



Wikipedia
Awareness, Attitudes
& Usage Research
RUSSIA

Project Context

As the Wikimedia movement begins defining their vision for the next fifteen years, they required foundational knowledge of their readers in high awareness countries, for their largest and most well-known project, Wikipedia. Among internet users, they required an understanding of Wikipedia's awareness, attitudes toward Wikipedia, and usage habits and patterns.

This presentation summarizes key findings and opportunities from online, quantitative survey research conducted in Germany, Germany, Japan, Spain, Russia, the United Kingdom, and the United States, in June 2017. Wherever possible, the questions used mirrored past research to help establish global benchmarks.

This presentation was prepared by [Wellspring Insights & Innovation](#), Inc., a research and innovation firm based in Miami, Florida. Full field data from this study has been shared with WMF.



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Objectives

- To better understand awareness, attitudes, and usage of internet users in high-awareness countries and regions to inform the movement strategy direction for the next 15 years
- Gain insight into GenX, GenY and especially GenZ - the unique perspectives of younger users, as they will be our future readers
- Gain insight into how respondents in high-awareness countries and regions and low-awareness markets differ or are the same (in comparison to New Reader and other research completed in the past)
- Scope is not intended to gain a complete understanding of all markets or insights that the movement might need for Brand identity research, product development, or other planned work streams.
- As applicable, a secondary benefit will be to help guide Wikipedia's future development and growth by identifying opportunities to expand awareness, attract new readers, improve positioning, and optimize product and service features.



Scope & Methodology

- The survey was fielded in France, Germany, Japan, Russia, Spain, the United Kingdom, and the United States via an online survey accessible on a PC, laptop or device (tablet, smartphone).
- A total of 1,150 surveys with internet users (individuals who can access the internet via any device type and connection) were completed in each country
- All respondents were between 13-49 years old; GenX 36 to 49 years, GenY 20-35, and GenZ 13-19
- Non-probability sampling was utilized.
- Participants were sourced from multiple online research panels to reduce bias by adding people from all socioeconomic levels, geography and interest.
- Quotas were established per country in order to balance the sample and provide a nationally representative population by age cohort, gender, ethnicity, household income and geography. All data has been weighted to reflect this balance.



Generation X, Y and Z definitions

	GENX 36-49 in our survey	GENY 20-35 in our survey	GENZ 13-19 in our survey
Iconic Technology	VCR, Walkman, IBM PC	Internet, Email, SMS, DVD, Ipad, Xbox	Iphone, Ipad, Google, social media, 4KHD, VR
TV & Movies	M-TV, ET	Pay TV, Titanic	Smart TV, Avatar
Influencers	Pragmatic practitioners	Experiential peers	User-generated forums

Sources: McCrindle Research, Vision Critical. 2012, 2015.

Key Findings

At the outset of this research our hypothesis was that, in Russia and other high-awareness countries, we would observe large differences in awareness, usage and attitudes toward Wikipedia between the generations; from Generation X's analog childhood to the digital natives of Generation Z.

By 2030, the oldest GenX'ers will be 63, heading toward their next, and perhaps final, career phase. The oldest GenY'ers will be 53, and have already made their mark on the world of technology, particularly in social media.

In 2030, the oldest members of Generation Z will turn 35, and they will have had a smartphone since they were about the age of 13. Already, they are being called the greatest visual communicators ever raised; creators, collaborators and curators of culture.

“Technology is an important component, but what's changed is this generation's (Z) relationship with culture. They are empowered, connected, empathetic self-starters that want to stand out and make a difference in the world.”
– the Wildness, 2015 research study.



Key Findings

In our survey we found that internet users in Russia between the ages of 13 and 49 are five times more likely to think of Google or Yandex over Wikipedia when they “think about finding information online.” Close to seven out of ten mentioned Google or Yandex as compared to the next tier of sites including Wikipedia (15%) and Mail@RU (11%).

Although 83% are aware and read Wikipedia, GenZ in Russia has a very different consideration set when it comes to websites for finding information. 61% are most likely to use VK - the social media site, and 50% YouTube, and 29% include Wikipedia in their top 3.

Unlike other countries, only about 17% of GenZ first found out about Wikipedia at school. Nevertheless, regardless of the device they access it on chances are they are working on a school assignment. GenX and Y seek information on topics that interest them on their desktop, and are in-the-moment, looking up topics that were referenced in passing conversation on their tablets or smartphones.

One of the most relevant findings of this research is the confusion surrounding Wikipedia. Seventy-one percent of GenZ internet users in Russia don't know it is a non-profit, only 18% know it's funded primarily by reader donations, and 37% think content is created by staff.



Key Findings

In spite of high awareness of local sites like Yandex, @RU and VK, Wikipedia has strong readership. About 62% of GenZ reads Wikipedia on a weekly basis, and 78% of GenX and 74% of GenY does as well. Most say they read Wikipedia “several times a week.”

A higher proportion (38%) of GenZ says they read it a few times a month or once a week. This may be owing to their focus on schoolwork, or to other factors such as how they approach websites, or how they derive utility.

What readers find personally important is also what they most strongly associate Wikipedia with: **free knowledge for every person**, being **useful**, and **comprehensive**.

At the other end, transparency and professional were the words with the weakest association with Wikipedia.

Free of advertising fell in the middle, however, it was ranked toward the bottom of personal importance; 7th or 8th out of nine.

Key Findings

Most readers say that more trustworthy and higher quality content would enhance their experience “a lot.” Improved local language content would enhance readers’ experience “a lot” as well said 55% of GenX, 51% of GenY and 57% of GenZ.

When it comes to enhancing Wikipedia readers’ experience, there were some generational differences. Seven out of ten GenX readers also said more neutral information vs. 64% of GenY and 52% of GenZ.

