

# Research on Internet Users' Perception of the word 'Wiki'



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**The main aim of the research is to evaluate how the word 'Wiki' is perceived by internet users in major markets across the globe.**

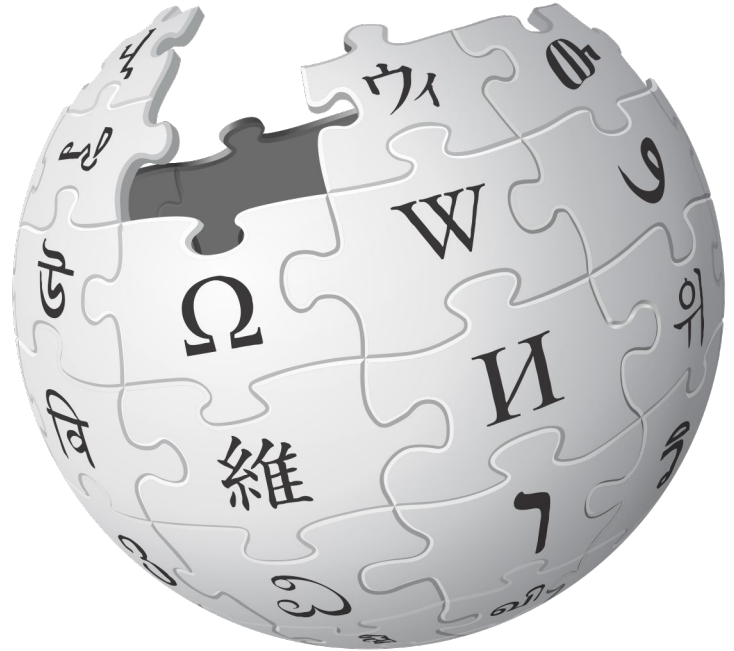


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# Research Objectives

By implication, the research evaluated:

1. The perception of internet users of the word 'Wiki'
2. The share of top-of-mind of Wikipedia when the word 'Wiki' is thought about
3. The trade-off between the Wikimedia brand and Wikipedia product under the term 'Wiki' in the minds of users
4. How 'Wiki' is associated with 'Wikileaks' or 'WikiHow' in popular perceptions



# Survey Design

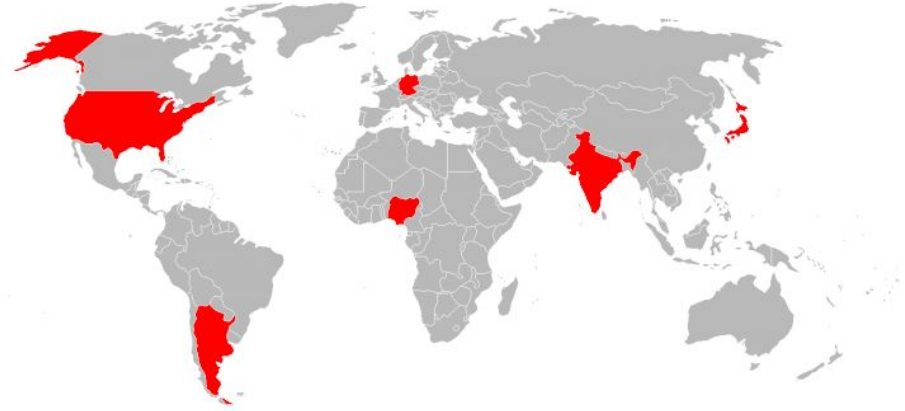
**Method:** Online survey in an Online Access Panel (Pollfish)

