Wikistories Early Adopters Survey Feedback

Final Report

Wikimedia Foundation Inuka (New Readers) Team & Design Strategy
In collaboration with Wikimedia Indonesia

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Background

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. Wikistories introduces a way of creating visual narratives from Wikipedia and Commons content in a short snackable format on mobile devices. The MVP of this product was released to the Indonesian Wikipedia in July 2022 as a beta feature.

The Wikimedia Foundation's Inuka Team in collaboration with Wikimedia Indonesia organized a series of workshops and trainings for Wikistories. As part of these workshops, participants received some preliminary information and instructions about Wikistories in the form of a presentation accompanied by a Wikistories Tutorial Slidedeck. The information included background context, directions for how to activate the beta feature, and an overview of how to create stories.

These workshops took place in-person in five Indonesian cities (Yogyakarta, Bandung, Padang, Jakarta, and Denpasar) between July and October of 2022. **This survey project gathered structured feedback from Indonesian Wikipedia editors who attended these workshops, all of whom were early creators of Wikistories.**

This report presents results from responses received at 4 of the 5 events (Bandung, Padang, Jakarta, and Denpasar). A different survey was used for the first event in Yogyakarta, with results reported in the workshop report. While the focus here will be on results from respondents at the 4 later events, when possible results will be compared with those from participants at the Yogyakarta event to provide as complete a picture as possible.

Respondents

We received completed responses from 36 respondents, distributed roughly equally across the 4 workshops, as shown in *Fig 1*.
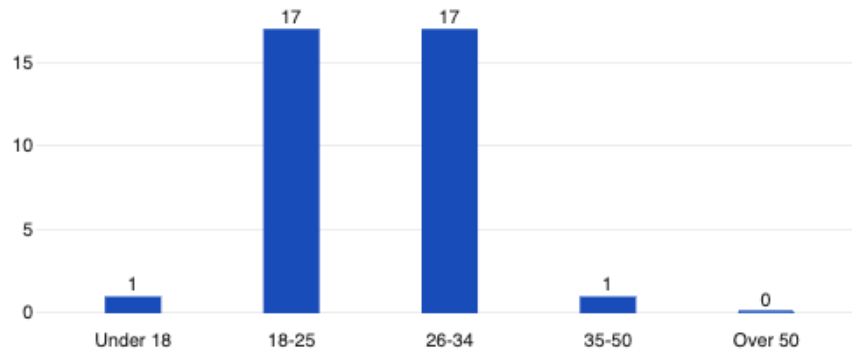
Fig 1. **Which Wikistories event did you participate in?**

As shown in *Fig 2*, all but two respondents were between the ages of 18 and 34, split equally between the groups of ages 18-25 and ages 26-34. While no age data was collected from participants at
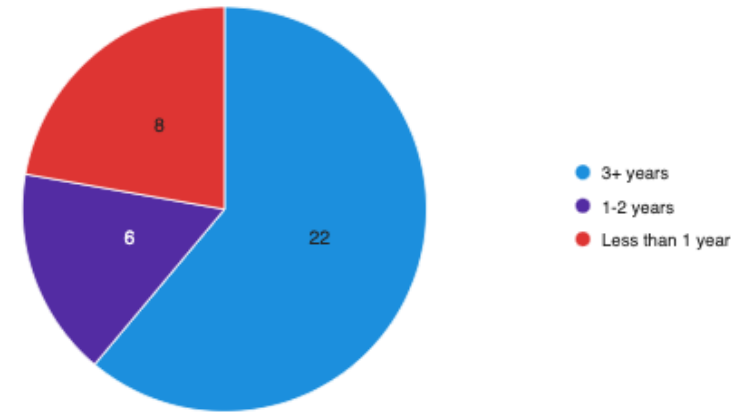
the Yogyakarta event, overall respondents were generally in their 20s or early 30s.

