

Engaging with Wikipedia



Pete Forsyth

Wiki Strategies

Web: www.wikistrategies.net

Twitter: [@wikistrategies](https://twitter.com/wikistrategies)

*Wikipedia
Matters*

Wikipedia Matters

- #5 most-read web site
- #1 most-read content-focused web site
- Available in hundreds of languages
(English, French, Italian, German...)

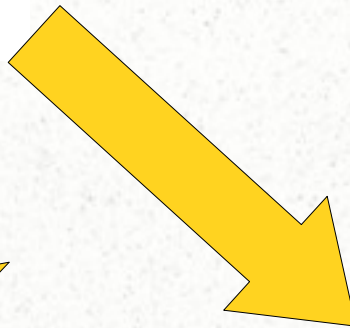
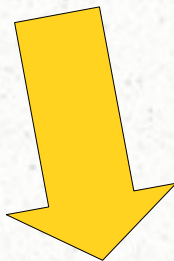
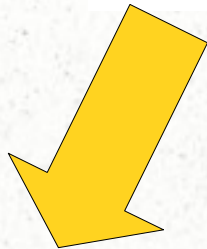
Wikipedia Matters

- Draws traffic from Google, Bing, blogs...
- Provides content that is used on Facebook
- Increasingly trusted by academics, journalists

Read

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View history



...

Wikipedia content on Facebook

facebook

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Facebook helps you connect and share with the people in your life.



Reed College

Interest · Did you mean [Reed College?](#)

Description

From [Wikipedia](#), the free encyclopedia

Reed College is a [private, independent, liberal arts college](#) located in southeast [Portland, Oregon](#). Founded in 1908, Reed is a residential college with a campus located in Portland's [Eastmoreland](#) neighborhood, featuring architecture based on the [Tudor-Gothic](#) style, and a forested canyon wilderness preserve at its center. Reed is known for its mandatory freshman [humanities](#) program, for its required senior-year thesis, as the only private undergraduate college with a primarily student-run [nuclear reactor](#) supporting its science programs, and for the unusually high percentage of graduates who go on to earn PhDs and other postgraduate degrees.

History

 Info

 Related Posts

 Wikipedia

Wikipedia performs on Google



university of geneva

Search

About 5,740,000 results (0.39 seconds)

Everything

[University of Geneva - UNIGE](#)

www.unige.ch/en/

Images

The **University of Geneva** is an institution devoted to research, teaching and dialogue. It is the site of academic creativity and the transmission of knowledge. ...

Maps

[Studying at the UNIGE](#)

www.unige.ch/.../etudageneve_en.ht...

Videos

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www.unige.ch/.../progrete_en.html

News

The Academy of **Geneva** was ...

University of Geneva ...

Shopping

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More

[University of Geneva - Wikipedia, the free encyclopedia](#)

en.wikipedia.org/wiki/University_of_Geneva

The **University of Geneva** (French: Université de Genève) is a public research university located in Geneva, Switzerland. It was founded in 1559 by John Calvin, ...

San Francisco,
CA

Wikipedia
is
Different

...than every other major publication
ever produced!

Wikipedia is Different

- No centralized editorial control
- Different language editions are largely independent

Wikipedia is Different

- Detailed principles, policies, guidelines
- Inconsistent interpretation, application, enforcement of policies
- Many contributors are proud to be anonymous

Wikipedia is Different

- It may be better to think of Wikipedia as a **platform** for publishing, than as a distinct publication

*Wikipedia is
Endless*

Wikipedia is Endless

- **There are many articles that relate to your university:**
- History of...
- Biographies of founders, presidents, professors
- Famous discoveries
- ...

Wikipedia is Endless

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Duke Univ



Duke University

From Wikipedia, the free encyclopedia

Duke University is a [private research university](#) located in [Durham](#), [North Carolina](#), United States. Founded by [Methodists](#) and [Quakers](#) in the present day town of [Trinity](#) in 1838, the school moved to Durham in 1892.^[9] In 1924, tobacco industrialist [James B. Duke](#) established [The Duke Endowment](#) at which time the institution changed its name to honor his deceased father, [Washington Duke](#).

