

# Sharing Information Through Wikis

Whitney Hall  
National Geographic magazine  
May 14, 2009

---

---

---

---

---

---

---

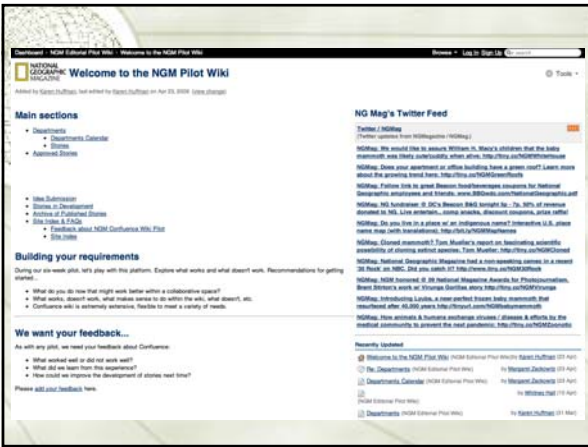
---

---

---

---

---



**Welcome to the NGM Pilot Wiki**

Added by Spacie (talk) on Apr 23, 2009. (view changes)

**Main sections**

- Departments
  - Departments Calendar
  - Stories
  - Approved Stories
- Site Information
  - Stories in Development
  - Articles in Featured Stories
  - Site Tools & Tips
  - Feedback about NGM Confurbus Wiki Pilot
  - Site Usage

**Building your requirements**

During our six-week pilot, let's play with this platform. Explore what works and what doesn't work. Recommendations for getting started:

- What do you do best that might work better within a collaborative context?
- What works, doesn't work, what makes sense to do within the wiki, what doesn't, etc.
- Confurbus will be extremely sensitive, flexible to meet a variety of needs.

**We want your feedback...**

As with any pilot, we need your feedback about Confurbus:

- What worked well or did not work well?
- What did we learn from the experiment?
- How could we improve the development of stories next time?

Please fill out feedback here.

**NG Mag's Twitter Feed**

Twitter / NGMag  
(Twitter updates from NGMag (@NGMag))

NGMag: We would like to announce Whitney H. Hall's addition that the baby movement was there, conceivably other sites. [http://tiny.cc/NGMagTwitter](#)

NGMag: Does your department or office building have a green roof? Learn more about the growing trend here. [http://tiny.cc/NGMagGreenRoofs](#)

NGMag: Follow 2009 to join! Be sure to follow @NGMag on Twitter for National Geographic updates and stories. [http://tiny.cc/NGMagTwitter](#)

NGMag: NG launches @ DC's Biggest BMG tonight! Be 75, 50% of revenue donated to the Live stream... some awards, stream comments, more info!

NGMag: Do you live in a green or an intelligent neighborhood? Here's a list of green cities that offer transportation. [http://tiny.cc/NGMagGreen](#)

NGMag: Global awareness? Don't forget to report on fascinating scientific possibilities of cloning extinct species. Tom Mueller. [http://tiny.cc/NGMagCloned](#)

NGMag: National Geographic Magazine had a non-sensory camera in a recent 20. But, as NGM, you can't. [http://tiny.cc/NGMagCamera](#)

NGMag: NGM featured @ 30 National Geographic Awards for Professionals, from Science's work in Chinese facilities along [http://tiny.cc/NGMagKnowledge](#)

NGMag: Introducing Luvins, a new perfect Brown baby stamens that reached after 30,000 years. [http://tiny.cc/NGMagLuvins](#)

NGMag: How animals & humans exchange viruses / diseases & effects by the medical community to prevent the next pandemic. [http://tiny.cc/NGMagDisease](#)

**Recently Updated**

- [Welcome to the NGM Pilot Wiki](#) (NGM Editorial Pilot Wiki) by Spacie (talk) (17 Apr)
- [The Departmental Calendar Pilot Wiki](#) by Spacie (talk) (17 Apr)
- [Departments Calendar \(NGM Editorial Pilot Wiki\)](#) by Spacie (talk) (17 Apr)
- [Home Editorial Pilot Wiki](#) by Whitney Hall (17 Apr)
- [Departments \(NGM Editorial Pilot Wiki\)](#) by Spacie (talk) (17 Apr)

---

---

---

---

---

---

---


---

---

---

---

---



## Biomimetics - Case Study

- ✦ NGM April 2008
- ✦ Robert Clark
- ✦ 5 countries
- ✦ 5 U.S. states
- ✦ 2 1/2 months field time

---

---

---

---

---

---

---


---

---

---

---

---



## *Biomimetics - Case Study*

- + 6 months planning / research
- + 152 articles
- + 2 dozen interviews
- + Countless emails

---

---

---

---

---

---

---

---



Quadrants and 2  
in 2004 (approximately)  
are needed to see the picture

*Distilled down  
to this ...*

---

---

---

---

---

---

---

---



## *Who uses this information?*

- + Photo Editor
- + Photographer
- + Text Editor
- + Writer
- + Post Researcher
- + Legend Writer

Distributed by email and hard copy

---

---

---

---

---

---

---

---



## *A Better Way- Wiki Benefits*

- ✦ Information is easily kept current
- ✦ Research is compiled and stored in one location - articles, interviews, contacts, phone numbers, etc.
- ✦ No need to search through multiple emails for a single piece of information.

---

---

---


---

---

---

---

---



## *A Better Way- Wiki Benefits*

- ✦ All team members can contribute
- ✦ Ability to track changes and edits as they happen
- ✦ Valuable contact information can be referenced for future stories and use

---

---

---

---

---

---

---

---



## *Wiki Challenges*

- ✦ Access through the Firewall
- ✦ Usability
- ✦ Access from the Field

---

---

---

---

---

---

---

---

May 2009  
Title of Contents

**NATIONAL GEOGRAPHIC** [ngm.com](http://ngm.com)

Home Features Investigations Gear & Gadgets Kids News Interactive & More Full List of Topics Archives Subscriptions

May 13, 2009 **Searching for Shangri-La**

**Your Share**  
Share your favorite National Geographic content on social media sites.

**Why Wandering?**  
Did wandering ever inspire the fiction? Share your thoughts on the great outdoors.

**Editor's Note**  
Editor in Chief Chris Johns explores the history of the great outdoors.

Features Investigations Photography Video [lifeaccount.net](http://lifeaccount.net)

**National Geographic Daily News**  
Daily News, 1982-2009

Visit us on the web at [nationalgeographic.com](http://nationalgeographic.com)

---

---

---

---

---

---

---

---

---

---