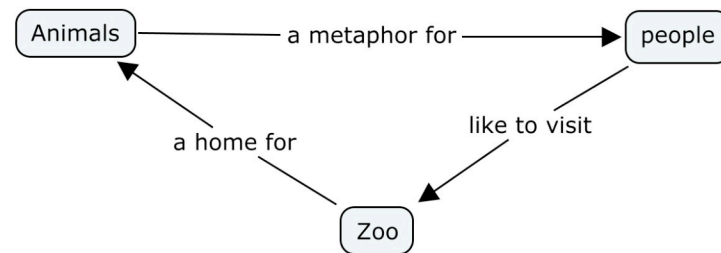# Shepherding the Zoo

Collaboration and wiki culture in a large corporate environment

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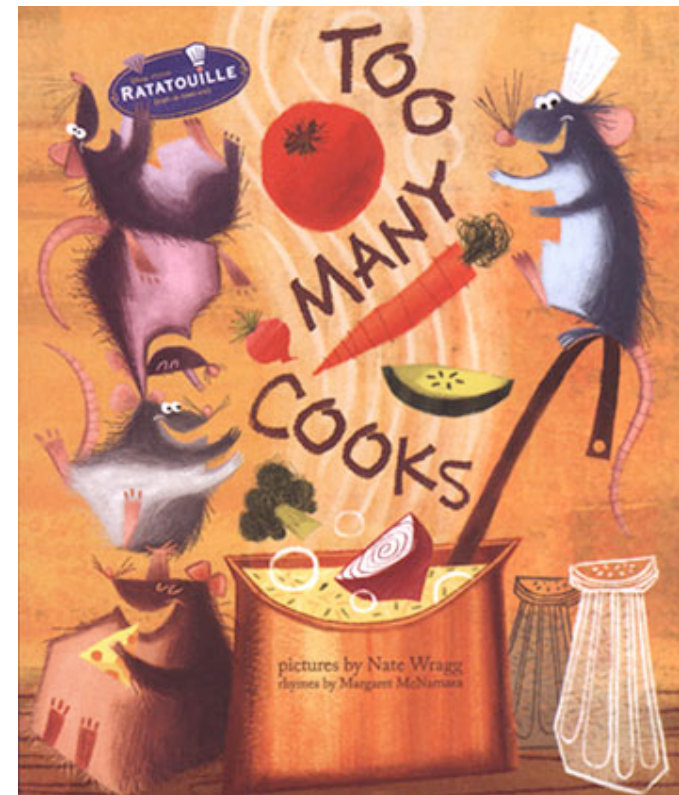# What's a big wiki?

- Large audience, composed of…
- Many Groups that have…
- Different hopes and dreams…

- All trying to build a web site…

Together…

→ How do we make a great wiki that is **not**…

→ An empty pot

→ A confusing stew

→ Or a bitter waste of time and energy

Your job as the zoo keeper

- The animals are…

- Hungry.
- They are not likely to follow rules.
- They make messes.

Hungry Animals

→ Teams and individuals will have immediate, direct goals.

→ "The good of the whole" is secondary to their needs.
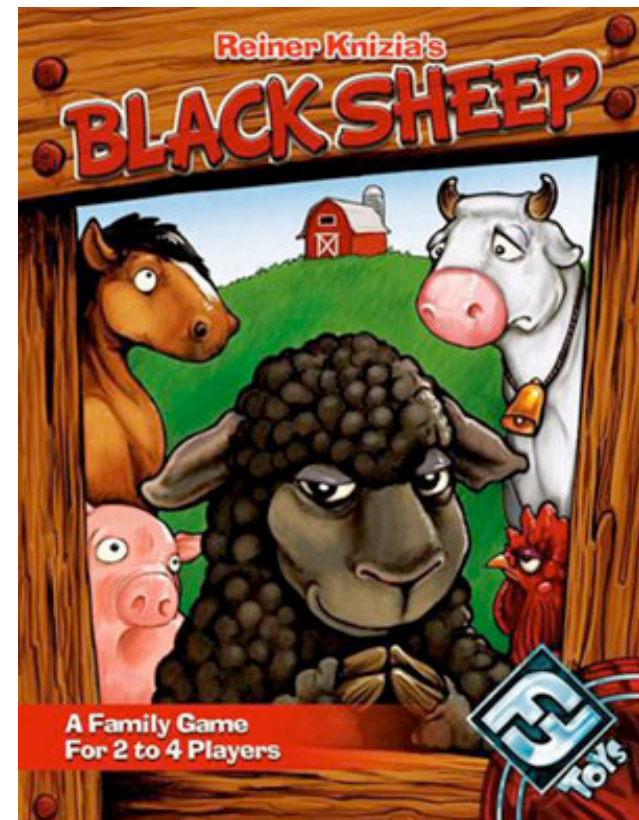

They are only partially aware of their neighbors.

Feeding Hungry Animals

- Offer to build semantic solutions to address their needs

- Leverage semantic solutions to improve global navigation and content quality.

- Introduce people to related content developers and instruct on collaboration.

Unruly Animals

→ Groups may have varying work styles and practices.

→ People don't react well to being "told what to do".

→ Some people get defensive when given new technology tools.

Taming Unruly Animals

→ Cultivate corporate ontology but at the same time Identify differences in group needs and build point solutions. (example: custom queries that use global concepts)

→ "collaboratively" build guidelines and promote with examples of success. (positive reinforcement)

→ Turn user resistance into opportunity to solve a problem. (example: compliance, security)

Messy Animals

- People will constantly try new things… that do not always work.

- There will be a lot of "unfinished business" (false starts, stubs)

- Synonyms, typos, conventional differences and general ignorance of community guidelines.

Grooming Messy Animals

→ Encourage but guide the "experimenters". Offer to help fix mistakes and collect ideas.

→ Set examples for how to expand stubs and add semantic data. (example: info boxes)

→ Cleanup synonyms, fix typos and most importantly recruit help. (Realize guidelines through community helpers)

The zoo is the wrong metaphor

➡ The circus is where you want to be!

➡ Trained animals

➡ Exciting well executed feats that will amaze

➡ …without the clowns

Questions?