

**10<sup>th</sup>  
Anniversary**



**Wikipedia - Why the Many Are  
Smarter Than the Few**

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# *Commitment*

*“Imagine a world in which every single human being can freely access the sum of all human knowledge”*

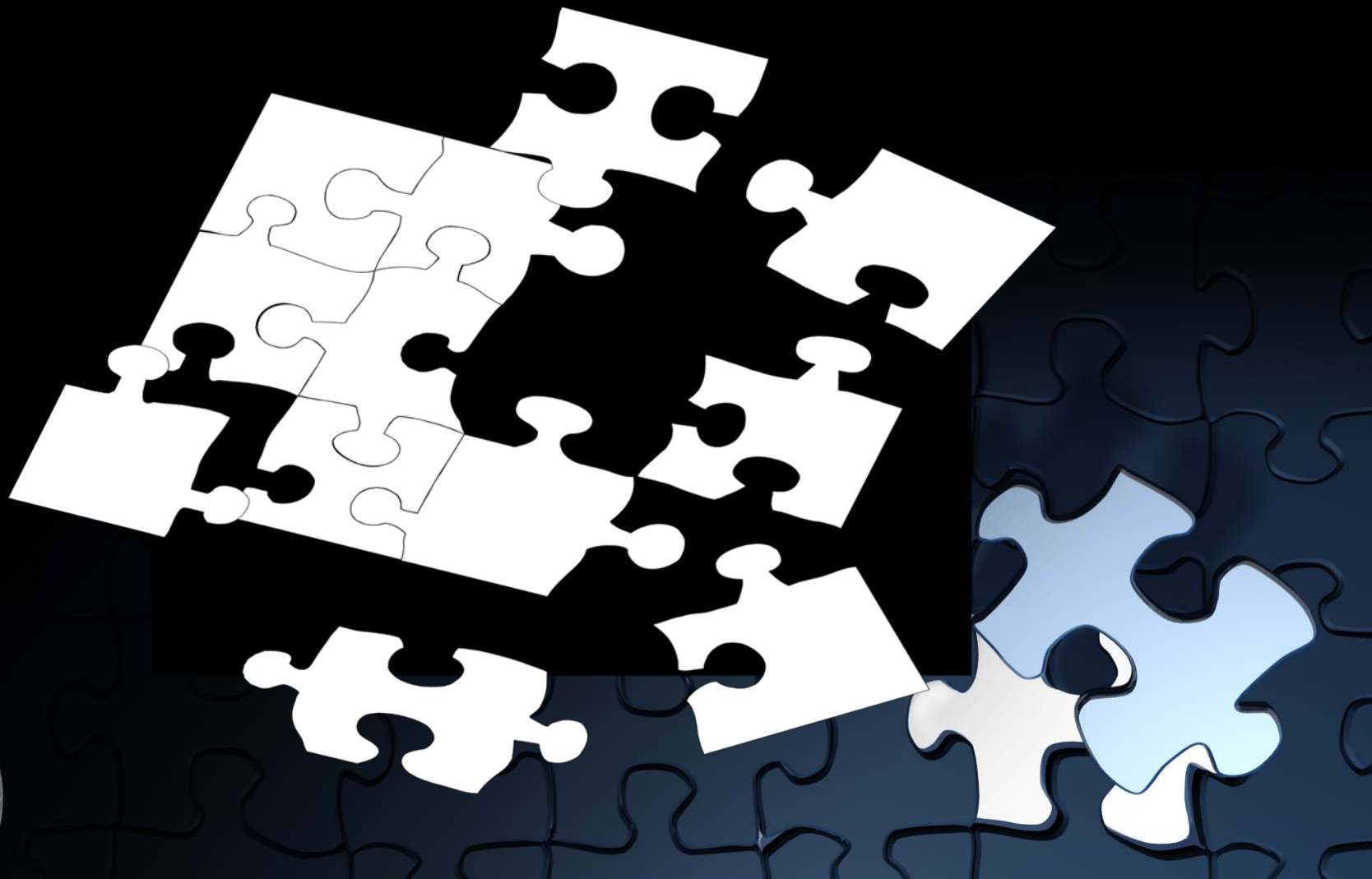




*???* how *???*



*information is there, but scattered . . .*



*No one knows everything,  
but every one knows something . . .*



*and something together makes  
everything !!!*



# What is Wikipedia ?

- *Wikipedia is a free, web-based, collaborative, multilingual encyclopaedia project supported by the non-profit Wikimedia Foundation.*
- *The name Wikipedia was coined by Larry Sanger and is a portmanteau from **wiki** (a technology for creating collaborative websites, from the Hawaiian word wiki, meaning "quick") and encyclopaedia.*



# History

- *Wikipedia began as a complementary project for Nupedia on March 9, 2000, under the ownership of Bomis Inc, a web portal company.*
- *On January 10, 2001, Larry Sanger proposed on the Nupedia mailing list to create a wiki as a "feeder" project for Nupedia.*
- *Wikipedia was formally launched on January 15, 2001, as a single English-language edition at [www.wikipedia.com](http://www.wikipedia.com).*





# WIKI Statistics

## ❖ *Traffic Stats*

- Visitors spend approx **5** minutes per visit to the site with **59** seconds per page view.
- English Wiki serves **54%** of site's traffic, followed by Japanese with **10.3%**

## ❖ *Search Analysis*

- **John Lennon** is the most searched query on Wiki after **Facebook**



## ❖ *Reviews*

- **88%** visitors have recommended Wiki to others.
- Users have called Wiki as site having Good content, Ease of navigation, Active community.

