

DEI Research South Africa

Communications department



WIKIMEDIA
FOUNDATION

01

Background

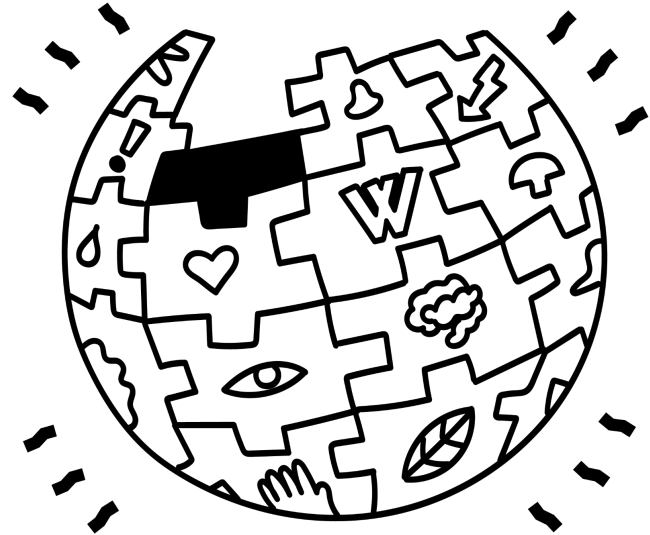
Why is this data important?

Before now, we did not have the data needed to properly understand and communicate about awareness gaps in relation gender, ethnicity and race.

- Provide the movement with a view into areas where we might strengthen and improve our work in relation to our common equity goals.
- Understand audiences within these groups and reasons for representation gaps in our movement amongst both editors and readers.
- Make informed decisions about programming and priorities based on the issues identified.
- Develop effective communications to increase engagement with those underrepresented in our movement.
- Better measure progress, hold ourselves accountable, and set benchmarks for improvement.

How will this data be used?

- Establish an understanding of the barriers to engagement and participation among underrepresented people on Wikipedia and other projects, and in relation to Foundation work.
- Address problems that may result in limited engagement and participation from the groups studied.
- Equip the movement with intelligence on the type of messaging and calls to action that resonate with these groups and ensure these are woven through campaigns and public relations efforts.
- Identify content and channels that people from these groups engage with and draw lessons that we can apply to our own work.



Methodology



Online survey

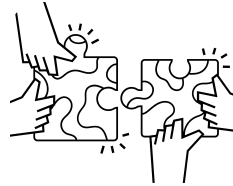


Target audience: Online population



Two sample frames

- 1,000 South Africans of colour
- 500 nationally representative sample of South Africans for comparison



Field work: 14th-21st October 2021

Putting the Data into Context

- **There are cultural and country nuances in the South African market that are reflected in the language and data in this report, which should be taken into account when reading the report:**
- **The term 'coloured' in South Africa refers to members of multi-ethnic communities, and is officially regarded as one of the four race groups in the country.**
- Wikipedia awareness is low in South Africa at a total market level, which should be recognized when using this data - the data only represents the population of South Africans who are online
- In our survey we found that the Black community in South Africa is younger (which reflects country government data) and relatively tech savvy as compared to the White community - this should also be taken into account when using the data in this report
- The Black community who responded to this survey generally come from a higher socio-economic background of online users, and therefore don't reflect the total Black community in South Africa

Key learnings

1.

Black people feel well represented in media, but not as much on Wikipedia

The black community feels well represented within media, but moderately within Wikipedia, whereas white and the coloured community feel least represented in the general South African media and moderately represented on Wikipedia.

2.

Opportunity to better engage and represent South Africa's coloured community

Coloured women and white women are the least likely to use Wikipedia. The coloured community feel least represented on Wikipedia particularly around their race and culture. Coloured women are less likely to perceive Wikipedia as having integrity, inclusivity and most likely to see it as biased.

3.

Opportunity to better represent South Africa's languages.

Black South Africans feel least represented around home languages. Black South Africans are also most likely to believe Wikipedia can improve by having more articles written in their language. High numbers of South Africans feel there are too few articles in South Africa's languages.

4.

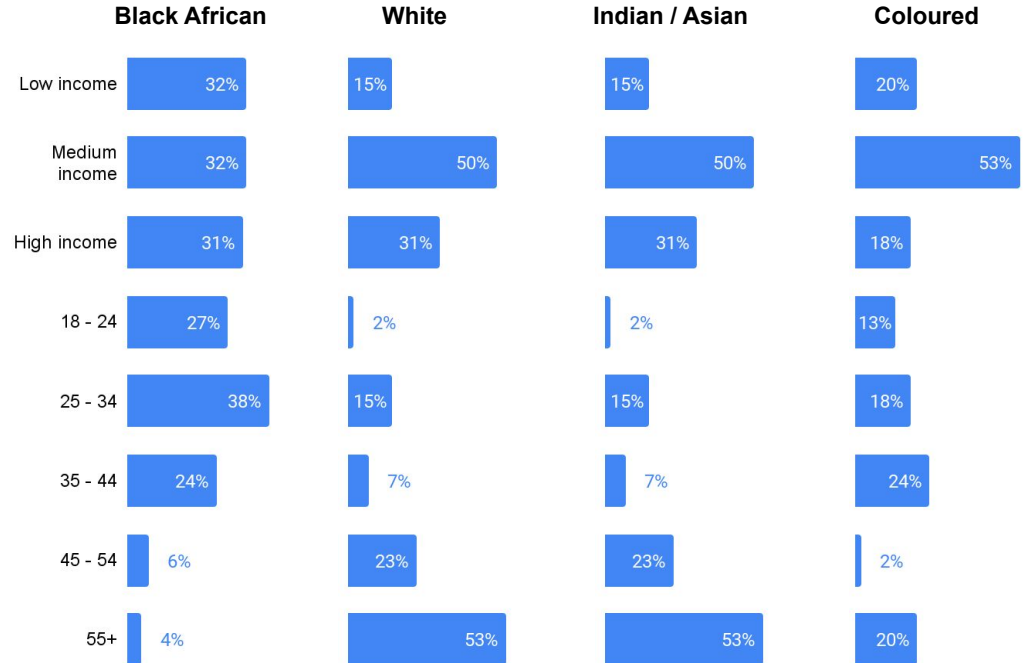
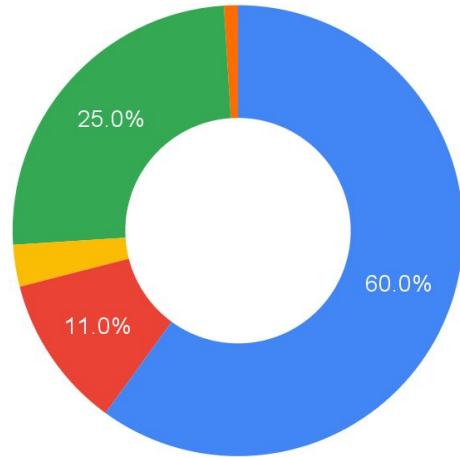
There's a better opportunity to engage those with physical & mental health issues

Those with physical health conditions are least likely to be aware of Wikipedia. They are also least likely to consider using Wikipedia in the future. A key issue may be the cost of internet access/data which creates a barrier to use.

