



2011 READERS SURVEY

Informing. Participating. Collaborating.

Introduction

The Wikimedia Foundation and the global Wikipedia community see the next five years as a definitive period of growth, maturation and evolution.

As an informational movement, Wikipedia informs, empowers and influences the creation, review and dissemination of information across the world. It serves over 400 million people each month and can be read in over 270 languages. Quite simply, it represents a massive embrace of free, quality knowledge in an easily consumed format.

The Wikipedia Reader Survey is a study commissioned to uncover the following information about Wikipedia readers so that their experiences could be supported.

Reader Survey Objectives:

1. Capture demographic data about Wikipedia readers, including gender, languages read, education and income
2. Provide device ecology of Wikipedia readers, what devices they use to read Wikipedia
3. Examine Wikipedia readers' online behaviors (sites, time spent, online contributions, etc.)
4. Gather opinions regarding Wikipedia content, articles, and quality of information

Identify their levels of participation and any barriers to editing, recommending, and donating



Brief Overview of Methodology

The Wikimedia Reader Study was conducted in August and September 2011.

A 15-minute online study was administered to a sample of n=250 participants within the following 16 countries in their native language:

Australia, Brazil, Canada, Egypt, France, Germany, India, Italy, Japan, Mexico, Poland, Russia, Spain, South Africa, UK, and United States.

Wikipedia readers are represented by two main groups:

- Those who read Wikipedia articles at least once per month but less than 4 times per month on average were considered to be **Casual readers**.
- Those who read Wikipedia articles at least 4+ times per month on average were considered to be **Avid readers**.



All countries were weighted against readership frequency and editing frequency using comScore Media Dashboard 2011 data and actual Editor data from Wikimedia to ensure the dataset was representative for each territory and region. Any ten-point scale questions were analyzed looking at the top two response points.

KEY FINDINGS

- ❖ **Reader Frequency.** In Brazil, 55% of Wikipedia readers are considered Casual as they frequent the Wikipedia site less than 4 times per month. The Brazilian Avid reader base of 45% is significantly smaller than other countries with a gap of 20% between its Avid readership level and the global average of 65%.

	Total	Australia	Brazil	Canada	Germany	Egypt	Spain	France	UK	India	Italy	Japan	Mexico	Poland	Russia	S. Africa
Base	4000	250	250	250	250	250	250	250	250	250	250	250	250	250	250	250
Casual reader	35%	24%	55%	20%	23%	57%	39%	33%	22%	47%	30%	24%	46%	29%	33%	60%
Avid reader	65%	76%	45%	80%	77%	43%	61%	67%	78%	53%	70%	76%	54%	71%	67%	40%

- ❖ **Demographics.** At an average age of thirty-two years, Brazil’s Wikipedia readers are younger than the overall reader population (36 years of age). The Brazilian community mainly consists of readers between the ages of 25-44 and there are no readers over the age of 65.
 - Among total readers in Brazil, men and women are equally represented; however, Casual readers skew male (56% men vs. 44% women).
 - 97% of Brazilians prefer reading Wikipedia articles in their native language of Portuguese, however about a quarter also read Wikipedia content in English (23%).
- ❖ **Device Ecology.** The mobile market for Wikipedia is still in an emergent stage. Although Brazilians are considerably less likely to read Wikipedia via cell phone, they still have one-fifth of readers accessing Wikipedia content on a mobile device.
 - There are hints this will materialize in the near future as Brazilian readers are just as likely to own smartphones as other readers (41% vs. 42% average). On the other hand, Brazilian readers are accessing the mobile Wikipedia site at less frequent rates (9% vs. 12% average).
- ❖ **Online Activity.** Among Brazilian readers, social networking is one of the top five online activities (66%), while more traditional activities such as using search engines and emailing are the top tier activities preferred (64% and 63%, respectively).
 - Compared to the global reader average, Brazilians are much more attuned to methods of rapid social communication—they prefer instant messaging (42% over 32% average), accessing Twitter (35% over 21% average) and sharing videos (59% over 47% average).
 - The majority of Brazilians are driven by ‘personal interests’ (76%); however, nearly half use the Wikipedia site for work (47%). Brazilian readers over-index on usage for work and school citations (37%).
- ❖ 51% of Brazil’s readers are likely to recommend Wikipedia to friends, but only 3% of Avids have participated in editing. Brazilian readers are significantly more likely to be concerned with making mistakes during the editing process (25%) or simply not aware of the editing process (21%).

