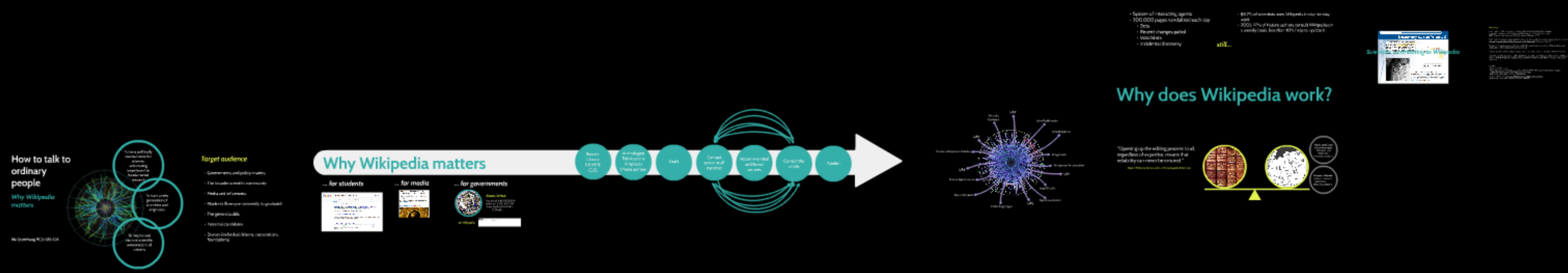
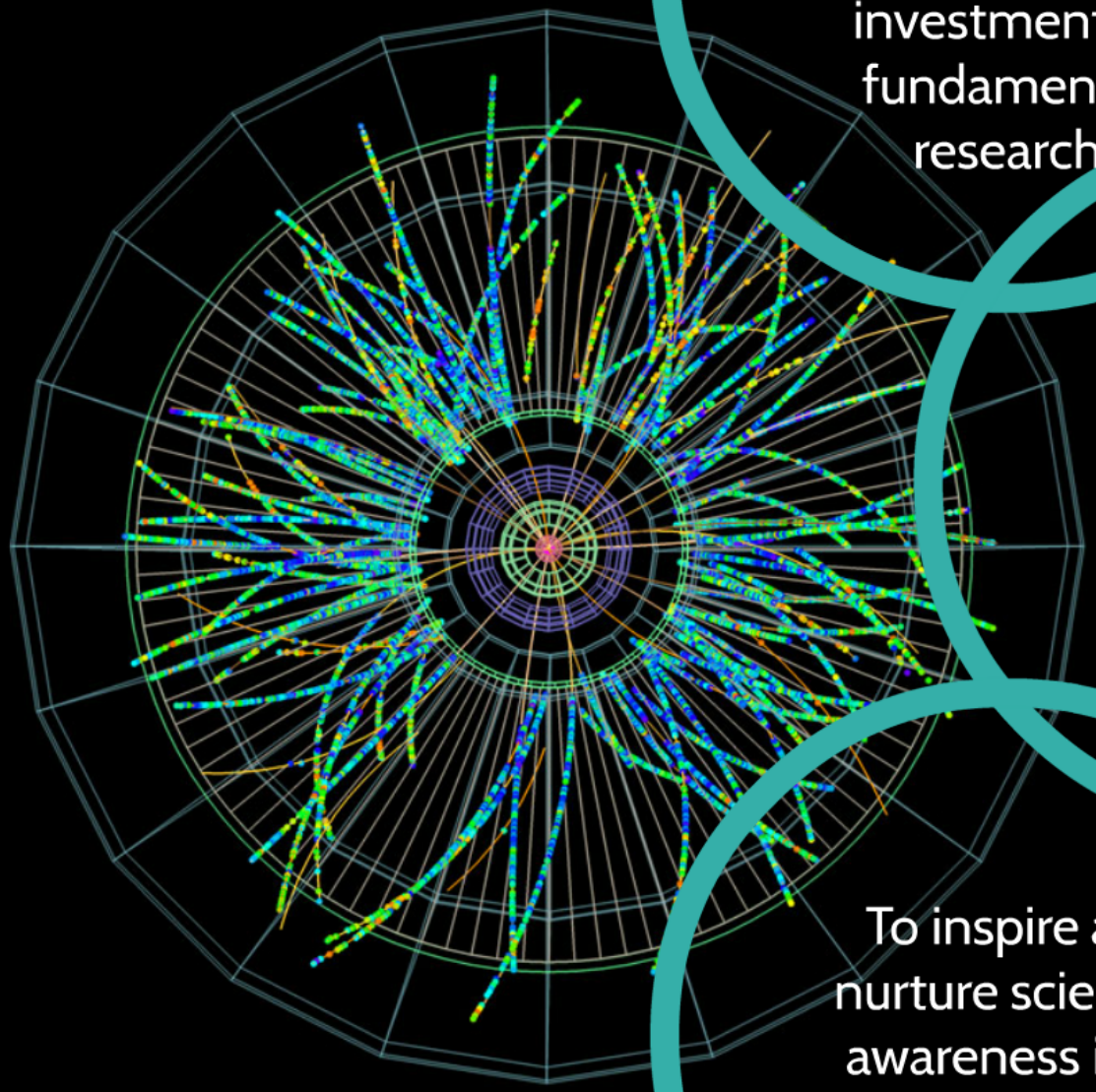