Demographics: Black population is majority, and is younger vs. whites

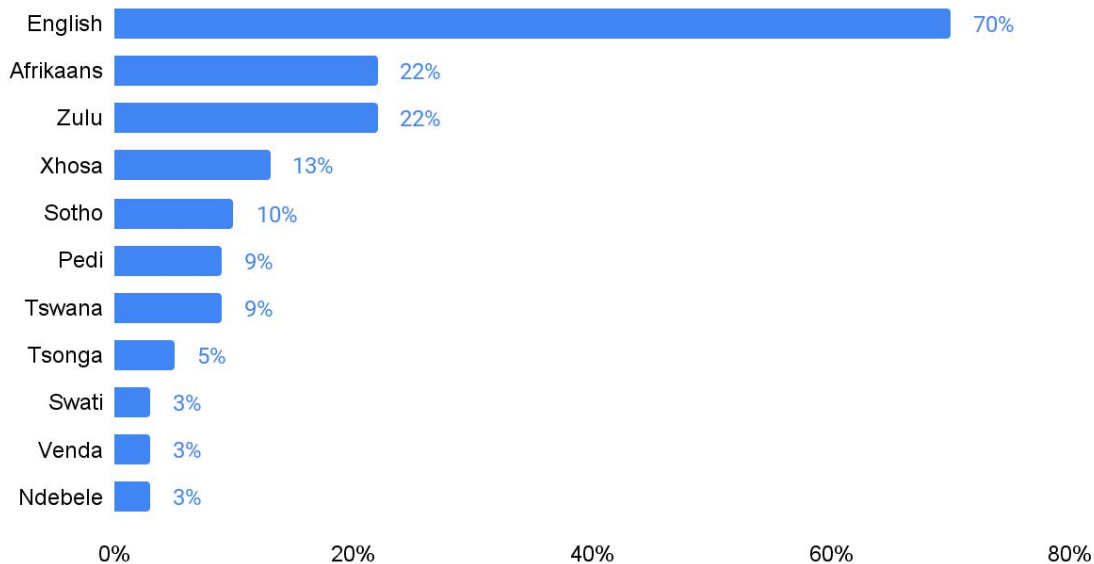
% ethnicity of online population

● Black african ● Coloured ● Indian/Asian ● White ● Other



Demographics: On average, South Africans speak two languages.

% selecting as home language(s)



Average number of languages spoken per person:

1.7



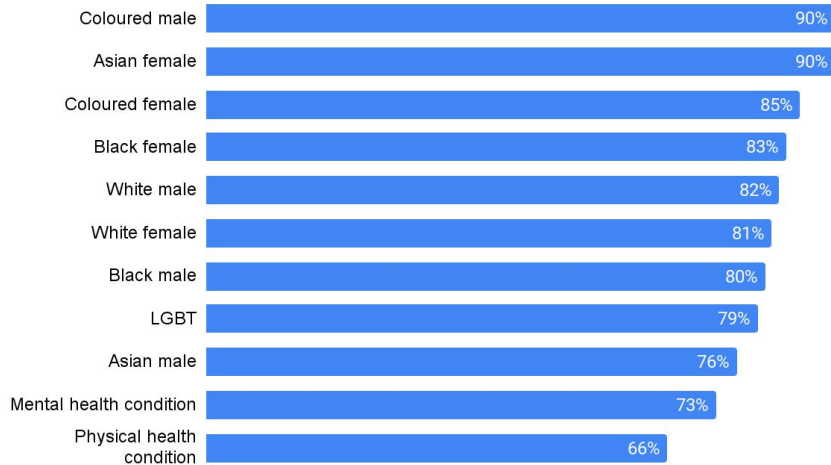
02

Wikipedia/WMF brand awareness and usage

Brand awareness: Wikipedia vs WMF

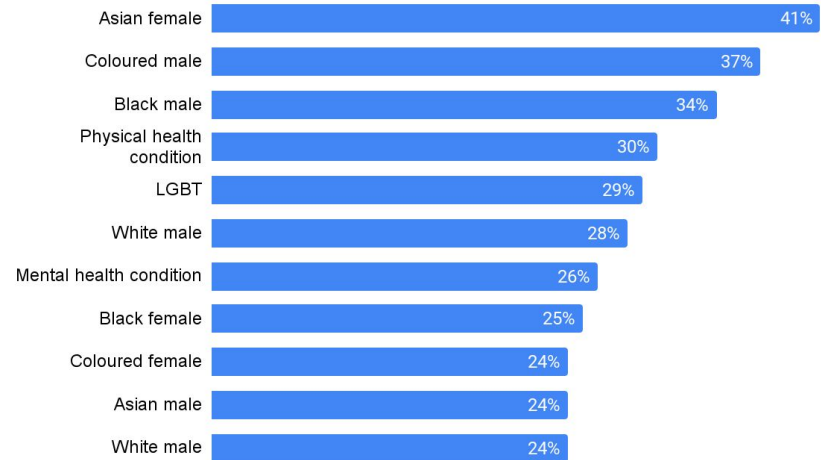
Wikipedia Awareness: Coloured men & asian women are most aware of Wikipedia

% aware of Wikipedia



Wikimedia Foundation Awareness: Asian women & coloured men more aware of Wikimedia, White & Asian men less aware

% aware of Wikimedia Foundation



Wikipedia Awareness:

Wikipedia has relatively high awareness vs. other platforms

% Aware												
	Total Pop	Black male	Black female	Coloured male	Coloured female	Asian male	Asian female	White male	White female	LGBT	Physical health condition	Mental health condition
Google	96%	94%	96%	97%	97%	100%	97%	93%	94%	94%	92%	93%
Facebook	96%	93%	95%	95%	97%	100%	100%	98%	95%	92%	92%	91%
YouTube	94%	95%	95%	94%	95%	100%	97%	93%	92%	90%	89%	86%
Instagram	90%	91%	93%	90%	92%	94%	97%	79%	87%	90%	87%	90%
Wikipedia	83%	80%	83%	90%	85%	76%	90%	82%	81%	79%	66%	73%
Yahoo	80%	77%	81%	90%	83%	79%	76%	80%	78%	76%	68%	72%
Reddit	49%	49%	40%	71%	56%	79%	66%	67%	51%	53%	48%	52%
Quora	46%	49%	47%	55%	49%	67%	55%	39%	30%	48%	45%	55%
En. Brit. Online	33%	28%	23%	37%	39%	48%	48%	41%	30%	26%	29%	24%
MSN Encarta	16%	18%	10%	27%	12%	27%	14%	25%	13%	9%	14%	14%

