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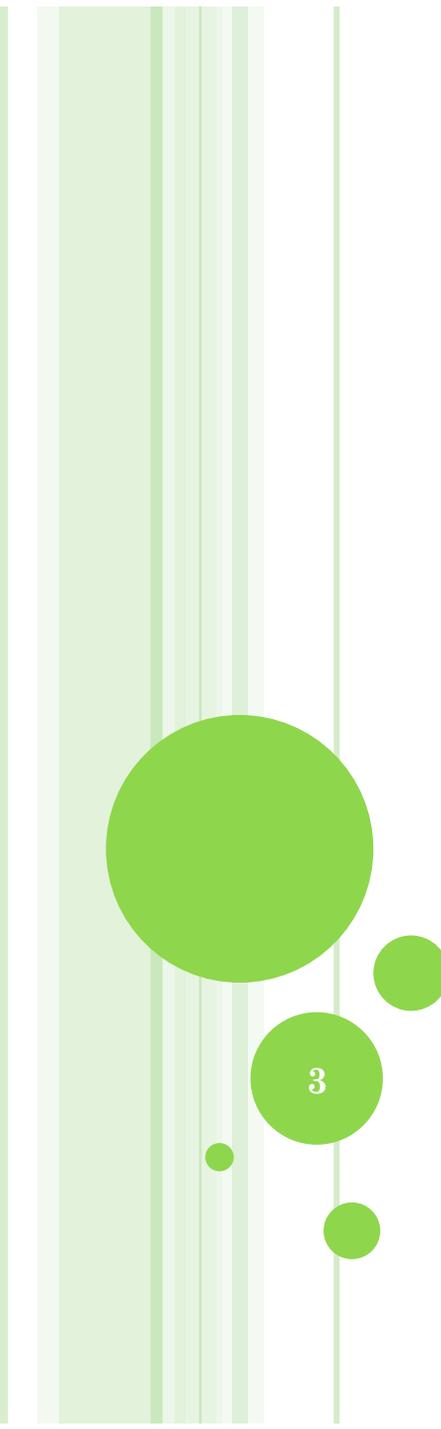
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SI 410 ETHICS AND INFORMATION TECHNOLOGY

Week 4b: Wikipedia and Credibility

THEMES

- Open.Michigan and SI 410
- How does Wikipedia work
- Credibility comparison
- Examples

“What about the ‘collective intelligence’ or ‘collective wisdom’ argument:
That given enough authors, the quality of an article will generally improve?
Does this hold true for *Wikipedia*?”

EB: No, it does not.”

Riehle, 2007, p. 6

WIKIPEDIA STATS

- ❑ 7th most popular site: Alexa Web Rankings
 - ❑ <http://www.alexa.com/siteinfo/wikipedia.org>
- ❑ 9,979,962 views per hour: Wikipedia Stats
 - ❑ <http://stats.wikimedia.org/EN/Sitemap.htm>
- ❑ 134,023 active registered users: Special
 - ❑ <http://en.wikipedia.org/wiki/Special:Statistics>
- ❑ 634 active bots
 - ❑ <http://en.wikipedia.org/w/index.php?title=Special:ListUsers&group=bot>



WIKIPEDIA: AN INFORMATION ENVIRONMENT

1. Wikipedia
 2. Credibility
 3. Examples
- Interview with three Wikipedians
 - Roles
 - Many overlapping (name some)
 - Processes
 - Manual of Style
 - Deletion processes
 - Policy development
 - Quality assurance
 - Recognition
 - Knowledge communities, wisdom of crowds
 - Growth challenges

A LITTLE STUDY OF CREDIBILITY

1. Wikipedia
 2. Credibility
 3. Examples
- Experts and non-experts evaluating credibility (author, article, site) controlling for cynicism.
 - Credibility measure:
 - Believability, accuracy, trustworthiness, bias, completeness.
 - Conclusion: experts found the articles more credible than non experts
 - Conclusion: 13% error rate

TRUST AND WIKIPEDIA

1. Wikipedia
2. Credibility
3. Examples

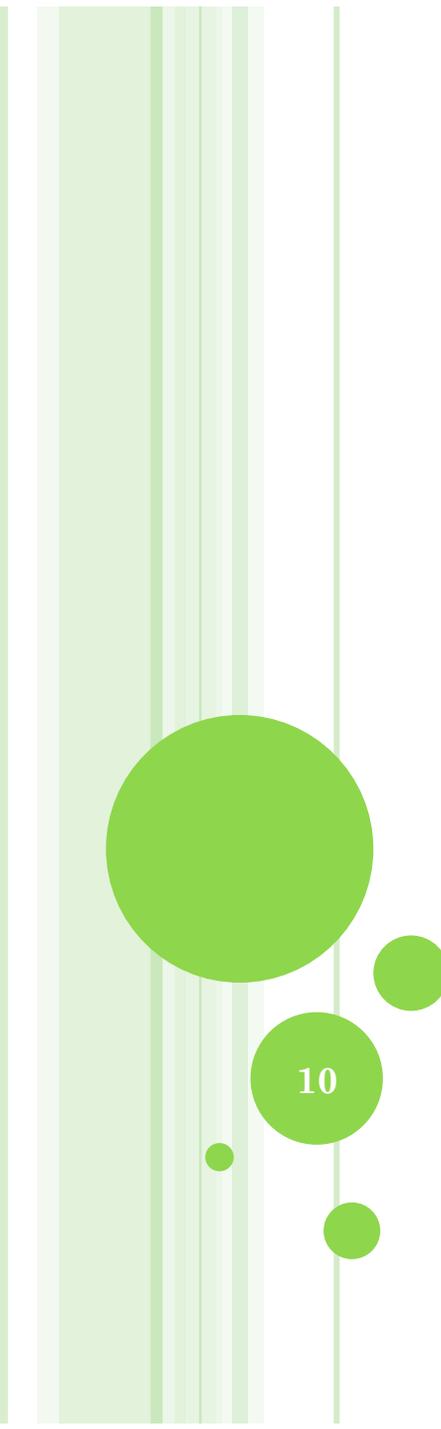
- Simon lays out a model of trust derived from the sciences and then applies it to Wikipedia.

- Trust comes from assessment of honesty and competence.
 - Honest = disinterested and free
 - Competence = proxies or indicators

“... the reason why people trust the content of Wikipedia is that they trust the processes – procedural trust, not trust in persons.” (p. 6)

TRUST TOOLS IN WIKIPEDIA

- WikiScanner – traces IP addresses of those who change Wikipedia entries anonymously.
 - Members of Congress or CEOs editing their biographies.
 - Radical transparency: <http://wikiscanner.virgil.gr/>
- WikiDashboard
 - Social dynamics of editing in given articles

A decorative graphic on the left side of the slide. It features a vertical stack of thin, light green lines. To the right of these lines are several overlapping circles of varying sizes in shades of green. The largest circle is a vibrant green and contains the number '10'.

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10