Wikimedia Foundation

Non-editing Participation Final Report

WIKIMEDIA
FOUNDATION

YUX

Executive Summary

Our primary aim was to explore and uncover diverse avenues for user engagement through non-editing participation features

YUX facilitated a participatory design process in collaboration with the Wikimedia Foundation

To lay a strong foundation for our research, we commenced with a data gathering and literature review, immersing ourselves in the existing scholarship. This exercise equipped us with a robust understanding of the landscape and provided valuable insights into non-editing participation, and also set the stage for the selected platforms for the comparative analysis

Furthermore, we engaged with Wikimedia stakeholders, drawing from their collective wisdom on the project. We then engaged in interviews with readers/participants focusing on their reading experience on key selected platform (as well as other platforms)

Key Research Questions

- What types of engagement are other similar organizations deploying for their readers' benefit?

- What types of engagement has the WMF deployed previously to receive positive feedback and user uptake?

- What other opportunities exist and how can the WMF best evaluate their efficacy in increasing reader engagement?

- What can be gained from non-English reading markets?

Key Findings

- Platforms with a Q&A format such as Quora or Stack Overflow are used for quick specific searches

- Wikipedia is mainly used to find factual information, it is therefore considered as a trustworthy source

- Users like the upvote/downvote feature used on Quora and StackOverflow, as it allows them to find the most relevant information which is prioritized

- The NEP on Wikipedia remains concealed from readers, as only editors have knowledge of its existence, and there are no opportunities for interaction between readers and editors through NEP.

- Users mentioned when it comes to using Wikipedia, the articles can be too long to read, and the interface can be too cluttered, rendering the reading experience fastidious

- Users suggest integrating an AI chatbot which could provide article summaries and make the reading experience more interactive and engaging
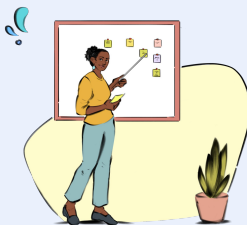
OUR APPROACH & DELIVERABLES.

Desk Research & Preparation

Exploration

Synthesis & Reports

Kick Off Wikimedia-YUX

Define missions and objectives
Align on team roles & timeline

Data gathering & Literature review

Assimilating data and existing literature
Evaluating and selecting relevant sources of information
Critical analysis of existing scholarship related to non-editing (non-productive) participation in online peer production communities
Finalize list of competitor sites to be analyzed

Interviews with WMF employees

Interviews with **5-7 WMF employees** to get an understanding of their perspective on ways they believe the reading experience can be improved . Also, WMF employees will be presented with competitor sites and asked to share their feedback and thoughts. The WMF employees will also be asked to share their experiences (if any) from working in other organizations with peer production communities prior to joining the WMF.

Comparative analysis

Interviews/usability tests with **7-8 users of competitor sites** (e.g Medium, Kindle, Reddit, etc) to gather input around the competitive landscape, provide insight to how these sites compare to Wikipedia and identify opportunity areas to improve the Wikipedia reading experience.

Comprehensive and systematic review of competitive landscape including product offerings, customer base, reviews, and industry reports .

Research Report & Presentation

The final output will include the full report of the existing academic literature review, comparative review of other similar platforms, ecosystem mapping of the competitive sites, , synthesis of staff interviews and suggestions for additional avenues for research.

Slide deck containing results, insights and recommendations.

Access to Miro Board

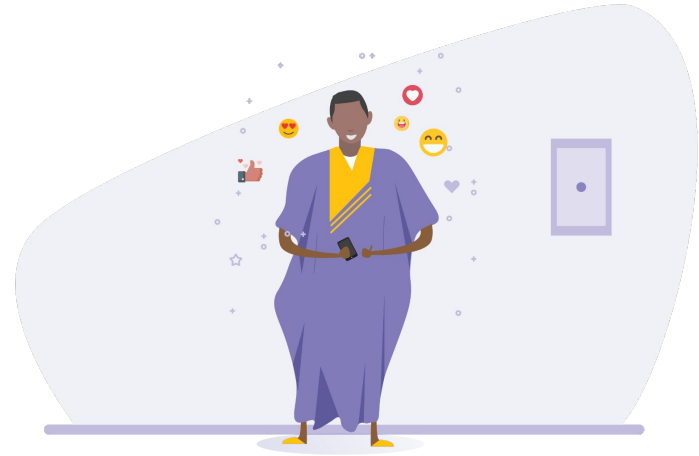To **miro**

Link to Project Miro board

The Project Miro board contains insight from all the interviews conducted for stakeholders and participants. It also contains all the detailed information on the literature review as well as the detailed comparative analysis on different platform.

