



# Wikipedia as a Reference Tool for Postgraduate Study

by

**SYED MUZAMMILUDDIN**

Gold Medalist – Diploma in HIV & Family Education (IGNOU-2011)

Winner of Air-India BOLT Award for Excellence in Teaching 2004 (Dist Runner-up)

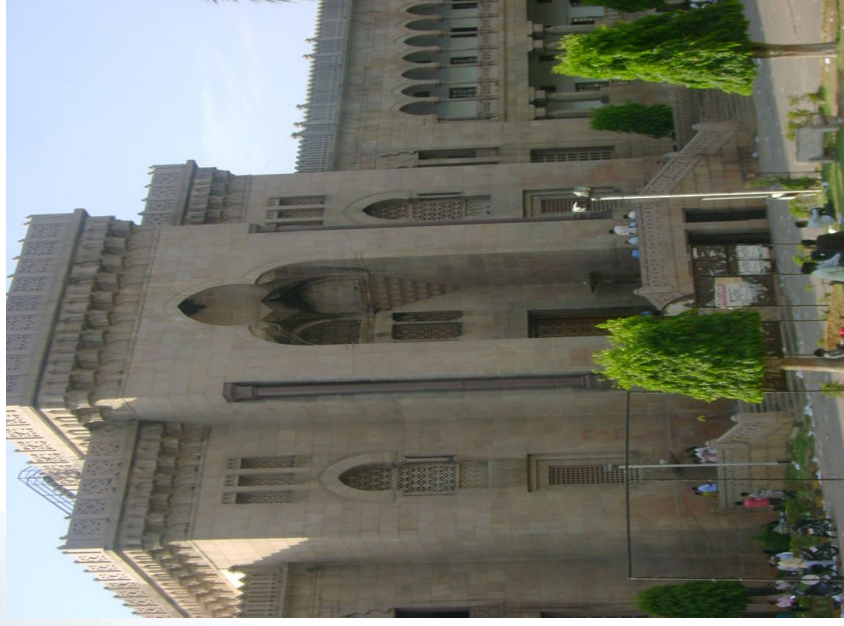
Bachelor of Communication & Journalism and MBA

Assistant Professor in Marketing

Badruka Institute of Foreign Trade

Hyderabad.

## Characteristics of Postgraduate Courses



- Most courses are advanced studies of Graduation level courses (E.g. M.Com, M.Pharm, M A, M Sc, etc)
- Other Courses which are interdisciplinary or uniquely designed – E.g. MBA, PGDBA, PGDIB, MPIB, etc.

# Academic Needs of Post Graduation



- No single text book covers the full subject.
- Multiplicity of books of reference – Conceptual Conflict based on each author's writings.
- Textbooks are often not up-to-date.
- New developments necessitate further readings.
- Research projects.

# Students and their Approach



WWW.

As internet has become a ubiquity, today's students are inclined to use for:

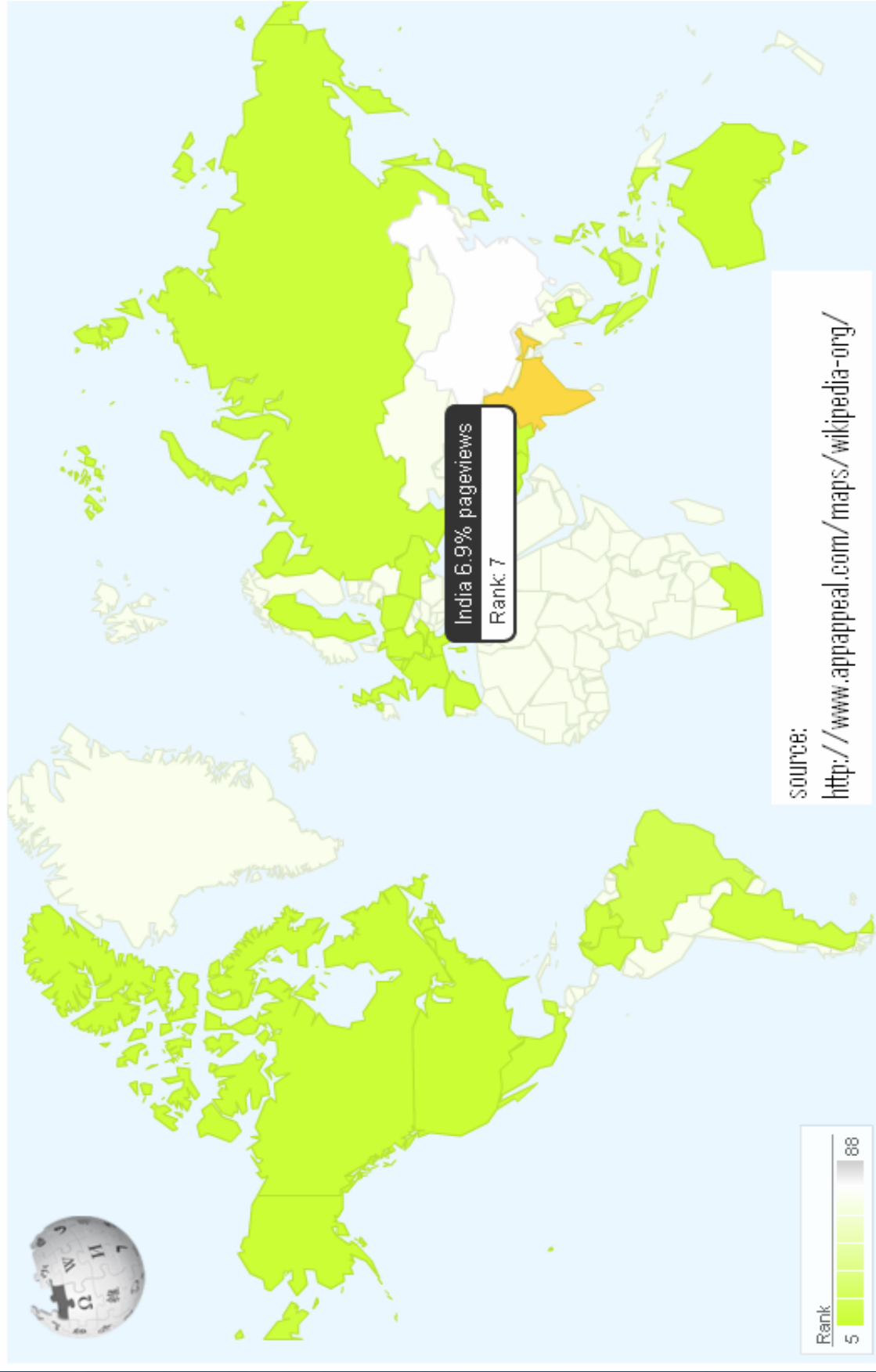
- Email and Chat
- News and Currents Affairs.
- Academic Concepts.
- Explanatory Notes.
- Already executed Academic Projects and Dissertations.

