

PREPRINT

Author-formatted, not peer-reviewed document posted on 15/10/2024

DOI: <https://doi.org/10.3897/arphapreprints.e139375>

Readership of Wikipedia

 Lane Rasberry,  Daniel Mietchen

Readership of Wikipedia

Lane Rasberry[‡], Daniel Mietchen^{§,¶}

[‡] University of Virginia, Charlottesville, United States of America

[§] Institute for Globally Distributed Open Research and Education (IGDORE), Jena, Germany

[¶] FIZ Karlsruhe — Leibniz Institute for Information Infrastructure, Berlin, Germany

Corresponding author: Daniel Mietchen (daniel.mietchen@fiz-karlsruhe.de)

Reviewable

v 1

Abstract

Various sources describe Wikipedia's popularity in different ways, including by count of its users, frequency of use, and its utility as an information resource in many fields of knowledge. The Wikimedia Foundation has claimed that Wikipedia has reached billions of readers; commercial web traffic services have ranked Wikipedia as a top-10 website by popularity; and researchers analyzing demographic surveys and user behavior metrics have described Wikipedia readers in enough detail to identify general trends. Researchers note that Wikipedia traffic data is public for examination, and also that the Wikipedia volunteer editorial community invites transparency by developing ethical guidelines to encourage analysis of Wikipedia's impact. Although Wikipedia is popular and its audience metrics are accessible, Wikipedia is unlike comparable media platforms and services in that it is rarely the target of professional, expert, or sponsored content development. We review the literature describing Wikipedia, and offer commentary on the dual nature of Wikipedia as simultaneously a popular communication channel and a media outlet with little documented recognition.

Keywords

Wikipedia, audience, web traffic, pageview, end user, target audience

Background

Our reasons for producing this article include bringing attention to Wikipedia's media audience engagement metrics, describing Wikipedia's popularity in a scholarly format which can advance practical discussions of Wikipedia's readership, and pondering the paradox of why Wikipedia is attractive to readers but overlooked by communication professionals seeking an audience.

Methodology

The body of this article is formatted for publication as a Wikipedia article titled "Readership of Wikipedia" and conforms to the English Wikipedia's manual of style including hyperlinks to other Wikipedia articles and citations for every claim. General guides to publishing in Wikipedia include [Help:Your first article](#), [Wikipedia:Five pillars](#), [Wikipedia:Manual of Style](#), and [Wikipedia:Neutral point of view](#). A scholarly version is available in Logan et al. (2010). Note particularly that Wikipedia disallows original research as explained in [Wikipedia:No original research](#), and consequently, the text is a summary of the sources we identified and not new ideas.

We sought to identify all published scholarly, journalistic, or grey literature sources discussing readership of Wikipedia. Our search was not systematic but was an attempt to be thorough, and identified 160 sources. This report attempts to include relevant information from them all. We did not exclude any sources we found, with the exception of those which only repeated claims from other sources without adding more context. Sources were collected through July 2024.

Our process for identifying sources started by checking scholarly profiling services. The authors develop Scholia, which is a Wikipedia-based scholarly profiling service that aids in browsing and visualizing research literature (Rasberry et al. 2019). Most sources came from Scholia. We then checked other scholarly profiling services including Semantic Scholar, OpenAlex, Internet Archive Scholar, Google Scholar, and the University of Virginia Library's search system. All sources went into a bibliography (Rasberry 2024). We checked the citations of those sources to identify titles of articles which seemed to discuss Wikipedia readership, then included those in the bibliography.

To find other sources, we used general search engines including DuckDuckGo, Bing (via Ecosia), and Google. In this way, we identified journalism and grey literature sources. As a last step, we shared the bibliography with peers in the Wikipedia community to ask if anyone recalled reading anything else about the readership of Wikipedia, and we included whatever we had missed to this point. This method is in alignment with Wikipedia's own editorial recommendation at [Help:Find sources](#).

Introduction

The **readership of Wikipedia** is [Wikipedia's audience](#). Various studies have described Wikipedia as the world's most popular reference source (Okoli et al. 2014). In 2007, commentators began including Wikipedia in lists of top-10 websites by [web traffic](#) (Okoli et al. 2014). Many readers arrive at Wikipedia by following a [search engine](#), although large numbers also arrive through [social media](#) (Piccardi et al. 2023). Wikipedia is remarkable as a gateway which channels its readers to examine the sources which Wikipedia editors have cited (Piccardi et al. 2021). The reader [click-through rate](#) is about

1/30 for Wikipedia images (Rama et al. 2022) and 1/300 for reference clicks to cited sources (Piccardi et al. 2020).

Wikipedia has a global and multilingual readership (Johnson et al. 2021a). In Wikipedia, humans and technology combine to form a [social machine](#) which produces media (Lih 2009, Jemielniak 2014, O'Sullivan 2016). Since Wikipedia is a [user-generated content](#) platform, its content contributors are a portion of the readership (Antin and Cheshire 2010). Demographics including gender, country, wealth, languages used, and educational background are predictive of reader interest (TeBlunthuis et al. 2019). Researchers have especially examined reader interest in [health information on Wikipedia](#), and found that patients, medical students, and doctors all routinely consult Wikipedia (Smith 2020, Maggio et al. 2020, see also Fig. 1).

Research topics in discussing Wikipedia's readers include how many people read Wikipedia, demographics of readers, reader interest in particular categories of Wikipedia articles, the extent of Wikipedia engagement among readers, how credible readers find Wikipedia, and critiques of technological tools which interact with Wikipedia to provide additional insights to readers (Okoli et al. 2014). There is less research on Wikipedia readers than Wikipedia editors (Miquel-Ribé 2021). Research on Wikipedia readers typically examines data on reader sessions, click paths, and subject matter interest (Miquel-Ribé 2021). In the context of this research, a "[session](#)" is a visit to Wikipedia (Piccardi et al. 2023), the "[click path](#)" is the sequence of links which a reader follows in a session (Rodi et al. 2017, Wikimedia Analytics et al. 2024), and "subject matter interest" refers interest in topics as measured by [pageviews](#) (Johnson et al. 2021a, Wikimedia Analytics 2024).

Audience

Size

In 2013, the [Wikimedia Foundation](#) anticipated that there would be more than 1,000,000,000 Wikipedia users in 2015 (Agence France-Presse 2013). In the 2017 annual report, the Wikimedia Foundation claimed to have served billions of readers (Wikimedia Foundation 2017, see also Fig. 2). In 2018, a report in [The Independent](#) noted that Wikipedia's own internal reporting counts 1.4 billion unique devices accessing Wikipedia every month (Barnett 2018).

Various commentators have remarked on Wikipedia's [web traffic](#) ranking in comparison to other websites. In 2005, [Jimmy Wales](#) shared that Wikipedia was a top 50 website (Wales 2006). [Alexa Internet](#) ranked Wikipedia as the 37th most popular website in 2006 (Knowledge at Wharton Podcast 2006), 11th in 2007 (Dalby 2007), 7th in 2009 (Konieczny 2010), 7th in 2015 (Davenport 2015), and 13th in 2021 (Economist 2021). For the month of December 2006, [Comscore](#) ranked Wikipedia as the 6th most popular website globally

with 165,000,000 global [unique users](#) and the 9th most popular website in the United States with 43 million unique users (Perez 2007).

In 2005, [Hitwise](#) reported that Wikipedia was top-ranking reference website after [Dictionary.com](#) and the most popular encyclopedia, ahead of [About.com](#) (Burns 2005).

Demographics

Wikipedia's global popularity and available pageview data create opportunities for researchers to measure public interest by demographic in the topics which Wikipedia covers (Jabaley et al. 2019, see also Fig. 3). Two-thirds of Wikipedia readers are men (Johnson et al. 2021a). Also, men view more articles than women in a typical Wikipedia reading [session](#) (Johnson et al. 2021a). While commentators frequently discuss [gender bias on Wikipedia](#), there are not well developed explanations for why men and women differ so much in what they read in Wikipedia (Johnson et al. 2021a). Men read more Wikipedia articles on [sports](#), [games](#), and [mathematics](#) (Johnson et al. 2021a). Women read more articles about [television shows](#) and [medicine](#) (Johnson et al. 2021a). Biographies are popular with everyone and account for a third of Wikipedia visits, but men are more likely to read biographies of men and women are more likely to read biographies of women (Johnson et al. 2021a). No strong readership trends are identified for [non-binary gender](#) people (Johnson et al. 2021a).

When readers in countries with a higher [Human Development Index](#) navigate through several articles in Wikipedia, they tend to spend more time on the last article they visit (TeBlunthuis et al. 2019). One explanation for this is that these readers stop browsing Wikipedia after finding an article which presents the information they wanted, and they are taking extra time to examine it (TeBlunthuis et al. 2019). When readers of less-developed Wikipedia language versions do not spend more time on the last article they visit, that could be an indication that their language version of Wikipedia is failing to satisfy their information need. (TeBlunthuis et al. 2019). People in the [Global South](#) tend to have longer reading sessions for reasons including their use of Wikipedia for education rather than only fact-checking, and because of differences in access to technology (TeBlunthuis et al. 2019).

A basic factor which determines whether people read Wikipedia is their ease of accessing it at all. Communities with less [Internet access](#) have fewer Wikipedia readers (Khatri et al. 2022). Countries with government [censorship of Wikipedia](#) have fewer readers (Clark et al. 2017). Some people still read and share prohibited content (Hobbs and Roberts 2018).

Factors which influence the popularity of a given Wikipedia language version include the number of articles in that language version, the degree of Internet engagement of that language community, and the extent to which that language community already uses other language versions of Wikipedia (Khatri et al. 2022). A 2016 study generalized trends in various Wikipedia language communities by noting that current events are popular in English language Wikipedia, Japanese readers seek pop culture, Spanish

readers consume more sports content, and Russian readers seek information about social media websites (Anderson et al. 2016).

Representatives of Wikipedia's governance process have opposed and resisted governmental requests that Wikipedia adopt an [age verification system](#) to restrict minors from accessing Wikipedia (Vallance 2023, Vallance and Gerken 2023).