How to talk to ordinary people
Why Wikipedia matters
Target audience
Governments and policy makers
Media and influencers
The general public
Potential candidates
Why Wikipedia matters
... for students
... for media
... for governments
Draft
System of interacting agents
300,000 pages vandalised each day
Bots
Recent changes patrol
Watchlists
Incidental discovery
still...
Why does Wikipedia work?
"Opening up the editing process to all, regardless of expertise, means that reliability can never be ensured."

Prezi

How to talk to ordinary people

Why Wikipedia matters



To be a politically neutral voice for science, advocating investment in fundamental research

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To inspire and nurture scientific awareness in all citizens

Ida Storehaug RCS-SIS-OA

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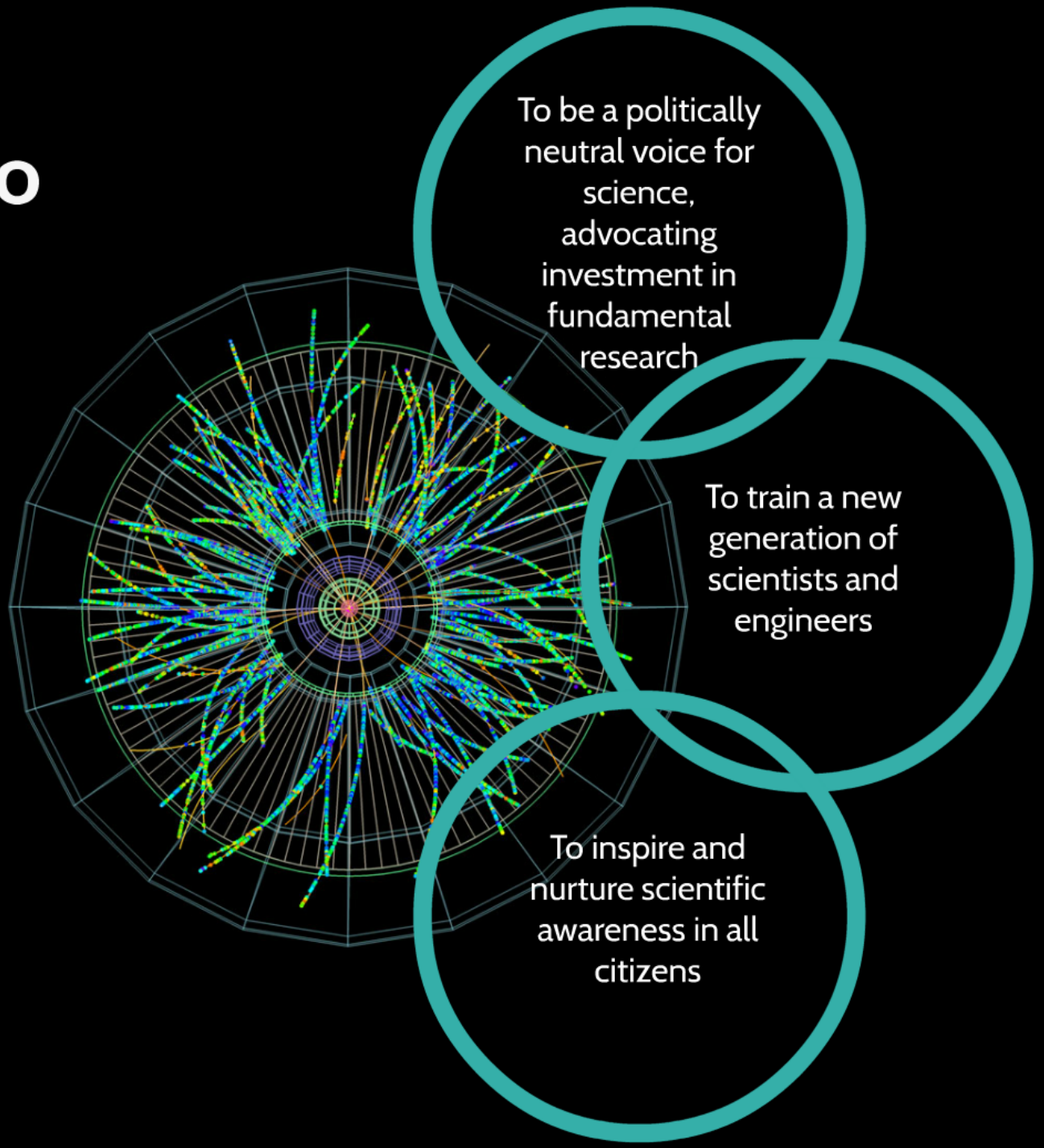

