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MONTREAL – ICANN Wiki Edit-A-Thon  
Saturday, November 2, 2019 – 13:30 to 15:00 EDT  
ICANN66 | Montréal, Canada

RAYMOND KING: Hi everyone. Okay. Welcome to ICANN66 Montreal ICANN Wiki Edit-A-Thon. I'm Ray King and with me is Dustin Loup. Say hello.

DUSTIN LOUP: Hi.

RAYMOND KING: Yeah, and our plan today is to give you some background for those of you who are new to ICANN Wiki, just a little bit on how it got going, maybe some of our Core Values, that type of thing, answer any questions you might have, and then make sure everyone knows how to log in, do a few edits together on screen, and then go from there. Is there anything that anyone wants to make sure we get covered today?

DUSTIN LOUP: How many have been to an Edit-A-Thon before? Cool.

RAYMOND KING: Several.

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DUSTIN LOUP: And is there anybody that already has an account on ICANN Wiki? I assume those that were at the previous Edit-A-Thons, but does anybody else already have an account? If not, it might be good to get the edit requests, the account requests, submitted earlier so we can get those approved while we talk and when we actually get into the editing, we're ready to go. So, probably...

RAYMOND KING: So, go to [icannwiki.org](http://icannwiki.org). You should end up with a screen that looks just like this. Oh, the internet. It should be ICANN WPA. This one, right?

DUSTIN LOUP: Yeah.

RAYMOND KING: And then it's, was it one internet one world?

DUSTIN LOUP: One world one internet, I think.

RAYMOND KING: Yeah. Okay, so your immediate work is to get logged in over here. And if you don't have an account, then you would go here and hit the login screen, and then here you would go to this button, Request a Login. And fill this form out. Any thoughts on this form?

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DUSTIN LOUP: No, no. I think it's pretty straightforward.

RAYMOND KING: Yeah, and then the bio, you can do something. You don't have to get too crazy here. The main thing is we're trying to, as people request accounts online, just have some inkling that they're legit. So, we use that. But all of you guys, if you're here in the room, we're just going to automatically give you the legit pass, okay?

DUSTIN LOUP: I think there's a minimum of like ten words but don't stress too much over that. It's not really used for anything.

RAYMOND KING: Yeah, exactly. Okay, I'm going to log my... I'll just go back here for a sec. Great. So, everyone got that? So, you're going to go to [icannwiki.org](https://icannwiki.org). If you don't have an account, you're going to request a login and then what will happen is while we're talking here, Dustin will approve those logins so that everyone's ready to go. Good? Okay, great.

So, ICANN Wiki was started in 2005. It was at the, I think, Vancouver ICANN Conference. At the time, a couple of us were there and we felt that it was important to be able to have a resource which connected people, companies, Working Groups, constituencies, and just kind of tied the fabric of ICANN together because we were, at that time, kind of

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new to the space and felt it was important to aggregate our information and were also huge fans of Wikis.

Wikis are great because they tie information together in a way that you don't see in most other sites. A little known fact is the guy invented the Wiki actually lives in our hometown, which is Portland, Oregon. And he started the first Wiki by having a site where people could load articles about different technical topics, and a couple innovations he did was that one, instead of... He had this site, which had a lot of great information, but instead of having people send him articles and then he would approve them and put them on afterwards, he said, "You know what, I trust you. So, if you want to put an article on my site, I'm just going to allow you to title the article, clip your article into this little, tiny box, just cut and paste it, and it'll be published on my site. Boom."

So, this was kind of like the first key Wiki value which is called "Assume Good Faith." So, start with the idea that other people are going to want to build something together with you and instead of review then publish, he just turned the order around and said publish then review. So, if you put something up that's whacky, you know, we may delete it afterwards or may edit it to become something that is more valuable. But start with the assumption of good faith.

Another Core Value for us is Be A Builder. So, I'm actually going to click on the About Us tab here, and you'll see if we go there, it just tells you a little bit about ICANN Wiki, and I won't read this whole thing to you, obviously. But, if you scroll down a little bit you'll see Wiki Values, and

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the first one we were just talking about is Assume Good Faith, and that's kind of a key tenant.