Reader behavior

Arriving and browsing

[Search engines](#) routinely rank Wikipedia highly on the [search engine results page](#) following a user [web query](#) (Lewandowski and Spree 2011, Piccardi et al. 2023). Many readers arrive at Wikipedia when they are looking for information online, and a search engine recommends Wikipedia to answer their question (Rodi et al. 2017, Piccardi et al. 2023, see also Fig. 4). Search tools which popularize Wikipedia include [Google Search](#) (Ford 2020), [Amazon Alexa](#) (Ford 2020), [Siri](#) (Ford 2020), and [DuckDuckGo](#) (Johnson et al. 2021b). Wikipedia and search engines benefit each other, as readers like seeing search engine results which include Wikipedia, and Wikipedia gains readers through search engine referrals (McMahon et al. 2017).

Active discussions in the news or [social media](#) drive traffic to Wikipedia (Moyer et al. 2021, Piccardi et al. 2021, Harrison 2022). 70% of readers end their session after reviewing the article they requested (Piccardi et al. 2023). The remaining readers access multiple Wikipedia articles by following hyperlinks in whatever text they are reading (Piccardi et al. 2023). Wikipedia articles generally receive more traffic when other high-traffic Wikipedia articles hyperlink to them (Yang et al. 2020). Readers often return to articles which they have previously read (Piccardi et al. 2023). In considering their experience visiting Wikipedia, readers report higher satisfaction than is usual for audiences of comparable media sources (Salutari et al. 2020).

General reading patterns

A 2016 survey of 5000 Wikipedia readers found that half of them were visiting Wikipedia articles on familiar topics, while the other half were learning a new topic (Singer et al. 2017). Half of the readers came to Wikipedia to read more about something they saw elsewhere in the media, or which they had just discussed with another person (Singer et al. 2017). Other commonly reported reasons for using Wikipedia included students using it to supplement their school projects, reading for entertainment or pastime, wanting to learn something new, or using Wikipedia to inform a particular decision that a person was making (Singer et al. 2017, Lemmerich et al. 2019, Petrucco and Ferranti 2020). 80% of readers were either trying to get an overview of a topic or do quick fact-checking, while 20% of readers were trying to understand a topic deeply and spent more time reading (Singer et al. 2017). On weekdays and in the daytime, readers use Wikipedia for work or

school, whereas on nights and evenings, people use Wikipedia in response to media and social discussions (Singer et al. 2017). For English Wikipedia, traffic peaks every day during the afternoon in the United States (Piccardi et al. 2024).

One study examined time spent in Wikipedia by many users in various Wikipedia language versions for the one-year period starting November 2017 and ending October 2018. This study observed that the median user session on Wikipedia was 25 seconds, but the average user session was more than a minute (TeBlunthuis et al. 2019). One interpretation of this is that there are different users visiting Wikipedia for different purposes, with some leaving quickly after arrival and some having significantly longer reading sessions (TeBlunthuis et al. 2019). The total amount of time spent reading Wikipedia by all humanity in that year was about 700,000 years (TeBlunthuis et al. 2019).

Wikipedia readers include those who need to learn how to do or use things where they cannot otherwise find freely available content (Clark et al. 2017). Reading 10 or more Wikipedia articles in a session is uncommonly high reading interest, but because Wikipedia has a large audience, there are still tens of millions of sessions where readers do this (Piccardi et al. 2023). Readers tend to start their Wikipedia reading session at a popular article, and if they browse further, they tend to end their reading session at a less-developed and less popular article (Piccardi et al. 2023).

Interest in topics

Major news events and social trends result in increased traffic to related Wikipedia articles (Miz et al. 2020, Conti et al. 2020, see also Fig. 5). Similarly, when public figures are in the news, then traffic to their Wikipedia biographies increases (Goldenberg 2018). New editors may begin contributing information to Wikipedia in an attempt to reach all these readers (Zhang et al. 2019). [Wikipedia coverage of death](#) of public figures can result in especially high Wikipedia readership (Shiels 2009, Steiner et al. 2013, Goldenberg 2018). In the culture of Wikipedia editors, there is prestige in updating high-traffic articles, so there are editors who seek to update biographies with news of deaths (Harrison 2018). News reports of the health or deaths of celebrities drive traffic to related Wikipedia medical articles (Bragazzi et al. 2017, Mahroum et al. 2018, Naik et al. 2021, Mondia et al. 2022).

Wikipedia invites [Internet activism](#) on the premise that editors can use Wikipedia as a channel for distributing information to readers (Konieczny 2009, Duncan 2020). Activists have organized Wikipedia information campaigns for [feminism](#) (Edwards 2015, Sentilles 2014, Sisley 2017, Meyer 2022), [cultural heritage](#) (Marwick and Smith 2021), [climate change](#) (Kutz 2022), [LGBT culture](#) (Wexelbaum 2019, Miquel-Ribé 2021, Rasberry 2022), [science communication](#) (Simons et al. 2024), and cultural or language communities which are underrepresented on the Internet (Montez 2017, Gharbeia 2020). University research programs have described Wikipedia editing activism as attractive to students (Philips 2015, Xing and Vetter 2020, The American Cultures Center 2020, Ackerly and Michelitch 2022). Data analysis can combine the individual activist contributions of many

Wikipedia editors into aggregate reports or visualizations which represent entire fields of information (De Sabbata et al. 2021).

A 2015 study reported that pageviews to [health information on Wikipedia](#) made it the most popular source of health information, exceeding traffic to websites for the [National Institutes of Health](#), [Centers for Disease Control](#), the [World Health Organization](#), and the [National Health Service](#), as well as for [WebMD](#) (Heilman and West 2015, see also Fig. 6). A 2020 systematic review of health research concluded that Wikipedia is a popular health information resource (Smith 2020). Evidence has established that the number of patients, medical students, and doctors who read Wikipedia is large enough to establish Wikipedia as a significant channel for health communication (Smith 2020, Maggio et al. 2020, Smith 2023). Various researchers have examined Wikipedia readers to medical articles for specific topics (Jabaley et al. 2019, addshore 2020, Cao et al. 2020, Kinney and Brigo 2020). Traffic by language reflects the interest of that language community in the topic relative to the scale of that community's use of online resources. (Jabaley et al. 2019, see also Fig. 3). The [COVID-19 pandemic](#) triggered increased traffic to Wikipedia for all articles, but especially for [Wikipedia's articles about the pandemic](#) (Jahangir 2020).

Lawyers and judges read Wikipedia in their professional practice. Citations to Wikipedia and text copied from Wikipedia appear in judicial opinions (Peoples 2009, Thompson et al. 2022). People in courtrooms read and discuss what Wikipedia says to share general information on whatever topics are relevant in a trial (Gerken 2010).

Researchers can examine the popularity of Wikipedia articles in various languages by reviewing Wikipedia article pageview statistics (Lewoniewski et al. 2017). Commentators who have reviewed popular Wikipedia articles by time period or topic include [Pew Research Center](#) (Anderson et al. 2016), [Yahoo!](#) (Canal 2020), [BuzzFeed](#) (Stopera 2020), [Crunchyroll](#) (CharAznableOfficial 2020), [Gizmodo](#) (Wodinsky 2020), [First Monday](#) (Spoerri 2007), and [India Times](#) (Sharma 2021).

At times, it can be a mystery as to why people read or access topics (Sepulveda 2022, Rauwerda 2022). A study which examined hoaxes on Wikipedia reported that some longstanding hoaxes in low-traffic articles had received a total of 10,000 pageviews over years before discovery, and that high traffic articles are less likely to include hoaxes (Kumar et al. 2016).

Wikipedia as a gateway

Wikipedia articles feature image thumbnails. Readers click those images to access image metadata and higher quality image versions at a rate of 1 image per 30 article views (Rama et al. 2022). Readers are more likely to click on images that are interesting, such as those in visual arts, or which are complicated, such as maps or diagrams (Rama et al. 2022). In many media platforms, readers enjoy clicking on familiar celebrity faces, but in Wikipedia, celebrity images have lower reader engagement. Wikipedia readers more often click on portraits of less known people (Rama et al. 2022).

Wikipedia includes external links which readers may use to exit Wikipedia and access content at other websites (Piccardi et al. 2021, see also Fig. 7). When readers leave Wikipedia to access content elsewhere, they do so in equal amounts through links in Wikipedia infoboxes, the cited sources in the references section, or through the external links section (Piccardi et al. 2021).

Readers more often use external links in Wikipedia when it leads them to a site with quality content collections (Piccardi et al. 2021). Library resources are popular resources which Wikipedia readers access through exit links from Wikipedia (Piccardi et al. 2021, Szajewski 2013). Various commentators have noted that Wikipedia editors and readers prefer links to [open access](#) free resources in favor of links to closed [paywall](#) content (Murgu and Iving 2019).

Wikipedia is unusual for being a public resource which provides general audiences with citations to scholarly sources (Guglielmi 2018). Citation use in Wikipedia is extensive (Guglielmi 2018). Readers access citations at rate of 1 per 300 Wikipedia pageviews (Piccardi et al. 2020) and follow Digital Object Identifier (DOI) links to scholarly publications at a rate of about 1 in 2000 pageviews (Maggio et al. 2017). Readers are more likely to check citations in this way for Wikipedia articles which are shorter, lower quality, presenting current events, and when the sources themselves are [open access](#) (Piccardi et al. 2020). Readers who examine the citations in the reference list often do not click through to read the original sources; instead, they verify that the cited source is from a reputable publisher or authority (Maggio et al. 2020). Wikipedia readers examine scholarly sources for medical and non-medical topics at the same rate (Maggio et al. 2017).

Readers are also contributors

Wikipedia is a media platform which invites readers to contribute [user-generated content](#) (Antin and Cheshire 2010). Most readers simply consume Wikipedia's media without actively choosing to contribute content (Antin and Cheshire 2010). Nevertheless, because of Wikipedia's nature and design, those readers are also passively contributing to the project (Antin and Cheshire 2010). One way that all readers contribute to Wikipedia is by increasing the [pageview](#) count of whatever they read, as Wikipedia counts the number of visitors to all of its pages (Antin and Cheshire 2010). Because of this, each time a reader accesses an article, they support Wikipedia by signalling their interest to editors who can react by developing that topic (Antin and Cheshire 2010).

Additionally, Wikipedia readers over time tend to learn about Wikipedia's mission, editorial practices, and its distinctness as a media platform (Antin and Cheshire 2010). Even without actively editing, those who use Wikipedia and learn how it works are engaging in "[legitimate peripheral participation](#)", which in Wikipedia's case means that there are a significant number of people who understand and can discuss Wikipedia without themselves being editors (Antin and Cheshire 2010). Some free-of-charge media platforms suffer from a [free-rider problem](#) of readers who never contribute, but Wikipedia has found ways to benefit from readers in ways which traditional media sources do not (

Antin and Cheshire 2010). A survey of people who contribute images and photography to [Wikimedia Commons](#), which is the image repository serving Wikipedia, found that many of them became contributors after being inspired by images which they found as Wikipedia readers (Viegas 2007).

