Wikistories Concept Testing

Gathering early feedback from Indonesian communities

Executive summary

Visual and short forms of online content have grown globally in the last decade, with both young and newer internet users being introduced to visually engaging content as their primary internet experience. Currently, there isn't an easy way to create or curate a visual narrative from Wikimedia content in a short snackable format for mobile devices. The goal of this project was to gather feedback from Indonesian editor communities (Indonesian, Balinese, and Javanese Wikipedias, etc…) on early concepts and designs for Wikistories, focusing on the experience of potential Wikistory creators.

Overall feedback on the concept of Wikistories was positive, where all participants expressed their interest in creating Wikistories as a way to share their contributions to Wikipedia and Commons. Their goal was to share Wikistories on social media platforms to share facts about certain topics from Wikipedia articles in a short snackable format, with the hope that people would be interested in learning more about the topic by visiting the Wikipedia articles after experiencing the Wikistories. A number of design changes were made after the first round of sessions to address critical gaps identified in the first round. Overall, all participants preferred the Main (Creator) prototype over the Automated prototype because they enjoyed creating Wikistories where they had the options to select images and texts to express their creativity, highlighting the importance of creativity, personalization, and expression in the potential value proposition of Wikistories for creators.

Goals   **Approach**   **Results**

Research Goals

The overarching questions we aimed to answer fell roughly into three categories: content, support, and ecosystem.

1. **Content**
   - What types of content are potential Wikistory creators interested in? (e.g., topics, length, balance of visuals and prose, etc)
2. **Support**
   - What types of support do contributors need to curate this content?
   - Should there be a single Wikistory for each article, or many stories per topic?
   - Should stories be written individually or collectively?
3. **Ecosystem**
   - How do Wikistories fit within the current ecosystem of Wikipedia content and snackable mobile content?
   - Should stories be tied to Wikipedia pages?

Research Approach

Methodology and materials

The project was carried out through a collaborative effort between Inuka product management, design, design research, and Wikimedia Indonesia. Moderated 90 minute research sessions fifteen participants using a smartphone allowed an opportunity for existing editors of Indonesian language Wikipedias to use interactive prototypes of early contributor flows for the Wikistory curation process. In addition to these observed tasks/interactions, sessions included targeted questions throughout the task observation, as well as pre- and post-task questions. All sessions were conducted in Indonesian and/or a mixture of English and Indonesian, based on the participant's preference.

Participants

The fifteen participants in this study represented Wikipedia editors who contribute to a language version of Wikipedia spoken in Indonesia: *Indonesian*

(id), Minangkabau (min), Javanese (jv), Sundanese (su), Balinese (ban), Banjar (bjn). Potential participants were recruited in coordination with the Indonesian Affiliate, who recommended particular individuals to participate. These individuals then completed a screener survey.

There were a total of eight female and seven male participants, all of whom were under the age of 34. These participants have professions ranging from writer, teacher, content creator, recent graduates, or students. Four of these participants frequently edit Wikipedia several times a week. Another four participants edited wikipedia articles a few times in a month, while seven participants only reported editing wikipedia a few times in a year. Yet, all (except for one) participants are involved in other wiki projects either as editor, contributor or moderator, such as Commons, Wikisource, Wikiquote, Wikidata, and Wiktionary.

Early Concepts and Prototypes

A total of three prototypes were used in this project. They included (manual) creator and automated prototypes. The creator prototype was one in which participants could select pictures and text to create their own Wikistories, while the automated prototype presented computer-generated Wikistories. The three initial concept prototypes are briefly described below, along with a link to the prototypes.

1. [Main (Creator) Prototype](#)
   When a reader arrives at a Wikipedia article on their mobile phone, there are image buttons on the top of the article that provide an entry point to Wikistories. Participants can create Wikistories by selecting pictures and text from the Wikipedia article and/or Commons.

2. [Automated Prototype](#)
   When a reader arrives at a Wikipedia article on their mobile phone, there is a Wikistory tab next to the TalkPage tab. The participants can view the automatically generated Wikistory and their only task is to decide whether they would like to publish.

