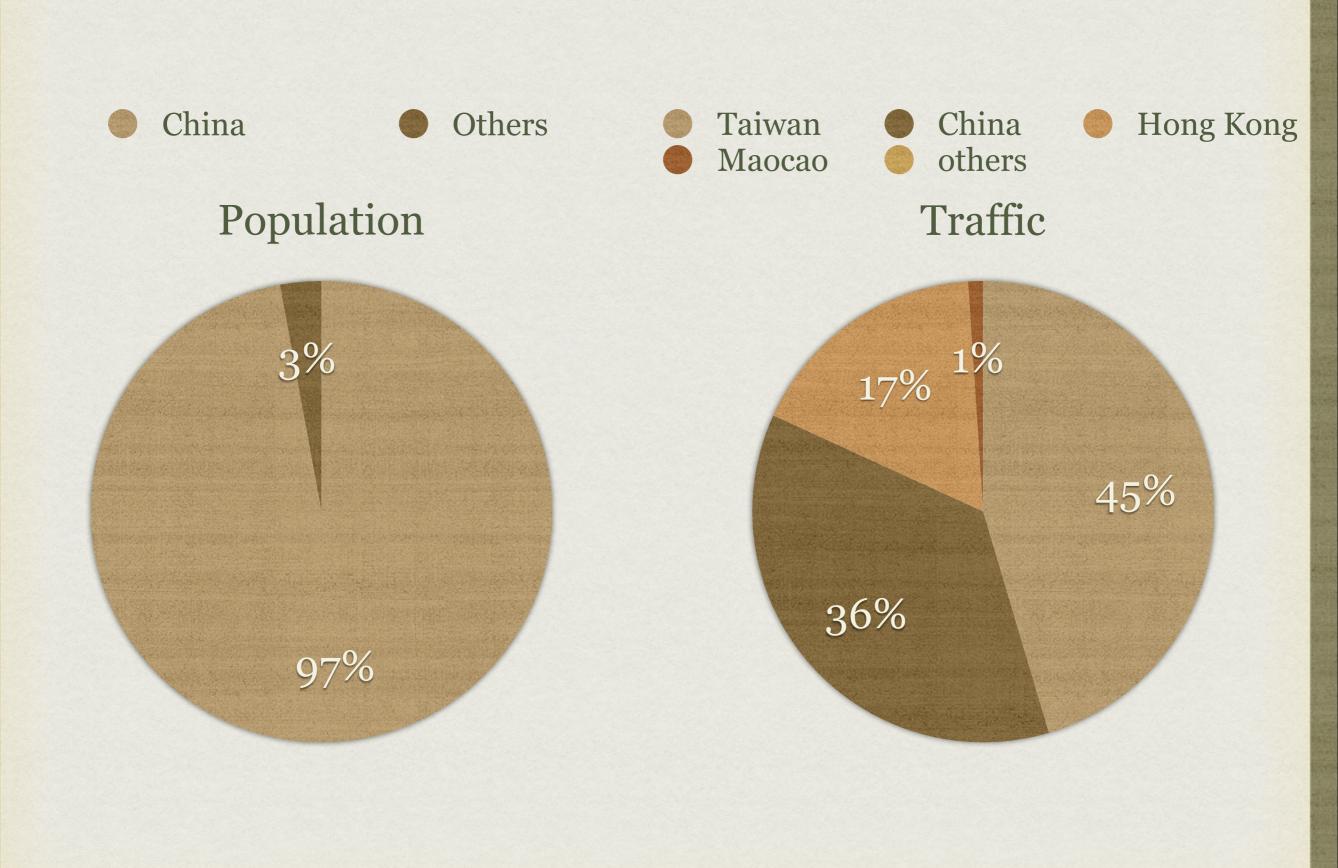
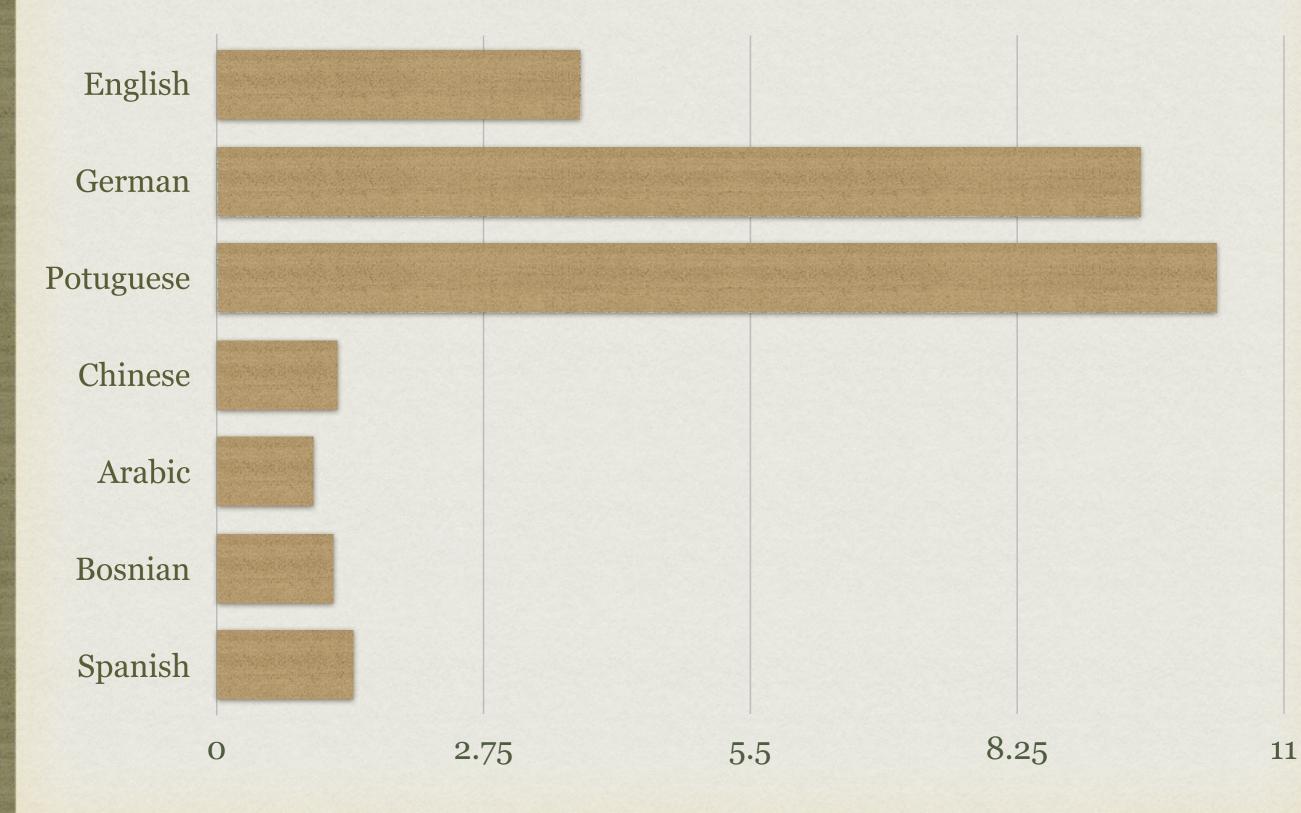
### CHINESE WIKIPEDIA Diversity of Editors on Culture, Ideology and Geography ———Nemin Wang (Addis)



