

# Wikis of Locality: insights from the Open Guides



Mark Gaved, Tom Heath, Marc Eisenstadt

Knowledge Media Institute  
The Open University, United Kingdom



Locality is important in people's lives



When you move somewhere...



...you want to know what's happening there...



and other people interested in the same things as you



Whatever you're interested in,  
locality comes first, topic second

# Wikis of Locality

- Primarily **Locative** : Secondarily **Thematic**
- Support communities of locality
- Local knowledge repositories
- Geodata important
- Utilise third party APIs such as GoogleMaps

# Different approaches to local guides

The image displays three overlapping Mozilla Firefox browser windows, each showing a different approach to local guides for Milton Keynes.

**Window 1: Milton Keynes Pubs and Clubs - MKWeb - Mozilla Firefox**

This window shows the MKWeb website. The header includes the site logo "milton KEYNES" and the URL "WWW.MKWEB.CO.UK". A red sidebar on the left contains a "SITE SEARCH" box and a "GO" button. Below the search box is a "SITE CONTENTS" menu with categories: "News & Information", "MK Council", "Visitor Information & Entertainment", and a list of topics including "Virtual VIC", "Accommodation", "Art", "Bowl (The)", "Background to MK", "Grand Union Canal", "Entertainment", "Leisure Facilities", "Local Radio and TV", "Maps", "Milton Keynes Cinema", "Music", "Parking", "Parks", "Places to visit", "Pubs & Clubs", and "Restaurants".

**Window 2: Milton Keynes - Milton Keynes Entertainment - Mozilla Firefox**

This window shows the Milton Keynes Entertainment website. The header includes the site logo "miltonkeynes.com" and the URL "miltonkeynes.com". The main content area features a large "Entertainment Guide" section with a cartoon character. Below this is a "Milton Keynes Entertainment" section with a list of categories: "Entertainment Homepage", "Local Guide", "Bars, Pubs and Clubs", "Theatre", "Reviews", "Music", "Days Out", and "Cinema".

**Window 3: Open Guide to Milton Keynes - The Milton Keynes Guide that Anyone Can Edit - Mozilla Firefox**

This window shows the Open Guide to Milton Keynes website. The header includes the site logo "MK Open Guide to Milton Keynes" and the URL "http://miltonkeynes.openguides.org/". The main content area features a large "MK Open Guide to Milton Keynes" section with a map of Milton Keynes. Below this is a "Welcome to the Open Guide to Milton Keynes" message, followed by a "Explore the guide (or see a map)" section. This section includes two columns of links: "Popular Categories" (Pubs, Restaurants, Music, Transport, Shopping) and "Popular Locales" (Central Milton Keynes, Stony Stratford, Wolverton, Oldbrook, Fenny Stratford). Below these columns are links to "See All Categories" and "See All Locales". The right sidebar contains a "Recent Changes" section with a list of recent updates, including "Nandos, Central Milton Keynes", "Milton Keynes Railway Station", "Bletchley Railway Station", "Wolverton Library", "Wolverton", "The Galleon, Old Wolverton", "Smart Fish And Chips", "Stony Stratford", "Car Spares, Stony Stratford", "Odeon Cinema, Central Milton Keynes", "Odeon Cinema, Central Milton Keynes", "Cafe Balti, Wolverton", and "Search text".

# The Open Guides



- Wiki based community guides
- Custom code based on Perl
- Currently 18 live Guides
  - UK** Birmingham, Chester, Cotswolds, Glasgow, Lancaster, London, Manchester, Milton Keynes, Norwich, Nottingham, Oxford, Southampton
  - Austria** Vienna
  - Canada** Victoria BC
  - USA** Boston MA, Saint Paul MN
  - Worldwide** Tourist Engineer
- Each guide managed by small team
- Under 100 to over 10,000 entries
- And you can run one too!  
(<http://openguides.org/>)



# The Open Guides



Place	Date Started	Nodes
London	July 2003	3805
Milton Keynes	August 2005	560
Boston	November 2005	12206
Oxford	May 2005	707
Saint Pauls	April 2004	1241



