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“Imagine a world in which every single human being can freely share in the sum of all knowledge.

That's our commitment.”

Jimmy Wales

Demystifying Digital

Lodewijk Gelauff

Schiphol, April 2011

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This presentation

Expect:

Basic understanding

Do not expect:

"What is the secret key to getting a very positive article on Wikipedia"

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Who?

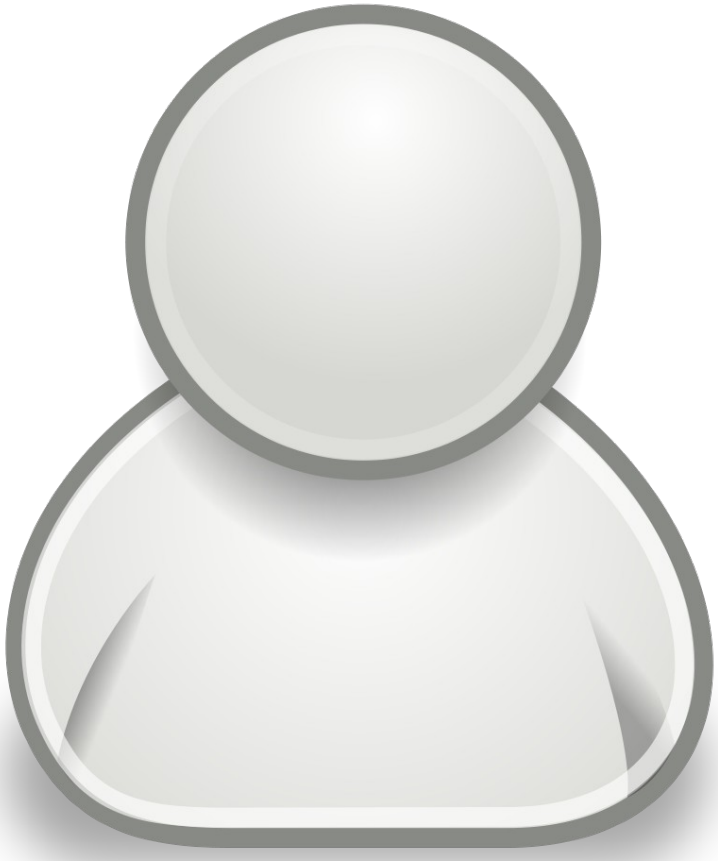

Image: Pander, GFDL

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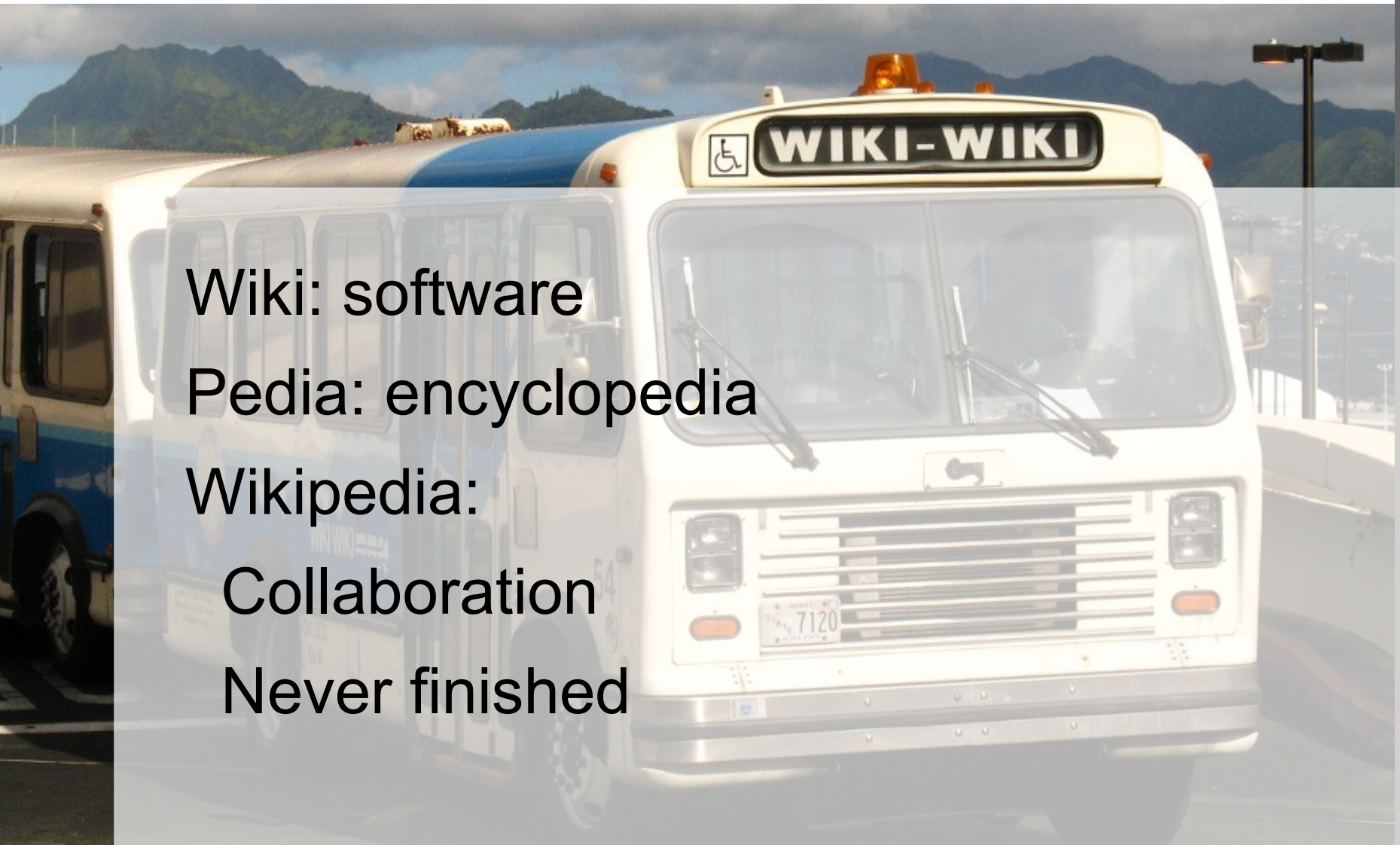
Wiki-what?



Wiki: software

Pedia: encyclopedia

Wikipedia:

- Collaboration
- Never finished

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Wikipedia

Top-10 website

410 million unique visitors per month

7500 new articles per day

Volunteers

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Wikimedia

Foundation + ~35 chapters

Non-profit

Free knowledge

No 'editorial board'

Images: logos Wikimedia Foundation © design Guillaume Paumier

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Wikimedia

Donations

Before Wikipedia: Nupedia

2000 - 2003: – experts only, 24 articles

1. Assignment
2. Finding a lead reviewer
3. Lead review
4. Open review
5. Lead copyediting
6. Open copyediting
7. Final approval and markup

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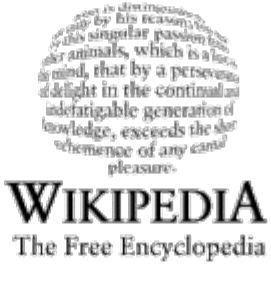
2001 - 2011

15 January 2001



Somewhere, something went terribly wrong

Images:US Govt (PD), Wikimedia Foundation ©, Pathoschild (CCBYSA)

