

knowledge comes through sharing



Questions on Wikipedia by Wikimedia Deutschland e.V.

presented by Barbara Fischer
Nov 2013

picture: Adam & Eve by Albrecht Dürer [Public domain], via
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WIKIMEDIA
DEUTSCHLAND

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Samstag, 9. November 13

My name is Barbara Fischer and I work as curator for cultural partnerships at Wikimedia Deutschland. I would like to **thank You** for giving me the opportunity to share my thoughts with You.

Eve's message from remote times: KNOWLEDGE COMES THROUGH SHARING. The story goes that knowledge is risky, but let's take that risk.

Before we start: Wikimedia Deutschland is not identical to the Wikimedia Foundation. There might be other questions in San Francisco than those in Berlin. Some of the questions presented in this talk might not be new and even research might have been done. I do apologize before hand for my ignorance. But please correct in case I am wrong, but is Your research you have presented in this workshop published under open access conditions? I would like to invite You to publish Your slides and Your tools and take advantage of the potentials of the Wikimedia universe.

Let me introduce to you some of the **question** we have in Berlin. I have grouped them in **5 clusters**: the Wikipedia itself, other Wikimedia projects, the Wikipedian, other external contributors and the reader. The talk is rather a snapshot on what we would like to know.

<http://listen.hatnote.com/>

We can even listen to Wikipedia.

screen shot of hatnote.com



We know a lot on Wikipedia.



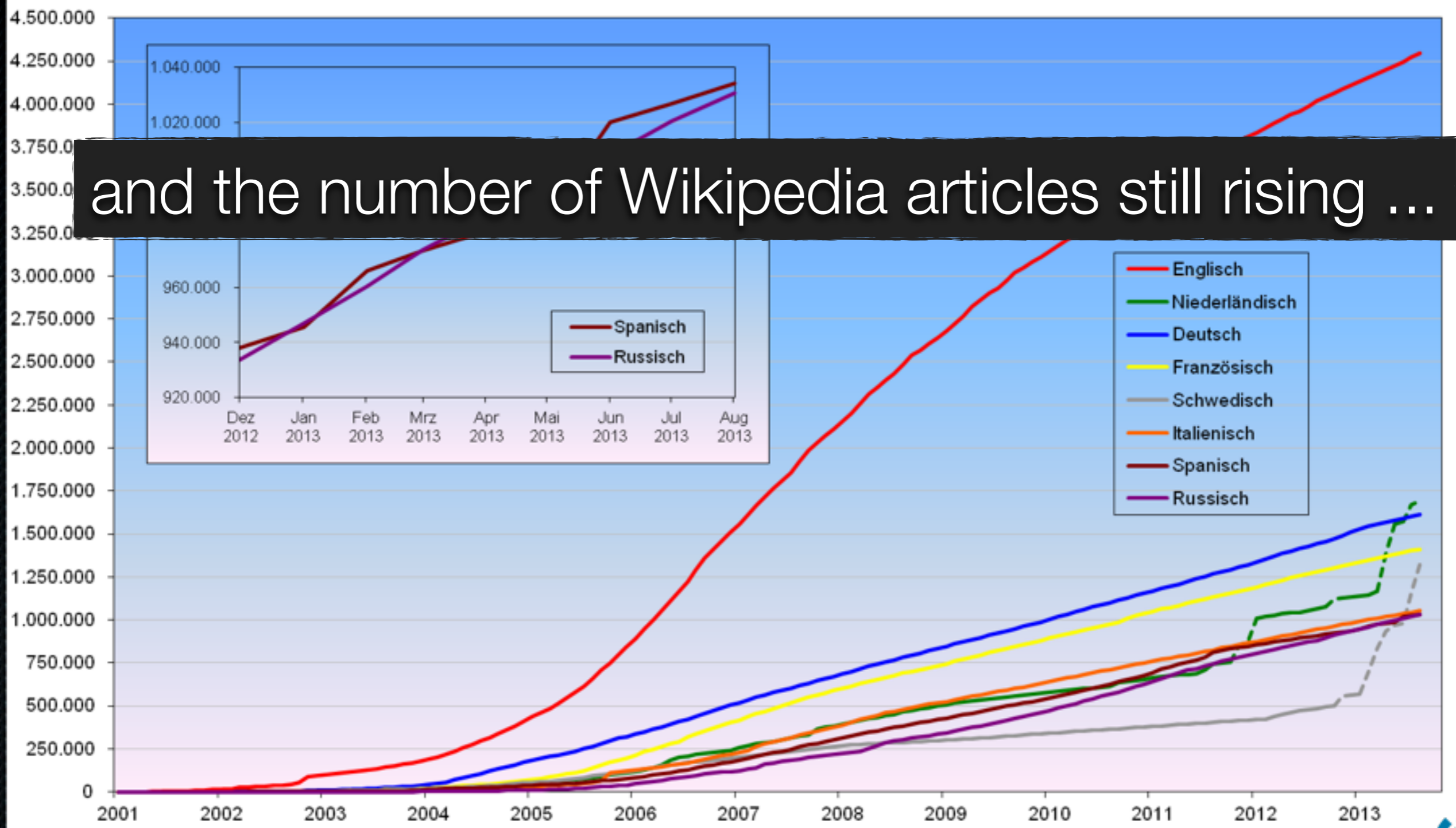
We know the swarm achieves the Wikipedia.