#### Ratio of Traffic Breakdown between 1st and 2nd



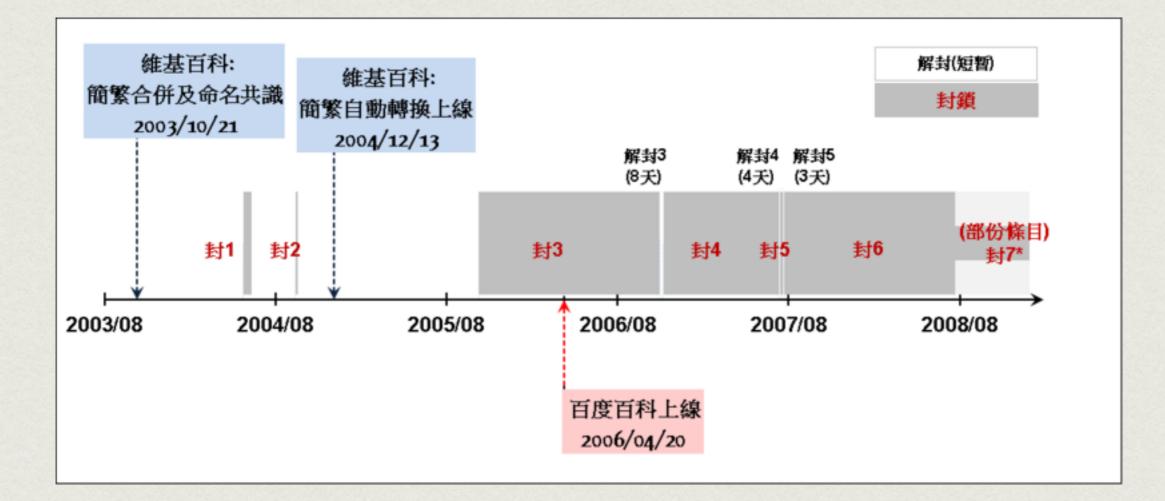
# SPECIFIC REASONS

- Competitor: baidu.com
- Censorship: most of articles on ZHWP are available
- Idea Identity: Copyright, Neutral Point of View
- Tolerance on diversity

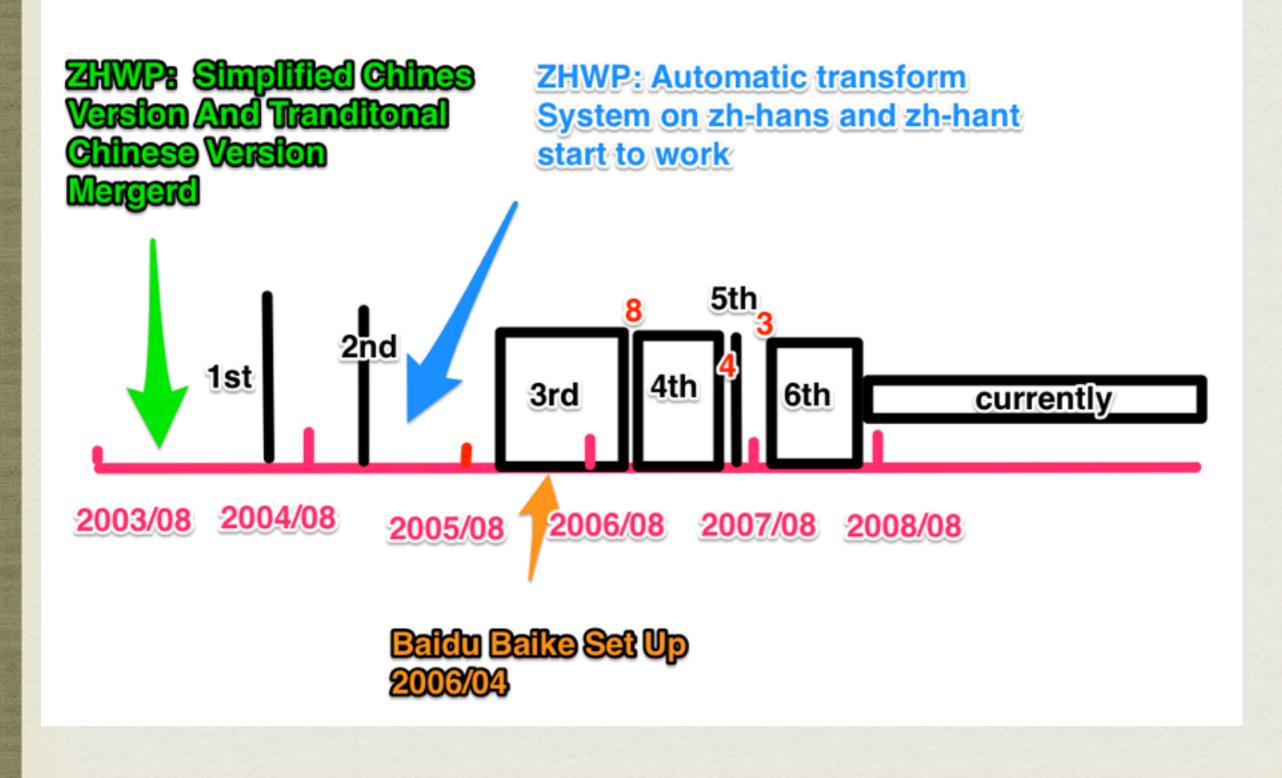
# WHAT IS BAIDU BAIKE

- Set Up at 2006
- Commercial Website
- Edit only show when be censored
- Advertisement in article
- No Copyright Checking
- Information Unorganized
- Only Simplified Chinese

