

How to talk to ordinary people

Why Wikipedia matters

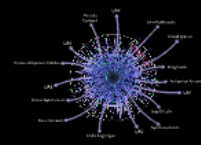
At: University of Oxford, UK



Target audience

- Governments and policy makers
- Media and self-interest
- Wikipedia is a free encyclopedia
- Free encyclopedia
- Wikipedia is a free encyclopedia

Why Wikipedia matters



Why does Wikipedia work?

- System of interacting agents
- 200,000 pages added each day
- Days
- Recent changes panel
- Wikipedia
- Wikipedia's history

still...

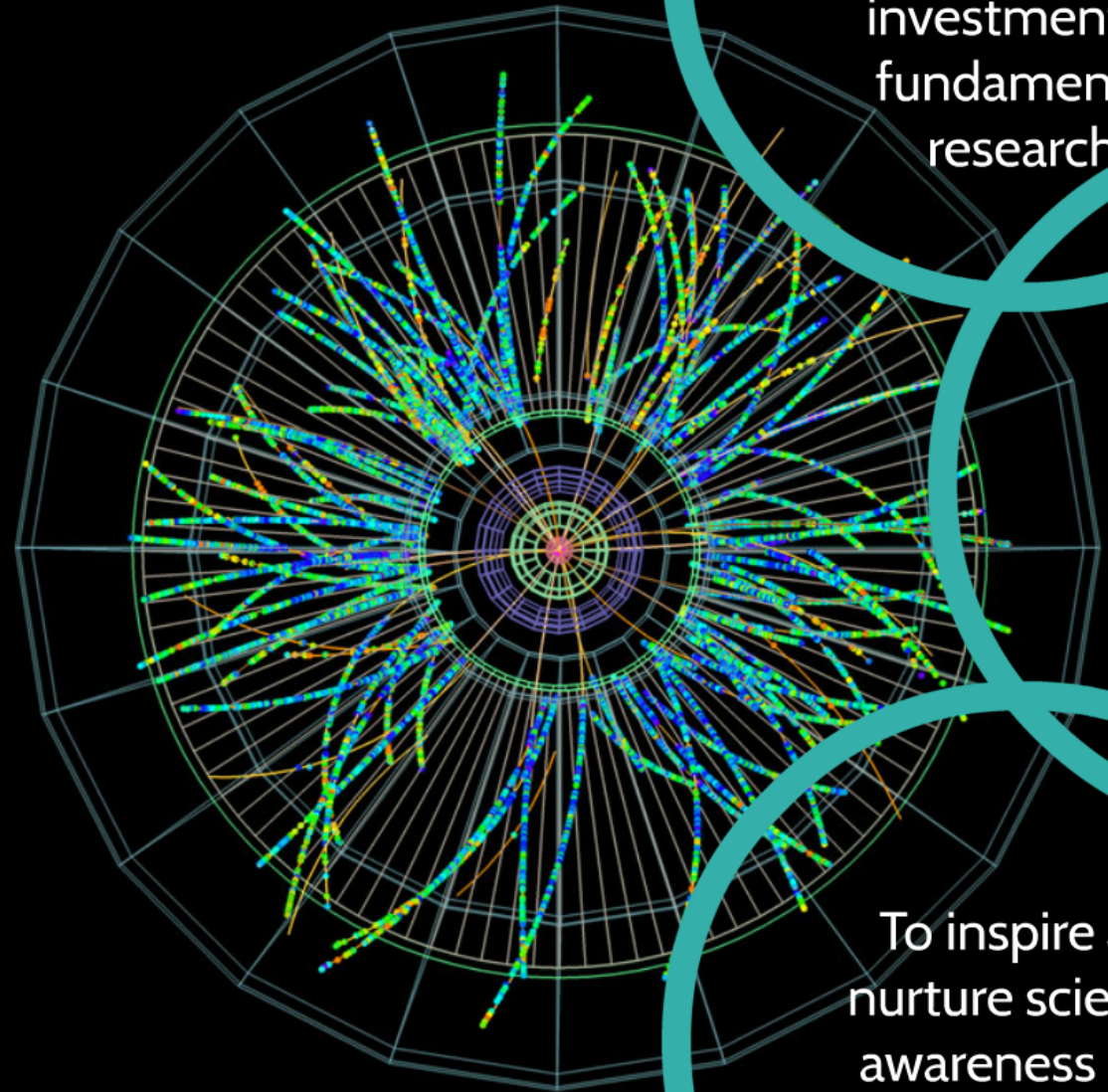


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How to talk to ordinary people

Why Wikipedia matters

Ida Storehaug RCS-SIS-OA



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

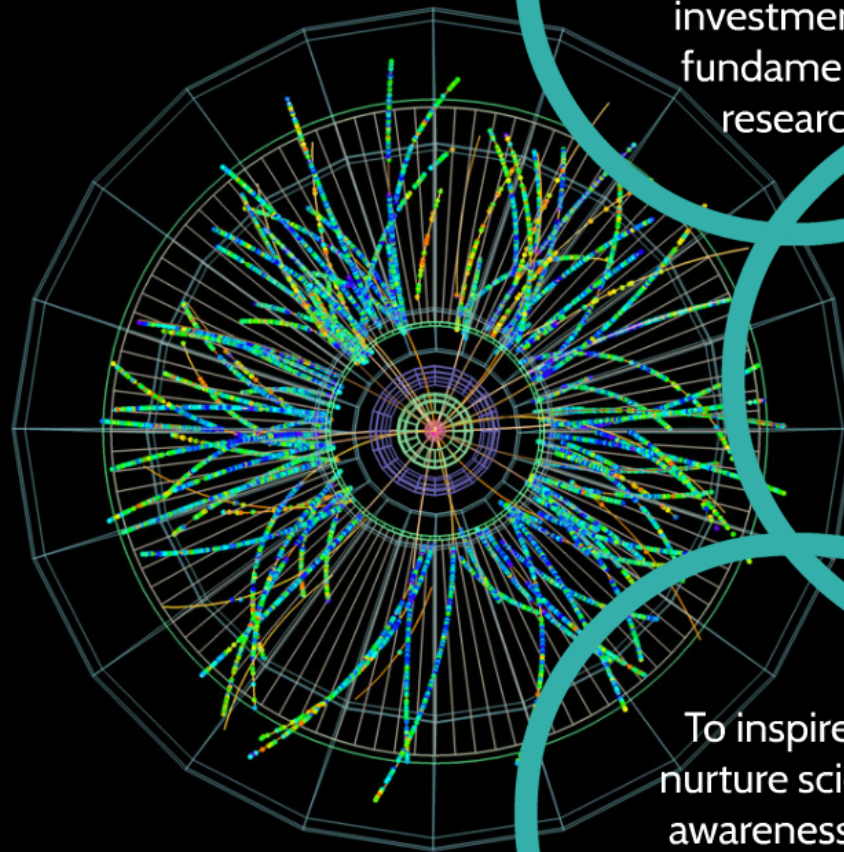
To train generations of scientists and engineers

To inspire and nurture scientific awareness in all citizens

How to talk to Primary people

Wikipedia
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ehaug RCS-SIS-OA



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

To train a new
generation of
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To inspire and
nurture scientific
awareness in all
citizens

Target

- Govern
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- Potent
- Donors
founda



To be a politically
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fundamental
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To train a new
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To inspire and
nurture scientific
awareness in all
citizens

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

Google search results for "cern antiproton decelerator grace beamline".