picture: Fishswarm by Dako99 (own work) [CC-BY-SA-3.0 (<http://creativecommons.org/licenses/by-sa/3.0/>)], via [Wikimedia Commons](#) combined with © Wikipedia Logo version 1 by Nohat (concept by Paullusmagnus); [GFDL (<http://www.gnu.org/copyleft/fdl.html>)], via [Wikimedia Commons](#)



Wikipedia is a product of intelligent community sourcing.

Entwicklung der Artikelanzahlen der acht größten Wikipedias

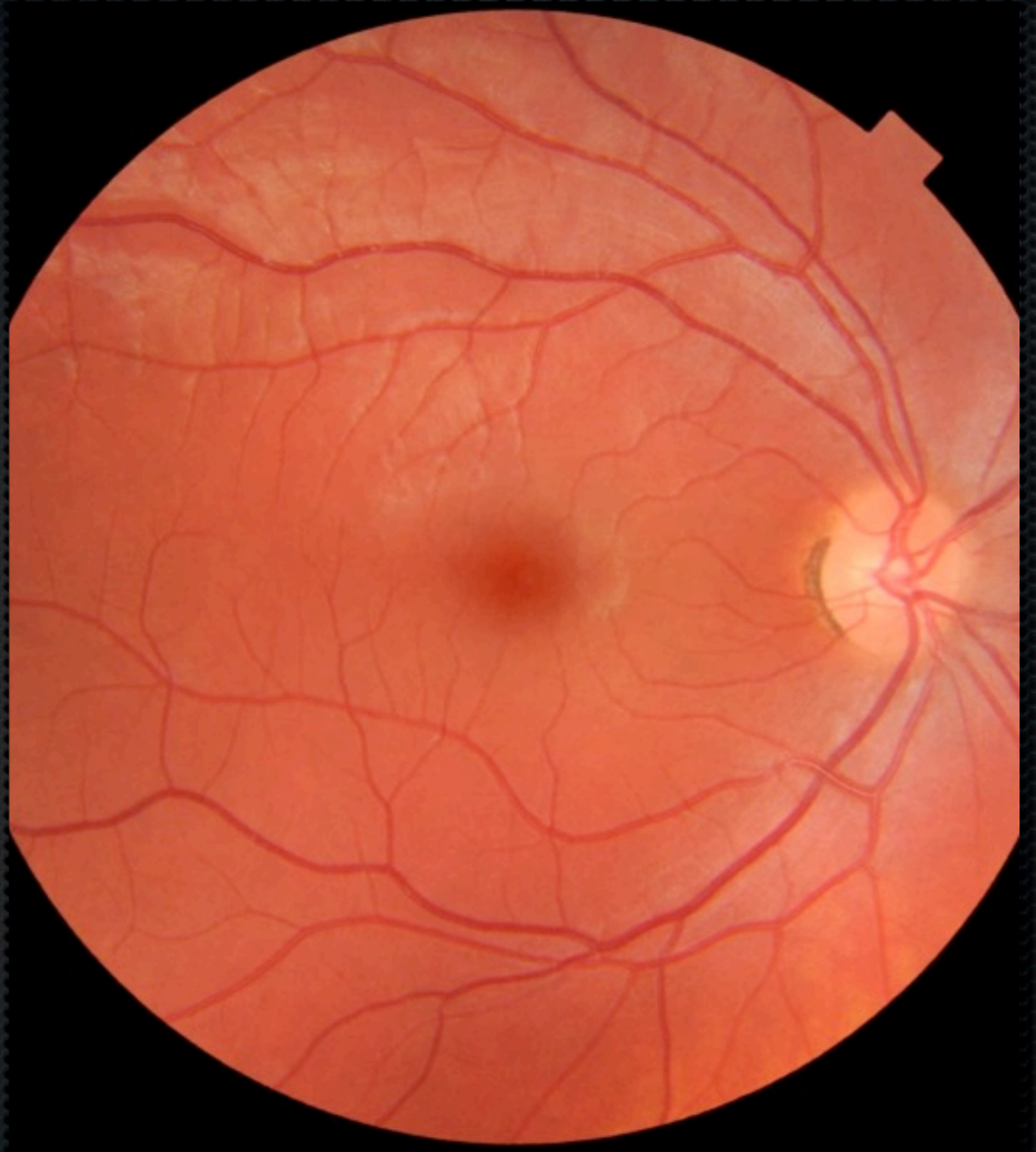


graph by Toffel [Public domain], via [Wikimedia Commons](#)



