Future Audiences

Exploring paths for the future of free knowledge

How should Wikimedia's product and platform evolve to meet the needs of new audiences?

Movement Strategy Recommendation #9: "Innovate in Free Knowledge" calls for **"change, flexibility, and experimentation to stay relevant"** as technology evolves.

There are now many changes on the horizon and many strategies we could pursue – this year, we will experiment to learn more about the potential benefits (and risks) to our movement in two key areas: **generative AI** and **social video apps**.

Can we engage audiences on AI assistants like ChatGPT?

- In a possible future where AI transforms knowledge search, attribution and source transparency may become even more important.

- To learn more, we are testing ways to add **attribution and pathways to contribution** when Wikipedia content appears in ChatGPT.

- This may inform whether and how AI can enhance the user experience **on external AI assistants or on our platforms.**

Can we engage audiences on social apps?

- In the last 3 years, **awareness and use of Wikipedia has fallen among younger audiences** – who spend more time on and prefer to learn via video.

- We will explore how knowledge is spread on rich media social apps like **Instagram, TikTok, and YouTube.**

- Our experiments will determine if these platforms and the creators on them can increase awareness of and contribute to the sustainability of the free knowledge movement.

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Join us!

Have ideas for ways to engage new audiences? We invite anyone in the Wikimedia community who is interested in this experimentation and learning to get involved:

- Join our monthly virtual calls to give input on experiment ideas and results.

- Spread the word about this work to your community and language.

- Help test and evaluate prototypes of new software.

Learn more on **Meta:[[Future Audiences]]** – or **follow the QR code.**

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