KEY RECOMMENDATIONS**Increased Reach.**

- ❖ Brazilian readers are highly social and communicative while at the same time they need access to information to be very productive at work or school-related purposes. Wikipedia should design its resources and content as a destination portal to serve both of those needs.
 - Brazilian readers turn to social networks for the majority of information online. Adding some common components of social networks, such as ‘posting,’ or ‘likeability scores,’ could boost usage.
 - Because Brazilian readers use blogs and Twitter far more than worldwide users, it would also benefit Wikipedia to have a more active presence as a real-time source of information on these more interactive, of-the-moment online platforms.

Increased Participation.

- ❖ Among Brazilian readers, the greatest deterrent to editing is their insecurity and lack of qualifications to be an editor. They also want to know their efforts will benefit their Wikipedia cohorts. The abundance of information on the site also appears to overwhelm them.
 - A user ‘rating’ system would provide feedback and a shared consensus of sorts while tutorials for first-time editors would provide some much-needed community assistance.
- ❖ By categorizing content, perhaps Wikipedia could add more ‘common interest’ areas that appeal to Brazilian male readers, such as sports. This could enhance both readership, and interest in sharing articles with others.

Encouraged Innovation.

- ❖ Brazilian readers seemed to gravitate toward Wikipedia enhancements that would help them improve productivity; namely, formatting, emailing, and search features.
- ❖ As smartphones become more prevalent and less expensive, increasingly more Brazilian readers will look to their mobile devices as an avenue for sharing, posting and viewing information from Wikipedia.
 - Currently, only certain news portals such as Google News & Weather or Yahoo! News provide quick links to updated developments across categories and regions.
 - Given the scope of Wikipedia’s content and volunteer base, it would be worth considering launching and placing online and offline applications with quick access to the newest information or most viewed articles on Wikipedia.

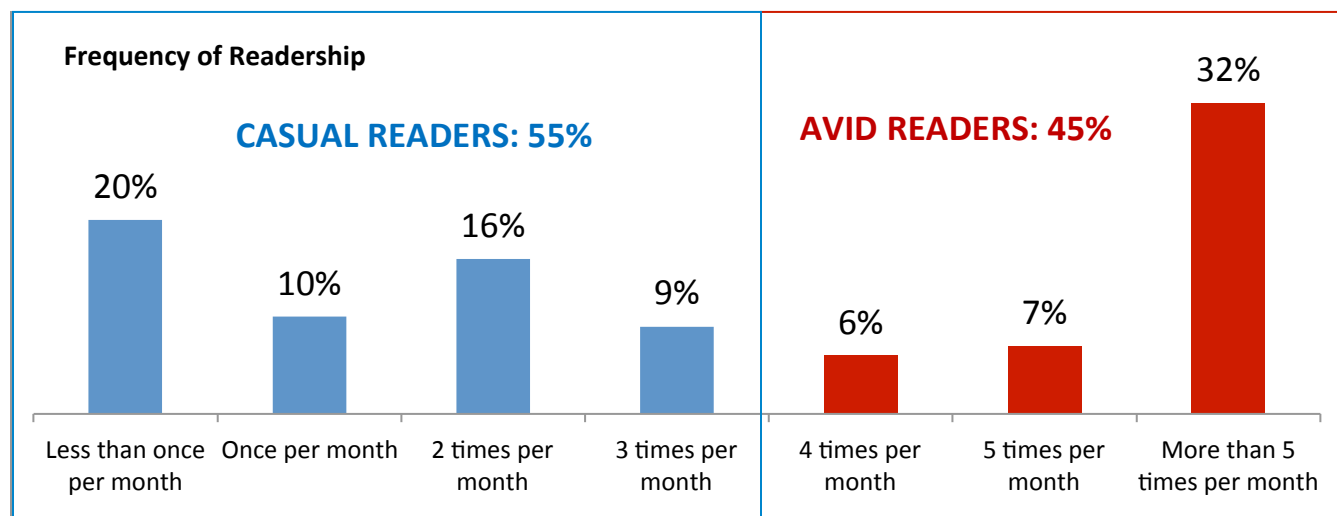
Thank you for your interest in the Brazil Report.

DEMOGRAPHICS

READERSHIP

In many ways, Wikipedia readers can be defined by how frequently they read Wikipedia on a monthly basis. In Brazil, 55% of Wikipedia users are Casual readers, accessing the site no more than 3 times per month. The remaining 45% read Wikipedia 4 or more times per month, of which 32% access the site over 5 times per month.¹

Compared to the global reader averages, Brazilians are about two times more likely to be Casual readers.²



BASE DEMOGRAPHICS

Overall Wikipedia readers in Brazil consist of a nearly equal balance of males (53%) and females (47%), especially within the Avid reader segment (49% and 51%, respectively). Casual readers skew slightly male (56% vs. 44%). Six out of 10 Brazilian readers are 25-44 years old, and interestingly, there are no readers over the age of 64.³

The average age of Brazilian readers is 32 years old, which is younger than the global reader average (36).⁴

