

Topic 4:

collaborative Web & Tourism

the Wikimedia ecosystem

*DIGITAL RESOURCES FOR TOURISM: CHANNELS, QUALITY, CO-CREATION,
AND COLLABORATION*

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unIMC
UNIVERSITÀ DI MACERATA

l'umanesimo che innova

content

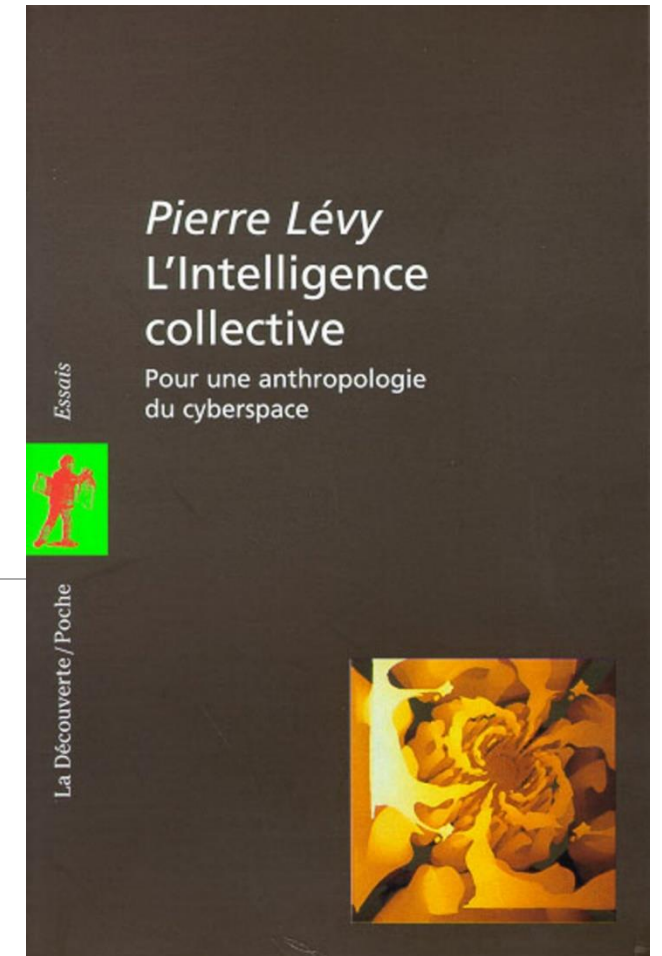
- The value of cultural landscape turned upside down
- The participatory Web
- Wikipedia: origins, governance, principles, licences
- Exercise

We are entering “a **post-media era** in which communications technologies will serve to filter and help us navigate knowledge, and enable us to **think collectively** rather than simply **haul masses of information** around with us.

Unfortunately, although the promoters of the information highways may be aware of the problem, they remain mired in **discussions about bandwidth.**”

Pierre Lévy, *L'intelligence collective: Pour une anthropologie du cyberspace*,
1994

COLLECTIVE INTELLIGENCE OR GLOBAL SHOPPING MALL?





- **From monuments to people**
- **From objects to their functions (even intangible)**
- **From preservation to use and sustainable development**

A more dynamic, open and inclusive conception of cultural heritage, landscape, engaging communities and including traditions, customs and local products

Cultural destinations and communities



Cultural heritage is a group of **resources inherited from the past** which **people identify [...]** as a reflection and **expression of their constantly evolving values, beliefs, knowledge and traditions**. It includes all aspects of the environment resulting from the **interaction between people and places through time**.

A **heritage community** consists of **people who value specific aspects of cultural heritage** which they wish, within the framework of public action, to **sustain and transmit** to future generations.

Cultural heritage and communities (the FARO Convention)



- **FROM** How and what to protect **TO** Why and for whom to enhance
- **FROM** the right FOR cultural heritage **TO** the right TO cultural heritage
- **FROM** a TOP-DOWN approach **TO** a BOTTOM-UP approach

Participatory Governance and shared responsibility

Media and Information literacy: a paradigm based on sharing

Unesco released **5 laws of MIL** to guarantee to every citizen in the World the right to **access, understand and use digital information**

FIVE LAWS OF MEDIA AND INFORMATION LITERACY (MIL)

LAW 3

Information, knowledge, and messages are not always value neutral, or always independent of biases. Any conceptualization, use and application of MIL should make this truth transparent and understandable to all citizens.

LAW 2

Every citizen is a creator of information/knowledge and has a message. They must be empowered to access new information/knowledge and to express themselves. MIL is for all – women and men equally – and a nexus of human rights.

