
ICANN79 | CF – ICANN Wiki-Edit-A-Thon
Wednesday, March 6, 2024 – 3:00 to 4:00 SJU

RAY KING: My name is Ray King, and I have with me Andrew Merriam which we together represent 66% of the ICANNWiki board. There's one other person that's not here.

It's great to have you here. I would start by—I think we've already mentioned this—but one of the things we'll try and do during this session is introduce you to the project, give you a sense of just how it started and why we're doing it. And also, help you guys set up accounts and do just a little bit of editing to get a sense of what it's like to edit the wiki.

Most importantly we're going to try and convince you to be continuing editors for the project because that is the way it really works is through participation. The more people who touch the pages on a periodic basis, the better the content gets. It is similar to Wikipedia, the same concept. It's based on volunteer editorship.

Maybe I'll ask quickly what you guys are hoping to get out of this meeting.

UNIDENTIFIED FEMALE: I made an ICANNWiki profile a while ago for myself when I was starting at the Youth IGF in my country which is Canada. I'd be curious about how to utilize the ICANNWiki to further bring in more youth stakeholders from Canada so that they can be more flushed with

Note: The following is the output resulting from transcribing an audio file into a word/text document. Although the transcription is largely accurate, in some cases may be incomplete or inaccurate due to inaudible passages and grammatical corrections. It is posted as an aid to the original audio file, but should not be treated as an authoritative record.

Internet governance and the ICANN community in general so that they can be more widely represented in this field and in this organization.

RAY KING:

That's a great question. Okay. And a great goal. Thank you. In fact, [inaudible]. I realized I need the microphone to continue. So anyone else? What do you...the question is: what are you hoping to get out of the next hour we spend here together? I've told you our singular goal is to convince some portion, maybe just one person out of this group, who actually wants to roll up their sleeves and help us build this knowledge resource. And in exchange, I think it will be a great onramp for being a part of the ICANN community, which I think is why you guys are here, right? Okay. Yeah?

JAHNAVI MUKUL:

Hi. I'm a NextGener at ICANN79. My question is just a technical question. When you're talking about building, are you saying in terms of the website interface or editing information on there?

RAY KING:

Oh, we're talking about editing information. Oh, I have another one. I don't know where this came from. It was just in my back pocket. The site uses MediaWiki which is the same software that drives Wikipedia. And editing is the contribution that we're looking for which is basically sign up, make an account, and we'll show you how to edit some pages here in the next hour. But thank you.

Okay, so this project was started back in 2006, and at that time myself and a couple other folks were also brand new to ICANN and we were wiki enthusiasts. A little known fact is that the inventor of the wiki lives in Portland, Oregon, which is where we're all from. We know this guy, and it's part of our history.

But I personally love wikis because it's a collaborative effort to build something, so it in my mind stands apart from a blog where you share your information with the world and you ask other people to comment. In a wiki environment, we work together to make great articles. That no one has full authorship over a single article or area, although certainly people could work more in an area that they have interest in. But it's really nice to do things together and collaborate because you get the benefit of multiple people's knowledge and many hands making quick work of a much bigger project.

I was going to talk a little bit about some of the wiki values. Andrew has told me ahead of time that the last time we did a session I just droned on and on and on and it was really too much. So I'm going to try and make this simpler.

But if you go to the "About ICANNWiki page which is a link at the very bottom of all the pages, you'll see that there is this page that talks about our mission which is giving everyone a voice in the future of the Internet. Because that's kind of what ICANN is. It's a bottom-up consensus built organization that you can join. And once you participate, then you have a voice in the future of the Internet.

And wiki values actually are very similar to some of ICANN's core values. And in particular—I had a question earlier about editing the site—and

we always start with the assumption of good faith. People always ask, you mean anyone can edit any page? And the answer is yes. You could come and you could add something to the main page. You could edit any article you want. And we always start with the assumption that everyone is trying to accomplish the same goal, even if we may not agree on how to get there. So sometimes what happens is someone will edit, someone will edit on top of that edit or revert an edit. And it's that action of going back and forth that creates better pages over time. So we always start with the assumption of good faith.

Be a builder. Which is what we're talking about here. Developing a site that has a body of information that's helpful for other people. Maybe people that are in your shoes five years from now trying to onboard their way into ICANN.

