

# Wikimedia in Japan

## Acculturation and Outreach

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# Talking points

- Japanese Wikipedia now and past
- Interaction of Wikimedia culture and Japan
- Coverage, reaction and concerns
- Outreach and Attention

# Disclaimer

- Despites the title, no other projects will be mentioned, b/c Japanese don't them at all.
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# Japanese Wikipedia: Big Wiki

- 6th biggest Wikipedia w/ 687K art. (2010-07-01)
- traffic
  - 10th most visited website from Japan (alexa.com, 2010-07-01)
  - 2nd most visited Wikipedia (10.3% alexa.com, 2010-07-01)
  - 263.7 new pages per day (2010 Q1)
- users (2010-07-01)
  - 433K registered users
  - among them, 11.4K are active

# ... and Small Community

- high anonymity
  - 43% article edits from anons (Wikipedia Statistics, data in 2007-05)
  - cf. 22% in WP as a whole
- unavailable administrators
  - 65 admins
    - for 600K articles
    - 433K reg. users (and 140 K anons?)
  - admin : active user = 1 : 176.2
  - cf. @enwiki 1 : 80.7
- no chapter (yet)

# JaWP Community trends

- Strong interest to edit pages with hands
- ... and disinterest to all the other things, e. g.
  - “sister projects”
  - Global Wikimedia movement
  - Technical solutions
    - No interest to Flagged Revision
    - Revision Deletion not yet a regular part of deletion process
  - Outreach

# Japanese Wikipedia history

- created in early 2001/03
- active since 2003/01
- first media coverage: 2004
- 2005: two major changes to increase visitors
  - “Yahoo Surge” - yahoo.co.jp links hot topics to JaWP
  - Many JaWP articles showed as 1st Google hits
- 2007: “mature period”

# Wikimedia Recognition in Japan

- Recent survey (2010/6) on <http://japan.internet.com/research/20100706/1.html>
- by internet.com and Goo Research ([research.goo.ne.jp](http://research.goo.ne.jp))
- 1,097 users surveyed
- 85.5% (938 ppl.) know Wikipedia
- 83.5% (917 ppl.) use Wikipedia
- 75.8% (831 ppl.) use Wikipedia several times a month or more



# Japanese net culture (1) - general overview

- heavily connected userbase
  - mobile / “keitai” culture
- insularity
  - technical (different standards)
  - linguistic (Japanese I/F, customer support ...)
- strong inclination to anonymity
- heavy usage of CGM/SNS
  - e.g. [twitter.com](https://twitter.com)

# Japanese net culture (2) - social websites & anonymity

- blogs
- 2ch.net (1999) : text-only bulletin board, strong anonymity, no registration system
- mixi.jp (2004) : SNS, gradually shifting to anonymity
- nikovideo.com (2006): video-upload, comment-function as subtitle

# Japanese net culture (3) - wikis

- active tech & research community
  - many wiki engines developed (Moinmoin; Yukiwiki, pukiwiki; qwik)
  - Wiki-bana ぽな (wiki-bana): Tokyo based wiki user conferences
- active and large userbase
  - free hosting wikis (atwiki, livedoorwiki)
  - まとめウイキ : “summary-wiki” culture
- ... but seems no strong connection between those two groups

# “Summary-Wiki”

- summaries of discussions, chats or information on other websites (e.g. 2ch.net)
- copyright is tend to be ignored
- no citing sources
- Google hits: “ まとめサイト ウィキ ” (“summary-website wiki”) 3,140,000 results
- This usage of wiki may influence to Japanese Wikipedia editing (specially in pop-culture articles)

# Japanese Wikipedia culture

- anonymity preferred
  - high anon ratio: 43% of edits are anonymous
  - pseudonym preference
- weak involvement to governance
- not so much tech-oriented
  - 150< bots
  - MediaWiki developer / toolserver

# How Japanese audience thinks JaWP

- Favorable recognitions: academics, librarians
  - “great achievement, usable; not perfect, needs more improvement and helps from experts”
- Criticism to Wikipedia: media, high profile people
  - credibility
  - responsibility (managerial, legal)
- Misunderstandings
  - “copyright free”

# Wikimedians' “outreach” in Japan

- User Guide Book by a Wikipedian in 2007
- Community based outreach began in 2009 (last year)
- Conferences and Lectures
  - “Wikimania report” (Tokyo, 2006-)
  - 20 Questions to Jimmy Wales (Tokyo, 2007)
  - Wikimedia Conference Japan (Tokyo, 2009)
  - regional OSS conference participation (2007-)
- Two regional user groups are formed

# Approach from the outside people

- Conference organizers
- Academics
- Media
- An example: “Wikipedia Academy” organized by Japan Society of Civil Engineering



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