Expert participation on Wikipedia: Barriers and opportunities

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WIKIMANIA 2011
Haifa, 4-6 August 2011

http://meta.wikimedia.org/wiki/Research:Expert_participation_survey

Motivation

"[Wikipedia] is not the bottom layer of authority, nor the top, but in fact the highest layer without formal vetting. In this unique role, it therefore serves as an ideal bridge between the validated and unvalidated Web."

Casper Grathwohl (*Wikipedia Comes of Age*)

"What I wonder is why professors don't curate [pages on] Wikipedia and add course materials and open access sections of textbooks, much of which they post online anyways."

David Lipman (Amy Maxmen, *Science networking gets serious*)

Expert niches in Wikipedia

IBIS The International Journal of Avian Science

Viewpoint

Why ornithologists should embrace and contribute to Wikipedia

ALEXANDER L. BOND Issue

CHEMCONNECTOR BLOG

Home My Curriculum Vitae

« An Excellent Review of Protein Docking eMolecules and ChemSpider – A Respectful Comparison of Capabilities »

The Curation of Almost 5000 Structures on Wikipedia

Wikipedia: A Key Tool for Global Public Health Promotion

James M Heilman[1,2], MD CCFP(EM); Eckhard Kemmann[3], MD FACOG; Michael Bonert[4], MD MASc; Anwesh Chatterjee[5], MRCP; Brent Ragar[6], MD; Graham M Beards[7], DSc; David J Iberri[8]; Matthew Harvey[9,10], BMed; Brendan Thomas[11], MD; Wouter Stomp[12], MD; Michael F Martone[13]; Daniel J Lodge[14], MD; Andrea Vondracek[15], PhD; Jacob F de Wolff[16], MRCP; Casimir Liber[17,18], MBBS FRANZCP; Samir C Grover[19], MD MEd FRCPC; Tim J Vickers[20], PhD; Bertalan Meskó[21], MD; Michaël R Laurent[22], MD

From a FriendFeed thread to a survey

Turning anecdotes about expert participation into data

guardian.co.uk

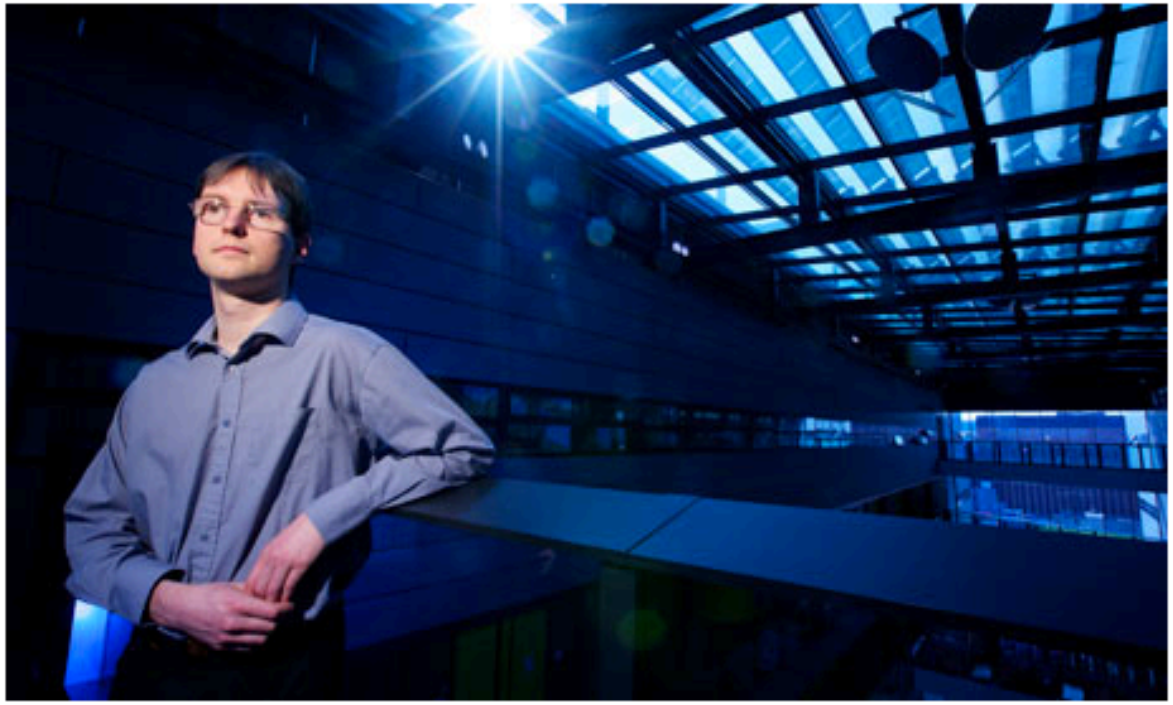
News | Sport | Comment | Culture | Business | Money | Life & style

News › Education › Higher education

Wikipedia wants more contributions from academics

Wikipedia is surveying academics to find out why many seem reluctant to donate their expertise

Zoe Corbyn
The Guardian, Tuesday 29 March 2011
Article history



Subject recruitment

Blog posts

Nature blogs, Wellcome Trust, OKFN

Social media

Twitter, Reddit, Slashdot

Banners on scholarly publishers

Springer, PLoS, BioMedCentral

Press

The Guardian, CBS News

Wiktionary

Mailing lists

Expert participation survey: Design

Demographics and expertise

Perception of Wikipedia participation among peers

- Authorship
- Social interaction
- Quality of information
- Wiki literacy
- Expert contribution

Personal motivation to contribute

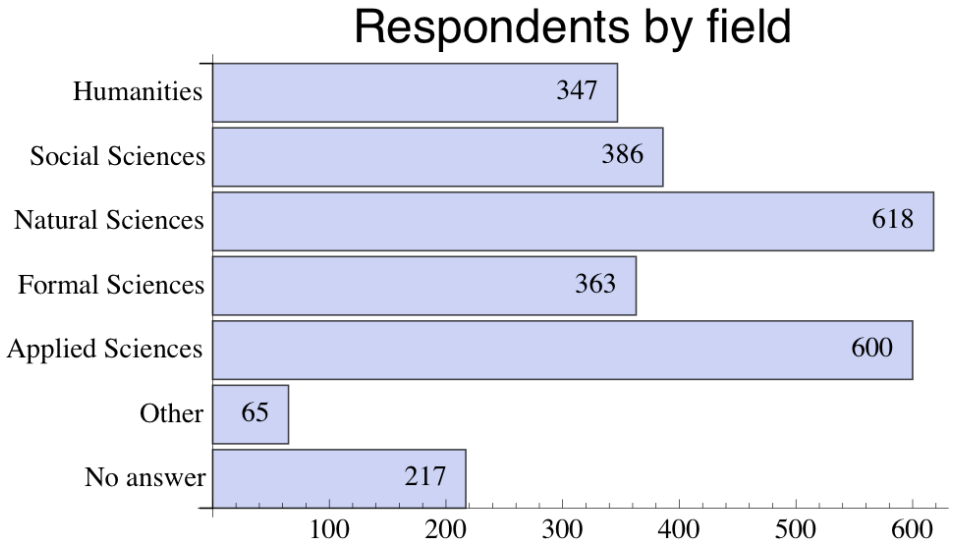
Attitude towards openness and open scientific collaboration