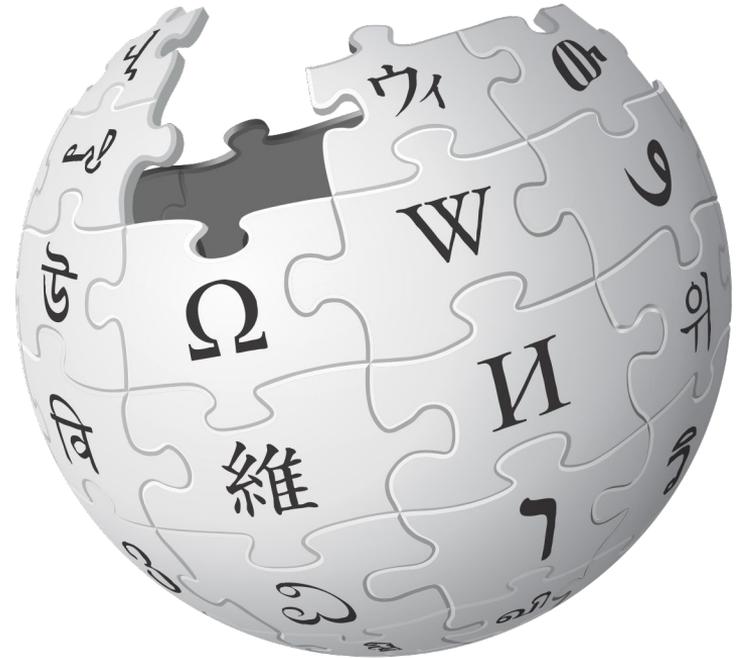
More GenZ readers than GenX and GenY readers were likely to say improved site navigation (61%) and design (43%), improved readability (59%) and easier ways to interact with content (52%) would enhance their experience “a lot.”

About 30% of Wikipedia readers across the generations said more interaction with other readers would enhance their experience “a lot.”



Wikipedia Awareness

Russian internet users by Generation
Total Base: 1150
Weighted Data



We asked internet users in Russia what website came to mind when they want to find information online.

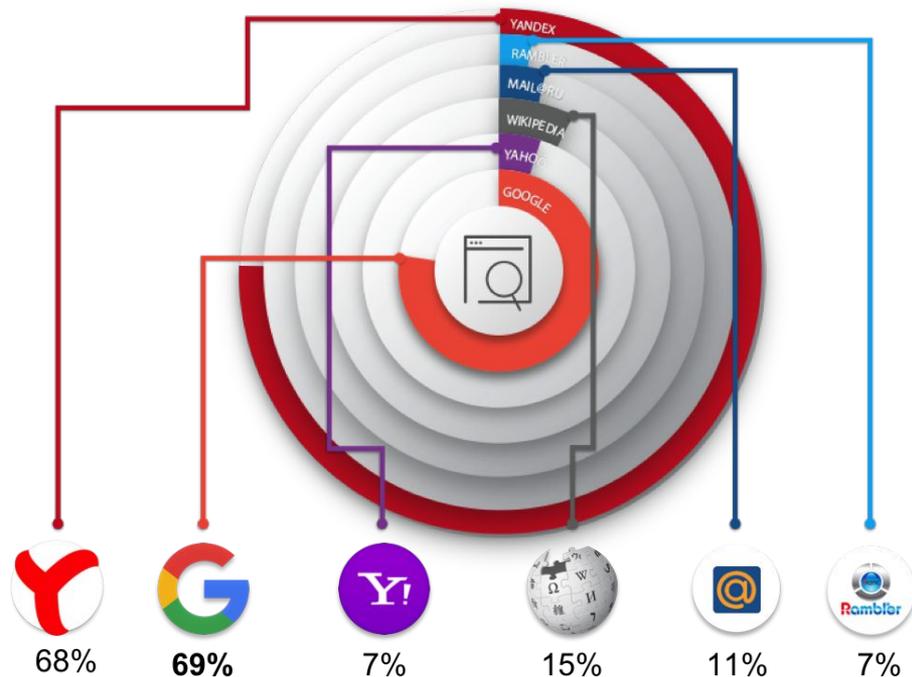
45% mentioned Google first.
37% mentioned Yandex first.

8% mentioned Wikipedia.



Yandex had 68% and Google had 69% of total mentions.

Q6: When you want to find information online, what websites come to mind? Total Mentions. Base: 1150



Wikipedia may not be top-of-mind, but 87% of internet users in Russia are aware of it.

But only three out of ten say it is one of the Top 3 sites to go to when they need information.



Top 3 Sites for Information

Q7a: When you want to find information online, what three websites would you say you go to most often? Base: 1150

GenZ internet users in Russia have a very different consideration set when it comes to websites for finding information. 61% are most likely to use VK - the social media site, and 50% YouTube, and least likely to say they go to Google or Yandex.

Less than one-third - across all three generations - include Wikipedia as one of the top three sites they go to when they want to find information online.

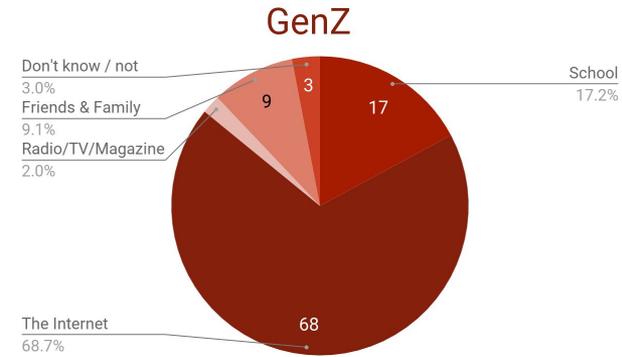
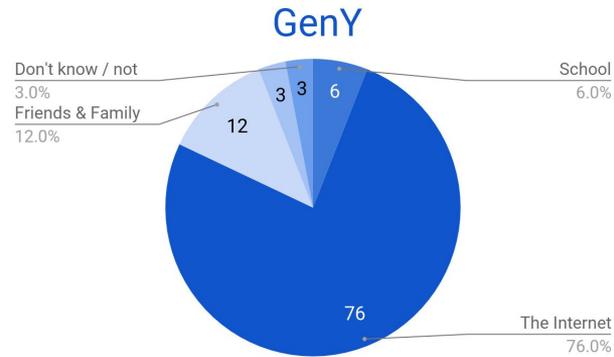
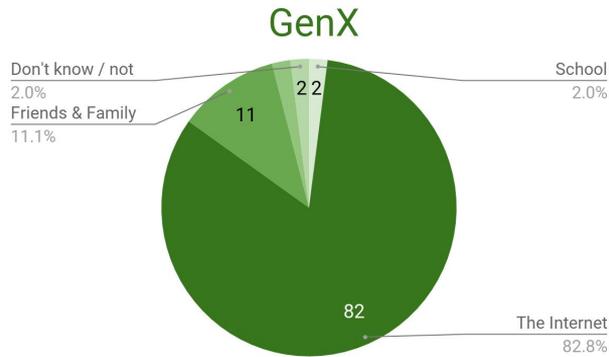
	<u>GenX</u>	<u>GenY</u>	<u>GenZ</u>
Google	82%	75%	56%
Yandex	82%	68%	46%
YouTube	32%	42%	50%
Mail@RU	31%	25%	19%
Wikipedia	28%	29%	29%
VK	25%	45%	61%
Facebook	5%	3%	3%