At the time of Wikipedia's establishment in 2001, concepts such as [Web 2.0](#), [social media](#), and [user-generated content](#) were new and unfamiliar ideas (Kuhne and Creel 2012, Jemielniak 2014). Descriptions of Wikipedia emphasize that readers visit Wikipedia as a website and publication, and that those readers may also become editors who produce Wikipedia content for others (Kuhne and Creel 2012). Explanations of Wikipedia include discussions of [free content](#), [human-computer interaction](#), [online communities](#), [social networking services](#), [fact-checking](#), [gamification](#), and [social machines](#) (Lih 2009, Jemielniak 2014, O'Sullivan 2016). Wikipedia's readers and Wikipedia editors have different interests (Lehmann et al. 2014). Articles may be popular with readers but lack editors interested in developing them, and conversely, may attract editorial development but be of little interest to readers (Lehmann et al. 2014).

Wikimedia ecosystem

Among the set of Wikimedia projects, Wikipedia is the encyclopedia, while each of the other projects have their own specialty focus. Images from the [Wikimedia Commons](#) image repository appear throughout Wikipedia as illustrations (Rama et al. 2022). While readers may browse the complete media collection in Wikimedia Commons, all of Commons' media is [free content](#), and consequently, anyone can and many people do reuse this media in other publications (Heald et al. 2015, Erickson et al. 2018). Economic analysts have estimated the value of Wikimedia Commons images as billions of United States dollars, because of the market rates for [stock photography](#), the high rate of reuse from Wikimedia Commons, and the frequency with which readers encounter these images outside of the Wikimedia platform (Eveleth 2013, Heald et al. 2015, Erickson et al. 2018). A 2022 report failed to identify research about reader engagement with images from Wikimedia Commons, but claimed that the available datasets are rich with potential for examination (Rama et al. 2022).

[Wikidata](#) contributors curate the sort of data which they believe would be useful to share in Wikipedia articles, but as data in Wikidata is not easy for humans to read, much of it is inaccessible (Sáez and Hogan 2018, Hellmann et al. 2021). Wikidata tools are in development to present Wikidata content in Wikipedia, making it much more visible (Sáez and Hogan 2018, Hellmann et al. 2021). Analysis of [Wiktionary](#) demonstrates that readers use the dictionary in response to events in their media (Muller-Spitzer et al. 2015). Reviewers have imagined [Wikiversity](#) as a place where readers may learn through online classes (Friesen and Hopkins 2008, Lawler 2008, Dieb et al. 2022). Commonly, Wikiversity reports are from instructors who used the platform as part of an interactive lesson plan with students (Leinonen et al. 2009). Wishes for the readership to become editors are central to the critiques and reviews of the Wikimedia projects [Wikine](#)

[ws](#) (McIntosh 2008, Thorsen 2008), [Wikivoyage](#) (Elia 2018, Luyt 2021), and [Wikisource](#) (Danowski 2007, Armstrong 2010, Thomer et al. 2012, Willshaw 2021).

Technology and data

Wikipedia pageviews

Wikipedia publishes the [pageviews](#) of its articles (Lewoniewski et al. 2017, Fig. 8). Wikipedia's public reports show how many times its audience has requested any article, in any language, in any given hour (Lewoniewski et al. 2017). For example, a study of Wikipedia's coverage of climate change found that from 2017-2022, readers made 500 million visits to 4000 climate-related Wikipedia articles in 25 languages (Meier 2024).

A study in 2007 claimed that Wikipedia was so popular that its [web traffic](#) data gave insight to broad public interest on many topics (Priedhorsky et al. 2007). That study argued that Wikipedia [pageview](#) data could be the basis for [impact evaluation](#) of Wikipedia's coverage of various topics (Priedhorsky et al. 2007). Various later studies have confirmed that Wikipedia's articles are very popular, and that Wikipedia mirrors trends in public interest, and that content in Wikipedia affects public understanding broadly (Okoli et al. 2014). Wikipedia pageview counts are often high enough to serve as evidence that Wikipedia is a popular media source for many topics (Okoli et al. 2014). Also, because so many individual people use Wikipedia, its pageviews are a [statistical sampling](#) of how many times a member of the public wants information on a given topic (Okoli et al. 2014, Glavackij et al. 2023).

Various studies have observed a relationship between Wikipedia pageviews and cultural trends in society (Kämpf et al. 2015, Chelsy Xie et al. 2019). Individual studies reported connections between Wikipedia traffic and popular interest in animals (Roll et al. 2016, Mittermeier et al. 2019, Fukano et al. 2020, Mittermeier et al. 2021a, Mittermeier et al. 2021b, Nolan et al. 2022), chemicals (Cao et al. 2020), elections (Smith and Gustafson 2017), investments (Wei and Wang 2016, Gómez-Martínez et al. 2022), [cultural heritage](#) (Eurostat 2016), [natural heritage](#) (Guedes-Santos et al. 2021, Falk and Hagsten 2022), and general commercial interest (Novet 2013). Numerous studies have examined traffic to [health information on Wikipedia](#) (Heilman et al. 2011, Maggio et al. 2020). [News media](#) trends drive traffic to Wikipedia (Tizzoni et al. 2020).

Wikipedia as a reusable data set

[Artificial intelligence in Wikimedia projects](#) includes [data science](#) projects which use Wikipedia as a data set (Mehdi et al. 2017). Wikipedia is unusual for being a nonprofit project which shares [free content](#) which anyone can use for any purpose, and that means that people consume content which is from Wikipedia but published elsewhere (Gertner 2023).

The [Google Knowledge Graph](#) is an example of a product which has copied Wikipedia, and which presents Wikipedia content as a [zero-click result](#) to people who do not actually visit Wikipedia (McMahon et al. 2017). [ChatGPT](#) is an example of an [artificial intelligence](#) application which has copied Wikipedia's content, incorporated the knowledge from Wikipedia into its own products, and now remixes and republishes it (Gertner 2023). Readers who consume Wikipedia information through third-party sources are typically unaware of its origin (Gertner 2023). An estimate by [SimilarWeb](#) reported that readers consumed Wikipedia content 3 billion times through Google Knowledge Graph in 2019 (Hinkis 2020).

Private data

Whereas many websites apply [computer and network surveillance](#) to their users, Wikipedia does much less of this (Arora et al. 2022). Wikipedia values [information privacy](#), and consequently, Wikipedia's governance prohibits some common types of analysis which other digital platforms allow (Arora et al. 2022). Even privately, Wikipedia does not routinely collect individuals' click path data or conventional [personal data](#) for individual users (Arora et al. 2022).

The Wikimedia Foundation took measurements of reader time spent in Wikipedia in 2017 (TeBlunthuis et al. 2019). Also in 2017, there was a survey which collected responses from 30,000 Wikipedia readers asking why they were reading (Singer et al. 2017). A 2019 survey of Wikipedia readers collected demographic data (Johnson et al. 2021a).

External tools

The measurement of traffic to Wikipedia articles can contribute to [predictive modelling](#) (Kämpf et al. 2015). Various researchers have used Wikipedia pageview reports of politicians in [political forecasting](#) of election outcomes (Yasseri and Bright 2016, Ciocirdel and Varga 2016, Smith and Gustafson 2017, Haman et al. 2021, Debus and Florczak 2022), identifying [emerging infectious disease](#) or other health interests (Bardak and Tan 2015, Sciascia and Radin 2017, Chrzanowski et al. 2021, Alibudbud 2023), or as [market research](#) on consumer interest (Mestyán et al. 2013, Signorelli et al. 2016, Khadivi and Ramakrishnan 2016, Telli and Chen 2021).

Sometimes popular technological resources arbitrarily use Wikipedia as an example for showcasing functions, and those examples drive readers into Wikipedia (Sepulveda 2022, Gault 2021, Rauwerda 2022).

Discussion

The following is commentary in response to the above Wikipedia article draft.

The text of "Readership of Wikipedia"

The text of this article is designed for publication in Wikipedia and consequently conforms to Wikipedia's editorial policies. It is a summary of information from the sources which we identified and cited.

The first section of the text describes Wikipedia's audience, including attempts to count the readers, the number of times they view a Wikipedia page, and reader demographic surveys. The second section describes what readers do when they visit Wikipedia. The third section describes the reuse of Wikipedia content to readers in other platforms, or for analyzing readers.

Wikipedia's popularity has failed to interest communication professionals

Our search failed to identify sources which argued that Wikipedia's popularity makes it an effective communication channel. We wish to make a case that expert organizations which share information in the public benefit should make communication investments in Wikipedia, to the mutual benefit of Wikipedia and the advancement of the goals of any organization with content to share.

Because Wikipedia is very popular, one might expect that some process exists to encourage professional development of Wikipedia as part of a communication strategy. While there are pathways in the communication industry to get relevant content placement into newspapers, television, journals, magazines, social media platforms, and advertising, no obvious pathway exists for professional message distribution in Wikipedia.

Universities, libraries, cultural organizations like museums, nonprofit educational organizations, and government agencies all routinely design media campaigns in which their communication professionals seek to disseminate information. Because experts from such organizations have messages to share but need media channels to reach audiences, and because Wikipedia reaches an attractive audience but lacks quality content, it is imaginable that Wikipedia could be a platform where communication professionals match their media to an audience. The sources cited in this review, however, omit suggesting that Wikipedia should be part of communication strategy. Why has Wikipedia's popularity failed to interest communication professionals?

One explanation could be that some aspect of Wikipedia's brand or reputation has deterred experts and professionals from contributing to it, regardless of cost/benefit analysis or the communication impact which Wikipedia offers. There is little precedent of expert organizations navigating into Wikipedia to share their content, whereas in contrast the communication industry has a marketplace where buyers can pay for services to share knowledge in other channels which sellers have designed to maximize market integration. Nevertheless, Wikipedia is reaching an audience; Wikipedia has an

influential position in the media ecosystem; and there is an economy in the communication industry which sells services when possible. If there is a path for investment in Wikipedia to develop its content, then no one has yet discovered it. Because investment has supported the development of so many other resources, one might speculate that investment could help Wikipedia, but also the Wikipedia community of editors is skeptical of encroachment on its ethics, values, and the independence of its community governance process.