Fig 2. **Which best describes your age?**

Respondents varied in the amount of time they had contributed to Indonesian Wikipedia. Experience ranged from less than one year to three or more years. Overall, as shown in *Fig 3*, 22 respondents had contributed to Indonesian Wikipedia for three or more years, and a total of 14 respondents less than three years.
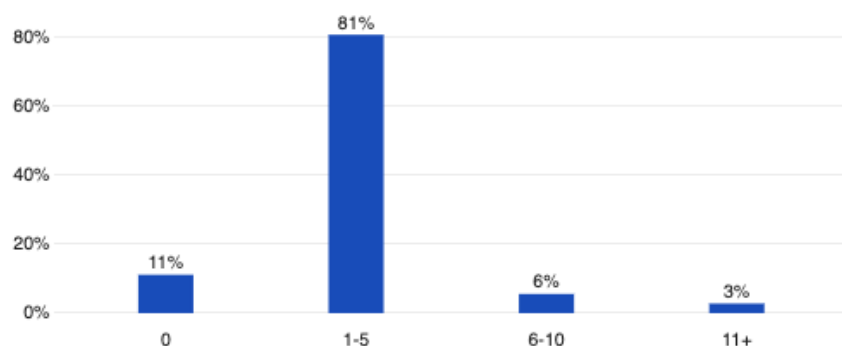
Fig 3. **For how long have you contributed to Indonesian Wikipedia?**

Results

Respondents provided feedback on a number of topics, including general ease of use, overall satisfaction, and feature improvement opportunities. Before providing this feedback, respondents had the opportunity to create stories using the beta feature available on Indonesian Wikipedia. Overall, as shown in *Fig 4*, the majority (81%) of respondents had created between one and five stories before providing the feedback reported here.
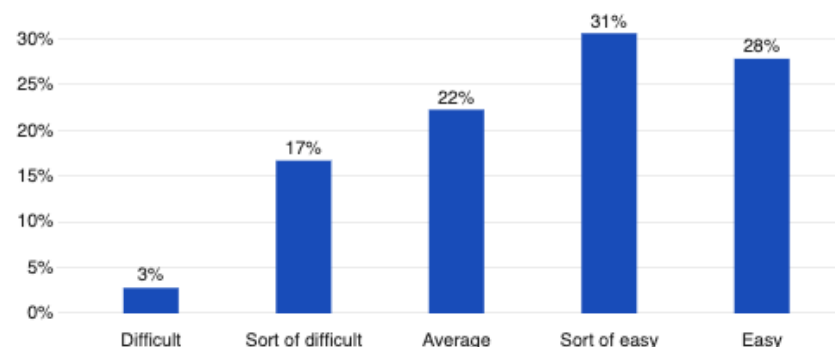
Fig 4. **How many Wikistories have you created?**

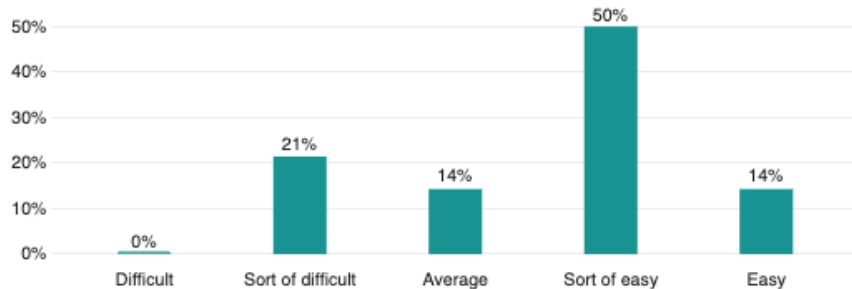*Fig 5.* **Overall, how easy was it to create a Wikistory?**