**Countries:** Argentina, India, Japan, Nigeria, United States and Germany

**Sample size:** 1,200 - 200 per country

**Quotas:** The samples were controlled by age-groups

**Questionnaire:** Identical questionnaire for all countries with two major questions



Two main questions were asked of the respondents

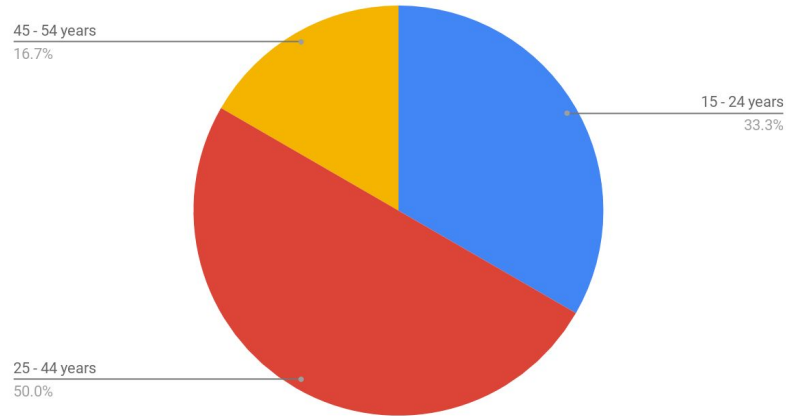
1. What is the **first thing** the word 'Wiki' reminds you of/makes you think of?
2. What is the **second thing** the word 'Wiki' reminds you of/makes you think of?



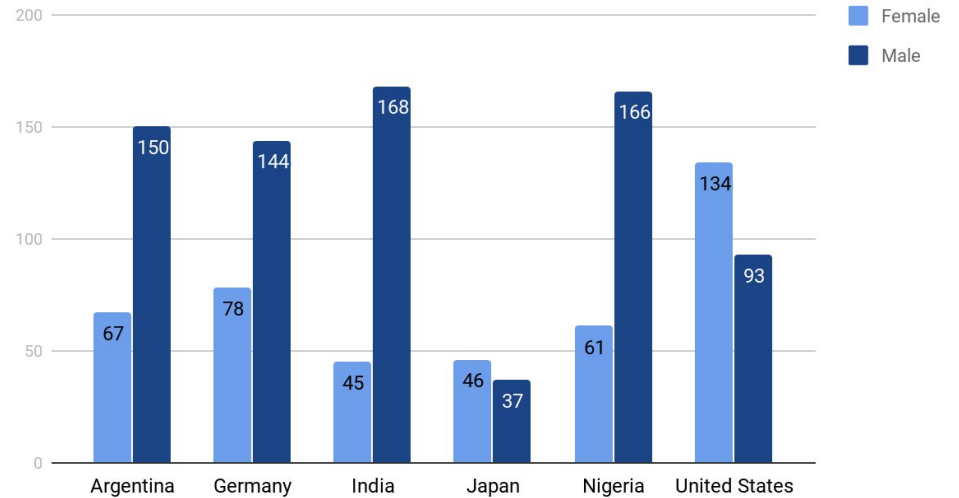
# Demographics

## Age, Gender, Countries

Age Group Distribution



Country vs Gender









# Wiki perception

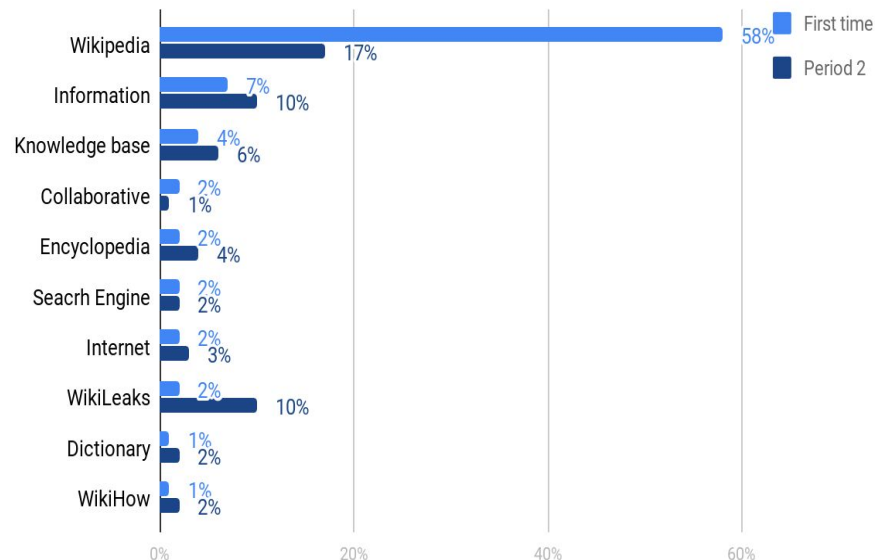
## First vs Second time perception

A plethora of words, brands and meaning came up from the respondents, showing the divergence of perception of the word 'Wiki'. But amidst all, Wikipedia stood out as the most perceived word at first thought with 58% perception rate among valid responses of 1,043.

