

Wikimedia Focus Group and Survey Findings - Japan



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Methodology

- Two focus groups conducted June 16-17, 2016 in Tokyo lasting two hours each. One group of Wikipedia readers (8 people) and one group of Wikipedia donors (8 people)
- Survey conducted from June 14 to June 21, 2016.
- Online survey of 1,000 Wikipedia readers in Japan. The margin of error for the full sample is +/- 3.1%.

**Margin of Error
for Different Percentage Distributions and Different Sample Sizes
(95% confidence)**

Sample Size	PERCENTAGES NEAR								
	10	20	30	40	50	60	70	80	90
1,000	1.9	2.5	2.8	3.0	3.1	3.0	2.8	2.5	1.9
900	2.0	2.6	3.0	3.2	3.3	3.2	3.0	2.6	2.0
800	2.1	2.8	3.2	3.4	3.5	3.4	3.2	2.8	2.1
700	2.2	3.0	3.4	3.6	3.7	3.6	3.4	3.0	2.2
600	2.4	3.2	3.7	3.9	4.0	3.9	3.7	3.2	2.4
500	2.6	3.5	4.0	4.3	4.4	4.3	4.0	3.5	2.6
400	2.9	3.9	4.5	4.8	4.9	4.8	4.5	3.9	2.9

Executive Summary:

User Experience and Perceptions

- More than half of Wikipedia readers in Japan visit the site several times a week or more, and over one quarter visit the site on at least a daily basis.
 - Wikipedia readers are most likely to visit the site on their desktops (57%) or laptops (55%). Mobile or smart phones are used by 32% of readers, while only 16% use tablets.
 - The most frequent Wikipedia readers tend to be men, college graduates, and aged 40-49. These characteristics are similar to those of self-reported donors and donor targets.
- Wikipedia readers report favorable views of the site's quality, reliability, and look and feel, but have concerns about accuracy. About half (54%) are aware that Wikipedia is run by a non-profit organization, and 40% are unsure who manages the site.
- Just under half (47%) have seen a fundraising message from Wikipedia within the past year. Younger people, especially young men, and daily readers are the most likely to have seen a fundraising message.

Executive Summary: Fundraising

- There is a cultural difference between Japan and the West when it comes to donations to non-profits. Just 35% of Japanese readers say they have donated to non-profits in the past, and far fewer (4%) have donated to Wikipedia.
- Self-reported donors tend to be college graduates, men, young, and daily readers of the site. Those who donate to non-profits but not to Wikipedia tend to be older, are more frequent readers of Wikipedia, and live disproportionately in northern Japan.
 - Non-profit donors make financial contributions when they hear about urgent problems (69%) and receive appeals from organizations (46%). As such, most donations go to disaster relief. These donations are often one-time events occurring because the messages must appeal to them and activate donors' responsibility to help.
 - Cash is the currency of non-profit donations. Online financial transactions are far less common than in the West.
- Readers are most inclined to donate to non-profit organizations that are viewed as Japanese rather than international.

Banner Images Tested

Banner A

読者のみなさまへ

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金額を選択 (JPY)

700	1000	1500	2000
3000	5000	10000	その他

クレジットカード

ウィキペディアへようこそ
ウィキペディアは誰でも編集できるフリー百科事典です

1,017,556本の記事をあなたと
モバイル版
Help for Non-Japanese Speakers

Banner B

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Emails Tested

Email A

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過去に支援して下さった皆さんがもう一度支援して下されば、私たちは年内、募金活動に頭を悩ますことなく活動することができます。

ウィキペディアは特別なものです。例えるなら、図書館や公園のような場所です。私たちが考えたり、学んだり、知識を分かち合ったりできる知の神殿のようなものです。

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<https://donate.wikimedia.org>

感謝を込めて、
ジミー・ウェルズ
ウィキメディア創設者

今すぐ寄付する、

ウィキペディアを活用する
世界何百万人のうち、
寄付して下さるのは
わずか1%です。



もう一度ご寄付を →

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感謝を込めて、
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Designs Tested

Design A

ウィキペディアを活用する
世界何百万人のうち、
寄付してくださるのは
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Design B



ウィキペディアを活用する世界何百万人のうち、
寄付してくださるのはわずか1%です。

Executive Summary: Banners, Emails, and Images

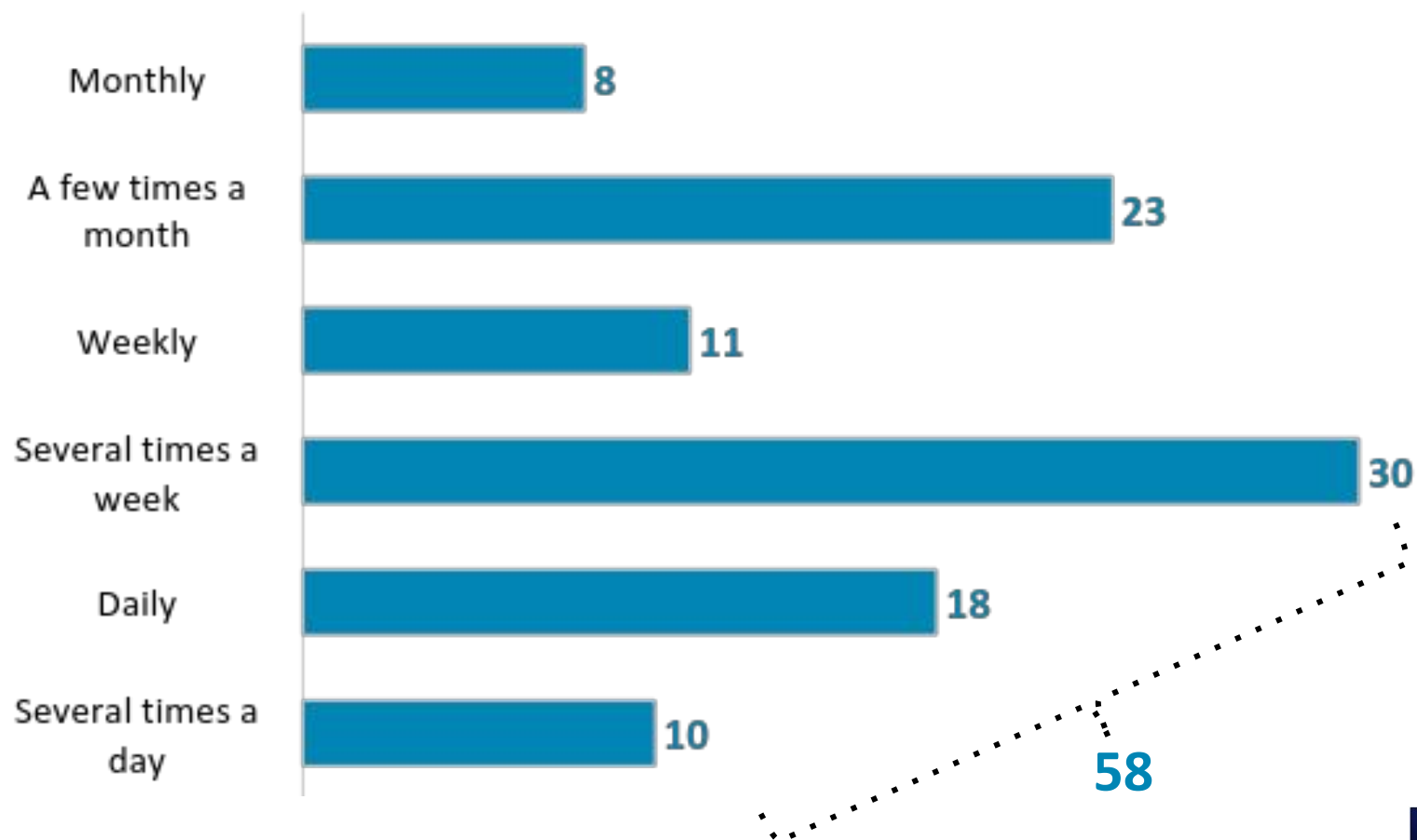
- On explicit measures of which banner they find most visually appealing and which they prefer overall, readers say they prefer Banner B (the more polite language) over Banner A. Banner A is viewed as too blunt and direct. Readers also prefer the look and feel of Banner C (green background).
- Though Banner B is preferred, focus group participants indicate that the language is not quite right. Reworking this message to feel more authentically Japanese may help fundraising given the preference to donate to Japanese organizations.
- In terms of imagery, the whimsical tiger image (Design A) and colorful email treatment (Email B) perform better than black and white visuals (Design B and Email A).

Wikipedia Access

More than half of Wikipedia readers visit the site several times a week or more, and over one quarter visit Wikipedia at least once per day. Laptop and desktop computers are the most common ways to access the site.

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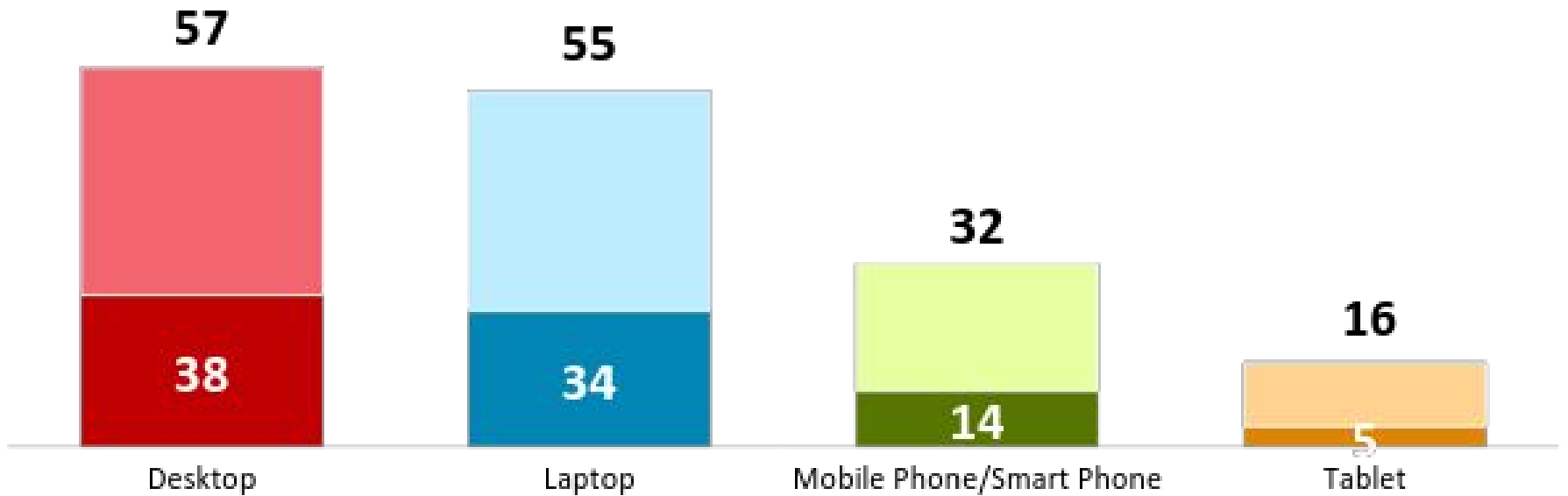
Frequency of Use



About how often do you use Wikipedia?

Most Japanese Wikipedia readers access the site from desktop or laptop computers, but desktops are slightly preferred. Mobile devices are far less popular.

Devices Used to Access Wikipedia (Very/Somewhat Often)

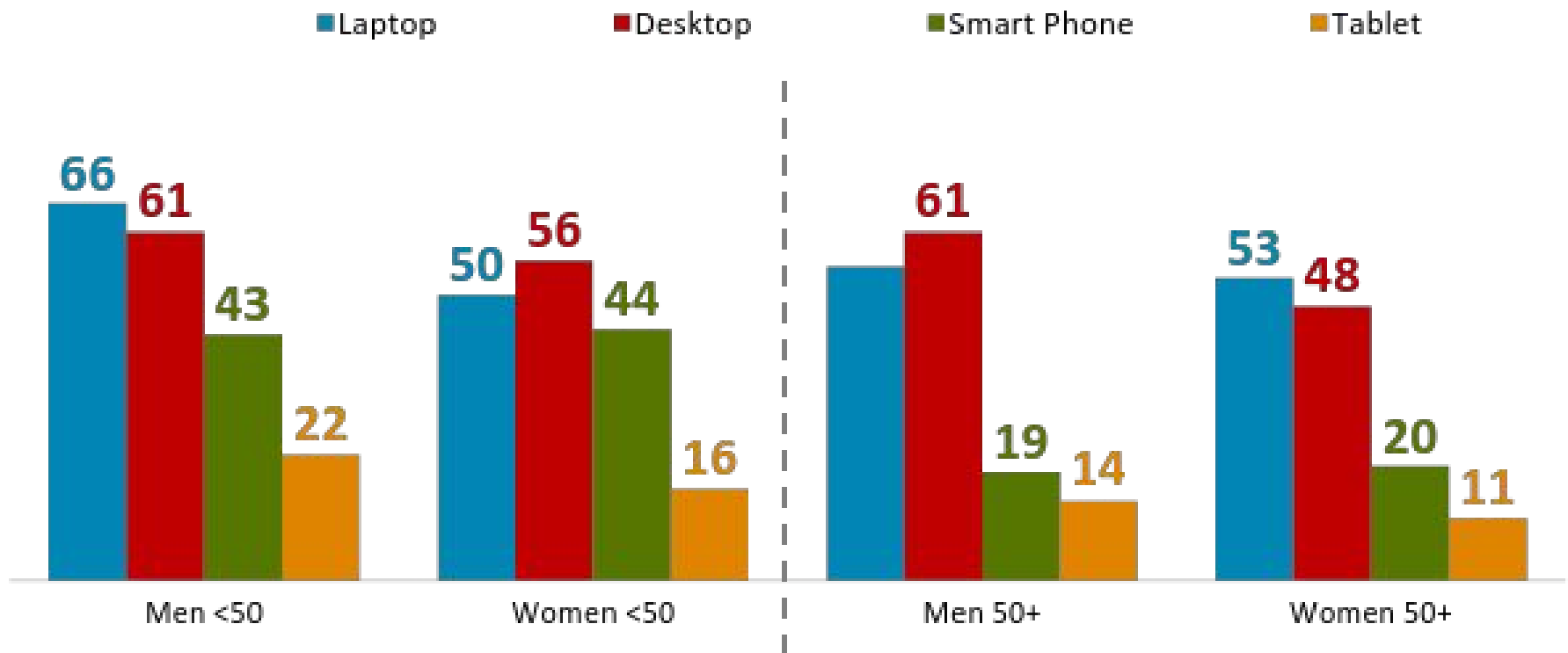


For each of the following devices, please indicate how often you use this device to access Wikipedia.

Darker colors indicate intensity.