In Russia, GenZ is finding out about Wikipedia on the internet, like GenX and GenY.

Q8: Where did you first find out about Wikipedia?

Base: 1004 Aware Wikipedia.



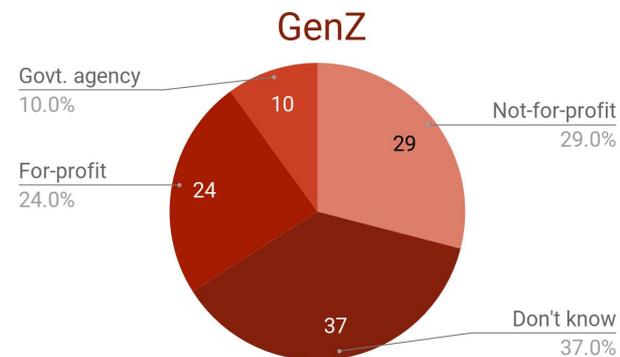
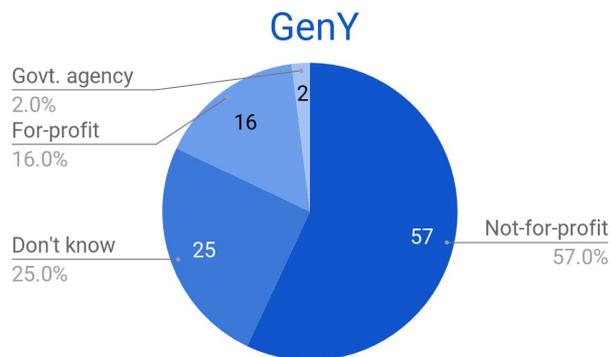
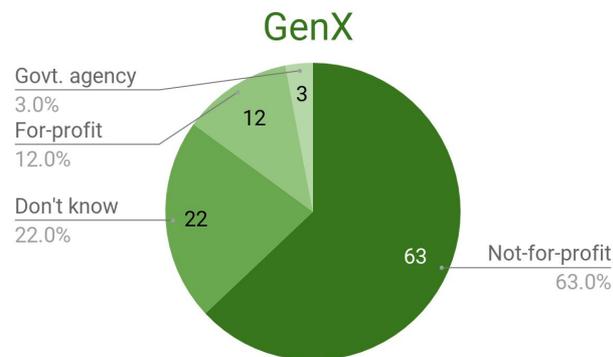
Many internet users in Russia, especially among GenZ, remain confused about Wikipedia.

Seventy-one percent of GenZ internet users in Russia don't know it is a non-profit, only 18% know it's funded primarily by reader donations, and 37% think content is created by staff.



A third of GenZ doesn't know it is a not-for-profit, and another quarter think it is for profit.

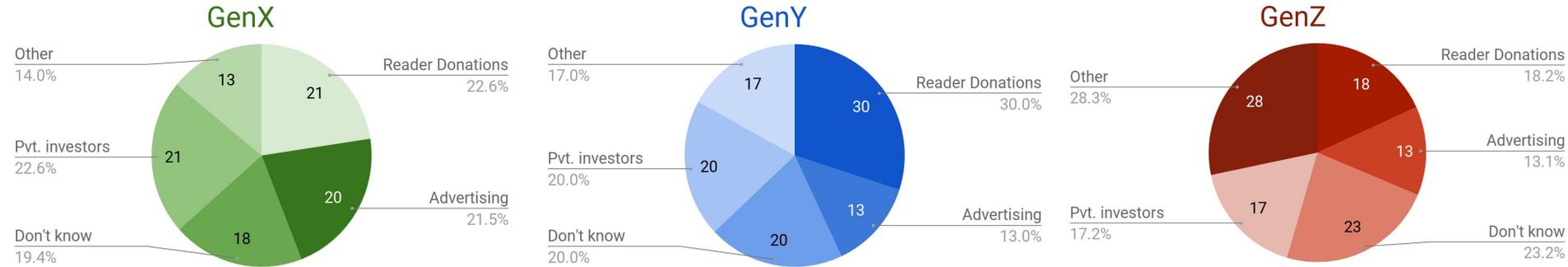
Q9: To the best of your knowledge, which of the following best describes the organization that manages Wikipedia? Base: 1005 Aware Wikipedia.



The vast majority of internet users in Russia do not know that Wikipedia is funded primarily by reader donations.