Target

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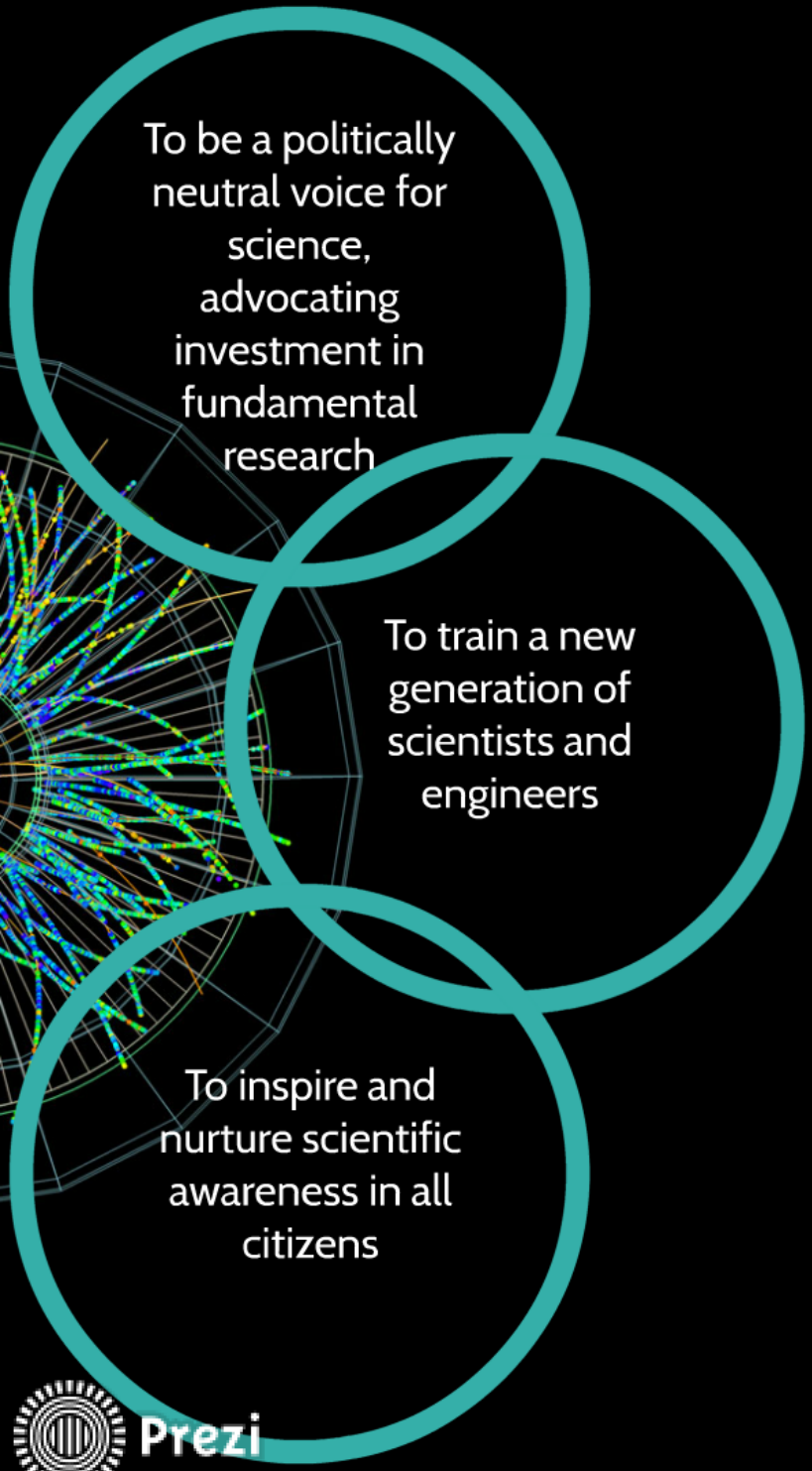
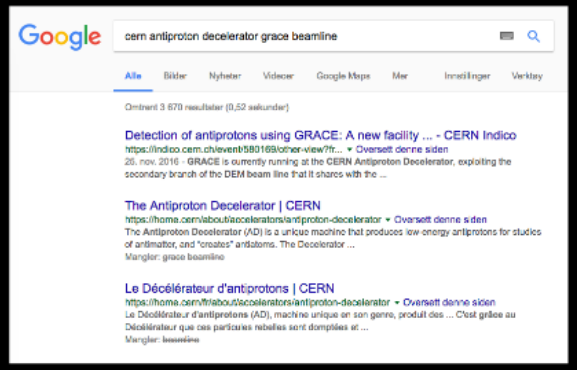