¹ S3B. How many times per month do you read Wikipedia? N=250

² 16-country average: 35% Casuals/65% Avids

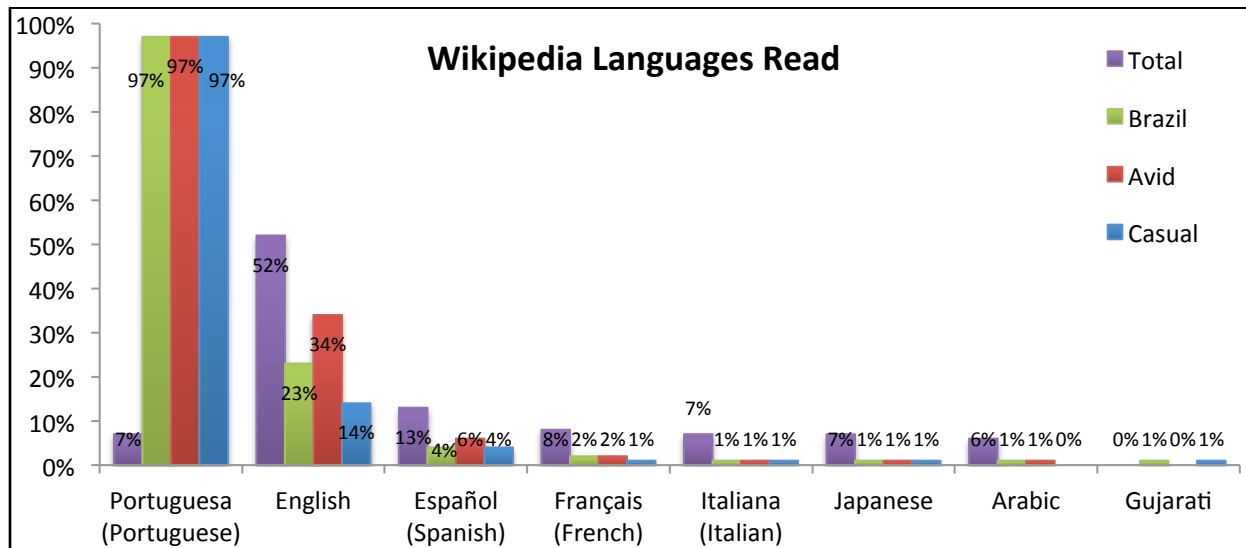
³ G5. What is your gender? N=250

⁴ G1. What is your age? N=250

Demographics	Total	Brazil	Avid Reader	Casual Reader
Base	4000	250	115	135
14-24	26%	25%	25%	24%
25-44	44%	60%	62%	59%
45-64	25%	15%	13%	17%
65+	5%	0%	0%	0%
Mean	36.59	31.56	30.45	32.47
Male	56%	53%	49%	56%
Female	44%	47%	51%	44%
Other	0%	0%	0%	0%
Student	26%	25%	36%	15%
Mean Income	--	BR Real 130,800	BR Real 175,900	BR Real 93,100

WIKIPEDIA LANGUAGES

Nearly all Brazilian readers read the Portuguese version of Wikipedia. Nearly a third of Avids also read the English version, as do 14% of Casual readers.⁵ More so than other countries, Brazilians can read several languages currently available within Wikipedia.



⁵ A1A. Which language version(s) of Wikipedia do you read? Please choose all that apply. N=250

