

Free knowledge for complete beginners:

introducing Wikipedia to new readers



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Hi there!

Meet our panel:



Anne



Jack



Kacie



Zack

**New Readers ...
is a WMF program.**



**New Readers ...
is what it says.**



**“Understanding and serving
potential Wikimedia readers in
countries where access to the
internet is quickly growing”**



Mexico

CC-by-SA 2.0 - Sandstein



Nigeria

Public Domain - Arex72



India

CC0 - hariviyasi

**We started with
research...**



‘New Readers’

How do they find information?

- Needs for info seeking, especially online
- Habits for info seeking online, and for interacting with Wikipedia
- Existing sources of information and why they are used and trusted.

How can Wikipedia help?

- Existing perceptions and knowledge of Wikipedia
- How current Wikipedia functionalities support or inhibit online learning

**We learn from the experts:
people themselves.**





Community
Volunteers, chapters,
user groups

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Phone surveys
11,000 respondents

CC-by-SA 3.0 - Omaranabulsi



Design research
> 145 interviews

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What we learned...

For complete findings, see: [Meta:New_Readers/Findings](#)



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Let's meet Some new readers

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Meet “Shilpa”



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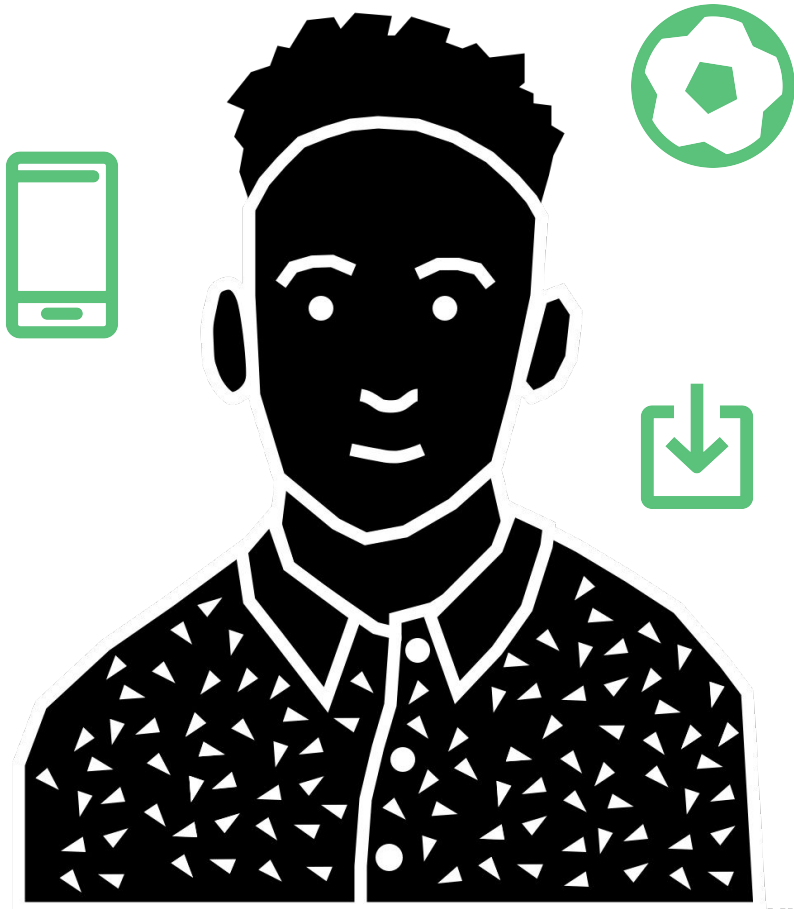
Shilpa lives in northern India

- She has inconsistent internet access
- She has never heard of Wikipedia
- She learns from her friends and family

Meet “Chris”



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Chris lives in Nigeria

- He has intermittent internet access
- He uses Wikipedia to win arguments
- He downloads content to use at home

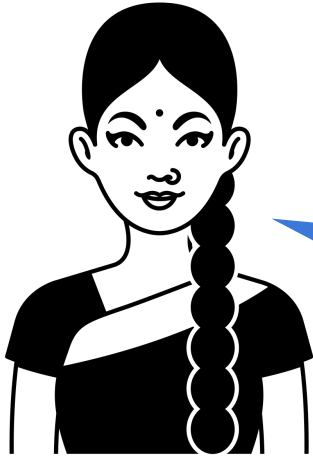


**Chris and Shilpa have
a lot in common...**

**"I start searches with
Google..."**

**"I don't have internet
at home..."**

**"I don't know about
Wikipedia..."**



So what are we doing?