TABLE OF CONTENT

This report is structured in the following parts:

NEP Recommendations

NEP RECOMMENDATIONS STRUCTURE

The next few slides provides the high-level key recommendations based on insight gained from

- Literature review,
- Participant interviews, stakeholder interviews and
- Comparative analysis on different platforms

Insights are organized in two high level themes:

- **Platform goals**: What NEPs promote participation through Wikipedia's fundamental platform goals.ie

  - Free access to knowledge
  - Factual, accurate, objective & verifiable information
  - Community-Driven approach

- **Reader/participant experience**: What NEPs promote participation on Wikipedia by improving participant experience. Ie.

  - Readers individual experience
  - Readers interaction with other readers
  - Readers interaction with editors/contributors/volunteers

NEP RECOMMENDATIONS BASED ON PLATFORM GOALS

- Free access to knowledge
- Factual, accurate, objective & verifiable information
- Community-Driven approach

Here are some high level opportunity areas on related to the Wikipedia's fundamental platform goals

- HMW elevate Wikipedia's presentation of factual data in visual and less textual format to captivate and engage readers, stimulating their active interaction and participation on the platform?
- HMW keep Wikipedia's references current and pertinent, empowering active involvement from readers with the latest, most relevant information?

- HMW develop mechanisms that foster a sense of community among Wikipedia readers, enabling them to collectively enhance the platform's content?

High Level Recommendations

- Complement textual information with the **use of multimedia elements (video, gifs, images), infographics, interactive charts or diagrams to make complex information more accessible, interactive timelines represent historical data & event** and allow readers to explore data themselves.

- Explore systems where **readers can suggest updates or flag/signal outdated references**.

- Maintaining an **up-to-date references by automating checks and involving users in source verification, for instance with a rating system** and ensuring objective, well-cited content with clear guidelines and AI-based fact-checking, while promoting collaboration.

- **Building community through forums, meetups, and recognition for active contributors on the platform.**

NEP RECOMMENDATIONS BASED ON PARTICIPANT EXPERIENCES GOALS

- Readers individual experience
- Readers interaction with other readers
- Readers interaction with editors/contributors/volunteers
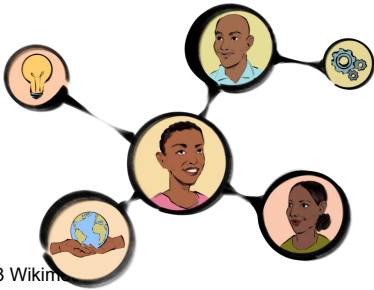
Here are some high level opportunity areas related to focus of readers/participant experience on Wikipedia that could be further explored

- HMW streamline the reader experience for content discovery and contribution, facilitating individual participation on the platform?

- HMW develop features that connect readers with shared interests or expertise, promoting meaningful interaction and collaborative participation?

- HMW establish effective feedback mechanisms for readers to contribute insights and suggestions to editors, enhancing their collaborative participation?

- HMW recognize and celebrate the contributions of readers who actively engage with editors, promoting a culture of appreciation and participation within the Wikipedia community?

High Level Recommendations

- Offer **step-by-step tutorials/ tooltips / visual cues to encourage readers on how to edit,** discuss, and engage with articles.

- Make **article recommendations based on reader's history,** for a more personalized experience

- Provide **summarized versions for longer articles**

- Since some features seem "hidden" for users, **make the navigation more intuitive** (e.g. Talk pages, Additional reading links, Wiki portals...)

- Make the **"Talk pages" more user-friendly and visible** to encourage users to engage with the community

NEP RECOMMENDATIONS BASED ON PLATFORM GOALS

Goals: Free access to knowledge, Factual, accurate, objective & verifiable information, Community-Driven approach
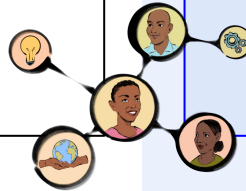
Opportunity Areas

- HMW **elevate Wikipedia's presentation of factual data in visual and less textual format** to captivate and engage readers, stimulating their active interaction and participation on the platform?

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High Level Recommendations

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Stakeholder Interview Analysis

Stakeholder Profiles

The main focus of stakeholder interviews with WMF employees is to get an understanding of their perspective into ways they believe the reading experience can be improved on Wikipedia

A total of 8 interviews was conducted with stakeholders from different teams such as
- Readers team
- Trust & Safety team
- Editing team

4 themes emerged out of these interviews

- How might we make existing NEPs easily accessible and visible on Wikipedia?

- How might we improve readers individual experience on Wikipedia?

- How might we improve readers interaction with editors on Wikipedia?

- How might we improve readers experience & interaction with other readers on Wikipedia?

