

Wikis and Innovation for Growth

Jimmy Wales
Chairman, Wikia, Inc.
Wikipedia Founder

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

Charles van Doren, 1962

Imagine a world in which every single person on the planet is given free access to the sum of all human knowledge.

That's what we are doing.

What is Wikipedia?

Wikipedia is a freely licensed encyclopedia written by thousands of volunteers in many languages

What is Wikia?

- Wikia is every other kind of book, work, or community that people might build
- extending the Wikipedia model beyond just nonprofit educational and research communities
- Growing much faster in early days than Wikipedia did
- Hundreds of communities are growing in parallel
- Everything at Wikia is freely licensed: GPL software, GFDL content
- Creative Commons content

An Encyclopedia

is a very big work but...

A Library

is much bigger...

Muppet Wiki

From Muppet Wiki

[Welcome to Muppet Wiki, a database that anyone can edit.](#)

[Recent Changes](#) / [Active talk pages](#) / [Muppet Wiki FAQ](#)

Working on 10,575 articles since December 5, 2005.

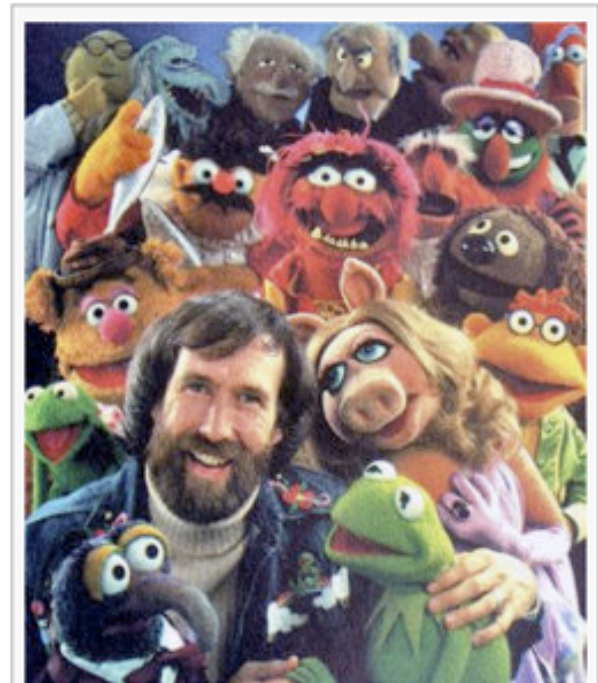
Muppet Wiki is a collaborative project to create an encyclopedia for everything related to [Jim Henson](#) and [the Muppets](#). The Wiki format allows anyone to create or edit any article, so we can all work together to create a comprehensive database for Muppet fans. Check out our [Muppet Wiki FAQ](#) to help you get started!

Today on Muppet Wiki

- **August 22** • [Zsa Zsa Porkmustard](#) is one of the finalists in the Miss Galaxy Pageant, representing the planet [Koozebane](#). Instead of singing a song, she excretes ammonia while setting fire to her nose. Oddly enough, she loses.
- **August 21** • [Hasbro Sesame Street Weebles](#): If you're in your thirties and somebody asks you what Weebles do, then obviously you answer, "Weebles wobble, but they don't fall down." If you're not in your thirties, then you probably have no idea what Weebles are. It's a magical secret that only people in their thirties know.
- **August 20** • [Sesame Street Online Stories](#): [Sesameworkshop.org](#) has a number of "online interactive storybooks" that kids can click through and enjoy. The title art for "Cold In My S'nose" is pretty amazing. So is the title "Cookies Can't Laugh".

[\(Archive\)](#) [\(Nominations\)](#)

Current Events

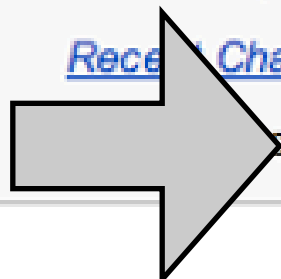


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World Wikia

Welcome to World Wikia

A **free** travel directory that **you** can **edit**

Add information, create new pages, and share experiences about the city where you live or the countries where you've travelled. To start editing, click the edit button at the top of any page or section, or create a new article by typing its title in the box at the bottom of this screen. We're currently working on 1,067 articles. Read our [Mission](#).

navigation

- World Wikia
- Community portal
- Current events
- Recent changes
- Random page
- Help

