

Participant 17: [crosstalk 00:00:02] Okay.

Speaker 2: So, do you have any questions for me before we start?

Participant 17: No.

Speaker 2: Okay.

Speaker 2: So, first, Participant 17, I just want to get to know you a little bit better. Could you tell me where you're from, and what do you do?

Participant 17: I'm from Brooklyn, and I am a producer on a video production company.

Speaker 2: How long have you been doing that?

Participant 17: About 11 years.

Speaker 2: Oh, my gosh. What interested you in that industry?

Participant 17: Well, I actually come from a non-profit background, and interested in communications, so, just kind of bringing those interests together with my partner's background in filmmaking.

Speaker 2: Okay, so you two ventured off into this industry together? Is it safe to say that his interest in it also kind of fueled yours?

Participant 17: Yes.

Speaker 2: Perfect. So, Participant 17, on a survey that you took you mentioned that the last time you used Wikipedia on your phone was to look something up about a television show that you were watching. Could I ask you to recall that experience and maybe just tell me your motivation behind that?

Participant 17: Sure. I have to say that I can't remember exactly what I was watching, but that's pretty common for me when I'm watching anything on TV. I feel like TV's or movies, it's pretty inevitable that there'll be something I wanna know more about, and so I'll just google it while I'm watching, and then sometimes fall down the rabbit hole in reading about it on Wikipedia.

Speaker 2: Would you say it's the show in particular that you're looking up, or is it something within the show, like something more specific?

Participant 17: It's usually something specific, so it's either like where do I recognize that actor from or sometimes it's not at all related. It's just like I think of something and then I want to look it up and I do that while I'm watching. I guess every once in a while it's related to the actual show, but usually ... I guess, like a good example actually is watching The Crown on Netflix. Even though it's a short [inaudible 00:02:05] fiction, there's a lot of things

that happened that I wondered how true to life is the narrative of the show. So I was constantly looking stuff up and trying to read the real story of what happened and find out how much they fictionalized it for the show.

Speaker 2: How often would you say you typically use Wikipedia in that way then?

Participant 17: Probably at least once a week.

Speaker 2: Okay.

Participant 17: Yeah, I think it depends on what I'm watching, but yeah, probably at least once a week.

Speaker 2: Okay. Can I ask what is your general perception of Wikipedia?

Participant 17: If I think of it as a good baseline source of information about something. There's some things where I'll just look it up to get a general idea about something I have a question about, and then maybe I'll look further, depending on what the subject matter is. But, yeah, it's just a good go-to baseline.

Speaker 2: So you've mentioned baseline and then you look things up when you have a general idea. Can you elaborate on what is baseline information for you?

Participant 17: Yeah, how do I explain that? So, again, I wouldn't say that it's for every kind of thing that I ever look up that I think of it as the best baseline, but for things that are biographical information about a famous person, or historical information, just to get a summary of something, I feel like it's a good go-to versus something that might be actually more in-depth or harder to evaluate whether like the best source for that information. So just to get the general story on whatever it is I'm looking up. Yeah.

Speaker 2: Can you maybe elaborate a little bit for me about the things that you don't believe Wikipedia is good for information on? You said sometimes, if things are a little bit too in-depth, you don't really think of Wikipedia as the source that you would go to for the information. What types of information, in particular, kind of do you classify as Wikipedia-

Participant 17: For the other major category of things that I google are related to ... I have an 18-month old, and so like most new parents, I'm constantly googling things related to children's development or symptoms of something. It's not the kind of place I would go looking for that kind of information, if I'm looking for advice. So it's more for things where I want general information. So maybe if I had, I don't know ... If he had some kind of problem, like if the doctor told me a term and I wanted to understand what the term means, I might go to Wikipedia for it. But if I were trying to find out what to do about it, it wouldn't necessarily be my go-to. Does that make sense?

Speaker 2: Yeah, that totally makes sense. Thank you for clarifying.

Speaker 2: So, Participant 17, on average how much time would you say you spend on your mobile phone in a week using it as an internet source only?

Participant 17: I have no idea. Probably a few hours, all totaled over the course of a week, maybe two or three hours.

Speaker 2: Okay.

Participant 17: In maybe little five-minute spurts.

Speaker 2: Okay. How concerned are you ever with data usage?

Participant 17: You mean in terms of my phone plan?

Speaker 2: Uh hum. [crosstalk 00:05:46] Since you're using it, you said, like three hours a week on your phone as an internet source, so are you ever concerned with data usage of spending that much time on your phone for the internet?

Participant 17: Not really. I mean I'm mostly doing that at home on wifi so it's not a huge concern for me.

Speaker 2: Okay. Totally fair. So also, Participant 17, in your survey you mentioned that you primarily will access Wikipedia using your mobile browser. Can you explain to me why that's your preferred method of access?