# Some Popular Sites



- <http://www.google.com> &  
<http://yahoo.com>
- <http://www.wikipedia.org>
- <http://www.scribd.com>
- <http://www.britannica.com>
- <http://epw.in/epw/user/userindex.jsp>
- <http://www.ssrn.com>
- <http://www.gogetpapers.com>

# Wikipedia.org Usage Per Country



# About Wikipedia



## WIKIPEDIA

### English

The Free Encyclopedia  
3 786 000+ articles

### 日本語

フリー百科事典  
775 000+ 記事



### Español

La enciclopedia libre  
840 000+ artículos

### Deutsch

Die freie Enzyklopädie  
1 307 000+ Artikel

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1 167 000+ articles

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- A multilingual, Web-based, free-content encyclopedia project.
- Written by largely anonymous Internet volunteers who write without pay. Anyone with Internet access can write and make changes to Wikipedia articles.
- 400 million visitors monthly as of March 2011.
- 82,000 active contributors working on more than 19,000,000 articles in more than 270 languages.

(Source:

<http://en.wikipedia.org/wiki/Wikipedia:About>)

# Wikipedia: Fountainhead of Knowledge



## WIKIPEDIA

### English

The Free Encyclopedia  
3 788 000+ articles

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 bilatu • іздеу • traži • त्राजे

- Wide Coverage of topics.
- Up-to-date edits.
- Errors are corrected quickly – especially on the English Wikipedia.
- NPOV
- Wide spread yet independently working contributors across hemispheres.




Contd...





# WIKIPEDIA

## English

The Free Encyclopedia  
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bilatu • isdey • trazi • ळोँ

- Facility of interacting with contributing editors (talk pages).
- Includes rare topics.
- Articles are internally hyperlinked and always cite the sources.

English



# Wikipedia Advantage for Students

# 1. Definition of Terms

# Example of Wikipedia Definition thru Google Search



Google

define:bill of lading

Search

About 7,570,000 results (0.20 seconds)

Everything

**bill of lading** ◀

Images

Noun: A detailed list of a shipment of goods in the form of a receipt given by the carrier to the person consigning the goods.

Maps

Synonyms: waybill - invoice

Videos

More info » [Wikipedia](#) - [Dictionary.com](#) - [Answers.com](#) - [Merriam-Webster](#)

News

[Bill of lading](#) - [Wikipedia, the free encyclopedia](#)

More

[en.wikipedia.org/wiki/Bill\\_of\\_lading](#)

A **bill of lading** (BL - sometimes referred to as BOL or B/L) is a document issued by a carrier to a shipper, acknowledging that specified goods have been ...

[Main types of bill](#) - [Other terminology](#) - [A sample of the issues](#) - [Examples](#)

# Full Definition on Wikipedia



## Bill of lading

From Wikipedia, the free encyclopedia

A **bill of lading** (**BL** - sometimes referred to as **BOL** or **B/L**) is a document issued by a **carrier** to a **shipper**, acknowledging that specified **goods** have been received on board as cargo for **conveyance** to a named place for delivery to the **consignee** who is usually identified. A *through* bill of lading involves the use of at least two different modes of transport from road, rail, air, and sea. The term derives from the verb "to lade" which means to load a cargo onto a ship or other form of transportation.<sup>[1]</sup>

# Def: Green Marketing

## Green marketing

From Wikipedia, the free encyclopedia

According to the [American Marketing Association](#), **green marketing** is the marketing of products that are presumed to be environmentally safe.<sup>[1]</sup> Thus green marketing incorporates a broad range of activities, including product modification, changes to the production process, packaging changes, as well as modifying advertising. Yet defining green marketing is not a simple task where several meanings intersect and contradict each other; an example of this will be the existence of varying social, environmental and retail definitions attached to this term.<sup>[1]</sup> Other similar terms used are **Environmental Marketing** and **Ecological Marketing**.

Green, environmental and eco-marketing are part of the new marketing approaches which do not just refocus, adjust or enhance existing marketing thinking and practice, but seek to challenge those approaches and provide a substantially different perspective. In more detail green, environmental and eco-marketing belong to the group of approaches which seek to address the lack of fit between marketing as it is currently practiced and the ecological and social realities of the wider marketing environment.<sup>[2]</sup>

The legal implications of marketing claims call for caution. Misleading or overstated claims can lead to regulatory or civil challenges. In the USA, the [Federal Trade Commission](#) provides some guidance on environmental marketing claims.<sup>[3]</sup> This Commission is expected to do an overall review of this guidance, and the legal standards it contains, in 2011.<sup>[4]</sup>

# Term: Aspirin

## Aspirin

From Wikipedia, the free encyclopedia

"*Asprin*" *redirects here. For the author, see Robert Asprin.*

**Aspirin** (USAN), also known as **acetylsalicylic acid** (/əˈsɛtəlˌsælɪˈsilik/ **ə-SET-ə-l-sal-i-**SIL**-ik**; abbreviated **ASA**), is a salicylate drug, often used as an analgesic to relieve minor aches and pains, as an antipyretic to reduce fever, and as an anti-inflammatory medication.

Salicylic acid, the main metabolite of aspirin, is an integral part of human and animal metabolism. While much of it is attributable to diet, a substantial part is synthesized endogenously.<sup>[1]</sup>

Aspirin also has an antiplatelet effect by inhibiting the production of thromboxane, which under normal circumstances binds platelet molecules together to create a patch over damaged walls of blood vessels. Because the platelet patch can become too large and also block blood flow, locally and downstream, aspirin is also used long-term, at low doses, to help prevent heart attacks, strokes, and blood clot formation in people at high risk of developing blood clots.<sup>[2]</sup> It has also been established that low doses of aspirin may be given immediately after a heart attack to reduce the risk of another heart attack or of the death of cardiac tissue.<sup>[3][4]</sup>

The main undesirable side-effects of aspirin taken by mouth are gastrointestinal ulcers, stomach bleeding, and tinnitus, especially in higher doses. In children and adolescents, aspirin is no longer indicated to control flu-like symptoms or the symptoms of chickenpox or other viral illnesses, because of the risk of Reye's syndrome.<sup>[5]</sup>



# 2. Understanding Abbreviations



# Abbreviated Term: AZT



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Address <http://en.wikipedia.org/wiki/AZT>

Search



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Registration for WikiConference India 2011, Mumbai is now open. C

## Zidovudine

From Wikipedia, the free encyclopedia  
(Redirected from AZT)



"AZT" redirects here. For other uses, see *AZT (disambiguation)*.


**Zidovudine** (INN) or **azidothymidine** (**AZT**) (also called ZDV) is a nucleoside analog reverse-transcriptase inhibitor (NRTI), a type of antiretroviral drug used for the treatment of HIV/AIDS. It is an analog of thymidine.

# Abbreviated Term: ELISA



Address <http://en.wikipedia.org/wiki/ELISA>

Search  You Have (6) M 

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The Free Encyclopedia


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**ELISA**

From Wikipedia, the free encyclopedia

*For other uses, see [Elisa \(disambiguation\)](#).*

**Enzyme-linked immunosorbent assay (ELISA)**, also known as an **enzyme immuno assay (EIA)**, is a biochemical technique used mainly in immunology to detect the presence of an antibody or an antigen in a sample. The ELISA has been used as a diagnostic tool in medicine and plant pathology, as well as a quality-control check in various industries. In simple terms, in ELISA, an unknown amount of antigen is affixed to a surface, and then a specific antibody is applied over the surface so that it can bind to the antigen. This antibody is linked to an enzyme, and, in the final step, a substance containing the enzyme's substrate is added. The subsequent reaction produces a detectable signal, most commonly a color change in the substrate.