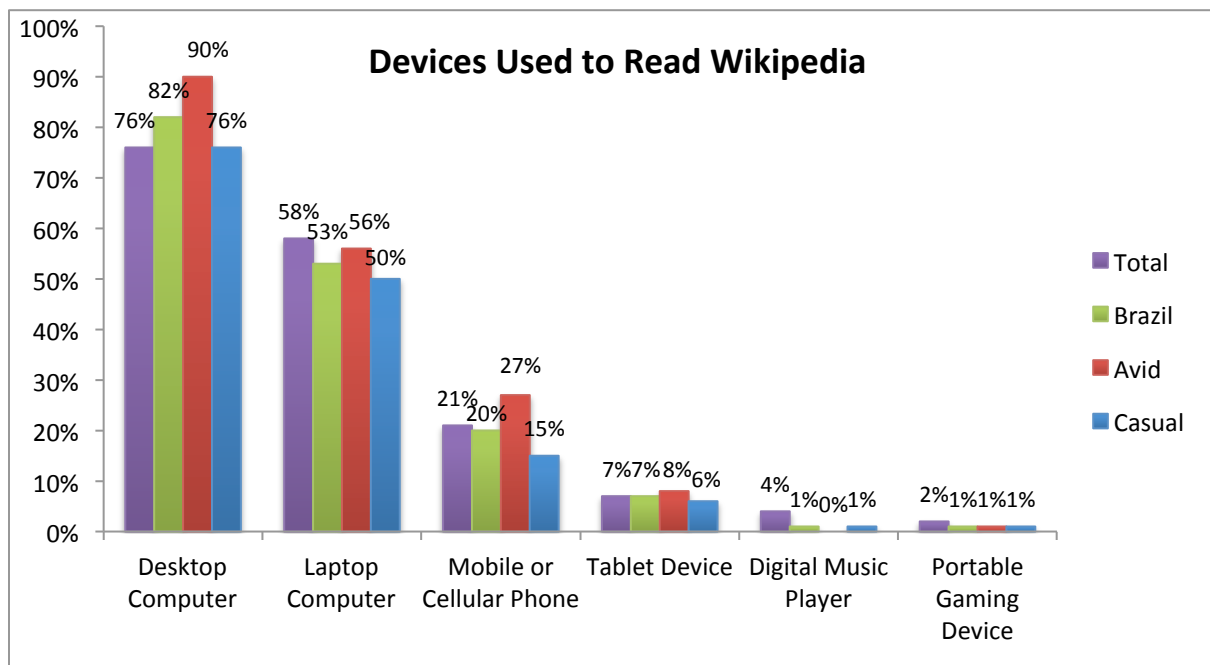
DEVICE ECOLOGY



READING WIKIPEDIA ON DEVICES

Wikipedia is now available via a variety of communication platforms. However, desktop computers are still the most used device to access Wikipedia in Brazil—with 82% of Wikipedia readers having used them for reading articles on Wikipedia.⁶ Desktop computers are followed by Laptops (53%) and Mobile Phones (20%). More Avid readers use all of these devices to access Wikipedia content compared to Casual readers.

Overall, Brazilians use these devices to the same degree as Wikipedia readers worldwide and show a considerable gap between their stationary computer usage and their usage of portable devices.



⁶ C4. Now, think about all the times you have read articles in Wikipedia. On which devices have you EVER READ Wikipedia? N=250

ACTIVITIES ON DEVICES

Relative to readers worldwide, Brazilian readers are more likely to engage in social networking (66%), downloading music (64%), and using Twitter (35%).

Search features, (i.e., ‘searching’ via a browser), and looking for information on products and services (all 64%) are also common activities conducted by Brazilian readers.⁷ Emailing is also a main online activity (63%).

Activities on Devices

PRODUCTIVITY	%	ENTERTAINMENT	%	COMMUNICATION & SOCIAL MEDIA	%	FINANCE & SPENDING	%
Searching for information using a search engine such as Google	64%	Downloading or listening to music	64%	Social networking websites such as Facebook or Orkut	66%	Searching for information on products or services	64%
Emailing	63%	Playing games	60%	Texting/SMS	51%	Online mobile shopping	23%
Reading newspaper articles	48%	Sharing/watching videos	59%	Reading blogs	44%	Using a feature/app for mobile banking	17%
Finding information relevant to your location	34%	Sharing/viewing photos	48%	Instant messaging services such as GTalk or Yahoo Messenger	42%	Contributing to causes I support	15%
Editing Wikipedia	7%	Listening to the radio/podcasts	43%	Accessing Twitter or similar micro-blogging website	35%	None of the above	3%
				Virtually checking in to at places you visit on sites such as Foursquare or Gowalla	8%		
Total Productivity: 92%		Total Entertainment: 95%		Total Communication: 94%		Total Finance: 84%	

Given a list of possible functions that could be added to Wikipedia, Brazilian readers were most drawn to enhancements for improved productivity; namely, downloading articles as a PDF (52% Top 2 Box), emailing articles (47% Top 2 Box), and viewing articles in a printer-friendly format (44% Top 2 Box). Overall, Avid readers were more interested in these capabilities than their Casual counterparts.⁸

Compared to Wikipedia readers worldwide, Brazilians are more interested in these features.

⁷ D1. Below is a list of activities some people do regularly on their devices. Please select any of the activities you do on your devices. N=250

⁸ A10c. How likely would you use each of the mechanisms below if Wikipedia offered them? N=250 (Top 2 Box)

Wikipedia Mechanisms Likely To Use				
Total	Brazil	Avid	Casual	Top 2 Box
4000	250	115	135	
40%	52%	56%	48%	A feature that allows you to download articles as a PDF
34%	47%	48%	47%	A feature that allows you to email articles to others
36%	44%	45%	42%	A feature that allows you to view articles in a printer-friendly format
26%	41%	45%	39%	A feature that allows you to rate articles
23%	39%	41%	38%	A feature that allows you to text (or SMS) a link to the article
26%	38%	39%	37%	A feature that allows you to post an article to social networking sites (e.g., Facebook)
22%	34%	37%	32%	A feature that allows to you to 'Like' articles using Facebook
21%	34%	36%	32%	A feature that allows you to show others what Wikipedia articles you have recently viewed

MOBILE ACCESS

When Brazilians do use cell phones to access Wikipedia, they get to content via a search engine.⁹ They are less likely to go straight to the Wikipedia portal (19%).

