

# Social Changer

## Jae-Hee

AGE:  
27 years old

LOCATION:  
Seoul, South Korea

OCCUPATION:  
Freelance graphic designer

EDUCATION:  
University

LANGUAGES:  
Korean (fluent)  
Japanese (proficient)  
English (proficient)

### Technology comfort level



### Writing comfort level



#### Macbook Pro

**PRIMARY USE:** Graphic design work, maintaining her website, writing, editing Wikipedia



#### iPad

**PRIMARY USE:** Reading, looking for inspiration for her work, and quick internet browsing when she's not at home



#### iPhone 6S

**PRIMARY USE:** Calling, messaging friends on Kakao Talk, Twitter

## Background

Jae-Hee graduated from university two years ago and currently works as a freelance graphic designer. She lives in the suburbs of Seoul, with her parents and younger sister. In her spare time, she works on her digital art and photography, which she publishes on her personal website, through WordPress. She loves reading, particularly fantasy and science fiction stories, in both Korean and

Japanese. While in university, she took a class on design and sustainability and became interested in environmental issues. Now she volunteers for an environmental advocacy non-profit which educates people about living a sustainable lifestyle, and shares similar lifestyle tips on her personal blog.

## Tech Habits

She first started using a computer in grade school, and got her first smartphone in high school. She uses social media avidly, particularly Twitter to share her work and writing, and to follow other

environmental groups. She is well-known by her online username, "jigu". She learned basic HTML to run her website, and uses Adobe software for her graphic design and art.

## Perceptions of Wikipedia

She first used Wikipedia in university, and then started to use it more frequently while researching fantasy literature and inspiration for her art. She mostly uses English and Japanese Wikipedia, because she often finds incorrect

translations or limited information on Korean Wikipedia. She sees Wikipedia as a formal, proper source of information, compared to other websites like Namuwiki which is more opinionated, but also more relaxed and collaborative.

## Experience Goals

- To freely share her opinions and knowledge without conflict or rebuke, like she does elsewhere online

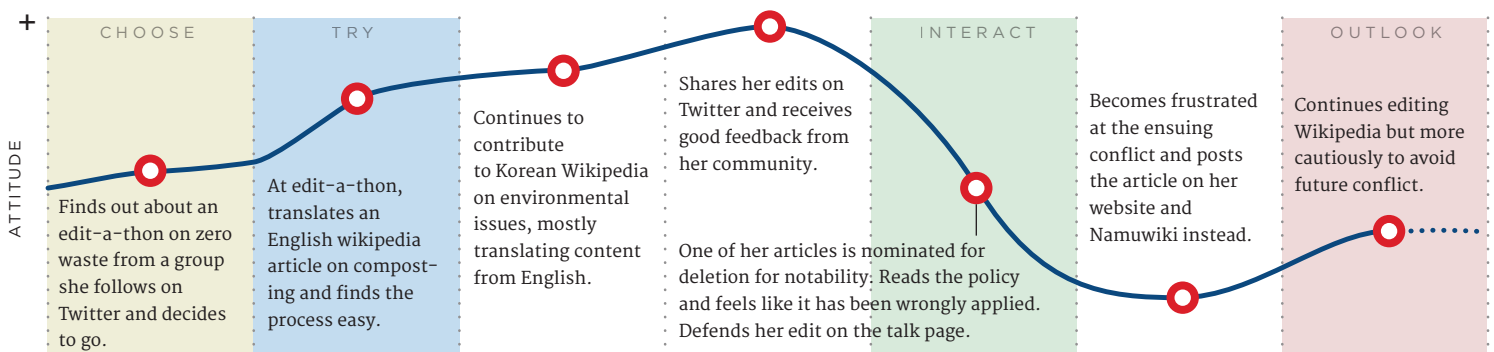
## End Goals

- To raise awareness on environmental issues
- To collaborate with other environmentalists

## Challenges

- Understanding Wikipedia policies like verifiability and notability. Frustrates her that she can't just write what she knows, like on her own website
- Social conflict seen and experienced on Wikipedia. Has received strongly negative responses to her edits.
- Translation takes a long time. The machine translation tool on Wikipedia only does so much, and she has to translate most of the content on her own.