# 3. Understanding Concepts

# -Corporate Social Responsibility



## Corporate social responsibility

From Wikipedia, the free encyclopedia  
(Redirected from [Corporate Social Responsibility](#))

**Corporate social responsibility** (CSR, also called **corporate conscience**, **corporate citizenship**, **social performance**, or **sustainable responsible business**)<sup>[1]</sup> is a form of **corporate self-regulation** integrated into a **business model**. CSR policy functions as a built-in, self-regulating mechanism whereby business monitors and ensures its active compliance with the spirit of the law, ethical standards, and international norms. The goal of CSR is to embrace responsibility for the company's actions and encourage a positive impact through its activities on the environment, consumers, employees, communities, **stakeholders** and all other members of the **public sphere**. Furthermore, CSR-focused businesses would **proactively** promote the **public interest (PI)** by encouraging community growth and development, and voluntarily eliminating practices that harm the public sphere, regardless of legality. CSR is the deliberate inclusion of **PI** into corporate **decision-making**, that is the core business of the company or firm, and the honouring of a **triple bottom line**: people, planet, profit.

The term "corporate social responsibility" came into common use in the late 1960s and early 1970s after many multinational corporations formed the term **stakeholder**, meaning those on whom an organization's activities have an impact. It was used to describe corporate owners beyond **shareholders** as a result of an influential book by **R. Edward Freeman**, *Strategic management: a stakeholder approach* in 1984.<sup>[2]</sup> Proponents argue that corporations make more long term profits by operating with a perspective, while critics argue that CSR distracts from the economic role of businesses. Others argue CSR is merely **window-dressing**, or an attempt to pre-empt the role of governments as a watchdog over powerful **multinational corporations**.

CSR is titled to aid an organization's mission as well as a guide to what the company stands for and will uphold to its consumers. Development **business ethics** is one of the forms of **applied ethics** that examines ethical principles and moral or ethical problems that can arise in a business environment. **ISO 26000** is the recognized international standard for CSR. Public sector organizations (the United Nations for example) adhere to the **triple bottom line (TBL)**. It is widely accepted that CSR adheres to similar principles but with no formal act of legislation. The **UN** has developed the **Principles for Responsible Investment** as guidelines for investing entities.

# -Water Cure Therapies



## Water cure therapies and caveats

[edit]

One form of water therapy advocated by some **alternative medicine** proponents, is the consuming of a gufful of water upon waking in order to 'cleanse the bowel'. A **litre** to a litre and half is the common amount ingested. This water therapy, also known as Indian, Chinese, or Japanese Water Therapy, is claimed to have a wide range of health benefits; or at least no adverse effects.<sup>[23][24]</sup> Advocates of water therapy claim that application of water therapy at first will cause multiple bowel movements until the body adjusts to the increased amount of fluid.<sup>[23]</sup> While ingesting about a litre-and-a-half of water is generally considered harmless, excessive consumption of water can lead to **water intoxication**, an urgent and dangerous medical condition.<sup>[25]</sup>

# 4. Full Length Articles on Wikipedia.

# Articles on Personalities



## Adam Smith

From Wikipedia, the free encyclopedia

*For other people named Adam Smith, see Adam Smith (disambiguation).*

**Adam Smith** (baptised 16 June 1723 – 17 July 1790 [OS: 5 June 1723 – 17 July 1790]) was a Scottish social philosopher and a pioneer of political economy. One of the key figures of the Scottish Enlightenment, Smith is the author of *The Theory of Moral Sentiments* and *An Inquiry into the Nature and Causes of the Wealth of Nations*. The latter, usually abbreviated as *The Wealth of Nations*, is considered his *magnum opus* and the first modern work of economics. It earned him an enormous reputation and would become one of the most influential works on economics ever published. Smith is widely cited as the father of modern economics and capitalism.

Smith studied social philosophy at the University of Glasgow and the University of Oxford. After graduating, he delivered a successful series of public lectures at Edinburgh, leading him to collaborate with David Hume during the Scottish Enlightenment. Smith obtained a professorship at Glasgow teaching moral philosophy, and during this time he wrote and published *The Theory of Moral Sentiments*. In his later life, he took a tutoring position that allowed him to travel throughout Europe, where he met other intellectual leaders of his day. Smith then returned home and spent the next ten years writing *The Wealth of Nations*, publishing it in 1776. He died in 1790.

### Contents

- 1 Biography
  - 1.1 Early life
  - 1.2 Formal education
  - 1.3 Teaching career
  - 1.4 Tutoring and travels
  - 1.5 Later years

**Adam Smith**



<b>Full name</b>	Adam Smith
<b>Born</b>	16 June 1723 Kirkcaldy, Scotland
<b>Died</b>	17 July 1790 (aged 67) Edinburgh, Scotland

# Articles About Books



## *The Story of My Experiments with Truth*

From Wikipedia, the free encyclopedia  
(Redirected from [My experiments with truth](#))

***The Story of My Experiments with Truth*** (Gujarātī: સત્યના પ્રયોગો અથવા અસત્યનો ત્યાગ) is the autobiography of Mohandas Karamchand Gandhi, covering his life from early childhood through to 1920. It was initiated at the insistence of Swami Anand and other close co-workers of Gandhi, for him to explain the background of his public campaigns. In 1999, the book was designated as one of the "100 Most Important Spiritual Books of the 20th Century" by HarperCollins publishers.<sup>[1]</sup>

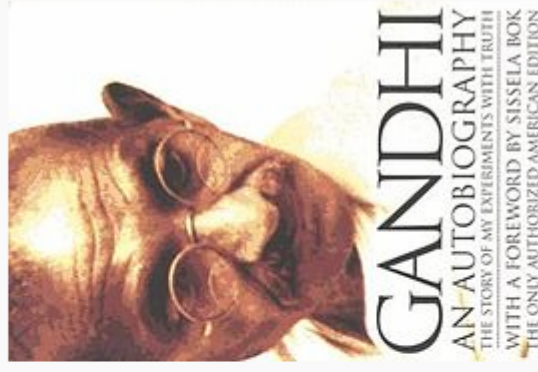
### Contents

- Influences
- First publication and Later editions
- Reviews
- References
  - Editions in print
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### Influences

Gandhi wrote in his autobiography that the three most important modern influences in his life were Leo Tolstoy's *The Kingdom of God Is Within You*, John Ruskin's *Unto This Last* and the poet Shrimad Rajchandra (Raychandbhai)<sup>[2]</sup>.

### *The Story of My Experiments with Truth*



Cover page of 1993 reprint by Beacon Press.

[edit]



# Articles About Websites



## Social Science Research Network

From Wikipedia, the free encyclopedia  
(Redirected from SSRN)

"SSRN" redirects here. For the nuclear-powered radar picket submarines, see *Radar picket*.

