

**an ocean
of knowledge**



wikipedia

<http://en.wikipedia.org/wiki/Water>

Wikipedia now and then: the virtuous cycle of participation, quality and reach

Frank Schulenburg, Wikimedia Foundation



1. The humble beginnings, where we are now and the secret behind Wikipedia
2. How to improve quality: Using Wikipedia in the classroom
3. How will we achieve our vision?

The humble beginnings and
where we are now



2001

A website with a funny name

Sweden

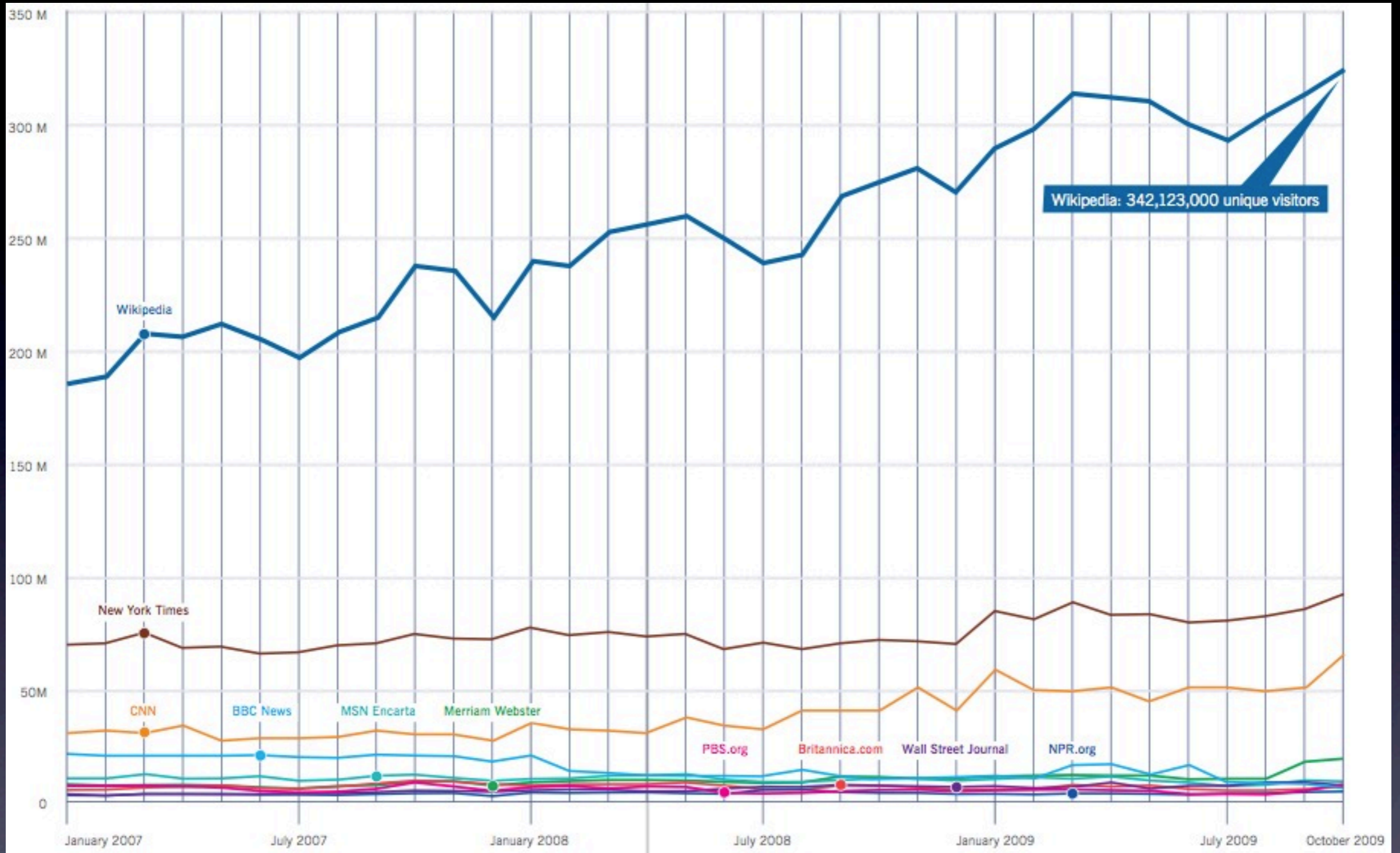
“Country in Northern Europe. Inhabitants are called Swedes. Language spoken is Swedish. Capital is Stockholm.”

