

Using Wikis in a Corporation

Tom Stone

Product Design Architect, Learning Products Division

(585) 214-8863

Tom_Stone@elementk.com



What are Wikis?

- Definition
- Web 2.0 context
- Business context
- Learning context

An Example of a Corporate Wiki at Element K

- Problems we faced
- Demo of LCO Wiki
- Keys to success

Questions?

**How many of you use Wikipedia
at least once a month?**

**How many of you have edited an
entry in Wikipedia?**

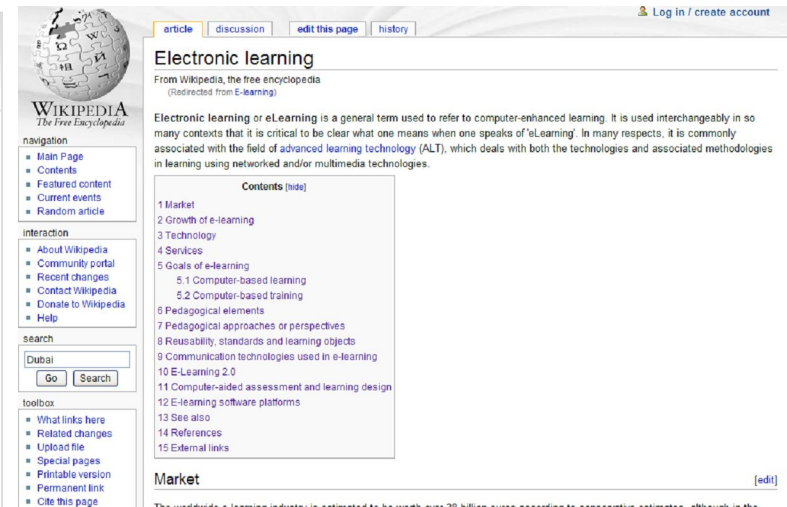
What is a Wiki?

A website with pages that:

- users can edit
- allows users to collaborate to create content, share information
- preserves history of the content
- is highly searchable

Varying characteristics:

- completely open or some access control?
- how well organized by categories?
- standalone or integrated with other applications?
- technology used (which programming language, database, etc.)?



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Electronic learning

From Wikipedia, the free encyclopedia
(Redirected from E-learning)

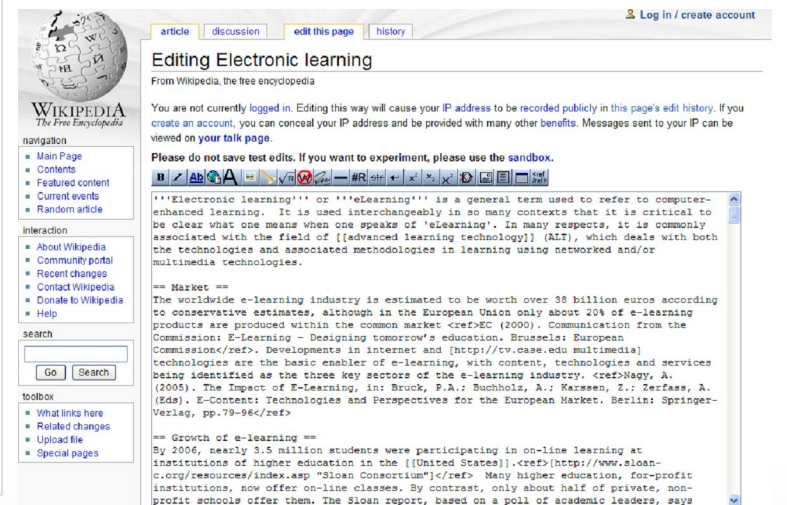
Electronic learning or eLearning is a general term used to refer to computer-enhanced learning. It is used interchangeably in so many contexts that it is critical to be clear what one means when one speaks of 'eLearning'. In many respects, it is commonly associated with the field of advanced learning technology (ALT), which deals with both the technologies and associated methodologies in learning using networked and/or multimedia technologies.