Stakeholder Opportunities

How might we make existing features easily accessible and visible on Wikipedia?

Present content layout in and NEPs in a visual and digestible format.

Stakeholders expressed there is currently a lot of information and controls on the Wiki platform, however, most of them are hidden to the user and sometimes very difficult to retrieve. They also expressed, might mostly be known to editors who constantly have to interact with a lot of features to contribute to the platform.

Stakeholder Proposed NEP(s) : existing NEPs more visible and visual (icons etc)

YUX recommendations : interactive visual summaries (infographics, gifs etc), customizable reading styles (readers get to choose to have content displayed in traditional text view / visual cards, slideshow etc)

Display a list of events in a chronological timeline order for easy reading.

For specific types of content that highlights a person life, a nation's independence history or any information that follows a chronological order should be represented in a timeline format to help guide the readers to 1) gain better understanding of the context 2) quickly find information 3) quickly zoom in and out of information to find linkages.

For biographical articles, enables the addition of social media pages

Stakeholder Proposed NEP(s) : Link to official social media handles (movements, celebrities etc), timelines for historical data

YUX recommendations : directly share timeline information on social media, visual timeline generator, historical maps -stimulates reader interaction, timeline commenting (leaving questions & comments on specific parts of the timeline

"There are alot of features on Wikipedia, but most of them are hidden in different links and it is difficult to get to them"

Stakeholder Opportunities

How might we improve readers interaction with editors on Wikipedia?

Creating mechanisms for readers to appreciate the efforts of editors / contributors

Offering readers quick and intentional ways to appreciate the efforts of editors and has the potential incentivize editors and contributors , thereby elevating the   to the general quality content shared on the platform.

Stakeholder Proposed NEPs : Claps / thanks , reviews/ rating, subscribe to newsletters (from editors)

YUX recommendations : visible contribution badges (editors), virtual "gifts" (tokens, stickers), "editor" of the month virtual "awards" (or editathons/ communities who actively edit)

Creating mechanisms for readers to easily share resources with editors

Insights from previous research have shown that most users do not edit because they believe it is a task reserved for the "experts", or simply do not want to edit. Providing ways for users to share resources to editors who have the ability / willingness to edit would be a helpful feature. Eg. a user finds an error can easily flag the error and provide context for editors/contributors to make the changes.

Stakeholder Proposed NEP(s) : error reporting tool (select type of error eg. factual error, citation needed and provide evidence)

YUX recommendations : "suggest an edit" button, resource sharing dashboard (readers readers can resources related to article content, editors can review, after being notified), gamified feedback system

"Liking" a post is very different from "thanking". "Thanking" holds more weight and has a greater effect on the editor

Stakeholder Opportunities

How might we improve readers experience and interaction with other readers on Wikipedia?

1/2

Creating spaces for users to have productive discourse around a particular topic in a closed community

The discussion space is to serve as a place where users can have topic-centered discourse with each other within a closed community. Currently, there is no way for users effectively interact with themselves to share information without the weight of feeling they need to be experts to share.

Stakeholder Proposed NEPs : emojis / quick visual engagements within the forum, Share (on other platforms), comments,

YUX recommendations : topic-centered discussion forums

Making off-platform sharing to other social media standout

Most people share information about they find on Wikipedia with friends & family on other social media platforms, either by taking screenshots / copying the text. Making this process of sharing out of Wiki, with snippets of the information (and other relevant tags) to other social platforms like Whatsapp, Facebook, Instagram would be useful to readers.

Stakeholder Proposed NEPs : *directly* share snippets of interesting information (Whatsapp, Facebook, etc) *Labeled as a* Fact tag

YUX recommendations : content preview for shared links, customizable sharing templates (to add personal messages, colors etc)

Stakeholder Opportunities

How might we improve readers experience and interaction with other readers on Wikipedia?

2/2

Creating structured tasks/ cues for readers to provide quick edits while reading.

Enabling readers to be guided through the process of giving quick feedback / edits while exploring different articles on the platform, especially newcomers to the platform.

Stakeholder Proposed NEPs : Highlights, *This is a* Fact/ *This is* interesting / *This is* counterintuitive,

YUX recommendations : visible contribution badges (editors), virtual "gifts" (tokens, stickers), "editor" of the month virtual "awards" (or editathons/ communities who actively edit)

Opportunity: Creating structured tasks/ cues for readers to provide quick edits while reading.

*"When I am on the subway, **Google Maps prompts me to make some quick edits. In that moment, I am equipped, and I use my intuition to answer. It requires zero effort from me .***.*

I do it because I know this is an action that could help others and my future self would thank me."
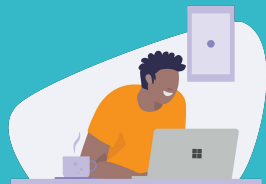
Stakeholder Opportunities

How might we help readers improve their individual experience on Wikipedia?