Physics

“Physics is a very broad subject.”

Total unique visitors (11/2010)

Google	970
Microsoft	869
Facebook	647
Yahoo!	630
Wikimedia	411



Global traffic on the world's most popular information sites

So, what is the secret behind
Wikipedia?

0

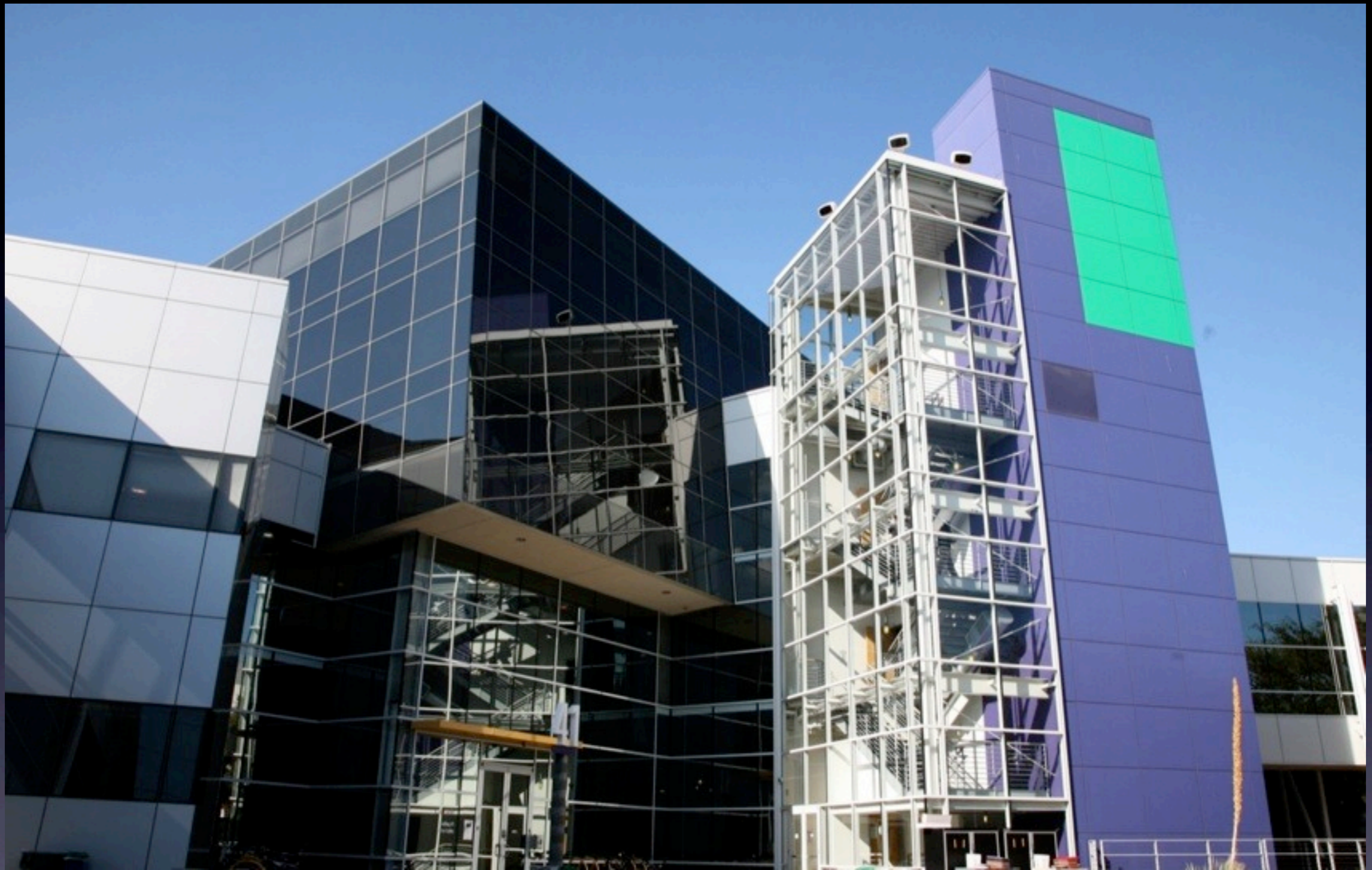
Number of dollars spent on advertising and
promotion