## ❖ *Click Stream*

- Up - **21%** visitors visit GOOGLE before Wiki
- Down – **15%** visitors again visit GOOGLE after Wiki
- **96.7%** queries searched on GOOGLE gives Wiki as first link



# Wiki Readers



Source: Eric Zachte's Analysis for Q3 2009

# Strong Points of Wikipedia

- Neutral Point of View
- No Originality
- Falsifiability



# Wikipedia in India

- Is ranked as **7<sup>th</sup>** top site
- **6.5%** Audience of Wiki
- Is opening **first** overseas office in India, which will focus on expanding its database in Hindi and all other official languages of the country
- Also a project is currently running through “**Help us complete the puzzle in your language**” focusing on various Indian languages

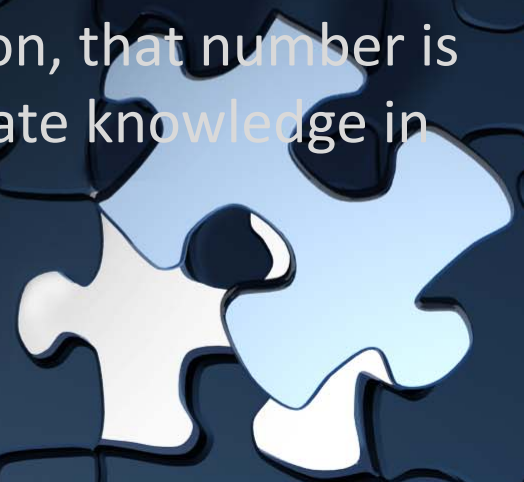


# Wikipedia in Indian languages

Indian Language	No of wikipedia articles
Hindi (हिन्दी) – hi –	53,246
Telugu (తెలుగు)	44,335
Marathi (मराठी)	26,582
Bishnupriya Manipuri (বিষ্ণুপ্রিয়া মণিপুরী)	21,023
Bengali (বাংলা)	20,979
Tamil (தமிழ்)	12,627
Gujarati (ગુજરાતી)	12,547
Malayalam (മലയാളം)	11,883
Urdu ( – (اردو)ur )	7,850
Kannada (ಕನ್ನಡ)	3,194
Sanskrit (संस्कृतम्)	3,358
Others	Less than 2000

# Wikipedia in Urban India

- Wikipedia has provided a new ray of hope for education in India with most of students in urban city getting help from Wikipedia.
- Wikipedia has found a way into Universities and Colleges as a means of communication through *Media Wiki pages*
- But still India has 80 million users today, with a growth rate of 20%. Though that's barely 10% of the population, that number is sure to have close to 100% literacy with adequate knowledge in English.



# Wikipedia in Rural India

## ❖ “One Wikipedia per School”

- The new Wiki-Reader can reach the villages and provide education at rural places where teachers are in scarcity.
- Wikireader is offline, mobile encyclopaedia
  - ✓ Full copy of English Wikipedia
  - ✓ 12 months of battery life
  - ✓ Touch screen interface
  - ✓ Fully open GPL device





# Wiki Impact

- Successful in bringing lots of people together irrespective of cast, creed, culture.
- Providing high quality education to billions of people.
- Teachers blame students to treat Wiki as *Cliff Notes*.
- Has filled the void between teachers and students.
- Gives a sense of ownership & responsibility & pride.
- A great platform to share knowledge.
- Incredible example of cooperation & collaboration.