Change is cheap. So don't worry. If you're not sure, go ahead and make the edit because you can always undo it, changing it back to the way it was. Change is cheap. So don't think about, oh, my God. I'm publishing something that can never be changed, because that's not the nature of how wikis work.

And a few more. I'll just point to real people. One thing that we like is for people to identify. That's not true on all wikis. Some wikis you can edit anonymously. But it's nice to know. In our system everyone gets to make a user page which is a little bit about who you are and maybe what areas of the wiki you're working on. What your relationship is to ICANNWiki.

And that's separate from a page that might describe you in a more formal manner. That's one of the things that I think is a little confusing

to people when they start. But if you think about like Wikipedia, there's a page about Taylor Swift. That is the page that is the official page. But if Taylor Swift were also a wiki editor, there might be a page where—it's probably not a realistic example. I don't actually think she edits Wikipedia. But if there was, she might say I'm interested in music history and here are some pages I've edited. Something like that, if that makes sense. Okay?

Yeah, I think that's enough on wiki values. Any questions so far? No? No questions? It's so embarrassing that I have to bribe this out of people. All right, anyway. Oh, great.

UNIDENTIFIED MALE: I'll take the bribe.

RAY KING: The quality of the question is also important.

UNIDENTIFIED MALE: Just the thought I had, because I know I follow this account Depths of Wikipedia. Those are the really obscure Wikipedia articles and also just like editor battles. And I think that's kind of common to see how even though one of the principles is radical trust, you just trust that everyone has the best interests. They [commit] a change and then if it's not true or if it's just not a good change, it gets rolled back. Is this a problem for ICANN's wiki? Having editor battles?

RAY KING:

That's a good...I want to answer two questions because you said one thing that I actually really have to clarify. Thank you. Which is ICANN's wiki. ICANNWiki is a project that is separate from ICANN. It was started just by us registering a name, putting up MediaWiki, and we just started making articles. So it is not...it is sponsored by ICANN. So ICANN is one of the...they contribute financially which helps us with some of the many things we do. But it is a separate project. So I just wanted to make sure that's 100% clear.

And the second question was do we have issues with edit wars and stuff like that. The short answer to that is yes sometimes. But the biggest problems we've had have been where two entities within the space might be having a problem that's—like on a given TLD, maybe they're fighting for control of that TLD and they're in a lawsuit or something like that. And they both come and start editing the page and telling their side of the story and erasing the other person's edits, things like that. In some cases we've had to lock the pages down, which is unfortunate.

But wiki follows the same principle which is that we want everything to be factual. So if something is like there were three applications for this TLD, there were three applications for the TLD. But when a person comes and edits the page out themselves or their company and says we are the best thing since sliced bread, that's not really factual. That's more opinion. So we try and keep everything to the facts. And certainly when people are warring over what really happened with a TLD or who should have the rights to it or something like that, it can be a problem. But not too often. We get a problem like that once every two years, so not a big deal. Good? All right. Hi. Welcome.

Okay, so at this point, Andrew, do you want to add anything? Okay, okay. Yeah, so we'll just...again, just to go over what we're going to do here since you guys are new. Go to ICANNWiki.org. If you don't have an account, you can ask for an account and we'll approve it. There's a moment. It takes a moment to approve it. And maybe what we'll do...actually, Andrew, why don't you come and add a few comments of your own. Andrew is, obviously, quite a bit younger than I am and started with the project back in 2011 or so and is the author of a lot of great pages on the wiki. And maybe you can share your experience.

ANDREW MERRIAM:

Yeah, I think maybe the most relevant part of my experience with the folks in the room is that I started not knowing absolutely anything about ICANN and not looking for a career in domain names, and I'm still here 13 years later. So I don't know if that's a good thing or a bad thing, but it's a thing.

And should you be finding yourself in a situation where you're at this event and it's pretty overwhelming. I mean, maybe you prepared in various ways to get here. Obviously, with your applications if you're NextGen or with your studies or work that bring you here. But there's so much more going on. Even myself or Ray or Elaine or other folks in the room that have been here a long time, it's more than any one of us could really wrap our hands around or our heads.

And so what ICANNWiki offers is an educational resource specific to our industry. Because the main other wiki that you all know and use on a much more regular basis, Wikipedia, has a notability barrier. And so a lot of the things that we're talking about are never going to be on

Wikipedia and getting to that information in a neutral manner elsewhere on the Internet might prove quite difficult.