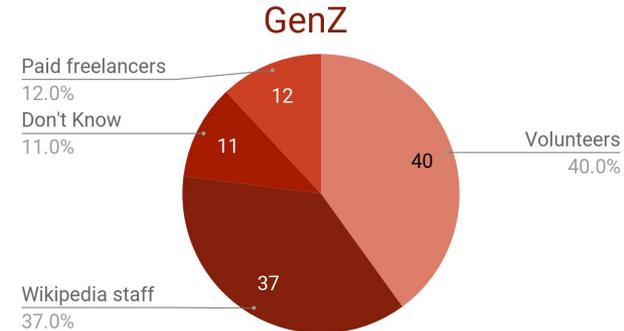
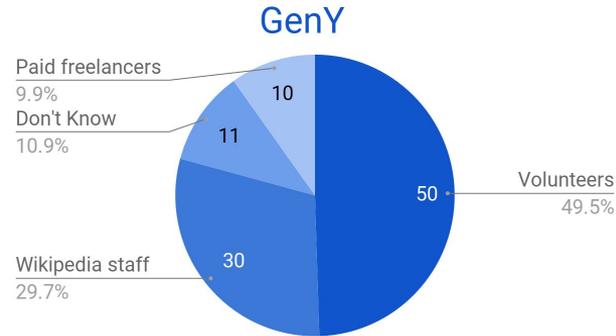
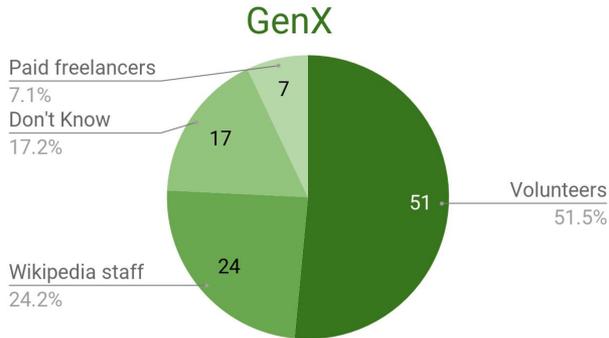
Q10: How do you think Wikipedia is primarily funded?

Base: 1004 Aware Wikipedia.



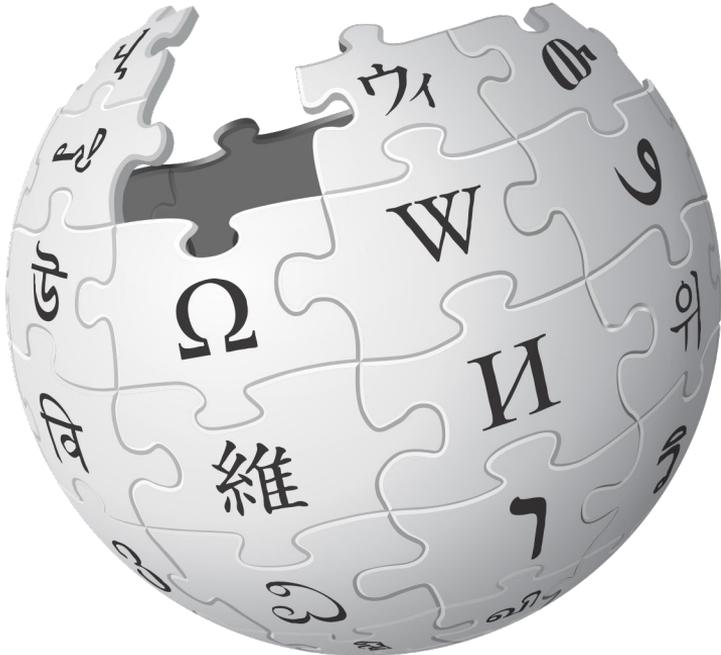
About half think content is created and maintained by volunteers, and another quarter or more say Wikipedia staff.

Q17: To the best of your knowledge, how is information primarily created and maintained on Wikipedia? Base: 988 Wikipedia Readers.



Wikipedia Usage

Russian internet users by Generation
Total Base: 1150
Weighted Data



Awareness & Usage Summary

In spite of the strength of sites like Yandex Google, YouTube and VK in Russia, readership is strong across all three generations.

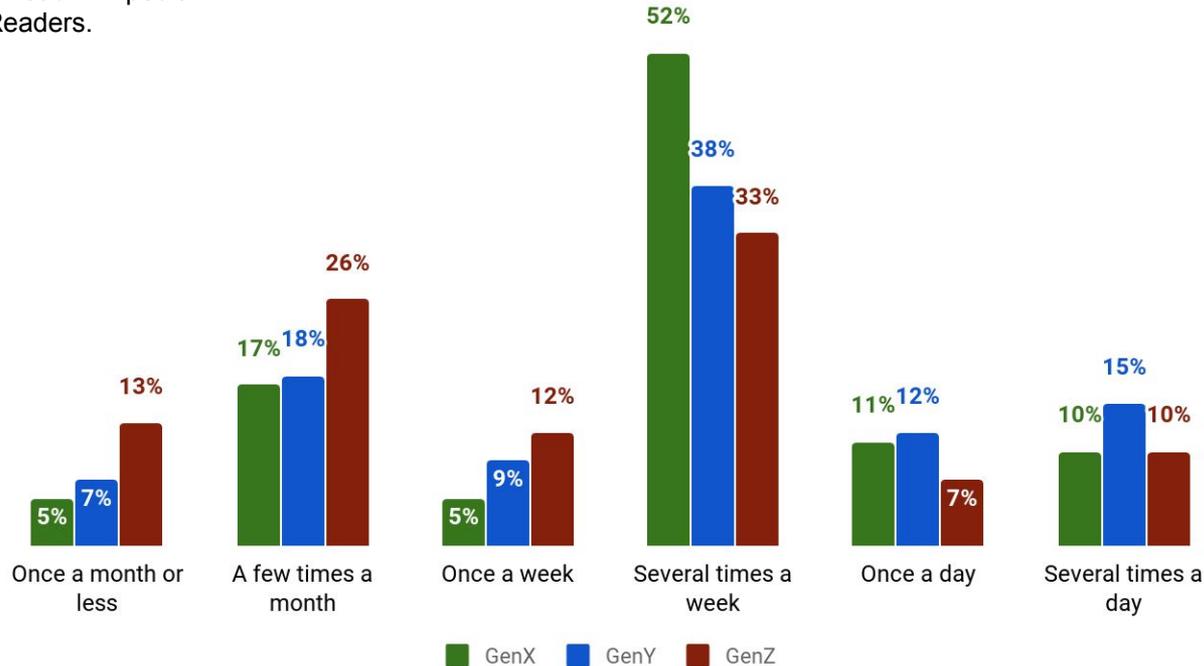
	<u>GenX</u>	<u>GenY</u>	<u>GenZ</u>
Aware of Wikipedia	86%	89%	86%
Read Wikipedia	83%	89%	83%
Never read Wikipedia	2%	0%	3%
Unaware of Wikipedia	14%	11%	14%
Total non-reading population	17%	11%	17%



About 62% of GenZ reads Wikipedia on a weekly basis, vs. 78% of GenX and 74% of GenY.