LAW 1

Information, communication, libraries, media, technology, the Internet as well as other forms of information providers are for use in critical civic engagement and sustainable development. They are equal in stature and none is more relevant than the other or should be ever treated as such.



LAW 4

Every citizen wants to know and understand new information, knowledge and messages as well as to communicate, even if she/he is not aware, admits or expresses that he/she does. Her/his rights must however never be compromised.

LAW 5

Media and information literacy is not acquired at once. It is a lived and dynamic experience and process. It is complete when it includes knowledge, skills and attitudes, when it covers access, evaluation/assessment, use, production and communication of information, media and technology content.



“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're doing.”



Paul Otlet (1868 - 1944)

Belgian bibliographer. He attempted to create a universal repository of all the world's recorded knowledge. He is considered the founder of documentation studies. His writings on information science anticipated the advent of World Wide Web.

Jimmy Donald "Jimbo" Wales (1966 -)

American internet entrepreneur. He is known as a co-founder of the online non-profit encyclopedia Wikipedia and the for profit web hosting company Wikia.

THE UTOPIA OF A GLOBAL (open) LIBRARY

Wikipedia: the utopia of cooperative hyper-connections

Wikipedia: Home Page

http://web.archive.org/web/20011127201553/http://www.wikipedia.com/

Wikipedia: The Free Encyclopedia

Home Page | Recent Changes | Preferences | Receive an article a day!

Welcome to Wikipedia, a collaborative project to produce a complete encyclopedia from scratch. We started in January 2001 and already have **over 19,000 articles**. We want to make over 100,000, so let's get to work--*anyone* can edit any article--copyedit, expand an article, write a little, write a lot. See the [Wikipedia FAQ](#) for information on how to edit pages and other questions.

The content of Wikipedia is covered by the [GNU Free Documentation License](#), which means that it is free and will remain so forever. See [open content](#) and [free content](#) for background.

Current Events and Breaking News

Encyclopedia articles about topics behind the news.
[2001 U.S. Attack on Afghanistan](#) - [More current events](#)

Philosophy, Mathematics, and Natural Science

[Astronomy and Astrophysics](#) - [Biology](#) - [Chemistry](#) - [Earth Sciences](#) - [Mathematics](#) - [Philosophy](#) - [Physics](#) - [Statistics](#)

Social Sciences

[Anthropology](#) - [Archaeology](#) - [Economics](#) - [Geography](#) - [History](#) - [History of Science and Technology](#) - [Language](#) - [Linguistics](#) - [Parapsychology](#) - [Political Science](#) - [Psychology](#) - [Sociology](#)

Applied Arts and Sciences

[Agriculture](#) - [Architecture](#) - [Business and Industry](#) - [Communication](#) - [Computer Science](#) - [Education](#) - [Engineering](#) - [Family and Consumer Science](#) - [Health Sciences](#) - [Law](#) - [Library and Information Science](#) - [Public Affairs](#) - [Technology](#) - [Transport](#)

Culture

[Classics](#) - [Cooking](#) - [Critical Theory](#) - [Dance](#) - [Entertainment](#) - [Film](#) - [Games](#) - [Hobbies](#) - [Literature](#) - [Music](#) - [Opera](#) - [Painting](#) - [Recreation](#) - [Religion](#) - [Sculpture](#) - [Sports](#) - [Theater](#) - [Tourism](#) - [Visual Arts and Design](#)

Other Category Schemes

[About Wikipedia category schemes](#) - [Complete list of encyclopedia topics](#) - [Library of Congress catalog scheme](#) - [Dewey Decimal System](#) - [Wikipedia arranged by topic](#) - [Historical timeline](#) - [Historical anniversaries](#) - [Reference tables](#) - [Biographical listing](#) - [Current events](#)

Wikipedias in other languages

About the non-English Wikipedias - [\[Arabic \(Araby\)\]](#) - [\[Catalan \(Català\)\]](#) - [\[Chinese \(Hanyu\)\]](#) - [\[Danish \(Dansk\)\]](#) - [\[Dutch \(Nederlands\)\]](#) - [\[German \(Deutsch\)\]](#) - [\[Esperanto\]](#) - [\[French \(Français\)\]](#) - [\[Hebrew \(Ivrit\)\]](#) - [\[Hungarian \(Magyar\)\]](#) - [\[Italian \(Italiano\)\]](#) - [\[Japanese \(Nihongo\)\]](#) - [\[Polish \(Polska\)\]](#) - [\[Portuguese \(Português\)\]](#) - [\[Russian \(Русский\)\]](#) - [\[Simplified English\]](#) - [\[Spanish \(Castellano\)\]](#) - [\[Swedish \(Svenska\)\]](#)