# Survey of Open Guide Administrators

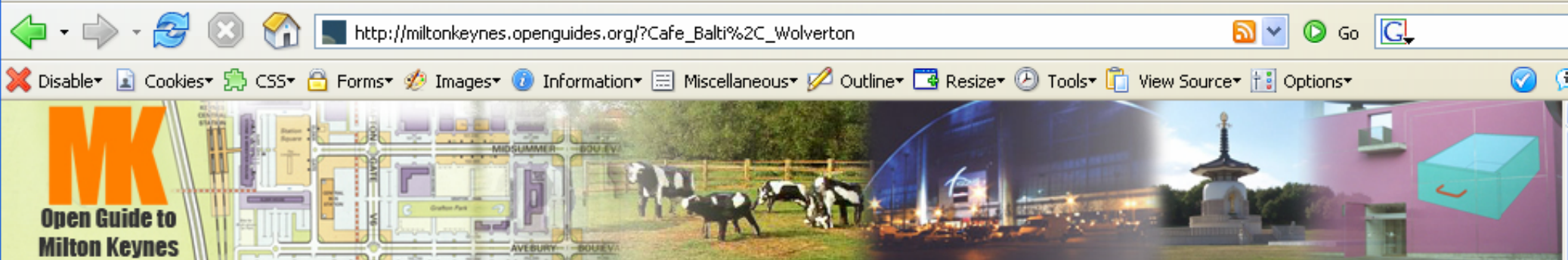
Posted on Open Guides dev-list

11 out of 18 OG admins responded

18 open ended questions,

4 categories

- Purpose of the guide
- Your role(s) in running the Open Guide
- Publicity and outreach
- Future of your guide



## Cafe Balti, Wolverton

- Telephone: 01908 311188
- Address: 52 Church Street, Wolverton ([map of this place](#))
- Postcode: MK125JW
- Lat/Lon: 52.062193,-0.811732
- Categories: [Food](#), [Indian](#), [Restaurants](#), [Takeaway Food](#)
- Locales: [Wolverton](#)

Milton Keynes best 'Indian' restaurant (ooh! contentious - am I allowed to say that?). Cafe-bistro style small Indian restaurant, modern decorations, friendly atmosphere. Drop in rather than book in advance usually. Winner of several awards. The restaurant is actually Bangladeshi, so there are some regional specialities. Take away as well as eat in. Really friendly staff.

Take aways are just as high quality as the sit in, too!

Find all things within  of here.



[Home](#)

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[FAQ](#)  
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**Meta**  
[Pages That Link Here](#)  
[All Revisions](#)  
[RDF/XML of this Node](#)  
Revision 3. Last edited 2006-08-01 16:03:30.

# Geodata is a significant element

Latitude and longitude data is held where possible ...

## ***Cafe Balti, Wolverton***

- Telephone: 01908 311188
- Address: 52 Church Street, Wolverton
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Find all things within  of here.



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Search text

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[Recent Changes](#)

#### Meta

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[All Revisions](#)  
[PDF/XML of this Node](#)  
Revision 3. Last edited  
2006-03-01 16:03:30.

... enabling location based searching...

Find all things within 500 metres of here.

Open Guide to Milton Keynes

### Cafe Balti, Wolverton

- Telephone: 01908 311188
- Address: 52 Church Street, Wolverton ([map of this place](#))
- Postcode: MK125JW
- Lat/Lon: 52.062193,-0.811132
- Categories: [Food](#), [Indian](#), [Restaurants](#), [Takeaway Food](#)
- Locales: [Wolverton](#)

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Find all things within 500 metres of here.

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... and the use of third party APIs such as Google Maps



# What's underneath?

Not just free data entry; structured editing provides a framework for content...

"Compared with other wikis, the structured metadata is what sets OpenGuides apart"  
(Ivor, London OG admin)

Content	
<p>Milton Keynes best 'Indian' restaurant (ooh! contentious - am I allowed to say that?). Cafe-bistro style small Indian restaurant, modern decorations, friendly atmosphere. Drop in rather than book in advance usually. Winner of several awards. The restaurant is actually Bangladeshi, so there are some regional specialities. Take away as well as eat in. Really friendly staff.</p> <p>Take aways are just as high quality as the sit in, too!</p>	
<b>Categories:</b> e.g. Restaurants, Cash machines, Parks	<input type="text" value="Food, Indian, Restaurants, Takeaway Food"/> Click to add from the existing category list: <input type="button" value="v"/> (seperate with commas)
<b>Locale:</b> e.g. Fishermead, Central Milton Keynes	<input type="text" value="Wolverton"/> Click to add from the existing locale list: <input type="button" value="Select"/> (seperate with commas)
Additional information (it really helps if you add this stuff)	
<b>One-line summary of this entry:</b> <input type="text" value="Indian restaurant"/>	
<b>Phone:</b>	<input type="text" value="01908 311188"/>
<b>Fax:</b>	<input type="text"/>
<b>Website:</b>	<input type="text"/>
<b>Opening hours:</b>	<input type="text"/>
<b>Address:</b>	<input type="text" value="52 Church Street Wolverton"/>
<b>Postcode:</b>	<input type="text" value="MK125JW"/> <input type="button" value="Make Map Link from Postcode"/>
<b>Latitude (decimal):</b>	<input type="text" value="52.062193"/>
<b>Longitude (decimal):</b>	<input type="text" value="-0.811732"/>
<b>Map link:</b> (must start http://)	<input type="text" value="http://www.mkweb.co.uk/mkmap/home.asp?SearchValue=MK125JW"/>