Ease of use

As shown in *Fig 5*, 59% of respondents reported that creating Wikistories was either 'sort of easy' or 'easy'. Meanwhile, 22% responded 'average', and 20% reported it was a 'sort of difficult' or 'difficult' task.. This means that a total of 42% of respondents did not rate the experience as easy despite having some formal introduction and training. This is *not* highlighted as a criticism of the training, but because we can reasonably expect that these ratings would be lower among individuals discovering Wikistories organically and learning to use them on their own without guidance.
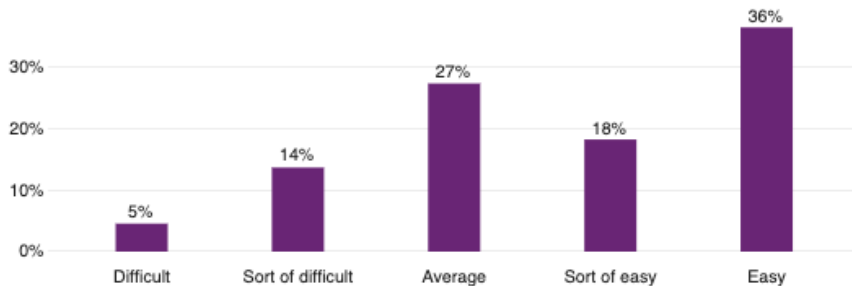
Before proceeding to the reasons given for the Wikistories ease of creation ratings, *Fig 6* and *Fig 7* on the following page show overall ease of use responses broken down by whether respondents had more or less than three years experience editing Wikipedia (n=22 and n=14, respectively). The arbitrary cutoff of three years, used here and elsewhere in this report, was selected in part due to the availability of splitting overall survey responses in approximately half using this cutoff point.

Fig 6. **Overall, how easy was it to create a Wikistory?
(newer editors; less than 3 years experience editing Wikipedia)**

Fig 7. **Overall, how easy was it to create a Wikistory?
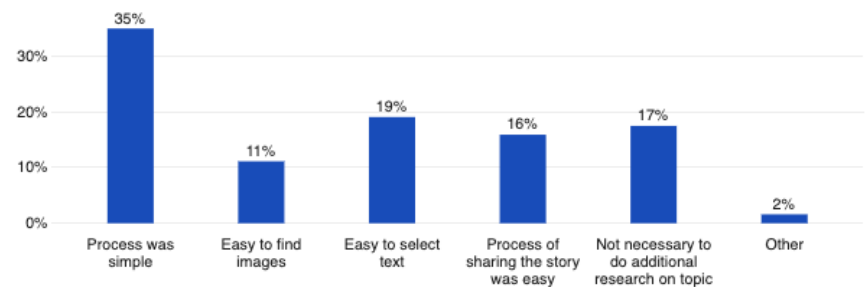(experienced editors; 3+ years experience editing Wikipedia)**

Comparing results shown in *Fig 6* and *Fig 7*, we see that experienced Wikipedia editors were more likely to rate the experience as 'easy' without reservations, but at the same time we observe fewer rating it as 'sort of easy'. These figures also reveal that 35% of experienced editors rated it as 'sort of difficult' or

'average'. Thus, the percentage of newer and more experienced editors who rated the experience on the difficult end of the spectrum was roughly the same (21% and 19%, respectively). Also, due to experienced editors selecting 'average', the overall number of respondents who provided a response on the easy end of the spectrum was greater for newer editors (74%) than experienced editors (52%).

To better understand the reasons for these ease of use ratings, respondents who selected 'sort of easy' or 'easy' were asked what made Wikistories easy to use. Respondents who selected 'difficult' or 'sort of difficult' were asked what made Wikistories difficult to use. Respondents who selected 'average' were presented with both questions.

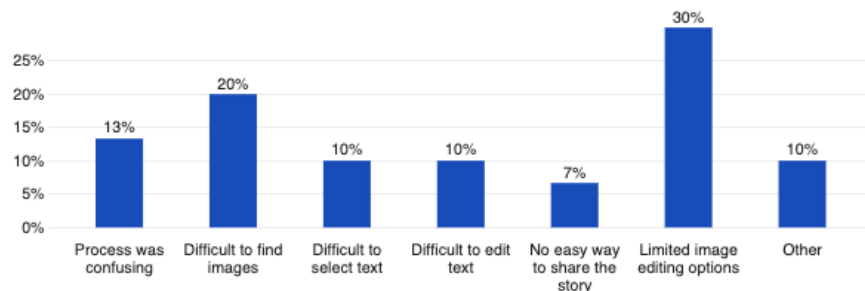*Fig 8*. **What made Wikistories easy to use?** (select all that apply)

Of the 29 respondents asked what made Wikistories easy to use, 35% of selections received indicated that the process was simple.

