



The Influence of Celebrity Social Events on Wikipedia Content Curation

A Comparative Analysis of
Taylor Swift and Kanye West



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Research Question

How do celebrities' social events influence content curation on Wikipedia?



* 2009 MTV Video Music Awards

Independent Variable



Celebrity Social Events

- Occurrence that generates significant media attention
 - Examples: Award shows, controversies, major social media posts
- Inductive Analysis
 - Kanye West: December 2022
 - Taylor Swift: May 2012
- Deductive Analysis
 - VMAs: September 2009

Dependent Variable



Content Curation

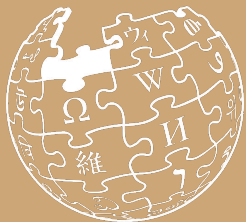
Edit Frequency

- Definition: Number of edits made to Wikipedia pages
- Method: Time series analysis

Webpage Interconnectedness

- Definition: Extent of new or intensified links between Taylor Swift and Kanye West's Wikipedia pages to other webpages
- Method: Network analysis

Literature Review



Content Curation on Wikipedia

- Curation: “identifying, selecting, organizing, maintaining, and preserving existing artifacts” (Rotman et al., 2012)
- Emergence of community-driven content curation (Wyatt, 2011)



Wikipedia and Social Events

- Users report ongoing real-world events (Whiting et al., 2014)
- Shape responses to current events (Gildersleve, 2021)

Methods



Swift's
Edit Data



West's
Edit Data



TIME SERIES

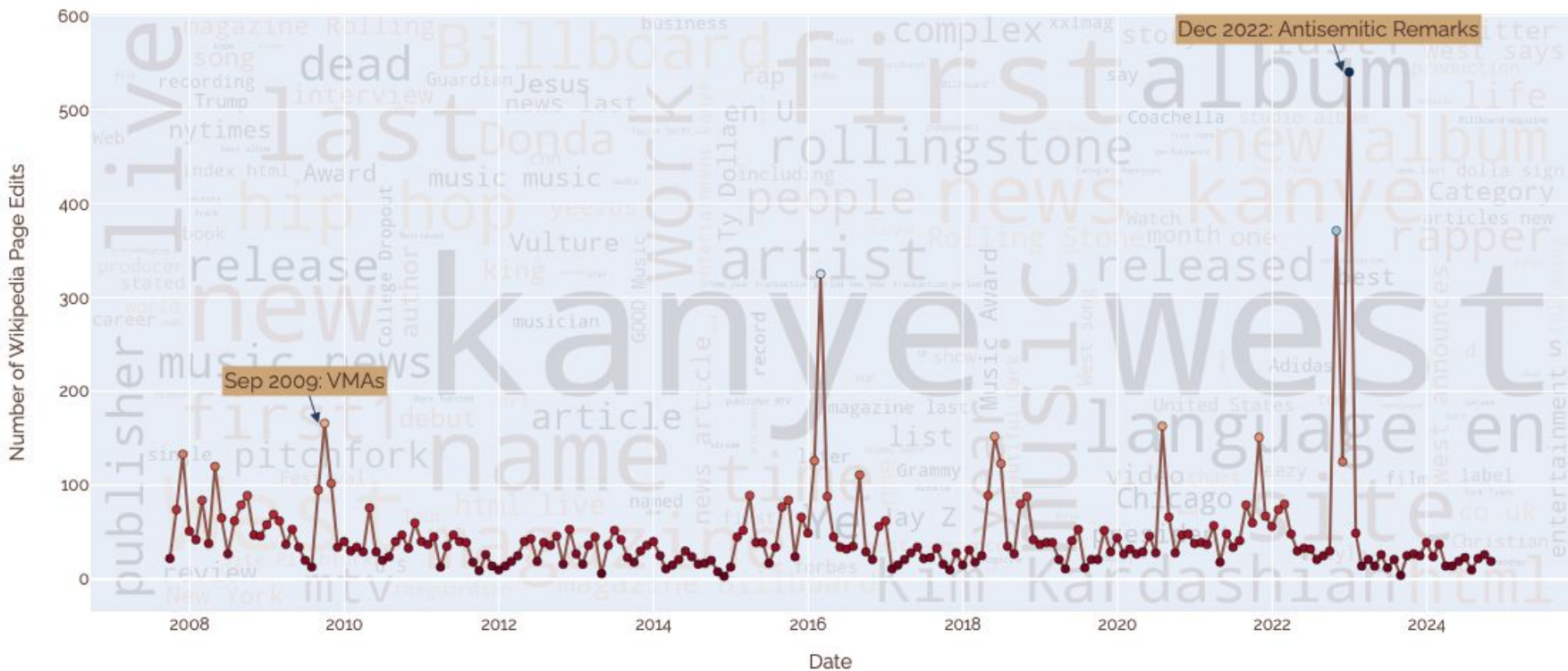
- Swift's page edits (2007 - 2024)
- West's page edits (2006 - 2024)



