Increasing awareness of Wikipedia
Partnerships can:

1. Raise awareness
2. Change perceptions
The Global Reach team

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A simple challenge
Have you ever heard of Wikipedia?
Why Wikipedia awareness matters?

- If you have never heard of Wikipedia, you may not use it, or know why to choose it over other information sources.
- Learning about Wikipedia can make you an advocate for free knowledge and Wikimedia projects.
- Discovering Wikipedia’s use values and culture inspires people to participate (promote, edit, donate, support, etc.).
How did you learn about Wikipedia?
Awareness and use among internet users

Awareness of Wikipedia vs Use of Wikipedia

- **Mexico**: 51% Heard of Wikipedia, 37% Use Wikipedia
- **Brazil**: 39% Heard of Wikipedia, 27% Use Wikipedia
- **India**: 33% Heard of Wikipedia, 22% Use Wikipedia
- **Nigeria**: 27% Heard of Wikipedia, 17% Use Wikipedia
- **Egypt**: 21% Heard of Wikipedia, 13% Use Wikipedia

https://meta.wikimedia.org/wiki/Global_Reach/Insights
Awareness examples
Wikipedia Fan Clubs at Universities

Wikipedia on the radio and TV

Exploring partnerships with local libraries
Awareness examples from Ghana!

Wiki Loves Women
Wiki Loves Africa
Wiki Loves Monuments
Art+Feminism
Wiki Indaba
Any ideas?
Workshop time
Let's work together!

http://economicred21.blogspot.com
Working session
Split into 2 groups
Discuss 2 challenges
Take notes here: ETHERPAD LINK

Group 1 - http://bit.ly/Group1WMCON
Challenge 1: People have not heard about Wikipedia
People have not heard about Wikipedia

1. How relevant is this to your community (1 - 5, 1 being VERY relevant)

2. How have you worked on this in the past year?

3. What help (tools, resources) do you need to be more successful?

4. What ideas do you have to share for solving this?
Challenge 2: People think Wikipedia is read-only
1. How relevant is this to your community (1 - 5, 1 being VERY relevant)

2. How have you worked on this in the past year?

3. What help (tools, resources) do you need to be more successful?

4. What ideas do you have to share for solving this?
Choose a group presenter to share summary
Findings & next steps
Join the Wikimedia partnership & awareness group
Understanding our new readers
In 2016: 3 country focus

Mexico

Nigeria

India

Full set of country priorities and demographics can be found at https://meta.wikimedia.org/wiki/New_Readers#Priority_countries
Community

Phone surveys

Design research

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Themes

1. Information seeking
2. Accessing the internet
3. Understanding the internet
4. Using the internet
5. Getting information online
6. Wikipedia Awareness
7. Wikipedia usage
Phone surveys
See the big picture

- Wikipedia awareness and usage patterns
- Mobile and internet use
- Demographics

~20 questions
Mexico: 2600 surveyed in 2 languages
Nigeria: 2700 surveyed in 4 languages
India: 6000 surveyed in 12 languages
Egypt

3900 surveyed in 1 language

Brazil

3300 surveyed in 1 language
Other awareness initiative

- Introducing free access to Wikipedia in solar powered classrooms in **Ghana**.
- Preloading Wikipedia app opportunities in **Egypt**.
- Offering educational local content via SMS to students in **Kenya**.
- And many more.