

Lundquist Research Series Wikipedia Europe

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Collaboration is key to good corporate information on Wikipedia. The most complete and authoritative articles out of Europe's top 100 companies are on Nokia, Vodafone and BP.

What makes a great corporate page on Wikipedia? For the hundreds of millions of users who generate more than 16 billion page requests a year, it's a question of providing a **complete, informative** and **authoritative** overview of an enterprise. Lundquist tracks how well Wikipedia presents major corporations as part of its research into online corporate information and social media. It analysed the English-language Wikipedia coverage of Europe's top 100 companies, awarding points for relevant, updated information as well as features that enhance user friendliness and credibility. The top scoring pages were those about **Nokia, Vodafone** and **BP**.

The good news is that **quality is improving**, despite concern about Wikipedia's ability to draw a sufficient number of editors and ensure accuracy. Taking into account the 79 companies that were covered in Lundquist's previous survey in early 2010, the average score jumped to 17 out of 25 from 13.5. The most improved pages over the past two years were those on **Nordea Bank, UBS** and **Rio Tinto**.

The research showed that the best corporate entries in Wikipedia are generally underpinned by an **active and diverse community of editors**: that is to say, Wikipedia works best when it succeeds in its mission of being a collaborative encyclopaedia. For example, the winning Nokia page was updated on average every 21 hours in 2011 and 4th-placed Tesco every 16 hours. By contrast, the worst pages in the study were barely active.

But **Wikipedia includes some glaring disparities in the quality of corporate information**, including facts about financial performance, board members and criticism. Worryingly, one in three of articles had some kind of "alert", signalling shortcomings such as a lack of neutrality or the need for fresh information.

"It is a **common misconception** that companies have no role to play on Wikipedia because the site's content is user-generated", said Giulia Dini, head of social media at Lundquist. "Companies can co-operate with the online encyclopaedia but they should recognise its collaborative nature and not treat it as an extension of their corporate website. Rather, they should **understand its goals and learn to engage** with the Wikipedia community."

Although experience shows companies should generally not intervene directly to change their Wikipedia pages, they have a role to play in supporting and expanding the community of editors with the shared goal of improving the quality of their pages.

Understanding
the rules and
the community
are key to
co-operating with
Wikipedia

Top 10 Wikipedia Europe (Maximum = 25 points)

1	Nokia (FI)	23.25 points
2	Vodafone Group (GB)	23
3	BP (GB)	22.75
4	Tesco (GB)	22
5	Rio Tinto (GB)	21.75
6 =	Philips (NL)	21.50
6 =	Unilever (GB/NL)	21.50
8 =	UBS (CH)	21.25
8 =	Deutsche Bank (DE)	21.25
10 =	GlaxoSmithKline (GB)	20.75
10 =	Royal Dutch Shell (GB/NL)	20.75

Wikipedia Fast Facts

5th most visited site on the web

More than 400 million monthly unique visitors for all Wikimedia projects

More than 16 billion page requests

High search engine ranking: 61% of page views come from Google

Source: Wikimedia report card and Wikimedia Strategic Plan

How the research works

Lundquist's Wikipedia research, now in its third edition, measures the quality of a company page by applying a three-part protocol of 30 criteria, allocating up to 25 points. Criteria cover both content and presentation.

The latest protocol has been revised and extended to evaluate information such as the frequency of page updates and number of editors. A penalty point was deducted for any kind of "alert". The Europe ranking analysed companies included in FTSE Eurotop100 index. Evaluations were conducted in December 2011.

When is Wikipedia an effective source of online corporate information?



Lundquist's latest Wikipedia research reveals that the online collaborative encyclopaedia is most successful as a vehicle of corporate information when a company page is supported by a large and active community. In fact the **most complete and informative pages** tend to have the **largest number of editors** and the most **editorial activity**.

For example, the 30 best pages all scored maximum points in terms of references (at least 16 cited), editors (more than 25 different people during 2011) and recent activity (six different editors active during each month of the fourth quarter 2011).