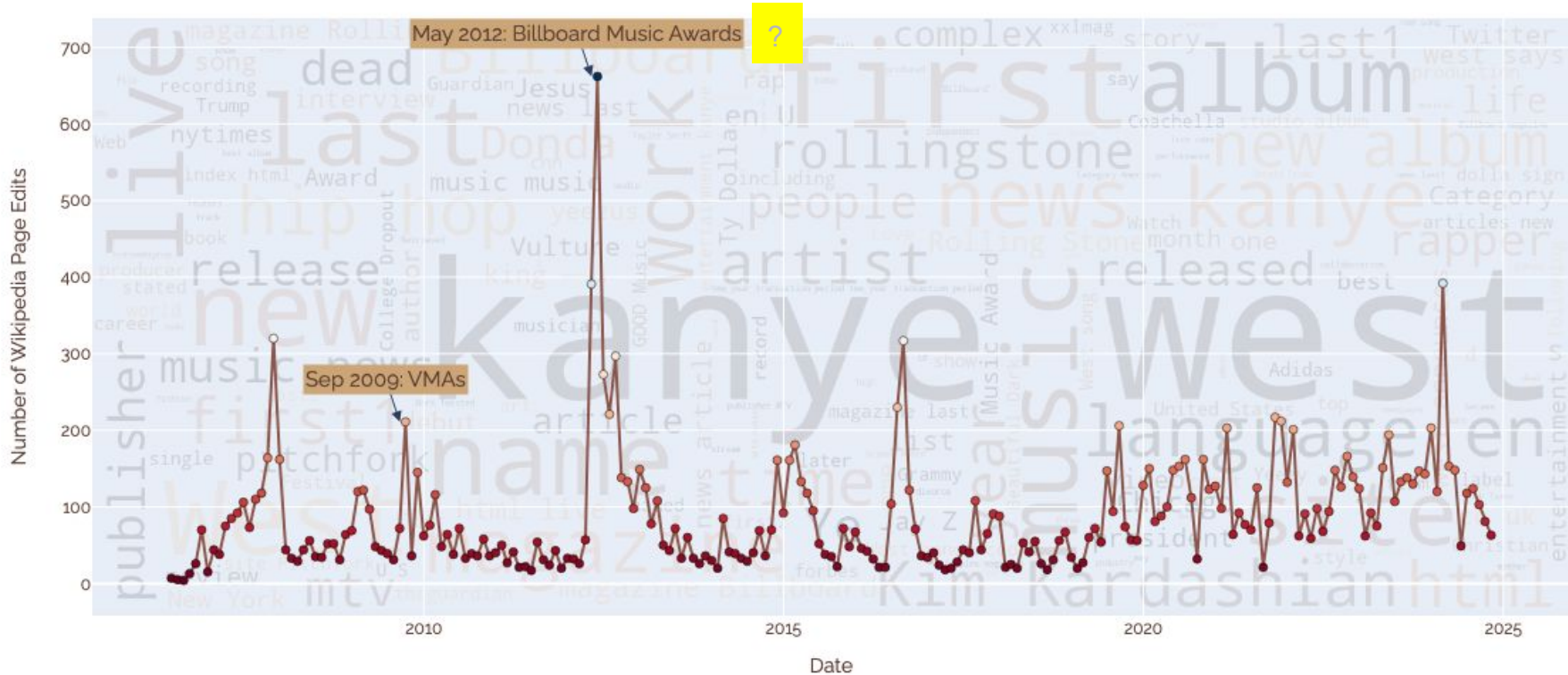
NETWORK

- Wikipedia edits containing links within 30 days of the VMAs
 - Internal to Wikipedia (98%)
 - News sites (<1%)
 - Website (1%)