The second is Be A Builder, because building is fun. So, you know, none of us can maybe build a building together, but if we come together and we bring different skills, you know, we can make that happen and together we can build something that none of us alone could build. So, that's one of the other key items.

The third is Change is Cheap. So, it's hard to get something right on the first time and if you have the mindset that, publish something and if it's not exactly right, you can come back and edit it, no problem. But, Ward, who was the guy that invented the first Wiki, went a little further and he said, "You know what, if you put something up and it's not exactly right, maybe we should be open to the fact that anybody can edit it."

And, you know, that's kind of the second key point is that if you have this mindset of assume good faith, we're trying to build a resource together, and that we're all trying to do something well, then it should be okay for other people to edit "your article", and it kind of erases this notion of your in ownership, also, but it puts us more in a 'we' mindset because the minute someone else starts editing "the article you started", you know, now you're coeditors. If a third person jumps in, now everyone's working together. And it could just be as little as fixing a spelling error. But I might write article, someone fixes a spelling error, and they've actually helped me make my article better.

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Or it could be that I started an article with just two sentences, and I said, “Man, there should really be an article about this subject.”, and someone else comes in and really blows it out, it’s all collaboration. So, it’s all this concept of working together. So, that concept’s really important.

And the other big thing that he did was he said, “If you have an article, and you think that some concept or term in your article should really be an article of its own, then you can go ahead and double bracket that, and if there is another article on this site that is talking about that subject, I’m going to automatically link there.” Which is really cool, right? Okay, so you’re crediting an internal link.

But then he went a step further and said, “If you link, let’s say you have an article and there’s a term in there and you link to it, but that article doesn’t yet exist on the site, then instead of creating a 404 Error and saying, ‘Oh, that’s just linking to a bad link’”, he said, “That is really like an invitation to create an article on that subject because someone must’ve at that point thought there should be an article about that subject.”, right? And therefore, he made a red link. So, if the article exists, it turns into a blue link, and if the article doesn’t exist, it’s a red link. And if someone clicks on the red link, it says, it’s not an error but this Wiki wants this article and you can be the first to create it, which is kind of cool.

So, there is a way, actually, to see all of the articles that are in that mode. Help me out here. Special Pages and Wanted Pages. So, this is kind of cool. If an article is linked to a term is linked to in more than one

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article, then it means that it's really wanted, right? So, the Wiki can over time, based on looking at the red links, tell you what it craves. Right? Like, the more people linked to a term that doesn't exist, the more likely it is that that is something that is wanted by the Wiki. So, we can see here that there's a number of companies, acronyms, the Singapore Playing Cards. I don't know why that's linked to so many times, but there's 55 articles that link, it's probably because we have pages for the people for whom were in that deck of cards, etcetera. But you can see different articles that the Wiki basically wants. Any questions so far? No? Okay, great.

DUSTIN LOUP: Can you go back to that really quick?

RAYMOND KING: Yeah, the one I was just at? That one?

DUSTIN LOUP: Yeah, I just noticed one thing in particular. That one of them is a Category Page, which I think it's in our interest to kind of highlight the different name spaces within the Wiki and the navigation, without getting too much into the weeds.

RAYMOND KING: Okay.

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DUSTIN LOUP: If you click on that one, it will actually have some content because it's aggregating all of the...

RAYMOND KING: Where do you want me to click?

DUSTIN LOUP: On Category Chad.

RAYMOND KING: Oh, Category Chad. Okay.

DUSTIN LOUP: So, if you click on that, it actually does have content. So, if you find pages like this, what you can do is just go in and... Are you logged in?

RAYMOND KING: I logged myself out. Let me see. I don't know why this happened to me before. Log yourself in...

DUSTIN LOUP: Well, what I can do is if you just... Let's see.

RAYMOND KING: I just reset it.



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DUSTIN LOUP: No, okay.

RAYMOND KING: I should not have logged myself out there. Hold on.

DUSTIN LOUP: So, I can figure out... I can...

RAYMOND KING: Sorry. Just pause for a quick technical break. Oh, there we go. Sorry.

DUSTIN LOUP: Okay. Cool. So, with this page, really what it is is it's aggregating all of the pages that have added Category Chad. Normally, it's individuals and organizations with a few exceptions. So, if you come across some of these non-content pages and they haven't been created, it's really easy to go in and create it. So, if you go to Create Page... I realized that the little share screen dialogue is kind of blocking you from doing so but...

