Wikipedia Seminar for CIPR

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Wikimedia UK

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Wikipedia

- Wikipedia:
  - Founded 2001
  - Today: top 5 website by visitors
  - [40%] of UK internet users regularly access
  - “Free” copyright
  - “Anyone can edit”
    - 100,000 volunteers regularly do
  - 13,000,000 articles
  - 250 languages
  - 7,000,000 images

The Foundation

- Wikimedia Foundation:
  - Host & operate Wikipedia
  - Also host [9] other projects
  - Small US charity with [35] staff
  - Turnover <$20m

Wikimedia UK

- Wikimedia UK:
  - UK association of Wikimedia volunteers
  - Recognized by Foundation, but independent
  - One of [35] chapters across the world
  - Founded 2008
  - Objects: promote, support Wikipedia, free content

Our goals - support free and open knowledge

"Imagine a world in which every single person on the planet is given free access to the sum of all human knowledge.

That's what we are doing."

- Jimmy Wales

Our scale

- **Wikipedia** – Encyclopaedia containing more than 13m articles in 266 languages

- **Page Views on a 'typical' day**
- English – 8.5m per hour
- Japanese - 1.5m per hour
- German - 1.26m per hour
- Spanish – 1.07m per hour
- French – 0.74m per hour

- **Active Editors in English**
- 40,000 (more than 5 edits in last month)

Our Projects

Wikiversity – a collection and categorisation of educational and research material and activities

Wikimedia Commons – repository of images, sounds, videos & general media containing more than 5m files

Wikinews – News source containing original reporting by citizen journalists from many countries

Wikispecies – Directory of species data on animalia, plantae, fungi, bacteria, archaea, protista and all forms of life

Our Projects

Wiktionary – A dictionary cataloguing meanings, synonyms, etymologies and translations

Wikibooks – Collection of free educational textbooks and learning materials

Wikisource – Project to provide and translate free source documents such as public domain texts

Wikiquote – Collection of quotations structured in numerous ways

The 3 Pillars of Wikipedia

NPOV – Neutral point of view

• All Wikipedia articles and other encyclopaedic content must be written from a neutral point of view.

• This means representing fairly, proportionately, and as far as possible without bias, all *significant* views that have been published by reliable sources.

• This is non-negotiable and expected of all articles and all editors.

Verifiability

- All material in Wikipedia articles must be attributable to a reliable published source to show that it is not original research

- Anything challenged or likely to be challenged, including all quotations, must be attributed to a reliable source in the form of an inline citation,

- The source directly supports the material in question.

- Anything that requires but lacks a source may be removed,

No original research

- Wikipedia does not publish original thought: all material in Wikipedia must be attributable to a reliable, published source.

- Articles may not contain any new analysis or synthesis of published material that serves to advance a position not clearly advanced by the sources

Building a Wikipedia Strategy

The “Freemium” concept

- Release basic content free
- Gives millions a glimpse of what you do
- You need a Wikipedia strategy
- Saxon State Library experience:
  - 250,000 low res images donated
  - Major increase in traffic, high res image sales
- Tate Britain – 28% traffic comes from WP
- Give away a sample – see hits to web rise

The “Gift Economy”

Digital Age is hungry for content; budget is limited

- All content is “free”
  - No charge to access or reuse
  - No permissions required
  - No restrictions on reuse or revision
    - Except: must attribute
    - Altered works must also be free
- CC-BY-SA; GDFL; PD or Fair use
- Limited collection of “fair use” logos

What's available?

- Wikipedia articles on nearly any subject
- Extensive image library
- Maps of anywhere you can think of
  - See also OpenStreetMap
- Photographs, diagrams, composite images
- Definitions
- Wiki software
- Apps for mobiles
- Dictionaries for schools in Africa

How can I use it?

- Embed information into your webpages
  - BBC
- Use images to illustrate yours content
  - EU Observer
- Online and offline
  - Wikipedia for Schools CD
- Intranet wiki
  - Multinational company, suggestion scheme

Following the inauguration of Barack Obama, Bush and his family boarded a presidential helicopter typically used as Marine One to travel to Andrews Air Force Base.

Bush, with his wife, then boarded an Air Force Boeing VC-25 for a flight to a homecoming celebration in Midland, Texas. Because he was no longer President, this flight was designated Special Air Mission 28000, instead of Air Force One.