Accessing Wikipedia Through Mobile Phone	TOTAL	BRAZIL	AVID READERS	CASUAL READERS
Base	681	38	26	12
I use a search engine and look for Wikipedia in the search results	45%	43%	42%	44%
I launch an app to access Wikipedia	33%	33%	30%	37%
I use a search engine and Wikipedia is the first result	39%	31%	27%	40%
I go to the saved bookmark on my browser	18%	20%	17%	28%
I go directly to Wikipedia.org	27%	19%	17%	22%
I open an offline version of Wikipedia saved to the hard drive	8%	9%	5%	18%
Other	8%	17%	18%	15%
I don't know	5%	1%	1%	0%

ONLINE BEHAVIORS & SOCIAL MEDIA

ROLE OF SOCIAL NETWORKING

There is a diverse slate of resources to get information online. In Brazil, 6 out of 10 readers go to social networking sites such as Facebook or Orkut (60% Top 2 Box). Online journals (40%), news aggregators

⁹ C6. How do you access articles in Wikipedia from each of the following devices? N=38

(38%), online news publications (32%), and blogs (32%) are used by at least a third of Brazil’s Wikipedia users. Avids are more likely to use all these resources, and 40% are Twitter users.¹⁰

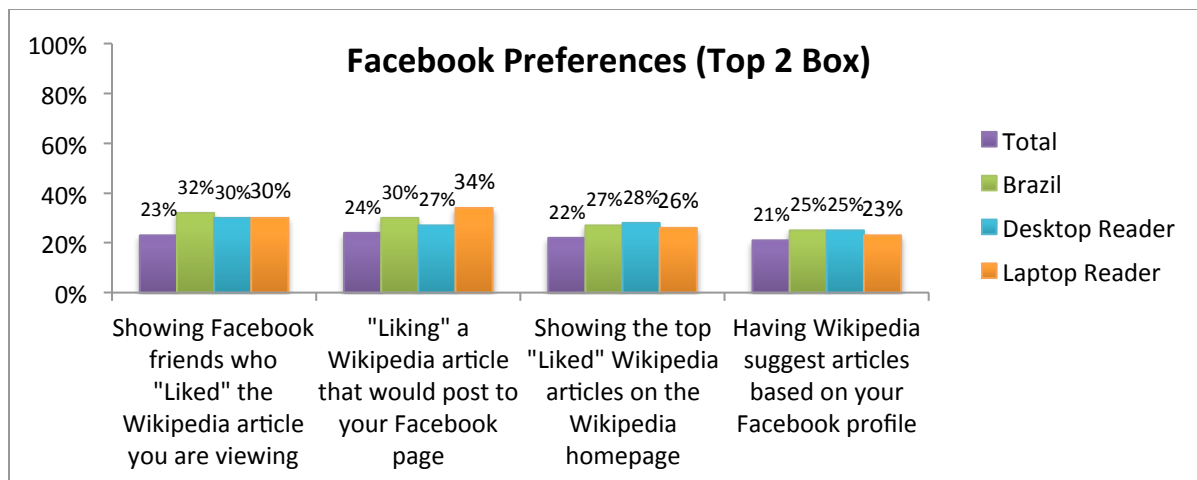
Wikipedia readers in Brazil use social networks slightly more than worldwide readers (60% Top 2 Box). However, Brazilian usage of online journals (40%) and Twitter (30%) are notably above the global reader average.

Frequency of Site Usage (Top 2 Box)	Total	Brazil	Avid	Casual
BASE	4000	250	115	135
Social networking websites such as Facebook, Orkut, MySpace, etc.	49%	60%	71%	51%
Online journals	19%	40%	45%	36%
News aggregators such as Google News, Huffington Post (AOL), Drudge Report, etc.	24%	38%	48%	29%
Online news publications such as the Wall Street Journal and NewsWeek	16%	32%	39%	26%
Individual blogs	15%	32%	43%	23%
Websites of news organizations such as CNN, Al Jazeera, BBC, etc.	22%	30%	39%	22%
Micro-blogging platform such as Twitter	15%	30%	40%	22%
Online academic and professional publications	11%	22%	27%	18%
Online books on websites such as Google Scholar	10%	21%	28%	14%
Online educational websites such as Connexions	8%	17%	18%	16%
Encyclopedia Britannica or another encyclopedia	9%	15%	17%	13%
Professional blogs such as Boing Boing, Beppo Grillo, etc.	8%	15%	26%	7%