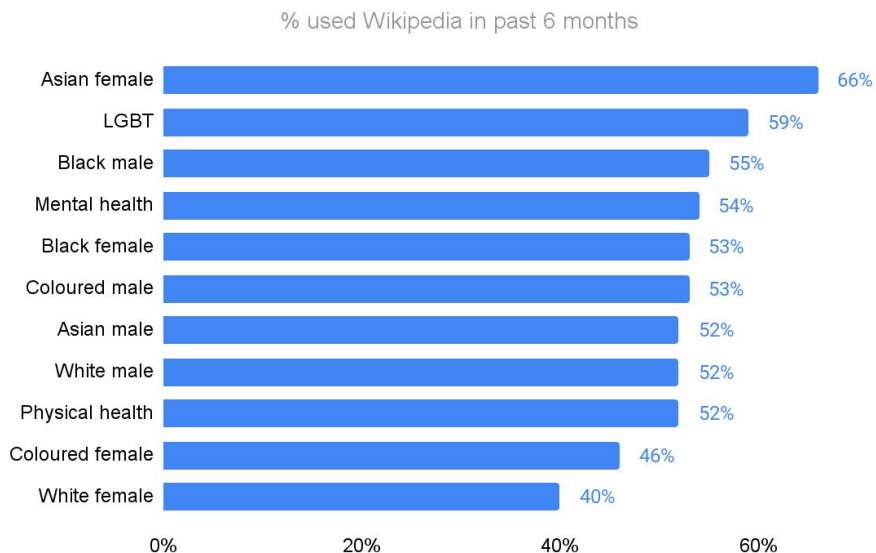
Reddit high awareness among coloured men & asian men

Quora high awareness among asian men

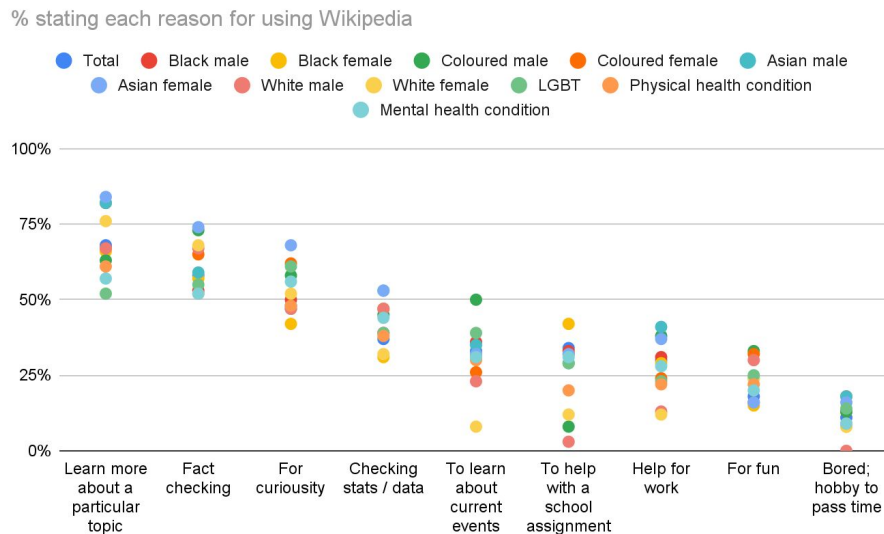


Wikipedia usage and drivers

Asian women most likely to use Wikipedia, white & coloured women less likely



Wikipedia used primarily for learning & fact checking



Wikipedia Usage barriers

'Haven't had a reason to' is key barrier

Particularly true for white women

Internet access an issue

% stating as reason for not using Wikipedia in past 6 months										
	Total pop	Black male	Black female	Coloured male	Coloured female	White male	White female	LGBT	Physical health condition	Mental health condition
Haven't had a reason to	43%	40%	38%	52%	47%	41%	68%	46%	41%	37%
See Wikipedia come up in search results, but ignore it	22%	24%	23%	23%	30%	5%	18%	23%	31%	26%
Prefer sites with more images	17%	21%	15%	13%	20%	9%	11%	31%	10%	19%
Prefer sites with more video	14%	18%	11%	19%	20%	18%	7%	8%	7%	4%
Doesn't have articles relevant to me	9%	12%	9%	6%	10%	0%	7%	8%	3%	15%
Biased	8%	12%	5%	10%	0%	18%	4%	0%	10%	15%
Find it hard to understand	7%	7%	9%	6%	3%	9%	4%	15%	7%	7%
Find it hard to read	5%	6%	6%	0%	3%	5%	4%	0%	3%	11%
Internet access / data too expensive	5%	6%	4%	0%	3%	5%	14%	4%	14%	7%
Not for people like me	4%	6%	4%	6%	0%	0%	0%	0%	0%	7%
Doesn't have articles written in my home language	2%	4%	2%	0%	0%	0%	0%	4%	10%	7%
Doesn't have articles that represent my religious views	2%	2%	1%	0%	3%	5%	0%	4%	0%	4%
Doesn't have articles that represent my culture	1%	2%	2%	0%	0%	0%	0%	0%	0%	4%
Doesn't have articles that represent my race	1%	2%	1%	0%	0%	0%	0%	0%	0%	0%
Doesn't have articles that represent my disability	1%	2%	1%	0%	3%	0%	0%	0%	7%	4%
Doesn't have articles that represent my sexual orientation	1%	1%	0%	0%	7%	0%	0%	4%	0%	0%
Doesn't have articles that represent my gender	1%	1%	0%	0%	3%	0%	0%	8%	7%	4%

Representation not a key barrier for use

Note: Asian sample removed due to low base size
 Base: Non-users of Wikipedia
 Q4. Why haven't you used Wikipedia in the last 6 months?

