



THE STORY OF WIKIPEDIA, AND WHY YOU SHOULD HELP  
CANADIAN LIBRARY ASSOCIATION NATIONAL CONFERENCE  
JUNE 2010, EDMONTON

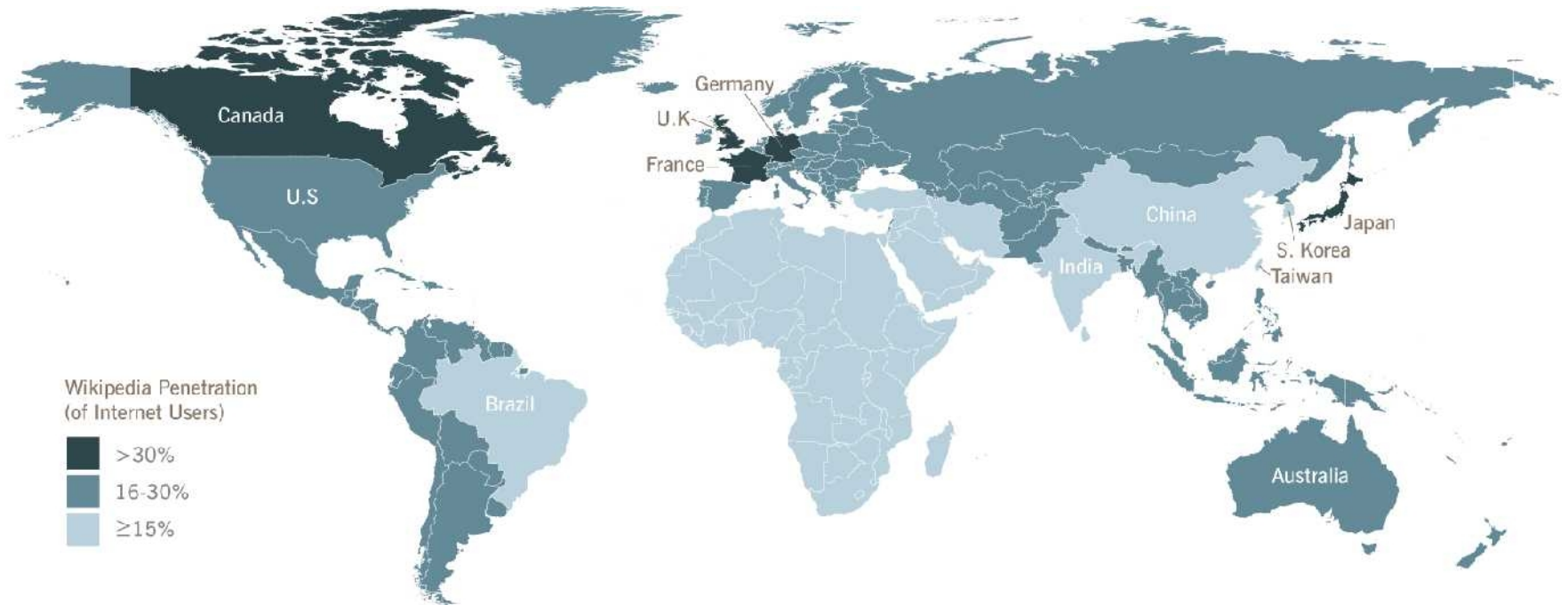


SUE GARDNER, EXECUTIVE DIRECTOR  
WIKIMEDIA FOUNDATION



“The ideal encyclopedia should be radical –  
it should stop being safe.”