RAYMOND KING: This one?

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DUSTIN LOUP: Yeah. And then if you just type in this page aggregates the people and organizations based in Chad.

RAYMOND KING: Okay. Then hit Save?

DUSTIN LOUP: Then hit Save.

RAYMOND KING: Okay. Creating a Category Page, something like that.

DUSTIN LOUP: Yeah.

RAYMOND KING: Okay.

DUSTIN LOUP: So, it's little things like that that kind of make the whole experience of the site better.

RAYMOND KING: Because now people know what this is.

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DUSTIN LOUP: Right.

RAYMOND KING: Or if I go back to Special Pages...

DUSTIN LOUP: And now it will also... Another benefit of... Even though it was already aggregating, now it will show up in a search as well.

RAYMOND KING: Oh, nice. Right, and now it's also now out of this page so it's no longer a Wanted Page, if that makes sense. Yeah. But, yeah. And if it's more of a, I don't know, I think Community Priority Evaluation is a good example of like an ICANN concept and here, you know, that's something that the Wiki needs. So, that could be an article that could be started. Good, so just going back here for a moment.

So, basically we started this project quite a while ago and over time, a lot of people have made a lot of edits to it. But it does need a lot of help. What ends up happening with Wikis is over time, the information is less up to date, so there's a lot of work that needs to be done to kind of keep things up to date. There's also a lot of new concepts that come out all the time. There's always new acronyms, you know. Every year there's something new going on which need to be documented as we go forward.

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So, some of the other concepts are Radical Trust, which kind of goes along with the Assume Good Faith, but it is kind of radical to... Every time we talk about Wikis, someone says, “Well, what happens if someone just totally deletes an article or defaces something or uploads some horrible picture?” And the answer is that we just have to take a leap of faith and trust that in general people are going to move in the right direction and we even go further. Like sometimes someone will do something which just makes no sense, like you would say, “Oh, they obviously are trying to hurt the site.” But we’d start with the premise that maybe they just couldn’t believe that you could actually edit something so they just did a test and said, “Oh, could I delete an article? Or what happens if I change the wording on this to something completely nonsensical?” So, if that happens we’ll generally respond and say, “Oh, it seems like you made a test edit. Turns out this is the way the Wiki works. We took the time to revert that edit because it didn’t seem appropriate and can we help you become a more valuable member of the Community?” That type of thing. So, we think that’s important.

We also think this idea of real people is kind of cool. Like, it’s nice to identify who you actually are. It’s not required, but let people know who you are, what you’re doing, where you’re working, because that generates more credibility and more trust, which is what it’s really all about. And this concept of refactoring means that over time, Wiki articles are like pearls, they get better and better over time. And it’s in contrast to like a blog, where you would have someone who takes a bunch of time, writes an article, and then people comment, but if you

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get a lot of comments, it's actually takes a long time to read a blog article and understand what everyone else is trying to add.

Whereas in a Wiki, instead of commenting, you edit. So, you don't have this like publisher, commenter, but you end up with a single article that has the thinking and the commenting is kind of built in. So, if your comment is, "Well, have you considered this?", you just add a paragraph. And if someone else is like, "Have you considered that?", they add a paragraph, or they reword it. And often times, less is more. So, if you can say something more concisely, that's a skill. You know, like sometimes when you want to get your thoughts out, you might blab out three paragraphs of information, and someone else is like, "Hey, I can say that in less words." And that's actually a gift. It's a gift to the reader because no one can read everything that's out there. I think Mark Twain was quoted with, "If I had more time, I'd have wrote you a shorter letter." So, keep that thinking in mind, if that makes sense. Okay?

And Wiki's are transparent, which is kind of cool. You can see, like in any article, give me... Here, I'll hit a random page. Here's an article about a person, it's a random page. I can hit View History, and I can see who edited that page from start to finish. I can see what did that page look like. Here's the first version of the page. And then I can kind of step through the revisions, and you can see over time the article got to where it is today.

