

Lundquist Research Series – Wikipedia Austria 2010

Austrian companies must interact with Wikipedia to improve their presence

Almost half of Austria's largest companies do not have a Wikipedia page in English with the country far underperforming in an international comparison, new research finds. OMV's page is the most complete and easily consultable among the 45 members of the ATX Prime Index. Strabag, Andritz and Kapsch follow close behind. To improve their online presence, Austrian companies must engage with Wikipedia, not back away as is often assumed.

Milan, 9 July 2010 – Nineteen of the 45 companies in Austria's ATX Prime index do not have a Wikipedia page in English, according to research released today by Italian consultancy Lundquist.

OMV, with 12 points out of a possible 25, has the most complete and easily consultable Wikipedia page among the companies in the Austrian ATX Prime. **Strabag** was a point back and was followed by **Andritz** and **Kapsch**, which tied for third at 8.5 points. The survey considered a swath of information from number of employees and location of headquarters to corporate governance, corporate social responsibility, branding and financial data.

The average score was 3.1 (the research analysed only pages in English, the international language of finance and the best way to reach the maximum number of stakeholders around the world). Stripping out the 19 companies without a page, the average rises to 5.3. Most of the Wikipedia pages have only an info box and a history section in the main body of the text.

These results demonstrate the difficulty Wikipedia editors have covering the Austrian market and the lack of interest the companies have in the online encyclopaedia. This is surprising in that Wikipedia is the sixth most visited site on the web and has become a fundamental part of a company's online profile.

"Companies need to think beyond their corporate website and realise that Wikipedia is a reality they must confront," said Eric Sylvers, the head of social media at Lundquist. "Social media are changing the corporate landscape and Wikipedia is part of the transformation so companies must find an effective way to engage the website and improve their page."

News of companies changing their Wikipedia pages has resulted in negative publicity and scared many from any attempt to improve their entry. Yet this is risky because Wikipedia is often among the first results when an Internet search is done on a company name. The online, user-generated encyclopaedia has 8 percent of global internet traffic and 60 million unique visitors a month.

Engaging with the encyclopaedia presents a challenge for companies, but can be done effectively by working proactively to understand the rules, dynamics and culture of the communities that spring up around user-generated content like Wikipedia.

Austrian performance in an international perspective

The Austrian ranking is part of a series of research that is investigating the corporate Wikipedia pages in various European countries. Lundquist also analysed the Wikipedia pages of the Fortune Global 500 companies. In the global ranking, **Apple** won with 22 points, followed by **BT**, **Nokia** and **Royal Dutch Shell**. In the Swiss ranking Credit Suisse won with 14 points while Benetton placed first in Italy with 16.25 points followed by Fiat and Bulgari. Swiss companies averaged 6.9 points and Italian companies 4.5.

The Austrian research, which will be repeated yearly to track developments, was conducted in April 2010 using a rigorous four-part protocol (see below for further details on the protocol).

Top10 Austrian Wikipedia Pages (max=25 points)

1. OMV	12 pts
2. Strabag	11
3. Andritz	8.5
3. Kapsch	8.5
5. Flughafen Wien	8
6. BWIN	7.5
7. Verbund	6.5
8. EVN	5.5
8. Austrian Post	5.5
8. Telekom Austria	5.5

Key Results Wikipedia Austria

- 100% of pages do not have information on finances, branding, corporate governance, geographic area served or corporate strategy
- 89% do not supply up-to-date number of employees
- 98% do not present a list of board members
- 98% do not include a photo on the Wikipedia page

Tips for Engaging Wikipedia Effectively

1. Respect the rules of Wikipedia, seek to understand how the website works
2. Use discussion pages to interact with Wikipedia editors
3. Make copyright-free images and other media available for Wikipedians to use
4. Only edit independently verifiable facts and figures such as the number of employees, revenues, area served, etc.
5. Monitor the company's Wikipedia article for updates and vandalism
6. Encourage new editors to get interested in company page

Main results

Three-fourths of the Austrian companies surveyed that have a Wikipedia page have an info box that includes the logo, industry, year of foundation and head offices. Only 4% of Austrian companies with a Wikipedia page present the name of the chief executive and chairman with a link to their personal Wikipedia page.

In the main body of the text, the most commonly found information is a section on the history of the company, provided by 20% of companies. Seventeen percent of pages included information on the company's business operations.