Creating ways for users to compose personal knowledge in the moment

Enabling users to collect resonant bits on information (articles, pieces of articles, pictures, links, dates) to store and use / make sense out of it later without breaking the flow of reading /engaging with the current article/information. Considering smaller/larger granularity levels of information has the potential to open other opportunities

Stakeholder Proposed NEPs : Bookmark, Private or public annotation/ highlights with Notes, smart reading list, shared reading list, tagging, Readers who read x aso read xyz, Did you know section, Text-to-speech

YUX recommendations : Progress bar when reading articles, favorites section (categorization of articles into topic etc), offline reading list

Creating ways for users to evaluate the time, contributions and impact within the platform

Enabling users who visit/read Wikipedia to more clearly see and remember the time they spend and the impact that time has on them. This helps create a greater sense of ownership and engagement, also allows them to learn more about themselves and their and provides the room for more exploration of different topics. Visually seeing contributions fuels more readers to contribute in varying levels.

Stakeholder Proposed NEP(s) : Wiki wrapped - categories/topics read, hours spent reading, impact of edits, recommended topics/articles

Resources

Shared by stakeholders

- [Historical navigation work on iOS](#)
- [Current navigation work on iOS](#)
- [Editing awareness and trust literature review and comparative analysis for iOS](#)
- [Article as a living document experiment (and other awareness and trust experiments)](#)

- [Vision for the future [Product x Design]](#)
- [Essential Infrastructure: Design Sprint (v2)](#)

Participant Usability Testing Analysis

Participant Profiles

The main focus of the interviews was to understand how users and editors interact with NEP features on Wikipedia and similar platforms.

A total of 8 interviews was conducted.

Half of the participants provided from a Wikimedia existing database, and 4 others recruited by YUX

English Readers	French Readers
4	4

English Readers

2 men, 2 women

Ages 22-38 yrs

Ghanaian, Nigerians & Kenyan

2 editors, 2 non editors

French Readers

3 men, 1 woman

Ages 27-33 yrs

Senegalese

4 non-editors

Comparative Platforms

Main platforms selected after literature review & stakeholder interviews based on number of available NEPs on the platform and likeness to Wikipedia

Main platforms

Medium   Quora   stackoverflow   BBC   pulse

Other mentioned platforms by participants

FLIPBOARD   Muzli   OBSIDIAN   pocket   Apple Notes
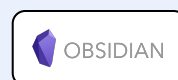
Key Insights

Quora, Medium, Stackoverflow, Other news platforms (BBC, Pulse Africa)

Categorizations of content to facilitate ease navigation and exploration

Both readers and editors spoke highly of the BBC News website for its exceptional ability to assist them in easily locating the specific content they wish to read. They expressed how the website is user-friendly and has intuitive navigation features which has made it their go to site to visit when they wish to seek current informations happening in the world or their surroundings.

Related feature : topic categorization

| **BBC** | **pulse** | **Medium** | **Quora** |

Readers enjoy to participate on platforms with an informal & conversational tone

Participants are drawn to Quora because of its conversational and informal tone in its articles. It fosters a broader spectrum of opinions and perspectives on specific questions, creating a more inclusive environment for users.

One noteworthy feature participants mentioned is the inclusion of images linked to responses, enhancing the visual appeal and capturing readers' attention effectively. This combination of conversational content and visual engagement contributes to Quora's popularity among readers, making it an appealing platform for knowledge sharing and discussion.

Related feature :

Quora

BBC summarize the content which highlights key points and it is easy to navigate content on the site ."

English reader

" I like the images linked to responses, this is very eye catching, I think Quora's features can be adapted to Wikipedia."

French reader

Key Insights

Quora, Medium, Stackoverflow, Other news platforms (BBC, Pulse Africa)

Readers use 3rd party web and mobile content curation platforms to find interesting articles to read

They like to use content curation platforms such as Flipboard or Muz.li because of the accuracy of their recommendations. They will go to the website everyday to find interesting articles to read from different sources

Related NEPs : personalized recommendations

For further reading, readers preferred to follow & save information

Participants shared how the platform makes it easy for them to connect with their favorite content creators by following their page, emphasizing the value of the diverse opinions and key points expressed in the content. Additionally, they highlighted the convenience of saving articles and pictures to their computers for later reading during their spare time.

Related NEPs : Follow, Save/Bookmark

"I really like the fact that after you install Muz.li, they give you the ability to customize the content and the layout...

But I am not sure I would want the same on Wikipedia, because I go to Wikipedia when I know exactly what I am searching for."