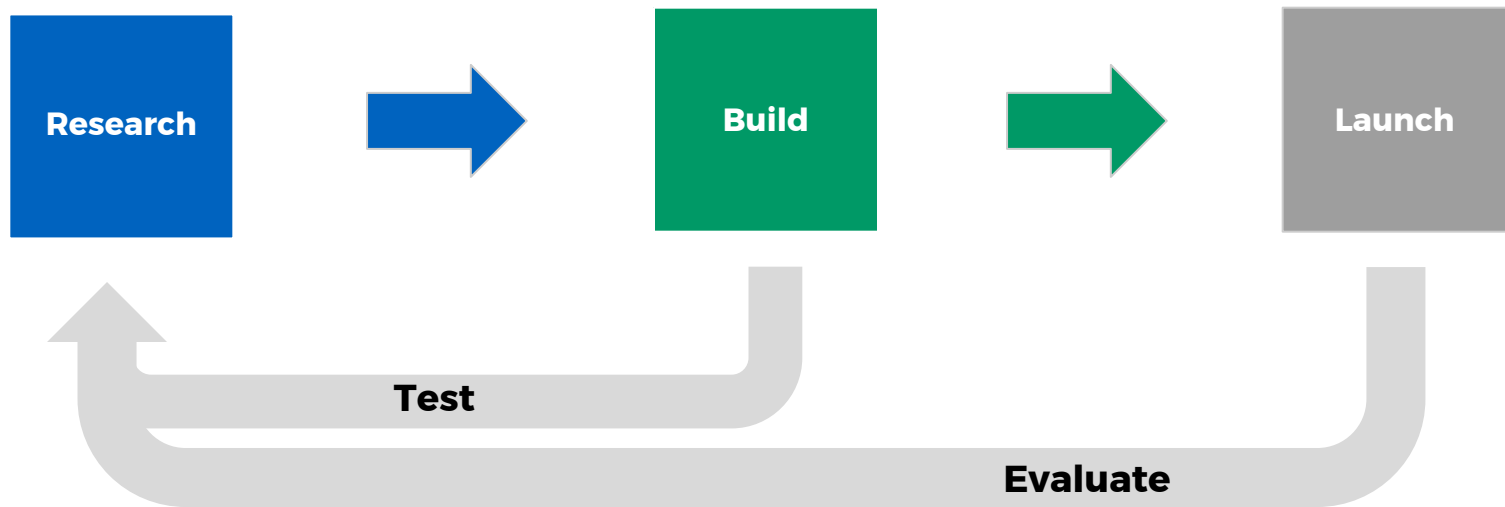
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**Building to reach
Chris, Shilpa, and
people like them...**