Target audience

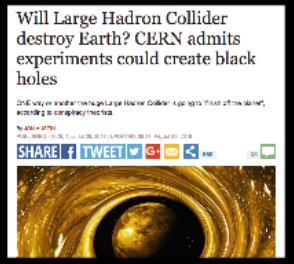
- Governments and policy-makers
- The broader scientific community
- Media and influencers
- Students (from pre-university to graduate)
- The general public
- Potential candidates
- Donors (individual citizens, corporations, foundations)

Why Wikipedia matters

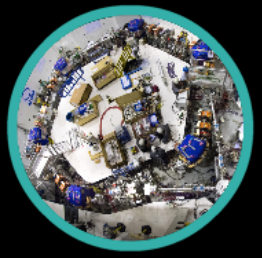
... for students



... for media



... for governments



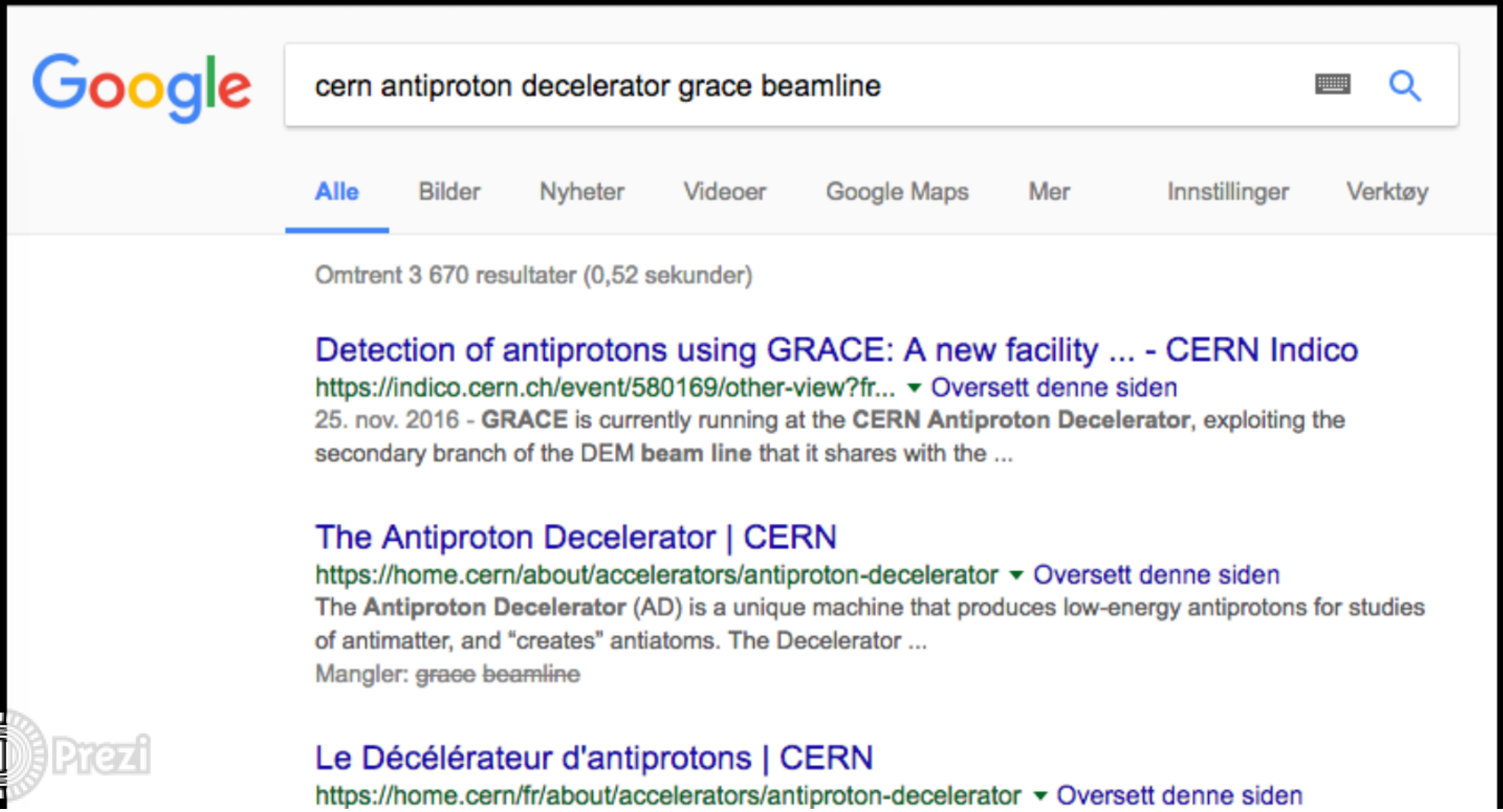
Elena (2016):