Editing History of **Kanye West**'s Wikipedia Page

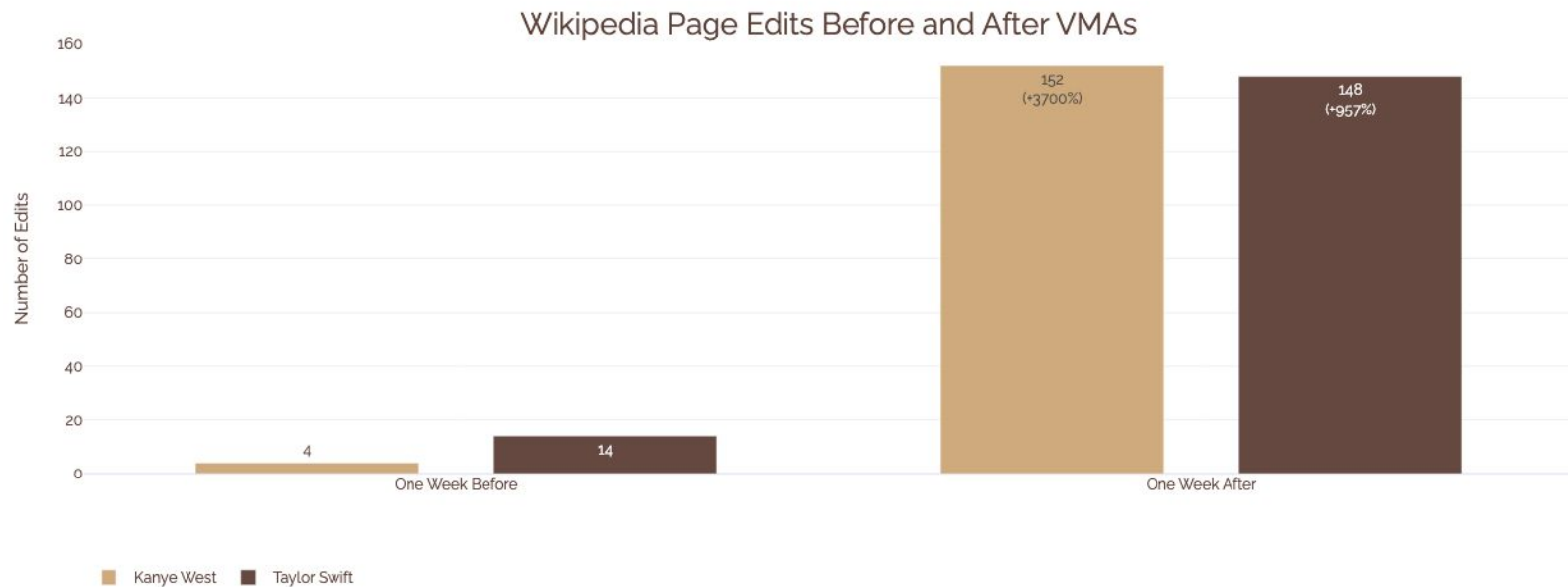


Editing History of **Taylor Swift**'s Wikipedia Page



Time Series Analysis (VMAs): West and Smith

? How did the VMAs influence the number of edits on each individuals' page?