...and gives us machine-readable, reusable metadata for free!

```
<?xml version="1.0"?>
<rdf:RDF
  xmlns:rdf="http://www.w3.org/1999/02/22-rdf-syntax-ns#"
  xmlns:dc="http://purl.org/dc/elements/1.1/"
  xmlns:dcterms="http://purl.org/dc/terms/"
  xmlns:foaf="http://xmlns.com/foaf/0.1/"
  xmlns:wiki="http://purl.org/rss/1.0/modules/wiki/"
  xmlns:chefmoz="http://chefmoz.org/rdf/elements/1.0/"
  xmlns:wn="http://xmlns.com/wordnet/1.6/"
  xmlns:geo="http://www.w3.org/2003/01/geo/wgs84_pos#"
  xmlns:os="http://download.org/rdf/os/0.1/"
  xmlns:owl="http://www.w3.org/2002/07/owl#"
  xmlns="http://www.w3.org/2000/10/swap/pim/contact#"
>
  <rdf:Description rdf:about="http://miltonkeynes.opengui
    <dc:title>Open Guide to Milton Keynes: Cafe Balti, Wo
    <dc:date>2006-08-01T16:03:30</dc:date>
    <dcterms:modified>2006-08-01T16:03:30</dcterms:modifi
    <dc:contributor>Anonymous</dc:contributor>
    <wiki:version>3</wiki:version>
    <wiki:content rdf:parseType="Literal"
      xmlns="http://www.w3.org/1999/xhtml"><p>
        <p>Take aways are just as high quality as the sit in, too
      </wiki:content>
```

[RDF/XML of this Node](#)



The screenshot shows a web browser displaying the Open Guide to Milton Keynes website. The main content area features a map of the area around Cafe Balti, with a red pin indicating the location. To the right of the map is a sidebar with various links and information, including a search box, a list of links to contribute to the guide, and a section for the guide's metadata. A yellow box highlights the 'RDF/XML of this Node' link in the sidebar, with an arrow pointing from it to the XML code on the left.

Home  
Search text  Go  
Contribute to the Guide  
[Edit this Entry](#)  
[Add a New Entry](#)  
New to the Guide? Read  
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About the Guide  
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[Admin Team](#)  
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[RDF/XML of this Node](#)  
Revision 3. Last edited  
2006-08-01 16:03:30.

# An enabler for Berners-Lee's vision?

"... The agent promptly retrieved information about Mom's *prescribed treatment* from the doctor's agent, looked up several lists of *providers*, and checked for the ones *in-plan* for Mom's insurance within a *20-mile radius* of her *home* and with a *rating* of *excellent* or *very good* on trusted rating services. ..."

Berners-Lee, Hendler, Lassila. *The Semantic Web*,  
Scientific American, May 2001

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Where is that kind of info going to come from?

- **Us!**

That is where Wikis of Locality/Open Guides come in

- **folk knowledge + structured metadata!**

(a little bit of) **"Semantic web for the rest of us" ?**



**Some observations from our experience**

# Different types of contributions

**Invention Of The Diesel Engine, Fenny Stratford - Open Guide to Milton Keynes - Mozilla Firefox**

File Edit View Go Bookmarks Tools Help

http://miltonkeynes.openguides.org/?Invention\_Of\_The\_Die: Go

OCI FM MSG™ KMI EisenBlog Bloglines /sgis-dev/ ELEGI PORTAL liveUgli Hex TTag MSG ClustrMaps CM50



**Open Guide to Milton Keynes**

## ***Invention Of The Diesel Engine, Fenny Stratford***

- Categories: [History](#)
- Locales: [Fenny Stratford](#)

The worlds first successful [[heavy oil engines](#)] were invented and built by Herbert Akroyd-Stuart in Fenny Stratford. These were precursors to what we know as the Diesel engine: Rudolf Diesel based his designs (1892) on Akroyd-Stuart's direct fuel injection and compression ignition inventions (1890). An experimental model was tried out at the offices of the Fenny Stratford Times Newspaper, and the first production models were installed at Fenny's Great Brickhill Waterworks where they were in operation from 1892 to 1923. Maybe engines of this type have not become known as [["Akroyd-Stuarts"](#)] simply because Diesel was (apparently) a rather vain and vociferous person, and his name sounds more butch. Diesel committed suicide by jumping off a cross-channel ferry, whereas Akroyd-Stuart emigrated to Australia and lived to a ripe old age drinking beer and watching cricket (possibly).