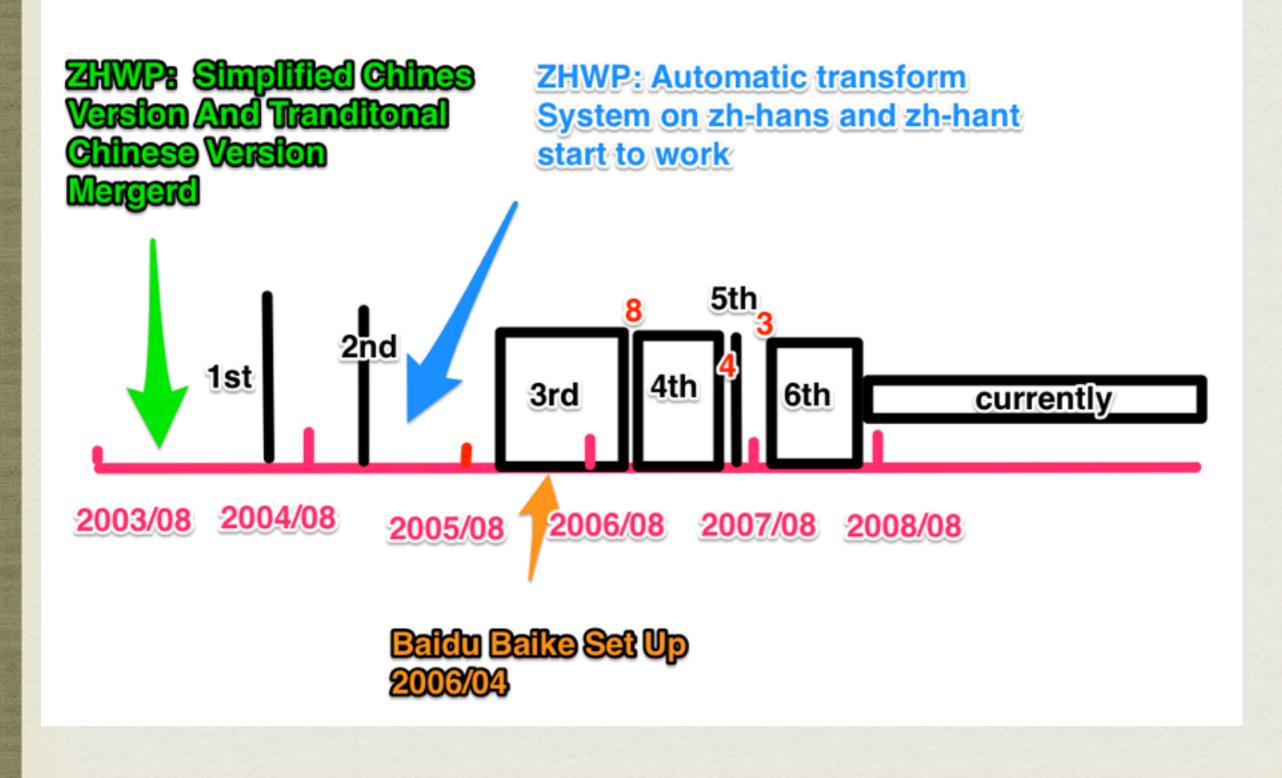
- Recognized by Gov.
- Gift Reward
- "Unrelated" with sensitive project
- Easy info. sources
- Supported by other Baidu products
- Copy content from Wikipedia



### Author: hanteng



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## Keep the Difference But Seek the Common

### Culture background Political Opinion

Sharing Knowledge Making World Better



寿司猫

Wikipedia China Becomes Front Line for Views on Language and Culture - - NYTimes

Chinese Wikipedia Becomes the Best Platform for Exchange and Communication of View on Culture and Language

- - Addis W.



Robert F. Sargent



Cheng-Li Hsu

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# HOW TO KEEP DIVERSITY

### Set the environment and tradition on:

Respect

## Compromise

• Rules

Toleration

# DIVERSIFY THE COMMUNITY

- Improve Age Diversity: mainly 18 28
- Engage Female Editors: more than 90% editors are male
- Gathering more people from different job or academic background