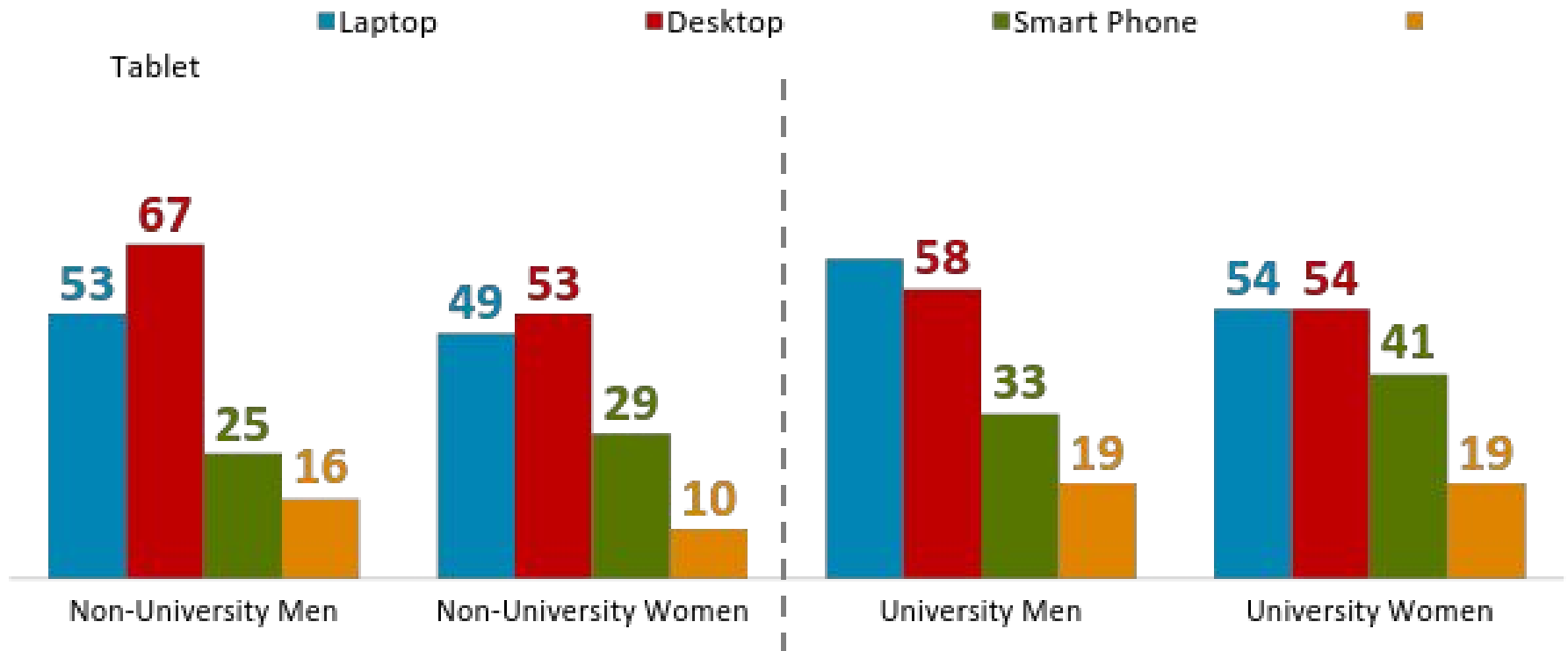
Laptops are the preferred device for men under 50 and women over 50. Younger women and older men use desktops more often. Younger Wikipedia readers use smart phones far more than older readers.

Devices Used to Access Wikipedia (Very/Somewhat Often)



Wikipedia readers who have been to university are more likely to use laptops. Non-university men are most likely to be found reading Wikipedia on a desktop computer. University women use smart phones more than other groups.

Devices Used to Access Wikipedia (Very/Somewhat Often)



Impressions of Wikipedia

In general, readers identify Wikipedia as high quality, readable, and having a good look and feel. Wikipedia's accuracy, however, is a concern for many Japanese readers: 28% rate the site as inaccurate. Many readers are not sure whether the site is run by a for-profit or non-profit organization.

Many people think of Wikipedia as a go-to source for information that at its core is collaborative and global.

*"It encompasses a lot of things. **It covers wide topics and it is global, meaning it is multi-lingual** so I can always see the English version of what I see in Japanese. Then there is a create comments and then there is collaboration with create comments so I can also leverage that as well."* –Female Donor

*"For Wiki, anybody can join. If it is something wrong, you can modify or you can add. **All over the world you can use the brains of all over the world. I think that is great.** Sometimes it can wrong but somebody can modify so it is not only about the one company. Anybody can participate and also it is free, so I think that is very positive."* –Male Reader

*"It's got objective information. Let's say that I'm doing research on something, sometimes I could search from one point of view about that but **if I go to Wikipedia, it has really neutral point of view** and I will be like oh yeah so this is how I should think of this in a neutral manner. Then I can look at other point of view."* –Female Donor

*"Yes. Rather than go to the dictionary, **I think it is quicker to just do only research with Wikipedia and then from there I can deepen my knowledge using different media** but that is also a negative point of Wikipedia."* –Male Donor

*"**I can get the big picture of everything** and then let's say I see something on the news and then everything. Well first of all what was this news about? I can understand how that news developed historically."* –Female Donor

*"What I thought as he said, **it is free from the censoring by the authorities.** Wikipedia is famous, so when I think of encyclopedia-like website, I would immediately think of Wikipedia and that understanding has already penetrated so I think information tends to gather there."* –Male Donor

Some are concerned that Wikipedia can be edited by anyone, and could therefore lead to inaccurate or leading information.

*“Sometimes that is a page of one specific famous person and **sometimes they edit and modify that famous person the wrong way with vicious intention.** I don't think that is good.” –Male Reader*

*“Someone talked about the authorities. On the contrary, **sometimes different companies can edit and intentionally dispatch something that they want to dispatch, so it could be a little phony** or like updated to suit their intention.”
–Male Donor*

“I hope that they write it in such a way that it is easier to understand.” –Male Donor

*“My daughter is in a university now and the university said that Wikipedia cannot be used as a reference. That means the information cannot be precise. I know students won't use it because there is lots of information, but **sometimes some readers are very bad and they edit the wrong information.**” –Male Reader*

*“I **sometimes wonder if the information is correct** or not because sometimes I thought that could be wrong when I was reading it. I edited it actually because there was something I knew and it was wrong, so I modified it actually. It reflected it immediately, so I thought it was very interesting.”
–Male Reader*

*“For personal information maybe it sometimes goes too far because some of the information is permanent and even if this is a fact, do you have to go that far especially for celebrities. **It seems like the editors are always fighting with each other and sometimes it goes under fire** because someone tries to say something negative about the celebrity and then someone will edit that and update the information. It gets updated again.” –Female Donor*

Japanese readers would love to see some improvements to the design, including more colors and photos on the site. Some would like to see (translated to Japanese) the information available on non-Japanese versions of the site.

*"If it is [inaudible]; they changed the theme, depending on what you like, so I don't know. Maybe it is not necessary but some people like that kind of thing that **you can have your own page so you can change your design.**" –Male Reader*

"I hope they have more visuals because there are so many visuals in the world. If you do a search for images, then it comes up with all the other unwanted images too. I never really edited it but I hope the editors can add in the right photos." –Female Donor

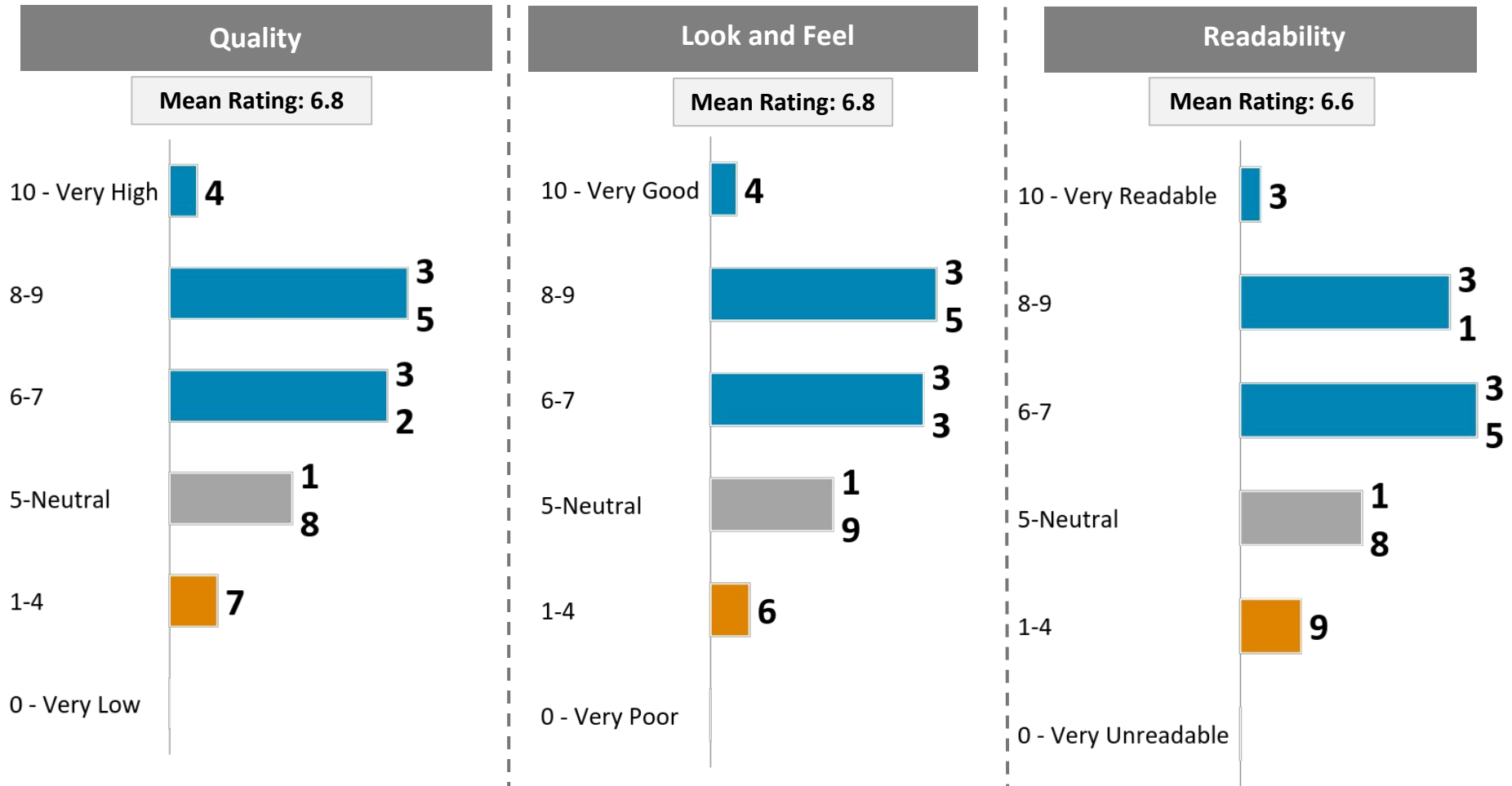
*"There is an English version and Japanese version; it should not be separated. **Their content should be shared and it should be shared in the world and each country can be translated.** I think content will be better. There should not be an English version, or a Japanese version. It should be together and shared with each other and each of them should be translated in different countries." –Male reader*

"If it had an interface it is easier to do it using a smartphone; maybe more people would try to edit, I think." –Male Reader

*"I want more pictures. I think it is like black and white image. **I think it is better to have more pictures.**" –Male Reader*

"I am using it at work and sometimes I just can't get enough information in Japanese. Then I get hits in other languages but it is hard to translate, so if there is a button for translation I think that would be really convenient. Another thing is that sometimes there are links of sources and maybe there can be more links with movies." –Male Donor

Wikipedia readers give the site similarly positive scores in quality and look and feel. On readability, Wikipedia scores slightly lower. Very few give 10 ratings on any measure – a cultural difference between Japan and the West.

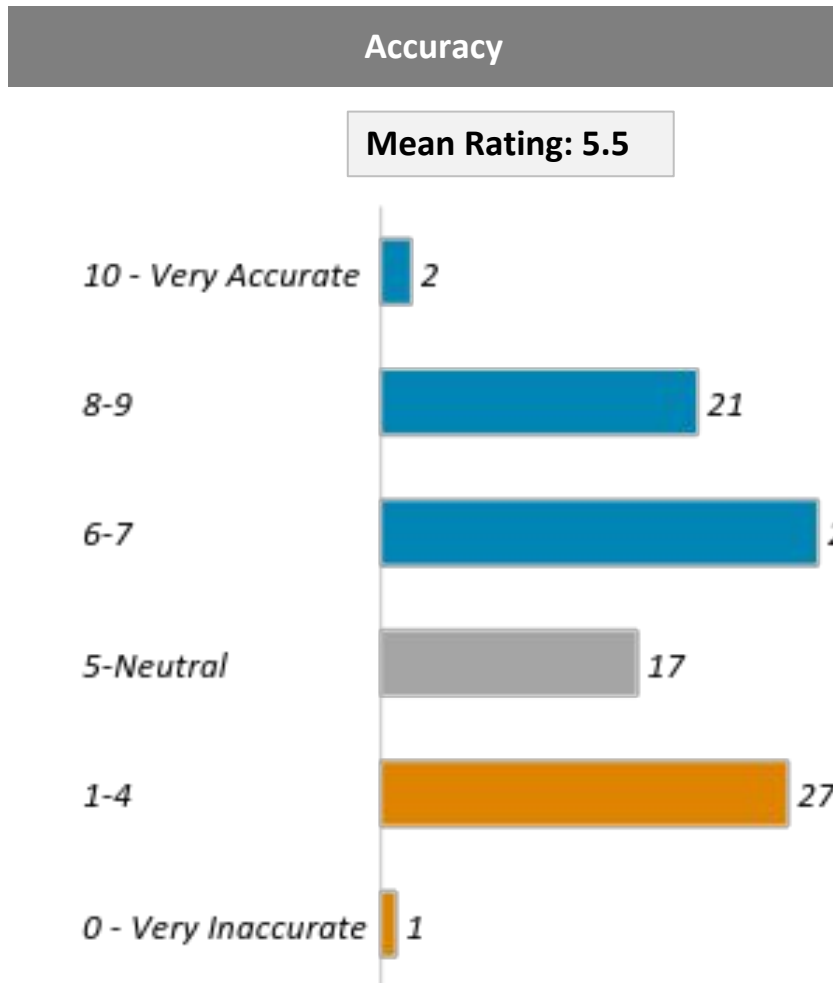


On a scale of 0-10, where 0 means **very low quality** and 10 means **very high quality**, how would you rate the **quality** of Wikipedia?

On a scale of 0-10, where 0 means **very poor** and 10 means **very good**, how would you rate the **look and feel** of Wikipedia?

On a scale of 0-10, where 0 means **very unreadable** and 10 means **very readable**, how would you rate the **readability** of Wikipedia?