**Home**

Search text

Go

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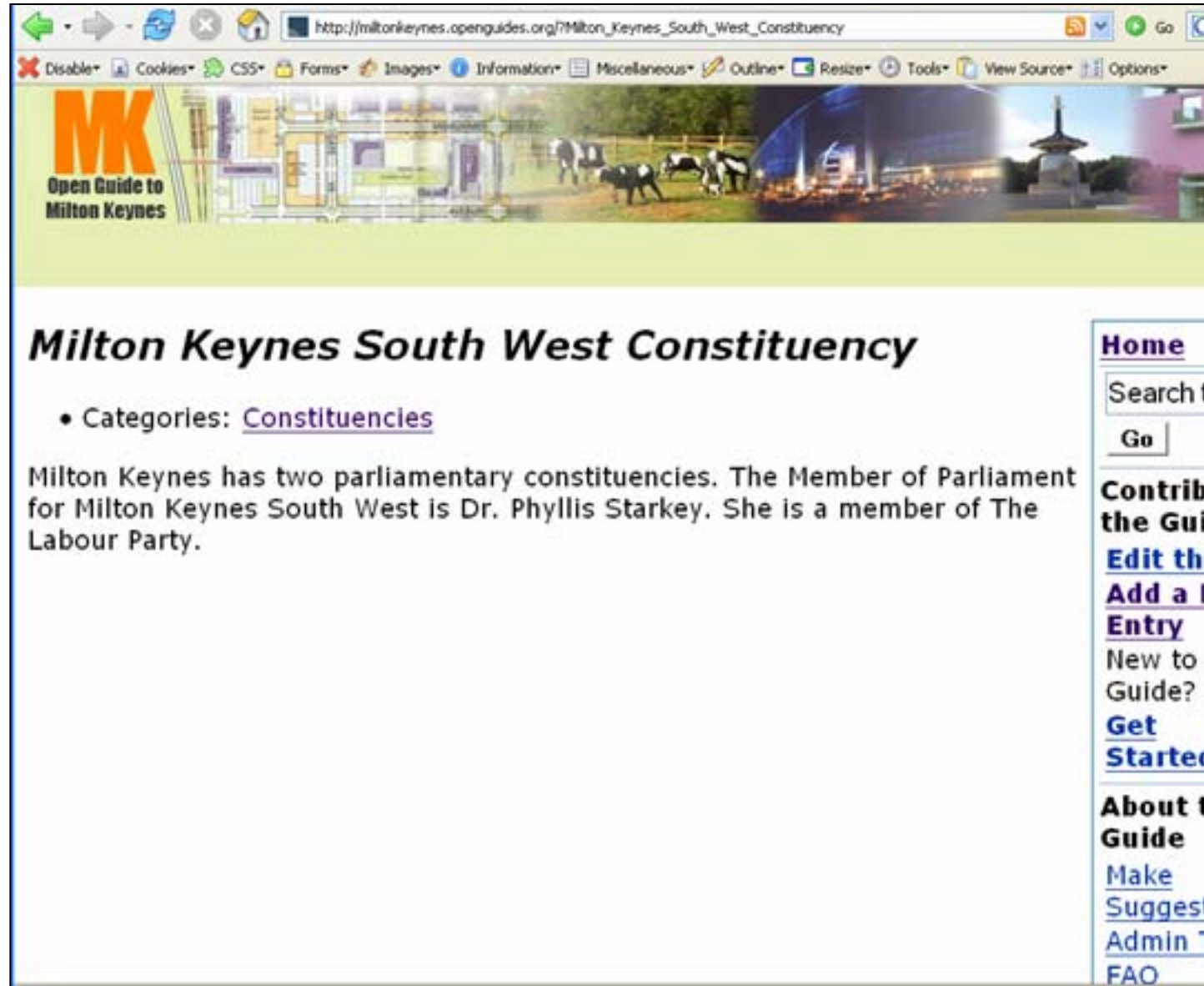
**About the Guide**

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Done

# Different types of authors

## Placeholders



# Different types of authors

Placeholders  
Completers

File Edit View Go Bookmarks Tools Help

http://miltonkeynes.openguides.org/?id=Bletchley\_Park&version=1

Disable Cookies CSS Forms Images Information Miscellaneous Outline Resize Tools View Source Options

**MK**  
Open Guide to  
Milton Keynes

**Historical version 1 of Bletchley Park**

- Telephone: 01908 640404
- Address: Bletchley Park, Milton Keynes ([map of this place](#))
- Postcode: MK3 6EB
- Locales: [Bletchley](#)

Bletchley Park

**Home**

Search text

Go

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# Different types of authors

Placeholders  
Completers

## Bletchley Park

- Telephone: 01908 640404
- Address: Bletchley Park, Milton Keynes  
([map of this place](#))
- Postcode: MK3 6EB
- Lat/Lon: 51.9973,-0.7431
- Website: <http://www.bletchleypark.org.uk/>
- Opening Hours: Weekdays: 9:30am-5:00pm.  
Weekends: 10:30am-5:00pm. Closed during  
the winter (check website for dates)
- Categories: [Education](#), [History](#)
- Locales: [Bletchley](#)



Bletchley Park is a manor house situated near [Bletchley Railway Station](#). It is famous for being the location of the team that cracked the Enigma codes during World War II. It is now a museum to that achievement.