Project Status: **Building prototypes**

Progress

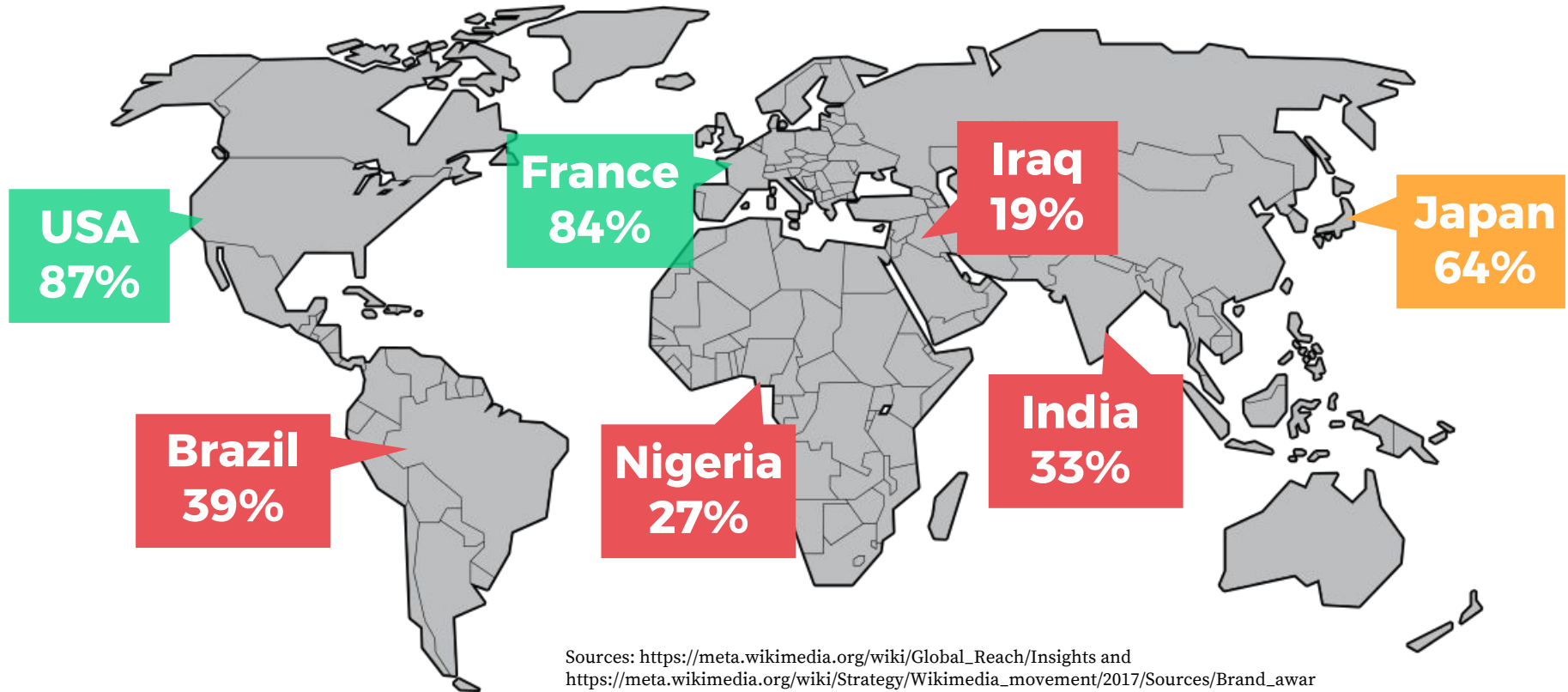


Problems:

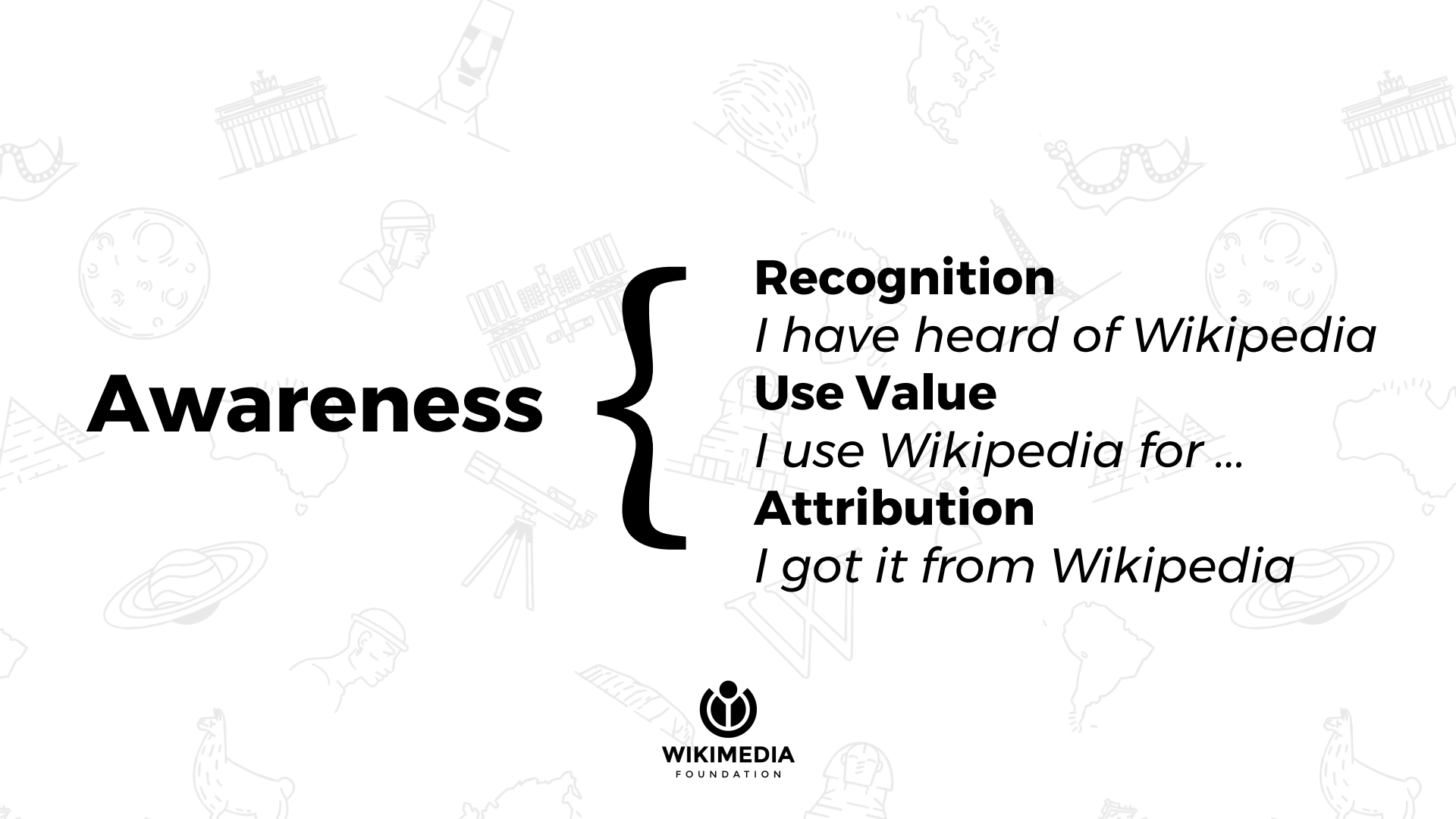
Awareness

Access

Wikipedia awareness among internet users



Sources: https://meta.wikimedia.org/wiki/Global_Reach/Insights and https://meta.wikimedia.org/wiki/Strategy/Wikimedia_movement/2017/Sources/Brand_awareness,_attitudes,_and_usage_-_Executive_Summary



Awareness

Recognition

I have heard of Wikipedia

Use Value

I use Wikipedia for ...