The top five ranking pages - Nokia, Vodafone, BP, Tesco and Rio Tinto - were well above these thresholds. Nokia's page cites 191 references. By contrast, the weakest five pages studied each had on average only 9 different editors during 2011 and fewer than 5 references. It should be of concern to companies and Wikipedia editors that 15 of Europe's top companies scored less than half the maximum score in our evaluation, suggesting there is scant information about these multinationals.

Best Improvers (Maximum = 25 points)

Nordea Bank	(+ 8.5 points)
UBS	(+ 8.25)
Rio Tinto	(+ 7.75)
Philips, Telecom Italia	(+ 7.25)
Unilever	(+ 7)
Iberdrola, Intesa Sanpaolo, Novartis	(+ 6.75)
Prudential, Volkswagen	(+ 6.5)

A rising tide of information

When compared with the previous edition of the research (evaluations carried out in January 2010), quality is improving: of the 79 companies included in both rankings, all but five had a higher score. The top 10 pages were substantially improved (on average +4.4 points) and the overall average for all companies in the latest European ranking was 16.3 points, about 65% of the maximum.

The most improved Wikipedia pages of those covered in this period were on **Nordea Bank** (+8.5 points), **UBS** (+8.25), **Rio Tinto** (+7.75), **Philips** and **Telecom Italia** (+7.25 each), and **Unilever** and **Royal Bank of Scotland** (+7 each). In general, the best Wikipedia pages were often the most frequently visited too (see chart). But there are exceptions such as **Volkswagen** (ranked 31st), **SAP** (38th), **H&M** (44th) and **LVMH** (66th).

Gaps in information

The Lundquist study shows that the so-called **infobox**, located at the top right of each company page, is **most successful in providing facts and figures** about companies. The average score for this part of the evaluation was 89% of the maximum,

Weakest areas

Fewer than half of Wikipedia articles link to **biography pages on the CEO and chairman**

81% do not identify **major shareholders**

45% of pages do not give information on the **geographical area served**

60% do not name **senior managers or directors**

thanks to basic information on year of foundation, location of head office, sector and main products or services. But notable gaps remain. One in seven of the pages evaluated had **no updated profit figure** in the infobox and one in ten fails to give the stock ticker. Wikipedia has **no entry on the CEO of two out of five of Europe's top enterprises** and an article on about half of their chairmen.

The **body** of the Wikipedia article is generally **less informative**. The average score for this part of the evaluation protocol was 46% of the maximum. While many pages describe business activities, products and some history, just one in five identifies **major shareholders** and 40% list **directors and senior management**. Of the total, 45% make no reference to major **litigation** involving the company or **criticism** of them.

Worryingly, a third of articles had an alert of some kind. This happens even on some of the most popular pages such as **BMW** and **H&M** (more citations needed), **Volkswagen** (partly out-dated) and **Shell** (section on controversies too focused on recent events).

What does this mean for companies?

A corporate website is no longer the only go-to place for people searching for company information online. Social media are changing the corporate landscape, and Wikipedia is part of the transformation.

"Companies need to think beyond their corporate website and realise that Wikipedia is a reality they must confront," explained James Osborne, partner at Lundquist. "Lundquist has developed an engagement model for companies to facilitate co-operation with the Wikipedia community, learning to interact directly with its editors and allowing constructive collaboration in keeping information updated and complete."

Most-clicked Wikipedia entries (among top 100 European companies)

1	BMW	182,172 visits
2	Nokia	132,919
3	Volkswagen	103,028
4	Tesco	91,694
5	SAP	89,828
6	HSBC	69,088
7	BP	63,535
8	Vodafone	58,370
9	Nestlé	53,729
10	Hennes & Mauritz	52,913

Source: Wikipedia (December 2011)

Research methodology



Lundquist assesses company pages on Wikipedia as part of its various research series into the quality of online corporate information. In 2011-2012, the Wikipedia project took into consideration 291 publicly traded European companies, organised into five rankings: a Europe-wide project based on companies in the FTSE Eurotop 100 Index and country rankings of the biggest listed companies in Austria (forthcoming), Germany (forthcoming), Italy and Switzerland.

Evaluations for the Europe-wide study were conducted in December 2011 taking into account the companies included in the FTSE Eurotop 100 Index, as published on the FTSE website.

