


Persona Template

Basic background information and persona illustration

Degree of comfort with technology and levels of social connectedness within the Wiki universe and open knowledge movement



Wikidata Advocates in Emerging Contexts

Wikipedia Editor

| | |
|---------------------------------------------|---------------------------------------------------------------|
| Name Mawusi | Age 23 |
| Lives in Accra | Occupation Legal Admin Assistant |
| Languages English (Native) Twi | Platform Tenure Wikipedia 18 mos New to Wikidata |

Technological Comfort

low
○
 high

Connectedness

low
○
 high

Background

Mawusi works in a small law firm in Accra, but she has a reputation among her friends as a walking encyclopedia. Mawusi started using Wikipedia during her university studies—preferring a quick search online to making the trip to the university library—but she only recently discovered that she could edit Wikipedia herself! And her pastime fills more and more of her day; she loves the idea that she can be adding information about her neighborhood in Accra for the world to read. Mawusi recently discovered Wikidata when she clicked on an item in Wikipedia, and suddenly her possibilities multiplied: people can edit more than just Wikipedia? Why don't other Wiki platforms show up in Google searches alongside Wikipedia? Mawusi has started experimenting on Wikidata and Wikimedia Commons at the moment but is intimidated by the learning curve.

Goals

Have fun Mawusi derives a lot of satisfaction from making edits. She enjoys the immediacy of the changes she makes, and "solving the puzzle" of information sourcing.

Improve the accuracy of existing information about her community, especially when current events trigger her curiosity or make old details obsolete.

Deepen her understanding of local and global issues tied to topics she follows—especially local politics, business law, and the obscure history of Koosé.

Expand content related to her country and culture on the Wikipedia platform for those who have interest in neighboring regions, and around the world.

Barriers

Uncertain of Wikidata's value-add initially—only after stumbling upon it several times has she started to understand some patterns.

Unaware of Wikimedia user communities and the opportunities and support that are available through them.

The cost of cellular data often restricts Mawusi's editing to very short spurts, and discourages her from spending precious bandwidth on tutorials and community fora. Home internet is even more expensive.

Lacks the formal linguistic training she needs to be able to edit and translate her local language with full confidence.

Activities


Mobile Editor Mawusi edits almost exclusively on the go, particularly on walks and commutes. Events on the news, or physical landmarks large and small will send her down a Wikipedia rabbit hole, almost always revealing gaps in information that she later tracks down and adds.

Occasional Quality Controller She edits on her laptop at work when she discovers edits that are more tedious and require more time. For these, she generally uses Wikipedia spellchecking and citation tools. She doesn't always have down-time for this work though, so often the more significant edits remain outdated.

Budding Translator Mawusi recently translated her first article in Twi. She realizes this is one place she wants to be able to contribute more in the future, but knows she needs a grammatical refresher first.

Tools InSpyder, CitationHunt

Quality x Availability



This graph highlights the persona's activities in relation to data quality and data availability. The grey dots indicate the activities of other personas in this set.

Design Considerations

Sees herself as a Wikipedian, and struggles through Wikidata toward that end, improving the quality of data but unsure how to participate further on a seemingly separate platform.

Is an emerging super-volunteer, but engages independently and follows her own curiosity. Mawusi is excited to edit in her spare time, but it is harder for her to see and understand the logic and potential of Wikidata without the advocacy of other community users.

Motivated by the fun of making knowledge available, particularly about matters of local interest. The ideals of the Open Knowledge movement appeal to her, but she only commits volunteer time because editing is its own kind of game.

Persona's activities and impact on data quality and data availability; personas shown in relation to each other

Key takeaways; opportunities for Wikidata and Wikimedia

Narrative description regarding lived experiences and their journey to Wikidata.

Intrinsic and extrinsic motivations in relation to platform engagement

- A *impact on data availability*
- Q *impact on data quality*

Pain points, needs and challenges faced by the persona; opportunities for Wikidata and Wikimedia

Technical, social, organizational, and administrative activities on the Wikidata platform; interactions and tools related to named activities