Attribution

I got it from Wikipedia

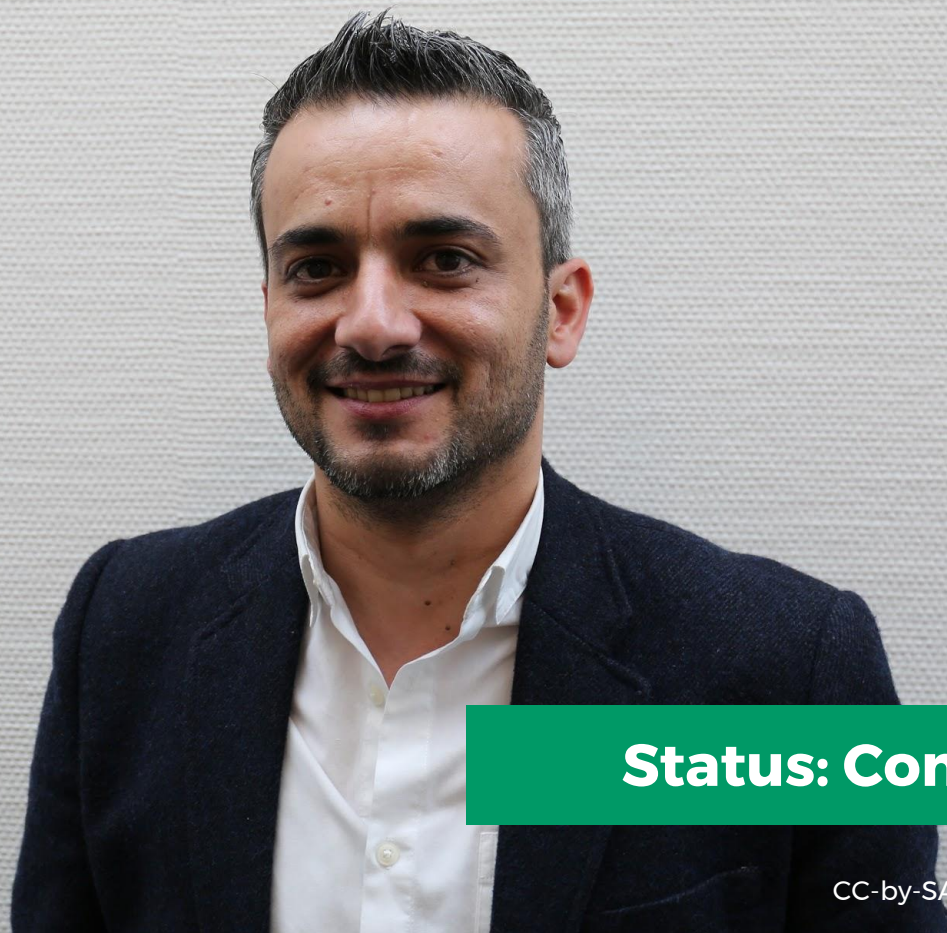


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Approach: Promoting Wikipedia with regional campaigns



