



Welcome and Introduction (5 minutes)

Hello, thanks for participating today. My name is Brennan Browne; I am a usability consultant hired to conduct research for Wikipedia.

Before we start, I want to make sure you are comfortable with the interview process. So let me first walk through a couple of key points about today's session:

- Today's interview will take about 45 minutes.
- Your responses and feedback will be anonymous. That means your name and personal information will not be in my report.
- Today we're going to talk primarily about how you conduct encyclopedia searches, and I'll also walk you through the details of your participation in our study for the next month. Feel free to ask me any questions that might come up through the course of this interview.
- Please comment freely today. There are no right or wrong answers.

Any questions before we get started?

Interview Questions (30 minutes)

General Attitudes and Behaviors

First, I'd like to ask you some general questions.

- D1. Tell me a little about yourself. What do you do for a living/ study in college / high school activities?
- D2. What do you love doing, and why?
- D3. What do you do for fun and entertainment, and how do you pass time?
 - o *Internet, TV, Games?*
- D4. What are your current priorities? How are they different from your past priorities and how might they change in the future?
- D5. How does the technology fit into your life?

Computer and Mobile Background

Now I have some more specific questions.

- B1.** What type of computer do you have?
- *Laptop, desktop, netbook?*
 - *Wireless internet?*
 - *Different computers at home or work?*
- B2.** Where is the primary place you use your computer?
- B3.** Can you remind me again what kind of mobile phone you have, and tell me your overall thoughts on owning and using it?
- *What are their top-of-mind impressions of their phone?*
- B4.** How long have you had this phone, and what type of phone did you own previously?
- *Are they a technophile? Average user? Luddite?*
- B5.** Tell me a little bit about what kinds of things you do on your mobile phone.
- *You mentioned you use apps on your phone; what are your thoughts on mobile websites vs. apps?*
 - *What kind of mobile user are they? How do they use their phone? How frequently do they use their phone?*
- B6.** What is currently your favorite mobile website or app and why? *(If necessary, probe on more productivity/utilities/planning apps rather than just games and entertainment/media.)*
- *What are some innovative, engaging, or interesting mobile use cases?*
- B7.** In what places or situations do you use your mobile phone?
- *In what environments and situations are they using their mobile phones?*
 - *Time of day or week? Place? Situation?*
- B8.** When it comes to the internet or apps or websites, are there certain things you do on your phone versus your computer (or vice-versa)?
- B9.** Can you think of any kinds of activities that you'd like to be able to do on your mobile phone that you aren't able to now, or that you haven't done yet?
- *Where and how else would they like mobile in their lives?*
- B10.** Walk me through a typical day and at what points in that day you use your mobile phone. One example could be that I wake up every morning to a wakeup alarm that I set on my mobile phone.
- *Do they have a mobile 'routine' or 'bundle'?*
 - *Which kinds of mobile activities have become habituated and why?*

General Wikipedia Attitudes and Behaviors

Next I'd like to focus on using the internet on your computer to reference information on sites like Wikipedia.

- C1.** How often do you use Wikipedia?
- C2.** Do you use any other similar sites? Which ones?
- C3.** How do you determine which source to use?
- C4.** How do you typically arrive at a site like Wikipedia?
 - o *Go directly go Wikipedia and conduct the search or search in Google and expect the Wikipedia result?*
- C5.** When you visit Wikipedia, what are you typically looking for?
 - o *Types of information?*
 - o *Text information, pictures, dates, links to other content?*
 - o *How do these questions usually arise?*
- C6.** How much time would you say you typically spend on a Wikipedia page?
- C7.** Can you tell me about your most recent Wikipedia experiences?
 - o *Was there anything you particularly liked or disliked about your recent experiences?*
- C8.** What is Wikipedia especially good at?
- C9.** What is Wikipedia not good at?

Wikipedia Editing / Contribution

Next I'd like to discuss any of the ways you contribute to or edit Wikipedia.

E1. Have you ever contributed content to Wikipedia, or edited any content on Wikipedia?

- *How often?*
- *When was the last time?*

E2. How and when do you typically contribute?

- *What type of edits? To what extent?*
- *Home? Work? Mobile?*
- *Is this different from the circumstances (time of day, location, etc.) when you read / reference?*
- *Can you tell me more about the role of an editor as you perceive it?*
- *Is an editor different than an author?*
- *How do you evaluate standards?*
- *What must an editor do well?*

E3. Walk me through the last time you remember making edits / contributions, and describe this process.

- *Details of their particular process.*

E4. What got you started as an editor?

- *What was the experience or event that caused you to contribute for the first time?*
- *What happened after you updated that first edit or authored post?*
- *Was this an English post or another language?*
- *What were the hurdles to getting started, if any?*

E5. Have you ever edited or tried to make edits from your mobile phone? Why or why not?

- *What has prevented you from doing this?*
- *Something you would like to be able to do?*

E6. How much total time would you estimate that you put into Wikipedia on a weekly basis (reading, referring, editing etc.)? What's the breakdown?

Mobile Wikipedia

Now we're going to talk specifically about using your mobile phone to access Wikipedia content.

- E1. How does your mobile phone use compare to the way in which you use your computer when referencing information?
 - o *What are the primary value propositions and use cases?*
 - o *Are there certain situations that the mobile phone is better for?*

- E2. How do you typically search for information on your phone?
 - o *How do you usually arrive at Wikipedia?*
 - o *Is this different than on the computer?*

- E3. Where are you (typically) when you reference Wikipedia from your phone?