So, it retains a history of who made the edits and what those edits were. I might say, I don't know, who's this Vivian person and what was that edit. I can compare if I want. I can say I want to look at this version to

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that version and compare the select versions. And you can see, “Oh, okay, so that person, Vivian, made these particular edits to that page.” And you can see exactly what happened, which I think is important, as well. That make sense? Good. I’ll stop again for any question’s you guys might have. Going to give a thousand dollars to... No, just kidding. We’re going to acknowledge with great praise the next person who asks a question. Great.

UNKNOWN SPEAKER:

What about, I mean, this might just be influence and disinformation attempts. So, I know one former politician who, for example, had people edit his Wikipedia article, and this isn’t ICANN related but just Wikis in general, [inaudible] and then it kept going back and forth.

RAYMOND KING:

That’s a great question. Yeah, so many Wikis, not all, because you’re allowed to decide the culture and standards, but ICANN Wiki basically adheres to the same neutrality principles that Wikipedia does. So, the idea is you want to be factual. So, Wikipedia, actually, is entirely a secondary source of information. So, if you’re going to put some information on Wikipedia and say, “This company was started in 1983, or there are this many million people in this country.”, or something like that, you’re expected to cite everything to a primary source.

So, that goes along with the idea that in Wikipedia articles should be written about topics or people or companies that are notable, because if you’re notable, there’s information, there’s primary information,

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which could be like a New York Times article or some other area that you can cite as to where you got the information. So, it's entirely a secondary source. So, putting Wikis together is sort of a research project, right?

ICANN Wiki is a little different in that we seek to have articles about people and companies and topics that might not meet that notability criteria, so we have to have more trust. But the idea is you want to maintain a neutral tone, so stay away from superlatives like this person is the very best, most handsome, amazing person, that would probably not be appropriate. But say this person works here, is involved in this Working Group, was instrumental in that policy or something like that, of course that all makes sense to be there.

What you described is kind of like an edit war almost where there's plenty of gray area and if there's an edit war situation, that does happen. And sometimes edit wars are good because over time it gets people to an understanding. Like, I might feel very strongly about something and you edit back, and I edit back, and you edit back and then we get into it, and we come to an agreement as to what's reasonable, you know, that's actually really good. You end up with an article that is a stronger article because now people really are paying attention to what it says and trying to adhere to factual, be neutral in your approach, etcetera. Does that make sense? Yeah.

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UNKNOWN SPEAKER: I know that Wikipedia is not an academic source. We were taught since high school to not cite Wikipedia [inaudible] so I just wanted to know about the ICANN Wiki. Could that be considered an academic source, or would it just be like a mix of opinion or fact?

RAYMOND KING: Yeah, so your question is would ICANN Wiki be citable as a primary source of information?

UNKNOWN SPEAKER: Yeah, as a primary source or even just like as a secondary source, like [inaudible] in general but is it considered primary or secondary?

RAYMOND KING: Yeah, it's actually a really good... I don't think I've had that exact question before, but as I've said before, ICANN Wiki is both a primary and a secondary source because we have information about people below the notability line, which in itself is a fuzzy line. So, I would say that it probably depends on who you're sourcing it to, but yeah, I think if the information is only available on ICANN Wiki then, sure, cite it as a primary source. I think that makes sense.

DUSTIN LOUP: But also, I mean, that's why it's so important to provide the references and the links in the articles when you're creating them so that if a particular page isn't valid as an academic citation, you can at least use



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that as a jumping off point to say, “These are the primary resources that I need to go read and cite for my work.”

RAYMOND KING: Yeah.

UNKNOWN SPEAKER: On one of your Wanted Pages is Walmart, which is a big company in itself.

RAYMOND KING: Sure.

UNKNOWN SPEAKER: What content would be appropriate on Walmart to the ICANN Wiki because there’s so many [inaudible]?

RAYMOND KING: Yeah. I mean, obviously, the goal would be to have information that’s relative to ICANN and the policy making process, Internet Governance. So, our spectrum is really ICANN and Internet Governance and to the extent that there’s information that is in that spectrum that belongs on ICANN Wiki. We don’t want to, like, we would never want to just go to Wikipedia and copy the article and stick it in there because it would be too much and not really appropriate for the scope of what we’re doing.