3. [Automated Google Concept Prototype](#)
   There are a few sample of this prototype ([rumah-panggung-betawi](#), [tari-tumbu-tanah](#), [geger-pacinan](#), [pertapaan-santa-maria-rawaseneng](#), [ngalaksa](#), [geger-pacinan](#), [lambang-negara-indonesia](#)). When a reader

taps on the link(s) provided, they see automatically generated Wikistories with text-to-speech sounds and text animation.

Results

Results are presented below for each of the prototypes, including feedback from both the first and second round of sessions, as well as highlights of design changes made between rounds. A more general discussion follows the reporting on individual prototypes. Additional details and discussion notes were available to the Inuka Team via two interim reports delivered ahead of this final report.

1 | Main (Creator) Prototype

When a reader arrives at a Wikipedia article, there are images at the top of the article that provide entry points to Wikistories. Participants can create Wikistories by selecting pictures and text from the Wikipedia article and/or Commons.

In the first round of research sessions, two main patterns emerged. First, the lack of instructions on the initial page created confusion. It wasn't always clear to the participants how to navigate the story creation process. For example, as shown in *Figure 1*, the participants could create a Wikistory by tapping the Commons or Wikipedia buttons on the bottom of the page. However, they chose to tap the (+) in the lower right of the screen, with the assumption that it was the entry point for the Wikistory creation process. It created confusion when a blank blue page appeared, since the function of the (+) button was to add another story card where participants could add another picture and/or text to the Wikistory. During the first minute of interaction, the participants lost confidence, which affected the participants' ability to generate a Wikistory. Second, during the story creation process, participants expressed frustration due to the missing (but desired) editing features. For example, participants wanted the ability to edit the text or add their own text because they wished to personalize the text, fix some errors, or shorten the text. They also mentioned that they would like to have an erase/delete button.
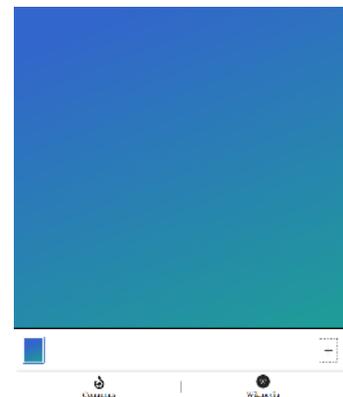

Figure 1. Main Prototype version 1

Based on these initial results, design changes were made to the main prototype before round two sessions. First, the entry point was added on a Wikipedia article in the form of image buttons. All participants immediately understood the function of the image and (+) buttons (see *Figure 2*), which was attributed to their familiarity in creating WhatsApp or Instagram stories.

Borobudur

candi Buddha abad ke-9, yang terletak di Magelang, Jawa Tengah, Indonesia

Borobudur (bahasa Jawa: ꦕꦟ꧀ꦝꦶꦧꦫꦧꦸꦝꦸꦂ, translit. *Candhi Barabudhur*) adalah sebuah candi Buddha yang terletak di Borobudur, Magelang, Jawa Tengah, Indonesia. Candi ini terletak kurang lebih 100 km di sebelah barat daya Semarang, 86 km di sebelah barat Surakarta, dan 40 km di sebelah barat laut

Figure 2. Main Prototype version 2 entry point

Also in response to first round results, the story creation process was simplified by directing editors to either 1) choose images from the Wikipedia article or 2) upload their own images (see *Figure 3*), instead of providing them with option to either start with an image (through Commons) or text (through Wikipedia) like in the first version of the prototype. All participants started by selecting images from Wikipedia. They prefered to use images from Wikipedia because they thought the images were higher quality, with clear licensing. There were instances when users wanted to upload their own images, mainly when there was a lack of images available on Commons for certain topics. Other participants also mentioned that they would upload pictures that they took of events or places that they visited.

