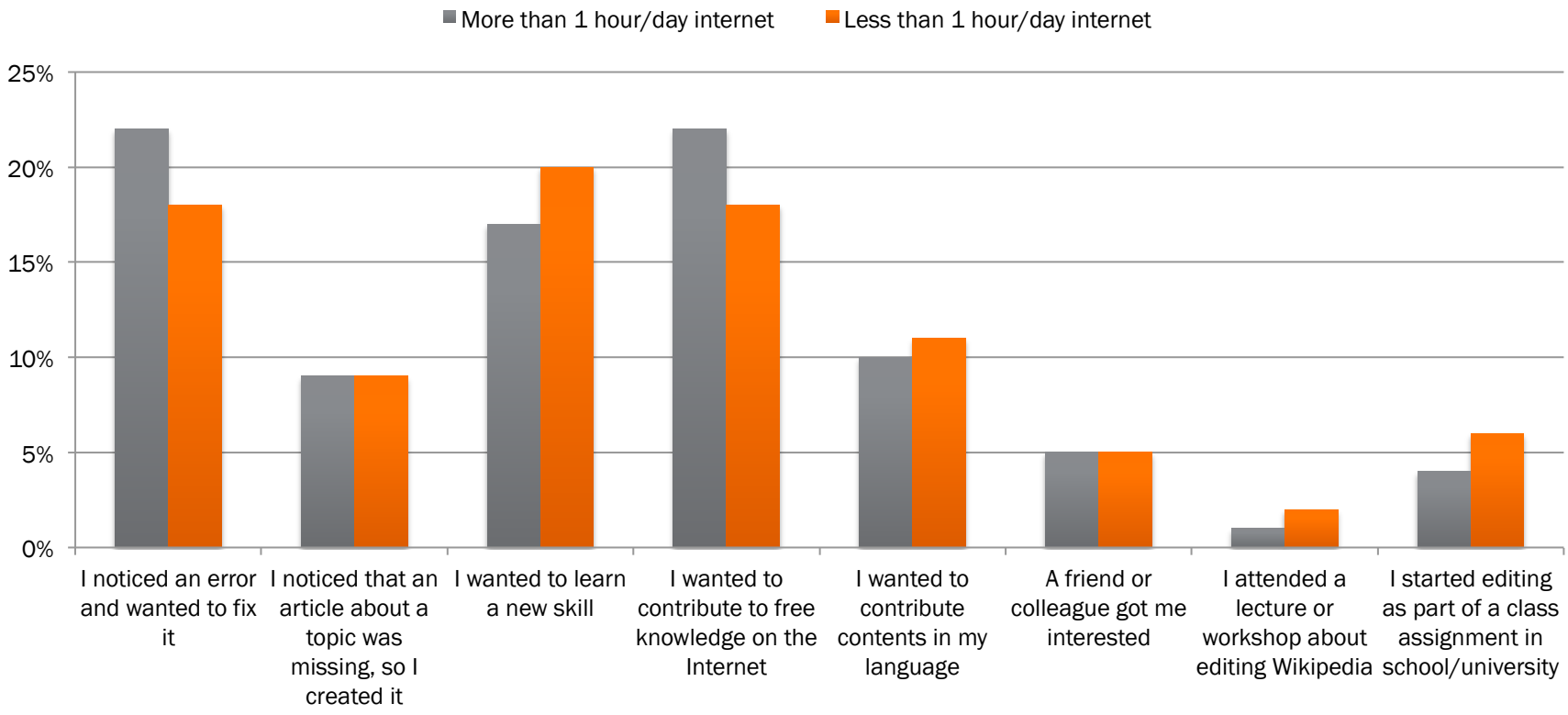

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