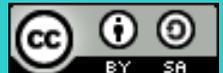# Sport and Wikis

An Introduction to Wikis for Sport organisations

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Sport and Wikis

Purpose

You are here to get excited about wikis, to be encouraged to use wikis to help meet your institutional goals and objectives. You are here to see how wikis can help bring attention to less visible parts of Australia and New Zealands's sport community, to figure out how to use wikis to help with potential sponsors, to help improve Australian sport related content on Wikipedia , and get much needed media attention.

Attendees

These workshops are aimed at Australian and New Zealand sport people at all levels and across all levels. More specifically, an effort has been made to get smaller clubs like Aussie rules, roller derby, netball and swimming clubs to attend. Outreach has also been done with the hope of getting more women's sport on social media so they can become more visible. It also includes organisations like State and National branch Institutes of Sport and universities that have programs in sport studies/management/ physiology/ history and culture. Beyond this, local sport fans who edit Wikipedia and Commons will be invited.

Sport and Wikis

General Content Overview

The focus of the workshop will depend on who is involved. In general, the broad general scope will be aimed at teaching you three things:

1. How to use Wikipedia, Commons, Books and other WMF projects to help promote sport related organisations;

2. How to set up a wiki to help an organisation with document management; and

3. Why sport interest groups and organisations should be more engaged in wikis.

Booklet Contents

This booklet is designed to supplement discussion materials. It has the following pages:

Why use wikis?

There are many different types of sport organisations, each with their own unique goals and objectives. In general, the reasons you may want to use a wiki include:

• Improve the quality of the Wikipedia article related to the sport you're involved with. Many people turn to Wikipedia first when looking for information. Wikipedia appears near the top of many Google searches. By improving the quality of information on Wikipedia, fans will be more informed and may visit your site.
• Provide a chance to network with others who are interested in the same topic as you.
• A chance to empower people inside your sport organisation and to make your fan base feel empowered.
• Information does not disappear just because it gets older. Important content continues to be indexed; it does not get pushed down a page as new content is added.

These are just a few general reasons why your sport organisation should use wikis. There are more reasons that are specific to the type of sport organisation you are involved with.

Why use wikis?

University sport studies departments

• Provide a great platform to share research, organize coursework that may be valuable to others, and allow for constructivist learning methods.

• Help to promote the program to potential research students.

State Institutes of Sport

• Are an easy to use platform for state institutes of sport to share information with the government, sponsors, member state federations, and the general public.

• Provide a shared workspace where all those parties can contribute to sharing knowledge around the institute's organisational goals and objectives.

Sport federations

• Easily connect national, state and local competitions, to post calendars that are easily updateable by anyone in the organisation.

• Provide a place to host pictures.

• Provide place where information from multiple sources can be consolidated, for example, state sports federations.

• Allow stake holders on various levels to participate.

Why use wikis?

Sport leagues

• Wikis are great way to help foster a sense of community amongst fans. They are an alternative to social networks, tend to be more factual, less opinionated and less of a problem in terms of presenting information that is overly negative about a league.
• Wikis like Wikipedia are generally viewed as being neutral, which adds credibility to information presented about your league.
• Wikis provide up to date and accurate information on resources that are viewed by many people and have static URLs to make linking easier.

Sport teams

• You can provide current team rosters, updated schedules and a history of the team.
• Promote athletes affiliated with the team. This can be on Wikipedia, Wikia, PB Works or others.

Athletes

• Unlike news stories or blog entries, if a wiki has factually incorrect information or is out of date, athletes can easily update and correct these problems.
• For athletes, having their own wiki as a fansite hosted by themselves on a service such as Wikia or PB Works means they can help create their own fan community, provide a place for fans to interact on talk pages, and share pictures.
• They are a place to consolidate all the factual information that they want the public to know. Because it is a wiki, the information is much easier to update. Most wikis have RSS feeds so that search engines will be easily notified that this content has been updated.

Using WMF Projects

Wikipedia

Wikipedia is perceived to be comprehensive and unbiased information on any sport code, sport organisations, and of course notable sport figures and celebrities. Wikipedia is the first or second site that shows up on Google when people search for it.