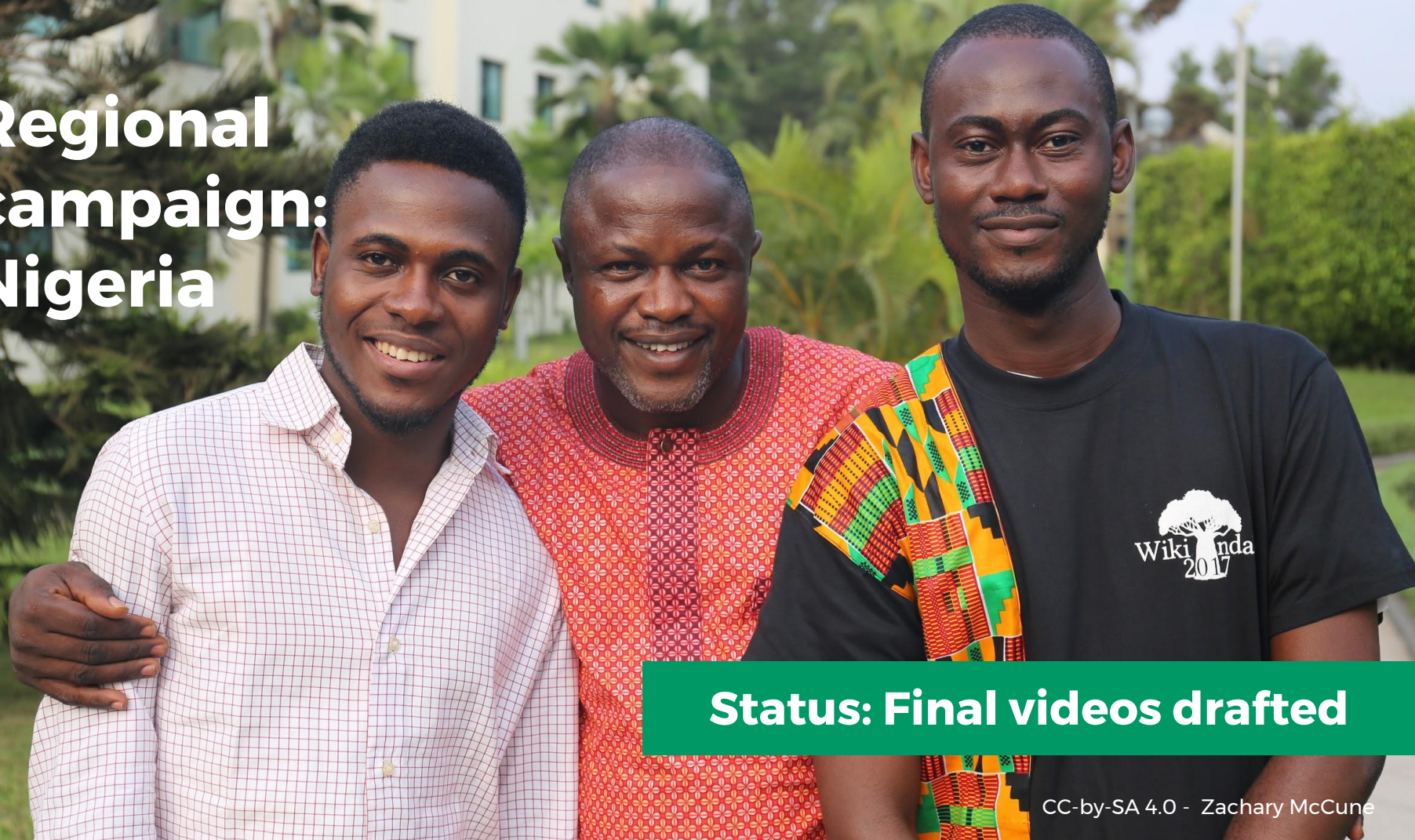
Regional campaign: Iraq



Status: Complete!



Regional campaign: Nigeria

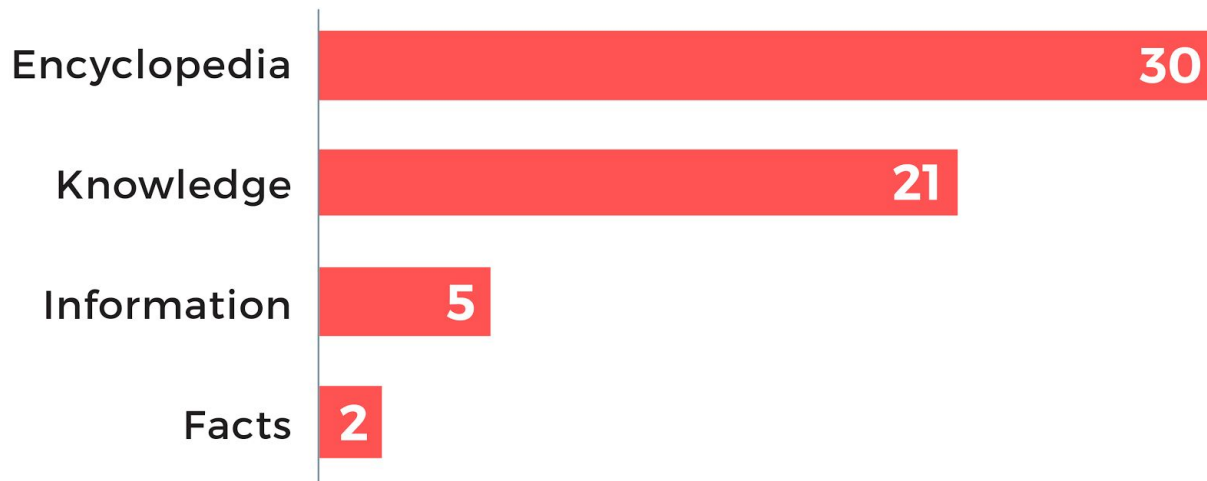


Status: Final videos drafted



Wikipedia in one word

There were 92 answers to this open text, free response question. These are all words repeated twice or more:



Nigeria survey findings

If Wikipedia were a person it would be a...