0

Cost to use Wikipedia

64

Number of staff



Not our office



Our office

100,000

Number of active Wikipedia editors











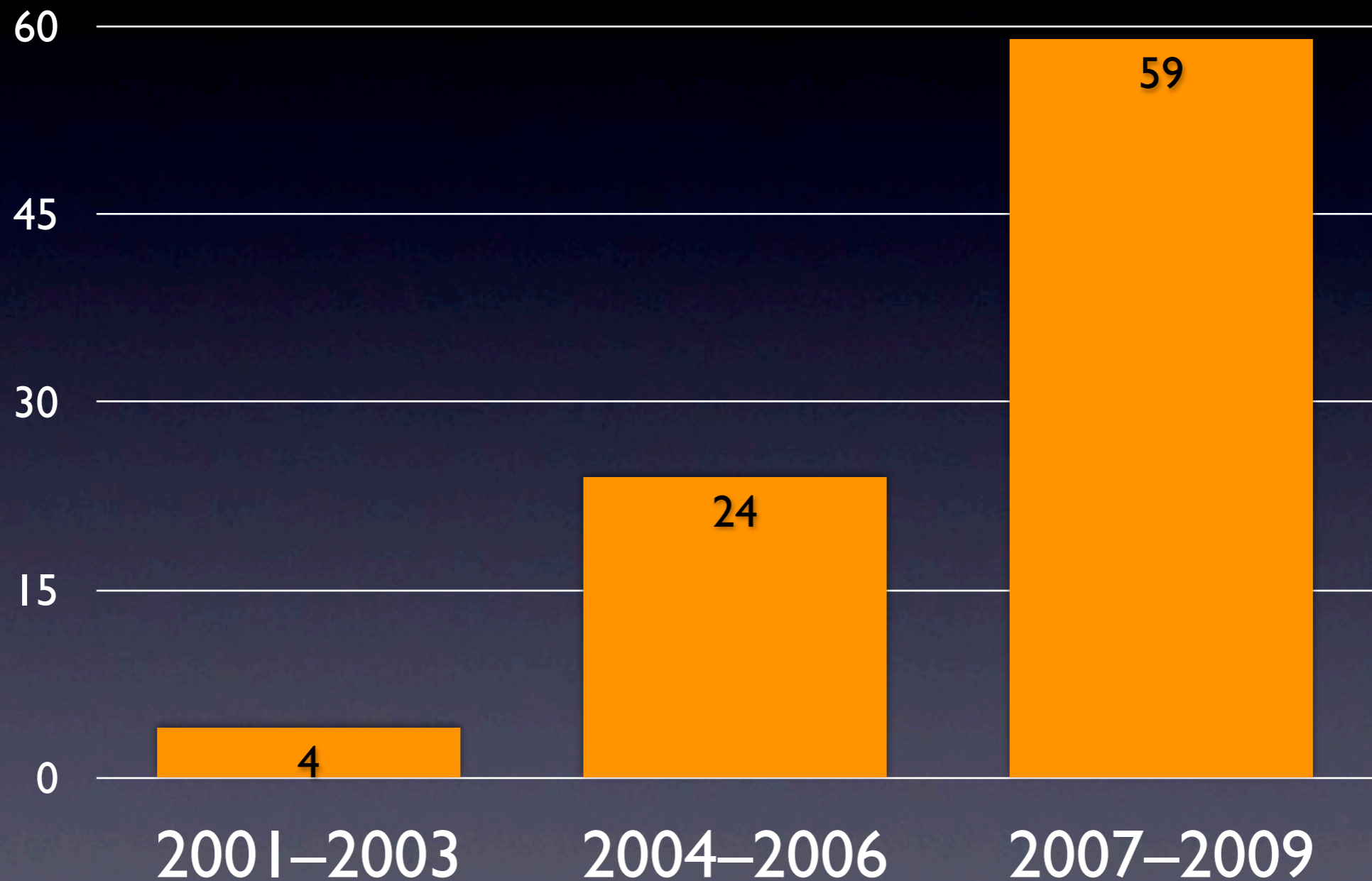


“Imagine a world in which every
single human being can freely
share in the sum of all knowledge.
That’s our commitment.”