Contents (hide)

- Market
- Growth of e-learning
- Technology
- Services
- Goals of e-learning
 - 1 Computer-based learning
 - 2 Computer-based training
- Pedagogical elements
- Pedagogical approaches or perspectives
- Reusability, standards and learning objects
- Communication technologies used in e-learning
- E-Learning 2.0
- Computer-aided assessment and learning design
- E-learning software platforms
- See also
- References
- External links

Market

The worldwide e-learning industry is estimated to be worth over 38 billion euros according to conservative estimates, although in the



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Editing Electronic learning

From Wikipedia, the free encyclopedia

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Please do not save test edits. If you want to experiment, please use the sandbox.

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== Market ==

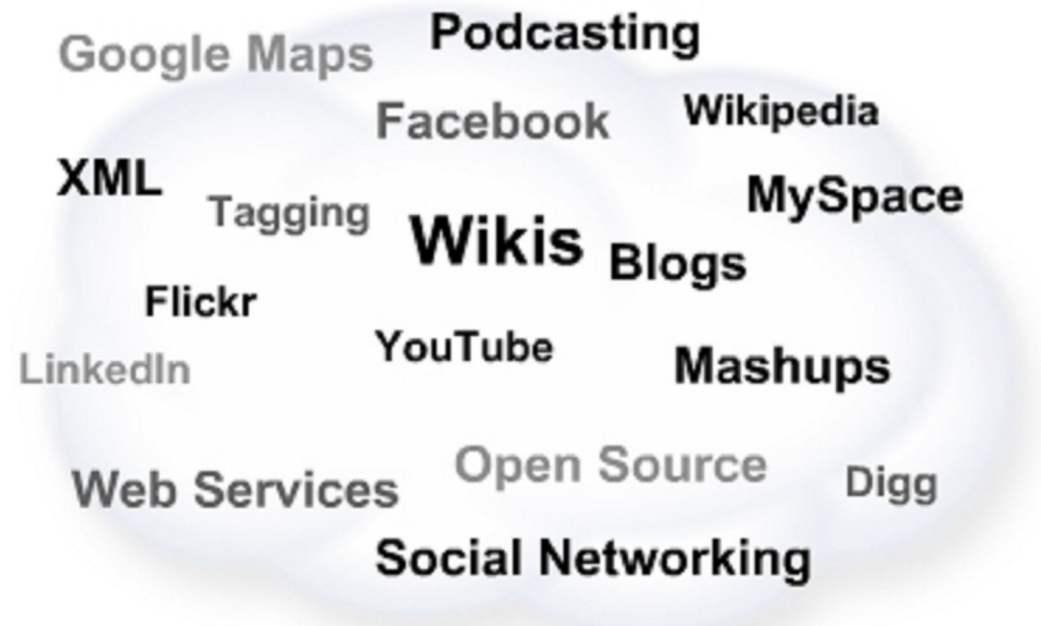
The worldwide e-learning industry is estimated to be worth over 38 billion euros according to conservative estimates, although in the European Union only about 20% of e-learning products are produced within the common market <ref>EC (2000). Communication from the Commission: E-Learning - Designing tomorrow's education. Brussels: European Commission</ref>. Developments in internet and [http://cv.case.edu multimedia] technologies are the basic enabler of e-learning, with content, technologies and services being identified as the three key sectors of the e-learning industry. <ref>Nagy, A. (2005). The Impact of E-Learning, in: Bruck, P.A.; Buchholz, A.; Kerzen, Z.; Zerfass, A. (Eds). E-Content: Technologies and Perspectives for the European Market. Berlin: Springer-Verlag, pp.79-96</ref>

== Growth of e-learning ==

By 2006, nearly 3.5 million students were participating in on-line learning at institutions of higher education in the [[United States]].<ref>[http://www.sloan-c.org/resources/index.asp "Sloan Consortium"]</ref> Many higher education, for-profit institutions, now offer on-line classes. By contrast, only about half of private, non-profit schools offer them. The Sloan report, based on a poll of academic leaders, says

What is “Web 2.0”?