French reader

"The medium interface is not impressive but I value the content creation in the platform for expressing key points and diverse opinions"

English reader

Key Insights

Quora, Medium, Stackoverflow, Other news platforms (BBC, Pulse Africa)

Commenting on articles makes participants feel included in conversation

Participants enthusiastically discussed how leaving comments on an article not only makes them feel closer to the content creator but also allows them to express their viewpoints on the topic. The Pulse news website provides a comment section for participants to comment on articles and engage in discussions with other users about the content. This feature fosters a sense of community and interaction, enhancing the overall reading experience.

Related NEPs : comments

pulse   Medium   Quora   stackoverflow

Readers like the upvoting / downvoting feature found on Q&A websites

Users frequently visit Q&A websites like Quora or Stack Overflow with specific questions or problems in mind, seeking rapid answers or solutions. They appreciate the upvoting and downvoting system because it prominently showcases responses with the highest upvotes, thus saving them valuable time. This dynamic ranking system not only highlights the most relevant and helpful answers but also encourages community participation by allowing users to contribute to the visibility of valuable content.

Related NEPs : upvotes & downvotes

stackoverflow

"When I read something on pulse, I like to comment so I express my opinion about that topic"

English reader

"I really like the upvoting system, I rely on the number of upvotes to know if the content is reliable or not. I trust the common sense of the public."

French Reader

" *I would* **love to see an AI chatbot in Wikipedia,** *that will be able to* **synthesize long articles and give you the main points.** *It could also* **provide you with additional resources to read** *to have a deeper understanding of the subject.* "

English, French readers

For further information into insights on the Reading experience of users on Wikipedia, check this report

Comparative analysis

Based on insights from participant usability testing

Platform Landscape

Criteria	WIKIPEDIA	Medium	Quora	stack overflow	pulse BBC
Content type	Encyclopedia articles, references, factual data	Essays, opinion pieces, how-to guides, stories	Questions, answers, experiences, advice	Coding questions, answers, code snippets	News articles, editorials, opinion pieces, features
Mission and Content Focus	Provide objective, verifiable, and well-cited information	Provide a platform for in-depth perspectives and narratives	Share and grow the world's knowledge through Q&A	Help developers learn, share knowledge, and solve problems	Report current events, provide analysis and opinions
Community-Driven vs. Individual Expression	Community-Driven	Individual Expression	Both (Community Q&A and Individual Answers)	Community-Driven	Individual Expression (Journalists)

Users likes and dislikes on the platform

Wikipedia

Likes

Internal links within article can be opened on a new tab for further reading

Article recommendations ("See also" section)

Checking references to assess credibility of information

Talk pages (insight from editors)

Dislikes

Images sometimes too old

Pages too cluttered

Articles too long

Too complex / technical

Medium

Likes

Clean interface

Comments

Follow

Entertaining articles

Sharing of personal experiences & opinions

Dislikes

Paid access to articles (4 free articles / month)

No factual information.

Quora

Likes

Upvoting & downvoting

Filtering options based on upvotes / downvotes

Illustration of answers in with images

Presence of controversial opinions on similar topics

Recommendations of similar questions

Dislikes

More biased answers - most upvoted answers filtered to top of page

stack overflow

Likes

Upvoting & downvoting

Filtering options based on upvotes / downvotes

Go to website for programmers

Dislikes

Categorization of answers by programming languages not intuitive

Cluttered interface

pulse BBC

Likes

Categorization of content for easy navigation on the site

Ability to comment on stories/ articles

Real time news

Factual information on the site

Dislikes

Advertisements are intrusive and disruptive to their reading experience.

Mainly used features and levers for user participation
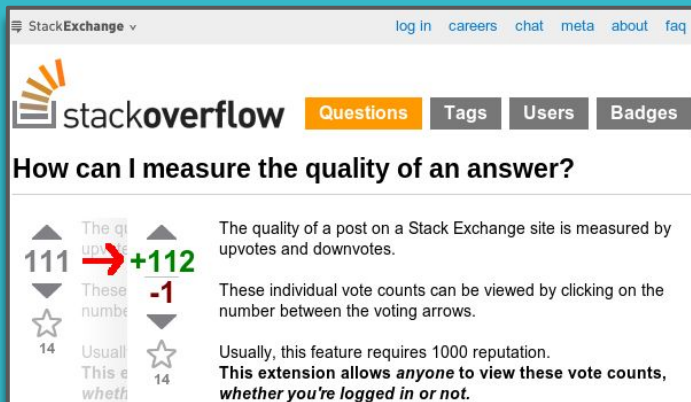
4 NEP features that were most supported of which Wikimedia could benefit from:
- Upvote & Downvote
- Fact Checking
- Article Recommendations
- Save articles

