Engaging with Wikipedia

Pete Forsyth
Wiki Strategies
Web: www.wikistrategies.net
Twitter: @wikistrategies
Wikipedia Matters
Wikipedia Matters

- #5 most-read web site
- #1 most-read content-focused web site
- Available in hundreds of languages (English, French, Italian, German...)
Wikipedia Matters

- Draws traffic from Google, Bing, blogs…
- Provides content that is used on Facebook
- Increasingly trusted by academics, journalists
Wikipedia content on Facebook

Reed College

Description

From Wikipedia, the free encyclopedia

Reed College is a private, independent, liberal arts college located in southeast Portland, Oregon. Founded in 1908, Reed is a residential college with a campus located in Portland's Eastmoreland neighborhood, featuring architecture based on the Tudor-Gothic style, and a forested canyon wilderness preserve at its center. Reed is known for its mandatory freshman humanities program, for its required senior-year thesis, as the only private undergraduate college with a primarily student-run nuclear reactor supporting its science programs, and for the unusually high percentage of graduates who go on to earn PhDs and other postgraduate degrees.

History

The Reed Institute of Liberal Arts, later called Reed College, was founded in 1908 and run...
Wikipedia performs on Google

Google
university of geneva

Search
About 5,740,000 results (0.39 seconds)

Everything

University of Geneva - UNIGE
www.unige.ch/en/
The University of Geneva is an institution devoted to research, teaching and dialogue. It is the site of academic creativity and the transmission of knowledge. ...

Images

Maps

Videos

News

Shopping

More

San Francisco, CA

University of Geneva - Wikipedia, the free encyclopedia
The University of Geneva (French: Université de Genève) is a public research university located in Geneva, Switzerland. It was founded in 1559 by John Calvin, ...
Wikipedia is Different

...than every other major publication ever produced!
Wikipedia is Different

- No centralized editorial control
- Different language editions are largely independent
Wikipedia is Different

- Detailed principles, policies, guidelines
- Inconsistent interpretation, application, enforcement of policies
- Many contributors are proud to be anonymous
Wikipedia is Different

- It may be better to think of Wikipedia as a **platform** for publishing, than as a distinct publication
Wikipedia is Endless
Wikipedia is Endless

- There are many articles that relate to your university:
  - History of...
  - Biographies of founders, presidents, professors
  - Famous discoveries
  - ...

Wikipedia is Endless
Wikipedia is Endless

- Your students, professors, administrators are already editing Wikipedia
Wikipedia is Endless

- There are many language editions
Wikipedia is Endless

• There are numerous possible controversies and debates within each article, in each language edition.
You want to accomplish some changes
• You want to accomplish some changes
• You don’t want to become full-time Wikipedians
You want to accomplish some changes
You don’t want to become full-time Wikipedians

You need a strategy.
Wikipedia’s Main Buttons
ETH Zurich

From Wikipedia, the free encyclopedia

"ETH" redirects here. For other uses, see ETH (disambiguation).

The Swiss Federal Institute of Technology Zurich (German: Eidgenössische Technische Hochschule Zürich) or ETH Zürich (ETHZ) is an engineering, science, technology and management university in the City of Zurich, Switzerland. Like its sister institution École Polytechnique Fédérale de Lausanne (EPFL), it is an integral part of the ETH Domain that is directly subordinate to Switzerland's Federal Department of Home Affairs.

ETH Zurich is ranked among the top universities in the world.[1] It is currently ranked 7th best university in Engineering, Science and Technology. 31 Nobel Prizes have been awarded to students or professors of the Institute in the past, the most famous of them being Albert Einstein in 1921, and the most recent being Richard F. Heck in 2010. It is a founding member of the IDEA League and the International Alliance of Research Universities (IARU). It is a member of the CESAER and Top Industrial Managers for Europe networks.

The school was founded by the Swiss Federal Government in 1854 with the stated mission to educate engineers and scientists, serve as a national center of excellence in science and technology and provide a hub for interaction between the scientific community and industry.[citation needed]

Contents [show]

History [edit]

ETH was founded in 1854 by the Swiss Confederation and opened its doors in 1855 as a polytechnic institute (Eidgenössische Polytechnische Schule). It comprised in the beginning

<table>
<thead>
<tr>
<th>ETH Zurich, Switzerland</th>
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<td>Eidgenössische Technische Hochschule Zürich</td>
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<td>Swiss Federal Institute of Technology Zurich</td>
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<td>Website</td>
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</table>
This article is within the scope of [WikiProject Universities](https://en.wikipedia.org/wiki/WikiProject_Universities), a collaborative effort to improve the coverage of universities and colleges on Wikipedia. If you would like to participate, please visit the project page, where you can join the discussion and see a list of open tasks.

This article has been rated as Start-Class on the project's quality scale.

This article is within the scope of [WikiProject Switzerland](https://en.wikipedia.org/wiki/WikiProject_Switzerland), a collaborative effort to improve the coverage of Switzerland on Wikipedia. If you would like to participate, please visit the project page, where you can join the discussion and see a list of open tasks.

This article has been rated as Start-Class on the project's quality scale.