Cari Media

Search places, people.   Cari

Images from Borobudur article

From Wikipedia   Upload

Figure 3. Main Prototype image selection

Third, based on recommendations from the sessions in round one, a text-editing feature was added. After selecting images for a story, the participants could choose text from the Wikipedia article and edit the text or add their own text (see *Figure 4*). All users prefered to select text from Wikipedia compared to adding their own text because it was faster, and the facts come from reliable sources. All participants selected text that was [1] relevant to the image, [2] general information on the topic, usually the first sentence of the article, or [3] unique facts. The participants also found the ability to edit the Wikipedia text to be very useful especially in the circumstances where they would like to [1] edit for errors (typos, grammar, diction, etc.), [2] paraphrase the text to make it sound less formal, [3] shorten/summarize the text. They would add their own text when [1] they would like to personalize the text by adding a conversational phrase such as

invitations (Let's remember…) or questions (Have you ever…?), and [2] they could not find the information they would like to add in the Wikipedia article.

Finally, editing elements were also added in the second version of the main prototype based on participants' suggestions during the first round of sessions. The participants immediately understood the functions of these buttons (seen on the top right corner in *Figure 4*), although in a variety of ways. For the *trash icon*, all participants understood it had the function to delete, but some thought it would delete the whole story card, some thought it would delete only the image, while others thought it would delete only the text. For the *palette icon*, all participants understand it could be used to change colors, although they differed in their assumption of what colors could be edited using this palette button: [1] the picture (similar to Instagram filter), [2] the text, [3] the text box. For the (+) button in the bottom right corner, all participants understood that they had to tap this button if they wanted to add more images to the story.
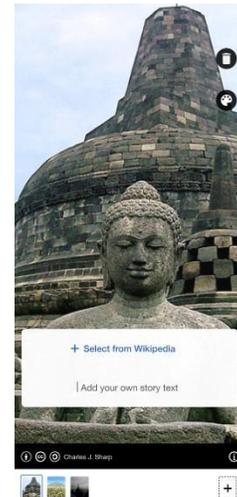

Figure 4. Main Prototype text selection

The main finding in the second round of sessions was that all participants found creating Wikistories using the updated Main prototype to be easy and enjoyable. However, participants recommended having a feature where the text box or the picture can be moved around. If the text box covers the important part of the picture, it would render important information conveyed in the picture hidden. This is consistent with the recommendations given by participants in the first round of sessions. Other consistent recommendations across both sessions were to add a sharing button (to other social media platforms) after publishing, and include a tappable link to the Wikipedia article if the Wikistories are shared through other platforms. In addition to recommendations implemented between rounds, additional recommendations for editing and readership features are explained below.

1 | Additional Recommendations (following both rounds of sessions)
- The ability to use a different font or add a different script. For example, one participant would like to add Balinese Script for a word or a phrase in the text.
- The ability to move the text box around and to reduce/increase font size so as not to cover an important part of the image.

- The option to highlight words or phrases for emphasis.
- The option to add a collage of images.
- The ability to see statistics regarding how many people have seen the story.

2 | Automated Prototype

When a reader arrives at a Wikipedia article, there is a Wikistory tab next to the Page and Talk Tabs. The participants can view the automatically generated Wikistory and their only task is to decide whether they would like to publish.

In both rounds of research sessions, the main patterns that emerged are (1) the participants thought that the Wikistories tab was unnoticeable, and (2) participants were not enthusiastic about this second prototype because it did not provide room for creativity.

Figure 5 shows the Wikistory tab next to the page (Halaman) and talk (Pembicaraan) tabs. Most participants (all but 2) in round 1 sessions did not notice this entry point; they did not know how to create this automated version of a Wikistory until directed by the moderator. Participants in round 2 more readily noticed the Wikistory tab in the second prototype.[1] All the participants preferred the image button entry point in the Main prototype (see *Figure 2*) because it was more obvious and attractive since people would be curious to tap the image button, as illustrated in the following quotation.

Figure 5. Automated Prototype entry point

> *"I think in this second version [as in Figure 5] there is a possibility that it will not be noticed. The image button (circle) was very obvious [as in Figure 2]. It will make people curious to tap it. But the second version looks more like Wikipedia. Both have plus and minus, but I like the first version better"*

When the participant tapped the Wikistory tab, they were taken to the "Create Wikistory" page. At this point, the participants expected that they would create another Wikistory, similar to what they did in the main prototype. All participants in both rounds of sessions preferred the Main Prototype over the

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[1] While we can't fully rule out a presentation order effect given how sessions were structured, it was a topic that came up repeatedly in conversation about how one entry point was more salient.

