

# Intruduction to Electronic Participatory Culture

## Wikinomics

Krzysztof Gajewski  
Institute of Literary Research  
Polish Academy of Science

Karlsruhe, 8-9 April 2015

Five Pillars of Wikipedia

Wikinomics

Many Faces of Sci-sourcing

Human-based computation

# Five Pillars of Wikipedia

# Five Pillars of Wikipedia

1. Wikipedia is an encyclopedia
2. Wikipedia is written from a neutral point of view
3. Wikipedia is free content that anyone can use, edit, and distribute
4. Editors should treat each other with respect and civility
5. Wikipedia has no firm rules

# Long Tail in Wikinomics

- Jimbo Wales in Stanford: " the most active 2%, which is 1400 people, have done 73.4% of all the edits."
- Alan Alda article: "few of the contributors (2 out of the top 10) are even registered and most (6 out of the top 10) have made less than 25 edits to the entire site. In fact, #9 has made exactly one edit this one!"<sup>1</sup>

---

<sup>1</sup>A. Swartz, Who writes wikipedia, 2006

<http://www.aaronsw.com/weblog/whowriteswikipedia>

# Wikinomics

# Principles of Wikinomics

## 1. Openness

- open standards (Apache, Linux, MySQL, Firefox)
- financial transparency
- education: MIT OpenCourseWare

## 2. Peering

- hierarchical model: the church, the military, the government
- meritocratic, peer-to-peer model
  - Linux,
  - Cambia (Biological Open Source) vs. Monsanto

## 3. Sharing defeat of Digital Rights Management (DVD), public human genome project, Skype

## 4. Acting globally — Boeing has partners from 6 countries<sup>2</sup>

---

<sup>2</sup>Don Tapscott, Anthony D. Williams, Wikinomics: How Mass Collaboration Changes Everything, 2006.

# Key notions of Wikinomics

- Ideagoras —professionals freelancer, global markets of ideas ([www.innocentive.com](http://www.innocentive.com)), Q&A
- Prosumers, prosumption — user generated content (Second Life partly opens its code, Apple refuses)
- New Alexandrians — to collect all the human knowledge
- Platforms for Participation open API (Amazon, eBay, Google)
- Global Plant Floor — General Motors and outsourcing
- Wiki Workplace — Battlefield 2 as a way of communication<sup>3</sup>

---

<sup>3</sup>Don Tapscott, Anthony D. Williams, Wikinomics: How Mass Collaboration Changes Everything, 2006.



# Many Faces of Sci-sourcing

- SETI@home: Search for Extraterrestrial Intelligence – use of computer processing power
- Zooniverse - Citizen Science Project: Planet Hunters / Odkrywcy Planet — use of human intelligence

# Human-based computation

# Examples of human-based computation

- Imitation Game (Alan Turing)
- Wiki
- Social Search: Digg, Redding, Wykop
- Clickworkers: Amazon Mechanical Turk, Mahalo

# Necessity of participation

- complexity: search algorithm, sorting algorithm, traveling salesman problem
- NP-problems
- Pattern recognition problem
- Problem of meaning