– *Jimmy Wales*

How to improve quality: Using Wikipedia in the classroom

University projects on the English Wikipedia



Source: Wannemacher / Schulenburg, Wikipedia in Academic Studies (2009)

- Students write for a global audience
- Students learn the difference between fact-based and analytical writing style
- Students interact with readers and writers in real-time
- Students gain a deeper understanding of media literacy

17-month experimental pilot
program: students write Wikipedia
articles as part of their assignment

3-5

classes

~~5-5~~
classes



classes

Participating universities



Evaluating
Wikipedia
article quality



Using
Wikipedia 

➤ Using Wikipedia as a Teaching Tool

Sample syllabus



This document provides a **week-by-week breakdown** of how professors might be able to incorporate Wikipedia assignments into their classes. As the name suggests, it is purely meant to be a **sample** – as a resource that you can use and adapt when you plan your course. The document includes some key milestones that have proven to be highly effective at ensuring that students derive the greatest educational benefits from editing Wikipedia.

1

Week 1

In class

- » Overview of the course
- » Introduction to the Wikipedia part of the course
- » Handout: "Welcome to Wikipedia" brochure

Assignments for students (due week 2)

- » Read the page "Wikipedia:Five pillars" on Wikipedia

2

Week 2

In class

- » Campus Ambassadors introduce Wikipedia
 - Basics of editing
 - Anatomy of Wikipedia articles, what makes a good article, how to distinguish between good & bad articles
 - Tips & recommendations for best articles to work on for the class assignments
 - Handout: "Creating an account" how-to, "Evaluating Wikipedia article quality" brochure



- Teach the students the culture of Wikipedia and how to edit
- Consult with the professor around the assignment
- Support the student's work on Wikipedia

THE AGE OF NATIONS IS PAST.
IT REMAINS FOR US NOW,
IF WE DO NOT WISH TO PERISH,
TO SET ASIDE THE ANCIENT PREJUDICES
AND BUILD

WIKIPEDIA

RICHARDIN S.J.



Regional Ambassador training,
Washington D.C. (January 2011)



200
students

2,000,000

characters



WIKIPEDIA
The Free Encyclopedia

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Search



Food Quality Protection Act

From Wikipedia, the free encyclopedia

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The **Food Quality Protection Act**^[1] (FQPA) of 1996 is a [United States federal law](#). The FQPA amended the [Federal Insecticide, Fungicide, and Rodenticide Act](#) and the [Federal Food, Drug, and Cosmetic Act](#) by changing the way that the [United States Environmental Protection Agency](#) (EPA) evaluates and regulates pesticides. The EPA worked for ten years to make the changes in national [pesticide](#) regulation that led to tremendous enhancements in public health and environmental protection.

When the FQPA passed on August 3, 1996, [House Commerce Committee Chairman Bliley](#) noted the bill was a

"landmark bipartisan agreement that will bring Federal regulation of the Nation's food producers into the 21st century."

Recognizing the formidable charge [Congress](#) was placing on the EPA, [Agriculture Committee Chairman Roberts](#) stated that

"the ultimate success of this reform will rest with the professionalism and the common sense of EPA."



