

“Attachment A”

Wikipedia Readership Proposal

Understanding the
usage, behaviors and
attitudes of Wikipedia
readers



Background

Wikipedia is a free online encyclopedia that is available for anyone to use and edit. In order to gain a better understanding of global Wikipedia readership, The Wikimedia Foundation would like to commission an online quantitative study of Wikipedia readers across and within 16 key participating countries.

As newer technologies emerge and become widely available in the global community, it may become increasingly feasible to enable Wikipedia readership via additional technological channels and devices (i.e. mobile, tablet, flash storage).

Accordingly, The Wikimedia Foundation would like to identify the key demographic distinctions of Wikipedia readers, their device ecology within their homes and in their workplace, their device ownership, usage patterns and preferences when reading Wikipedia entries. In addition, they want to understand Wikipedia readers' attitudes and opinions about Wikipedia content and their potential barriers towards editing.



Let The Knowledge Be Free Everywhere

Research Objectives

Core Objectives:

- Gather baseline demographic data about Wikipedia readers, including **gender, languages, education and income**
- Understand device ecology of Wikipedia readers, specifically **what kinds of technological devices readers own**, what devices they use to read Wikipedia, and identify the pros and cons for each device
- Compile comprehensive information on Wikipedia readers' online behaviors, such as **how they spend their time online, the kinds of sites they visit and how long they spend on sites related to information and news, and the kind and volume of online contributions made**
- Gather opinions regarding Wikipedia content – **what kind of content they read on Wikipedia, what content is important on Wikipedia, how they rate different articles** on Wikipedia and what makes an article good in their opinion
- Identify their levels of participation and any barriers to editing, recommending, donating and/or sharing within the Wikipedia sphere

Population Connected to the Internet

UK 82%	Canada 80%	US 79%	Japan 79%
Germany 79%	Australia 73%	France 70%	Spain 60%
Poland 58%	Italy 50%	Russia 29%	Mexico 28%
Egypt 25%	Brazil 21%	South Africa 9%	India 5%



*Source: CIA Factbook.

<https://www.cia.gov/library/publications/the-world-factbook>

Methodology

POSSIBLE PARTICIPANT QUALIFIERS

- Participants in this study will be from 16 countries (n=250): United States, Japan, Germany, UK, France, Canada, Italy, Brazil, Russia, Poland, Mexico, Spain, Australia, India, Egypt or Turkey, and South Africa.
- The survey will be translated into the following languages for each country:

United States	Japan	Germany	UK	France	Canada	Italy	Brazil
English	Japanese	German	English	French	English & French Canadian	Italian	Portuguese
Russia	Poland	Mexico	Spain	Australia	India	Egypt / Turkey	South Africa
Russian	Polish	Spanish	Spanish	English	English & Hindi	Arabic / Turkish	IsiZulu



- The study will be filled with participants who qualify as Wikipedia Readers.* They will read Wikipedia entries at least:
 - Once per month on average to be considered a **Casual reader**
 - 4+ times per month on average to be considered an **Avid reader**
- A natural fallout of female and male respondents between the ages of 18 to 64 will be included (minimum quotas will be assigned if necessary)
- We will also include separate omnibus studies for weighting purposes where necessary

*Natural fallout is recommended if actual incidence of readership is needed

Methodology (Our Approach)

Resolve proposes to reach participants using online and mobile channels.

We will field and manage a 15-20 minute online study of N=250 participants in each of the 17 countries. Recognizing that across certain territories computer ownership is low, Resolve recommends the following methodological approach to trigger the survey taking of Wikipedia readers in these countries:

- Online Quantitative Surveys
 - To reach those participants with easy access to a computer, we will send them an email that directs recipients to our online survey link.
- Mobile Triggers and Reminder Texts
 - To reach participants in countries with lower computer penetration or limited computer access, we will utilize direct SMS links, where we will send a text message that directs the recipient to our online survey. This will also allow us to monitor their progress, send “text” reminders and help increase completion rates.
- Once the participants access the link through a computer, they will complete the survey in their preferred language according to the most prominent language in each region of the country (either German, Japanese, French, Italian, Hindi, Portuguese, Russian, Polish, Fr. Canadian, Spanish or Arabic).



Internet:

In developed countries many users use computers in tandem with mobile handsets to serve as information and communication vehicles.

Mobile:

In countries such as India, Russia, Brazil, and Egypt, mobile handsets serve as the core avenue to reaching news and content and mobile wallet.

Potential Survey Content Areas

Based on the data and research results of the Wikimedia Mobile Research Qualitative and Quantitative Studies, the researchers and writers at the Wikimedia foundation will develop a questionnaire for this study in order to gain additional insights of its users. By utilizing this questionnaire, Resolve will gather insights and analysis of the following potential content areas:

Demographics

What is the highest level of education you have received?