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DUSTIN LOUP: I think, if you don't mind me jumping in. So, a good way to approach this kind of scenario with ICANN Wiki where Walmart touches everything, right, and that is not all relevant to ICANN. So, what you can do is where you see that page, there's also a list that says like 17 links. You click on that and you see what links there, and by using those articles you can kind of figure out what the relevant focus is for Walmart, where I'm looking at it right now, and it's related mostly to the new gTLD process and especially their brand applications and their brand top-level domains. So, if I were going in and starting this article, I would go in and see .walmart, what's the status. If it looks like it needs to be updated, then maybe you start by updating .walmart, but ultimately find out which TLDs they have and say Walmart, you can give a generic in track, Walmart is a multinational corporation that is also...

RAYMOND KING: Applied for this brand TLD, and you could point to this article.

DUSTIN LOUP: Yeah.

RAYMOND KING: Because this article, the .walmart should be a separate article than Walmart, right? Because one is the TLD, one is the company. Yeah.

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UNKNOWN SPEAKER:            Would you have a link off to their website?

RAYMOND KING:                Yeah. I mean, I think lots of company articles have a little info box and it links over to their site.

DUSTIN LOUP:                 In some cases, it might be a little bit confusing. It’s kind of trying to find the right link, especially for Walmart which presumably has different domains for different aspects of their work. Or if you’re linking to Google and talking about their ownership of different domain names, you would link to their Registry Page and not just google.com.

RAYMOND KING:                Yeah, like here. I just pulled up a company, Afilius, and you can see here there’s a link directly to their website. So, this is in like an info box which is something you can do to make an article a little bit clearer. Yeah, so that shows you the TLDs they’re involved with and each of these will link off to a page describing that TLD, etcetera. Yeah.

One other key concept I want to make sure that I mention is the idea that, a lot of people ask us if you have to be an expert like, “Hey, I have to have been going to a whole bunch of ICANN Meetings and I got to really know my stuff before I edit this page.” Wiki Pages, I mean, Wikis in general, are mostly built by people who want to learn about a certain subject, right? So, if you think about and you say, “Well, I’m going to…” You guys are all here learning about the ICANN process. I’m sure you

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have areas of interest. As you're researching an area and trying to understand something that's happening, we would invite you to share and use the Wiki as your notes. So, think about it this way. I'm trying to learn about, give me some concept that's happening now.

DUSTIN LOUP: All the discussion around DNS Abuse.

RAYMOND KING: Okay. Yeah, I'm trying to learn about DNS Abuse. You might look at certain articles, you might... All the same things you would do to learn about that, you can just share that as your set of notes on ICANN Wiki and use ICANN Wiki as your own reference, and then what's happening is that work you're doing is being multiplied, the value is being multiplied, because now other people can share and learn and then when people edit your articles, now you've got an even better reference. So, Wikis are built by people who want to learn about subjects, not people who are experts in those subjects already. And that's true for most Wikis including Wikipedia. I would say the...

Thank you for asking. The biggest challenge for ICANN Wiki now is really editor editing and editorship. The ratio of people who consume information to the number of people who actually create information is like I think a thousand to one, or something like that. And it takes a little bit of work, but it's fun. Like, roll up your sleeves, be a builder with us. It's a fun, rewarding experience and it's really what the project needs.

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The entity ICANN Wiki is entirely separate from ICANN, just FYI. It's a separate 501C3 Non-Profit entity. ICANN does help fund the project. It has at various times over the years done that, which we're very grateful for. A number of other companies have done so, as well. You can see on our homepage, we've got Neustar, Afilias, .africa, PIR, Fairwinds, nTLDStats, all as well helping to keep the project going. But it's basically a volunteer thing. So, if you get in and start editing the project and building with us, then your kind of as much of the project as any of the rest of us. And that's how it's always been run. It's basically a volunteer project designed to help everyone in the ICANN Community understand the topics and things a little bit better. Yeah.

UNKNOWN SPEAKER:

Yeah, I just had another question. So, [inaudible] perspective or can we put more of a social perspective, as well?

RAYMOND KING:

Oh, I think if it's relative to ICANN Governance and the ICANN process, feel free. Yeah, I think, I'm trying to think of an example of where that would be the case, but obviously like Facebook is in the news a lot, right? And there could be things that are happening there that are relevant to our audience, and I think you should feel free to put those in. Hi, Deb.