## Editing Journey





# Knowledge Sharer

## Yanko

AGE:  
17 years old

LOCATION:  
Olomouc, Czech Republic

OCCUPATION:  
Student

EDUCATION:  
High School

LANGUAGES:  
Czech (fluent)  
German (conversational)  
Slovak (basic)  
English (basic)

### Technology comfort level



### Writing comfort level



#### Older Lenovo laptop

**PRIMARY USE:** Schoolwork, browsing online, reading



#### HTC Android, with limited data plan

**PRIMARY USE:** Calling, texting, viewing maps.

### Background

Yanko is from a small village outside of Olomouc, Czech Republic, where he goes to high school. He lives with his parents and two younger siblings. He spend a lot of time commuting to and from school and with family. When he's bored on the bus, he reads and listens to punk music. On the weekends, he goes for bike rides with his family, fixes bicycles, and does his chores. He's planning

to go to university for science and attends science events and panels. He is also very interested in German history because he took a German class where they went on a study trip to Berlin and Munich, and he loved it. Since the class, he's been researching German history on his own to learn more.

### Tech Habits

Yanko feels comfortable using and exploring new online platforms. He uses Google Maps and Mapy.cz to plan out his bike trips. He uses Facebook to connect with friends and share photos, and likes that he can leave traces of his daily life. He uses YouTube to find and listen to new music. Whenever he wants to learn something new, he goes first

to Google and reads the top results of his search. He spends a lot of time reading about science and German history online. He used to contribute to an online forum where he would review, post photos of, and create maps for bike trails in the Czech Republic.

### Perceptions of Wikipedia

He has "always" known about Wikipedia. He looks a lot of things up on Wikipedia reflexively, such as bands, history, new science topics, etc. He uses mostly Czech Wikipedia, sometimes German for German history, and sometimes English for things

that are not on Czech (which he read through Google Translate). He thinks Wikipedia is an amazing source of information and uses it whenever he's studying something new.

### Experience Goals

- To progressively make more advanced edits, so that he can become a more technically skilled editor
- To be a part of and participate in Wikipedia's collaborative process