Organized into two undergraduate and ten graduate and professional schools, Duke's research expenditures topped \$657 million in 2009, placing it amongst the largest ten in the nation.^[10] In its 2012 edition, *U.S. News & World Report* ranked the university's undergraduate program 10th among national universities,^[11] while ranking the [medical](#), [law](#), [public affairs](#), [nursing](#), and [business](#) graduate

Duke University

[Duke University Press](#)

[Duke University School of Law](#)

[Duke University Hospital](#)

[Duke University School of Medicine](#)

[Duke University Health System](#)

[Duke University Blue Devils](#)

[Duke University students rape accusation case](#)

[Duke University Primate Center](#)

[Duke Union Community Television](#)

containing...

[Duke Univ](#)



Motto *Eruditio et Religio* (Latin)^[1]

Motto in English Knowledge and Faith^[2]

Established 1838

Type Private

Wikipedia is Endless

- Your students, professors, administrators are already editing Wikipedia

Wikipedia is Endless

- There are many language editions

Wikipedia is Endless

- There are numerous possible controversies and debates within each article, in each language edition.

- You want to accomplish some changes

- You want to accomplish some changes
- You don't want to become full-time Wikipedians

- You want to accomplish some changes
- You don't want to become full-time Wikipedians

You need a strategy.

Wikipedia's Main Buttons



ETH Zurich

From Wikipedia, the free encyclopedia

Coordinates:  47°22′35.10″N 8°32′53.17″E﻿ / ﻿47.3763889°N 8.5481056°E﻿ / 47.3763889; 8.5481056

"ETH" redirects here. For other uses, see [ETH \(disambiguation\)](#).

The **Swiss Federal Institute of Technology Zurich** (German: *Eidgenössische Technische Hochschule Zürich*) or **ETH Zürich** (**ETHZ**) is an engineering, science, technology and management [university](#) in the [City of Zurich](#), [Switzerland](#). Like its sister institution [École Polytechnique Fédérale de Lausanne](#) (EPFL), it is an integral part of the [ETH Domain](#) that is directly subordinate to Switzerland's [Federal Department of Home Affairs](#).

ETH Zurich is ranked among the top universities in the world.^[1] It is currently ranked 7th best university in Engineering, Science and Technology. 31 [Nobel Prizes](#) have been awarded to students or professors of the Institute in the past, the most famous of them being [Albert Einstein](#) in 1921, and the most recent being [Richard F. Heck](#) in 2010. It is a founding member of the [IDEA League](#) and the [International Alliance of Research Universities \(IARU\)](#). It is a member of the [CESAER](#) and [Top Industrial Managers for Europe](#) networks.

The school was founded by the [Swiss Federal Government](#) in 1854 with the stated mission to educate engineers and scientists, serve as a national center of excellence in science and technology and provide a hub for interaction between the scientific community and industry.^[*citation needed*]

Contents [\[show\]](#)

History

[\[edit\]](#)

ETH was founded in 1854 by the [Swiss Confederation](#) and opened its doors in 1855 as a polytechnic institute (*Eidgenössische Polytechnische Schule*). It comprised in the beginning

ETH Zurich, Switzerland



Eidgenössische Technische Hochschule Zürich
Swiss Federal Institute of Technology Zurich

Established 1855

Type [Public](#)

President [Ralph Eichler](#)

Rector [Heidi Wunderli-Allenspach](#)

Admin. staff 9,809

Students 17,172 [\[2\]](#) [↗](#)

Location [Zurich, Canton of Zurich, Switzerland](#)

 47°22′35.10″N 8°32′53.17″E﻿ / ﻿47.3763889°N 8.5481056°E﻿ / 47.3763889; 8.5481056

Campus [Urban](#)

Affiliations [CESAER](#), [IDEA League](#), [IARU](#), [TIME](#)

Website [ethz.ch/index](#) [EN](#) [↗](#)

Talk:ETH Zurich

From Wikipedia, the free encyclopedia



This article is within the scope of **WikiProject Universities**, a collaborative effort to improve the coverage of [universities](#) and [colleges](#) on Wikipedia. If you would like to participate, please visit the project page, where you can join the [discussion](#) and see a list of open tasks.