The accuracy of Wikipedia is more of a concern. Just 23% of readers give the site a score of 8-10 in accuracy. More than one quarter of readers classify Wikipedia as inaccurate.

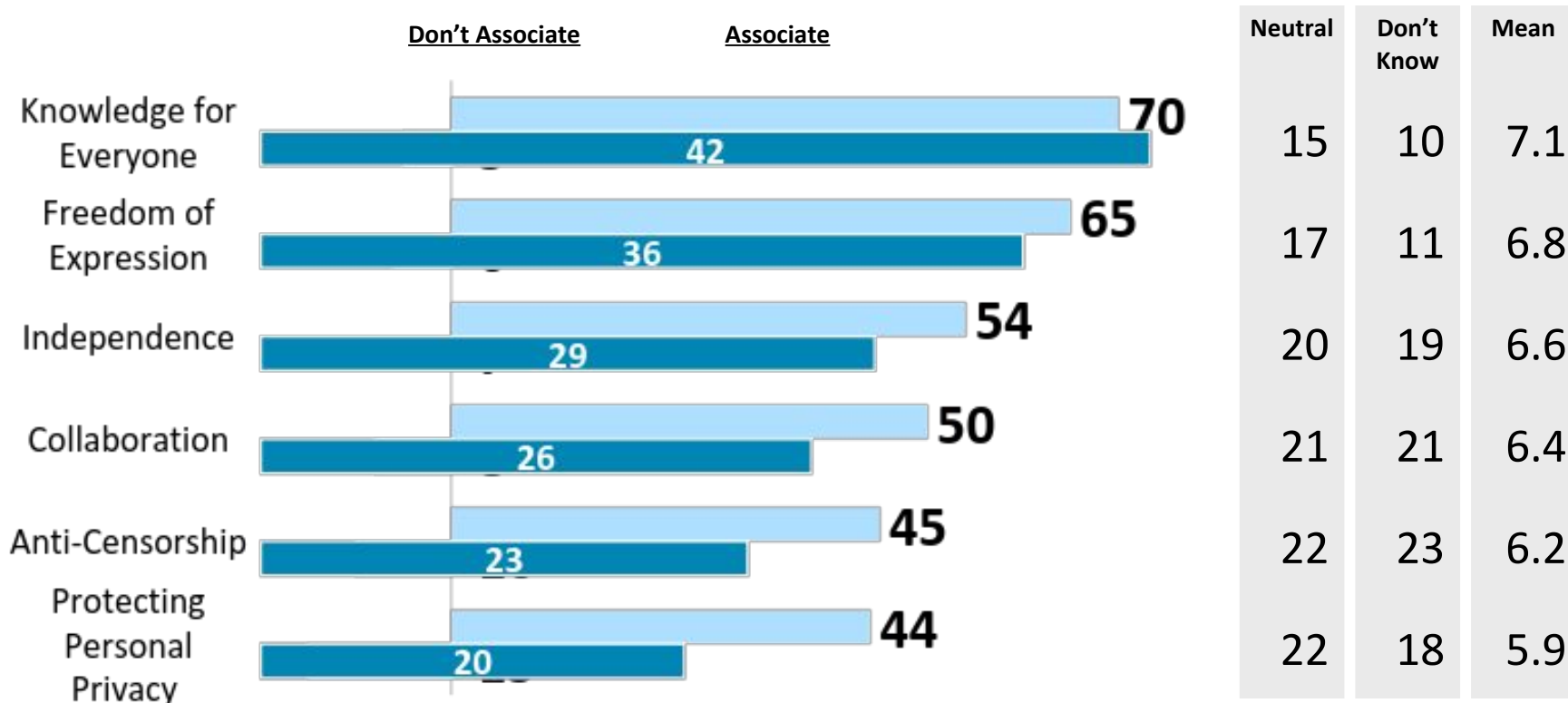


"The only thing is the accuracy...sometimes you only see it from one side, so I don't know how much of that information that I see that I can believe. Maybe that is applicable for everything but I don't think I should rely too much on that." –Male donor

"I have a feeling that there is inaccurate information there but the readers can update it and fix it." –Female donor

Readers most often associate Wikipedia with the phrase “knowledge for everyone,” followed by “freedom of expression.” At least half of readers also associate the site with “independence” and “collaboration.”

Word Association

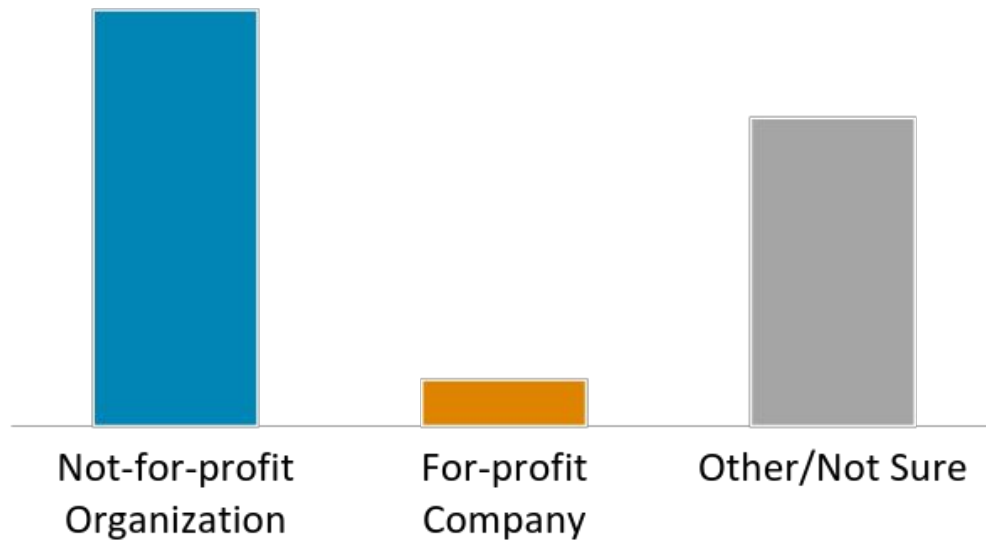


Darker colors indicate intensity.

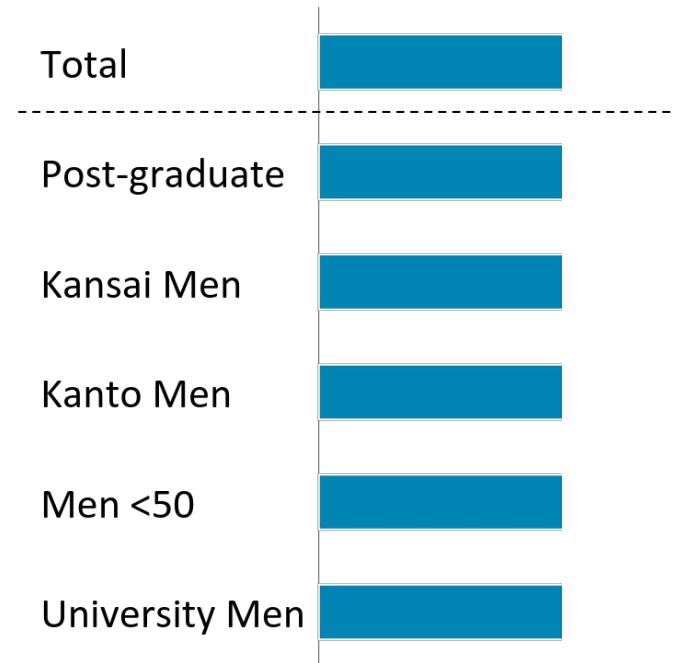
On a scale of 0-10, please rate how strongly you associate Wikipedia with each of the following words and phrases, where 0 means you don't associate Wikipedia with the word or phrase at all and 10 means you associate Wikipedia with the word or phrase very strongly.

A majority of readers correctly identify the organization that manages Wikipedia as a non-profit, but 40% are unsure who runs the site. More educated readers and men are most likely to be aware of Wikipedia's non-profit status.

Best Describes the Organization that Manages Wikipedia



Most Likely to Know Wikimedia Is Non-profit



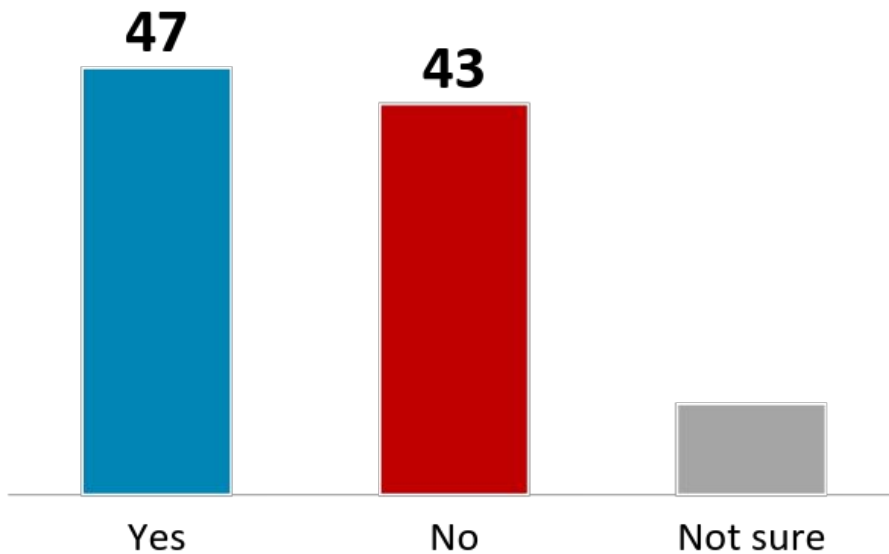
To the best of your knowledge, which of the following best describes the organization that manages Wikipedia?

Fundraising and Donations

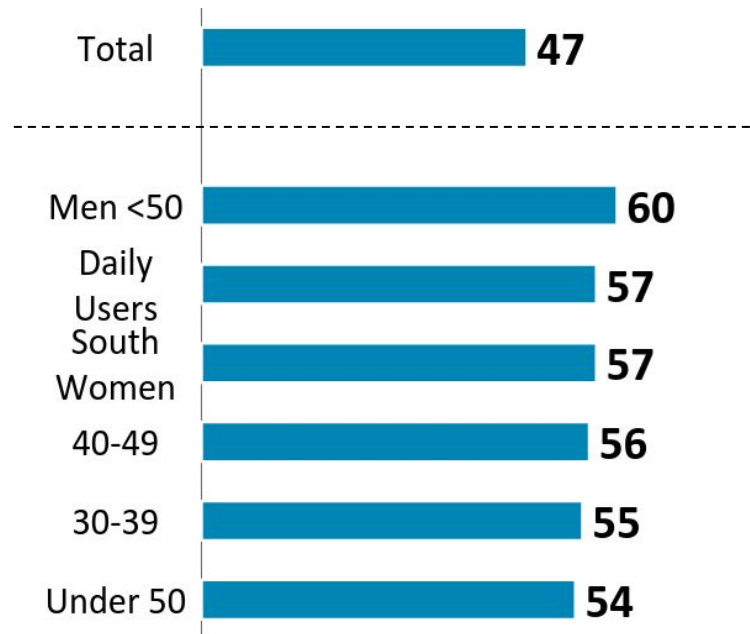
About half of readers have seen fundraising messages on Wikipedia within the past year. Frequent readers are most likely to donate, and they donate because they use the site often and want to support it.

Fewer than half of readers have seen a fundraising Wikipedia message within the past year.

In the past year, have you seen a fundraising message on Wikipedia?



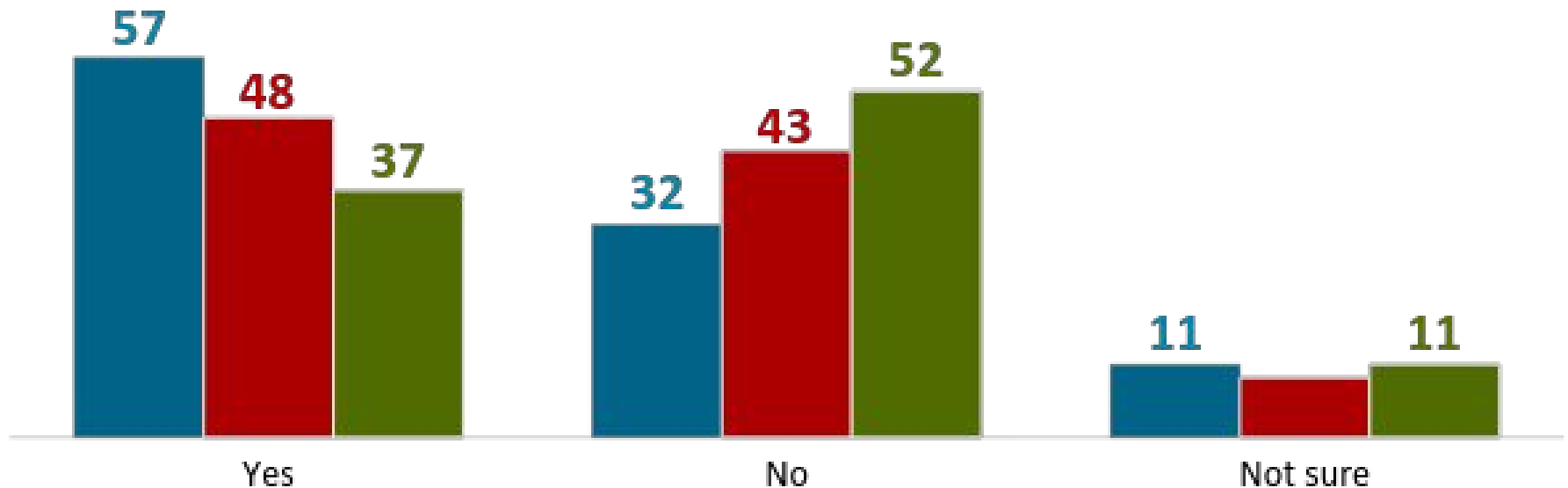
Most Likely to Have Seen a Fundraising Message on Wikipedia



Daily readers are the most likely to remember having seen a fundraising message on the site in the past year, while less frequent readers are the least likely to remember such a message.

In the past year, have you seen a fundraising message on Wikipedia?

■ Daily+ users ■ Weekly+ users (not daily) ■ Monthly+ users (not weekly)



Many readers have seen fundraising messages on the site, and donors report donating as a direct response to seeing these messages.