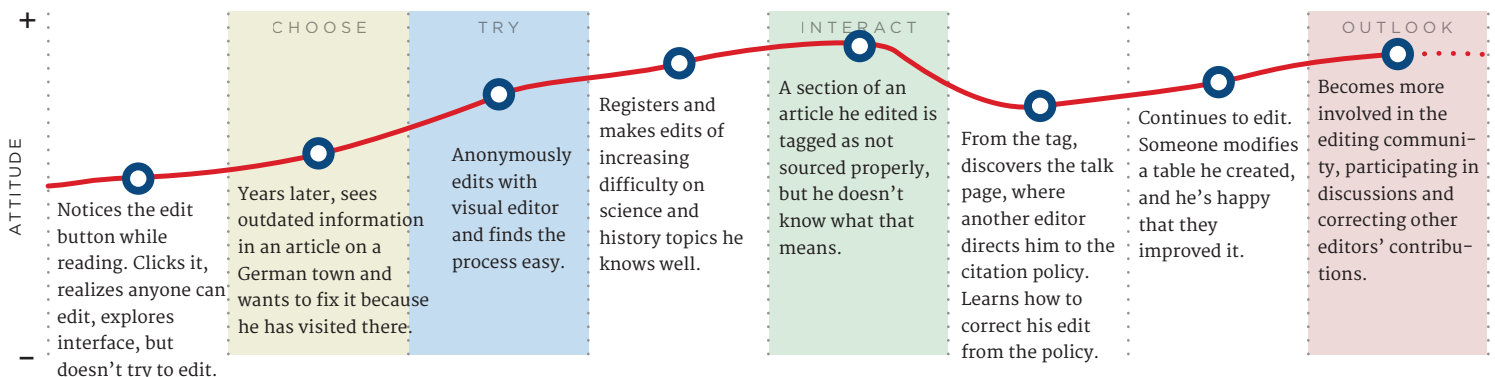
### End Goals

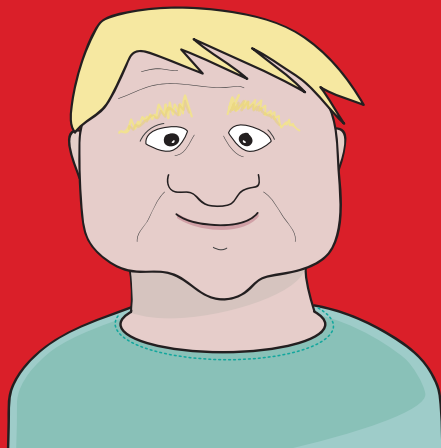
- To make articles, on topics he knows well, more useful and correct for himself and others
- To expand his tech knowledge and skills
- To build tangible proof of his tech expertise

### Challenges

- Not aware of the rules and policies on how content should be written and/or cited for Wikipedia
- Not aware that he can interact with other users on-wiki

### Editing Journey





# Reactive Corrector

Josef

AGE:  
51 years old

LOCATION:  
Prague, Czech Republic

OCCUPATION:  
Data Analyst

EDUCATION:  
University

LANGUAGES:  
Czech (fluent)  
Polish (proficient)  
English (basic)  
Slovak (basic)

## Technology comfort level



## Writing comfort level



### Dell laptop, at home

**PRIMARY USE:** Online research, email, reading Facebook, storing photos



### HP Desktop PC, at work

**PRIMARY USE:** Work (spreadsheets, statistical software), reading news, email



### Samsung Android smartphone

**PRIMARY USE:** Calling, texting, navigation

## Background

Josef lives in Prague and works as a data analyst for a media company. He has been married for 24 years and has a 18-year-old daughter. He's interested in history and politics, and likes to read

nonfiction books on Czech, Slovak, and Polish history. On the weekends, he spends time with his family, visits the library and local museums, and practices his photography.

## Tech Habits

At work, Josef uses a desktop computer with an external mouse, monitor, and keyboard, on which he mostly uses Excel and a statistical software for his work. He reads the news every day online, and will sometimes comment on news articles about current events. At home, he has a laptop comput-

er where he searches on Seznam.cz (a Czech web portal) and Google for more information about the historical events he's currently reading about. He has a Facebook account but mostly browses it for updates from friends and family and doesn't post.

## Perceptions of Wikipedia

He often uses Wikipedia when searching for information on historical and political events. He thinks Wikipedia is a good starting point for him to learn about a new topic and will use the reference index to find additional sources. He mostly uses Czech Wikipedia, but will sometimes use English, Slovak, or Polish Wikipedia, because he thinks Czech has

limited information and because each of these Wikipedias have their own cultural perspective. Josef believes that only people who have credentials in their field should edit, and assumes that there is a committee that reviews content. He learned that anyone could edit from a news article about Wikipedia.

## Experience Goals

- To make edits quickly and easily without having to put in effort to learn new content or how to edit