Across 92 open text, free responses these personas/characteristics were repeated twice or more:



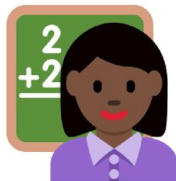
Know-it-all

(24 responses)



Generous

(11 responses)



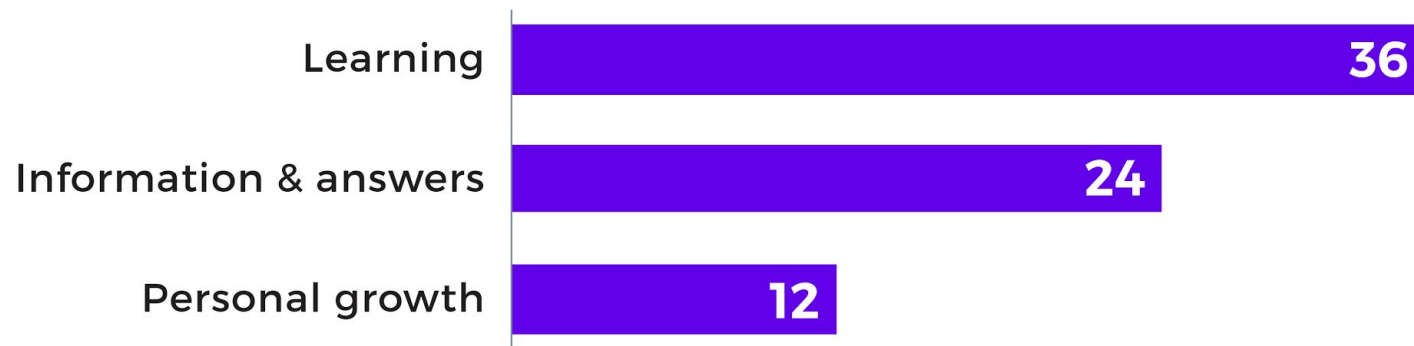
Teacher

(5 responses)

Nigeria survey findings

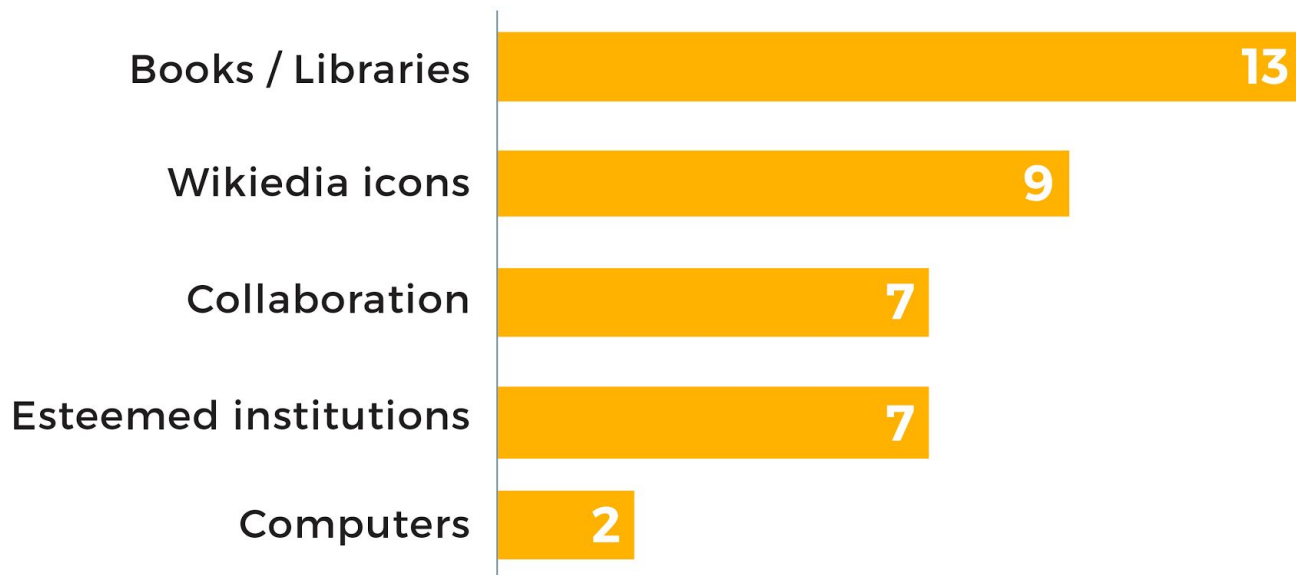
Try Wikipedia, it's great for...

From 92 open text, free responses there were 3 topics suggested 5 times or more:



Imagery themes used to explain Wikipedia

In reviewing the 33 suggested images, 5 visual tropes were repeated twice or more:





Books & libraries are most popular visual summary for Wikipedia in Nigeria

*Especially this library at Trinity College Dublin.