- E4. Tell me about your experiences and overall thoughts on using your phone to access Wikipedia content.
 - o *How do they access Wikipedia on their phone? Browser, app, other?*
 - o *How often?*
 - o *What do they do?*

- E5. Tell me about when you first started using Wikipedia on your phone.
 - o *What are the drivers behind Wikipedia mobile usage?*
 - o *Apps only: Where did you go to download the apps you mentioned?*
 - o *Probe on additional details for each device (e.g. Android vs. BlackBerry).*

- E6. How has your usage of your mobile phone to access Wikipedia content changed, if at all, since you first started doing it?
 - o *How are they getting Wikipedia content now? How has their usage changed over time?*

- E7. Is there anything that confuses or frustrates you about accessing Wikipedia content on your phone?
 - o *What are their pain points and frustrations with mobile Wikipedia content? Who do they blame?*
 - o *Are there specific things that keep them from accessing Wikipedia content more than they currently do (i.e. carrier or device limitations, limited functionality, etc.)?*

- E8. Walk me through the last couple of times you accessed Wikipedia from your mobile phone. What was the situation, and what did you do?
 - o *What are some of their recent, real-life scenarios?*

- E9.** Do you use any other mobile websites or apps for reference information?
- *Which ones are your favorites and why? What do you use each website/app for? Why?*
 - *Are there any others that you use? What do you use each website/app for? Why?*
 - *What other websites or apps have you tried that you stopped using? Why?*
 - *Are there any other mobile websites or apps that you use for more specific types of content?*
- E10.** How do you determine which source to use?
- E11.** How did you find out about these websites/apps?
- *Apps only: Where did you go to download the apps you mentioned?*
 - *Probe on additional details for each device (e.g. Android vs. BlackBerry).*

Phase 2 Instructions and Kickoff (10 minutes)

That concludes all of the interview questions that I had for you. Now, I just want to go over the details of your participation in this study over the next few weeks, and answer any questions that you might have. You should have received a welcome packet in the mail containing detailed instructions. Did you have any questions about any of the material in that packet?

Questionnaire Card Instructions

We'd like you to regularly answer the questions on the questionnaire card that was included in the welcome packet. Do you have that card? We'd like you to regularly email us and answer the questions on the card. On one side of the card are [questions to answer if you've recently accessed reference information on your mobile phone / general questions about your Wikipedia and also mobile usage]. On the other side are questions [if you haven't access reference information from your mobile phone recently / questions related specifically to editing or contributing on Wikipedia]. To provide your answers, please submit your answers via email to wiki@answerlab.com. The questions on the card are intended to give you an opportunity to provide more in-depth details and thoughts about your experiences with Wikipedia on your mobile phone.

As a thank you for taking the time to provide your feedback, you'll receive a bonus incentive of \$5 for each day that you respond to the questionnaire card via email. We'll be analyzing your responses over the next few weeks, and you may be invited to participate in the final part of this study, which will be a 120-minute in-person interview.

Photos

We would also like you to regularly email a photo of your surroundings when you access Wikipedia on your mobile phone. Please include a short description with each photo.

Email Questionnaire Card (Mobile/Potential Users)

FRONT

wiki@answerlab.com Used mobile for reference info

Answer for the most recent time today that you accessed reference info on your mobile:

1. Tell us the details of the last time you accessed reference info on your mobile phone. What info were you looking for? Why? Where were you? When was this? Who were you with?
2. How and where did you find the info you were looking for? Please be specific (app vs. mobile website vs. other).
3. Why did you use this source to find the info?
4. What are your overall thoughts on the experience?
5. Did anything stand out that you liked or disliked?

Please also answer the above questions for the last time you accessed Wikipedia on your mobile phone today (if it was not the last time reported above).

SIDE ONE

BACK

wiki@answerlab.com Did not use mobile for reference info

Share your thoughts by answering these questions:

- 1) Did you use another device or way to access reference info?
- 2) What info were you looking for? Why? Where were you? When was this? Who were you with?
- 3) How and where did you find the info you were looking for? Please be specific.
- 4) Why did you use this device or way instead of your mobile phone?
- 5) Did anything stand out that you liked or disliked?
- 6) Talk about any recent interesting, fun, or useful experiences you've had on your mobile device today.
- 7) Talk about any recent frustrating or confusing experiences you've had on your mobile device today.

SIDE TWO

Email Questionnaire Card (Editors)

FRONT

wiki@answerlab.com

General Questions

Share your thoughts by answering these questions:

6. Have you accessed reference info (Wikipedia or other sources) today? If yes, was this on your computer or mobile phone? What info were you looking for? Why? Where were you? When was this? Who were you with?
7. How and where did you find the info you were looking for? Please be specific (website on computer vs. mobile website vs. phone app vs. other).
8. What are your overall thoughts on the experience?
9. Did anything stand out that you liked or disliked?
10. Talk about any recent interesting, fun, or useful experiences you've had on your mobile device today.
11. Talk about any recent frustrating or confusing experiences you've had on your mobile device today.

SIDE ONE

BACK

wiki@answerlab.com

Editing / Contributing Questions

Answer for the most recent time today that you edited or contributed something on Wikipedia:

1. Tell us the details of the last thing you edited or contributed on Wikipedia. What was it? What kind of edits / contributions did you make? Where were you? When was this?
2. What prompted you to make these edits / contributions?
3. Did you use your home computer? Work computer? Mobile phone?
4. What are your overall thoughts on the experience?
5. Did anything stand out that you liked or disliked?
6. Was there anything that could have made this process better or easier?

SIDE TWO