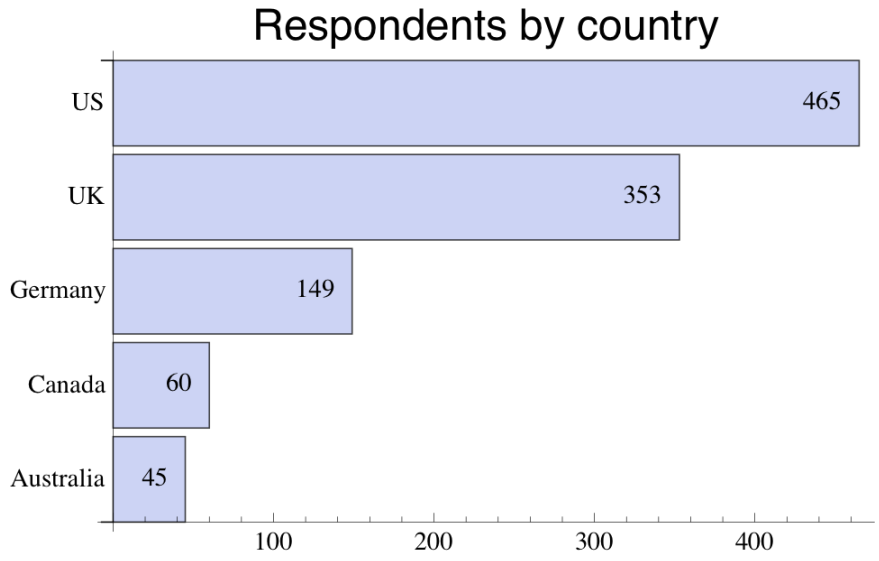
Expert participation survey: Overview

Total responses	2605
Complete	1618
Contributors (C)	935
	57.8%
Non contributors (NC)	641
	39.6%

