

SWOT Analysis - Wikipedia in Italian

| <i>Strengths</i> | <i>Weaknesses</i> |
|---|--|
| <ul style="list-style-type: none"> • 5th most visited site in Italy; • Good reputation in various circles of Italian society; • Strong collaborative spirit among users; • Constant increase in article quality. | <ul style="list-style-type: none"> • Gender gap; • Wikipedians' "solitude feeling" when facing problems (legal threats, copyright violations, editing on a commission basis); • Widespread misunderstanding about the role of the administrator (inside and outside of the community); • Low user retention rate: little ability to maintain new projects users; • Administrators (need to have specific expertise for formatting, using templates, etc. that are hard to learn (a problem common to all language editions); • WMI is not very well known; detachment, if not open conflict, by very old admins, popular on the web; • Difficulty in managing OTRS and user support |
| <i>Opportunities</i> | <i>Threats</i> |
| <ul style="list-style-type: none"> • High growth potential for online encyclopaedias; • Vast pool of potential users: schools, cultural workers, etc.; • Very high demand for free, accurate, detailed and widespread knowledge; • Cultural institutions and the world of open culture (museums, Linux groups, etc.) have projects that could benefit from a collaboration with WMI on Wikipedia. • Visual Editor: it could reduce the barriers to entry | <ul style="list-style-type: none"> • Legal threats more and more focused on single editing or single users; • Incorrect communication from the media (wrong information to the public about the mechanisms and purposes of the encyclopaedia); |