World Wikia

search

Search input field with Go and Search buttons

toolbox

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- Related changes
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- Special pages
- Printable version
- Permanent link

wikia

- Wikia Home
- Report a problem
- Live chat and support
- Wikia messages:

Announcements

Newbies click here to get [started](#) • **Subscribe** to the World Wikia [mailing list](#) • **Read and edit** the latest [Travel Alerts](#) • **Look!** We're in the [News!](#)

Lodging

List or browse vacation rentals and hotels

- Have a vacation home you want to rent? Coming soon: List it here for free!
- Want your listing to be featured? Well... [edit](#) the page!
- Browse rental listings [here](#)
- Peruse our [Hotels Directory](#)
- Find out how to list or review lodging.
- Featured listing: 6 bedroom, 4 bathroom w/jacuzzi and swimming pool. [Destiny by the Sea, Florida](#) Find out [more](#)



Vail, Colorado

City

An insider's guide. Find out more [here](#).

- Great City Wikis:** [Beijing](#), [Chicago](#), [Detroit](#), [Hong Kong](#), [Jerusalem](#), [Keene, NH](#), [Korea](#), [Long Island](#), [New York](#), [New Zealand](#), [Ottawa](#), [Pakistan](#), [Philadelphia](#), [San Francisco](#), [Vancouver](#)
- Don't see your city? Check [here](#) for over 100 City Wikis.**
- City Wikis are currently in 10 languages and dialects:** [Andalusian](#), [Dutch](#), [English](#), [German](#), [Japanese](#), [Mandarin](#), [Polish](#), [Russian](#), [Spanish](#), [Thai](#)



Boston, Massachusetts

Travel

Why Not Sit Awhile and Shoot the

Campaigns Wikia

[Find out why we're here.](#) Then, get involved!

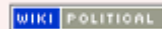
Subscribe to the [Campaigns Wikia mailing list](#) * [Volunteer](#) to translate the site * Find out [how to get started](#) in six easy steps * Ask [questions](#) about this site.

New: [Local Meetup Schedule](#)

[The Mission:](#)

It's time for politics to become more intelligent, and for democracy to really involve the people. Broadcast media tells you what to think and doesn't let you get involved. It's time to focus on what *you* need, what you care about, and the messages you want to get out.

See [who's involved](#) and add your name and website!



Advertise Campaigns Wikia with this button.

Speak Out!

Are you involved with a political campaign? Are you passionate about a cause? Start contributing to the Campaigns Wikia, or [get help](#).

[Editing Tips](#)

Need help or want to start a discussion? See the [forums](#)! What do you want to see in each article? [Share your thoughts](#)! Or start a new article:

Getting Campaigns Involved

[Survey of campaigns currently using wikis](#)
[Survey of related projects](#)



- [Voter Guides](#) [Electoral calendar](#) [Current events](#)
- Character** [Consistency](#), [Eloquence](#), [Patriotism](#), [more...](#)
- Civil Rights** [Crime](#), [Digital Rights](#), [Election Integrity](#), [MAAs](#), [PATRIOT Act](#), [Same-sex Marriage](#), [more...](#)
- Economy** [Balanced budget](#), [Deficit spending](#), [more...](#)
- Education** [Education](#), [Federal student aid](#), [No Child Left Behind](#), [more...](#)

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Wikia

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What is free access?

- Free in the sense of GNU, in the sense outlined by Richard Stallman, the 4 freedoms of free software
- Freedom to copy
- Freedom to modify
- Freedom to redistribute
- Freedom to redistribute modified versions
- Commercially or non-commercially

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How popular is Wikipedia?