Personnel: 3,852,000 CHF
Materials: 3,312,000 CHF
Total: 12,802,000 CHF =
11.17 mill. ¢

On Wikipedia:

Prezi

... for students



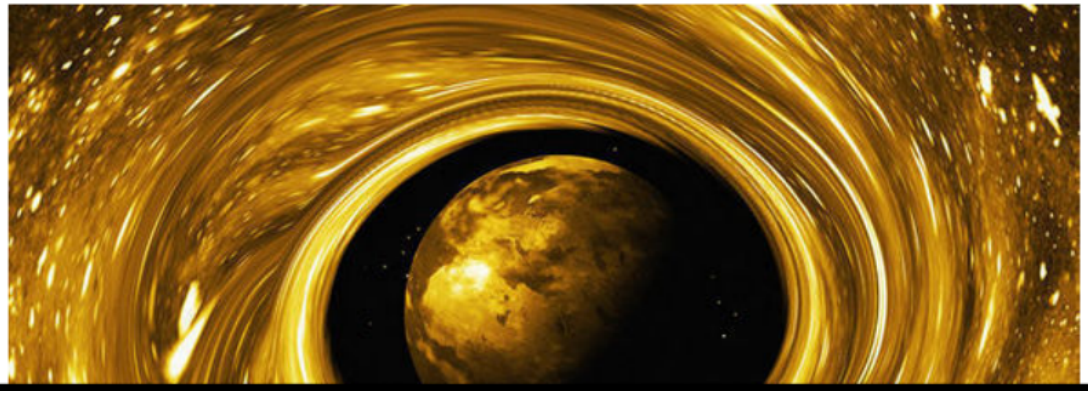
... for media

Will Large Hadron Collider destroy Earth? CERN admits experiments could create black holes

ONE way or another the huge Large Hadron Collider is going to "finish off the planet", according to conspiracy theorists.

By JON AUSTIN
PUBLISHED: 03:28, Thu, Jul 28, 2016 | UPDATED: 09:37, Fri, Jul 29, 2016

SHARE TWEET 668 38



... for governments

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Total: 12,802,000 CHF =
11.17 mill. ¢

On Wikipedia:

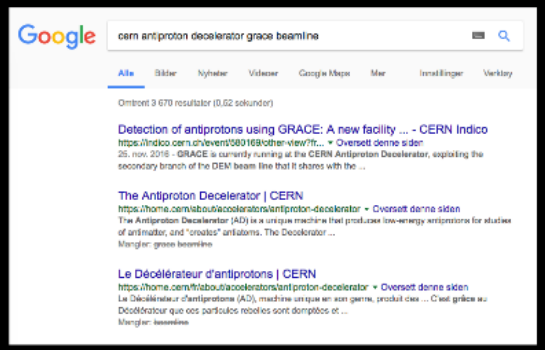
ELENA [edit]

"ELENA" redirects here. For other uses, see Elena (disambiguation).