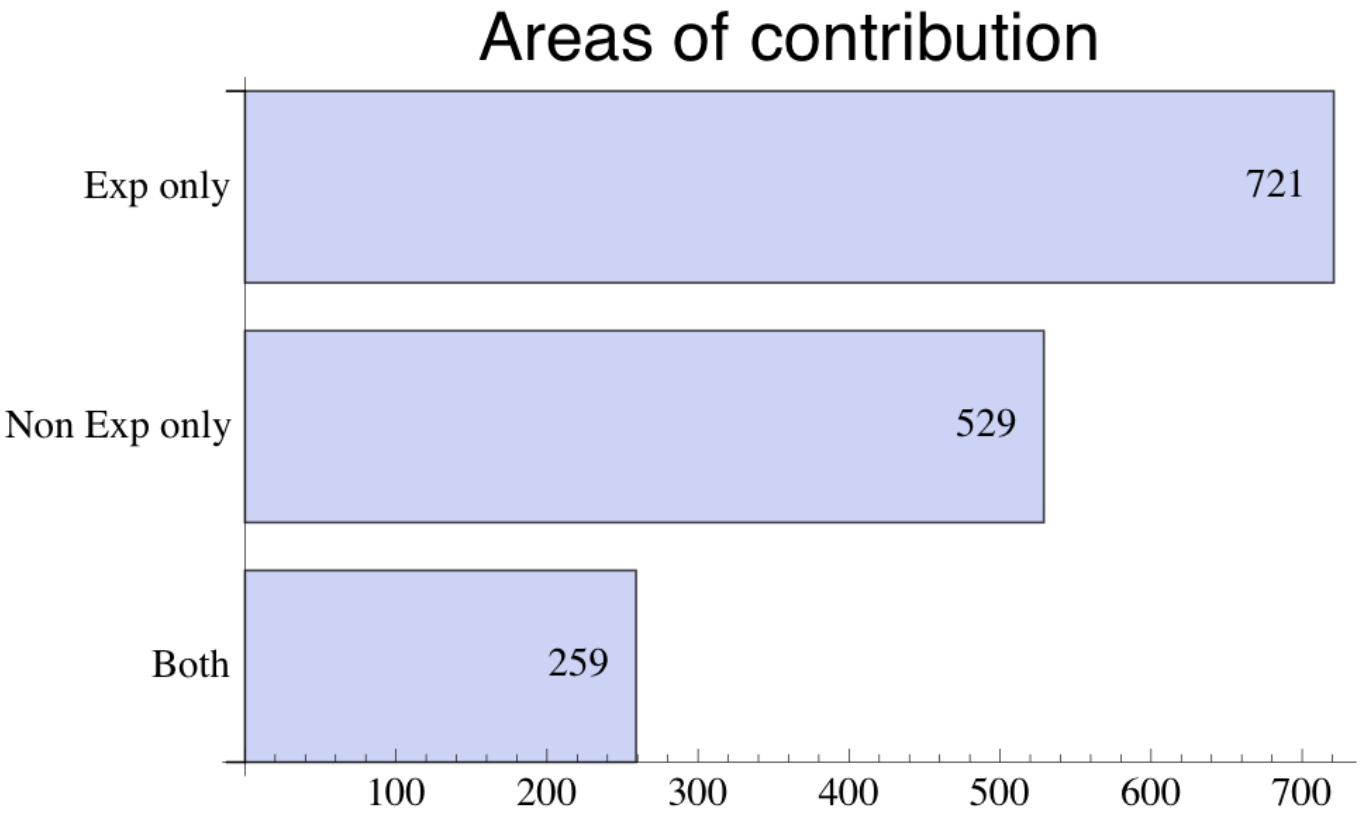
Available for follow-up interviews

	C	NC
704	470	234
43.5%	66.7%	33.3%

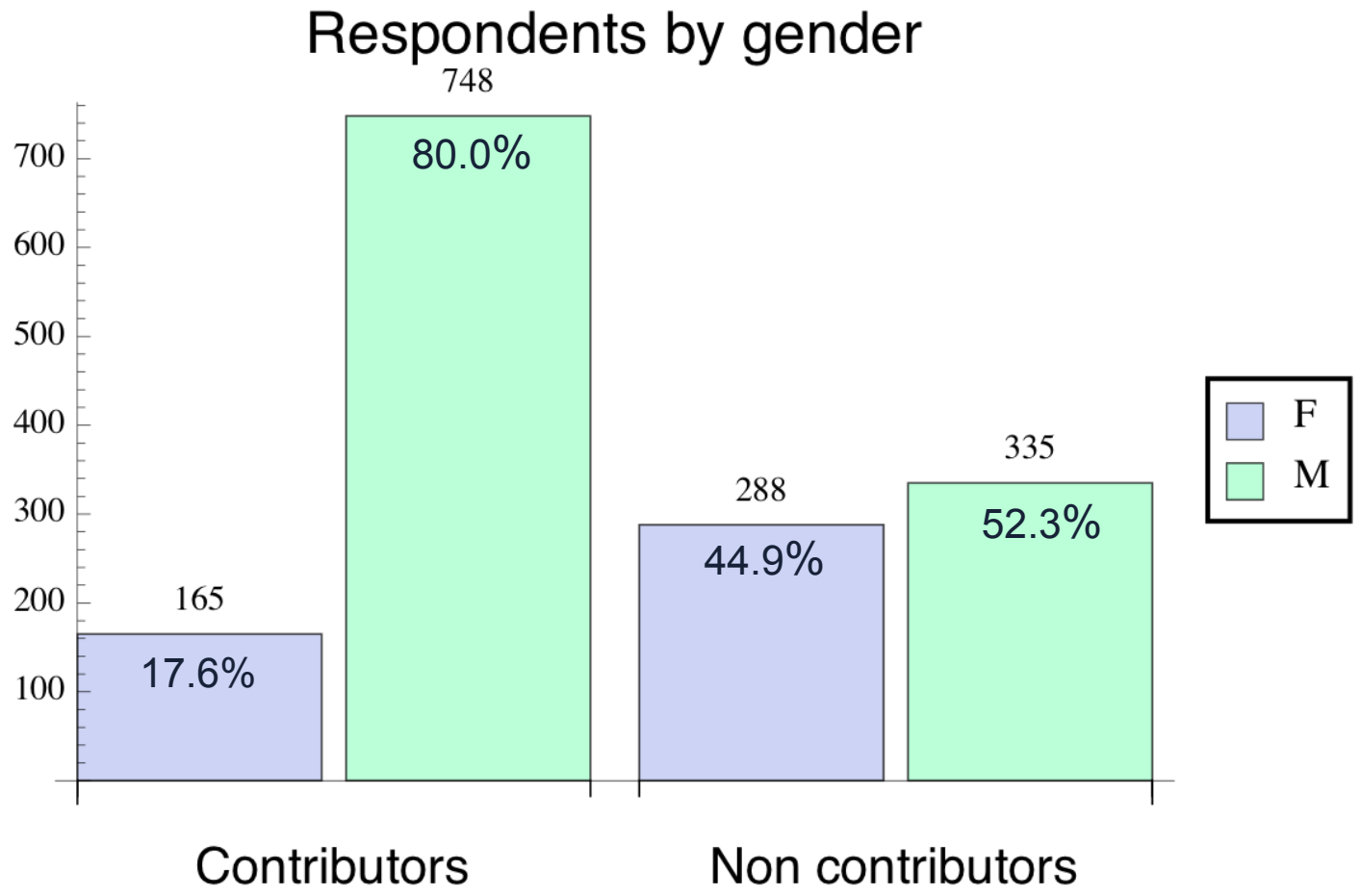




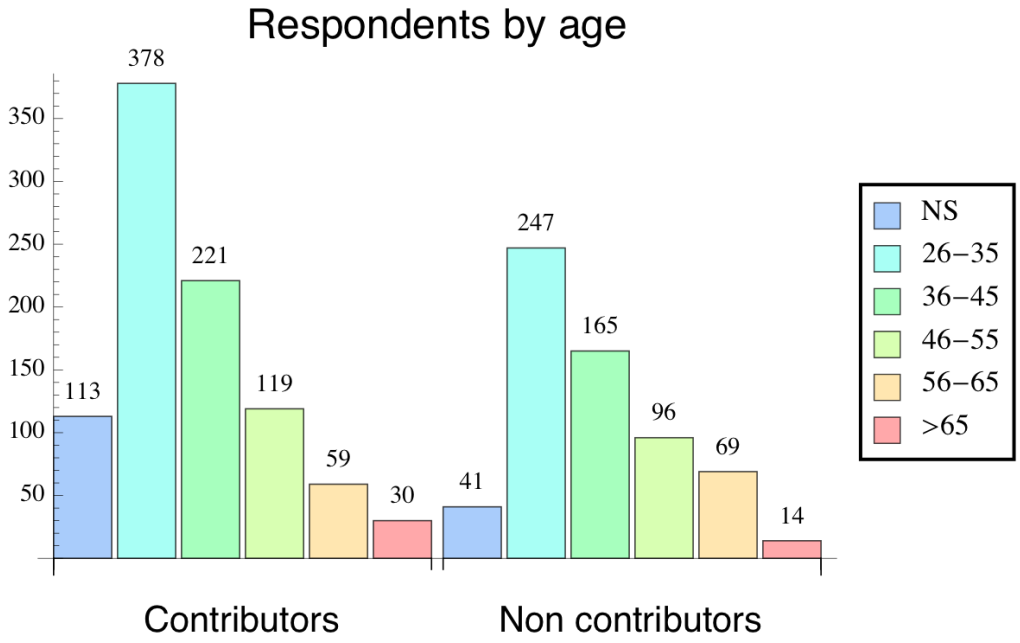