Responses across the other choice options were more or less equally distributed, as shown in *Fig 8*. When examining these responses by experience editing Indonesian Wikipedia, the same response distribution pattern is observed (namely the same pattern of distribution shown in *Fig 8*).

Of the 15 respondents asked what made Wikistories difficult to use, as shown in *Fig 9*, the most common option selected was that there are limited image editing options. The other top two selected choices were that it was difficult to find images and that the process is confusing.

Fig 9. **What made Wikistories difficult to use?** (select all that apply)

In the 'other' category, respondents wrote in responses echoing some of the provided choice options. For example, respondents wrote that the choice of images from Commons was limited, and that it was difficult to set the image as preferred (image editing).

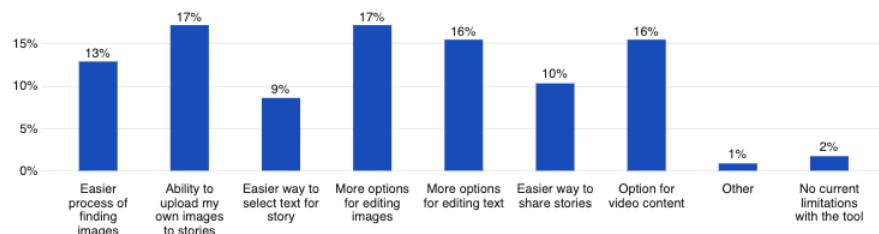One respondent noted that the process of enabling the Wikistories beta feature was cumbersome.

As far as newer and more experienced editors are concerned, more experienced editors were *more* likely to select 'limited image editing options' as a reason for difficulty, and *less* likely to select that the process was confusing, than newer editors.

Opportunities for improvements

Next, respondents were asked to describe the most important limitations to Wikistories that should be improved upon. They were able to select up to three responses, and offered a number of options, as well as the choice to write in their own response. This question was asked to all respondents, regardless of how they rated the overall experience.

As shown in *Fig 10* on the following page, responses were spread roughly equally across four to five options, with the top two being 'ability to upload my own images to stories' and 'more options for editing images'. In a close second by frequency came 'more options for editing text' and 'options for video content'. Finally, another commonly selected response was 'easier process of finding images'.

Fig 10. **What are the most important limitations to Wikistories that should be improved?** (select up to three)

When examining these responses broken down by editor experience, for both newer and experienced editors we observe a roughly equal spread across the same categories as presented in *Fig 10*. Newer editors were marginally more likely to select 'easier way to share stories' than experienced editors. Conversely, experienced editors were more likely to select 'easier to way select text for story' than newer editors.

In addition to asking respondents to select from a closed list of options, another open-ended question asked them how Wikistories could be improved and if there was anything else they'd like to share about their experience.

Overall, the majority of these responses repeated or echoed much of the other feedback shared in this section and the remainder of the report. For this reason, we'll highlight just a few points that

don't appear elsewhere in this report and which only came up in response to this question.

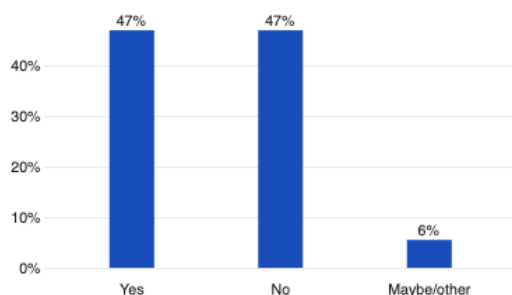**Additional feedback received as part of this open-ended question, not highlighted elsewhere in this report**

- "Make sure that Wikistories adjust to multiple mobile device types"
- "Very interesting, like a shortcut to attract new readers or volunteers"
- "[Please add] additional location features connected to maps"
- "Please get community approval before arriving at the full Wikistories version" ['full' possibly referencing non-beta feature or access for non-logged in users]

References/footnotes in Wikistories?

