

Speaker: ... start, is there anything you'd like to ask me?

Participant 15: No. If I get some signal problems I'll let you know, I'm in a basement and there's a little bit of digital warping there at the end but so far so good.

Speaker: Okay yeah just let me know if you need me to stop or if you can't hear me at any point.

Participant 15: All right.

Speaker: So first round, I really just want to get to know you a little bit better. Could you tell me where you're calling in from and what do you do?

Participant 15: I'm retired. I'm in Fargo North Dakota.

Speaker: Okay. How long have you been in Fargo?

Participant 15: Nine and a half years.

Speaker: Do you like it there?

Participant 15: I do surprisingly.

Speaker: I think everyone has the stereotype of Fargo from the movies and the show.

Participant 15: Yeah you don't see it is wood chipper season here so yeah it's starting to get stereotypical here real quick. I don't know if you saw the movie or now but-

Speaker: I wasn't allowed to watch the movie. My mother terrified me about it.

Participant 15: It probably was the wood chipper scene that she didn't want you to see anyway.

Speaker: That's great. So Participant 15 earlier a few days ago you took a survey, and you said that the last time that you had used Wikipedia on your cellphone was to read about the history of a book called, "The Wealth of Nations".

Participant 15: [inaudible 00:01:27] yeah.

Speaker: Can I ask you to recall that experience and tell me why you were motivated to look that up on your phone?

Participant 15: It's a book I ordered and it's a book well it's been cited for a long time in things I've heard about in terms of the history of economics and the history of capitalism and all that but I'm reading early Karl Marx's work and it was also in the movie about Karl Marx and Karl Marx cites from Wealth of Nations quite a bit so I said well it's a necessary thing to read even though he disagreed with the conclusion that Adam Smith reached. I'm a little jaded here. I used to work in market research. Are these, do you want long

qualitative answers like that like you get in a focus group or is there something digital where I can make the answers more succinct for you?

Speaker: Oh no, just your honest feedback. We're really trying to understand basic motivations and patterns that people have when they're using Wikipedia on their phone so however you'd like to respond. I'm not fishing for anything.

Participant 15: All right, thanks so yeah that's it, that's in a nutshell what I was reading the Wealth of Nations. Do you want more specifics about what I was getting out of it, like basically the history of the book when it was written and just a little bit more about its structure and all that.

Speaker: Okay. Can you recall maybe how long you spent reading all of this information about The Wealth of Nations on Wikipedia?

Participant 15: On that particular one, I tend to exaggerate time because I go to it so ... that's what I like about it, it's a good summary. On this it was no more than five or 10 minutes 'cause I didn't go to the primary ... usually I go to the sources if I'm really digging in, I click on the primary source. In this case I didn't, I usually take Wikipedia's word for it on many things so which I shouldn't do but-

Speaker: How often would you say you go to the sources of articles?

Participant 15: I check their sources maybe every other time, like 50% of the time is a good guess I'll click on it and I'll at least check what the source says. I won't necessarily click on the link and go to the source but I'll click on it to see what it is referencing to. I don't know if that's a distinction that's important to you or not but-

Speaker: Sure that's great.

Participant 15: -then going to the source itself maybe one third of the time after doing that I'll go right to the source and read more.

Speaker: Okay. Are there any particular articles in which that 50% of the time you find yourself checking the source, any type of article in particular?

Participant 15: Usually when it's on a real controversial issue where I want to make an argument 'cause you want to not site the Wikipedia page, you want to go right to the source because when you're especially when you're involved in really vicious internet wars and you want to prove somebody wParticipant 15g, you want to do that. That's why ... and other situations I'm pretty much in a crowd where you're not fighting with somebody, you don't necessarily have to go to it.

Speaker: Okay. Can I just clarify, what to you is a controversial topic, I'm just to be clear.

