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## Wikipedia Capabilities

### What You Can And Cannot Easily Do

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## Wikipedia Capabilities

### What You Can And Cannot Easily Do

The BMG SMART team has taken a look into the very large world of Wikipedia to research its value to you. Below you will find the basics that everyone should know about this online encyclopedia. We also went through the article creation process and have identified how to create an article, add photos and go live with an article. It's not as easy as you might think.

### Terminology

“**Wiki**” is a term used to describe a collaborative website whose content can be edited by anyone who has access to it.

**Wikipedia** is a free, web-based, collaborative, multilingual encyclopedia project. It is by far the most popular wiki site. It has 78 million visitors monthly; 91,000 active contributors; 16,000,000 articles in more than 270 languages; 3,352,098 articles in English.

### Benefits

- **Current Information** – Wikipedia editors keep the site very current. For example, the Wikipedia article about Michael Jackson was updated within hours of his death.
- **Accurate Information** – The editors of Wikipedia require you to provide good sources to post an article. If the editors feel that an article does not have accurate, reliable sources, they immediately delete the article.
- **High Search Engine Ranking** – Wikipedia entries often appear in the top 5 search engine results.
- **Credible Information** – The viewer often considers information to be more credible because it is from a 3rd party.
- **Linking** – In many cases, you can link straight to your company website from a Wikipedia article.

### Negatives

- **Poor Educational Reputation** – Teachers across all education levels (primary, secondary, higher education) do not believe that Wikipedia is a credible source.
- **Difficult To Locate/Create Files** – It is difficult to create files and locate saved drafts on Wikipedia and its partner sites.

- **Time Consuming** – It takes time to develop an article that is newsworthy and has the necessary sources to be accepted by the Wikipedia editors as credible.
- **Competitors Can Add To Your Article** – Because wiki sites are defined as a collaborative website whose content can be edited by anyone who has access to it, other companies can add to your page. They can post a link to their site or add additional information about the topic as long as it's newsworthy.

### General Wikipedia Info/Requirements

- BMG estimates that it will take approximately 12 hours to produce a short article, 16 hours for a medium article and 20 hours for a long article. These hours include: research, source gathering, article writing/approval, formatting and adding photos.
- Formatting your text for Wikipedia is now much easier. There are more buttons and short cuts now whereas before you had to code every sentence, headline and source.
- Uploading photos is difficult. You must be able to say that it is your own work.
- You should have at least 3-5 credible sources for each article.

### Creating An Article On Wikipedia

- Log in
  - Click “Help” on the left hand side under the heading “interaction”
  - Click “Getting Started”
  - Click “Article Wizard”
  - Follow these steps to create a new article
1. **Introduction** – This section gets the ball rolling and tells you a little bit about how the article creation process is going to work. If you need them, there are options to learn more about editing or to learn more about creating an article before you actually create one. Click the “Create an article now” link to continue.
  2. **Subject** – This section helps determine whether the subject you want to write about has already been addressed on Wikipedia. Type your subject in the box and click “Search”. If no one has written an article by the name you typed in the search box a message will appear at the top of the page that reads “You may create the page “(Subject name will appear here)”, but consider checking the search results below to see whether it is already covered.” Peruse the list of search results to see if there are any similar topics. If not, click the back arrow on your browser to return to the “Subject” page. Choose the category that your subject fits under and click the appropriate link. (BMG recommends this option: “I am writing an article about something else” only if you are not writing an article that would fit in one of the other subject categories.