We know the Wikipedia is growing. Yet in our days a huge share of the growth is thanks to bots.

... but
dedecting
the blind
spots is
hard.



picture: fundus fotograf of normal right eye by
Mikael Häggström (own work) [CC0], via
[Wikimedia Commons](#)



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Samstag, 9. November 13

Jimmy Wales defined the average Wikipedia editor is a **male computer tech geek**. This clearly does have an impact on the variety of topics represented within the Wikipedia.

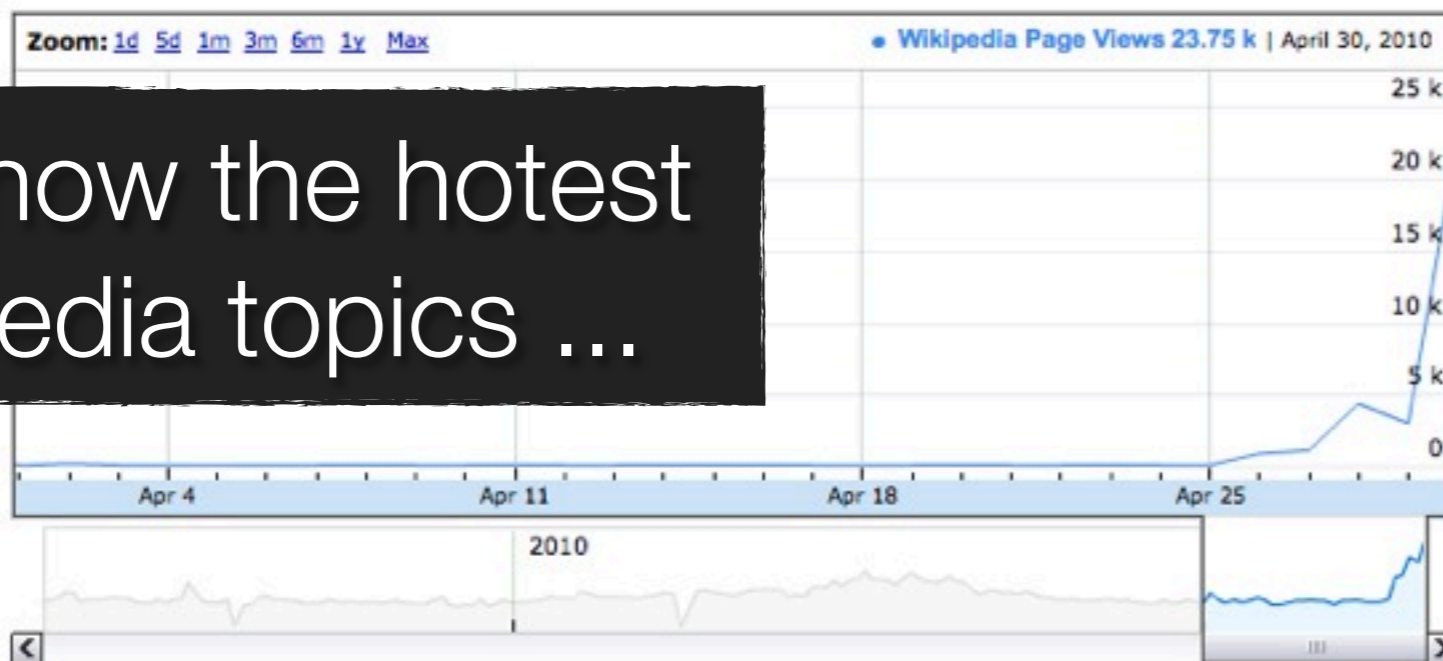
reference: (<http://www.zeitjung.de/medien/medien/9720-wikipedias-wissensluecken-immer-weniger-autoren-schreiben-fuer-wikipedia/>)

Find Topics:

Search

Hot Right Now: **Dominique Dawes**

Twitter Reaction:



We know the hottest Wikipedia topics ...