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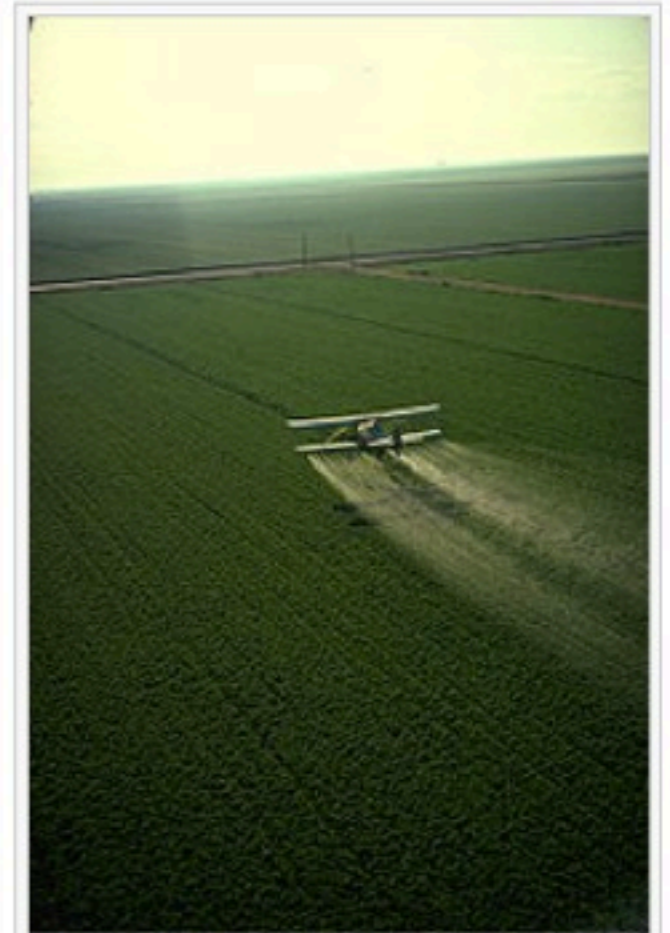
Food Quality Protection Act

From Wikipedia, the free encyclopedia

The **Food Quality Protection Act** (FQPA) was passed unanimously by Congress in 1996 and was signed into law by former President [Bill Clinton](#) on August 3, 1996.^[1] The FQPA standardized the way the [Environmental Protection Agency](#) (EPA) would manage the use of pesticides and amended the [Federal Insecticide, Fungicide, and Rodenticide Act](#) and the [Federal Food Drug and Cosmetic Act](#). It mandated a health-based standard for [pesticides](#) used in foods, provided special protections for babies and infants, streamlined the approval of safe pesticides, established incentives for the creation of safer pesticides, and required that pesticide registrations remain current.^[1]

One of the most prominent sections of the act, the specified protections for babies and infants, was the topic of the [National Academy of Science's](#) 1993 report, *Pesticides in the Diets of Infants & Children*. The EPA has cited this report as a catalyst for the creation of the FQPA.^[2]

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A cropduster spraying pesticide on

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A [cropduster](#) spraying pesticide on a field [↗](#)

Background

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Legislation similar to the FQPA was drafted and presented to Congress in 1995, but was never acted on. In 1996, the political landscape had changed and new pressures to act on pesticide control reform had presented

Case study: Georgetown

Rochelle Davis is a professor at Georgetown University. In November 2010, Wikipedia articles improved by her students got more than 4 million views.