Topics Wikipedia is mostly used for

Black community most likely to use Wikipedia for business, other communities for history

	Total	Black male	Black female	Coloured male	Coloured female	Asian male	Asian female	White male	White female	LGBT	Physical health condition	Mental health condition
1	History	Business	Business	History	History	Movies	Health & wellbeing	History	History	History	History	History
2	Health & wellbeing	Technology	Health & wellbeing	Technology	Health & wellbeing	Technology	Beauty	Technology	Health & wellbeing	Music	Movies	Music
3	Technology	History	History	Sports	Documentaries	History	Movies	Science	Documentaries	Art	Technology	Health & wellbeing



Wikipedia usage vs other sources for info

Black community use many sources, coloured & white do not

	% used in past 6 months for information or learning												
	Total Pop	Black male	Black female	Coloured male	Coloured female	Asian male	Asian female	White male	White female	LGBT	Physical health condition	Mental health condition	
Google	90%	86%	93%	93%	88%	97%	86%	91%	98%	89%	89%	90%	
YouTube	82%	82%	85%	89%	74%	79%	90%	84%	73%	82%	71%	78%	
Facebook	61%	63%	66%	59%	64%	58%	59%	45%	58%	63%	59%	54%	
Wikipedia	54%	55%	53%	53%	46%	52%	66%	52%	40%	59%	52%	54%	
Online new sites / magazines	46%	51%	50%	43%	51%	52%	55%	50%	40%	49%	32%	41%	
Book	41%	51%	53%	30%	31%	45%	45%	29%	24%	48%	35%	44%	
Instagram	39%	44%	52%	29%	43%	36%	34%	14%	24%	61%	41%	41%	
Friends or coworkers	37%	38%	40%	39%	42%	36%	31%	17%	32%	45%	25%	34%	
Paper newspapers / magazines	36%	40%	39%	32%	30%	45%	52%	24%	32%	37%	32%	33%	
School / university	27%	38%	38%	9%	23%	18%	21%	3%	8%	34%	20%	37%	
Library	26%	35%	34%	18%	18%	27%	38%	12%	8%	33%	25%	28%	
Your parents	25%	27%	36%	18%	32%	24%	24%	5%	10%	34%	22%	24%	
Podcasts	25%	29%	31%	17%	16%	9%	10%	21%	18%	26%	22%	29%	
Other family members	24%	25%	29%	25%	30%	27%	31%	16%	31%	28%	20%	27%	
Quora	21%	27%	27%	24%	24%	36%	31%	22%	10%	32%	25%	32%	
Teacher / educator	18%	27%	27%	12%	14%	6%	10%	0%	8%	26%	15%	26%	
Yahoo	17%	25%	19%	17%	20%	27%	21%	7%	6%	25%	19%	17%	
Reddit	15%	18%	13%	25%	18%	27%	21%	22%	8%	29%	12%	21%	
Spiritual leader	13%	11%	16%	18%	12%	21%	17%	9%	10%	16%	17%	15%	
Encyclopedia Britannica Online	12%	13%	11%	8%	8%	18%	10%	7%	8%	11%	13%	9%	
MSN Encarta	3%	5%	2%	5%	0%	6%	7%	5%	2%	3%	3%	3%	



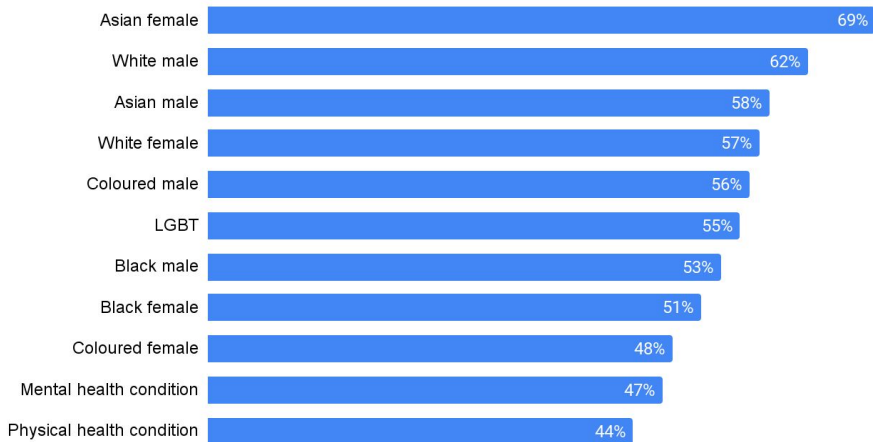
Black community more likely using range of sources

Both coloured & white communities similar in using less sources

Consideration to use Wikipedia and format preferred for learning

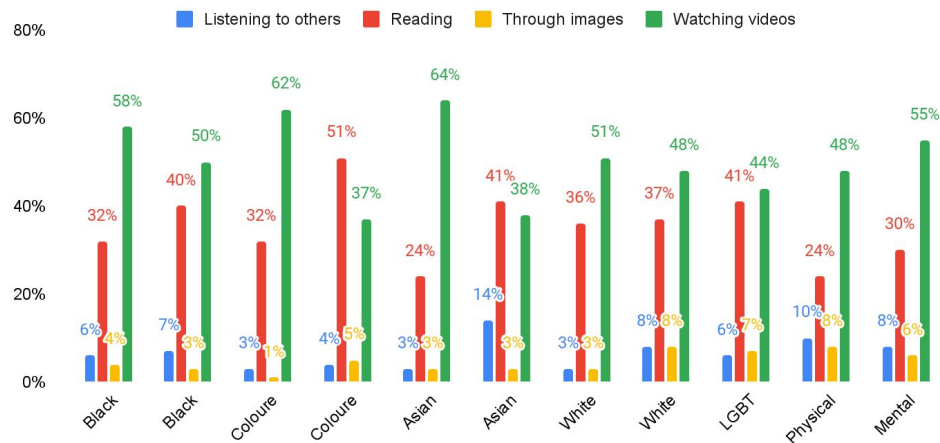
Asian & white communities most likely to consider using Wikipedia in future

% would consider using Wikipedia in future



Video most preferred, particularly among men

% prefer learning about new things through...



Wikipedia consideration:

Wikipedia has high consideration vs. other sources

% consider using in the future for information or learning												
	Total pop	Black male	Black female	Coloured male	Coloured female	Asian male	Asian female	White male	White female	LGBT	Physical health conditions	Mental health conditions
Google	84%	81%	85%	88%	84%	94%	79%	84%	87%	84%	75%	71%
YouTube	71%	74%	69%	79%	68%	67%	72%	70%	63%	70%	64%	67%
Wikipedia	53%	53%	51%	56%	48%	58%	69%	62%	57%	55%	44%	47%
Book	53%	55%	56%	46%	51%	55%	38%	31%	33%	55%	44%	48%
Online news sites / magazines	48%	48%	52%	40%	39%	39%	59%	39%	46%	53%	32%	33%
Library	47%	53%	51%	33%	39%	39%	28%	31%	25%	44%	39%	37%
School/university	40%	45%	46%	23%	37%	30%	21%	16%	11%	42%	32%	36%
Facebook	37%	35%	37%	41%	39%	42%	52%	28%	40%	41%	40%	34%
Paper newspapers/magazines	33%	30%	35%	28%	32%	42%	41%	16%	38%	38%	24%	26%
Teacher/educator	32%	34%	37%	19%	32%	24%	17%	16%	8%	34%	26%	33%
Instagram	30%	30%	32%	26%	23%	36%	38%	16%	22%	39%	29%	21%
Podcasts	30%	34%	34%	15%	19%	15%	24%	18%	21%	32%	23%	34%
Quora	26%	28%	25%	26%	27%	30%	31%	21%	11%	30%	26%	27%
Encyclopedia Britannica Online	24%	25%	20%	31%	29%	27%	31%	30%	32%	20%	26%	25%
Friends or coworkers	24%	25%	24%	27%	21%	27%	24%	10%	24%	24%	16%	18%
Yahoo	23%	26%	22%	18%	9%	42%	28%	18%	14%	22%	23%	20%
Your parents	22%	19%	25%	24%	29%	24%	31%	7%	13%	25%	22%	24%
Reddit	18%	19%	17%	23%	11%	24%	24%	26%	11%	24%	19%	19%
Other family member	17%	14%	16%	23%	23%	21%	34%	16%	29%	14%	19%	16%
Spiritual leader	16%	13%	17%	22%	20%	21%	21%	11%	11%	13%	13%	13%
MSN Encarta	9%	10%	7%	14%	9%	9%	10%	8%	13%	7%	9%	6%