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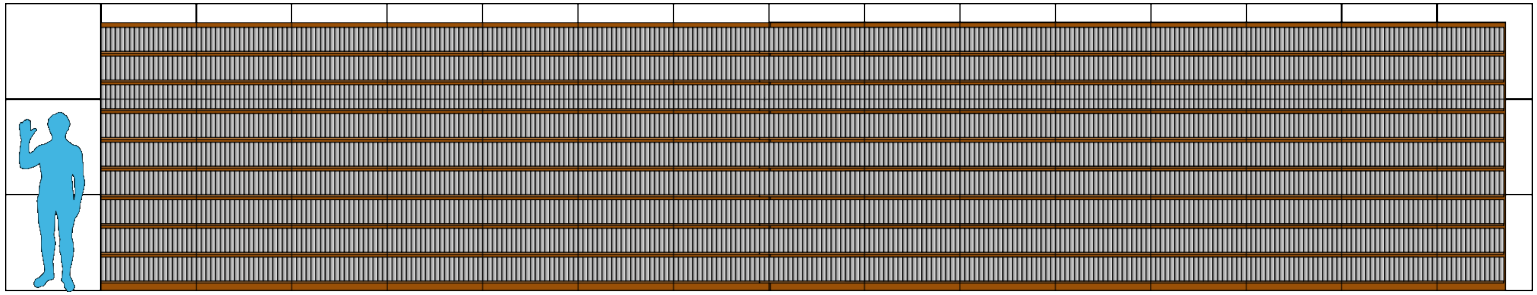
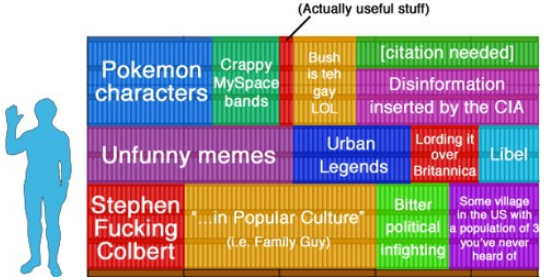
Articles

Aug 2010:



Aug 2007:



Images: Erik Zachte, Nikola Smolenski, Chris Applegate (CCBYSA)

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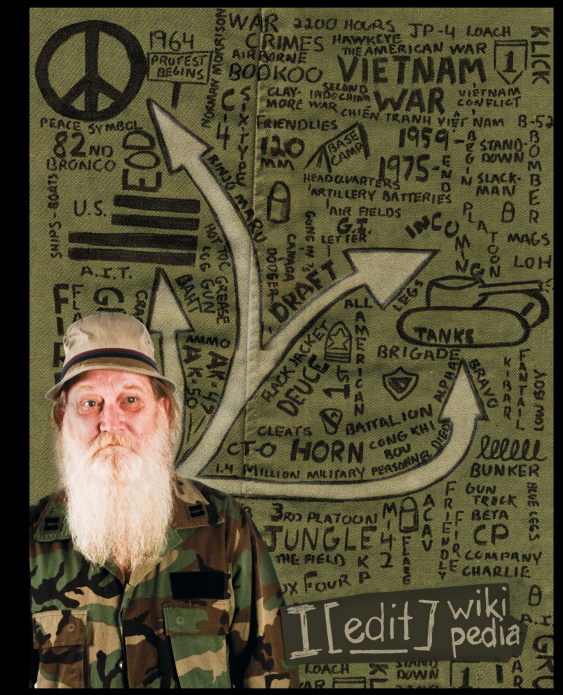
Quelle: Deutsche Fotothek

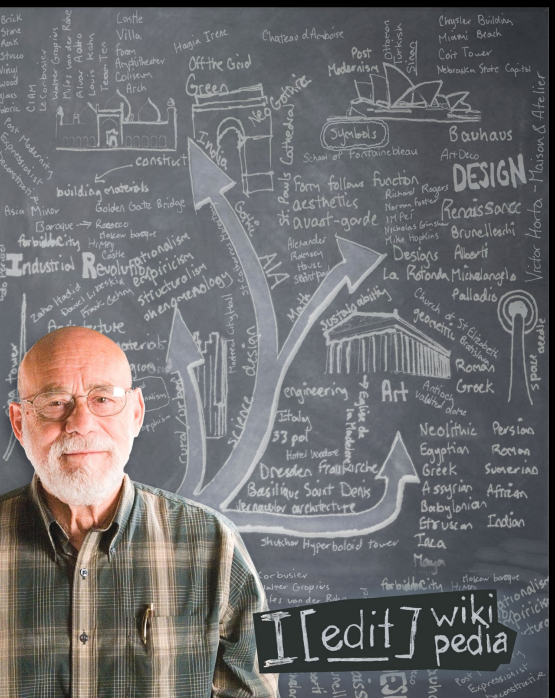
Bundesarchiv, Bild 183-27924-0001
Foto: Bauch | 10. Dezember 1954