3 levers to participation to consider:
- Rewards & Monetization
- Clean layout
- Topic Categorization

Upvotes & Downvotes

NEP feature that could be adapted to Wiki context

Readers use the Upvote & downvotes as a way to

- Filter content (low-high quality)
- Indicate social consensus

Limitations of the upvote & downvote feature

- The upvoting system can **promote popularity over accuracy**
- Most upvoted answers can overshadow other valid or better answers
- Lack of nuance in instances where a reader might find some parts of the answer correct and find other parts incorrect/misleading
- Downvotes without explanatory feedback can be discouraging for editors

HOW MIGHT WE

- How might we optimize expert moderation to ensure that quality and accuracy are prioritized as much as popularity?
- How might we encourage users to provide more contextual feedback on quality and accuracy of articles?
- How might we incorporate a more sophisticated rating system rather than a binary upvote/downvote?
- How might we increase involvement from minority group editors to increase the amount of content available for underrepresented populations

Likes / Favorite /Claps

Claps are just a way to show appreciation to a post. It really doesn't do or mean anything. It's one of Medium's vanity metrics. It feels great to have lots of claps, but there's no monetary benefit to it. There used to be a monetary benefit to clapping and some writers are still stuck in that mindset so tell new writers that they need to focus on clapping and getting loads of them. But it doesn't matter anyway.

1 clap is the lowest you can give and 50 claps is the highest. Loads of readers and writers classify the claps in different ways, so it's hard to decipher what a reader means when they give you 22 claps over 30 claps.

NEP feature that could be adapted to Wiki context

Readers use the like/ favorite/ clap as a way to show appreciation to content relating to the opinions of others

- Used mostly on social media like platforms, they rarely use them in platforms where they read in detail about subjects

Limitations of the clap/like/favorite feature

- Just like the upvoting system, these features can sometimes prioritize popularity at the expense of accuracy.

- Can also encourage the pursuit of social validation rather than sharing genuine and accurate information

HOW MIGHT WE

- How might we go beyond a simple "Like button" and incorporate a way for readers to acknowledge informative and educational content?

- How might we integrate a wider range of reactions?

- How might we allow users to interact and give feedback on different parts of the content?

- How might we anonymize engagement metrics?

Fact checking

NEP feature that could be adapted to Wiki context

Fact checking on different platforms

- Community moderation on Wikipedia
- Upvotes / downvotes and expert credentials on Quora and StackOverflow
- Reputation system on Stack Overflow
- Editorial guidelines on News websites

Comparison with Wikipedia

- Accurate fact-checking is resource intensive
- Wikipedia articles can be updated in an instant, which means that new unverified information can be posted faster than it can be fact-checked
- Citations can be unreliable
- The incorporation of reputation points on StackOverflow incentivize contributors to fact check information as compared to Wikipedia that has a reliance on public trust rather than rigorous fact checking

HOW MIGHT WE

- How might we implement rapid verification of new information?
- How might me optimize the fact checking process without compromising accuracy?
- How might we create a system that assesses the reliability of cited sources to help users recognize credible information?

Article Recommendations
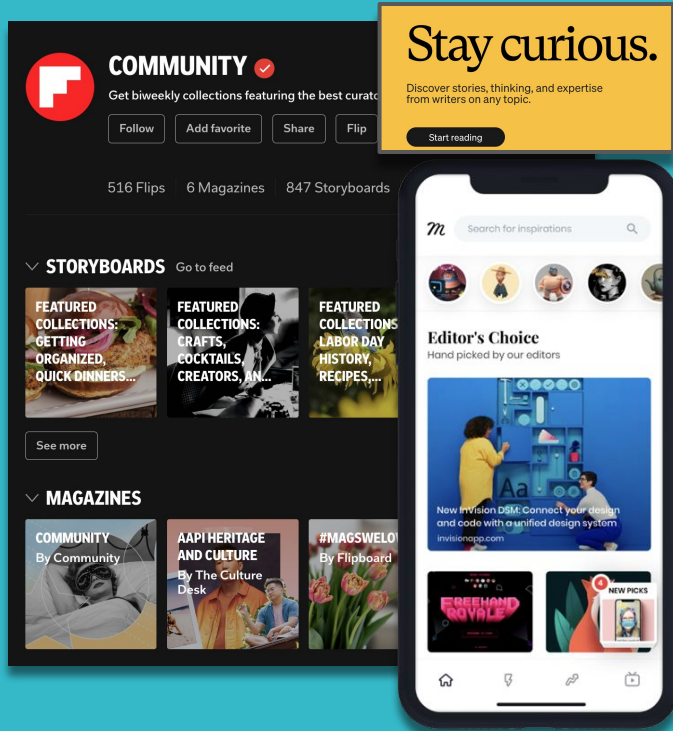
NEP feature that could be adapted to Wiki context

Readers use the third party apps (web and mobile) such as Flipboard and Muz.li stimulates readers curiosity to discover interesting articles to read.