What languages do you speak regularly?
What language do you prefer to read online?

What is your age?
What is your gender?

Device Ecology

Do you currently own a smartphone /feature phone/ laptop / tablet device? If so, which ones?

Which of these devices would you prefer to use to read Wikipedia?

How many "apps" do you currently have on your mobile device?

Online Behaviors

How much of your time online is spent looking up information?

What sites do you visit most often? Which sites do you visit for info/references?

How many sites do you visit before you feel confident you have accurate info?

Content Preferences

What type of content do you prefer to read online versus on mobile?

What aspects of the content make it appealing to read?

What criteria do you use to rate the quality of online content?

Participation Behaviors

Have you ever attempted to add or edit a Wikipedia entry? What are the barriers?

How often do you recommend or send Wikipedia entries to others?

Have you ever donated to Wikipedia? Why? If not, what would motivate you to donate?

Analyses of Wikipedia Readers

Upon examination of the attitudes and usage preferences of current Wikipedia readers, we may uncover their underlying motivations for Wikipedia avidity and/or their aspirations for greater usage. For example, we may find interesting differences between Intentional versus Incidental Wikipedia Readers, i.e. those purposefully using Wikipedia for reading or editing purposes versus those that are referred to Wikipedia through the results of a search engine request. We would explore these trends on an ad hoc basis.

Intentional Wikipedia Readers

Incidental Wikipedia Readers

Potential
Wikipedia
Reader
Segments:

Avid Readers

Consciously look to Wikipedia
for needs on a regular basis

Avid Readers

Regularly utilize Wikipedia via
search engines for their needs

Casual Readers

Consciously look to Wikipedia for
needs occasionally

Casual Readers

Occasionally utilize Wikipedia via
search engines for their needs

Sample
Questions

Who are they? What are their motivations for using Wikipedia? What devices do they use most often? How did they become aware of Wikipedia? What devices do they use it on most? What other similar sites do they visit? How and what are they editing? Most recently, what type of content were they reading? Which content most relevant?

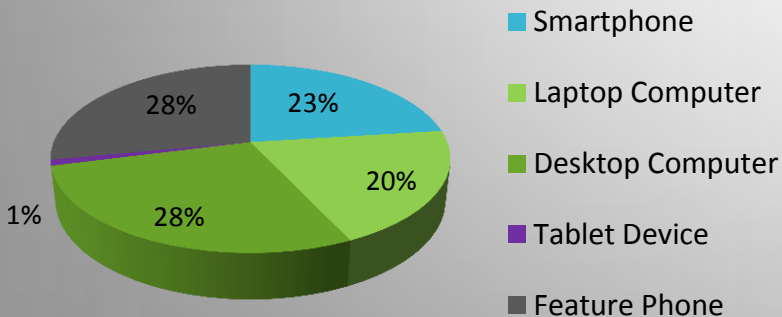
Who are they? What stops them from becoming Avid Readers? What are their motivations for using a search engine over Wikipedia? What search engines are they using? What type of content were they searching for? What would make them use Wikipedia more frequently? Which content is most relevant?

Optional: Cross Media and Device Channels

Through regression analysis, we will identify and explain which contextual activities or content types drive greater Wikipedia usage by device and country.

In so doing, the Wikimedia Foundation and the Wikipedia community will have a more definitive understanding of how to best leverage each device for specific Wikipedia content and future platform development. This will also explain the interrelationships between content type and device affordances.