Charles Van Doren, Encyclopedia Britannica editor, 1963





# 5

RANK OF WIKIPEDIA IN TOP SITES, GLOBALLY



# 371,000,000

NUMBER OF PEOPLE WHO READ WIKIPEDIA EVERY MONTH



# 256

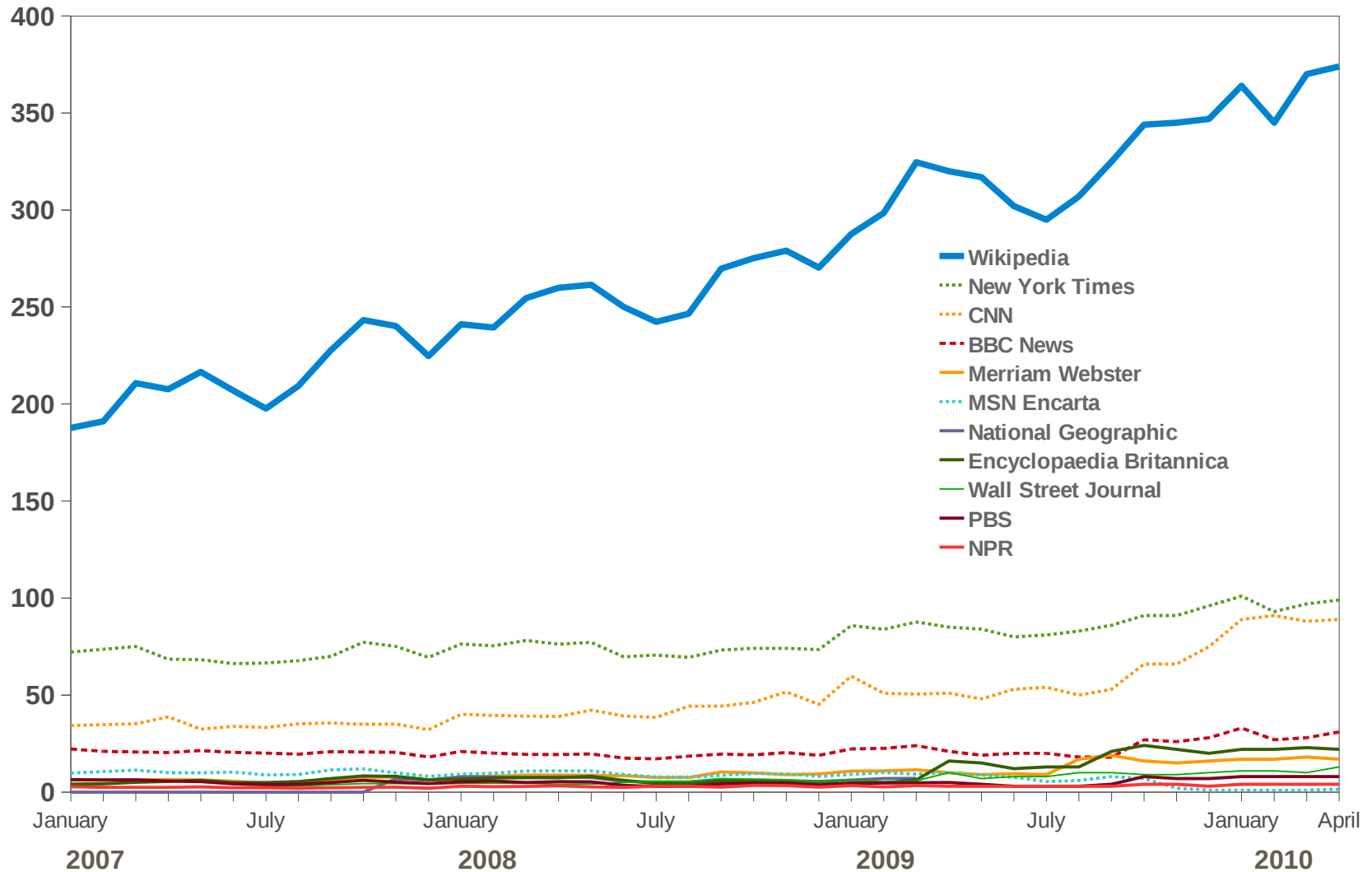
NUMBER OF WIKIPEDIA LANGUAGE VERSIONS



# Wikipedia Audience Compared With Other Information Sites

Measured using unique visitors. Data from comScore MediaMetrix.

(Global Unique Visitors, in millions of users)





0

NUMBER OF DOLLARS SPENT ON ADVERTISING AND PROMOTION





0

COST TO USE WIKIPEDIA



40

NUMBER OF STAFF



# 100,000

NUMBER OF ACTIVE WIKIPEDIA EDITORS



“Wikipedia flourished partly because it was a shrine to altruism — a place for shy, learned people to deposit their trawls.”