All survey respondents were asked to provide their opinion on whether Wikistories should contain references and/or footnotes. As shown in *Fig 11*, responses were equally split between 'yes' and 'no', with only a very small number of respondents selecting 'maybe/other'. The only write-in response received expressed that, "in the long-term, it [references] seems necessary to differentiate [Wikistories] from ordinary social media." Thus, we may interpret

this response as a 'yes', thereby putting slightly more respondents in favor of references/footnotes.
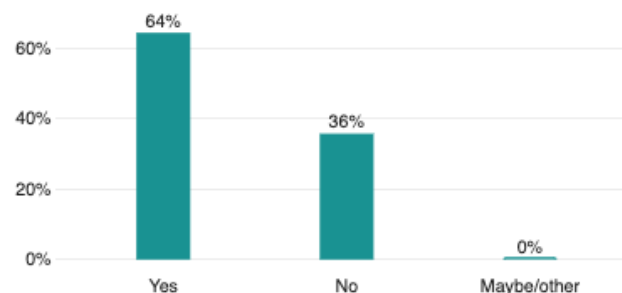
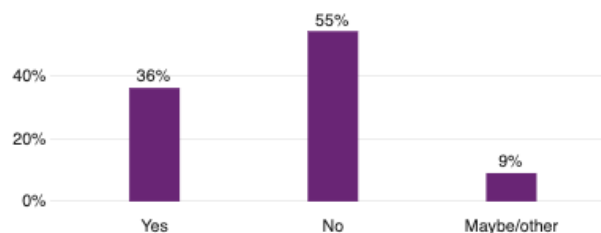*Fig 11*. **Do you think Wikistories should contain references and/or footnotes?**

When comparing this response distribution with that observed for the Yogyakarta event respondents ([report here](#)), we can note a very similar overall roughly 50/50 pattern. Approximately 54% of respondents from the Yogyakarta event responded that Wikistories should have references/footnotes, with 46% responding they should not.

Next, *Fig 12* and *Fig 13* show these responses about the presence of references with Wikistories broken down by editor experience.

Fig 12. **Do you think Wikistories should contain references? (newer editors; less than 3 years experience editing Wikipedia)**

Fig 13. **Do you think Wikistories should contain references? (experienced editors; 3+ years experience editing Wikipedia)**

As shown in *Fig 12* and *Fig 13*, the distribution of responses for newer and experienced editors was categorically different. Overall, newer editors were more likely to say that Wikistories should contain references/footnotes than experienced editors, the latter of which were more likely to say they should *not* contain

references/footnotes. Acknowledging a smaller sample size, it's the opposite distribution pattern that's most noteworthy here.

General satisfaction

To understand what respondents enjoyed most and least about using Wikistories, they were presented with two open-ended questions. The goal was to avoid limiting them through pre-selected response options, and avoid missing out on critical feedback that they may not otherwise have an option to provide.

For purposes of clarity and ease of consumption, these open-ended responses have been synthesized and categorized below. The major themes will be highlighted, alongside respondents' own ways of expressing them in their own words (translated from Indonesian).

Points of satisfaction

When asked to describe what they enjoyed most about Wikistories, if anything, respondents' open-ended responses clustered around three main themes. A few direct quotes are included under each theme to illustrate sample responses.

1. **Ease / simplicity**
   "Easy to make" / "Easy to use"
   "Simple, easy and leads to articles"
   "Ease of copying material and choosing photos"

2. **Use of images / general appearance**
   "You can use photos from Commons on Wikipedia in a fun way"
   "It looks more attractive, but indeed good image quality availability is still limited"

3. **Positive impact on readers**
   "Makes it easier for readers to read articles, especially if they have limited time"
   "Delivery of the information is so simple that it will greatly help the readers"
   "Article content becomes easy to understand"

In addition to these three themes above, at least one respondent mentioned speed, as in "it's fast", and another highlighted how Wikistories make it easy to share information, writing "I enjoy sharing interesting facts about random articles."

Points of dissatisfaction

Just as respondents were asked what they enjoyed most, they were also asked an open-ended question about what they enjoyed least, if anything. A number of themes emerged in responses, but by far the most common theme was related to lack of features and limited editing options (see #1 in the list below). The other two most frequent topics were general ease of access to Wikistories and image quality concerns. Sample responses are provided below under each of these categories to illustrate examples.