When contributing to Wikipedia, there are a few things to keep in mind:

1. Wikipedia is not a place to advertise your sport federation/team/athlete. All content that you upload and create should be neutral. If you appear to be advertising, you may get banned and any links you add may get blacklisted. See WP:FAQ/organizations on Wikipedia

2. Be aware of conflicts of interest. When you are editing, cite as many sources that are not you as possible, use talk pages to explain your edits, write as neutrally as possible. See WP:COI and WP:FAQO on Wikipedia

3. You do not have control over the content on Wikipedia. People may undo your changes. They may add information that is unfavorable to your organisation or about you. See WP:FAQO on Wikipedia

4. When editing, remember to be as neutral as possible and that anything you include should be verifiable. See WP:FAQO on Wikipedia

See Wikipedia:Version_1.0_Editorial_Team for additional help on how to edit Wikipedia free of conflict.

Using WMF Projects

WikiProjects on Wikipedia

Another way to learn about how articles are categorized, assessed and improved is by joining a WikiProject. These reside not in the Wikipedia main namespace where the articles are but "behind the scenes" in Wikipedia's project space. Many WikiProjects comprise active special interest groups who collaborate on whole sets of related articles. A pioneering WikiProject, Wikipedia:WikiProject The Beatles helped pave the way for the assessment and improvement process that has become standard in producing featured articles.

For sport in general Wikipedia:WikiProject_Sports is a good place to start. To drill down to specific topics for specific locales browse the Wikipedia:WikiProject_Sports_Directory. Find the subject area that relates to your organisation, sign up, get involved. Learn to use the assessment system for article quality as it will help increase the number of editors to your articles and improve the chances of the article being featured.

An Australian sport related WikiProject can be found at http://en.wikipedia.org/wiki/Wikipedia:WikiProject_Council/Directory/Culture/Sports#Australian_sports

Using WMF Projects

Commons

Wikimedia Commons is hosts multimedia libraries such as images, video, audio and documents can be uploaded here. All content uploaded needs to be licensed. Licenses that are acceptable include the GNU Free Documentation License, Creative Commons Attribution and Attribution/ShareAlike licenses, other free content and free software licenses, and the public domain.. Media on this project easily integrates with work on the articles on Wikipedia, Wikibooks, Wikisource and Wikinews. This multimedia content is available across all language projects for those wikis.

If you are a sport organisation and you have a license to allow for uploading of your content, it can be very helpful in terms of providing link traffic from citations for where the image came from, providing readers with high quality images that better show off your organisation, and help instill good will amongst the fan community by demonstrating a willingness to be open and share.

Using WMF Projects

Wikinews

Wikinews sometimes has sports news articles on current affairs and breaking news. While all articles can be publicly accessed, the 'front page' has a tough editorial checkpoint managed by Wikinews volunteers. Despite this, if you can follow the style guidelines found at http://en.wikinews.org/wiki/Wikinews:Style_guide to write an article, your sport organisation may value the additional visibility by having your news reported there as Wikinews gets syndicated on Google News.

Wikiversity

Wikiversity is for research; teaching and learning documents; and projects and activities.It can be used by academic programs and institutes of sport to share ongoing research, to develop coursework for students, staff, volunteers and athletes.

Wikibooks

Wikibooks allows contributors to create their own "free, open content textbooks, manuals, and other texts." It does not allow for original research. Wikibooks may be useful for organisations wishing to write the history of their club, league, federation or sport. It may also be useful for sport related academic programs that want to have staff or students work towards developing course material at a low cost.

Wikisource

Wikisource is a great place to host primary source documents and make them available to researchers like historians, sport historians, sociologist, sport sociologists. The type of materials that can be uploaded to Wikisource includes published texts. This includes "novels, non-fiction works, letters, speeches, constitutional and historical documents, laws and a range of other documents." Examples of some of the content related to sport on Wikisources can be found at http://en.wikisource.org/wiki/Category:Sports.

Creating your own sport wiki

Creating your own sport wiki is a great way to promote your organisation, league, team or athlete. It allows you to control the content, who can edit that content and allows you to control who can view your wiki in a way that you cannot do on Wikimedia Foundation related projects. Below is some very brief information about a couple of options for setting up your own wiki using wiki software hosted on your site on on some one else's site. Additional information on wiki hosts and software can be found at http://www.wikimatrix.org/. After that is some advice on how to get started creating content on a wiki.