As well as being a fascinating tourist attraction the manor house is also available for conferences and weddings.

Photo shows a reconstructed "Bombe" electro-mechanical decoding machine.

Find all things within  of here.



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# Different types of authors

Placeholders  
Completers  
Housekeepers

## *Historical version 30 of Locale Fenny Stratford*

- Categories: [Locales](#)
- Locales: [Fenny Stratford](#)

Fenny Stratford is an actual village/small town, dating back to Roman times when there was a settlement nearby called Magiovinium. It has a satisfying array of old-style buildings, restaurants, shops and other amenities. It lies to the east of Bletchley and to the south of Milton Keynes; it is administratively linked with the former, though it often tends to get lumped together with the latter. Waggish residents consider it to be the precious jewel in the rhinestone crown that is Milton Keynes. However, don't be alarmed, it is not as posh as its "big sister" [Stony Stratford](#)! Hourly services from [Fenny Stratford railway station](#) can take you to Bletchley and Bedford. The Italianate influence still exists in Fenny to this day: there is the [Colosseo Cafe](#) on the high street, the famous Napoli Fish Bar and an [Italian delicatessen](#) tucked out of the way on Church Street. Due to this, and the proximity of a particularly pretty stretch of [The Grand Union Canal](#), Fenny Stratford has been dubbed the Venice of Buckinghamshire by at least one person.

Most of Fenny's shops and restaurants are situated on it's main thoroughfare [Aylesbury Street](#).

- [Aromas, Fenny Stratford](#)
- [Aylesbury Street, Fenny Stratford](#)
- [Colosseo Italian Cafe, Fenny Stratford](#)
- [Dinajpur Indian Restaurant, Fenny Stratford](#)
- [Fenny Stratford Railway Station](#)
- [Invention Of The Diesel Engine, Fenny Stratford](#)
- [Locale Fenny Stratford](#)
- [Milton Keynes Telephone Exchange, Fenny Stratford](#)

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[RSS of the](#)

# Different types of authors

Placeholders  
Completers  
Housekeepers

## ***Locale Fenny Stratford***

- Categories: [Locales](#)
- Locales: [Fenny Stratford](#)

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- [Invention Of The Diesel Engine, Fenny Stratford](#)
- [Locale Fenny Stratford](#)
- [Milton Keynes Telephone Exchange, Fenny Stratford](#)

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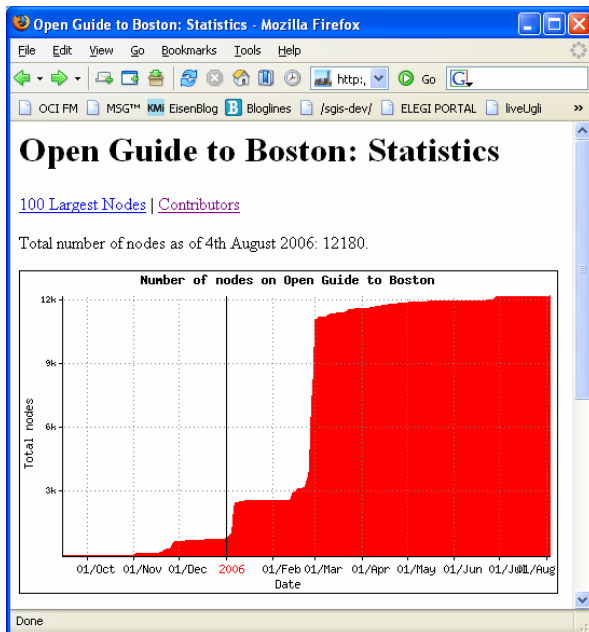
[Make](#)[Suggestion](#)[Admin Team](#)[FAQ](#)[Wanted Page](#)[Recent Changes](#)

## [Meta](#)

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# Different types of authors

Placeholders  
Completers  
Housekeepers  
Scrapers



http://boston.openguides.org/?St\_Paul's\_Church

Open Guide to Boston

Create New Page | Edit this page | Recent Changes | Categories | Locales | User P

Map

## St Paul's Church

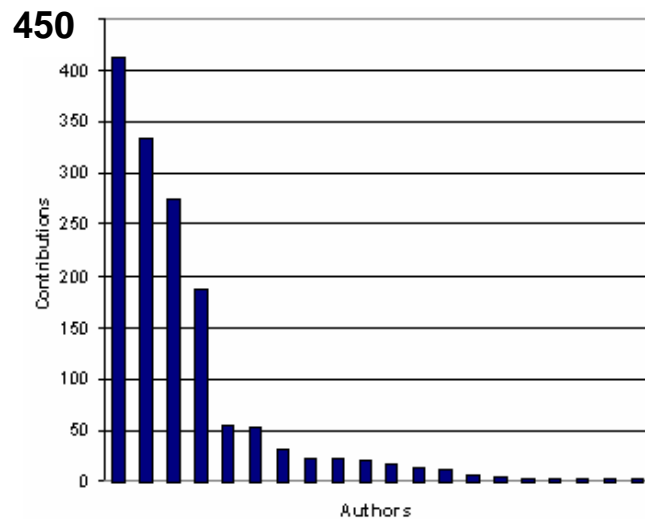
- Telephone: 617-326-4553
- Address: 59 Court Ln, Dedham, MA
- Categories: [Churches](#)
- Locales: [Dedham](#)