After a welcome rally in Midland, the Bushes returned to their ranch in Crawford, Texas by helicopter. They bought a home in the Preston Hollow neighborhood of Dallas, Texas, where they planned to settle down.

His first speaking engagement will occur on March 17, 2009 in Calgary, Alberta. He will be speaking at a private event titled "A conversation with George W. Bush" at the Telus Convention Centre.

See also

- Electoral history of George W. Bush
- George W. Bush's nicknames
- Political positions of George W. Bush
- Bushisms
- List of George W. Bush legislation and programs
- Historical rankings of United States Presidents

External links

- Official White House biography
- George W. Bush Presidential Center
- Archived White House website - National Archives and Records Administration, maintains content from January 20, 2009*Extensive essay on George W. Bush and shorter essays on each member of his cabinet and First Lady fr..

BBC - Wildlife Finder - Tiger (videos, sound files, ...

The tiger (Panthera tigris), a member of the Felidae family, is the largest of the four "big cats" in the genus Panthera. Native to much of eastern and southern Asia, the tiger is an apex predator and an obligate carnivore. Reaching up to 3.3 metres (11 ft) in total length, weighing up to 300 kilograms (660 pounds), and having canines up to 4 inches long, the larger tiger subspecies are comparable in size to the biggest extinct felids. Aside from their great bulk and power, their most recognisable feature is a pattern of dark vertical stripes that overlays near-white to reddish-orange fur, with lighter underparts. The most numerous tiger subspecies is the Bengal tiger while the largest is the Siberian tiger.

Tigers have a lifespan of 10–15 years in the wild, but can live longer than 20 years in captivity. They are highly adaptable and range from the Siberian taiga to open grasslands and tropical mangrove swamps.

They are territorial and generally solitary animals, often requiring large contiguous areas of habitat that support their prey demands. This, coupled with the fact that they are indigenous to some of the more densely populated places on earth, has caused significant conflicts with humans. Three of the nine subspecies of modern tiger have gone extinct, and the remaining six are classified as endangered, some critically so. The primary direct causes are habitat destruction, fragmentation and hunting.

Historically tigers have existed from Mesopotamia and the Caucasus throughout most of South and East Asia. Today the range of the species is radically reduced. While all surviving species are under formal protection, poaching, habitat destruction and inbreeding depression continue to threaten the tigers.

Tigers are among the most recognizable and popular of the world's charismatic megafauna. They have featured prominently in ancient mythology and folklore, and continue to be depicted in modern films and literature. Tigers appear on many flags and coats of arms, as mascots for sporting teams, and as the national animal of several Asian nations, including India.

Read more at Wikipedia

BBC

TIGER (PANTHERA TIGRIS)

Wildlife Finder > Animals > Tiger

EU trying to provoke Israeli government, analyst says

ANDREW RETTMAN

Today @ 17:56 CET

EUOBSERVER / BRUSSELS - EU plans to call for East Jerusalem to be the capital of a future Palestinian state have been described as a "provocation" to Israel's right-wing government by a key figure in the history of the Middle East Peace Process.

Israeli daily Haaretz on Tuesday (1 December) published a leaked copy of a draft statement on Israel to be adopted by EU foreign ministers next week.

The text - which is likely to undergo changes during internal EU discussions in the run-up to the ministerial meeting - said that peace talks should lead to: "an independent, democratic, contiguous and viable state of Palestine, comprising the West Bank and Gaza and with East Jerusalem as its capital."

"The European Union will not recognise any changes to the pre-1967 borders," it added, in reference to Israel's occupation of East Jerusalem and parts of the West Bank following the so-called Six Day War.

The draft statement comes amid ongoing expansion of Israeli settlements on occupied Palestinian land under the current right-wing government of Benjamin Nentanyahu, in a process creating facts on the ground which are likely to complicate a two-state solution.

Jerusalem: the future of the city, claimed by both sides in the conflict, will be key to any final settlement (Photo: wikipedia)

Contributions as “soft” advertising

- Attribution (esp images) can work for you
- Do your clients have unused archives?
- Low cost, currently unused?
- Build positive image among Wikipedia community
- Raise profile with specialist interest groups
- Imagine having your client's name on the Front Page of the world's fifth website?

