IMPORTANCE
Top Largest Websites

1. Google
2. Facebook
3. Youtube
4. Yahoo!
5. Baidu
7. Windows Live!
8. QQ
9. Amazon
10. LinkedIn

>500,000,000 Monthly Views

6th Largest Site

89,000 Active Editors
OF WHICH ARE NONPROFIT

Top Largest Websites
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Only Top 100 site without user surveillance
CONNECTION
“Imagine a world in which every single human being can freely share in the sum of all knowledge. That's our commitment.”

Library or Wikipedia?
Wikipedia had a reputation for being unreliable but Wikipedians are dedicated to quality sourcing.

The latest data shows users rating scores in this order:

1. “Well-sourced”
2. “Readable”
3. “Complete”
4. “Neutral”

And all are rising over time.


nk/Article_Feedback
CITATIONS

- 411,274 citations of books
- 244,236 citations of journals
- 57,868 citations of encyclopedias
- 342,470 of newspapers
- 1,055,845 total print citations[1]
- 1,169,495 citations of web[1]


Print citations as common as web[1]

94.2% contain at least one reference[2]
Even in Academia researchers are increasingly using Wikipedia as a source and pedagogical tool.

Wikipedia has been cited 3,679 times in the WoS and Scopus databases during the last nine years.[1]


2003: Scopus articles cited Wikipedia 4 times

2010: Scopus articles cited Wikipedia 933 times
ENGAGEMENT
RESEARCH FLOW, PRE-INTERNET

- Question
- Catalog Search
- Stacks
RESEARCH FLOW, NOW

Question → Web Search → Wikipedia
RESEARCH FLOW, FUTURE

Question → Web Search → Wikipedia → Library
- Digital
- Physical
RESEARCH FLOW, FUTURE

Question → Web Search → Wikipedia → Library
- Digital
- Phyiscal
It’s not contentious that research should end at the sources.

The open question is how to create the links between Wikipedia and Libraries.

Who’s linking?

What needs linking?

Where to link?
Institutions have edited Wikipedia on their own special collections.

Editathons bring Wikipedians to the sources.

Workshops train new editors on how to create edit Wikipedia.

Bots (robots) are software that automatically edit Wikipedia.

Media Donations are bulk uploads of media to the commons.
The model of Librarians editing Wikipedia and linking to their own special collections was probably the earliest attempt at linking.

**For instance:** University of Washington Libraries [1].

**Advantages:** can be completed by a paid workforce.

**Disadvantages:** Wikipedia community can be hostile to *conflict of interest editors* if they (unknowingly) break Wikipedia policy.

Invite Wikipedians and patrons alike into the library for an event. Possibly giving access to rare materials.

**For instance:** Princeton Libraries[1].

**Advantages:** Brings newcomers to the library. Exposes rare materials.

**Disadvantages:** Varying quantity and quality of work. Requires event planning.

Encouraging newcomers to edit by hosting workshops on editing techniques.

For instance: Harvard Workshop[1].

Advantages: Focus on new editors can bring in otherwise hesitant participants.

Disadvantages: Does not ensure ensuing work.


Garner new participants

Low inertia

No guaranteed action
(Ro)bots are software that can edit Wikipedia extensively.

For instance: VIAFbot[1].

Advantages: Large impact if the problem can be solved algorithmically.

Disadvantages: Requires very specific data focus and skills.

Media Donation

Donations of Public Domain (or CC-BY-SA) images, and texts. *Wikimedia commons* help support free online materials.

**For instance:** National Archives[1].

**Advantages:** Creates promotional press. Can enrich media by unforeseeable reuse.

**Disadvantages:** Does not link back to donating institution.

Reliable sources noticeboard is a discussion forum on assessing the quality of sources[1].

“Category:Unreferenced” is a list of articles lacking sourcing entirely[2].

The Teahouse is a new, friendly approach to peer support on Wikipedia[3].


FORENSICS
THE TALK PAGE

Sometimes known as the “discussion page” this is the location for editors to talk about the article.

Duality: every page is two pages.

Meta-page

Permanently attached

Talk to other editors
Egyptian Revolution

What would be some of the major talk today around the Egyptian Revolution article?
Egyptian Revolution

What score would you guess?

What percentage are stubs?
http://en.wikipedia.org/wiki/Wikipedia:Version_1.0_Editorial_Team/Assessment#Quality_scale
The entire revision history for a page is always stored on Wikipedia. That also includes talk pages.
Egyptian Revolution 2011
How soon after the first protest did the first draft come?
The user page itself is the public face that the user chooses to show.

The attached talk page of a user page acts as the message system.

Private messaging is impossible by design.
User: The Egyptian Liberal
What was s/he discussing?
Part of Wikipedia’s special structure is that links are **bidirectional**. We take links forwards all the time. Why not backwards?

- **All pages**
- **Counting tool**
- **New browsing mode**
What do you think links to Egyptian Revolution?

Templates
Infoboxes are a type of template. They are the boxes at the right with structured data
What about “infobox book”
Simple page view counter displayed over time.

All pages
All languages
Up to 90 days prior
Pages

On the July 18th release of a new Joyce Biography, what effect on Ulysses?

THEORY
An Encyclopedia
Neutral Point of View
Free Content
Civility
No Firm Rules

“The problem with Wikipedia is that it only works in practice. In theory, it can never work.” ~Anon
VIAFBOT
VIAF – the Virtual International Authority File – is a matching algorithm for over 20 national name authority files.

In VIAF’s algorithmic matching process it uses Wikipedia as to help disambiguate creators.

When a successful match is found and Wikipedia is used, VIAF links to the Wikipedia article it used.

This VIAF->Wikipedia link could be reciprocated on Wikipedia, making it part of a web of services.
VIAFBOT - PROCESS

VIAFbot proposes to edit 260,000 articles.

Getting approval on large projects on Wikipedia is difficult because there is no central office.

Instead you must find *community consensus*.

Phases:

- Village Pump (discussion)
- Request for Comment (officious)
- Bot Approval Group (review)

We’re close to doing it [1].

[1]

- 260,000 articles to edit
- Requires Approval
- No office to call
- Must find community consensus
- >30,000 community members
VIAFBOT - EXAMPLES

VIAF entry for Maya Angelou links to Wikipedia.

http://viaf.org/viaf/7386077/#Angelou

Maya

VIAF entries for Irvine Welsh

http://viaf.org/viaf/101956084/#Welsh

Irvine

Once linked we could use the linked data to automatically glean more facts.

http://viaf.org/viaf/7386077/rdf.xml
IDEAS
“Wikipedia Loves Libraries” is a Wikipedian-centered approach to the two collaborating.

We want more Library voices and ideas.

What can you imagine in this space?

Formally <2 years old

More library voices can shape projects
COMMENTS AND QUESTIONS

More online at:
OCLC Research Webinar

Wikipedia and Libraries: What's the Connection?

#orwikipedia

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@notconfusing

OCLC Research
http://www.oclc.org/research/

Our Webinars
http://www.oclc.org/research/events/webinars.htm