We don't have any more info on this place yet. If you'd like to add anything you know about this place, feel free: just [Edit it!](#)

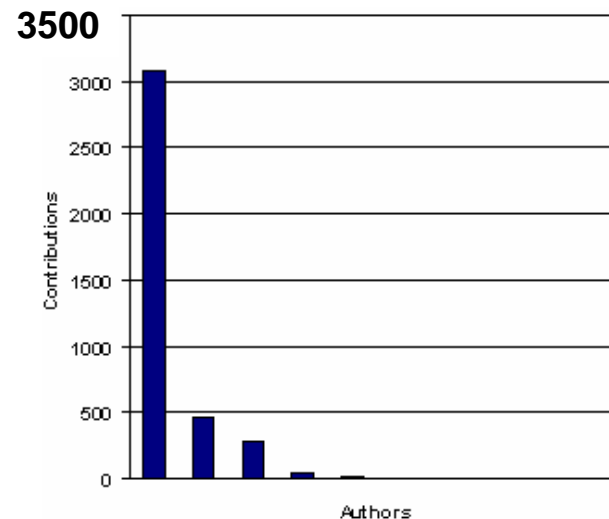
Map data ©2006 TeleAtlas - [Terms of Use](#)

# Sustainability

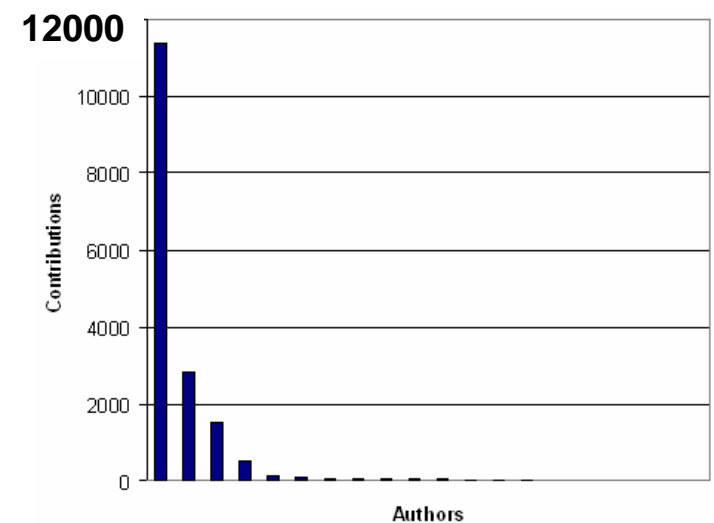
	London	Milton Keynes	Boston	Oxford	Saint Pauls
Admins	4	2	1	1	1
Contributors	75	37	89	71	10



