Future Audiences monthly KR update: August 2023

Maryana Pinchuk, Principal Product Manager
September 14, 2023

CC by SA 4.0, Zachary McCune

Agenda

1. Intro: What is Future Audiences?
2. Interesting future trends you're seeing?
3. What have we learned so far? What are we looking to learn next?
4. Discussion!

01   What is Future Audiences?

Small team dedicated to <u>learning what changes may be coming in the future</u> and how our movement can continue to <u>stay resilient and thrive</u>

Objectives	Key Results
FA1: Describe multiple potential futures And the strategies through which Wikimedia could satisfy our goal of being the essential infrastructure of the ecosystem of free knowledge in those futures	1. Participants in Future Audiences work are equipped with at least three candidate strategies for how Wikimedia projects (especially Wikipedia and Wikimedia Commons) will remain the "essential infrastructure of free knowledge" in the future, including the audiences they would reach, the hypotheses they test, and approaches for testing them.
FA2: Test hypotheses To validate or invalidate potential strategies for the future, starting with a focus on third party content platforms	1. Test a hypothesis aimed at reaching global youth audiences where they are on leading third party content platforms, to increase their awareness and engagement with Wikimedia projects as consumers and as contributors
	2. Test a hypothesis around conversational AI knowledge seeking, to explore how people can discover and engage with content from Wikimedia projects

What Future Audiences is not…

🚫 The WMF AI team

🚫 The "big million-dollar bets" team

🚫 Gatekeepers of community-led experimentation and innovation

🧩 ML/AI team has been at WMF since 2017 & supports ongoing AI work (e.g., MinT for translation)

🧩 Set up to prototype only. Our mandate is to learn quickly/cheaply & make recommendations for bigger strategic work if needed.

🧩 Excited to see communities innovate! And hoping to learn how/if we can support in future years.

02   Future Trends?

Future trends – examples

1. US Federal court rules that AI-generated works cannot be copyrighted [source: https://mashable.com/article/ai-art-copyright-debate]
2. Khan Academy releases AI chatbot "Khanmigo" for learning [source: https://www.khanacademy.org/khan-labs]
3. TikTok is using Wikipedia to add context to in-app search [source: https://www.theverge.com/2023/9/13/23871880/tiktok-search-engine-wikipedia-snippets-google]
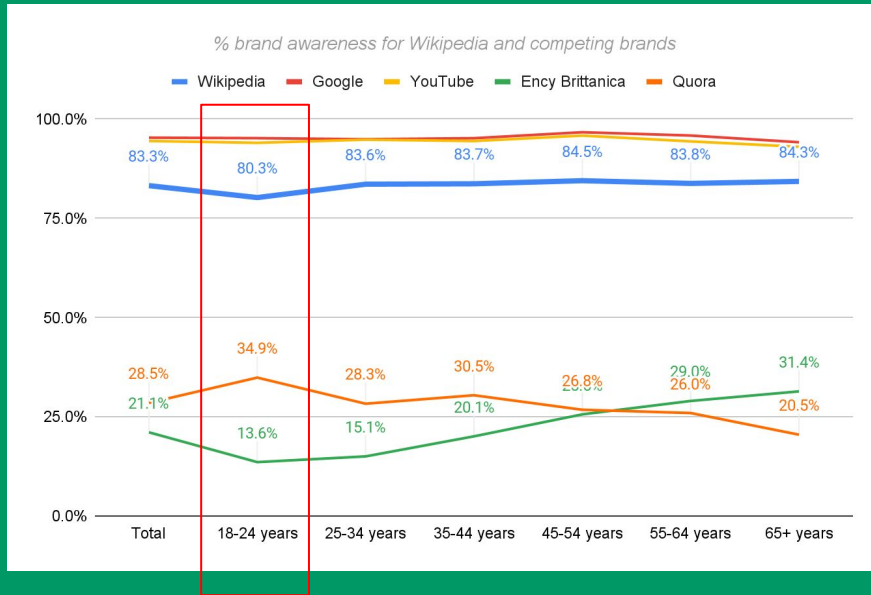4. ... others?

WIKIMEDIA
MOVEMENT

03   **What have we learned so far?**

Test hypotheses
→ can we better engage global youth on 3rd party platforms?

In pre-2020 surveys,[1] 18-25 year olds were largest Wikipedia reader cohort globally. Now: their awareness & use is <u>lowest of all age cohorts</u>