Participant 15: Usually that's besides politics it might involve an argument over science and history what really happened with history so feeling science denialism or history denialism,

people who just don't believe in history and science and you really have to dig down and like the other day about pit bulls, a pit bull attacked somebody and there are people saying they're just like any other dog if the owner isn't well it's like the gun debate, I had to go right down, I had to cite CDC data and said, "Well they're killing way more people", come on.

Speaker: How often would you say that you're viewing the sources of articles on your phone?

Participant 15: How many times?

Speaker: Yeah how often do you find yourself checking the source when you're on your phone?

Participant 15: Oh how often? Once every two, you mean digging down as opposed to just going to Wikipedia I'm digging down and going to the source, maybe every three days, once every three days, I really dig down.

Speaker: Perfect. Can I ask what is your general perception of Wikipedia?

Participant 15: It is absolutely revolutionary. I had a kid late in life and instead of having a dusty World Book Encyclopedia like we had a World Book Encyclopedia which I would read constantly as a kid I was a total geek like that but to really, really dig down like I do with Wikipedia, I'd have to wait till nine o'clock on a Saturday and go to the library and now I can do it two o'clock in the morning in my pajamas what took it's absolutely ... what my son has seen today is absolutely revolutionary in information science. It's just often people ask, "What's the greatest invention that you've seen since growing up as a kid"? Computer internet, you can't really separate them, computer internet what we can do in terms of research and looking stuff up. It's just like a dream to me. For my kid I try to instill in him how revolutionary this is. "You better be grateful. In my days, encyclopedia in the snow five miles up hill".

Speaker: That's good. How much time on average would you guess you spend on your mobile phone for the internet so not calling and texting?

Participant 15: Since I'm retired and I'm watching another kid I'd say way, way, way, way, way too many times but you want a more clemented answer than that, hours a day, it's just too much time. As I say, I haven't gotten anything better to do with myself.

Speaker: Your words. With that, you're on it quite a bit, are you ever concerned with your data usage?

Participant 15: Not monetarily wise no, no I'm not as yet 'cause I don't have access to a lot of Wifi so I'm not worried about it.

Speaker: Perfect okay so also on your survey you mentioned that you primarily access Wikipedia on the mobile app I believe you said you have an iPhone?

Participant 15: Yes, yes.

Speaker: Why is that app your preferred way to access Wikipedia?

Participant 15: I rarely get to my desktop, I just don't ... it's not that it's obsolete I need it for certain things, I prefer it for certain streaming video I can't get on my DVD Netflix on Hulu that's another question but TV what it's done to TV. There's certain things I prefer to do on desktop and not just-

Speaker: Are there any other ways that you access Wikipedia on your phone?

Participant 15: Sometimes I don't know what you'd call it if I'm on a Facebook app or Twitter app and I click on a Wikipedia link there then I'm on Wikipedia by way of that app.

Speaker: I see.

Participant 15: You know what I'm talking about?

Speaker: Yeah, yeah, yeah.

Participant 15: Or if I'm Safari and I click on a link and it takes me to a Safari kind of read out of Wikipedia and then I have the app, I think I have options somewhere to push a button and open Wikipedia sometimes I don't do that and just read it through that app.

Speaker: Got it okay. Is there anything that you wish you could modify about the current mobile app that would just improve your experience or change your experience?

Participant 15: Yes this tiny little thing, sometimes when you push to go back button you know I push that button I want to go back to the article I can't push another button to go back to it, I have to go back to the original link and click on that and go back to it, do you know what I mean how it's stacked up the pages? Can't go back, there's nothing I can push to make me go back forward to where I was.

Speaker: Okay.

Participant 15: Or am I missing that particular application but that's what I noticed so far I can't go back, there's no button forward if you know what I mean?

Speaker: Got it no, I understand okay. If there's anything you could add to the current platform to improve or change your experience what would that be?