Milton Keynes



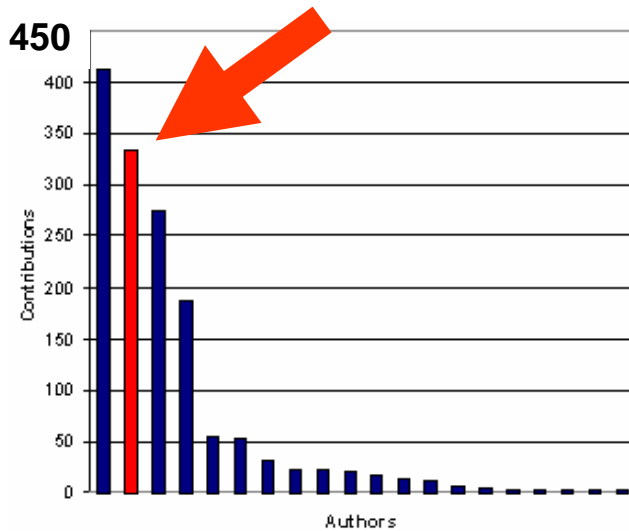
Saint Pauls



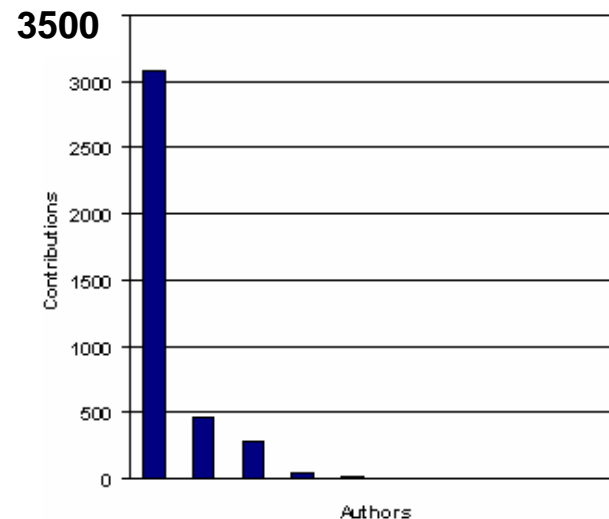
Boston

# Sustainability

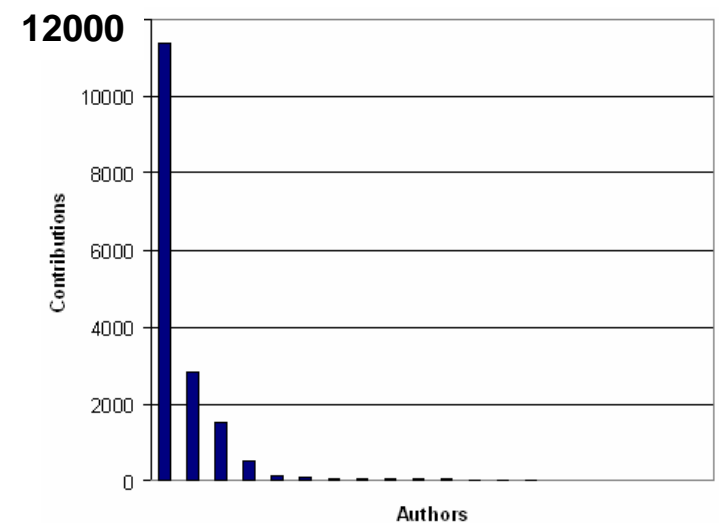
	London	Milton Keynes	Boston	Oxford	Saint Pauls
Admins	4	2	1	1	1
Contributors	75	37	89	71	10