Participant 17: Yeah, and basically because it's almost always that I've googled something and so I'm clicking on a link from a google search.

Speaker 2: How often would you say that when you're googling something in a google search do you actively seek out the Wikipedia page, or do you just hit the first thing that it presents to you? How do you typically get to Wikipedia?

Participant 17: Yeah, I mean often the Wikipedia link is prominent, especially, again, googling things related to TV shows or celebrities. Their bio will pop up and the link to Wikipedia is right there. I guess, in some ways, that means I'm seeking it out 'cause I'm expecting it to be there and, of the links that are available, that's usually what go to. Yeah.

Speaker 2: Okay. Can you imagine any other way that you would want to access Wikipedia on your mobile phone?

Participant 17: I don't think so. I, honestly, I've never thought about using it as an app that I would just go directly to. I don't know why, but-

Speaker 2: Okay. Do you know ... what is your understanding of the Wikipedia app as it is today? Do you have any idea about it or any opinions of it?

Participant 17: I don't. Actually I have to admit I didn't know there was one. I guess I could have assumed there was, but I've never thought about it.

Speaker 2: So thinking about it just a bit now, what do you expect you would find in the Wikipedia app?

Participant 17: I guess I would expect to find the same information as I find in the browser, maybe a little bit easier to use, although I don't find it hard to use as a browser. So I guess that's part of why I've never thought of wanting a different way of accessing it.

Speaker 2: Okay. So can you imagine ... oh, so hold on one second.

Participant 17: Sure.

Speaker 2: Hello, sorry. Can you imagine ... Sorry, the FedEx person has come in and the dog is bothering him. Sorry about that. So, you know, our general understand of apps is you get all of these extra things. It's customized for the person who specifically downloaded this app. Do you believe that there's anything special about the Wikipedia app. What would believe is their feature of the app?

Participant 17: I honestly have no idea. I guess if you were an editor of ... just imagining that maybe if you're an editor or you like doing that, that there would be some features that are better doing that way through an app. But as just a reader, I'm not really sure.

Speaker 2: Okay. That's totally fair. So you mentioned editing on the phone. Do you ever edit anything on your phone as far as content goes, excuse me?

Participant 17: In Wikipedia?

Speaker 2: In general.

Participant 17: I'm not sure I understand. You mean like my email or that kind of thing? Do you mean like work-related?

Speaker 2: Kind of just like copy-related, so do you ever use any apps to edit any type of information, I guess is my question.

Participant 17: Not really. I mean, I will occasionally on a Google doc or Google spreadsheet, if I have to, but it's not my preferred ... I'd much rather do that on my laptop. So it's only if I'm really in a pinch and something has to get done. I'll use the Google drive app on my phone.

Speaker 2: Okay. That's great. Participant 17, so how do you generally decide whether or not to download any app on your phone?

Participant 17: That's a good question. Either because it's something that is obviously ... Well, I have to think about it. I don't download that many apps. I'm kind of reluctant sometimes to it, and for not any particularly good reason. But one reason would be the browser

experience is not that great. Sometimes shopping apps I'd rather just have the app than go to the browser. Or if it's something that I need to log into, which maybe that's why with Wikipedia, 'cause I'm not logging in, I've never thought about wanting an app. But something where my login info is saved if I'm ordering stuff, then that's what will usually push me to download an app.

Speaker 2: Okay. Is there anything that would encourage you to use the Wikipedia app?

Participant 17: I don't know. I supposed maybe some kind of browsing history would sometimes be helpful, but it's not like I need it. Like, again, a lot of the stuff I'm looking up is just things I'm curious about, so I don't ever really in need of ... like I know how to just search again for something I had a curious question about. I guess it would probably be more helpful to other people than me personally, but that's probably the only thing I can think of.

Speaker 2: Okay. Participant 17, you had mentioned a little while ago editing. Can I ask what is your general understanding of editing on Wikipedia?

Participant 17: So I know that there are many, many editors all over the world who are Wikipedia editors, and many of them are quite avid and passionate about that role. So I think of it as something that, because people are very passionate about it, it means that if a page needs to be updated with information, at least a popular page, that it's probably going to be updated to be more accurate. Like if some [inaudible 00:12:33], for example, that information gets updated really rapidly because editors are staying on top of that. It's important to them to have it be as up to date as possible.

Participant 17: And, as just another little bit of context, I worked in education and education technology in a former life, former career, so there's a lot of talk about Wikipedia there because a lot of teachers have concerns about whether it should be a valid source or not for students. So I think I generally am of the opinion that, in terms of bias and truth, the truth of many, something that's being checked by a lot of people and can be updated and validated by other people, is actually probably more accurate and unbiased than a textbook where there was just one editor and it has the opinions and bias of the small team of people who wrote that book, even though we tend to think of books as all-knowing truth. I'm like an old way of thinking. So, as a user, I've carried that opinion about Wikipedia with me for a long time. So I guess I have a favorable opinion about editors and at least my understanding of how it all works.

