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## ***Wiki Knowledge***

„Wiki” is a Web software for facilitating intellectual cooperation of many people who otherwise would not meet and cooperate with each other at all. „Wiki” stands for „quick” in Hawaiian. The first wiki product was the Wikipedia which is operated on the assumption that collaboration among anonymous volunteers will result in improvement of content. Wikipedia is authored by thousands of authors who continuously are correcting and monitoring each other’s contribution. Anybody can be an expert of any field. The result is a dynamic, ever developing body of content which is highly vulnerable to vandalism and has the potential of inaccuracies. The whole process, however, is reminding to a Darwinian process of evolution which allows future only to the fittest condemning to the extinction of the unfit.

Wikipedia nowadays has become a global movement of collective scholarly content development in English having many variations in local vernaculars as well. In contrast to heavily organized scholarly enterprises with top-down ontology, hierarchy of experts and editors such as Encyclopedia Britannica or Magyar Nagylexikon Wikipedia is in accordance with the way people construct their reality and has the capacity to evolve instantly building content from bottom-up.

Wikipedia is just the beginning of a collective, global and universal collective content development movement. Dictionaries, digital libraries, audiovisual archives, electronic learning materials, multimedia news will follow. Members of the digital generation, natives of the information society, and users of new communication technology are keen to create content for their own benefit based on the principles of openness, sharing, participation and mutual expertise. A new culture is emerging on the basis of the new Web’s participatory architecture which is unstructured, bottom-up and following the pattern of collective self-organization.

Creativity always comes from disruption and clash of conflicting constructions of social reality. Due to its collective nature the new Web can be considered as one of the most efficient tools of creativity. Wikis provide the means to participants to develop and exchange photos, texts, audiovisual documents, music, databases which yield a new experience stemming from the „wisdom of the crowds”. Wiki knowledge is far exceeding the limits of the concept of traditional knowledge. In contrast of web 1.0 modes of usage such as search, navigation, browsing and sharing web.2.0 activities contribute to the evolution of collective knowledge through social book marking, folksonomy. Collective tagging represents a new principle of collective memory which is more than representation of the existing cultural content. People who apply similar tags are members of semantic community. By common categorization of content knowledge and community merge resulting in a new mode of social existence.

The open platform and the set of tools make possible for participants to create effective cultural and information services on the Web that are completely inaccessible to centralized, monopolistic forces. Principles of creative mass collaboration such as participation, openness and sharing clash, however, with proprietary principles. There is a war nowadays between those who think that everything should be free” and those who believe in ownership which should be rewarded by monetary means immediately after the service was provided.

We believe that in the long run the new Web and its wiki contents will lead to development of self-organizing business environment which makes possible to harness the benefits stemming from the creative commons.

One should not forget that the new web is embedded in a highly sophisticated technological infrastructure which is supported by whole branches of ITC industry. Fixed and mobile technological network of broadband data transmission is the basis. Without costly infrastructure people cannot be connected. Free creative collaboration between connected people presupposes the existence of keep developing ICT business segments such as electronic communication networks, hardware and software production, system integration and last, but not least, education of digital literacy. These are the most powerful forces behind economic growth.

Unless people are not educated and equipped by eSkills, connection would not result in creative collaboration. The number of competent people should reach the critical mass.

What is the motivation of the connected people to take part in wiki enterprises? Motives of self-improvement, fun, altruism, idealism, striving for a better society, looking for community can be mentioned.

Consequently, the concept of „wiki” cannot be reduced to quickness. It is referring to cooperation, mutuality, community and collective nature of our knowledge about the external and internal world. These are not recent features of social existence, but rather constant concomitants of the human condition. Wiki is just a new form of cultural production which is strikingly similar to the ancient „Volk” type of culture emerging in „Gemeinschaft” societies based on oral transmission of content from generation to generation. Songs, sagas, magic rituals, musical tunes, and epical contents varied and had been improved by the same ways as have been done by the wiki software on the Web. Collaboration among members of the anonymous „Volk” improved content over time in the way Linux, Wikipedia, Flickr, Technorati, Second Life, InnoCentive, MapQuest, Facebook Del.icio.us have progressed gradually due to the collaboration among members of the digital „Volk”. Wiki can be considered as the awakening of the „Gemeinschaft” mentality.

Apart from the differences due to communication technology there is a principal difference between the two modes of Volk cultural production. „Gemeinschaft” products had been advancing over centuries resulting in the selection of the best solutions and variations. Culture produced by wiki software does not have crystallized community norms of selecting. Members of the digital generations are keen to use services of the participatory Web and ready to create anything that involves culture. They are embedded in modern society which separates their life world from the system lacking transparency and freedom to act. Consequently, mass collaboration of information production instead of wisdom can result rubbish, biased representation of reality, and misinformation. These phenomena lead to collective delusion. As history has shown the tendency of destruction is inherent in mass behavior.

Lacking proper means of control such as peer review, competent and trusted guidance that filters out disparate, evil contributions from users, wiki knowledge can be transformed into a chimeric nightmare. The art of guidance of the collective presence on the web is to recreate balance between chaos and order – which is a task belonging to the future.

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