Milton Keynes

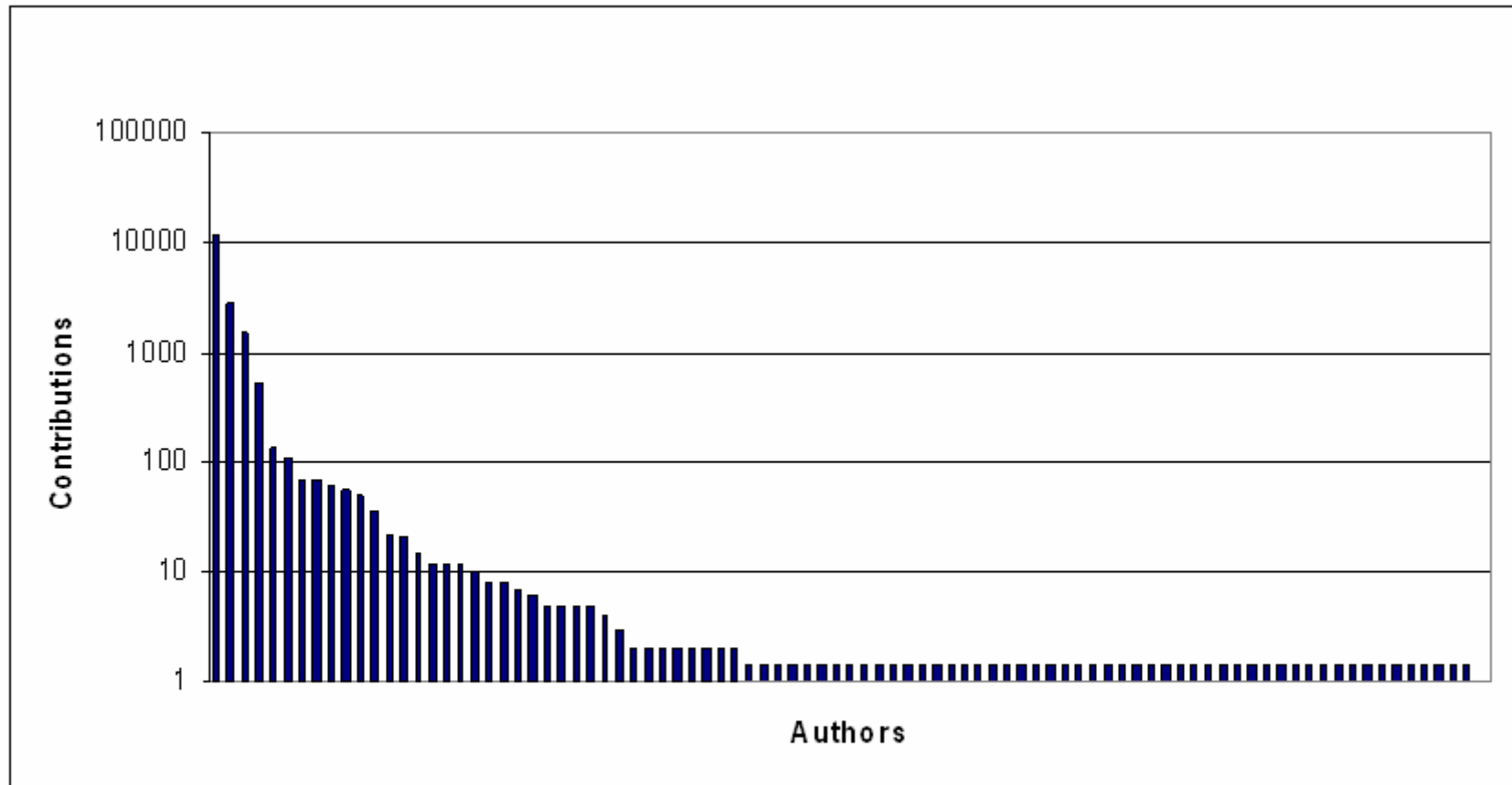


Saint Pauls



Boston

# 'The Long Tail' and 'The Boston Scraper Effect' (encouraging many small contributors)



**Contributions to the Open Guide to Boston**  
(data from <http://boston.openguides.org/stats>)

# Open Guide to Boston

[Create New Page](#)[Edit this page](#)[Recent Changes](#)[Categories](#)[Locales](#)[User Preferences](#)[Map](#)

## Eddie Priest Men's Hairstylist

- Telephone: 617-354-8912
- Address: 89 River St, Cambridge, MA
- Categories: [Barbers](#)
- Locales: [Central Square](#)

HELLO THIS IS EDDIE PRIEST: I AM NOW HOME AND BACK TO BUSINESS AS OF APRIL 15TH. DROP BY. HOPE TO SEE YOU ALL SOON!!!! EDDIE

## Reviews

- I visited Eddie Preist a couple weeks ago, before heading to a conference for work. Getting the hair out of my eyes is no easy task, and Eddie did a great job with it. I'll be going back to Eddie for haircuts from now on. -- [ChristopherSchmidt](#)



http://montreal.mspace.fm/

**montréal** CHI2006 Open Guide

[Add New Items](#) **15**

**Browser** Search keywords...

Columns:

Category	Neighbourhood	Place
Cathedrals and Churches		
Historical Site		
Hotel		
Movie Cinema		
Museum		
Other Attraction		
Pub/Bar		
Restaurant		
Shops and Stores		

**Interest**

Category: Cathedrals and

**Information**

### mSpace + Google Maps meets Open Guides

Welcome to the mSpace version of an Open Guide for Montreal. Open Guides

**OpenGuides™** is a network of free, community-maintained [wiki](#) guidebooks to places around the world. Anyone is free to contribute, whether it's by writing new articles or editing the articles that we already have.

As an experiment in exploratory search, we've put an [mSpace interface](#) onto this Open Guide for Montreal. We've also added **Google Maps** so that a place added to the Open Guide can be quickly plotted on the Map. As long as you have a postal code for the place you enter, we can pretty much plot it on the map

In the Info view you can see any comments that have been added about a particular place. Because the Open Guide is based on Wiki's, you're free to add your own comments to an existing item, or create a whole new place.

[From wish to add a Montreal entry to the Open Guide, just click the "ADD"](#)

**Preview**

April 22-27, 2006  
Palais des Congrès,  
Montréal

Montreal Underground  
Montréal Marriott  
Montreal De Lait  
Mount Royal Park  
Niu Kee  
Notre-Dame-Des-Neiges  
Parc National Du  
Parc-Nature De La  
Parc-Nature Du  
Petit Milos  
Pierre Du Calvet House

# Some issues raised (by Guide admins)

**“Some areas of the city get much more complete coverage than others, due to having regular contributors living there. I like to think that over time this will improve”**

**“I've wondered about 'writeability' in the interface - to what extent can non-geeks feel empowered to contribute, not scared off”**

**“You need a dedicated group of editors working for a long time to create a useful resource”**

**“I basically do my best to maintain useful information without it turning into a spam-filled pit”**

# Future ideas and open questions...

- Wiki lifecycles: will the Guides reach critical mass?
- Who's using them and why?
- What other forms may a Wiki of Locality take?
- How do we evolve the interface?  
(‘structure is good’ versus ‘structure is a straight-jacket’)
- New added-value services from semantic web?

# Thank you



Mark Gaved, Tom Heath, Marc Eisenstadt

{m.b.gaved, t.heath, m.eisenstadt} @open.ac.uk

<http://kmi.open.ac.uk>

<http://miltonkeynes.openguides.org>