- Provides curation based on persona interest & community interests
- Those platforms will redirect them to other websites such as Wikipedia or Quora where they will read these articles.

Comparison with Wikipedia

- Too much recommendations in "Further reading" / "See also" creates information overload and makes it difficult for users to know what to read next.

- On one hand, Wikipedia does not stimulate reader curiosity and exploration of new content for discovery (Eg. "Random article" feature not visible and intuitive and),

- On the other hand, does not provide more personalization in its recommendation algorithm

HOW MIGHT WE

- How might we encourage contributors to provide input into the recommendation algorithm

- How might we present recommendations in a simplified and easy to navigate format to avoid information overload?

- How might we make Wikipedia more inviting and personalized to user preferences for readers to explore and discover content, even if they don't have a specific topic in mind?

- How might we create a balance between discovery and personalization?

Saving / bookmark articles
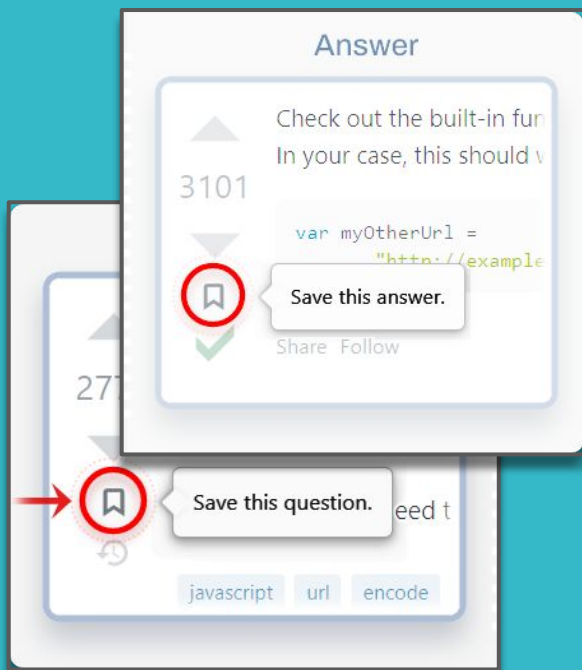
NEP feature that could be adapted to Wiki context

Readers look for ways to save snippets of interesting information they read. Therefore;

- When using Wikipedia, they use other platforms like Obsidian, Pocket, Apple notes to save information they find relevant
- Sometimes take screenshots and save to their device for reference at a later date.

Comparisons with Wikipedia

- "Save as pdf" not easily findable - only allow saving of long format articles
- No way to easily and directly save snippets of interesting quotes/content while reading
- Because readers want to save articles (on their devices/one specific , they have to exit from Wikipedia to interact with other platforms

HOW MIGHT WE

- HMW provide readers with a more efficient ways to capture snippets of content within Wikipedia for online/offline use?
- HMW implement features that allow readers to categorize and tag their saved articles/snippets for better organization?

Rewards & Monetization
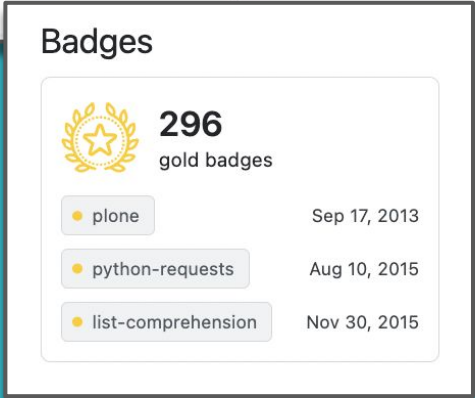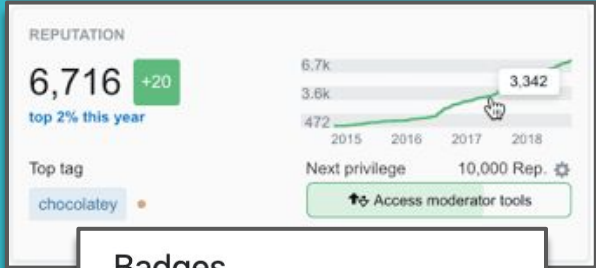
Lever for participation

Monetization encourages contributors to write more quality content

- Compared to Wikipedia where contributors volunteer, Quora, StackOverflow and Medium gives incentives to its contributors
- The reward systems on Quora and Stack Overflow are community-driven, on Stack Overflow users earn reputation points based on the quality of their contributions.