In addition, 11% of the respondents attested that they thought about a knowledge-based website and collaborative web content creation and modification as top of mind when they hear the word wiki, which points towards Wikipedia also.

On second thought, WikiLeaks shot up from 2% to 10%, and WikiHow also grew from 1% to 2%.

First-time perception of the word 'Wiki'



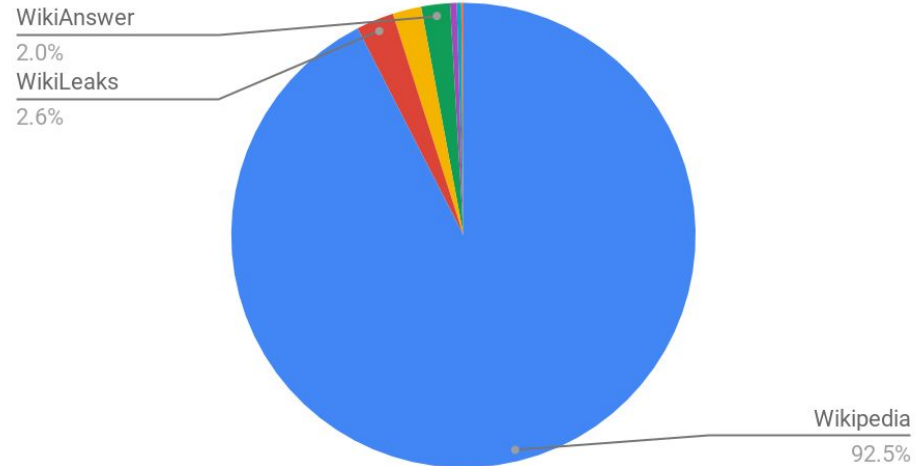
# Wiki perception

## Perception among Wiki Brands (First time)

Selecting only the brands, products and organization mentioned by respondents there is Wikipedia, WikiHow, WikiLeaks, WikiAnswer, Wikimedia, Wiki Sticks Toys, WikiBuy, and Wiki for Games.

Comparing this share of brand mentions, Wikipedia also stood out with 92.9%, followed by WikiLeaks (2.6%), WikiHow (2%), and WikiAnswer (2%).