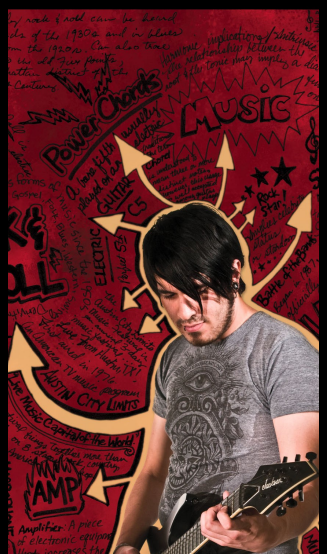
Images:Fotothek (CCBYSA),

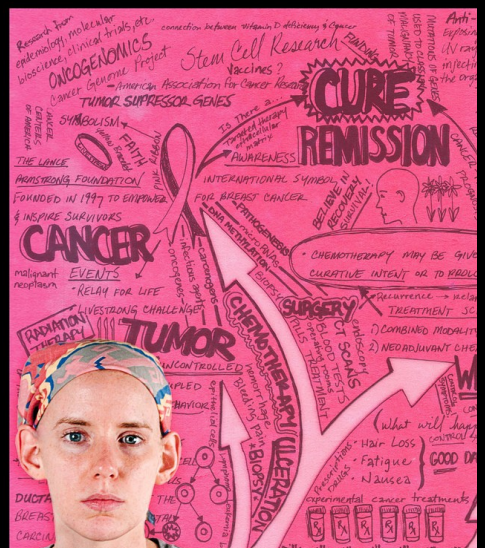


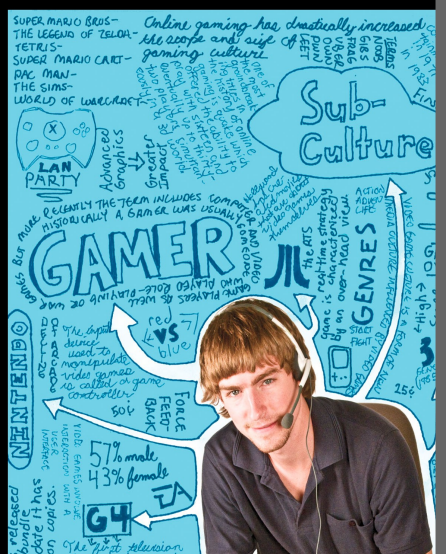
Anyone can contribute? But seriously, who writes Wikipedia?

- You, me, her, him, and thousands of volunteers, anonymous or not
- 1,2 million users
- 80.000 active gebruikers
- 10.000 very active
- All volunteers