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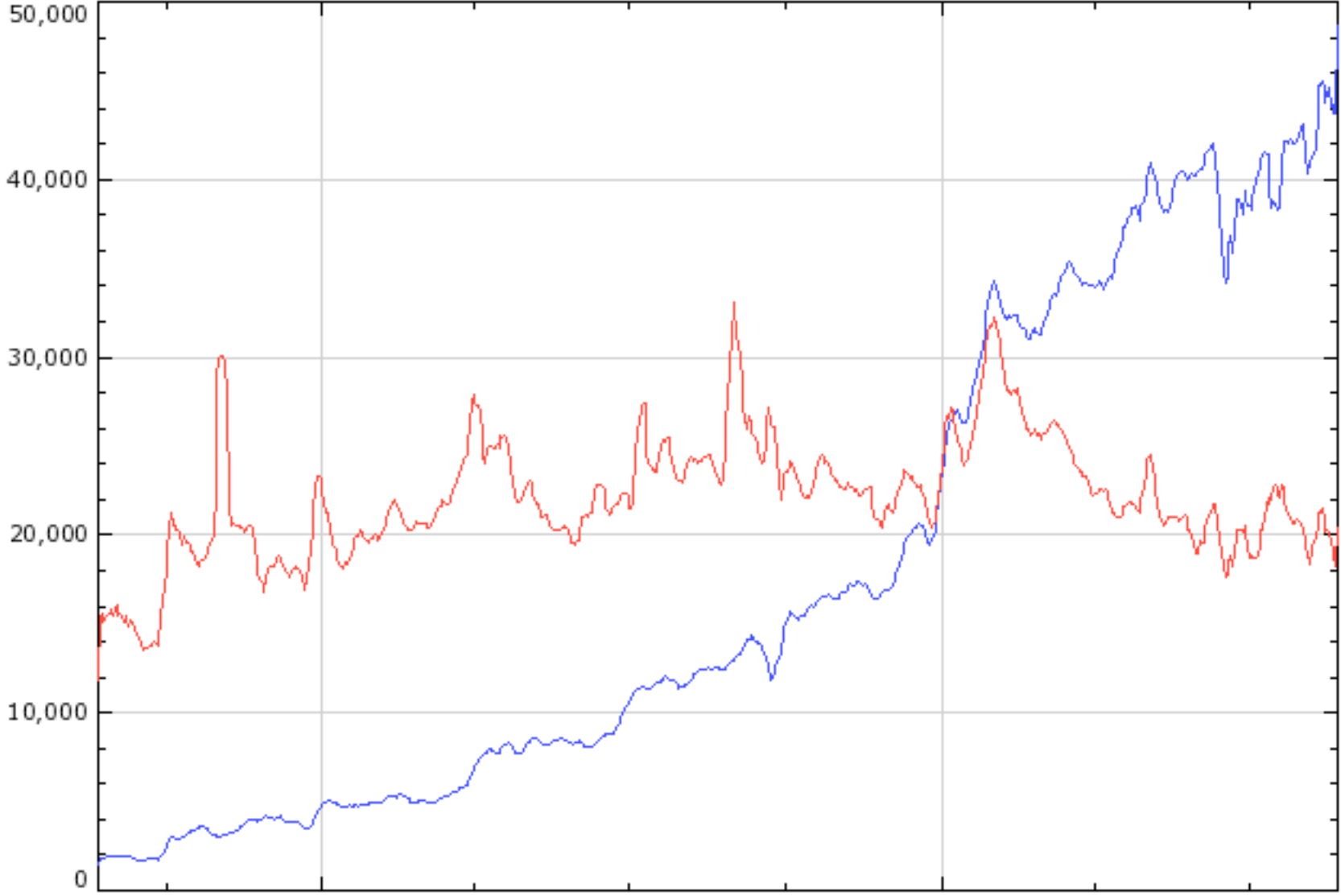
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- wikipedia.org - 48,650 per million
- More people see Wikipedia each day than CNN and the BBC combined

Daily Reach (per million)

wikipedia.org cnn.com



What are the lessons for enterprises?