- “Web 2.0 is a trend in World Wide Web technology, and web design, a second generation of web-based communities and hosted services such as social-networking sites, wikis, blogs, and folksonomies, which aim to facilitate creativity, collaboration, and sharing among users.” (Wikipedia)
- “Web 2.0 is a knowledge-oriented environment where human interactions generate content that is published, managed and used through network applications in a service-oriented architecture.” (Wikipedia)



Wikis are just one of many “Web 2.0” technologies and services.

**How many of you have one
or more wikis at your
organization?**

When thinking about Wikis at Work:

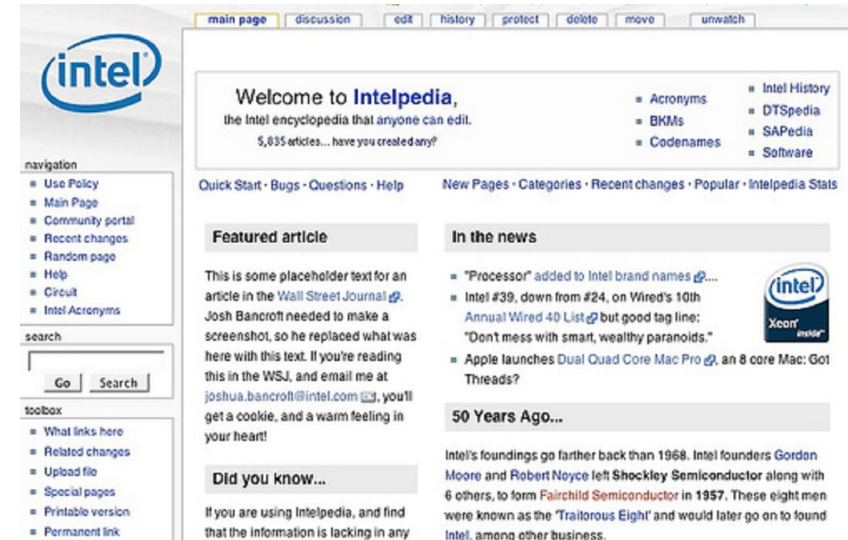
- Abstract the “Wiki” from Wikipedia.
- Consider wikis as one tool in your collaboration toolbox.
- Consider wikis as one tool in your knowledge-capture toolbox.
- Research the dozens, perhaps over 100, specialized wiki platforms that are available to create wikis (see WikiMatrix.org to comparison shop based on features, cost, etc.).
- Research how Wiki functionality is being added to popular applications, e.g., SharePoint 2007 and various LMS/LCMS.



Example: “Intelpedia”

Intelpedia

- An internal wiki to support 100,000 employees.
- “Our internal wiki, Intelpedia, got moving as a grass-roots effort by several passionate employees. It snowballed as people found it, tried it, loved it, and then used it in all sorts of fascinating ways. It has helped break down internal communication walls, helped combat bureaucracy, and helped foster collaboration and innovation across groups that we wouldn’t have seen otherwise. It is fascinating to watch it evolve internally, outside of the normal ‘IT Technology Implementation Plans’.”
– Jeff Moriarty, Intel
- Search for this on Google to find more info on it.

