

Wikipedia Seminars for Business



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Overview

- Who are we?
- “Gift Economy”
- Great resources you can use
- Wikipedia and your client's reputation
- Contributions as advertising
- Links to the “freemium” concept
- Next steps

Who are we?

- 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
 - 10,000,000 articles
 - 250 languages
 - 5,000,000 images

Wikipedia Vision

"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



Who are we?

- Wikimedia Foundation:
 - Host & operate Wikipedia
 - Also host nine other projects
 - Small US charity with 32 staff
 - Income \$10m in 2009-10

Who are we?

- Wikimedia UK:
 - UK association of Wikimedia volunteers
 - Recognized by Foundation, but independent
 - One of 26 chapters across the world
 - Founded 2008
 - Objects: promote, support Wikipedia, free content

The “Gift Economy”

- Context: Digital Age is hungry for content; budget is limited
- Wikipedia is part of growing “Gift Economy”
 - Enabled by the internet
 - Low cost to contributors
 - Contributors get “soft” benefits
 - Collective value
 - Users low appetite / (current) means to pay
- Other examples: Yahoo! Answers; Open Source Software; Blogs

Great resources you can use

- 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

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

io... x Wikipedia Statistics - Tables - English

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..

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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)



Internal Wiki

- Case Study:
 - Global Technology company
 - Innovation key to success
 - 2,000 UK employees
 - Suggestion scheme, where ideas are collaboratively developed
 - £100,000 prize for the best scheme
 - The solution: MediaWiki

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”)

Example 1

W Isobar (digital marketing agency) - ...

Beta feedback Leave Beta AndrewRT My talk My preferences My watchlist My contributions Log out

Page Talk Read Edit History Go Search

[Hide]


You keep Wikipedia going. Not ads.

\$1.9M USD \$7.5M USD [Donate Now](#)

Isobar (digital marketing agency)

[edit]

An *unassessed* article from Wikipedia, the free encyclopedia


 Please help improve this article by expanding it. Further information might be found on the talk page. (April 2007)

Isobar is the world's largest digital agency network.^[1] It is part of Aegis Media and therefore a wholly owned subsidiary of Aegis Group plc.

Aegis launched its first digital business in 1995 in the UK. By 2000 it was operating in the top 10 markets of the world. Whilst being primarily focused on online media it had acquired some small creative assets in the US, Germany and Spain. An informal global management team was formed to help spread best practice and this became an important forum during the dotcom crash to ensure that the businesses were properly supported at that time. This helped ensure that as a group they went into the crash with 200 people and came out of the crash with 200 people.

When the first green shoots of recovery in online advertising were tracked at the end of 2002, the Group decided to undertake a wide ranging strategic review of digital marketing. Conducted during Q1 of 2003, this looked at our current business, the agency market, the consumer and future client needs.

As a result of this a separate division to align, integrate and manage all the digital assets within Aegis was created in May 2003. It was branded **Isobar** on 5 July 2004.

Type	Division
Founded	2003
Headquarters	London
Industry	Advertising
Employees	3150
Parent	Aegis Group plc
Website	http://www.isobar.net/ 

[edit]

Contents [hide]

- 1 General Information
- 2 Corporate History
- 3 References
- 4 External links

General Information

[edit]

Done

Example 2

Beta feedback Leave Beta AndrewRT My talk My preferences My watchlist My contributions Log out

User Talk Read Edit History Go Search

Wikipedia is there when you need it — now it needs you. [Hide]

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User:AndrewRT/Kaizo (firm) [edit]

< User:AndrewRT

Kaizo is the London-based public relations firm that is part of The Argyll Consultancies PLC.



Kaizo is an award-winning PR consultancy that is ranked the #5 Best PR Consultancy to Work for by the Holmes Report 2006. Launched in March 1999 Kaizo serves blue-chip clients in the food, health, rail, IT and professional services industries. Kaizo is a recognised authority in the emerging field of word of mouth communications. It ensures that communications are tied to the achievement of business objectives by using an innovative planning and management system called ValueFlow.

It is based in Central London and is owned by The Argyll Consultancies PLC - a communications group traded on the OFEX market. Argyll was voted OFEX Company of the Year in May 2001 and the CBI's Innovative Company of the Year 2003.

Clients [edit]

The firm's client list includes c2c, Travelport, DLR ([Docklands Light Railway](#)), Elsevier, Silverlink County, Maritz, Simple, Del Monte Foods, Nestle, Anite, BMC, Emulex, Foundry Networks, Network Appliance, Quantum, Intercasino, Rackspace, Rockwell Automation, Unilever, Zipcar.

External links [edit]

- [Kaizo Website](#)  

Done

Comparison

- Two advertising company articles
- References – independent or self
- Promotional language
 - “recognised authority”
 - “award-winning”
 - “Best Consultancy to work for”
- First article – maintained and improved
- Second article – summarily deleted

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

The “Freemium” concept

- Free basic content
- Paid-for advanced content
- Wikipedia can be part of this 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

Next steps

- We can help you further with
 - Content donations
 - Speaking engagements
 - How to use content
 - What is available
- Let us know what you do!

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