% brand awareness for Wikipedia and competing brands

Wikipedia — Google — YouTube — Ency Brittanica — Quora

% respondents by age-groups who are active users of Wikipedia

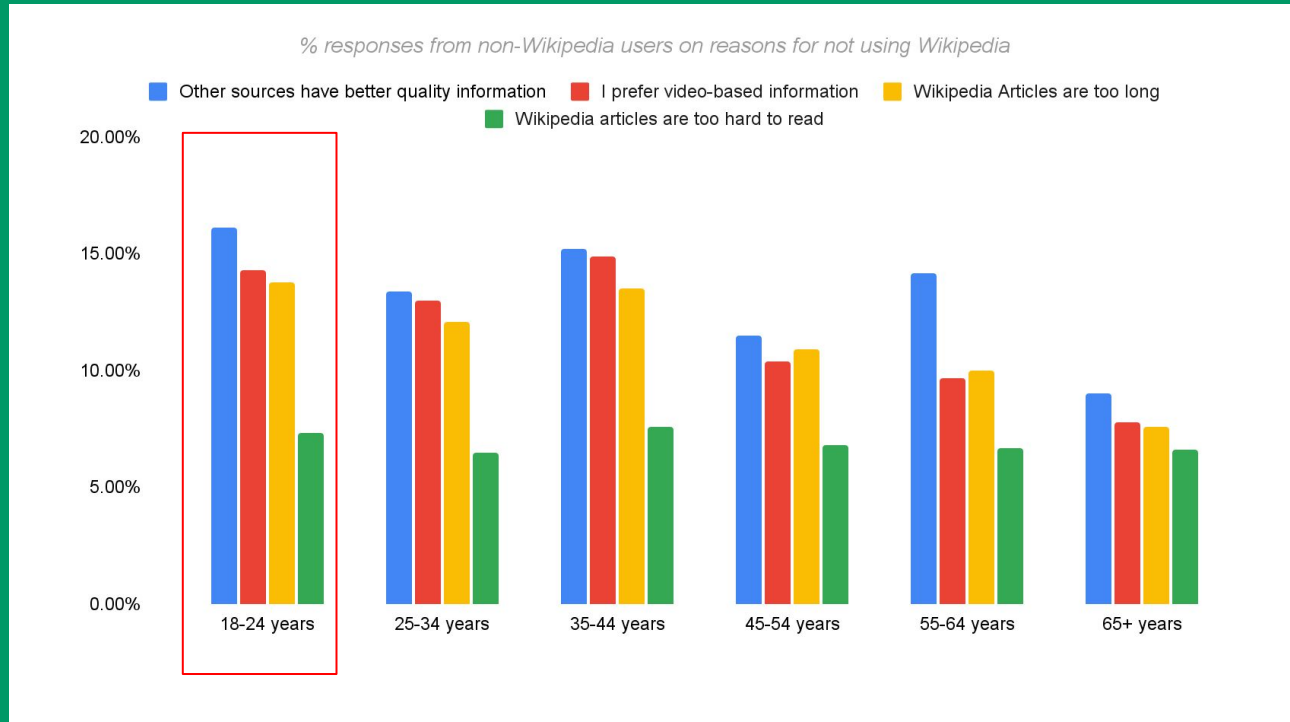Wikipedia · Google · YouTube · Ency Brittanica · Quora

Source: Wikimedia Brand Health Tracker III
Q: Which of the following websites or apps have you HEARD of?
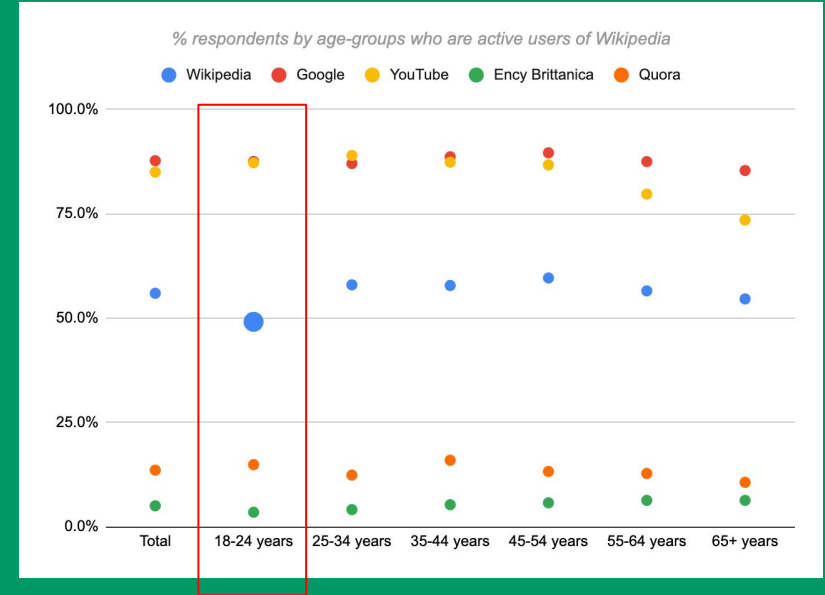
Source: Wikimedia Brand Health Tracker III
Q: Which of these websites or apps do you USE?