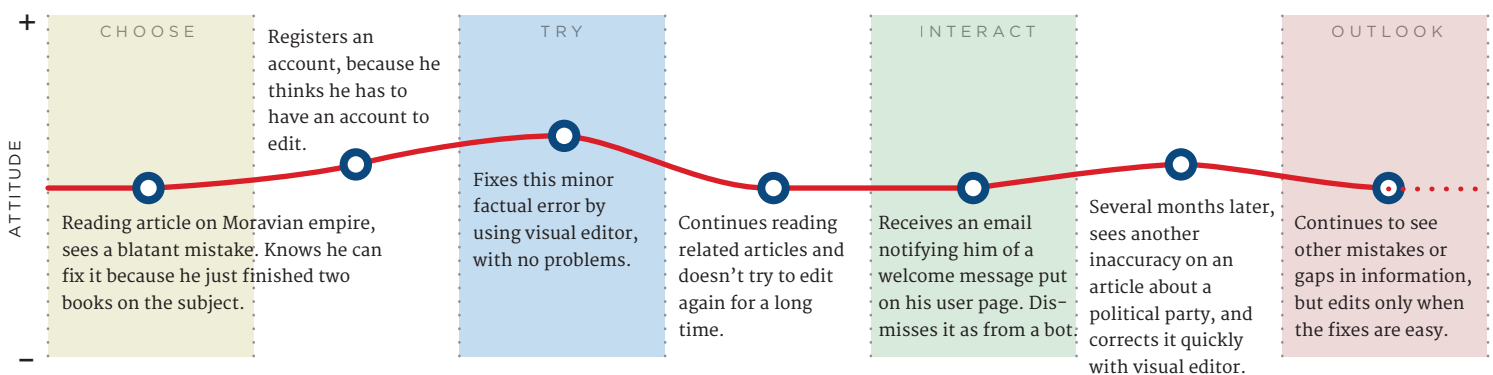
## End Goals

- To correct obvious inaccuracies or mistakes that he finds while reading Wikipedia

## Challenges

- Feels that he's not qualified to make more substantial edits, because he believes Wikipedia should be edited by experts
- Thinks editing is time consuming ("laborious"), particularly to create new content, find citations, or to edit on a topic he doesn't know about, even though he hasn't tried these tasks

## Editing Journey





# Audience Builder

## Gong-Yoo

AGE:  
37 years old

LOCATION:  
Seoul, South Korea

OCCUPATION:  
Entrepreneur

EDUCATION:  
University, MBA

LANGUAGES:  
Korean (fluent),  
English (basic)

### Technology comfort level



### Writing comfort level



#### Samsung Laptop

**PRIMARY USE:** Emails, writing for work and his blog



#### iPhone

**PRIMARY USE:** Calling, messaging on KakaoTalk, social media (Facebook, Kakao Story, Instagram)

### Background

Gong-Yoo started his own management consulting business after working in the private sector for many years. He lives in Seoul with his wife and two young children. He has a university degree in accounting and an MBA. He spends most of his

time working, and when he's not working or with his family, he writes on management practices for his Naver blog and meets potential clients over dinner or at professional events.

### Tech Habits

He has a personal Windows laptop which he uses for his work and writing, and an iPhone which he uses frequently for business calls and to monitor and post on social media. He writes for his own Naver blog, which is among the top-rated business blogs on Naver. He also contributes to Naver forums on business and management, in an effort

to further promote his expertise. He uses the internet quite a bit for work, but it took him some time to learn how to customize his Naver blog. Now he moves fluidly between Naver and his various social media accounts, constantly updating his various online profiles.

### Perceptions of Wikipedia

Gong-Yoo first learned about Korean Wikipedia 8 years ago. He finds it extremely useful for explaining new topics, and does research on both Korean and English Wikipedias often when writing about a new topic on his blog. He learned that

anyone could edit Wikipedia only recently, when he read about this in a news article. He knows that Wikipedia can be edited by amateurs, but doesn't know anything else about how editing works, and the related policies.