Wikipedia

About the project: [Announcements](#) - [How to edit a page](#) - [FAQ](#) - [Policy](#) - [Feature requests](#) - [Bug reports](#) - [Mailing list](#) - [Wikipedia and Rupeida](#) - [Wikipedians](#) - [Wikipedia Chat](#)

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Content requests: [Requested articles](#) - [Help desk](#)

Useful resources for us: [Wikipedia utilities](#) - [\[Tarballs of Wikipedia data\]](#) - [Public domain resources](#) - [Commentary, which is being transferred to \[meta.wikipedia.com\]\(#\)](#) - [SandBox](#)

Selected press coverage: [\[The New York Times -- December 9, 2001\]](#) [\[The New York Times -- September 20,](#)

WIKIPEDIA
The Free Encyclopedia

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Welcome to Wikipedia,

the free encyclopedia that anyone can edit.
5,783,556 articles in English

- [Arts](#)
- [Biography](#)
- [Geography](#)
- [History](#)
- [Mathematics](#)
- [Science](#)
- [Society](#)
- [Technology](#)
- [All portals](#)

From today's featured article

 **Roxy Ann Peak** is a 3,576-foot-tall (1,090 m) mountain in the Western Cascade Range in the U.S. state of Oregon. Composed of several geologic layers, the peak is mostly of volcanic origin and dates roughly to the early Oligocene, 30–35 million years ago. It is primarily covered by oak savanna and open grassland on its lower slopes, and mixed coniferous forest on its upper slopes and summit. Despite the peak's relatively small topographic prominence of 753 feet (230 m), it rises 2,200 feet (670 m) above Medford and is the city's most important open space reserve and recreational resource. Roxy Ann Peak was originally settled 8,000 to 10,000 years ago by ancestors of the native Latgawa tribe. In the early 1850s, a sudden influx of non-indigenous settlers led to the Rogue River Wars. The peak was named after one of its first landowners, Roxy Ann Bowen, in the late 1850s. In 1937, the 1,740-acre (700 ha) Prescott Park was created on the peak's upper slopes and summit. ([Full article...](#))

Recently featured: [Parliament of 1327](#) - [Banksia oblongifolia](#) - [History of US science fiction and fantasy magazines to 1950](#)

In the news

- In Venezuela, Juan Guaidó (*pictured*) and the National Assembly declare incumbent president Nicolás Maduro's victory in the May 2018 election invalid, and **start the process of attempting to remove him**.
- Félix Tshisekedi is declared the winner of the **presidential election** in the Democratic Republic of the Congo.
- Eight soldiers are arrested and two are killed after a **failed coup attempt** to oust Gabonese President Ali Bongo Ondimba.
- Patriarch Bartholomew I of Constantinople grants **autocephaly to the Orthodox Church of Ukraine** in the ongoing schism within Eastern Orthodox Christianity.

Ongoing: [United States federal government shutdown](#)

Recent deaths: [Phil Masinga](#) - [Patricia Wald](#) - [George Brady](#) - [Michael](#)

[What links here](#) - [Related changes](#) - [Upload file](#) - [Special pages](#) - [Permanent link](#) - [Page information](#) - [Wikidata item](#)

See this visual and audio [illustration](#) of live editing activity

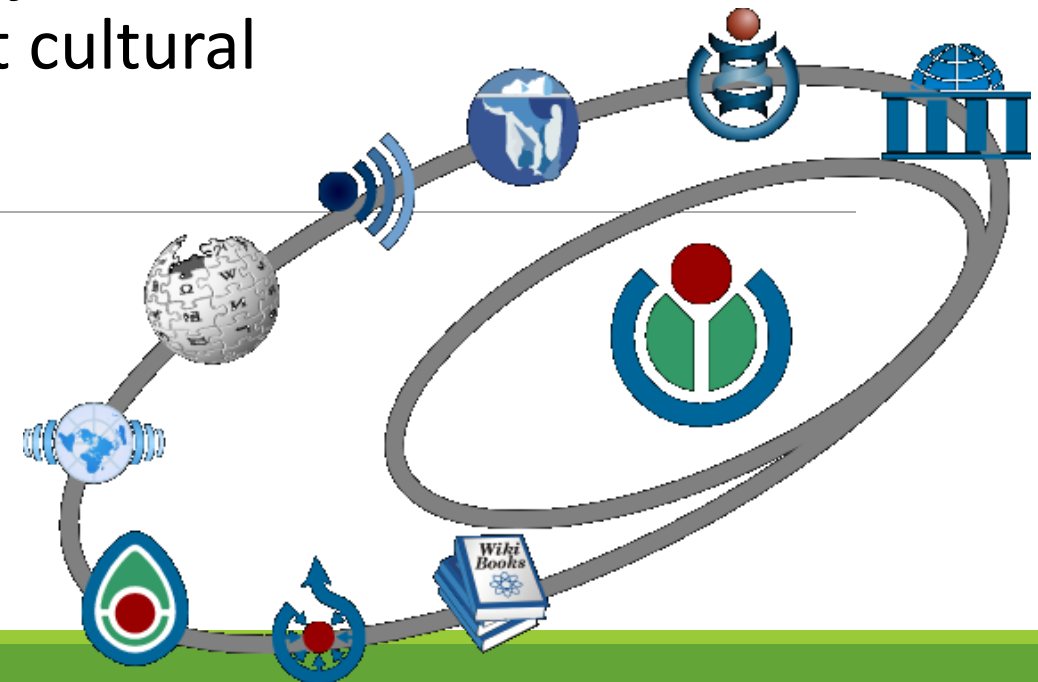
Wikipedia may work as an effective tool to **activate cultural awareness** and **enhance the visibility of destinations**.