Participant 15: Well maybe this is my own failing, maybe an easy thing that says, "Help edit". Sometimes I click on a source and I go to the page and it says, "Page not there anymore" and I just go back and maybe I just google it and get to another message but maybe an easy way for me to say, maybe it's there and I just haven't used it just to say, "Hey this is a dead link now, update your information". I know you have a team of people who do those kinds of things stuff the information, but maybe there's something to help me say, "Would you like to give feedback on that link or help edit or something".

Speaker: Do you ever edit content for Wikipedia or add content?

Participant 15: You know I don't think I have even once-

Speaker: Okay would you want to?

Participant 15: -I should. You know I would want to, I don't want to get, but then I would spend all my time doing that but yeah there's areas where I had at least questions on sources where there was one issue where a PBS documentary completely contradicted another musical history thing that was on Wikipedia and I at least maybe should have brought that up or something. I don't know yeah I want to do it and should do it more.

Speaker: Okay. So thinking back you said that if we could add something to the app it would be like that help edit button, what do you imagine if we could create a button like that, if you clicked on it, what would you imagine you would find there?

Participant 15: Something better than what Facebook has. I'm so frustrated with them.

Speaker: Okay.

Participant 15: I can't tell you exactly what it would look like but just don't make it like Facebook's when you report a problem and try to call a problem, Facebook is completely dysfunctional in that department. I'm trying to think of a good positive example yeah I'm sorry I don't have anything for you now except to say that make sure it doesn't suck.

Speaker: Okay totally fair. You said that you haven't edited before and you would like to edit, can you imagine the types of things that you would be trying to edit? Is it whole articles, adding a whole new page, editing something in a current page? Is there a particular type of thing that you think you would be more interested in editing than other, anything like that?

Participant 15: I think certain little factoids here and there so far. I might be interested in what you mentioned something bigger getting involved on the page in regard to my ... I'm an amateur, I'm just a self styled retired worker intellectual so there's a lot of things I dabble in but at least on factoids like that I was mentioning I was reading up on the history of reggaeton music it was completely different from what was on the PBS documentary so I'd say "At least cite this source as having a different opinion as to the provenance of this kind of music" bla, bla, bla, something as simple as that, not saying that they were wParticipant 15g just saying there's an opposing point of view on this history or something.

Speaker: Got it, can you tell me what do you imagine what would be the advantages or disadvantages of being able to edit on your cellphone?

Participant 15: The advantage being I'm almost always being on my cellphone and the disadvantage is the fat finger mistakes, you can push the wParticipant 15g thing and the keyboard, there's where a desktop would have to work so if it was really simple work I would want

to do it on a keyboard if I was serious about it. With something simple yeah I could but if I just can't stand that little keyboard even though I do it ever single day.

Speaker: Okay. Can you give me an example just to clarify what a serious edit would be?

Participant 15: Well like a whole page that's saying the whole approach on such and such a project as opposed to like, "Here's another source that differs with you" kind of edit as opposed to like, "I think this whole area is wParticipant 15g or this is a fallacy".

Speaker: Okay.

Participant 15: Something bigger than just another point of view or a different view.

Speaker: Okay. Can I ask just what's your general perception of editing right now since you've never done it before? What do you think really goes into becoming an editor or even a page contributor? Do you have any ideas about that?

Participant 15: What I would think about it?

Speaker: What do you currently know to be true about editing on Wikipedia I guess?

Participant 15: I know it's teams of people that occasionally you get trolls and troublemakers who come in and try to put in ridiculous stuff, but my understanding is it's a pretty good team of people who try to rigorously be truthful and objective as possible and they weed out all kinds of pseudoscience and pseudo history and junk like that. They do it like a true encyclopedia would be group edited. It's my understanding that in the long run and skeptics I think are going to run over on this, it's the wisdom of the crowd, the team of people pretty much keep Wikipedia as accurate as any of the great encyclopedias were, that's my understanding and always gives you the you know so-

Speaker: So knowing that it's as you said like teams of people, do you ever question where content comes from on Wikipedia?