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UNKNOWN SPEAKER: So, are the participants here, are they all going to creating their profiles today? I mean there are several profiles on the ICANN Wiki because later [inaudible] I want them to go in and edit and update.

RAYMOND KING: Perfect.

UNKNOWN SPEAKER: [inaudible] but I noticed that when I'm looking [inaudible] and a lot of them don't have their profiles on the ICANN Wiki.

RAYMOND KING: Yeah.

UNKNOWN SPEAKER: [inaudible] I'm wondering what's the best way to make sure that they have their profiles on the ICANN Wiki?

RAYMOND KING: Yeah, so I'm just going to talk for a few more minutes and then we'll get to editing and doing that stuff. I think an important thing to understand is the idea that as an editor, you are a user. So, you could be user and whatever username you pick, right? And separately from that, there could be an article about you. So, like my username for example is Ray. I'm User Ray. If I click there, it tells me a little bit about who I am. So, I'm sorry this thing is kind of on top here but let me see if I can move that.

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So, there's a thing called User Ray, so if people wondered, "Who is this editor?", you could come here and you can see my day job is this company, Top-Level Design. On the weekends, I like biking and table tennis and playing Go, etcetera. But that's separate from the article that is Raymond King. So, that's actually my full name and this is the article that's about me. It's got my picture, and a little bit of background and what have you.

So, when you think about creating a user, that's your username, that's you as an editor of ICANN Wiki, and that's the extent that you begin to do more stuff in the Community, your user page will get built out. I'm sorry, your article page can get built out in addition. So, I think that's an important distinction. So, I think we'll start. You have to have... Well, actually, you don't have to do it in a certain order. But, why don't we get started with making sure everyone has a user account, which will...

DUSTIN LOUP:

Did anybody not get the confirmation email as they went through the process? I think yours is probably in the junk folder because you didn't confirm the email and I went ahead and approved it anyways, which means it probably landed in junk. So, ignore the first one. The second one should give you your password.

UNKNOWN SPEAKER:

[inaudible] not really, who are not involved with ICANN, that they can [inaudible] or anything like that, is it common for them to change the ICANN Wiki? I'm curious about how this is [inaudible] ICANN.

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RAYMOND KING: Do you want to answer that question?

DUSTIN LOUP: Sure. I mean, it extends a little bit beyond the immediate world of ICANN because the DNS is applicable in different areas of the broader scope of Internet Governance. But, it is a focused resource here so I don't think that people that aren't following tech policy or internet policy issues would find a lot of information on there for them. But, there are certainly... Just thinking about law enforcement agencies trying to figure out who's running a certain top-level domain so they can figure out who to contact regarding some illegal content that they found that they'd like to see taken down, and then also, hopefully understanding the right process in who they should be contacting before they contact the Registrar. So, it's really focused around the world of DNS and kind of the Internet Governance world that is connected to that, if that helps.

RAYMOND KING: We'll go way in the back and then second.

UNKNOWN SPEAKER: Can you say [inaudible] so is that something that we [inaudible] can participate in the Community?



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RAYMOND KING: You are, once you create a user page, all users are basically equivalent. So, you can create new articles, you can edit articles, you can do anything on this site once you have a user account.

UNKNOWN SPEAKER: So, these articles, [inaudible] can that include our opinions as well, or does that have to be facts or information about us or what's happening around [inaudible]? When you're talking about Facebook, something that was done by Facebook about a bigger league, so does that have to be really facts, or can we also write on our opinions?

RAYMOND KING: I would say keep it to the facts. It's not like a blog where you would say, "Here's how I feel about what's happening with the Facebook on Capitol Hill right now.", or something like that. But the fact that Mark has been being interviewed and like what's actually happening is good for the Wiki. But, it's greater impact on society and politics and all that stuff, if you've got a big opinion about that, I would not put that on because that's not really typically the type of content that works well with the Wiki.

DUSTIN LOUP: Right, if you did want that kind of content on there, if you've published your opinions or your thoughts elsewhere on another blog, and you want to cite that and say that... So, you should be writing it in the third person. So, you should be writing it as if someone else were writing this

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article about you rather than you writing about yourself, if that makes sense. So, you would say, I'm sorry, what's your name?