So we have a lot of great evergreen resources on ICANNWiki. Things that have been stable and been worked on for the past years. And what we really need more of is folks to get in on the work that's currently being done, what's been updated, what's changed. And so from my experience I can just say that I've learned a lot and been able to move around this industry a lot more based on what I've learned working on ICANNWiki. To the extent that's helpful.

RAY KING:

And if any of you guys should elect to really join the project and engage, you'll get to know us a lot better and it will just be good. If you guys need a recommendation or something on your LinkedIn page or show something on your resume, that type of stuff, we're happy to do that. Because we crave the engagement and we want to help you guys along in the same process. Okay? Yeah, good.

So let's go ahead and maybe, Andrew, you want to run the monitor and we'll show them how to make a change or two. Okay, so why doesn't someone just pick a page on ICANNWiki and tell us what page it is. I'll just show you the basic mechanisms here really quickly.

TCP/IP, okay, great. Andrew, you want to just go onscreen to TCP/IP? After you enter your password. So the way you find a page is you search for it. Okay, you've found the page. Here's the page on TCP/IP. So we can get a sense for this page. It's, as probably you'd expect, some information on the subject.

And you might notice that there is a little bit of formatting. There are some section headers. Some things are bold, etc. So if you want to see how that was created, you can go back and hit the edit source button. There are actually two edit buttons, but I would always recommend you use edit source because that is in my mind a more accurate way to edit the wiki without going into too much detail.

Here you'll notice that there is a little bit of, it's kind of like a light version of HTML. And you can notice that section headers have two equal signs in front. If you do three equal signs, it's like a second level, third level, fourth level, that type of thing. You'll notice that there are three little single quotation marks around TCP/IP. That will bold that word.

You'll notice that in some cases there are double brackets. So ARPANET is double bracketed. That means that this, if you click on it, will go to the page for ARPANET. One of the key things that's interesting about wikis is that you can double bracket anything and you don't actually have to know if it goes somewhere. You could see ARPANET, double bracket it, and say that should go to the ARPANET article. But if there is no ARPANET article, what will happen is when you look at this page it will be red in color. It becomes an invitation for someone else to create that article. That was one of the key moments in the invention of wiki as a whole. But this idea of being able to link and not worry, not create a 404 error in essence.

And then the formatting gets a little more complex where, I was going to show the DARPA one is a good example. Could you hit? Yeah, thanks. This is also a double bracket but there's also a pipe. So here we're

saying this should go to the article called DARPA, but after the pipe is how we want to show on the page. So it's just what the label will be on the page.

And you can see some other ones like you see Vint Cerf is a person. He's connected. And what's cool about this is that in a wiki you get to link to anything you want, so it organizes the information the same way your mind works.

Probably the most complicated things are references. Here you can make a reference which will create a footnote on that particular page. And without going into all the formatting, the easiest thing to do if you're not sure how the formatting work is honestly just to look at another page that has the thing you're looking for and say how did they do it there? Cut and paste, and just edit the information inside and get to where you want to be. Does that make sense? Any questions so far? Yeah?

UNIDENTIFIED FEMALE:

I have one because while we were talking about TCP/IP I looked at DARPA because I was a little bit curious if ICANNWiki continues to say that ARPANET was created for nuclear warfare which has been a debunked myth that was started by the Rand Corporation.

RAY KING:

Right.

UNIDENTIFIED FEMALE: And I saw that it's good that it doesn't have that myth because I see that constantly in my [inaudible] every time I open up a social sciences article about the history of the Internet. And I was just curious of what is the fact checking way that ICANNWiki. And also too, looking at histories to see if a fact check had occurred and how maybe some of those edits were negotiated to have a good faith, well written, and well researched source.

RAY KING: That's a great question. I think I already gave you one of these, right?

UNIDENTIFIED FEMALE: Yeah, yeah, I'm fine.

RAY KING: Are you sure? All right, I'll save this one for the last question. The last good question that comes around. Yeah, so we are not...this is a much smaller wiki than Wikipedia. And the short answer to your question is people make edits and we—when I say “we” it's anyone in the community—but oftentimes the people who are closer to the project will review the edits. And if the edits look reasonable, they stay. That's the whole answer. Then if you see something that's not right, we would love to have you make it right.

UNIDENTIFIED FEMALE: Thank you.