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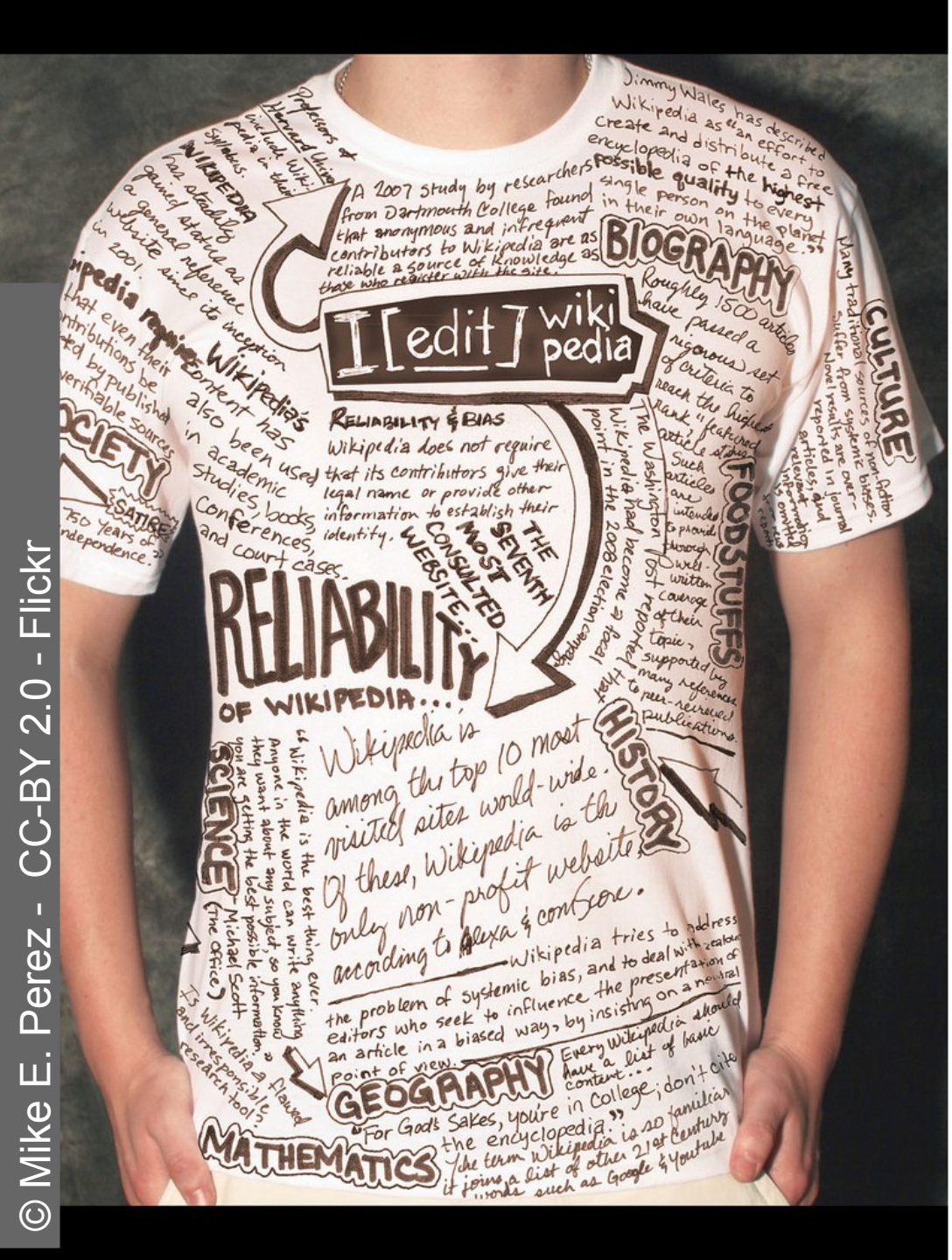

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So in the beginning, anybody could edit Wikipedia.

And then anybody could edit Wikipedia.

And as of tomorrow, anybody can edit Wikipedia.

