

**Author(s):** Paul Conway, PhD, 2010

**License:** Unless otherwise noted, this material is made available under the terms of the **Creative Commons Attribution Share Alike 3.0 License:**  
<http://creativecommons.org/licenses/by-sa/3.0/>

**We have reviewed this material** in accordance with U.S. Copyright Law **and have tried to maximize your ability to use, share, and adapt it.** The citation key on the following slide provides information about how you may share and adapt this material.

Copyright holders of content included in this material should contact [open.michigan@umich.edu](mailto:open.michigan@umich.edu) with any questions, corrections, or clarification regarding the use of content.

For more information about **how to cite** these materials visit <http://open.umich.edu/privacy-and-terms-use>.

Any **medical information** in this material is intended to inform and educate and is **not a tool for self-diagnosis** or a replacement for medical evaluation, advice, diagnosis or treatment by a healthcare professional. Please speak to your physician if you have questions about your medical condition.

**Viewer discretion is advised:** Some medical content is graphic and may not be suitable for all viewers.

# Citation Key

for more information see: <http://open.umich.edu/wiki/CitationPolicy>

## Use + Share + Adapt

{ Content the copyright holder, author, or law permits you to use, share and adapt. }



**Public Domain – Government:** Works that are produced by the U.S. Government. (17 USC § 105)



**Public Domain – Expired:** Works that are no longer protected due to an expired copyright term.



**Public Domain – Self Dedicated:** Works that a copyright holder has dedicated to the public domain.



**Creative Commons – Zero Waiver**



**Creative Commons – Attribution License**



**Creative Commons – Attribution Share Alike License**



**Creative Commons – Attribution Noncommercial License**



**Creative Commons – Attribution Noncommercial Share Alike License**



**GNU – Free Documentation License**

## Make Your Own Assessment

{ Content Open.Michigan believes can be used, shared, and adapted because it is ineligible for copyright. }



**Public Domain – Ineligible:** Works that are ineligible for copyright protection in the U.S. (17 USC § 102(b)) \*laws in your jurisdiction may differ

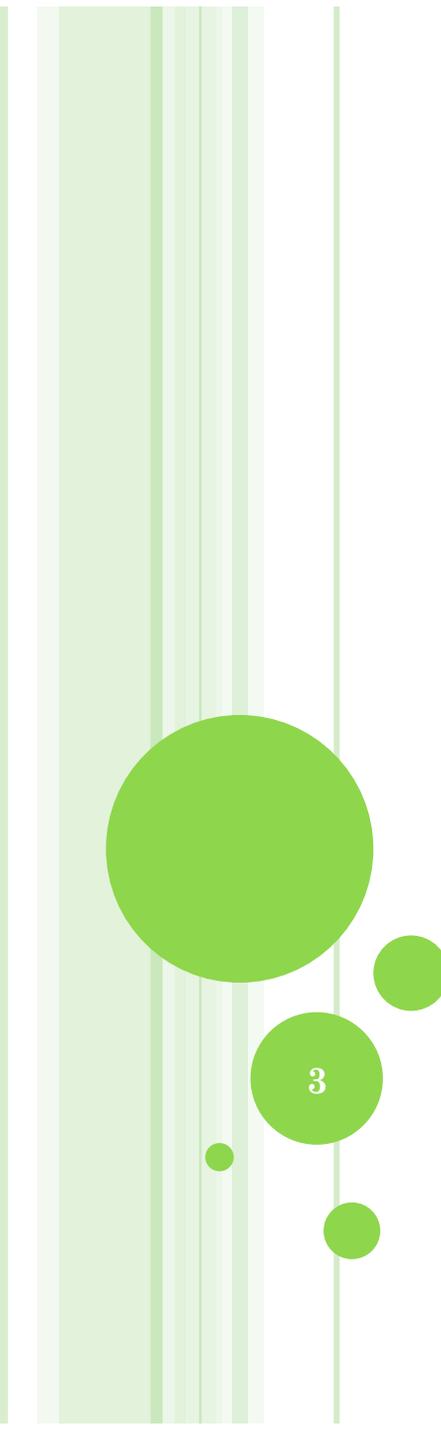
{ Content Open.Michigan has used under a Fair Use determination. }



**Fair Use:** Use of works that is determined to be Fair consistent with the U.S. Copyright Act. (17 USC § 107) \*laws in your jurisdiction may differ

Our determination **DOES NOT** mean that all uses of this 3rd-party content are Fair Uses and we **DO NOT** guarantee that your use of the content is Fair.

To use this content you should **do your own independent analysis** to determine whether or not your use will be Fair.



# 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

- ❑ 7<sup>th</sup> 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

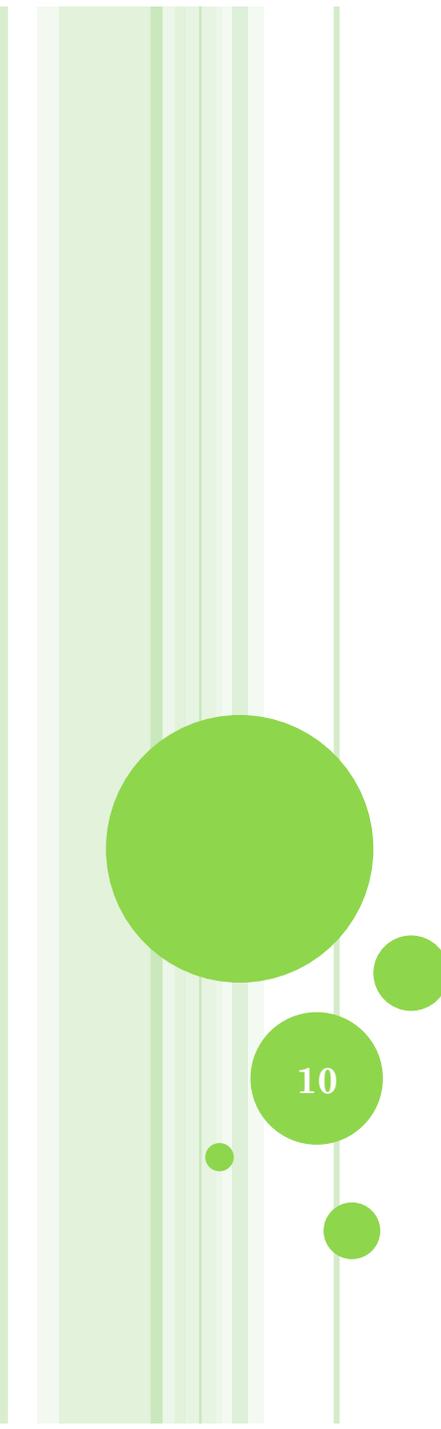
- Simon lays out a model of trust derived from the sciences and then applies it to Wikipedia.

- 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, semi-transparent green lines of varying widths. To the right of these lines are several solid green circles of different sizes. One circle is the largest and is positioned near the top. Below it are several smaller circles, including one that contains the number '10'.

# PAUL CONWAY

*Associate Professor*  
School of Information  
University of Michigan  
[www.si.umich.edu](http://www.si.umich.edu)

10