Participant 15: I usually am satisfied when I see the sources cited. I'm usually satisfied sometimes I don't question let me put it this way, sometimes there's no sources cited and then I go to Google and have to window through Google myself to see what the views are. That's just an issue of too much work to be done maybe. It's says "source needed" or "citation needed". There is not a lot of that but enough to where I can tell that people need to jump in and do more of it. I would be hesitant. If I were doing that I would be spending a lot more time on it but on subjects I'm really interested in, I would be willing to go in and look for a source to debunk or support an issue.

Speaker: Okay great. Can you recall a time where your trust of Wikipedia was ever influenced or affected, anything that happened I mean as it's grown throughout the years?

Participant 15: Trust both good and bad, positive and negative or?

Speaker: Yeah just your trust in Wikipedia content and the validity of it.

Participant 15: Well it's been pretty stParticipant 15g, I found it a pretty good step, it's like I would use the encyclopedia except with the encyclopedia as a kid, I'd have to wait and go to the library for primary sources. It far surpasses what I remember as a child because I can immediately double check everything, corroborate anything, you look for the source cited or wintering to Google all the results to Google. Wikipedia saves me a lot of time than going to Google it's way much more time, you go to a subject in Wikipedia. The fact that I can immediately check something on Google compared to Wikipedia is only in the long run has made me feel it's a pretty good source-

Speaker: Okay that's great.

Participant 15: -or a pretty good aggregator of sources should be a better way to put it.

Speaker: Okay so Participant 15 can you recall so you said sorry earlier that you spent a lot of time on your mobile phone and you mentioned that you read Wikipedia probably daily. How much of your time do you think you spend on your phone looking at Wikipedia content?

Participant 15: Oh not more than 10 to 20 minutes a day but that 10 to 20 minutes could be anywhere from one to five different topics and it's a forced multiplier. I go to it for some very critical information and for redirection sometimes I click on the secondary links it provides. You know what, everybody underestimates their time on the phone so that could be a severe underestimation. A lot of people think "I only spend so much time on the internet" and it turns out to be three times what they think so I could be spending more time than I realize. I don't know at least 20 to 30 minutes a day but maybe more.

Speaker: Okay. Do you recall the very last thing you looked up on your phone through Wikipedia?

Participant 15: It was just today, hold on what was it, or it was yesterday, I could tell you if I go through my history if you have time for that?

Speaker: Yeah sure, if you want to tell me about the last thing that you looked up just for-

Participant 15: Oh let me see history, there is no history on the app. I'm confusing it with I don't know I don't remember what was it? Darn.

Speaker: Oh it's okay if you can't recall.

Participant 15: Oh I can't remember at the moment. It'll come to me at the worst possible time but I'm always jumping there from Safari, huh?

Speaker: Would you want a history on the app?

Participant 15: Now that you mention it yeah that would be cool.

Speaker: Okay.

Participant 15: That would really work out good right now 'cause now I'm curious and now I'd like to know what 'cause there's always like, "What was I thinking about the other day and I can't remember" or "Where did I read that, maybe it was on Wikipedia I read that or Google" and then yeah if there was a history or I think I'm logged into my own personal account to the app, I think you have to right. I take it so much for granted now that I push the app and I'm there. Isn't that how the app works, you have to log into your account?

Speaker: I'm not entirely aware, I don't have an iPhone and I don't know the app.

Participant 15: Oh I think so yeah, yeah there's so much I just take for granted for it but that would be great.

Speaker: Okay.

Participant 15: But put that down in the to do list for Wikipedia.

Speaker: Okay. In general when you're reading or using Wikipedia content, what are the things that have to happen for you to feel satisfied?

Participant 15: That if it's a really, really important issue that it does have sources and that the web page are still current for the sources and that if I do my own research independently what they recommend on Google that in turn that corroborates it or what Wikipedia says.

Speaker: Okay. Can you ever recall a time when you were reading or using Wikipedia content and you felt dissatisfied with what you had gotten?