Google

cern antiproton decelerator grace beamline

Alle Bilder Nyheter Videos Google Maps Mer Innstillinger Verktøy

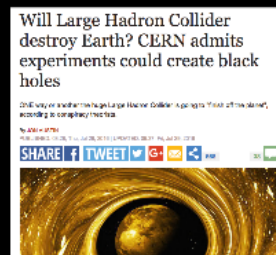
Ombrent 3 670 resultater (0,52 sekunder)

Detection of antiprotons using GRACE: A new facility ... - CERN Indico
<https://indico.cern.ch/event/580169/other-view?itc...> • Oversett denne siden
26. nov. 2016 - GRACE is currently running at the CERN Antiproton Decelerator, exploiting the secondary branch of the DEM beam line that it shares with the ...

The Antiproton Decelerator | CERN
<https://home.cern/topics/accelerators/antiproton-decelerator> • Oversett denne siden
The Antiproton Decelerator (AD) is a unique machine that produces low-energy antiprotons for studies of antimatter, and "creates" antiprotons. The Decelerator ...
Mangler: grace beamline

Le Décélérateur d'antiprotons | CERN
<https://home.cern/fr/about/accelerators/antiproton-decelerator> • Oversett denne siden
Le Décélérateur d'antiprotons (AD), machine unique de son genre, produit des ... C'est grâce au Décélérateur que ces particules rebelles sont domptées et ...
Mangler: beamline

... for media



... for governments



Elena (2016):

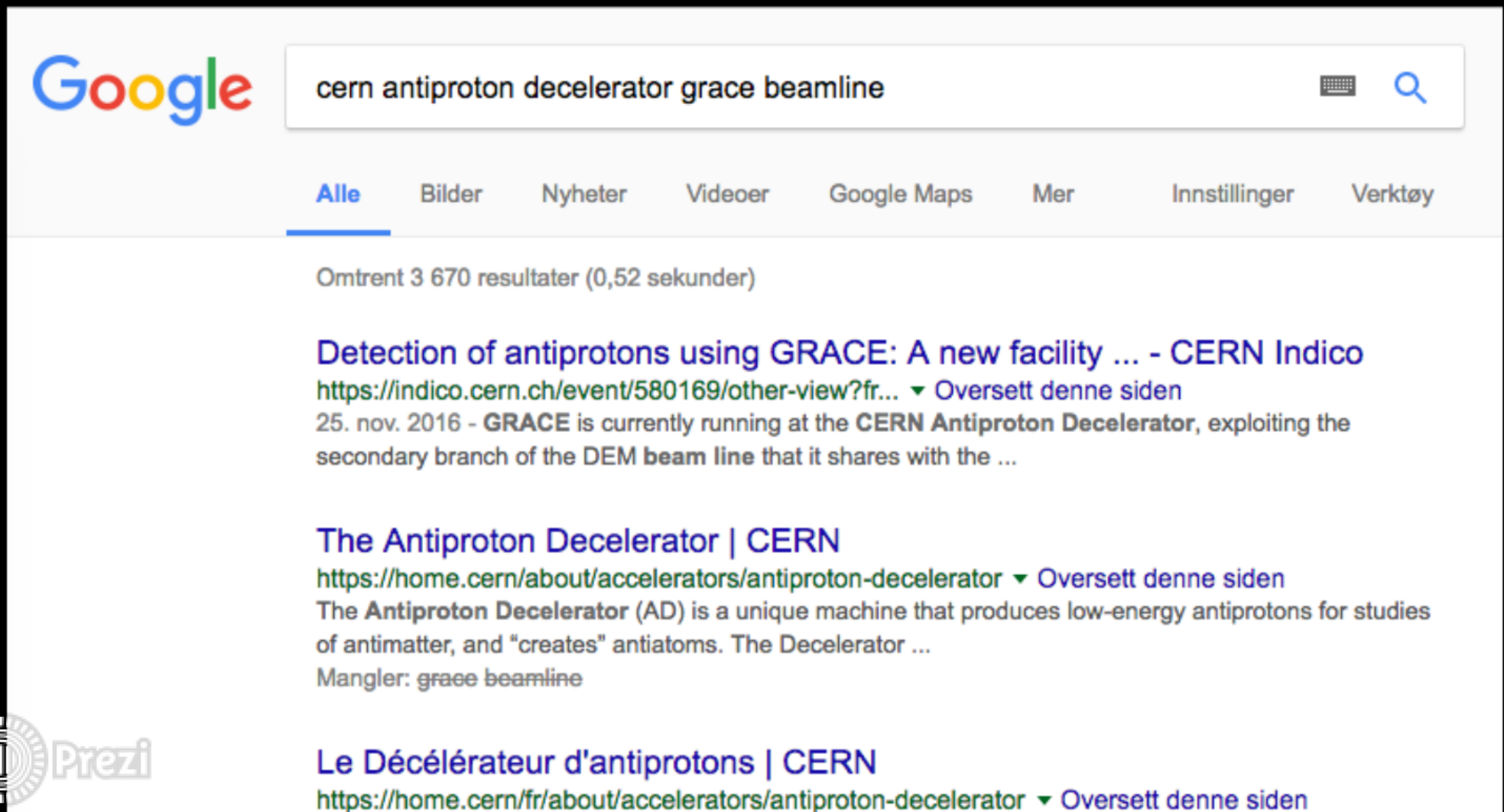
Personnel: 3,852,000 CHF
Materials: 3,312,000 CHF
Total: 12,802,000 CHF =
11.17 mill. €