To leverage the interest in social networks in Brazil, Wikipedia could integrate popular Facebook features to encourage readers to share content they like with their cohorts. More than a fourth of Brazilian readers are interested in Wikipedia being enhanced with Facebook, which is higher than interest levels worldwide.¹¹

¹⁰ D2. In a typical week, approximately, how often do you use the following sources of online information? N=250 (Top 2 Box)

¹¹ D9a. How interested are you in having the following Facebook functions integrated with Wikipedia? (High Interest) N=231 (Top 2 Box)



Should Wikipedia integrate Facebook functionalities, over 1 out of 3 readers in Brazil (36%) would 'definitely' increase their Wikipedia usage.¹² Over half of Editors would 'definitely' access Wikipedia more often.

Usage Change With Facebook Integration	Total	Brazil	Editor	Non-Editor	Heavy User	Light User
I would definitely use Wikipedia more	39%	36%	57%	36%	59%	30%
I would probably use Wikipedia more	39%	47%	39%	47%	33%	51%
It would make no difference to me	21%	15%	4%	15%	8%	17%
I would use Wikipedia less	1%	2%	0%	2%	0%	2%

REASONS FOR READING

The majority of Brazil's Wikipedia readers (76%) are driven to the site for "personal interests." Additionally, 47% of Brazilian readers use Wikipedia for work (55% of Avids), which is higher than the global average.¹³ As Brazil looks to expand its readership base, appealing to both recreational and professional needs will be essential.

¹² D9c. If Wikipedia had features that enabled better integration with Facebook, how would that change your usage of Wikipedia? N=179 (Those who punched 6 - 10 AT D9a)

¹³ A4a. What are the main reasons you read Wikipedia? N=250

REASONS FOR READING

Total	Brazil	Avid Readers	Casual Readers
Personal Interests (81%)	Personal Interests (76%)	Personal Interests (81%)	Personal Interests (72%)
Work (39%)	Work (47%)	Work (55%)	Work (41%)
Fun (45%)	Fun (38%)	Fun (44%)	Fun (34%)

WIKIPEDIA ATTITUDES

FEELINGS TOWARDS WIKIPEDIA

Wikipedia readers in Brazil are drawn to the site because they know it has the information they need (50%) in an “easy to understand” format (50%). However, as in other countries, there is a lack of trust among people in the Wikipedia community.¹⁴ This finding further supports adding functionality that allows readers to validate information through a shared consensus of sorts (e.g. “likeability” scores).

Attitudes on Wikipedia	Total	Brazil	Avid Readers	Casual Readers
I know I can find the information I need (e.g. breadth, depth, coverage, scope)	55%	50%	53%	47%
I think Wikipedia articles are easy to understand	54%	50%	51%	50%
It is a popular source of information online	50%	50%	43%	55%
I think Wikipedia articles are the most up to date	36%	40%	48%	33%
It offers free content that I would otherwise need a paid resource to get	34%	40%	40%	39%
I believe that the references and footnotes listed are credible	29%	24%	24%	24%
It can be contributed to and/or edited by anyone	21%	21%	14%	27%
I trust the people within the Wikipedia community	18%	21%	22%	20%

¹⁴ A5. Which of the statements below do you think best describe how you feel about using Wikipedia as a resource? Please select your top 3 responses. N=250

QUALITY OF WIKIPEDIA

The hallmark of the the Wikipedia website is the variety of content available (69% Top 2 Box) and the straightforward way in which it is conveyed (61%).¹⁵ For ‘variety’ (69%) and ‘comprehensiveness’ (56%) of content, Brazilian readers rated Wikipedia higher than the worldwide average.

Quality of Wikipedia (Top 2 Box)	Total	Brazil	Avid Readers	Casual Readers
Variety	52%	69%	78%	62%
Ease of Understanding	54%	61%	66%	58%
Comprehensiveness	38%	56%	72%	43%
Neutrality	36%	42%	52%	33%
Trustworthiness	37%	41%	47%	36%

PREFERRED FEATURES

Interestingly, for readers in Brazil the most preferred tool in Wikipedia will be a translation tool to read articles written in other languages (55%).¹⁶ Enhancements to the common actions of searching and saving content are primarily the other most desired features.