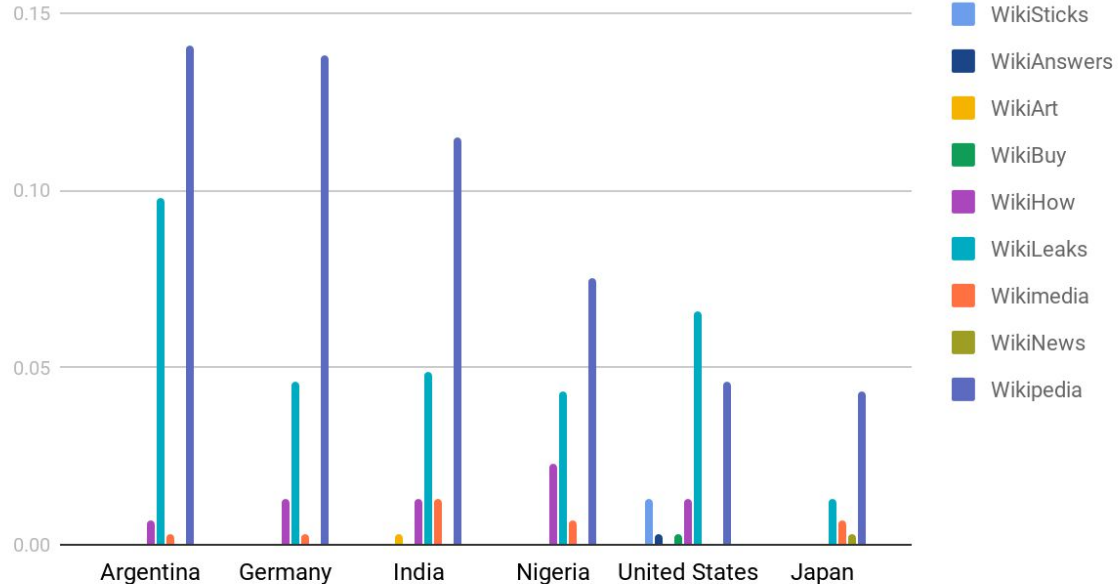
Perception rate among Wiki Brands



# Wiki perception across Countries

To see how Wikis rank in the minds of internet users across the target countries, the findings showed that Wikipedia is most prevalent among Argentina users, followed by Germany and India. WikiLeaks on the hand is also prominent in Argentina and US, while WikiHow was most prominent among users in Nigeria.

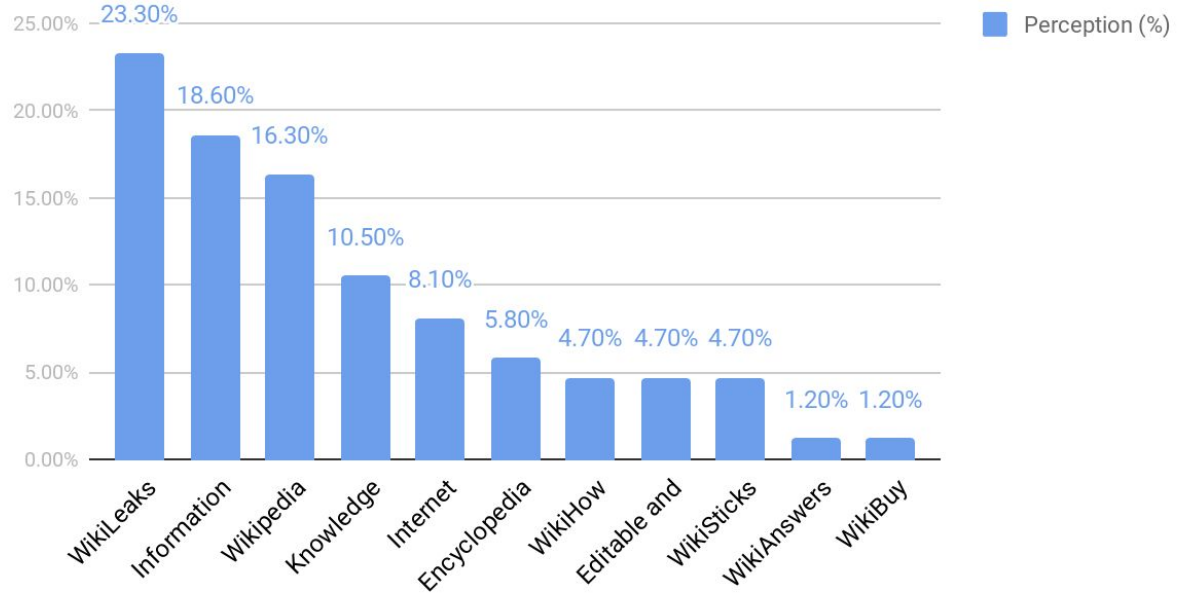
Wikis by Country



# Wiki perception in the United States

As shown in the chart on perception of Wiki in the United States, WikiLeaks seems to rank highest at first perception with 23.3%, while the word Wikipedia was related to Wiki by 16.3%. However, a large portion of the respondents said they attributed Wiki to an information portal (18.6%), knowledge platform and an editable and modifiable content by collaboration (4.7%) all attributable to Wikipedia.