Nicholson Baker, “The Charms of Wikipedia,” March 2008, *The New York Review of Books*





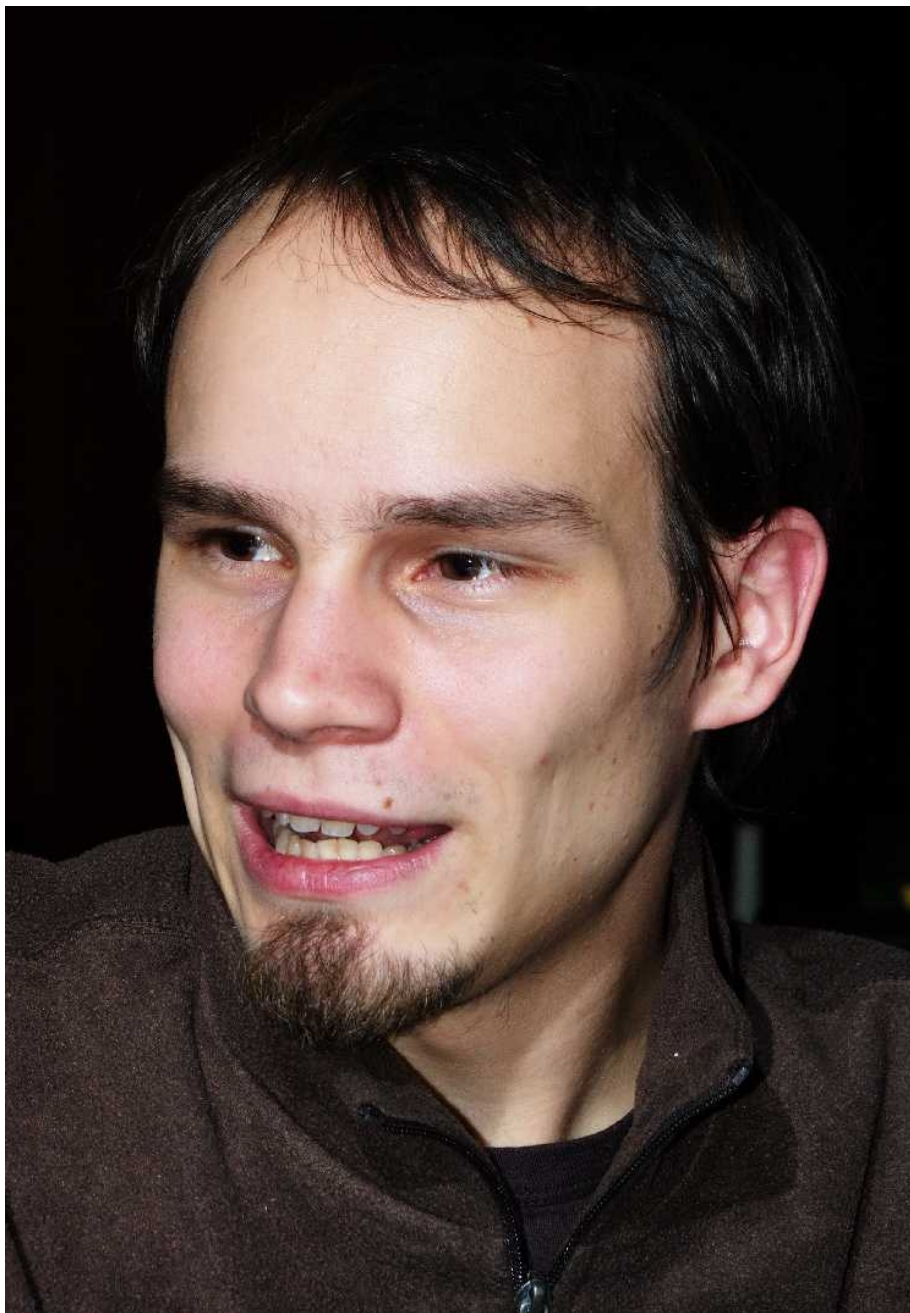