"I think it says if one person donates a certain amount of money that we can continue operating [inaudible] or something that it says. **The advertisement was yellow. It was different from the others.** Wikipedia is white and simple but the other [inaudible] was yellow and asking for donations [inaudible] money per person so they can operate Wikipedia or something." –Male Reader

"**I got to choose the amount of donation,** so if you pay 700 yen and on top of that you could choose the amount." –Male Donor

"**It was a very direct message.**"
–Male Reader

"No, **I think it was an outstanding message** and some people use Wikipedia might notice and donate."
–Male Reader

"**It is not about good or bad, I wouldn't say. I think it was a very clear message.**"
–Male Reader

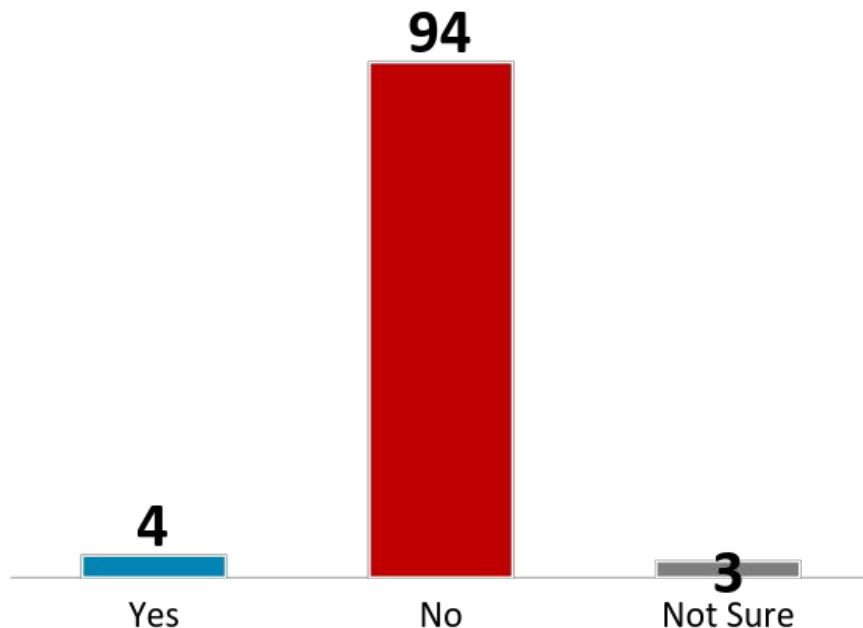
"I've seen it. **What I remember most is the part where it says we rely on your donations.** We survive on it. Then when I saw that message I was like oh I need to make donations." –Female Donor

"I see it all the time so it is distracting. [laughter] Unless you pay, **they chase you forever** maybe so you would see it forever unless you pay 700 yen." –Male Donor

"That one pops up so I was like **I'll make the donation because I don't want to see this anymore.**" –Male Donor

Very few Wikipedia readers have made financial donations to the organization. A plurality of Wikipedia donors say they took action because they are frequent readers. Slightly smaller majorities reference their support for free knowledge for all and their desire to keep Wikipedia online.

Have you ever made a financial donation to Wikipedia?



Reasons donated to Wikipedia	Total*
I use Wikipedia often and want to support it	39
I support free knowledge for all	24
I want Wikipedia to stay online	21

*n=38

Donors are heavy readers of Wikipedia. They are also more male and slightly younger than overall readers. Geographically, a high proportion of donors live in Chubu and very few live in the North.

Donors* All Readers

Men	68%	50%
Women	32%	50%
Under 30	13%	9%
30-39	17%	15%
40-49	32%	28%
50-64	29%	35%
65+	10%	13%
University grad	55%	50%
Non-university grad	42%	50%
Non-university men	27%	21%
Non-university women	16%	29%
University men	39%	29%
University women	16%	21%

Donors* All Readers

Men <50	38%	22%
Women <50	24%	30%
Men 50+	30%	28%
Women 50+	8%	20%
Daily user	60%	28%
Weekly user	32%	41%
Monthly user	8%	31%
North	5%	14%
Kanto	35%	34%
Chubu	25%	16%
Kansai	15%	17%
South	19%	20%

*n=38

Have you ever made a financial donation to Wikipedia?

Donors have positive experiences contributing to Wikipedia.

*“Positive. **Because as they mentioned I use it regularly. Every time I do research, I do research on Wikipedia.** When I wasn't doing that, I didn't know where to go to do research.”*
–Female Donor

*“I make donations regularly every month using my credit card and then you get the message every month. Then **I was reading it in the beginning but now it has become part of my life so I don't really read it anymore.**”* –Female Donor

*“I remember a lot about the message that I got afterwards. I don't remember clearly what was written there but in a nutshell they said something like thank you, you did something very important, but it wasn't just a thank you note. **It was well written, the thank you note that they sent me and it was well thought out.**”* –Male Donor

*“I am also in the tech industry and then I have come across an internet article about their platform and they are using a very simple construction. **I was quite astonished by how simple it was when the information that they provide is so vast.** I thought it must be tough for them to run an activity like that. By making a donation I feel like I am supporting Wikipedia. If you don't want to support it, I don't think you would make donations.”* –Male Donor

*“**By having you engage in some sort of activity you can automatically make donations.** Maybe companies can make automatic donations or if I buy something from one company then automatically part of that is sent to Wikipedia.”* –Male Donor

Banners, Graphics, and Email Testing

Of the tested fundraising messages, readers respond best to the language of Banner B because it is more polite. However, they feel the message is an attempt at formal Japanese that still needs work. Visually, the green background of Banner C works better than the all-black Banner A. Similarly, readers prefer more colorful imagery in both the email and banner comparisons.

Banner Appeals Tested

Banner A

読者のみなさまへ

すぐに本題に入ります：ウィキペディアを助けてください。独立性を保護するために、私たちは決して広告を表示しません。私たちは本当にわずかな読者からの、平均¥1,500の寄付で何とかしています。今まきをお願いします。もしこれを読んでいる全員が¥700寄付してくだされば、1時間でこの寄付運動は終了します。もしもウィキペディアがあなたにとって便利なのであれば、サイトを継続し、広告なしで続けられるよう、ぜひ一分時間をとってください。私たちは小さな非営利団体ですが、サーバー、スタッフ、プログラムなどのコストは一流のウェブサイトと同等にかかっています。何百万人もの読者にサービスを提供していますが、他の一流サイトと比較するとほんのわずかな経費で運営しています。ウィキペディアは特別なものです。図書館や、公共の公園のように誰でも行って学べる場所です。ウィキペディアはボランティアのコミュニティによって、世界の知識を共有するという情熱によって執筆されています。どうか私たちを助けていただき、この寄付運動を終了させ、ウィキペディアの向上に戻らせてください。ありがとうございます。

金額を選択 (JPY)

700	1000	1500	2000
3000	5000	10000	その他

クレジットカード

閉じる ×

一度だけ 毎月*

Banner B

読者のみなさまへ

さっそく本題に入ります：ウィキペディアの援助をお願いいたします。私たちは独立性を守るため、一切の広告を掲載いたしません。平均¥1,500ほどの寄付で運営しております。援助をしてくださる読者はほんの少数です。皆さまをお願いします。今日、読者の皆さまが¥700をご援助くだされば、寄付の募集は時間で終了します。ウィキペディアを活用しておられるのでしたら、広告掲載せずにさらに1年活動できるよう、どうか1分の時間をください。私たちは小さな非営利組織ですが、サーバー、プログラム、人件費など、世界でトップクラスのウェブサイト同等のコストがかかります。読者は何億人いますが、他の大きなサイトに比べほんの少額の費用で運営しています。ウィキペディアは特別なです。誰でも活用できる図書館や公園のようなものです。ウィキペディアは、世界中の知識の共有に情熱を抱くボランティアの手によって書かれています。募金活動を終了し、ウィキペディア改善の活動に戻れるようご援助ください。よろしくお願いたします。

金額を選択 (JPY)

700	1000	1500	2000
3000	5000	10000	その他

クレジットカード

閉じる ×

一度だけ 毎月*

Banner C

読者のみなさまへ

すぐに本題に入ります：ウィキペディアを助けてください。独立性を保護するために、私たちは決して広告を表示しません。私たちは本当にわずかな読者からの、平均¥1,500の寄付で何とかしています。今まきをお願いします。もしこれを読んでいる全員が¥700寄付してくだされば、1時間でこの寄付運動は終了します。もしもウィキペディアがあなたにとって便利なのであれば、サイトを継続し、広告なしで続けられるよう、ぜひ一分時間をとってください。私たちは小さな非営利団体ですが、サーバー、スタッフ、プログラムなどのコストは一流のウェブサイトと同等にかかっています。何百万人もの読者にサービスを提供していますが、他の一流サイトと比較するとほんのわずかな経費で運営しています。ウィキペディアは特別なものです。図書館や、公共の公園のように誰でも行って学べる場所です。ウィキペディアはボランティアのコミュニティによって、世界の知識を共有するという情熱によって執筆されています。どうか私たちを助けていただき、この寄付運動を終了させ、ウィキペディアの向上に戻らせてください。ありがとうございます。

金額を選択 (JPY)

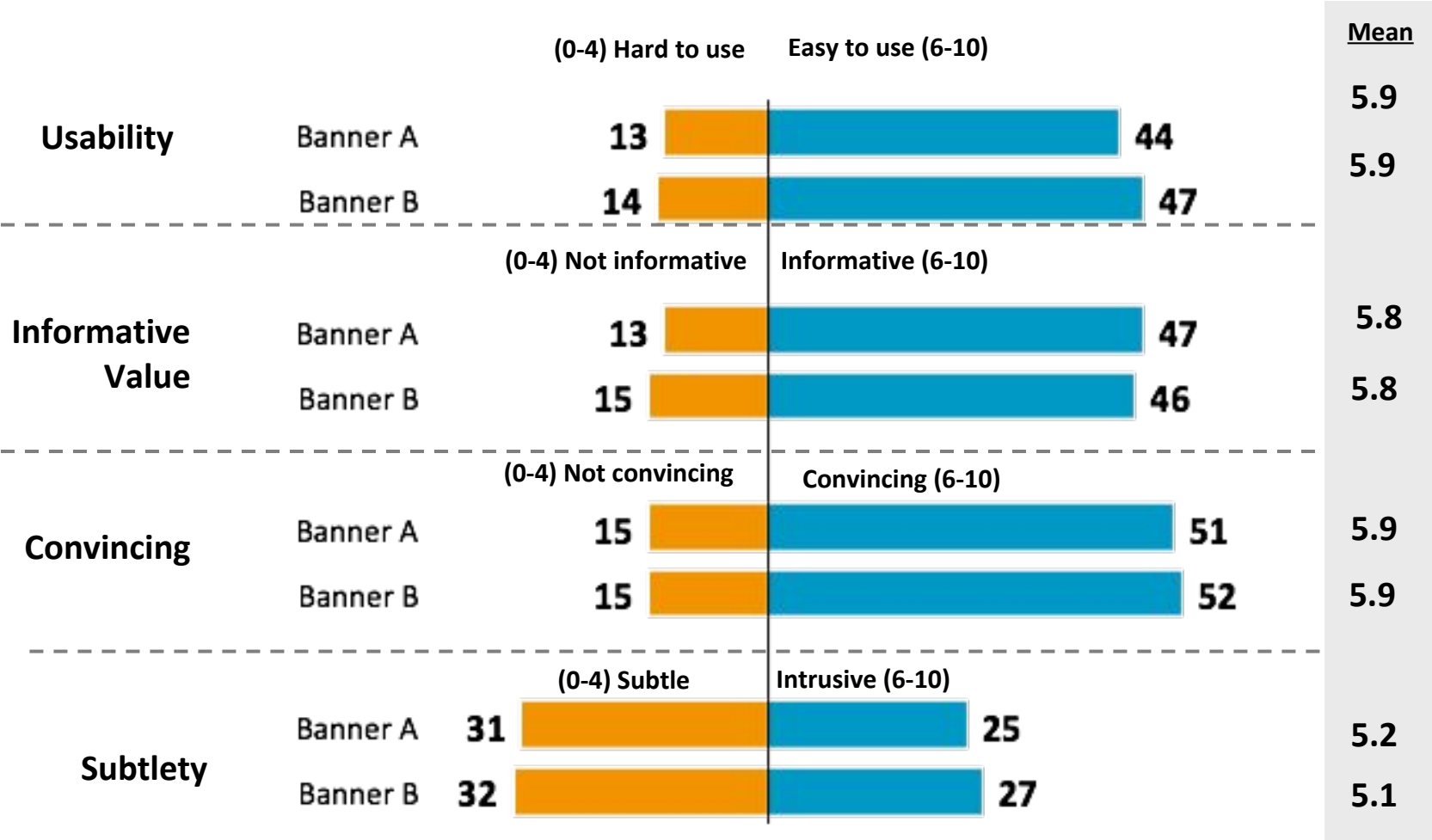
700	1000	1500	2000
3000	5000	10000	その他

クレジットカード

閉じる ×

一度だけ 毎月*

Both banners perform similarly in terms of usability, informative value, and convincingness. Neither banner is seen as particularly subtle.



On a scale of 0-10, where 0 means **very hard to use** and 10 means **very easy to use**, how would you rate the **usability** of this fundraising appeal?

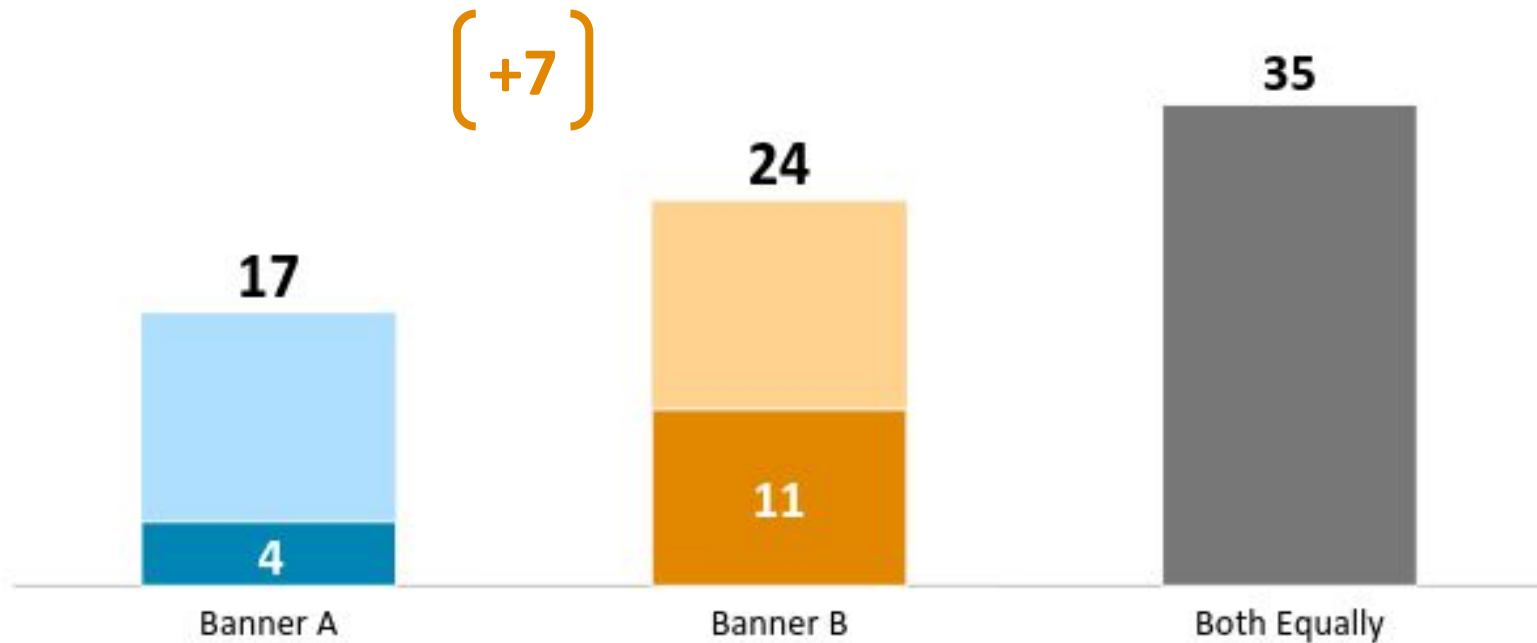
On a scale of 0-10, where 0 means **not at all** informative and 10 means **very** informative, how would you rate the **informative value** of this fundraising appeal?