1. **Feature limitations / limited editing options**
    "Images cannot be zoomed in and out, and image resolution is still not optimal"
    "The limitations around editing the image and text - there are not many styles to choose from"
    "The features are still limited" (multiple mentions)
    "Cannot adjust the position of the text"

2. **Ease of access**
    "Have to enter beta" / "Additional beta configuration is required" / "Too complicated to activate"
    "No yet accessible to the general public"
    "Cannot be seen by those who aren't logged in"

3. **Image quality concerns**
    "Not all images on Commons are good quality, so when inserted into a Wikistory are blurry and broken"
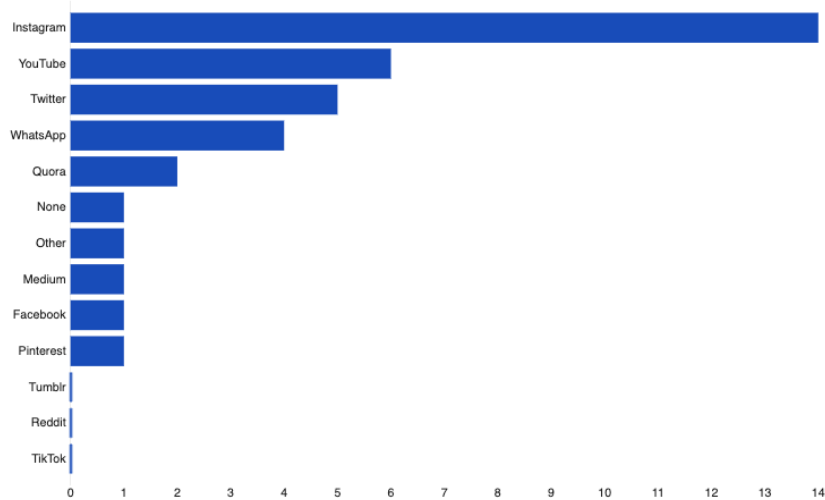   "Image quality"

In addition to these three common themes, a few other points of dissatisfaction were mentioned. For example, one respondent noted that the process was too complicated when making a story for the first time. Others mentioned the inability to delete a story or the inability to share it with non-Wikipedia users and share on other platforms. Finally, one respondent mentioned that Wikistories would mean added work for the editing community to review and monitor.

Other platforms used for creating, sharing, and reading new information and ideas

Because we know that cross-platform sharing is a potential consideration with Wikistories, we included two questions near the end of the survey to get a general impression of where Indonesia Wikipedia editors also spend their time, in terms of platforms they use for *learning and reading*, as well as *sharing* new information and ideas.

As shown in *Fig.14,* we observe a limited range of platforms that respondents noted they regularly use for learning/reading new information and ideas. Instagram was by far the most common, with a number of respondents also reporting they use YouTube, Twitter, WhatsApp, and Quora for this purpose (in order of response frequency).
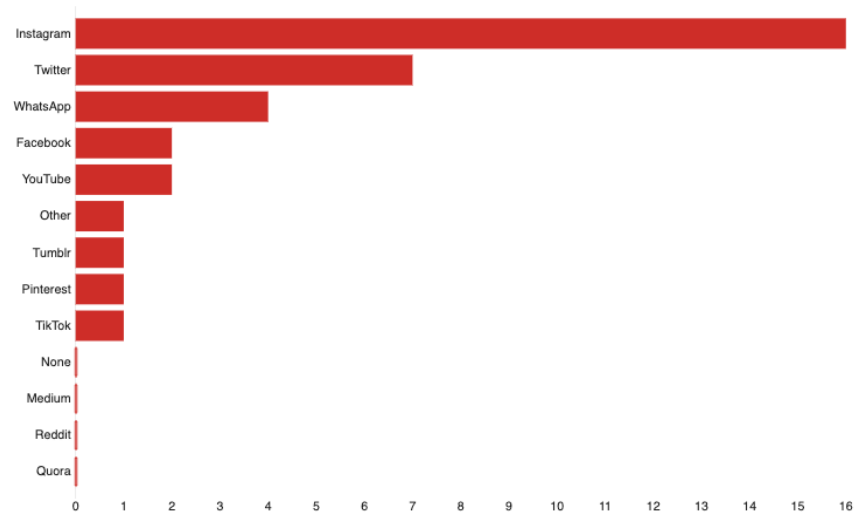
Fig 14. **Which (if any) do you regularly use 3+ times per week for *learning/reading* new information and ideas?**