Higher consideration of Encyclopedia Britannica

White population less likely considering range of sources (potentially because they're older)

03

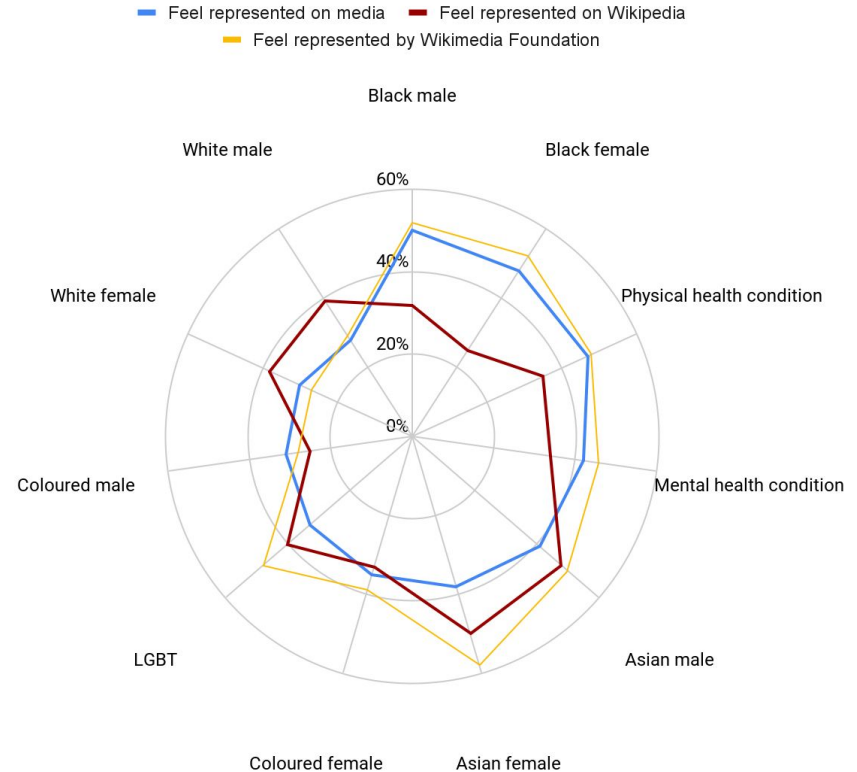
Representation

Representation in Media vs Wikipedia:

Media: Black and those with physical or mental health conditions feel well represented in SA media, whereas white community feels least represented in SA media

Wikipedia: Coloured and black community feel moderately represented on Wikipedia.

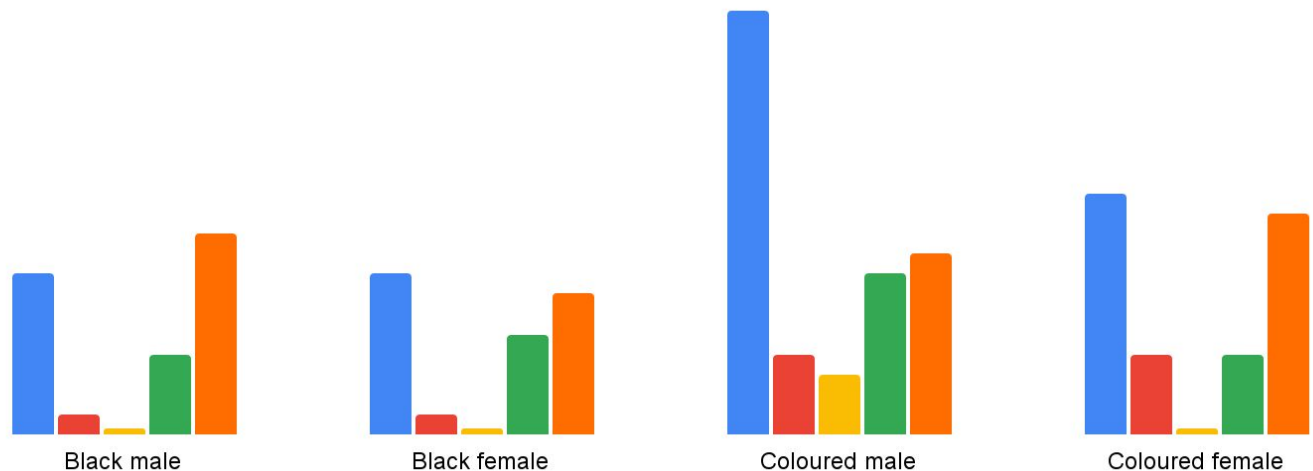
Wikimedia Foundation: Coloured and white community feel less represented by the foundation



Underrepresentation: Coloured community most likely to feel that their race is under-represented

% saying what makes them feel under-represented on Wikipedia

■ Articles under or misrepresent my race ■ Articles under or misrepresent my sexual orientation ■ Articles under or misrepresent my disability
■ Articles under or misrepresent my religion ■ Articles under or misrepresent my culture