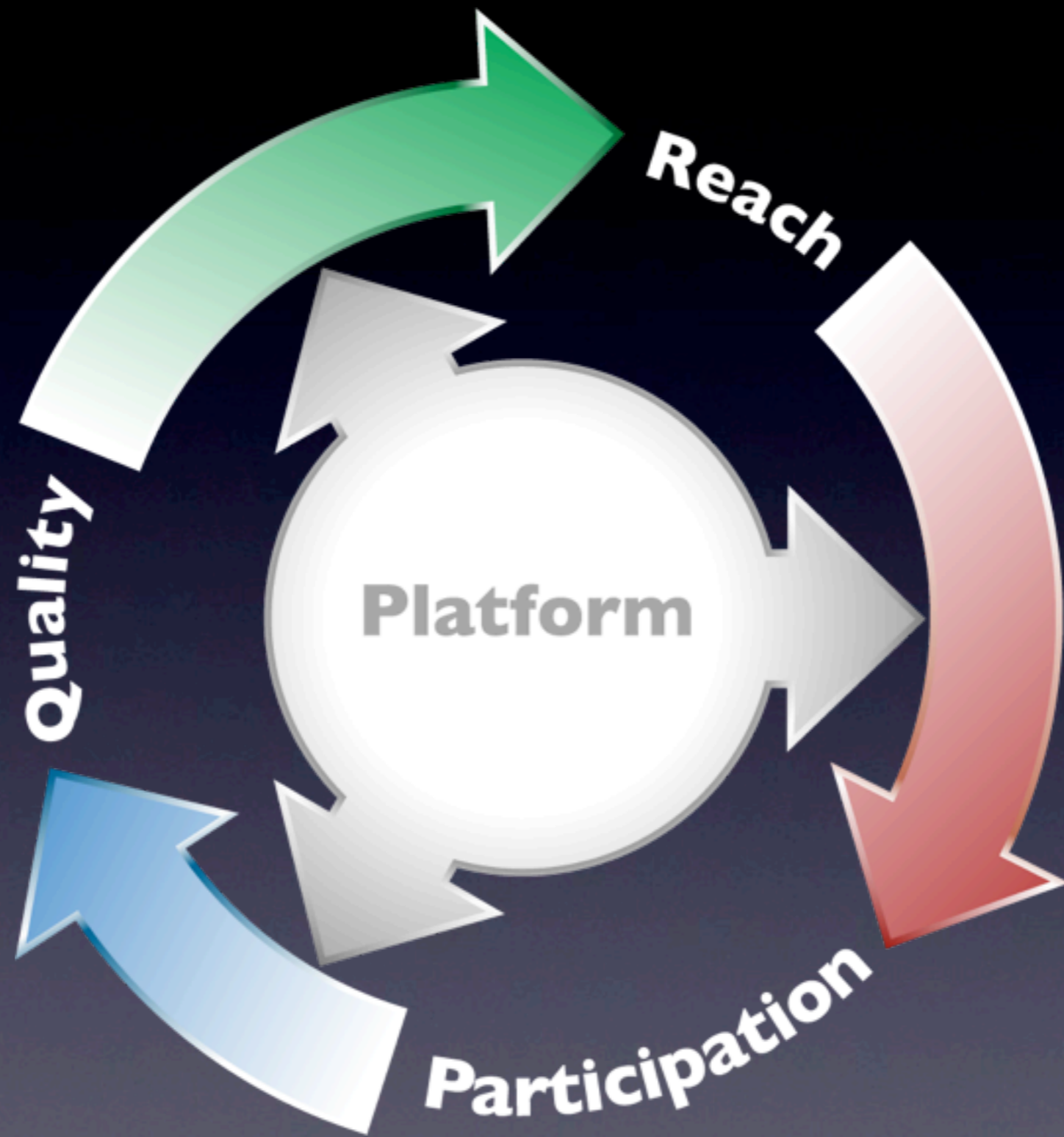
“The Ambassadors have proved invaluable.
I am tremendously grateful.”

– *Nicco Mele, Adjunct lecturer
at Harvard University*

“This class in particular is improving my research, editing, and writing skills. I would like to continue contributing to Wikipedia even after this class ends.”

– *Student at Syracuse University*

How will we achieve
our vision?