Trending Topics (Last 30 Days)

Rising (Last 24 hours):

| RANK | VIEWS | TREND | ARTICLE |
|------|-----------|-------|-------------------------|
| 1 | 1,121,421 | | Bret Michaels |
| 4 | 595,773 | | Guru (rapper) |
| 5 | 8,018,200 | | Glee (TV series) |

1. **Reactive oxygen species**

?

... but what and why is it missing in the bulk?

screen shot of <http://www.trendingtopics.org/>

One self might see what ought to be done within ones own field of interest, but needs advice what exactly is relevant beyond the own scope. Example: Humanities and even digital humanities are under represented in the Wikipedia. How much impact has the paradigm of mass relevance on the variety of the represented knowlege? Mass relevance leads to that You do find the most recent sequence of a HBO production but hardly on an ill unknown but high quality poet. You'll find the enterprise of raspberry pi device but nothing on the last trumpet maker in Germany. What kind of knowledge is not or little reflected, maybe due to old fashioned conceptions of what is knowledge and Diderot's 18th century ideas of what is an encyclopedia. How does the swarm limit the project? Is the project tolerant enough to inclose diverse knowledge beyond Enlightenment taylored frames of knowledge?



= 19 Million files.

WIKIMEDIA
COMMONS

pictures: Erupts of the sun by NASA Goddard Space Flight Center [CC-BY-2.0 (<http://creativecommons.org/licenses/by/2.0>)], via Wikimedia Commons. Logo Originally uploaded to commons by Chris 73, made transparent by User:Grunt (reidab.truffula.net, created by Reidab) @, via Wikimedia Commons



Second cluster: There is much research done on Wikipedia. But what do we know about other important Wikimedia projects, such as Wikimedia Commons? And there are more: Wikidata, Wikisource, Wiktionary, Wikinews ...



cycle lane by day in Paris

Who creates, finds, and uses them?
And beyond Wikipedia?

Cycle lane by day in Paris by anonymous
(Own work) [CC0], via [Wikimedia Commons](#)



Who is actually using the CC BY SA files? There are pictures, presentations, videos, audio files and more. But they are hard to find. Could this be improved on the running horse within a collaborative project? What technical solutions are there to search the meta data of the files? Datamining within the Wikimedia universe. Technical possible? Economical interesting? What are the business models based on the Wikimedia-Projects? Is there a dynamic economic growth based on Free Knowledge? How many Euros are made through Wikimedia?

The Wikipedian, a studied species yet full of secrets



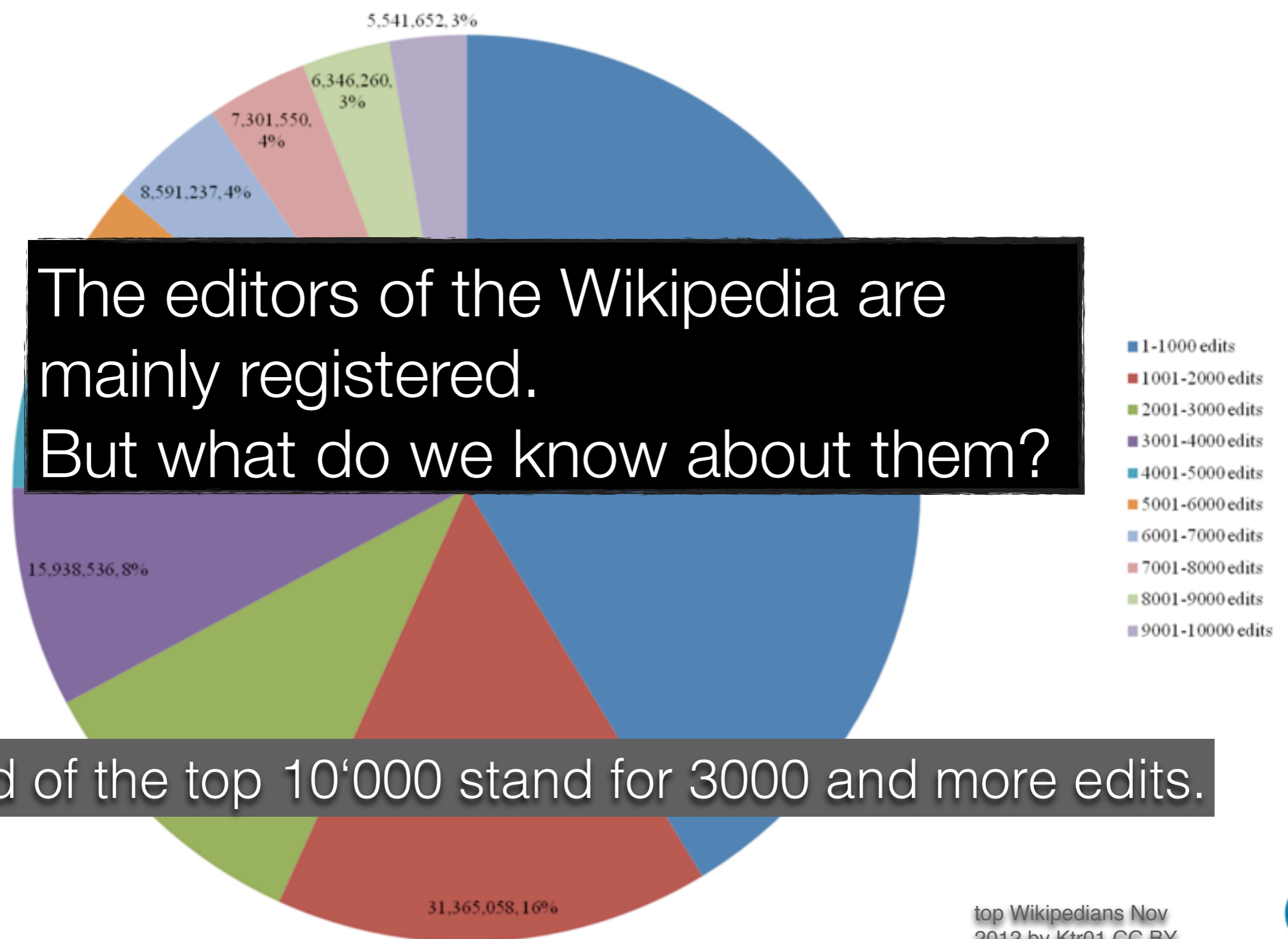
Ulysses used the pseudonym ‚nobody‘ to remain unknown to the cyclop.

