

This is supplementary material for the webtext “Wikipedia as Editorial Microcosm” by Joshua DiCaglio et al., published in *Kairos: A Journal of Rhetoric, Technology, and Pedagogy*, 29(1), available at <http://kairos.technorhetoric.net/29.1/topoi/dicaglio-et-al/index.html>.

WP: PROMO/COI -- Editing for Promotional and Conflict of Interest Issues in an Article

Wikipedia always has to be on the lookout for promotional content and conflicts of interest. This document is to help us identify and handle these issues as they arise.

Policy Pages

[WP:PROMO](#)

[WP:COI](#)

Major Issues

- 1) When an article is about a good organization but still contains promotional content
-

There are some Wiki articles over a great organization, in the following case an organization that’s mission is to stop human trafficking, but their article still needs to be neutral and encyclopedic. Even if they’re doing great work, they shouldn’t be promotional on their wiki page.

Example: A21 Campaign [Before](#) + [After](#)

- “This all-female UK team rowed across the Atlantic Ocean, following an old slave trade route from the Canary Islands to Barbados, and crossed over 2,600 miles in a record setting 45 days to raise awareness and funding for The A21 Campaign.”

Notice: Another PROMO issue here is the inclusion of a video on their article page in their media section (“Gallery”) that acted as a promotional video/ad for their organization which goes against Wikipedia Policy.

2) When an editor has COI issues (what to do + how to approach them)

Sometimes, new editors to Wikipedia begin editing articles that they are closely associated with. This is a Conflict of Interest (COI) problem. It's hard to write neutral and unbiased content for an organization that you're a part of.

Example: United States of America Cricket Association ([before](#) and [after](#))

- This editor was the Executive Secretary for the USACA and was adding in promotional content which violates several Wikipedia policies. Another experienced editor attempted to revert the edits made, which upset the COI editor and caused them to add content into the lead of the article calling this other editor out. This is obviously not how communication on Wikipedia works. The seasoned editor then posted in the talk page discussing the COI issue and eventually the new editor ceased their edits on this page.

This first screenshot displays the COI (3rd paragraph)

The **United States of America Cricket Association** (USACA), headquartered at **Miami Beach**, was the national governing body for all cricket in the United States. The board was formed in 1965.

USACA was an Affiliate Member of the International Cricket Council until June 23, 2007 when it was expelled following an ICC Board recommendation in April and a Dispute Resolution Committee hearing before **the Honourable Michael Beloff QC**.^[1]

I am disappointed with Etherfire's edits - I do not know who he/she is. I am the Executive Secretary of USACA and do not approve of his edits. I posted updates to correct certain information which he/she keeps on reverting. It is better in the interest of encyclopedia being correct only knowledgeable person who know should be editing and posting information which is not Etherfire! Etherfire, You are welcome to contact and connect with me if you want to be my spokesperson to deliver the information!

Contents [hide]

- 7 Stadiums
- 8 Leading cricket grounds in the United States
- 9 See also
- 10 References
- 11 External links

History

The United States of America Cricket Association was started in 1965 with the help of John Marder^[2] and was admitted to the International Cricket Conference as an associate member that same year.^[3] This was the same group that had been so integral in keeping the United States out of international cricket when formed in 1909.^[citation needed] Unfortunately, the administration of the USACA proved unable to administer the sport in the United States effectively. This led to suspensions from tournaments and ineligibilities and has rendered the USACA largely inactive.

The United States was able to participate in the ICC Trophy in the tournament started in 1979. The United States' team saw success in this tournament and continued to improve through 2005.