Automated Prototype because they had more control over the content and could express their creativity in the Wikistories they created. They felt like they were not the creator of the automated Wikistory; hence, it affected their interest in sharing the Wikistories on other social media platforms. Two participants from the round 2 sessions noted that this Automated Prototype is much simpler and faster compared to the Main Prototype, but they still preferred the Main Prototype over the Automated one, as can be seen in the quotes below.

> *"Auto-generated (Wiki)story will make it easier, but if it can be edited, it will be better. I would like the option to change the images and personalize the text"*

> *"Maybe add this prototype to the first prototype where there is an option to generate it automatically, but it can also be edited"*

2 | Recommendations
- Ensure the entry point is easily discoverable.
- Add the options to edit the images and the text in the automatically generated Wikistories.

3 | Automated Google Concept Prototype

When participants tap on the link(s) provided, they see automatically generated Wikistories with text-to-speech sounds and text animation.

This prototype was included in the second round of sessions due to availability and timing. The most frequently-used-word to describe the participants impression of this prototype was *interesting* because the Wikistories looked different than the other two prototypes. The three reasons for why the participants thought this prototype was interesting were: 1) the text animation, 2) the features in this prototype that are not available in the other two prototypes, i.e. share, play-pause, and audio buttons on the top right corner of the screen, and 3) the video-like attributes. One participant mentioned that they would share this on TikTok because it looked more like a short video.

Regarding the text animation, most users felt it was distracting, as illustrated in the quotes below. One argued because the text was short, they could read the whole sentence in one go, so the walking text was not necessary. Another user would like the pop-up process to be smoother. Two other participants noted it might be difficult to read the text because it is not placed within a text box, especially when the background image is colorful. They would like to see the text inside a text box, just like in the other two prototypes.

"It's [walking text] good, but for me it's not necessary. This sentence is not too long, so I could read it at once glance. I think this walking text is only for aesthetic."

"I prefer one sentence to appear instead of each word appearing one after another."

"I am disturbed by the walking text and that it doesn't have a solid background."

When seeing the audio button, two participants expected to hear music. Therefore, they were surprised to hear a text-to-speech when they turned the audio feature on. Participants had conflicting opinions regarding the text-to-speech audio, as noted in the quotes below. On one hand, they thought it was good because it would help users with disabilities, and they could listen to the Wikistory while doing something else. On the other hand, they felt the text-to-speech would create boredom due to the monotonous speech.

[+] *"The user doesn't have to read or look at it. I could listen while cleaning or on our commute to work/campus."*

[?] *"For me, I would not use this feature often, but this feature might help others who have a disability."*

[-] *"I would prefer to not have the sound option because I imagine it will be really boring to listen to the same sound over and over again."*

Overall, feedback on the user interface for this third prototype was positive. They also did not present any suggestions for changes or adjustment for this prototype, except for those who disliked the text animation and the text-to-speech audio features. The participants remarked that it is likely for them to share these Wikistories on other social media platforms, for two possible reasons. First, a majority of the participants believed that these Wikistories were created by humans. After being asked who they thought created these Wikistories, five out of seven second round participants thought they were created by people, either by Wikipedia editors or Commons contributors. Only two participants thought that these Wikistories were

computer-generated, mainly due to the text-to-speech and text animation features. Second, the video-like attribute of the Wikistories is another possible motivation for them to share it, as one of the participants specifically mentioned they would share these Wikistories depending on the platform, while another participant preferred to share it on TikTok or Instagram.

3 | Recommendations

- Reconsider the text animation feature to appear sentence-per-sentence instead of word-per-word, and A/B test options with/without this feature to see which performs better among readers.
- For readability, ensure all text in a text box.
- Weigh the advantages and disadvantages of including the features noted to convey video-like attributes.

General Discussion

The previous section of this report focused on the findings for the three initial concepts and prototypes, across two rounds of research sessions. Changes and adjustments to the Main Prototype made after the first round of research session were also noted. In this section, we discuss the concept of Wikistories at a more global level.