Demographics: Areas of contribution

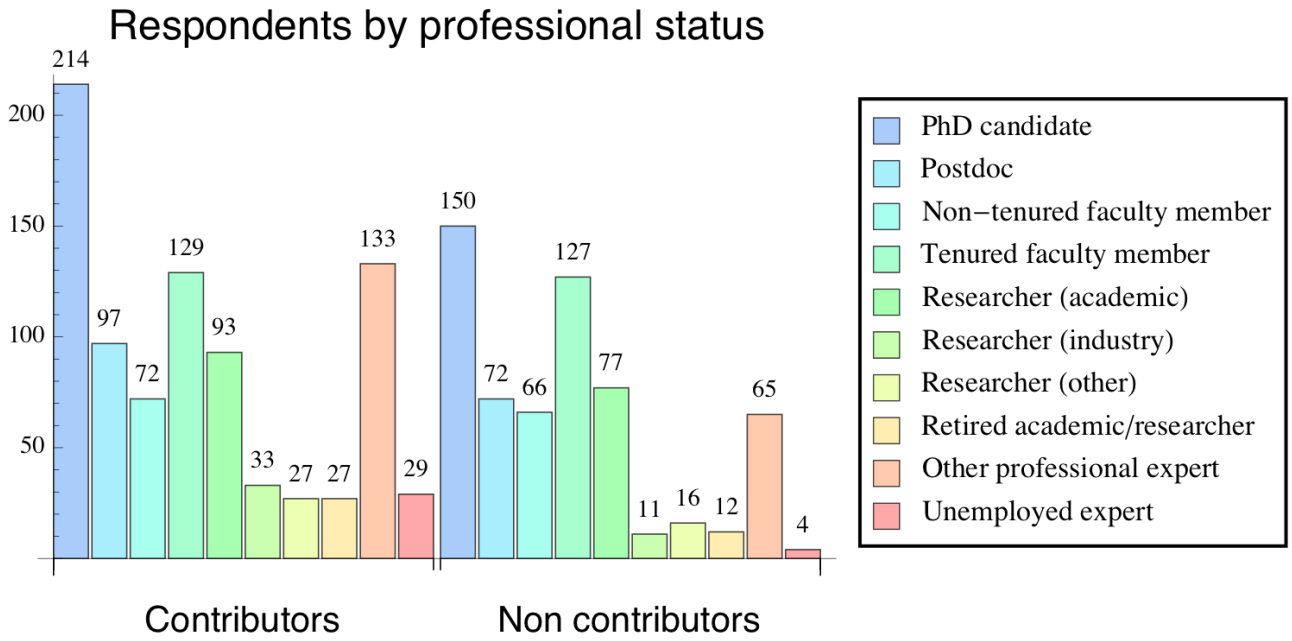


Demographics: Gender



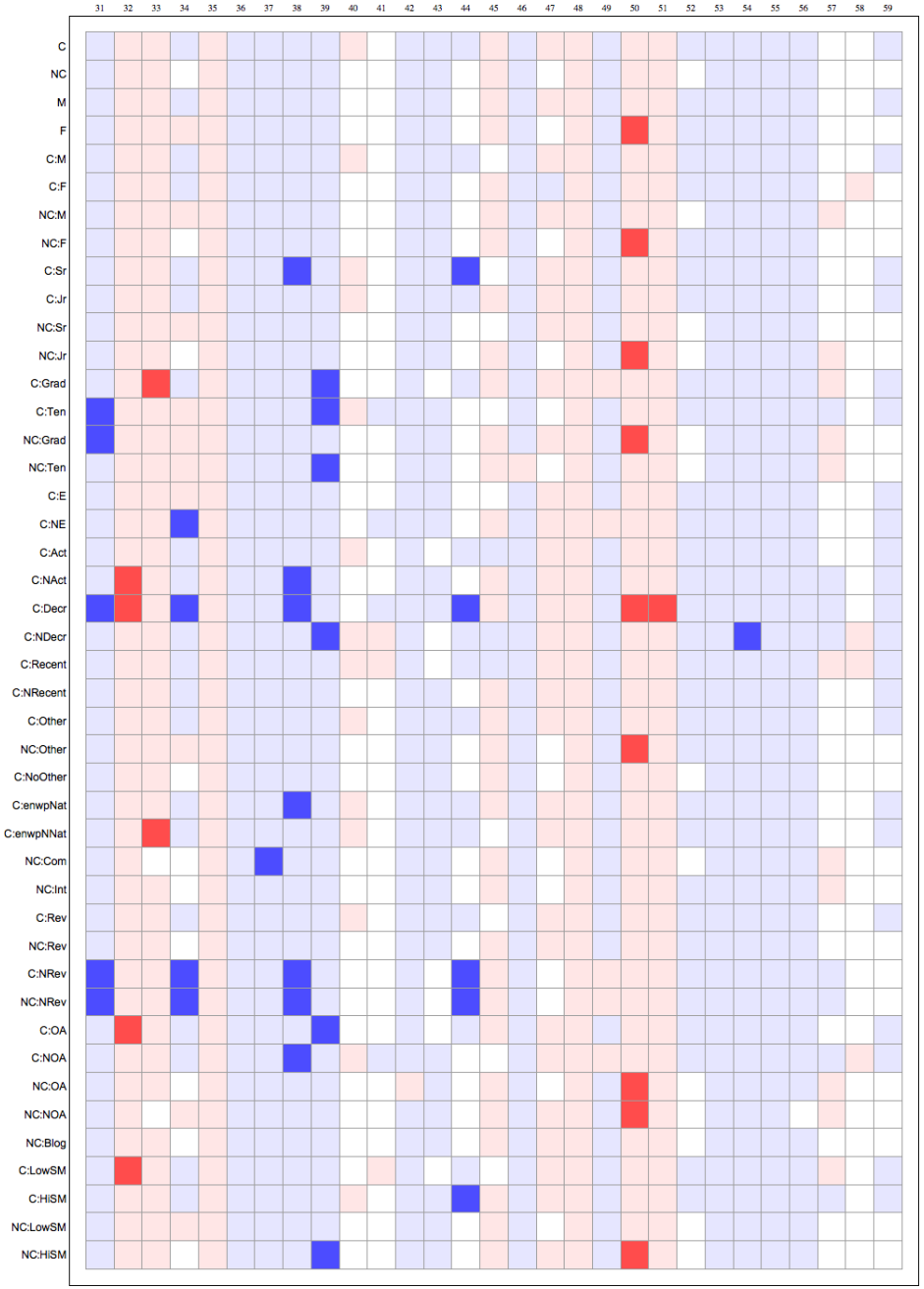
Demographics: Age and Professional status