In July 2009, the USACA announced it was inviting proposals from prospective sponsors, broadcasters and game development partners to help launch the **American Premier League**, an **Indian Premier League** style **Twenty20** league tournament. No American Premier League matches were played in 2010, and in April 2011 no further matches have been announced. The board announced in December 2010 that it had signed a \$10 million deal with **New Zealand Cricket** and several strategic investors are stakeholders, creating a new body called Cricket Holdings America to manage all commercial rights for cricket in USA, including Twenty20 rights, in perpetuity^[4]

In January 2011, USACA was awarded the top prize in the Junior Participation Initiative category by the ICC America's region in the 2010 Pepsi ICC Development Programme Awards for the United States Youth Cricket Association's Schools Program.^{[5][6]}

The USACA supported the American Twenty20 Championship, an American Twenty20 cricket tournament aimed at grooming American cricket players for international events and to spread interest in American Cricket. Its first season was only a 3-day affair, played in **New Jersey** and won by the **Atlantic Division**. The tournament was supported by the United States of America Cricket Association, the national federation of cricket in the US. After not being held in 2012 and 2013, the USACA announced that the tournament would be again played in 2014.

United States of Assoc

Sport Cricket

Jurisdiction United S

Headquarters [Miami Beach](#)

President Gladstone Dainty

Secretary Sankar Renganathan

Official website

www.usaca.org

COI Editor adds in their message to the article's lead

and a Dispute Resolution Committee hearing before [the Honourable Michael Beloff QC](#).^[1]

I am disappointed with Etherfire's edits - I do not know who he/she is. I am the Executive Secretary of USACA and do not approve of his edits. I posted updates to correct certain information which he/she keeps on reverting. It is better in the interest of encyclopedia being correct only knowledgeable person who know should be editing and posting information which is not Etherfire! Etherfire, You are welcome to contact and connect with me if you want to be my spokesperson to deliver the information!

Contents [\[hide\]](#)

Example: Lightwater Valley ([before](#) and [after](#)) + ([Link](#)) (That link is to the COI page another editor posted for this IP address that was adding all of this PROMO content since it's probable that they work for this company.) + [COI Noticeboard](#)

Attractions

Lightwater Valley has over 30 rides and attractions, ranging from thrill rides such as The Ultimate, Splash Falls for the more modest thrill-seekers, and small rides such as Dragon Boats for the park's young visitors. Lightwater Valley now categorises their attractions into three groups - Rides & Attractions, Children's Play, and Entertainment. This helps establish what rides are suitable for visitors and the expected height restriction for each.

2020 season

The park opens for the 2020 season on Saturday, 4 April 2020.

The Lightwater Valley situation was a bit more complex. There were several edits being made from IP addresses, which occurs when editors don't log into their Wikipedia profile. A lot of these edits were adding in promotional content to this page, which leads other editors to believe that they are aware of the COI issue and are attempting to work around that by making these edits anonymously. An editor posted on the IP address's talk page discussing COI issues as a formality, but also completed an official COI noticeboard post flagging this article. The editor approached the IP address editor with the five pillars of Wikipedia and other resources for new

editors without being contentious, and brought up COI without sounding accusatory. They also provided them with information regarding Wikipedia's Policy on COI. This is ideally how COI problems should be addressed.

Lightwater Valley: Experienced Editor's helpful post. Examine the rest of this post with the above link.

There were several IP addresses that were coming into the article and adding in a lot of PROMO content which alerted editors that there was a potential COI problem as well. An editor posted these two messages to one of the active IP addresses.

Welcome! [edit source]

Hello and **welcome to Wikipedia!** Thank you for your contributions.

I noticed that one of the first articles you edited was [Lightwater Valley](#), which appears to be dealing with a topic with which you may have a **conflict of interest**. In other words, you may find it difficult to write about that topic in a **neutral** and objective way, because you are, work for, or represent, the subject of that article. Your recent contributions may have already been undone for this very reason.

To reduce the chances of your contributions being undone, you might like to draft your revised article before submission, and then ask me or another editor to proofread it. See [our help page on userspace drafts](#) for more details. If the page you created has already been deleted from Wikipedia, but you want to save the content from it to use for that draft, don't hesitate to ask anyone from this list and they will copy it to your user page.

One rule we do have in connection with conflicts of interest is that accounts used by more than one person will unfortunately be **blocked from editing**. Wikipedia generally does not allow editors to have **usernames which imply that the account belongs to a company or corporation**. If you have a username like this, you should [request a change of username](#) or create a new account. (A name that identifies the user as an individual within a given organization may be OK.)