### Experience Goals

- To add links and content from his work that will appear on Wikipedia instantly and publicly, without being disputed or removed

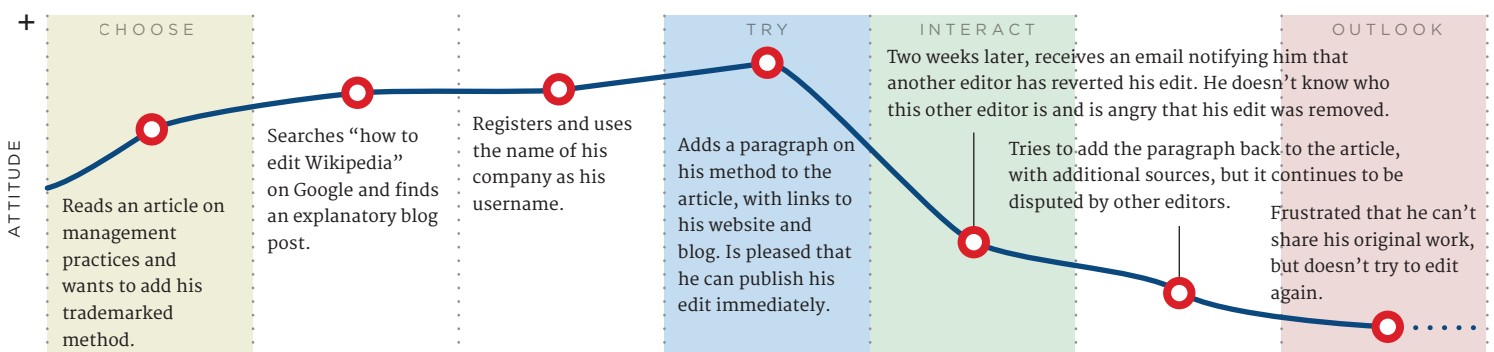
### End Goals

- To increase awareness of the specific management practices he specializes in
- To have his work appear in the top results of Google searches
- To drive traffic, particularly potential clients, to his business website

### Challenges

- Understanding and abiding by Wikipedia's conflict of interest policies

### Editing Journey





# Box Checker

Mina

AGE:  
20 years old

LOCATION:  
Seoul, South Korea

OCCUPATION:  
Student

EDUCATION:  
University

LANGUAGES:  
Korean (fluent),  
English (proficient)

## Technology comfort level



## Writing comfort level



### Samsung Laptop

**PRIMARY USE:** Schoolwork, writing, watching shows and videos



### LG Android Smartphone

**PRIMARY USE:** Calling, messaging on Kakao Talk, social media (Twitter, Facebook, Snapchat)

## Background

Mina is currently studying international relations at Seoul National University. She lives with her parents, and spends most of her time at school or studying. On the weekends, she studies English at a *hagwon* (private tutoring academy), because she wants to go to the US or UK for her Master's degree. She spends her free time with friends or

watching videos online, mainly English TV shows and TED talks. Mina likes to read, and tries to read books on topics mentioned in her lectures. She recently joined a book club for international development graduate students, which she found out about on Twitter, so that she could learn more about the topic.

## Tech Habits

Mina always has her smartphone with her, and uses various apps to keep up to date with friends and the world. She uses Facebook "for everything"; she uses Facebook Messenger to talk to friends and follows pages related to her interests.

Mina uses Snapchat and KakaoTalk to keep in touch with friends, and Twitter to follow the news. She uses Google to search for free digital copies of books her professors recommend, and YouTube to watch documentaries and political commentary.

## Perceptions of Wikipedia

She uses Wikipedia a lot, mostly for schoolwork. Mina usually gets to Wikipedia by first searching for topics on Google. The language she uses depends on what she's researching. She uses Korean Wikipedia for Korea-specific topics, like aspects of

national politics and culture; but she mostly uses English Wikipedia for her schoolwork because it's more academic and formal. She has also used Wikimedia Commons to find images for her papers.