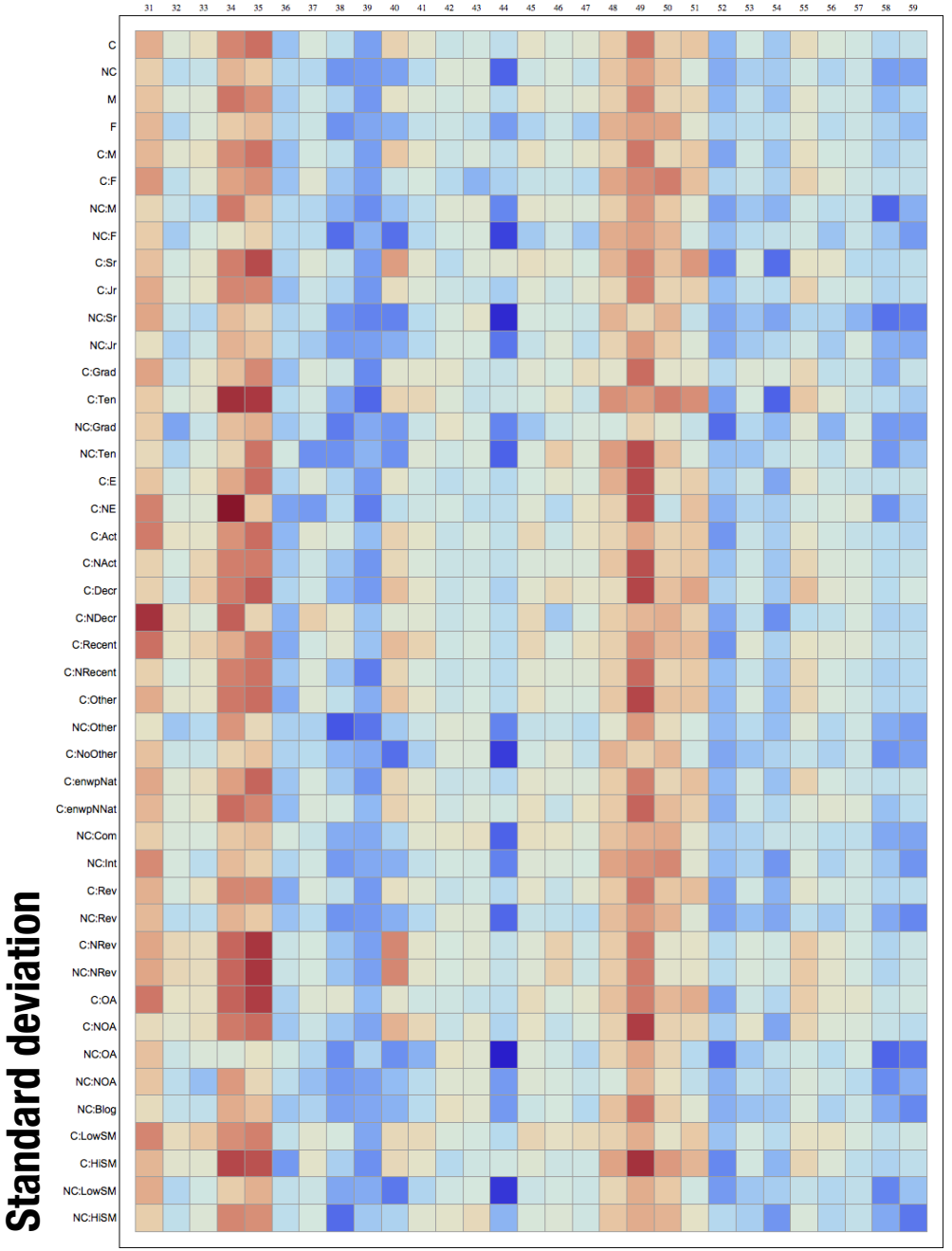


Responses by user category

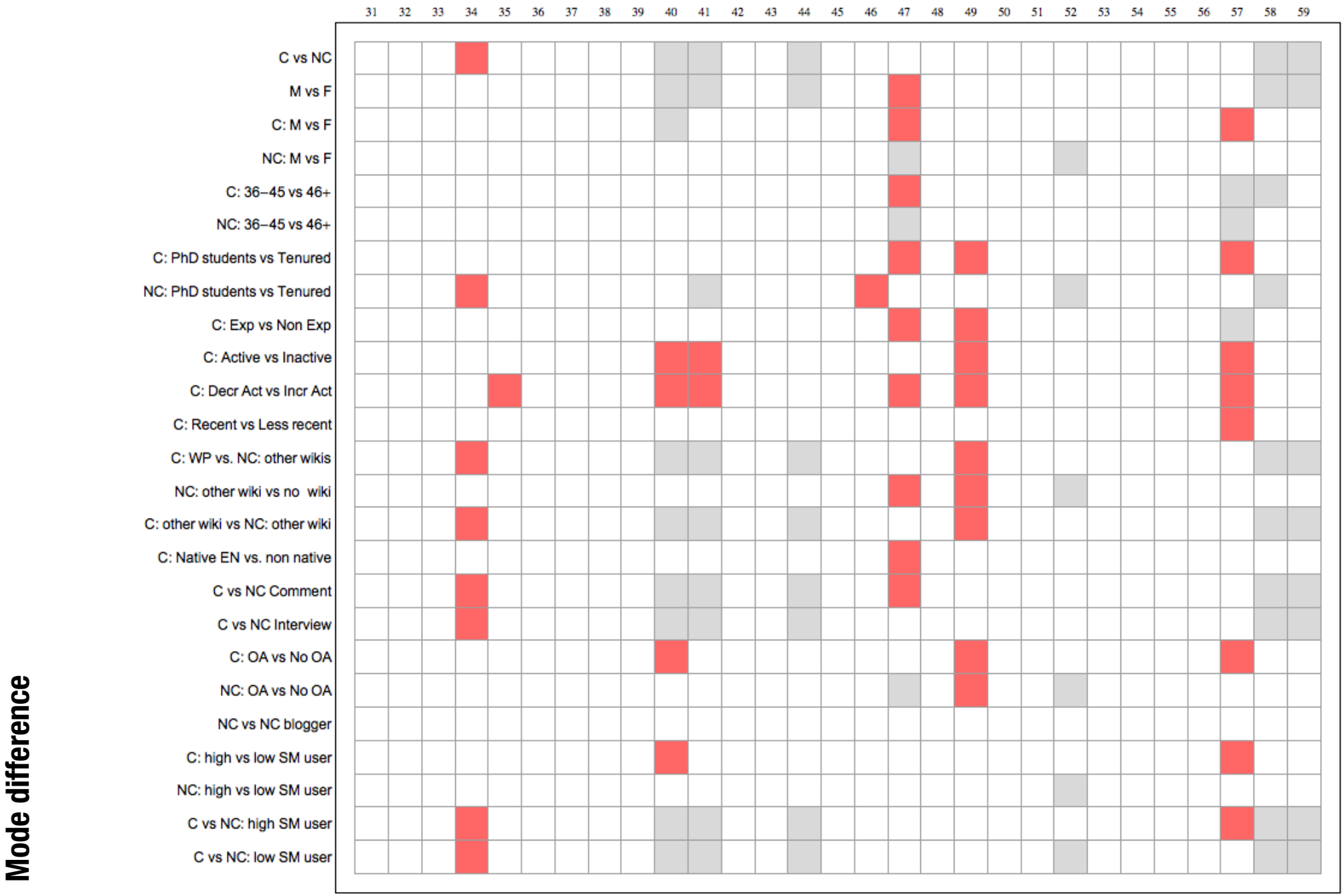
Mode



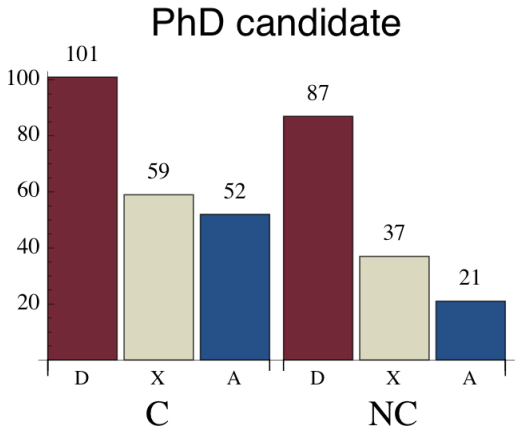
Standard deviation

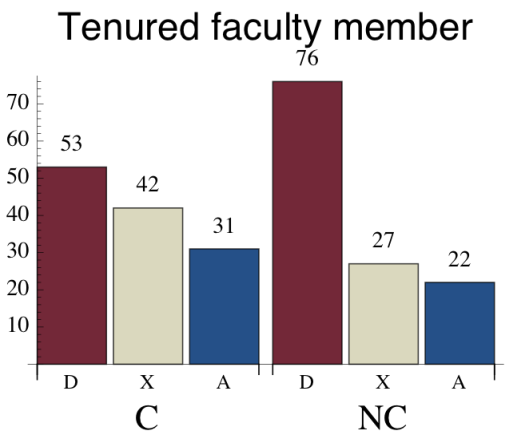


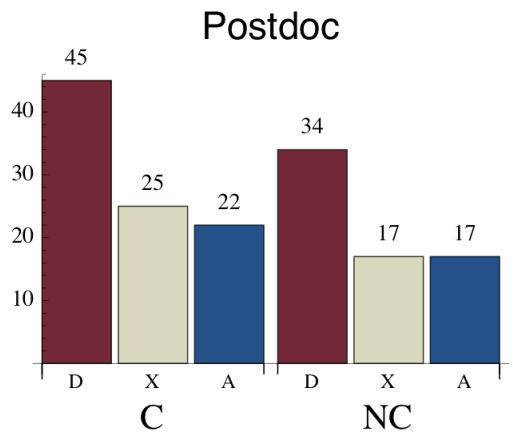
Responses by user category

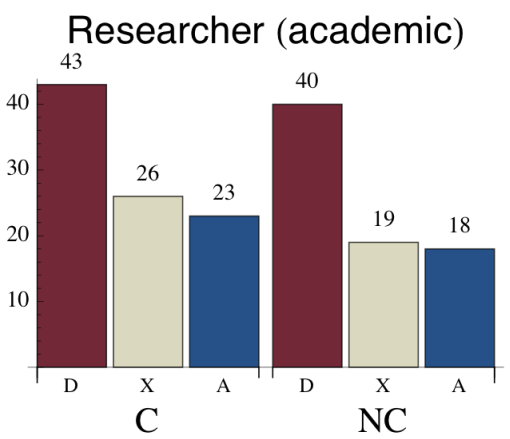


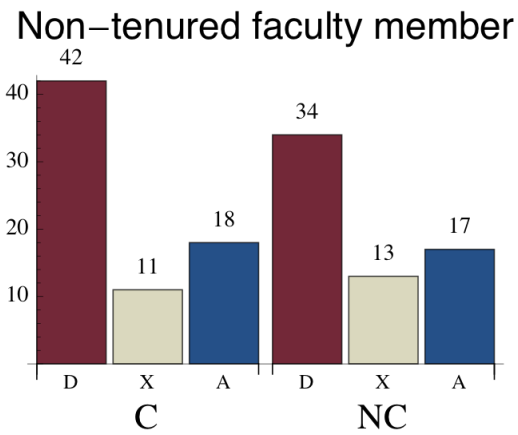