On a scale of 0-10, where 0 means **not at all** convincing and 10 means **very** convincing, how convinced are you by this fundraising appeal?

On a scale of 0-10 where 0 means **very subtle** and 10 means **very intrusive**, how would you rate this fundraising appeal?

Despite the similar ratings given to Banner A and B, readers are more motivated by Banner B.

Which of these two fundraising appeals are you more motivated to donate by?



Darker colors indicate intensity (“much more”).

Which of these two fundraising appeals are you more motivated to donate by?

Readers feel that a contribution of 700 yen is quite high, but in general would feel more comfortable donating if they were given more information about where the money is going and how many others are donating.

*“It says if 100 people pay several hundred yen. I think it should be cheaper. If it is much cheaper, I think more people will pay. If it is 700 yen [inaudible] yen, it is difficult for the people to pay but **if it is a very small amount of money, I think more people will pay -- like 50 yen or something like that.**” –Female Reader*

*“**I feel they are very, very desperate. They should say how many donated and how much they earned,** so this function is going to be losing if they don't have a certain amount of money given in 1 hour or something like that.” –Male Reader*

*“My first impression, I am very dubious about things so I was wondering if it is from Wikipedia or not. **I wonder if they really need 700 yen and if it is really from Wikipedia. I don't know. If they are asking specific things that they need for something and if they need 700 yen so I cannot really understand the reasoning.** How do they know how many people are reading this? I don't really understand what they're saying so I just became very dubious. I was wondering if it is true or not. If it is written how many people are reading this message now, I can trust it a little bit more.” –Male Reader*

*“I don't know the breakdowns of this price, **why it is 700 yen? For example, annually how much they need and they don't have enough funds for this year or something like that, so I don't know the reasoning.** I don't feel any specific advantage [inaudible] this except for the disabled people or for the affected people because of a disaster. In that case, I can understand why I should donate, but reading Wikipedia like a blog or whatever, I can read anything and that kind of detailed information that is a big advantage for the people to pay so much money to find about more detailed information. **If I had to pay 700 yen to read this, I am not going to read this.**” –Female Reader*

The Banner A translation wasn't quite right for most readers - there was the impression that it was translated poorly from English. They would also like a more colorful design.

"Maybe they would think that this is phishing ad and they would send you to another website. **It feels like a funeral coloring website.** I think there should be more vibrancy to it."
-Female Donor

"I like the tonality because it is kind of shocking. It shocks you so then you want to read it. Then the Japanese is not sophisticated enough. **It sounds like some foreigner is reading this.** Then it feels into the sense of urgency and then it feels like they don't have the money to even hire a translator, so that's amazing. That is how I reacted but I thought it is just me who feels that way. The rest wouldn't feel that way."
-Female Donor

"Because I didn't do anything that makes them grateful, so I think what they want to say is thank you for reading this. **Maybe in English you say thank you at the end but in Japanese you don't put thank you at the end in a letter like this.**"
-Female Donor

"They can say we're in trouble; please donate. They can just have that big lettered sentence and then the rest of the message can follow that, but **they can't even make out the right layout so that makes me worried about them.**"
-Female Donor

"Maybe they can do research about something and the first hit you get is the message for donation in the same layout as the normal Wikipedia page. **Or they can say within 200 days we will close down. Give numbers.**"
-Male Donor

"I thought they were so poor they can't hire designer and that is shocking to me. **It was astonishing for a negative reason.** I'd be like are they are in that big of a trouble?"
-Female Donor

Readers like the idea of everyone donating a very small amount of money.

*"It is less desperate but I still feel 700 yen is still expensive even though Wikipedia is going down I feel I'm going to miss it. **I think it should be like a 10 yen or something. If it is possible to donate every month, 10 yen is enough.** Wikipedia knows there are so many readers, readers and I think this is not a smart way to do. There are so many readers. Why don't you just do it like 10 yen and asking them to pay every month and that should be enough? If they ask 700 yen, it is expensive. I don't think it is difficult to raise the fund."* –Male Reader

*"This [inaudible] fair, so if it is like a tax, everybody has to pay the tax. Because somebody just looks at this advertisement and people who [inaudible] advertisement feel like they have to pay and that is not fair. It should be fair. It is like a tax. **Even just a little small amounts of money that everybody should pay and that is fair but this is just a [inaudible]. I look at this advertisement and I have to pay? That is not fair.**"* –Male Reader

*"I feel it is a desperate [inaudible]. **If there is like a 100 million people are reading this, using this, why do they need this kind of price?**"* –Male Reader

*"For me it is the same. **I don't have a different impression compared to the previous one.** I feel like I don't know what to say. They just changed the expression, I guess."* –Male Reader

Banner B comes across as a little more polite, or a little more “Japanese.”

“Long. Then when I read it I feel the word choice is more polite, but in terms of the sense of urgency maybe that has softened.”

–Female Donor

“Maybe it has to do with the sophistication level of Japanese. To be honest, I can't really tell that much difference because the design is the same. If you go to foreign sites they haven't done localization so they just copy and paste it the automatic translation. I can't really tell exactly.”

–Female Donor

“No change to the design and the only difference is that Japanese is a little bit more sophisticated, or they have become a little bit fluent.”

–Female Donor

“I don't know what to make of this because maybe they could have hired a professional designer and make a beautiful layout, beautiful design. They could have done that and asked for donations. Now I'm starting to think that they shouldn't do it. Maybe they are trying to brainwash me.”

–Female Donor

“I think this is easier to read. It is more readable but maybe this is softer.”

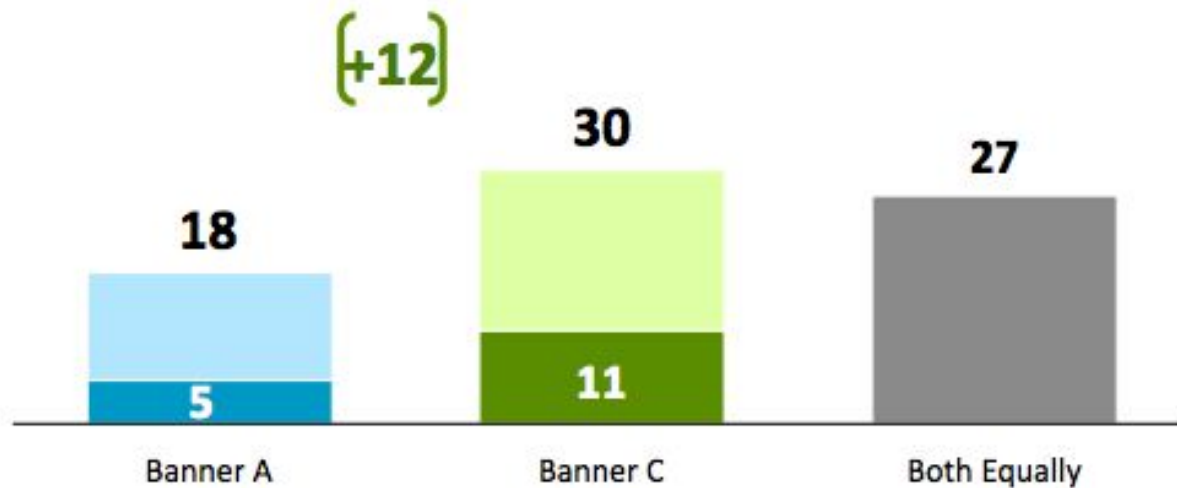
–Female Donor

“I felt the other one was better because they were able to let me be worried about them. I feel like they have softened it a little bit from this one.”

–Female Donor

Aesthetically, readers prefer the green treatment to the black treatment on Banner A.

Which do you find more visually appealing?



Darker colors indicate intensity (“much more”).

Thinking about the two fundraising messages you’ve just seen, which do you find more visually appealing?

Thinking about the two fundraising messages you’ve just seen, which do you prefer overall?

Email Appeals Tested

Email A

三橋様、

ウィキペディアが広告を掲載せずに存続できるよう、お力添えをいただきましてありがとうございます。とてもお忙しい皆さんに、さっそくお願いします。今年もまた、皆さんのご支援が必要です。募金活動を完了し、ウィキメディアの改善により力を注げることができますようどうぞ力をお貸しください。



過去に支援してくださった皆さんがもう一度支援していただければ、私たちは年内、募金活動に頭を悩ますことなく活動することができます。

ウィキペディアは特別なものです。例えるなら、図書館や公園のような場所です。私たちが考えたり、学んだり、知識を分かち合ったりできる知の神殿のようなものです。

独立性を守るため、私たちは一切の広告を掲載しません。私たちは、読者の皆さんからのご寄付で存続しています。今、あなたの支援が必要です。

<https://donate.wikimedia.org>

感謝を込めて、
ジミー・ウェルズ
ウィキメディア創設者

今すぐ寄付する、

ウィキペディアを活用する
世界何百万人のうち、
寄付して下さるのは
わずか1%です。



もう一度ご寄付を →

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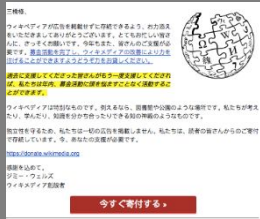



<https://donate.wikimedia.org>

感謝を込めて、
ジミー・ウェルズ
ウィキメディア創設者

今すぐ寄付する、

Email B performs better than Email A on all measures. However, overall ratings are soft, suggesting that both the content and imagery could be improved.

Mean Rating (0-10 scale)	 <p data-bbox="1166 675 1319 715">Email A</p>	 <p data-bbox="1537 675 1690 715">Email B</p>
Look and feel (0=poor)	5.2	5.7
How likely to read (0=not likely to read)	5.0	5.5
Motivated to donate (0=not motivated)	4.8	5.2

Designs Tested

Design A

ウィキペディアを活用する
世界何百万人のうち、
寄付してくださるのは
わずか1%です。

もう一度ご寄付を →



Design B

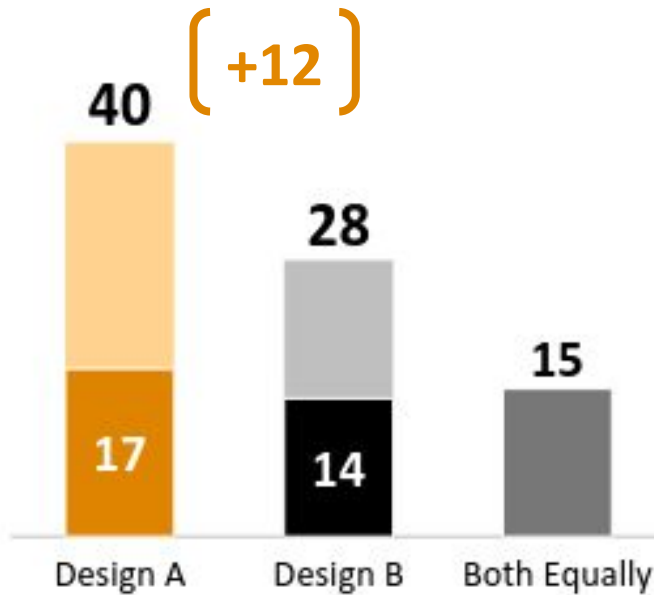


ウィキペディアを活用する世界何百万人のうち、
寄付してくださるのはわずか1%です。

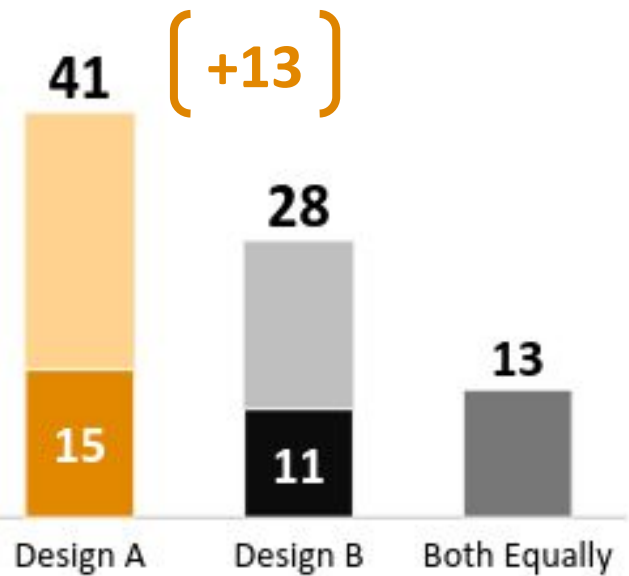
Readers express a general preference for Design A over Design B.

Design A vs. Design B

More Visually Appealing



Prefer Overall



Darker colors indicate intensity (“much more”).

Thinking about the two fundraising messages you’ve just seen, which do you find more visually appealing?

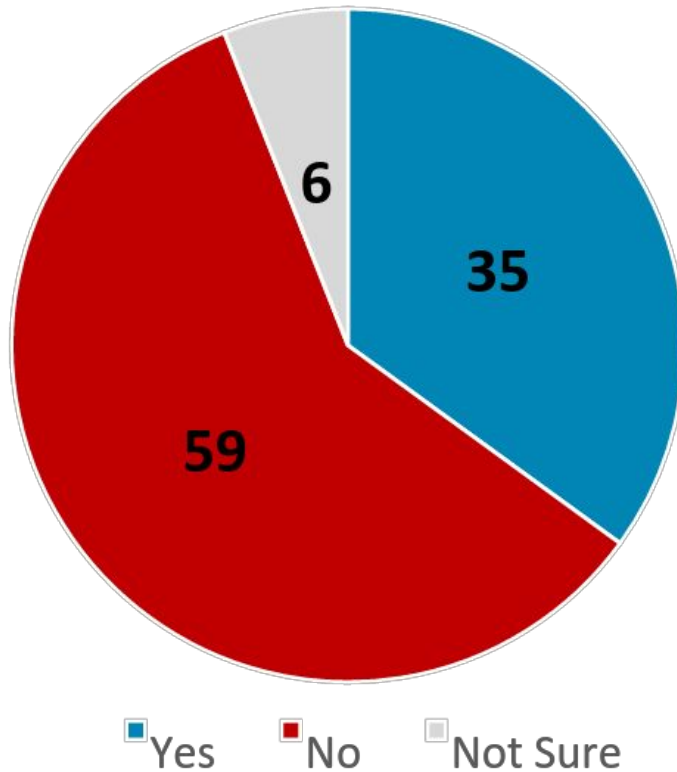
Thinking about the two fundraising messages you’ve just seen, which do you prefer overall?