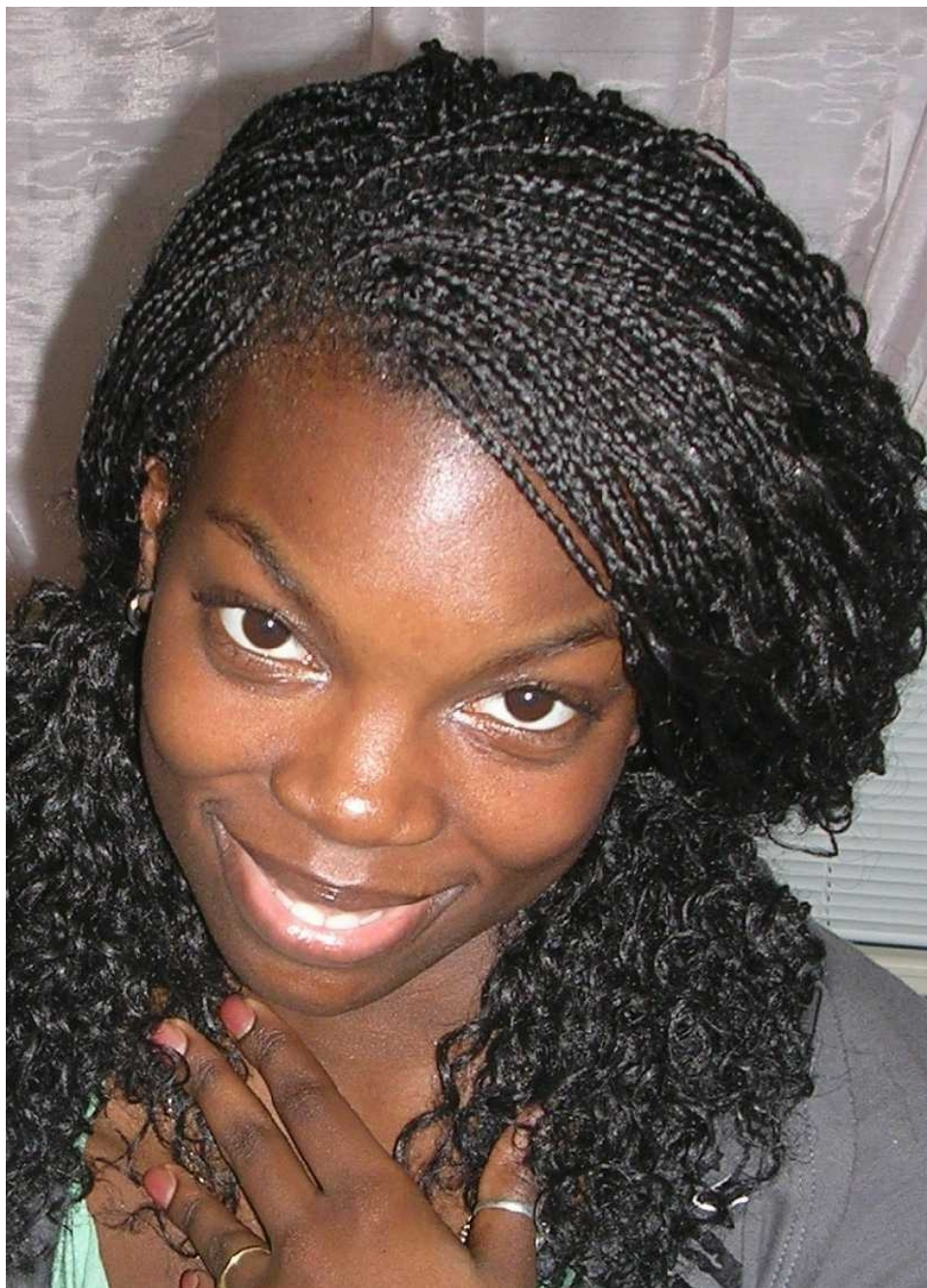


ВІДДІЛ ОХОРОНИ ЗДОРОВ'Я  
ПОЛОГОВИЙ БУДИНОК №3  
ПОЛОГОВЕ  
ВІДДІЛЕННЯ



