Participant 15: I can't say dissatisfied just like maybe dismayed that it left certain things out like I mentioned in a certain example of the history of reggaeton music just like how could they miss something from a major public TV documentary on that that talks seriously about the issue? Not a big deal but it's like it wasn't even listed as an alternative, it's like, "Huh, what"? It was a fluke, it was a fluke. It's the only time I've ever overly felt kind of befuddled.

Speaker: That's great. You had kind of mentioned this earlier but I was hoping we could dig in it just a bit deeper, how much content, you say you spend about 20 minutes maybe 30 minutes a day looking at Wikipedia content, do you recall like what kinds of interactions are you having? Are you just quickly looking something up? You mentioned that sometimes you dig a little bit deeper, how do you generally spend your time on Wikipedia like sifting through content?

Participant 15: There'll be an issue that I'm interested in like the whole Wealth of Nations thing as an example, I'm been reading up on that involved in it and I just read a passage of it in one of the yearly Karl Marx's thing, I thought, "Okay it was written in 76 and just I think I



better go there and get a better history of how the book was written and the context it was written". I might be online like in the case of this pit bull argument in my neighborhood I thought, "I got there through Google". I googled mortality rate of something and usually I'm glad it happens. Sometimes I get to Wikipedia through my Google searches. I'm going, "Well Wikipedia has a summary on this", that's the first thing I click on usually when I'm doing this when I get my Google search. See it works both way. I also double check through Google on what Wikipedia has said but often on Google my mind is like "Wikipedia has got an article on this. I'm going right to that". Yeah it works both ways. I don't know if that answers your question. I got off on some tangent.

Speaker: No, no, no, that does, that was great.

Participant 15: Yeah?

Speaker: I only have just a few more questions. In your opinion, what do you believe is Wikipedia's most critical feature on a mobile device?

Participant 15: Besides the search function on it, I mean that goes without saying right you try looking for something more substantive than that. I guess its most critical feature is providing links to other articles as you read through it, if it's defining or talking about something it mentions something and then there's the link to that article, that's pretty standard stuff. I mean it's up to date and all those things.

Speaker: Okay. Can you speak a little bit more about your opinion of the search function currently?

Participant 15: It's pretty good once you figure it out, once you figure out that it's not Google, you're not going to type in certain things and get what you get from Google and I'm cool with that but what I really like is if you're not quite sure and you type in a certain word or phrase and that phrase is a TV, movie, a book, a band name, a name of a street, you go to the Wikimedia disambiguation thing where you click on that and you're able to run down and see "I don't want the band, I want the name of the restaurant in New York", you read down and you see restaurant name or something and then you go "That's what I'm looking for" and you click on that, that way I don't have to go to Google and do it and go back to Google.

Speaker: Okay. Is it safe to say that you think it's currently Wikipedia's doing a good job at presenting the different types of similar or potentially similar information?

Participant 15: Yeah, yeah. It took me a couple of days to figure it out a while back but once you figure it out it's great, a newbie might get confused though.

Speaker: Do you recall what was confusing about it initially?

Participant 15: I said, I would have to go to Google and do it and go back. I'd go to Google, Wikipedia, such and such topic, this and that and that it'd come up through Google. I started to

figure out disambiguation page which made no sense to me but it was confusing because I wasn't sure what the word disambiguation means and actually I'd have to look that up and see what it means. All I know is that's the page to go to to figure out all this stuff out.

Speaker: If we could somehow change it to be very clear, is there any ideas you have to change that presentation of data that would just be very intuitive so we wouldn't have to have a learning curve to figure it out?

Participant 15: Yeah let's see say something like all items under such and such, maybe something like that like instead of disambiguation page, it would say list of all things that say well I was going to say Wealth of Nations, say there's a restaurant, a band and all that kind of stuff, it says list of all things under Wealth of Nations, you click on that and then it lists then down Wealth of Nations the restaurant, Wealth of Nations band, Wealth of Nations book by Adam Smith so list of maybe I don't know.

Speaker: Okay that's great.