On Wikipedia:

ELNA [edit]

¹ELNA (European Low Energy Antiproton and Electron Facility) is a 30 m horizontal storage ring installed inside the AD complex. ²ELNA is designed to further decelerate the antiproton beam to an energy of 5.1 MeV for more precise measurements. The first beam circulated in ELNA on the 16th November 2016.³ The ring is expected to be fully operational in 2017. ELNA will be the first experiment to use a beam from ELNA, with the rest of the AD experiments following suit in 2019/2020.

... *for students*



The screenshot shows a Google search interface. The search bar contains the text "cern antiproton decelerator grace beamline". Below the search bar, there are tabs for "Alle", "Bilder", "Nyheter", "Videoer", "Google Maps", "Mer", "Innstillinger", and "Verktøy". The "Alle" tab is selected. Below the tabs, it says "Omtrent 3 670 resultater (0,52 sekunder)". The first search result is titled "Detection of antiprotons using GRACE: A new facility ... - CERN Indico" with a URL "https://indico.cern.ch/event/580169/other-view?fr..." and a date "25. nov. 2016". The second result is titled "The Antiproton Decelerator | CERN" with a URL "https://home.cern/about/accelerators/antiproton-decelerator". The third result is titled "Le Décélérateur d'antiprotons | CERN" with a URL "https://home.cern/fr/about/accelerators/antiproton-decelerator".

Google

cern antiproton decelerator grace beamline


Alle Bilder Nyheter Videoer Google Maps Mer Innstillinger Verktøy

Omtrent 3 670 resultater (0,52 sekunder)

Detection of antiprotons using GRACE: A new facility ... - CERN Indico
<https://indico.cern.ch/event/580169/other-view?fr...> ▼ Oversett denne siden
25. nov. 2016 - **GRACE** is currently running at the **CERN Antiproton Decelerator**, exploiting the secondary branch of the DEM beam line that it shares with the ...

The Antiproton Decelerator | CERN
<https://home.cern/about/accelerators/antiproton-decelerator> ▼ Oversett denne siden
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Mangler: grace beamline

Le Décélérateur d'antiprotons | CERN
<https://home.cern/fr/about/accelerators/antiproton-decelerator> ▼ Oversett denne siden