Only two companies, **OMV** and **Raiffeisen Int. Bank**, have a section in their entries dealing with criticisms of their brand and operations. This section is particularly important, especially for large multinational corporations, because, when it is present and credible it creates trust with users who are more apt then to believe what is written in the rest of the entry.

Surprisingly, no company gained the points in the financial information, branding or corporate governance sections. No Wikipedia page provided information about the company's strategy and only **BWIN** got points for having partial CSR information.

"While it's understandable that some information might be missing from a company's Wikipedia page, the corporate world must make a bigger effort because this is increasingly where some people are going to get overviews of companies," said Vesna Dokic, who headed the Austrian Wikipedia research.

Pages were translated into more than five languages other than English for 24% of the companies. Six companies (**Wolford**, **Strabag**, **Andritz**, **Austrian Post**, **Flughafen Wien** and **BWIN**) provided at least four category listings, which is a way for Wikipedia entries to be found more easily. Only **Flughafen Wien** had more than two photographs on its page (the protocol considered photographs because they make a Wikipedia entry more approachable and they make it easier to absorb the information included on the page).

The Wikipedia pages of **Flughafen Wien** and **BWIN** were the most clicked with 15,694 and 8,460 views in April respectively. **Raiffeisen Int. Bank** followed with about 3,300 visitors. The companies collectively had almost 37,500 visits in the month.

While the most viewed Wikipedia pages are not necessarily the most complete and easily consultable, there is some correlation between the two. The most complete Wikipedia tend to be those of companies with strong, well-known brands because those are the ones that are more likely to garner the interest of editors.

Austrian poor performance in comparison to international level

In the global ranking the average score was 11 points, well above Austria's 3.1. Only 2% of Global 500 companies do not have a Wikipedia page in English compared with 47% in Austria. The percentage of Italian and Swiss companies without a Wikipedia page is 43% and 21% respectively. **OMV** was the only member of the ATX Prime included in the Global 500 ranking and its 12 points placed it in 227th place in the global ranking.

2010 Lundquist Wikipedia research

Country	# of companies	Average score	% of comp w/o a page
Global 500	500	11	2
Switzerland	48	6.9	21
Italy	100	4.5	43
Austria	45	3.1	47

While it is to be expected that Austria would underperform compared with the world's largest companies (many of which are based in English-language countries), it does not seem that the large difference can be explained only by the mother language, bigger size and more international reach of the Global 500 members.

Most-visited websites in the world

1. Google
2. Facebook
3. YouTube
4. Yahoo!
5. Windows Live
6. **Wikipedia**
7. Baidu
8. Blogger.com
9. MSN
10. QQ.com

Source: Alexa (April 2010)

Most-clicked Wikipedia pages of companies in ATX Prime in April 2010

1. Flughafen Wien	15,694
2. BWIN	8,460
3. Raiffeisen Int. Bank	3,398
4. OMV	2,439
5. Erste Group Bank	2,106
6. Wolford	1,386
7. Jowood Entertainment	1,308
8. Strabag	1,050
9. Telekom Austria	791
10. Voestalpine	738

Source: Wikipedia

Wikipedia Fast Facts

- 60 million monthly unique visitors
- Wikipedia traffic presents 8% of total internet traffic
- More than 11 million registered users
- High search engine ranking, 61% of page views come from Google

The risks of Wikipedia

There are risks to companies associated with Wikipedia's open contributions policy. One of these risks is that companies fail to understand properly the encyclopaedia's rules, most of which are unwritten, and edit their entries themselves. The edits are often reverted and in the past these attempts have been noticed by the press resulting in bad publicity for the company.

This happened with Wal-Mart when someone working at the company reportedly changed the Wal-Mart Wikipedia entry from stating that the company's wages were on average 20 percent less than other stores to saying it was double the federal minimum wage. Large, main-stream media outlets covered the story.

Another risk is that somebody may seek to use the encyclopaedia to damage a competitor's brand as happened when a Ford employee on 15 April 2005 changed the article on the Dodge Rampage, a car produced by rival Chrysler, to say the car is ugly and unpopular.

Wikiscanner, a program that tracks changes made to Wikipedia, showed that 9 percent of companies had their Wikipedia page changed by employees in 2008. Since it was not possible to independently confirm the Wikiscanner data, this was not included in the protocol.