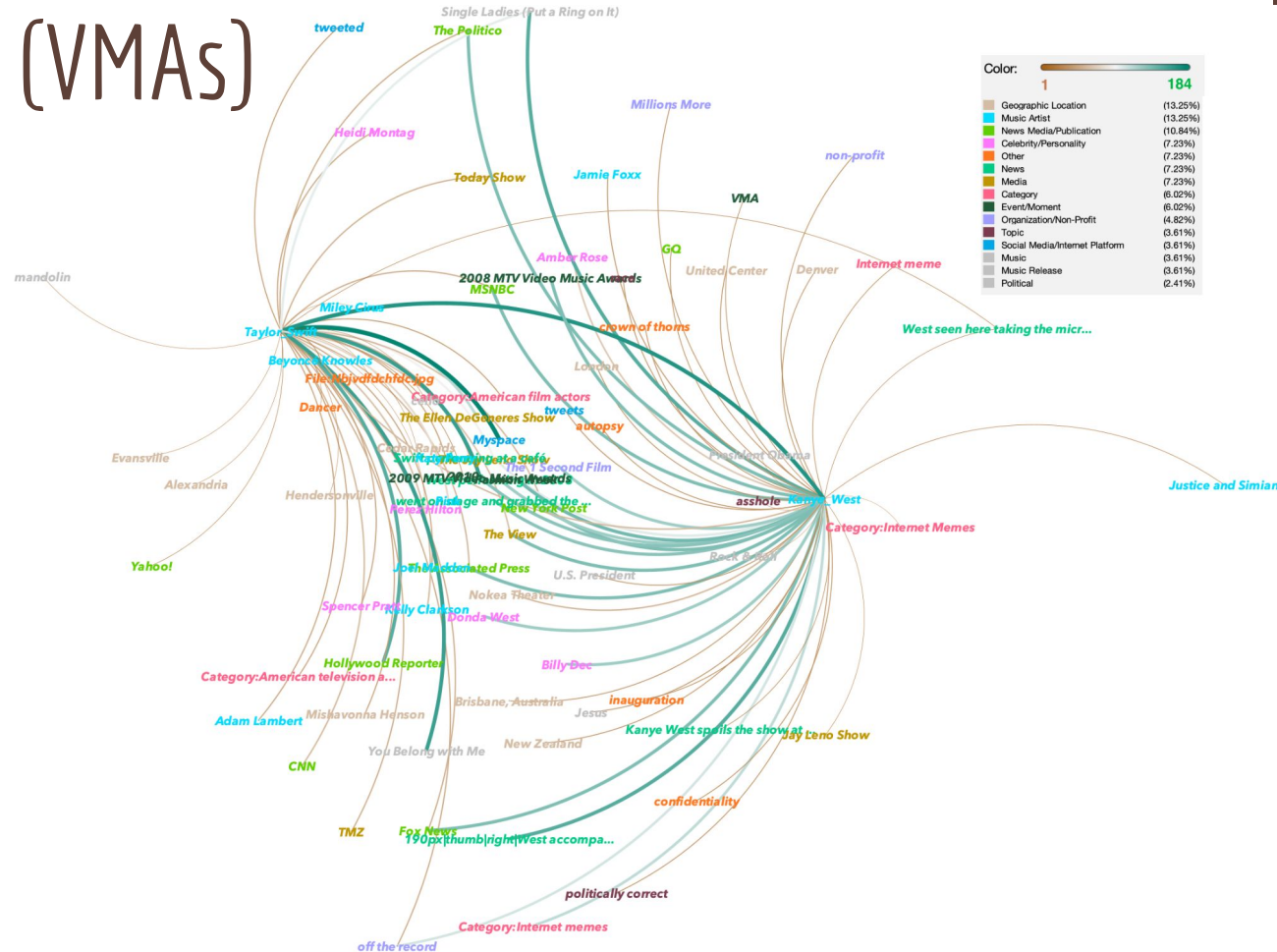
Time Series Analysis (VMAs): West and Smith

 How did the VMAs influence the word “controversy” within edits on each page?

| | Kanye West | Taylor Swift |
|-----------------|------------|--------------|
| One Week Before | 3 | 0 |
| One Week After | 17 | 1 |

Network Analysis (VMAs)

- Mapped the webpage links added to Swift's and West's Wikipedia 30 days after the 2009 VMAs.
- Thickness: Retention of webpage links throughout the period.
- Demonstrates knowledge curation: connections between new information across domains.



Discussion and Limitations

01

Major social events



Increase in
Wikipedia edits

02

VMA controversy



Connection
strength and
breadth between
web links

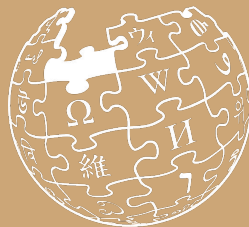
03

Who curates the
information?

What about the
content of edits?

Conclusion

Celebrity social events can influence the frequency of edits and interconnectedness of information on Wikipedia, and therefore, may influence the curation of information on specific figures and broader topics.



Thank You!

Any questions?



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