... *for media*

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

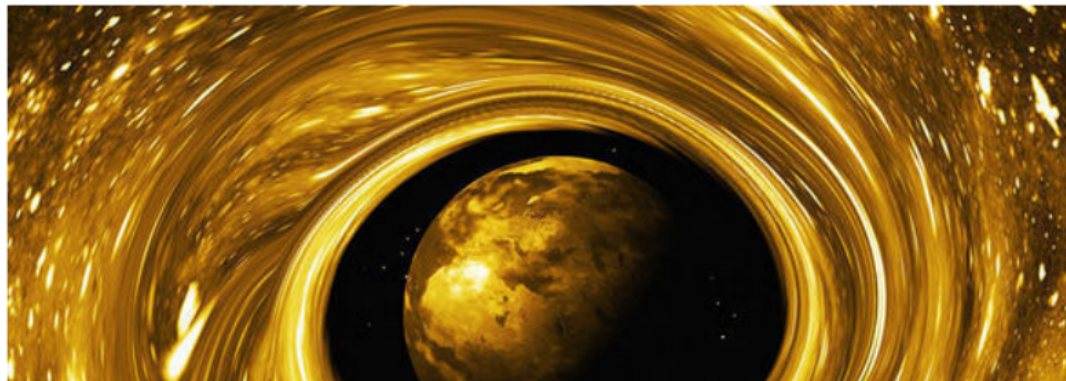
ONE way or another the huge Large Hadron Collider is going to "finish off the planet", according to conspiracy theorists.

By JON AUSTIN

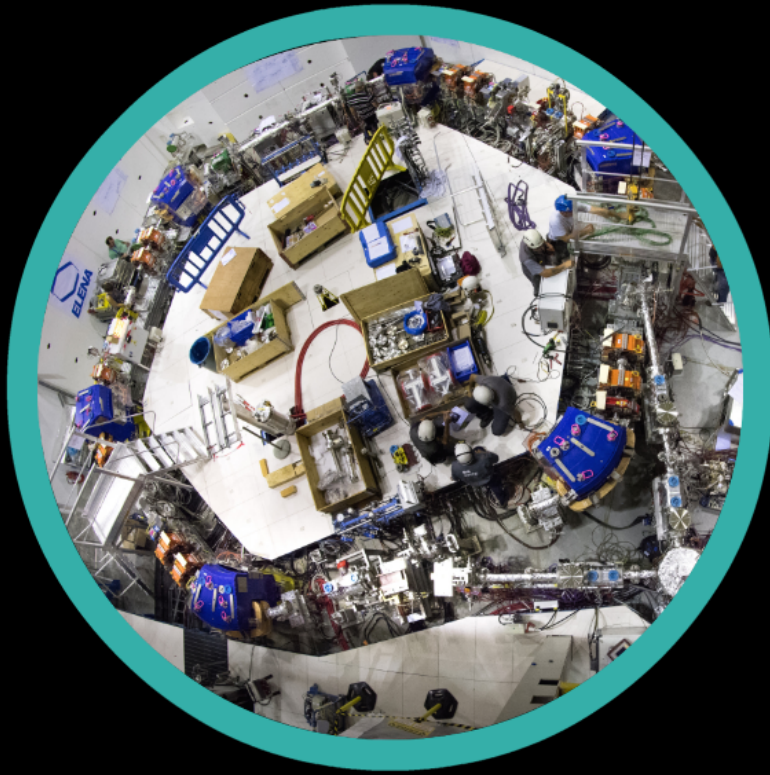
PUBLISHED: 03:28, Thu, Jul 28, 2016 | UPDATED: 09:37, Fri, Jul 29, 2016

SHARE  TWEET     668

38 



... for governments



Elena (2016):

Personnel: 3,852,000 CHF

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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

Google cern antiproton decelerator grace beamline

Alle Bilder Nyheter Videos Google Maps Mer Investinger Verkty

Omkring 3 670 resultater (0,62 sekunder)

Detection of antiprotons using GRACE: A new facility ... - CERN Indico
<https://indico.cern.ch/event/580168/other-view/7ff...> • Oversett denne siden
25. nov. 2016 - GRACE is currently running at the CERN Antiproton Decelerator, exploiting the secondary branch of the DEM beam line that it shares with the ...