The **Social Science Research Network (SSRN)** is a website devoted to the rapid dissemination of scholarly research in the social sciences and humanities. SSRN is viewed as particularly strong in the fields of **economics**, **finance**, **accounting**, **management**, and **law**. SSRN was founded in 1994 by **Michael Jensen** (a financial economist) and **Wayne Marr**. Jensen continues to serve as chairman of the company. Gregg Gordon is SSRN's president and CEO.

Academic papers in PDF can be uploaded directly to the site by authors. Most papers are available for worldwide free downloading, but there are papers available only for a fee. Users can also subscribe to abstracting email journals covering a broad range of subject matters. These e-journals then periodically distribute emails containing abstracts (with links to the full text where applicable) of papers recently submitted to SSRN in the respective field.

In economics, and to some degree in law (especially in the field of **law and economics**), almost all papers are now first published as preprints on SSRN and/or other paper distribution networks such as **RePEc** before being submitted to an **academic journal**.

On SSRN, authors and papers are ranked by their number of downloads, which has become an informal indicator of popularity on prepress and open access sites.<sup>[1]</sup>

SSRN, like other preprint services, circulates publications throughout the scholarly community at an early stage, permitting the author to incorporate comments into the final version of the paper before its publication in a journal. Moreover, even if access to the published paper is restricted, access to the original working paper remains open through SSRN.

# Articles on Places



## Lakhpat fort town

From Wikipedia, the free encyclopedia  
(Redirected from [Lakhpat](#))

**Lakhpat fort town** is a small town in [Kachchh](#) district of [Gujarat](#), [India](#) within the fort walls of the 18th-century Lakhpat fort. The literal meaning of Lakhpat is the city of millionaire, however today it is sparsely populated [Ghost town](#), a city of ruins of buildings and a magnificent fort surrounding them. Historically it has been very important trading post connecting Gujarat to Sindh. Its decline started when an earthquake diverted the flow of the [Sindhu](#) river away from it. It has a scenic landscape with a fort in ruins along with tomb and a mosque noted for their fine carvings. A nearby [gurudwara](#) is historically significant, as [Guru Nanak](#) is believed to have visited this site while he was on his way to [Mecca](#). Few of his relics are retained here. During the period of Muslim invasion, the [Khudabadi Sonara Community](#) and other Hindus who had not converted to Islam under the Ghaznavids moved to Vegh Kot and Lakhpat (in Kutch) around 1028 AD, to avoid genocide at the hands of the invading muslims and to live peacefully under Hindu Samma rulers.

Lakhpat, the last frontier of Kutch, is an amazing sea fort situated in the mouth of Kori Creek. History says that the waters of Sindhu River used to flow into Lakhpat and further onto Deshalpar (Gunthli). Rice used to be cultivated and Lakhpat used to give an annual revenue of 800,000 Koris just from rice. It is also said that Lakhpat used to generate an income of 100,000 Koris everyday from maritime activities. All this changed with the earthquake of 1819 A. D. A Bundh famously known as [Allahbund](#) was created and Sindhu changed its course of flow. The Sindhu river now drains into the sea. Lakhpat and the area around is very sparsely populated of not more than 400 persons.

The Gosh Mohmad Kuba, Syed Pir Shah Dargah, Nani Mai Dargah, Hatkeshwar Temple amongst others in the old town are reminisces of the glorious past.

Coordinates: 23°82′4″N 68°77′4″E﻿ / ﻿

<div>Lakhpat</div>	
<span>—</span> <span> </span> <span> </span> town <span> </span> <span> </span> <span>—</span>	
<span></span>	
Coordinates	
Country	<span><span><span></span></span><span> </span></span> India
State	Gujarat
District(s)	Kachchh
Nearest city	Bhuj
Parliamentary constituency	Bhuj
Population <div></div>	1,000
<span> </span> • <span> </span> Density	• 100 <span> </span> /km <sup>2</sup> (259 <span> </span> /sq <span> </span> mi)
Sex ratio	960/1000 <span> </span> ♂/♀
Literacy	60% <span> </span> %
Time zone	IST (UTC+05:30)
Area <div></div>	
<span> </span> • <span> </span> Coastline	• 10 kilometres (6.2 <span> </span> mi)
Climate	Dry (Köppen)
Temperature <div></div>	
<span> </span> • <span> </span> Summer	• <span><span><span>42</span></span></span> <span> </span> °C (108 <span> </span> °F)

# Articles on Hobbies



## Philately

From Wikipedia, the free encyclopedia

**Philately** is the study of [stamps](#) and [postal history](#) and other related items. Philately involves more than just [stamp collecting](#), which does not necessarily involve the study of stamps. It is possible to be a philatelist without owning any stamps.<sup>[1]</sup> For instance, the stamps being studied may be very rare, or exist only in museums.

### Origins of the word [edit]

The word "philately" is the English version of the French word "philatélie", coined by Georges Herpin in 1864.<sup>[2]</sup> Herpin stated that stamps had been collected and studied for the previous six or seven years and a better name was required for the new hobby than *timbromanie*, which was disliked.<sup>[3]</sup> He took the Greek root word *philō* or *philo*, meaning an attraction or affinity for something, and *ateleia*, meaning "exempt from duties and taxes" to form "philatélie".<sup>[4]</sup> The introduction of postage stamps meant that the receipt of letters was now free of charge, whereas before stamps it was normal for postal charges to be paid by the recipient of a letter.

The alternative terms "timbromania", "timbrophily" and "timbrology" gradually fell out of use as *philately* gained acceptance during the 1860s.<sup>[3]</sup>

### Origins [edit]

The origins of philately lie in the observation that in a number of apparently similar stamps, closer examination may reveal differences in the printed design, paper, [watermark](#), colour, perforations and other areas of the stamp. Comparison with the records of [postal authorities](#) may or may not show that the variations were intentional, which leads to further inquiry as to how the changes could have happened, and why. To make things more interesting, thousands of forgeries have been produced over the years, some of them very good, and only a thorough knowledge of philately gives any hope of detecting the fakes.

# Articles on Culture



## Rio Carnival

From Wikipedia, the free encyclopedia

The **Carnival in Rio de Janeiro** is a world famous festival held before [Lent](#) every year and considered the biggest carnival in the world with two million people per day on the streets. The first festivals of Rio date back to 1723.<sup>[1]</sup>

### Contents

- 1 Samba schools
- 2 Street carnival
- 3 Music and dance
- 4 Instruments of carnival
- 5 Dates
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The samba school GRES Mocidade Independente de Padre Miguel parading at the Rio Carnival

# Articles on Religion



## Falun Gong

From Wikipedia, the free encyclopedia  
(Redirected from Falun gong)



The **neutrality of this article is disputed**. Please see the discussion on the talk page. Please do not remove this message until the dispute is resolved. (October 2017)

**Falun Gong** (literally means "*Dharma Wheel Practice*",<sup>[1]</sup> alternatively **Falun Dafa**) is a spiritual discipline first introduced in China in 1992 by its founder, Li Hongzhi, through public lectures.<sup>[2]</sup> It combines the practice of meditation and slow-moving qigong exercises with the moral philosophy. Falun Gong places a heavy emphasis on morality and the cultivation of virtue in its central tenets of Truthfulness, Compassion, and Forbearance (Chinese: 真、善、忍), and identifies as a qigong practice of the Buddhist school, though its teachings also incorporate elements drawn from Taoist traditions.<sup>[3][4]</sup> Through moral rectitude and the practice of meditation, practitioners of Falun Gong aspire to better health and, ultimately, spiritual enlightenment.