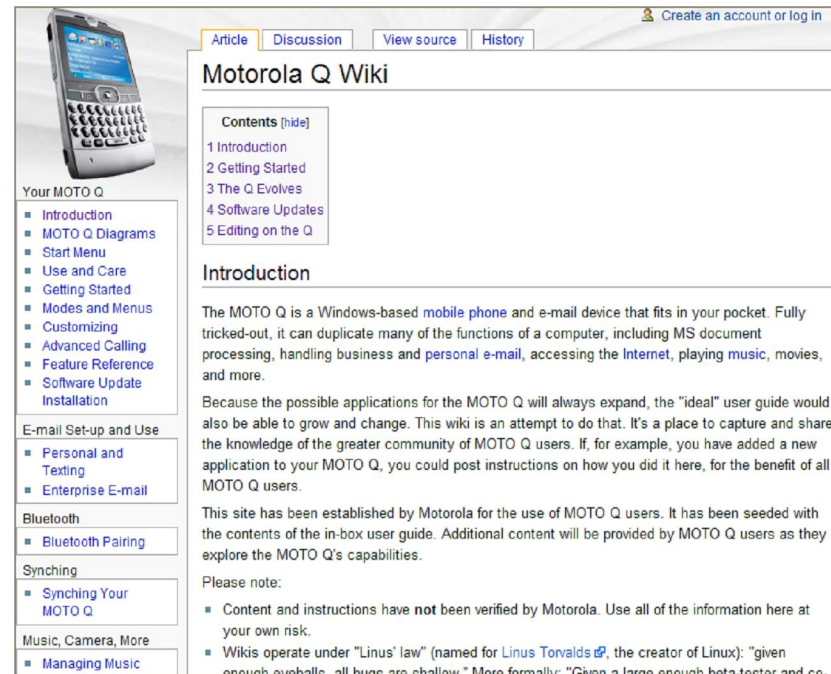


The screenshot shows the Intelpedia wiki interface. At the top, there's a navigation bar with links: main page, discussion, edit, history, protect, delete, move, and unwatch. The Intel logo is in the top left. The main content area has a welcome message: "Welcome to Intelpedia, the Intel encyclopedia that anyone can edit. 5,835 articles... have you created any?". To the right of the welcome message are links for Acronyms, BKM's, Codenames, Intel History, DTSpedia, SAPedia, and Software. Below the welcome message are links for Quick Start, Bugs, Questions, Help, New Pages, Categories, Recent changes, Popular, and Intelpedia Stats. The main content area is divided into sections: "Featured article" with placeholder text and a link to a Wall Street Journal article; "In the news" with a list of news items including "Processor" added to Intel brand names, Intel #39, and Apple's Dual Quad Core Mac Pro; and "50 Years Ago..." with a paragraph about Intel's founding in 1957. A "Did you know..." section is also visible at the bottom.

Example: "Motorola Q Wiki"

Motorola Q Wiki

- A publicly available wiki providing information about the MOTO Q mobile device
- Online at: www.motoqwiki.com
- Search for this on Google to find more info on it.



The screenshot shows the Motorola Q Wiki page. At the top right, there are navigation tabs for "Article", "Discussion", "View source", and "History", along with a "Create an account or log in" link. The main heading is "Motorola Q Wiki". Below this is a "Contents [hide]" box with a list of links: "1 Introduction", "2 Getting Started", "3 The Q Evolves", "4 Software Updates", and "5 Editing on the Q". The "Introduction" section is expanded, showing text about the MOTO Q as a Windows-based mobile phone and e-mail device. It mentions that the wiki is an attempt to capture and share knowledge from the community. A "Please note:" section follows, with bullet points stating that content is not verified by Motorola and that the wiki operates under "Linus' law". On the left side of the page, there is a sidebar with a "Your MOTO Q" section containing a list of links: "Introduction", "MOTO Q Diagrams", "Start Menu", "Use and Care", "Getting Started", "Modes and Menus", "Customizing", "Advanced Calling", "Feature Reference", and "Software Update Installation". Below this are sections for "E-mail Set-up and Use" (with links for "Personal and Texting" and "Enterprise E-mail"), "Bluetooth" (with "Bluetooth Pairing"), "Synching" (with "Synching Your MOTO Q"), and "Music, Camera, More" (with "Managing Music").

Wikis can provide the following:

- **Performance support, through a highly searchable knowledge base of:**
 - procedures
 - checklists
 - guidelines
 - FAQs
 - error resolutions
- **Informal learning, by capturing conversations and enabling collaboration**
- **Onboarding support, by providing special resources such as company glossaries**
- **Protection against “Brain Drain,” by capturing more of the knowledge that is otherwise lost when experts leave the organization**



**How many of you have been
involved in creating a wiki
at work?**

Wikis are not just – or even primarily – for the IT dept!