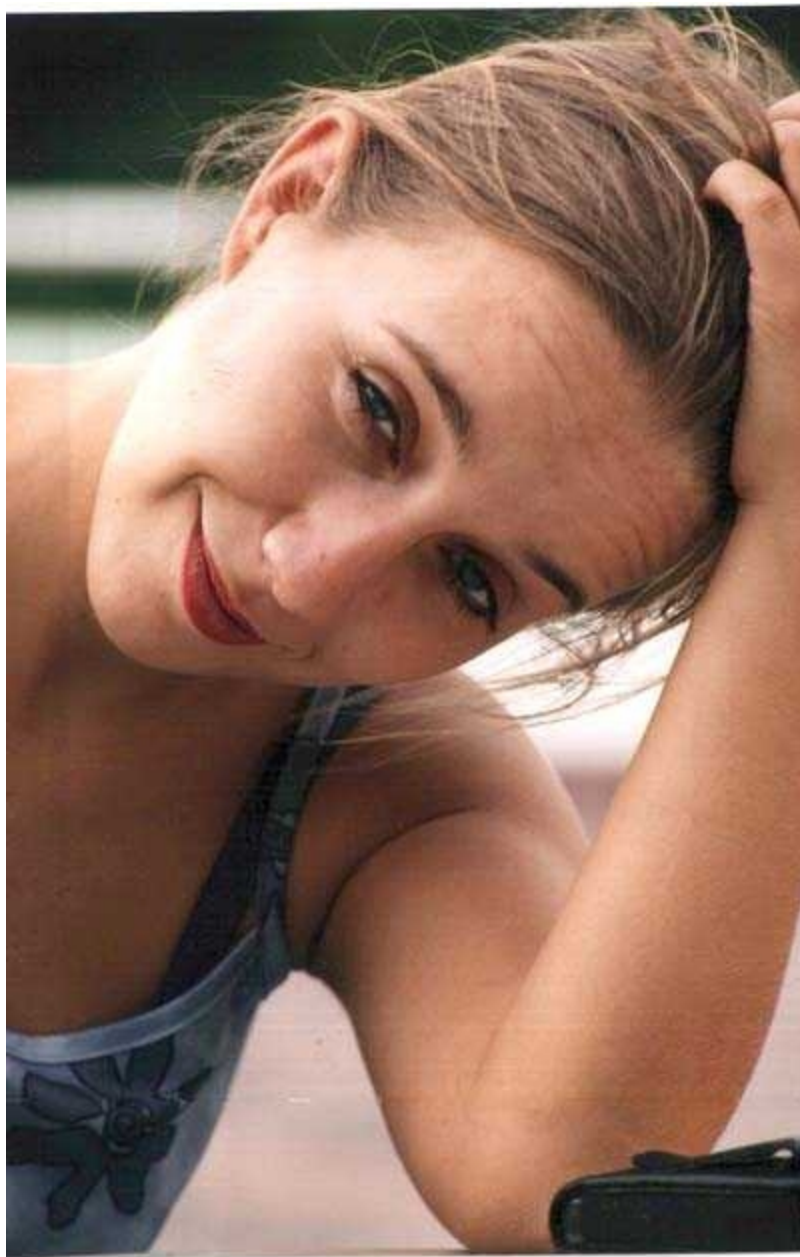


























“Wikipedia represents a belief in the supremacy of reason and the goodness of others.”