In regard to the entry point strategy for Wikistories, visibility and ease of discovery should be considered as the most important element. Further concepts to consider include the availability of entry points across wikis and other platforms (e.g. social media). Participants' most-frequently-asked question was "Where will Wikistories be available?" They were curious to know if Wikistories would be available on Wikipedia (either on a Wikipedia article or via the Wikipedia mobile application), or if they would be available as a separate mobile application. Some participants would even like to see Wikistories linked to other social media platforms, where they could create a Wikistory directly from the social media application. While entry points to other wikis and social media platforms is beyond the scope of this research, it is clear that an obvious and persistent entry point would allow users to easily find Wikistories, and potentially attract them to curate more Wikistories.

Apart from the entry point concept for Wikistories, we also have findings that directly answer the general framing questions for this research, repeated below for ease of reference:

1. **Content**
   - What types of content are potential Wikistory creators interested in? (e.g., topics, length, balance of visuals and prose, etc)
2. **Support**
   - What types of support do contributors need to curate this content?
   - Should there be a single Wikistory for each article, or many stories per topic?
   - Should stories be written individually or collectively?
3. **Ecosystem**
   - How do Wikistories fit within the current ecosystem of Wikipedia content and snackable mobile content?
   - Should stories be tied to Wikipedia pages?

1 | Content

In general, participants' expectations of Wikistories were similar to products on other social media stories. Some participants would like to create stories about current events, places that they were visiting, or things around them. For example, one participant created a Wikistory about public transportation because he saw a public transportation vehicle in front of him. Other participants created stories based on their topic of interests, such as culture, traditions, culinary arts, and many others. In these instances, their purpose in creating Wikistories was to present and introduce facts (that can be found in Wikipedia) to share with the general public. One participant mentioned that they would like to share one fact a day using Wikistories. The participants also created Wikistories based on topics they had previously edited in Wikipedia or topics for which they had contributed photos to Commons. However, there was one potential problem noted, namely the difficulty in creating Wikistories for certain topics, e.g. math, because it was hard to find relevant pictures.

2 | Support

The participants questioned whether they could create a Wikistory that combined pictures and texts from different Wikipedia articles instead of only taking images and text from one Wikipedia article. For instance, one participant wanted to create a Wikistory about a dolphin and they would like to add facts from a Wikipedia article about dolphins and another article about mammals. Another participant was interested in creating a Wikistory about dances. They would like to add images from articles about several different

types of dances, as well as texts that are relevant to the images (which would also come from different Wikipedia articles). The participants also had differing opinions on how many images one Wikistory should have. On average, participants would have around 5 images in one Wikistory, with a minimum of 1-3 images and a maximum of 6-10 images.

3 | Ecosystem

Participants expected to share Wikistories, like Instagram Stories, with the expectation that their friends and followers would read their stories. They hope that by experiencing the Wikistories, more people would be interested in reading the full article and visiting the Wikipedia page. They also were concerned that if the Wikistory was only available on Wikipedia, it would not really be functional since people are already there to read the article, so they do not have the need to read the Wikistories again.

Another reason for sharing Wikistories on other social media platforms was because participants thought Wikistories would make it easier for them to share with other people about the topics that they have curated on Wikipedia or Commons. One participant mentioned that they would like to share the Wikistories so his friends could see his name on the CC licensing. Some participants also mentioned that they never share Wikipedia articles they edit because they did not have the confidence since Wikipedia articles use formal language, so they were afraid of making mistakes or being thought of as arrogant. However, they would definitely share the topics they edited through Wikistories because they can personalize them and use informal language. Furthermore, they thought their friends and followers would be more interested in reading a short snackable content compared to reading a long Wikipedia article.

The overall feedback on the concept of Wikistories was positive, but it's important to emphasize the importance of personalization of images and text. The two most frequent words that the participants used to describe Wikistories in their own words were: simple and summary. To conclude, the participants perceive Wikistories as a way to share their contribution to Wikipedia and attract more people to read Wikipedia articles due to the following reasons: [1] Wikistories can be personalized, and [2] Wikistories are short and concise.