Online general encyclopaedias in an era of asymmetric digital knowledge

Naja Bentzen, policy analyst
European Parliament Liaison Office, Washington DC

International conference Encyclopedistics 2020 – achievements and challenges
The Miroslav Krleža Institute of Lexicography, Zagreb, 15-17 October 2020
Covid-19 accelerating already existing trends

- Information overload
- 'Infodemic' (WHO: 'over-abundance of information (...) that makes it hard for people to find trustworthy sources and reliable guidance when they need it')
- Inequality (including reg. access to information+knowledge)
MEDIA CONSUMPTION

% WHO SAY THEY HAVE STARTED CONSUMING OR ARE CONSUMING MORE OF THE FOLLOWING SINCE THE OUTBREAK OF COVID-19

GEN Z
16 - 23 years old

- Online videos: 51%
- Online TV/streaming: 38%
- Video games: 31%
- Music-streaming: 28%
- Broadcast TV: 24%
- Online press: 21%
- Books/Literature: 18%
- Radio: 17%
- Livestreams: 17%
- Podcasts: 11%
- None of these: 10%
- Physical press: 9%
Disinformants: domestic and foreign

150% the increase in countries using organised social media manipulation campaigns over the last two years

Number of Countries

2017 2018 2019

28 48 70
Search engine market share in Europe 2020

<table>
<thead>
<tr>
<th>Search Engine</th>
<th>Market Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>Google</td>
<td>94%</td>
</tr>
<tr>
<td>Bing</td>
<td>3%</td>
</tr>
<tr>
<td>Yandex RU</td>
<td>1%</td>
</tr>
<tr>
<td>Others</td>
<td>2%</td>
</tr>
</tbody>
</table>
Online national general encyclopaedias in Europe
Wikipedia language versions 2020 (by 1000 articles)
Countering anti-enlightenment in an age of truth decay
Online general encyclopaedias in an era of asymmetric digital knowledge