Q14: How often do you read Wikipedia?

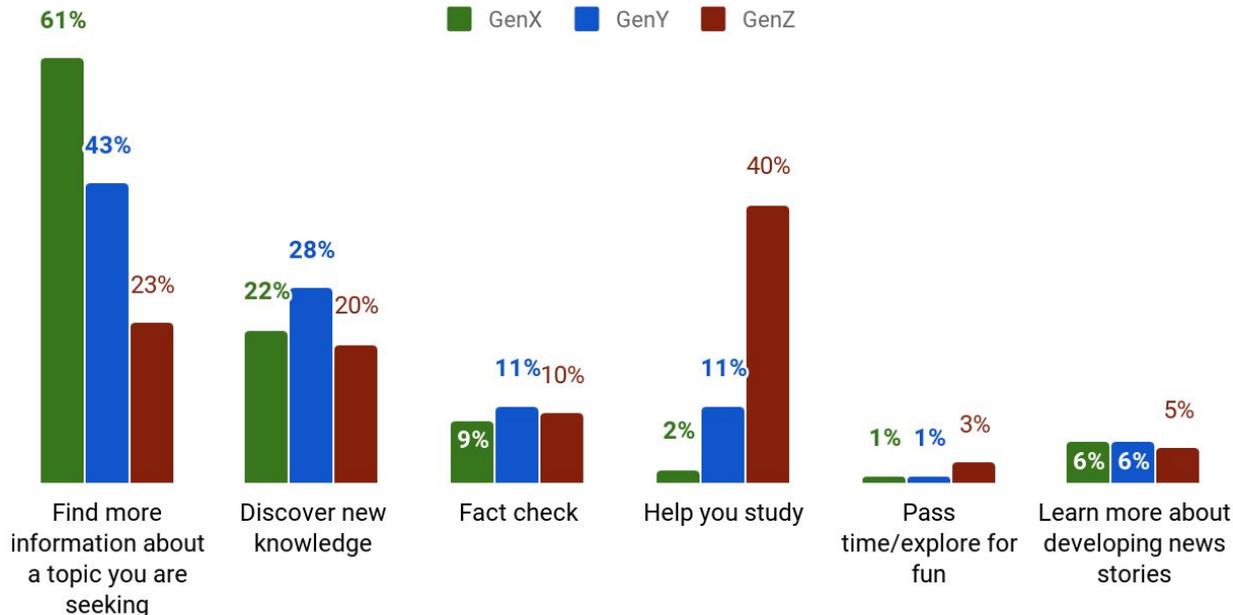
Base: 988 Wikipedia Readers.



GenX is about information seeking, GenY is the most likely to want to discover, and GenZ is doing their homework.

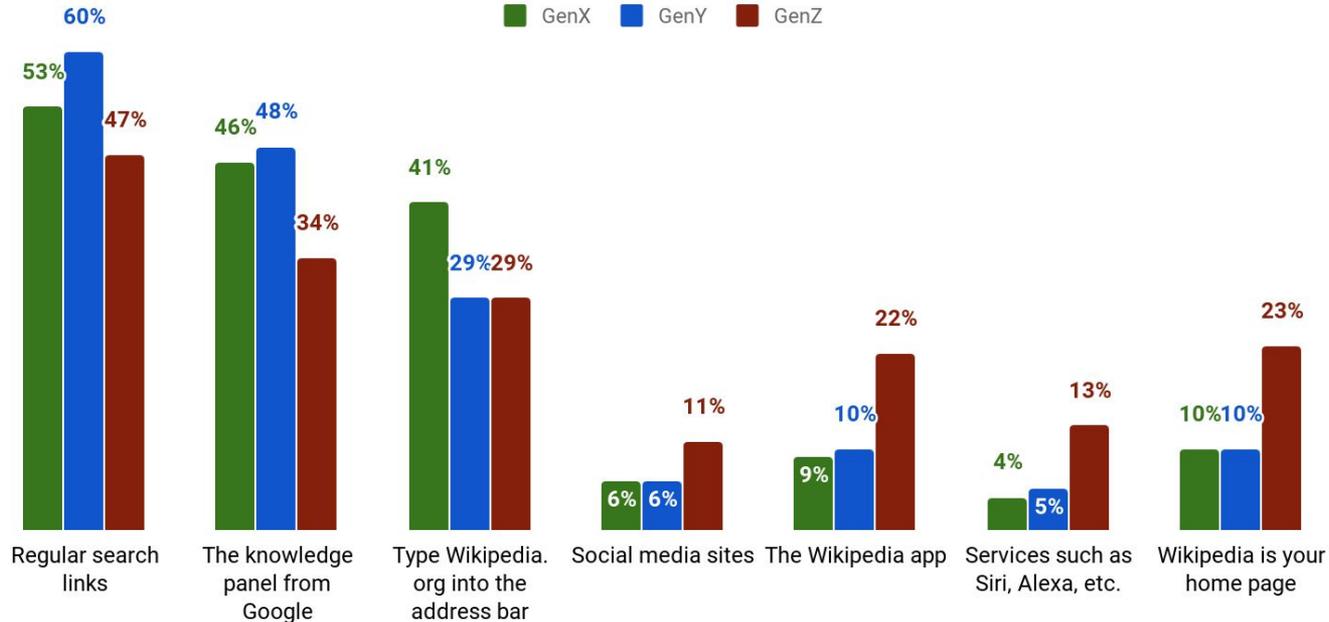
Q15b: Overall, would you say you use Wikipedia primarily to _____.

Base: 988 Wikipedia Readers.



Most follow search links or click on the knowledge panel, and over one quarter continue to go directly to the site.