Wikipedia is **based on ethics, formal and quality rules**, and, at the same time, they are **free and open, discussed** by anyone.

Wikimedia ecosystem is made of several projects in addition to the encyclopedia, with important cultural potentialities.

Be **BOLD**
IN UPDATING
pages

CITIZEN ENGAGEMENT AND WIKIPEDIA



What is Wikipedia?



The first Wiki, *WikiWikiWeb*, was created by Ward Cunningham in 1995

After *Nupedia*, *Wikipedia* was launched in 2001 by Larry Page and Larry Sanger

329 language editions

11° for traffic in Internet ([Alexa.com](https://www.alexa.com))

more than 60 million articles

250 millions pages

20 billion hits every day

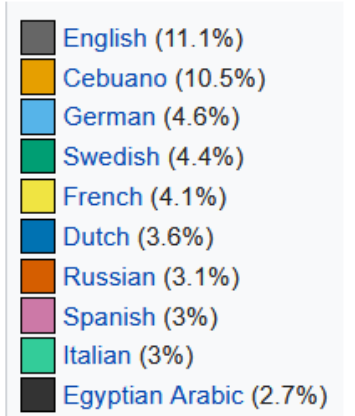
See the [List of Wikipedias](#)

9. Italiano: 1.793.437 articles

8. Español: 1.766.205

7. Russkaya: 1.809.795

1. English: 6.481.876



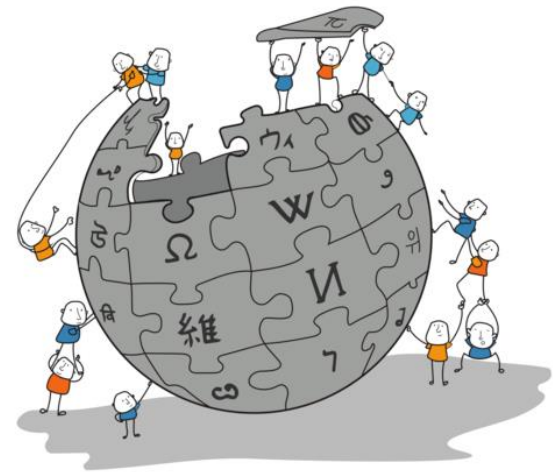
Named after Hawaiian bus service, **Wiki Wiki** (fast and easy) + **pédia** (education)

Who's Who in Wiki(m)edia?

Wikimedia Foundation, Founded in San Francisco (USA) in 2003, non-profit foundation

Mission:

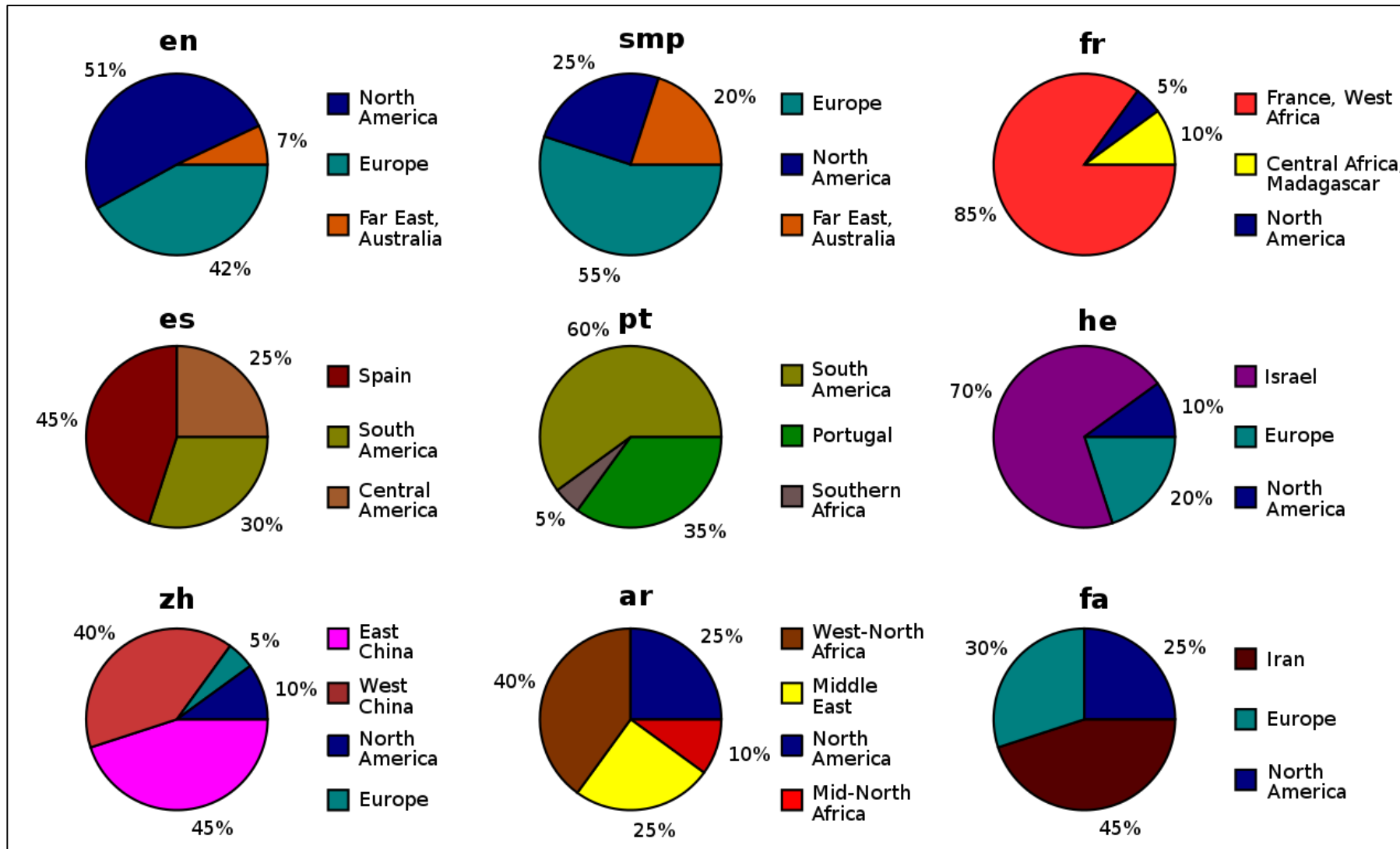
- Promotion of Wikipedia and related projects
- Foster the development and dissemination of free knowledge
- Fundraising and management
- Hardware management (servers now in US e NL)



Some national Wikimedia associations/foundations ([Wikimedia Italia](#), [Wikimedia España](#), [Wikimedia Polska Association](#)...)

101 millions of users/editors, 1 million of active editors, 4000 admins

Who's doing what?



Estimation of contributions shares from different regions in the world to different Wikipedia editions

Yasseri, Taha; Sumi, Robert; Kertész, János (January 17, 2012). "Circadian Patterns of Wikipedia Editorial Activity: A Demographic Analysis". *PLOS One*. **7** (1): e30091.

Who's doing what?