1	<i>Info box</i>	<i>4 points</i>
2	<i>Page features</i>	<i>10</i>
3	<i>Page sections</i>	<i>11</i>
	<i>Penalty point (alerts)</i>	<i>-1</i>
Total		25

The Wikipedia research analyses company pages in English to allow comparison between companies based in different countries. A three-part protocol of 30 criteria is used to allocate a maximum of 25 points for each Wikipedia page. The criteria cover both page contents and presentation. The accuracy of information in the Wikipedia articles was not verified by Lundquist.

The protocol is structured as follows:

- **Infobox** – The first part of the protocol examines the content of the infobox, located on the right-hand side of each Wikipedia company page. It covers information such as the year of foundation, corporate logo, location of headquarters, revenue, number of employees, industry and geographical areas served.
- **Page features** – The second section looks at a range of features that improve navigation through the encyclopaedia and group different pages in categories. Points are also awarded for the presence of pictures and for citations, which allow users to verify information in the Wikipedia entry. This year two new criteria have been included in this section to evaluate the frequency of page updates and the number of editors contributing to each entry during the year.
- **Page sections** – The third part evaluates the information in the main body of the Wikipedia entry. The protocol takes into account many different themes, from company history to business strategy, information on major shareholders and company's key people, corporate social responsibility (CSR) and brand development. The use of charts and graphics that facilitate the presentation of the information earns points as well.
- **Penalty point** – A new element was included in the protocol this year with one point deducted for pages presenting any kind of "alert", which indicate for instance a lack of neutrality (e.g. "This section appears to be written like an advertisement...") or the need for fresh information (e.g. "This section is outdated...").

Lundquist

Lundquist is a strategic communications consultancy specialising in online corporate communications. Our extensive research programmes provide intimate knowledge of international best practice and user requirements, underpinning consulting services covering financial and non-financial content strategy, the corporate website and social media. This report is part of the Lundquist research series on social media.

For more information see our website www.lundquist.it or visit our social media channels on:



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Lundquist Wikipedia Europe 2011-12



2011 Position	Company	Country	2011 Score	2010 Score
1	Nokia	FI	23.25	21
2	Vodafone Group	GB	23	20
3	BP	GB	22.75	20
4	Tesco	GB	22	20
5	Rio Tinto	GB	21.75	14
6 =	Philips	NL	21.5	14.25
6 =	Unilever	GB/NL	21.5	14.5
8 =	Deutsche Bank	DE	21.25	17.25
8 =	UBS	CH	21.25	13
10 =	GlaxoSmithKline	GB	20.75	17
10 =	Royal Dutch Shell	GB/NL	20.75	21
13 =	Statoil	NO	20.25	16
13 =	HSBC	GB	20	16.5
13 =	BHP Billiton	GB	20	15
13 =	Ericsson	SE	20	15
17	Lloyds Banking Group	GB	20	16
18	L'Oréal	FR	19.75	17.75
19 =	BMW	DE	19.5	14.75
19 =	Royal Bank Of Scotland Group	GB	19.25	12.25
19 =	BNP Paribas	FR	19.25	14
19 =	Barclays	GB	19.25	15.5
23 =	Bayer	DE	19.25	16.5
23 =	Siemens	DE	19	16.5
23 =	AXA	FR	19	13.75
23 =	E.ON	DE	19	13
27 =	Nestlé	CH	19	13.5
27 =	Anglo American	GB	18.75	13.5
27 =	Daimler	DE	18.75	14.75
27 =	Danone	FR	18.75	16
27 =	Novartis	CH	18.75	12
31	Volkswagen	DE	18.5	12
32 =	BASF	DE	18.25	15.75
32 =	Carrefour	FR	18.25	16.5
32 =	Standard Chartered	GB	18.25	14
35	Total	FR	18	17.25
36 =	British American Tobacco	GB	17.75	12.25
36 =	Telenor	NO	17.75	n.a.
38 =	ING Group	NL	17.5	15.5
38 =	Prudential	GB	17.5	11
38 =	SAP	DE	17.5	n.a.
38 =	Société Générale	FR	17.5	15
42 =	Heineken	NL	17.25	15.5
42 =	Reckitt Benckiser	GB	17.25	n.a.
44 =	Allianz	DE	17	13.5