Wikipedia is a reliable source for research purposes in my field

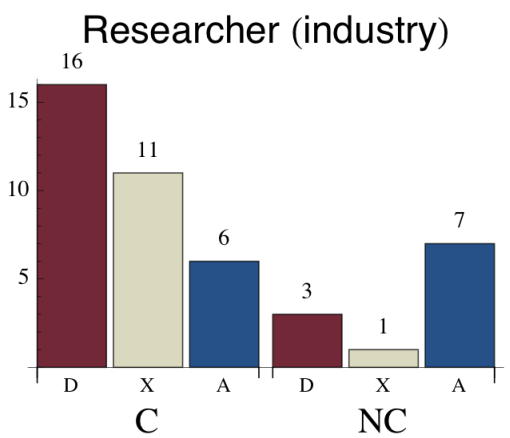












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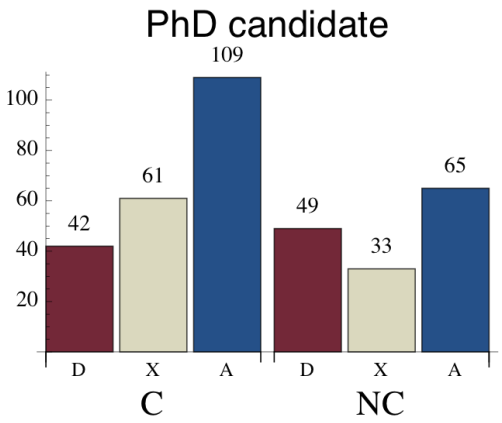
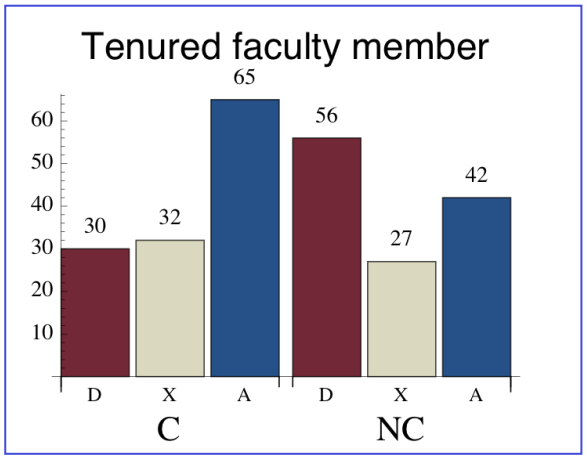
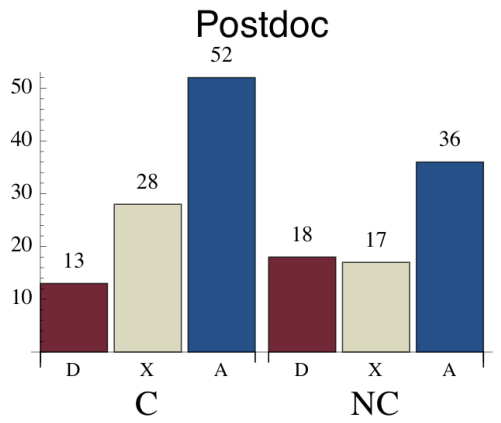
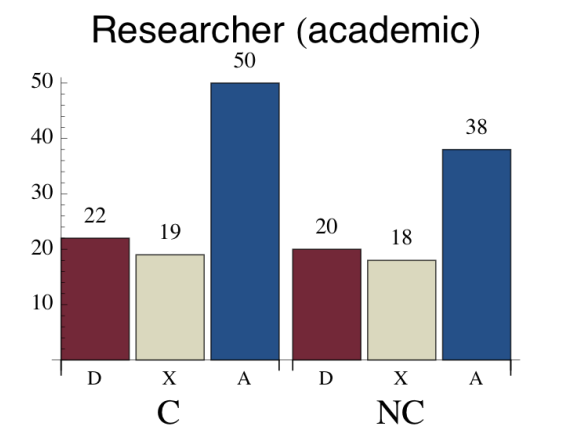
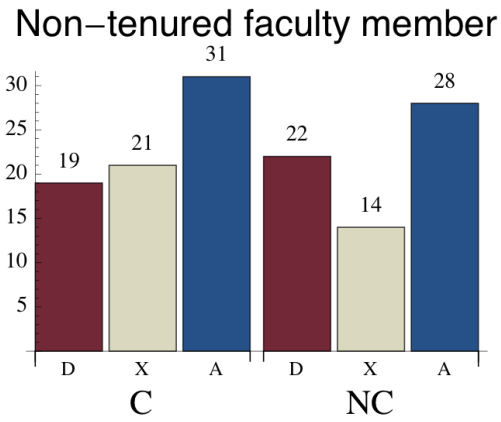
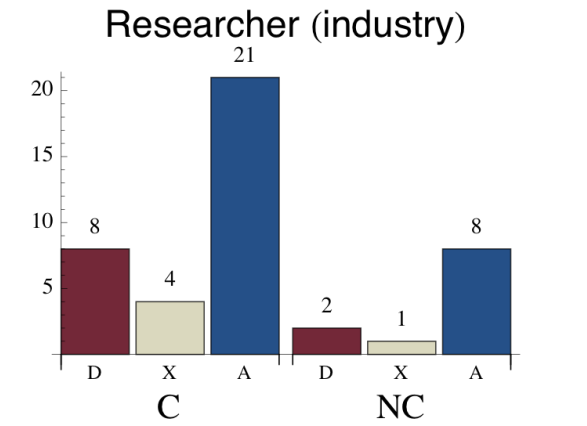