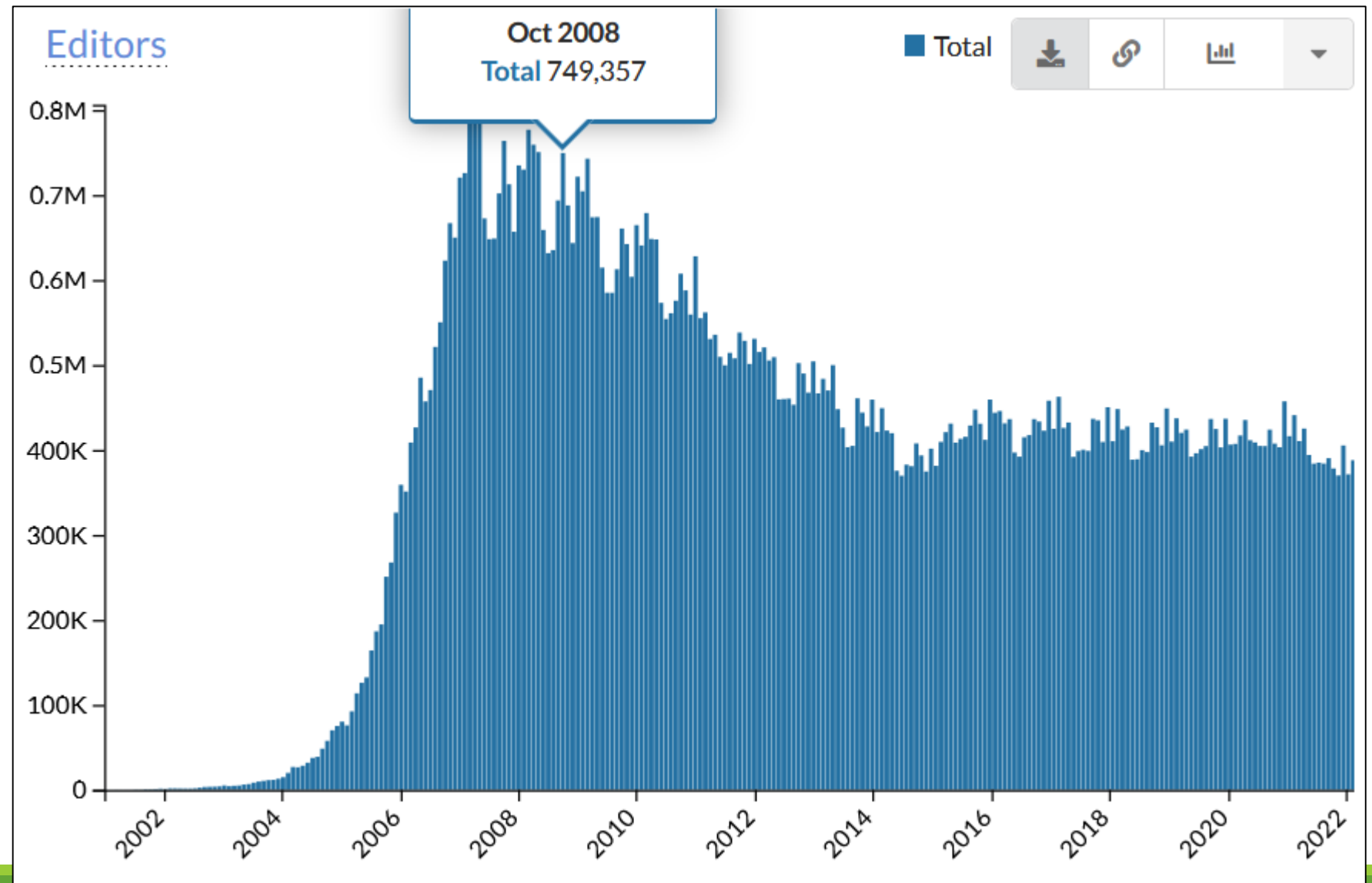
Map
showing
the article
count of
European
Wikipedias
by
language
family
(2020)

