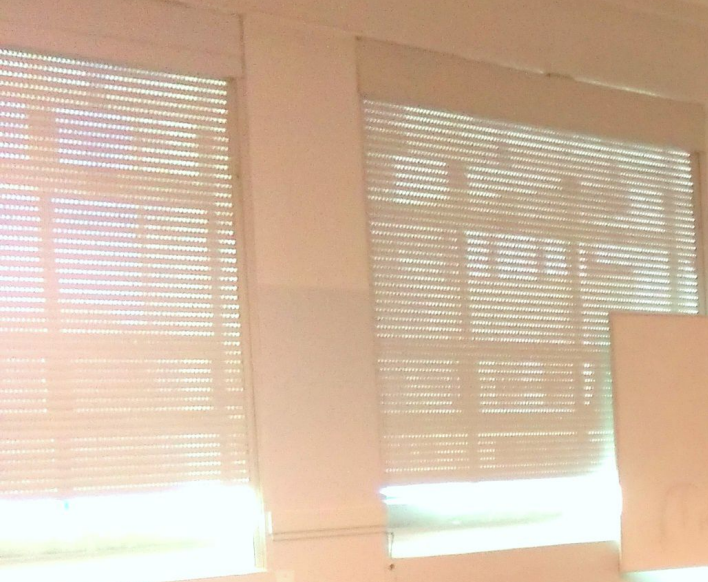






A male presenter in a dark shirt stands at a wooden podium on the stage, gesturing with his hands while addressing the audience.

An audience of approximately 20-30 people is seated in rows of wooden pews, facing the stage. They are attentively listening to the presentation.






A male presenter in a dark purple shirt stands at a wooden podium, gesturing with his right hand towards the projection screen.

An audience of students is seated in wooden benches, facing the presenter. Several students in the foreground have their hands raised, indicating an interactive session.

A whiteboard is visible on the left side of the lecture hall, currently blank.

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- Google research: 1953 (Alexa #1)
 - Facebook research: 580 (Alexa #3)
 - **Wikimedia research: 6 (Alexa #5)**
 - Yahoo Research: 84 (Alexa #7)

<https://www.alexa.com/topsites> (Gathered: 2019-03-08)



With the Knowledge panel

- Users are 50% less likely to click a Wikipedia link
- Users are 5X as likely to assume the information *comes from* Google.

McMahon, C., Johnson, J., & Hecht, B. (2017, May). The substantial interdependence of wikipedia and google: A case study between user production communities and information technologies. In Eleventh International AAAI Conference on Web and Social Media.



A projected slide on the right wall displays a list of items, each with a star rating. The text is partially obscured but appears to be a list of products or services.

Item	Rating
Little Star (Milk)	★★★★
Cherry (Milk)	★★★★
Vanilla (Milk)	★★★★
Non-Fat (Milk)	★★★★
Butter (Milk)	★★★★



