

Five Questions

**Have you ever used
Wikipedia?**

**Have you used
Wikipedia in the
past 7 days?**

**Did you know every
article on Wikipedia
has a Discussion
page attached to it?**

**Did you know you
could edit
Wikipedia?**

Did you ever try it?

“When I write, I use Wikipedia 30-40 times a day, because it's so useful.

When I write, I don't remember if some person was born in the 6th or the 7th century, or how many Ns are in the name Goldmann. Until a few years ago, things like that would cost you so much time!”

– Prof. Umberto Eco, U. of Milan, Italy, author of “The Name of the Rose”

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

That's our commitment.

- The Wikimedia Vision

Traffic

12,933,000,000 / month

431,000,000 / day

18,000,000 / hour

299,000 / minute

5000 / second

280

Number of languages Wikipedia is written in

Top five worldwide sites






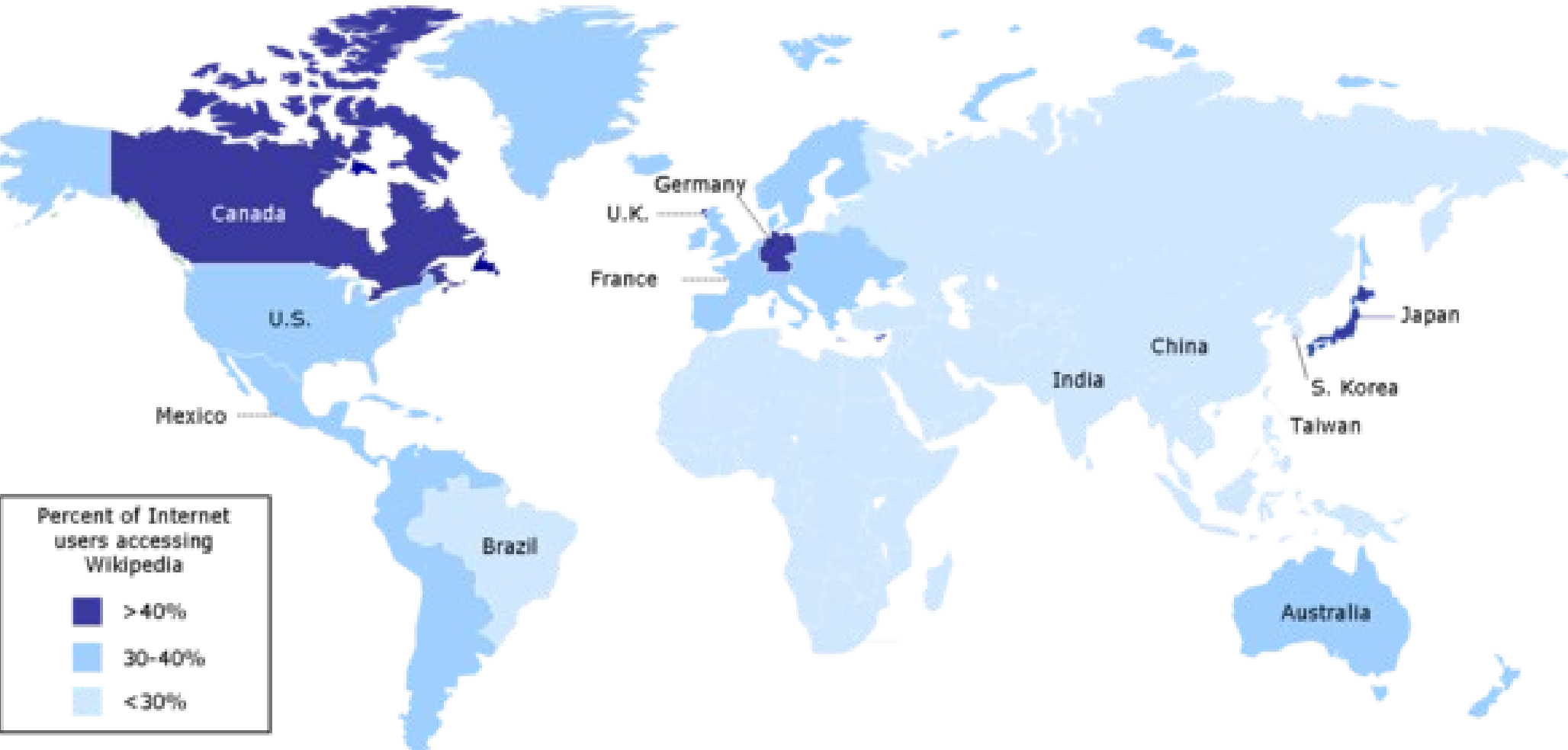
| Company | Users | Revenue | Employees | Server count |
|---|-------------|---------------|-----------|--------------|
|  | 920 million | \$23 billion | 20,600 | 1,000,000+ |
|  | 740 million | \$58 billion | 93,000 | 50,000+ |
|  | 600 million | \$6 billion | 13,900 | 50,000+ |
|  | 500 million | \$300 million | 1,200 | 30,000+ |
|  | 400 million | \$20 million | 50 | 350 |

