

DISCUSSION NOTES

Please write clearly so that others can read what you have written!

Use only this side of the paper. Use more paper if you need it.

PLEASE USE BLACK INK - these notes may be photocopied.

If you are using the digital version of this template, once completed, please send to wmcon17@gmail.com

Digital copy can be found in <http://goo.gl/BuPk45>

DISCUSSION TOPIC: Understanding readers and what they need/want. How do we see provide it

BREAKOUT SPACE: 10

TIME:

PARTICIPANTS: Martin Rutsch, Man Tai Lee, Jakko Purnen, Mykola Kozlenko, Joseph Seddon, Marius Hoch, Ting Chan, Lukas Mezger, Nicole Elber

CONVENOR:

Joseph Seddon
Martin Rutsch

KEY POINTS:

- Who are contributors working for? Who are they writing for
- Readers need to learn more about Wikimedia, 50% don't know they can
- Current engagement: photo competition, fundraising, invite to events
- Goal: a majority of our readers understand more about Wikimedia
- Its difficult to remember what it was like being only a reader
- Wikimedians are born, not grown, they are drawn by intrinsic values
- Readers don't know or don't know how to edit
- Readers should understand how the sausage is made - its made of brains
- If people don't know you can edit they don't know how Wikipedia is made, they be more sympathetic to Wikipedia
- What you don't get with Wikipedia: ads, video, instructions,
- Linking between Wikipedia and other Wikimedia sites is not good at linking to other types of content available.
- No interaction between reader and contributors, we don't know if people find the information useful, do they get what they want?
- How ~~stand~~ do we get more information about what people want?
- Can Wikipedia provide contextual information

CONCLUSIONS/RECOMMENDATIONS/ACTIONS (IF ANY):

on the back

- ~~People~~ People are looking for background information
- Can we be predictive in what readers will need ^{in 2030} as well as what people are interested in? Will build towards it?
- How do people jump from page to page, we can track inbound and outbound
- Will people be looking for smaller amounts of information? Del appropriate content.
- 50% of readers don't go beyond the first paragraph, 10% less per additional section.

-
- We want to educate our readers
 - Allow them to understand our readers
 - Provide deeper more contextual information so they can find what they want
 - Protect reader's privacy
 - Should we provide more links to other sites to provide more knowledge we don't provide ourselves (should we like to unfree projects)
 - Reader want more articles but editors leaving