Wiki Hosts
PB Works

PB Works allows its users to create free basic wiki workspaces, or have access to more advanced features if they subscribe to a premium plan. Workspaces can be public and open to everyone, or private and only accessible to those that the wiki founder chooses.

Advantages: PB Works allows you to have better control over who can view and edit your wiki. Multimedia video, images and sounds can easily be integrated into the page. You do not need to use a Creative Commons license.
Disadvantages: The wiki is not powered by Mediawiki, which can create a learning curve for some users.

Wikia

Wikia is a wiki farm that allows anyone to create a wiki about whatever topic they desire. The wikis on their site are open to anyone who wants to edit them.

Advantages: They host and provide technical support for your wiki. They can help you promote your wiki, especially if they think it can get a lot of traffic. Wikia also provides some assistance in mediating on wiki conflict and with community management. They have a solid relationship with Wikipedia and getting links to your Wikia hosted wiki on Wikipedia may be easier.
Disadvantages: You do not have control over all the content, cannot install your extensions and it may be difficult to leave if you find Wikia does not work for you. Wikia also forces you to use a Creative Commons license.

Creating your own sport wiki

Wiki software

If you want to create your own wiki and have control issues, you may want to have wiki software installed on your own server.

Mediawiki

Advantages: This software is the most popular wiki software out there. It is the software that backs Wikipedia. Because of this, it has a lower learning curve for potential contributors. There is a large number of developers who can help support Mediawiki. If necessary, they can be hired to create skins for a Mediawiki installation, create extensions to do customized things, and program bots to help automate some content related issues.

Disadvantages: The software requires some knowledge to install and maintain. If you aren't comfortable with that, Mediawiki may not be a viable solution.

Wagn

Wagn is a structured wiki software project written in Ruby on Rails. It incorporates a wiki, a database, and a content management system. It was created with the help of a grant from Meyer Memorial Trust and its first larger scale implementation was for Connectipedia, a wiki for nonprofit organisations in the Pacific Northwest region of America.

Advantages: Wagn is powered using Ruby on Rails. This programming code is very popular at the moment. Many people are interested in seeing web projects use it to succeed.

Disadvantages: Wagn can be confusing to edit at first. Many contributors may not be used to it, which presents a barrier to contributing.

Creating your own sport wiki

Advice on starting a wiki

Once you've chosen your software or host, there are a few things to consider:

• What copyright are you going to use on the wiki? (This decision may be made earlier, when choosing a host.) How will your copyright impact who will contribute to your project?

• What is the content focus of your wiki? Is it about sharing ongoing research in my academic department? Is my wiki going to be about the history of the sport I am involved with?

• Who is the audience for your wiki? Who do you want contributing to your wiki? Is your wiki only for people inside your organisation? Is your wiki intended for only local people? Are you targeting everyone interested in the sport your wiki is about? Do you want any web visitor to contribute? Do you want only people inside your organisation to contribute? Do you want to be the sole contributor?

• How will you create policy? Will you create a set of clear rules from the start? Will you allow the rules to be created and evolve as the wiki grows organically?

• How will content be organized? What sort of category structure will you use? How flexible is that structure? Will you create templates with the idea of encouraging people to organize on article content in a certain way?

Wikipedia Cheatsheet

Everyone can contribute to the free encylopedia Wikipedia. This is possible because Wikipedia is a wiki: Simply click on the link "Edit this page" on top of an article and start writing. This cheatsheet shows the basic formatting tricks.

WIKIPEDIA
The Free Encyclopedia

Wiki text	Result
`''italic''`	*italic*
`'''bold'''`	**bold**
`'''''bold and italic'''''`	***bold and italic***

`==heading==`
`===level 2===`
`====level 3====`
`=====level 4=====`
	Headings in different sizes

`[[Link to another page]]` `[[Link|different title]]`	Internal Link to another page on the wiki
`http://www.test.org` `[http://www.test.org Text]`	External link Link with description
`[[fr:Page en français]]`	Interwiki link to french Wikipedia (appears under "languages")
`[[Category:Example]]`	Add article to category "example"
`----`	horizontal line

`* one`
`* two`
`* three`
	Bullet list

`# one`
`# two`
`# three`
	Numbered list

`[[Image:File.jpg|Text]]`
`[[Image:File.jpg|frame|Text]]`
`[[Image:File.jpg|thumb|Text]]`
	Image with alternative text
	Image aligned right with caption
	Thumbnail