Figure 1: Estimated percentage of the online population using Wikipedia



Source: comScore; Bridgespan analysis

So... who writes Wikipedia?

You, me, him, her, thousands of
volunteers

(many anonymous!)

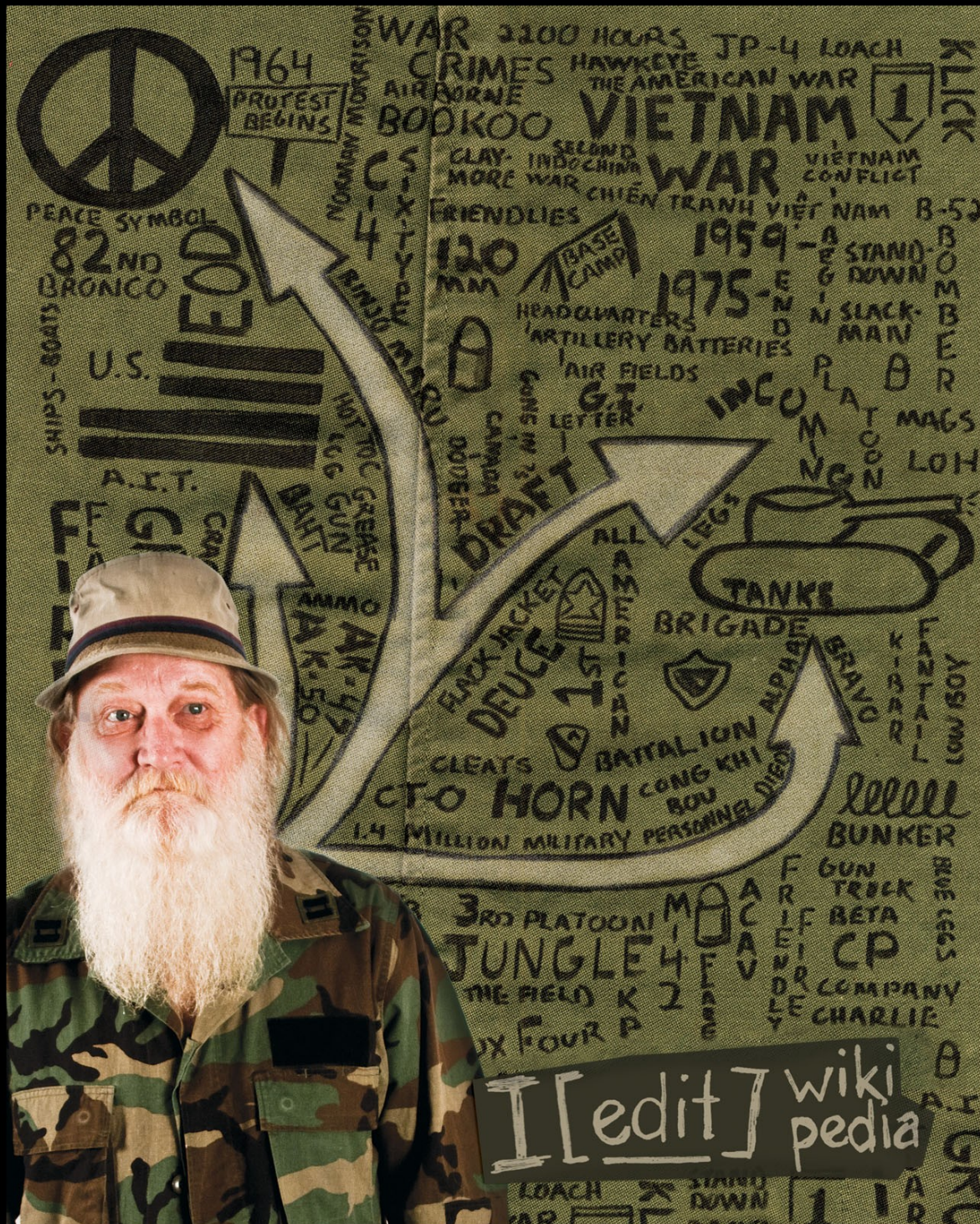


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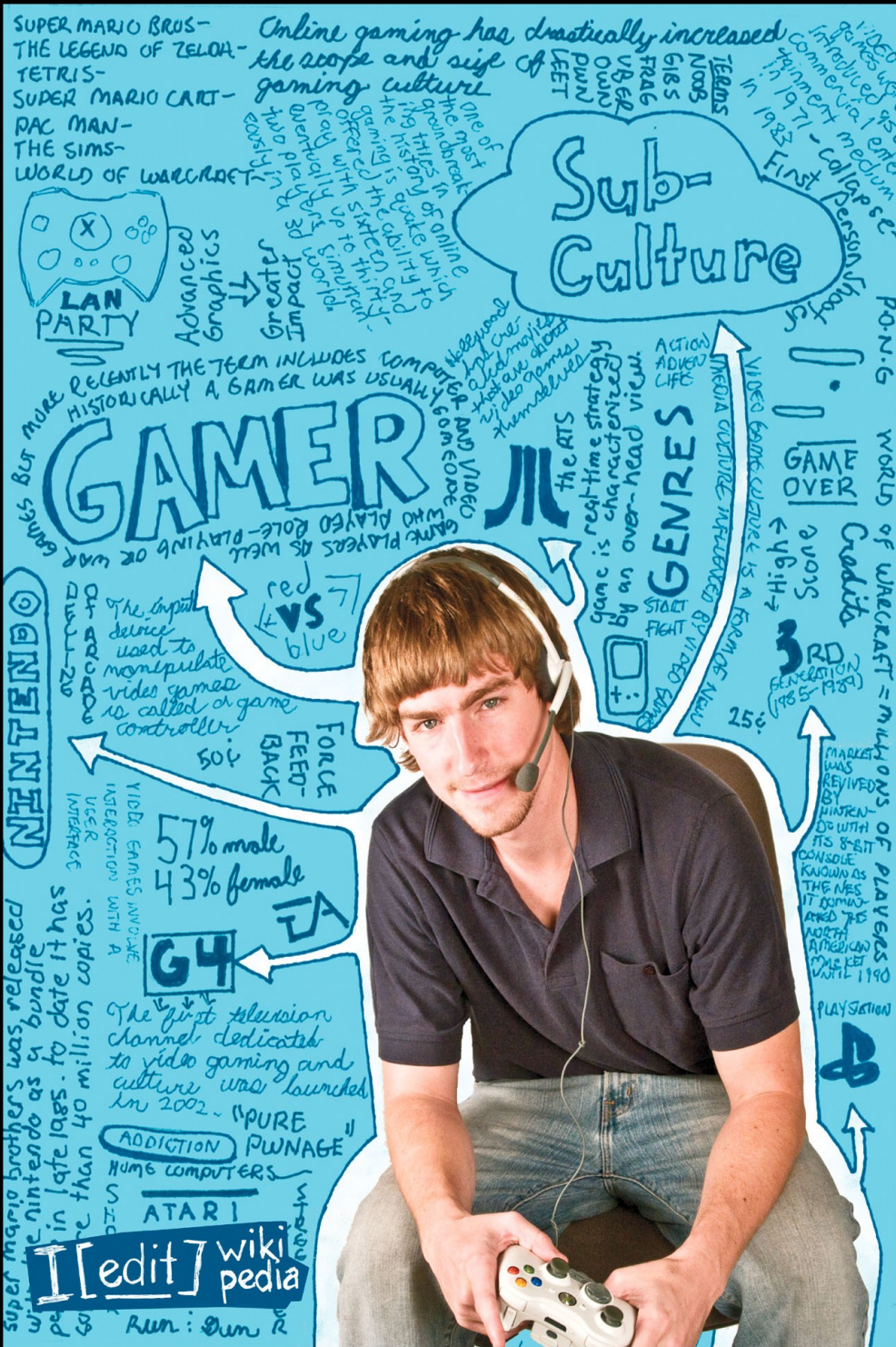