Top Device Driving Usage



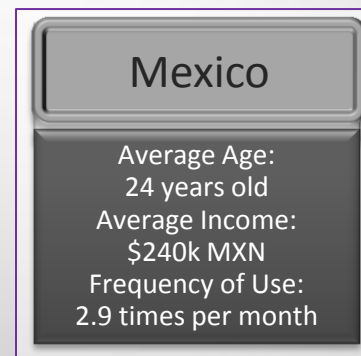
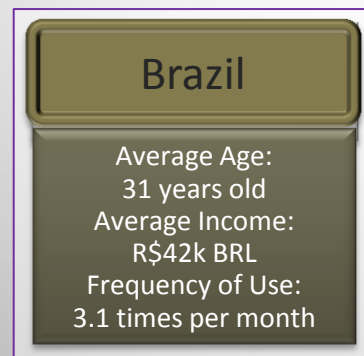
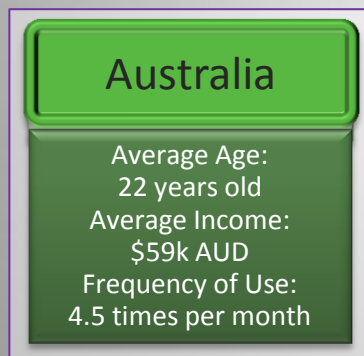
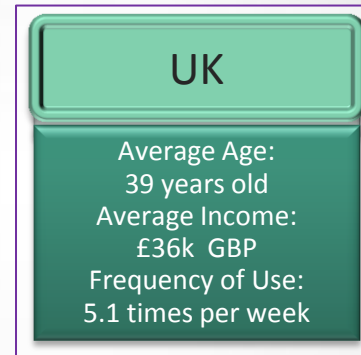
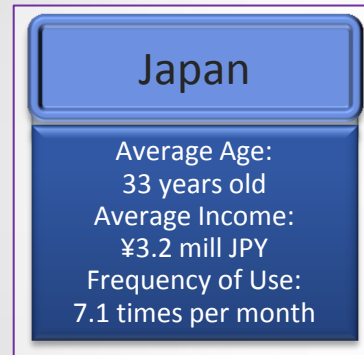
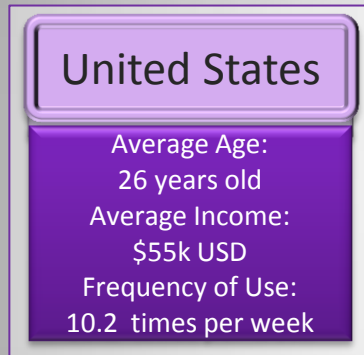
Score Card by Device

	Smart-phone	Laptop Computer	Desktop Computer	Tablet Device	Feature Phone
Device Influence on Wikipedia Usage	23%	20%	28%	1%	28%
Wikipedia Readers' Score of Device Experience	48%	75%	61%	53%	69%

Activities	Reading Content	Uploading Articles	Editing Articles	Joining Discussions
Top Activity on Device	26%	78%	21%	54%

Sample Topline Slide: Growth Strategy

By understanding Wikipedia reader demographics, awareness, avidity and frequency of Wikipedia usage in each of the 16 markets, we can tailor specific recommendations on content, format and editing mechanisms to enhance Wikipedia's community growth.



We will look at the cross-section of awareness, avidity and frequency in relation to key differences with each market to drive insights and recommendations for Wikipedia Readers.

Example questions:

Q1. What is your age?

Q2. What is your average annual household income?

Q3. How many times per month, on average, do you read the Wikipedia?

Project Management Overview

Research Materials & Management Provided by Resolve	
X	Screeners and Omnibus
X	Questionnaire Revisions
X	Project Manager for all Markets
X	Active Recruitment for Study (both via online and SMS)
X	Direct SMS Links/Mobile Aggregation
X	Translations
X	Online Survey Programming and QA for all 16 markets
X	Monitored Fieldwork and Quota Management
X	Incentive Management
X	Coding of all Open End entries from respondents
X	Data Files on Responses/Open Ends
X	16 Country Toplines, Recommendation Memo and Final Report/Presentation



Final Deliverables

16 Individual Country Topline Reports

- A separate topline for each country that highlight key findings driven by their own readers exclusively.
- Include highlights of information on Wikipedia readers' online behaviors, opinions regarding Wikipedia content, and device ownership.
- Where feasible, we will explore the **existing marketplace, technology consolidation, mobile** platform trends for each specific region.

Comprehensive Report/Presentation

- Extensive Final Report featuring executive summary and specific demographic breakouts, including gender, language, education and income, as well as device ownership.
- We will provide key drivers/barriers to reading, recommending, sharing, donating and editing behavior for Wikipedia readers.
- We will present a comprehensive landscape on Wikipedia readers' online behaviors, content preferences and future device influences.

Consultative Recommendation Memo

- If needed, we will provide an **assessment of the implications of the research** and recommended **strategies for developing content delivery** partnerships and platforms in both the near and long term.
- **Recommendation for implementation strategies** to increase likelihood of readership and editorship by country.
- Guidance on how to **augment the readers' experiences** for the editing and contributing process in each market.

Timing

Timeline (approximate)

Project Approval and Kickoff	Week 1
* <u>Questionnaire Revisions</u> & Approval	Week 1 - 2
Programming & QA	Week 3
Fieldwork	Week 4 - 5
Data Processing	Week 6
Analysis & Reporting, Toplines, In Person Presentation to Review Findings	Week 7 - 8

Final Report Mid June 2011

Costs are in US dollars and cover the specifications within this proposal. Two-thirds of project costs will be invoiced upon project approval; one-third upon project completion.