As for platforms that respondents report using to regularly share information, as shown in *Fig.15,* Instagram again came up as the most common option, with respondents also selecting Twitter, Whatsapp, Facebook, and YouTube (in order or response

frequency). Based on the top three responses, we observe different patterns for sharing platforms when compared to those used for learning/reading. For example, maybe unsurprisingly, YouTube is more frequently used for learning than for sharing.

Fig 15. **Which (if any) do you regularly use 3+ times per week for *sharing* new information and ideas?**

Summary and recommendations

Recap and summary

To summarize some of the main findings, there were three main themes around what respondents enjoyed most about Wikistories. These were general ease and simplicity, the use of images and attractive appearance of the format, and a positive impact on the reader experience.

At the same time, there were some mixed results around general ease of use, with respondents rating the story creation process as everything from difficult to easy. The three main reasons observed for what made Wikistories difficult to use were as follows. First, there were limited image editing options. Secondly, finding images was difficult. And, lastly, the process was confusing, and some of this confusion could be contributed to the fact that Wikistories are still a beta feature and require manual activation.

Some of the reasons given for why Wikistories were difficult to create overlap to some degree with respondents' answers to the open-ended question about what they enjoyed least. Three themes were related to limited features, ease of access, and image quality.

One central open question is whether Wikistories should contain references/footnotes, an essential feature of Wikipedia articles. Respondents were split roughly 50/50 as for whether Wikistories should contain references/footnotes. As noted, newer editors (less than 3 years experience editing Indonesian Wikipedia) were more likely to respond that 'yes' stories should contain references than more experienced editors (3+ years experience editing).

As for improvements respondents would like to see made to Wikistories, they clustered around three main categories. Although presented here in order, they roughly received the same level of interest. First, respondents expressed the desire to have more image editing options and upload their own images. Secondly, they mentioned more text editing options and video content options. Finally, they requested an easier process and easier way of finding images.

Finally, because we know that cross-platform sharing is a potential consideration with Wikistories, we learned from respondents that their top three platforms for sharing content are Instagram, Twitter, and Whatsapp. A number of options presented as choices received few to no selections.

Recommendations

The following recommendations are made based on the feedback received as part of this survey.

1. **Improve and prioritize development of image editing options.** For example, zooming in/out, adjusting the position, improving the quality, and changing the position of the text relative to the image.

2. **Include references/footnotes as a feature of Wikistories.** Although respondents didn't universally want this, at least half or more believe it is important.

3. **Provide the option to upload new images when creating a Wikistory.** Lack of image options and image quality was a topic that emerged in responses to multiple survey questions.

4. **Find ways to improve the process of finding and selecting images.** Help creators connect with and use high quality images in their stories.

5. **Prioritize the 'out of beta' discussion in the community.** At least part of the difficulty of using Wikistories was related to it being a beta feature for creators and/or consumers.

6. **Gather feedback from the community around administrative burdens that may accompany Wikistories.** It would be beneficial to proactively address both real and perceived administrative tasks that may accompany stories.

7. **Improve and prioritize development of more text editing options.** For example, style options and changing the position of text relative to images.

8. **Help Wikistory creators see the impact of their work on readers.** One of the aspects of stories that creators enjoyed most was their potential for positive impact on readers. Helping them see readership and receive reader feedback (whether on or off Wikipedia) may validate their assumptions and provide motivation.

9. **Provide easy share options**, especially for Instagram, Twitter, and Whatsapp users since these were the three most common platforms used for sharing informational content by the Indonesian Wikipedia editors surveyed.

10. **Continue to improve both feature depth and breadth** until greater parity is achieved with similar features on other platforms. Given Wikistories' similar format, these other platform features will continue to drive expectations, and therefore satisfaction, for/with Wikistories.