A guide to engaging Wikipedia

Although Wikipedia is user-generated, companies can play an important role in improving the information on their page. The popularity of Wikipedia and the possibility that the information contained on the site could be wrong, misleading or incomplete makes it imperative that companies monitor their pages and engage with the community that has sprung up around the encyclopaedia. Though companies are strongly discouraged from editing their own articles, there are many other ways for them to represent themselves and interact with Wikipedia while respecting the rules.

Making sure that the corporate Wikipedia page is correct and effective should be part of the global communications strategy of large and small companies. To do this, the company must have an appreciation of the rules and customs by which the Wikipedia community works. The rules and conventions of Wikipedia rely on a form of democratic enforcement. If an error is made there should be enough people constantly scanning and looking at the site for it to be noticed and corrected. There are also groups of Wikipedians that work together to police and improve the quality of articles on specific subjects.

Once familiar with the rules, the next step for companies is to monitor their page and seek to involve editors who are active on their page or the pages of competitors or the industry. Companies should provide material (for example photographs), propose changes and suggest extensions to the article. Companies should seek to involve as many editors as possible to ensure the quality and transparency of the information provided.

Only when it proves impossible to involve the editors should the company intervene and modify incontrovertible information – such as the number of employees, management changes and financial data – that can be confirmed with official documents. The best way to do this is for the company employee in charge of the Wikipedia page to leave a short, clear explanation of the edit in the edit summary box with a link to the supporting documentation.

It is not recommended that companies make longer substantive edits themselves even if they have tried and failed to interest the editors. This is because such edits will invariably be subject to accusations that the company broke the encyclopaedia's second pillar: Wikipedia has a neutral point of view. Recent cases have shown that many of the problems companies have with Wikipedia were created by overzealous employees, not necessarily in bad faith, that updated their company's article.

Companies should keep a vigilant eye on their Wikipedia change to watch out for changes and possible vandalism. As a final step companies should have an on-going policy of trying to encourage new editors to get interested in their page. The more editors, the more chance there is that important changes can be made in the future.

The Five Pillars of Wikipedia

- 1) Wikipedia is an encyclopaedia – content should be verifiable with citations to reliable sources
- 2) Wikipedia has a neutral point of view
- 3) Wikipedia is free content that anyone can edit
- 4) Wikipedians should interact in a respectful and civil manner
- 5) Wikipedia does not have firm rules besides the five general principles presented here

Source: Wikipedia

Methodology

A four-part protocol including 22 criteria was used to analyse the Wikipedia pages of the companies in the Global 500 and the ATX Prime. The criteria considered the information presented and how it was displayed. Confirming the accuracy of the information in the Wikipedia articles was not part of the protocol.

The four parts of the protocol are:

Lundquist Wikipedia analysis protocol

1. Info box	5 points
2. Page features	6
3. Page sections	14
4. Extra tests	no points
Total	25

- **Info box** – The first part of the protocol ranked the information in the info box on the right-hand side of the page such as the logo and general information including year of foundation, location of headquarters, revenue, number of employees, industry and geographical areas served.
- **Page features** – The second section looked for features that improve navigation through the encyclopaedia and link different pages in a logical way by making associations. Points were also awarded for the presence of pictures and citations that allow users to confirm easily the information in the Wikipedia entry.
- **Page sections** – The third part evaluated the information in the main part of the entry. The protocol took into account many different themes, from company history to business strategies, corporate governance, corporate social responsibility (CSR) and brand development. The use of charts and graphics that facilitate the presentation of the information earned points as well.
- **Extra tests** – The fourth and final part of the protocol did not affect the scoring, but was used for investigative purposes only. It included the number of visitors per month (April 2010), the number of back links, that is to say the number of websites that link to the company's Wikipedia page (analysed through Yahoo Explorer) and the *corporate footnotes*.

About Lundquist Srl

Lundquist Srl is a corporate communications consultancy based in Milan, specialising in online financial communications, corporate websites and CSR. The company also represents Swedish consultancy Hallvarsson & Halvarsson in Austria, Italy and Switzerland. This report is part of the Lundquist research series on web 2.0.