In addition, if you receive, or expect to receive, compensation for any contribution you make, you **must disclose your employer, client, and affiliation** to comply with our [terms of use](#) and our [policy on paid editing](#).

Here are some pages that you might find helpful:

Managing a conflict of interest [edit source]

Hello, 79.65.177.57. We [welcome](#) your contributions, but if you have an external relationship with the people, places or things [you have written about](#) in the page [Lightwater Valley](#), you may have a **conflict of interest** (COI). Editors with a conflict of interest may be unduly influenced by their connection to the topic. See the [conflict of interest guideline](#) and [FAQ for organizations](#) for more information. We ask that you:

- **avoid editing or creating** articles about yourself, your family, friends, colleagues, company, organization or competitors;
- **propose changes** on the talk pages of affected articles (you can use the {{request edit}} template);
- **disclose** your conflict of interest when discussing affected articles (see [Wikipedia:Conflict of interest#How to disclose a COI](#));
- **avoid linking** to your organization's website in other articles (see [WP:Spam](#));
- **do your best** to comply with Wikipedia's [content policies](#).

In addition, you are **required** by the [Wikimedia Foundation's terms of use](#) to disclose your employer, client, and affiliation with respect to any contribution which forms all or part of work for which you receive, or expect to receive, compensation. See [Wikipedia:Paid-contribution disclosure](#).

Also, editing for the purpose of advertising, publicising, or promoting anyone or anything is not permitted. Thank you. [Leaky caldron](#) (talk) 09:08, 10 March 2020 (UTC) [reply]

3) PROMO issues must be removed

Example: [United States of America Cricket Association](#) ([before](#) and [after](#))

- “Cricket coverage is available in the U.S. via Willow on satellite television providers DirecTV and Dish Network, as well as cable systems like Comcast, Time Warner Cable, Cablevision and Cox Cable.”

Example: Short story ([Before](#))

- “In 2012 Pin Drop Studio launched a short story salon held regularly in London and other major cities. Short story writers who have appeared at the salon to read their short stories to a live audience include Ben Okri, Lionel Shriver, Elizabeth Day, A.L. Kennedy, William Boyd, Graham Swift, David Nicholls, Will Self, Sebastian Faulks, Julian Barnes, Evie Wylde and Claire Fuller.”
- “The London Magazine Short Story Prize [1], the Pin Drop Studio Short Story Award and many others, attract hundreds of entries each year.” (this sentence could be useful if rephrased)

Example: Zachary Karabell ([Before](#))

It is important to note this author’s published books, but written up like this with links to shop at is not appropriate for Wiki and should be removed or reformatted.

Bibliography

- Karabell, Zachary (2021). *Inside Money: Brown Brothers Harriman and the American Way of Power*. Penguin Press. ISBN 9781594206610.
- Cramer, Aron; Karabell, Zachary (2010). *Sustainable Excellence: The Future of Business in a Fast-Changing World*. Rodale Books. ISBN 9781605295343.
- Karabell, Zachary (1999). *Architects of Intervention: The United States the Third World and the Cold War 1946-1962*. LSU Press. ISBN 9780807123416.
- Karabell, Zachary (2004). *Chester Alan Arthur (The American Presidents)* [\[a\]](#). Times Books. ISBN 9780805069518.
- Karabell, Zachary; King, David C. (2002). *The Generation Of Trust: Public Confidence In The U. S. Military Since Vietnam* [\[b\]](#). AEI Press. ISBN 9780844741888.
- Karabell, Zachary; Rosenberg, Jonathan (2003). *Kennedy, Johnson, and the Quest for Justice: The Civil Rights Tapes* [\[c\]](#). W. W. Norton Company. ISBN 9780393051223.
- Karabell, Zachary (2000). *The Last Campaign: How Harry Truman Won the 1948 Election*. Knopf. ISBN 9780375400865.