Understanding Non-Profit Donors

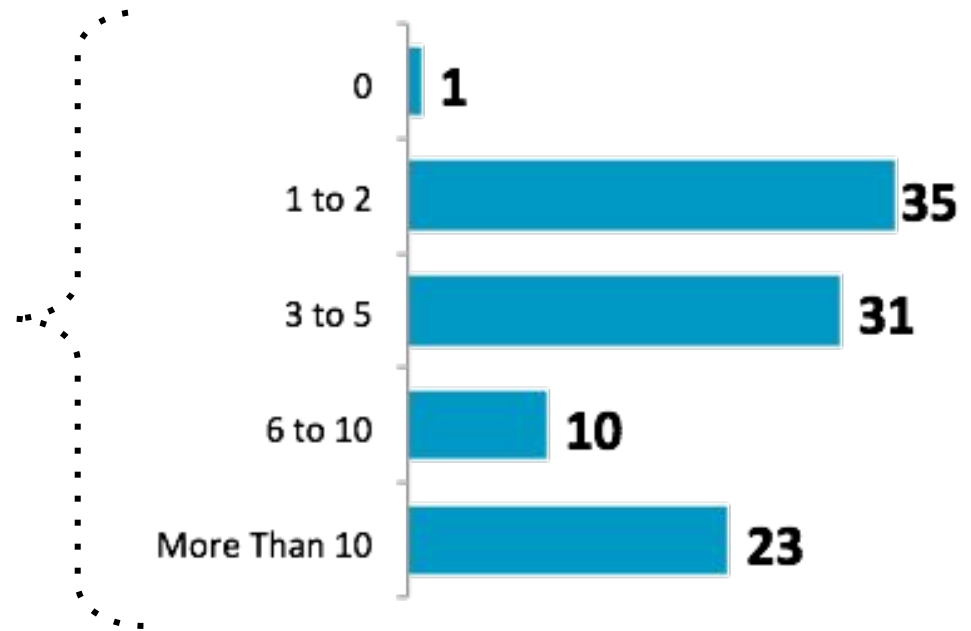
Donations to non-profits are not widespread in Japan. Only 35% of readers say they donate to non-profits. This indicates a cultural difference from the West where donations are more commonplace. Most prefer to give cash to Japanese non-profits and organizations focused on disaster relief. Donating is not thought of as a regular activity – it is often a one-time action in a time of need.

A majority of Japanese readers do not donate to nonprofits at all. Of those who give to non-profits, one third have donated more than six times in the past year.

Do you ever make donations to non-profits?



How many non-profits have you made a financial donation to in the past year?

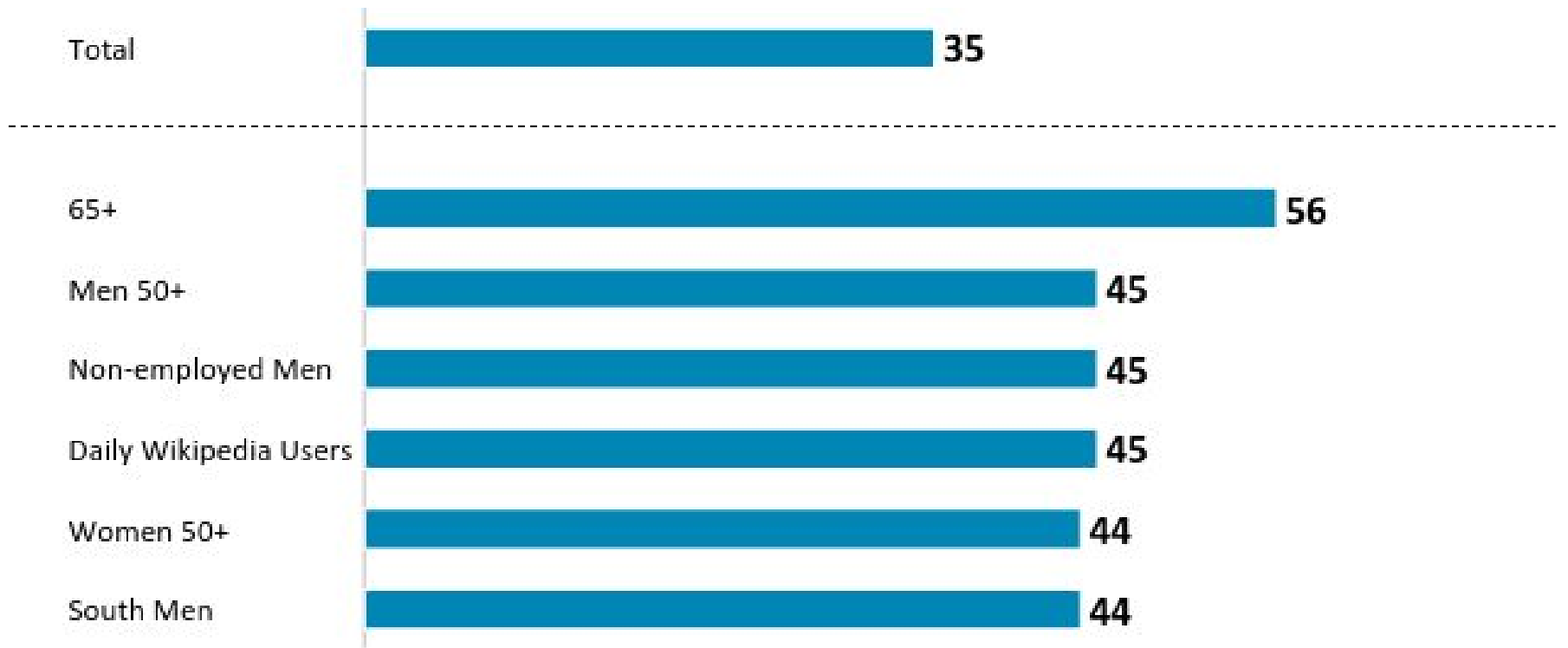


Do you ever make financial donations to non-profit organizations or groups?

Approximately how many non-profit organizations and groups have you made a financial donation to in the past year?

Older readers, daily readers, unemployed men, and men in South Japan are most likely to donate to non-profits.

Most Likely to Donate to a Non-profit

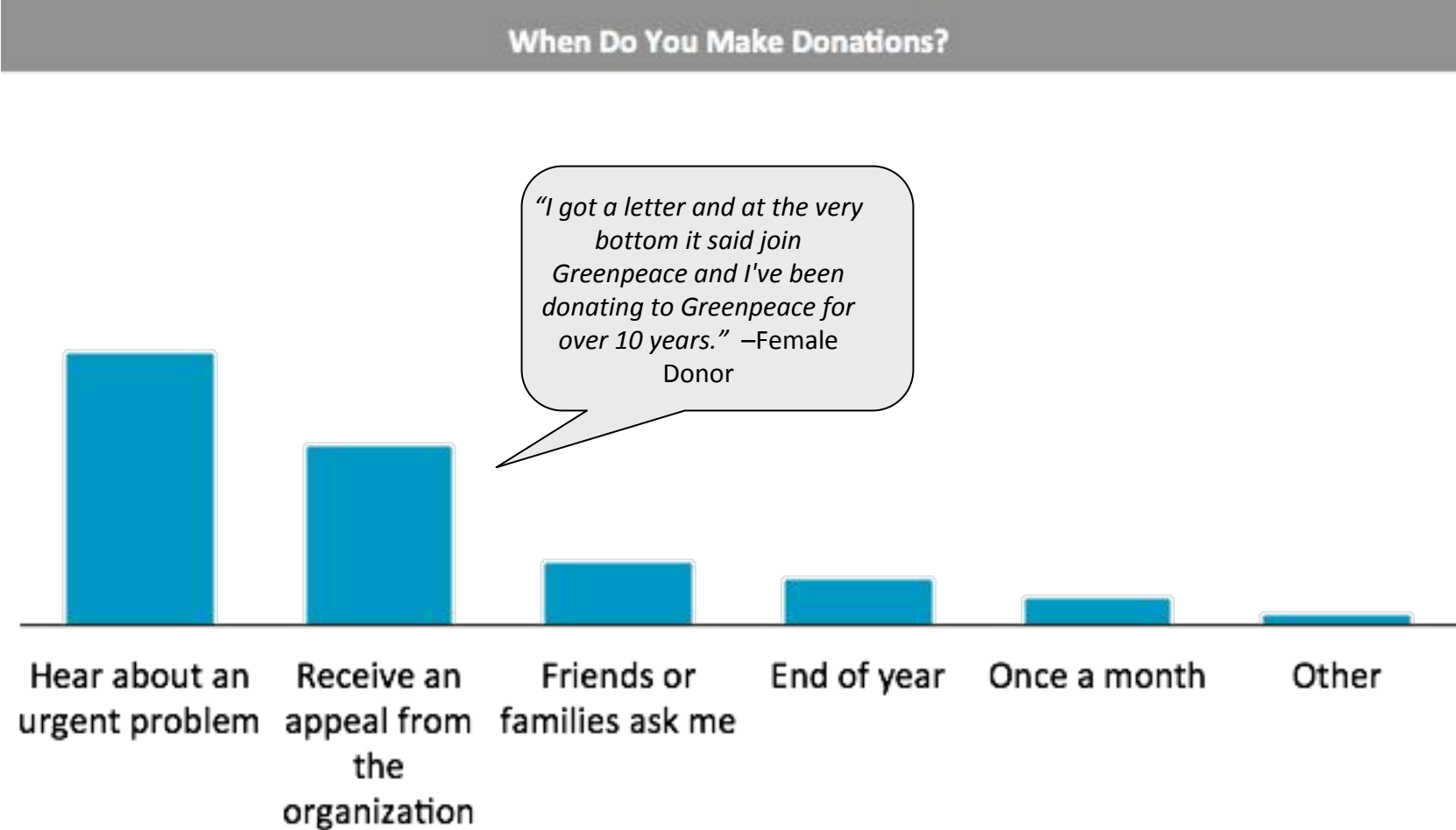


Readers who donate to non-profits tend to be older, more frequent readers of Wikipedia. Non-profit donors tend to live in areas other than the North.

	Non-profit Donors	All Readers
Men	53%	50%
Women	47%	50%
Under 30	5%	9%
30-39	10%	15%
40-49	24%	28%
50-64	40%	35%
65+	21%	13%
University grad	53%	50%
Non-university grad	46%	50%
Non-university men	21%	21%
Non-university women	26%	29%
University men	32%	29%
University women	21%	21%

	Non-profit Donors	All Readers
Men <50	17%	22%
Women <50	22%	30%
Men 50+	36%	28%
Women 50+	25%	20%
Daily user	36%	28%
Weekly user	40%	41%
Monthly user	24%	31%
North	10%	14%
Kanto	34%	34%
Chubu	18%	16%
Kansai	16%	17%
South	22%	20%

Donors typically give because they hear about urgent problems. Nearly half of donors give because they've received an appeal from the organization.

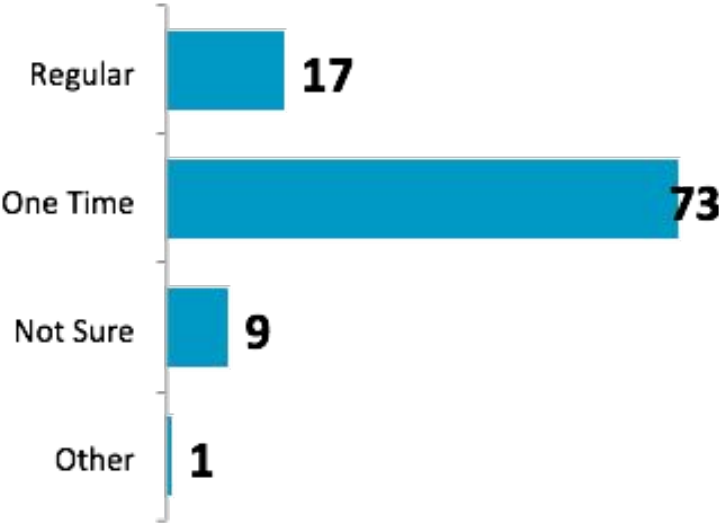


When do you typically make donations to non-profit organizations?

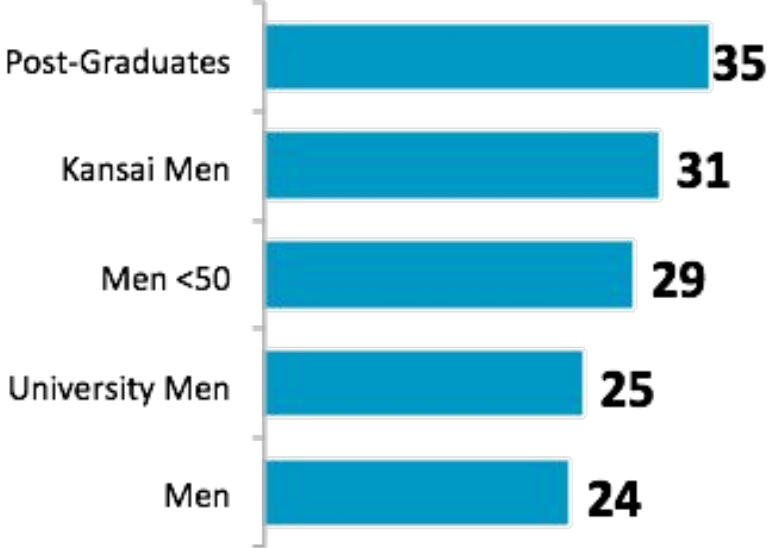
Most donors give only once to each organization. 17% are regular donors. Postgraduates and older men are most likely to be regular donors.