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Austrian Companies Ranked by Wikipedia Coverage 2010

Rank	Company	Sector	Score (25 max)
1	OMV	Oil, gas, energy, electricity, metals and mining	12
2	Strabag	Basic industries	11
3	Andritz	Industrial goods and services	8.5
3	Kapcsch Trafficom	Industrial goods and services	8.5
5	Flughafen Wien	Industrial goods and services	8
6	BWIN INT.	Consumer services	7.5
7	Verbund	Banking, financial services and insurance	6.5
8	EVN	Other (holdings, multi-utilities and human resources)	5.5
8	Austrian Post	Industrial goods and services	5.5
8	Telekom Austria	Technology and Telecommunications	5.5
11	Erste Group Bank	Banking, financial services and insurance	5
11	Jowood Entertainment	Technology and Telecommunications	5
11	RHI	Industrial goods and services	5
14	BENE	Consumer goods	4.5
14	Intercell	Health Care	4.5
14	Raiffeisen Int. Bank	Banking, financial services and insurance	4.5
17	Palfinger	Industrial goods and services	4
17	Wienerberger	Basic industries	4
17	Zumtobel	Industrial goods and services	4
20	Mayr-Melnhof Karton	Industrial goods and services	3.5
20	Voestalpine	Basic industries	3.5
22	Semperit Holding	Industrial goods and services	3
22	Vienna Insurance Group	Banking, financial services and insurance	3
24	Agrana	Consumer goods	2
24	Rosenbauer International	Consumer goods	2
26	Wolford	Consumer products	1.5
27-45	A-TEC Industries	No Wikipedia page in English	0
27-45	AT&S Austria Tech.&Systemtech.	No Wikipedia page in English	0
27-45	BWT	No Wikipedia page in English	0
27-45	CA IMMOBILIEN	No Wikipedia page in English	0
27-45	CA IMMO INTERNATIONAL	No Wikipedia page in English	0
27-45	Century Casinos	No Wikipedia page in English	0
27-45	Constantia Packaging	No Wikipedia page in English	0
27-45	Conwert Immobilien Invest	No Wikipedia page in English	0
27-45	Do&Co Restaurants and Catering	No Wikipedia page in English	0
27-45	Eco Business-Immobilien	No Wikipedia page in English	0
27-45	Fraunthal Holding	No Wikipedia page in English	0
27-45	Immoeast	No Wikipedia page in English	0
27-45	Immofinanz	No Wikipedia page in English	0
27-45	Polytec Holding	No Wikipedia page in English	0
27-45	Schoeller-Bleckmann	No Wikipedia page in English	0
27-45	S&T System Int.&Tech	No Wikipedia page in English	0

Rank	Company	Sector	Score (25 max)
27-45	Sparkassen Immobilien	No Wikipedia page in English	0
27-45	Uniqa Versicherungen	No Wikipedia page in English	0
27-45	Warimpex Finanz-und Bet.	No Wikipedia page in English	0

Top 20 Fortune Global 500 by Wikipedia Coverage 2010

Rank	Country	Company	Sector	Score (25 max)
1	USA	Apple	Computer & IT services	22
2	UK	BT	Telecommunications & media	21.5
3	FIN	Nokia	Telecommunications & media	21
3	NTL	Royal Dutch Shell	Oil, gas, energy, electricity, metals & mining	21
5	USA	Ford Motor	Automotive	20.5
5	JAP	Toyota Motor	Automotive	20.5
7	USA	Microsoft	Computer and IT services	20
7	USA	Intel	Computer & IT services	20
7	USA	General Electric	Conglomerate	20
7	UK	Tesco	Retail	20
7	UK	BP	Oil, gas, energy, electricity, metals & mining	20
7	USA	Dell	Computer & IT services	20
7	UK	Vodafone	Telecommunications & media	20
7	UK	BAE Systems	Aerospace, defence & airlines	20
7	USA	Bank of America	Banking, financial services & insurance	20
16	USA	Wal-Mart Stores	Retail	19.5
16	USA	IBM	Computer & IT services	19.5
16	USA	Publix Super Markets	Retail	19.5
19	USA	Exxon Mobil	Oil, gas, energy, electricity, metals & mining	19
19	USA	Walt Disney	Telecommunications & media	19
19	UK	J. Sainsbury	Retail	19
19	USA	Coca-Cola	Food services, food processing & beverages	19

For further information on the Lundquist Wikipedia Global 500 research see:

http://www.lundquist.it/media/files/Lundquist_Wikipedia_Fortune_Global_500_executive_summary.pdf