Falun Gong emerged at the end of China's "*qigong boom*", a period which saw the proliferation of similar practices of meditation, slow-moving exercises and regulated breathing.<sup>[5]</sup> It differs from other *qigong* schools in its absence of fees or formal membership, lack of daily rituals of worship,<sup>[6]</sup> its greater emphasis on morality, and the theological nature of its teachings.<sup>[7]</sup> Western academics have described Falun Gong as a qigong discipline, a "spiritual movement" based on the teachings of its founder,<sup>[8]</sup> a "cultivation system" in the tradition of Chinese antiquity,<sup>[9]</sup> and sometimes a *new religious movement* (NRM).<sup>[10]</sup>

Although the practice initially enjoyed considerable support from Chinese officialdom, by the mid- to late-1990s, the Communist Party and public security organs increasingly viewed Falun Gong as a potential threat due to its size, independence from the state, and spiritual teachings. By 1999, some estimates placed the number of Falun Gong adherents at over 70 million, exceeding the total membership of the Chinese Communist Party.<sup>[10]</sup>

### Falun Gong



The Falun Dafa emblem

**Traditional Chinese** 法輪功

**Simplified Chinese** 法轮功

**Literal meaning** Practice of the Wheel of Law

**Transcriptions** [show]

#### Falun Dafa

**Traditional Chinese** 法輪大法

**Simplified Chinese** 法轮大法

**Literal meaning** Great Law of the Wheel of Law

# Taoism

From Wikipedia, the free encyclopedia

**Taoism** (also spelled **Daoism**) refers to a philosophical or religious tradition in which the basic concept is to establish harmony with the Tao (道), which is the mechanism of everything that exists. The word "Tao" (or "Dao", depending on the romanization scheme) is usually translated as "way", "path" or "principle", although the word literally means "nature" as in the nature of all things as well as the natural world. Taoism had not only a profound influence on the culture of China, but also on neighboring countries. While the philosophical Taoism is not institutionalized, the religious Taoism is institutionalized and present in multiple countries. Taoist philosophy is deeply rooted in contemporary China, and is an unavoidable part of modern Chinese life.<sup>[1]</sup>

Taoist propriety and ethics emphasize the **Three Jewels of the Tao**: **compassion**, **moderation**, and **humility**, while Taoist thought generally focuses on **nature**, the relationship between humanity and the cosmos (天人相应); **health** and **longevity**; and **wu wei** (action through inaction). Harmony with the **Universe**, or the source thereof (Tao), is the intended result of many Taoist rules and practices.

Reverence for ancestor spirits and **immortals** is common in popular Taoism. Organized Taoism distinguishes its ritual activity from that of the folk religion, which some professional Taoists (*Dàooshi*) view as debased. **Chinese alchemy** (including **Neidan**), **astrology**, **cuisine**, **Zen Buddhism**, several **Chinese martial arts**, **traditional Chinese medicine**, **feng shui**, and many styles of **qigong** have been intertwined with Taoism throughout history.

# Articles on History



## Kalinga War

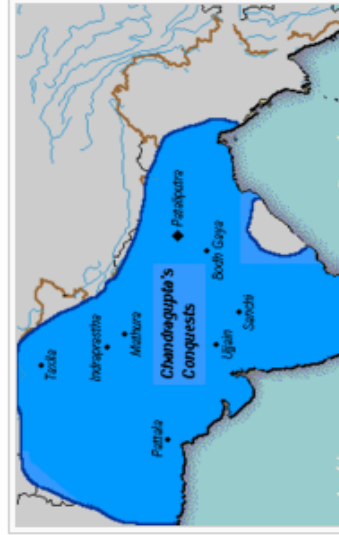
From Wikipedia, the free encyclopedia

The **Kalinga War** (Sanskrit: कलिङ्ग युद्धम्) was a war fought between the **Mauryan Empire** under **Ashoka the Great** and the state of **Kalinga**, a feudal republic located on the coast of the present-day Indian state of **Orissa**. The Kalinga war is one of the major battles in the **History of India**. Kalinga put up a stiff resistance, but they were no match for Ashoka's brutal strength. The bloodshed of this war is said to have prompted Ashoka to adopt **Buddhism**.

### Contents

- 1 Background
- 2 Aftermath
- 3 In popular culture
- 4 References
- 5 External links

## Background



The main reasons for invading Kalinga were both political and economic.<sup>[4]</sup> Since the time of Ashoka's father, King Bindusara, the Mauryan Empire based in Magadha was following a policy of territorial expansion. Kalinga was under Magadha control during the Nanda rule,<sup>[*citation needed*]</sup> but regained independence with the beginning of the rule of the Mauryas. That was considered a great setback for the traditional policy of territorial expansion of the Magadhan emperors and was considered to be a loss of political prestige for the Mauryas remely imperative to reduce Kalinga to

The Kalinga War	
<b>Date</b>	265-264 BC
<b>Location</b>	Kalinga, India
<b>Result</b>	Decisive Maurya victory
<b>Territorial changes</b>	Kalinga annexed by Maurya Empire
<b>Belligerents</b>	<span><span></span></span> Maurya Empire <span><span></span></span> Kalinga
<b>Commanders and leaders</b>	<span><span></span></span> Ashoka the Great <span><span></span></span> Raja Ananta padmanabha
<b>Strength</b>	Total 400,000 <ul style="list-style-type: none"><li>60,000 infantry,<sup>[1]</sup></li><li>1,000 cavalry,<sup>[1]</sup></li><li>700 war elephants<sup>[1]</sup></li></ul>
<b>Casualties and losses</b>	100,000 <ul style="list-style-type: none"><li>100,000+<sup>[2][3]</sup></li><li>(including civilians)</li></ul>

## Khmer Rouge

From Wikipedia, the free encyclopedia  
(Redirected from [Khmer rouge](#))

The **Khmer Rouge** (Khmer: ក្រហម ខ្មែរ – "*Khmer Krahom*" in Khmer) literally translated as **Red Cambodians** was the name given to the followers of the [Communist Party of Kampuchea](#), who were the ruling party in Cambodia from 1975 to 1979, led by [Pol Pot](#), [Nuon Chea](#), [Ieng Sary](#), [Son Sen](#) and [Khieu Samphan](#). [Democratic Kampuchea](#) was the name of the state as controlled by the government of the Khmer Rouge from 1975 to 1979.