RAY KING:

You're welcome. Yeah. Good? Okay, so if you want to see, to go to your question, who has ever edited this page, you can go to view history and you can see who has ever edited this page. Well, okay, some person named Saassoin made the page in 2012, and then it was edited afterwards by someone named Caterina. And then this person edited it again. Andrew edited it a little bit afterwards, and then Jessica edited it after that. So that's the history.

And if you want to see what those pages looked like, you can actually go back. Let's hit the very first version. What did the very first version look like? Okay, yeah, so that's a pretty good start. Sometimes the first version is like just one sentence. But every page has to start somewhere, and I think back at this time we were putting "Under Construction." We don't really do that anymore because everything is under construction. There's no such thing as done. "A wiki's work is never done." We prescribe to that.

You could also see all the edits that have been made on any page. So what we just looked at by hitting view history was all the edits that have ever been made on this page. And if we go to recent changes, we can see all the edits that are being made on the site as a whole. And it's the same kind of thing, but it will show you just what's happening at this point on the wiki. And that's kind of a...is anyone editing right now, by the way? Not yet? Okay, great. Question, comments, observations?

YASIR ZUNAIR:

I did like two minutes ago, so my name is coming over there.

RAY KING: Oh, nice. Are you...?

YASIR ZUNAIR: My name is Yasir Zunair, yeah.

RAY KING: Perfect. Great. Okay, so now that's great. We can see what edit you made. Oh, you edited your user page. That's great. So it's all public. Do you mind if we take a look? I mean, it's public to the whole world anyway, so.... Yeah, this is great. So you just went ahead. So you made the account, and you made an edit on your account which is a summary of a little bit about yourself. That's perfect.

So why don't we do that? Why don't we go ahead and take a moment to...can everyone try and do something similar? Just go ahead maybe on your user page to start with. Go ahead and just write a sentence or two introduction. I think that's a great example. And you've got to go further. You've got to add something else now. And then we'll check out what other people are doing. Yeah?

UNIDENTIFIED MALE: Hi. So for the pages that aren't created, the red ones, is anyone able to create those? And is there any criteria for creating them?

RAY KING: Yes. And no. So anyone can create a page. And there's no criteria. But again, if you created a page that, I don't know, was like ridiculous or, you know, obviously not related to ICANN, probably someone would

just delete it. But other than that, just go for it. That is just another great question.

UNIDENTIFIED FEMALE: [inaudible]

RAY KING: I just get them in change when I buy stuff. That's a total lie. No, I go to the bank and you can get a stack from the bank. All right, yeah, so let's go to recent changes and maybe take a look at someone else's. Great, go for it. Is that someone here in the room? No? Oh, it's someone else.

UNIDENTIFIED MALE: [inaudible]

RAY KING: Oh, okay. Perfect. Okay, so here you are. And, oh, can we go back to that for a sec? Right, now someone else reading your page might say that's great. And I don't know what ISOC is, for example, right? So could maybe someone else edit your user page and make a double bracket ISOC? Not everyone at the same time because you might get an edit conflict. But if one person could do that, that would be great. And I'll just show you, again, how it works. Which is that should create a link, and then we should be able to see that in the view history, be able to see it in recent changes, etc. Yeah, in the back? Please. Here, I'll come give you the mic.

UNIDENTIFIED MALE: It's all right I think [inaudible].

RAY KING: Yeah, but the people on Zoom. I'm trying to make it official.

[SIMON:] Simon [inaudible] from Germany. Yes, my question is if anybody can change my user page. You can keep the change and give it to one of the young ones. That's all right. Basically, isn't that kind of dangerous? Like for myself, I would have to observe my wiki page regularly if I don't want my professional profile to be amended in a way that I don't want to have it to.

RAY KING: Here you go. You've earned it.

[SIMON:] That's all right.

RAY KING: Oh, okay. Applause for Simon. He's donating back his contribution. All right, yeah?

UNIDENTIFIED MALE: So anyway, what he said. And I think it's a big deal too me. So that needs a little bit of compromise. If another person can actually change my profile page, I think it's a big deal.

But beyond that, I want to find out how I can put up my—what did I want now? Caricature or something? Yeah, you know? So please, maybe you explain that.

RAY KING: I will, thanks. Here you go.

UNIDENTIFIED MALE: Oh, no.

RAY KING: Applause for [inaudible]. He's also donating his contribution back to the next editor.