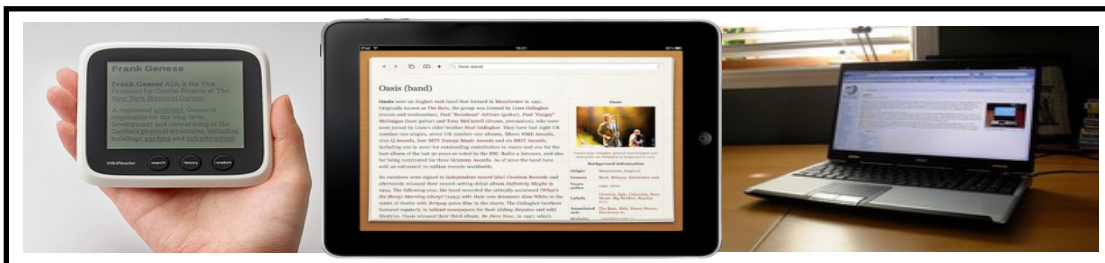
Features associated with ‘recommending articles’, regardless of if or what their Facebook friends read, were not high priority. As in Brazil, searching and saving features were also highly favored options among worldwide readers (43% and 41%).

¹⁵ A6. How would you rate the quality of Wikipedia articles on the following criteria? (High Quality) N=250 (Top 2 Box)

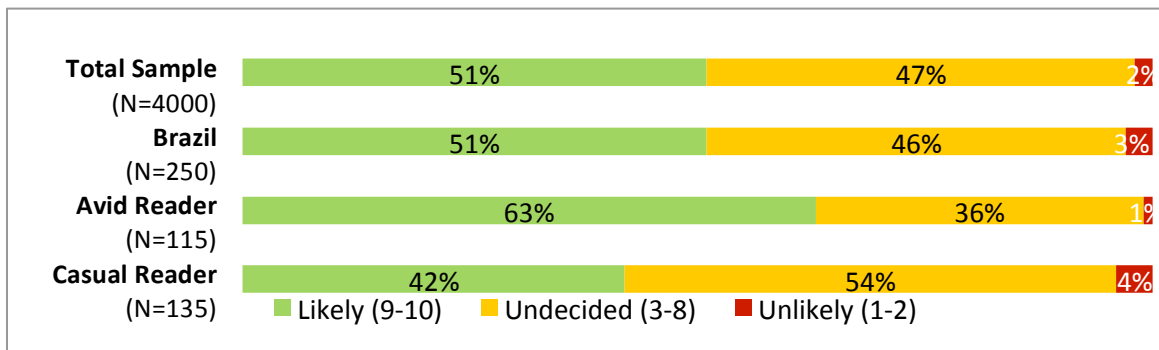
¹⁶ A10b. If Wikipedia offered the mechanisms below to help you find information more easily, which would you use? Please choose up to three mechanisms you would most like to use. N=250

Preferred Features for Finding Information	Total	Brazil	Avid Readers	Casual Readers
Translation tools to read articles from other languages	45%	55%	57%	54%
Improved search accuracy	48%	43%	49%	38%
Saved articles for offline reading	41%	41%	43%	40%
Spelling error correction during Wikipedia search	32%	36%	36%	36%
Bookmarked articles for later viewing or repeating viewings	36%	35%	37%	33%
Personalized recommendations based on articles you've already viewed	27%	28%	25%	31%
Better typing solutions for searching in your language	20%	23%	21%	24%
Personalized recommendations based on articles your Facebook friends have viewed	13%	19%	17%	20%

WIKIPEDIA PARTICIPATION



RECOMMENDING WIKIPEDIA



Overall, half of readers in Brazil (51% Top 2 Box) are likely to recommend Wikipedia to a friend or colleague. Avid readers are more likely than Casual readers to do so (63% versus 42%, respectively). More than a third of Avid readers and half of Casual readers (36% and 54%) are undecided about recommending Wiki.

Earlier data show that Casual readers are more likely to be male, and they rated Wikipedia higher than Avids on two points: 'It can be contributed to and/or edited by anyone' and 'It is a popular source of information online.' By categorizing content areas more fully, perhaps Wikipedia could add more 'common interest' areas that appeal to men, such as sports. This could enhance both readership, and interest in sharing articles with others.¹⁷

