



Brands on Wikipedia by the Numbers

Data-based guidance for senior marketing executives

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Takeaways

- Marketing objectives like heritage, branding and corporate identity are well-aligned with Wikipedia's content needs.
- Research is the most valuable asset Wikipedia's editorial community needs to make improvements to brand pages
- Companies will get a better response by being reasonable and easy to work with, instead of appealing to the editorial community's accountability for balance and neutrality

Background

Wikipedia marketing efforts that do not bring value to Wikipedia will eventually be purged by its editorial community. Finding lasting and substantial value through Wikipedia requires aligning corporate objectives with Wikipedia's content needs. Successful strategic leadership, objective-setting and roles & responsibilities take Wikipedia's needs into account and explore areas where the alignment between Wikipedia and the organization is most compelling.

Methodology

A web automation tool collected data from 2,578 company articles on Wikipedia that are affiliated with Wikiproject Companies. It collected data on quality assessments of the articles, requests for improvement to the page and article content. In this way, the report demonstrates the collective opinions of Wikipedia's editorial community on the typical brand page on Wikipedia and their requests for improvement.

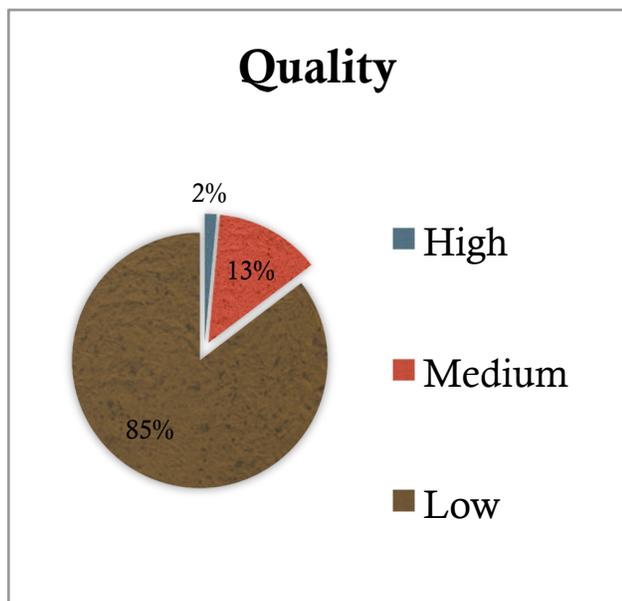
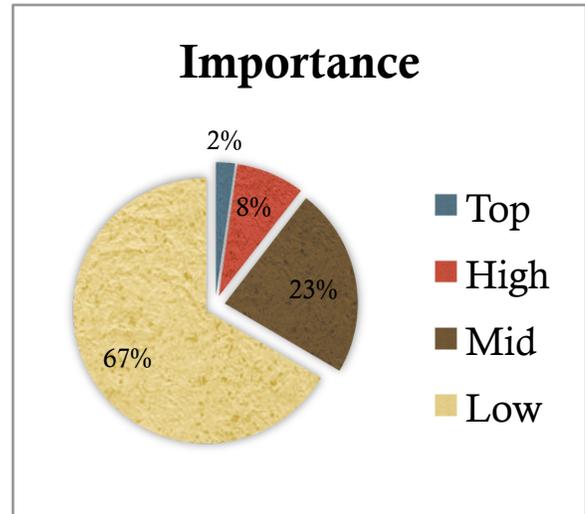
Key Findings

- 90 percent of Wikipedia articles on brands are identified as low or medium priority
- 85 percent of brand articles are incomplete or of low quality
- 51 percent of requests for improvement to a brand page are related to providing credible third-party sources to draw content from
- The correlation between the quality of an article and its perceived importance is moderate
- History is the most popular subject on brand pages

Identifying the problem

Only 10 percent of brand articles on Wikipedia are considered of High or Top importance. This is reflected in the quality and completeness of articles, which are assessed as poor quality or incomplete 85 percent of the time.

Brands with medium to high quality pages on Wikipedia tend to be moderately higher in priority. 26 percent of medium quality and 19 percent of high quality articles on brands are considered important.



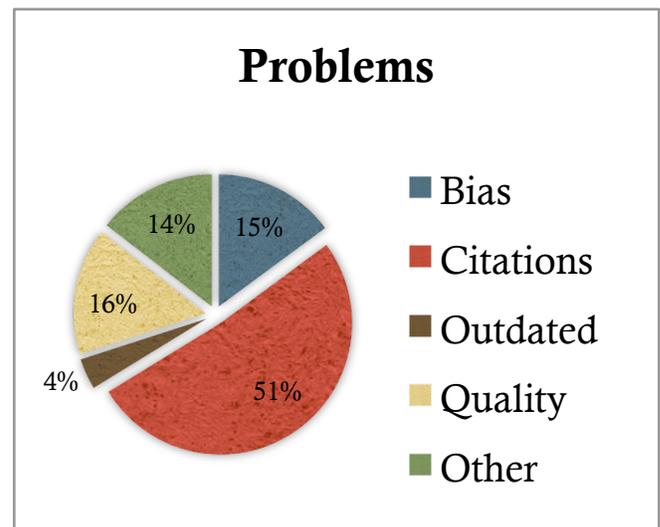
The moderate impact the perceived importance of a brand page has on article quality suggests Wikipedia's editors are motivated by personal interests, rather than responsibility to the readers. This explains why sports and consumer technology are often better serviced than business topics.

This data only includes articles that have been assessed. More than 40 percent of brand pages on Wikipedia are not assessed. According to Wikipedia, Japan Post Holdings is a state-owned corporation in Japan with over \$200 billion in revenue. Their entry in Wikipedia is two paragraphs long and has not been assessed.

Wikipedia's content needs

51 percent of the community's requests for improvements on brand pages are related to providing credible, third-party sources to draw content from, such as press, books and scholarly works.

This suggests the PR department has a stake in using Wikipedia to showcase their PR efforts and gain additional ROI from their PR investments.





A word cloud of the most common section-headers on high-quality brand pages on Wikipedia

A company's heritage is the most common subject covered in brand articles. Culture, business, reputation and leadership are encyclopedic topics of value to Wikipedia, but under-served by the volunteer community. For large companies, there are separate articles on products.

Closing statement

With 15 billion page views a month and a top position in 96.6 percent of search results, Wikipedia has been ranked as the most influential website on the planet. Many challenges organizations encounter in working with Wikipedia sprout from a lack of strategic alignment with Wikipedia's content needs. Additionally, corporations haven't established strategic objectives, priorities or roles & responsibilities for Wikipedia. Companies with senior-level support behind an ethical Wikipedia engagement strategy have an opportunity to substantially outperform their peers.

Disclaimer

EthicalWiki *strongly advises against* directly editing Wikipedia articles on brands you have an affiliation with. Our position is to respect Wikipedia's autonomy by engaging with Wikipedia's citizen journalists in the same respectful manner a company would with any independent news and information source.

About EthicalWiki

EthicalWiki is a professional services and consulting organization focused on ethical Wikipedia engagement. We help companies share their rich history and culture, create credible corporate profiles, inform readers on subjects they care about and improve pages on major brands. Some of the best company articles on Wikipedia have been created through our service in transparent collaborations with the volunteer community.

www.ethicalwiki.com