picture: Othea's epistle by anonymous (<http://www.pizan.lib.ed.ac.uk/otea.html>) [Public domain], via [Wikimedia Commons](#)

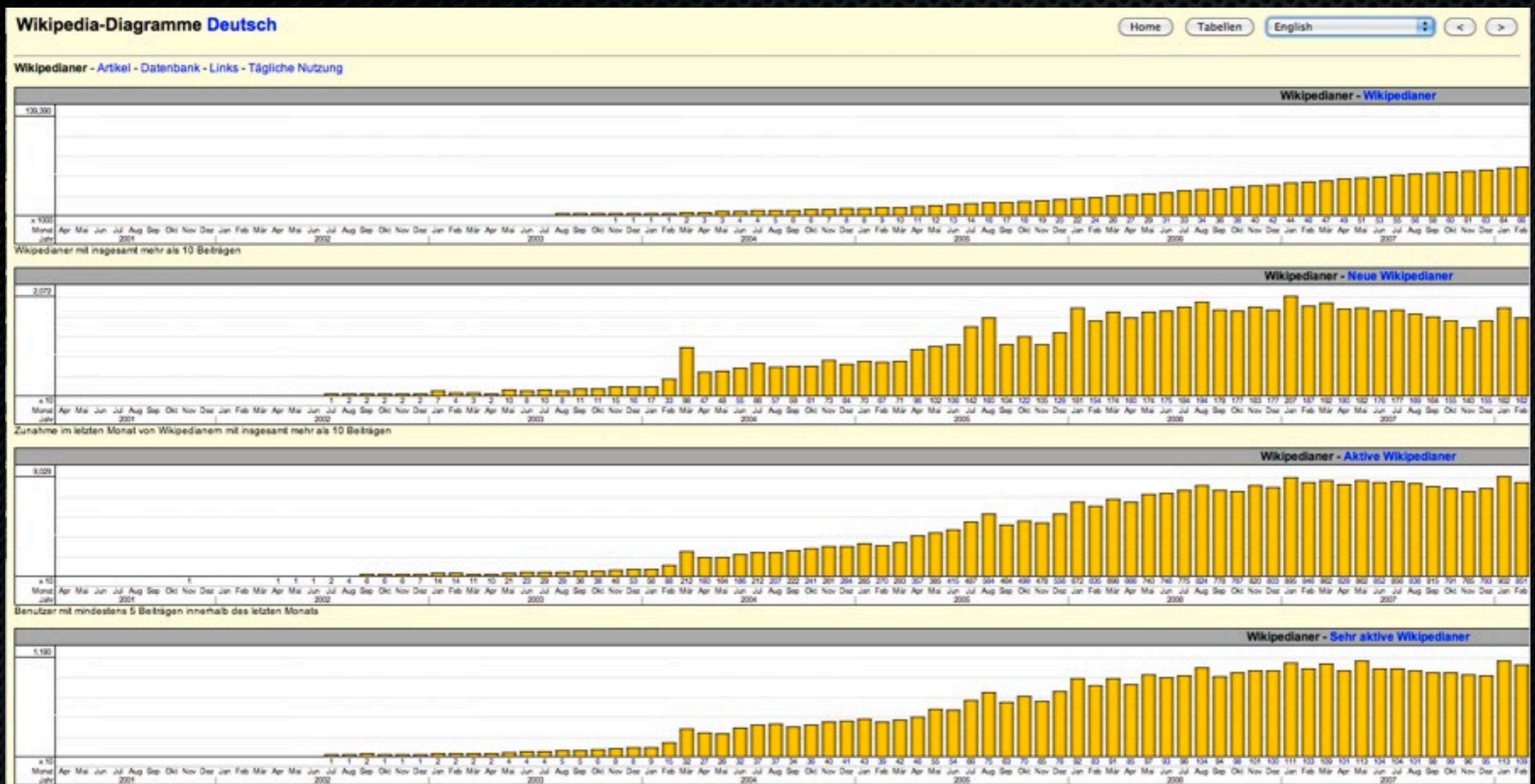


Third cluster: Most research on Wikipedians is done on the English writing editors. The quantitative samples are often based in Europe or US America. How about English contributors elsewhere? How about the Hindi Wikipedian or the Dutch Wikipedian? How does the Sorbian Wikipedia affect the development of Sorbian language, to name one „minor“ language.

The Edits of the Top 10'000 Wikipedians



More questions: what is driving the editors? How does the social network character of Wikimedia universe affect editing? What resilience powers are in action within the active Wikipedians?



Plenty of statistics on Wikipedians,
still not enough on diversity and quality issues.

screen shot by <http://stats.wikimedia.org/DE/ChartsWikipediaDE.htm>



We are looking forward to learn more on the German Wikipedian. Is he – dreadfully there are fewer women – just the same as his American buddy? How about his life cycle? Can we identify certain characters that are easier to „wikify“ than others? Some say you need a special gene, maybe not, but a certain resilience could help. The trend to become more and more exclusive is that trend a nature law in mass sociology inmoveable and threatening to bury the project in a long run?



Who has a Wikipedia strategy?

picture: chess by Levente Fulop from Brno, Czech Republic (The King's Game) [CC-BY-2.0 (<http://creativecommons.org/licenses/by/2.0/>)], via [Wikimedia Commons](#)