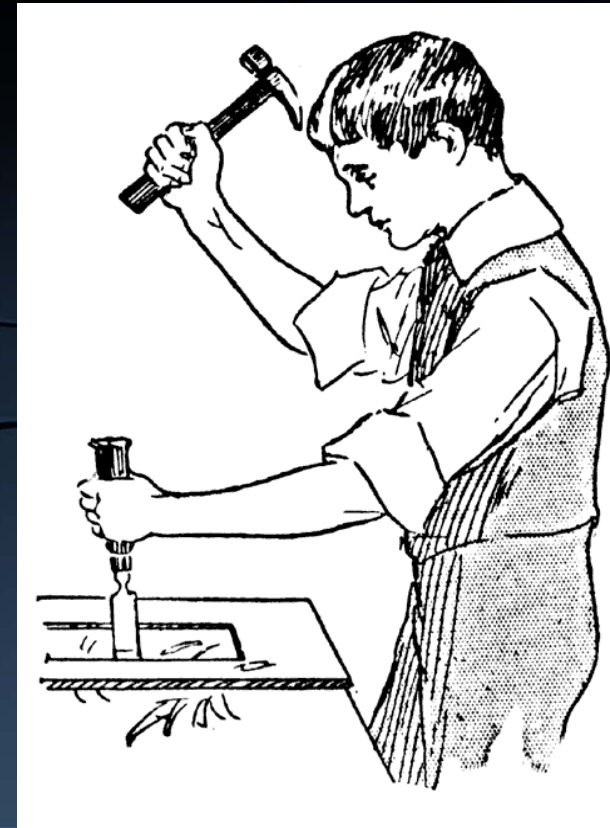
# Future of Wikipedia

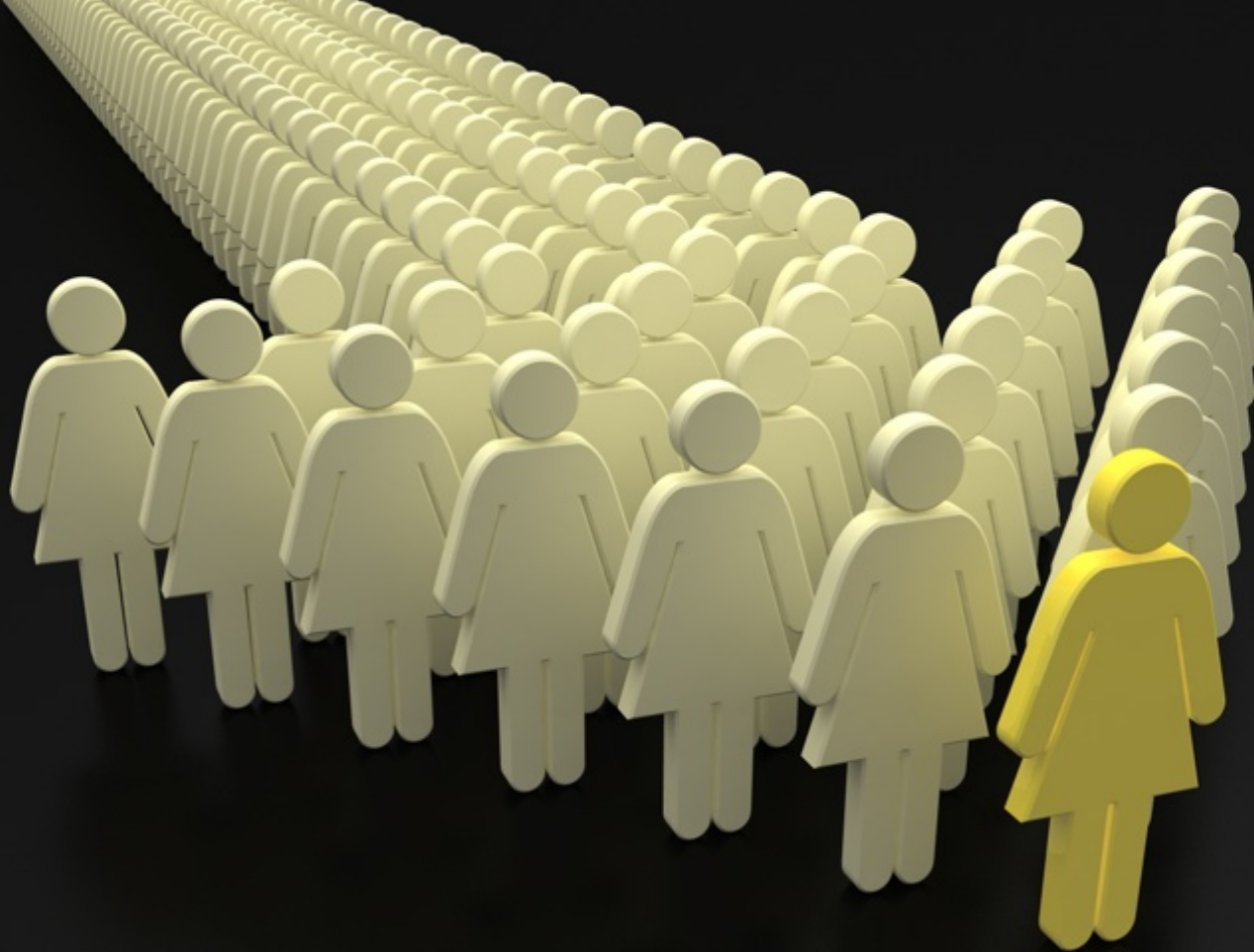
- When asked: *“In 10 years what would Wikipedia be like”*  
It is said: *“What will the world be like in 10 years !”*
- Have a Wikipedia in all the languages of the world.
- Wiki-Audio and Wiki-Video to reach illiterate workforce.



# Wiki-Audio & Wiki-Video

- ❖ Many people can't read or write.
- Future Wikipedia should target these people through **Audio** and **Video**.
- Audio and Video instructions will increase their efficiency by better understanding.
- Visual appeal lasts longer.
- Have more widespread reach.





*“Coming together is a beginning. Keeping together is progress.  
Working together is success.”*

*Henry Ford*