This organization is remembered primarily for its policy of [social engineering](#), which resulted in [genocide](#).<sup>[1]</sup> Its attempts at agricultural reform led to widespread [famine](#), while its insistence on absolute [self-sufficiency](#), even in the supply of medicine, led to the deaths of thousands from treatable diseases (such as [malaria](#)). Arbitrary executions and torture carried out by its cadres against perceived [subversive elements](#), or during purges of its own ranks between 1976 and 1978, are considered to have constituted a [genocide](#).<sup>[2]</sup>

The clandestine [Communist Party of Kampuchea](#) constituted the secret leadership of the Khmer Rouge, as its official name was known only to a few insiders: it called itself the **Angkar** (the *organization*) and only announced officially its existence in 1977, almost two years after the establishment of Democratic Kampuchea. After the fall of the Khmer Rouge, the organization's remaining guerrilla forces became known as the [National Army of Democratic Kampuchea](#). In 1981 the party itself was dissolved, and replaced by the [Party of Democratic Kampuchea](#), which was succeeded in the 1993–1994 period by the [Cambodian National Unity Party](#).<sup>[3]</sup> In 1996 the [Democratic National Union Movement](#) of Ieng Sary split from the Khmer Rouge while in 1997 the [Khmer National Solidarity Party](#) was founded as a successor to the CNUP by [Khieu Samphan](#).

**This article contains Khmer text.** Without proper rendering support, you may see question marks, boxes, or other symbols instead of Khmer script.

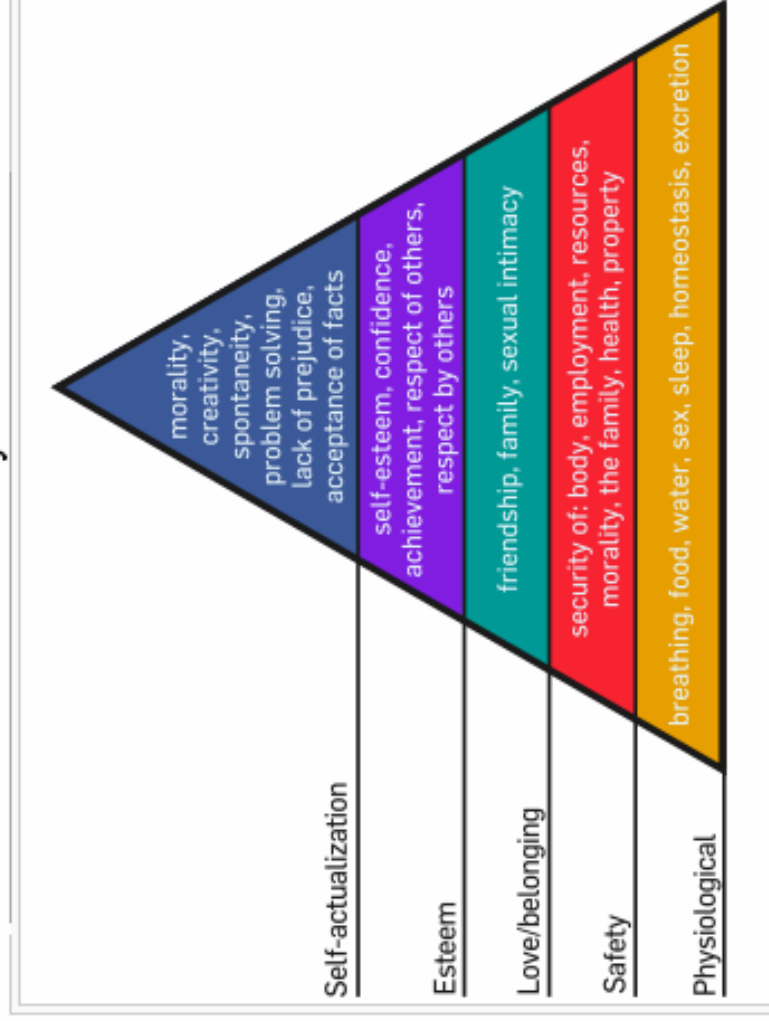
អង្គការ



# Diagrams and Illustrations



## Maslow's hierarchy of needs



An interpretation of Maslow's hierarchy of needs, represented as a pyramid with the more basic needs at the bottom. <sup>[1]</sup>



# Statistical Data

## Literacy in India

Country	Adult Literacy Rate	Youth Literacy Rate
China	93.3% (2007) <sup>[13]</sup>	98.9% (2004) <sup>[14]</sup>
Sri Lanka	90.8 (2007)	98.0
Burma	89.9% (2007) <sup>[15]</sup>	94.4% (2004) <sup>[16]</sup>
Iran	82.4% (2007) <sup>[17]</sup>	95% (2002) <sup>[18]</sup>
World Average	84% (1998) <sup>[4]</sup>	88% (2001) <sup>[19]</sup>
<b>India</b>	<b>74.04% (2011)</b> <sup>[20]</sup>	<b>82% (2001)</b> <sup>[3]</sup>
Nepal	56.5 (2007)	62.7
Pakistan	62.2 (2007) <sup>[21]</sup>	73.9
Bangladesh	53.5 (2007)	74



# Use of Wikipedia: Some Issues



- Any body - from school boy to a Professor, specialist, casual visitors can edit Wikipedia – from PC, laptop or cell phone.
- Registered and unregistered users have equal chances of editing.
- Vulnerability to attempts by people with an agenda to evolve articles.

# Issue of Vandalism



PROSA

In 1997, use of sponges as a [\[\[tool\]\]](#) was described in [\[\[Bottlenose Dolphin\]\]](#)s in [\[\[Shark Bay\]\]](#). A dolphin will attach a marine sponge to its [\[\[rostrum \(anatomy\)|rostrum\]\]](#), which is presumably then used to protect it when searching for food in the sandy [\[\[sea floor|sea bottom\]\]](#). [<ref name="Smolker 1997">](#) [{\( cite |journal |author=Smolker, R.A., "et al." |title=Sponge-carrying by Indian Ocean bottlenose dolphins: Possible tool-use by a dolphinid \) |journal=Ethology |Year=1997 |Volume=103 |Pages=454-465\) </ref>](#) The behaviour, known as "sponging", has only been observed in this bay, and is almost exclusively shown by females. This is the only known case of tool use in [\[\[marine mammal\]\]](#)s outside of [\[\[Sea Otter\]\]](#)s. An elaborate study in 2005 showed that mothers most likely teach the behaviour to their daughters. [<ref name="Kruzan 2005">](#) [{\( cite |journal |author=Kruzan M, Mamm J, Helthaus MR, Connor RC, Bejder L, Sherwin WB |title=Cultural transmission of tool use in bottlenose dolphins |journal=Proceedings of the National Academy of Sciences |volume=102 |issue=25 |year=2005 |pages=8939-8943\) </ref>](#)

====By humans====

===== Skeleton as absorbent=====

[{{ main|Sponge \(tool\) }}](#)

In common usage, the term "sponge" is applied to the skeleton of the animal, from which the tissue has been removed by [\[\[maceration \(bone\)|maceration\]\]](#) and washing, leaving just the [\[\[spongy\]\]](#) scaffold. [\[\[calcium|Calcium carbonate\]\]](#) and [\[\[silicon dioxide|silica\]\]](#) sponges are too harsh for similar use. Commercial sponges are derived from various species and come in many grades, from fine soft "lamb's wool" sponges to the coarse grades used for washing cars.