The fourth cluster: Wikipedia articles are ranked high in search machines. The chance that somebody will receive his first impression on You through Wikipedia is high. It is not only a matter of PR if an institution or a person aims to alter its Wikipedia article.

Misinformation, false information, inaccurate information or lack of information could be harmful to anybody. So what kind of strategy do they opt for?

Do culture and science institutions have a strategy to enhance the dissemination of free knowledge?



What is the part of Wikimedia projects in that strategy?

picture: Alte Nationalgalerie Berlin by Manfred Brückels (Own work) [Public domain], via [Wikimedia Commons](#)



Reflecting the EU directive on Public Sector Information (PSI) stretched on the GLAM sector this year: Public financed museums will have to secure open access to their collections within the coming two years. It is part of their educational mission and digital technologies pose new challenges, but does that change their mentality? Do they conceive Wikimedia as an interesting partner? What barriers do we encounter?

VOLKSWAGEN
AKTIENGESELLSCHAFT

Die Volkswagen Aktiengesellschaft (abgekürzt VW AG) mit Sitz in Wolfsburg, ist die Konzern-Muttergesellschaft der Fahrzeugmarken Audi, Bentley, Bugatti, Porsche, Scania, Seat, Škoda, Volkswagen Pkw und Volkswagen Commercial Vehicles. Sie ist der größte Automobilhersteller Europas und drittgrößte weltweit.