1. meta:Research:Characterizing Wikipedia Reader Behavior

Key reasons people (esp. young people) don't use Wikipedia: rely on other sources, want video, want shorter content

% responses from non-Wikipedia users on reasons for not using Wikipedia

- Other sources have better quality information
- I prefer video-based information
- Wikipedia Articles are too long
- Wikipedia articles are too hard to read

Prototyping:
→ AI-generated short-form video content

Hypothesis: Can visual summaries of Wikipedia articles shared on external platforms (e.g., Google, Tiktok) provide <u>a more engaging consumer experience for global youth</u>?
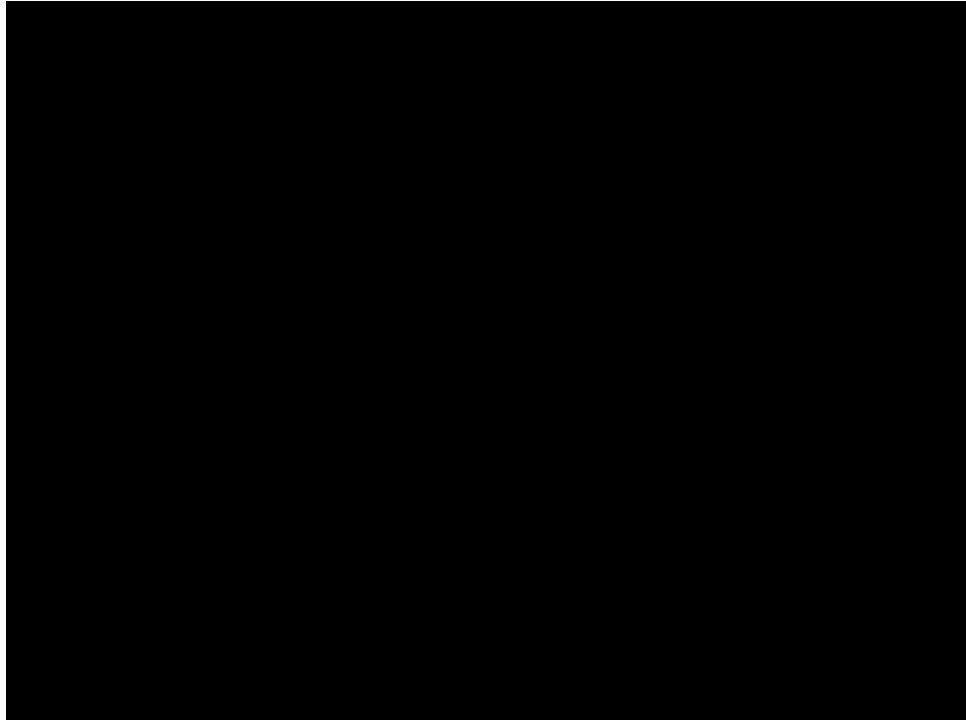
https://en.wikipedia.org/wiki/Cuban_macaw

Insights:
→ AI-generated short-form video content

Key considerations:

- Voice models & copyright: likeness to real human voice needs to be evaluated
- AI-generated images can fill in gaps on un-illustrated topics but may result in major issues (e.g., changing ethnicity of a real person)

Insights:
→ Basque Wikipedia already creating short-form video content

To discuss: can we work together to test whether AI-generated content engages viewers as much as human-narrated content?

Planning:
→ Campaign with social video creators

Hypothesis: If we test a campaign with social video creators, can we encourage more <u>transparent, attributed</u> knowledge-sharing on these platforms?

Planning:
→ Campaign with social video creators

Identifying creators in the following countries who make educational content on TikTok:

- US
- Nigeria
- Germany

Know any great TikTokers in these countries?

Please share!

CC by SA 4.0, Annierau

Test hypotheses
→ can we engage audiences in new ways with GenAI?

MP · when will the women's world cup be? where is it?

Used **Wikipedia** ▾

The 2023 FIFA Women's World Cup is scheduled to take place from 20 July to 20 August 2023. The tournament will be jointly hosted by Australia and New Zealand, marking the first time the Women's World Cup will have more than one host nation. It will also be the first senior World Cup to be held across multiple confederations, as Australia is in the Asian Confederation, while New Zealand is in the Oceanian Confederation.

The opening match will be contested between New Zealand and Norway at Eden Park, Auckland, on 20 July 2023. The final will take place on 20 August 2023 at Sydney Olympic Stadium in Australia.

This tournament will also be the first to feature the expanded format of 32 teams, up from the previous 24, replicating the same format used for the men's World Cup from 1998 to 2022.

You can find more information on the 2023 FIFA Women's World Cup Wikipedia page.

This answer is based on content from Wikipedia, a free encyclopedia made by volunteers and available under a Creative Commons Attribution-ShareAlike License. Please note that, as a large language model, I may not have summarized Wikipedia accurately.

2023 FIFA Women's World Cup - Wikipedia
W wikipedia.org

Insights:
→ ChatGPT plugin output quality varies greatly by language

How often is ChatGPT accurate when using the Wikipedia plugin?		
de	35.71% - 35.71%	14
en	94.69% - 98.21%	113
fr	80.00% - 100.00%	5
ja	88.00% - 88.00%	50
ru	42.86% - 71.43%	14
total	**84.69% - 89.23%**	**196**

Next steps: survey link launched in early September to get qualitative feedback from users and understand where/how to improve the experience

Planning:
→ ChatGPT plugin classroom experiment

Draft research questions: Does college classroom writing produced using ChaptGPT with Wikipedia plugin…

- … engage more external sources
- … engage higher quality sources
- … integrate sources better

… than writing produced without the plugin?

CC by SA 4.0, Cassidy (Wiki Ed)