The manufacture of [\[\[rubber\]\]](#)-, [\[\[plastic\]\]](#)- and [\[\[calcium\]\]](#)-based synthetic sponges has significantly reduced the commercial sponge [\[\[fishing\]\]](#) industry in recent years.

The [\[\[Luffa\]\]](#) "sponge", also spelled "loofah", commonly sold for use in the kitchen or the shower, is not derived from an animal sponge, but from the [\[\[locule\]\]](#)s of a gourd ([\[\[Cucurbitaceae\]\]](#)).

====Antibiotic compounds====

Sponges have [\[\[medicinal|medicinal\]\]](#) potential due to the presence of [\[\[antimicrobial\]\]](#) compounds in either the sponge itself or their microbial [\[\[symbioses|symbionts\]\]](#). [<ref>See e.g. Teysseant R, Woerdenburg HJ, Kreis P, Haecker J, Wray V, Witte L, Proksch P. \(1993\) Antibiotic and cytotoxic activity of brominated compounds from the marine sponge \*Verongia aerophoba\*. "Zeitschrift für Naturforschung. C, Journal of Bioscience" 48: 939-45. </ref>](#)

====Bibliography====

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====Bibliography====

# Edit Wars



On Wikipedia, edit warring is very common but is controlled by means of page protection and blocking of the user(s) involved.

Wikipedia has a policy known as the *three revert rule* in which regardless of the issue or the importance of the page, any editor is allowed a maximum of three reverts a day to any given page. If an editor goes beyond the three reverts, s/he can be blocked from editing for a period of time.<sup>[1][2]</sup>

If a particular page has been involved in an edit war, and many editors are involved, this results in the page being protected from editing by anyone other than administrators. Any changes that are proposed to the page must then be discussed and approved by an administrator. Even an administrator is not allowed to boldly make changes to such a page that do not reflect consensus.

## Notable edit warring

[edit]

It is most common on Wikipedia for edit warring to occur on a popular topic.<sup>[3][2]</sup>

For example, the *Daily Telegraph* reported in September 2009 that filmmaker Roman Polanski's Wikipedia article had been temporarily blocked from public editing following an edit war by contributors over its content. Polanski was, at the time, facing charges from a sex scandal.<sup>[4]</sup>

- [\(cur | prev\)](#) [15:22, 20 September 2011](#) AwamerT (talk | contribs) **m** (67,601 bytes) *(Reverted addition of unsourced negative content to a biographical article (HG))*
- [\(cur | prev\)](#) [15:10, 20 September 2011](#) 71.165.54.217 (talk) (68,384 bytes) *(Ad pressRemove reference to photo shoot not only is it contrary to the facts of the case, not mentioned by Roman Polanski until much later but the fact that he is not a photographer make the claim an attempt to use yhe media to farther assault her..)*
- [\(cur | prev\)](#) [13:51, 20 September 2011](#) DVdm (talk | contribs) **m** (67,601 bytes) *(Reverted edits by 78.0.241.153 (talk) identified as unconstructive (HG))*
- [\(cur | prev\)](#) [13:51, 20 September 2011](#) 78.0.241.153 (talk) (67,624 bytes)
- [\(cur | prev\)](#) [11:37, 20 September 2011](#) ClueBot NG (talk | contribs) **m** (67,601 bytes) *(Reverting possible vandalism by 78.0.241.153 to version by Polymorph. False positive? Report it. Thanks, ClueBot NG. (600430) (Bot))*
- [\(cur | prev\)](#) [11:37, 20 September 2011](#) 78.0.241.153 (talk) (67,612 bytes)
- [\(cur | prev\)](#) [16:25, 19 September 2011](#) Polymorph (talk | contribs) **m** (67,601 bytes) *(Reverted edits by 184.76.88.14 (talk) identified as unconstructive (HG))*
- [\(cur | prev\)](#) [16:24, 19 September 2011](#) 184.76.88.14 (talk) (67,619 bytes) *(Tag: possible BLP issue or vandalism)*
- [\(cur | prev\)](#) [01:01, 19 September 2011](#) ClueBot NG (talk | contribs) **m** (67,601 bytes) *(Reverting possible vandalism by 94.1.81.25 to version by Kangarooopwer. False positive? Report it. Thanks, ClueBot NG. (596859) (Bot))*
- [\(cur | prev\)](#) [01:01, 19 September 2011](#) 94.1.81.25 (talk) (67,619 bytes) *(Don't worry, it's fine. He is well known as a rapist, no doubt exclusively as a rapist to some due to pop culture references.) (Tag: possible BLP issue or vandalism)*
- [\(cur | prev\)](#) [00:55, 19 September 2011](#) Kangarooopwer (talk | contribs) **m** (67,601 bytes) *(Reverted edits by 94.1.81.25 to last version by Wikiwatcher1 (GLOO))*
- [\(cur | prev\)](#) [00:51, 19 September 2011](#) 94.1.81.25 (talk) (67,619 bytes) *(Tag: possible BLP issue or vandalism)*
- [\(cur | prev\)](#) [16:27, 16 September 2011](#) Wikiwatcher1 (talk | contribs) (67,601 bytes) *(trim redundant facts)*

# Wikipedia's Self Corrective Mechanism



- Administrators, commonly known as admins or sysops (system operators), are Wikipedia editors trusted with access to restricted technical features ("tools"). For example, administrators can protect, delete and restore pages, move pages over redirects, hide and delete page revisions, edit protected pages, and block other editors.
- Administrators assume these responsibilities as volunteers; they are not acting as employees of the Wikimedia Foundation. They are never required to use their tools and must never use them to gain an advantage in a dispute in which they are involved. Administrators should not be confused with Wikimedia system administrators ("sysadmins").
- The English Wikipedia currently has 1,514 administrators.  
(Source: <http://en.wikipedia.org/wiki/Wikipedia:Administrators>)

# Example of a blocked User



<a href="http://en.wikipedia.org">en.wikipedia.org</a>	22:25, 26 March 2008		Blocked indefinitely. Reason: <b>Abusing multiple accounts:</b> Sockpuppeting per SPI: <b>Arbitration enforcement:</b> Evasion of block and arbitration topic ban as <b>[REDACTED]</b> see <a href="#">Wikipedia:Sockpuppet investigations</a> .
	16:34 - 10 July		





# Best Use of Wikipedia for Students

# First Glance on unfamiliar topics



## Ambush marketing

From Wikipedia, the free encyclopedia

**Ambush marketing** can be defined as a marketing strategy wherein the advertisers associate themselves with, and therefore capitalize on, a particular event without paying any sponsorship fee.<sup>[1]</sup> The Macmillan English Dictionary defines ambush marketing as a marketing strategy in which a competing brand connects itself with a major sporting event without paying sponsorship fee.<sup>[2]</sup> According to McCarthy, ambush marketing is a type of marketing by a company that is not an official sponsor of an event, but which places advertisements using the event, to induce customers to pay attention to the advertisement.<sup>[3]</sup> From a theoretical perspective, ambush marketing refers to a company's attempt to capitalize on the goodwill, reputation, and popularity of a particular event by creating an association with it, without the authorization or consent of the necessary parties.<sup>[4]</sup>