Thank you

The high-level view





Idea



Idea



Infrastructure





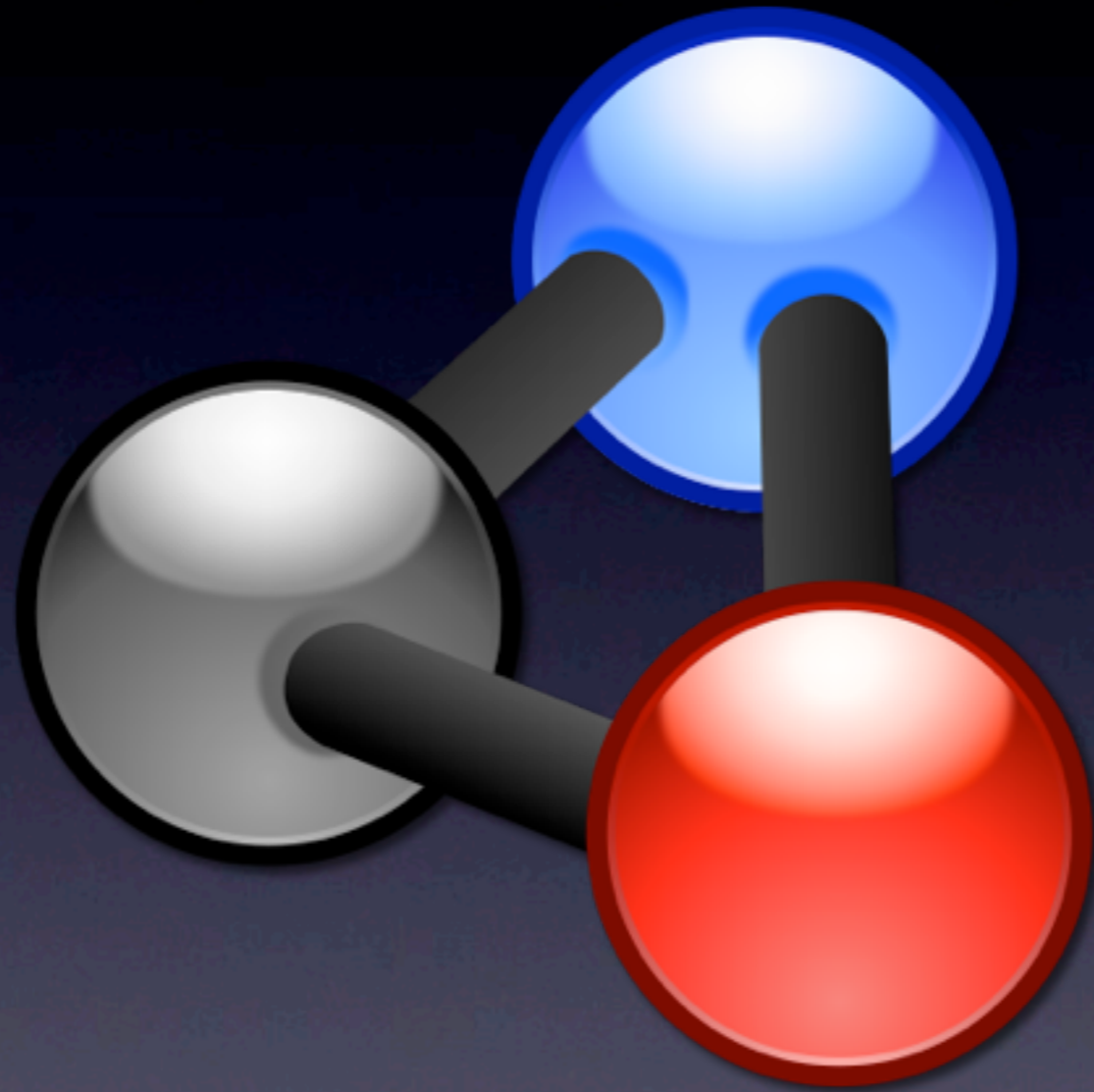
Idea



Infrastructure



Community





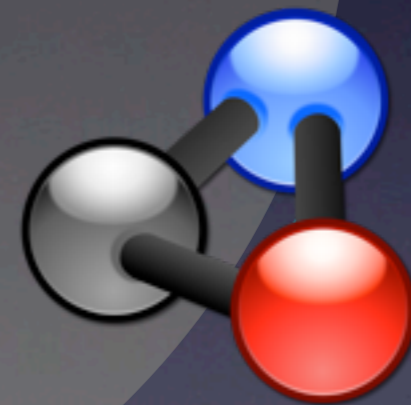
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Infrastructure



Community



Model





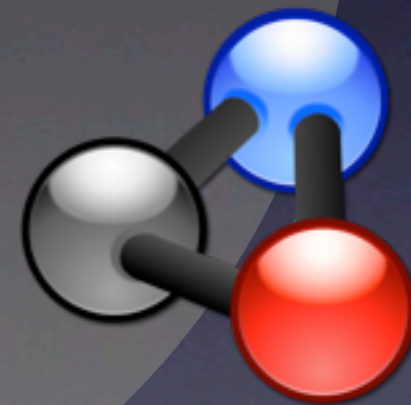
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Infrastructure



Community



Model



Documentation