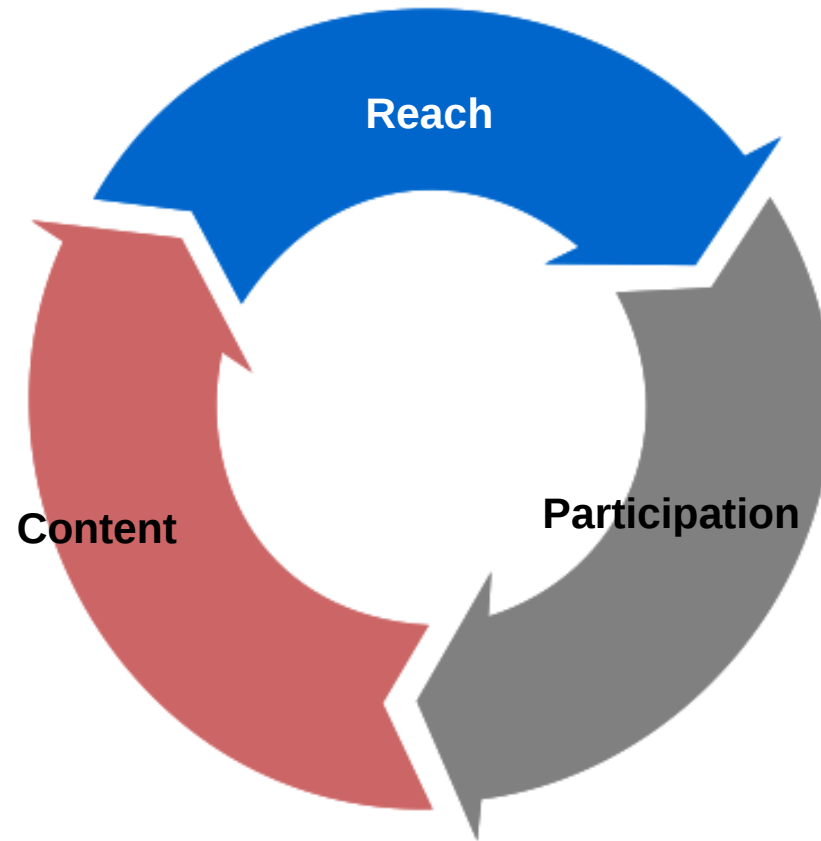
Daniel Pink, “The Book Stops Here,” Wired magazine 13.03, March 2005



“Wikipedia works because those who know the truth, or something close to it, are usually more numerous and more committed than those who believe in a falsehood.”

Cass R. Sunstein, *Infotopia: How Many Minds Produce Knowledge*, Oxford University Press, 2006







“If Wikipedia is becoming the family encyclopedia for the twenty-first century, historians probably have a professional obligation to make it as good as possible.”

Roy Rosenzweig, *The Journal of American History*, Volume 93, Number 1 (June 2006) 117-46





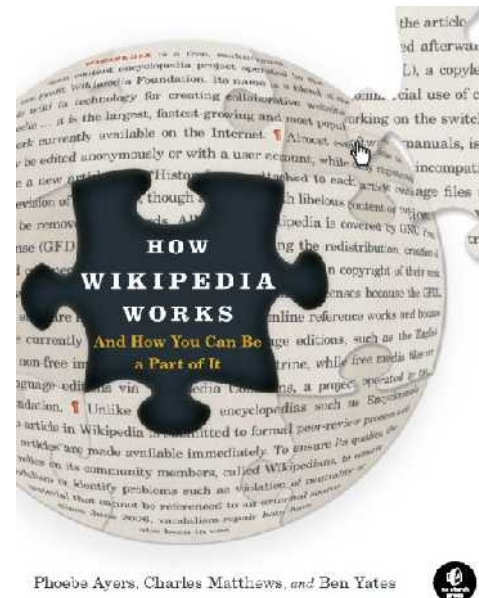
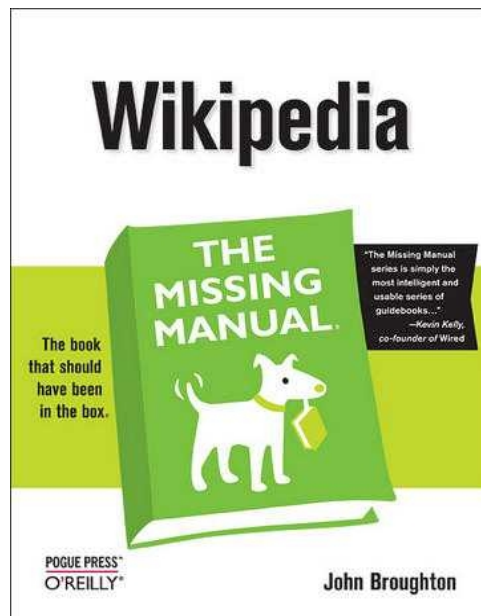
“How Wikipedia works” animated video <http://tiny.cc/swd8d>

“How to edit Wikipedia” video <http://tiny.cc/kx2df>

Another “How to edit Wikipedia” video <http://tiny.cc/owyc9>

Video about Wikipedia's reliability <http://tiny.cc/mzk4l>

FAQ for librarians <http://tiny.cc/xjbd4>



Google