Speaker 2: Okay. So with that understanding of all these editors, and you mentioned that to you that means that the content, or a specific article that's edited by a lot of people, really provides you with trust in the content of what you're reading, so can I ask, do you ever question where content comes from on Wikipedia? Has that ever happened for you?

Participant 17: Yeah, it definitely has. And I do sometimes click down to look at footnotes and see where ... Like if I read something that surprises me or seems a little off, I'll click down and see where it came from. I feel like that happens more if I'm looking something up that's not common knowledge. To think of a good example what that would be ... I'm sorry, I can't think of a good example. I hope that makes sense. But something that's

well-known enough to have a Wikipedia page, but maybe there isn't that much information there, or it's somebody who has a claim to fame, like a scientist who has one achievement that makes them worth having a Wikipedia page, but some of the other details seem a little strange, I might look and see where this came from.

Speaker 2: Okay. That's perfect. So can I ask, on this train of thought of editing and contributing content, would you yourself ever consider editing or adding content on Wikipedia?

Participant 17: I don't think so. It's not really something I feel like I have time for, more than anything. And I've just never looked at the steps, what you have to do to even do that, so, no.

Speaker 2: Do you imagine there are a lot of steps to becoming an editor?

Participant 17: I don't know. I guess I sort of have assumed it can't be that hard because so many people do it, but it's enough so that I've never felt ... I've never been compelled enough, there's never been something that's so important to me that I've been like, oh I really want to look into that" and go through, even if it's just a couple of steps, I wanna go through that and edit that myself.

Speaker 2: Perfect. Great. So thinking back, in your survey you said that you generally spend ... Excuse me. Earlier you'd said you generally spend a couple of hours, two to three hours of your time, a week on your mobile phone. In the survey, you mentioned that you will use Wikipedia weekly. So can you tell me maybe how often your interactions with Wikipedia are done on your mobile phone?

Participant 17: Pretty much ... I won't say always. I definitely google things and end up on Wikipedia on my laptop for work-related things too. But I would say the majority are on my phone.

Speaker 2: Okay. Can you recall the very last thing that you looked up on your phone and ended on Wikipedia?

Participant 17: That's a good question. Do you mind if I. can I look?

Speaker 2: Go ahead, feel free.

Participant 17: Let me see if I have something in my browser that would help me answer that question. I'm almost certain it was related to something I was watching. I just can't remember what it was.

Speaker 2: That's fine. No worries.

Participant 17: Hang on a second. So yeah, I can tell you what it was. I was watching Better Call Saul, and there was an actress who looked really familiar, but I couldn't place her. I figured out that it was Ann Cusack, who is the sister of John and Joan Cusack, so I looked her up and was reading about her and then them, and then their dad, who was an actor, so it's be a little bit down the rabbit hole about their family with all these famous actors in it.

Speaker 2: Okay. Do you recall that you were satisfied or dissatisfied with the information that you'd found?

Participant 17: Yeah, I was satisfied. I was mostly looking to confirm why she was familiar, and she's familiar because she looked like her sister. And then everything else was not so much looking to confirm anything, but just continuing to read out of curiosity.

Speaker 2: Okay. Do you recall how much time you spent total going down that Cusack wormhole?

Participant 17: Probably not more than five or ten minutes because I was in the middle of watching the show.

Speaker 2: Perfect. In general, can I ask, when you're reading or using Wikipedia content, what are the things that have to happen for you to feel satisfied with the information?

Participant 17: Really not that much. I mean basically like, if I find out something about whatever it is I wanted to know, then I'm satisfied. I'm usually looking for such a small piece of information that it doesn't take much for me to feel like I learned something.

Speaker 2: Okay. Can you ever recall a time when you were reading or using Wikipedia content and you felt just dissatisfied with what you had found?

Participant 17: It's probably happened, but a specific example isn't coming to mind. Let me think about it. We can move on, but if I think of something I will ... maybe we can come back to that?

Speaker 2: Okay. No problem. Can I ask you, in your opinion, what do you believe are the advantages or disadvantages of reading Wikipedia content on your mobile device?

Participant 17: Well the advantages are that my phone is always pretty much in my hand or right next to me, so it's right there when I think of something and I feel like I need to know immediately, or I want to know immediately. And there aren't really any disadvantages in my opinion. I mean, I can't think of a time I've ever been using it on my phone and thought, "This isn't good enough. I need to get my laptop out so that I can finish reading this."