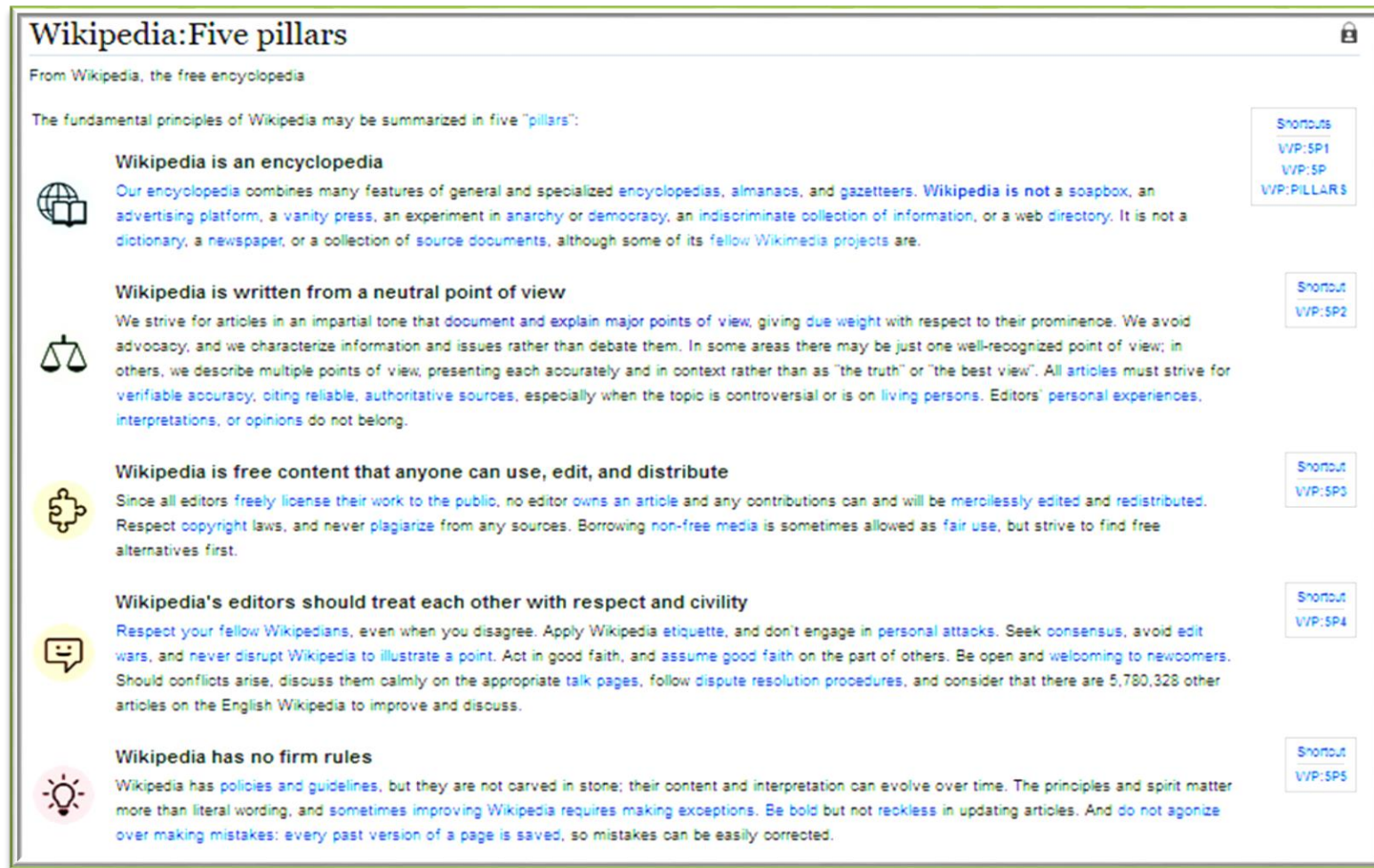


Who's doing what?

Diagram showing the number of editors of Wikipedia in English

<https://stats.wikimedia.org/>





1. Being an encyclopedia
2. Adopting and supporting a Neutral Point of View
3. Being free, open and cozy
4. Fostering respect and active listening of others' PoV
5. All the rules could be updated, except this pillars

Wikipedia (utopic) 5 PILLARS

All materials on Wikimedia platform are freely reusable, in respect of CC-BY-SA licence.

Authority is based on content, not by authors, and everyone could verify and correct.

Considering the **Wikipedia high ranking on search engines**, Wikipedia articles can be a showcase and an identity card for built heritage.

Images and multimedia on Wikimedia Commons can be used to know, identify, collaborate and produce print materials.

FROM Wikimedia TO PEOPLE

Wikipedia licence on content re/use



Wikipedia community is very serious about **copyright respect**, and **all the content** (text, images, data) is released under an international Licence based on *Creative Commons*, CC BY-SA.

The **CC BY-SA licence** can be decoded like this:

- CC *Creative Commons*: set of licences on creative content
- BY *Attribution*: The authorship must be quoted
- SA *Share Alike*: Adopt the same conditions

There are not constraints on every possible re-use, even commercial (*co-creation*), to support the creative cycle and create an added value



Wikimedia Commons



It's the centralized **multimedia digital archive** of Wikipedia ecosystem, with **90.335.934** files (mostly images).

All the files in the repository could be used by all other Wikipedia projects, but also anywhere else, by everyone, whenever

<https://commons.wikimedia.org/>

It was launched in September 2004



Discussion / exercise



- Do you use Wikipedia? How often and for what scope?
- What is your experience in the use of Wikipedia? Desktop only? Smartphone? App?
- What is your opinion about the average authority of Wikipedia articles?
- What was your awareness about its origins, ethics, rules and licencing policy, before today?