## Experience Goals

- To make edits quickly and painlessly, so that she can do her assignment easily

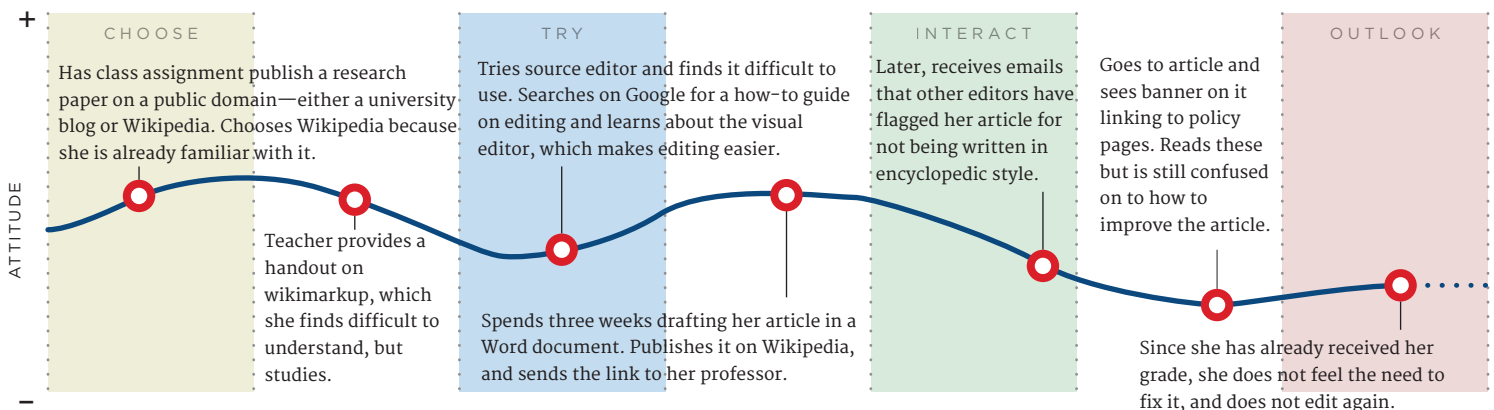
## End Goals

- To complete her school assignment by publishing a research paper on a public domain

## Challenges

- Finding the editing interface unintuitive, particularly source editor
- Understanding how to implement Wikipedia policies

## Editing Journey





# Joiner-Inner Helena

AGE:  
58 years old

LOCATION:  
Ostrava, Czech Republic

OCCUPATION:  
Retiree

EDUCATION:  
DiS (specialist with diploma)

LANGUAGES:  
Czech (fluent),  
English (proficient),  
German (basic)

## Technology comfort level



## Writing comfort level



### Win Notebook

PRIMARY USE: Email, online browsing, Skype



### Nokia Feature Phone

PRIMARY USE: Calling

## Background

Helena is a retiree living in Ostrava, and she has one daughter and two grandsons who live in Slovakia. She has a technical degree in office administration, and managed operations at different companies in Ostrava for most of her career. She recently retired and spends most of time visiting

or keeping in touch with her daughter, visiting local museums, cultivating her garden, and singing in a local choir. She likes to try new activities when she has time and subscribes to the newsletters of many cultural institutions, such as the library, so she can learn about new courses or events.

## Tech Habits

She has a notebook at home, which she uses with an external monitor, keyboard, and mouse. She doesn't have WiFi at home, but connects to the internet through a mobile data hotspot. She doesn't use the internet much, except to read her

emails, look at the calendars for upcoming events and exhibits in Ostrava, and to Skype with her daughter and grandchildren. She has a feature phone, but doesn't use the internet on it; she mainly uses it for calls to friends and family.

## Perceptions of Wikipedia

Helena is familiar with Czech Wikipedia because it frequently comes up in her Google searches, but she doesn't use it very much. She heard about a Wikipedia editing course being held at the local library, and signed up because she thought it might be a good skill to learn, and wanted to meet other

people through the course. At the course, she was surprised and happy to learn that Wikipedia can be edited by anyone around the world. She thinks it's remarkable that such a comprehensive, volunteer-led information source exists, and this makes her excited to be a part of the project.

## Experience Goals

- To learn a new skill, particularly one that could help her boost her tech competency
- To try out a new activity and see how it might fit with her other hobbies

## End Goals

- To meet new people
- To see if editing would be a fun activity to add to her routine

## Challenges

- Is not sure what to edit
- Has many other activities that compete for her time

## Editing Journey