3. **Notability** – This section helps you decide if what you are writing about is notable and appropriate for Wikipedia. Depending on the subject you have chosen to write about, you will see different notability guidelines. If after reading the notability requirements you feel your article is notable, click “My proposed article is about a notable and encyclopedic subject”.
4. **Sources** – This section discusses the importance of including good sources in your article and how to determine whether or not a source is reliable. According to Wikipedia, good sources:
  - a. Have a reputation for reliability
  - b. Are independent of the subject
  - c. Are verifiable by other editorsOnce you have determined you have good sources for your article, click “My proposed article has good sources”.
5. **Content** – This section gives guidelines for your article. It must not violate copyright. It should establish notability. It must be neutral in its tone. If your article meets the requirements, click “My submission is neutral, establishes notability, and is not copy-pasted from anywhere else”.
6. **End** – Once you have completed the above steps, you will be taken to a page that gives you three options to start your article.
  - a. **First Option:** “Submit for Review” – You can choose this option if you would like feedback on your article before it goes live, or if you do not want to register an account on Wikipedia. Your article will be created in a project space and will be reviewed by another editor before being created. **BMG does NOT recommend this option because your article may potentially be reviewed before it is completed.**
  - b. **Second Option:** “Userspace Draft” – This option allows you to create your article in a page that allows you to write and edit your own work before it goes live. Your submission will not be reviewed by other editors while it is still in the userspace if you use this option. **BMG recommends this option.**
  - c. **Third Option:** “Go live now” – This option allows you to create your article and make it live right away. **BMG does NOT recommend this option because your article may be quickly deleted if it is not ready to go live.**

To begin creating your article in the Userspace draft section, type your article title in the box to the right as follows: Special:MyPage/Article Title Goes Here. You will be taken to a new page where you may begin typing your new article. **Check the box toward the bottom of the page that reads “Watch this page”.** This will allow you to keep track of changes that are

made to your articles. **Make sure you click “Save page” at the bottom of the page before exiting.**

To return to this article at a later time, click “my contributions” at the top right of the page. Click on the link of your most recent edit. This will take you to your new article’s page. To edit and add information, click the “edit this page” tab. You can also access a past article by typing in its URL (see below).

### **Add A Picture To Your Article**

To add a picture to your Wikipedia article, you must first upload the image to the **Wikimedia Commons**. ([http://commons.wikimedia.org/wiki/Main\\_Page](http://commons.wikimedia.org/wiki/Main_Page))

1. Log in to Wikimedia Commons.
2. Click “my preferences” at the top of the page. Under Appearance, make sure that you are using the “Monobook” skin. Save changes.
3. Click “Upload file” on the left-hand side of the page.
4. Click “It is entirely my own work” – **To use this option, your photo must have been taken by either you or a service you have hired.**
5. You are now at the “Upload your own work” page. Scroll down to the “Source file” area half way down the page and click “Choose File” to choose the file from your computer that you wish to upload.
6. Under “File description” change the “Destination Filename” to something descriptive (e.g., Road Construction on US 24). **DO NOT** name the file the same name as the article you wish to use the picture in (e.g., if you are uploading a picture for your Asphalt article on Wikipedia don’t name your new image “Asphalt”).
7. Complete the remaining information boxes:
  - i. Original source – This box should already be filled in for you with {{own}}. You do not have to type anything else in this box.
  - ii. Authors – This box should already be filled in with [[User:ABCCCompany|ABCCCompany]]. You do not have to type anything else in this box.
  - iii. Date of the work– type the date of creation and/or first publication of the work. (Format: “YYYY-MM-DD”)
  - iv. Description – Provide a brief description of your work.

- v. Other versions – If you know that there are other versions of the file you are uploading to the Commons, link them here, otherwise leave this field blank.
  - vi. Additional Information – This is a general purpose field for any further information you might want to add to the file description.
  - vii. Licensing – Choose the licensing you wish to use from the drop-box. BMG recommends the following option: “Multi-license with CC-BY-SA-3.0 and GFDL” This license will allow non-commercial use, commercial use and modifications as long as users credit the author.
8. Click the (+) to type in a category for your picture in the box under “Upload Options” (e.g., “Road Maintenance”).
  9. **Check the box that reads “Watch this file” so you will be aware of any changes made to your file.**
  10. Click “Upload file” to upload your picture.

Now you are ready to upload your image to your Wikipedia Article.