2011 Position	Company	Country	2011 Score	2010 Score
44 =	<i>Hennes & Mauritz</i>	SE	17	n.a.
44 =	<i>Syngenta</i>	CH	17	n.a.
47 =	<i>A. P. Moller - Maersk Group</i>	DK	16.75	13
47 =	<i>Credit Suisse</i>	CH	16.75	14
49 =	<i>Centrica</i>	GB	16.5	11.75
49 =	<i>Telefonica</i>	ES	16.5	14.5
51 =	<i>BG Group</i>	GB	16.25	13.25
51 =	<i>SABMiller</i>	GB	16.25	n.a.
53 =	<i>Diageo</i>	GB	16	n.a.
53 =	<i>France Télécom</i>	FR	16	13.5
55 =	<i>Banco Santander</i>	ES	15.75	13.25
55 =	<i>GDF Suez</i>	FR	15.75	13.75
55 =	<i>Munich RE</i>	DE	15.75	n.a.
55 =	<i>Nordea Bank</i>	SE	15.75	7.25
55 =	<i>Saint Gobain</i>	FR	15.75	13.75
55 =	<i>Volvo</i>	SE	15.75	14.5
61 =	<i>ABB</i>	CH/SE	15.5	13
61 =	<i>Novo-Nordisk</i>	DK	15.5	n.a.
63 =	<i>Glencore International</i>	CH/GB	15.25	n.a.
63 =	<i>Roche Group</i>	CH	15.25	10.5
63 =	<i>BBVA</i>	ES	15.25	n.a.
66	<i>LVMH</i>	FR	15	n.a.
67 =	<i>EDF Group</i>	FR	14.75	17
67 =	<i>Enel</i>	IT	14.75	14
67 =	<i>Intesa Sanpaolo</i>	IT	14.75	8
67 =	<i>RWE</i>	DE	14.75	12
67 =	<i>Sanofi</i>	FR	14.75	13.5
67 =	<i>Vinci</i>	FR	14.75	12.25
67 =	<i>Vivendi</i>	FR	14.75	13
74 =	<i>ArcelorMittal</i>	LU	14.5	13.5
74 =	<i>Deutsche Telekom</i>	DE	14.5	11.5
76 =	<i>Anheuser-Busch InBev</i>	BE	14	13.25
76 =	<i>Xstrata</i>	GB	14	9.5
78 =	<i>Eni</i>	IT	13.75	14.5
78 =	<i>Telecom Italia</i>	IT	13.75	6.5
80 =	<i>AstraZeneca</i>	GB/SE	13.5	13.75
80 =	<i>Schneider Electric</i>	FR	13.5	8.5
82	<i>Zurich Financial</i>	CH	13.25	13.5
83 =	<i>Fortum</i>	FI	13	n.a.
83 =	<i>National Grid</i>	GB	13	12.5
85 =	<i>Air Liquide</i>	FR	12.25	10
85 =	<i>Iberdrola</i>	ES	12.25	5.5
85 =	<i>Imperial Tobacco Group</i>	GB	12.25	10
88 =	<i>Crédit Agricole</i>	FR	12	6.5
89 =	<i>Endesa</i>	ES	11.75	n.a.
89 =	<i>Inditex</i>	ES	11.75	n.a.
89 =	<i>TeliaSonera</i>	SE	11.75	n.a.

2011 Position	Company	Country	2011 Score	2010 Score
92	<i>Linde</i>	DE	11.5	n.a.
93	<i>Assicurazioni Generali</i>	IT	11	7
94 =	<i>Atlas Copco</i>	SE	10.75	n.a.
94 =	<i>UniCredit</i>	IT	10.75	10.25
96	<i>Repsol-YPF</i>	ES	10	6.5
97	<i>Richemont</i>	CH	9.25	n.a.
98	<i>Holcim</i>	CH	8.75	7.5
99	<i>Tenaris</i>	IT	7.25	n.a.

Note: The research ranks the 99 companies included in the FTSE Eurotop100 Index.

For more information about the past editions of the Wikipedia study, please visit the [Research](#) section of our website.