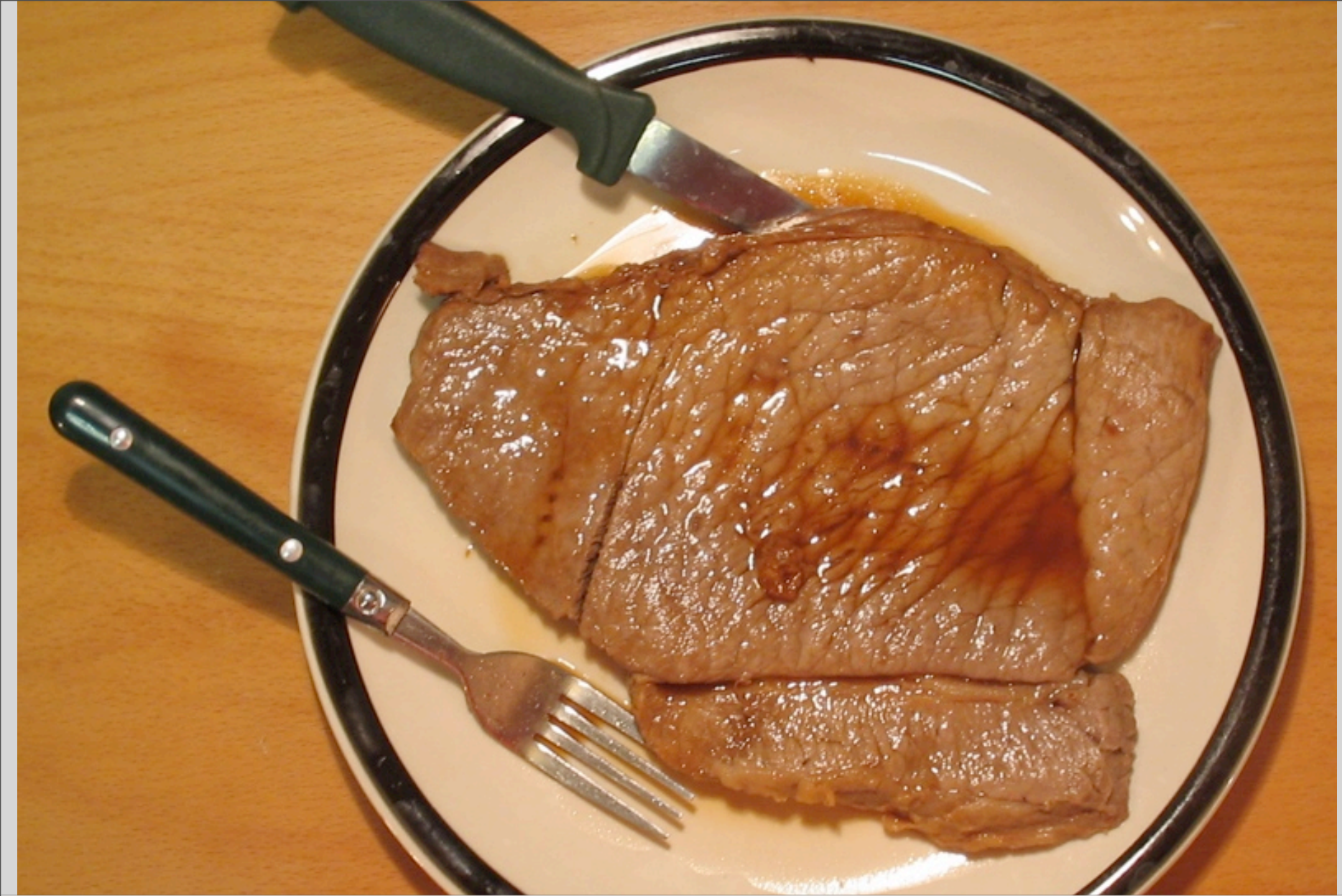
Are you missing information opportunities?

- There is a traditional view that 90% of the information executives need for making decisions comes from within the 4 walls
- Or perhaps, from the partner network
- And the way to manage this information flow is a top-down and controlled information architecture
- Wikia and Wikipedia show the new possibilities...
- A new design for information sharing...



Restaurant

Credit: Wallyg @ flickr



Steak

Credit: David Benbennick
Wikimedia Commons



Knives

Credit: Kent Wang @ flickr

They Might Stab People!

Credit: bennybedlam @ flickr



Better keep them
in cages!

Credit: Whatnot @ flickr



This makes a bad society.

What is the overall trend in openness over time?

The New York Times

Growing Wikipedia Revises Its 'Anyone Can Edit' Policy



Not as wiki as it used to be

Wikipedia is considering introducing a form of prior restraint on edits. Bill Thompson wonders what this means for its users

The death of Wikipedia

Wikipedia protecting some entries from editing

Three major eras

- The era of protection
- The era of semi-protection
- The era of flagging

In the Wiki World, we are becoming more and more open over time...

What are the lessons?

- After 5 years, people still find it really really hard to “get it”
- The solution to informational problems is more freedom, not more control
- People who cannot grasp this will continue to interpret everything incorrectly, they literally can not see the future coming
- Therefore when they see rising quality, they assume it is because of greater control

Let them out of their
cages!

Credit: Whatnot @ flickr



What can you do?

Start a Wiki internally

- I recommend either a stock mediawiki installation
- or Socialtext

Participate in the growing public information system

- Wikia will allow you to create a managed public wiki for your company
- Expert community guidance allows us to make sure it does not become a haven for troublemakers
- You can participate in the conversation in a powerful way
- Turning your most passionate customers into your most passionate salespeople