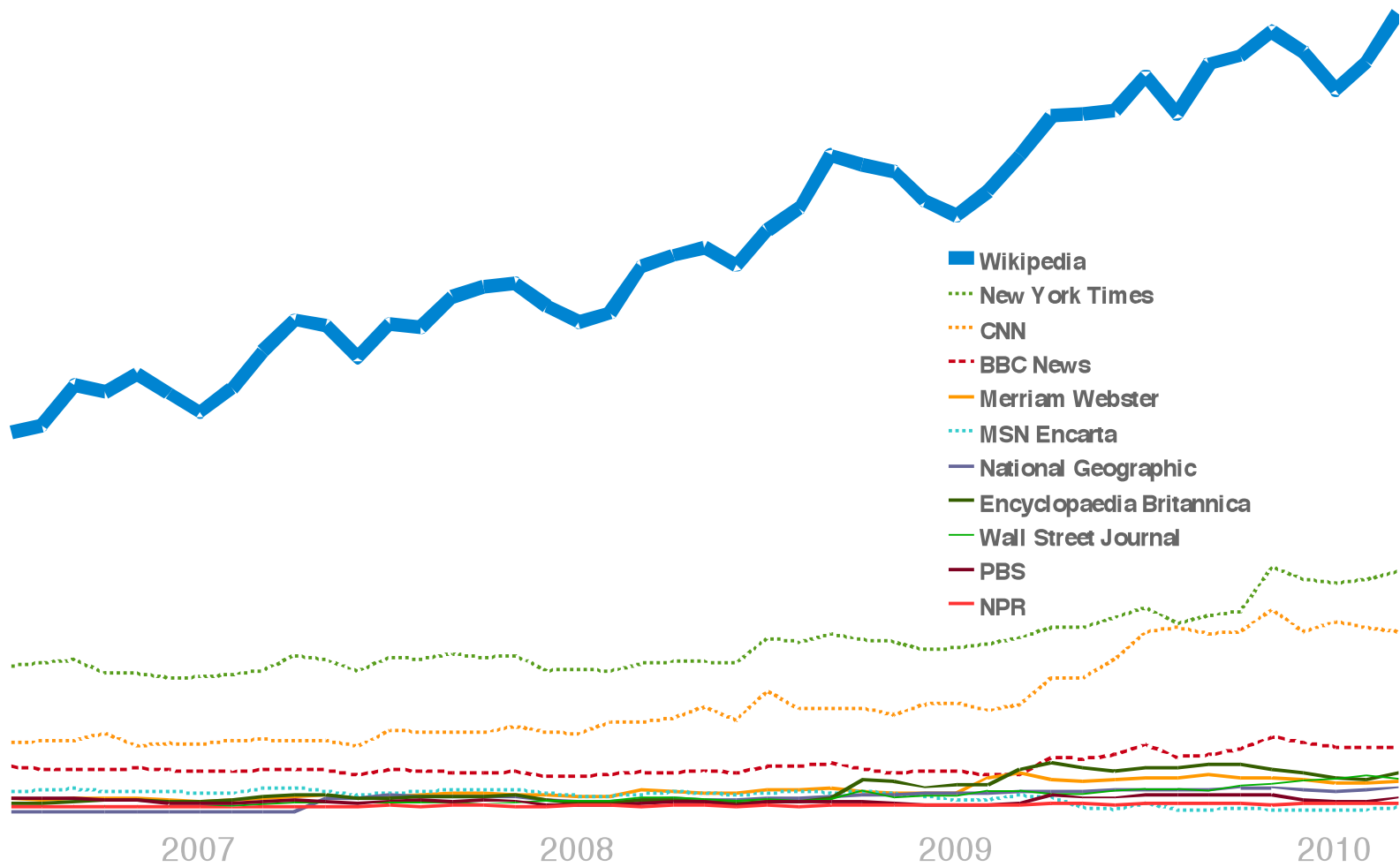


**The ideal encyclopedia  
should be radical.  
It should stop being safe.**

Charles Van Doren, The Idea of an Encyclopedia, American Behavioral Scientist 1962



Data represent global unique visitors, as measured by comScore MediaMetrix

VIDEO GOES HERE, JAMES: NICE PEOPLE

**Wikipedia flourished because it  
was a shrine to  
altruism - a place for  
shy, learned people to deposit  
their trawls.**

Nicholson Baker, "The Charms of Wikipedia," March 2008, The New York Review of Books

**Wikipedia works because those who  
know the truth are usually  
more numerous &  
committed than those who  
believe in a falsehood.**

Cass Sunstein, *Infotopia: How Many Minds Produce Knowledge*, Oxford University Press 2006

**Wikipedia represents a belief  
in the supremacy of  
reason and  
goodness of others.**

Daniel Pink, "The Book Stops Here," Wired magazine, March 2005



**The ideal encyclopedia  
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radical.**