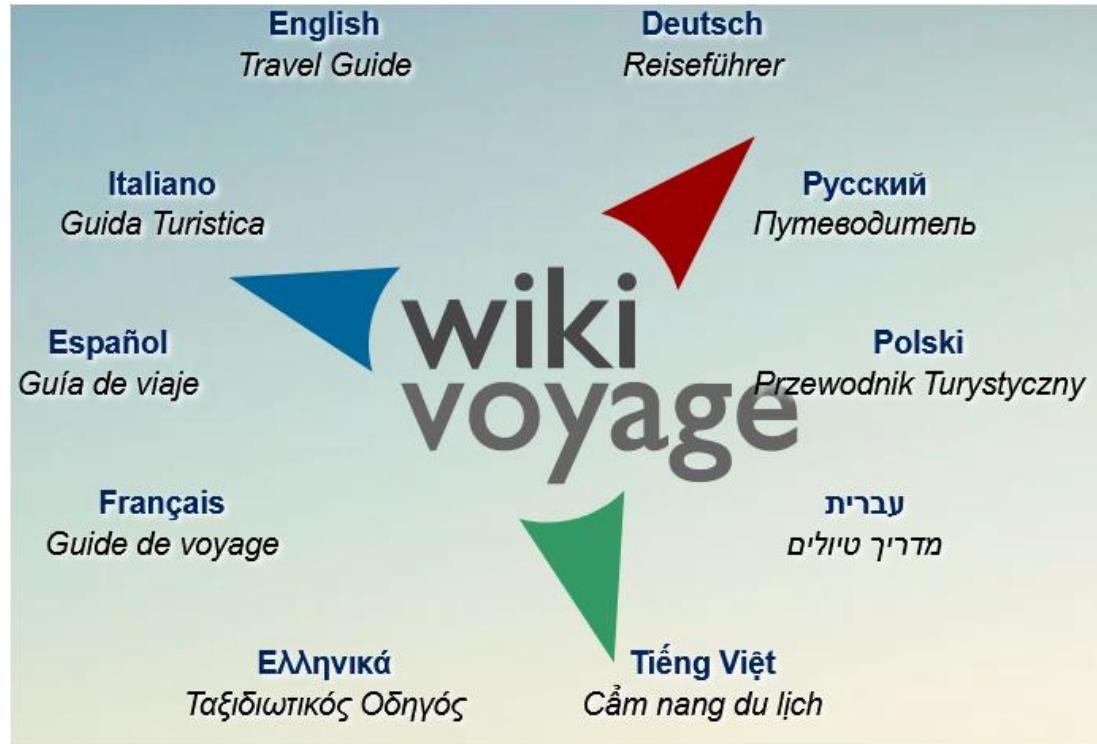
Select the Wikipedia article (in English) regarding **your place of origin** and evaluate its quality: usefulness, completeness, update level, richness, images, references

Wikimedia and Tourism

- High **ranking** of Wikimedia content and data on search engines (much more than official websites!)
- Wikipedia + **Open Street Map**: crowdsourced geodata for collaborative itineraries and destinations' localization + **WikiVoyage**
- **Qrpedia**: QR codes to deliver Wikipedia articles to users, in their preferred language
- **Wikipedia matters**: a 2019 research demonstrated a causal impact of online user-generated information on real-world touristic economic outcomes (tourists' choices of overnight visits), read it [here](#)



Wikivoyage



Launched in September 2006
when editors at the German and Italian versions of
[Wikitravel](#) decided to move their editing activities

www.wikivoyage.org

600k guides
(1/5 of high quality)

22 language versions (2020)

1° English - 2° German – 4° Italian –
11° Spanish – 17° Romanian

Italian version: it.wikivoyage.org

2.501.967 total registered users of
which 1.063 recently active.

What is *Wikivoyage*?

a free web-based travel guide for **toristic destinations, itineraries** and **travel topics** written by **volunteers**.

a multilingual project, with each language-specific project developed independently. It accept commercial information on destinations' facilities. Unlike Wikipedians, WV is not bound to provide sources: editors are allowed to freely express a destination, in fair manner. Wikivoyage content is broadly categorized as: **destinations, itineraries, phrasebooks, and travel topics**.



Informations



Itineraries, Maps



Storytelling



Info on DMOs



Reception facilities



Word of mouth

Wikivoyage Policies

Guiding principles

The traveller comes first (Our work is guided by what is best from the traveller's perspective), Goals and non-goals (Our goal is to create a free, complete, up-to-date and reliable world-wide travel guide), Consensus (Almost all decisions are made by achieving consensus rather than voting), Plunge forward (Don't worry about being perfect or making mistakes. If something needs to be done, do it. Jump in and make useful edits to articles).

Core content policies

- ❑ Be fair (Provide honest information so travellers can make informed decisions)
- ❑ Don't tout (avoid being an "advertising brochure" for any business, city, or service)
- ❑ Tone (Avoid exaggerations, superlatives and vague, flowery language)

Discussion / exercise



- Ever heard about Wikivoyage?
- Do you think that adopting it could support Destination management?
- What is your opinion about the average authority of Wikivoyage guides?

Select the Wikivoyage article (in the language you prefer) regarding **your place of origin or a destination you are interested in** and evaluate its quality: usefulness, completeness, update level, richness, and images.

What would you do to improve it?