Regional campaign: India



Status: Developing concepts

Approach:

Showcasing Wikipedia with Rapid Grants

In Nigeria, a 3-part “fan club” series:

1. Secrets of Wikipedia

Show students revision history, sources, talk pages, etc.

2. Request an article

Students find redlinks and request the articles.

3. Build stubs

WMNG creates stubs. Students find sources for articles, add to talk page.



Access

Offline

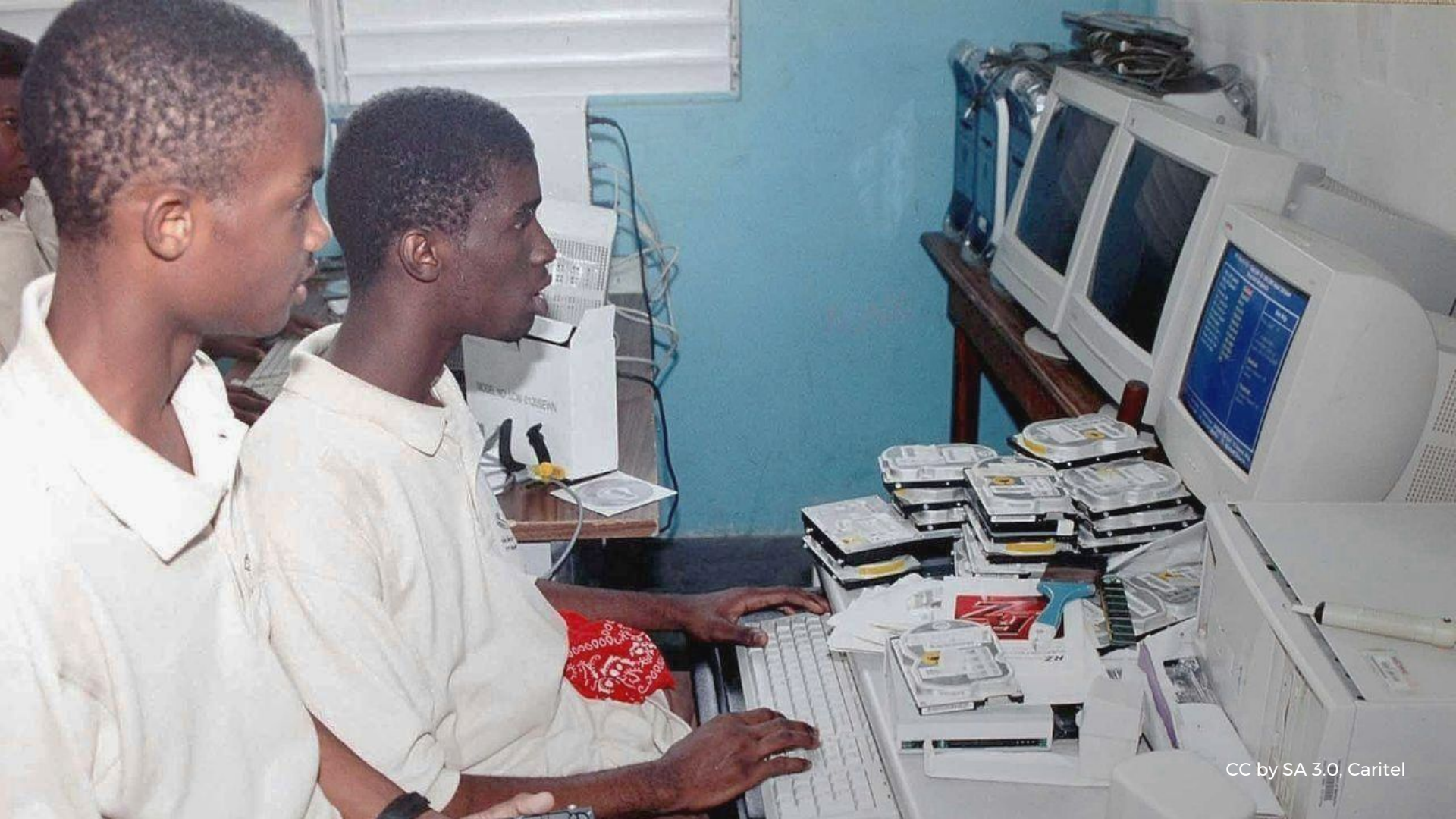
I have less internet access

Affordability

Internet access is expensive for me



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Data costs are a barrier

80%

of internet users claimed
to be impacted by **data cost**

27%

aren't internet users
because they **can't**
afford it.

Improving access through offline support

Mobile web

Print to PDF:

Mobile formatted PDFs of specific articles to read and share offline.

Android

Saved pages:

Saving specific articles for reading later.

Compilations:

Downloading and reading packages of content.