25

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Autoren und Bearbeitungen

 BEARBEITUNGEN

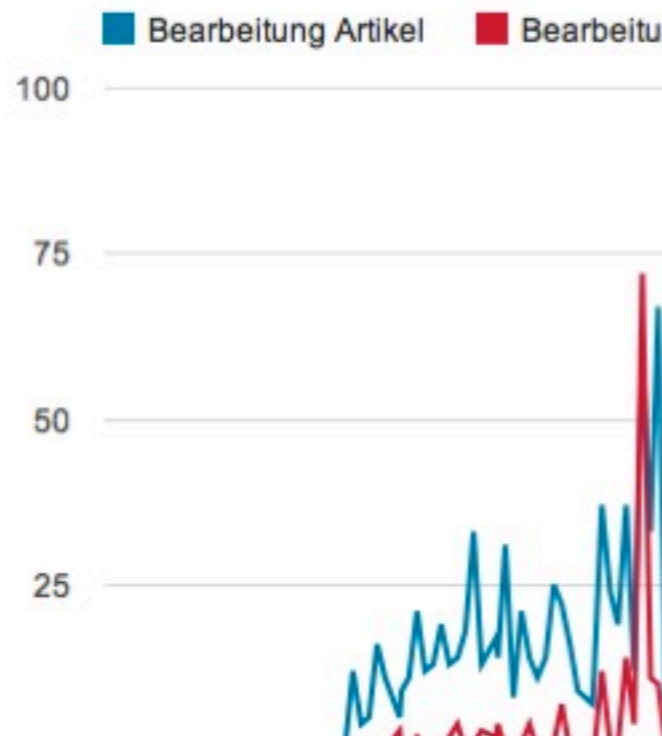
 AKTIVSTE AUTOREN

14,34 Edits/Monat

Der Artikel ist **10 Jahre alt** und wurde seitdem insgesamt **1764 mal bearbeitet**. Das entspricht etwa **15,0 Bearbeitungen/Monat**.

842 Autoren

An dem Artikel haben bisher **842 Autoren** mitgearbeitet, darunter **393 nicht angemeldete Benutzer**.



Meanwhile some smart people are fishing for clients among corporations.

screen shot of <http://wikipedia-corporate-index.de/>

And we all know that PR professionals try to manipulate Wikipedia articles on behalf of their paying clients.

Paid editing a threat or a gift?

Click capitalism: PR firms cash in cleaning up clients' Wikipedia pages

COMMENTS (1) SIZE: + / - PRINT | REPRINTS



By Shaun Waterman - The Washington Times

Monday, October 21, 2013



Enlarge Photo

Mallory Whitt works at her desk at the offices of the Wikipedia ...
[more >](#)

A public relations and reputation management firm has been using hundreds of hidden identities to create and edit Wikipedia entries for their clients, according to an investigation that underlines questions about the credibility and reliability of the sixth most visited place on the Internet.

An investigation by volunteer contributors to the online, anyone-can-edit-it encyclopedia uncovered "a sophisticated array of concealed user accounts," known in Internet slang as "sock puppets" employed by a [company](#) called Wiki-PR.

The false accounts "created, edited, or maintained several thousand Wikipedia articles for paying clients," according to Signpost, an online newsletter written by and for Wikipedia's army of volunteer editors.

"Paid advocacy editing is extremely problematic [and] we consider it a 'black hat' practice," said Sue Gardener, executive director of the Wikimedia Foundation, the nonprofit that runs Wikipedia.