*The original questionnaire will be designed by researchers and writers at The Wikimedia Foundation

Costs – Country and Sample Breakouts

Total Costs Per Sample Size:

Total (N=100 per country)	\$93K
Total (N=250 per country)	\$120k “as agreed”
Total (N=400 per country)	\$163K
Optional Regression Analyses	\$2K per country

Country Cost Breakout for Sample Size N=250:

	US	Japan	Germany	UK	France	Canada	Italy	Brazil	Russia	Poland	Mexico	Spain	Australia	India	Egypt/ Turkey	South Africa	TOTAL
N=250	\$3k	\$6k	\$6k	\$6k	\$6k	\$5k	\$6k	\$10k	\$8k	\$7k	\$10k	\$6k	\$6k	\$10k	\$15k	\$13k	\$120k*

*Costs include sample, programing, translation, fielding, analysis and preparation of reports and presentations

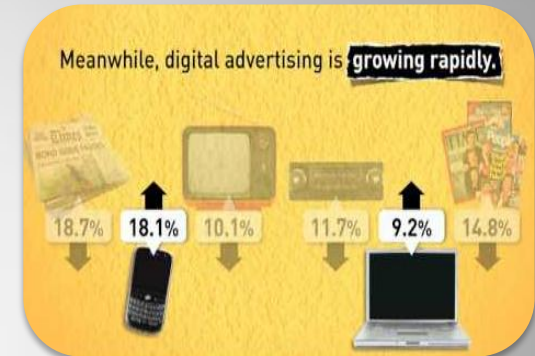
Resolve Executive Team

Aric Ackerman

- Aric Ackerman, Resolve's CEO, brings more than 15 years of results growing media and entertainment companies. Aric was President of the Mobile | Tech division of Interpret and had also served as Interpret's Chief Operating Officer. Prior to that, Aric served as COO of a leading global production company, @radical.media. There, Ackerman oversaw 300% business growth as Radical grew domestically through acquisitions and added operations in four countries. Previously Aric worked as a Principal Consultant advising entertainment, media and communications clients at Pricewaterhouse Coopers.

Elaine B. Coleman

- Coleman, Chief Research Officer at Resolve, holds a Ph.D. in Cognitive Science and has been an executive of consumer research and product design for over 15 years. Most recently, Coleman served as Managing Director of the Mobile | Tech division at Interpret. Prior to that she directed custom research for entertainment and advertising clients at MarketCast and led product design research for the Java Division at Sun Microsystems. She has worked in academia, technology think tanks, and product design consultancies. Her specialties include market research, brand and theatrical advertising, digital media, and technology research.



“Increased mobile and online consumption has added even greater complexity. Cohesive strategies are needed to leverage these platforms in tandem.” – Ackerman



“With the accelerated growth of mobile devices, we will see a greater need for MR that is more ad hoc, geo-sensitive and in the moment. Seeking out participants ‘in the wild’ - knowing where they are, what they are doing, how they are feeling and what they are anticipating - will become more critical.” – Coleman, 2010 Research Business Reports

Sample of Non-Profit Experience



Evaluation of Science Learning K-12 Programs in Sub-Saharan Africa

the James Irvine foundation

Development of the Coral Project –an online community afterschool program for helping under-performing youth in California schools

THE ROCKEFELLER FOUNDATION

Analysis of GLOBE. Al Gore's science learning and assessment initiative bridging NSF-funded Scientists and students in schools



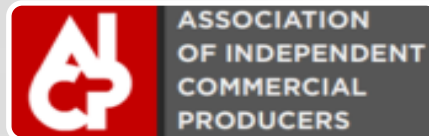
ASSOCIATION
OF INDEPENDENT
COMMERCIAL
PRODUCERS

Annual Survey of the Association of Independent Commercial Producers (AICP)

Sample of Most Recent Clients



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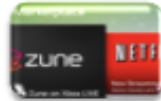
Resolve Market Research (Resolve) is a global research consultancy providing insights on consumer behaviors and opinions of digital media, mobile technology and emergent devices. Resolve specializes in measuring brands and advertising across new media platforms.

We generate insights that help clients' brands and products stay competitive. Our highly customized research solutions prepare clients to better anticipate future developments and respond effectively.

Our clients are marketing executives within the Mobile, Advertising, Digital Media, Personal Technologies, CPG and TV/Film industries.

We offer direct relationships with our Principals which ensures that clients receive the best practices derived from our research experience. Collectively, our expertise covers consumer and market segmentation models, product and concept development, user experience and feature optimization, advertising effectiveness, social media and brand strategy. We focus on delivering results that are strategic, informative and actionable.

Resolve Market Research is based in Los Angeles with a satellite office in London.



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