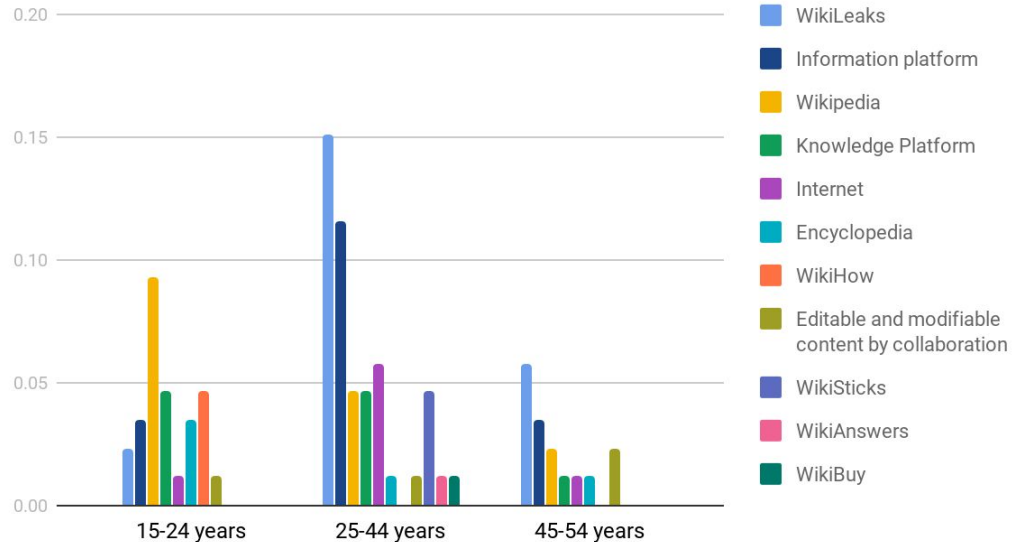
Perception of Wiki in United States (%)



# Wiki perception in the United States by age groups

WikiLeaks perception under the Wiki name was most pronounced in the 25-44 years group and the older group (45-54 years), whereas Wikipedia was mostly attributed to Wiki by the younger generation.

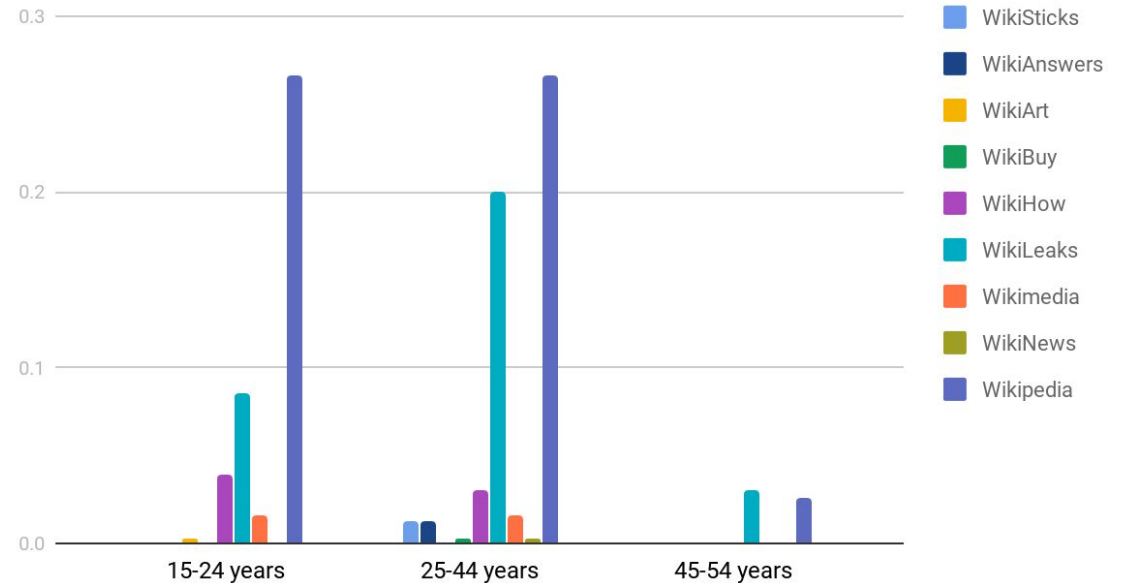
Wiki Perception among US respondents by Age Groups



# Wiki perception by Age Groups

A prominent feature here is that the perception of Wiki as WikiLeaks is most pronounced among the 24-44 age group. On the other hand, Wikipedia is shown to be pronounced in both 15-24 years and 25-44 years, which represent the active and educative group.