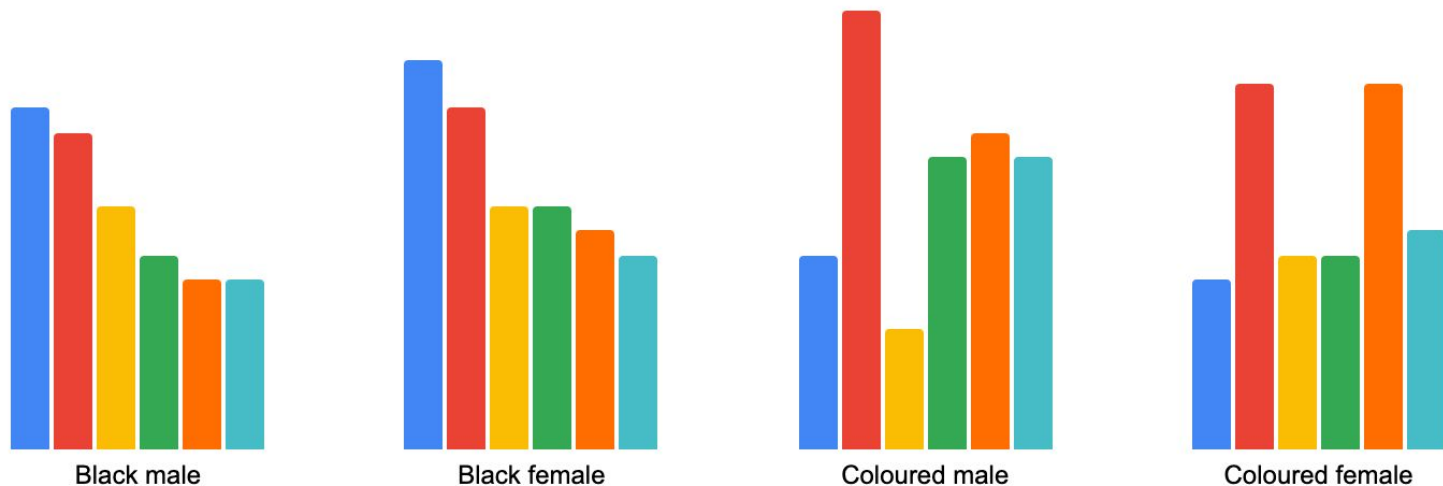


Factors perceived for under-representation on Wikipedia

Black community see home language(s) less represented, while coloured men feel their race is more misrepresented on Wikipedia

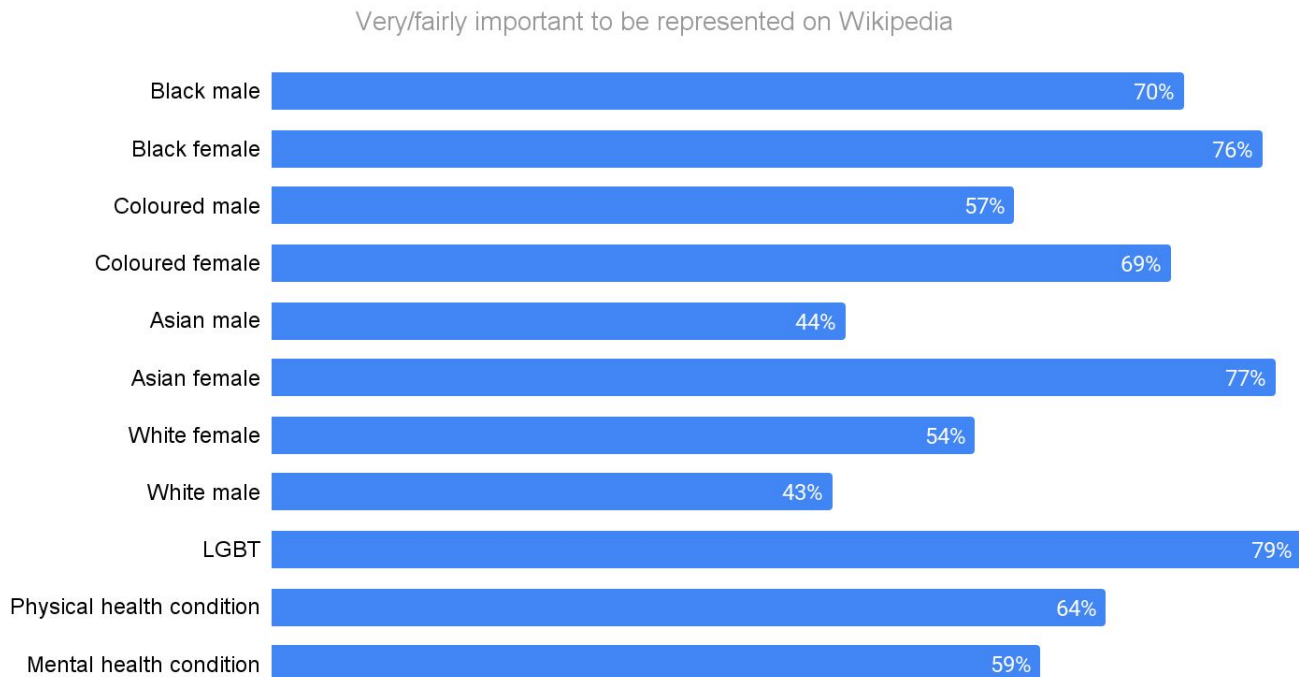
% saying what makes them feel under-represented on Wikipedia

- Not enough articles are written in my home language
- Articles don't seem like they're written by someone in my culture
- Articles written in my language don't seem to be written by people who speak my language
- Topics aren't relevant to me or my communities
- I don't see images on Wikipedia that represent me or my communities
- The way articles are written under or misrepresent me or my communities



Importance of representation on Wikipedia

Being represented in Wikipedia is most important to Black and Asian women and the LGBT community