Where sources do address Wikipedia's popularity, they often mention it as a surprising bit of trivia to halt the discussion, rather than as a point from which to imagine further consequences. Popular journalism sources do this by reporting rankings from Internet traffic leaderboards such as Alexa Internet, Comscore, and Similarweb, all of which have named Wikipedia as a top-10 website over the years. Scholarly review articles also recognize those rankings, and sometimes remark that Wikipedia's rankings have been consistently popular for years. The medical case studies of Wikipedia do speculate that Wikipedia's popularity could be part of a strategy of public health communication; however, the sources do not identify cases where anyone has done this on a large scale or with robust analytics.

We identified two classes of publication which are tangential to the use of Wikipedia as a communication strategy to reach an audience, but which we did not cite because the activity's objective was something other than direct interest in readership. The first is conflict-of-interest editing in Wikipedia, which is the unwelcome use of Wikipedia for marketing of products or the promotion of organizations and biographies. The Wikipedia editorial process disdains and restricts such activity. Conflict-of-interest editing is different from sharing knowledge in the public interest, as for example, a university might be expected to do. Conflict-of-interest editing services target marketers and are in the absence of reader demand.

The second is a discourse which encourages Wikipedia content development for goals other than increasing Wikipedia audience engagement. As an example, consider the 2018 book *Leveraging Wikipedia*, which presents essays from some of the most prominent commentators at the intersection of Wikipedia, libraries, and museums (Proffitt 2018). Writers in this sector discuss developing Wikipedia as a way of increasing traffic to information sources other than Wikipedia, or for publishing as a goal in itself without regard to audience engagement. Direct interest in Wikipedia's audience reading content on Wikipedia is not expressed. Such campaigns exist in the Wikipedia community, but as their focus is content availability irrespective of reader engagement, we omit citing them here.

Challenge of situating Wikipedia among other communication platforms

It is difficult to assess the value of Wikipedia as a communication channel in the absence of comparisons with other media platforms. The cited sources here make no strong comparisons of Wikipedia audience metrics to those of any other media platform. As

examples, advertisers sell "[pay-per-click](#)" and "[impression](#)" services to drive Internet traffic.

While we identified no desire for Wikipedia to interact with paid schemes, it would be helpful for Wikipedia to communicate to those who wish to share information that Wikipedia partnership is among their marketplace options. For example, if a government agency has a budget to increase public awareness of an infectious disease, then a conventional media strategy to achieve this would be the establishment of a new informational website with complementary social media advertising to drive traffic to there. Alternatively, that government agency could sponsor development of the Wikipedia article on that disease, perhaps in collaboration with medical experts and a university. Wikipedia already gets lots of traffic, and may achieve more communication impact than a conventional media project. In cases where public interest education is the goal and a communication professional allocates a budget for media impact, then what is the comparative value of investing in Wikipedia as compared to social media, traditional public relations, or any other outreach strategy?

There is a communication sector engaged in developing content for delivery through platforms comparable to Wikipedia. A generation of well-known new media platforms includes Wikipedia; established in 2001; Facebook, 2004; YouTube, 2005; and Twitter, 2006. Some research compares all these platforms as social media (Kaplan and Haenlein 2010). Commonalities among these platforms are that they invite user-generated content and also that they claim a highly engaged global audience. A default assumption might be that since those other platforms have professional engagement, then comparable professional engagement exists for Wikipedia. There is a body of literature describing how social media can advance communication goals. In contrast, the sources identified in this paper do not describe communication professionals incorporating Wikipedia into media strategy.

Although sources cited in this document claim that Wikipedia has hundreds of millions of readers, there are no sources here which situate Wikipedia in the media environment by explaining the extent to which Wikipedia has a communication impact. What is the relative value of a Wikipedia pageview as compared to a pageview on another website, or an impression or engagement action in social media, or broadcast reach from traditional media? To what extent does Wikipedia influence the information ecosystem? If a communication professional plans a media campaign, then under what circumstances might Wikipedia engagement be as impactful as resource investment in other media options? That sources establish Wikipedia's popularity is helpful; but the assignment of value to Wikipedia is an unexplored process.

Conclusion

Sources establish Wikipedia as popular. Readers have positive sentiment to Wikipedia and its content. Sources characterize the demographics of Wikipedia's audience and its readers' behavior to a level of detail which is sufficient to readily have conversations

about Wikipedia's role in the consumer media environment. We did not identify sources which translate Wikipedia's popularity into media influence, nor did we identify sources which propose ways to maximize Wikipedia's communication impact. We suggest Wikipedia as an attractive target for publication in media strategies which have ideological alignment with Wikipedia's goals.

Acknowledgements

The William and Flora Hewlett Foundation and the Omidyar Network both gave gifts or grants to Lane Rasberry at the School of Data Science at the University of Virginia, and these supported the project, "Wiki99 for open source software". The purpose of that project was to develop Wikipedia articles related to the topic of open source software, and to examine the readership to the same. The support to document Wikipedia pageviews for that topic made this article possible.

Thanks for review and comments from

- Jeffrey Keefer <https://orcid.org/0000-0002-5324-8822>
- Dorothy Howard <https://orcid.org/0000-0003-2865-464X>

Conflicts of interest

The authors have declared that no competing interests exist.

Disclaimer: This article is (co-)authored by any of the Editors-in-Chief, Managing Editors or their deputies in this journal.

References

- Ackerly B, Michelitch K (2022) Wikipedia and Political Science: Addressing Systematic Biases with Student Initiatives. *PS: Political Science & Politics* 55 (2): 429-433. <https://doi.org/10.1017/S1049096521001463>
- addshore (2020) Covid-19 Wikipedia pageviews, a first look. URL: <https://addshore.com/2020/03/covid-19-wikipedia-pageviews/>
- Agence France-Presse (2013) Wikipedia aims for billion users with mobile spread. *Hurriyet Daily News*. URL: <https://www.hurriyetdailynews.com/wikipedia-aims-for-billion-users-with-mobile-spread-40454>
- Alibudbud R (2023) Wikipedia page views for health research: a review. *Frontiers in Big Data* 6 <https://doi.org/10.3389/fdata.2023.1199060>
- Anderson M, Hitlin P, Atkinson M (2016) Wikipedia at 15: Millions of readers in scores of languages. *Pew Research Center*. URL: <https://www.pewresearch.org/fact-tank/2016/01/14/wikipedia-at-15/>
- Antin J, Cheshire C (2010) Readers are not free-riders: reading as a form of participation on Wikipedia. *Proceedings of the 2010 ACM conference on Computer supported cooperative work*. [ISBN 978-1-60558-795-0]. <https://doi.org/10.1145/1718918.1718942>

- Armstrong T (2010) Rich Texts: Wikisource as an Open Access Repository for Law and the Humanities. SSRN Electronic Journal <https://doi.org/10.2139/ssrn.1566148>
- Arora A, Gerlach M, Piccardi T, García-Durán A, West R (2022) Wikipedia Reader Navigation: When Synthetic Data Is Enough. Proceedings of the Fifteenth ACM International Conference on Web Search and Data Mining. [ISBN 978-1-4503-9132-0]. <https://doi.org/10.1145/3488560.3498496>
- Bardak B, Tan M (2015) Prediction of influenza outbreaks by integrating Wikipedia article access logs and Google flu trend data. 2015 IEEE 15th International Conference on Bioinformatics and Bioengineering (BIBE). [ISBN 978-1-4673-7983-0]. <https://doi.org/10.1109/BIBE.2015.7367640>
- Barnett D (2018) What is Wikipedia? The best way to find out is to consult it. The Independent. URL: https://www.independent.co.uk/news/long_reads/wikipedia-explained-what-is-it-trustworthy-how-work-wikimedia-2030-a8213446.html
- Bragazzi NL, Watad A, Brigo F, Adawi M, Amital H, Shoenfeld Y (2017) Public health awareness of autoimmune diseases after the death of a celebrity. Clinical Rheumatology 36 (8): 1911-1917. <https://doi.org/10.1007/s10067-016-3513-5>
- Burns E (2005) Wikipedia's Popularity and Traffic Soar. URL: <https://www.clickz.com/wikipedias-popularity-and-traffic-soar/77044/>
- Canal A (2020) Here's what dominated Wikipedia's most-read articles last year. <https://finance.yahoo.com/news/here-are-the-most-read-wikipedia-articles-of-2019-135233419.html>
- Cao Y, Mehta H, Norcross A, Taniguchi M, Lindsey J (2020) Analysis of Wikipedia pageviews to identify popular chemicals. Reporters, Markers, Dyes, Nanoparticles, and Molecular Probes for Biomedical Applications XII. [ISBN 978-1-5106-3275-2 978-1-5106-3276-9]. <https://doi.org/10.1117/12.2542835>
- CharAznableOfficial (2020) The Most Popular Anime in 2020...According to Wikipedia. URL: <https://www.crunchyroll.com/anime-feature/2020/02/22-1/the-most-popular-anime-in-2020according-to-wikipedia>
- Chelsy Xie X, Johnson I, Gomez A (2019) Detecting and Gauging Impact on Wikipedia Page Views. Companion Proceedings of The 2019 World Wide Web Conference. [ISBN 978-1-4503-6675-5]. <https://doi.org/10.1145/3308560.3316751>
- Chrzanowski J, Sotek J, Fendler W, Jemielniak D (2021) Assessing Public Interest Based on Wikipedia's Most Visited Medical Articles During the SARS-CoV-2 Outbreak: Search Trends Analysis. Journal of Medical Internet Research 23 (4). <https://doi.org/10.2196/26331>
- Ciocirdel GD, Varga M (2016) Election Prediction Based on Wikipedia Pageviews. Centrum Wiskunde & Informatica. URL: <https://event.cwi.nl/l/sde/2016/papers/group02.pdf>
- Clark J, Faris R, Heacock Jones R (2017) Analyzing Accessibility of Wikipedia Projects Around the World. Berkman Klein Center. <https://doi.org/10.2139/ssrn.2951312>
- Conti G, Sansonetti G, Micarelli A (2020) An Analysis of Trends and Connections in Google, Twitter, and Wikipedia. In: Li G, Filipe J, Ghosh A, Xu Z (Eds) HCI International 2020 - Posters. 1226. URL: http://link.springer.com/10.1007/978-3-030-50732-9_21 [ISBN 978-3-030-50731-2 978-3-030-50732-9].
- Dalby A (2007) Wikipedia(s) on the language map of the world. English Today 23 (2): 3-8. <https://doi.org/10.1017/S0266078407002027>
- Danowski P (2007) Library 2.0 and User-Generated Content What can the users do for us? 113 National Libraries with ICABS and Information Technology, Durban, 23 August