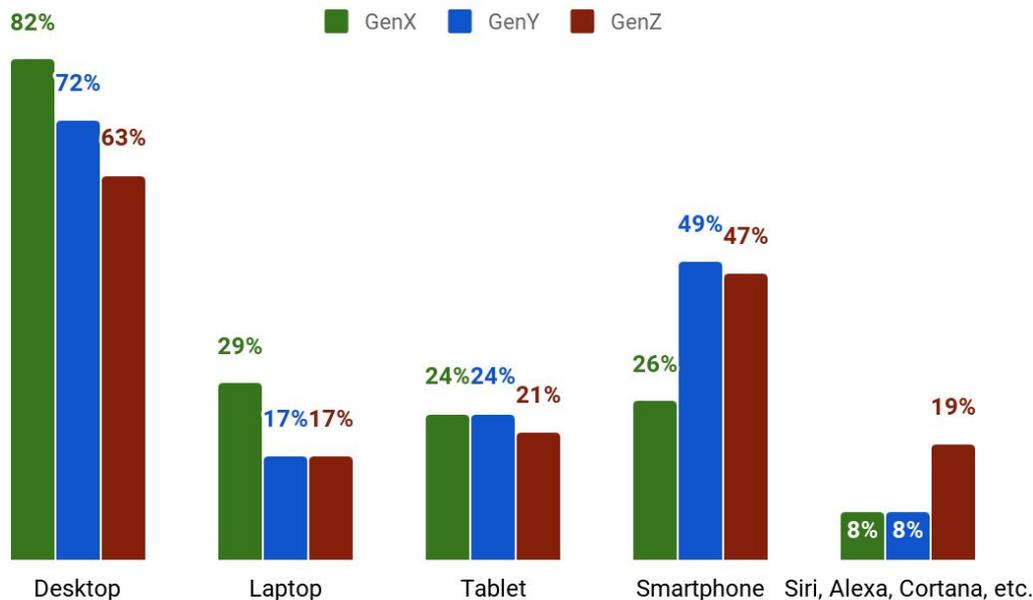
Q16: What are all of the ways you find Wikipedia articles, or get to Wikipedia articles? (Answer all that apply) Base: 957 Wikipedia Readers



Most readers continue to access Wikipedia via a desktop computer in Russia. About twice as many GenY and GenZ readers use a smartphone.

Q15: Please indicate how often you use each the following devices to access and read Wikipedia.

Base: 988 Wikipedia Readers.



As the device gets smaller, reading shifts from information seeking and school assignments to just “in-the-moment” usage driven primarily by conversational topics.

		GenX	GenY	GenZ
Desktop		A topic I want to learn about - 81% To immediately look-up conversational topic - 78%	A topic I want to learn about - 73% To immediately look-up conversational topic - 65%	Work or school assignment 77%
Laptop		A topic I want to learn about - 56% To immediately look-up conversational topic - 55%	A topic I want to learn about - 58% To immediate look-up conversational topic - 57%	Work or school assignment - 50% A topic I want to learn more about - 49%
Tablet		To immediately look-up conversational topic 69%	To immediately look up a conversational topic 59%	Work or school assignment - 49% A topic I want to learn more about - 43%
Smartphone		To immediately look-up conversational topic 71%	To immediately look up a conversational topic 69%	Work or school assignment - 62% To immediately look-up conversational topic - 57%
Digital Voice Asst.*				

Q15a: When you access Wikipedia on your _____, what do you read it for? Base: Access Wikipedia via device.

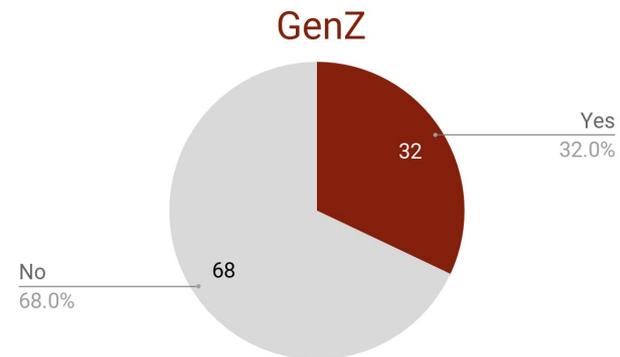
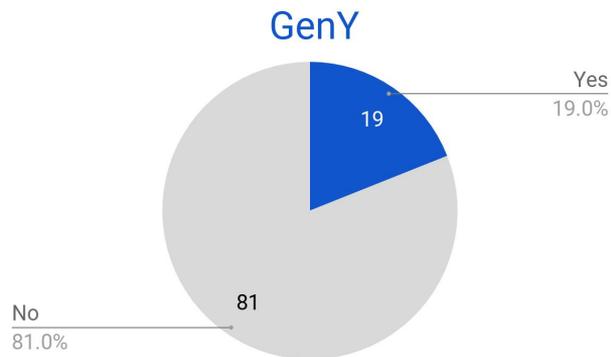
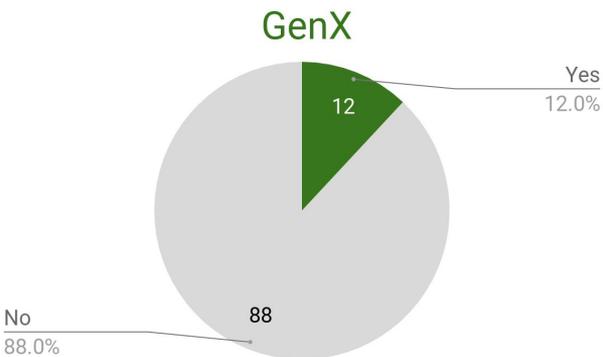
*Sample size too small to report.



Similar to other countries in the survey, almost a third of GenZ readers in Russia say they have tried to edit an article.