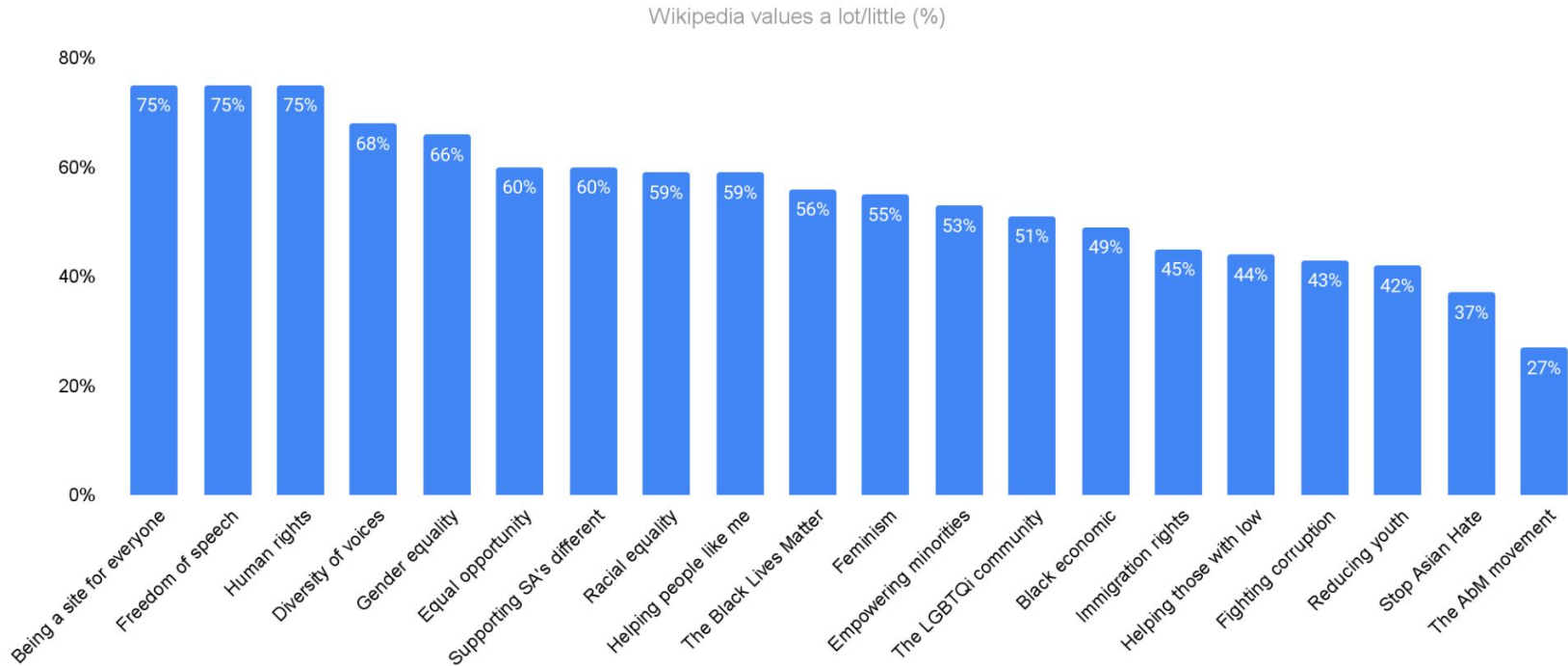
04

Perceptions and associations of Wikipedia

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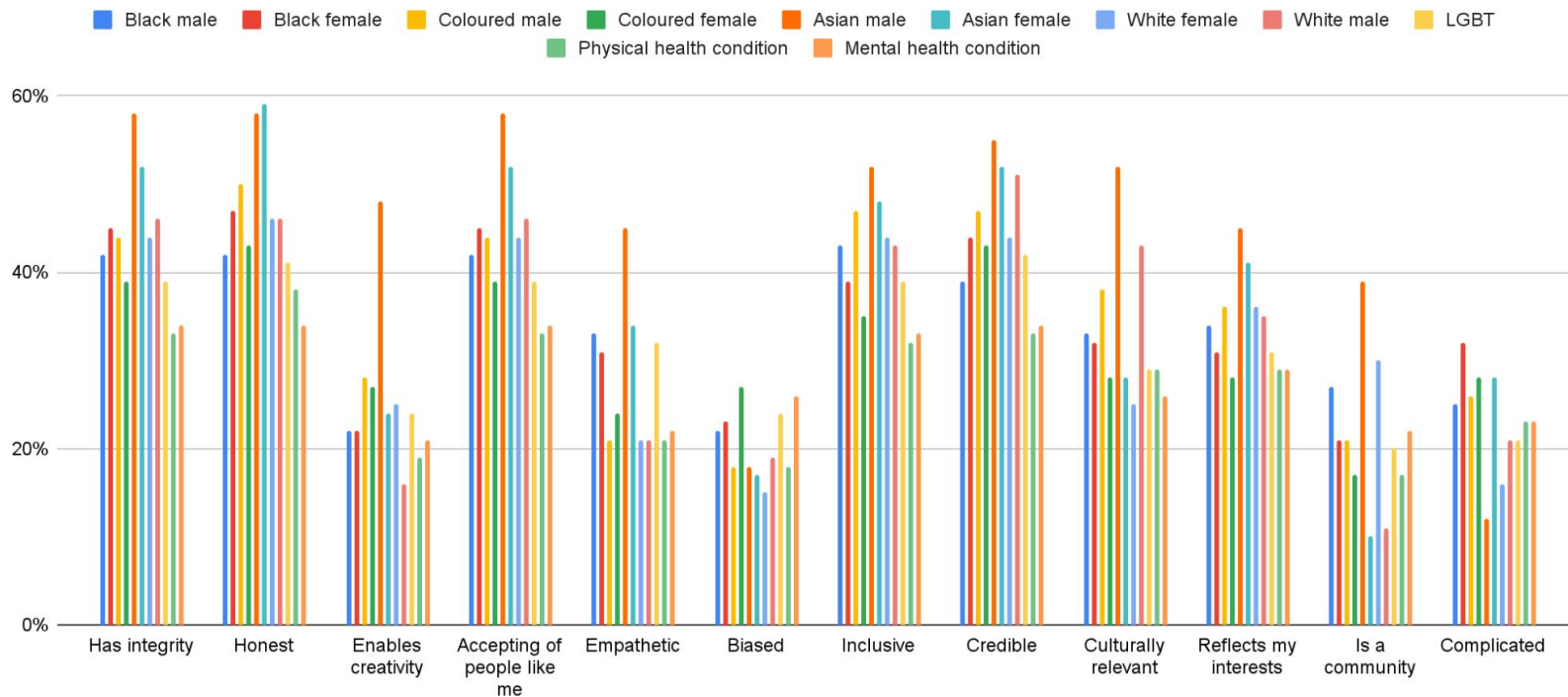
Wikipedia perception

Wikipedia is seen as not valuing SA specific issues like the AbM movement, youth unemployment, and black economic empowerment



Wikipedia associations

Coloured women, LGBT and those with health conditions see Wikipedia as having less integrity or empathy, while coloured women and those with health conditions also see Wikipedia as least inclusive