2007. International Federation of Library Associations and Institutions URL: <https://archive.ifa.org/IV/ifa73/papers/113-Danowski-en.pdf>
- Davenport M (2015) Working With Wikipedia. American Chemical Society. URL: <https://cen.acs.org/articles/93/i36/Working-Wikipedia.html>
 - Debus M, Florczak C (2022) Using party press releases and Wikipedia page view data to analyse developments and determinants of parties' issue prevalence: Evidence for the right-wing populist 'Alternative for Germany'. Research & Politics 9 (3). <https://doi.org/10.1177/20531680221116570>
 - De Sabbata S, Çöltekin A, Eccles K, Hale S, Straumann R (2021) Collaborative Visualizations for Wikipedia Critique and Activism. Proceedings of the International AAAI Conference on Web and Social Media 9 (5): 11-16. <https://doi.org/10.1609/icwsm.v9i5.14692>
 - Dieb DAA, Peschanski JA, Paixão FJd (2022) O uso da Wikiversidade no ensino do jornalismo científico: abertura, colaboração e conectivismo. Texto Livre 14 <https://doi.org/10.35699/1983-3652.2021.24935>
 - Duncan A (2020) Towards an activist research: Is Wikipedia the problem or the solution? Art Libraries Journal 45 (4): 155-161. <https://doi.org/10.1017/alj.2020.24>
 - Economist (2021) Wikipedia is 20, and its reputation has never been higher. The Economist. URL: <https://www.economist.com/international/2021/01/09/wikipedia-is-20-and-its-reputation-has-never-been-higher>
 - Edwards J (2015) Wiki Women: Bringing Women Into Wikipedia through Activism and Pedagogy. The History Teacher 48 (3): 409-436. URL: <https://www.jstor.org/stable/24810523>
 - Elia A (2018) THE LANGUAGE OF TOURISM: WIKIVOYAGE AND THE EVOLUTION OF TRAVEL GUIDES. Trakya Üniversitesi Edebiyat Fakültesi Dergisi 8 (15): 119-155. URL: <http://search.yayin-detay/271724>
 - Erickson K, Perez FR, Perez JR (2018) What is the Commons Worth?: Estimating the Value of Wikimedia Imagery by Observing Downstream Use. Proceedings of the 14th International Symposium on Open Collaboration. [ISBN 978-1-4503-5936-8]. <https://doi.org/10.1145/3233391.3233533>
 - Eurostat (2016) World heritage sites. URL: <https://ec.europa.eu/eurostat/web/experimental-statistics/world-heritage-sites>
 - Eveleth R (2013) How Much is Wikipedia Worth? Smithsonian Institution. URL: <https://www.smithsonianmag.com/smart-news/how-much-is-wikipedia-worth-704865/>
 - Falk MT, Hagsten E (2022) Digital indicators of interest in natural world heritage sites. Journal of Environmental Management 324 <https://doi.org/10.1016/j.jenvman.2022.116250>
 - Ford H (2020) Rise of the Underdog. In: Reagle J, Koerner J (Eds) Wikipedia @ 20. URL: <https://wikipedia20.mitpress.mit.edu/pub/fcgjp9ul/release/2> [ISBN 978-0-262-53817-6].
 - Friesen N, Hopkins J (2008) Wikiversity; or education meets the free culture movement: An ethnographic investigation. First Monday <https://doi.org/10.5210/fm.v13i10.2234>
 - Fukano Y, Tanaka Y, Soga M (2020) Zoos and animated animals increase public interest in and support for threatened animals. Science of The Total Environment 704 <https://doi.org/10.1016/j.scitotenv.2019.135352>
 - Gault M (2021) Why Is This Flower on Wikipedia Suddenly Getting 90 Million Hits Per Day? URL: <https://www.vice.com/en/article/qjpmx/why-is-this-flower-on-wikipedia-suddenly-getting-90-million-hits-per-day>

- Gerken J (2010) How Courts Use Wikipedia. *The Journal of Appellate Practice and Process* 11 (1): 191-227. URL: <https://lawrepository.ualr.edu/appellatepracticeprocess/vol11/iss1/8>
- Gertner J (2023) Wikipedia's Moment of Truth. *The New York Times*. URL: <https://www.nytimes.com/2023/07/18/magazine/wikipedia-ai-chatgpt.html>
- Gharbeia A (2020) Wikis as Catalysts for Activism: The Case of Arabic Wiki Gender. *Arab Reform Initiative* URL: <https://www.arab-reform.net/publication/wikis-as-catalysts-for-activism-the-case-of-arabic-wiki-gender/>
- Glavackij A, Ismail S, David DP (2023) Scientometric and Wikipedia Pageview Analysis. *Trends in Data Protection and Encryption Technologies* 243-252. https://doi.org/10.1007/978-3-031-33386-6_39
- Goldenberg R (2018) Life After Death on Wikipedia. *The Pudding*. URL: <https://pudding.cool/2018/08/wiki-death/>
- Gómez-Martínez R, Orden-Cruz C, Martínez-Navalón JG (2022) Wikipedia pageviews as investors' attention indicator for Nasdaq. *Intelligent Systems in Accounting, Finance and Management* 29 (1): 41-49. <https://doi.org/10.1002/isaf.1508>
- Guedes-Santos J, Correia R, Jepson P, Ladle R (2021) Evaluating public interest in protected areas using Wikipedia page views. *Journal for Nature Conservation* 63 <https://doi.org/10.1016/j.jnc.2021.126040>
- Guglielmi G (2018) Wikipedia's top-cited scholarly articles — revealed. *Nature* 557 (7705): 291-292. <https://doi.org/10.1038/d41586-018-05161-6>
- Haman M, Školník M, Čopík J (2021) Measuring the name recognition of politicians through Wikipedia. *Journal of Elections, Public Opinion and Parties* 34 (1): 180-189. <https://doi.org/10.1080/17457289.2021.2009485>
- Harrison S (2018) Who Updates Celebrity Deaths on Wikipedia? URL: <https://slate.com/technology/2018/08/the-people-who-update-wikipedia-pages-when-celebrities-like-aretha-franklin-die.html>
- Harrison S (2022) The Controversy Brewing on Elon Musk's Wikipedia Page. URL: <https://slate.com/technology/2022/05/elon-musk-wikipedia-page.html>
- Heald P, Erickson K, Kretschmer M (2015) The Valuation of Unprotected Works: A Case Study of Public Domain Photographs on Wikipedia. *SSRN Electronic Journal* <https://doi.org/10.2139/ssrn.2560572>
- Heilman JM, Kemmann E, Bonert M, Chatterjee A, Ragar B, Beards GM, Iberri DJ, Harvey M, Thomas B, Stomp W, Martone MF, Lodge DJ, Vondracek A, De Wolff JF, Liber C, Grover SC, Vickers TJ, Meskó B, Laurent MR (2011) Wikipedia: A Key Tool for Global Public Health Promotion. *Journal of Medical Internet Research* 13 (1). <https://doi.org/10.2196/jmir.1589>
- Heilman JM, West AG (2015) Wikipedia and Medicine: Quantifying Readership, Editors, and the Significance of Natural Language. *Journal of Medical Internet Research* 17 (3). <https://doi.org/10.2196/jmir.4069>
- Hellmann S, Frey J, Hofer M, Dojchinovski M, Węcel K, Lewoniewski W (2021) Towards a Systematic Approach to Sync Factual Data across Wikipedia, Wikidata and External Data Sources. *CEUR Workshop Proceedings* 2836 URL: <https://bazawiedzy.ue.poznan.pl/info/article/UEP320b94a10d07467eaf72ff205c9f833a/>
- Hinkis R (2020) How Wikipedia Lost 3 Billion Organic Search Visits To Google in 2019. *Similarweb*. URL: <https://www.similarweb.com/blog/marketing/sem-ppc/wikipedia-analysis/>

- Hobbs W, Roberts M (2018) How Sudden Censorship Can Increase Access to Information. *American Political Science Review* 112 (3): 621-636. <https://doi.org/10.1017/S0003055418000084>
- Jabaley C, Groff R, Barnes T, Caridi-Scheible M, Blum J, O'Reilly-Shah V (2019) Sepsis information-seeking behaviors via Wikipedia between 2015 and 2018: A mixed methods retrospective observational study. *PLOS ONE* 14 (8). <https://doi.org/10.1371/journal.pone.0221596>
- Jahangir R (2020) [Wikipedia breaks five-year record with high traffic in pandemic](https://www.dawn.com/news/1551521) . <https://www.dawn.com/news/1551521>. Accessed on: 2023-3-01.
- Jemielniak D (2014) *Common knowledge? an ethnography of Wikipedia*. Stanford University Press, Stanford, California.
- Johnson I, Lemmerich F, Sáez-Trumper D, West R, Strohmaier M, Zia L (2021a) Global Gender Differences in Wikipedia Readership. *Proceedings of the International AAAI Conference on Web and Social Media* 15: 254-265. <https://doi.org/10.1609/icwsm.v15i1.18058>
- Johnson I, Perry N, Gordon K, team IapoteSP, Partnerships WoR, Katz J, Foundation FDoPatW (2021b) Searching for Wikipedia: DuckDuckGo and the Wikimedia Foundation share new research on how people use search engines to get to Wikipedia. URL: <https://diff.wikimedia.org/2021/09/23/searching-for-wikipedia-duckduckgo-and-the-wikimedia-foundation-share-new-research-on-how-people-use-search-engines-to-get-to-wikipedia/>
- Kämpf M, Tessenow E, Kenett D, Kantelhardt J (2015) The Detection of Emerging Trends Using Wikipedia Traffic Data and Context Networks. *PLOS ONE* 10 (12). <https://doi.org/10.1371/journal.pone.0141892>
- Kaplan A, Haenlein M (2010) Users of the world, unite! The challenges and opportunities of Social Media. *Business Horizons* 53 (1): 59-68. <https://doi.org/10.1016/j.bushor.2009.09.003>
- Khadivi P, Ramakrishnan N (2016) Wikipedia in the Tourism Industry: Forecasting Demand and Modeling Usage Behavior. *Proceedings of the AAAI Conference on Artificial Intelligence* 30 (2): 4016-4021. <https://doi.org/10.1609/aaai.v30i2.19078>
- Khatri S, Shaw A, Dasgupta S, Hill BM (2022) The social embeddedness of peer production: A comparative qualitative analysis of three Indian language Wikipedia editions. *CHI Conference on Human Factors in Computing Systems*. [ISBN 978-1-4503-9157-3]. <https://doi.org/10.1145/3491102.3501832>
- Kinney MO, Brigo F (2020) What can Google Trends and Wikipedia-Pageview analysis tell us about the landscape of epilepsy surgery over time? *Epilepsy & Behavior* 103 <https://doi.org/10.1016/j.yebeh.2019.106533>
- Knowledge at Wharton Podcast (2006) Can Wikipedia Survive Its Own Success? Wharton School. URL: <https://knowledge.wharton.upenn.edu/article/can-wikipedia-survive-its-own-success/>
- Konieczny P (2009) Wikipedia: Community or social movement? *Interface: a journal for and about social movements* URL: <https://hal.science/hal-01580966>
- Konieczny P (2010) Adhocratic Governance in the Internet Age: A Case of Wikipedia. *Journal of Information Technology & Politics* 7 (4): 263-283. <https://doi.org/10.1080/19331681.2010.489408>
- Kuhne M, Creel G (2012) Wikipedia, "the People Formerly Known as the Audience," and First-Year Writing. URL: <https://library.ncte.org/journals/tetyc/issues/v40-2/21850>