UNKNOWN SPEAKER: [inaudible]

DUSTIN LOUP: Okay, so like you would say that you have this opinion on this and then link to the blog post that you've written, therefore making it the secondary source.

RAYMOND KING: Yeah, I just looked up controversy as an example and just to see what came up and this article about ICM Registry, the guys that run triple x, as an example. You can see here a good sized article here, and somewhere down here, Opposition, Controversy, and Legal Action. So, there's an area here which discusses controversy, right, and points to maybe... Ideally in a controversy section you would say, "Some people think this, some people think that, some people think that.", because that's good. Then you get there and you're like, "Oh, okay, there's a couple different opinions about this." So, pointing to the controversy is good.

But the Wiki itself doesn't want to have an opinion. The Wiki's job is to inform. So, it's like here's a company, here's a product, here's a service that is controversial, and here's why it's controversial, and try and get a balanced view on it. That's like a neutral point of view is what we're

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trying to accomplish. But these are words, we're all human beings, so there's no such thing as exactly, entirely neutral but do your best to put it in that perspective. Like, a responsible reporter would always say there's this and that, right? Yeah, I think you had a question as well?

UNKNOWN SPEAKER: Yeah, so let's say that [inaudible] because I won't be doing too much on internet security, I would much more on international developments and [inaudible] so, if that was the case then I wouldn't be working for a company like Facebook so what would happen if I ended up [inaudible]? Okay, so I could still like...

RAYMOND KING: Absolutely. Yeah. That's all good. I mean, it's not all technical, right? A lot of this is outside the purely technical stuff.

DUSTIN LOUP: Should we get into the...

RAYMOND KING: Okay.

DUSTIN LOUP: Do you want to get them on the...

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RAYMOND KING:                      Okay, yeah. You want to do the...

DUSTIN LOUP:                      Just to get them onto the Get Started page, and then...

RAYMOND KING:                      Sure, sure. Okay. So, there is back on the homepage here, everything we've been looking at has been kind of this About Us page. There's this Get Started Editing link, and if you click there, if we had like five more hours, we'd go through this in detail. So, instead of that we've made a Wiki Page. And this goes through how to edit ICANN Wiki. So, we've talked about this idea of neutral point of view, or NPOV, I think to quite a good extent. And mechanically, good, great Wiki articles are referenced, they have links, they link to other relative articles, they have images, they're well formatted, etcetera. But again, this shouldn't scare you because everything starts out as like one sentence and then it kind of grows over time. So, there's no such thing as a perfect article. Everything's a work in progress at all times.

So, to get started the first thing you do is create a user account, and I think that you should've all done that already. And then once you have your user account, you can start editing. So, the next question when you start editing is have you created a personal article about yourself and if you haven't, that's a pretty good place to start because I'm guessing you probably know about yourself maybe better than most. I don't know, my psychiatrist may not agree with that but in general it's probably true. And you can start there. You don't have to start there,

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right? Because it's wide open. So, should we? What do you think we should do next?

DUSTIN LOUP:

I think, so, I would say go to this article and if you don't have the personal page there's a request from Deborah that you work on one. So, let's start there. If you already have one or really, if you would prefer not to have an article about yourself, that is fine, and you can just keep scrolling down the article for ideas of where you can contribute and what you can edit, and Ray and I will come around and answer any questions and help you through any issues that you have. And so, I think we got about 35 minutes left, so let's just start editing and we'll come around.

RAYMOND KING:

Yeah. Do you think it's valuable to show a couple sample edits or anything, just a little more on the mechanics? Like, how recent changes works or anything like that? Okay, yeah.

UNKNOWN SPEAKER:

How do we get these pictures that everyone has where it says insert picture?

RAYMOND KING:

Yeah, that's a great question. Those are caricatures. So, I'll just call Dustin's article up. Right. So, in the past, and not at this conference

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unfortunately, but in the past and probably in the future again, ICANN Wiki has had a booth in the registration area alongside some of the other booths. And in that booth, we take pictures of people. So, this is Dustin's picture in the booth, for example. And then afterwards, as the article was built, we'd hire a caricaturist who makes an ICANN Wiki caricature and then we upload it. And we were not currently doing this, but we plan to get back to it.