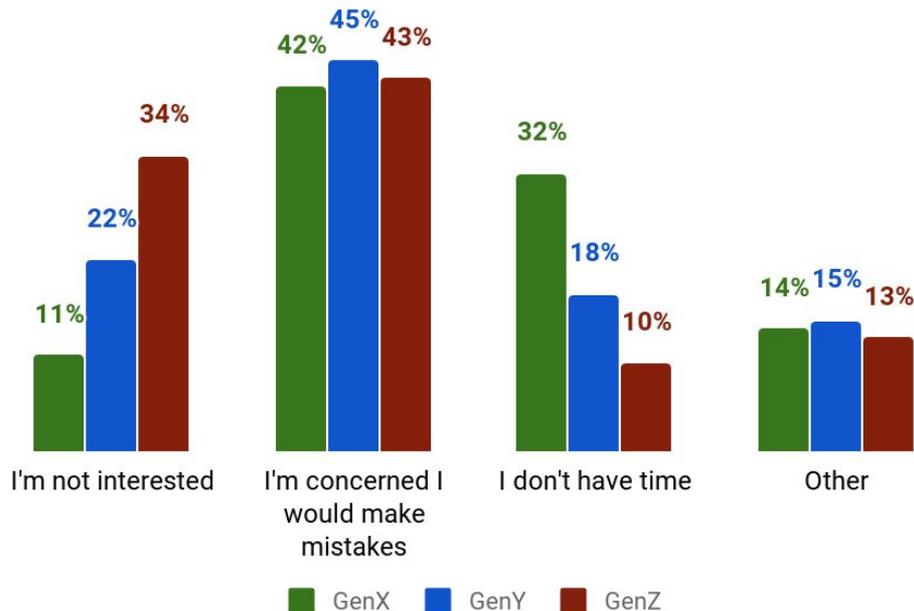
Q18a: Have you ever tried to edit a Wikipedia article?

Base: 744 Readers who know anyone can edit.



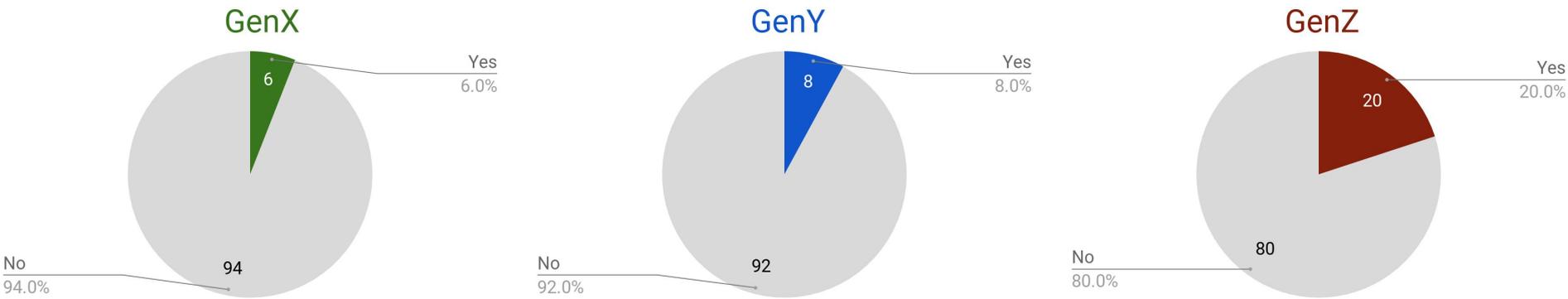
And yet a third of GenZ readers who have not tried to edit an article, say they are not interested. Most are concerned about making mistakes.

Q18b: Which of the following best explains why you have never tried to edit a Wikipedia article? Base: 609 Readers who have never tried to edit.



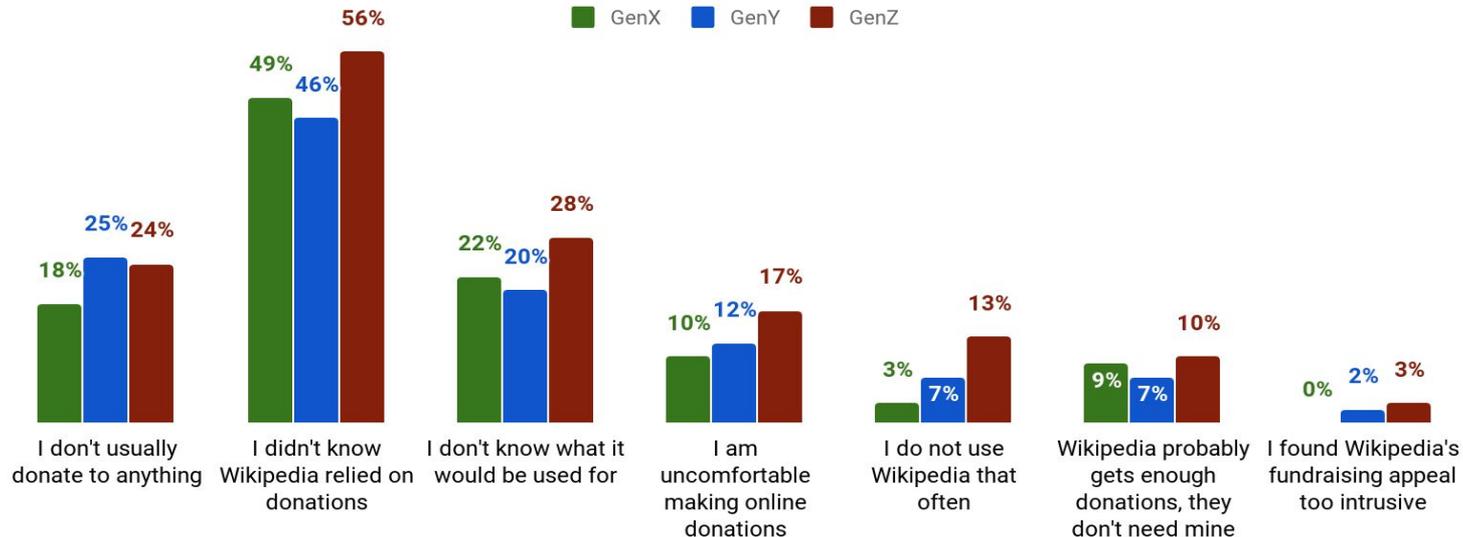
Twenty-percent of GenZ readers say they have donated: more than double the rate among GenX and GenY readers.

