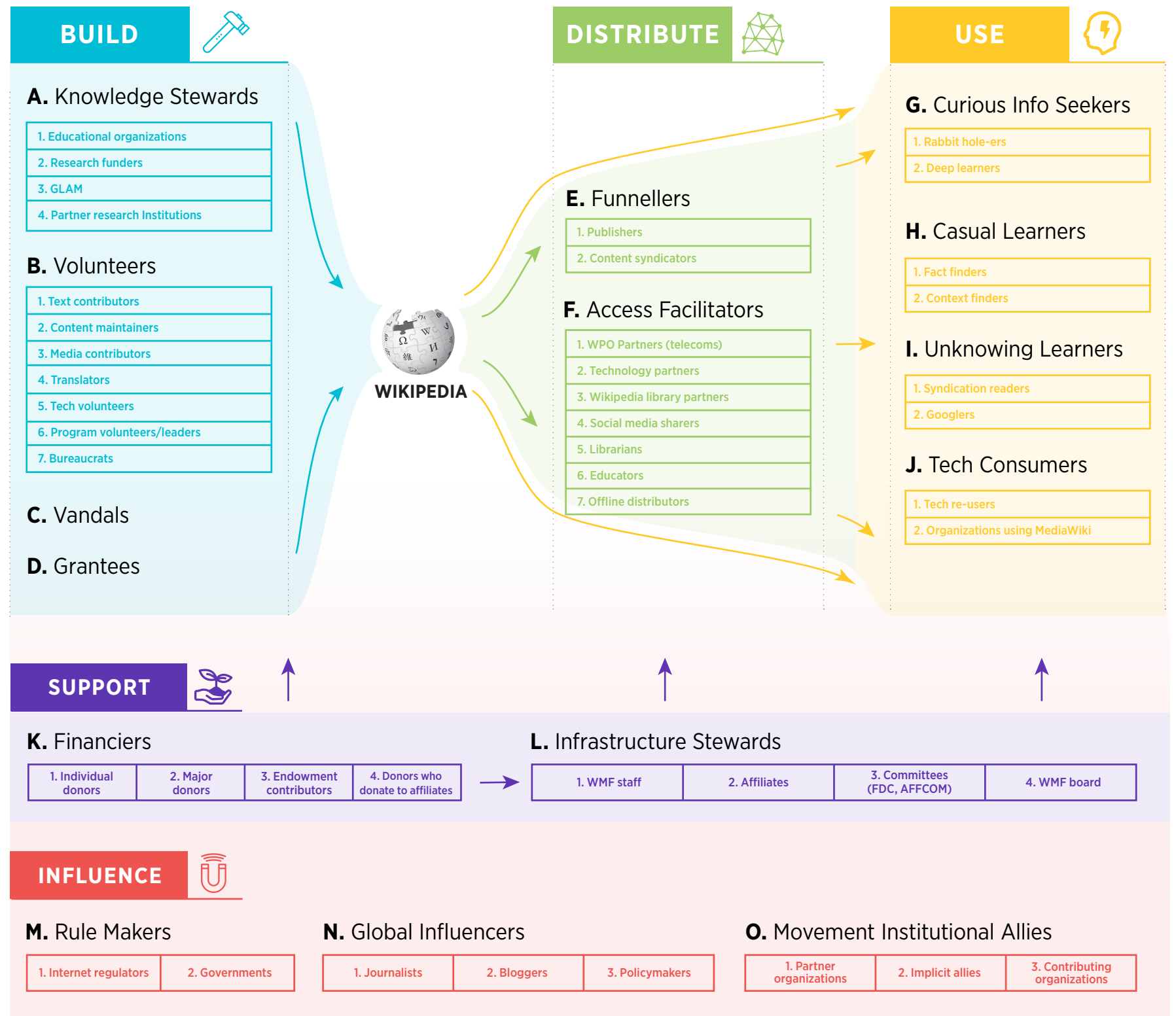


# Audience Map: Current Understanding

This map is a reflection of how we currently describe our ecosystem of audiences, including end users, intermediaries, and movement audiences. It maps audiences based on their role in the Wikipedia production flow—how they develop, maintain, and/or use Wikipedia. It defines audiences based on a functional and one-dimensional understanding, which may be constraining when determining how to better serve audiences.

*Note:* This map is not a scientific representation of our audiences and should be considered as a living document.



Created by the Wikimedia Foundation with the support of Reboot.



## A. Knowledge Stewards

These institutions share their resources with the world through collaborative projects with experienced Wikipedia editors and Wikimedia staff members.

## B. Volunteers

Every month roughly 80,000 people edit Wikipedia and its sister projects, collectively creating, improving, and maintaining its nearly 40 million articles across hundreds of languages—this combined effort makes Wikipedia one of the most popular web properties in the world.

## C. Vandals

People who edit the projects in ways that are intentionally disruptive.

## D. Grantees

Individuals or small teams who organize, build, create, research, or facilitate something that enhances the work of Wikimedia's volunteers.

## E. Funnellers

Institutions that indirectly help deliver or distribute the content of Wikipedia and its sister projects.

## F. Access Facilitators

Institutions that directly help deliver or distribute the content of Wikipedia and its sister projects.

## G. Curious Info Seekers

Individuals who come to Wikipedia and want to dive deeply into a subject for a variety of reasons.

## H. Casual Learners

Individuals who come to Wikipedia for shallow information needs (fact-lookup and overview) rather than for deep information needs.

## I. Unknowing Learners

Individuals who access Wikipedia and its sister platforms' content on or through a third party, and who may not realize they're reading material from Wikipedia and/or other sites.

## J. Tech Consumers

Institutions or individuals that use the technical products that fall under the Wikimedia umbrella.

## K. Financiers

Millions of people around the world help sustain Wikipedia and its sister projects. We also receive donations through institutional grants and gifts.

## L. Infrastructure Stewards

We support Wikipedia, the Wikimedia sites, and the volunteers who contribute to them. We help bring new knowledge online, lower barriers to access, and make it easier for everyone to share what they know.

## M. Rule Makers

The institutions and legal regulatory bodies that govern telecommunication systems and the Internet.

## N. Global Influencers

People who have the ability to amplify our work and connect us to audiences around the globe through their own work or through their decisions that affect free knowledge on Wikipedia and beyond.

## O. Movement Institutional Allies

Organizations that share similar values, are working on similar policy spaces, or provide movement or mission-based support.

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