This article has been rated as High-Importance on the project's importance scale.

### Rankings

Why have the rankings been removed? Surely these should be included, as is the case with the pages of the world's other top universities. — Preceding unsigned comment added by 80.242.205.23 (talk) 09:39, 4 March 2011 (UTC)

### Research Institutes

Why is the CERN not mentioned anywhere? Many physicists work together with cern!
The "Swiss Federal Institute of Technology Zurich" ("Eidgenössische Technische Hochschule Zürich") or "ETH Zürich" ("ETHZ") is an engineering, science, technology and management university in the City of Zurich, Switzerland. Like its sister institution [[École Polytechnique Fédérale de Lausanne]] (EPFL), it is an integral part of the ETH Domain that is directly subordinate to Switzerland's Federal Department of Home Affairs.

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The school was founded by the [[Swiss Federal Government]] in 1854 with the stated mission to educate engineers and scientists, serve as a national center of excellence in science and technology and provide a hub for interaction between the scientific community and industry. [[citation needed|date=December 2010]]
Revision history of ETH Zurich

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For any version listed below, click on its date to view it. For more help, see Help:Page history and Help:Edit summary

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(c) difference from current version, (prev) = difference from preceding version, \(m\) = minor edit, \(\rightarrow\) = section

(latest I earliest) View (newer 50 l older 50) (20 l 50 l 100 l 250 l 500)

Compare selected revisions

- (cur \(\rightarrow\) prev) 03:24, 7 October 2011 Leventio (talk | contribs) (29,277 bytes) (\(\rightarrow\)Reputation) (undo)
- (cur \(\rightarrow\) prev) 16:08, 26 September 2011 RockMagnetist (talk | contribs) (29,247 bytes) (\(\rightarrow\)Reputation:
- (cur \(\rightarrow\) prev) 18:16, 16 September 2011 Epeefleche (talk | contribs) (29,178 bytes) (\(\rightarrow\)Other fields: added:
- (cur \(\rightarrow\) prev) 13:52, 16 September 2011 EQuacquarelli (talk | contribs) (29,039 bytes) (\(\rightarrow\)Reputation:
- (cur \(\rightarrow\) prev) 03:22, 14 September 2011 FrescoBot (talk | contribs) \(m\) (29,087 bytes) (Bot: link syntax:
- (cur \(\rightarrow\) prev) 18:53, 10 September 2011 User wiki13 (talk | contribs) \(m\) (29,087 bytes) (undo)
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- (cur \(\rightarrow\) prev) 13:44, 24 August 2011 Ahagstro (talk | contribs) (29,087 bytes) (\(\rightarrow\)Departments) (undo)
- (cur \(\rightarrow\) prev) 13:42, 24 August 2011 Ahagstro (talk | contribs) (29,084 bytes) (\(\rightarrow\)Departments: Added
Warning Banners

This article **may be written like an advertisement**. If so, please help [rewrite this article](https://en.wikipedia.org/wiki/Wikipedia:Properly_cite_sources) from a neutral point of view. *(October 2011)*

This article is being **considered for deletion** in accordance with Wikipedia’s [deletion policy](https://en.wikipedia.org/wiki/Wikipedia:Deletion_policy). Please share your thoughts on the matter at [this article’s entry](https://en.wikipedia.org/wiki/Article_name) on the [Articles for deletion](https://en.wikipedia.org/wiki/Wikipedia:Articles_for_deletion) page. Feel free to edit the article, but the article **must not** be blanked, and this notice **must not** be removed, until the discussion is closed. For more information, particularly on merging or moving the article during the discussion, read the [Guide to deletion](https://en.wikipedia.org/wiki/Wikipedia:Guide_to_deletion).

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Featured Article
comparison
Featured Article comparison

See this page for links to the 20 best university articles, and links to all articles about Swiss universities:

http://enwp.org/User:Peteforsyth/Universities
Strategic Goals

Two suggestions:
1. Article reflects a “serious” institution
2. Build internal capacity
Strategic Goals

1. Your institution is “serious.”
Strategic Goals

1. Your institution is “serious.”
   - No warning banners on the top?
   - A helpful lead section?
   - A logo and/or useful infobox?
   - No typos?
2. You build internal capacity for handling unexpected situations
Strategic Goals

2. You build internal capacity for handling unexpected situations
   • Your university president is arrested
   • A professor is caught editing Wikipedia inappropriately
   • Your Wikipedia article is deleted
Tips

- Use “discussion” or “talk” page early & often
- Clearly disclose your connection to university
- Be familiar with core policies: [[WP:5P]]
- Be familiar with Featured Article criteria: [[WP:FACR]]
Tips

- Avoid “marketing speak”
- Use citations
- Ask other editors for help!
Resources

- Wiki Strategies: [www.wikistrategies.net](http://www.wikistrategies.net)
- Wikimedia Switzerland: [www.wikimedia.ch](http://www.wikimedia.ch)
- Online resources: [bookshelf.wikimedia.org](http://bookshelf.wikimedia.org)
- WikiProjects: [[WP:UNIVERSITIES]]
- Ambassadors: [[WP:AMBASSADOR]]
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