Small Wiki Multilingual Editor

Personas

Product | Design Strategy | Language Team

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November 2020
Overview

With the goal of helping small wikis grow with translation, in 2020 the Language Team conducted research across 7 small wikis to investigate the editing and translation experiences of current editors, and better understand workflows of potential editors. A total of 42 contextual inquiries were conducted across these wikis: Bengali, Gujarati, Kannada, Marathi, Malayalam, Punjabi, and Telugu.

From the research session data, the following 5 personas were constructed, and highlight the experiences of 3 existing, and 2 potential, small wiki contributors - all of whom are multilingual and regularly use translation in various ways to contribute to Wikipedia and/or online platforms.

* Please refer to individual personas for full image credits
**Editing & Translation at a Glance**

- **Niranjan**: High awareness of how editing works on WP; Potential Malayalam editor.
- **Manju**: Low awareness of how editing works on WP; Potential Punjabi editor.
- **Nahid**: Current Bengali editor.
- **Dharuna**: Current Marathi editor.
- **Suresh**: Current Telugu editor.

*Please refer to individual personas for full image credits.*

**Content Translation Use**

- **High**
- **Low**

**Overall Wikipedia Contributions**

- **low**
- **high**

*MULTILINGUAL EDITORS' EXPERIENCES*  WIKIMEDIA FOUNDATION 2020
I try to compare how many people have read my articles and how helpful they’ve been. If the article I wrote isn’t read by anyone, then what’s the point?

Women in India have many responsibilities other than just their work - the household, kids, etc. We want to spend our time positively, not engaging in long talk page debates to protect our edits.

Dharuna began editing English Wikipedia in 2014, but switched to editing Marathi Wikipedia after learning of it. Currently, she edits every week, focusing on both producing high quality articles, but also making the smaller edits she feels improves article quality - adding images and references.

She used Content Translation (CX) more as a newer editor after finding out about it in the Village Pump, but less so now. She likes the side-by-side language view of CX, but the machine translation output quality is demotivating. For drafting articles, Dharuna uses a combination of Source Editor, Google Translate, and Google Input Tools. She’s accustomed to predictive input methods.

**Editing**

**Goals**

- Create high quality articles with images and links
- Maintain her reputation as an editor of high quality articles
- Make content available locally for people of her region
- Close the gender gap for articles on Marathi Wikipedia
- Receive recognition for her contributions and efforts

**Challenges**

- Finding sources
- Translating technical vocabulary
- Editing the Marathi script directly on Wikipedia
- Maintaining language consistency when co-editing articles
- Staying motivated when editing low quality machine translation outputs
- Finding Content Translation
- Protecting her edits from being reverted

**Motivation**

- **Wide reach** — knowing people read her articles and connecting with a wide audience through Wikipedia
- **Positive Impact** — doing something positive for her mother tongue and improving coverage of geographically- and culturally-local topics
- **Recognition** — receiving recognition for her editing activity

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**Marathi**

9,000+

**English**

1500

**Hindi**

1600

**Electrical engineer**

Pune, India

Bachelor of science

Marathi, Hindi, English

USE OF OUTSIDE TOOLS

few

many

COMFORT WITH MARATHI INPUTS ON WP

low

high

TECH SAVVINESS

low

high

SOCIAL CONNECTIONS IN MARATHI WIKI

few

many

CONTENT TRANSLATION USE

infrequent

frequent

**USE OF OUTSIDE TOOLS**

**COMFORT WITH MARATHI INPUTS ON WP**

**TECH SAVVINESS**

**SOCIAL CONNECTIONS IN MARATHI WIKI**

**CONTENT TRANSLATION USE**

**Photo by AdamCohn (CC BY_NC_ND 2.0), https://search.creativecommons.org/photos/801af210-1457-43de-adea-7b904c0cc8c9**
Suresh
Current Telugu Editor — 27 years old
Hyderabad, India
Telugu, English, Hindi, Kannada
Master’s degree
Small business owner

By reading English Wikipedia, I can see there are many topics still needed in Telugu Wikipedia. This makes me feel very disappointed ... and then I start writing.

What I enjoy about Content Translation is that it saves my time spent typing in Telugu, and it also adds references.