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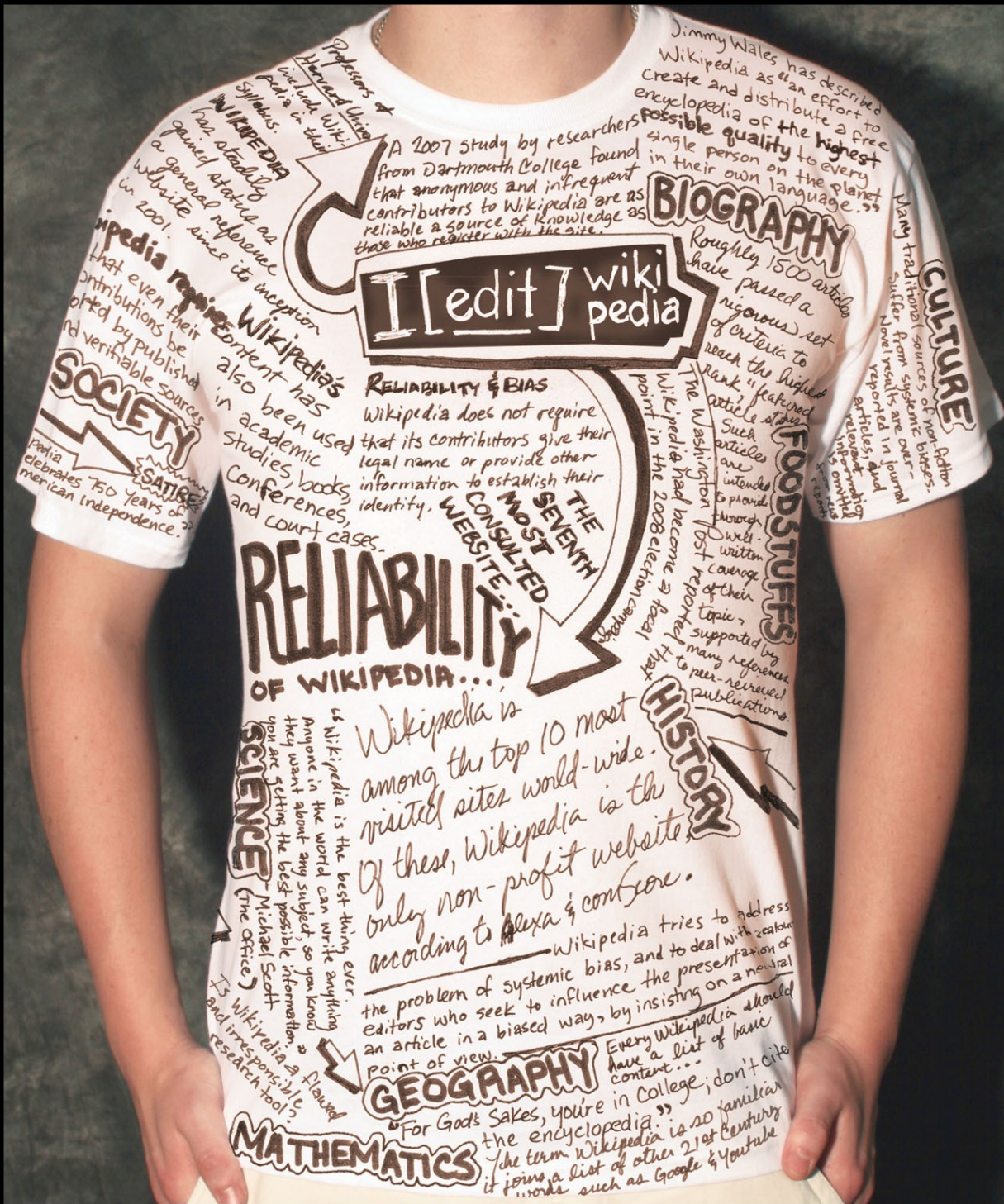


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And... no women?

Sure, there are women
Wikipedians!