Okay, so the two questions are around editing something which seems kind of personal which is your own user page and the fact that someone else just edited your user page and double linked ISOC. So again, the short answer to the question is this wiki is completely open, which means that you can edit my page, I can edit your page. As we've just seen, right?

Can you hit the view history on the page we just looked at? Yeah, right. So you know now that Steven edited your page, okay? So there's a full history of what's happened, and it feels.... This is why I wanted to show this example because it does feel dangerous, right? But the reality is that it goes back to assume good faith. We're working together to create something which is a public artifact and tool for other people to use, and you have to kind of trust in the process that if someone does something that would be...like adds the word "not" into a sentence

which is a very sneaky, bad kind of change, that someone is going to notice it and revert it. And you're also going to be able to see who did it.

And if someone does something that is really nefarious, I mean, first off, you are going to get notified when changes pages that you touch, okay? Secondly, if that happens and someone is acting poorly, we'll revoke their account. But first we'll actually say to them did you mean to do that, and was that just you trying to...a lot of times people will make an edit because they don't believe they can edit. Like, can I really do this? And the answer is you can, but we will seek...we have become a community that is working toward a common goal and if someone is working against that goal, their account will be revoked. That's the short answer. That's why when you ask for an account, we have to go through a process to approve it. People sometimes get through that process. Sometimes people fool us, and they pretend to be someone in the ICANN community. And they put a bunch of spam up and then we have to revert the whole thing. That's just part of the process of running a wiki.

ANDREW MERRIAM:

Yeah, I think concerns really make sense and are valid, especially in all of the emerging technology that everyone is talking about and what it could do to truth on the Internet. But at least for our reality that we've seen over the past ten-plus years, that specific issue of users' pages being manipulated and their CVs being manipulated or something like that I don't recall ever being an issue.

The spam that Ray is talking about is someone—and the reason that you have to wait a second to get account reproval—is someone went to

create an account and then replace your page entirely with a bunch of backlinks to like an online casino. You know, something wildly not...if anyone looked at that, they wouldn't be like, oh, Steven Luo's online casino. It doesn't make any sense.

I guess another unique thing about the ICANN wiki is we're talking now about user profile pages, and that's the easiest thing to imagine working on because you know yourself and your career and your studies very well. But for the most part the wiki is hopefully getting more work on some of these other things like the ISOC page, for example. Because that have a lot more group contributions than someone opining on your personal page and what you're about.

RAY KING:

Yeah, I agree. The only other kind of change that we end up reverting on a more consistent basis is companies that...you know, there are a lot of companies that have pages here, all the companies that are involved in ICANN. And the temptation to copy your marketing text and put it there is definitely there. And we try and tell people just make it factual, don't make it like a marketing piece.

Now Wikipedia, their rule is that you can't edit your own page. But we're in a much, much smaller environment so if we told people don't edit your own page, we would lose out on a whole bunch of edits. The biggest problem we have is not too many edits, it's too few edits. We get requests all the time from people saying, hey, can you update this or how come this list of people in this constituency isn't up-to-date? And the short answer is because no one has updated it.

I think people that just view it as a resource—and that's true of Wikipedia too, but Wikipedia is so much larger. You've got the whole world. I'm sure for every 100 people who read an article there's only one person who edits it. So this entire session really is somewhat of an ask, a beg if you will because we actually really need people to join the project and bring some energy to it. That is completely critical to us.

In fact, Mark who is a friend of the project is helping us try and become a project that is within the Wikimedia sphere. And we have to get up over a certain bar to get there. We have to show that we have a certain amount of activity. I mean, we do show a lot of things already very well which is that it's nonprofit, the project always has been and always will be completely nonprofit. It's nonpartisan meaning that it's not run by a company trying to persuade anything about their products or services. So it checks a lot of boxes already. It's in an area that's important.

It's in an area that people care about. It has a very positive mission which is to provide information in a format that's easier to digest. Because you might say why do we need ICANNWiki? We've got ICANN.org. And the reality is there is a ton of information ICANN's site but it's almost like there's so much information that it's sometimes more difficult to get at what you're looking for quite as quickly because it's organized in a very different manner. It's organized as the information becomes public and available, whereas ICANNWiki is organized according to the way people think.

So again the idea is an article goes up, you see something, you link to it. That creates the need for another page. And the wiki is smart. If a lot of

people link to the same term from different pages, the wiki will tell you these are the pages that the audience as a whole wants more badly.