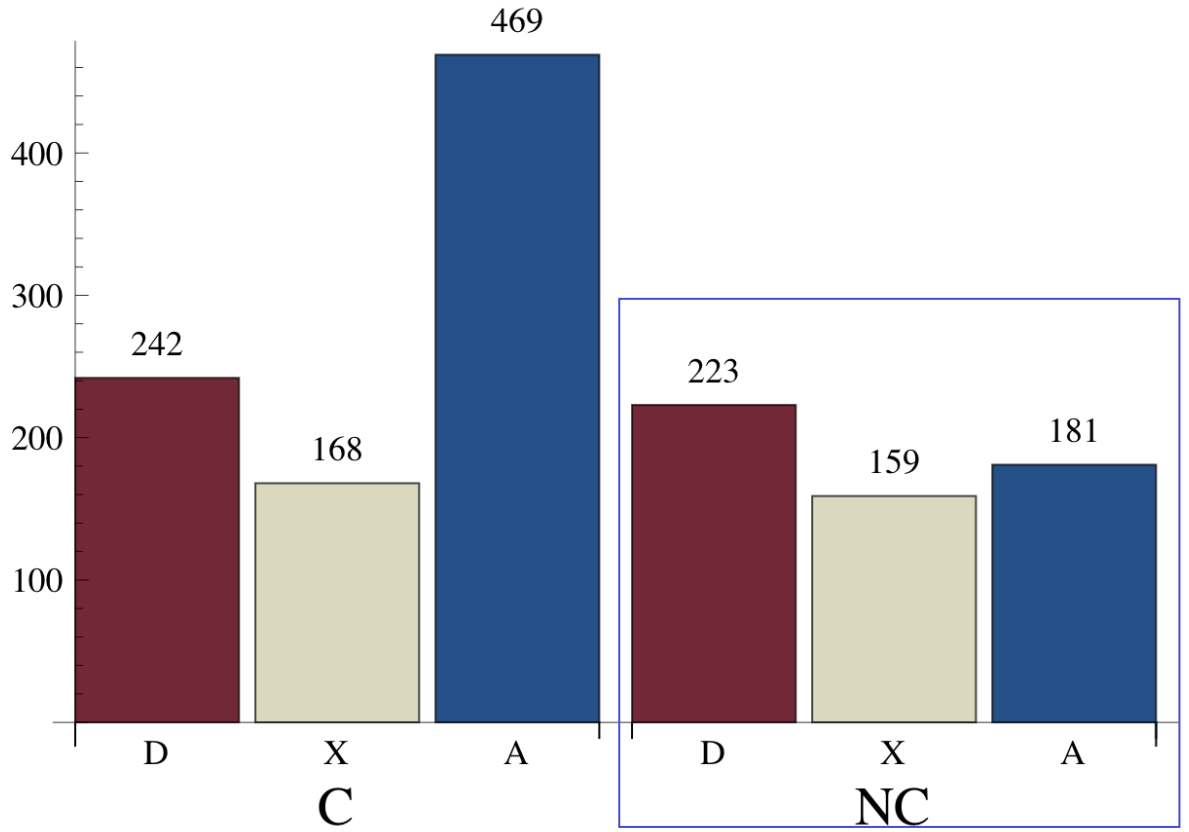






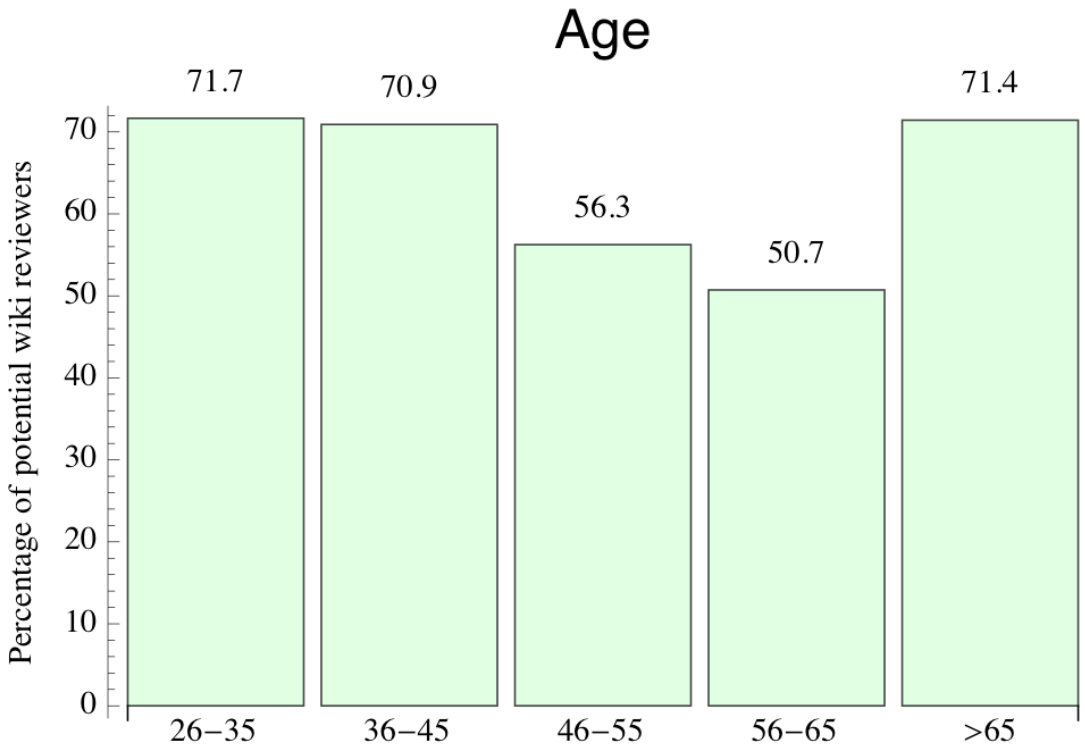


Researchers are not allowed to write about their own research in WP

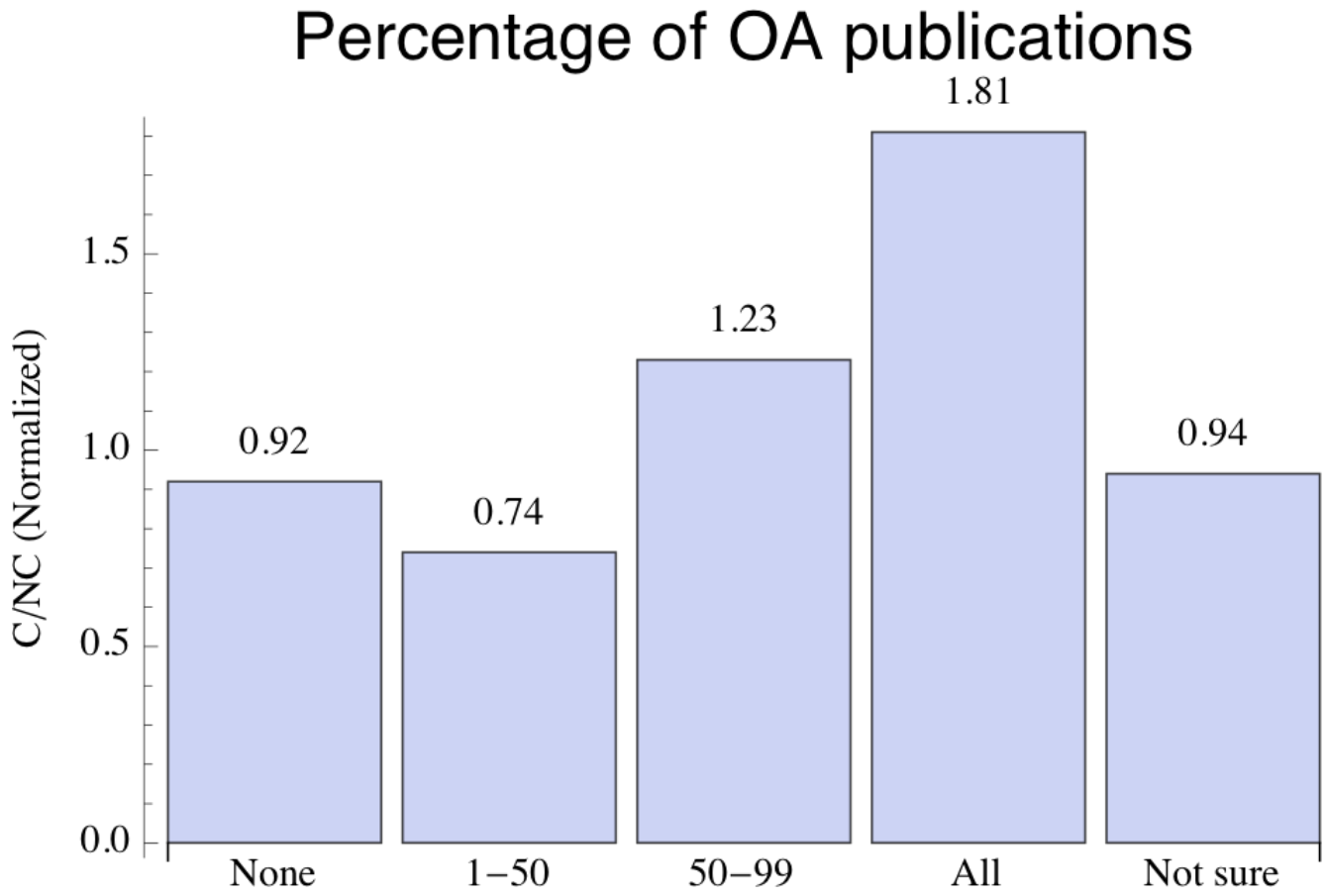


Would you consider helping rate/review wiki articles in your field of expertise?

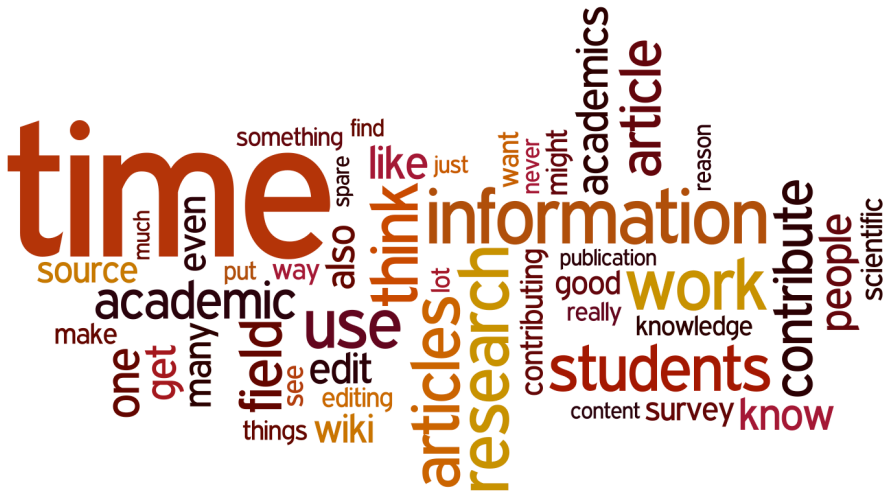
Yes	1120	69.22%
No	320	19.78%
No answer	178	11.00%



Contribution and support of Open Access



Comments: word frequency



Contributors

time	177 (+20.4%)
articles	147
research	115
field	107
people	104

Non contributors

time	132 (+144.5%)
information	54
work	50
research	49
articles	47

Comments: topic modeling

algorithmic identification of words characterizing emerging topics

```
Topic #7 experts editors expert level knowledge rules
edits number high amateur problems amateurs opinions
contributions times contributor expertise found
explicitly
```

Topics significantly associated with not contributing

#9 **time and effort** involved in contributing to WP

#13 criticism of WP's **reliability**, how WP is used or cited by students

#23 **lack of recognition** for scholars who contribute to WP, fit with scholarly workflow.

Summary

Lack of areas of major disagreement between contributors and non contributors

Main **barriers** to expert contributions: effort and time allocation

Opportunities:

- Potential for review/quality assessment
- Potential for collaboration with OA community

  An open data/open access policy for Wikimedia
  Saturday 9-10.30am

More on this survey

Follow the data and results from the survey at:
http://meta.wikimedia.org/wiki/Research:Expert_participation_survey

Get in touch: expert_barriers@nitens.org