So, the best thing to do is when you create your article, you can follow this format and upload a picture, and there will be a point in the future where we go back and search for articles which have pictures but no caricature and eventually upload these caricatures. We don't have, I just don't want to overpromise and underdeliver because we don't have the booth, we don't have the mechanics, but the project has been, it bumps along. So, I would say at a minimum, you know, if you could upload your picture, that would be great. So, Dustin's is a good example here, as well.

When you create an article about yourself, you can just name it with your name, but if you want to see how this article was created, you can hit Edit Source, and this will show you exactly what was typed in on order to create this particular article. And the only thing that's scary is probably this first section up here, which is the user box, and what you can do is you can just copy it and replace it with text of your own, and you can also ignore it. You don't need a user box to get an article started, you can just go. It doesn't have to have this section. It could just be like the basics here to start with. You can add the user box later.

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And then anytime you want to edit the article, you can hit Edit and then you can just jump in here and edit the article. And I will also mention that there's two ways to edit articles. There's a WYSIWYG, you know, kind of like a word processor, which is what I'm doing here. If I wanted to change a word or whatever I can just edit it like a word processor. And there's also this idea of editing the source, which is, in my opinion, a little more precise because you can really make sure you have full control over what you're doing. It's kind of like HTML light, basically. But that's a personal choice. You can edit an article either way, if that makes sense.

You can always go back to the original article by hitting Page. But if I wanted to edit Dustin's article, for example, I could hit Edit Source, I could find something here. Alright, Dustin's article says he's the Executive Director of ISOC DC, was previously Executive Director of ICANN Wiki, continues to be involved on the project as a Board Member, right, that's all correct. Do you want to, what should I add here? I'm just going to...

DUSTIN LOUP: He also chairs the...

RAYMOND KING: He also chairs the...

DUSTIN LOUP: The usTLD.

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RAYMOND KING: Like that?

DUSTIN LOUP: Yeah.

RAYMOND KING: Okay, I'm just going to say that. So, Dustin has told me something about himself. As you can see I went in and hit Edit Source and I added that one sentence, right? Are you guys with me? Okay. So, I'm going to save this, right, just by... I can put a summary and I can say, "Dustin gave me this new info." And I can save changes, and you'll see that that sentence, where'd it go? Oh, right. Up here, sorry. That sentence has been added here, right? But, maybe I didn't type it right, so he might get in there and edit it more, which maybe he'll do right now. Okay.

And then I can also see if I go to Recent Changes, I can see, "Oh, that article was just changed." Right? So, you can see that article was just changed and it was changed by me, and I can see what the change was, right? But I can also see... Yeah, this is interesting. Other people editing. Today's November 2<sup>nd</sup>. That's interesting. So, this guy's not even in the room. I know he's a friend of mine in Oregon and he's randomly editing his page right now. That's just the weirdest thing. That's totally coincidental. I haven't talked to him in years. I have no idea why he's editing his page. But, you know, you can see here that... Sorry, was that TMI? Yeah.



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Diler is editing right now, as well, which is great. And this is great, this is... I think what's happened here is that you've copied the basic format, right, and you've started with a page. This is fantastic. This is exactly what we want you guys to be doing right now. Okay? So, everyone give Diler a hand. Yeah. Alright. Okay. Yeah, there you go. So, we're going to use the rest of the time to help you guys get started making edits, okay? So, if you just walk out of here with just this much like a start on your page, that'd be great.

And I think at some point we're going to want to take a quick group picture if you wouldn't mind taking a minute out to do that, we'll get that done, and the most important thing to take from this is that if you want to be a builder alongside us, we'd love to have you. And it'll be a worthwhile experience. Good? Alright, should we do the picture first? Let's do the picture before, that way...

DUSTIN LOUP: Well, maybe we'll get everybody editing and...

RAYMOND KING: Alright, get everyone editing. Alright, he's the boss so okay.

DUSTIN LOUP: And we'll just come around.

RAYMOND KING: Perfect. Okay. So, we're coming around.

**[END OF TRANSCRIPTION]**