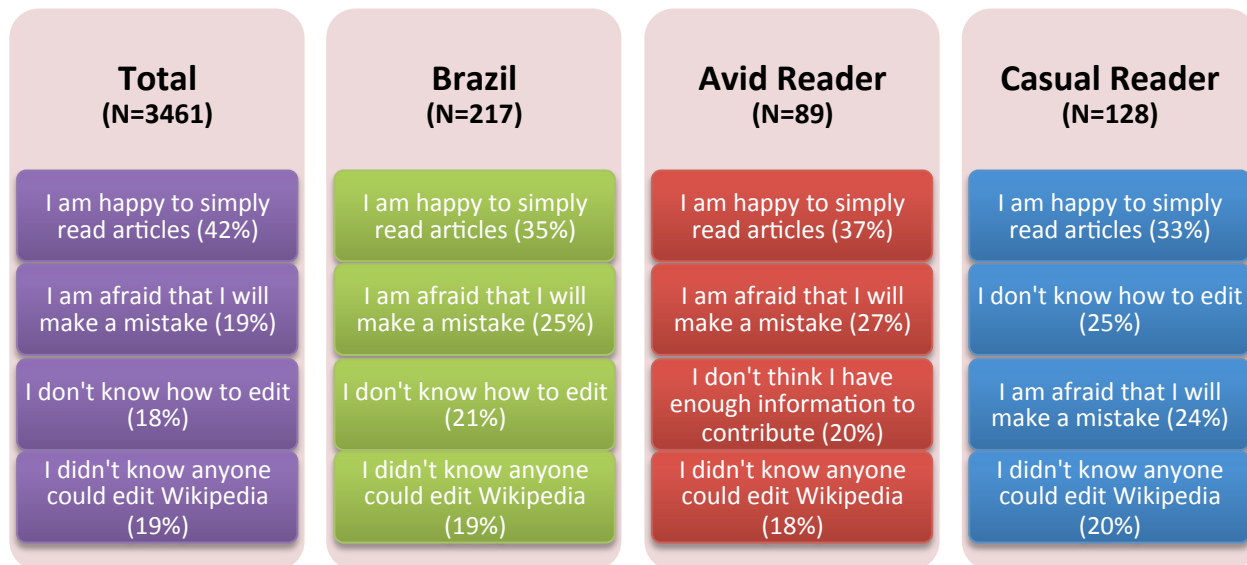
EDITING HABITS

In Brazil, only 2% of readers have participated in editing.¹⁸



When asked why they don't edit Wikipedia, over one third (35%) of Brazilian readers are satisfied with simply reading articles. Additionally, about 1 out of every 5 readers in Brazil didn't know they can edit (18% Avids, 20% Casuals).

REASONS FOR NOT EDITING



¹⁷ A3. How likely are you to recommend Wikipedia to a friend or colleague? (High Likelihood) N=250

¹⁸ B3. Have you EVER edited Wikipedia? N=250

CONTRIBUTIONS

When asked which factors that would encourage readers to contribute content, over a third of Brazilian readers, especially Avids (41% Top 2 Box) prefer knowing other people will benefit from their input. Readers would also like an interface that would make it easier to edit overall (33%), followed by recommendations on topics that would interest their peers (32%).¹⁹

Brazilian Wikipedia users wanted many of the suggested features more so than compared to the all Country global reader averages, as indicated below.

Factors That Would Increase Wikipedia Contributions (Top 2 Box)	Total	Brazil	Avid Reader	Casual Reader
Base	3461	217	89	128
It is clear to you that other people will benefit from your contributions	25%	36%	41%	31%
The editing interface is easier to use	21%	33%	38%	28%
You know there are specific topic areas to which you could contribute	23%	32%	38%	28%
There is an online tutorial for editors	21%	29%	36%	23%
Other editors are welcoming and encouraging	20%	29%	29%	29%
You are confident that your contributions will not be deleted	18%	28%	33%	24%
Someone shows you how to contribute to Wikipedia	19%	23%	30%	18%

DONATIONS

Only 5% of Brazilian readers have contributed monetarily to the Wikimedia Foundation, which is consistent with the level of contributions worldwide.²⁰ Unlike the worldwide Wikipedia population, socio-economics are not an overriding reason for the lack of donations (20% vs. 46% worldwide), although awareness of Wikimedia’s nonprofit standing is 17%.²¹

¹⁹ B6. Below is a list of factors that might make it easier to contribute to Wikipedia. Please rate each factor on its impact on your likelihood to contribute. (High Likelihood) N=217 (Top 2 Box)

²⁰ F2. Have you ever donated money to the Wikimedia Foundation (which runs Wikipedia)? N=250

²¹ F8. Why have you chosen to not donate to the Wikimedia Foundation? Please choose all that apply. N=41

Reasons for Not Donating	Total	Brazil	Avid	Casual
I can't afford to make a donation	46%	20%	26%	17%
I did not know Wikipedia is supported by a nonprofit organization	15%	17%	8%	21%
I think my donation might not be used wisely	13%	14%	8%	17%

When informed that Wikipedia was nonprofit, about 1 out of 3 readers said they would donate after all. However, a larger share of Brazilian readers remained unsure (45%), as is the case worldwide (44%).²²

Plans to Donate in the Future	Total	Brazil	Avid	Casual
BASE	4000	250	115	135
Yes	24%	31%	34%	30%
No	25%	17%	11%	21%
Not sure	44%	45%	49%	41%
Prefer not to say	7%	7%	6%	8%

²² F7. Knowing that Wikipedia is run by a charity, does not use advertisements, and exists to make free knowledge available worldwide, do you plan to donate to Wikipedia in the future? N=250