Suresh began editing Telugu Wikipedia in 2017. He identifies articles needed in his wiki by starting at English Wikipedia. His editing activity follows his stream of reading and learning about new topics. He prefers to read on his smartphone, but edits primarily on a laptop. He uses Source Editor for small changes and Visual Editor for editing infoboxes and drafting new content.

Starting at the language selector on an English Wikipedia page, he often uses Content Translation to speed up the process of ensuring Telugu Wikipedia has coverage of current events topics and what he’s reading about in local newspapers. If they’re short articles, when he feels motivated, Suresh may publish 3-4 articles a day with the tool.

**Goals**
- Improve Telugu Wikipedia coverage of topics in current events and local newspapers
- Increase the number of articles available in his wiki
- Build social connections and learn to edit more efficiently

**Challenges**
- Writing in Telugu, especially when editing machine translation outputs
- Editing infoboxes
- Machine translation limits, which block publication of content he feels is good quality
- Working on an article with Content Translation little-by-little when other editors may not know he’s working on it and start again
- Images he adds keep getting deleted; he doesn’t know why

**Motivation**
- **Wide reach** — reaching a wide audience through Wikipedia
- **Helping others** — providing access for those who don’t read English or Hindi
- **Self-improvement** — learning and improving his English while translating articles
- **Positive feedback from community** — encouraging messages from other editors; knowing he’s editing correctly

**USE OF OUTSIDE TOOLS**
- Few
- Many

**COMFORT WITH TELUGU INPUTS ON WP**
- Low
- High

**TECH SAVVINESS**
- Low
- High

**SOCIAL CONNECTIONS IN TELUGU WIKI**
- Few
- Many

**CONTENT TRANSLATION USE**
- Infrequent
- Frequent

MULTILINGUAL EDITORS’ EXPERIENCES WIKIMEDIA FOUNDATION 2020
Nahid
Current Bengali Editor — 22 years old

Kolkata, India
Bengali, English
Bachelor degree
Travel Industry

What I enjoy most is when others read what I've edited...I feel good.
Work that takes 5 minutes on a laptop takes me 10-15 minutes on smartphone.
I feel that if I continue editing, my talent and skills will increase from it.

Nahid began editing Wikipedia during the Covid-19 pandemic in 2020. He uses a smartphone for about 90% of his editing, and generally focuses on short edits and editing 2-3 paragraphs at a time. He enjoys editing topics that are geographically- and culturally-relevant to where he lives. His inherent knowledge of these topics provides confidence when faced with other editing challenges.

Using Google Translate, he may add 2-3 paragraphs to articles at a time. Typing in Bengali is easy on mobile, but Nahid relies on the Google Translate interface for writing on a laptop. He found out about Content Translation through an editing competition. But, he doesn’t know it’s out of beta in his wiki and cannot locate the Content Translation dashboard.

Goals
- Create content that readers find valuable
- Increase his skills and make some new friends
- Provide information for people in remote areas who don’t speak English
- Keep the Bengali Wikipedia as up-to-date as larger wikis

Challenges
- Writing in Bengali on a laptop (enabling keyboard options)
- Editing infoboxes, especially on a smartphone
- Templates not available in Bengali Wikipedia
- Finding the best words when translating
- Editing more than a short paragraph on his smartphone
- Finding Content Translation

Motivation
- Self-improvement — feeling like he’s learning new skills
- Reach — seeing content he’s helped edit appear on Google searches and getting accessed by others
- Article quality — knowing an article on Bengali Wikipedia is just as up-to-date as the same article on a bigger wiki

USE OF OUTSIDE TOOLS
few
many

COMFORT WITH BENGALI INPUTS ON WP
low
high

TECH SAVVINESS
low
high

SOCIAL CONNECTIONS IN BENGALI WIKI
few
many

CONTENT TRANSLATION USE
infrequent
frequent
Manju
Potential Punjabi Editor — 41 years old
Ludhiana, India
Punjabi, English, Hindi
Bachelor degree
Teacher

When I start editing, there should be some help or recommendations, like knowing how to change settings so I can write in Punjabi more easily.

After publishing, I feel good that I wrote something and people will get to see that.

Content Translation turned out to be helpful, I think it’s very beneficial when just getting started.

Reading & Editing
Manju sees Wikipedia as the place to go to get authentic and complete information. She reads both Punjabi and English Wikipedia. For example, she reads English Wikipedia to access information about specific medicines, but prefers reading about general health-related articles on Punjabi Wikipedia. While she understands that many writers are involved in creating Wikipedia, she doesn’t understand who creates content and how.