Donation Regularity

Regular vs One Time Donations



Most Likely to be Regular Donors

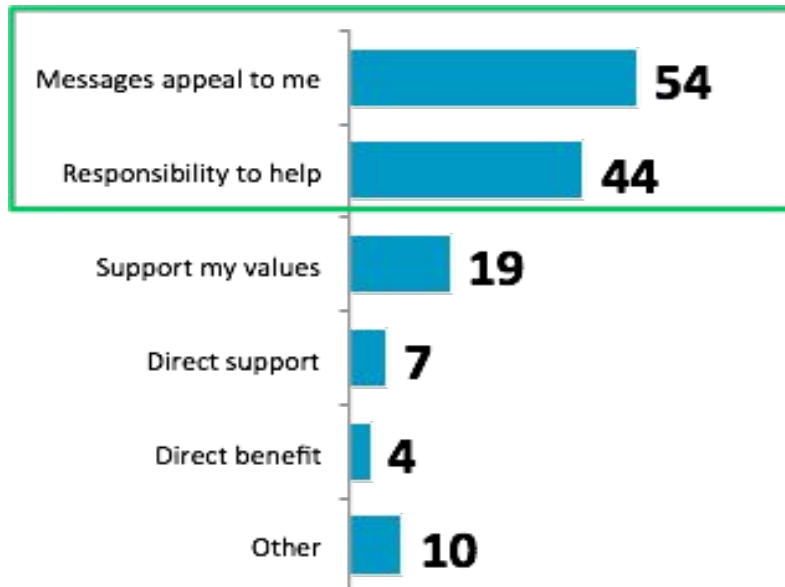


Do you typically make regular donations to the same organizations or are your donations usually a one-time event?

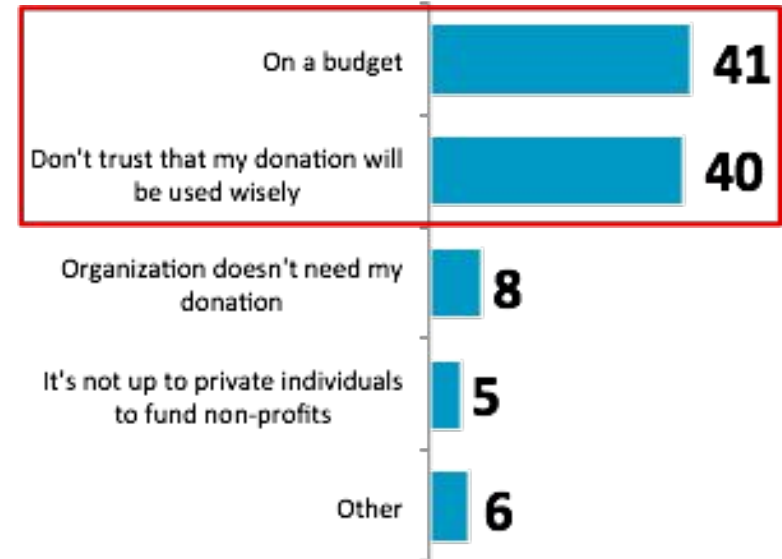
Donors give because messages appeal to them and they feel responsible. Those who don't donate are on a budget or do not trust that their money will be used wisely.

Donations

Why donate?



Why don't donate?



Which of the following best explains your decision to make a donation to non-profit organizations?

Which of the following best explains your decision NOT to make a donation to non-profit organization?

People donate to non-profits for a variety of reasons, and many donate to an organization they have a personal connection to.

*"There are people on the street who solicit donations but I don't know where they come from, but **if these organizations are famous I feel they are okay.**"*
–Female Donor

*"I donated to the university I graduated, and a sports club or something, **if they have an anniversary asking for donations.**"* –Female Reader

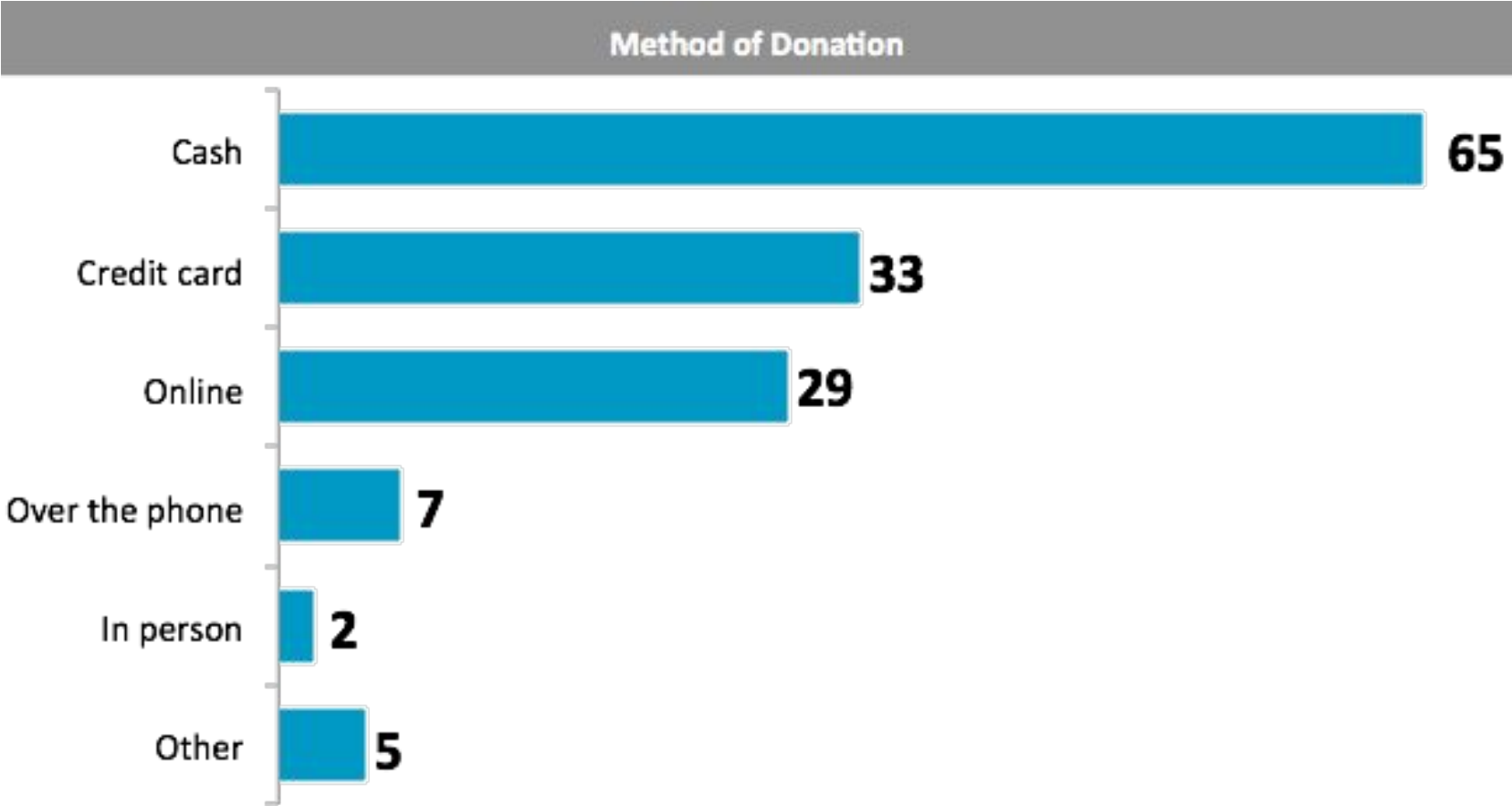
"In my case because my wife has a physical handicap because she had a stroke. I have some feelings for disabled people and for example, for the dogs, helping blind people I donated some money."
–Male Reader

*"I think it is important but **I am sometimes worried if my money really goes to that purpose or not.** Maybe I'm a little bit stingy. I want to make sure where my money goes."* –Male Reader

"When we have a natural disaster and then for protection of forests because I'm in paper media business. When I use free software, I make donations; although I don't pay for their services. Every time I use free of charge software, I donate." –Female Donor

*"Sometimes I have small change at the shop, so I just put it at the register, at the counter. **I didn't look at what I'm donating for because I just had small coins,** so I just put it in a box right next to the cashier."* –Male Reader

Donations are typically made in cash. One third of donors pay with credit cards.

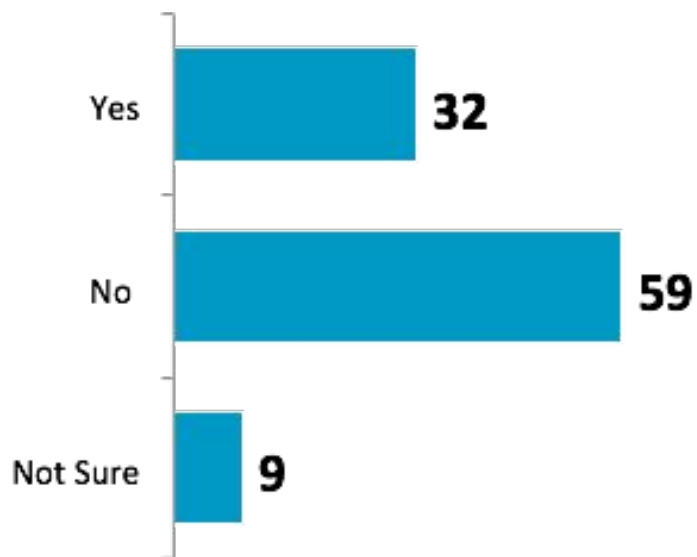


How do you typically make donations? (Check all that apply)

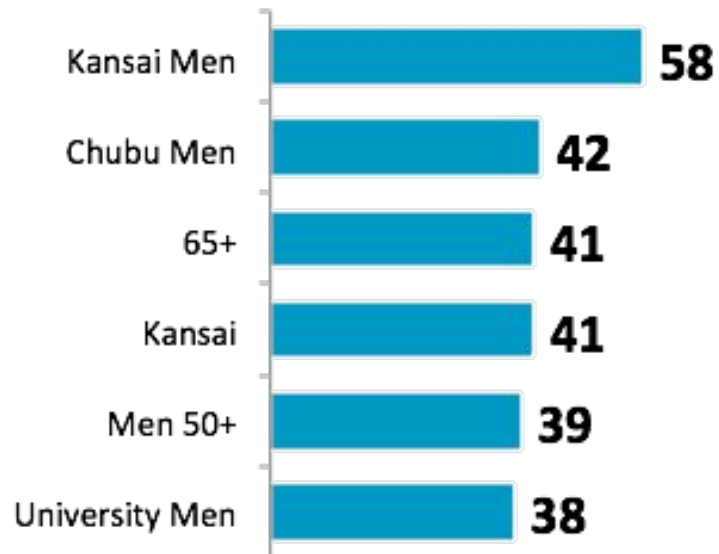
The majority of donors do not receive email updates from organizations to which they have donated.

Email Updates

Receive Email Updates

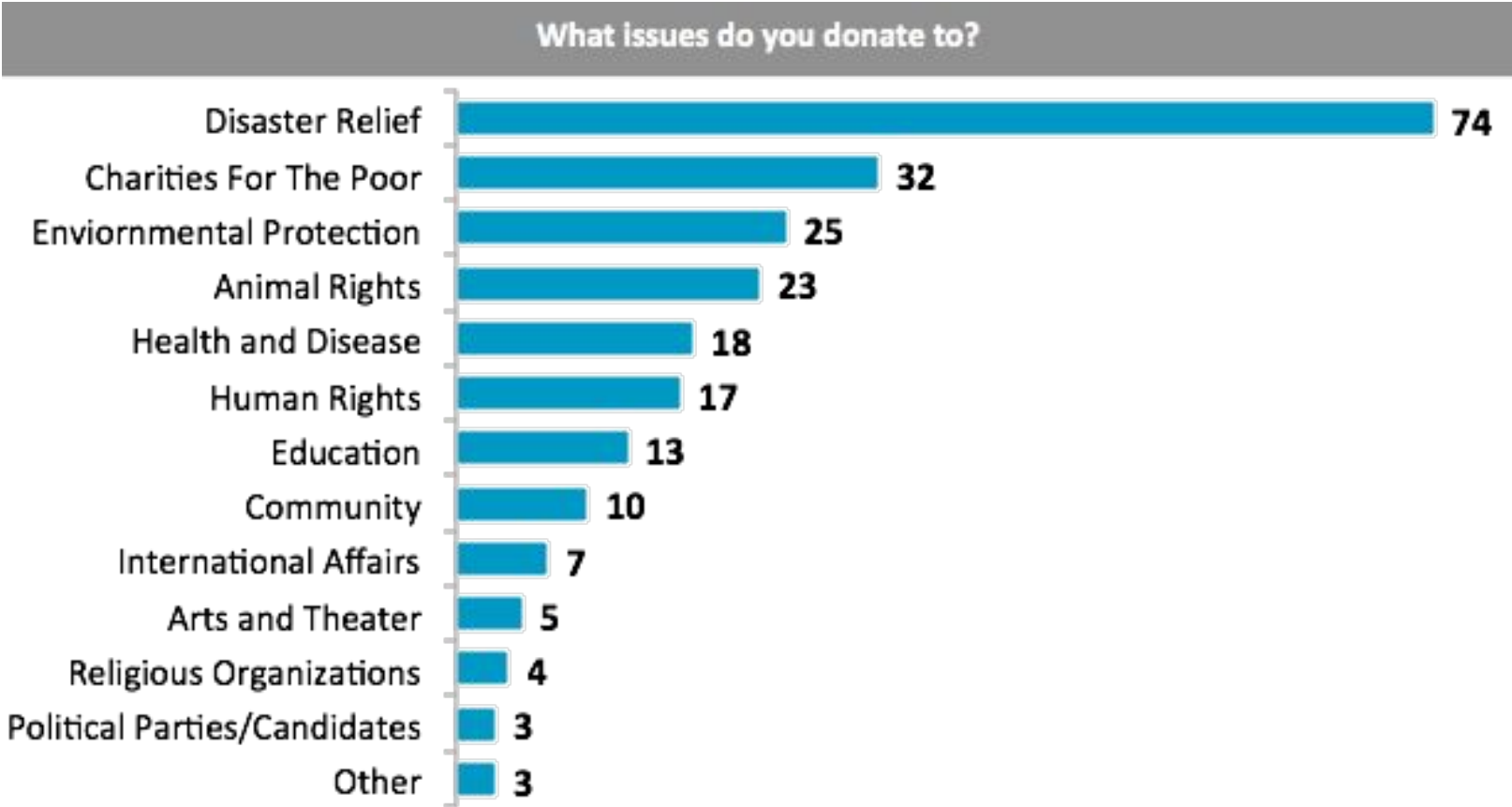


Most Likely to Receive Email Updates



Do you usually receive email updates from non-profit organizations you donate to??

Disaster relief is by far the most pressing issue for donors, likely related to the large natural disasters that have shaken Japan in recent years. One third of donors send money to charities for the poor and one fourth donate to environmental and animal rights groups.



What are the major issues that you donate to?

A majority of donors say they are more likely to donate to a non-profit that is Japanese in origin. 39% of donors say the origin of the non-profit is not of importance to them.

More inclined to donate to Japanese or International non-profits?



In terms of communication with donors and potential donors, UNICEF is viewed as the most successful non-profit organization.