- Kumar S, West R, Leskovec J (2016) Disinformation on the Web. Proceedings of the 25th International Conference on World Wide Web <https://doi.org/10.1145/2872427.2883085>
- Kutz J (2022) Digital activists are using Wikipedia to change the narrative around women and climate work. URL: <https://19thnews.org/2022/06/digital-activists-wikipedia-changing-narrative-climate-work/>
- Lawler C (2008) Action research as a congruent methodology for understanding wikis: the case of Wikiversity. Journal of Interactive Media in Education 2008 (1). <https://doi.org/10.5334/2008-6>
- Lehmann J, Müller-Birn C, Laniado D, Lalmas M, Kaltenbrunner A (2014) Reader preferences and behavior on Wikipedia. Proceedings of the 25th ACM conference on Hypertext and social media. [ISBN 978-1-4503-2954-5]. <https://doi.org/10.1145/2631775.2631805>
- Leinonen T, Vadén T, Suoranta J (2009) Learning in and with an open wiki project: Wikiversity's potential in global capacity building. First Monday <https://doi.org/10.5210/fm.v14i2.2252>
- Lemmerich F, Sáez-Trumper D, West R, Zia L (2019) Why the World Reads Wikipedia: Beyond English Speakers. Proceedings of the Twelfth ACM International Conference on Web Search and Data Mining. [ISBN 978-1-4503-5940-5]. <https://doi.org/10.1145/3289600.3291021>
- Lewandowski D, Spree U (2011) Ranking of Wikipedia articles in search engines revisited: Fair ranking for reasonable quality? Journal of the American Society for Information Science and Technology 62 (1): 117-132. <https://doi.org/10.1002/asi.21423>
- Lewoniewski W, Węcel K, Abramowicz W (2017) Relative Quality and Popularity Evaluation of Multilingual Wikipedia Articles. Informatics 4 (4). <https://doi.org/10.3390/informatics4040043>
- Lih A (2009) The Wikipedia Revolution: How a Bunch of Nobodies Created the World's Greatest Encyclopedia. Aurum Press, 288 pp. [ISBN 978-1845134730]
- Logan D, Sandal M, Gardner P, Manske M, Bateman A (2010) Ten Simple Rules for Editing Wikipedia. PLoS Computational Biology 6 (9). <https://doi.org/10.1371/journal.pcbi.1000941>
- Luyt B (2021) A new kind of travel guide or more of the same? Wikivoyage and Cambodia. Online Information Review 45 (2): 356-371. <https://doi.org/10.1108/OIR-03-2020-0104>
- Maggio L, Willinsky J, Steinberg R, Mietchen D, Wass J, Dong T (2017) Wikipedia as a gateway to biomedical research: The relative distribution and use of citations in the English Wikipedia. PLOS ONE 12 (12). <https://doi.org/10.1371/journal.pone.0190046>
- Maggio LA, Steinberg RM, Piccardi T, Willinsky JM (2020) Reader engagement with medical content on Wikipedia. eLife 9 <https://doi.org/10.7554/eLife.52426>
- Mahroum N, Bragazzi NL, Sharif K, Gianfredi V, Nucci D, Rosselli R, Brigo F, Adawi M, Amital H, Watad A (2018) Leveraging Google Trends, Twitter, and Wikipedia to Investigate the Impact of a Celebrity's Death From Rheumatoid Arthritis. JCR: Journal of Clinical Rheumatology 24 (4): 188-192. <https://doi.org/10.1097/RHU.0000000000000692>
- Marwick B, Smith P (2021) World Heritage sites on Wikipedia: Cultural heritage activism in a context of constrained agency. Big Data & Society 8 (1). <https://doi.org/10.1177/20539517211017304>
- McIntosh S (2008) COLLABORATION, CONSENSUS, AND CONFLICT: Negotiating news the wiki way. Journalism Practice 2 (2): 197-211. <https://doi.org/10.1080/17512780801999360>

- McMahon C, Johnson I, Hecht B (2017) The Substantial Interdependence of Wikipedia and Google: A Case Study on the Relationship Between Peer Production Communities and Information Technologies. *Proceedings of the International AAAI Conference on Web and Social Media* 11 (1): 142-151. <https://doi.org/10.1609/icwsm.v11i1.14883>
- Mehdi M, Okoli C, Mesgari M, Nielsen FÅ, Lanamäki A (2017) Excavating the mother lode of human-generated text: A systematic review of research that uses the wikipedia corpus. *Information Processing & Management* 53 (2): 505-529. <https://doi.org/10.1016/j.ipm.2016.07.003>
- Meier F (2024) Using Wikipedia Pageview Data to Investigate Public Interest in Climate Change at a Global Scale. *ACM Web Science Conference* <https://doi.org/10.1145/3614419.3644007>
- Mestyán M, Yasseri T, Kertész J (2013) Early Prediction of Movie Box Office Success Based on Wikipedia Activity Big Data. *PLoS ONE* 8 (8). <https://doi.org/10.1371/journal.pone.0071226>
- Meyer C (2022) "If You Want to Change the World, Edit Wikipedia": Mitigating the Gender Gap and Systemic Bias on Wikipedia. URL: <https://digital.lib.uidaho.edu/digital/collection/etd/id/2091/rec/1>
- Miquel-Ribé M (2021) User Engagement on Wikipedia, A Review of Studies of Readers and Editors. *Proceedings of the International AAAI Conference on Web and Social Media* 9 (5): 67-74. <https://doi.org/10.1609/icwsm.v9i5.14695>
- Mittermeier J, Roll U, Matthews T, Grenyer R (2019) A season for all things: Phenological imprints in Wikipedia usage and their relevance to conservation. *PLOS Biology* 17 (3). <https://doi.org/10.1371/journal.pbio.3000146>
- Mittermeier J, Correia R, Grenyer R, Toivonen T, Roll U (2021a) Using Wikipedia to measure public interest in biodiversity and conservation. *Conservation Biology* 35 (2): 412-423. <https://doi.org/10.1111/cobi.13702>
- Mittermeier J, Roll U, Matthews T, Correia R, Grenyer R (2021b) Birds that are more commonly encountered in the wild attract higher public interest online. *Conservation Science and Practice* 3 (5). <https://doi.org/10.1111/csp2.340>
- Miz V, Hanna J, Aspert N, Ricaud B, Vanderghenst P (2020) What is Trending on Wikipedia? Capturing Trends and Language Biases Across Wikipedia Editions. *Companion Proceedings of the Web Conference 2020*. [ISBN 978-1-4503-7024-0]. <https://doi.org/10.1145/3366424.3383567>
- Mondia M, Espiritu A, Jamora R (2022) Brain Tumor Infodemiology: Worldwide Online Health-Seeking Behavior Using Google Trends and Wikipedia Pageviews. *Frontiers in Oncology* 12 <https://doi.org/10.3389/fonc.2022.855534>
- Montez N (2017) Decolonizing Wikipedia through Advocacy and Activism: The Latina/o Theatre Wikiturgy Project. *Theatre Topics* 27 (1). <https://doi.org/10.1353/ft.2017.0012>
- Moyer D, Carson S, Dye T, Carson R, Goldbaum D (2021) Determining the Influence of Reddit Posts on Wikipedia Pageviews. *Proceedings of the International AAAI Conference on Web and Social Media* 9 (5): 75-82. <https://doi.org/10.1609/icwsm.v9i5.14700>
- Muller-Spitzer C, Wolfer S, Kopenig A (2015) Observing Online Dictionary Users: Studies Using Wiktionary Log Files. *International Journal of Lexicography* 28 (1): 1-26. <https://doi.org/10.1093/ijl/ecu029>
- Murgu C, Ivings K (2019) "Blind Trust is Not Enough": Considering Practical Verifiability and Open Referencing in Wikipedia. *Journal of Critical Library and Information Studies* 2 (2). <https://doi.org/10.24242/jclis.v2i2.62>