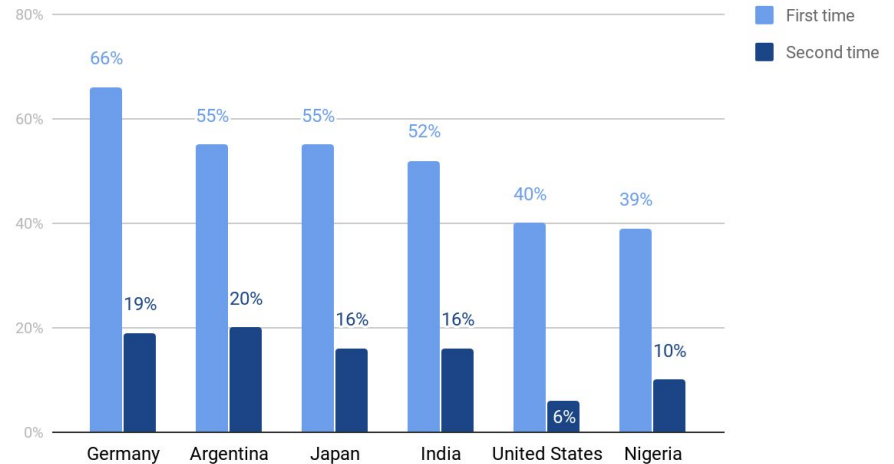
Wiki vs Age Groups



# Wikipedia perception across countries

From the chart here, we see how the word 'Wiki' is perceived by the different countries under the survey, with majority perceiving Wiki as Wikipedia in Germany (66%), followed by Argentina (55%) and Japan (55%), while United States and Nigeria recorded a response rate for Wikipedia at 40% and 39% respectively.

Wikipedia perception with Wiki in selected countries





# Wiki Perception

## Wikipedia vs Wikimedia

Most internet users identify Wiki with Wikipedia rather than with Wikimedia. This is confirmed with Wikipedia at both instances ranked far above Wikimedia in terms of perception of internet users when wiki is mentioned.

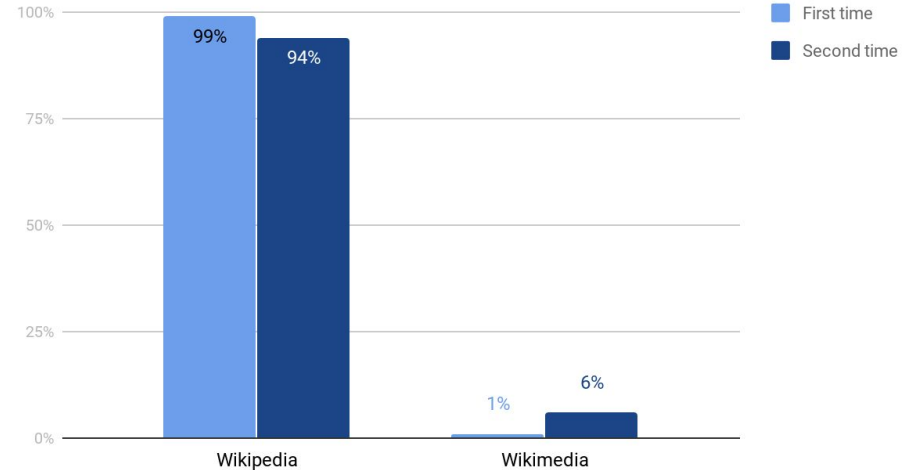


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Wikipedia vs Wikimedia



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