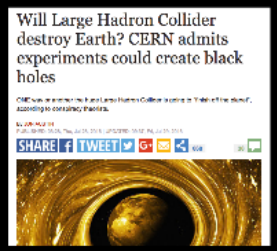
ELENA (**Extra Low ENergy Antiproton**) is a 30 m hexagonal storage ring situated inside the AD complex.[2][3] It is designed to further decelerate the antiproton beam to an energy of 0.1 MeV for more precise measurements. The first beam circulated ELENA on the 18th November 2016.[4] The ring is expected to be fully operational in 2017. GBAR will be the first experiment to use a beam from ELENA, with the rest of the AD experiments following suit in 2019-2020.

Why Wikipedia matters

... for students



... for media



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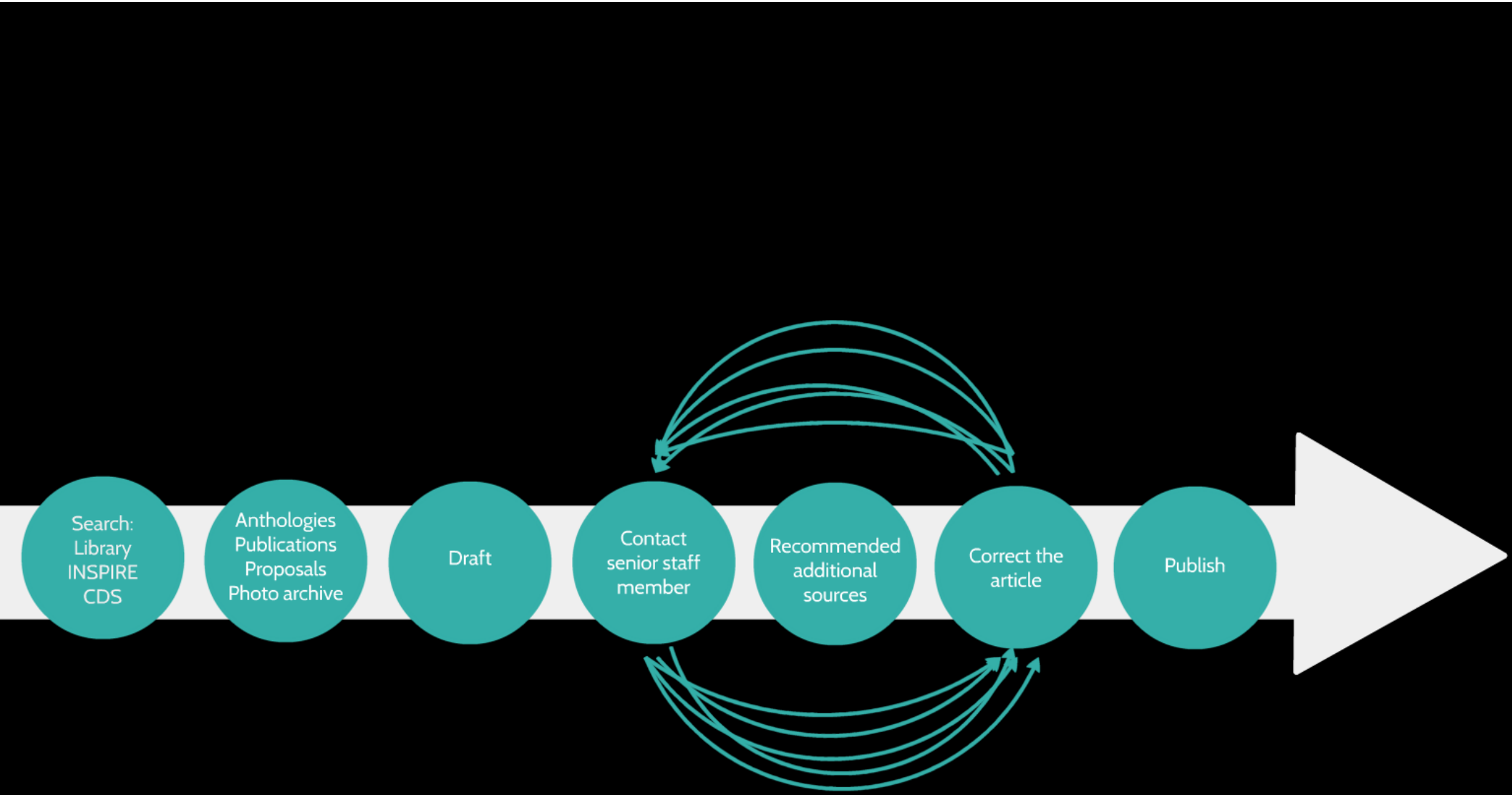
On Wikipedia:

Prezi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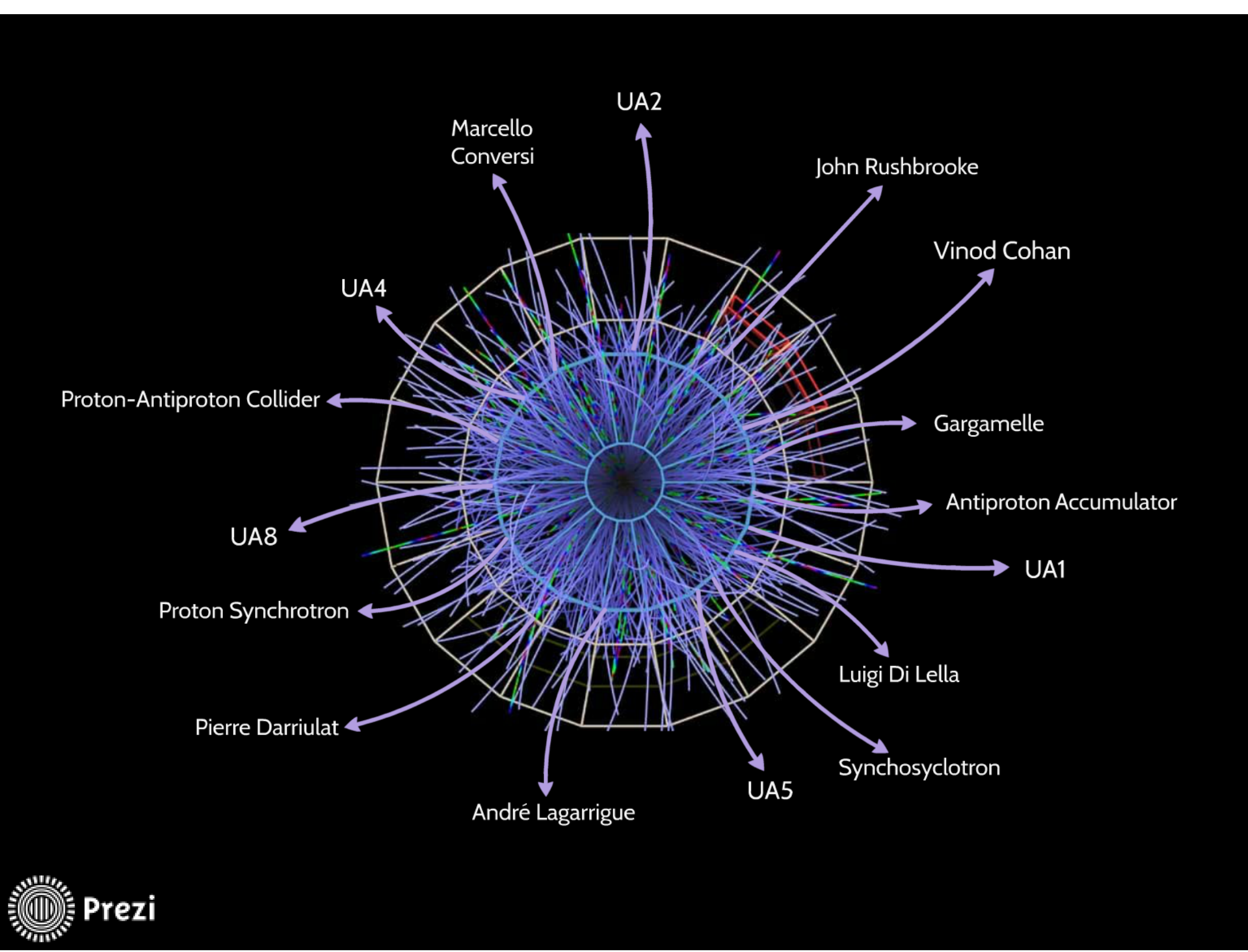
UA2
Marcello Conversi
John Rushbrooke
Vinod Cohan
UA4
Proton-Antiproton Collider
Gargamelle
Antiproton Accumulator
UA8
UA1
Proton Synchrotron
Luigi Di Lella
Pierre Darriulat
Synchosyclotron
UA5
André Lagarrigue

"Opening up the editing process to all, regardless of expertise, means that reliability can never be ensured."