The Antiproton Decelerator | CERN
<https://home.cern/about/accelerators/antiproton-decelerator> • Oversett denne siden
The Antiproton Decelerator (AD) is a unique machine that produces low-energy antiprotons for studies of antimatter and "exotic" antiparticles. The Decelerator ...
Mangler: grunn beamerline

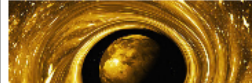
Le Décelerateur d'antiprotons | CERN
<https://home.cern/fr/about/accelerators/antiproton-decelerator> • Oversett denne siden
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Mangler: beamline

... for media

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

CERN was an early proponent of the Large Hadron Collider's safety in 2003, stating it could not create black holes.

Share Tweet



... for governments



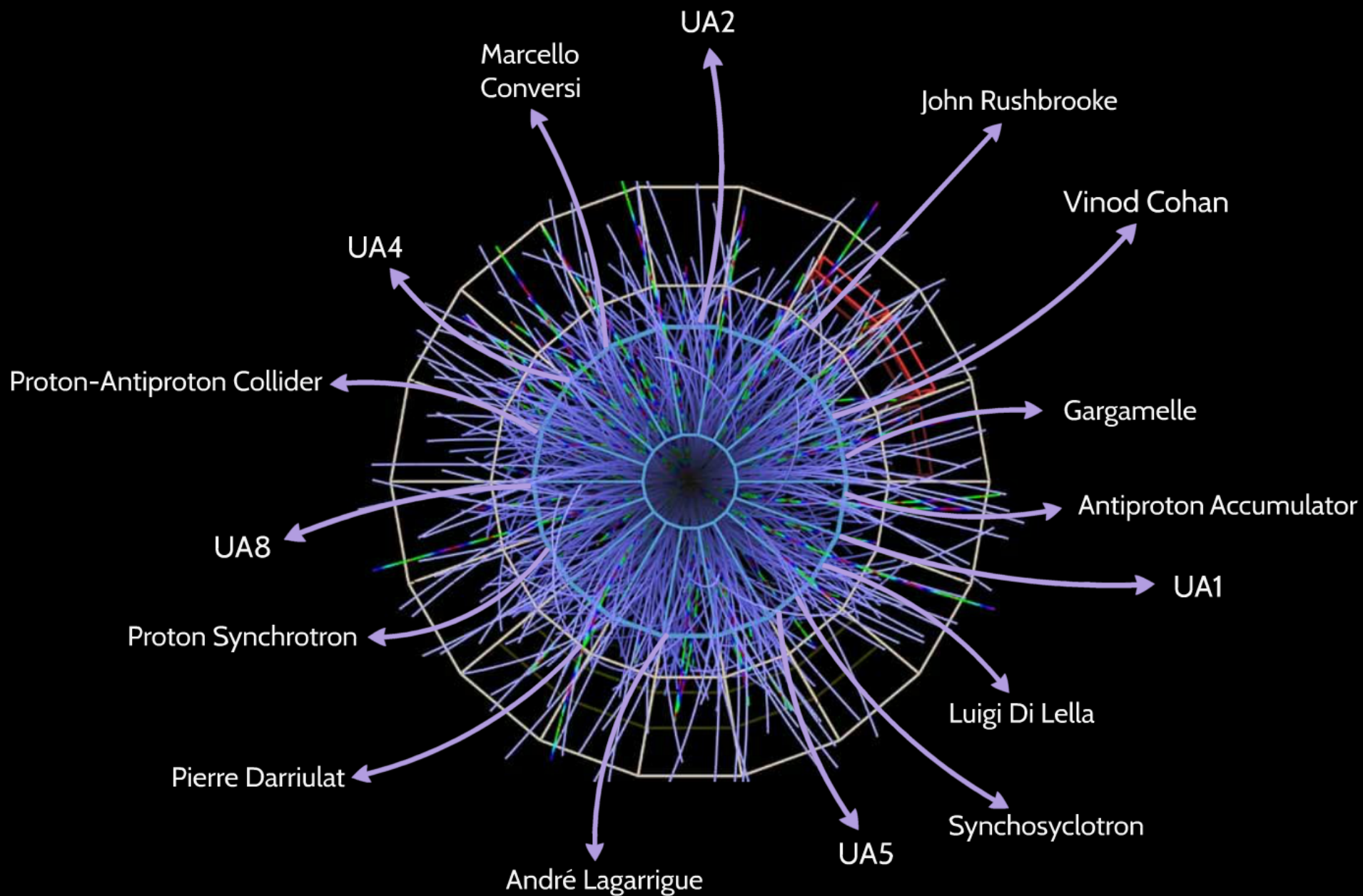
Elena (2016):