1. Log in to Wikipedia. ([www.wikipedia.org](http://www.wikipedia.org))
2. Click your username at the top of the page (e.g., ABCCompany).
3. Click “edit this page”.
4. Place your cursor in the text where you want your picture to appear.
5. Use the following formula to insert your picture:

[[Image: name|type|location|caption]]

- **Name:** This is the name of the file you wish to upload. To get the name, go to the Wikimedia Commons, log in, and click “my contributions” at the top of the page. Then click the gallery tab at the top of the “My contributions” page. This will show you all the files you have uploaded to the Wikimedia Commons. The file names will appear to the right of their picture under the heading “**Upload**”. Find the name of the file you wish to use and insert it into the above template (e.g., [[Image:Asphalt Crew 113.jpg|type|location|caption]]). If you wish to use a photo that someone else uploaded, go back to your user page by clicking the back arrow on your browser and use the “search” box to the left to find a picture for your article.
- **Type:** In place of “type” you can put either “thumb”, “thumbnail” or “frame”. If you use “thumb” or “thumbnail” your image will appear as a thumbnail image with the caption that you insert in the formula below it

(see below). If you use “frame” your picture will appear in its original size with a light gray frame border around it. If your picture is too large, use a thumbnail version. There is an option below the thumbnail that the viewer can click on to see the full size image.

- **Location:** In place of “location” type either “left”, “right”, “center” or “none”. “Left” will place your picture to the left of your copy, “right” will place your picture to the right of your copy, center will place your picture in the center of your copy and “none” will place the image to the left with the text starting below it, not immediately to the right of it like it does when you use “left”. **Two pictures cannot be placed side by side horizontally in your article.**
- **Caption:** In place of “caption” type the caption you wish to appear below your photo (e.g., Crews pave section of US 24).

**Here is an example of what your finished formula will look like in the body of your article before you preview it:**

[[Image:Asphalt Crew 113.jpg|thumb|left|Crew paves section of US 24]]

6. Click “Show preview” to view your changes and make sure that your picture has been properly added. If your picture appears where you want it to in your article, click “Save page” to save your changes. If it does not, go back and edit your formula.

### **Ready For Your Article To Go Live?**

1. After logging in, click on your user page (e.g., ABCCompany) at the top of the page. This will display the article you are currently working on. If you want to edit another page you are working on you have 2 options of getting to it:
  - a. Click “my contributions” at the top of the page. Go through the list of edits until you find the page you wish to make go live. Click on that page.
  - b. From your user page, add the name of the article you wish to go live to the URL (e.g., /Asphalt). Your URL should then read:  
`http://en.wikipedia.org/wiki/User:ABCCompany/Asphalt.`
2. After you have reached the page you wish to make live, click “my preferences” at the top of the page.
3. Under the “Appearance” tab, make sure that the “MonoBook” option under “Skin” is selected.
  - a. **SKINS** – a style of page display. There are differences in the HTML code the system produces (but probably not in the page body), and also different style sheets are used. Links at the edges of the pages are in different positions for

each skin. Some links are not present in every skin. Use the “Preview” links to try out a skin.

- **Chick**
  - **Classic**
  - **Cologne Blue** – this skin has a fixed font size unless one specifies in the browser “ignore font size specified in the webpage”. This skin is not suitable for a large font.
  - **Modern**
  - **Monobook** – This is the default skin on most wikis. The width of the panel on the left is dependent on the font size, therefore with a large font or a small screen size, the width of the main part of the page is smaller than with other skins.
  - **MySkin**
  - **Nostalgia** – Reminiscent of the skin used in the early days of Wikipedia
  - **Simple**
  - **Vector** – a new skin that is being gradually rolled out across wikis. It resembles Monobook.
4. Go back to your user page. (ABCCCompany)
  5. Click the “Move” tab at the top of the page.
  6. Change the title of your page to match your subject (e.g., Asphalt) and give a reason for moving. The most common reasoning for moving a page will be “It is an article that has been created as a subpage of a Wikipedian’s user or user talk space for development purposes and is ready to be posted to the mainspace”.
  7. Make sure the box that reads, “Watch the source page and target page” is checked. This will allow you to keep track of all the changes that are made to your page.
  8. Click “Move page” and your article will go live.

After your article is live, it will be reviewed by one or more registered editors who will apply the same criteria to your submission that was outlined in the Article Wizard. If your submission meets all of the criteria, there is a good chance it will be accepted by the Wikipedia community. If not, your article may be radically changed or deleted.