Robert McHenry, former editor of Encyclopedia Britannica

Nature, 2005: peer review to compare Britannica and Wikipedia's coverage of science

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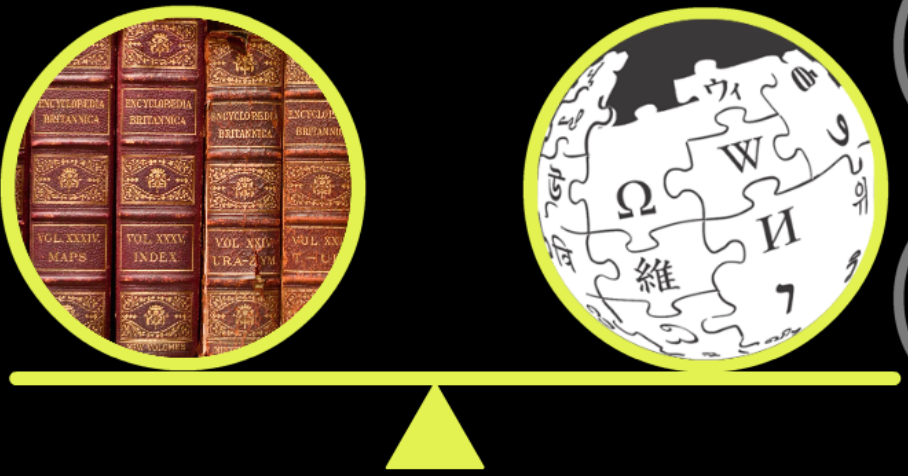

Nature, 2005: peer review to compare Britannica and Wikipedia's coverage of science

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- System of interacting agents
- 200,000 pages vandalized each day
  - Bots
  - Recent changes patrol
  - Watchlists
  - Incidental discovery

still...

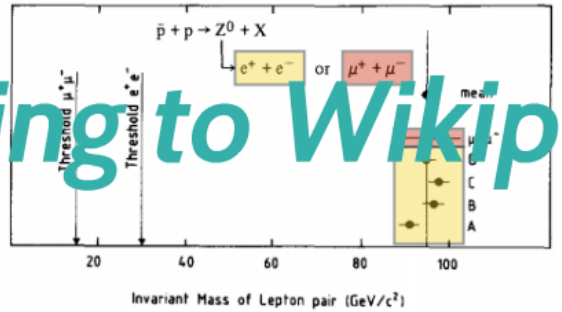
- 84,7% of scientists uses Wikipedia in day-to-day work
- 2005: 17% of Nature authors consult Wikipedia on a weekly basis, less than 10% help to update it

Why does Wikipedia work?

Discovery of the W and Z

The paper is based on an early analysis of a sample of collisions with an integrated luminosity of 55 nb^{-1}. In this event sample, 27 $W^{\pm} \to e^{\pm}\nu$ events have been recorded [5] [‡2]. According to minimal SU(2) × U(1), the Z^0 mass is predicted to be [6] [‡3] $m_{Z^0} = 94 \pm 2.5$ GeV/c^2. The reaction (1) is then approximately a fac- [illegible] less frequent than the corresponding W [illegible] decay channels [illegible] [‡4]

Arnison, G. *et al.* (UA1 Collaboration). Experimental observation of lepton pairs of invariant mass around 95 GeV/c^2 at the CERN SPS collider. *Phys. Lett. B* **126**, 398–410 (1983).



$$m_{Z^0} = (95.2 \pm 2.5)\ \text{GeV}/c^2$$

C. Rubbia, S. van der Meer @ CERN

"The prize was given to Carlo Rubbia for his "(...) idea to convert an existent large accelerator into a storage ring for protons and antiprotons", i.e. the conception of the SppS, and to Simon van der Meer for his "(...) ingenious method for dense packing and storage of proton, now applied for antiprotons"

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Screenshot Wikipedia: https://en.wikipedia.org/wiki/Antiproton_Decelerator
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