After being invited to try editing, she first thought about editing when reading about a local village, and enjoys correct mistakes - fixing factual errors. Manju has access to a laptop, but generally writes and translates for her personal blog on her phone. One reason for this is because she feels she types fluently in Punjabi on her smartphone, using predictive text options.

When invited to try Content Translation, she had difficulty with keyboard settings and writing. She also faced challenges knowing how to interact with the tool and how to engage with the very long infobox that appeared at the top of the article.

Goals
● Create visually-rich content
● Receive recognition for editing and writing
● Benefit large groups of readers
● Be part of a well-known and respected platform
● Understand her impact (feedback loop)
● Share her contributions with friends

Challenges
● How to start editing Wikipedia?
● Understanding who creates content
● Getting help understanding the process: how is content reviewed, where does she draft and save?
● Feeling confident about her content knowledge
● Adopting what the community would consider a neutral stance
● Feeling anonymous

Motivation
● Positive feedback & recognition — getting feedback from readers and recognition for her efforts
● Wide reach — a feeling of satisfaction from reaching a wide audience on Wikipedia
● Writing to learn — suddenly watching something that makes her want to learn and write about it

Knowledge of How WP Editing Works

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<thead>
<tr>
<th>Basic</th>
<th>Advanced</th>
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Comfort Writing in Local Language(s)

<table>
<thead>
<tr>
<th>Low</th>
<th>High</th>
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Tech Savviness

<table>
<thead>
<tr>
<th>Low</th>
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Niranjan
Potential Malayalam Editor — 44 years old

Kochi, India  Master’s degree
Malayalam, English  Journalist

Niranjan

Goals
● Contribute longer form articles
● Be able to draft articles in a way that feels familiar to current writing processes
● Receive recognition or credit for contributions
● Understand who co-contributors are and the ‘behind-the-scenes’ of articles

Challenges
● Adding citations
● Saving unfinished drafts to complete later
● Navigating the Wikipedia ecosystem
● A slow connection, causing tools like Content Translation to load very slowly
● Writing in Malayalam without predictive phonetic input tools

Motivation
● Wide reach — reaching a wide audience is very satisfying
● Prestige — participating as a writer on a platform seen by thousands
● Feedback — receiving feedback from readers is highly motivating

Reading & Editing

Niranjan generally defaults to reading English Wikipedia, except for learning about local authors, films, and regionally-famous people. He rarely navigates within Wikipedia and instead relies on Google searches to navigate the site.

He has a good understanding of how anyone can contribute to Wikipedia, but a more limited technical understanding. Niranjan uses a Google search to find an English article he can translate to Malayalam. His first editing experience involved composing in Google Input Tools and pasting into Visual Editor. Outside of Wikipedia, he’s accustomed to the interfaces of WordPress, Quora, and Medium.

Only with assistance did Niranjan find Content Translation (CX). He likes how it can translate simple sentences very quickly, and how links and references are automatically inserted. Two major barriers to use are feeling like it was too much work to edit machine translation output, and knowing ‘what to do next’.

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If it’s not user-friendly, I won’t use it.

Content Translation provides formatting, photos, and links. You can’t get that from Google Translate.

Even a 50-year-old man can use Facebook easily. I expected that Wikipedia would be as easy, but it’s not. It takes much more effort to learn.
Appendix — Definition of Quick Matrices

Current editors

**USE OF OUTSIDE TOOLS**
Use of Wikimedia-external tools while writing and editing

**COMFORT WITH LANGUAGE INPUTS ON WIKIPEDIA (WP)**
Degree of exclusive reliance on WP input tools vs. use of external tools to aid input

**CONTENT TRANSLATION USE**
Frequency of Content Translation use for writing articles

**SOCIAL CONNECTIONS IN SMALL WIKI**
General activity in social areas, including talk pages, Whatsapp or Facebook groups, and in-person gatherings

Potential editors

**TECH SAVVINESS**
General level of tech savviness on/off Wikimedia projects

**KNOWLEDGE OF HOW EDITING WIKIPEDIA (WP) WORKS**
Awareness of how content is created and ability for newcomers to edit

**COMFORT WRITING IN LOCAL LANGUAGES**
General level of comfort writing in non-Latin scripts, especially for most relevant local language(s)