Speaker 2: Okay. Is there anything about your experiences with Wikipedia that you would hope would never change?

Participant 17: No, I don't think so.

Speaker 2: Okay. In general, when you're using Wikipedia, how much content do you generally have to sift through in order for you to feel satisfied with the amount of information you've seen?

Participant 17: Again, I don't think it has to be that much. Usually, if there is that feeling of wanting to know more, it's because I looked up one thing, it was interesting, it led me to find out

something else so I looked that up. Again, like that example, I looked up one person, I realized she was related to some other people, I wanted to know more about them. It's usually just clicking through a bunch of links and wanting to know more and more. So, it's not so much dissatisfaction as realizing I could be even more satisfied with the information by continuing to read.

Speaker 2: Okay, so kind of off of that train of thought, when you're saying sometimes you're on a page of content and you wanna know more and more, would you ever hope that Wikipedia could do a better job of recommending more content for you? Is there anything like that that would interest you if Wikipedia could somehow do that?

Participant 17: I think it does a pretty good job already, so I can't think of a time when I wished there were more links, but I also ... I'm sure there are things I've never thought of that ... I'm sure it's possible, like I'm constantly being surprised by sites or apps that make suggestions. I'm like, "Oh, yes, you got me." Like, I'll click on that too. So maybe in a way I haven't thought of, but I would imagine it's possible for it to be even better.

Speaker 2: Okay. In a perfect world, if you could customize Wikipedia to provide a single feature specifically for you, what do you imagine that feature would be?

Participant 17: I guess it's something like what we were just talking about of suggesting other content or, I'm thinking like maybe next time I come back having suggested links based on what I did last time, but I don't even know if that's ... maybe it's not even true because it's not like most of the time I come back to continue on a previous subject. It's usually something totally different. But maybe something related to either history or suggesting other things to read.

Speaker 2: Okay, so just so I understand, you would be comfortable with Wikipedia saving your history and then making suggestions based off of that, so like machine learning type of thing?

Participant 17: I think so. Yeah, I've never thought about it before so I'm just like imagining for the first time whether that's something I have an issue with. But yeah, I think so. At least, if I like opted in to have a profile where I could do that. Certainly, I know there's plenty of things I search for, and I'm like, oh, google. And if I were searching on Wikipedia I might have the same feeling of "They must be wondering why on earth I'm googling these things and searching for these things."

Participant 17: So I think I would want to have the option of opting in for that being phased. But it might be nice to have that option.

Speaker 2: Okay. And just so I can clarify for you, Wikipedia does not actually harvest any of the data, so any of the things that you've searched on Wikipedia are never saved. Whereas Google has trends, so it is saving what you're looking for. Just to clarify, that doesn't happen currently.

Participant 17: Yeah.



Speaker 2: Okay. I actually only have ... Oh, I guess, did you know that, that Wikipedia does not save any of your data?

Participant 17: I guess I didn't know it 100%. I'm maybe always a little skeptical that even if they say they're not saving, or they're not listening, or whatever, that they still might be doing it. Like somewhere deep in their terms I actually have given permission to do something I didn't think I had. So I didn't know that that was that for sure, but I also didn't have the sense that it was somehow saving or tracking my usage in that way.

Speaker 2: Okay. I actually just have a few more questions, and then we can wrap up.

Participant 17: Sure.

Speaker 2: In your opinion, what do you believe is Wikipedia's most critical feature?

Participant 17: I guess just the breadth ... is this a fair answer, like the breadth of information that's available. Having so much information on so many topics so readily available to so many people around the world.

Speaker 2: Okay. Great. Is there anything else that you'd like to share with me about any experience you might have had with Wikipedia, positive or negative?

Participant 17: I don't think so.

Speaker 2: Okay. Well that's all I have. Before we wrap up, do you have any questions for me about anything that we've discussed so far?

Participant 17: No.

Speaker 2: Okay.

Participant 17: Happy to share my experience, even though some of my usage is pretty trivial.

Speaker 2: No, it's not trivial. It's really interesting to hear the use case of people. We all use Wikipedia and information so differently, so it's not trivial at all, especially for our research. I just want to thank you for participating in this interview. Really all of your comments and feedback are extremely useful, and this is really going to help us further our research for this project. I do want to double check though, before I hang up, that's it's still okay that I recorded this session.

Participant 17: Yes.

Speaker 2: Perfect. And following this, I'll send you an email and you will have a form to fill out to collect you incentive. And, again, that should take about five to seven business days to arrive. So-

Participant 17: Okay.

Speaker 2: And if you can think of anything following this, please feel free to ask me. I'm happy to answer any questions you might have. Other than that, I hope you have a great rest of the day and thank you again.

Participant 17: Yeah, thank you.