Non-Profits that Communicate Successfully	Total	Men <50	Women <50	Men 50+	Women 50+
UNICEF	8	6	7	10	11
Red Cross Japan	4	2	2	7	6
Red Cross	4	3	3	4	6
Doctors Without Borders	3	2	1	4	4
Daddy Long Legs Foundation	1	0	1	1	3
Wikipedia	1	2	1	1	0
Red Feather Foundation	1	2	1	1	0
UNESCO	1	1	0	1	2
WWF	0	1	0	1	0

If you know of any non-profit organizations that successfully communicate with you about their cause and financial needs, please list them here.

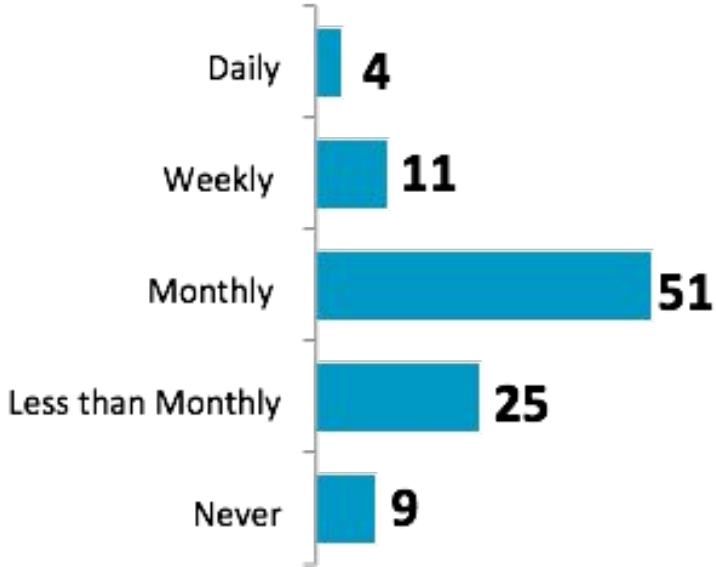
Understanding Online Financial Transactions

Most online purchasing is done on a monthly basis using laptop or desktop computers. Credit or bank cards are the primary means of payment, which differs from the primary method used to give to non-profits: cash.

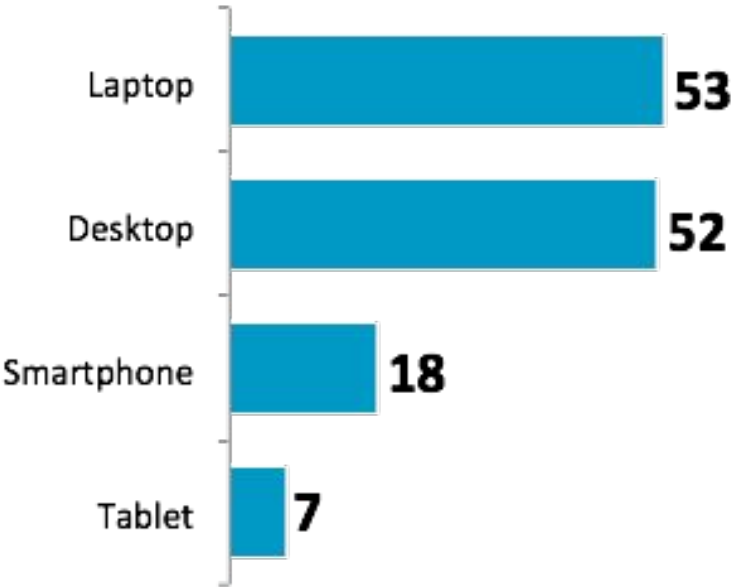
Most online purchases are done monthly, and few readers use the Internet to buy things more often than that. Mobile purchasing has not taken off.

Online Purchases

How often do you make online purchases?



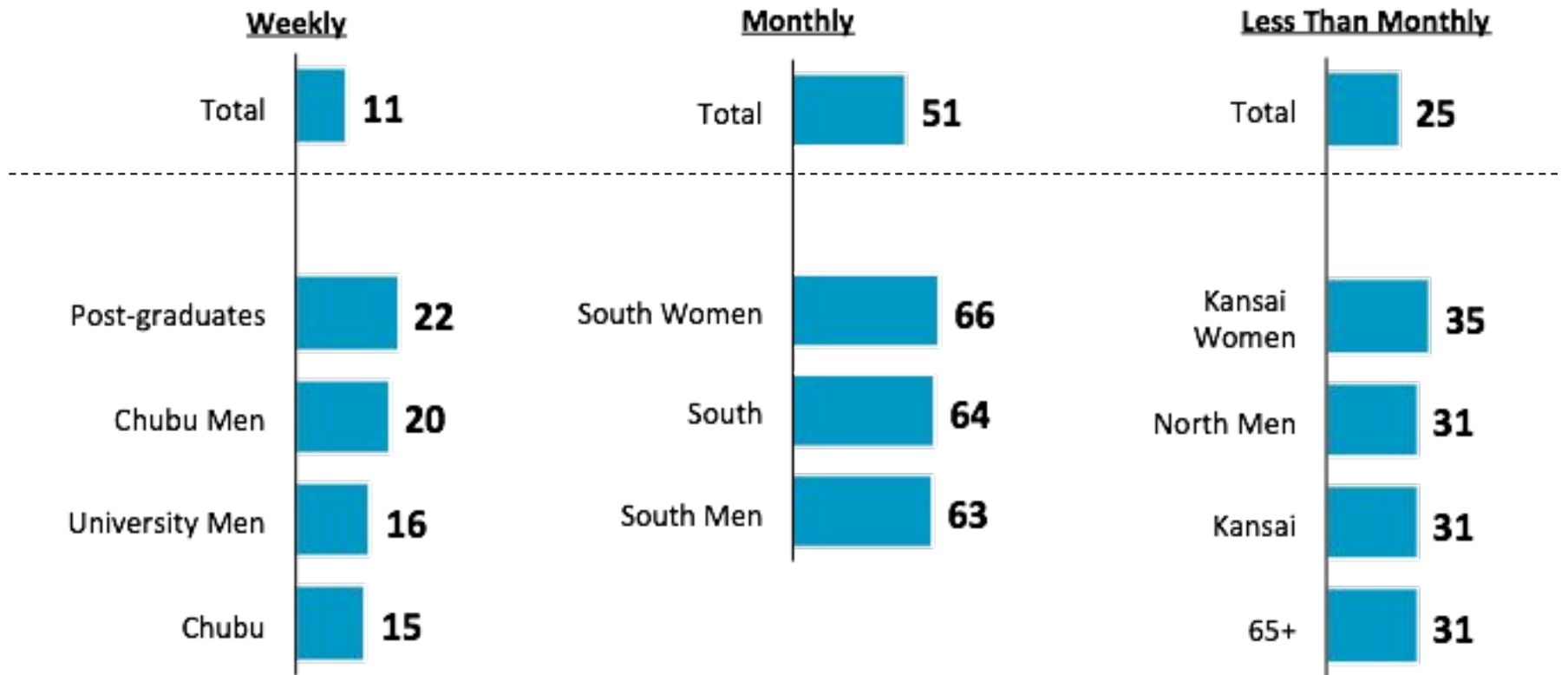
What kinds of devices do you use?



How often do you make online purchases?
What kinds of devices do you use to make online payments? (Check all that apply)

Readers who are more educated, male, or located in Chubu are more likely to make online purchases on a weekly basis.

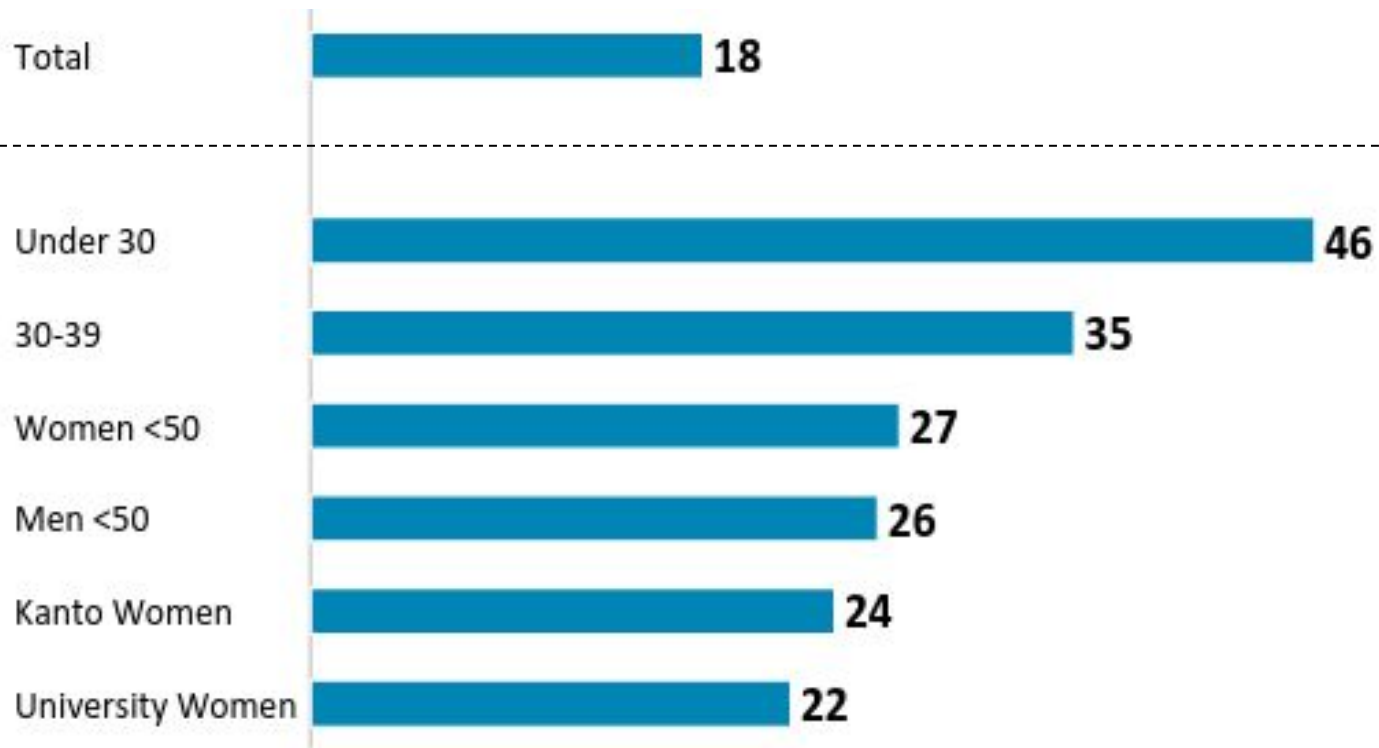
Most Likely to Make Online Purchases....



How often do you make online purchases?

Younger readers, university-educated women, and women in Kanto are most likely to shop using a smart phone.

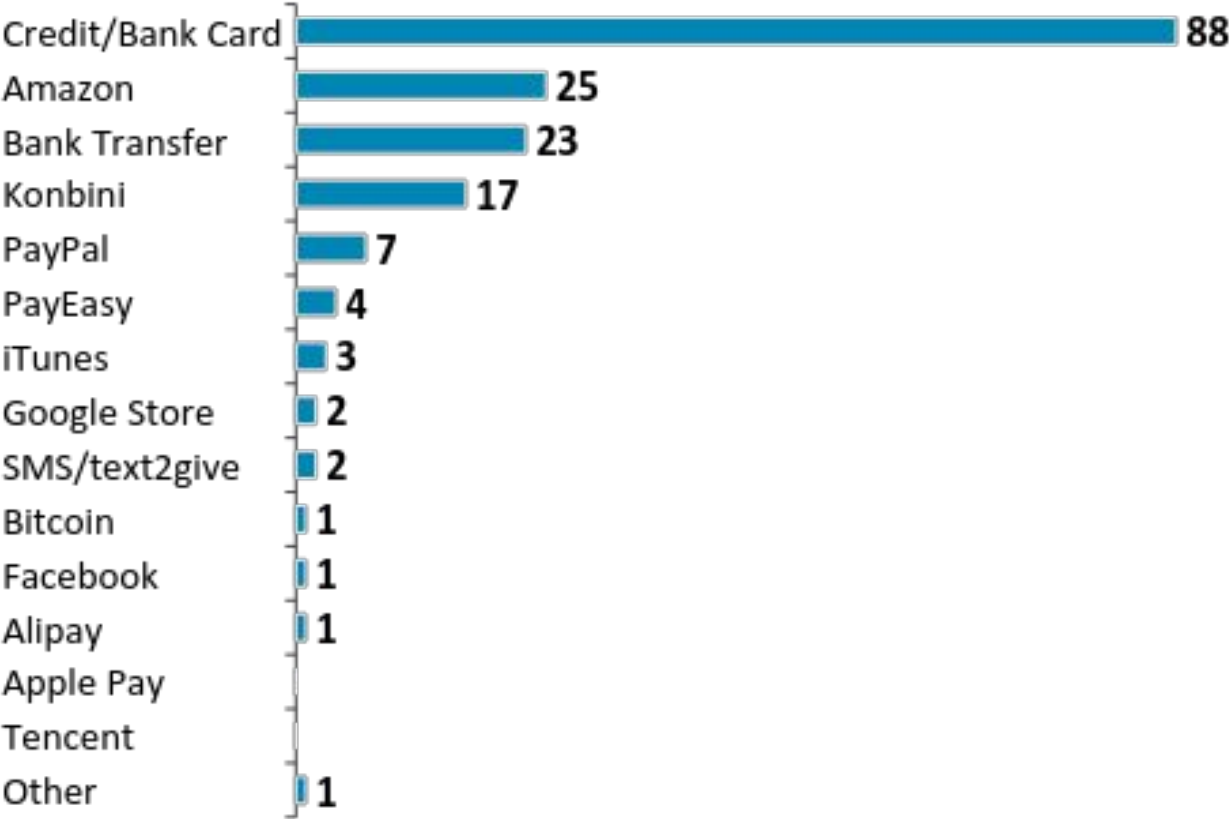
Most Likely to Shop Using a Smart Phone



What kinds of devices do you use to make online payments? (Smart Phone)

When Wikipedia readers buy things online, the vast majority use credit or bank cards. Amazon and bank transfers are used by about one quarter of readers.

Online Purchasing Methods



When you make online purchases, which methods do you use?

Moving Forward

- Wikipedia readers have high regard for the site and rely on it frequently as a source of information. They associate Wikipedia with knowledge for everyone and freedom of expression, which are important values. Many readers are unaware that the site is run by a non-profit organization. We need to remind potential donors that the site is useful and important and show them how to keep it going.
- Potential donors are sensitive to aggressive appeals for money, especially since donations are not as commonplace as in the west. To be successful, all messaging should be polite and use correct Japanese. Whimsical imagery and color may also help to soften the message.
- When readers do donate, they give to organizations that are Japanese in origin. But this does not mean that fundraising is a lost cause—many focus group participants think of Wikipedia as a Japanese site. Moving forward, the organization should take care to craft fundraising appeals that appear authentically Japanese. Wikimedia can also showcase that the site has Japanese contributors and editors and writes about specifically Japanese topics.



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