- Jimmy Wales -

On Wikipedia's New Editing Policy - NPR, August 26, 2009

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Pillars

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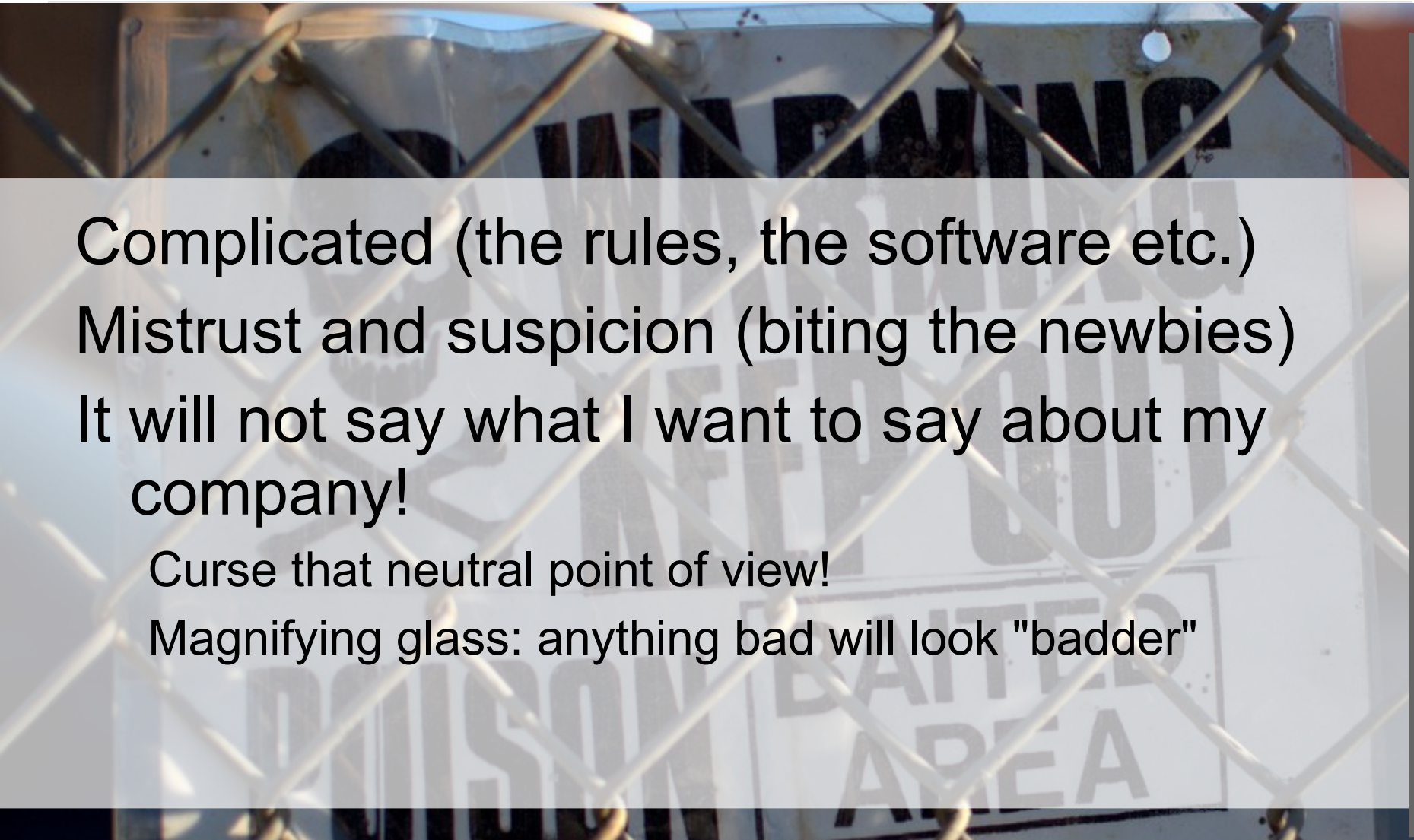
- Online Encyclopedia
- Neutral point of view
- Free content
- Respectful & civil
- No firm rules

Why might you want to stay away from Wikipedia?



- Complicated (the rules, the software etc.)
- Mistrust and suspicion (biting the newbies)
- It will not say what I want to say about my company!
  - Curse that neutral point of view!
  - Magnifying glass: anything bad will look "badder"

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Why can't you stay away from Wikipedia?

Wikipedia comes up often and first in search results

People use Wikipedia as a directory of businesses

People trust Wikipedia to say all there is to say

What do you mean, you don't have an article on Wikipedia? What kind of company are you?

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Can I be in Wikipedia? Please?

Back to the pillars:

- Notability
- Neutrality
- Verifiability

Many many details to consider...

Do not create yourself: COI

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Questions?

info@wikipedia.org

http://en.wikipedia.org/wiki/Help

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