`[[Media:File.ogg]]`	Download link
`{{Name}}`	Include template "Name"
`--~~~`	Signature (Link to userpage)
`--~~~~`	Signature with timestamp
`#REDIRECT [[Other article]]`	Redirect to another article

http://www.wikipedia.org

Copyright

When dealing with wikis and other content related to your sport organisation on the web, always consider the copyright implications. Ask yourself:
• Who owns the content I post?
• Who has a right to repost content I share?
• Who has a right to modify, remix or make derivatives of content I publish?
Different wikis and websites have different policies regarding copyright. You want to make sure that the content you share complies with copyright policies inside your sport organisation.

What are free licenses?

Free licenses allow other people to easily use content. Information about free licenses can be found at
http://freedomdefined.org/Licenses

What copyright does Wikipedia use?

Wikipedia uses the Creative Commons Attribution-ShareAlike 3.0 Unported License copyright. This means that any contributions you make to Wikipedia, others are allowed to:
• to Share—to copy, distribute and transmit the work, and
• to Remix—to adapt the work
Anyone doing that must do so under the following conditions:
• Attribution—You must attribute the work in the manner specified by the author or licensor (but not in any way that suggests that they endorse you or your use of the work.)
• Share Alike—If you alter, transform, or build upon this work, you may distribute the resulting work only under the same, similar or a compatible license.
A copy of Wikipedia's license can be found at
http://en.wikipedia.org/wiki/Wikipedia:Text_of_Creative_Commons_Attribution-ShareAlike_3.0_Unported_License

Wikipedian in Residence

For most sport organisations, there would be little need for a Wikipedian in residence because the potential content related to their organisation would be rather limited. If you are an athlete or a rural sport team, you may be lucky to be mentioned in Wikipedia, even luckier if there is an article about you. If you are a larger sport organisation such as Australian Rugby Union or the Australian Football League, there may be several hundred articles that relate to your organisation on some level. These include season summaries, team and athlete related articles, articles about the league or federation, an article about the sport your organisation is involved with. If that is the case, you may want help improving the content related to your organisation and Wikimedia Australia may be able to help you get a Wikipedian in residence. Things to remember about Wikipedia before seriously considering this:

• Wikipedians work for free and most support the ethos of free culture;
• Paying for work to be done on Wikipedia is generally frowned upon by Wikipedian culture;
• As many sports organisations are not non-profits, Wikipedians will respond differently to you than they would to a non-profit organisation; and
• You ultimately cannot control the content on Wikipedia as it belongs to the community.

Wikipedian in Residence

If your organisation understands those issues and can live with those issues, if there is enough content related to your organisation to justify getting involved, Wikimedia Australia can help set you up with a Wikipedian in residence for a weekend, a week or even a month. When Wikimedia Foundation in the USA did this with the British Museum in London, the Wikipedian in residence helped the organisation use Wikipedia in several ways:

• Set up a workshop where Wikipedians could see behind the scenes of the organisation and let the Wikipedians see some of the unique artifacts they have that might be worthy of articles and the work that the organisation did. This was coupled with another workshop where local Wikipedians showed people inside the organisation how to edit Wikipedia in a way that did not conflict Wikipedia's rules.
• Found volunteers who would help translate content about materials relevant to the organisation into content other language Wikipedias. Often this involved school groups.
• Created a contest offering gift vouchers if content in a category about artifacts related to that organisation appeared on the main page of any language Wikipedia.
• Created a photos wanted listing, for people who wanted images to help enhance articles related to the organisation.

Wikimedia Australia can try to assist sports organisations in accomplishing this by using their contact network to see if any editors would be interested in helping your sport organisation accomplish similar goals.

Sources and Contributors

Article Sources and Contributors

• Why use wikis Source: http://en.wikiversity.org/w/index.php?oldid=694543 Contributors: LauraHale

• Using Wikimedia Foundation projects Source: http://en.wikiversity.org/w/index.php?oldid=702955 Contributors: CQ, Darklama, LauraHale, Leighblackall

• Creating your own sport wiki Source: http://en.wikiversity.org/w/index.php?oldid=694767 Contributors: LauraHale, Leighblackall

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