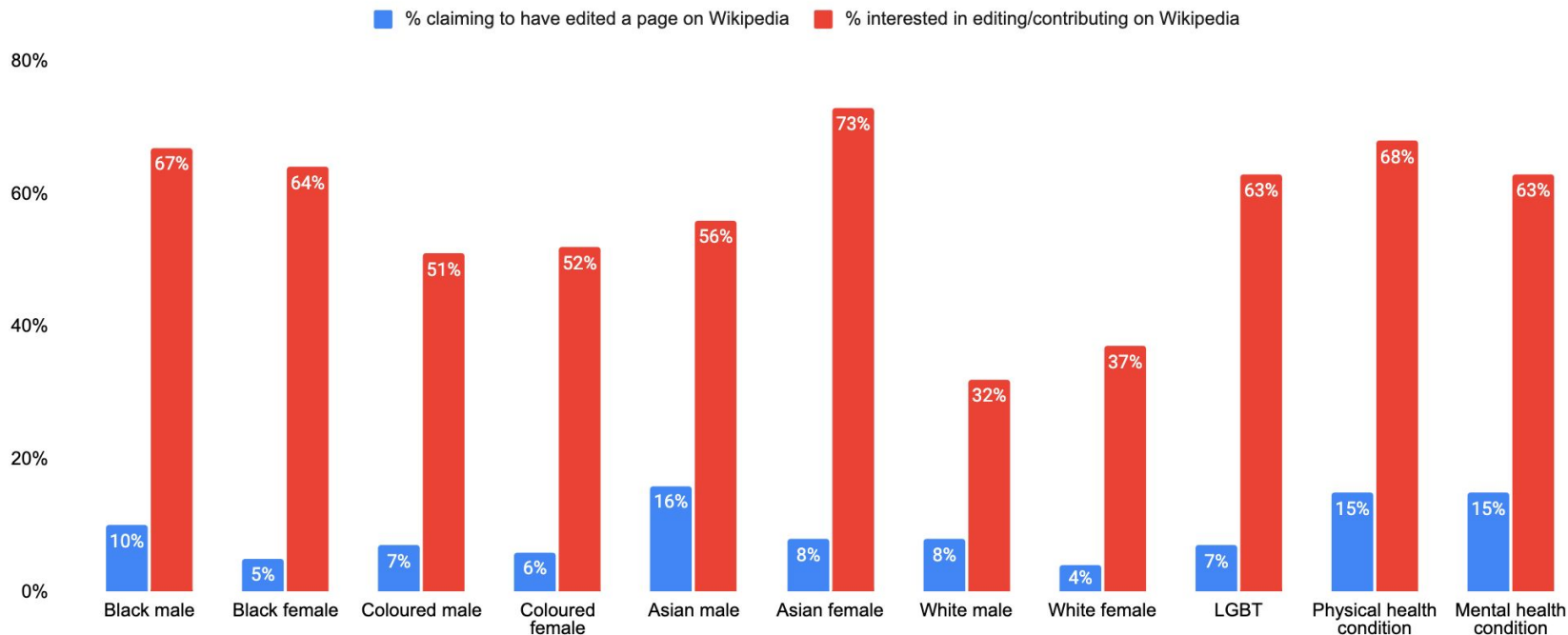
Other perceptions of Wikipedia

- White community least likely to believe that Wikipedia values freedom of speech
- Wikipedia least likely to be seen as having a representative number of female editors
- Wikipedia likely to be seen as not providing enough articles in different home languages
- White women least likely to believe Wikipedia supports racial equality, and that Wikipedia values empowering minorities
- In general, Wikipedia is seen to value gender equality (except among white women)
- There's a strong perception that Wikipedia contain too few articles about coloured South Africans culture, history, and languages
- Articles about women and South African cultures seen as most trusted; Asian and coloured articles seen as the least trusted

05 Editing

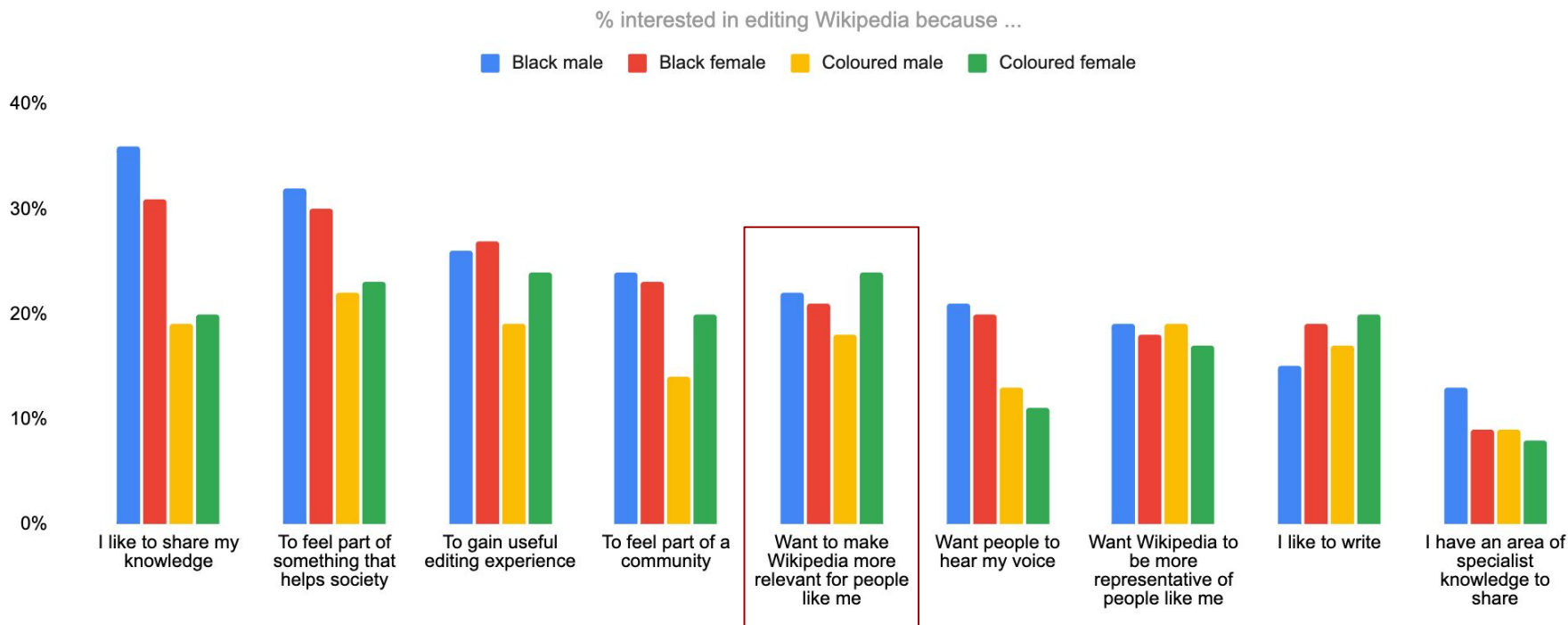
Editing on Wikipedia

Men and those with health conditions most likely to claim having edited, while the members of the white community least interested in editing



Editing drivers

Coloured community are more interested in editing Wikipedia in order to increase inclusivity & representation



Conclusion

- **Brand awareness**

- Though brand awareness of Wikipedia is generally good, it is considerably low among black and asian men, as well as the LGBT community and those with health conditions when compared with others.
- There is a low awareness of the Wikipedia foundation in South Africa, especially among white and asian men.

- **Brand perception**

- Although majority of South Africans see Wikipedia as brand that supports freedom of speech, human rights, and equality, there is strong perception that the brand does not identify with issues specific with the country.
- Wikipedia is seldom seen as inclusive and not providing enough articles in different home languages, especially by the coloured women and those with health conditions.

- **Representation**

- The coloured and black community do not feel well represented on Wikipedia as with their white counterparts, especially for their race and local language.

- **Content types and format**

- There is a strong desire content o history on Wikipedia by most communities, with the exception of the blacks and Asians who prioritize business and technology/well being content respectively.

- **Editing and contributing to Wikipedia**

- Interest to edit and contribute to articles on Wikipedia is strongest among Asian and black community, as well as those with health conditions, but least among the white community.

Questions?

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