Limitations on other platforms

- Can encourage quantity of contributions at the expense of quality
- Introduction of ads can reduce user experience
- Subscription models and paywalls can be a barrier for readers

HOW MIGHT WE

- How might we acknowledge and celebrate the contributions of Wikipedia volunteers in a meaningful and visible manner?
- How might we incentivize contributions that provide more accuracy to the platform

Clean layout
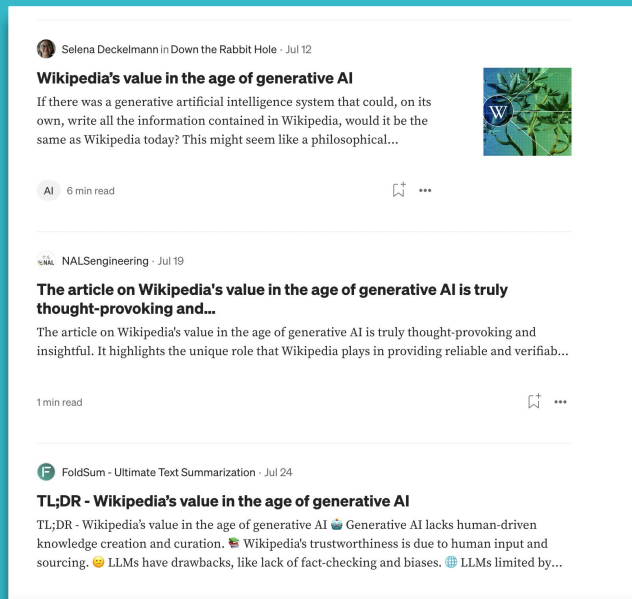
Lever for participation

Readers mostly preferred the layout of Medium due to:

- Articles are often presented in a and minimalistic format, with ample white space and clear typography.
- Use of images, pull quotes, and multimedia elements provides variety and engages readers.
- Straightforward navigation with a clear visual hierarchy

Comparisons to Wikipedia

- Wikipedia's layout can sometimes appear cluttered due to the abundance of text, references, and links.
- The lack of a consistent visual hierarchy makes it challenging for readers to focus on key information.
- Inconsistent layouts on similar pages

HOW MIGHT WE

- HMW incorporate visual elements to improve the visual appeal and readability of Wikipedia's content?
- HMW present different formats of Wikipedia's content?

Topic Categorization
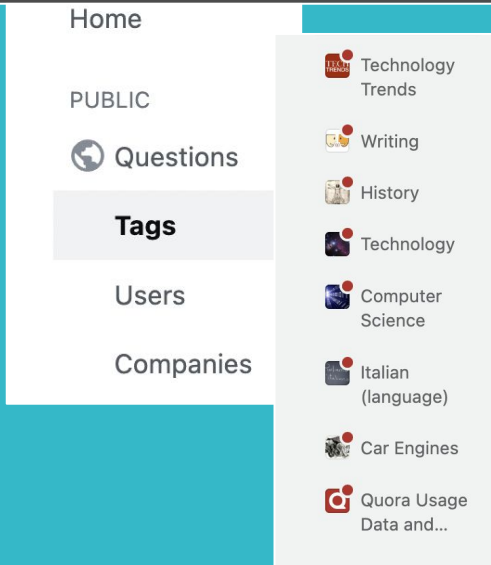
Lever for participation

Readers mostly preferred the layout of Medium due to:

- News websites are mentioned for their robust categorization of different news categories (multiple sections categorized by topics, region or source)

Comparisons to Wikipedia

- Wikipedia features different portals, each portal hosting articles under that category

- Quora features topics

- StackOverflow and Medium features categories and tags

HOW MIGHT WE

- How might we make topic categorisation more intuitive and less overwhelming for readers

- How might we incorporate a tagging system which will make articles easier to find for readers

Further Research Recommendations

Exploring Further Research Opportunities

- Exploring readers behavior
- Leveraging Ai tools
- Optimization of fact checking contents
- Usability testing of NEP
- Accessibility standards
- Wikipedia impact on student

Further Research Study Recommendations

Here are some high level research study recommendation areas that Wikimedia can further explore:

- What types of articles readers will typically read together, to make better recommendations?

- How can we leverage AI to provide article summaries for longer articles and enable a more interactive experience?

- How can we optimize the fact-checking process and assess the credibility of external sources without making the editorial process more fastidious?

- What is the current usability of the Talk pages? What impact does it have on information accuracy?

- Does Wikipedia meet accessibility standards for users with various disabilities?

- What is the use of wikipedia for students? Does it have an impact on their academic performance?

LET'S CHAT !

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