But we always encourage people to work in the areas that they have interest. So if you're interested in abuse, work in the DNS abuse area. If you're interested in the next round of new TLDs, then work in that area. Because it's not going to feel like work when you're working in an area that you're interested in. And I should stop using the word “work” because it's really fun and you should think about it as fun, not work.

And the wiki is not written by experts because if we were to go to the people who have been in the community a long time, find the person that's the most knowledgeable person about TCP/IP we just looked at here and said please come write an article for us, that's not a very good strategy.

Wikis are generally written by people who want to learn about the subject. It's kind of like learning. If you were in school or doing your own research project, you would probably maybe take notes somewhere for yourself to help organize the information that you assimilate from different areas. And what we're asking is that when you do that, do it on the wiki. So it's kind of like making your own notes public as you're learning about that topic.

UNIDENTIFIED MALE: [inaudible]

RAY KING: Oh, I'm totally sorry. Yeah, do you want to pull up a page with a caricature? How about your page, Andrew? Okay, yeah. Oh, Mark?

[MARK:] Thank you, Ray. Hey, everyone. Interesting thing. This is also a resource for those of you who want to continue your ICANN journey. This is a way of showing that you're studying and learning and continuing to engage with the space. So say you want to move on to a Fellowship application. This is a very handy way of saying, hey, look at all the work that I did. And it's pretty clear. It's there. It's registered. We can fact check that. So something to keep in mind. Becoming an ICANNWiki editor might have more, let's say, rewards—not to put that so bluntly—but rewards than you were initially thinking. So something to keep in mind.

RAY KING: That's a great point, yeah. I met a guy one time in Portland and he's a Wikipedian. And he was super proud of the page describing Ethiopia and got this really beautiful page with a lot of information about Ethiopia. And at that time I didn't really understand how the process worked. I said, oh, it looks like you...did you live there for half your life or something? And he said, no, I've never been. I said, how did you possibly write this amazing page about a country you've never even been to. And he said, I hope to get there one day but I thought it was really fascinating and I decided I wanted to dig really deep on that topic. And he went and did a ton of research. And as he researched Ethiopia he just added to the page, added to the page, added to the page, and it became an amazing page.

We've got a real life example here in the room as well. When Andrew first started, do you mind if I pick on you? There is a page in ICANNWiki about ICANN. And he decided I'm new to the industry and at that time ICANNWiki had a lot less information, so there actually was very little information about ICANN.

And if you go to that article, you'll see that it's quite a credible article that well summarizes ICANN the organization. And, yes, okay. And if you go and you hit the edit history, I'm sure you're going to be...yeah, like a lot of other people have edited it since then, but early, early on this was something that—I guess you have to go. Yeah, you've got to go a lot older. This is a big article from a long time ago.

But that was one way that Andrew who was brand new to the industry decided he was going to learn his way in. And so I think that would be an amazing thing. You guys pick a topic or something you're interested in and just take an article that's not as well built out or a set of articles and really drill down on them.

Jessica who spent a lot of time with us before, she actually if you go to the main page dug in and built all these kind of articles that tried to aggregate a lot of information that was on ICANNWiki that was harder to get to. Because one thing you learn about at ICANN is that there are a thousand acronyms and just getting those...maybe you could hit the Terms page here.

So someone had to build this and organize all the terms and figure out what are the right categories. Like what are committees, organizations, what's the difference between one or the other? Panels, programs, taskforces, teams, but just trying to get these all in the right place. And

then a lot of these have articles obviously describing a particular taskforce or team or term, etc.

And the same thing for DNS abuse I think is really cool. That's such a big topic today and if I could do one thing in my life it would be to lower DNS abuse across the Internet because it's such a problem. And yet there are a zillion different types of DNS abuse and it's a constant struggle between the good guys and the bad guys.

So that's another type of work. Digging into an article is great but also maybe working at another level. Like working at a level of categorizing or helping to organize the information is important. Even going in and looking for spelling errors and ways to word things more concisely. That's also really...it's all helpful. And that's why many hands make quick work of a big project. Any time you get in there we assume that anyone who hits the edit button is going to make the site better in some way. And you can choose that way because we're all different people and we'll approach the problem differently. Yeah?