Element K has several thriving wikis:

- Learning Content Organization (ID, GD, Editing, QA, PM, MP...)
- Platform Team (SE/Programmer, PM, Analyst, et al.)
- IT Department
- Marketing Department to support Sales
- Others

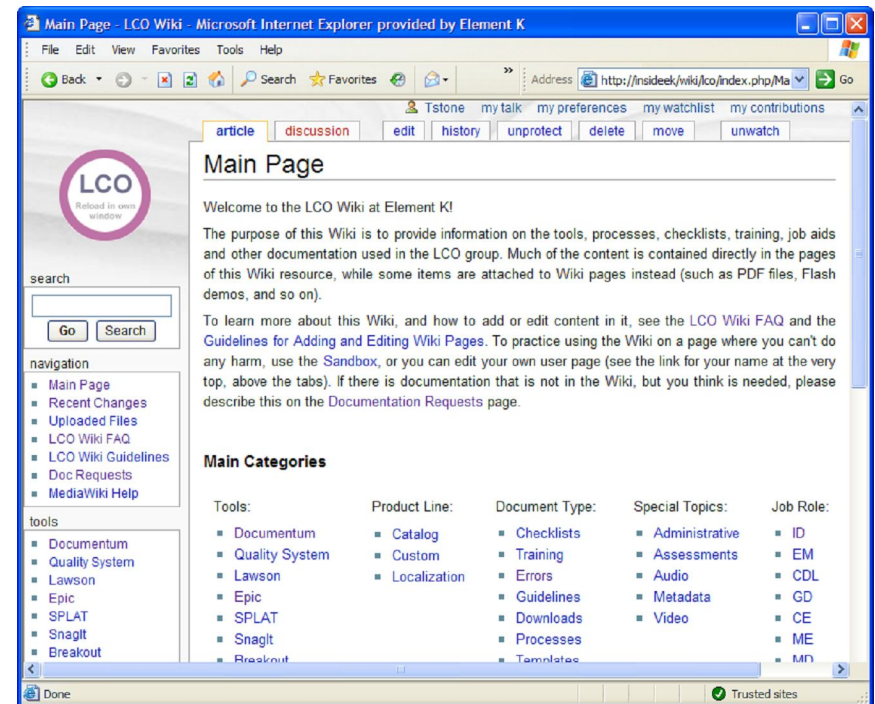


Problems We Faced – Wiki to the Rescue!



About the Learning Content Organization at Element K

- We are the largest internal division in the company
- We have staff on two continents
- We had six portals for internal documentation (procedures, checklists, guidelines, etc.)
 - Where is X?
 - Duplication of information
 - Not centrally searchable
- We struggled to keep information updated
 - Most knowledgeable staff (SMEs) always on high-priority projects
 - Management bottlenecks when approval committees involved
 - Key people sometimes left the organization



Demo



LIVE DEMO

What People are Saying



“The wiki works... :-) ... found an answer to my question in 30 seconds!”

-- Geoff, Instructional Designer

“I simply love the wiki. Seriously.”

-- Angie, Content Editor

“I really like this wiki. I am creating more useful documentation than before, because it is easy to do, and others can easily collaborate with me. And most of all, it is so easy to update documents in the wiki!”

-- Carolyn, Business Manager

"No doubt you've heard it before, but many thanks for pushing and sticking with the Wiki. I have to switch between course types/teams so often, I lose track of how each does what step and whether it has changed since I did it six months ago. It has improved my speed in responding to task requests and lowered my anxiety level! Thanks again and thanks to all who are adding documentation to it!"

-- Sharon, Instructional Designer

Some keys to the success of wikis at Element K:

- **Strong champions, leading from grass-roots level**
- **Seed the wiki with existing content**
- **Provide an FAQ for wiki-procedures (adding content, editing content, etc.)... *inside the wiki itself!***
- **Provide a Guidelines page for governance/expectations**
- **Create other roles, such as “gardeners,” to clean up content**
- **Keep it as open as possible – resist urge to lock down the content**
- **Have a WYSIWYG editing toolbar (most wiki platforms offer these)**
- **Send email updates to keep up awareness (esp. in first year)**
- **Encourage use: thank those who jump in these new waters!**
- **Provide organization so the wiki is browseable as well as searchable**
- **Get management buy-in when necessary**
- **Get IT support when necessary**

Questions?

Thomas R. Stone
Product Design Architect
Learning Products Division
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