### Contents [hide]

- 1 History
- 2 Types of ambush marketing
  - 2.1 "Direct" ambush marketing
  - 2.2 "Indirect" ambush marketing
  - 2.3 "Incidental" ambush marketing
- 3 Impacts of Ambush marketing
- 4 Notable events
- 5 Future of ambush marketing
- 6 Bibliography
- 7 References

# Using Wikipedia's Reference lists for preparation of assignments, reports and dissertations.



## References (for the Wikipedia Article on Analgesics)

1. <sup>▲</sup> Anonymous (1990). *Cancer pain relief and palliative care; report of a WHO expert committee*. World Health Organization Technical Report Series, 804. Geneva, Switzerland: World Health Organization. pp. 1–75. ISBN 924120804X.
2. <sup>▲</sup> Dworkin RH, Backonja M, Rowbotham MC, et al. (2003). "Advances in neuropathic pain: diagnosis, mechanisms, and treatment recommendations". *Arch. Neurol.* **60** (11): 1524–34. doi:10.1001/archneur.60.11.1524 <sup>↗</sup>. PMID 14623723 <sup>↗</sup>.
3. <sup>▲</sup> Driessen B, Reimann W (January 1992). "Interaction of the central analgesic, tramadol, with the uptake and release of 5-hydroxytryptamine in the rat brain in vitro" <sup>↗</sup>. *British Journal of Pharmacology* **105** (1): 147–51. PMC 1908625 <sup>↗</sup>. PMID 1596676 <sup>↗</sup>.
4. <sup>▲</sup> Bamigbade TA, Davidson C, Langford RM, Stamford JA (September 1997). "Actions of tramadol, its enantiomers and principal metabolite, O-desmethyiltramadol, on serotonin (5-HT) efflux and uptake in the rat dorsal raphe nucleus" <sup>↗</sup>. *British Journal of Anaesthesia* **79** (3): 352–6. PMID 9389855 <sup>↗</sup>.
5. <sup>▲</sup> Reimann W, Schneider F (May 1998). "Induction of 5-hydroxytryptamine release by tramadol, fenfluramine and reserpine". *European Journal of Pharmacology* **349** (2–3): 199–203. doi:10.1016/S0014-2999(98)00195-2 <sup>↗</sup>. PMID 9671098 <sup>↗</sup>.
6. <sup>▲</sup> Gobbi M, Moia M, Pirona L, et al. (September 2002). "p-Methylthioamphetamine and 1-(m-chlorophenyl)piperazine, two non-neurotoxic 5-HT releasers in vivo, differ from neurotoxic amphetamine derivatives in their mode of action at 5-HT nerve endings in vitro". *Journal of Neurochemistry* **82** (6): 1435–43. doi:10.1046/j.1471-4159.2002.01073.x <sup>↗</sup>. PMID 12354291 <sup>↗</sup>.
7. <sup>▲</sup> Oxford Textbook of Palliative Medicine, 3rd ed. (Doyle D, Hanks G, Chermey I and Calman K, eds. Oxford University Press, 2004).
8. <sup>▲</sup> Kornhuber J, Bleich S, Willfang J, Maler M, Parsons CG. "Flupirtine shows functional NMDA receptor antagonism by enhancing Mg2+ block via activation of voltage independent potassium channels". *J. Neural Transm.* 106:857-867, 1999. PMID 10599868 <sup>↗</sup>
9. <sup>▲</sup> Klawe, C; Maschke, M (2009). "Flupirtine: pharmacology and clinical applications of a nonopioid analgesic and potentially neuroprotective compound". *Expert opinion on pharmacotherapy* **10** (9): 1495–500. doi:10.1517/14656560902988528 <sup>↗</sup>. PMID 19505216 <sup>↗</sup>.
10. <sup>▲</sup> Stoessel C, Heberlein A, Hillemecher T, Bleich S, Kornhuber J. "Positive reinforcing effects of flupirtine --- two case reports". *Prog. Neuropsychopharmacol. Biol. Psychiatry* 34:1120-1121, 2010. PMID 20362025 <sup>↗</sup>
11. <sup>▲</sup> Mehlich DR (2002). "The efficacy of combination analgesic therapy in relieving dental pain" <sup>↗</sup>. *J Am Dent Assoc* **133** (7): 861–71. PMID 12148679 <sup>↗</sup>.
12. <sup>▲</sup> Murnion B. "Combination analgesics in adults" <sup>↗</sup>. *Australian Prescriber* (33): 113–5. Retrieved 12 August 2010.
13. <sup>▲</sup> CMCR: *CMCR Report February 17th*, California, 2010. [http://www.cmcr.ucsd.edu/CMCR\\_REPORT\\_FEB17.pdf](http://www.cmcr.ucsd.edu/CMCR_REPORT_FEB17.pdf) <sup>↗</sup>

# Use of Further Readings List



## Further reading

- Boudreaux, Donald J. (1995). "Puffery" in Advertising [PDF](#). *Free Market*, September 1995 Volume 13, Number 9.
- Preston, Ivan L. (1996). *The Great American Blow-Up: Puffery in Advertising and Selling*. University of Wisconsin Press. ISBN 0-299-15254-5
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- Federal Trade Commission Policy Statement on Deception, 103 F.T.C. 174 (1984), appended to Cliffdale Assoc. Inc., 103 F.T.C. 110 (1984).

# Use of Article/ Author Talkpages



## Talk:Hawala

From Wikipedia, the free encyclopedia

### Contents [hide]

- 1 Review of Douglas Farah book
- 2 the origin of the word
- 3 Question
- 4 Illegality in the US?
- 5 Hawala after September 11, 2001
- 6 Worth including a note about Bitcoin?

## Review of Douglas Farah book

[edit]

In the 10 February 2005 edition of the *New York Review of Books*, Patrick Radden Keefe reviews Douglas Farah's *Blood from Stones: The Secret Financial Network of Terror* (Broadway Books, 2004) [ISBN 0767915623], and provides an interesting overview of, among other things, Farah's attempts to persuade the CIA of the function of hawala, and the agency's resistance to investigating the network. --SilasM 02:58, 30 Jan 2005 (UTC)

## the origin of the word

[edit]

the word is of an Arabic origin

the word "HAWALA" (n) originated from the verb (most arabic words originates from verbs) "HAWWALA" (v), which means "transfer" or "divert" and thus "Hawala" means "transfer " (n)--Rawand 14:37, 23 Mar 2005 (UTC)

## Question

[edit]

If, as I understand is the case, this is often used to send money to one's family in a different country, and being that there are particular countries that receive the money, and other countries that export the money, what happens when eventually the broker in the receiving

# Summing up



- Wikipedia is an excellent source of information.
- It has its own corrective mechanism despite being vulnerable to Vandalism.
- Hyperlinked nature of articles (as against linear text) facilitates further study and research.
- So does the references and external links.

Contd...

- Policy of Neutral Point of view makes diverse views accessible to people.
- A major forte of Wikipedia is its democratic approach free from censorship (with some editing controls).
- Ever expanding base of articles.
- Welcome approach for new as well as old editors.
- A boon for students and everyone across globe.



THANK YOU