Wikipedia: Encyclo-media Engagement to Reach Millions

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Wikipedia is the fifth most-visited website in the world, with 500 million unique readers every month. The encyclopedia is often a first point of entry for learning about a new topic, creating an opportunity for scientists to share reliable, verifiable information with the world. Because volunteers with varying levels of expertise and access to scientific research develop Wikipedia's content, science articles have gaps in quality or do not yet exist. Compared to popular culture topics, science is relatively underrepresented on Wikipedia, particularly in terms of comprehensive, high-quality articles based on the most recent scientific scholarship. Over the last year, the Deep Carbon Observatory has taken a special interest in the public's reliance on Wikipedia. In collaboration with Wiki Education, the Deep Carbon Observatory has developed strategies to improve the quantity and quality of articles related to deep carbon science. In this presentation, we will discuss successes, challenges, learning outcomes, and failures. We will also inform attendees about resources and opportunities to improve Wikipedia's Earth science content, and encourage scientists contributing to Wikipedia or other wikis to join the session and share their perspectives.