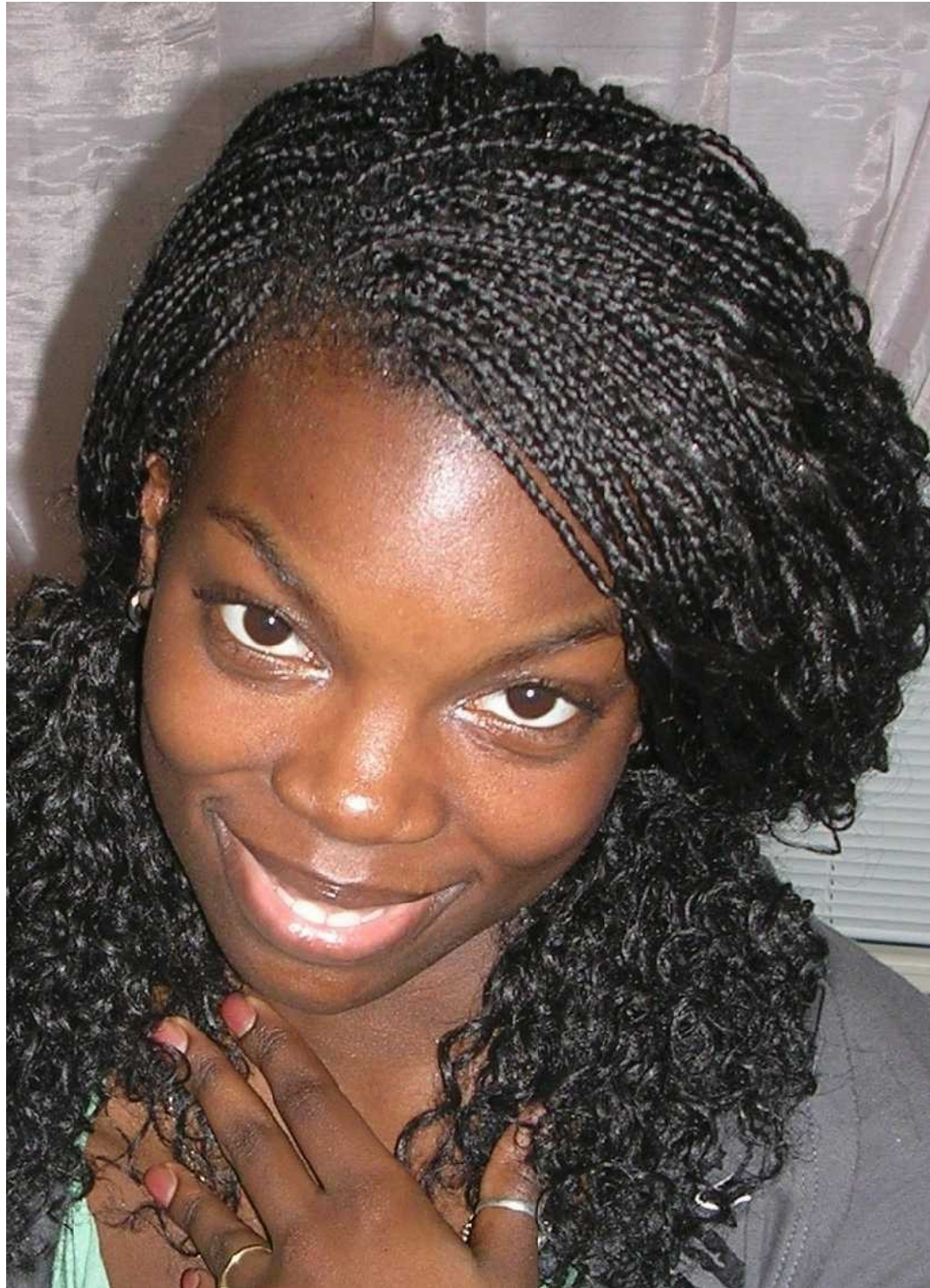


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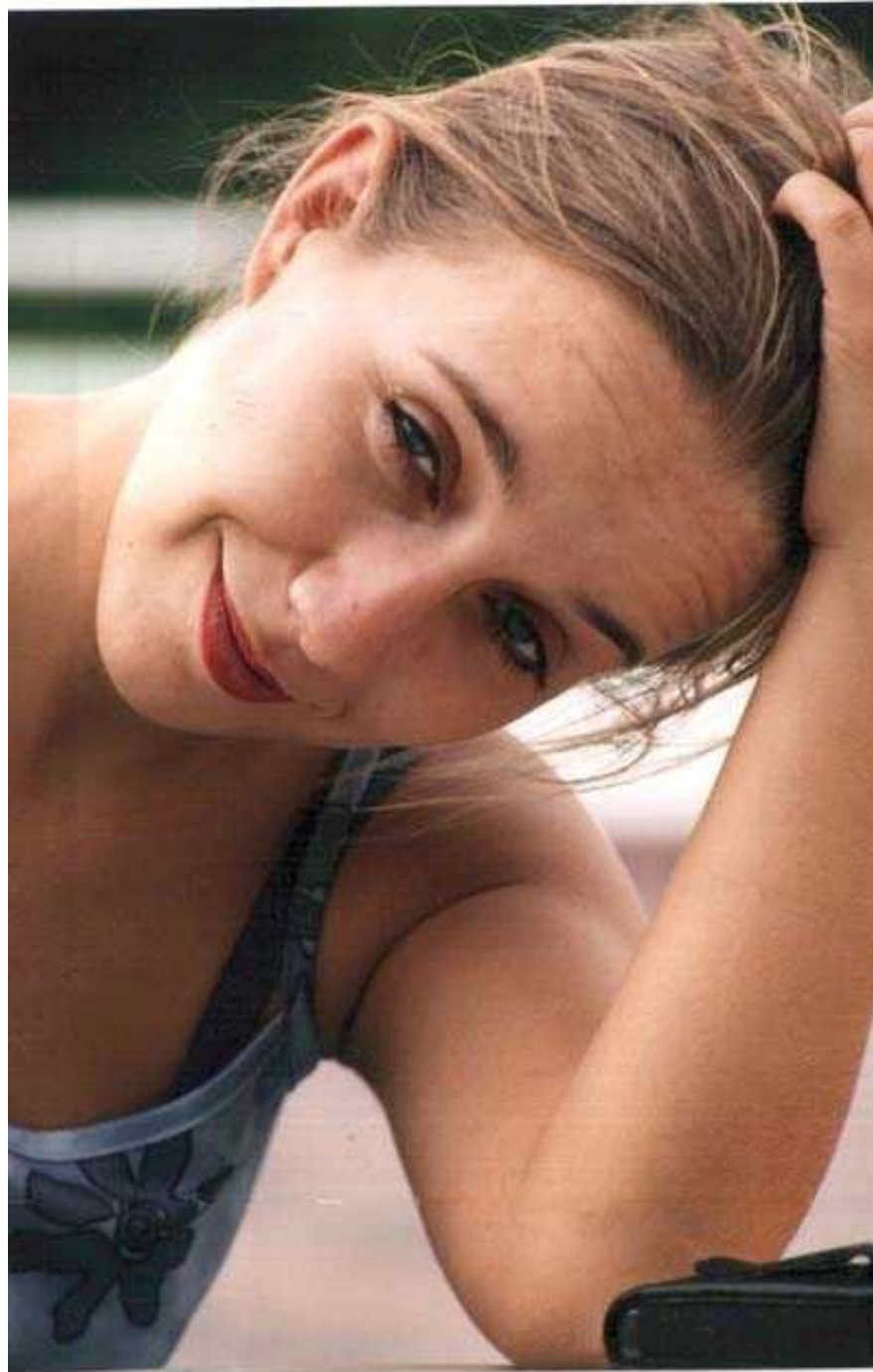


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But too few!

87%

of Wikipedians are male



How Wikipedia Works

- A Free License (CC-by-sa)
- **Neutral Point Of View (NPOV)**
- **Assume Good Faith**
- Decide by consensus
- No ownership
- Notability
- Verifiability

Reliability

- “How can you trust an encyclopedia anyone can edit?”
- The technology
- The people
- Verifiability and traditional encyclopedias
- Extensive coverage:
http://en.wikipedia.org/wiki/Reliability_of_Wikipedia

How you can help!

- **Contribute** content (not just text!)
- **Review** and suggest content
- **Join** a WikiProject
- Become a **WikiGnome**
- **Ask** your fellow Wikipedians!
- **Spread** the word

How your organization can help!

- Share your **content** (not just text!)
- Provide a **venue** for your local Wikipedians
- Sponsor a Wikipedia **event** or writing competition
- Help us spread **offline** Wikipedia
- **Ask** your local Wikimedia chapter (or the Foundation)!

Wikipedia in Higher Education

- Review our coverage of your field and suggest improvements
- Campus Ambassadors
- Read analyze and critique Wikipedia articles in the classroom
- Writing/improving Wikipedia articles as an academic assignment

To learn more...

- **wikipedia.org**
- **wikimediafoundation.org**
- **asaf@wikimedia.org**
- **Local contact:**

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