Participant 15: That might work for the newbies more.

Speaker: Perfect. Is there anything Wikipedia could do to serve you better for any reason you can imagine?

Participant 15: Other than what I've already brought up those tiny little things that I've already brought up, nothing jumps out at me no.

Speaker: Okay, totally fair and finally, is there anything else that you'd like to share with me about any positive or negative experiences you may have had with Wikipedia?

Participant 15: No, just the hope that it can keep going. I've given money to it in the past and if it needs to keep going by way of some small subscription, I could look into my meager budget and cut back on something else and help it but it's revolutionary. My son figured out how to get to Wikipedia, he's nine years old. He's going to revolutionize his access to information as he grows up. Yeah it's awesome, I wouldn't have imagined it 50 years ago.

Speaker: Awesome, great. Before I wrap up, you said small subscription, what's the most you would pay for like for-

Participant 15: I would consider, well I would consider I've given tiny amounts and I've kind of felt guilty now that I haven't given more but no more than 5 a month only because my budget would do that. I've given way less than that but if it was a subscription depending upon the [inaudible 00:30:45] a subscriber would get, sometimes that kills it and if you went to ads that would just be ... I guess if you held a gun to my head and was "Give three dollars a month or we'll start putting ads on Wikipedia" then yeah that would be gun to my head. It's one of the few ad free spaces on the internet and it's just such a relief and yes I'm grateful for that.

Speaker: Are there any other benefits you imagine should you have like a paid subscription or anything, you mentioned no ads. Is there anything else you would expect if you were paying for the service?

Participant 15: Yeah a better way to search and get the videos and pictures that you want, something better than YouTube if you're searching for a certain video, maybe have a team to help cull out all the chaff and in terms of photos too better than images in Google searching that, somebody to go through those would be great-

Speaker: Okay.

Participant 15: -along with podcasts, along with audio stuff too.

Speaker: Okay. Do you currently search for videos on Wikipedia? I'm not even aware you can do that.

Participant 15: I never tried, I hadn't thought of it and I know when I look up songs and music there's no link to like I'm interested in the history of a certain album or song, I click on it, there's no link to it and actually now that you mentioned it, that would be kind of nice but that would require a whole team of people to decide which link to go to and maybe involve some copyright stuff there and legal areas that you don't want to. I would want to give Wikipedia any more path to make sure it does what it already does better rather than give it headaches dealing with what links and videos to go to so that could be a separate project. I assume that would be a separate project, aggregating video, audio and photos for people doing research.

Speaker: Okay that's it so that's all I have. Before we wrap up, do you have any questions for me about anything at all that we discussed?

Participant 15: No, just that I hope it helps Wikipedia. I used to do a similar job to yours, it's a cool job. Does your company do other kinds of market research or public opinion research or survey research?

Participant 15: I don't I hope that day never comes for you and you don't have student debt and you don't have to worry about doing that to make ends meet so best of luck to you. It was Speaker right?

Speaker: Yes, thank you so much Participant 15 for taking the time to speak with me really everything you said is going to be really great for our research. Before we hang up, I want to double check that you're still comfortable that we recorded this session?

Participant 15: Yes, yes, cool with that, [inaudible 00:35:29].

Speaker: Thank you. I'm going to send over the link in a follow up email you can pick your incentive and again it'll be about five to seven business days. If you have any questions, please feel free to ask. I hope you have a great rest of the day and thank you again so much for your time.

Participant 15: All right Speaker great, good work, best of luck to you.

Speaker: You too Participant 15. Have fun at the wood chipping in Fargo.

Participant 15: Yeah, yeah, it's here in town. The Chamber of Commerce has it on display the original one from the movie, people get their pictures taken there. Anywhere it's a great scene in the movie so yeah, it's a little bit bloody but yeah.

Speaker: Going to have to watch it. I'm going to watch it yes. Thanks again Participant 15, have a great day.

Participant 15: All right great Speaker thanks, bye-bye.

Speaker: Bye.