Fully offline

Kiwix, etc:

Accessing a library of content through a local offline network, USB drive, or other means.

Some internet



No internet

Mobile web

Now

This article is about the painting. For other uses, see [Mona Lisa \(disambiguation\)](#).

Mona Lisa

Italian: *La Gioconda*, French: *La Joconde*



Artist	Leonardo da Vinci
Year	c. 1503–06, perhaps continuing until c. 1517
Type	Oil
Medium	Populus
Subject	Possibly Lisa Gherardini
Dimensions	77 cm × 53 cm (30 in × 21 in)
Location	Musée du Louvre , Paris

The **Mona Lisa** (/ˈmoʊnəˈliːsə/; Italian: *Monna Lisa* [*monˈna ˈliːza*] or *La Gioconda* [*la dʒo ˈkonda*], French: *La Joconde* [*la ʒɔkɔ̃d*]) is a half-length portrait of [Lisa Gherardini](#) by the Italian Renaissance artist [Leonardo da Vinci](#), which has been described as “the best known, the most visited, the most written about, the most sung about, the most parodied work of art in the world”.^[1]

The painting is a portrait of [Lisa Gherardini](#), the wife of [Francesco del Giocondo](#), and is in oil on a white Lombardy poplar panel, and is believed to have been painted between 1503 and 1506.

After

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Mona Lisa

A Painting by Leonardo Di Vinci

The [Mona Lisa](#) is a half-length portrait of [Lisa Gherardini](#) by the Italian Renaissance artist [Leonardo da Vinci](#), which has been described as “the best known, the most visited, the most written about, the most sung about, the most parodied work of art in the world”.

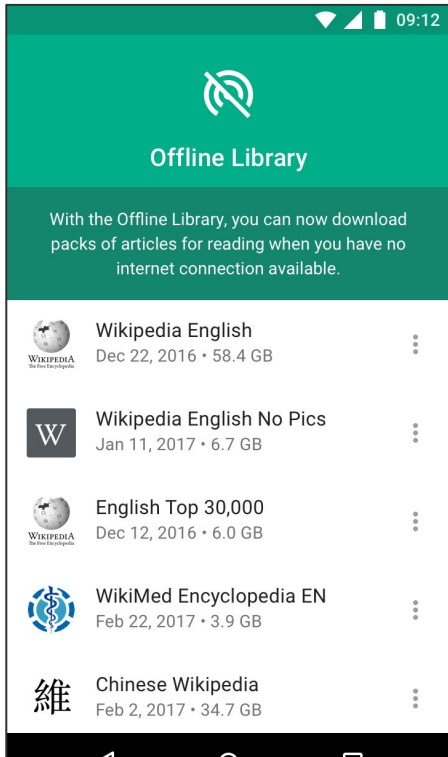


Mocks: [CC-by-SA 4.0](#),
Nirzar Pangarkar
[Image in the public domain.](#)

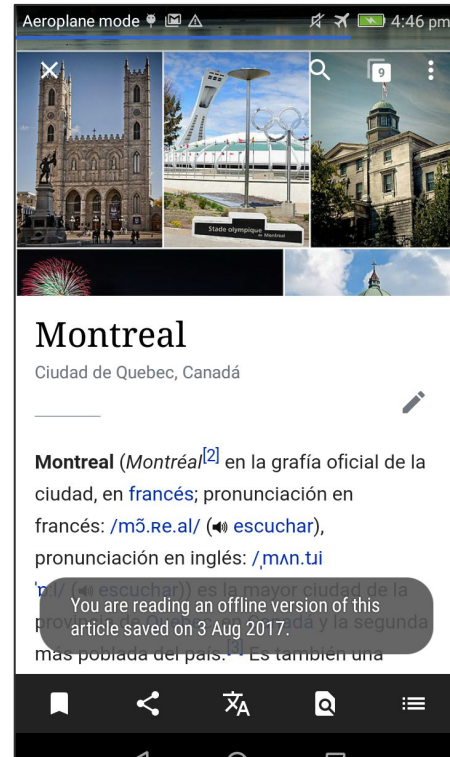
Article: “[Mona Lisa](#),”
[CC by SA 3.0](#), from
English Wikipedia

Android app

Libraries
(packages of articles)



Saved pages
(single articles)



Fully offline



CC by SA 4.0, Zachary McCune



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**New readers are
everywhere...**



**Everyone here started
as a reader**



**Here's how we have
been working with
volunteers...**







How can we work with you?



Learn more, join us:

Awareness

How to raise awareness for
Wikipedia: lessons from Iraq
and Nigeria

Saturday 16:00
Ballroom Center (level 4)

Access

Knowledge for everyone:
making access affordable

Sunday 14:45
Salon 5 (level 2)





Read more:

**[meta.wikimedia.org/wiki/
New_Readers](https://meta.wikimedia.org/wiki/New_Readers)**

Thank you



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