Featured picture

Wikipedia, the free encyclopedia

Galego
עברית
Hrvatski
Italiano
Lietuvių
Magyar
Nederlands
Norsk (bokmål)
Norsk (nynorsk)
Polski
Português
Română
Русский
Slovenčina
Slovenščina
Српски / Srpski
Suomi
Svenska
ไทย
Tiếng Việt
Türkçe
Українська
Complete list

- ... that decades after its discovery in 1955 in Turkey's Bursa Province, **bursaite** was officially discredited as a mineral in 2006?
- ... that **The Legarde Twins** are a country act from Australia consisting of two twins, Tom and Ted, who left home in 1945 to become cowboys, then started playing country music, and are still performing—64 years later?

Archive – Start a new article – Nominate an article

Movement, reached the shores of Cuba.

- 1971 – Abu Dhabi, Ajmān, Dubai, Fujairah, Sharjah, and Umm al-Qaiwain merged to form the **United Arab Emirates**.
- 1975 – The Pathet Lao overthrew the royalist government in Vientiane, forcing King Savang Vatthana to abdicate, and established the **Lao People's Democratic Republic**.

More anniversaries: 1 December – **2 December** – 3 December

Archive – By email – **List of historical anniversaries**
It is now 2 December 2009 (UTC) – Refresh this page

Today's featured picture

The Coronation of Napoleon, a painting by Jacques-Louis David depicting Napoleon Bonaparte's self-coronation as Emperor of France on December 2, 1804. The act took place in Notre Dame de Paris, during which Napoleon, eschewing tradition, took the crown and placed it on his own head. The nearly 10 by 6 m (32.8 by 19.7 ft) work was commissioned before the coronation and completed in 1807.

Recently featured: *Craticulina* species fly – *Le Cid* Act 2, Scene 3 – Amsterdam Centraal railway station, c. 1900

Archive – **More featured pictures...**

Other areas of Wikipedia

- **Help desk** – Ask questions about using Wikipedia.
- **Reference desk** – Serving as virtual librarians, Wikipedia volunteers tackle your questions on a wide range of subjects.
- **Village pump** – For discussions about Wikipedia itself, including areas for technical issues and policies.
- **Community portal** – Bulletin board, projects, resources and activities covering a wide range of Wikipedia areas.
- **Site news** – Announcements, updates, articles and press releases on Wikipedia and the Wikimedia Foundation.
- **Local embassy** – For Wikipedia-related communication in languages other than English.

Done

But my client already has a page...

Your client's reputation

- Your client may have a Wikipedia page
- Common source of information for:
  - Potential clients/partners
  - Employees
  - Potential employers
  - Suppliers
- May contain negative information
- May want to add content

Correcting errors

- Factually incorrect and unevidenced or unencyclopaedic:
  - Complain to info@wikimedia.org
  - Can remove
  - Can delete page history
  - Can “protect” page – exceptional abuse
- Or – edit yourself
  -  Beware “whitewashing” (can backfire)
  -  Conflicts of interest

Conflicts of interest

- Complex area
- Diversity of practice, subject to change
- Golden Rules:
  - Disclose – Talk page, User Page
  - Defer – to unconflicted users
  - Contribute on talk pages?
- Paid contributions
  - Highly controversial – tread carefully!

Adding content

- All facts must be verified
  - Reliable sources
    - Guardian ok, personal blog not
- All article subjects must be notable
  - “Multiple significant coverage in independent reliable sources”
    - Own website doesn't count
    - Nor does a trade directory (not “significant coverage”)

What else...

Quality

Nature chose articles from Encyclopaedia Britannica and Wikipedia

Wide range of topics and sent them to what it called "relevant" field experts for peer review.

The experts then compared the competing articles--one from each site on a given topic--side by side, but were not told which article came from which site.

It averaged out to 2.92 mistakes per article for Britannica and 3.86 for Wikipedia.

Read more: http://news.cnet.com/Study-Wikipedia-as-accurate-as-Britannica/2100-1038_3-5997332.html#ixzz11UwVP3SC

PR industry – the community is nervous

The reason this discussion is still on the table could be that *PR is viewed* as 'outside' of the organisation, a functional add-on

Whose interest does its expertise and intervention serve

What forms does this intervention take

– Persuasive

- Factual

- Is it neutral?

Don’t forget it is an encyclopaedia

- This fact dictates the style of words
- It needs to be educational & informative
- It must not be partisan or bias
- It must be trustworthy from notable sources
- These sources should be as independent as possible to build trust
- Building trust takes time

http://commons.wikimedia.org/wiki/File:Dictionary_through_lens.JPG

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