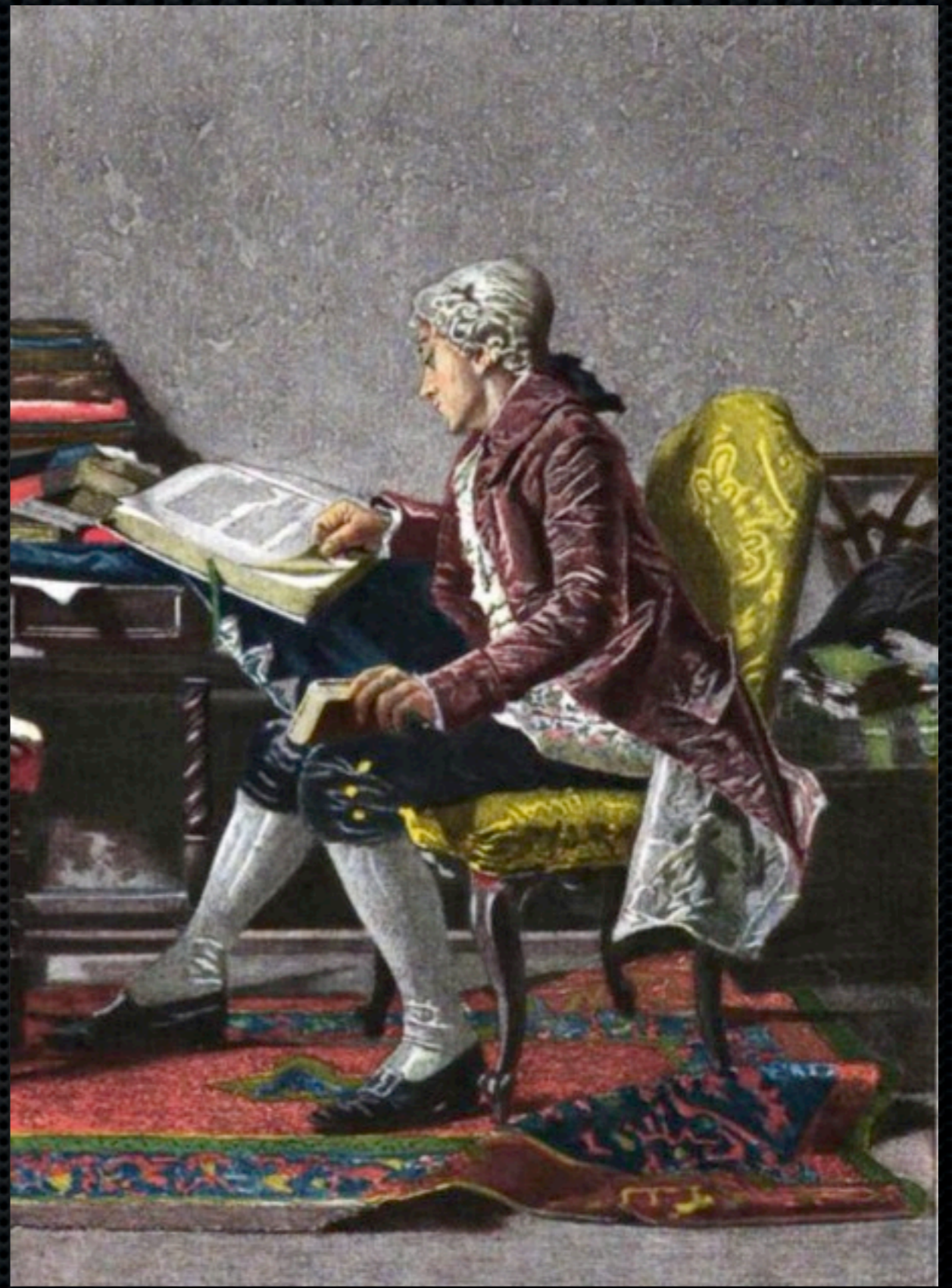
screen shot of [http://www.washingtontimes.com/news/2013/oct/21/money-to-pr-firm-can-buy-good-image-on-wikipedia/?utm_source=feedburner&utm_medium=feed&utm_campaign=Feed%3A+Nation-TheWashingtonTimesAmericasNewspaper+\(Nation%2FPolitics+-+The+Washington+Times\)](http://www.washingtontimes.com/news/2013/oct/21/money-to-pr-firm-can-buy-good-image-on-wikipedia/?utm_source=feedburner&utm_medium=feed&utm_campaign=Feed%3A+Nation-TheWashingtonTimesAmericasNewspaper+(Nation%2FPolitics+-+The+Washington+Times))



Actually the problem is not so much the fact of being paid, but the conflict of interest that might harm one of the basic rules of Wikipedia itself: The Neutral Point of View. The question is vivid and furiously debated. But beyond opinions, fears and hopes: Is there a scientific way to estimate the impact of paid editing to the project that is driven and financed by volunteers?

unknown reader

Half a billion readers
per month ...



picture: A. Canella (Octave Uzanne, *Le Livre*, Paris, A. Quantin, 1880.) [Public domain], via [Wikimedia Commons](#)



And the last fifth cluster: The reader.

Taking in account the mayor trends within the digital world: such are

personalization – linking up – visualization

What does it mean to our project? One idea: Are there approved ways of change management within volunteer projects? Like furthering the acceptance of marketing guided decisions in a rather conservative community? Just reflect the heavy discussions that arose when the visual editor was introduced into the Wikipedia community.



... what do they expect in the future?

Santa Claus waiting for a train by Anneli Salo (Own photo) [CC-BY-SA-3.0 (<http://creativecommons.org/licenses/by-sa/3.0>)], via [Wikimedia Commons](#)



What expectations do our readers have? Do they want to have more video files and a hipper layout? Would they prefer information snippets as an option? How to cluster different types of readers? How are these varied groups bonded to the Wikipedia and other Wikimedia projects? Why do 15.000 people participate in the world largest photo contest Wiki loves monuments, but only once and than hardly again? What are the mechanics to enhance participation? How do you become part of the Wikimedia Universe?

We do have some questions. How about You?

Please get in touch.

Right here or
by Barbara.Fischer@wikimedia.de
or +49 30 219 158 26 0



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thank you !

picture: 1896 telephone [Public domain], via [Wikimedia Commons](#)



On my table You will find printed material on our activities. Please help Yourself. Thanks a lot for Your attention and do not hesitate to let me know Your ideas.