Q19: Have you made a financial donation to Wikipedia?
Base: 988 Wikipedia Readers.



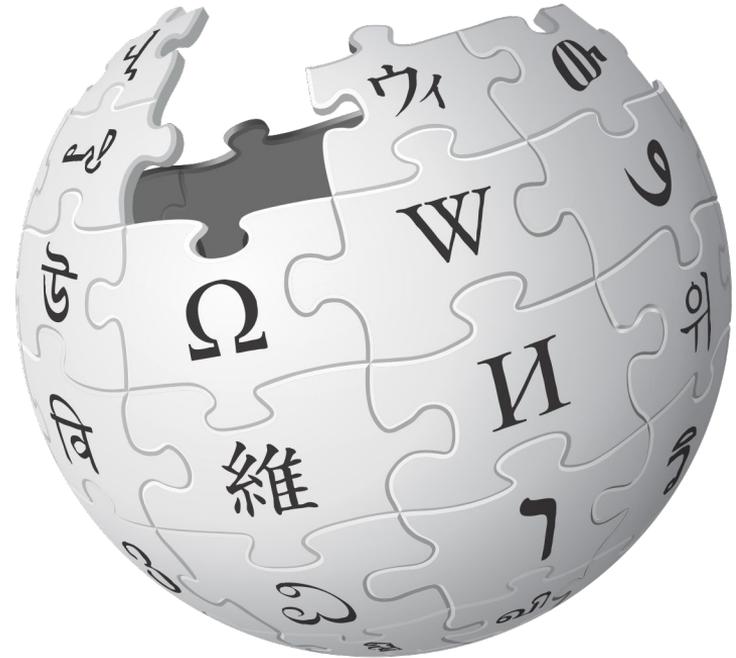
About seven out of ten say they either didn't know Wikipedia relied on donations, or what the donation would be used for.

Q20a: Which of the following best explains your decision NOT to make a donation to Wikipedia? Base: 842 never donated.



Attitudes toward Wikipedia

Russian internet users by Generation
Total Base: 1150
Weighted Data



What readers in Russia find personally important is also what they most strongly associate Wikipedia with: free knowledge, being useful and comprehensive.

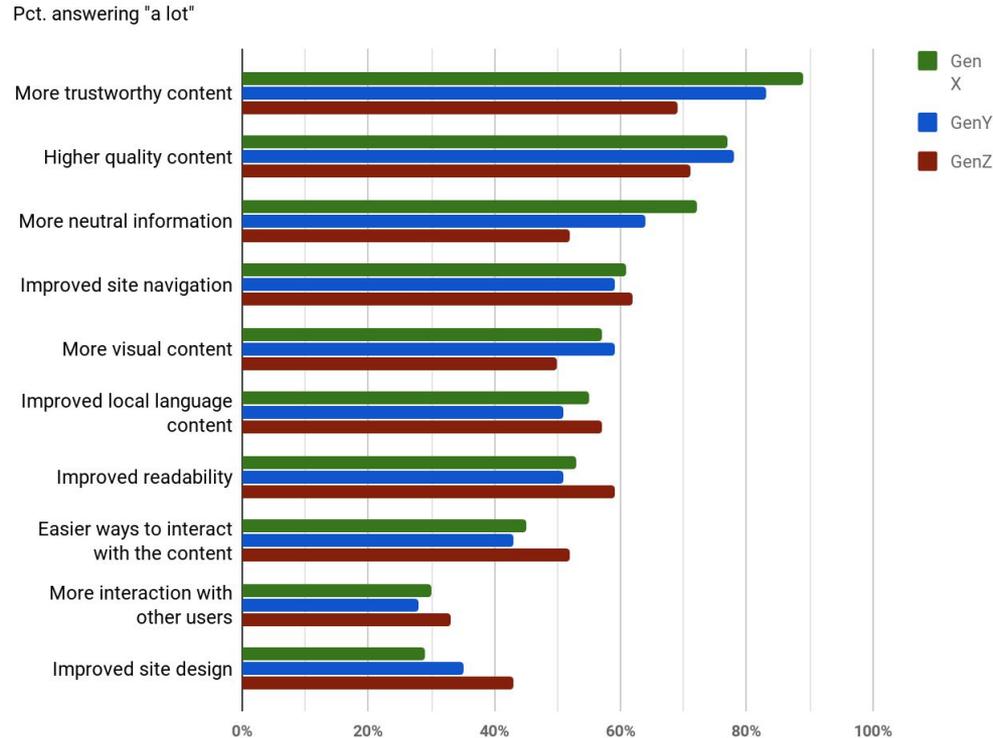
	GenX		GenY		GenZ	
	Mean Association Rating	Personal Importance Ranking	Mean Association Rating	Personal Importance Ranking	Mean Association Rating	Personal Importance Ranking
Useful	8.9	1	9.0	2	8.7	1
Free knowledge for every person	9.0	2	9.2	1	8.9	2
Comprehensive	8.1	3	8.3	3	7.7	6
Professional	7.5	4	7.5	6	7.1	5
Easy to read	8.1	5	8.3	5	7.3	4
Neutral, unbiased content	7.6	6	7.7	7	7.3	8
High quality	7.6	7	7.7	4	7.4	3
Free of advertising	7.8	8	8.0	8	7.5	7
Transparency	7.7	9	7.7	9	6.6	9



Q11: On a scale of 0-10, please rate how strongly you associate Wikipedia with each of the following words or phrases, where 0 means you don't associate Wikipedia with the word or phrase at all and 10 means you associate Wikipedia with _____. Base 1005 Aware of Wikipedia. Q12: When it comes to Wikipedia, how important are these words or phrases to you personally? Please arrange them in order of importance to you, personally, from most to least. Base 1005 Aware Wikipedia. "T" = Tied.

More trustworthy and higher quality content would improve most readers' experience.

Q22a: As a Wikipedia reader, please indicate how much each of the following changes would enhance your personal experience? A lot, a little, or not at all. Base: 988 readers.



THANK YOU