UNIDENTIFIED FEMALE: [inaudible]

RAY KING: Oh, well, the first thing is to make an account and just say, hey, I'm the one that just posted that question. And we'll go ahead and approve you into the system. Does that person mean just join as an editor, right? Yeah, okay.

UNIDENTIFIED FEMALE: [inaudible]

RAY KING: Great question. And [tell her] I'm sorry I can't give the \$2 bill over the Internet. Elaine?

[ELAINE:] Thank you. Thanks, Ray, for this great presentation. I don't know if the folks in the room know how successful and brilliant Ray is, but this is a really amazing contribution to the community. And I don't need \$2 for that. So unfortunately, I haven't updated my own ICANNWiki profile in quite some time, but now that I'm here learning about it I see it will be much easier than I thought. And I'm wondering since I'm so keyed into what's happening with the next round if I wanted to make some contributions or create a next round page that would be easy to consume, is the expectation that I would just draft that myself or could I easily pull in information from the ICANN site?

RAY KING: Oh, okay, so I think there's maybe a mechanical question. So the mechanical question is that how that would come about would be I would first start by seeing what's already on the wiki in that space and would I add to it. So if you have a thought in mind like is it a brand new article, something that's never been talked about, or is it something that can just use improvement. It looks like...oh, next round. See, that's interesting. There's no article actually titled "next round," which is what Andrew's showing us. But I know there's information about the next round. Okay, we're not actually sure that's true.

And I think your second question is can I copy information off let's say any other source but including ICANN.org. And generally we don't like information being copied because you essentially don't need to copy it because there is a place where it exists authoritatively on the Internet.

So I would say on ICANNWiki we're trying to summarize and organize the information with links back to the original source. And say, hey, to read more go here. But ICANNWiki might just organize it in a way that we would bring the things that an ICANNWiki reader might want to know. Like roughly speaking when is it? Link to the last round. What might be different this round? And link to all the other articles within ICANNWiki. So a lot of it is pruning and gardening and making it easier to consume, if that makes sense.

I still have your caricature question on hold. Okay, I'll go to Debbie and then I'll come back to your caricature. And then your second question after that.

UNIDENTIFIED MALE: [inaudible]

RAY KING: Oh, okay. I'm not going to forget.

UNIDENTIFIED MALE: [inaudible]

RAY KING:

Right. We would just roll it back. There's no real value. The ICANNWiki is open information for anyone to consume, and if you're just going to copy an article from another source here, it's not really valuable. What's valuable about ICANNWiki is that this has information that is more specific to ICANN, it's a little bit lower than Wikipedia meaning that we will allow articles about people and companies that wouldn't make the bar for Wikipedia.

And we connect all the information in a way that connects people, companies, policies, working groups together. And creating something that can't be found anywhere else on the Internet. So copying a big chunk of text from somewhere else doesn't help that. It makes it worse because then it's version control and we want our information on ICANNWiki to be unique and valuable.

Let me answer the question you asked 20 minutes ago. One of the things we did as a way to get involvement with ICANNWiki was we sometimes, not always, have a booth. Like this show we don't have a booth. Last show we had a booth. And in the past what we used to do was when people came and created an account we took a picture in the booth and then we uploaded the picture. And then afterwards we paid a caricaturist to make a caricature and we uploaded that caricature. And it was kind of just a fun way of encouraging people to make an account.

And then one thing we did after that was we took a random smattering of caricatures and we made a deck of cards out of those caricatures. So this is a good example, the one Andrew just had. Go back a sec to the last page you had. Here's a great example of a person. And oftentimes

you can actually see because the background shows what ICANN meeting they went to.

And sometimes people just upload their own pictures too. So you're welcome to use this template and j upload a picture of yourself as well. Which is probably the best way to get a caricature ultimately because we're not taking pictures in the booth anymore. We've just kind of grown out of that phase of our existence. And there are a lot of people who have pictures with no caricature, and it's kind of on our long-term list maybe to go back and create some artwork around that.

So separately, if you go to the cards...can you go to sponsorship? I think sponsor our work. Oh, sure. Okay. Actually, go back to one of the really original ones. I think it's sponsor our work and hit playing cards. Okay, so in the past we made cards based on those caricatures. Andrew is showing you the Cancun deck which is a much more recent deck. Okay, this is a more...except this one. This is the one exception. This is the one time we didn't do caricatures. Right, that's a better example.

UNIDENTIFIED FEMALE: Ray?

RAY KING: Yeah?