- Naik H, Johnson MDD, Johnson MR (2021) Internet Interest in Colon Cancer Following the Death of Chadwick Boseman: Infoveillance Study. *Journal of Medical Internet Research* 23 (6). <https://doi.org/10.2196/27052>
- Nolan G, Kane A, Fernández-Bellón D (2022) Natural history films generate more online interest in depicted species than in conservation messages. *People and Nature* 4 (3): 816-825. <https://doi.org/10.1002/pan3.10319>
- Novet J (2013) How studying Wikipedia page views can help make money. *USA Today*. URL: <https://www.usatoday.com/story/tech/2013/05/09/wikipedia-page-views-gigaom/2146555/>
- Okoli C, Mehdi M, Mesgari M, Nielsen FÅ, Lanamäki A (2014) Wikipedia in the eyes of its beholders: A systematic review of scholarly research on Wikipedia readers and readership: Wikipedia in the Eyes of Its Beholders. *Journal of the Association for Information Science and Technology* 65 (12): 2381-2403. <https://doi.org/10.1002/asi.23162>
- O'Sullivan D (2016) *Wikipedia: A New Community of Practice?* Routledge [ISBN 9781315547183] <https://doi.org/10.4324/9781315547183>
- Peoples L (2009) THE CITATION OF WIKIPEDIA IN JUDICIAL OPINIONS. *Yale Journal of Law and Technology* 2009 (1). URL: <http://hdl.handle.net/20.500.13051/7765>
- Perez JC (2007) Wikipedia Breaks Into U.S. Top 10 Sites. <https://web.archive.org/web/20121007061557/https://www.pcworld.com/article/129135/article.html>. URL: <https://www.pcworld.com/article/129135/article.html>
- Petrucco C, Ferranti C (2020) Wikipedia as OER: the "Learning with Wikipedia" project. *Journal of e-Learning and Knowledge Society* <https://doi.org/10.20368/1971-8829/1135322>
- Philips A (2015) An activist approach to Wikipedia inspires student engagement. URL: <https://www.universityaffairs.ca/career-advice/career-advice-article/an-activist-approach-to-wikipedia-inspires-student-engagement/>
- Piccardi T, Redi M, Colavizza G, West R (2020) Quantifying Engagement with Citations on Wikipedia. *Proceedings of the Web Conference 2020* 2365-2376. <https://doi.org/10.1145/3366423.3380300>
- Piccardi T, Redi M, Colavizza G, West R (2021) On the Value of Wikipedia as a Gateway to the Web. *Proceedings of the Web Conference 2021* 249-260. <https://doi.org/10.1145/3442381.3450136>
- Piccardi T, Gerlach M, Arora A, West R (2023) A Large-Scale Characterization of How Readers Browse Wikipedia. *ACM Transactions on the Web* <https://doi.org/10.1145/3580318>
- Piccardi T, Gerlach M, West R (2024) Curious Rhythms: Temporal Regularities of Wikipedia Consumption. *Proceedings of the International AAAI Conference on Web and Social Media* 18: 1249-1261. <https://doi.org/10.1609/icwsm.v18i1.31386>
- Priedhorsky R, Chen J, Lam S, Panciera K, Terveen L, Riedl J (2007) Creating, destroying, and restoring value in wikipedia. *Proceedings of the 2007 international ACM conference on Conference on supporting group work - GROUP '07*. [ISBN 978-1-59593-845-9]. <https://doi.org/10.1145/1316624.1316663>
- Proffitt M (Ed.) (2018) *Leveraging Wikipedia: Connecting Communities of Knowledge*. 1. American Library Association, Chicago, 263 pp. URL: https://www.oclc.org/content/dam/research/publications/2018/Proffitt_LeveragingWikipedia.pdf [ISBN 978-0-8389-1733-6]
- Rama D, Piccardi T, Redi M, Schifanella R (2022) A large scale study of reader interactions with images on Wikipedia. *EPJ Data Science* 11 (1). <https://doi.org/10.1140/epjds/s13688-021-00312-8>

- Rasberry L, Willighagen E, Nielsen F, Mietchen D (2019) Robustifying Scholia: paving the way for knowledge discovery and research assessment through Wikidata. *Research Ideas and Outcomes* 5 <https://doi.org/10.3897/rio.5.e35820>
- Rasberry L (2022) Four things to know about LGBT+ Activism on Wikipedia, with Lane Rasberry. URL: <https://datascience.virginia.edu/news/four-things-know-about-lgbt-activism-wikipedia-lane-rasberry>
- Rasberry L (2024) Readership of Wikipedia. Zotero. Release date: 2024-9-28. URL: https://www.zotero.org/groups/5685924/readership_of_wikipedia/library
- Rauwerda A (2022) Why is Cleopatra constantly trending on Wikipedia? URL: <https://www.inverse.com/input/culture/why-cleopatra-trending-wikipedia>
- Rodi GC, Loreto V, Tria F (2017) Search strategies of Wikipedia readers. *PLOS ONE* 12 (2). <https://doi.org/10.1371/journal.pone.0170746>
- Roll U, Mittermeier J, Diaz G, Novosolov M, Feldman A, Itescu Y, Meiri S, Grenyer R (2016) Using Wikipedia page views to explore the cultural importance of global reptiles. *Biological Conservation* 204: 42-50. <https://doi.org/10.1016/j.biocon.2016.03.037>
- Sáez T, Hogan A (2018) Automatically Generating Wikipedia Info-boxes from Wikidata. Companion of the The Web Conference 2018 on The Web Conference 2018 - WWW '18. [ISBN 978-1-4503-5640-4]. <https://doi.org/10.1145/3184558.3191647>
- Salutari F, Hora DD, Dubuc G, Rossi D (2020) Analyzing Wikipedia Users' Perceived Quality of Experience: A Large-Scale Study. *IEEE Transactions on Network and Service Management* 17 (2): 1082-1095. <https://doi.org/10.1109/tnsm.2020.2978685>
- Sciascia S, Radin M (2017) What can Google and Wikipedia can tell us about a disease? Big Data trends analysis in Systemic Lupus Erythematosus. *International Journal of Medical Informatics* 107: 65-69. <https://doi.org/10.1016/j.ijmedinf.2017.09.002>
- Sentilles S (2014) Writing Her In: Wikipedia As Feminist Activism. URL: <https://msmagazine.com/2014/05/21/writing-her-in-wikipedia-as-feminist-activism/>
- Sepulveda V (2022) Wikipedia has no clue why everyone is reading this French article. URL: <https://www.sfgate.com/tech/article/french-article-dominates-wikipedia-views-17643418.php>
- Sharma B (2021) Top Wikipedia Pages Of 2021: This Year's 10 Most Visited Articles. *The Times of India*. URL: <https://www.indiatimes.com/technology/news/top-10-wikipedia-pages-2021-557565.html>
- Shiels M (2009) Web slows after Jackson's death. BBC. URL: <http://news.bbc.co.uk/2/hi/technology/8120324.stm>
- Signorelli S, Reis F, Biffignandi S (2016) What attracts tourists while planning for a journey? An analysis of three cities through Wikipedia page views. In: Demunter C (Ed.) 14th Global Forum on Tourism Statistics'. Global Forum on Tourism Statistics, Venice, Italy, 23-25 November 2016.
- Simons A, Kircheis W, Schmidt M, Potthast M, Stein B (2024) Who are the "Heroes of CRISPR"? Public science communication on Wikipedia and the challenge of micro-notability. *Public Understanding of Science* <https://doi.org/10.1177/09636625241229923>
- Singer P, Lemmerich F, West R, Zia L, Wulczyn E, Strohmaier M, Leskovec J (2017) Why We Read Wikipedia. Proceedings of the 26th International Conference on World Wide Web. [ISBN 978-1-4503-4913-0]. <https://doi.org/10.1145/3038912.3052716>
- Sisley D (2017) Why hundreds of activists are mass-editing Wikipedia this weekend. *Huck Magazine*. URL: <https://www.huckmag.com/perspectives/activism-2/hundreds-activists-mass-editing-wikipedia-weekend/>

- Smith B, Gustafson A (2017) Using Wikipedia to Predict Election Outcomes. Public Opinion Quarterly 81 (3): 714-735. <https://doi.org/10.1093/poq/nfx007>
- Smith D (2020) Situating Wikipedia as a health information resource in various contexts: A scoping review. PLOS ONE 15 (2). <https://doi.org/10.1371/journal.pone.0228786>
- Smith D (2023) It's Time to Recognize Wikipedia as a Health Information Resource. Journal of Consumer Health on the Internet 27 (2): 210-220. <https://doi.org/10.1080/15398285.2023.2211498>
- Spoerri A (2007) What is popular on Wikipedia and why? First Monday <https://doi.org/10.5210/fm.v12i4.1765>
- Steiner T, Van Hooland S, Summers E (2013) MJ no more: using concurrent wikipedia edit spikes with social network plausibility checks for breaking news detection. Proceedings of the 22nd International Conference on World Wide Web. [ISBN 978-1-4503-2038-2]. <https://doi.org/10.1145/2487788.2488049>
- Stopera M (2020) The 40 Most Read Wikipedia Pages Of 2020. Buzzfeed. URL: <https://www.buzzfeed.com/mjs538/most-read-wikipedia-pages>
- Szajewski M (2013) Using Wikipedia to Enhance the Visibility of Digitized Archival Assets. D-Lib Magazine 19 (3/4). <https://doi.org/10.1045/march2013-szajewski>
- TeBlunthuis N, Bayer T, Vasileva O (2019) Dwelling on Wikipedia: investigating time spent by global encyclopedia readers. Proceedings of the 15th International Symposium on Open Collaboration. [ISBN 978-1-4503-6319-8]. <https://doi.org/10.1145/3306446.3340829>
- Telli Ş, Chen H (2021) Multifractal behavior relationship between crypto markets and Wikipedia-Reddit online platforms. Chaos, Solitons & Fractals 152 <https://doi.org/10.1016/j.chaos.2021.111331>
- The American Cultures Center (2020) How Wikipedia Can Influence Social Action in a BIG Way. University of California, Berkeley. URL: <https://americancultures.berkeley.edu/faculty/teaching-resources/wiki-social-action>
- Thomer A, Vaidya G, Guralnick R, Bloom D, Russell L (2012) From documents to datasets: A MediaWiki-based method of annotating and extracting species observations in century-old field notebooks. ZooKeys 209: 235-253. <https://doi.org/10.3897/zookeys.209.3247>
- Thompson N, Flanagan B, Richardson E, McKenzie B, Luo X (2022) Trial by Internet: A Randomized Field Experiment on Wikipedia's Influence on Judges' Legal Reasoning. SSRN Electronic Journal <https://doi.org/10.2139/ssrn.4174200>
- Thorsen E (2008) Journalistic objectivity redefined? Wikinews and the neutral point of view. New Media & Society 10 (6): 935-954. <https://doi.org/10.1177/1461444808096252>
- Tizzoni M, Panisson A, Paolotti D, Cattuto C (2020) The impact of news exposure on collective attention in the United States during the 2016 Zika epidemic. PLOS Computational Biology 16 (3). <https://doi.org/10.1371/journal.pcbi.1007633>
- Vallance C (2023) Wikipedia criticises 'harsh' new Online Safety Bill plans. BBC News. URL: <https://www.bbc.com/news/technology-64285220>
- Vallance C, Gerken T (2023) Wikipedia will not perform Online Safety Bill age checks. BBC News. URL: <https://www.bbc.com/news/technology-65388255>
- Viegas F (2007) The Visual Side of Wikipedia. 2007 40th Annual Hawaii International Conference on System Sciences (HICSS'07)85-85. <https://doi.org/10.1109/hicss.2007.559>