[University portal](#)

Start

This article has been rated as **Start-Class** on the project's [quality scale](#).



This article is within the scope of **WikiProject Switzerland**, a collaborative effort to improve the coverage of [Switzerland](#) on Wikipedia. If you would like to participate, please visit the project page, where you can join the [discussion](#) and see a list of open tasks.



[Switzerland portal](#)

Start

This article has been rated as **Start-Class** on the project's [quality scale](#).

High

This article has been rated as **High-importance** on the project's [importance scale](#).

Contents [\[show\]](#)

Rankings

[\[edit\]](#)

Why have the rankings been removed? Surely these should be included, as is the case with the pages of the worlds other top universities. —Preceding [unsigned](#) comment added by [80.242.205.23](#) ([talk](#)) 09:39, 4 March 2011 (UTC)

Research Institutes

[\[edit\]](#)

Why is the CERN not mentioned anywhere? Many physicists work together with cern!

Editing ETH Zurich



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B *I*



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Named references



Error check



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}}
|
```

The '''Swiss Federal Institute of Technology Zurich''' ({{lang-de|Eidgenössische Technische Hochschule Zürich}}) or '''ETH Zürich''' ('''ETHZ''') is an engineering, science, technology and management [[university]] in the [[Zurich|City of Zurich]], [[Switzerland]].

Like its sister institution [[École Polytechnique Fédérale de Lausanne]] (EPFL), it is an integral part of the [[ETH Domain]] that is directly subordinate to Switzerland's [[Federal Department of Home Affairs]].

ETH Zurich is ranked among the top universities in the world.<ref>[http://www.timeshighereducation.co.uk/world-university-rankings/2010-2011/top-200.html "Times Higher Education"]</ref> It is currently ranked 7th best university in Engineering, Science and Technology. 31 [[Nobel Prize]]s have been awarded to students or professors of the Institute in the past, the most famous of them being [[Albert Einstein]] in 1921, and the most recent being [[Richard F. Heck]] in 2010.

It is a founding member of the [[IDEA League]] and the [[International Alliance of Research Universities|International Alliance of Research Universities (IARU)]]. It is a member of the [[CESAER Association|CESAER]] and [[Top Industrial Managers for Europe]] networks.

The school was founded by the [[Swiss Federal Government]] in 1854 with the stated mission to educate engineers and scientists, serve as a national center of excellence in science and technology and provide a hub for interaction between the scientific community and industry.{{citation needed|date=December 2010}}

Revision history of ETH Zurich

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*Featured Article
comparison*

Featured Article comparison

See this page for links to the 20 best university articles, and links to all articles about Swiss universities:

<http://enwp.org/User:Peteforsyth/Universities>

Strategic Goals

Two suggestions:

- 1. Article reflects a “serious” institution**
- 2. Build internal capacity**

Strategic Goals

1. Your institution is “serious.”

Strategic Goals

1. Your institution is “serious.”

- No warning banners on the top?
- A helpful lead section?
- A logo and/or useful infobox?
- No typos?

Strategic Goals

**2. You build internal capacity
for handling unexpected situations**

Strategic Goals

2. You build internal capacity for handling unexpected situations

- Your university president is arrested
- A professor is caught editing Wikipedia inappropriately
- Your Wikipedia article is deleted

Tips

- Use “discussion” or “talk” page early & often
- Clearly disclose your connection to university
- Be familiar with core policies: [\[\[WP:5P\]\]](#)
- Be familiar with Featured Article criteria: [\[\[WP:FACR\]\]](#)

Tips

- Avoid “marketing speak”
- Use citations
- Ask other editors for help!

Resources

- **Wiki Strategies:** *www.wikistrategies.net*
- **Wikimedia Switzerland:** *www.wikimedia.ch*
- **Online resources:** *bookshelf.wikimedia.org*
- **WikiProjects:** [\[\[WP:UNIVERSITIES\]\]](#)
- **Ambassadors:** [\[\[WP:AMBASSADOR\]\]](#)

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- Lane Hartwell: http://enwp.org/commons:File:Wikimedia_Foundation_Pete_Forsyth.jpg