UNIDENTIFIED FEMALE: [inaudible]

RAY KING: Okay, I'm going to get there in a sec. I'll sort of show an example of something we've done in the past. This is a great example. We took those caricatures that we did over time and then we would just grab a set of 54 caricatures and we'd wrap them up into a deck, print them, and hand the decks out at ICANNWiki meetings. And it became something that ICANNWiki is known for and it's a really fun kind of thing.

The original idea was take the picture [inaudible] the caricature. And then if you go to the more recent deck like either of these decks, in the last two meetings we kind of went a little nuts and we picked to people we wanted to have in the deck and we did a video conference with them. We asked them about their involvement with ICANN. And then we also asked them some extra questions like do you have a spirit animal and just some kind of random questions like that. If you were walking through the forest, what would you be carrying? That type of thing. And from that we went and hired an artist who kind of did a much more in-depth....

[MARK:] I'm there. I'm there.

RAY KING: Yeah, okay, where's Mark?

[MARK:] Lower.

RAY KING: Lower? Okay, keep going, keep going, keep going, keep going.

[MARK:] [inaudible]

RAY KING: Okay, all right. So I guarantee that if you become an editor of ICANNWiki there will be a very good chance that you will be in a future deck of cards, which is a little bit of a badge of honor of being in the ICANN process. Now, Deb, to answer your question, I would just go and look your record up. So can you go to Deborah Escalera? So we got a picture of you taken at some meeting. We got a caricature. And we can see you were featured in the ICANN57 Hyderabad deck. So this is a link to ICANN57, and I'm sure if you go to the....

One of the things I've often wanted to do is get this properly linked so it goes right to the deck. But these are kind of like all these little things that could improve the site over time as well. But all these things take time. There's a lot of work. It's like 15 decks of cards and the pages that describe the cards are not all consistent. So that's a kind of work that is really important to the site as well. If you're the kind of person that wants to just help us come in and make things look more consistent, that would be a fantastic project as well. Pedro?

PEDRO LANA: Pedro Lana, ICANN79 Fellow. Just a quick comment about the importance of ICANNWiki. It has a really good SEO positioning and so when people try to find things about ICANN they usually end up first of

all in an ICANNWiki page. So for example, there are a lot of info [inaudible] another NextGener in ICANN76. He wrote all the Fellows that were [inaudible] since the beginning of the program, put it on that page. That information was not concentrated anywhere, so now it is exactly because we have the ICANNWiki to do this kind of good information, really useful information for the community.

RAY KING: Thank you. That's right. Okay, I notice we're at the top of the hour. So any last questions or closing comments that I...? Yep?

SEAN PRENDERGAST: Sean Prendergast, NextGen ICANN79. I noticed on some of the pages....

RAY KING: Are you Jim's son, by the way?

SEAN PRENDERGAST: Yes.

RAY KING: Wow, that's great.

SEAN PRENDERGAST: I notice on some of the pages in the sources they have names for images. So it would be soandso.jpg. How do you actually upload an image so it [inaudible]?

RAY KING: Great question. Yeah, so there's an upload file right here. so basically if you want to upload a file, just come here, choose it off you're desktop, upload it. When you do so give it [an image name]. Now here is where you have to be careful. You can overwrite other images. So if you think that an image might already exist, add a numeral to it or make it more specific in some way. And then once you have it uploaded, then you can reference it from whatever page you want to put that image on. Yeah?

UNIDENTIFIED FEMALE: I just want to say this is more fun than I thought actually.

RAY KING: I wish I had a bigger bill to give you.

UNIDENTIFIED FEMALE: Ah, I got \$2. For actually I searched the name of my tribe on the wiki and I didn't find it. So they asked me to create it.

RAY KING: Okay.

UNIDENTIFIED FEMALE: So I created it and I go, yay. Voila. It actually feels exciting.

RAY KING: Nice.

UNIDENTIFIED FEMALE: You can search Kalenjin.

RAY KING: All right, round of applause. Good. I think we have to wrap it up, right?
Because we're at the top of the hour.

UNIDENTIFIED FEMALE: [inaudible]

RAY KING: That's fine. Yeah, it's great. It was a real pleasure meeting all of you
guys, and we hope to see you on the wiki. There will be lots of fun stuff
we can do together, so please do consider joining the project in some
way. Thank you.

[END OF TRANSCRIPTION]