- Wales J (2006) The birth of Wikipedia. TED. URL: https://www.ted.com/talks/jimmy_wales_the_birth_of_wikipedia
- Wei P, Wang N (2016) Wikipedia and Stock Return. Proceedings of the 25th International Conference Companion on World Wide Web - WWW '16 Companion <https://doi.org/10.1145/2872518.2890089>
- Wexelbaum R (2019) Chapter 5 Coming Out of the Closet: Librarian Advocacy to Advance LGBTQ+ Wikipedia Engagement. In: Mehra B (Ed.) Advances in Librarianship. 45. URL: <https://www.emerald.com/insight/content/doi/10.1108/S0065-283020190000045011/full/html> [ISBN 978-1-78756-474-9 978-1-78756-473-2].
- Wikimedia Analytics (2024) Research:Page view. https://meta.wikimedia.org/wiki/Research:Page_view. Accessed on: 2024-9-27.
- Wikimedia Analytics, Wulczyn E, Taraborelli D (2024) Research:Wikipedia clickstream. https://meta.wikimedia.org/wiki/Research:Wikipedia_clickstream. Accessed on: 2024-9-27.
- Wikimedia Foundation (2017) Wikimedia Foundation 2016-2017 Annual Report. Wikimedia Foundation. URL: <https://annual.wikimedia.org/2017/>
- Willshaw G (2021) Wikisource as a tool for OCR transcription correction: the National Library of Scotland's response to COVID-19. Information Services <https://doi.org/10.7488/ERA/1402>
- Wodinsky S (2020) 2020's Most Popular Wikipedia Pages: Pandemics, Politics, And Parasite. Gizmodo. URL: <https://gizmodo.com/2020s-most-popular-wikipedia-pages-pandemics-politics-1845956930>
- Xing J, Vetter M (2020) Editing for equity: Understanding instructor motivations for integrating cross-disciplinary Wikipedia assignments. First Monday <https://doi.org/10.5210/fm.v25i6.10575>
- Yang Y, Lu S, Zhao H, Ju X (2020) Predicting Monthly Pageview of Wikipedia Pages by Neighbor Pages. Proceedings of the 2020 3rd International Conference on Big Data Technologies <https://doi.org/10.1145/3422713.3422745>
- Yasseri T, Bright J (2016) Wikipedia traffic data and electoral prediction: towards theoretically informed models. EPJ Data Science 5 (1). <https://doi.org/10.1140/epjds/s13688-016-0083-3>
- Zhang AF, Wang R, Blohm E, Budak C, Robert Jr. L, Romero D (2019) Participation of New Editors after Times of Shock on Wikipedia. Proceedings of the International AAAI Conference on Web and Social Media 13: 560-571. <https://doi.org/10.1609/icwsm.v13i01.3253>



Figure 1.

This screenshot of Wikipedia's "Pageviews Analysis" tool shows increasing traffic for the Wikipedia article titled "2019-20 coronavirus pandemic", from 1 January 2020 until 24 March 2020. The published documentation of [Wikipedia coverage of the COVID-19 pandemic](#) was developed enough for Wikipedia editors to document it as its own Wikipedia article. This image is public domain as documented in Wikimedia Commons at https://commons.wikimedia.org/wiki/File:Pageviews_Analysis_2019-20_coronavirus_pandemic_24_March_2020.png.



WE ARE
BILLIONS OF READERS
MILLIONS OF DONORS
THOUSANDS OF VOLUNTEERS
HUNDREDS OF AFFILIATES
AND PARTNERS

Figure 2.

The *Wikimedia Foundation 2016-2017 Annual Report* states, "We are billions of readers, millions of donors, thousands of volunteers, hundreds of affiliates and partners." This image is public domain as documented in Wikimedia Commons at https://commons.wikimedia.org/wiki/File:Wikimedia_Foundation_2016-2017_Annual_Report_billions_of_readers_detail.png

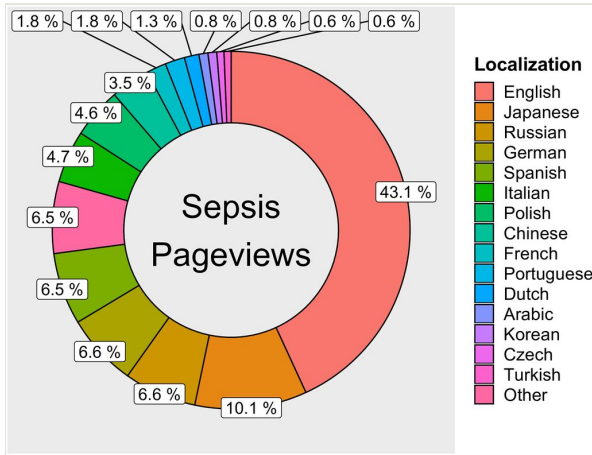


Figure 3.

English, Japanese, Russian, and German language versions of Wikipedia had the most pageviews to the article "sepsis" over the years 2015-18 (Jabaley et al. 2019). This image is public domain as documented in Wikimedia Commons at https://commons.wikimedia.org/wiki/File:Wikipedia_traffic_to_article_for_sepsis_2015-2018.png.

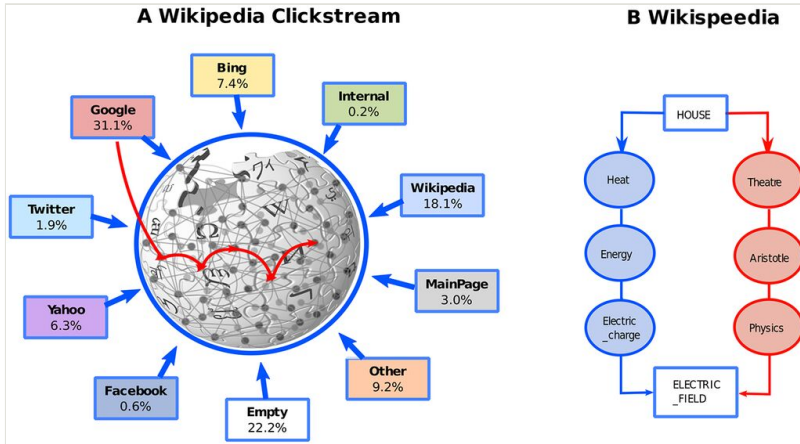


Figure 4.

Readers often enter Wikipedia through search engines. Once in Wikipedia, they click links in Wikipedia articles to access other, related Wikipedia articles (Rodi et al. 2017).

The Signpost

← **BACK TO**
CONTENTS

VIEW LATEST
ISSUE

10 January 2024

Traffic report

The most viewed articles of 2023

Figure 5.

This panel from Wikipedia's newspaper, *The Signpost*, shows the January 2024 "[Traffic report](#)". Articles in this report often mirror popular topics in the media. This image is public domain as documented in Wikimedia Commons at https://commons.wikimedia.org/wiki/File:Wikipedia_Signpost_2024-01-10_Traffic_report_-_title.png.

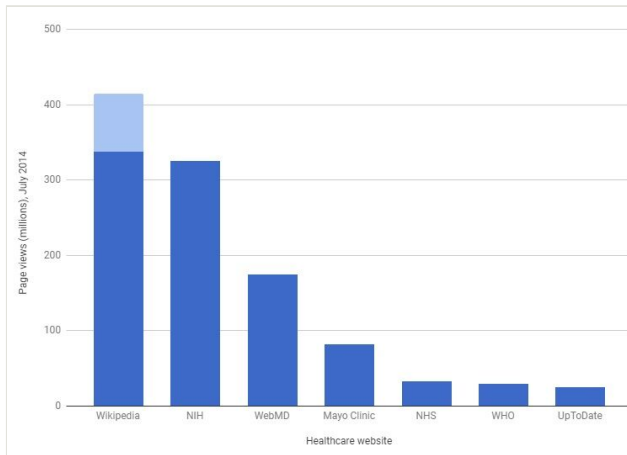


Figure 6.

An analysis in 2015 found that Wikipedia's medical information was more popular as measured by pageview data than the media offerings of other healthcare websites (Heilman and West 2015). This image is public domain as documented in Wikimedia Commons at https://commons.wikimedia.org/wiki/File:Pageviews_to_healthcare_websites_2014.jpg.



Figure 7.

Data indicates that readers use Wikipedia as a gateway to accessing information resources elsewhere (Maggio et al. 2017, Piccardi et al. 2021). This image by Tiziano Piccardi is shared with a [Creative Commons Attribution 4.0 International](https://creativecommons.org/licenses/by/4.0/) license as documented on Wikimedia Commons at <https://commons.wikimedia.org/w/index.php?title=File:TizianoWikipediaGateway.pdf&page=17>.

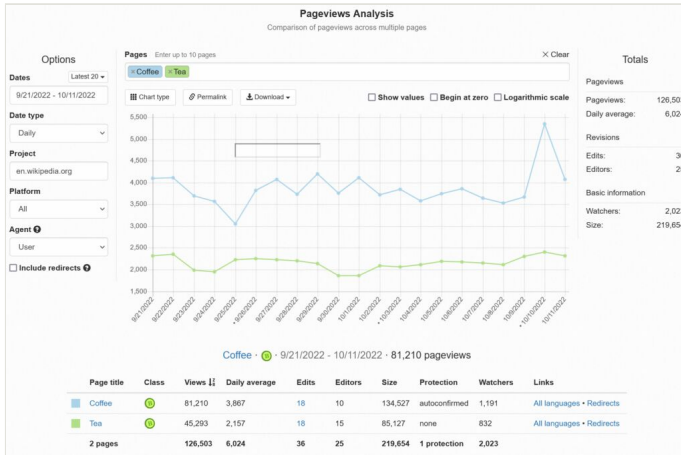


Figure 8.

The [Pageviews Analysis](#) tool is a Wikimedia web tool which gives [pageview](#) data for Wikipedia articles. Depicted here is a comparative data visualization showing that over a time period, more Wikipedia readers viewed the article for "Coffee" as compared to the one for "Tea". This image is public domain as documented in Wikimedia Commons at [https://commons.wikimedia.org/wiki/File:Pageviews Analysis - coffee versus tea.png](https://commons.wikimedia.org/wiki/File:Pageviews_Analysis_-_coffee_versus_tea.png)