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On Wikipedia:

ELENA (2016)
ELENA (European Large Ion Collider) is a 100 m long linear accelerator, which will be built at CERN. It is designed to accelerate heavy ions to energies of 0.1 MeV/u for various experiments. The first beam is expected to be produced in November 2017. The ring is expected to be fully operational in 2018. ELENA will be the first step towards a new linear accelerator, with the goal of the 400 MeV/u heavy ion beam in 2020/2021.





"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

Average Wikipedia-article contained 4 inaccuracies; Britannica about 3

Why does Wikipedia work?

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

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

still...

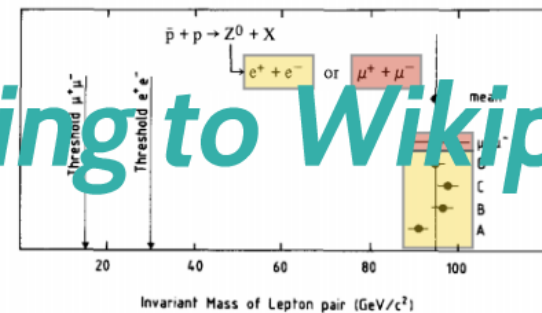
- 84,7% of scientists uses Wikipedia in day-to-day work
- 2005: 17% of Nature authors consult Wikipedia on a weekly basis, less than 10% help to update it

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, $27 W^\pm \rightarrow e^\pm \nu$ events have been recorded [5] ⁺². According to minimal $SU(2) \times U(1)$, the Z^0 mass is predicted to be [6] ⁺³ $m_{Z^0} = 94 \pm 2.5 \text{ GeV}/c^2$. The reaction (1) is then approximately a factor of 10 less frequent than the corresponding W loop-toponic decay channels [9] ⁺⁴.

Arnison, G. et al. (UA1 Collaboration). Experimental observation of lepton pairs of invariant mass around $95 \text{ GeV}/c^2$ 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 SpS, 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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CERN. (2017). CERN's Communication Strategy 2017-2020. [online] Available at: <http://communications.web.cern.ch/sites/communications.web.cern.ch/files/files/strategy/CERN_CommunicationsStrategy_2017.pdf>. [Accessed 9 August 2017].

CERN. (2015), Final Budget of the Organization for the sixty-second financial year. [online] Available at: <https://cds.cern.ch/record/2126919/files/fc-e-5955_c-3212_Budget.pdf>. [Accessed 9 August 2017].

Gandica, Y., F. sampaio dos Aidos, J. Carvalho. (2014). The dynamic nature of conflict in Wikipedia. Europhysics Letters. 108 (1). doi: 10.1209/0295-5075/108/18003

Giles, Jim. (2005). Internet encyclopaedias go head to head. Nature, 438, p. 900-901, doi: 10.1038/438900a

Leibniz Research Alliance Science. (2015). Social media: researchers use Wikipedia the most. [online] Available at: <<http://www.leibniz-science20.de/social-media-forschende-nutzen-am-haufigsten-wikipedia/>>. [Accessed 9 August 2017].

Pictures:

Photo, event in Alice: cern.ch

Photo, Express: <http://www.express.co.uk/news/weird/694392/Will-Large-Hadron-Collider-destroy-Earth-CERN-admits-experiments-could-create-black-holes>

Photo, ELENA: <https://cds.cern.ch/record/2202429>

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

Slide from lecture: <https://indico.cern.ch/event/634075/>